Search Engine Marketing and User Conversion Benchmarks

Potential Customer does Internet Search	Search Results are Displayed	Clickthrough to Client Website and Desired Conversion	Desired Offsite Conversion
Search Engine Optimization (SEO)		**Clickthrough** / **User Conversion**	**Targeted Conversion**

Organic Indexing

- Keyword Rankings
- Search Engine Ranking
- Total Listings
- Visibility Ranking
- Time/Trend on Gain/Loss

- Referrer
- Search Strings
- Total Hits/Visits
- Peak Months

- Page Views
- Entry/Exit Pages
- Most Downloaded
- Most Accessed
- Paths/Landing pages
- Bounces

- email Signup
- Online reservation
- eCommerce
- Call #

- Offline reservations/sales
- Upsell product/service
- Solved problems
- Alliance contribution

Paid Advertising

Pay Per Clicks

- Impressions
- # times #1
- Clickthrough rate
- Avg. Price
- Avg. Ranking Keyword

- Referrer
- CTR Data
- Landing Pages

- Entry/Exit Pages
- Doorway Page
- Most Downloaded
- Most Accessed
- User Response
- # Visits
- Time Spent
- Paths/Landing pages
- Bounces

- Revenue enhancement
- Cost reduction
- Asset utilization
- Global competitiveness

Other

- Paid Inclusions
- Directory Campaign
- Links

Also
- email campaigns
- print campaigns