



**DATUM**  **CONNECT**  
THE SUCCESSFUL WEBSITE COMPANY

**Making Money Online**



# Your Expectations

Could be a few reasons why you're here today!

1. **Don't have a website and are looking for more information.**
2. **Looking to improve your current website.**
3. **Happy with your existing website and you're here to find out about the latest web tools and strategies.**
4. **Frustrated with your existing website and you're considering a new one.**
5. **Not too sure what today is all about.**



# Overview

- 1. Attracting Motivated Buyers**
- 2. Converting Visitors Into Buyers**
- 3. Evolution of Reporting**
- 4. Aggregation**





**DATUM**  **CONNECT**  
THE SUCCESSFUL WEBSITE COMPANY

**Attracting Motivated Buyers**



# How Do You Know If There Is A Market?

The image shows two overlapping browser windows. The left window displays the Google New Zealand homepage with the search bar and navigation links. The right window displays the Google AdWords Keyword Tool interface, where the keyword 'campervans' has been entered and analyzed. The tool provides a list of related keywords with metrics for search volume and advertiser competition.

**Google - Microsoft Internet Explorer**  
Address: <http://www.google.co.nz>  
Google New Zealand  
Web Images Groups News Scholar more »  
Google Search I'm Feeling Lucky  
Search: the web pages from New Zealand  
Advertising Programs - Business Solutions - About Google - Go To Google  
Make Google Your Homepage!  
©2007 Google

**Google AdWords: Keyword Tool - Microsoft Internet Explorer**  
Address: <https://adwords.google.com/select/KeywordToolExternal>  
Google AdWords  
It's All About Results™  
Keyword Tool  
Use the Keyword Tool to get new keyword ideas. Pick one of the tabs below and enter keywords or URLs that are relevant to your business. [Keyword Tool Tips](#)  
**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.  
Results are tailored to **English, New Zealand** [Edit](#)  
Help make the Keyword Tool better: [Provide Feedback](#)

**Keyword Variations** | **Site-Related Keywords**

Enter one keyword or phrase per line:  
Campervans  
 Use synonyms  
**Get More Keywords**

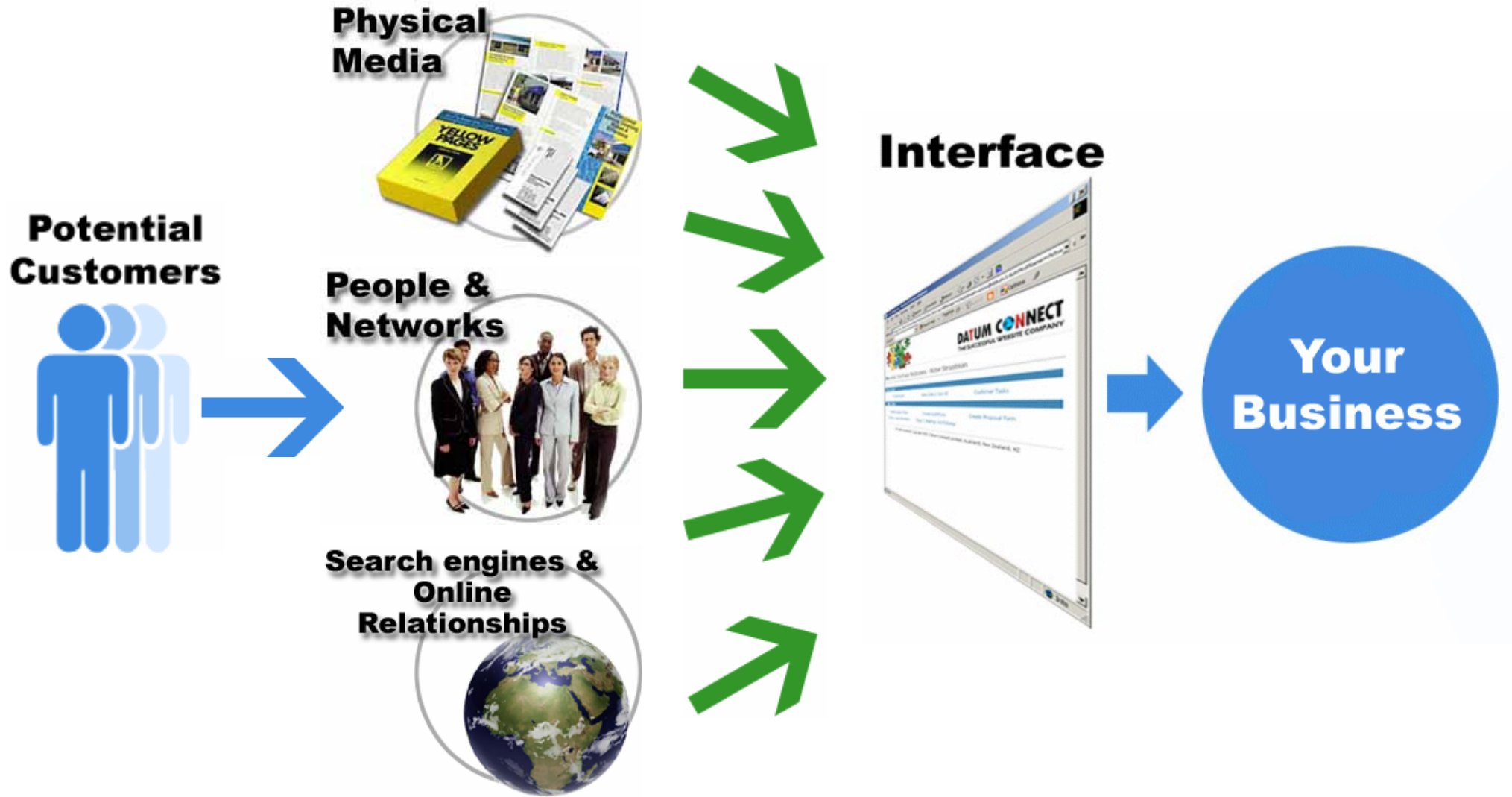
Choose data to display: **Keyword Search Volume**

**More specific keywords - sorted by relevance**

Keywords	June Search Volume	Advertiser Competition	Match Type
campervans	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>
campervans nz	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>
christchurch campervans	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>
campervans suckland	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>
maui campervans	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>
rental campervans	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Add &gt;</a>

**Selected Keywords:**  
Click 'Save to Ad Group' when you are finished building your keyword list.  
*No keywords added yet*  
[+ Add your own keywords](#)  
**Sign up with these keywords**

# Sells When You Are Not There



# Physical Media Must Haves

## 5 Physical Drivers to your website

1. Business Cards, Letterheads, Brochures & Stationary
2. Signage On Your Vehicles
3. Signage On Your Building
4. Any Products, Packaging Or Uniforms
5. Yellow Pages, Publications, Advertisements & Newspapers

