SharpSpring

Powerful. Affordable. Marketing Automation. Leverage Offshore Resources to Expand your Agency Real Tips for Finding and Managing Overseas Creative Talent



Bryan Tobin Usability Manager | SharpSpring



Ryan Stewart Founder | WEBRIS

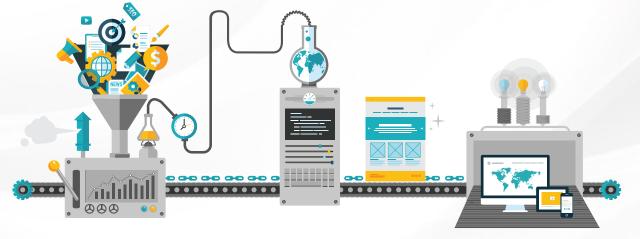
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

Why Are We Here?

- Learn how to successfully incorporate offshore talent into your agency
 - Share marketing best practices
 - Provide real-world stories





Housekeeping

Questions?

- Phone lines are muted
- Submit via:
 - Chat Box
 - Twitter: #SharpTweet or @SharpSpring

Webinar Recording & Slides

• Emailed after webinar

Webinar Survey

• We need your feedback

Upcoming SpringBoard Live – Partners Only: Switching Event Reminders from Pesky to Persuasive Friday, April 14, 2017

Upcoming Webinar: Mission Possible: Quality Content Marketing Wednesday, April 19, 2017

Future Partner Presenters: Email Koertni Adams at koertni.adams@sharpspring.com



Introductions



Bryan Tobin

Usability Manager | SharpSpring

As Usability Manager, Bryan is responsible for creating content to help users get the most out of SharpSpring. This includes maintaining the support forum and creating instructional "how to" videos. Working in collaboration with Marketing, Support, and Development, Bryan helps create an exemplary experience for every user.



Ryan Stewart

Founder | WEBRIS

Ryan Stewart is a marketing professional with over eight years of client-facing experience. He currently owns and operates WEBRIS, a Miami-based digital marketing agency.







WHY, WHAT & HOW TO OUTSOURCE WORK

Ryan Stewart



We're going to talk about 3 things...



- <u>Why</u> you should consider outsourcing.
- <u>What</u> you could potentially outsource (examples of how we do it).
- <u>**How**</u> you can find, train and hire the right people to help you out.







I get negative feedback that I need to address...



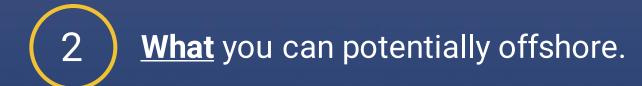
SO...WHY DO IT?

ULTIMATELY, IT COMES DOWN TO <u>SCALING</u> YOUR TIME.



Let's discuss the options.

ТҮРЕ	BENEFITS	DRAWBACKS
Employee / Contractor	 Productivity, expertise, control, growth, happiness 	 Highest costs (salary, training, management, etc)
Freelancer	 A specialist (1 person) in the task you need, job based (easy to let go) 	 Higher cost (in short term), communication / deadline management (often remote workers)
Outsource	 "Experts" (company) at the process you need done (i.e. payroll, accounting, SEO, etc), project based (easy to let go) 	 You're on their terms, communication, high cost
Offshore	 Low cost "expert" in whatever you need, full time control 	 Communication (language), quality, market perception





Considerations...



- Pretty much anything online can be outsourced - social media, content creation, etc (examples coming next).
- If you find yourself doing anything more than once, start thinking about how you can get it off your plate.
- Understand your industry and what are important actions to acquire and manage customers (fitness vs WEBRIS).
- This works best for execution, not planning and strategy (doing vs. thinking).

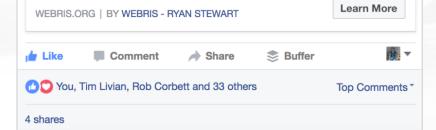


Most agencies don't build links for clients bc it's a massive undertaking. We have a process to scale link acquisition, here it is.

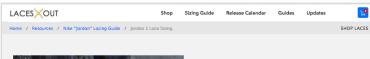


Step by Step Guide to Scale Your Link Building

Link outreach is incredibly time consuming if you don't have a process and plan in place. This video walks you through the EXACT process we use.



WEBRIS





Jordan 1 Lace Sizing

Rate it ****** \$average = \$product->get_average_rating(); 5.00

The Nike Air Jordan 1 comes in 3 variations: Highs, Mids and Lows. We measured the lacing of all 3 styles of the Ones to come up with OG factory exact sizing. It's important to keep in mind how you lace your sneakers before purchasing a pair – if you lace them to the top, go with the 72" shoelaces. If you half laces your Js, go with the 63" laces.

Sneaker	Nike Air Jordan 1
Eyelets	9 (Highs) / 8 (Mids) / 6 (Lows)
Lace Type	Flat (on Highs, Mids & Lows)
Length (Inches)	72" (Highs) / 63" (Mids) / 54" (Lows)
Width (Inches)	0.31 (on Highs, Mids & Lows)
Length (CM)	182 (Highs) / 158 (Mids) / 137 (Lows)
Width (MM)	9 (on Highs, Mids & Lows)

Buy These Laces 🛛 🕁

POPULAR COLORWAYS



Jordan 1 OG Retro "Chicago"



Jordan 1 "Pinnacle"

Jordan 1 OG Retro "Black Toe"

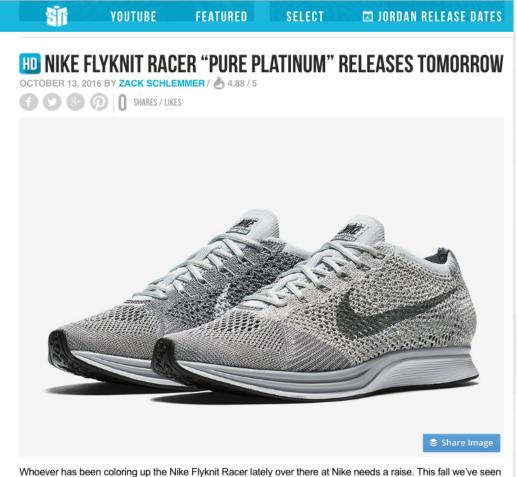
Jordan 1 OG Retro "Shadow"

Back To Guide 🛛 🖆

WHERE TO BUY REPLACEMENT LACES?

We sell exact replica laces to the Nike Air Jordan I shoelaces on our store and on our Amazon store. We measured the EXACT shoelace sizes and had them privately manufactured to ensure the laces were 1 to 1 quality. Each lace we produce is guaranteed to look, feel and perform exactly like the OG lace type.

WEBRIS



Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new "Volt" version, the instantly sold out "Blackout" colorway and now this which may just be the best of them all, the "Pure Platinum"...Read More

