

Improve Your Marketing Through Website Trends & Techniques



So many options!

How do you choose how to
connect with your audience?



Imagine knowing
what works for
your organization

- Established in 1998
- Seek long-term partnerships
- Full service graphic design firm with a focus on web solutions
- One-stop Internet shop
- From planning to design to hosting and maintenance
- Internet marketing and measurable results



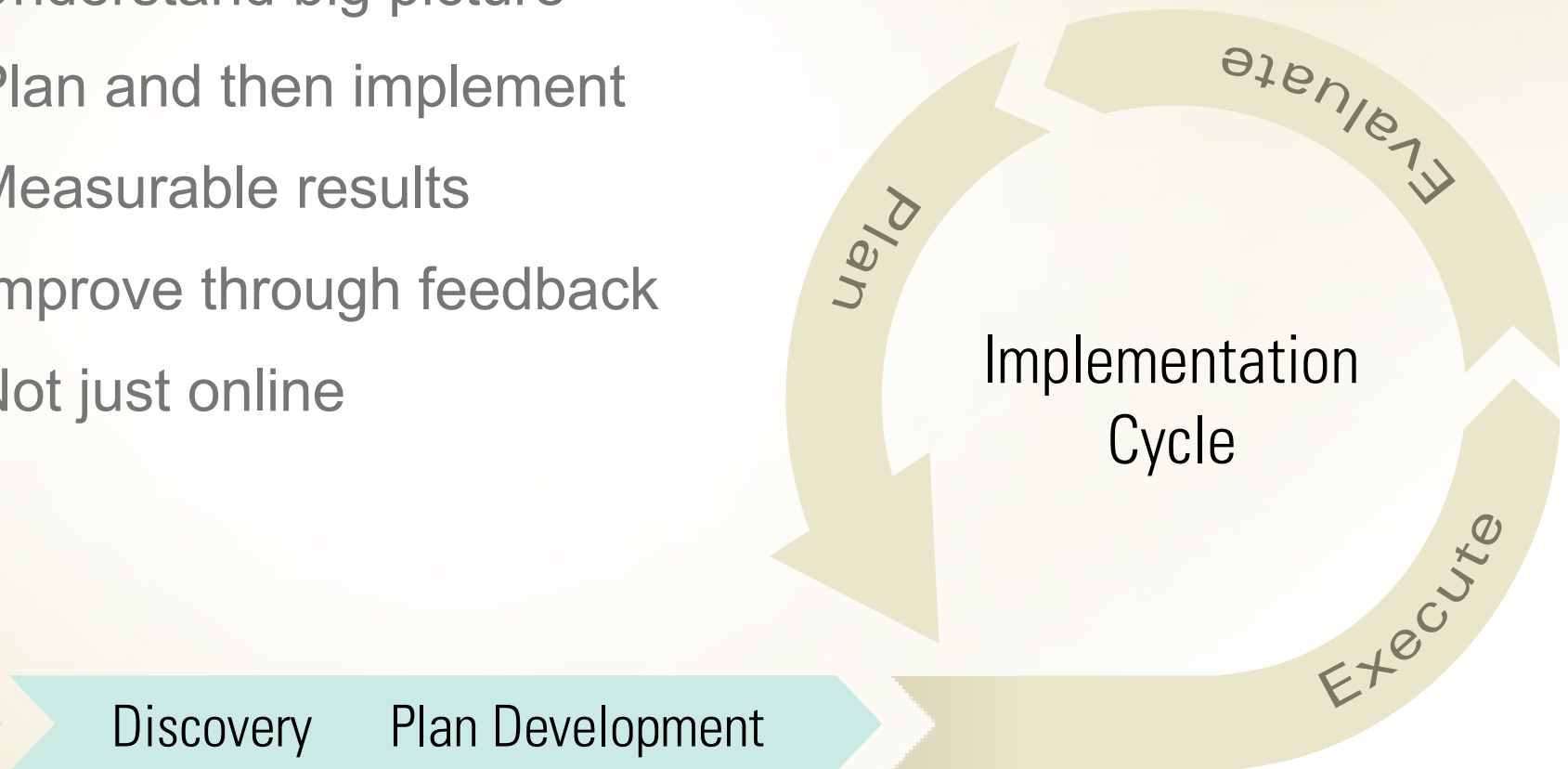
Why focus on the Internet?

- Just tools in a toolbox
- Each tool should be part of a larger strategy
- A website is a must for credibility
- Interactive and engaging media
- Long-term cost advantages
- Efficiency of the creation
- Data driven decision making
- Ability to change at any time



The Process

- Understand big picture
- Plan and then implement
- Measurable results
- Improve through feedback
- Not just online



- Setup and base knowledge
- Online examples
- Apply the ideas to offline campaigns
- Strategically use tech trends
- Useful ideas to implement

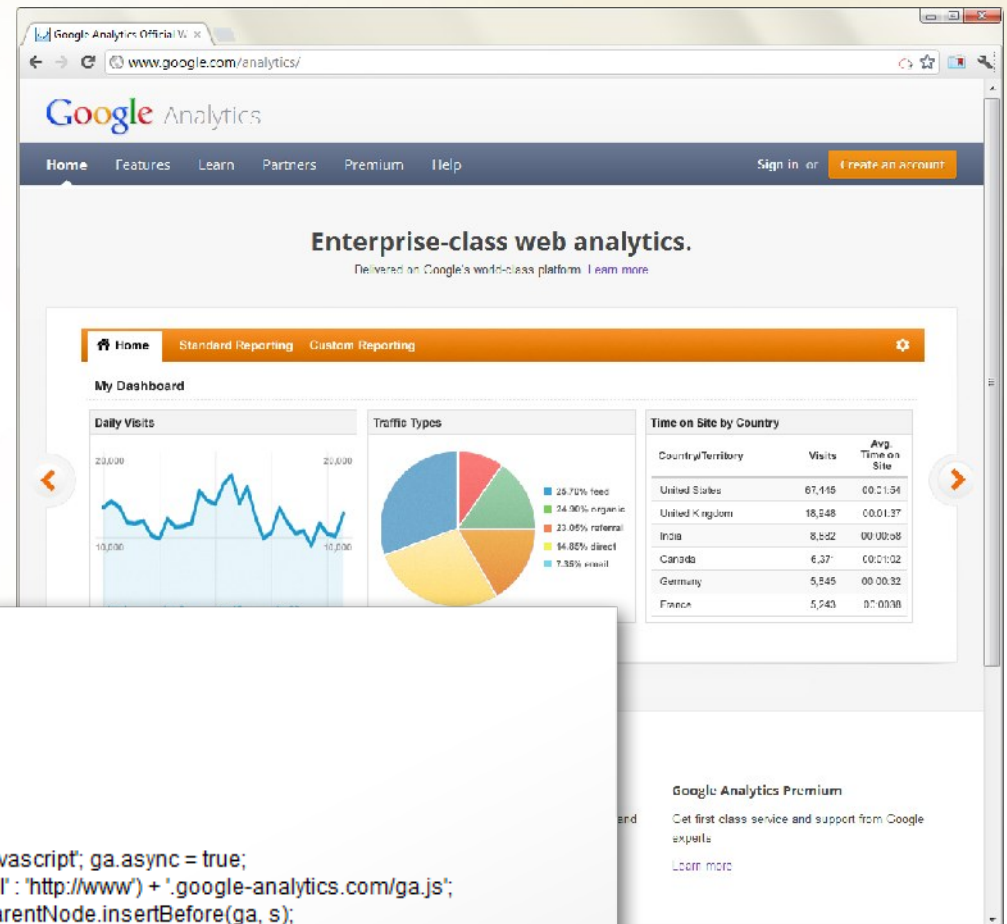
Measurement Tool

- Many options available
- Google Analytics
 - Easy to install and use
 - Variety of advanced features
 - Becomes more powerful every year
 - Free!!!



Setup Google Analytics

- www.google.com/analytics
- Create an Account
