

Optimize Your Website

Improving the Odds Your Visitors Will Do
What You Want Them To.

Optimize for Visitors and Search Engines

Google Analytics

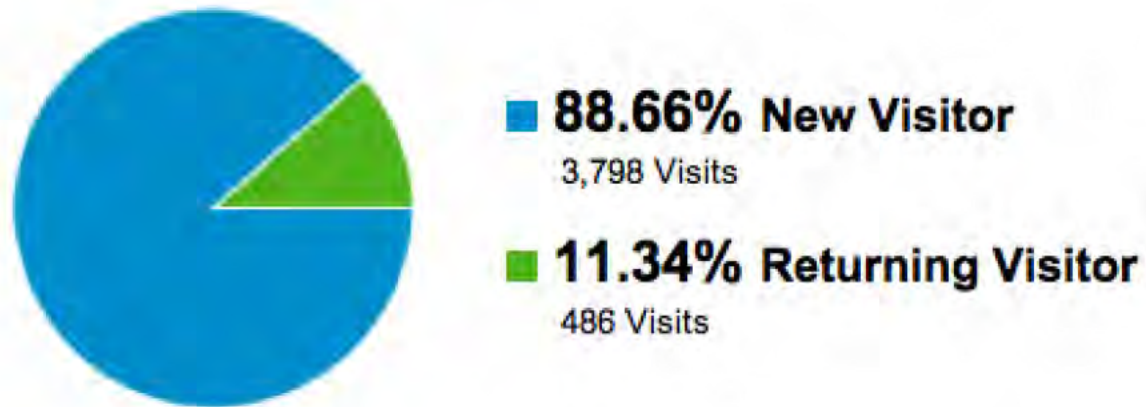
- **Use Google Analytics to evaluate your current website.**
- You need to learn what works and what doesn't on your website.
- **What your Analytics can tell you.**
- Google Analytics lets you measure sales and conversions. A conversion is when a visitor does something on your website you want them to do.
- How visitors use your site.
- How they arrived on your site.
- How you can keep them coming back.



Google analytics dashboard. Make sure you have access to your websites analytics. This is a free service from Google.

Three core metrics: acquisition, engagement and outcome

- Acquisition



- Engagement



- Pages per Visit:** This is the average number of pages a visitor views when coming to your website. The more engaging your site is, the more inclined visitors will be to continue clicking beyond the entry page.
- Average Time on Site:** This refers to the typical amount of time visitors spend on your site, despite whether they continue to stay on the page they came in on or navigate elsewhere within your domain.
- Bounce Rate:** This represents the percentage of single-page visits to your site. It gives you a sense of how many visitors left your site from the entrance page rather than clicking further into your site as compared to total visitors. Like Pages per Visit, Bounce Rate can help you determine the performance of your entry pages based on the actions visitors take (or don't take) after they've arrived on your site.

- Outcome

Goal Details

1. Configure a combination of one or more event conditions from the list below

Category	that matches	download
Action	that matches	pdf
Label	- Select -	
Value	- Select -	

The goals area is where your data tracking can really help you make a difference. The analytics based on the outcome of a visitors action give you a better understanding about your sites performance and whether you're achieving what you want with your website.

Define your business objectives and create goals: Are you driving visitors to make online purchases? Getting them to view a specific piece of content? Aiming for more newsletter signups?

Free Listing for Your Organization.
Google Yext.com.

It is a paid service if you want them to correct the information. Go to each and “claim” the listing, review and make corrections. Then decide if a paid service is to your advantage.

Tell your members to write reviews.



