

NAMM[®] | U



Grow Your Business

A glowing acoustic guitar is shown from a low angle, with the soundhole prominently featuring a glowing Facebook logo. The guitar's body and neck are illuminated with a warm, golden light, creating a sense of depth and focus. The background is dark, making the glowing elements stand out.

5

WEBSITE
CHANGES
TO GET RIGHT-
RIGHT NOW!

TRINET
internet solutions, inc.



Presented by: John Carley

Founder, and CEO at Trinet Internet Solutions, Inc., a digital firm based in Southern California specializing in:

- Digital Strategy Consulting
- Web Design and Development
- Digital Management, Support and Analysis.

John has been directing successful digital marketing campaigns and architecting digital sites and digital applications for 20 years.



5 Website Changes to Get Right – Right Now

1. Understand your analytics
2. Persona Development and Pathways
3. Mobile Site Compatibility
4. Video
5. Digital Advertising



- 24 Hour World - internet is always working.
- 3.2 billion of the world's population will have access to the Internet in 2016¹
- More than a billion people use the Internet to bank online, stream music and find a job.



<http://www.trakm8.com/big-data>

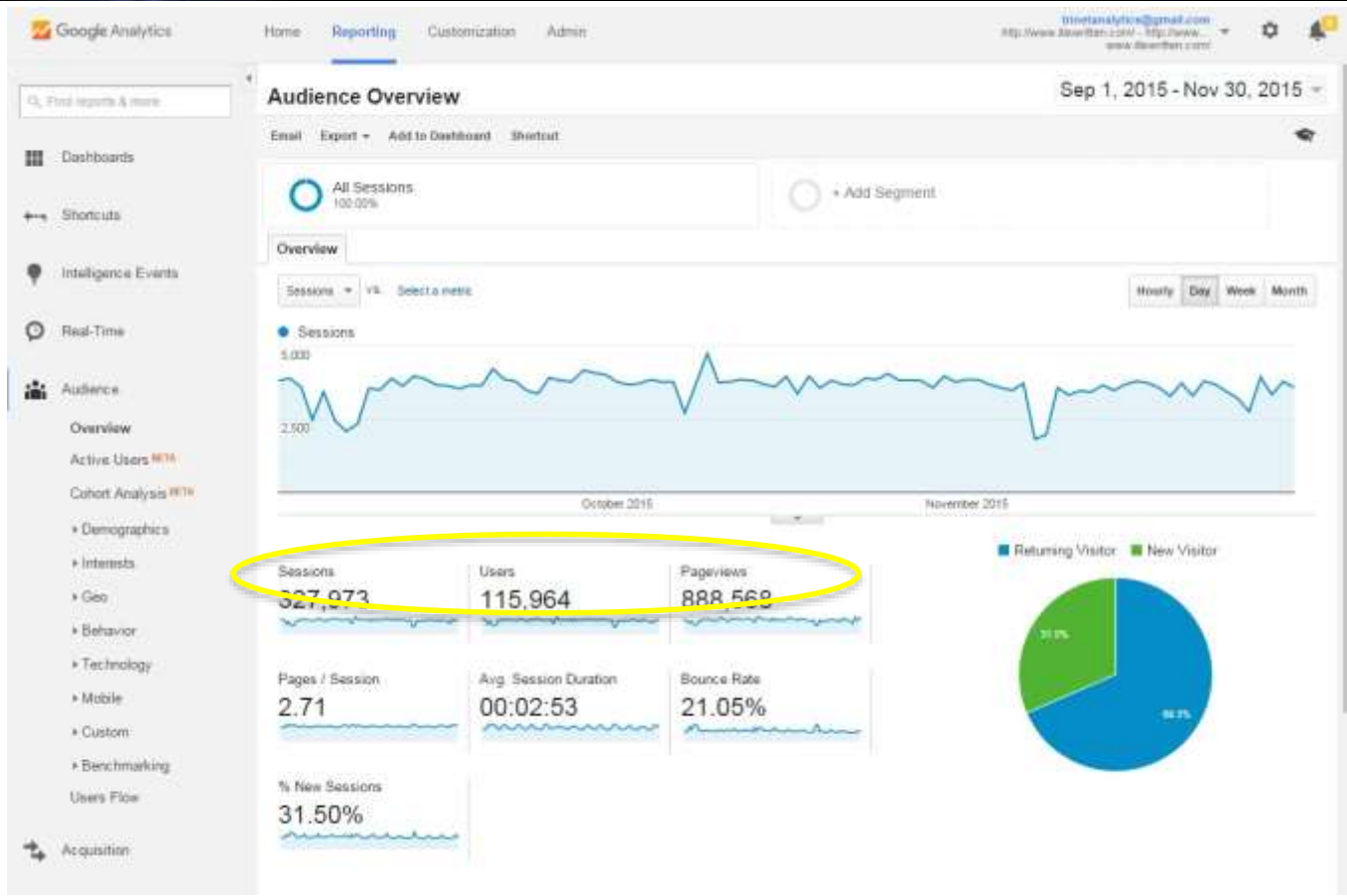
- Online shopping has become increasingly popular
 - More than \$100 billion spent online in 2015
 - categories of travel, books, CDs and DVDs, downloading apps and online classes¹

