

Group Assignment 2: Due 10/25

Client and Competitors Research Worksheet

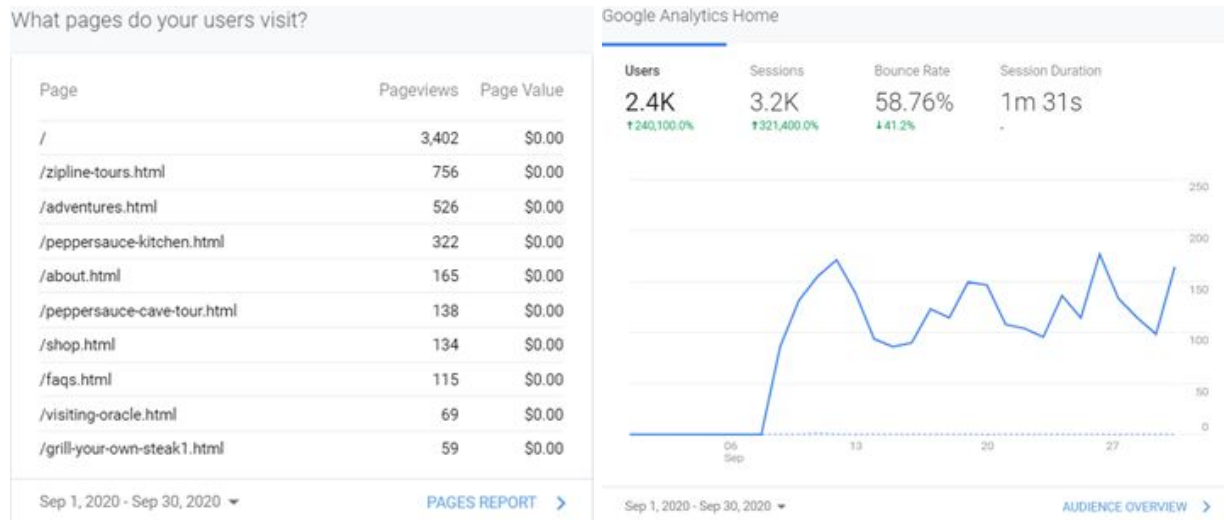
In this assignment, you will research your client and their competitors and develop a report. This worksheet is meant as a guide to help you structure your research and report.

Answer these questions, including numeric data points to support each answer. You should use data from a period BEFORE the class started.

Your responses should be in paragraph form. Do not merely screencap data or tell me what the data is--please weave data points into your narrative response, using critical thinking to interpret and derive insights from the data. Screenshots can be included to illustrate a point you've already made, but should not be a substitute for using data to support points in your narrative. Be thorough. Think deeply!

You will need more space.

- 1. Give me the 2 numbers most relevant to your client's situation from Google Analytics / Overview. What insights do you glean from this?** [Erica]



The information shown is from the dates of September 1, through September 30, 2020. This timeframe is prior to the beginning of the class and near the reopening of non-essential businesses from the Coronavirus regulations. The design and layout of

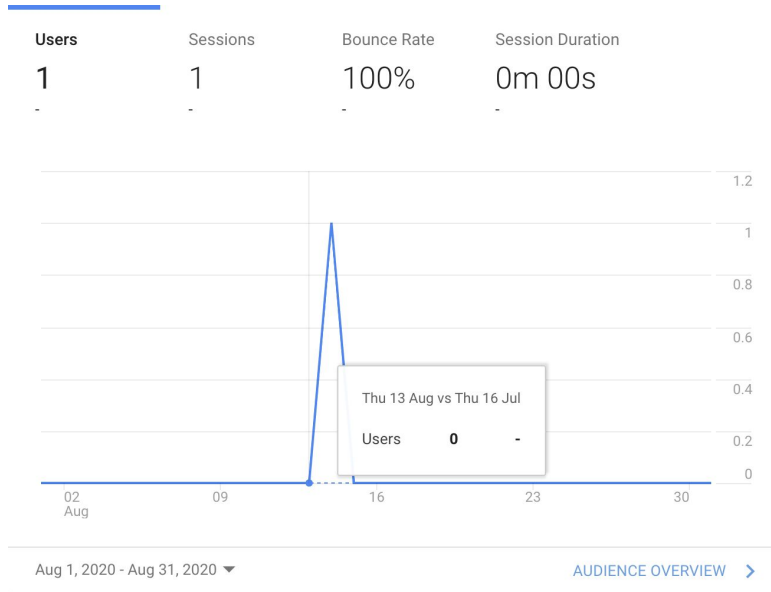
the Arizona Zipline Adventures website is conducive with a blog site, not focused on e-commerce. The emphasis will be primarily the pageviews of landing pages and session durations. The landing pages are labeled where you can direct marketing towards these links to track transactions. These links could also be used to identify the interests of users.

