




Tactical Deep Dive into your Website



to the web

Agenda

- #1 Google Analytics 
- #2 Google Search Console 
- #3 Screaming Frog Crawl 
- #4 9 Ways to Drive Traffic
- #5 Where to Start



Google Analytics & Search Console

The **first place** to start to improve your site's performance.

Follow along in your own analytics account.



Google Analytics | Acquisition > All Traffic > Channels

#1

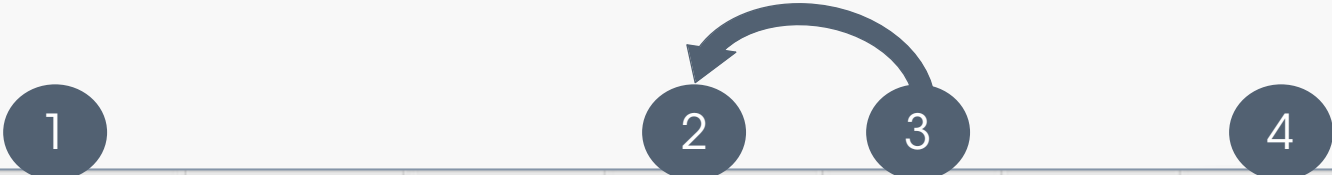
How do visitors find your website?

Default Channel Grouping	1 Acquisition			2 Behavior			3 Conversions All Goals ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	75,195 % of Total: 100.00% (75,195)	49.37% Avg for View: 49.25% (0.25%)	37,123 % of Total: 100.25% (37,031)	47.94% Avg for View: 47.94% (0.00%)	1.18 Avg for View: 1.18 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	27.15% Avg for View: 27.15% (0.00%)	20,417 % of Total: 100.00% (20,417)	\$468,150.00 % of Total: 100.00% (\$468,150.00)
1. Organic Search	41,092 (54.65%)	62.08%	25,508 (68.71%)	47.79%	1.18	00:02:27	34.08%	14,003 (68.59%)	\$320,810.00 (68.53%)
2. Direct	29,539 (39.28%)	31.96%	9,440 (25.43%)	47.71%	1.15	00:03:08	18.05%	5,331 (26.11%)	\$122,695.00 (26.21%)
3. Referral	3,622 (4.82%)	47.54%	1,722 (4.64%)	49.42%	1.33	00:03:32	26.59%	963 (4.72%)	\$21,920.00 (4.68%)
4. Social	699 (0.93%)	50.64%	354 (0.95%)	56.37%	1.42	00:02:22	15.16%	106 (0.52%)	\$2,495.00 (0.53%)
5. Email	122 (0.16%)	25.41%	31 (0.08%)	43.44%	2.53	00:05:07	8.20%	10 (0.05%)	\$175.00 (0.04%)

Google Analytics | Behavior > Site Content > All Pages

#2

What content do visitors consume?



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	88,796 % of Total: 100.00% (88,796)	78,415 % of Total: 100.00% (78,415)	00:09:47 Avg for View: 00:09:47 (0.00%)	72,122 % of Total: 100.00% (72,122)	47.94% Avg for View: 47.94% (0.00%)	81.22% Avg for View: 81.22% (0.00%)	\$5.28 % of Total: 46.73% (\$11.31)
1. /learning_center/tool-test-google-title-meta-description-lengths/	67,626 (76.16%)	59,817 (76.28%)	00:17:02	58,417 (81.00%)	48.54%	87.82%	\$5.42 (102.68%)
2. /	3,716 (4.18%)	3,017 (3.85%)	00:01:21	2,624 (3.64%)	34.75%	34.12%	\$3.03 (57.38%)
3. /learning_center/sample-content-document/	3,710 (4.18%)	3,562 (4.54%)	00:08:16	3,531 (4.90%)	53.36%	87.95%	\$10.59 (200.48%)
4. /learning_center/tools-search-engine-simulator/	1,734 (1.95%)	1,578 (2.01%)	00:09:02	1,359 (1.88%)	33.38%	79.99%	\$13.56 (256.71%)
5. /learning_center/	1,213 (1.37%)	970 (1.24%)	00:01:12	243 (0.34%)	31.95%	24.48%	\$5.67 (107.33%)

How does **Google organic** traffic perform by page? *

(available for 90 days only)

Landing Page ?	1 Acquisition Google Search Console				2 Behavior			3 Conversions All Goals Google Analytics		
	Google Search Console				Behavior			Conversions		
	Impressions ? ↓	Clicks ?	CTR ?	Average Position ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Goal Completions ?	Goal Value ?	Goal Conversion Rate ?
	670,436 % of Total: 100.00% (670,436)	17,468 % of Total: 100.00% (17,468)	2.61% Avg for View: 2.61% (0.00%)	44 Avg for View: 44 (0.00%)	40,725 % of Total: 54.16% (75,195)	47.82% Avg for View: 47.94% (-0.27%)	1.18 Avg for View: 1.18 (-0.23%)	13,848 % of Total: 67.83% (20,417)	\$317,110.00 % of Total: 67.74% (\$468,150.00)	34.00% Avg for View: 27.15% (25.23%)
1. /learning_center/tool-test-google-title-meta-description-lengths/	329,938 (49.21%)	13,152 (75.29%)	3.99%	40	31,015 (76.16%)	47.86%	1.15	10,192 (73.60%)	\$231,690.00 (73.06%)	32.86%
2. /learning_center/search-engine-marketing-tools/	62,260 (9.29%)	120 (0.69%)	0.19%	27	331 (0.81%)	84.59%	1.08	4 (0.03%)	\$65.00 (0.02%)	1.21%
3. /blog/2016/03/build-your-own-seo-reporting-dashboard-for-clients-management/	53,231 (7.94%)	68 (0.39%)	0.13%	48	136 (0.33%)	84.56%	1.21	4 (0.03%)	\$50.00 (0.02%)	2.94%
4. /learning_center/tools-search-engine-simulator/	22,916 (3.42%)	712 (4.08%)	3.11%	30	1,176 (2.89%)	32.65%	1.20	750 (5.42%)	\$17,150.00 (5.41%)	63.78%
5. /blog/2017/01/is-your-site-suffering-from-the-most-common-technical-seo-problems/	17,967 (2.68%)	100 (0.57%)	0.56%	57	162 (0.40%)	80.25%	1.27	2 (0.01%)	\$0.00 (0.00%)	1.23%

* This report available when Google Search Console is connected to Google Analytics

Are visitors taking the **actions** you want them to?

