

# Beyond SEO

What To Do With Your Website Visitors

Ron Stauffer

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# Infront Webworks



# The Web in 1994

The screenshot shows the Apple website's homepage as of July 14, 1997. The layout is clean and professional, with a prominent red sidebar on the left containing navigation links. The main content area is white and features a large 'Welcome to Apple' header with the Apple logo. Below the header, there are several promotional banners and articles. The 'Introducing CyberDrive' banner is particularly eye-catching, featuring the BMW logo and a call to action to register for a free CD-ROM. Other banners promote the eMate 300, 'Movies from Mars' (a VR movie), and the upcoming Mac OS 8. The 'What's Hot' section contains several short articles, including one about preordering Mac OS 8, another about a PowerBook sweepstakes, and one about Newton's network connectivity. The sidebar on the left includes a 'Find It' search box, a list of product and support links, and a section for 'Apple Sites Worldwide' with a dropdown menu for regional sites.

**Find It**

- Product Information
- Customer Support
- Technology & Research
- Developer World
- Groups & Interests
- Resources Online
- About Apple

Apple Sites Worldwide

- Switzerland
- Taiwan
- Turkey
- UK & Ireland
- United States

Go

Where to Buy

Register to Win

Software Updates

Home Page Archives

**Welcome to Apple** 1997

**Introducing CyberDrive**  
Register today for a free CD-ROM.

**eMATE 300**  
Mobile, Affordable, & Smart

**MOVIES FROM MARS**  
QuickTime VR Takes You Out of This World

**What's Hot**

**Preorder Mac OS 8**  
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

**Newton Connects**  
Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area Networks.

**Welcome to Mars**  
See alien terrain in [QuickTime VR movies from Sojourner](#), the brave six-wheeler that covers the Red Planet for NASA's Pathfinder mission.

**Want a PowerBook?**  
Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

**Big Help for Small Biz** Find out what you need to make your small business a success. [Apple Small Business](#) has information about everything from great deals on leasing to dealing with the SBA.

**eMate Special**  
Parents of school-age children have a limited-time [special opportunity](#) to purchase [Apple's exciting eMate 300](#).

**Boston Mac Party**  
Join the fun at [Macworld Expo/Boston](#), the summer's biggest book for the Macintosh.

[www.apple.com](http://www.apple.com)

# The Web in 1994



## Welcome to Amazon.com Books!

*One million titles,  
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

### SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

### ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

### EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

### YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

[www.amazon.com](http://www.amazon.com)

# The Web in 1994



[www.ebay.com](http://www.ebay.com)

# The Web in 1994



**RICK ROLLED**

Google Was Founded in 1998

[www.google.com](http://www.google.com)

# Me in 1994



(Ummm... Interwebs?)