In the pageviews, the main landing page (also called root [/]) has the highest amount, with 3,402 pageviews. This means that most advertisement and referral links are redirecting to this root. It could also mean that people are typing in the link directly. This would also mean that the domain is easy to remember and type, along with containing keywords in the domain. Considering the pageviews of the other sites is why there is a disregard for the high bounce rate (58.76%). The bounce rate for an ecommerce site could mean many things; however, we are treating this as a blog, therefore, a high bounce rate and a low session duration would tell us that content was "boring". Yet, the pageviews for the root page alone is 52.07% of the total pageviews listed on the graphic and the session duration is high. This determines that the main page is possibly most successful in conversions and completing transactions.

The session duration for the ziparizona.com website is at one minute and thirty-one seconds. Considering that the bounce rate is a detail of where a user would come to a site and look no further than that landing page, the session duration is a disregard of the bounce rate. Therefore, the high bounce rate does not apply. A high session duration means that transactions are being conducted and this is the time span in which this transaction takes place.

[\[John Alvear Response\]](#)

When looking at the Google Analytics overview for Arizona Zipline Adventures, I decided to further analyze the period of time from August 1, 2020 - August 31, 2020. This period of time passed before the beginning of this course per the requirements for this assignment. When looking at the overview of the Google Analytics information, the two pieces of information that I first noticed were the incredibly high bounce rate and short session duration. Having said that, this information was reflective of a sole user session that took place during this month. You can see this demographic information included below.

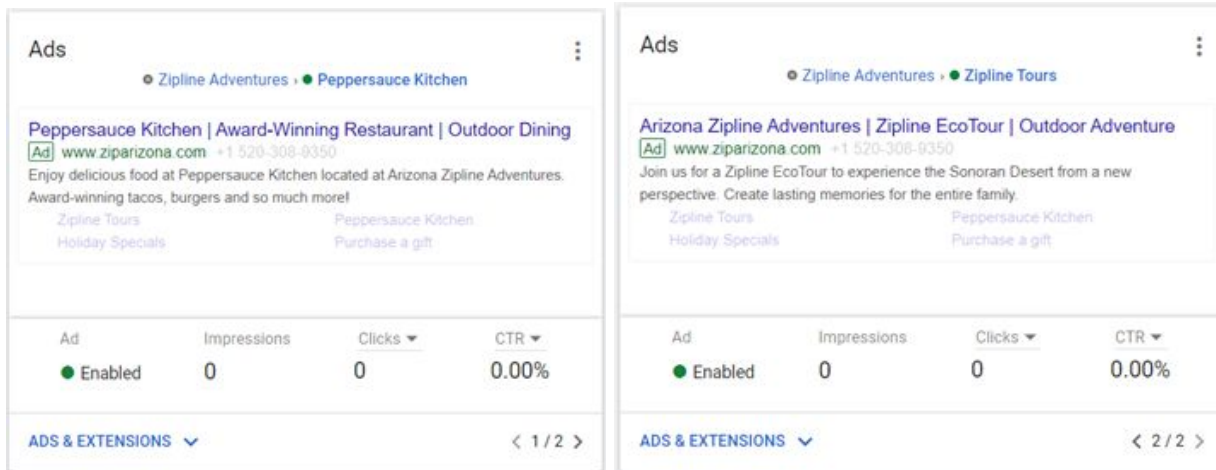


This time period would align with a period of more strict COVID-19 restrictions and would be earlier on in the re-opening process. I expected there to be lower traffic on the site's landing page, but I was not prepared to see that there was only one visitor to the website in this 30 day period. For reference, you can see the same information compiled over the last 90 days to compare against the average included below.



