



Website Fundamentals & Introduction to Analytics

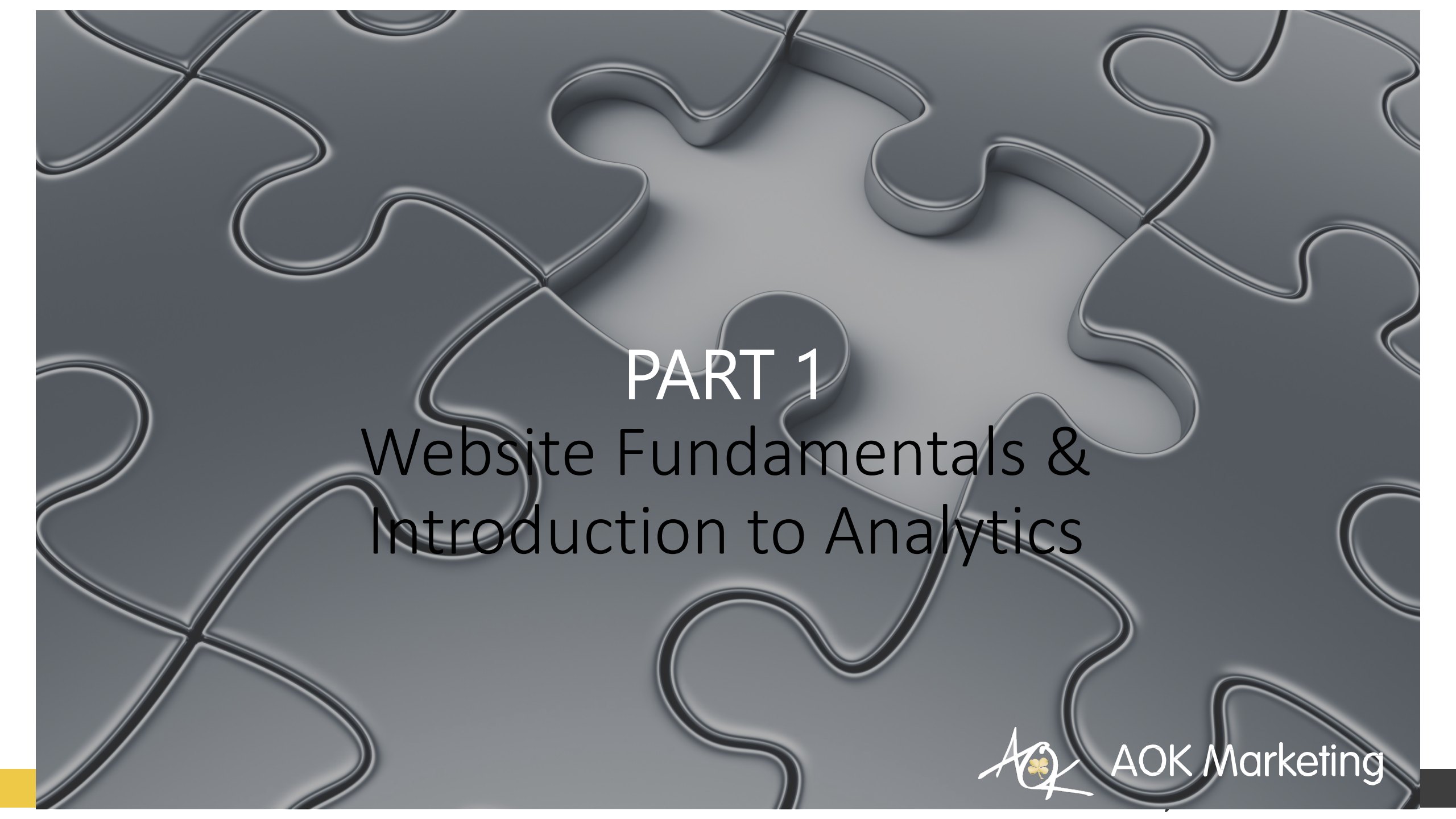
By AOKMarketing.com

GOAL: Learn 1 Thing

AGENDA

1. Introduction
2. Website Fundamentals
3. Introduction to Analytics





PART 1

Website Fundamentals & Introduction to Analytics



AOK Marketing

PART 2

Social Media Best Practices & Intro to SEO



AOK Marketing



PART 3

Competitor Analysis & Introduction to Paid Search



Entrepreneurs'
Organization



AOK Marketing
An Opportunity Knocks

FP

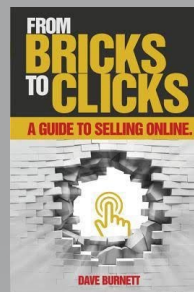


PROMOTIONAL
PRODUCTS.COM

Achievers



AOK Marketing



A modern conference room with rows of chairs and a whiteboard. The room has large windows and a drop ceiling with recessed lights. The text is overlaid in the center of the image.

