



Website Marketing

Julian Olencewicz - Campaign Manager





Website Business Plan (c.1998)

Phase 1

Phase 2

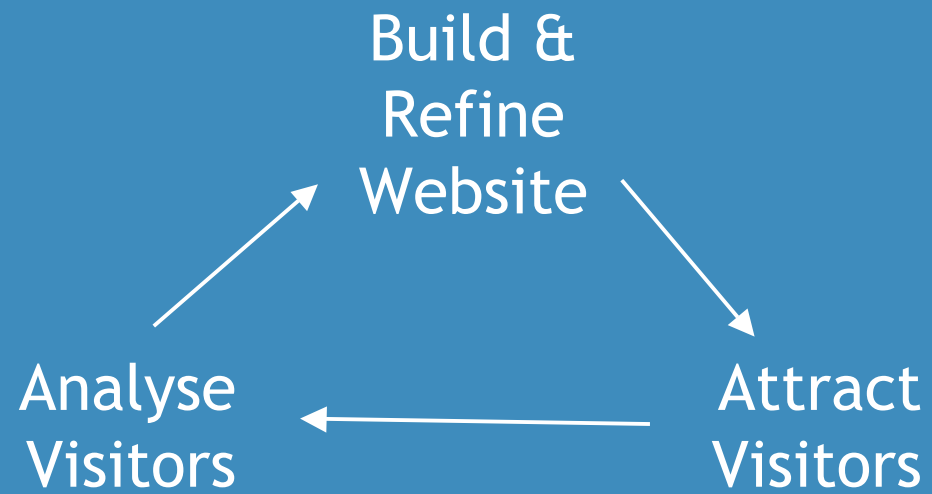
Phase 3

Build
Website



Profit

Website Life-cycle



Attract Visitors

- ▶ Organic Options
 - » Link building
 - » SEO - Search Engine Optimisation
- ▶ Paid options
 - » SEM - Search Engine Marketing
 - » Advertising

Organic Options

- ▶ Link building
 - » Find complementary sites
 - » Business Partners
 - » Directories (Yahoo, DMOZ etc)
 - » YouTube / MySpace
- ▶ Ensure quality
 - » Hubs and bad neighbourhoods

SEO

- ▶ Keyword research
- ▶ Keyword placement within content
- ▶ Use of title / alt tags
- ▶ Flash content / images
- ▶ Dynamic pages
- ▶ Sitemap tools

SEO

- ▶ Things to avoid:
 - » Keyword stuffing
 - » Lists of keywords
 - » Single page sites

SEO

- ▶ Advantages
 - » No cost per click
 - » Organic results are seen to be more ‘trustworthy’ and therefore deliver better results
- ▶ Downsides
 - » Subject to rule / algorithm changes
 - » Personalisation
 - » Local Search results



Local Search results

Google [Web](#) [Images](#) [News](#) [Maps](#) [New!](#) [Groups](#) [Scholar](#) [Desktop](#) [more »](#) [Sign in](#)

mechanic north sydney [Advanced Search](#) [Preferences](#)

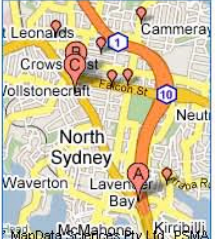
Search: the web pages from Australia

Web Results 1 - 10 of about 30,100 for [mechanic north sydney](#). (0.25 seconds)

Need a Sydney Mechanic? Sponsored Link
www.lubemobile.com.au Mobile **Mechanics** in **Sydney** service all makes & models. We come to you. Sponsored Links

[4 results stored on your computer](#) - [Hide](#) - [About](#)
 [Oldtimer Centre - Classic...](#) - 9 Middlemiss St, **North Sydney** -close to the

Local business results for mechanic near North Sydney, NSW



A [Quixspede Service Centre](#) - maps.google.com.au
66-72 Pacific Hwy, North Sydney - (02) 9957 2559
[Directions and more »](#)

B [Ultra Tune Auto Service Centres](#) - www.ultratune.com.au
8 Alexander St, Crows Nest - (02) 9460 7288
[Directions and more »](#)

C [Tip Top Smash](#) - maps.google.com.au
1 Bruce St, Crows Nest - (02) 9955 7941
[Directions and more »](#)

[More results near North Sydney, NSW »](#)

