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If Content Is King. Then The
WOW Content Club is the Kingdom
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**How To Create A
Testing and Tracking System**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"There are two types of businesses online; those who test and those who lose money."
Declan Dunn, The Active Marketplace

Create A Testing and Tracking System

Why Bother with Tracking

Although it might not be the most exciting part of running an online business, keeping tabs of your website's tracking logs might just be the most important. **Your site's stats are the single most effective means for discovering what's really going on at your website.** Web stats tell you much more than how many visitors you get to your website. They also help you to do the following:

- Discover who your visitors are
- Learn how long they visit
- Learn where they came from
- Learn whether they really read your pages or just skim over them
- Learn what path your visitors take through your site
- Find out which pages or resources on your site are the most popular
- Find out which days of the week are the busiest and which are the slowest
- Find out which hours in the day are most popular (so you'll know the best time of day to make updates)
- Learn how effective your various advertising campaigns are
- Obtain information on referring sites, search engines and keyword usage
- Learn what links your visitors click to leave your site
- Determine which browsers and platforms are used by people visiting your site

In sum, because tracking statistics tell you who comes to your website, what they do when they're there and how long they stay, they are essential in helping you to both increase the effectiveness of your website itself and to determine the effectiveness of the various advertising campaigns you are using. Since these two concepts are an integral part of the success or failure of any Internet marketing campaign, you really have no business being in business unless you are prepared to keep track of your site's statistics.

Unfortunately, far too many beginning Internet marketers don't make ongoing site tracking and traffic analysis the top priority it should be. Their rationale goes something like this: More visitors equal more sales right? So why waste valuable time on boring stat analysis when you can be out actively promoting your site?

This is true, as far as it goes. But if you don't know your stats, how do you know how many visitors you're actually getting - and how many of those visitors are actually buying your product? How do you know if your website is actually doing it's job of selling? If it isn't, then you're wasting a hell of a lot of valuable time and money promoting it.

As a webmaster it's critical that you know the answers to questions like:

- How do visitors find your site in the first place?
- How many of them make it past the main page?
- Which page of your site is the most popular?
- How long does the average visitor stick around?
- How long do they stay on each page?
- What is the average number of pages viewed?
- What path do visitors take through your site?
- What links do they use to leave your site?

If you don't know the answers to these simple questions you're throwing money down the proverbial drain. Furthermore, without these and other statistics it's impossible to determine the *value of a visitor* - which makes advertising much more difficult than it needs to be.

By properly tracking your site, and the manner in which visitors use it, you'll be able to "tweak" your website and sales copy for maximum effectiveness. You'll also be able to maximize the effectiveness of your advertising because you'll know where your traffic is coming from. Tracking can also help you determine exactly where there are weaknesses and flaws in your sales materials and process, so you can fix or eliminate them.

For example, if you find out that your visitors spend an average of 2 minutes on your website - and it takes at least 5 minutes to read your sales letter, then you know that your sales letter needs to be shortened. Or perhaps you need to re-work your copy entirely to keep your readers interested longer.

If your website isn't making any money, it's important to know why. Is it lack of traffic? Or are people getting to the site but not buying from your sales letter? Perhaps there are stumbling blocks preventing them from ordering, like a slow loading page or a defective order form? Maybe it's the headline? Or is it something else entirely?

Tracking your visitors' footsteps will help you to determine why they did not take the action that you wanted them to take - whatever that may be. People are quite predictable in their actions after you know what those actions are. Once you know the way in which the average visitor navigates your site, and how they typically respond to various stimuli, you can fix what needs fixing to get the results you desire.

Making Sense out of Log Statistics

First and foremost, it is important to make a distinction between *hits* and *visits*. When visitors browse a web page, every file that is accessed to display the page in their browser is considered a hit. Accessing a web page with several graphics or links will generate several hits; one hit for the page itself and others for each image or link displayed on the page. (Beware of webmasters using hit counters to advertise the popularity of their sites. If they're counting file access or *hits* rather than actual visits, this would give the erroneous impression that their site is far more popular than it really is.)

