



KRYPTTEK™



Campaign Objectives

- Fulfill Kryptek's *Digital Marketing Manager* needs as outlined by company leadership
- Work with your internal teams to develop and implement strategy
- Attend company meetings and training events as required
- Become fully immersed in Kryptek's corporate culture as it relates to digital marketing and company growth

Current Keyword Rankings

Keyword	kryptek.com		kuiu.com		gamehide.com		sitkagear.com		scentlok.com	
	30 Dec ▲	Diff	30 Dec	Diff	30 Dec	Diff	30 Dec	Diff	30 Dec	Diff
1. tactical hunting clothes	2	-1	4	-1	30	+2	7	+1		-
2. camo hunting gear	14	-6	6	0	37	+1	31	-6	65	+7
3. insulated hunting pants	16	+27	7	-1	23	+7	29	0	31	-3
4. camo hunting jackets	23	-6	8	-1	25	-2	32	-2	33	0
5. insulated hunting jackets	23	+30	2	0	4	-1	19	+4	25	-4
6. camo hunting pants	26	-5	5	-2	50	-10	46	-14	17	+2
7. insulated pants	46	-10	39	-10		-		-	34	+13
8. insulated jackets	52	-11	16	+6		-	58	+42		-
9. hunting clothes	58	-18	4	+1	35	+1	15	-5	25	+1
10. hunting jackets	75	+25	5	-1	53	-22	38	-1	27	-5
11. weatherproof hunting clothes		-	11	+2	20	-3	28	-7	3	+1

Blue is current Google position

Red indicates number of positions dropped in last 30 days Green indicates number of positions gained in last 30 days

Relevant Competition Comparison

Company	*Domain Authority	Insulated Hunting Jacket	Waterproof Hunting Pants	Tactical Hunting Gear
Kryptek	45/100	#15	#82	#2
KUIU	49/100	#3	#3	#3
Scent Lok	35/100	#23	#19	-
Gamehide	30/100	#4	#34	-
Sitka	47/100	#39	#40	#8

*Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority is calculated by evaluating multiple factors, including linking root domains and number of total links, into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time. **Domain Authority is *not* a metric used by Google in determining search rankings and has no effect on the SERPs.**

Current Client Experience

Overview dashboard

📅 Sep 1–Dec 30, 2019 compared to Sep 1–Dec 30, 2018

We took over their digital marketing efforts on Sep 1st. Their business is highly seasonal. That's why the drop off in December.

Total sales

[View report](#)

↑47%

Online Store

↑45%

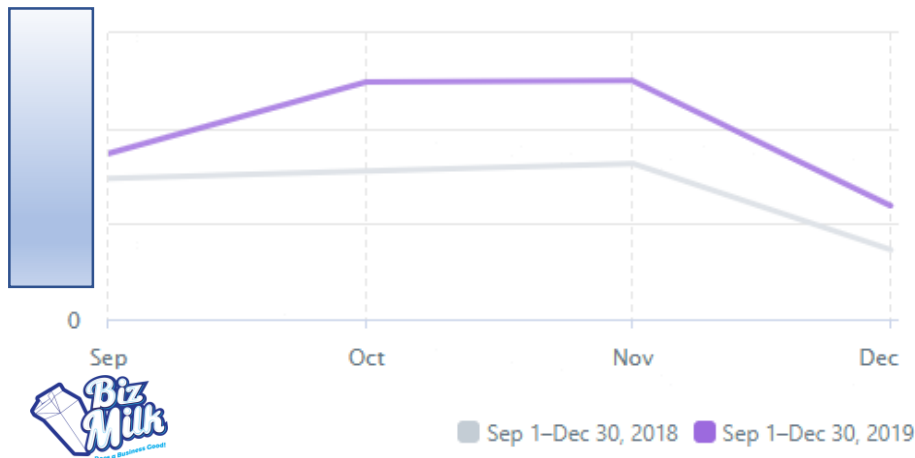
Draft Orders

↑190%

Shopify Mobile for iPhone

-

SALES OVER TIME



Online store sessions

[View report](#)

68,531

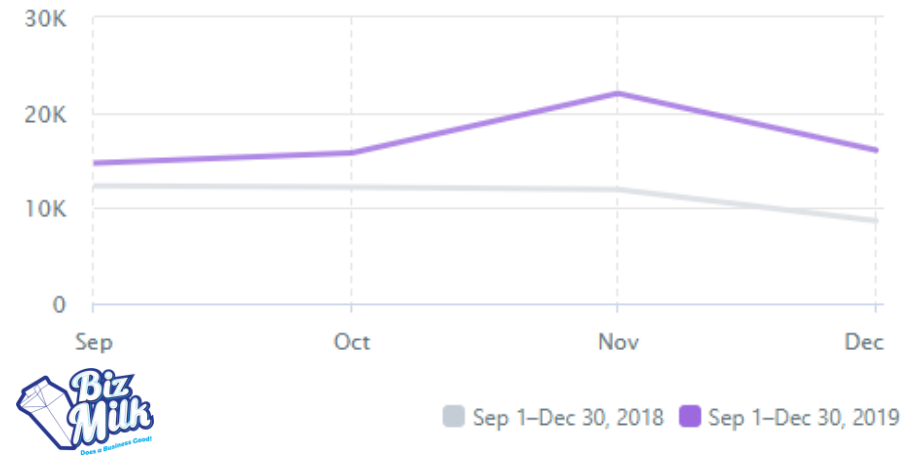
↑52%

Visitors

60,854

↑56%

SESSIONS OVER TIME



Why BizMilk

- Over 250 websites built by BizMilk team members in the past 10 years
- 50+ SEO clients in the past 3 years
- 20+ cumulative years of Google Analytics experience
- Extensive knowledge of Google Ad campaigns
- Experienced in Hootsuite, Agora and Sprout Social
- 37 “5 Star Reviews” on Google
- Veteran Owned
- Boise Based