



mp
THREE Web Analytics
SEO
Social Media

I HAVE A WEBSITE!

NOW WHAT?

Presented by Massimo Paolini

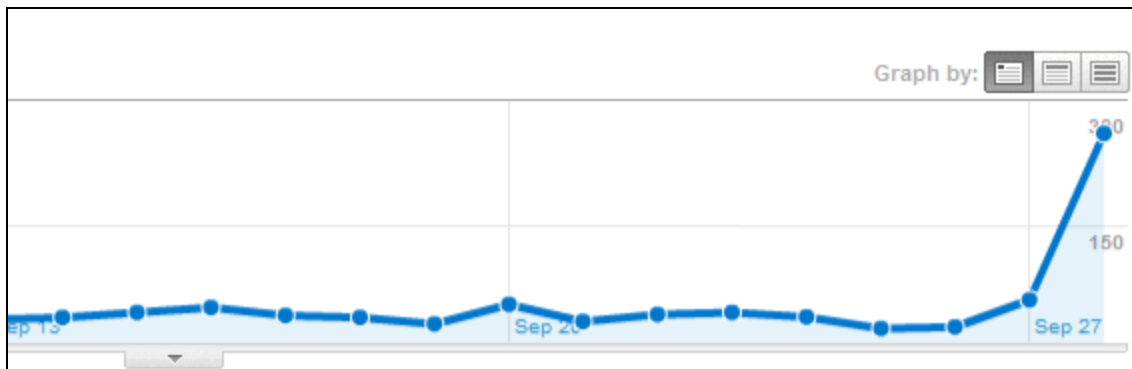
MPThree Consulting Inc.

www.mpaolini.com

408-256-0673

TOOLS

- Google Analytics
- WebMaster Tools
- ClickTale
- WebSEO Analytics
- and more...

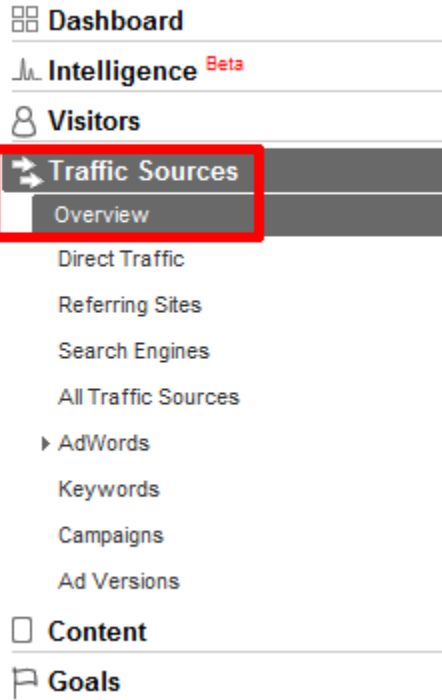


CONTENT

- Two reports from Google Analytics
 - Traffic sources
 - Goal Funnel

Links:

- [Google Analytics](#)
- [Create a Google Account](#)
- [Date Range Selection](#)
- [Goal Conversions & Funnels-P1](#)
- [Goal Conversions & Funnels-P2](#)
- [Goal Conversions & Funnels-P3](#)



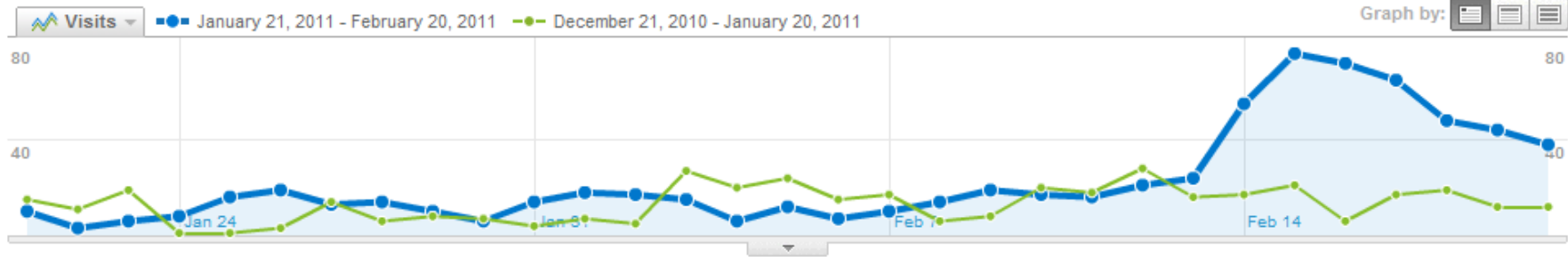
GOOGLE ANALYTICS – REPORT ONE

Look at your traffic. Compare it to the month before and see if your efforts are paying off.