GOOGLE ADWORDS CERTIFIED & GOOGLE ANALYTICS CERTIFIED



AOK Marketing

DIGITAL ACQUISITION PLAN



DISCOVER

Research current situation, use experience and data to understand market and end users.



PLAN

Step-by-step solutions designed to reach client specified goals. Develop a roadmap to success.



EXECUTE

Implement the plan to maximize profits and reduce customer acquisition costs in all digital channels.



MONITOR

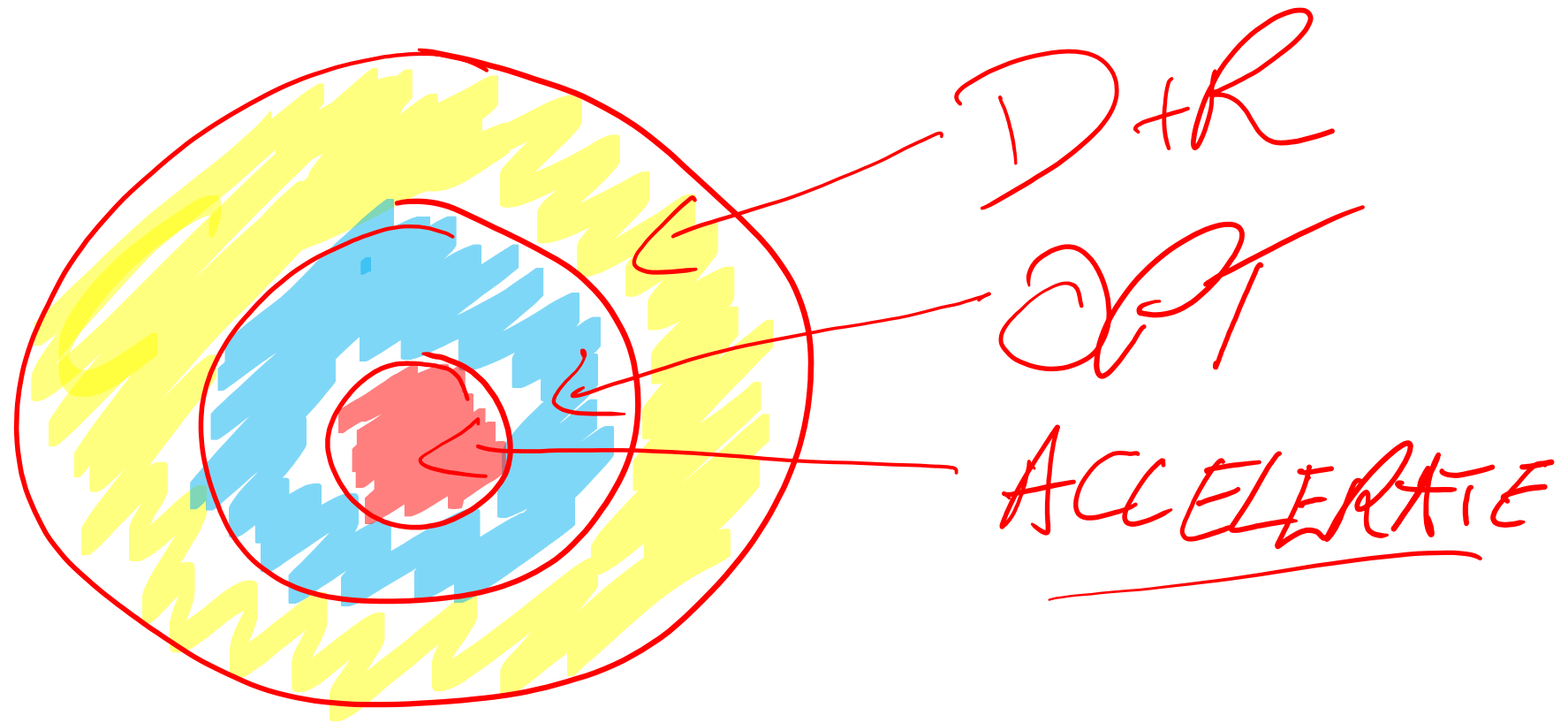
Implement reporting to enable improved data based decision making. Understand the market reaction to client offering.



