



## Sitestat data in Microsoft Office

**Office Link™ makes it possible to request and include any Sitestat report item directly into Microsoft Office applications. Without opening Sitestat you can request information and include it in your Excel spreadsheet, PowerPoint presentation or Word document. Using the Sitestat refresh button in the Microsoft Office toolbar, you can instantly refresh data at any time.**

Office Link™ allows you to combine Sitestat reports with any other data, text or presentation in a simple way. Using the Sitestat icons in your Microsoft Office toolbar you connect directly to your Sitestat data.

### *Sitestat data in Excel*

Office Link™ enables you to create management overviews in Excel in a simple way. Suppose you are responsible for sales results from your online newsletter. You want to see the results for each edition and compare performance. When creating your worksheet, you can directly request Sitestat reports, like the value of orders from the newsletter. Add other information, such as the number of e-mails sent and your sales forecast. Apply Excel's functionalities to calculate your key metrics.

Update the Sitestat data in the spreadsheet by clicking on the Refresh button in the Excel toolbar.

	A	B	C	D	E	F
1						
2						
3		<b>Newsletter results</b>				
4						
5			Week 10	Week 12	Week 14	
6						
7		E-mails sent	13.800	13.912	14.344	
8						
9		Respondents	4.187	5.672	5.433	
10		Check-out	143	97	177	
11		# sales confirmed	101	89	149	
12						
13		Conversion	2,4%	1,6%	2,7%	
14						
15		<b>Total sales</b>	<b>€7.544</b>	<b>€7.233</b>	<b>€10.235</b>	
16						
17		Sales forecast	€9.500	€8.500	€8.500	
18		% on target	79,4%	86,1%	120,4%	
19						
20		<b>Sales per respondent</b>	<b>€1,80</b>	<b>€1,50</b>	<b>€1,56</b>	
21						
22						
23						



*Sitestat data in PowerPoint*

Office Link™ makes it possible to include live Sitestat data directly in a PowerPoint presentation in a simple way. Suppose you are presenting the results of a marketing campaign across different online channels, using PowerPoint. When creating your presentation slide, you can directly request and include Sitestat reports like the conversion from each campaign. Choose your own style, headings and formatting to fit with your brand and clearly communicate the results and your message.

When you present, update the Sitestat data live in PowerPoint by clicking on the Refresh button in the PowerPoint toolbar.

Channel	# visitors	# converted	%
Banner	133	10	7.52 %
E-mail	155	9	5.80 %
Paid search	2,371	69	2.91 %
RSS	473	11	2.33 %
<b>Total</b>	<b>3,130</b>	<b>99</b>	<b>3.16 %</b>

*Sitestat data in Word*

Office Link™ enables you to include Sitestat data directly in a Word document in a simple way. Suppose you write a report about how people reached your website in the last quarter, including a section about Search Engine Marketing. While creating your document, you can directly request and include Sitestat reports like the most used search words. Choose the style, titles and headings that fit your document and make your own comments to clearly communicate your message.

To complete your document, update the Sitestat data in Word by clicking the Refresh button in the Word toolbar.

Marketing Plan: Our website page 3/5

**Search**

If we look at the search words that people used to reach our website, it appears that the top 5 words used represent more than 49%. Clearly the number one search word is 'travel'.

Search words	Number	Percentage
Travel	1,256	10,6%
Cheap	1,159	9,8%
Flight	1,065	9,0%
Hotel	948	8,0%
Trips	892	7,5%
Rest	6,532	55,1%
<b>Total</b>	<b>11.852</b>	<b>100,0%</b>

Data from: Sitestat

The top 10 search words represent almost 58%. This means

To find out more about Sitestat please contact us on +44 (0)20 7841 1544 or E-Mail [info@nedstat.co.uk](mailto:info@nedstat.co.uk).