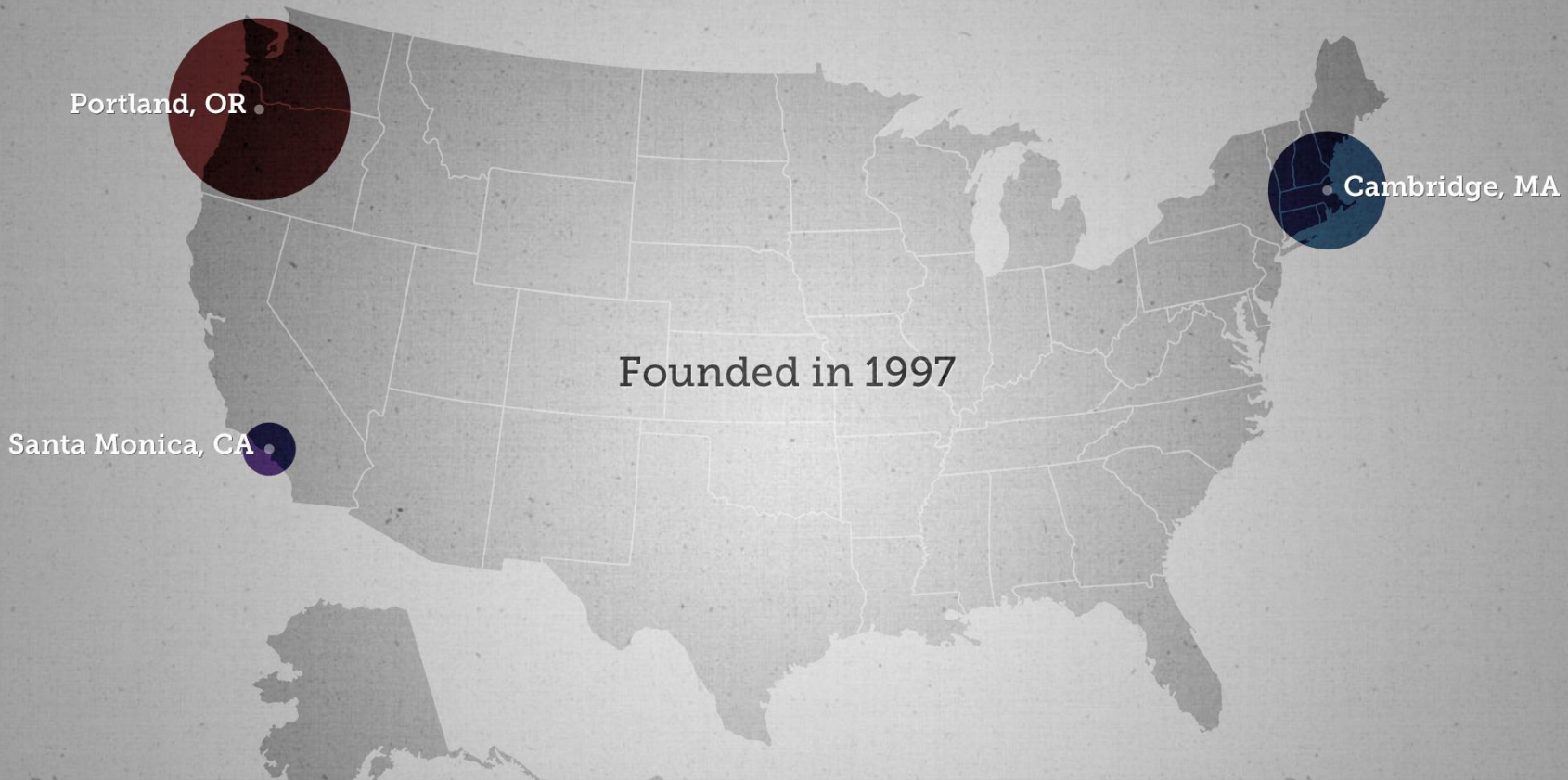


**Analytics
for Pros
SEMpdx**

ISITE Design



Portland, OR

Cambridge, MA

Santa Monica, CA

Founded in 1997

A full service digital agency
ISITE Design

ISITE Design

\$39.5 BILLION
IN 2012

Spent on digital advertising and
promotions in the US

\$62 BILLION
BY 2016

WHY WEB ANALYTICS IS IMPORTANT TO SEM AND ONLINE ADVERTISING

- Prove to people that SEO is **not all Voodoo magic**
- Show the down-stream **value of Online Advertising** and SEM by reporting **beyond the click.**
- Get **credit for your work** even when a conversion is done weeks later **from another channel.**

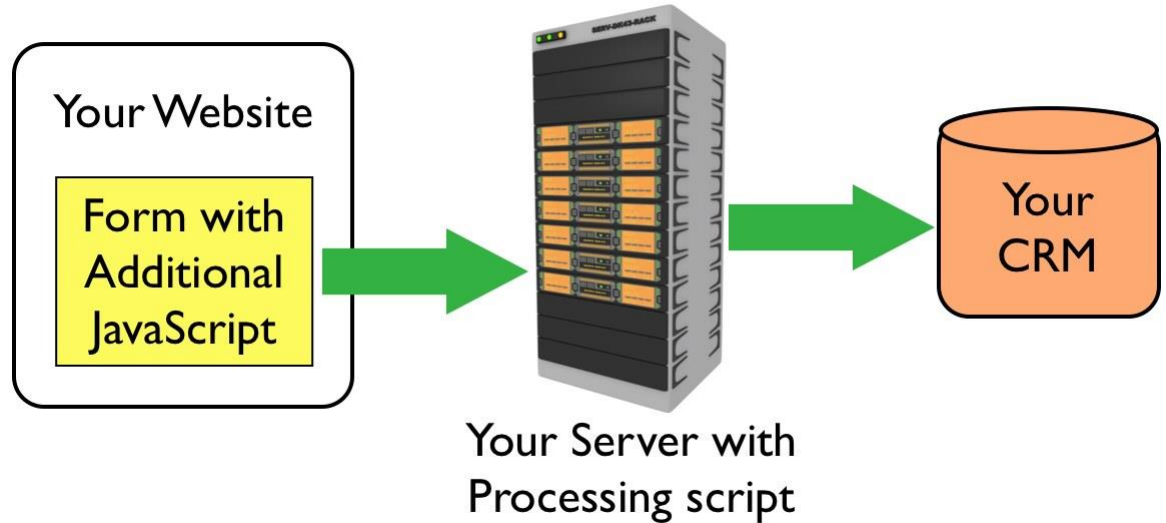
- **Inbound link tracking / auto-tagging**
- CRM Integration
- Ad Words Integration
- Custom Data Sources
- E-Commerce Integration
- Goal Values
- Universal Analytics

