

## Summary and Highlights

05/01/2016 - 02/05/2017

### **The majority of our web traffic is from ORGANIC Google Search**

- The dominant majority of your traffic comes from organic search, which means we do not have to pay for it. Since May, 5000 visits have come from people just searching on Google

### **We have had a tremendous impact on ranking page 1 for Google.**

- Every time I have checked we have hundreds of searches that landed on page 1 of Google as the spreadsheet attests (see below). Now the fun part is maintaining it against competitors doing the same. When I started there was NO GOOGLE presence, making this a real success for all of us

### **Our social program is consistent and robust**

- We have not missed a post to Facebook, Google Plus, or Pinterest and have consistently varied the content between products and events

### **Reccommendations for bigger growth moving forward**

While we have engaging material three things would be a huge benefit to the program for Fireside

1. We should do some Facebook advertising as a supplement to help your digital program [\$5 per post]
2. Please send me pictures of staff, food, events, and even ideas or subjects you want addressed in the blog
3. Please let me know of other keywords you want to target
4. Encourage staff and customers to like you on Facebook

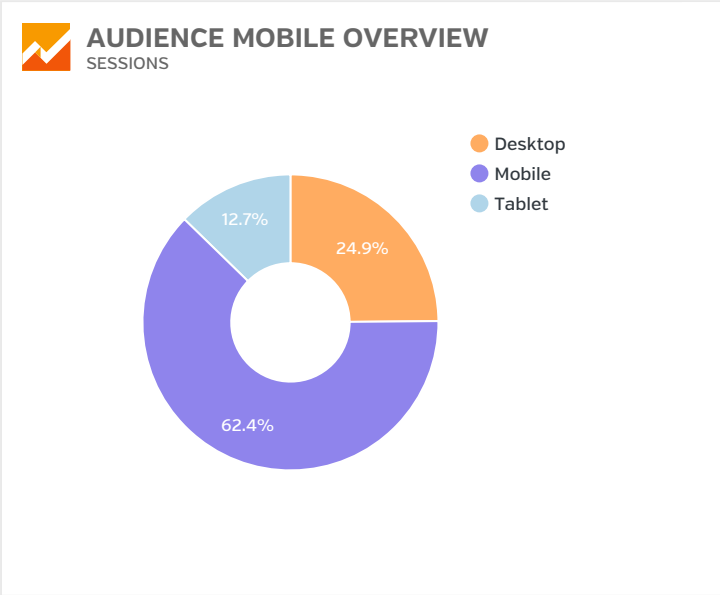
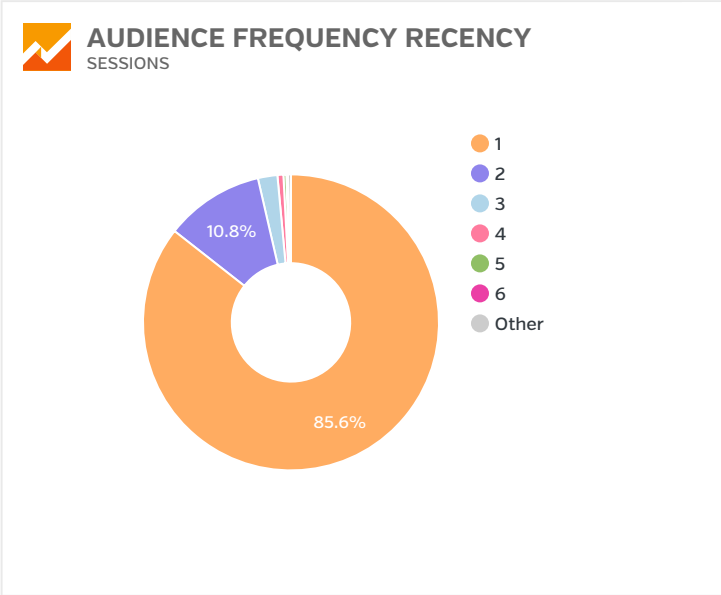
As always if you have any quesitons, please don't hesitate to contact me

