Facebook Fortunes Webinar 29

Measuring and Fine Tuning

Daryl:

Hey everyone and welcome to this week's webinar in the Facebook Fortunes series. This is all about measuring and fine tuning. So who loves steps and spreadsheets, and who absolutely hates doing this stuff? Let me know in the question box if you love it or hate it. Just write love or hate in the question box when it comes to actually testing and measuring things. We've also got Kerrie on. Say Hi Kerrie.

Kerry:

I love this stuff. This is really good information, and one of the reasons why we decided to cover this, is because we've been finding a lot of people can't read their google analytics or have no idea how to read them, and it's really important if we're driving traffic to facebook to actually know there are the stats as well.

Daryl:

Absolutely, And one of the issues is that this google analytics is such a monster. It's so easy to get overwhelmed with it, but the reality is that 99% of the time, I use one particular screen in google analytics and it's a bit hard to find, but once you've found it it's got all the info on it that you actually need.

So what I'm going to do today is show you around that and how to use it. I'm also going to show you how that links into things that you may be measuring, and then what to do with that information. Because it's one thing to measure it but then, what do we do once we know those answers?

What we're covering today, is first of all, the google analytics stats. I've got some screenshots and I can actually go live to analytics and show you that too. Having a look at you're aweber stats. This is particularly important if what you're doing is driving traffic to anything where people are opting in to where you're building a list. And then what we do with that is, reviewing your website, and copying and making changes to your website copy based on what you're seeing on analytics.

As usual guys, if you've got any questions on the way through, pop them into the question box and I will try and answer them on the way through. If I don't get to do that then we will do it at the end.

Kerrie, feel free to chip in at any point.

Kerry:

I'm looking forward to this.

Daryl:

Google analytics 101. Basically, google analytics is used to measure the number of people who visit your website, and it really is as simple as that; it measures website traffic. So there's a few other refinements around that, but pretty much what you're using analytics for, is to look at the number of visitors.

You can also tell how long they stay on your page. That's really useful information, because that really tells you how engaged they are and how much they like what they see, and whether what is there is working for them. Now, there's a bunch of other information as well, but those are probably the main things that we generally are looking for, and primarily your website visitors.

So, how do we get this information? I'll give you the instruction and then I'll show you.

In your analytics account, once you've logged in, the first thing you'll want to do is to set the date range that you'll want to evaluate. That date range is going to vary depending on what it is that you're measuring. For example, if you had a web page that was chugging along and maybe not getting a lot of traffic and then, let's say four weeks ago, Kerrie set up a facebook ad campaign driving traffic to that particular webpage.

What you'll want to do is, you'll want to have a look at the duration prior to that facebook campaign being set, up to today. So, if the facebook campaign was set up four weeks ago, you might want to have a look at the google analytics traffic from maybe eight weeks ago, until today. What you should see, is a line which shows; small amount of traffic, small amount of traffic, small amount of traffic and then, suddenly jumping up and then increasing over time, once the facebook campaign has kicked in. You can have a look at the big picture by looking at long term duration.

The other thing that you can do is, if you are making changes to your website, and we'll show you at the end how to do that and when and why you should do it, let's say you've identified that you need to make some improvements to your website and you decide, 'Ok, every two weeks I'm going to make a fairly substantial change and I'm going to measure the difference and what happens' you can

simply measure each of those time periods. So each fortnight, you might have a look, 'how much traffic am I getting? How long are they staying on the site? What action do they take?'

So, you can actually do it, big picture – long term, or you can get down very micro and you can even measure by individual days. Here's the trick. Once you have selected that date, make sure to click 'apply'. I've had a few people send in screenshots of their google analytics accounts before, where they've chosen the date, but they haven't clicked apply, and so, we haven't actually gotten the date range that they've selected. So make sure that you do click that 'apply' button at the end.

Once you've decided on your date range, the next you're going to want to do, is you're going to want to find the most useful information in analytics. As I said before, google analytics is a large and complex and it is really easy to get lost in all the detail and to get quite overwhelmed with it. But, this one main view will give you the majority of the information that you actually need. So what I suggest you do is all start focusing on this particular one.

