

Monthly SEO Activity and Progress Report

Reporting period: June 2013

Summary of Activities: June 2013

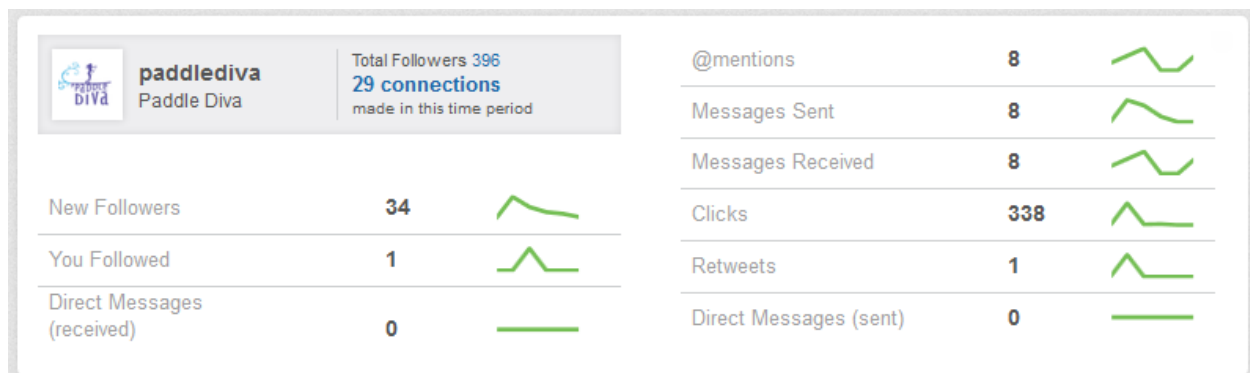
- Blogging and Social Sharing
- Social Networking
- Keyword Rankings
- Website Analytics

Blogging and Social Sharing

Honoring Susan Rockefeller at SoFo Natural History Museum (June 4)
Five Ways to Celebrate World Oceans Day! (June 7)
Stand Up Paddle for Charity this Weekend! (June 11)
Five Reasons to Love the Paddle Dude (June 14)
The Only Floating Fitness Studio in the Hamptons! (June 17)
Five Local Fun Spots When Visiting the Hamptons with Kids (June 21)
Diva Picks: 15Love Sports Apparel (June 25)
Five Summer Superfoods You Should Be Eating (June 28)

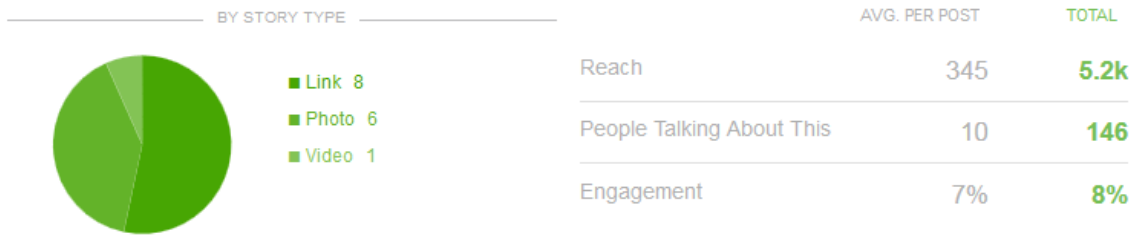
Social Networking

Twitter: Paddle Diva gained 34 new followers in Twitter for the month of June. Shared video links were the most clicked links in Twitter.



Facebook: Paddle Diva gained 26 new “Likes” for the month of June bringing the total to 981. The screenshot below shows your most popular content on Facebook.

YOUR CONTENT A breakdown of the content you post



CONTENT BREAKDOWN A breakdown of how your individual posts performed.

Message Sent	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement
One happy Diva! Isabelle a recent college grad picks up h... <i>June 8, 2013 at 9:15 pm</i>	504	87	32	32	--	1	17.26%
Good morning! We have a backyard box turtle. I love these... <i>June 17, 2013 at 5:56 pm</i>	410	50	17	16	2	--	12.2%
[Photo] <i>June 17, 2013 at 10:05 pm</i>	257	30	7	7	--	1	11.67%
[Photo] <i>June 25, 2013 at 9:46 am</i>	161	17	5	5	--	--	10.56%
Gina wears her Nayad swimsuit so often, she needs another... <i>June 7, 2013 at 10:42 pm</i>	350	32	5	5	--	1	9.14%
Dream big little guy. <i>June 19, 2013 at 11:23 am</i>	611	50	22	21	--	1	8.18%

Keyword Rankings

Website visibility for targeted keywords increased by 5% overall, with 62 keywords in the top 10 across the three major search engines.