The initial bounce rate of 100% has fallen to 58.44% and the session duration has risen from 0 seconds to 1 minute and 38 seconds. There has been clear improvement as the sample size has expanded and time has gone on.

2. Has your client run Google Ads before? Give numeric insights about past performance of their ads if so. If not, tell me what you can see on one of the following alternate platforms: Twitter, Instagram or YouTube. [Erica]



Two Google Ads were created, however, have been paused for some time. The time frame which this was searched for was from January 1, 2020, to September 30, 2020. There is no data for these two advertisements on Google Ads.

Arizona Zipline Adventures does not have an account on Twitter or YouTube. I do see this as a failure of the company to not see the opportunities in capitalizing on the hashtags for #ziparizona, #arizona, and #zipline. There are several mentions of these hashtags and others in mentioning Arizona Zipline Adventures by name. However, without a twitter account, it would be difficult to drive Twitter traffic to the website.

The lack of a YouTube account further negates marketing attempts on the YouTube platform. YouTube would be beneficial, especially during the non-peak season or off-times, to present video content of ziplining, safety instructional videos, featured specials for the offered activity(ies), restaurant, and gift shop. There are multiple videos of users on their personal accounts, and of businesses that feature Arizona Zipline Adventures, such as the local news. However, it would be beneficial to be able to control the video content and also use it as promotional collateral in the future for social media and promoted content on Facebook, Instagram and other social media sites.

There is one boosted Instagram post on August 1, 2020. This boosted post reached 11,700 persons, with 53 clicks. It is undetermined how many of these clicks are

conversions and completions. It is outside of the date range, however, the boosted Instagram post does contain video content of wildlife and did have a positive impact on driving traffic to the website.

[\[John Alvear Response\]](#)

Ads | S

● Zipline Adventures > ● Peppersauce Kitchen

Peppersauce Kitchen | Award-Winning Restaurant | Outdoor Dining

Ad www.ziparizona.com +1 520-308-9350

Enjoy delicious food at Peppersauce Kitchen located at Arizona Zipline Adventures. Award-winning tacos, burgers and so much more!

Zipline Tours Peppersauce Kitchen
Holiday Specials Purchase a gift

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	0	0	0.00%

Ads

● Zipline Adventures > ● Zipline Tours

Arizona Zipline Adventures | Zipline EcoTour | Outdoor Adventure

Ad www.ziparizona.com +1 520-308-9350

Join us for a Zipline EcoTour to experience the Sonoran Desert from a new perspective. Create lasting memories for the entire family.

Zipline Tours Peppersauce Kitchen
Holiday Specials Purchase a gift

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	0	0	0.00%

Arizona Zipline Adventures has a very minimal footprint in regards to their Google Ads presence. In fact, the only two ads that have been deployed using Google Ads are attached above. The two ad campaigns have been paused for an extended period of time and are not currently in use or able to collect user data.

Outside of minimal Google Ads usage, Arizona Zipline Adventures has very little presence on social media and appears to be missing valuable advertising space on two fronts. There are valuable posts, hashtags, and opportunities for direct interaction that have been missed. Without an account on Twitter and YouTube, this client has shut down an avenue for consumers to contact the company directly and is unable to interact

with consumers who may post positive notes, questions, or valid concerns. Arizona Zipline Adventures does appear to have some stake in Instagram as they have a fairly active account that promotes their service and interacts with online users but does not have quite enough traffic in the form of likes, clicks, and views to not have presence on other platforms.

3. How many likes and follows does your client's page have on Facebook? How does this compare with some of their competitors, either those identified by the client or those identified by SpyFu (whichever are more relevant)? (Alicia Hayden) [Erica]

As of Thursday October 1, 2020 our Client (Arizona Zipline Adventures) has **8,003 followers** and **7,909 likes** on Facebook. The client's identified competitor (Flagstaff Extreme) has **19,828 followers** and **19,628 likes** on Facebook.