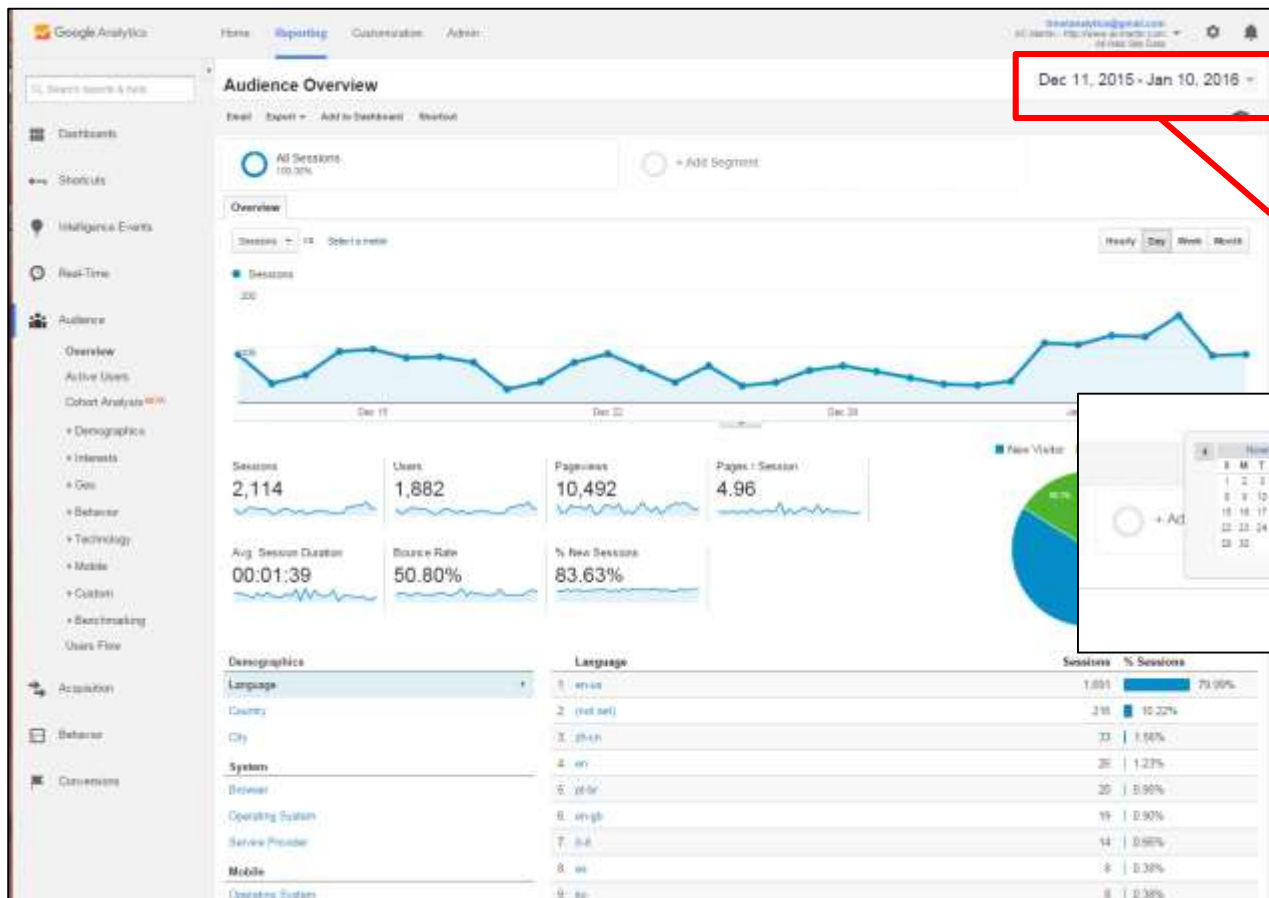


1. Understand your analytics and know how to tune them for results

- Visitors
- Top pages
- Time on site
- Bounce rate
- Entry pages
- Calls to action pages







Dec 11, 2015 - Jan 10, 2016

Choose date range to run report





Google Analytics Home Reporting

Search reports & help

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Active Users
 - Cohort Analysis **82%**
 - + Demographics
 - + Interests
 - + Geo
 - + Behavior
 - + Technology
 - + Mobile
 - + Custom
 - + Benchmarking
- Users Flow
- Acquisition
 - Overview
 - + All Traffic

Acquisition Overview

All Sessions 100.00%

Primary Dimension: Top Channels

Top Channels

Acquisition Overview Jan 11, 2015 - Jan 10, 2016

Dashboard Export Shortcuts

All Sessions 100.00% Add Segment

Primary Dimension: Campaigns

Top Channels

Sessions

Conversions

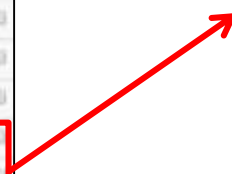
	Acquisition		Behavior			Conversions			
	Sessions	% New Sessions	New Users	Revisit Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completions	Goal 1 Value
	37,578	79.11%	28,905	46.19%	5.38	00:22:12	0.02%	280	\$0.00
1 Organic Search	21,434			30.49%			0.79%		
2 Referral	8,739			57.72%			0.55%		
3 Direct	7,160			55.74%			0.53%		
4 Social	287			39.02%			1.00%		
5 Email	44			11.36%			0.00%		
6 (Other)	14			7.14%			7.14%		



Grow Your Business

Google Analytics Reporting

- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps**
- Source/Medium**
- Referrals
- AdWords
- Search Engine Optimization