## Physical Media

### Products or Advertisements



# How do I Make Connections Through People

## 5 MUST haves

**6.** Referrals from Customers or Business Contacts

**7.** Staff to Inform at the end of Phone Calls

**8.** Staff to Inform at the end of each Meeting

**9.** Normal Day to Day e-mail

**10.** Customised e-mail Marketing



**Email Marketing**

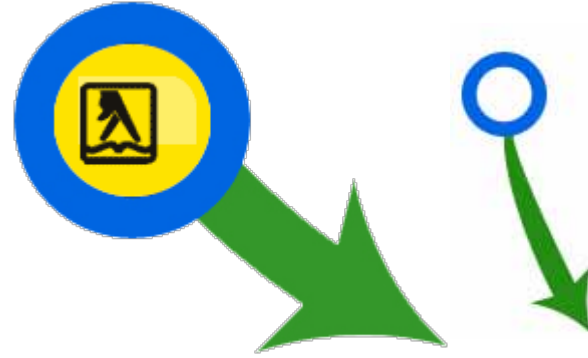
Physical Media + People & Networks  
+ Email Marketing



# Other Sites Can Lead Buyers To Your Site



Google™



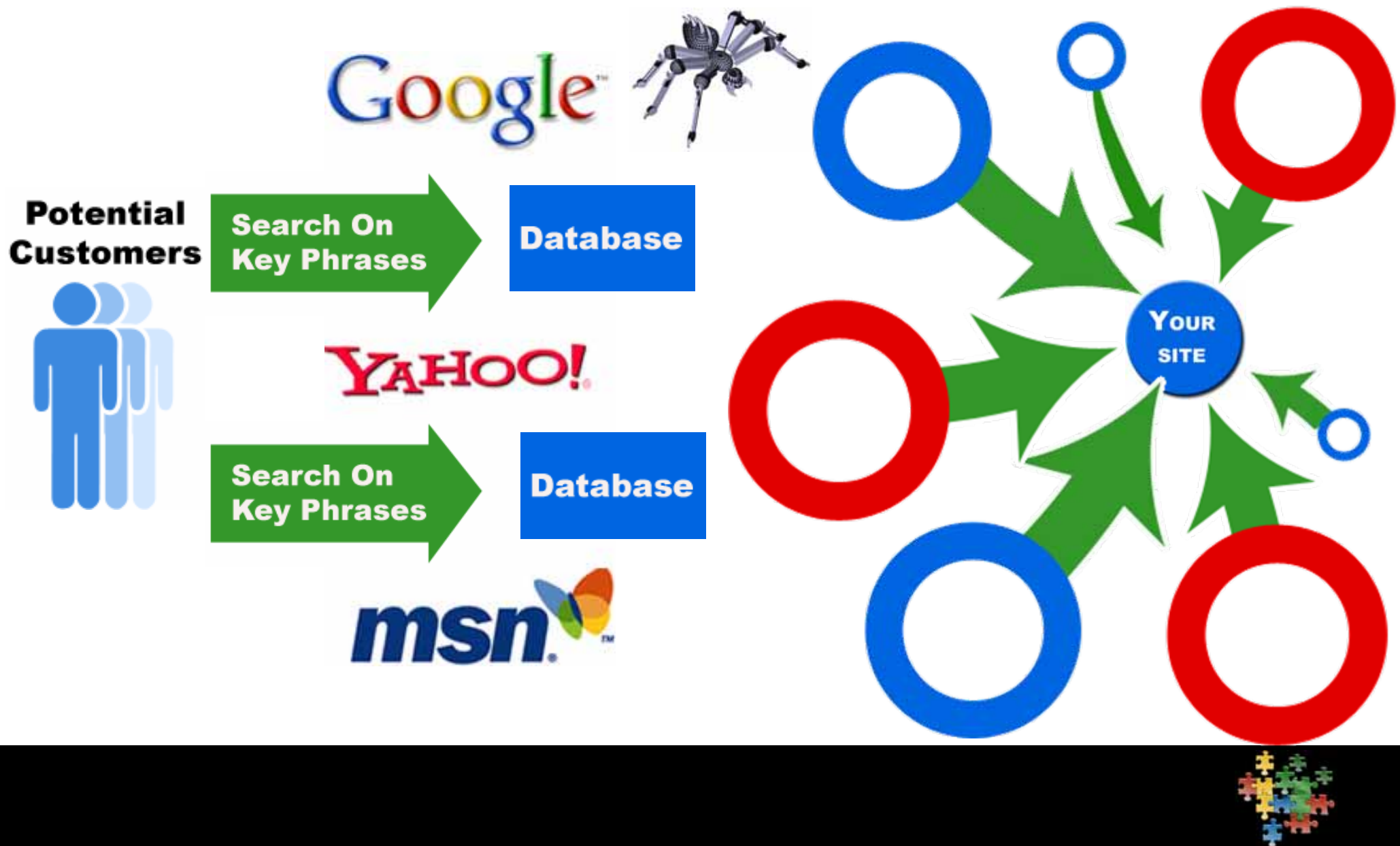
YAHOO!



msn.™



# How Do I Rank Higher On Search Engines?



# What Can Email Marketing Do For Me?

Keeping in touch & creating new relationships.

1. Increase the effectiveness of communication with:
  - Existing customers with latest news
  - Existing customers to increase sales by making a specific offer.

It's all about communication.

1. People use email more than they use websites.
2. Be targeted about what you say – you have 3 seconds. Only deliver information that people ask for.



