Financial Management Objective Homework

Student Class # | Jessie Suttle | **Name:** | 328 | **Academy**

I plan to accomplish the following objective our next class on: | Full breakdown of our Google Analytics and internet spend. | ***by***

Provide the relevant composite data

Department	Month	Page	Column
New & Used website cost analysis	July	61	2-11

Action plan for achieving objective
What is the area of focus?
My dealerships website and 3rd party costs in relation to the leads we are getting and cars we are selling.
I will be focusing on driving more converting traffic to our website.
What is the proposed plan? How will you achieve it?
I have already done a breakdown of our spend and what we are getting from it using a multitude of
different sources. I want to bring most of our SEO/SEM in house and manage it myself along with our
IT director. I will use Google analytics, AdWords and our website's own analytics center to track my progress over the next year. I want to see if I can improve the traffic to my site while lowering my cost.
How will you track your progress? What measurements, KPI's? How often will you track?
I will set up campaigns and conversion goals in Google analytics and manage it on a daily basis.
I will look at measurement such as website visits, clicks, page views, sessions, new visitors, ranking in keyword searches, leads from all our 3rd party sites, data from other search engines (Bing, Yahoo) and many more. I will mainly be interested in month over month data but will be changing things throughout the month as need be.
Who are the employees that will be involved, or impacted? Will they

require training or assistance?
I will need the assistance from a few people. Our IT director, and my new and used managers. They
Won't need training, I will be using them to gather information.
Is there a cost, or estimated cost for implementation?
By bringing our SEM/SEO work in house I will be able to cut a tremendous amount of our budget
Projected date of completion? Full set up in Google by: October 1st **Data collection is continuous**

Jan.	Feb.	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.