

Websketching On/Offline

Volume 1, Issue 2

October 2009

Best of Salem County!



Thank you for voting
Websketching
2009 Best of Salem Co.
Webmaster/Web Design!

2009 NJBIZ Finalist!

Websketching has been selected as one of the **2009 NJBIZ Business of the Year Award** finalists in the **Emerging Business of the Year** category. Finalists were selected by an independent panel of judges and will be recognized at a formal awards dinner on Dec. 7 when the winner is announced.

2 New Websites
Launched in September

www.MGDAnnunzio.com
www.NTake.com

Websketching Official
Representative of



Websketching is pleased to offer our customers targeted online advertising opportunities on NJ.com at specially discounted rates. **Please call Christine at (856) 769-5600 for info.**

“Getting your visitors to take action”

For the next few months, we will expand upon the **3 key activities of online marketing** outlined in September’s newsletter:

Acquisition – Getting traffic to your website.

Conversion – Getting your visitors to take action .

Retention – Increasing the value of your visitors by deepening the relationship.

This month, we will start with **conversion**, because we believe there is no point in wasting your time with acquisition if you currently have problems with conversion.

First, let’s define **conversion** as when a visitor:

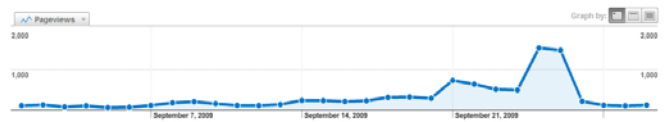
- Clicks on a link within your site (reading content, is interested, is engaged).
- Fills out a form on your site (wants more information).
- Makes a purchase.
- Makes a phone call.
- Interacts with a feature such as a video, a sweepstakes or a product demo.

So, why don’t more visitors take action while they are on your site? The answer is usually very simple. They don’t trust you. That’s right—**they do not trust you.**

[Continue reading to find out why and what to do!](#)

Content Overview

Sep 1, 2009 - Sep 30, 2009



Pages on this site were viewed a total of 9,211 times

- 9,211 Pageviews
- 7,429 Unique Views
- 30.47% Bounce Rate

Navigation Analysis

- Navigation Summary
- Entrance Paths

Landing Page Optimization

- Entrance Sources

Top Content

Website Traffic Report for www.WoodstownFallFestival.org
Sep. 1, 2009—Sep. 30, 2009
Source: Google Analytics

“Success Story of the Month”

Based on our analysis of our clients’ **Google Analytics** reports, we choose the following site to feature as our **“Success Story of the Month”** as a site with a low bounce rate, relatively high number of page views and time spent on site (relative to the number of pages they have) and where the path analysis showed a significant number of visitors viewing a conversion page, such as their coupon page or contact us page.

CONVERSION! (www.ScarecrowFactory.com) **The Scarecrow Factory’s website** has a low bounce rate and a relatively high number of page views on the coupon page. Owner Diane D’Acqua has reported that she received 10 coupons from her website during the month of September—a nearly 3% online to offline measurable conversion rate!

“Getting your visitors to take action” (cont.)

Websites are not made of brick and mortar. Visitors are not greeted with a smile and a welcome. Due to their previous bad experiences with other websites, they already do not trust you—will you **SPAM** them if they give you their email address? If they order a product from you, will it arrive undamaged and on-time? If they give you their credit card, will their information be secure? If they need help with their order, will someone answer the phone? Why should they even bother to read anything you have to say—who are you anyway???

One of the first things you need to do is **establish some credibility**—and having a professional website goes a long way toward achieving that goal. Your site should be:

- Designed properly with content that is written for the web.
- Free of grammatical and spelling errors.
- Updated on a regular basis to keep it fresh for the visitors.
- Free of any false claims or misleading information.

Next, you need to do a few things to **build trust**, such as including:

- An “About Us” page—let your visitors know who you are.
- Clearly displayed address and phone numbers.
- Testimonials.
- Shipping information and return policy, if applicable.