SpyFu does not recognize either Arizona Zipline Adventures or Flagstaff Extreme as competitors to each other. Reviews on Google display that Arizona Zipline Adventures customers, those who gave good reviews, seldomly mention returning or posting a call to action for new potential customers. Flagstaff Extreme has many calls to action in their reviews with several "we will return" proclamations. The lack of calls to action and repeat consumers signify that Arizona Zipline Adventures are not maintaining customer relationships.

[\[John Alvear Response\]](#)

At the time of this assignment, our client currently has 8,061 followers on their Facebook page and 7,921 who have "liked" the page. When looking at competitors, you can see that an account like Flagstaff Extreme has a much larger presence with 19,828 followers and 19,628 likes attributed to their page.

4. How frequently does your client post on Facebook? (Alicia Hayden)


Our client Arizona Zipline Adventures posts once every two to three days a week. Furthermore, this client tends to frequently post in the afternoon. For example for September 2020, this client mostly posted between the hours of 2pm-6:30pm.

09/29/2020 2:01 PM				11.8K		857 197		View Promotion
09/28/2020 2:28 PM				963		22 37		Boost Post
09/25/2020 3:25 PM	Did you know there are two national pancake days in the			1.3K		9 40		Boost Post
09/24/2020 2:47 PM	The signal that fall has arrived is a bit different here in the desert.			939		5 32		Boost Post
09/19/2020 3:36 PM	Where will the road to Adventure take you?!! Thank			1K		9 24		Boost Post
09/18/2020 4:46 PM	Amazing artwork by one of our favorites @SusanELibbyArt at			781		8 20		Boost Post
09/17/2020 3:22 PM	Well that's pretty neat! We just received two amazing honors all			3.5K		240 381		Boost Post
09/15/2020 6:21 PM	You asked, and we are ready to deliver (not drive to you deliver,			2.1K		99 95		Boost Post
09/13/2020 12:53 PM	Sundays are for adventures with the #crew 🌿🌿 What kind of			965		18 17		Boost Post
09/10/2020 6:07 PM	**NEW ALERT** We have added more items to our online			1.2K		97 52		Boost Post
09/08/2020 2:30 PM	Who's ready for some Moonlight Ziplining?!! Use the link below			11.6K		990 635		Boost Post
09/07/2020 11:37 AM	This #LaborDay we hang up our gear and say THANK YOU to			1.1K		13 20		Boost Post

5. Tell me about the two Facebook posts with the most engagement, over their entire history of posting, if slim, or the past 30 posts, if they have a long history. (Alicia Hayden)

The client's posts are analyzed going back to the very first day of 2020. Here are the two posts that stood out in term of their engagement level:

Video Details



Arizona Zipline Adventures...
Who's ready for some Moonlight Ziplining?!! Use the link below to sign up for this unforgettable experience! <https://www.ziparizona.com/zipline-tours.html>

0:34 · Uploaded on 09/08/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

← Post Engagement ▾ **635**

👍 356 Total Reactions - 246 from Shares

👍 259 🤔 0 ❤️ 55 😱 42 😞 0 😡 0

💬 218 Total Comments - 177 from Shares

➡️ 61 Total Shares

This first post had the highest engagement with **356** total reactions, **218** comments, and **61** shares. This post is the only video the client has posted in 2020 so far. It shows a group of zipliners taking part in the client's Eco Tour

known as the “Moonlight Zipline Experience” where it allows zipliners to experience the Sonoran Desert at night. This post also has a call to action that encourages people to click the link to sign up for the tour. One reason this post may have gained the traction it did was because it contained a video of a unique tour that they offer and provides a direct link to where they can sign up. Videos on Facebook tend to grab the user’s attention more when scrolling on Facebook.

Arizona Zipline Adventures is at Arizona Zipline Adventures. Published by Emily Goff (7) · September 29 · Oracle, AZ

Squad Goals.

