

THE EXCEL EXPERTS

Client	The Excel Experts
Account Manager	Ben Barnes
Reporting Month	October 2021

Work Done This Month

- Launched LinkedIn Ads Campaign on 4th October
- Uploaded & SEO edited [LAMBADA post](#)
- Rewrote & updated '[Increase Business Efficiency With Excel Automation](#)'
- Assisted with plug-in issue/form issues
- Created new [Power BI Consultancy Services](#) page
- Wrote 1 x 1,000-word [guest post article](#) with a backlink to Excel For Business post
- Wrote 1 x 1,500-word [guest post article](#) with a link back to Power BI blog post
- Wrote 1 x 1,500-word guest post article with a link back to Power BI blog post
- Wrote a new 3,300 word [Power BI pillar blog post](#) with a link to Richard's post
- SEO edited & uploaded Richard's [Power BI blog post](#)
- Developed a Power BI content cluster idea and post hierarchy
- Wrote 2 x 1,500 Power BI blog posts to support the pillar post (to be published this week)
- Updated all the website forms with new field
- Fixed page block issues in WordPress backend
- Fixed blog post pagination issue
- Managed delivery and optimisation of LinkedIn Ads campaign
- Published regular content to Facebook, LinkedIn and Twitter
- Updated [keyword research spreadsheet](#)

Notes about this month's reporting: We tested some form submits this month which are included in the Analytics data but have been removed from our graphs. Downloads of the Supply Chain Management Spreadsheet and included in the 'enquiries' figure. The website sessions data does not include clicks through from LinkedIn advertising.

Key Stats This Month

Total Website Visits (Sessions)

- +2% vs October 2020
- +52% vs September 2021

Website Visits From Organic Traffic

- +3% vs October 2020
- +71% vs September 2021

Website enquiries: 25 (+25 vs October 2020)
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Work Planned For Next Month

- Add 3 x blog posts to the website
- Write 2 x guest posts to get backlinks to TEE posts
- Create Power BI supporting video
- Send third follow up to 10% off email (existing customers)
- Send out monthly newsletter with a Power Bi theme to promote new posts
- Continue work on building an organic social media audience
- Update website pages on page 1 of Google but not position 1 (On-page SEO)

SEO Rank Improvement Highlights		
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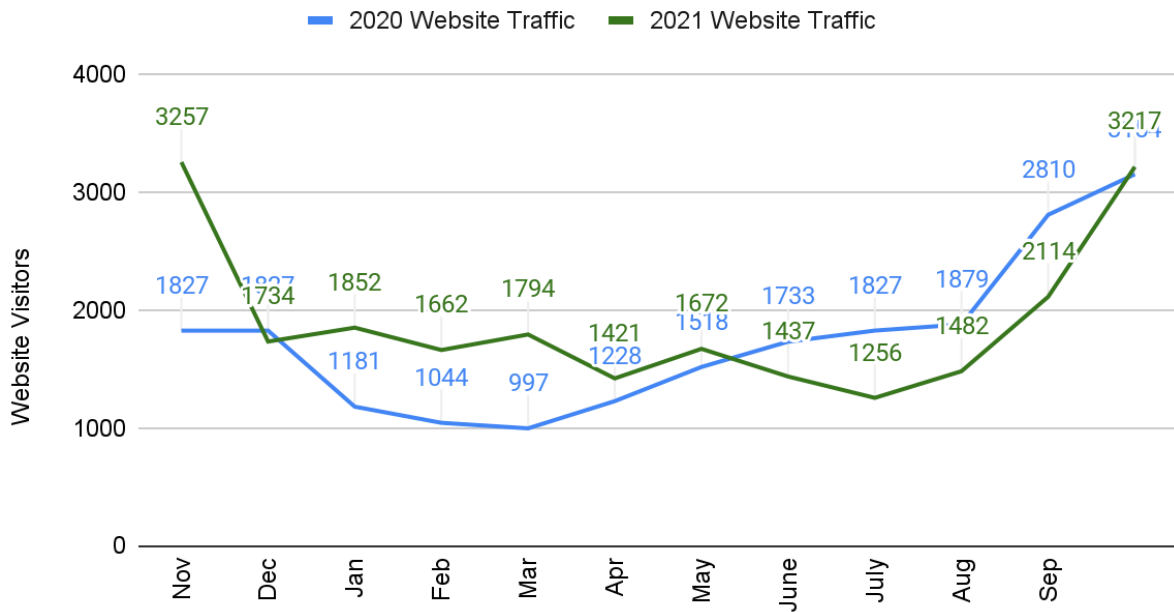
Keyword reporting has moved! Please see the attached PDF to see the performance of your top 100 keywords this month.

