

Business Metrics

for the Board Room



I C M A

Making classified media work better!
International Classified Media Association



Marketing Metrics



Weekly Reports



Gillian Muessig <gillian@moz.com>

SEOmoz weekly status update for [redacted]

Adam Feldstein <adam@seomoz.org>

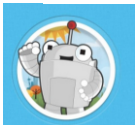
cc: All Staff <allstaff@seomoz.org>



Key Metrics You Should Know About [as of 6/19] [redacted]

Highlights:

- Great week for trials with almost well over 600 new free trailers (and over 2,000 people in trial)
- Cancels/churn and signups all pretty steady week-over-week
- We are fast approaching 14k people using PRO (including trialers)
- We just crossed 10,000 accounts with active campaigns (about 73% of PRO)



Weekly Reports

With the advent of our new pricing plans (+ 50 extra keywords per PRO member), we've seen our average keywords tracked per customer drift up from around 70 to 71. This is a huge improvement, but we had been sitting between 70 & 71 per customer for a long time.

Membership

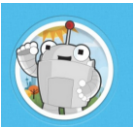
- Total SEOmoz PRO Access [including trialers]: **13,902 (+428)**
- Total SEOmoz PRO Members [not including trialers]: Double-check this number – will send an update with it very soon.
- Signups last week: **338 (-1%)**
- Cancellations last week: **204 (0%)**
- Weekly Churn %: **1.74% (-2%)**



Simple Weekly Report

Free Trial

- **Sign-Ups: 638 (+7%)**
- **Current Free Trialers: 2,208 (+174)**



Simple Weekly Report

- **Net Cash Revenue for the week: \$243,795 (6-week average: \$206,537)**
- **Net Cash Revenue Run Rate: \$10,675,002 (extrapolated the last 4 weeks' revenue for a full year)**
- **Net Cash Revenue YTD (unofficial): \$4,055,599** (last week's number appears to have been low – this has corrected for that)



Top Things...

Top Things going on in Marketing

- Affiliate marketing program launched! Woohoo! Blog post goes up publicly announcing tonight
- Brought Aaron Wall on as an affiliate this week, he will be pushing our PRO membership to his community
- Gillian & Joanna did a Webmaster Radio broadcast on Monday regarding Affiliate Marketing & our program
- Marketing team KPIs finalized & shared with executive team, now reflected on **board** behind us. Come take a look!
- Danny pushed through a lot of SEO fixes on www.SEOmoz.org, reminding us all that there is something to this "SEO" thing
- Webinar last week was on SEO for Ecommerce, well received!



Top Things...

Top Things going on in Biz Dev

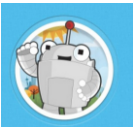
- Rand had a call with Optify, who's hopefully going to be using our API
- Held the **board meeting** - generally things look good, and our more advanced churn analysis should help us get much more savvy about what we need to do and how. Broadly, we know that today, if we can keep a member 4+ months, they stay very loyal. The first 2 months are where the biggest improvements are needed and education and stickiness features should both help.



Simple Weekly Report

Site Metrics

- Total Visits: 202,676 (-3%)
- Search Visits: 64,055 (-4%)