# Email Marketing & Your Website.

Company	Name	Phone no.	Status	Comments	Permissioned
Continental Heavy Commercial	David	071 9021	NA	LMTC - Task 22	
Duffel Denny	Dave Evers	078 7991	NA	currently not website but looking to upgrade	
Karoo Transport	Mika Stokes	028 5628	NA	LMTC - Task 22	
Fair Employment	Patricia Pabalis	021 0562	NA	Wants to come to the next one to make an appointment when he gets back from Aus	
TDK	John Parnell	021 919 896	NA	LMTC - Task 22	
IC Drive Distributors	John Searles	062 192	Customer status		
CSI Pulp & Paper	Vivale Munnagh	078 2888	NA		
Direct Medical Services	Leahy Marie	0274 735 413	NA	Ring end of May (Tue)	
Transport Brokers Ltd	Audrey Hall	027 299998	NA	Wrong phone number	
Topical Farms Ltd	Colgate Corbett	078 5028	LMTC	LMTC - Task 22	
Sea products	Scott Collett	020 344 0362	NA		
APC Air & Sea	Deane Cochrane	078 3492	NA	Back on this month	
Auto Parts Industrial	Brendan Belling	021 8999	NA	Sendng Paul Fisher Manager Send details to him	Permissioned
Bartonhill Contracting	Scott Irwin	07288889	NA	Website open stay out of Australia	
Donna 2000	Patricia Jones	021 4027	NA		
E.P. Fisheries	Paul McElroy	078 6078	NA	021 428 927	Permissioned
Family Life New Zealand	Andy Gray	060 5449	NA		
Sageant Italian Restaurant	Dymphna	062 2449	NA		LM
Transit	Matthew Giblin	062 2978	LMTC	Miss 021 478 742	
CA Myn CCTV	Alan Cooper	027888 927	NA	Wrong phone number	
Sea Fishers	Dary Bionika	020 282 191	LMTC	Wrong phone 22 Mar	
Seaworld Devon	Alan Swinford	044 5278	NA		Permissioned
Harvest Christian Church	Geoffrey East	029 8298	NA	Sendng Geoffery to email	
Northwest Funeral Services	Raychel	067 2530	NA		
Melrose Group	Adam Traxler	071 899	NA		
Elm Christian College	Malcolm Burton	028 8369	NA		LM
St Thomas Ltd	Mark van Deygen	067 0027	NA		
Alford Signs	Clive	078 0509	NA		
Agriworld	Kerry Vulliamy	09 292 4488	NA	NAI had been on line then	
EV Henderson	Lloyd Wilkins	028 3944	NA	Phone back & after booked up for after hour	
Tararua Single Dental	Vanessa Wright	299 5230	NA	NAI had been on line then	
Stromody	Ray	062 2299	NA		
City Cleaners	Melanie Hunt	021 146 506	NA		LM
Diwers Myles Lodge	Stephanie	024 7830	NA	NAI person called Stephanie & was looking about it	
SEB Equine	Heather Johnson	067 9029	NA	Age check out worked by Paul	
Golden Homes	Daniel Singer	024 6878	LMTC	NAI	
Hot Automobiles	Shirley Hart	028 2629	NA	NAI had been on line then	
Clive Smith	Paul Smith	028 0090	NA	Wrong phone number	
Milrose Lodge	Shane	062 2974	NA		Permissioned
Papua Video Centre	Deepa Kumar	021 8369	LMTC	Miss	
Munk as Gateway Motel	Brian Wilson	027 4242 450	NA		
GG Murray	Paul Murray	062 8636	NA	027 478 025	
Sea Fishers	Raychel	029 5494	NA	Wrong phone number	wants to come to next seminar
Specialised Hire	Dean	024 0777	NA		
Steven V Johnson Menswear	Steven	288 2888	NA	Wrong phone number	
Summer Lake Farming	Dave	06 238 7381	NA		
The Pines Bn	Angela Dewhurst	02 228 9999	NAI done	call Tony from onwards	
Ypswich Plantation	Tony	028 8028	NAI done		Permissioned
White Phoenix	Paul	062 8840	NA	0678 702 000 - was using his services over time	



Email Marketing provides you with a vehicle for connecting with people who purchase, or are likely to purchase your product or service, month after month after month.

This MUST be a permission list.





400 hits on the website and doing businesses with 5 companies within the first few days



500 hits within an hour of sending the email



# Txt Marketing

Company	Name	Phone no.	Status	Comments	Rescheduled
Comwest Heavy Commercial	David	071 9021	Yes, No, Major	LMTC - Text 22	
Duffel Doory	Dave Eileen	078 7991	NI	currently not suitable but looking to upgrade	
Karoo Transport	Mika Stokes	078 5628	NI	LMTC - Text 22	
Faro Enterprises	Patric Palabala	021 0542	NI	Wants to come to the next one so make an appointment when he gets back from Aus	
ICA Finance	John Purton	021 919 896	NI	LMTC - Text 22	
IC Drive Distribution	John Barber	062 192	Customer status		
CSB Pallets & Co Packers	Vale Munnagh	078 2888	NI	Ring end of May (Tue)	
Direct Medical Services	Lighting Moore	0214 738 410	NI	Ring end of May (Tue)	
Transport Brokers Ltd	Audrey Hall	027 299998	?	Wrong phone number	
Tropical Farm Ltd	Delgado Corby	078 5088	LMTC	LMTC - Text 22	
Sea Splash	Scott Collett	020 344 8962	NI		
APC Air & Sea	Clare Coakley	078 3492	NA	Back on this Month	
Auto Party Industrial	Brendan Belling	021 8888		Sendng Paul Fisher Manager Send details to him	Rescheduled
Earlscourt Crating	Scott Irwin	07288888	NI	Website open and out of Australia	
Donco 2000	Patric Jones	091 4027	NI		
E.P. Facilities	Paul Williams	071 6078	NI	021 428 927	Rescheduled
Farmy Ltd New Zealand	Andy Gray	060 5449	NI		
Sageant Italian Restaurant	Dymphna	062 3449	NI		LM
Transit	Matthew Giblin	062 3278	LMTC	Mon 02/07/2008	
CA Mnet CCTV	Alan Cooper	020888 927	?	Wrong phone number	
Elm Finance	Dary Bionka	020 282 191	LMTC	Bring and 22 Mar	
Sealed Air	Alan Swafford	044 5759	NI		Rescheduled
Harvest Christian Church	Gayle East	091 8288	NI	Sendng Gayle's email	
Northwest Federal Services	Richard	067 2530	NI		
Melrose Group	Adam Trevelin	071 889	NI		
Elm Christian College	Alison Burton	028 8368	NI		LM
St Home's Ltd	Mark van Deygen	067 8027	NI		
Alford Signs	Clive	078 0509	NI		
Agriwell	Kerry Vulliamy	09 292 4488	NI	021 428 927	
EV Henderson	Lloyd Wilkins	091 3944	NI	Phone back to earlier booked appt for after that	
Tanaka Vinyls Dental	Vanessa Wright	091 5230	NI	021 428 927	
Stimody	Ray	062 2988	NI		
Clary Cleaners	Maria Harris	021 148 506	NI		LM
Diwest Motor Lodge	Stephanie	094 7830	?	My person called Stephanie and was looking about it	
SEB Equine	Heather Johnson	067 9028	NI	Appt booked and moved by Paul	
Sutton Homes	David Singer	094 6878	LMTC	NI	
Har Automotive	Shirley Hart	091 2629	NI	021 428 927	
Clay Smith	Paul Gault	091 0088	?	Wrong phone number	Rescheduled
Milrose Living	Shane	062 2874	NI		
Paphos Visitor Centre	Deeja Fisher	091 6349	LMTC	Mon	Rescheduled
Munk as Gateway Motel	Brian Wilson	027 4242 450	NI		
GG Murray	Fiona Burton	062 8636	NI	021 478 1028	wants to come to next seminar
Sea Block	Richard	091 5084	?		
Specialised Hire	Dean	094 0777	NI	Wrong phone number	
Steven V Johnson Motorway	Steven	098 2849	?		
Surfer Life Training	Dave	06 238 7381	NI		
The Pines Bn	Angela Dewhurst	09 228 9989	Not done	call Tony from north	
General Investigations	Tony	098 8028	NI	021 428 927	Rescheduled
White Phoenix	Paul	091 8840	NI	021 428 927	Rescheduled



