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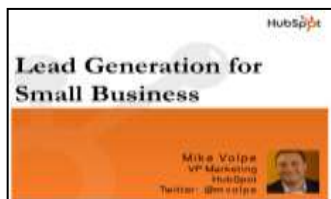
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[Free On-Demand Webinar: How to Generate Small Business Leads](#)

[Learn search engine optimization, business blogging, social media marketing and more to get found by more prospects and generate leads.](#)

Introduction

Are you interested in incorporating online marketing into your business but don't know where to start? We created this eBook for you. At [HubSpot](#), we understand that business owners and marketers are challenged with more pressure than ever but with less time and resources. It doesn't matter if your business is just getting started with online marketing or you have already mastered many of the basics, this eBook takes you step-by-step through setting up an effective online marketing plan for your business.

From establishing a keyword strategy to leveraging social media to promote content online, this eBook consolidates how-to videos, external resources and written sections to provide a multimedia learning experience for every business.

Step 1: Define a Keyword Strategy

What is a Keyword?

A keyword is a word or phrase that a person enters into a search engine like Google.

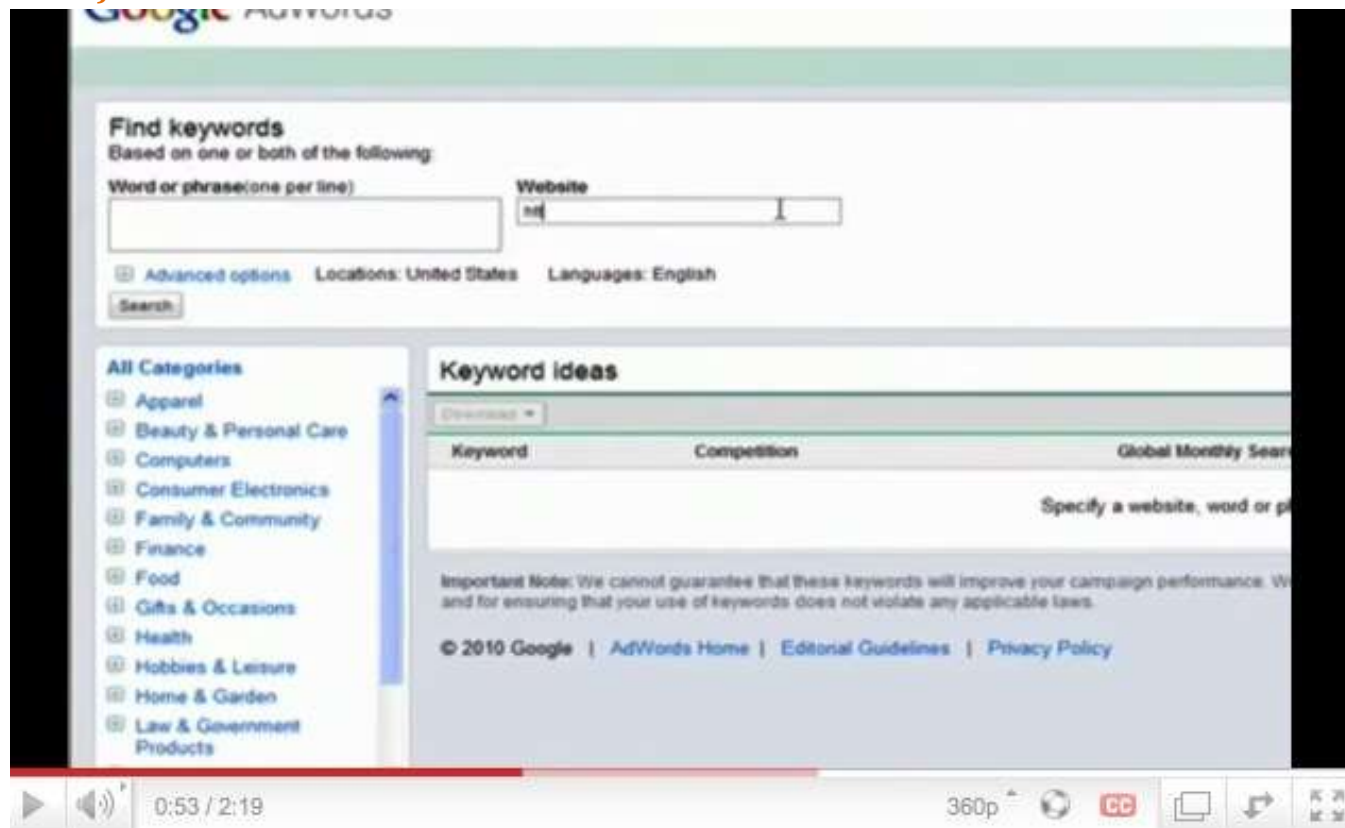
Goals of Keyword Strategy

More and more consumers are finding businesses online through search engines. They find these businesses through keywords. Fortunately, you can optimize your website around keywords that are relevant to your business. This will increase your chances of getting found by people searching with those keywords, which will drive more and better quality leads for your business.

While you don't know exactly which keywords will get the most relevant people to find your business, there are ways to determine the popularity and competitiveness of certain keywords. You can also test and analyze how effective different keywords are in drawing visitors to your site.

As a business professional, you should make sure the right people are finding your business online. Here, you will learn how to find keywords that will **maximize your potential to draw in relevant traffic from search engines**.

How-to Video: Define Keyword for Website Optimization (click image below to watch video!)



3 Step Keyword Strategy

(1) Create a list of 3-5 keywords relevant to your business.

