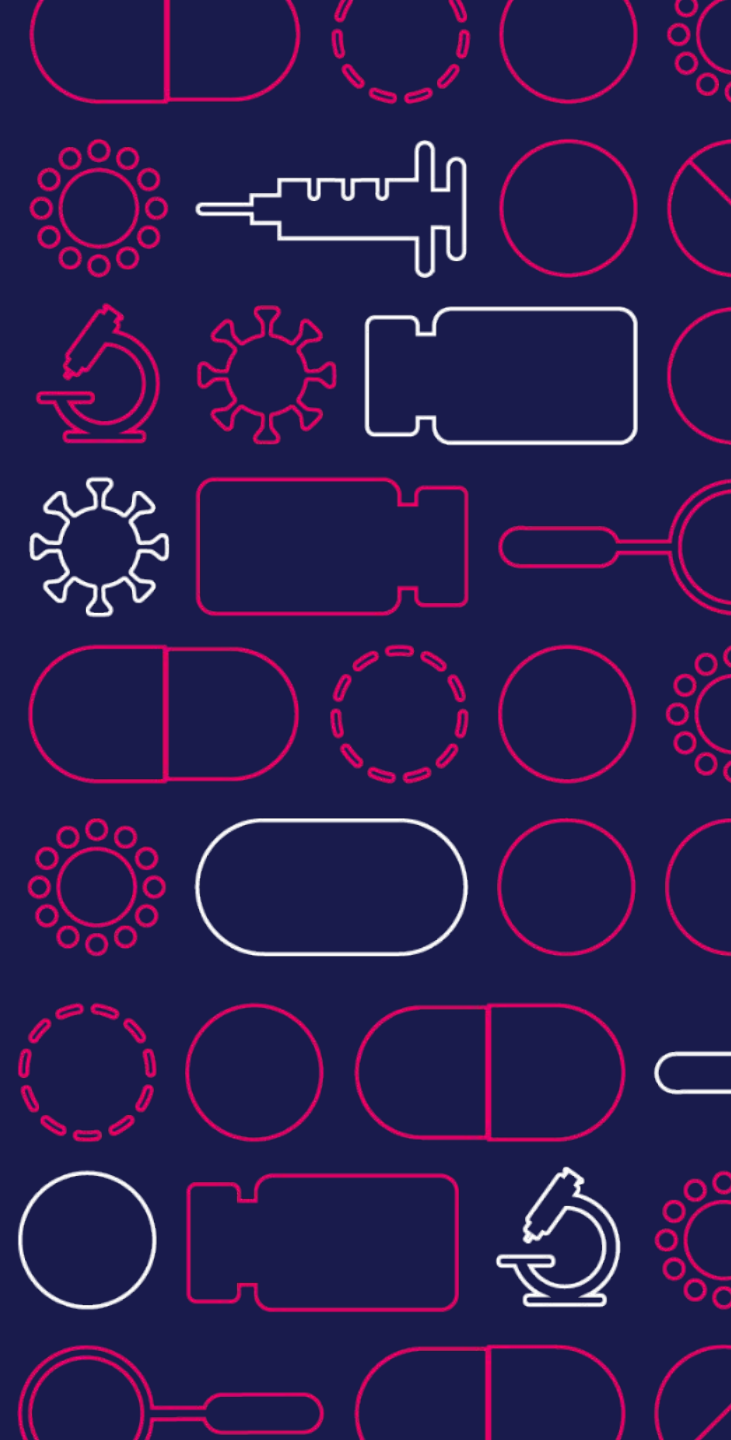


Hongene Biotech

Digital audit (previous 12 months)

August 2023

ramarketing



Purpose of audit

We have conducted this digital audit to better understand Hongene as a brand, as well as the activities you have undertaken so far, in preparation for the website development phase of the project and the digital marketing activities we will soon be planning and delivering.

The data we have gathered and analysed across the different channels enables us to understand:

- How your target audience currently engages with Hongene
- What changes can be made to improve engagement and drive meaningful results



Website and Channel Performance

Website

Summary of previous 12 months:



173,351
Visitors



4m 01s
Average engagement time



Organic search: 30.3k

Direct: 22.3k

Paid search: 275

Organic Social: N/A

Referral: 1.1k

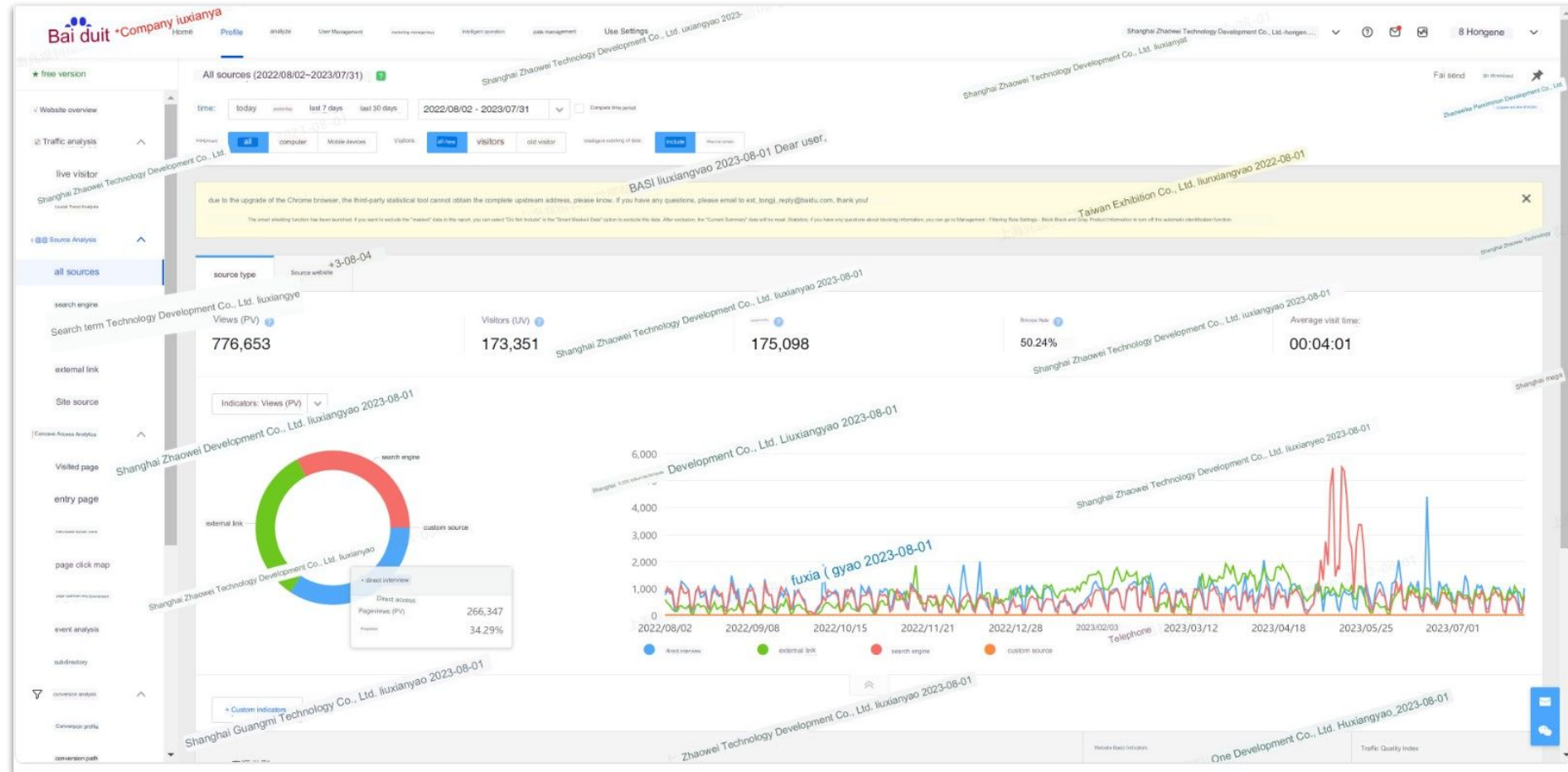


Website Performance Overview

Hongene's website has high average visit time at 4 minutes and 1 second, suggesting that the **website content is engaging**.