PowerListings Scan Results

SCAN BUILD FIX CHECKOUT

118 Location Data Errors Detected

FIX IT ALL

American Council of Snowmobile Associations, 271 Woodland Pass Ste 216, East Lansing, MI, (517) 351-4362 [\(This isn't my business information\)](#)

	Business Name	Address	Phone	Special Offer	Status
view listing	American Council of Snowmobile	271 Woodland Pass # 216	5173514362	Not standing out	No Photos
view listing	American Council of Snowmobile Associations	271 Woodland Pass Ste 216		Not standing out	Wrong Phone Number
view listing	American Council of Snowmobile	271 Woodland Pass # 216	5173514362	Not standing out	No Photos
view listing	American Council of Snowmobile Assctns the A.C.S.A	271 Woodland Pass Ste 216	5173514362	Not standing out	No Photos
view listing	American Council Of Snowmobile	271 Woodland Pass Ste 216	5173514362	Not standing out	No Photos
view listing	American Council of Snowmobile Associations Inc	271 Woodland Pass	5173514362	Not standing out	No Photos
view listing	American Council Of Snowmobile	271 Woodland Pass Ste 216	5173514362	Not standing out	No Photos
view listing	American Council Of Snowmobile	271 Woodland Pass Ste 216	5173514362	Not standing out	No Photos
view listing	American Council Of Snowmobile Associations Inc	271 Woodland Pass	5173514362	Not standing out	No Photos

How Users Read on the Web---They don't.



www.useit.com

Heat maps from user eye tracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

What Does This Mean To You

- Visitors make **lightning-fast decisions** about whether a webpage is worth reading.
 - Fixate on an individual word depends on how long the word is (we tend to skip over short words) and whether the word is a *content* word (85%) or a *function* word (35%)
 - You have about 2 seconds to engage them or they will move on.
- Web users spend **80% of their time** looking at information **above the page fold** (meaning, the part of the webpage that's visible when users first land there).
 - Put the most important content first, in the opening sentences and paragraphs. Get to the point. Immediately.
- Web users at most have the time to read little more than **20% of the words** on a webpage during an average visit.
 - Make webpage text easy for users to scan.
 - Use bolded headings and subheadings that make sense and include keywords of the content.
 - Use bulleted lists when you can to break up content. Bullets are also easy to scan.

Target Market

How to Define Your Target Market

To build a consistent message for your website, identify your typical customer and tailor your marketing pitch accordingly.

Demographics segment your target audiences by age, gender, education, household income, home ownership or other key demographic characteristics. Demographics can tell you the “who” about your target audience.

Psychographics offers valuable insights about interests, opinions and activities of defined segments of people.

Who are you trying to reach?



Internet Usage

American generations

- Millennials (age 18-29)
- Generation X (30-44)
- Baby Boomers (45-64)
- Silent Generation (65+)

- Since the beginning of Internet commerce members of Generation X have led the way in buying things online with Millennials not far behind.

According to a study by Forrester Research, Baby Boomers have become avid online shoppers and the biggest online spenders.

70% of younger Boomers (age 45-55) report having shopped online within the last 3 months, an all time high for their demographic and figure approaching that of younger cohorts.

Older Boomers (age 55-65) are now the biggest online spenders, reporting having spent an average of \$367 online within the last three months. That's more than twice the amount spent by the youngest adult Millennials.

Boomers' and Matures' will eventually be as active in all areas of online economic activity as younger generations.

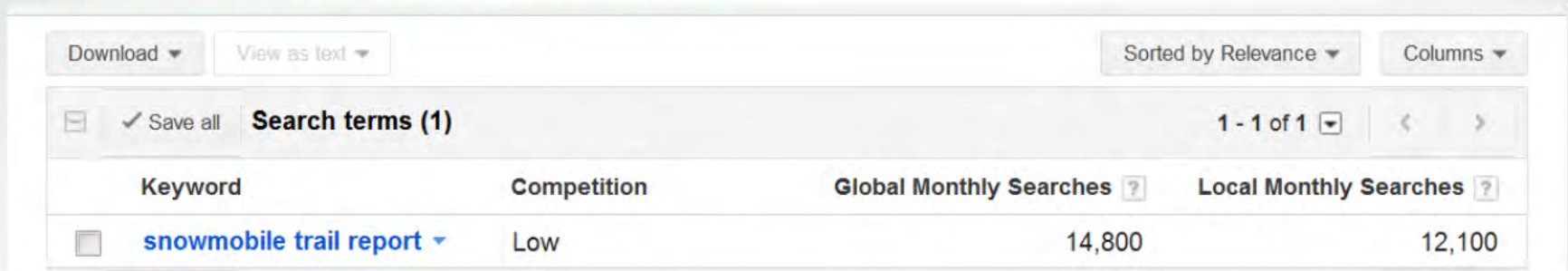
Move beyond the known demographics to better understand your audiences. Revisit your marketing channels, your messages, and your calls-to-action and view them through the generational attitudes.

