



Secrets of Small Business Website Success

TOP SECRET

Website Analytics

The Website Blues

You've put a lot of work and money into your website but you're not getting enough visitors or buyers. What now?

Website Analytics

Our analytics packages will help:

- get more visitors from your marketing
- convert more visitors into customers
- save money by eliminating ineffective marketing costs and activity

About Website Analytics

Website analytics is the foundation on which all successful websites and web marketing are built. Every one of the world's top 10,000 business websites use analytics¹.

If you want *website success* you need *website analytics*.

We offer four analytics packages (see right) with features shown in the table below.

Use Your Intelligence

Before wasting more money on ineffective marketing, get *website analytics* so you can measure and understand the results.

Standard Analytics

Chart visits over time & discover valuable SEO keywords. **£55***

Referral Tracking

Optimise online marketing by tracking responses to emails, newsletters, brochures, e-books and other documents.

£105*

Download & Exit Tracking

Measure interest in material and resources you offer, and increase responses to downloaded brochures, newsletters, e-books and other documents. **£85***

What Analytics Tells You

About website visitors:	what they are searching for	✓	✓	✓	✓
	which pages generate/lose sales	✓	✓	✓	✓
	which website they came from	✓	✓	✓	✓
	which information they like/dislike		✓	✓	✓
	which marketing they responded to		✓		✓
About response rate:	by source: newsletter, e-brochure, ebook		✓		✓
	by medium: email, pdf, MS-Word		✓		✓
	by campaign: offer, service, news release		✓		✓
Numbers of downloads of pdf, Word, mp3				✓	✓
Count of clicks on each link to another website				✓	✓

Order Now At
theWebalyst.com

Professional

All of the above for just **£155***
(£35 off the combined price of £190)

* Prices are inclusive (no VAT payable).

* Prices are for up to ten web pages. Ask pricing for larger websites.

* One month of email support is included.

* Individual or group training is available for an additional fee.

* Your downloads are tracked without you needing to edit your pages.

Additional file types can be added free at time of order.

* Prices and offers are subject to change without notice. See <http://theWebalyst.com> for latest prices and offers.

Notes

1. Source rankpay.com

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Website Analytics From theWebalyst.com

To set-up your analytics we add some code to your website and test thoroughly. We explain how to use everything, and our expert will be available with email support (one month included), and for one-to-one training if you require it.

After that it won't cost you a penny because our packages are based on a free, reliable and proven service: Google Analytics is easy to use, and is the most popular analytics service amongst the world's top 10,000 business websites (source rankpay.com).

I particularly recommend our *Professional* analytics package because it provides everything at a great price. You will know how many people come from each e-marketing campaign, source and medium. How many responded to each email, newsletter, pdf brochure, ebook or other document. You'll know what brings visitors who buy, and be able to improve or drop marketing that is not working well. You'll see where and how to improve your website to increase the number of visitors that buy.

The Icing On The Cake

For a small initial cost you'll be gathering valuable, actionable information about all your web marketing and the visitors it brings. You'll have the foundation of a successful website.



"I have been building business websites since the early 1990s, and specialise in delivering effective, affordable solutions for small businesses."

—Mark Hughes, CEO

To discuss your needs call me personally on 07887 842480

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theWebalyst.com

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Get More *Secrets of Website Success*

Get more secrets by subscribing to our free newsletter: <http://theWebalyst.com/newsletter>

* Applies to one order per customer and cannot be combined with other offers.



**Affordable & Effective Web Marketing
for Your Small Business**

More Information / Ordering

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