Sincerely,

Michael Saks

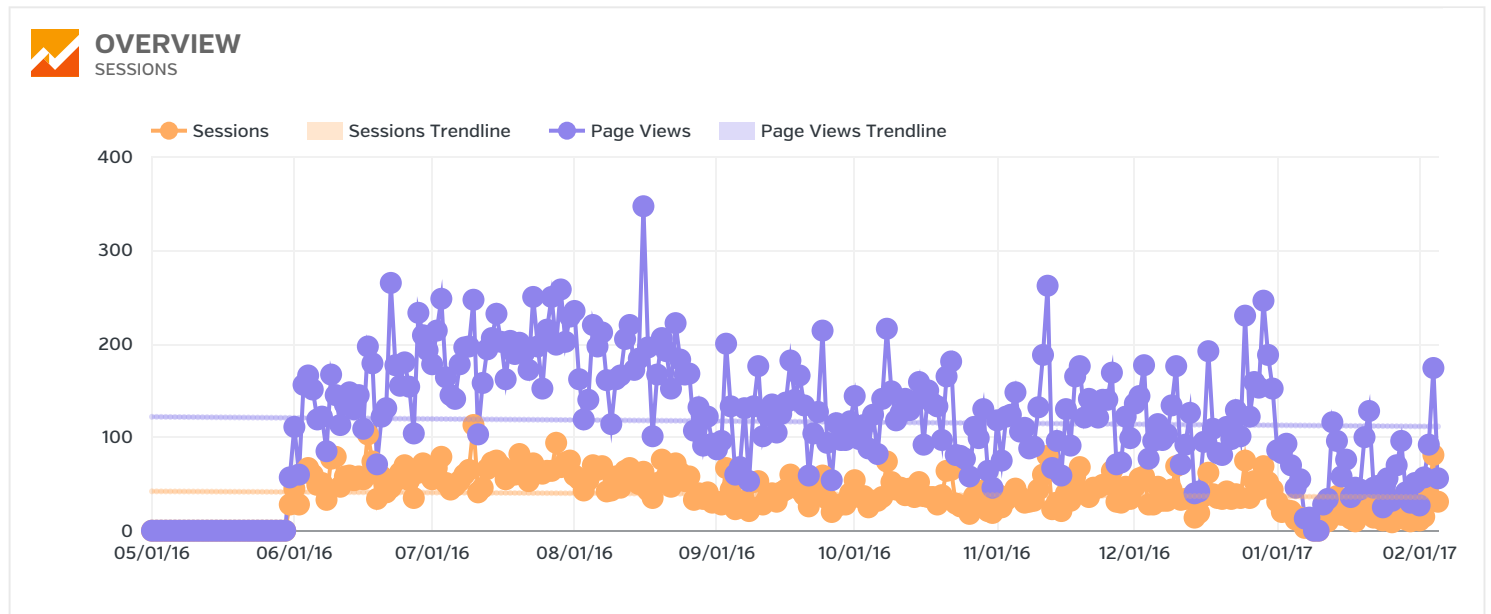
Vistagraphics

757-235-5397



# Google Analytics - Summary

05/01/2016 - 02/05/2017



**ALL TRAFFIC SESSIONS**

10,942

**ALL REFERRALS SESSIONS**

1,391

**TOP TRAFFIC SESSIONS**

CHANNELS	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	TRANSACTIONS	REVENUE	ECOMMERCE CONVERSION RATE
Organic Search	5,837 [53.34%]	4,942 [53.40%]	26.78%	3.18	2:17	0 [0.00%]	\$0.00 [0.00%]	0.00%
Direct	3,714 [33.94%]	3,222 [34.82%]	35.03%	2.92	1:56	0 [0.00%]	\$0.00 [0.00%]	0.00%
Referral	1,159 [10.59%]	931 [10.06%]	41.50%	2.45	1:27	0 [0.00%]	\$0.00 [0.00%]	0.00%
Social	232 [2.12%]	159 [1.72%]	41.81%	2.26	1:53	0 [0.00%]	\$0.00 [0.00%]	0.00%

