



Date: October 28, 2013

Reference Document: Do you **Know what you Don't Know?** And what might **Not Knowing** be **Costing You?**

Support Reference to Blog Post: <http://blog.acorn-is.com/2013/10/do-you-know-what-you-dont-know.html>

Below you will find a study on the Inns that have moved from Acorn IS to a specific, new web design company during the past 3 years.

This study has been completed by reviewing the Google Statistics of these sites before they left Acorn IS and their initial (3-12) months after their departure.

This study also includes a comparison to Acorn Internet Services clients, with new Acorn IS web designs, during a similar time frame. Please note that the **# of Months in Test** is a year-to-year comparison of the exact same months, 1 year previous. At the time this paper was written, what we do know is as follows:

Regarding the Inns who moved to the competitor...

Competitor Web Sites	Go-Live Date	# Months in Test *	Overall Total Traffic	Google Organic Traffic
Test Case 1 - Competitor	4/1/2011	3	-24.37	-23.69
Test Case 2 - Competitor	4/1/2012	12	1.45	-37.45
Test Case 3 - Competitor	6/1/2012	12	-16.35	-26.6
Test Case 4 - Competitor	4/1/2012	3	-24.41	-23.6
Test Case 5 - Competitor	7/1/2012	12	18.13	-22.66
Test Case 6 - Competitor	5/1/2012	12	-0.58	-2.92
Test Case 7 - Competitor	4/1/2012	12	-16.51	-23.32
Test Case 8 – Competitor*	2/29/2012	12	43.63	24.81

** Before this client left Acorn IS to move to their new web provider, the only information they had online was a 1 page Coming Soon Page. So we would expect their new, completed web site numbers to be higher when compared to a 1 page Coming Soon Page.*

- 1) 16% of these Innkeepers were registered for Acorn University for 5-6 months during 2012, but were not active participants.
- 2) 16% of these Innkeepers have attempted to have Author and Publisher tags installed on their website, albeit unsuccessfully.
- 3) All of these sites have a mobile component, none of them are responsive.
- 4) All of these businesses have lost Organic Google Referrals upon leaving Acorn IS except for one. *See not above.

- 5) All of the custom Acorn IS sites had On-Page SEO for Google integrated into the design. The new company provides the user the ability to add the SEO themselves. All these Innkeepers lost Organic Google traffic except for one.
- 6) 42% of these businesses have claimed their Google + Business Accounts.
- 7) 42% of these businesses don't have enough Google reviews for a Google Star Rating.
- 8) None of these sites have NAP rich snippet schema installed.

Regarding the Inns who created a new site with Acorn IS...

Acorn IS Web Sites	Go-Live Date	# Months in Test *	Overall Total Traffic	Google Organic Traffic
Test Case 1 - Acorn Site	9/24/2012	3.5	43.06	136.35
Test Case 2 - Acorn Site	7/14/2012	3.5	54.80	211.2
Test Case 3 - Acorn Site	1/17/2012	10	25.75	42.25
Test Case 4 - Acorn Site	6/1/2011	12	12.27	5.73
Test Case 5 - Acorn Site	9/10/2012	2	33.97	188.70
Test Case 6 - Acorn Site	7/22/2012	12	145.42	369.78
Test Case 7 - Acorn Site	7/13/2012	2.5	34.79	74.70
Test Case 8 - Acorn Site	11/20/2012	11	30.1	6.55

- 1) 38% of these Innkeepers are registered Acorn University students.
- 2) 50% of these Innkeepers have Author or Publisher tags installed on their website.
- 3) All of these sites have a mobile component, none of them are responsive.
- 4) All of these businesses have increased their Organic Google Referrals with their new design.
- 5) Acorn IS completes all the on-page SEO work as part of our new designs. All these clients increased their Organic Google Traffic with their new site.
- 6) 38% of the businesses have claimed their Google + Business Accounts.
- 7) 82% of these businesses don't have enough Google reviews for a Google Star Rating.
- 8) All but one of these sites have NAP rich snippet schema installed.

Competitor Site: Test Case 1

Overview:

- This client moved to the new Web Company on April 1, 2011.
- This client had a new Acorn IS custom design including on-page SEO when they moved to their new provider for a new site.
- The original Google Analytics Tracking stopped tracking on October 14, 2012 and a new Google Analytics account was established.

Date Comparison:

Jan 1, 2011 thru April 1, 2011 (while still with Acorn IS)

Jan 1, 2012 thru April 1, 2012 (with new web company)

Audience Overview

Jan 1, 2012 - Apr 1, 2012

Compare to: Jan 1, 2011 - Apr 1, 2011

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

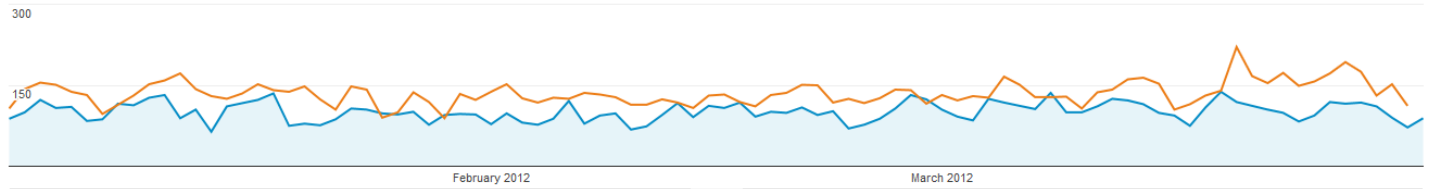
Overview

Visits VS. Select a metric

Hourly Day Week Month

Jan 1, 2012 - Apr 1, 2012: Visits

Jan 1, 2011 - Apr 1, 2011: Visits



8,174 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium		Acquisition			Behavior			Conversions		
		Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
		24.37% 9,308 vs 12,307	10.79% 89.08% vs 80.41%	16.21% 8,292 vs 9,896	2.76% 28.71% vs 29.52%	0.30% 4.62 vs 4.60	375.80% 00:12:59 vs 00:02:44	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic										
Jan 1, 2012 - Apr 1, 2012		3,898	86.97%	3,390	27.71%	4.95	00:13:03	0.00%	0	\$0.00
Jan 1, 2011 - Apr 1, 2011		5,108	78.27%	3,998	30.32%	4.83	00:02:48	0.00%	0	\$0.00
% Change		-23.69%	11.11%	-15.21%	-8.63%	2.61%	365.17%	0.00%	0.00%	0.00%

During the 3 months after leaving Acorn IS this business...

- 1) Lost **-24.37%** of their **total visitors**.
- 2) Lost **-19.33%** of their **unique visitors**.
- 3) Lost **-24.14%** of their total **website page views**.
- 4) The Average Duration per Visit appears to be skewed inside of the Analytics. It doesn't correlate with the Pages per visit with only a 0.3% increase.
- 5) **Google organic referrals** dropped **-23.69%**

Other Historical Data

This business was consistently at letter A locally for their top search phrase in Google (city, state + bed and breakfast) BEFORE moving away from Acorn IS. They remained at A locally for quite a while after the move to their new web company. Today, they have fallen to letter C for the same search phrase.

