



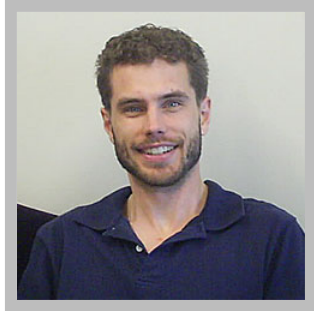
Effective Online Marketing 101.1:

Outbound marketing for increasing site traffic

Patrick Hansen and Kenan Pollack
Senior Interactive Consultants



About Us



Patrick Hansen

Senior Interactive Consultant

- Eight years experience non-profit web site development, database development, and marketing
- Four years R&D with IBM
- Published author with 12 patents
- Manager of the Convio Go! Program
- Client list includes America's Second Harvest, National Relief Charities, National Women's Law Center, Paul Anderson Youth Home



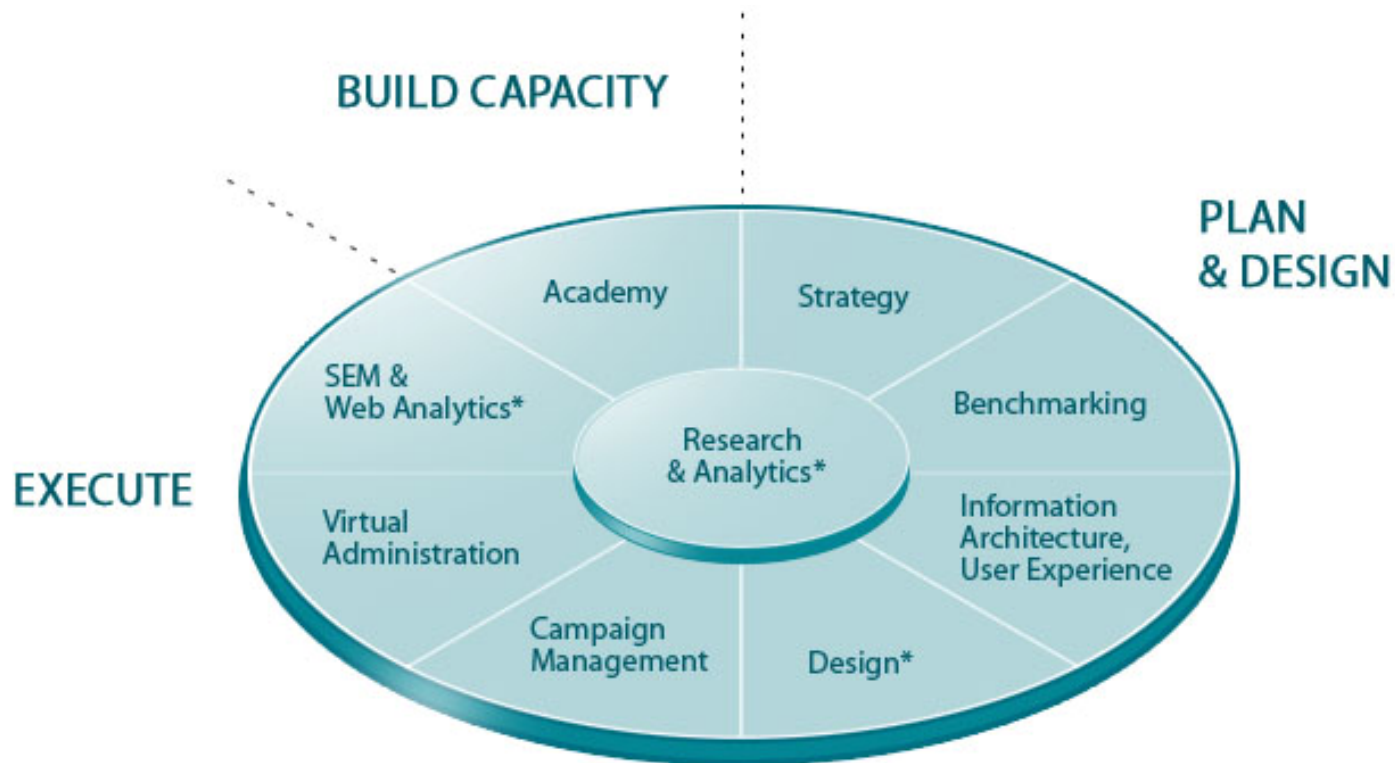
Kenan Pollack

Senior Interactive Consultant

- Twelve years experience Web site development, content management and marketing
- Four years Web site and IT management at Aid to Artisans
- Published book author and former national newsmagazine reporter
- Client list includes World Wildlife Fund, FairTax.org, Goodwill/Easter Seals of MN, Blood Center of Central Texas

About Convio's Client Success Services

50+ person agency within Convio to provide clients with the strategy, interactive services and online marketing best practices to achieve ongoing success



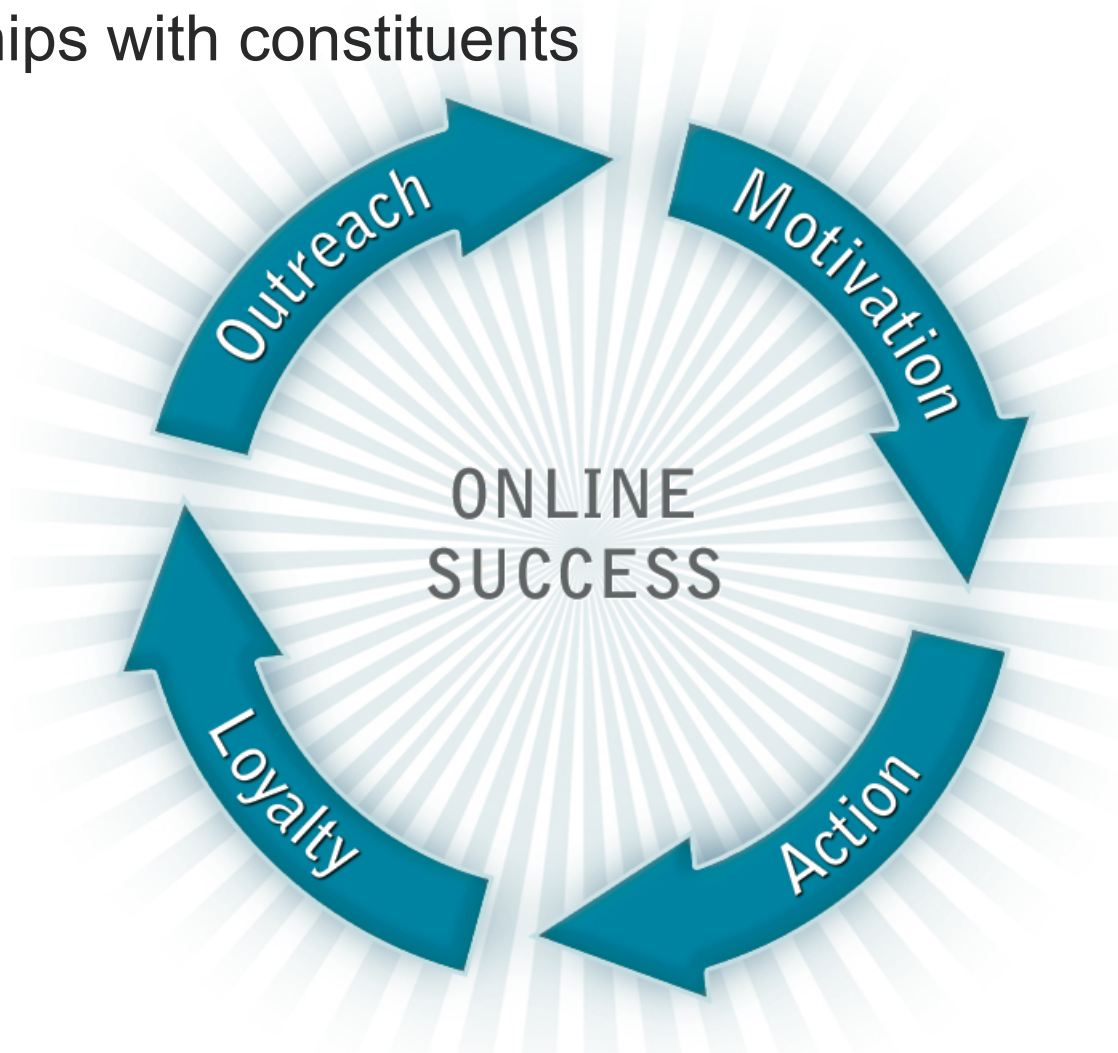
* Utilize specialized partners

Webinar 101 Two-Part Series

- *Optimizing Your Web site 101* is focused on design and techniques for your Web site – getting visitors in and getting them to stay
- *Effective Online Marketing 101* is focused on outbound marketing techniques and campaigns – drawing visitors in through targeted communications