Think along the lines of someone searching for your product using a search engine. For small- and medium-sized businesses, your keywords are not your brand name. Instead, think of words that get to the core of what your product or service is about.

(2) Choose keywords based on difficulty and relevance.

The keywords you choose should be based on difficulty and relevance.

Some very general words such as 'marketing' or 'business' are very competitive, making it harder to rank well for them. If you are a small- or medium-sized business, you probably want to choose less competitive keywords more specifically related to your business. The greater the volume of searches on a keyword, the more competitive it is. As demonstrated in the video, you can use the [Google Keyword Tool](#) to determine the volume of searches on a specific keyword.

Another important factor for picking keywords is their relevance to your business. While some obscure terms might be easy to rank for, they might not be relevant to your business.

You should find a balance between relevance and difficulty. Choose 2-3 keywords that match your business well.

Note that these keywords do not have to be perfect at first. You can try out different ones to see which work the best. This will be discussed more in the Analyze and Refine section.

(3) Design and optimize your website around your keywords.

Now that you've picked your keywords, you should incorporate them into your website. We will talk more about this in the upcoming section on website optimization.

Additional Keyword Strategy Resources

[Detailed Keyword Tips](#)

Step 2: Optimize Your Website

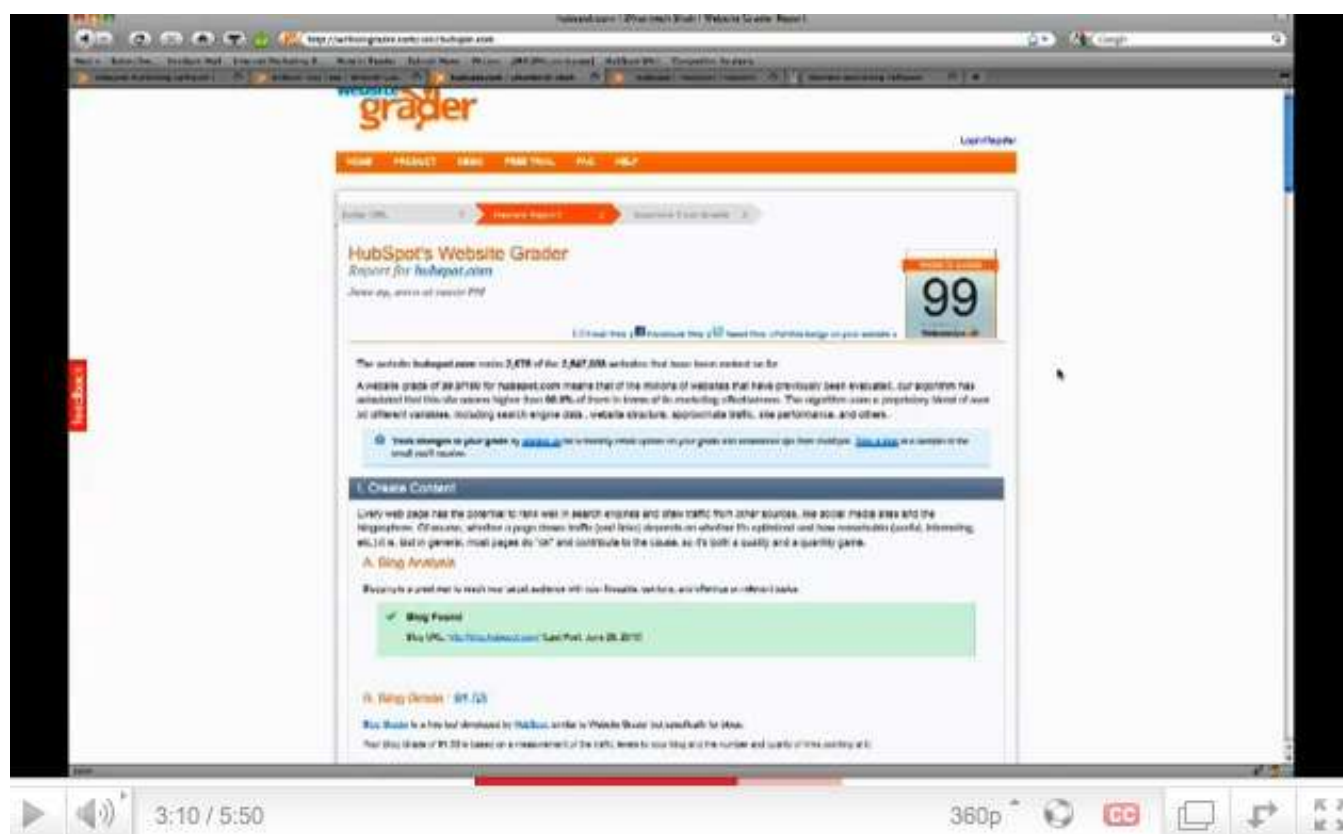
Goals of Website Optimization

Now that you've chosen some keywords, you can **increase your website's chances of ranking for those keywords**. Search engine optimization (SEO) is about how to do just this.

In order to get found, you should be on the first page or in the first few search engine results pages for your keywords.

Google suggests that you design your website for visitors, and not 'for Google.' While you should keep this principle in mind, it is worthwhile to learn a bit more about SEO in order to better optimize your site.

How-to Video: Optimize Your Website (click image below to watch video!)



A Little About SEO

SEO comes in two flavors: On-page and off-page.

On-page SEO: how well your website's content is presented to search engines. This can often be improved immediately.

Off-page SEO: your site's overall 'authority' on the web, which includes what other websites say about your site. This can take time to improve.

Even though on-page SEO contributes only about 25% to your overall SEO score, it is worth tackling first since it can be improved quickly. For now, we will discuss on-page SEO exclusively.

