

5 Simple Ways to Improve Your Search Marketing ROI

By Debbie Hill, Search Marketing Expert

The best road map available to search marketers today is the metric data available through web analytics. The sea of data can be overwhelming but once you know what to look for, it becomes pretty simple and you can begin to improve your search marketing return-on-investment (ROI). *Note: Take advantage of the 6 FREE online options mentioned below.*

The simplest package for analysis ease and sharing reports with key management and staff is Google™ Analytics. The interface offers easy charts, tracks trends and you can even see traffic and conversion information for every link as you browse your site.

The best news is it's FREE, so even if you have a current analytics tracking program, I would suggest adding Google™ Analytics to your search marketing toolbox and you'll become the next marketing hero for your business! www.Google.com/Analytics

1. **Identify top landing pages**, test several headlines, images and call-to-action elements with Google™ Optimizer for at least 2 weeks. Go with the top conversion test page and **reduce your bounce rate and improve conversions**. FREE tool: www.Services.Google/WebsiteOptimizer
2. **Strive for excellence**. This site is a top online retail performer: www.proflowers.com. Notice how perfect the images are and everything you need displays without scrolling. Apply these techniques to your site and watch pageviews and average time on your website increase.
3. **Improve time spent on the website** by adding valuable content that is useful for visitors. This can include on-demand video/audio demos or training, whitepaper downloads and blog discussions. Start your blog FREE, use www.wordpress.com/.
4. **Increase traffic referral percentages** by using every FREE channel available. Products, real estate listings, job postings and services can be posted for free at these high volume websites; www.Base.Google.com, www.Craigslist.org and www.Oodle.com in a matter of minutes. (use RSS feeds for large volume ease)
5. **Increase top referral keyword search traffic** using basic search engine optimization strategies targeting the best performer phrases. This will target higher rankings and can dramatically increase visits for a much lower ROI compared to purchasing sponsored listings on Google.

Establish your baseline analytic report, implement these improvements and watch your monthly trends increase. Get your search marketing moving in the right direction and start enjoying your new status as a search marketing hero!

Debbie Hill is Managing Partner of Rev Up Now, LLC and owner of Creative Website Marketing, LLC. Ms. Hill has provided search training for GE Consumer & Industrial, assisted high growth companies like RentalHouses.com® achieve a leading top Google™ search presence and increased monthly website visits for clients from 200% - 22,000%.

www.RevUpNow.com
dhill@revupnow.com

Copyright Rev Up Now, LLC 2007