Car Repairs Everything Auto Sydney Car Repair Motor Mechanics Car ...
Sydney Car Repairs Car Service Motor **Mechanics** Auto Electricians Body ... **North** St Ives - **North** Strathfield - **North Sydney** - **North** Turramurra - Northbridge ...
www.autorepairers.com.au/sydney.htm - 124k - [Cached](#) - [Similar pages](#)

[Everything Auto - Sydney and Wollongong Car Repairs Car Service ...](#)
Sydney and Wollongong Car Repair Motor **Mechanics** **Mechanics** Car Repairs Car ... St Ives - **North** Strathfield - **North Sydney** - **North** Turramurra - Northbridge ...
www.autorepairers.com.au/ - 53k - [Cached](#) - [Similar pages](#)

North Sydney Motor Mechanics Service and Repairs E Safety Pink ...
North Sydney Motor **Mechanics** Service and Repairs E Safety Pink Slips Tyres - **North Sydney** Automoti.
www.northsydneyauto.com.au/ - 13k - [Cached](#) - [Similar pages](#)

North Sydney Motor Mechanics Service and Repairs E Safety Pink ...
North Sydney Motor **Mechanics** Service and Repairs E Safety Pink Slips Tyres - **North ...**
NORTH SYDNEY AUTOMOTIVE 32 Clark Road, **North Sydney** P. 02 9955 2629 ...
www.northsydneyauto.com.au/location.htm - 8k - [Cached](#) - [Similar pages](#)
[[More results from www.northsydneyauto.com.au](#)]

Mechanical Repairs Sydney
Quality Repairs At Competitive Prices. Free Pickup And Delivery
www.CasellaMotorRepairs.com.au
New South Wales

Looking For Mechanics?
Find A **Mechanic** Near You
mylocal - Helping Speed The Search
www.mylocal.com.au

North Sydney Mechanic
Find the **Mechanic** you want in your area on truelocal.com.au **Mechanic**

Auto Mechanic - Sydney
For All Your Mechanical Repair & Servicing Needs, Call Us Today!
www.beachwheelsautomotive.com
Sydney, NSW

Mechanic Sydney
Complete Vehicle Service & Repairs. Competitive Quotes. **Sydney**.
www.mytekauto.com.au

Sydney Auto Repairs
Mechanical And Electrical Repairs And Servicing
www.eurotechauto.com.au
New South Wales

Mechanic
Find Automotive jobs near you
Get alerts, free tools, wage info
MyCareer.com.au

North Sydney Mechanic
Sydney Pink Pages listing 200,000 businesses & organisations.

Paid Traffic

- ▶ SEM
 - » Controlled and targeted advertising
- ▶ Banners / advertising
 - » Brand awareness
 - » Promotions

SEM

- ▶ Google / Yahoo!
 - » Benefits
 - ▶ Control:
 - » Budget
 - » Keyword lists
 - » Keyword bids
 - » Ad wording
 - » Landing pages
 - » Visitor Territories / Languages
 - » Conversion tracking

SEM Options

- ▶ Content / Search networks
- ▶ Ad formats:
 - » Text
 - » Image (content network)
 - » Video (content network)
 - » Click-to-call
 - » Mobile
 - » Local business map

SEM - Text Ads

New Keyword-targeted Campaign Setup

Target customers > **Create ad** > Choose keywords > Set pricing > Review and save

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Example:

[Luxury Cruise to Mars](#)
Visit the Red Planet in style.
Low-gravity fun for everyone!
[www.example.com](#)

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: http:// Max 35 characters

Destination URL: http:// Max 1024 characters

[« Back](#)

[Reset Ad](#)

[Continue »](#)

SEM - Image Ads

New Keyword-targeted Campaign Setup

Target customers > **Create ad** > Choose keywords > Set pricing > Review and save

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Note: Image ads will only appear on content pages in a select number of [languages](#).

The size of your image must be one of the following: [view examples](#)

468 x 60 Banner	336 x 280 Large Rectangle
728 x 90 Leaderboard	300 x 250 Inline Rectangle
250 x 250 Square	120 x 600 Skyscraper
200 x 200 Small Square	160 x 600 Wide Skyscraper

Select an image from your computer (maximum 50k file size)

Acceptable formats: .gif, .jpg, .png, .swf

Name this image Max 50 characters

Display URL: http:// Max 35 characters

Destination URL: http:// Max 1024 characters

By checking this box, you authorize Google to [adjust](#), on your behalf, any image ads you submit.