Think About It...

- ✓ Google Placement is NOT JUST ABOUT your new web site. So many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Competitor Site: Test Case 2

Overview:

- This client moved to the new Web Company on April 1, 2012.
- This client had an older site that Acorn IS did NOT build, but only hosted and supported.

Date Comparison:

April 1, 2011 thru April 1, 2012 (while still with Acorn IS)

April 1, 2012 thru April 1, 2013 (with new web company)

Audience Overview

Apr 1, 2012 - Apr 1, 2013
Compare to: Apr 1, 2011 - Apr 1, 2012

Email Export Add to Dashboard Shortcut

▼ All Visits
+0.00%

Overview

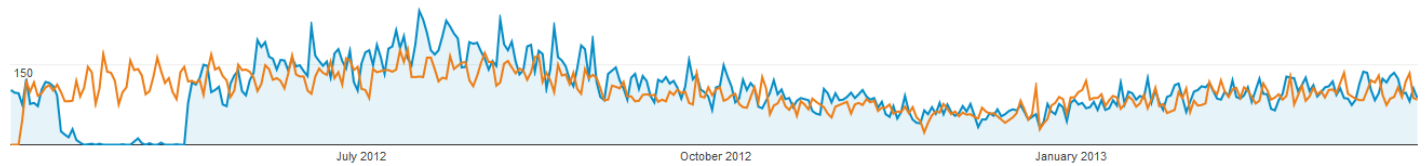
Visits ▼ vs. Select a metric

Hourly Day Week Month

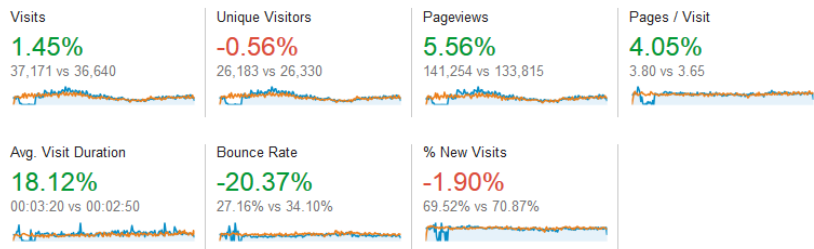
Apr 1, 2012 - Apr 1, 2013: Visits

Apr 1, 2011 - Apr 1, 2012: Visits

300



26,183 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other ▼

Source / Medium	Acquisition			Behavior			Conversions		
	Visits ?	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	1.45% ▲ 37,171 vs 36,640	1.93% ▼ 69.60% vs 70.97%	0.51% ▼ 25,870 vs 26,002	20.37% ▲ 27.16% vs 34.10%	4.05% ▲ 3.80 vs 3.65	18.12% ▲ 00:03:20 vs 00:02:50	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Apr 1, 2012 - Apr 1, 2013	10,103	61.90%	6,254	33.19%	3.36	00:03:22	0.00%	0	\$0.00
Apr 1, 2011 - Apr 1, 2012	16,152	63.95%	10,330	37.62%	3.39	00:02:51	0.00%	0	\$0.00
% Change	-37.45%	-3.21%	-39.46%	-11.79%	-0.71%	17.77%	0.00%	0.00%	0.00%

During the 12 months after leaving Acorn IS this business...

- 1) Immediately upon their move away from Acorn IS the new company appears to have fumbled the new site's tracking and/or placement from April 14 – May 16. See the drop on the graph above.
- 2) Increased their **total visitors** by only 1.45%
- 3) Lost **-0.56%** of their **unique visitors**.
- 4) Lost **-1.90%** of their **new visitors**.
- 5) **Google organic referrals** dropped **-37.45%**

Other Historical Data

This business had NAP (Name Address and Phone issues) when they departed from Acorn IS. We spent a great deal of time explaining that Google needs a consistent Name for their listings to be seen higher in Google. The owners chose not to deal with this issue. You can see from the drop in Google referrals, that simply changing to a new website with a new company doesn't repair the existing digital baggage outside of the web site itself. This business had been in the local 7 pack for their City + State + Bed and Breakfast phrase for much of the past year. Today they are not on page 1 anywhere for this phrase.

Think About It...

- ✓ If you have placement issues beyond what a new design will repair, you need to choose a company that has the expertise and willingness to assist you with this digital baggage. Not all companies can do this.
- ✓ Google Placement is NOT JUST ABOUT your new web site. Many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Competitor Site: Test Case 3

Overview:

- This client moved to the new Web Company in June 1, 2012.
- This client had an older site that Acorn IS did NOT build, but we hosted and supported.
- This client had on-page SEO completed by Acorn IS in 2010.

Date Comparison:

June 1, 2011 thru June 1, 2012 (while still with Acorn IS)

June 1, 2012 thru June 1, 2013 (with new web company)

Audience Overview

Jun 1, 2012 - Jun 1, 2013
Compare to: Jun 1, 2011 - Jun 1, 2012

Email Export Add to Dashboard Shortcut

▼ All Visits
+0.00%

Overview

Visits ▼ vs. Select a metric

Hourly Day Week Month

Jun 1, 2012 - Jun 1, 2013: Visits

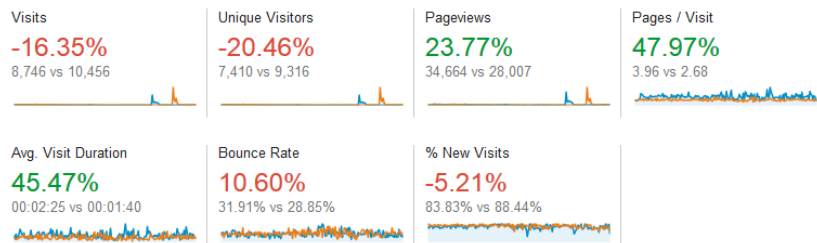
Jun 1, 2011 - Jun 1, 2012: Visits

2,000

1,000

July 2012 October 2012 January 2013 April 2013

7,410 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other ▾										
Plot Rows		Secondary dimension ▾	Sort Type: Default ▾		<input type="text"/> <input type="button" value="advanced"/> <input type="button" value="Table"/> <input type="button" value="Chart"/> <input type="button" value="Filter"/> <input type="button" value="Export"/>					
Source / Medium	Acquisition			Behavior			Conversions			
	Visits ? ▾	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?	
	16.35% ▼ <small>8,746 vs 10,456</small>	5.24% ▼ <small>83.83% vs 88.47%</small>	20.74% ▼ <small>7,332 vs 9,250</small>	10.60% ▼ <small>31.91% vs 28.85%</small>	47.97% ▲ <small>3.96 vs 2.68</small>	45.47% ▲ <small>00:02:25 vs 00:01:40</small>	0.00% <small>0.00% vs 0.00%</small>	0.00% <small>0 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>	
2. google / organic										
Jun 1, 2012 - Jun 1, 2013	2,343	76.74%	1,798	30.00%	4.39	00:02:38	0.00%	0	\$0.00	
Jun 1, 2011 - Jun 1, 2012	3,192	86.12%	2,749	31.67%	2.64	00:01:34	0.00%	0	\$0.00	
% Change	-26.60%	-10.89%	-34.59%	-5.27%	66.25%	68.93%	0.00%	0.00%	0.00%	
3. livingsocial.com / referral										
Jun 1, 2012 - Jun 1, 2013	1,371	89.93%	1,233	31.44%	3.63	00:02:03	0.00%	0	\$0.00	
Jun 1, 2011 - Jun 1, 2012	2,789	93.62%	2,611	17.32%	2.87	00:01:28	0.00%	0	\$0.00	
% Change	-50.84%	-3.93%	-52.78%	81.53%	26.36%	40.76%	0.00%	0.00%	0.00%	

During the 12 months after leaving Acorn IS this business...

