Track Down Website Visitors And Build Your Business

Online Presence

It is no secret that the internet and digital arena has become the lifeblood of many businesses in this day in age. No matter what the business is, it is absolutely imperative to have a functioning company website. By 2010, 58% of Americans said that when they conduct research of any kind, whether it is for buying a product or searching for a business, they conduct this research online. According to a recent * PEW Study, that figure has now risen to 78%. Although building an attractive website packed with product information, photo galleries, videos, and even billing systems may be somewhat costly, it has proven time and time again to be one of the most cost effective ways to build a loyal customer base. Businesses may spend hundreds of thousands or millions of dollars opening up a new storefront, where building an effective website is but a fraction of that cost, and businesses that thrive in the Internet Marketplace should think of their company website as their ultimate storefront.

Getting On The Map

So let's say that your company website is up and running; now it is time to gain that crucial online following and build your online customer base. In the digital arena content is king. The more content you spread throughout the Internet, the more attention you will receive from search engines like Google. As each day passes, it is becoming easier and easier for businesses to spread this content through the online marketplace with press releases, blog pages, and social media outlets such as Facebook, Twitter, Google Plus, and You Tube. While some businesses many be large enough to have their own public relations (PR) department, many utilize smaller/private PR firms to launch Internet marketing campaigns and execute proper SEO tactics to increase a business' rank on search engines as they see fit.

The Landing Page

Having an effective landing page is the bread and butter of building business in the Internet Marketplace. This is what your users will see as soon as the web page opens. The layout should be eye-catching, but you don't want everyone's eyes to be overwhelmed. The content contained should be informative, but not drawn out and the online user should not have to scroll all the way down to see and read the most important information on your webpage. Whatever the content or subject matter, this should be an easy read for your online visitors, but don't think because you make it easy to read, that it won't be professional. Online visitors should be able to cover the main points of your products and services without being overwhelmed by this information. Assume that your readers are all novices to your professional arena and welcome them with informative content, don't discourage them with jargon and wordiness. Above all, giving your business a proper showcase is the goal of any landing page.

Comparative Research Habits

One of the main reasons the digital arena has become a staple for many companies is because it allows online users to conduct comparative research in a minimal amount of time and while it is important to connect with consumers, it is also vital to connect with other businesses as well.

Having online forms is a great way to connect with your online visitors. Here, people can leave their name, email address, and phone number if they wish to find out more about your products or have a general inquiry. But when a business happens to visit your site, there are going to be two types of researchers that will navigate themselves through it. One type of visitor will be extroverted, meaning that they are always willing to leave their information in hopes of finding out more from a representative of your company. This type of visitor most definitely appreciated your website and has an interest in your business, and they may have even left their information for other businesses as well while conducting their comparative research. Unfortunately, less than 5% of people actually leave their information when visiting any given website. That means that without the right technology, you could be missing out on 95% of the people that have shown an interest in your business. The other type of online visitor will be introverted, meaning that they are in the process of active comparative research, but do not wish to leave their information while visiting your site. Introverted researchers will jump from site to site/business to business, gather their own information, and draw their own conclusions based on their findings.

Tracking Down Anonymous Footprints
What most do not realize is that when unique visitors, such as businesses, visit a website they leave unique footprints behind even if they do not leave their information or fill out an online form. Today, there is technology that will enable you to track down these anonymous footprints left behind by these businesses. Megaleads has been helping sales professionals close more businesses with their sales leads system. With this system, Megaleads empowers their clients to obtain fresh leads through their user-friendly search engine and their data hygiene regime for a low month-to-month payment. Megaleads has decided to take that same customer care and user-friendly spirit to develop a new business-to-business Caller-ID software called Mega Tracker. With Megaleads, the software enables you to search for leads at your own free will. Mega Tracker on the other hand is able to track down anonymous footprints for you without lifting a finger. This technological breakthrough is able to let you view any business that has navigated their way to your company website.

