

UPSES ANNUAL CAMPAIGN REPORT 2022 - 2023



ALGOWITHYOU
A DIGITAL MARKETING AGENCY

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CAMPAIGN OVERVIEW

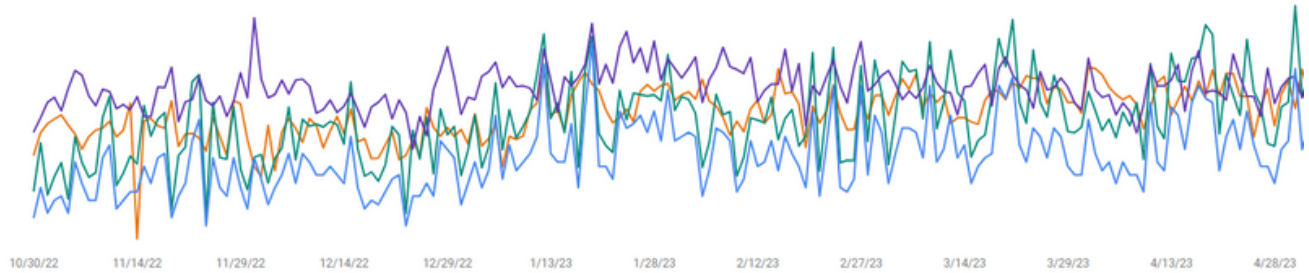
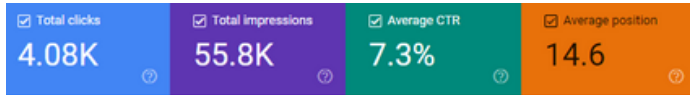
Analysis Period: October 17, 2022 - October 17, 2023

Leveraging available data from various platforms from October 17, 2022 (campaign launch) to October 17, 2023, we conducted an in-depth analysis of UPSES' SEO campaign and its growth and success for ranking for targeted keywords. The following findings reflect the campaign's performance during the aforementioned time frame:

Highlighted Achievements and Successes

- **Keyword Ranking Improvements**
 - The ongoing on-page optimization efforts have contributed to and sustained significant ranking improvements for targeted keywords. Many of these keywords consistently maintained their positions on the first page of search engine results.
- **Increased Organic Traffic**
 - The organic traffic continued to grow steadily during the analysis period, with a focus on attracting users to event pages and driving engagement.
- **Enhanced User Experience**
 - Technical SEO improvements contributed to an improved user experience (UX), potentially contributing to lower bounce rates and higher engagement rates.
- **Content Engagement**
 - The event page content strategy's effectiveness has been evident in sustained user engagement. Visitors spent more time on the website, explored various pages and found valuable information.
- **Strong Return on Investment (ROI)**
 - The SEO campaign maintained its ROI throughout the analysis period, as increased organic traffic continued to drive sales and revenue for UPSES and The Portuguese Market.

UPSES PERFORMANCE IN SEARCH RESULTS



Looking at the available data, the campaign has garnered 55.8K total impressions, with an impressive average CTR of 7.3%, showcasing the strong user intent to click after earning an impression.

| Top queries | ↓ Clicks | Impressions | CTR | Position |
|---------------------------------|----------|-------------|-------|----------|
| upses | 239 | 5,076 | 4.7% | 4.3 |
| portuguese hall san diego | 236 | 1,228 | 19.2% | 1.6 |
| portuguese consulate san diego | 117 | 328 | 35.7% | 1.9 |
| portuguese festa schedule 2023 | 117 | 667 | 17.5% | 5 |
| san diego portuguese festa 2023 | 82 | 227 | 36.1% | 1.7 |
| portuguese hall | 66 | 2,119 | 3.1% | 6.9 |
| upses hall | 60 | 144 | 41.7% | 1.6 |
| ses portuguese hall | 58 | 374 | 15.5% | 4 |
| united portuguese ses inc | 58 | 129 | 45% | 1.6 |
| san diego portuguese hall | 48 | 140 | 34.3% | 1.7 |

UPSES TOP VISITED PAGES

Over the course of the campaign, the engagement rate has been notably high (56.85%), showcasing the significant level of interaction users are having with the content on the UPSES website; benchmark engagement rates (average engagement rates) range from 1% to 3.5%.