For whatever promotions we're doing at any one time, I normally have that particular screen open on my computer every day. And I will go in and refresh it and update it so that it shows today's data as well, and that way I'm getting information in real time, and I am able to monitor what's happening in any campaigns that we're running at the time.

So, how do we find this one magical view that's going to give you all the information that you need? Well, what you do, and I'll show you live in a minute, but I'll show you on the screen here first of all. Using the left hand menu, and you'll see when you open up analytics, you've got a left hand menu over here and then you've got all of the details; you can see my mouse moving. You've got all of the details on the right hand side.

So, the left hand menu helps you navigate around and get a different view, or different reports inside of google analytics. And the one that you want is 'behaviour', 'site content' or 'pages'. One of the things that do need to be careful of, if you're not seeing it looking like this, is there are actually two headings which say behaviour. I have no idea why analytics would have done that it really doesn't seem sense to me, but one of them is at the highest level, so the left most, and the other one is actually further up the page, but it's a sub-heading under 'audiences'. We'll go and see what I mean by that in a minute.

Behaviour, site, content, all pages; and, it's the highest level behaviour that you'll want. And, this is what the screenshot looks like here; this is the sort of result you'll get; this is the long view. So this is the campaign that was running for a while, so I've just pulled up an old screenshot here that I thought would be useful for you. The date is up in the top right hand corner here, it's just off the top of this particular screenshot, but when I go live I'll show you that too.

So the first thing that you'll get, is a wiggly line showing you the performance over time. So each of these peaks and troughs is one day of traffic going to a particular website. So the graph actually shows you the total traffic to the website that you have chosen to have a look at. Of course it goes up and down because some days you will get more traffic than others, and depending on what sort of promos you are doing and so on, some things will work and then you can say, 'okay, I've got a really good one up here', for example.

That graph is a combination of all the pages on the website that you're looking at. And that's interesting, but it's not as interesting as what we've got down here. Each of these rows is a separate page on your website, and what we want to look at is the actual specific pages on your website. So let's have a look at this one; this is actually for an opt in page. For this particular website, where it 'say forward slash free gift', that means it's the 'URL forward slash free gift'. So this is an opt in page. I should say: Where you just see forward slash, it looks a little bit weird, but that's actually your home page, so whatever your actual URL is, that's your url.com without anything after the forward slash, so that's what that is.

Then 'free-dash-thankyou'; that's the page that people get to once they have opted in, put in their name and email and clicked submit. So let's have a look at the information that we actually get. The first column, I generally ignore. So 'page view', that's total page visitors, but it includes people who go back two, three, four, five, six, however many times. The one that's far more interesting for us is 'unique page views'. This is the number of unique visitors that you have had to that particular webpage over the timeframe that you've actually chosen.

So, in this case 11,532 individual unique visitors came to that webpage. The other one that we're interested in here is; 'time on page', and this is in minutes. So you'll see here what we've got is 01:27, so about a minute and a half which we're happy with. Each row on the chart represents one page on your website. The one that's just 'forward slash' is your home page. Now, if you have lots and lots of pages on your website, then you'll have lots and lots of rows here; and down the bottom again, it's just off the bottom of the screenshot, I think the default is to show ten rows, but you can actually show up to five hundred rows at a time if you want.

You can sort them, by clicking on the headings, according to the number of unique page views. Generally it's sorted by page views and you'll see the little down arrow here. That means that, at the moment it's sorted from high to low in terms of the number of page views.

There's a bit of other information here, but again, not generally something that you'll be overly interested in. Then 'bounce rate'; for an opt in page; we're kind of interested in that. What 'bounce rate' means, is do they come to the page and then leave, or do they come to the page and do something and go somewhere else? So, in this case on the opt in page, they're actually putting in their name and email address and going to another page on the site. If you're looking at traffic to a blog page for example, then 'bounce rate' is more important because that means they're interacting with that page, going to other pages on website and taking actions.

