



SWISSTRAX

MARKETING PRESENTATION

\$14,520,000

SWISSTRAX.COM'S YEARLY REVENUE POTENTIAL
FROM CURRENT ONLINE LEAD GENERATION

\$9M+ LOST REVENUE

YOUR LOSING SALES TO THE COMPETITION
AND POOR MARKETING PERFORMANCE

LET'S DO SOME MATH

WHY ARE YOU LOSING LEADS, WASTING MONEY
AND FALLING BEHIND THE COMPETITION?

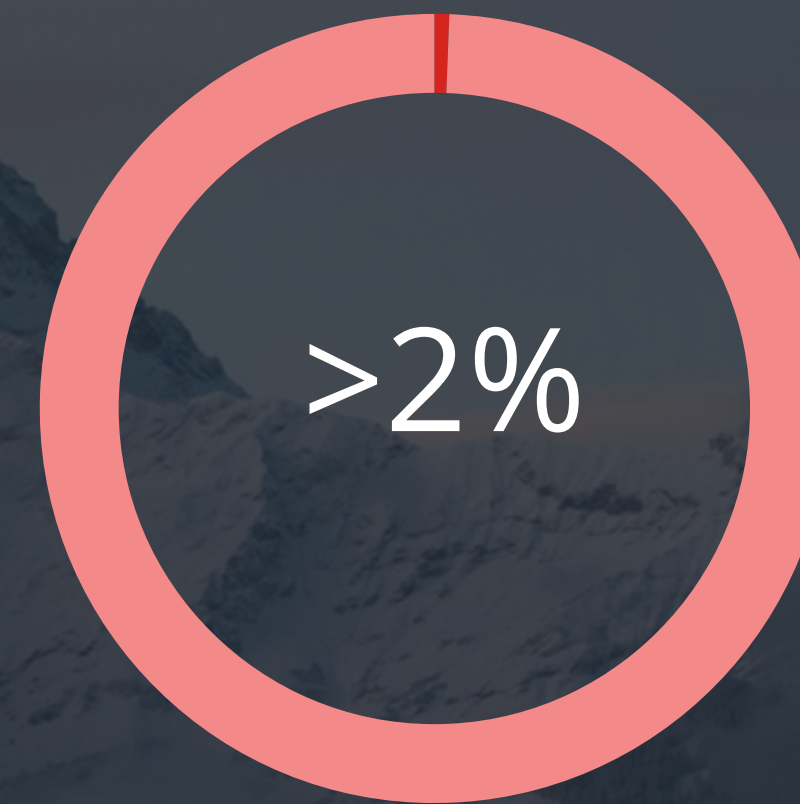
Conversion Rates

Your website is grossly underperforming, only conversion optimization can change this



Average Conversion Rate

Avg. rates are 2.35%, the top 25% are converting at +5.31% and the top 10% at 11% or higher.



Swisstrax Conversion Rate

Swisstrax is currently 1.8%. This means missed revenue opportunities and wasted marketing budgets.

PPC Revenue Potential

10



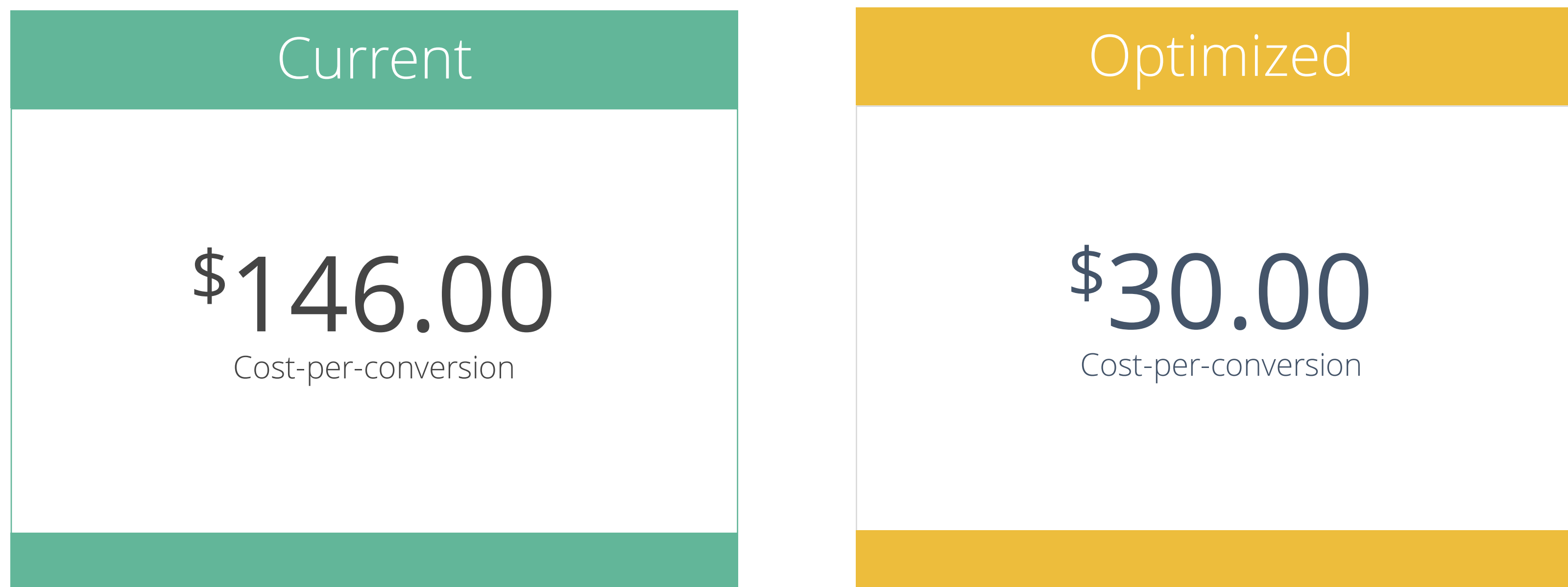
\$3,801,600

vs approx. \$1.2 million a year at the current conversion rate

PPC currently generates approximately 10,000 clicks per month. Your current conversion rate is less than 2%. Every 1% lift in conversion is worth \$67,000/month. If conversion hits 5%, PPC would be worth \$3.8 million vs approx. \$1.2 million at the current conversion rate.

Cost Per Acquisition

This is not related to your PPC performance, only your website's performance



Current cost per conversion is \$146/conversion, at 5%, it would fall to \$30/conversion (all else constant).

SEO/Direct Revenue Potential

12



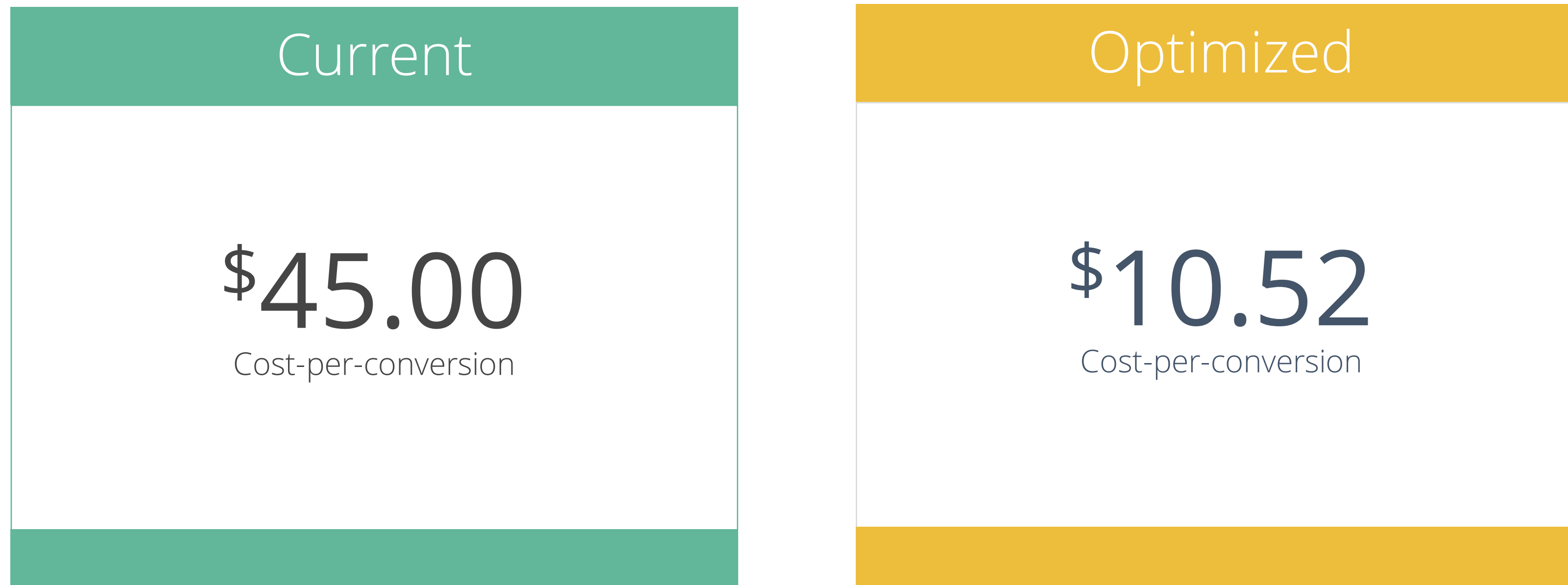
\$7,223,040

vs approx. \$2.2 million a year at the current conversion rate

Currently Swisstrax.com averages 19,000 organic and direct visitors per month and generates \$2.2 million a year with a conversion rate of less than 2%. Every 1% lift in conversion is worth \$130,000/month. If conversion hits 5%, SEO/Direct would be worth \$7.2 million.

SEO Cost Per Acquisition

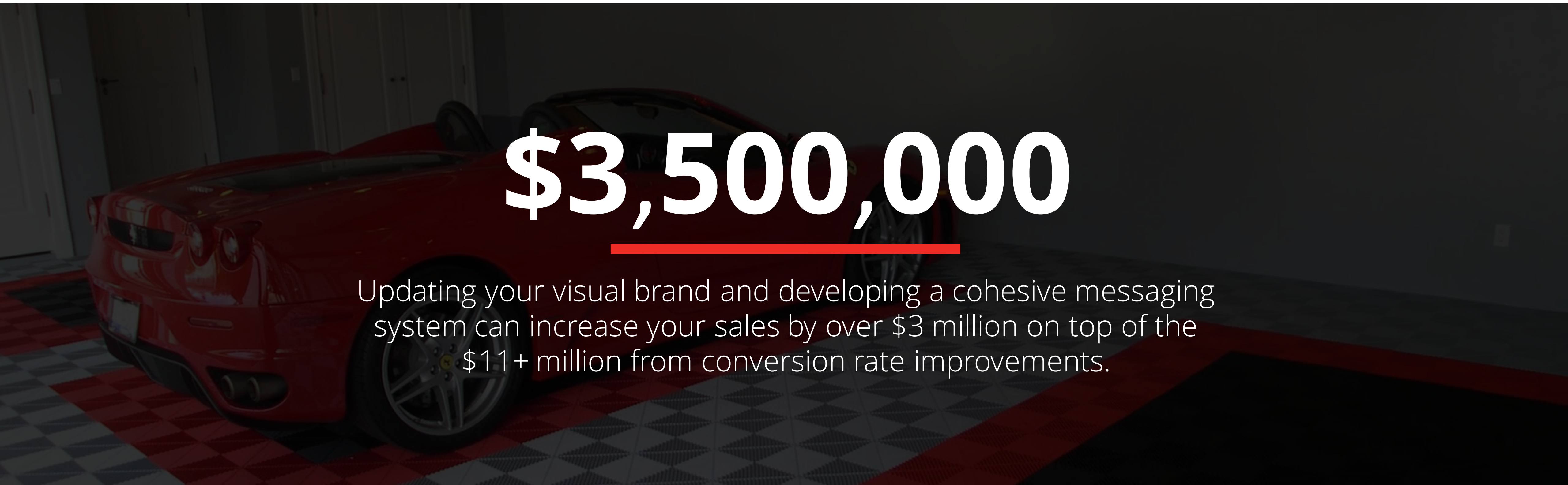
This is not related to your SEO performance, only your website's performance



Minus marketing costs to achieve a 5% conversion rate, cost per conversion would be \$10.52 (all else constant).

Brand Revenue Potential

14



\$3,500,000

Updating your visual brand and developing a cohesive messaging system can increase your sales by over \$3 million on top of the \$11+ million from conversion rate improvements.

Not only is your website underperforming when it comes to converting SEO and PPC traffic but it's underperforming when it comes to visual brand, brand messaging, content and user experience. These additional sales increase PPC and SEO/Direct channels by over \$3.5 million per year.

Product Branding

This is how we perceive your product and brand



SWISSTRAX

High performing, beautiful design,
superior to more expensive options.



RACEDECK/COMPETITORS

Functional, does the job of being a car
but not comparable in performance.

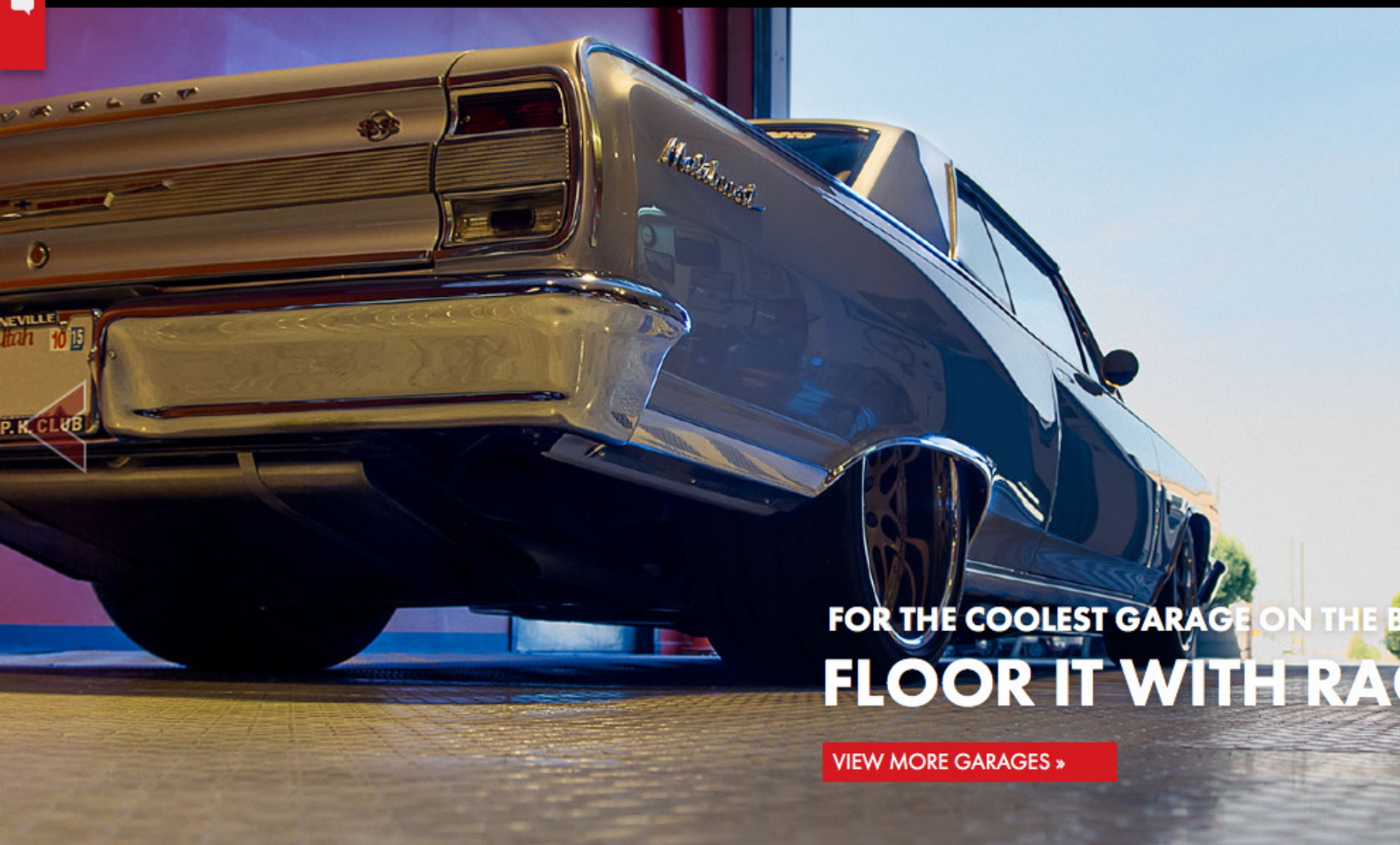
Visual Branding

This is how potential consumers visually interpret your brand vs Racedeck



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FOR THE COOLEST GARAGE ON THE BLOCK...
FLOOR IT WITH RACEDECK

VIEW MORE GARAGES »

THE ORIGINAL AND STILL THE BEST MODULAR GARAGE FLOORING

RaceDeck Garage Flooring is engineered to turn your garage into a showplace while withstanding even the toughest garage environments. Transform your garage in hours, not days with RaceDeck's patented garage tile system. No tools for installation, no mess or toxic fumes associated with coatings and epoxies.

RaceDeck offers garage flooring for all your needs. Classic designs like Diamond and CircleTrac® showcase your space in timeless style, while cutting edge products like TuffShield® and Free-Flow® create custom high-tech looks. Choose from our 9 styles and 14 colors or opt for custom colors, logos, and designs to create the garage you've always wanted.

With 24 Patents and Counting, You Can Rest Assured You're Getting the Most Advanced Modular Garage Flooring in the World.

VIEW PRODUCTS »

KEY BENEFITS

- 15 Year limited warranty
- Odorless installation—no toxic fumes
- Installs in less than one day
- Not affected by moisture
- Slip resistant when wet
- Available in self-draining design
- Easily removed for use elsewhere
- Easy DIY installation
- No shot blasting, acid washing, or surface prep required
- No damage if foundation concrete cracks
- Quick and easy to repair

Design Your Floor Samples Buy Now Shopping Cart Installation Videos FAQs

1-866-748-7940

Swisstrax World's Finest Modular Flooring

HOME GALLERY PRODUCTS APPLICATIONS COMPARE DIY INFO CENTER BUY NOW ABOUT

Think outside the tie.
Impress him this Father's Day.

\$100 OFF every 100 sqft + FREE EDGES*

CODE: No-tie16 SHOP NOW >

Swisstrax World's Finest Modular Flooring

Transform your floor in hours. Endless possibility awaits. Garage. Showroom. Mancave & More.

REQUEST A QUOTE SEE GALLERY

CUSTOMER INSTALL

GARAGE FLOOR INSTALL
SWISSTRAX RIBTRAX

WATCH NOW

FLOOR DESIGNER

START HERE

Why Choose Swisstrax?

Swisstrax is the modern alternative to standard concrete or epoxy flooring. Our premium modular tiles easily interlock and cover cracks, stains, damaged epoxy or concrete in your garage or any application. Backed by a Full 15 Year Warranty & 30 Day Money Back Guarantee, Swisstrax has earned its reputation as "The World's Finest Modular Flooring" by consistently providing a superior product, design, and experience. Swiss engineered and exclusively manufactured in North America, Swisstrax is built to endure, sustain and last. Transform your garage, basement, gym, arena, office or showroom in hours and experience the difference for decades.

Swisstrax Benefits

- 70,000 lbs. Roll-over
- Chemical Resistant
- Do It Yourself
- Installs in Hours
- Low Maintenance
- Non Slip
- Self-Draining
- UV Stabilized
- 100% Recyclable
- Silent Stop

Featured Floors

Perceived Value

Perception is reality, you've allowed competitors to flip the script



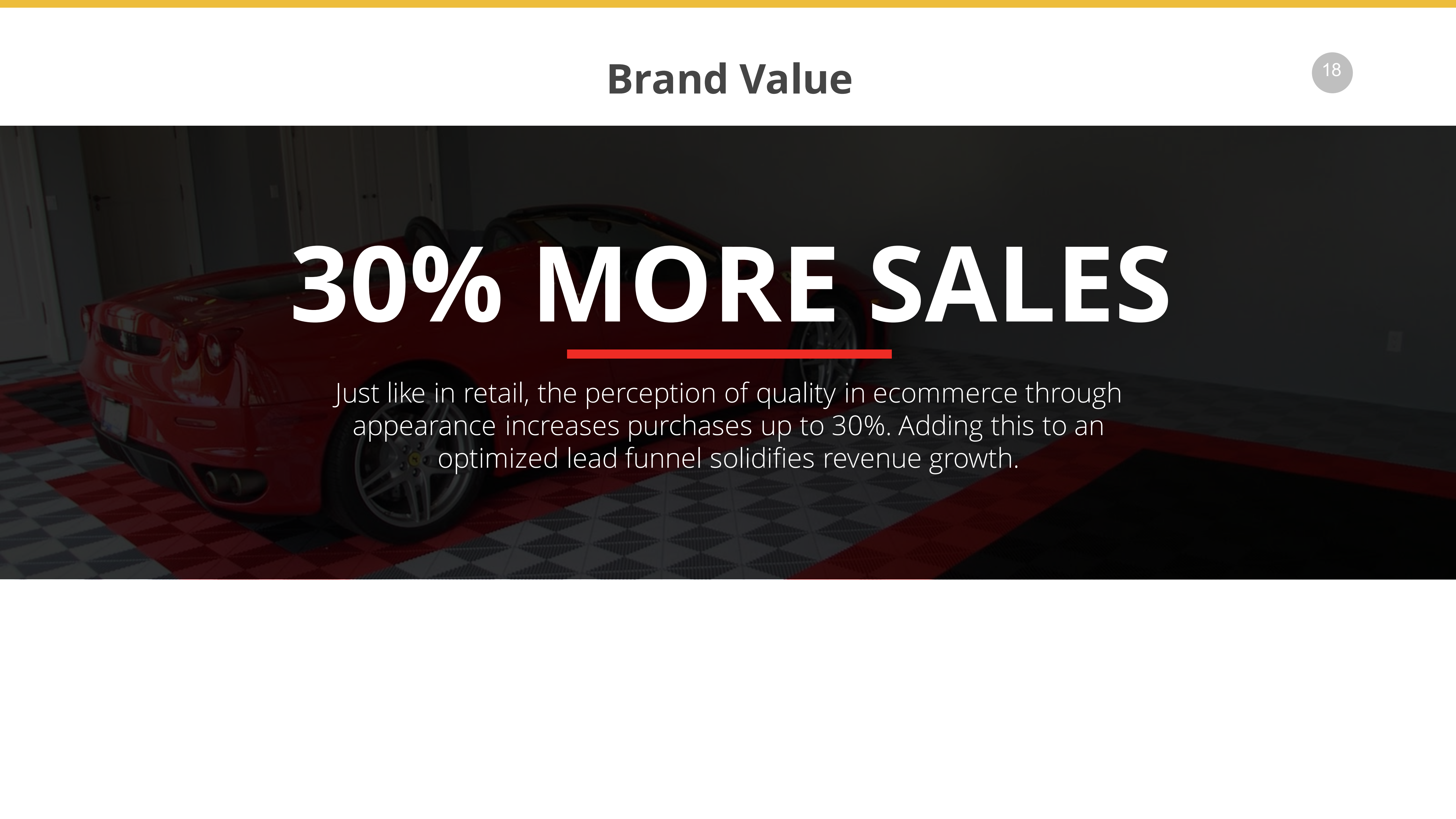
RACEDECK

High performing, beautiful design,
superior to more expensive options.



SWISSTRAX

Functional, does the job of being a car
but not comparable in performance.



30% MORE SALES

Just like in retail, the perception of quality in ecommerce through appearance increases purchases up to 30%. Adding this to an optimized lead funnel solidifies revenue growth.

Cost Per Acquisition

19

PPC

\$21.00

Cost-per-conversion
compared to the current \$146.00

SEO

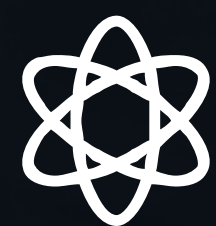
\$7.00

Cost-per-conversion
compared to the current \$45.00

Branding can help lower your SEO, Direct and PPC conversion rates even further by up to and additional 30%.

LET'S DISCUSS HOW

TAKE ADVANTAGE OF YOUR CURRENT TRAFFIC
WITHOUT SPENDING MORE ON MARKETING



UNIFIED STRATEGY

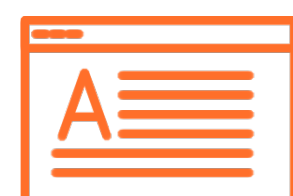
Marketing should be multichannel and follow a relationship first methodology, allowing it to deliver results that impact your bottom line and produce measurable ROI. This anchors the strategy; ensuring we lay the right foundation, address conversion, produce then distribute and promote relevant content, properly optimize and build authority and trust with search engines and customers.

Unified Strategy



Conversion

Analyze more than 90 conversion factors for your site in the areas of measurement, content and page layouts.



Content

Your content is a window to your brand for potential customers. It is important your content is engaging, motivating and flawless.



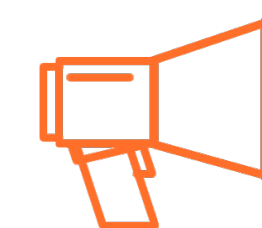
Optimization

This is crucial so search engines can categorize and rank your site properly. We complete intensive data and analytics, testing, and ongoing fine-tuning.



Authority & Trust

A thoughtful link building and social promotion strategy raises your business stature by building authority and trust with search engines and visitors



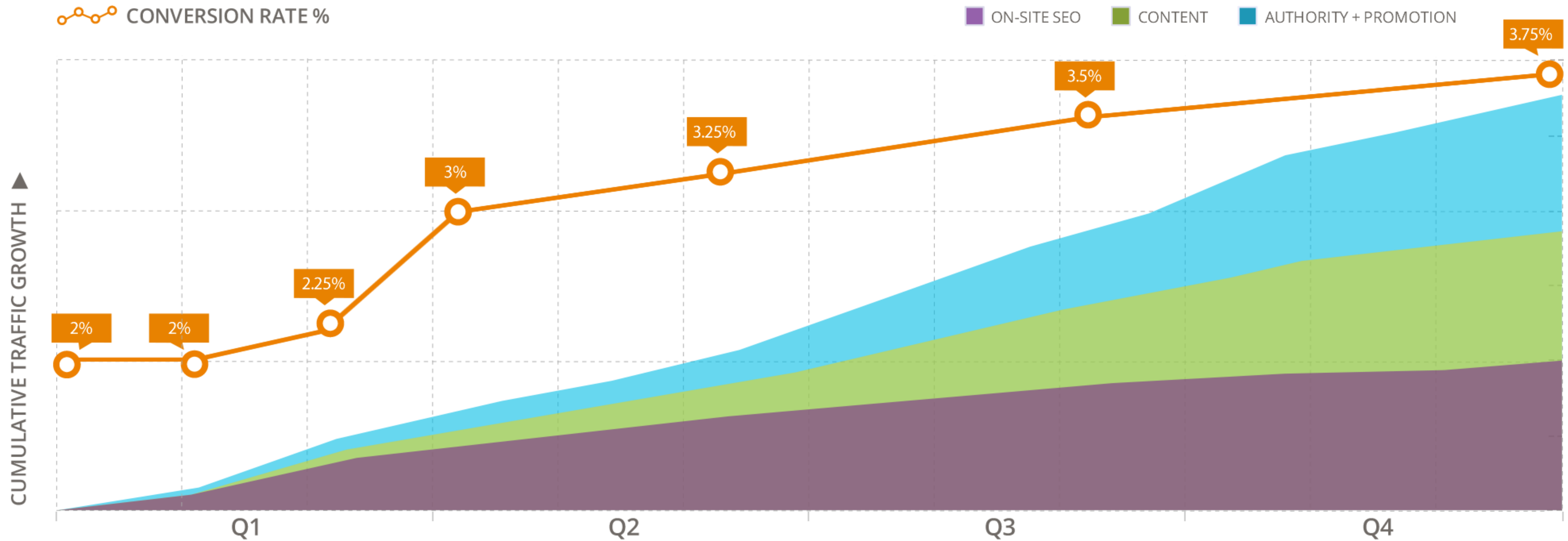
Promotion

Paid social and search strategies provide access to different audience segments and can quickly drive more conversions.

