






A TEAM THAT PLAYS TOGETHER WINS TOGETHER!

ONLINE MARKETING

HOW DOES OUR WEBSITE BOOST YOUR BRICK BUSINESS

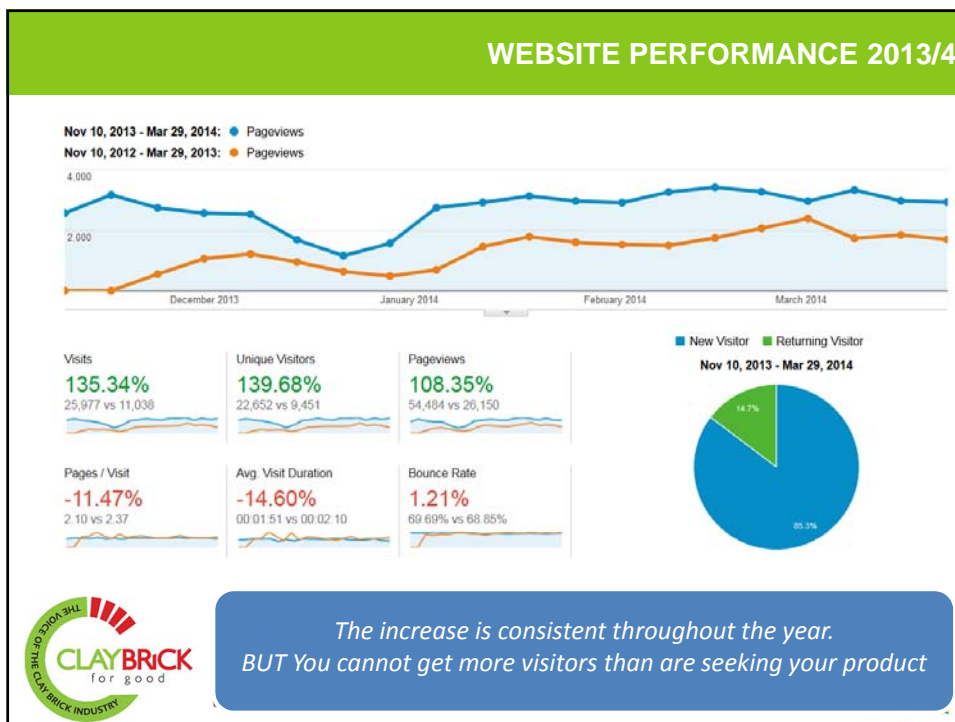
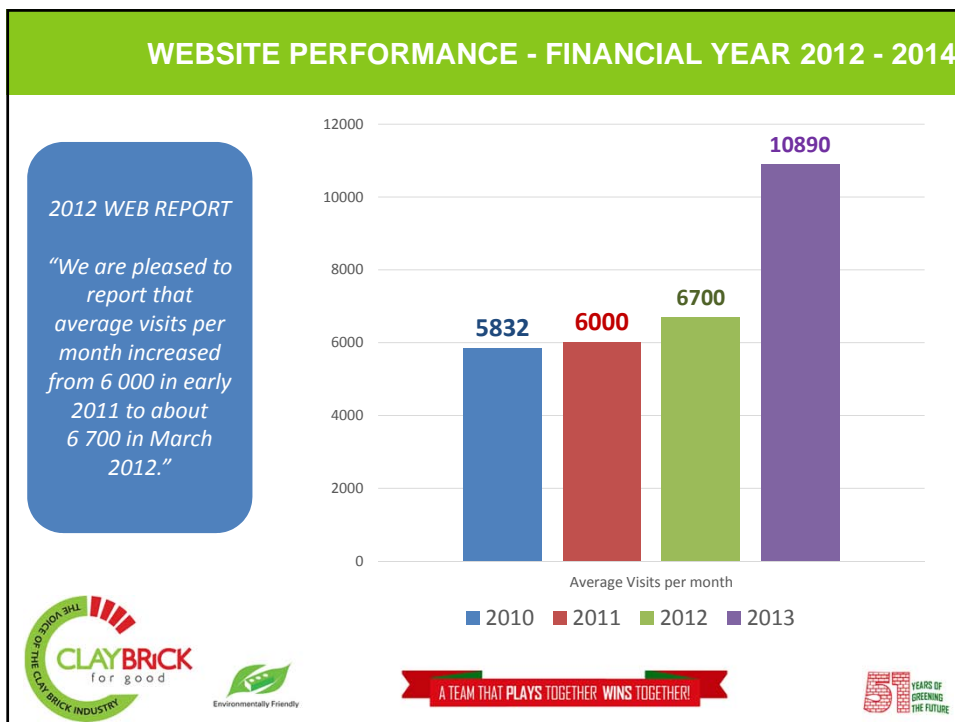
51st Annual General Meeting
Champagne Sports Resort, Drakensberg
01 May 2014

Presented by:
Dianne Volek
Webmaster



A TEAM THAT PLAYS TOGETHER WINS TOGETHER!