For an opt in page 'bounce rate' is not overly important, but for other pages on your website where you want people to engage, you want people to explore your site, you want them to hunt out and read several articles, then having a lower 'bounce rate' is actually better. So, you can see here for the home page, 57% of people just come to the home page and then leave, but that means that 43% of people go elsewhere, so we're happy with that one.

Check the rows that show your land-in page. So if we're looking for an opt in in this example, check the rows that show our land-in page; so in our case 'free gift', and the next page in your funnel, so in our case 'free gift thank you'. So, what we want to have a look at is, where are your facebook ads going to? And then once people have gone to that page, where do they go to next? Where's the actual thank you page; because it's those two that we want to have a look at the stats for. Check the rows that show your landing page and then the next page or pages in your funnel for example, if your sending facebook traffic to your opt in page, look at 'free gift' and 'free gift thank you' in this example.

As I said, the two columns you most want to check are the 'unique page views' and the 'average time on page'. Before I go to that example, what I might do is just pop over to analytics and just show you a live example. At the moment we are promoting Kerrie's next facebook workshop in June, and so, what we've been doing is sending out emails to two different email lists, and we've just started the facebook marketing. What you're seeing here is, the marketing started here, so April 2nd, and each time you get a peak, that's where an email has gone out to one of the lists.

So, you can see roughly once a week or twice a week, we end up with marketing going out. So, generally at the beginning of the week, Monday or Tuesday. Generally, we get a peak around the beginning of the week, because that's when we tend to send the emails out, but, over the last week you'll see that it's broadened out and that's because we've been doing facebook marketing everyday. Not just peaks and troughs from when we're doing the emails, although it's overlayed with an email peak here obviously, as well.

How did I get these? You'll see the menu down the left hand side that I talked about, and you'll see 'at the highest level' then we've got: 'real time audience', 'acquisition behaviour', and 'conversions'. So what we're after is 'behaviour'. Scroll down to, 'site content' then 'all pages'. And, when we do that it gives us this particular view. You'll see that I've done it for the entire campaign, so from a couple of days before we started the campaign on April 2nd up to today's date, and that shows us over time. Of course I can just narrow down, I just want to have a look at how it's been going this week.

You can see that we sent out an email on Monday, and if we go up to today's date (remember to hit apply), because you'll see the graph hasn't changed and until we hit apply nothing changes, once we do that then we can see what has actually happened over the last few days. And, the bit you need to be careful of; remember I said that there were two different 'behaviour' heading's? This is the one we want; under 'audience'.

If you're not careful, sometimes it defaults to having this open and so what you will see is 'behaviour' here, and that is not the one you're after. You'll look at this and go, 'What! That's not what I was supposed to be looking at', and so you end up with the wrong information.

So remember, it's 'behaviour' at the highest level here; 'behaviour', 'site content', 'all pages', and that will give you the view that you want; change the date up here for the range that you want. So back to the original one, start and finish, and remember to hit 'apply'. It'll do its thing, then up will come the graph that you want as well as the data that we have here, and you'll see that in this case that we have 89 different pages on here and we're looking at the top 10 at the moment.

For any questions about any of that, pop them into the question box. Let me know if there's anything that's not making sense or anything you want me to cover again.

I'm going to continue on over here with what this example tells us. We've had a look at this example here, over time. Everyone's saying, 'Love your graph and your explanations, thank you'.

Question:

What's 'sessions indications', is that useful?

No. Not something we would generally look at. That's the number of sessions. In other words, the number of actual times that people have come to your website and spent some time on your website. Only use the columns that we need. So the only columns that we need are 'unique page views' and 'average time on page'. They're really the only two that you'll be wanting to be looking at and I'll show you why right now. So, here's what we can tell from this example.

We can see that the opt in page has had 11,532 unique visitors in the selected time frame, so if we scroll back up, you'll see 11,532 unique visitors to the 'free gift' page. So that's how many people have come to the opt in page, and with this one we're pretty much only driving the traffic from facebook. So that's how many people have gotten there.