The screenshot shows the Google AdWords 'My Account' page. The 'Account Preferences' section is active, displaying settings for the user 'jtipton@google.com'. The 'Tracking' section, which is circled in red, shows 'Auto-tagging' set to 'Yes'. Other visible settings include 'Time Zone' (Pacific Time), 'PharmacyChecker ID' (No Id), and 'Language and Number Preferences' (English (US), United States).

<http://support.google.com/analytics/answer/1033867?hl=en>

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
- **CRM Integration**
- Ad Words Integration
- Custom Data Sources
- E-Commerce Integration
- Goal Values
- Universal Analytics



<http://cutroni.com/blog/2009/03/18/updated-integrating-google-analytics-with-a-crm/>

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
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- **Ad Words Integration**
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- E-Commerce Integration
- Goal Values
- Universal Analytics

Properties Users Filters **Data Sources** Change History Account Settings

AdWords AdSense

Link your AdWords and Analytics accounts

To link your AdWords account, please access this page via the **Google Analytics** option under the **Tools & Analysis** tab in [AdWords](#).

AdWords Cost Sources linked to Planar Sites

Search

	AdWords Account	Usage in Analytics	
1.	planar@and-media.com(3268408190)	37 Profiles selected	Unlink

Audience

Traffic Sources

- Overview
- Sources
- Search Engine Optimization
- Social
- Cost Analysis **BETA**
- ▾ Advertising
 - ▾ AdWords
 - Campaigns
 - Keywords
 - Matched Search Queries
 - Day Parts
 - Destination URLs
 - Placements
 - Keyword Positions

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
- CRM Integration
- Ad Words Integration
- **Custom Data Sources**
- E-Commerce Integration
- Goal Values
- Universal Analytics

The screenshot shows the 'Custom Data Sources (Beta)' section in the Google Analytics interface. At the top, there are navigation tabs: Profiles, Tracking Info, Property Settings, Social Settings, Remarketing Lists, and Custom Definitions. The 'Custom Data Sources (Beta)' tab is active. Below the tab, there is a blue clipboard icon with a pencil. The text reads: 'Custom Data Sources enable richer analysis by uploading additional data to be joined with Google Analytics data. Learn more about how to [upload click and cost data](#). You are not allowed to upload personally identifiable information, and by uploading you indicate you have the necessary rights to upload this data, and grant us a license to use it. [Read more](#).' Below this text is a 'New Custom Data Source' button and a search bar. A quota indicator shows 'Quota: 0 / 25'. Below the search bar is a table with columns: Name, Description, Type, History, and UID. The table is currently empty, with the message 'There is no data for this view.' at the bottom. At the bottom right of the table, there are controls for 'Show rows: 10', 'Go to: 1', and '1 - 0 of 0' with navigation arrows.

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
- CRM Integration
- Ad Words Integration
- Custom Data Sources
- **E-Commerce Integration**
- Goal Values
- Universal Analytics

Ecommerce						
Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value	
251 % of Site Total: 99.60%	\$17,574.40 % of Site Total: 100.00%	10 % of Site Total: 100.00%	\$1,757.44 Site Avg: \$1,757.44 (0.00%)	3.98% Site Avg: 3.97% (0.40%)	\$70.02 Site Avg: \$69.74 (0.40%)	
Source/Medium	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
support.resortdata.com / referral	27	\$11,851.68	3	\$3,950.56	11.11%	\$438.95
google / cpc	5	\$2,411.80	1	\$2,411.80	20.00%	\$482.36
rdpwest.com / referral	3	\$1,491.80	1	\$1,491.80	33.33%	\$497.27
(direct) / (none)	140	\$962.80	3	\$320.93	2.14%	\$6.88
worf / referral	4	\$430.80	1	\$430.80	25.00%	\$107.70
newsletter122009 / email	6	\$425.52	1	\$425.52	16.67%	\$70.92

<https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingEcommerce>

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
- CRM Integration
- Ad Words Integration
- Custom Data Sources
- E-Commerce Integration
- **Goal Values**
- Universal Analytics

Assets Users **Goals** Filters Profile Settings

✓ Goal description Edit
Name: *Project ID Form*
Goal type: *Destination*

2 Goal details

Destination

Regular expression
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

On \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Goals](#).

Funnel OPTIONAL

On

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="Form Page"/>	<input type="text" value="/lead-form.aspx"/>	<input type="button" value="No"/>

How can I use Google Analytics to calculate the ROAS?

- Inbound link tracking / auto-tagging
- CRM Integration
- Ad Words Integration
- Custom Data Sources
- E-Commerce Integration
- Goal Values
- **Universal Analytics**



Google Analytics User Group Thursday 4/11 @ ISITE Design

How can I use Google Analytics to calculate the ROAS?

Landing Pages

Pages are grouped by Page

Advanced Segments

Email

Export

Add to Dashboard

Shortcuts

Select up to four segments by which to filter your report ?