SOURCE	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	TRANSACTIONS	REVENUE	ECOMMERCE CONVERSION RATE
visitwilliamsburg.com	178 [12.80%]	165 [15.14%]	22.47%	2.96	1:07	0 [0.00%]	\$0.00 [0.00%]	0.00%
vistagraphicsapps.com	132 [9.49%]	107 [9.82%]	46.21%	2.61	1:57	0 [0.00%]	\$0.00 [0.00%]	0.00%
gowilliamsburg.com	108 [7.76%]	96 [8.81%]	23.15%	3.04	1:32	0 [0.00%]	\$0.00 [0.00%]	0.00%
menupix.com	61 [4.39%]	35 [3.21%]	21.31%	3.51	1:34	0 [0.00%]	\$0.00 [0.00%]	0.00%
m.yelp.com	57 [4.10%]	45 [4.13%]	36.84%	2.81	1:03	0 [0.00%]	\$0.00 [0.00%]	0.00%
yelp.com	41 [2.95%]	38 [3.49%]	24.39%	3.02	1:44	0 [0.00%]	\$0.00 [0.00%]	0.00%
adspreview.simplifi	39 [2.80%]	25 [2.29%]	100.00%	1.00	0:00	0 [0.00%]	\$0.00 [0.00%]	0.00%
reddit.com	33 [2.37%]	1 [0.09%]	6.06%	1.94	5:09	0 [0.00%]	\$0.00 [0.00%]	0.00%
law-enforcement-bot-aa.xyz	29 [2.08%]	29 [2.66%]	100.00%	1.00	0:00	0 [0.00%]	\$0.00 [0.00%]	0.00%
slow-website.xyz	29 [2.08%]	29 [2.66%]	100.00%	1.00	0:00	0 [0.00%]	\$0.00 [0.00%]	0.00%


**TOP LANDING PAGES**  
 SESSIONS

LANDING PAGE ^	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION	TRANSACTIONS	REVENUE	ECOMMERCE CONVERSION RATE
/	9,835 [89.88%]	8,735 [94.39%]	28.94%	3.09	2:10	0 [0.00%]	\$0.00 [0.00%]	0.00%
/steaks-chops/	207 [1.89%]	46 [0.50%]	68.12%	1.74	1:09	0 [0.00%]	\$0.00 [0.00%]	0.00%
/seafood/	148 [1.35%]	29 [0.31%]	69.59%	1.68	0:51	0 [0.00%]	\$0.00 [0.00%]	0.00%
/appetizers/	122 [1.11%]	48 [0.52%]	40.16%	2.85	1:11	0 [0.00%]	\$0.00 [0.00%]	0.00%
/sharebutton.to	94 [0.86%]	94 [1.02%]	3.19%	2.89	0:00	0 [0.00%]	\$0.00 [0.00%]	0.00%
/contacts/	89 [0.81%]	12 [0.13%]	78.65%	1.44	1:18	0 [0.00%]	\$0.00 [0.00%]	0.00%
/img/FIRESIDE CHOPHOUSE_menu_2013.pdf	50 [0.46%]	41 [0.44%]	30.00%	2.94	1:14	0 [0.00%]	\$0.00 [0.00%]	0.00%
/salads-sandwiches-pasta/	48 [0.44%]	3 [0.03%]	70.83%	1.42	3:17	0 [0.00%]	\$0.00 [0.00%]	0.00%
/www1.free-share-buttons.top	42 [0.38%]	42 [0.45%]	2.38%	2.88	0:00	0 [0.00%]	\$0.00 [0.00%]	0.00%
/our-history/	33 [0.30%]	6 [0.06%]	63.64%	2.33	4:46	0 [0.00%]	\$0.00 [0.00%]	0.00%


