



Today's

SEARCH ENGINE MARKETING

Mai multi clienti



Question of the day

- Cine stie sa lucreze cu Google AdWords ?
 - R: ...
- Facts:
 - 200+ oameni vor fi certificati in urmatoarele 6 luni in Romania
 - Resurse Gratuite + Traininguri (Google Online Academy) puse la dispozitie de Google World Wide/Romania



Quiz: Unde este filmat videoclipul ?

- <http://www.youtube.com/watch?v=Z1lcxD0F4lc>



Cum se face o conversie “traditionala”




Cum imbunatatim procesul de vanzare?

- Trafic relevant
- Cresterea ratei de conversie






Cresterea ratei de conversie



Conversion Rate Experts
turning clicks into customers

we're hiring!

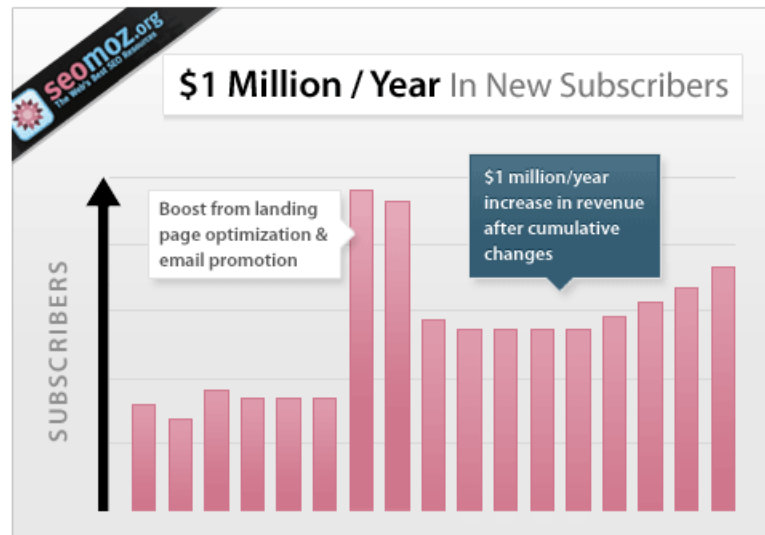
Let us scientifically optimize
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How we made \$1 million for SEOmoz—with one landing page and a few emails



Cresterea ratei de conversie

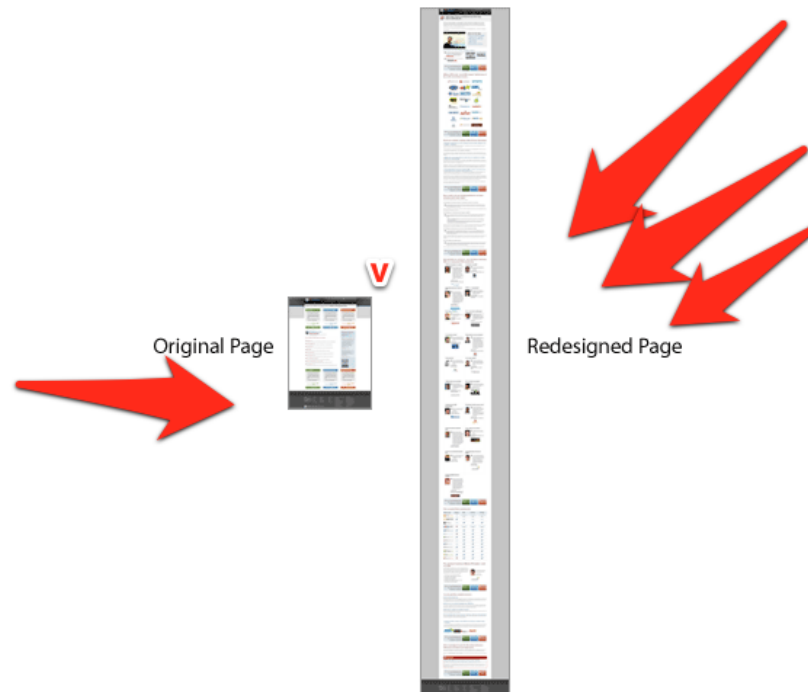
Some of the proven techniques we used in the landing page

1. We created a page long enough to tell the story.

There's a popular myth among web marketers that "long pages don't sell." These people believe that it's much better to have short pages that don't require scrolling.

What we've discovered from many client consultations around the world is this: What counts is not how *long* your page is but rather how *engaging* it is.

In our analysis of Rand's effective face-to-face presentation, we noticed that he needed at least five minutes to make the case for SEOmoz PRO. Yet the existing page was more like a one-minute summary. Once we added the key elements of Rand's presentation, the page became much longer:















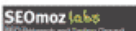
Cresterea ratei de conversie

3. We explained precisely what customers would get at each level.

Our analysis of customer emails and surveys made us realize that some customers weren't aware of the impressive array of tools they'd get with a paid membership. In addition, they seemed to be confused about which tool was available at which membership level.

One handy chart solved both of those problems at a glance. Plus, visitors could hover over any element of the chart to reveal more details.

