



Pi Commercial Reporting

Pi Commercial Reporting gives complete transparency to the value of search, making it crucial to big business decisions.

Dedicate resource to the most lucrative projects and report success back to the rest of your company in a way that everyone can understand.

Demystify the value of SEO

- Estimated optimum revenue by content category
- Personal performance by content category
- Previous and current MoM performance comparisons
- Greatest possible monthly traffic and revenue opportunity
- Performance and potential benchmarked against three main competitors

Get in touch

We give you clarity to your most undervalued channel

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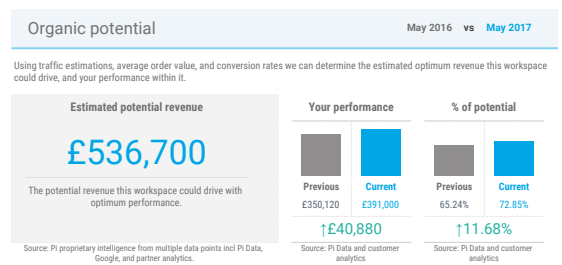
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Raviga Capital – All terms (Google UK)
Site: raviga.com. Tracked search terms: 1500
Report Period: 1st May - 31st May 2016 vs 1st May - 31st May 2017
During May 2017, Raviga increased their organic performance by £41,880 (+11.7%).
Organic traffic went up by 14.3% in May 2017, resulting in a 5.6% increase in organic revenue. Organic traffic accounts for 77.2% of all traffic to the website. Although the conversion rate dipped slightly, Average order value increased by almost 3%.
From the search terms in the workspace, there are almost 91K more people that could visit the site, that would be worth over £152K each month.
Against the competitors, Raviga is well out in front. However, Aviato has increased by 15.5%.



Organic performance 1st May - 31st May 2016 vs 1st May - 31st May 2017

Organic traffic	Organic revenue	Organic ROI	
226,096	£437,650		
258,482	£462,394	37,600%	
↑14.32%	↑5.65%		
<small>Source: Customer Analytics</small>	<small>Source: Customer Analytics</small>	<small>rice: Compared to Pi Spend</small>	
Organic traffic share	Organic revenue share	Conversion rate	Average order value
75.25%	79.39%	5.26%	£36.80
77.19%	72.54%	4.72%	£37.90
↑2.58%	↓8.63%	↓10.27%	↑2.99%
<small>Source: Customer Analytics</small>	<small>Source: Customer Analytics</small>	<small>Source: Customer Analytics</small>	<small>Source: Customer Analytics</small>