- Enter the tracking code to your site
- Ignore all traffic from your offices



```
<script type="text/javascript">

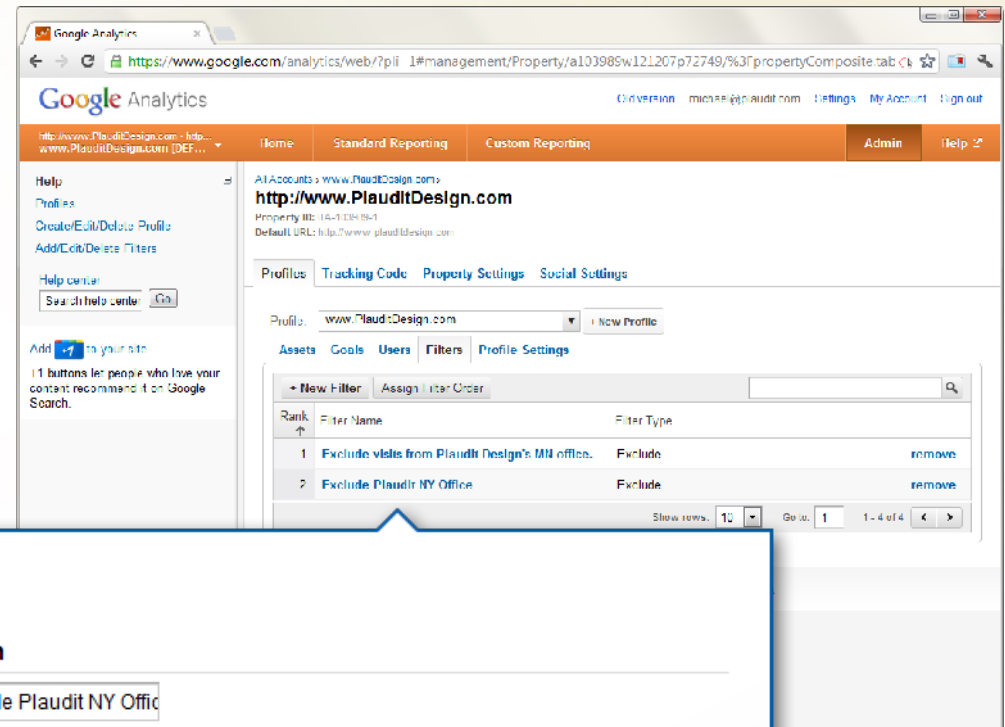
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-555555-1']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

Setup Google Analytics: Filters

- www.google.com/analytics
- Create an Account
- Enter the tracking code to your site
- Ignore all traffic from your offices
(whatismyip.com)



Edit Filter

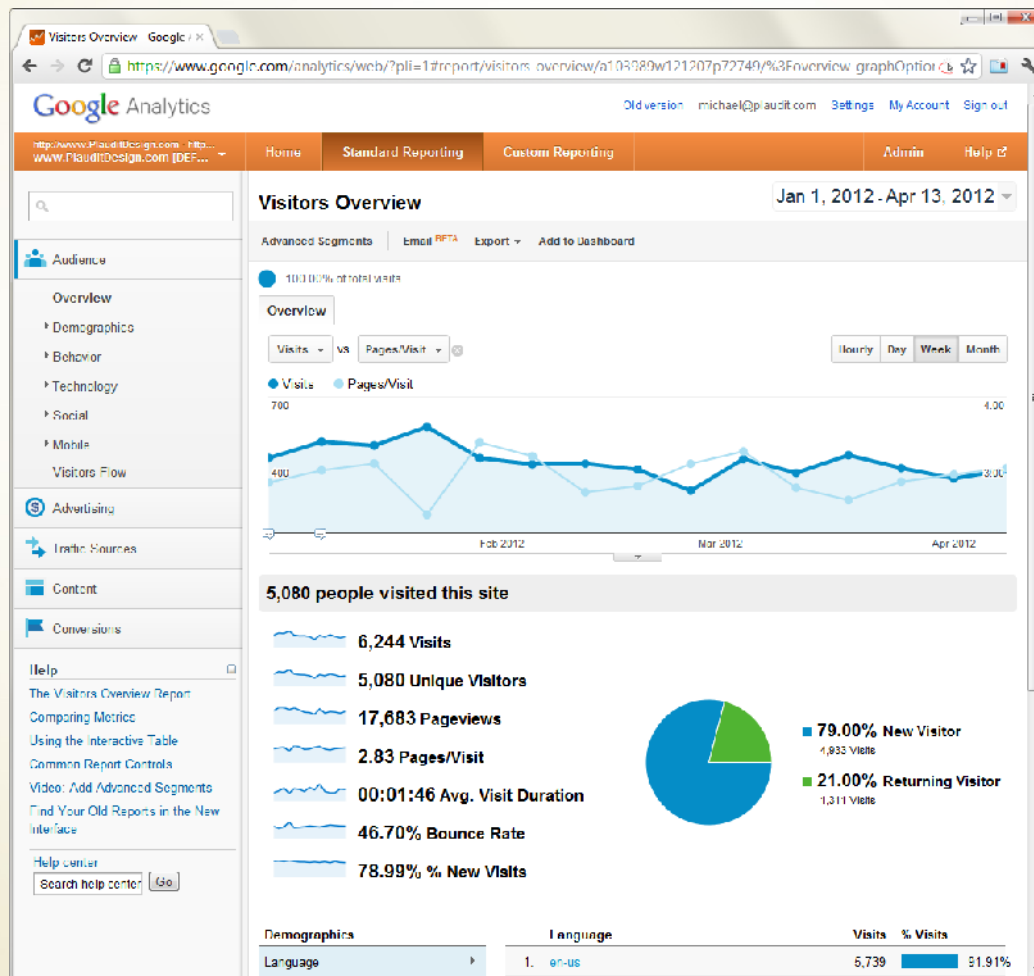
Filter Information

Filter Name

Filter Type ☒ Predefined filter ☐ Custom filter

IP address ☐ IPv6
(e.g. 74.125.19.103 or 2001:db8::1)

Google Analytics: Basic Reports

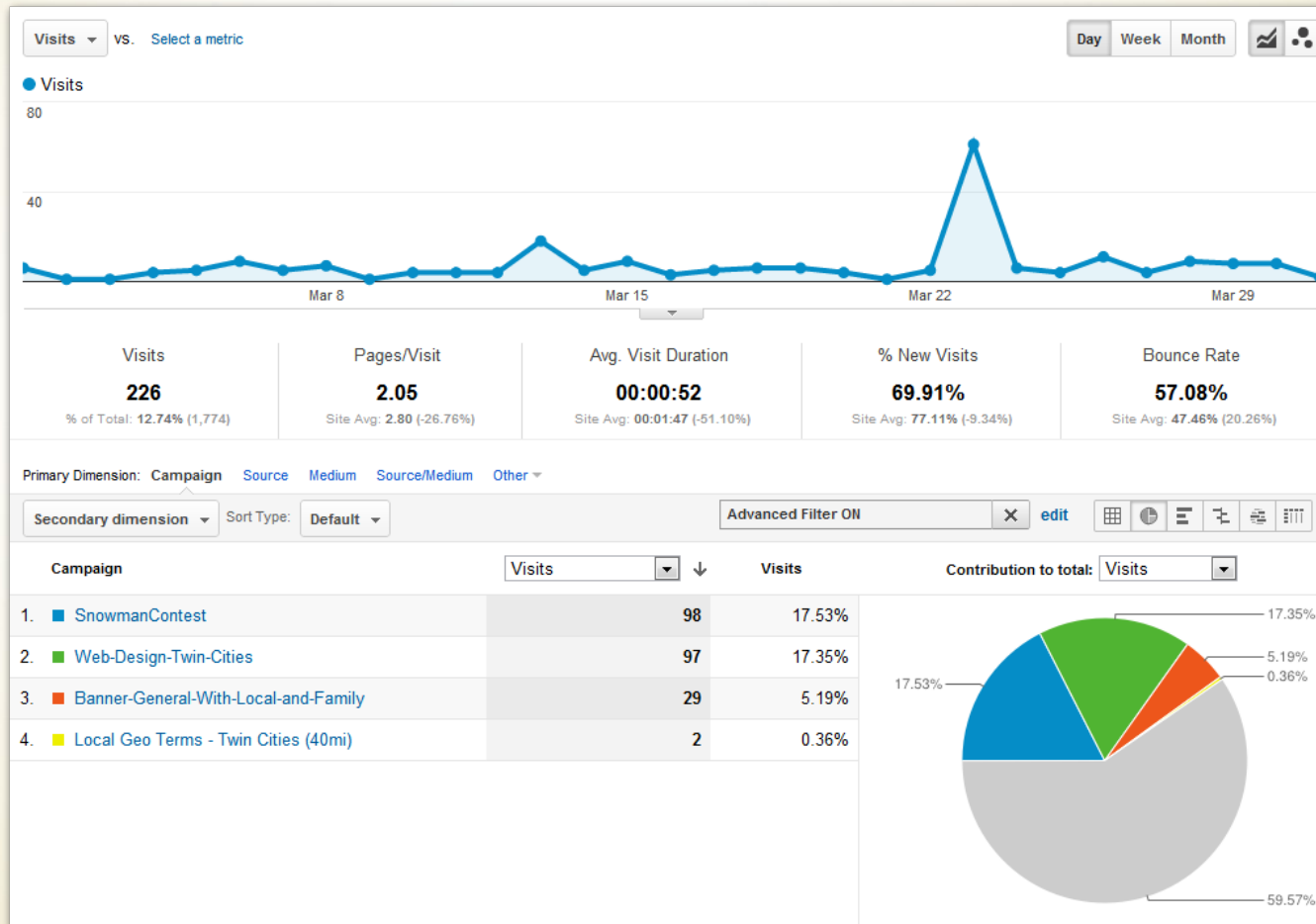


- Audience
- Content
- Traffic Sources

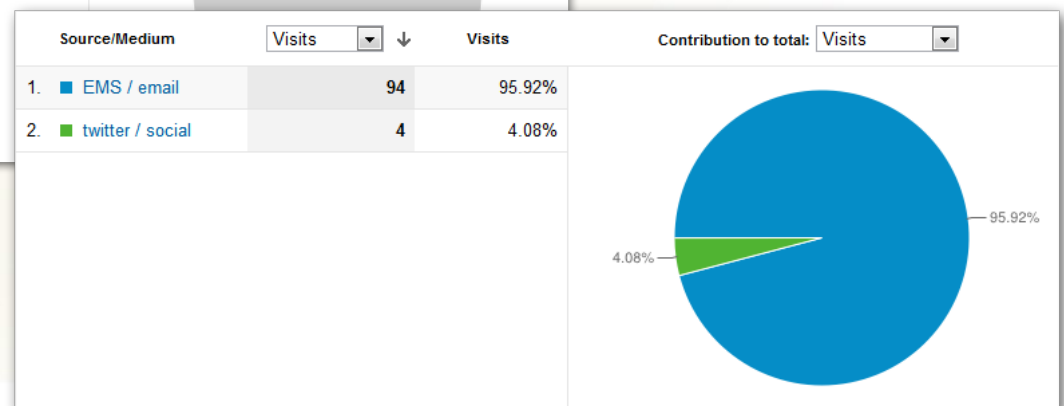
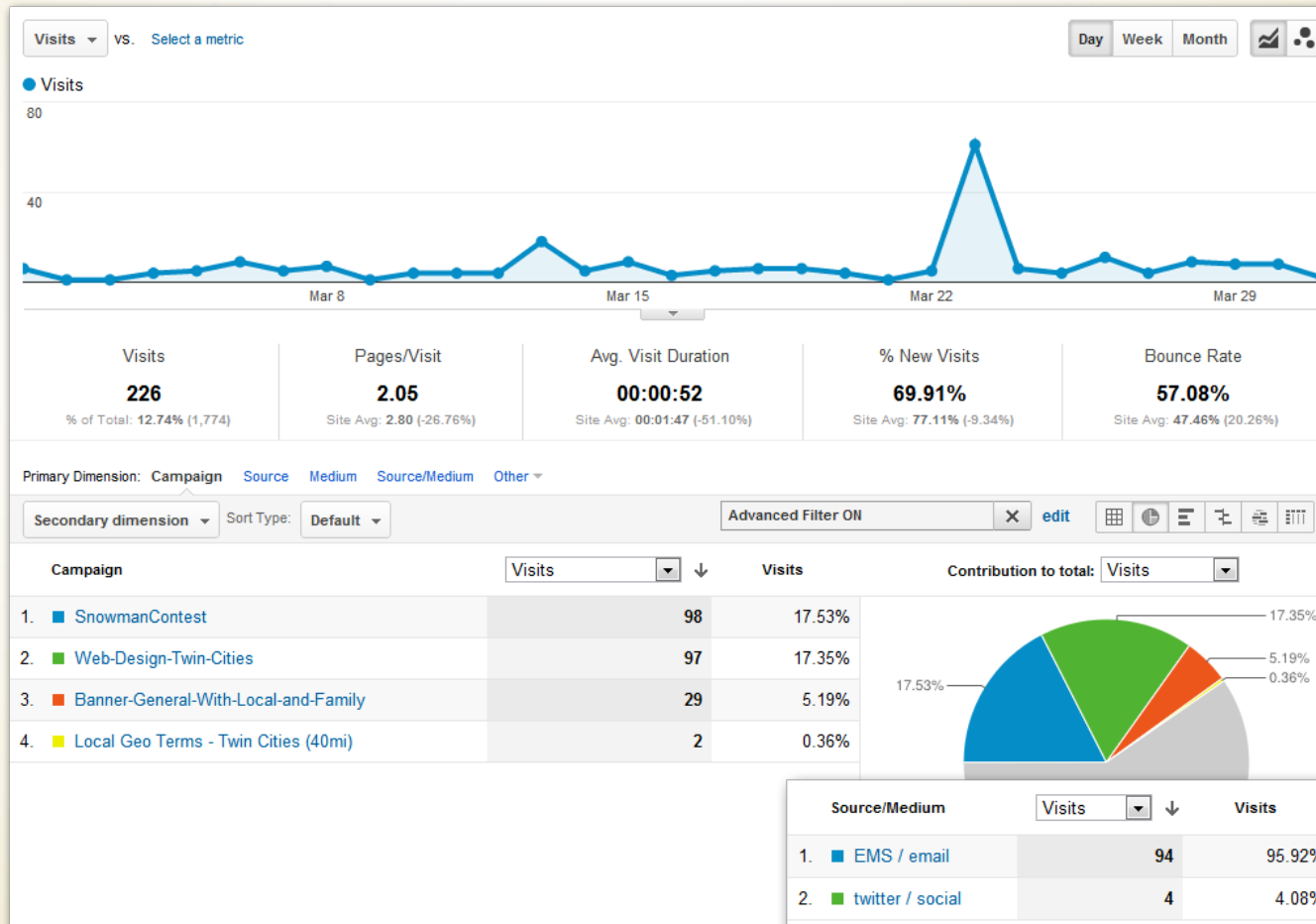
Google Analytics: Campaigns



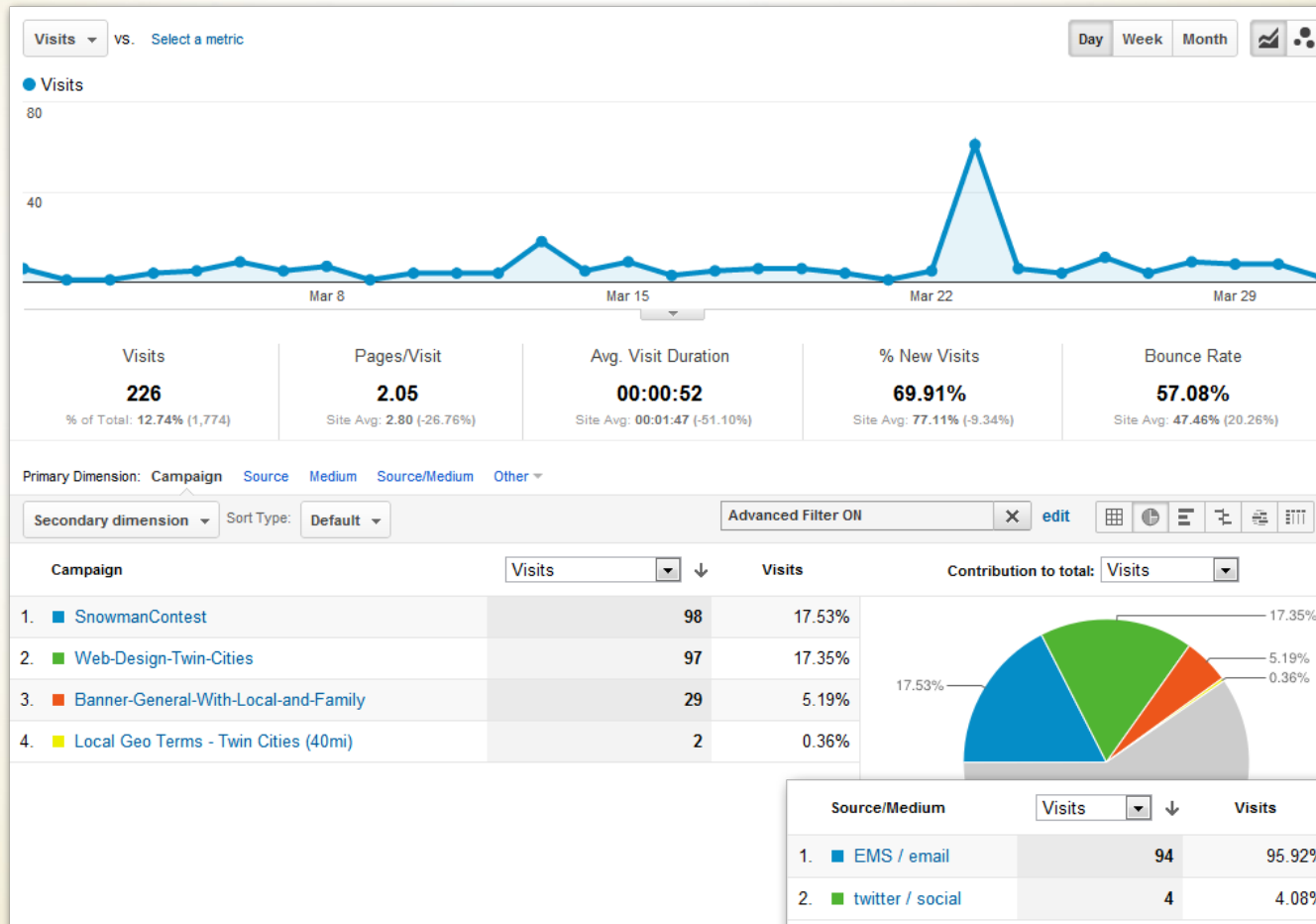
Google Analytics: Campaigns



Google Analytics: Campaigns



Google Analytics: Campaigns



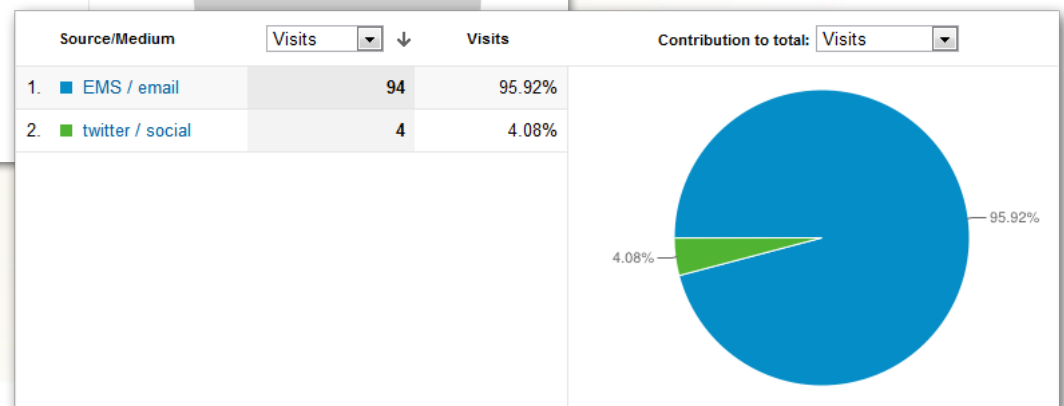
Campaign*

Source*

Medium*

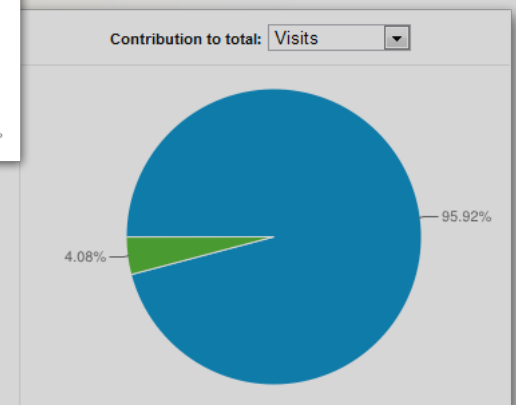
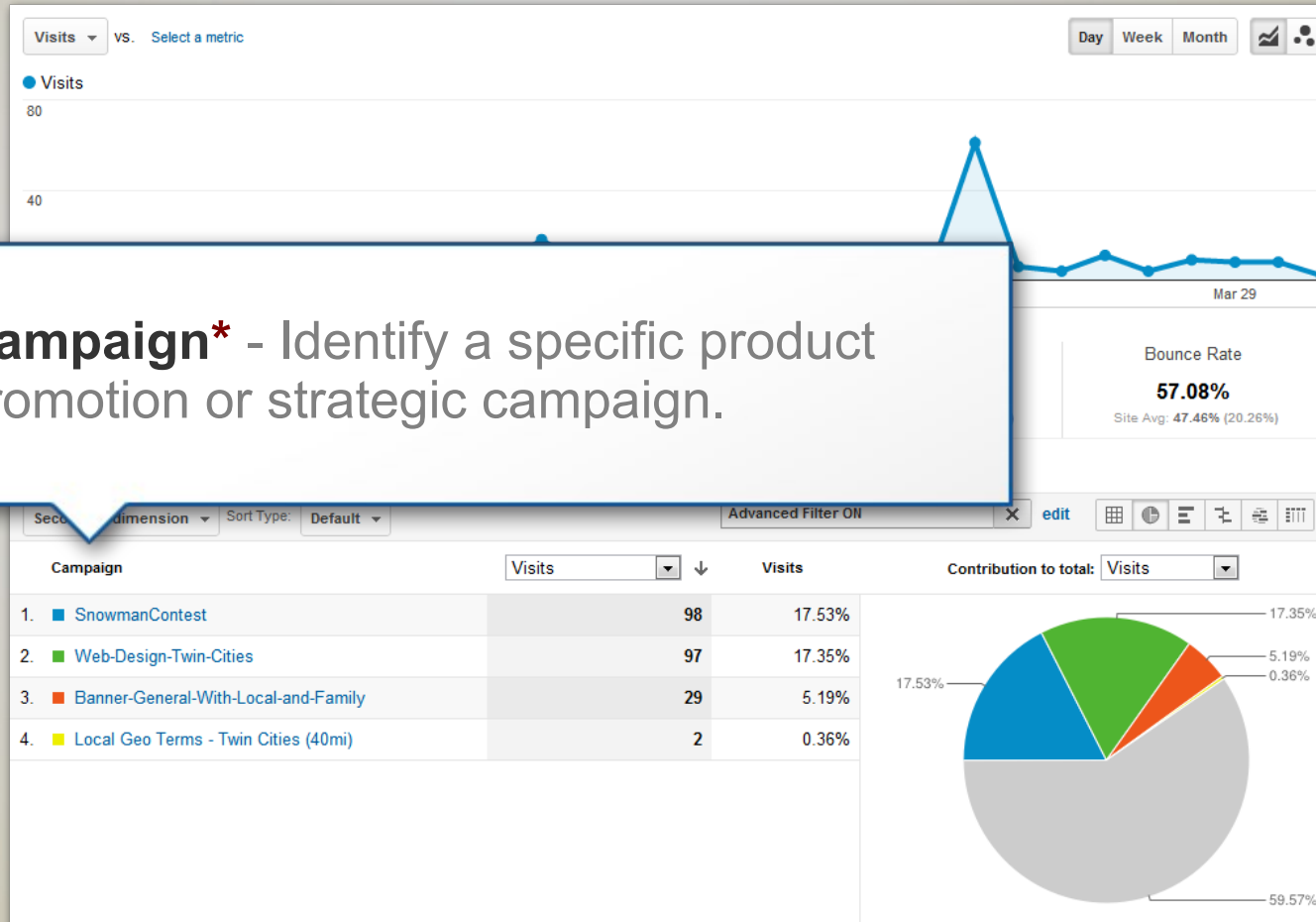
Content

Term

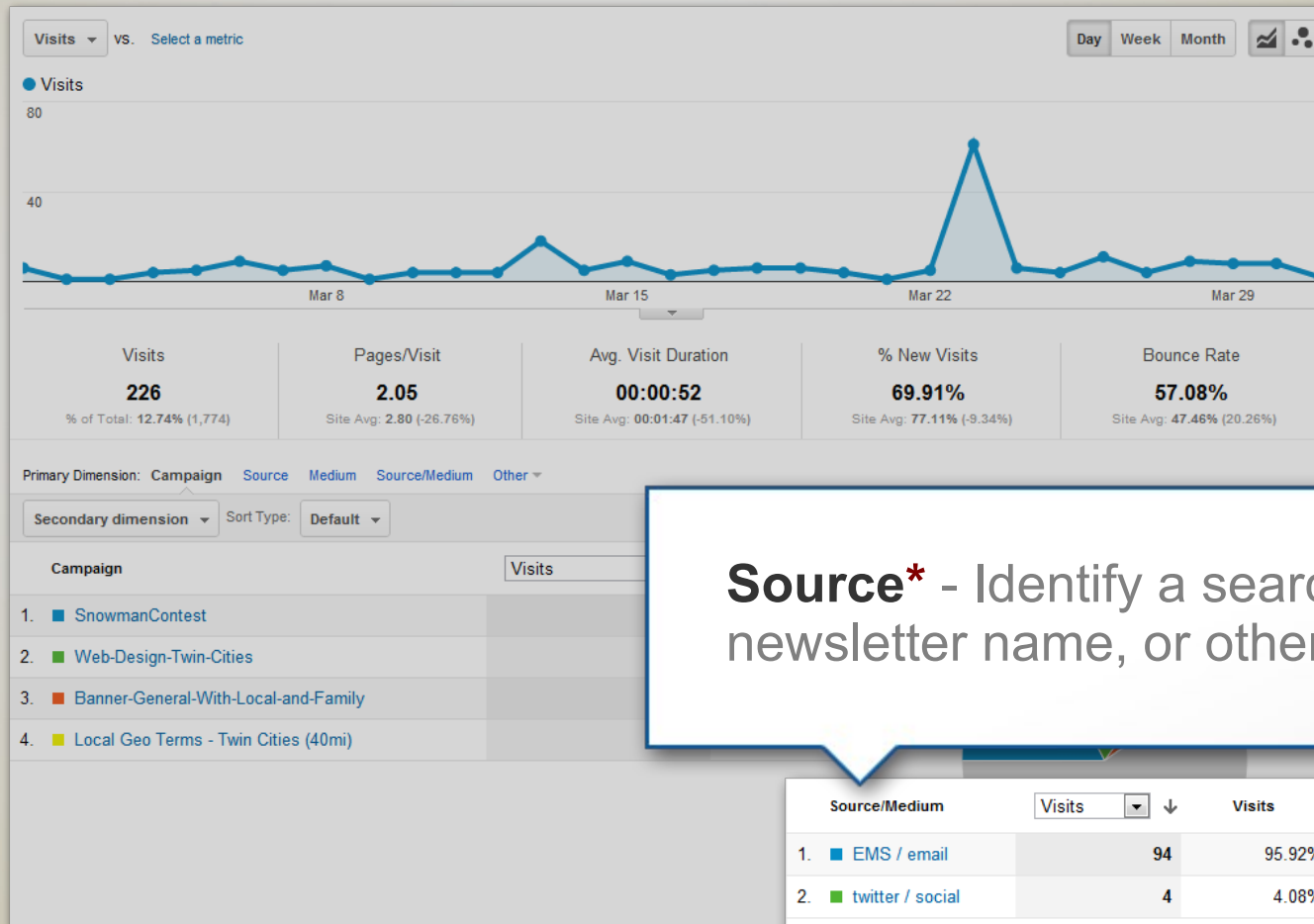


Google Analytics: Campaigns

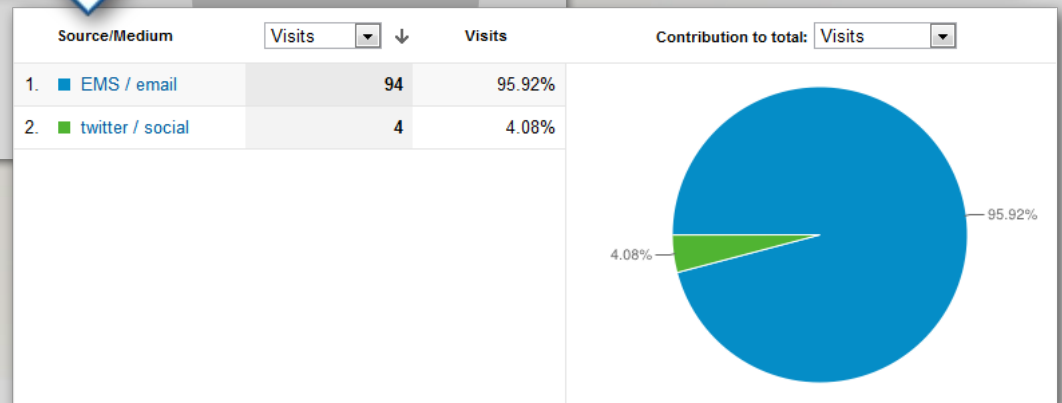
Campaign* - Identify a specific product promotion or strategic campaign.



