



Five Secrets to Increase Your Website Traffic

In recent years, companies have realized that today's businesses need a Website. Without an online presence, a business is missing a tremendous resource for eager and targeted customers.

A Website is a valuable multi-purpose marketing venue: a virtual storefront, an electronic brochure, and an essential tool for attracting customers, all in one online location. However, as surprising as it may sound, just having a Website is not enough.

Why wouldn't you want to realize all the potential your Website has to offer? Through our years of experience in e-commerce and Web analytics, we have seen what works and what does not, and we want to share some of this information to help you build your business. Continue to read this report to learn five

"secrets" for measuring the effectiveness of your Website, and how to take steps to turn it into a lead generation machine.

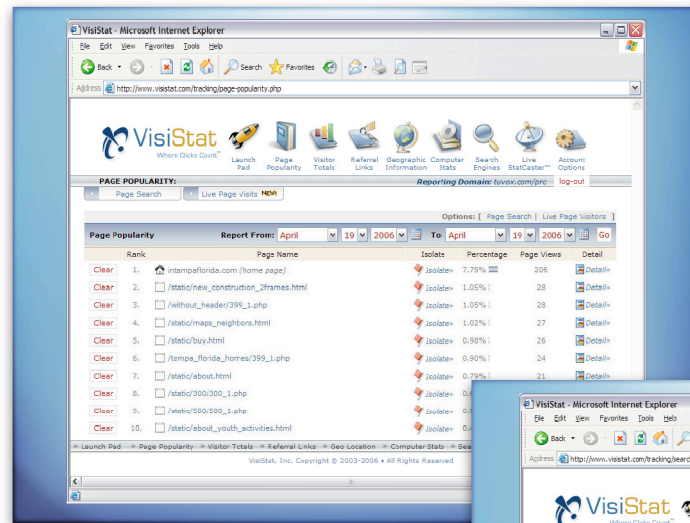
#1: Know who is on your Website - right now!

How do your salespeople know which companies to call on each day? How valuable would it be for you to know that someone from XYZ Company is on your Website right now? Armed with such knowledge, your salespeople can schedule follow-up activities for key clients and active



prospects, and not let leads grow cold.

The key to this kind of information is using the right tools; in this case, real-time Web traffic reports. With current, up-to-the-minute Web analytics data, you can monitor your Website at any given time and find out immediately when a strategic client or prospective customer is on your site. You can watch not only who is on your site right now, but also see which pages are being viewed, and how much time was spent on each page.



#2: See your Website like your visitors do

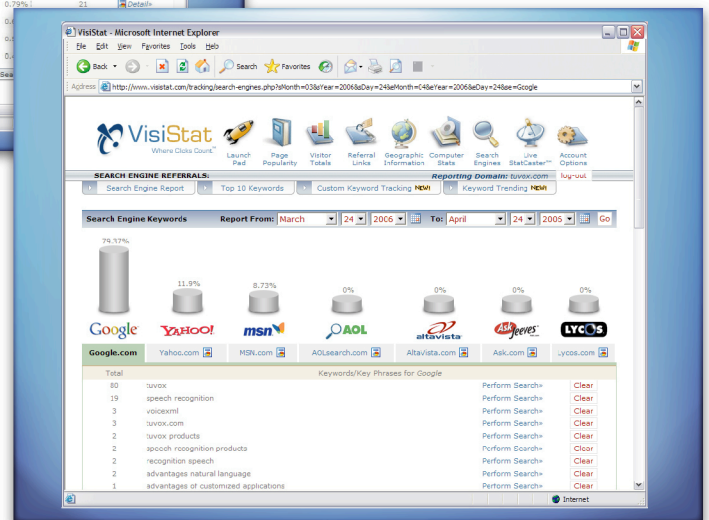
Do you know what pages are the most popular on your Website? Or how many clicks it takes for a site visitor to get any meaningful information? The answers to these questions will help you arrange your site for the convenience – and value – of your visitors.

One of the most common mistakes made on a sales Website can be to only emphasize product and services links that are important to the company. Instead, your goal should be to build visitor confidence and trust. Provide a pleasant and informational experience on your site and they will in turn want to buy from you!

A great way to start is to learn what the most popular pages are on your site so you can make them stand out more prominently, be clearly visible and easy to find. By using information provided by a simple and powerful page popularity report, you can begin a dramatic reorganization of your Website that will result in a streamlined experience for the user. Your visitors will thank you for it through increased sales!

#3: Improve keywords to boost Search Engine rankings and visibility

Today, companies of all sizes spend money on sponsored links, also known as pay-per-click advertising. But, how do they know which search sites and keywords are actually



making an impact? This information is much too important to be "guessed at."

To stop the guessing, you need Web analytics reports that provide insight into the performance of search engines and keywords. Specifically, a search engine report that shows what sites are sending traffic your way, what words are being used in searches, and a keyword

trending report that indicates the performance of keywords over time.

