

Does CyberTrader Meet Charles Schwab's Strategic Web Channel Goals?

WebAnalytics
March 2008 vs. April 2008

A Presentation to:



By:



Analyst: Ryan Praskiewicz
ryanpraski@gmail.com

June 9, 2008



Introduction

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Site Usage Overview

CyberTrader website usage decreased between March and April.

	March 2008	April 2008	Variance
Visits	2212	1954	-11.66%
Page Views	4613	3700	-19.79%

What is driving the decrease?

Existing Account Holders

VS

Prospective Clients

- Making fewer trades?
- Accessing and viewing accounts less frequently?

- Under performing ad campaign?
- Fewer search engine referrals?



Prospective Client Site Visits

New visitors to CyberTrader remained relatively constant.

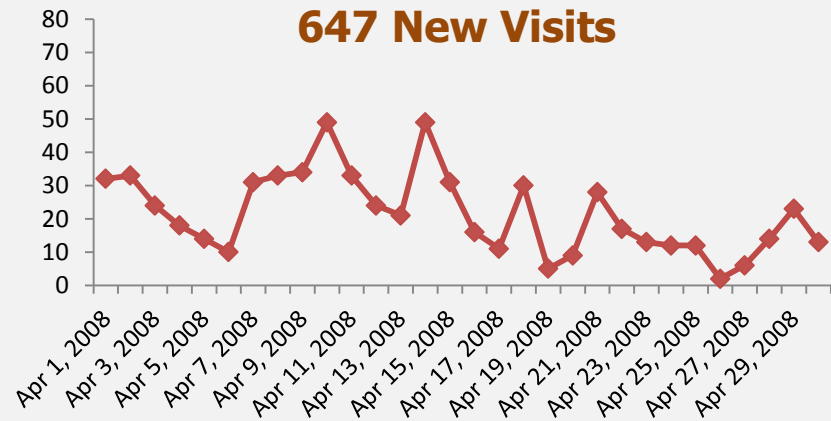
March 2008

650 New Visits



April 2008

647 New Visits



-If new visits remained constant between March and April, then the aggregate decrease in visits is due to decreased visits by existing account holders.

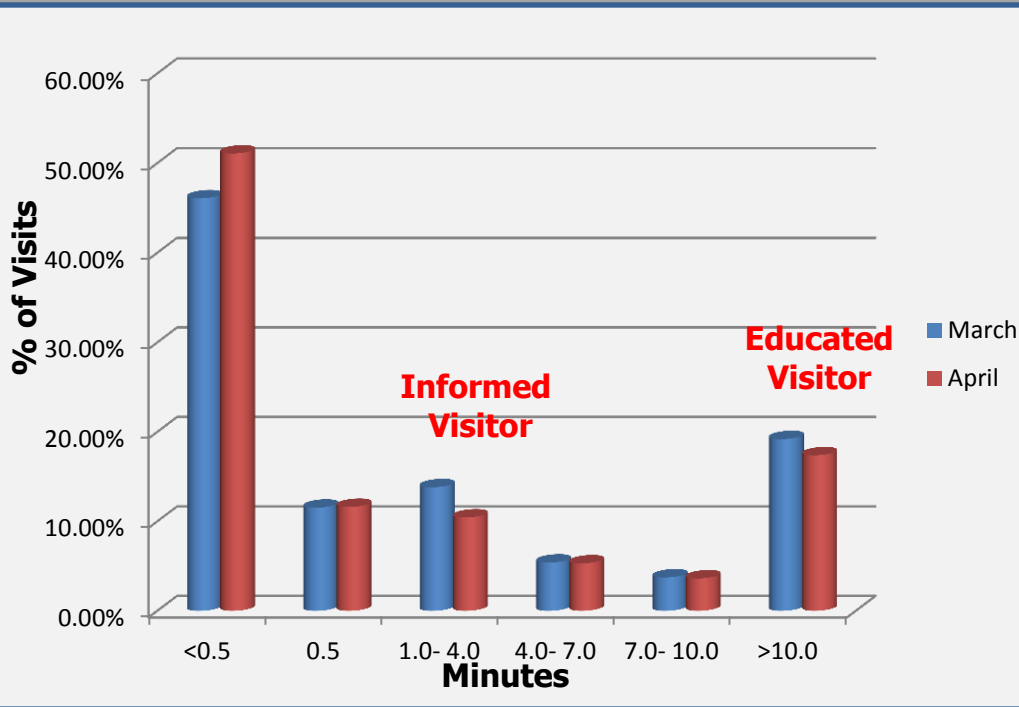
-Existing account holders are likely to view more pages which explains why a 12% decrease in visits yields a 20% decrease in page views.



