

The Top 5 Strategies for Increasing Your Internet Marketing Results

How to Increase the Amount of Sales, Customers and Cash Flow You Generate From Your Web Site

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Introduction

Dear Marketer,

Is your web site underperforming on your goals of generating more traffic, sales, and cash flow? If you answered "Yes" to this question, you're not alone. Almost every business owner or marketer wants more ROI from their web site, yet doesn't know where to start to increase their traffic and sales.

This web site optimization guide illustrates the **top 5 principles** for Internet marketing success that will finally enable you to **increase your sales**, customers and cash flow you generate from your web site (and business).

These top results-producing web site optimization and Internet marketing strategies will allow you to take full advantage of the Internet for building your business to the next level of profitability and beyond. Each section offers you specific information that can be quickly implemented to maximize your results.

Here is what this white paper will show you...

- How to make your web site **convert more visitors to sales**;
- How to increase your bottom-line and **boost your profits**;
- Today's most **cost-effective ways to market** on the Internet;
- The best strategies for driving **more targeted traffic**;
- The top strategies for getting **top search engine rankings**;
- Other ways to **attract and keep loyal customers**;
- And how to track your customers and **continually increase your ROI**.

Strategy #1: Developing Your Winning Web Site Strategy

After reading this section you will learn:

1. How to **identify** the right **goals and objectives** for your web site.
2. How to **increase your leads or sales** from your web site.



Your web site is the key to your success on the Internet. You can use your web site to build your brand, increase sales, generate more leads, slash costs, and much more. In fact, you probably have very **specific goals** that your web site is helping you to achieve for your company.

If you do have goals, are you measuring them? We often ask people, "what are the objectives of your site?" Answers usually vary from "our site is supposed to provide information about our company's products", or "the site is supposed to effectively convey our brand to our audience."

In actuality, those are very rarely the TRUE objectives; but rather the MEANS to accomplish one's objectives. A web site's objectives will in most cases be to **drive sales and revenues** or **generate qualified leads**.

The first step to building a winning strategy on the Internet is to identify your **exact goals** and set your **web site's objectives** to achieve those goals. Here are two examples...

Web Site Goal: Lead Generation

If the main goal of your web site to generate more leads for your company, your web site's objectives should be geared around two things...

- 1) increasing the **quantity** of your leads
- 2) increasing the **quality** of your leads

By focusing on these web site objectives you can identify what your web site needs to do to accomplish them. For example, if you want to increase the quantity and quality of your leads, you can identify that your web site should be re-designed to...

- a) **Attract** more qualified visitors from the search engines
- b) **Display** the benefits of your product or service
- c) **Educate** your visitors and prospects on how to make a smart buying decision
- d) **Overcome** the objections your visitors may have about your product
- e) **Persuade** them to **take action** and become a lead for your sales team

Web Site Goal: Drive Sales & Revenues

If the main goal of your e-commerce web site is designed to generate sales for your company, your web site's objectives should be geared around two things...

1. Get **more visitors** to shop for and buy your products
2. Get visitors to buy **larger orders**
3. Get visitors to **return and buy more often**

As you can see from these two examples, setting specific goals and objectives for your web site will allow you to set your plan for improving your results. Now that you have your goals and objectives, you're ready for the next step which is **increasing your web site conversion rate...**

Strategy #2: Increase Your Web Site's Results By 25 to 250+% With Conversion Rate Optimization

After reading this section you will learn:

1. How to **increase your web site's results** by 25-250+%.
2. How to increase your web site's "**conversion rate.**"
3. How to **reduce your average cost per sale** or lead.

According to a recent Gartner Group study, **50% of web sales are lost** because visitors cannot easily find the content, products, or services they're looking for on web sites. Knowing your Web Site's "Conversion Rate" is THE most important e-metric to track, yet **60%** of marketers **do NOT know** how well their web site is **converting** visitors to clients. Now you can take your online marketing business to new heights with tested and proven "conversion rate optimization" tactics...



Conversion Rate Optimization is the fastest and easiest strategy for increasing leads and sales generated from your web site. Conversion Rate Optimization is the process of making your web site generate **more results** by being more persuasive, more trustworthy, easier to navigate, etc. Plus, it's the best way to significantly increase your leads and sales without having to spend a bunch of money on increasing your traffic. In fact, it's the **first step** that should be taken before increasing your targeted traffic.

