

Monthly Report

March 2015

Results Reported in Descending Order

<p>Top 5 Floor Plan Properties Opened & Top Three Photos Viewed for That Property</p>	<p>Whenever one of the property PDF floor plans is opened on another site, we track it. We can see when the PDF files are being accessed, as well as the individual photo pages and report those results back to you. For example perhaps an interested buyer saw it on HAR.com, or maybe you sent the SMARTePLAN in an email to your client who has forwarded it to their friends/family, or is sharing it within their company. We report back to you the frequency the files are being viewed.</p>
1	9008 Latma Court – Tom Plant: Greenwood King Properties
	Photos: # 12 – Game Room; #10 – Bedroom# 3; # 7 – Master Bedroom
2	3375 Del Monte – Walter Bering; Martha Turner Properties Sotheby’s Int’l Realty
	Photos: #7 – Family Room; #13 – Rear Yard; # 3 - Solarium
3	3320 Del Monte – Walter Bering; Martha Turner Properties Sotheby’s Int’l Realty
	Photos: #1 – Dining Room; #14 – Rear Yard; #2 - Study / Wet Bar
4	227 Hedwig – Walter Bering; Martha Turner Properties Sotheby’s Int’l Realty
	Photos: # 10 – Master Bath; #2 – Living Room; #9 – Master Bedroom
5	2030 Willowmoss – Tom Plant: Greenwood King Properties
	Photos: # 7 – Master Bath; #6 – Master Bedroom; # 1 Living Room

<p>Ranking the Properties By Counting the Most Views of the Property’s Photo Pages</p>	<p>This can be different than the list above for several reasons, but what it is telling us is that people are getting to the photo pages by “bypassing” the PDF. How could this happen? (1) People have bookmarked the page and are coming directly back to one of the photo pages on subsequent visits (2) The PDF is already open and of the 14 photos available --- they keep returning to one photo multiple times (3) They are following a direct link to a photo page from one of my blogs, or Twitter or LinkedIn ... or (4) The Photo Page is being tracked, but the PDF file is not being registered as being “opened” because it is on another site with no tracking mechanism back to me (some Broker’s Websites, Separate luxury sites, etc.) so it’s not showing up in the count above, but the photo pages ARE showing up here. (5) You emailed a cc of the floor plan to them and they are opening it up and looking at the photos --- the floor plan is not “on” a website so it is not tracked when it is opened ... but the photos pages are as they open each one.</p>		
1	9008 Latma; Greenwood King	6	2030 Willowmoss; Greenwood King
2	3320 Del Monte; MTSIR	7	3375 DelMonte: MTSIR
3	1215 Drury; MTSIR	8	407 Edgewood; MTSIR
4	101 Westcott; MTSIR	9	3401 Robinhood; MTSIR
5	227 Hedwig; MTSIR	10	328 Sugarberry ; Greenwood King

SMARTePLANS Pages Visited		There is a wide variety of information on the SMARTePLAN website, and this month these are the pages / documents visited most frequently (not counting the Home page).	
1	Judith's Blog	6	Contact Us
2	SMARTePLANS on MLS	7	Tools / Video SMARTePLANS
3	6523 Sewanee – Video SMARTePLAN	8	Agents Who Use SMARTePLANS
4	Pricing	9	Info for Sellers / Use the Builder's Plan?
5	What is SMARTePLANS?	10	SMARTePLANS Works For Me!