What's Left Behind From These Footprints?
When another business finds its way to your company website, they leave extremely useful and unique footprints that you will be able to magnify with Mega Tracker. These footprints contain vital information that you can use to close more business for your own company. With Mega Tracker, you will be able to unlock all C level executives of the business that has visited your website, even if no one from that company left their information or filled out an online form. You can keep track of new website visitors with the new alerts system, which will notify you whenever a unique visitor is on your website by sending you an email. When viewing the website visitors with Mega Tracker, you will see a "thumbs up" symbol next to the business that viewed your site, which means that there is fresh data on that company. After you click on the thumbs up symbol, Mega Tracker will allow you to view not only the names of the executives/employees in real time, but it will also display:

- Email addresses of business executives

- Phone numbers
- LinkedIn accounts of business executives
- C-Level and company executive name and title information
- Annual sales and employees size
- Postal addresses
- Pages viewed and the keywords that led them to your site
- LinkedIn cross reference for executive contact results

In addition to the contact information that Mega Tracker will unlock, Mega Tracker will also allow you to view and use other useful information such as:

- Pages they visited on your website
- Keywords that led them to your website
- Competitors that are viewing your website
- Browser type of visitors
- Set automatic email alerts when business visitors and leads are uncovered
- Review statistics including keywords and B2B hit rate percentages

This is extremely crucial in a marketing sense, as it will tell you which keywords and phrases are really reeling in heavy traffic for your site and it will also give you a glimpse on some that you could improve on to draw in a larger audience. It is important not to overlook the pages that the business viewed while they were on your website, as it will give you a much better idea on their certain interests. Interest is what it is really all about. That is why the one click reference to LinkedIn is so useful. With this tool, you will be able to connect with the business and a good chunk of their employee roster. This social media outlet has become a great way to connect and network with other businesses. It's a good idea to have this feature within your sales arsenal. Without a useful business-to-business Caller-ID software system such as Mega Tracker, you will only catch a glimpse of a small fraction of visitors (less than 5%) where there is actually a larger market that has actually shown an interest in your business that you haven't been able to see before Mega Tracker.

Mega Tracker Sets The Standard
Reverse IP Technology is a new breakthrough for the Internet marketing place. Sales professionals who educate themselves about this breakthrough will be at an extreme advantage in the digital sales arena. So when you are doing your own comparative research for reverse IP technology, here are a few features that truly set Mega Tracker apart from their Caller-ID competitors.

Mega Tracker	Competitors
Configure up to 2 websites	Configure only 1 website
15,000 Page Views (Impressions) per account	10,000 Page Views (Impressions) per account
One Stop Shop – Mega Tracker has the actual cross referenced business executive contact data and works with no third party lead company. Get the B2B lead list data directly from us, which results in lower pricing using our service. (Data is included.)	Purchase B2B lead list data from a third party results in higher pricing systems in addition to paying a premium for service.
Pay for monthly subscription and cancel at any time for any reason.	Pay upfront for the year in advance.

These features allow Mega Tracker to truly nurture their customers with packages that fit their exact needs for a low monthly price. Mega Tracker was specifically designed to be user friendly so that sales professionals, even ones fairly new to the digital arena, can master reverse IP technology with ease so that they can track down anonymous footprints and build their business.

Take The Bull By The Horns

Mega Tracker is the most cost effective business-to-business Caller-ID software on the market, empowering sales professionals all across the U.S. by providing the freshest leads from businesses that have already shown an Interest in your products and services. An entire new market has been unlocked with the technological breakthrough that is Mega Tracker. There is a window of opportunity for every click and search to your website, but don't let that window shut down. The information you need will be unlocked by Mega Tracker, but what you do with it is up to you. There is no reason to sit back and wait for a call or a new message in your inbox when you have the power to reach out to them yourself and build a fruitful business relationship and build your business faster. Speak now with customer care representative today to start tracking down those anonymous footprints.

Contact
Mega Tracker Sales
54 Main Street

877-579-2489
http://megatracker.biz

'* References;

PEW Study Internet Use.

http://www.pewinternet.org/Commentary/2011/November/Pew-Internet-Health.aspx