Default Segments

- New Visitors
- Returning Visitors
- Paid Search Traffic
- Non-paid Search Traffic
- Search Traffic
- Direct Traffic
- Referral Traffic

TIP: Segment by organic search and look at the engagement, bounce rate and conversion rates to your top and bottom landing pages.

		Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	/index.cfm	870		3.72	00:02:49	76.09%	33.22%
2.	/sitecore/index.cfm	183		1.67	00:01:53	72.13%	79.78%
3.	/insight-blog/12_02/warby-parker-review-surprise-delight	177		1.05	00:00:02	96.05%	0.00%
4.	/insight-blog/12_06/adding-virtual-tour-google-business-photos	162		1.49	00:01:01	83.33%	0.00%
5.	/sitecore/2011/05/09/getting-workflow-working/index.cfm	93		1.12	00:01:01	82.80%	91.40%
6.	/sitecore/2011/04/18/tweak-your-sitecore-delivery-environment/index.cfm	67		1.21	00:01:17	71.64%	89.55%
7.	/jobs	62		3.29	00:03:23	54.84%	46.77%

What is the best content to optimize and link to?

Goals >

Goals (set 1): Goal 2

General Information

Goal Name

Active Inactive

Goal Type URL Destination
 Visit Duration
 Page/Visit
 Event

Goal Details

1. Configure a combination of one or more event conditions from the list below

Category

Action

Label

Value

2. For an event that meets the above conditions set the following goal value

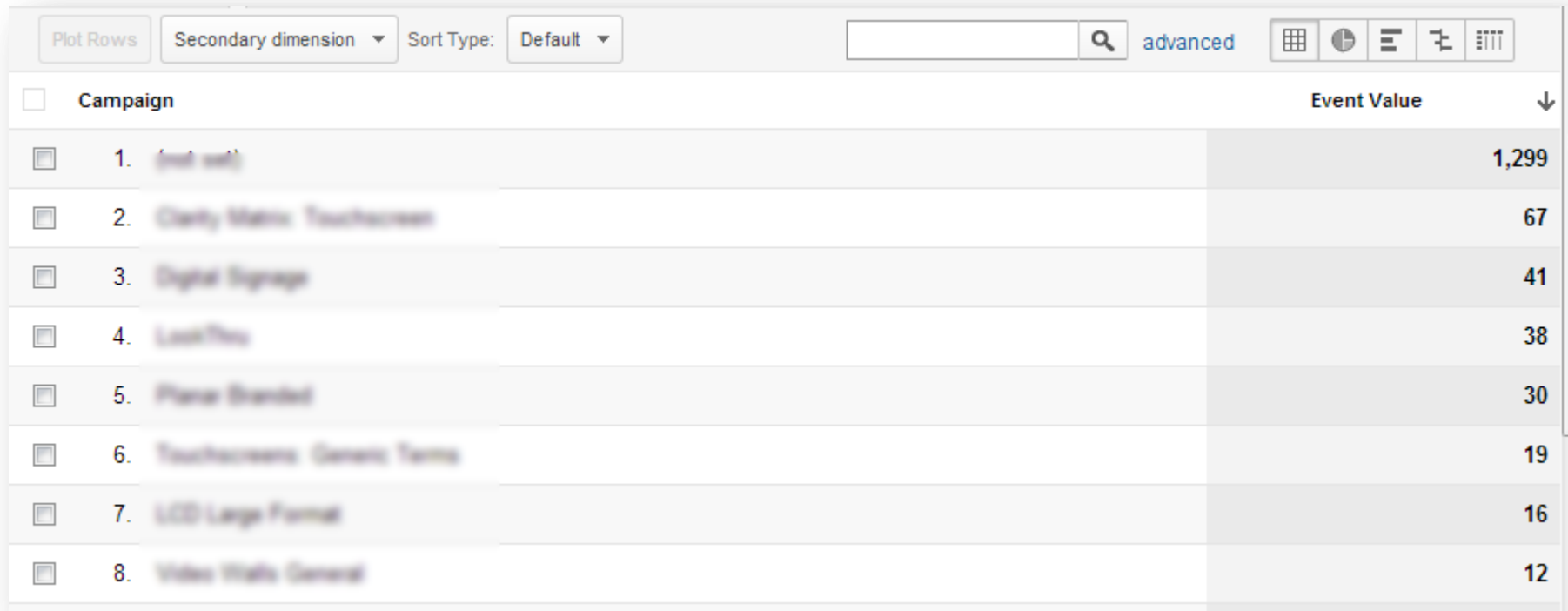
Use the actual Event Value

Goal Value Use a constant value

TIP: Tag engagement events and set them as goals. Give these goals a goal value relative to the perceived value of this engagement metric.

What if there is no on-line conversion?

TIP: Create a custom report that shows the event or goal value by campaign, keyword, or source.



The screenshot shows a Google Analytics report interface. At the top, there are controls for 'Plot Rows', 'Secondary dimension' (set to 'Campaign'), and 'Sort Type' (set to 'Default'). A search bar contains the text 'advanced'. Below these controls is a table with two columns: 'Campaign' and 'Event Value'. The table lists eight campaigns with their corresponding event values.

Campaign	Event Value
1. (not set)	1,299
2. Clearly Marked Touchscreen	67
3. Digital Signage	41
4. Lost/Find	38
5. Floor Standed	30
6. Touchscreens: General Terms	19
7. LCD Large Format	16
8. Video Walls General	12

What if there is no on-line conversion?

TIP: Use multi-channel paths to see how visitors touch multiple campaigns and sources before converting.

