



LEARN BEFORE YOU SPEND...

Free website conversion tips
and web measurement explained.



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Introduction of sorts....

This is the second edition of this e-book which is designed to help show you some easy ways to start treating your web site marketing more scientifically and some tried and tested tips and tricks to improve your conversion rates.

We are making an offer at the end of this book which we'd like you to look at and consider after you've digested the information.

We also give you the permission to do as you will with this literature. You can send it to colleagues, you can sell it at 100% profit, you can give it away as a gift to your subscribers. The only thing that you can't do is alter the contents of this e-book in any way.

We hope that you find this e-book useful and would welcome your feedback.

IMPORTANT DEFINITIONS

Conversion = a visitor that completes an action that you want them to take.

Conversion rate = $\text{Converts} / \text{Total Visitors}$ as a percentage

Setting Goals

So now you know how to measure conversion just divide the amount of converts by the total number of visitors and you have your conversion rate. Great. So now what? Well there are a few basic things that you can do to improve your chances of converting more visitors and that is the point of this e-book. You want more conversion, more prospects, more sales, more happy customers, which brings us to the number one question you need to ask yourself. What is it you really want your visitor to do when they get to your website?

Before any measurement can take place website goals and measurable business objectives need to be set. It should become your roadmap for future success or failure, either you achieve your objectives and succeed, or you don't achieve your objectives and fail. Either way you will know why you got to where you ultimately ended up. Your goal is what you want your visitor to do in terms of an action, your objective is how you define success or failure.

Defining Your Website Goal.

The web is a direct marketing tool that can be measured extraordinarily well. When talking about business to business (B2B) or business to consumer (B2C) web marketing you can break the web up into its own commercial functions. You can come up with 4 goal areas which align with these commercial functions thus allowing you to run your web marketing as part of your business strategy. Every commercial website will fall into one of these four areas.

Prospect Acquisition (a.k.a. Lead Generation) – your goal is gathering potential customers contact information, through your website. You simply want names, email addresses and other pertinent information of people who may be interested in your product.

Sales (a.k.a. E-commerce, E-business) – your goal is direct sales via your website i.e. e-commerce. So it's customers that pay with a credit card (or other method) for your products online that you're looking for.

In House Cost Saving – your goal being to reduce expenditure, usually in the form of resources such as print or in house activities which you automate online.

Customer Service – your goal being to reduce the expenditure to provide your customer service options.

You may define as many goals as you require but always bear in mind the message you wish to portray in your communication. Sales websites differ to a customer service website quite radically so it should be clear that you have 'one main goal' with your design and marketing focusing mainly on that one goal.

It is very common to have multiple website goals.

Let's take Amazon www.amazon.com, as an example. They have a primary goal of sales and a secondary goal of prospect acquisition. If the goals were the other way around the site would be designed very differently in that you would have ways to get free reports and many incentives to entice subscribers. Instead it's very clear that the site is there to sell you something. You are hit with, 'deal of the day' where the most popular buys of the day are listed in the center of the page. The toolbar is a plethora of product based areas of the website. The secondary goal is to get you to subscribe with the right hand side of the screen (at the time of writing), having a personalize amazon.com button which is the only prospect acquisition part of the websites persuasion.

So in short define the goal, the point, the reason for your websites existence before moving onto to part two your business objective.

Website Primary Goal (Tick)

- | | |
|---|---|
| <input type="checkbox"/> Prospect Acquisition | <input type="checkbox"/> Sales (E-commerce) |
| <input type="checkbox"/> Cost saving | <input type="checkbox"/> Customer Service |

Defining Your Business Objectives

Ok, so you have a checkbox ticked which says what the website primary goal is for your website. You have now taken the first step in the right direction and made a decision which means you are now treating your website marketing scientifically. You have defined what it is you want your website to do in very clear terms. Now comes the most essential part of your web business strategy. Defining a measurable objective.

What Is A Measurable Objective?

A measurable objective is a number. It's that simple. It's a figure defining an achieved goal. So if your goal is prospect acquisition, 250 new prospects per year is a measurable objective. If it's sales 250 sales per year is a measurable objective. If it's cost savings 5000 dollars per year saved on printing is a measurable objective. If it's customer service 5000 dollars per year saved in support phone calls is a measurable objective.

How Do I Set A Measurable Objective That's Realistic?

Your business objective should reflect the conversion rate improvement you want. This depends greatly on your cost per visitor and your cost per conversion. There is much more to setting a realistic objective which includes trend measurement over time, but if you consider the following formula a loose way to set a business objective then you're well on your way to treating the job more scientifically than most.

Conversion rate = total conversions / total visitors (as percentage)

Your cost per visitor = total website spend / total visitors (as dollar amount)

Your cost per conversion = total website spend / total conversions (as dollar amount)

Business objective = total conversions required to break even or turn a profit.

The economics behind working these metrics out are quite simple. You want to reduce cost per visitor and cost per conversion, by increasing the conversion rate thus achieving the business objective. The reason that you measure both cost per visitor and cost per conversion is because even if the cost per visitor is difficult to reduce then your cost per conversion is what you're aiming at getting to a low number (in other words increasing the conversion rate).

Now work out what your total spend per month is on your web marketing.

For instance lets take a conservative \$1000 per month including PPC (pay per click) adverts, web development costs, general advertising, PR and time.

If you then are driving 2000 visitors per month and are getting 10 sales per month the metrics pan out like this.

Conversion rate: $10/2000 = 0.5\%$

Cost per visit: $1000/2000 = \$0.5$

Cost per conversion: $1000/10 = \$100$

Business objective: Break even number (in terms of the goal you have set)

Once you have the cost per conversion figure and cost per visit your objective becomes much easier to focus on. You should set the objective to be realistic in six months. So you might want to say as a business objective that your cost per visit is reduced to \$0.4 and your cost per conversion reduced to \$90.

Test your objectives, for at least one year, if you find you are meeting them too easily then the year after you can change them to reflect a more challenging objective. Obviously your year end objective should be to turn a profit so your business objective should reflect this.

So define your business objective. A measurable number per year.

Business Objective._____

By setting a goal and an objective you begin to take the web seriously and can measure conversion rate always comparing it to your business objective. This objective will allow you to gauge your success.

Direct conversion tips to apply to your website

So now you have your goal, you know what you want your website to do for you and a business objective has been set to define whether you're succeeding or failing. Now to some direct tips which you can apply to your website which can improve your conversion immediately.

