HITChecker™
Easy Web Analytics

11 Business Categories
68 Customer Tips

Ways your business can benefit from HitChecker

68 Tips

Whether your business sells a product or a service, your website is the essential resource people use to find you, learn about you, and make a decision about doing business with you.

The one thing you can do to make a difference in your business (and make your life easier in the process) is to learn as much information as you can about how your website and online marketing are performing, then implement ideas for improvement.

Your website can never be something that you build once and forget about. To be successful and stay ahead of your competitors, you need to respond to how people are interacting with you.

The single best way to see how people are interacting with your website is to use web analytics to track every step they take and what they are doing.

You need to know the words they typed into a search engine to find you, the pages they clicked on, how long they spent with you, where they are from, are they repeat visitors…and dozens of other things that will help you market your business online.

HitChecker gathers all the vital information for you and puts it in simple terms.

Why is simple so important? Because when things are easy to use, you'll find yourself doing them more often. And the more you improve your online marketing, the more successful your business will become.

Below are **68 customer tips** that you can put to use right away.

Real Estate

1. When you leave flyers in a Take One tube, add a QR code to the flyer and link that to a Flag in HitChecker. When the code is scanned, you'll see it on the dashboard. Also, set Alerts on codes so you can get an email whenever the scans go over a set number per day.

2. Look at the What information to see which websites and blogs send you the most traffic. Then make sure to visit those places and make comments on their posts so they see that you are active on their forums.

3. Seeing where people are coming from helps target advertising in those areas. You can see which cities give you the most traffic and then use Facebook to target ads to their zip codes.

4. Put Flags on all Craigslist postings so you'll know which ones are working. This will help you learn how to word your listings for the most clicks-throughs.

5. Search phrases are valuable because you can see exactly what people are typing to find your properties. Then change your Home page to showcase what is most looked for. Keeping your Home page updated and fresh also helps your site rank higher in Google and Bing.

6. People who return most often are likely to be your next customer, and seeing what pages they are looking at tells you which listings are hottest each week. You can move those listings to the front page so others can see them too.

7. If you see that the web pages with the most pictures get the most visitors, make sure all listing pages have as many pictures as you can get. This too will help you rank higher in Google and Bing.

e-Commerce

1. There's no more effective way to discern the intent of people shopping on your site than seeing the top search terms they used to find you – it's like mind reading. Get your webmaster to do search optimization on the keyword phrases to move up to page #1. Then use those phrases for ideas on new products to offer.

2. Place flags on each step of your check-out process to see the level of completion. If someone doesn't get all the way to the end, save the email address collected and send them a follow up within 24 hours to increase shopping conversions.

3. When you see visitors landing on a page from Google & Bing, change those pages to have better content and more links to other products. For example, you can add a Sizing Chart, Shipping Instructions, and Best Sellers to lead to more sales.

4. Look at the How information to see which search engine (Google/Yahoo/Bing) is generating the most traffic and adjust your pay-per-click program to reflect what you are actually receiving versus what you are spending.

5. Based on search traffic and number of visits to each product, move the most popular products to the Home page under a Most Popular category to get the greatest exposure. Use this concept for holiday shoppers for Valentine's Day, Mother's Day, and Christmas.

6. Industry experts peg the click-fraud rate at 10% to 50% of all PPC ad clicks. If you spend $1,000 per month in PPC advertising, you could be spending up to $500 a month in bogus and fraudulent clicks. To spot click-fraud, look at the repeat visits to the ad's landing page. If this repeatedly comes from an IP address that is not purchasing the product, this could be a sign of click-fraud and you will want to get your webmaster to block that IP address from visiting your website.

Restaurants

1. When you use social media (Facebook, Twitter, Pinterest) for marketing specials, promos, and fans, they only tell you impressions and none of the details about what someone clicked on when they come to your site. Use HitChecker to watch what people are interested in and use Flags to send alerts whenever certain pages are watched each day. If managers don't get an alert, start checking social media to see if your daily promos are out there and look for engagement. It's a day to day process but HitChecker makes it a lot easier.

2. A big advantage of HitChecker is seeing the words people use to find your restaurant. If you're engaged in search engine optimization, HitChecker shows you which search engines and keywords to focus on, so you'll know how to best manage that part of your marketing budget.

3. Set Flags for every piece of marketing to prove which marketing is working - what Facebook postings produce best, what pages people are most interested in, which coupons worked, which referral site sent the most visitors (big money-saver), and how your SEO is doing. Instead of guessing, now you'll have proof.

4. When you run Groupon deals, use HitChecker to monitor the effectiveness of each deal, and always change the next one based on what you learn from the last one.

5. If visitors to your site are coming from outside your local area, they are probably planning a visit soon and are looking for a place to eat. Get each server to point customers to your website to buy souvenirs online and offer to ship them for free (using the coupon code you tell them at the table) and have it waiting for them when they get home. This can bump souvenir sales significantly.

6. If you see people using their mobile phones to access your website, mobile optimize your website for a good online experience, especially with turn-by-turn Directions to your restaurant.