Traffic Sources Overview

Jan 21, 2011 - Feb 20, 2011
 Comparing to: Dec 21, 2010 - Jan 20, 2011

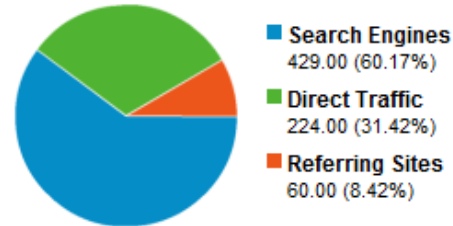


All traffic sources sent a total of 713 visits

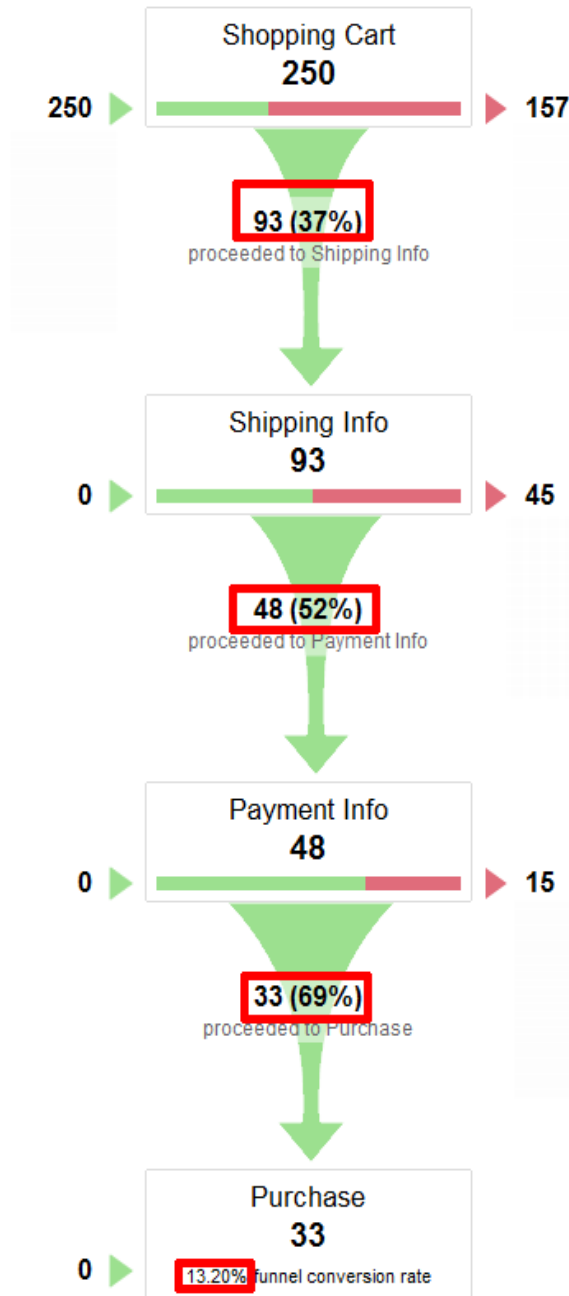
31.42% Direct Traffic
 Previous: 68.56% (-54.18%)

8.42% Referring Sites
 Previous: 10.15% (-17.08%)

60.17% Search Engines
 Previous: 21.29% (+182.65%)