Headlines

Quite simply the most important part of the content each page can have and often the most overlooked. They should be specifically about the problem that the browser has. Consider these headlines:

- 1. Welcome to the Conversion Chronicles, solutions for improving website conversion.**
- 2. Are you driving qualified traffic to your website but not getting enough customers or prospects?**

Imagine you've arrived at the Conversion Chronicles website for the first time because you need to improve the take up, or conversion rate as we call it. Which of those two lines speaks directly to you? The first one is all bravado and assumes that you know what conversion is. What if you don't know what it means? And why should you care that we're welcoming you? It's not like you're getting a cup of coffee and introductions really is it? If you don't know the meaning of the word conversion then the chances are that you're gone. Your headline has to draw in the reader and immediately get the reader nodding in agreement. The headline has to get the reader to say, yes that's my problem, or yes that's me and start reading the rest of the text. The second headline which we're testing on the Conversion Chronicles landing page at the time of writing pinpoints two very important points to the reader. Firstly it asks if you're getting traffic. It even asks if it's qualified traffic, in other words the visitors you want at your pages, but even if you didn't know what qualified traffic was you would be able to understand roughly what we mean. Secondly it pinpoints the main problem in "not getting enough customers or prospects". So by reverting to very simple English and pinpointing the problem your reader has you target your audience much more effectively. For the best article I've ever read about writing headlines read this article by Sean D'Souza. (you may read it online here:

<http://www.conversionchronicles.com/page.php?PageID=48&tracking=articleheadlines>)

One thing that always should happen is that the headline is in bold or in <h> header tags within the HTML. Basically your headline should smack your reader between the eyes and not let go!

Make text scan proof

Browsers don't or rarely sit and read text on screen word for word unless they're very interested. So make it easy for them to get interested. Keep the text a short width across your screen and highlight keywords in bold so that they can spell out at a quick glance the message you're trying to get across.

For instance which if these paragraphs works better when reading from a screen and what does scanning (quickly flicking your eyes over the text) reveal in both paragraphs?

Paragraph 1

Does it annoy you to see **99% of your web traffic** arrive at your website only to **leave without doing anything**? Are you contemplating spending money on website design, search engine optimization, search directory listings, banner ad campaigns, or any other web marketing tools?

Learn before you spend...

Welcome to the Conversion Chronicles, a website dedicated to helping you to get a **consistent level of conversion** throughout the pages of your site **through education**, articles and resources.

Paragraph 2

Does it annoy you to see 99% of your web traffic arrive at your website only to leave without doing anything? Are you contemplating spending money on website design, search engine optimization, search directory listings, banner ad campaigns, or any other web marketing tools?
Learn before you spend...

Welcome to the Conversion Chronicles, a website dedicated to helping you to get a consistent level of conversion throughout the pages of your site through education, articles and resources.

In paragraph 1 the bold text spells out "99% of your web traffic, leave without doing anything?" "Learn before you spend" "consistent level of conversion, through education". Put simply they are the words that the user will pick up first out of that paragraph and vastly improve conversion, much like a good headline we found in the variety of tests we have done. Paragraph 2 on the other hand while it says exactly the same thing is spread across the entire page has no bold text and forces the reader to do more work to understand what the content is about. The secret is to combine this 1st method of scan proofing with a killer headline.

Maximize the potential of your graphics

This won't impress the flash and animated graphic guys one little bit, unless they're actually good designers who know what I'm about to say is true and adapt their graphics to work in this way. Basically a graphic is a complete waste of space unless it does something to help persuade the browser to convert or helps the browser understand what you're trying to say in some way. A graphic should never be used to fill in space unless it keenly portrays a useful message. For instance going back to the chronicles site again.

The landing page is split into three areas, the graphic on the right shown here is the seventh version of this graphic and has been changed again since then.

We wanted to have the graphic be striking, persuasive and fit with the rest of the site.

It was all about persuading the browser to subscribe. It's not a picture that has no point to it, similarly with every graphic we've tried to use. A bad example of the use of graphics can be found in just about every commercial website you go to where the landing page uses flash animations.

Now I'm not bashing the correct use of flash or animations which can help the browser to navigate or portray a powerful image which will help the site to convert but most Flash sites or animations that I've seen do nothing but compliment the talents of the designer.

It's all about using existing technology carefully and about doing things for a reason and testing your decisions by measuring results.

A bad example is a website I recently worked on which had a large picture in the center of the landing page showing off the corporate offices of the company. What is the point of that? Now this was the landing page, they were doing a commerce push in direct mail shots and trying to get people to use their e-store but had a picture of the office block on their landing page and a tiny little link to the e-store.



Your name

Your email

HTML Text

Subscribe

[we respect your privacy](#)

Graphics used wisely are great. Otherwise they merely waste space. In the above example lets take a look at what's good about it.

Firstly it fit with the rest of the color scheme at the time.

Secondly it is a very clear persuasion point, it's on every page and it's an obvious offer.

Thirdly it offers a value to the reader (\$27). In our case we actually had an independent e-book library called Eweline value and offer our book for sale on their website, so we knew the value of this document before we put it online.

Fourthly it implies 4 simple benefits which are easy to understand in the text next to the picture:

1. It includes conversion improvement techniques.
2. It includes information about web measurement vendors.
3. It is explained in simple English.
4. It is sent free to your email address (which also means that the reader will give you a valid email address to send the book to).

Underneath all of this is the very simple form (name and email address plus selecting the type of email you want to receive) and a subscribe button which is obviously something you have to press. The final part which is very important is the link to the privacy page, so that the reader can find out how the email address is to be used. Of course not everything about the persuasive point above is a graphic but it's all copy. It's important to know the difference between copy (persuasion) and content (information)

All communication should lead to change – Aristotle

Develop Distinct Web Copy And Web Content

What is the difference?

Many web sites do not make a distinction between web copy and web content. If your website does not make this distinction and follow simple guidelines then you're heading for trouble. A little time and effort spent in making the distinction and getting your copy and content correct will improve your websites usability, navigation and conversion rates.

Web Copy

Web copy is that part of the sites text which is designed to persuade you to do something or take some action. It may be the link saying 'subscribe now' or 'add to cart'. It may be the opening paragraph on the first page of your website which persuades your users to do what you want them to do. Your title headings are copy, your links to reassurances about privacy, shipping and warranties are copy. It is copy that guides your browser through your pages so you should make it as powerful psychologically if it's a headline as you possibly can.

Web Content

Web content is the part of your website which you want or need your browsers to read. Articles are content, your after sales service description, your specifications page, a page with contact details in fact anything which describes something in detail. However content does not simply impassively provide information. To improve conversion your content should solve your browsers problem, answer their questions and then your copy should kick in again to get them to continue to the next level of your persuasive process.

Copy and content go hand in hand, it would be wasteful if when copywriting the persuasion is superb but then is let down by woeful content but on the flip side if you have tremendously engaging and exciting content which the user isn't persuaded to see by poor copy then the content writing has been a waste of time.

Make use of Urgency

Urgency is a great persuasive element in a website. If you can convince your visitor that he is going to miss out somehow if he doesn't act quickly then you will improve conversion.

