

cicada trading

www.cicada-trading.com



australian indigenous art



Case Study of Cicada Trading

- The business
- Getting started
- International trade
- E-commerce strategy
- Costs
- Non-financial benefits
- Challenges
- Future

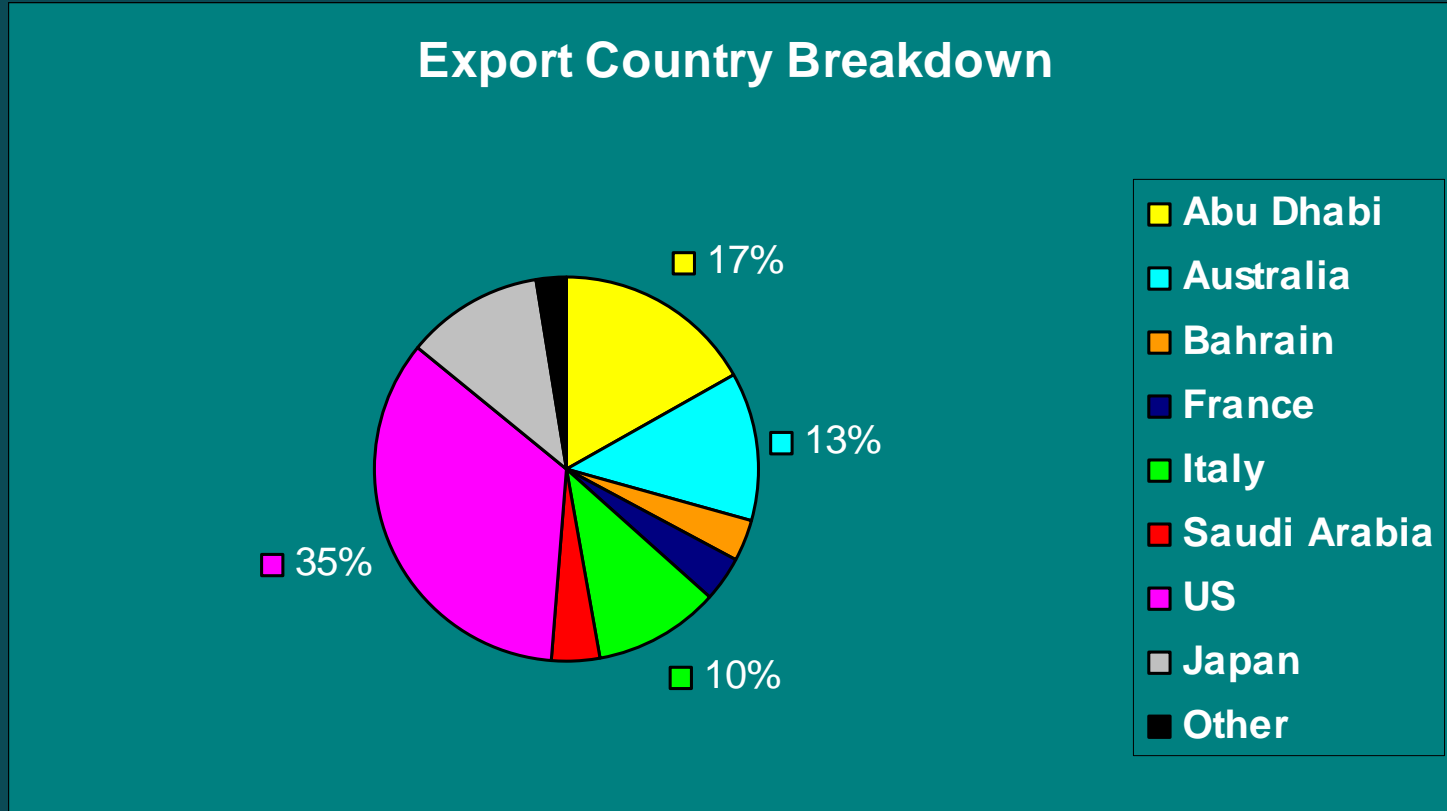
The business

- Established 2003
- Showcases & exports Aboriginal Art
- Int'l fairs, exhibitions and private collectors
- Initially US and Europe then Middle East
- Future SE Asia

Getting started with e-commerce

- Sole director
- O/seas exhibitions and no retail outlet
- Widen audience
- Professional presence
- Outsourced design and building of site
- Initially, basic but professional image (inc consistency across all mktg material)

International trade



Australian Contemporary Fine Art

E-Commerce strategy

- Initial site, simple - not revenue dependant
- After initial presence, redeveloped web-site to cater for multi-lingual
- E-commerce useful tool to access international trade
- Does not replace personal relationship
- Cater for regional differences (measures)

Catalogue

Enjoy browsing this catalogue. Pricing listed on this site includes shipping of the artwork rolled a solid tube (unless otherwise specified such as for paintings in natural ocrs).

