Executive Summary Report Details

Prepared by YourBrand™

Presented to yourclient.com

yourclient.com

Search Engine Position Report

Ranking Results

8/25/2011 - 9/25/2011

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
7 (+1)	25 (+2)	2 (-2)	3

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
19 ▲	8 ▼	33	1	

All Keywords

GA visits from 8/25-9/23 1st Page 2nd Page 3rd Page

Keyword	GA Visits	Local Vol	Global Vol	Adv Comp	Google	Google UK
beautiful dresses for women	226	1,900	3,600		1 (+1)	1 (+2)
night dress for women	45	9,900	18,100		1	4 (+1)
night dresses for women	190	2,400	9,900		1	8 (-1)
dress designs	212	135,000	450,000		3 (+3)	7 (+1)
night dresses	395	60,500	201,000		3 (+2)	41 (+51)
prom dresses usa	48	1,000	8,100		4	3
evening cocktail dresses	21	33,100	90,500		4 (+2)	29 (+1)
usa dresses	34	33,100	110,000		5	4
evening dresses usa	39	720	2,900		5 (-1)	6 (+4)
cocktail dresses uk	63	590	14,800		6 (+2)	85 (-17)
dresses usa	79	33,100	110,000		7 (-3)	4
simple prom dresses	13	880	4,400		7 (+2)	4 (+10)
cocktail evening dresses	13	33,100	90,500		7	13 (+2)
homecoming dresses	23,926	246,000	301,000		9 (+7)	5
cocktail dresses	447	368,000	823,000		26 (-2)	79 (+26)
dresses	51,239	24,900,000	68,000,000		7 (-5)	-
prom dresses uk	10	1,600	135,000		20 (-7)	-
evening dresses uk	12	880	40,500		29 (+2)	-
prom dresses	327	1,000,000	4,090,000		34 (+2)	-
evening dresses	273	301,000	1,000,000		35 (-7)	-

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Search Engine Position Report

(Continued)

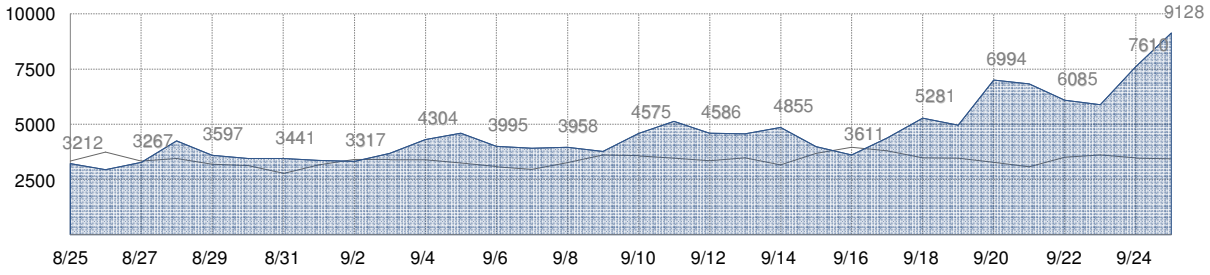
Keyword	GA Visits	Local Vol	Global Vol	Adv Comp	Google	Google UK
dresses uk	5	22,200	823,000		113 (new)	-
cocktail dresses australia		320	6,600		-	-
cocktail dresses canada		320	1,900		-	-
dresses australia		5,400	135,000		-	-
dresses canada		5,400	90,500		-	-
evening dresses australia		320	6,600		-	-
prom dresses australia		260	3,600		-	-
prom dresses canada		320	6,600		-	-
uk dresses		22,200	823,000		-	-
uk prom dresses		1,600	135,000		-	-

Google Analytics

8/25/2011 - 9/25/2011

compared to: 7/24/2011 - 8/24/2011

Excluding paid search

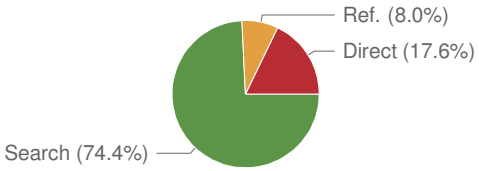


147,447 Visits

Previous: **107,923** (+36.62%)

