



Clip-Lok SimPak[®]

Conference London, Sept. 7th 2009

Hjørdis Laksafoss

Agenda

§ www.clip-lok.com

- Present & future

§ Google Analytics

- No. of visits, referrals, site visits

§ Google and Bing

§ Log in

- Dialog: need to have – nice to have

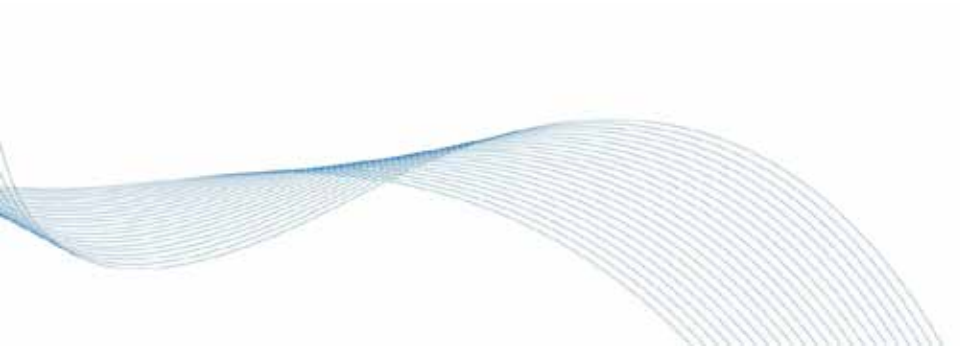
§ Branding



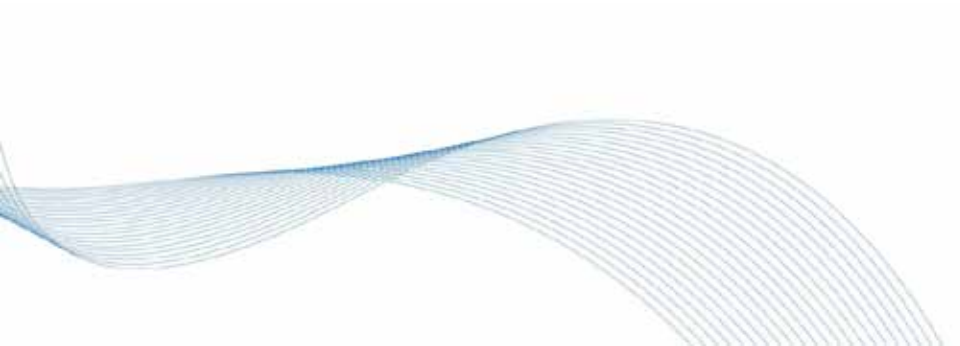
www.clip-lok.com

- § www.clip-lok.com
 - § [Business areas](#)
 - § [Customised](#)
 - § [Cost effectiveness](#)
 - § [News](#)
 - § [About us](#)
 - § [Contact](#)
 - § Local sites/language
- 