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



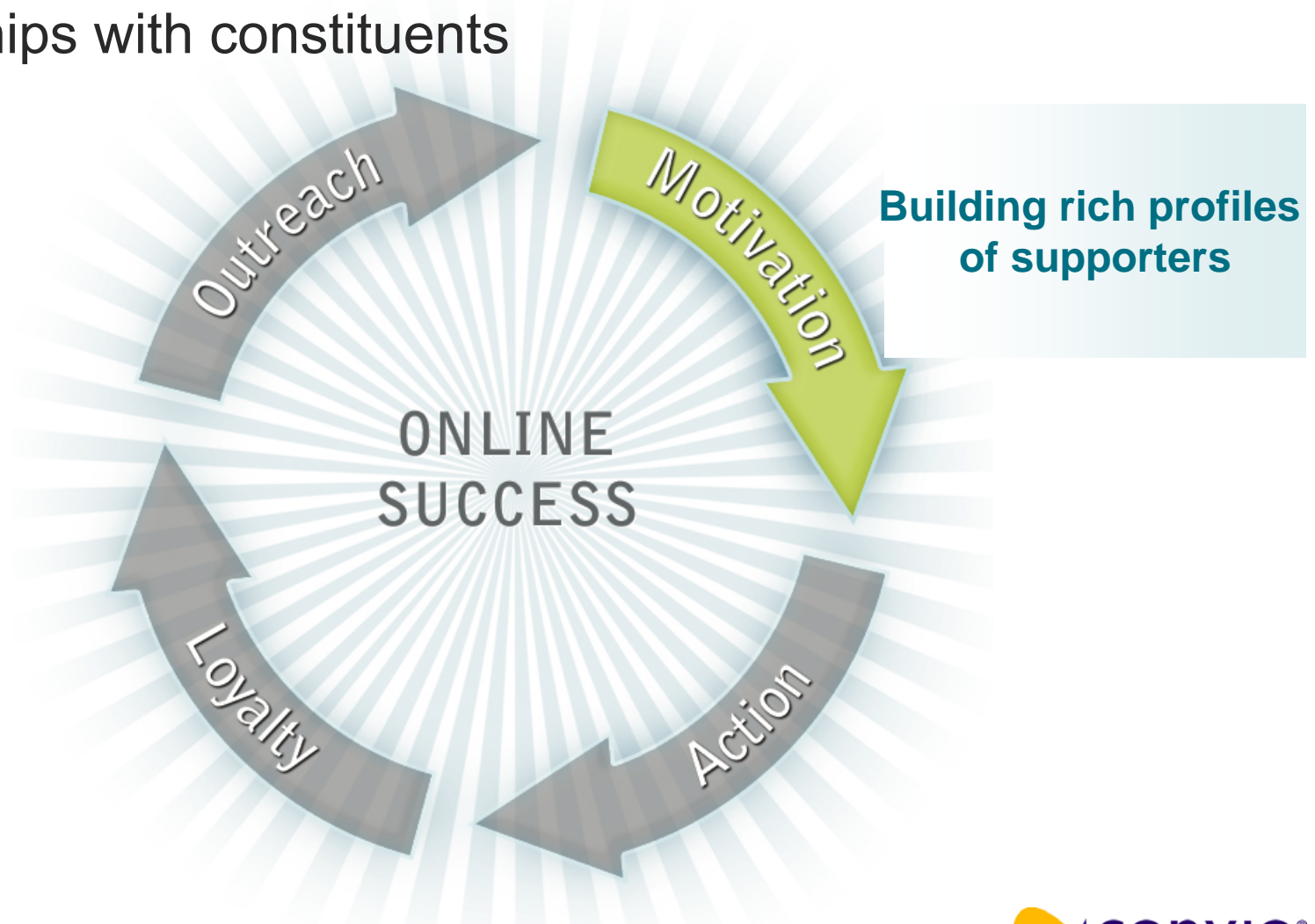
Relationship Building Framework: eCRM

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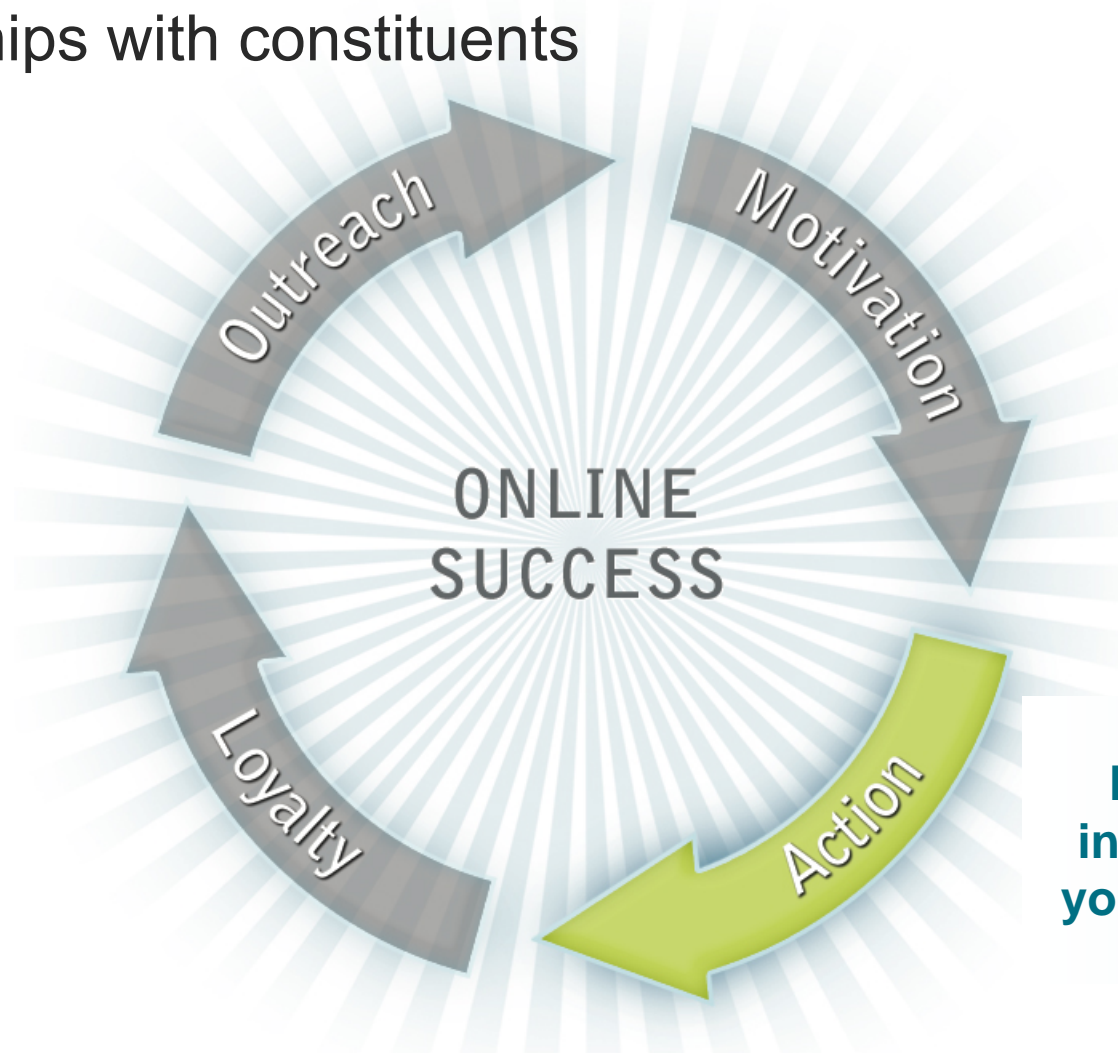
Relationship Building Framework: eCRM

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Relationship Building Framework: eCRM