The most visited event pages included the following: 2023 Festa Fundraisers page, the Padres vs. Giants Portuguese Heritage night event page, Festa Parade Participation page and the 2023 Cork & Brew event page.

| Page path and screen class | + | ↓ Views | Users | Views per user | Engagement rate | Average engagement time | Event count |
|----------------------------|--|---------------|---------------|----------------|-----------------|-------------------------|-----------------------------|
| | | 100% of total | 100% of total | Avg 0% | Avg 0% | Avg 0% | All events 100% of total |
| 1 | / | 13,875 | 8,997 | 1.54 | 60.93% | 46s | 50,437 |
| 2 | /festa/ | 3,025 | 2,074 | 1.46 | 31.29% | 1m 13s | 9,147 |
| 3 | /bingo/ | 1,995 | 1,354 | 1.47 | 32.27% | 45s | 6,225 |
| 4 | /about/ | 1,894 | 1,420 | 1.33 | 11.16% | 1m 04s | 4,756 |
| 5 | /2023-festa-itinerary/ | 1,479 | 953 | 1.55 | 28.3% | 57s | 4,508 |
| 6 | /the-venue/ | 1,034 | 795 | 1.30 | 19.83% | 1m 02s | 2,895 |
| 7 | /festa/2023-festa-presidents-message/ | 993 | 808 | 1.23 | 46.23% | 58s | 3,479 |
| 8 | /consul-services/ | 915 | 651 | 1.41 | 44.2% | 58s | 3,178 |
| 9 | /2023-festa-fundraisers/ | 904 | 709 | 1.28 | 25% | 51s | 2,746 |
| 10 | /portuguese-heritage-night-padres-vs-giants/ | 686 | 502 | 1.37 | 39.78% | 29s | 2,342 |
| 11 | /contact/ | 626 | 463 | 1.35 | 15.59% | 44s | 1,848 |
| 12 | /2023-festa-queen-king/ | 554 | 473 | 1.17 | 31.02% | 1m 03s | 1,787 |
| 13 | /festa/parade-participation/ | 481 | 353 | 1.36 | 29.22% | 44s | 1,566 |
| 14 | /2023-cork-brew/ | 477 | 261 | 1.83 | 29.35% | 1m 06s | 1,404 |
| 15 | /festa-da-lapa/ | 309 | 197 | 1.57 | 37.97% | 45s | 942 |
| 16 | /join-the-filarmonica-today/ | 298 | 235 | 1.27 | 14.76% | 32s | 826 |
| 17 | /75th-annual-diamonds-pearls-celebration/ | 278 | 188 | 1.48 | 13.9% | 31s | 712 |
| 18 | /scholarships/ | 265 | 205 | 1.29 | 35.34% | 37s | 867 |
| 19 | /festa/weekly-crowning/ | 249 | 189 | 1.32 | 20.54% | 52s | 739 |
| 20 | /2022-festa-do-espirito-santo/ | 248 | 186 | 1.33 | 47.95% | 41s | 920 |

SERP FEATURES: UPSES

Google ups es

Images News Shopping Maps Definition Videos Food Tickets Scholarship

All filters Tools SafeSearch

About 145,000 results (0.58 seconds)

upses.com
https://upses.com

United Portuguese S.E.S.
Events & Information. **UPSES** Casino Night Flyer. Romarias Participation Flyer ... U.P.S.E.S., Facebook-f Instagram. The Portuguese Market. Facebook-f Instagram ... Festa - The Portuguese Market - The Venue - 2023 Festa Fundraisers

upses.com
https://shop.upses.com

The Portuguese Market
Rice & Grains · Sauces · Seafood · Snacks & Chips · Spices & Seasonings · Wine & Spirits · **UPSES** · About Us · Events · Festa Da Lapa 2023 · Contact. (0) The ...

facebook.com
https://www.facebook.com › UnitedPortugueseSES

United Portuguese SES | San Diego CA - Facebook
The **UPSES** Festa is excited to continue the festivities with our Splendor On The Grass XXV Golf Tournament. Don't miss out on this fun community event Saturday, ...

upses.com
https://upses.com › festa

Festa – United Portuguese S.E.S.
In 1948 the current União Portuguesa Sociedade do Espírito Santo, which translates to the United Portuguese Society of the Holy Spirit, or **U.P.S.E.S.**, Inc.

People also ask

What does Portuguese SES stand for?

What is the Portuguese festival in San Diego?

