

Visitors navigating directly = Higher conversions

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Visitors navigating directly = Higher conversions**

**By Wildfire Marketing Group Content Development Team**

A study was recently released showing that visitors navigating directly to a web site resulted in

almost twice the conversion ratio of those using search engines to arrive there (4.23% compared to 2.3%). Internet traffic generated from other sources such as text links or online advertising converted at less than 1% (.96%).

To make the best use of this information as business owners let's start with how visitors can navigate directly to a web site — there are really only two ways: By typing your web site address into the address bar of their browser By using a bookmark that they have previously saved In order for someone to arrive at your web site in one of these two ways, they will have to be reached through some other means first, such as face-to-face sales calls, networking, direct mail postcards or some other form of marketing. Therefore, be sure to include your URL on all of your marketing materials, stationary and company literature. There is something more tangible about being able to hold a brochure, business card or postcard in your hand and type the address into your browser. It creates a higher degree of trust by showing that you really are more than just a web site.

Now we'll look at the lower converting traffic from search engines, links and online advertising. Although it will offer a lower conversion ratio when compared to visitors navigating directly to your web site, it's still a valuable resource and can also serve as the first contact that someone has with your company so that their next return can be through direct navigation. You should include a mix of SEO and online advertising to improve the effectiveness of your overall marketing campaign.

Wildfire Marketing Group is an

internet marketing company

specializing in helping businesses like

yours to compete against larger companies and win! If you're ready for your business to grow like wildfire, give us a call.

## **Its 2AM, do you know where your website is?**

**By Cindy Kelly**

### **Its 2AM, do you know where your website is? by Cindy Kelly**

You've selected the perfect website template. You're finally ready to show the world your professional website...but will anyone be able to find it?

When I began my career as a webmaster 5 years ago, I assumed that if I had a great looking website it would naturally bring visitors. I found a great looking professional website template for the small business I worked for, customized it...and waited. To my surprise, no visitors appeared. I kept wondering what I had done wrong? I used PPC ads and trusted feeds to bring the traffic to my website but it seemed very expensive and didn't yield the results I expected. I didn't quite understand why how those other non-paid listings (for the same products I sold) were listed ahead of me. My desire for an improved search engine ranking(or any search engine ranking) drove me to find a solution.

I visited webmaster forums, read many newsletters and websites and discovered a great little tool called Wordtracker. I learned that if I had only used keywords that people "really" searched for, I could build my whole website around them and the visitors would come! I used Wordtracker, Overture, and Alta Vista to come up with some suggestions. To my surprise some of the words I thought people were searching for, they weren't searching for at all. I quickly learned that it wasn't realistic to target one word phrases like "baby" or "toys" because they were way too broad and competitive. I also found that people were searching for specific products I sold. I quickly realized that the more words I used that were specific to my business, the better chance I had of conversions (sales).

Once I was able to step outside the box and look at the real data that was in front of me, I decided to revamp my professional website template, include realistic, targeted keywords, develop original content based on these keywords and re-release my website to the world. About 2 months after I did, I finally saw results. It worked! Search engine directory submissions and solid link campaign were next. I was so happy with the results that I decided to form my own website to teach people just like me how they too can improve search engine rankings with the right keyword search strategy. I never realized how much a keyword search strategy could benefit a website until I saw it for myself. Now, my professional website template brings targeted traffic with conversions!

Cindy Kelly is the developer of TheWebDecorators.com, offering search engine positioning services such as keyword identification and free webmaster tips to small businesses or individuals who want improved search engine rankings for their websites but can't afford to work with SEO companies.

Visitors navigating directly = Higher conversions



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**