



Investor-State LAWGUIDE

ISLG Website Research & Strategy | Presented by Quietly

October 18, 2017



Coming up:

1. Introductions
2. Goals & overview
3. Our process
4. General findings
5. Page analysis & recommendations
6. Proposed IA (Information Architecture)
7. Q&A and Next steps
8. Appendix



Goals & overview



Project goal

Redesign the public-facing ISLG webpages, from a content-first, data-driven approach, to more effectively communicate the value and calibre of the product.

Today's goal

Present research and recommendations that will inform content priorities and copy development along with UX, and visual design of the site.



Project overview

We are here



Discovery

Research &
strategy

Content layouts

UX &
wireframes

Web copy
development

- Analytics review
- SEO/keyword & search audit
- Landscape & competitive review
- IA recommendations
- Research & strategy presentation

- Industrial



Our process



How we developed our recommendations

1. Analytics review
 2. SEO & Keyword research
 3. Competitive & landscape review
- Reporting: Google Analytics data, May 1 – August 31, 2017

Our findings & recommendations resulted in:

- General findings & global recommendations.
- Individual page analysis & recommendations:
 - **Observations:** What we see in the data.
 - **Insights:** What this means.
 - **Recommendations:** What are the content priorities?
 - **Landscape examples:** How it's been done before.



General findings & recommendations



Breakdown of traffic sources

Traffic sources:

CPC / Display ad - 78%

Direct - 12%

Organic - 7%

Referral - 3%

- **Majority of traffic to the site is coming from CPC (display) ads.** However, these entrances also see high bounce and exit rates at 89% and 88% respectively.
- **Ad traffic also sees the lowest engagement** (0:40 per average session duration for display and 2:39 for search*), whereas the average for all traffic is 5:04.

** On par with industry standard for ad traffic behaviour.*

Recommendations:

- To improve engagement of users coming through ads, create more customized landing page experiences to match what users are searching for that include clear next steps and calls to action.



Traffic acquisition & conversion

- Organic search and referral traffic see the highest **conversion rates** (19 and 15 account signups, respectively).
- Highest converting referral traffic comes from italaw.com, foleykm, library.kdischool.as.kr, and sergionet.usa.edu.co as well.
- **Note:** Direct traffic generates the most goal completions at 54 account sign ups. However, direct traffic either means that the user entered the site URL directly or copied and pasted it from elsewhere, including an email or a hyperlink in an external browser, which doesn't provide enough information to further analyze this set of data.

Recommendations:

- Optimize the site for search with focus keywords, which we have identified in the keyword research, to better rank for the queries that users are searching for.
- Cross promote with affiliate networks such as Harvard and Oxford who are credible sources with strong site rankings.
- This will help increase ISLG's organic ranking through backlinks to the site.
- Improving search result ranking will lead to highly qualified referral traffic.



Traffic acquisition & conversion

- Two of the eight highest converting referral sources are Chinese mail and social platforms.

Recommendations:

- This illustrates there is an engaged audience in the Chinese market whom we can cater to by providing a specific landing page in Chinese that highlights the product offering or a Chinese version of the website. (Optional tbd)



Keyword research

- Searches are higher for the acronym: ISLG.
- In the last year, there were 1,000 average monthly searches for “ISLG” and 480 for “investor state law guide”.
- Both keywords have low competition scores.
- *Refer to Appendix for organic ranking of [“investorstatelawguide.com”](https://investorstatelawguide.com)*
- *Organic search findings for related terms will be represented on the page-level.*

Recommendations:

- **Make “ISLG” the branded target keyword for all pages,** and “investor state law guide” the secondary target keyword for the homepage.
- Rewrite title tags and meta descriptions to include “ISLG” and “investor state law guide” accordingly.
- This will enable the brand to maintain organic ranking for “investor state law guide” searches, while matching more condensed brand name searches for “ISLG” over time.



General recommendations & best practices



UX & Content

- Implement "Start Your Trial" CTA on the nav bar in order to increase conversions.
- Link to ISLG's Twitter & LinkedIn profiles as global nav elements to help increase followers.
- Remove trademarks on homepage and replace with strategic editorialized slogans that better reflect ISLG's unique selling proposition.
- Remove brochure (pdf) as this is redundant content. Replace with a white paper or e-book that provides additional value beyond what is communicated on the website.



General recommendations & best practices



SEO

- Create a compelling meta description for each page, which will be displayed within search engine results to give potential visitors a better understanding of the site's content and help improve click-through rates.
- Include focus keywords in each H1 and title tag to optimize each page for search.
- Increase backlinks from high search ranking affiliate organizations such as Harvard and Oxford to improve SEO.



General recommendations & best practices



Analytics tracking

- Implement event tracking through Google Tag Manager to more accurately track events and micro-conversions on the site, which can also be used for retargeting.
- Activate Google Search Console to collect data on organic search queries.
- Utilize UTM tags for any external collateral that includes a link to the website to ensure proper tracking of sources.
- Segment audience by subscribers and non-subscribers to obtain a more representative dataset and understanding of non-subscriber behaviour.



Page analysis & recommendations



Homepage



Homepage: Observations

What we see:

- There is high engagement when users enter via the homepage. Around 12% (via organic) and 19% (via referral) of visitors stayed on the site when entering via the home page.
- Users landing via CPC (ads) account for high bounce (88%). However, those who do stay spend a significant amount of time on the homepage (4:32), engaging with information.
- Direct traffic had the second highest average time on page at 0:55 and a 34% bounce rate, though this set of data does not provide enough information to establish a solid conclusion.



Pageviews: 64,421

Avg. time on page: 2:08

Bounce rate: 76%



Homepage: Insights

What this means:

- As new users typically begin at the homepage, this page should function as a branding page and clearly communicate the ISLG USP and CTA to trial.
- It is important to provide users with the information they need to help them move along the customer journey, ultimately improving on-site engagement among non-subscribers.



Homepage: Recommendations

Purpose of this page: Branding and navigational page that clearly communicates the ISLG USP and CTA. Key messaging should answer why ISLG can be used to support a prospects business/help meet their goals.

Focus Keyword: ISLG

- “ISLG”: 1,000 avg. monthly searches.
- “Investor state law guide”: 480 monthly searches.

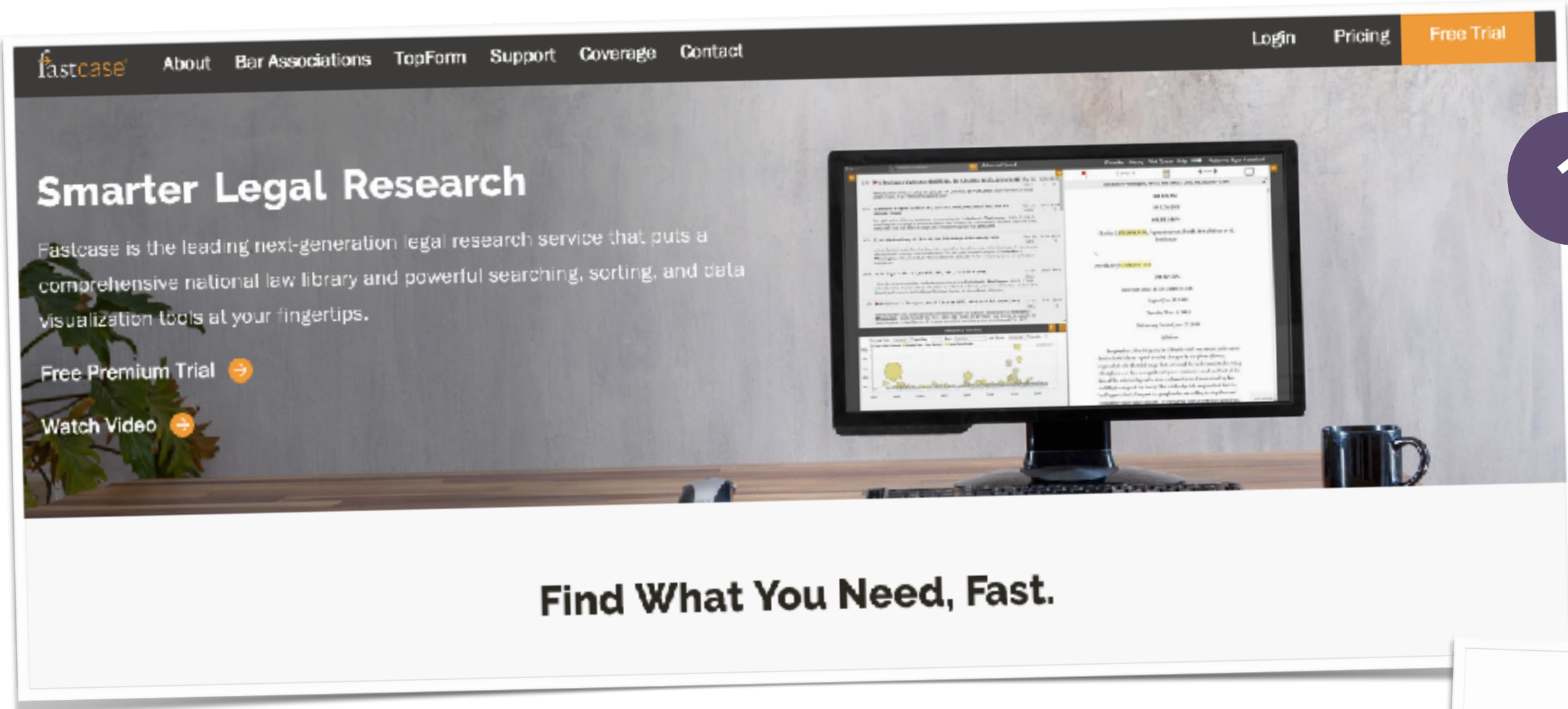
Title Tag: Investor State Law Guide | ISLG

