

Online Marketing Optimization Best Practices

Are you sure your Web site is helping your business?

How can a Web Analytics process improve your Web presence and help your business?

Do you want to increase your marketing effectiveness?

Do you know what you should measure on your Web site so that you spend more on what's working and less on what's not?

Do you know where your Web visitors are getting confused and leaving your site?

Do you know how to find out specifically what you should change to increase leads, orders and sales?

Do you know which keywords drive the most valuable traffic to your site and which do not?

Do you want to test new creative options?

ClickInsight's consulting services can help you answer these questions and more.

Step up and be counted.

**Count what matters.
Change what counts.**

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If you're like most companies, you know that a Web site is an absolutely essential part of your sales and marketing plan. But just having a Web site in existence isn't enough. Like any other asset in your business, shouldn't your Web site deliver a return on investment?

That's where Web analytics comes in. Web analytics prevents you from flying blind in cyberspace. Measure whether your site is effective. Take decisive action if it's not. However, it's not as simple as just buying a Web analytics tool and diving into voluminous data.

And that's how ClickInsight can help. We specialize in helping businesses better understand and optimize their Web site by selectively measuring, collecting and analyzing internet data.

So whether you need to improve conversion from an acquisition marketing campaign, reduce shopping cart abandonment, increase email conversion, or test new landing page creative, our consulting is focused and our recommendations specific and relevant to your objectives.

Our projects draw on best practices in Web analytics and are fully customized. Selectively aligned to optimize your online marketing tactics, our services include diagnostic audits, optimization, testing and training, as well as advice on selecting the best fit Web analytics tool for you.

Contact us or visit [www ClickInsight.ca](http://www.ClickInsight.ca) for more details.

About ClickInsight's Founder

June Li has over 20 years of e-business, marketing, logistics and sales experience. A Certified Online Testing Professional, June is an Associate Instructor and on the Advisory Committee of the Web Analytics program at the University of British Columbia. She is also an instructor in Web analytics at the University of Toronto Professional Learning Centre, Faculty of Information Studies, an events lead for the Web Analytics Association, and actively supports the Toronto Chapter of the Usability Professionals Association. June is a Professional Engineer with an MBA in Marketing from York University's Schulich School of Business.