- 1) Lost **-16.35%** of their **total visitors**.
- 2) Lost **-20.46%** of their **unique visitors**.
- 3) Lost **-10.60% more of their visitors bouncing** (leaving) after only viewing one page.
- 4) Lost **-5.21%** of **new visitors** viewing the site.
- 5) **Google organic referrals** dropped **-26.60%**

Other Historical Data

Notice the spikes on the chart above. This business utilized a Living Social add March 6-20, 2013 and in the previous year April 17-26, 2012.

Think About It...

- ✓ Google Placement is NOT JUST ABOUT your new web site. So many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Competitor Site: Test Case 4

Overview:

- This client moved to the new Web Company on April 1, 2012.
- This client had a new Acorn IS custom design when they went to their new provider for a new site.
- We hosted and provided marketing support for this site.
- The Original Google Analytics code stopped tracking on June 27, 2012 and no other google analytics account was added to take its place.

Date Comparison:

April 1, 2011 thru June 27, 2011 (while still with Acorn IS)

April 1, 2012 thru June 27, 2012 (with new web company)

Audience Overview

Apr 1, 2012 - Jun 27, 2012
Compare to: Apr 1, 2011 - Jun 27, 2011

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

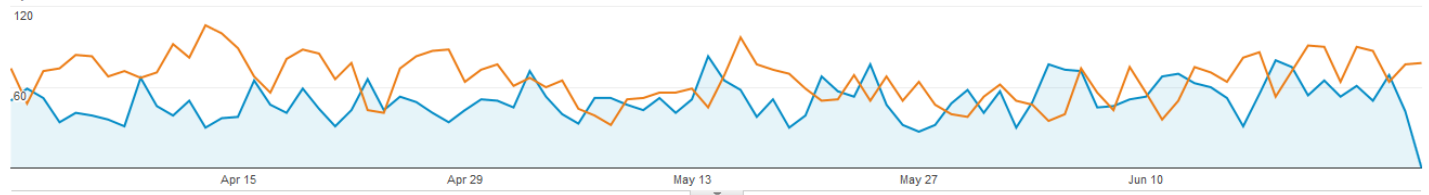
Overview

Visits VS. Select a metric

Hourly Day Week Month

Apr 1, 2012 - Jun 27, 2012: Visits

Apr 1, 2011 - Jun 27, 2011: Visits



3,548 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24.41% 4,395 vs 5,814	2.99% 76.79% vs 74.56%	22.15% 3,375 vs 4,335	3.57% 35.49% vs 36.81%	1.26% 3.32 vs 3.36	1.33% 00:03:20 vs 00:03:23	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Apr 1, 2012 - Jun 27, 2012	1,635	78.17%	1,278	35.17%	3.32	00:03:06	0.00%	0	\$0.00
Apr 1, 2011 - Jun 27, 2011	2,140	80.05%	1,713	37.52%	3.31	00:02:58	0.00%	0	\$0.00
% Change	-23.60%	-2.35%	-25.39%	-6.28%	0.03%	4.38%	0.00%	0.00%	0.00%

During the 3 months after leaving Acorn IS this business...

- 1) Lost **-24.41%** of their **total visitors**.
- 2) Lost **-21%** of their **unique visitors**.
- 3) Lost **-25.36%** of their **pageviews**.
- 4) Lost **-1.26%** of **pages** seen.
- 5) Lost **-1.33%** of the **visitors average time on site** (duration)
- 6) **Google organic referrals** dropped **-23.60%**

Other Historical Data

Before the client changed to the new web company, the site Acorn IS designed for them was a top of the line custom design, including On-Page SEO. You can see from the statistics above that not only did the overall traffic diminish, almost 25% of their Google Traffic was lost, 25% less pages were viewed on the new design. Speculation could indicate that this businesses' guests preferred the Acorn IS custom design to the new one with the new web company.

Think About It...

- ✓ Google Placement is NOT JUST ABOUT your new web site. So many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ Do you think that moving to a template driven system from a custom on-page SEO rich site was a good decision for this business?
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Competitor Site: Test Case 5

Overview:

- This client moved to the new Web Company on July 1, 2012.
- This client had a very old, text heavy, image light site that Acorn IS did NOT build
- We hosted and provided marketing support.
- They desperately needed a new design.

Date Comparison:

July 1, 2011 thru July 1, 2012 (while still with Acorn IS)

July 1, 2012 thru July 1, 2013 (with new web company)

Audience Overview

Jul 1, 2012 - Jul 1, 2013
Compare to: Jul 1, 2011 - Jul 1, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

Overview

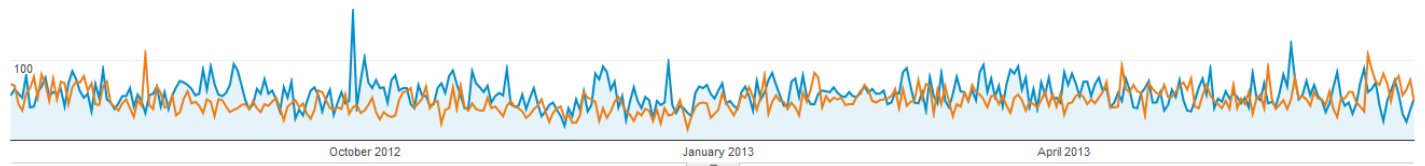
Visits VS. Select a metric

Hourly Day Week Month

Jul 1, 2012 - Jul 1, 2013: Visits

Jul 1, 2011 - Jul 1, 2012: Visits

200



15,615 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits ?	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	18.13%	3.91%	22.75%	31.86%	23.29%	51.15%	0.00%	0.00%	0.00%
	21,327 vs 18,054	72.46% vs 69.74%	15,454 vs 12,590	24.16% vs 35.46%	3.94 vs 3.19	00:04:59 vs 00:03:18	0.00% vs 0.00%	0 vs 0	\$0.00 vs \$0.00
1. google / organic									
Jul 1, 2012 - Jul 1, 2013	6,250	62.98%	3,936	29.30%	4.25	00:03:32	0.00%	0	\$0.00
Jul 1, 2011 - Jul 1, 2012	8,081	63.56%	5,136	36.07%	3.20	00:03:13	0.00%	0	\$0.00
% Change	-22.66%	-0.91%	-23.36%	-18.79%	33.08%	9.94%	0.00%	0.00%	0.00%

During the 12 months after leaving Acorn IS this business...