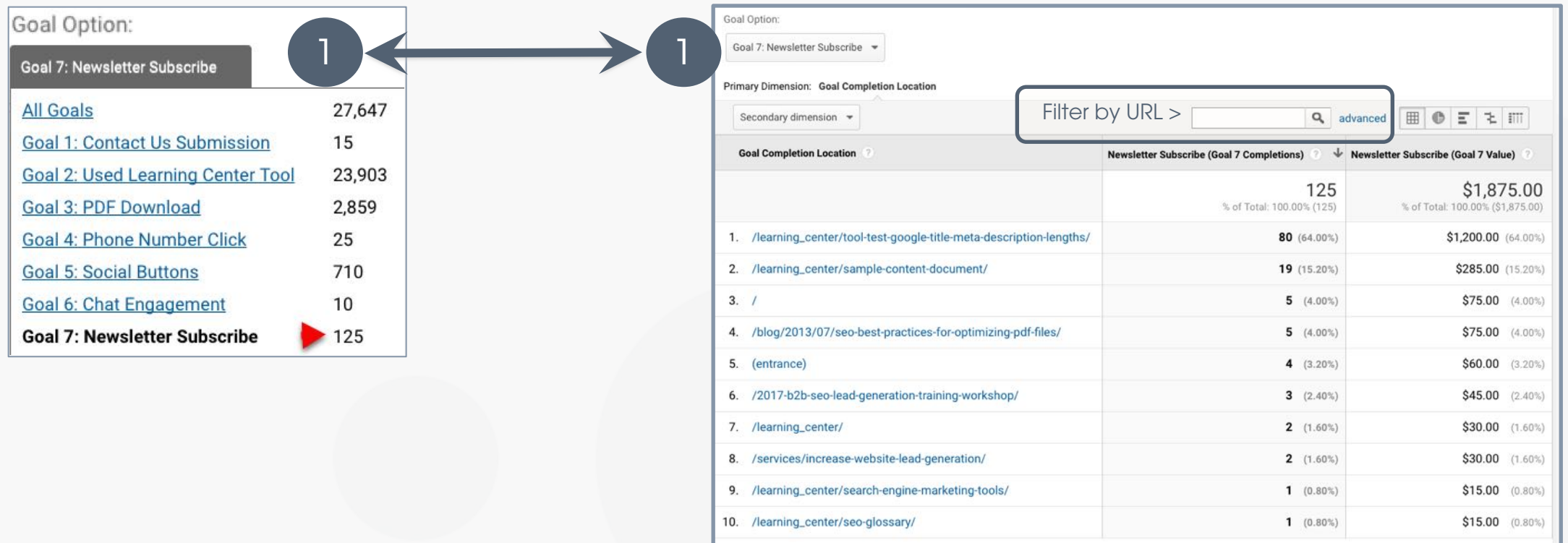
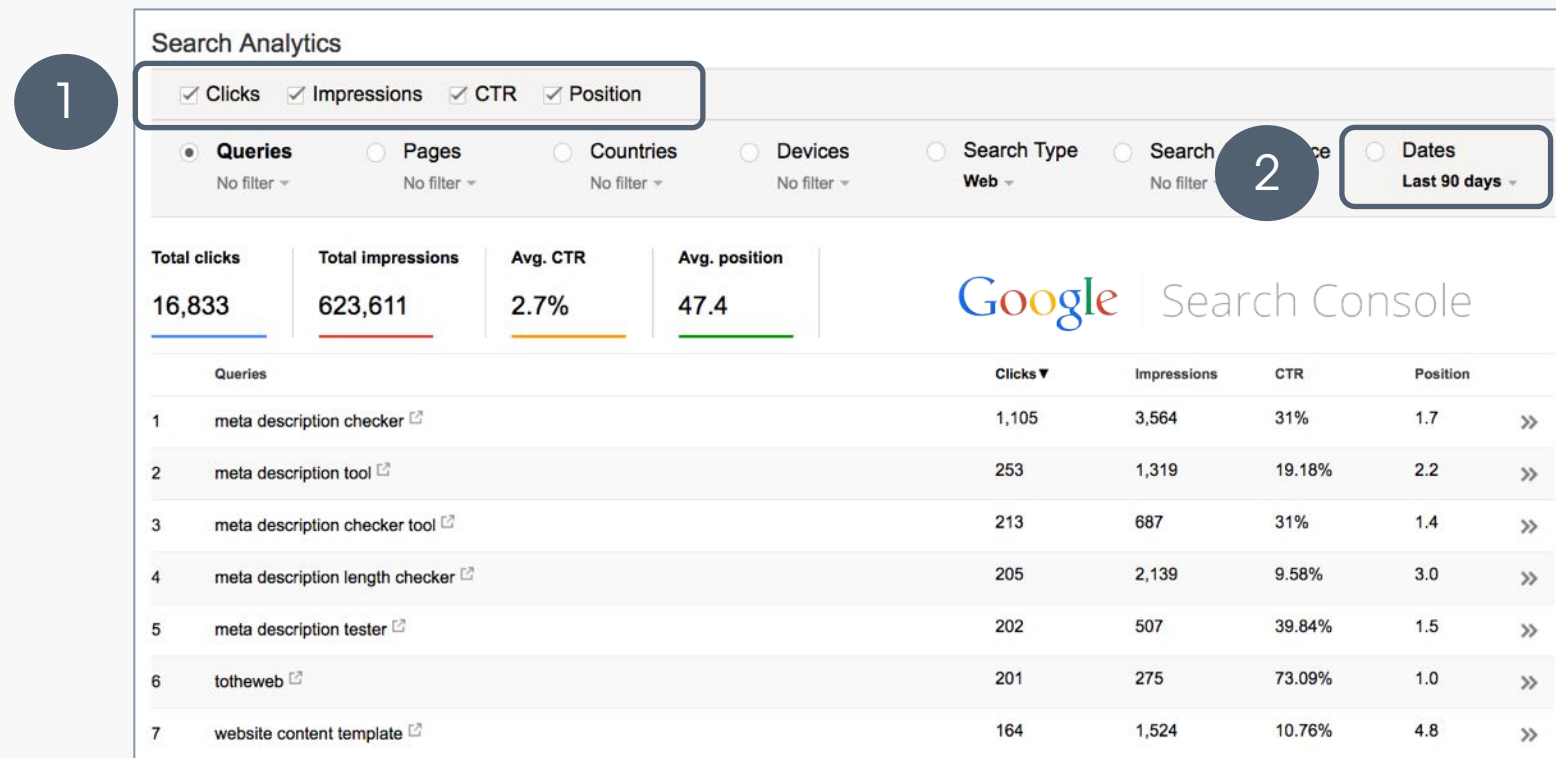


Chart on right shows pages and their impact on a specific goal completion.

Google Search Console (GSC)

How does Google Organic perform for **pages & queries**?



Data is available for 90 days and then it disappears.

Learn how to collect this data for long-term review.
<https://goo.gl/Tm5txA>

Google Analytics | Acquisition > All Traffic> Referrals > Landing Page

Is your **Referral/Social** activity producing the **results** you want?

The screenshot shows the Google Analytics 'Referrals Landing Page' report. Annotation 1 points to the 'Source' and 'Landing Page' columns. Annotation 2 points to the 'Behavior' section of the table. Annotation 3 points to the 'Conversions' section, specifically the 'Goal 3: PDF Download' dropdown.

Primary Dimension: Source Landing Page Other		Secondary dimension: Landing Page Sort Type: Default						
Source	Landing Page	Acquisition	Behavior 2			Conversions Goal 3: PDF Download 3		
		Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	PDF Download (Goal 3 Conversion Rate)	PDF Download (Goal 3 Completions)	PDF Download (Goal 3 Value)
		4,547 % of Total: 5.74% (79,164)	50.08% Avg for View: 47.82% (4.72%)	1.35 Avg for View: 1.19 (13.68%)	00:03:25 Avg for View: 00:02:46 (23.55%)	1.85% Avg for View: 2.42% (-23.75%)	84 % of Total: 4.38% (1,918)	\$2,100.00 % of Total: 4.38% (\$47,950.00)
1. shopify.com	/learning_center/tool-test-google-title-meta-description-lengths/	520 (11.44%)	53.85%	1.14	00:02:39	2.88%	15 (17.86%)	\$375.00 (17.86%)
2. mail.google.com	/learning_center/tool-test-google-title-meta-description-lengths/	352 (7.74%)	47.16%	1.20	00:02:36	0.28%	1 (1.19%)	\$25.00 (1.19%)
3. 123-reg.co.uk	/learning_center/tool-test-google-title-meta-description-lengths/	250 (5.50%)	46.00%	1.18	00:06:24	2.00%	5 (5.95%)	\$125.00 (5.95%)
4. k2search.pl	/learning_center/tool-test-google-title-meta-description-lengths/	250 (5.50%)	44.80%	1.19	00:02:13	0.80%	2 (2.38%)	\$50.00 (2.38%)
5. arturjablonski.com	/learning_center/tool-test-google-title-meta-description-lengths/	161 (3.54%)	57.76%	1.09	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. l.facebook.com	/learning_center/tool-test-google-title-meta-description-lengths/	112 (2.46%)	40.18%	1.13	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)

Google Analytics | Acquisition > Social > Landing Page

Is **Social** activity driving sufficient traffic for the effort?

Or, go to Behavior > Landing Pages, add "Source" as Secondary Dimension to see all sources driving traffic to landing pages.

Primary Dimension: Shared URL

Secondary dimension: Source

Advanced Filter ON

edit

1

2

3

Shared URL	Source	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	linkedin.com	175 (15.89%)	209 (11.70%)	00:01:55	1.19
2. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	facebook.com	160 (14.53%)	200 (11.20%)	00:01:38	1.25
3. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	l.facebook.com	122 (11.08%)	139 (7.78%)	00:02:18	1.14
4. totheweb.com/	linkedin.com	87 (7.90%)	341 (19.09%)	00:03:18	3.92
5. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	t.co	54 (4.90%)	73 (4.09%)	00:01:29	1.35

Read: [Stop All Social Media Activity \(Organic\) | Solve For A Profitable Reality](#)

Try this...

- Identify your top **10 performing pages** based on page views this year.
Where is traffic coming from?
- What do you see in your analytics that is a concern on these pages?
- What content did you expect to receive higher page views but didn't?



See what Googlebot Sees



Crawl your Site

Use [Screaming Frog](#) to crawl your site the way Google does. You can use this to prioritize content to improve, to review meta data, 404 errors, etc.





Remove Low Value Pages

Ensure each Google-indexed page contains original, rich content—with relevant keywords.



See tab #1 of your Screaming Frog Crawl data.





