



Optimal Connections, LLC.

Search Engine Optimization Services

SEO Gold and Platinum Service

Online Traffic Analysis System

Overview

One of the key features of our **SEO Gold** and **Platinum** service, our **Online Traffic Analysis System** allows you to have complete picture about how your web site is doing. You receive a unique login ID and password, and 7 x 24 access to valuable web marketing statistics that help you get the most from your web site.

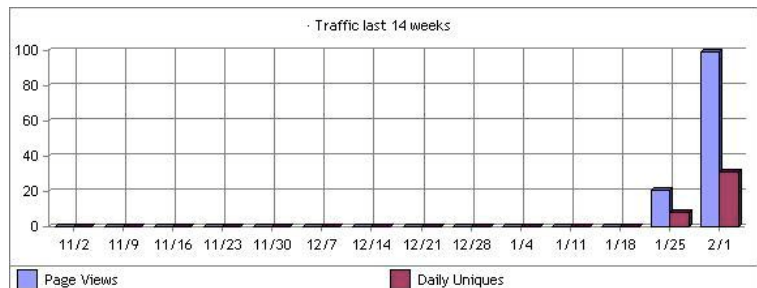
Key Benefits

Your sales and marketing team have convenient anytime access to how your web site is performing, so you can focus your marketing efforts and maximize the return on investment from your web site.

Key Features

Traffic Summary report, providing a quick high level summary of:

- Overall page views and unique visits
- Average daily count
- Visits for today, this week, month, and this year
- Includes graphical view of traffic for last 7 days and last 24 hours
- Provides a quick hi-level summary of your site -- click week, month or year to view those time-frames

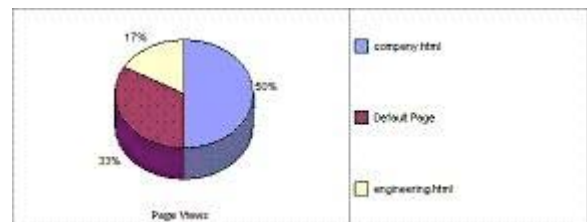


Traffic History report - by day, week, month, and year

- Track the number of page views and unique visits by number and visually
- Downloadable spreadsheet for further analysis

Traffic Analysis by Page

- No. of page views over time for each of your web pages
- Pie chart shows relative popularity of web pages
- Judge which are the most popular pages, and those not attracting enough traffic. Have you launched a new product/service, and the web page for your new solution is not up to expectations? Perhaps some adjustments are called for!



Latest Visitors

- See the access date, time, from domain and who referred the visitor
- View activity for last 50 or last 100 visitors -- anytime
- Lets you know who has been visiting your site. Was that last sales call successful? Did they visit your site? Use this feature to tell if they visited your site, and provide a reason for calling back!

New vs. Repeat Visitors

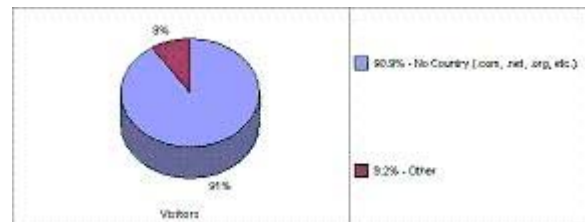
- Gives you a breakdown of percentage of new vs. repeat visitors
- Lets you know how "sticky" your site is (or is not), and how effective it is at encouraging visitors to return
- Enables you to improve your site in terms of its ability to draw people back. Leverage your web site to build customer relationships!

Domains of All Visitors

- Provides a list by day/week/month/year of all domains visiting your site
- You can monitor who your most popular visiting domains are

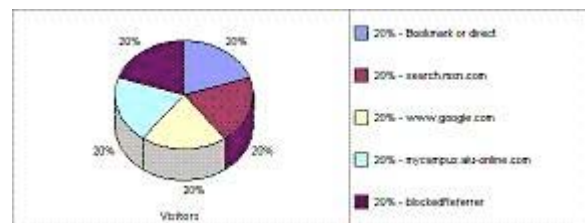
Traffic by Country

- Lets you see who has been visiting your site from which countries, and how much
- Provides a tool to monitor the extent of International visibility for your site



Most Popular Referrers to Your Site

- This view lists all the referring sites, and the number of visits from each site
- A referrer can be a search engine, a direct visit, bookmark, etc.
- Lets you know who your best referrers are - where is your traffic coming from; which search engines are referring visitors to your site, and which ones aren't. Allows you to focus your web marketing efforts at boost referrals from under performing referrers.

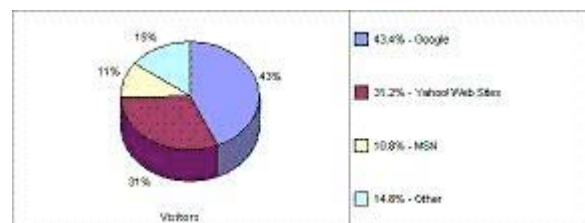


Search Engine Referrals

- Focusing specifically on search engines, this view lets you see which engines are your best referrers, and which ones are not
- Provides a tool for improved search engine marketing

Search Engine Keywords Used

- Lists the most popular keyword phrases used
- Provides feedback on which phrases are working, which ones are not. Enables you to refine search phrases for more effective search engine marketing



E-Commerce Effectiveness

- Provides a means to monitor the effectiveness of selling products and services over your site
- Monitor: Conversion rate, Average order size, First time vs. repeat visitors

Call us at (949) 305-3544 for more information or visit: www.optimalconnections.com