#adventuresquad #squadgoals #optoutside #ifeisbetteroutside #exploremore #exploreaaz #visitarizona #visittucson #visitoracle #ziparizona

11,764 People Reached

167 Reactions, Comments & Shares

108 Like	92 On Post	16 On Shares
13 Love	9 On Post	4 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
26 Comments	16 On Post	10 On Shares
18 Shares	18 On Post	0 On Shares

857 Post Clicks

10 Photo Views	315 Link Clicks	532 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

ZIPARIZONA.COM

This second post had the second highest engagement level with **167** total reactions and **857** post clicks. The post shows a group of friends getting ready to go on their next zipline. Underneath there is a call to action that allows people to book their own zipline tour. One thing that makes this post unique is that it's one of the few posts that consists of hashtags which allows the client to reach more people on Facebook. This could be one reason contributing to the post’s high engagement.

6. Tell me about the two Facebook posts with the highest reach over their entire history of posting, if slim, or the past 30 posts, if they have a long history. [Erica]

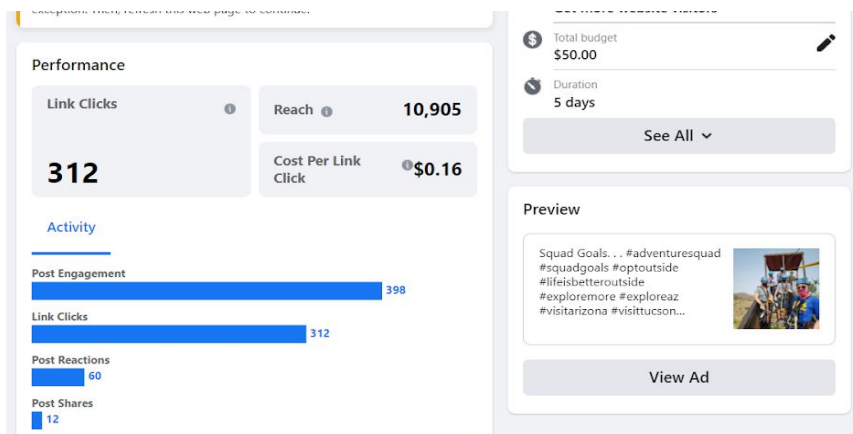
✔ Completed • May 7 • Created by Emily Goff View Results			
Website Visitors	12,844 Reach	83 Link Clicks	\$47.99 Spent at \$16.00 per day
✔ Completed • Mar 3 • Created by Emily Goff View Results			
Website Visitors	14,856 Reach	311 Link Clicks	\$70.06 Spent at \$10.00 per day

These are the two ads that received the highest reach over the entire history of posting. The March 3, 2020, post consists of a still image of an outdoor shot and a call to action of “let the adventures begin”. The May 7, 2020, post consists of a still image of an advertisement for Mother’s Day gift cards. From the results posted, and as previously stated in previous assignments, images of outdoors, food, and wildlife garner more reach, visibility, and engagement for consumers. This is demonstrated in the 14,856 Reach and the 311 Link Clicks. The estimate of \$10.00 per day is lower than the Mother’s Day ad because of the engagement and conversion/completion. The Mother’s Day gift card ad was 26.69% decrease from the March 3 Link Clicks, however, it was also 156.60% increase over the more recent August 1, 2020, post featuring video content of wildlife.

(Alicia Hayden)

Both the Moonlight Ziplining Video and the Squad Goals (mentioned in question 5) have the highest reach for Facebook posts at **11.6k** and **11.8k** respectively. The Moonlight Zip lining video had the highest amount of shares from all of their posts which most likely contributed to the success of reaching **11.6k** people. This shows that posting a video that people can participate in with their friends can increase the client’s chances of reaching a wider audience through shares. The Squad goals post’s reach was most likely due to it being a paid ad. It gained a lot of traction due to the fact that it was one of

the highest paid ads for this client at \$50.



NOTE for the teammate doing questions 7-9. Sometimes a client's web presence is too new or niche for SpyFu to identify competitors and/or the client has not provided any competitors. This is a very real-life experience! In those cases, you will need to do outside research to identify relevant competitors. Then, look those competitors up in SpyFu to answer 8 and 9. In this situation, describe your research process for question 7. In this instance, questions 10-12 would also be based on these "alternate competitors."