Test Your SEO With WebsiteGrader.com

To find out how good your site's SEO is, run it through HubSpot's free SEO tool, [Website Grader](#). You will get an overall score between 0 and 100. The higher the score, the better it is. These scores are based on a percentile scale, meaning that if you scored a 54, your website has better SEO than 54% of the 2.5 million websites that Website Grader has scored.

For on-page optimization, the most relevant part of this report is Part 2: Optimize.

Do not be discouraged if your SEO score is a little low. If this is the case, you can probably put your website back in the game with only a little bit of work on your on-page SEO.

The 9 Elements of On-Page Website Optimization

(1) Page Title

Page titles are one of the most important on-page SEO factors. Page titles are the text you see at the top of your browser window when viewing a web page. They are also the title of a page that is presented in search engines.

Page titles can be found and edited in your site's HTML. The text that is surrounded with the <title> tag is your page's title.

The following are guidelines for coming up with good page titles:

- **Include keywords.**
- **Make it less than 70 characters long.** Longer page titles will not be seen in your web browser or in Google search results. If you make the page title too long, it will also dilute the importance of the keywords mentioned.
- **Put keywords as close to the beginning of the title as possible.**
- **Make it readable** for site visitors.
- **Put your company name at the end of the page title**, unless you are a big brand and people search for you through your brand name.
- **Use different page titles for each page.** Each page is an opportunity to target different keywords.

(2) Meta Description

Meta data is an often overlooked opportunity to attract visitors from search. Interestingly, it does not directly influence search engine rankings. Nevertheless, it is a good practice to include keywords in your meta description.

Meta data is the text seen as the description of a site in Google search. These words attract a searcher's attention, and indicate if a search result is particularly relevant to the searcher. For this reason, including keywords in your meta description can draw in visitors, even though it does not affect search engine rankings.

(3) Headings

If a piece of text appears bigger or more prominent than the other text on a page, it's probably part of a heading. You can verify this by checking the HTML code of your website, and seeing if that text has an <h1>, <h2>, or <h3> tag surrounding it. Ask a developer to help you check this. Text in the headings is more likely to be read by search engines as keywords than text in the rest of the page. For this reason, it is good to include keywords in your headings whenever possible. <h1> tags give the text more weight as keywords than <h2> tags, and <h2> tags have more weight than <h3> tags. While <h4> and <h5> tags do exist, their influence on keywords is virtually the same as that of regular text. Including too many headings dilutes the importance of keywords in other headings, so we recommend using the <h1> tag only once. If the page is text heavy, like a blog post, then feel free to throw in a few <h2> or <h3> tags as paragraph titles.

(4) Cascading Style Sheets (CSS)

HTML is the back end code of your website that search engines read. Search engines extract relevant information from your HTML, such as keywords.

CSS, on the other hand, holds a template for the layout of your page. In the CSS, you define how headings, links, and other visual elements of the text should look.

The takeaway here is simple: Use CSS. Putting layout-related information in your HTML can dilute the relevance of the HTML text, which is what you want search engines to read.

(5) Images

Images on a web page can certainly enhance user experience. However, when inserting images into your website, you should keep in mind the following:

- **Don't use images excessively.** More pictures means that your page will take longer to load. This has a negative impact both on user experience and search engine optimization.
- **Associate text with pictures.** Search engines do not 'read' images; they read only text. ALT text is an HTML attribute you can add to your picture so that search engines replace the image with some associated text.
- **Include keywords in your image file name.** This will help you draw in relevant traffic from image searches. Separate different keywords in the file name with a dash (-).

(6) Domain Info

Search engine rankings favor sites that are registered for a longer period of time. Longer domain registrations indicate a commitment to the site and mean the site has a lower chance of being considered a spammer. Extend your website registration for \$10-20 a year for an SEO boost.

(7) MOZ Rank

MOZ Rank is a general measure of how much authority your site has online. A higher MOZ rank is better. Note that MOZ Rank factors in both on-page and off-page SEO. Improving your on-page SEO may help improve your rank, but there is much more you can do to improve it. Don't worry, we will get to all this.

(8) Google Crawl Date

When Google crawls your site, it updates the information related to it, such as your keywords and other SEO factors. Therefore, you want Google to crawl your site as often as possible.

The best thing you can do to make Google crawl your site more frequently is to regularly produce fresh content on your site (Step 4).

(9) URL Structure

The URL of a web page is its web address. For example, [HubSpot's blog](http://blog.hubspot.com) has a URL of <http://blog.hubspot.com>. The URL structure of a website is about how the different URLs connect with each other.

Unfortunately, improving your URL structure is one of the more difficult aspects of on-page website optimization. The methods of fixing these issues depend entirely on the back-end parts of your website, such as your content management system or programming framework. Nevertheless, if you have a competent developer by your side, having him or her tackle these issues can significantly improve your SEO. Your best approach might be to hand your developer the following list.

Principles of good URL structure:

- **Apply a 301 redirect where required.** A 301 redirect forwards an old URL to a new one after it changes. Make sure you do this if you change the URL of a page on your site. A common mistake is not applying a 301 redirect between yoursite.com and www.yoursite.com. This can be quite a problem from an SEO standpoint, because search engines will give separate credit to both versions of your site.
- **Avoid pages with deeply nested URLs.** Here is an example of what a deeply nested URL would look like: <http://yoursite.com/about/management/contact/phone>. Deeply nested pages will get less SEO credit. You can fix this problem by improving your overall site design.
- **Include keywords in your URLs.** If you've already bought your main URL, then don't worry about buying a new one just for this sake. But you can clean the URLs of your interior pages to include keywords and not look like gibberish.
- **For your internal page URLs, separate individual keywords with dashes (-).** For example: <http://hubspot.com/marketing-resources/> is a good URL that captures 'marketing' and 'resources' as keywords.