How to Define Your Target Market:

Additional Resources

- Pew Internet publishes reports regarding internet use among various demographics. <http://www.pewresearch.org/>
- Scarborough issues press releases with useful data and sometimes publishes free studies.
<http://www.scarborough.com/>
- Also look for free studies by Arbitron.
http://www.arbitron.com/custom_research/free_media_studies.htm
- You may be surprised what you can find just by doing a search in Google.
- US Census Bureau
<http://www.census.gov/main/www/access.html>
-

Keyword For Content



The screenshot shows the Google Keyword Tool interface. At the top, there are buttons for 'Download', 'View as text', 'Sorted by Relevance', and 'Columns'. Below these is a search bar with 'Save all' and 'Search terms (1)'. The results table has four columns: 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'. The keyword 'snowmobile trail report' is listed with a competition level of 'Low', 14,800 global monthly searches, and 12,100 local monthly searches.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
snowmobile trail report	Low	14,800	12,100

Think of a word or general phrase that you want your business to be known for or associated with — for example snowmobile trail report. Here's what that would look like in the Google Keyword Tool if your match type were broad (estimated):

There are 12,100 people in the U.S. looking for that term. However, low competition* means there are a small number of other brands (perhaps snowmobile clubs or state associations, independent trail report sites) are also targeting this general phrase.

- Create a page on your website titled “Snowmobile Trail Report” and show it in the main navigation bar of your home page. This is a great place to start telling people what you do (as opposed to “Trails”) because it communicates clearly and instantly to both visitors and search engines.
 - (Your Google analytics will show you if your visitors expand the phrase. They may search using a local term, for example, NY snowmobile trail report, or New York snowmobile trail.)

Don't Forget A Call To Action

- You must tell your visitors what you want them to do.
- Be clear
- Be concise
- Tell them what they'll get if they perform this action

- 1. Click Here
- 2. Call Now
- 3. Buy Today
- 4. Register Now
- 5. Contact Now
- 6. Enroll Now
- 7. Add to Cart
- 8. Sign-up Here
- 9. Reserve Now
- 10. Get a Free Quote Today
- 11. Talk to an Expert
- 12. Immediate Download
- 13. Join Now
- 14. Start Now
- 15. See it in Action
- 16. Watch Our Tutorial
- 17. Learn More
- 18. Take the Tour
- 19. Donate Today
- 20. Find Out More

Revise, Revamp

- 2013 Web Design Trends
- #1 – Responsive Web Design
- #2 – Vertical Scrolling
- #3 – Huge Buttons
- #4 – Design to Enhance Brand
- #5 – Don't make your customer think
- #6 – Simple Design-white space

Optimize for Search Engines

The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

Google logs over **2 billion searches** a day. 

Google Search

I'm Feeling Lucky

Google snowmobile parts

Web Images Maps Shopping More Search tools

About 3,873,000 results (0.36 seconds)

Ads related to snowmobile parts

Cheap Snowmobile Parts - DirtCheapSnow.com
www.dirtcheapsnow.com/
 Best Price on **Snowmobile Parts** (Recommended)
 Arctic Cat OEM Parts Ski-Doo OEM Parts
 Polaris OEM Parts Yamaha OEM Parts

Polaris Snowmobile Parts - polarspartshouse.com
www.polarspartshouse.com/
 OEM Polaris **Parts** For Rangers, ATVs & Snowmobiles. Buy Online Today!
 Polaris ATV Parts - Polaris Snowmobile Parts - Polaris Ranger Parts

Dennis Kirk Official Site - DennisKirk.com
www.denniskirk.com/snowmobileParts
 ★★★★★ 7,381 reviews for denniskirk.com
 Shop The World's Largest Retailer Of Powersports Parts & Accessories

Paid

ATV's Snowmobile Parts Warehouse - Snowmobile Parts
www.aisnowmobile.com/
 Offers new and used parts, clothing, helmets and accessories, and used snowmobiles and classic machines.
 Snowmobile Parts - Contact Us - Snowmobile Showroom - Microfiche Links