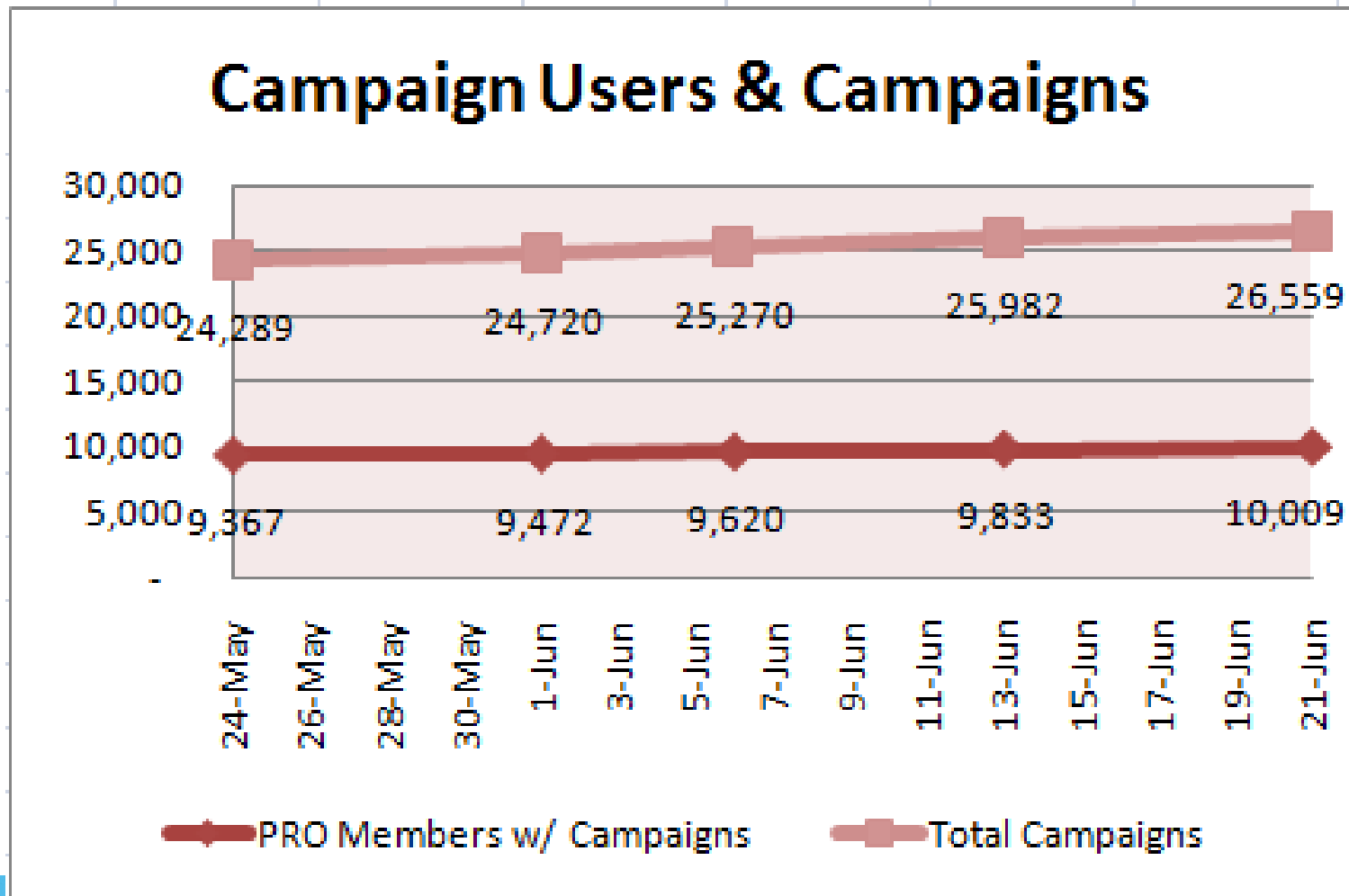
Simple Weekly Report

Web App Metrics

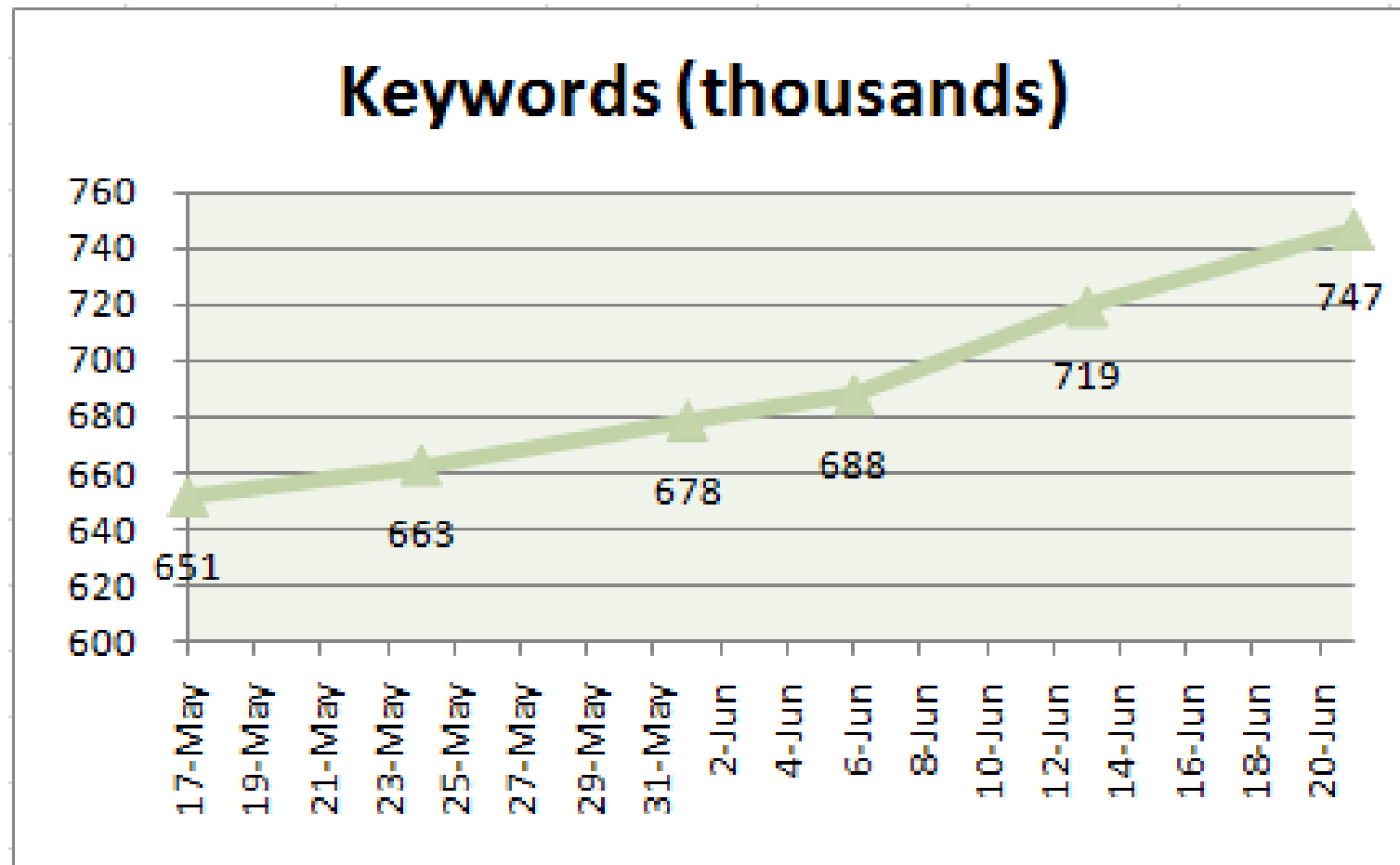
- **Customers with Campaigns: 10,009 (72% of PRO + trialers have 1+ campaigns)**
- **Total Active Campaigns: 26,559 (Avg: 2.65 campaigns/customer)**
- **Total Keywords Retrieved: 747,008 (Avg: 75 keywords/user)**