Block Pages

NOINDEX: A meta robots NOINDEX element is usually a superior way to block pages as they continue to be crawled but will NOT appear in the SERPs. `<meta name="robots" content="noindex">`

CANONICAL: For pages with Query Strings and similar content, 301 redirect or use the canonical tag.

ROBOTS.TXT: Useful for directories you do not want crawlers to index. Note: crawlers can ignore robots.txt. Disallow simply suggests crawlers not go to a location. Google can still show a blocked URL if it thinks it is relevant to the query.



Understanding the Crawl + Keyword-to-Page Mapping

ScreamingFrog Excel

URL	TOPIC + Primary Keyword	Related Keywords	Title Tag	Description Tag	Headings <H1>	Headings<H2>
Homepage	enterprise email	enterprise software and other phrases	Test the Security of Your Email Software	This is the best enterprise software to test the security of your software.	Enterprise Software	Security Software Testing
http://www.sample.com/security	email filter	software block	Software Filtering blocks Spam Intrusions	Get the most of your software blocking software	Software Blockers	Software Filter Block 99% of all Spam Intrusions
http://www.sample.com/security-2	Email security software	security testing software	Test the Security of Your Software	Sample Description Tag Content	Prevent Phishing Attacks	What's the Business Cost of a Phishing Attack?



Quick Wins to Instantly Boost Leads to your Website

Quick Win #

**Improve your
Homepage**



Quick Win #1 | Improve your Homepage



Is **your** homepage a bouncer?

If more than **50%** of your homepage visitors immediately leave...

You have a problem.



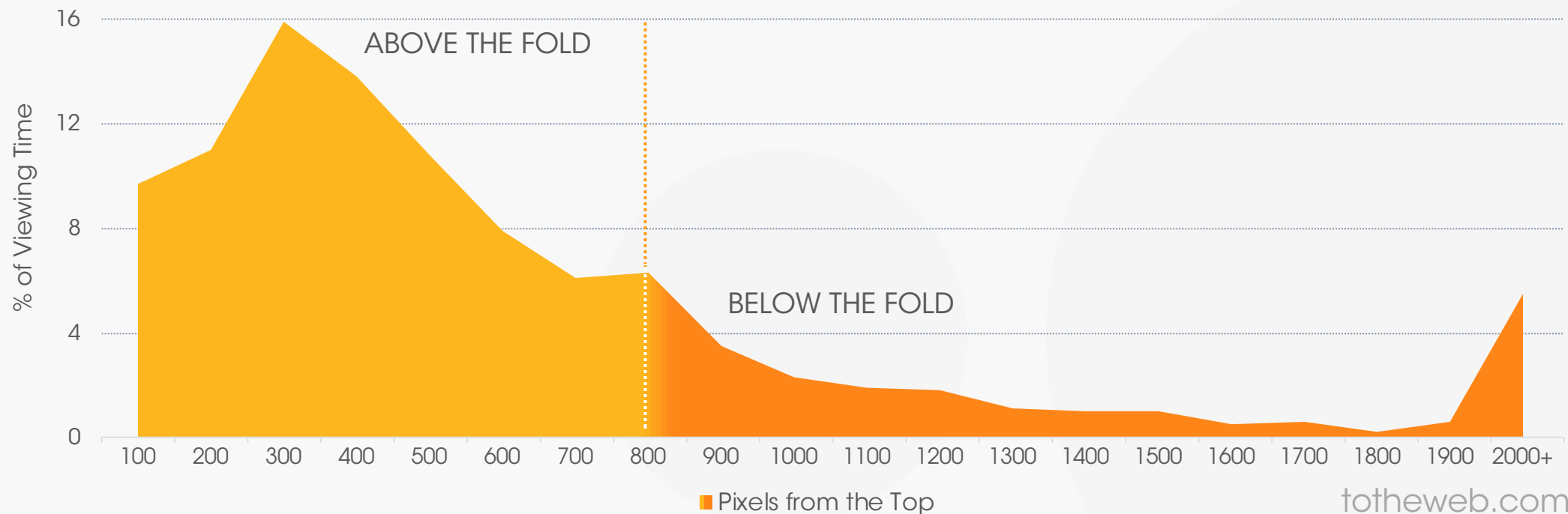
Quick Win #1 | Promote Important Content Above The Fold



B2B Screen Resolutions

SOURCE
NN/g

1024 x 768 pixels or higher.





Quick Win #1 | Improve your Homepage

Drive buyers to Services pages

More Products views = more leads.
Your homepage should serve as a launch pad to product pages.



Check your site across all screen sizes: <http://quirktools.com/screenfly/>



#1 | Improve your Homepage | Small Change — Big Benefits

Big Benefits

Before

The screenshot shows the Scalix homepage with a navigation bar at the top. The main content area features a large banner for Linux email and calendaring, a sidebar with a quote from Michael Caton, and a section for 'Free Scalix 9.0 Evaluation Software'. The footer contains a list of links and a copyright notice.

SCALIX Powerful. Open. Flexible.

Home | Company | Products | Services | Partners | News | Events | Contact Us

“Scalix gives Outlook users a solid email and group calendar experience.”

Michael Caton
eWeek Labs

Free Scalix 9.0 Evaluation Software

Sign up now for a free 60-day evaluation of the latest Scalix release.

Register

Get powerful email and calendaring...
...and freedom from lock-in with Scalix on Linux.

Whether you have 250 or 250,000 users, you get a rich, full-function messaging solution with zero disruption migration to Scalix on Linux.

Why Scalix on Linux?

- Freedom from lock-in.
- Freedom from rising costs.
- Freedom to use the email client and desktop of your choice.
- Freedom to preserve your investment in mail-related apps.
- Freedom to migrate thousands of users—transparently.

Customers

Scalix Case Study: City of Bloomington, IN

Red Hat and Scalix help customer “regain control of IT infrastructure.”
redhat.com

News

PC Magazine Product Review: Scalix 9.0 (PDF)
PC Magazine, July 2004

Scalix Eases Migration to Linux for Email and Calendaring with Major New Release
June 14, 2004

Events

Enterprise Email and Calendaring on Linux—Scalix 9.0
Recorded Web Seminar

LinuxWorld Expo
August 3-5, Moscone Center, San Francisco, CA

Home | Company | Products | Services | Partners | News | Events | Contact Us | Sitemap

© Scalix Corporation 2003-2004. All rights reserved.

rs
als

The screenshot shows the updated Scalix homepage. The main banner features a fishbowl image and text about Linux email and calendaring. Below the banner is a navigation bar with links to product demo, free evaluation software, and Linux email white paper. The main content area is divided into three columns: Love Linux? We've got mail., Reduce costs. Improve reliability., and Seamless migration. No end-user disruption. The footer contains a grid of links to Customers, News, Events, and Contact Us.

SCALIX Powerful. Open. Flexible.

Home | Company | Products | Services | Partners | News | Events | Contact Us

Linux email and calendaring for the enterprise.

Freedom of choice.
Freedom from lock-in.

Today's organizations, whether small, medium or large, require reliable, full-function, cost-effective messaging. Scalix's rich Linux email and calendaring solution works within your IT infrastructure and offers zero-disruption migration.

product demo

free evaluation software

linux email white paper

Love Linux?
We've got mail.

No compromise Linux email and calendaring functionality. Scalix Clients of Choice means desktop-grade web email plus unequaled Outlook support.

Learn about Scalix's Clients of Choice architecture.

Reduce costs.
Improve reliability.

Scalix's customers report 30-70% reduction in TCO. Industrial-strength scalability and reliability reduces hardware requirements, outages and administrative complexity.

Read the City of Bloomington, Indiana case study.

Seamless migration.
No end-user disruption.

Cross-platform integration blends with open and proprietary infrastructure, including Microsoft Exchange, Outlook and Active Directory, to ensure a smooth transition.

Learn about Scalix's integrated messaging platform.

Customers

Rich Email and Calendaring. Ease of Management and Significant Cost Savings – A Winning Combination
Customer Case Study

News

Scalix Launches Open Source Certification Program
Press Release, December 14, 2004

Survey: 55% Would Consider Switching to Linux Email
Press Release, December 1, 2004

Scalix Joins Open Source Development Labs
Press Release, November 22, 2004

Events

OSDL Enterprise Linux Summit
January 31-Feb 2, Burlingame, CA

LinuxWorld Expo, Boston, MA
February 14-17, Hynes Convention Center

CeBIT 2005
March 10-16 Hannover, Germany, Hall 6 H30/530

Contact Us

Contact Sales
Request a free consultation from a Scalix sales representative.

Become a partner
Join the Scalix Partner Network.

Learn more
Request more information today!