Is the Site Engaging for Visitors?

CyberTrader's website *informs*, *educates* and *entices* prospective clients.

Time Spent on Site Per Visit



- Visitors were less engaged in April than March
 - Spent 43 seconds less on the site on average
- Visits totaling less than 30 seconds increased by 5% in March
 - Prospective clients are not being enticed
 - Change in introductory account rates?
- 1 to 4 minute visits decreased by 3.4%.
 - These visitors have been *informed* by the site.
 - Clicked on FAQ page and Offer Comparison
 - Investigated basic rate structure for account
- Visits over 10 minutes decreased by 2%.
 - These visitors have been *educated* by the site.
 - Drilled down on detailed trading account info

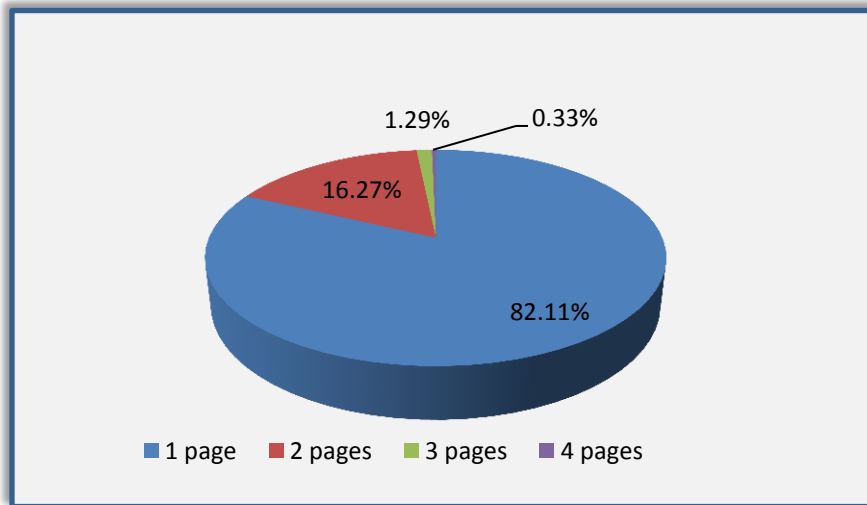
March Average: 6 minutes 7 Seconds
April Average: 5 minutes 24 Seconds



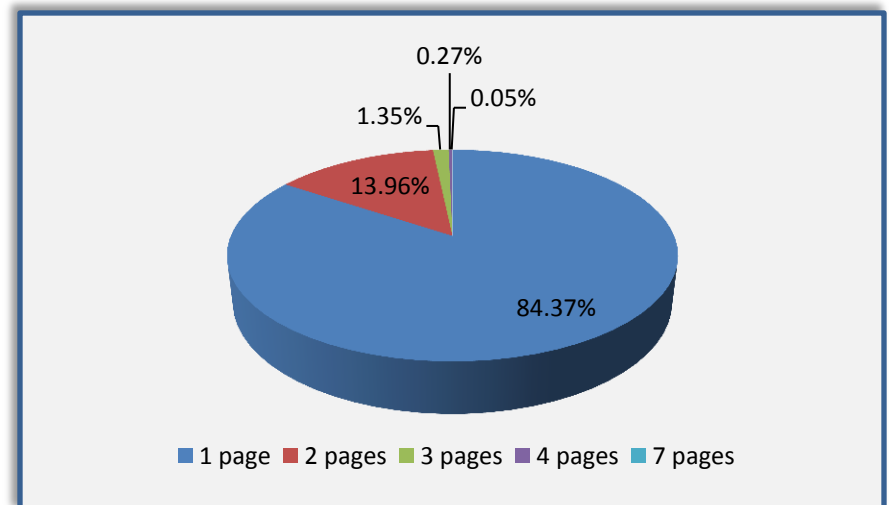
Do Visitors Go Beyond the Home Page?