Here are two examples on how to use urgency throughout websites.

1) Time Expiry Offer.

"For the next fifteen minutes, in the frozen food section, free passion fruit sorbet for everyone" was a quote from the excellent book by Paco Underhill - Why We Buy. Just as in this example, you could let your readers know they will miss out if they haven't subscribed or bought your product by a certain time. It's a good way to tie in campaigns to clear products from your existing stock by offering discounts until a certain deadline for instance.

2) The Nth Number Factor.

The website states that all buyers before the first 1000 products sold get a free bonus product perhaps combined with a visible counter of the current number of purchases. The Nth number factor can also be combined with the time factor. The offer at the end of this book has an nth number factor applied in that we only do 30 assessments monthly meaning you have to get in quickly in order to be accepted for a critique. That is simply to control the amount of work we have to do every month but it works in the same way.

Differentiate yourself from your competition.

By being different, by making yourself stand out from the crowd you improve your chances of repeat visitors and recognition in a world full of choices. Our website went from a 4% subscription rate to 15% on a monthly basis once we differentiated ourselves from our competition. Here's some practical advice on how to differentiate yourself and your website.

1) Examine your marketplace.

List your top competitors, the people who you're currently going to have to fight for market share. List their attributes, the one thing that each company tries to communicate, and see if they own anything. By owning something, I mean a word, a concept, an idea about the products they are selling. You're looking to find their strengths and weaknesses as they exist in the mind of the customer. Your objective, at this stage of your research, should be to find something in your product that no one owns. This is also useful in order to see if your idea is actually viable and it's never a bad idea to research what your competition is doing. This is actually the vital stage in differentiating yourself from your competitors; you have to find out how they are currently perceived.

2) Find your difference.

You're looking to be unique, to find that one thing which separates you from your competition. There are many ways to find your difference. Being the first or the market leader is a differentiator. Harvard is the number one university in the United States and it plays on that perception. Owning a characteristic or a word is a differentiating idea. In our own example, The Conversion Chronicles, our goal is to own the word 'Conversion'. Owning an attribute is a differentiator. Volvo owns 'safe', Ferrari owns 'speed' and McDonalds owns 'kids' in the sense that it's a fast food restaurant for children. Heritage is a differentiating idea. If you have been in business for 70 years and have served 50,000 customers, then no one can take that away from you. It makes you different. Locality can make you different if you're the only company in your region selling what you sell. Being a specialist can make you different. Sean D'Souza is an internationally known marketing consultant specializing in what happens in a customer's brain and his company name is different, Psychotactics. How a product is made can make it different. Dove Soap according to David Ogilvy, is the number one in the USA with its main difference advertised by Ogilvy & Mather as 'Moisturizing Lotion', the difference is the lotion in the soap. Being the latest or the newest can make you different. So with these thoughts in mind, examine your products or services and find your difference.

3) Make sure you can do what you say.

Finding your difference and knowing the market is one thing, but you actually have to be able to back your uniqueness up. If you market yourself in a differentiating way, you should be able to demonstrate that difference. Dove Soap, for instance, has got moisturizer in it!

4) Tell people about your difference.

In effect, this is the part where you start developing your website with the difference in mind, all your communication and messages to your potential customer should be about passing on that difference. Get down to the nitty gritty, the website title, your domain name, your tag line or slogan, your articles, your company perception, your email signatures, everything that you communicate should tell people why you're different. Indeed if it's required, don't stop at your website, your advertising, your brochures, your business cards, even your yearly Christmas gifts should all communicate why you are different from your competition.

Relevancy Towards Your Visitors

You begin with keywords which relate to and qualify your readers. This helps with search engine visibility and means your visitors feel like they are in the right place when they arrive at your website. PPC campaigns should qualify your audience initially and when clicked should land at a highly relevant and specific landing page. This means your advertisements are working for you and not simply driving traffic which isn't targeted well enough. Your web site message should not try to cater for everyone, it should be specific and relevant to a particular target market. This means that you can focus your message in relation to what your visitor wants. Finally you should find strategic partners who work in related industries with similar target audiences to your own. This means you improve your own visibility to your target audience. In simple terms being relevant means putting the right offer in front of the right people and by getting more of the right people to your website, you improve your conversion rates considerably.

To explain what I mean by relevance I'll break it down further.

Keywords

Keywords are important for two reasons.

Firstly by using the keywords which relate to your reader you get listed by search engines accordingly meaning that people can find you. Notice that I phrased the last sentence carefully. I said 'keywords which relate to your reader'. It's important to understand that what you consider 'key words' might not be the keywords your visitors are using to reach you.

Secondly and from my point of view more importantly keywords help to qualify your audience after they have arrived at your web site. If you click through from a search engine to a web site and the headline or first paragraph don't strike you as relevant to what you're looking for you're likely to 'bounce' (in other words leave the site). The key words you use help to assure your visitor they are in the right place.

Good use of keywords embedded in your copy and content will firstly help you to attract the right kind of people and secondly help to effectively qualify them as being in the right place. If you manage to attract and qualify them, the reader is then more likely to click through to find out more about what your website is about. If they do that, there is a much higher chance that they will convert to your desired goal.

A good SEO or SEM company in my opinion is one that understands that it's about answering the visitors' needs, not simply packing the website with related key words and phrases.

Paid Traffic

Pay per click (or PPC) is when you set-up an account with a search engine (Google or Overture for instance) and write ads which appear when a certain keyword is requested by a visitor to the search engine. If a visitor clicks your ad you pay a predefined fee to the search engine. PPC done correctly is a good way to drive people interested in your product or services to your website and clever PPC marketing should positively effect conversion.

One of our clients recently asked me about a PPC campaign (run by another company) that was converting poorly. The reason it was converting poorly is because the ad was optimized to be clicked through and not optimized to qualify the reader. To explain in more detail, the product in the ad was a mobility scooter costing \$1850. The ad explained you could get great discounts on mobility scooters and therefore the click through on the ad was quite high. Therefore it was an expensive campaign for our client which didn't convert into sales.

In my opinion this particular ad should try to qualify the reader more by having the price and location in the ad. My reasoning is that a fair percentage of visitors who are interesting in purchasing an expensive item like a mobility scooter will want to see it first. Therefore a good way to actually sell this particular product is to tell the reader the price and location so they know without going to the website whether the product is for them. If they click through and look it doesn't matter if they don't purchase but then come to the physical store and buy because they know the product is in their home town. Price in the ad pre-qualifies that they have the money. So if they have the money, are in the market and are in the same city there is a much higher chance of a purchase.