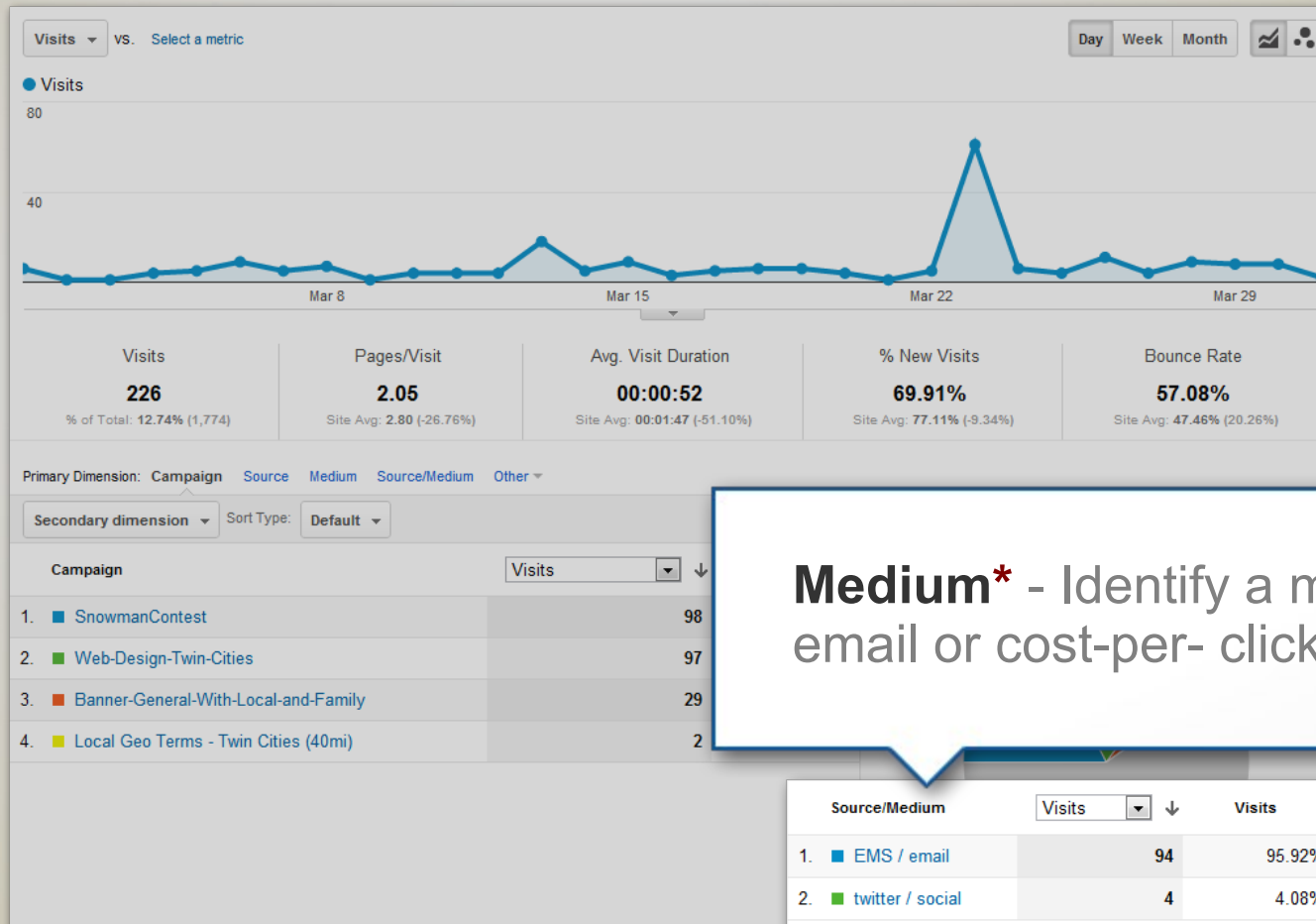
Google Analytics: Campaigns



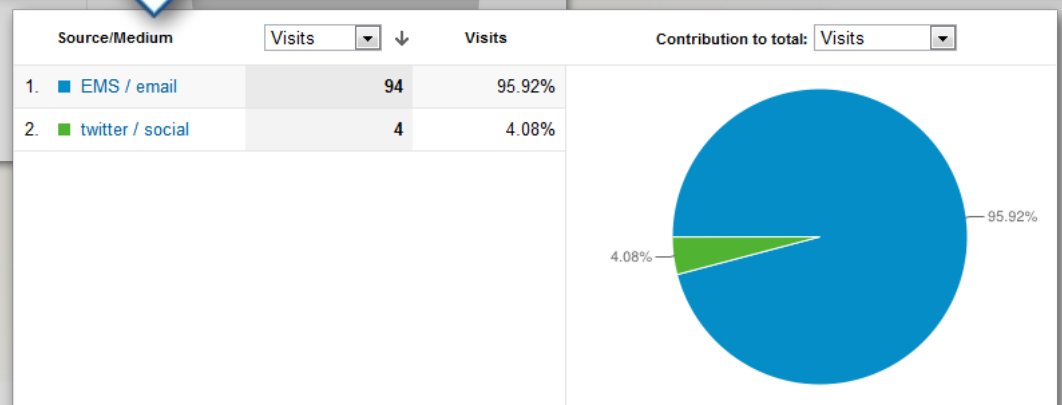
Source* - Identify a search engine, newsletter name, or other source.



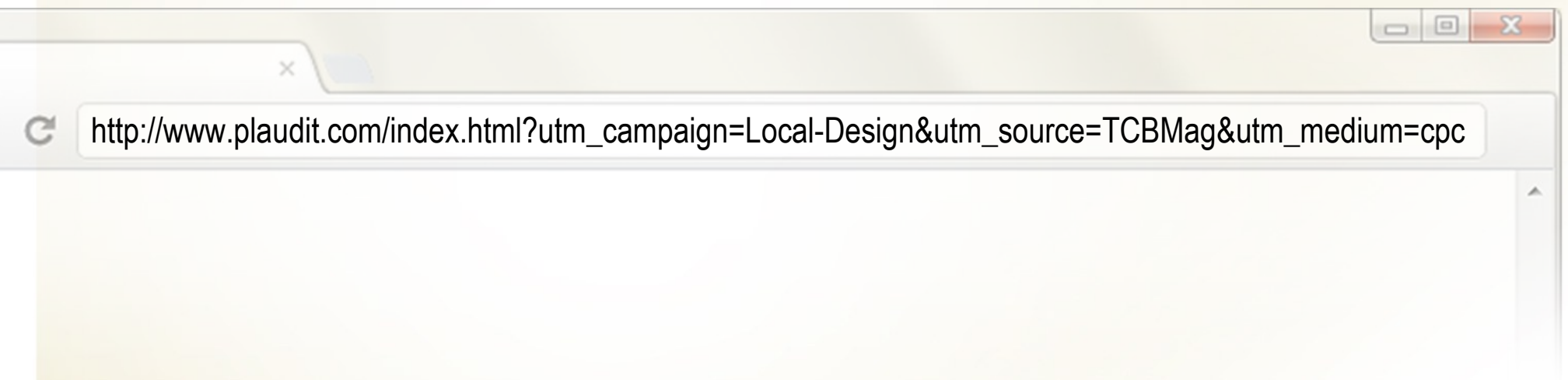
Google Analytics: Campaigns



Medium* - Identify a medium such as email or cost-per-click.



Google Analytics: Campaigns



Google Analytics: Campaigns

Campaign* - Identify a specific product promotion or strategic campaign.

A screenshot of a web browser address bar. The URL is http://www.plaudit.com/index.html?utm_campaign=Local-Design&utm_source=TCBMag&utm_medium=cpc. The browser window has a single tab and standard window controls (minimize, maximize, close) in the top right corner.

Source* - Identify a search engine, newsletter name, or other source.

Medium* - Identify a medium such as email or cost-per-click.

Campaigns: Google URL Builder

The screenshot shows a web browser window with the title 'Tool_URL Builder - Analytic'. The address bar shows the URL 'support.google.com/googleanalytics/bin/answer.py?hl=en-GB&answer=55578'. The page content is titled 'Google Analytics URL Builder' and includes instructions on how to use the tool. It features several input fields for 'Website URL', 'Campaign Source', 'Campaign Medium', 'Campaign Term', 'Campaign Content', and 'Campaign Name*'. Below these fields are buttons for 'Generate URL' and 'Clear'. At the bottom, the generated URL is displayed: 'http://www.plaudit.com/index.html?utm_campaign=Local-Design&utm_source=TCBMag&utm_medium=cpc'.

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1. Enter the URL of your website.

Website URL: *
(e.g. [http://www.urchin.com/download.html](#))

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)

Campaign Medium: * (marketing medium: cpc, banner, email)

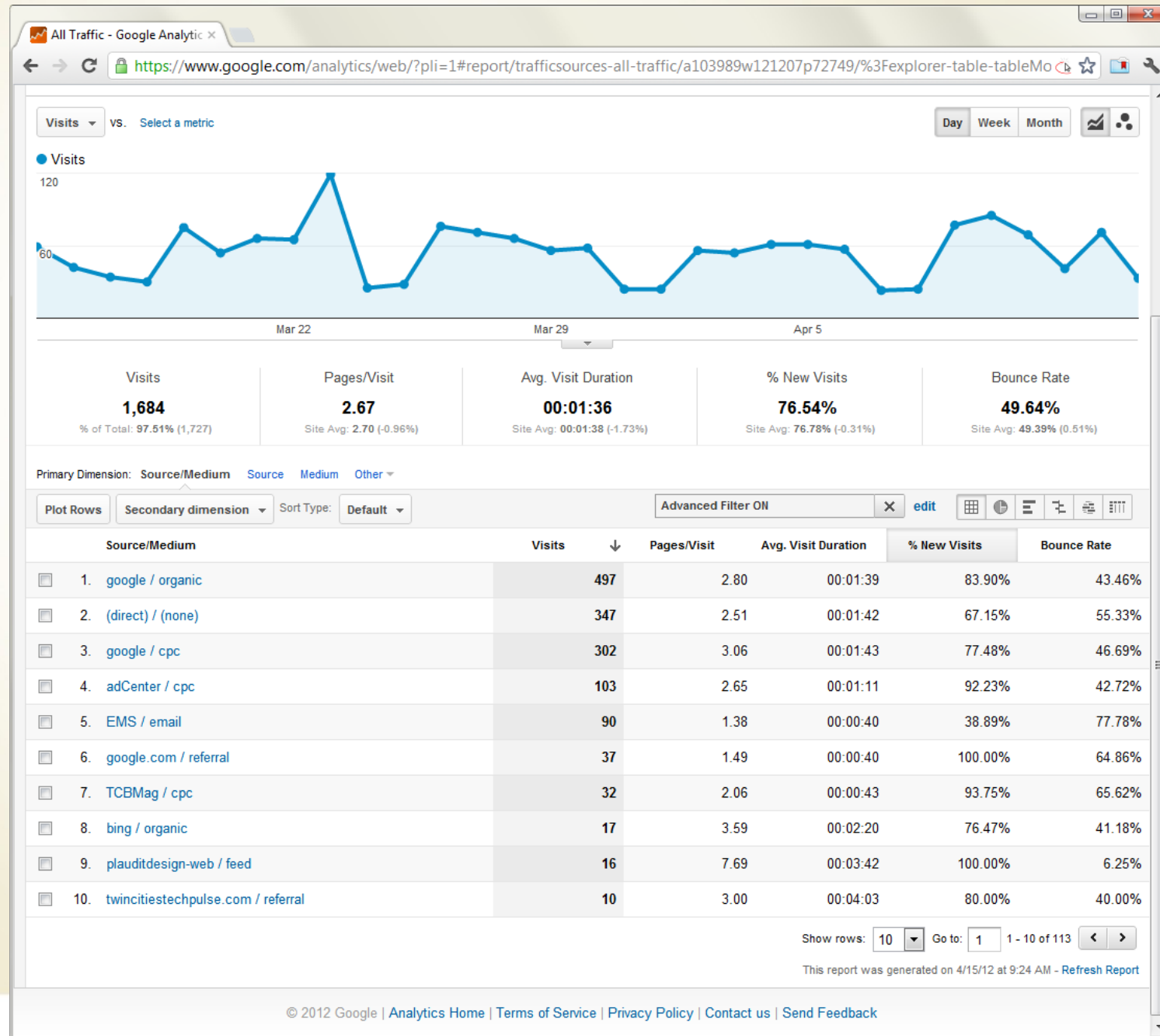
Campaign Term: (identify the paid keywords)

Campaign Content: (use to differentiate ads)

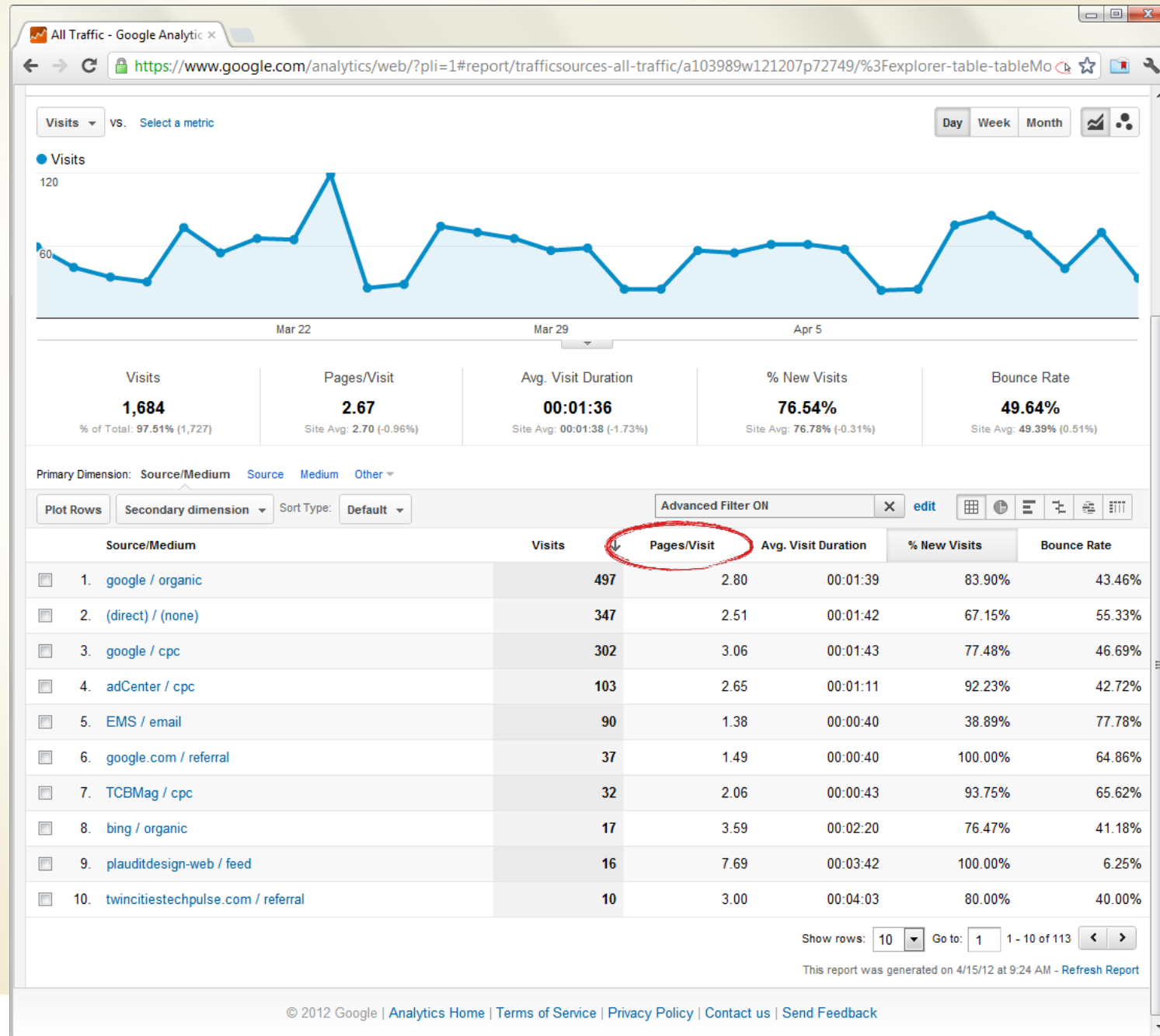
Campaign Name*: (product, promo code or slogan)

