



Bringing renewable technology  
down to earth!



## WEB STATISTICS FOOTNOTES

Solar Direct's web presence serves as one of its key assets. Solar Direct's staff has honed its ability to draw people to its site through a focused approach to internet marketing. As a result of these efforts, Solar Direct enjoys a superior web presence in proportion to dollars spent to generate that presence.

The business model depends on getting "eyeballs" to the website, who in turn are converted into buyers.

There are a number of tools available on the web that assist in measuring the extent and effectiveness of Solar Direct's web presence.

One way of doing that is comparing web traffic of companies in similar industries. Web Appendix 1 shows a graph that compares "daily reach" between Solar Direct and Akeena.net, a major solar installer, Solar Direct shows consistently higher "reach". This means that a greater percentage of all internet users go to the Solar Direct website than Akeena.net.

Web Appendix 2 shows some statistics of Solar Direct's web presence from Google's internet statistics providing service. There are a number of graphs showing Solar Direct's activity against comparable sites of the same size (according to Google). SO this measures Solar Direct against a broad cross section of sites, rather than direct competitors. Here's a summary of the meaning of those numbers:

**Visits** Solar Direct shows over 500,000 visits. *Visits* represent the number of individual sessions initiated by all the visitors to the site. The benchmark is far below Solar Direct in visits

**Bounce Rate** – Bounce rate is the percentage of single-page visits or visits in which the person left the site from the entrance (landing) page. This metric measures visit quality - a high bounce rate generally indicates that site entrance pages aren't relevant to the site's visitors. Our bounce rate is low, and again, lower than the benchmark.

**Pageviews, Average time on site & Pages/Visit** – An indicator of how visitors to Solar Direct's site are staying at the site and viewing the different pages Solar Direct has to offer, be they educational, informational, or of course, the shopping cart. Again, Solar Direct far exceeds the average

**New Visits** – a measure of Solar Direct's ability to attract new people to its site over time. Again, quite strong.

## SUMMARY

Generating internet traffic involves an ongoing effort to stay ahead of competition. For an Ecommerce business, the internet is a constantly changing marketplace that requires a constant monitoring of the productivity of marketing efforts. Solar Direct has shown great success in this area.