- **Total URLs Crawled: 142,342,919 (Avg: ~14,221 pages crawled/customer w/ PRO access [includes pro and trailers, campaign crawls and crawl test crawls]) – Note: Graph may be off due to an irregular timeframe between data retrieval**



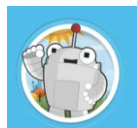
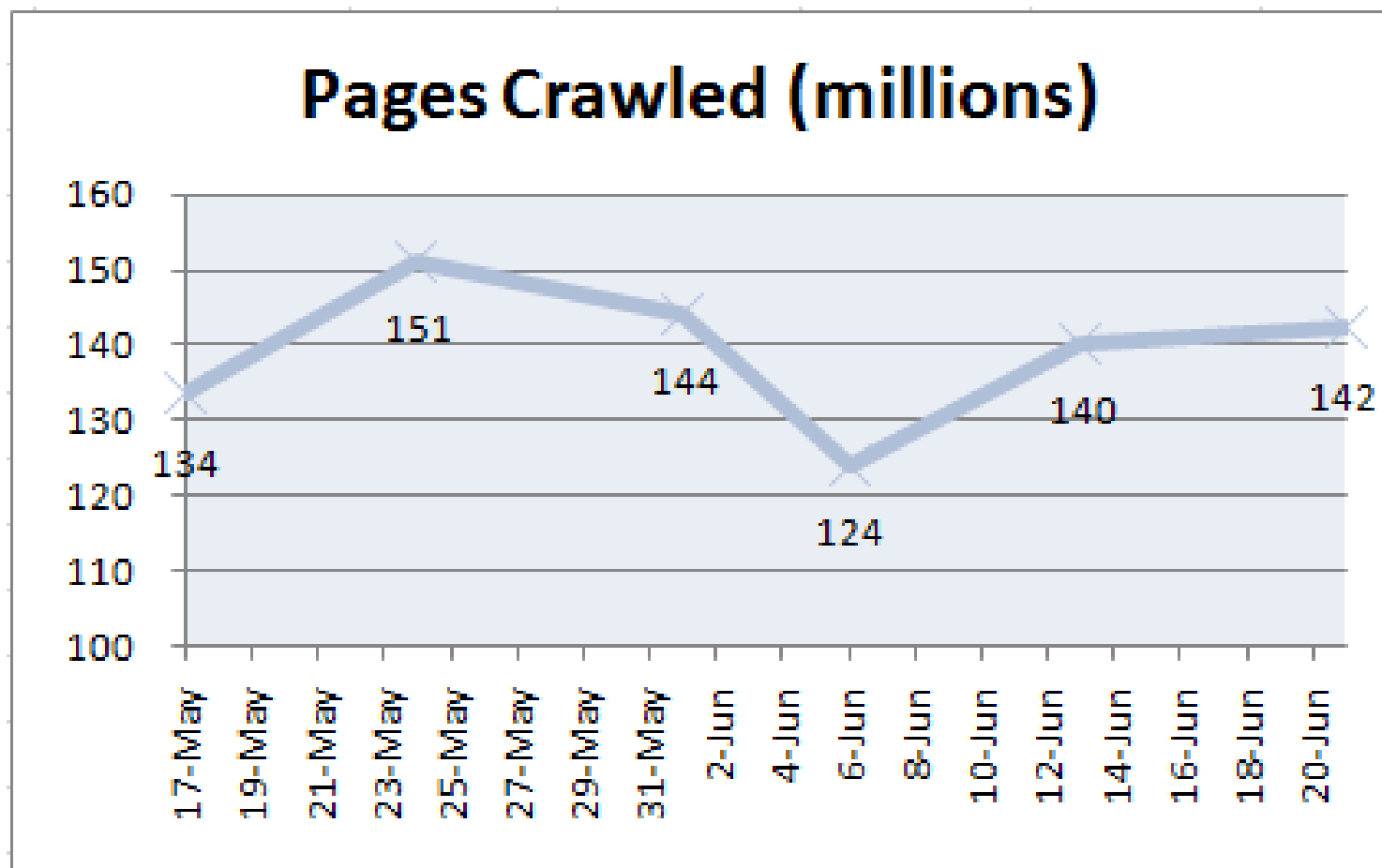
Graphs help... a LOT