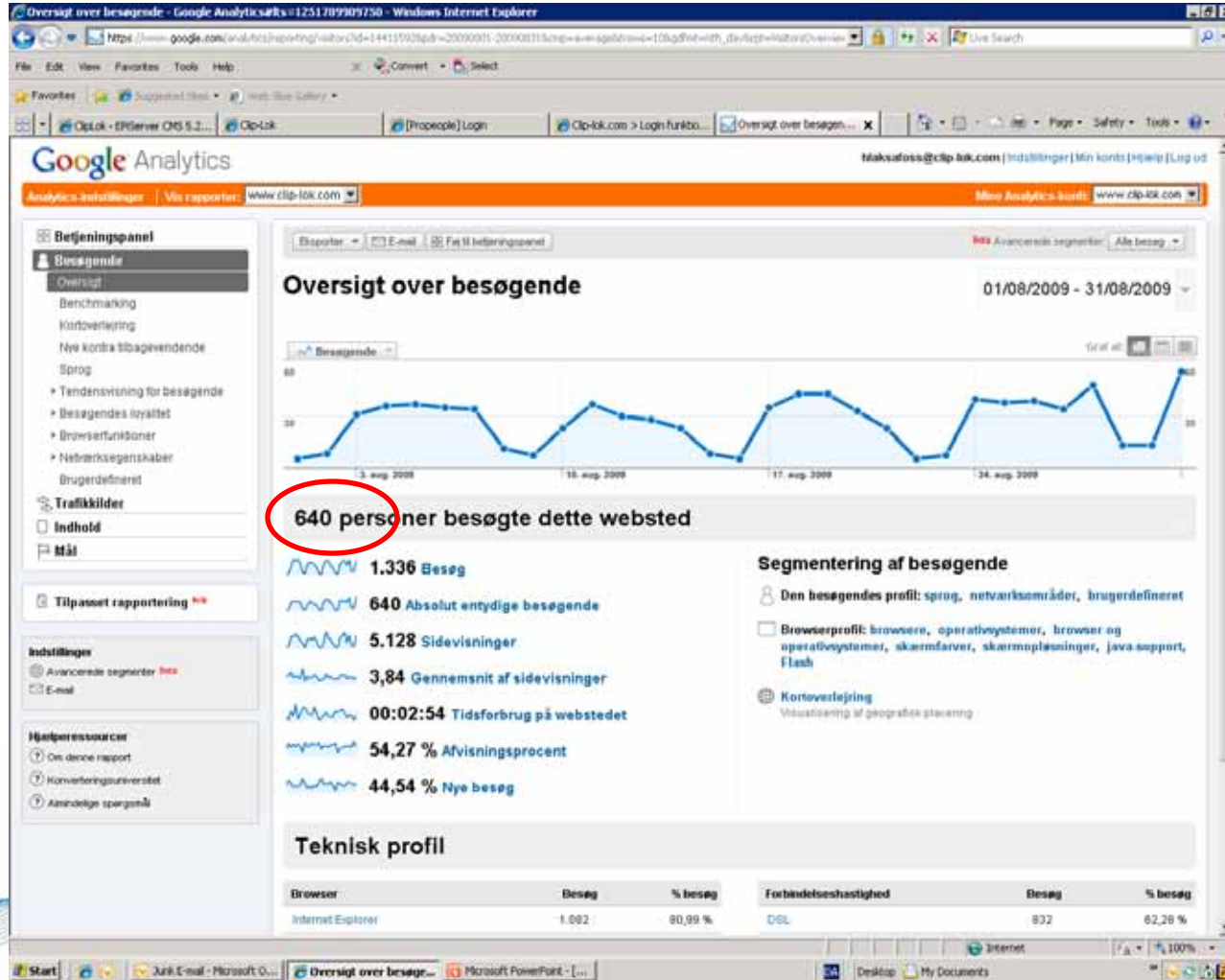
Contacts

- § 21 contacts for the past 2 months
 - § 9 contacts to US
 - § Outcome?
- 

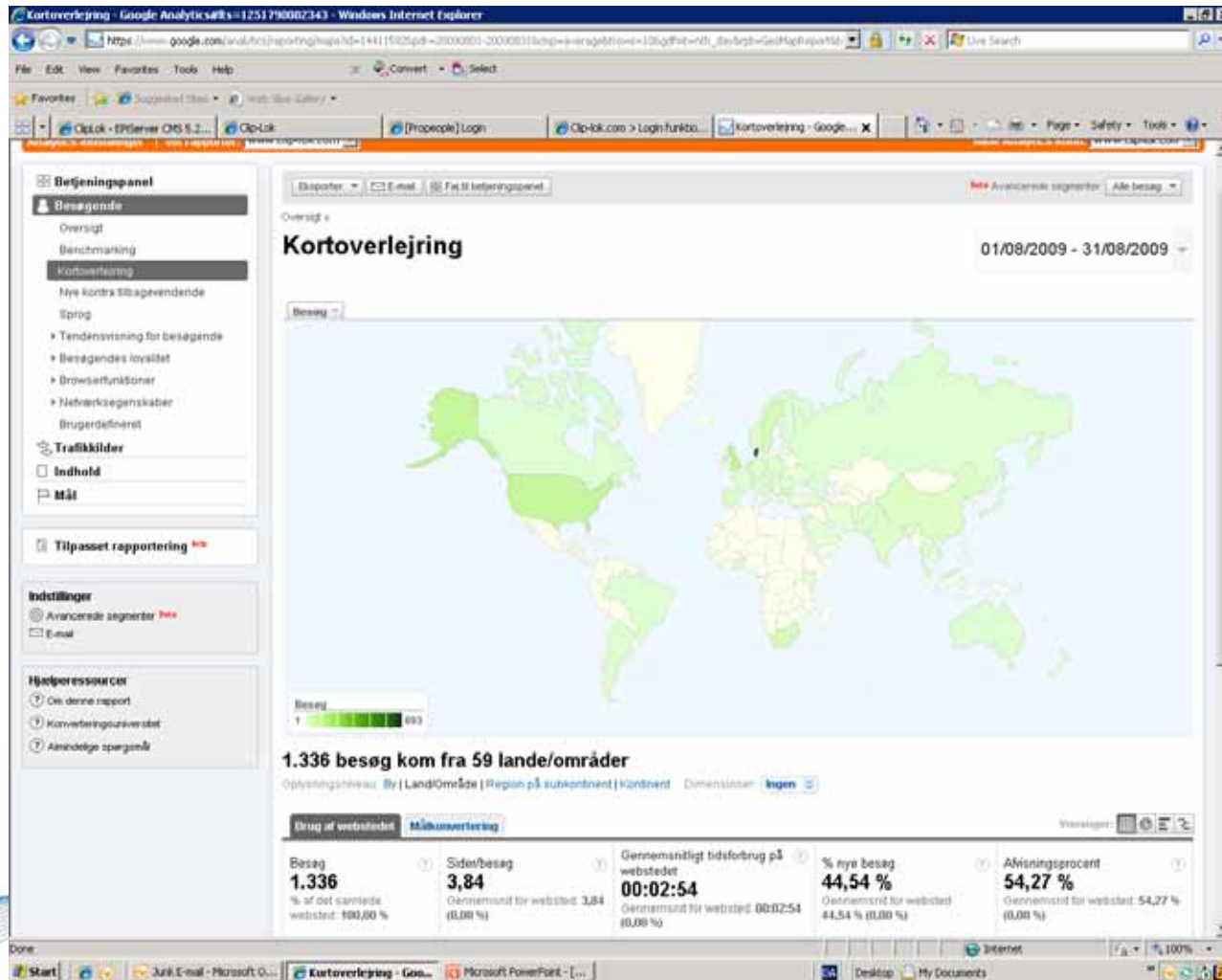
Google Analytics

- § No. of visitors
 - § Where from
 - § Top Content
 - § Referrals
 - § Etc
- 

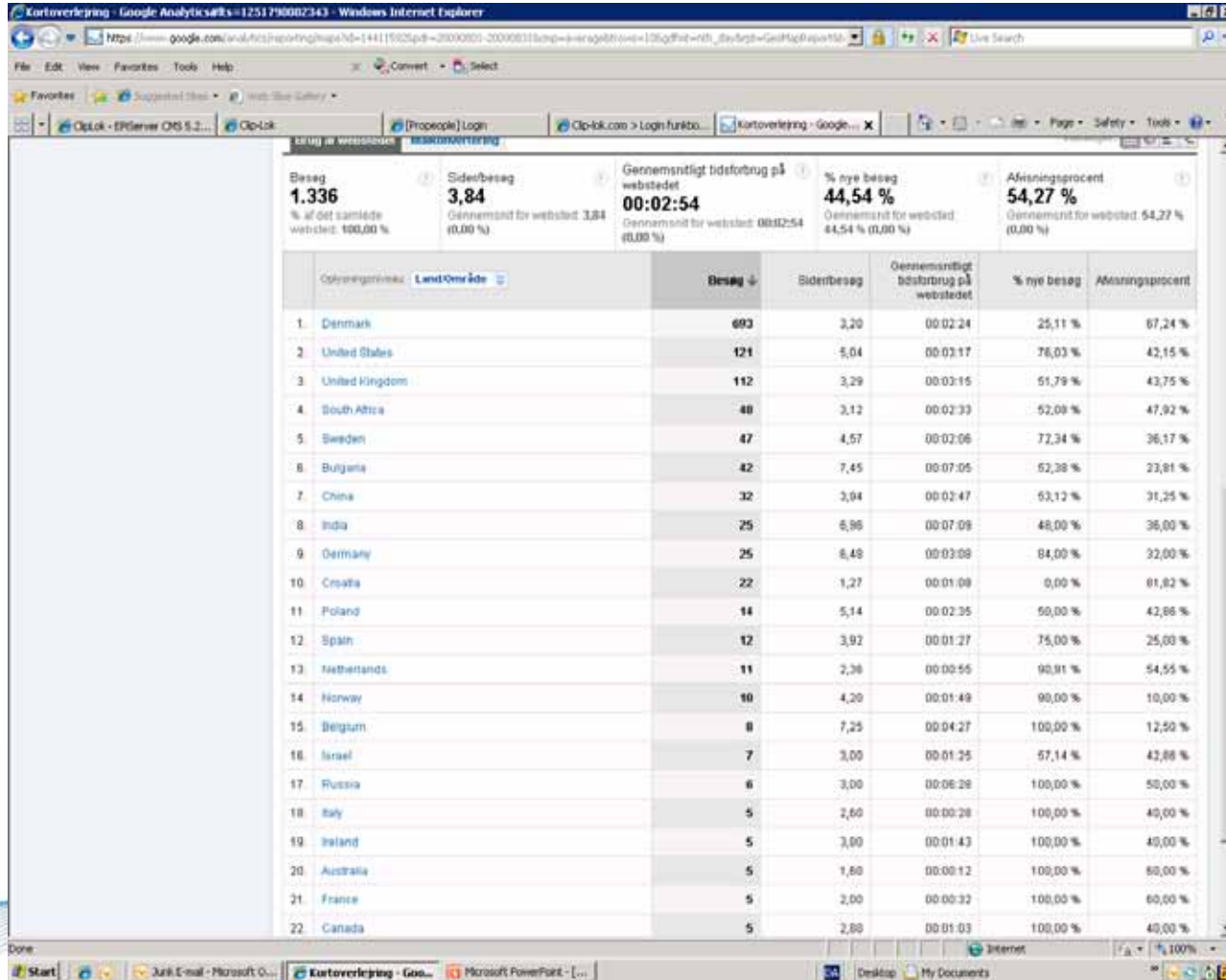
G-Analytics – Unique visits



G-Analytics – Where from



G-Analytics – Countries



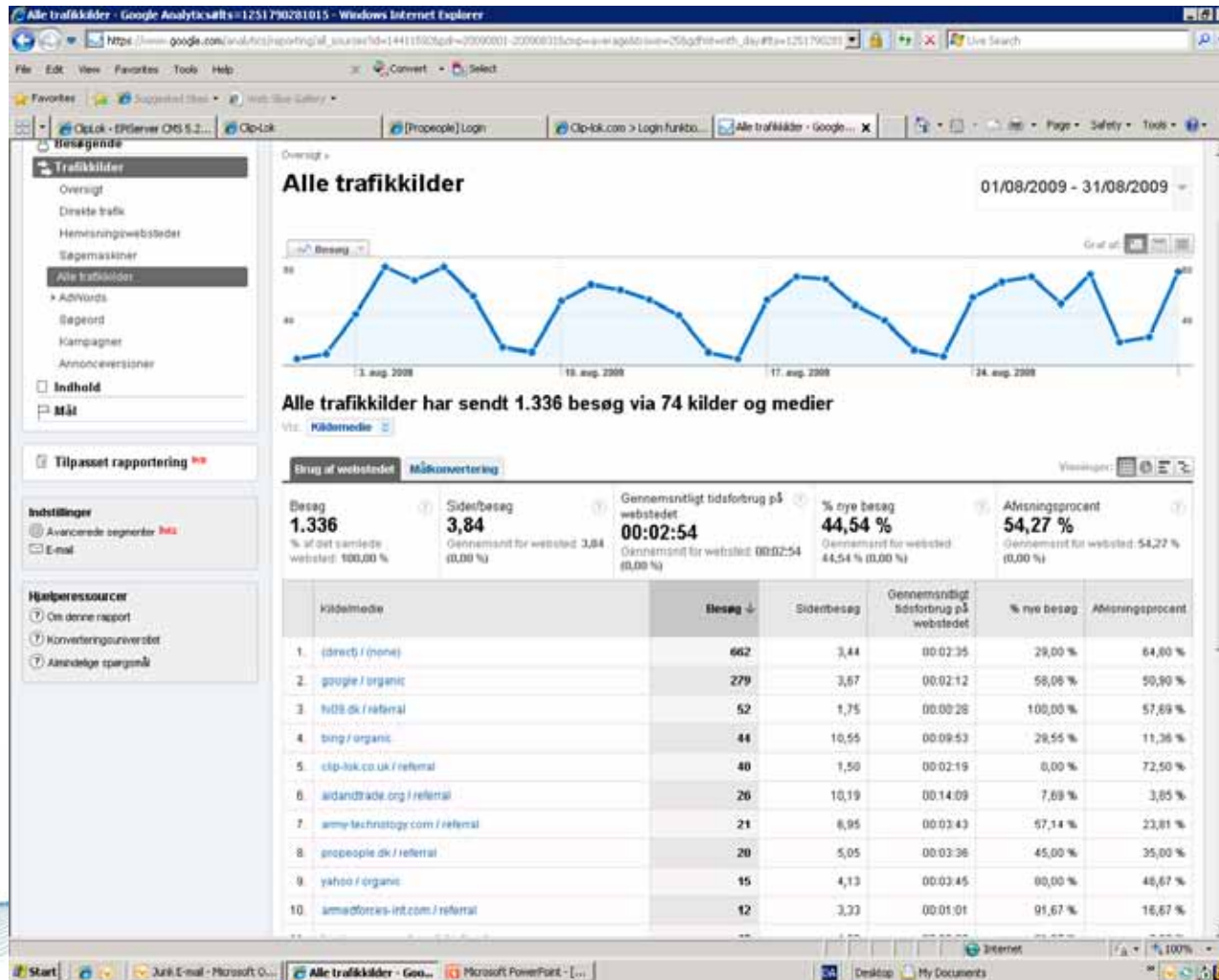
The screenshot shows a Google Analytics report for a website. At the top, there are five summary cards for overall performance:

- Besøg:** 1.336 (100,00%)
- Sider/besøg:** 3,84 (0,00%)
- Gennemsnitlig bdfordbrug på webstedet:** 00:02:54 (0,00%)
- % nye besøg:** 44,54% (44,54%)
- Afslingsprocent:** 54,27% (0,00%)

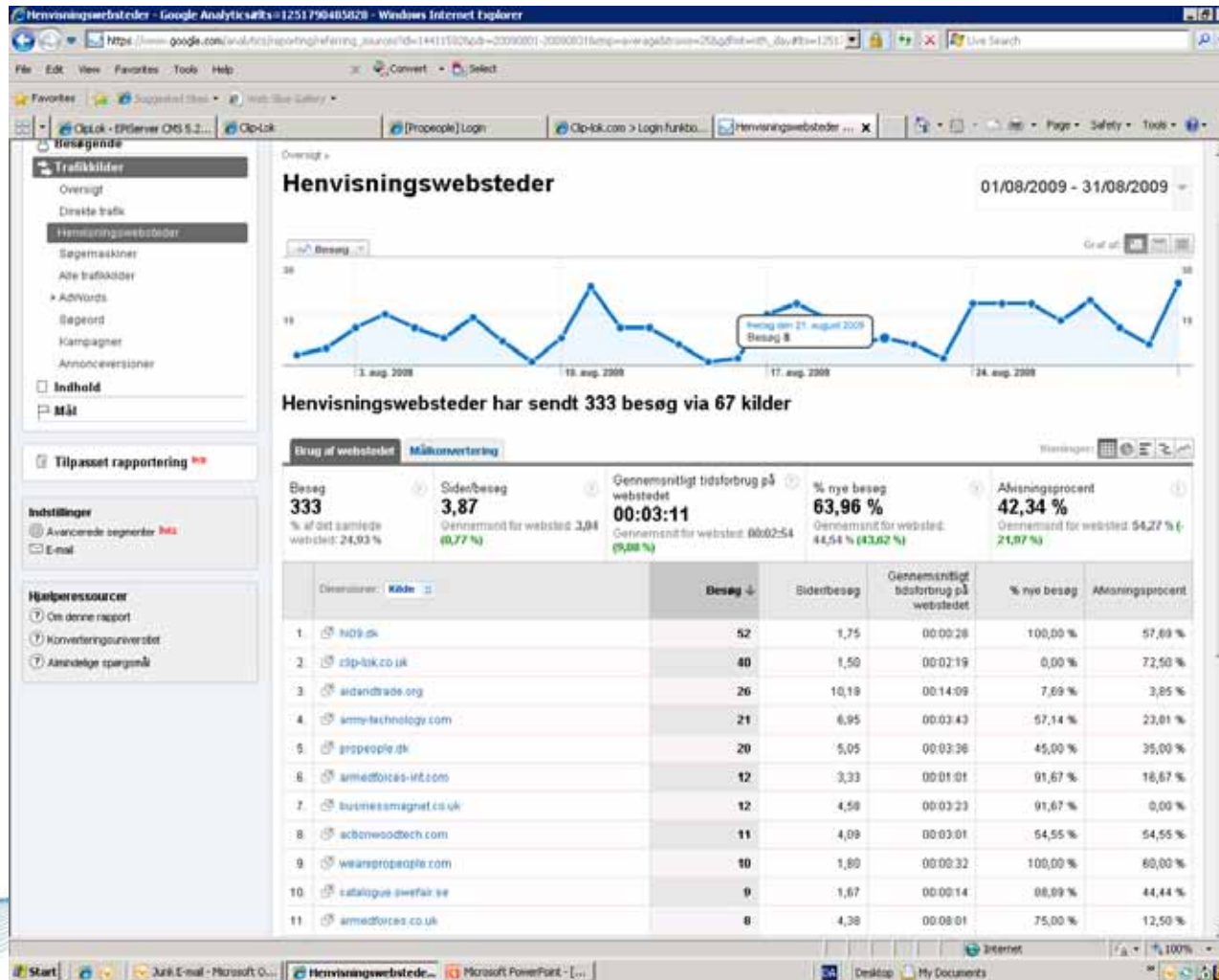
Below these cards is a table with columns for Country, Visits, Pages/Visit, Average Session Duration, % New Visits, and Bounce Rate. The table lists 22 countries, with Denmark having the highest number of visits.

Opfølgelsesniveau	Besøg ↓	Sider/besøg	Gennemsnitlig bdfordbrug på webstedet	% nye besøg	Afslingsprocent
1. Denmark	693	3,20	00:02:24	25,11 %	67,24 %
2. United States	121	5,04	00:03:17	76,03 %	42,15 %
3. United Kingdom	112	3,29	00:03:15	51,79 %	43,75 %
4. South Africa	48	3,12	00:02:33	52,08 %	47,92 %
5. Sweden	47	4,57	00:02:06	72,34 %	36,17 %
6. Bulgaria	42	7,45	00:07:05	52,38 %	23,81 %
7. China	32	3,04	00:02:47	53,12 %	31,25 %
8. India	25	6,86	00:07:09	48,00 %	36,00 %
9. Germany	25	6,48	00:03:08	84,00 %	32,00 %
10. Croatia	22	1,27	00:01:08	0,00 %	81,82 %
11. Poland	14	5,14	00:02:35	50,00 %	42,86 %
12. Spain	12	3,92	00:01:27	75,00 %	25,00 %
13. Netherlands	11	2,36	00:00:55	90,91 %	54,55 %
14. Norway	10	4,20	00:01:49	90,00 %	10,00 %
15. Belgium	8	7,25	00:04:27	100,00 %	12,50 %
16. Israel	7	3,00	00:01:25	57,14 %	42,86 %
17. Russia	6	3,00	00:06:28	100,00 %	50,00 %
18. Italy	5	2,60	00:00:28	100,00 %	40,00 %
19. Iceland	5	3,00	00:01:43	100,00 %	40,00 %
20. Australia	5	1,60	00:00:12	100,00 %	80,00 %
21. France	5	2,00	00:00:32	100,00 %	60,00 %
22. Canada	5	2,60	00:01:03	100,00 %	40,00 %