- 1) **Google organic referrals** dropped **-22.66%**

Other Historical Data

This client had a very old, NOT user friendly design that desperately needed to be updated. You can see from the numbers above that the new web company's template design did the trick from an overall traffic standpoint. But the real question here is, if they lost **-22.66%** of their Free Organic Google Traffic with the new design, what other traffic (paid and free) made up the difference? A new design should never be the cause of lost Google Traffic. So in reality, this client could have been receiving much more traffic if they had not lost the organic Google Traffic as part of moving to the new web company.

Think About It...

- ✓ Do you think that the desperate need for a new design, no matter who created it, could have had similar/improved results?
- ✓ Google Placement is NOT JUST ABOUT your new web site. So many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ Do you think this company made the right decision to move to a template driven site from their really old design for the increase in the statistics seen above?
- ✓ Do you think their money would have been better spent creating a design that included Google friendly on-page SEO and working on any past digital baggage to improve their station even further?
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Competitor Site: Test Case 6

Overview:

- This client moved to the new Web Company on May 1, 2012.
- This client had an older site that Acorn IS did NOT build, but only hosted.

Date Comparison:

May 1, 2011 thru May 1, 2012 (while still with Acorn IS)

May 1, 2012 thru May 1, 2013 (with first new web company)

Audience Overview

May 1, 2012 - May 1, 2013
Compare to: May 1, 2011 - May 1, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

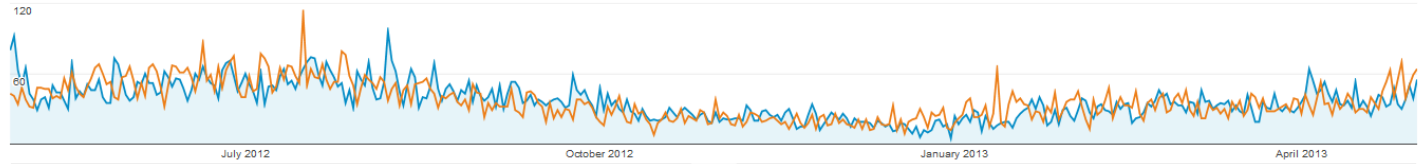
Overview

Visits VS. Select a metric

Hourly Day Week Month

May 1, 2012 - May 1, 2013: Visits

May 1, 2011 - May 1, 2012: Visits



9,262 people visited this site

Visits

-0.58%
13,375 vs 13,453



Unique Visitors

-5.24%
9,262 vs 9,774



Pageviews

10.99%
56,510 vs 50,916



Pages / Visit

11.63%
4.23 vs 3.78



Avg. Visit Duration

-30.84%
00:03:45 vs 00:05:25



Bounce Rate

23.26%
35.23% vs 28.58%



% New Visits

-4.45%
67.78% vs 70.94%



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	reservation completed (Goal 1 Conversion Rate)	reservation completed (Goal 1 Completions)	reservation completed (Goal 1 Value)
	0.58% 13,375 vs 13,453	4.83% 67.97% vs 71.42%	5.38% 9,091 vs 9,008	23.26% 35.23% vs 28.58%	11.63% 4.23 vs 3.78	30.84% 00:03:45 vs 00:05:25	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
May 1, 2012 - May 1, 2013	3,855	64.77%	2,497	32.87%	4.40	00:03:43	0.00%	0	\$0.00
May 1, 2011 - May 1, 2012	3,971	68.09%	2,704	25.33%	3.98	00:04:30	0.00%	0	\$0.00
% Change	-2.92%	-4.88%	-7.66%	29.73%	10.54%	-17.39%	0.00%	0.00%	0.00%

During the 12 months after leaving Acorn IS this business...

- 1) Lost **-0.58%** of their **total visitors**.
- 2) Lost **-5.24%** of their **unique visitors**.
- 3) Lost **-30.84%** of the visitors average **time on site** (duration)
- 4) Lost **-23.26%** more of their visitors **bouncing** (leaving) after only viewing one page.

5) Lost **-4.45%** of their **new visitors**.

6) **Google organic referrals** dropped **-2.92%**

Other Historical Data

This company never asked for any other assistance other than Hosting.

Think About It...

- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?
- ✓ Why do you think the bounce rate increased with the new design?
- ✓ Why do you think the time spent on site (duration) dropped with the new design?

Competitor Site: Test Case 7

Overview:

- This client moved away from Acorn IS to the new Web Company on April 1, 2012.
- They then moved yet again to another different Web Company on August 7, 2013.
- This client had an older site that Acorn IS did NOT build, but only hosted.
- They desperately needed a new design.

Date Comparison:

April 1, 2011 thru April 1, 2012 (while still with Acorn IS)

April 1, 2012 thru April 1, 2013 (with new web company)

Audience Overview

Apr 1, 2012 - Apr 1, 2013
Compare to: Apr 1, 2011 - Apr 1, 2012

Email Export Add to Dashboard Shortcut

▼ All Visits
+0.00%

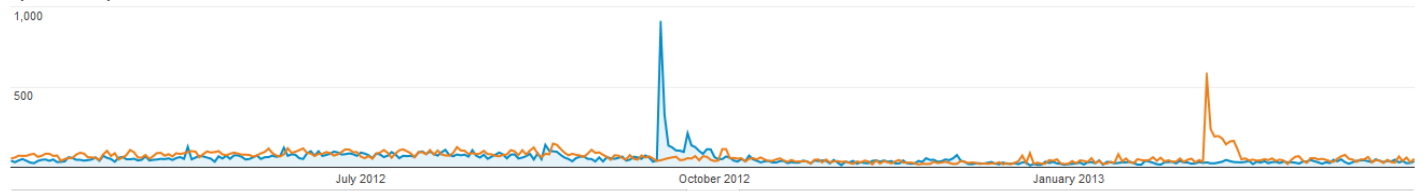
Overview

Visits ▼ VS. Select a metric

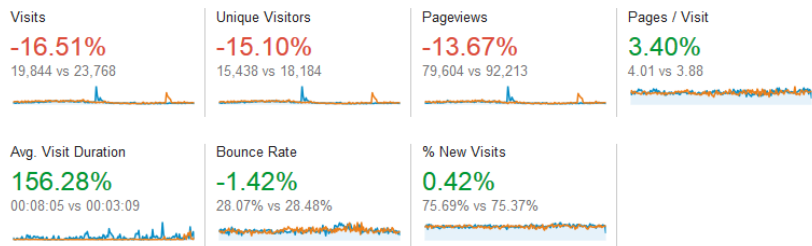
Hourly Day Week Month

Apr 1, 2012 - Apr 1, 2013: Visits

Apr 1, 2011 - Apr 1, 2012: Visits



15,438 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium		Acquisition			Behavior			Conversions		
		Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
		16.51% 19,844 vs 23,768	2.05% 77.04% vs 75.49%	14.80% 15,288 vs 17,943	1.42% 28.07% vs 28.48%	3.40% 4.01 vs 3.88	156.28% 00:08:05 vs 00:03:09	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
2. google / organic										
Apr 1, 2012 - Apr 1, 2013		4,728	73.41%	3,471	31.79%	4.18	00:09:17	0.00%	0	\$0.00
Apr 1, 2011 - Apr 1, 2012		6,166	74.96%	4,622	28.25%	4.18	00:04:06	0.00%	0	\$0.00
% Change		-23.32%	-2.06%	-24.90%	12.52%	-0.05%	126.43%	0.00%	0.00%	0.00%
4. livingsocial.com / referral										
Apr 1, 2012 - Apr 1, 2013		1,262	81.22%	1,025	23.22%	4.46	00:05:44	0.00%	0	\$0.00
Apr 1, 2011 - Apr 1, 2012		1,002	89.02%	892	21.86%	4.37	00:02:19	0.00%	0	\$0.00
% Change		25.95%	-8.76%	14.91%	6.23%	2.04%	147.51%	0.00%	0.00%	0.00%