Bounce rate is at 50.24%. The industry benchmark is 58% or lower so this is also a positive indication that the website content is engaging visitors.

**screenshot provided by Hongene and translated by ramarketing*

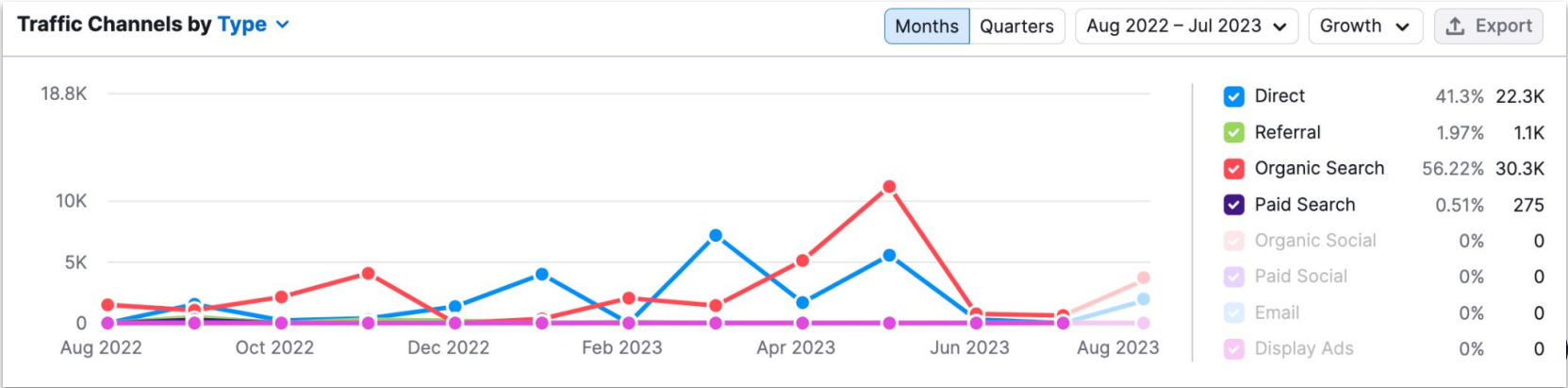
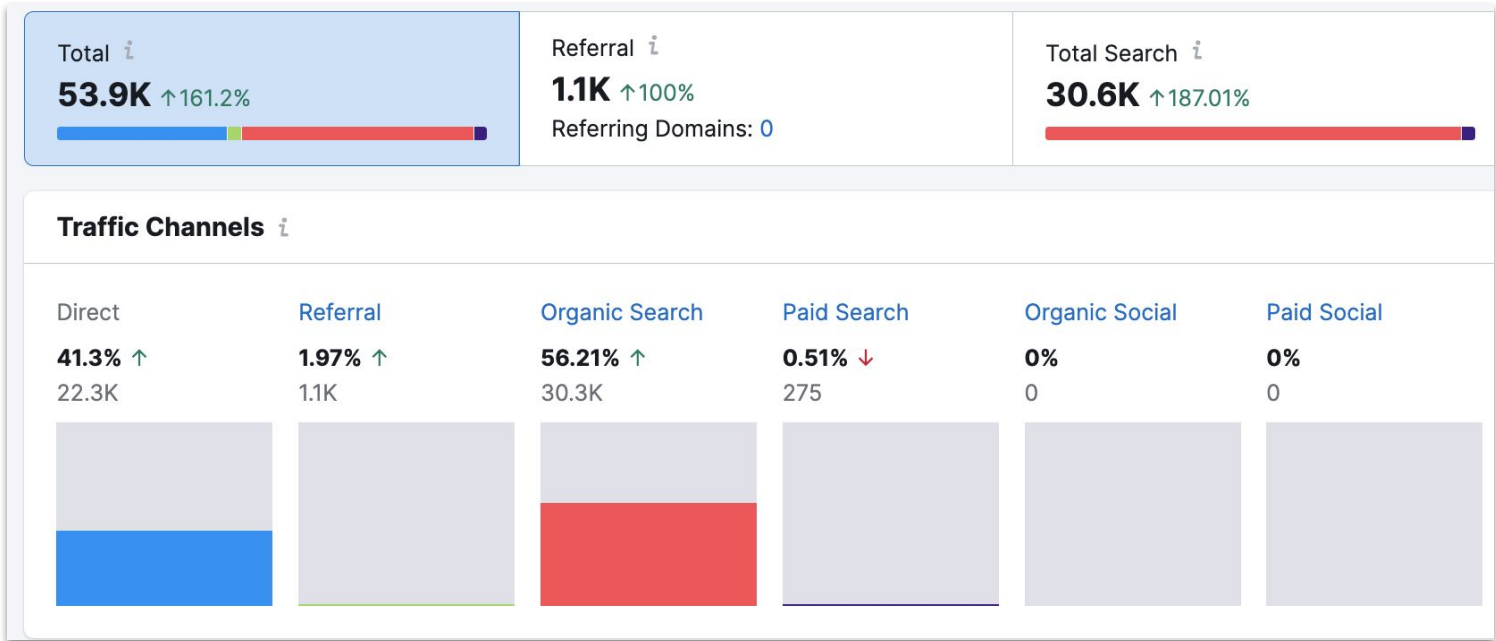


Traffic Channel Analysis

The top source for traffic on the Hongene website is direct at 41.3% suggesting there's **strong brand awareness**.

Organic traffic is also performing well, with a significant amount of traffic coming from Google. Organic traffic has been increasing and is up 56% year on year.

Referral traffic is coming from other search channels like Bing and has also increased year on year.



Geography

From the data we have in Google Analytics so far, China is by far the biggest contributor of traffic. After this, India and the US.

Traffic from Asia overall makes up the majority of the traffic, and is also seeing more engaged traffic overall.

↓ Country ▾ +		↓ Users	New users	Engaged sessions	Engagement rate
		8,377 100% of total	8,215 100% of total	11,447 100% of total	69.45% Avg 0%
1	China	3,240	3,036	3,378	61.33%
2	India	897	947	2,815	84.99%
3	United States	888	875	910	60.91%
4	Japan	640	632	438	49.77%
5	Bangladesh	321	319	478	78.49%
6	Vietnam	237	236	233	82.33%
7	Pakistan	195	193	384	72.59%
8	Germany	175	168	203	64.65%
9	Netherlands	163	159	74	40%
10	Kenya	158	158	257	82.9%



