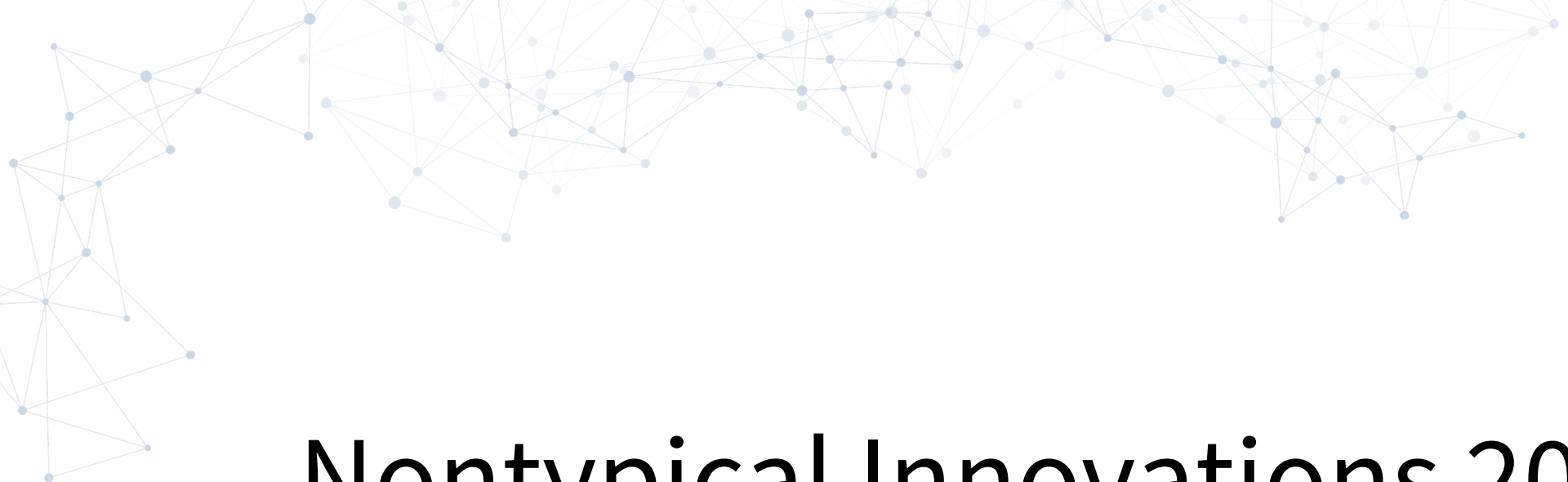




Nontypical Innovations 2023 January Report

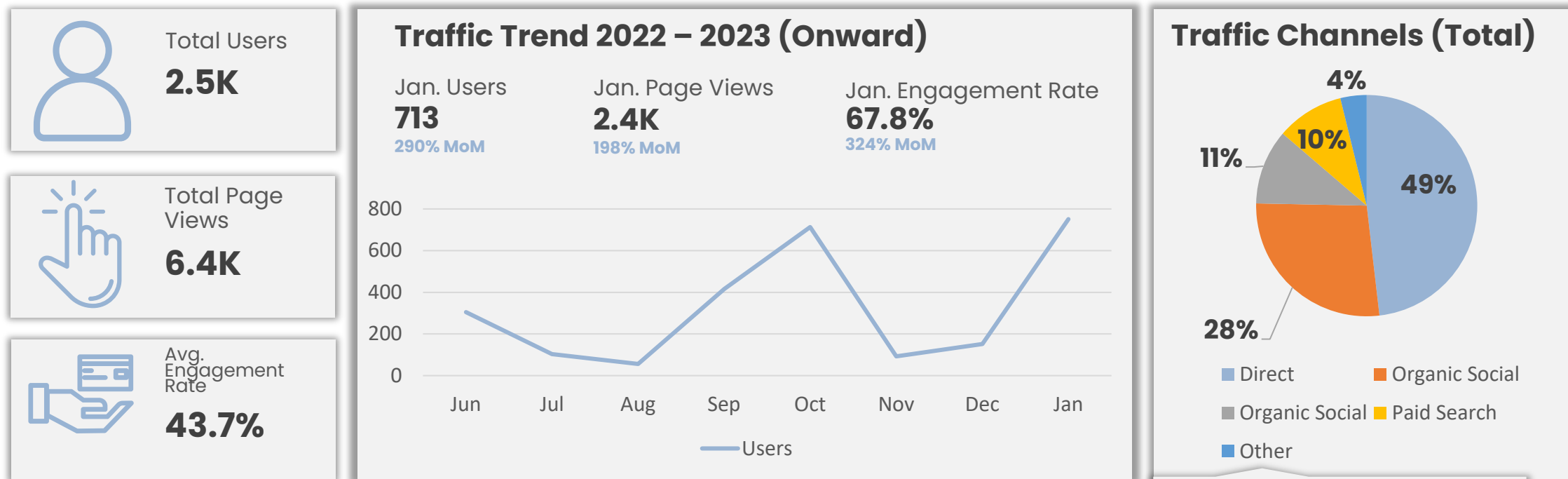
Jan, 2023

Report Contents

- Reports
 - Web Traffic Dashboard (**NEW: Total Trend and Monthly Analysis**)
 - User Journey
 - Key Phrase Performance
 - SEO Audit
 - NonTypical Innovation Recommendation's
- Project Key Performance Indicators (KPIs) and Objectives
- Next Steps

Web Traffic Dashboard

NonTypical Innovations shows healthy user traffic trends for a young website.

