



Succinct Update December 2007 Numbers that Matter!

The festive season is a challenging time to talk statistics, but this metric is special; it helps you understand how 'sales effective' your website is and might even save you money.

Pages per View

This simple metric indicates how interested visitors are while in your website. The greater the level of interest, the more pages visitors will view.

Most importantly Pages per View is NOT an indicator of how **good** your site is, but how well **matched** your visitors are to your site. Good matches represent prospective clients and sales; poor matches do not.

An average page per view of 2.5 is a critical threshold; below which there is an increasing mismatch between visitor and content, with 1 being an absolute mismatch. Above 2.5 indicates an increasingly strong match.

Page per View can be used in conjunction with other web site metrics to bring greater meaning; for example valuing referrals.

Valuing 'referrals'

'Referrals' are visitors who come to your site via another website. As in "off-line" business, some referrals are good and others are a waste of your time. You quickly grow to understand that some referral **sources** are more valuable than others. As we are all time-poor, it makes sense to focus our energies on the important sources of leads because these represent the greatest business opportunities.

The Pages per View metric can quickly and surprisingly accurately indicate the value of 'referrers' of prospective clients to your website.

For example use it to evaluate paid referral sources such as Yellow Pages; White Pages or the many business and industry based internet directories, by observing the average Pages per view of traffic flowing from these sources.

The referring sources sales pitch might be that they provide 100 visitors a month, but if your average Pages per View for them is only 1.6 then you know there is a low level of match with these visitors; little chance of a sale and so little value to you.

Use this empowering information to review and negotiate with the directory service provider about their rates. Why pay for advertising that is of no value to you !

Where are my website metrics?

Your hosting service can provide you with statistics for your web site. If you don't know to access your stats contact your hosting service's support line.

Personally I prefer **Google Analytics** – its free; marketing based rather than technically based and world class. Check it out at www.google.com/adwords



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Digital Marketing Website Review wizard

Have you tried our wizard to self-assess your website's sales effectiveness?

www.succinctideas.com.au/dmr/diy/

Interested in using the internet to generate sales? Contact me if you would like to explore how online marketing may be able to assist your business.

If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc. Previous newsletters and my presentations are available for download from the Succinct Ideas website www.succinctideas.com.au.

If you do decide to plagiarise my work, please acknowledge it with a link to my site **J**

All the best for the festive season and the New Year!

Sincerely,

Peter Cornish

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