Unified Strategy

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This example shows how a unified approach lifts conversions and traffic over time





BRANDING

Crafting the right stories for the right audiences at the perfect moments. We'll work with you to identify your value proposition and market strategy, then create consistent messaging and a unified visual system.

Unified Strategy

Speak to your customers heart & mind



BRANDING & MESSAGING

We believe a brand is more than a logo, a name, a slogan or lists of products and services; it's the single most important aspect of your business. Although intangible, **its value encompasses everything that you've done or hoped to achieve**. Let's face it, people don't buy products – they buy how a brand makes them feel and the benefits they derive from them. For instance, people don't buy a Volvo because of airbags and all-wheel disc brakes. They buy Volvo because it provides them with a feeling of safety.

- » Define who you are and why your new brand should even exist
- » Create direction and focus so you can dominate in your industry
- » Connect with customers by positioning yourself correctly
- » Lay the foundation for growth and set up your business for success





CONVERSION OPTIMIZATION

Converting more of your visitors into leads and sales by analyzing 90+ conversion factors, testing and measuring each conversion point on your website including content and page layouts.

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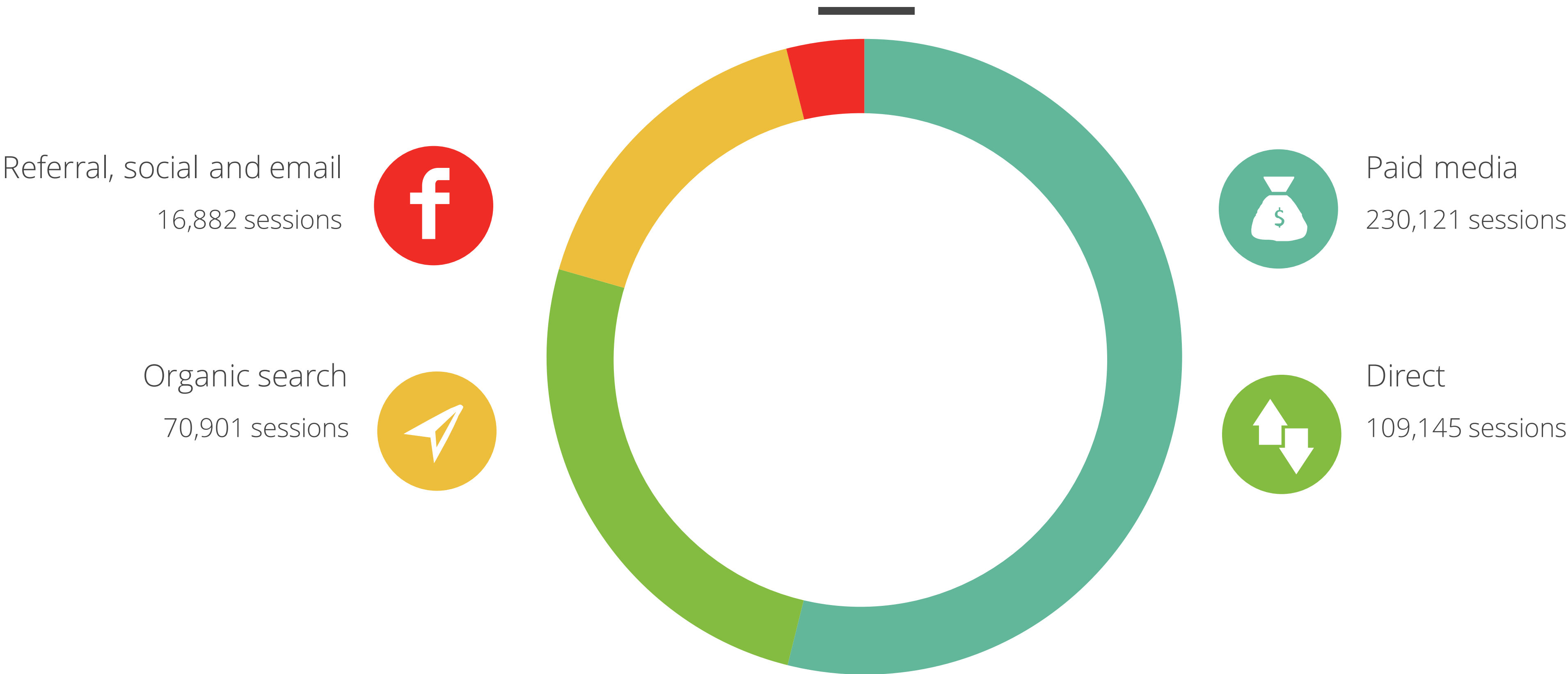


CONVERSION OPTIMIZATION

Your website's most important job is to convince visitors to engage with your business. Because the ultimate goal is to **increase your revenue**, it makes no sense to invest a large amount of time and money driving visitors who will not become your customers. Agencies should analyze the critical pages on your site where people buy, sign up, and ask questions. Then they should construct a conversion plan and begin a process of optimizing, testing, and measurement. Conversion improvements should come through:

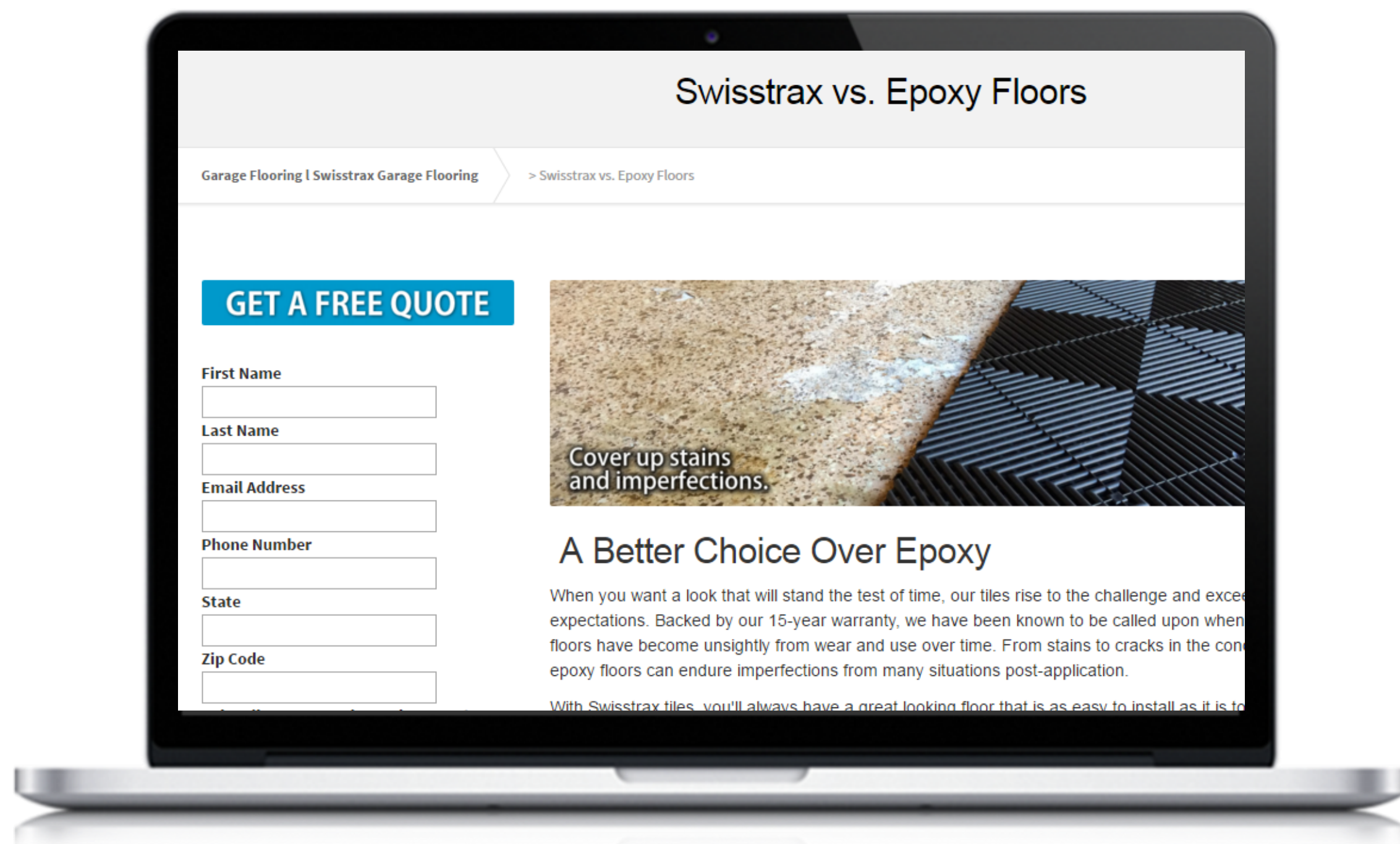
- » Audits and Analytics Review
- » Goal & Funnel Setup/Analysis
- » Web Copy Optimization
- » Landing Page Creation and Optimization
- » Split Testing and Fine Tuning
- » Heat Mapping and User Feedback Surveys

Channel Performance



Over half of the traffic to Swisstrax.com comes from paid search, with the other primary channels being direct and organic search. This shows that paid search is the primary source for finding Swisstrax through non-branded channels.

Landing Page Analysis



Make pages more targeted

Pages are focused on comparisons, but should be focused on answering the specific question that brought the user to the page.



Provide more pictures

Show awesome uses of the product, sell the experience, not just the benefits.



What's the biggest selling point

Highlight the key differentiator for Swisstrax vs competitors.

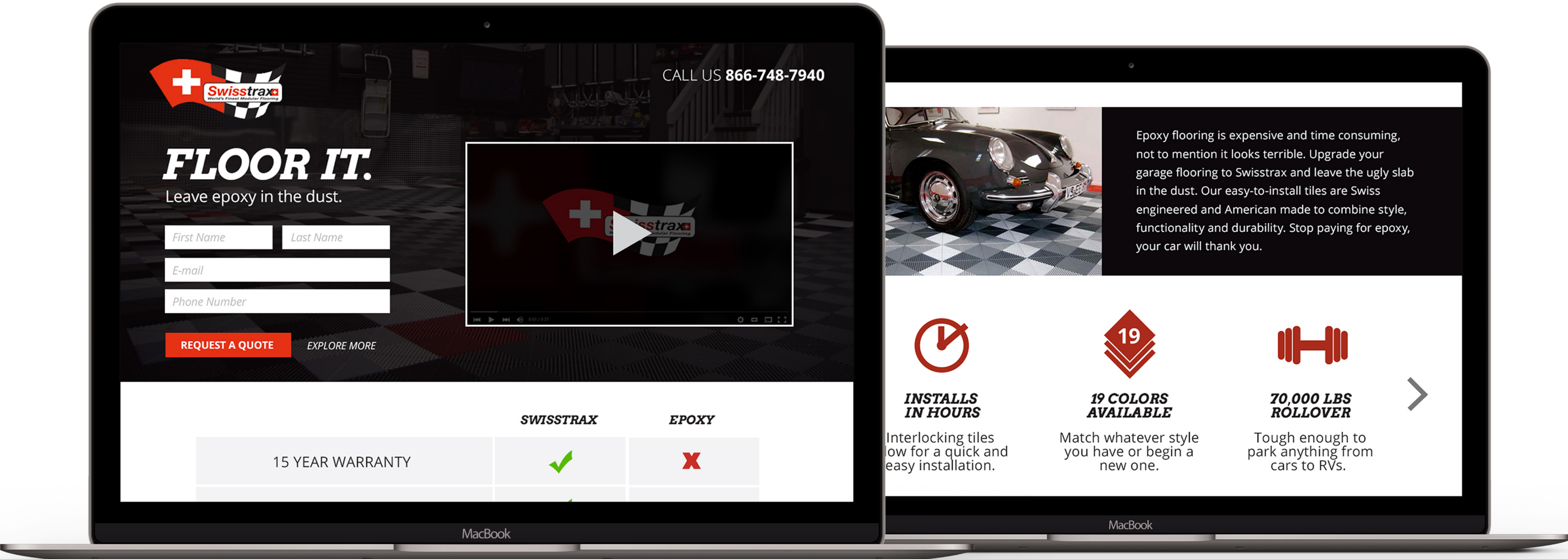


Make paths to the products easier

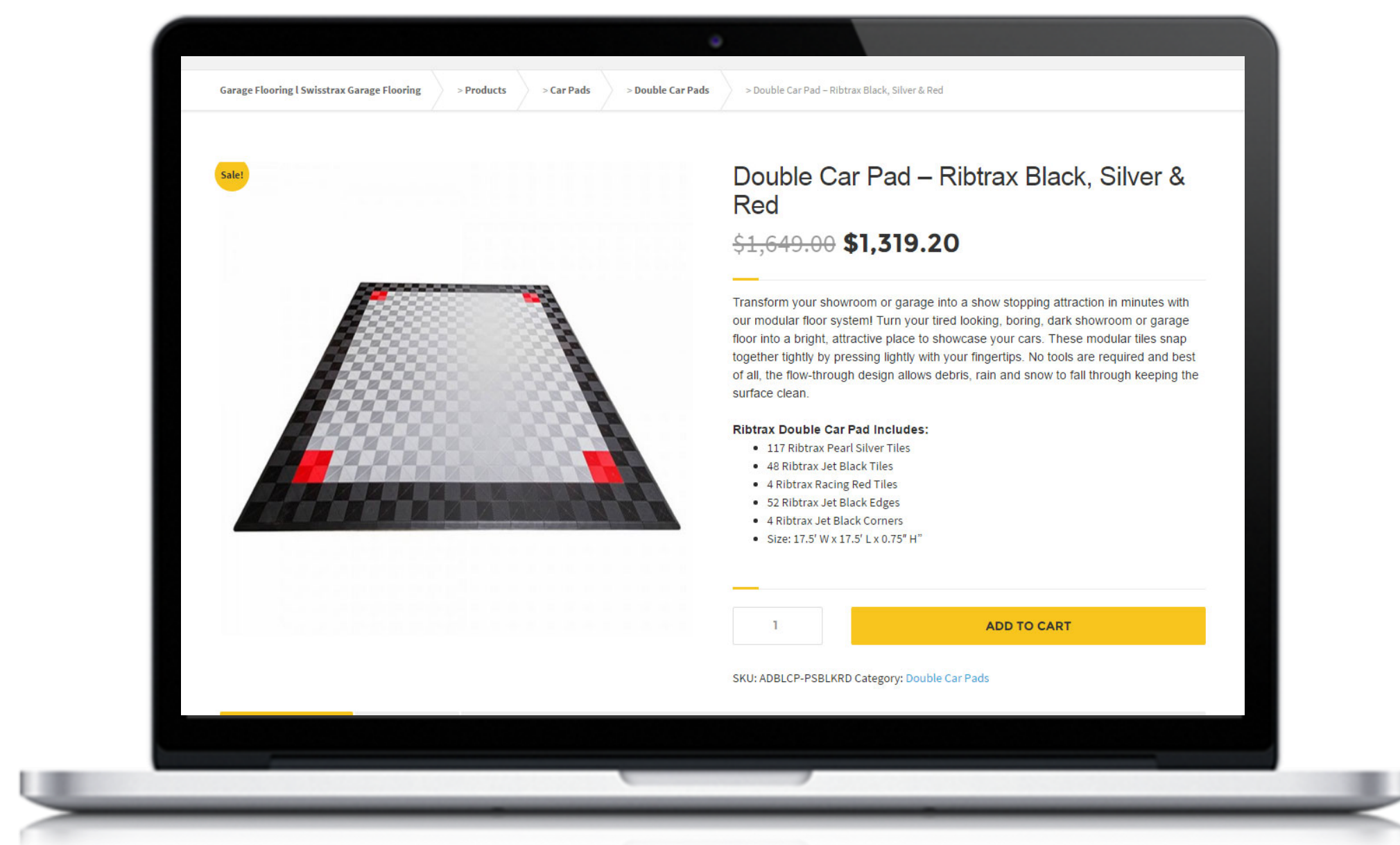
Make it easy for a prospective customer to buy today if they choose, provide the tools necessary to do this.

Landing Page Example

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Ecommerce Analysis



Drive traffic to product pages

Test driving paid search traffic to this page to test purchase-intent conversion.



Add more pictures

Include multiple angles, pictures with cars/bikes on it, and even customer photos.



Include shipping details on page

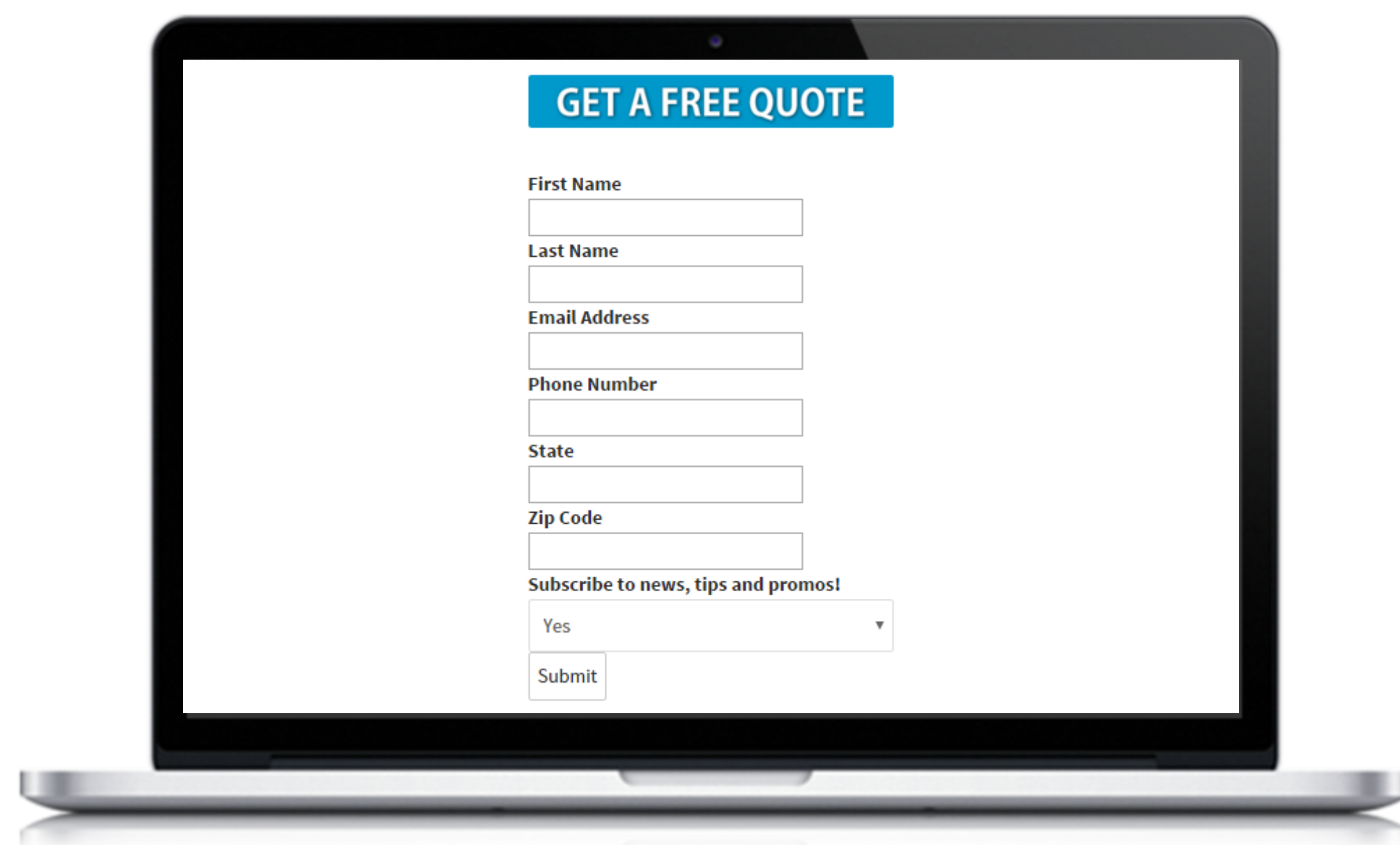
Include details for shipping (like the \$199 fee) on this page, so that it's not a surprise to the customer when they land on the cart page.



Test page variations

Evaluate conversion and test alternative variations of this page.

Lead Form Analysis



GET A FREE QUOTE

First Name

Last Name

Email Address

Phone Number

State

Zip Code

Subscribe to news, tips and promos!
Yes ▼

Submit

CTA is nearly invisible

The submit button blends in with the other fields and is nearly invisible on a quick scan.

Too many fields and no guide

There are 6 info fields, with no indication as to what's required or optional. This should be reduced and updated.

Subscribe box should be a checkbox

Best practice is to have a check box for the subscription confirmation, reducing 2 clicks to 1 click.

Alternative options are missing

Users should have the option to call, email, or buy now in or around the form.

Optimization Recommendation

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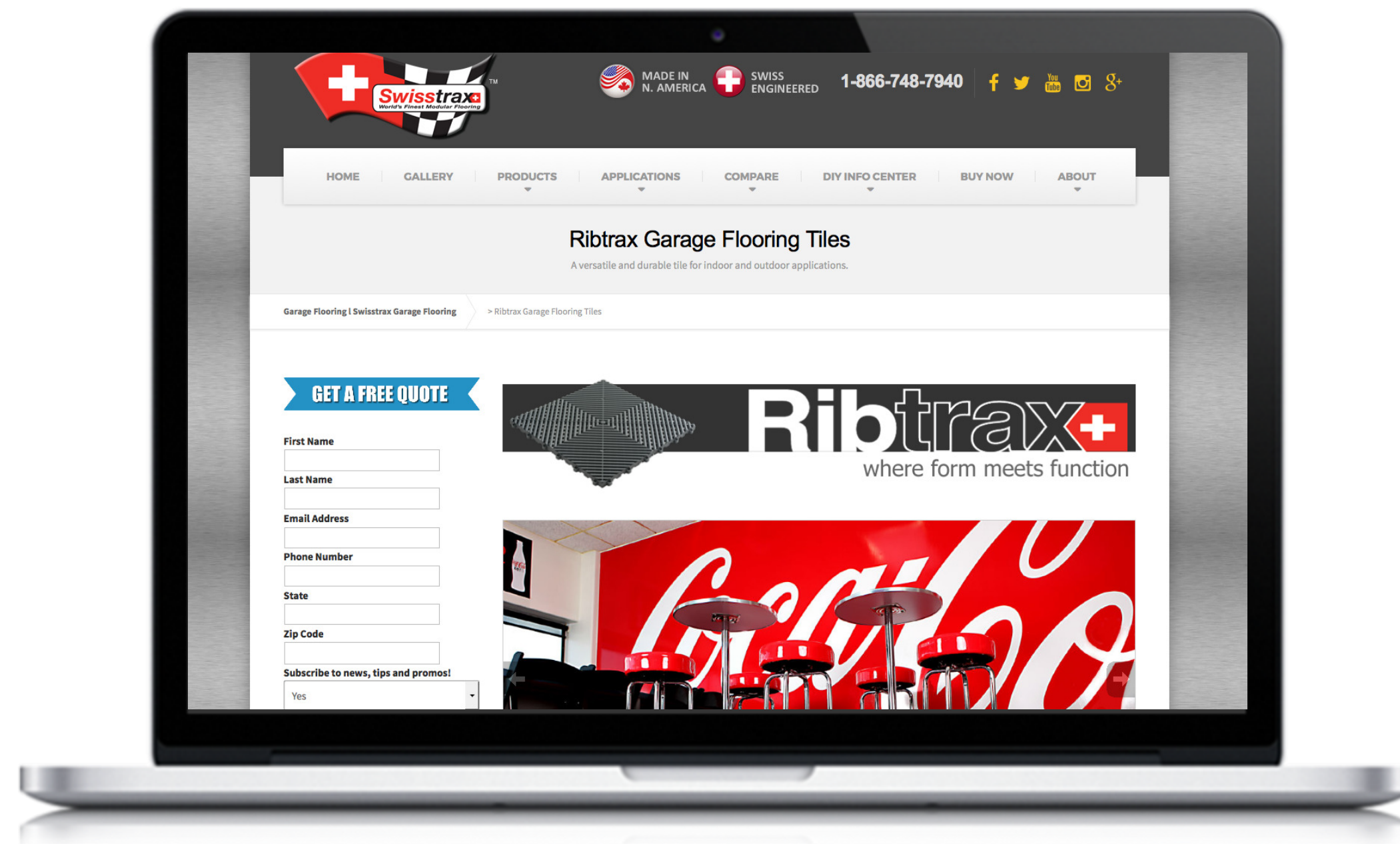
Analysis

- » Onsite SEO Analysis
- » Offsite SEO Analysis
- » Content Analysis
- » Analytics Analysis



Research & Strategy

- » Advanced Keyword & Market Research
- » Keyword and Content Mapping, Planning
- » Project Execution Plan



Optimization

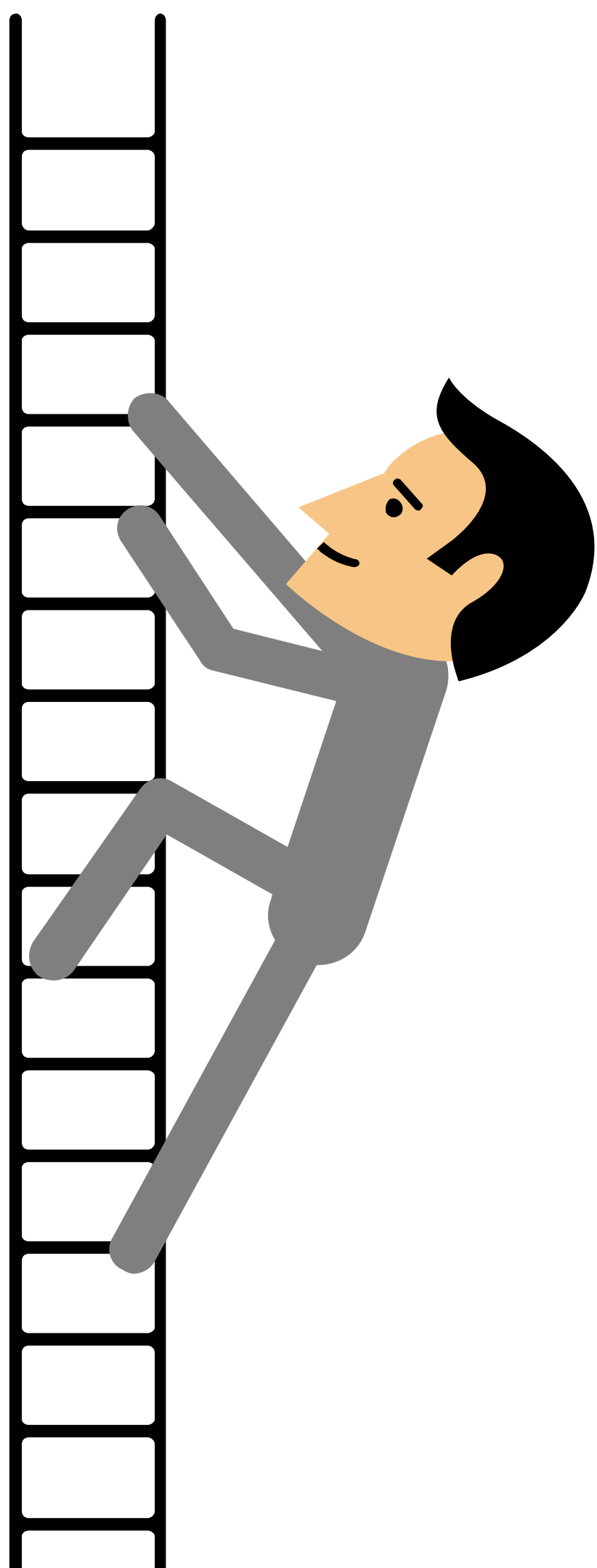
- » Usability & Accessibility Optimization
- » Site and Page Optimization
- » Web Copy Optimization
- » Recommendations and/or Implementation



On-Going Testing & Fine Tuning

- » Audits and Deep Technical Analysis
- » Analytics review, setup, and analysis
- » Ongoing edits and tuning

Recommendations



Tweak landing pages:

Update landing pages to be more focused, which will add more varieties for testing and ultimately work towards higher converting pages.