If you're only sending traffic from facebook, then this number should match the number of 'link clicks' in your facebook account. Kerrie you might want to unmute yourself here if you want to add a comment about this. I know Kerrie's gone through your facebook analytics and shown you how to figure out what's going on from a facebook point of view, and facebook can tell you how many link clicks you've had, how many have clicked through to your website. But what we find sometimes, is there's sometimes a difference between the number of link clicks that facebook tells us there are and the number of unique website visitors that google has identified.

Kerry:

Correct!

Daryl:

Does that mean we don't want to go into the reasons why that sometimes happens. I know you've explained that to me before, but whether it's something that people ought to know?

Kerry:

Very very briefly, what happens, is the google analytics doesn't class. So basically, let's just say that someone's gone from a facebook ad to the website, then they've gone away and then they might come back to the website. Google analytics doesn't take classes, that is a google conversion. Let's just say they converted from there or whatever else. Google classes that, as the traffic that has come from whatever website they were at beforehand, whereas facebook tracks that they went from facebook to that website.

Daryl:

Often times it can be the timing that's out. They both get counted. It's just that they might get counted at different times, and so, that's why you get a difference in the two. Know that both of them are accurate for the way that they measure, but, compare apples with apples. When you're looking at changes over time, and then look at changes over time within facebook.

Look at changes over time within google analytics, but don't try and mix those two and say, 'I'll look at last week in facebook and this week in analytics', because those two are not going to match. So just make sure you're monitoring both, but compare apples with apples, so compare within the same platform, if that makes sense.

Okay. So we've seen that the opt in page has 11,532 unique visitors in that time frame. If we go back to the example, we can also see that the 'free gift/thank you' page, so the page they get to after they have opted in, has had 2,921 clicks, or unique visitors. If you are collecting your names and emails into aweber for example, as an auto responder, then you should find that the number of people who've reached the thank you page is the same as the number of people who have opted in in your aweber or close enough.

Now, if you find that those two things are wildly different, there's generally only one reason that that has happened, and that is that your 'free gift' page, so the page that actually has that free gift on it, has somehow got out and people are sharing that information without needing to opt in. Sometimes you will find that that will happen if someone gets all excited and they've gone, 'Hey, I've found this really cool thing, here's the link to it', and shared it to all their friends.

Then suddenly it's on a forum somewhere and everyone's madly downloading the free gift without giving you their name and email. It happens maybe one in a thousand times and generally you can track down where that is. If that happens to you, let us know and we'll show you how to track it down and stop it happening. It really is rare, and generally you will find that there's a very accurate correlation between the number of visitors to your thank you page and the number of opt ins in aweber.

The other thing that we want to have a look at, is what our opt in rate is. In other words, how many people who visit our opt in page; end up giving their name and email. You'll remember from one of the early webinars that we did, that the ideal number that you're after here is between 25 and 30%. And if you're in that range, then generally we're pretty happy with it.

Sometimes you can get much higher than that, but if it's lower than that then you do need to do some testing and measuring to improve your free offer. So, we can actually see from this what the conversion rate on the opt in page is. We just simply divide the number of people getting to the thank you page by the number of people who visited the opt in page. So, 2,921 over 11,532, and calculate that as a percentage and we find 25.3%. So, we're in the range of that 25 to 30%. We could maybe tweak it a little bit but I'd be happy with that 25%, that one in four people who come to the website, are opting in.

If the opt in rate is low, then we can tell a lot from the 'average time on page' for the opt in page. If you find that you're only down around 5%, then have a look at this column here, the 'average time on page'. You'll see in this example, for a free gift, the average time on page as we said was 1 minute and 27 seconds. In other words, people appear to be taking time to read what's there, I think there's actually a video loaded to that particular page, so people are taking time to watch the video, and they're generally engaging with the page.

If you find that the time on page is low. So if it's 20 seconds or less and your opt in rate is below 25 to 30%, then you really need to copy on your page, and we'll have a look at how to do that later on, in this webinar. Sometimes what happens, is that you can have a long 'time on page' but a very low opt in rate. Generally the cause for that is that something is broken. People are engaged, they're interested, they're excited to find out the information, but when they go to opt in, something is not working.

