



In-Depth Digital Marketing Strategies and Analytics



#AIAMNCONV
@cohlabllc
@DeadBigRedDog



Cliff Robbins

- Computer science graduate (Summa Cum Laude)
- 13 years of enterprise programming
- Google certified
- Author - SEO Website Design
- U.S. Marine Corps veteran
- Co-founder/CEO Cohlab



Who Is Cohlab?



- **Cohlaborative Digital Marketing Firm**
 - Bringing your products/services to your customers fingertips ([responsive website design/mobile](#))
 - Bringing more potential clients to you ([inbound marketing](#))
 - Getting you found on Google ([search engine optimization](#))
 - Growing your audience (via [email marketing](#))
 - Maximizing your dollars for high-producing [AdWords](#)



Overview

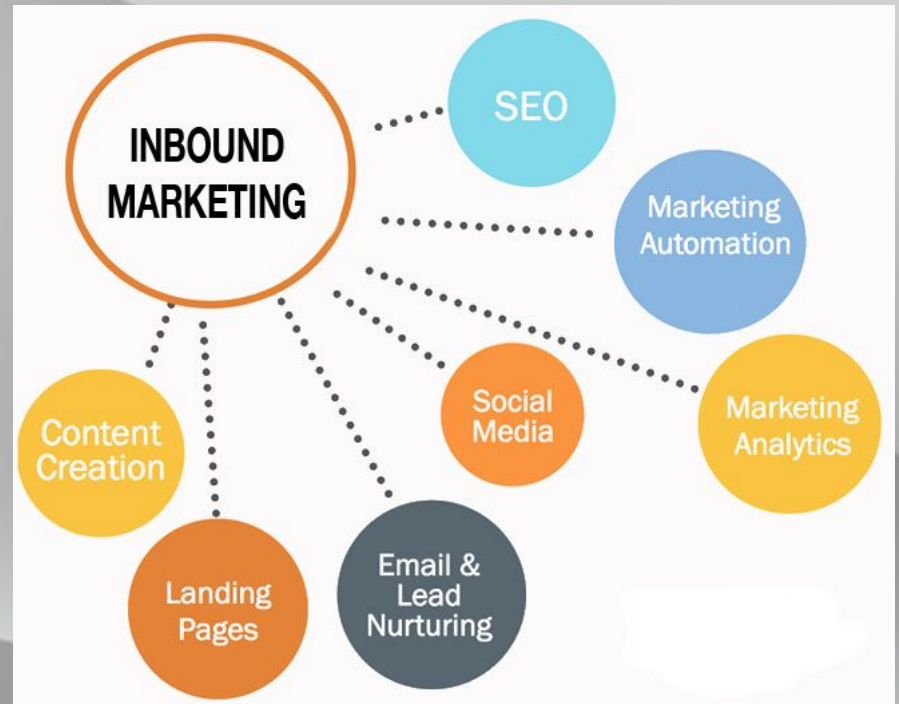
- Inbound Marketing Defined
- Digital Foundation
- Gaining Momentum
 - Content Marketing
 - SEO
- Staying Engaged
 - Social Media
 - Email Marketing
- Understanding Google Analytics



What is Inbound Marketing?

- Marketing activities that bring visitors in rather than marketers having to go out to get prospects' attention.

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Building Your Foundation



Perception



Perception

Contact | Media | Site Map | Mastery Membership & Login | FREE Newsletter Sign Up | Current News & Videos | SPECIALS, FaceBook, Twitter & YouTube

Try FREE:

1. Sharing Transformations Make-Money Affiliation
2. Chakra/ColorAlchemy
3. Feng Shui SOULutions Consistent RESULTS
4. http://bit.ly/JamiLin_Radio1
5. http://bit.ly/NEWS_opt-in

Inner Balance - Outer Beauty
60 yrs young do what I do!

ageless-skin-care.com

Cool Stuff | Feng Shui | ColorAlchemy | House Astrology | Interior Design | Ageless Youthful Skin Care | Chakra Rainbow | Crystal Transfers | Affiliates/ Sharing Transformations

Jami Lin's Musings | Jami LIVE! | Exclusive Products | FREE Secrets | About & Services

May my passions also become yours...
I love, Love, LOVE helping you evolve and raise your consciousness with...

Jami Lin's calendar
58 years young! My age is my testimonial! please check out your [ageless-skin-care](#)

New!
1. Sharing Transformations: **MAKE MONEY** Affiliate Program and YOUR Personal Web Site!
2. "Jami EVENTS" Calendar & My Sharing Social Media site
3.

Jami Lin's opening ceremony at Earth Dance inspires personal and global transformation.

Jami Lin's EarthDance 2013 keynote

Experience Sacred Geometry, the Rainbow Bridge (Jose Arguelles/Law-of-Time) within YOU and Co-Creation.

Discover the metaphysical (science/spiritual workings of nature) that "always was" and is the new catalyst of human evolution.

Learn the "Oneness Sign" which in the evolved expression

with *hundred of others like*
Jami brings harmony that goes far beyond
-Deepak Chopra

Jami Lin's Earth
latest keynote

Master Feng Shui Only \$18 a lesson /week!

Feng Shui Mastery tips: follow the links for...

GOOD Feng Shui TODAY!
Today's House Astrology
Beninger/Expert Master

CUSTOM CATERING
SIMPLE TO ELEGANT
BY SHORT STOP

Home | Wedding | Corporate Events | Social Events | Beverage Service | About Us | Contact Us

Custom Catering by Short Stop has been serving customers and events throughout the Central Minnesota area for more than 40 years. We have evolved from a small family restaurant to a full-line professional catering service. Our vision is to create memories that last a lifetime through a positive planning experience, innovative design, exquisite cuisine, and exceptional service. Our award winning culinary staff will transform your event into a culinary experience that you and your guests will not soon forget. With our fresh food, professional service, and stunning presentation your event will be talked about for many years to come.

Whether you are planning a family picnic, an elegant affair, or something in between we will make your vision become a reality. We will save you time, expense, and the stress of planning your event with our team of experts. From our customized menus, stunning floral arrangements, and themed décor our team of experts will go above and beyond to bring your vision to life.

Home | Wedding | Corporate Events | Social Events | About Us | Contact Us

© 2014 Custom Catering | All Rights Reserved | SEO Website Design by Cohlab

Digital Foundation

- Mobile - April 21st
- Architecture
- Content strategy
- Typography
- [Brand guidelines](#)



Mobile

- 75% of Americans take their phone to the bathroom



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Mobile

- Globally, more people own smartphones than toothbrushes



Gaining Momentum

- Content Marketing
- SEO



Content Marketing



Tracking

- Google UTM Tool
 - [Link to Tool](#)

- [cohlab.com/?](http://cohlab.com/)

utm_source=google&utm_medium=cpc&utm_term=content%

20marketing&utm_content=blog&utm_campaign=AIA%20Conference

- Google Analytics



Types of Content

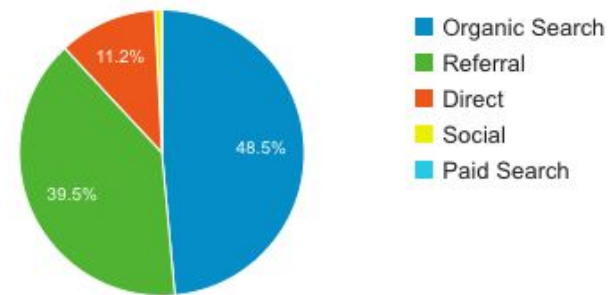
- Blogs
- Stories
- Whitepapers
- Infographics
- Case Studies
- Videos
- Landing Pages
- Articles