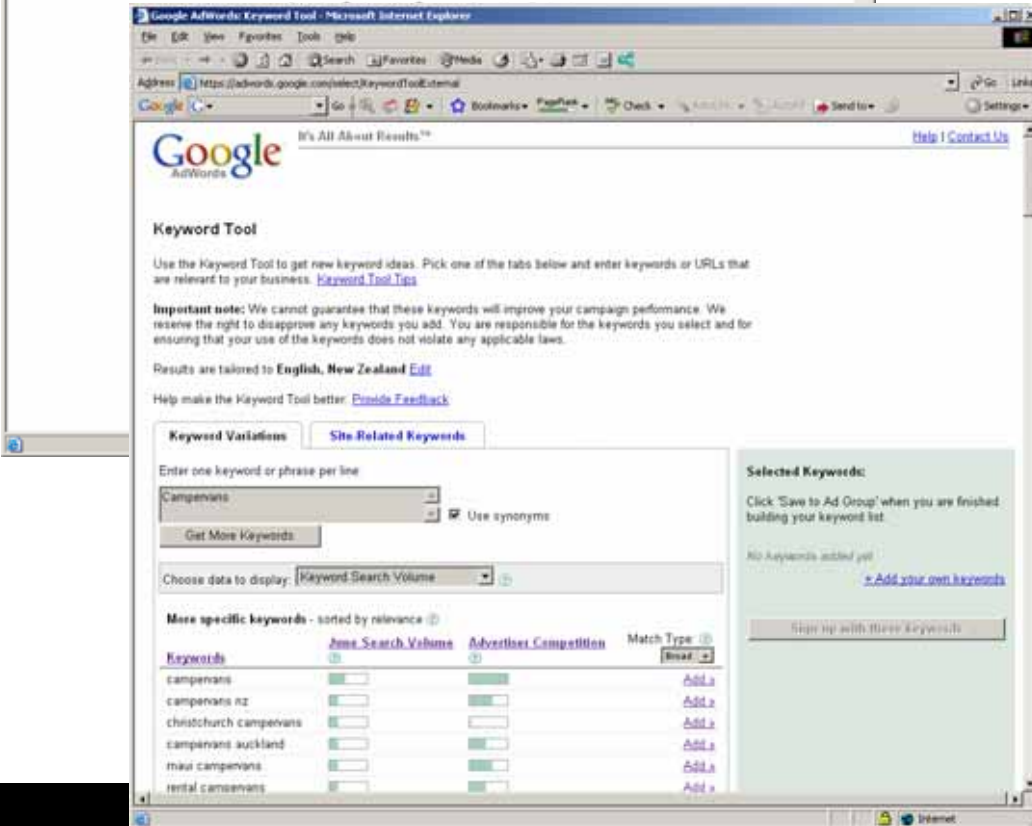
This MUST be a permission list.



# Do Keyword Research Using Google Adwords

**Motivated Buyers almost always:**

- 1. Type in the location where they want to buy a service or product**
- 2. Types in more than one keyword**
- 3. Visit more than 3 sites before buying**
- 4. Visit at least the first 5 pages of search results**



# Research Competitors

The image shows a screenshot of the Google New Zealand homepage as it appeared in Microsoft Internet Explorer. The browser's address bar shows the URL <http://www.google.co.nz>. The search bar contains the text "Motorhome Rentals Auckland". The search results area is empty. The page features the Google logo with "New Zealand" underneath. Navigation links for "Web", "Images", "Groups", "News", and "Scholar" are visible. A sidebar on the right offers a "Get a Google-enhanced search box" and a "Download Google Toolbar" button. The footer includes copyright information for 2007 and a link to "Make Google Your Homepage!".

Google - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Copy Paste

Address <http://www.google.co.nz> Go Links

Google  Go

Bookmarks PageRank Check AutoLink Settings

# Google™

New Zealand

Get a Google-enhanced search box

Go

Download Google Toolbar

Web [Images](#) [Groups](#) [News](#) [Scholar](#) [more »](#)

Search:  the web  pages from New Zealand

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google.com](#)

[Make Google Your Homepage!](#)

©2007 Google

Internet



# Research Your Competitors



Google™



YAHOO!



Competition



msn.



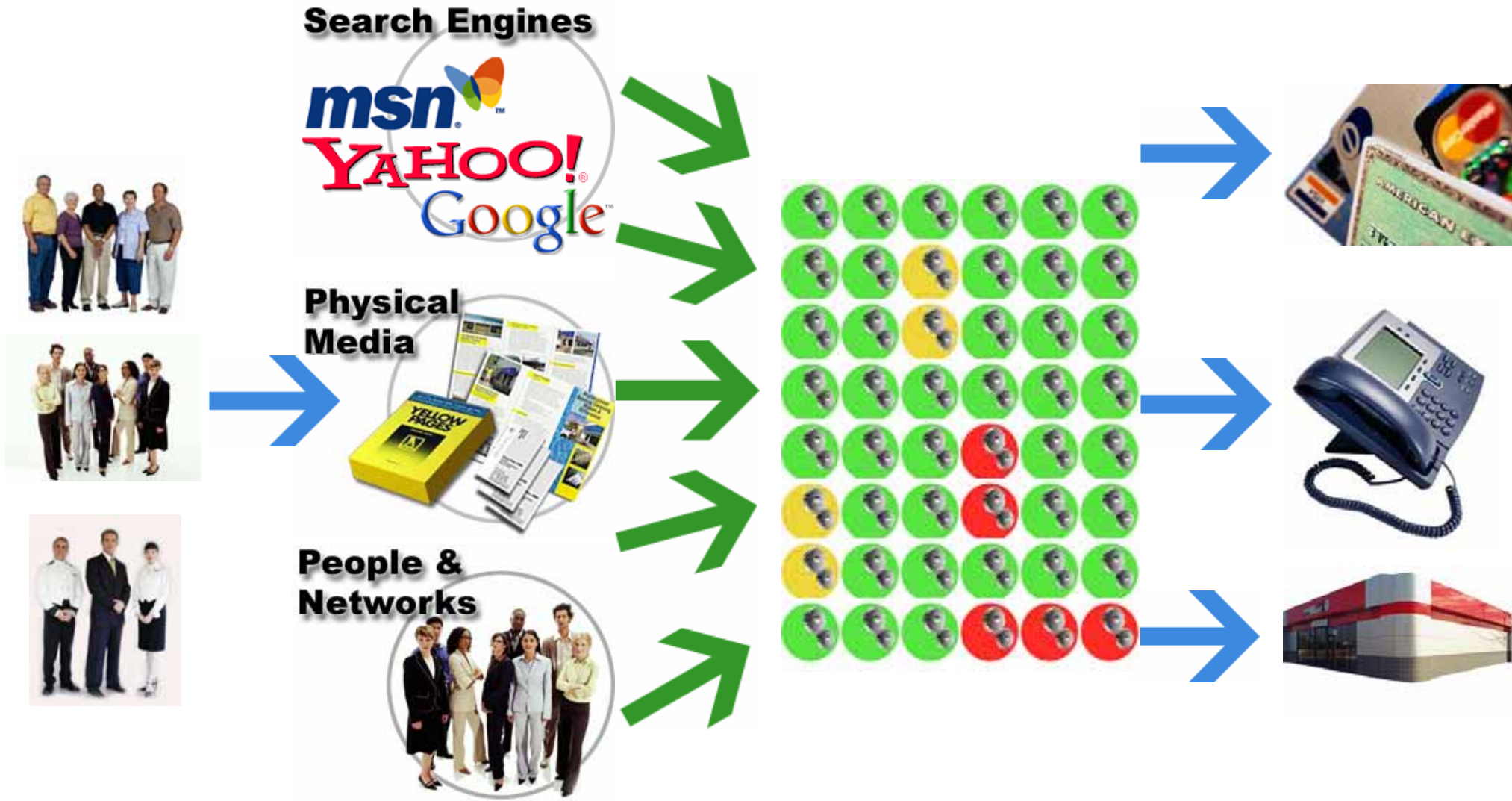


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# Converting Visitors Into Buyers