Maybe your form hasn't been loaded correctly or something isn't hooked up properly. They're doing their best to try and opt in, but they're not able to. So that would be the most common reason. The other possible reason is that you have asked for too much information. If you've gone; first name, last name, email, phone number, postal address, undie size, annual income, whatever, whatever…. People are not going to give you that amount of information from a relatively cold source unless they've got a really good reason to, so just be aware of how much you're asking for in your opt in.

If you're not sure about it, go back to the initial webinars that we did where we talked about creating good offers and good opt in pages, and just review those. But, generally the most common things are; it's working, it's between 25 and 30% and you're getting more than a minute on 'time on page', or, it's not working, it's a lower opt in rate than 25 to 30%, and you have a very low 'time on page', generally under 20 seconds. So, if that happens, then I'll show you what it is that you need to do about that.

The other thing that you need to have a look at is your aweber stats. Now, I'm using aweber as an example of an auto responder. If you're using something else like 'mailchimp' or 'getresponse' or 'infusionsoft' or any other auto responder software then the principles are still the same but your screen is going to look different. So remember aweber is your autoresponder.

When people opt in on your opt in page, in other words, put in their name and email and hit submit, that information automatically goes into a list inside your auto responder and in this case that is aweber. So if we're looking at aweber, then in order to access your aweber stats, you simply log into aweber and then up in the top right hand corner you choose 'manage lists'. And, then what happens,

is all of your lists appear, showing the total number of subscribers. So if I scroll down here, you'll see this example. I'm just going to drop that question box in so that I can show you the whole thing.

You'll see in the top right hand corner, 'manage lists', and what happens is all of your lists appear down the left hand side. It tells you that the list is active and it tells you how many subscribers you have, so in this case we are looking at the free list, so this is the opt in page that we were just looking at in google analytics, and we can see that we've had 3,062 subscribers. So you can use that to confirm your opt in rate.

So we can see that the number of opt ins from aweber, divided by the number of unique visitors to the landing page, is 3,062 from aweber divided by the 11,532 that we saw as uniques in google analytics, is 27%. So, we know that we've roughly right. Again, there are reasons why these might be different. People turn up to your page with their cookies turned off and those sorts of things.

In this case, we've actually got more subscribers than what analytics is reporting, which is probably the best side of the wrong side, if you understand what I mean. We're actually getting more opt ins than what google analytics is reporting. So, we're happy that that all lines up. We're happy that all the people who are opting in are ending up in here.

If you find that the number of people on the list here, the number of subscribers in your aweber, is much less than what you are seeing here on the free gift thank you page, then again, it's generally a technical problem. It's showing that there's a bunch of people getting to that free gift thank you page without opting in, so as I said before, maybe someone has shared your thank you page and shared that link so that other people can download without opting in, that's probably the most common cause. But, in general you'll find that those two things will line up quite well, so you know that everything is working.

Questions

Do you guys have an issue with aweber, where emails are going more to spam boxes and not getting read? Has aweber got a bad spam record? Asks Darren.

This is something that you need to take up with aweber. What happens with any auto responder system like aweber, is that they have lots of different servers, and where your aweber account and your list sits, this will be on a server which is shared with other people. Every server is different because every server has a different group of people using that, or hosted on that particular server. What can happen is that if you end up in a bad neighbourhood, in other words if you have other people sharing your server who are doing the wrong thing and who are sending out spam and not playing the game.

What can happen, is that server that you are on, can get, not necessarily black listed, but maybe grey listed. What that means, is some of the big Internet servers like Hotmail or AOL, etc., will filter anything coming out of that particular server. So, it's not aweber in general. They have thousands of different servers all with different clients on there, so what can happen is that you end up on the server, and it's nothing that you're doing wrong, but it's because you happen to be sharing a server with someone else who's doing the wrong thing and it's causing issues.

