



Port Adelaide Plaza Campaign Performance Report

January 1st, 2022 - June 30th, 2022

Table of Contents

Report Summary	3
Google Analytics - All Channels - AU Only	4
Conversion Overview - Hard & Soft - AU Only	5
SEO Traffic & Rankings	6
SEO Queries Driving Traffic	7
GMB - Insights - Port Adelaide Plaza	8
Strategic Insights & Recommendations	9

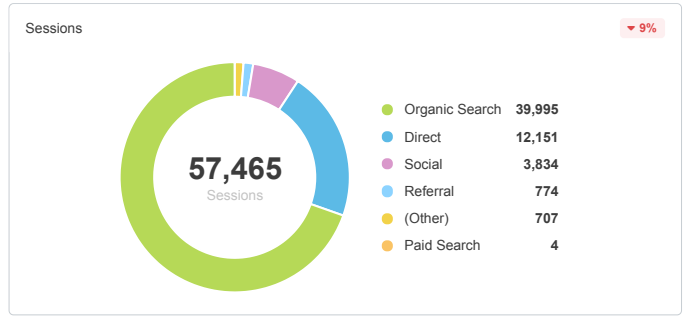
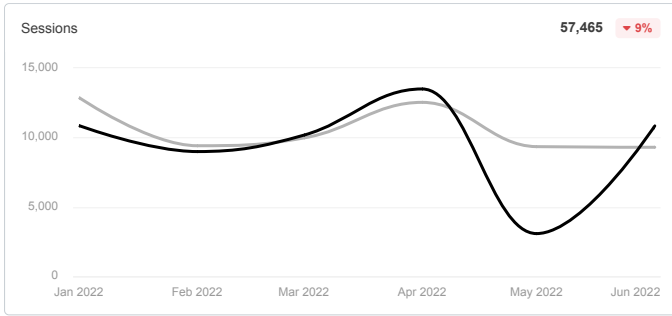
Report Summary

Hi Chantal,

Contained within is your detailed performance report for your SEO campaign. We will take time to detail the specifics and importantly provide expert insights and recommendations to you, so that we can ensure continuous improvement on your campaigns.

Google Analytics - All Channels

AU Only



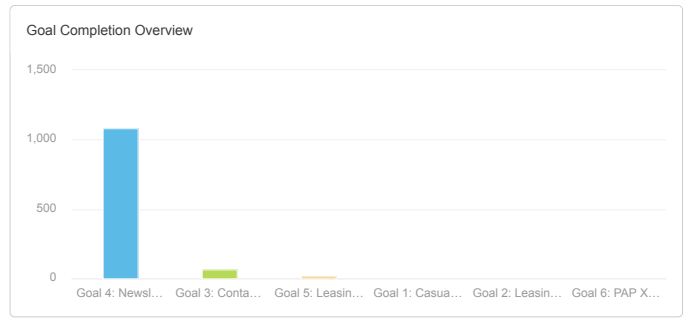
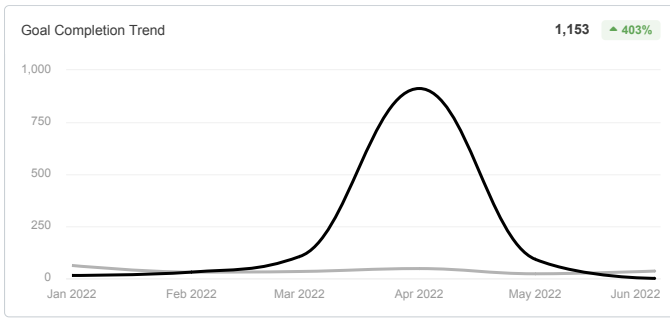
<p>Users ▼ 10%</p> <p>43,285</p>	<p>Sessions ▼ 9%</p> <p>57,465</p>	<p>Goal Completi... ▲ 403%</p> <p>1,153</p>	<p>Avg. Session D... ▼ 4%</p> <p>00:01:16</p>	<p>Bounce Rate ▼ 2%</p> <p>64.63%</p>	<p>Pages/Session ▼ 5%</p> <p>2.05</p>
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Showing 6 of 6 Rows

CHANNEL	USERS	NEW USERS	AVG. SESSION DURATION	BOUNCE RATE	PAGES/SESSION	GOAL COMPLETIONS
Organic Search	30,115	29,063	00:01:24	62.49%	2.15	84
Direct	9,545	9,276	00:00:45	79.12%	1.58	18
Social	3,343	3,230	00:01:00	47.94%	2.17	1,047
Referral	555	461	00:02:51	60.34%	2.62	2
(Other)	498	374	00:02:06	32.39%	3.56	2
Paid Search	4	4	00:00:37	75.00%	1.25	0

Conversion Overview - Hard & Soft

AU Only



Goal Starts ▲ 403%

1,153

Goal Completions ▲ 403%

1,153

Goal Conversion Rate ▲ 458%

2.01%

Hard Conversions			
GOAL	GOAL STARTS	GOAL COMPLETIONS	GOAL CONVERSION RATE
Goal 4: Newsletter Subscriptions	1,079	1,079	1.88%
Goal 3: Contact Form Submissions	62	62	0.11%
Goal 5: Leasing Enquiry NEW	12	12	0.02%
Goal 1: Casual Leasing - Calls+Emails+Forms	0	0	0.00%
Goal 2: Leasing Enquiries - Calls+Emails+Forms	0	0	0.00%
Goal 6: PAP X The Advertiser - Leasing Enquiries	0	0	0.00%

Soft Conversions		
ACTION	TOTAL EVENTS▼	UNIQUE EVENTS
No data matching the selected criteria.		