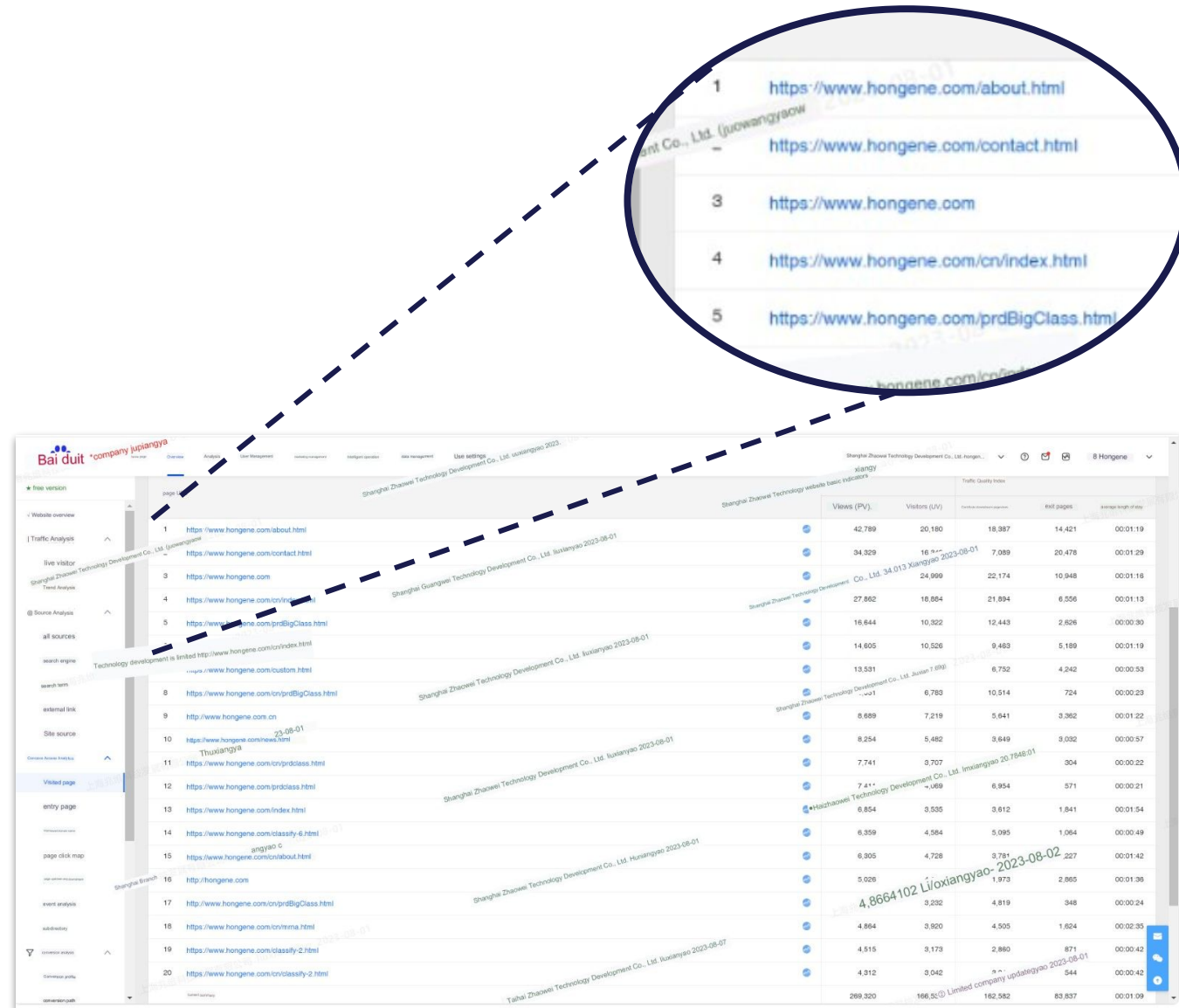
Top Pages

The top pages by pageviews are:

- About
- Contact
- Home
- China home
- Products
- Services and support

The pages getting the most views are logical based on the structure of the menu. The primary issue is that the url structure does not tell you what page you are on or where in the website you are - this makes it difficult to navigate.

**screenshot provided by Hongene and translated by ramarketing*



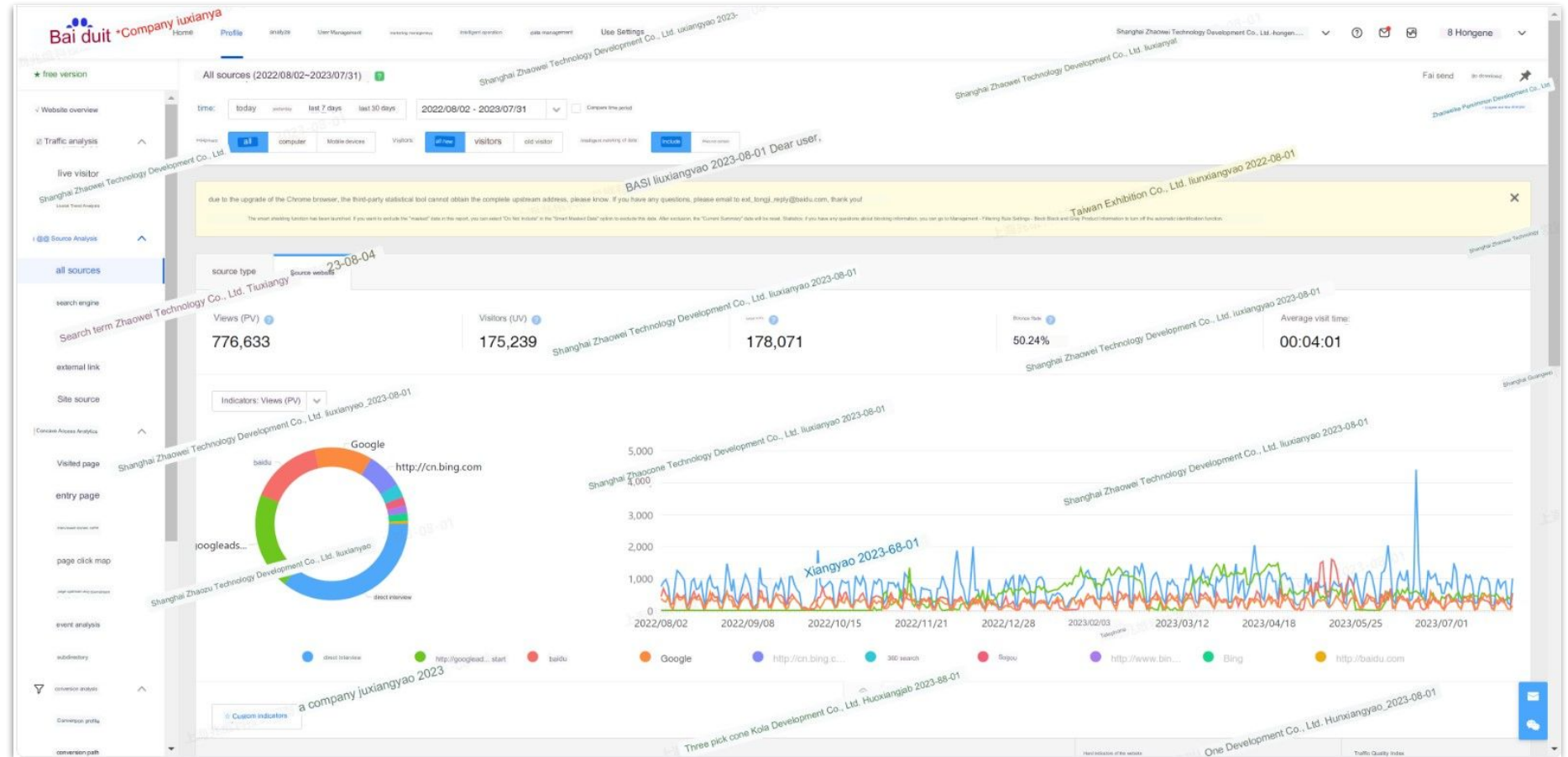
page	Views (PV)	Visitors (UV)	Conversion rate	exit pages	average length of stay
1 https://www.hongene.com/about.html	42,789	20,160	18,387	14,421	00:01:19
2 https://www.hongene.com/contact.html	34,329	16,277	7,089	20,478	00:01:29
3 https://www.hongene.com	24,999	22,174	10,848	6,556	00:01:16
4 https://www.hongene.com/cn/index.html	27,862	18,864	21,894	6,556	00:01:13
5 https://www.hongene.com/prdBigClass.html	16,644	10,322	12,443	2,826	00:00:30
6 https://www.hongene.com/cn/index.html	14,605	10,526	9,483	5,189	00:01:19
7 https://www.hongene.com/about.html	13,531	7,693	6,732	4,242	00:00:53
8 https://www.hongene.com/cn/prdBigClass.html	6,689	7,219	5,641	3,362	00:01:22
9 http://www.hongene.com.cn	8,254	5,482	3,649	9,052	00:00:57
10 https://www.hongene.com/cn/prdBigClass.html	7,741	9,707	6,954	304	00:00:22
11 https://www.hongene.com/prdclass.html	7,411	5,069	6,954	571	00:00:21
12 https://www.hongene.com/cn/prdBigClass.html	6,854	3,535	3,612	1,841	00:01:54
13 https://www.hongene.com/classify-6.html	6,359	4,584	5,085	1,064	00:00:49
14 https://www.hongene.com/cn/about.html	6,305	4,728	3,781	327	00:01:42
15 http://hongene.com	5,026	1,973	2,865	871	00:01:36
16 http://www.hongene.com/cn/prdBigClass.html	3,232	4,819	348	00:02:24	
17 https://www.hongene.com/cn/index.html	4,864	3,920	4,505	1,624	00:02:35
18 https://www.hongene.com/classify-2.html	4,515	3,173	2,880	871	00:00:42
19 https://www.hongene.com/cn/classify-2.html	4,312	3,042	844	00:00:42	
20 https://www.hongene.com/cn/prdBigClass.html	269,320	166,820	162,582	83,837	00:01:09

