Brief for Google Analytics (GA) report and analysis for **nwimovers.com** (Japanese and English)

Introduction

The New Wave International Movers website at nwimovers website was designed and implemented in 2013. It was designed in two languages, Japanese and English. The content is the same for both languages, neither is a translation, and web copy was written by native speakers of both languages.

New Wave International Movers was rebranded in July 2017, with a new logo (shown above) and tagline. The tagline is "With precision and care at every stage of your removal". The redesign of the website is now very overdue and project planning will soon begin on a new website, including a broader digital strategy that is to include social media platforms.

In preparation for the new website and the development of a broader digital marketing strategy, we believe the GA data for the nwimovers.com website can provide insights for the development of a more target-focussed website.

The website at nwimovers.com has been live for over four years. During this period, from time to time, GA web reports have been generated based on simple metric values such as traffic volume, source, device, browser, country, language, in an attempt to understand who was using the website. However, these reports fell short of providing a level of insight upon which a digital strategy could be formed.

Scope of the brief

Web pages

The brief should include all Japanese and English pages. The relevant Japanese URLs are nwimovers.com, http://nwimovers.com/about-new-wave.html, http://nwimovers.com/moving-services.html, http://nwimovers.com/related-moving-services.html, http://nwimovers.com/contact-new-wave.html, http://nwimovers.com/sitemap.html, http://nwimovers.com/privacy-policy.html.

The relevant English URLs are nwimovers.com/en/index.html, http://nwimovers.com/en/about-new-wave.html, http://nwimovers.com/en/moving-services.html, http://nwimovers.com/en/related-moving-services.html, http://nwimovers.com/en/contact-new-wave.html, http://nwimovers.com/en/sitemap.html, http://nwimovers.com/en/privacy-policy.html.

Time frame of GA data

We are happy to accept advice from the GA expert but feel the scope of this brief should include GA data that covers a 12-month period. Exact dates can be determined once the GA expert has been appointed and in consultation with them.

Metrics and characteristics

The metrics used for capturing the GA data should allow us to better understand the characteristics of the user and what they value as follows:

1. Demographics – the who and where our potential customers are
2. Behaviour – how our potential customers found us i.e by organic search, search engine, keywords they used and frequency, time on the website and where they landed and bounced
3. Context – what device and browser, what channel did they use.

We believe to achieve the above objectives, the GA expert must present the GA data for the above characteristics in a format that is easily understood by non-technical staff. To this end, the GA expert has discretion to determine whether analysing data that specifically relates to understanding those specified characteristics alone is broad enough to achieve the objectives and if not, we will accept their advice to add or omit to this list.

Objective

From the GA web report and analysis provided by the GA expert, we wish to:

1. develop a brief with clear and quantifiable specifications for the web designer/developer
2. design content to engage with our target audience
3. compile a list of effective keywords for content inclusion, which will improve our search rankings
4. create a website user experience that results in an increase in new and returning customers; and
5. identify and implement ROI strategies that are appropriate for our target audience.

Our customers

Anecdotally, we understand that we have two types of potential customers that browse our website:

Business

The business clients are Japanese or overseas logistics, transport or removals companies. They have distribution across Japanese and other major cities across the globe and operate an international removals service.

We would like to expand our business client network in Japan and other countries. We want companies seeking a receiving agent in Australia can find New Wave International Movers via an internet search.

Another area of business we may seek to develop is with relocations companies or divisions, whether they are located within a big organisation, part of a recruitment company, or a stand-alone relocations company.

Consumer

Our consumer target market is made up of two segments; ex-pat Japanese corporate clients based in Australia or in Japan and individual Japanese clients returning to Japan or moving within Australia.

Customer characteristics

Ex-pat corporate	Individual
• married, with children or living independent to their family; • 30 to 50 years of age; • Predominantly male; • Professionals; • Based in main cities of Australia and some regional centres; • Income is more than 150k per annum; and • Use the internet to gather information, but are not web savvy	• generally single; • 21 to 35 years of age; • both male and female; • Based in main cities of Australia; • Students and non-corporate professionals (e.g. training doctors, researchers, mothers with school age children); • Rely on the internet for day-to-day tasks and are web savvy; and • Income is less 80K.

What they value

Ex-pat corporate	Individual
• A personalised and detailed approach; • Time-saving assistance; and • More traditional approaches to service and face-to-face consultation.	• A simple and reliable approach; • Advice that is reasonably priced or assists with saving costs; and • Automated approaches to e-commerce i.e. quotes on line, online payment and booking

Deliverables

In response to this brief, the GA expert should submit in a timely fashion:

a. an easy-to-understand GA data web report which displays stats in both numerical and graphical format; and
b. a concise dot point GA data analysis focussing on the characteristics of our users derived from the analysis of GA data, including recommendations on how this data can be applied to achieve the objectives of this brief.

Both documents at point a and b must add significant value and gravitas to a deeper understanding of who our website users have been in the past, and who our potential customers will be in the future.