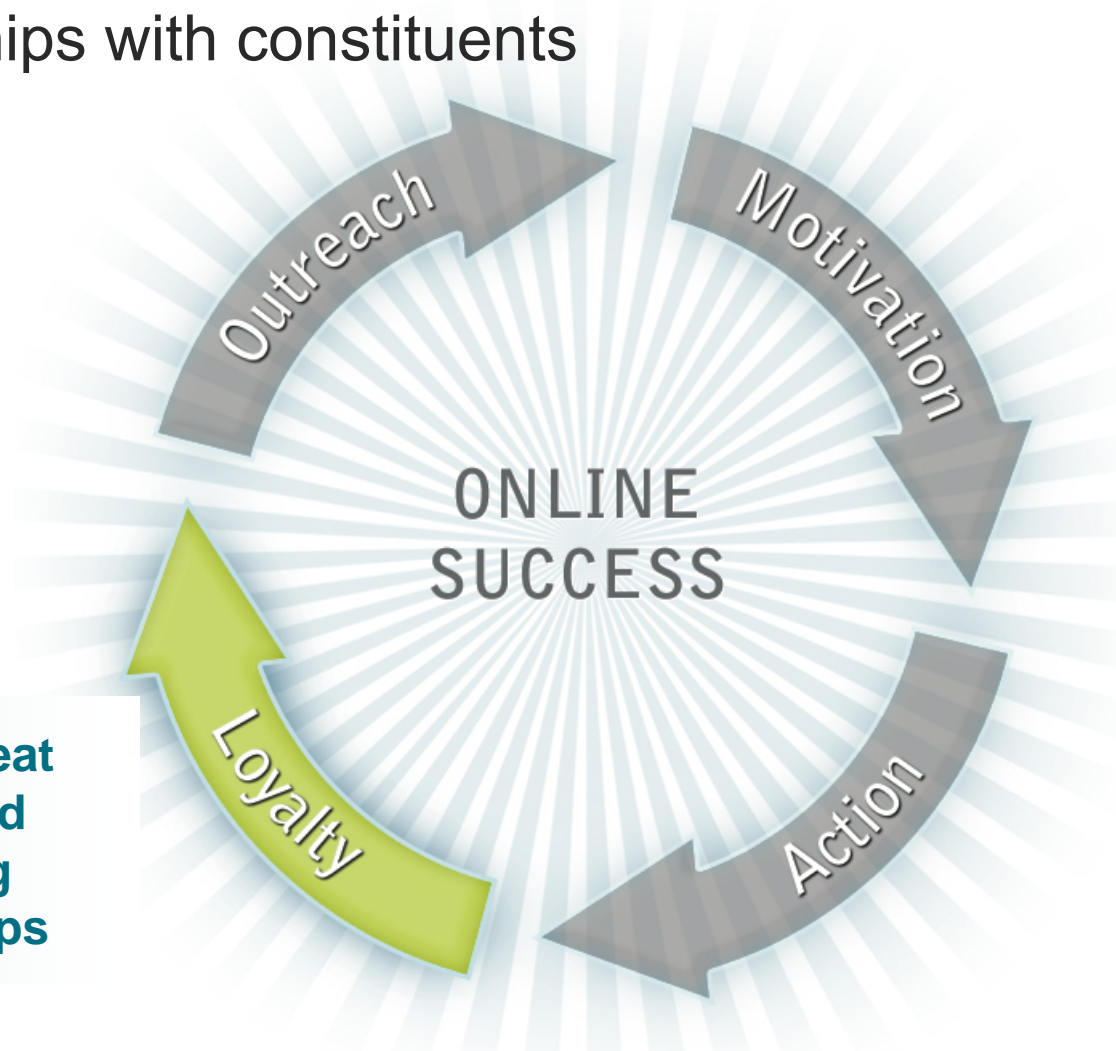
eCRM is the practice of using the Internet to build life-long relationships with constituents



**Encouraging
interaction with
your organization**

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



**Driving repeat
actions and
advancing
relationships**

Today's Objectives: Outreach

At the end of today's session, you should feel empowered to:

1. Understand the basics of Web traffic
2. Evaluate various site traffic-building opportunities
3. Begin analyzing your own site's traffic patterns
4. Start planning initial tactics and strategies to grow your organization's Web site traffic



Your Homework...

- ▶ Watch this space for ideas on what you can start doing **now**...

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Basics: Web Traffic Terms & Definitions

Unique Visitors



Page Views

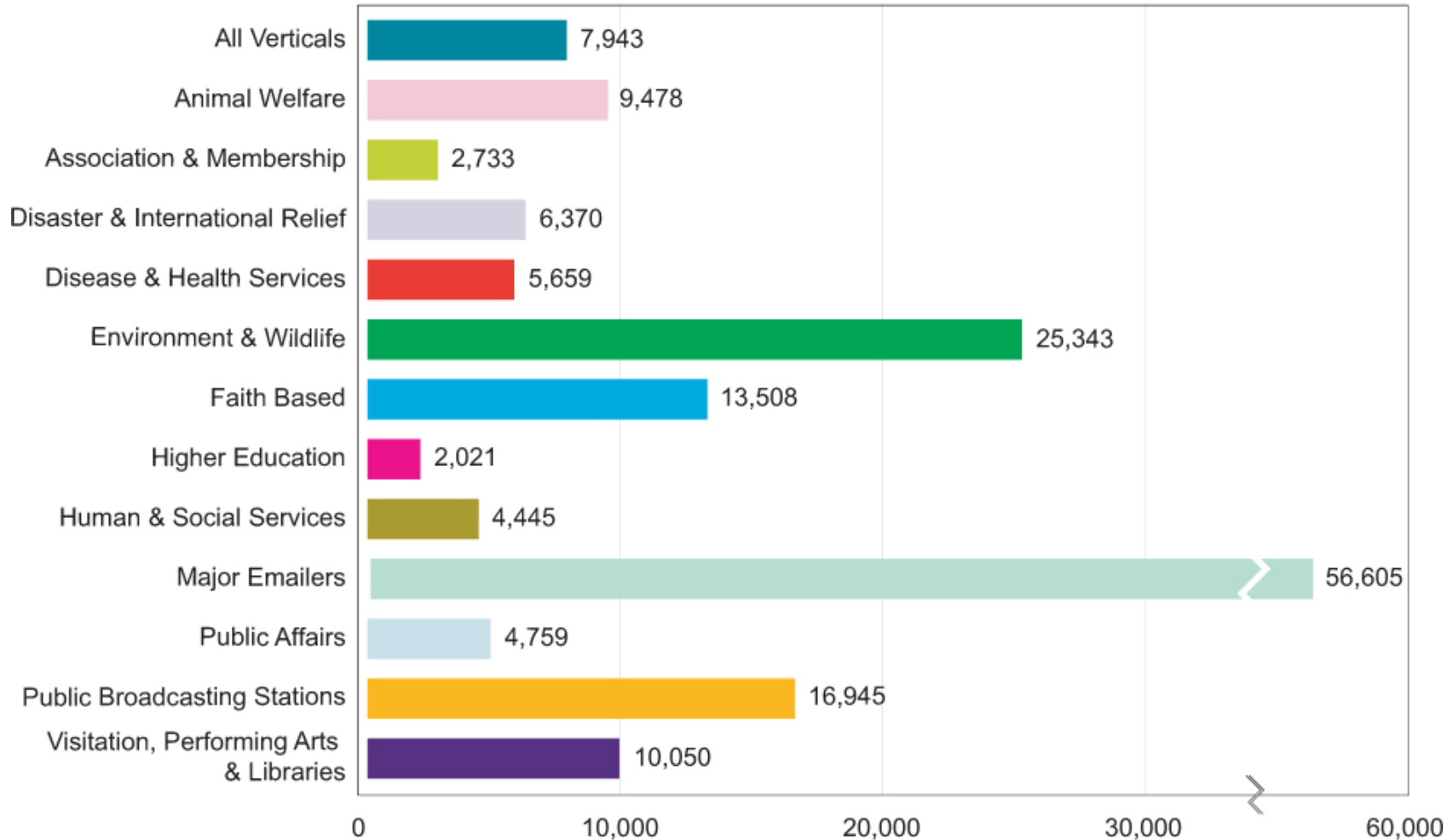


Site Visits

Note: Page views are not the same as "hits"