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4			Legacy Condition		
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12	1	Accessibility/Findability Issues			
13	2	Crawl vs. Index Status			
14	3	Server Uptime			
15	4	Robots.txt			
16	5	Use of meta robots tags (follow, no-follow, index, no-index)			
17	6	Use of Meta Refresh Tag			
18	7	Client Side Errors (40x)			
19	8	Server Side Errors (50x)			
20	9	HTML Sitemap			
21	10a	Page XML Sitemaps			
22	10b	Found Page XML Sitemaps?			
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24	12	Page XML Sitemap(s) is Listed in GSC			
25	13	Page XML Sitemap with Broken Links			
26	14a	Mobile XML Sitemaps			
27	14b	Found Mobile Pages?			
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Re	eport	GREEN = FORMULA IN CELL	Seconds Day		REPORT MON										
			January	February	March	April	May	June	July	August	September	October	November	December	January
onthly Report (S		Visits	569,075	680,707	818,593	580,662	715,203	1,128,519	563,438	499,256	393,344	400,496	376,241	396,241	671,8
Nonthly Report (S		Page views	1,566,785	1,734,453	1,977,964	1,365,504	1,619,017	2,160,438	1,322,849	1,185,181	910,220	891,823	822,735	883,324	1,586,0
Monthly Report (S	Section 1)	Bounce Rate	50.00%	51.00%	55.60%	56.66%	51.79%	63.50%	50.27%	47.04%	51.50%	51.56%	52.67%	53.67%	52.72
		Pages Per Visit	2.75	2.55	2.42	2.35	2.26	1.91	2.35	2.37	2.31	2.23	2.19	2.23	2
		Time On Site	0:02:54	0:02:35	0:02:28	0:02:26	0:02:15	0:01:41	0:02:25	0:02:18	0:02:27	0:02:15	0:02:19	0:02:28	0:02
		Intent To Travel Leads	209,283	219,649	282,364	202,450	211,963	277,391	202,423	152531	137,190	119,425	120,872	138,179	270,9
to the Desert of	Operations (1)	Lead Rate	37%	32%	34.49%	34.87%	29.64%	25%	36%	31%	34.9%	29.8%	32.1%	34.9%	40.3
Monthly Report (S	Section 1)	Total Seconds Spent					96,805,256	113,586,820	81,973,959	68,854,834	57,690,160	54,200,861	52,366,230	58,582,859	104,045,39
		N/1-14	lawyaw.	Fahrung	Manah	A	Marrie	hung	la des	A	Contombor	Ostahar	Massamhar	December	Innunni
		Visit	January	February	March	April 123,344	May 114,925	June	July	August	September	October	November	December	January
In all the Descent (Direct Paid Search	127,221	156,500	181,142	46,096		233,264	145,988	148,360	95,088 30,161	69,050	56,752	73,565	135,5
Monthly Report (S Monthly Report (S		Organic	29,250 350,916	79,514 353,705	78,230 418,800	294,429	54,034 295,640	84,602 309,810	37,689 306,594	27,614 267,238	232,404	36,393 254,206	46,463 252,978	47,573 258,966	62,2 438,4
									62,994						
Monthly Report (S	Section 4)	Display	52,563 11,296	81,506 19,511	129,497 24,542	98,577 19,113	124,554	480,813 29,351	62,994	43,520 14,352	30,925 7,231	36,480 7,822	14,335 4,907	12,064 5,661	25,1 10,3
Apothly Report (S	Section 5 5	Social Paid Social	11,296	19,011	29,042	19,113	13,261	29,001	10,075	14,352	1,231	1,022	4,907	0,001	10,3
Monthly Report (S	Section 5.5)	Paid Social Total Visits (MANUAL INPUT from 'NONE' on T	tasking Code Report (NO	Cogmonte)						415.598	327,492	323,256	309,730	332,531	574.0
		Total Visits (MANUAL INPUT from NONE on T	racking Code Report (NO	Segments)						415,598	327,492	323,255	309,730	332,531	574,0
		Demondance	lanuari	Fahrung	Manah	Amuli	Maria	hune	Index	A	Contombor	Ostahar	Mayamhar	December	Innuanu
		Pageviews Direct	January 347,192	February 360,583	March 412,760	April 304,786	May 246,498	June 449,482	July 358,421	August 381,971	September 222,722	October 154.567	November 112,298	December 159.827	January 299.6
Aonthiv Report (S	Section 2)	Paid Search	92,199	253,081	252,987	148,243	240,498	243295	114989	79242	86,430	88,077	101,954	110,894	299,0
Anthly Report (S		Organic	1.037,133	980,743	1,116,593	756,760	750260	243295 808288	746156	637,749	549,743	584,665	564,853	574,756	1.063.9
		Display	68,769	106,904	167,974	121,885	153607	619894	81553	57001	40,491	49,049	21,243	17,774	
Monthly Report (S	Section 4)	Social	20,413	31,147			153607	42465	81553 28844	33872					42,8
ionally Report (s	Section 5)	Paid Social	20,413	31,147	35,271	32,467	22889	42465	28844	33872	15,764	14,854	10,116	10,014	16,9
Nonthly Report (S	Section 5.5)		I on Tracking Code Doors	I /NO Reserved							772.465	700 000	677,151	734,583	1.363.5
		Total PageViews (MANUAL INPUT from 'NONE	 on tracking Code Report 	t (NO Segment	s)						//2,465	739,232	677,151	734,583	1,363,5
		Bounce Rate	Innuan:	February	March	April	May	June	July	August	September	October	November	December	January
			January	rebruary	March	April 53%	41%	June 44%	40%	August	49.0%		50.5%	52.1%	January
Institute Depart (Contine (1)	Paid Search	4970	49%	07.0%	42%	41%	44%	40%	40%	49.0%	49.0% 45.5%	42.7%	40.0%	37.
Ionthly Report (S			36% 45%	39% 46%	42% 47.4%	42%	42%	43%	40%		41.4%	45.5% 43.5%	42.7%	40.0%	37.
Ionthly Report (S		Organic Display	45%	46% 84%	47.4%	49% 86%	50% 85%	49%	49%	48.5% 84%	49.9%	43.5%	41.2%	52.2% 67.2%	49.4
fonthly Report (S														07.2%	70.
Ionthly Report (C	Section 5)														
Monthly Report (S	Section 5)	Social	67%	70%	78%	69%	69%	76%	61%	45%	58.3%	43.5%	52.6%	64.9%	64.
Monthly Report (S Monthly Report (S	Section 5)	Social Paid Social	67%	70%	78%						58.3%	43.5%	52.6%	64.9%	64.
Monthly Report (S	Section 5)	Social	67%	70%	78%										64.
Aonthly Report (S	Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NON	67% NE' on Tracking Code Rep	70% ort (NO Segme	78% nts)	69%	69%	76%	61%	45%	58.3% 49.0%	43.5% 49.00%	52.6% 50.50%	64.9% 52.10%	64. 50.8
Aonthly Report (S	Section 5)	Social Paid Social	67% NE' on Tracking Code Rep January	70%	78% nts) March	69%	69% May			45% August	58.3% 49.0% September	43.5% 49.00% October	52.6% 50.50% November	64.9% 52.10% December	64. 50.8 January
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Ionthly Report (S	Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Avg. Pages Per Visit Direct Paid Search	67% NE' on Tracking Code Rep January 2.73 3.15	70% ort (NO Segme February 2.3 3.2	78% nts) <u>March</u> 2.28 3.23	69% April 2.47 3.22	69% May 2.14 2.97	76% June 1.9 2.9	61% July 2.46 3.05	45% August 2.57 2.87	58.3% 49.0% September 2.34 2.87	43.5% 49.00% October 2.24 2.42	52.6% 50.50% November 1.98 2.19	64.9% 52.10% December 2.17 2.33	64. 50.8 January 2 2 2
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Aonthly Report (S	Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO' Avg. Pages Per Visit Direct Paid Search Organic Display Social	67% NE' on Tracking Code Rep January 2.73 3.15 2.96	70% ort (NO Segme February 2.3 3.2 2.8	78% nts) 2.28 3.23 2.67	69% April 2.47 3.22 2.57	69% May 2.14 2.97 2.54	76% June 1.9 2.9 2.6	61% July 2.48 3.05 2.43	45% August 2.57 2.87 2.39	58.3% 49.0% September 2.34 2.87 2.37	43.5% 49.00% October 2.24 2.42 2.30	52.6% 50.50% November 1.98 2.19 2.23	64.9% 52.10% December 2.17 2.33 2.22	64. 50.8 January 2 2 2 1
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Ionthly Report (S	Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Avg. Pages Per Visit Diroct Paid Search Organic Display Social Paid Social	67% NE' on Tracking Code Rep 2.73 3.15 2.96 1.31 1.81	70% ort (NO Segme 2.3 3.2 2.8 1.3 1.6	78% nts) <u>March</u> 2.28 3.23 2.67 1.30 1.44	69% April 2.47 3.22 2.57 1.24 1.70	69% May 2.14 2.97 2.54 1.23 1.73	76% June 1.9 2.9 2.6 1.3 1.4	61% July 2.46 3.05 2.43 1.29 1.9	45% August 2.57 2.87 2.39 1.31 2.36	58.3% 49.0% September 2.34 2.87 2.37 1.31 2.18	43.5% 49.00% October 2.24 2.30 1.34 1.90	52.6% 50.50% November 1.98 2.19 2.23 1.48 2.06	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77	64. 50.8 January 2 2 2 1 1
Ionthly Report (S	Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO' Avg. Pages Per Visit Direct Paid Search Organic Display Social	67% NE' on Tracking Code Rep January 2.73 3.15 2.96 1.31	70% ort (NO Segme 2.3 3.2 2.8 1.3	78% nts) 2.28 3.23 2.67 1.30	69% April 2.47 3.22 2.57 1.24	69% May 2.14 2.97 2.54 1.23	76% June 1.9 2.9 2.6 1.3	61% July 2.46 3.05 2.43 1.29	45% August 2.57 2.87 2.39 1.31	58.3% 49.0% September 2.34 2.87 2.37 1.31	43.5% 49.00% October 2.24 2.30 1.34	52.6% 50.50% November 1.98 2.19 2.23 1.48	64.9% 52.10% December 2.17 2.33 2.22 1.47	64. 50.8 January 2 2 2 1 1
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Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S	Section 5.5) Section 2)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Arg. Pages Per Visit Direct Paid Search Organic Display Social Paid Social Total Seconds Spent Direct Paid Search	67% NE' on Tracking Code Rep 2,73 3,15 2,96 1,31 1,31 1,81 January 23,569,000 5,799,483	70% rt (NO Segme 2.3 3.2 2.8 1.3 1.6 February 25,281,665 15,634,295	78% nts) March 228 323 2.67 1.30 1.44 March 27,712,275 15,297,113	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649	76% June 1.9 2.9 2.6 1.3 1.4 June 26,699,968 14,778,733	61% July 2.46 3.05 2.43 1.29 1.9 July 24,753,305 7,721,784	45% August 2.57 2.87 2.39 1.31 2.36 August 16,159.395 5,065,002	58.3% 49.0% September 2.34 2.87 2.37 1.31 2.18 September 15,208,023 5,698,537	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8.897,698 5.839,835	52.6% 50.50% November 2.23 1.48 2.06 November 8,074,605 6,261,626	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12,760,267 6,741,701	64. 50.8 January 2 2 2 2 2 1 1 1 1 3 3 9,813,6 9,813,6