All Traffic

Jan 11, 2015 - Jan 10, 2016

Customize Email Export Add to Dashboard Share

All Sessions 100.00%

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions: 15. Select a metric

Day Week Month

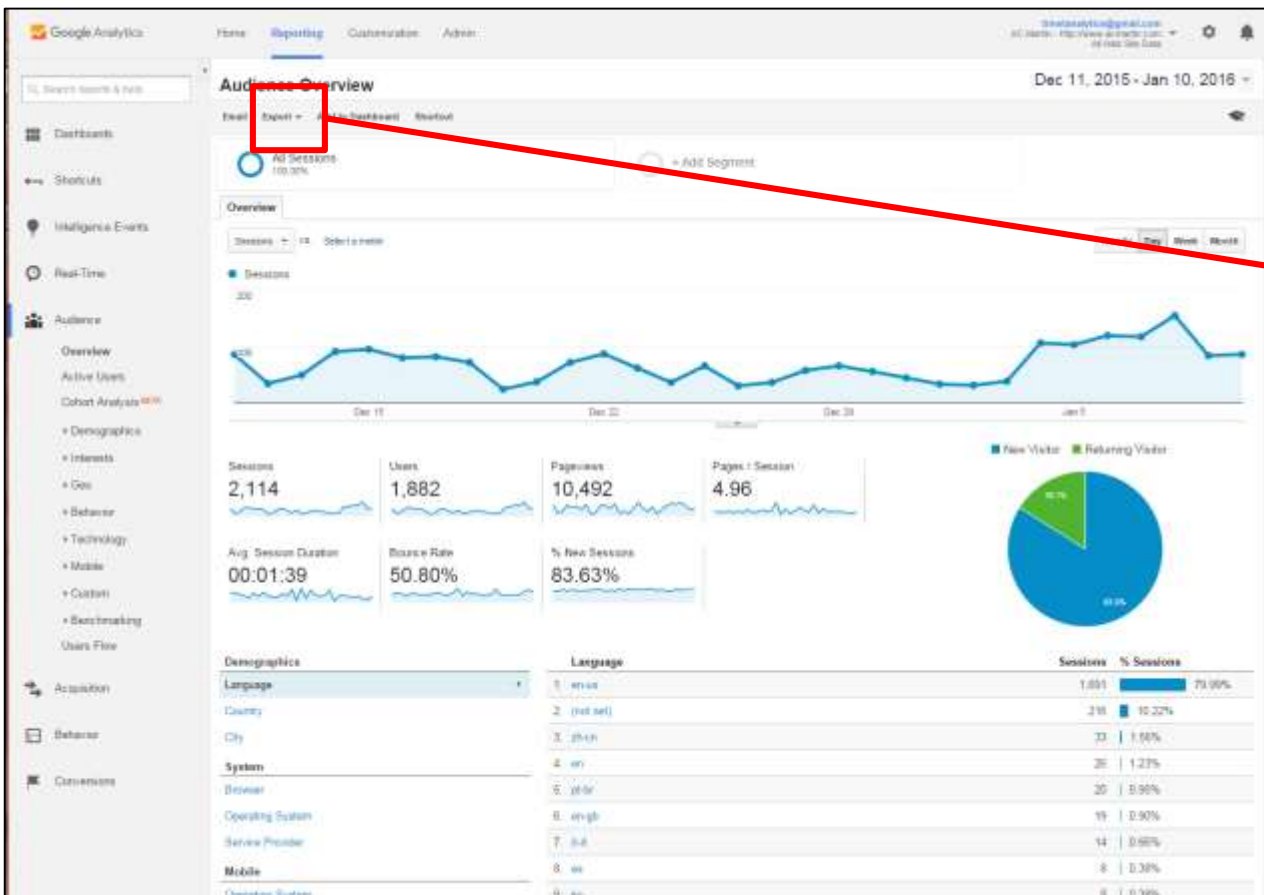
Primary Dimension: Source / Medium Source Medium Keyword Other

Secondary dimension: Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Potential Client #1 - Conversions (Goal 1 Conversion Rate)	Potential Client #1 - Conversions (Goal 1 Completion)	Potential Client #1 - Conversions (Goal 1 Value)
	37,678	79.17%	29,831	46.19%	5.39	00:02:12	0.69%	260	\$0.00
1. google / organic	19,374 (51.42%)	70.17%	14,757 (49.47%)	39.11%	6.30	00:02:29	0.78%	152 (56.92%)	\$0.00 (0.00%)
2. (direct) / (none)	7,168 (19.08%)	78.11%	5,593 (18.79%)	55.74%	4.34	00:02:04	0.53%	38 (14.62%)	\$0.00 (0.00%)
3. ladowntravnews.com / referral	1,143 (3.01%)	89.78%	1,025 (3.44%)	51.88%	6.72	00:01:41	0.17%	2 (0.77%)	\$0.00 (0.00%)
4. ting / organic	1,032 (2.74%)	71.61%	738 (2.48%)	28.46%	6.82	00:02:37	0.97%	10 (3.89%)	\$0.00 (0.00%)
5. floating-stairs-outlets.com / referral	674 (1.79%)	100.00%	674 (2.24%)	90.25%	1.10	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. yahoo / organic	864 (2.29%)	76.97%	665 (2.21%)	35.10%	5.77	00:02:34	0.69%	6 (2.31%)	\$0.00 (0.00%)



Choose format type for report download



Export

- CSV
- TSV
- TSV for Excel
- Excel (XLSX)
- Google Sheets
- PDF



2. Persona Development and Action Pathways

- a. All paths lead to a call to action
- b. Tune Action Pathways!
- c. Simple is better
- d. Keep your page focused on your target.

