

What is the Web Maximizer?

This solution is provided by Optify but managed by N₂O Marketing. We run the system on your behalf while you still have access to the valuable data. The features are numerous but here are 2 of our favorite things about it.

Dashboard Add your competitors

Optify now has customizable Alerts. To get an alert when a company or lead visits your site, click Watch in the Website Feed. To hide a company or lead, click Hide. To customize your Alerts, click the Alerts application.

Website Feed

- Show 1 more update
- Sean Wallbear from Acme Enterprises came in by typing your URL in the browser address bar 10 MIN AGO
Score Set: Active Visitors Score: 85
- A visitor from K/P Corporation came in via organic search using keyword "most successful twitter campaigns" 10 MIN AGO
Score Set: Active Visitors Score: 15
- Paul Maters from Force 2 came in by typing your URL in the browser address bar 1 HOUR AGO
Score Set: Active Visitors Score: 100 [WATCH](#) | [HIDE](#)
- A visitor from Internet Professionals & Network Solutions came in by typing your URL in the browser address bar 1 HOUR AGO
Score Set: Active Visitors Score: 29
- Lanie Pau from Hartford came in by typing your URL in the browser address bar 2 HOURS AGO
Score Set: Active Visitors Score: 58
- A visitor from Tandem came in by typing your URL in the browser address bar 2 HOURS AGO
Score Set: Active Visitors Score: 15

Applications

- Keywords
- Pages
- Twitter for Business
- Lead Intelligence
- Lead Scoring
- Alerts
- Reporting

Lead Detail Search in Salesforce Create an Account, Lead or Contact

Company/Personal

Company: Acme Enterprises
Name: Bill Haverstrom
Phone: 925-111-2211
Email: bill@acme.com
Title: --
City: Danville
State/Province: CA
Country: US
Zip/Postal Code: 94549

Lead Score (Active Visits): **100** (out of 100)

Traffic Data

Total Visits: 4
Date of Last Visit: 12/29/2009
Average Visit Duration: 3 minutes 10 seconds
Average Page Views Per Visit: 6.5
Total Page Views: 26
Form Name: Contact Us | NewNowNet

Visits

Date Visited	Page Views	Referral Type	Detail
12/29/2009 1:37 PM	8	DIRECT	
12/29/2009 12:01 PM	1	DIRECT	
Web Pages Visited			
http://www.newnownet.com/spring/		Time	Detail
12/29/2009 10:44 AM	1	DIRECT	Edwards Oerly
12/28/2009 4:55 PM	16	DIRECT	

Website Visitor Tracking

- Email alerts tell you who was on your website.
- Click to see what they looked at and for how long.
- Our lead scoring will separate "qualified" leads vs. "passer-bys"
- Useful for prospecting but also upselling existing customers.

Keywords 24h 1w 1m 3m Sep 13 2009 - Oct 12 2009

Overview

Visits from Keywords: 1,252
Leads from Keywords: 154
Conversion Rate: 12.3%
Estimated Click Value: \$2,214

Keyword List EDIT

Show: All | Broad * | Branded * | Geographic * | Accounting * | Topic * GET KEYWORD SUGGESTIONS

Keyword Phrase	Newnow Net (Google rank)	Competitor (Google rank)	Visits	Leads	Competition	Monthly Searches (Google)	Min CPC	Actions
Newnownet.com	1	--	40	10		12	\$0.05	
Newnownet	1	7	16	6		22	\$0.05	
hosted accounting vendor	1	--	250	31		2,100	\$0.05	
accounting hosted	3	21	152	13		1,200	\$0.05	
hosted accounting solution	3	11	154	14		3,400	\$0.05	

Improved Website Ranking on Google & Bing

- First, we help build a list of key words where ideally you should show up when someone searches on Google/Bing.
- Then we implement strategies to get your current ranking improved for those keywords (SEO).
- To measure success, we provide a "real time" scorecard showing how your website ranks on Google and Yahoo.
- We also show how you rank in comparison to your competition and alert you when you begin to place higher than they do.



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