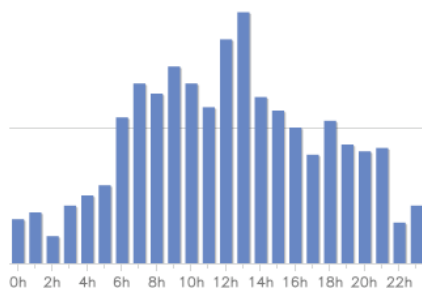


Digital Marketing Tips

— Visits



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Stryker Digital is owned and operated by Jian Tam, who has been promoting products and services online since 2006. Learn how you can increase your web presence at www.strykerdigital.com

Web Analytics 101

Stay On Track With Your Web Stats

Successful online marketers can tell you their web stats from memory: how many hits their site gets every day, week or month, their bounce rate, their best traffic sources and keywords, and much, much more.

Those who sell products from their websites can also tell you their sales numbers: total volume, average sale, their refund rate – even the earnings per click! How do they know all of this? Analytics.

As a business owner seeking more business from the web, how can you tell if your labors are bearing fruit unless you look at your stats regularly? Short answer: you can't.

Only by checking your stats consistently and understanding what they represent can you make the changes necessary to get the most bang for your online marketing bucks.

First Things First

The first thing you want to do is to bookmark the analytics reports page in your browser. It should take you no more than two seconds to open a browser window to check your stats.

Whether you use Google Analytics or a more robust paid service, just log in, make your way to the main report section, and bookmark the page. If your browser supports a bookmark toolbar, create a button so a single click gives you instant access.

OK, now that you can see your stats quickly, let's review some of what gets measured, then figure out what you need to look for.

The Basics

Virtually everything that occurs on your website is tracked. Every individual page view. Every download. Every

visitor's IP address, what type of computer they have, even the web browser they use. Key figures include: **Visits:** also referred to as user sessions, a visit is recorded each time someone interacts with your site.

Page Views: the number of pages requested and displayed during all user sessions.

Pages/Visit: the average number of pages displayed for each visit. (Much more useful than total page views.)

Avg. Time on Site: How long, on average, visitors stayed on your site.

Bounce Rate: the percentage of visitors who left immediately. In other words, they got to your site, looked around the first page a bit, and then thought to themselves something like, "No, not what I wanted!" and clicked the back button.

Absolute Unique Visitors: This is your best indicator of how many actual people came to your web site.

Beyond The Basics

Now let's take a look at some of the more interesting information, such as where these people are located physically, and how they found your site.

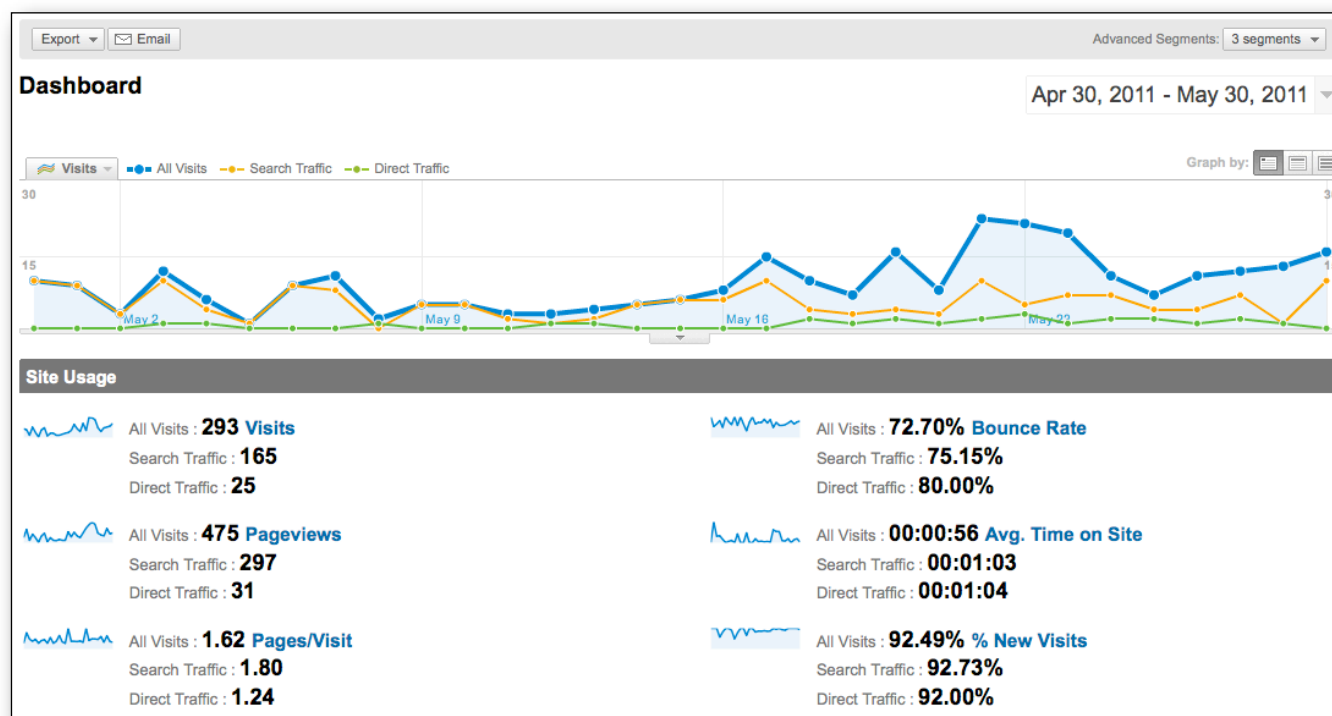
Map Overlay: Check this to see where your visitors are in the world.

