

2017

Value of data

Outline of our data review

The key points we look at in our business data review, prices, Terms & Conditions.

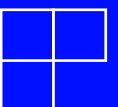
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“Private & Confidential”



Value of data

The data you generate from your web activities is precious. It gives you numerical values which deliver key information. This information identifies both the performance of your website and its underlying quality.

The objective of our analysis is to help you gain a deeper understanding of the impact the web is having, or could have, on your business.

The data we extract from your web analytics allows us to identify the good and any bad of your web interaction. Additionally we can make some assessment of financial opportunities which the web delivers. The most obvious is "ranking on search engines". Less obvious is how web traffic shows the potential value of your business.

What we look at

Below is a summary of the main areas we review and analyse.

Area	Detail
Web design	An overview of your web design. The design of your site is key to how web visitors interact. This affects ranking & conversions. Any design weakness will be reflected in the data we see.
Traffic	How visitors come to your website should reflect the efforts you put in. Some visitors may be unwanted. The review looks at the numbers and trends and if the expectations are met, or can be met.
Audience	Who is coming to your website? Google provides more detail on who the web visitor is. The information is worth knowing.
Behaviour	How well visitors engage with the website and its content. This is linked with the design and content of the site.
Cash impact	We have a unique element which is to look at the Economic Value of the data. Ranking equals traffic. Traffic equals income. Together they show potential.
Ranking	The overall analysis shows any issues which may affect your ranking position. If it is weak then we will identify ways to improve your position.

Overall we draw conclusions from what we see. We match those conclusions with our wider experiences.

In our review we analyze the numbers by looking at trends and changes through the period. This provides a deeper level of detail and shows if your website and presence meets your expectations and amount(s) spent.

We also report on any problems we may detect or which emerge during the review.

Pricing

The price we charge is based on the size of your website and period of review (in months). For size we use the number of pages as a guide.

Number of pages	Price for 12 ms	Price for 24 ms	Price for 36 ms
10-20	£30+VAT	£40+VAT	£47+VAT
21-40	£45+VAT	£60+VAT	£70+VAT
40-60	£60+VAT	£80+VAT	£100+VAT
60+	Prices on request		

We have some flexibility where there are small variations in website size and page numbers. All pricing is discussed and agreed prior to any confirmation of the project work starting, or agreement being entered into.

Terms & conditions

We have a simple set of terms and conditions for this work. The individual or business for which the report is prepared is referred to as "the Client".

- A. The work is based on Google analytics which is active on the Client's website. Other statistical data analytics (example Adobe Omniture) giving detailed web information are relevant alternative options.
- B. Prior to starting any work we require access to the Client's Google Analytics file. This to ensure there is sufficient data to work with. We will not begin any detailed analysis till we look at what is there.
- C. If there is little to work with we will inform the Client and make a brief report to that effect for free.

- D. Commencement of work is agreed when Client confirmation is received. This may take the form of an email or response via an Apollonia Limited contact form. The format must have some written confirmation. The confirmation from Apollonia Limited will include the agreed price to be paid.
- E. The Client can cancel their report without charge within 24 hours of confirmation.
- F. The work normally takes up to 5 working days from confirmation depending on the size of the website, and period of time under review.
- G. When the report is ready the client will receive an email and a sample page from the report to notify them of such.
- H. We normally ask for payment prior to the release of the report, for the sum agreed. Payment must be made within 7 days of that request.
- I. The Client's confirmation of schedule D above will be deemed to be an irrevocable obligation to pay for the work done.
- J. If the Client has any issues or questions on the report then Apollonia is willing to provide further clarification. Follow up questions to glean extra information will be dealt with at Apollonia's discretion. Such information may incur a charge but this will be discussed and agreed prior to any additional work being undertaken or time spent.
- K. To perform our analysis we will need access to your website Analytics. Other data capture tools may require access if utilised and with the Client's permission. To access any Client information will require login details comprising: "user id" and "user password". The Client has our assurance that any details passed to us are held in strictest confidence. There is no 3rd party access of any type. Nor are the details retained on any server or host environment thereby eliminating the possibility of access by another party.

If you would like to clarify any points above or seek additional information then please do not hesitate to contact us.

Alternatively, if you would like to proceed with a review please confirm this using our contact form or email and we will begin the process.

[Email Contact](#)

[Contact Form](#)