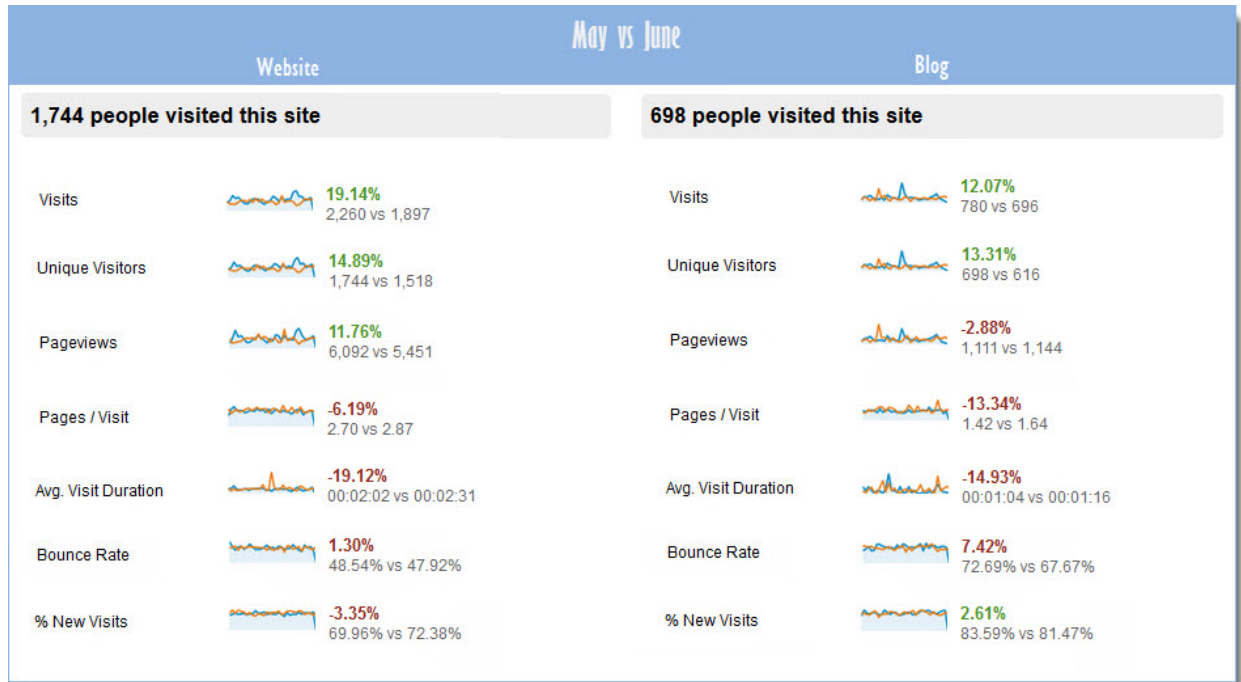
Top Search Engine Rankings: Overview			
Ranked 1st	16	+7	16 rankings found for 8 keywords in 3 search engines
In Top 3	33	+4	33 rankings found for 16 keywords in 3 search engines
In Top 10	62	+8	62 rankings found for 24 keywords in 3 search engines
In Top 100	112	+12	112 rankings found for 49 keywords in 3 search engines
Not in Top 100	83	-12	83 rankings found for 40 keywords in 3 search engines
Moved up	59		59 rankings found for 37 keywords in 3 search engines
Moved down	33		33 rankings found for 27 keywords in 3 search engines



See attached Keyword Ranking report for more details.

Website Analytics

Both the website and blog show increases in visitors for the month of June. Among the top most visited pages are those related to the SUP lessons offered by Paddle Diva and directions on how to get to the center. Visits are up, but so are bounce rates, which seems to indicate that this is seasonal summer traffic. People are looking for lessons/tours and not necessarily regular readers of the blog or the Paddle Diva website.



Top 10 referrers to the website:

Referring site	Visits	Bounce Rate	Pages/ Visit	Avg. Visit Duration
Google (organic search)	1,159	43.14%	2.92	00:02:16
blog.paddlediva.com	77	46.75%	2.52	00:01:48
Bing	65	61.54%	2.23	00:01:15
Yahoo	53	56.60%	2.23	00:01:02
campaign.r20.constantcontact.com	21	33.33%	2.57	00:03:25
susanrockefeller.com	21	95.24%	1.05	00:00:00



travelandleisure.com	16	62.50%	2.31	00:01:19
wellandgoodnyc.com	14	42.86%	2.29	00:00:36
jessicabellofattoyoga.com	13	69.23%	1.54	00:00:15
pretasurf.com	13	53.85%	1.85	00:00:31

Please use your Google Analytics Summary Stats dashboard for more details, and feel free to reach out to us with any questions. We are happy to schedule a call to help you understand your monthly reports and statistics.