# Web Site Should Be A Continuous Evolution



# Good Product / Service Information

**Kiwi Baby**  
Baby Brands at discount factory prices  
Glenfield: 09 444 6205

Home About Us Baby Necessities Brands Contact us

Questions & Enquiries Product Search My Account Shopping Cart

- ☆ Specials
- ☆ Activity Time
- ☆ Baby Skin Care
- ☆ Rags - Kapoochi
- ☆ Bath Time
- ☆ Bed Time
- ☆ Buggies & Strollers
- ☆ Car Seats & Boosters
- ☆ Children's wooden furniture
- ☆ Feeding Time
- ☆ First Aid Kit
- ☆ For the Mum to Be !!
- ☆ Front and Back Packs
- ☆ Linen
- ☆ Max & Tilly Clothing
- ☆ Toys
- ☆ Waterproof Overalls

### Buggies (3 wheelers) | Phil & Teds "NEW" SPORT BUGGY

Currency: NZD

[Back](#)

The New SPORT buggy has all the features you could want in a single or dble buggy, at a great price. It has all of the features of the models before it, plus more:

- A new adjustable, ergonomic handle. With the click of a button you can raise or lower the height to suit you. The handle curves for comfort and tones in nicely with the shape of the sunhood. The foam grip now covers the whole bar.
- The sunhood is re-shaped, fits tightly, and curves both at the front and the rear of the hood. The PVC covering the mesh windows has been removed; a new peek-a-boo window allows the parent to easily check their child while out walking. Fold the peek-a-boo window back and you have a sealable PVC window for your shopping list! Handy!
- The bumper bar ends are now plastic. This makes the bumper easier to take on and off, no more jamming! The new steel bumper bar is more curved and the foam length has increased to cover the bar.

The parcel tray has a pocket where instructions can be permanently stored so any new user can stay fully informed. There is also a mesh pocket at the rear of the parcel tray. The tray is now secured by screws.

A permanent capstan peg on the frame allows the main seat, sunhood, and covers to fit snugly. Most press studs have been removed and the fabric fit

**BREW CRAFT**  
DIY Spirits  
Beer and Wine

Home About Us News & More Shop Online Enquiries Contact Us Links

## DIY GUIDES

- Spirits & Liqueurs
  - Making spirits
  - Spirits and liqueur types
  - Recipes
  - Turbo product guide
- Beer
  - Making beer
  - Beer improvement
  - Beer styles
  - Brewing hints
  - Beer recipes
  - Brewing calculators
- Wine
  - Making wine from kits
  - Making wine from fruit
- Other drinks
  - Ginger beer
  - Cider
  - Lemonade

## News & More

[Back](#)

### Brewcraft BrewClean

**Brewclean is unique... It does not use detergents or solvents.**

In fact, it does not utilize any chemical action at all.

Brewclean works with tiny hard particles that are continually in motion, literally bumping the dirt off. If you would like to know more about this amazing new technology, read on.

### About Colloidal Cleaners

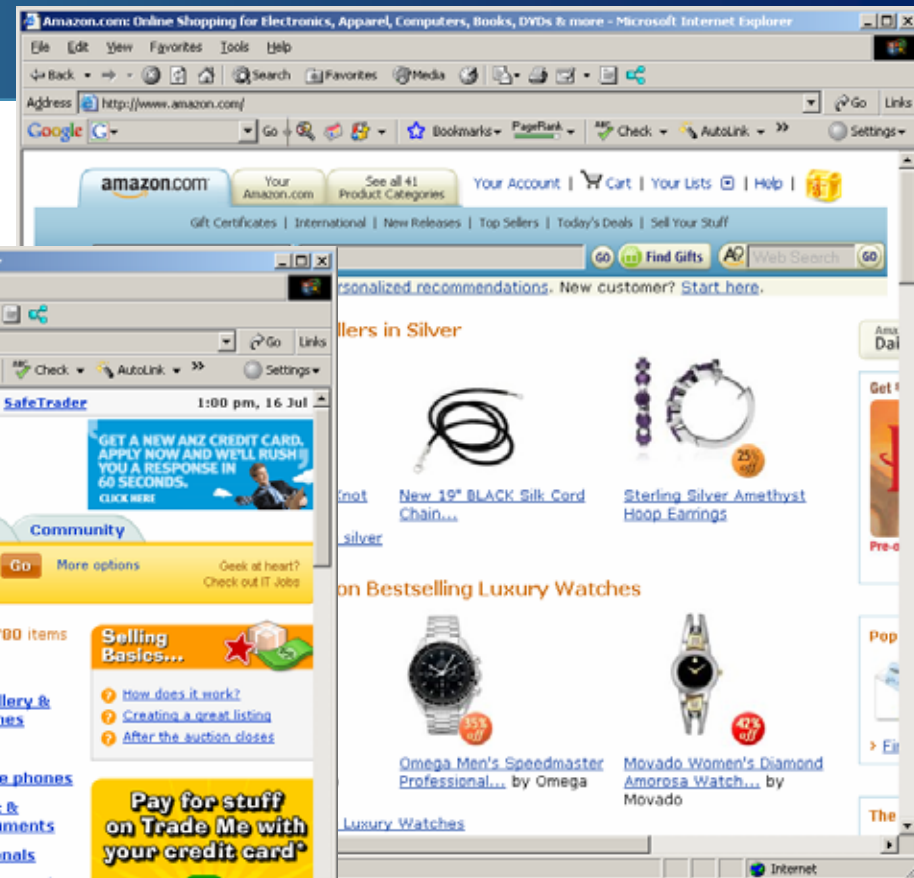
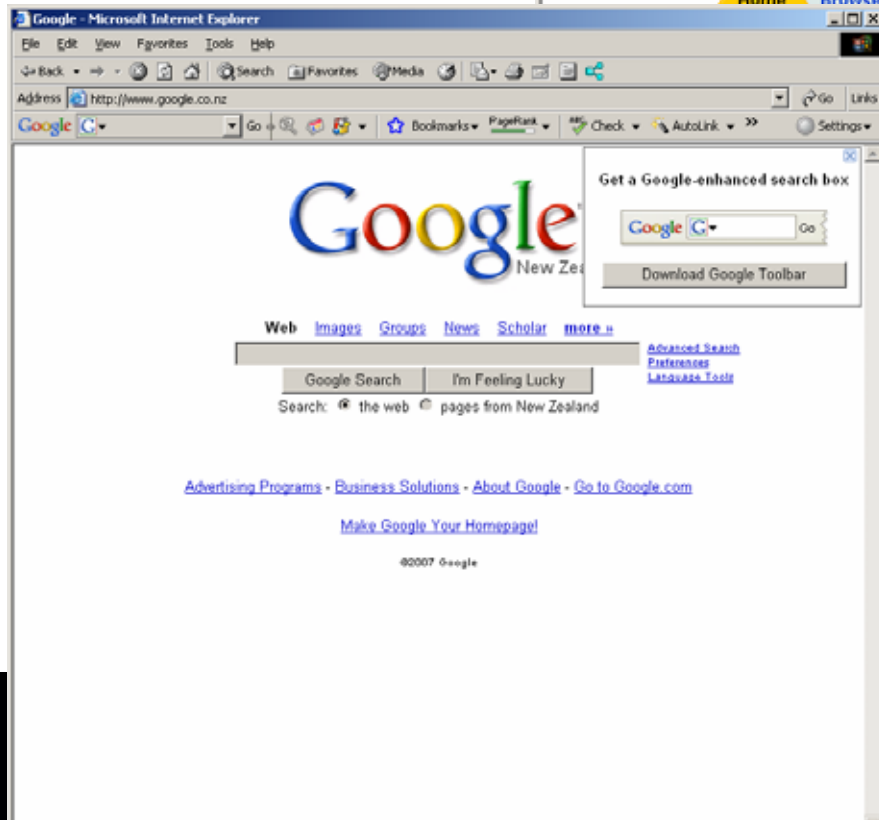
Colloid is a term used in science; which is given to a state of matter, put in simple terms, it is a name that is given to very tiny particles that are suspended of 'float' in another medium. A practical example of colloid is fog. If you look closely at fog or steam in a sauna you can see extremely tiny droplets of water floating around in the air. They just move around aimlessly but never stopping.