Content priorities:

- Hero image or video with clear value proposition and “Start Your Trial” CTA.
- High-level summary of 3-4 unique benefits and accompanying product features that lead to a “Learn More” CTA to the Product page.
- Social proof from legal firms, universities and government (via logo soup).
- Customer testimonials from the 3 above categories.
- Final “Start Your Trial” CTA.



Competitive / landscape examples:



1



2

1

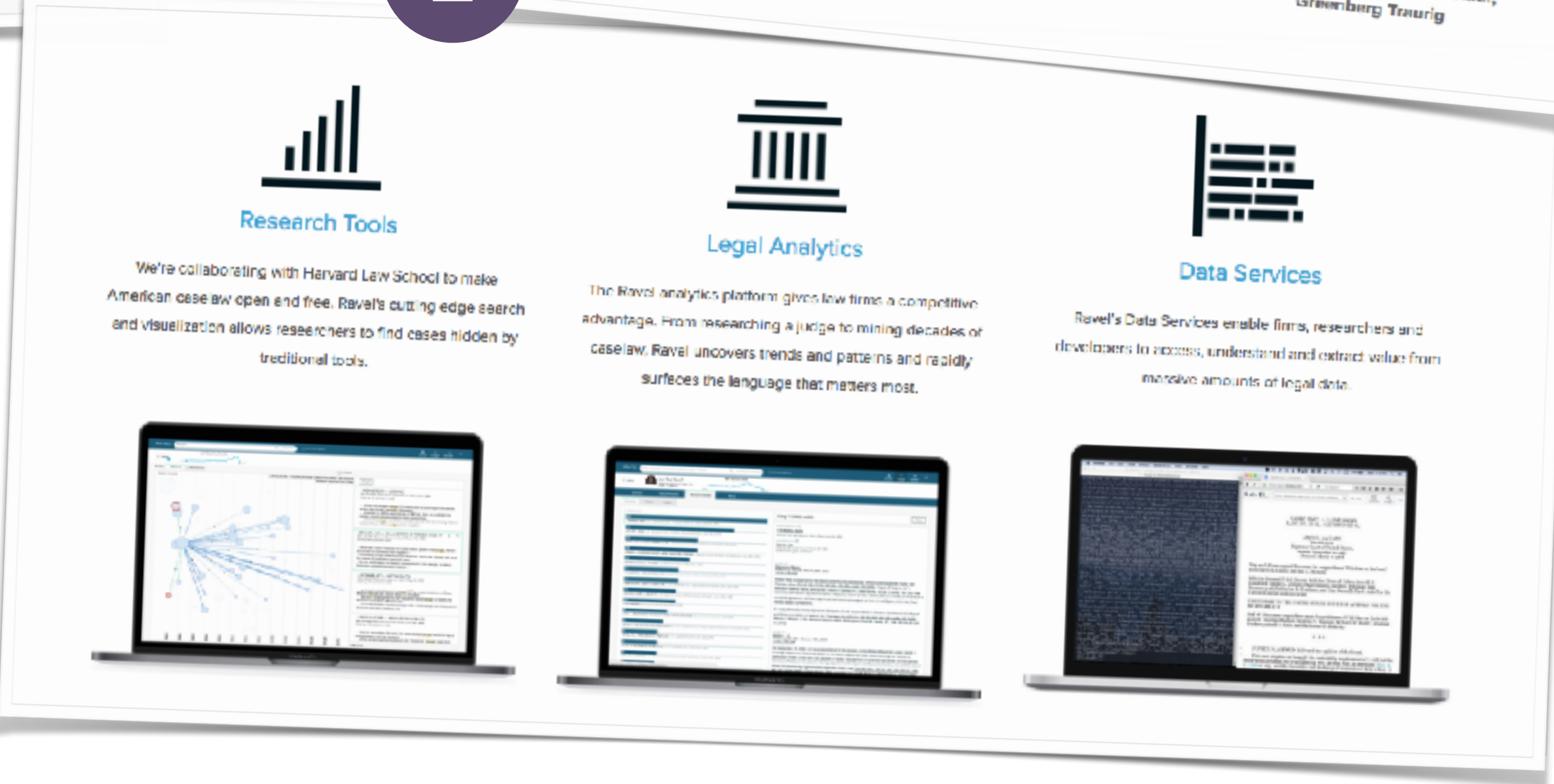
fastcase.com

- Hero image with clear value prop & video with “Start your free trial” CTA.

2

ravellaw.com

- Overview of product features & benefits.
- Social proof & testimonials.



Database Overview page



Database Overview page: Observations

What we see:

- Second only to the homepage, the Database page has the second highest number of entrances to the site with 1,759 pageviews.
- 27% of traffic to this page is from organic search.
- Organic traffic is performing well as it's second best to untracked / direct traffic with 0:58 average time on page.



Pageviews: 1,759

Avg. Time on Page: 1:02

Bounce Rate: 67%



Database Overview page: Insights

What this means:

- This is the page that users go to understand more about the product once they are aware of ISLG.
- Given the high volume of traffic via organic search, there is an opportunity to implement SEO in order to better answer users' specific search queries and lead them to this page instead of the homepage.



Database Overview page: Recommendations

Purpose of this page: To provide detailed and compelling information about the benefits, advantages and features of the product.

- For this reason, **we recommend to rename this page “Product”**.

Focus Keyword: Investor state dispute, legal research guide.

- “Investor state dispute”: 110 avg. monthly searches.
- “Legal research guide”: 720 avg. monthly searches.

Title Tag: Investor State Dispute Legal Research Guide | ISLG

Content priorities:

- Description of all the benefits and features.
- Visual examples of each key product feature.
- “Start Your Trial” CTA at the top and bottom of the page.

Distribution recommendations:

- Re-market display ads to users who have been on this page, as it indicates high interest and would have a much higher conversion rate than standard display ads.



What's New page



What's New page: Observations

What we see:

- This page has the highest bounce rate of all the marketing pages. This means that 89 out of 100 times someone lands here, this is the first and last page they visit.



Pageviews: 470

Avg. Time on Page: 1:11

Bounce Rate: 89%

Exit Rate: 46%



What's New page: Insights

What this means:

- The page is meant to showcase how up-to-date the ISLG database is. But the current experience is confusing.
- The page is not clearly organized and contains an overwhelming volume of text.
- Because the page is missing a clear call-to-action, users may not know what to do next, and as a result, this may account for the high bounce / why they leave altogether.



What's New page: Recommendations

Purpose of this page: To update users with the latest industry and company news and events. This will show prospects how connected ISLG is within arbitration and treaty law, positioning the organization as experts in this vertical.

- For this reason, we recommend to rename this page **“News & Events”**.

Focus Keyword: International arbitration.

- “International arbitration” has 3,600 average monthly searches.

Title Tag: International Arbitration News | ISLG

Content priorities:

- Feature industry or company news headlines via feed. This means creating child pages under this section for individual “News articles/ announcements”. (Optional tbd)
- Remove manually updated list of new database cases and replace with social media feed that highlights latest Dispute Document additions.
- Design a more succinct display of upcoming events that ISLG will be attending, remove legacy events and prioritize high profile conferences.
- Include a CTA at the top and bottom to Contact Us or follow on social media, as this should be the final stop before sign-up.