Feedback

upses.com
https://upses.com › about

About – United Portuguese S.E.S.
San Diego's Portuguese community today is made up of immigrants from the Azores, Madeira, and mainland Portugal going back five generations in some cases.

instagram.com
https://www.instagram.com › unitedportugueseses

United Portuguese SES Inc (@unitedportugueseses) - Instagram
Home of The Portuguese Bar For imported goods follow our market @theportuguesemarket · www.upses.com.

facebook.com
https://www.facebook.com › upsportugueseamericid...

UPSES Portuguese-American Dancers | San Diego CA
UPSES Portuguese-American Dancers, San Diego, California. 636 likes · 4 talking about this. A Portuguese folklore dance group.

S.E.S. Portuguese Hall of San Diego

4.6 ★★★★★ 121 Google reviews
Function hall in San Diego, California

Address: 2818 Avenida De Portugal, San Diego, CA 92106
Hours: Closed · Opens 12 PM · More hours
Phone: (619) 223-5880

Suggest an edit · Own this business?

Products View all

Beverages
Snacks & Chips
Spices & Seasonings

Explore categories

Beverages Snacks & Chips Spices & Seasonings

Questions & answers
See all questions (13) Ask a question

Reviews Write a review Add a photo

"If you like Portuguese foods and drinks, you will like this little shop."
★★★★★

"Nicest people and food!"
★★★★★

"A nice place to host events or attend cooking school classes"
★★★★★

SERP FEATURES: THE PORTUGUESE MARKET

Google the portuguese market

Maps Images Menu Shopping Near me Videos News San diego Food

About 545,000,000 results (0.66 seconds)

upses.com
https://shop.upses.com

The Portuguese Market

The Portuguese Market carries various Portuguese products such as linguicas, cheeses from Pico and Madeira, different flours and condiments and also a ...
30-day returns

Products
Thanks for contacting us! We'll get back to you as soon as possible ...

Contact
The team at The Portuguese Market is looking forward to ...

Frozen Foods
The Portuguese Market has a variety of Portuguese frozen ...

About Us
The Portuguese Market. (0). About United Portuguese S.E.S. Inc ...

More results from ups.es.com >

facebook.com
https://www.facebook.com/theportuguesemarket

The Portuguese Market | San Diego CA - Facebook

Regular Market Hours Sunday & Monday: CLOSED Tuesday - Friday: 10:00 AM - 5:00 PM Saturday: 10:00 AM - 4:00 PM As always, our online shop is available 24/7 ...
★★★★★ Rating: 5 - 1 vote

yelp.com
https://www.yelp.com/.../The-Portuguese-Market

THE PORTUGUESE MARKET - 168 Photos & 13 Reviews

Sep 15, 2023 — The Portuguese Market · Map · 2818 Avenida De Portugal, San Diego, CA 92106. Point Loma, Fleetridge. Directions · (619) 704-0506. Call Now.

yelp.com
https://www.yelp.com/.../Food/Portuguese-Market

Portuguese Market San Diego, CA - Yelp

Top 10 Best Portuguese Market in San Diego, CA - November 2023 - Yelp - The Portuguese Market, O Prego - A Taste of Portugal & Brazil, Andres Latin Market, ...

instagram.com
https://www.instagram.com/theportuguesemarket

The Portuguese Market (@theportuguesemarket) - Instagram

Your local source for Portuguese Imported Products Located inside @unitedportugueses. Food, Liquor, Wine, 4-course Dinner Events & More!

obrag.org
https://obrag.org/2015/04/restaurant-review-portu...

Restaurant Review: Portuguese Market and Cafe in Point ...

Apr 14, 2015 — Restaurant Review By Judi Curry Portuguese Market and Cafe 2818 Avenida de Portugal San Diego, CA 92106 Facebook @ Portuguese Cafe ...

opregosd.com
https://www.opregosd.com

Portuguese & Brazilian Imported Foods & Bakery Products | O ...

Portuguese & Brazilian Grocery & Baked Goods | Shipping across US & FREE* delivery in San Diego County, OC and Los Angeles.
HOLIDAY Gifting · NEW Items · Shop All · FREE Delivery

See photos See outside

The Portuguese Market

Website Directions Save

5.0 ★★★★★ 3 Google reviews
Small business · Market in San Diego, California

Address: 2818 Avenida De Portugal, San Diego, CA 92106

Hours: Open · Closes 5 PM

Phone: (619) 704-0506

Suggest an edit · Own this business?