Home | Company | Products | Services | Partners | News | Events | Contact Us | Sitemap



#1 | Improve your Homepage | Small Change — Big Benefits

Guide Your Prospects

Before

RevenueScience Reach. Quality. Trust.

> HOME OUR FOCUS OUR SERVICE COMPANY INFO NEWS & EVENTS CONTACT INFO > CLIENT LOGIN

Deliver the audience. Drive the revenue.

Want to help your online advertisers put the right campaign in front of the right audience - everytime? Then it is time to explore the power of behavioral targeting. As the leader in behavioral targeting for web advertising, Revenue Science helps drive increased revenue by targeting the highest-quality audiences, optimizing reach, and protecting customer privacy.

in the news

Online Advertising and Privacy Survey Shows Consumers Hold Strong Preference for Targeted Advertising. [more >](#)

Revenue Science, Inc. And Trafficmac Enter Partnership To Streamline Inventory Management in Behavioral Targeting. [more >](#)

highlights

[Click here](#) to receive a complimentary whitepaper on "Behavioral Targeting: The Next Generation".

IMedia Connection Article: Changing the Privacy Paradigm. [more >](#)

customer feedback

SINGAPORE AIRLINES

"Audience Search has provided Singapore Airlines with precision targeting logic to maximize the impact of our message and to ensure that it reaches the most appropriate audience, resulting in greatly reduced advertising waste."

-Kenneth Bright, VP of Marketing - Singapore Airlines

> info@revenuescience.com | New York (646) 274-1170 | Seattle (425) 216-1700 | [Site Map](#) | [Privacy](#)

Provide a clear path to guide primary audiences.

RevenueScience Reach. Quality. Trust.

> HOME OUR FOCUS OUR SERVICE COMPANY INFO NEWS & EVENTS CONTACT INFO > CLIENT LOGIN

Deliver the audience. Drive the revenue.

Want to help your online advertisers put the right campaign in front of the right audience - everytime? Then it is time to explore the power of behavioral targeting. As the leader in behavioral targeting for web advertising, Revenue Science helps drive increased revenue by targeting the highest-quality audiences, optimizing reach, and protecting customer privacy.

Reach your target audience.

ONLINE PUBLISHERS

Serve ads to customers who are most likely to buy.

Increase online ad revenues and achieve "sold-out inventories". [more >](#)

AGENCIES & MARKETERS

Deliver your brand messaging to the target audience.

Learn how behavior marketing produces higher success of online ad spending. [more >](#)

in the news

Revenue Science, Inc. And Trafficmac Enter Partnership To Streamline Inventory Management in Behavioral Targeting. [more >](#)

Automotive Leader Edmunds.com Selects Revenue Science To Provide Full Range Of Behavioral Targeting Services [more >](#)

highlights

[Click here](#) to receive a complimentary whitepaper on "Behavioral Targeting: The Next Generation".

IMedia Connection Article: Changing the Privacy Paradigm. [more >](#)

customer feedback

CBS MarketWatch

"By combining the behavioral and workplace targeting capabilities of Revenue Science Audience Search service, we plan to offer advertisers a package for virtually any audience they request."

-Scot McLernon, EVP of Sales & Marketing

> info@revenuescience.com | New York (646) 274-1170 | Seattle (425) 216-1700 | [Site Map](#) | [Privacy](#)



Work Effort

On-Going testing of graphical elements for homepage

- Content: Typically in-house support.
- Graphics: Expect to start at \$125+

One-Time fee to use CrazyEgg:

- Free version
- Paid version starts at \$108/annum



Quick Win #

**Keywords, Keywords,
Keywords.**



Quick Win #2 | Optimizing Content with Keywords

Start every piece
of content using
the keywords for
which you want
the page to rank.



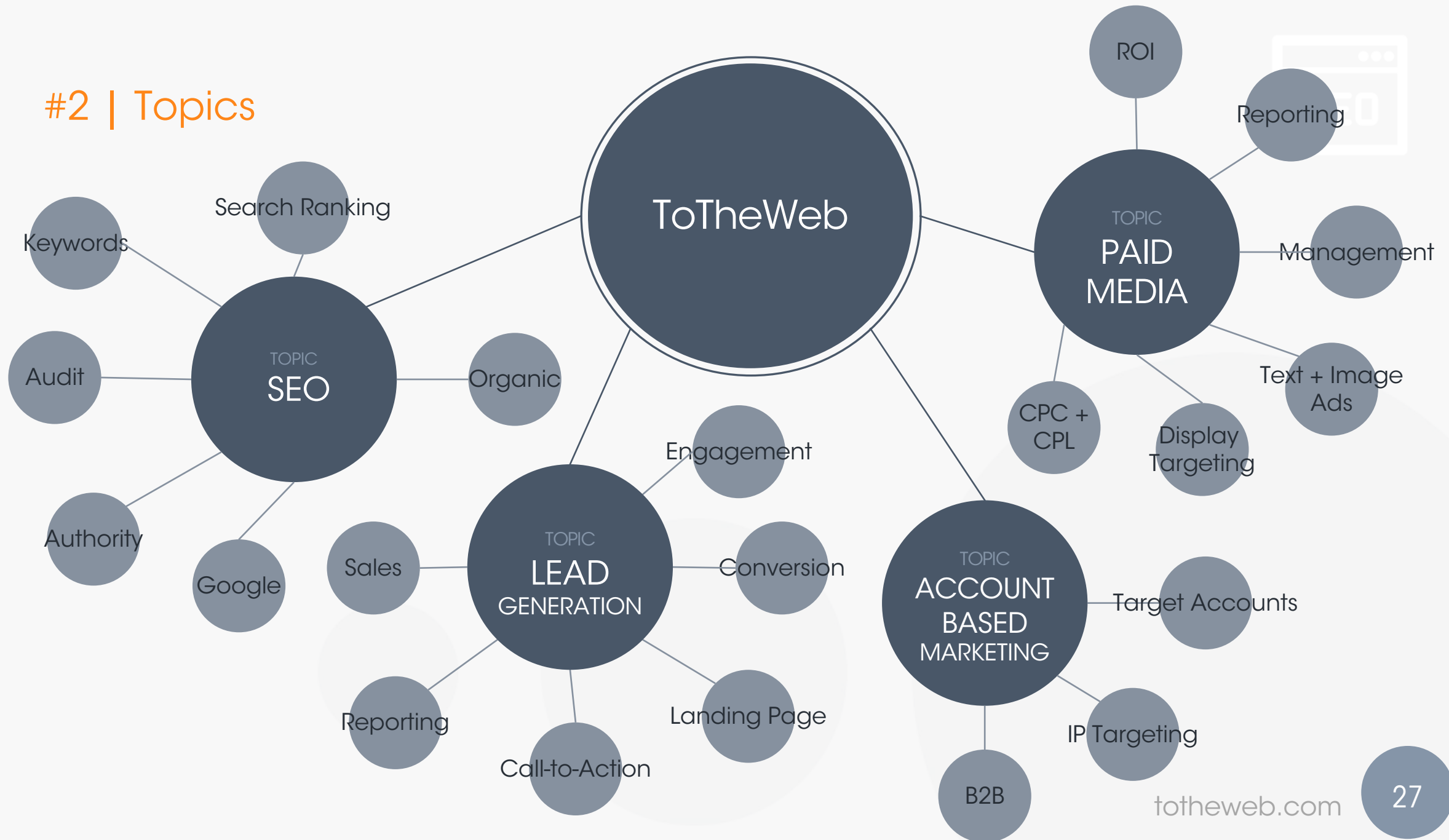
Quick Win #2: Keywords, Keywords, Keywords

The Right Way to Add Keywords to Content

Include the primary keywords as a **core page theme** along with its modifiers and related synonyms, in a natural manner within the content.



#2 | Topics





Quick Win #2 | Optimizing Content with Keywords

How will you use your keywords?

- As a central focus of a page
- Title tags and Meta descriptions
- Body copy, headings and in <H> tags
- Within file names
- Internal links to another page on your site
- Within image Alt text.