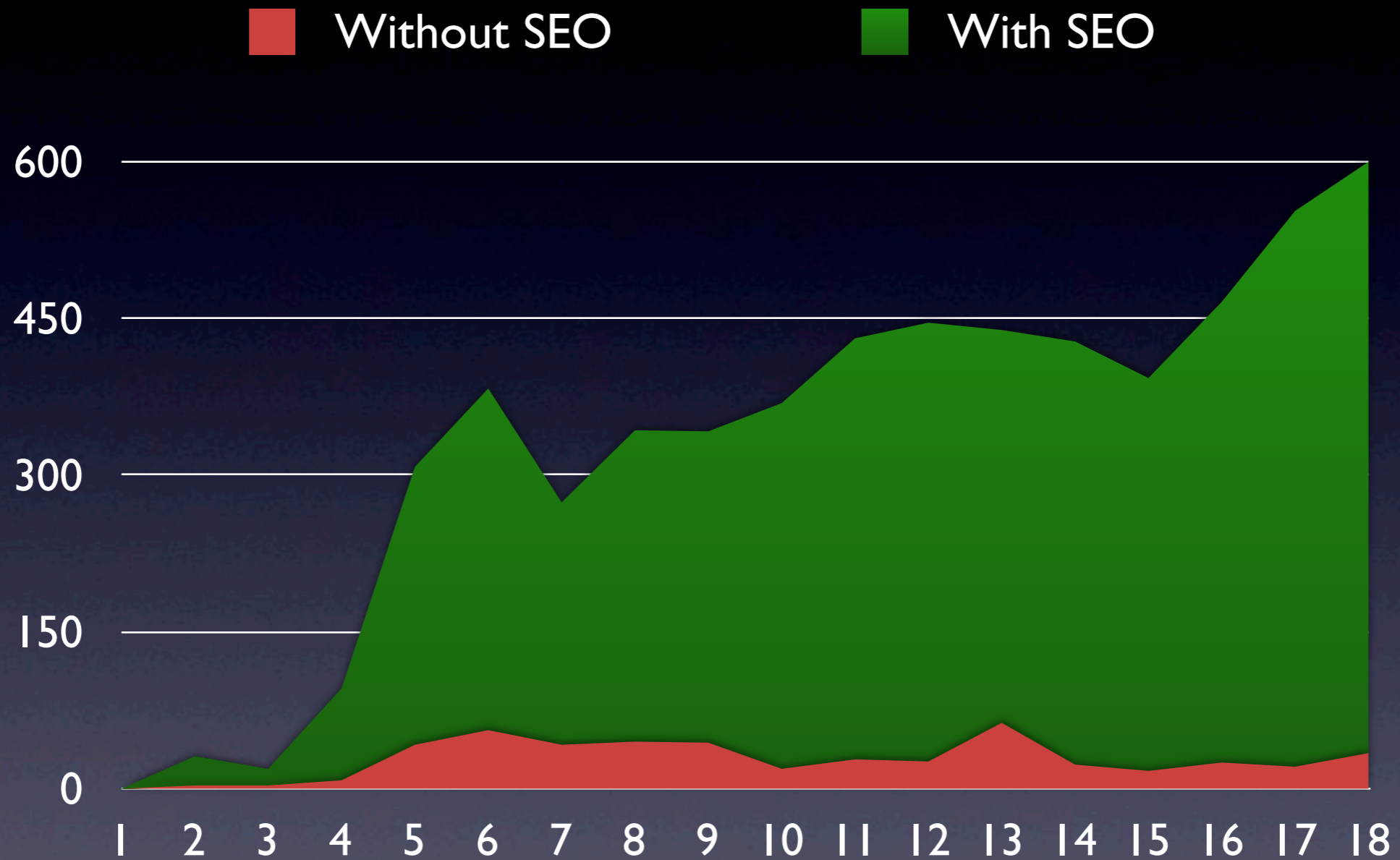
\* Think *Beyond* SEO \*

Everybody Wants

**A BAJILLION**  
**HITS**  
**.BIZ**

Getting visitors to your website  
is not the end;  
it's only the *beginning*.

# A Tale of Two Websites



After 18 Months, 5,422 vs 499  
(i.e. 987% more traffic with SEO)

# Two Basic Steps of Marketing:

1. Bring potential customers to you
2. Get them to buy!

Take off the “Google Goggles”

Remember that *customers* pay your  
bills, not Search Engines

“Make [web] pages primarily for users,  
not for search engines.” -Google

(Source: Google Webmaster Guidelines)

# Visits are Not “Hits”

People are not hits.

Train yourself to say "visitors" or  
"potential customers" instead.

\* If your website sucks, getting more traffic won't help. \*

# What Makes a Website Suck?

- Confusing Layout
- Bad Design
- Unclear Calls to Action
- Filler Content
- Broken Links/Images
- Old Technology
- Compatibility Issues

# Watch out for “Vanity Metrics”:

- Visits
- Page Views
- Bounce Rate
- Social Media Reach
- “Grades” or “Scores”

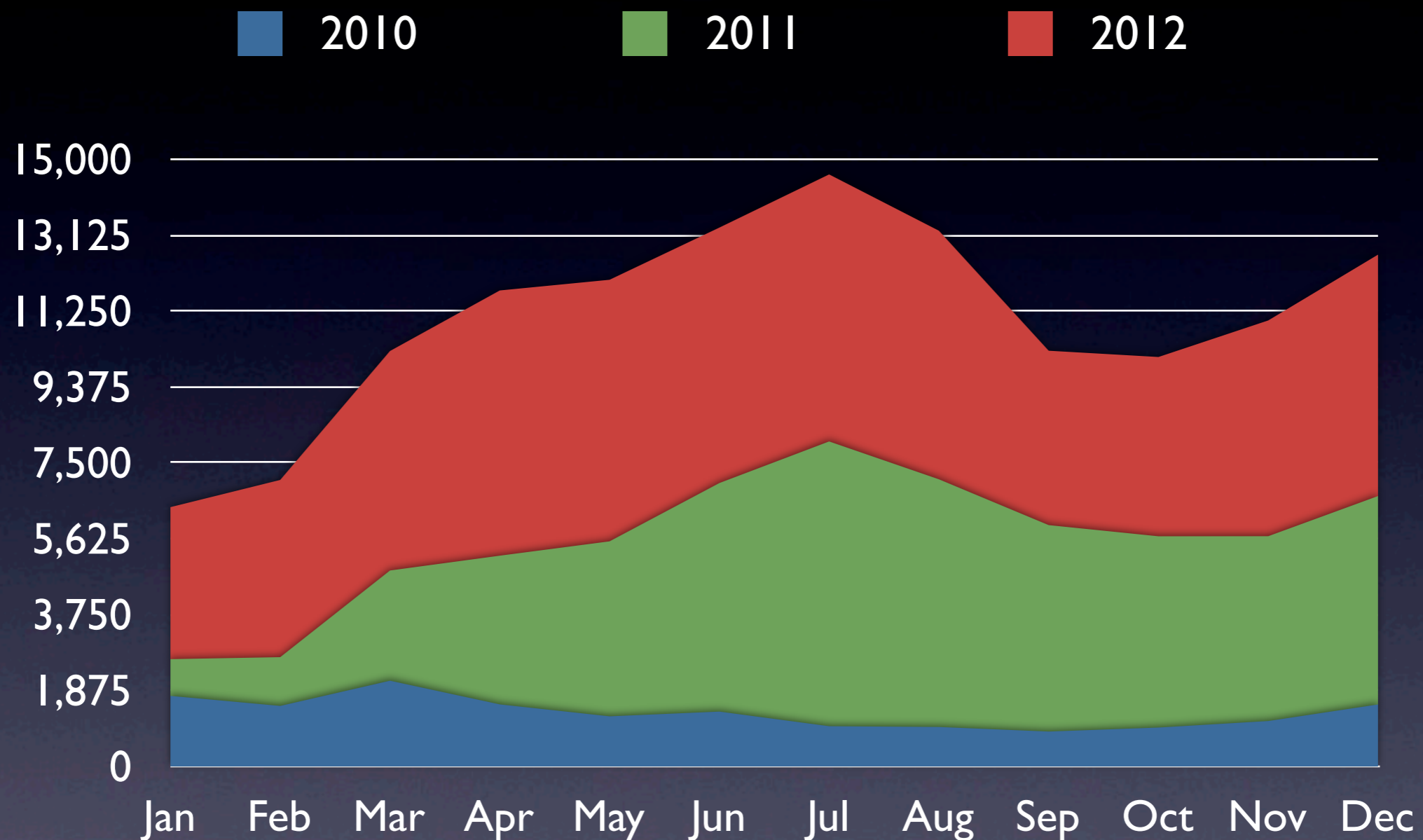
# Metrics that Matter:

- Conversions
- Leads
- Sales/Revenue

# A Website That Doesn't Suck:

- Accomplishes business goals
- Brings in revenue
- Is helpful to potential customers
- Is usable by visitors

# More Traffic ≠ More Sales



2010 = 16k, 2011 = 51k, 2012 = 66k

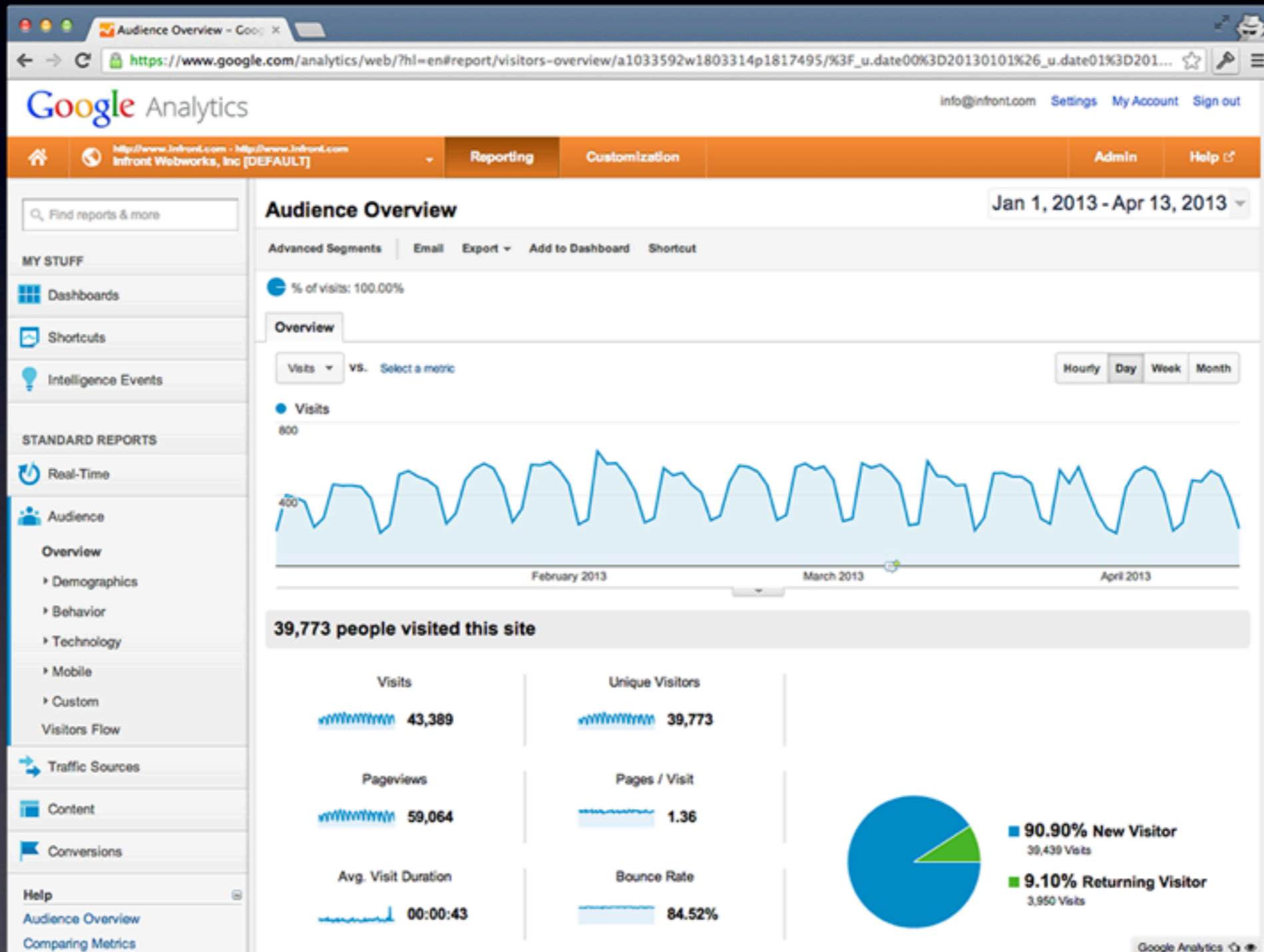
Significant Decline in Sales Every Year Since 2009