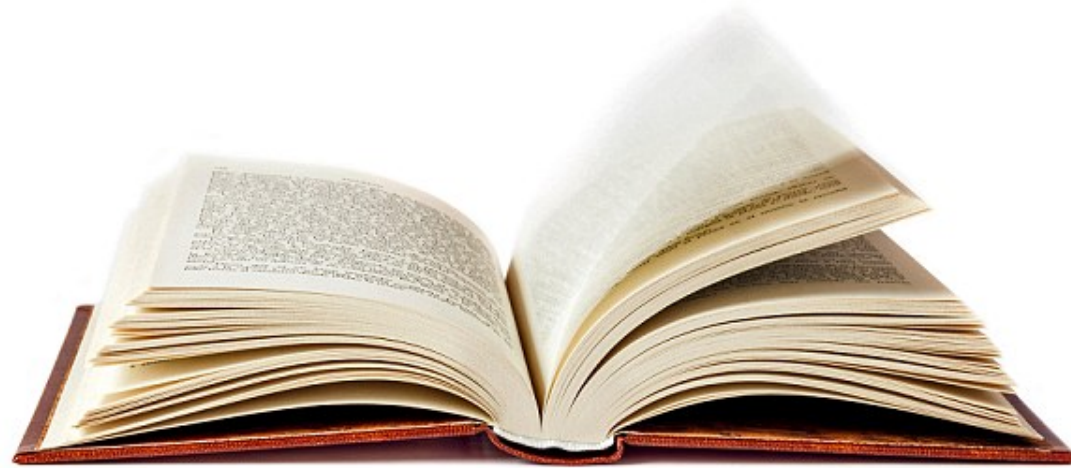
INNOVATE

Identify opportunities to keep moving forward to the next level of growth. Adapt to the ever changing marketplace.

Where Are You?

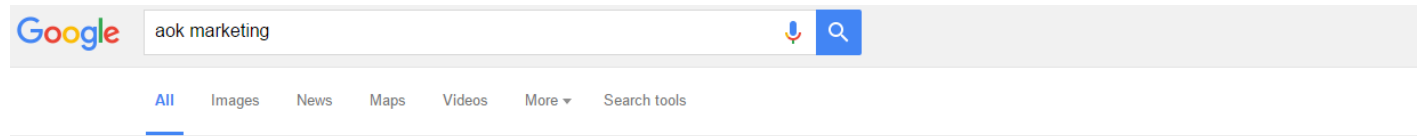


Google Lands You On A Page, Not Always Your Homepage



© Alamy

Search Engine Results Page (SERP)



Paid

AOK Marketing
Ad www.aokmarketing.com/ ▼
Turning Your Website Into Your Best Salesperson- Clients Earn Millions
Conversion Optimization · Local SEO Marketing · PPC Campaign Management
Landing Page Development · Conversion Optimization · SEO Marketing

AOK Internet Marketing | Digital Marketing Company Toronto & New ...
www.aokmarketing.com/ ▼
More Clicks. More Conversions. Call for a Free Consultation today 1.888.566.2577. PPC management,
Web Development, SEO services in Toronto & New York.

PPC Management, Audience Creation, Lead ... - AOK Marketing
www.aokmarketing.com/blog/ ▼
Providing step-by-step guidance for PPC management, online audience creation, traffic building and
lead generation for business owners and marketing pros.

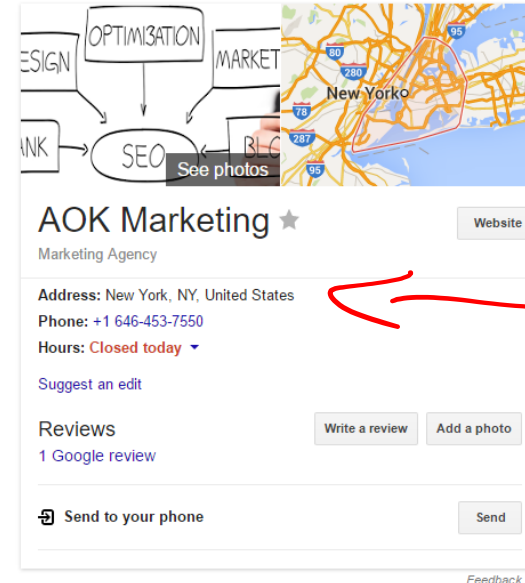
Welcome to the AOK Marketing Group
www.aokmng.com/ ▼
USA 350 5th Ave, Suite 7412 | New York, NY USA 10118-7412. CANADA Richview Square | 250
Wincott Drive, P.O. Box 18535 | Toronto, Ontario, Canada M9R ...

Dave Burnett | LinkedIn
<https://ca.linkedin.com/in/davebburnett> ▼
Toronto, Canada Area - Author, Columnist, Speaker & CEO at AOK Marketing | Turning Your Website
Into Your Best Salesperson - AOK Marketing
Author, Columnist, Speaker & CEO at AOK Marketing | Turning Your Website Into Your ... Now I'm
helping great marketers turn their products and services into ...

AOK Marketing Group | LinkedIn
<https://www.linkedin.com/company/aok-marketing-group> ▼
... working at AOK Marketing Group. Join LinkedIn today for free. See who you know at AOK
Marketing Group, leverage your professional network, and get hired.