TIP

Store the optimized keywords in the Meta Keyword Tag on each page - for convenience

Quick Win #2 | Distribution of Search by Word Length

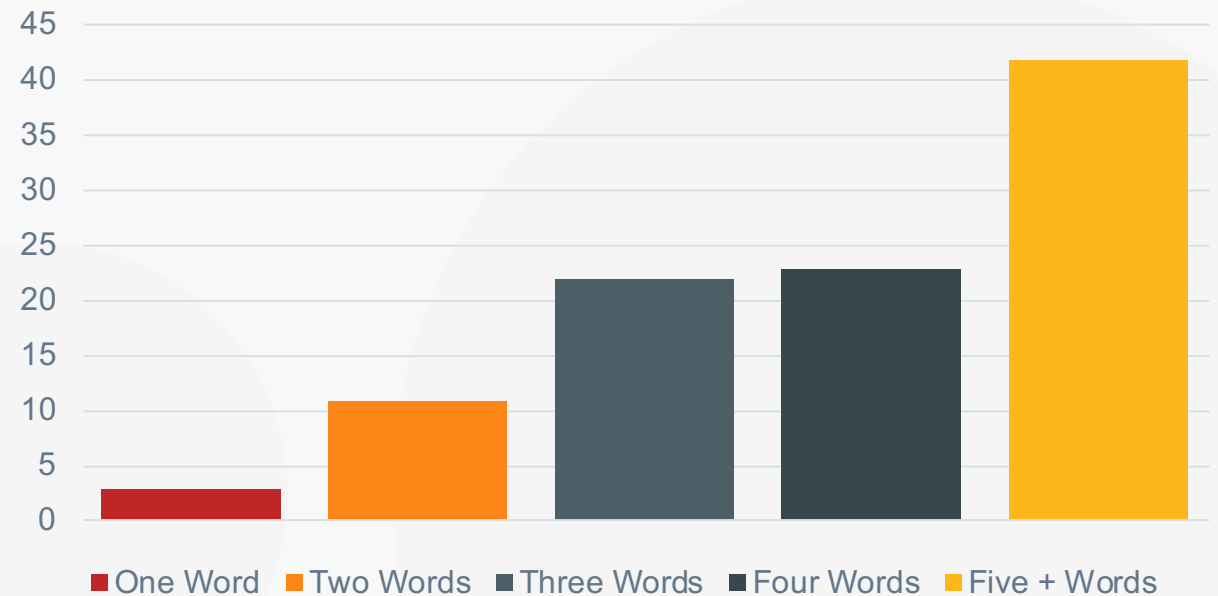


SOURCE
ahrefs

Take advantage of long-tail keywords

to drive visitors
looking specifically
for what you offer.

Keyword Length Distribution
Total keywords = 1.4 Billion



Keyword Selection

How do you find the **right** keywords?

1. Start by analyzing the keywords visitors are using now to find your site. (GSC)
2. Identify similar keywords and concepts and their search volume. (many tools)



Quick Win #2 | Distribution of Search by Word Length

Start by selecting keywords based on:

- **Language** your customers use
 - Words customers talk about when describing a problem.
- **Topical relevance**: Keywords associated with your topic that typically co-exist on top-ranking pages.
- **User intent** – are visitors likely to convert?
- **Search volume** and **competition** – do buyers type or speak these words in Google?
- **Related phrases**: variations and synonyms



Quick Win #2: Keywords, Keywords, Keywords

Work Effort

■ **One-Time** writing effort to insert keywords into content:

- Typically in-house support.
- Keyword research can easily be done in-house

■ **One-Time** fee to update website content:

- Low cost programmer or in-house resource
- Hire external resources from Upwork.com.

Quick Win #

Super-charge
blog content





Only **1 in 5** pieces
of content
is ever consumed
by real people.

Blogs can be the fastest way to
expand your digital footprint

YOUR NEXT BLOG...

PAGEVIEWS

THIS?



OR THIS?



Quick Win #3 | Create Awesome Blog Content



How to Measure the effectiveness of your **blog** efforts.

Use Data – Don't Guess

Quick Win #3 | Create Awesome Blog Content



Evaluate your most effective post and determine what is contributing to its success:

- Go to Analytics and **find your top blog**. Look at the traffic graph for longevity trends and then traffic by source, bounce, goals.
- Go to Search Console and review the **keywords driving traffic** plus the CTR + ranking position for the post.
- Use our [free Google page simulator](#) to see how search engines see your page.

The screenshot shows the Google Analytics 'Landing Page' report. The table lists the top 5 landing pages with their respective sessions, bounce rates, and goal conversion rates. The first row is for the Google Analytics landing page itself, and the following four rows are for specific blog posts. The table is framed by a dark blue border that resembles a computer monitor.

Landing Page ?	Acquisition	Behavior	Conversions
	Sessions ? ↓	Bounce Rate ?	Goal Conversion Rate ?
Google Analytics	2,995 % of Total: 2.99% (100,288)	78.30% Avg for View: 48.39% (61.82%)	3.31% Avg for View: 26.98% (-87.75%)
1. /blog/2013/07/seo-best-practices-for-optimizing-pdf-files/	1,327 (44.31%)	81.76%	4.14%
2. /blog/2017/01/is-your-site-suffering-from-the-most-common-technical-seo-problems/	358 (11.95%)	77.65%	1.96%
3. /blog/2016/03/build-your-own-seo-reporting-dashboard-for-clients-management/	283 (9.45%)	83.75%	2.83%
4. /blog/2016/06/ten-quick-wins-to-immediately-improve-your-b2b-website-lead-generation-opportunities/	160 (5.34%)	85.62%	2.50%
5. /blog/2016/10/which-media-channels-do-smart-b2b-marketers-use-to-drive-leads/	126 (4.21%)	78.57%	3.97%

Behavior> Site Content> Landing page



Quick Win #3 | Create Awesome Blog Content

Numbers supercharge measurement and help identify missed opportunities – track in **Google Search Console**

URLS	Clicks	Impressions	CTR	Position
https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	7630	145,872	5.23%	24
https://totheweb.com/learning_center/sample-content-document/	1621	12,939	12.53%	8
https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/	535	13,532	3.95%	29
https://totheweb.com/learning_center/tools-search-engine-simulator/	495	13,961	3.55%	14
https://totheweb.com/pdfs/ToTheWeb-Keyword-Optimization-Guide.pdf	205	3,543	5.79%	58
https://totheweb.com/	204	3,265	6.25%	8
https://totheweb.com/learning_center/search-engine-marketing-tools/	80	53,920	0.15%	21



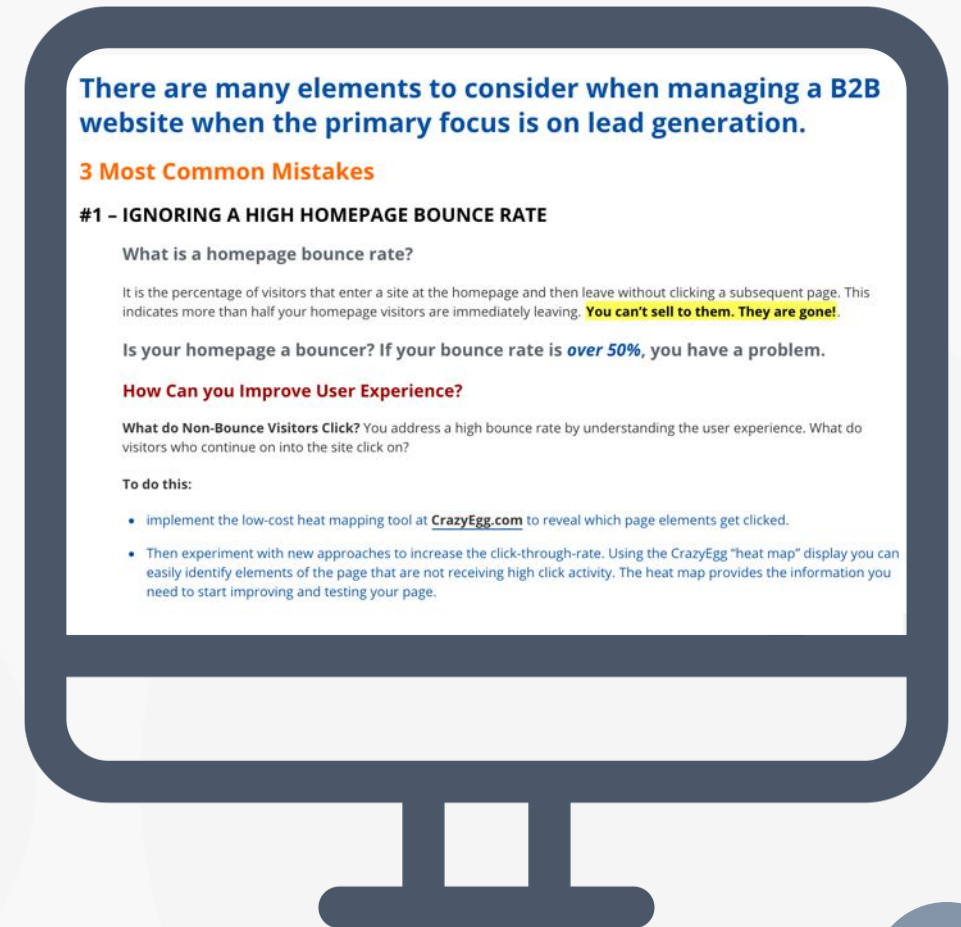
Missed opportunity – high impressions – low clicks & click-through-rate



People Don't Read Word-For Word

They quickly scan a page.