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Avg. Pages Per Visit Diroct Paid Search Organic Display Social Paid Social Paid Social Total Seconds Spent Diroct	67% VE' on Tracking Code Rep 2.73 3.15 2.96 1.31 1.81 January 23.589,000	70% ort (NO Segmer 2.3 3.2 2.8 1.3 1.6 February 25,281,665	78% nts) 2.28 3.23 2.67 1.30 1.44 March 27,712,275	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685	76% June 2.9 2.6 1.3 1.4 June 26,699,968	61% July 2.46 3.05 2.43 1.29 1.9 July 24,753,305	45% August 2.57 2.87 2.39 1.31 2.36 August 16,159,395	58.3% 49.0% September 2.34 2.87 2.37 1.31 2.18 September 15,208,023	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8,897,696	52.6% 50.50% November 1.98 2.19 2.23 1.48 2.06 November 8,074,605	64.9% 52.10% December 2.13 2.33 2.22 1.47 1.77 December 12,760,267	64. 50.8 January 2 2 2 2 1 1 1 3 9,813,6 70,370,1
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Avg. Pages Per Visit Direct Paid Search Organic Display Social Paid Social Total Seconds Spent Direct Paid Search Organic	67% NE' on Tracking Code Rep 2.73 3.15 2.96 1.31 1.81 January 23.569,000 5,799,483 65,155,345	70% ort (NO Segmen 2.3 3.2 2.8 1.3 1.6 February 25,281,665 15,634,295 61,068,810	78% nts) March 228 323 2.67 1.30 1.44 March 27,712,275 15,297,113 68,892,928	69% April 2.47 3.22 2.57 1.24 1.70 April 22.159.255 9,125.045 46.873,170	69% May 2.14 2.97 2.54 1.23 1.23 1.73 16,693,685 10,046,649 46,814,922	76% June 2.9 2.6 1.3 1.4 26,699.968 14,778,733 50,337,928	61% July 2.46 3.05 2.43 1.29 1.9 24,753,305 7,721,784 47,383,603	45% August 2.57 2.39 1.31 2.36 August 16,159,395 5,065,002 40,374,826	58.3% 49.0% September 2.34 2.37 2.37 1.31 2.18 September 15,208,023 5,598,537 3,4,740,367	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8.897,696 5.839,835 37,193,469	52.6% 50.50% 1.98 2.23 1.48 2.06 November 8.074.605 6.261.626 36.381.125	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12.760,267 6,741,701 37,217,280	64. 50.8 January 2 2 2 3 3 3 3 9,813.6 70,370,1 1,805,6
Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO' Arg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Social Display Display	67% NE' on Tracking Code Rep 2,73 3,15 2,96 1,31 1,31 1,81 2,3589,000 5,709,483 65,155,345 2,692,203	70% February 2.3 3.2 2.8 1.3 1.6 February 25,281,665 15,634,295 61,068,810 4,156,443	78% htts) March 2.28 3.23 2.67 1.30 1.44 27,712,275 15,297,113 68,892,928 7,202,998	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649 46,814,922 5,925,849	76% June 1,9 2,9 2,6 1,3 1,3 1,4 26,699,968 14,778,733 50,337,928 20,309,195	61% 2.46 3.05 2.43 1.29 1.9 24,753,305 7,721,784 47,383,603 3,284,353	45% August 2.57 2.39 1.31 2.36 5.065.002 40,374.826 2,060,269	58.3% 49.0% September 2.34 2.37 1.31 2.18 September 15,208,023 5,698,537 34,740,367 1,520,422	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8.897,686 5.839,835 37,193,469 1.709,438	52.6% 50.50% November 1.98 2.23 1.48 2.06 November 8,074,605 6,261,626 36,381,125 802,745	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12,760,267 6,741,701 37,217,280 742,370	64. 50.8 January 2 2 2 3 3 3 3 9,813.6 70,370,1 1,805,6
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO' Arg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Social Display Social Display Social Paid Social	67% NE' on Tracking Code Rep 2,73 3,15 2,96 1,31 1,31 1,31 23,569,000 5,709,483 65,155,345 2,69,2,203 1,224,200	70% (NO Segme 2.3 3.2 2.8 1.3 1.8 February 25,281,665 15,634,295 61,068,810 4,156,443 1,540,464	78% htts) March 2.28 3.23 2.67 1.30 1.44 27,712,275 15,297,113 68,892,928 7,202,998	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649 46,814,922 5,925,849	76% June 1,9 2,9 2,6 1,3 1,3 1,4 26,699,968 14,778,733 50,337,928 20,309,195	61% 2.46 3.05 2.43 1.29 1.9 24,753,305 7,721,784 47,383,603 3,284,353	45% August 2.57 2.39 1.31 2.36 5.065.002 40,374.826 2,060,269	58.3% 49.0% September 2.34 2.37 1.31 2.18 September 15,208,023 5,698,537 34,740,367 1,520,422	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8.897,686 5.839,835 37,193,469 1.709,438	52.6% 50.50% November 1.98 2.23 1.48 2.06 November 8,074,605 6,261,626 36,381,125 802,745	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12,760,267 6,741,701 37,217,280 742,370	64. 50.8 January 2 2 2 2 1 1 1 1 21,586,3 9,813,6 70,370,1 1,805,6 1,181,5
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO! Avg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Search Organic Direct Social Display Social	67% NE' on Tracking Code Rep 2,73 3,15 2,96 1,31 1,31 1,31 23,569,000 5,709,483 65,155,345 2,69,2,203 1,224,200	70% (NO Segme 2.3 3.2 2.8 1.3 1.8 February 25,281,665 15,634,295 61,068,810 4,156,443 1,540,464	78% htts) March 2.28 3.23 2.67 1.30 1.44 27,712,275 15,297,113 68,892,928 7,202,998	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649 46,814,922 5,925,849	76% June 1,9 2,9 2,6 1,3 1,3 1,4 26,699,968 14,778,733 50,337,928 20,309,195	61% 2.46 3.05 2.43 1.29 1.9 24,753,305 7,721,784 47,383,603 3,284,353	45% August 2.57 2.39 1.31 2.36 5.065.002 40,374.826 2,060,269	58.3% 49.0% 2.34 2.37 1.31 2.18 5.098.023 5.698.537 34,740.367 1.520.422 1.118.819	43.5% 49.00% 2.24 2.30 1.34 1.90 October 8,897,698 5,839,835 37,193,469 1,709,438 1,079,447	52.6% 50.50% November 2.19 2.23 1.48 2.06 8.074.605 6.261.628 36.381.125 802,745 819,284	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12.760.267 6.741,701 37.217.260 742,370 755,146	64. 50.8 January 2 2 2 2 1 1
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NO' Arg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Social Display Social Display Social Paid Social	67% NE' on Tracking Code Rep 2 73 3 15 2 96 1.31 1.81 January 23.569.000 5,779.483 65,155,345 2,662,203 1,224,200 on Tracking Code Report (/	70% restrict NO Segment 70% 70% 70% 70% 70% 70% 70% 70%	78% htts) March 2.28 3.23 2.67 1.30 1.44 27,712,275 15,297,113 68,892,928 7,202,998	69% April 2.47 3.22 2.57 1.24 1.24 1.24 1.24 1.24 1.25 9.125,045 9.125,045 46,873,170 4,974,512 2,107,213	69% May 2.14 2.97 2.54 1.23 1.73 1.23 1.73 May 16,693,685 10,046,649 46,814,922 5,925,849 1,389,700	76% 1.9 2.9 2.6 1.3 1.4 26,699,968 14,778,733 50,337,928 20,309,195 1,515,763	61% 2.46 3.05 2.43 1.29 1.9 24,753,054 47,383,603 3,284,353 1,893,921	45% August 2.57 2.87 2.39 1.31 2.36 5.065,002 40,374,826 2.060,269 2,113,490	58.3% 49.0% 2.34 2.37 2.37 1.31 2.18 5.698.537 34.740.367 1.520.422 1.518.819 49.948.380	43.5% 49.00% 2.24 2.30 1.34 1.90 October 8,897,698 5,839,835 37,193,469 1,709,438 1,079,447	52.6% 50.50% November 2.19 2.23 1.48 2.06 8.074.605 6.261.628 36.381.125 802,745 819,284	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12.760.267 6.741,701 37.217.260 742,370 755,146	64. 50.8 January 2 2 2 2 1 1 1 1 21,586,3 9,813,6 70,370,1 1,805,6 1,181,5
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Arg, Pages Per Visit Direct Paid Search Organic Paid Social Total Seconds Spent Direct Paid Social Display Social Display Social Display Social Display Social Display Social Display Social Display Social	67% NE' on Tracking Code Rep 2,73 3,15 2,96 1,31 1,31 1,31 23,569,000 5,709,483 65,155,345 2,69,2,203 1,224,200	70% ort (NO Segme) 2.3 3.2 2.8 1.3 1.6 760 75,634,295 61,068,810 4,156,443 1,540,464 NO Segments) February	78% hts) March 2,28 3,23 1,30 1,44 March 27,712,275 15,297,113 68,892,928 7,202,928 1,560,627	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649 46,814,922 5,925,849	76% June 1,9 2,9 2,6 1,3 1,3 1,4 26,699,968 14,778,733 50,337,928 20,309,195	61% 2.46 3.05 2.43 1.29 1.9 24,753,305 7,721,784 47,383,603 3,284,353 1,893,921	45% August 2.57 2.39 1.31 2.36 5.065.002 40,374.826 2,060,269	58.3% 49.0% 2.34 2.37 1.31 2.18 5.098.023 5.698.537 34,740.367 1.520.422 1.118.819	43.5% 49.00% 2.24 2.42 2.30 1.34 1.90 October 8.897,686 5.839,835 37,193,469 1.709,438 1.079,447 46,091,165	52.6% 50.50% November 2.19 2.23 1.48 2.06 8.074,605 6.261,626 6.261,626 36,381,125 802,745 819,284 44,455,730	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12.760,267 6,741,701 37.217,260 742,370 755,146 49,977,547	64. 50.8 January 2 2 2 1 1 1 1 2 1,586,3 9,813,6 70,370,1 1,805,6 1,181,5 91,956,5 January
tenthý Report (S tenthý Report (S fonthý Report (S fonthý Report (S fonthý Report (S fonthý Report (S	Section 5.5) Section 2.5 Section 2.1 Section 3.1 Section 3.5 Section 5.5	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Arg, Pages Per Visit Direct Paid Search Organic Display Social Paid Social Total Seconds Spent Direct Paid Social Paid Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct	67% NE' on Tracking Code Rep 2/3 3.15 2.96 1.31 1.31 2.359.000 5,799.483 65,155,345 2.692.203 1.224,200 on Tracking Code Report (I January	70% restriction of the second	78% hts) March 2.28 3.23 2.67 1.30 1.44 March 27.712.275 15.297.113 68.892.928 7.202.998 7.500.627 March	69% April 2.47 3.22 2.57 1.24 1.70 22,159,255 9,122,049 48,873,170 49,874,512 2,107,213 April	69% May 2.14 2.97 2.54 1.23 1.73 May 10,046,649 46,693,085 10,046,649 46,614,922 5,925,849 1,389,700 May	76% June 2.9 2.6 1.3 1.4 26,699,968 14,778,73 50,337,928 20,309,195 1,515,763 June 0.01:54	61% 2.46 3.05 2.43 1.29 1.9 24,753,054 47,383,603 3,284,353 1,893,921	45% August 2.57 2.39 1.31 2.36 August 16,159,395 5,065,002 2,060,260 2,113,490 August	58.3% 49.0% 2.34 2.87 2.37 1.31 2.18 5.698.537 34,740.367 1.520.422 1.118.819 49,948,390 September	43.5% 49.00% October 2.24 2.42 2.30 1.34 1.90 October 6.897.696 5.897.696 5.897.695 1.709.438 1.079.447 46.091.165 October	52.6% 50.50% November 8 2.19 2.23 1.48 2.06 November 8.074.605 6.261.626 36.381.125 802,745 819.284 44,455.730 November 0.01:50	64.9% 52.10% December 2.17 2.33 2.22 2.47 1.77 December 6.741.701 37.217.280 6.741.701 37.55,146 49.977,547 December 0.01.32	64. 50.8 January 2 2 2 2 2 1 1 1 January 21,586,3 70,370,1 1,805,6 70,370,1 1,956,5 91,956,5 January 0,010 0,000 0
Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 3) Section 5) Section 5) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NON Avg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Social Paid Paid Pa	67% NE' on Tracking Code Rep 273 315 296 131 1.81 23.569.000 5,799.483 65,155,345 2,662,203 1,224,200 on Tracking Code Report 0.03.05	70% ort (NO Segme 2.3 3.2 2.8 1.3 1.6 February 25,281,665 61,068,810 4,156,44.3 1,564,426 4,156,44.3 NO Segments) February 0.02.42 0.03.17	78% hts) March 228 323 2.67 1.30 1.44 March 27,712,275 15,297,113 68,892,928 1,560,627 March 0.02233	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512 2,07,213 April 0.03.00	69% May 2.14 2.97 2.54 1.23 1.73 10,046,649 46,814,922 5,925,849 1,389,700 May 0.02:25	76% June 1.9 2.6 1.3 1.4 26.699.963 1.4,778,783 20.309,195 20.309,195 20.309,195 20.309,195 0.01:54 0.02:55	61% July 2.46 3.05 2.43 1.29 1.9 July 47,33,60 3.284,353 3.284,353 1.693,921 July 0.02:50 0.0325	45% August 2.57 2.39 1.31 16.169.395 5.066.002 40.374.826 2.060.269 2.060.269 2.013.490 0.031.490	58.3% 49.0% September 2.34 2.87 1.31 15.208.023 5.698.637 34.740.367 1.520.422 1.520.423 1.118,619 49.948,390 September 0.033.09	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 6.897.696 5.339.635 5.339.635 1.709.438 1.709.438 1.709.447 46.091.165 October 0.0125 0.02240	52.6% 50.50% November 1.98 2.23 1.48 2.06 8.074.626 6.261.626 6.261.626 8.02.46 8.074.626 8.02.46 8.02.46 8.02.46 8.02.46 8.02.45 8.02	64.9% 52.10% December 2.17 2.33 2.22 1.47 1.77 December 12.70,287 6,741,70 742.370 742.370 745.146 49,977,647 December 0.01:32 0.01:32	64. 50.8 January 2 2 2 2 2 2 2 2 2 2 2 2 2
Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 3) Section 5) Section 5) Section 2) Section 2) Section 3)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Avg. Pages Per Visit Direct Paid Search Organic Direct Paid Social Total Seconds Spent Direct Paid Social Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Direct Time on Site Direct Paid Search Organic	67% NE' on Tracking Code Rep 273 273 275 296 131 1.81 January 23.569,000 5,799,483 65,155,345 2,662,203 1,224,200 on Tracking Code Report (January January 0.03305 0.0318 0.0326	70% ort (NO Segme February 25,28,1685 15,634,295 61,068,810 4,156,44,39 15,634,295 41,564,439 1,540,464 NO Segments) 0.02,45 0.02,45 0.02,53	78% hts) March 2.28 3.23 2.67 1.30 1.44 March 27.712.275 15.297.113 68.892.928 7.202.998 7.202.998 7.50.627 March 0.02:33 0.03.16	69% April 2.47 2.27 2.57 1.24 1.70 April 9,125,04 45,875,170 45,875,170 45,875,170 45,875,170 45,875,170 0,03300 0,03318 0,02339	69% May 2.14 2.97 2.54 1.23 1.73 May 46,814,922 5,925,849 1,389,700 May 0.02:25 0.03.06 0.02:38	76% June 929 29 26,699,968 14,778,733 50,337,928 20,309,195 1,515,763 June 0.01:54 0.02:55 0.02:42	61% July 2.46 3.05 2.43 1.29 1.9 1.9 1.9 July 4.733,005 7.721,784 4.733,005 3.284,353 1,893,921 July 0.02:50 0.03:25 0.02:35	45% August 2.87 2.97 2.97 2.39 1.31 2.36 August 16,159,385 5,085,002 2,113,490 2,103,490 0.01.49 0.03.03 0.02.31	\$8.3% 49.0% September 2.87 2.87 1.31 2.18 September 15,208,023 5,508,537 34,740,367 1.520,422 1,118,819 49,948,390 September 0.02240 0.0239	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 8.997,696 5.339,635 37,193,469 1,709,438 1,079,447 46,091,165 October 0.0125 0.0240	52.6% 50.50% November 2.19 2.23 2.33 2.48 2.06 November 6.261.626 6.261.626 802.745 819.284 44.455,730 November 0.0150 0.0215 0.0225	64.9% 52.10% December 2.13 2.33 2.33 2.33 2.33 2.33 2.32 1.47 1.77 December 42.760,267 6,741,701 755,146 49.977,547 December 0.0132 0.0222 0.02224	64. 50.8 January 2 2 2 2 2 2 1 1 3 January 21,586,3 9,813,6 7,0370,1 1,805,6 1,181,5 91,956,5 January 0:01 0:02 0:0
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tenthiy Report (S tenthiy Report (S fonthiy Report (S fonthiy Report (S fonthiy Report (S fonthiy Report (S fonthiy Report (S fonthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 3) Section 3) Section 5) Section 2) Section 2) Section 3) Section 4) Section 4) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NON Avg. Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Social Paid Social Paid Social Coganic Display Social Paid Social Paid Social Paid Social Display Social Paid Social Paid Social Display Social Direct Direct Paid Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Second Display	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.31 23.569.000 5,799.483 65.155.345 2.662.203 1.224.200 on Tracking Code Report (I 1.224.200 0.03318 0.03318 0.03318 0.03051	70% ord (NO Segme 2.3 3.2 2.8 1.3 1.6 February 25,281,665 61,068,810 4,156,44.29 61,068,810 4,156,44.49 NO Segments) February 0.02.42 0.03.17 0.02.42 0.03.17	78% hts) March 2.28 3.23 2.67 1.30 1.44 March 27.712.275 15.297.113 68.892.928 7.202.998 7.202.998 7.50.627 March 0.02:33 0.03:16 0.02:3 0.02:16 0.02:17 0.02:	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 46,873,170 4,974,512 2,107,213 April 0.03.00 0.03.310 0.03.30	69% May 2.14 2.97 2.54 1.23 1.73 16,693,685 10,046,649 5,925,849 46,814,922 5,925,849 0.042,85 0.030,66 0.022,88 0.023,88 0.023,88 0.024,88	76% June 1.9 2.9 2.6 1.3 1.4 26.699.968 1.4,778,783 50.337.928 20.309,195 0.0309,195 0.0305,165 0.0242 0.00424 0.0242	61% July 2.46 3.05 2.43 1.29 1.9 July 24.753.305 7.721,784 47.383,603 3.284,853 3.284,853 1.693,921 July 0.02:50 0.03:25 0.00:52 0.00:52	45% August 2.57 2.39 1.31 16.169.395 5.066,002 40.374.826 2.060,269 2.060,269 40.374.826 2.017.490 0.031.33 0.0231 0.004.77	\$8.3% 49.0% September 2.34 2.87 1.31 15.208.023 5.698.637 34.740.367 1.520.422 5.698.637 44.9,948.390 September 0.02.40 0.03.39 0.02.29 0.00.49	43.5% 49.00% October 2.24 2.30 1.34 1.90 October 6.897,696 5,839,635 5,839,635 5,839,635 1.709,438 1.079,447 46,091,165 October 0.01:25 0.02:26 0.02:26 0.02:26	52.6% 50.50% November 1.98 2.19 2.23 1.48 2.06 November 6.271.625 6.271.625 6.271.625 819.284 44,455,730 November 0.02.15 0.02.24 0.02.24	64.9% 52.10% December 2.17 2.13 2.22 1.47 1.77 December 12.700,287 6,741,70 742.370 742.370 745.146 49,977,547 December 0.01.32 0.02.24 0.01.32	64. 50.8 January 2 2 2 2 2 1 1 1 1 1 21,566,3 9,813,6 70,370,1 1,805,6 1,181,5 91,956,5 January 0.01 0.02 0.02
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Aonthiy Report (S Aonthiy Report (S Aonthiy Report (S Ionthiy Report (S Ionthiy Report (S Aonthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 3) Section 3) Section 5) Section 2) Section 2) Section 3) Section 4) Section 4)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Arg. Pages Per Visit Direct Paid Soarch Organic Display Social Total Seconds Spent Direct Paid Social Total Seconds Spent Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.31 23.569.000 5,799.483 65.155.345 2.662.203 1.224.200 on Tracking Code Report (I 1.224.200 0.03318 0.03318 0.03318 0.03051	70% ord (NO Segme 2.3 3.2 2.8 1.3 1.6 February 25,281,665 61,068,810 4,156,44.29 61,068,810 4,156,44.49 NO Segments) February 0.02.42 0.03.17 0.02.42 0.03.17	78% hts) March 228 323 2.67 1.30 1.44 March 27.712.275 15.297,113 68,82,928 1,560,627 March 0.0233 0.03:16 0.0243 0.03:16 0.0245 0.00.56 0.01:04 March March	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 45,873,170 4,974,512 2,107,213 April 0.030.18 0.02.39 0.00.50 0.01:50 April	69% May 2.14 2.97 2.54 1.23 1.73 May 16,693,685 10,046,649 46,614,922 5,925,849 1,369,700 May 0.02:25 0.03.08 0.02:38 0.02:38 0.02:38 0.02:38 0.01:45 May	76% June 2.9 2.6 1.3 2.9 2.6 1.3 3.1 4. June 26,699,968 1,4778,73 20,309,195 1,515,763 June June 0.0154 0.0255 0.0242 0.0052 June	61% July 2.46 3.05 2.43 1.29 1.9 1.9 July 47,383,803 3.284,353 0.0250 0.0325 0.0325 0.0235 0.0325 0.0235 0.0250 0.0250 0.0235 0.0250 0.02	45% August 2.39 1.31 2.36 August 16,159,395 5,065,002 40,374,826 2,060,269 2,113,490 0.0343 0.0343 0.03231 0.00231 0.00227 August	\$8.3% 49.0% 234 287 2.37 2.37 1.31 2.18 September 15,208,023 5,509,537 4,740,367 1.520,422 1,118,819 49,948,390 5921 0,024 0,0235 500,033 500,0235 500,033 500,00235 500,00235 500,0023 500,0023 500,0023 500,0023 500,0023 500,0023 500,002 500,000 5	43.5% 49.00% October 2.30 1.34 1.90 October 8.997.696 5.839.635 5.839.635 5.839.635 5.839.635 1.709.438 1.079.447 46.091.165 October 0.02.26 0.02.26 0.02.27 0.02.218 October	52.6% 50.50% November 2.19 2.23 1.48 2.06 November 6.271.626 6.261.626 6.261.626 802.745 819.284 44.455.730 November 0.015 0.02.24 0.02.24 November	64.9% 52.10% December 2.33 2.22 1.47 12.700.267 6,741,701 755,146 49.977,547 December 0.0132 0.0222 0.0224 0.0223 0.02213 December	64. 50.8 January 2 2 2 2 2 1 1 1 1 21,586.3 9,813.6 9,813.6 1,181.5 91,956.5 January 0.02 0.02 0.01
Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2) Section 3) Section 3) Section 3) Section 5) Section 2) Section 3) Section 3) Section 4) Section 5) Section 5)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Avg. Pages Per Visit Direct Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' c Time on Site Direct Direct Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Direct Time on Site Direct Social Paid Search Organic Direct Time on Site Direct Social Paid Social Paid Soci	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.81 23.589.000 5.799.483 65.155.345 2.692.203 1.224.200 on Tracking Code Report January January 0.03.05 0.03.18 0.03.06	70% ort (NO Segme February 2.2 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8	78% hts) March 228 323 2.67 1.30 1.44 March 27,712,275 15,297,113 68,892,928 7,202,999 1,560,627 March 0.02,33 0.03,16 0.02,245 0.00,56 0.01,04 March 68,0,29	69% April 2.47 2.57 2.57 1.24 1.24 1.22 1.25 2.2159.255 9.125,045 46,873,170 4,974,512 2,107,213 April 0.03.00 0.03.18 0.02.39 0.00.50 0.00.50 0.00.50	69% May 2.97 2.54 1.23 1.73 May 16,693,885 10,046,649 10,	76% June 29 29 29 26,699,906 14,778,73 50,337,928 20,308,195 1,515,763 June 0.01:54 0.02:55 0.02:42 0.00:42 0.00:52 June 55,980	61% July 246 3.05 2.43 3.05 2.43 1.29 1.9 July July 0.02:50 0.03:25 0.00:32 0.00:25 0.00:32 0.0	45% August 2.87 2.87 2.87 2.87 2.87 2.87 2.87 2.87	\$8.3% 49.0% September 2.87 2.37 2.37 2.37 3.31 2.18 September 15.208.0337 34.740.363 49.948.330 September 0.02.240 0.03.39 0.02.25 September 27.962	43.5% 49.00% October 2.42 2.30 1.34 1.90 October 6.897.696 5.897.696 5.897.696 5.897.696 5.897.696 5.897.696 5.897.696 0.0125 0.0125 0.0125 0.0125 0.0125 0.00240 0.00226 0.002218 October 13.844	52.6% 50.50% November 19.88 2.19 2.23 2.48 2.49 2.23 2.48 2.49 2.23 2.45 8.074.656 8.021.626 8.021.626 8.022.745 8.022.745 8.19.284 44.455b,730 0.02.15 0.02.247 November 10.056 0.02.247 November 10.056	64.9% 52.10% December 2.13 2.23 2.22 2.33 2.22 2.47 1.47 1.77 December 12.760.267 755,148 49,977,547 December 0.01.32 0.02.22 0.02.21 December 4,887 December	64. 50.8 January 2 2 2 3 3 3 3 5 5 5 5 5 5 5 5 5 5 5 5 5
Aonthiy Report (S Aonthiy Report (S	Section 5) Section 5.5) Section 2) Section 2) Section 3) Section 3) Section 3) Section 5) Section 3) Section 3) Section 3) Section 3) Section 5) Section 5) Section 5) Section 2)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Arg, Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Display Social Paid Search Organic Direct Paid Search Paid Search Paid Search Organic Display Social Paid Search	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.81 23.589.000 5.799.483 65.155.345 2.692.203 1.224.200 on Tracking Code Report January January 0.03.05 0.03.18 0.03.06	70% ort (NO Segme February 2.2 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8	78% hts) March 228 323 2.67 1.30 1.44 March 27.712.275 15.297,113 68,82,928 1,560,627 March 0:02:33 0:03:16 0:02:43 0:03:16 0:02:45 0:00:56 0:01:04 March March 69,029 58,195	69% April 2.47 3.22 2.57 1.24 1.70 April 22,159,255 9,125,045 45,873,170 4,974,512 2,107,213 April 0.030.0 0.0318 0.02.39 0.00:50 0.01:50 April 58,807 35,926	69% May 2.14 2.54 1.23 1.73 16,693,685 10,046,649 46,814,922 5,925,849 1,389,700 May 0.02:25 0.03.06 0.02:38 0.00:48 0.00:45 May 56,804 41,750	76% June 9,29 2,6 1,3 2,9 2,6 1,3 2,9 2,6 1,3 1,4 June 26,699,968 1,4,778,73 20,309,195 1,515,763 June 0,01;54 0,02;55 0,22,42 0,00;52 June 56,6980 7,907 56,6980 7,907 1,515,763 3,515 1,515,763 3,515 1,515,763 1,515,755 1,515,755 1,515,755 1,515,755 1,515,755 1,515,755 1,515,75	61% July 2.43 1.29 1.9 July 24,753,305 7,721,784 47,383,603 3,284,353 1,893,921 July 0.02250 0.0325 0.0235 0.02250 0.0325 0.0325 0.0325 0.02250 0.0325 0.02250 0.0325 0.02250 0.0325 0.02250 0.0325 0.02250 0.0325 0.02250 0.0325 0.02250 0.0325 0.00250 0.0325 0.00250 0	45% August 2.39 1.31 2.36 August 16,159,395 5,065,002 2,060,269 2,113,490 0.0146 0.0303 0.0231 0.00231 0.00237 0.0227 August 17,070 16,970	\$8.3% 49.0% 2.34 2.87 2.37 1.31 2.18 September 15.20.80.23 5.509.537 4.7(3.367 1.520.422 1.118.619 49.948.390 0.02.39 0.02.29 0.02.35 September 27.962 27.962	43.5% 49.00% October 2.42 2.30 1.34 1.90 October 8.997.696 5.839.635 5.839.635 5.839.635 5.839.635 1.709.438 1.079.447 46.091.165 October 0.02.26 0.02.26 0.02.27 0.02.218 October 13.844 19.835	52.6% 50.50% November 2.19 2.23 1.48 2.06 November 6.271,625 6.261,625 6.261,625 819,284 44,455,730 November 0.05247 0.02.47 November 10.539 19,551	64.9% 52.10% December 2.33 2.22 1.47 1.77 December 12.700.267 6.741,701 37.217.280 742.370 755,146 49.977,547 December 0.01222 0.0224 0.0222 0.0222 0.0224 0.0222 0.0224 0.0222 0.0224 0.0227 0.0224 0.0222 0.0224 0.0223 0.0224 0.0227 0.0224 0.0224 0.0224 0.0224 0.0224 0.0224 0.0224 0.0224 0.0224 0.0227 0.0224 0.0227 0.0227 0.0224 0.0227 0.0224 0.0227 0.0224 0.0227 0.0224 0.0244 0.0247	64. 50.8 January 2 2 2 2 2 1 1 3 3 3 3 4 5 3 3 2 2 2 2 2 2 2 2 2 2 2 2 2
Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 5.5) Section 3) Section 3) Section 3) Section 3) Section 3) Section 3) Section 4) Section 4) Section 4) Section 5) Section 5) Section 5) Section 2) Section 2) Section 3)	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Avg. Pages Per Visit Direct Paid Search Organic Direct Paid Search Organic Display Social Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' c Time on Site Direct Paid Search Organic Display Social Direct Time on Site Direct Paid Search Organic Direct Paid Search Organic	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.81 23.589.000 5.799.483 65.155.345 2.692.203 1.224.200 on Tracking Code Report January January 0.03.05 0.03.18 0.03.06	70% ort (NO Segme February 2.2 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8	78% hts) March 228 323 2.67 1.30 1.44 March 27,712,275 15,297,113 68,892,928 1,560,627 March 0.02233 0.0316 0.02245 0.00245 0.00245 0.00258 0.00104 March 68,029 188,835	69% April 2.47 2.57 2.57 2.57 1.24 1.24 1.22 1.25 1.25 4.6,873,170 4.974,512 2.107,213 April 0.03.00 0.03.18 0.02.39 0.00.50 0.0	69% May 2.54 2.97 2.54 1.23 1.23 1.23 1.6893.085 10.046,649 46,814,922 5.925,849 1.389,700 May 0.02:25 0.03.08 0.02:39 0.02:45 May 54,804 41,750 137,973	76% June 29 26 26 26 26 26 26 26 26 26 20 26 26 20 26 20 20 2 2 20 20 20 20 20 20 20 20 20 20	61% July 246 3.05 2.43 3.05 2.43 1.29 1.9 July July 0.02:50 0.03:25 0.00:32 0.00:25 0.00:32 0.00:52 0.0	45% August 2.87 2.87 2.87 2.87 2.87 2.36 August 16,159,395 5,068,002 2,113,492 2,060,269 2,113,492 0.01.49 0.03.03 0.02.31 0.00.47 0.02.27 August 17,070 16,972 115,346	\$8.3% 49.0% September 2.87 2.37 1.31 2.18 September 1.5208.037 34.740.342 1.152.0422 1.152.0422 1.152.0422 1.152.0422 0.02.40 0.02.29 0.02.29 0.02.25 September 27.962 17.177 89.873	43.5% 49.00% October 2.42 2.30 1.34 1.90 October 6.897.696 5.897.696 5.897.698 1.709.447 46.091.165 October 13.844 19.00.47 0.01.25 0.01.2218 October 13.844 19.835 92.709	52.6% 50.50% November 19.88 1.48 2.49 2.23 2.49 2.43 2.49 2.43 2.49 2.43 2.49 2.43 2.45 2.45 3.6,261 2.45 8.074.656 8.02,45 8.	64.9% 52.10% December 2.13 2.23 2.22 2.33 2.22 2.47 1.47 1.77 December 12.760.267 755,148 49.977,547 December 0.01.32 0.02.22 0.02.21 December 49.87 19.946 89.853	64. 50.8 January 2 2 2 3 3 3 3 4 5 5 4 3 5 4 2 3 5 4 5 4 5 4 5 5 4 5 5 4 5 5 5 5 5 5 5 5 5 5 5 5 5
Ionthiy Report (S Ionthiy Report (S	Section 5) Section 5.5) Section 2.5 Section 2.1 Section 3.5 Section 3.5 Section 3.5 Section 5.5 Section 5.5 Section 5.5 Section 5.5 Section 3.5 Section 3.1 Section 3.1 Sectio	Social Paid Social Total Bounce Rate (MANUAL INPUT from 'NOP Arg, Pages Per Visit Direct Paid Search Organic Display Social Total Seconds Spent Direct Paid Search Organic Display Social Total Seconds (MANUAL INPUT from 'NONE' of Time on Site Direct Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display Social Paid Search Organic Display	67% NE' on Tracking Code Rep 273 3.15 2.96 1.31 1.81 23.589.000 5.799.483 65.155.345 2.692.203 1.224.200 on Tracking Code Report January January 0.03.05 0.03.18 0.03.06	70% ort (NO Segme February 2.2 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8	78% hts) March 228 323 2.67 1.30 1.44 March 27.712.275 15.297,113 68,892,928 1,560,627 March 0.0233 0.03:16 0.02433 0.03:16 0.02433 0.03:16 0.02435 0.00.58 0.01:04 March 69.029 58,195 188,835 2,357	69% April 22,57 1,24 1,70 April 22,159,255 9,125,045 9,125,045 45,873,170 4,874,512 2,107,213 April 0,03,00 0,03,16	69% May 2.54 1.23 1.73 16,693,685 10,046,649 46,814,922 5,925,849 1,389,700 May 0:02:25 0:33:06 0:02:38 0:00:48 0:01:45 May 54,804 41,973 2.093	76% June 92.9 2.6 1.3 2.6 2.6 9.9 0.6 1.4 June 2.6 0.6 9.9 0.6 1.5 1.4 June 0.0154 0.0255 0.02.4 0.00.52 June 56,680 70,907 157,178 14,037	61% July 2.43 1.29 1.9 July 24,753,305 7,721,784 47,383,603 3,284,353 1,893,921 July 0.02.50 0.03.25 0.03.	45% August 2.39 1.31 2.36 August 16,159,395 5,065,002 2,060,269 2,113,490 0.0149 0.0149 0.03.03 0.02217 August 1.070 15,346 1,858	\$8.3% 49.0% September 2.37 1.31 2.18 September 15.20.80.23 5.698.537 44.70.367 1.520.422 1.118.619 49.948.390 0.02.49 0.02.49 0.02.49 0.02.49 0.02.49 0.02.35 September 27.962 27.962 1.559.87 1.559.87 1.559 1.	43.5% 49.00% October 2.42 2.30 1.34 1.90 October 8.997.696 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 5.939.635 0.139.447 46.091.165 October 0.02.46 0.02.46 0.02.46 0.02.26 0.02.47 0.02.28 0.02.28 0.02.18	52.6% 50.50% November 2.19 2.23 1.48 2.06 November 6.271,605 6.261,625 819,284 44,455,730 November 0.0150 0.02.47 No.02.47 No.02.47 10.539 19.539 19.539 19.539 19.539 19.549 19.539 19.559 1	64.9% 52.10% December 2.33 2.22 1.47 12.700.267 6.741,701 755,146 49.977,547 December 00132 00222 00222 00222 00222 00222 00222 00223 00233 00233 003 00	64 50.8 January 2 3 3 3 3 3 3 3 3 3 3 3 5 5 5 5 5 5 5 5 5 5 5 5 5
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To <u>save</u> money, you need to <u>spend</u> time.



