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How well do you know your website's visitors?



Do you study your website's traffic and review each week where people are going on your site, what pages they visit on their way through, and how many visitors are returning to your site? Without having access to such information, you cannot determine the effectiveness of your website. You spent money getting the site designed and writing content for it. Like any marketing endeavor, you have to be able to measure the results of your efforts to know if a given marketing tactic is in fact paying off. With a web site, understanding your visitation patterns is fundamental to every other marketing activity you perform through it.

For instance, if your advertisement in a trade journal lists your website (which it always should) and then on the home page there is a link that leads to more information about the thing you advertised, wouldn't it be important to know how well both the ad and the website are working together? You would want to see traffic coming into the home page then going to the page that details what the ad discussed. You would also want to know about any measurable increase in traffic that occurs around the time of the ad's publication. If the ad is online, you will also be able to see that the traffic came specifically from people clicking on the ad to come to your site. But most of all, you'll want to make sure you are on target. If you are getting a lot more traffic but no appreciable increase in leads, sales, article downloads, or other target responses, then you at least have enough information to surmise that the ad is either attracting the a lot of the wrong kind of traffic, or the web page mentioned in the ad is not compelling enough to convert visitors into clients.

Now consider that if you are not reviewing your site's traffic at all, you are not going to have any visibility into your website's effectiveness or response rates and behaviors related to the ad. All you'll know is that the phone is not ringing, e-mails are not arriving, and it just looks like the ad and the website didn't work after all.

More helpful articles to maximize your website investment can be found at www.michaelpenner.com