Another thing you should remember in PPC campaigns is the relevance of the ad to your landing page. It's an often overlooked problem that the PPC ad doesn't relate directly to the landing page. In the case of our client they did this correctly by linking the Google ads directly to the page about mobility scooters. A common mistake however is to link the ads to a home page which expects the visitor to work to find what it is you're selling.

Too many PPC companies work on click through as their gauge of success. They see it as their job to drive the traffic rather than convert it. The idea of successful PPC marketing is simple

economics. You spend less than you earn from the visitors that arrive and make a profit. However ads that use the shotgun approach aren't doing you any favors. Ads that you're paying for should bring in very interested and pre-qualified visitors that convert at a higher level than free traffic.

Target Your Market

You can't please everyone and it's fatal to try to do so. You have to figure out your best chance of business from your audience and cater to that area of business. If you have a large varied audience or are running some kind of portal then you should have a clear strategy to attract people to dedicated sections of your website.

For instance in the field of small business there are 1000's of different wants, needs and requirements to cater for. Your landing page (home or index page) is going to have a very hard time catering for all of those people effectively. So quite simply don't try. Figure out by measuring how people find you, what the biggest segment of traffic look for and cater for that group. Then take the second biggest segment of traffic and develop a different landing page for them, using content (and embedded keywords) more relevant to their wants and needs. It's possible to develop big websites which cater for a variety of different audiences but not all in the same page.

For instance, a small business owner in need of a sample contract of employment isn't immediately going to be interested in accountancy services. He might be interested in a resources section which has sample documents for download and lawyers who cater for small businesses. If therefore this visitor arrived to find a website with a plethora of choices when all he wants is a sample contract then he is likely to leave.

If however a section of your website was dedicated solely to business documents and sample downloads for small businesses and the visitor clicks through to this page from a search engine, there is a much higher chance he will browse to find what he is looking for. If then he sees that you have more resources (like an accountancy portal link) then he may even bookmark your site before leaving and that's what you want, repeat visitors.

Find relevant strategic partners

Being at the top of the search engines is not entirely necessary but it certainly helps. You should try to get a listing on the first page of results for your chosen keywords. Put simply if people have to look through to link number 8074 on Google to read about your products and services then you're not likely to be found.

For example if you do a Google search for 'improving website conversion' our site appears in the top position as we've optimized for that key phrase. We hoped that this is what our potential visitor will key in when doing a search. However while this was part of our strategy it was only a very small part as you cannot rely on search engine algorithms to pay your bills.

The alternative and safety net to relying on the all powerful search engine algorithm is to find strategic partners who like what you do and want to re-print your information. That is what people go online to do, find information and surprisingly not enough businesses realize this.

Strategic linking while harder work than submitting your site to search engines works very well. The subscription conversion rate average from our top strategic partners is 31%. By that I mean nearly a 3rd of the visits coming from the partners who re-print our articles subscribe. Because the partners we're working with are well known and highly respected they are a great qualification vehicle. Upon visiting our partner website, the visitor reads what we've said (in articles, forum posts, blog entries, advertisements etc.), like what they see, click through to our site and subscribe. In this way the reader arrives warmed up to what you have to say so the conversion rate is much improved.

The added benefit of this is that the more outbound links you have pointing to you, the higher your ranking gets on many of the search engines. Another benefit is that even if you can't get listed on search engines directly for all your keywords, some of the partner sites will do so due to their own visibility, so more paths flow to you. This is a far more effective strategy than SEO/SEM alone.

Which brings me onto measurement

In order to improve conversion after you have applied all the above tactics you then need to measure your website visitor levels and you should really be thinking and measuring a lot more than just the amount of visitors, though that is a different book! In the last chapter of this e-book I'll go onto to explain a few things about web traffic measurement and review 2 tools which I would personally recommend.

Is Your Web Site Geared For Good Measurement?

You need to start at the beginning, actually with your website design. There are two things you must not do when designing a website which you want to measure accurately. The bad news is that if you're using either of these design methods then in order to accurately measure conversion the easiest way is to change the way you present your website to the world.

The Use Of Frames

Frames solve design problems and many designers love them. This is because they are easy to implement and it's easy to control the layout and look of a website when using frames. However a frameset is not a particularly viable solution when talking about accurately measuring the page impressions.

Take a typical frameset with three pages connected together. Every time that frameset is accessed 3 impressions are registered with the server logs completely skewing your statistics. Effectively in this example trebling your page impression count. It's possible still to measure and track using frames but it's an awful lot harder and is effected by many more variables. Anything you can do with frames you can do with HTML tables and it is merely down to either the page load speed being faster with frames or simply a short cut being taken by the designer. Arguably load times with framesets can be faster but again, good clean HTML coding with tables is just as effective. Designers may use frames to cut down on the development time as it is less difficult programmatically to produce a frameset, than it is to produce tables.

It may be cheaper and take less time, but do you want something cheap and difficult to measure? In addition frames throw up other search engine problems and in some very old browsers aren't even supported. It's up to you but we do not regard framesets an option. The question you need to ask is how difficult do you want to make it for yourself?

The Use Of Flash & Shockwave

While frames are a quick and easy way to design websites, Flash is usually a more expensive resource to buy so you would think that there wouldn't be any problems with Flash and measurement. Not so. The reason that Flash and Shockwave websites are expensive is mainly due to the design and quality of the graphic work that goes into the site. Some Shockwave and Flash sites are quite simply breathtaking to look at, superb with usability and user interaction and even portray a great message. However most Shockwave and Flash sites that I have examined do one thing badly. They do not measure user interaction. One exception I think is Macromedia, <http://www.macromedia.com>.

This isn't a design flaw of Flash or Shockwave it's the way that most designers don't plan for measurement when they develop in Flash. What usually happens is that a shockwave file is embedded into one HTML page which then controls the whole website. So the user never leaves the page but rather moves around within an embedded shockwave file. Flash and Shockwave can be embedded into as many HTML pages as required so it's a design problem not a technology one. All you need to do if you're going to use flash and shockwave is have multiple shockwave files embedded into numerous pages so that the user experience is the same but the file container is split up into smaller parts.

This will allow you to measure more than knowing that a certain quantity of visitors visited one page on your website. Most measurement tools I know of can track Flash and Shockwave these days within the flash itself, HBX and IRIS Metrics are two examples. However most designers never plan for tracking.

Server Based Measurement Or Browser Based Application Service Provider?

When considering what kind of analysis you want to undertake you should come to a decision on what kind of tool to use based on firstly the accuracy you require and secondly the price you are prepared to pay. There are two kinds currently available, server based measurement or application service provider.

Server Based Measurement

This is a program that measures activity based on the text files held on the web server. What typically happens is that the tool will either automatically refer to the text file and generate reports based on what is recorded in the files or you will manually install your own log files into the tool which then produces the reports you desire.