AOK Marketing - 250 Wincott Dr, Etobicoke, ON - Yellow Pages
www.yellowpages.ca/bus/Ontario/Etobicoke/AOK-Marketing/101094735.html
AOK Marketing - Etobicoke - phone number, website & address - ON -

AOK Marketing - Facebook
www.facebook.com > Places > New York, New York > Advertising Service ▼
AOK Marketing, New York, New York. 2617 likes · 6 talking about this · 1 was here. Turning your



Local

Organic

Social



STRATEGY



AOK Marketing



Leads For Less - A State of Mind

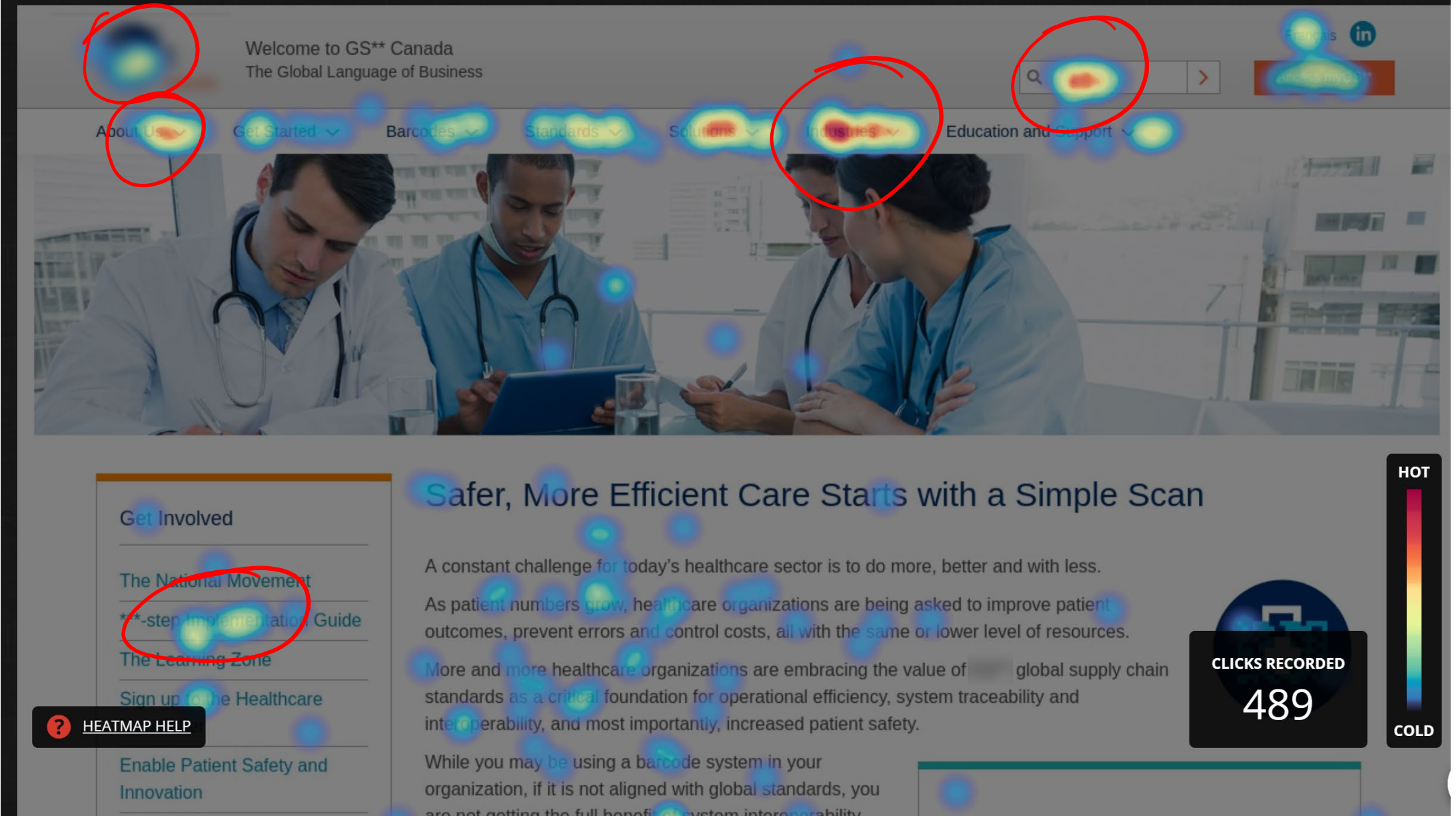
State of Mind	Cold	Warm	Hot	Converted	
Campaign GAME	Contact	Consider	Convert	Care	
Goal	See and know my brand	Consider my brand's offerings	Purchase my brand's products / services	Purchase again - become loyal to my brand	Strategy
Audience	Largest addressable audience, unknown intent	Largest addressable audience, with some commercial intent	Largest addressable audience, with LOTS of commercial intent	Repeat customers	Strategy
Market	Anyone who can buy from you	Anyone looking to buy from your industry	Anyone looking to but from your industry NOW	Existing customers who will buy again	Strategy
Mindshare	Understand that our company exists, and we can provide specific products / services	Understand our value proposition, and what differentiates us	Understand the reasons you should order from us NOW	Understand all the wonderful things we've done and been awarded	Strategy
Messaging	Drive Awareness	Drive Consideration	Drive Conversions	Drive Loyalty	Strategy
Marketing Platforms	Display Social Video	Display Email PPC SEO Video	Display Email PPC SEO	Display Email Social PPC SEO Video	Operations
Measurement	# of Actions % of Actions Conversation Amplification Applause Indexed Brand Awareness % of New Visits Recency & Frequency	Click Through Rates (CTR) Page Depth Per Visit Goal Value % of Assisted Conversions Growth in Owned Audience	Conversion Rate Visitor Loyalty (return visits) Checkout Abandonment Rate Profit (Rev-AdCost-COGS) Economic Value Task Completion Rate	Repeat Purchases Likelihood to Recommend Customer Lifetime Value Loyalty Monthly Active Users	Operations
Experience	Inspire, entertain and inform	Educate, inform and inspire action	Enable a seamless transaction	Surprise, delight & reward	