7. Who are your client's main competitors according to SpyFu? Do these seem like real competitors? Why or why not? (Mary Gaston)

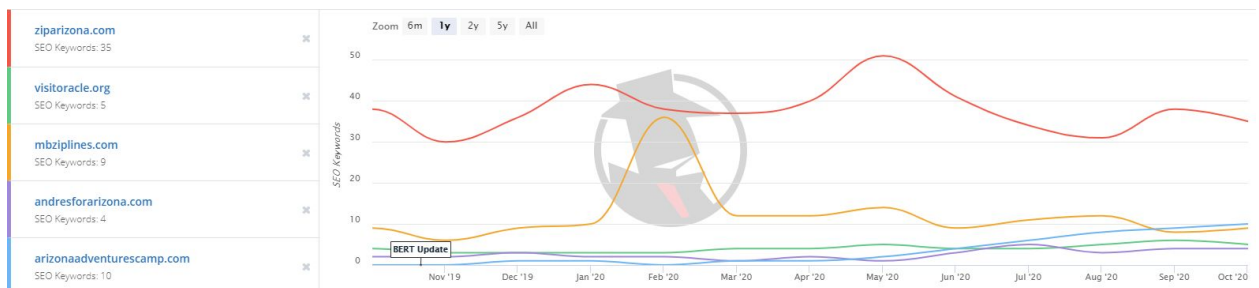
According to SpyFu, our main competitors are MB Ziplines, Arizona Adventures Camp, and Visit Oracle. MB Zipline is not considered a competitor due to the fact that this zipline attraction is based out of Myrtle Beach, South Carolina. While MB Zipline has the same attraction as Arizona Zipline Adventure, the distance between the two eliminates competition between the two. Arizona Adventure Camp, while located in the same area as our client, does not offer the same attraction that sets our client apart from other competitors. Visit Oracle isn't truly a competitor because this website actually sends people to visit Arizona Zipline Adventures.

8. Look up your client-provided competitors in SpyFu. What do you learn? (Mary Gaston)

Our client-provided competitors are state parks and Flagstaff Extreme. When researching Flagstaff Extreme on SpyFu, there were several listed competitors. What we learned was that although our client listed Flagstaff Extreme, according to SpyFu, Arizona Zipline Adventures isn't listed as a competitor for them. This is slightly concerning because ideally to be fair and real competitors, both sides should be "threatened" by the other's potential business. The SpyFu provided competitors for Flagstaff Extreme are real competitors from the research I conducted on all of the given websites. Almost all of the listed competitors were based in Arizona, like Flagstaff Extreme and also provide the same attractions like ziplining, etc.

9. In terms of shared search terms with competitors that seem relevant, how does your client compare? (Mary Gaston)

Our client is doing exceptionally well with the number of keywords in comparison to the competitors provided by SpyFu. Zip Arizona has a total of 35 keywords. Visit Oracle had 5 keywords and MB Ziplines, although not a true competitor, had 9 keywords. The only issue that I saw was that our client did not have any common keywords with any competitors. Common keywords could be beneficial to have so that our client could possibly pull potential customers from the competitors by using similar keywords. Over the course of an entire year, Zip Arizona has been exceedingly stronger than the competitors.



10. Which of their competitors' keyword phrases seem potentially most relevant and valuable to your client?

Our client, ziparizona.com, already ranks very well organically among competitors. Most of the competitors, like Mary said above, do not have nearly as many keywords as our client and they also have almost no data that connects each competitor. Instead of using the sparse data on SpyFu, I decided to go into

