

A+

What is your Grade?

10 THINGS BUSINESS OWNERS NEED TO KNOW ABOUT THEIR WEBSITE.

Tips from Online Marketing Strategist

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Connecting your solutions
with your clients' problems





CAN YOU ANSWER THESE 10 QUESTIONS?

WHAT IS YOUR GRADE?

- 1 How many visitors found your website?
- 2 How did they find your website?
- 3 How long did they stay?
- 4 What pages did they visit or read?
- 5 What city did they come from?
- 6 Did they return after their first visit?
- 7 Were they male or female?
- 8 Did they ask for directions?
- 9 What time or day did they visit?
- 10 Were they on a mobile device?

If you can answer these questions you are among the one percent of business owners that recognize their website needs to be providing a return on the investment and provide data about visitors and potential customers. Grade = A+

If you can't answer these questions turn to the next page to learn why the answers are important and how to find them on your website.

Grade = D+

1. HOW MANY VISITORS FOUND YOUR WEBSITE?



Understanding your website's visitors' behavior is one of the first steps to increase your online visibility. It is not much different from understanding shoppers' behavior at a physical store location or office. Some questions need to be answered but it is much easier to get the answers from your company website than a physical location.

The numbers game is similar to a physical store. You need visitors to walk through the front door in order to view your products or services. The more people that see your products or services the better the probability that someone will purchase something.

Even better with an online store, you can determine how many people walked by your store and didn't come in to shop! Or how many saw your store and didn't find it interesting enough to come inside?

Who cares? You should. It tells you how effective your message is to attract potential buyers. In the case of search, they are looking for your product or service but didn't enter the store. You need to understand how often this happens and make changes to improve the number of people that visit.

2

HOW DID THEY FIND YOUR WEBSITE?



Often in marketing and advertising, it is difficult to know what is effective and how a customer found your store. Walking by, billboard, newspaper, radio, TV, sign in the window?

Why is this important? You probably already know it is an indication of how well your marketing channels are working. Online that could be search, email campaigns, banners, Ad Words, Facebook, or any of the multitude of available channels.

Where you spend your marketing dollars and their effectiveness online or offline is important for calculating your return on investment for that channel. With your website how people found you can help you improve your campaigns and optimize dollars spent on advertising/marketing.

If you send out 1,000 emails and no one comes to your website something is wrong with your list, your offer, or your message. Knowing how effective a campaign is in attracting visitors will help you adjust each and everyone making the more effective.



3. HOW LONG DID THEY STAY ON YOUR WEBSITE?

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4. WHAT PAGES DID THEY VISIT OR READ?

Wouldn't it be great if you could watch every customer in your store? Where they walked? What they looked at? How long did they look at it? If you knew that about all of your visitors you could design displays to be more appealing, better positioned in the store. Maybe you could change prices or have a sale on those items that were looked at but didn't sell. The possibilities for capturing sales with this information is endless.

It is possible to know what everyone looked at and how long on your website. You can know how they traveled about the website from one page to another. You can even know when they got bored and left your website.

If you can tell that the visitor lingered for some time on a particular page showing interest you might create an offer that would pop-up and encourage them to purchase at that moment. Did they come back and visit the same page again?

That is hard to do in a physical store but quite easy on your company's website. Keep reading to find out how.



5. WHAT DAY AND TIME DID YOU GET THE MOST VISITORS?

If it was a physical store the day and time of visitors is important for staffing and stocking shelves. Online it might tell you when to have assistance standing by for a chat or whether the visitors are searching from work or at home.

Of course, if you are a restaurant, coffee shop, or another physical store the time of day that someone is searching for your product becomes even more important. Did they check the map for your location or attempt to call your business? Do you need to extend your hours to accommodate these customers or answer the phone?

Did you get more visitors after that mailing or the email campaign or business conference? It might help to know how effective the money was spent to attract visitors.

Maybe the visitor just needs to be able to leave you a message and you promise to get back to them soon. The day and time of day is additional information that helps you gain customers.

6.

ARE THEY RETURNING VISITORS?