What has this got to do with cleaning? Well with a colloidal cleaner these really small particles (which are technically known as 'micelles') wander around in the water that you have mixed it in with and eventually they collide with the dirt or grease you are trying to remove from whatever you are cleaning. When the micelles crash into the dirt, they chip a small piece of it off and push it into the water.

This is occurring both rapidly and constantly and in a short space of time all the dirt is removed from the surface. Just as importantly, the micelles stop the pieces of dirt or grease in the water from rejoining so they cannot dump back on to the surface that has been cleaned. This is totally different to the way soap and detergents clean - They tend to stick to the dirt and grease like iron filings sticking to a magnet, then float around in the



# Learn From The Best



# The Best People to Convert Other Customers are Satisfied Customers or Potential Customers

## Strategies to get the customer to do the work

- **Customer Questions or Feedback**
  - Written testimonials with pictures below each product
  - Video testimonials
  - Customers ask questions about the product (like trademe)
- **Automated statistics**
  - Most popular products
  - Customers who brought this also brought that
- **Invitations**
  - Send to a friend
  - Wedding registries
  - Referral programmes
  - ECards



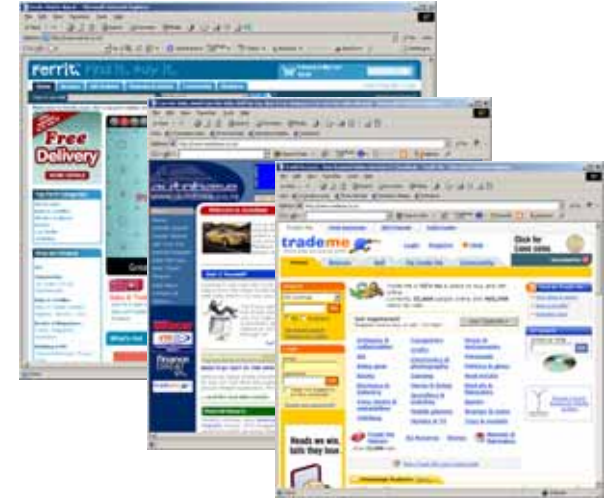
# Integrate With Other Existing Applications



Package Tracking



Your Shopping Cart



Other Websites



Integration into In-house systems



Mobile



# Case Study – Kiwi Autohomes - Motorhomes

Kiwi Motorhome Rentals - Motorhome Rentals New Zealand Campervan Hire NZ RV Motor Homes Campervan - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.kiwi-autohomes.co.nz>

Google Search Web

Kiwi Motorhome Rentals  
Kiwi Autohomes Ltd

New Zealand motorhome rentals and campervan hire

Home

- > Book Online
- > Testimonials
- > About Us
- > Travel Itinerary
- > Enquiry / Quote Form
- > Vehicles for Sale
- > Contact Us
- > Terms and Conditions
- > Special Offers
- > Events

Kiwi Auto Homes

Experience New Zealand

Welcome to Kiwi Motorhome Rentals. We can supply fully self contained Motorhome rentals in New Zealand that will give you a whole new meaning to luxury campervanning in total comfort and at a price you can afford.

- > Free Quote / Enquiry
- > Free Airport or Hotel/Total Pickup within Auckland or Christchurch

Rentals Testimonials Book Online About Us Kiwi Adventures

Motorhome Rentals

- > Metro
- > Esprit
- > Concord
- > Euro
- > Riviera

great Holidays  
book online for an adventure

TOP TOURISM SITE AWARD

Our Commitment To You:

New Zealand is one of the best and safest destinations for a motorhome hire holiday. Clean air, fresh water, Fantastic scenery, boiling springs, fishing and other breathtaking adventures. We guarantee your stay will be a relaxing and enjoyable experience.

You will find our rates for New Zealand Campervan, Motorhome and RV rentals very affordable.

Our website has been specifically designed to help you plan your holiday with a price calculator, journey distance calculator and up-to-date prices, pictures and descriptions of our Motorhomes, RVs, and Campervans. Please check the detailed rental information of each of our New Zealand Motorhomes, Campervans and RVs available for rent.

Book a Motorhome, Campervan or RV with us and experience New Zealand from one end to the other.

Thank you very much for visiting our Motor home, Campervans and RVs web site, and we look forward to meeting you in New Zealand.

Kiwi Motorhome Rentals, Auckland & Christchurch New Zealand, NZ  
Site powered by Datum Connect website design and promotion. NZ directory. Promote New Zealand

- Increase number of enquiries.
- Achieve higher rankings on the search engines.
- Bring website to a higher professional level.
- Create a website that contributes to the business success.