To view further works from an artist's collection or for any other enquiries please contact us by [info@cicada-trading.com](mailto:info@ cicada-trading.com).

Click on a thumbnail image to view larger image.



[Barbara Reid Napangardi](#)
Rockhole
acrylic/canvas
150 x 89 cm (59 x 35 in.)
CT10683BRN

for sale [enquire](#)
AUD\$2500



[Barbara Reid Napangardi](#)
Plum Bush Tucker
acrylic/canvas
30 x 56 cm (12 x 22 in.)
CT10464BRN

reserved [enquire](#)
AUD\$350

Costs

- Initial site cheap but required outside consultant to maintain
- Revamped enables in-house maintenance
- \$ fluctuation - no pricing, no basket
- Domain name - longer period=protection
- Web hosting/tools/logs/support
- Presence crucial for smaller companies
- Regular updates increases search results

Website tools

- Show Lunarpages web/ftp stats
 - Monthly hits
 - Top 30 URLs accessed
 - Top 30 addresses accessing website
 - Referrers
 - Country breakdown

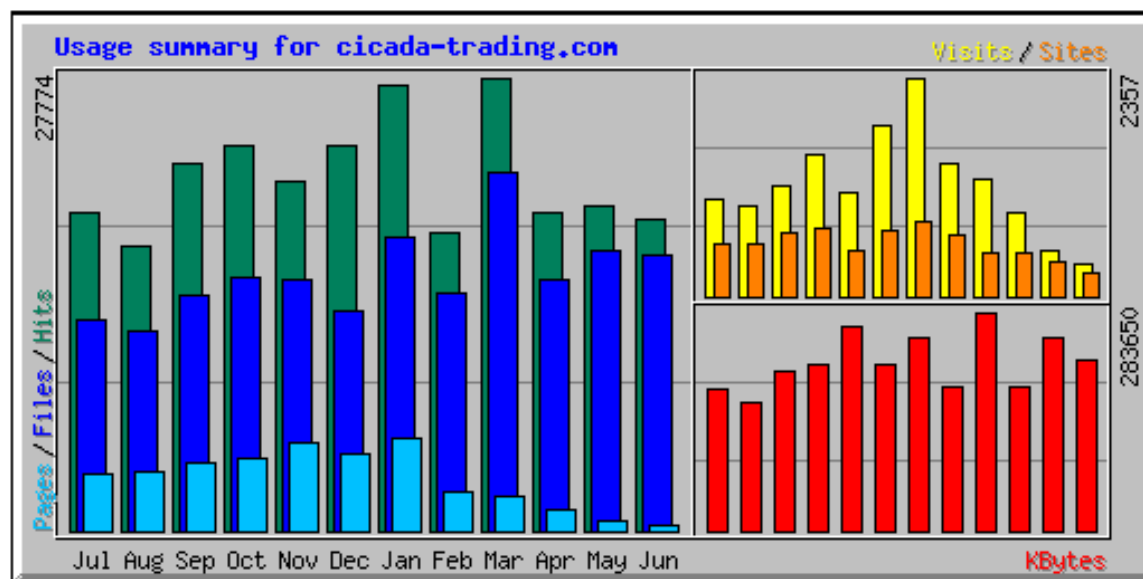
Web / Ftp Statistics

In this area you can view statistics about your website. Please be aware that only latest visitors is a live feed. All of the statistical reports are updated every 24 hours. All of the bandwidth information is updated every 6 hours. If you wish to compare data from each statistics program you should only compare data that is at least 36 hours old to ensure that it has been updated and is providing the correct information. Please note these times are estimates, and are subject to change on the amount of traffic on the server.