Mobile Devices: People love to surf the web from their phones and tablet computers, and this report will show you exactly which ones have been used to view your site.

Referring Sites: Listed here are all the sites that link to yours and have sent you visitors. You can also see the percentage of traffic from each source.

Keywords: These are the terms people searched for and clicked on when they

continued



reached your site through a search engine. Check this often, as you might find some terms you never expected – terms that might be useful for future marketing efforts.

Direct Traffic: These visitors typed your URL in directly, or have your site bookmarked. The pages you publish in your print advertising will appear here.

OK, Now What?

All of this information may be interesting, but how is it useful? For starters, if you compare the numbers from last week to this week, or last month to this month, you'll begin to notice trends. Identify your site's biggest shortcomings from these trends, and that will help you figure out what to fix.

Is overall traffic your main issue? If you just need more visitors, you may want to consider pay-per-click advertising, or work on getting more sites to link to yours.

Not seeing enough downloads of your "Special Report" PDF? Perhaps it needs a bigger graphic to help people find it, or maybe the copy that "sells" the download needs to be reworked.

How is your "Average Time on Site?" Do you have plenty of visits, but a

high bounce rate and a very low pages/visit number? In this case, your problem could be that people aren't having their expectations met.

For example, if a person searches for "dog training" and lands on your homepage, but then finds nothing about dogs or training – they are likely to leave rather quickly. This could indicate an "on-page SEO" problem.

Your specific challenge could be any of these or something else entirely. The appropriate plan of action to address your needs is likewise unique. Consult with the rest of your marketing team to fine tune your strategy.

Set Goals and Alerts

After you have identified a problem and implemented a solution, use your analytics goal setting feature to track the success of your changes.

For example, let's say you launched a new ad campaign and your goal is to double your traffic from 100 unique visitors a day to 200. Just create a goal with those parameters, and set up an alert that emails you when that goal is reached.

Goals can be negative, too. You could set one up that notifies you when

your traffic dips below what you consider a minimum acceptable level, or when your bounce rate exceeds a certain percentage. Whatever is important can be tracked with an analytics goal.

Ecommerce Stats

Perhaps the most advanced analytics are those related to e-commerce sites. These features let you track the actual sales made and revenue generated from your site.

But you don't have to actually make sales on your site to take advantage of these features. In Google Analytics you can turn on e-commerce functions with the click of a button.

Then you can assign dollar values to specific pages, downloads, or funnels. An example of a funnel would be a blog post that links to a product page that links to a download page. You can track how often you entice visitors to view all three pages, in sequence.

Putting dollar figures on goals like this can help you better understand the investment in your marketing efforts, as well as the return on your investment – or the lack thereof.

But it all starts with knowing your stats.

Twitter Goes To Work

Twitter has officially come of age as a corporate communications tool. Some of the biggest brands in the world use it effectively – and so can you.

Here are some best practices to keep in mind as you implement Twitter for your company.

Prep Your Profile

If you recently opened your company Twitter account – or haven't yet – the first thing you'll want to do is flesh out your profile on Twitter.com.

Upload a picture, preferably of yourself or some people in your company. Add a statement of purpose for Twitter that's not just your company slogan or mission statement. In short, give your profile page personality and make it as engaging as possible.

Follow Me, Please

Twitter won't have any real impact on your business until you have a good-sized following. You can't force people to follow you, so it helps to invite them.