Tool:

Google

<https://developers.google.com/speed/pagespeed/insights/>

i This heatmap is based on a sample of your total visitors. [Learn more.](#)



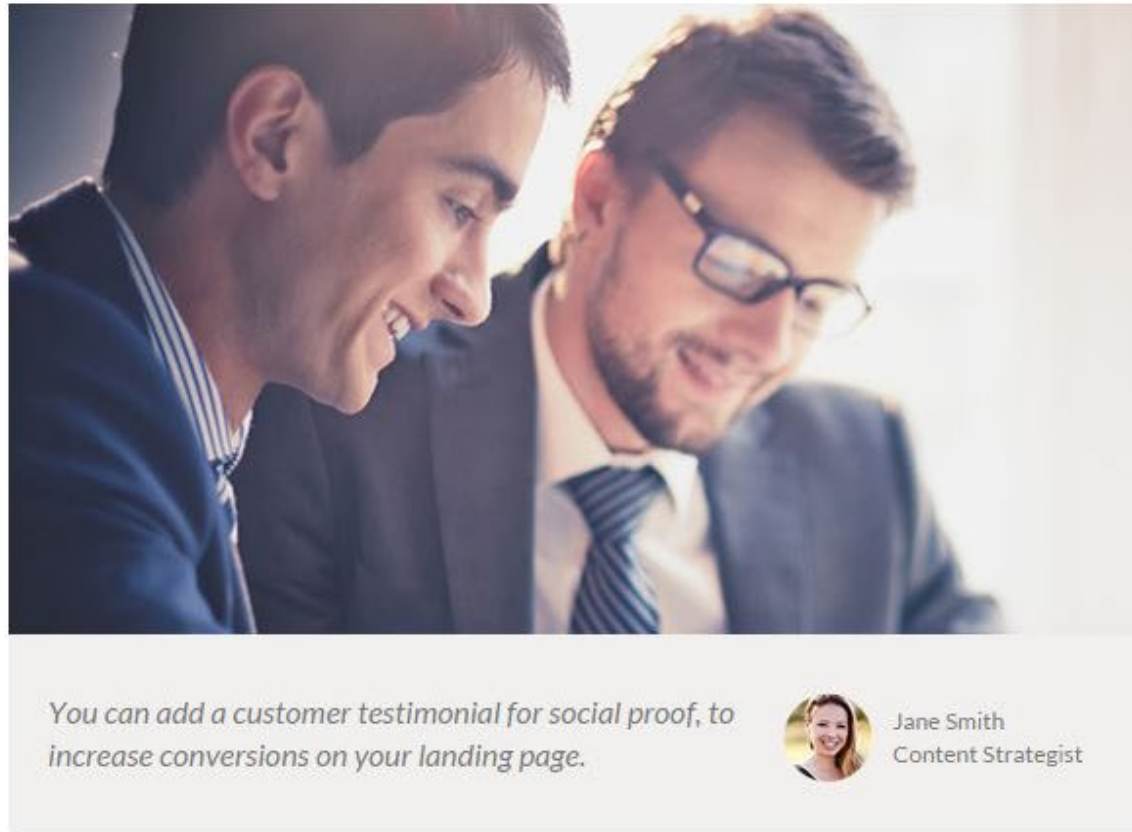
Pages

You don't have to have the best site, just the best page for that query.



Headline that matches what was clicked

A supporting sub-header to provide extra information



The Form Header

A short explanatory statement to clarify the purpose of the form and what you're giving in exchange for the personal data.