Ex: Sales for a main item





Existing Customer



Prospect



Partner



Investor



- Jay Leathers Website Action Pathways



Step 1



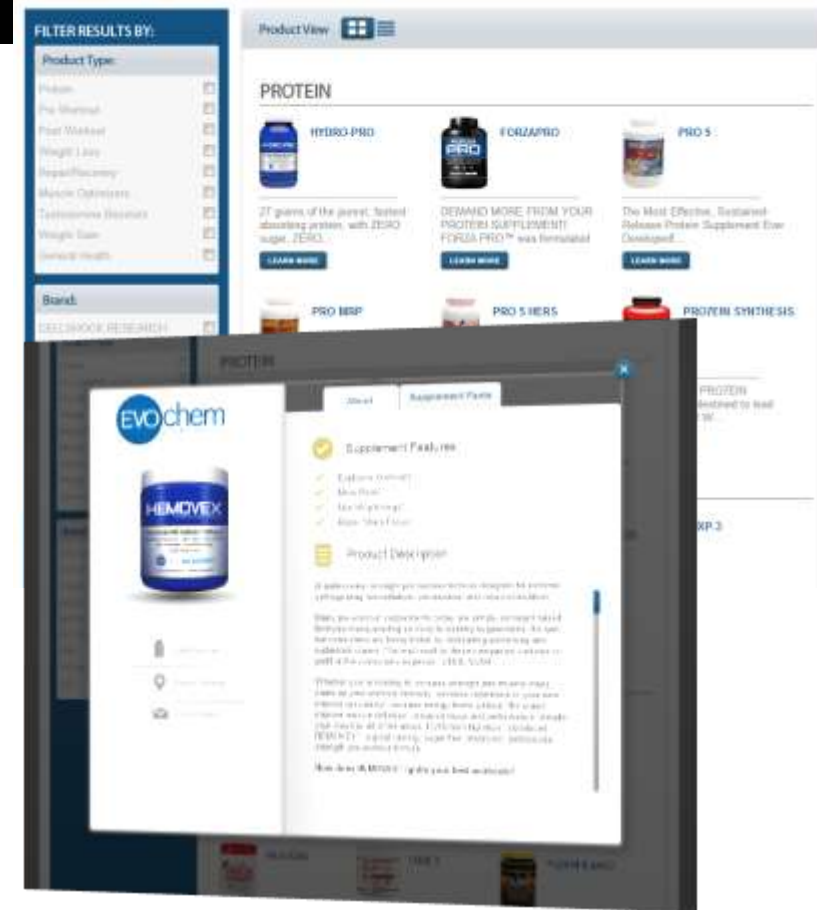
Step 2



Step 3 – Call to Action

Nutrishop Website Results:

- ↑ Customer foot traffic increased
- ↑ Web traffic up **396%** after email campaign
- ↑ Email house file up **6400%**
- ↑ Licensees' loyalty up with store-specific websites
- ↑ **225%** increase in licensee stores



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Grow Your Business

Product Comparison Tool



The website features a Product Selector Tool so users can browse and compare!



