



Thirty Day Challenge 2009 – Training – Day 17

2009TDC17b: Manage by Stats

Running Time: 8mins



You Can't Manage What You Do Not Measure

Hey Gang, Ed here.

It's an important day today, because I want to talk you through (I'm not going to show you anything) **the measurement of the stats** and **how we use statistics** – the data that we're getting – to **make some decisions**.

Measure Your Traffic

So by now, hopefully, you've had some traffic to your site. Of course, the way to measure that is through your **Google Analytics** - we've shown you how to do that - and you've set it up through WordpressDirect, or on your own site.

The first question we have to ask is "**have we had any traffic?**" Now, the answer to this question is either "Yes" or "No". If it's "**Yes**", great, **we move on to the next question**. If it's "**No**", we're **going to have to explore getting more links**, doing more of the work that we've done in the last few days, to get more traffic.



We're also going to spend all of next week showing you an excellent targeted source of traffic, so that's one of the things to keep in mind.

So, **first step** – do not pass go, do not collect \$200 - **are you getting traffic to your page or not**. If the answer is "Yes" good, let's move on to the next step. If the answer is "No", we've got to go back, Where are we Ranked in Google? Your **Rank Tracker**, inside of Market Samurai, will tell you exactly where you're at.

This is the cool thing about all this stuff – **it's not emotional**. We're looking at the data and seeing what we've got. You've got to treat it like that: you've got to take great care and great pride in what you're doing. But it's very important, at the end of the day, to take an unemotional look at the stats.

You can't manage what you do not measure.

Measure the Clicks on Your Ads

OK, **let's assume you've got traffic**. The next important thing is "are they clicking on our offer?" Because if people arrive to your site and have a look around, but they're not interested in clicking on your ad or clicking on the sticky post, how are you going to sell them anything?

[If the answer is "No"] There are two reasons for this [why they aren't clicking]:

1. The market may not be interested in buying anything (sadly, over the years, I've had my fair share of those)
2. Maybe the product or offer you have is just not interesting, or the copy is not right on your Ad.

We can't really know about the first situation – that they're just not interest in clicking – until we've done more tests. So, the next thing we want to look at is maybe changing the product, but we'll come back to that in a sec.

The thing you have to understand is, you've got to have enough numbers to judge this stuff. **If you haven't had 100 visitors come to your site, you need to get more visitors before you make any decisions whatsoever**. OK? That's very, very important.

Now (as it starts to rain here – please don't ruin my beautiful camera! See? Going outside – sure, it's interesting for you, but I have to brave the elements instead of being inside in my warm, cozy office!)

The second thing we need to check for, of course, is if we've got that amount of traffic, and they're not clicking on it, let's **change the offer**. Now, with Market Samurai, that's so easy. Swap out your ad in the monetization module and go in and do another one. Just try a different test, but make sure you've had enough people actually seeing the ad before you do that – give them at least 100 views.

Measure Your Sales

In the happy circumstance that you are getting quite a few people clicking on that – and when I say quite a few, I mean 10% [of people visiting the site] or 20% or 30% (50% is awesome), at least double figures – then the next magic question is, "did they buy anything?"

If you've got people clicking through to your Ad but they're not buying anything, they're interested in looking at buying something, we obviously, at that point, need to **swap out the offer** and try something different. And of course, with the **Monetization** module that is so easy it's not funny.