Avoid These Common Pitfalls:

Unfortunately, most web sites are terrible at converting traffic to leads or sales. The typical web sites we're hired to optimize lack critical trust-building components, have

confusing navigation, and contain no compelling or benefit-oriented value proposition, headlines, content, or offers. In fact, they **waste 75%+ of their traffic** due to lack of “sales-ability.”

If you’ve invested in web site development only to find that your site is not optimized to generate high conversion rates, you are missing out on the **your biggest opportunity** to increase results and profits. In fact, by making your web site more appealing to your target market, you can **double (even quadruple) your leads or sales** in a **short period of time**. A professionally designed web site makes people feel more confident and compelled to buy from you, which in turn means you'll get:

- Higher sales.
- Higher response rates.
- Higher conversion rates.
- Better customer retention.
- Better returns on your investment.
- Less stress.

Here’s how...

Your 7 Step Plan for Increasing Your Conversion Rate...

STEP 1: Define your visitor profiles

Every company has **customers with unique personality attributes and characteristics**. For example, an enterprise resource planning (ERP) software company we worked with had the following profiles...

1. IT Professionals
2. Chief Financial Officers (CFO’s)
3. Payroll Executives

Most web sites convert at only a tiny fraction of their true potential because they’re not designed to appeal to their target market, much less the individual profiles of their most likely buyers. Imagine if you could transform your web site into a powerful tool for appealing to and drawing in your prospects like a powerful “magnet” and tool for persuading them, educating them, overcoming their objections, and getting them to act now. That’s exactly what conversion optimization is designed to do.

If you truly believe our product or service will help your customer, this can be done by defining your typical site visitors and writing your copy to appeal to their needs. Use the following 2 attributes to define your web site visitor’s profiles...

1. **Demographics:** What kinds of people buy from you and what are their attributes?
2. **Psychographics:** What does the person do psychologically as part of their buying decision process? What are the overall **goals** that they want to achieve, what are their **objections**, and specifically how can you show them you’re the **right choice** over your competition?

STEP 2: Create the redesign plan

OK, now you know who your top 2, 3 or more customer profiles are. The next step is to **build a "path"** you can take each profile through on your web site to give them all the information they need to know to **make the decision** to become a new lead or client.

Every page of your web site should be **mapped out** including these five elements:

1. Which **visitor profiles** are likely to visit each web page;
2. Which specific **keywords** they may use at the search engines to get there;
3. The **questions** the prospect landing on that page needs to have answered;
4. The specific **strategy** the web page will take to answer these questions;
5. A list of the **actions** each profile might take next.

STEP 3: Write targeted copy for the new site

Now that you know the elements your web site and individual pages need to include to satisfy your customer profiles, the next step is to **write compelling, benefit-oriented copy** that satisfies the following for your customers...

- **WIIFM - What's In It For Me?** What goals are you going to help them achieve and what are the **benefits** your product or service offers them that will help achieve them and how?
- **Why should I buy** your product or service instead of the competition's?
- **What objections** do your profiled customers have, and how specifically does your product or service satisfy them?

STEP 4: Calls to action

Use primary responses & secondary or "back-up" responses. Usually, the **primary response** of a web site is to **purchase** your product or become a lead by signing up for a free white paper, webinar, or information kit, etc. But, for every 1 person who delivers your primary response (buys or becomes a lead), there are at least 10 others who almost bought or almost clicked.

Develop ways to move these "almost buyers" or "almost leads" (the ones who didn't buy or sign up) closer to the sale with **"back-up responses."** Perhaps your visitor is not ready to buy just now. But, she would like to know about your monthly specials. All she has to do is sign up for your newsletter, or similar back up response.

STEP 5: Professional Design

According to a recent study by Stanford University, **46% of Web sales are lost** on web sites that lack the critical elements that **build value and trust** with website visitors. The number one reason people indicated why they wouldn't buy from a web site was because it had an **unprofessional "look and feel"** that lacked credibility and did not "feel" trustworthy.

The solution is simple...

- a) Use a **professional "look and feel"** that instills trust within your visitors
- b) Show your **Verisign Certificate** and **BBB Online** membership on each page
- c) Use **testimonials**
- d) Offer a risk-free **guarantee**

As you can see, having a professional look, and persuasive copy (words) will help convert significantly more of your web site's qualified visitors into new leads and customers. In turn, this will boost your company's revenues and profits. Now that you know how to increase your conversion rate, you're ready for the next step which is **driving qualified visitors to your web site...**

Strategy #3: Drive Qualified Visitors To Your Web Site

After reading this section you will learn:

1. The **fastest way to drive qualified visitors** to your web site;
2. How to use the world's best direct response marketing tool to **test and maximize** your profits;
3. How to **beat your competition** in the Pay-Per-Click arena.