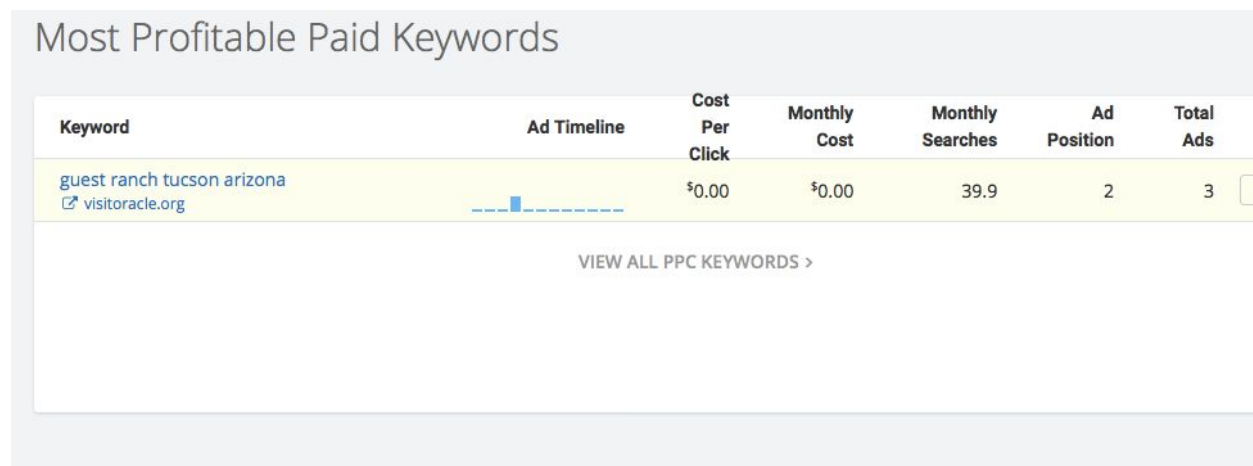
Google Adwords and make an Excel report of potential keyword phrases that our client could look into using.

11. What are the monthly search volumes and CPC for those keyword phrases?
(Include 20-30 relevant keyword phrases)


October 1, 2019 - September 30, 2020									
Keyword	Currency	Avg. monthly	Min search v	Max search v	Competition	Competition	Top of page	Top of page	Ad impressio
adventure caves	USD	N/A	10	100	Low	3	0.27	0.54	
adventure tour	USD	N/A	1,000	10,000	Low	18	0.76	2	
adventure tour companies	USD	N/A	10	100	Low	23	0.98	2.08	
adventure trip companies	USD	N/A	10	100	Low	31			
adventure zip	USD	N/A	10	100	Low	3			
adventure zipline	USD	N/A	100	1,000	Low	13	0.89	3.35	
adventures in az	USD	N/A	100	1,000	Low	10	0.64	3	
an adventure trip	USD	N/A	10	100	Unknown				
arizona zipline adventures oracle az	USD	N/A	10	100	Low	0			
arizona zipline oracle	USD	N/A	10	100	Low	0			
az zipline oracle	USD	N/A	10	100	Low	0			
az zipline oracle az	USD	N/A	10	100	Unknown				
cave trip	USD	N/A	10	100	Low	2			
eco adventure tours	USD	N/A	10	100	Low	11			
eco adventure zipline	USD	N/A	10	100	Low	2	1.35	3.06	
eco zipline	USD	N/A	10	100	Medium	37	1.97	5.4	
it zipline	USD	N/A	100	1,000	Low	5	0.79	1.5	
mt lemmon zip line	USD	N/A	10	100	Low	1			
oracle az zipline	USD	N/A	10	100	Low	0			
oracle zipline	USD	N/A	100	1,000	Low	1			
oracle zipline az	USD	N/A	10	100	Low	0			
pepper sauce caves	USD	N/A	1,000	10,000	Low	0			
tours and adventures	USD	N/A	10	100	Low	0			
trip adventures	USD	N/A	100	1,000	Medium	39	0.87	1.92	
trip and adventure	USD	N/A	10	100	Low	0			
zip adventure	USD	N/A	100	1,000	Low	12	1.22	9.99	
zip line book	USD	N/A	10	100	High	100			
zip tour	USD	N/A	100	1,000	Low	5	0.89	2	
zipline adventure	USD	N/A	100	1,000	Low	10	0.61	1.94	
zipline adventure tour	USD	N/A	10	100	Low	7	0.63	1.83	
zipline eco tours	USD	N/A	100	1,000	Low	17	0.65	3.27	
zipline in arizona	USD	N/A	1,000	10,000	Low	1	0.47	2	
zipline in oracle	USD	N/A	10	100	Low	0			
zipline oracle	USD	N/A	10	100	Low	2			
zipline oracle arizona	USD	N/A	10	100	Low	0			
zinline ride	USD	N/A	100	1,000	Low	7	0.64	2	

12. Do any or all of the client's competitors run PPC ads? Tell me what each one who places ads spends on ads according to SpyFu. Screenshot the most valuable ad of each competitor who runs ads.