During the 12 months after leaving Acorn IS this business...

- 1) Lost **-16.51%** of their **total visitors**.
- 2) Lost **-15.10%** of their **unique visitors**.
- 3) Lost **-13.67%** of their **pageviews**.
- 4) The Average Duration per Visit appears to be skewed inside of the Analytics. It doesn't correlate with the Pages per visit with only a 3.4% increase.
- 5) **Google organic referrals** dropped **-23.32%**

Other Historical Data

This company never sought Acorn's assistance with SEO or Local Placement. Also, notice the spikes on the chart above. This business utilized a Living Social add twice in 2012. Feb 6-16, 2012 and then again on Sept 17-30, 2012.

Think About It...

- ✓ Google Placement is NOT JUST ABOUT your new web site. So many other factors outside of your design affect your SERP ranking. There is simply no Magic Pill or Silver Bullet.
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?
- ✓ Why do you think this customer has moved to 3 different web companies in the past 2 years?

Competitor Site: Test Case 8

Overview:

- This client moved to the new Web Company on February 29, 2012.
- This client had a one (1) page “Coming Soon” webpage that Acorn IS hosted.
- They needed a full site built once the property was ready.

Date Comparison:

Feb 29, 2011 thru Mar 1, 2012 (while still with Acorn IS)

Feb 29, 2012 thru Mar 1, 2013 (with new web company)

Audience Overview

Feb 29, 2012 - Mar 1, 2013
Compare to: Feb 28, 2011 - Mar 1, 2012

Email Export Add to Dashboard Shortcut

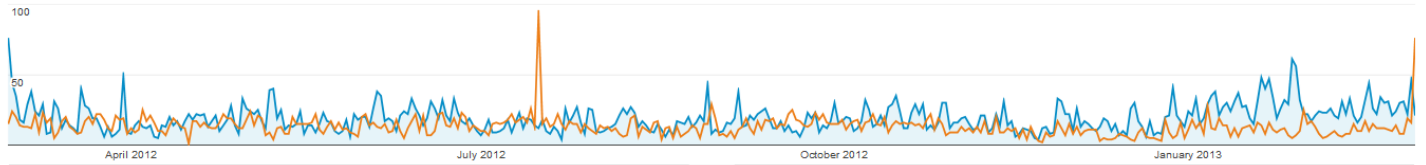
All Visits
+0.00%

Overview

Visits VS. Select a metric

Hourly Day Week Month

Feb 29, 2012 - Mar 1, 2013: Visits
Feb 28, 2011 - Mar 1, 2012: Visits



5,357 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	43.63% 7,097 vs 4,941	9.07% 74.50% vs 81.93%	30.61% 5,287 vs 4,048	82.63% 14.61% vs 84.11%	410.88% 6.48 vs 1.27	367.13% 00:06:33 vs 00:01:24	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Feb 29, 2012 - Mar 1, 2013	2,832	72.00%	2,039	13.24%	6.83	00:04:55	0.00%	0	\$0.00
Feb 28, 2011 - Mar 1, 2012	2,269	81.23%	1,843	84.27%	1.21	00:00:43	0.00%	0	\$0.00
% Change	24.81%	-11.36%	10.63%	-84.29%	464.37%	582.54%	0.00%	0.00%	0.00%

During the 12 months after leaving Acorn IS this business...

- 1) Lost **-9.79%** of their **total new visitors**.

Other Historical Data

This company never asked for any other assistance other than Hosting of the coming soon page. In fact the only page this client ever hosted with us was the one (1) Coming Soon page. The new web design system obviously would improve their overall traffic statistics.

Think About It...

- ✓ Do you think that because the new site now had many more pages instead of one (1) coming soon page, no matter who created the new site, it could have had similar/improved results?
- ✓ With the benefit of hindsight, do you think it was a good decision for this Innkeeper to move from a company where they were paying \$20 a month to paying much more for the above results?

Acorn IS Site: Test Case 1

Overview:

- Go-Live Date: September 24, 2012
- Turnkey Design
- This client didn't have any Google Analytic statistics to reference prior July 21, 2012.
- Very well established business.
- Had no quality on-page SEO on the old site.
- Is an Acorn University student.

Date Comparison:

July 21, 2013 - Oct 29, 2013 vs.

July 21, 2012 - Oct 29, 2012

Audience Overview

Jul 21, 2013 - Oct 29, 2013
Compare to: Jul 21, 2012 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

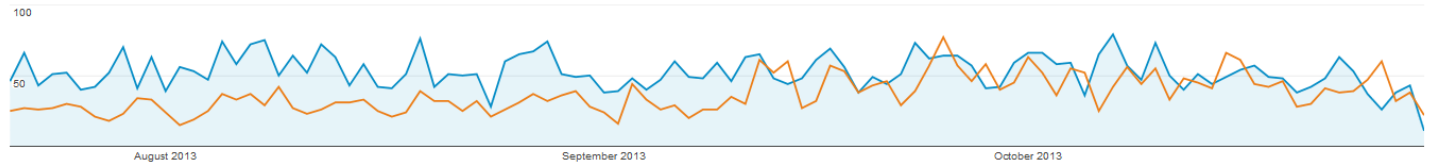
Overview

Visits VS. Select a metric

Hourly Day Week Month

Jul 21, 2013 - Oct 29, 2013: Visits

Jul 21, 2012 - Oct 29, 2012: Visits



3,953 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	43.06%	3.95%	37.41%	33.67%	21.85%	17.60%	0.00%	0.00%	0.00%
1. google / organic									
Jul 21, 2013 - Oct 29, 2013	1,255	63.82%	801	37.21%	3.54	00:03:48	0.00%	0	\$0.00
Jul 21, 2012 - Oct 29, 2012	531	62.34%	331	48.59%	3.37	00:03:35	0.00%	0	\$0.00
% Change	136.35%	2.39%	141.99%	-23.41%	5.08%	6.02%	0.00%	0.00%	0.00%

Acorn IS Site: Test Case 2

Overview:

- Go-Live Date: July 14, 2012
- Turnkey Design
- Brand New Business
- This is comparing the new site to itself 1 year earlier when the business opened.