First Name *

Email *

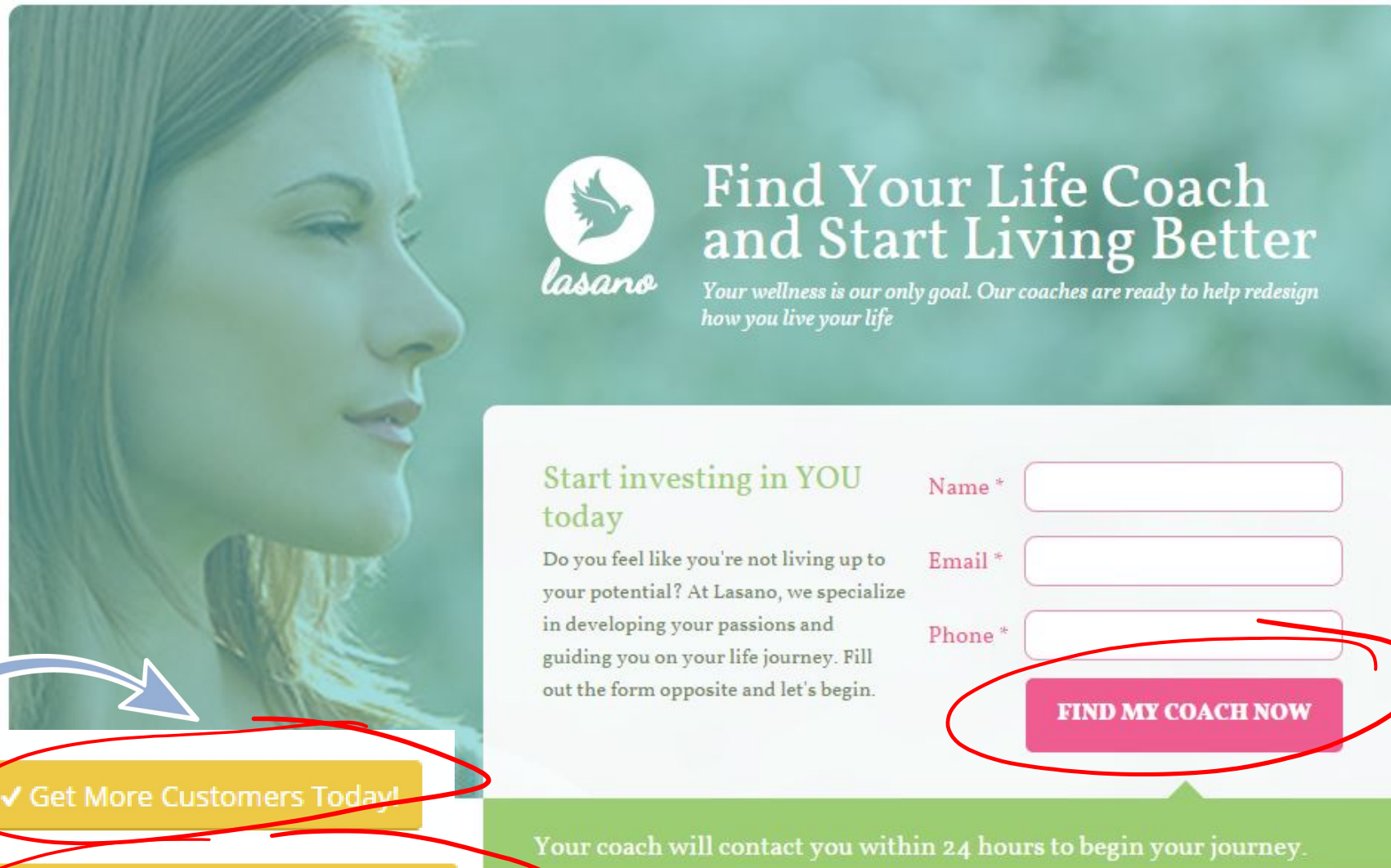
What are you interested in? *

Please Choose ▼

HEADLINE

MORE CLICKS. MORE CONVERSIONS. MORE CLIENTS!

Calls To Action



 **Find Your Life Coach
and Start Living Better**
*Your wellness is our only goal. Our coaches are ready to help redesign
how you live your life*

**Start investing in YOU
today**

Do you feel like you're not living up to
your potential? At Lasano, we specialize
in developing your passions and
guiding you on your life journey. Fill
out the form opposite and let's begin.

Name *

Email *

Phone *

FIND MY COACH NOW

Your coach will contact you within 24 hours to begin your journey.

**CALLS TO
ACTION**

✓ Get More Customers Today!

✓ Get Help With A Free Audit Today!

Logo & Contact Information

LOGO



 your company

Contact Us 

**A great headline about your
super cool service offering**

Note: This is quite a complex template. If you need access to any Photoshop files to customize the background or buttons - please email info@unbounce.com - other feedback is welcome too as we expand the templates.