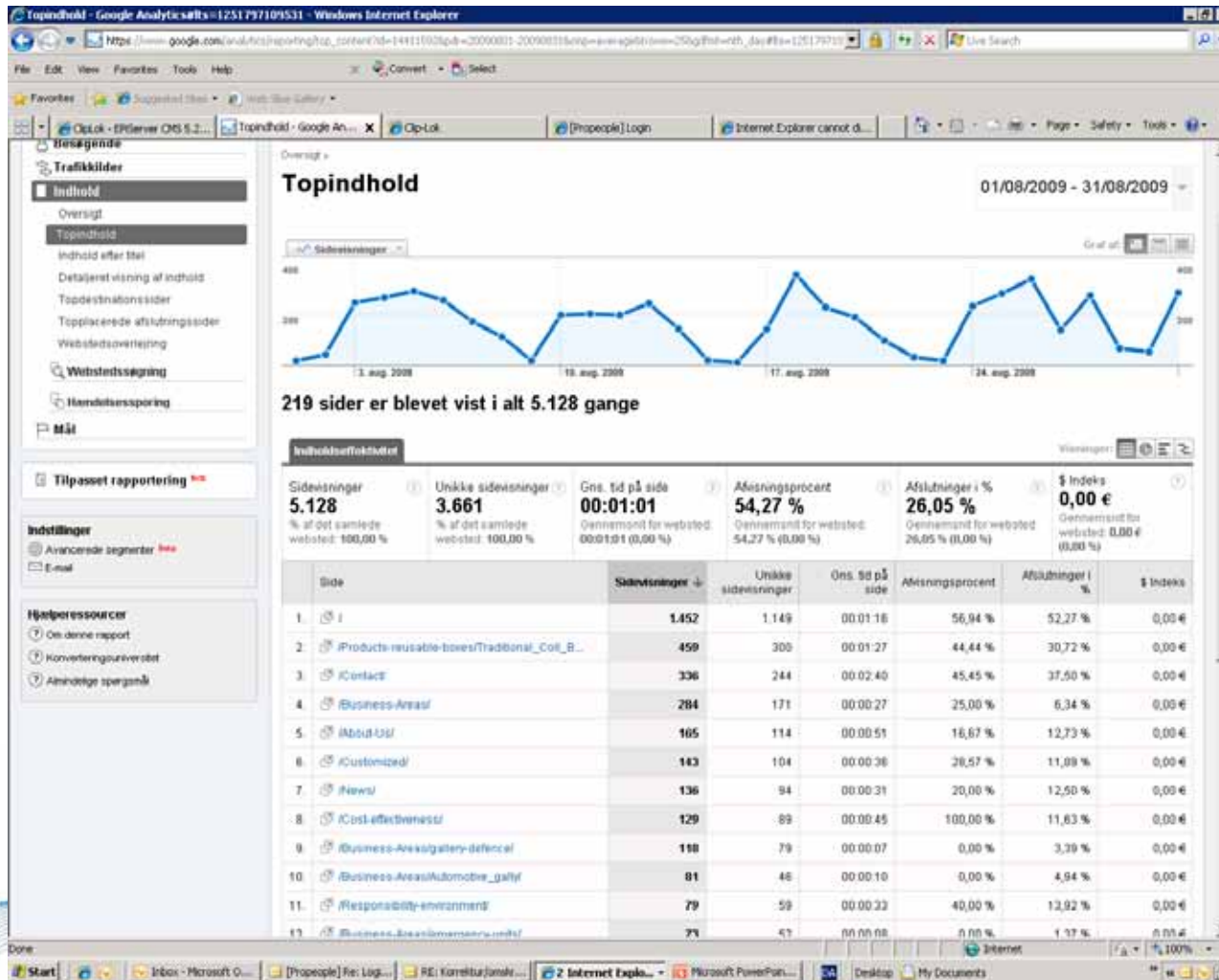
G-Analytics – Total sources



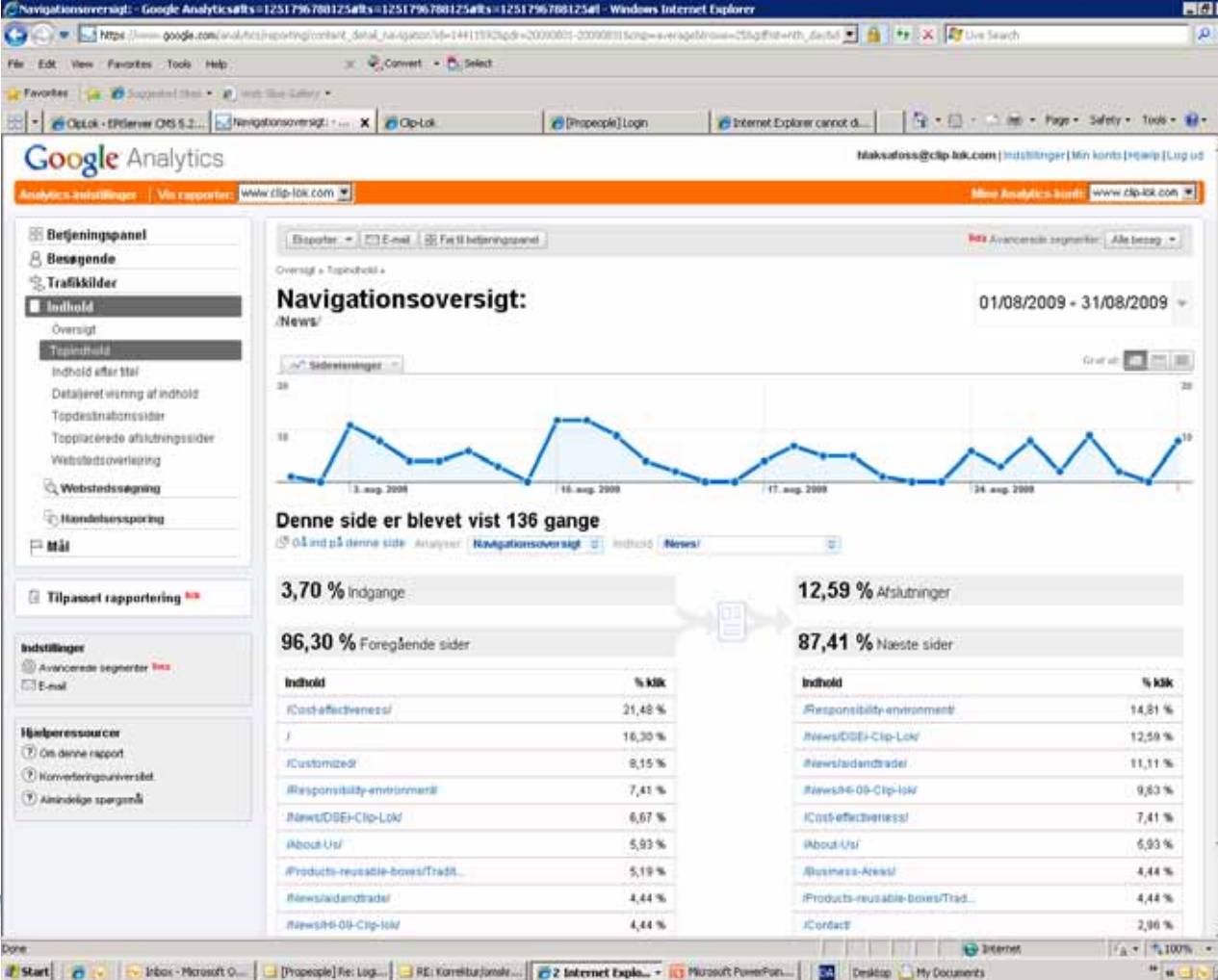
G-Analytics - Referrals



G-Analystics – Top content



Google Analystic - navigation



The screenshot displays the Google Analytics interface for the website www.clip-lok.com. The main section is titled "Navigationsoversigt: /News/" and shows a line graph of page views from 01/08/2009 to 31/08/2009. Below the graph, it states "Denne side er blevet vist 136 gange".

Summary statistics:

- 3,70 % Indgange
- 12,59 % Afslutninger
- 96,30 % Foregående sider
- 87,41 % Næste sider

Content lists for previous and next pages:

Indhold	% klik
/Cost-effectiveness/	21,48 %
/	16,30 %
/Customized/	9,15 %
/Responsibility-environment/	7,41 %
/News/DSE-Clip-Lok/	6,67 %
/About Us/	5,93 %
/Products-reusable-boxes/Trad...	5,19 %
/News/indandtrade/	4,44 %
/News/06-09-Clip-Lok/	4,44 %

Indhold	% klik
/Responsibility-environment/	14,81 %
/News/DSE-Clip-Lok/	12,59 %
/News/indandtrade/	11,11 %
/News/06-09-Clip-Lok/	9,63 %
/Cost-effectiveness/	7,41 %
/About Us/	5,93 %
/Business-Areas/	4,44 %
/Products-reusable-boxes/Trad...	4,44 %
/Contact/	2,96 %

