

February 2019

Russian Criticism:

- Maria Zakharova's criticism of your organization drew media attention. And, as a result, there was increased interest around your press release response page.
- 456 pageviews were from Twitter. This was also your most popular tweet this month, with 17,507 impressions. As a comparison, the next highest impressions tweet had 3,456 impressions.
- This is a testament to how successful Twitter is in leveraging website pageviews and traffic.
- Besides using hashtags, the next time we have a high-publicity website press release, it may be worth experimenting with a Tweet engagement campaign to try to boost Twitter impressions and traffic even more.

"What's Wrong With the Iran Nuclear Deal" Page Bounce Rate:

- Per last month's recommendation, I internally linked pages on the "What's Wrong with the Iran Nuclear Deal" page to try to decrease the bounce rate.
- I'm happy to report that we were able to decrease the bounce rate for this page to 0.33%, compared to the previous period of 0.8%.
- That means that the people who arrived on this page stuck around longer to read the site's content.

Dip in Organic Traffic:

- This past month, we saw an 8% dip in organic traffic users (from 7,712 users in January to 7,110 users in February). The main reason for this is because, last month, there was increased interest around Skycom and its respective IBR page, which was the top landing page for organic traffic.
- While this sort of fluctuation with the news is normal, there are a few steps we can take to continue to increase organic traffic.
- The biggest opportunity I see to help boost organic traffic is to add a meta description to the homepage. A meta description is a quick summary of the page that both search engines like Google and users read. Meta descriptions can increase the quality and quantity of your organic traffic. Meta descriptions are also a good way to advertise high-traffic, targeted keywords.
- For example, we could add the following meta description to the homepage: "A not-for-profit, bi-partisan, advocacy group seeking to prevent Iran from fulfilling its ambition to obtain nuclear weapons."
- This is probably an hour or two of work to complete. Let me know if we should move forward with this.

March 2019

Dip in Paid Traffic

- In March, Google disapproved several ads for misinformation, causing them to be temporarily inactive. This was because Google has recently ramped up its policies regarding misinformation in Google ads.
- I called Google Ads and cleared up that misunderstanding, but we lost paid traffic during that time (4,571 in February to 3,504 in March, a 23% decrease).
- I'd like to spend some time to implement a few strategies (like site links) to boost paid traffic next month.
- Since I have recently been working closely with Google Ads to get your organization's ads approved, I want to make sure that we're advertising your top priority reports. Would you mind sending me a list of your report priorities, just to ensure that the ads correctly align?

Increase in Organic Traffic

- Compared to February, there was a 5% increase in organic search traffic (from 7,110 in February to 7,486 in March). One of the most popular pages sourced from organic traffic was "Cruel and Inhuman: Executions and Other Punishment in Iran."
- This may be because of increased interest around the imprisonment of human rights lawyer Nasrin Sotoudeh. I also noticed that the page was last updated in March 2018. I'd be happy to help implement any updates.
- One of the top organic search keywords used to arrive on this page is "Iran execution." An easy SEO improvement that we could make on this page is to change the "Executions" section title to "Iran Executions."
- Additionally, we could add a page summary for Google to include when the page appears in search results, and change the page title to "Executions and Other Punishments in Iran."
- If we do that, search engines like Google have a higher chance of associating this popular keyword to our page. This creates the potential for increased organic traffic to our site.

April 2019

Traffic improving

- In March, traffic dipped to an unusually low level. But, in April, it returned to normal levels.
- The biggest change we've seen in April compared to previous months is from direct traffic. Direct traffic increased by 132% between March and April.
- Interestingly, a significant amount of direct traffic was going to the IBR and the company pages within it.
- Considering that we got only 7 hits from email in April, we suspect that some email traffic might be mixed in with direct. I can help get the email traffic coded correctly.

Google Ads traffic decreasing

- Clicks from Google Ads has decreased for the last three months.
- There are a couple of reasons for this:
 - (1) Our ads around JCPOA were driving a lot of traffic. But fewer people are searching for JCPOA, Iran Deal, and other similar terms.
 - (2) Our ads around Iran news were also driving a lot of traffic. But the cost of these ads has doubled - likely because competition has increased.
- It's been a while since we've assessed the account as a whole. Considering these setbacks, we recommend revamping the campaigns. Can you send over a list of 5-10 pages you would like to prioritize?