Adapt your blog to the way
people read content.



There are many elements to consider when managing a B2B website when the primary focus is on lead generation.

3 Most Common Mistakes

#1 - IGNORING A HIGH HOMEPAGE BOUNCE RATE

What is a homepage bounce rate?

It is the percentage of visitors that enter a site at the homepage and then leave without clicking a subsequent page. This indicates more than half your homepage visitors are immediately leaving. **You can't sell to them. They are gone!**

Is your homepage a bouncer? If your bounce rate is **over 50%**, you have a problem.

How Can you Improve User Experience?

What do Non-Bounce Visitors Click? You address a high bounce rate by understanding the user experience. What do visitors who continue on into the site click on?

To do this:

- implement the low-cost heat mapping tool at [CrazyEgg.com](https://crazyegg.com) to reveal which page elements get clicked.
- Then experiment with new approaches to increase the click-through-rate. Using the CrazyEgg "heat map" display you can easily identify elements of the page that are not receiving high click activity. The heat map provides the information you need to start improving and testing your page.

Quick Win #3 | Create Awesome Blog Content

What **should** people do next?

- Blogs have **high bounce rates** - 75% and higher - correct for this outcome.
- Include an obvious call-to-action **related** to the post.

3 Mistakes That Will Slash your Website #LeadGeneration Opportunities. Take the Poll!

[CLICK TO TWEET](#) 



Quick Win #3 | Create Awesome Blog Content



Finding Topics

Use BuzzSumo to identify topics that have been popular in the past in terms of sharing.

Search for popular posts your competitors have written.

A **Free** version is available.



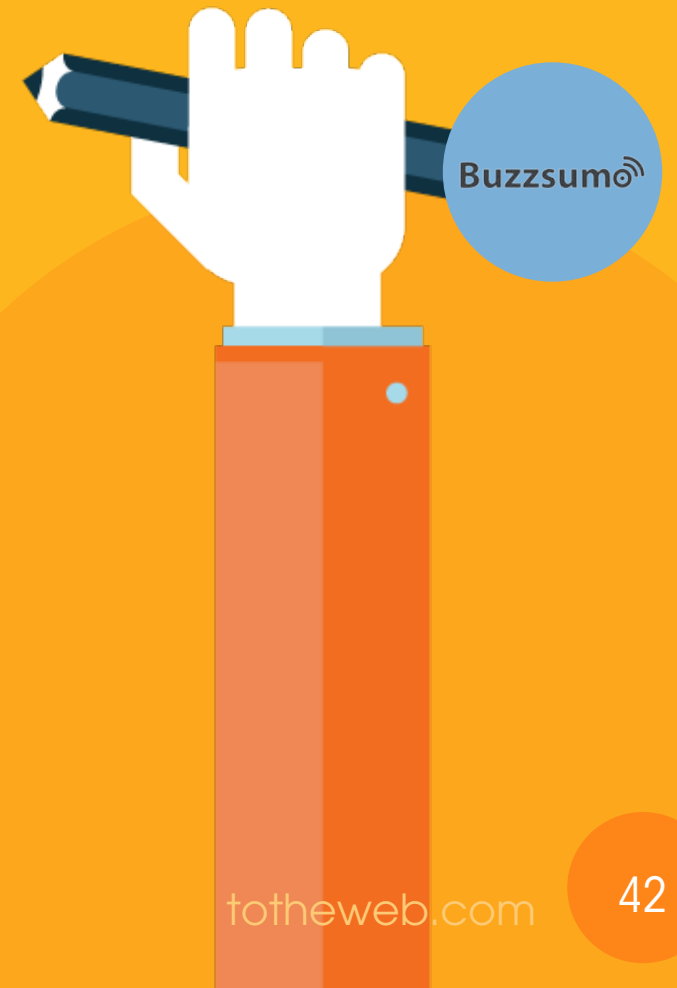
Quick Win #3 | Create Awesome Blog Content



Identify questions where there is an opportunity for you to write the best answer.

Then, **create the most** authoritative and comprehensive answer you can.

The data shows that **on average** long-form content performs better.



Quick Win #3 | Create Awesome Blog Content

Narrate blog posts

For **\$19/post** create blog podcasts –
and then take all the podcasts and
create an iTunes channel.



#3 | Create Awesome Blog Content

Build visibility across platforms

Turn one blog into multiple assets

- Slideshare
- LinkedIn post
- Podcast + iTunes
- Infographic
- Guest post

Quick Win #3 | Create Awesome Blog Content



Checklist for blog review – use the data.

- ✓ Is the post in-depth, valuable and unique? Does it focus on the challenges you solve? Will it have a long shelf life? Why is it relevant now?
- ✓ If you were Google, what phrases would you associate with the post?
- ✓ Is the post easy to read and scan? Does it use bullet points and graphics? Does it break up long paragraphs and use sub-headings that contain keywords?
- ✓ Does it include a strong CTA that people will see? Is it easy to share?
- ✓ Can it be repurposed? Does it lend itself to creating a podcast/slide deck, LinkedIn post, infographic, or video?



Quick Win #3: Super-charge your Blog Content

Work Effort

Writing & Editorial Support

- In-House – 4-16 hours for in-depth posts.

Images

- Stock images - \$100 or use in-house services.

Website Integration

- Usually done in-house through a template.
- Technical stuff – cost depends on effort

GURU TIP

Include email list sign-ups as a conversion goal in Google Analytics.



Quick Win #

Create a Lead
Magnet

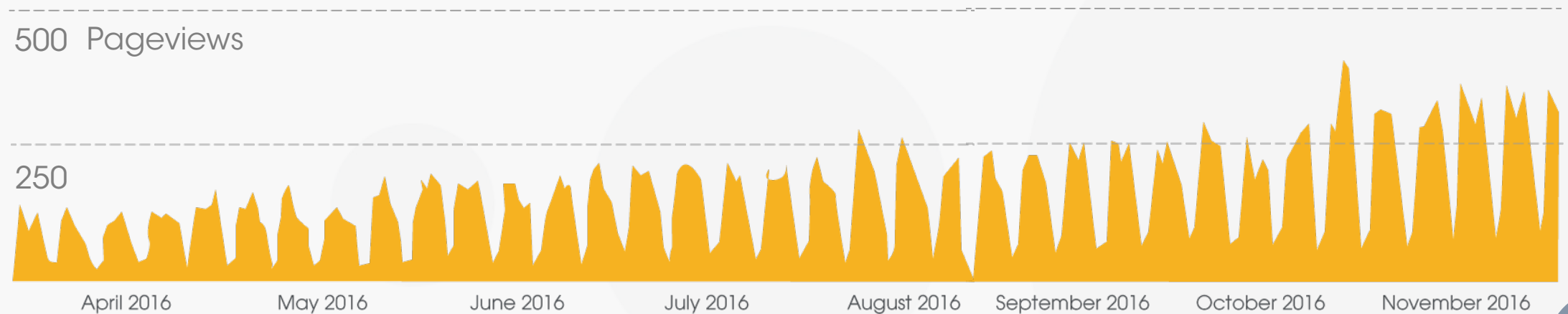
4



Quick Win #4: Create a Lead Magnet to Attract Buyers

ToTheWeb created a free search optimization tool. This tool is driving a continuing stream of high-quality visitors at no cost, year after year.

This tool drove 85,000 visitors since Jan 1. A checklist (in MS Word) drove 4,800.



Quick Win #4: Create a Lead Magnet to Attract Buyers



Attract Buyers. Excite
your visitors by offering
something they value
→ **give it away for free!**



Quick Win #4: Create a Lead Magnet to Attract Buyers

- Solve one big problem: make your tool **easy to use and understand**.
Complicated, multi-page ROI tools don't work
- Provide **instant results** solving one specific problem – preferably one that people need regularly
- Use this tool as a **content offering** for a remarketing campaign.

GURU TIP

Tools that solve a problem are more likely to be shared on social media and generate links.

Quick Win #4: Create a Lead Magnet to Attract Buyers

What is a Good Example of a B2B Lead Magnet?



