Creating Effective Website Conversion Reporting

Your website is possibly your best advertising strategy for your business. Hopefully, your advertising campaigns and search engine results will bring web surfers straight to your site's landing page. How do you know that your methods are working, though? It's important to accurately calculate your website's conversation rate and report your findings. Keeping track of how many visitors are turning into customers is key to improving your business and increasing cash flow.

Google Analytics

One of the best online ways to track your conversions is by using Google's free tool, Google Analytics. You can set up different pathways of tracking different types of conversions and even monitor conversions by traffic source. This way, you can see which areas are doing well and which ones need improvement.

Conversion Rate Reporting

There are several ways to present conversion rates, including charts and spreadsheets. However, the easiest way to see the decline or fall of conversion rates is by viewing a line chart.

When you're first starting a business and at the beginning of tracking conversion rates, some people look at their stats as often as daily, sometimes even several times throughout the day. Website programs, like Google Analytics, will tell you where traffic is coming from, what times of day are getting the most traffic and how consumers are finding you online.

Offline Conversion

Offline conversions are much more difficult to track than online conversions. Online, you can easily track what consumers are doing by what links they're clicking on and whether or not they're making a purchase. Figuring out how many new customers are walking into your store or how effective your phone marketing is can be much trickier, though.

In order to track phone calls, you may need to set up an 800 number. When customers call, they can choose whether they want to make a purchase or want to find out information. You can track what customers need by what options they're choosing. Another way to track offline conversion rates it to offer coupons online. Every time someone comes into your shop with a coupon, that's one conversion.

Types of Traffic

Of course, you could always monitor the overall rate of conversion for all of your streams. This isn't the best way to keep track of conversion rate, though. Different sources will attract customers for varying reasons. For example, social media websites like Facebook may be drawing in newbies who simply want to find out more about your business. Advertising that's being displayed across the Internet, on the other hand, may be attracting clients who know what they want and who need your goods or services immediately.

Plus, guiding all of these people to the same page of your website could be harming your business. Consumers who want different things won't find what they need from the same source. Your social media contacts will want to find out about your business in general. Your advertising contacts will want contact information and a price menu.

Reporting Clarity

This clarity of reporting your conversion rate is key. Knowing the marketing and promotion methods for driving up business is just one step. Making sure that these tactics are working is equally as important. You could be wasting money on methods that aren't paying you back. Effective conversion rate reporting is integral to keeping your business goals in line with your business practices.

Confused? Tracking conversion rates can be overwhelming since there are so many avenues that you need to focus on. However, most of the work comes in the setting up of processes. Once you've put these practices in place, monitoring them is a breeze.