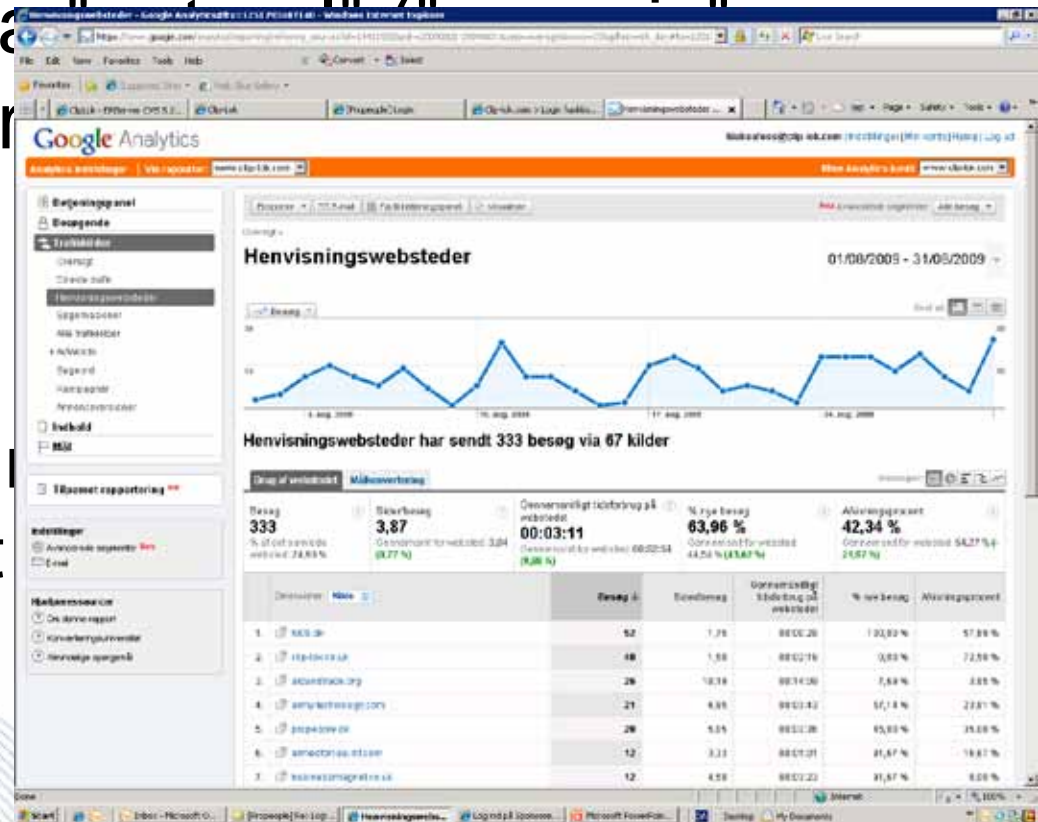
SEO

Search Engine Optimisation

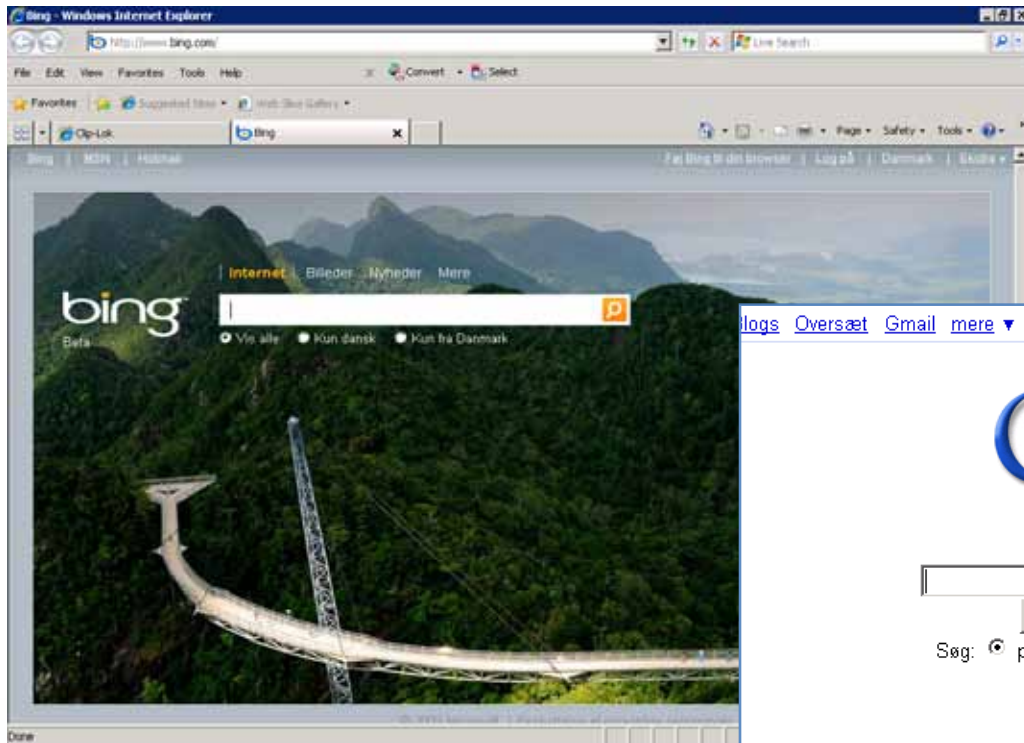
Search Engine Optimisation

§ is the process of improving the volume or quality of traffic to Clip-Lok web site from search engines via "algorithmic" search engines via "algorithmic") search engines

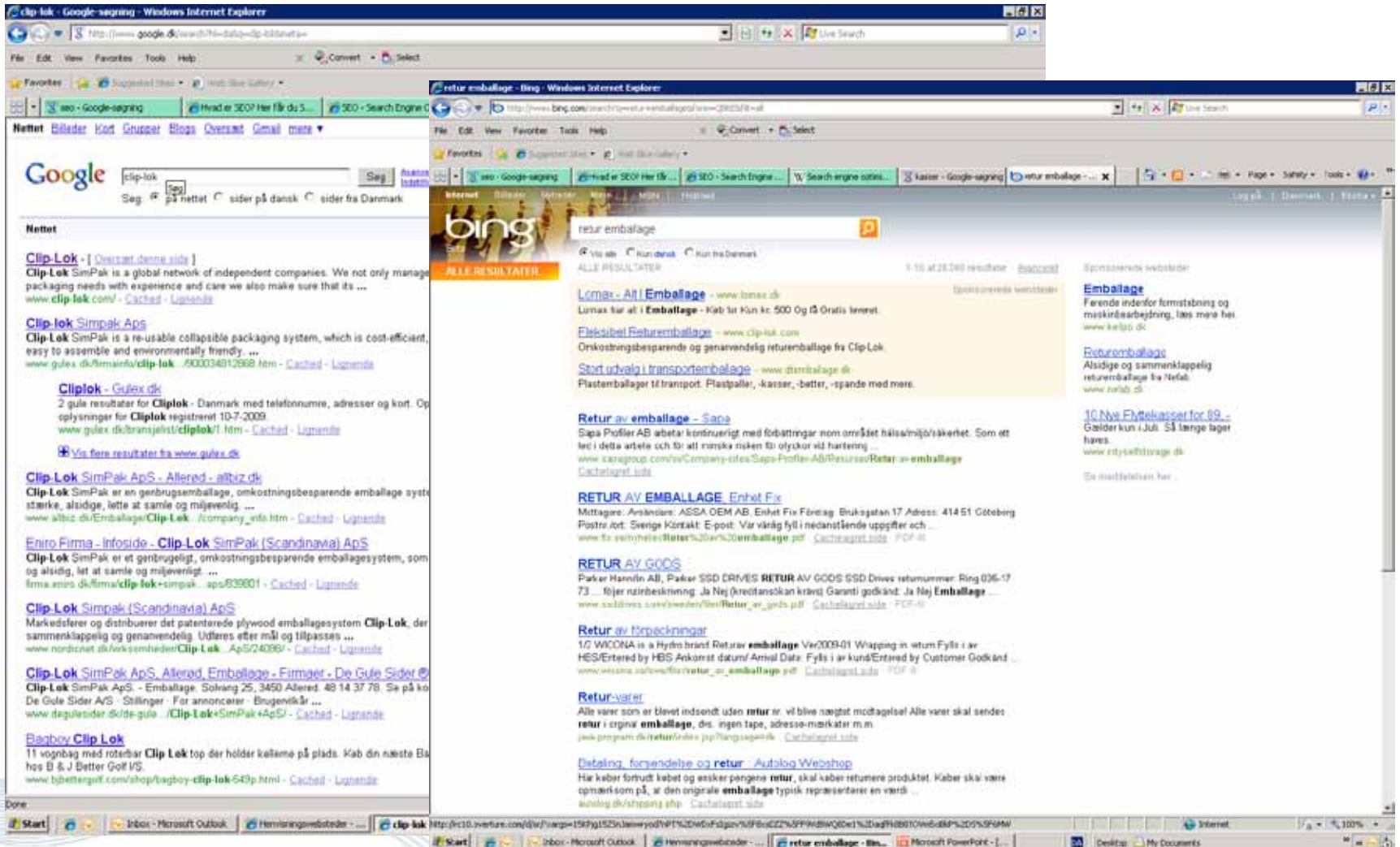
§ Links at websites
 – Add a Clip-Lok link
 have your link at