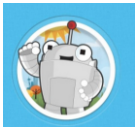
Track over time



Color coding helps... a LOT



Internal Metrics



Customer Metrics

416 Tickets Created This Week

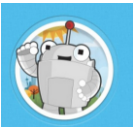
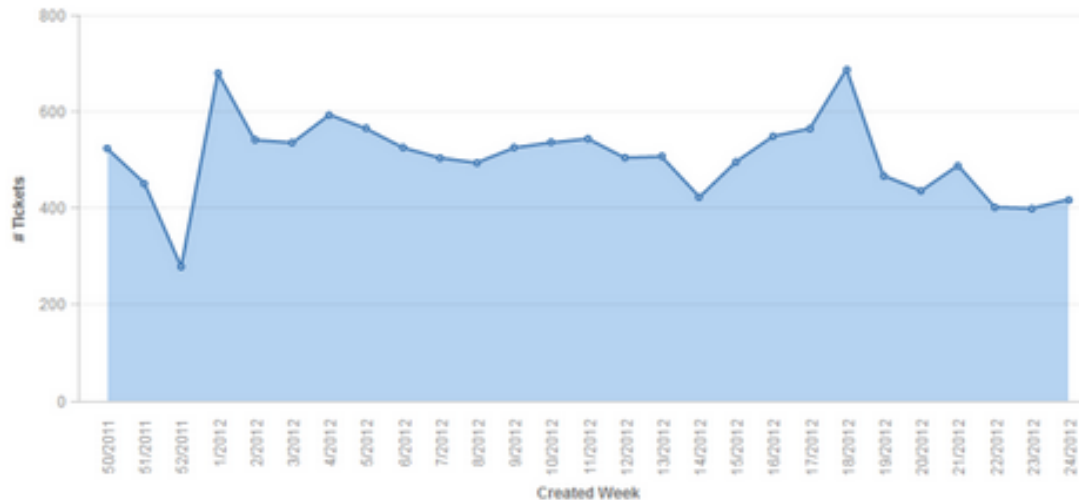
Last Week
398 +5%