Content Strategy

- Offsite/Onsite
- Consistency
- Timing
- Reusable

Top Channels



● Pageviews



Offsite/Onsite

- Onsite
 - Blog
 - Whitepaper
 - Casestudy
 - Infographic
- Offsite
 - LinkedIn
 - Twitter
 - HARO



Consistency

- Aggressive
 - Daily Blog Posts
 - Monthly Case Studies & Whitepapers
 - Daily HARO Updates
 - 10 Tweets per day
 - LinkedIn - 3 Posts & 4 Updates per week
- Intermediate
 - Weekly Blog Posts
 - Quarterly Case Studies & Whitepapers
 - 5 Tweets per day
 - LinkedIn - 1 Post & 2 Updates per week



Timing

- Blog
 - Sunday/Wednesday/Thursday
- Twitter
 - 8/10/11/12/13/14/15/16/20
- LinkedIn
 - Sunday/Wednesday/Thursday
- Case Studies/Whitepapers
 - Mid-Week not the first days of the week



Reusable



- 1 Article
 - Twitter - Image & Link
 - LinkedIn - Post & Update
 - [Link to Article](#)
 - Blog
 - [Link to Article](#)
 - Newsletter



Content Marketing Tips

- Consistency
- Reusability
- Tracking (Google UTM Tool)

Tools

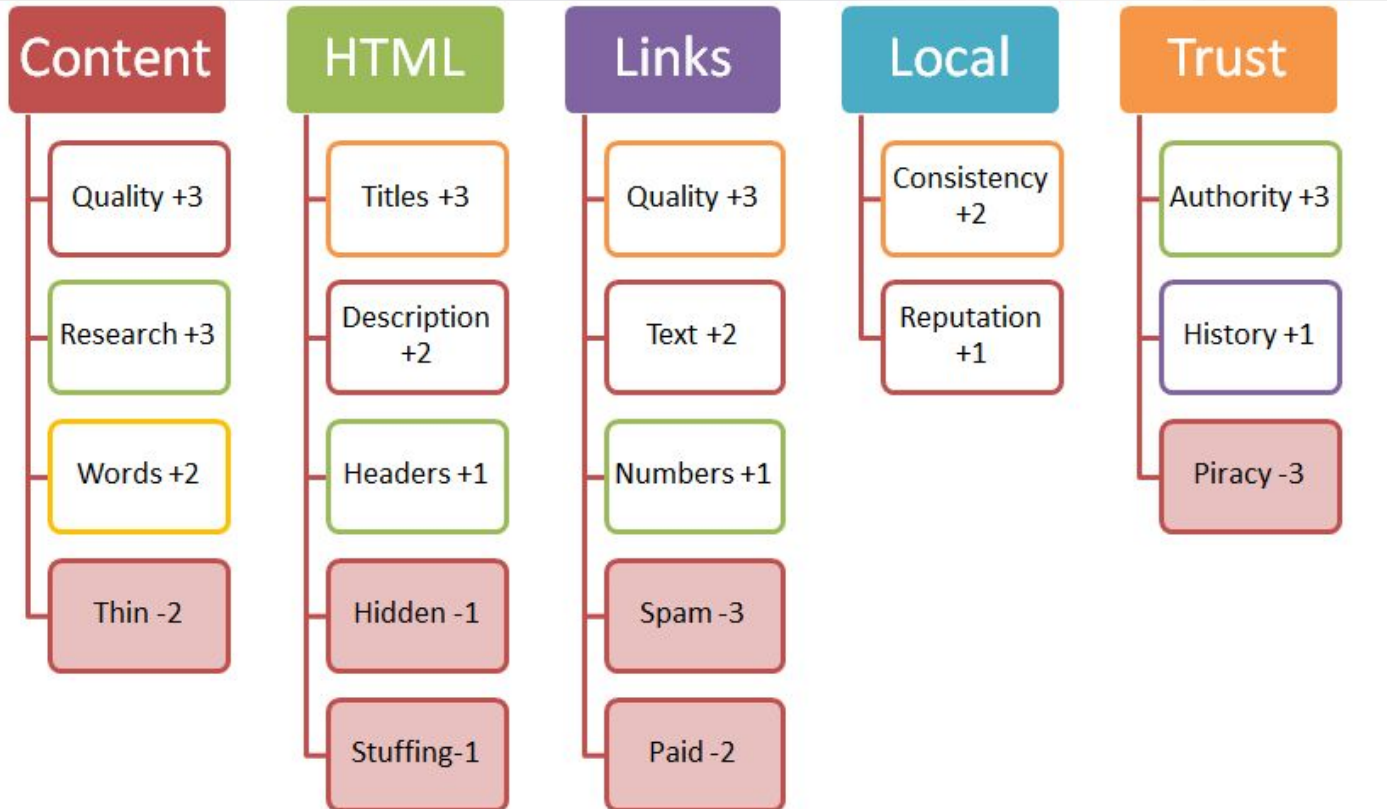
- Google Trends
- Editorial Calendar (Cohlab.Digital)
- Buffer
- [Plagiarism Checker](#)



What is SEO?



SEO Factors



All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative factors shown in red harm your chances.



Client Example

The image shows a Google search interface for the query "wedding rental st cloud mn". The search results are displayed on the "Web" tab. The first result is an advertisement for "www.aprespartyandtentrrental.com/". Below the ad, two local business listings are shown, each enclosed in a red rectangular box. The first boxed listing is for "Geyer Wedding And Event Rentals" with the address "1816 W St Germain St St Cloud, MN" and phone number "(320) 252-5522". The second boxed listing is for "General Rental Center of St Cloud" with the address "2620 1st St N St Cloud, MN" and phone number "(320) 251-6320". Below these listings is a link to "Map results for wedding rental st cloud mn". At the bottom, another search result for "Geyer Wedding and Event Rentals: Central MN's Rental ..." is shown, also enclosed in a red box. The snippet for this result includes the website "geyer-rental.com/" and a copyright notice for "Geyer Wedding and Event Rentals ... Copyright - Geyer Wedding and Event Rentals | 1816 Saint Germain Street St. Cloud, MN 56301 | Website Design by ...".

Google wedding rental st cloud mn

Web Maps Shopping Images Videos More Search tools

About 87,100 results (0.44 seconds)

Wedding Rental - Delivering Style To Your Space
Ad www.aprespartyandtentrrental.com/ (952) 373-5873
Call Us Today For Wedding Rentals!

Geyer Wedding And Event Rentals
www.geyer-rental.com
3 Google reviews · Google+ page
1816 W St Germain St
St Cloud, MN
(320) 252-5522

General Rental Center of St Cloud
www.generalrentalstcloud.com
Google+ page
2620 1st St N
St Cloud, MN
(320) 251-6320

Map results for wedding rental st cloud mn

Geyer Wedding and Event Rentals: Central MN's Rental ...
geyer-rental.com/
Geyer Wedding and Event Rentals ... Copyright - Geyer Wedding and Event Rentals |
1816 Saint Germain Street St. Cloud, MN 56301 | Website Design by ...