# Kiwi Autohomes – the results

## 1. Increased number of visitors

- Average before: 45 visits/day
- Average after: 120 visits/day

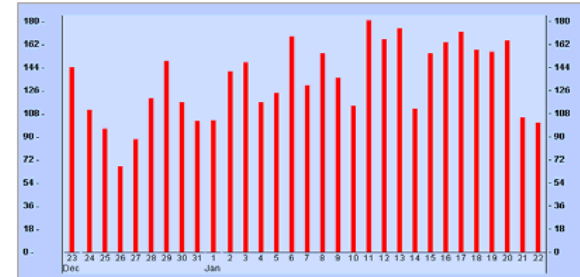
## 2. Five times more enquiries (higher conversion rate)

## 3. Optimised for search engines

## 4. Currently 58% of business comes via the website (used to be 37% before May 2003). Reduced Agents 50 - 15.

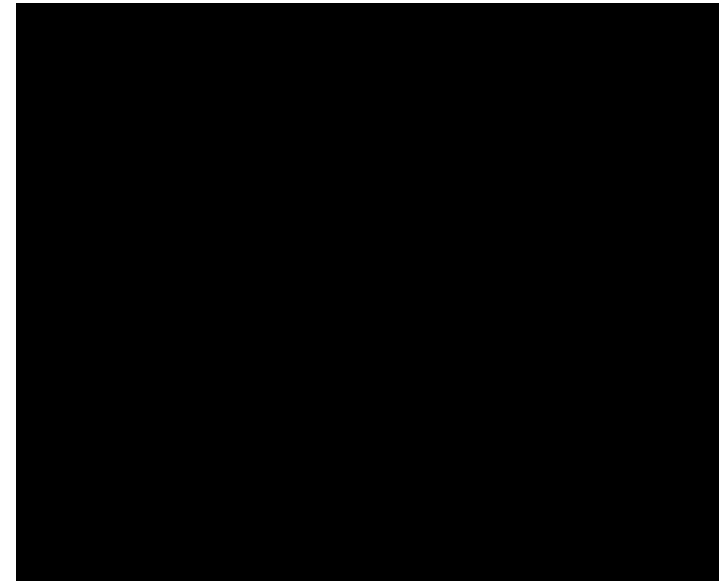
## 5. Tripled the campervan fleet

## 6. Great Return on Investment



# What Our Clients Say

The screenshot shows the website for Kiwi Motorhome Rentals. The browser window title is "Kiwiauto Homes - Motorhome Rentals New Zealand Campervan Hire NZ RV Motor Homes Campervans - Microsoft Internet Explorer". The address bar shows "http://www.kiwiautohomes.co.nz/". The website header includes the Kiwi Motorhome Rentals logo and the tagline "New Zealand motorhome rentals and campervan hire". A left-hand navigation menu lists various sections like "Book Online", "Testimonials", "About Us", "Travel Itinerary", "Enquiry / Quote Form", "Vehicles for Sale", "Contact Us", "Terms and Conditions", "Special Offers", "Agents", and "Links". Below the navigation menu, there are several content blocks: a large image of a motorhome on a road, a "Experience New Zealand" section with a welcome message and links for "Free Quote / Enquiry" and "Free Airport or Hotel/Motel Pickup", a "Rentals" section with a motorhome image, a "Testimonials" section with a photo of a person, a "Book Online" section with a calculator icon, an "About Us" section with a photo of a person, and a "Kiwi Adventures" section with a photo of a person. At the bottom, there is a "Our Commitment To You:" section with text about the quality of the holiday and a "great Holidays" logo.



www.kiwiautohomes.co.nz





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# Evolution of Reporting



# No Reporting



# Traditional Statistical Reporting

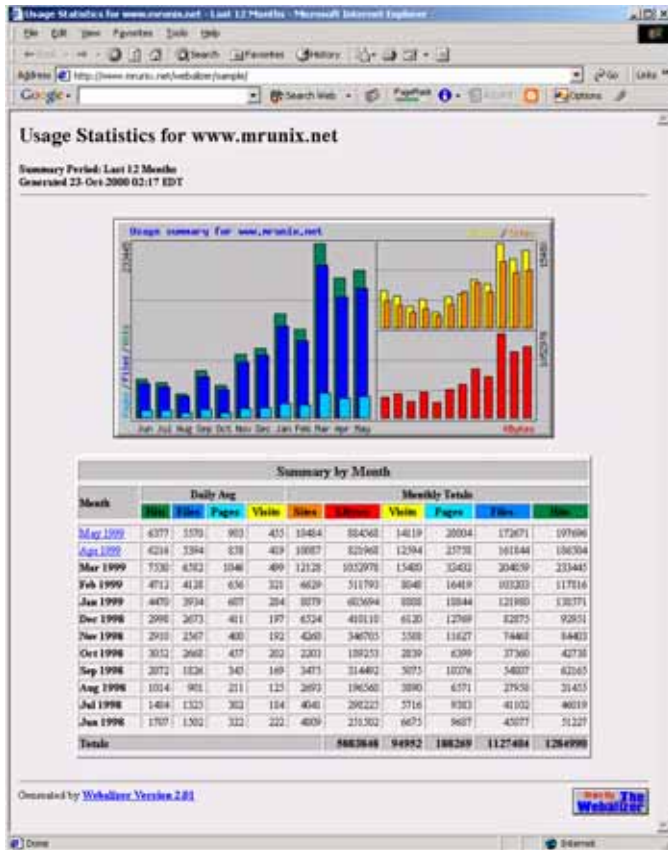
Graphs

Tables

Problems

Takes the reports out of context.

You have to be a statistician to interpret the data and a website guru to translate it into actionable information.



# Tracker Big Brother

The screenshot shows the 'Report Tracker Control Panel' for the website 'babybuds.com'. The browser window title is 'Report Tracker Control Panel - Microsoft Internet Explorer'. The address bar shows 'http://www.datum.tv/console/reports/tracker\_frame.asp'. The page features several sections:

- Reporting Period:** Start Reporting On: 27 Jul 2004; End Reporting On: 26 Aug 2004.
- Your Are Currently Viewing:** View All Hits.
- Most Popular Entry Points:** Ranked all links visitors have taken to other pages from current page. Includes: Management Login (Hits: 367), Products (Hits: 103), About Us (Hits: 72), Product Details (Hits: 68).
- Call For Actions Filter:** Includes links like Checkout and Contact.
- View Last 10 Visitors:** Lists visitor IDs and timestamps, such as '26 Aug 8:36 (proxy.aol.com)'.
- Visitor Tracker:** Includes a field for 'Visitor ID' and a 'Track' button.
- Suggestions Legend:** Working Good (green), Still Useful (yellow), Remove Redundant Link (red).

The main content area displays a grid of links with hit counts and status indicators. A green box labeled 'Working Good' points to a link with 211 hits. A yellow box labeled 'Still Working' points to a link with 72 hits. A red box labeled 'Redundant' points to a link with 20 hits. The background image is a babybuds.com advertisement featuring a woman and a baby.

A visual reporting tool.

Pinpoints exactly what's working.

Purpose of your website is to have visitors leave you with their details or for them to take an action.