It happens with every auto responder. The only solution that I've seen, and this is really only if you get big enough because it is expensive, with some auto responders you can pay a premium to get your own server. So, as you can imagine, it's not a cheap thing, because they reserve it just for you. Until you've got hundreds of thousands of people on your list it's probably overkill.

What you can do if you find that it's an ongoing problem or if it's a problem that's just started, you can contact aweber and say, 'Hey, what's going on, I've noticed this has happened', and they can potentially put you on to a different server. But whether or not they would do that, that would be a discussion you would need to have with them. Hopefully, that makes sense.

I don't think that it's an issue just with aweber. There are times when we go to send out an email to our list, and we primarily use 'infusionsoft', and, we'll go, 'Hang on. We can't send an email out today because things have been greylisted', so we will wait until 'infusionsoft' has fixed the problem. Generally 'infusionsoft' will work to fix the problem, and aweber will too. All the auto responders will work to fix the problem, so it's not unknown for bad performers or people who are sending out spam, to be shut down by their auto responder.

The way the auto responder company knows, is that particular account will get a lot of spam complaints. So, when you're sending out spam, a bunch of people will unsubscribe and submit a complaint, and the auto responder has a quota, or a level, where if the number of spam complaints goes over a certain percentage, then you'll get a please explain. Sometimes you won't even get that. You just get a 'Sorry, we don't like what you're doing. We're not going to host you anymore. Bad luck', from your auto responder. So, they're working to clean it up most of the time, but there'll be the grey areas, as I said before.

Tony's saying, "I think my analytics isn't working properly. I'll have to check it more often."

Yes! You need to have it open every day Tony. The reason that analytics may not be working is that it may not have been installed correctly in the first place. So go back to whoever did it. If it's one of techies, they're pretty good, they know that their jobs are on the line if they don't analytics right and I'm serious about that. This is the lifeblood of our business. It is the one offence of our business, that they know they're going to have to answer directly to me for, and there are going to be consequences if they don't install analytics or they don't install it correctly.

If it's one of our techies, then it generally ought to be working.

Tony's saying, "It's worked previously, but it's not working now?"

I'm not sure why that would be. I haven't ever seen analytics stop working for any reason, unless someone's been messing around with something in the back end of your site and has accidentally corrupted the google analytics code that goes onto each page on this site. Get your techie to look at that.

Once you have got your number and you know how things are performing, then you can start doing something about it. If you are not monitoring your analytics every day then there is no way that you can manage what you are doing. There's no way that you can maximise the return that you're getting, so make sure that you're monitoring that regularly. If you find that the performance of a webpage is low, then we have a series of questions that we go through to review and figure out how we're going to improve it.

Generally what you find, is after you've written a webpage or some copy for webpage, it's generally hard at that stage for you to look objectively at it, you get a bit close to it. So, by getting the page up, getting some traffic to it, seeing how it's performing for a couple of weeks and then going back to it with fresh eyes, quite often you can identify improvements that you couldn't see at the time when you originally wrote it.

A couple of weeks after you've been driving some traffic, so you've actually got some good stats, you know how many people have been to your site, you know how their converting, you know how long they're staying on the page, then read through each page on the website and ask yourself these questions and make some notes.

The questions are:

Does this page look interesting?

How do I feel as I am reading?

Do I believe any claims that are being made? Are any of the marketing quotes too outrageous.

Do I feel compelled to take action? So, what's the call to action? Is it to buy or is it to opt in or is it something else?

Do I feel compelled to do that based on the copy of the page?

Does the offer seem good value? So, is it an opt in which looks like, 'Wow. I can't believe they're giving this away for free', or is it a sale with, 'Wow. I can't believe it's that cheap for what I'm getting').

Am I convinced that the offer will help me? Are the benefits all there? Is it described in a way that people will look at and go, 'Yeah. I can see how that works'.

Have you got good testimonials on there proving that whatever you are offering on there will help?