Add a Twitter link to your website's footer so it appears on every page. Setup your blog so every time you post, it automatically includes a plea to "Follow me on Twitter!" Put a similar line in your email signature, so every message you send builds awareness that you tweet.

Tweet Early, Tweet Often

Tweet on a regular basis to build your followers list and enhance your reputation. Not sure what to say? You can announce new products, personnel changes, upcoming events – anything your company might want the world to know.

But if all you do is toot your own horn, people will tune you out. So mix it up. Offer tips of interest to your customers. Let people know what's going on in your industry. Talk about current events, or other goings-on in your community. If you like it, your followers may like it too.



Poll Your Peeps

Statements are fine, but the most successful corporate tweeters also ask questions. A simple, "How are we doing?" or "What do you think?" can show that you care about people and are working to improve your business.

Take it to the next level with a Twitter-only poll. Keep it short and focused so it doesn't take long to complete. Make it viral by offering anyone who re-tweets it an incentive, such as a prize drawing.

Talk to Tweet

Does all this seem like too much writing? You should know that if you can talk, you can tweet. Look in your phone's app store for a "voice to text/tweet" program.

Configure it so all you have to do is record a voice note on your phone to send a tweet. (But always check the spelling first – voice recognition software is not yet 100% accurate.)

Automate

This is not for everyone, but you may want to consider scheduling tweets in advance. Numerous online services let you load hundreds or even thousands of tweets at once, and queue them to be released on a preset schedule.

With just a few minutes of work, you could be sending pithy quotations or truisms once a day for the next year or more. Just don't "Set it and forget it," because at its core, Twitter is an interactive medium. Any such automation must be augmented with real-time messaging.

Watch The Clock

Twitter can be a great way to inform your clients and enhance your business, while interacting with the world at large. But it also can be a lot of fun – even addictive! If you're not careful, it can take up more of your time than it deserves.

The Social Web *continued from back*

planted by people who just want to sell stuff? For that matter, are negative reviews any more trust-worthy?

Reviews and Ratings

On Google, anyone searching for a business can add their comments right there on the search results.

Perhaps you've seen "Been here? Rate and review." This is definitely an area to keep your eye on if you are the business owner.

Reviews are just as likely to be negative as positive, and ratings can be one star just as easily as five.

What to do? First, be aware of it. If you haven't already, set up a Google Alert so any mention of your company's name online generates an email to you.

Second, respond to all reviews as quickly as possible. Thank people for their positive comments, and reply diplomatically to the negative ones.

Respond in the medium used. If someone tweets they love your stuff, tweet a thank you. If someone likes your Facebook page or writes on your wall, reply in kind or "Like" them too.

Be Active, Be Proactive

But don't just react to what others are doing. Be proactive!

Invite customers to tell their stories on your website. Put the more common social bookmarking icons on your site to make it easy for people to share.

When your prospects find positive feedback about you, it can definitely help your business. But when they find bad reviews, that doesn't have to work against you.

Most people will consider everything they find while researching a purchase. This includes customer feedback as well as corporate responses. Stay on top of your online reputation, and make sure the positives outweigh the negatives.



INSIDE

YOUR WEB ANALYTICS REVEAL ALL

How closely do you follow your website's statistics? Know your data. Track your trends.

TWITTER COMES OF AGE

Is Twitter part of your company's marketing efforts? It may be soon. Here's what you need to know.

The World Wide Gossip Fence

The Web Is a Social Place

The trend is clear. The web today is a referral-based economy.

Think about how you use the web. You hear about something – a new product or service – and it sounds good.

You Google it. You find the web site. It looks really good. Now you want one.

But you don't buy it yet, because that's not quite enough, is it? You want to know one more thing: You want to know what *everybody else* thinks about it!

So you “ask” the global gossip fence that is today's online world. You look for other people's experiences with this product or service. You search for feedback, both positive and negative, so you can make an informed decision.

There's a name for this. It's called: social proof.

Social Proof

Guess what? That's exactly what *your prospects* are doing when they hear about *your business*. They want to hear from your

happy customers and your unhappy customers. They want to know what they can expect if they buy what you sell.

Facebook is the first stop for many folks. There, it's simple. If you like it, you “Like” it. It's easy to see how many people like something. If your Facebook page has a lot of likes, you're in good shape there.

But Facebook doesn't have “Dislike” button. For negative feedback, the down and dirty talk, a searcher's next stop might be Twitter.

People tweet their gripes and giggles all day long on Twitter. But with just 140 characters to work with, there's not much depth to be found.

Tweets often link to web pages with more in-depth reviews. Search for “your-product-name review” and see what you find.

But here's where it gets tricky. Are positive reviews honest, or are they

continued inside

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