

## Web site traffic



In recent years we've built up a wealth of knowledge about web site design, construction and search engineering. In that time, the focus for most of our clients has changed as both technology and the functionality of the Internet have become more sophisticated.

As a result, more and more clients are now looking for ways to maximise the return on their Internet investment, mainly through higher visitor levels and, most importantly, through new enquiries.

For a site visitor to enquire they must have either a need or at least a possible interest in a particular product, solution or technology.

So, presupposing that your web site is effectively search engineered and that the prospect has easily found it, the key is then to make it quick and simple for them to find the information that they need. In some instances the visitor will already know what they are looking for, so may go directly to a product page; typically, however, many site visitors are searching for technical or commercial information as part of their decision making process.

In each case, the secret is to keep the site navigation as simple as possible, with a maximum of three clicks being required to reach the appropriate page or section, and with several methods of reaching the same page.

Just as important is the need to capture the visitor's details and, ideally, to encourage them to make a direct enquiry. A common method of achieving this is through the use of free information for which the visitor has to register before opening or downloading a file.

Based on our experience, the most popular and effective offerings are whitepapers, case studies, analyst reports, web casts and product demonstrations or on-line videos. Interestingly, and contrary to common belief, we have found that in many cases, visitors are also prepared to register before downloading product information.

To enhance this process we've recently introduced a package to produce white papers and case studies specifically for use as download and sales materials, as part of our overall search engineering services.