Update ecommerce pages:

Add additional content to the ecommerce pages and make overall improvements to the pages to drive more conversion-focused traffic to the site.



Test alternative lead forms:

Test using a more limited lead form and indicate which fields are required. Future improvements can include utilizing email drip campaigns to engage customers who haven't yet converted.



Evaluate website performance regularly

Reporting should include details of how the website itself performs, not just the AdWords campaigns. Regular reports should be prepared to evaluate how the site is improving or declining.

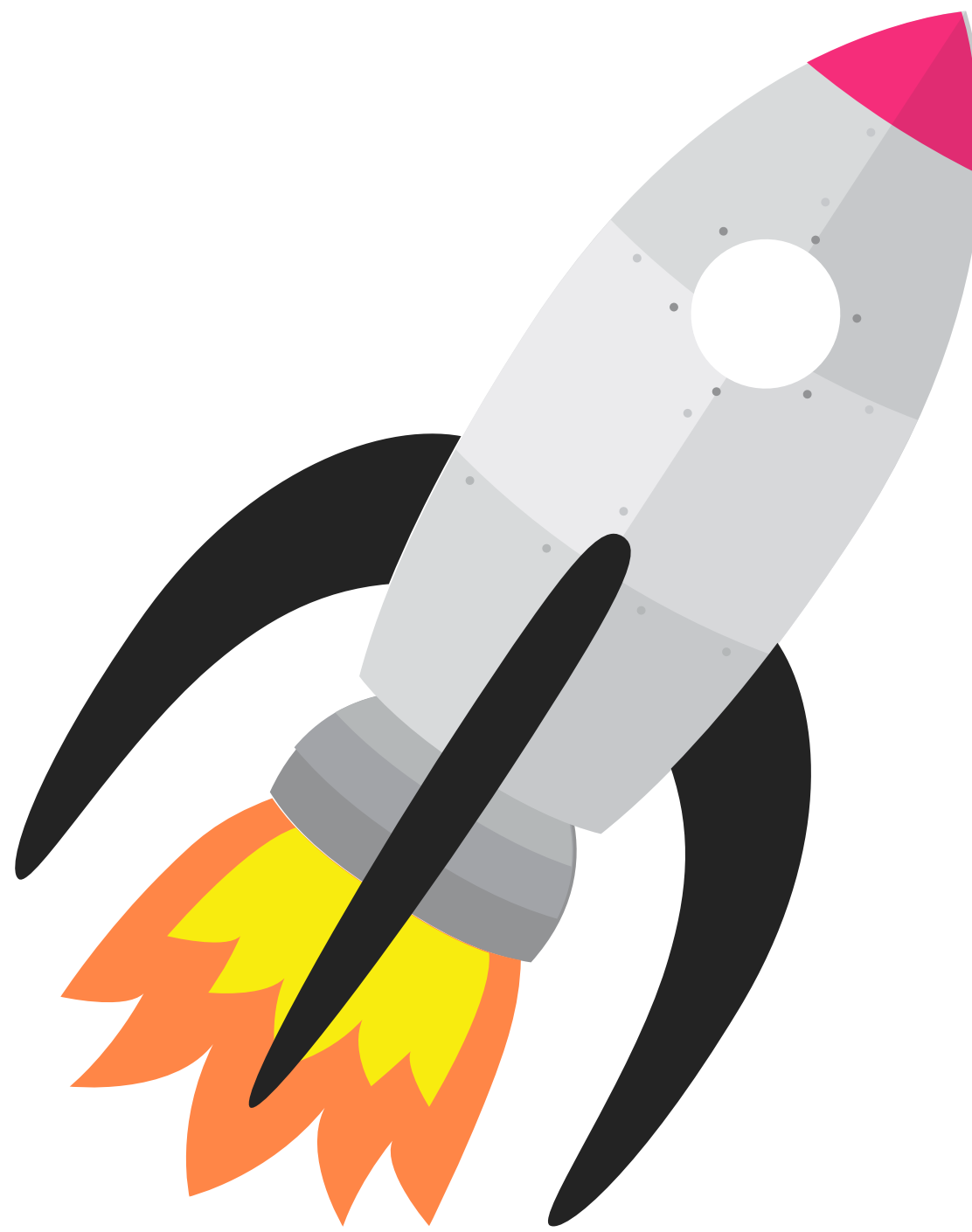


AUTHORITY & TRUST

A thoughtful link building and social promotion strategy raises stature by building authority and trust with search engines and visitors.

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AUTHORITY & TRUST

A high-quality natural link profile to **extend the influence of your website**, dramatically improving your ability to achieve improved search rankings. Thoughtful link building, publisher outreach, content marketing, public relations, and social promotion performed through an integrated strategy raises your business's profile in the market by building authority and trust with search engines. This increases your audience and attracts new prospects who are most likely to do business with you. Build authority & trust by utilizing:

- » Authority Strategy Development
- » Link Acquisition and Outreach
- » Content Distribution & Promotion
- » Monitoring
- » Preemptive removal, cleanup, disavow
- » Penalty Removal

Domain Authority & Trust

A key component to ranking well in Google

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Trust Flow

A number predicting how trustworthy a page is based on how other trustworthy sites tend to link to trustworthy neighbors. Out of 100 pts.



Citation Flow

A number showing the quantity and quality of sites linking to yours. Out of 100 pts.



Domain Authority

A measure of the power of a domain name from Moz.com. Attempts to determine how well your site will rank in Google. Out of 100 pts.

Authority Growth Solution

Higher authority and trust with search engines as well as your target audience

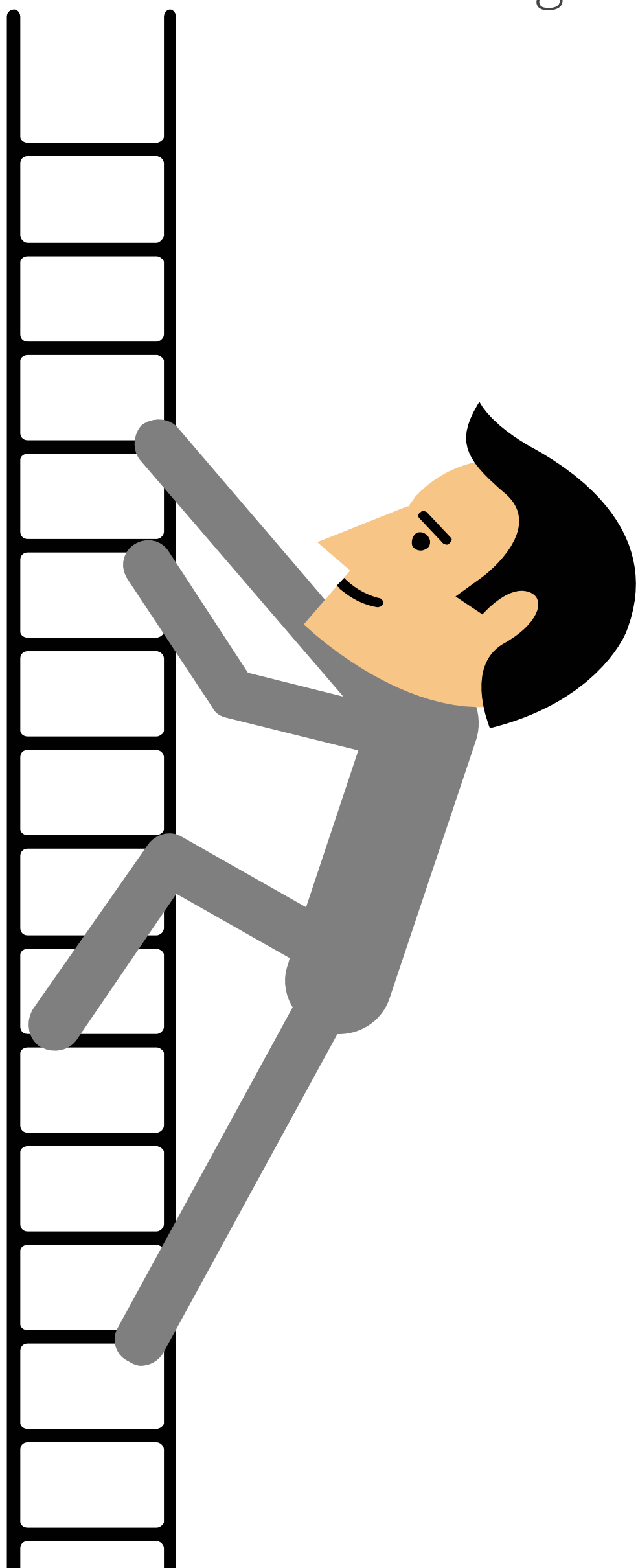
Creation of Authority Growth Strategy

We analyze your and your competitors backlinks in order to create a strategy for growing your authority. This strategy will direct the activities of our internal content and outreach teams

Build Links and Authority Signals

Through a combination of strategic link building and proactive monitoring and cleanup of your backlink profile your site will grow in both trust and authority

1. 70 to 100 Premium link placements over 12 months
2. 300 to 400 Supporting link placements over 12 months
3. Proactive site and competitor link monitoring, link disavowing and opportunistic link identification





SEO & WEBSITE OPTMIZATION

By partnering with your current SEO provider we target and convert the right buyers with a keyword and optimization strategy for today's complex search engines.

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SEO & WEBSITE OPTIMIZATION

Optimization of the content and accessibility on your website is crucial so search engines can categorize and rank your site properly. Optimization requires intensive data and analytics review, testing, and fine-tuning by expert search engineers to perfect. Agencies should not perform optimization once and simply leave it. The infrastructure and key pages of your website need regular development and updating in order to **stay fresh and relevant** for the search engines. Ensure your website's relevancy to engines by using:

- » Advanced Keyword & Market Research
- » Audits and Deep Technical Analysis
- » Site and Content Optimization
- » Phone, Email, and On-Site Consulting
- » Usability & Accessibility Optimization
- » Analytics, Testing & Maintenance
- » Penalty Prevention and Recovery



CONTENT

Increase traffic and drive visitor conversion with content that meets key business objectives and speaks to your target audience.

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CONTENT

Because search engines and website visitors look for up-to-date answers to their questions and solutions to their problems, we view the content on your website as a customer's journey through your sales funnel. Your strategic content development plan should include the creation and optimization of content that keeps search engines and people on your site longer and keeps them coming back for more, which **increase the chance of a conversion**. Fulfill your content needs through:

- » Content Strategy Development
- » Visual Content & Infographics
- » Thought Leadership/Long Blog Posts
- » SEO & Conversion Optimized Content
- » Blog & Website Content
- » Press Releases



PROMOTION

Increase traffic and conversion by extending the reach of your brand through paid social and search strategies which provide access to different audience segments.

Unified Strategy



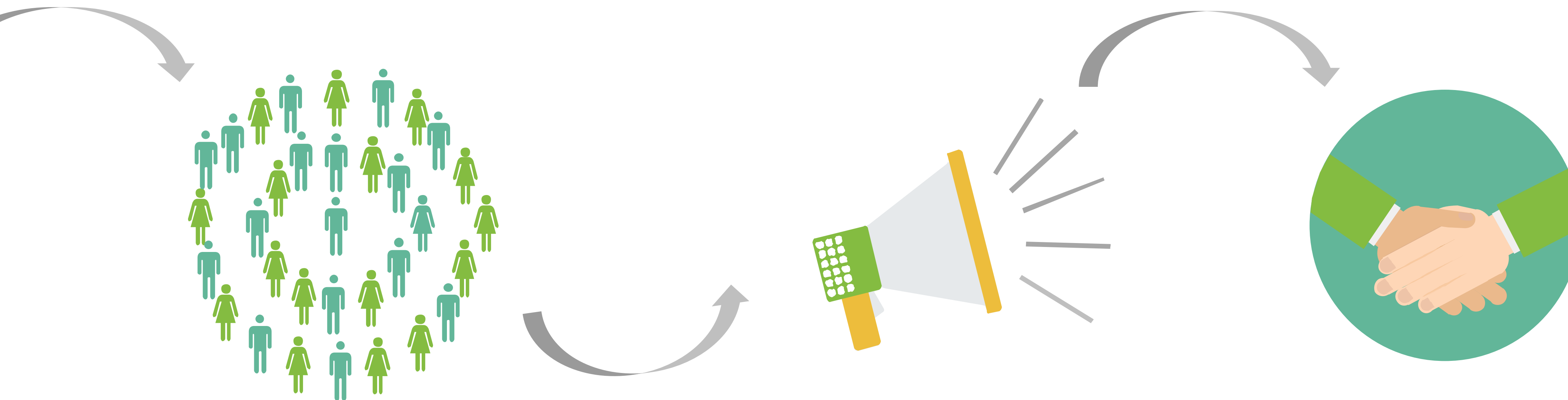
PROMOTION

The greatest content ever written doesn't provide much value for your business if no one can find it. Promoting your content to **extend the reach of your brand**, creates engagement, builds your link profile, and establishes authority and trust with search engines. Guided by your strategic foundation and content development plan, we will promote your digital assets by leveraging our comprehensive list of relevant influencers, bloggers, webmasters and media outlets to share your content and its value to your audience. Promote your brand and digital assets by utilizing:

- » Audience Targeting
- » Paid Social Management
- » PPC & Remarketing Management
- » Ad Copywriting
- » Social Profile Optimization
- » Digital Media Relations

Content Promotion Solution

Good content needs to be promoted and shared to engage more users and create a larger presence online



Research

Identifying and connecting with online influencers in your field

Promotion

Promoting your content extends the reach of your brand

Social Shares & Links

The ultimate goal is to build the authority of your content

Display Ads



Tall banner

Intriguing picture, but it doesn't connect to the ad tagline.

Creative taglines could include non-trademarked references to the Challenger, 392, Hemi, etc. Additionally, the call to action is nearly invisible on a quick scan and is placed at the lowest priority point of the image.



Sidebar banner

No clear value add other than colors, call to action is too small and not noticeable.



Sidebar banner

Interesting picture, but same issues as mentioned above. Margins are quite narrow as well.

Ad Creative

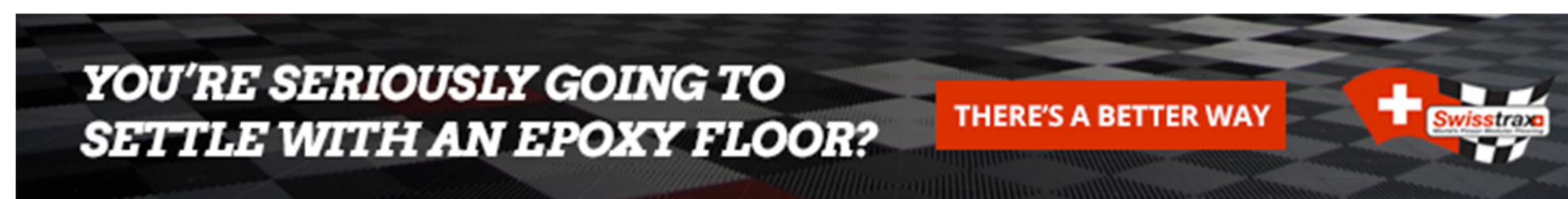
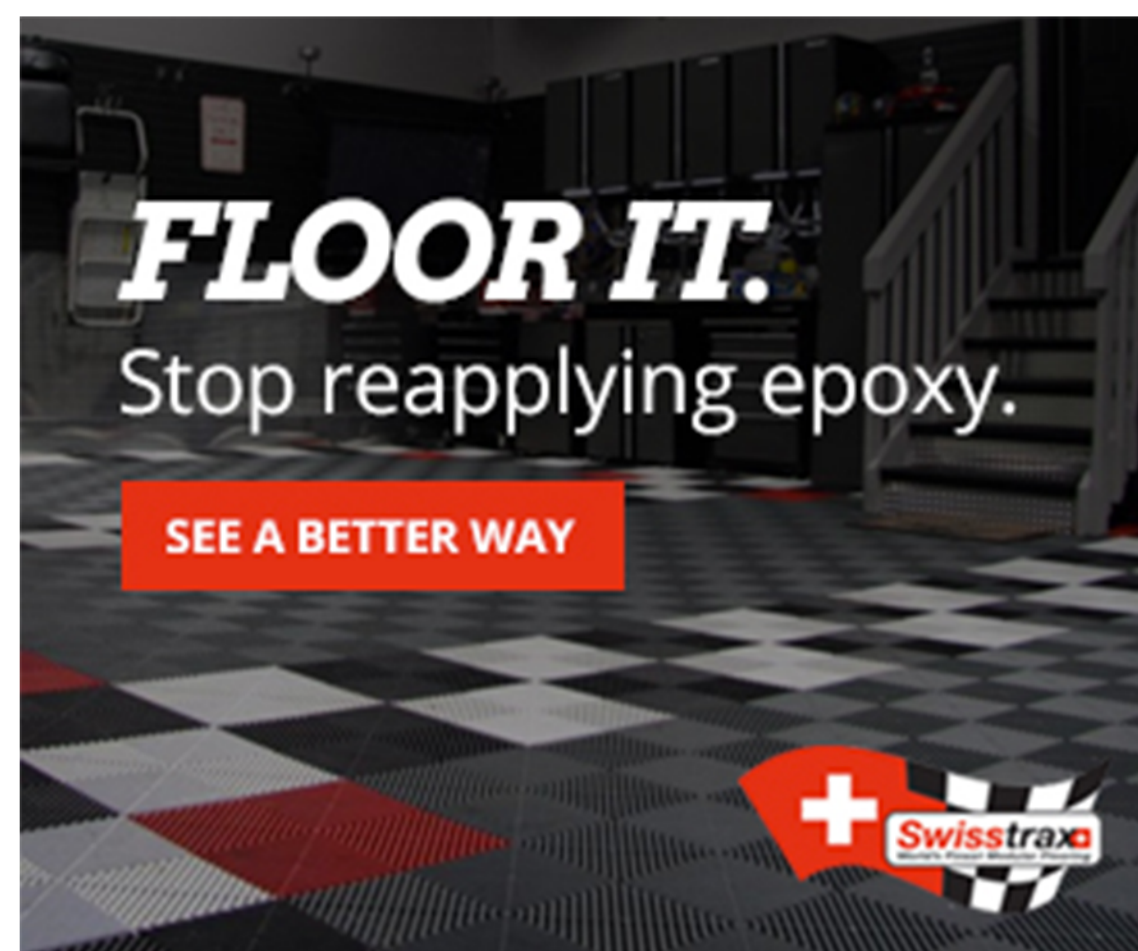
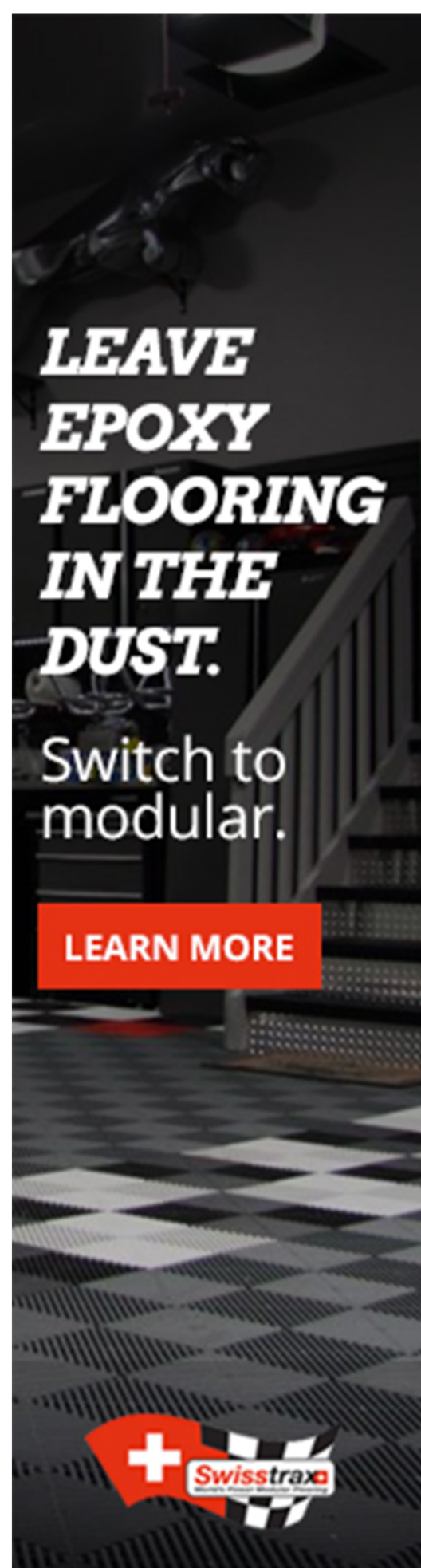
47



Retargeting ad content is focused on imagery display, but has no urgency or change based on the retargeting timelines. As users remaining in the remarketing campaign, they do not get any further incentive or need to return to Swisstrax.

Ad Creative Examples

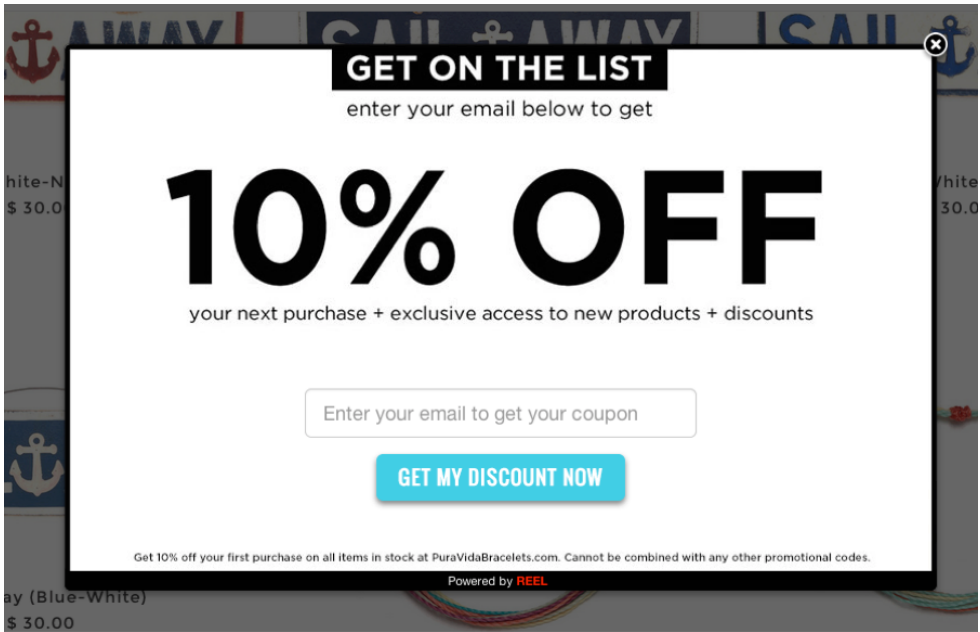
We created simplified, premium designed banners which can not only increase the effectiveness of your retargeting campaigns but they are aligned visually with the landing pages on the previous slide. It's part of the 30% lift involved with conversion optimization branding and a website redesign.



Retargeting Opportunities

High funnel

High funnel customers can be targeted with longer-term campaigns, nurture emails, and more.



Low funnel

Target customers who are lower in the funnel with immediate ads, pop-ups, and even emails.



Benefit statement

→

Increase your conversions

—10—

LEAD NURTURING STRATEGIES

AND THEIR

—KPIs—

Eye-catching image

←

Short, relevant & informative hook

→

Provide a better experience at every step of the customer's journey

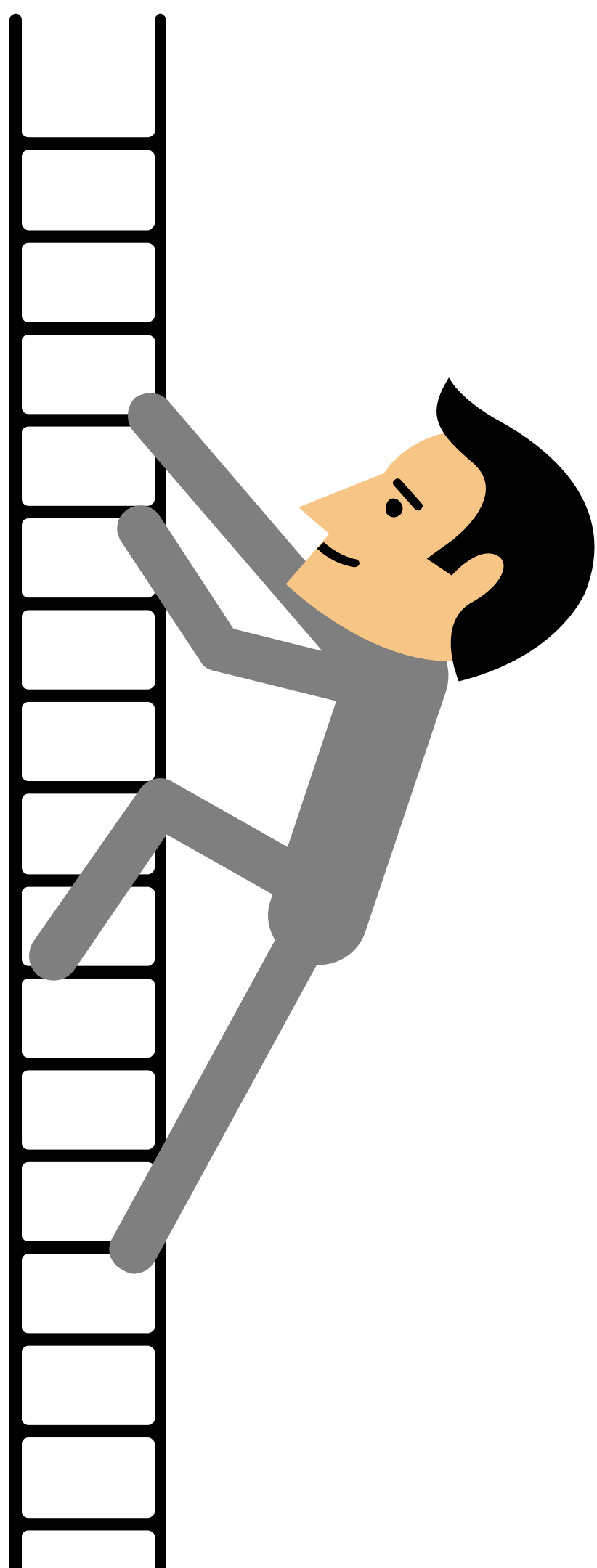
Here are ten great lead nurturing strategies, or "journeys", that can help your brand or product stand out, generate more revenue and qualified leads.