Top Traffic Sources



Dashboard

Intelligence ^{Beta}

Visitors

Traffic Sources

Content

Goals

Overview

Total Conversions

Conversion Rate

Goal Verification

Reverse Goal Path

Goal Value

Goal Abandoned Funnels

Funnel Visualization

Goal Funnel

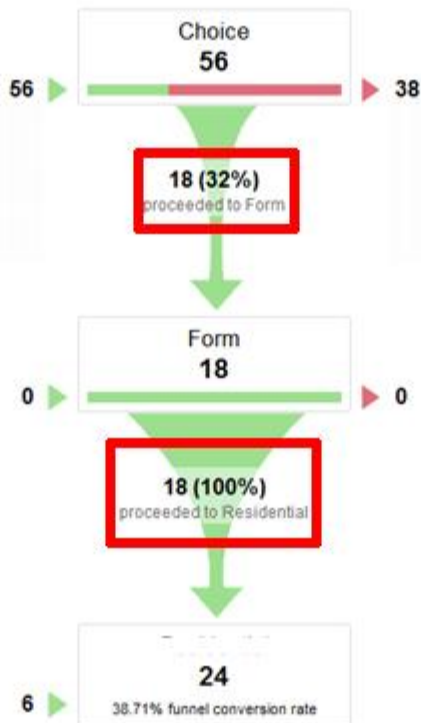
Jan 21, 2011 - Feb 20, 2011



Select Goal: **Goal 1: Residential**

Residential

24 visitors finished | 38.71% funnel conversion rate



CONTENT

We covered:

- Two reports from Google Analytics
 - Traffic sources
 - Goal Funnel

Next:

- ClickTale Mouse Move Heatmap
- Attention map

Links:

- [ClickTale](#)

CLICKTALE

What are you visitors paying attention to?

What do you see here?

What would you change?



CLICKTALE

How much of your page are you visitors looking at?

Would you change the layout of the page?

HOME PROGRAMS ABOUT SCOTT RESOURCES MOTIVATIONAL ARTICLES & BLOG CONTACT SCOTT 800.450.0432

Scott Greenberg

MOTIVATIONAL SPEAKER

Bringing out your best. Motivational speaker Scott Greenberg presents inspiring, down-to-earth programs that will get your group laughing, learning and living at their best.

WHY BOOK SCOTT?

BUSINESS PROGRAMS

Scott combines his own extensive business experience with his years on stage to create powerful keynotes and workshops for professional groups looking to achieve peak performance.

"Inspiring and uplifting... Congratulations on picking another great motivational speaker!"
--Paul Buckley, American Society for Quality

MORE

EDUCATORS PROGRAMS

As a youth speaker and former teacher, Scott has the classroom to create powerful staff development programs that educate and energize teachers.

"Without question, Scott is the most effective motivational speaker I have heard in my 13 years in education."
--Jeff Parker, Principal, Eaton High School

MORE

STUDENTS PROGRAMS

As one of the most popular youth speakers, Scott has assemblies and conference keynotes designed to bring out the best in teens and college students.

"I laughed so hard my retainer popped out!"
--Sarah, Student, Boulder City High School

MORE

ATTENTION: 41 sec Visitors: 18 (100.0%) Total Time: 12 min 24 sec

INQUIRE ON AVAILABILITY

YOUR NAME

EMAIL

BUSINESS EDUCATORS STUDENTS

MESSAGE

GO

SEARCH

To search, type and hit enter

CONNECT WITH SCOTT

f t in

Motivational speaker on leadership, resilience, and

Look at how fast the page gets really cold!

Is anybody reading this?

MORE

5.6%

MORE

5.6%

MORE

5.6%

To search, type and hit enter

Motivational speaker on leadership, resilience, and peak performance.

Looking for a motivational speaker?

In 1992 I was a graduate film student at New York University when I was suddenly diagnosed with cancer. Having grown up hearing stories of how my grandparents survived the holocaust, (My grandmother was one of the survivors on "Schindler's List."), I knew it was time to apply their lessons to my own fight for survival. Ultimately I beat the disease and went on to run the Los Angeles Marathon. ([Read my full bio.](#))

During my chemotherapy and radiation treatments, I kept a journal, noting the attitudes and behaviors of my fellow cancer patients. I noticed that some suffered through their treatment: snapping at family members, complaining to nurses and succumbing to depression. Others, equally ill, spent this time joking, laughing and living. Their conditions were similar, but their *internal reactions* totally varied. This made me curious. ([Read my full bio...](#))

You're better than you think.

Having now been a motivational speaker for almost two decades, I notice the same varying behaviors at every company, association or school that brings me in to speak. Regardless of the setting, some people suffer while others thrive. All of my motivational speaker programs are about how to master your internal reactions so you can be among the latter.

Great motivational speakers both educate and entertain.

I want your group to laugh and enjoy themselves while acquiring rock solid techniques for living and working better. Regardless of age or occupation, everyone wants to feel strong and operate at their best. I've got the stories, the humor and the content to help them do just that. ([Read my testimonials.](#))

More meat and less cheese!