Advantages:

- Usually the tools are cheap to install and configure if not free with the web host or server you use.
- Fast set-up time. Usually a web host will have software pre-installed and configured allowing you to instantly start measuring.

Disadvantages:

- Misleading reporting methods. Unless you filter out a large number of visits from your reporting and develop your own method to decipher proxy users then you will have problems getting accurate figures from your server logs. The reasons for this are explained below.

1) **Crawlers.**

Search engine spiders often visit your pages for the very legitimate reason of indexing your pages for search engines. If your site has 200 pages you might have thousands of page impressions logged which are meaningless. You also are often scanned by SPAM software for email addresses which add up the page impressions. Server logs record this data along with your valid visitor data making it inaccurate.

2) **Proxies.**

If you get visits from people within a company which uses a proxy server, which might have thousands of users behind it the proxy server will only be counted as 1 IP address. So it doesn't give any indication of how many people visited. It could be one person visiting thousands of times or thousands of individual users but you have no way of knowing through server logs.

Metrical analysis can still be done quite effectively using web log server measurement as long as you know what to filter out. Our testing on <http://www.webpage.co.uk/> resulted in an 85% accurate figure from logs as oppose 99.95% figure from an ASP.

Browser Based Application Service Provider

The way that these programs work is that information from each browser that visits your website is recorded usually in a database and then the data is manipulated into reports which you can read. Typically these services ask you to paste some HTML code into your web pages. A cookie is used to determine which user is accessing the site. These are then tracked on a remote server somewhere and you login to view the reports.

Advantages:

- Very accurate. The only variable is when a user has cookies turned off and this is very rare. No problems with crawlers or proxies either. The reasons are explained below.
 - 1) Cookies are very rarely turned off. After 6 months testing on stats gathered 99.95% of visitors had cookies enabled on their web browser and this is pretty useful in most cases. Even if they are turned off in most cases the browser can be tracked as a visit, just that no data about that particular user can be recorded. So if the browser comes back it just registers as another visit rather than register as the same visitor coming back twice. However see the disadvantages below for enterprise level websites.
 - 2) Proxy and Crawler problems negated. This is because crawlers are software programs designed to move from link to link on the Internet and gather information. In other words they are not a web browser such as Internet Explorer or Netscape Navigator. This means that the tracking software automatically ignores them. When people come from behind a proxy server they are still using a web browser to access the Internet page. This means that the browser software is assigned a unique cookie which means you can record how many different browsers come from behind the proxy.
 - 3) 3rd party solution. The fact that your data is hosted means you can view from anywhere which has an internet connection.

Disadvantages:

- Price. Usually because of associated bandwidth requirements, the cost of running the service as well as maintenance, mean the prices are often quite restrictive.

- Cookies required. For low traffic websites the cookie problem is not such a big issue, but for enterprise level sites people turning off cookies or deleting them regularly can mean that inaccuracies in traffic numbers occur. By that I mean that people whom have deleted a cookie and return to a website regularly will be counted as a new user every time. This is why with large numbers of users it can be a problem knowing how many unique visitors are new users and how many are returning visitors.

If you need accuracy then a Browser Based Application Service Provider is the way to start your measurement strategy because even with the cookie issues it's the most accurate way at the moment to track numbers.

The Vendors

What follows is a short analysis of 2 web tools I recommend. The first IRIS Metrics is an impressive system which can be used for any level of traffic but is more affordable for smaller businesses needing a good web analytics solution.

The second HBX is an enterprise level system designed for sites with large numbers of users. In my opinion it's the best system available for Enterprise level tracking as it integrates very well with CRM and other customer retention and data systems. HBX also offer the support levels that larger businesses require and is why I'd recommend that bigger businesses with enterprise level requirements look at HBX.

As discussed earlier when you learn how to measure conversion you begin to see that the web is a pretty powerful medium to gather useful data about your visitors. Measurement strategies are becoming increasingly important as businesses begin to see that the web is a direct marketing medium which can be predicted, monitored and used in a professional manner, rather than in many cases merely being another contact channel.

As a company we re-sell both systems depending on the clients need. If the client is a large company requiring an enterprise level integrated solution we recommend HBX. If you simply require web analytics for a website and have a lower budget then we recommend IRIS.



IRIS Metrics

Aboavista Oy

ElectroCity D 4
Tykistökatu 4 D
Turku
FIN-20520
Finland

Email : info@irismetrics.com

Web : <http://www.irismetrics.com>

The Company:

Aboavista is a web marketing and software company operating in Finland and the USA. The companies focus is on developing more business for you through your website. By improving website conversion rates they drastically increase the amount of business that comes through your web initiatives. Aboavista has been profitable since its inception and is led by seasoned professionals. Through its partners, intelligent manipulation of proven marketing methods and business intelligence developed through online measurement, Aboavista enables you to **do more business through your website.**

IRIS Metrics is an international web traffic analysis service provider serving online marketers. IRIS provides hosted applications that help online businesses measure the effectiveness of their web sites and marketing efforts, in order to improve their success and increase their ROI. With IRIS the company's focus is on providing a comprehensive yet easily adaptable solution for measuring site traffic, advertising effectiveness, sources of customer acquisition and e-commerce transactions. Consulting and improvement of web conversion rates by using IRIS is the main focus of Aboavista.

Technical Commentary:

Data collection

IRIS is a browser based technology that captures visitor activity directly from a users web browser as opposed to the industry standard, log file analysis, which is capable only of measuring web server activity. As a result of these differing collection methodologies and log-file technology limitations, log-file analysis tools regularly over-report page views and unique visitors when compared to browser based analysis tools such as IRIS. This over-reporting commonly results in significant differences in reported statistics and data accuracy.

IRIS relies on a combination of JavaScript and CGI code, which is placed within the body of the source code of a web site's page. When a user loads, in a web browser window, a page that contains the IRIS tracking code, the code forwards information to data collection servers where it is analyzed and stored in a proprietary database. While the JavaScript is added to the site's pages for communication with data collection servers, the time required by these new activities is measured in fractions of seconds and will not be noticeable by the site's visitors. The client side tracking methodology enables accurate measurement of the number of unique visitors and page views that a Web site receives, regardless if the page content is stored in cache memory.

Long time cookies are used to further increase unique and returning visitor tracking and are fully compliant with IE 6.0's default privacy settings. IRIS Statistics is OS and Web Server Platform Independent.

Data Reporting – Servlet technology

The data is reported using servlets held on the server combined with pre-generated HTML to produce the real time reports you see in the system.

Database

Currently the data is held on an SQL database. The new proprietary database is very similar to SQL in the way it can be viewed via an API though faster to query meaning more records can be handled.

Product Features:

Path Explorer plug-in is a browser plug-in that helps businesses understand and compare site usage patterns in a visual format. IRIS Path Explorer superimposes statistics on an actual web site page and synchronizes report data relevant to the displayed page as you navigate through the site in realtime displaying click path patterns and abandonment ratio.