SEM - Local Business Ad

New Keyword-targeted Campaign Setup

Target customers > **Create ad** > Choose keywords > Set pricing > Review and save

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Local business ads are AdWords ads associated with a specific [Google Maps business listing](#). They show on Google Maps with an enhanced location marker. They also show in a text-only format on Google and other sites in our search network.

To begin, enter your business information on this page.

Identify the business locations you want to advertise

Choose a business you've already registered with the Google Local Business Center, or look up a new address.

Glass Onion

Suite 5 Lower Ground Floor
223 - 225 Liverpool Street
Darlinghurst, NSW 2010

Enter another business

Business name:

Location:

Country: 

[+ Add another business location](#)

SEM - Mobile Text Ad

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Your ads will appear when someone uses [Google Mobile Search](#) on a mobile device.

Design a Mobile Text Ad:



[Ad] [Mars Trips](#) - Great deals [example.com](#) [Call: 02-1234-5678](#)

Headline:
 Max 18 characters

Description:
 Max 18 characters

Would you like to link your ad to your business phone so people can click and call?

Yes, connect customers to my business telephone [?](#)

Business name: [?](#)
 Max 20 characters

Business phone number:

Domestic calls only. [?](#) Your bid per call is the same as your bid per click.

No, I'd prefer that customers did not call me

Would you like to create a free business page for mobile ads?

Customers can follow your ad to a mobile webpage to learn more about your business. [Learn more.](#)

Yes

No, I just want customers to call me

No, I already have a mobile webpage I would like to link to this ad

[▶ Advanced targeting and network options](#)

[« Back](#)

[Reset Ad](#)

[Continue »](#)

SEM - Video Ad

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Video ads are a new ad format that will appear on the [Google content network](#). Your video ad will appear as a static image until a user clicks on it and your video is played.



Opening image - You supply us with a static image to display before a user interacts with your video.



Video - Add your video and select your display and destination URLs.



Video Ad - [Preview an example](#)
When a user views your video ad and clicks the opening image, your video will play.

Step 1: Add your opening image [?](#)

The size of your image must be one of the following:

Leaderboard	728x79 or 728x90*	Preview
Square	250x225 or 250x250*	Preview
Small Square	200x175 or 200x200*	Preview
Large Rectangle	336x252 or 336x280*	Preview
Inline Rectangle	300x225 or 300x250*	Preview
Skyscraper	120x578 or 120x600*	Preview
Wide Skyscraper	160x578 or 160x600*	Preview

*will be resized to fit dimensions of the ad

Format: .gif, .jpg, or .png; maximum size: 50k

Select an image from your computer:

Step 2: Choose your video [?](#)

[Select](#) - none selected

Step 3: Enter URLs

Display URL:


The visible, clickable link to your website that will be displayed below your video. [?](#)

http:// Max 35 characters

Destination URL:

The URL users will be taken to when they click the display URL. [?](#)

SEM - Reporting



Campaign Management
Reports
Analytics
My Account

[Report Center](#) | [Create Report](#)

Create Report

To begin a new report on your account activity, choose from the available options below, then click *Create Report*. Most reports take from one to five minutes to generate.

If you check the box marked *Save this as a new report template*, your settings will be saved so you can create similar reports quickly in the future.

Common Questions

- [How do I start \(or stop\) having reports sent to me via email?](#)
- [What is the difference between "View a summary" and "View by day"?](#)

1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- Keyword Performance** View performance data for all keywords or those in selected campaigns.
- Ad Performance** View performance data for each of your ads.
- URL Performance** View performance data for each of your Destination URLs.
- Ad Group Performance** View ad group performance data for one or more of your campaigns.
- Campaign Performance** View performance data for your campaigns.
- Account Performance** View performance data for your entire account.
- Search Query Performance** View performance data for search queries which triggered your ad and received clicks.
- Pay-Per-Action** [?] View performance data for your pay-per-action campaigns.
- Placement Performance** [?] View performance data for sites where your ad was placed.