First, you get all these amazing tools

What you get	Regular	PRO	Pro Plus	Pro Elite
 Linkscape	Limited	20 Advanced Reports Month	50 Advanced Reports Month	125 Advanced Reports Month
 Trifecta		Phenomenal data on your website's links and your competitors' - think of it like Yahoo! Site Explorer on steroids.	✓	✓
 Q&A	X	2 Q+A Questions Month	4 Q+A Questions Month	6 Q+A Questions Month
 RankTracker	Limited	50 Tracked Rankings	100 Tracked Rankings	300 Tracked Rankings
 Termtarget	✓	✓	✓	✓
 Backlink anchor text analysis	X	✓	✓	✓
 Popularsearches	✓	✓	✓	✓
 Juicylinkfinder	X	✓	✓	✓
 Termextractor	✓	✓	✓	✓
 Crawltest	Limited	✓	✓	✓
 Geotargeting	✓	✓	✓	✓
 Keyword difficulty	X	✓	✓	✓
 SEOMoz Labs <small>SEO Research and Testing Ground</small>	X	✓	✓	✓



Cresterea ratei de conversie

We augmented the message with video.

Some people are most influenced by text, while others find audio or video to be more helpful.

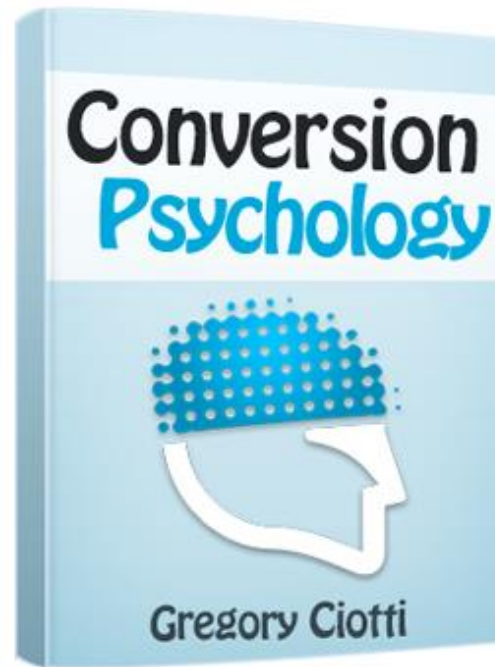
Because we had videotaped Rand's live presentation earlier, it was a simple matter to add highlights of his points to a short video on the page.



The video of SEOmoz's CEO, Rand Fishkin, which we embedded in the page.

Top Free Marketing Ebooks of 2012 & 2013

1. Conversion Psychology



Learn how to read your customer's minds.

Let's be honest, Gregory Ciotti is the number page ebook features not only great insightful

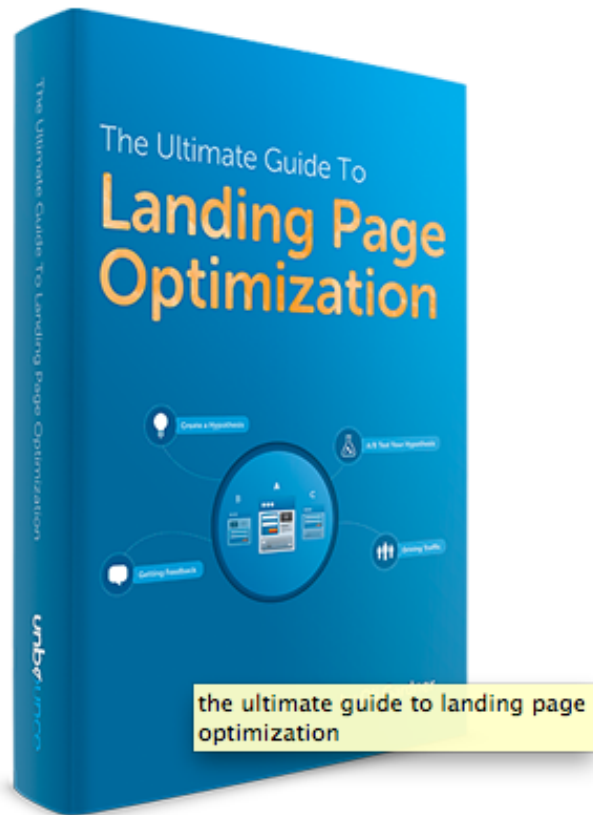
Ebook by: [Sparring Mind](#)



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conversionrateexperts.com / unbounce.com

Top Free Marketing Ebooks of 2012 & 2013

2. The Ultimate Guide to Landing Page Optimization



Learn how to use landing pages to improve your conversion rates.

This 58-page guide is pretty badass (shameless self plug cos I wrote it), and will teach you *almost* everything you need to know

Top Free Marketing Ebooks of 2012 & 2013

. B2B Marketing Innovation



Do B2B better. Simple.

Put together by [Top Rank Blog](#) and Marketing Profs, this ebook provides great insight for B2B marketers from the world of online marketing.

3 PPC Tips

1. Check your funnel to see what percent of cart abandons you have.

If above 80% abandonment = review checkout process and test alternatives such as reducing steps, removing main navigation from the checkout process, and changing button colors and text.

If less than 79% abandonment = don't worry about it, for now.



2. Filter your keywords to show all that are 20% below your CPA goal or greater and have converted 3 or more times. Bid them up by 15%.



- 3. Add 500 keywords modeled after your top converters. To do this, take your top converters and put them into a handful of keywords tool like Google's Keyword Tool and Word tracker.

It will kick out a handful of relevant keywords that you can put back into the keyword tool and get even more options.



Clientii nostri



Mulumesc pentru atentie

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