Referral traffic

A large majority of referral traffic is suggesting that this isn't being categorised correctly. The same is true for Google Ads and Bing, which should be tracking as their own sources.

There is currently no paid social traffic, which is a significant gap.

**screenshot provided by Hongene and translated by ramarketing*



Website Tracking

Google Analytics and Search Console are extremely useful from an SEO perspective. They provide important data regarding your site, including visitor numbers and e-commerce data, as well as helping identify areas of concern and potential growth.

	Tracking	Issue	How to fix
Google Analytics	Yes		Live since 9th July
Google Tag Manager	No		Start tracking using Google Tag Manager
Search Console	No		Set up Search Console for better tracking and crawling
Heat Mapping Platforms	No		Start tracking heat mapping platforms

No conversion data was supplied and no conversions are set up in GA4, but we recommend in the new version of the website that conversions are set up to trigger when a user fills in the contact form or downloads a piece of gated content.



Mobile Friendly



Page is usable on mobile

This page is easy to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)

Details

Crawl



Crawled successfully on Jul 26, 2023, 2:03:59 PM



With mobile searching surpassing desktop we are now living in a world where mobile friendliness is mandatory. This has an effect on conversion and SEO as Google now assesses the mobile friendliness of your site and all websites are crawled meaning it is imperative for the website to be mobile friendly.

Google Search Console's mobile friendly test showed that Hongene's website is mobile friendly.



Website Speed

Page Loading Time is now a ranking factor and Google deems websites with loading time over 2 seconds as poor performing and not user friendly. Because of this, it is imperative to ensure a fast loading time of the web pages.

We found that Hongene's website performance is being significantly affected by the mobile and desktop speed being too slow.

Mobile Speed
21.8 sec



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100

Desktop Speed
10.4 sec



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



Website

What's working?

- Hongene's website is mobile friendly.
- The website is receiving a significant amount of traffic, primarily from organic and direct sources.
- Bounce rate is better than industry target at 58% or lower.
- Average engagement time is fairly high suggesting that website content is engaging visitors.
- The US sits within the top 3 countries where traffic is coming from.



Website

What's not working?

- Mobile and desktop performance are being affected by slow page loading.
- Website traffic is primarily coming from organic channels - Hongene needs to boost referral and paid traffic to drive a wider audience to the website.
- The URL structure is not descriptive and doesn't contain page information or where the page sits in the website structure.
- While traffic coming from China (and the wider Asian market) is beneficial, as Hongene look to greater market penetration in Europe and North America, more work needs to be done to make the website easier to consume for this market.
- The website is overall dated and does not reflect a modern global company.



SEO

ramarketing

On-page SEO

Page: <https://www.hongene.com/classify-2.html>

Meta Title: Hongene Biotech

Description: Hongene Biotech

The meta title does not contain any keywords to help the page rank organically for SEO, and only has the brand name. The URL also does not have any keywords to help identify the page.

A compelling meta description will accurately explain what the potential page is about and allow search engines to understand the primary use of the page before crawling it and build up a better understanding of the site. The meta description is also filled out, but without any detail that would make it useful.



Backlink Analysis

Domain Authority - 21

Domain Authority (DA) is a score out of 100 that estimates a website's ability to rank based on its backlink profile. Google uses backlinks as a key predictor of how well a website ranks. Hongene's score is well below industry average.

Linking domains - 137

Number of unique external linking domains. Two or more links from the same website are counted as one linking domain.

Page Authority - 29

Page Authority (PA) is a score that predicts how well a specific page will rank on search engine result pages (SERP). Here this is an average ranking possibility.

Inbound links - Total - 5100 | Followed - 4100

The number of unique pages linking to a target. Two or more links from the same page on a website are counted as one link. Followed links are those that contain the "follow" tag.

Spam score - 5%

Spam Score represents the percentage of sites with similar features to the site you're researching which we've found to be penalized or banned by Google. A score of 1% is considered a Low Spam Score.