Page Views Per Visit

March 2008



April 2008



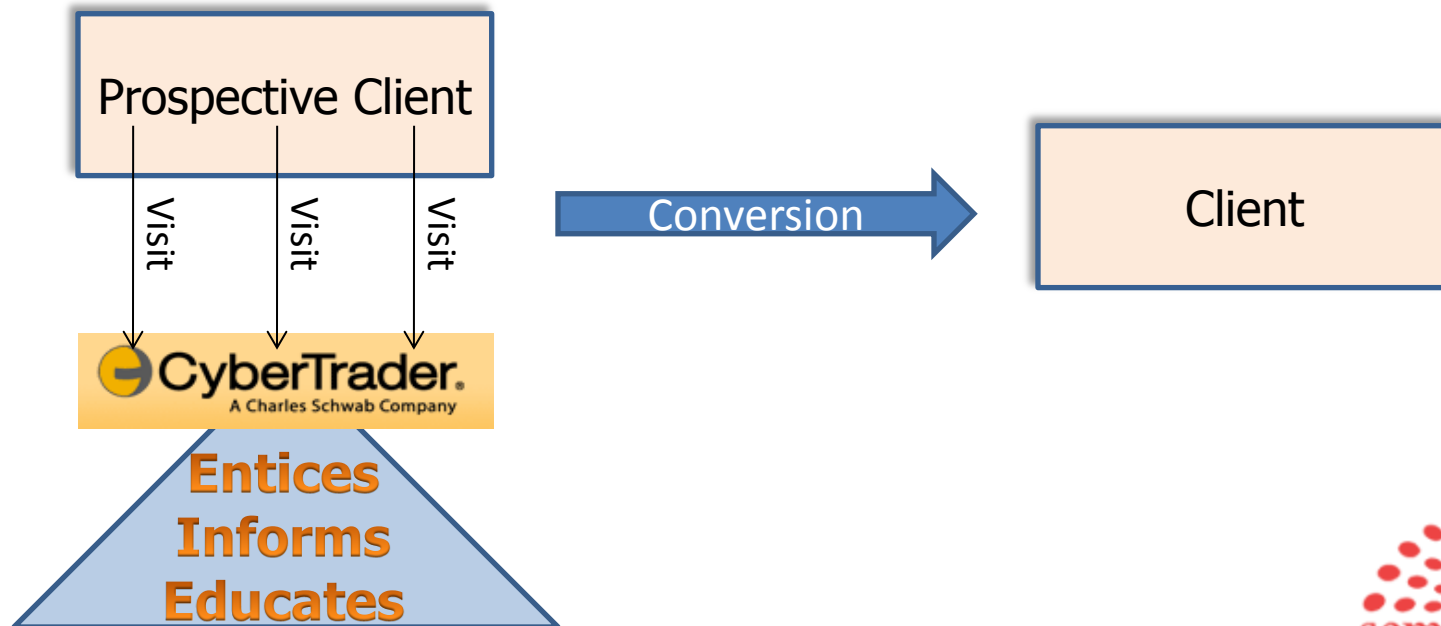
- In April single page views per visit increased by 2.2%.
- In April visitors viewing two pages decreased by 2.3%.
- Users are less engaged in April in terms of page views.



Do Prospects Become Clients?