A good speaker - motivational or otherwise - should be able to inspire an audience without hype. To me, the most useful ideas don't need to be sensationalized. I absolutely believe what I speak on and strive to connect with the most cynical audiences members who've heard it all before. I'll give your group an energizing presentation backed up with practical, real world content.

CONNECT WITH SCOTT

[f](#) [t](#) [in](#) [RSS](#)

QUICK LINKS

- [PROGRAMS SUMMARY](#)
- [CLIENT TESTIMONIALS](#)
- [PROGRAM BROCHURE](#)
- [WHY CHOOSE SCOTT](#)
- [FAQ](#)

CLIENTS INCLUDE

- US Dept. of the Interior
- International Facilities Management Association
- Young Presidents Organization
- Jet Propulsion Laboratory
- FFA
- National Association of Student Councils
- Schools & Universities

[see more...](#)

TESTIMONIALS

LATEST BLOG

- Scott Visits SOS Children's Village in Jamaica
- Excel at Being You
- Do Youth Speakers Make A Difference For Students?

LEADING YOURSELF

Jump Start Leadership Workbook
Volume 1: Leading Yourself

- Achieving Goals
- Managing Time
- Your Talent

CONTENT

We covered:

- ClickTale Mouse Move Heatmap
- Attention map

Next:

- Google WebMaster Tools
 - Search Queries
 - Sitemaps

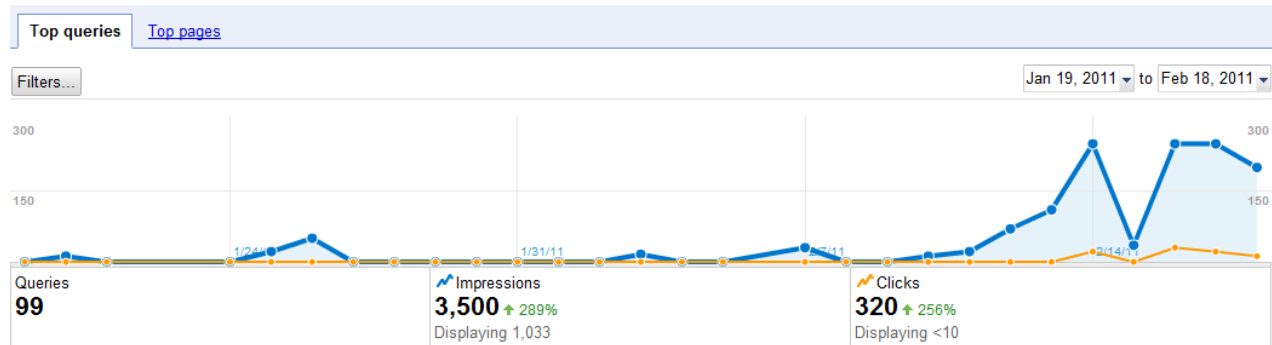
Links:

- [Google Webmaster Tools](#)

GOOGLE WEBMASTER TOOLS

This report shows you how many times your site showed up on search result pages and how many clicks you got.

Search queries



Query	Impressions	Change	Clicks	Change	CTR	Change	Avg. position	Change
digital display	400	↑ **	50	↑ **	12%	↑ 10	2.6	
digital displays	150	↑ **	<10	↑ **	-		4.4	
digital display systems	70	↑ **	22	↑ **	31%	↑ 30	4.7	
digitaldisplay.com	70	↑ 337%	<10	↑ **	-		4.8	↓ -0.5
digital wall clock	70	↑ **	<10	↑ **	-		13	
8ery/grp	70	↑ 100%	<10	↑ **	-		1.6	
display digital	60	↑ **	<10	↑ **	-		4.3	
digital clocks	50	↑ **	<10	↑ **	-		13	
clocks	30	↑ 36%	<10	↑ **	-		5.6	↓ -0.2
digital wall clocks	22	↑ **	<10	↑ **	-		15	
digital wall	22	↑ **	<10	↑ **	-		9.6	
led wall clock	16	↑ **	<10	↑ **	-		15	
display systems	16	↑ **	<10	↑ **	-		26	
different types of clocks	16	↑ **	<10	↑ **	-		200	
bar clocks	16	↑ **	<10	↑ **	-		57	
led digital display	12	↑ **	<10	↑ **	-		12	
digital display clock	12	↑ **	<10	↑ **	-		1.2	
led clocks	12	↑ **	<10	↑ **	-		24	
digital wall watch	<10	↑ **	<10	↑ **	-			

Always check to make sure your site is indexed.