Technical Report

Site crawl

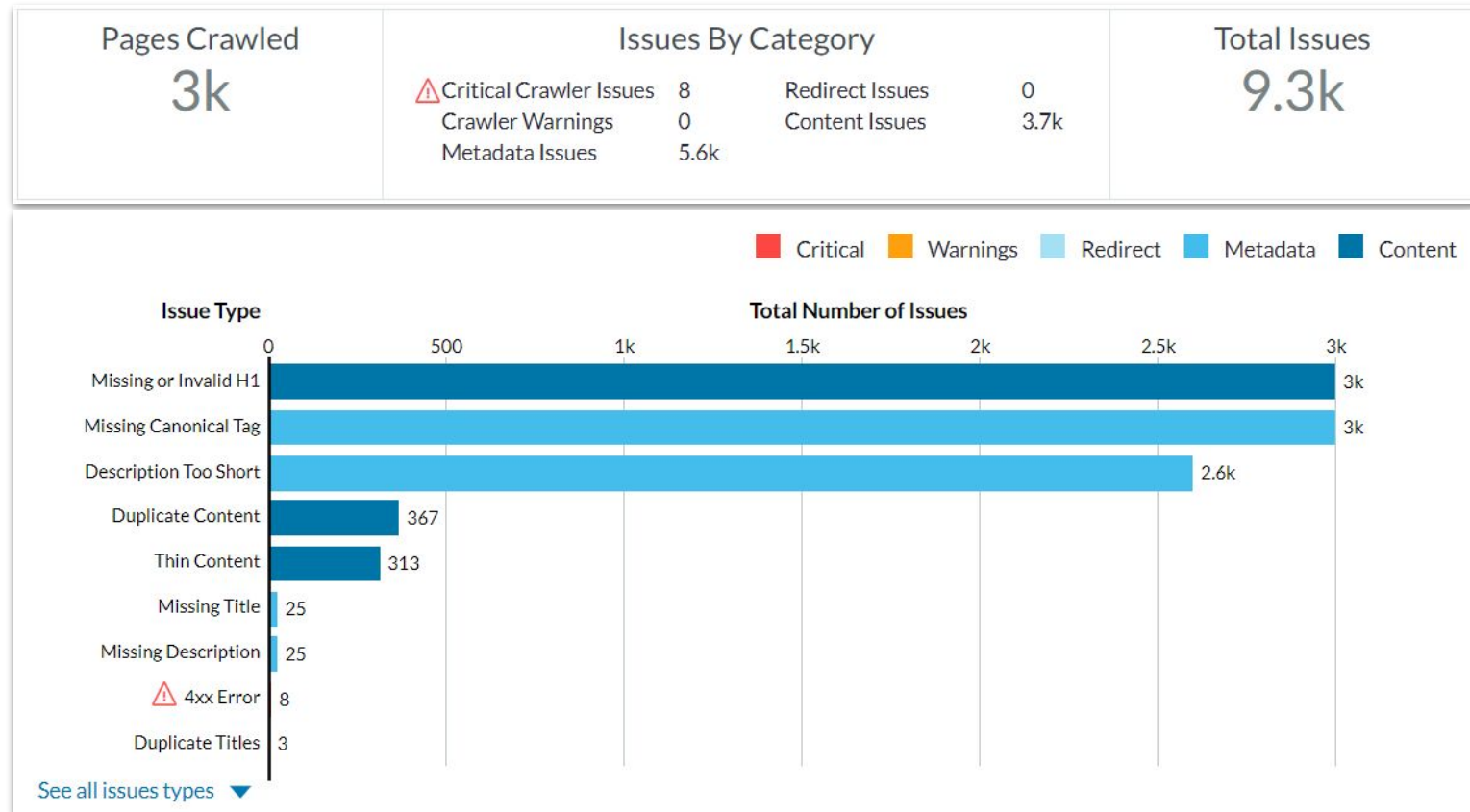
Missing Descriptions: 25

The meta description should employ keywords in an intelligent and compelling way that encourages a searcher to click. Optimally, the length of your description should be 55-300 characters.

Missing or invalid H1: 3k

H1 Tags contribute to a site's visibility, if the H1 isn't present, the website isn't fully optimized.

Tools: Moz Site crawl



Robots.txt

A robots.txt file **tells search engine crawlers which URLs the crawler can access on your site.** This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google.

The Hongene website was tested and does not have a working robots.txt file.

Tools: [Search Console robots.txt tester](#)



Structured Data

Structured data allows the search engines to more accurately interpret your content and can utilise this to include rich snippets within the search results. Rich snippets can help generate additional awareness and drive a larger number of clicks.

We found that the Hongene website doesn't use structured data.

Tools: [Schema markup validator](#)



SEO Summary

Making sure the SEO website elements are optimised is essential to website performance. From 404s to title optimisation, they all play an important role in ensuring the user journey is continuous and best optimised.

	Failed/Pass	Number of Issues	How to fix
Page Titles	Fail	25	Minor fix: Include titles for all that are missing.
Headings	Fail	3k	Optimise and implement headings across pages.
Meta description	Fail	3k	Optimise and implement meta descriptions across pages.
URLs	Pass		
Content	Pass		
Canonical tags	Pass		
Robots.txt	Fail	-	Set up a working Robots.txt file.
Structured Data	Fail	-	Set up structured data.



SEO

What's working?

- Low spam score indicates there are minimal websites with poor backlink profiles linking to the site.
- A high percentage of the links the website is receiving are followed - these are the type of links that help to increase overall domain authority.



SEO

What's not working?

- The Hongene website has missing or invalid H1 tags.
- The website also has missing descriptions. They need to be included as it will currently be damaging Hongene's ranking and negatively impacting online presence.
- The robots.txt file should be used to help Google crawl your site to increase search visibility.
- No structured data means it could be harder for search engines to accurately interpret website content - these should be added to assist in crawls of the website content and hopefully improve rankings in the search engines.
- Domain Authority is well below average. We would aim for a score of 30-40 by acquiring more followed links from high-authority websites.



PPC

PPC

Summary over the past 12 months:



1.67m

Impressions



70.2%

Optimisation score



¥1.29

Average cost per click



81.6k














Clicks



Google Ad Campaigns

The brand campaign 'Hongene-官网' understandably has a high CTR of 25.75% and a very good CPC of cn¥7.82. Evidently, the leads display campaign 'Leads-Display-展示广告(潜在客户)' has received a high amount of spam, as it received 35,310 conversions (contact form submissions) and a conversion rate of 47.1%, which is extremely high, especially for display ads. In our experience, display ads can produce a lot of spam conversions, so analysis should be done to understand the quality of the conversions and filter out spam.

The 'mRNA-官网' campaign has a really good conversion rate, and when diving deeper, it is mostly as a result of the dynamic ad group. As for the 'dNTP-官网' campaign, this had the lowest CTR and the lowest conversion rate and could be optimised further. The other two active campaigns performed averagely, but didn't generate many impressions due to the specificity of the keywords targeted.

<input type="checkbox"/>	Campaign	Budget	Status	Optimisation score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost	Bid strategy type	Conv. rate	Conversion:
<input type="checkbox"/>	 mRNA-官网	CN¥200.00/day 	 Limited by budget	62.2%	Search	27,238	1,875 Clicks	6.88%	CN¥19.96	CN¥37,419.20	Maximise conversions (Target CPA)	10.40%	195.00
<input type="checkbox"/>	 Hongene-官网	CN¥100.00/day 	Limited by search volume	72.7%	Search	15,327	3,947 Clicks	25.75%	CN¥7.82	CN¥30,855.74	Maximise conversions (Target CPA)	22.30%	880.00
<input type="checkbox"/>	 Leads-Display-展示广告 (潜在客户)	CN¥76.00/day 	Eligible	73.4%	Display	1,607,108	74,982 Clicks	4.67%	CN¥0.34	CN¥25,124.22	Maximise conversions	47.09%	35,310.00
<input type="checkbox"/>	 dNTP-官网	CN¥100.00/day 	Eligible	72.7%	Search	15,996	618 Clicks	3.86%	CN¥16.74	CN¥10,344.71	Maximise conversions (Target CPA)	1.94%	12.00
<input type="checkbox"/>	 dNTP-竞争对手-官网	CN¥100.00/day 	Eligible	68.1%	Search	1,392	71 Clicks	5.10%	CN¥9.67	CN¥686.68	Maximise conversions (Target CPA)	4.23%	3.00
<input type="checkbox"/>	 NTP-官网	CN¥100.00/day 	Eligible	72%	Search	1,971	64 Clicks	3.25%	CN¥10.24	CN¥655.05	Maximise conversions (Target CPA)	3.13%	2.00



Google Ad Keywords

<input type="checkbox"/>	●	Keyword	Match type	Campaign	Ad group	Status	Max. CPC	Final URL	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Conv. rate
Total: Keywords in your curren... ?									57,132	5,323 Clicks	9.32%	CN¥11.45	CN¥60,973.90	15.59%
<input type="checkbox"/>	●	"Hongene"	Phrase match	Hongene-官网	NTP Mix	Eligible	—	—	8,835	2,284 Clicks	25.85%	CN¥7.34	CN¥16,763.07	21.19%
<input type="checkbox"/>	●	"Hongene Biotech"	Phrase match	Hongene-官网	NTP Mix	Eligible	—	—	4,242	1,089 Clicks	25.67%	CN¥10.93	CN¥11,904.85	26.63%
<input type="checkbox"/>	●	"dntp mix"	Phrase match	dNTP-官网	广告组1	Eligible	—	—	11,928	451 Clicks	3.78%	CN¥17.19	CN¥7,753.17	2.22%
<input type="checkbox"/>	●	"t7 transcription kit"	Phrase match	mRNA-官网	NTP Mix	Eligible	—	—	5,093	291 Clicks	5.71%	CN¥19.12	CN¥5,564.68	0.00%
<input type="checkbox"/>	●	"mrna kit"	Phrase match	mRNA-官网	NTP Mix	Eligible (Limited) Rarely shown (low Quality Score)	—	—	6,753	266 Clicks	3.94%	CN¥17.45	CN¥4,642.53	3.76%
<input type="checkbox"/>	●	"in vitro transcription kit"	Phrase match	mRNA-官网	NTP Mix	Eligible	—	—	3,148	181 Clicks	5.75%	CN¥16.79	CN¥3,038.11	2.76%
<input type="checkbox"/>	●	[in vitro transcription kit]	Exact match	mRNA-官网	NTP Mix	Eligible	—	—	2,004	173 Clicks	8.63%	CN¥16.21	CN¥2,804.58	5.20%
<input type="checkbox"/>	●	"mrna enzyme"	Phrase match	mRNA-官网	NTP Mix	Eligible (Limited) Rarely shown (low Quality Score)	—	—	5,575	163 Clicks	2.92%	CN¥12.51	CN¥2,038.62	6.75%
<input type="checkbox"/>	●	[t7 transcription kit]	Exact match	mRNA-官网	NTP Mix	Eligible	—	—	1,630	103 Clicks	6.32%	CN¥20.07	CN¥2,067.72	2.91%
<input type="checkbox"/>	●	"dntp set"	Phrase match	dNTP-官网	广告组1	Eligible	—	—	2,663	100 Clicks	3.76%	CN¥16.46	CN¥1,646.31	1.00%