Do I feel safe giving credit card details? If it's a sales page, is there something in there which alleviates any risk that they might feel? So you talk about processing with a secure payment processor. You might have a guarantee, and testimonials help with all of that.

Read through the page with these questions in mind, and just jot down some notes about it. This is the one time that I generally print out the webpage, and as I go through I'd make notes on it on the way through in answer to these questions.

Once you've identified where the issues are, then generally, the changes that you make we would do in this order. These are generally the things that will have the biggest impact.

So 'headline wording' and 'headline formatting'. If you have a great grabbing headline, very benefit driven, shows the customer or website visitor what it is that they're going to get from this webpage, then generally you'll have a longer time on site. If you find that your time on page is very short, so 20 seconds or less, generally changing the headline will give you the biggest impact. No point changing something further down the page if they're not even getting there, so change the headline wording and format if your 'time on page' is really short.

If you find that your 'time on page' is okay, but people are not taking action. So if your opt in rate for example, is less than that 25-30%, then the next thing to start looking at is your testimonials. Do you have testimonials on the page and what type of testimonials do you have and what do the graphics look like? If they're text testimonials, are they in little boxes with a different light coloured background to make them really pop? If they're audio testimonials, do they have a good headline on them? Do you have a caption under them?

If they're video testimonial. Have you summarised the text for those people who don't like watching videos. Have you really maximised against the value of your testimonials.

Your hook or story wording. What is it that you're talking about which makes people go, 'Wow! I'm so pleased I found this. This is outstanding'. How have you worded that? Is that grabbing people or is it kind of plain vanilla?

And then your offer. Depending on what your offer is, again depending on whether it's simply a free opt in or whether it's an actual sale, you may need to improve your offer. So, how you describe your offer, and if you provide bonuses? So, if you're selling something, do you have some great bonuses in there to get people over the line to get them to buy?

Do you have a money back guarantee to make them feel safe? If that take action and they don't like what they get, are they able to get their money back?

Also consider adding audio or video to your webpage. Sometimes that will help. Sometimes it will actually hinder, so it's definitely a test and measure. But once you've got those numbers in your google analytics, then you're able to start making decisions about those.

It's important when you make changes, to not change all of these at once because, what can happen is; one change can improve things, but the other change may make things worse. It evens out so it doesn't make it look like you've made any improvements. So, if you find that you have a short 'time on page', change your headline, leave it for a couple of weeks, measure the results again, and then make the next change.

If you're changing testimonials. Put those in and leave it for a couple of weeks. Don't do headline and testimonials at the same time. Gradually, as you go, depending on the amount of traffic that you're getting, you may be able to leave it for less than a couple of weeks, but you do want to reasonable amount of traffic to the page to be able to test it, not just a handful.

That is pretty much what we are covering today. If anyone else has any more questions, please add those in, or if you don't have any questions, please just put 'no questions' in the question box and that way we know that you're done.

Katrina and Kerrie are saying, "Would you do a number of split tests on different changes to see what works in a shorter time?

You can, and you can make it quite complicated if you want. What I've done is testing and measuring 101 because I think it's important that you understand it first. If you have a big website with lots of traffic, then yes there are ways that you can run multiple versions of the one page and you can run that through google analytics.

But, it's not something that we really want you guys to be starting on unless you have a lot of traffic coming to your site, and then we can talk to you individually about that. I really didn't want to get into that because, for most of you, it will not be relevant and will just really confuse things.

Do make sure that you always have that analytics page open and that you check it every day, and monitor how you're going. Particularly how much traffic you're getting and how much time people are spending on your page so you know what to do with your business. If you're not doing that, it's like jumping in the car and trying to drive somewhere with a blindfold on. You're not going to get there, you're going to end up in trouble and not get the results that you want. So make sure that you can actually see what's going on in your business and you will get far better results.

Alrighty. I think we're done. If anyone has any further questions that you haven't popped in the question box, just feel free to shoot those through and we can cover those for you. Hopefully that was useful and that you will all be using google analytics from now on. Well done and thank you for all the questions today and the input, that was great, and we'll see you on a future webinar. Bye now.