←

Clear call-to-action

Read more

Remarketing



Adjust remarketing timeline

Optimize remarketing messages at each stage of the timeline, with a focus on the 1-3 day range (immediate) and 1 week+ (long term).



Focus on increasing urgency in ads

Creative and content in the retargeting ads are not focused on any form of urgency or incentive. Give prospective customers a reason to return to Swisstrax.



Test a conversion-focused bid strategy

Retargeting is focused on cost-per-click, where the ultimate goal should be conversion. Test updating the bid type to see how it affects performance and cost.



Test ad scheduling in retargeting

Beyond the X day scheduling of each ad group, retargeting campaigns don't feature any scheduling. Test rotating ads for specific days and times based on conversion data.



MARKETING AUTOMATION

Buy and sell like Amazon -- that is, nurture prospects with real-time highly personalized, useful engagement that helps convert prospects to customers and turn customers into brand advocates. Align the activities of sales and marketing within your CRM.

Unified Strategy



More than just email

Custom triggers, conditions, and actions make lead generation and nurturing campaigns specific to individual segments and prospects.



Goal-Based Nurturing

Build workflows tied your CRM and to a clear goals and segments so you always know what is working.



Segment With Context

Take everything you know about a lead and segment them into the most relevant, personalized workflow.



Automate Content Personalization

Go beyond email by using Workflows to categorize your contacts and serve them highly targeted messages across your entire website.



REPORTING

Reporting is an important part of any unified marketing strategy, but it is especially important for cost-intensive paid media campaigns.

Typically, reporting is seen as an afterthought for most teams, with automated metric-based reports being the name of the game. We as a team feel strong analysis is important to not only understanding what happened, but what can be improved in the future.

Metrics vs Analytics

Metrics

- High level overview of key performance indicators.
- Shows trends in data.
- Can be prepared automatically through tools.
- Good for quick checks of site and ad performance.

Analytics

- Deep dive into website and ad performance.
- Provides metrics along with commentary on what changes mean.
- Normally requires manual preparation.
- Used to formulate strategies to improve performance.

It's important to understand the distinction between metrics and analytics, with the latter being the preferred form of regular reporting. Analysis leads to opportunities for improvement, rather than just reporting on the health of a campaign.

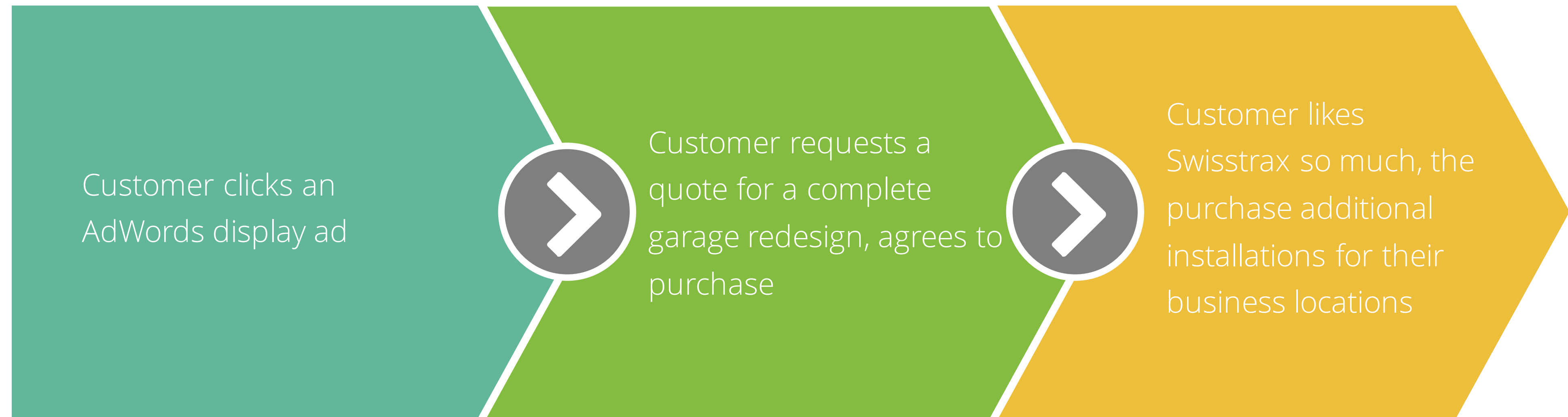
Reporting Dashboards



Google Analytics provides dashboards that allow for regular reviews of Key Performance Indicators. We set up dashboards to perform some of our analysis, but more specialized dashboards can be created for the Swisstrax team to provide a clearer view into digital and sales performance.

Lead Reporting

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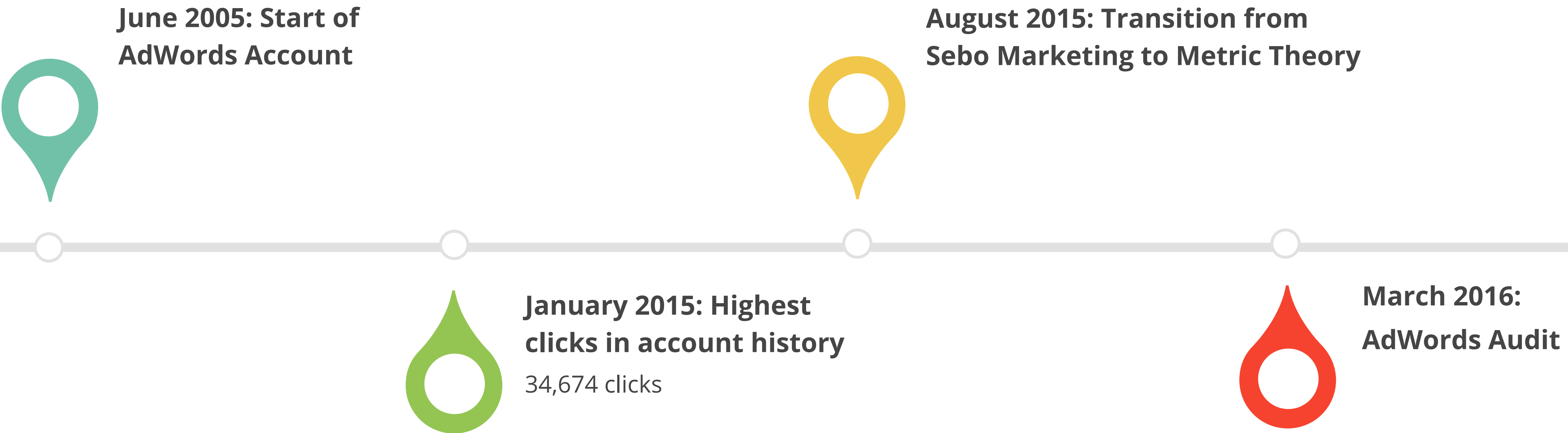
In the above scenario, the current reporting system would attribute a single conversion to the customer and be done. With a lead-linked reporting system, this customer would be flagged as an outlier worthy of further analysis, wherein strategies can be developed and tested to find similar high-value leads. The path this lead-turned-customer followed would also be scrutinized as a learning opportunity for all leads, leading to better customer understanding and ultimately higher value customers.



ADWORDS ACCOUNT

The AdWords Audit includes a review of the current Swisstrax account, going over account configuration, campaign settings, and account metrics at a high level. This section is an orientation to the account and is necessary to understanding the performance of the account. Additionally, it provides insights into the previous agency decision making processes to find areas for improvement.

Change history



Account Structure

7

				
Account	Campaigns	Keywords	Ad Groups	Ads
Account is focused on Swisstrax-only campaigns and traffic, with no crossover for brands or resellers.	Campaigns are grouped by functional area (brand, competitor, etc.) or specific product (epoxy, flooring, etc.).	Keywords are primarily focused on branded, competitor, and non-branded buckets. Not a lot of category spread between groups.	Ad groups are very specific, grouping individual broad/phrase/exact match targets into one group of two-three keywords.	Ads are rarely unique, with lots of content duplication. Also issues related to quality and specificity as they relate to keywords and ad groups.

An initial overview of key elements of the account status produced the above observations. The Swisstrax account appears to be setup in a fairly standard manner, with the basics all covered but not necessarily optimized or exhibiting best practices.

Ad Rotation



Even Rotation

Ads are rotated relatively evenly, with no preference given to ads based on performance

VS



Optimized Rotation

Ads that draw more clicks or conversions (depending on bid type) receive preferential placement over lesser performing ads

Swisstrax ads are currently configured for even rotation, creating possible missed opportunities through showing lower performing ads over higher performing ads. Even rotation is a best practice for conversion optimization, but optimized rotation should be tested to ensure higher clickthrough-rate ads aren't losing out on conversion opportunities.

Account Status

9

- ✓ Separate Display and Search campaigns.
- ✓ Advertising extensions are enabled.
- ✓ Google Analytics is a linked account

- ✗ Lots of historial clutter.
- ✗ Many changes appear to be tool-driven, bids may not be as optimized as needed.
- ✗ Google Webmaster Tools and search console are not enabled.

Beyond the primary areas of the account, an initial review of other key areas of account configuration and settings showed that some items are appropriately configured, while other areas are missing or not appropriately optimized. Our recommendation is to resolve the negative items.

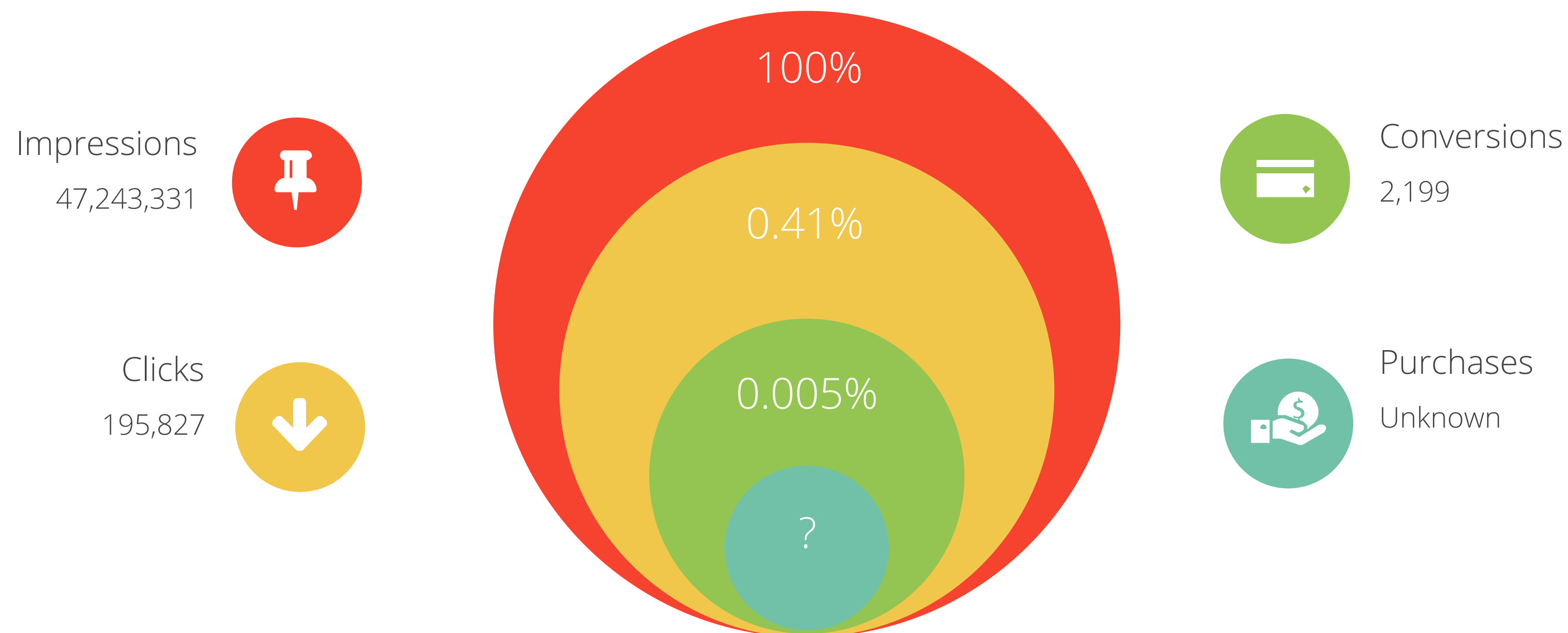
Account Metric Trends



The past year has shown a sharp decline in impressions and clicks. Most notably, there was a decrease in the ratio of impressions to clicks in September 2015, showing that changes made reduced ad exposure while maintaining click quality.

Account Metrics

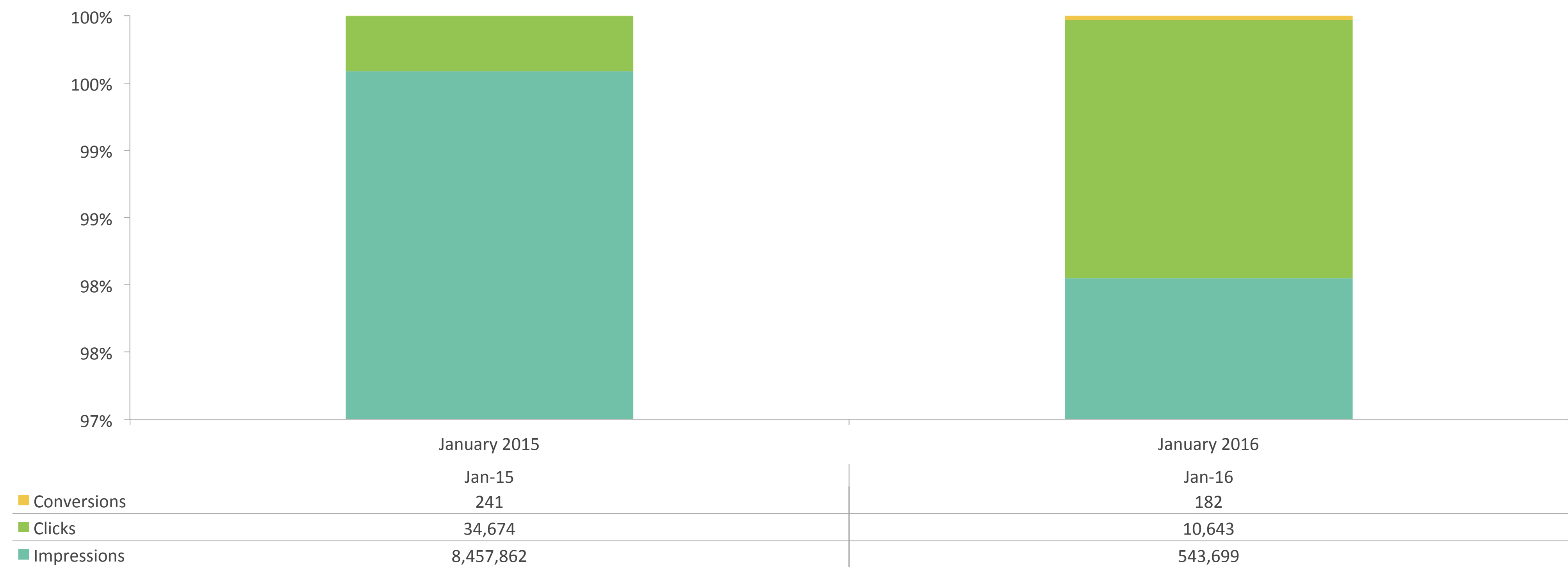
Funnel for 2015 to 2016



For the time reviewed, there were just 2,199 conversion tracked from AdWords campaign traffic. This means it takes approximately 21,500 impressions and 90 clicks to have one conversion. At an average cost per click of \$1.08, the average conversion costs \$97.20. Without details on how many conversions result in a purchase or the average revenue per purchase, we are not able to determine if ROI is positive or negative.

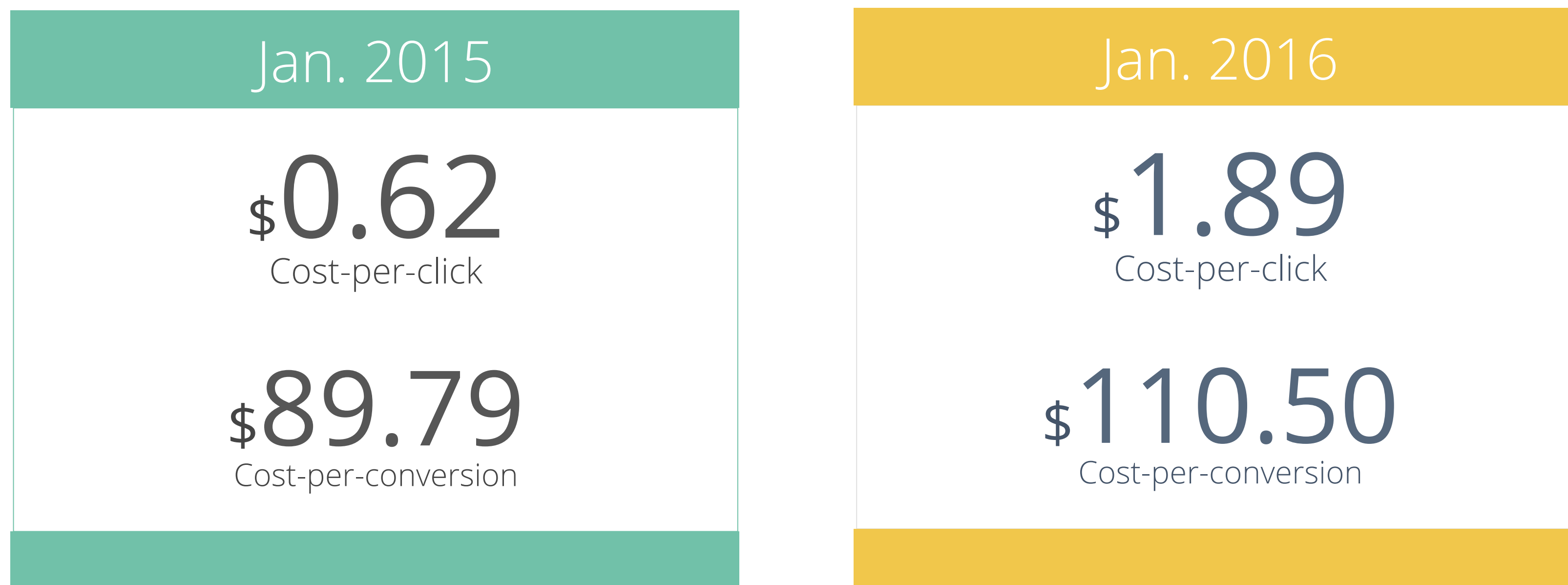
Account Metrics

January 2015 vs January 2016



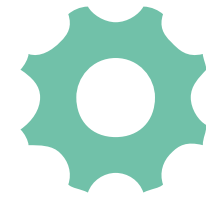
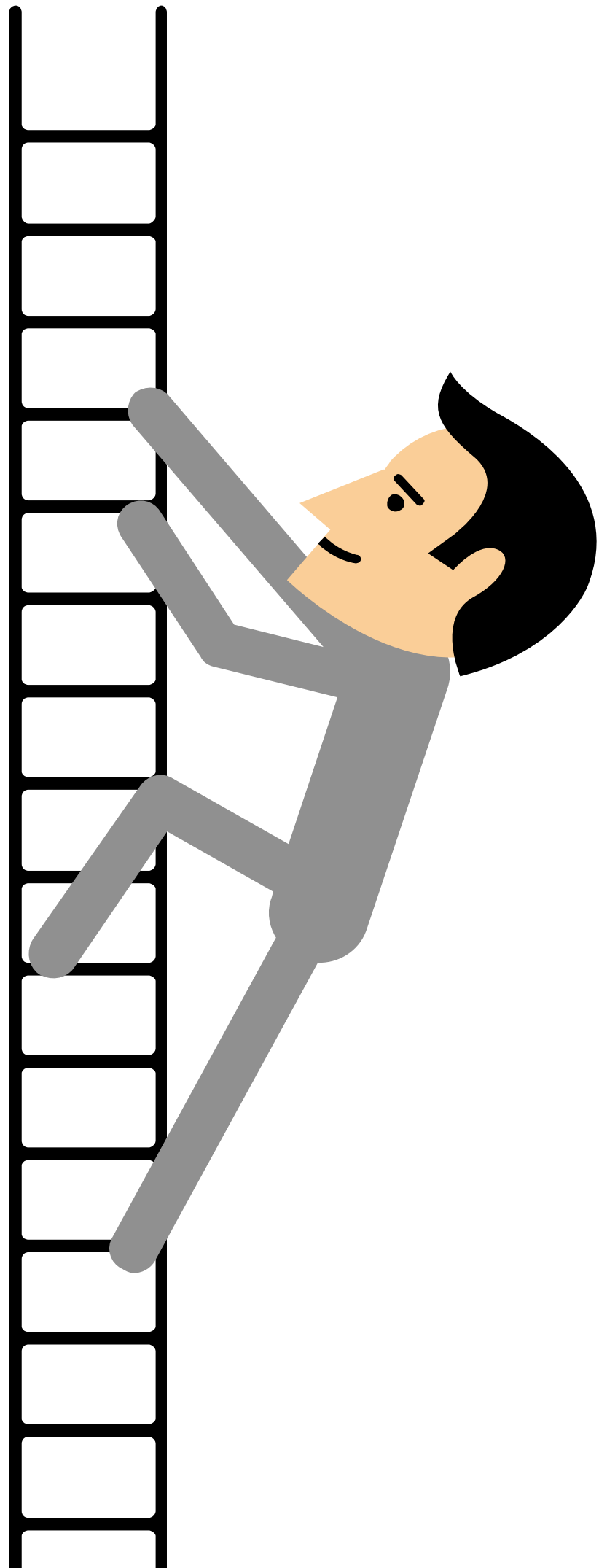
Comparing January 2015 vs 2016 shows some interesting details. Impressions were down 93.5%, and clicks and conversions were down 69.3% and 24.5%, respectively. This shows that keywords were optimized for more targeted traffic, but the decline in clicks and conversions is still of concern.

Cost Per Acquisition



Digging further into the January 2015 vs 2016 shows a concerning cost increase, with average cost-per-click increasing 205% and cost-per-conversion increasing 23%.

Recommendations



Improve account organization:

Clutter makes the management of the account more difficult and affects overall numbers. Remove old/unused campaigns and content.



Enable ad rotation optimization:

Test rotating ads based on clickthrough performance vs the current even rotation. This is expected to increase clicks, improve quality score, and reduce cost.



Improve performance to decrease cost per conversion:

Year-over-year increases in average cost-per-click and cost-per-conversion are warning signs that show a need for tweaks to increase on-site performance and maximize the value of every click.



Resolve misc. account configuration issues:

Increase human changes and add Google Webmaster Tools extensions to AdWords.



AD EVALUATION

This section includes a review of the current Swisstrax ads, including the creative, content, quality scores, targeting settings, display campaigns, and keywords. There's a lot covered here, but the overall impression is that there are some issues with the quality of the ads that are affecting performance and costs.

Ad Content

16

Content duplication is significant

A selection of high-click ads were pulled to show what the highest performing ads. It's immediately apparent that content is reused quite frequently for these ads.

The most frequently used first line description is "Quick DIY Install..." and the most frequent second line description was "Request a free quote..." used 360 and 626 times, respectively, out of 692 approved ads.