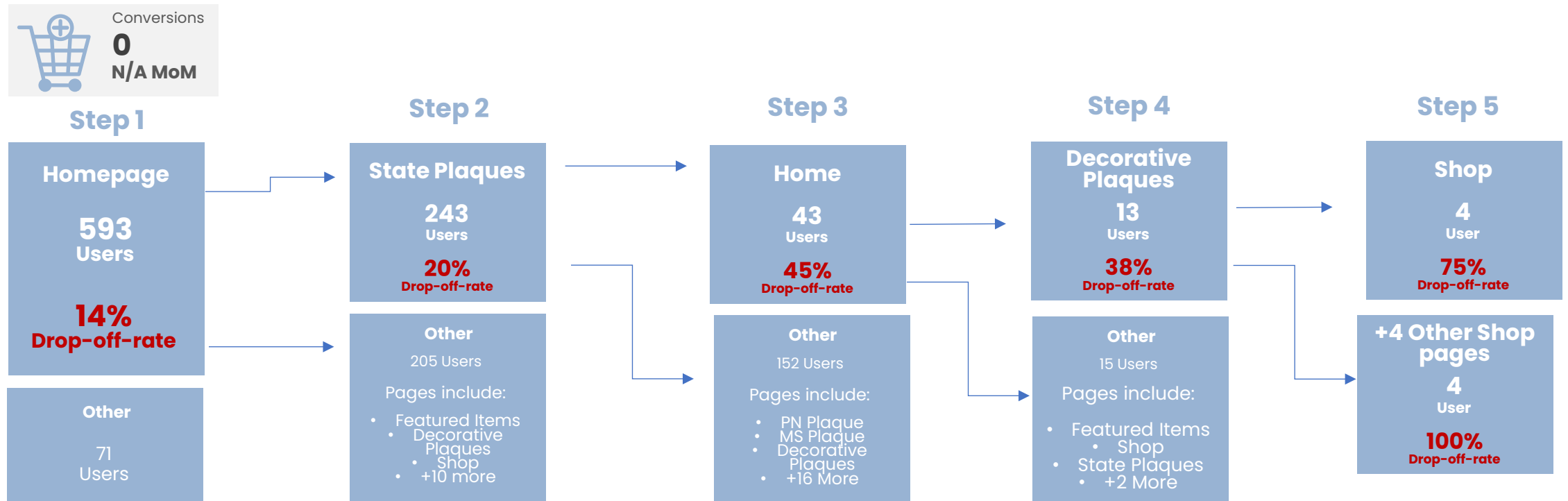


Key Takeaways

- **January marks a new traffic high of 713 monthly users**
- **Organic Social and SEO traffic** channels drive **39% of January's increased user traffic**
- **Engagement Rate** increased in the month of January, driving average **engagement rate to 43.7%**
- **Organic Search** traffic has dropped below the 15% traffic channel expectation in January, corrections made in mid February (results would not be fully reflected until the March report in April)