Step 3

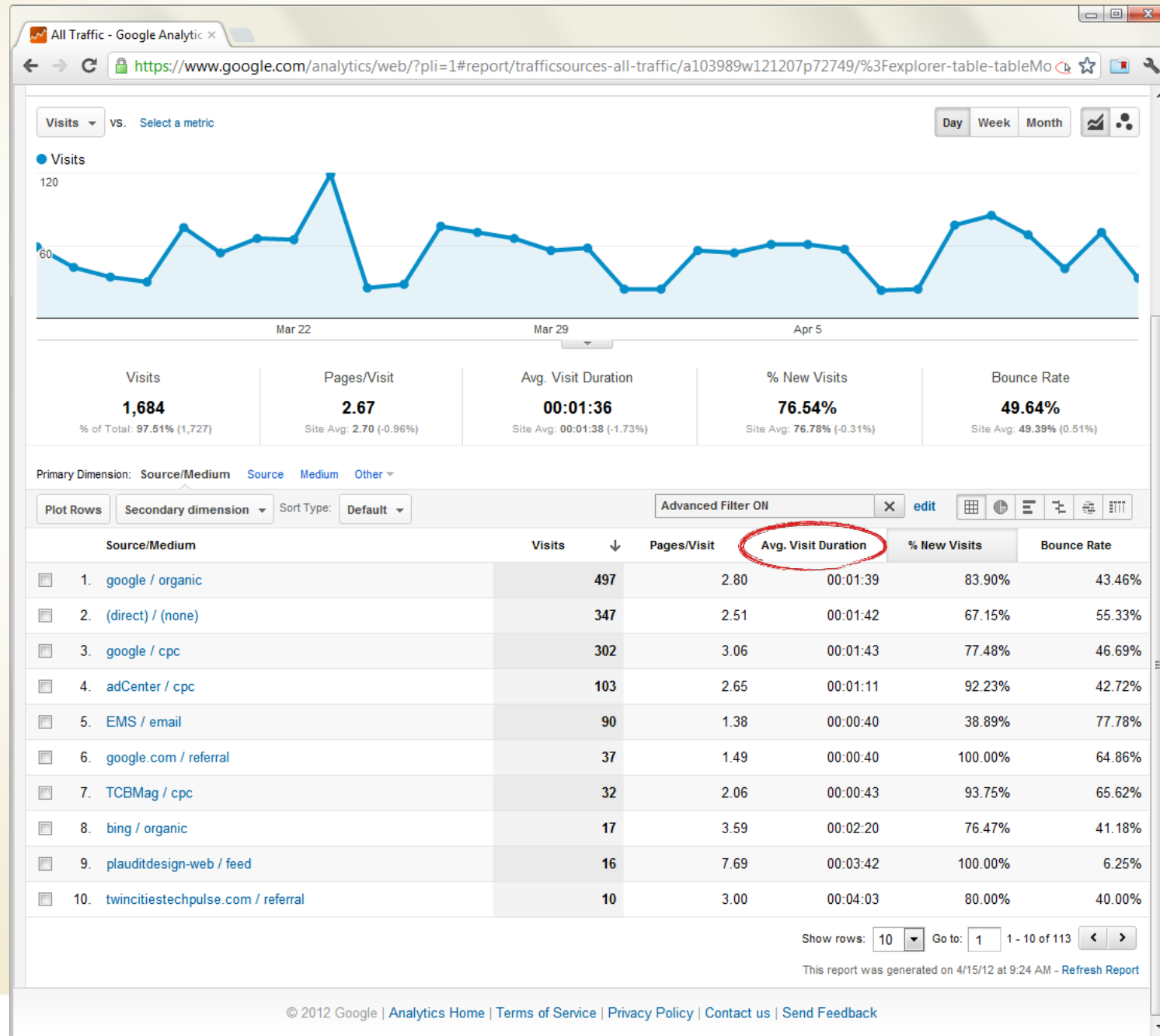
All Traffic Sources



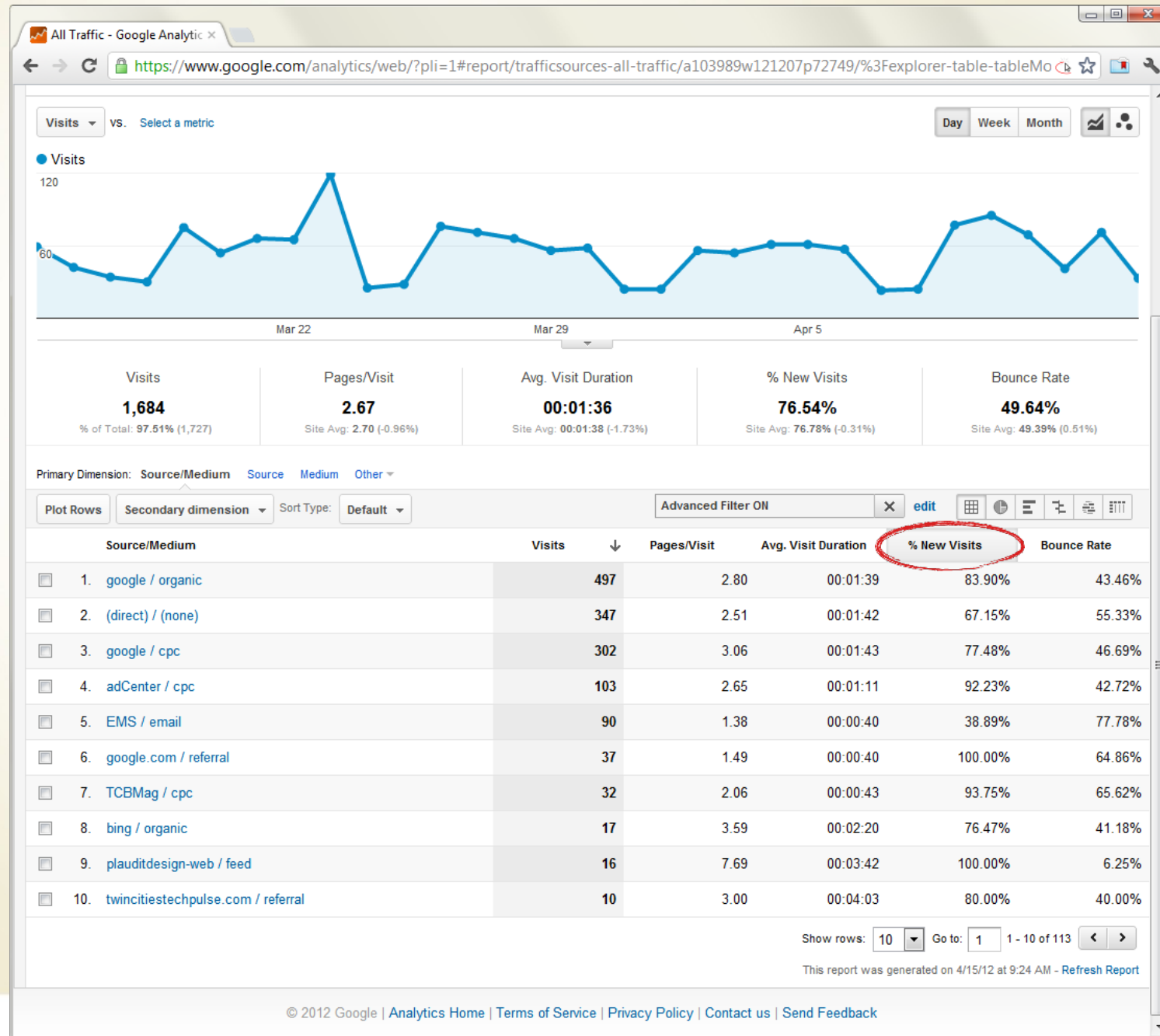
Value? Pages/Visit



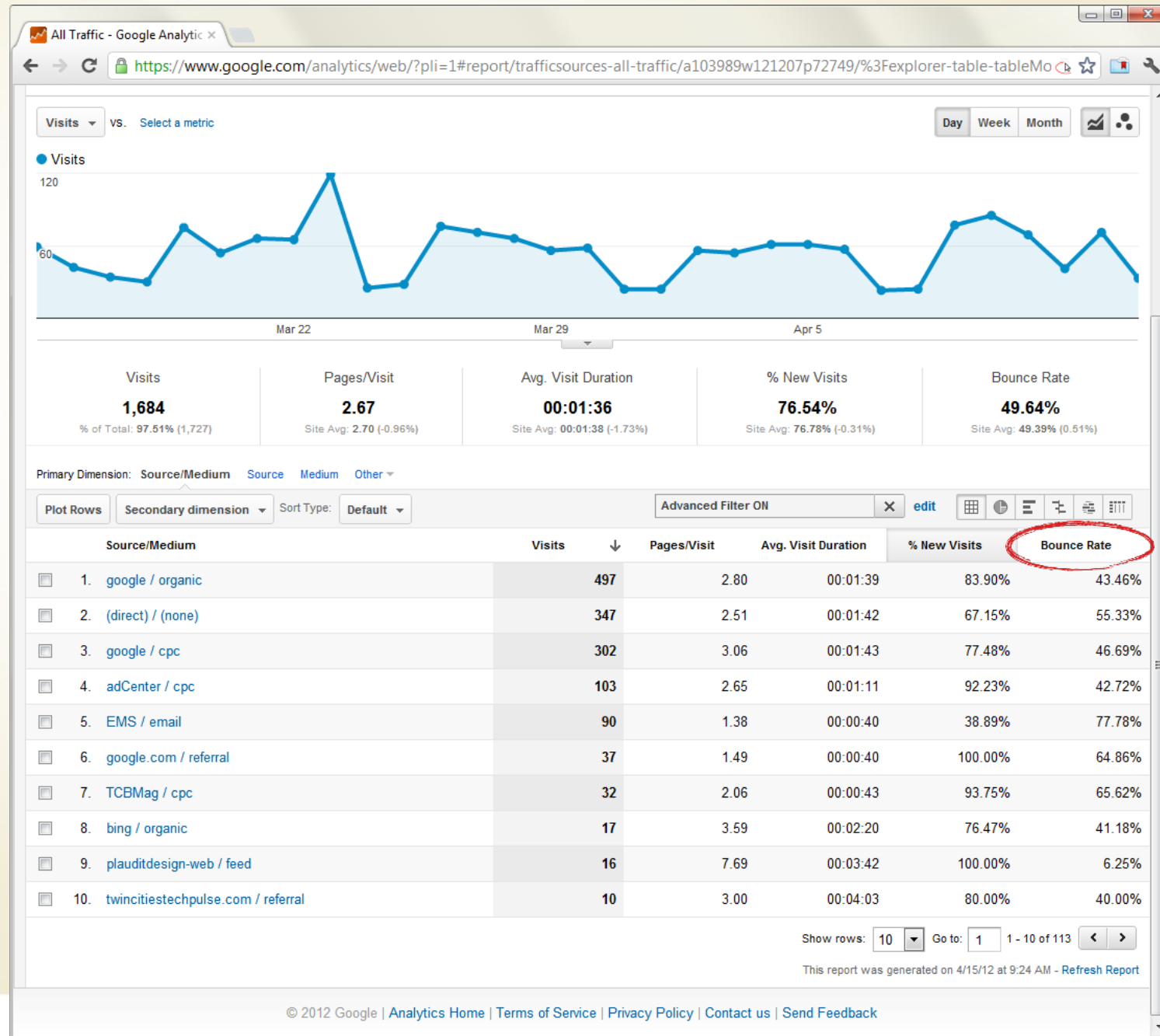
Value? Avg. Visit Duration



Value? % New Visits



Value? Bounce Rate



Value? Goals

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www.dominiumapartments.com/contact-apartments.html

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Let us know your thoughts.

For more information on one of our properties, please select the community from the list below.

Dominium

2905 Northwest Blvd
Suite 150
Plymouth, MN 55441

Phone: (763) 354-5500
Fax: (763) 354-5519
comments@dominiuminc.com

* marks required fields

Name *

Email *

Phone *

Address *

Where should we direct this contact? *

Comments

SUBMIT

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Plymouth MN 55441

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Value

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Vend

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination
☐ Visit Duration
☐ Page/Visit
☐ Event

Goal Details

Goal URL
e.g. For the goal page <http://www.mysite.com/thankyou.html> enter [/thankyou.html](#). To help you verify that your goal URL is set up correctly, please see the [tips here](#).

Match Type

Case Sensitive ☐
URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel ☐
Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter [/step1.html](#)).

SUBMIT

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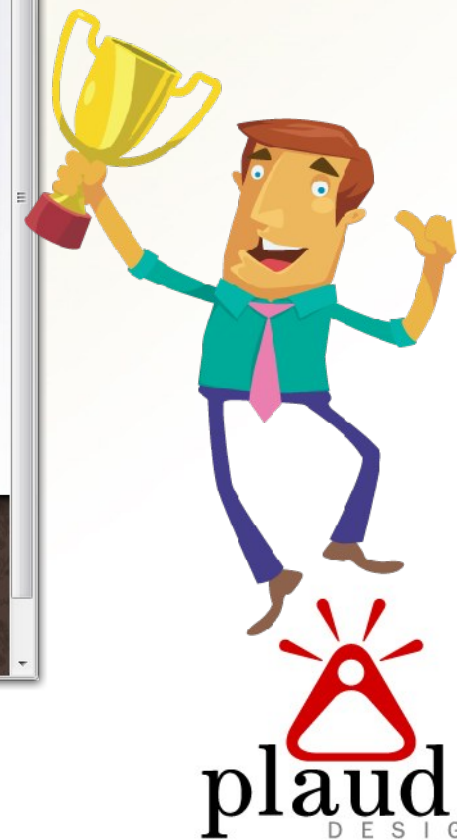
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Value? Goals

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General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☐ URL Destination
☐ Visit Duration
☐ Page/Visit
☒ Event

Goal Details

1. Configure a combination of one or more event conditions from the list below

Category

Action

Label

Value

2. For an event that meets the above conditions set the following goal value

☒ Use the actual Event Value