Visitors Who Arrived at The Site Via Company/ Corporate Networks			Below is an alphabetical list of the company / corporate networks utilized to access the site and does not include the communications or hosting networks such as Comcast, ATT, etc.
Axiom Design Group BT Infrastructure Center of Houston Chicago Bridge & Iron Curtis & Windham Digital Ocean Inc Dunn Neal & Gerger LLP Edelman PR Embarq Corporation First Solar LLC Greenwood King Properties	Harris County Hospital District HCA Hospital Corp of America Higgins McCormick & Lawji Hollaway & Gumbert Houlihan Real Estate Houston Association of Realtors Houston Independent School District Houston Livestock Show & Rodeo Humphrey Company LTD Jasper Technologies Law Office of Nomaan Husain	Lyondell Chemical Company Methodist Hospital Microsoft Corp Occidental Petroleum Corp. Reaction Systems Inc RSM McGladrey Inc The Rocket Science Group LLC University of Texas Health Science University of Texas M.D. Anderson Cancer Center	

Devices Used to Access the Site
Desktop = 89.7%; Mobile = 6.01% Tablet = 4.23%;

Channel Distribution	This tracks “how” people arrived at the site: Direct = they either had a link to smarteplans.com or already knew the address and typed it into their browser Browser = they input a search phrase (ie.“floor plans in Houston”) and when the browser returned results – they chose one and clicked on it Referral = they followed a link from another website (HAR.com, etc.) Social Media = they followed a link from a social media site (Twitter, FB, etc.) Other = they followed a link responding to online marketing from me (email, etc.)
Referral = 52.348% Direct = 29.62% Browser = 15.14% Other= 2.68% Social = .22%	

Top Referring Sites
HARPictures.marketlinx; Smarteplans.com; Blogs.HAR.com; HAR.com; HAR Service Directory

Visitor Count of Top Countries Accessing Site > 5 Minutes Visit Duration
United States; Japan; Canada; China; United Kingdom; Russia; Brazil; India

Visitor Count of States in the United States (the Majority Country)

Texas; New York; California; Georgia; Massachusetts; Pennsylvania; Arizona; Colorado; District of Columbia; Illinois; Missouri; Virginia; Connecticut; Florida; North Dakota; New Jersey; Washington; Idaho; Indiana; Maryland; Michigan; Nebraska; South Dakota; Utah

Visitor Count of Top Cities in Texas (the Majority State)

Houston; Spring; Dallas; Bellaire; Pearland; Cedar Park; Sugar Land; The Woodlands; Austin; Friendswood; Irving; Katy; Tomball; College Station; Galveston; Plano; San Antonio; Atascocita

Visitor Data

Provides data on visitors to the site this month. How many were returning visitors; how long they were on the site and the average number of pages they reviewed... and the other half of that equation ... how many NEW visitors arrived to view the properties.

Month	Avg Visit Duration	Avg Pages per Visit	% Return Visitors
January	4:36 Minutes	3.87	28.37%
February	5:43 Minutes	4.65	34.59%
March	7:10 Minutes	4.67	49.9%

While I'm nowhere near HAR in terms of traffic (and never will be). The site DOES compare favorably in terms of the amount of time spent on the site by each visitor this month.

And, our page views per session are quite close SMARTePLANS at 4.67 and HAR at 4.98

HAR.com March 2015 Statistics

- ★ 93,516,718 Page Views
- ★ 18,772,401 Visitor Sessions
- ★ 2,515,689 Unique Visitors
- ★ **00:03:50 Average Minutes Spent**
- ★ 56,317,203 Total Visitor Minutes
- ★ 12,276,581 Times Listings Viewed
- ★ 5 Homes Viewed Per Visitor

Engagement

Examines the level of engagement for visitors to the site this month. Provides data to differentiate how many just visited briefly to look something up or check on something -- and how many were *engaged* with the content and invested time studying the floor plan drawings and marketing information.

Month	% <= 3 Min	% <= 10 Min	% <= 30 Min	% >= 30 Min
January	76%	10.9%	9.1%	3%
February	72.7%	13.8%	7.7%	5%
March	66.8 %	14.9%	10 %	8%

....And this month shows that 33% spent in excess of 3 minutes (which is about where HAR's Avg time spent on site is for this month)

And that 18% spent between 10 - 30 minutes reading/studying information with nearly half of that number (8%) spending over 30 minutes.