Conversion Rate Analysis – IRIS allows marketers to see the source of customer acquisition and the conversion rate associated with particular keywords, search engines, e-mail campaigns, and other referral sources.

Campaign Analysis – With the help of a flexible campaign configuration interface online marketers can easily measure the activity, bounce rate, conversion rate and revenue generated by all online and offline marketing activities such as banner campaigns, E-mail newsletter campaigns, PPC search engine marketing, natural search marketing and affiliate programs.

PPC Integration – IRIS interfaces with all major PPC search engines such as Overture, Google Adwords, FindWhat etc. importing variable click cost data in real-time. PPC conversion reports provide keyword level CPA (cost per action) and ROAS (return on ad spend) information in real time.

Scenario Analysis reports – illustrates at which step visitors abandoned a given process and indicates areas of weakness in site content, offer or navigation. Using this feature, online marketers can pinpoint specific funnels that drive conversions or have high abandonment rates and optimize the site in response to this insight.

Drilling Down – The ability to pinpoint top-level report items and drill down into sub-reports allows marketers to better understand the driving factors of top-level findings.

Exit Link Tracking – Unlike other industry solutions such as log-file analysis software, IRIS can track the links your visitors use to exit your web site. Online marketers can analyze where web site visitors go after they leave the web site as well as analyze exit page preference and frequency.

Scheduled E-mail Reporting – Customizable E-mail reports can be scheduled for daily, weekly or monthly delivery in HTML or Excel formats.

Visit path reports – As a result of true real time raw data analysis IRIS is capable of extracting single visitor session information for each statistical report. Visit path reports show how visitors navigate through the web site page by page, their IP address, host information, the entry page, the source and system information, the length of their visits, the number of pages viewed, download links, exit links and the actions they have taken (e.g. sale, signup, newsletter subscription or any other user defined goal). Using an API provided by Aboavista this information can be linked to other enterprise applications such as a CRM system, an E-mail marketing application or external data sources such as a customer or order database.

Bounce rate analysis - Bounce rate is an important metric, one all internet marketers should know about their e-businesses off the top of their heads. The rate should be a part of the marketing plan as well, normally as an objective accompanied by appropriate strategies and tactics designed to reduce the rate to an acceptable level. Once the bounce rate has been reduced to a consistent acceptable level, then efforts can be concentrated on increasing the purchase and/or browse rate.

User management – Managing multiple user accounts with different access levels is critical in an enterprise where sensitive report data needs to be limited to certain members or organizational departments.

Benefits:

With IRIS, businesses can easily measure success and improve their ROI by accessing real-time reports about visitors to their web site which are relevant to overall marketing data.

The service is subscription-based, remotely hosted reporting solution for real-time web site analysis which has been designed to suit the needs of both the small to large business and enterprise markets.

IRIS offers businesses a highly professional yet cost efficient alternative to other web analytic services with a clear focus on delivering *actionable reports*. IRIS helps provide businesses with the knowledge necessary to make strategic business decisions by providing detailed reports which give powerful insight into the behavior of customers on their web sites.

IRIS E-Commerce, featuring conversion rate analysis, is one of the markets most popular web traffic analysis solutions designed for web sites with E-Commerce activities. IRIS E-Commerce is designed to analyze the source of customer acquisition and the effectiveness of marketing campaigns. Businesses can immediately identify the best sources of customer acquisition, and see which promotional campaigns they need to invest further in and which ones to eliminate.

- The simplified data collection process requires no log files, hardware or software
- Receive reports online 24-hours a day, 7-days a week to evaluate site traffic
- Begin basic web traffic analysis and tracking the same day service is initiated
- Minimal IT requirements allow ease of implementation and no maintenance
- No long-term financial obligation

Pricing:

Premium - \$19.95 per month for 35,000 page views

(no conversion tracking or scheduled reporting with premium).

E-commerce - \$49.95 per month for 100,000 page views.

Ad-Media - \$79.95 per month for 100,000 page views.

Comments:

Aboavista are a company focused on simply improving the conversion rates of websites and have specifically developed the service for this purpose while also attempting not to overwhelm customers with data. It's very easy for the customer of the Ad Media version to see what ROI he is getting for his website expenditure. Because Aboavista offer the conversion improvement consultancy alongside the tool there is a great scope for IRIS and should be one to keep an eye out for in the future.



HBX - WebSideStory Inc.

United States
10182 Telesis Court, 6th Floor
San Diego, CA 92121
[P] 858.546.0040
[F] 858.546.0480

EMEA
Neptunusstraat 23
2132 JA Hoofddorp, NL
[P] +31 (0) 23-5677900
[F] +31 (0) 23-5541011

United Kingdom
212 Piccadilly
London, W1J 9HG
[P] +44 (0) 207 917 6280
[F] +44 (0) 207 917 6281

Email: info@websidestory.com

Web: <http://www.websidestory.com/>

The Company:

WebSideStory was founded in 1996 and helped pioneer on-demand Web analytics. The company, based in San Diego with offices in UK, Amsterdam and Singapore, is the first Web analytics ASP (application service provider) to go public (Nasdaq: WSSI). The company's flagship service is HBX, used by more than 600 enterprise clients worldwide. In all, the company has more than 3,000 customers. HBX helps gauge the success of online marketing initiatives and can help optimize any of the four site types: e-commerce, lead generation, media and self-service. HBX recently won PC Magazine's Editor's Choice Award for Best Web Analytics. The company has about 135 employees.

Technical Commentary:

HBX is a completely hosted analysis and reporting service. It is not packaged software. Our clients embed tags or Web beacons in the HTML of their Web pages, which, with the use of cookies, sends data to our network in real-time. We provide this data to our clients through a number of reporting interfaces, including a Web-based UI. We analyze more than 30 billion page views every month and provide dozens of key reports to help our clients improve their online business initiative.

Product features:

1) **ADVANCED NAVIGATION ANALYSIS**

HBX provides the industry's most in-depth navigation analysis, allowing site managers to analyze visitor behavior in a multitude of ways.

- **Conversion Funnels:** Define and measure the effectiveness of any custom-defined process, such as the checkout process. Pinpoint and optimize areas with high drop-off or abandonment rates.
- **Affinity Reporting:** Affinity reports provide an easy way to understand trends and patterns among pages and site content areas. The page affinity report, for example, reveals the pages that are viewed by the same visitors. It can even be used to detect the products that are often viewed by the same people.
- **Active Viewing:** This intuitive visualization feature enables you to overlay key visitor and customer metrics right on top of your Web site. This Microsoft Internet Explorer plug-in gives you a unique perspective on how visitors interact with the design of your site.
- **Event Sequence:** Conduct advanced queries on navigational path data. Search criteria include page sequences, entry and exit points, and the referral source of the traffic. Use this functionality to assess site navigation scenarios.