- You don't need to be an expert, but you need to communicate what you're hiring for (*figure it out!!!*).
- To do this right, you need to build out what you need. It takes work up front, but saves time in the long run.
- Organization, communication and **PROCESS** are the only way to make this work.

WEBRIS

A LARGE MAJORITY OF WHAT YOU DO CAN BE BOILED DOWN TO A STEP BY STEP PROCESS.

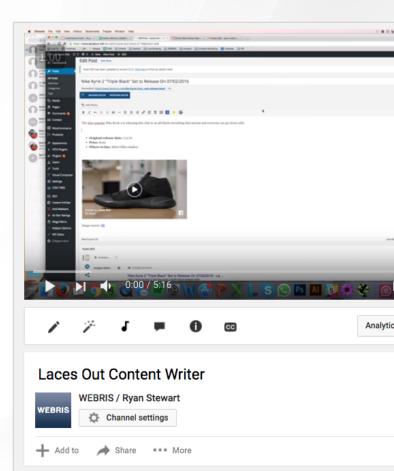
ANYONE CAN FOLLOW A WELL WRITTEN PROCESS. ANYONE.



Before you hire, build the process.

You should have your tasks clearly defined and built out. We do the following:

- A written guide in Google Docs (aka SOP). Complete with screenshots, step by step tutorials and logins (if necessary).
- Screencast videos explaining the process in detail. We host all videos on a private YouTube Channel.
- A checklist in Google Sheets, itemized by task so we can track progress and status of the job.

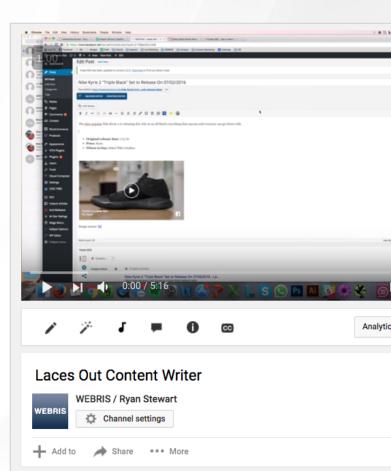


Focus on "micro processes".

It's difficult to train someone to "manage" your Instagram account, you're asking for mistakes.

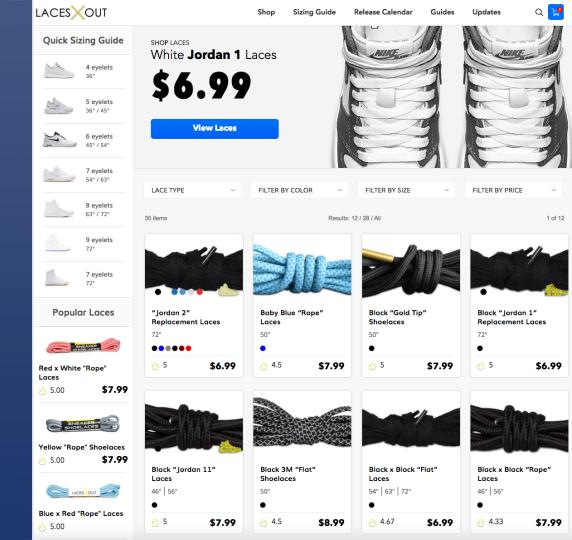
You have to take what's in your head and build it into something so simple a 3rd grader.

- Remove all thinking and decision making from their job that's done on your end.
- Think about your process like you were building it for a machine is it simple? Is it scalable?
- Give them the images, filters, copy and hashtags (you can outsource this as well).



Offshoring breakdown -Laces Out.





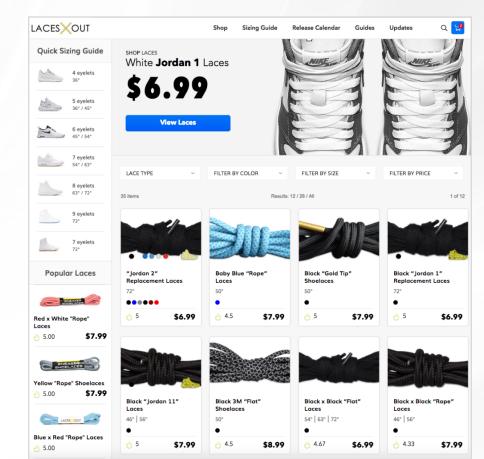
Our ecommerce store runs on autopilot.

We own and operate an ecommerce store that sells shoelaces for sneakers.

Day to day management and marketing is handled by a single person in Pakistan, including:

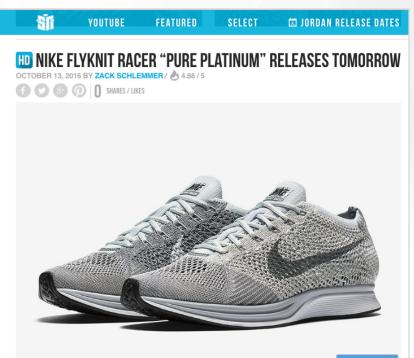
- Social media management
- Researching and building content
- Product page creation and optimization

Let's take a deeper look at the processes we've built to allow for this.



Social + content generation process.

1. Go to the top sneaker news sites and grabbing the top headlines about "sneaker releases".





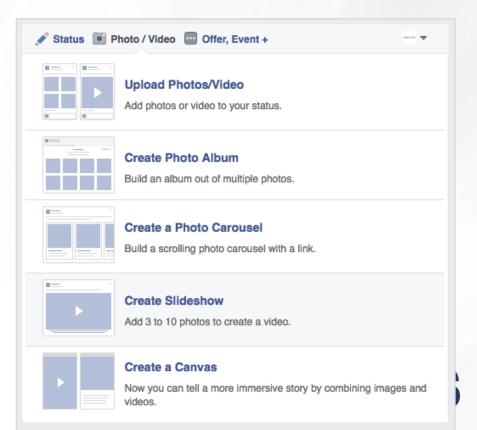
Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new "Volt" version, the instantly sold out "Blackout" colorway and now this which may just be the best of them all, the "Pure Platinum"...Read More

Creating a unique video from the images.

2. Save images to your desktop, then upload them directly to the LO Facebook Page, creating a video slideshow from the images.

Schedule the posts to go live on the FB page every 3 hours.

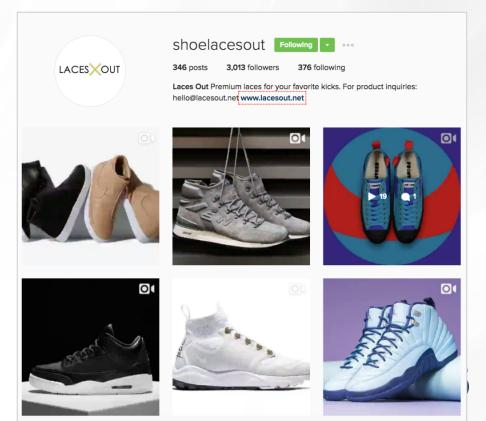
Copy the headline from the site and use it as the title of the post.



Automating the Instagram account.

3. Download the video created by Facebook, upload it to Schedugram to push to the LO Instagram account.

Schedule the posts to go live twice a day.



Creating blog post framework based on content.

- Title it "Sneaker Name" Release Date, Pricing Info & Where to Buy.
- Embed the Facebook video into the blog post.
- Paste the link of where you found the headline into the body of the text for the writer.
- Open the Photoshop template and replace with image of new sneaker upload to WP as blog image.