User Journey Dashboard – December 2022

86% of your users second step is to drop off from the State Plaques Page

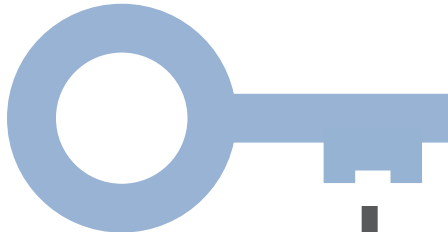


Key Takeaways

- **Key User Engagement (Site Sales) Still reflects 0 conversions**
- User flows shows main user engagement is coming from user's clicking around the shop pages

Key Phrase Performance

PENDING



Target Key Phrases

Key Phrase

Mount (HV)
Plaques (HV)
Deer Mount (MV)
Black Plaque (MV)
Deer antler mount (MV)
Antler mount (MV)
Deer Mount Plaque (MV)
Deer Plaques (MV)
Black Mount (LV)
Decorative Plaque (LV)
Aluminum Plaque (LV)
Aluminum Mount (LV)
Plaque for deer mount (LV)

Difficulty

Hard
Hard
Possible
Possible
Difficult
Difficult
Possible
Possible
Possible
Possible
Easy
Very Easy
Very Easy

CTR

N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A

Non-Competitive Key Phrases

[State] Mount Plaque
Camo Plaque
Camo Mount
Barnwood Mount

Chart Key

HV = High Traffic Volume
MV = Medium Traffic Volume
LV = Low Traffic Volume

Key Takeaways

- I apologize that this report is still pending. Due to the nature of my day-job, I have not had the chance to explore how to get at this data with the new GA4. Additionally, due to your SEO traffic meeting the project KPIs, this is a lower priority item when I am budgeting time for my freelance client projects. If the report becomes more critical; I will prioritize accordingly.

SEO Audit

Top Search Engine Pain Point



Meta Tags

Description text displayed in search results



Missing [alt] Attributes

Descriptive text for your site's images; Displays when the image does not load correctly



Links are not crawlable

To appear in search results, crawlers need to access your site



Tap Targets are sized appropriately (Mobile)

Mobile tap functions are large enough for optimal user experience not on Desktop

Key Takeaways

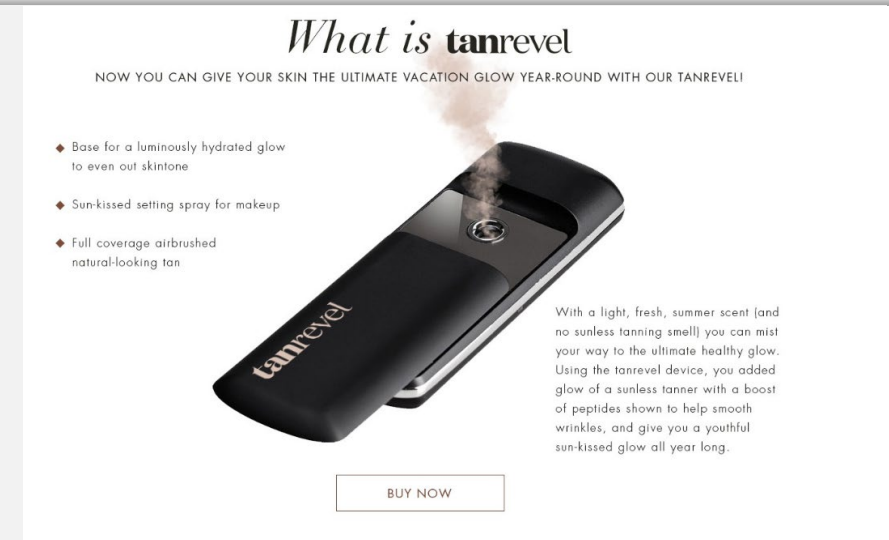
- A good SEO score is between 90-100, currently Nontypicalinnovations.com is 4 - 14 points off.