The only PPC ads from the competitors is one from Visit Oracle, and I do not believe it is valuable or relevant to our client but here is a screenshot of it anyway, since it is the only one I could find.



The screenshot shows a table titled "Most Profitable Paid Keywords". The table has seven columns: Keyword, Ad Timeline, Cost Per Click, Monthly Cost, Monthly Searches, Ad Position, and Total Ads. The first row of data is highlighted in yellow and shows the keyword "guest ranch tucson arizona" with a link to "visitoracle.org". The Ad Timeline column contains a small blue bar chart. The Cost Per Click is \$0.00, Monthly Cost is \$0.00, Monthly Searches is 39.9, Ad Position is 2, and Total Ads is 3. Below the table is a link that says "VIEW ALL PPC KEYWORDS >".

Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position	Total Ads
guest ranch tucson arizona visitoracle.org		\$0.00	\$0.00	39.9	2	3

[VIEW ALL PPC KEYWORDS >](#)

13. Tell me about the 3 most popular pieces of content on your client's site in the past month and past year. What insights do you glean from this?
(Cassandra DeNisco)

For our client from September 9th, 2020 – October 9th, 2020, the most popular pieces of content were the home page, adventures page, and the booking tours page. Over the past month, there were 5,867 page views to the homepage and 1,201 page views to the tours page. When changing the analytics for our client to a full year from October 9th, 2019- October 9th, 2020, the top three pieces of content were the same. The only change was the ranking of the pages. For the one month, adventures ranked over the tours whereas for the entire year, tours ranked over the adventures by 1,434 page views and only 15 more seconds average on the page. Because the top content was the same, regardless of the ranking, I can glean that these are the pages that drive the most traffic to the site. This makes sense because based on these insights, people are coming to the website and then going to look at the tours offered via the adventures page. These insights show that people most of the time are coming to the site with a purpose to look at what my client offers and how they can book their zip line adventure. These webpages need to constantly be checked for how user friendly they are to ensure the best experience for users that will lead to conversions.

14. Under Google Analytics / Acquisition, what are your client's top Channels? Quantify this. What insights do you glean from this? (Cassandra DeNisco)

For the client, their top two channels are not that far apart. The top channel is organic search coming in at 1,748 users in the past month. Their next highest channel is direct which has 1,704 users. The bottom two channels were social at 507 and referral at 357 users. Because organic search is the top channel, it shows me that search engines are driving traffic almost equally to people typing in the actual website to their device. Because organic search does have more users, although not by much, it shows me that the site is performing well on Google and is ranking high. I know this because people are seeing the website and clicking on it based on whatever they might be searching for. Because there are only 40 users between organic search and direct, I can tell that people also have really good brand awareness because they know exactly what they are seeking when putting the website in and clicking go for the direct users to be equally as high. I am a little shocked that based on how active they are on Facebook there is not more traffic from social. If I were making recommendations to my client, I would absolutely tell them to see how they can improve this channel and how they acquire audience members from it.

15. Name the top 5 places sending referral traffic to your client's site. What insights do you glean from this? (Cassandra DeNisco)

The top five places that send referral traffic to my client's site are actually tourist websites. They include go.theflybook.com with 190 users, visitmountlemmon.com with 69 users, visittucson.org with 22 users, thisistucson-com.cdn.ampproject.org with 9 users, and visiterizona.com with 9 users. Go.theflybook.com contributes 190 users but only 4 new users. In doing a little more research as to how there could be such a large difference in those numbers, I realized that this website is used to book the tours for my clients. This type of website is something that I might suggest my clients research further to see if there are more apps like this to increase referral rates. As for the other websites, they are all travel sites and booking sites which shows that tourism does play into their business and my client should seek to find more ways to utilize this niche in their marketing and advertising to eventually find an engaged and loyal audience.