W3 Silver Award Winner



Calls to Action



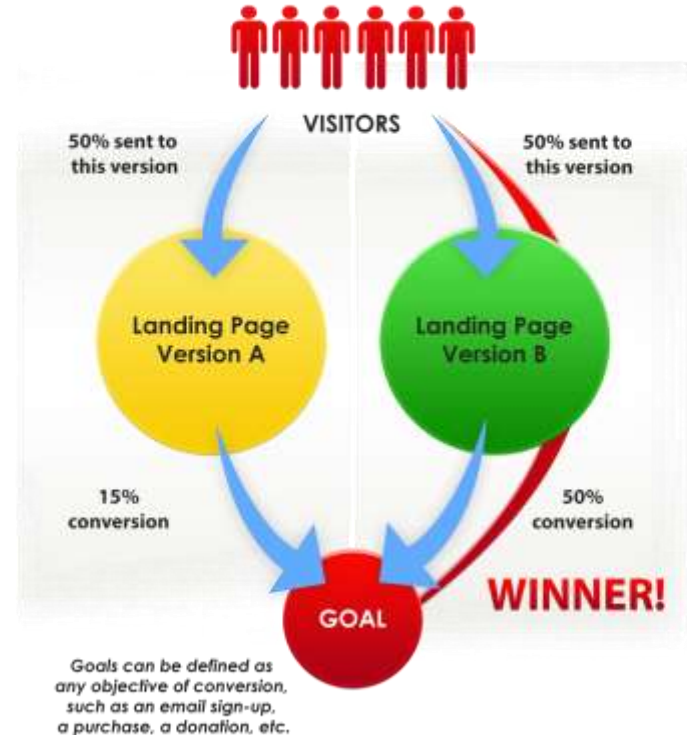
- 96% of small businesses don't offer:
 - How To Guides
 - White Papers
 - Leadership reports on their home pages.
- 70% don't display clear calls to action for additional conversion opportunities on their home pages, such as:
 - Specials,
 - E-mail newsletters
 - Demos
 - Interactive tools
- **4 types of calls to action that return ROI:**
 - Paypal
 - Related Accessories
 - Fast Checkout
 - E-mail sign up



AB Test/Split Test

- It is a method of conducting controlled, randomized experiments with the goal of improving a website metric:
 - such as clicks, form completions, or purchases.
- It is isolating two variables on your site to see which one performs better.
 - AB test the call to action button on your contact forms to see which one people prefer.
 - “Get a quote” call to action, “Contact us” call to action.

Remember: For an A/B test to be successful, isolate one variable at a time.





Version A

Version B



3. Mobile Site Compatibility

- In 2016 it is predicted that more than 2 billion will be using mobile devices to connect to the 'Net.¹
- Responsive is the best option
- Fast loading site. – optimize!
 - Load time of 2.5 seconds or less
- Google speed test
- SEO is affected by responsive, especially load times for site pages.





Mobile-Friendly Test

ANALYZE

Awesome! This page is mobile-friendly.**How Googlebot sees this page**

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)

Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



Grow Your Business Mobile Vs. Responsive





Affordable Mobile Site Builders

- Dudamobile.com
- Gomobi
- Mofuse
- Costs –
 - \$100 - \$1000
 - Professional - \$5k - \$10k



4. Video Content

- “Our brains process visual information 60,000 times faster than text” – 3m Corporation
- Video can keep people on the page longer, which can give your brand message a better chance of getting through
 - A Study shows that using video on landing pages can increase conversions by over 65%²
- Average of a 4.8% conversion rate with video
 - do not use video content (avg is 2.9% conversion.)²





VIDEO

VS

TEXT

60% of people prefer watching video over reading text.

60%

Content preference

40%

Video prevents visitors from leaving your website without taking any action.

59%

Bounce rate

87%

Video keeps visitors longer on your website.

350sec

Avarage time on site

42sec

People will remember more from a video than from written content.