2. Settings

View (Unit of Time) Summary ▼

Date Range

This month ▼

10/1/07 - 10/17/07

Campaigns and Ad Groups

All campaigns and all their ad groups

Manually select from a list

All Campaigns and Ad Groups

Selected Campaigns and Ad Groups

SEM - Statistics

3. Advanced Settings (Optional)

▼ [Add or Remove Columns](#)

Your report will display these columns:

Campaign	Ad Group	Keyword	Keyword Matching	Keyword Status	Keyword Min CPC	Current Maximum CPC	Keyword Destination URL	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
----------	----------	---------	------------------	----------------	-----------------	---------------------	-------------------------	-------------	--------	-----	---------	------	--------------

Level of Detail : These columns reflect this report's coverage and level of detail

- Campaign
 Ad Group
 Keyword

Attributes : These columns report on your current ad settings and status

- Keyword Matching
 Keyword Status
 Keyword Min CPC
 Ad Distribution
 Daily Budget
 Current Maximum CPC
 Content Bid
 Highest Position Preference
 Lowest Position Preference
 Keyword Destination URL
 Ad Group Status
 Campaign Status

Performance Statistics : These columns feature data about how your ads are performing

- Impressions
 Clicks
 CTR
 Avg CPC
 Cost
 Avg Position

Conversion Columns : These columns provide statistics on ad conversions and conversion rates

- Conversion Cost
 Conversions
 Conversion Rate
 Cost/conversion
 Transactions
 Cost/transaction
 Total Value
 Avg Value
 Value/cost
 Value/click
 Sales Count
 Sales Value
 Leads Count
 Leads Value
 Sign-up Count
 Sign-up Value
 Page View Count
 Page View Value
 Other Count
 Other Value

Click To Call Columns : These columns offer info on click to call ads performance

- Calls [?]
 Call Rate [?]
 Avg CPP [?]

► [Filter Your Results](#)

4. Templates, Scheduling, and Email

SEM

- ▶ Advantages

- » Total control over keywords, bid amounts, ad wording, destinations
- » Immediate results
- » Detailed stats available

- ▶ Disadvantages

- » Increasing cost, particularly for highly competitive keywords
- » Potential for click fraud and bid jamming
- » Paid results not as effective as organic results in delivering converting traffic



Attracting Visitors

- ▶ Organic methods
 - » Build a network of inbound links from complementary, high-quality sites
 - » Optimise site content for visitors and search engines

- ▶ Paid methods
 - » Create a campaign on Google or Yahoo!
 - » Banner advertising



Analysing Visitors

- ▶ Understanding visitor behaviour will help you refine and improve your website

Google Analytics

Dashboard

- Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals

Settings

- Email

Help Resources

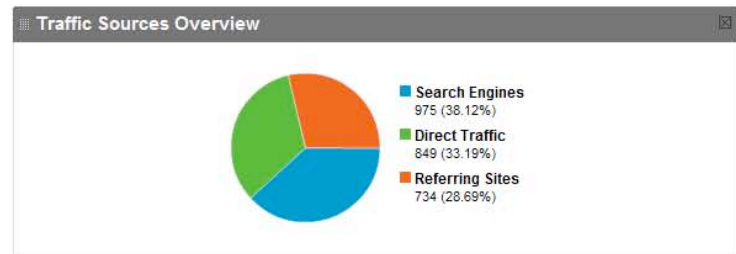
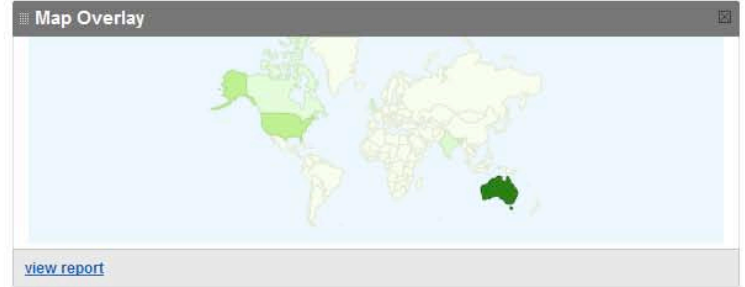
- About this Report
- Conversion University
- Common Questions
- Report Finder

Dashboard Sep 16, 2007 - Oct 16, 2007



Site Usage

- 2,558 Visits
- 6,689 Pageviews
- 2.61 Pages/Visit
- 54.53% Bounce Rate
- 00:01:57 Avg. Time on Site
- 80.49% % New Visits