# Why We Really Called It Tracker Big Brother

Report Tracker Control Panel - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Refresh

Address [http://www.datum.tv/console/reports/tracker\\_frame.asp](http://www.datum.tv/console/reports/tracker_frame.asp) Go Links

Google Search Web PageRank AutoFill Options

Start Reporting On: 27 Jul 2004

End Reporting On: 26 Aug 2004

Your Are Currently Viewing

Single Visitor: Tracking - 5265

Most Popular Entry Points

Ranked all links visitors have taken to other pages from current page.

Home Page  
Management Login (Hits: 372)  
Products (Hits: 103)  
About Us (Hits: 72)  
Product Details (Hits: 69)

Call For Actions Filter

[add/remove to call for action list]  
Only shows links that has lead to a visit to a call for action page.

Checkout  
Contact

View Last 10 Visitors

Follow each visitor through the website

26 Aug 11:32   
26 Aug 11:7 (tmns.net.au)  
26 Aug 11:7 (optusnet.com.au)  
26 Aug 10:57 (optusnet.com.au)  
26 Aug 10:54 (telnetworks.com)  
26 Aug 10:42   
26 Aug 10:37   
26 Aug 10:31 (da.uu.net)  
26 Aug 10:31 (optusnet.com.au)  
26 Aug 10:29

Visitor Tracker

You can find Visitor IDs on emails from your website

Visitor ID: 5265 Track

Suggestions Legend

- Working Good
- Still Useful
- Remove Redundant Link

**babybuds** The Original Baby Clothing Bouquets where new ideas are born

Shop Online Home E-card Shopping Cart Checkout **Contact**

Checkout - Place Your Order

Log in  
Become a Member

Product Range

- Bouquets
- Twins Bouquets
- Specials
- Bouquet Additions

**babybuds**

- About Us
- Customise A Bouquet
- Delivery
- Baby Clothing
- Testimonials
- Links & Charities
- Stockists

Loyalty Privilege Program\* [click here to enter password](#)

- If you have registered as a Member you will no longer have to enter the password each time you order.
- All participants of the Loyalty Privilege Program, who have not already done so, should consider becoming a Member so that each time they order their details (as well as Program benefits) will automatically appear.

babybuds members \* [click here to login before completing this form](#)

Products In Your Cart

Item	Style	Qty	Totals
Curtis Caterpillar	Curtis Caterpillar	1 x \$59.00	\$59.00
		Delivery	\$11.00
		<b>TOTAL</b>	<b>\$70.00</b>

Please Note: All prices include GST(10%)

Delivery Details \* Required Fields

Recipient

First Name\*

Last Name\*

Phone

Home

Work

Card Message

To

Message (200 character limit)

Please check your message spelling and grammar as it will appear on your card as entered.

[Suggested Messages](#)

Visual Playback Of Every Visitor To Your Web Site

Track Last 10 Visitors, Visitors That Have Made An Enquiry or Purchased Online



# The Power of the Click

Report Tracker Control Panel - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.datum.tv/console/reports/tracker\_frame.asp

Start Reporting On: 7 Jan 2006

End Reporting On: 6 Feb 2006

Your Are Currently Viewing

View All Hits

Most Popular Entry Points

Ranked all links visitors have taken to other pages from current page.

Home Page (Hits: 489)  
List Projects (Hits: 443)  
Our Latest Work (Hits: 325)  
Customer Project Interface (Hits: 233)

Call For Actions Filter

[add/remove to call for action list]  
Only shows links that has lead to a visit to a call for action page.

Contact Us  
Work with Us  
New Zealand  
Pay Account

View Last 10 Visitors

Follow each visitor through the website

6 Feb 12:27 (dra.co.nz)  
6 Feb 11:38 (netyp.com)  
6 Feb 11:26 (nigol.net.nz)  
6 Feb 9:15 (callplus.net.nz)  
6 Feb 5:59 (217.23.35)  
6 Feb 2:12 (53.55.82)  
5 Feb 23:10 (ihug.co.nz)  
5 Feb 22:27 (westnet.com.au)  
5 Feb 21:15 (dra.co.nz)  
5 Feb 21:7 (clear.net.nz)

Visitor Tracker

You can find Visitor IDs on emails from your website

Visitor ID:  Track

Suggestions Legend

- Working Good
- Still Useful
- Remove Redundant Link

Every click is free from outside persuasion – Buyers market

Every click is intentional

True indication of what visitors think

Successful pages have visitors click somewhere else



# Report On Motivation

## Source of Hits

This illustrates how users are entering your website, whether it is directly from entering your website address or through various search engines such as google - it also lists the keywords people are currently using to find you.

Between 16 Jun 2007 and 16 Jul 2007 (31 days)

Referrer	Hits	Checkout2 (Buy Online)	Contact (Contact Details)
Went directly to website	5491	598	231
www.google.com.au	797	112	85
www.bcl.com.au	323	11	10
www.bubhub.com.au	204	4	7
www.google.com	139	129	92
search.live.com	102	16	10
karencheng.com.au	61	4	2
www.memberoffers.bigpond.com	61	5	1
www.advantedge.com.au	39	11	0
www.smart-mums.com.au	38	1	0
www.datumconnect.co.nz	37	1	3
www.careerone.com.au	36	0	3
memberoffers.bigpond.com	34	7	1
babybudsnews.com	30	1	1
www.youredge.com.au	26	3	1
www.babybuds.co.nz	25	1	1
www.datum.tv	22	0	0
www.pegog.com	19	0	0
www.google.co.uk	17	1	1



- » projects
- » tools

#### web site

- » view web sites
- » change details

#### layouts

- » change web site layout
- » create new layout
- » layout images library

- » sub managers

#### web pages

- » list all web pages
- » create new
- » structures
- » control panel
- » admin panel

#### reports and resources

- » web site visitor reports
- » reports summary

#### email engine

- » view email messages

# Buy Online Effectiveness (844 hits last month)

All information below show its usefulness in getting visitors to Buy Online.



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## What Visitors Do On Your WebSite

### Essential WebPages

WebPage	Hits
Shopping Cart	839 99%
Product Details	810 96%
Products	807 96%
List Product Sub Categories	767 91%

### Useful WebPages

WebPage	Hits
Product Range	192 23%
Home	180 21%
Sign in	151 18%
buddy base	150 18%
Delivery	129 15%
Suggested Gift Card Messages	92 11%
Receipt	73 9%
Contact	64 8%
Order Confirmation	36 4%

### Under-Utilised WebPages

WebPage	Hits
Member	29 3%
benefits of being our buddy	28 3%
Members Orders List	20 2%

## How Visitors Got To Your WebSite

### Source

Source	Hits
Repeat	540 64%
Word of Mouth	213 25%
Internet	97 11%
Program Participant	21 2%
Unknown	15 2%
Magazine	12 1%
Brochure/Newsletter	11 1%
Newspaper	4 0%
Shop	3 0%
TV	1 0%

### Other

Source	Hits
customer	598 71%
Someone told me about babybuds	136 16%
I received one myself!	50 6%
Google	43 5%
Unknown	17 2%
PROGRAM MEMBER	13 2%
Other - please specify	11 1%
Other	8 1%
Brochure or Newsletter	7 1%