Non-Profit Web Traffic Trends

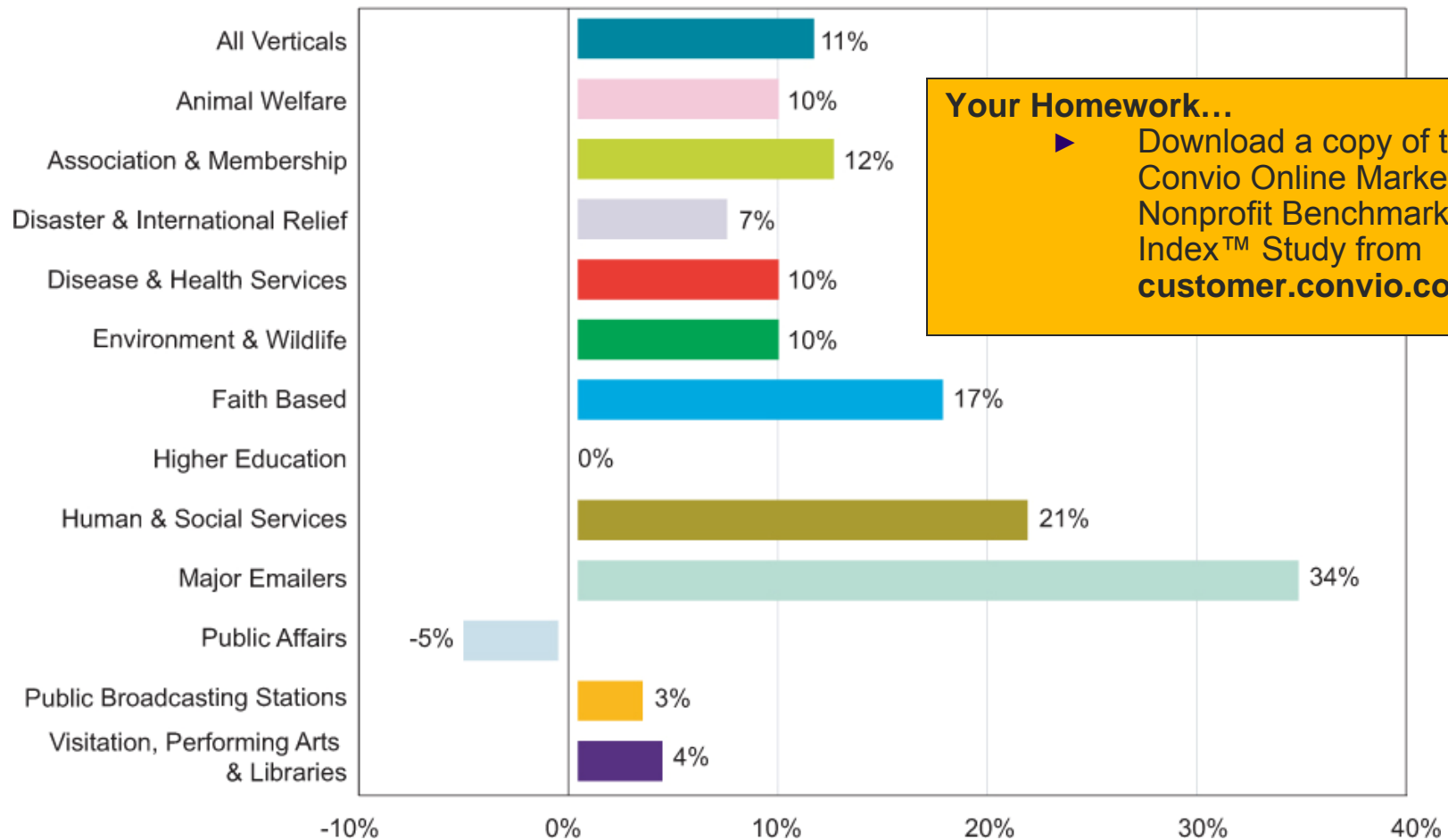
Monthly Website Traffic by Vertical
Median Visitors July 2006 - June 2007 (Fully Convio Hosted Sites Only), n = 195



Non-Profit Web Traffic Trends

Website Traffic Growth by Vertical

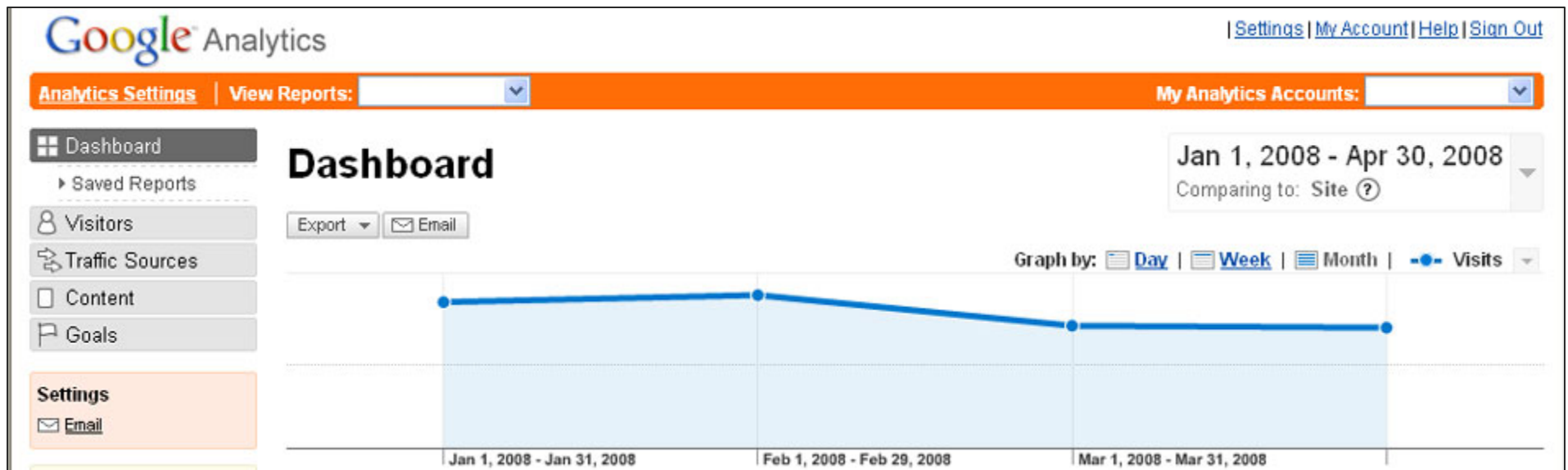
Median Change in Visitors from July 2005 - June 2006 to July 2006 - June 2007, n = 116



Your Homework...

- ▶ Download a copy of the Convio Online Marketing Nonprofit Benchmark Index™ Study from customer.convio.com

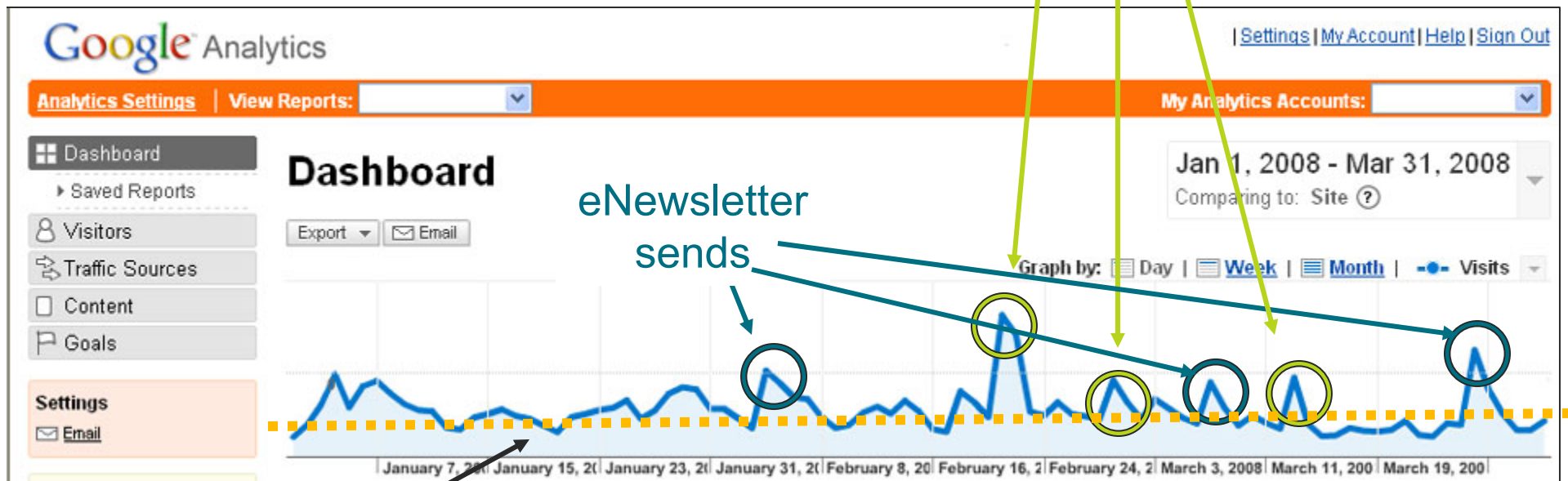
Understanding Your Site Traffic Patterns



*At the 35,000-foot **monthly** view, the traffic seems pretty smooth and consistent, but let's take a closer look by day...*