6 Weeks Avg
435 -4%

12 Weeks Avg
486 -14%

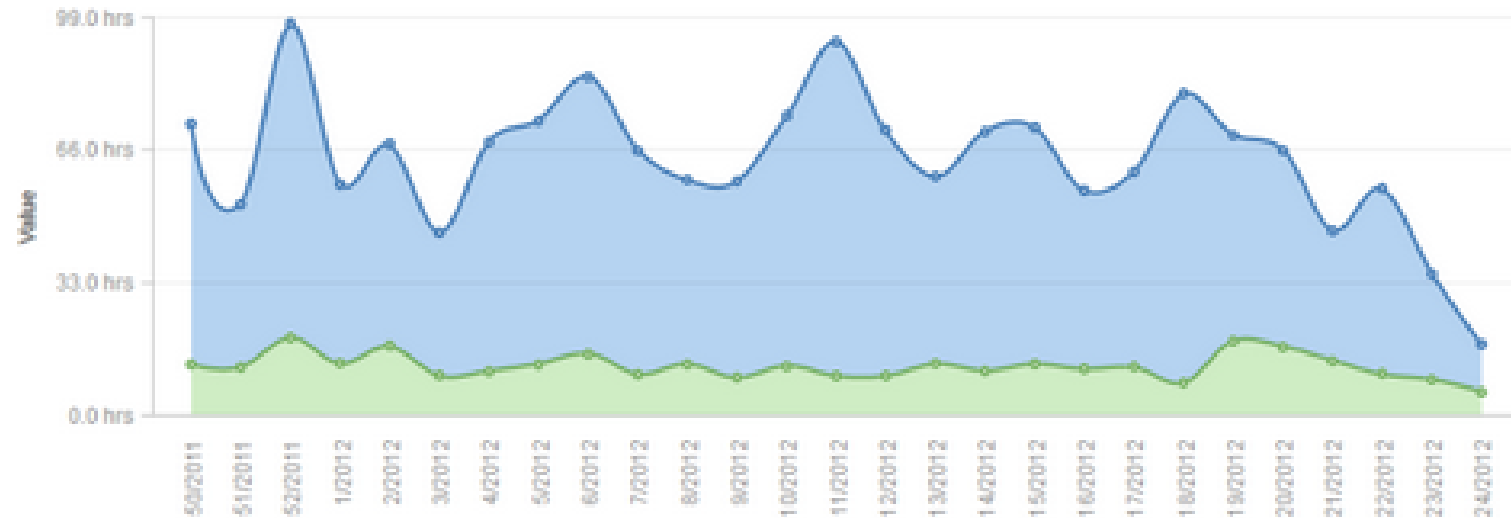
6 Months Avg
508 -18%

Tickets Created (6 Months):