Snowmobile Parts | MFG Supply - Manufacturer's Supply
www.mfgsupply.com/snowmobile.html
 Discounted **Snowmobile** Parts and Accessories for Current and Vintage Snowmobiles
 Arctic Cat, Ski-Doo, Polaris and Yamaha Parts, Tracks, Dayco and Gates ...

snowmobile parts near Ashwaubenon, WI

Team 2 Racing Inc
www.team2racing.com
 Google+ page

2160 Holmgren Way
 Green Bay
 (920) 498-2449

Central Snowmobile and ATV
www.themotosource.com
 Google+ page

170 Elgin St
 Green Bay
 (920) 499-6001

The Moto Source
themotosource.com
 Google+ page

170 Elgin St
 Green Bay
 (920) 499-6001

Snowmobile Parts | eBay
www.ebay.com/sch/Snowmobile-Parts/_i1004
 50+ items - Visit eBay for great deals in **Snowmobile Parts**. Shop eBay!
 Polaris R3L Midnight Blue Tee Shirt 0 bids
 primer kit snowmobile/skidoo/polaris/arctic cat jet ski \$21.99

Organic



Map for snowmobile parts

Ads

Buy Ski Doo Parts Online
www.skidooonline.com/
 Buy Ski Doo Parts Online
 Easy To Use, Secure, Fast Shipping

Snowmobile Parts Store
www.romiesmailorder.com/
 Lowest **Snowmobile** Prices Guaranteed
 Check Out our Huge Inventory Now!

Polaris AT
www.cheap
 (866) 264-6
 Polaris Parts @ CheapCyclesParts.
 Buy Polaris ATV Parts On Sale Now!

Paid

Ken's Sports Inc
www.kenssports.com/
 Save up to 50% on OEM Arctic cat &
 Polaris snow & ATV parts & Acc.

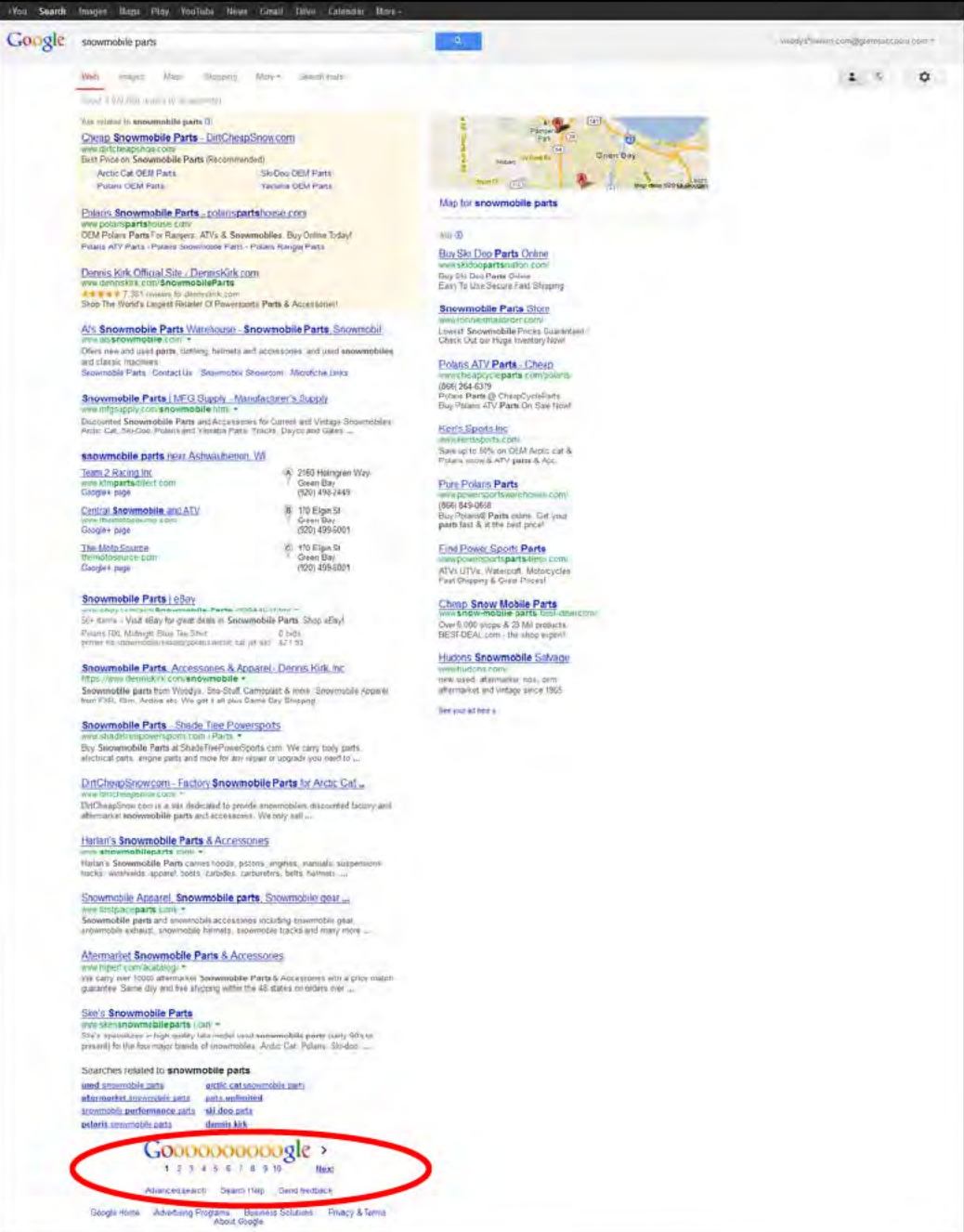
Pure Polaris Parts
www.powersportswarehouse.com/
 (866) 849-0658
 Buy Polaris **Parts** online. Get your
parts fast & at the best price!

