

# 6 strategies

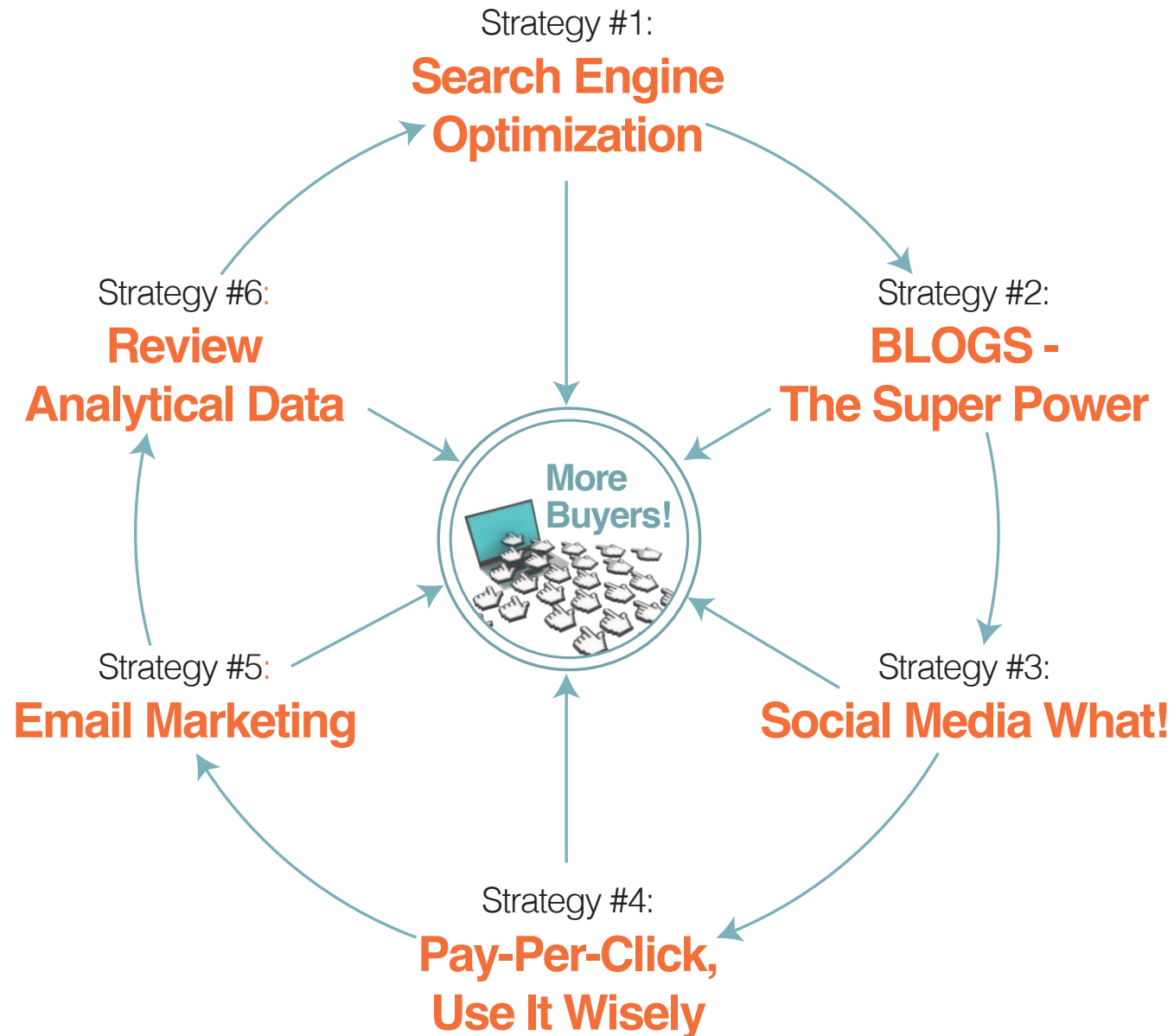
to increase web traffic & conversion

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presented to you by Xzito Creative Solutions

# Increase traffic and conversion!





Strategy #1:

# Search Engine Optimization

# What is SEO? And why is it important?



SEO, Search Engine Optimization, is the art and science of getting qualified traffic from keywords inputted by users in search engines. These keywords are not randomly selected; these keywords are selected based on relevance to your business and product offerings, actual search volume, competitiveness, and purchasing intent.