Careful optimization of website content, AdWords and search engine optimization brought this site to the top ranking in a few months.



SEO

- Content, content, content
- Quality backlinks



Content

cohlab digital marketing

[Web](#) News Images Maps Videos More ▾ Search tools

About 1,110 results (0.56 seconds)

Cohlab Digital Marketing - SEO, Website Design & Mobile
cohlab.com/ ▾

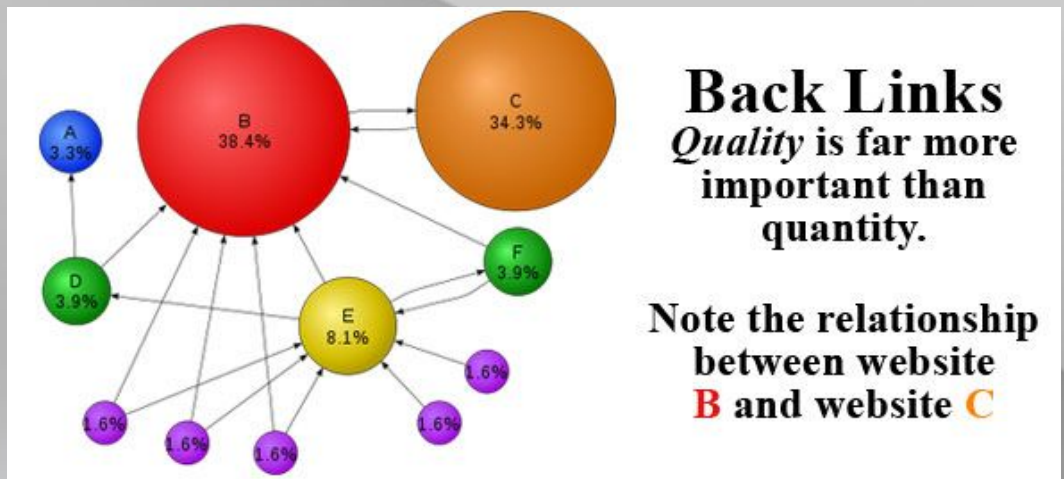
We are a RESULTS Driven National SEO Company Providing SEO Website Design, Mobile Web Design, SEO, Inbound **Marketing** & More - **Cohlab Digital** ...

- Blogs
- Targeted content
- > 300 words
- Page titles & page descriptions



Backlinks

- Industry links
- Associations
- Organizations
- Link back
- YouTube





Search Engine Optimisation: Top Organic Search Engine Optimisation Tips

Published on Sep 1, 2015

There are some choices that you have to make when you pick the appropriate keywords to utilize in your content. Think deeply and also thoroughly if you wish to succeed in Search Engine Optimisation. Before you even start, you have to recognize the adhering to ideas:

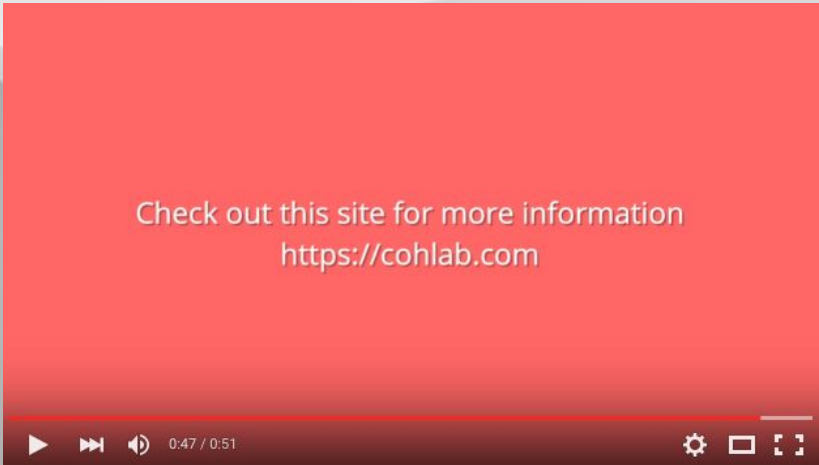
- What your web site is everything about
- Just what is the purpose of setting the site?
- Exactly how dedicated are you in ensuring your site grows and stands out?

When you work out in those fundamental factors, after that it is time to start job.

For more details visit <https://cohlab.com>

Category: People & Blogs
 License: Standard YouTube License

YouTube

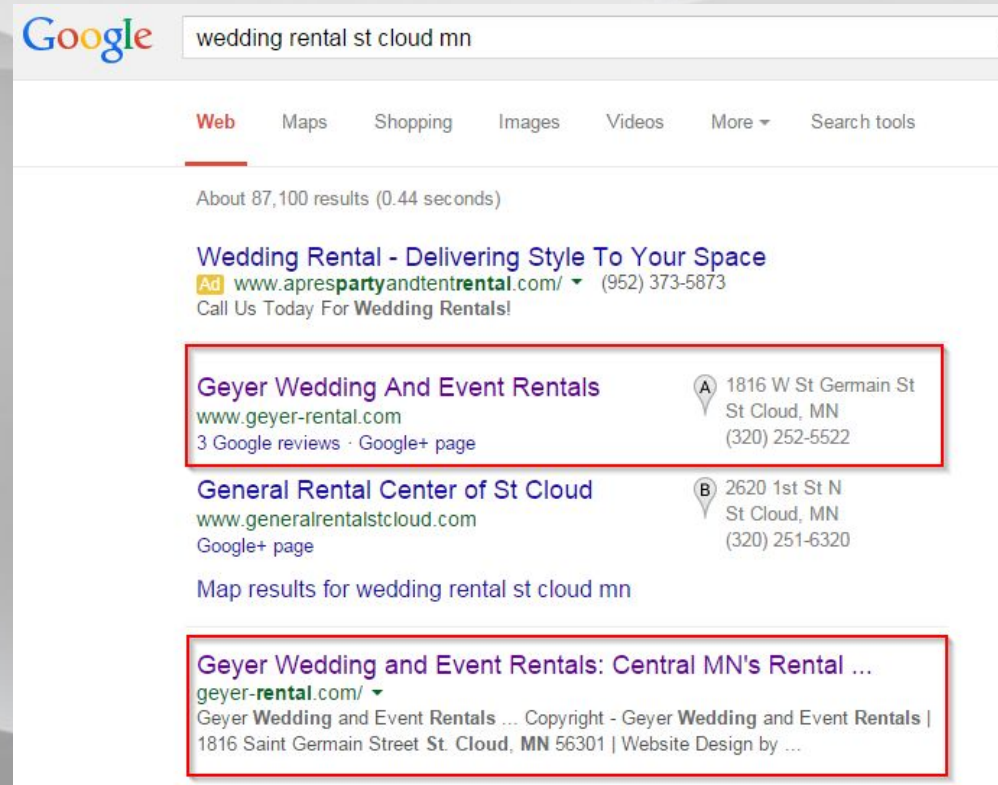


SEO Tips

- SEO (search engine optimization)
- Title tags
- Meta descriptions

Tools

- Yoast
- GTMetrix
- Google Trends
- keywordtool.io
- SEOQuake



The image shows a Google search interface for the query "wedding rental st cloud mn". The search bar at the top contains the text "wedding rental st cloud mn". Below the search bar, there are navigation tabs for "Web", "Maps", "Shopping", "Images", "Videos", "More", and "Search tools". The search results indicate "About 87,100 results (0.44 seconds)".