Better Than Epoxy Floors
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

Better Than Epoxy Floors
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

Better Than Floor Paint
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Paint

Swisstrax™ Official Site
America's Favorite Rubber Flooring.
Request A Free Quote Online Now!
www.swisstrax.com

Swisstrax Garage Flooring
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/Garage-Flooring

Better Than Epoxy Floors
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

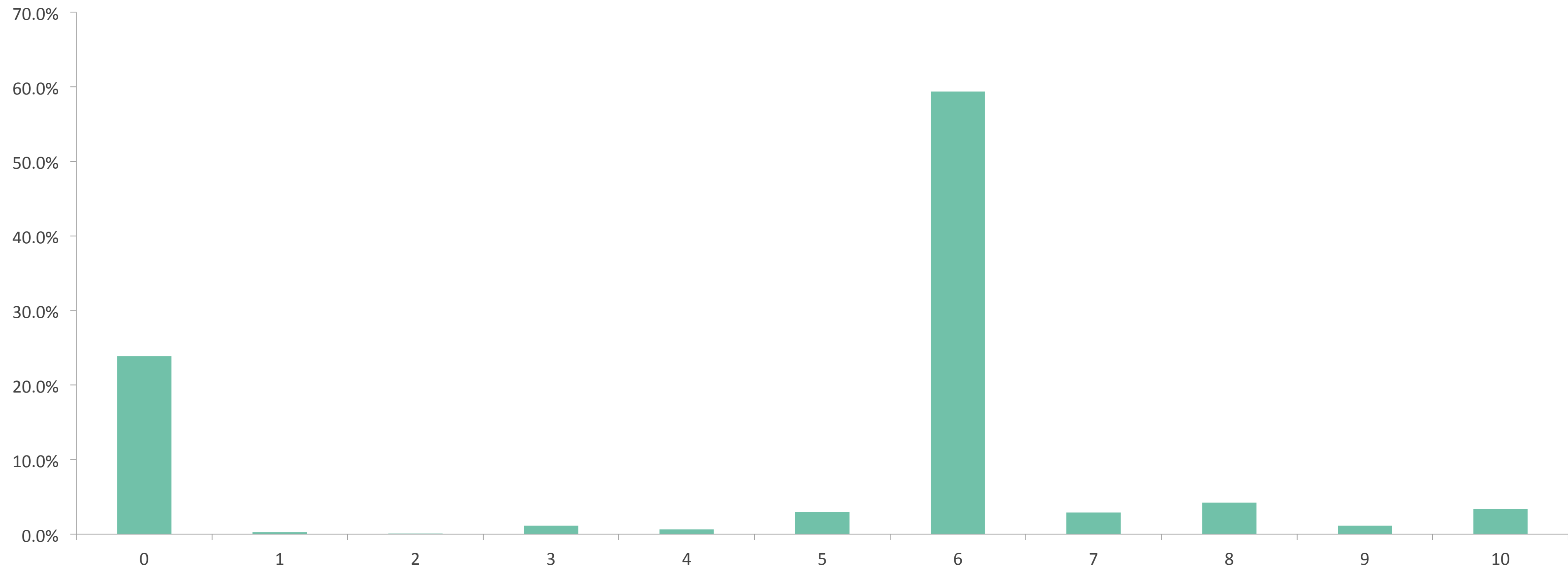
Garage Floor Tiles
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/Garage-Tiles

Better Than Epoxy Floors
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

Swisstrax™ Official Site
America's Favorite Rubber Flooring.
Request A Free Quote Online Now!
www.swisstrax.com

Quality Scores

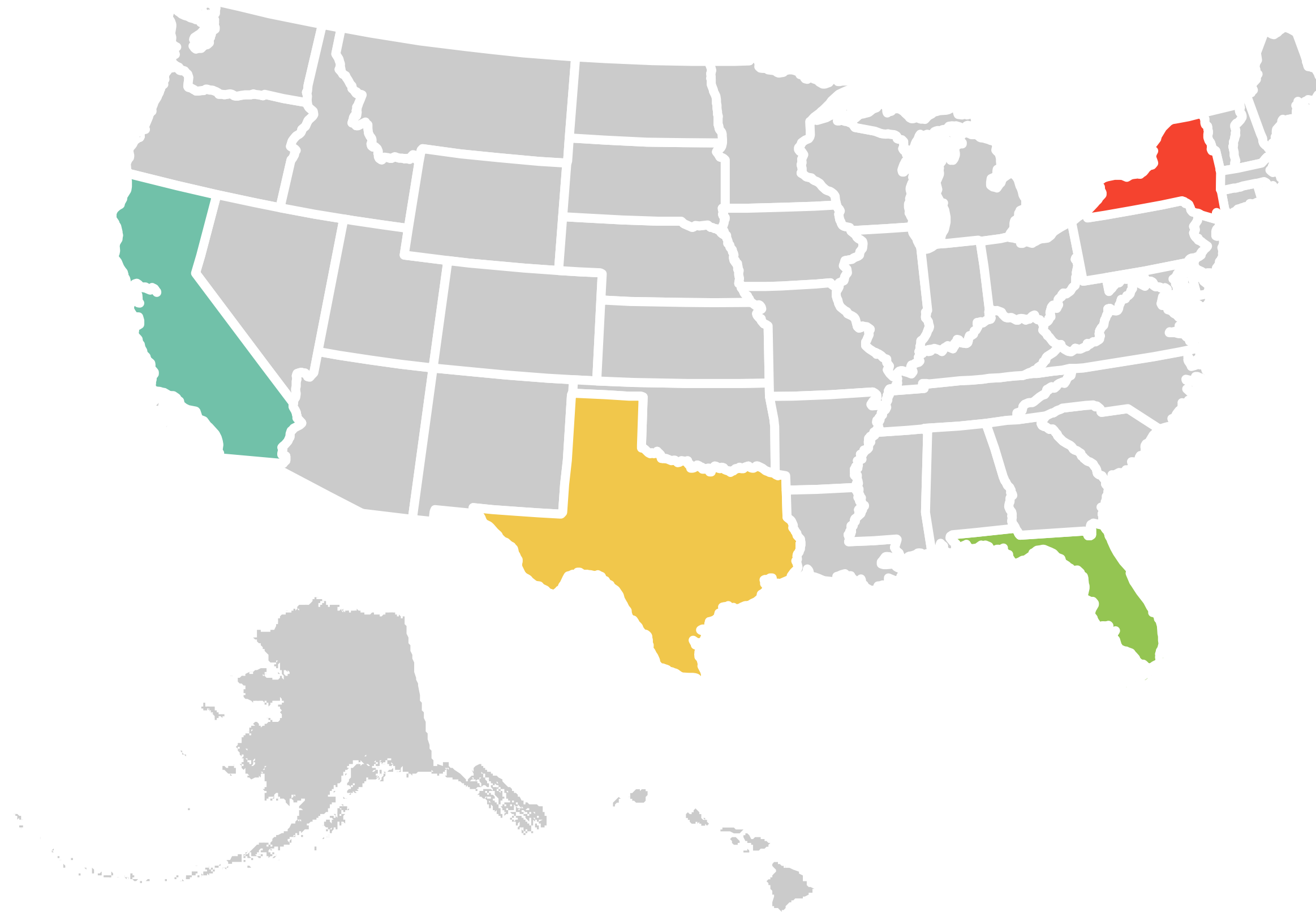
17



The overwhelming majority of ads received a quality score of 6 or lower, with only 4% making up 9+. As quality score has a significant impact on bid rates and ad frequency, this is a problematic issue that deserves immediate attention.

Location Targeting

18



Top States

33%

4 states make up over a third of the traffic to the website, but location targeting is typically set at the country level.

California



Florida



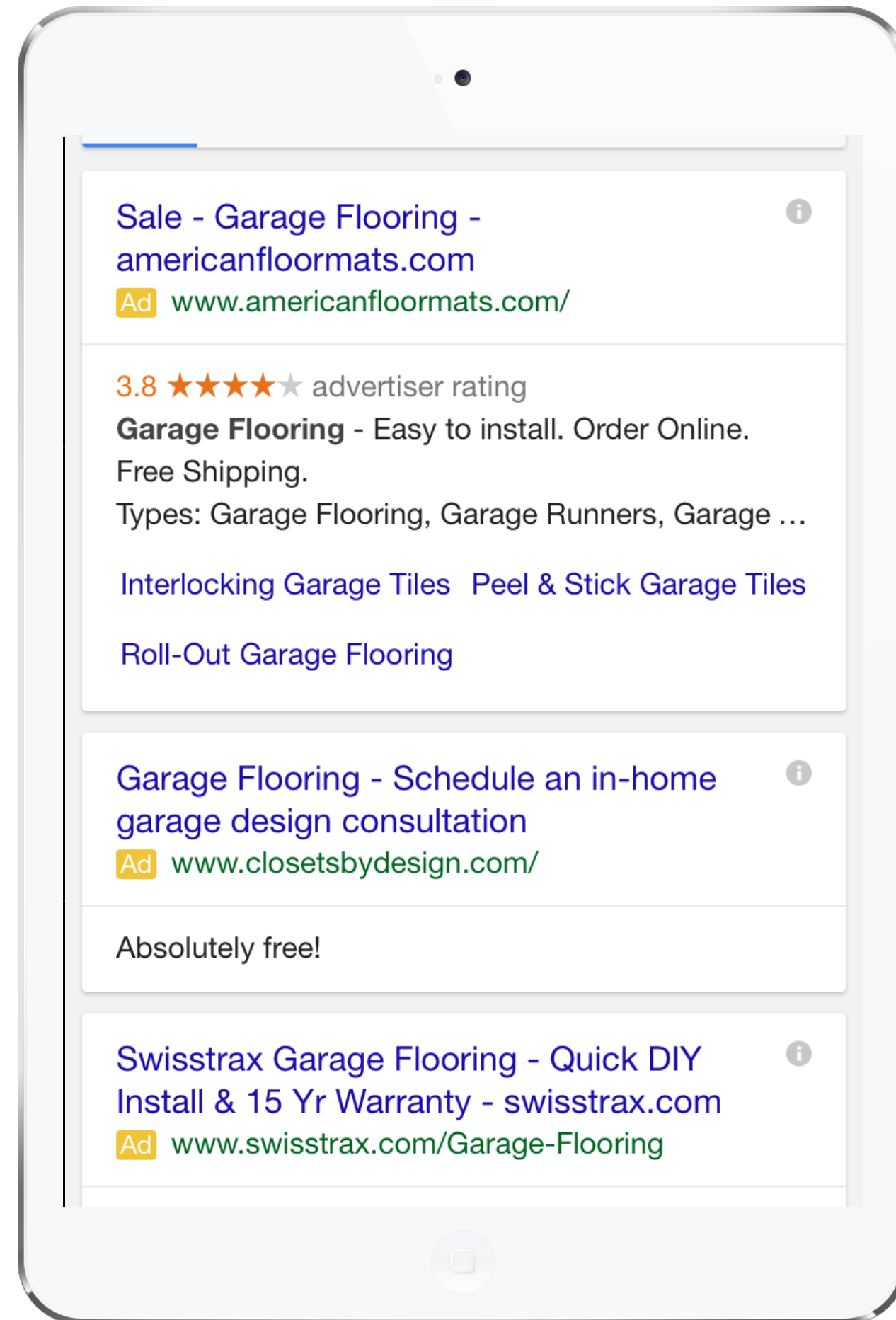
Texas



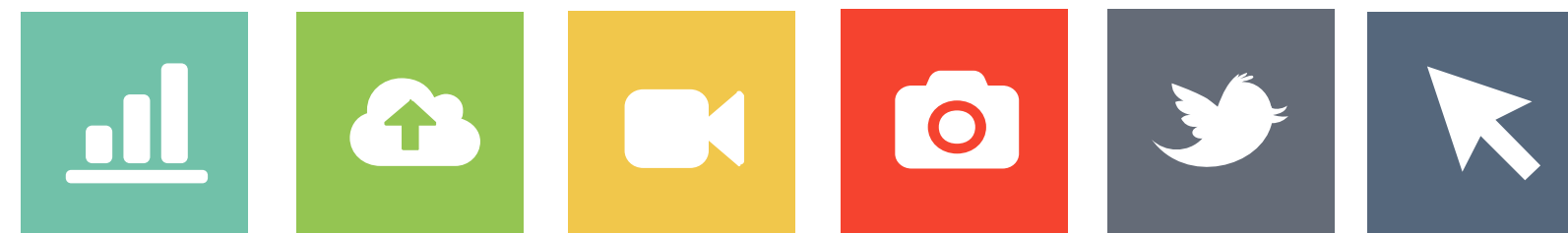
New York



Device Targeting



Current device targeting parameters are set to decrease bids for mobile and tablet devices, despite increased performance for both of these. Performance is significant enough to warrant increased focus on devices and to create device-specific campaigns.



Scheduling



Random schedule

The current scheduling in AdWords appears mostly random. The majority of campaigns have only day-level scheduling, and with no apparent reason behind the schedules. Schedules are limited to bid-adjustment, rather than controlling when to display ads/content.

Updating this scheduling will allow for more strategic placement of ads and better utilization of the overall ads budget, so that high-value times and customers are targeted more frequently than lower value times.

Display Ads



Interest & Topic Targeting

Ability to target searchers based on history, profile, etc.



General Display Campaigns

Exposure marketing through generic display campaigns.



Performance

Expect lower performance than text ads, but at a lower cost.

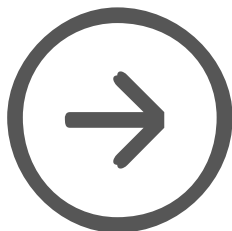
The AdWords Display Network is not being utilized, with banner ads only being used for remarketing purposes. Display campaigns can be setup to target specific interests and topics for demographics that are likely prospective Swisstrax customers.



Invalid URLs

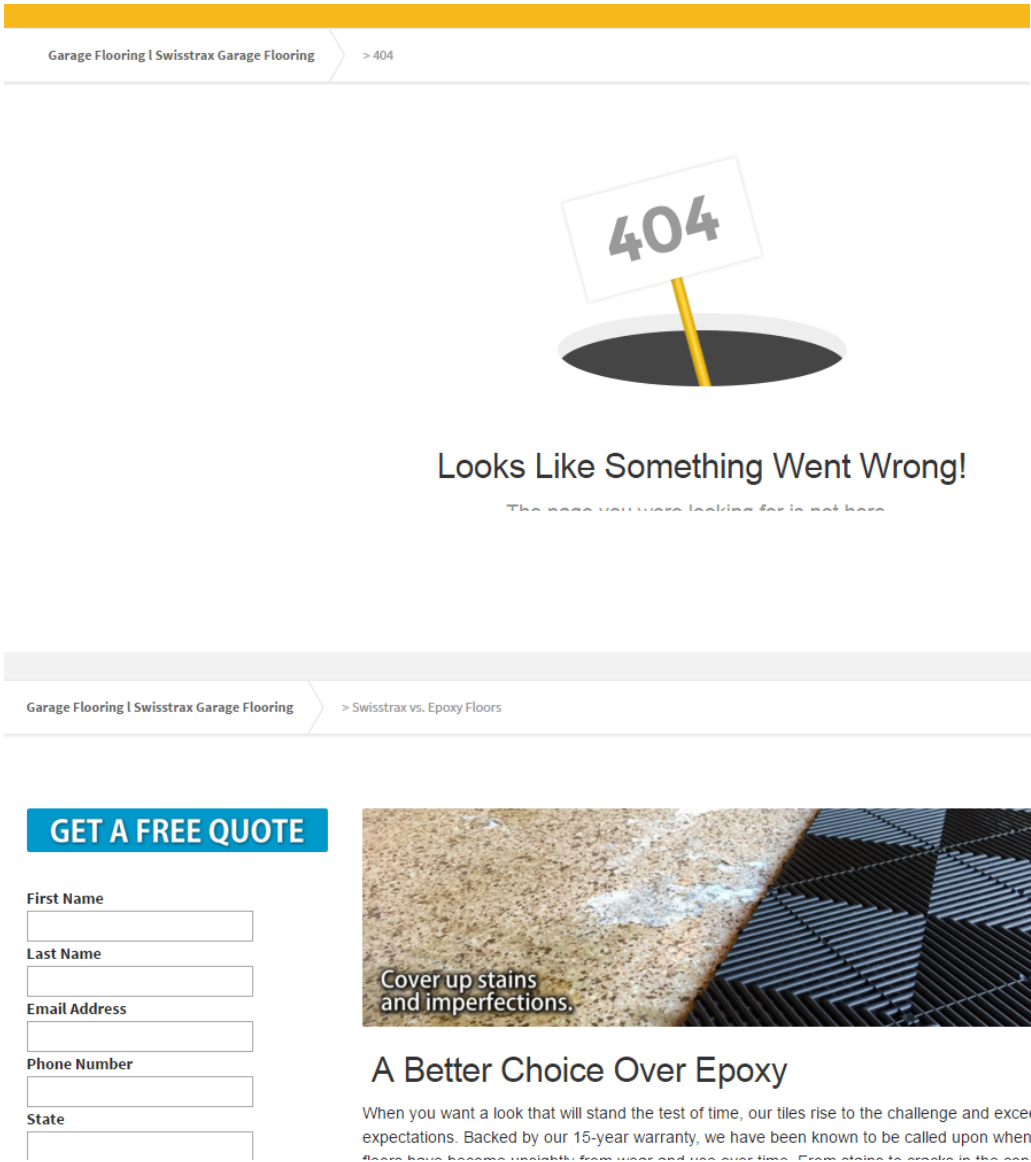
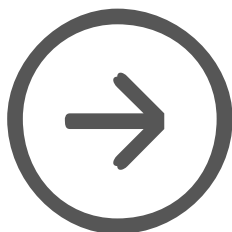


Copy /vs-Epoxy url



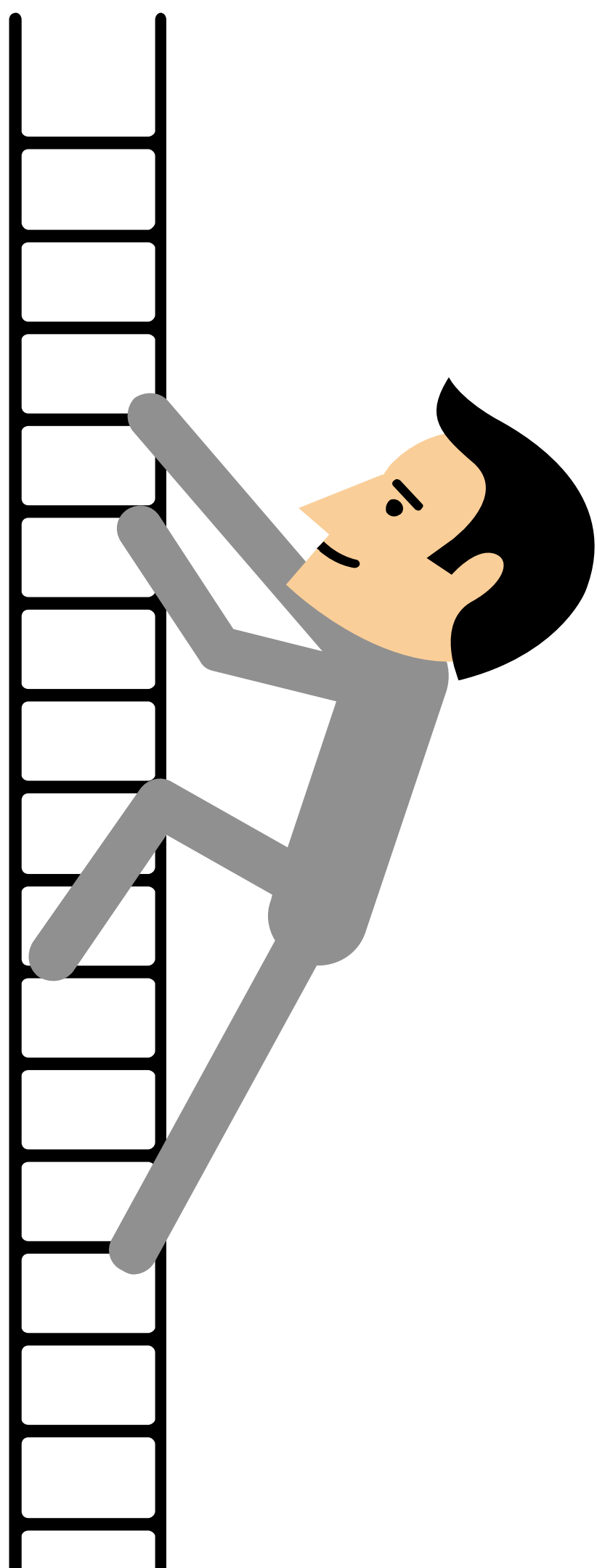
Better Than Epoxy Floors - swisstrax.com
Ad [www.swisstrax.com/vs-Epoxy](#) ▼
Quick DIY Install & 15 Yr Warranty. Request A Free Quote Online Now!

Click ad



On reviewing the existing text ads, it was quickly apparent that the ad URLs are not appropriately prepared. Copying the URLs from the ad produces a broken (404) page, where clicking the ad produces the correct page. This is a quick fix that could simplify the user experience when interacting with ads.

Recommendations



Improve ads content and creative:

Ad content and creative is repetitive and has room for improvement. Test additional variations and new content/creative.



Geo-target states and target devices more aggressively:

Go beyond country targeting and tailor ad content to specific states, then target those states with specific campaigns. Also focus device targeting bid adjustments on improving mobile performance, not taking away from it.



Schedule ads for times, not just days:

Extend existing ad targeting and optimize for times in addition to days. Review bid adjustment and make it so it makes sense and is not just random.



Resolve ad URL issues:

Correct displayed URLs so they are no longer driving to 404 pages.



KEYWORDS

This section covers the actual keywords used for campaigns, their settings, performance and content. This includes volume, click-through rate and recommendations for improvement.

Current Status



Paused

Keywords or campaigns that have been paused by an account manager.

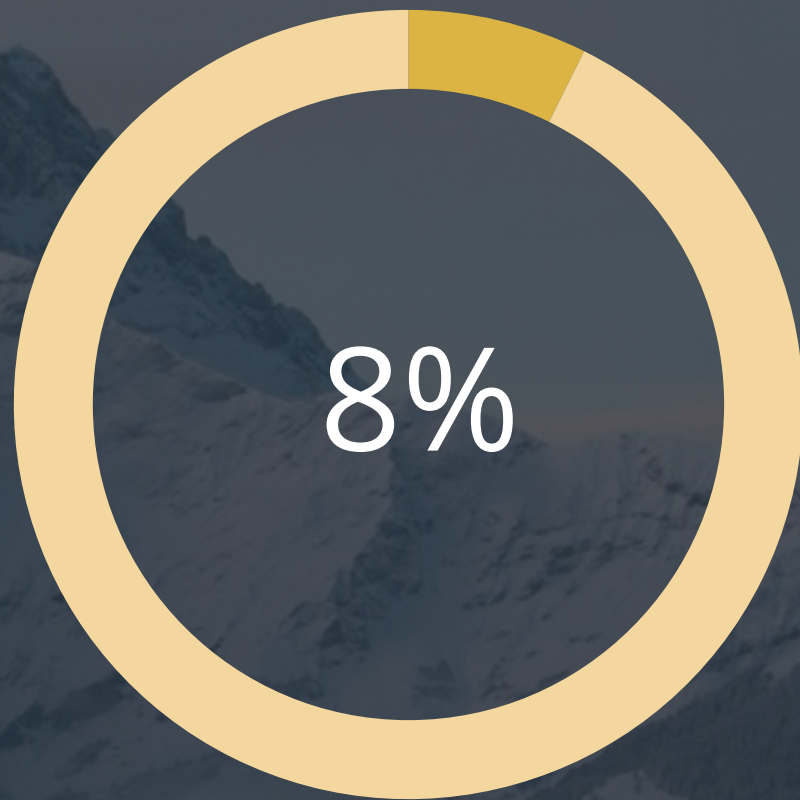
453 keywords



Eligible

Keywords that are eligible to be shown and are active in a campaign.

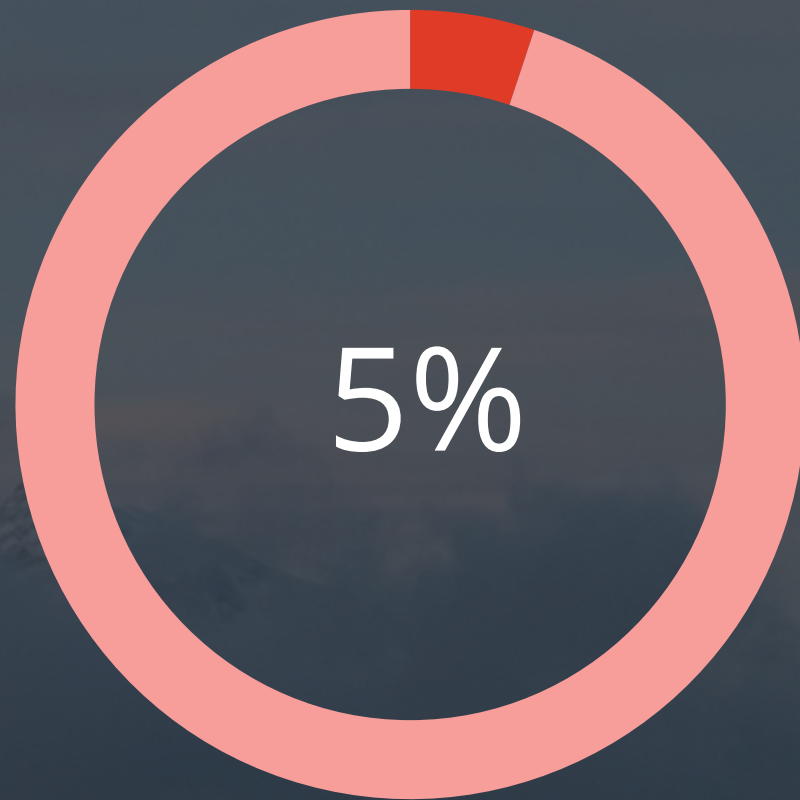
258 keywords



Low quality/volume

Keywords with low quality scores or that are not receiving enough traffic.

69 keywords

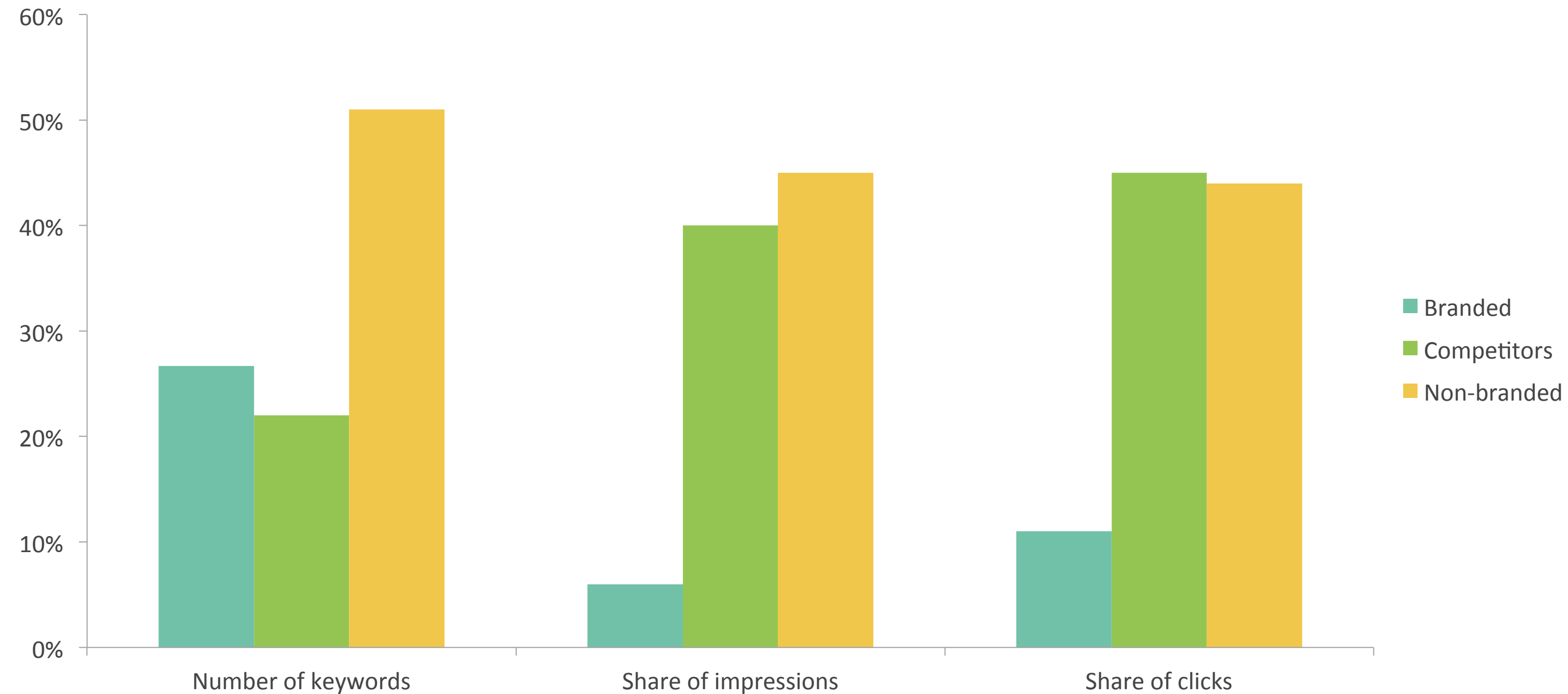


Low bid

Keywords that are not optimized appropriately for competitive bid rates.