Date Comparison:

July 14, 2013 - Oct 29, 2013 vs.

July 14, 2012 - Oct 29, 2012

Audience Overview

Jul 14, 2013 - Oct 29, 2013
Compare to: Jul 14, 2012 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

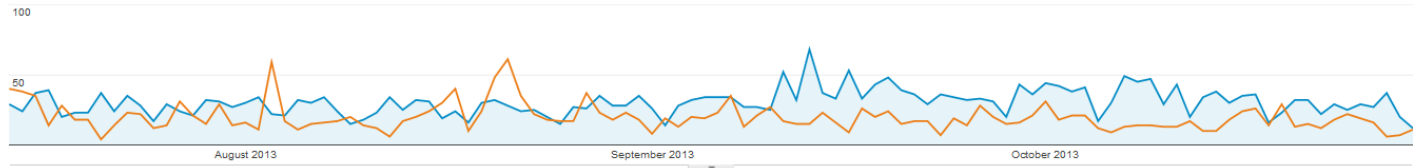
Overview

Visits VS. Select a metric

Hourly Day Week Month

Jul 14, 2013 - Oct 29, 2013: Visits

Jul 14, 2012 - Oct 29, 2012: Visits



2,488 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54.80% 3,288 vs 2,124	4.09% 74.06% vs 77.21%	48.48% 2,435 vs 1,640	30.84% 44.31% vs 64.08%	43.10% 3.22 vs 2.25	41.18% 00:02:57 vs 00:02:05	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Jul 14, 2013 - Oct 29, 2013	1,111	72.73%	808	43.38%	3.40	00:03:17	0.00%	0	\$0.00
Jul 14, 2012 - Oct 29, 2012	357	57.70%	206	63.59%	2.48	00:02:18	0.00%	0	\$0.00
% Change	211.20%	26.04%	292.23%	-31.77%	37.13%	42.90%	0.00%	0.00%	0.00%

Acorn IS Site: Test Case 3

Overview:

- Go-Live Date: January 17, 2012
- Turnkey Site
- Large site with multiple properties.
- Is an Acorn University Student.

Date Comparison:

January 17, 2013 - October 29, 2013 vs.
January 17, 2012 - October 29, 2012

Audience Overview

Jan 17, 2013 - Oct 29, 2013
Compare to: Jan 17, 2012 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

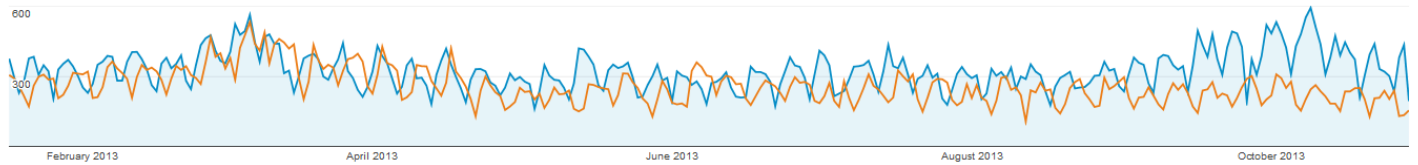
All Visits
+0.00%

Overview

Visits VS. Select a metric

Hourly Day Week Month

Jan 17, 2013 - Oct 29, 2013: Visits
Jan 17, 2012 - Oct 29, 2012: Visits



63,904 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Transactions	Revenue	Ecommerce Conversion Rate
	25.75% 93,431 vs 74,300	8.81% 67.70% vs 74.24%	14.67% 63,252 vs 55,159	13.82% 35.75% vs 31.41%	3.26% 5.75 vs 5.57	24.03% 00:04:22 vs 00:03:31	82.45% 894 vs 490	100.37% \$376,171.01 vs \$187,733.56	45.09% 0.96% vs 0.66%
2. google / organic									
Jan 17, 2013 - Oct 29, 2013	16,478	59.09%	9,737	38.27%	5.90	00:04:53	178	\$78,165.87	1.08%
Jan 17, 2012 - Oct 29, 2012	11,584	62.28%	7,215	36.90%	5.43	00:03:39	58	\$22,863.51	0.50%
% Change	42.25%	-5.13%	34.95%	3.72%	8.64%	33.94%	206.90%	241.88%	115.75%