Quick Win #4: Create a Lead Magnet to Attract Buyers

- Templates, Worksheets, planners.
- Assessments and evaluations
- Online course/tutorial – by video – offering a 30-day free trial
- Checklists, toolkits, samples and cheat sheets
- Educational podcasts
- Best practice guides and benchmark reports
- Resource lists
- Software trials

Quick Win #4: Create a Lead Magnet to Attract Buyers

Examples of Tools

Useful: Hubspot Website Grader

- <https://website.grader.com/>

Frequent-Use Tool: ToTheWeb Title & Meta Tag Check

- https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

Re-Usable Sample: Bid Sketch Sample Proposal

- <https://www.bidsketch.com/>

Worksheet: Blog Tracking Customizable Template by ToTheWeb:

- <https://goo.gl/Tnzz5k>



Quick Win #4: Create a Lead Magnet to Attract Buyers

Work Effort

One-Time project to create the tool:

- Simple tool - estimate \$500 - \$2,500
- Use [Upwork](#) to locate programmers.

One-Time fee to integrate into site:

- Medium cost depending on complexity – or done in-house.

GURU TIP

Simple tools that solve a problem are more likely to be shared on social media.



Quick Win #

Grow your
Email List



Quick Win #5: Grow your Email List

Get serious on organically growing email marketing lists

Email conversion rates are higher than from other B2B marketing channels.



Quick Win #5: Grow Your Email List

Add a scroll-triggered email sign-up form on key pages of your site.

- Run a remarketing campaign and **drive visitors back** to an irresistible offer that is only available providing an email
- Request an email in exchange for selected, high-value content (ebooks, guides, etc.) that you will **email to them**
- **Provide awesome tools** in exchange for offering full access when prospects provide their email.

Drive More Leads to Your Website!

Receive infrequent updates from the pros.

Your Email Address

Get Started Today! [Not Right Now](#)



Quick Win #5: Grow Your Email List

Work Effort

One-Time project to design pop-up:

- Estimate free to \$150.

One-Time fee to license or program pop-up:

- 3rd Party SumoMe ListBuilder plugin:
\$350/year
- Or, in-house support.

GURU TIP

Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win #

Help a Reporter
Look Like an Expert



Quick Win #6: Help a Report Look Like an Expert



Help a Reporter
Out (HARO) offers
a fast way to gain
online exposure as
an expert

GURU TIP

Journalists need
your story. You
get exposure and
inbound links.

Quick Win #6: Help a Reporter – Look Like an Expert



HARO connects journalists with expert sources (you) to meet journalists' deadlines

When your content gets published it builds links back to your site – and Google notices!



Quick Win #6: Help a Reporter – Look Like an Expert

Think of HARO as offering **FREE advertising** for your business in exchange for a rather small effort.

- To quickly answer journalist requests, pull content from your website and then lightly edit based on journalists' questions.
- The more effort you put into responding, the more often your content will be published.

GURU TIP

Create a cheat sheet of re-usable content and links to your photo & bio for quick follow-up.



Quick Win #6: Help a Reporter – Look Like an Expert

- HARO requests are time-sensitive. To be considered, **respond within hours** of receiving the journalist's request. To support this time crunch, create a cheat sheet of content answers to draw from
- It **builds inbound links**: Every article ToTheWeb provided to a journalist that was published online linked back to our site from the publisher's site – **at no additional cost!**



Quick Win #6: Help a Reporter – Look Like an Expert

Work Effort

Monthly 3rd party charges:

- \$19/month
- Or go with the free version.

Monthly Maintenance:

- Allocate 15 min a day for marketing staff to respond to enquiries

GURU TIP

Start a contest with co-works to award those who get the most content published by HARO.

Quick Win #

Surveys help
create content





Quick Win #7 – Run a survey with Google Survey

Gather data with Google's **low-cost** survey tool.

Collect data fast for a blog, article or
an Infographic.



Quick Win #7 – Take the Pulse of your Audience

Surveys are a fast way to gather data for content creation.

With Google Survey, get 500 survey responses in less than 48 hours for under \$100. [Try it now!](#)



Quick Win #7 – Take the Pulse of your Audience

You supply the
questions –
Google provides
the audience



Quick Win #7 – Take the Pulse of your Audience

Work Effort

Create the Survey

- Generally created by internal marketing staff.

Google Survey

- \$50-\$100 depending on number of responses needed.

GURU TIP

Test different audience groups for the same questions.



Quick Win #

Launch a Google Remarketing Campaign

Quick Win #8: Launch a Google Remarketing Campaign



The perfect audience – a previous website visitor you can entice back with inexpensive ads that appear where buyers are reading

Quick Win #8: Launch a Google Remarketing Campaign



Bring them back!

They visited your site once - now you can bring buyers back to your newest content.

With remarketing, you can show ads to people who have visited your website or watched your YouTube channel.

It's very low-cost advertising.



Quick Win #8: Launch a Google Remarketing Campaign



Start with defining who you will target

Determine the Pages You Will Tag

Are these current visitors who visited high-value pages and never converted or did they only visit one select page?

GURU TIP

Remarketing is a marketer's low-cost way of driving high-converting traffic.



Quick Win #8: Launch a Google Remarketing Campaign

- **Tie Visitor Interests to Remarketing Content:** Separate out content to deliver to different types of visitors; a visitor on a product detail page about search engine marketing would not be remarketed with the same content as a visitor to a blog about pay-per-click advertising
- **Create Ads.** Static image ads work – but animated ads work better. Don't forget that you can easily test different messaging and ad styles
- **Establish the monthly budget.**



Quick Win #8: Launch a Google Remarketing Campaign

Work Effort

Text and Image Ad Design

- Text ads typically written using an in-house writer
- Images for responsive ads - \$150+

Google Campaign Set-Up & Ongoing Fees

- Source an authorized Adwords consultant on Google or in Upwork.com
- Ad Fees: \$100/mo + management fee



Quick Win #

Improve your site
with tools
& resources.



Quick Win #9: Tools to Improve Your Website

Share it on Twitter!

WordPress plugin - craft your own message.

Test your website for the most common technical SEO problems. Get the 10-Point Audit Checklist.

CLICK TO TWEET 

Free or make a donation:

<https://wordpress.org/plugins/better-click-to-tweet/>



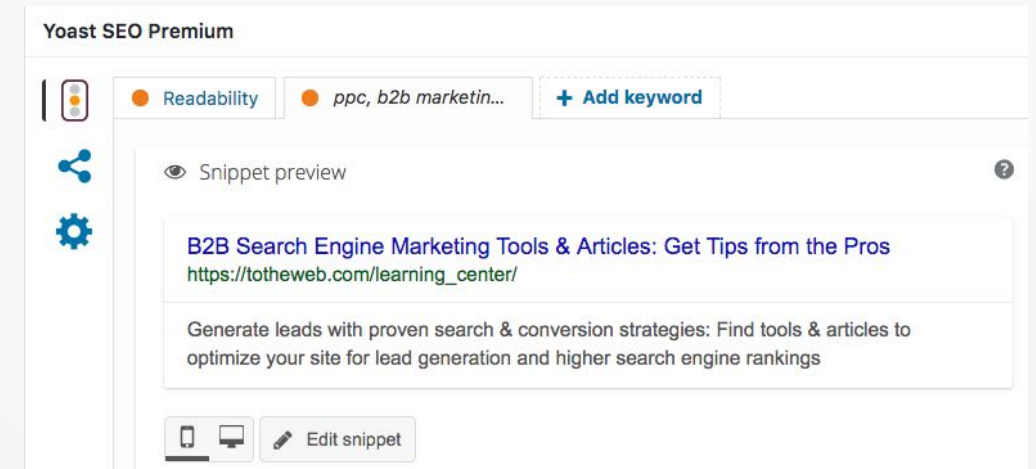
Quick Win #9: Tools to Improve Your Website

SEO Optimization!

Available as WordPress plugin
- SEO optimization **reminder**.