Every month, over **200 MILLION** highly targeted sales leads use the Pay-Per-Click Search Engine Advertising (PPCSE) like **Google AdWords** and **Yahoo! Search Marketing Solutions** (formerly Overture.com) to find and purchase products and services on the Web.

Pay-Per-Click Search Engine Advertising allows you to quickly and easily get **top search engine placement** and a tap into this new source of targeted traffic by "bidding" (paying) for keywords related to your product or service.

Avoid These Common Pitfalls:

Unfortunately, **most people fail** in their first attempt to run a successful Pay Per Click campaign. Or, they're missing out on the extra traffic and profits they could be realizing due to lack of time needed to properly optimize, manage, and track their PPC campaign.

The Solution:

Set-up, optimize and manage your Pay-Per-Click Search Engine (PPCSE) advertising campaign and build a **"hands-free" system** for generating leads and sales for your company. Your new PPCSE campaign will provide you with an **immediate boost in targeted traffic** and qualified visitors giving you **fast results** within just hours or days. In fact, a pay per click advertising program is your best option if you seek fast results and a high return on investment while you are waiting for your Search Engine Optimization (SEO) program to "ramp up."

The Top 6 PPCSE Strategies That Will Help You Get The Highest Return On Investment For Your Advertising Budget

1) Determine Your "Visitor Value" And Set Your Budget

Most people who start advertising on the PPCSEs make the mistake of bidding higher than their competitors to get in the number 1, 2 or 3 spot. The problem is, they end up quickly **blowing hundreds** and even thousands of dollars by paying **\$2 or \$4 or even more per click!** If you want to win with the PPCSEs, you need to bid on keywords that bring qualified buyers who are serious, while keeping your bids as low as possible.

The best strategy for the PPCSEs is to determine **how much you can afford** to spend **to acquire each new client** or make a sale. For example, if you make \$100 profit for each sale and your Web Site converts 1 out of 100 visitors (1%) to a sale, you can't afford more than \$1.00 (1 dollar) for each targeted visitor to make a profit! This number is called your **"Visitor Value"** and will allow you to set your budget and bid accordingly.

2) You Don't Have To Be Number One!

To attract new visitors, you don't need to bid high to get the **#1 spot!** Being number one has its advantages such as getting lots of traffic, but it can also get **expensive...** really fast!

Bidding for number one on the very popular and expensive "general" keywords such as "web hosting" or "software" can be a **losing proposition**. Why? Because, these general keywords are... too general. They're just not targeted enough and waste your money because they tend to attract "tire kickers", instead of serious buyers.

In the beginning, start out **bidding low** and do some testing and tracking. Your test results may show that your lower bids are more profitable for the more costly keywords. So, bid low on the expensive general keywords, and test.

3) Bid On The Lower Cost Keywords, Misspellings And Variations

Why bid **\$4.00** or more per visitor for the popular keywords, when you can get the same quality of traffic by bidding **just a few cents** per click?! Statistics show that 1 in 7 keywords are misspelled, so bid on these lower cost misspellings and other variations to generate the most profitability with your PPCSE campaign.

Keyword brainstorming and research tools like [WordTracker](#) make it easy to make lists of hundreds, and even thousands of these low cost keywords. Here are a few tips on how to come up with profitable low cost keyword variations...

- Variations on nouns: motorcycle, Honda CBR1000RR
- Variations on verbs: ride, riding, rode
- Variations in hyphenation: Email, e-mail, e mail
- Variations in spelling: Suzuki, susuki
- Adjectives – new, used, cheap, blue, red, premium, 2003, 2004
- Domain Names: www.motorcycle.com and www.honda.com
- Singular/Plural: motorcycle, motorcycles
- Brand Names: Honda, KTM
- Geography – Portland, Seattle, Durango, Colorado
- Negative keywords: -free -blue

4) Buy Precisely-Targeted Keywords

The reason the PPCSEs generate such impressive results is because they allow you to attract **precisely targeted visitors** to your Web Site – people who are **actively searching** for **exactly** what you are offering.

So, the strategy is to drive traffic to your Web Site by bidding on keywords that are **precisely targeted to your product**. The more precise the keyword, the better results you'll have, and the less you'll pay to acquire each new sale.

