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Measure Your Web Marketing Results to Find Opportunities for More Sales

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If you're putting a lot of energy and money into promoting and optimizing your Web site, it's important to monitor your online marketing results on a regular basis. You can use your results information to identify any tweaks you can make to generate even more traffic and profits.

There are several ways to measure the results of your Web site's online promotions, including:

Your own Web site data

Each month, you can review a wealth of statistics that tell you how your site is performing. In the "traffic log report" provided online by your hosting company, you can view numbers and charts for the following:

- **Page hits**—This is any request made on the Web server. This includes page views, requests for images and requests for downloadable files. Caution: every single component of your pages (including individual images, charts and links) can be listed as a hit, so this is not the most realistic picture of how many unique individuals are actually visiting your site.
 - **Page visits**—This is the number that tells you how many unique visitors landed on your site.
 - **Search engine traffic**—This tells you which search engines (Google, Yahoo, MSN) are referring your site to the visitors.
 - **Browser traffic**—This report tells you which browsers your visitors are using (Internet Explorer, Mozilla Firefox, Netscape).
 - **Your viewers' operating systems**—You can see which operating systems (Windows 98, Windows XP, Vista, Apple, etc.) your various visitors are using to view your Web site. This is critical so your Web team can make sure your site is viewable by as many people as possible.
- Keywords entered**—This will help you track the actual keywords your visitors are using via search engines...showing all the referrals in a month, broken down by the keywords that were entered. This is valuable stuff because it can help you improve your positioning in the search engines. By adjusting your site's coding and content to use the most common keywords showing up in your traffic log, you can improve the likelihood that more searches using these keywords will drive more of your target prospects to your site!

General online advertising

You can easily measure the results of your banner ads, directory listing ads, and other online advertising. You'll see the responses in your IN box or shopping cart.

Pay-per-click (PPC) campaigns

When you set up your ads in Google, you'll use software called Google Adwords that automatically provides you with reports that help you weigh the campaign costs against the results.

E-newsletters

If you're using an online e-newsletter company, such as Emma or Constant Contact, to help automate everything (which we strongly recommend), you'll know how your recipients respond to each e-newsletter you send.

Traditional sales reports

As you launch your Web site, you'll want to set up new entries in your sales tracking system to include leads and sales that come into your business as a result of your Web site. You can do this by tracking inquiries that come to you via your site's Contact Form and E-newsletter sign-up form, as well as actual sales that come to you via your shopping cart (if you offer e-commerce).

These are just some of the ways you can boost your success on the Internet.

To learn more, you'll want to check out the ContentClear™ Marketing Method for Web Site Optimization, a clear, methodical 7-step approach to increasing Web conversions and sales.

Pam Foster, senior copywriter and online content consultant, is the founder of the ContentClear™ Marketing Method for Web Site Optimization (www.contentclear.com). Her diverse 28-year marketing communications background includes writing and consulting for many types of industries promoting B2C and B2B products and services. She has 13 years of experience in Web content writing and strategy, SEO, and information architecture, as well as direct mail – all for clients such as L.L. Bean, Blue Cross and Blue Shield of Maine, the American Cancer Society, Harper College, AWAI, Downeast Energy and many others.

Pam is co-author of 9 Easy Steps to Planning a Profitable Web Site and several other books under the Internet Jungle Guide brand (www.internetjungleguide.com). She has won 100+ marketing awards including New England DMA (Direct Marketing Association), Web Marketing Association, Telly, and Catalog Age. She is an AWAI Copywriters Wall-of-Fame honoree. Pam works mainly with larger corporate clients, helping them optimize their Web sites to boost conversions and sales. She also offers personal coaching services to copywriters looking to elevate their Web content and client service skills and learn her 7-step Web site optimization method. You can contact Pam at pam@contentclear.com.

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