Create static URLs, not dynamic ones. This means that the URL for one of your pages should be the same, no matter what. Check if you see different URLs for the same page in your website. If there are, you can look into how to create static URLs with your web server software. Do a Google search on "create static URL " + (name of your server software).

Warning: Avoid 'Keyword Stuffing'

After reading this, you might think, “Keywords are really important. If having keywords all over my page helps me rank for them, I should just fill my page with these keywords.”

I'm afraid it's not that easy. Apart from leading to a bad experience for site visitors, search engines are smart enough to detect these behaviors. Trying to 'trick' search engines is not a good SEO strategy.

Website Optimization Resources

[Search Engine Optimization Marketing Hub](#)

If you believe Website Grader did not read part of your website correctly: [Website Grader FAQs](#)

For detailed tips on how to improve your Website Grader Score, see our [Website Optimization Hub](#)

Step 3: How to Convert Website Visitors to Leads

So you started your blog, you're active on social media, your site is optimized for search engines, and the results are great. You're seeing more traffic on your website than ever before.

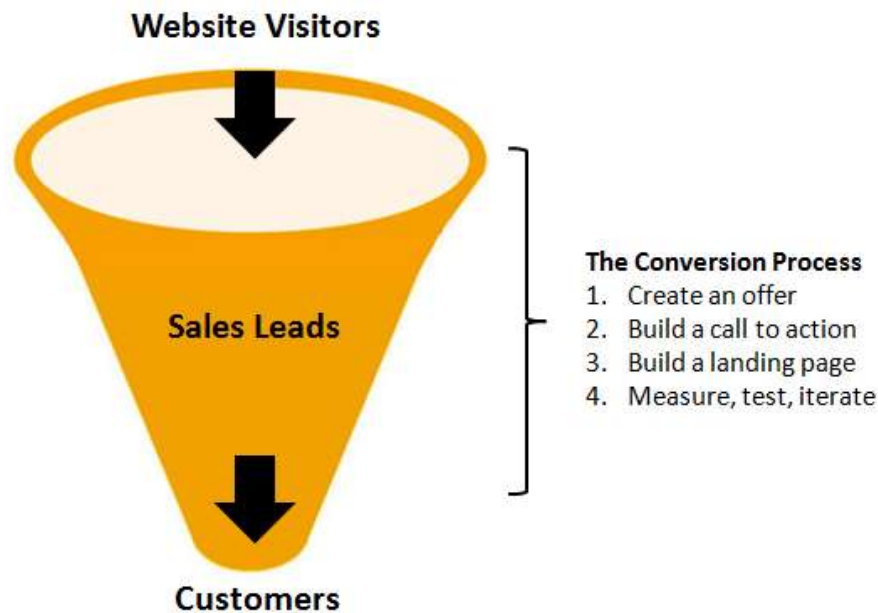
There's only one problem: All that traffic to your site isn't leading to any new business. People are visiting your site, but those visits aren't leading to new customers -- or even new sales leads.

What do you do?

How-to Video: Convert Anonymous Web Visitors Into Leads (click image below to watch video!)



Simple. **Focus on conversion.** Focus on converting more of your website visitors into sales leads. Here's how: Decide on a compelling offer for your customers, build a call to action to promote your offer and create a landing page for visitors to submit information in response to the offer. Finally, test, measure and iterate the whole process.



Here's a detailed guide to each step of this sales and marketing conversion funnel:

Step 1. Decide on Your Offer.

The offer is the most important part of any campaign. It's the initial attraction that catches the attention of your website visitors and gives them a reason to fill out the form where you collect their information. Your offer should target the type of sales lead you're trying to attract. If you're a golf instructor, you want to create offers that will appeal to golfers trying to improve their game. If you're a sales process consultant, you'll want to create offers that appeal to executives trying to improve their sales process.

Typical offers include research reports or how-to eBooks (like this one!). Of course, there's no reason to be constrained by what's typical. Use anything you think will work for your target customers. (Of course, keep in mind that the offer form is a conversation starter for the sales team, so the offer should be designed to start a conversation that will lead to a sale.)

Step 2. Create a Call to Action

Once you decide on your offer, create a few compelling calls to action. A call to action is the part of a website that grabs users' attentions and directs them to a landing page where they will submit information that makes them leads. Your call to action can be an image or html; it should always include a link to the corresponding landing page. If you have a great call to action, you'll convert a high percentage of your website visitors into leads.

Here's an example of a call to action at the bottom of a HubSpot blog article:

Free Download: Always Be Testing: 10 Tips For Increasing Your Lead Conversion Rate



Learn how to convert website visitors into leads with calls to action and landing pages

Download the free webinar for tips on testing, measuring, and analyzing your marketing programs to improve your lead conversion rate.

Related Blog Articles:

- [5 Call-To-Action Lessons From Craigslist Scalpers](#)
- [7 Tips for Effective Calls to Action](#)
- [9 Ways to Optimize Your Links and Draw Attention to Your Calls to Action](#)

Step 3. Create a Landing Page

After you create your call to action, you need to setup the landing page that it will link to. The landing page is the page where your website visitors arrive after they click on your call to action. Landing pages house the form where users submit information that allows them to access your offer and that you can use to follow up with them. Once users submit the information on the landing page, they should be redirected to a thank you page where they can access the offer. Note that if you're doing a promotion on a third party site -- Google AdWords, for example -- a landing page might be the first place on your site where your users arrive.