An important point to keep in mind is that you will never achieve 100% conversion. **Not every visitor to your site is a potential customer.** Some are not ready to take action; some cannot afford your product or service; some are rivals doing competitive research; some are simply surfing the web and thought it was worth a second of their time to check out your site. There are countless reasons that some visitors will never buy and an important realization is that there is nothing you can do to influence them to act. This will be the case of the majority of your traffic. **It is the remaining traffic that deserves your attention** – the group that might take action, but needs some convincing from you. **This is where you need to take measures to tip the scale in your favor.** Just understand that your conversion rate “ceiling” is well below 100%.

So, how can you convince that remaining group to take action? We believe the answer lies in education. **You need to provide your visitors with the information they need to make informed decisions.** Educate them about the services you offer and build credibility by becoming the business they turn to when they need an answer they can trust. For example, if you are a realtor, your website should provide a wealth of information about the area you serve, the customers you serve and any other niche markets you serve. **And, you should be giving this information out for free.** Check out one of our clients who did just that: www.SouthamptonVillageRealEstate.com

On the Internet, content is still king. It is what the search engine craves and what your visitors are seeking. Take the time to understand what your visitors need from you—and then give it to them.

Many of our clients have websites that are equipped or that can be equipped with our content management system. Using this system, you can have the ability to add unlimited pages to your site. If you are interested in upgrading your site, call Larry at 1-888-469-6071.

Using Google Analytics to understand conversion

Number of Page Views – Are your visitors visiting multiple pages of your website or just one or two?

Repeat Visits – Are your visitors coming back to your site? Are you giving reasons to come back such as coupons or updated content?

Analysis – What is the sequence of pages your visitor’s use to traverse your site? It may be possible

to change the position of key conversion pages to maximize exposure.

Websketching sends out monthly Google Analytics reports via email that provide a great deal of information that can help you make informed decisions regarding

If a key page is not getting enough traffic it may be necessary to move it to a more prominent location on your website or to create more links to it from other popular pages.

the acquisition, conversion, and retention of your visitors.

If you are not receiving your monthly Google Analytics reports, or if you have questions, please give us a call at (856) 769-5600.

Email: Frequently Asked Questions

Q: Is Email included with my website?

A: Yes, every Websketching website includes one or more POP3 Email account. If you need an account set up, please feel free to give us a call.

Q: What is a POP3 Email account?

A: Post Office Protocol version 3 (POP3) is a standard mail protocol used to receive Emails from a remote server.

Q: How will I access my email?

A: Websketching provides access to a password-protected web-based interface that will allow you to send and receive your Email 24/7 from any computer with an Internet connection. This interface, called “iMail” also comes with an address book, a calendar, the ability to set up an auto responder, a vacation message and a signature as well as many other features.

Q: What if I prefer to access my Email using Outlook, Outlook Express or some other desktop application?

A: Your POP3 account allows you to connect to the server at any time and download your Email into your favorite software package, such as Outlook or Outlook Express. For your incoming mail server, you will use *mail.yourwebsite.com*. For your outgoing mail server, please contact your Internet Service Provider (ISP). At the time of this publication, Comcast is using *smtp.comcast.net* and Verizon is using *outgoing.verizon.net*. Websketching does not support setting up or troubleshooting Email on desktop applications; however, there are many tutorials available on the Internet to help you.

Q: Can I use my Email account to send out mass mailings?

A: Sending out mass mailings, even to your own customers, without a means to allow them to opt-out is considered **SPAM**. If you would like to send out mass mailings, we suggest *Constant Contact* (www.ConstantContact.com) or *Vertical Response* (www.VerticalResponse.com).

Q: Speaking of SPAM – I get a lot. Whose fault is this and what can be done?

A: SPAM is a global problem and likely not one that is going away any time soon. Websketching’s mail server does have a SPAM filter; however, it only filters a small percentage of the incoming email as we do not want any of our customers to lose important emails. For some ideas on what you can do to reduce the amount of SPAM you receive, Google “tips to reduce spam”.