SEO Traffic & Rankings

Sessions ▼ 5% 39,995	Users ▼ 7% 30,115	New Users ▼ 4% 29,063	Avg. Session D... ▲ 0% 00:01:24	Bounce Rate ▼ 7% 62.49%	Pages/Session ▲ 3% 2.15
SEO Core Keywords 5		Google Change ▲ 100% ▲ 9		Value Added Keywords 28	

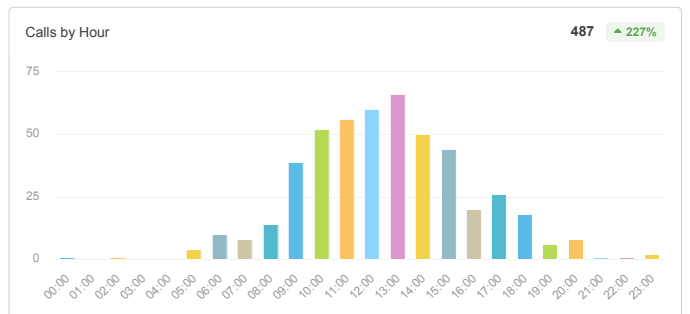
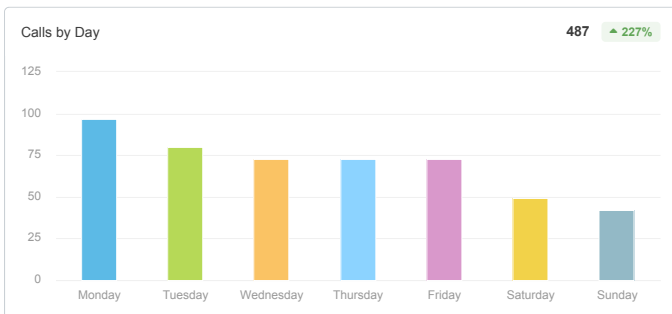
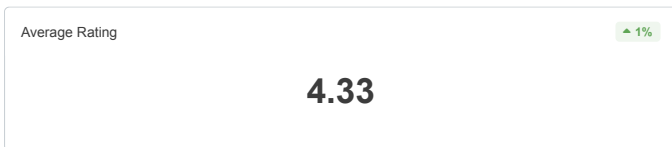
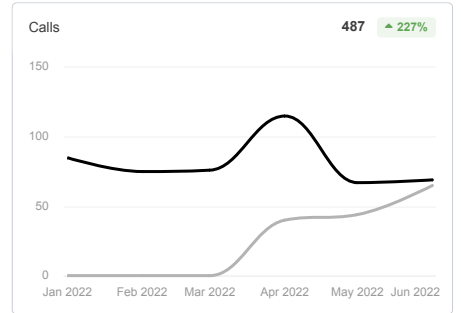
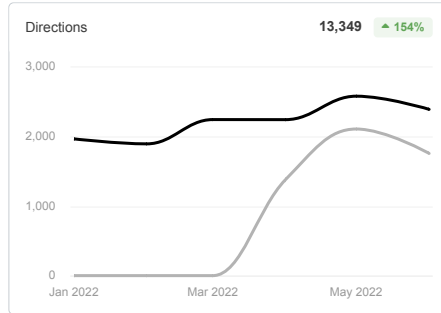
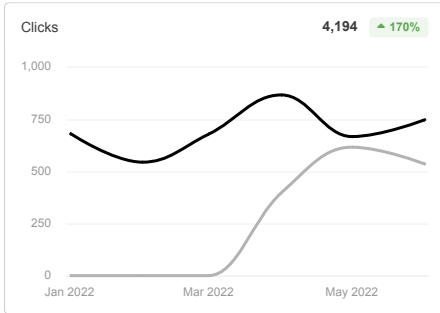
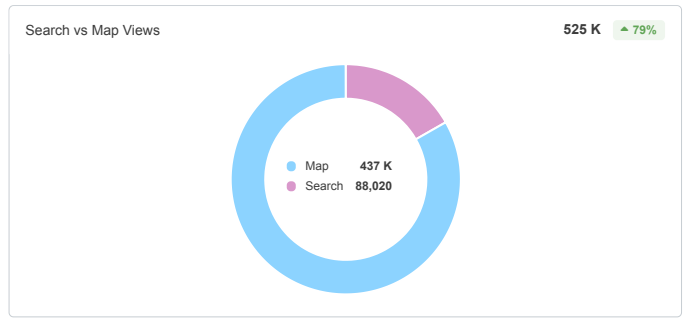
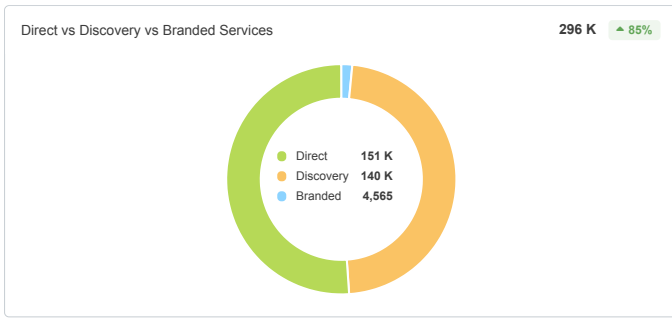
Google Core Keyword Rankings			
KEYWORD	GOOGLE▲	GOOGLE CHANGE	GOOGLE URL
☆ port adelaide cafe	7 th	▲6	/stores/funk-coffee-food/
☆ breakfast in port adelaide	11 th	▼1	/stores/funk-coffee-food/
☆ port adelaide restaurants	15 th	▲5	[home page]
☆ korean restaurant adelaide	47 th	▼1	/stores/ban-ban-korean-restaurant/