Competitive / landscape examples:



1



2



1

blaney.com

- Company news featured in a feed that leads to a news article.

2

icsid.worldbank.org

- Feed pulls in latest news & announcements. Events are highlighted in its own section.

Video page



Video page: Observations

What we see:

- Though there were over 1,700 pageviews, the video was **only completed four times** over four months.
- The Watch Video page has the third highest bounce rate of all pages at 75%.



Pageviews: 1,706

Avg. Time on Page: 1:07

Bounce Rate: 75%

Exit Rate: 40%



Video page: Insights

What this means:

- The completion rate of the video is very low relative to how many people start the video or navigate to the Watch Video page.
- Users are not given context on what to expect.
- The video does not have a clear next step to navigate elsewhere after watching or beginning the video.



Video page: Recommendations

Purpose of this page/content: To showcase the ISLG database features & benefits and demonstrate how to utilize them.

- We recommend to **remove this page and embed the product video (or create a Lightbox experience) on the Homepage and Product page** to ensure a seamless experience. (UX/UI TBD)
- This way, users do not have to click to another page to play the video, or feel they've hit a dead-end upon completion.
- **Note:** *The tutorial videos currently featured (and linked) on the Database Overview page should also be embedded within the new Product page to better contextualize each feature and keep viewers on-site.*

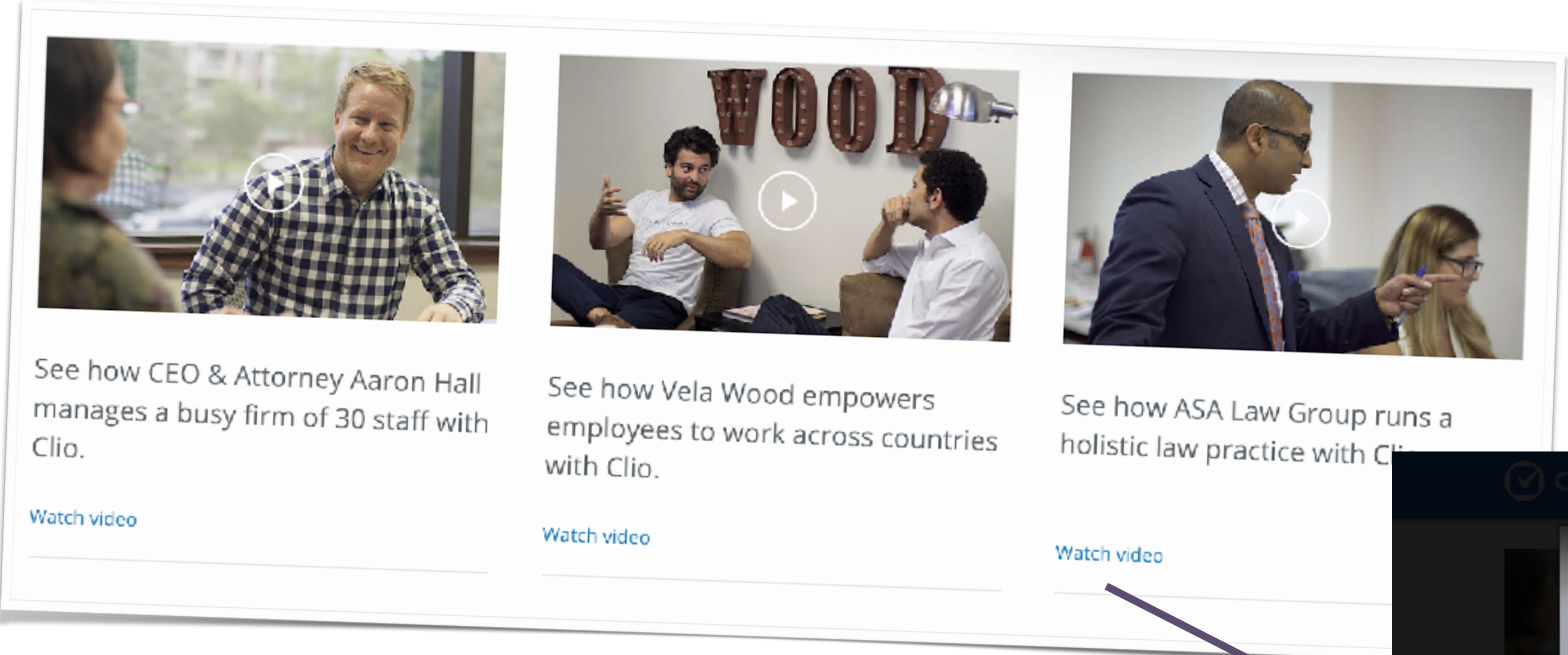
Content priorities:

- Create a (new) compelling product video that clearly explains ISLG's value proposition.
- Include a "Watch" CTA and introductory messaging on video length and explain why visitors should watch the video.
- Implement video completion tracking to better understand where viewers are dropping off.



Competitive / landscape examples:

1



See how CEO & Attorney Aaron Hall manages a busy firm of 30 staff with Clio.

See how Vela Wood empowers employees to work across countries with Clio.

See how ASA Law Group runs a holistic law practice with Clio.

Watch video

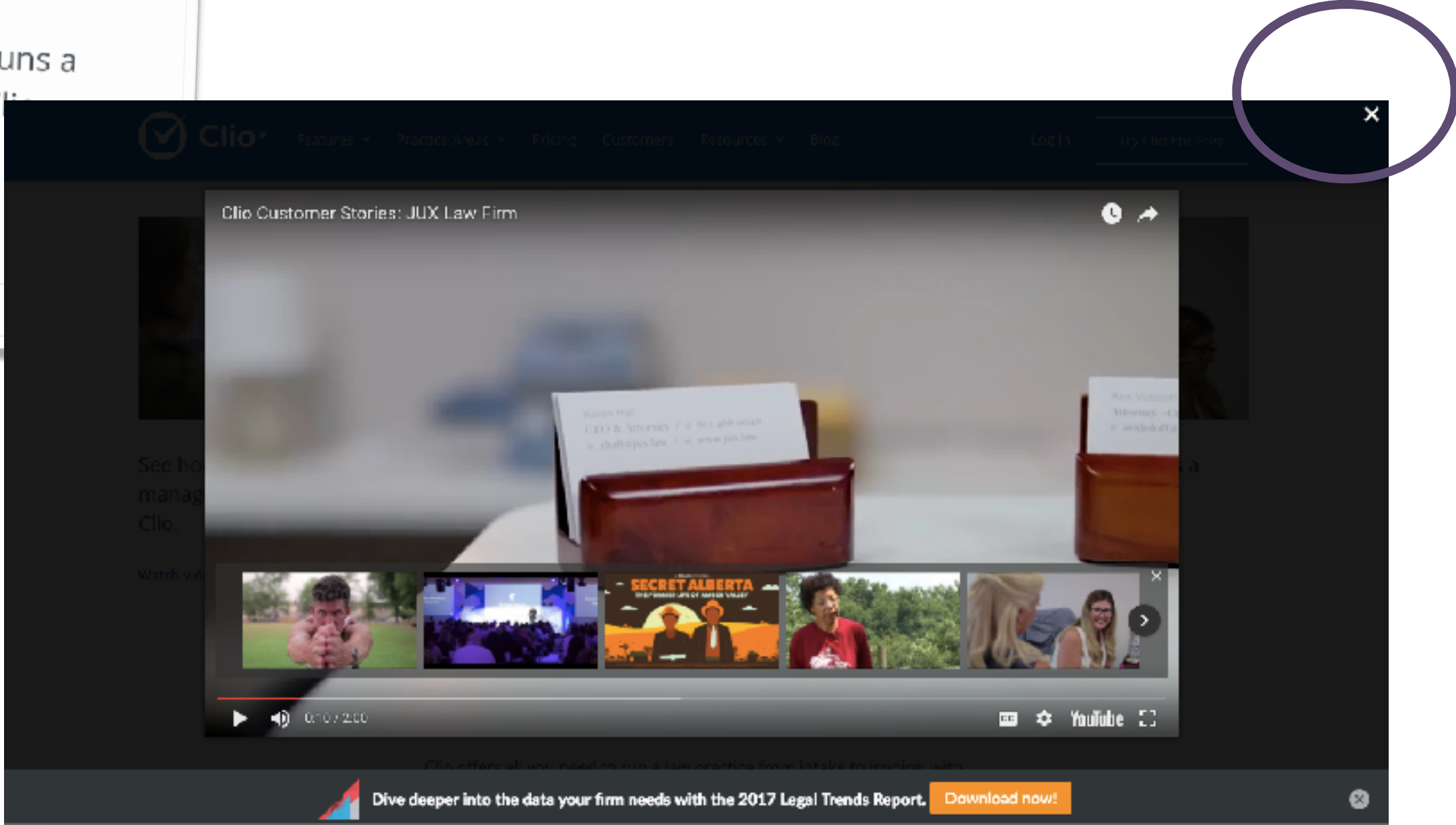
Watch video

Watch video

1

clio.com

- Video headline provides description of why users should click.
- Video opens up a Lightbox that keeps users on-page.