Find Power Sports Parts
www.powersportsparts4less.com/
 ATVs, UTVs, Watercraft, Motorcycles,
 Fast Shipping & Great Prices!

Cheap Snow Mobile Parts
www.snow-mobile-parts.best-deal.com/
 Over 6,000 shops & 23 Mil products.
 BEST-DEAL.com - the shop expert!

Hudson's Snowmobile Salvage

70% of the links users click on are organic not paid.



• 75% of user never scroll past the first page of search results.

This means you must optimize for Google in the U.S. & Canada and be on the first page.

- Google has 80+% of search engine market share.

Search	Mar - 13	Feb-13	Jan-13	Dec-12	Nov-12	Oct- 12	Mar - 12
Google	82.69%	83.1%	83.46%	83.24%	83.48%	83.62%	79.86%
Yahoo!	8.14%	7.9%	7.83%	8.16%	7.78%	7.8%	6.79%
Bing	5.31%	5.27%	4.85%	4.67%	4.72%	4.69%	4.56%
Baidu	2.11%	1.81%	1.81%	1.67%	1.89%	1.76%	6.48%
Total Share	98.25%	98.08%	97.95%	97.74%	97.87%	97.87%	97.69%

Your analytics will tell you which search engine your visitors are using.

Important Elements for On-Page SEO

1. Page Title
2. URLs
3. Page Headers
4. Content
5. Description

The screenshot shows a Google search for "snowmobile parts". The search results include several listings. A red arrow points from "Page Title" in the list to the title of the first search result: "Cheap Snowmobile Parts - DirtCheapSnow.com". A blue arrow points from "URLS" to the URL "www.dirtcheapsnow.com/". A purple arrow points from "Description" to the descriptive text of the first result: "Best Price on Snowmobile Parts (Recommended)".

Google snowmobile parts

Web Images Maps Shopping More Search tools

About 3 870 000 results (0.36 seconds)

Ads related to snowmobile parts ⓘ

Cheap Snowmobile Parts - DirtCheapSnow.com
www.dirtcheapsnow.com/
Best Price on Snowmobile Parts (Recommended)

Arctic Cat OEM Parts	Ski-Doo OEM Parts
Polaris OEM Parts	Yamaha OEM Parts

Polaris Snowmobile Parts - polarispartshouse.com
www.polarispartshouse.com/
OEM Polaris Parts For Rangers, ATVs & Snowmobiles. Buy Online Today!
Polaris ATV Parts - Polaris Snowmobile Parts - Polaris Ranger Parts

Dennis Kirk Official Site - DennisKirk.com
www.denniskirk.com/SnowmobileParts
★★★★★ 7,381 reviews for denniskirk.com
Shop The World's Largest Retailer Of Powersports Parts & Accessories!