Most Read Blog Posts & Pages This Month		
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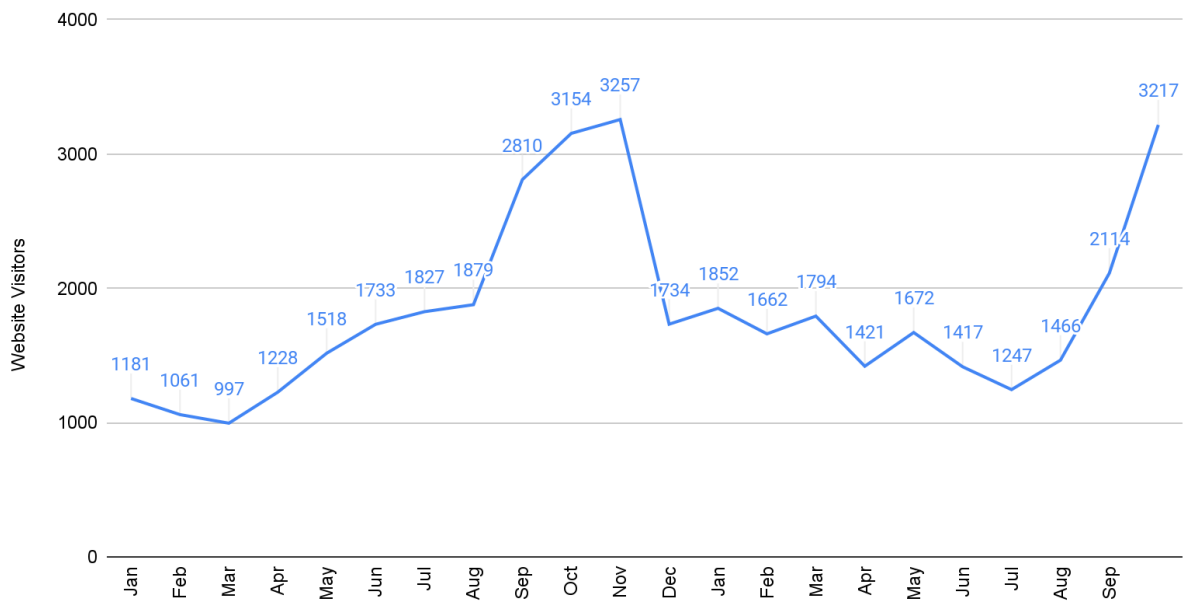
Please see the attached PDF to see the performance of your top-performing blog posts this month.

Adjusted Website Reports

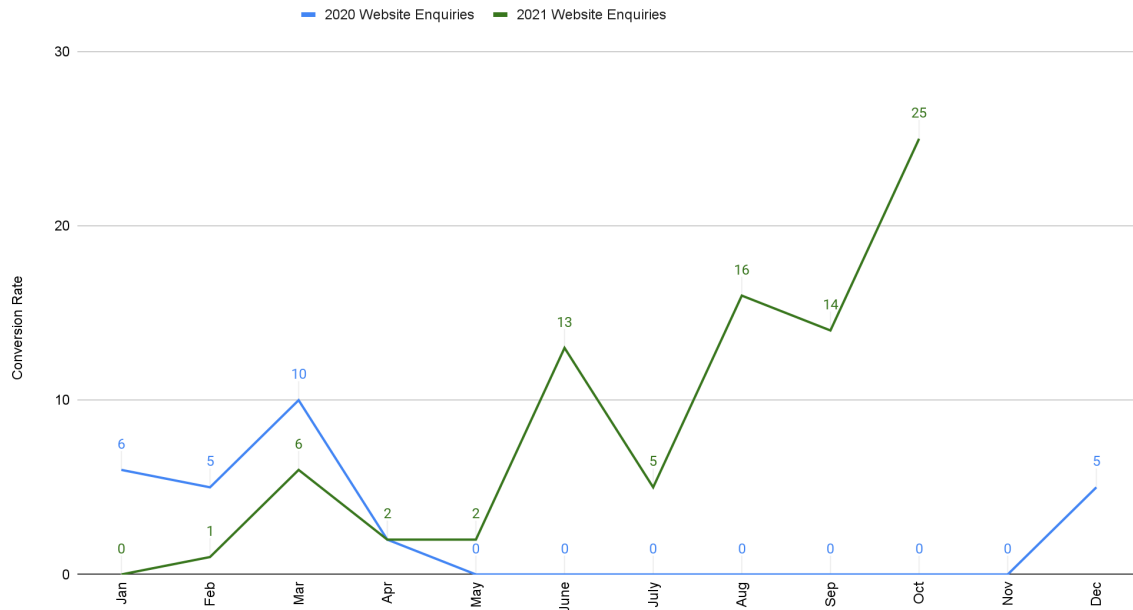
TEE Website Traffic YOY



TEE Website Traffic 2021



TEE Website Enquiries YOY



TEE Conversion Rate YOY