- How is the CBA website performing?
- What's popular, what's not?
- **How can YOUR business benefit**
- How do we keep improving?



HOW CAN YOUR BUSINESS BENEFIT?

POPULAR PAGES

- 2:** The Standard sizes of clay brick - >10 000 people!
- 3: FAQs:** Do I need special fire bricks for a braai > 4 500 people
- 4:** 14% of visitors (19 000) view **Accredited Suppliers** profiles.
2 851 people viewed the Cororik contact info,
2 155 visited Pretoria Brickworks, and 1 467 Vhavenda Bricks
- 8:** Technical **Manuals**
- 13:** DIY **Project** sheets
- 22:** Calculating **R Values** spreadsheet

...so is YOUR Members profile giving the right impression?

HOW CAN YOUR BUSINESS BENEFIT?

The addition of Google maps in 2013 has helped to improve our popularity and usefulness to visitors, the benefit to CBA members AND our Google ranking.

Algoa Brick (Pty) Ltd

Membership: **Full Member**
 Telephone: (041) 466 0203
 (041) 466 0204
 Fax: (041) 466 2513
 Postal Address: P O Box 191, Hunters Retreat, Port Elizabeth, 6017

Membership

Full Member

Website

Contacts

Contact Name: Nico Mienie
 Cell: (082) 900 3055
 Email: nicom@algoabrick.co.za
sales@algoabrick.co.za

Algoa Brick manufactures a full range of quality clay bricks, and has supplied to the Nelson Mandela Bay and Eastern Cape region for over 60 years.

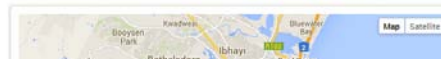
Our clay brick has been successfully used in residential and commercial construction projects throughout the Eastern Cape, where quality, consistency, durability and versatility are critical to the success of the building.

Our clay masonry bricks are available in a wide selection of surface textures, shapes and natural hues. They can be used as stand alone structural elements, in multi-story building or as an attractive cladding material, or filler between structural elements. Natural aesthetics also make them a popular choice for face brick facades or for external features such as perimeter walling, which when combined with other materials like wrought iron railings create a spectacular effect.

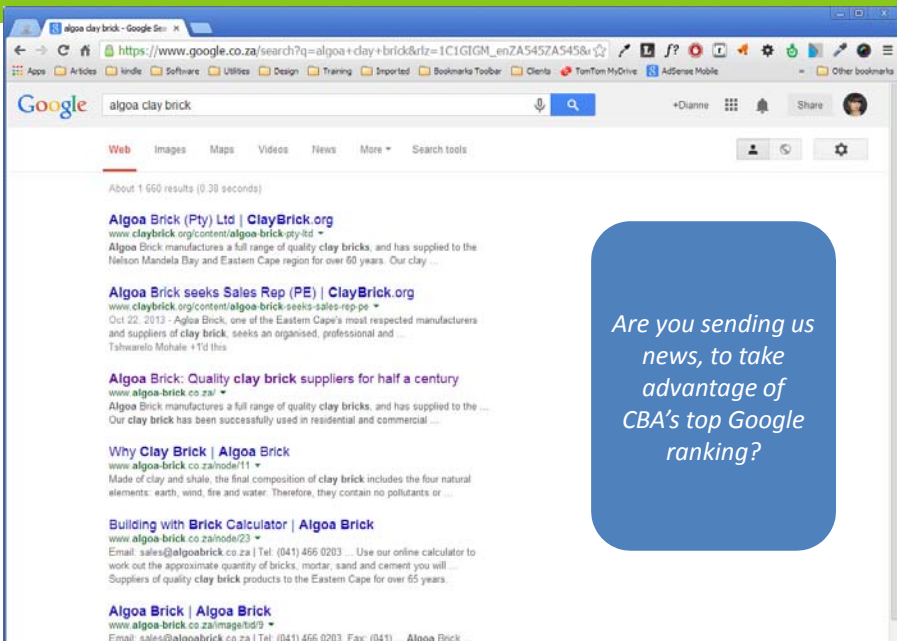
Location

Algoa Brick PE
 M17 New Brighton Main Road
 Swartkops, Eastern Cape
 South Africa
 33° 54' 1.8792" S, 25° 34' 37.4628" E

Tweet 0 +1 0 Like 0 Facebook LinkedIn



HOW CAN YOUR BUSINESS BENEFIT?