Clio Customer Stories: JUX Law Firm

0:00 / 2:00

Download now!



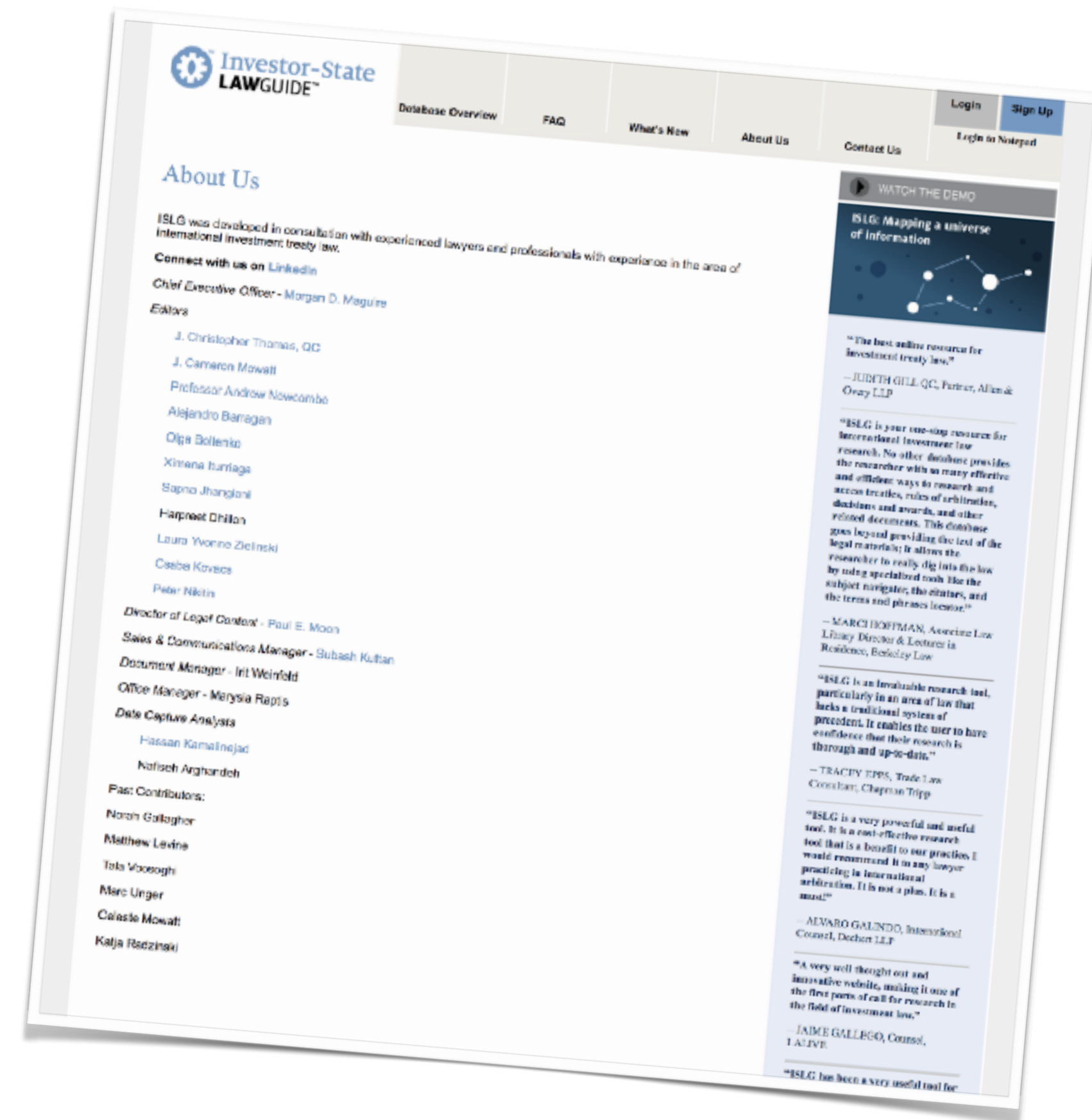
About Us page



About Us page: Observations

What we see:

- This page has a 100% bounce rate if it's the first page users visit. This means that everyone who landed here, immediately left the site after.



Pageviews: 692

Avg. Time on Page: 1:22

Bounce Rate: 74%

Exit Rate: 43%



About Us page: Insights

What this means:

- This is the page that users go to for more information and background on the business.
- Currently, the poor bounce rate indicates that information is not compelling.
- Lacks a clear CTA on this page for users to know what to do next.



About Us page: Recommendations

Purpose of this page: To story-tell the company's vision, mission, history, team and affiliations. There is an opportunity to humanize the product on About Us and communicate the value ISLG provides by showcasing staff and contributing editors.

Focus Keyword: About ISLG.

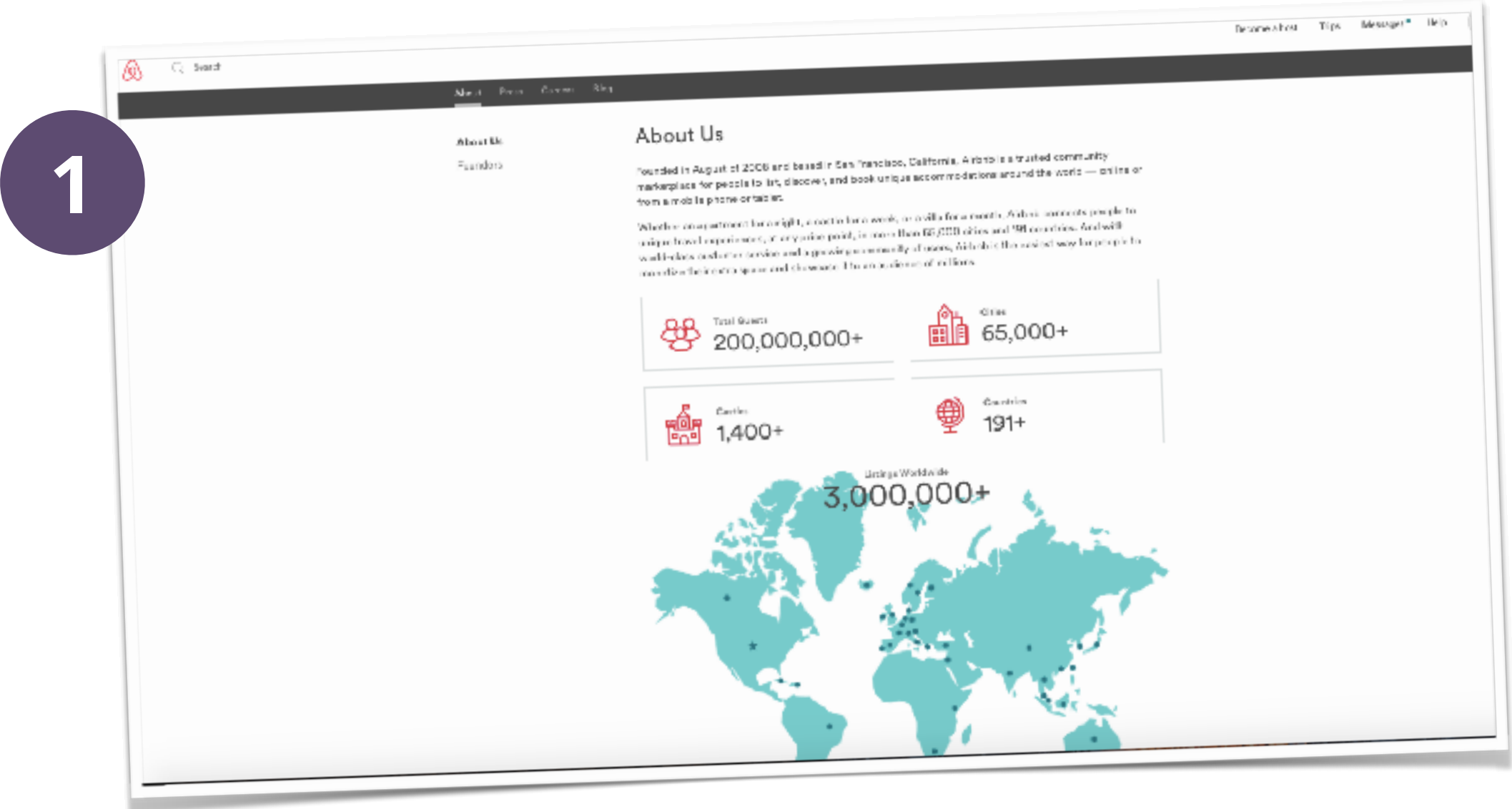
Title Tag: About Investor State Law Guide | ISLG

Content priorities:

- The company story.
 - How it was founded and it's mission.
 - The relationship to Tologix.
- "Meet the team" featuring staff profiles:
 - Headshots of team members, advisor names, affiliations and bios that live within the ISLG site.
 - This could translate to creating child pages for each bio (or a roll-over interaction that exposes bio). Links to individual affiliations can be included in each advisor's bio.
- Client testimonials.
- "Contact us" CTA at the top and bottom.