Here is a typical landing page:



Related Webinar

[Optimizing Landing Pages for Lead Generation and Conversion](#)

Step 4. Test, Measure and Iterate

Offers, calls to action and landing pages are the core elements of the conversion process, but you can't stop there. If you just have a single conversion pathway, you have very little insight into the process and the way it performs. In order to improve your conversion process, you need to try different tests. You need to test different CTAs, you need to test different landing pages, you need to test different offers, and then you need to decide which ones best help you achieve your goals.

Related Webinar

[Always Be Testing: 10 Tips For Increasing Your Lead Conversion Rate](#)

Step 4: Blogging and Content Creation

How to Get Started With Business Blogging

Blogging platforms like [HubSpot](#), [WordPress](#) and [Blogger](#) have made publishing content on the web easier than ever before. Now that you've developed a clear understanding of your business keywords, given your website a tune up and created opportunities to convert website visitors into customers, the next step is to attract more visitors. Blogging and creating other content like eBooks and webinars is the most powerful way to help more of the right people discover your business online.

When thinking about blogging, take off your hat as a business owner and instead try to think like a magazine publisher. The goal of your business blog should be to publish articles that are not promotional but instead share industry expertise, much in the way a column or an article in an industry magazine would. Think about what you are writing and the words you are using. Don't use industry jargon that only you and your employees would understand. Instead, think of the words your customers use to describe your business and use those words in your blog posts. The keyword section at the beginning of this book should serve as a good guide for the types of terms to include in your blog posts.

Getting Set-Up Blogging

While writing content that is interesting to your prospective customers is important, you first need a way to publish that content online. Many paid and free tools exist that provide a way to let you easily publish online. When selecting a blogging platform, take a few things into consideration. The most important thing you can do when you first start blogging is to make sure that your blog is a section of your business website. Without a blog, a website is kind of like a brochure that doesn't change often. A blog makes your website more dynamic by injecting new content every time a blog article is added. Search engines reward higher rankings to websites who consistently add fresh content. These higher rankings translate into new visitors and leads for your business.

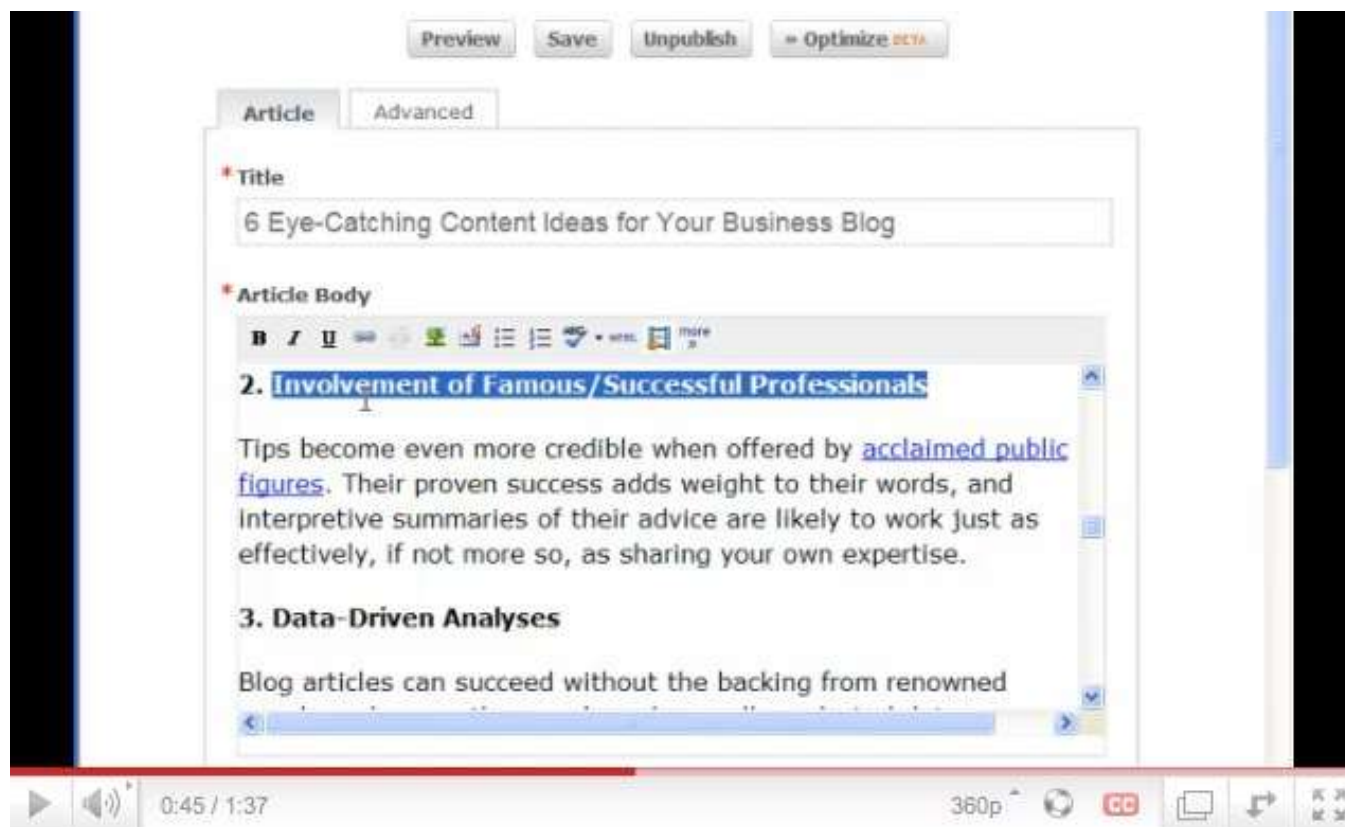
Blogging Platforms to Check Out

While it is important that blog software be easy to use, it is more important that the content you create be interesting. If you are looking for a blogging platform for your business, check out these options: [HubSpot](#), [WordPress](#), [TypePad](#), [Dupal](#), [Posterous](#).

