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News



11/21/03 - November Newsletter- How Effective is Your Advertising?

Most business owners simply do not know how effective their advertising is. They just know that things are better when they do it.

This is not true for the Cheshire Connecticut Chamber of Commerce because they use their Web Site to assess the success of their advertising whether it is print or web based. The Chamber knows everything that happens on their site because of daily visitor analysis that relates to the real world.



Figure: Daily Visitor Traffic

For example, the Chamber site plays host to 200 visitors each week up 160% in the past six months! What are the visitors doing? Well, the Chamber knows that within days of alerting members to their online newsletter availability, they average fifty more visitors per day as they go online to read or download it. They also know that their most popular page is the member directory with over 1,000 impressions each month. Why? It's the new Yellow Pages for the town.

Interesting? It gets better. The daily visitor traffic indicates that about one third of the visitors come from the Internet search engines. The visitor analysis captures the actual terms used by the visitors to find the web site. For example, in September 46 visitors used "Cheshire Chamber of Commerce" or some variation to get there. Perhaps more importantly, most visitors were looking for member companies.

So the Chamber web site is more than just a pretty face. It's a gathering place for individuals and businesses that want to do business with Chamber members. It is also a very measurable member promotion vehicle, serving over 10,000 visitors annually.

Please visit our web site for more detailed information about promoting your business. Call or E-mail us if you would like to know how your web site could better serve your business.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services.

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