

CYBERBULLETIN

The bulletin that powers up your online presence



More Than Just a Pretty Site!

Webmaster for Hire, LLC

September 8, 2006

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Web Site Traffic Analysis - Your Next Step to e-Commerce Success

If you were marketing your business in the physical world, you would create a marketing campaign and then track its success or failure in order to refine or change what you do in the future. It's the same with marketing your business on the Internet. You must know what is working and work isn't! The way to track marketing campaigns in cyberspace is through web site traffic analysis.

Today's traffic analysis tools give you detailed information about the visitors your web site receives, their interactions with your site, and the effectiveness of your marketing campaigns. Here are just some of the information traffic analysis can give you:

- **How many unique visitors you get**, as well as **how many times people make return visits**. This indicates whether or not you are getting the word out about your web site (unique visitors), and whether your content and/or offerings are attracting them to return.
- **What pages they visit and exactly how long they spend on each page**. A lot of very short page visits mean that you need to pump up the content on those pages or the product is not a viable seller. If they visit many pages, your content and offerings interest them. If they hit the entry page (the one they land on, when they enter your site) and leave or visit only one or two other pages — and this happens with a high percentage of your visitors, then you have a problem with your web site content, graphics, offerings, download time, and/or keywords.

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- **From what geographical area your visitors come.** Most of my clients reside in Florida, but my mother works with Internet clients worldwide. Her traffic analysis shows that the majority of her visitors come from the United States, the United Kingdom, and Germany. This means she can customize her web content to these cultures to ensure she turns more of her web site visitors into clients. You can do the same.
- **Activity comparison.** Essential information you get from traffic analysis is when your web site is the most active — which months, which weeks of the month, which days of the week, and what time of the day shows the most activity. This is extremely important for launching new marketing campaigns (so that visitors are most likely to see it immediately), especially if you give limited-time offers. If you have a forum or bulletin board, you will know the best times to monitor them for information you can use in your marketing efforts or to join in the discussions, further positioning yourself as the expert in your field (thus — more sales).
- **From which page visitors enter.** Most people believe visitors always enter at their main or home page. This actually is very rare, unless they enter your URL into their browser to directly access your site. When being “referred” by search engines, search directories, or other web sites, visitors generally enter your web site from a sub-page or second level page. This shows you what pages are being bookmarked by visitors, linked to by other web sites, or getting more visibility in the search engines. These pages are attracting the most visitors.
- **From which page visitors exit.** If you find that too many visitors are leaving your site on certain pages after only a few seconds, then you need to revise the content, graphics and/or offerings of these pages.

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- **Visitors' interaction with your site.** Traffic analysis shows you what pages each visitor viewed, and how long they stayed at each page. The total combined visitors give you a picture of how people are using your web site and which pages hold the most attraction for them. All very important to refining your web site and marketing campaigns.
- **Referral links.** This information tells you where the visitors found information about your web site and clicked a link to get to you. You can use this information in several ways:
 - ◇ **Search engines and directories** — Indicates which ones are giving you in the most visibility. For those that you listed your site with that are not referring people, ask yourself why not and what do you need to do to correct the situation (better keywords, site descriptions, and so on).
 - ◇ **Web site linked to you** — If you find one or two sites generating a lot of visitors for you, you may wish to place an ad on those sites with a special offer to entice even more visitors.
 - ◇ **Check your marketing campaign** — If you have placed your ad on a specific site, you want to track if it's yielding a sufficient amount of visitors to justify the cost. A friend of mine, who used to be a marketing director, had placed a substantial ad campaign at a web site that had high visibility at every search engine and directory with high traffic statistics. After doing a traffic analysis on this \$16,000-a-year ad campaign, she found it was yielding very few visitors. She did discover during her analysis, however, another web site was generating a lot of visitor traffic from a link she did not know existed. She dropped the

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Web Site Traffic Analysis - Your Next Step to e-Commerce Success Continued

expensive ad campaign at the non-producing web site and placed a \$200-a-year ad at the other web site — a highly successful move. She would have cancelled the less productive campaign anyway; but, without traffic analysis, she never would have known about the other, much less expensive but productive web site.

- **Keywords.** When you list at the search engines and directories, you are asked to input keywords and phrases that you expect potential visitors to use in their search for your web site. Unfortunately, many keywords and phrases web site owners use are the least popular at the search engines and directories. Traffic analysis gives you the exact keywords and phrases people are using to find your web site. Here are two things you can do with this information:
 - ◇ **If the keywords and phrases ARE appropriate to your business and what you offer**, then change your meta tag keywords and phrases to these, as well as those in your search engine and directory listings. You will attract even more visitors.
 - ◇ **If the keywords and phrases ARE NOT appropriate to your business and what you offer**, then do keyword research to discover those that would be more appropriate to your business and what you offer. Use these in your meta tags and search listings. Remember, to continue traffic analysis to ensure the new keywords and phrases are bringing in the appropriate potential customers to your site.

These are only a few use examples for traffic analysis; however, as you can see, it is a marvelous Internet marketing tool for growing your business. **Contact Webmaster for Hire today** for more information on setting up traffic analysis for your ebusiness.

Call 561-741-4777 Today!