Key Components of a Great Blog Post

Take a look at this video for a visual walk through the key elements that should be included in great business blog posts.

How-to Video: Blog for Online Marketing Success (click image below to watch video!)



What Should My Business Blog About?

Most business blogs start with a purpose. What are you trying to educate your industry and potential customers about? This education is not about your product, but instead about common industry issues and the problems that your product or service helps to solve. A great way to start blogging is to think about the 10 most common questions you get asked by prospective new customers. Take each one of those questions and write a short article explaining an answer. Do this once a week for 10 weeks and you have the strong foundation for a successful blog. Once those first 10 weeks are over, check out this list of additional ideas to keep your business blog packed with interesting content. Remember to let your expertise and passion shine through your blog content and keep some of these business blog best practices in the back of your mind.

Convert Blog Visitors to Leads

In the last section, you learned how to create landing pages and calls-to-action to help drive more potential customers for your business. It is important to remember that your business blog is an important platform to use these conversion opportunities. Create a call-to-action of some type at the end of each blog post. These calls-to-action work best if the offer is closely related to the subject matter of the blog post. Additionally, you can place image-based calls-to-action in the sidebar of your blog as a secondary way to convert more visitors into leads. These calls-to-action should link directly to a landing page that provides access to a more in-depth learning experience such as an eBook or webinar.

For additional information on converting blog visitors to leads, read this post on [blogging lead generation](#).

Step 5: Promoting Content in Social Media

How to Use Social Media to Promote Business Content and Build a Community

Social media is generating a lot of buzz right now amongst marketers and business owners. Businesses that can leverage social media to help distribute content and increase the overall community of advocates for that business can experience significant business growth. Social media allows your customers and potential customers to communicate directly with you and your employees online, and it allows interesting content to spread quickly.

While new social media tools launch every day, most businesses really only need to focus on the major players: [Twitter](#), [Facebook](#) and [LinkedIn](#).

Monitoring Social Media

An important part of leveraging social media for business is to understand what conversations are happening online related to your industry. The next video will demonstrate how you can easily monitor your business and industry mentions in social media.

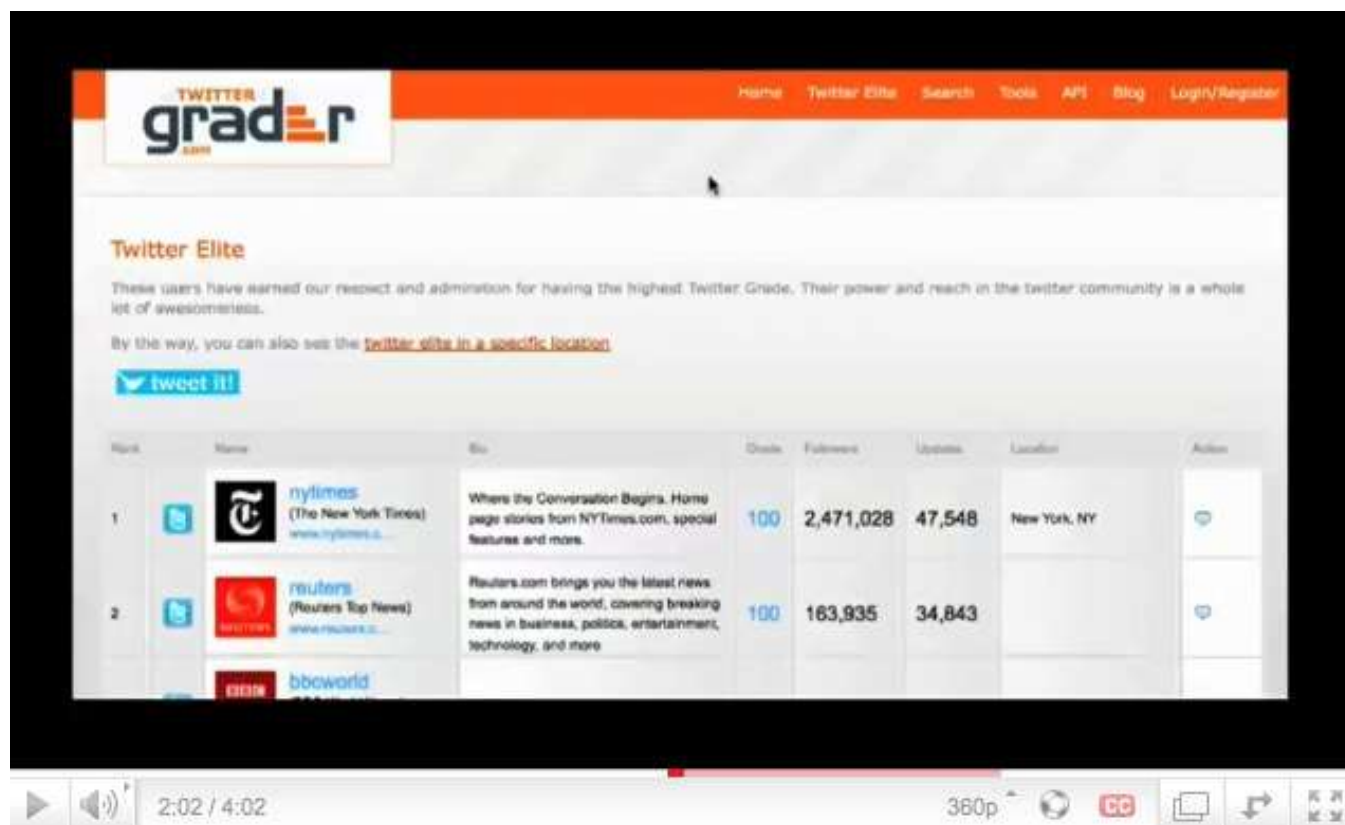
Getting Started With Twitter for Business