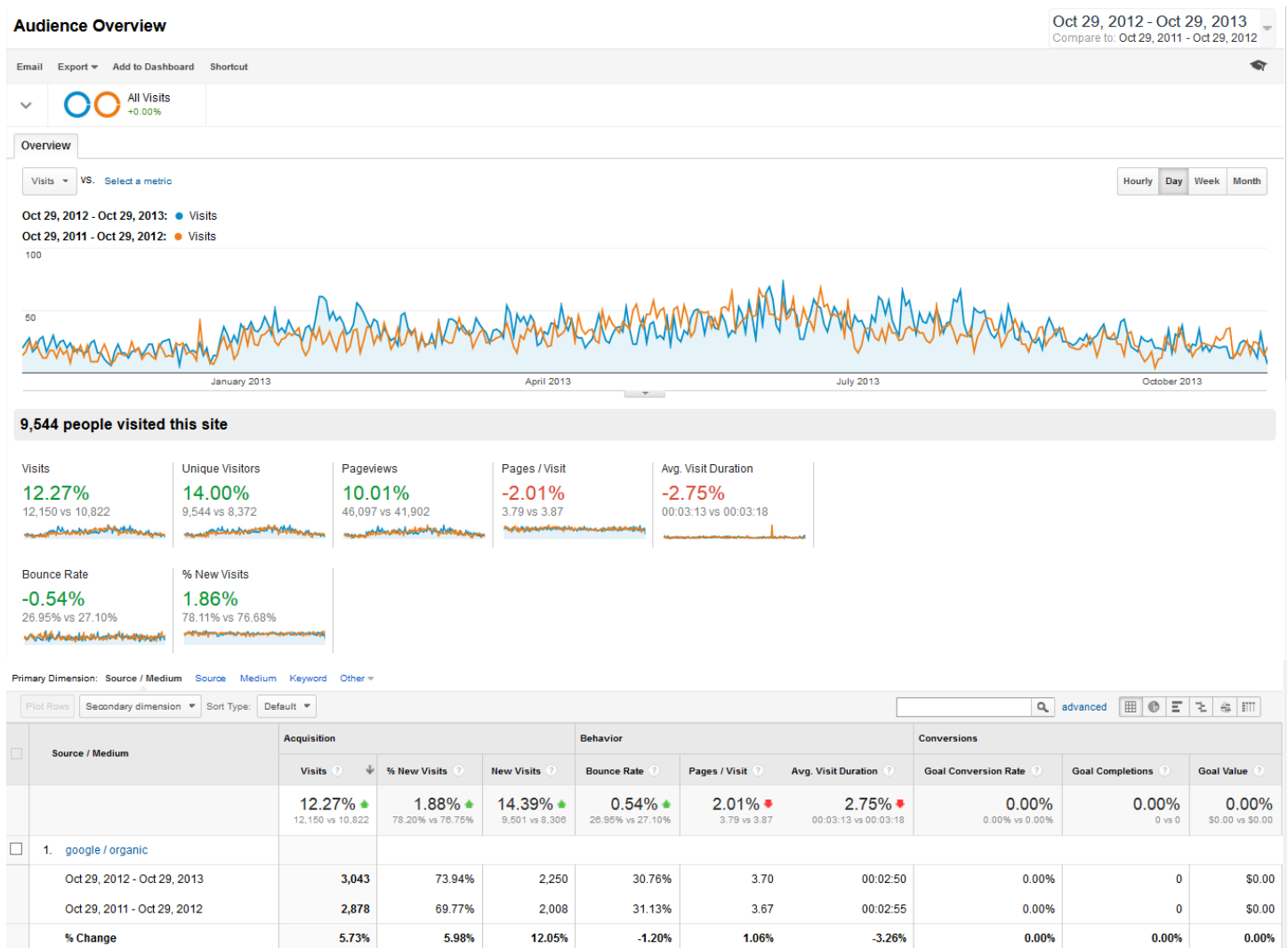
Acorn IS Site: Test Case 4

Overview:

- Go-Live Date: June 1, 2011
- Custom CSS Design
- We decided to test a year up till today on this site to show that the new design is still working well, IE: even a bit better than the first year it was live, which was an increase of the first year the new design was up over the original old site.

Date Comparison:

October 29, 2012 - October 29, 2013 vs.
October 29, 2011 - October 29, 2012



Acorn IS Site: Test Case 5

Overview:

- Go-Live Date: September 10, 2012
- Turnkey Design
- An established business with a text dominant older site.
- Had no quality on-page SEO on the old site.

Date Comparison:

September 10, 2013 - October 29, 2013 vs.
September 10, 2012 - October 29, 2012

Audience Overview

Sep 10, 2013 - Oct 29, 2013
Compare to: Sep 10, 2012 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

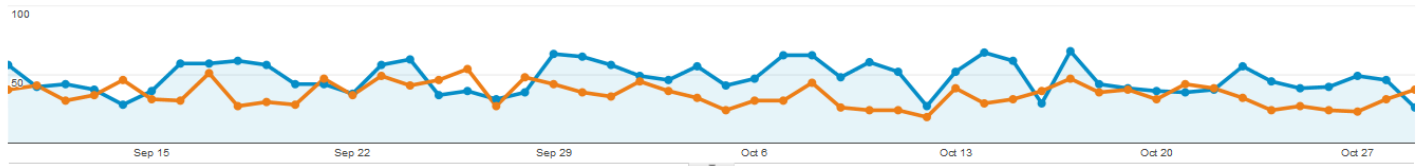
Overview

Visits VS. Select a metric

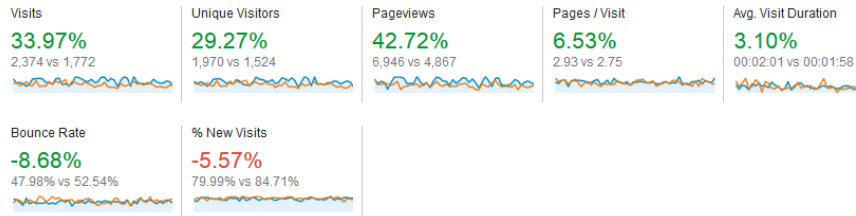
Hourly Day Week Month

Sep 10, 2013 - Oct 29, 2013: Visits

Sep 10, 2012 - Oct 29, 2012: Visits



1,970 people visited this site



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	33.97% 2,374 vs 1,772	5.58% 80.03% vs 84.78%	26.50% 1,900 vs 1,502	8.60% 48.02% vs 52.54%	6.46% 2.92 vs 2.75	3.04% 00:02:01 vs 00:01:58	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Sep 10, 2013 - Oct 29, 2013	1,175	82.21%	966	48.26%	3.09	00:02:00	0.00%	0	\$0.00
Sep 10, 2012 - Oct 29, 2012	407	75.43%	307	42.51%	3.29	00:02:42	0.00%	0	\$0.00
% Change	188.70%	8.99%	214.66%	13.53%	-6.13%	-25.64%	0.00%	0.00%	0.00%

Acorn IS Site: Test Case 6

Overview:

- Go-Live Date: July 22, 2012
- Turnkey Design
- Had an older, but clean looking design before they had the Turnkey built.
- Had no quality on-page SEO on the old site.
- Does NOT have Wrapper Code on their Reservations Buttons. IE: The bounce rate counts every time a Guest clicks their Reservation Button. Which looks like a bounce in the counts, but it's not a bounce away from the Inn, just to their reservation system.
- Is an Acorn University student

Date Comparison:

October 29, 2012 - October 29, 2013 vs.
October 29, 2011 - October 29, 2012

Audience Overview

Oct 29, 2012 - Oct 29, 2013
Compare to: Oct 29, 2011 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

▼ All Visits
+0.00%

Overview

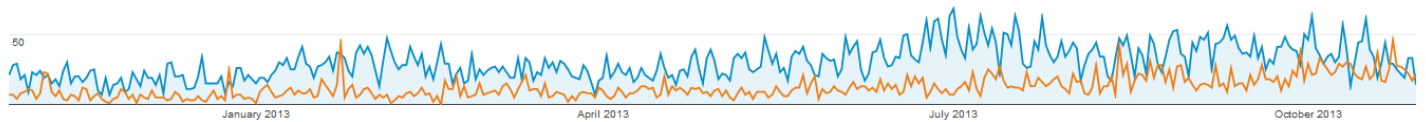
Visits VS. Select a metric

Hourly Day Week Month

Oct 29, 2012 - Oct 29, 2013: Visits

Oct 29, 2011 - Oct 29, 2012: Visits

100



9,412 people visited this site

Visits
145.42%
11,044 vs 4,500

Unique Visitors
173.84%
9,412 vs 3,437

Pageviews
69.70%
31,069 vs 18,308

Pages / Visit
-30.85%
2.81 vs 4.07

Avg. Visit Duration
-32.36%
00:02:24 vs 00:03:33

Bounce Rate
43.16%
48.83% vs 34.11%

% New Visits
11.28%
84.80% vs 76.20%

Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	145.42% 11,044 vs 4,500	11.40% 84.91% vs 76.22%	173.41% 9,378 vs 3,430	43.16% 48.83% vs 34.11%	30.85% 2.81 vs 4.07	32.36% 00:02:24 vs 00:03:33	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Oct 29, 2012 - Oct 29, 2013	5,022	89.15%	4,477	52.61%	2.63	00:01:58	0.00%	0	\$0.00
Oct 29, 2011 - Oct 29, 2012	1,069	77.64%	830	37.79%	3.74	00:02:57	0.00%	0	\$0.00
% Change	369.78%	14.82%	439.40%	39.20%	-29.59%	-33.59%	0.00%	0.00%	0.00%