Understanding Your Site Traffic Patterns

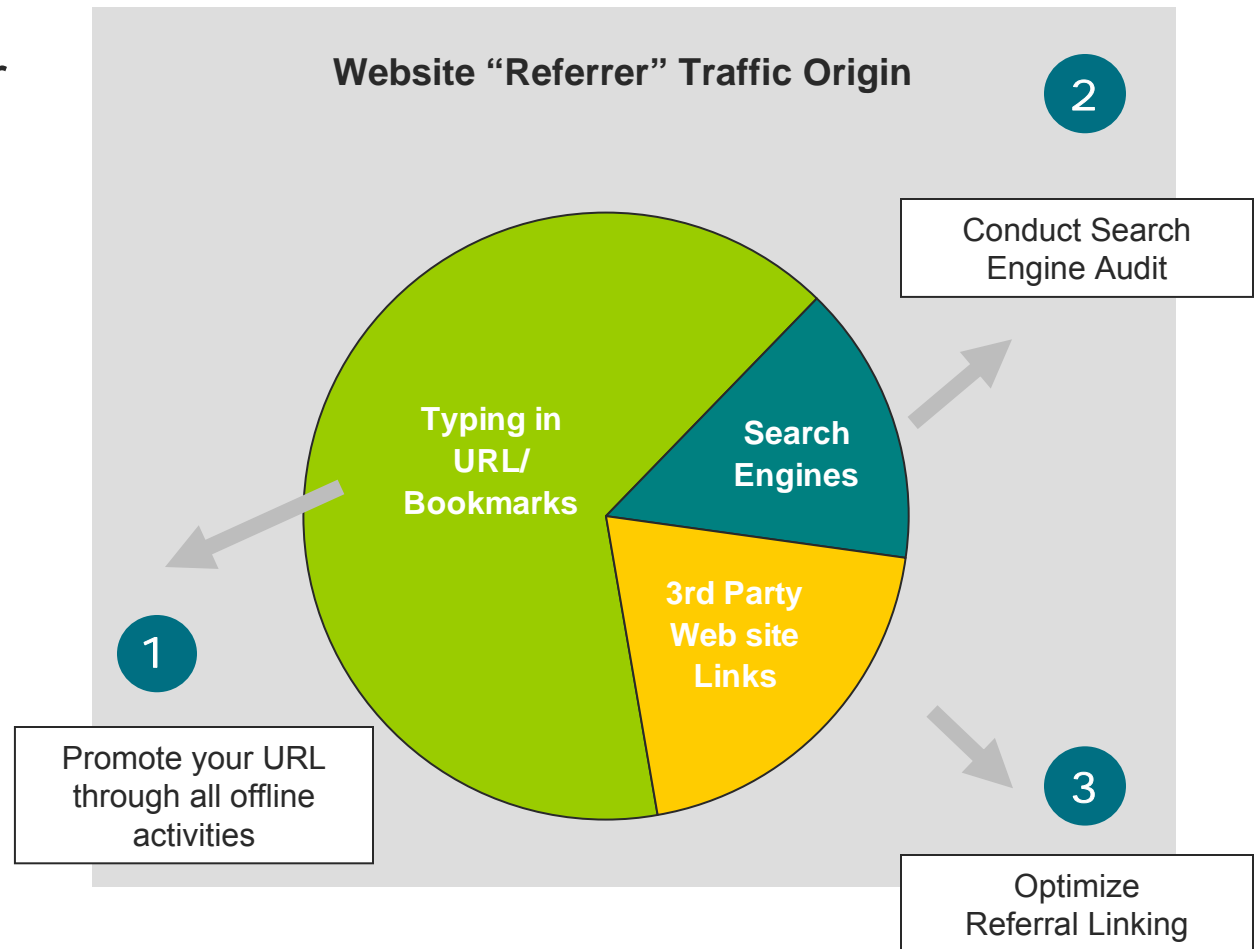
- Site traffic is more likely is a series of troughs and peaks; the latter often generated by outbound marketing
- Baseline traffic is really a measure of your URL “Equity”



“Baseline Traffic”

What Drives Baseline Site Traffic

- What comprises your baseline traffic and where does it come from?
- What Web sites are driving traffic to your site?
- What key words are users entering to find you on search engines?
- What offline sources are driving this awareness?



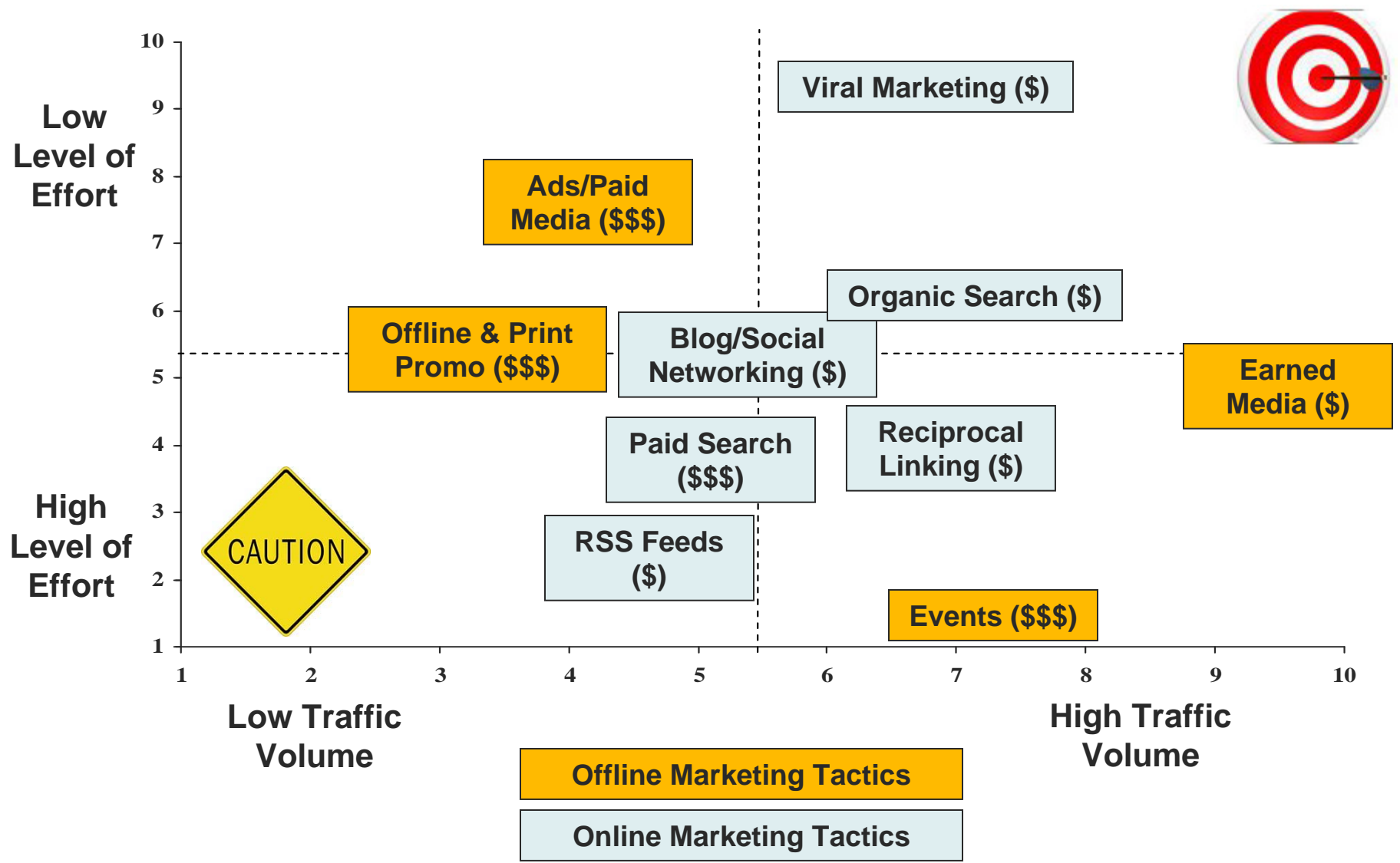
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Tactics for building baseline traffic



Baseline Traffic: Promote your site offline

How can we go *beyond* a one-way *informational* relationship?

- Use story continuations to drive cross-over traffic
 - ▶ Additional photos
 - ▶ Related content (videos, letters, etc.)
- Feature specific calls-to-action that are only available online:
 - ▶ Solicit reader responses to specific articles
 - ▶ Invite participation in surveys and polls
 - ▶ RSVP online for special events
- Feed online-generated content into your offline communications:
 - ▶ Publish poll and survey results
 - ▶ Choose reader responses or quotes to feature
- Highlight online relationship management
 - ▶ Update your mailing address online if you've moved
 - ▶ Change subscription preferences

IN THIS ISSUE WINTER 2008 VOL. 16, NO. 1

7 APOSTLESHIP OF PRAYER Adding the Morning Offering to your daily routine will enrich your life.

8 LET THE SPIRIT MOVE YOU Spending time in the glow of a video can bring you closer to God.

10 MARATHON MAN Fr. Philip Shano is beating the odds and has the mileage to prove it.

12 FATHER GENERAL Reflections on the impact of Fr. Peter-Hans Kolvenbach, SJ

16 THE PARISH APOSTOLATE Wisconsin Province Jesuits are making a difference in parishes of all types. *Cover Story*

24 TRULY GIFTED Fr. Larry Gillick, SJ and Roger White Eyes are just two of the teachers making a difference in Jesuit schools.

27 THE JESUIT PARTNERSHIP Fr. Dick McGarrity, SJ tells how lay people help the Jesuit mission.

28 SOCIAL AND INTERNATIONAL MINISTRIES John Sealey asks if we are making new "American idols."

31 SEASONAL REFLECTIONS Novice Anthony Lusvardi shares thoughts of St. Paul, winter and squirrels.

STORY IDEAS Do you have comments, suggestions, or a story idea? Send them along in the envelope insert or e-mail us at: editor@jesuitswisprov.org

NEWS FROM AROUND THE PROVINCE

INSPIRATION JUST A CLICK AWAY

How do you like your inspiration? Read it? Hear it and see it? All that and much, much more is available by just giving us a few minutes and a couple of "clicks"

on the Internet. The Wisconsin Province of the Society of Jesus Web site doesn't have a very glamorous name – www.jesuitswisprov.org – but it does have plenty to keep you inspired.