Google and Bing - organic



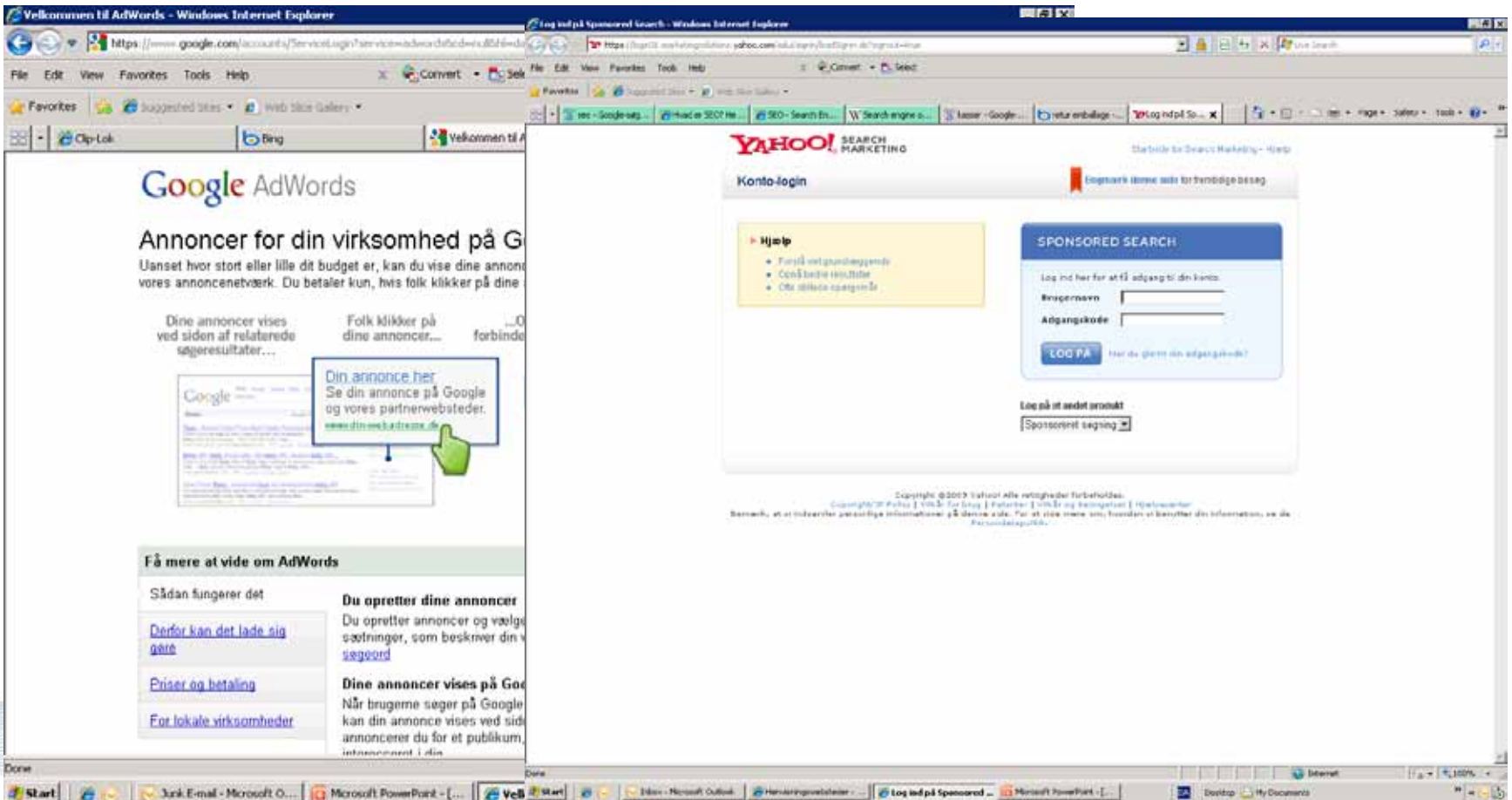
SEO



The image shows two overlapping browser windows. The left window is a Google search for 'clip-lok' in Danish, displaying several search results for 'Clip-Lok SimPak' and 'Cliplok - Gulex.dk'. The right window is a Bing search for 'retur emballage' in Danish, displaying a list of search results including 'Lomas - Alt i Emballage', 'Fleksibel Returemballage', 'Stort udvalg i transportemballage', 'Retur av emballage - Saps', 'RETUR AV EMBALLAGE - Enhet Fix', 'RETUR AV GOOS', 'Retur av forpackningar', and 'Retur-varer'. The Bing window also shows a 'Sponsored' section with 'Emballage' and 'Returemballage' ads.

Google and Bing

§ Google AdWords/Bing accounts (Yahoo)



The image displays two side-by-side browser windows. The left window is titled "Velkommen til AdWords - Windows Internet Explorer" and shows the Google AdWords homepage. The main heading is "Google AdWords" followed by "Annoncer for din virksomhed på G". Below this, there is a section titled "Dine annoncer vises ved siden af relaterede søgeresultater..." and another titled "Folk klikker på dine annoncer...". A green callout box with a hand icon points to a search result snippet that says "Din annonce her. Se din annonce på Google og vores partnerwebsteder. www.dinwebsted.dk". Below the main content, there is a section "Få mere at vide om AdWords" with links for "Sådan fungerer det", "Derfor kan det lade sig gøre", "Priser og betaling", and "For lokale virksomheder".

The right window is titled "Log ind på Sponsored Search - Windows Internet Explorer" and shows the Yahoo! Search Marketing account login page. The main heading is "YAHOO! SEARCH MARKETING" and "Konto-login". There is a "Hjælp" section with links for "Forside vedrørende", "Om S og resultater", and "Otte almindelige spørgsmål". Below this is a "SPONSORED SEARCH" login form with fields for "Brugernavn" and "Adgangskode", and a "LOG PÅ" button. At the bottom, there is a "Log på et andet produkt" section with a "Sponsoreret søgning" dropdown menu.

Google and Bing

Kampagnestyring - Windows Internet Explorer

https://adwords.google.com/cm/CampaignMgmt?_u=4257481441&_c=4533294991&stylePrefOverride=

File Edit View Favorites Tools Help

Clip-Lok Bing Kampagnestyring

Startside Kampagner Rapportering Værktøjer Fakturering Min konto

Opret en ny kampagne

Annoncer for et andet produkt eller en anden tjeneste med andre søgeord, andre annoncer, andet budget eller anden målretning.

Hjælp

- Hvad betyder udtrykkene på denne side?
- Howdan tilføjer, redigerer eller sletter jeg søgeord?
- Howdan vælger jeg et maksimum CPC-bud?
- Howdan opbygger jeg en mere effektiv søgeordsliste?
- Når min annonce er sat op, hvordan overvåger jeg så dens effektivitet?

Hjælp
Hjælp til søgning

Fleksibel returemballage ● Aktiviseret

Miljøvenlig, enkel, sammenklappelig returemballage fra Clip-Lok
www.clip-lok.com

1 af 3

Budget: 50,00 kr pr. dag [Rediger](#)

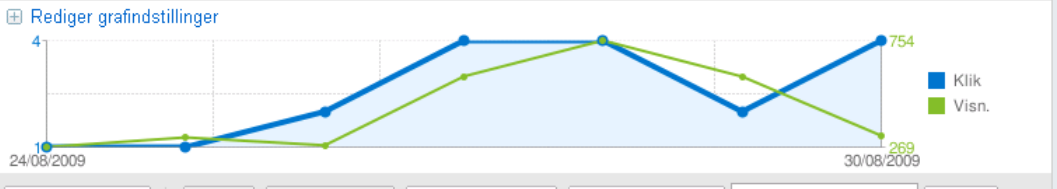
Målretning:
Alle netværk; Alle enheder [Rediger](#)
Dansk; Islandsk; (3 mere) [Rediger](#)
Turkmenistan; Tunis; (213 mere) [Rediger](#)

De sidste 7 dage
24/08/2009 - 30/08/2009

Bud (Auto)
Søgning **14,67 kr** Indhold: automatiske placeringer **automatisk**

Indstillinger Annoncer **Søgeord** Netværk

Disse søgeord justerer søgning og bestemmer, hvilke placeringer der er gode matches for dine annoncer.



	Søgeord	Status	Max CPC	Klik	Visn.	CTR	Gennemsnitlig CPC	Pris	Gns. pos.
	I alt - alle søgeord			18	3.115	0,58 %	10,95 kr	195,37 kr	5,9
<input type="checkbox"/>	● kasser	<input type="checkbox"/> Kvalificeret	automatisk: 14,67 kr	7	1.430	0,49 %	12,33 kr	86,32 kr	6,7
<input type="checkbox"/>	● "kasser"	<input type="checkbox"/> Kvalificeret	automatisk: 14,67 kr	5	405	1,23 %	12,74 kr	63,72 kr	6,6

Done

Start

Google and Bing

Kampagnestyring - Windows Internet Explorer

https://adwords.google.com/cm/CampaignMgmt?_u=4257481441&_c=4533294991&stylePrefOverride=

File Edit View Favorites Tools Help

Clip-Lok Bing Kampag... Detaljer om ... Kampagnest... Clip-lok.com ...