**TOP SOCIAL NETWORK REFERRALS**  
 SESSIONS

SOCIAL NETWORK ^	SESSIONS	PAGE VIEWS	AVG. SESSION DURATION	PAGES / SESSION	TRANSACTIONS	REVENUE	ECOMMERCE CONVERSION RATE
Yelp	99 [42.67%]	290 [55.34%]	1:21	2.93	0 [0.00%]	\$0.00 [0.00%]	0.00%
Facebook	55 [23.71%]	111 [21.18%]	1:06	2.02	0 [0.00%]	\$0.00 [0.00%]	0.00%
reddit	33 [14.22%]	64 [12.21%]	5:09	1.94	0 [0.00%]	\$0.00 [0.00%]	0.00%
Blogger	27 [11.64%]	27 [5.15%]	0:00	1.00	0 [0.00%]	\$0.00 [0.00%]	0.00%
Twitter	11 [4.74%]	19 [3.63%]	4:11	1.73	0 [0.00%]	\$0.00 [0.00%]	0.00%
Stack Exchange	5 [2.16%]	10 [1.91%]	5:01	2.00	0 [0.00%]	\$0.00 [0.00%]	0.00%
Pinterest	1 [0.43%]	1 [0.19%]	0:00	1.00	0 [0.00%]	\$0.00 [0.00%]	0.00%
TripAdvisor	1 [0.43%]	2 [0.38%]	0:32	2.00	0 [0.00%]	\$0.00 [0.00%]	0.00%

# actual online searches where Fireside Chophouse came on page 1 of Google in rotation (position 1-10)

05/01/2016 - 02/05/2017

Queries	Position
bar near me	1
williamsburg dining	1
show me steak houses near me	1
steak places near me	1
places to eat in williamsburg va	1
the fireside	1
bars in williamsburg va	1
prime rib near me	1
seafood rest	1
fireside chophouse bar & grill	1
christmas town gif	1
restaurants in williamsburg va	1
fireside chophouse bar & grill	1
williamsburg, va 23185	
restaurants	1
opus 9 steakhouse	1
bars near me	1
lunch in williamsburg va	1
seafood williamsburg va	1
eateries open near me	1
best bar and restaurant	1
best steakhouse near me	1
williamsburg restaurants	1
restaurants williamsburg va	1
williamsburg restaurant	1
food near me	1
waypoint seafood & grill	1
firesides	1
seafood in williamsburg va	1
steakhouse near me	1
aberdeen barn	1
restaurants in williamsburg	1
virginia	
prime restaurant	1
restaurants williamsburg	1
steak restaurant	1
restaurants near me	1

<b>closest restaurants to me</b>	1
<b>captain george's seafood restaurant</b>	1
<b>the trellis bar and grill</b>	1
<b>steak houses near me</b>	1
<b>seafood restaurants in williamsburg</b>	1
williamsburg va restaurants	1
restaurants near williamsburg va	1
fireside chophouse williamsburg	1.4
fireside chophouse williamsburg va	1.4
firehouse chophouse williamsburg	1.5
chophouse williamsburg va	1.6
fireside chophouse	1.7
fireside chophouse williamsburg virginia	1.7
chop house williamsburg va	1.7
fireside chop house	1.8
fireside chop house williamsburg va	1.8
fireside chophouse bar & grill williamsburg, va	1.8
fireside grill	1.8
chophouse williamsburg	1.9
fireside chophouse bar & grill	1.9
fireside chophouse in williamsburg virginia	2
fire house grill	2
steak lobster	2
chophouse menu prices	3
firehouse restaurant menu	3
chop house menu	3
chophouse prices	4
fireside bar and grill	4
firesidw	4
chophouse menu	4.3
chop	4.4
firehouse	4.8
chopped house	5
chophouse bar and grill	5.5
fire side	6
chops restaurant	6
fireside grill locations	6
chopped restaurant	6
fireside restaurant	6
chop house	6.2
chop house richmond va	6.3
chophouse near me	6.5
steaks	6.7
chop house richmond road	6.9

best steak	7
chophouse logo	7
chop house bar	7
seafood and chicken	8
steakhouses in williamsburg va	8.1
the chophouse	8.7
haunted houses	8.7
chop house harrisonburg va menu	9
chop house logo	9.3
haunted house	9.4
steakhouse in williamsburg va	9.5
chophouse	10
festhaus menu	10
chop restaurant	10
chop house hours	10