Viewing: Source/Medium Path Source Path Medium Path Other ▾ Default traffic groups ▾

Secondary dimension: Select... Search View: 1 - 10 of 12898

	Channel Grouping Path	Conversions ↓	Conversion Value
1.	Display Advertising > Paid Search > Direct	7,514	\$100,712.19
2.	Organic Search > Paid Search	5,377	\$117,319.55
3.	Display Advertising > Paid Search	3,716	\$182,264.71
4.	Paid Search > Referral > Direct	3,015	\$58,779.31
5.	Social > Organic Search	2,746	\$190,549.19
6.	Display Advertising > Display Advertising	2,729	\$59,692.22
7.	Organic Search > Social > Direct	2,588	\$39,751.97
8.	Referral > Organic Search	2,557	\$31,964.93
9.	Email > Paid Search	2,329	\$58,277.85
10.	Referral > Display Advertising > Direct	1,631	\$40,072.25

Show rows: 10 Go to: 1 1 - 10 of 12898

How can I use Google Analytics to optimize channel performance?

TIP: Use channel grouping to make custom groupings of your inbound traffic.

Assets Users Goals Filters Profile Settings

Asset > Channel Groupings >
Add Channel Grouping

Name:

Organic Branded Search

e.g., Generic keywords vs. Brand keywords

Label Rules Define labels for channels based on specific rules (e.g., if keyword contains "hotel", label it as "Generic keywords").

1.

Brandeded

e.g., Generic keywords

Remove

Include Keyword Containing isite design

or

Add 'OR' statement

and

Remove

Include Medium Exactly matching organic

How can I use Google Analytics to optimize channel performance?

TIP: Make custom segments based on similar behaviors to see where you can optimize the experience

Name:

Landing Page

or

Keyword

or

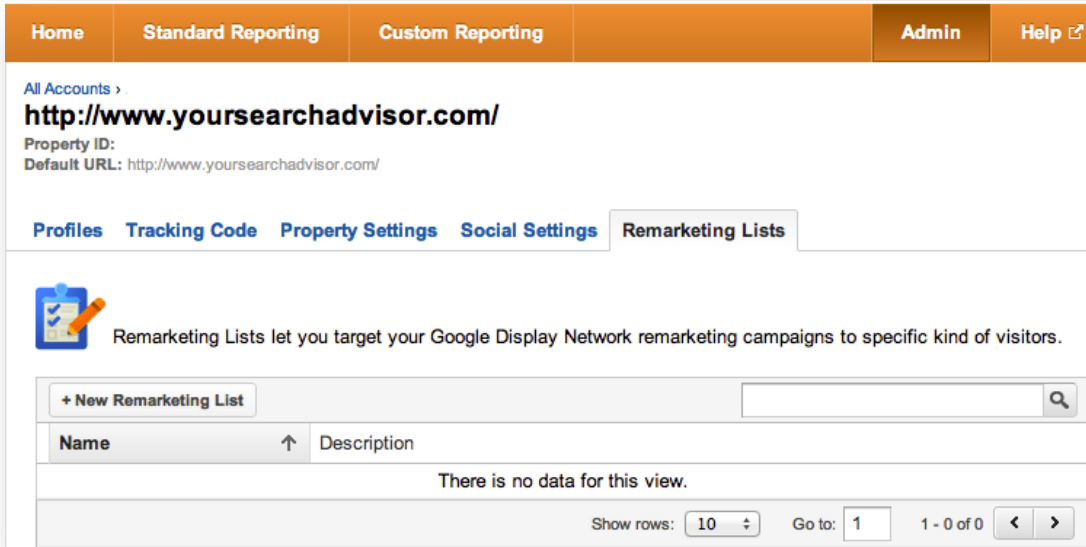
[Add 'OR' statement](#)

and

Goal Completions

How can I use Google Analytics to personalize the experience of campaign traffic?

TIP: Google Analytics now lets you create retargeting rules based on your analytics configuration and data. Use your personas to drive retargeting rules.



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes Home, Standard Reporting, Custom Reporting, Admin, and Help. The main content area displays the property URL <http://www.yoursearchadvisor.com/> and the Property ID. Below this, there are tabs for Profiles, Tracking Code, Property Settings, Social Settings, and Remarketing Lists. The Remarketing Lists tab is active, showing a description: "Remarketing Lists let you target your Google Display Network remarketing campaigns to specific kind of visitors." Below the description is a "+ New Remarketing List" button and a search input field. A table with columns "Name" and "Description" is shown, but it contains no data, with the message "There is no data for this view." at the bottom. The table also includes pagination controls: "Show rows: 10", "Go to: 1", and "1 - 0 of 0".

<http://www.google.com/analytics/features/remarketing.html>

How can I use Google Analytics to personalize the experience of campaign traffic?

- **Self-Referrals**
- Non-Qualified Visitors
- Conversions on 3rd Party Domains

Tip: Verify all of your pages are tagged, cross-domain tracking is configured, and there are no redirects that are breaking cookies.