Opret en ny kampagne

Annoncer for et andet produkt eller en anden tjeneste med andre søgeord, andre annoncer, andet budget eller anden målretning.

Hjælp

Hvad betyder udtrykkene på denne side?

Howdan redigerer jeg min annonce?

Hvorfor har mine annoncer statussen "Afventer gennemgang" eller "Under gennemgang"?

Howdan sender jeg en annonce, der er blevet afvist, igen?

Howdan skriver jeg effektive annoncer?

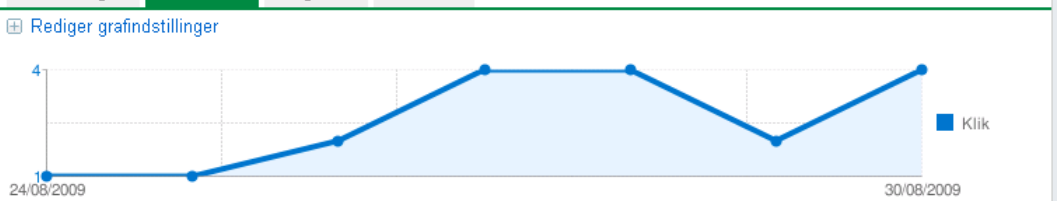
Hjælp

Hjælp til søgning Søg

Indstillinger Annoncer Søgeord Netværk

Filter og visninger

Rediger grafindstillinger



24/08/2009 30/08/2009

Klik

Ny annonce Skift status ... Flere handlinger ... Søgning

<input type="checkbox"/>	Annonce	Status	% vist	Klik	Visn.	CTR	Pris
<input type="checkbox"/>	Returemballage Krydsfinerskasser, pallekasser og anden emballage fra Clip-Lok www.clip-lok.com	Godkendt	68,06 %	14	2.120	0,66 %	168,00 kr
<input type="checkbox"/>	Fleksibel returemballage Miljøvenlig, enkel, sammenklappelig returemballage fra Clip-Lok www.clip-lok.com	Godkendt	14,13 %	4	440	0,91 %	27,37 kr
<input type="checkbox"/>	Solide returkasser Sammenklappelige, genanvendelige og økonomiske returkasser www.clip-lok.com	Godkendt	0,00 %	0	0	0,00 %	0,00 kr
I alt - alle slettede annoncer			17,82 %	0	555	0,00 %	0,00 kr
I alt - søgning			95,09 %	15	2.962	0,51 %	177,49 kr

Internet 100%

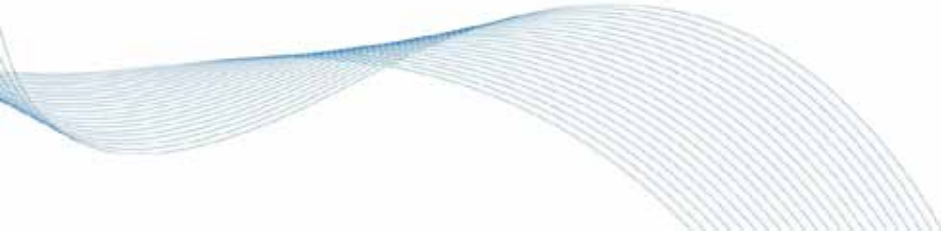
Start Inbx - Microsoft Outlook [Propeople] Re: Login fu... Microsoft PowerPoint - [...] Kampagnestyling - W... DA Desktop

Google and Bing

§ Search words



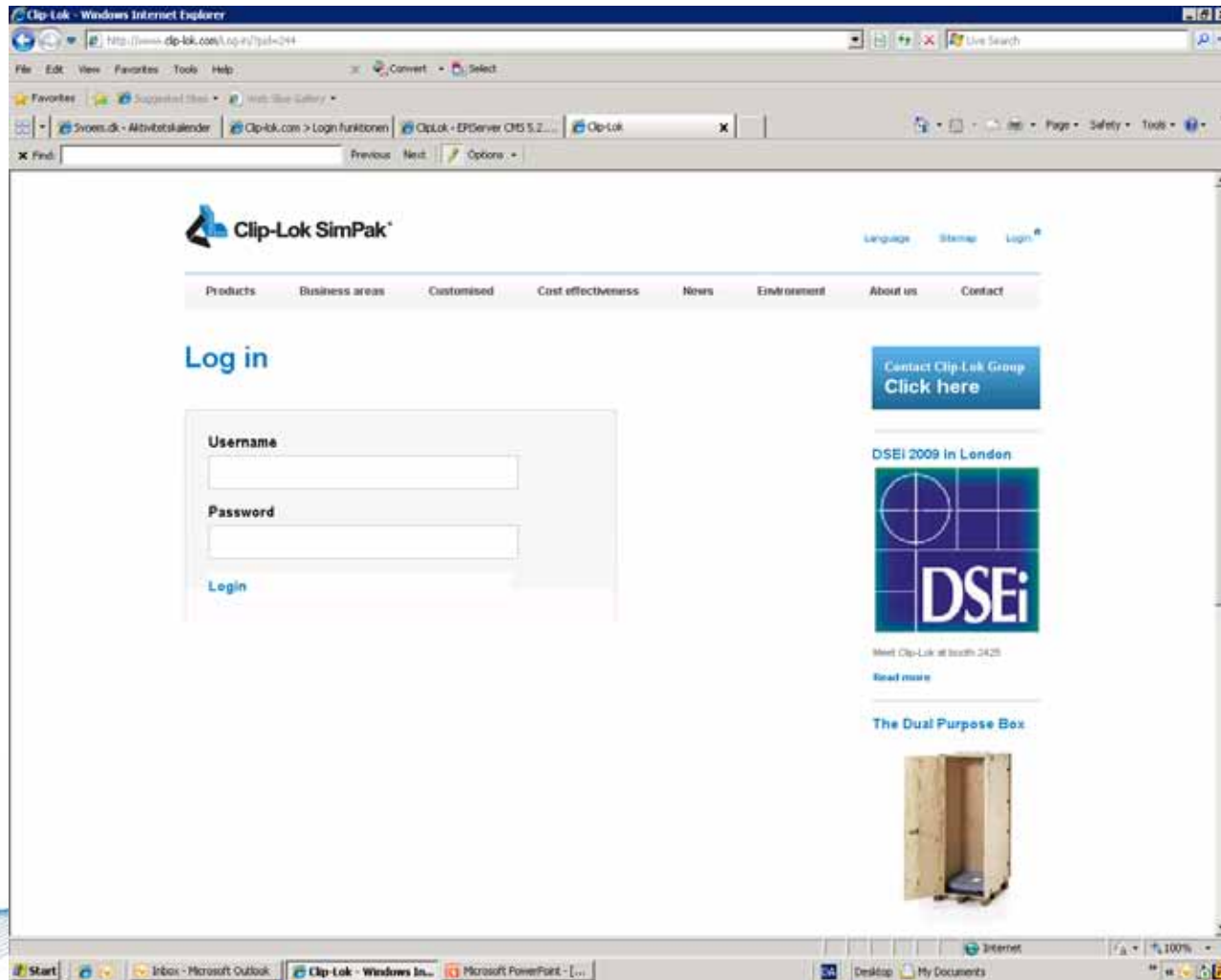
Google and Bing

- § Important to set up your Clip-Lok ads in both Google & Bing
 - § Choose search words and keep them updated
- ↓
- § Increase the no. of direct visits
 - § Increase visibility for everyone
 - § Increased sales
- 