The first result is an advertisement for "Wedding Rental - Delivering Style To Your Space" from "www.aprespartyandtentrental.com/". Below the ad, there are two local listings:

- Geyer Wedding And Event Rentals** (marked with a red 'A')
www.geyer-rental.com
3 Google reviews · Google+ page
Address: 1816 W St Germain St, St Cloud, MN
Phone: (320) 252-5522
- General Rental Center of St Cloud** (marked with a red 'B')
www.generalrentalstcloud.com
Google+ page
Address: 2620 1st St N, St Cloud, MN
Phone: (320) 251-6320

Below the local listings, there is a link for "Map results for wedding rental st cloud mn".

The second result is another advertisement for "Geyer Wedding and Event Rentals: Central MN's Rental ..." from "geyer-rental.com/". The ad text includes: "Geyer Wedding and Event Rentals ... Copyright - Geyer Wedding and Event Rentals | 1816 Saint Germain Street St. Cloud, MN 56301 | Website Design by ..."

Staying Engaged

- Social media
- Email

The screenshot displays a LinkedIn Premium profile page. At the top, the navigation bar includes the LinkedIn logo, 'PREMIUM' status, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. A banner at the top right promotes 'Business Services' and 'Go to Sales Navigator'. Below the navigation, a blue banner reads: 'Want a Board Seat? - 1000's of Company's are Seeking Board Members Like You at ExecRank.com'. The profile section features a profile picture of Cliff, a bio snippet, and two engagement statistics: '17 people viewed your profile in the past 7 days' and '13 people viewed your post in the past 7 days: "Top 3 Reasons to Send ..."'. A 'Go to Sales Navigator' button is visible. Below the profile, there are three action buttons: 'Share an update', 'Upload a photo', and 'Publish a post'. A '1 new update' notification is present. The main feed is titled 'Stories you can't miss today on LinkedIn Pulse' and contains three article cards. The first article is 'We Made No Money for 18 Months: From Pennies to Millions' by Zim Ugochukwu, an Entrepreneur, with 'Like', 'Comment', and 'Share' options. The second is 'Here's What's Happened Since I Made My Job Search Social' by Tara Hunt, a Digital Marketing Executive, also with 'Like', 'Comment', and 'Share' options. The third is 'What introverts can do to get past all those awful, outdated stereotypes' by Beth Buelow, an ACC Introvert Empowerment Specialist, with 'Like', 'Comment', and 'Share' options. A 'See more news' link is at the bottom of the feed. On the right side, there is a '5 ways to keep in touch' section with a photo of Lisa Saari and a 'work anniversary' announcement for her celebrating 2 years at High Impact Training, with 'Like', 'Comment', and 'Skip' buttons. At the bottom right, there is a BNP Paribas advertisement with the text 'LOCAL KNOWLEDGE, WORLDWIDE EXPERTISE' and a 'DISCOVER MORE' button. The footer contains 'About Feedback Privacy & Terms - LinkedIn LinkedIn Corp. © 2015'.

Social Media

- Platforms
- Strategy
- Management
- Tools

Home Notifications Moments Messages Search Twitter

Digital DESIGN SEO CUSTOMER ENGAGEMENT KEYWORDS DATA PRINT LISTEN

TWEETS 3,061 FOLLOWING 2,280 FOLLOWERS 2,256 LIKES 102

Cohlab @CohlabLLC

We are a Cohlaborative Digital #Marketing Firm. You Know Your Business — We Know Digital Marketing — Let's #Cohlaborate!

St Cloud MN
cohlab.com
Joined January 2013

143 Photos and videos

Tweets Tweets & replies Photos & videos

Cohlab @CohlabLLC · 58m

Top 3 Reasons to Send a Newsletter to Your Clients
buff.ly/20F3sPN #Cliffnotes #digitalmarketing

This Just In - Top 3 Reasons to Send a Newsletter to Your Clients

Platforms



Strategy

- Sharing
- Images

in PREMIUM Search for people, jobs, con

Home Profile Connections Jobs Interests

Looking for a Board Seat? - 1000's of Co

Who's viewed your profile



You rank in the **top 19%** for profile views among professionals like you.

#19 out of 99 | **▲ 27%** in the last 30 days

Home Notifications Moments Messages Search Twitter

ART RAT SPEE SECU SH VIL CKING OMER ENGAGEMENT TRACKING USER EXPERIENCE CRM S LEA DESIGN SEO KEYWORDS

Digital CUSTOMER ENGAGEMENT DATA PRINT LISTEN

TWEETS 3,061 FOLLOWING 2,280 FOLLOWERS 2,256 LIKES 102

Cohlab @CohlabLLC

We are a Cohlaborative Digital #Marketing Firm. You Know Your Business — We Know Digital Marketing — Let's #Cohlaborate!

St Cloud MN

cohlab.com

Joined January 2013

143 Photos and videos

in - Top 3 Reasons to Send a Newsletter to Your Clients

ated Content Marketing

Website Design: Present View - iPad vs. La

Google UTM Tool

w to Pick Your Blog top A Few Top Tips

Cohlab @CohlabLLC · 58m

Top 3 Reasons to Send a Newsletter to Your Clients

buff.ly/20F3sPN #Cliffnotes #digitalmarketing

This Just In - Top 3 Reasons to Send a Newsletter to Your Clients

2

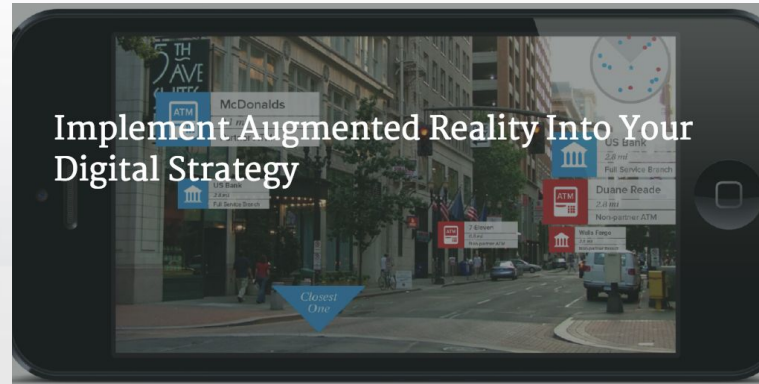


Share the Love

- Distribute Content
 - C-Level
 - Presidents
 - Vice Presidents
 - Weekly Updates & Posts
- Share Across Social Platforms
 - Send out canned message
 - Daily or Weekly



Images



- 60% - 75% More Interaction
- Pablo by Buffer



Management

- Who
- What
- How
- When



[Link to Online Calendars](#)
[Link to Buffer](#)



Tips

- Share the Love
- Images
- Management

- HootSuite
- TweetDeck
- Sprout Social
- CrowdBooster
- Buffer



Email Marketing

- Definition
- Strategy
- Management

Complete outfits you (& mom) will love.