Hits are recorded in a special file on the server called an *access log*. When a browser requests a resource at a Website, the server retrieves the file and then writes an entry in the access log for the request. Entries in the server access log (blessedly written in ordinary text) indicate many things about the file transfer, including the success or failure of the transfer. (Many servers use *error logs* as well, which are helpful in providing more detail about specific errors that occur at your site, such as broken links or defective reference.)

An access log is the key to discovering who is visiting your website and why. Website traffic analyzers use these log entries to create their reports. The most basic format for server access logs is the *common log file format*, which includes entries in the following fields.

- *Host*: Identifies the host computer requesting a file from your Web server. This information is presented in the form of a fully qualified domain name or an IP address, a numeric equivalent of a domain name.
- *Identification*: This field is meant to identify users by their usernames, but it is rarely used. You'll generally see a hyphen (-) in this field.
- *User Authentication*: This field only comes into play when you have password protected areas at your website. If you do and users authenticate themselves with a username and password, the username is entered into this field. If you don't, you'll see a hyphen (-) in this field.
- *Time Stamp*: Tells you exactly when someone accessed a file on your server.
- *HTTP Request Type*: This field is used to determine the method (and HTTP version) a visitor used to retrieve information, as well as the file requested.
- *Status Code*: A three-digit number that tells you of the status of files transferred. A status code beginning with 2 tells you that a file was transferred successfully. A code beginning with 3 indicates that the server performed a redirect. A code beginning with 4 is indicative of some type of user error or failure, and one beginning with 5 tells you that an error occurred on your server.

Some servers also contain a *referrer log* and an *agent log*. The referrer log is used to record the URL from which a visitor accesses your site, and the agent log records the type of browser used to request a resource at your site. In an effort to conserve Web server resources, many service providers do not offer the use of these two logs, although some offer a combined log, in which the referrer and agent entries are logged into a single file to reduce the drain on system resources.

Automate Your Stat Analysis

If all this sounds rather confusing it's probably because it is, and making sense of your log stats can also be quite time consuming - especially if you are going to be tracking and analyzing the stats for more than one website. Fortunately, there are several top-notch services that will do all the complicated work for you. These services are also helpful if your web host's scripts are not as thorough as you would like.

The most comprehensive solution is a service called [Clickalyzer](#). This powerful software does all the analyzing and computing for you and compiles all the critical data into easy-to-read reports, which are instantly accessible anytime you need them. You can check on the performance or profitability of individual links or have it evaluate your entire account.

Another excellent tracking and stat crunching service is Implex's [HyperTracker](#), which can be easily implemented into any Internet marketing campaign and provides enough vital statistics to constantly grow your online profits. You simply login to your private "tracking area" and, with the click of your mouse, you can view the results of all your marketing campaigns, as well as your ROI (Return on Investment), customer to sales ratio, and a host of other valuable stats.

Several other excellent web-based solutions include Sam Robbins' [AdMinder](#), and an even simpler solution for the technologically challenged, [123 Count](#). You simply cut and paste a few lines of HTML code into your website and you're ready to start recording information about your visitors in real time. If you're a bit more 'Net savvy, a real interesting new tracking software tool is [SplitHit](#). This lightning-fast software automates split run testing, automatically rotating different versions of your website and helping you find out which page performs better compared to another.

Marlon Sanders has recently come up with a nifty, multi-featured [Push Button Stats Software](#) program that lets you keep crucial stats on your business daily. If you don't know your dollars per unique visitor for yesterday, last week and last month, if you don't know your conversion percentages, refunds and so forth, you need this software!

SIDEBAR: Using tracking software prevents readers of your affiliate program ads from stripping your affiliate code from the URL you are advertising - and just typing in the .com address into their browser, thereby depriving you of the cookie/customer. With link tracking software, you're not only able to measure the effectiveness of your ad campaigns; you're able to hide the final destination of your click-through.

Tracking and Testing – the Unbeatable Combo

From an advertising standpoint, tracking your site is really the only way to know which of your marketing strategies are paying off - and which are a waste of time. Of course, in order for tracking to be effective, you must do testing. When it comes to promoting your business efficiently, *there is no such thing as too much testing*. And it's so quick and easy to do on the Internet, there is no excuse for not doing it - unless, of course, you like wasting money!

Test, Refine, Test, Refine & Test Again!