Questions & answers
See all questions (1) Ask a question

Reviews from the web

Reviews Write a review Add a photo

3 Google reviews

From The Portuguese Market

"We carry various Portuguese products such as linguicas, cheeses from Pico and Madeira, different flours and condiments and also a variety of fish and liquors. Our hope is to spread the word and become even more successful not just to our Portuguese...
More

The Portuguese Market on Google

Senior Citizen Day! Visit our market to get 10% off on all non-sale items for patrons 62 years of age a...
Nov 7, 2023

Caldo Verde Soup
NOW! Stop to get a quart c
Nov 3, 2023
Buy

Profiles
Facebook Instagram

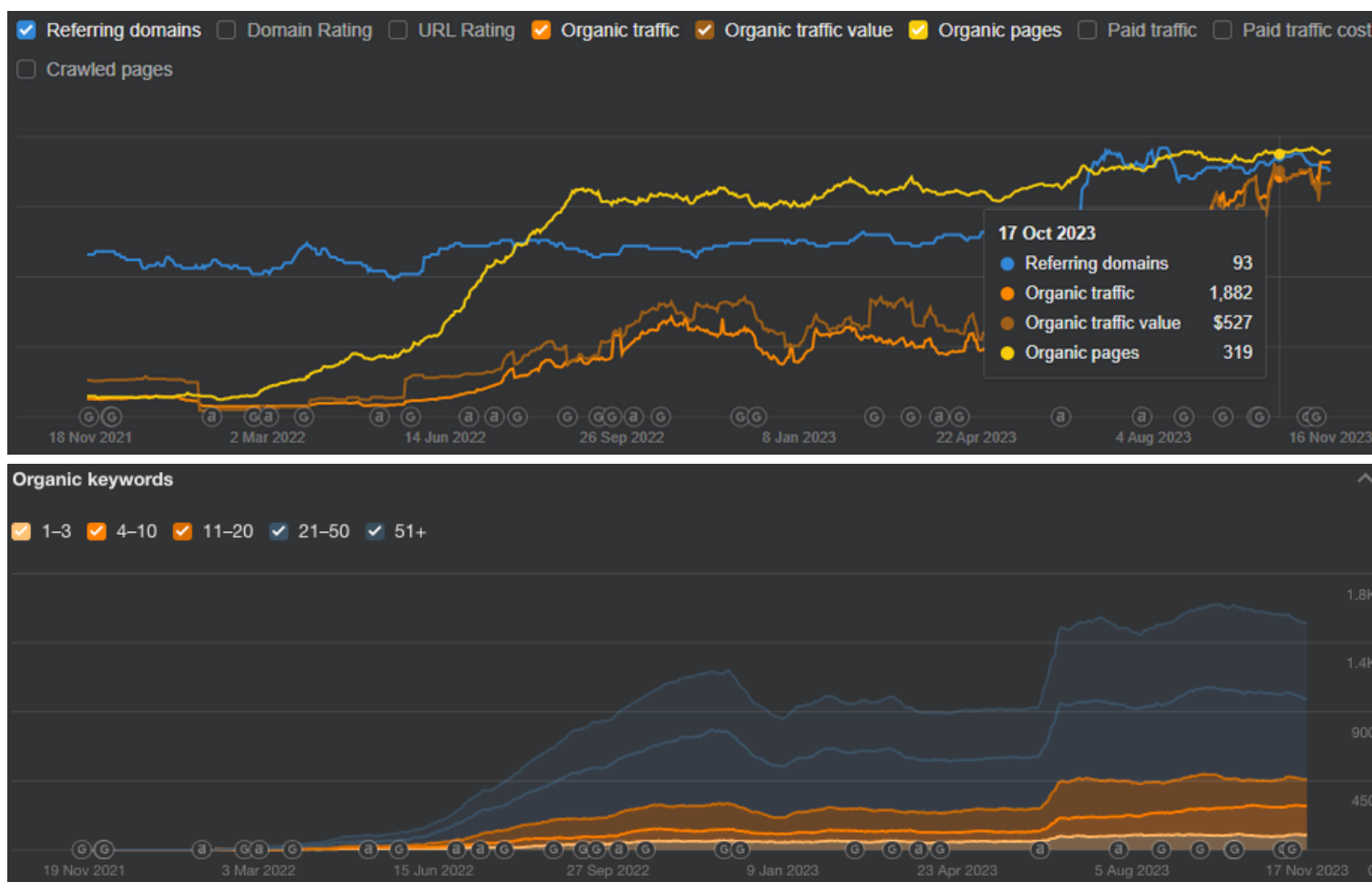
TOP RANKING KEYWORDS

[ADDITIONAL METRICS CAN BE FOUND HERE](#)