851,969 Page Views

Previous: **657,914** (+29.50%)



11,823 Site Referrals

TOP REFERRERS	%	VISITS
prom.com	14.6%	1,728
1sexynight.com	13.1%	1,548
malibustrings.com	13.0%	1,541
google.com	9.4%	1,106
facebook.com	6.9%	820

109,724 Search Referrals

TOP KEYWORDS	%	VISITS
dresses	50.3%	55,145
homecoming dresses	28.9%	31,750
yourclient.com	2.5%	2,779
dress	0.8%	886
www.yourclient.com	0.7%	798

TOP SEARCH ENGINES	%	VISITS

Web Visitor Statistics

(Continued)

TOP SEARCH ENGINES	%	VISITS
google	89.1%	97,782
bing	4.5%	4,949
yahoo	3.1%	3,394
search	2.0%	2,214
aol	0.6%	635

TOP LANDING PAGES	%	VISITS
/	90.1	132,862
/category/prom-dresses	1.7	2,523
/category/cocktail-dresses	1.4	1,994
/category/evening-dresses	0.9	1,392
/category/14	0.2	256

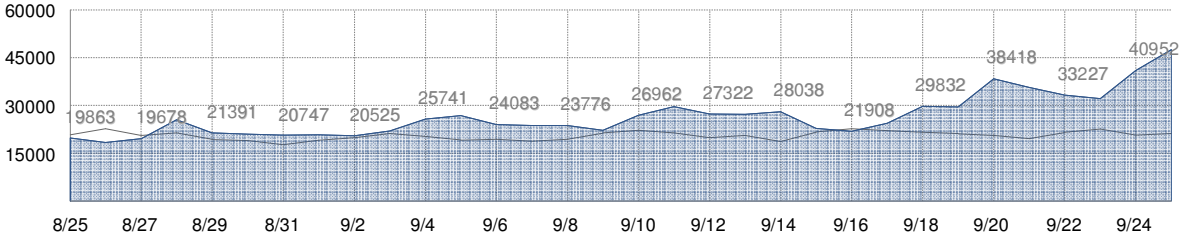
Engagement Summary for yourclient.com

8/25/2011 - 9/25/2011

compared to: 7/24/2011 - 8/24/2011

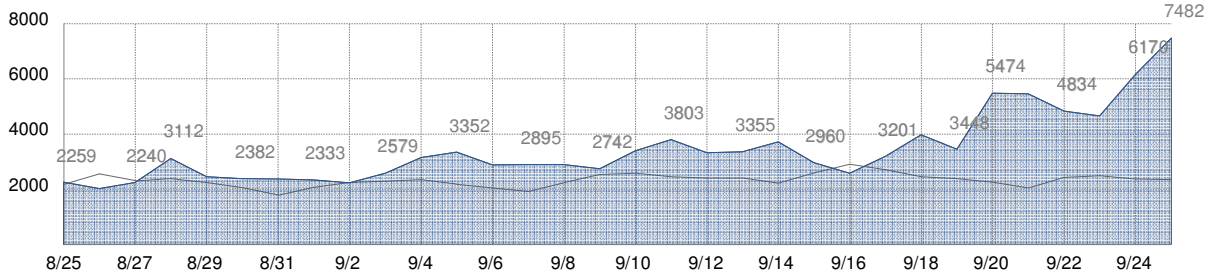
852,171 Total Page Views

Previous: **658,161** (+29.48%)



Search Engine Traffic

8/25/2011 - 9/25/2011
compared to: 7/24/2011 - 8/24/2011
Organic search



109,724 Visits
Previous: **74,468** (+47.34%)

631,788 Page Views
Previous: **461,077** (+37.02%)