2 of the top 3 most clicked keywords were branded and the keyword 'dntp mix' generated the most clicks of any non-branded keyword. It will be important to keep the ad groups for these keywords, and others with a substantial amount of clicks, well optimised and with plenty of daily budget to maintain traffic volume.

Google Ads

There are 3 campaigns that have performed poorly and have not converted in the past 3 months. Rather than letting these run and spend more money, the bidding strategy could be changed in order to manage budget more effectively, and optimisations should be done in order to increase number of conversions.

<input type="checkbox"/>		 NTP-官网		72%	Search	509	10 Clicks	1.96%	CN¥4.61	CN¥46.13	Maximise conversions (Target CPA)	0.00%	0.00	CN¥0.00
<input type="checkbox"/>		 dNTP-竞争对手-官网		68.1%	Search	206	12 Clicks	5.83%	CN¥6.11	CN¥73.31	Maximise conversions (Target CPA)	0.00%	0.00	CN¥0.00
<input type="checkbox"/>		 dNTP-官网		72.7%	Search	2,464	116 Clicks	4.71%	CN¥10.86	CN¥1,260.09	Maximise conversions (Target CPA)	0.86%	1.00	CN¥1,260.00

All campaigns are targeting 'All countries and territories'. Narrowing the audience further to align with your key market targets would improve the quality of traffic and conversions.

 19 Aug 2021 – No end date

 All day

 All countries and territories

 All languages

Campaign objective

No goal selected

Campaign goals

Sign-ups (website) (Account default goals)

Negative keywords

2nd hand, how, how to, installation guide, job + 13 more

Bid strategy

[Maximise conversions \(Target CPA – CN¥150.00\)](#)



Google Ads

The top 6 most clicked ads were from a variety of ad groups. The top ad can be somewhat discounted due to obvious spam, as mentioned earlier, however for the 2nd and 3rd ads down, as well as the 5th ad down, the CTR and conversion rates are excellent. These should be maintained going forward.

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Campaign	Ad group	Status	Ad strength	Ad type	Impr.	↓ Interac'	Interaction rate	Avg. cost	Cost	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	 <p>Hong... +4 more Hongene Biote... mRN... +4 more View asset details</p>	Leads-Display-展示广告 (潜在客户)	Ad group 1	Eligible	Average	Responsive display ad	1,607,106	74,949 Clicks	4.66%	CN¥0.34	CN¥25,110.02	47.11%
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>{Keyword:Hongene Biotech} mRNA Enzyme/Kit dNTP/NTP Mix/Set +12 more www.hongene.com Strict Quality Control. Get Free Quote Now. +2 more View assets details</p>	Hongene-官网	NTP Mix	Eligible	Average	Responsive search ad	9,170	2,512 Clicks	27.39%	CN¥7.81	CN¥19,612.79	23.29%
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Hongene Biotech dNTP/NTP Mix/Set mRNA Enzyme/Kit www.hongene.com Easy To Use. Strict Quality Control. Convenient nucleotides mixture, set available. Get Free Quote Now.</p>	Hongene-官网	NTP Mix	Eligible	—	Expanded text ad No longer available	6,157	1,435 Clicks	23.31%	CN¥7.83	CN¥11,242.95	20.56%
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>mRNA Products {Keyword:Hongene mRNA Enzyme/Kit} Hongene Biotech +12 more www.hongene.com/mrna/enzyme_&_kit Ultra-pure, Easy To Use. Raw materials for mRNA therapeutics and vaccines. +2 more View assets details</p>	mRNA-官网	NTP Mix	Eligible	Excellent	Responsive search ad	18,048	1,007 Clicks	5.58%	CN¥17.49	CN¥17,616.73	2.48%
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>[Dynamically generated headline] [Dynamically generated Display URL] Ultra-pure, Easy To Use. Large Production Capacity. Strict Quality Control. Competitive Price.</p>	mRNA-官网	mRNA-官网 - dynamic ad group	Eligible	—	Expanded dynamic search ad	2,289	661 Clicks	28.88%	CN¥25.08	CN¥16,577.64	23.60%
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>{Keyword:Hongene dNTP Mix / Set} Ultra-pure Hongene Biotech +12 more www.hongene.com/dntp/mix_&_set 99% By HPLC / Exceptional Stability. For PCR, DNA Sequencing & Labelling. Convenient... View assets details</p>	dNTP-官网	广告组1	Eligible	Average	Responsive search ad	11,828	448 Clicks	3.79%	CN¥15.90	CN¥7,124.19	2.23%



PPC

What's working?

- The brand campaign is performing well, with a high CTR and good CPC. But we should consider if this is needed or if it's a waste of budget - we dominate the search engine organically for all the keywords this campaign is targeting therefore we could be getting the clicks and conversions for free. Unless competitors are bidding on our brand keywords, we recommend pausing the brand campaign.
- The 'mRNA-官网' campaign had an excellent conversion rate, primarily due to the dynamic ad group within this campaign.



PPC

What's not working?

- All campaigns used automated bidding strategies. Ideally, manual bidding is the best long-term solution to better control budgets.
- The 'dNTP-官网' campaign had the lowest CTR and the lowest conversion rate and could be optimised. There's also another 2 campaigns that have not converted recently, these campaigns should be looked at further and optimised.
- The leads display campaign 'Leads-Display-展示广告(潜在客户)' received an abundance of spam conversions, and likely spam impressions also.



Social

LinkedIn: Hongene Biotech Corporation USA

Summary over the past 12 months:



2914

Page views



181

Followers gained



0

Impressions



0

Reactions



232

Custom Button Clicks



0

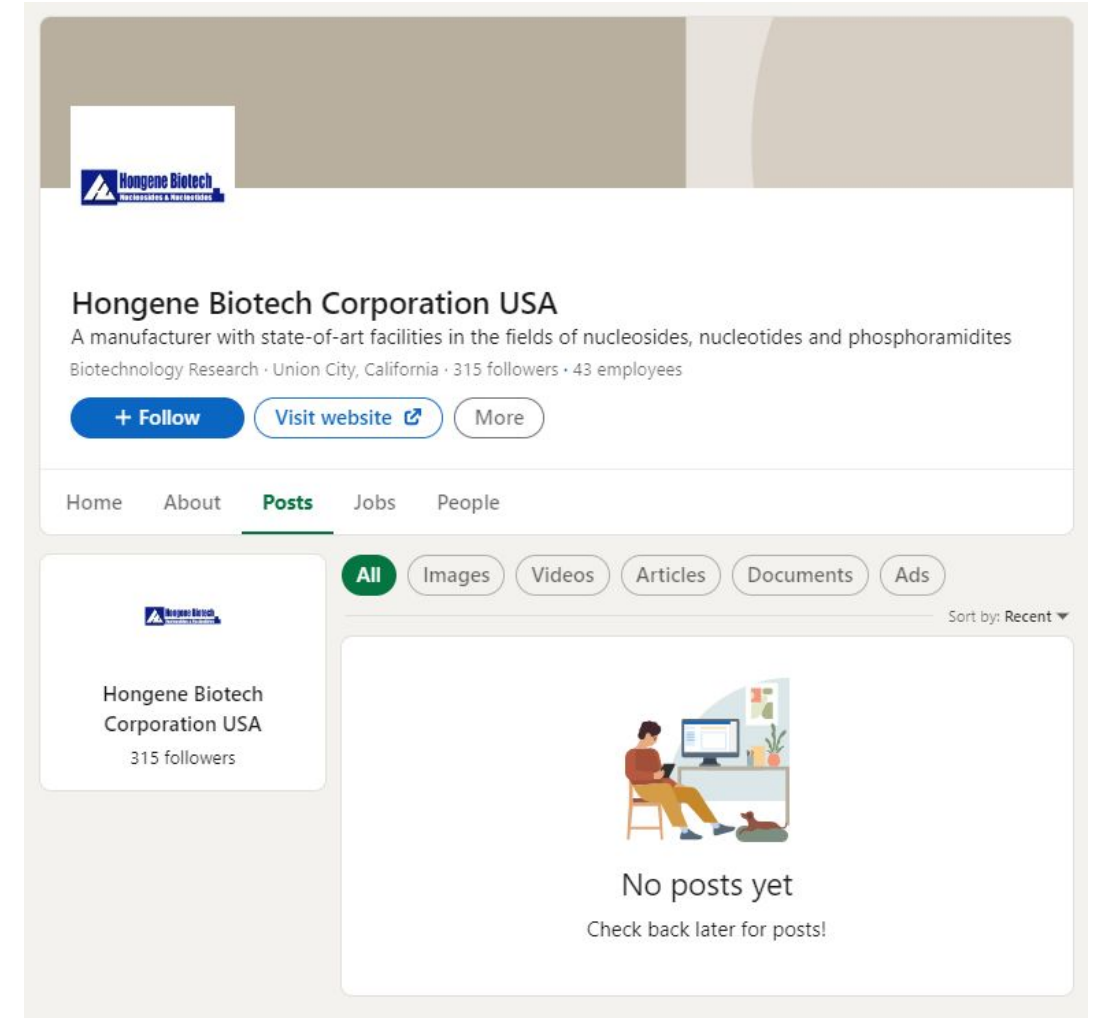
Reposts

LinkedIn

For the Hongene Biotech Corporation USA page, 2914 pageviews suggests there's strong brand awareness. However, no posts have been posted to engage page visitors or retain their attention.

This could drive the page to lose followers if audiences don't feel engaged. Varied post types including static images, videos and carousels with different content from services, awareness days and people-centric posts should be posted weekly to generate engagement.

The 'Hongene Biotech Corporation' LinkedIn page didn't have many statistics to analyse. Posts and LinkedIn ads should be regularly posted to begin generating leads and page visitors.



LinkedIn: Hongene Biotech Germany GmbH

Summary over the past 12 months:



326

Page views



59

Followers gained



11

Impressions



6

Reactions



14

Custom Button Clicks



1

Repost

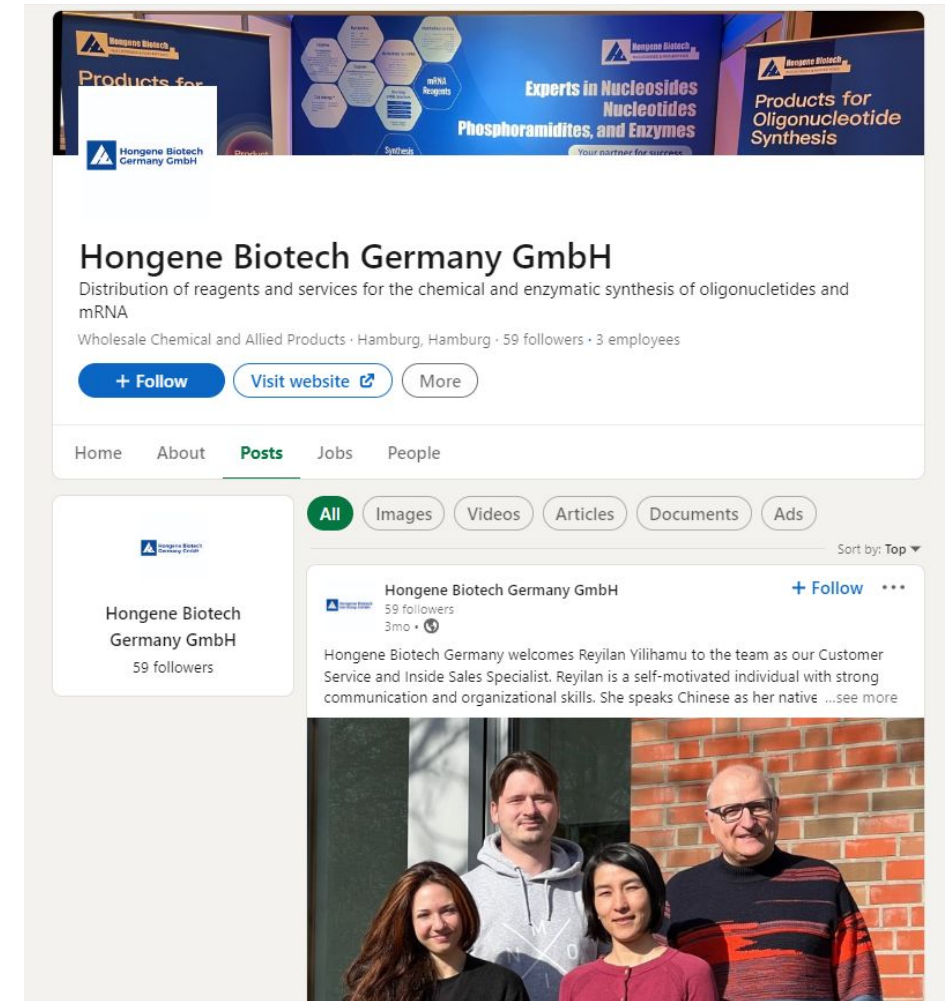


LinkedIn

Hongene's German LinkedIn page has one post which is a people-centric static image. This generated some engagement however, it was low.

To generate more engagement, posts should include relevant hashtags and be posted regularly to keep page followers and visitors up to date with services, events, awareness days and any people-centric activities occurring.

Posts should also be varied by type such as carousels, videos and static images.