54 keywords

Keyword Buckets

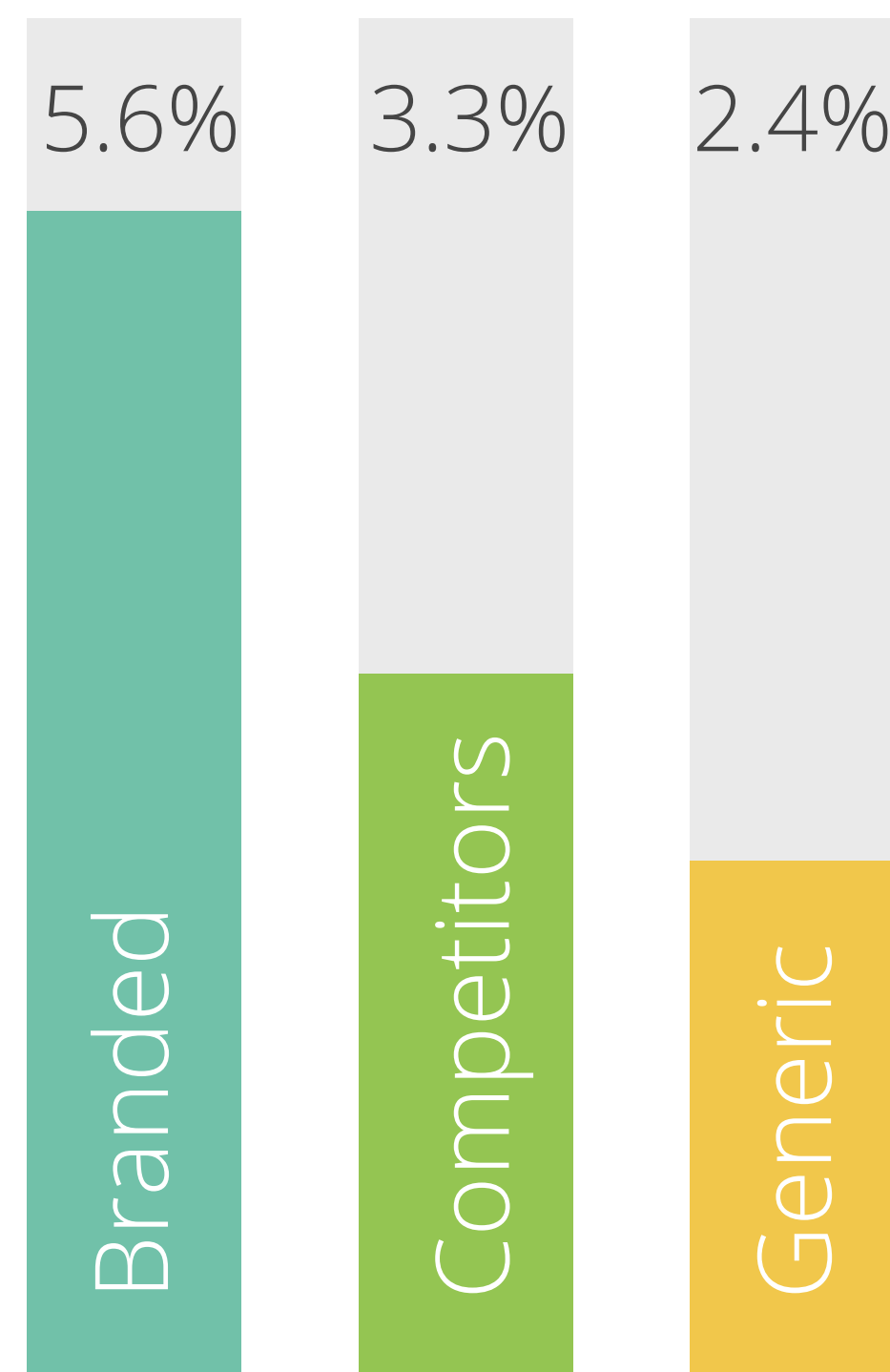


For analysis, keywords have been bucketed into 3 separate categories: branded, competitors, and non-branded. Performance inequities are seen when reviewing the volume of keywords vs impressions and clicks, indicating that more non-branded keywords should be added to capture additional impressions and clicks.

Click-through rate

Intent

The clickthrough-rates on competitor and generic campaigns are slightly above industry average, indicating that users have a strong comparison/cross-shopping intent. There's further opportunity to capitalize on this sort of intent with more targeted ad content

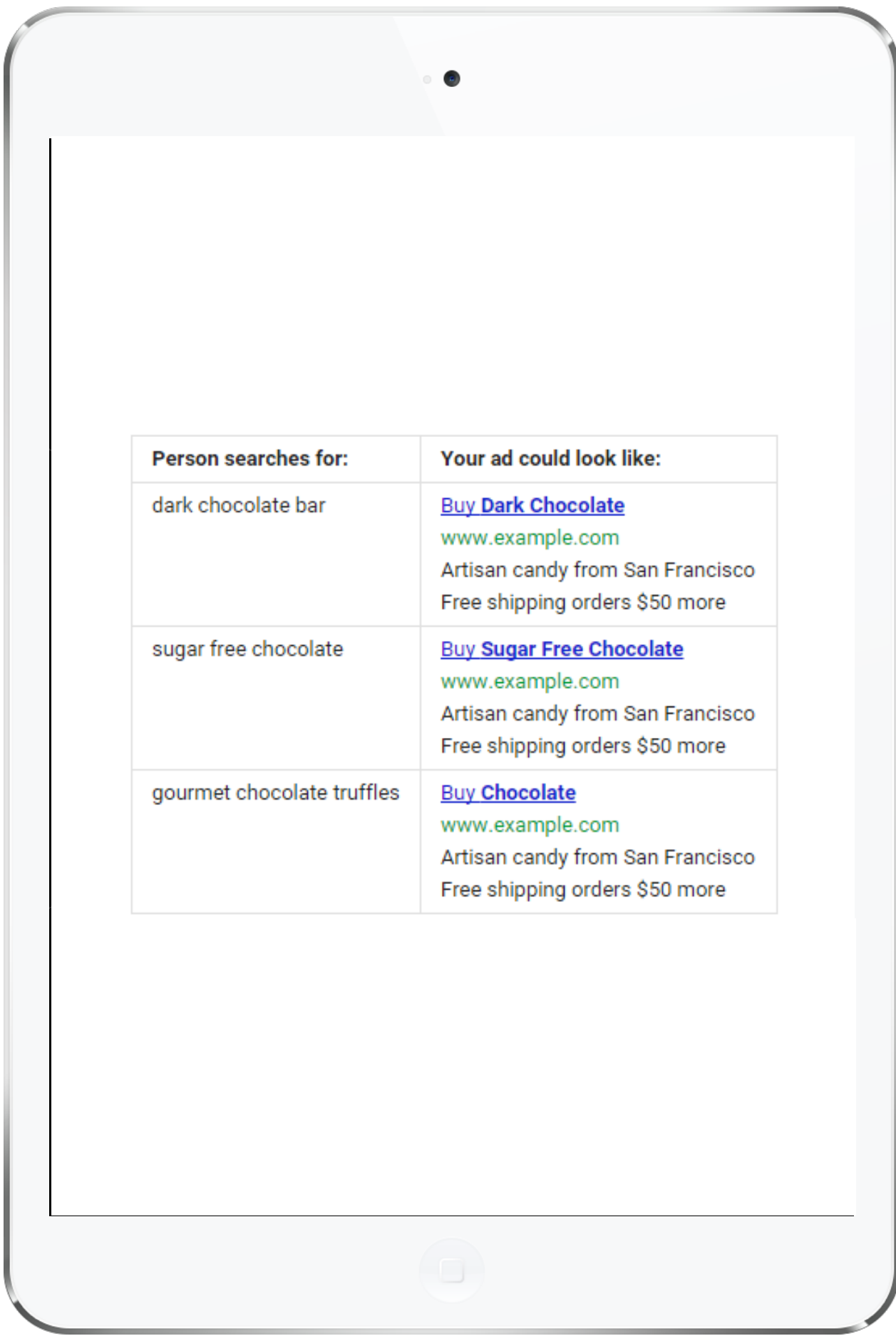


Volume

The branded campaigns are showing lower clickthrough rates than what we would normally expect, probably indicating that users are more comfortable with organic (unpaid) results.

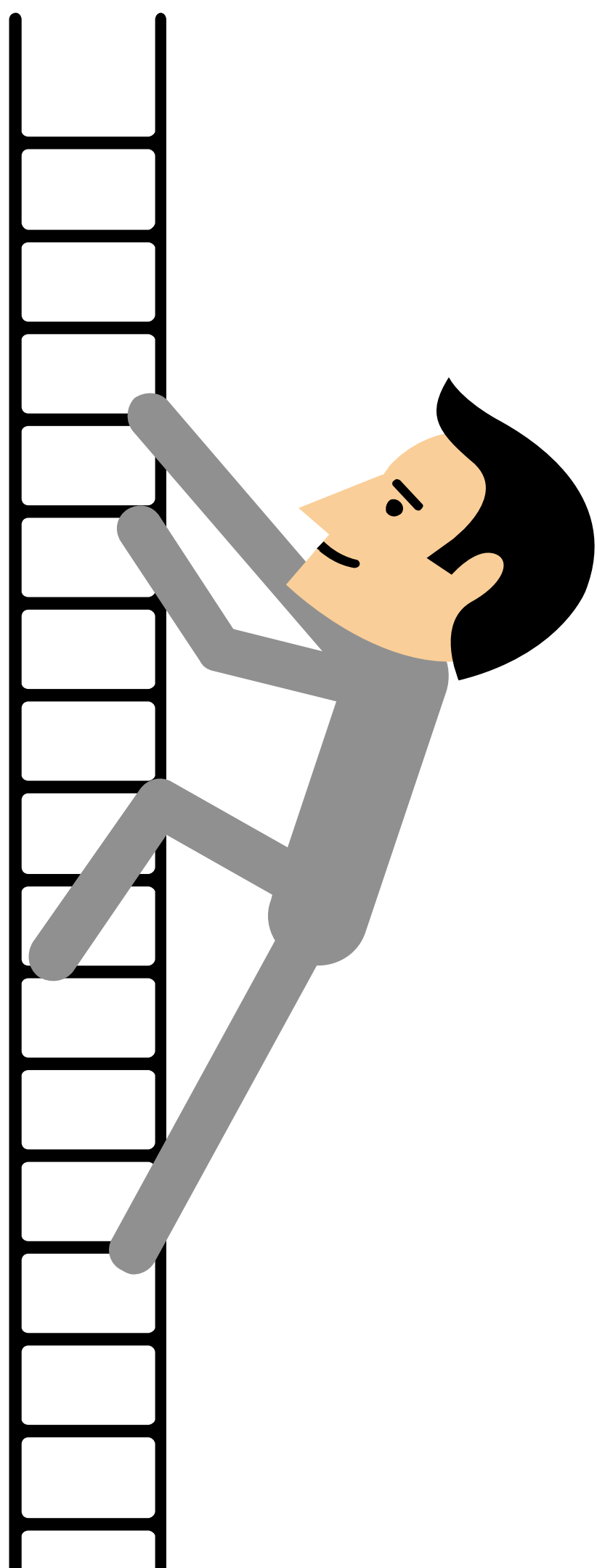
A comparison of the average clickthrough-rate for keywords shows that branded receives the highest rates (as expected), but interestingly, competitor campaigns performed better than generic campaigns. Exploring this further could indicate that more targeted generic campaigns would increase campaign performance.

Dynamic Content



Currently, dynamic keyword ad content is not used in any of the ads for Swissstrax. Dynamic content allows for ads to modify titles or descriptions so as to be more targeted to the actual search a user is performing. This can make results feel personalized and can draw more clicks to an ad.

Recommendations



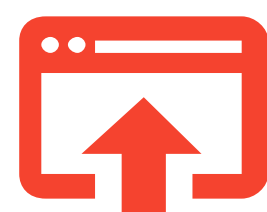
Add more keywords

Add more keywords for campaign diversity and increase traffic.



Improve keyword relevancy

Ads and keywords should be closely linked, with keywords specific to a user's intent being the primary driver of high-performing content.



Add more targeted generic campaigns

Add additional campaigns that are non-branded and not competitor focused.



Add dynamic keyword content to ads

Include dynamic content in ads that updates based on a user's search query.



RETARGETING

Remarketing and retargeting are marketing strategies that allow for targeted ads to be shown to previous site visitors who failed to convert. As a strategy, it's normally quite effective in driving increased performance in both clicks and conversions. With that in mind, it's imperative to have functional and high-performing retargeting campaigns in place whenever possible.

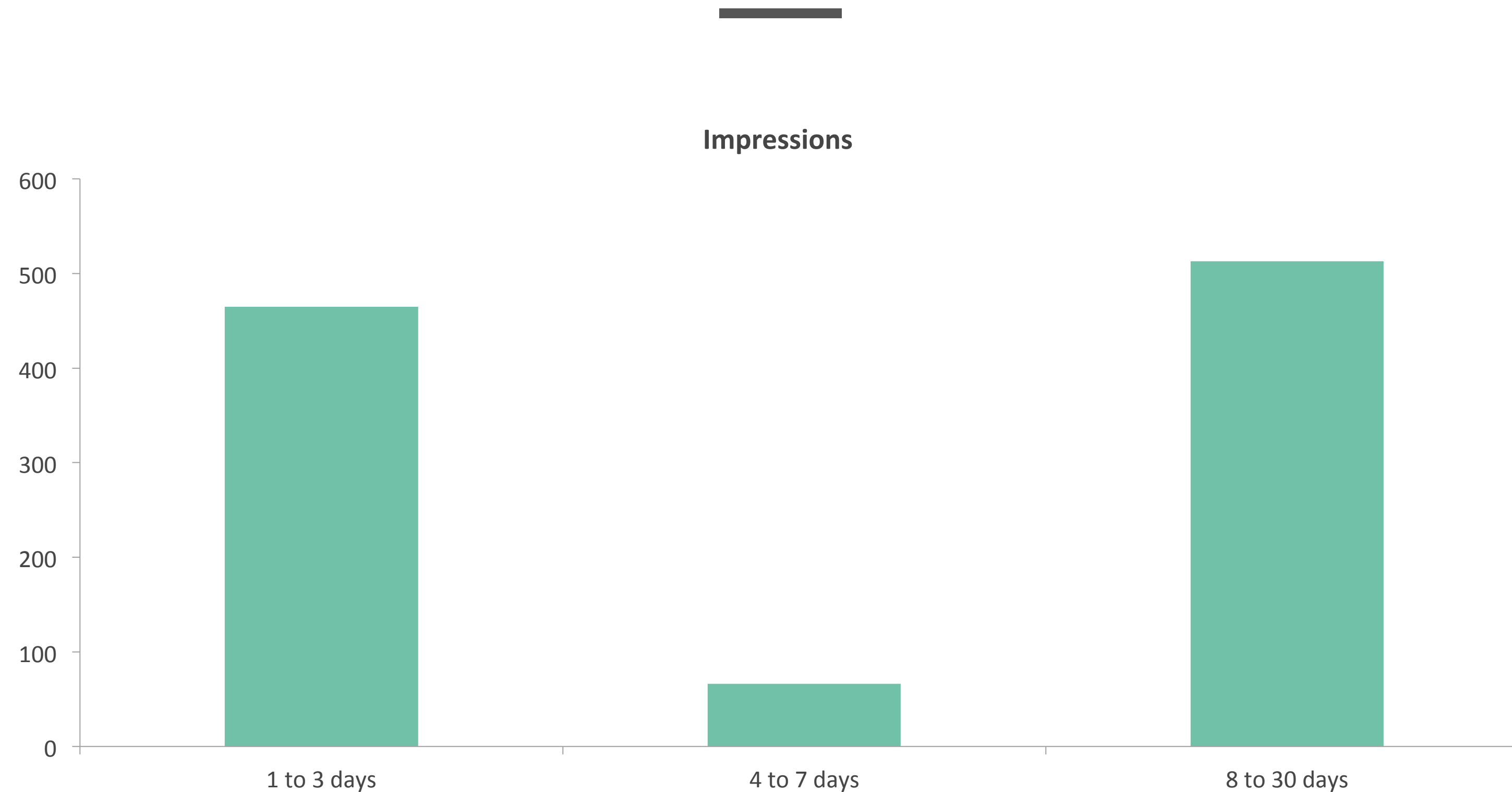
Retargeting Summary

Remarketing was activated in AdWords on January 5th, 2016. The campaign is configured with both text and image ad groups, and timelines for each are as follows:

- 1-3 days
- 4-7 days
- 8-30 days

Metric	Value
Impressions	264,019
Clicks	1,044
Click-through rate	0.4%
Avg. cost per click	\$0.55
Cost	\$579.16
Converted clicks	14
Cost/converted click	\$41.37
Click conversion rate	1.34%

Retargeting Performance



The first 3 days of remarketing campaigns represent approximately 45% of clicks for the entire campaign, showing that a large number of customers are lower in the funnel. The other major campaign performer is the 8-30 day range, representing the higher portion of the funnel.

Display Ads



Tall banner

Intriguing picture, but it doesn't connect to the ad tagline.

Creative taglines could include non-trademarked references to the Challenger, 392, Hemi, etc. Additionally, the call to action is nearly invisible on a quick scan and is placed at the lowest priority point of the image.



Sidebar banner

No clear value add other than colors, call to action is too small and not noticeable.



Sidebar banner

Interesting picture, but same issues as mentioned above. Margins are quite narrow as well.

Ad Creative



Retargeting ad content is focused on imagery display, but has no urgency or change based on the retargeting timelines. As users remaining in the remarketing campaign, they do not get any further incentive or need to return to Swisstrax.

Swisstrax™ Official Site

America's Favorite Rubber Flooring.
Request A Free Quote Online Now!
www.swisstrax.com

Swisstrax Garage Flooring

Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/Garage-Flooring

Better Than Epoxy Floors

Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

Garage Floor Tiles

Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/Garage-Tiles

Better Than Epoxy Floors

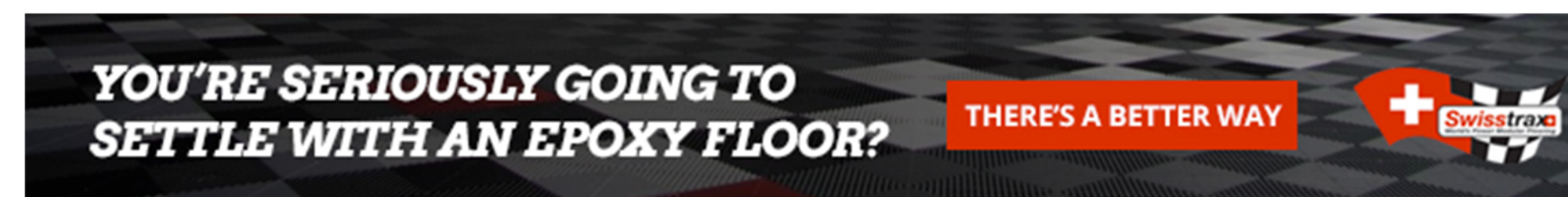
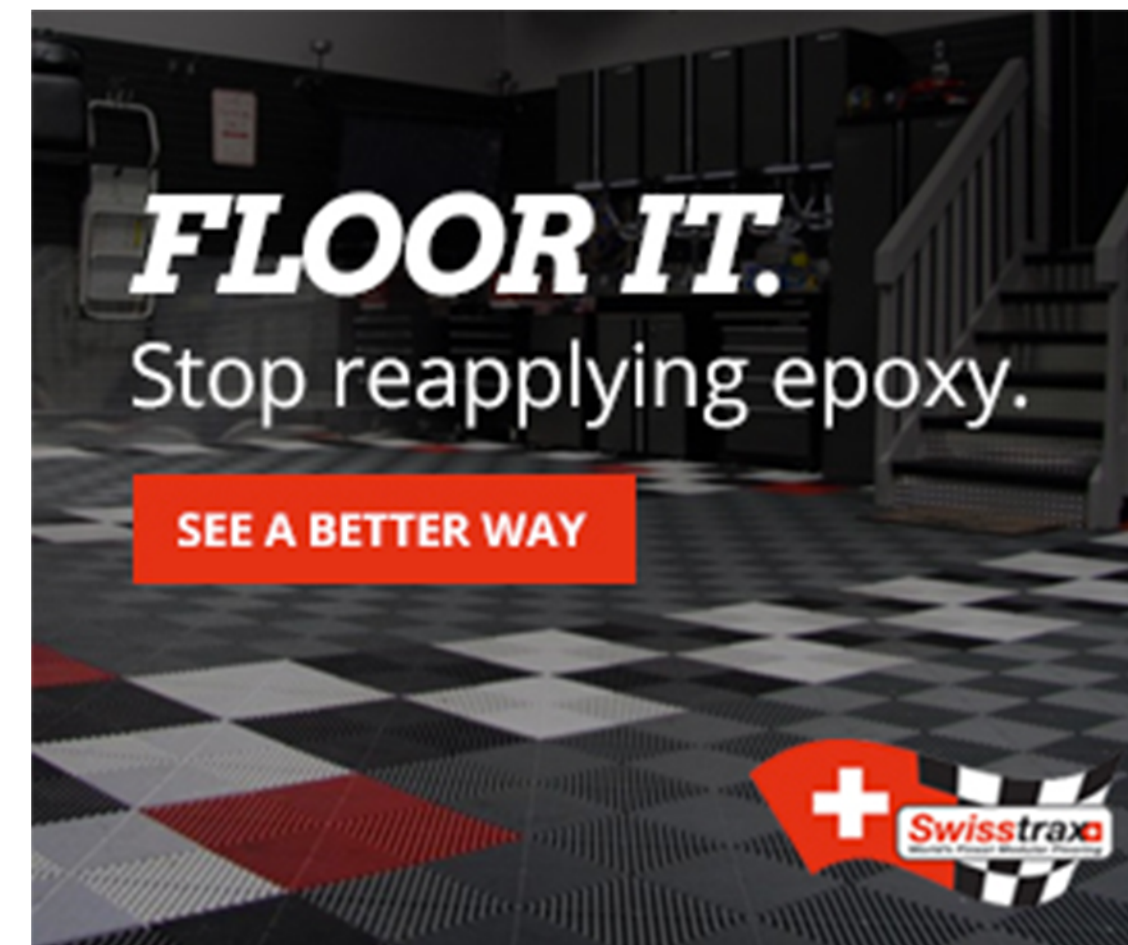
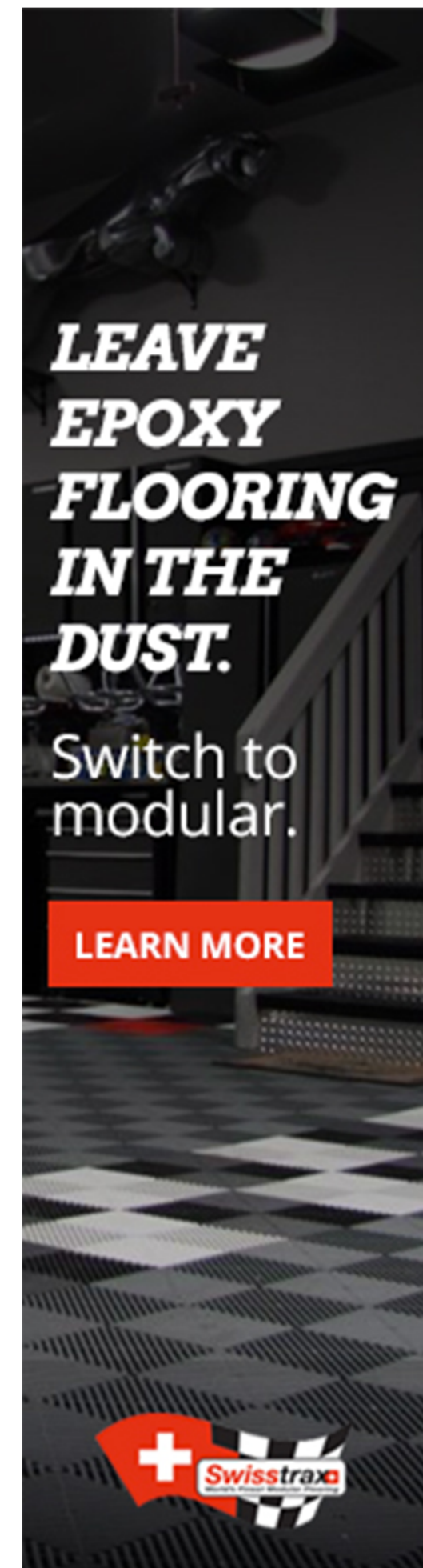
Quick DIY Install & 15 Yr Warranty.
Request A Free Quote Online Now!
www.swisstrax.com/vs-Epoxy

Swisstrax™ Official Site

America's Favorite Rubber Flooring.
Request A Free Quote Online Now!
www.swisstrax.com

Ad Creative Examples

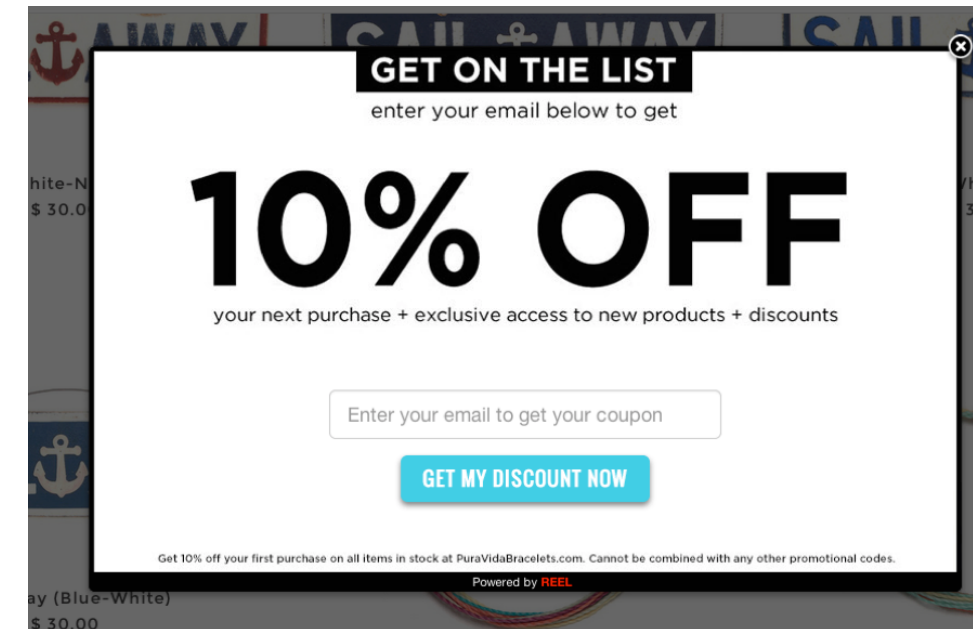
35



Retargeting Opportunities

High funnel

High funnel customers can be targeted with longer-term campaigns, nurture emails, and more.



AdRoll

Low funnel

Target customers who are lower in the funnel with immediate ads, pop-ups, and even emails.