As renowned e-commerce expert Dr. Ralph Wilson so eloquently puts it: *"Throw enough mud against a wall and some of it is going to stick. Next, go to the wall so you can examine the mud to see what made it stick. Then adjust what you are doing to make it stick every time. In terms of advertising, that means trying a number of approaches, a number of websites, a number of newsletters to see what gives you your best response. Eventually, you'll find the marketing mix that works well for your company."*

Making more sales and improving the profitability of your sales process means testing many different variations of it against one another - to see what works and what doesn't. It's not always easy, but when you find out what works and are able to repeat it consistently, you are one step closer to putting your business on auto-pilot.

Invaluable market research can be obtained by simply testing different criteria like subject lines, headlines, offers, and prices, and incorporating what you learn into future promotions. If you market with e-mail, every subject line you run must be tested against other subject lines so you can see which ones generate the greatest number of hits (and the most amount of money).

One way of doing this is to drive traffic to multiple identical web pages, each with it's own hidden counter or coding system. A simpler way of doing this is to use a tip from tracking expert extraordinaire, ROIbot's Mark Joyner. Whenever you add a ? to the end of a .htm or .html page, it has absolutely no effect on the page that gets called up. So, if you were to write: <http://www.websuccessmaker.com/freereport.html> or <http://www.websuccessmaker.com/freereport.html?campaign1> the exact same page would be called up, but your server logs would treat them as two different pages. This is a great way to keep track of how successful your e-mail, ezine, classified and banner ad campaigns are. Just give each campaign a different ?code. (You have to append the ? after the name of an HTML file. It won't always work if you do it at the end of a domain name/URL.)

Every online sales letter, whether delivered via the Web or with an autoresponder, must have a tracking code so you can determine which marketing pieces are profitable and what percentage of prospects turn

into customers. If you are taking orders on your website, separate online order forms must be set up for separate campaigns, so you can see which ones generate money.

However you go about it, every Web page you drive traffic to must have a hidden counter or offer some sort of statistical reporting so you can see how many people clicked through to it. Most Web hosts offer you use of a stats program free with your hosting account - or access to your referrer logs. This may be all you need, if you know how to interpret the statistical information.

However, if you really want to know all there is to know about your site visitor's behavior, you're probably best off going with an automated tracking software or web-based solution. You'll get far more comprehensive information delivered to you in a user-friendly format that will help you to better understand exactly what you have to do to improve your sales process.

Some of the top advertising tracking tools available include:

- [Clickalyzer](#)
- [MultiTrackGenerator](#)
- [HyperTracker](#)
- [ProAnalyzer](#)
- [AdMinder](#)
- [123 Count](#)
- [Traffic Splitter](#)
- [Split Hit](#)

Affiliate tracking software that doubles as ad tracking software:

- [AssocTRAC Affiliate Network Software](#)
- [My Affiliate Programs Software](#)
- [Ultimate Affiliate 2000](#)
- [Affiliate Zone Tracking Software](#)
- [Pro-TRACK](#)
- [1st Affiliate Software](#)

Multi-purpose business automation, promotion & tracking resources include:

- [Quick Pay Pro: Your Complete E-commerce Automation System](#)
- [MakeBuyingEasy.com Complete eBusiness Automation System](#)
- [The Automator - Web Business Wizard](#)
- [Real Affiliate Professional](#)
- [1ShoppingCart.com's Marketer's Choice](#)
- [Web Position Gold Traffic Analyzer Service](#)
- [Site Build It!](#)

Testing & Tracking Words of Wisdom

=> Break your advertising expenditures into "campaigns." That way you can easily assign both costs and income to a specific project.

=> Remember, there's no such thing as an unsuccessful test. You will always learn something when you run a promotion and track your results. Even if your initial sales pitch hits a brick wall, at the very least you will discover what the problems were and learn what not to do again.

=> Test only one element at a time. If you change your headline and your price in the same test, there's no way to know what affected the response. You may have guessed right with one element, and not another. Testing both teaches you nothing at all.

