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# Measure Your Web Marketing Results to Find Opportunities for More Sales

*By C S Wurzberger and Pam Foster*

If you're putting a lot of energy and money into promoting your Web site, it's important to monitor your online marketing results on a regular basis. You can use your results information to identify any tweaks you can make to generate even more traffic and profits.

There are several ways to measure the results of your Web site's online promotions, including:

## **Your own Web site data**

Each month, you can review a wealth of statistics that tell you how your site is performing. In the "traffic log report" provided online by your hosting company, you can view numbers and charts for the following:

- **Page hits**—This is any request made on the Web server. This includes page views, requests for images and requests for downloadable files. Caution: every single component of your pages (including individual images, charts and links) can be listed as a hit, so this is not the most realistic picture of how many unique individuals are actually visiting your site.
- **Page visits**—This is the number that tells you how many unique visitors landed on your site.
- **Search engine traffic**—This tells you which search engines (Google, Yahoo, MSN) are referring your site to the visitors.
- **Browser traffic**—This report tells you which browsers your visitors are using (Internet Explorer, Mozilla Firefox, Netscape).
- **Your viewers' operating systems**—You can see which operating systems (Windows 98, Windows XP, Vista, Apple, etc.) your various visitors are using to view your Web site. This is critical so your Web team can make sure your site is viewable by as many people as possible.
- **Keywords entered**—This will help you track the actual keywords your visitors are using via search engines...showing all the referrals in a month, broken down by the keywords that were entered. This is valuable stuff because it can help you improve your positioning in the search engines. By adjusting your site's coding and content to use the most common keywords showing up in your traffic log, you can improve the likelihood that more searches using these keywords will drive more of your target prospects to your site!

## **General online advertising**

You can easily measure the results of your banner ads, directory listing ads, and other online advertising. You'll see the responses in your IN box or shopping cart.

## **Pay-per-click (PPC) campaigns**

When you set up your ads in Google, you'll use software called Google Adwords that automatically provides you with reports that help you weigh the campaign costs against the results.

## **E-newsletters**

If you're using an online e-newsletter company, such as Emma or Constant Contact, to help automate everything (which we strongly recommend), you'll know how your recipients respond to each e-newsletter you send.

### **Traditional sales reports**

As you launch your Web site, you'll want to set up new entries in your sales tracking system to include leads and sales that come into your business as a result of your Web site. You can do this by tracking inquiries that come to you via your site's Contact Form and E-newsletter sign-up form, as well as actual sales that come to you via your shopping cart (if you offer e-commerce).

**There are many ways to boost your success on the Internet.** To learn more, you'll want to attend the three-part Web development seminars that Score offers.

You will also want to get your hands on the new Internet Jungle Guide book, *9 Easy Steps to Planning a Profitable Web Site: Your complete guide to navigating the Web development jungle and launching a site that sells!* This mini-course and workbook will help you launch a site that truly attracts prospects and customers who are ready to make purchases!

You can order this book online at [www.internetjungleguide.com](http://www.internetjungleguide.com). *The Internet Jungle Guide is a division of Premiere Visions, LLC.*

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C S is an accomplished Internet strategist, usability expert, seminar and workshop leader, and Search Engine Optimization specialist. She has extensive experience in all aspects of Web site development for small-to-mid-size businesses, with a specialized focus on retail and wholesale companies. She also plays a leadership role in several business development organizations, and frequently presents seminars and workshops throughout the U. S.

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Pam is a senior copywriter and sales catalyst who specializes in writing marketing copy for the Web and traditional media. Using her diverse 25-year background, she's uniquely strategic and results-driven, helping clients reach their target audiences and achieve their sales and lead-generation goals. She has extensive experience in writing Web content, online marketing campaigns and e-newsletters.

The national SCORE Association is a nonprofit organization dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE Portland is one of 389 chapters throughout the United States, with over 11,000 volunteers nationwide. SCORE is a resource partner of the U.S. Small Business Administration.

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