# How Do You Know What Potential Customers Want?

1. Analyze Data
2. Just Ask Them
3. Run Tests
4. Look for Clues
5. Offer Interaction
6. Anticipate Questions/Needs

# #1: Analyze Data

## Google Analytics



# #2: Ask Them

## Surveys

The screenshot shows a browser window with the URL [www.infront.com/blogs/the-infront-blog/2012/12/14/keyword-not-provided-in-google-analytics](http://www.infront.com/blogs/the-infront-blog/2012/12/14/keyword-not-provided-in-google-analytics). The page features the infront logo and navigation links. A line chart titled "Keyword '(not provided)' As Percentage of All Organic Search Visits" shows the percentage of organic search visits from August 2011 to November 2012. The y-axis ranges from 0% to 60% in 15% increments. The x-axis shows months from August 2011 to November 2012. The data points are: Aug 2011 (0%), Sep 2011 (0%), Oct 2011 (0%), Nov 2011 (13%), Dec 2011 (15%), Jan 2012 (15%), Feb 2012 (15%), Mar 2012 (30%), Apr 2012 (30%), May 2012 (35%), Jun 2012 (38%), Jul 2012 (42%), Aug 2012 (45%), Sep 2012 (48%), Oct 2012 (49%), and Nov 2012 (49%). Below the chart, the text explains that the percentage of organic search traffic with blocked data increased from 0% in August and September 2011 to 49.91% by November 2012. A red arrow points from the text to a survey widget in the bottom right corner, which asks "Is this blog post helpful?" and includes radio buttons for "Yes" and "No (why not?)" and a "SEND" button.

stunned with the results. Take a look:

**Keyword "(not provided)" As Percentage of All Organic Search Visits**

Month	Percentage
Aug 2011	0%
Sep 2011	0%
Oct 2011	0%
Nov 2011	13%
Dec 2011	15%
Jan 2012	15%
Feb 2012	15%
Mar 2012	30%
Apr 2012	30%
May 2012	35%
Jun 2012	38%
Jul 2012	42%
Aug 2012	45%
Sep 2012	48%
Oct 2012	49%
Nov 2012	49%

You'll notice that in August and September of 2011, the term "(not provided)" didn't show up at all—this was before the encrypted search feature was implemented and blocked data represented 0% of our traffic. But after only one month, this number shot all the way up to 13%. As of November, 2012 (about one year and one month later), **a full 49.91% of ALL organic search traffic sent by Google has referring data blocked**. That means for nearly half the visitors who have found our website via Google's organic search results, I cannot know what search terms they used to find us.

Is this blog post helpful?

Yes

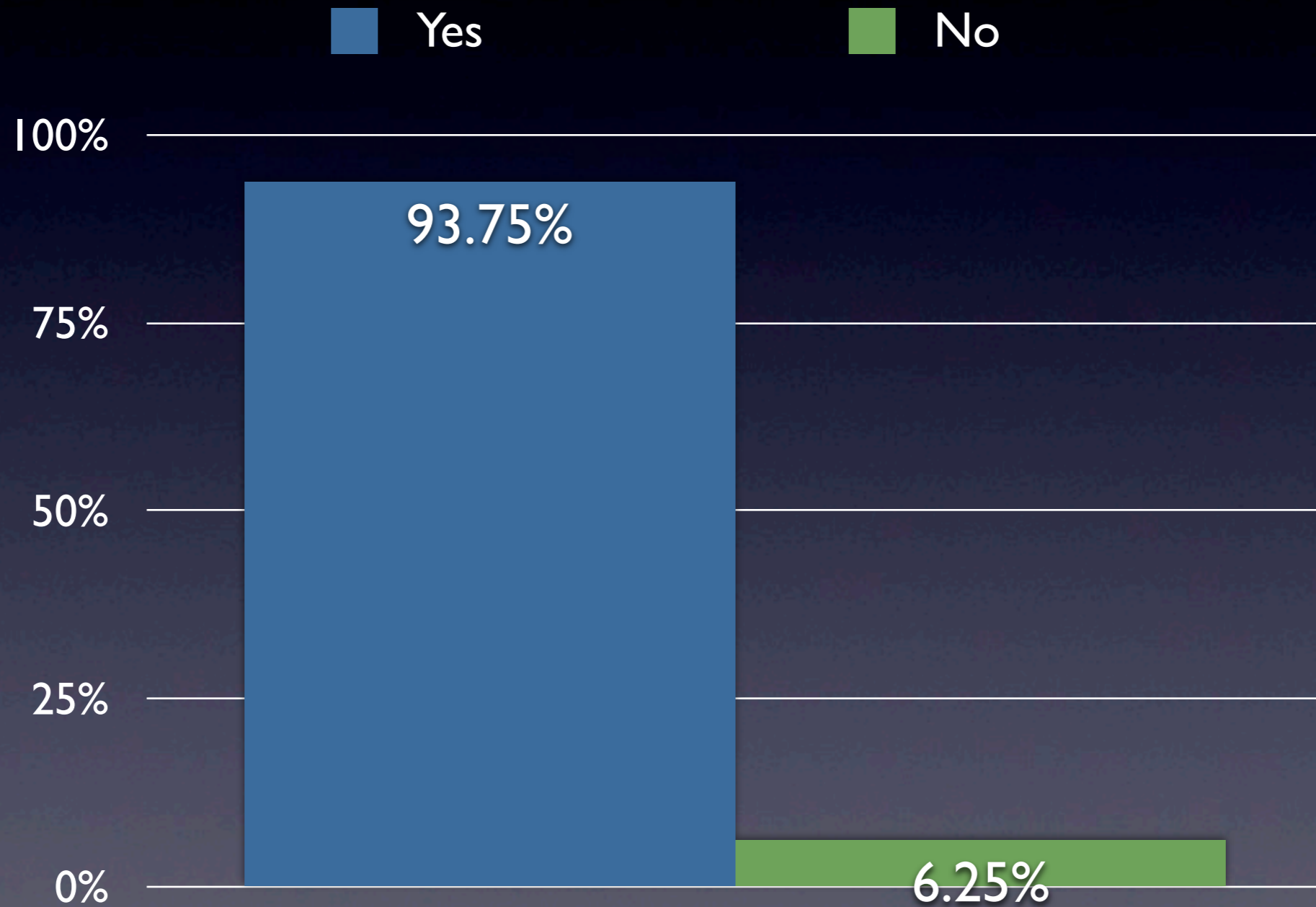
No (why not?):

