

# Web Site Marketing

The Web Site Marketing product family encompasses an invaluable suite of marketing tools for promoting business online by targeting, increasing, managing, and tracking Web traffic. The following overview will acquaint you with the available offerings in the Web Site Publishing product family.

The Web Site Marketing product family includes the following products:

- Traffic Blazer® – Search engine optimization and submission.
- Express Email Marketing® – Contact list and email campaign management.
- Traffic Facts – Web site traffic analysis.

Figure 1 – Traffic Blazer landing page



## Traffic Blazer®

### Product Overview

Traffic Blazer® is an advanced search engine optimization and submission tool that allows users to optimize their Web site content and boost search engine–generated Web traffic. Traffic Blazer includes advanced site analysis and keyword suggestion tools and allows users to easily submit their Web pages to more than 200 search engines and Web directories, including Google®, AOL®, MSN®, Yahoo!®, and the Open Directory Project. Traffic Blazer also features a suite of advanced reporting tools that enable users to track and analyze their Web site's performance with the Internet's top search engines.

### Customer Benefits

- Facilitates search engine submission.
- Analyzes Web site's search engine readiness.
- Increases targeted Web site traffic.
- Accurate, up-to-date reports on submission, ranking, and link popularity.

### How it Works

Traffic Blazer provides a series of convenient search engine optimization tools through a smooth and intuitive interface.

Figure 1 – Traffic Blazer keyword generator

Keyword:  **Add Keyword** **Suggest Keywords**

Keyword Suggestions	Search Count	Select
search engine marketing	1305544	<input checked="" type="checkbox"/>
google search engine	786549	<input type="checkbox"/>
google search engine home page	152453	<input type="checkbox"/>
search engine optimization	93052	<input type="checkbox"/>
search engine submission	41821	<input type="checkbox"/>
lyric search engine	30019	<input type="checkbox"/>
search engine ranking	26101	<input checked="" type="checkbox"/>

Figure 2 – Traffic Blazer Site Analysis

**Site Analysis**

The Site Analysis reviews the search engine readiness of key elements of your Web site. Click **Create Report** to generate your Traffic Blazer Site Analysis report. Click **Update Report** to update an existing Site Analysis report.

Click "Update Report" to generate your Traffic Blazer Site Analysis Report.

**Last Updated: 6/22/2007** **Update Report**

**Report Details**

<b>+</b> Internal Links	Problem Issues Detected	<b>!</b>
<b>+</b> External Links	Problem Issues Detected	<b>!</b>
<b>+</b> Web Site Spiderability	Problem Issues Detected	<b>!</b>
<b>+</b> Frames	No Issues Detected	<b>!</b>
<b>+</b> Flash Animation	Possible Issues Detected	<b>!</b>
<b>+</b> URL Status	URL Status	<b>!</b>
<b>+</b> Robots.Txt / Robot Meta Tags		
<b>+</b> Load Times		

Figure 3: Traffic Blazer list checking

<b>Search Engine Listing Status</b>	
Search Engine	Listing Status
Lycos	Listed
Inktomi	Listed
Yahoo! Directory	Listed
Yahoo!	Listed
HotBot	Listed
MSN Search	Listed
Open Directory Project	Not Listed
AOL Search	Listed

Figure 1 – Express Email Marketing landing page



## Express Email Marketing®

### Product Overview

Express Email Marketing® is a powerful, easy-to-use online tool designed to create and manage targeted and effective email campaigns. Strictly permission-based, Express Email Marketing campaigns only reach recipients that explicitly opt to receive the Express Email Marketing customer's promotional material. Built to comply with the most stringent anti-spam laws and Internet standards, Express Email Marketing enables users to create and run powerful effective marketing campaigns – and steer clear of ever being mistaken for a spammer.

Express Email Marketing's suite of tools guides users through the entire process of initiating and managing powerful and spam-free email campaigns:

- Opt-in magnet lets the user build attractive sign-up forms that will entice potential customers to join the mailing list. Current and prospective customers are organized and categorized through the featured List Database Manager.
- Email design wizard– Allows users to create eye-catching email campaigns. Featured Image Library includes more than 1,500 images.
- Response tracking tools report the results of outgoing email campaigns. Easy-to-use reports tracks how many were sent, how many were opened, how many people responded, etc.
- Anti-spam compliance tools ensure that all campaigns comply with the strictest current anti-spam standards.
- Survey feature enables users to perform online surveys of their customer bases. Survey results are available in real-time as they are completed online.

## Customer Benefits

- An integrated, intuitive suite of email campaign composition and management tools.
- Captures and organizes subscribers; creates and emails campaign offers; analyzes response rates.
- Comprehensive campaign management eliminates the need for an outside marketing firm.

## How it Works

Express Email Marketing's collection of tools features a clear, consistent interface that makes email campaign management smooth and easy.

Figure 1 – Express Email Marketing opt-in magnet

### Add Subscribers

**i** Add individual subscribers to your list

Add subscribers to your list individually. The only required information is the e-mail address and e-mail preference, all other information is optional. The e-mail address forms the basis of the subscriber profile, while the e-mail preference option indicates the subscribers preferred e-mail format.

[more...](#)

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#### Demographics

Email Address  (required)

Email Preference  HTML  Text Only

First Name

Last Name

Age  ▼

Gender  ▼

Address

Figure 1 – Traffic Facts landing page



## Traffic Facts

### Product Overview

Traffic Facts is an automated statistical analysis tool that gathers and dissects pertinent Web site traffic data. Traffic Facts gives Web site owners the power to track and analyze the traffic patterns on their Web sites by monitoring and reporting all activity on the sites. An invaluable tool for e-business owners, Traffic Facts provides detailed insight into Web site visitors' behavior, including entry and exit pages, referring pages, visitor paths, number of unique visitors, as well as the users' browser and operating system selections.

Traffic Facts includes the following reporting tools:

- Visitor Reports – Document and reports the number and frequency of visitors to the site.
- Page Reports – Track visitor behavior while browsing the Web site.
- Referrer Reports – Monitors where site visitors arrive from.

All Traffic Facts reports can be exported to Microsoft® Excel.

### Customer Benefits

- Advanced tracking of Web site's performance, including search engine–generated traffic.
- Identification of Web site entry points and referring URLs.
- Discover which Web site pages capture visitors' attention, and which ones do not.
- Real Time stats that update every 30 minutes.
- Conversion Tracking to help determine if online marketing efforts are providing

the proper return on investment.

- Fast, easy access to raw log files.
- Choice of three graphic options: bar, area, and line, for at-a-glance conclusions.

### How it Works

Traffic Facts monitors, analyzes and reports traffic patterns for the user's Web site.

Figure 1 – Visitor Report