Content Overview

Pages	Pageviews	% Pageviews
/default.asp	2,001	29.91%
/default.asp?page=/clients/portfolio	321	4.80%
/default.asp?page=/about+us/the+team	301	4.50%
/default.asp?page=/about+us/company+profile	228	3.41%
/default.asp?page=/contact+us	199	2.98%

Visitors

- Dashboard
- Visitors**
- Overview
- Map Overlay
- New vs. Returning
- Languages
- ▼ Visitor Trending
- Visits
- Absolute Unique Visitors
- Pageviews
- Average Pageviews
- Time On Site
- Bounce Rate
- ▼ Visitor Loyalty
- Loyalty
- Recency
- Length of Visit
- Depth of Visit
- ▼ Browser Capabilities
- Browsers
- Operating Systems
- Browsers and OS
- Screen Colors
- Screen Resolutions
- Flash Versions
- Java Support
- ▼ Network Properties
- Network Location
- Hostnames
- Connection Speeds
- User Defined
- Traffic Sources
- Content
- Goals
- Settings
- Email







Visitors Overview

Sep 16, 2007 - Oct 16, 2007


Export Email Add to Dashboard



2,176 people visited this site

-  **2,558** [Visits](#)
-  **2,176** [Absolute Unique Visitors](#)
-  **6,689** [Pageviews](#)
-  **2.61** [Average Pageviews](#)
-  **00:01:57** [Time on Site](#)
-  **54.53%** [Bounce Rate](#)
-  **80.57%** [New Visits](#)

Visitor Segmentation

-  Visitors Profile: [languages](#), [network locations](#), [user defined](#)
- Browser Profile: [browsers](#), [operating systems](#), [browser and operating systems](#), [screen colors](#), [screen resolutions](#), [java support](#), [Flash](#)
-  [Map Overlay](#)
Geolocation visualization

Technical Profile

Browser	Visits	% visits
Internet Explorer	1,299	50.78%
Firefox	996	38.94%
Safari	216	8.44%
Mozilla	25	0.98%
Opera	19	0.74%

[view full report](#)

Connection Speed	Visits	% visits
Unknown	1,458	57.00%
DSL	524	20.48%
Cable	207	8.09%
T1	176	6.88%
Dialup	130	5.08%

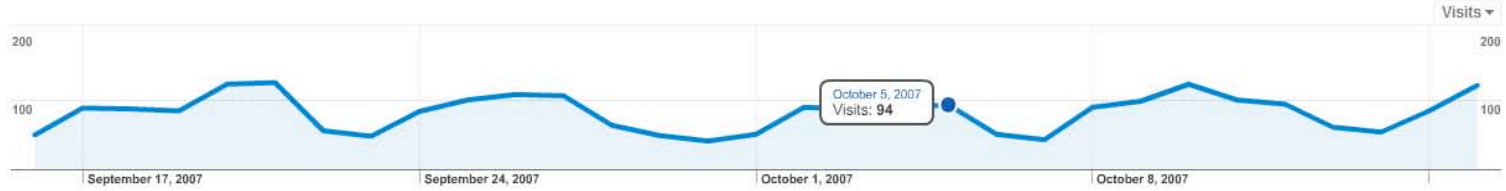
[view full report](#)

Browser Details

- Dashboard
- Visitors**
 - Overview
 - Map Overlay
 - New vs. Returning
 - Languages
 - Visitor Trending
 - Visitor Loyalty
 - Browser Capabilities
 - Browsers**
 - Operating Systems
 - Browsers and OS
 - Screen Colors
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 - Java Support
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 - User Defined
- Traffic Sources
- Content
- Goals
- Settings
 - Email
- Help Resources
 - About this Report
 - Conversion University
 - Common Questions
 - Report Finder

Overview > **Browsers** Sep 16, 2007 - Oct 16, 2007

Export | Email | Add to Dashboard



2,558 visits used 8 browsers

Site Usage | Goal Conversion Views: [grid] [refresh] [print] [help]

Visits 2,558 <small>% of Site Total: 100.00%</small>	Pages/Visit 2.61 <small>Site Avg: 2.61 (0.00%)</small>	Avg. Time on Site 00:01:57 <small>Site Avg: 00:01:57 (0.00%)</small>	% New Visits 80.57% <small>Site Avg: 80.49% (0.10%)</small>	Bounce Rate 54.53% <small>Site Avg: 54.53% (0.00%)</small>
--	--	--	---	--

