



shane@shanewebguy.com

+1 (408) 915-5077 Office

+1 (669) 336-2235 Mobile

www.shanewebguy.com

## Summary – Campaign Insights and Next Steps -June 2025

Your website showed solid growth and positive user signals this month. Engagement is strong, bounce rate is low, and several key pages are seeing increased traffic. Notably, desktop traffic outperformed mobile, which opens new optimization opportunities.

While overall performance is trending up, there are a few areas that need strategic attention. Branded search visibility is low, some high-value content has lost momentum, and indexing issues are preventing full content exposure. By addressing these gaps and building on what's already working, we can continue driving targeted traffic and improve conversion potential.

### Key wins:

- Clicks increased by 38.5%
- Engagement rate rose to 84.44%
- Bounce rate dropped to 15.56%
- High-performing pages include /portfolio and /about-me

### Opportunities for improvement:

- Branded searches show impressions but no clicks
- The Google Ads Calculator page saw a major traffic drop
- Click-through rate remains low at 0.12%
- Question-style queries have high impressions but no related content
- Desktop engagement is strong but underutilized
- Over 1,200 pages are excluded, broken, or not indexed correctly



+1 (408) 915-5077 Office  
+1 (669) 336-2235 Mobile



shane@shanewebguy.com



www.shanewebguy.com



shane@shanewebguy.com

+1 (408) 915-5077 Office

+1 (669) 336-2235 Mobile

www.shanewebguy.com

## Week 1 – Fix and Refresh

- Update the Google Ads Calculator page with fresh content and stronger CTAs
- Internally link from homepage and blog
- Clean up broken links and indexing issues
- Rewrite metadata on low-CTR pages

## Week 2 – Content Expansion

- Create an “About Shane Clark” branded landing page
- Write blog posts targeting high-impression question keywords
- Use FAQ schema and clear, direct answers

## Week 3 – Desktop and Interlinking

- Improve desktop layout and CTAs on key pages
- Add testimonials, visuals, and better internal linking

## Week 4 – Monitor and Refine

- Track clicks, impressions, and engagement
- Expand content that performs well
- Fix layout or clarity if bounce rates increase



+1 (408) 915-5077 Office  
+1 (669) 336-2235 Mobile



shane@shanewebguy.com



www.shanewebguy.com



shane@shanewebguy.com

+1 (408) 915-5077 Office

+1 (669) 336-2235 Mobile

www.shanewebguy.com

## Summary:

Your site continues to trend upward with strong engagement metrics, increased clicks, and meaningful traffic to key pages like /portfolio and /about-me. Engagement rate rose to 84.44%, bounce rate dropped to 15.56%, and clicks are up 38.5%, showing positive user intent and growing visibility.

At the same time, several areas present clear opportunities for growth. Branded searches are generating impressions but not clicks, the Google Ads Calculator page has seen a sharp decline, and CTR remains low despite higher impressions. There are also technical issues, including more than 1,200 excluded or broken URLs, and underused potential in question-based search queries.

The 4-week strategy focuses on:

- Refreshing and promoting stale or declining pages
- Expanding content to capture question-based traffic
- Improving branded visibility with a dedicated landing page
- Optimizing for desktop engagement



+1 (408) 915-5077 Office  
+1 (669) 336-2235 Mobile



shane@shanewebguy.com



www.shanewebguy.com