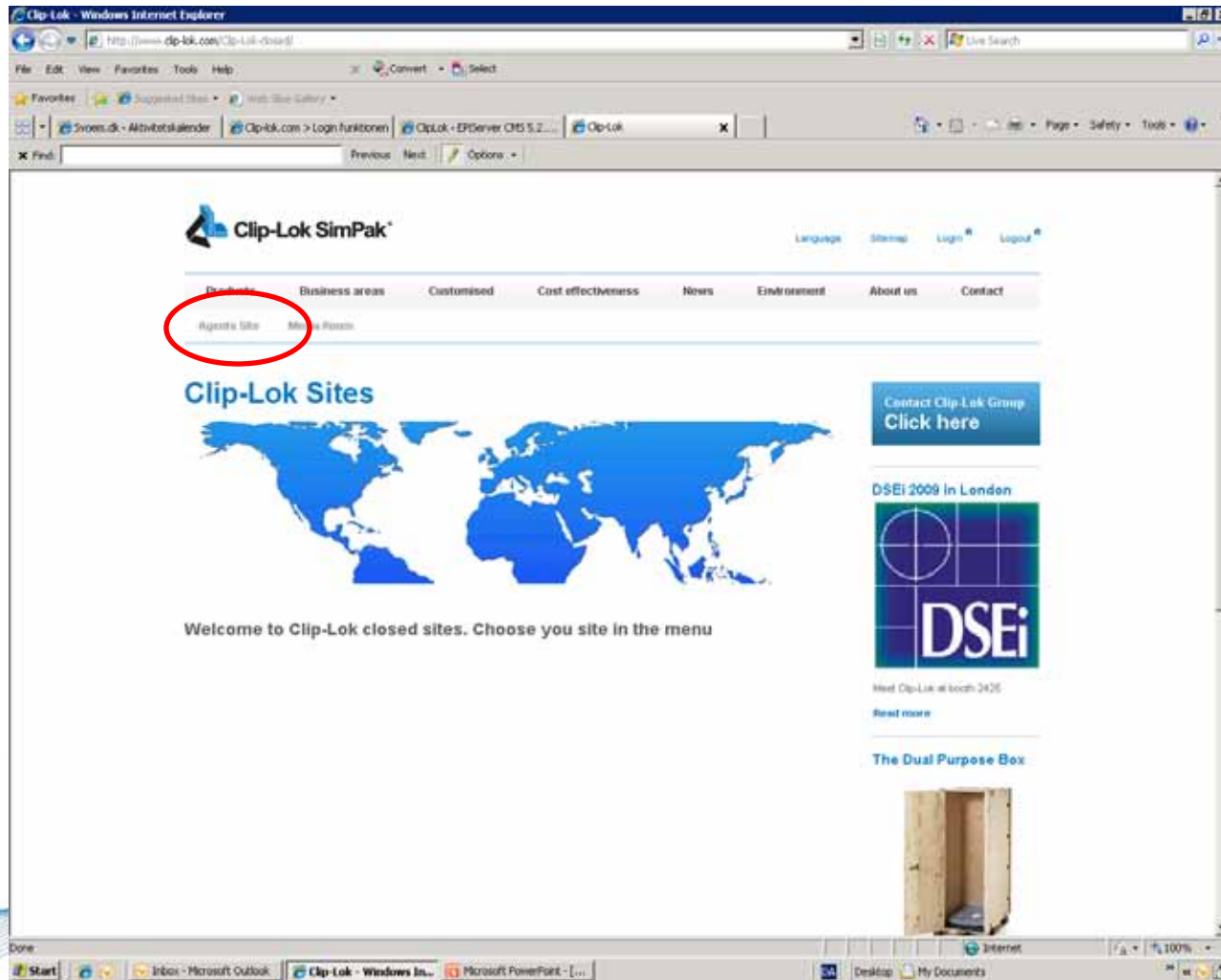
Log in

Closed sites

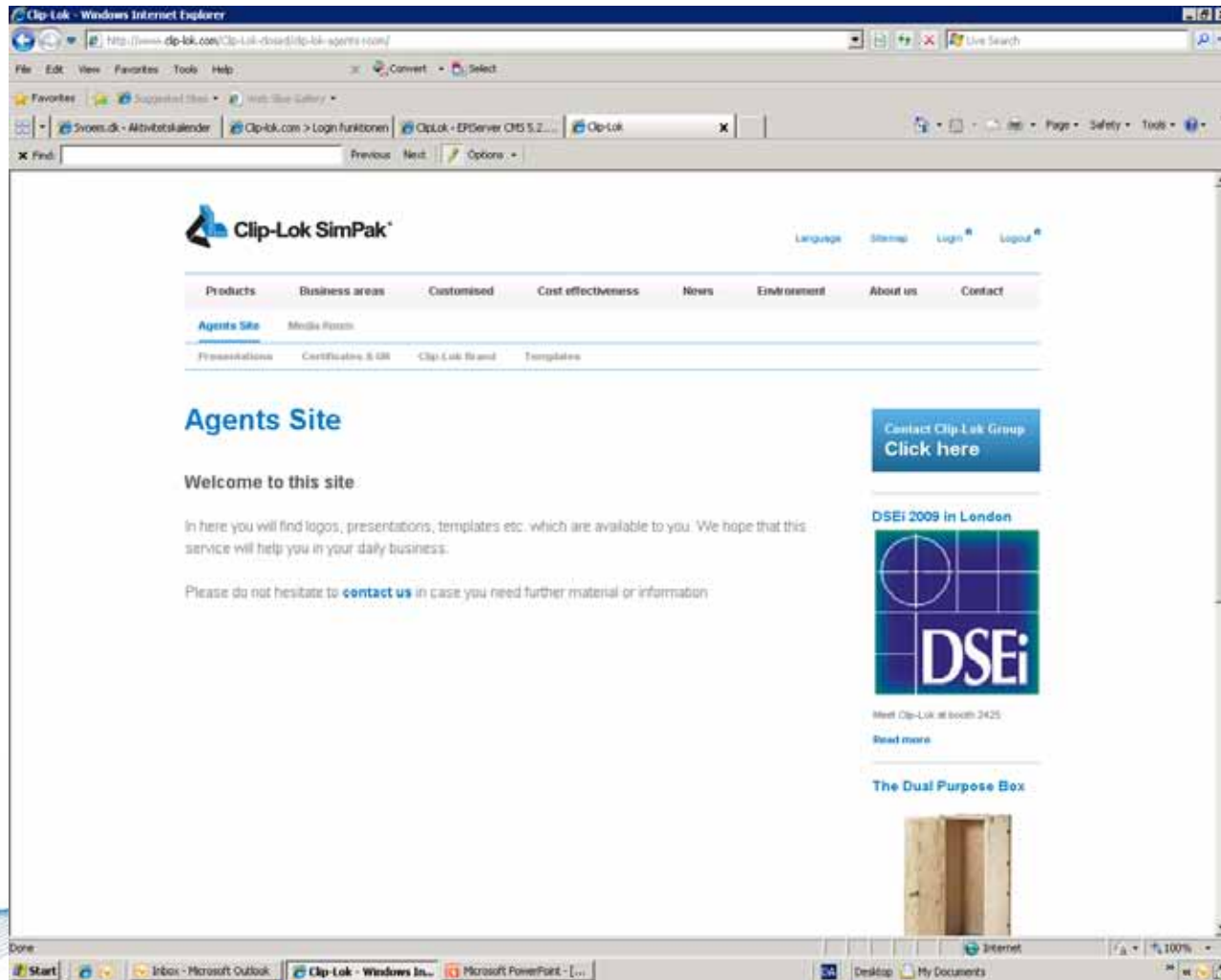
Log in



Closed sites



Closed sites



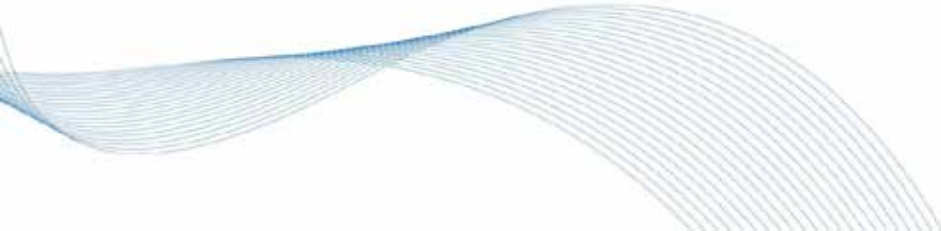
Clip-Lok Branding



Clip-Lok SimPak[®]



Lines/Waves shall give the illusion of worldwide business – like in flight magazines



New branding

Presentation

**Armed Forces
Dangerous Goods**

Product: Reusable, collapsible transport box for dangerous goods

Specifications: Approved for transport of dangerous goods of the packaging groups II
May be used for transport by road, rail, sea or air
16 mm Plywood, 20 spring steel clips, foam inserts
Stackable up to 3 high when loaded
When collapsed the box takes a minimum of space

Reference:  IDY2005*
S/CLE-00002



The boxes have 4 way pallets and are easy to access when loading for transport

The boxes are stackable up to 3 high when loaded

The box can easily fit with two open

The box can also be emptied with only one open end

Foam inserts for shock absorption

Dimensions:
Ext: 1035 x 94
Int: 987 x 80

Empty weight: 22.5 kg

Gross mass of full: 250kg

© Clip-Lok International Limited www.clip-lk.com



The Dual Purpose Box

– Combines sanitation and transport



Provides immediate solution for safer safe conditions and reduces the spread of disease




Logistical packaging in military operation



We design optimal packaging

Packaging solutions without compromise

Posters/Roll Ups

Brochures

Thank You for your attention