Generate targeted traffic by "**casting a wide net**" of laser-focused keywords that you pay just pennies for. Here is an example of a highly niched - laser-focused (and inexpensive) keyword that a golf shop could purchase...

Instead of paying \$1.03 for "golf clubs", bid on "titanium golf clubs" for just \$0.46

5) Write unique ads and landing pages for each keyword

Want to get the most "bang for your buck" with your PPCSE advertising? Write **unique ads** that are specifically written for **each keyword** (or closely related groups of keywords). This strategy is very effective and will get you the highest amount of precisely targeted "ready to buy" visitors.

Another strategy is to "**split test**" your advertising copy by writing two or more ads and testing them against each other to find the one that pulls the highest **Click Through Rate (CTR)**. Google AdWords lets you do this, which allows you to continuously improve your ads over time. What's even more exciting about this testing strategy is that you can take this valuable knowledge and improve your copy on your web site and marketing materials so **your marketing message is precisely tuned** to your market!

Also, when you send these qualified visitors your web site, don't just send them to your home page. Send them to a **unique web page** that gives them **exactly** what they are searching for. These two tactics alone can literally **double or triple your conversion rates**, and profits.

6) Get Response!

One-time sales will not build a successful highly-profitable web site (or business). The critical factor with any marketing plan is that you must **cultivate lifetime customers** that buy from you many times. You can accomplish this with the PPCSEs by getting your visitors to respond, and then consistently marketing and selling to them. This strategy will also **maximize every dollar** that you spend on PPCSE keywords to further increase your profitability.

For example, as Ken Evoy states in his classic book titled "[Make Your Site Sell](#)", your web site's "**Most Wanted Response**" (**MWR**) is usually to have your visitors **buy** something... anything! But, for every one person who buys another ten "almost bought", but were just not quite compelled enough, or the timing was just not quite right. Offer these "almost buyers" something in return for their contact information. A newsletter is a popular option.

Now that you're driving qualified visitors to your web site, you're ready for the next step which is **increasing your traffic with search engine optimization...**

Strategy #4: Search Engine Optimization – Generating More Traffic By Achieving Top Search Engine Rankings

After reading this section you will learn:

- The top 4 strategies for getting **top rankings** with search engine optimization;
- How to **beat your competition** and rank in the top 5 at Google;
- Easy ways to **maintain your rankings** and traffic in the top search engine.

Everyday, the Search Engines average **300 MILLION** searches. In a recent Forrester Research report **81%** of consumers on the Internet find products and services by using the Search Engines. **Search Engine Optimization** allows you to achieve top search engine placement and a tap into a new source of qualified visitors who are **actively searching** for products and services on the Internet.



Avoid These Common Pitfalls:

Unfortunately, **only 7% of all web sites are visible** by the search engines according to a recent StatMarket.com study. The reason for this phenomenon is because most web sites are not properly **optimized and promoted** to achieve high search engine rankings.

The Top 3 Components Of Optimizing Your Web Site for Top Search Engine Rankings:

To achieve the best overall, long-term search engine positioning, **three components** must be present on your web site:

1. Content component (Your web page text.)
2. Link component (How you link your pages.)
3. Link Popularity component (Links to your site.)

1) The Content Component

The most important part of the content component (of a search engine algorithm) is **keyword selection** and **where you place keywords** on your web pages. In order for your target audience to find your site on the search engines, your web pages must contain keyword phrases that match the phrases your target audience is typing into search queries. Finding these keywords that your target audience uses to find your product is accomplished by conducting keyword research.

2) The Link Component – Internal Linking

The strategy of placing keyword-rich text on your web pages is useless if the search engine spiders have no way of finding that text. The way your web pages are linked to each other has huge impact on your site's search engine positioning. Be sure to link your pages together with your **keywords within your links**.

3) The Link Popularity Component – Acquiring In-Bound Links

The "Link Popularity" or Google "Page Rank" (PR) component of a search engine algorithm analyzes how many web sites link to your website.

95% of the battle of getting high rankings at the search engine is **acquiring quality and relevant links pointing to your web site**. Ever since Google entered the search engine market, all the major Search Engines have started using links as the primary way they rank web sites. This is known as your web site's "Link Popularity" or in Google's case it's called "PageRank" or "PR."

For example, the heart of Google's algorithm is PageRank, a system for ranking web pages developed by Google founders **Larry Page** and **Sergey Brin** at Stanford University. Here is what Google says about their "PageRank" web site ranking algorithm at their web site [http://www.google.com/technology/...](http://www.google.com/technology/)

"PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages 'important.'