The screenshot shows a Google search for "alga clay brick". The search results include several entries for Alga Brick (Pty) Ltd, such as "Alga Brick (Pty) Ltd | ClayBrick.org", "Alga Brick seeks Sales Rep (PE) | ClayBrick.org", and "Alga Brick: Quality clay brick suppliers for half a century". A blue callout box on the right contains the text: "Are you sending us news, to take advantage of CBA's top Google ranking?"

Are you sending us news, to take advantage of CBA's top Google ranking?

IMPROVING ACCESSIBILITY



Home | News | Literature

Developing and growing awareness, knowledge and support for clay brick masonry. Supporting accredited clay brick suppliers. Maintaining building standards in the use of clay bricks and pavers in construction.



[HOME](#)

[CLAY BRICK FOR GOOD](#)

[ACCREDITED SUPPLIERS](#)

[51ST AGM](#)

[DOWNLOADS](#)

[FAQS](#)

[ABOUT THE CBA](#)

[MEMBERS](#)

[GALLERIES](#)



brick as Art: Photograph by Karel de Beer

51st AGM: ClayBrick Green Team Building

13 December, 2013 - 10:52

After 50 hardworking years in the industry, we are privileged and honoured to have you in our midst as we celebrate 51 years in 2014. You are hereby invited to one of the most fun filled and exciting AGM's yet.

Due to the success of the 50th AGM, members and sponsors requested the AGM team not to hold back and organise an action packed fun filled 2014 AGM in the Natal Midlands.

[51st AGM: Members Invitation](#)

[Additional Activities](#)

[Read more](#)


SA Accredited Suppliers

If the map markers do not show in your browser, please select the Suppliers List or the List by City.

- Eastern Cape (22)
- Free State (6)
- Gauteng (27)
- KwaZulu-Natal (8)
- Limpopo (6)
- Mpumalanga (14)
- Northern Cape (5)
- North West (0)
- Western Cape (21)


Contemporary Architecture of Nelson Mandela Bay

IMPROVING ACCESSIBILITY




Call for papers - SA Innovation Summit 2014

We are calling on innovation managers, inventors, entrepreneurs, funders and policy makers and all the wonderful contributors who accelerate innova...



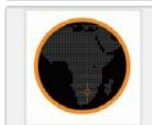
Plascon 2014 Colour Design Awards

In celebration of colour, design and creativity, South Africa's leading paint company, Plascon, has launched an exciting new competition that...




Enter the Better Living challenge

The Better Living Challenge is a call to designers and innovators; manufacturers and retailers; students and professionals; self-taught design...




Cumulus Johannesburg: Call for Abstracts

Design with the Other 90%: Changing the World by Design will be hosted by Greenside Design Center (GDC) and the Faculty of Art, Design and Architec...



Innovative Solutions in Industrial Design

Folding bike helmets, smoke alarms that send you text messages and a syringe that remains colourless when stored in its sterile pack, but changes c...



Reimagine the facade of Naspers

On 28 February submissions close for Design24, a competition to redesign the Naspers Centre on Cape Town's foreshore. The competition, which...

Academic Papers by Topic

- Built Environment (10)
- Design Education (66)
- Fashion & Textile Design (13)
- Graphic Design (2)
- Interior & Furniture Design (3)
- Jewellery Design (1)
- Media & Communication Design (5)
- Photography (11)
- Product & Industrial Design (8)
- Research Standards (7)
- Strategy & Sustainability (44)

Design in Schools

- Design in Schools
- Status of Design in SA
- Creative Industries
- Is a career in design for you?
- Tips on choosing a design school
- Parental support for creative kids
- Why study design at school?
- Grade 10 - Case Studies
- Curriculum & Caps
- Textbooks for designers, by designers

IMPROVING READERSHIP

We need your referrals: A small CBA logo will remind your readers of your Accredited Supplier status. Then link from the image to our website.

	61,356 <small>% of Total: 100.00% (61,356)</small>	61,356 <small>% of Total: 100.00% (61,356)</small>
1 ■ Organic Search	34,020	55.45%
2 ■ (not set)	20,594	33.56%
3 ■ Direct	4,893	7.97%
4 ■ Referral	1,586	2.58%
5 ■ Social	196	0.32%
6 ■ (Other)	66	0.11%
7 ■ Email	1	0.00%



**WHAT'S WITH SOCIAL MEDIA?
196 VISITORS OUT OF 130 000?**

WEBSITE TRENDS 2014/5

US customer-acquisition growth by channel, % of customers acquired

Year	Organic search	E-mail	Facebook	Twitter
2009	10	1	0	0
2010	13	1	0	0
2011	15	2	0	0
2012	16	5	0	0
Q2 2013	16	7	0	0