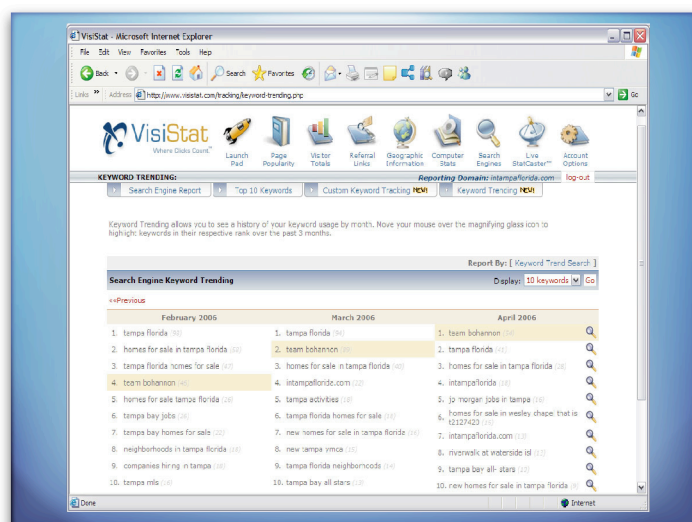
Reports such as these are especially important for pay-per-click campaigns. They will provide you with the data needed to make informed decisions about the best words to buy and how much to spend, saving you wasted time and money.

#4: Increase your marketing effectiveness through promotional tracking

Is it possible to accurately measure the effectiveness of marketing programs? Yes! But it takes information, not guesswork.

Some Website owners try to track marketing by creating dozens of landing pages that all look the same, in an attempt to capture which leads came from what sources. This is not only costly and time consuming, but can upset some search engines and tarnish your rankings. A more effective and efficient way to track marketing campaigns is by appending promotion codes to URLs and following their movement and usage. An additional advantage to this strategy is it allows you to make a cost-per-click analysis when needed.

With a good analytics service, you can use promotion codes within links and track when



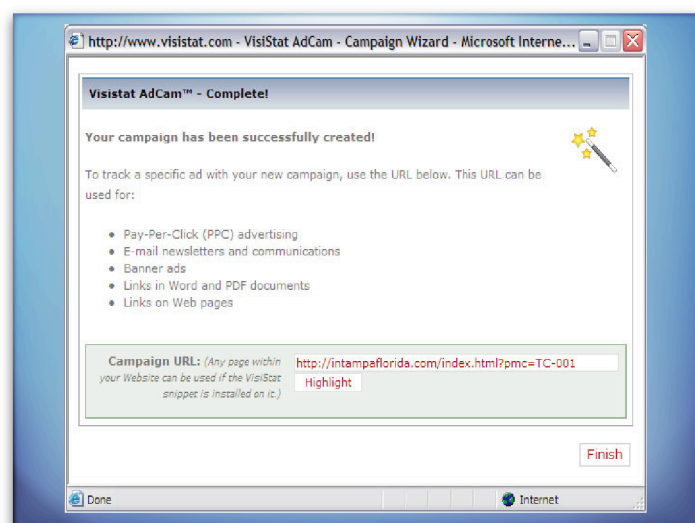
they are used, and by whom. This kind of immediate feedback on your marketing efforts can save a great deal of wasted effort and dollars.

#5: Optimize the user experience

Do you know what annoys your site visitors? You need to know, so it can be corrected and you can quit losing them! Statistics show that very few unsatisfied visitors revisit a disappointing or frustrating Website.

A couple examples: we have found it to be a major annoyance for visitors when a Website makes them scroll up and down (or worse, left and right) to view content. Equally annoying is when a site that looks great in one browser looks like a Picasso painting when viewed in others, or on different computers.

The good news is, there are powerful, but simple, analytic reports available that tell you what browser type, screen resolution, color depth, and platform each of your Website visitors are using. With this important information you will be able to test the way your Website looks in each of these environments, make any optimizations needed, and keep all your visitors interested and on your site!










What does all this mean to you?

As you have read, a business needs a Website that works for its visitors, potential customers and clients. You now know how to get the most use from your valuable and powerful sales tool - you simply cannot afford to throw away its potential.

You can see how important it is to know...

-  who is on your Website right now;
-  how your visitors see your site and your business;
-  how you can improve your search engine rankings;
-  how you can increase the effectiveness of your marketing;
-  how you can optimize your user's online experience.

The biggest "secret" of marketing success online is, knowing your visitor. Without knowing their habits, how they use your site, and what they like, you cannot possibly sell to them effectively. With Web analytics, you have all the information necessary to tap into this "secret" strategy and make your Website a tool that allows you to convert visits to sales!

This report is provided by VisiStat, the next generation of business-friendly Web analytics tools.

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