Hotels

1. Track every online channel to prove what's working best and where to focus your marketing dollars. Having it all integrated into Flags and Alerts makes it easy to spot trends.

2. Watch which paths generate the most revenue, and which marketing initiative results in the most reservations - for example, a guest first clicks a PPC ad, then comes back to book a room from your offer.

3. Compare revenue production against website traffic locations and direct marketing dollars to reach the people in those specific geographic locations. Change any billboard locations for drive-ins to match the city/state locations you see web visitors are coming from.

4. Analyze how guests navigate the website before they make a booking. Test specials & packages to see the ones that convert best. Follow the page paths guests use to make a reservation and make sure it what you intended. Create private landing pages tied to all external advertising and measure highest conversions using the Flags ROI calculator. Managers can check the ROI results every day.

5. Look for where in the booking process (book now, entering dates, selecting a room) you're losing visitors, then make changes (page copy, add padlock icon, more images, add FAQ section) to provide assurances to turn lookers into bookers.

6. Email marketing is essential for slow periods to offer specials to bring in guests. Use HitChecker to verify how that process works and which email campaigns convert to higher sales.

7. Changing the names of rooms on the website to reflect the way guests search in Google/Yahoo/Bing can add to bookings since they see familiar terms compared to what they searched for. This also helps improve your search engine rankings.

8. Track every Internet marketing dollar using HitChecker to prove conversions. Flags are essential. Alerts save time and show progress throughout each day.

Churches

1. If members post about you on Facebook, then click over to your website, you can follow the paths they take and what their interests are.

2. New church plants can use HitChecker to see if your site traffic is increasing each month, are the web pages being read, are you receiving inquiries through your contact-us form, are your social media links being clicked, how are people searching for you in Google/Yahoo/Bing, are they listening to your sermons on YouTube, are they signing up for your newsletters, and are they clicking your PayPal donations for missions buttons. Each of these can be tracked and confirmed.

Non-Profits

1. Email marketing and website analysis are essential for your online work each year. Emails keep you in contact with donors and help you recruit new ones. HitChecker tells you how all of your marketing is doing related to donations, dues, subscriptions, sponsorships, publications, and merchandise. The validation and insight you'll receive in each area is vital to your operations and budget.

2. SEO insights provide a clear view of what words and phrases visitors use to find you. For example, after seeing the words "volunteer" and "donate" in the How section, you can integrate those words into the headings, link text and general text on your site. This will help you start attracting visitors that are interested in volunteering or donating, but didn't have a specific organization in mind.

3. You can set up Flags on your donation process. You may see that just having a Donate/PayPal button is not enough to get a click. Create a page that better explains the donation process, what happens to their money, where it's spent, how little is kept by the organization, when they'll receive a tax deductible receipt, and put a large Thank You with signature and pictures of your staff. This can lead to higher and repeat donations.

Ad Agencies

1. Hook every online ad into HitChecker using Flags and Alerts, then publish to clients how well each ad is performing by segment. You'll be able to (1) provide "proof" of your campaigns and (2) drill down into the data, and set your agency apart from competitors. The dashboard is so simple to understand, that you can screen shot it and email it to clients.

2. The knowledge of how their ads are performing will increase your client's confidence and yield renewed business every month.

3. Use the insights that HitChecker shows to make recommendations to your clients giving them unprecedented visibility into their most valuable business opportunities.

4. Every client wants to know if the sites you create for them are "working" and if their investment is paying off. HitChecker answers their questions (so you don't have to) and it's in the simplest form that they all grasp without any training. Here's what you can tell them - How are visitors finding your website? Are they spending a significant amount of time on the pages you want them to? Are they looking at multiple pages? Downloading coupons? Signing up for a newsletter? Filling out a contact form? Making a purchase?

5. If you provide SEO services, you'll be able to show the client all the keywords they contracted for and how they are performing every month, to add proof that you are performing your services at the expected level. Clients will be able to click on a search term and see how their site ranks for that phrase and how they compare to their competition. They'll also be able to see (with one click) all the people who clicked on a search phrase – where they are from and all the pages they visited. Because your service is so easy for everyone to use, your agency can take the insights gleaned to a whole new level for your clients and add value that other agencies can't touch.

Radio Stations

1. Follow the paths of your visitors to see what they find most interesting and useful, so your producers can decide what Web content your audience really wants. Instead of waiting 6 months for Arbitron data, you'll be able to see in real-time how people respond to anything mentioned on the air.

2. A more engaged web audience is also a more invested one and one more likely to contribute financially, so measure web donations against on-air solicitations to judge the effectiveness of pledge drives.

3. Add (and measure) new fundraising streams including an Amazon storefront that pays for referrals, cost-per-impression sponsorships, and podcast sponsorships. Every opportunity requires a complete understanding what works and doesn't work, and HitChecker gives you that understanding.

4. Hold an online giveaway and watch web traffic flow immediately after the contest is announced on air. Track users in real-time to see where they're going after they sign up to win, to see where their interests are.

5. Create a listeners' club on your website to build loyalty among your audience members while making them feel special. Announcers can direct people to your site, where they fill out a club form to get discounts, tickets and other offers through their email. Questions on the form can give you instant research -- like the hometown, age and gender of your listeners and their favorite music artists…all for free.