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Submitted URLs
58
12 URLs in web index

[Submit a Sitemap](#)

Show submissions: [By me \(1\)](#) - [All \(2\)](#)

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
<input type="checkbox"/> /sitemap.xml	✓	Sitemap	Feb 21, 2011	58	12
<input type="checkbox"/>	Delete	Resubmit			

[Download this table](#)

[Download data for all sites](#)

CONTENT

We covered:

- Google WebMaster Tools
 - Search Queries
 - Sitemaps

Next:

- Duplicate Content
- Google Alerts

Links:

- [WebSEO Analytics](#)
- [Google Alerts](#)

WEB SEO ANALYTICS

You should always use your content at least 2-3 times.

However since duplicate content is frowned upon use a tool like this one to check your work.

The screenshot shows the 'Duplicate Content' tool interface. On the left is a sidebar with the title 'SEO PRO Toolbox'. Under 'Analysis Tools:', there are links for 'SERP Analysis', 'Domain Battle', and 'Blog Analyzer'. Under 'Link Tools:', there are links for 'Backlink Analysis', 'Backlink Hunter', and 'Link Structure'. The main area has three tabs: 'Report' (selected), 'History', and 'Personalize Report'. The title 'Duplicate Content' is displayed in large font, with a 'Share' button and social media icons to its right. Below the title is a green input area with two text boxes labeled 'First URL:' and 'Second URL:', a blue arrow button, and a small icon of two overlapping pages.



Alerts for massimo@mpaolini.com

Search terms
<input type="checkbox"/> "Call for speakers"
<input type="checkbox"/> "massimo paolini"
<input type="checkbox"/> "mpthree consulting"
<input type="checkbox"/> "Scott Greenberg"
<input type="checkbox"/> gmail labs
<input type="checkbox"/> Google Analytics
<input type="checkbox"/> level343
<input type="checkbox"/> Motivational Speaker
<input type="checkbox"/> site:mpaolini.com
<input type="checkbox"/> site:scottgreenberg.com
<input type="checkbox"/> web analytics

GOOGLE ALERTS

You want to know what is happening to your:

- Brand
- Site
- Industry
- Keywords

CONTENT

We covered:

- Duplicate Content
- Google Alerts

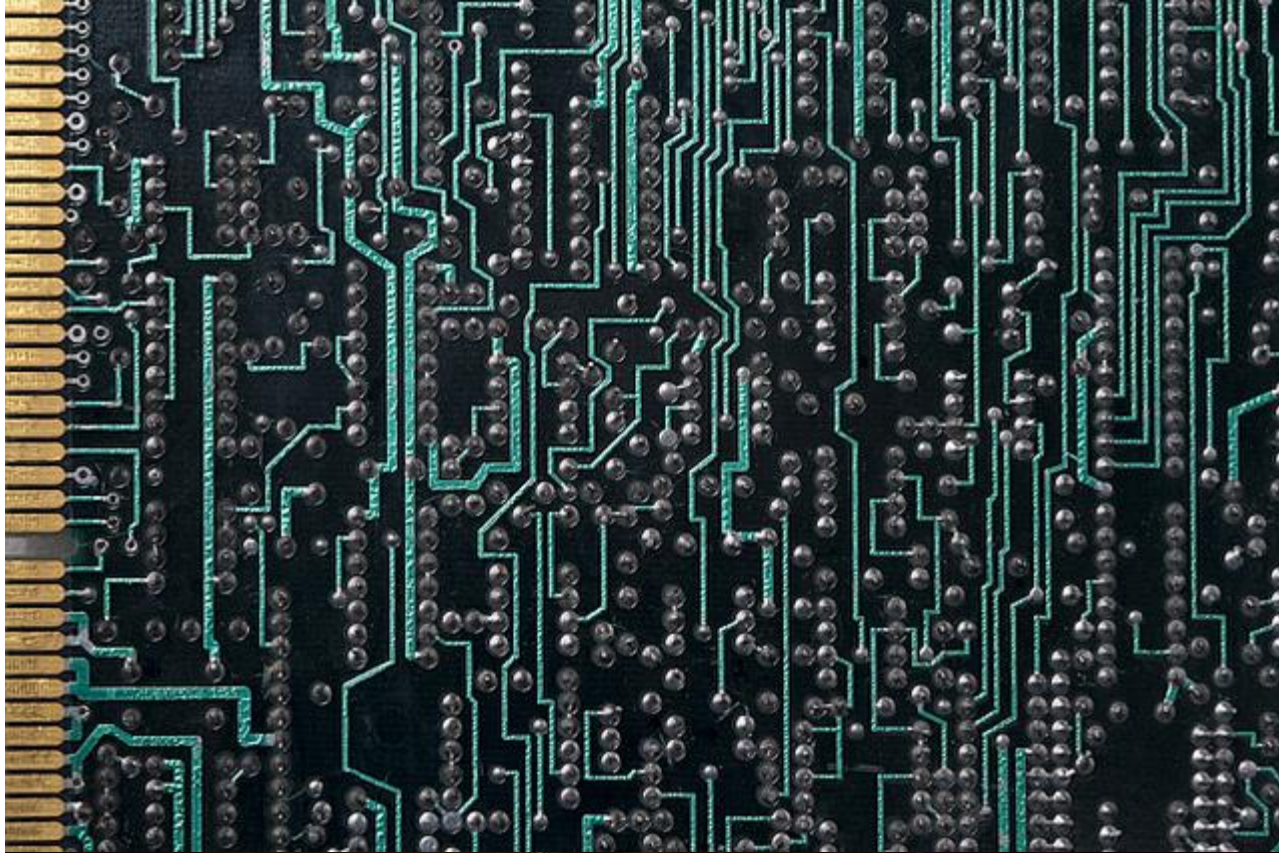
BONUS: SEO

Let me show you a simple procedure for producing good SEO with your content, interested?



SEO

**SEO IS VERY
TIME
CONSUMING!**



SEO

Basics:

- Two audiences
- They will not come
- They will not search for what you think they should
- **DO NOT FORGET WHO PAYS THE BILLS**



SEO TEMPLATE

- Title tag (human – sets the title on the results page.
- Meta description (human – sets the description on the search engine



[Marketing Results – Casino Marketing Consultants](#) ☆

Marketing Results has specialized in casino marketing consulting for over 20 years, blending the analytical and relationship sides of casino marketing.

www.marketingresults.net/ - Cached - Similar

[Marketing Results for Wealth Management Professionals](#) ☆

To learn more about **Marketing Results** for Non-Profit Organizations, . CLICK HERE.

Marketing Results 1411 Surrey Ln Wynnewood, PA 19096-3819 ...

www.marketingresults.com/ - Cached - Similar

[Marketing Results](#) ☆

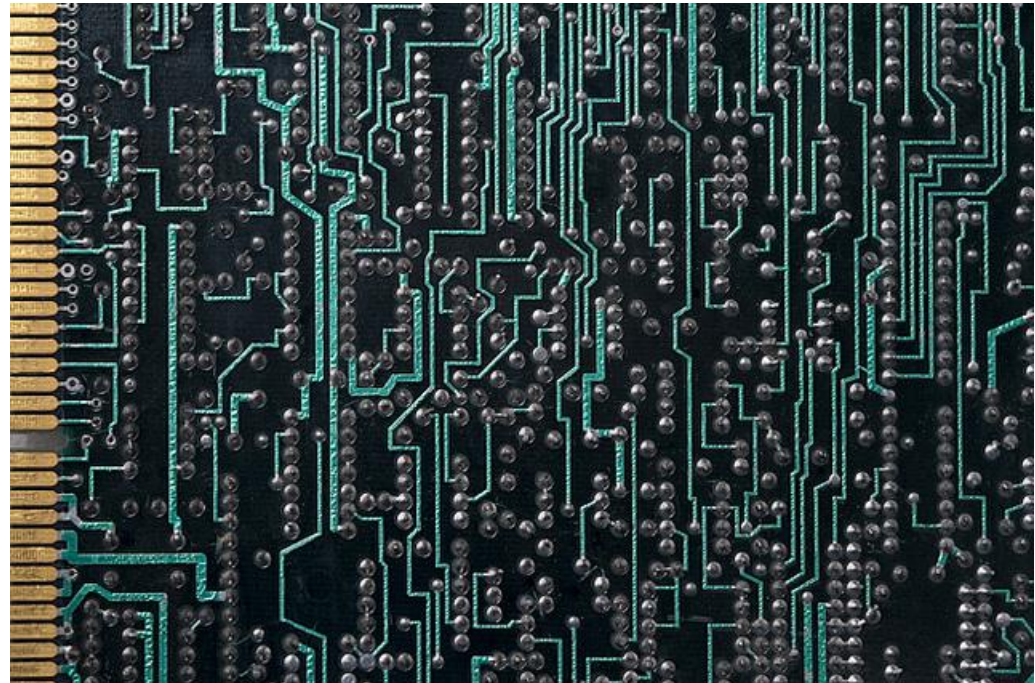
Marketing Results - If you use the ideas on this site and in our products and services you will see real results. You can expect to see the following. ...

