How to Evaluate Your Web Site Performance

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You must evaluate your web sites performance. In order to evaluate your web site performance effectively you must have a clear vision of the purpose of your website, without it you won't receive the performance you desire. You must have goals for your website. They guide you in the development and monitoring of your site. What sort of action do you want your visitors to take? Do you want them to fill out a form to subscribe to your newsletter or do you want them to purchase a product? If you want peak efficiency, there are steps you must take.

First, check to see how many people visit your site over whatever period of time you choose, a week, a month, etc. To set a good baseline measurement, choose a month when you aren't doing a special promotion. A large amount of visitors doesn't guarantee that your site is successful. Your sites performance is based on what action a visitor takes. Monitoring the number of visitors who make a purchase is equally important.

A crucial element that helps you determine your websites efficiency is called the site conversion rate. In order to determine your conversion rate, check the number of visitors you have per month and calculate the percentage of those who take the action you wanted them to, whether it was to make a purchase or sign up for your newsletter.

If, for example, you had 1,000 visitors to your site, and 10 of them took action, the conversion rate would be .1%.

You arrive at the conversion rate figure by dividing the total number number of visitors by the

number of visitors that took action. Then dividing that result by 100. (1000 divided by 10 = 1.00 divided by 100 = .1%)

You need to determine the difference between your sites conversion rate and the sales conversion rate. Those who fill out a form on your site for a newsletter are not yet a paying customer.

No matter what action you're asking your sites visitor to make, the site conversion rate will help you determine the success of any changes you make to your site. Your site conversion rate will help you determine whether you need to to increase your marketing or perhaps to add new marketing strategies. When launching a new SEO (Search Engine Optimization) Campaign, there are several methods to choose from to increase the flow of traffic to your site. A properly targeted campaign will increase your ranking in the search engines. This puts you in a better position for prospects to find you.

You can outsource your SEO or you can do it yourself. I think it's smart to at least learn some of the basic skills of SEO yourself. Whichever you decide to do, after your rankings improve, continue monitoring your results, adjusting your efforts as needed to maintain a high position. Another factor you'll want to take into consideration is your site's ease of use. If you want your visitor to sign up for your newsletter, then you need to make the form easy to find. If they have to scroll down endlessly to find the form or click three or four pages to fill it out, you've probably lost them. Web forms and buttons used on your site must be highly visible and accessible.

Whenever possible, have your web copy written or evaluated by a professional. Your copy's goal is to get your visitor to take action! Your website copy should be written specifically for your target audience. The difference between profit and loss can be found in having the right copy for your online campaign. For some great free resources to help you go to: www.frugalebizproducts.com/frugalresources.html