LinkedIn: Hongene Biotech Corporation

Summary over the past 12 months:



11

Page views



13

Impressions



0

Custom Button Clicks



3

Followers gained



0

Reactions



0

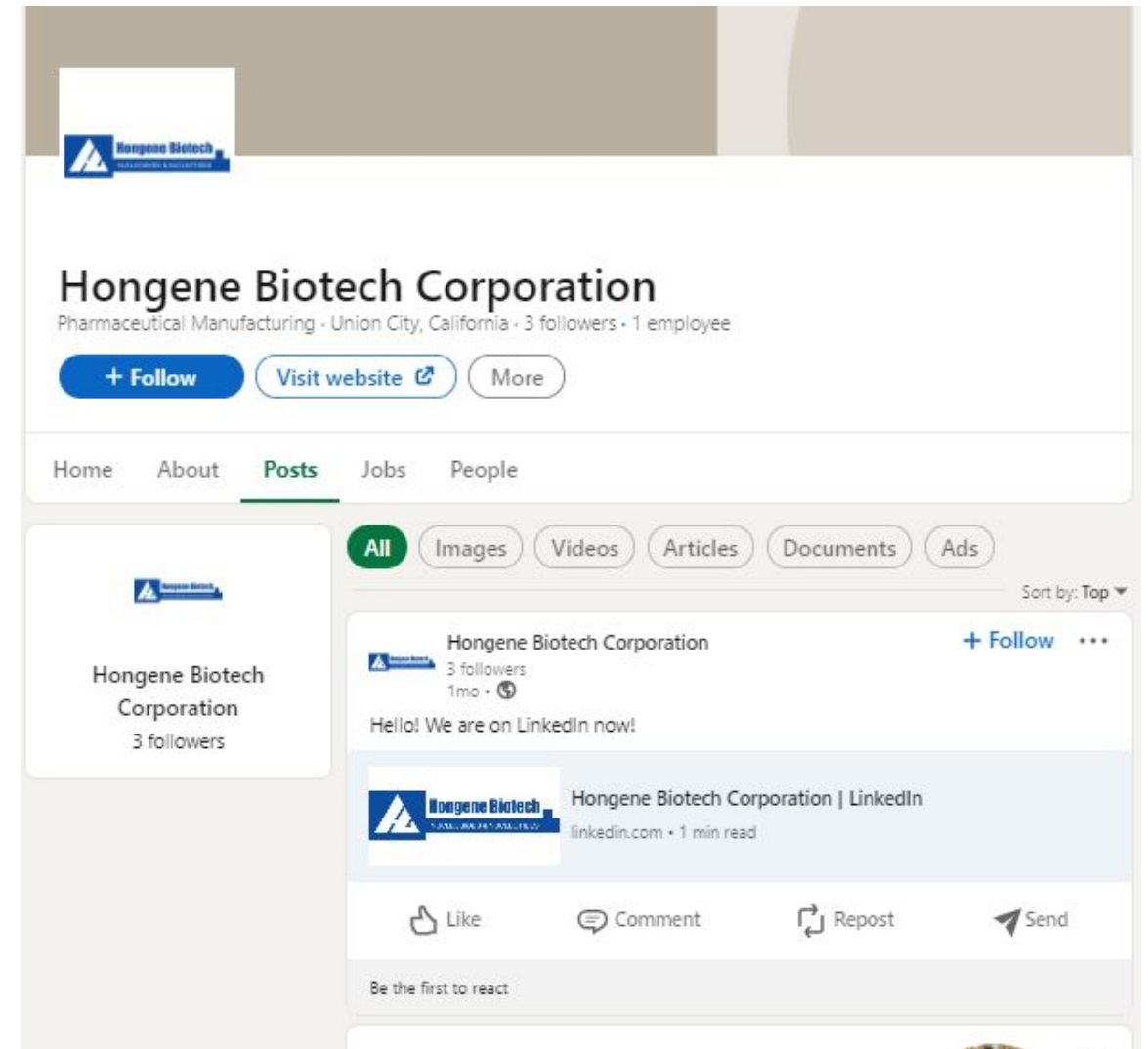
Repost



LinkedIn

Hongene's Biotech Corporation LinkedIn page only has one post from a month ago. This page also only has 3 followers.

The user journey is currently confusing for users who are searching for Hongene, as there are 3 different pages that post very infrequently. The LinkedIn pages/process should be streamlined so focus can be given to one account.



LinkedIn

What's working?

- It's clear by the statistic for page views on Hongene's LinkedIn page that brand awareness is strong as page views are high, even with no content being posted.
- By resolving what's not working on the LinkedIn pages Hongene will be able to more effectively generate leads and drive traffic to the website.



LinkedIn

What's not working?

- The use of 3 separate Hongene LinkedIn pages is confusing for the user - ideally this should be kept to one, and only use showcase pages if you have a specific service or sub-brand which has a very different target audience/market.
- There are very few posts across all 3 of Hongene's LinkedIn profiles, meaning followers aren't engaged. The benefits of a strong social profile is to organically increase your following, and drive traffic to the website (social is normally a great source of high quality traffic).
- No hashtags were implemented onto posts, the use of hashtags can help the relevant audiences visit your page and reach wider audiences.
- The Hongene Biotech Corporation page and USA page are both incomplete - the pages need to be optimised in order to be more effective.



Recommendations

Recommendations

Website:

- Carry over a lot of existing content to the new website as users are engaged and spend a good amount of time on the site
- Map out a clear URL structure with optimised slugs on the new site
- Further investigate referral traffic tracking, so we can see the type of traffic that is coming from each source and optimise accordingly
- Implement paid LinkedIn campaigns to support traffic to the website
- Set up conversion tracking through tag manager
- Set up Search Console and Microsoft Clarity to give better insights on organic traffic and user behaviour going forward
- Improve site speed on both desktop and mobile by reducing unused JavaScript and eliminating render-blocking resources

SEO:

- Fix critical errors eg: 404s as a priority to avoid them having a negative impact on SEO
- Fix technical SEO errors and warnings e.g. reduce the length of titles and descriptions
- Refresh SEO keyword research and improve on-page SEO across the service page e.g. keyword optimisation in page titles, body copy, image alt text to increase organic rankings for non-branded keywords
- Implement a thorough backlink strategy in order to improve Domain Authority Score which underpins the full SEO strategy



Recommendations

PPC:

- PPC campaigns that are performing well with high conversion rate and should be continued and optimised based on the data we already have
- Narrow campaign targeting from 'all countries and territories' to be more specific to your target audience and produce higher traffic/conversions
- Switch the lower performing campaigns to manual bidding and just focus on phrase match keywords to monitor budgets more closely while we're not seeing conversions
- Carry out further keyword research around products/services to see where customers are searching and if we can add any more relevant keywords or campaigns
- Pause lead gen display campaign while the quality of the conversions are investigated (likely spam)
- Pause the Hongene brand PPC campaign



Recommendations

Social:

- Make use of LinkedIn ads to target specific audiences, this can help to build awareness and drive traffic
- Create a monthly organic social calendar - posting 1-3 times a week is recommended
- Post varied organic content eg: carousels, videos and static images
- Focus on one LinkedIn page - de-active the 2 with the least followers and focus efforts on a single main page
- Fully optimise LinkedIn profile - add logo, description, header image, custom button, add hashtags etc.
- Create and implement a thorough follower growth plan in order to increase LinkedIn audience and engagement

Overall:

- It's clear Hongene has good awareness in China and other Asian countries, as this is where most traffic comes from
- With Hongene aiming to raise awareness in the US and Europe, campaigns should focus efforts and targeting specifically to these regions



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Glossary

SEO (Search Engine Optimisation)- Improving the quality and quantity of website traffic to a website or a web page from search engines

Organic search traffic- Traffic from query results in search engines such as Google

Direct traffic- Website visits with no referring website, the user comes from the direct URL

Referral traffic- Visits to your site from links that appear on a different site

Paid search traffic- Visitors clicking on a link in an advertisement or sponsored listing that a business has paid for in order to appear at the top of search results

Social traffic- Traffic from social networks such as LinkedIn

Search volume- The average number of times a specific search query is entered on a search engine per month

Keyword- Any search term entered on Google (or another search engine) that has a results page where websites are listed

Bounce rate- Percentage of visitors who navigate away from the site after viewing only one page

Session- An interaction with your website that takes place within a given time frame

Page view- An instance of a page being loaded (or reloaded) in a browser

Redirect- Technique for making a web page available under more than one URL address

Session duration- The time frame during which there are regular active interactions occurring from a user on a website

Ranking- A website's position in the search engine results page

UX (user experience)- The interaction and experience users have with a company's products and services on the website

Meta data- Provides information about the content of a webpage and helps Google's algorithm to understand the content

Domain authority- A score out of 100 that describes a websites relevance for a specific subject area or industry

Backlink- An incoming hyperlink from one web page to another website

