



QubicaAMF Website performance



Keywords analyzed

- Global
- Pinspotter/Pinsetter
- Tech Solutions

Markets analyzed

- USA
- Italy
- UK
- Germany
- France
- Australia
- Canada
- Mexico
- Norway
- Sweden



Competitors

- Brunswick Bowling
- US Bowling
- Funk Bowling
- Ses Stockach
- Ngt Bowling
- Imply
- Ahlborn Leipzig





Brunswick is confirmed as the biggest competitor

Funk brand is quickly growing

This means keywords found are on the first results page

	QubicaAMF	Brunswick	Funk
Top 1	35(+8)	31(-5)	19(+5)
Top 3	66(-2)	69(-10)	44(+12)
Top 10	141(+1)	139(-4)	106(24)

This is the number of keywords we find on the first page leading to brand

Global keywords

	QubicaAMF	Brunswick	Funk
Top 1	35(+8)	31(-5)	19(+5)
Top 3	66(-2)	69(-10)	44(+12)
Top 10	141(+1)	139(-4)	106(24)

QubicaAMF keeps a very good positioning with increase
Brunswick lowered the numbers for desktop and mobile
Funk is fastly growing, with huge increase in positioning



PINSPOTTER/PINSETTER keywords

	QubicaAMF	Brunswick	Funk
Top 1	6(-1)	27(-2)	19(+5)
Top 3	20(-11)	48(-8)	43(+14)
Top 10	56(-22)	101(-1)	97(-11)

QubicaAMF lowered its performance in Pinspotter/Pinsetter group.

Conclusion:

- Once **stopped the ads** campaign all search **results dropped**
- The **content is not enough compliant** to improve organic search
- Probably google have penalized the search results due to the fact that the **visitors couldn't find quickly relevant information**

Download the full Pinspotter/
Pinsetter keyword positioning
comparison list here





Suggested Actions

Select the keywords we should re-position better

Select the relative landing pages

Work on website contents in order to match these keywords

Re-wording the copy contents with simpler sentences and direct messages (answer simple, silly questions method)



Technological solutions keywords

In this keyword group QubicaAMF has a distinguished advantage

Although we should re-list keywords to better match the technological solutions we want to track





What about google Analytics?

We have had a substantial increase in numbers

But from Google analytics update we had a 50% drop in registered data, this will be the trend

More analytics

It is clear that we're not leading any traffic from our email campaigns
(which we don't have)

We had a HUGE (+196%) increase in «Plan Your Bowling Project» visits, and the bounce rate is -12%

More analytics

Tablet users increased, with bounce rate going up and time spent on pages cut in half

Considerations

- Tablet and mobile users are increasing.
- Social media campaigns, QR code traffic and email campaigns are the main sources for these visitors

Conclusions

- All landing pages should be tested for compliancy
- All landing content should be the answers to the visitors needs and questions