Al's Snowmobile Parts Warehouse - Snowmobile Parts, Snowmobil...
www.als-snowmobile.com/
Offers new and used parts, clothing, helmets and accessories, and used snowmobiles and classic machines.
Snowmobile Parts - Contact Us - Snowmobile Showroom - Microfiche Links

Snowmobile Parts | MFG Supply - Manufacturer's Supply

Runners [\[rename\]](#)

View Page »

SEO and Options

Need help understanding SEO? [Click here for Google's SEO Starter Guide.](#)

Title

70

Woody's Snowmobile Ski Runners for your snowmobile Check the App Guide

Tip: The max characters for a Title displayed in Google search results is 70. The page title should be unique to this page.

Description


148

Snowmobile ski carbide runners for better control on the trail. Single runners, Dooly's, Slim Jim's with 4 -10 carbide inserts for all snowmobiles.

Tip: The max characters for a META Description displayed in Google search results is 156. This is usually what is displayed if relevant to the search.

URL (Page Address)

snowmobile-runners-carbide

Available? 

Tip: Your page name should include your target keyphrase if appropriate. Separate words with a hyphen (-).

Search Engine Preview

[Woody's Snowmobile Ski Runners for your snowmobile Check the App Guide](#)

Snowmobile ski carbide runners for better control on the trail. Single runners, Dooly's, Slim Jim's with 4 -10 carbide inserts for all snowmobiles.

woodystraction.com/snowmobile-runners-carbide

Develop the SEO on each web page on your site. Select a keyword and optimize the page using that word.

On the next slide you will see the results of optimizing what is displayed for a web search for "snowmobile runners."

The results from optimizing a web page.

If someone searches for snowmobile carbide runners, Woody's will appear on the first page.



Find great deals on eBay for Snowmobile Carbides in Skis & Runners. Shop with confidence.

- Searches related to **snowmobile runners carbide**
- [woody snowmobile carbides](#)
 - [yamaha snowmobile carbides](#)
 - [best snowmobile carbides](#)
 - [snowmobile carbides](#)
 - [snowmobile dual carbides](#)
 - [polaris snowmobile carbides](#)
 - [cheap snowmobile carbides](#)
 - [ski doo carbides](#)



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Google snowmobile runners carbide

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about 111,000 results (of 24 seconds)

Woody's Snowmobile Ski Runners for your snowmobile Check the...
[www.woodystraction.com/snowmobile-runners](#)
 Snowmobile ski carbide runners for better control on the trail. Single runners. Daily's. Sim Jini's with 4-10 carbide (inset) for all snowmobiles.

Woody's Snowmobile studs, runners, stud patterns, accessories...
[woodystraction.com](#)
 Woody's Snowmobile Studs and Runners Snowmobile Trail and Racing Studs Runners and... A new line of TWIST carbide tipped tire screws are available now.

S/P Carbide Runners - 35127 Snowmobile Dennis Kirk, Inc.
[https://www.denniskirk.com/carbide-runners-35127](#) prod032135.sku
 \$87.99 in stock
 Find the S/P Carbide Runners - 35127 at Dennis Kirk. Shop our complete selection of Snowmobile parts and accessories including the S/P Carbide Runners...

Carbides, Wearbars & Hardbars | Snowmobile Parts | MFG Supply
[www.mfgsupply.com](#) | Snowmobile
 Snowmobile Wearbars, Hardbars & Carbide Runners.

Reasons we do not offer a dual runner rod - Bergstrom Skeeps
[www.bergstromskeeps.com/reasons_dual.html](#)
 When snowmobilers ask me about dual runners my standard response is... Due to the 10 degree tilt of the skis, the outside carbides will raise up to 3/16" off...