The goal of the site is to get visitors to sign up for trading accounts.

	March 2008	April 2008	Variance
Conversions	13	11	-15.38%
Avg Visits	84.5	28	-66.86%

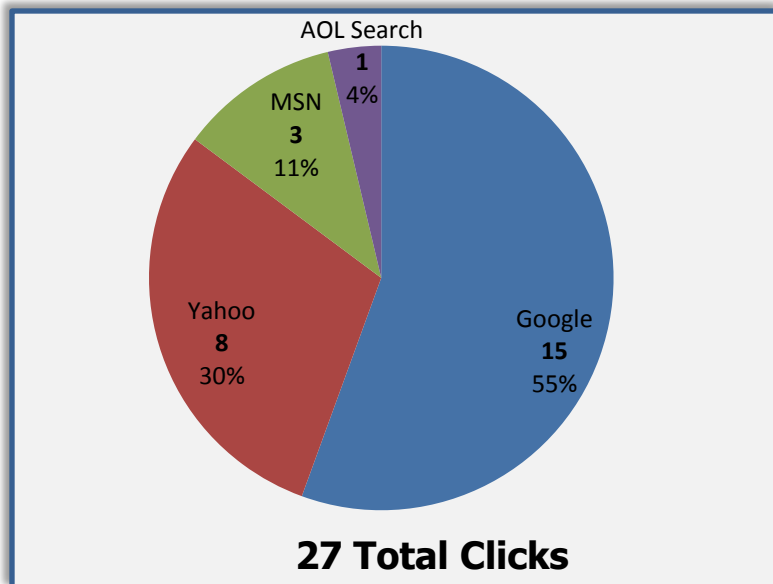




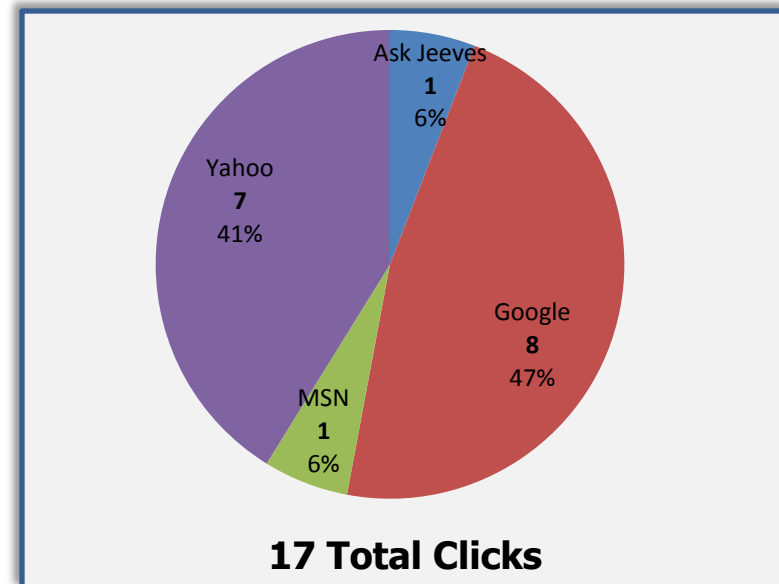
Search Engines: A Client Acquisition Source

An effective search engine marketing campaign with well defined adwords helps to increase site visits and target markets specific segments that have the greatest probability of becoming clients.

March 2008



April 2008



- There was a 37% decrease in search engine generated clicks.
- Google is the top search engine source in both months.



Conclusion/ Recommendations

- Overall, CyberTrader performed worse in April than March.
- Site usage was down, visitors were less engaged, fewer prospects became clients, and search engine clicks were down.

Looking Ahead...

- If the downward trend continues, CyberTrader needs to refocus the web channel as a strategic source of trading account acquisitions.

Recommendations:

- Create new incentives for prospects to sign up for accounts such as discount trades.
- Rework content so prospects dig deeper into the site.
- Revise search engine adwords.