Web Analytics & Search Engine Optimization: Smart Strategies

The Panelists

Joe Teixeira, Director of Web Intelligence
MoreVisibility

Kristyn J. Sornat, Marketing Technology Specialist
Much Shelist

Mary M. Tomaro, Web & Interactive Marketing Manager, Business Development & Communications
Jones Day

Keith N. Wewe, Director of Client Service and Growth
Content Pilot LLC

The Survey Results

1. What firm department is responsible for maintaining your firm website?			
Marketing		23	62%
IT		1	3%
Both		13	35%
Other, please specify		0	0%
	Total	37	100%

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2. What is your level of understanding of Search Engine Optimization (SEO)?

I have a good understanding		22	61%
I know of it, but not much more		14	39%
I don't know anything about it		0	0%

3. Does your firm employ SEO strategies on your website?

Yes		30	81%
No		7	19%
	Total	37	100%

4. Who did you work with to implement your SEO strategies?

Website Developer		13	37%
A vendor other than the website developer		8	23%
Internal resources		10	29%
Other, please specify View Responses		4	11%
	Total	35	100%

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5. What aspects of SEO would you like to know more about?

View 15 Responses

RESPONSES

- Using social media sites to drive traffic to our website.
- How much time is really needed for it to be effective.
- Does the proliferation of mobile device affect SEO strategy in any way?
- I would like to have a better understanding of SEO in general
- Analytic tools, hear about other firm's strategies
- Best practices
- I'd like to know more about how to manage links placed on the website so that they are always kept current and correct. As well, how to motivate your company to participate in more social networking to bring business to your site and to decide on the right tool to build into our site that prompts users to inquire and, thereby increasing conversion.
- Importance of links as part of SEO strategy
- What works & what doesn't
- What is fair pricing for the service and how is it arrived at?
- Relation to knowledge management as we are planning for both next year.
- Everything!
- Inbound linking
- Competing with highly ranked firms.
- Coming up first on Google searches

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6.	Does your firm currently use a tool to track web traffic?			
Yes			34	92%
No			3	8%
		Total	37	100%

7.	If yes, what tools do you use?			
Net Insight (works with HubbardOne's platform)			7	22%
Google Analytics			26	81%
Webtrends			2	6%
Other, please specify View Responses			6	19%

8.	Does your firm use web analytics to identify statistics to track and set future goals for your website traffic			
Yes			21	60%
No			14	40%
		Total	35	100%

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9.	If yes, what do you track?			
	Unique visitors totals for the entire site		19	76%
	Pageview totals for the entire site		20	80%
	Bounce Rate for the entire site		13	52%
	Time on the site		13	52%
	Visitor stats on specific pages		18	72%
	% of New visitors for the entire site		10	40%
	Other, please specify View Responses		8	32%

RESPONSES

- Internal vs. external
- Not sure
- Referring pages
- Top keywords, top referral sources
- Tracking in the formal sense has not taken place yet but I am tracking it myself quarterly
- The Marketing Department does this... I don't know what they track
- Not sure
- User paths

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10.	Do you have any conversion tracking set up in your web analytics tool? A conversion is when a website visitor completes a desired action, such as signing up for e-mail communications.		
Yes		7	19%
No		29	81%
	Total	36	100%

11.	If yes, what do you track?
	View 4 Responses

RESPONSES

- Newsletter registration
- We count visits to a "contact" page or email sent as a conversion
- Various conversion rates (event sign up, whitepaper download, list subscription)
- Newsletters

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12. What is your job title?

View 35 Responses

RESPONSES

- CRM/e-Marketing Manager
- Network Applications Analyst
- Communications Coordinator
- Marketing Technology Manager
- Website administrator
- Marketing and Business Development Director
- Director, Knowledge Management
- Technical Support
- Director of Marketing & Business Development
- Marketing Technology Analyst
- Internet Marketing Manager
- IT Director
- Grand Poobah

- IT Director
- Manager, Marketing Technology & Information
- Marketing Technology Manager
- IT Director
- IT Director
- CIO
- Director of Marketing Technology
- CIO
- Administrator
- Director of Client Services
- Software Team Manager
- PR Manager

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13. What is your involvement with yor firm's website?

Programmer		8	24%
Graphid Design		4	12%
Content Writing/Developemnt		10	29%
Content Management through a content management system		21	62%
Search Engine Optimization		13	38%
Web Analytics Tracking		14	41%
Other, please specify View Responses		13	38%

14. What is the size of your firm?

Small: less than 50 attorneys		7	19%
Medium: 50 - 149 attorneys		7	19%
Large: 150 - 349 attorneys		7	19%
Very Large: 350 - 699 attorneys		6	16%
Mega: more than 700 attorneys		10	27%
	Total	37	100%

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15.	Will you be attending the Marketing Technology sessions at conference?			
Yes			5	14%
No			20	54%
Not sure yet			12	32%
		Total	37	100%

16.	Any other comments you'd like to share
	View 1 Responses

RESPONSES

- I am very interested in this area and would appreciate any whie papers or other information I can use to help improve our website and SEO.

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