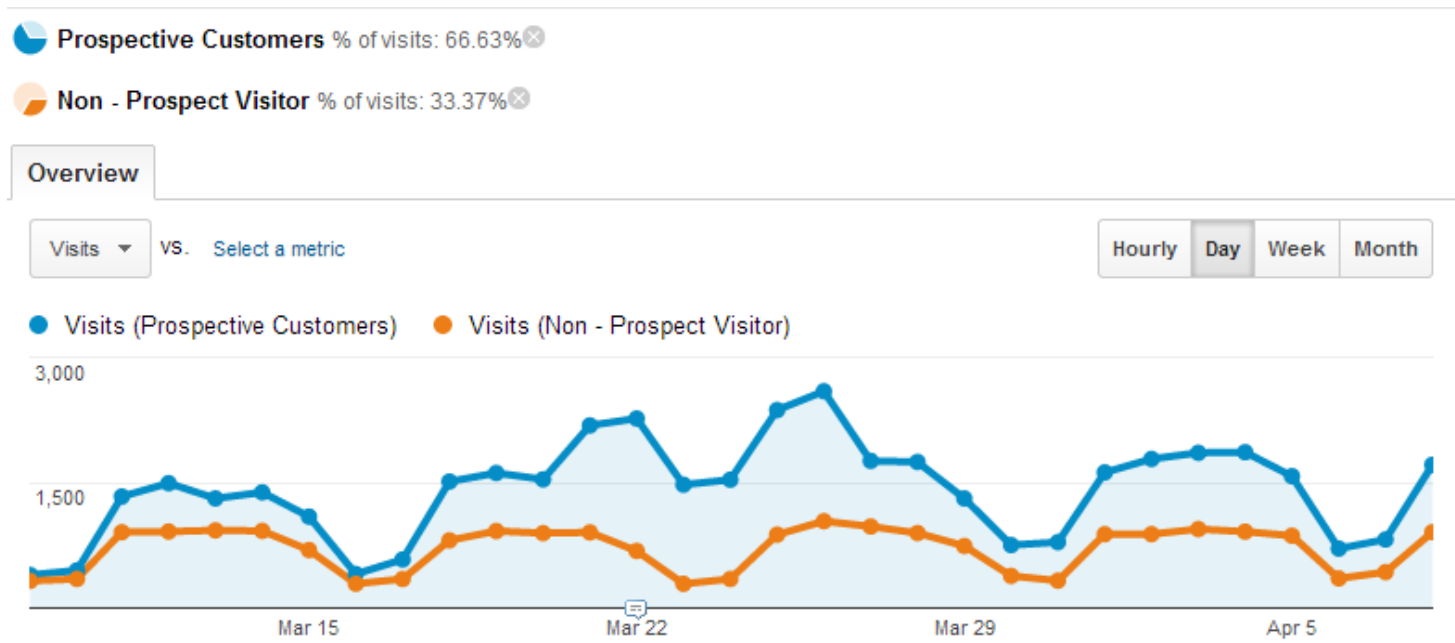
The image shows a table with a red callout box containing the word "Problem!". The callout box points to the first row of the table, which is "mysite.com". The table has columns for "Source", "Visits", and "Pages /". The first row shows "1. mysite.com" with 1,106 visits. The second row shows "2. blogger.com" with 282 visits.

<input type="checkbox"/>	Source	Visits	Pages /
<input type="checkbox"/>	1. mysite.com	1,106	
<input type="checkbox"/>	2. blogger.com	282	

How do I make sure my data is accurate?

- Self-Referrals
- **Non-Qualified Visitors**
- Conversions on 3rd Party Domains

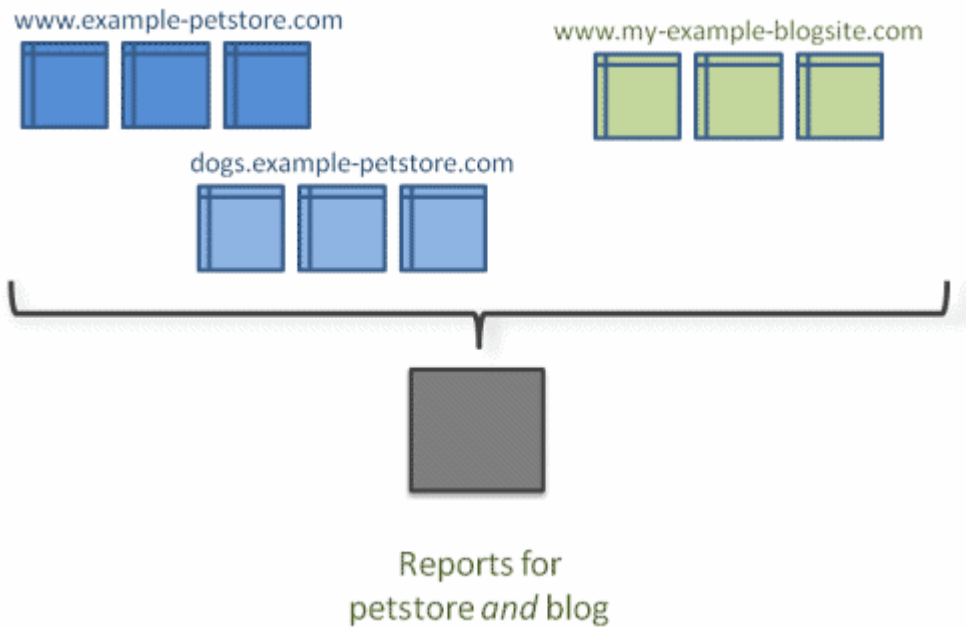
Tip: Create a segments or filters to exclude visitors looking for jobs, investors, current customers, internal users, and vendors



How do I make sure my data is accurate?

- Self-Referrals
- Non-Qualified Visitors
- **Conversions on 3rd Party Domains**

Tip: Special linking code needs to be set between the GA tags when you are tracking conversions from one domain to another domain.



<https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingSite>

How do I make sure my data is accurate?

SEARCH, PERSONIFIED

- Develop a tool to guide the design and content of landing pages, ad copy, blog/social posts, and other marketing materials
- Establish a content strategy framework and success metrics in order to test the validity of each persona

Why Searcher Personas?

Research Phase

- Awareness of need
- Looking for basic information
- Research and education on solution options

Consideration Phase

- Have enough information to narrow down search
- Looking for more specific information
- Evaluating and comparing options

Decision Phase

- Looking for very specific information
- Know what they need to make a decision
- Validating, justifying, and making selection/purchase