Source: Custora, E-Commerce Customer Acquisition Snapshot, 2013; McKinsey iConsumer survey, 2012

The Social Media are SOCIAL - pushing business in this setting can have a negative impact

56%

Want to stay in touch with **FAMILY**

55%

Want to stay in touch with **CURRENT FRIENDS**

32%

Want to reconnect with **OLD FRIENDS**

It's not just the CBA
It's not just South Africans

WEBSITE TRENDS 2014/5 – YouTube

Firth Industries - How to lay pavers

292,914 views

Uploaded on 15 Jun 2011

Firth Industries New Zealand presents a how-to guide on how to lay Firth pavers

ALL COMMENTS (49)

Share your thoughts

How to lay 1" pavers over existing concrete. by Tim Beery 481,838 views

Paver Patio Installation - Fast motion by mark goodman 39,216 views

Tommy's Trade Secrets - How to Silicone a Bath by tommytradesecrets 736,291 views

DIY How to Lay a Patio by Brett Landscaping 40,712 views

The Art of Laying Brick by learnstolebrick 1,142,368 views

How to Lay a Driveway - Bradstone by Bradstone UK 75,054 views


How to Pour Concrete Driveway by Domestic Secrets 254,298 views

How to lay Paving - Wickes by Wickes Australia/Basement 33,570 views

Tommy's Trade Secrets - How To Tile A Floor by tommytradesecrets 1,526,735 views

Brick Paver Installation - How the Pro's do it

WEBSITE TRENDS 2014/5 – Google+



After 4 hours....


 **3 likes, no comments, no reshares**

 **240 +1s, 70 comments, 53 reshares**



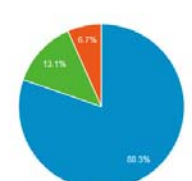
Google+ is not just for SEO – it works for other products too – we will be keeping an eye on G+ in 2014

WEBSITE TRENDS 2014/5

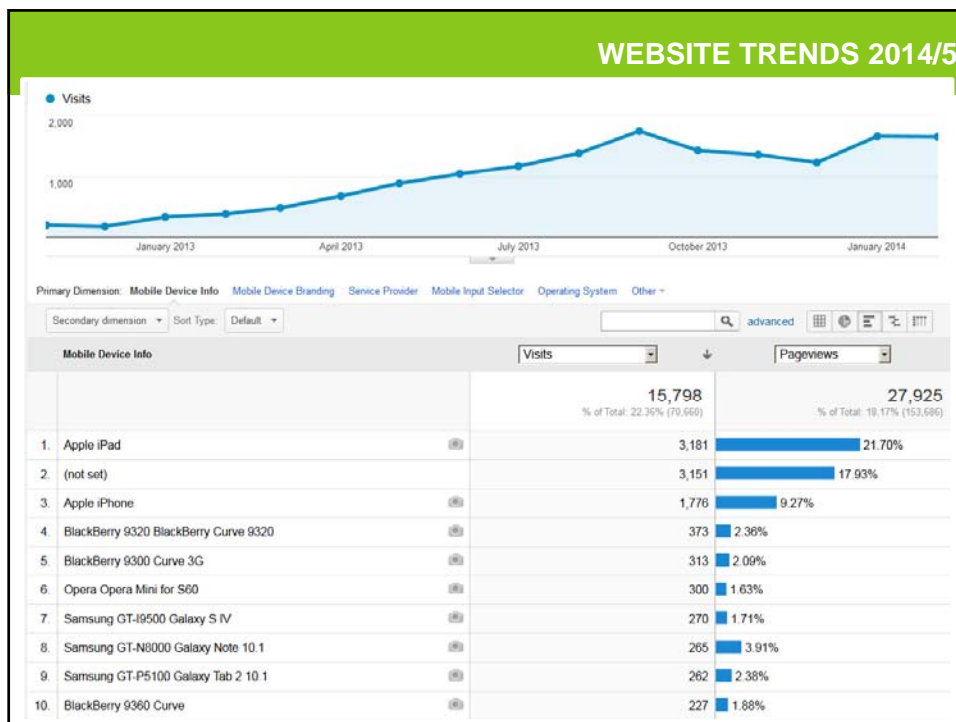



Primary Dimension: Device Category

Device Category	Visits	Pageviews	Contribution to total: Pageviews
	61,356 <small>% of Total: 100.00% (61,356)</small>	130,683 <small>% of Total: 100.00% (130,683)</small>	
1. desktop	46,657	80.26%	
2. mobile	10,580	13.06%	
3. tablet	4,119	6.66%	




MOBILE & TABLETS ARE A SMALL BUT GROWING NICHE...





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Please chat to me over the next 2 days to...
update your contact, profile + map details
answer any questions
assist with using the website