- What keywords are you currently optimizing?
- What is your current position in search engine result pages?
- How much traffic are you generating?
- How many leads and customers are you obtaining from these keywords?
- How much money are you saving from SEO?

SEO is a long term strategy that can yield fantastic results for your brand. With the proper SEO strategies and analytic setup, you can increase brand awareness, leads and new customers!

*On the next page we will discuss actual sample process for Search Engine Optimization.*

# The search engine optimization process



## Step 1: Find Keywords

- Use Google's Keyword Tool or WordTracker
- Look for ↑ Search Volume, ↓ Competition, ↓ Difficulty Score

## Step 2: On-Page SEO

Place Keywords in Page Title, Meta Description, Image alt-tag, URL, H1 Headline and Page Content.

## Step 3: Off-Page SEO

Create content that includes the keywords you want to optimize in step 1, and publish this content on other web-sites with links to the pages with keywords identified in step 2.

## Step 4: Measure & Analyze

Measure ranking improvements, visitors, leads, and customers, Yes, it can be done!

# What tools can I utilize?



*Visit our website to learn more  
about Search Engine Optimization*

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Strategy #2:

**BLOGS - The Super Power**

# Why are blogs so super powerful?



A blog is a section within your web-site where you can post content associated to different categories quickly and efficiently. BLOGS give us the opportunity to quickly keep our web-sites FRESH, by developing unique and interesting content.

But why is this super powerful? Well, when you have more blog pages that you constantly add to your web-site, Google crawls your site more frequently, but in addition, you have the opportunity to target more keywords, including long-tail phrases, interact with users and obtain more qualified traffic and potential leads to your business.

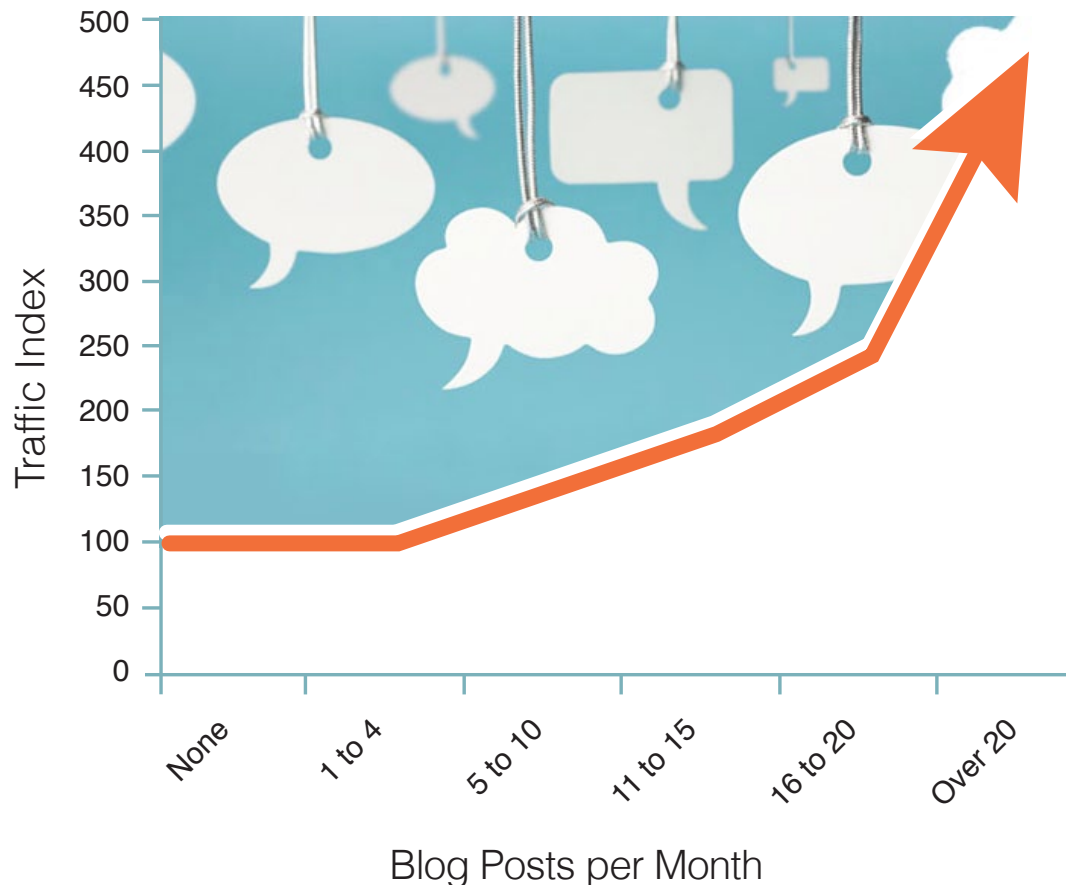
- Do you have a list of long tail keywords to target in your blog?
- Do you have a blogging schedule?
- Do you have dedicated resources to monitor comments and create fresh content?
- Do you have calls to action within your blogs to obtain leads?