As Google explains, **Links and PageRank are critical** to ranking high in the search engines. In fact, **inbound links** and the **text within those inbound links** (called "anchor text") account for **95%** of effective search engine optimization.

Quality & Relevant Links:

But, attaining optimal link popularity is not as easy as simply obtaining as many links as possible to your website. The **quality** and **relevancy** of the sites linking to your site holds **more "weight"** than the **quantity** of sites linking to your site. Since Yahoo! is one of the most frequently visited sites on the Net, a link from the Yahoo! directory to your web site carries far more "weight" than a link from a smaller, less visited site. The larger content sites like Yahoo! are considered a "**Authority Sites**."

Here's what Google Developer Matt Cutts has to say about links from "Authority Sites"...

"Thematic incoming links from authority sites carry more weight than on-page optimization."

The Top 3 Strategies for Acquiring Links to Your Web Site

Below are the **three critical steps** for achieving high rankings by acquiring text links to your web site...

1) Get more quality and relevant links than your competition – All links are **not** created equal. The best links are **“relevant” links** from “Authority sites” and web pages related to your keywords.

2) Get more links on more different web sites than your competition – Getting links on a variety of different web sites on different networks is crucial for high rankings.

3) Use keywords in the anchor text of your in-bound links - **“Anchor text”** is the **visible text** within a hyperlink. **Text links** and **anchor text** are the two **most important criteria** for how Google and other top Search Engines rank web sites. Here is an example of a link containing the keyword phrase “ERP Software” within the anchor text...

Free [ERP Software](#) white paper shows how to increase profitability and reduce inventory.

Quality Relevant Links and PageRank are critical to achieving high search engine rankings. Want proof? Do a search at [Google](#) for the highly competitive keyword **“computers”** and you’ll find Apple and Dell computers rank numbers 1 and 2 in the Search Engine Results Page (SERP). Now, click through to the Apple and Dell web pages and look for the word “computers” in their web page text. What did you find? Neither [www.apple.com](#) or [www.dell.com](#) have the word “computers” in their text!

Conclusion: Relevant Links and PageRank Win!

The sites with the **most relevant links** and **highest Google PageRank** win every time and **rank the highest** at the top search engines. There are many methods you can use to acquire text links including buying links from a broker, submitting your web site to Internet directories, reciprocal linking, Internet publicity, and others.

Now that you know how to increase your search engine rankings, you’re ready for the next step which is **continually improving your results though tracking and testing...**

Strategy #5: Continually Test, Track and Improve Your Site

If you want to **continually increase your profits** and keep you ahead of the competition, **continually testing new ideas**, words and techniques to improve your web site's performance is the key.

Test Everything...

- A simple headline change can produce a **1,900% increase in income**
- Colors of your background could **catapult your sales by up to 30%**
- Adding audio to your order page could **increase your sales by 437%**
- Changing the wording on your order buttons could **boost sales by 319%**



To truly measure and continually improve your web site and ROI, **site statistics software** should be used to analyze your results. We suggest using "**Web Analytics**" software like "**ClickTracks**" and "**Multivariable Testing**" (or "Taguchi") software like "**MultiTrack Generator**" to answer your important questions such as:

- Which **headline** generates the best response?
- What **words** work best for your offer copy and order buttons
- What is the **ROI** of your marketing campaigns?
- Which visitor groups are **converting** into customers?
- Where are the **bottlenecks** in the sales path?

When you test and improve consistently to accumulate a 17% boost here, a 114% increase there, a 0.5% higher response here, a 213% improvement there... then over time you can easily **double your sales** when you add it all up! If you're truly serious about maximizing your results, continuously test, track, and improve the important elements of your web site (and marketing materials).

In Closing...

Using these top 5 strategies for increasing your Internet marketing results are the key to increasing (even doubling) the amount of sales, customers and cash flow you generate from your web site (and business) within a short period of time. If you have any questions contact us...

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- Credibility & Design
- Navigation & Usability
- Content & Messaging
- Branding & Identity
- Search Engine Visibility
- Conversion Rate Strategy



Also, we'll answer the following questions you may be asking yourself:

- What is the **best marketing strategy** for me?
- How exactly can I **increase my web site's conversion rate** and **sales**?
- How can I best **advertise my web site** on the Internet?
- What is the best way to **bring qualified traffic** to my site?
- How can I get **increase my search engine rankings** and traffic?
- How can I **attract and keep** more **loyal customers**?

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