Bayswater Firm Defines 10-Point Marketing Analytics Strategy

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Webmecs offers a simple marketing strategy using Google tools and analytics. Using the analogy of tuning-up an automobile, the team at Webmecs adjusts web pages, social media and other methods and venues to achieve improved customer traffic and satisfaction.

Bayswater WA: Shane Pollard of Webmecs in Bayswater WA, are pleased to announce the release of their ten point analytics strategy and techniques to improve marketing presence and increased conversion. The comprehensive web marketing firm provides a full range of online marketing services, ranging from website design to reputation management. The back-end data for a website is not always recognized for its value in creating a business market presence. The team of professionals at Webmecs web marketing recognizes the need for configuring and measuring goals, funnels and website performance.

According to Shane Pollard, speaking to an interviewer recently, ?Most businesses underestimate the strength of a reliable analytics strategy and how to correctly use the information provided by monitoring the performance of the business website. When all the attention is focused on ranking, much valuable data is wasted or ignored. At Webmecs, we provide analytics assistance to our clients, as part of a comprehensive marketing approach.?

The tools and benefits offered by Google My Business make use of analytics as well as other marketing strategies to measure and achieve campaign success. Analytics measurement tools which are recommended to business clients include the Google Webmaster Tools, as well as the Google Analytics dashboard. Both tools are free and enable users to monitor the performance of the website and its interactions with web traffic.

An article posted on the Webmecs site describes the importance of analytics beginning with identifying the traffic which comes from organic sources. Determining the behavior of organically sourced traffic is valuable information. Reports which identify the bounce rates and time spent on pages are an important component in analytic reviews. The geographical and keyword data are also critical elements. Additional reports which provide valuable information include a search engine breakdown, internal search data, referral traffic

analysis, mobile vs desktop search traffic, and a page speed report.

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