6. Radio contests for prizes should require people to use your website to sign up. This will keep your staff from sorting through letters or taking information over the phone. Like the listeners' club, you can design an online sign-up form to get research information -- like what time of day a person listens to your station, who's their favorite announcer, and which songs they'd like you to play.

Tour Companies

1. Since ticket sales drive revenue, every part of the ticket sales process needs to be tracked. Instead of guessing how things are working, put a Flag on each step in the Buy Tickets process to look for drop offs during Check-out, and work with your webmaster to correct these. This one step can increase your conversion rates significantly.

2. Put Alerts on each Flag to notify you when sales thresholds have been crossed each day so you can be alerted without having to login to your reservation system.

3. Watch the traffic from your Referral Partners to see who is sending you the most traffic. Then look at the path visitors take when they reach your site. Look at the time they spent on each page, and how many pages they visited, then you'll know what steps they took to make a decision to buy a ticket.

4. Check the copy text on all referral partner sites and make sure it matches the text on your website, to reinforce to the visitor that what they clicked on is consistent.

5. Use the ROI calculator to show you total sales and net revenue of ticket sales during the day.

6. Track the time-of-day when tickets are being sold to judge effectiveness of social media/radio/tv promotions allowing you to track performance and help identify the success of promotional efforts with target audiences.

7. Take the search words people use to find your business and add them to you page content. Look for word combinations, then create new web pages related to those phrases since that's the "language" people use to look for your tours.

8. Evaluate the # of users accessing your site from their mobile device (iPhone, iPad, Android) to judge how much emphasis you need to place on your mobile audience.

Service Businesses

1. **YouTube marketing videos** give you a chance to spotlight your products and services. Each video can be tracked on your site to see which one is watched the most, and what page attracts the most viewers.

2. **Coupons and Daily Deals** can drive sales, but you need to know which ones are paying off. Tie each one to a Flag and use the ROI calculator to tell you in real-time what your return is.

3. **Social Media** advertising can send you customers, and you need to know which platform is giving you the best results. By watching the How information, you'll see in real-time which platform is sending you the most customers, and what pages they were most interested in. Then you can go back to those social media platforms and make relevant comments.

4. **Search Engine Optimization** reveals how people are looking for you and drives visitors to your site. Select the top phrases and use them for your marketing campaigns. Also use these phrases to make more cost-effective bidding choices for your pay-per-click campaigns.

5. **Referral Partners and Ad Networks** can generate sales and introduce new customers to your business. Monitor each placement to understand how effective they are, and what pages are converting into the most sales.

6. **Email Marketing** is invaluable for driving sales from prospects and repeat customers especially during holidays throughout the year. By tying each email campaign to a specific landing page, you'll see which campaigns work best.

7. **Sales Channels (PPC, Banners, Social, Affiliates)** work together to increase customers and conversions. The Dashboard will show you how each one is paying off so you can make the most profitable investment choices. This will help you prove whether your advertising dollars are really working, and where the opportunities are.

Health Care

You can use HitChecker to reveal actionable information to help you in these ways:

1. Show how customers, patients, and physicians interact with your corporate website and membership portal.

2. Measure the value of your website and help you increase brand awareness, improve services, and manage costs.

3. Improve landing pages based on bounce rates, targeted content, navigation click paths, and SEO keywords.

4. Evaluate physician and patient log-ins for re-marketing, cost savings and improve your corporate brand.

5. Track enrollments, registrations, doctor lookups, requests for health quotes, video plays, interactive physician chats or advice forums, question submissions, claim status inquiries, statement downloads, and form completions.

6. Review top pages visited for claims processing, clinic information, services provided, and open enrollment.

7. See specific visitor demographics and which companies visit your site most often.

8. See what led visitors to you - initial referral, first URL on your site, and the date and time of their first visit.

9. Discover which Search Engine phrases (organic & paid) are bringing visitors to your site.

10. Learn which email campaign yields the greatest number of responses.

Summary

These tips give you practical ideas of how you can use what HitChecker reveals to improve your website and online marketing.

If any of these tips improved your business by 2%, 10%, 30%, or more, that could have a real impact on your bottom line.

We'd like to encourage you to try just one tip and see the difference it makes. The cool thing about HitChecker is you'll know immediately how things are working. Then you can try more things and see how they perform. Over time, you should see all the value that HitChecker brings to your business.

Feel free to try tips from different business categories to see the ones that work best for you. For example, an eCommerce tip may work perfect for your Restaurant.

Got a Tip?

You can help customers like yourself by sharing how HitChecker has helped your business.

Please use the contact us form and tell us 1. what business category your business is in, and 2. what your actionable tip is.

Customers just like you will appreciate it!

Want to Help?

Not every business category is using HitChecker…but we're trying… and we could use your help ☺

Please tell someone in your business network about HitChecker and how the information it reveals can help their business in many ways.

Here are some links you can send them:

Website   http://www.hitchecker.com

Resources   http://www.hitchecker.com/resources.jsp

Thank you!

The HitChecker Team