Twitter is a social network in which users share short, 140-character long messages with each other. Users follow or subscribe to each other and receive messages from each other via multiple channels including desktop computers, smart phones and text messages. For business, it is best to use Twitter's free search engine, Twitter Search to search for your business, competitors and industry mentions on Twitter. Understanding how and if people are talking about your business and industry will give you enough information to determine if you should invest the time to start and manage a Twitter account for your business.

If you decide that Twitter is right for your business, you can visit [Twitter.com](#) to sign up for a free account. Here are a few items to remember when setting up a business Twitter account:

- Use the name of your business as your Twitter username.
- Use your business logo or a picture of the person managing the account as the profile image for the account.
- Create a custom Twitter background that provides additional information about your business.
- Use [Advanced Twitter Search](#) to help determine industry influencers and potential customers that your business should follow.

How-to Video: Find Influencers on Twitter (click image below to watch video!)



Facebook for Business

With more than 500 million users, Facebook has become the major player in the social media industry. While many people still think of it as a place for college kids, it is actually a diverse network consisting of all demographics. Facebook can be a powerful platform for building a community of advocates for your business to help increase word-of-mouth marketing. The first step in leveraging Facebook for business is to set up a business page. Watch this video for a step-by-step guide to creating a Facebook business page:

How-to Video: Create Business Pages on Facebook (click image below to watch video!)



LinkedIn: A B2B Social Network

The social network many businesspeople may be most familiar with is [LinkedIn](#). This network of 70 million business users and more than 1 million business profile pages can be an important resource. To get started using LinkedIn for your business, it is best to set up and complete a personal profile for yourself as well as a company profile for your business. When setting up these profiles, remember to include all important information such as your website and blog URLs. Additionally, it is important to take the time to make the descriptions for you and your business interesting to read and an accurate reflection of your experience, knowledge and passion.

Once you have created profiles, LinkedIn has two major features that are of particular use to businesses and their employees. The first feature that you should examine is the [Groups feature](#). The Groups feature allows LinkedIn users to create and participate in discussions around a topic within LinkedIn. Groups can be a great way to make potential business connections, but can also be a great place to share relevant blog content.

Step 6: Lead Nurturing

Summary

According to MarketingSherpa, 70% of your leads will end up buying something from you or one of your competitors, but they won't do it right away! Companies that build relationships with their leads over time have the greatest success in turning leads into customers by staying top-of-mind until the lead is ready to buy.

Lead nurturing is the process of developing that relationship with your potential customer by sending targeted, relevant, and valuable messages to them in a timely manner. The end goal is to get your leads to "raise their hand" and self-select into further engaging with your business. Forrester Research found that companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost-per-lead.

Email Marketing Best Practices: List Building

- **Create opt-in opportunities.** Make sure that your lead forms allow your website visitors to enter their email address and opt-in to receive your messages.
- **Give people a reason to opt-in.** Whether it's a landing page for an eBook or an email newsletter subscription form, make sure you give people a reason to opt-in. What's so valuable about your eBook? What interesting and unique information will they receive in your email newsletter? Be explicit and phrase the benefit(s) in terms of your recipient.
- **Would I be upset if I *didn't* receive your message?** Only send messages to people who have explicitly opted in. You can follow the extreme principle of Seth Godin's *Permission Marketing*: Would your recipient be upset if they *didn't* receive your message? If yes, you should go ahead and send your email.



Email Marketing Best Practices: Sending

- **Stay relevant.** What was your lead interested in? Did they download your 5 Tips for Using QuickBooks to Manage Your Business eBook? Or did they read your blog article on How to Get Your Business Listed in Google Places? Send them an email with more resources targeted to their interests.
- **Get personal.** Use a name and email address in the "from" line of your email that your recipients will recognize. Personalize the message so that the recipient remembers how and why they came to your website. For example, start with "You recently checked out our eBook..." or "Thanks for subscribing to our blog!"

- **WIIFM?** At the end of the day, make sure that your message adds value. Get into the mind of your recipient and ask, “What’s In It For Me?” (WIIFM). Are you emailing them just to tell them how great your product is? Or are you offering to help solve a problem they’re facing? Make the value clear in both the email body and the subject line.
- **Don’t rely on images.** Many email clients don’t load images automatically, so if your email is one large image, your recipient won’t have any idea what it’s about! Use images as supplementary (clickable) content in your email, and make sure you have enough text to communicate value.
- **Be consistent.** You want your recipients to expect and look forward to your messages. Whether you send your messages daily, weekly, or monthly, pick a schedule and stick to it.
- **Don’t let the law get you down.** [Brush up on CAN-SPAM regulations](#) to make sure your email practices comply.

Email Marketing Best Practices: Converting

- **What do I do here?** When someone opens your email, make it clear what they’re supposed to do. Is it click to read a blog article? Download a new free eBook? Have a call-to-action that links to a landing page where the recipient can convert again and self-select to further engage with you.
- **The landing page is part of your email campaign.** Email marketing doesn’t stop with a click. Your landing page is an extension of your email and it is where your conversion takes place. Make sure your email offer and landing page flow and review Step #3: Conversion Offers for landing page best practices.

