

Here is the Free Report You Requested...

“Test Track Measure”

If you really want online success, or even offline success, then you must understand the importance of successful marketing testing. **It is Crucial.**

Start with these questions:

- Have you tested each of your offline campaigns?
- Do you know the return on investment for each offline strategy?
- Do you know the speed of the return investment?
- Do you know all the measures for your website traffic?
- Do you know the unique visitors, hits, time spent, pages hit, etc., etc., etc. for your website?

More questions:

- Do you know how both your offline and online marketing complement each other? And affect each other?
- Do you even have a Total Marketing Strategy?

Okay, I'm not trying to overwhelm you but here are a few specific areas of just your *online* world that should also be tested.

- Your headlines
- Your home page
- Your navigation settings
- Your key word selection
- Your links both incoming and outgoing
- Your customer offers, bonuses, etc.
- Your information offers
- Your location of certain offers, features, buttons, etc.
- Your shopping cart (if you have one)
- Your prospect capturing system
- Your prospect and customer communication system

- Your pictures and graphics
- Your lead generation techniques
- Your automated business functions

And, test how these variables and others interact and affect one another. You can't test in a vacuum. You need good information in order to decide what you will continue to use, what you will modify and re-test, and what you will get rid of.

Did you now that your testing should never stop? And, you must have real testing results before making decisions. That means real numbers, statistics, data...you get the idea.

Businesses that are wildly successful with their offline and online strategies are always rabid about testing and knowing how and what to test.

Learning Point: That is the only way to really rake it in.

You want to know everything that is happening on your website, or *not* happening. All of that testing will do you no good if you are not measuring and tracking all of the data associated with it.

Here are some of the tracking measures you should be talking to your web designer/builder about. In fact, they should be talking to you about these things. If you have to bring them up you are already in trouble, with a capital T.

- How many visitors are coming to the site
- How many of the visitors aren't visitors (i.e. spiders, crawlers, etc. from search engines)
- How many visitors are new vs. old
- How long does each visitor stay on your site
- What does each visitor look at
- What graphics, words, pictures, etc are generating the most responses
- Which search engines are getting you the best prospects
- Where else are your customers coming from
- How many pages does the visitor look at
- What are your website rankings
- How much money have you made from the average visitor
- Who are your biggest money-making customers
- If you use PPC is it working and paying for itself

- Which links are bringing your visitors and are they converting to customers
- And so on

This is not a comprehensive listing, rather, it gives you an idea of how many things you could or should be tracking when it comes to your online marketing.

If you are like most people, you are thinking “there is no way I could remember all of that, much less do it.” You would be right. Remember, that is why we all need a team of experts around us to do the things we either don’t know or don’t have time for.

But, if you use these kinds of tools and tracking you will join the 1-2% of successful online businesses You do want to make money with your website. Right?

Learning Point: your website should bring in more money than it costs to maintain it!

What I see everyday is that our clients do not have any idea about virtually *any* of these statistics. So, they are not making good decisions about what to do next. Most are just leaving the website as-is and hoping for the best.

You should get measurements for every aspect of your business including offline so that you make informed decisions based on facts, not fiction!

But you don’t have time to do all this, which is why we are here. We will do the dirty work, get you the results, and most importantly, help you interpret them to make a difference in your business.

Haven’t you waited long enough to get your online results, to build your business, to have an online partner who understands business?

Call us now to discover how we can simplify and empower your website, and more!

CALL (714) 731-9000