

# THE IDEA FILE

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## CAPITAL PERFORMANCE: NOW FOR YOUR WEB SITE

You've invested in your site and it's fully supportive of your product, brand and corporate image. But, how do you know that it's working for you? Monitoring your Web site probably encompasses the traditional gauges much like hits, page views, time spent on the site, downloaded files, and possibly sales or sales leads. More sophisticated evaluations may prove if visitors found your site through search engines rather than direct navigation to it. Now – evaluating your Web site activity is moving to expanded levels. Those simple gauges of yesterday have now grown to include the many doorways that are used to locate your site.

*"It's normal practice to evaluate human capital performance, so consider evaluating your Web capital performance."*

The new gauges include RSS feeds, e-mail promotions, and even offline advertisements that drive consumers to a dedicated URL. Let's not stop there. Videos, blogs, forums and personalized start pages offer more ways for customers to interact with your site. There are also new ways to watch this on-site behavior and help segment your customer-base for targeted marketing programs.

New intelligent systems are now developing to identify a visitor's click-stream, analyzing what content they are interested in and accommodating the user with content and options that will keep them engaged and on your site. This analysis of on-site behavior will help you understand how the users are utilizing your Web site and its content. You will now be able to ensure that on-site promotions will be optimally effective, even with multiple product categories and products, and serving visitors in different phases in the sales cycle. The right campaign or content will always be directed at the right time to the right visitor, with reports backing up the proof of the system's performance.



This new year opens up new opportunities. It's normal practice to evaluate human capital performance, so consider evaluating your Web capital performance. It may not be on your "to do" list for 2008, but when you consider that most customers have reviewed your Web site before purchasing your product or service, it should be toward the top of the list. Evaluate the content and tone that your Web site emits, and dive into the statistics of your site. Remember your visitors are on your site to discover, learn, compare, consume, join, discuss, complain and sometimes purchase. What you should measure is whether visitors are doing those things successfully. Are you achieving the results you envision?



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