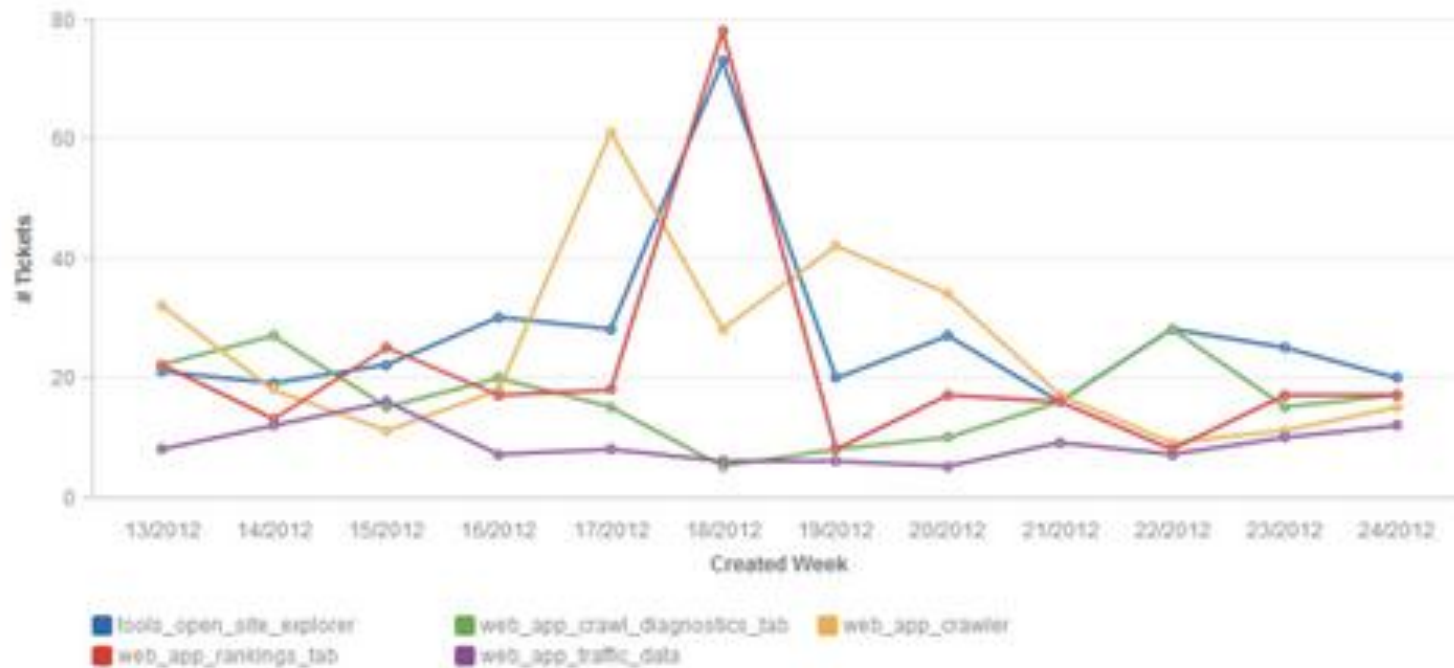
Customer Metrics

First Response Time: 6hrs (Resolution: 17hrs) {Down 44% and 31% from last week.}



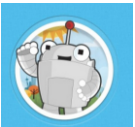
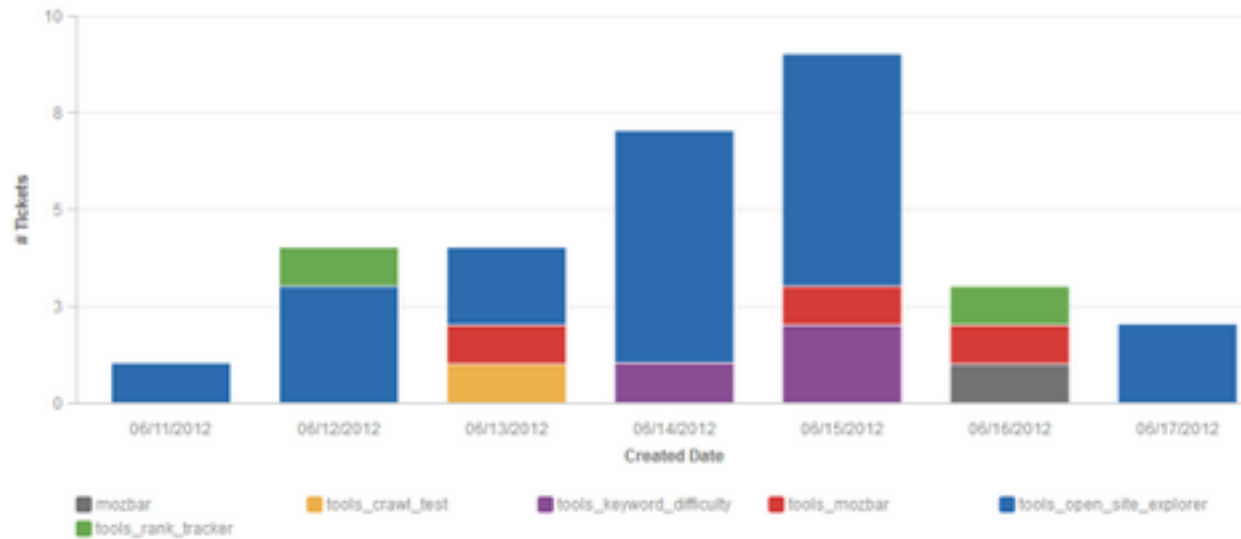
Customer Metrics

Top 5 Issues:



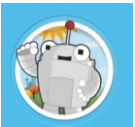
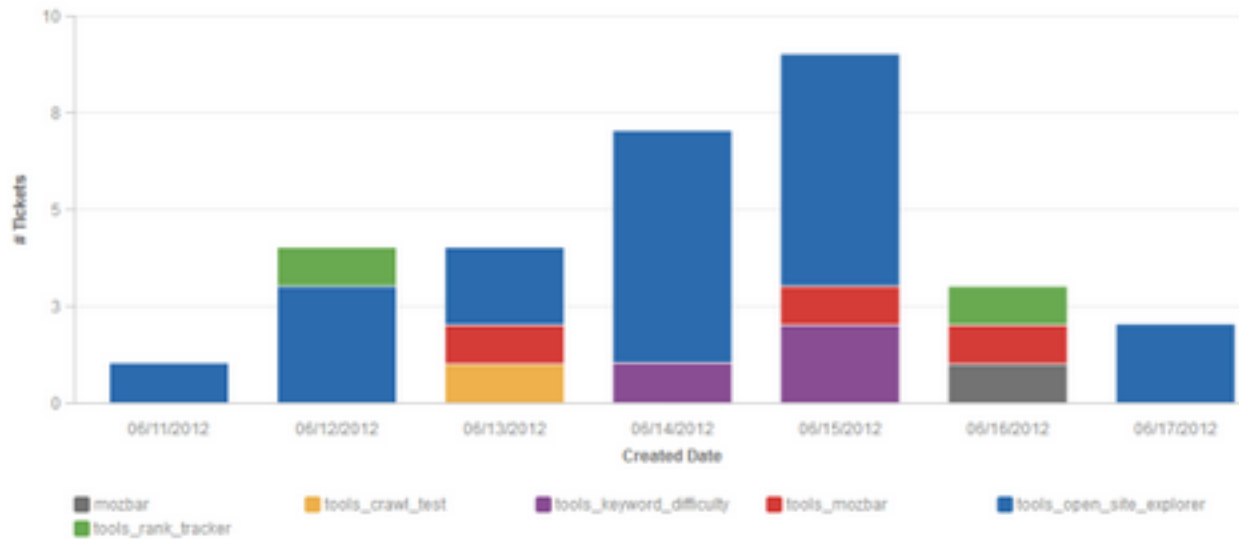
Customer Metrics