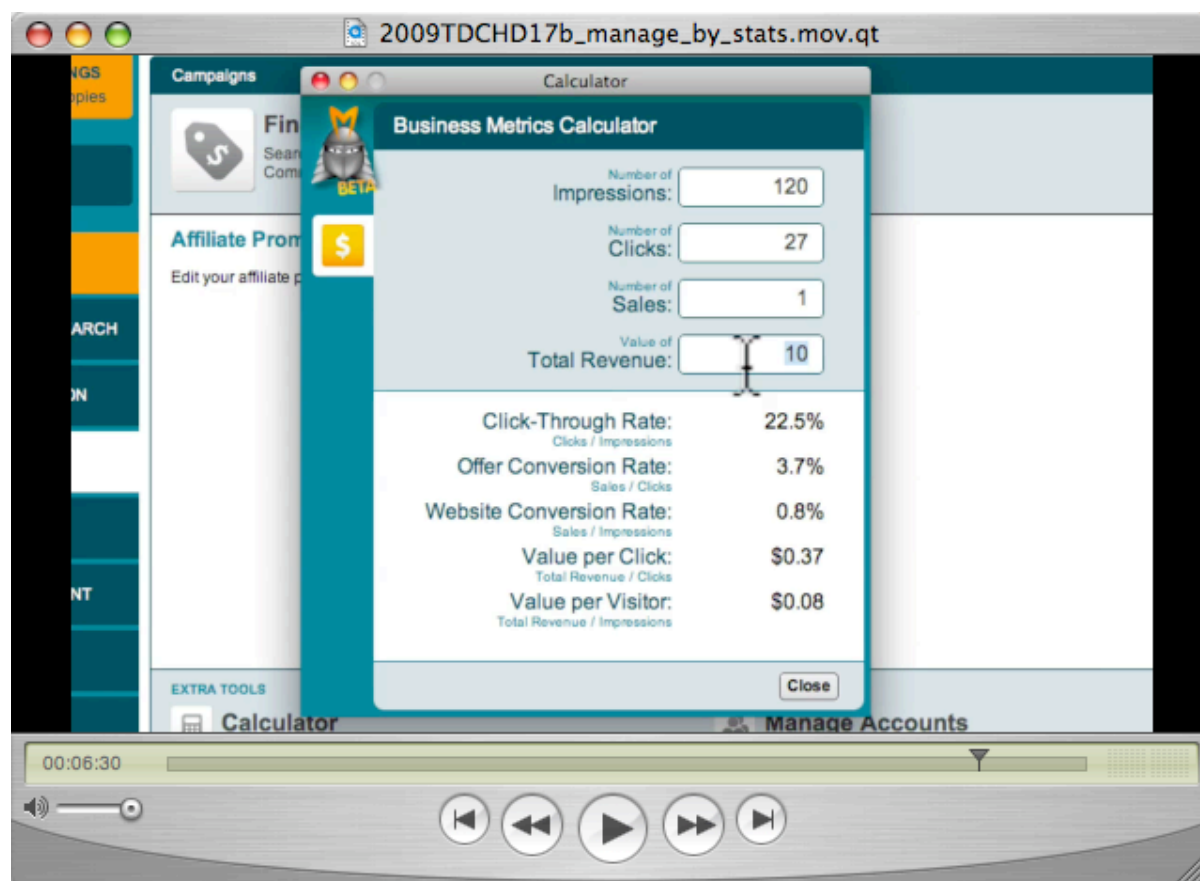
So that's where we're at today and this is where we need to look at this analysis. As of Day 17 you may not have had enough traffic yet – you may not have had enough click-throughs, but you need to start looking at that, you need to start to be prepared for that and that's what we're doing today. So I want to make sure that you understand that today we really need to **keep continuously looking at the data**. As long as we've got **enough data** – as long as a **hundred or so people** have come to our site we can start to look at some **decisions**.

So today what are **our key points**? **How many people are coming to the site** – point one, we need to know that; Two, **how many people are just clicking on our offer**; And three, **is anybody actually accepting the offer** – are they actually buying our stuff?

Now, at this point somebody may actually have made their first dollar, which would be brilliant, but this is going to happen at some point in time, and remember, all of next week we've got this incredible new traffic generation system coming at you that we're going to be showing you, so there's plenty of other options. Google Ranking is not the only way!

Market Samurai's Stats Calculator

[Starts at 00:04:56]



OK, now we've talked about all of that, of course, the lads from **Market Samurai** have made this even easier for you because in the **Monetization** module – which is just totally awesome – look at what they've just dropped in here for you in the latest version (you might have to close and open your Market Samurai, because if you're like me you have Market Samurai pretty much open all the

30 Day Challenge

there is no charge for awesomeness



time - I'm just hoping they build in a Play World of Warcraft module, which would be good if you could have World of Warcraft in there on the side window! That would be just totally awesome – then I'd never have to leave!)

So, look at this. Just as I've said in the video we've got a **business metrics calculator**, which is just fantastic. So let's say we've had **120** impressions [visitors], of those the number of clicks represents the number of people who have clicked on the ad, let's say **27**, and if we have had **1** sale, which is fantastic and if it's an Amazon product we'll make, maybe **\$0.54**, and click on tab and check that out – it gives us our click-through rate, 22.5%, not too bad, conversion rate, very good at 3.7%. Website conversion rate is 0.8% overall, which is great, and of course that's too low to get a value per click. If we change that to say, \$10 you'd see every click is worth \$0.37 and this is when you build a \$97 product where you're making \$86 all of a sudden you can see the value per click and the value per visitor. This is really important, because it tells you if you're doing Pay Per Click campaigns or any other sort of advertising that involves money, you can see where your profit margins are. And, of course the good old boys at Noble Samurai have built this into Market Samurai – how good are they?

There you have it. I hope you've enjoyed Day 17 – it's a light one. And remember, that for me the **golden rule** on Day 17 is **please make sure you're dealing with enough traffic in the first place**. So many people make the mistake of making the decision with the tiniest amount of traffic. You need some traffic – you need some more pages, some articles and so on to build up to over 100 unique visitors.

Alright folks, there you have it. Have fun. Speak soon!

Summary:

Today's Tasks

- Assess the **Traffic** coming to your blog
 - o Use **Google Analytics**
 - o Have you had more than 100 visitors
 - No = get more traffic
 - Yes = Great, now measure the number of clicks on your ad
- Assess the number of people **Clicking on your Ads**
 - o Use the **WordpressDirect Control Panel** – look at **Prettylink** stats
 - o Are more than 10% clicking on your ad?
 - No = change the ad (or the product)
 - Yes = Great, measure how many sales you've had
- Assess the number of **Sales**
 - o Have you sold anything?
 - No = consider changing your product
 - Yes = Great

Links:

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

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

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