Powered by Qualaroo [?]

SEND

# (Results)

Poll: Is this blog post helpful for you?



# #3: Test & Experiment

## Content Experiments

The screenshot shows the Google Analytics interface for setting up a Content Experiment. The browser address bar shows the URL: <https://www.google.com/analytics/web/?hl=en#siteopt-experiment/siteopt-experiment-wizard/a6777047w68089141p70096032/%3FcreateExperim...>

The page title is "Content Experiments - View Experiment: Homepage Versions". The left sidebar shows the navigation menu with "Content" selected. The main content area is divided into four sections, each with a green checkmark and an "edit" link:

- Choose an experiment objective**: The experiment, Homepage Versions, will evaluate Create Profile (Goal 1 Completions) on 100% of visitor traffic. Email notification is not set for this experiment. 2 weeks minimum run time, 95% confidence threshold.
- Configure your experiment**: Rewrite variation URLs to original in other Content Reports. Below this, four variations are shown as thumbnails:
  - Original**: Promote Your Music, Connect With Musicians Near You. Buttons: TAKE THE TOUR, JOIN TODAY.
  - Variation 2**: Connect, Share, Gig, Sell, Collaborate & Grow. Buttons: LEARN MORE, JOIN NOW.
  - Variation 3**: Promote Your Music & Spread The Word About Your Shows. Buttons: HOW IT WORKS, CREATE ACCOUNT.
  - Variation 4**: Promote Your Songs & Engage Music Lovers. Buttons: TAKE A TOUR, SIGN UP.
- Setting up your experiment code**: Pick a code setup method.

The bottom right corner of the page shows the Google Analytics logo and a refresh icon.

# #4: Look/Listen for Clues

1. Listen to your customers talk (on the phone and in person)
2. Watch them use your website
3. Pay attention to frequently asked questions

# #5: Interact With Them

## Blog Comments

The screenshot shows a web browser window displaying a blog post on the website [www.infront.com](http://www.infront.com). The page title is "Why Isn't My Website Number One in Google". The author is Ron Stauffer, Marketing Director at Infront Webworks. The post has 4 comments. One comment from Ben, dated 10 months ago, asks for advice on keyword density. Ron Stauffer has replied to Ben, stating "Awesome question, Ben, thanks! Absolutely. You can look for that soon!". Two red arrows point to the comment and the reply. A feedback widget in the bottom right corner asks "Is this blog post helpful?" with "Yes" and "No (why not?)" options.

Why Isn't My Website Number One in Google

www.infront.com/blogs/the-infront-blog/2012/6/8/why-isnt-my-website-number-one-in-google

**infront** Results-based web strategy & design. Portfolio Services Company Blog 719.577.4404 Contact


have it indexed by Google, and that increasing your search engine rankings takes time.



Tags: [search engine optimization](#)


### About the Author

 **Ron Stauffer**  
Ron Stauffer is the Marketing Director at Infront Webworks, one of Colorado Springs' oldest and largest web design firms. Ron's an Inbound Marketing Certified Professional, a Google AdWords Qualified Individual, and an Apple Certified Associate. He can often be found writing blog posts, reading eBooks on his iPad, or speaking at his Toastmasters Club. Follow Ron on [Twitter](#), or connect on [LinkedIn](#).

4 comments  2

 Leave a message...

Oldest Community Share  

 Ben 10 months ago

Ron,

Could you offer a blog post on what the proper keyword density percentage on any webpage should be? If it's genuine content, can your keyword density ever be too high? People seem to have mixed ideas on this. Thanks for your help,

Ben

0 ^ | v Reply Share

 **Ron Stauffer** Mod → Ben 10 months ago

Awesome question, Ben, thanks! Absolutely. You can look for that soon!