100 Top Keywords

Search Keyword	%	Visits
dresses	50.3%	55,145
homecoming dresses	28.9%	31,750
yourclient.com	2.5%	2,779
dress	0.8%	886
www.yourclient.com	0.7%	798
cocktail dresses	0.4%	469
night dresses	0.4%	424
prom dresses	0.3%	352
pinkish dresses	0.3%	337
dreses	0.3%	294
evening dresses	0.3%	289
homecomming dresses	0.2%	260
beautiful dresses for women	0.2%	250
dress designs	0.2%	237

Web Visitor Statistics - Top Keywords

(continued)

Search Keyword	%	Visits
homecoming dresses 2011	0.2%	229
night dresses for women	0.2%	201
night dress	0.2%	177
formal dresses for women	0.2%	174
prom dresses 2011	0.2%	174
elegant dresses for women	0.2%	172
dreeses	0.1%	131
21st dresses	0.1%	128
dresss	0.1%	108
classy dresses for women	0.1%	105
dresess	0.1%	105
beautiful dresses	0.1%	100
homecoming dress	0.1%	91
dresses usa	0.1%	85
cocktail dresses for weddings	0.1%	80
dressesgirls	0.1%	79
night dresses for wedding	0.1%	76
dresses for women	0.1%	70
dressses	0.1%	70
black homecoming dresses 2011	0.1%	67
cocktail dresses uk	0.1%	67
sequence dresses	0.1%	66
dress design	0.1%	64
formal dresses	0.1%	64
yourclient.com 2011	0.1%	63
online dresses	0.1%	62
desses	0.1%	57
evening dresses for wedding	0.1%	56
miami dresses	0.1%	55
evening dress	0.0%	52
homecoming dreses	0.0%	52
prom dresses usa	0.0%	52

Web Visitor Statistics - Top Keywords

(Continued)

Search Keyword	%	Visits
black homecoming dresses	0.0%	51
dressy dresses	0.0%	51
dress with daisies	0.0%	51
cocktail dress	0.0%	49
dresses red violet ca	0.0%	49
dressess	0.0%	48
http://www.yourclient.com/	0.0%	47
night dress for women	0.0%	47
vegas dresses	0.0%	47
california dresses	0.0%	46
little black dresses for women	0.0%	46
http://yourclient.com/	0.0%	44
dress for women	0.0%	42
evening dresses usa	0.0%	42
usa dresses	0.0%	42
evening dresses for women	0.0%	40
www.yourclient.cm	0.0%	40
dresses for vegas	0.0%	38
elegant cocktail dresses	0.0%	38
homecoming dressses	0.0%	37
simple homecoming dresses	0.0%	35
home coming dresses	0.0%	33
homecoming dresses online	0.0%	32
www.yourclient.com 2011	0.0%	32
designer cocktail dresses	0.0%	31
evening dresses online	0.0%	31
prom dress	0.0%	31
dress usa	0.0%	30
us dresse	0.0%	29
evening dresses london	0.0%	29
simple cocktail dresses	0.0%	29
cache:0z-c5wjn-gej:www.yourclient.com/ dresses	0.0%	28

yourclient.com

Web Visitor Statistics - Top Keywords

(Continued)

Search Keyword	%	Visits
designer dresses	0.0%	28
dress stores	0.0%	28
evening gowns	0.0%	28
designer evening dresses	0.0%	27
french cocktail dresses	0.0%	27
dresses night	0.0%	26
event dresses for women	0.0%	26
homecomeing dresses	0.0%	25
night dresses fashion	0.0%	25
dresses\	0.0%	24
formal dresses for weddings	0.0%	24
creative dresses	0.0%	23
dresses designs	0.0%	23
evening cocktail dresses	0.0%	23
black dresses online	0.0%	22
dresses homecoming	0.0%	22
drsses	0.0%	22
edresses	0.0%	22
evening dresses for weddings	0.0%	22
homecomingdresses	0.0%	22
black dresses for weddings	0.0%	21
homecomin dresses	0.0%	21