- »» [Analog](#)
Analog produces a simple summary of all the people who have visited your site. It is fast and provides great lightv statistics.
- »» [Webalizer](#)
Webalizer is a more complex stats program that produces a nice variety of charts and graphs about who has visite site. This is probably the most popular stats engine available today.
- »» [Webalizer Ftp](#)
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- »» [Subdomain Stats](#)
This will show statistics for the subdomains on your account.
- »» [Latest Visitors](#)
This will show you the last 300 visitors who came to your site and some interesting information about them.
- »» [Bandwidth](#)
This will show how many bytes your account has transferred.
- »» [Error Log](#)
This will show errors in your site, images not loading, missing files, etc. This is very useful for debugging CGI scrip

Usage Statistics for cicada-trading.com

Summary Period: Last 12 Months
Generated 19-Jun-2007 03:01 PDT



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jun 2007	1007	887	21	18	241	221230	343	400	16869	19137
May 2007	642	556	19	15	368	251271	493	614	17237	19916
Apr 2007	648	511	41	30	481	187154	910	1239	15337	19440
Mar 2007	895	707	67	40	470	283650	1254	2105	21917	27774
Feb 2007	651	518	86	50	660	187096	1421	2433	14519	18248
Jan 2007	879	581	183	76	801	249181	2357	5692	18038	27262
Dec 2006	759	435	154	59	701	215035	1829	4784	13490	23536

Top 10 of 58 Total URLs By KBytes

#	Hits		KBytes		URL
1	9939	48.77%	110391	46.93%	/artThumbnail.do
2	1737	8.52%	30923	13.15%	/catalogue.do
3	316	1.55%	28897	12.28%	/artImage.do
4	251	1.23%	12278	5.22%	/artistsRepresented.do
5	1219	5.98%	8638	3.67%	/artWork.do
6	761	3.73%	6682	2.84%	/artist.do
7	50	0.25%	4079	1.73%	/admin/artWorkAction.do
8	478	2.35%	3509	1.49%	/artistPhoto.do
9	132	0.65%	3465	1.47%	/img/home/main2.gif
10	132	0.65%	3268	1.39%	/img/home/main4.gif

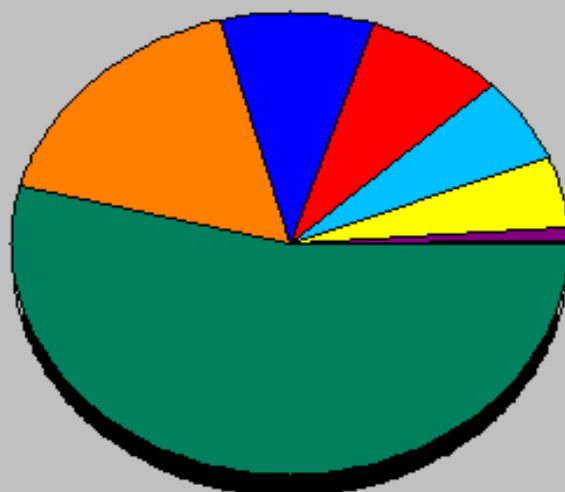
Top 30 of 278 Total Sites

#	Hits		Files		KBytes		Visits		Hostname
1	2375	11.65%	1995	11.12%	29668	12.61%	19	5.03%	cpe-124-187-44-150.qld.bigpond.net.au
2	1131	5.55%	985	5.49%	12833	5.46%	0	0.00%	cpe-139-168-195-29.sa.bigpond.net.au
3	980	4.81%	516	2.88%	6493	2.76%	0	0.00%	ppp-82-84-120-133.dialup.tiscali.it
4	976	4.79%	956	5.33%	11794	5.01%	5	1.32%	oilsearchlimited.o2gsc76f03.optus.net.au
5	911	4.47%	910	5.07%	12463	5.30%	1	0.26%	203-206-54-81.dyn.iinet.net.au
6	877	4.30%	875	4.88%	11394	4.84%	1	0.26%	hr109.hr.ucsb.edu
7	837	4.11%	809	4.51%	11984	5.09%	0	0.00%	88-106-221-195.dynamic.dsl.as9105.com
8	795	3.90%	792	4.41%	7034	2.99%	1	0.26%	203-221-207-80.static.netspeed.com.au
9	749	3.68%	736	4.10%	11841	5.03%	0	0.00%	adl-pow-pr3.tpgi.com.au
10	643	3.16%	594	3.31%	5753	2.45%	6	1.59%	crawl-66-249-67-177.googlebot.com
11	492	2.41%	490	2.73%	6448	2.74%	1	0.26%	124.149.44.80
12	459	2.25%	451	2.51%	4606	1.96%	2	0.53%	livebot-65-55-212-232.search.live.com
13	448	2.20%	405	2.26%	7553	3.21%	5	1.32%	218.185.68.100
14	447	2.19%	423	2.36%	5900	2.51%	0	0.00%	pool2-112.dyn.winshop.com.au
15	403	1.98%	398	2.22%	5358	2.28%	1	0.26%	ip68-107-89-65.sd.sd.cox.net
16	382	1.87%	362	2.02%	4733	2.01%	1	0.26%	inside.sl.nsw.gov.au