# Social Media Program

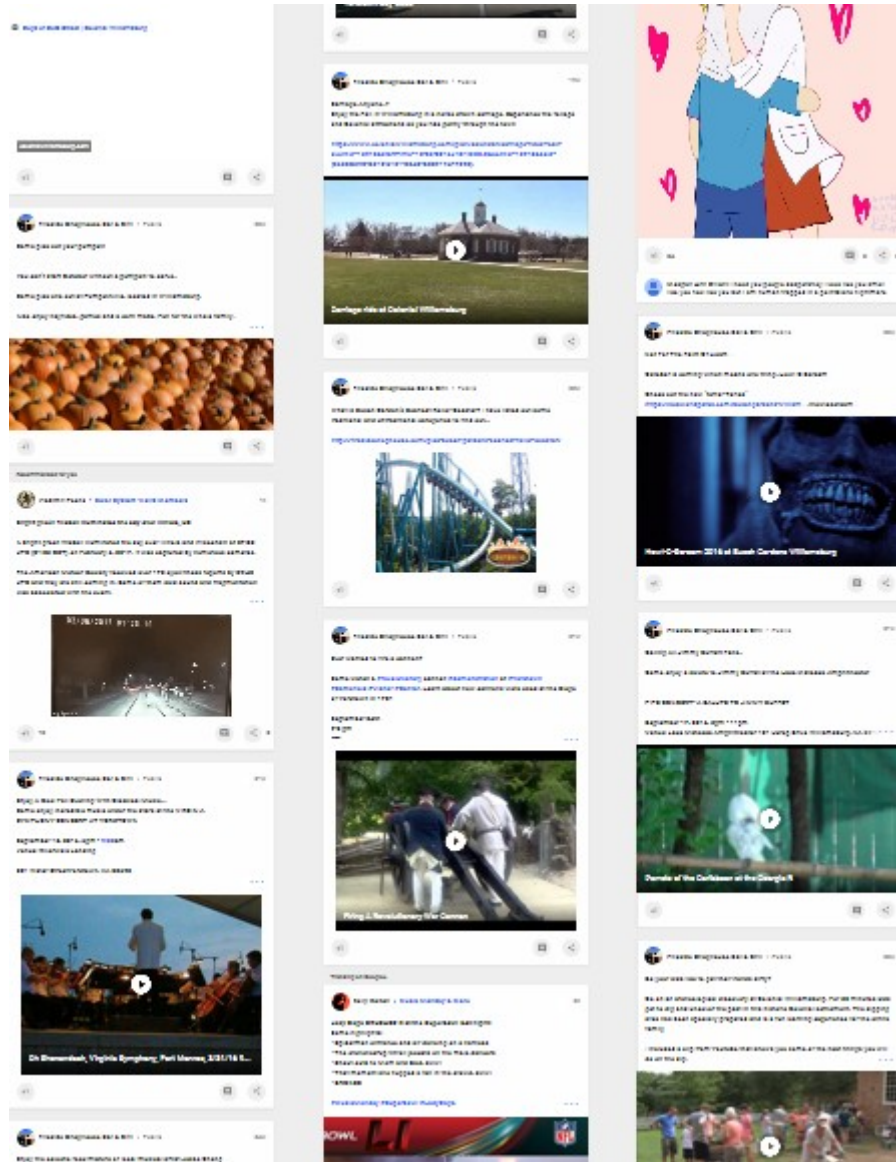
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We are 100% on schedule in creating content for social media including:

Multiple Facebook Posts

The screenshot displays the Facebook page for Fireside Chop House. On the left is a navigation menu with options: Home, About, Photos, Events, Reviews, Menu, Likes, Videos, Posts, and Manage Tabs. The main content area features a post with a photo of a steak and salmon dish, a 'Promote Local Business' button, and a 'See All' link. Below the photo is a section for 'Upcoming Events' with a calendar icon and the text 'No upcoming events. Make it easy for people to find your next event. Create it on Facebook. Create Event'. At the bottom left, a 'Reviews' section is partially visible. On the right side, there is a 'Call Now' button, a rating of 4.3 stars, a search bar, 'Page Tips', and engagement statistics including '188 likes +1 this week', '188 follows', and '2,955 were here +2 this week'. A text snippet reads: 'For the past 40 years, Fireside Chophouse has been synonymous with the finest cuts of aged beef in Williamsburg.'

# Multiple Google Plus Posts



# Multiple Pinterest board creation with periodic posting