*On the next page, we will show you a study that clearly shows more blogs = more traffic and more leads. Helping you become a Super Power BLOG believer.*



# The statistics don't lie!

## Blogging Frequency & Traffic



In 2011, HubSpot Software conducted a study within their platform analyzing approximately 4,000 customers. Here is what they found!

Businesses who blogged 16 to 20 times per month got over two times more traffic than those who blogged less than four times per month. Those who blogged at least 20 times per month had five times more traffic than those who blogged less than four times per month.

So what should you do? Hmm..., start BLOGGING! On the next page, we will share some quick tips to get started!

# 4 steps to help you with blogging!



## **Step 1: Familiarize yourself with Industry Blogs**

- Search for other blogs in your industry  
[www.BlogSearch.Google.com](http://www.BlogSearch.Google.com)
- Read & Subscribe to Blogs, get inspiration, and ideas

## **Step 2: Engage**

- Get noticed by other bloggers and readers
- Build links back to your blog by posting and interacting

## **Step 3: Start Writing & Promoting On Your Own Blog**

- Find the right software. Set it up right: blog functionality, SEO settings, Analytics Functionality, RSS options
- Start writing 20 articles per month  
(see previous page with stats).
- Share BLOG articles via social media sites and email marketing

## **Step 4: Measure & Analyze**

- Track number of blog visitors, subscribers, leads, and keyword ranking

*Visit our website to learn more about blogging.*

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# Social Media What!



# Step by step social media plan



## Step 1: Register Your Brand To Play

- Register your brand on all major social media platforms.
- Make sure your competition does not take your name.

## Step 2: Follow Your Competition

- Keep an eye on their communication.
- Keep an eye on the number of interactions & number of followers

facebook

## Step 3: Create a Following

- Meet people, start conversations, connect with others, show that you are a real person and not “just” a brand.
- Answer questions and help others. Build trust.

LinkedIn

Google+

## Step 4: Publish, Share Cool Content

- Share links to interesting offers and content on your BLOG.
- Share tips, testimonials, stories, even personal information, humanize your brand.
- Empower your fans to communicate.

twitter

YouTube

## Step 5: Measure and Analyze

- Key metrics: Fans/Followers, Likes, Referral Traffic, Leads.

*Visit our website to learn more about Social Media Management*

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Strategy #4:

**Pay-Per-Click, Use It Wisely**



# Pay-per-click. You only pay for clicks!



Pay-Per-Click is an easy inbound marketing strategy to re-direct buyers from sites such as Google, Yahoo and Bing to your web-page. When the buyer searches for specific keywords or long-tail phrases, you can quickly present an ad, and take the buyer to a specific landing page. The landing page can offer them a solution and provide them the ability to purchase your product or inquire.

Pay-Per-Click helps you bring more qualified traffic than other marketing sources as the buyer is actually searching for your product/service. With Pay-Per-Click you only pay for clicks, and you can target your ads within a specific geographical location. Here are some key questions you need to ask yourself about your PPC Strategy.

- What are the keywords that are converting the most leads to customers?
- Do we have relevance between keywords, ads and landing pages?
- Do we have a strong quality score that leads to lower cost-per-click?

*On the next page we will share a three step process to get started with PPC.*

# Yes, Pay-Per-Click is as easy as 1-2-3



## Step 1: Select The Right Keywords

- Use Keyword analyzer tools such as the Google Keyword Tool or Wordtracker.com to select your keywords
- Look for high search volume, low cost per click and low competition

## Step 2: Create Ads

- Include your keyword in the headline, content and display URL
- Include a benefit and feature and/or offer
- Redirect your ad to a relevant landing page

## Step 3: Redirect/Create Relevant Landing Pages

- Landing page should reflect the content of your ad

**Remember:** In Pay-Per-Click you need to create relevance between the keywords your buyers are searching, the ads, they see and the landing pages they end up on. This will help you increase conversion, increase your quality score and lower your pay-per-click.