2) **POWERFUL CAMPAIGN ANALYTICS**

Track the performance of all your online marketing initiatives, including pay-per-click keyword buys, banner ads, e-mails and affiliate programs. HBX's auto-sensing functionality enables you to measure all your marketing campaigns with no maintenance. You can also use a variety of cost models, such as cost-per-click or cost-per-acquisition, depending on the campaign.

3) INTERNAL SEARCH

Discover your most common internal search terms, including their effectiveness at converting visitors into buyers or subscribers. Fine tune your messaging, merchandising and promotions to better address your visitors' needs, while increasing site conversion by understanding what your visitors are looking for.

4) CONTENT ANALYSIS

Understand how visitors navigate through your site content, what pages they view most frequently and much more. HBX allows you to analyze your site content in a logical, hierarchical fashion that closely matches your business organization. For example, a sports site may wish to analyze its content based on different sporting activities.

5) VISITOR SEGMENTATION

Segment your visitors into logical, behavior-based groups. Analyze the behavior of your segments to see how they differ. See which segments are most likely to take an action, such as making a purchase, filling out a lead form or dropping off from a conversion process. You can analyze the content preference of individual segments and better target your marketing efforts.

6) CROSS-CHANNEL INTEGRATION

HBX is the only Web analytics provider to correlate Web site behavior with offline sales conversions. Through a technology integration with Salesforce.com, the leading outsourced CRM tool, you can close the loop between online promotions and offline sales conversions. For example, you can assess the quality of your leads generated from keyword or e-mail campaigns in order to better allocate your online marketing budget.

7) EXECUTIVE DASHBOARDS

HBX is the only service that offers key performance indicators (KPIs) in its interactive dashboards, providing users with the intelligence they need to make educated decisions that significantly impact the success of their site. Examples of KPIs include site conversion rate, leads or transactions generated and shopping cart conversion rates.

8) CUSTOM REPORTS

The intuitive HBX Report Builder plug-in allows you to easily generate HBX reports directly from Microsoft Excel. Use HBX Report Builder's robust capabilities to create, schedule and distribute custom reports that are relevant to your business.

9) DETAILED COMMERCE REPORTING

HBX provides powerful, real-time e-commerce reporting to help e-commerce managers improve merchandising and increase sales.

- **Merchandising:** Get detailed reports on the effectiveness of your merchandising, including product conversions. Explore product cross-sell opportunities and merchandising analysis by category, brand, color or size. Increase your promotional expenditures on products with high conversion rates and identify which products perform best to various types of promotions.
- **Customer Lifetime Value:** Get the lifetime value of your customers based upon their acquisition source and increase your expenditures on sources that generate the best customers.
- **Unique Customer Identifier:** Extract the unique customer IDs associated with any report or segment of your customers and follow up with targeted marketing campaigns to further increase retention.

Benefits:

Industry leaders such as Best Buy, Cisco Systems and the Walt Disney Internet Group rely on WebSideStory and HBX to measure marketing return on investment, improve conversions, monetize content, increase ad sales and improve customer support. As the most widely used on-demand Web analytics solution of its class, HBX decreases the time and effort it takes to make critical decisions.

The main benefits are:

- **Increase Conversions:** HBX provides in-depth reporting to help you increase conversions, streamline site navigation processes, eliminate bottlenecks and pinpoint optimal paths to conversion.
- **Optimize Site Content:** Use the industry's most detailed content reporting to better leverage your site content. HBX provides up-to-the-second analysis of site content, from a macro-level view down to the individual page level, enabling you to invest in the content that helps convert visitors.
- **Improve Marketing ROI:** HBX provides a highly scalable marketing analytics platform that lets you track and optimize all of your online marketing programs, from search engine pay-per-click to email and banner campaigns.

- **Boost Advertising Sales:** In addition to providing advertisers with accurate visitor behavior reports, HBX enables you to sell more targeted advertising by identifying the content preference of various visitor segments.
- **Save Time & Resources:** HBX is an easy-to implement, on-demand solution that provides actionable insight through a simple and easy-to-use Web-browser interface.

PRICING:

HBX starts at \$15,000 per year.

Commentary:

Aboavista are a company focused on improving the conversion rates of websites and have signed a deal with WebSideStory to provide this solution to enterprise level clients. Because Aboavista offer the conversion improvement consultancy alongside the tool there is a great scope for this partnership.

On a personal level I have yet to see a better tracking system and if it were more affordable for smaller companies I would recommend it to everyone. However the support offered to clients by HBX demand higher pricing structure therefore it is more suitable for those with a bigger budget who would see a higher return on investment by using HBX.

What Next?

Join our newsletter...

By subscribing to our website you get monthly information from some of the top authors in the web analytics and measurement industry and further access to more resources. It's free and it always will be.

WE NEVER RENT, LEASE OR GIVE YOUR INFORMATION TO ANY THIRD PARTIES AND NEVER SEND MORE THAN 2 MESSAGES PER MONTH.

Here is what some of our readers have to say.

"I've been reading the articles on Chronicles and I must say that not only every word makes perfect sense, but the articles and the e-books have contributed a great deal in my understanding of web marketing. Websites, as any enterprise, have a raison d'etre. Conversion chronicles has helped me to trust the gut feeling that there is something fundamental missing from the picture."

Tapani Jalonen
Web Developer
GREY PRO Oy
Helsinki
Finland

"Excellent edition, it's always good to get a reminder about ways to improve especially one of such high quality. I feel excited when you talk about conversion and give practical examples"

Haidon Carter
Forest Gate
London, UK

"I have just read your book which I found to be frighteningly educational."

Peter Brown, CEO
AHI Technology Solutions
California
USA

"You normally pay a fortune for the kind of advice offered freely here. Thanks for all your help."

Jeremy Boone
Carolina ADI
Charlotte, NC USA

"Finally got around to reading July newsletter - and had to stay up until 2:00 am to do that! :) Excellent newsletter edition. I found all the articles useful. Good quality of guest writers as well. Their articles are very relevant to what we're doing here at Veraci. Keep it up!"

Michael Shrivathsan
Veraci Inc.,
Texas
USA

Subscribe to the website

<http://www.conversionchronicles.com/>

Use the sign up form on the right

Testimonials To Our Offer

What follows are a few testimonials regards our offer explained in the next page. They are all genuine and we have many more, however we have only included a number of them here.