Goal Value ☐ Use a constant value

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Properties
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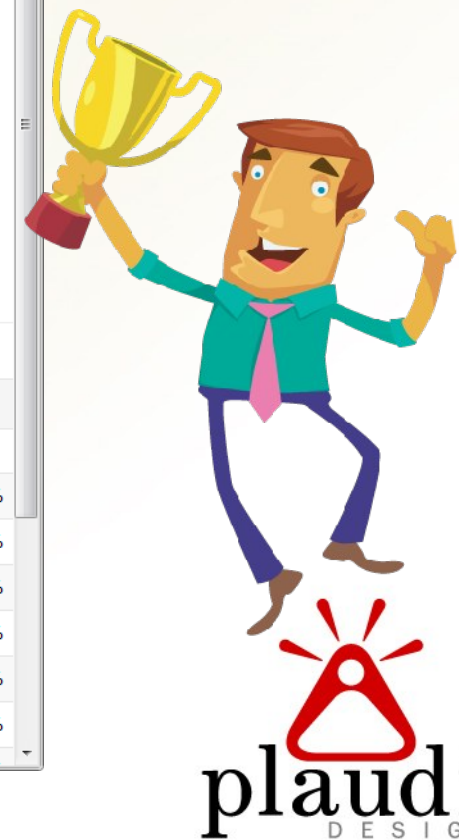
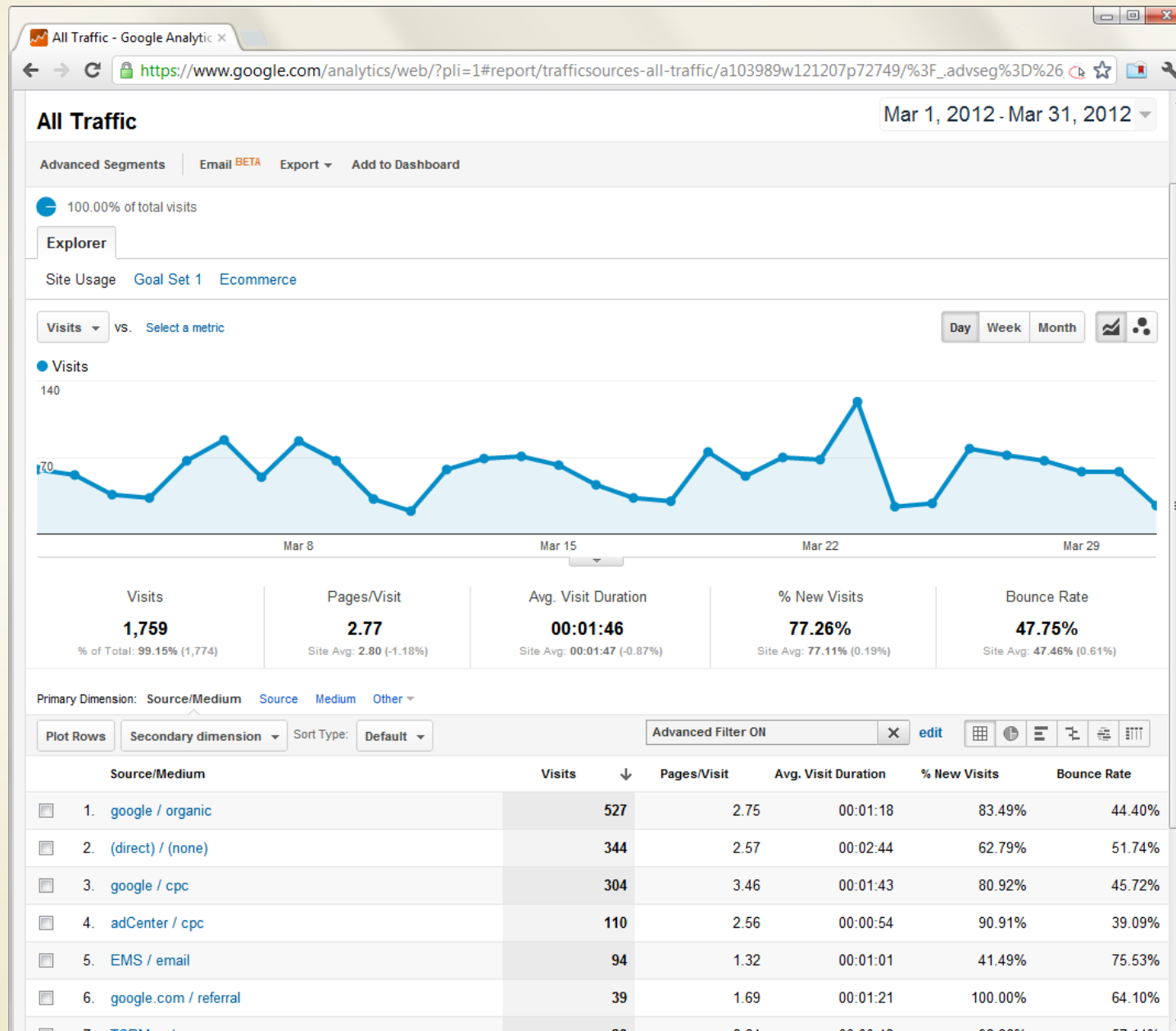
About Us
Careers
Services

Site Map
Intranet

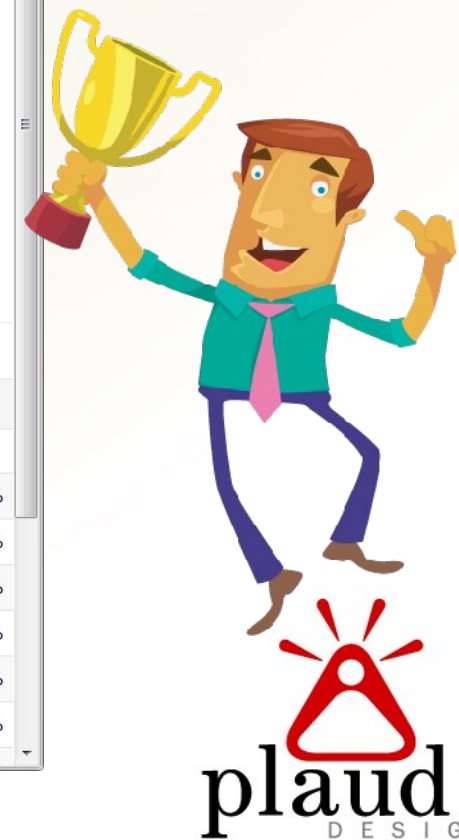
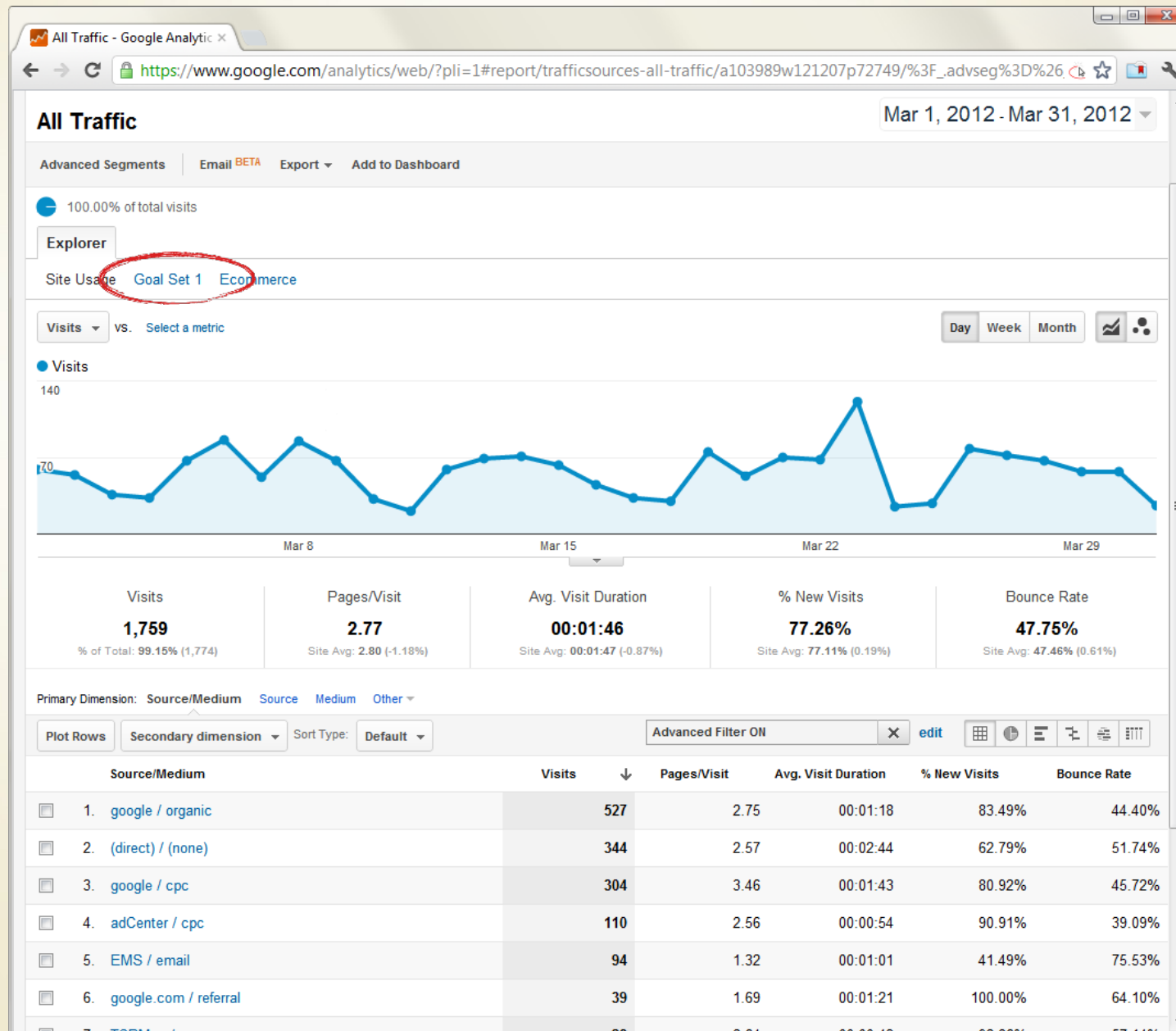
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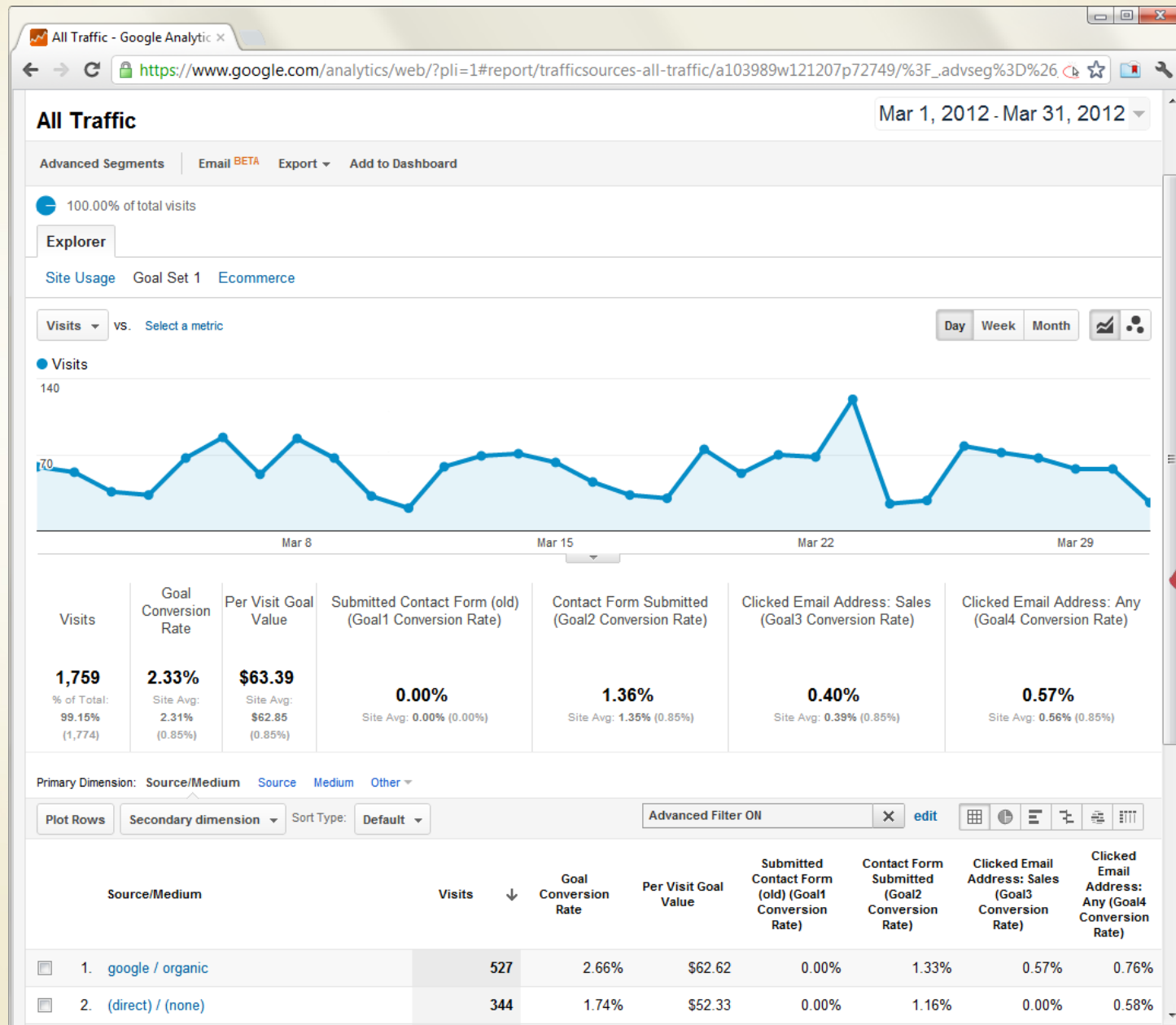
Goals: All Traffic



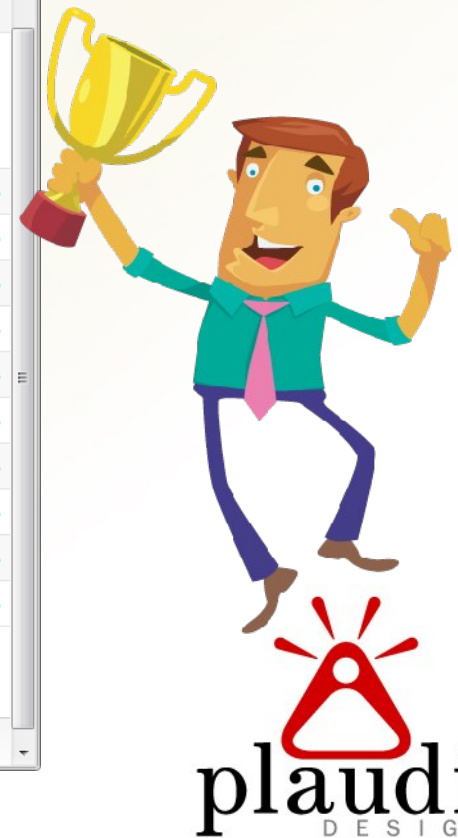
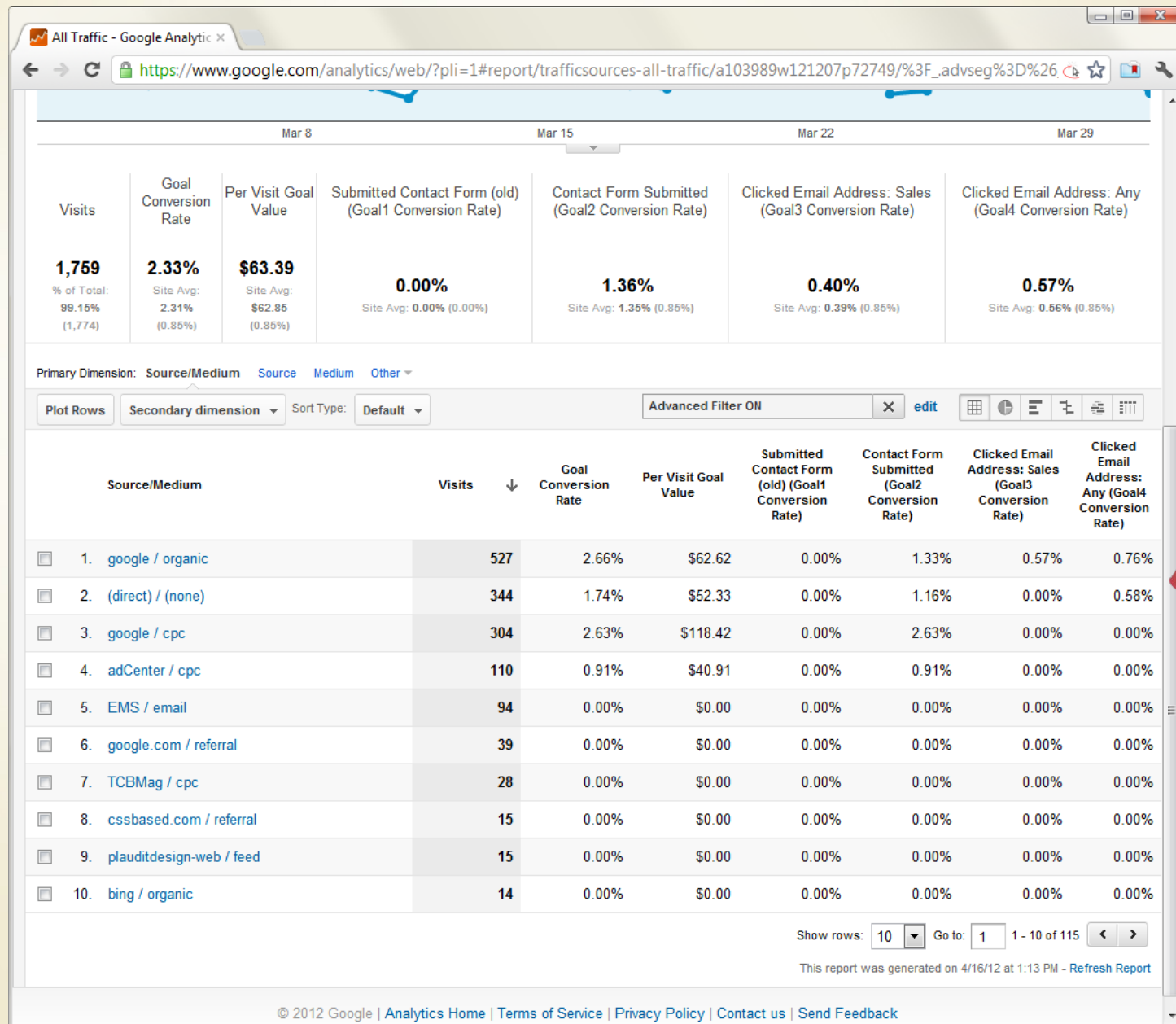
Goals: All Traffic



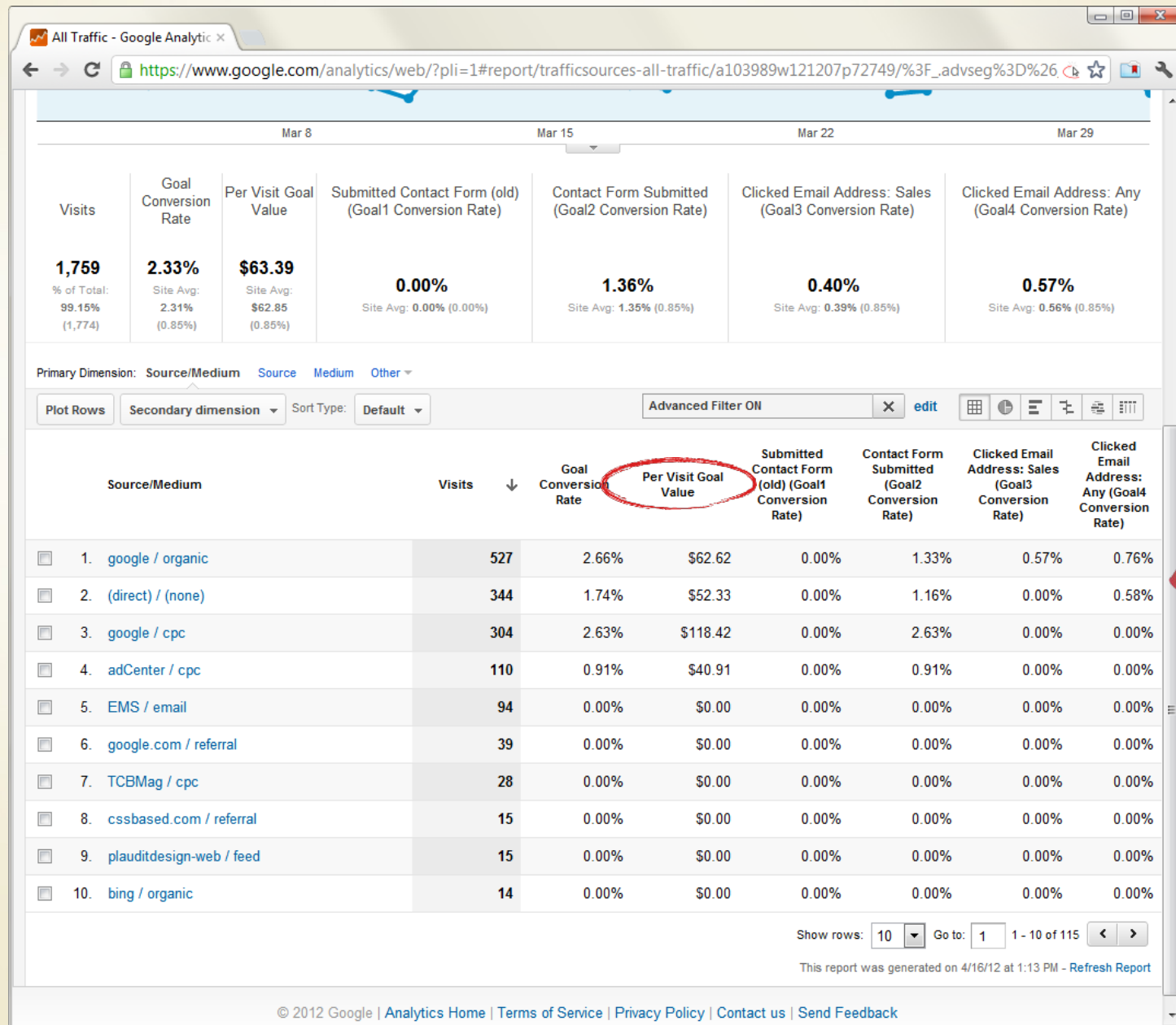
Goals: All Traffic



Goals: All Traffic



Goals: All Traffic



Top Conversion Paths

Jan 1, 2012 - Mar 31, 2012

Conversion Segments Export

Conversion: Path Length: Type:

All

2 or more

All

AdWords

21.49% of total conversions

Explorer

Conversions

Conversions vs. Select a metric

Conversions



Conversions

26

% of Total: 21.49% (121)

Conversion Value

\$78,000.00

% of Total: 22.35% (\$348,999.98)

Primary Dimension: Basic Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension

advanced

	Source/Medium Path	Conversions	↓	Conversion Value
1.	google / cpc (direct) / (none)	3		\$13,500.00
2.	google / cpc google / organic	3		\$5,000.00
3.	designfirmz.com / referral (direct) / (none)	2		\$500.00
4.	hotfrog.com / referral (direct) / (none)	2		\$500.00
5.	google / cpc google / cpc	1		\$4,500.00
6.	google / cpc google / cpc google / organic	1		\$4,500.00

Top Conversion Paths

Jan 1, 2012 - Mar 31, 2012

Conversion Segments Export

Conversion:

All

Path Length:

2 or more

Type:

All

AdWords

21.49% of total conversions

Explorer

Conversions

Conversions vs. Select a metric

Conversions

4

2

Feb 2012

Mar 2012

Conversions

26

% of Total: 21.49% (121)

Conversion Value

\$78,000.00

% of Total: 22.35% (\$348,999.98)

Primary Dimension: Basic Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension



advanced



Source/Medium Path

Conversions

↓

Conversion Value

1.