Browser	Visits	Visits	Browser contribution to total:
1. Internet Explorer	1,299	50.78%	
2. Firefox	996	38.94%	
3. Safari	216	8.44%	
4. Mozilla	25	0.98%	
5. Opera	19	0.74%	
6. Camino	1	0.04%	
7. Konqueror	1	0.04%	
8. Netscape	1	0.04%	

Find Browser: containing [] Go Go to: 1 Show rows: 10 1 - 8 of 8

Traffic Sources

- Dashboard
- Visitors
- Traffic Sources**
 - Overview
 - Direct Traffic
 - Referring Sites
 - Search Engines
 - All Traffic Sources
 - Keywords
- AdWords
 - AdWords Campaigns
 - Keyword Positions
 - Campaigns
 - Ad Versions
- Content
- Goals
- Settings
 - Email
- Help Resources
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Traffic Sources Overview

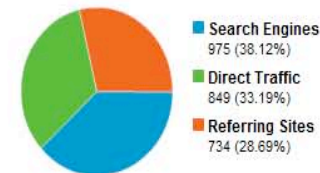
Sep 16, 2007 - Oct 16, 2007

Export Email Add to Dashboard



All traffic sources sent a total of 2,558 visits

-  **33.19%** [Direct Traffic](#)
-  **28.69%** [Referring Sites](#)
-  **38.12%** [Search Engines](#)



Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	849	33.19%
google (organic)	536	20.95%
google (cpc)	391	15.29%
worldbest.com (referral)	183	7.15%
webdirections.org (referral)	122	4.77%

[view full report](#)

Keywords	Visits	% visits
glass onion	170	17.44%
websites	84	8.62%
email marketing	59	6.05%
web-design	52	5.33%
website design	49	5.03%

[view full report](#)

Content

- Dashboard
- Visitors
- Traffic Sources
- Content**
 - Overview**
 - Top Content
 - Content by Title
 - Content Drilldown
 - Top Landing Pages
 - Top Exit Pages
 - Site Overlay
- Goals
- Settings
 - Email
- Help Resources
 - About this Report
 - Conversion University
 - Common Questions
 - Report Finder

Content Overview

Sep 16, 2007 - Oct 16, 2007

Export Email Add to Dashboard



Pages on this site were viewed a total of 6,689 times

-  **6,689** Pageviews
-  **5,733** Unique Views
-  **54.53%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/default.asp	2,001	29.91%
/default.asp?page=/clients/portfolio	321	4.80%
/default.asp?page=/about+us/the+team	301	4.50%
/default.asp?page=/about+us/company+profile	228	3.41%
/default.asp?page=/contact+us	199	2.98%

[view full report](#)

Navigation Analysis

-  [Navigation Summary](#)
How visitors found your content
-  [Entrance Paths](#)
Paths visitors used to get to your content

Landing Page Optimization

-  [Entrance Sources](#)
Top sources per page
-  [Entrance Keywords](#)
Top keywords per page

Click Patterns

-  [Site Overlay](#)
Click data on top of your website

-  [Try Website Optimizer](#)
Increase conversions by testing different content (access from AdWords)

Entrance Sources

- Dashboard
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 - Overview
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 - Top Exit Pages
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 - [About this Report](#)
 - [Conversion University](#)
 - [Common Questions](#)
 - [Report Finder](#)



This page was viewed 5,064 times via 85 sources

[Visit this page](#) Analyze: **Entrance Sources** Content: **/default.asp**

Content Performance Views: [Grid] [List] [Table]

Pageviews 5,064 % of Site Total: 75.71%	Unique Pageviews 4,326 % of Site Total: 75.46%	Time on Page 00:01:11 Site Avg: 00:01:13 (-2.12%)	Bounce Rate 49.43% Site Avg: 54.53% (-9.36%)	% Exit 34.76% Site Avg: 38.24% (-9.12%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
--	---	--	---	--	---