Returning visitors provides another opportunity to close the deal. They are expressing interest and revisiting your site. If they purchase the first time they may be looking to purchase again.

Maybe they have more questions. Are they looking at the same pages or different pages? Perhaps it is time to offer them or show them something they didn't see the first time.

On your website, it doesn't matter if the same clear of the salesperson is on duty that recognizes the return visitor. These returning visitors can be recognized and offered for showing their repeated interest.

What if they are all new and few returning visitors? That may mean that you are doing the right things to enable potential customers to find you but not the right things to capture their interest. Like any other sales funnel the more times you interact with a potential customer the better your chances become of selling them a product or service. It would be good to know either way.

7.

WHERE DID THEY COME FROM?



What country, city, or zip code did their search begin? Were they nearby when they searched for your products or services? Were they in your normal service area? Maybe your ideal prospects are from a certain region of the country. Regardless this could be valuable information for targeting.

If you are selling limosine services in NY and your website visitors are all from Miami you better hope they are people planning to visit NY.

Maybe that is exactly the type of prospects you are looking for to visit your website. Either way, it is helpful to know where your visitors are searching from. One client was sure that all his potential customers were living within five miles of his business. For years he had only advertised in the immediate area. When I showed him more of his website visitors were from much further away he was able to adjust his advertising both online and offline to target these additional potential clients.

if your visitors are from another country and your actual customers were all local perhaps you need to consider what type of content is on your website.

8.

DID THEY ASK FOR DIRECTIONS?



Did they ask for directions or call your business number? If not did you present to them a map of your location and a place where they could easily see your phone number? Was the number set-up such that if they visited by mobile phone they could click and call?

Why is this important? It is a missed opportunity if they were looking for either the address, directions or phone number and it wasn't provided. The internet has made us all somewhat lazy or at least presents us with so many alternatives we don't have to waste time looking for information. If the information is difficult to find we will move on to your competitor.

If they called or asked for directions did you present them with another opportunity to buy your products or services? If they are asking they are closer to buying than a visitor that doesn't ask.

Wouldn't it be nice to know where they are in their buying cycle?

9. WHAT AGE OR SEX WERE THEY?



Is the age and sex of your visitors important to you? If you are targeting younger people and your visitors are all retirees you may want to adjust your products and services to accommodate those that are visiting. If you aren't getting the right audience maybe you need to adjust the content and keywords used on the website to attract the right audience.

Perhaps you are selling women's products but a portion of your visitors are men. That should indicate an opportunity to design your offers for men shopping for women!

At least this information gives you a better understanding of your audience and how effective your marketing is for targeting that audience.

After the tenth question, I will explain that all of this information on visitors is free and easy to access.

10.

DID THEY SEARCH FROM A MOBILE DEVICE OR DESKTOP?



Why should you care what type of device visitors are using to search for your product and services? Even the most dynamic websites will present information differently on a desktop and mobile devices. The number of people search with their smartphones increases daily. Many emerging countries have considerably higher use of cell phone usage than developed countries because their infrastructure depends on wireless more than traditional cable.

The text or photos that appear nicely on a desktop may be unreadable on the small screen of a cell phone. If they are visiting from a cell phone is you contact phone set-up to dial when clicked.

If they clicked on directions did the link connect them with maps or a navigator to allow them to come directly to your business location.

If not these are more missed opportunities.

WANT TO KNOW HOW YOU CAN GET THIS INFORMATION ON YOUR WEBSITE FOR FREE?

A+

.Ask your marketing department, agency, or webmaster if your website is connected to Google Analytics.

If your website is connected to Google Analytics all of this information and more is available to you and can be output in easy to read reports.

You can compare weeks, months, and years of the same data. Observe how changes can impact the information. Verify the effectiveness of campaigns to attract visitors to your website.

If your website isn't connected ask them why not. it is free and fairly simple to set-up on your website.

Start getting this valuable business data immediately. There are other software programs that will accomplish similar tasks but Google Analytics seems to be the best developed and least expensive.

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Don't miss the opportunity to get an
this exam & increase sales leads and revenue.