:)

0 ^ | v Reply Share

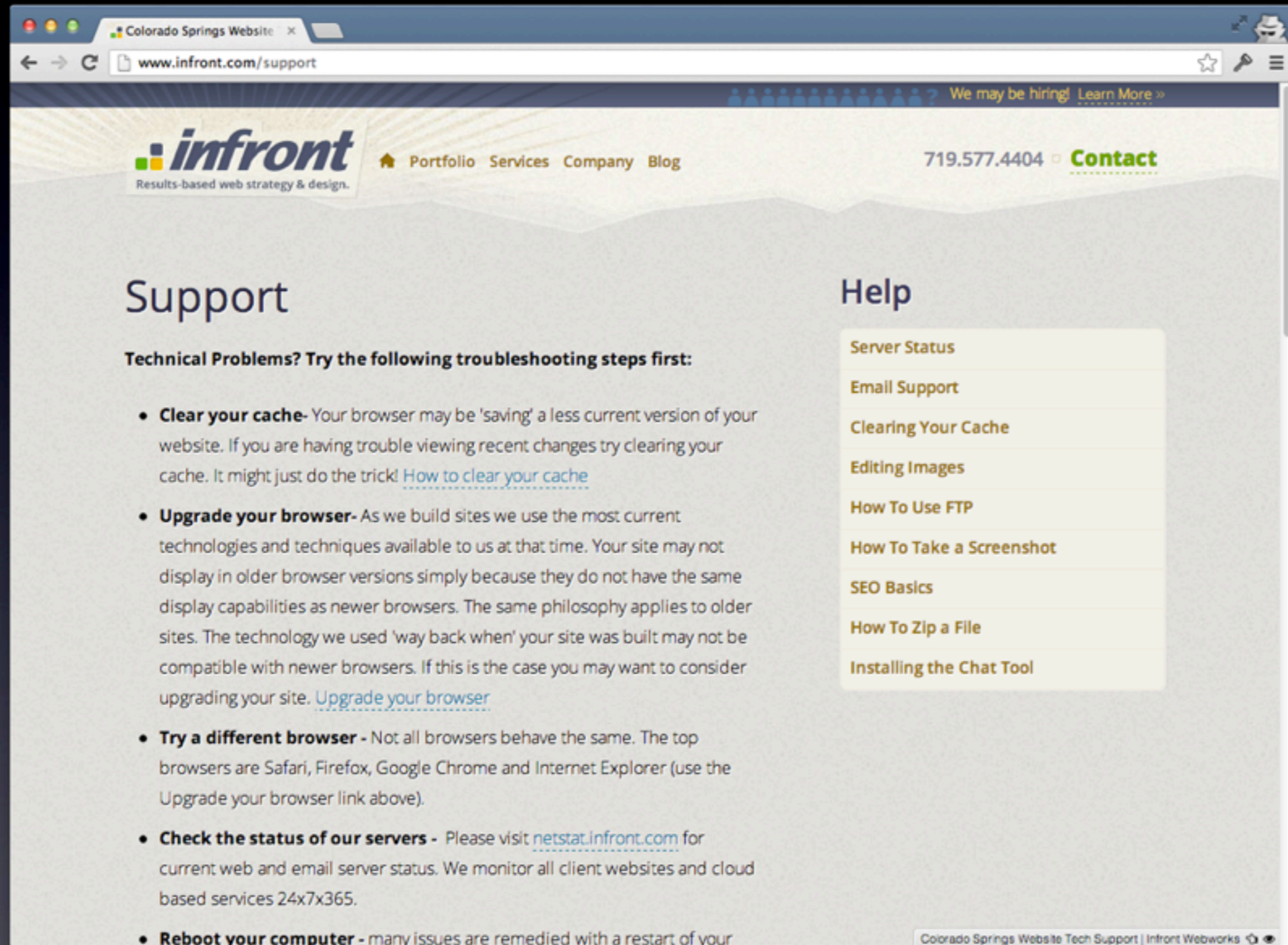
Is this blog post helpful?

Yes

No (why not?):

Powered by Qualaroo [7] SEND

# #6: Anticipate Questions/Needs



The screenshot shows a web browser window with the address bar displaying "www.infront.com/support". The page features the Infront logo with the tagline "Results-based web strategy & design." and navigation links for "Portfolio", "Services", "Company", and "Blog". A phone number "719.577.4404" and a "Contact" link are also visible. The main content area is titled "Support" and includes a section for "Technical Problems? Try the following troubleshooting steps first:" followed by a list of five items. A "Help" sidebar on the right lists various topics like "Server Status", "Email Support", and "Clearing Your Cache".

