

4 Steps To Tracking Website Results



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"Do You Know Where Your Website Visitors Are Coming From?" "Are You Tracking The Results of Your Advertising Links?" "Why Not?" "I can show you in simple terms how to quickly and easily set up your websites and advertising campaigns to start tracking your results Today!" When I first started online a couple of years ago all of the research that I read and respected clearly indicated that once you had your marketing system in place (salespage, opt-in page, thank you / download page, and various advertising campaigns) it was absolutely critical that you Track Your Results. After all, how can you possibly know how well you are doing if you dont have any idea where your customers are coming from? How long do they stick around? What parts of your website are they interested in? How many click through to which of your offers? What percentage sign up for your newsletter or special offer? Do they then follow through with the confirmation process? Download? You get the picture. Also the experts all recommend A/B split testing on the various elements of your system in order to see what works best and improve conversions on sales and opt-ins. Get your first advertisement, sales letter, or squeeze page out there. Then start alternating in slightly different versions with varying headlines, colors, bullets, etc. Stick with the best

performer and try it again with another variation. And how do you know which one performs the best?

Track Your Results. Tags: plr

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