Start Your Free Trial

Increase Search Engine Traffic
Maximise Your Profit Potential



CONTACT
INFORMATION

Main Content and Descriptive Copy

MAIN
CONTENT

Home Mobile Readiness Grader Digital Marketing Essentials Blog

Our thought process is simple:

Your current site needs some work, and you know this.

We think you've been avoiding updating your site because you don't have the time to fix it... and you view it as an expense.

You view a website as something that takes money OUT of your pocket.

A website should be something that puts money IN your pocket!

DESCRIPTIVE
COPY

WWW.AOKMARKETING.COM



Stress Management

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?



Physical Health

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?



Mental Wellbeing

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?



Spiritual Balance

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?



Flexible Schedule

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!



Traditional Healing

Aliquam integer mus dolor in etiam, enim adipiscing, sit



Personal Coaching

Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!



Contemporary Science

Aliquam integer mus dolor in etiam, enim adipiscing, sit



“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Andrew Barrett
Magna Eiterra

Offer

A VERY CLEAR STATEMENT OF YOUR OFFER

A supporting statement of your value proposition. Entice your visitor to enter their details into the form with the high level details of your offering.

THE REWARD

Name

Telephone

Email

IF YOU LET US MARKET YOUR WEBSITE...
WE WILL PAY FIRST CLASS DEVELOPERS TO REBUILD IT FOR YOU!

OFFER



AOK Marketing

TRUST
BUILDING

What others say about us...



For the past two years the team at AOK have been great partners. Their ongoing support has enabled a new line of business to grow from zero to millions of dollars in revenue.

Sal De Spirito

Executive Director, Marketing - Advertising Specialty Institute

Trust Building

HEAR WHAT ONE OF OUR USERS HAS TO SAY



“We had Yuli Analytics set up within an hour and their simple approach to reporting means that **you don't need a degree in mathematics** to understand it. ”

Jane is the Director of Analytics at Averio

YULI IS TRUSTED BY 4000 COMPANIES LIKE YOURS



The Denoli Times

lifebook

X DIRECT



Product Presentation



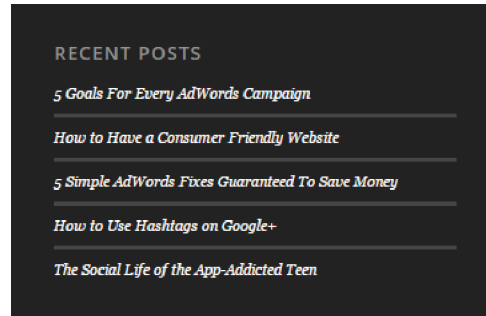
Show up across Google Give customers the right info Build lasting relationships

CRAZY HAMSTERS FIGHTING

HAMSTERAPP

Available on the App Store

Secondary Content



SECONDARY
CONTENT

A Practical Guide to
**Conversion
Design**

by Book Author

Introduction

Add some descriptive content here to illustrate what the ebook is about and the benefits (what you'll learn) attributed to reading it. You may want to mention how many pages it is to set expectations.

1

Insert Chapter Titles

Describe the content of each chapter and what you'll learn from it. Key takeaways.

2

Another Chapter Title

Describe the content of each chapter and what you'll learn from it. Key takeaways.

3

Another Chapter Title

Describe the content of each chapter and what you'll learn from it. Key takeaways.

→

First Name *

Email *

Download The Guide Now

100% Privacy Guaranteed

Downloaded **2375** Times

Free For A
Limited Time
Only

A VALUE OF
~~\$14.95~~

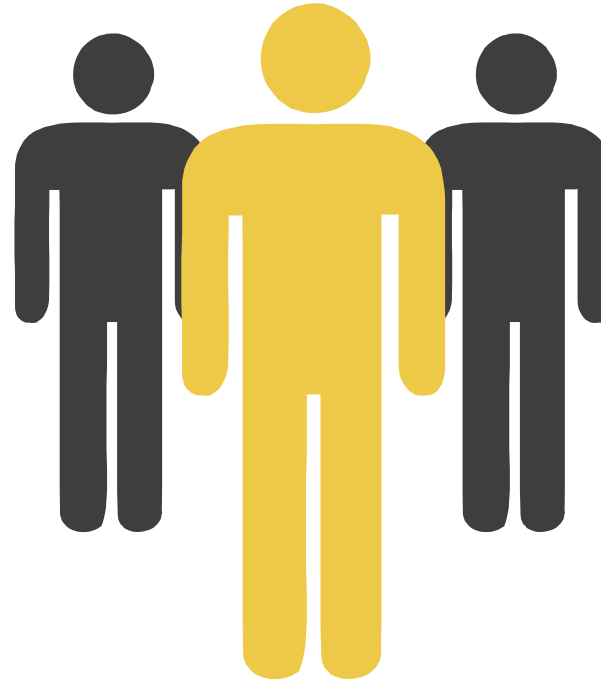
Dealing with Issues

Is the change above the fold?