FREE SHIPPING | Free Returns | Free Ship to Store See details

MEN'S WEARHOUSE®

ELEVATE YOUR STYLE

Wardrobe ideas to inspire you.

SEE PRE-STYLED LOOKS ▶



VIP SUITE ▶



ARRIVE IN STYLE ▶

How do I get started?

- Email list
- List management
- Email ideas
- Consistency



Email Strategies

- Send follow-up survey
- Monthly newsletter(s)
- Drip campaigns
- Email Retargeting

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Follow-up Survey

- Anonymous 7 Questions

Cohlab was on time & prepared for the meeting.

Cohlab listened to my business needs and adequately responded to my questions from a user perspective

Cohlab effectively understood our project objectives and requirements.

Cohlab adequately explained their services, capabilities, and processes.

Spending time with Cohlab was an effective use of my time.

I see benefits in partnering with Cohlab for my consulting, design and marketing needs.

Please give us one suggestion on how we can improve our time together in the future.



Monthly Newsletter

- Segment Users
 - Current Customers
 - Potential Customers
 - By Product Type
- Reuse Content Based on Segmentation
- Provide “Did you know” Section

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Drip Campaigns

- Series of Follow-up Emails
 - Can also use other types of communication
 - Text
 - Post Card
 - Phone Call
- 7 - 15 Emails
 - Spread out by 1 - 3 days
- Marketing Automation Tool

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Email Retargeting

- Advanced Marketing Automation
- Fire Emails Based Off of Website Visits

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Compliance - CAN-SPAM Act 2003

- \$16,000 fine for each email

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Management

- MailChimp
- Constant Contact
- Hubspot
- Infusion Soft
- Zoho



Email Marketing Tips

- Send follow-up survey
- Monthly newsletter(s)
- Drip campaigns
- Email Retargeting
- Marketing Automation

Tools

- MailChimp
- Constant Contact



Google Analytics

- <https://www.google.com/analytics/>

Google Analytics
Anywhere. Anytime.



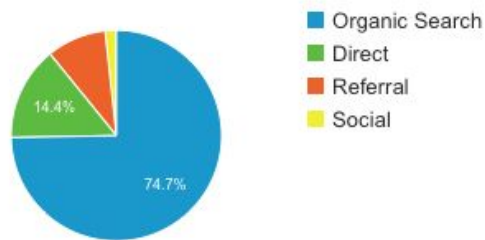
Metrics to Watch

- Sessions
- Users
- Pageviews
- Page/Session
- Bounce Rate



Top Channels

Top Channels

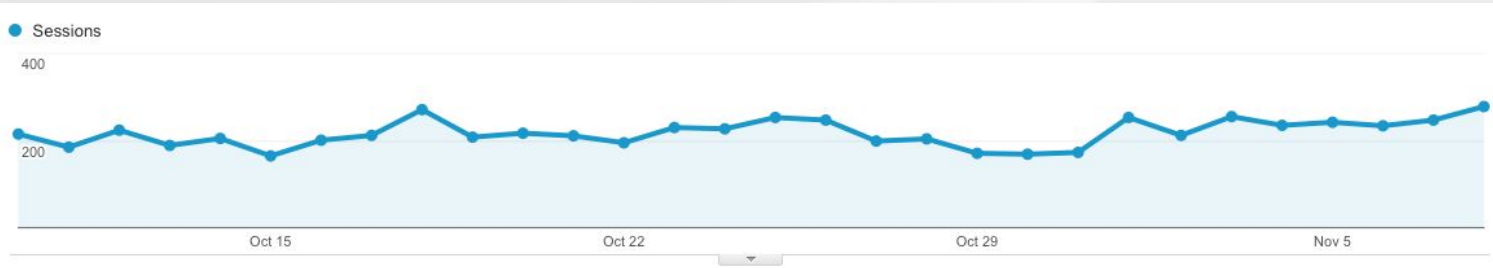


Sessions



	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration
	6,527	70.09%	4,575	37.25%	3.80	00:03:27
1 ■ Organic Search	4,876	<div style="width: 74.7%;"></div>		34.66%	<div style="width: 34.66%;"></div>	
2 ■ Direct	941	<div style="width: 14.4%;"></div>		45.16%	<div style="width: 45.16%;"></div>	
3 ■ Referral	597	<div style="width: 9.1%;"></div>		44.22%	<div style="width: 44.22%;"></div>	
4 ■ Social	113	<div style="width: 1.7%;"></div>		46.02%	<div style="width: 46.02%;"></div>	