50%

Memory retention

22%

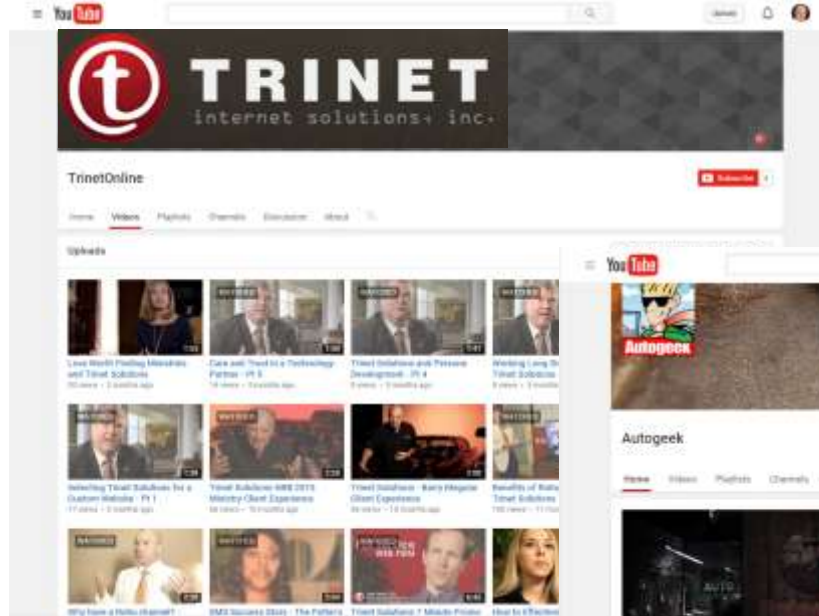


Video Guidelines

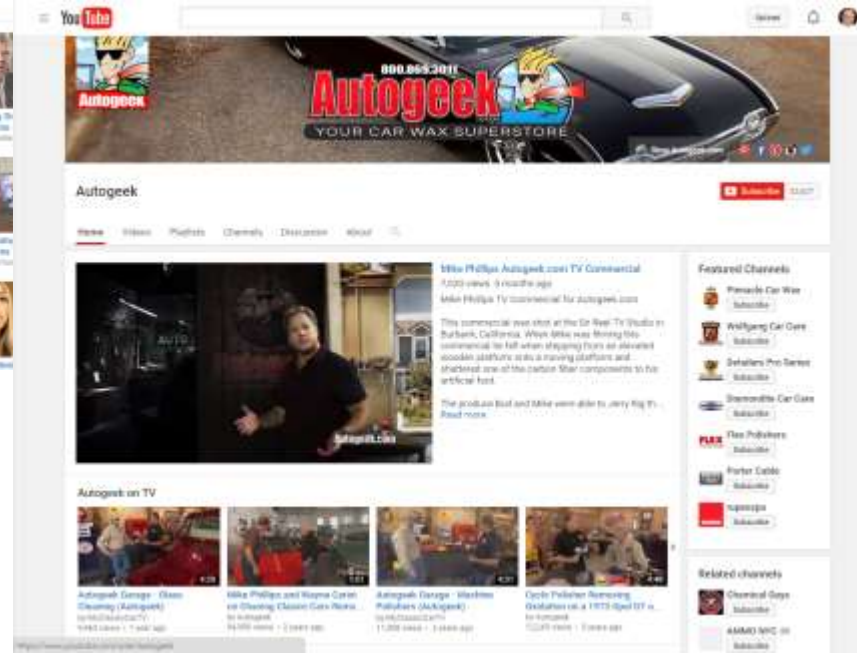
- Be professional
- Lighting and sets are important
- Keep videos short and to the point
- Audio is not too loud or soft



- Trinet YouTube Channel



- Autogeek YouTube Channel





5. Digital Advertising

- Get started as low as a \$1.00 a day - test the waters
- Serve to specific audiences
 - Demographic Targeting with social media
 - Remarketing to your website visitors
- Pinterest and Instagram are visually appealing
- Use ads to build an online audience
 - Send emails
 - Promote products
 - Share
 - Contests





Gelson's Supermarkets

Digital ad campaign consisting of Facebook and Google Remarketing. Three separate campaigns were created to promote the holidays at Gelson's.

Results:

- Facebook campaign reached 205,059 and delivered 2.3 million impressions; which produced 9480 clicks to the Gelson's specific landing pages.
- Remarketing campaign received 277,036 impressions with 614 clicks to the website landing pages.

Gelson's locations were sold out of lobster within two days!



