

HIGH RANKING

How can you double your website traffic without a budget? **Steve Mills**, known as The Prudent Marketer, has got the T-shirt.



Steve Mills is founder of The LinkedIn Academy

SNEAK PEEK



- Are you happy with your website's traffic?
- How to find out the numbers and types of visitors
- How to increase that traffic and convert to sales.

The days of half-hearted Internet marketing are over. There are three million businesses in the UK and while things are getting better, we are still facing tough times ahead. It is therefore essential that businesses understand how to market themselves effectively online.

Not doing so is costing UK retail businesses thousands, hundreds of thousands and even millions, in lost profits.

Most retail businesses have a website that wins nowhere near the number of leads that it could. They are not to be found on Google and they do little to drive traffic to their website.

Often, web designers and developers don't understand online marketing. Consequently, most of the marketing budget is spent on designing a new website that gets little or no traffic and creates few sales.

Most retailers are using several Social Media sites such as LinkedIn, Twitter, Facebook and YouTube, but rarely maximise them and

don't fully understand their capability to drive website traffic to their website.

Everyone is trying to get on to the first page on Google, but they don't understand how. They have tried Pay Per Click Advertising on Google, Facebook or LinkedIn, but it just costs them lots of money and does not produce a good ROI (return on investment).

The harsh truth is that most business owners do not know enough about selling and marketing their products and services and most of their websites are a marketing disaster!

WHAT SHOULD YOU DO?

The first thing to understand is that your website is the key and there are two factors to its success, namely:

1. Traffic - getting people to visit
2. Conversion - Getting people to buy more.

The first step is to set up something called 'Google Analytics'. Any decent >**p20**