You can hear and see Fr. John Paul, SJ tell the story of Fr. Bill Fitzgerald and JUG hall (Judgment Under God – detention in Ignatian) at Red Cloud Indian School. Scholastics such as Pat Douglas, SJ and Michael Lex, SJ talk about their vocation and that there really isn't any "magic" or "lightning" involved in God's call. There is a new prayer featured daily and they range from poet Gerard Manley Hopkins, SJ to Bishop Desmond Tutu. The Wisconsin Province site is structured into the three main themes of the Province. From the home page you can click directly on the area for "Spirituality" or for "Works" or for "Vocations." (Clicking "Vocations" takes you directly to the revamped www.thinkjesuit.org which features not just Wisconsin, but the Detroit and Chicago provinces.) →



JESUIT JOURNEYS – WINTER 2008 3

Baseline Traffic: Search Engine Optimization (SEO)

- Follow Best Practices
 - ▶ Identify your target key words
 - ▶ Incorporate key words into homepage, Web pages, title and meta description tags; keep single issue per page.
 - ▶ Pay special attention to Title Tag
 - ▶ Focus on reciprocal links from other sites
 - ▶ Search Engine Submission Links

- Conduct a Search Engine Audit
 - ▶ How much of your Web site traffic currently comes from search engine referrers
 - ▶ Benchmark your performance for target keywords; Are other non-profit sites coming up instead?
 - ▶ Conduct competitive analysis
 - ▶ Monitor over time

- Have funds? Consider investing in SEO services

Baseline Traffic: Search Engine Optimization (SEO)



```
<meta name="description"
content="Social Security is one of
America's most successful
government programs. It has helped
millions of Americans avoid poverty
in old age, upon becoming disabled,
or after the death of a family wage
earner.">
```

```
<meta name="keywords" content=" ,
Center for American Progress,
American Progress, progressive,
ideas, progressive ideas, strong,
free, just, America">
```

```
<title>Saving Social Security -
Center for American
Progress</title>
```

Baseline Traffic: Encourage Reciprocal Linking

AMA
HELPING DOCTORS HELP PATIENTS

Home | Member Center | AMA Agenda | Newsroom | Professional Resources | Med School & Residency | About AMA | Bookstore

AMA Foundation

Other grant opportunities
e-mail story | print story

American Heart Association Research funding opportunities

The American Heart Association's National Research Program and its Affiliates offer the Predoctoral and Postdoctoral Fellowships, Fellow-to-Faculty Transition Award, Scientist Development Grant, Beginning Grant-in-Aid, and Grant-in-Aid funding. Program information, forms and instructions are available on the American Heart Association Web site by going to the Research Awards tab. (This link will take you off the AMA Web site.)

In addition to funding research broadly related to CVD and Stroke, the National Research Program encourages applicants to submit applications in areas of research that:

1. Improve population and/or behavioral methods or develop novel methods to advance primary and/or secondary prevention goals of the AHA and,
2. Improve the effectiveness of therapy, quality of care and systems of healthcare delivery goals of the AHA.

Visit the [American Heart Association Web site](#) for more information. (This link will take you off the AMA Web site.)

Last updated: Sep 18, 2009
Content provided by: AMA Foundation

American Heart Association
Learn and Live...

April 11, 2007

Heart Attack/Stroke Warning Signs

American Stroke Association

the BAD FATS BROTHERS
Don't let them break your heart.

Face The Fats is an educational campaign to teach Americans how to minimize trans fat in their diet and eat less foods loaded with saturated fat. The Bad Fats Brothers, known as "heart breakers," give you a new way to look at and remember which fats are bad, why they're bad and where they can be found.

Start! Walking At Work Day
On April 25th the American Heart Association's Start! movement is calling on all employees to wear their sneakers and Start! Walking At Work.

Donate Today
Support research, education, and community programs leading the fight against America's No. 1 killer, cardiovascular disease.

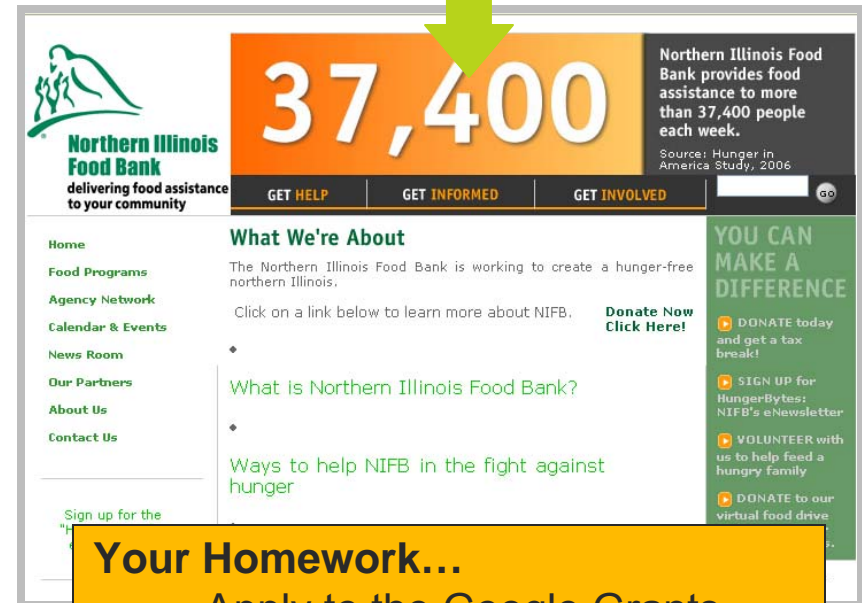
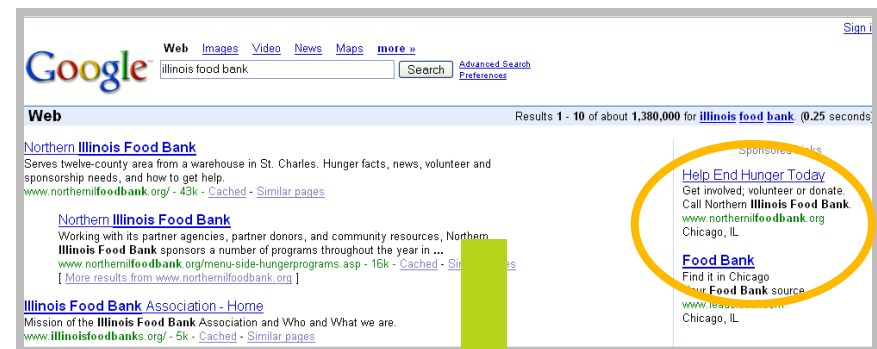
Heart Profilers
Your Treatment Decision Tools
Get credible information on your heart condition in just 20 minutes. Discuss treatment options with your healthcare provider. It only takes 20 minutes. Log on today for yourself or a loved one.

Your Homework...

- Compile list of sites to approach for linking and begin contact via email, phone, etc.

Baseline Traffic: Search Engine Marketing (SEM)

- Strategically utilize paid search
- “Purchase” keywords to promote visibility
 - ▶ “illinois” and “child abuse”
 - ▶ “illinois” and “homeless”
 - ▶ “illinois” and “food bank”
- Searchers are pre-qualified prospects -- compel them to visit your Web site and act
- Craft offers designed to drive traffic and registrations
- Paid SEM acquisitions can be driven down to below \$1, but cost to convert to donor still significant



Your Homework...

- Apply to the Google Grants program:
www.google.com/grants

Baseline Traffic: Viral Marketing

- Offer compelling content that warrants pass-along
- Productive technique for many nonprofits:
 - ▶ Tell-a-Friend, eCards connected to voting, petitions, etc.
- AFI Results:
 - ▶ Asked constituents to “vote” on favorite movie
 - ▶ Over 7,000 new email addresses collected
 - ▶ Grew email file 22% in 90 days

AFI.com
about education tv & events on screen members silver catalog

AFI connect

AFI's 100 Years... 100 Movies - 10th Anniversary Edition

Join the conversation!

What's your favorite movie? What makes it so great? Is it on the AFI ballot? [Tell us here.](#)

[Click here](#) for an alphabetical list of titles or [SEARCH](#) by Movie Title, Author or Keywords.

We asked you to tell us about your favorite movie. Here are some of the most interesting submissions that we read this week.