| Keyword | Volume | Organic Traffic | Position |
|-----------------------------|--------|-----------------|----------|
| licor de anis | 450 | 65 | 1 |
| super beer | 150 | 5 | 1 |
| sumol | 900 | 49 | 1 |
| anis licor | 250 | 8 | 1 |
| portuguese market san diego | 100 | 35 | 1 |
| portuguese market | 60 | 10 | 1 |
| upses festa san diego | 20 | 3 | 1 |
| portuguese hall san diego | 30 | 12 | 1 |
| licor de aniz | 500 | 187 | 1 |
| portuguese soda | 100 | 15 | 1 |

UPSES & THE PORTUGUESE MARKET

ORGANIC TRAFFIC GROWTH



Since launch, UPSES' website has steadily improved in organic traffic numbers believed to be largely due to SEO efforts for on-page optimization, site content creation and event promotion efforts.

The domain has garnered more than 397 backlinks from 90 domains, including highly coveted links from San Diego Union Tribune that have helped strengthen the brand's identity and signal to search engines that the site possesses strong authority, expertise and trustworthiness (EAT strategy per Google's Search Quality Evaluator Guidelines).

UPSES & THE PORTUGUESE MARKET

12 MONTH CONSTANT CONTACT OVERVIEW



Trends

Compare your contact growth over the selected time range.

During the past 12 months, you had **+1,643 net new contacts**

Your contacts growth is looking up!

Current total contacts **1,923**

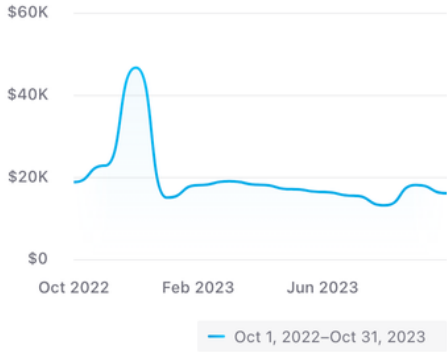
Trends

Compare your stats over time and across your industry during the selected time range.

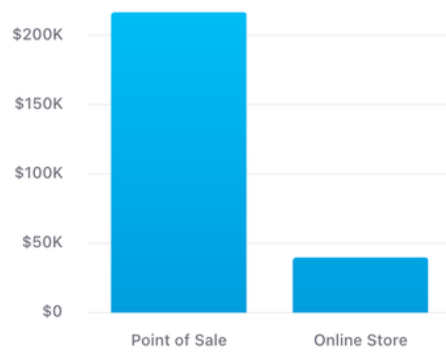
| | | | |
|------------------------|--------|-------------------------|-------|
| Your open rate: | 54% | Your click rate: | 3% |
| vs. previous 12 months | +4% ↗ | vs. previous 12 months | +1% ↗ |
| vs. industry average | +13% ↗ | vs. industry average | +1% ↗ |