=> Don't waste your tests. If you're using opt-in e-mail, you may have only a few hundred names at first. Don't test ambiguous elements or things that make little difference. There are four major elements that affect response, and they should be tested first and foremost, regardless of how you promote your site:

- The subject line
- Your price
- The headline
- Your offer

=> Make sure everything works before you attempt to track results from a test. If your Web page is down or you put the incorrect link in an ad you are running, it doesn't matter whether or not you have a hidden counter on the page. It's a virtual certainty you won't get any hits at all. Go through each element of your campaign as a customer would before you roll it out.

There's Always Room For Improvement

After you have tested a few headlines, offers and other attributes, you'll end up with a sales letter or Web page that is has a predictably profitable outcome. This becomes your *control piece*. In other words, you have a reasonable expectation that when a certain number of people see this message or visit this page, a fixed percentage will buy.

You can then either rest on your laurels, if you are satisfied you are getting adequate results, or you can do what the top 10% of online marketers do, you can work to improve your sales conversion statistics by:

- constantly trying to develop new offers to beat your control piece
- constantly trying to reduce the costs associated with generating traffic

The best marketers on the Internet today, the ones who earn the really big bucks, are the best testers - the ones who know their numbers and constantly strive to improve them.

Remember, if you can improve on your ads or your website sales copy, if you can increase your visitor-to-sales ratio by even just a few percentage points, it will work wonders for you business's bottom line. It doesn't matter how many hits you get if your site doesn't do its job. Likewise, the best website in the world is useless if you aren't able to attract many visitors. Proper testing and tracking will help you to do both!

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any

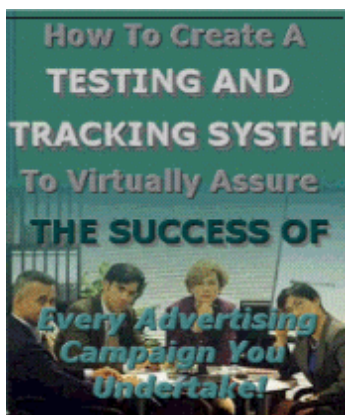
investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Planning Your Promotion Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Planning Your Promotion](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[The Online Marketing Letter](#) by Jonathan Mizel

Discover the amazing marketing system that dramatically increases online profits, regardless of your business, product, or service!



[The Online Marketing Letter](#) Private Website, mastermind by Jonathan Mizel, reveals simple, proven, low-cost and no cost techniques to make more sales online. You'll learn about affiliate marketing, opt-in e-mail marketing, viral marketing, traffic monetization strategies, and much more such as:

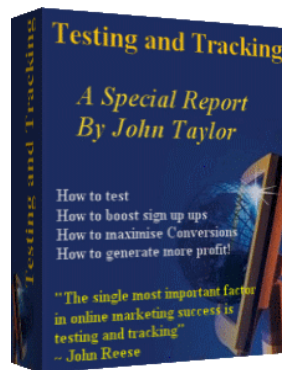
- How to roll out a product or service online using a simple, step-by-step formula anyone can follow.
- Discover the amazing NameSqueeze™ system you can use to explode your mailing list and increase conversion by 30% or more.
- How to test and track all your online advertising down to the penny.

[Click here](#) to Tap into the massive pool of targeted risk-free traffic, pick up qualified leads for as little as a nickel, automate your entire sales process, and start making more money now!

[How To Use Testing and Tracking to Multiply Your Profits](#) by John Taylor

Learn how Testing and Tracking can multiply your profits by 317% or more! It is a proven system used by all the most successful marketers that will give you the power to increase your conversion rate and multiply your profits almost overnight.

Joe Vitale, Jimmy D. Brown, Corey Rudl and Marlon Sanders know what to include in their web page because they have invested the time and energy to scientifically test every single element. Because they have taken the time to learn EXACTLY HOW TO IMPLEMENT AN EFFECTIVE TESTING AND TRACKING MARKETING STRATEGY. If you aim to follow their example and share in their success, you would do well to pick up this excellent guide which is undeniably the most complete guide on what to test and how to test it currently available.



[Multitrack Generator](#) by Armand Morin and Marc Quarles



Well, Armand Morin has really gone and done it this time. He's created a product that is going to totally revolutionize the way online marketers conduct their business! Talk about a true time and money saver. Or perhaps I should say money maker, because this **NEW, "Better-Than-Taguchi" testing and tracking software** he and his partner Marc Quarles have specifically created for Internet Marketers is going to explode your website conversions unlike anything you've every seen!