Source	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
1. (direct)	1,839	1,535	00:01:02	40.88%	29.74%	\$0.00
2. google	1,729	1,432	00:01:08	47.43%	31.46%	\$0.00
3. webdirections.org	341	306	00:00:55	43.97%	34.02%	\$0.00
4. worldbest.com	247	235	00:02:06	79.01%	73.28%	\$0.00
5. pizzahut.com.au	151	138	00:01:22	22.92%	31.79%	\$0.00
6. webcreme.com	60	54	00:06:60	82.61%	76.67%	\$0.00
7. communityfirst.com.au	53	49	00:02:12	61.54%	49.06%	\$0.00
8. rams.com.au	50	43	00:00:53	25.00%	24.00%	\$0.00
9. australianinfront.com.au	42	39	00:02:12	54.55%	52.38%	\$0.00
10. cebitdemo.komodocms.com	41	37	00:00:60	22.22%	21.95%	\$0.00

Find Source: containing [] Go [] Go to: 1 Show rows: 10 1 - 10 of 85

Goals

- Dashboard
- Visitors
- Traffic Sources
- Content
- Goals**
 - Overview
 - Total Conversions
 - Conversion Rate
 - Goal Verification
 - Reverse Goal Path
 - Goal Value
 - Abandoned Funnels
 - Funnel Visualization

- Settings**
- Email

- Help Resources**
- [About this Report](#)
 - [Conversion University](#)
 - [Common Questions](#)
 - [Report Finder](#)

Goals Overview

Sep 16, 2007 - Oct 16, 2007

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Visitors completed 187 goal conversions

 **177** conversions, [Goal 1: View Contact Us Page](#)

 **10** conversions, [Goal 2: Submit contact form](#)

Goal Performance

Goal Conversion Rate



7.31% Goal Conversion Rate
[view full report](#)

Total Goal Value



\$0.00 Total Goal Value
[view full report](#)

Goal Path

- Dashboard
- Visitors
- Traffic Sources
- Content
- Goals**
- Overview
- Total Conversions
- Conversion Rate
- Goal Verification
- Reverse Goal Path**
- Goal Value
- Abandoned Funnels
- Funnel Visualization

- Settings**
- Email

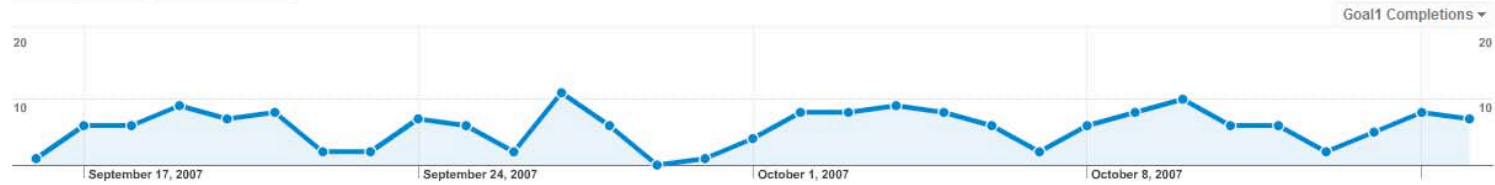
- Help Resources**
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Overview »

Reverse Goal Path

Sep 16, 2007 - Oct 16, 2007

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177 conversions of "View Contact Us Page"

Select Goal: **Goal 1: View Contact Us Page**

(entrance) >>/default.asp >>/default.asp?page=/contact+us	46.89% (83)
(entrance) >>/default.asp?page=/contact+us	4.52% (8)
(entrance) >>/default.asp >>/default.asp?page=/clients/portfolio >>/default.asp?page=/contact+us	2.82% (5)
(entrance) >>/default.asp >>/default.asp?page=/about+us/company+profile >>/default.asp?page=/contact+us	2.82% (5)
(entrance) >>/default.asp?page=/services/email+marketing >>/default.asp?page=/contact+us	2.26% (4)
(entrance) >>/default.asp?page=/home >>/default.asp?page=/contact+us	1.69% (3)
(entrance) >>/default.asp >>/default.asp?page=/services/website+marketing >>/default.asp?page=/contact+us	1.13% (2)
(entrance) >>/default.asp >>/default.asp?page=/case+studies/hillross >>/default.asp?page=/contact+us	1.13% (2)
(entrance) >>/default.asp >>/default.asp?page=/services	1.13% (2)

Analysing Visitors

- ▶ Understand traffic sources and visitor behaviour
- ▶ Track the success of marketing efforts
- ▶ Look for opportunities to improve content



Thank you!



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