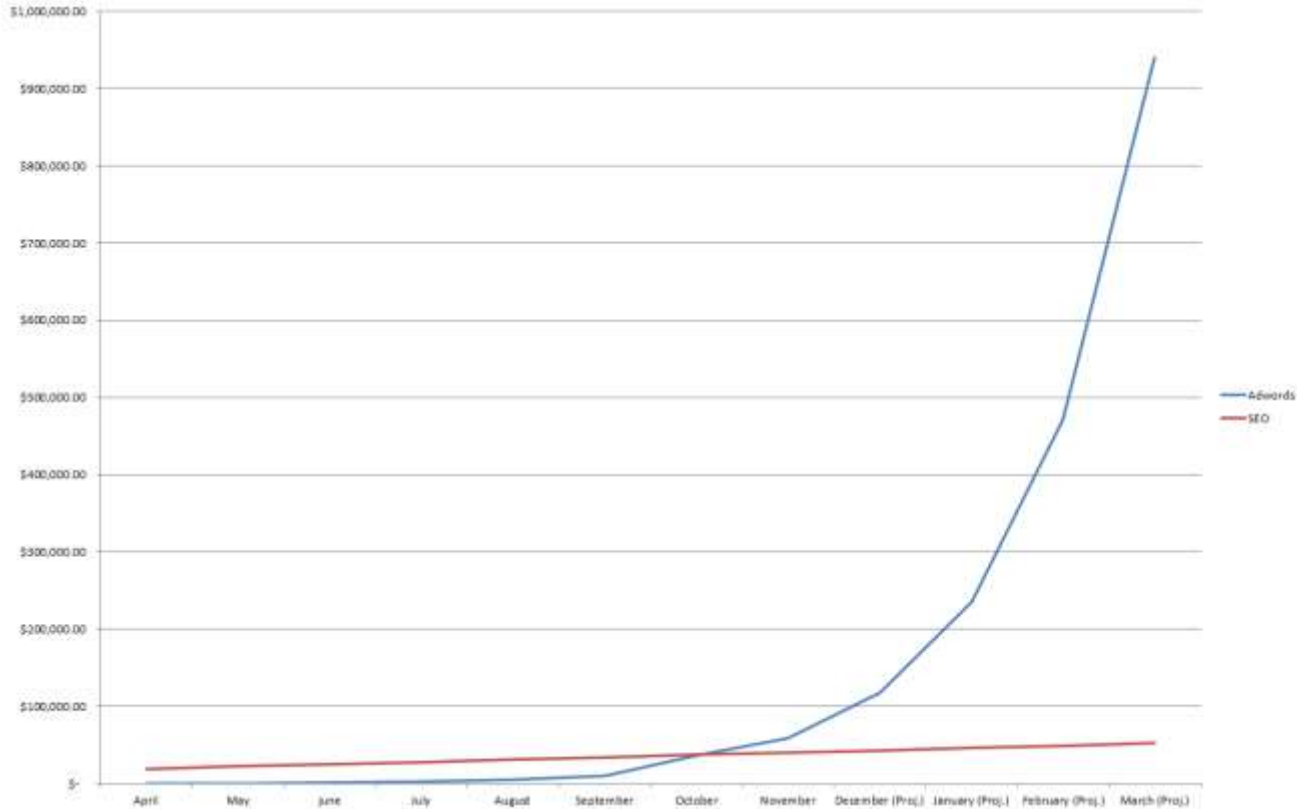
Search Engine Optimization

- Targeted key words
- Local SEO
 - Ensure that you are registered in all online directories and that they link to your website
 - Accuracy and consistency in online listings
- Website should clearly explain where you located
 - Physical website
 - Map
 - Direction





Total Cost | Search Engine Optimization vs. Search Engine Advertising



SEO pays for itself quickly and many times over in the long run!



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... With *Digital Innovation* Since 1995

Our Goals:

- **Increase your ROI and brand awareness**
- **Empower your overall mission and vision**
- **Accelerate communications**





TRINET'S SERVICES INCLUDE

- Audio/Video Streaming
- Content Management Systems
- Custom Application Development
- Ecommerce
- Email & Mobile Marketing
- Flash Animation

- Interactive Media
- Live Webcasts & Podcasting
- Mobile Phone Applications
- Online Reputation Management
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Text2Give & Text2Broadcast

- Web Applications
- Web Campaigns
- Web Design
- Web Development
- Web Hosting
- Web Maintenance
- Web Strategy Consulting