google / cpc (direct) / (none)

3

\$13,500.00

2.

google / cpc google / organic

3

\$5,000.00

3.

designfirmz.com / referral (direct) / (none)

2

\$500.00

4.

hotfrog.com / referral (direct) / (none)

2

\$500.00

5.

google / cpc google / cpc

1

\$4,500.00

6.

google / cpc google / cpc google / organic

1

\$4,500.00

Top Conversion Paths

Jan 1, 2012 - Mar 31, 2012

Conversion Segments Export

Conversion:

All

Path Length:

2 or more

Type:

All

AdWords

21.49% of total conversions

Explorer

Conversions

Conversions vs. Select a metric

Conversions

4

2

Feb 2012

Mar 2012

Conversions

26

% of Total: 21.49% (121)

Conversion Value

\$78,000.00

% of Total: 22.35% (\$348,999.98)

Primary Dimension: Basic Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension



advanced



Source/Medium Path

Conversions



Conversion Value

1.

google / cpc (direct) / (none)

3

\$13,500.00

2.

google / cpc google / organic

3

\$5,000.00

3.

designfirmz.com / referral (direct) / (none)

2

\$500.00

4.

hotfrog.com / referral (direct) / (none)

2

\$500.00

5.

google / cpc google / cpc

1

\$4,500.00

6.

google / cpc google / cpc google / organic

1

\$4,500.00



Conversions

12

% of Total: 9.92% (121)

Conversion Value

\$45,500.00

% of Total: 13.04% (\$348,999.98)

Primary Dimension: **Basic Channel Grouping Path** Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension: Keyword Path

Advanced Filter ON

edit



Include

Source/Medium Path

Containing

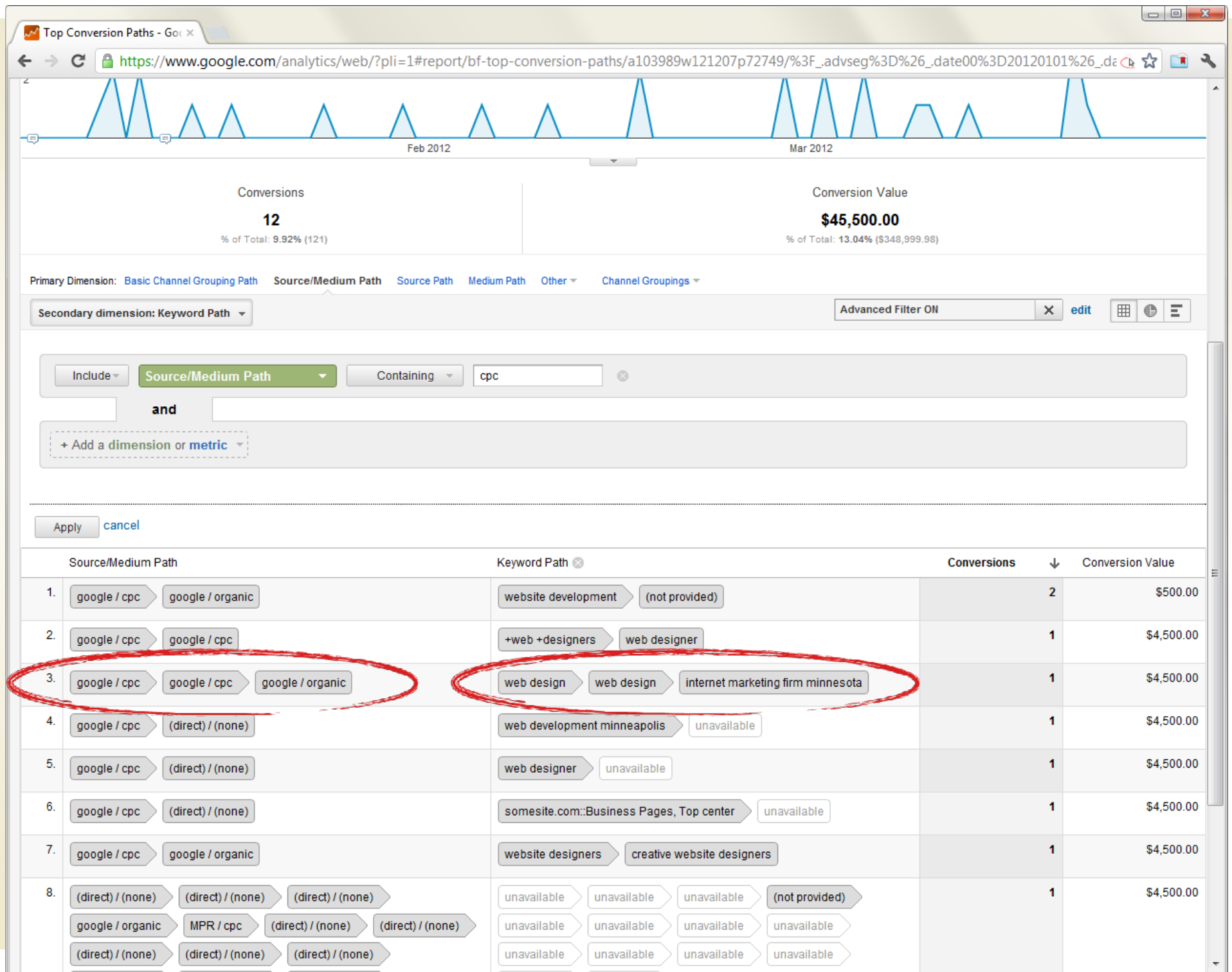
cpc

and

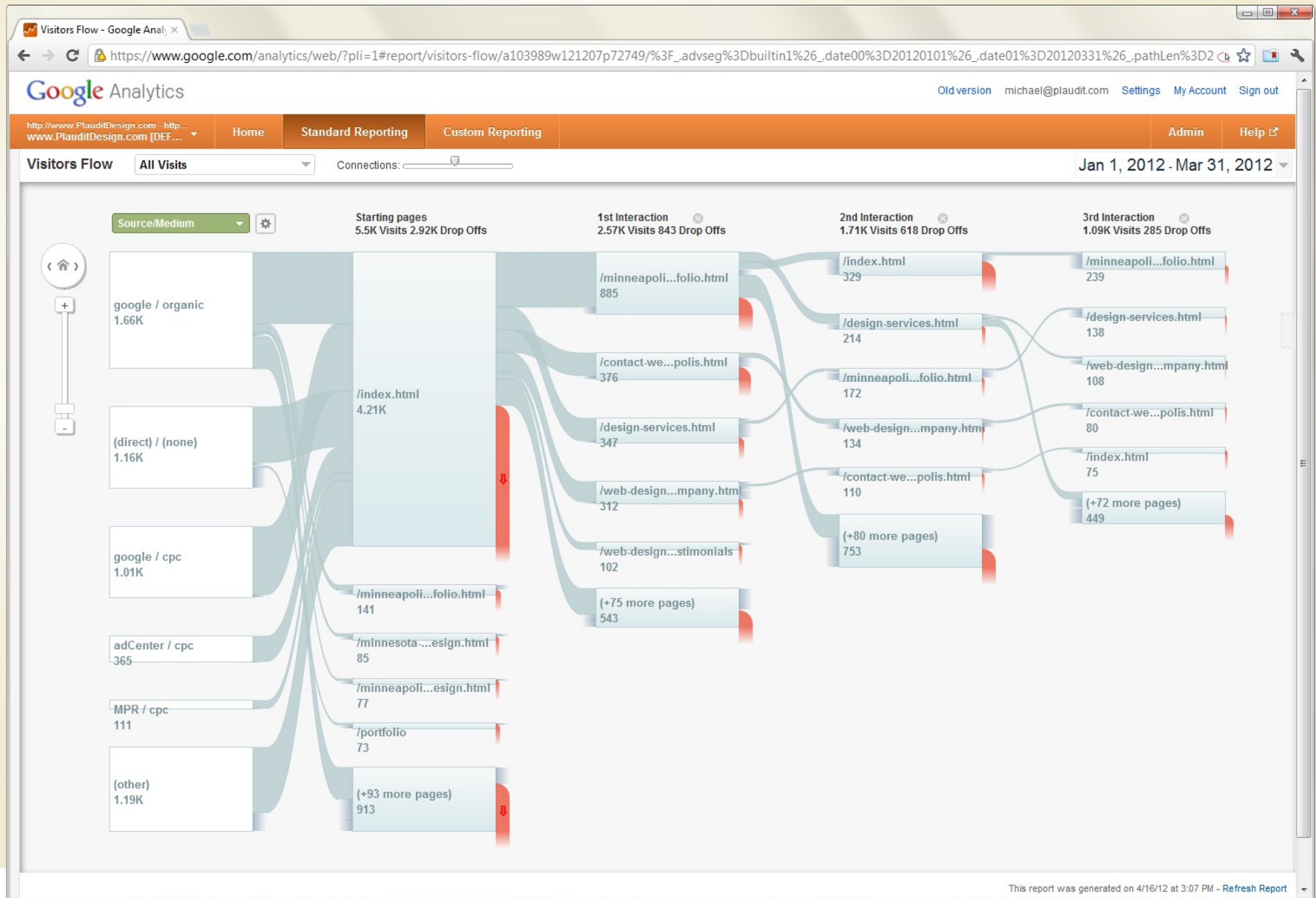
+ Add a dimension or metric

Apply cancel

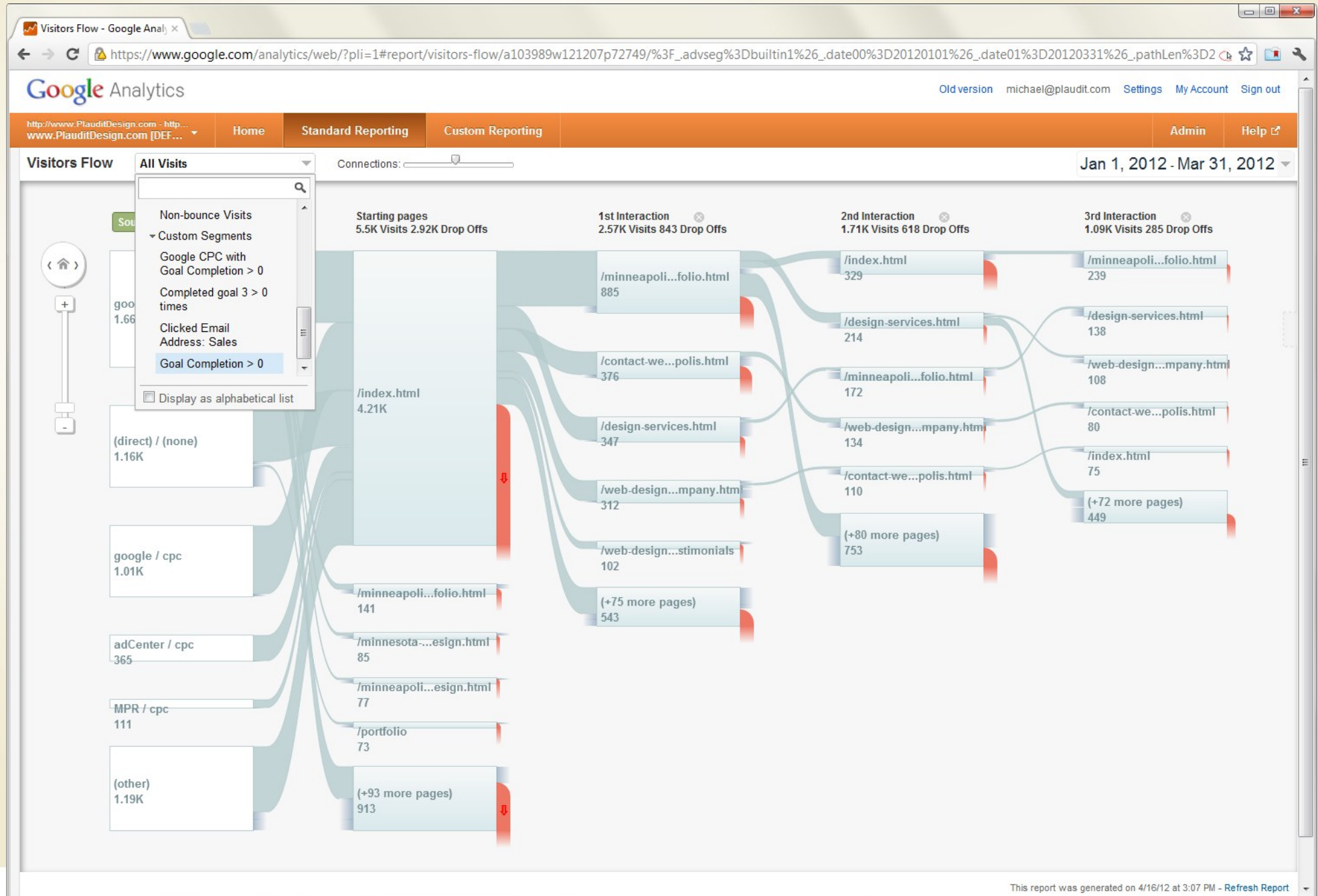
	Source/Medium Path	Keyword Path	Conversions	Conversion Value
1.	google / cpc google / organic	website development (not provided)	2	\$500.00
2.	google / cpc google / cpc	+web +designers web designer	1	\$4,500.00
3.	google / cpc google / cpc google / organic	web design web design internet marketing firm minnesota	1	\$4,500.00
4.	google / cpc (direct) / (none)	web development minneapolis unavailable	1	\$4,500.00
5.	google / cpc (direct) / (none)	web designer unavailable	1	\$4,500.00
6.	google / cpc (direct) / (none)	somesite.com::Business Pages, Top center unavailable	1	\$4,500.00
7.	google / cpc google / organic	website designers creative website designers	1	\$4,500.00
8.	(direct) / (none) (direct) / (none) (direct) / (none) google / organic MPR / cpc (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none) (direct) / (none)	unavailable unavailable unavailable (not provided) unavailable unavailable unavailable unavailable unavailable unavailable unavailable unavailable	1	\$4,500.00



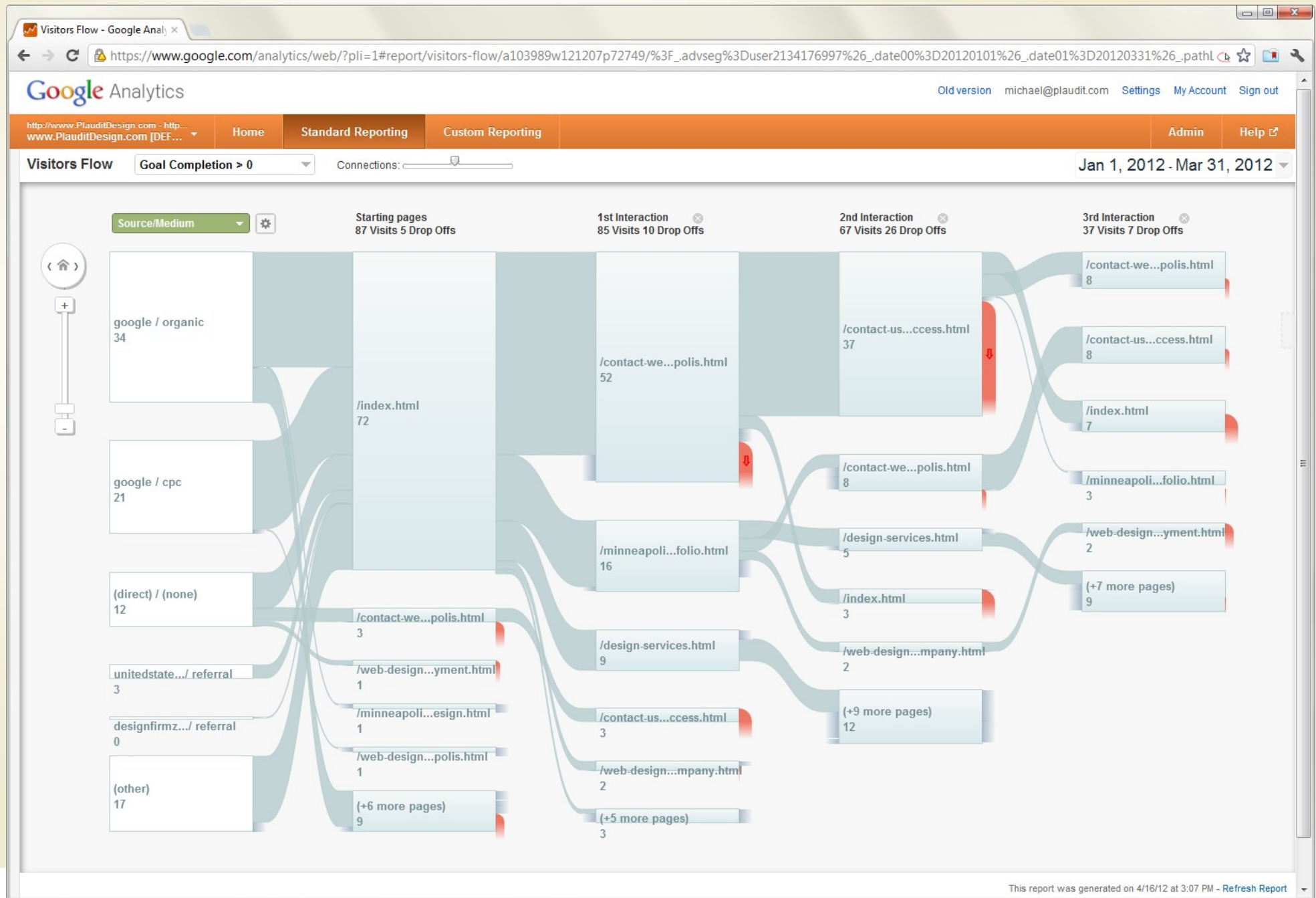
Visitor Flow with Advanced Segmenting



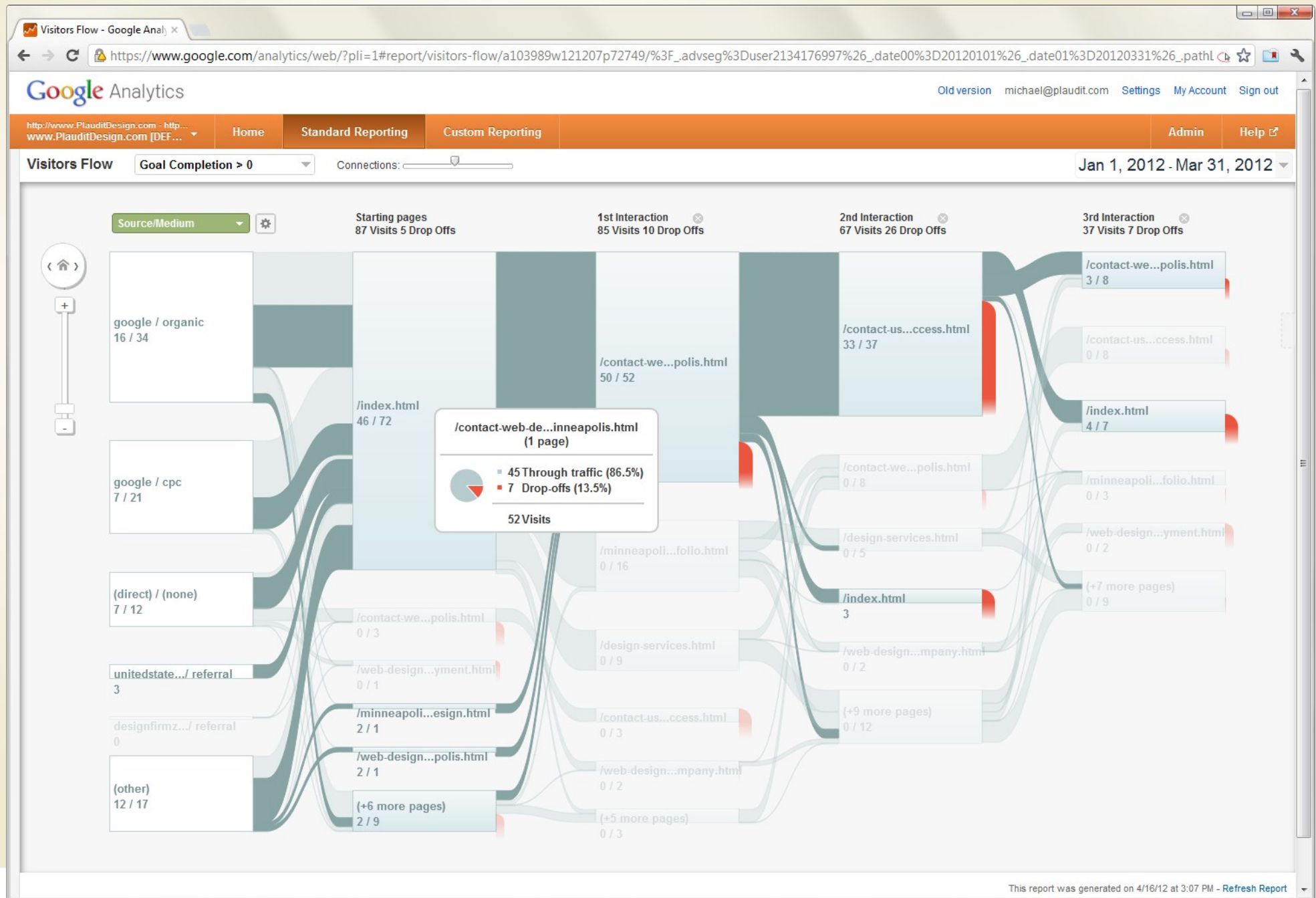
Visitor Flow with Advanced Segmenting



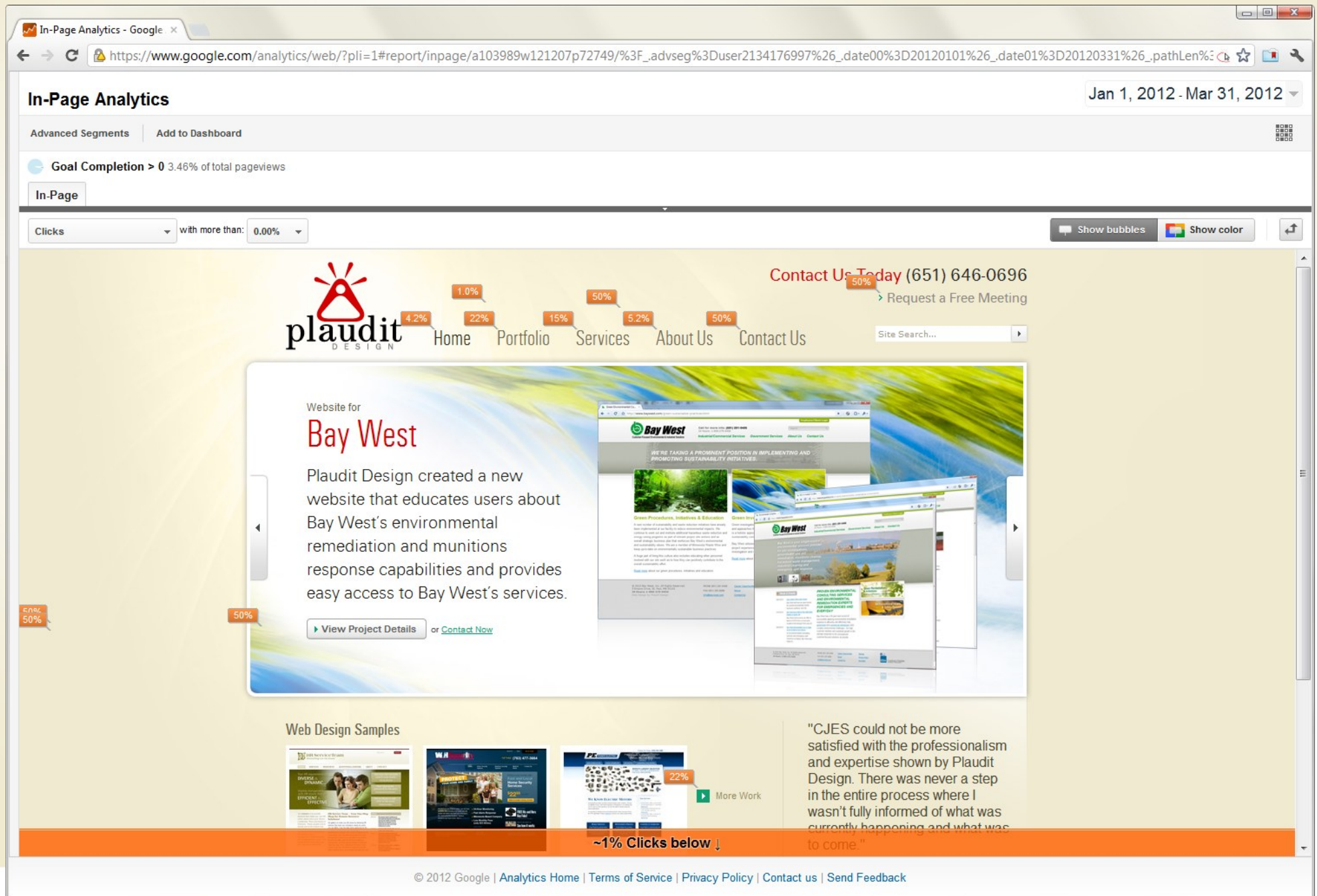
Visitor Flow with Advanced Segmenting



Visitor Flow with Advanced Segmenting



In-Page Analytics




A/B Testing


Professional Minneapolis W x

www.plauditdesign.com/web-design-minneapolis.html

Creating successful websites requires experience and knowledge in graphic design, web development, website hosting, Internet marketing and site maintenance. Plaudit Design performs all of these and more in a professional environment. Realize your business goals with our results-oriented design process.




Web Design Examples



Tenet Painting

Tenet Painting wanted a redesign of their existing website to increase traffic to their site and gain new customers.


[See More](#)



Greystone Construction

Greystone Construction needed a new web design that featured a clean, professional look with strong usability and visual appeal to highlight their construction abilities and featured projects.

[See More](#)



SKB Environmental

The solid waste disposal company hired Plaudit to redesign and launch their website with improved functionality, simplicity and a user-friendly interface.

[See More](#)

[View More Client Work](#)

Launch Your New Site. Click to... [Contact Us](#)

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Get Started. Click to... [Contact Us](#)

Find Out How to Get Started. Go ahead and... [Contact Us](#)

A/B Testing

Professional Minneapolis W x

← → ↻ www.plauditdesign.com/web-design-minneapolis

Creating successful websites requires knowledge in graphic design, web hosting, Internet marketing and site Design performs all of these and more in one environment. Realize your business oriented design process.

Web Design Examples

Tenet Painting

Interior & Exterior PAINTING

OUR WORK

free estimate

20% off

