

## Web Optimization and Conversions

Often, the web can be an additional marketing channel, which ads significant sales. If a few years ago people put a web online, and thought of it as a brochure on line, and expected people to Google their product and buy it, today things have progressed far beyond that. To work, a website must be OPTIMIZED. That means the search engines will bring your website among the top sites for the search words that describe your product. The optimization caters to the mechanical search engines, that have sophisticated system to grade the quality of sites. In general, a site that has many references from other sites, has many visitors, has content that is original and updated, acts as an active forum with many users, these sites score high. By paying Google or similar search engines, we can bring out site higher up, and we pay "per click". The price of each click is determined by Google. Sought after search words cost more. Playing "tricks" like repeating search words in hidden areas of the site to "trick" the search engines, is actually punished by downgrading the search results.

Once the customer has clicked on your site, there is a process, like in any relationship or sale. From "just looking" to going to deeper pages that give more info, to finally buying something. Often, there is a mid-way actions, such as signing up for a newsletter. The process is called "Conversion". We convert visitors to buyers.

Different graphics, text, offers, and organization of the website – all these affect the conversion rate. There are a few rules of thumb, but since each site is different, has a different target audience, the creation of the most efficient website, that has a high conversion rate from visitors, to buyers, is an ongoing process. Different options or versions of graphics, offers, text, etc can be tested to see which is more efficient in converting visitors to buyers. The process involves in showing random visitors each a different version of the website, and then checking who buys more. This is called "A-B Testing".

The entire process requires knowledge of Computer programming, of Marketing, of Graphics and Word smithing, and of the product and our customers. Since no single person knows all of this, it is done by a team. The most important person in the team must be familiar with all of the above, and an expert in a few of them. He then uses others to do the parts he is not a pro at, but he acts an intelligent user, or project manager, leading the process.

Finding this "project manager" or "Architect" is the first phase. It can sometimes be done by getting a virtual partner, perhaps from Craig's List, from an out of work expert, who can be compensated by a percentage of the revenues from the website, in return for putting it up and maintaining it and improving it.

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