Tools:



Customer Metrics

Tools:



Talk it through

Bugs and Issues

Hot Bugz (Important customer impacting issues):

None this week.

In the Works (Resolution to these issues is in progress):

1. Resolve the issue that restricts the amount of campaigns that can connect to Google Analytics. Currently, Google restricts the amount of refresh tokens for an account to 25ish. We use a separate refresh token for each campaign even if it connects to the same Google account. This affects our elite and agency subscribers because of they have more campaigns than Google will issue tokens for.
2. OSE in Chrome will sometime cause too many redirects. Jim has looked into this and is having a hard time reproducing, but thinks it's related to authentication issues between OSE and www.seomoz.org. **He is still investigating.**
3. Track down issue that causes Adobe to give an error when opening custom reports.



Done, done and DONE!

Completed (Done, Done, and DONE!):

None again this week.

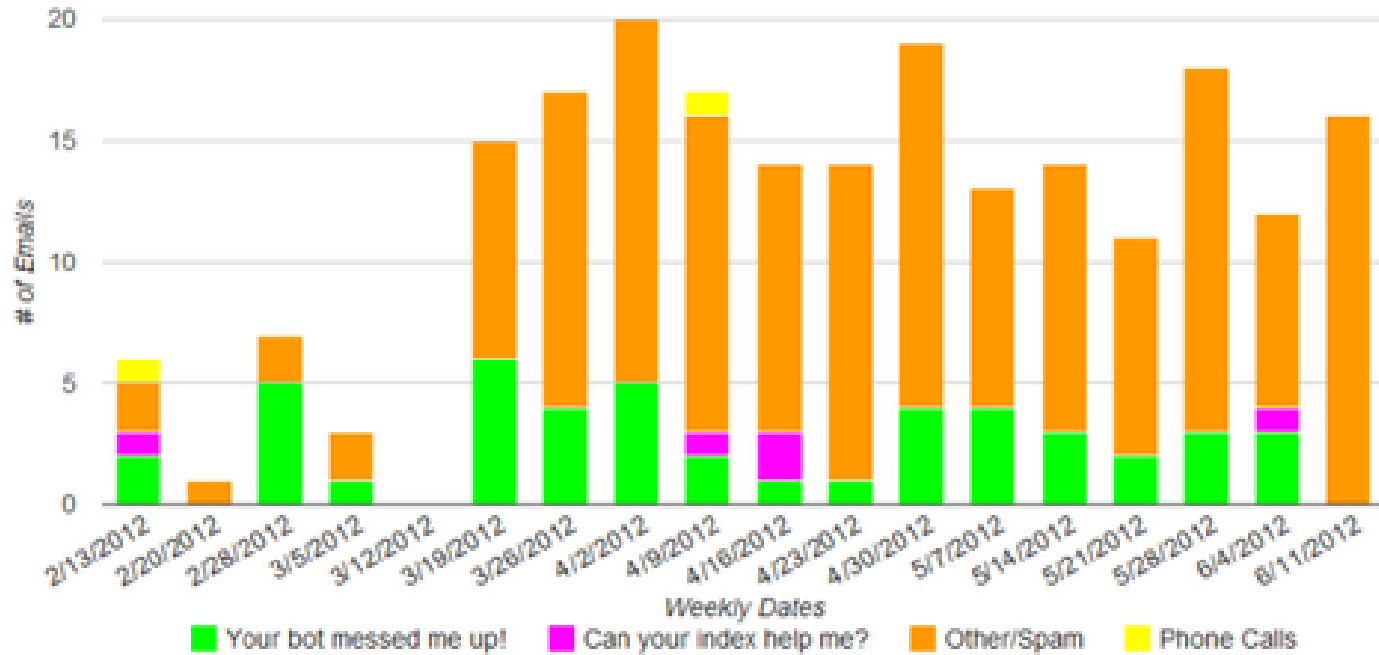
This Week's Issues:

- 4 Crawl Tests were stuck.
- 4 Unpaid accounts weren't suspended on the Moz side. Casey figured out the issue and a fix has been rolled out.
- 2 Users couldn't sign up for an account. Nothing happens when they click the "Start My Free Trial" button. We are looking to repro this on the HTeam, but haven't been able to yet.
- 2 Users from Canada couldn't pay us because of AVS issues. We are now at 33 total for the past 4 weeks. Crissy is investigating with Chase.



Customer Metrics

Mozscape Crawler Support



Luvmeter – it's HUGE

Luvmeter

0% / 7% / 93%

Last week (0% / 11% / 89%)

A total of 30 customers rated us last week. Out of those, 0% thought we stunk, 7% thought we were just alright and 93% thought we were Spectacular!



Say thanks!

A huge thanks to Shelly for getting the Help Hub links on the site updated and to Kenny for the awesome new Help Hub landing page!!

Help Resources and Documentation

[SEO Question? Visit our Q&A forum](#)

PRO Webinars
Sign up today to learn more about the features of SEOmoz PRO.
[Reserve Your Spot Today](#)

Customer Support
Are you experiencing issues with your SEOmoz Pro account?
[Contact Our Help Team](#)

[Getting Started Guides](#)
[Open Site Explorer](#)
[Pro Tips](#)
[Tools](#)
[Admin](#)

Welcome to the SEOmoz Help Hub

Looking for information about the features and tools included in your PRO membership? You've come to the right place! FAQ's, videos, guides to help you get started - we've got it all! Well, not exactly. If we did forget something or if you want to ask a question, don't hesitate to contact us via one of the options below. We're in our Seattle offices from 7am to 5pm PST, Monday through Friday, to reply to your email or answer your call.


Forums
Want help fast? If you're a PRO member, you can get a quick answer if you ask your question to our community in the Q&A Forums.
[Go To Forums](#)

Email Us
Couldn't find an answer here? Have a question about your subscription or a bug? Submit a ticket and we'll email you back during our business hours.
[Submit Ticket](#)

Demo Webinar
New to SEOmoz? Want to know where to start? Sign up for our weekly software demo!
[Sign Up Now](#)

Call Us
Hours of Operation
7am - 5pm PST
Billing Questions:
206-812-2233
Technical Support:
206-812-2234
Sales Questions:
206-812-2232

A small, stylized cartoon robot mascot with a grey body, white face, and a red antenna, set against a blue circular background.



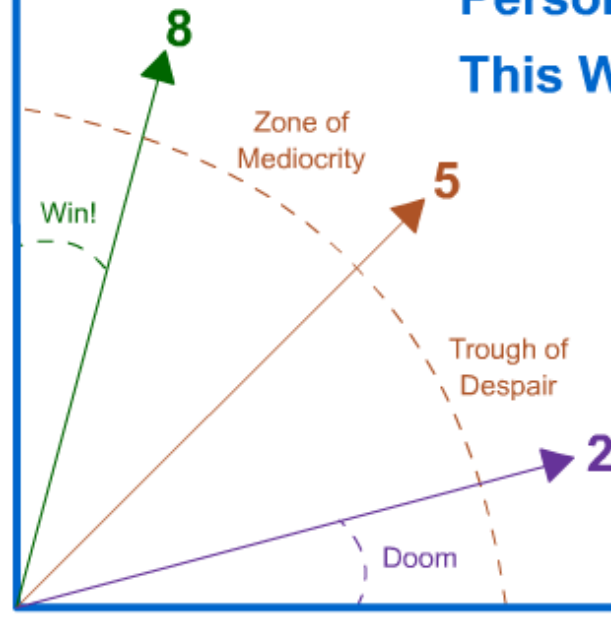
ICMA
Making classified media work better!
International Classified Media Association

Track Team Happiness

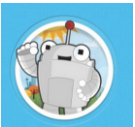
Person I have a crush on
declared they love me!

10

How Happy Are You in Your
Personal/Professional Life
This Week?



Car hit my
puppy :(



Track Team Goals

All my work dreams
came true!

10

What Would Make
You a "10"?

8

5

2

0

I had to lay off
my best friend



Thank you!

Gillian Muessig
CEO, OVG
co-founder MOZ
gillianmuessig@gmail.com