Tenet Painting wanted a redesign of their existing website to increase traffic to their site and gain new customers.

▶ See More

Launch

Find Out How

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Top Events - Google Analytics x

← → ↻ https://www.google.com/analytics/web/?pli=1#report/content-event-events/a103989w121207p72749/%3F_advseg%3Duser21

Top Events

ALL » EVENT CATEGORY: CTA » EVENT ACTION: Button Click

Advanced Segments | Customize | Email BETA | Export | Add to Dashboard

Goal Completion > 0 0.05% of total unique events

Explorer

Event | Site Usage | Ecommerce

Total Events vs. Select a metric

Day | Week | Month

● Total Events (Goal Completion > 0)

	Total Events	Unique Events	Event Value	Avg. Value
Goal Completion > 0	15 % of Total: 0.19% (8,095)	14 % of Total: 0.05% (29,719)	0 % of Total: 0.00% (0)	0.00 Site Avg: 0.00 (0.00%)

Primary Dimension: Event Label | Other

Secondary dimension | Sort Type: Default

Event Label	Total Events	Unique Events	Event Value	Avg. Value
1. Launch Your New Site. Click to... Contact Us	7	6	0	0.00
2. Jumpstart Your Website. Find out how by... Contacting Us	2	2	0	0.00
3. Want to Learn More? Please... Contact Us	2	2	0	0.00
4. Discover the Possibilities. Start by... Contacting Us	1	1	0	0.00
5. Find Out How to Get Started. Go ahead and... Contact Us	1	1	0	0.00
6. Find Out How To Get Started. Go ahead and... Contact Us	1	1	0	0.00
7. Want to see more? Simply... Contact Us	1	1	0	0.00

Show rows: 10 | Go to: 1 | 1 - 7 of 7

This report was generated on 4/16/12 at 5:18 PM - Refresh Report

Measuring Interaction

Conference Schedule for Tv x

www.twincitiestechpulse.com/schedule.html

Schedule Location Partners Register

TWEET EMAIL

techpulse

2012 Conference Schedule

Highlight sessions by topic:

Management Technical Education

Full Schedule

Print

8:00 am - 8:30 am

Registration
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

Welcome Presentation & Continental Breakfast
Ballroom

9:00 am - 9:15 am

Break
Expo Tables

9:15 am - 10:00 am

Systems Management - The Case for an Ounce of Prevention +
Meeting Room 1
Investigate the strategies and resources available to keep your computing infrastructure humming.

Becoming an Instrument-Rated Leader +
Meeting Room 2
Learn how to begin adding business metrics to their management tool box.

Your Interests

Print Email

8:00 am - 8:30 am

Registration
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

Welcome Presentation & Continental Breakfast
Ballroom

9:00 am - 9:15 am

Break
Expo Tables

9:15 am - 10:00 am

Website Trends and Techniques to Improve Your Marketing -
Meeting Room 7
We will cut through the hype to discuss trends and techniques related to your website to improve your marketing efforts both online and

Measuring Interaction

The screenshot shows a web browser window with the URL www.twincitiestechpulse.com/schedule.html. The page features a navigation bar with links for Schedule, Location, Partners, and Register, along with TWEET and EMAIL buttons. The techpulse logo is on the left. The main heading is "2012 Conference Schedule". Below it, a section titled "Highlight sessions by topic:" has three tabs: Management, Technical, and Education, all of which are circled in red. The page is divided into two columns. The left column, titled "Full Schedule", lists events by time slot: 8:00 am - 8:30 am (Registration), 8:30 am - 9:00 am (Welcome Presentation & Continental Breakfast), 9:00 am - 9:15 am (Break), and 9:15 am - 10:00 am. The right column, titled "Your Interests", shows a similar schedule but with specific sessions highlighted in the 9:15 am - 10:00 am slot: "Systems Management - The Case for an Ounce of Prevention" and "Becoming an Instrument-Rated Leader" in the left sub-column, and "Website Trends and Techniques to Improve Your Marketing" in the right sub-column. Red circles highlight the plus (+) and minus (-) icons used to expand or collapse these session details.

Conference Schedule for Tv x

www.twincitiestechpulse.com/schedule.html

Schedule Location Partners Register TWEET EMAIL

techpulse

2012 Conference Schedule

Highlight sessions by topic:

Management Technical Education

Full Schedule

Print

8:00 am - 8:30 am

Registration
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

Welcome Presentation & Continental Breakfast
Ballroom

9:00 am - 9:15 am

Break
Expo Tables

9:15 am - 10:00 am

Systems Management - The Case for an Ounce of Prevention
Meeting Room 1
Investigate the strategies and resources available to keep your computing infrastructure humming.

Becoming an Instrument-Rated Leader
Meeting Room 2
Learn how to begin adding business metrics to their management tool box.