NonTypical Innovation Recommendation's

Data-driving recommendations to improve key user engagement

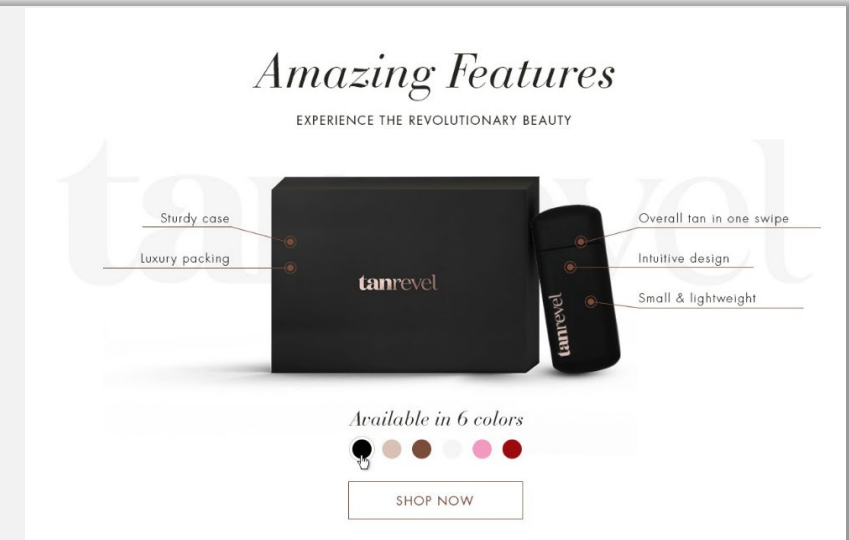
Home Page Re-Design

- NonTypical Innovation is a young brand and website which can be un-trustworthy for perspective costumers. Only having product content does not seem to be resonating with your users.
- Adding in more flashy product call-outs on the home page can help improve brand legitimacy and drive users to checkout and purchase products
- See example on the right. *I do see this as "fluff" content which I normally would not push a design towards, however, I do think it could improve sales in the short term, and in the long term you can shift back to a product focus design like Amazon.*



Product Card Re-Design

- Product cards are minimal designed which is a great design practice – however, adding in more information can help drive users from a store page or home page to the product page
- Adding in the "Click for More Designs!" text to your product cards on your store page was a great start
- I would also include examples of the different finishes directly on the product card, see example on the right. (This is not a product card exactly, but the same principles apply, reference the "Available in 6 Colors" graphic below the product)



KPIs and Objectives



SEO Audit Score

Bring nontypicalinnovations.com SEO score up to 90 or higher



Organic Search Traffic

Organic Traffic should drive 10-15% of all site traffic through SEO



Overall Site Traffic

Overall site traffic should see a 5-10% increase due to increase in organic traffic

Next Steps

Task	Status
Resolving SEO pain points and Phase 1 meta tagging	COMPLETE
Preform key phrase research & write up SEO proposal to align upon initial SEO mark-up and long-term strategy	COMPLETE
Enable Phase 2 meta tagging on product pages and complete Initial SEO Mark-up	COMPLETE
Deliver June traffic report	COMPLETE
Upkeep NonTypicalInnovations SEO and deliver monthly traffic reports	Ongoing
Include additional User Journey Data to help NonTypicalInnovations understand where their users are clicking, and where they are dropping off	Ongoing
Install custom tracking with Google Tag Manager	Ongoing