

## **You Need Us To Market Your Website To Get More Customers**

*Truth: Website Success Is A 3-Legged Stool*



Too often business owners are told that all they need is Search Engine Optimization and website marketing services to get high search engine rankings and lots of website traffic.

What good is ranking high on search engines if no one clicks on the link to visit your website and once there, if they do not take the action you want them to .... whether it is a website purchase, to call your business or join your mailing list?

Once you have your website, success is a 3-legged stool:

> Ranking – getting your website to rank high on Google and other search engines. This is done by search engine optimization and ongoing multiple faceted website marketing.

> Click-through – is a way of measuring pay-per-click advertising success (ads like you see on Google when you perform a search). The click-through rate represents the amount of times an ad is clicked versus how many times it is viewed. Click-through rates can be maximized by targeted ad placement using keywords and effective copywriting.

> Conversion - conversion optimization is the process of maximizing the percentage of website visitors who complete a desired action (conversion rate). This is accomplished through a combination of effective website design, your product/service offerings and effective copywriting.

Website marketing is critical, but don't forget to maximize conversion and click-through rates (if you use pay-per-click advertising).