Free + paid:

<https://yoast.com/wordpress/plugins/seo/>





Quick Win #9: Tools to Improve Your Website

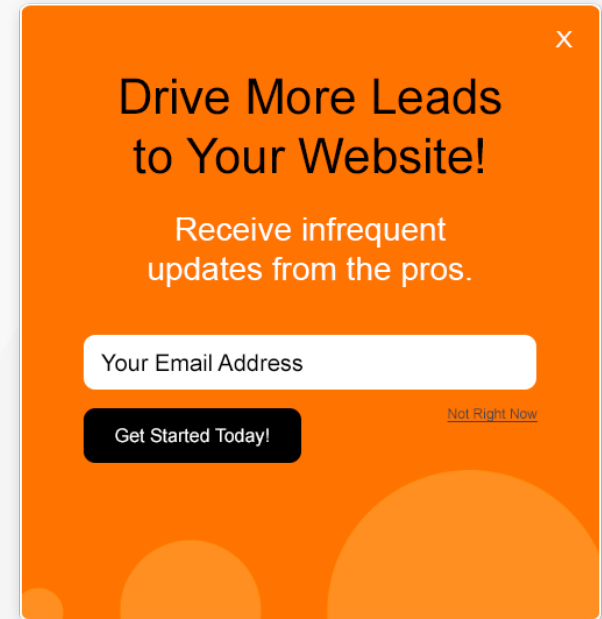
SumoMe

Available as WordPress plugin

- Email list builder
- SEO sharing buttons

Free + paid:

<https://sumo.com/pricing>





Quick Win #9: Tools to Improve Your Website

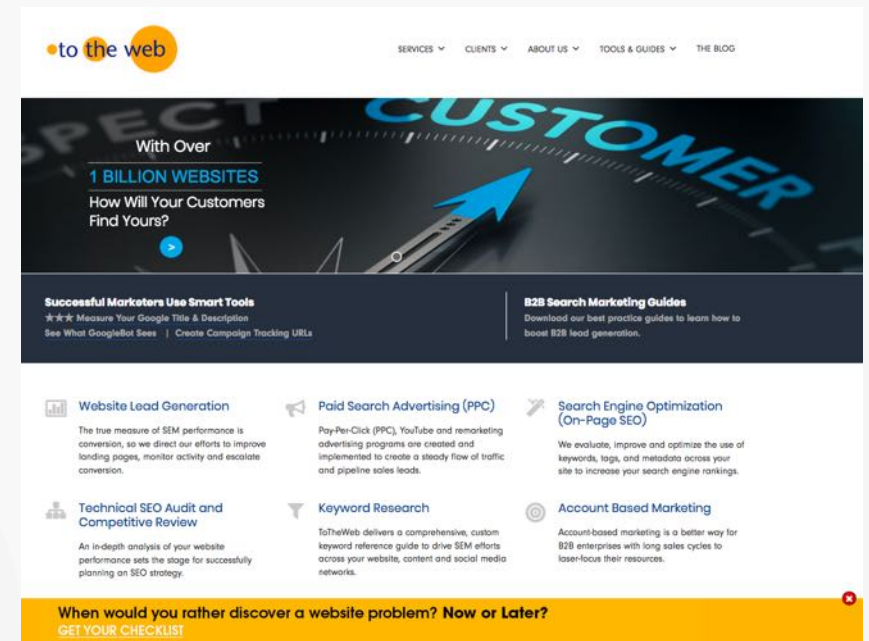
Footer Pop-Up Banner

Available as Wordpress plugin

- Easy content promotion

Free?

<https://wordpress.org/plugins/footer-pop-up-banner/>

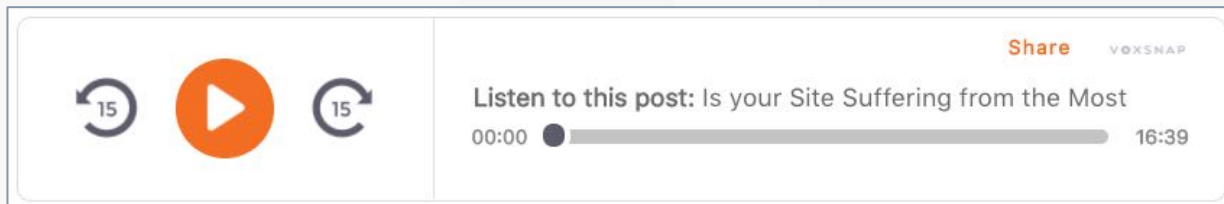




Quick Win #9: Tools to Improve Your Website

NARRATION by the Pros

- Easy way to create podcasts & iTunes channel
- 1 blog post narration = \$19/ea



VOXSNAP.COM



Quick Win #9: Tools to Improve Your Website

My Sources + Tools

- **Research, General Work:** Omar Ahmed Rifayet
 - <https://www.upwork.com/fl/omarahmedrifayet>
- **Google Analytics Implementation:** hussainm@marketlytics.com (\$700) or try Upwork.
- **Programmer Tool Creation + Wordpress:** <https://www.upwork.com/fl/sreev>
- **Improve Speed + Migrate to HTTPS:** [CloudFlare.com](https://cloudflare.com)
- **Minimize Image File Size (free):** <http://compressjpeg.com/>



Where to Start

It works better with a six-month optimization plan.

It starts with **great** content

- **Determine who your targeted audience is and where they can be found online, preferably in large numbers.**
- **Develop ideas for great content,** tools, and/or resources that your targeted audience would be interested in but which can't be found on tons of sites online.

It starts with **great** content

- **Build that content**, tools, and/or resources.
Don't cut corners.
- **Notify those webmasters of sites in #1** to let them know your content/tools/resources exist and ask them to share with their readers if they find it useful/interesting. Even though I used email to notify, 10-15% of sites contacted linked to my site.

Starts with Keyword Research

Intelligent Keyword Selection

Identify topics and
keywords for content
optimization.



Prioritize Content

Prioritize content to optimize starting with the homepage and in the Products area. (use the Crawl file + Analytics)

Your goal is to **improve the level of engagement and interest** in these pages to reduce bounce rates. (Use data)

Use Crawl data: **identify content gaps.**



Create Awesome Blog Content



Write in-depth, technical posts focusing on the challenges you solve:

- Consider the topic and keywords for which you want to rank.
- Create content with a long shelf life.
- Use bullet points, graphics, break up long paragraphs and add sub-headings that contain keywords.
- Use BuzzSumo to find the best networks for your buyers.
- Make your posts easy to share.
- Include strong CTAs
- Repurpose, repurpose, repurpose

9 Quick Wins to Instantly Boost #B@B
Website Lead Generation

CLICK TO TWEET



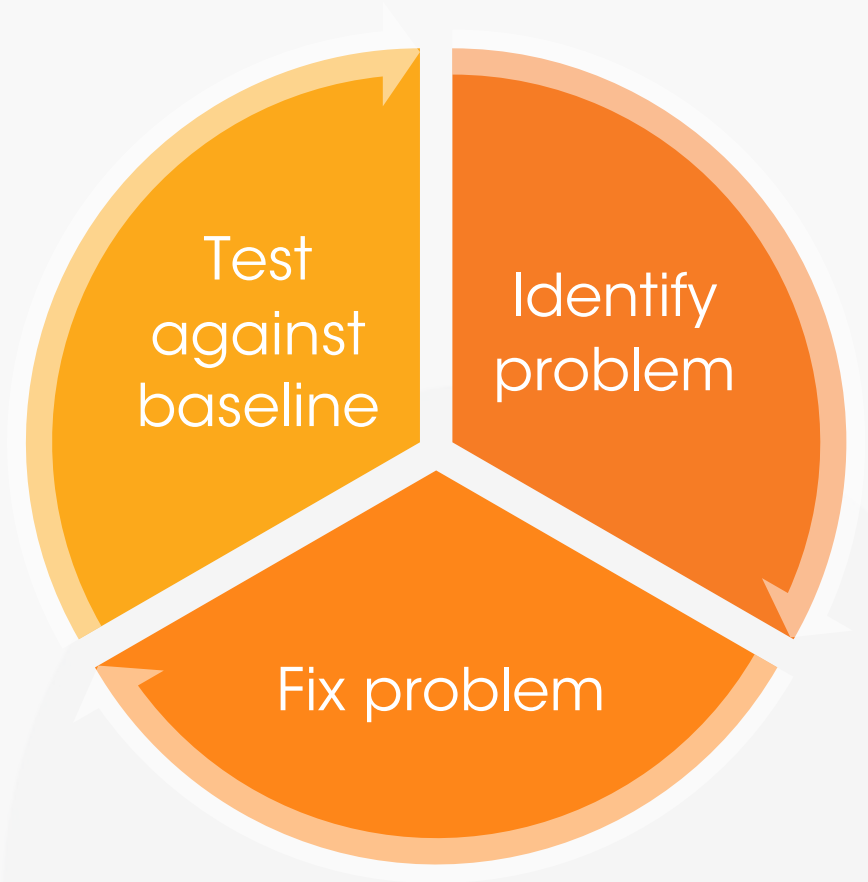
(use WP Plugin: Better Click to Tweet)

Identify your Success Metrics

Be clear about your objectives with each page, understand the data and get to work improving performance.

Fast Track Lead Generation

- Identify what is and isn't working;
- Evaluate trends, set a baseline and establish KPIs to monitor regularly;
- Prioritize execution for changes.
- Analyze and test alternative approaches with copy, offers and design changes.



Convert your Visitors **into Leads**

We work with B2B companies
with lead generation challenges.

CALL 650.627.8800



• to the web