Decision



Consideration



Research



Define The Buying Cycle

Keyword	CTR	Visits	Cost	Cost per Visit	Schedule Visit Form Complete	PPC LP Form Submit	Contact Us Form Submitted
TOTALS	1.06%	137233	\$236,154.05	\$ 1.72	1630	2883	181
Keyword	CTR	Visits	Cost	Cost per Visit	Schedule Visit Form Complete	PPC LP Form Submit	Contact Us Form Submitted
	0.89%	46331	\$ 93,969.68	\$ 2.03	603	998	59
	1.34%	22498	\$ 50,729.60	\$ 2.25	386	472	41
	2.04%	16419	\$ 23,381.34	\$ 1.42	184	320	25
	0.71%	2934	\$ 3,753.90	\$ 1.28	19	25	1
	2.20%	2735	\$ 6,640.65	\$ 2.43	35	112	3
	1.50%	2070	\$ 2,696.28	\$ 1.30	26	54	4
	1.27%	2033	\$ 2,539.64	\$ 1.25	15	19	2
	5.79%	1941	\$ 2,032.01	\$ 1.05	14	36	0
	0.19%	1868	\$ 2,271.56	\$ 1.22	14	25	5
	5.76%	1527	\$ 1,989.87	\$ 1.30	30	77	2
	0.65%	1463	\$ 1,469.22	\$ 1.00	3	1	0
	0.57%	1231	\$ 1,294.47	\$ 1.05	0	3	0
	0.97%	1154	\$ 1,550.61	\$ 1.34	9	21	2
	5.53%	1111	\$ 1,092.84	\$ 0.98	8	8	2
	5.19%	1107	\$ 1,321.84	\$ 1.19	25	37	1
	0.75%	1085	\$ 1,459.79	\$ 1.35	6	5	1
	1.83%	966	\$ 1,228.95	\$ 1.27	3	28	0
	1.84%	947	\$ 1,394.41	\$ 1.47	10	4	2
	1.81%	920	\$ 1,877.96	\$ 2.04	18	43	0
	1.43%	670	\$ 837.12	\$ 1.25	5	5	0
	6.63%	639	\$ 963.68	\$ 1.51	4	33	1
	6.74%	628	\$ 579.88	\$ 0.92	1	11	0

Group Keywords & Analyze

Find Trends

child care x
day care x
Discover

Time [-]
Jun 9, 2011 Jun 9, 2012
Number of years 1
Day Week Month Year

Popular Searches

- ▼ Today
 - frank cady dies
 - joy behar
 - lindsay lohan
 - dingo killed baby
 - dominique moceanu
- Past Week
- Past Month
- Past Year

child care

Expand

SEARCHES OVER TIME [?]



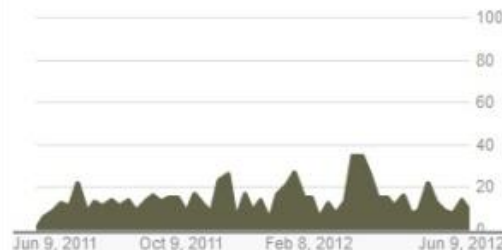
BY DEMOGRAPHIC [?] Age | Gender | Both

Women	Age	Men
15%	Below 24	2%
35%	25 to 34	7%
17%	35 to 44	7%
8%	45 to 54	3%
3%	55 to 64	1%
1%	Above 65	1%

day care

Expand

SEARCHES OVER TIME [?]



BY DEMOGRAPHIC [?] Age | Gender | Both

Women	Age	Men
17%	Below 24	4%
27%	25 to 34	9%
17%	35 to 44	7%
7%	45 to 54	5%
3%	55 to 64	1%
2%	Above 65	1%

Demographic & Behavioral Research

People who know us by name	People looking for Education	Comparison Shoppers	People looking for Child Care	People looking based on Cost	People looking for childcare when kids are out of school
Top Keyword Examples					
kindercare kinder care kloocorp klo knowledge learning kinda care kindcare kidecace kindacare kendercare kindercare knowledge beginnings	education curriculum pre school preschool kindergarten kindergarten learning center program enrichment teacher	la petite academy kiddie academy child time bright horizons goddard catch the wave penn foster the learning experience crème de la crème sitter city champions	babysit day care daycare child care childcare infant kid care before school after school	fee cost tuition pay money how much cheap price (exclude pay online and online payment)	summer camp spring camp winter camp summer program spring program winter program
Engagement Metrics					
% of visits p/v visit duration new bounce rate	% of visits p/v visit duration new bounce rate	% of visits p/v visit duration new bounce rate	% of visits p/v visit duration new bounce rate	% of visits p/v visit duration new bounce rate	% of visits p/v visit duration new bounce rate
Conversion Metrics					
% - Lead % - Chat % - Contact Us	% - Lead % - Chat % - Contact Us	% - Lead % - Chat % - Contact Us	% - Lead % - Chat % - Contact Us	% - Lead % - Chat % - Contact Us	% - Lead % - Chat % - Contact Us
Buying Cycle					
Consideration / Selection	Research	Consideration	Research / Consideration	Research / Consideration	Research
User Need					
Key differentiators - early education Testimonials Tuition/cost Details about programs Openings	Centers in my area Student / Teacher Ratio Programs /Curriculum Accreditation Teacher info	Student/Teacher Ratio Key differentiators Program details Tuition Openings Accreditation	Find a place for my kids while I am at work on a regular basis. Center in my area Hours Openings / How soon can I get my kid in Key info about this company	Center in my area Tuition cost Services for my money	Find a place for my kid while I am at work when they are out of school. Activities Dates/Duration Nutrition Availability/Openings Fees
Key Messaging					
More about overview about Kindercare Key differentiators Next steps - Easy!	Best curriculum for your child Enrichment programs Accreditation Teacher Training Core values	Best curriculum Convinent Locations Best Value	Convinent Hours Location All inclusive (food, activities, curriculum) Core Values Moving with children New child	Affordable Best Value because... All inclusive (food, activities, curriculum)	Fun and Exciting experience for kids Extended hours Pick-Up / Drop-Off How to register
Success Metrics					
Return visits Bounce rate Time on site Number of people searched for a center Form submissions Blog visits Exits to social site	New visits Bounce rate Time on site Number of people searched for a center Blog visits Exits to social site % of pages viewed of persona-specific content	New/Return visits Bounce rate Time on site Number of people searched for a center Form submissions Blog visits Exits to social site	New visits Bounce rate Time on site Number of people searched for a center Form submissions Exits to social site % of pages viewed of persona-specific content	New/Return visits Bounce rate Time on site Number of people searched for a center Form submissions % of pages viewed of persona-specific content	New visits/Return visits Bounce rate Time on site Number of people searched for a center Form submissions % of pages viewed of persona-specific content

Research and Analytics helped us identify key content and success metrics for each searcher persona.