Nike SB Dunk Low Premium 'Orange Box' Release Date										
Permalink: https://www.lacesout.net/nike-sb-dunk-lowbox-release-date/										
Image: second bolton FRONTEND EDITOR										
Release Calendar - Date 🍯										
10/13/2016		à								
😗 Add Media 🛛 🔼 Add slider	Visual	Text								
B I ↔ Ξ Ξ ↔ - Ξ Ξ Ξ ∂ ಔ Ξ ≥ ★ Ø Paragraph ▼ 및 Ξ <u>A</u> ▼ 🛱 ◊ Ω 揮 확 ↑		×								

If he Nike SB Dunk Low is a classic shoe that originated from skateboarding culture. So when there are different iterations of the popular model people usually come running.

In this release, sneakerheads get a limited edition SB Dunk Low Premium "Orange Box." Why an orange box, you ask? Well, it was inspired by one of the early Nike SB bright shoe boxes.

In addition to the box design, the sneaker comes with embossed leather insignia on the back and sock liner.

The Nike SB Dunk Low "Orange Box" was released on October 6th.

- Original release date: 10/06/16
- Price: \$100
- Where to buy: Select retailers and <u>Nike</u>



\$2/hour x 2/hours a day = \$4/day, or \$80/month.

This is the McDonald's model – it requires jobs to be boiled down to the simplest form. You can still deliver high quality work with low cost inputs.

Social media is an important aspect of this business. Automating it allowed me to focus attention on other, bigger items.



Offshoring breakdown -WEBRIS.



Home / Agency

LET'S EXPLODE YOUR TRAFFIC.





WHAT WE DO

CLIENT RESULTS CONSULT

Our system is engineered to increase organic traffic.

We've been growing websites for a decade – we know what works and what doesn't. Our deep experience has helped us developed a framework that grows traffic from search engines. This framework is dynamic – adjusted based on client campaign data, algorithm shifts and industry changes.



Our framework will put you in the best position to succeed, guaranteed.

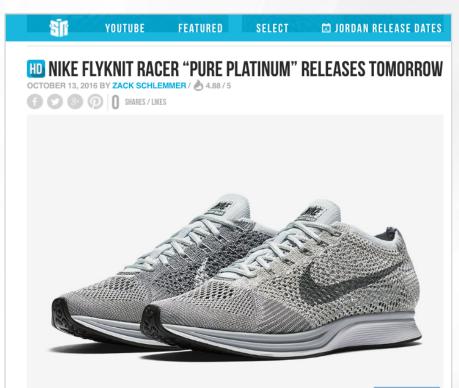
Using multiple people for 1 task.

- We built a content calendar with dates, types and posting times.
- The file gets passed to a graphic designer (Pakistan) to create images and a copywriter (Philippines) to write text for each post.
- After these are completed, our agency assistant (Pakistan) schedules the posts via Facebook, Buffer and HootSuite.

В	С	D		E	F	(
Date	Post Time	Туре		URL	Facebook Writeup	Buffer
1/23	8:00 AM	Guest Post	Ŧ	https://moz.com/b	5 Actionable Analytics Reports for Internal Site Sea	5 Actionable Ana
1/23	4:30 PM	#MarketingFacts	•	NA	One of the first things we do with new clients is loo	Finding KWs rank
1/24	10:00 AM	Blog Link	Ŧ	http://webris.org/f	True story - how I made \$182K slanging an online of	True story - how I
1/24	6:00 PM	YouTube	•	https://www.youtu	Everything you need to change your career path (ar	Hate your job? Le
1/25	12:00 PM	LinkedIn Pulse	Ŧ	https://www.linked	A few weeks back, I gave a talk at OMG Live where	My keynote discu
1/25	8:00 AM	Facebook Video	*	https://www.faceb	6 Ways to Sell SEO Link Building Services	6 Ways to Sell SE
1/26	4:30 PM	#MarketingFacts	Ŧ	NA	It's the only social network by girlfriend uses.	It's the only socia
1/26	10:00 AM	Guest Post	•	https://moz.com/b	How [and Why] to Build a Booming Facebook Group	How [and Why] to
1/27	6:00 PM	#MarketingFacts	Ŧ	NA	Anyone optimizing for voice search now?	Anyone optimizin
1/27	12:00 PM	Blog Link	*	http://webris.org/c	More "content" isn't good for SEO anymore dude, o	More "content" is
1/28	8:00 AM	LinkedIn Pulse	Ŧ	https://www.linked	A few months back I was in Seattle and popped int	A few months ba
1/28	4:30 PM	#MarketingFacts	*	NA	Just let that soak in for a second	Just let that soal
1/29	10:00 AM	YouTube	Ŧ	https://www.youtu	A 30 minute (quick) webinar where	Watch over my sl
1/29	6:00 PM	Blog Link	*	http://webris.org/f	Our 11 step process to find ANYONE's email addres	Our 11 step proc
1/30	12:00 PM	Blog Link	Ŧ	http://webris.org/g	YouTube is our #1 customer acquisition channel, d	YouTube is our #
1/30	8:00 AM	#MarketingFacts	*	NA	This data doesn't come CLOSE to illustrating how r	This stat doesn't
1/31	4:30 PM	Blog Link	Ŧ	http://webris.org/t	Yeaaaaah we do keyword research, but we spend 1	Yeaaaaah we do
1/31	10:00 AM	Medium Post	*	https://medium.co	Yes, this headline is click bait. ButI don't care - it's	Yes, this headline
2/1	6:00 PM	Guest Post	Ŧ	https://moz.com/b	Why I Stopped Selling SEO Services and You Shoul	Why I Stopped S
2/1	12:00 PM	#MarketingFacts	*	NA	If you have a physical location that sells products of	"On demand" sea
2/2	8:00 AM	Blog Link	Ŧ	http://webris.org/f	Tech is changing marketing, fast. Here's where I thi	Tech is changing
2/2	4:30 PM	YouTube	*	https://www.youtu	A keynote presentation on how we took an ecomm	A keynote preser
2/3	10:00 AM	LinkedIn Pulse	Ŧ	https://www.linked	Generally, we use search engine operators to find b	Twitter is a GOLD
2/3	6:00 PM	Facebook Video	*	https://www.faceb	Looking For A Business Idea?	Looking For A Bu
2/4	12:00 PM	#MarketingFacts	Ŧ	NA	These damn "tweens", ruining everything with their	Anyone optimizir
2/4	8:00 AM	Guest Post	*	https://moz.com/b	How to Build a Facebook Funnel That Converts - W	How to Build a Fa
2/5	4:30 PM	#MarketingFacts	Ŧ	NA	SEO isn't dead, it's only the beginning	SEO isn't dead, it
2/5	10:00 AM	Blog Link	*	http://webris.org/b	CONFESSION - we buy links, a fuck load of 'em. Wh	CONFESSION - w
2/6	6:00 PM	LinkedIn Pulse	Ŧ	https://www.linked	YES! We buy links, it's just the nature of link buildin	YESWE BUY LI
2/6	12:00 PM	#MarketingFacts	•	NA	Agree or disagree?	Agree or disagree
2/7	8:00 AM	YouTube	Ŧ	https://www.youtu	\$182,324.83 in sales using Facebook Ads - a must	\$182,324.83 in s
2/7	4:30 PM	Blog Link	•	http://webris.org/g	We took a brand new site from 0 - 15k organic visit	We took a brand
2/8	10:00 AM	Blog Link	*	http://webris.org/g	Snapchat isn't for everyone. But in the right industr	Snapchat isn't fo
2/8	6:00 PM	#MarketingFacts	•	NA	It's a bitch, but we gots you covered. Follow our blo	It's a bitch, but w
2/9	12:00 PM	Blog Link	Ŧ	http://webris.org/li	No bullshit tutorial on 19 link acquisition strategies	No bullshit tutor
2/10	8:00 AM	Medium Post	*	https://medium.co	5 Google Analytics reports to help drive MORE orga	5 Google Analytic
2/10	4:00 PM	0+ D+		https://incutain.co	A Data Data Contract of the Party of the Monte of State	o ooogie Ana

Blogger outreach / PR.

- Our team locally comes up with the pitch / value proposition.
- Our team in the Philippines then manually combs Instagram, Twitter, Pinterest and Google search to find bloggers and journalists. They record them in a Sheets file along with their contact info.
- Our agency assistant sends email pitches (based on templates) to reach contact.
- Responses are managed locally here in Miami.



Nike people a raise. This fell we've and

Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new "Volt" version, the instantly sold out "Blackout" colorway and now this which may just be the best of them all, the "Pure Platinum"...Read More

Advanced SEO / Analytics.

- We built a checklist of items to review on a website. Each line item has a short video walking through exactly what to check.
- Our technical specialist (Belarus) goes through each item and builds out the file as pass/fail.
- We're able to deliver affordable, advanced work that other agencies charge tens of thousands for. Plus our markup on the labor is insane (he costs \$8/hour).

	Grade		Where
Account Setup	Fail		
Is the tool setup on the right domain (i.e. https over http, etc)	Pass	-	Manual check
Is their account synced with Google Analytics?	Fail	•	Settings > Google Analytics Property
Do they have a robots.txt file setup?	Pass	-	Crawl > robots.txt tester
Do they have a sitemap setup?	Pass	~	Crawl > Sitemaps
Search Appearance Reporting	Fail		
Are they leveraging structured data?	Pass	*	Search Appearance > Structured Data
Is their branded search optimized with markups?	Fail	•	Manual branded search
Are there errors with structured data markups?	Fail	•	Search Appearance > Structured Data
Are they taking advantage of rich cards?	NA	-	Search Appearance > Rich Cards
Are sitelinks optimized properly?	NA	-	Search Appearance > Sitelinks
Are they having HTML troubles?	Fail	•	Search Appearance > HTML Improvements
Are AMP markups properly setup and formatted?	NA	-	Search Appearance > AMP
Issues and Warnings	Pass		
Do they have any messages requiring attention?	Pass	-	Messages
Do they have any manual actions (or history of them)?	Pass	-	Search Traffic > Manual Actions
Does the website have mobile layout issues?	Pass	-	Search Traffic > Mobile Usability
Does the website have any security issues?	Pass	~	Security Issues
Crawl and Indexation	Fail		
Is their indexation rate moving the right way?	Pass	Ŧ	Google Index > Index Status (Advanced)
Is their indexation on par with the number of pages on the site?	Pass	Ŧ	Compare SF crawl to Pages Indexed
Are they blocking important resources?	Fail	-	Google Index > Blocked Resources
Have they removed the right URLs from indexation (if any)?	Pass	-	Google Index > Remove URLs
Are there DNS errors?	Pass	-	Crawl > Crawl Errors (DNS Tab)
Are they having server connectivity issues? List them if so	Pass	*	Crawl > Crawl Errors (Server Connectivity Tab)
Is their robots.txt file reachable?	Pass	*	Crawl > Crawl Errors (Robots.txt Fetch Tab)
Do they have 404 errors on valuable pages (DESKTOP)?	Fail	•	Crawl > Crawl Errors (Not Found Tab)
Do they have 404 errors on valuable pages (SMARTPHONE)?	Pass		Crawl > Crawl Errors (Not Found Tab)



There's countless free platforms to find talent.