SEO Queries Driving Traffic

Top Queries				
KEYWORD	IMPRESSIONS	CLICKS	CTR	AVG POSITION
port adelaide plaza	6,041	1,837	30.41%	2.28
sushi hiro	7,486	1,100	14.69%	5.58
shanghai teahouse	5,963	913	15.31%	3.21
port adelaide shopping centre	2,742	702	25.60%	2.00
shanghai teahouse port adelaide	1,574	558	35.45%	1.02
coles port adelaide	21,212	511	2.41%	2.24
homes supermarket	6,010	457	7.60%	2.66
port plaza	2,140	451	21.07%	4.42
lone star port adelaide	3,781	431	11.40%	1.92
sushi hiro port adelaide	1,758	413	23.49%	1.01

Top Organic Landing Pages		
PAGE	CLICKS	IMPRESSIONS
https://www.portadelaideplaza.com.au/	3,773	94,681
https://www.portadelaideplaza.com.au/stores/sushi-hiro	3,354	72,494
https://www.portadelaideplaza.com.au/stores/shanghai-teahouse	2,813	25,623
https://www.portadelaideplaza.com.au/stores	1,429	26,987
https://www.portadelaideplaza.com.au/stores/social-street-s2	1,236	8,537
https://www.portadelaideplaza.com.au/stores/lone-star-rib-house	1,014	34,999
https://www.portadelaideplaza.com.au/stores/homes-supermarket	896	20,680
https://www.portadelaideplaza.com.au/centre-info/trading-hours	796	68,192
https://www.portadelaideplaza.com.au/stores/captain-chicken-seafood/#tradingHours	723	3,933
https://www.portadelaideplaza.com.au/stores/sorriso-cucina-italiana-pt-adj	653	17,791

GMB - Insights - Port Adelaide Plaza



Strategic Insights & Recommendations

Campaign Findings & Insights

Note:

- Review Period: 1st Jan 2022 - 30th June 2022 V/S Previous Year
- Aus Only Traffic Filtered
- May 2022 core update - Traffic and ranking fluctuations expected during this period
- Site migration was in process during May - Temporary traffic and ranking fluctuations are common during this time

SEO Insights:

- The website is ranking for a total of 29 keywords, including 28 value-added keywords on Google's first page. The core keyword "port Adelaide cafe" moving up to the 1st page is a highlight for this period.
- A slight dip in organic traffic was noticed with a sudden drop in May. This would be to the website migration (a temporary loss in traffic is common during a website migration) and may have an impact from the Google algorithm update as well. Traffic however started picking up in June (A 11% increase compared to June 2021).
- Nearly 70% of the total traffic recorded was from the organic channel, with over 96% of them being new visitors.
- A relatively high bounce rate was recorded however with an improving trend along with page views/sessions compared to the previous year.
- The lack of performance on the below 2 keywords was due to the missing optimized target pages after the migration to the new site.
 - thai restaurant adelaide
 - korean restaurant adelaide
- The highest number of visitors that have come through are between the age of 25-34. Over 60% of the visitors are female and they contributed to the highest number of goal completions.

Campaign Strategic Recommendations

SEO Recommendations:

- Recreate "social-street-s2-thai-restaurant" page or similar on the new site to support the target keyword "thai restaurant Adelaide"
- Add new keywords to expand search visibility. The recommendations can be provided separately.
- Refresh old blog pages and add new blogs regularly to support keyword rankings and increase visibility in other related areas of the business.

Previous Pending Recommendations:

- Expand content on the home page - Ex: populate store categories on the home page.
- Update content as recommended on the keyword mapping document to improve rankings.
- Recommend converting dynamic URLs of the store category pages into static URLs as follows:
 - Current URL - https://www.portadelaideplaza.com.au/stores?category=Cafes_Restaurants
 - Recommended URL - <https://www.portadelaideplaza.com.au/stores/cafes-and-restaurants>
- Configure soft goal conversions to track and monitor various actions