Listing the top 30 referring URLs by the number of redirected requests, sorted by the number of redirected requests.

#reqs	URL
61	http://www.cicada-trading.com/admin/artists.do
36	http://www.austarab.com.au/members/alpha.cfm
25	http://www.google.com.au/search
22	http://www.cicada-trading.com/aboutUs.do
19	http://www.whois.sc/cicada-trading.com
19	http://www.cicada-trading.com/catalogue.do
15	http://www.google.com/search
14	http://www.cultureandrecreation.gov.au/wsd/3842.htm
10	http://www.cicada-trading.com/artInProfile.do
10	http://home.lsjax.com/artx/
9	http://www.cicada-trading.com/artist.do
9	http://www.cicada-trading.com/artistsRepresented.do
8	http://www.cicada-trading.com/contactUs.do
8	http://www.pingdom.com/monitor/www.cicada-trading.com
7	http://www.culture.gov.au/search/category//state//audience//qt/Australian+indigenous+a
4	http://www.cultureandrecreation.gov.au/search/category//state//audience//qt/Australian+
4	http://www.google.fr/search
3	http://www.ottosuch.de/
3	http://www.webdesignwasp.com.au/web.htm
3	http://www.cultureandrecreation.gov.au/search/banner/s97.cgi.exe
3	http://www.cicada-trading.com/artWork.do
2	http://www.cultureandrecreation.gov.au/website/category/ZXKA36~Indigenous+Arts.+t
2	http://www.cicada-trading.com/badlink
2	http://www.cultureandrecreation.gov.au/website/category/ZXKA~Indigenous+Arts.+Cu
2	http://search.live.com/results.aspx
2	http://cicada-trading.com/contactUs.do
2	http://www.aboriginaltrip.com/pagine/links.htm
2	http://www.acn.net.au/website/category/ZXKA36~Indigenous+Arts.+Culture+and+Heri

Usage by Country for June 2007



Australia (54%)
 US Commercial (17%)
 Italy (9%)
 Network (8%)
 Unresolved/Unknown (6%)
 US Educational (5%)
 India (1%)

Top 15 of 15 Total Countries

#	Hits		Files		KBytes		Country
1	10925	53.61%	10130	56.46%	133428	56.72%	Australia
2	3444	16.90%	2890	16.11%	37322	15.87%	US Commercial
3	1875	9.20%	1234	6.88%	15850	6.74%	Italy
4	1623	7.96%	1369	7.63%	17419	7.40%	Network
5	1308	6.42%	1176	6.55%	16851	7.16%	Unresolved/Unknown
6	952	4.67%	945	5.27%	12166	5.17%	US Educational
7	179	0.88%	140	0.78%	1389	0.59%	India
8	29	0.14%	28	0.16%	370	0.16%	United Kingdom
9	24	0.12%	21	0.12%	229	0.10%	Germany

Non-financial benefits

- Customer satisfaction
- 24hr access
- Easy contact
- Instant updates – react to market demands or new compliance demands

Challenges

- Understanding how search engines work
- Designing website in line with business procedures and timings:
 - Maintenance (what areas and frequency)
 - Logistics of updating new stock (stock code)
- Careful redesign as business proven

Future

- Multi-lingual
- On-site Search options
- More links/referrers

Thank you!

Feel free to contact me anytime

Anne Speed

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Australian Contemporary Fine Art