Not only does it **test multiple variables automatically, but it tracks everything for you and, get this, it AUTOMATICALLY TWEAKS your website** for you transforming it into a veritable cash sucking machine. No need to guess anymore. No need to split test endlessly. No need to test, track and crunch numbers by hand. This amazing [Multitrack Generator](#) System is truly set it and forget it!

[Clickalyzer](#)

Clickalyzer 2.5

UPDATE: *Not to be outdone by Armand, Carl Harold has been hard at work updating his software so that now **Clickalyzer uses a fully Taguchi based system** for multiple element split-testing (in addition to the*

traditional waterfall A/B method). Also, you can now use Auto-Convert with up to 10 different versions of any element. For example, 10 headlines, 10 order buttons, etc.

[Clickalyzer](#) is a simple, yet powerful, **Web based - advertising, Website and visitor tracking and monitoring system**. Unlike other tracking solutions, [Clickalyzer](#) doesn't just track your ad or your web pages. It **tracks your entire sales process from top to bottom**. It then provides you with exactly the information you need to make the necessary changes to maximize your results and profits! Their innovative one-click report filtering engine will provide you instant insight into your visitors "Virtual Footprints" and behaviors by page, site or campaign to ensure every piece of your marketing process returns maximum profitability. With [Clickalyzer's](#) sophisticated yet simple tracking and monitoring system (*which I use for my business, by the way*) you will have far more time and money to invest in growing your business. More importantly you'll finally know exactly where to focus your time and money to ensure a profit every time (and where not to!) And the best part is, you can have it all setup and ready in under 15 minutes!

[ProAnalyzer](#)

Quickly & Easily Analyze, Test, and Tweak Your Online Advertising To The Point You Couldn't Stop Your Ads Pulling Power... Even If You Tried!

Running [ProAnalyzer](#) on your web site is like having a elite group of *expensive marketing consultants* working for you 24/7. It logs and analyzes advertising & conversion stats, return on investment, affiliate sign-ups, opt-in list subscribers, etc., all it in real time... giving you a complete and accurate overview of all your marketing efforts! From this information, you can identify what ads are making you money, and what ads are just *wasting your time*.



First, [ProAnalyzer](#) *analyzes* your ads, links, joint ventures, etc... by precisely tracking every hit, sale, affiliate sign-up, opt-in list sign-up, etc. It then shows you exactly where every hit came from, and then which hits resulted in a sale, new affiliate, or new subscriber to your opt-in list! Second, it allows you to split run test different elements on your web site to see the effect they have on your visitors. [ProAnalyzer](#) is different from [Clickalyzer](#) in that it is **software** that you download. It runs invisibly, entirely on your domain, is compatible with 99.9% of All Websites, is easy to install and use, has a full year money back guarantee!

[Traffic Splitter](#) - Neil Shearing

Would you like to know how to get more money, on average, from each visitor to your website?



Well, instead of just testing one sales page against another which was the traditional, tedious and boring way of testing your sales letters, you can now test UNLIMITED numbers of pages against each other and [Traffic Splitter](#) will DROP the worst performing pages AUTOMATICALLY! You just sit back and wait for [Traffic Splitter](#) to drop the bad pages and eventually send all your traffic to the BEST sales page! You could even be on vacation while this amazing tool does all the work! Better still, with just one [Traffic Splitter](#) account you can set up multiple campaigns for sales letters on different sites! You can also test different newsletter signup forms, different up-sells, different popup offers etc! Imagine getting more sales, more signups, more up-sells, more of everything you want... from the same amount of traffic!

Right now [Traffic Splitter](#) is all set up, tested and ready to go on Neil's server... all you have to do is grab an account... and you can get a fully featured account for 30 days for just a buck! So what are you waiting for?

This report is brought to you by **The WOW Corp. Series of Sites**

WOW: Where Vision and Value go hand in hand with Information and Opportunity!



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Look for this Logo on Quality Niche Information sites all across the Internet. Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly. To get your piece of the action, visit us today! <http://www.the-wow-empire.com>