Source/Medium

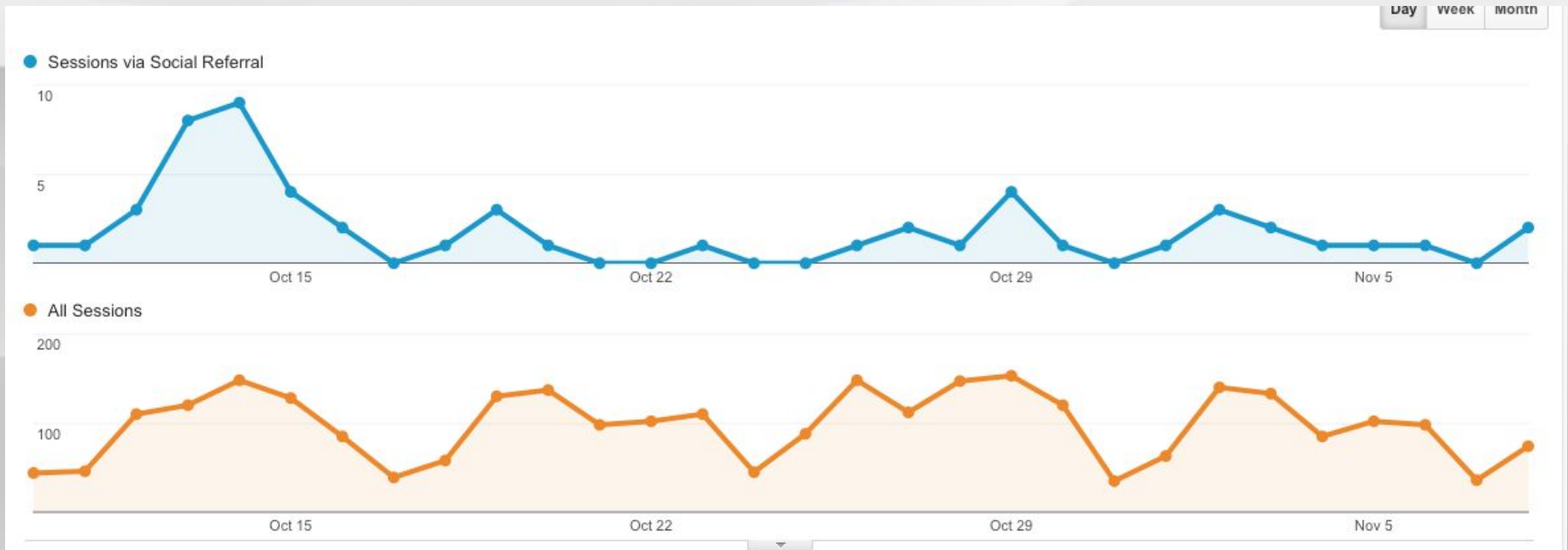


Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ advanced

Source / Medium ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	6,527 % of Total: 100.00% (6,527)	70.12% Avg for View: 70.09% (0.04%)	4,577 % of Total: 100.04% (4,575)	37.25% Avg for View: 37.25% (0.00%)	3.80 Avg for View: 3.80 (0.00%)	00:03:27 Avg for View: 00:03:27 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	4,213 (64.55%)	72.82%	3,068 (67.03%)	34.23%	3.66	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	941 (14.42%)	70.46%	663 (14.49%)	45.16%	4.43	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. vombanachk9.homestead.com / referral	468 (7.17%)	55.77%	261 (5.70%)	44.87%	3.86	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. bing / organic	337 (5.16%)	63.50%	214 (4.68%)	38.58%	4.04	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. yahoo / organic	305 (4.67%)	67.54%	206 (4.50%)	37.70%	3.59	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. facebook.com / referral	45 (0.69%)	22.22%	10 (0.22%)	22.22%	5.51	00:05:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. m.facebook.com / referral	39 (0.60%)	69.23%	27 (0.59%)	58.97%	3.72	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. germanshepherdguide.com / referral	24 (0.37%)	75.00%	18 (0.39%)	12.50%	5.17	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. pinterest.com / referral	15 (0.23%)	73.33%	11 (0.24%)	80.00%	1.27	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. aol / organic	14 (0.21%)	92.86%	13 (0.28%)	14.29%	2.79	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Social Referral



Primary Dimension: **Social Network**

Secondary dimension

Search bar with 'advanced' and icons for grid, zoom, list, and filter.

Social Network ?	Sessions ↓	Pageviews	Avg. Session Duration	Pages / Session
1. LinkedIn	25 (46.30%)	78 (52.70%)	00:02:00	3.12
2. Facebook	14 (25.93%)	44 (29.73%)	00:05:17	3.14
3. Twitter	14 (25.93%)	25 (16.89%)	00:00:30	1.79
4. Glassdoor	1 (1.85%)	1 (0.68%)	00:00:00	1.00

Campaigns



Primary Dimension: Campaign Source Medium Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Campaign	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	110 % of Total: 3.75% (2,934)	33.64% Avg for View: 67.66% (-50.28%)	37 % of Total: 1.86% (1,985)	43.64% Avg for View: 60.19% (-27.50%)	3.63 Avg for View: 2.47 (46.93%)	00:06:54 Avg for View: 00:02:37 (163.36%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Content_Marketing	68 (61.82%)	4.41%	3 (8.11%)	22.06%	4.99	00:09:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Indeed	42 (38.18%)	80.95%	34 (91.89%)	78.57%	1.43	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

Behavior - Overview



Pageviews
24,796

Unique Pageviews
17,533

Avg. Time on Page
00:01:14

Bounce Rate
37.25%

% Exit
26.32%

Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page

Pageviews % Pageviews

Page	Pageviews	% Pageviews
1. /dogs-for-sale/german-shepherd-puppies/	5,002	20.17%
2. /	4,689	18.91%
3. /dogs-for-sale/adult-dogs/	1,405	5.67%
4. /german-shepherd-working-line-breeders/working-line-german-shepherds/	1,156	4.66%
5. /german-shepherd-puppies-in-washington/	857	3.46%
6. /our-dogs-in-action/personal-and-family-companion-dog/	855	3.45%
7. /german-shepherd-working-line-breeders/	762	3.07%
8. /german-shepherd-working-line-breeders/ddr-german-shepherds/	736	2.97%
9. /our-dogs-in-action/search-and-rescue-dogs-for-sale/	670	2.70%

All Pages



Primary Dimension: **Page** Page Title Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	24,796 <small>% of Total: 100.00% (24,796)</small>	17,533 <small>% of Total: 100.00% (17,533)</small>	00:01:14 <small>Avg for View: 00:01:14 (0.00%)</small>	6,527 <small>% of Total: 100.00% (6,527)</small>	37.25% <small>Avg for View: 37.25% (0.00%)</small>	26.32% <small>Avg for View: 26.32% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /dogs-for-sale/german-shepherd-puppies/ <input type="button" value="Copy"/>	5,002 (20.17%)	3,483 (19.87%)	00:01:38	1,058 (16.21%)	58.60%	35.65%	\$0.00 (0.00%)
2. / <input type="button" value="Copy"/>	4,689 (18.91%)	3,036 (17.32%)	00:00:48	2,631 (40.31%)	23.45%	29.67%	\$0.00 (0.00%)
3. /dogs-for-sale/adult-dogs/ <input type="button" value="Copy"/>	1,405 (5.67%)	1,070 (6.10%)	00:01:04	67 (1.03%)	52.24%	18.86%	\$0.00 (0.00%)
4. /german-shepherd-working-line-breeders/worki ng-line-german-shepherds/ <input type="button" value="Copy"/>	1,156 (4.66%)	852 (4.86%)	00:01:10	358 (5.48%)	46.65%	30.80%	\$0.00 (0.00%)
5. /german-shepherd-puppies-in-washington/ <input type="button" value="Copy"/>	857 (3.46%)	651 (3.71%)	00:01:13	648 (9.93%)	35.80%	47.26%	\$0.00 (0.00%)
6. /our-dogs-in-action/personal-and-family-compa nion-dog/ <input type="button" value="Copy"/>	855 (3.45%)	594 (3.39%)	00:02:10	115 (1.76%)	56.52%	27.25%	\$0.00 (0.00%)
7. /german-shepherd-working-line-breeders/ <input type="button" value="Copy"/>	762 (3.07%)	573 (3.27%)	00:01:37	106 (1.62%)	27.36%	22.97%	\$0.00 (0.00%)
8. /german-shepherd-working-line-breeders/ddr-g erman-shepherds/ <input type="button" value="Copy"/>	736 (2.97%)	553 (3.15%)	00:01:28	437 (6.70%)	38.22%	38.72%	\$0.00 (0.00%)
9. /our-dogs-in-action/search-and-rescue-dogs-for -sale/ <input type="button" value="Copy"/>	670 (2.70%)	355 (2.02%)	00:01:00	210 (3.22%)	21.90%	23.73%	\$0.00 (0.00%)