Colorado Springs Website x  
www.infront.com/support

We may be hiring! [Learn More >>](#)

**infront**  
Results-based web strategy & design.

Portfolio Services Company Blog

719.577.4404 [Contact](#)

## Support

**Technical Problems? Try the following troubleshooting steps first:**

- **Clear your cache**- Your browser may be 'saving' a less current version of your website. If you are having trouble viewing recent changes try clearing your cache. It might just do the trick! [How to clear your cache](#)
- **Upgrade your browser**- As we build sites we use the most current technologies and techniques available to us at that time. Your site may not display in older browser versions simply because they do not have the same display capabilities as newer browsers. The same philosophy applies to older sites. The technology we used 'way back when' your site was built may not be compatible with newer browsers. If this is the case you may want to consider upgrading your site. [Upgrade your browser](#)
- **Try a different browser** - Not all browsers behave the same. The top browsers are Safari, Firefox, Google Chrome and Internet Explorer (use the Upgrade your browser link above).
- **Check the status of our servers** - Please visit [netstat.infront.com](#) for current web and email server status. We monitor all client websites and cloud based services 24x7x365.
- **Reboot your computer** - many issues are remedied with a restart of your

## Help

- Server Status
- Email Support
- Clearing Your Cache
- Editing Images
- How To Use FTP
- How To Take a Screenshot
- SEO Basics
- How To Zip a File
- Installing the Chat Tool

Colorado Springs Website Tech Support | Infront Webworks

# Create a Scale of Engagement

Find a way to turn EVERY visitor into SOME sort of customer, or at least engage with you on SOME level.

# Sample Scale of Engagement

1. Share content via Social Media
2. Connect on Social Media
3. Subscribe to email newsletter
4. Sign up for free trial
5. Purchase something small/teaser product
6. Full-blown sale; signing up to be big client

# \* Tracking Your Website's ROI \*

Data wins arguments.

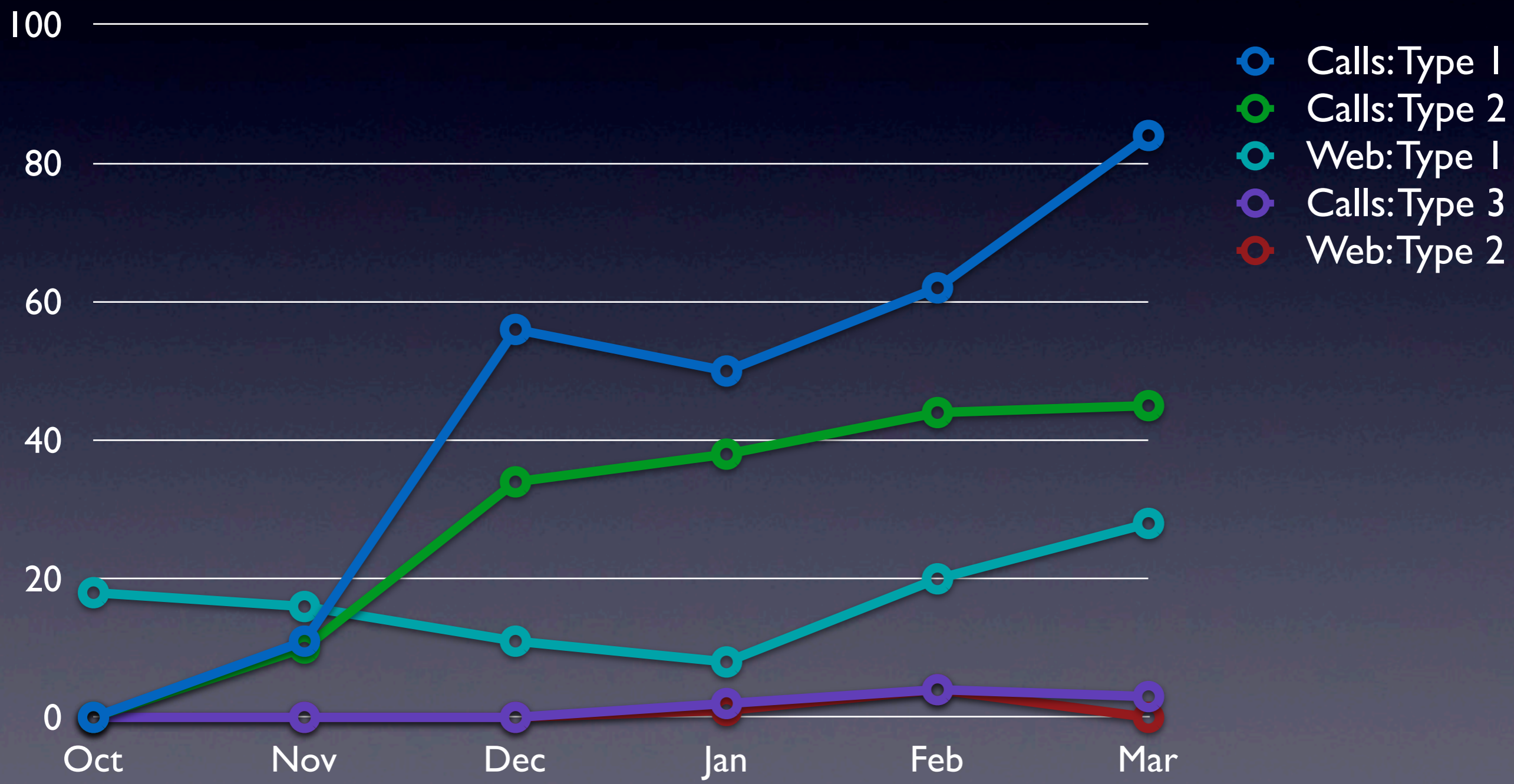
Start testing, and stop arguing.

