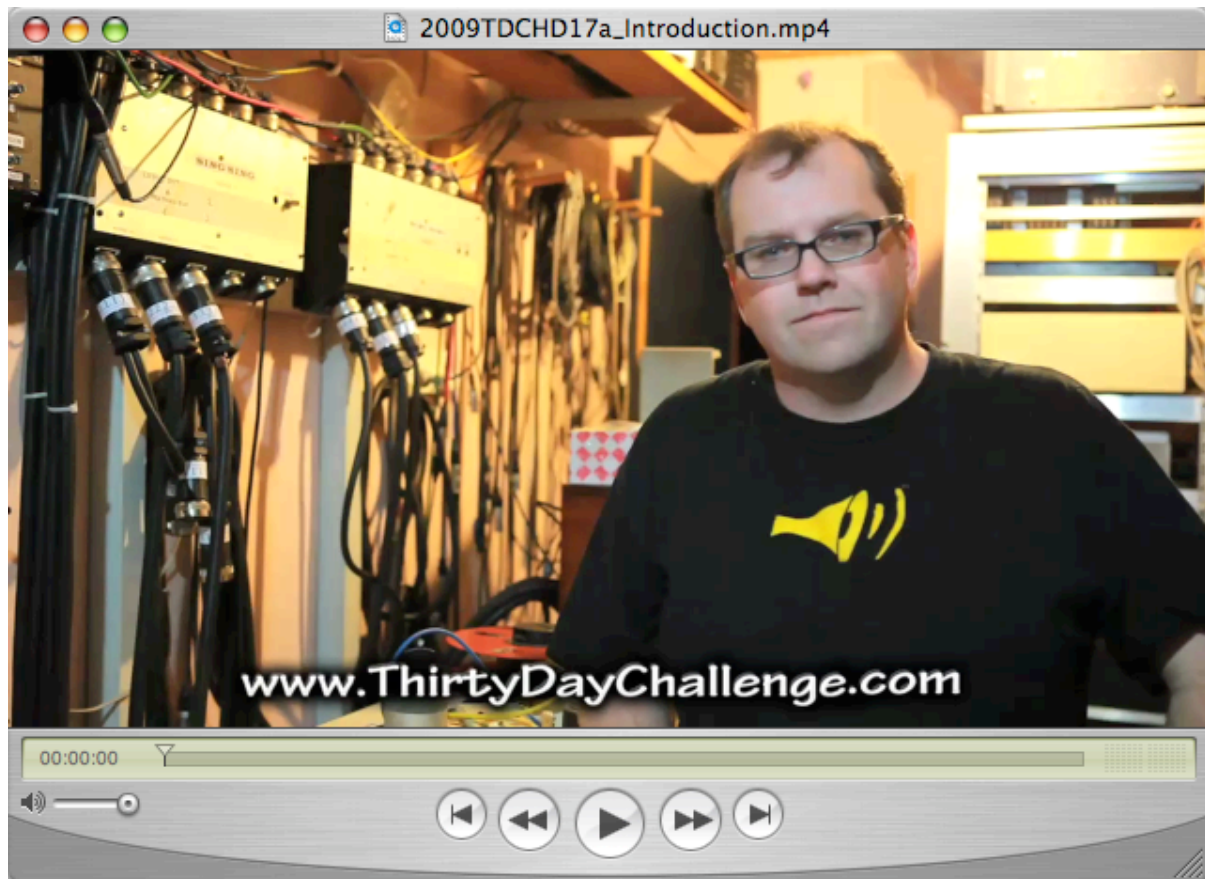




Thirty Day Challenge 2009 – Training – Day 17

2009TDC17a: Introduction

Running Time: 1min



Intro

Hey, Day 17, and here I am in the Tape Room of SingSing Studios. These are very famous studios – Kylie Minogue recorded here, and many, many other Australian bands. So, it's very cool. Thank you SingSing for having us here in your studio to record the Thirty Day Challenge track.

But it's Day 17 where you are, and today we're going to be having a good look at our stats, and we're going to be deciding whether or not we need to change it out or not – pretty much like this tape.

The good thing about this is that we try to take the emotion out of it, because one of the things – as you progress through the challenge – is you can get too attached sometimes (it's very natural, everybody does it).

What we try to do when we look at these decisions is to try and give you hard and fast numbers, as much as we can. So that you can make a good decision which is based on statistics and not gut feel or emotion. We want to listen to the market – we want the market to tell us what the market wants to tell us. That makes sense, doesn't it? Slightly profound, actually.



So, you know where the training is, head off, go do it, I'll see you tomorrow.

Summary:

Today's Tasks

- Assess the traffic coming to your blog
 - o Use Google Analytics
- Assess the number of people clicking on your ads
 - o Use the WordpressDirect Control Panel – look at Prettylink stats
- If you have traffic but no click, change your advert
 - o Use Market Samurai's Monetization Module
- If you have clicks but no sales, change your product
 - o Use Market Samurai's Monetization Module

Today's Tip

You need to get **at least 100 visitors** to your site before making any decisions about your site. If your traffic has not reached this stage yet, then you need to explore getting more links and doing some more of the work covered in the past week, eg. write more posts and articles, submit to more sites, to build up that traffic.

Links:

Google Analytics - <http://www.google.com/analytics/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Wordpress Direct - <http://30dc.wpdirect.com/>