Competitive / landscape examples:



1

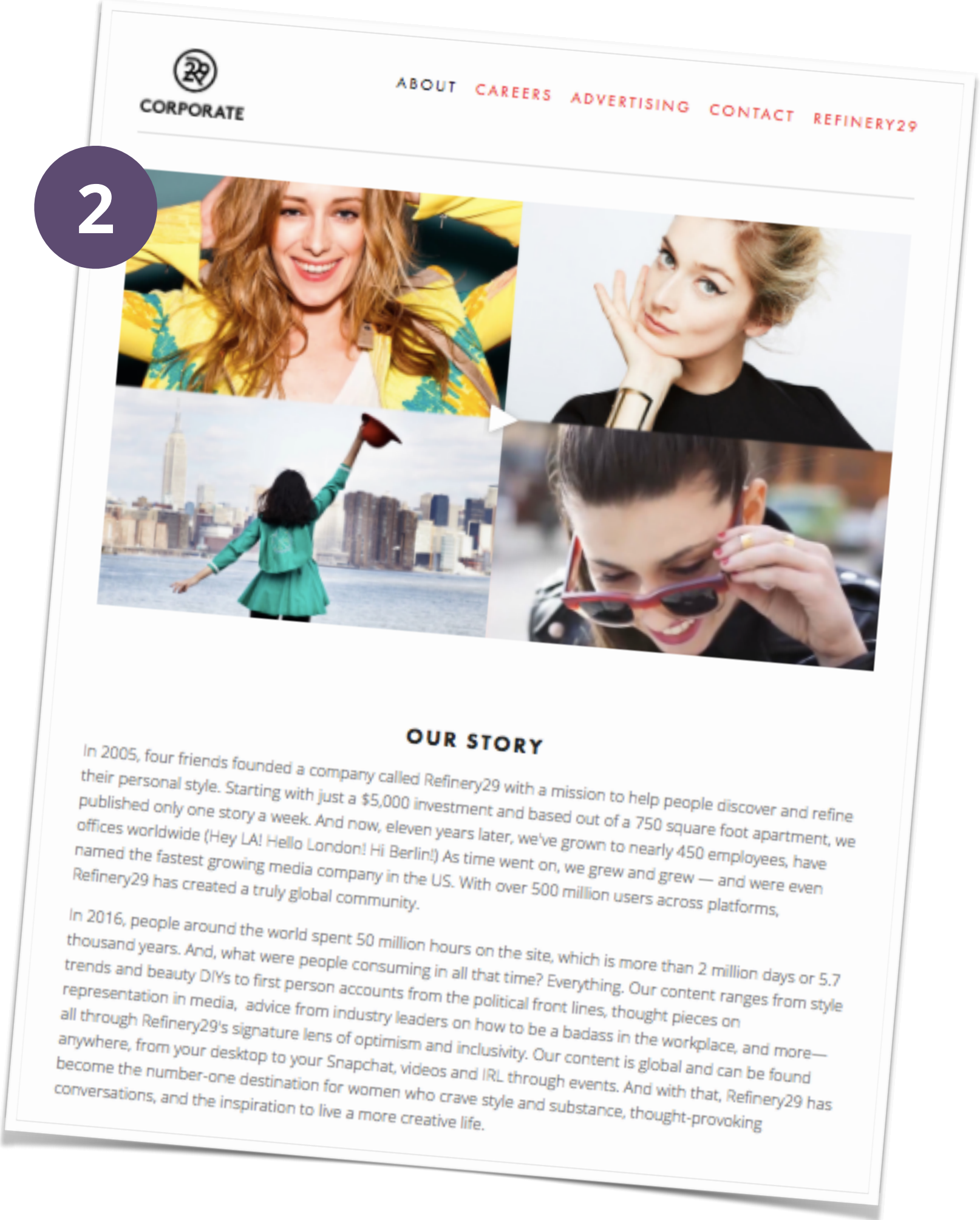
[airbnb.com](https://www.airbnb.com)

- Story about company & founders accompanied by visual elements to bring the story to life.

2

[refinery29.com](https://www.refinery29.com)

- Simple "Our story" headline and images to help humanize the people behind the brand.

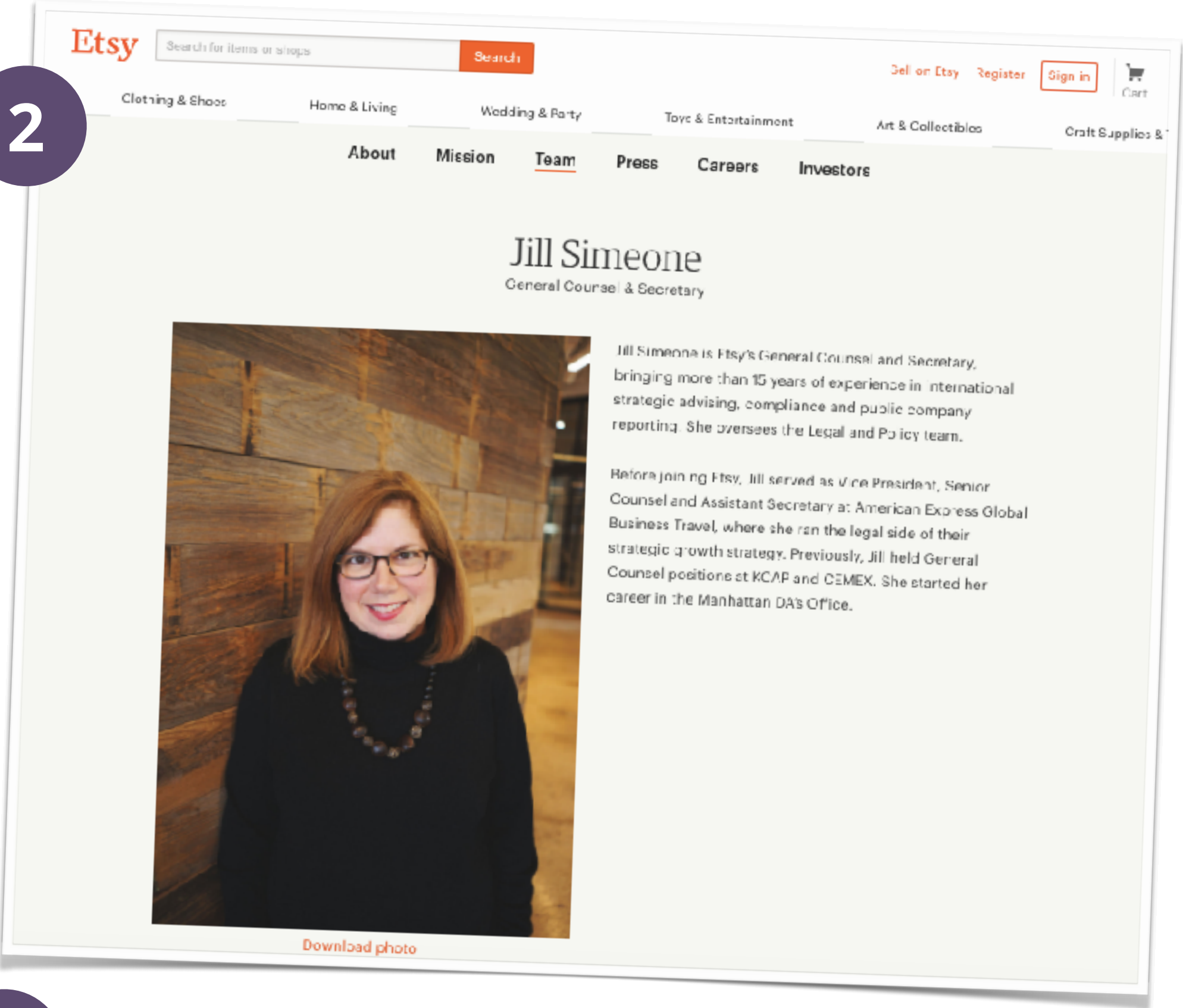


Competitive / landscape examples:

1



2



1

[etsy.com](https://www.etsy.com)

- Profile shots of team members.