Harvey Forrest Gump before Forrest Gump, and done better.	Brokeback Mountain A requiem for lost love, lost life.	The Godfather Francis Ford Coppola's masterful script delves deep into the inner psyche of the mafia underworld of 20th Century America
Some Like It Hot It is hysterical everytime I watch it. Jack Lemmon and Tony Curtis complement each other so well that it just wouldn't be as great without them.	The Prisoner of Zenda (1937) Zenda is the ultimate romantic story, in a highly idealized setting. This 19th Century fairy tale also gives a lesson on the meaning of loyalty and honor. Ronald Colman also processes one of the most distinguished voice the history of cinema.	Brokeback Mountain I thought this movie was incredible because you become so engrossed in the strength of the emotion, that it transcends any idea of human sexuality, and lets you see right down to the spirit.
Life is Beautiful (La Vita e Bella) This film conquers what seemed to be impossible.	Annie Hall Annie Hall is the best romance ever told.	The Godfather It is a tremendous psychological, sociological, and historical study.
The Shawshank Redemption This film is the epitome of a triumphant story of hope and of course, redemption.	Goodfellas This movie chronicles the life of Henry Hill, from his teenage days at the local cab stand to his entrance into the witness protection program. Brutal	Sound of Music A truly delightful and beautiful movie/musical.

Baseline Traffic: Social Networking Sites

- Extend your organization's online presence to social networking sites like Facebook, YouTube, Flickr and Gather
- Use personal outreach tools to empower supporters to extend their fundraising campaigns to their online social networks



The screenshot shows a YouTube video player for the video "JNF Presents: 'Tu B'Shvat Rap'". The video has 4,777 views, 3 comments, and is favorited 6 times. The comments section shows three comments from users like kixipeawee123, nwalstivals018, and lalalovegal. The page also features a 'Comments & Responses' section with a 'Post a video response' button. At the bottom, there is a 'Would you like to comment?' section with a search bar and a 'Search' button. The footer includes copyright information for YouTube, Inc. © 2007.

Baseline Traffic: Blogs & RSS Feeds

- Offer convenience by serving content directly to users where and when they want it
- No need to rely solely on email marketing to reach out to constituents
- Must provide fresh, relevant content, **update regularly**

The image shows a sequence of three screenshots illustrating the integration of RSS feeds into a user's Yahoo! experience. The top screenshot shows the 'on:Philanthropy' website with a green arrow pointing to a subscription dialog box. The middle screenshot shows the same dialog box with a dropdown menu open, listing options like 'My Yahoo', 'Live Bookmarks', 'Bloglines', and 'Google Reader'. The bottom screenshot shows the 'MY YAHOO!' My Front Page with a green circle highlighting the 'on:Philanthropy Stories' feed, which displays the message 'no items in the past 3 days'. The page also features a search bar, weather updates, and a news feed from the Chicago Tribune.

Outbound Marketing: Email Communications

- **Scheduled Communications:** Email communications whose timing and execution can be planned well in advance (i.e. appeals, eNewsletters, policy briefs, Executive Director letters).
- **Timely Communications:** Based upon specific events—legislation, disaster, etc.—which can drive awareness but may arise unexpectedly in the course of the year.

Your Homework...

- Develop an editorial calendar for all scheduled communications
- Create plan around “Timely” communication needs

Outbound Marketing: Email Appeals

- Think of your fundraising campaign as having a coherent beginning, middle, and end.
- *Does not require fancy design, just a cohesive message.*

Launch:
Define need & goals

Winter days mean cold nights
Help us weatherize
Donate Now >>

We've already weatherized over 150 homes this winter, but the cold is lasting longer than expected and the need is greater than ever. [Help us cover the cost of weatherizing additional homes.](#)

Cold and brutal weather conditions are not what most folks think of when they picture the Southwest. But temperatures are well below freezing right now at night on the reservations we serve and will continue to stay cold for several weeks. Imagine living in traditional hogans (which are made of mud and adobe houses with tin roofs in the midst of the wind and freezing cold. That's why the need for CIN Weatherization program is so great.

But we can't do it without your help.

Your gift right now can have a real impact.

Drafty windows, doors and walls make a long winter seem even longer.

Give \$22 to help us weatherize one home
Give \$44 to help us weatherize two homes
Give \$88 to help us weatherize four homes

[Help us keep out the cold](#)

Our weatherization program brings warmth and comfort on the long, dark nights of winter. Weatherizing also helps reduce heating costs for our participants. Please give generously to help us reach out to more CIN program partners this winter.

Thank you for your continued support.

Sincerely,
The Council of Indian Nations

PS: If you received a letter in the mail and already responded - Thank you! You can [learn more about our weatherization program](#) on our website.

P.O. Box 1000 | Apache Junction, Arizona 85217-9961 | [www.cinprograms.org](#)
A Member of National Relief Charities

Update:
Underscore need and show progress

Winter days mean cold nights
Help us weatherize
Donate Now >>

CIN Weatherization 07

Achieved \$499.00
Goal: \$3,300.00

Dear System,

Imagine trying to survive a winter in a house where it is nearly as cold indoors as it is outdoors. Winter temperatures in Thoreau, NM (on the Arizona/New Mexico border) can range from 25 degrees to 15 below on any given day. Coupled with several inches of snow, these harsh conditions are often an insurmountable challenge to Elders trying to keep warm.

We have already weatherized several homes in these communities. As one CIN worker noted, it is heartbreaking to go there and see the conditions, but not be able to help more. [Help us cover the cost of weatherizing additional homes.](#)

Help us reach our goal to provide warmth to those in need
[Keep out the cold](#)

System, almost everyone knows the discomfort of cold, but only people like you have the heart to help those less fortunate. Please [make a difference](#) by contributing today.

But, we need your help to weatherize even more homes. Your gift can have an immediate impact on the comfort and wellbeing of an elder.

Your gift of \$22 will help us weatherize one home
Your gift of \$44 will help us weatherize two homes
Your gift of \$88 will help us weatherize four homes
Or, choose an amount you prefer to give

Not only does our weatherization program keep the bone-deep chill out, it helps reduce heating costs for our participants. By saving on heating costs, their limited funds can then be used for other important needs, such as food and medical supplies. Please give generously to help us reach out to more CIN program partners this year.

Thank you for your continued support.

Sincerely,
The Council of Indian Nations

PS: If you received a letter in the mail and already responded - Thank you! Did you know that there is more you can do to help? [Forward this message to your friends and family.](#) You can [learn more about our weatherization program](#) on our website.

P.O. Box 1000 | Apache Junction, Arizona 85217-9961 | [www.cinprograms.org](#)
A Member of National Relief Charities

Last-Chance:
Redefine need & goals

Winter days mean cold nights
Help us weatherize
Donate Now >>
Tell A Friend >>

UPDATE

CIN Weatherization 07

Achieved \$1,052.00
Goal: \$3,300.00

Dear System,

Give yourself a pat on the back. We made a huge dent in our goal!

Caring people like you, who have a heart to help those less fortunate, have made it possible for CIN to weatherize the homes of 44 Elders. This is a great start as we strive to help even more needy families. We cannot express how thankful we are for your help with making sure our most vulnerable Elders will be protected from the long cold bitter winter nights.

From all of us here with the Council of Indian Nations and the Elders you are helping, we would like to take this opportunity to again say:

THANK YOU

Sincerely,
Lovena Lee
Lovena Lee, Chairperson

P.O. Box 1000 | Apache Junction, Arizona 85217-9961 | [www.cinprograms.org](#)
A Member of National Relief Charities

[Click here to change your email preferences.](#)

Thank-You:
Steward donors & cultivate non-donors

Winter days mean cold nights
Help us weatherize
Donate >>
Tell A Friend >>

UPDATE

Dear CIN Supporter,

February is a great month for folks like you - people with big hearts.

This month, we here at CIN would like to take a moment to thank you for your big and generous heart. It's thanks to supporters like you that we're able to not only provide much-needed relief to Native Americans in need, but also pursue a long-term vision for strong, self-sufficient Native American communities.

This past Christmas, when we challenged our supporters to show their generosity, the response was fantastic. Over the holidays, your gifts helped us provide more than:

- 4,500 Books for Children in Christmas stockings
- 2,100 Christmas Gift Bags to Elders
- 125 Weatherization Kits to Elders in Need, in addition to weatherizing 450 houses

We are so fortunate to have supporters like you who help make our work possible. Thank you from the bottom of our heart.


Sincerely,
The Council of Indian Nations

P.O. Box 1000 | Apache Junction, Arizona 85217-9961 | [www.cinprograms.org](#)
A Member of National Relief Charities

Outbound Marketing: Email Newsletters

- Forward to a Friend and Donate links above the fold
- Excerpt-style newsletter, with monthly headline feature
- Look remains consistent from issue to issue
- Headlines and features change from month to month
- Speaks to reader through clear calls to action like “Update Your Address,” “Forward to a Friend,” and “Learn more”

If you are unable to view the message below, [Click Here](#) to view this message on our website



THE YELLOWSTONE PARK FOUNDATION

Forward to a Friend | Donate | www.ypf.org

April 2008

In this Issue

Dear System,
You are receiving
Yellowstone eNews at
support@convio.com.
[Click here to update your profile >>](#)

Donate Now

Online Roving Rangers

Now you can download a
Yellowstone Ranger to your
computer or iPod
[Read more](#)

Volunteer Anglers Needed


Yellowstone asks fly-fishing
visitors for help with native
trout conservation
[Read more](#)

Cycle for Yellowstone

The 11th Annual Spring
Cycle Tour benefits the
Yellowstone Park
Foundation
[Read more](#)


Winter is gradually coming to an end in Yellowstone. Annual wolf collaring was recently completed, roads are being plowed, and groundbreaking will soon occur for the new Visitor Education Center. Read on to learn what's happening this spring in Yellowstone, and how you can get involved...