www.actionplan.com/howwork.html - Cached - Similar

SEO TEMPLATE

Now let's take care of the machine

- URL
- Page H1 title
- First paragraph



MONEY SLIDE

SEO TEMPLATE - PUT IT ALL TOGETHER

- **Keyword:** Marketing results
- **Title tag:** Measure your marketing results with Google Analytics Campaigns – MPThree Consulting Inc
- **Meta Description:** By measuring your marketing results ...
- **URL:** measure-marketing-results-with-google-analytics
- **H1 title:** Use Google Analytics to measure your marketing results.
- **1st paragraph:** In order to increase your marketing results you need to measure them...

CONTENT

We covered:

- SEO a template

Next

- Commercial Intent tool
- What NOT to do

Links:

- [Microsoft Audience Intelligence](#)

Audience Intelligence

marketing results

Tool Input Webpage(URL) Query

Result for: marketing results

Status	Probability
Commercial Intention	0.89

Is this accurate? Yes No
Your feedback is anonymous.

SEO

Back to Microsoft for their commercial intent tool.

Web Analytics

77% NON commercial

Marketing results

89% Commercial



Social Monkee

Your Instant Link Building Solution!

Easily build 25 UNIQUE backlinks to your pages every day with the push of a button! Sign up now and start generating quality inbound links to your site today!

Enter your details below to get started...FREE!



socialmonkee.com

Are you tired of spending hours building backlinks to your site with few to no results?

Do you get annoyed when you see your pages sit low in the search engine rankings?

Well... We have a solution that could well be the missing part of your puzzle!



Members Login:

Create 25 inbound links every single day - FREE

All links are on UNIQUE C Class IPs and Domains!

Dramatically increase your number of backlinks

For better search engine indexing, rankings and traffic!

Increased online exposure and traffic for your site

For tons of targeted traffic, more leads and sales!



Sign Up Now!

Fill the form below...

First Name

Email Address

Password

Submit Form

WHAT NOT TO DO

The shiny coin...

25 inbound links FREE everyday!



Yesterday, I read a entry on a Blog about creat 25 backlinks a day using Social Monkee website. They have free service let you submit your article to up 25 social bookmarking sites with C IP class .

~~Easily build 25 UNIQUE backlinks to your pages every day with the push of a button! Sign up now and start generating quality inbound links to your site today!~~

~~Create 25 inbound links every single day—FREE~~

~~All links are on UNIQUE C Class IPs and Domains!~~

~~Dramatically increase your number of backlinks For better search engine indexing, rankings and traffic!~~

I register and submitted an article for free, however I can not see the report to know how my article has been submitted . To see the report you must upgrade to Premium account with some \$\$, or you must refered 12 users via your link to upgrade to premium member for free .

I referred 12 members by post their service on a forum, I my account upgraded to Premium member after I has 12 referred .

I submitted an example article with unique title and content but few hours it did not display on any Search engine . I checked all the report and seem they build all the sites for themself . All the site have no rank, no traffic .

Check the report URLs below .

[quote]

<http://www.bookmarkingmanager.com/story.php?title=vmicrosoft-will-give-windows-7-for-free-to-all-people-over-the-world>• <http://www.savemywebsites.com/story.php?title=microsoft-will-give-windows-7-for-free-to-all-people-over-the-world>

- <http://www.rapidbookmarking.com/story.php?title=microsoft-will-give-windows-7-for-free-to-all-people-over-the-world>
- <http://www.allbookmarking.com/story.php?title=microsoft-will-give-windows-7-for-free-to-all-people-over-the-world>
- <http://www.socialbookmarket.com/story.php?title=microsoft-will-give-windows-7-for-free-to-all-people-over-the-world>

WHAT NOT TO DO

The ugly truth!

WOULD YOU LIKE THIS PRESENTATION?