"Conversion for my key product line and PPC ad group has gone from 0.71% in July to 1.4% in August-to-date, almost immediately after implementing the changes you suggested. As a result of that particular improvement I have cut my advertising costs in half and in addition, my average order size has gone up from \$33 to \$39. Thanks again for your help!" **Matt Krause, CEO, Moda Jewels Ltd, USA. (became a customer)**

"Scott, my coauthor, forwarded me your thorough, professional analysis of our site. I have no doubt that your feedback will dramatically accelerate our sales. Thank you so much for your time and consideration."
David Teten, Co-Author, The Virtual Handshake, Online Business Networks Inc, USA.

"Aboavista have in Steve one of the top web analysts in the world today. I think its been an incredible achievement for both of us to create such a good website without having ever met!"
Graham Stewart, Creative Director, PICSIE Ltd, Glasgow, Scotland. (became a customer)

"We were only trying to increase our conversion rate by 50%, but you make me feel we can triple it. I see now why your site has such a high conversion rate."
Roy, African Rainbow Tours LTD, South Africa

"Here's what I have to say about the Assessment: WOW! Thanks so much. I can clearly see everything you say. Amazing work. I had no idea you intended to put so much time into the review; I was expecting a couple of paragraphs that may or may not have been useful. Instead, I got a packet of information, all of which was directly related to our site."
Laree Draper, Iron Online, California USA. (became a customer)

"Please allow me to deeply thank you for the tremendous report you created for us. Already I can see in my mind's eye the 'before and after' treatise and the overwhelming impact it will have. Your report was a huge eye-opener for me. It pinpointed precisely the areas that needed attention. Truly, I owe you a great deal for making my job so much easier. Just marvelous, worth ten times the price we paid."
Andrew Oscianko, Web Designer, Geelong, Vic. Australia

"Thanks very much for your conversion assessment. It's obvious a lot of time and thought went in to it. I've read through it once already and like your ideas."
Jim King, Custom Creations Unlimited, Illinois, USA

The offer we're about to make typically leads to being engaged by the client to do a full Conversion Workshop or more (see above where 'became a customer' is in brackets). What follows is a 3rd party interview by Anne Holland of Marketing Sherpa with one of our clients Shane McGlaun of Healthy Life Pharmacy. Both have allowed me to show you this article which can also be seen in it's entirety on the Marketing Sherpa website here:

<http://www.marketingsherpa.com/sample.cfm?contentID=2814>

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ARTICLE

09/16/2004

Inspiring Online Marketing Turnaround Tale from Texas

Forward to a friend:

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By Publisher Anne Holland

Like many marketers working for venerable brick and mortars, Shane McGlaun had to pitch long and hard to get his boss at Tyler Texas' Goods Pharmacy to let him experiment online.

After three years' persistence, Shane got the go-ahead to launch an entirely new site to try to take the 68-year old pharmacy nationwide online. The new business, HealthyLifePharmacy.com launched this January.

30 days later, Shane had to report "miserable failure." The site had only made one single sale despite receiving thousands of visitors from SEO and paid search efforts.

"We had an attractive site, but it just couldn't sell anything. Visitors didn't go any further than the page they landed on, and most pageviews didn't last but a second."

Instead of giving up, Shane analyzed the data, pitched his boss for a bit more time and budget, got help from expert Steve Jackson at ConversionChronicles.com, and worked long hours for two months to launch an entirely revamped site. "The color scheme is the only thing we kept."

Now he's getting a .8% conversion rate from visitor to sale. And, as he puts it, the battle is only started. I bet he'll hit 2% before the end of this year. What helped?

-> Promoting the phone number more prominently.

"Probably half the orders call and ask a lot of questions. They want to make sure what they are buying is going to work for their loved one, and that they are reading the information correctly. They don't believe the price and description, so they call to verify. It's been an eye opener."

-> Highlighting key words and adding white space in heavy copy areas. You need detailed text to explain many of the products properly, and Shane wants to make sure folks who don't read everything can get to the important parts.

-> Retooling product descriptions so they describe benefits, rather than relying entirely on the manufacturers' feature-focused descriptions.

Example: "Instead of just saying 'It weighs four ounces', now we add, 'and you can carry it in your diaper bag quite easily.' That makes more sense to moms."

Shane also discovered that by adding a question box asking "What is your top concern?" to his newsletter sign-up form, lots of visitors would submit ideas. "You'd be amazed at what people will put in that blank -- some their life stories."

The results have helped him create a newsletter that readers find truly compelling. (Great idea - we may test that ourselves!)

Shane's a personal inspiration to me because he didn't give up when things looked bad, and he didn't blame the medium. I figured you might find him inspiring too....

Top 5 Bestsellers

#1. New! Search Marketing Metrics Guide: 169 Useful Charts on SEO & PPC

#2. Business-to-Business Lead Generation Summit Fall 2004 Tickets for DC & SF

#3. Buyers' Guide to Email Broadcast Vendors: 2nd Ed

#4. IT Marketing Metrics Guide: 2004 Data for Software, Hardware, & Services Marketers

#5. Buyer's Guide to Web Analytics: How to measure your Web site & landing pages

Our Offer – Preliminary Conversion Assessment

You've seen the testimonials and read the information in this e-book, you've also seen an independent interview from Anne Holland with one of our clients. This offer is the first step and the good news is it's free.

By visiting this page online you can apply to have a conversion assessment done on your website for just \$97 (€75). We have to limit the numbers of assessments to 30 per month, so a good time to get your registration in is at the beginning of the month.

If you haven't already subscribed to the website, do so first because we don't do assessments for companies not already subscribed to the website.

Step 1 > Subscribe to the website

<http://www.conversionchronicles.com/>

Use the sign up form on the right

Step 2 > Apply for your assessment

<http://www.conversionchronicles.com/assessment.php>

Use the sign up form at the bottom.



About the author

Steve Jackson

Editor – Conversion Chronicles

Web – <http://www.conversionchronicles.com>

Email – steve@conversionchronicles.com

Steve's career started in heavy industry in 1990 in the UK where he learnt technical writing and programming skills, as well as getting his teeth wet early with measurement skills as an inspection technician for a large automotive company. In 1996 he began working full time in web development working with 3 start-up companies and a number of other businesses as an independent consultant for two years. In 1999 he was headhunted by the biggest direct mail organisation in the UK to develop their website full time and gained enormous insight into the direct mail industry.

At the turn of the century he moved on to work as an Internet developer for a large and respected UK press organisation, working daily with journalists to create compelling websites with daily readerships numbering 250,000 people and millions of page impressions.

This was where he got his first experiences with web measurement tools and because of his background with direct mail began measured testing and experimenting with copy and content.

In May 2001 Steve moved to Finland to marry, and began working as an Internet marketing consultant for a hi-technology Internet firm in Turku where he still lives today.

Currently Steve is CEO of Aboavista and a respected writer for a number of web and ordinary publications as well as editor of the Conversion Chronicles website.

The greatest thing about learning is that no-one can take it away from you....B.B.King