2

[etsy.com](https://www.etsy.com)

- Profile image leads to short bio (on ISLG site), that can then link out to advisors' affiliations (UI/UX tbd).



FAQs page



FAQs page: Observations

What we see:

- It's the least visited page on the public-facing site.
- Most people will navigate three pages before landing here.



Pageviews: 362

Avg. Time on Page: 0:52

Bounce Rate: 50%

Exit Rate: 27%



FAQs page: Insights

What this means:

- This is currently one of the last touch points for visitors that have visited several information pages about ISLG, and are interested in having specific questions answered.
- However, the questions on this page are mainly focused on either product features, or the sales process - which is a) repetitive as content is addressed on other pages and b) funnels back to the Subscriptions email.

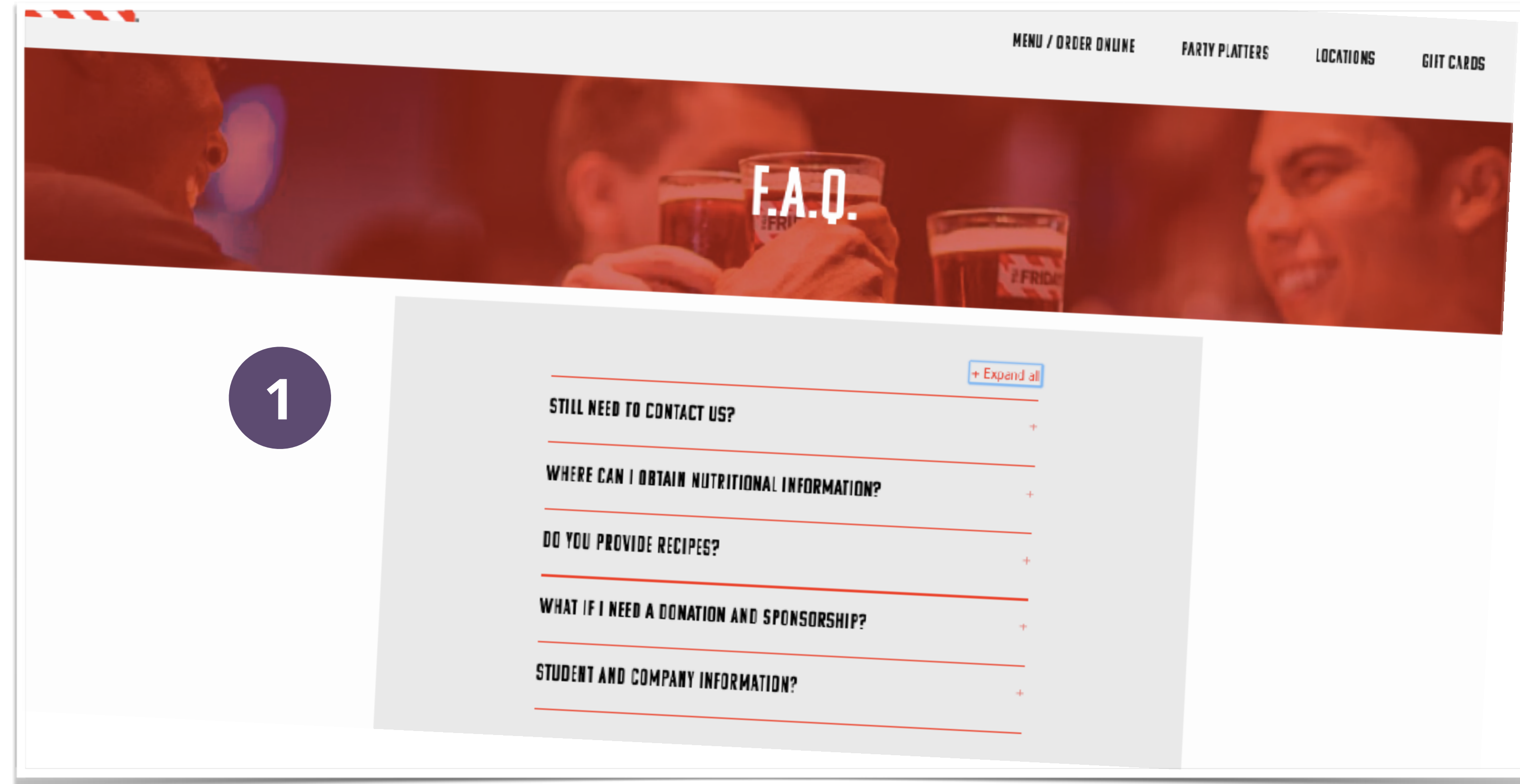


FAQs page: Recommendations

- We recommend to **remove the FAQs page** in its current state.
- Alternately, if ISLG were to develop a FAQ page in the future, the content should address questions that are highly repeated by prospects or clients and can be addressed without a live 'sales' voice. This self-serve experience will help deliver more qualified leads that contact ISLG over email or phone.
- Ultimately, a comprehensive content and UX design (especially for a 'light' site) does not require a FAQs page as pertinent info and clear messaging is provided throughout the site.



Competitive / landscape examples:



1 [tgifridays.com](https://www.tgifridays.com)

- Questions are related to content not currently represented on the site (e.g. recipes).



Contact Us page



Contact Us page: Observations

What we see:

- The highest exit rate came from people who landed on this page directly at 74%. This accounted for 12% of the traffic to this page.



Pageviews: 629

Avg. Time on Page: 1:25

Exit Rate: 48%



Contact Us page: Insights

What this means:

- Users should only be navigating to this page after they've engaged with other pages on the website, as such, it is expected that users exit the site from this page.



Contact Us page: Recommendations

Purpose of this page: To provide information on how to contact ISLG through prioritized/preferred business channels.

Focus Keyword: Contact ISLG.

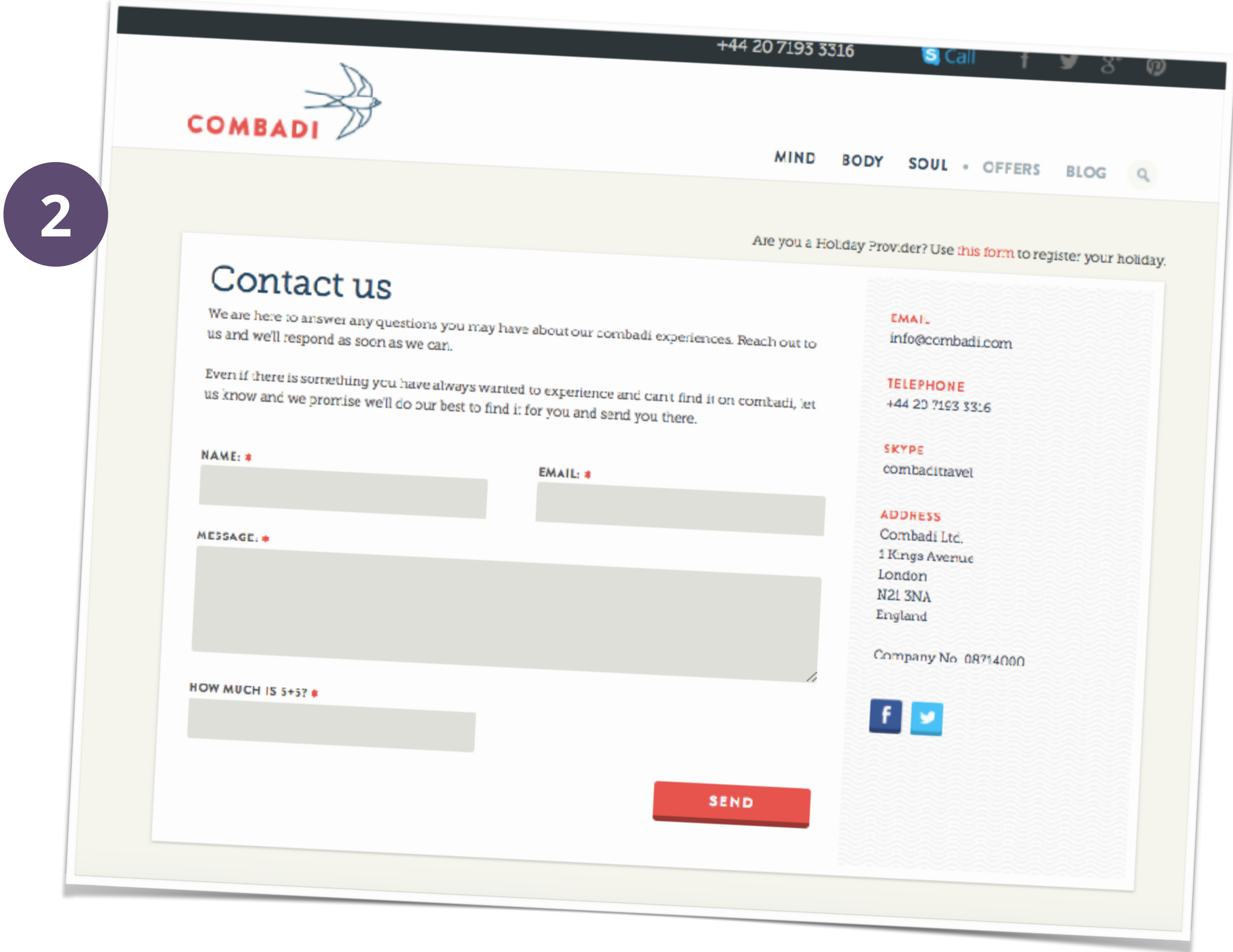
Title Tag: Contact ISLG | Investor State Law Guide