THE PORTUGUESE MARKET 12 MONTH SHOPIFY OVERVIEW

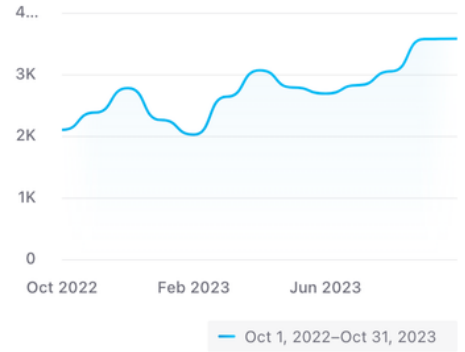
Total sales
\$256,310.22



Sales by channel
\$250K



Online store sessions
35,869



Online store conversion rate
1.41%

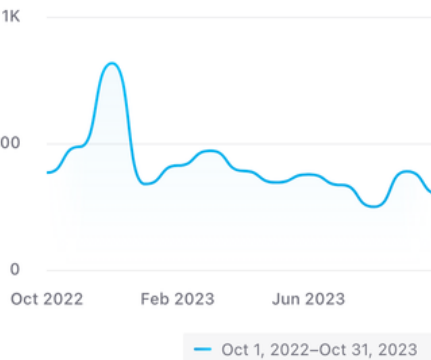
Added to cart
3,271 sessions

Reached checkout
2,600 sessions

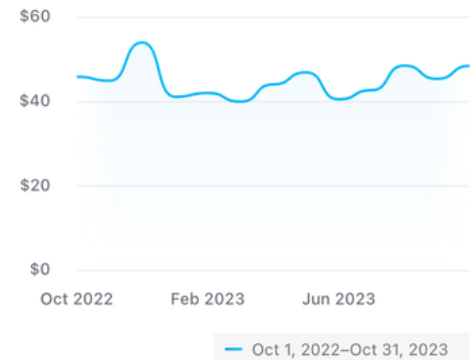
Sessions converted
505 sessions

9.12%
7.25%
1.41%

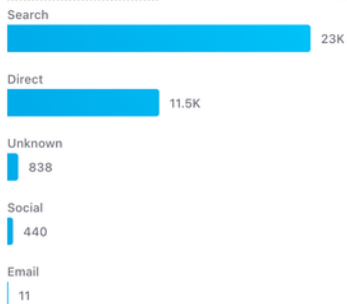
Total orders
5,331



Average order value
\$45.56



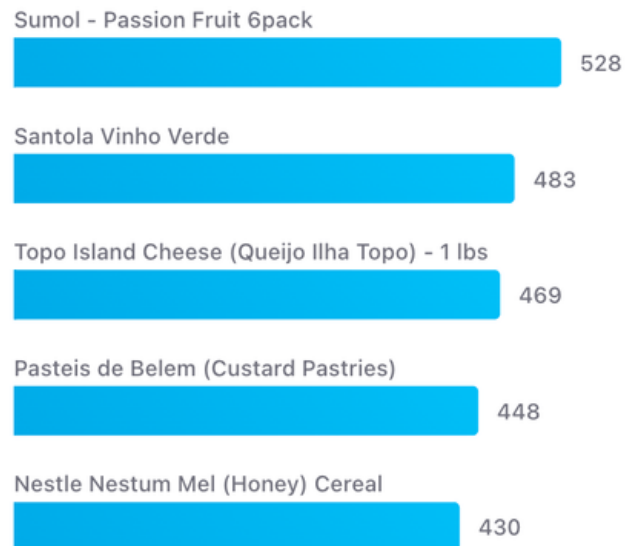
Sessions by traffic source



Sales by traffic source



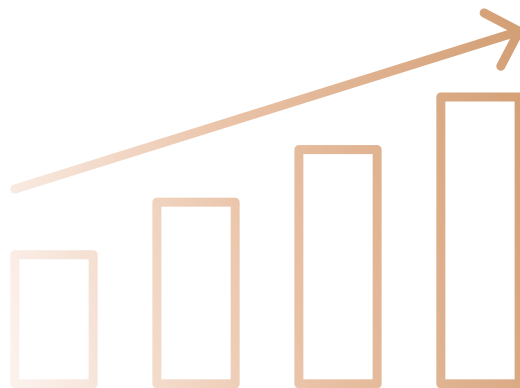
Top selling products



6 MONTH ROADMAP

As we look to the future for UPSES' SEO campaign, we believe in continuing to update the website to improve UX, produce engaging website content, build backlinks and regularly monitor the website's technical performance using tools to analyze traffic, rankings and engagement to assess the impact of our SEO efforts.

We also strongly believe in making data-driven decisions to refine UPSES' SEO strategy, modifying website content and optimization efforts as needed based on the performance of the campaign's target keywords.



CONCLUSION

The findings from the analysis of October 2022 to October 2023 outline the sustained growth and success of UPSES' overall SEO campaign.

Moving forward, it is imperative to maintain the momentum gained during this campaign. Regular monitoring, analysis of performance metrics and adaptation to evolving search engine algorithms will be crucial to sustaining and enhancing the achieved results. Additionally, exploring new opportunities for growth, such as emerging keywords or untapped market segments, will be essential for staying ahead of the competition.

At AlgoWithYou, we look forward to growing the online presence through various online efforts including continuing to leverage the following platforms: Constant Contact, the UPSES websites and Google Business.