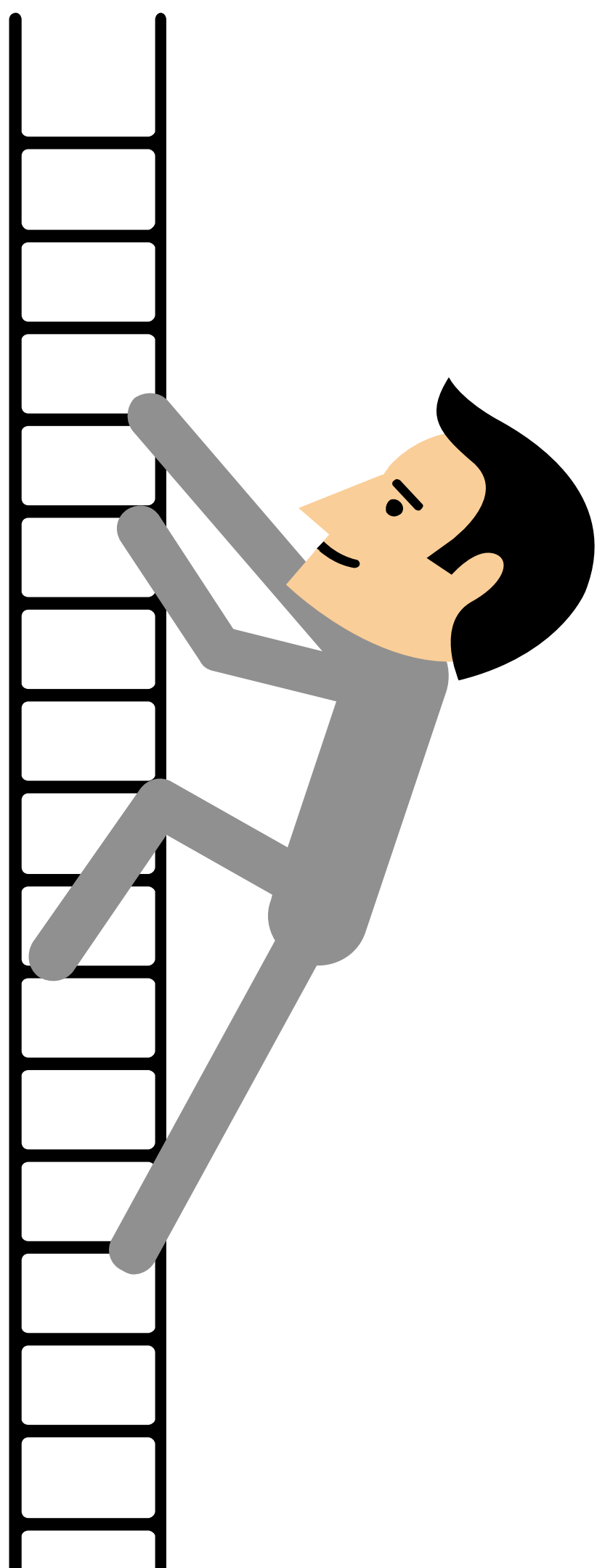
Benefit statement → Increase your conversions

Eye-catching image

Short, relevant & informative hook → Provide a better experience at every step of the customer's journey

Clear call-to-action → Read more

Remarketing



Adjust remarketing timeline

Optimize remarketing messages at each stage of the timeline, with a focus on the 1-3 day range (immediate) and 1 week+ (long term).



Focus on increasing urgency in ads

Creative and content in the retargeting ads are not focused on any form of urgency or incentive. Give prospective customers a reason to return to Swisstrax.



Test a conversion-focused bid strategy

Retargeting is focused on cost-per-click, where the ultimate goal should be conversion. Test updating the bid type to see how it affects performance and cost.



Test ad scheduling in retargeting

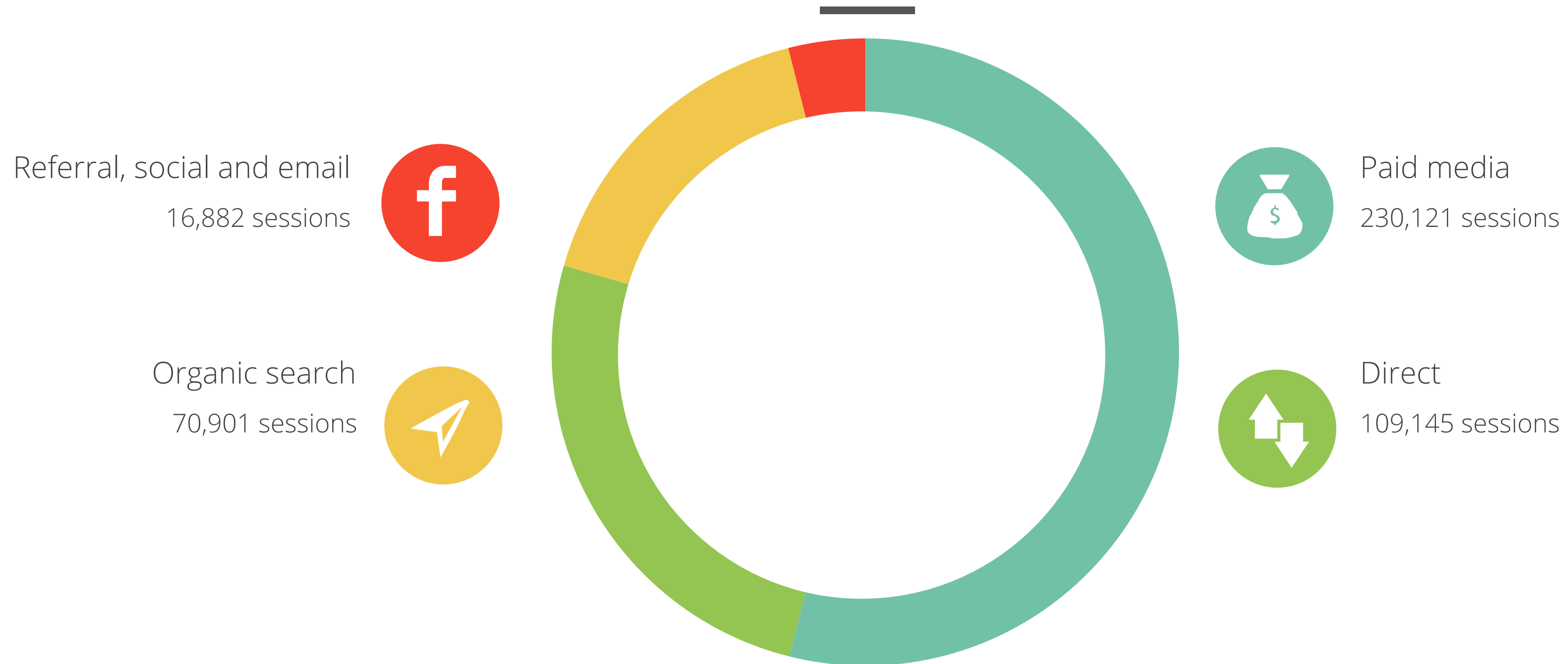
Beyond the X day scheduling of each ad group, retargeting campaigns don't feature any scheduling. Test rotating ads for specific days and times based on conversion data.



WEBSITE PERFORMANCE

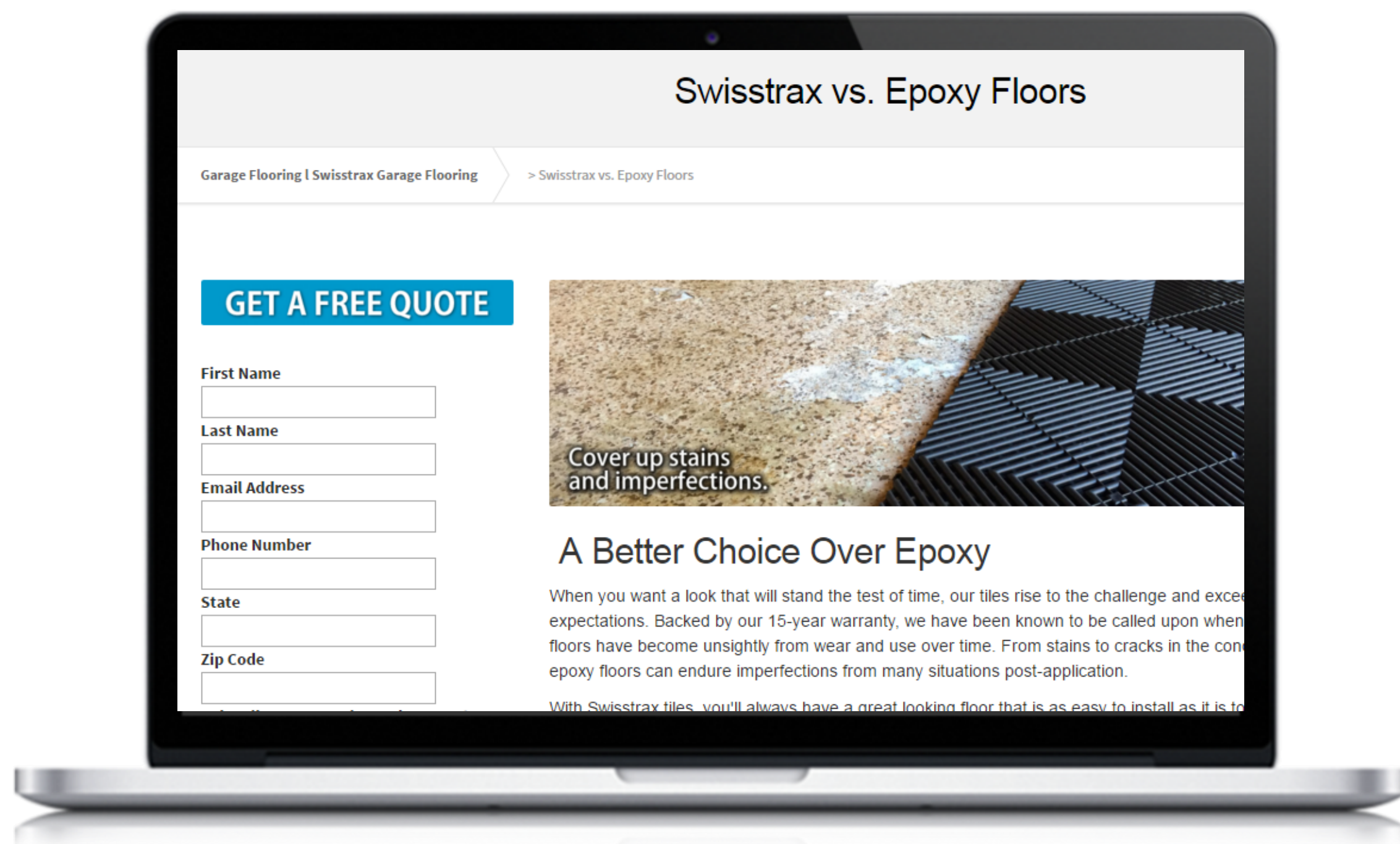
A significant component of PPC performance and overall success is contained in the Swisstrax website. If paid ads are driving traffic to the site, and the site itself isn't performing, then the relative cost of campaigns has increased significantly. In order to better understand the affects of this, an analysis of the current state of the website was conducted, with a focus on areas of the site that would or should receive the most exposure from paid search.

Channel Performance



Over half of the traffic to Swisstrax.com comes from paid search, with the other primary channels being direct and organic search. This shows that paid search is the primary source for finding Swisstrax through non-branded channels.

Landing Page Analysis



Make pages more targeted

Pages are focused on comparisons, but should be focused on answering the specific question that brought the user to the page.



Provide more pictures

Show awesome uses of the product, sell the experience, not just the benefits.



What's the biggest selling point

Highlight the key differentiator for Swisstrax vs competitors.

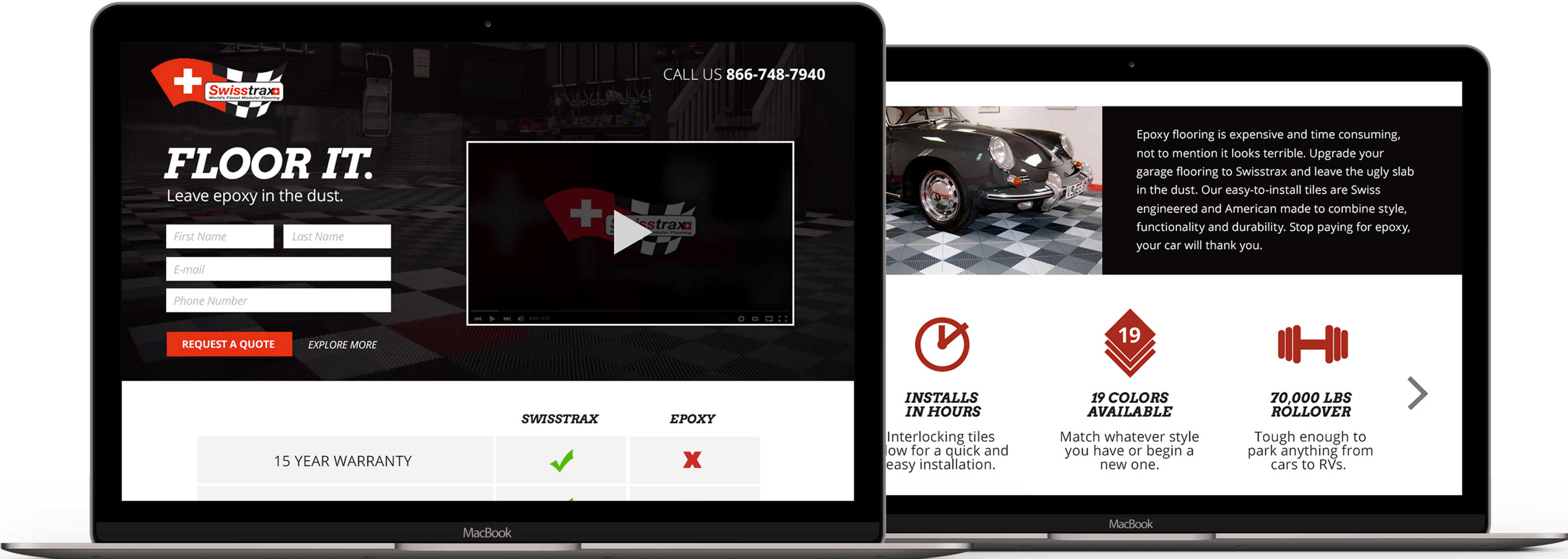


Make paths to the products easier

Make it easy for a prospective customer to buy today if they choose, provide the tools necessary to do this.

Landing Page Example

41





CALL US 866-748-7940

FLOOR IT.

Leave epoxy in the dust.

First Name	Last Name
E-mail	
Phone Number	

REQUEST A QUOTE

EXPLORE MORE



	SWISSTRAX	EPOXY
15 YEAR WARRANTY	✓	✗
NO SURFACE PREPARATION	✓	✗
NO HAZARDOUS MATERIALS	✓	✗
NO TOXIC FUMES	✓	✗



Epoxy flooring is expensive and time consuming, not to mention it looks terrible. Upgrade your garage flooring to Swisstrax and leave the ugly slab in the dust. Our easy-to-install tiles are Swiss engineered and American made to combine style, functionality and durability. Stop paying for epoxy, your car will thank you.



INSTALLS IN HOURS

Interlocking tiles allow for a quick and easy installation.



19 COLORS AVAILABLE

Match whatever style you have or begin a new one.



70,000 LBS ROLLOVER

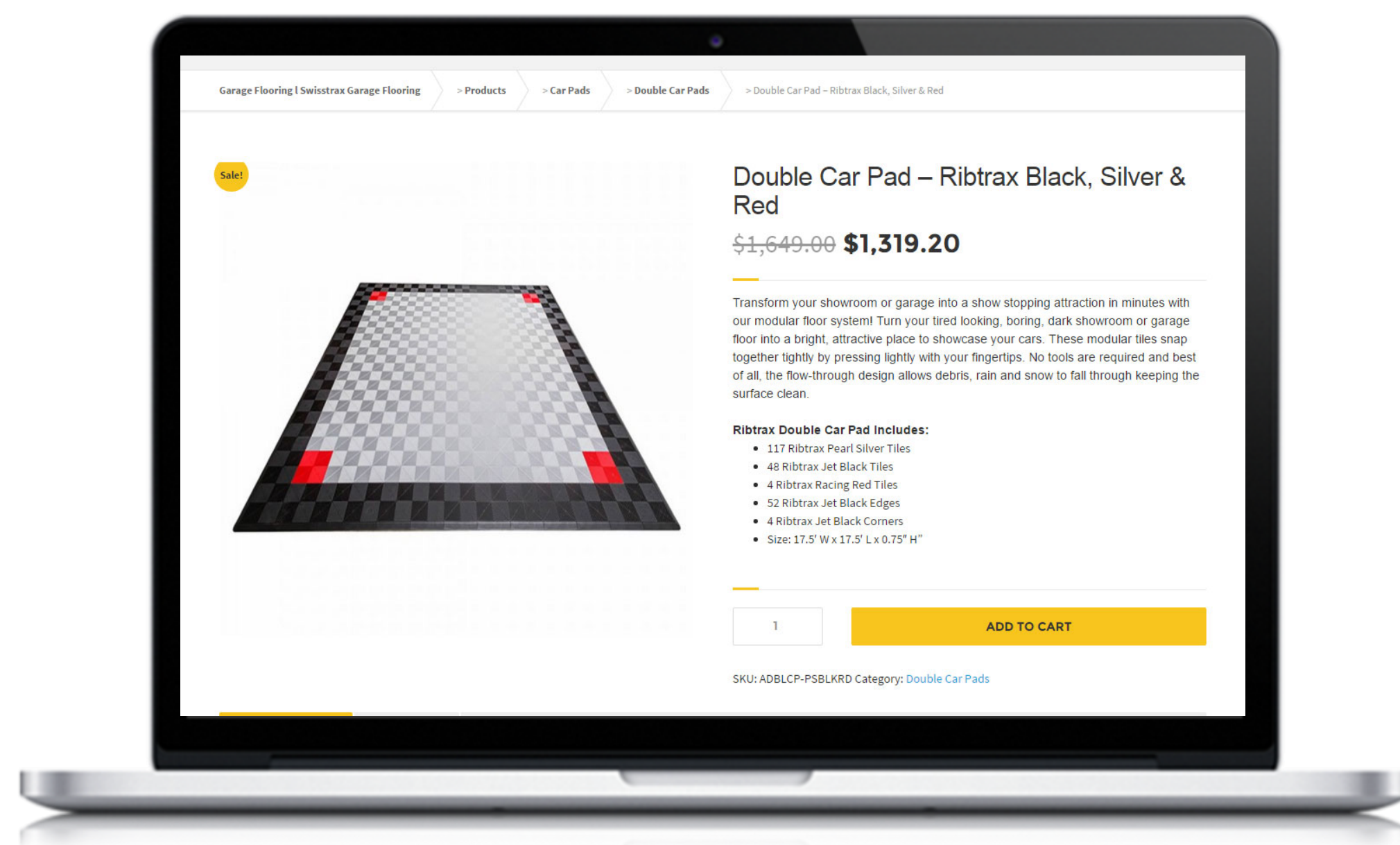
Tough enough to park anything from cars to RVs.

TRUSTED BY TOP BRANDS



REQUEST A QUOTE

Ecommerce Analysis



Drive traffic to product pages

Test driving paid search traffic to this page to test purchase-intent conversion.



Add more pictures

Include multiple angles, pictures with cars/bikes on it, and even customer photos.



Include shipping details on page

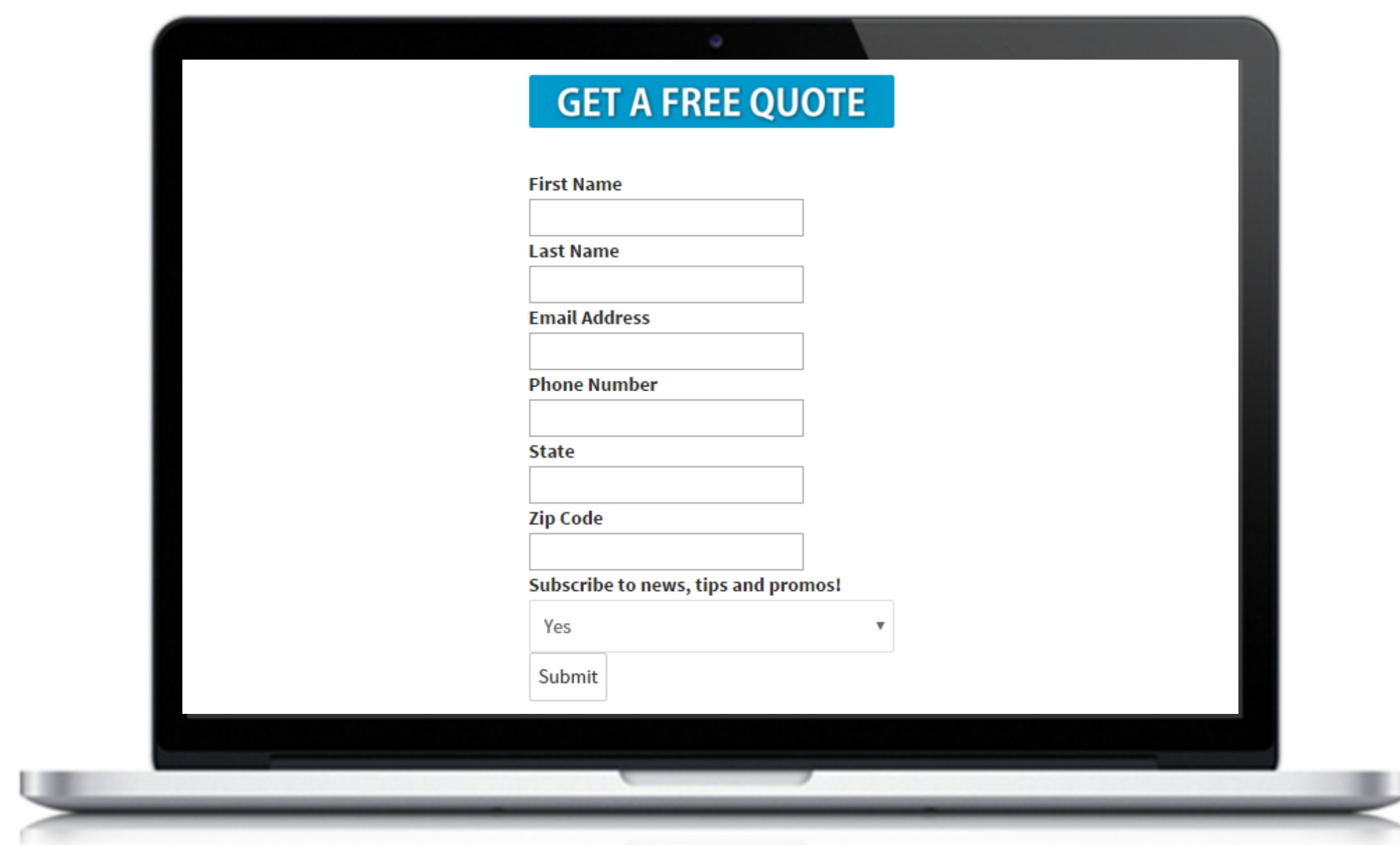
Include details for shipping (like the \$199 fee) on this page, so that it's not a surprise to the customer when they land on the cart page.



Test page variations

Evaluate conversion and test alternative variations of this page.

Lead Form Analysis



GET A FREE QUOTE

First Name

Last Name

Email Address

Phone Number

State

Zip Code

Subscribe to news, tips and promos!
Yes ▼

Submit

CTA is nearly invisible

The submit button blends in with the other fields and is nearly invisible on a quick scan.

Too many fields and no guide

There are 6 info fields, with no indication as to what's required or optional. This should be reduced and updated.

Subscribe box should be a checkbox

Best practice is to have a check box for the subscription confirmation, reducing 2 clicks to 1 click.

Alternative options are missing

Users should have the option to call, email, or buy now in or around the form.

Optimization Recommendation

44



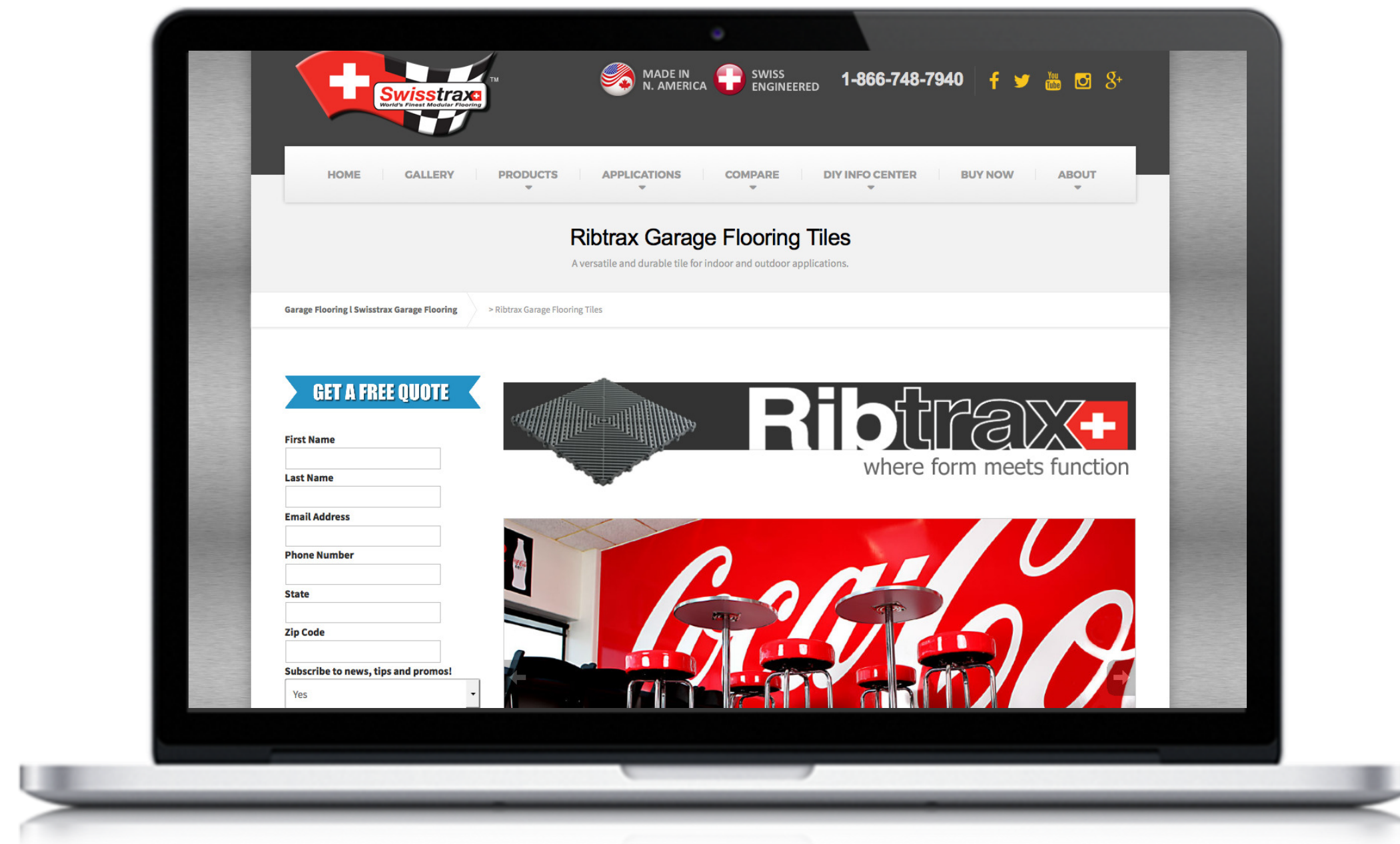
Analysis

- » Onsite SEO Analysis
- » Offsite SEO Analysis
- » Content Analysis
- » Analytics Analysis



Research & Strategy

- » Advanced Keyword & Market Research
- » Keyword and Content Mapping, Planning
- » Project Execution Plan



Optimization

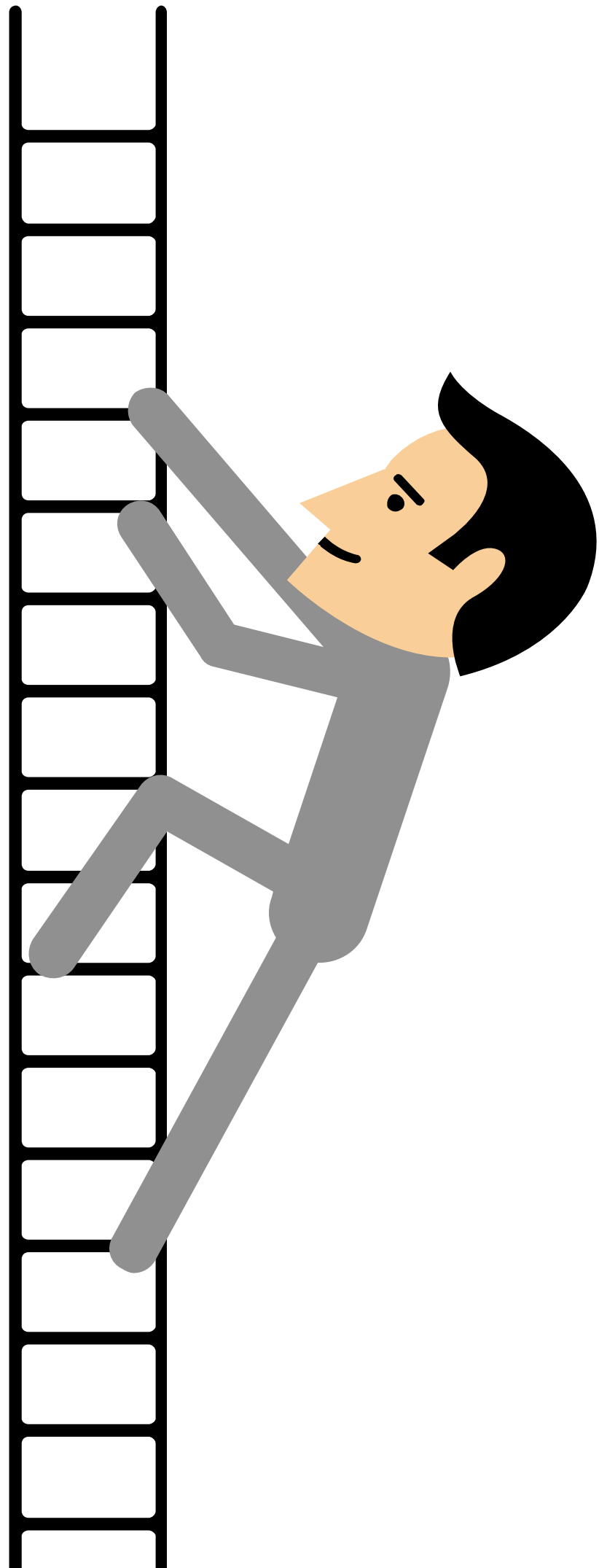
- » Usability & Accessibility Optimization
- » Site and Page Optimization
- » Web Copy Optimization
- » Recommendations and/or Implementation



On-Going Testing & Fine Tuning

- » Audits and Deep Technical Analysis
- » Analytics review, setup, and analysis
- » Ongoing edits and tuning

Recommendations



Tweak landing pages:

Update landing pages to be more focused, which will add more varieties for testing and ultimately work towards higher converting pages.