Content priorities:

- Develop a contact form with the following fields to capture leads (dependent on back-end capabilities):
 - Name, email, company and inquiry message.
- Secondary contact information:
 - Mailing address.
 - Number.
 - Office hours.
 - General email.
- “Connect with us” CTA to Twitter, LinkedIn.
- “Subscribe” CTA to weekly newsletter.



Competitive / landscape examples:



1 digitalbase.eu (professional services agency)

- Organized streams of ways to get in touch.

2 combadi.com (travel)

- Simple contact form with secondary contact information to the right.



Sign Up page



Sign Up page: Observations

What we see:

- An exit rate of 25% indicates that this page is performing quite well. This means that 75% of people who have navigated here have interacted with another page on the site before leaving.

The screenshot shows a web form titled "Subscriptions" with the following elements:

- Header: "Subscriptions" in blue text.
- Introductory text: "FREE trial accounts are available. To sign up, please submit the following form."
- Form title: "Sign Up Information" in a grey box.
- Required fields section (marked with red asterisks):
 - Title: [] (e.g. Mr., Mrs., Dr., Prof., etc.)
 - First Name: []
 - Last Name: []
 - Username: []
 - Password: []
 - Re-Enter Password: []
 - Email: []
 - Send Updates via Email:
 - Firm/Institution: []
 - City: []
 - Country: Please Select []
 - PROMO CODE: [] (insert code if applicable)
- Image: A small image showing the word "SETBACK" in a blue box.
- CAPTCHA VALIDATION: [] Enter letters you see in the image above.
- SURVEY: I have used the following online research tools:
 - Investor (Claims.com)
 - ICSID's website
 - Kluger Arbitration
 - Investment Treaty Arbitration
 - NAFTA-Claims.com
 - Other (please specify) []
- NEWS SOURCE: I have used the following online news sources for information: []

Pageviews: 1,018

Avg. Time on Page: 1:23

Exit Rate: 25%



Sign Up page: Insights

What this means:

- As this page is the main conversion page for ISLG, Search and Direct traffic should not be primary traffic sources.
- Users should be navigating to this page from the Home or Product pages, and be directed to the Contact Us page with any further inquiries.



Sign Up page: Recommendations

Purpose of this page: For net new users to complete the goal conversion of signing up for an account.

Focus Keyword: This is not a search oriented page, so a focus keyword has not been assigned.

Title Tag: Create an Account | ISLG

Content priorities:

- Succinct overview of the product offering.
- A form or sign up box to create an account.
- Messaging that directs to the Contact Us page at the bottom.



Competitive / landscape examples:

1

Sign-up for Free Trial Plan

Registration Information

First Name Last Name

Email Confirm Email

Password Confirm Password

Contact Information

Occupation State

Phone Company/Firm

Free Trial Plan Features

- Comprehensive 50-State & Federal Law
- Federal and 50-State Appellate Case Law
- Federal District Courts
- Federal Bankruptcy Courts
- Nationwide Statutes and Regulations
- Visualize Search Results with Timeline View
- Authority Check
- Dual-Column & Batch Printing

Terms of Service

Fastcase Terms of Service

The Fastcase(TM) service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein (collectively, the Terms of Service). Your use of the Fastcase service (the Service) constitutes your agreement to all such terms of service.

1. Web Site Use Generally

a. Description. Fastcase is an online research system.

I agree to the terms of service above, start membership

1

[fastcase.com](https://www.fastcase.com)

- Overview of product features on the right along with clearly designed sign up form fields & submit button.



IA recommendations



Proposed IA



This is the Sign Up page

Optional as per UX direction

Focus keyword

ISLG

Investor state dispute, legal research guide

International arbitration

About ISLG

Contact ISLG

n/a

Title tag

Investor State Law Guide | ISLG

Investor State Dispute Legal Research Guide | ISLG

International Arbitration News | ISLG

About Investor State Law Guide | ISLG

Contact ISLG | Investor State Law Guide

Create an Account | ISLG



Summary



Summary of recommendations

- Include ‘Start Your Trial’ CTA in the navigation that links to the Sign Up page.
- Link to ISLG’s Twitter & LinkedIn profiles as global nav elements to help increase followers.
- Homepage: Lead with the value proposition, followed by product features & benefits.
- Database Overview page: Rename and reposition this as the “Product” page.
- What’s New page: Rename to “News & Events” and link to industry or company news posts. Re-design to include only future events ISLG will be attending.
- Video page: Remove this page and embed video within the Homepage and Product page so users aren’t bumped elsewhere.
- About Us page: Communicate ISLG’s story and humanize the product/organization by featuring staff profiles.
- FAQs page: Remove this page as it currently contains repetitive information.
- Contact Us page: Re-design the page to include a contact form.
- Sign Up page: Include an overview of product features to complement and remind prospects of the value they will be receiving.



Q&A & Next steps



Questions?



Next steps

- ISLG to provide any feedback by Monday, Oct. 23.
- Quietly to delivery Content layouts by Friday, Oct. 27.
- Web copy development - TBD.





Thank you

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Appendix



Marketing pages by pageview

These are the top marketing pages navigated, indicating which pages are the most visited by users and their behaviour.

Page	Pageviews	Average Time on Page	Bounce Rate	Exit Rate
Home Page	64,421	2:08	75.82%	73.93%
Database Overview	1,759	1:02	67.30%	35.93%
Watch Video	1,706	1:07	75.43%	39.57%
About Us	692	1:22	73.68%	43.06%
What's New	470	1:11	88.81%	46.17%
Contact Us	412	1:18	74.36%	48.06%
FAQs	362	0:52	50.00%	26.80%
Legal Notices	122	1:53	71.43%	50.82%



Member pages by pageview

These are the top member pages navigated, indicating which tools are being used most by subscribers.

Page	Pageviews	Average Time on Page	Bounce Rate
Users Welcome	34,704	0:55	13.35%
Subject Navigator	11,849	0:29	11.55%
Full Text Search	4,107	0:52	24.00%
Jurisprudence Citator	1,782	0:51	19.51%
Dispute Documents	1,625	1:49	27.78%
Article Citator	1,146	1:03	23.53%
Subject Navigator	1,107	0:26	25.00%
Terms & Phrases	904	0:48	27.27%



Traffic acquisition to site

This table reflects how users are landing on each page, and how user behaviour differs for different channel groupings.