All Pages - Filter & Medium

Primary Dimension: **Page** Page Title Other ▾

Plot Row Secondary dimension: Medium ▾ Sort Type: Default ▾

Advanced Filter ON X

Page ?	Medium ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		8,120 % of Total: 32.75% (24,796)	5,707 % of Total: 32.55% (17,533)	00:01:20 Avg for View: 00:01:14 (8.83%)	1,397 % of Total: 21.40% (6,527)	52.11% Avg for View: 37.25% (39.91%)	29.42% Avg for View: 26.32% (11.77%)
1. /dogs-for-sale/german-shepherd-puppies/	organic	3,626 (44.66%)	2,568 (45.00%)	00:01:35	568 (40.66%)	59.51%	34.06%
2. /dogs-for-sale/adult-dogs/	organic	1,087 (13.39%)	835 (14.63%)	00:01:01	40 (2.86%)	50.00%	18.95%
3. /dogs-for-sale/german-shepherd-puppies/	referral	699 (8.61%)	443 (7.76%)	00:01:22	290 (20.76%)	53.10%	40.77%
4. /dogs-for-sale/german-shepherd-puppies/	(none)	677 (8.34%)	472 (8.27%)	00:02:08	200 (14.32%)	64.00%	38.85%
5. /our-dogs-in-action/search-and-rescue-dogs-for-sale/	organic	539 (6.64%)	285 (4.99%)	00:01:02	184 (13.17%)	20.11%	24.68%
6. /dogs-for-sale/german-shepherd-puppies/german-shepherd-puppies-gallery/	organic	353 (4.35%)	292 (5.12%)	00:00:58	16 (1.15%)	37.50%	21.81%
7. /dogs-for-sale/	organic	290 (3.57%)	216 (3.78%)	00:00:29	4 (0.29%)	50.00%	13.10%
8. /dogs-for-sale/adult-dogs/	(none)	162 (2.00%)	117 (2.05%)	00:00:59	9 (0.64%)	66.67%	17.90%
9. /dogs-for-sale/adult-dogs/	referral	156 (1.92%)	118 (2.07%)	00:01:26	18 (1.29%)	50.00%	19.23%

Landing Pages

Plot Rows		Secondary dimension	Sort Type: Default				
Landing Page ?	Acquisition			Behavior			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	6,527 % of Total: 100.00% (6,527)	70.12% Avg for View: 70.09% (0.04%)	4,577 % of Total: 100.04% (4,575)	37.25% Avg for View: 37.25% (0.00%)	3.80 Avg for View: 3.80 (0.00%)	00:03:27 Avg for View: 00:03:27 (0.00%)	
1. /	2,631 (40.31%)	73.32%	1,929 (42.15%)	23.45%	4.39	00:03:49	
2. /dogs-for-sale/german-shepherd-puppies/	1,058 (16.21%)	66.26%	701 (15.32%)	58.60%	2.77	00:02:30	
3. /german-shepherd-puppies-in-washington/	648 (9.93%)	86.57%	561 (12.26%)	35.80%	3.08	00:02:43	
4. /german-shepherd-working-line-breeders/ddr-german-shepherds/	437 (6.70%)	76.89%	336 (7.34%)	38.22%	4.01	00:03:17	
5. /german-shepherd-working-line-breeders/working-line-german-shepherds/	358 (5.48%)	77.37%	277 (6.05%)	46.65%	3.47	00:03:17	
6. /our-dogs-in-action/search-and-rescue-dogs-for-sale/	210 (3.22%)	88.57%	186 (4.06%)	21.90%	4.21	00:03:13	
7. /german-shepherd-working-line-breeders/german-shepherds-with-famous-owners/	140 (2.14%)	87.86%	123 (2.69%)	85.00%	1.36	00:00:30	
8. /our-dogs-in-action/schutzhund/	132 (2.02%)	83.33%	110 (2.40%)	25.76%	3.99	00:03:05	
9. /our-dogs-in-action/personal-and-family-companion-dog/	115 (1.76%)	53.91%	62 (1.35%)	56.52%	3.21	00:03:32	
10. /german-shepherd-working-line-breeders/	106 (1.62%)	30.19%	32 (0.70%)	27.36%	4.48	00:04:56	

Events

Events are user interactions with content that can be tracked independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.

```
ga('send', 'event', 'Videos', 'play', 'Fall Campaign');
```



Social Interactions

Similar to events, you can also track when someone clicks on one of your social icons on the website.

```
ga('send', 'social', 'Facebook', 'like', 'http://cohlab.com');
```

```
ga('send', 'social', 'Twitter', 'tweet', 'http://cohlab.com');
```



In-Page Analytics

In-Page

Clicks with more than: 0.10%

Show bubbles Show color Browser Size

92%

f t g+ in p

g Partner (320) 403-2433

Cohlab
COLLABORATIVE DIGITAL MARKETING

Home Industries We Serve Digital Marketing Services Portfolio About Us Contact Us

HERE ARE THE TOP REASONS HOW COHLAB IS DIFFERENT

- WE INCREASE SALES**
If your goal is increased sales, conversions or donations we work with you to implement a strategy that quantifies marketings ROI (return on investment).
- WE INCREASE SALES**
This is not a duplicate. The bottom line is that companies hire us to help increase the bottom line. That is what we do, period.
- WE INCREASE SALES**
Can you handle more sales? If yes, then its time to have a conversation on what growth strategy best fits your business.
- WE INCREASE SALES**
Let us repeat it one more time, just in case you did not realize it. Through **Cohlab**oration we work with your marketing department to remind them that everyone is part of sales in a company.

HERE IS WHAT COHLAB DOES TO INCREASE SALES.

- BRINGING YOUR PRODUCTS/SERVICES TO YOUR CUSTOMERS FINGERTIPS**
0.4%
Responsive Website Design/Mobile
We are SEO website designers who ensures your site ranks high in search engine results for keywords relevant to your business.
- GETTING YOU FOUND ON GOOGLE**
0.2%
0.2%
0.2%
Organic SEO
Cohlab offers **organic search engine optimization services** to help your website show up ahead of your competitors' websites.
- BRINGING MORE POTENTIAL CLIENTS TO YOU**
0.4%
Inbound Marketing
Are you looking to get more clients? Do you expect your website to work harder than it currently is? Let us know your expectations and we can craft a solution to turn visitors into clients.
- MAXIMIZING YOUR AD DOLLARS**
0.1%
0.1%

Translate >

eCommerce

You can also track purchases made on the site.

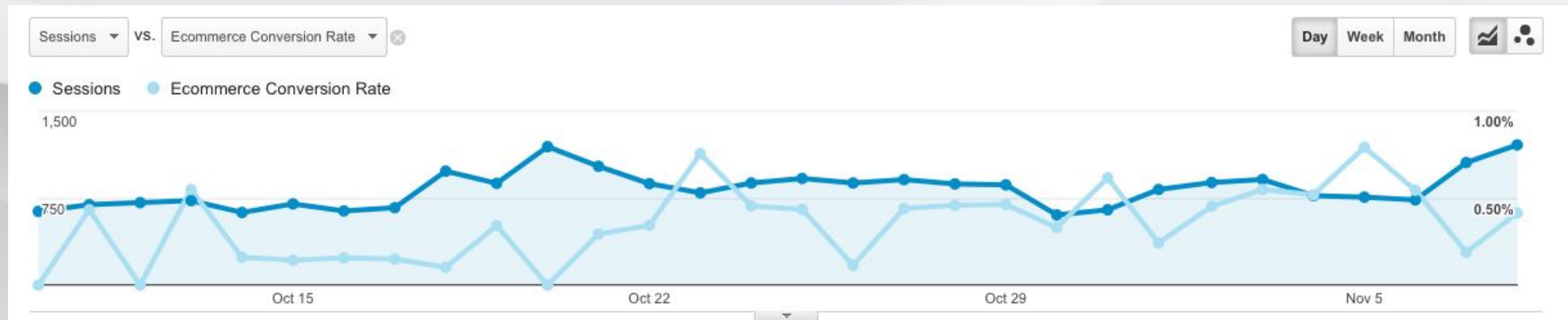
Transactional

```
ga('require', 'ecommerce'); ga('ecommerce:  
addTransaction', 'id':'#', 'affiliation':'Name', 'revenue':'Total');
```

```
ga('ecommerce:send');
```



eCommerce Conversions



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid Icon] [Pie Icon] [List Icon] [Filter Icon] [Refresh Icon] [Help Icon]