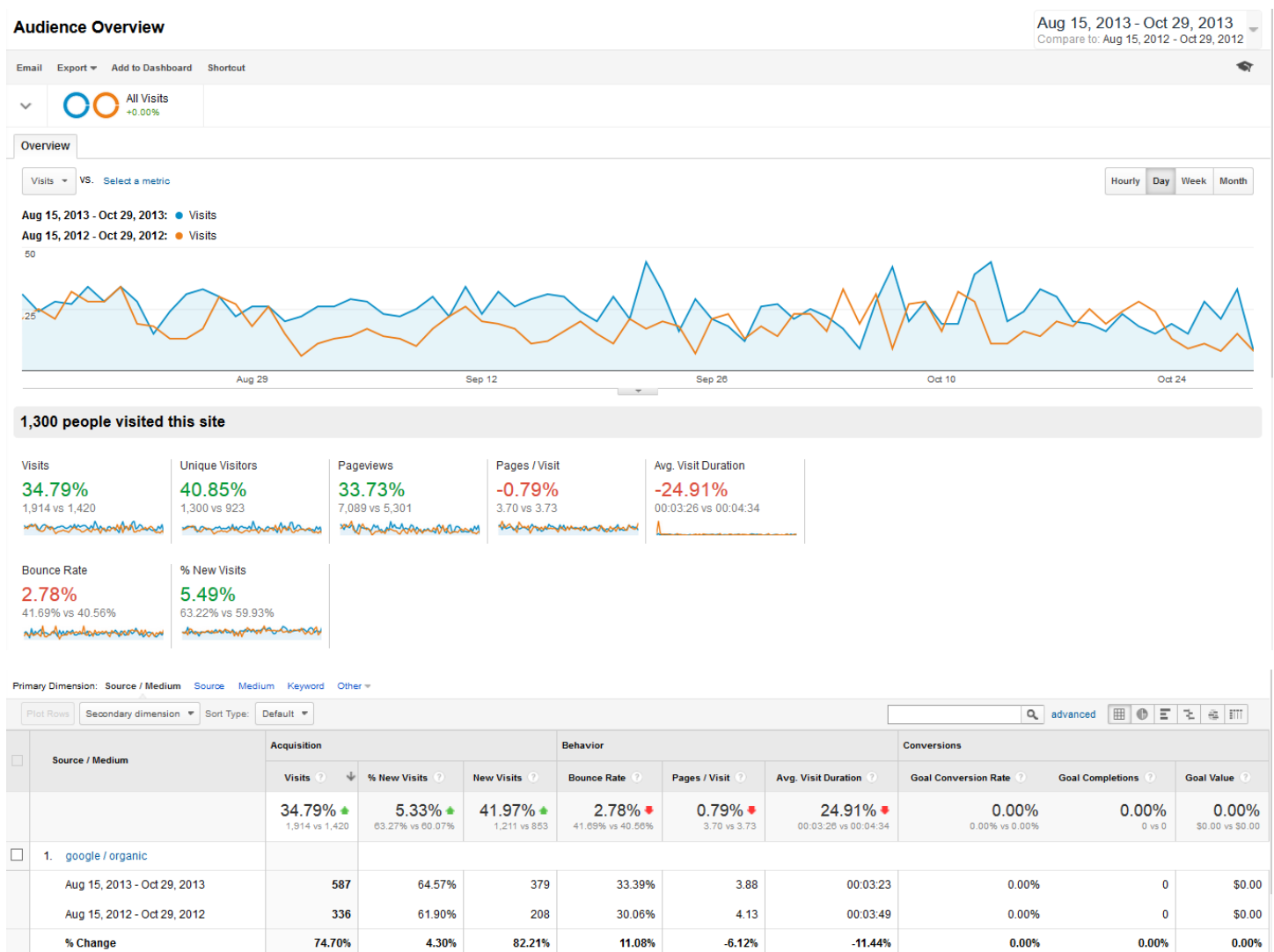
Acorn IS Site: Test Case 7

Overview:

- Go-Live Date: July 13, 2012
- Turnkey Design
- Brand new business
- This client didn't have any Google Analytics statistics to reference prior August 15, 2012
- Does NOT have Wrapper Code on their Reservations Buttons. IE: The bounce rate counts every time a Guest clicks their Reservation Button. Which looks like a bounce in the counts, but it's not a bounce away from the Inn, just to their reservation system.
- This is comparing the new site to itself 1 year earlier when the business opened.

Date Comparison:

August 15, 2013 - October 29, 2013 vs.
August 15, 2012 - October 29, 2012



Acorn IS Site: Test Case 8

Overview:

- Go-Live Date: November 20, 2012
- Turnkey Site
- Well established business who just needed a new site

Date Comparison:

November 20, 2012 - October 29, 2013 vs.
November 20, 2011 - October 29, 2012

Audience Overview

Nov 20, 2012 - Oct 29, 2013
Compare to: Nov 20, 2011 - Oct 29, 2012

Email Export Add to Dashboard Shortcut

All Visits
+0.00%

Overview

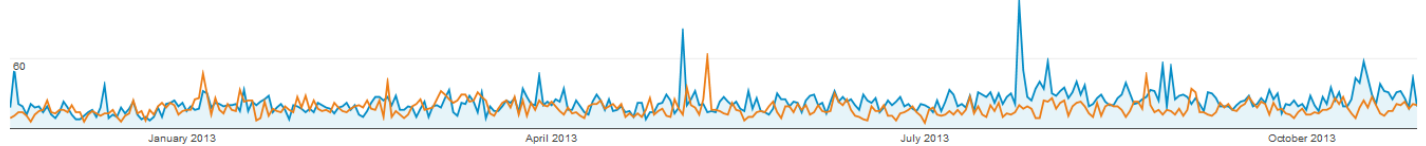
Visits VS. Select a metric

Hourly Day Week Month

Nov 20, 2012 - Oct 29, 2013: Visits

Nov 20, 2011 - Oct 29, 2012: Visits

120



6,047 people visited this site

Visits
30.10%
7,785 vs 5,984

Unique Visitors
31.77%
6,047 vs 4,589

Pageviews
109.25%
32,408 vs 15,488

Pages / Visit
60.84%
4.16 vs 2.59

Avg. Visit Duration
14.37%
00:02:37 vs 00:02:17

Bounce Rate
-31.78%
36.39% vs 53.34%

% New Visits
0.86%
75.80% vs 75.15%

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30.10% 7,785 vs 5,984	0.97% 75.88% vs 75.15%	31.35% 5,907 vs 4,497	31.78% 36.39% vs 53.34%	60.84% 4.16 vs 2.59	14.37% 00:02:37 vs 00:02:17	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
2. google / organic									
Nov 20, 2012 - Oct 29, 2013	1,886	75.98%	1,433	50.53%	3.30	00:01:57	0.00%	0	\$0.00
Nov 20, 2011 - Oct 29, 2012	1,770	77.74%	1,376	62.54%	2.22	00:01:43	0.00%	0	\$0.00
% Change	6.55%	-2.26%	4.14%	-19.21%	49.13%	14.04%	0.00%	0.00%	0.00%