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Create an	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Create an account (Goal 1 Conversion Rate) ?	Create an account (Goal 1 Completions) ?
	76,364 % of Total: 100.00% (76,364)	45.71% Avg for View: 45.67% (0.07%)	34,903 % of Total: 100.07% (34,879)	64.84% Avg for View: 64.84% (0.00%)	4.39 Avg for View: 4.39 (0.00%)	00:05:04 Avg for View: 00:05:04 (0.00%)	0.13% Avg for View: 0.13% (0.00%)	100 % of Total: 100.00% (100)
1. Display	42,625 (55.82%)	57.11%	24,344 (69.75%)	90.42%	1.15	00:00:40	<0.01%	4 (4.00%)
2. Direct	15,194 (19.90%)	35.42%	5,382 (15.42%)	34.88%	8.10	00:10:02	0.36%	54 (54.00%)
3. Organic Search	8,783 (11.50%)	18.55%	1,629 (4.67%)	20.57%	10.69	00:13:46	0.22%	19 (19.00%)
4. Referral	6,186 (8.10%)	16.34%	1,011 (2.90%)	22.99%	9.42	00:12:10	0.24%	15 (15.00%)
5. Paid Search	3,533 (4.63%)	71.04%	2,510 (7.19%)	68.38%	3.02	00:02:39	0.17%	6 (6.00%)
6. Social	43 (0.06%)	62.79%	27 (0.08%)	55.81%	2.77	00:02:04	4.65%	2 (2.00%)



Referral traffic by goal completion

These are the top referrals that led to the goal completion of creating an account with ISLG.

Referral	Created an Account
italaw.com	3
mail.google.com	2
blog.sina.com.cn	1
foleykm	1
library.kdischool.ac.kr	1
mail.sina.com.cn	1
screencast.com	1
sergionet.usa.edu.co	1



Homepage by traffic medium (referral type)

This table shows how people landed on the homepage, and the associated user behaviour.

Medium ? ×	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	64,421 % of Total: 19.22% (335,163)	57,660 % of Total: 20.37% (283,011)	00:02:08 Avg for View: 00:01:30 (42.91%)	57,284 % of Total: 75.03% (76,353)	75.82% Avg for View: 64.84% (16.94%)	73.94% Avg for View: 22.78% (224.56%)
cpc	50,193 (77.91%)	45,325 (78.61%)	00:04:32	45,276 (79.04%)	89.31%	87.87%
(none)	7,467 (11.59%)	6,439 (11.17%)	00:00:55	6,288 (10.98%)	34.94%	34.58%
organic	4,793 (7.44%)	4,289 (7.44%)	00:00:35	4,181 (7.30%)	12.15%	12.48%
referral	1,968 (3.05%)	1,607 (2.79%)	00:00:50	1,539 (2.69%)	18.91%	17.63%



Database Overview page by traffic medium (referral type)

This table shows how people landed on the database overview page, and their user behaviour.

Medium ? ✕	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	1,759 % of Total: 0.52% (335,163)	1,358 % of Total: 0.48% (283,011)	00:01:02 Avg for View: 00:01:30 (-30.61%)	318 % of Total: 0.42% (76,353)	67.30% Avg for View: 64.84% (3.79%)
(none)	646 (36.73%)	500 (36.82%)	00:01:14	147 (46.23%)	57.14%
organic	478 (27.17%)	352 (25.92%)	00:00:58	55 (17.30%)	47.27%
cpc	398 (22.63%)	327 (24.08%)	00:00:51	109 (34.28%)	92.66%
referral	237 (13.47%)	179 (13.18%)	00:00:56	7 (2.20%)	42.86%



About Us page by page depth

This table indicates how many pages users navigated through before landing on the About Us page.

Page Depth ? ×	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	692 % of Total: 0.21% (335,163)	522 % of Total: 0.18% (283,011)	00:01:22 Avg for View: 00:01:30 (-8.29%)	171 % of Total: 0.22% (76,353)	73.68% Avg for View: 64.84% (13.65%)	43.06% Avg for View: 22.78% (89.03%)
1	126 (18.21%)	126 (24.14%)	00:00:00	126 (73.68%)	100.00%	100.00%
2	105 (15.17%)	86 (16.48%)	00:05:31	23 (13.45%)	0.00%	78.10%
3	96 (13.87%)	75 (14.37%)	00:02:00	9 (5.26%)	0.00%	35.42%
4	78 (11.27%)	58 (11.11%)	00:01:26	6 (3.51%)	0.00%	25.64%
5	55 (7.95%)	41 (7.85%)	00:01:00	4 (2.34%)	0.00%	21.82%
7	46 (6.65%)	26 (4.98%)	00:00:36	1 (0.58%)	0.00%	8.70%
6	42 (6.07%)	29 (5.56%)	00:00:56	0 (0.00%)	0.00%	14.29%
8	23 (3.32%)	16 (3.07%)	00:00:56	0 (0.00%)	0.00%	8.70%
13	23 (3.32%)	6 (1.15%)	00:00:41	0 (0.00%)	0.00%	8.70%
12	16 (2.31%)	8 (1.53%)	00:00:21	1 (0.58%)	0.00%	12.50%



Top paid search queries to ISLG website by engagement

This table shows the top paid search terms that led users to engage with the site, ranked by bounce rate, pages per session, and goal completions.

Search Term	Clicks	Sessions	Bounce Rate	Pages/Session	Goal Completions
investor state dispute	52	97	19.59%	9.40	0
investor state law guide	184	527	20.68%	9.63	2
isds investor state dispute settlement	153	184	63.04%	3.88	1
arbitration firm	21	17	64.71%	1.41	0
state investors	72	65	66.15%	1.80	0
investment treaties	40	32	71.88%	1.69	0
investor-state	85	47	72.34%	1.57	0
investor state	77	39	74.36%	2.00	0
investment agreements	60	56	78.57%	1.27	1
international invest	720	633	79.15%	1.46	1



Organic keyword research structure

These were the main categories that were determined in keyword research and analysis of all relevant search queries to ISLG.

Category	Recommended Focus Keyword
ISLG- Brand	ISLG
Investor Disputes	Investor State Dispute Settlement
Arbitration	International Arbitration
Database/Source/Guide	Legal Research Guide
Trade Agreements	State Law, Law of Treaties
Top Cases	Micula v Romania



ISLG branded keyword research

These were the branded keywords that are relevant to the brand name ISLG.

Search Term	Average Monthly Searches	Competition
ISLG	1000	Low
investor state law guide	480	Low
investor state	70	Low



Investor dispute keyword research

These were the top keywords that are relevant to “investor dispute”.

Search Term	Average Monthly Searches	Competition
icsid	12100	Low
accredited investor	12100	Low
investor state dispute settlement	1300	Low
dispute settlement	1300	Low
investment law	720	Low
investment case	390	Low
investor trade	260	Low
what is isds	210	Low
investor state dispute	110	Low
state investment	110	Low
state investment	110	Low
investor state	70	Low
investment disputes	70	Low
ids investments	70	Low



Arbitration keyword research

These were the top keywords that are relevant to “arbitration”.

Search Term	Average Monthly Searches	Competition
international arbitration	3600	Low
global arbitration review	2400	Low
kluwer arbitration	2400	Low
arbitration law	1300	Low
arbitration cases	720	Low
investment arbitration	590	Low
icsid arbitration	590	Low
journal of international arbitration	390	Low
investment treaty arbitration	320	Low
investor state arbitration	210	Low
arbitral jurisprudence	40	Low
isds arbitration	40	Low
state arbitration	30	Low
what is investment treaty arbitration	20	Low



Database/resource/guide keyword research

These were the top keywords that are relevant to “database”, “resource” or “guide”.

Search Term	Average Monthly Searches	Competition
sources of law	9900	Low
lexis library	6600	Low
e resources	5400	Low
law research navigator	720	Low
legal research guide	720	Low
law research	720	Low
lawguide	720	Low
investment law	720	Low
law guide	590	Low
guide law	590	Low
law database	590	Low
sources of public international law	320	Low
sources of international law notes	260	Low
law research navigator smu	210	Low

Trade agreement keyword research

These were the top keywords that are relevant to “trade agreements”.

Search Term	Average Monthly	Competition
transpacific	8100	Low
trade agreements	5400	Low
favored nations	2400	Low
state law	2400	Low
state laws	2400	Low
icsid convention	2400	Low
state responsibility	1000	Low
law of treaties	880	Low
vienna convention on the law of treaties 1969	590	Low
umbrella clause	590	Low
most favoured nation wto	480	Low
un treaty collection	320	Low
united nations treaty collection	260	Low
law and state	170	Low



Video engagement metrics

These are the events captured on the demo video in relation to engagement and completion.

Event Action	Total Events	Unique Events	Total Engagement Rate
Content Loaded	111	73	6.51%
Video Started	63	57	3.69%
Video Finished	4	4	0.23%
Video Replayed	3	3	0.18%

