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

  - 88.66% New Visitor
    - 3,798 Visits
  - 11.34% Returning Visitor
    - 486 Visits
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.
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?

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

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


- Also look for free studies by Arbitron. [http://www.arbitron.com/custom_research/free_media_studies.htm](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.

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

Google logs over 2 billion searches a day.
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.

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<th>Feb-13</th>
<th>Jan-13</th>
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<td>97.87%</td>
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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
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.
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.