Email Marketing Best Practices: Measuring

- **Click-Through Rate (CTR) measures response.** Of the people you emailed, how many of them clicked through to your landing page? The CTR can give you a sense of how compelling your offer and email message are. Experiment with different subject lines, calls to action and timing to improve the CTR of your emails.
- **What about open rate?** Open rate is an increasingly unreliable metric, as more email clients do not load the images necessary for tracking who opened an email. Focus instead on how many clicks your email received.
- **Unsubscribe rate measures annoyance and spam.** There will always be some people who do not want to receive your emails anymore, but you want to make sure your unsubscribe rate does not exceed 5%. If your unsubscribe rate gets this high, check on your opt-in policies and procedures to make sure you email subscribers who want to receive your messages.
- **Conversion rate measures actions.** The final step is conversion, so measure how many of those clicks turned into reconversions on your landing page. Test different landing pages to improve the conversion on your website.

Lead nurturing is all about developing relationships with your leads, so keep in mind that this does not have to be limited to email communication. Think about how you can communicate with your leads by social media or any other means that they use.

Step 7: Analyze and Refine

Goals of Analyzing and Refining

Now that you have all the right elements in place, it's time to make all of them as efficient as they can be. Your main goal in this stage is to **find the best way to use all the elements we've discussed to get found online and create customers.**

How-to Video: Analyze and Refine Results (click image below to watch video!)



5 Steps of Analyzing and Refining

(1) Have an Analytics Program

In order to analyze, you need to have an analytics program in place. [HubSpot software](#) has a business-oriented system in place for this purpose. [Google Analytics](#) is a non-business based, but free tool that helps analyze your website traffic.

(2) Identify Opportunities

Figure out what you want to improve. Do you want more people coming to your blog? Do you want to convert more visitors on your home page into leads? You should get into the mindset of looking for opportunities.

(3) Set a Metric for Success

In almost all cases, your metric should be quantifiable and have a time frame. For example: "Increase # website leads over the next month."

(4) Refine

Make a change with the aim of achieving your marketing goal.

(5) Evaluate

See if you met your success metric. If so, stick with your change. See what you could have done differently. Continue to monitor it to make sure the improvement has a long-term effect.

Metrics to Analyze

In order for your refinements to have a big impact, you need to monitor several key factors. Again, you need analytics software to do this.

Before going into how to improve them, I will first discuss what the relevant metrics are. This is just a minimal list of what you should be monitoring. After getting comfortable with these metrics, take a look at a more comprehensive set of metrics to measure in our [Web Analytics Marketing Hub](#).

Website Grade:

How well optimized is your website overall? To find out, continue running your website through Website Grader. You can sign up for monthly updates on your grade via the Website Grader report.

Traffic: How many people are coming to your website?

Leads: How much of this traffic are you converting into leads (e.g. potential customers)?

Customers: How many sales did you close this month?

Customer Acquisition Cost: How much are you investing to draw in each customer?

New vs. Repeat Visitors: How many visitors are returning to your site, and how many new people are finding you? Both types of visitors are good. Attracting new visitors means people are finding you through search. Attracting repeat visitors means you've given people good reason to come back to your site. The key is finding a balance. Mike Volpe, the VP of Marketing at HubSpot, recommends having around 15% repeat visitors.

Effectiveness by Channel: What promotional channel or referring sources are giving you the most traffic? Focus on long-term results, not short-term traffic spurts that you might get from news coverage or press releases.

Traffic by Keywords: Which keywords are drawing in the most visitors to your site?

Steps to Improvement

While you should try to reach long-term goals, there are some short-term steps you should take to get there. The following are some elements of your website you can refine so you can reach your broader goals:

Keywords:

Try new keywords to see if they help you get found more. Since each page on your site can have different keywords, there are tons of ways to do this.

On-Page SEO:

See if changing a simple on-page factor can help boost visits. Examples of on-page factors are page title, meta description and headings. As a simple test, try changing the page title of one of your web pages to see if you get more traffic.

Conversions:

Try new things with your conversion forms or landing pages. For example, try making the conversion form more prominent on your web page.

Content Strategy:

See what content is generating the most traffic. This could be an opportunity to either focus more on that kind of content, or refine your delivery of other content.

Social Media Promotions:

See what social media channels are generating the most site visitors and leads. Again, you can either focus on your successful social media venues, or try improving your performance in your less successful ones.

Lead Nurturing:

Maybe you're sending emails frequently -- or not enough. Maybe the calls-to-action in your email are not appropriate for your audience. Keep experimenting and testing.

Additional Information and Resources

While online marketing may seem challenging, breaking different aspects into manageable steps can help improve your overall marketing success over time. Through this eBook, you've hopefully gained perspective for how other online marketing fits into your business growth strategies and plans for future customer acquisition.

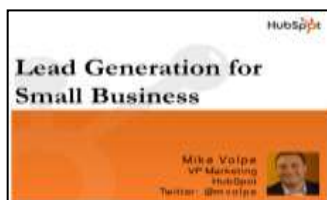
Now take some time to determine which of these strategies could drive the best results for your business!

More questions on how to use social media or inbound marketing for your business?

Post them in on Inbound.org!

Additional Online Marketing Resources:

- [HubSpot Marketing Blog](#)
- [HubSpot Marketing Webinars](#)
- [HubSpot Marketing Hubs](#)



[Free On-Demand Webinar: How to Generate Small Business Leads](#)

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