Upwork.com

- Freelancer.com
- Facebook Groups



When hiring, be obnoxiously clear in what you need.

- Include specific requirements in your job posting.
- Ask additional questions for them to answer, specifically ones they can't Google for an answer.

following questions when submitting a proposal: to do on the weekends?

ave you had that is most like this one and why?

a good fit for this particular project?

Our agency sends over 10,000 outreach emails to bloggers and reporters each month for our clients.

These emails are PR / influencer outreach requests that require a little bit of back and forth in order to secure coverage.

We need someone who can help us manage the email responses, negotiate with bloggers / reporters and send pitches based on the templates we will provide.

To apply for this position, you MUST have the following qualifications:

1. Experience with email outreach

2. Communicate written PERFECT English (you can live overseas, but we will NOT budge on your English skills)

3. Be available to work every day (except weekends)

4. Be able to take direction and training well (we have a video training series for you)

5. Be able to juggle multiple campaigns at the same time

6. Able to work minimum 3-4 hrs per day

You will be expected to answer a few hundred emails each month.

PLEASE answer the screening questions so we can evaluate your ability to write in English.

Thanks!

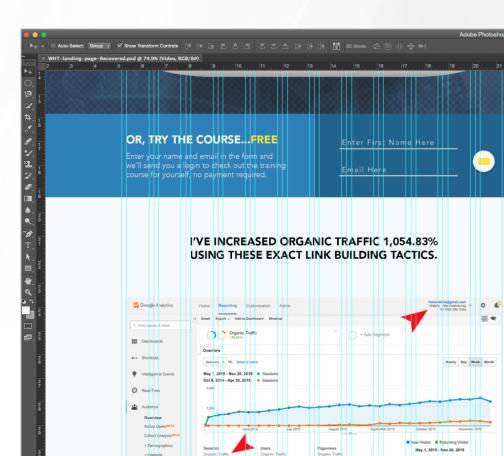
Project Type: Ongoing project

Other Skills: Blog Writing Communications

English

Have a test / demo environment ready for them.

- For web development, give them a PSD to create.
- To manage interviewing a lot of people, copy and paste the same response (i.e. Here's a link to a Google Doc. Please follow this and notify me when done).
- Paying \$20 \$100 to test a handful of people is a small price to pay to find the right person.





Correct, re-train and automate.



- Even after they've completed what you've given them, go through and thoroughly tear it apart.
- Build a long term schedule set, forget and move on to the next challenge.



WEBRIS: Project Management Tracker 🛛 📩 🖿

File Edit View Insert Format Data Tools Add-ons Help Update Calendar All changes saved in Drive

hellowebris@gma

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Jx	Owner											
	Α	В	с		D		E	F		G		н
1	Today	3/20/2017										
2	Assign Date	Due Date 📼	Owner	÷	Bucket	Ŧ	Project 👳	Task 	S	atus	Ŧ	Notes =
678	2/28/2017	2/28/2017	Maria	*	Strategy	Ŧ	Teami	Run analysis of MailChimp account	Wo	rking	•	https://docs.google.com/presentation/d/1Iz-gWWRO9dGcDbewmreW
705	3/6/2017	3/6/2017	Maria	•	Content	-	Modern RE	Need new topics for content creation / review previous articles target pages	Review	/ Needed	•	https://docs.google.com/spreadsheets/d/1IHM6ONNOojvUKftzpnigy
710	3/6/2017	3/21/2017	Viviana	*	SEO	Ŧ	SharpSpring	Get on page elements changed - Cesar explain what you need to Viv	Updat	e Needed	•	List of files here
714	3/9/2017	3/9/2017	Cesar	•	SEO	-	MoonClerk	Run (.help) subdomains through content audit template	Updat	e Needed	•	
726	3/9/2017	3/9/2017	Evelyn	*	Content	-	Emerge	Setup content links for Melissa to promote	Sch	eduled	•	Ask Ryan for help
731	3/13/2017	3/13/2017	Cesar	•	SEO	-	Appster (AUS)	Run blog and resource pages through content audit template	Sch	eduled	•	
732	3/13/2017	3/15/2017	Sunil	*	Strategy	-	JR Dunn	Competitive landscape audit	Review	/ Needed	*	Competitive audit file
733	3/13/2017	4/12/2017	Finn	•	SEO	-	JR Dunn	Begin technical SEO audit	Wo	rking	*	Technical data file
735	3/14/2017	3/14/2017	Ryan	*	Strategy	-	Vaping Cheap	Overall strategy due to client	Sch	eduled	*	Find it here
740	3/14/2017	3/14/2017	MONTH 3 END D			•	Appster (AUS)		Review	/ Needed	_	https://datastudio.google.com/u/0/#/org//reporting/0B6BWgXT0GU
742	3/14/2017	3/14/2017	MONTH 4 END D	ATE		-	Appster (US)		Updat	Needed	*	Rerun using Data Studio template: https://datastudio.google.com/u/0
746	3/14/2017	3/17/2017	Sunil	•	Analytics	-	JR Dunn	Build out link building workbook		e Needed	*	Link building workbook
747	3/15/2017	3/15/2017	Cesar	*	SEO	-	Appster (AUS)	Run paid x organic search crosswalk and pass to client		eduled	*	
749	3/15/2017	3/15/2017	MONTH 1 END D	ATE		-	Vaping Cheap		Sch	eduled	*	Rerun using Data Studio template: https://datastudio.google.com/u/0
751	3/16/2017	3/16/2017	Cesar	-	SEO	-	Predator	Create new 12 month project plan (in Sheets) - add reporting milestones	Sch	eduled	*	
752	3/16/2017	3/16/2017	Maria	•	Strategy	-	DiscountMugs	Build video marketing strategy	Review	/ Needed	_	https://docs.google.com/presentation/d/1T_T3yvDCQEQssqi5FNNfQ
760	3/16/2017	3/16/2017	MONTH 12 END [•	-	Predator		Updat	Needed		Rerun using Data Studio template: https://datastudio.google.com/u/0
763	3/16/2017	3/16/2017	MONTH 5 END D	ATE		-	Modern RE		Updat	e Needed	*	Rerun using Data Studio template: https://datastudio.google.com/u/l
764	3/16/2017	3/16/2017	Ryan	*	SEO	~		Run paid search crosswalk	De	layed	*	Need to fix the template
765	3/17/2017	3/17/2017	MONTH 2 END D		•	-	SharpSpring			Needed		Don't have GA data on 03/21/2017 https://docs.google.com/presenta
767	3/17/2017	3/17/2017	MONTH 6 END D	ATE		-	Carrington		Updat	Needed	•	Rerun using Data Studio template: https://datastudio.google.com/u/
768	3/18/2017	Saturday										
771	3/19/2017	Sunday										
773	3/20/2017	3/20/2017	Maria	•	Content	•	Carrington	Need new topics for content creation / review previous articles target pages		Needed	*	
775	3/20/2017	3/20/2017	Yury	*	Analytics	-	Emerge	Fix all issues in Analytics (implement GTM, ecommerce, etc)		eduled	*	https://docs.google.com/spreadsheets/d/10nnLRd4MMNIj7Pg09h5
777	3/20/2017	3/20/2017	Cesar	•		•	Appster (US)	Setup GMB pages (re-requested postcards for MIA, DAL, NY 3/8)		rking	•	Location management spreadsheet
778	3/21/2017	3/21/2017	Maria	*	Analytics	~	JR Dunn	Keyword research and target page assignment		eduled	•	KW research doc
779	3/21/2017	3/21/2017	Cesar	•	SLU	•	CIC	Run content audit template on CIC .local subdomain		eduled	•	
782	3/21/2017	3/21/2017	Ryan	Ŧ	Analytics	*	JR Dunn	Send Analytics audit + findings to client		eduled	•	-
783	3/21/2017	3/21/2017	Viviana	*	Content	*	Vaping Cheap	Design blog post heading templates		eduled	•	Build into strategy document
786	3/22/2017	3/22/2017	Yury	Ŧ	Analytics	Ť	JR Dunn	Make recommended changes to GA, GSC and GTM		igned	*	
787	3/22/2017	3/22/2017	Maria	*	SEO	•	Vaping Cheap	Keyword research + determine campaign target pages	_	igned	*	
788	3/22/2017	3/22/2017	Maria	*	SEO	Ŧ	Appster (US)	Run blog and resource pages through content audit template		eduled	•	
789	3/22/2017	3/23/2017	Cesar	•	Links	*	JR Dunn	Create link building strategy deck	-	eduled	•	Link building strategy deck
790	3/22/2017	3/22/2017	Maria	Ŧ	Social	-	MoonClerk	Undate FB strategy doc to include client's information	Sch	eduled	•	Need access to client's Reddit account

+ = 5 Base × Links × Tool Logins × 1 Client Logins × Clients × PJ (Template) × PJ (Internal) × PJ (Capabilities) ×











SharpSpring Professional Services



IMPORT AND SYNC SERVICES

CRM migrations

Salesforce integration

Native form integration



HTML AND CSS SERVICES

- · Email coding (not design)
- Dynamic email
- Form styling
- Third-party dynamic web



DEVELOPMENT SERVICES • API • Shopping cart



AUTOMATION SERVICES

- · Automations and workflows
- Dynamic content
- Lead scoring
- Dynamic lists



CLIENT TRAINING • Full onboarding • Hourly training



DATA RESTORATION

Roll your data back to a specific point in the past to rectify accidental deletion.





Poll





Questions?





Continue The Conversation

With Ryan:



Ryan Stewart Founder WEBRIS

Email: ryan@webris.org Web: www.webris.org

With Bryan:



Bryan Tobin Usability Manager SharpSpring

Email: <u>bryan@sharpspring.com</u> Web: <u>www.sharpspring.com</u>







