



Web marketing & analytics

Roberto Berni - 18-dic-2018

Analytics sito web

12%
amministrazione

90%
organic
(10% home)

55%
MOBILE
35% nel 2017

40%
rimbalzo

1,5
minuti per
accesso

430k
pagine
visualizzate
nel 2018

(+30% vs 2014)

Analytics portali/siti tematici

12% mobile
- 25% organic - 25% referral

52%
PROTER

23%
banche
dati

12%
PROSE

9%
COMUNI

4%
PROLEA

accessi
portali

29k

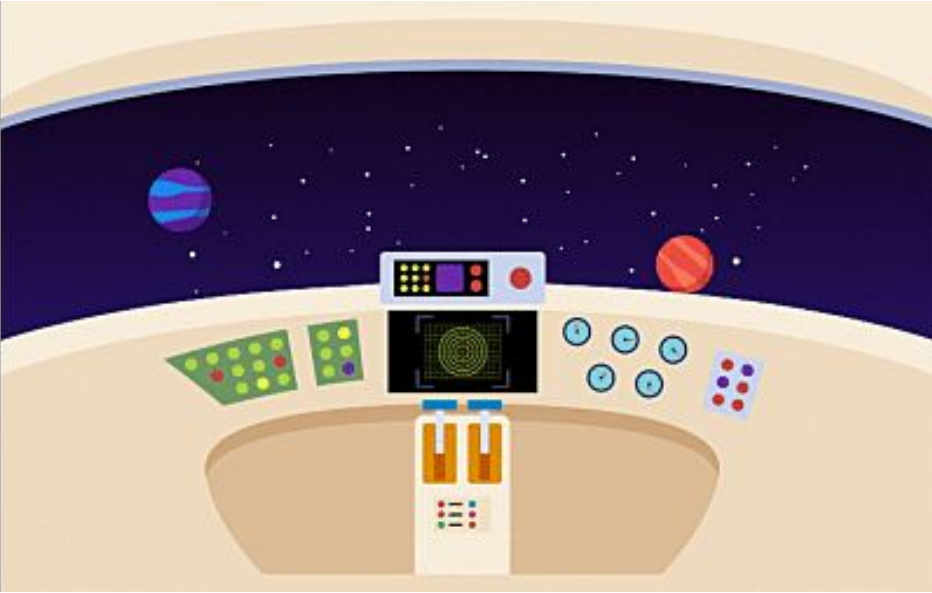
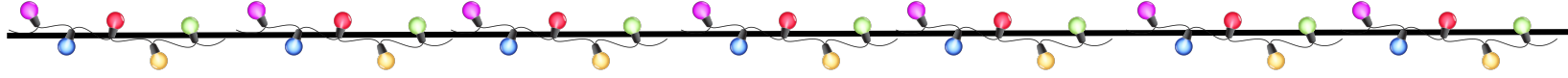
nbst

49K

valoreRSA

78K

Ma è un risultato?

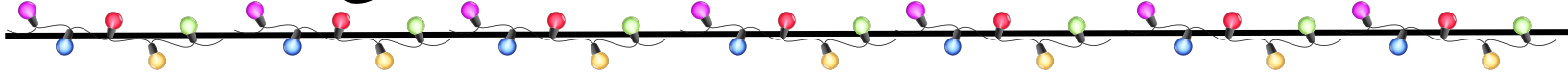


stellare?



disastroso?