→ Changes above the fold are noticed by more people, thus increasing the likelihood of the test having an impact.

Is the change noticeable in under 5 seconds?

→ Show a group of people control and then variation(s), can they tell the difference after seeing it for 5 seconds? If not, it's likely to have less impact.



Does it add or remove anything?

→ Bigger changes like removing distractions or adding key information tend to have more impact

Is It a high traffic page?

→ Relative improvement on a high traffic page results in more absolute dollars.



GOOGLE ANALYTICS

Vanity vs. Sanity

**All the traffic in the world is great...
But if it doesn't convert it's fundamentally worthless.**



Google Analytics

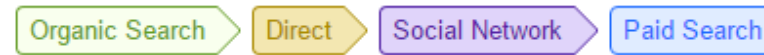


<https://analytics.google.com/analytics/web/demoAccount>

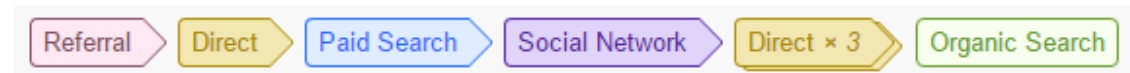
THE JOURNEY – IN ANALYTICS

- Customer Journey

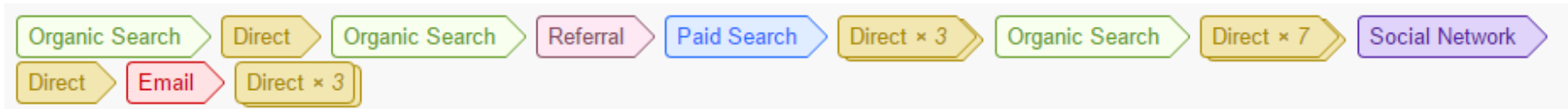
- Customer #1 - Journey



- Customer #2 – Journey



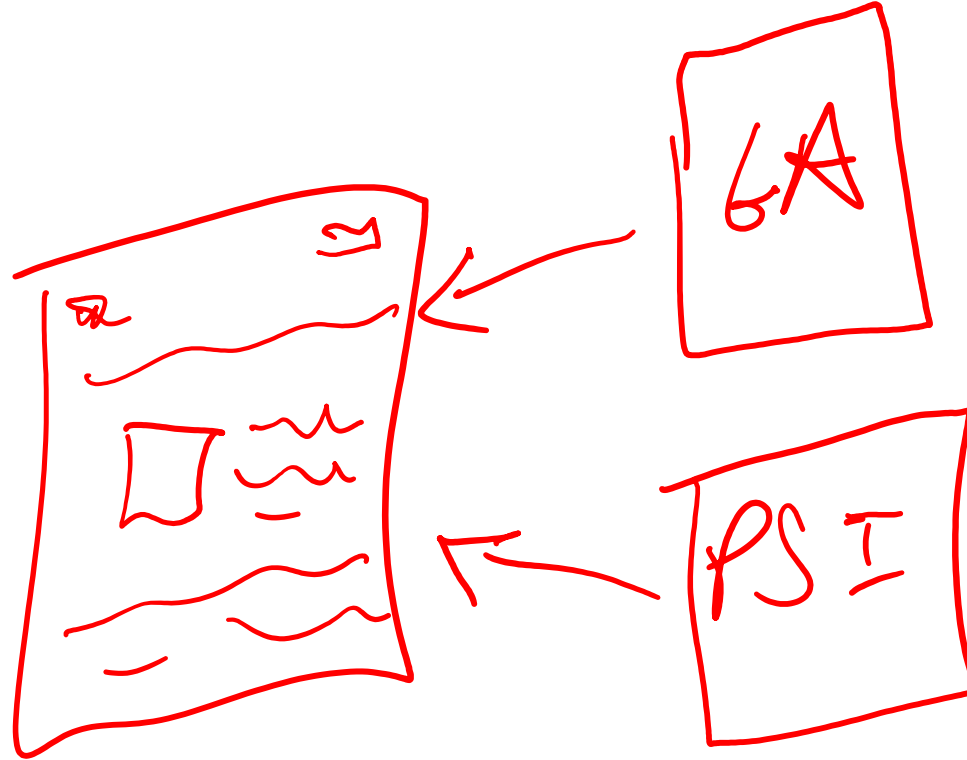
- Customer #3 - Journey



Google Analytics 4



How the Tools Work



THANK YOU!



AOK Marketing
An Opportunity Knocks

Dave Burnett

db@aokmg.com

o. 416-815-8000 x 222

c. 416-816-5895