Wolf Research is a Year-Round Effort




Each winter, Yellowstone Wolf Project staff and volunteers brave frigid temperatures and unpredictable weather on a daily basis to conduct essential research on the Park's wolf packs. A typical day begins before first light with teams heading into the field to locate and document wolf movements, kill rates, hunting techniques, pack numbers, and wolf behavior. Days are long and rarely end before dark. But the payoff is the opportunity to contribute to one of the longest continuous wildlife monitoring programs in Yellowstone.
[Learn More >>](#)

Spring Beckons Active Visitors to Yellowstone




Spring biking and hiking are great ways to enjoy Yellowstone. Some greenery is starting to sprout, waterfalls are thundering with spring runoff, and Park visitation is lighter than in the summertime.
For a limited time, certain roads are plowed and made available to bicyclists and other non-motorized activities. And even though Yellowstone usually still has snow on the ground in the springtime, there are numerous trails suitable for spring day hiking.
[Learn More >>](#)

Contract Awarded for Visitor Education Center



Around three million people each year visit Yellowstone, and most of them make a stop at Old Faithful. Unfortunately, too many leave the Park without ever having an opportunity to learn about Yellowstone's volcanic past and the workings of the world's largest concentration of geysers and hot springs. But soon all that will change.
[Learn More >>](#)

POWERED BY 

Unsubscribe | Forward to a Friend | Visit our web site

222 East Main Street, Suite 301, Bozeman, MT 59715 tel: 406.586.6303 fax: 406.586.6337
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1. Understand the basics of Web traffic
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Measuring Your Results: AW Stats

Logged in as: System Administrator | Logout | Preferences | About | Support | Login As Admin | Change Convio Admin Password

Home | Content | Fundraising | Advocacy | Email | Constituent360 | Library | **Data Management** | Setup | Help

convio

Admin Reports

Reports Classic | Report Writer | Report Results

Report Selection

You are the Convio Super Admin on
(updated 2008-06-18)

Organize My Reports

Important information to access Web Usage Reports
When prompted for a user name and password enter the following:

Username and Password here

Report Selection

Expand All | Collapse All

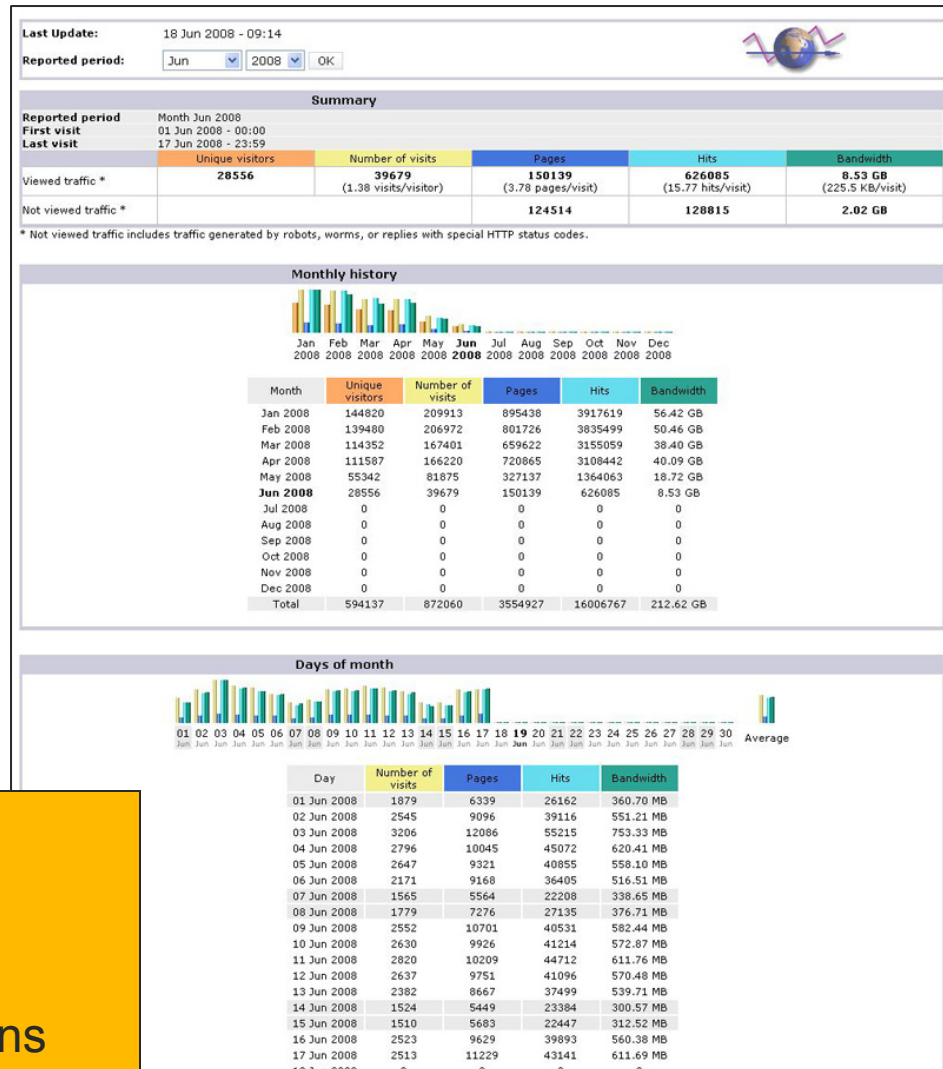
Name	Description
My Reports	Reports that you frequently access can be bookmarked along with their configuration parameters.
Transaction Reports	
Fundraising Reports	
Donation Classic Reports	
Event Reports	
Advocacy Reports	
TeamRaiser Reports	
Email Reports	
Contact Reports	
Prospect Reports	
Content Management Reports	
Site Management Reports	
Web Usage Reports	This links to the Web Usage Reports for the site (password embedded in link).
Raw Web Logs	This link enables you to download the raw Apache web log files for the site, for processing with an offline analysis tool - there is one file per day, the naming convention sitename.access_logs.yyyyymmdd.unified, in Apache extended format; older logs may be compressed with gzip (password embedded in link).
Administrator Report	This report shows all users who are configured as administrators.
Analysis Reports	
Rewards Reports	

Select "Reports" under Data Management here

Measuring Your Results: AW Stats

- Provides basic data including:
 - ▶ Visitors
 - ▶ Page views
 - ▶ Most viewed pages
 - ▶ Month/day/hour
 - ▶ Referring URLs/Sites
 - ▶ Browser breakdown

- Caveats:
 - ▶ Only tracking traffic on Convio-powered pages
 - ▶ Many “Page Not Found” errors



Your Homework...

- ▶ Login into your AW Stats account
- ▶ Review your current and historical site traffic patterns

Measuring Your Results: Google Analytics

- Provides AW Stats-type data plus:
 - ▶ Can run across multiple sites if you're not just using Convio for hosting
 - ▶ Provides goal setting and tracking
 - ▶ "Google-friendly" with clean, easy-to-use interface
 - ▶ It's free!



Your Homework...

- ▶ Learn more at: <http://www.google.com/analytics>
- ▶ Get instructions for adding Google Analytics to your account at: <http://customer.convio.com/site/News2?page=NewsArticle&id=10579>

Today's Objectives: Outreach

At the end of today's session, you should feel empowered to:

1. Understand the basics of Web traffic
2. Evaluate various site traffic-building opportunities
3. Begin analyzing your own site's traffic patterns
4. Start planning initial tactics and strategies to grow your organization's Web site traffic



Summary of Your Homework and Next Steps

- Learn more about non-profit site traffic and general trends
 - ▶ Download a copy of the Convio Online Marketing Nonprofit Benchmark Index™ Study from customer.convio.com
- Begin work on growing your baseline traffic
 - ▶ Compile list of sites to approach for linking and begin contact via email, phone, etc.
 - ▶ Apply to the Google Grants program: www.google.com/grants
- Email Marketing
 - ▶ Develop an editorial calendar for all scheduled communications
 - ▶ Create plan around “Timely” communication needs
- Tracking your results
 - ▶ Login into your AW Stats account; Review your current and historical site traffic patterns
 - ▶ Learn more about Google Analytics at <http://www.google.com/analytics>
 - ▶ Get instructions for installing Google Analytics on your site



Q & A

Submit questions by typing them into the question text box and then hitting the “Ask” button





Thank you!

You can access these slides and recording in our
online Community at:

<http://community.customer.convio.com/webinars>

And register for our next Webinar:

Optimizing Your Web site 101.2:

Motivating your supporters to take initial actions