# You Can't Measure What You're Not Tracking

- Web Analytics
- CRM
- Lead Nurturing
- Drip Campaigns
- Spreadsheets/Manual Tracking

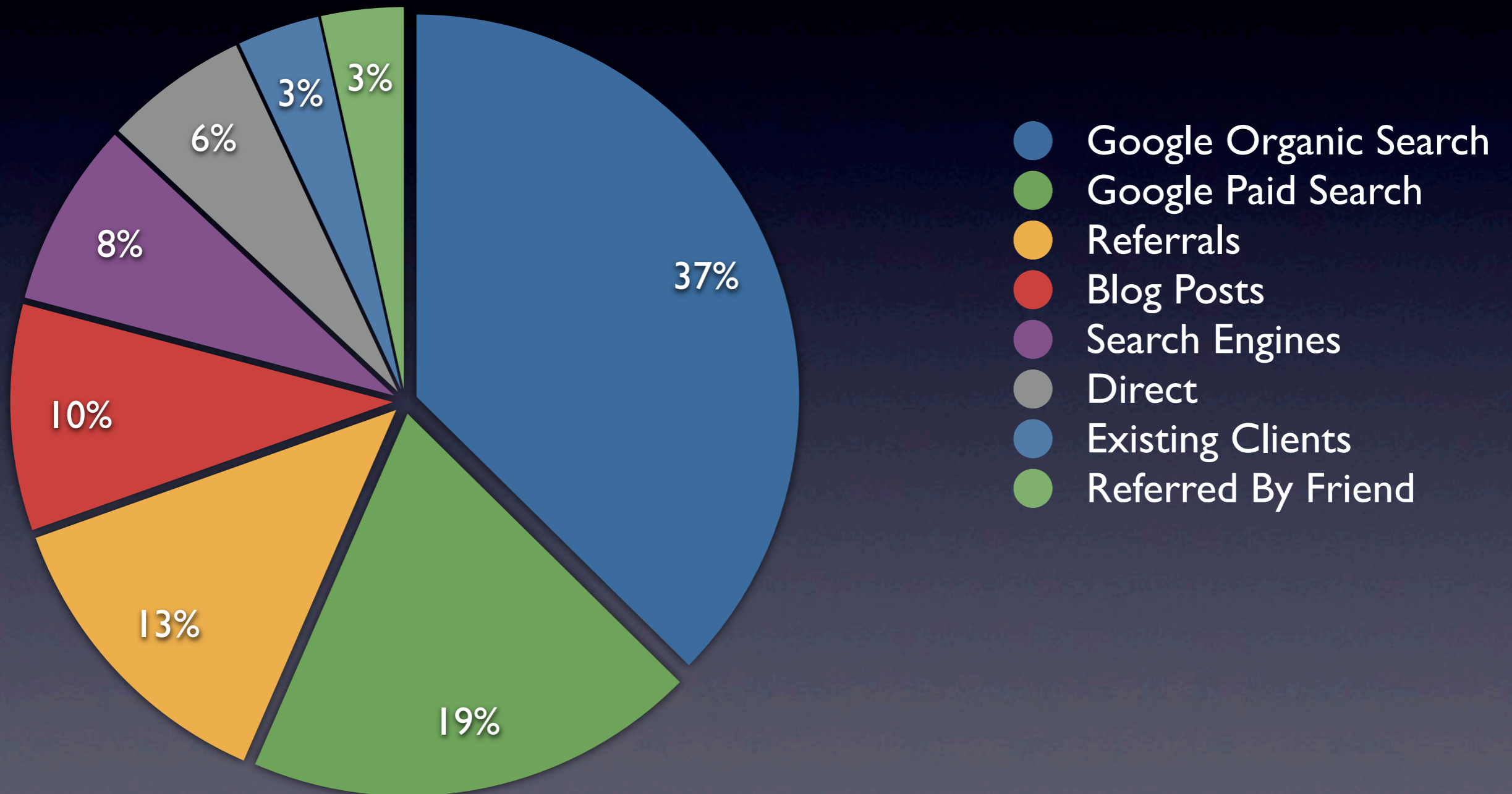
# Tracking Example

## Leads Tracking, Past 6 Months (Breakdown By Lead Type)



# Tracking Example

## 2012: All Web Leads, By Source



# Implement Goal/Conversion Tracking

- Determine your goals (conversions)
- Track each goal & associated marketing efforts
- Attach a dollar value to everything
- Find out your Customer Acquisition Cost

# Track Goals and Revenue



**\$1.9MM in Revenue in 2012**

# Watch Out for Media Discontinuity (Track Online AND Offline Efforts)

1. Ask: “How did you hear about us?”
2. Call Tracking
3. QR Codes (Don't go crazy)
4. Custom URLs/Landing Pages
5. Coupons & Promos

# Things You Can Do Now

1. Stop focusing solely on search engine rankings and traffic
2. Make sure your website doesn't suck
3. Get familiar with web analytics—read the data
4. Learn who your potential customers are, what they do/don't like
5. Comb through the data, then make decisions
6. Create a Scale of Engagement for your website
7. Make sure you know your CAC (Cost to Acquire Customers)
8. Merge your online and offline marketing efforts

# Thank You

Visit [www.infront.com/beyondseo](http://www.infront.com/beyondseo) to download this presentation, get a free “website checklist,” and watch a recording.