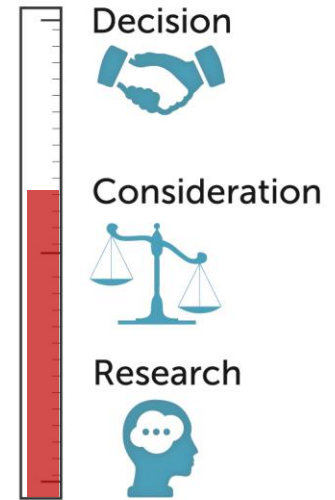
- Moms Looking for Child Care Options
- Moms Looking to Educate Their Child
- Moms Looking for Child Care During School Vacations
- Moms Looking for Affordable Child Care
- Moms Comparison Shopping for Child Care
- Moms Who Know KinderCare by Name

The Searcher Personas - KinderCare



Moms Looking for Child Care

"I need to find a child care provider for my son while I'm away from home."



Target Audience: Women; ages 25-44

Task she wants to accomplish.	What information is she looking for?	What additional messages can we provide?	What do we want her to do?	Success Metrics
Educate herself on the care options available for her child and narrow down the selection.	<ul style="list-style-type: none"> Centers in her area Openings/Availability Hours Tuition cost Key information about company 	<ul style="list-style-type: none"> Core values Convenience of locations All-inclusive program (food, activities, curriculum) New child information Moving with children information 	<ul style="list-style-type: none"> Search for a center Become repeat visitor Visit a center details page Visit the 'For Parents' section Visit KinderCare social channel(s) Tab engagement on center details page 	<ul style="list-style-type: none"> New visits / Return visits Bounce rate Average time on site Number of people searched for a center Number of form submissions Number of blog visits Exits to social site % of visits to persona-specific content

Keyword Group

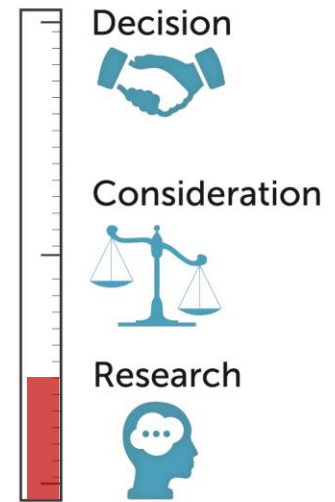
Top Keywords

daycare	childcare	afterschool	before school
<ul style="list-style-type: none"> daycare day care daycare centers infant daycare day care centers 	<ul style="list-style-type: none"> child care childcare child care centers child care center child care California 	<ul style="list-style-type: none"> afterschool programs after school daycare programs after school daycare after school child care after school program 	<ul style="list-style-type: none"> before school care Arlington before school care Arlington Heights before school care Concord before school care Everett before school care Lexington



Moms Looking to Educate Their Child

“Education is my number one priority when it comes to my daughter.”



Target Audience: Women; ages 25-34

Task she wants to accomplish.

Determine the quality of education programs available for her child.

What information is she looking for?

- Programs/Curriculum
- Center in her area
- Accreditation
- Student/Teacher ratio
- Teacher information

What additional messages can we provide?

- Best curriculum for her child
- Enrichment program info
- Teacher training
- Core values

What do we want her to do?

- Visit 'Programs and Curriculum' pages
- Search for a center
- Become repeat visitor
- Visit the blog
- Visit KinderCare social channel(s)
- Visit 'Accreditation' and 'Our Teachers and Educators' pages

Success Metrics

- 📄 New visits / Return visits
- 📈 Bounce rate
- 🕒 Average time on site
- 🔍 Number of people searched for a center
- 📝 Number of form submissions
- 📖 Number of blog visits
- 👤 Exits to social site
- 📊 % of visits to persona-specific content

Keyword Group

education

preschool

learning center

kindergarten

Top Keywords

- preschool education
- daycare education center
- education centers
- kindergarten education
- education center

- preschool
- pre school
- preschool california
- preschool school
- preschool programs

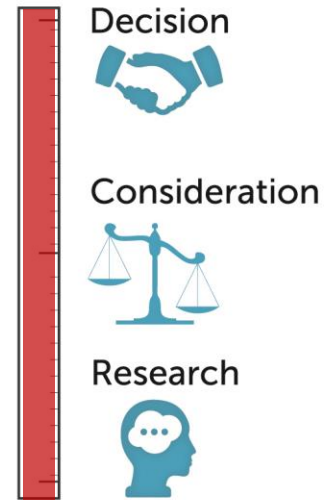
- learning center
- learning centers
- learning center pennsylvania
- learning center texas
- learning center connecticut

- kindergarten
- kindergarten school
- kindergarten schools
- kindergarden
- private kindergarten



Moms Looking for Child Care During School Vacations

“I need to find a provider to care for my daughter while she’s out of school.”



Target Audience: Women; ages 25-44

Task she wants to accomplish.	What information is she looking for?	What additional messages can we provide?	What do we want her to do?	Success Metrics
<p>Educate herself on the options of child care while her child is out of school.</p> <p>Reach out to KinderCare to confirm availability and start enrollment process.</p>	<ul style="list-style-type: none"> • Short-term child care • Center in her area • Activities • Dates/Duration • Openings/Availability • Fees 	<ul style="list-style-type: none"> • How to register • Extended hours • Pick-up/drop-off info • Meal/nutrition information 	<ul style="list-style-type: none"> • Submit 'Save Your Spot' form • Search for a center 	<ul style="list-style-type: none"> 📧 New visits / Return visits 📈 Bounce rate 🕒 Average time on site 🔍 Number of people searched for a center 📄 Number of form submissions 📖 Number of blog visits 👤 Exits to social site 📊 % of visits to persona-specific content