Your Interests

Print Email

8:00 am - 8:30 am

Registration
Upper level of the River Centre - near skyway

8:30 am - 9:00 am

Welcome Presentation & Continental Breakfast
Ballroom

9:00 am - 9:15 am

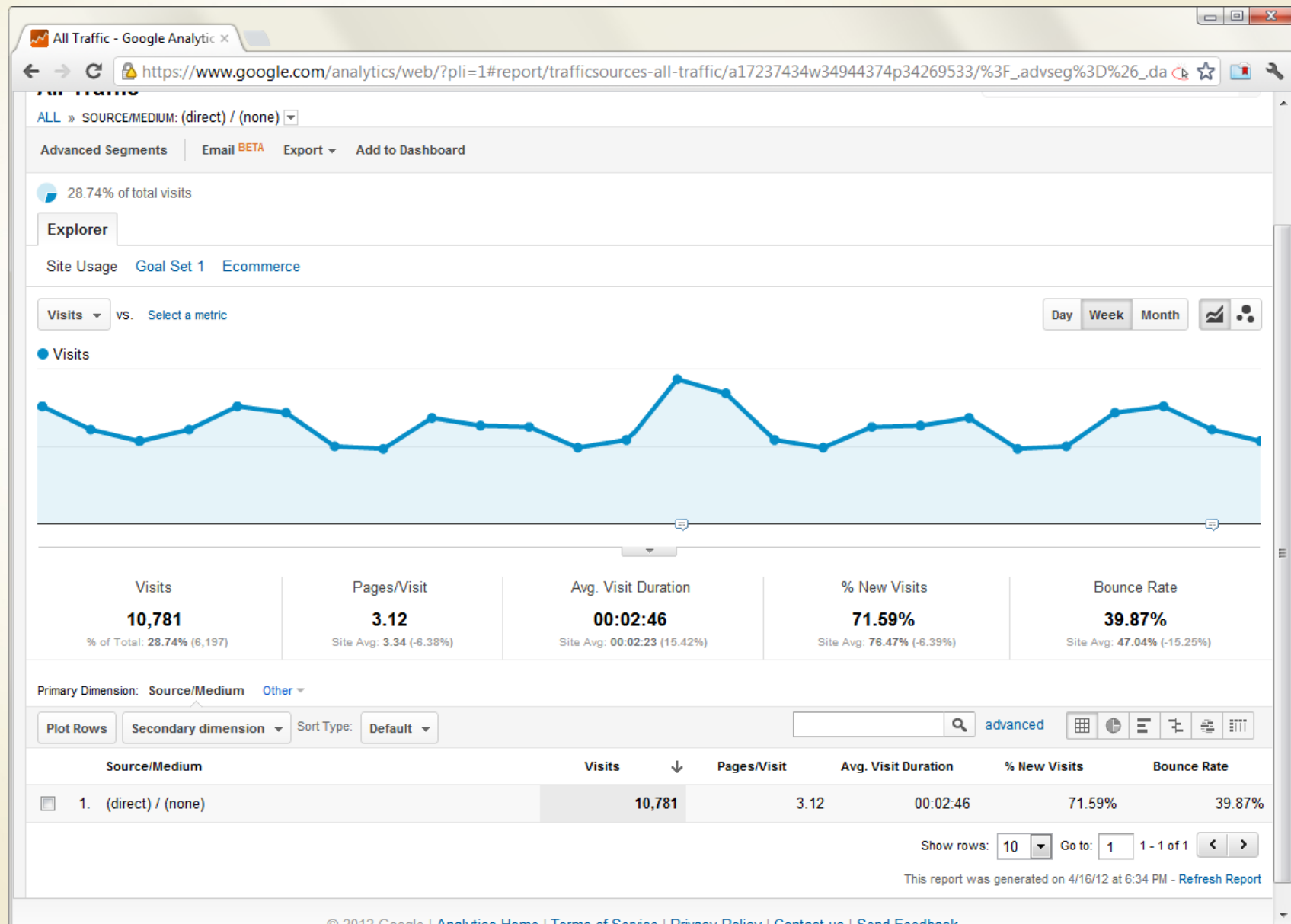
Break
Expo Tables

9:15 am - 10:00 am

Website Trends and Techniques to Improve Your Marketing
Meeting Room 7
We will cut through the hype to discuss trends and techniques related to your website to improve your marketing efforts both online and

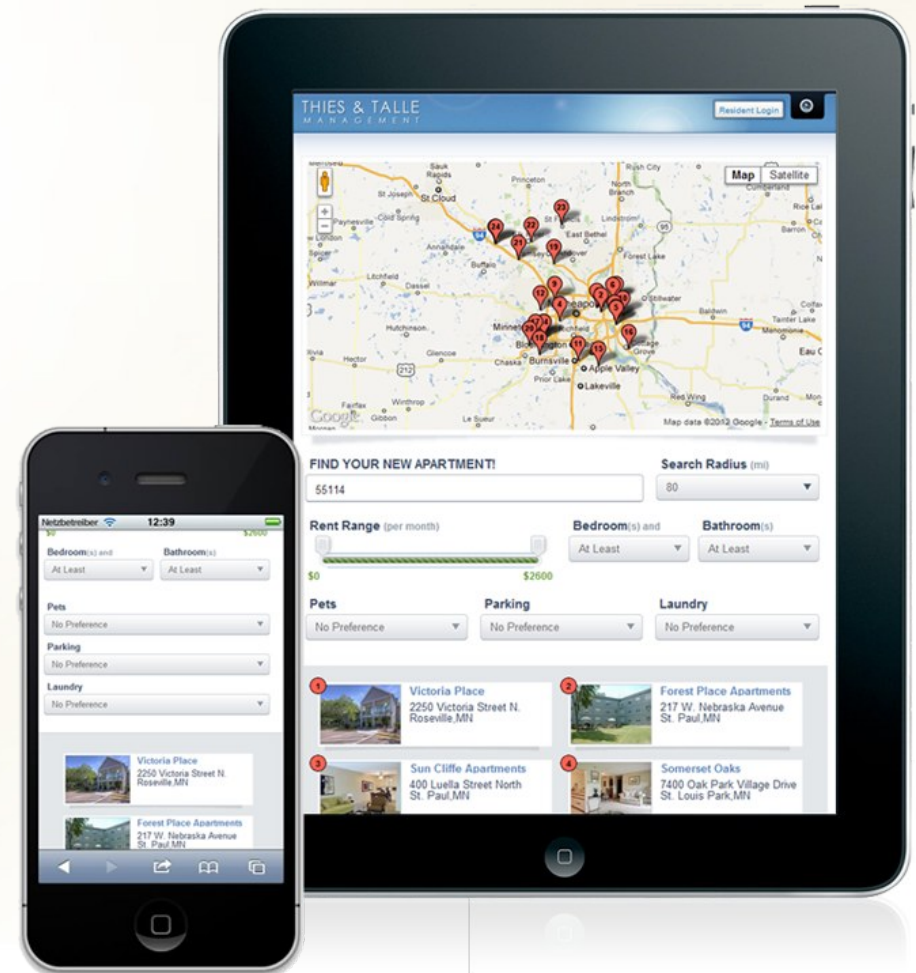
But, what about
offline campaigns?

Spikes and Annotations



General Idea and Tools

- Mobile Devices
- QR Codes and Vanity URLs
- Landing Pages
- Digital Printing



General Idea and Tools

- Mobile Devices
- QR Codes and Vanity URLs
- Landing Pages
- Digital Printing



domain.com/short



General Idea and Tools

- Mobile Devices
- QR Codes and Vanity URLs
- Landing Pages
- Digital Printing



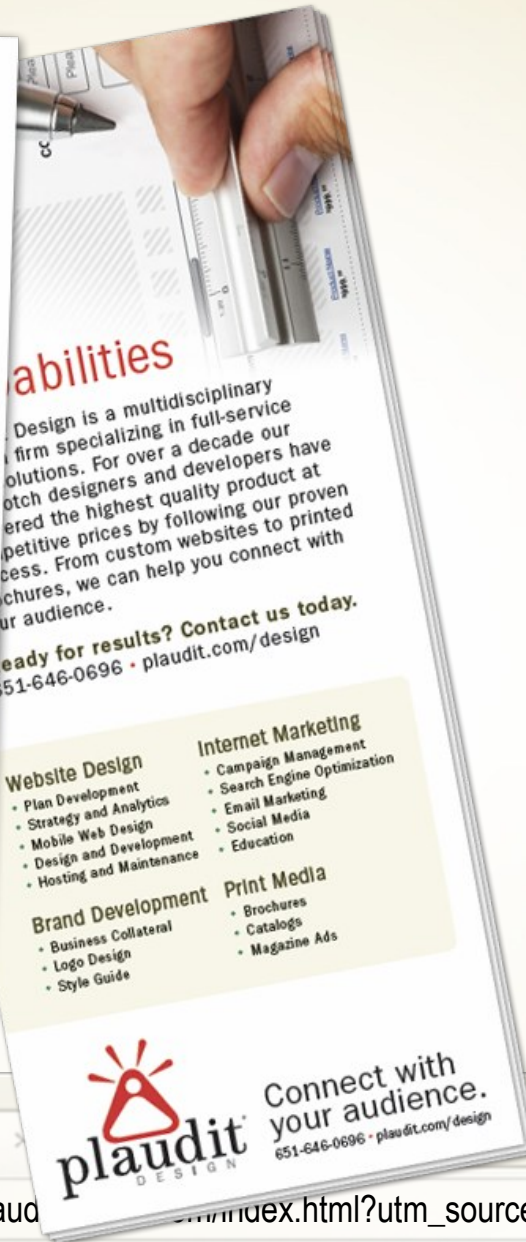


Ready for
Results?

Start connecting with
your audience today.

- Web Design
- Internet Marketing
- Brand Development
- Printed Media

plaudit.com/design



How it Works

- Short Vanity URL
- QR Code
- Track Separately

← → ↺ http://www.plaudit.com/index.html?utm_source=event&utm_medium=short-url&utm_campaign=event

← → ↺ http://www.plauditdesign.com/index.html?utm_source=event&utm_medium=qr-code&utm_campaign=event

On The Radio

- Vanity URL
- Redirect to tracking URL
- Easy to phrase remember
- Length is not as important
- Purchase misspellings
- Call to action
- Repeat the phrase



Postcard with Variable Data

- Unique tracking by:
 - Marketing message
 - Industry
 - Geography
 - Or other criteria
- Test results
- Change campaign early

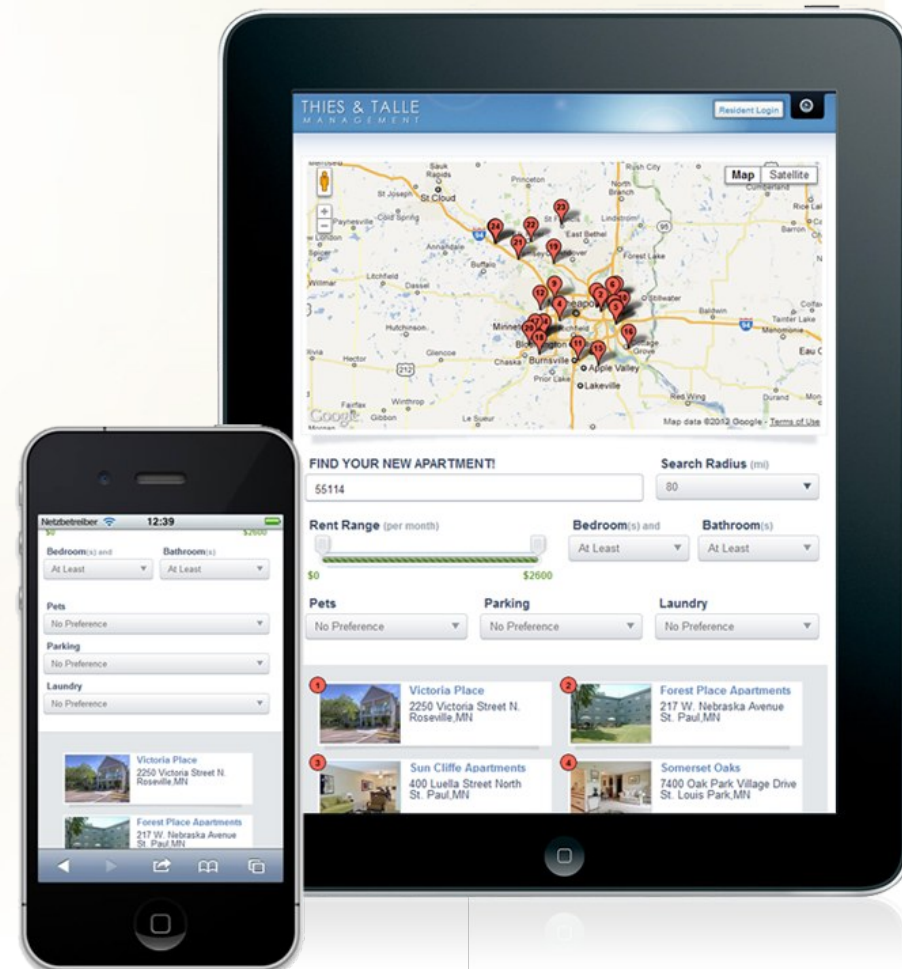
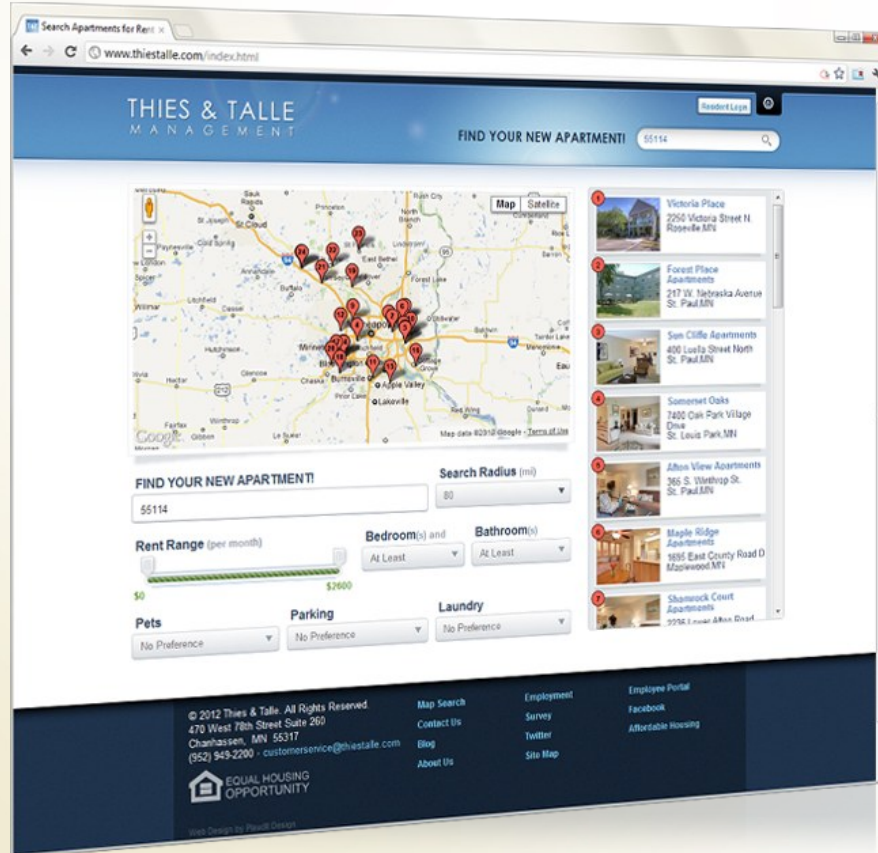


Trends and Lessons

That you can implement today.

Devices and Technology

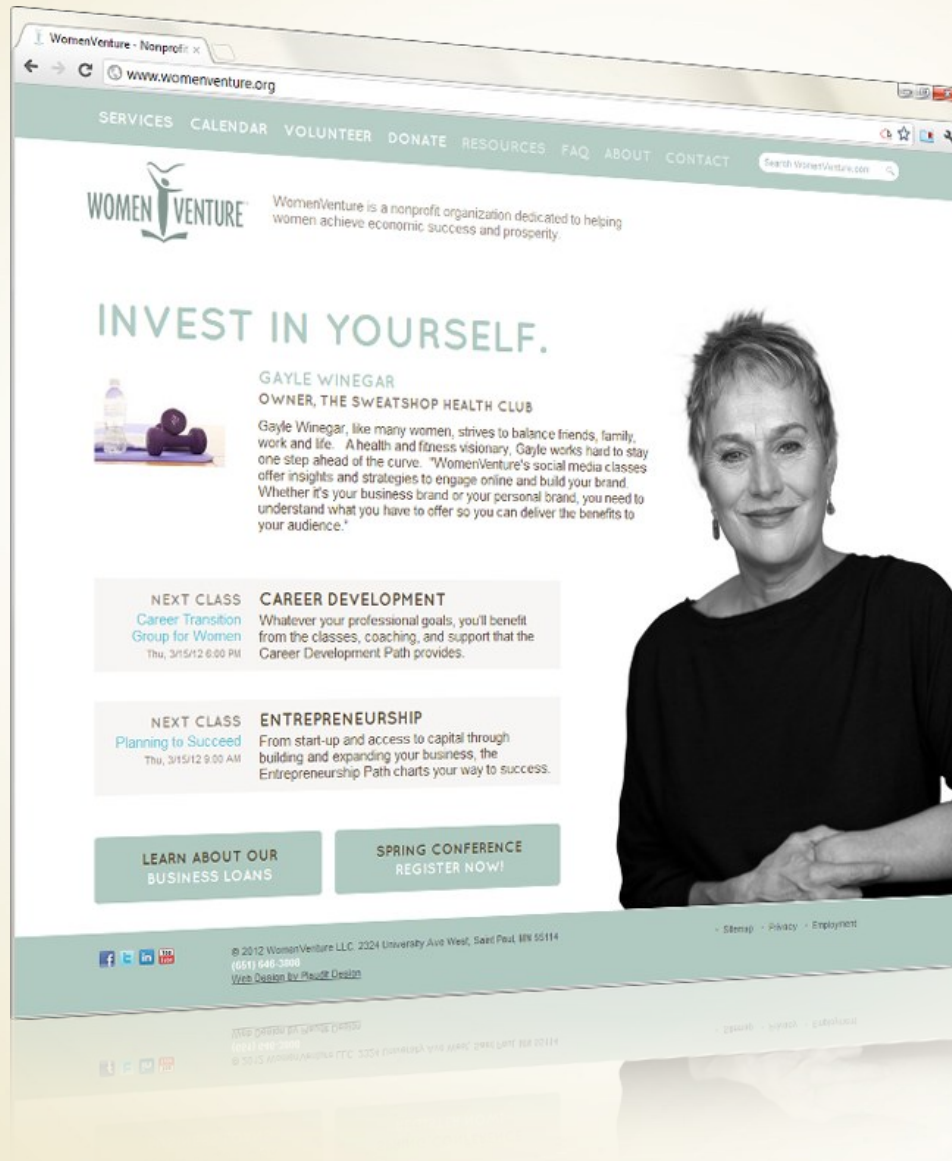
- Responsive web design
- Flash is out HTML5 is in



Simplification

- Less is more
- Emphasize what is important
- Options lead to user paralysis





For Success

- Photos of people
- Prominently show results
- Calls to actions
- Videos and interactive illustrations



Social

- Strategic thinking and planning
- Easy sharing of content
- Gateway pages
- Track results



Know What Works

- Plan and define your metrics
- Collect your campaign data
- Analyze results and refine



Questions?

Plaudit.com/techpulse2012