Visit our website to learn  
more about Pay-Per-Click

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Strategy #5:

**Email Marketing**

# Email marketing - A love hate relationship!

Done correctly, email marketing is an effective method to drive traffic to your web-site and create new BUYER conversions. Today, everyone has email and we have the opportunity to leverage this technology to keep in touch with our customers and potential prospects. But keep in mind we don't want to fall into the trap of selling, or having a "me, me" attitude. We need to build trust and provide "exceptional" value for our customers through our communication. Here are some key questions:



- Are you leveraging automatic lead nurturing email marketing campaigns?
- Do you have a reliable schedule to keep in touch with your customers via email? Share blog updates and promotions?
- Are you tracking the number of web visitors, leads and customers through email marketing?

*On the next page we will share some quick tips to get started with email marketing.*

# 4 steps to start your email marketing strategy



## Step 1: Email Capture Form

Make sure you have email capturing forms on your site to start growing your email list.

## Step 2: Utilize an Email Marketing Software

Leverage email marketing software for email opt-out, email nurturing and analytics. <http://xzito.icontact.com>

## Step 3: Communicate - Blast

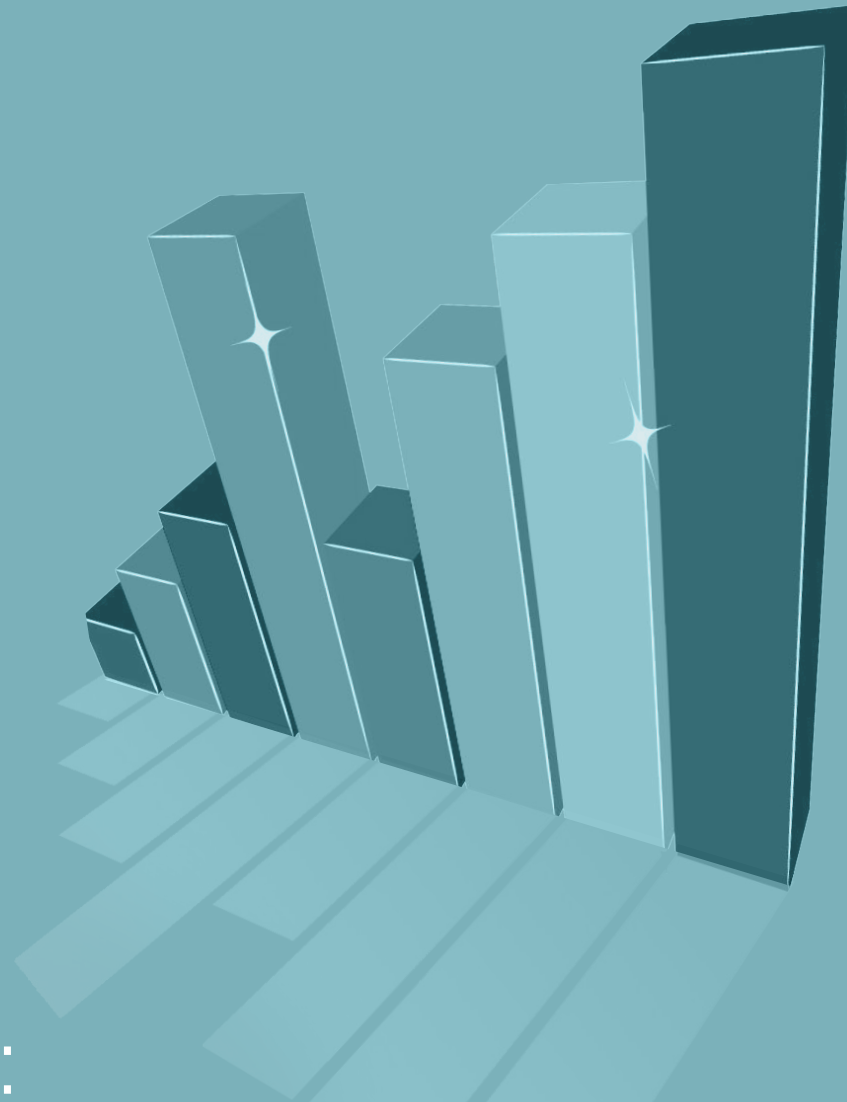
Send communication to your target market. Promotions, tips, offers, blog updates, etc. Keep in touch, they want to build a relationship with your organization.

## Step 4: Measure & Analyze

Track how many people open your email, forward it, bounce back, etc.