Update ecommerce pages:

Add additional content to the ecommerce pages and make overall improvements to the pages to drive more conversion-focused traffic to the site.



Test alternative lead forms:

Test using a more limited lead form and indicate which fields are required. Future improvements can include utilizing email drip campaigns to engage customers who haven't yet converted.



Evaluate website performance regularly

Reporting should include details of how the website itself performs, not just the AdWords campaigns. Regular reports should be prepared to evaluate how the site is improving or declining.



REPORTING

Reporting is an important part of any digital marketing strategy, but it is especially important for cost-intensive paid media campaigns. Typically, reporting is seen as an afterthought for most teams, with automated metric-based reports being the name of the game. We as a team feel strong analysis is important to not only understanding what happened, but what can be improved in the future.

Metrics vs Analytics

Metrics

- High level overview of key performance indicators.
- Shows trends in data.
- Can be prepared automatically through tools.
- Good for quick checks of site and ad performance.

Analytics

- Deep dive into website and ad performance.
- Provides metrics along with commentary on what changes mean.
- Normally requires manual preparation.
- Used to formulate strategies to improve performance.

It's important to understand the distinction between metrics and analytics, with the latter being the preferred form of regular reporting. Analysis leads to opportunities for improvement, rather than just reporting on the health of a campaign.

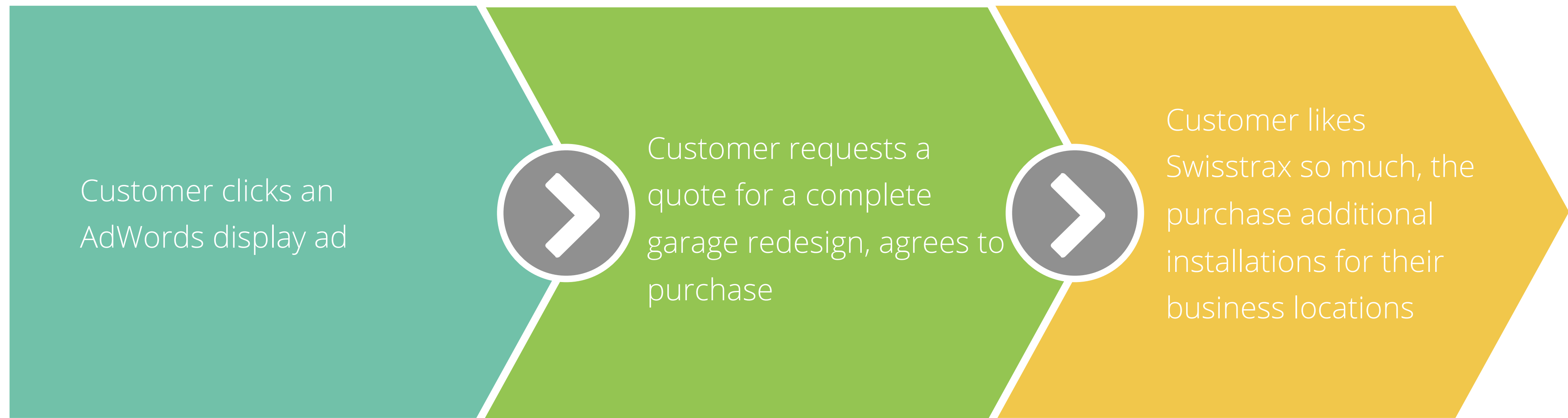
Reporting Dashboards

Google Analytics provides dashboards that allow for regular reviews of Key Performance Indicators. On an initial review of the account, no dashboards were found. We set up some example dashboards to perform some of our analysis, but more specialized dashboards can be created for the Swisstrax team to provide a clearer view into the performance of the website.



Lead Reporting

49



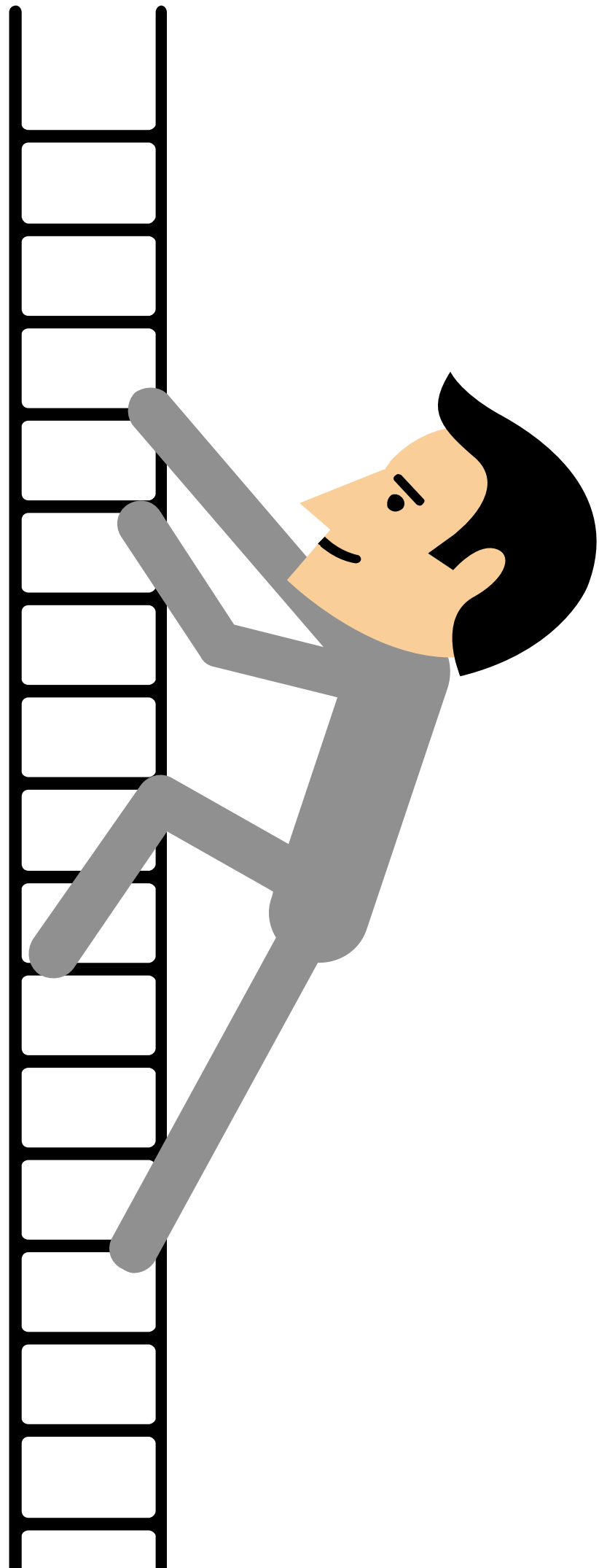
In the above scenario, the current reporting system would attribute a single conversion to the customer and be done. With a lead-linked reporting system, this customer would be flagged as an outlier worthy of further analysis, wherein strategies can be developed and tested to find similar high-value leads. The path this lead-turned-customer followed would also be scrutinized as a learning opportunity for all leads, leading to better customer understanding and ultimately higher value customers.

Reporting Timelines

Current report timeframes appear to be focused on 7, 14, 30 and 60-day rolling periods. This can be misleading due to factors like seasonality, offline activity, etc. Adjust comparisons to include year-over-year performance.



Recommendations



Link reporting directly to leads

Add connections for incoming channels to the CRM or lead list to better understand customer value by channel.



Require regular analysis, not just metrics

Current reports are focused on high-level metric presentation, where a more thorough analysis would be more beneficial in providing insight into strategies moving forward.



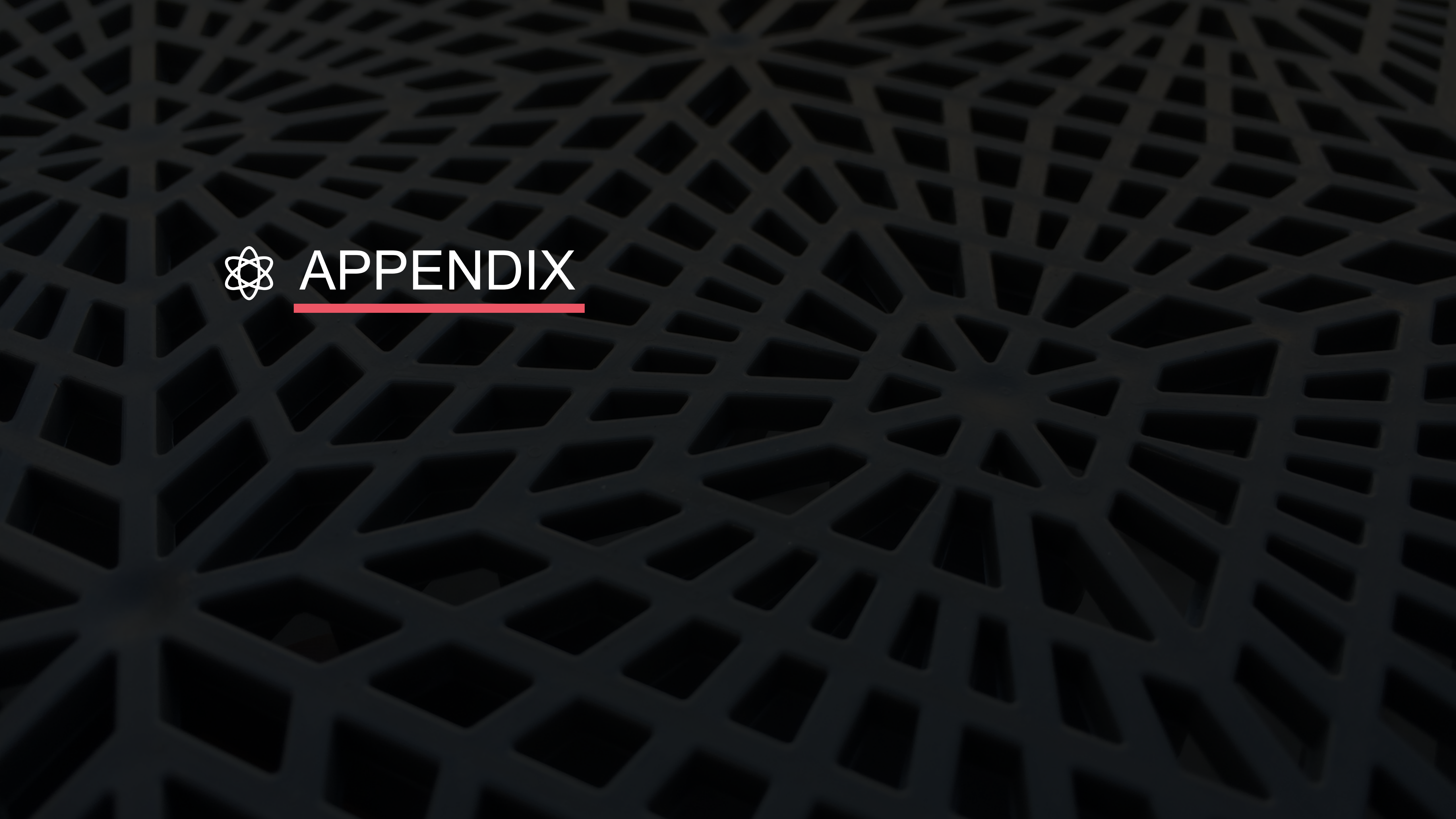
Add dashboards to Google Analytics

Automated metric reporting can be further expanded through the use of Google Analytics, with ready-to-use dashboards available to quickly install.



Improve reporting timeframes

Add year-over-year reporting and make timeframes dynamic through dashboard use.



APPENDIX

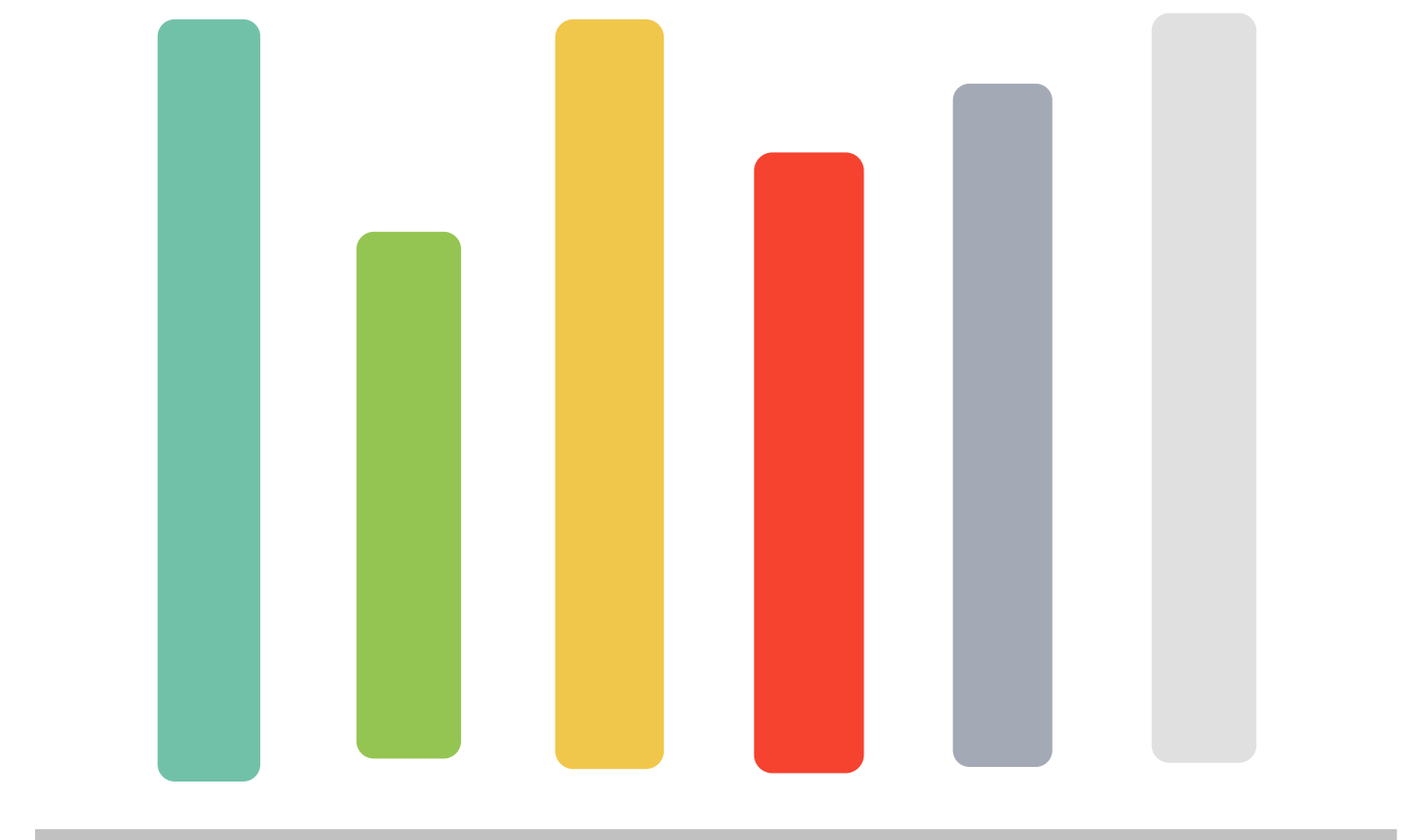
Appendix A

Methodology

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Unless noted, all data is from Google Analytics and Google AdWords. Additionally, the timeframe used for analysis was January 1st, 2015 through January 31st, 2016. Additional data points reviewed include:

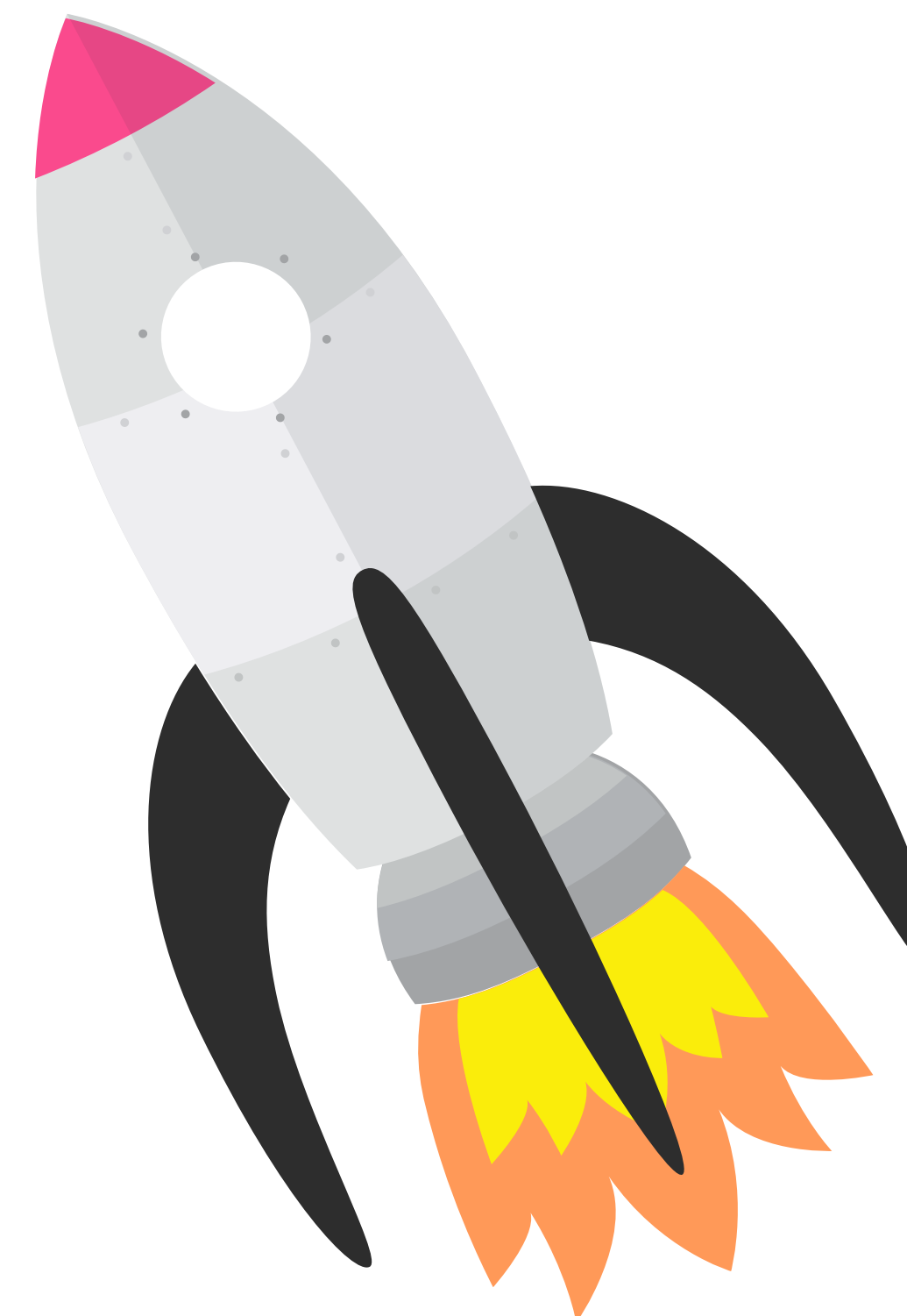
- Metric Theory reports
- Google AdWords keyword planner
- Industry PPC competitive metric reports
- Competitor sites
- Competitive analysis tools



Appendix B

Consolidated Tasks

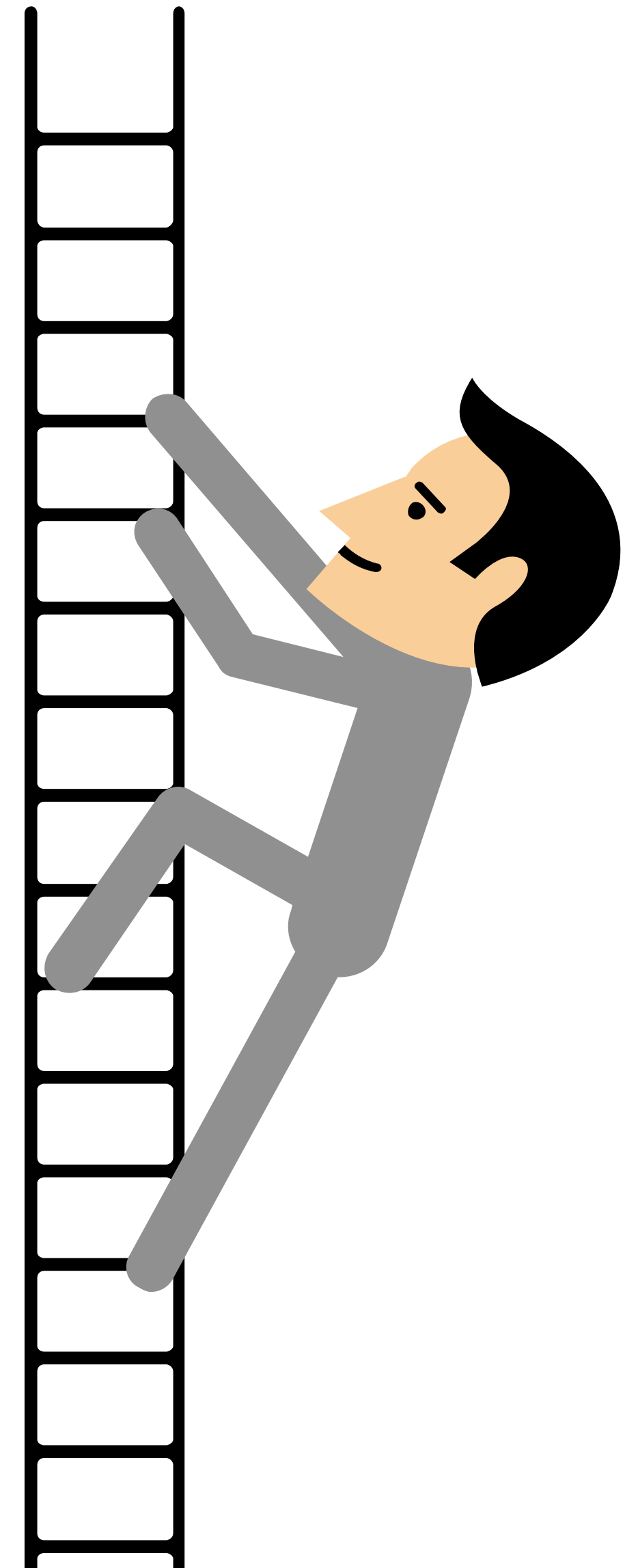
- Improve account organization
- Enable ad rotation optimization
- Improve performance to decrease cost per conversion
- Resolve misc. account configuration issues
- Improve ads content and creative
- Geo-target states and target devices more aggressively
- Schedule ads for times, not just days
- Resolve ad URL issues
- Add more keywords
- Improve keyword relevancy
- Add more targeted generic campaigns
- Add dynamic keyword content to ads
- Adjust remarketing timeline



Appendix B

Consolidated Tasks (cont.)

- Focus on increasing urgency in ads
- Test a conversion-focused bid strategy
- Test ad scheduling in retargeting
- Tweak landing pages
- Update ecommerce pages
- Test alternate lead forms
- Evaluate website performance regularly
- Link reporting directly to leads
- Require regular analysis, not just metrics
- Add dashboards to Google Analytics
- Improve reporting timeframes



NEVER FALL BEHIND

IN TODAY'S WORLD YOU'RE EITHER FIRST
OR YOU'RE FOREVER PLAYING CATCH UP TO
THE COMPETITION

Questions

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// *Standing still is the fastest way of moving backwards in a rapidly changing world.*

— Lauren Bacall



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