Carbide Runners - Snowmobile Parts - A's Snowmobile
[www.aisnowmobile.com/PRODUCT.aspx?pn_detail=957](#)
 A's Snowmobile Parts Warehouse: We've Got Your... Clothing & Accessories Snowmobile Parts Snowmobile Showroom Gas Ski Slides Carbide Runners...

Installing Carbide Snowmobile Studs & Runners YouTube
[www.youtube.com/watch?v=CiIMPW766M](#)
 Feb 9, 2011 Uploaded by Woody's Snowmobile Training
[http://www.woodystraction.com/home](#) Snowmobile carbide studs from Woody's add to the safety factor of...

More videos for snowmobile runners carbide >

Johnmaster - Snowmobile Studs Skis and Carbide Runners
[www.johnmaster.net](#)
 Johnmaster carries Snowstuds by Accord traction products and carbide runners. Skilog and Compfast skis, and a variety of other snowmobile related supplies...

runners or carbides? Snowmobile Forum: Your #1 Snowmobile Fo
[www.snowmobileforum.com](#) | General Site Chat
 Feb 4, 2011 - 10 posts - 9 authors
 Hi Everyone, I'm new to the sport this year. Picked up some inexpensive sleds for me and the wife. We have an 88 formula mx and a 90 rdy...

Snowmobile Carbides in Skis & Runners | eBay
[www.ebay.com](#) | Snowmobile Parts > skis & Runners
 Find great deals on eBay for Snowmobile Carbides in Skis & Runners. Shop with confidence.

Searches related to snowmobile runners carbide
[woody snowmobile carbides](#) [yamaha snowmobile carbides](#)
[best snowmobile carbides](#) [snowmobile carbides](#)
[snowmobile dual carbides](#) [polaris snowmobile carbides](#)
[cheap snowmobile carbides](#) [ski doo carbides](#)

Goooooooooogle >
 1 2 3 4 5 6 7 8 9 10 Next
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Shop for snowmobile runners carbide on Google

Project Slid Carbides and Runners \$34.99
 Trail Blazer IV Carbides 6 in. \$66.35
 Woods Executive 6 I Carbide \$99.99
 Boettig Industries Carbide Right Hand \$39.99

Trail Blazer IV Carbides 6 in. \$72.95
 Woods Wearbar 4 in. \$59.55
 505-418-4 X-Carbon Carbide \$43.99
 Kawasaki Snow Jet Carbide \$39.99

Ken's Sports Inc.
 Save up to 50% on OEM Arctic Cat & Polaris skis & ATV parts & Acc.

Cheap Snowmobile Carbides
[snowmobile-carbides-best-deal.com](#)
 Over 6,000 skis & 23 ATV products. BEST DEAL.com - the shop expert!

New Snowmobile Carbide
[snowmobile-carbide-diy-neaprt.com](#)
 Save Big On Snowmobile Carbide. Massive Selection & Ultra Cheap!

Dennis Kirk Official Site
[www.denniskirk.com/snowmobileparts](#)
 Shop The World's Largest Retailer Of Powersports Parts & Accessories!

carbide runners - costly
[www.salebender.com](#)
 lower than cost - make them last. Make them like new. Every ride.

Carbide Runners Cheap
[www.motog.com](#)
 Want Skis for Carbide Runners? See NextBig Sellers Lowest Priced. NextBig has 536 followers on Google+!

Carbide Runners Snowmobile
[www.shopping.com/deals](#)
 The Best Deals at Any Price Range. Find Deals on 1000+ Products.

Snowmobile Runners
[www.ask.com/Snowmobile-Runners](#)
 Snowmobile Runners. Discover and Explore on Ask.com! Ask.com has 5,888 followers on Google+.

See your ad here >

Conclusion

- It is a lot of work to optimize your website. Once you understand what you need to do, a few hours a week will keep your site optimized.
- 1) Know what your website objectives are, who your target audience is and how they think.
- 2) Study your Google analytics so you know what is important to your visitors.
- 3) Develop the content on your pages to reflect what your visitors are interested in.
- 4) Find the keywords your visitors use to search for that information. Use those keywords in the title, url and description.
- Test-revise –test-revise until you get it right.