*Visit our website to learn  
more about email marketing*

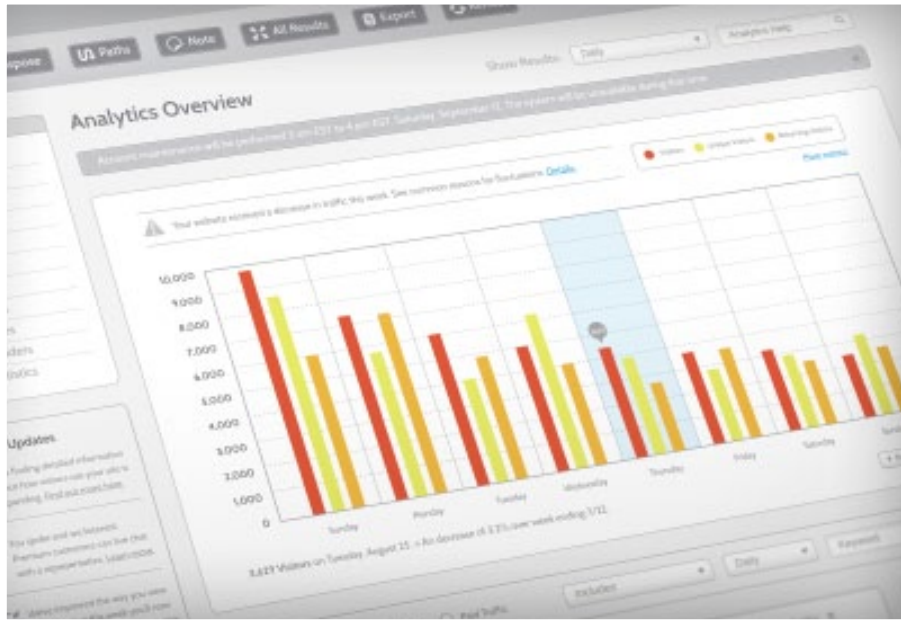
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Strategy #6:

**Review Analytical Data**

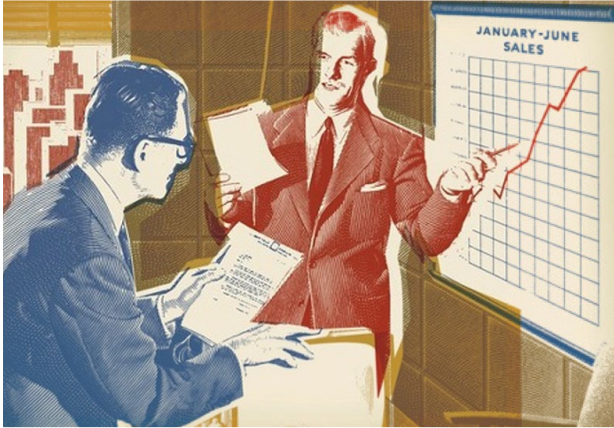
# Data without review is worthless



How can you improve your web-site without data or without a clear understanding of your desired objectives? In order to succeed online and obtain more BUYERS, your brand needs clear goals and intelligent analytical systems to let you know how you are performing. Analytical systems will show you what is working and what is not working, and then you can make the proper decisions on what you should continue to do, not do, or enhance.

If you want to win the online game, you need to monitor your Search Engine Optimization, Pay-Per-Click, Social Media, Blog, and Email Marketing performance.

# Data analytics & review process - 4 steps



## **Step 1: Implement an Analytics Program**

- Google Analytics, Omniture, Hubspot.

## **Step 2: Determine Your Goals**

- Do you want more newsletter sign ups?
- Do you want more leads for “x, y, z”?
- Do you want more customers in “a, b, c”?

## **Step 3: Determine Activities To Meet Goals**

- Landing Page
- Call To Action
- Traffic to A, B, C

## **Step 4: Review Data, and Make Decision**

- Continue with current activity
- Change activity
- End activity

# Conclusion

We hope you've enjoyed reading this eBook:  
*6 Strategies To Increase Web Traffic & Conversion.*

In order to gain more buyers, your brand needs to drive traffic and convert more buyers. The key question is how will you do it?

**There are two potential options:**

- 1) You implement in-house
- 2) You partner with an agency

If you are serious about leveraging the web to outgrow your competitors and improve your relationship with BUYERS, contact us to schedule a FREE Consultation!



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xzito.com

**Contact Us**