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?	
	24,867 <small>% of Total: 100.00% (24,867)</small>	68.54% <small>Avg for View: 68.48% (0.10%)</small>	17,045 <small>% of Total: 100.10% (17,028)</small>	63.39% <small>Avg for View: 63.39% (0.00%)</small>	2.52 <small>Avg for View: 2.52 (0.00%)</small>	00:03:43 <small>Avg for View: 00:03:43 (0.00%)</small>	0.35% <small>Avg for View: 0.35% (0.00%)</small>	86 <small>% of Total: 100.00% (86)</small>	\$11,750.00 <small>% of Total: 100.00% (\$11,750.00)</small>	
1. Organic Search	10,301 (41.42%)	67.25%	6,927 (40.64%)	60.85%	2.79	00:04:28	0.46%	47 (54.65%)	\$6,533.00 (55.60%)	
2. Direct	6,737 (27.09%)	66.36%	4,471 (26.23%)	61.48%	2.63	00:04:04	0.42%	28 (32.56%)	\$4,281.00 (36.43%)	
3. Social	5,945 (23.91%)	76.23%	4,532 (26.59%)	71.71%	1.75	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. Referral	1,710 (6.88%)	58.95%	1,008 (5.91%)	57.95%	3.16	00:05:09	0.64%	11 (12.79%)	\$936.00 (7.97%)	
5. (Other)	151 (0.61%)	70.20%	106 (0.62%)	61.59%	1.83	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. Email	23 (0.09%)	4.35%	1 (0.01%)	30.43%	3.65	00:05:51	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Goals

Goals allow you to track specific interactions within your website.

- Revenue
- Acquisition
- Inquiry
- Engagement
- Custom



Goals - Cont

- Admin/View/Goals

The screenshot displays the Google Analytics Admin interface for the account 'Cohlab LLC'. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin' (highlighted with a red box). The user is logged in as 'cohlabuser@gmail.com'. The main content area is divided into three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column shows 'Cohlab LLC' with options for Account Settings, User Management, All Filters, Change History, and Trash Can. The PROPERTY column shows 'Cohlab' with options for Property Settings, User Management, and Tracking Info. The VIEW column shows 'Filtered View' with options for View Settings, User Management, Goals (highlighted with a red box), Content Grouping, and Filters.

Goals - Cont

- Admin/View/Goals

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

Place an order Completed purchase or pre-order request

ACQUISITION

Create an account Successful sign up, account, or view created

INQUIRY

Contact us Viewed phone number, directions, chat or email

Read reviews Viewed reviews and ratings

Get callback Requested service or a phone call

Live chat Contacted via chat

Update Downloaded or installed new version

ENGAGEMENT

Compare information Compared features, products, or options

Add to favorites Saved product or information to a list

Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

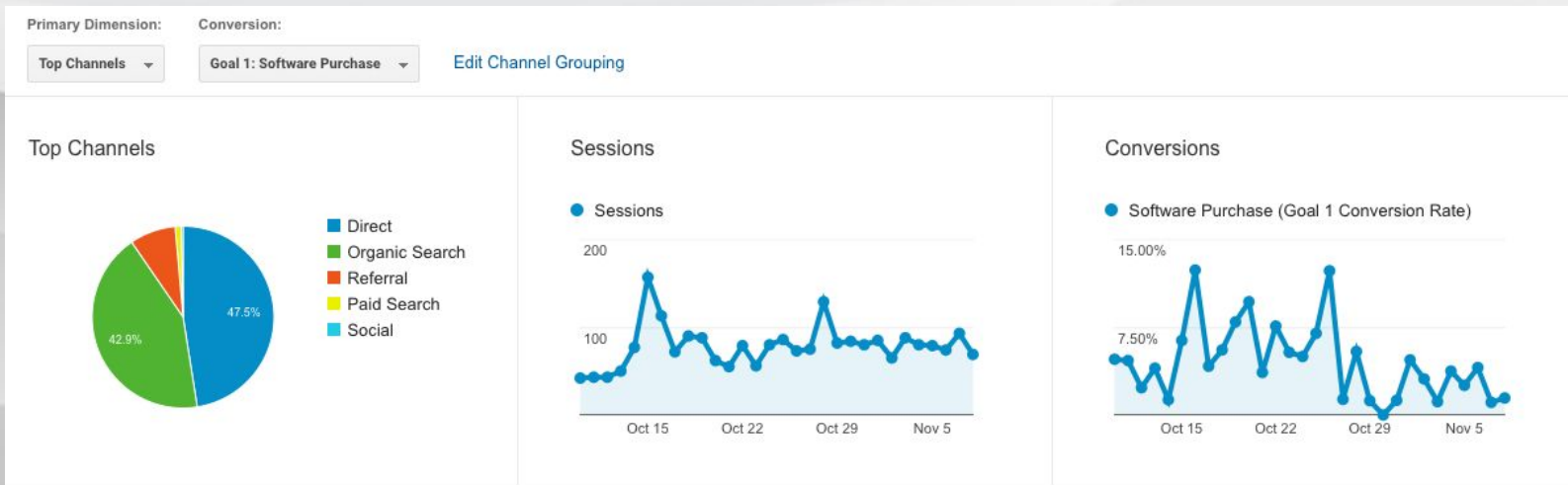
Sign up Subscribe to newsletter, update alerts, or join group

Custom

2 Goal description

3 Goal details

Goals - Cont



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	2,349	57.90%	1,360	46.79%	4.77	00:04:50	4.68%	110	\$0.00
1 ■ Direct	1,116	<div style="width: 57.90%;"></div>		41.67%	<div style="width: 41.67%;"></div>		9.50%	<div style="width: 9.50%;"></div>	
2 ■ Organic Search	1,008	<div style="width: 42.9%;"></div>		47.22%	<div style="width: 47.22%;"></div>		0.00%	<div style="width: 0%;"></div>	
3 ■ Referral	192	<div style="width: 8.3%;"></div>		72.40%	<div style="width: 72.40%;"></div>		2.08%	<div style="width: 2.08%;"></div>	
4 ■ Paid Search	25	<div style="width: 1.1%;"></div>		64.00%	<div style="width: 64.00%;"></div>		0.00%	<div style="width: 0%;"></div>	
5 ■ Social	8	<div style="width: 0.3%;"></div>		37.50%	<div style="width: 37.50%;"></div>		0.00%	<div style="width: 0%;"></div>	

View Attributes

- Filters
- Annotations
- Segments
- Custom Alerts
- Scheduled Emails



Overview

- Inbound Marketing Defined
- Digital Foundation
- Gaining Momentum
 - Content Marketing
 - SEO
- Staying Engaged
 - Social Media
 - Email Marketing
- Understanding Google Analytics



Cohlaborative Digital Marketing

- **Bringing your products/services to your customers fingertips** (Responsive Website Design/Mobile)
- **Bringing more potential clients to you** (Inbound Marketing)
- **Getting you found on Google** (search engine optimization)
- **Growing your audience** (via email marketing)
- **Maximizing your dollars for high producing AdWords**



Thank You!

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