1 - SEO Google



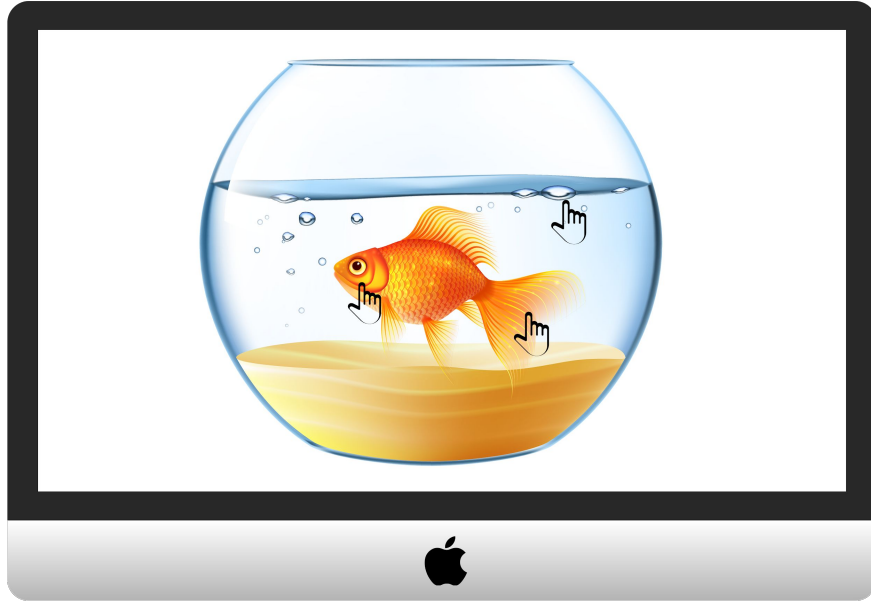
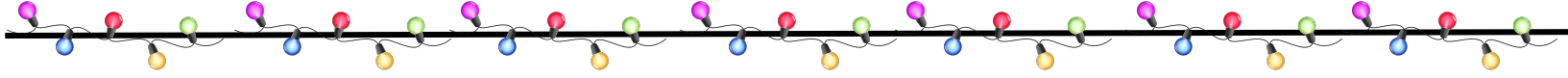
siti ✓

portali ✗

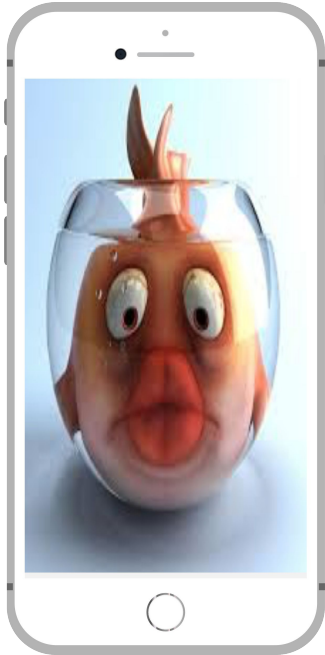
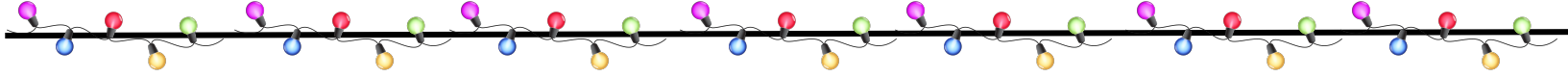
località

- Milano (15%)
- Roma (13%)
- Firenze (12%)
- Napoli (3%)
- Torino (3%)
- Bologna (2%)
- Prato (2%)
- Firenze (30%)
- Lucca (8%)
- Pisa (6%)
- Prato (5%)
- Milano (4%)
- Arezzo (3%)
- Siena (3%)

2 - Mobile FIRST



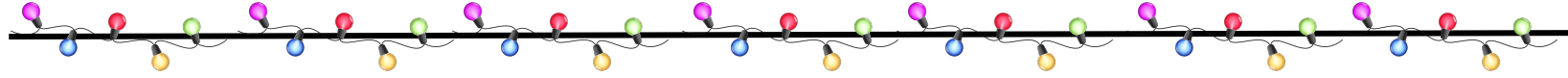
2 - Mobile FIRST



siti
portali

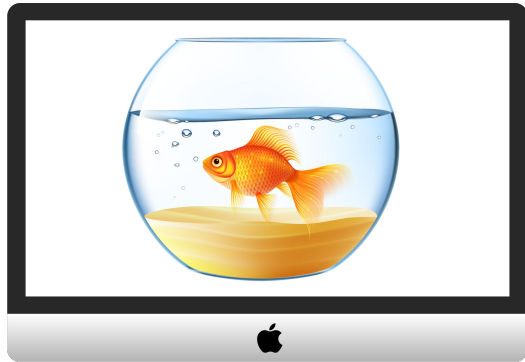
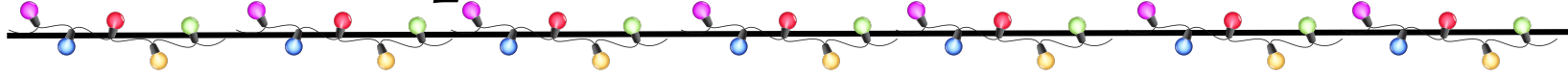


3 - CRM (customer relationship management)



I software per il CRM sono la trasposizione digital del commesso o del barista che si ricordano il compleanno del cliente, i suoi gusti e magari riescono anche a strappargli un sorriso di prima mattina.

Occhio al tempo!



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