Keyword Group

Top Keywords

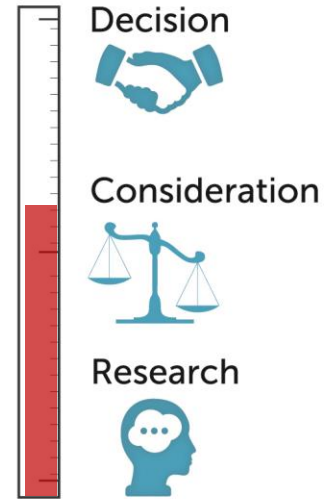
camp	summer
<ul style="list-style-type: none"> • summer camps • summer camp • day camps • summer day camps • day camp 	<ul style="list-style-type: none"> • summer child care • summer daycare • summer day care • kids summer programs • summer childcare



Moms Looking for Affordable Child Care

"I want to find quality, cost-effective child care for my daughter."

Target Audience: Women; ages 25-34



Task she wants to accomplish.	What information is she looking for?	What additional messages can we provide?	What do we want her to do?	Success Metrics
<p>Find out more about child care programs and how much they cost and compare prices among providers on her short list.</p>	<ul style="list-style-type: none"> • Tuition cost • Center in her area • Quality of care 	<ul style="list-style-type: none"> • Best value for her money • Explain why KinderCare doesn't provide specific tuition information online • All-inclusive program (food, activities, curriculum) 	<ul style="list-style-type: none"> • Search for a center • Submit 'Contact Us' lead form or contact a center • Visit 'Tuition Information' page • Become repeat visitor 	<ul style="list-style-type: none"> 📧 New visits / Return visits 📈 Bounce rate 🕒 Average time on site 🔍 Number of people searched for a center 📄 Number of form submissions 📖 Number of blog visits 👤 Exits to social site 📄 % of visits to persona-specific content

Keyword Group

cost *

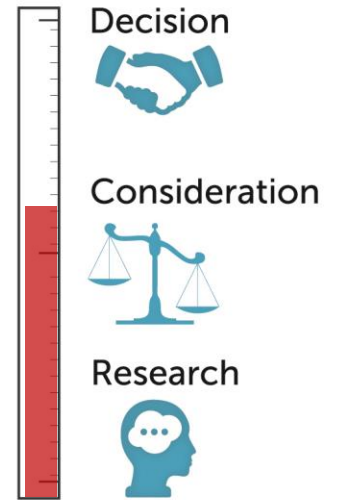
Top Keywords

- fee
- cost
- tuition
- pay
- money



Moms Comparison Shopping for Child Care

“Which child care option is best for my child and my family?”



Target Audience: Women; ages 25-34

Task she wants to accomplish.	What information is she looking for?	What additional messages can we provide?	What do we want her to do?	Success Metrics
<p>Determine which child care provider may be the best fit for her and her child.</p>	<ul style="list-style-type: none"> • Key differentiators • Center in her area • Program details • Tuition cost • Openings • Accreditation • Student/teacher ratio 	<ul style="list-style-type: none"> • Best curriculum available for her child • Convenience of locations • Best value for her money • Information on selecting the right child care center 	<ul style="list-style-type: none"> • Search for a center • Visit center details page • Tab engagement on center details page • Contact a center • Visit 'About Us' section • Visit KinderCare social channel(s) • Become repeat visitor • Visit the blog • Visit 'Selecting the Right Center' page 	<ul style="list-style-type: none"> 📄 New visits / Return visits 📄 Bounce rate 🕒 Average time on site 🔍 Number of people searched for a center 📄 Number of form submissions 📄 Number of blog visits 👤 Exits to social site 📄 % of visits to persona-specific content

Keyword Group

competitors

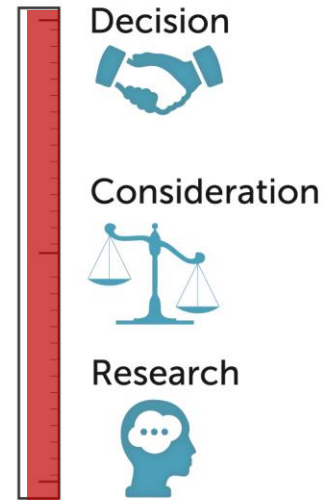
Top Keywords

- la petite academy
- kiddie academy
- child time
- tutor time
- bright horizons
- goddard daycare



Moms Who Search for KinderCare by Name

"I'm interested in finding out if KinderCare is right for me and my son."



Target Audience: Women; ages 25-34

Task she wants to accomplish.	What information is she looking for?	What additional messages can we provide?	What do we want her to do?	Success Metrics
<p>Determine if KinderCare is the right fit for her and her child.</p> <p>Reach out to KinderCare and start the process.</p>	<ul style="list-style-type: none"> • Key brand differentiators • Tuition cost • Program details • Openings/Availability 	<ul style="list-style-type: none"> • Testimonials • How to register • Our approach to education • Explain why KinderCare doesn't provide specific tuition information online • Programs and Curriculum overview 	<ul style="list-style-type: none"> • Submit form • Schedule a center tour • View center details page • Tab engagement on center details page • Visit KinderCare social channel(s) • Visit the blog • Become repeat visitor • Visit 'Programs and Curriculum' section 	<ul style="list-style-type: none"> 📄 New visits / Return visits 📉 Bounce rate 🕒 Average time on site 🔍 Number of people searched for a center ✍️ Number of form submissions 📖 Number of blog visits 👤 Exits to social site 📄 % of visits to persona-specific content

Keyword Group

KinderCare

Top Keywords

- kindercare
- kindercare learning center
- kinder care
- kindercare daycare
- kindercare learning centers

- Implement, test, and analyze for:
 - PPC landing pages & ad copy
 - Home page redesign
 - Blog & social content
- Persona-based site path review
- Valuation of specific content pieces by persona type

Searcher Personas In Action

thank you

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