

4 Quick And Easy Steps To Tracking Your Web Results



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4 Quick and Easy Steps to Tracking Your Web Results "Do You Know Where Your Website Visitors Are Coming From?" "Are You Tracking The Results of Your Advertising Links?" "Why Not?" Dear Fellow Marketer, 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. Now comes the interesting part (drum roll please). No one ever really tells you HOW to do this. Its not exactly a glamorous subject. "What if I could guide you Step-by-Step Exactly how to set it all up?" "And, with a Free

Tool?" The free tool? Google Analytics. Whoa now! Don't cringe like that! The truth of the matter is that, for no cost, Google Analytics is: - One of the most comprehensive tracking systems out there. - Plus it is attached to the Giant of all search engines so it has access to the greatest amount of information. - Plus it allows you to link and track your Adwords campaigns right along with it - Automatically- I know, I know. Googles instructions tend to be a bit convoluted and confusing. They offer much more information than is necessary and ultimately confuse the issue. This basically makes it really hard to get started. "Oh, if only there was a set of straight-forward, simple instructions to help basic Internet Marketers track what is going on in their world using a comprehensive and free tool such as Google Analytics?" That is why I decided to put out this report, "4 Quick and Easy Steps to Tracking Your Web Results" Here is what you'll get: - 30 pages of step-by-step guidance written in plain and simple English with lots of screen shots that show you exactly how to: Create your Analytics Account Configure your Website Profile Install your Tracking Code - How to Get it, Edit it, and exactly Where to put it Link to your Adwords Account (optional) Set up your Goals and Funnels (optional) with specific examples. Set up Filters (optional) to prevent your own website maintenance from skewing results Tag your Advertising Links and Campaigns to track results with examples specific to various types of campaign such as banners, emails, newsletters, classified ads, and articles Set up the tracking code if your website is a blog. Now with 2 video tutorials to help you get started! If you've ever tried to dig through the piles of instructions that Google throws at you, clicking on link after link, finding one page that tells you one thing and then another that tells you something totally different, then you know 'exactly' why I've decided to put this report together for you. If you've ever found that little nugget that you were looking for only to discover that it was so buried that it was never to be found again, then you have come to the right place. In just 1 hour from now, you could be all set up to start tracking: Where are your visitors coming from? -Advertising links? -Organic Search? -Referrals? -Affiliates? Are some Geographical areas better than others? What are my conversion rates of visitors to sales or opt-ins? What segments of the population are more interested in buying or who is just looking? How long do visitors stick around on my site? What pages and content are they most interested in? Does my sales or opt-in 'funnel' flow smoothly? What page do visitors tend to drop out or leave? How many visitors are 'Loyal' followers. How many times do they come back over a period of time? What type of internet connection and browser does each visitor have? Can I have more video? Which of my advertising campaigns brings in the most visitors? Which articles brought in the most traffic and from

which article directory? The list could go on and on...

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