MAKE YOUR WEBSITE an engine for growth
The Team

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FOUNDER  
Lived in London as a young boy growing up in Louisiana. Moved to Bozeman from Las Vegas 8 years ago.

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HEAD OF TECH  
Originally from Sand Point Idaho, an MSU grad and semi-newlywed.

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HEAD OF CX  
Passionate about all things in life. Team Skidmore is high output and adventure.

Kelly Ramirez  
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ADVISOR  
A mother of 2 1/2 year old twins and recently back in Bozeman after 6 years away in Seattle.
pulseCHECKER; a team of data-driven digital marketing, optimization and growth experts.

We deliver predictable, scalable, and significant return on digital investment.

We are seasoned veterans with experience in business models small and large.

We are fanatical about the power of digital business development to deliver results and growth for clients.
We help clients develop a performance-based strategy and digital roadmap to drive online and offline revenue.
What we will cover today

**DOTS**
What do they look like and where you can find them.

**FLOW**
This is what dots do all the time.

**CURVES**
Looking forward you can predict the dots and flow.
Follow + anticipate the dots, flows, and curves of your digital funnel to provide scalable economic outcomes.
It’s all about perspective
THE CONVERSATION PRISM
Brought to you by
Brian Solis & JESS3

For more information
check out conversationprism.com
The new breed of marketer combines “left brain” and “right brain” skills.

- “The full-stack employee has a powerful combination of skills that make them incredibly valuable.”
- Can navigate marketing and technology with ease
- Embraces new techniques and understands how to learn how to use them
- Doesn’t get easily flummoxed or overwhelmed
WHAT IS YOUR DEVICE EXPERIENCE?
A QUICK REVIEW OF OUR FINDINGS
A substantial number of SEO issues are minimizing the exposure of great content and imagery.
DESKTOP PERFORMANCE

2015 STATS

- Page speed scores are generally ignored; unfortunately
- Target score = 80s

TECHNICAL PAGE SPEED SCORE

71 out of 100
More and more site visitors are using smartphones to access your site.

2015 STATS

- TECHNICAL PAGE SPEED SCORE: 48 out of 100
Data rich environment

DOTS
What do they look like and where you can find them.

FOR A WEBSITE THESE CAN BE:

- VISITORS
- PAGEVIEWS
- CONVERSIONS
- PAGES PER VISIT
- TIME ON SITE

GOOGLE ANALYTICS IS THE BEST SOURCE (FREE)
HOW WE GET THERE: The Roadmap

TRIAGE
Site Audit with Customized Dashboard

GAME PLAN
Roadmap for Growth and Goals

EXECUTE
Implementation, Optimization, Measurement

ITERATE
Learn, Adapt, Quickly Scale What Works
Average Daily CPA

Google: $32.80
Bing: $46.03

* Unlike AdWords, WordStream uses your call spend and conversions to calculate CPA
INNOVATION
- New Customer Acquisition Channels
- Digital Business Development

INCREMENTAL GROWTH + PROFITS

CUSTOMER ACQUISITION
- Search Engine Optimization
- Page Speed
- Search Engine Marketing
- Social Media Marketing

ENGAGEMENT EXPERIENCE
- A/B Testing
- Online Surveys
- User Experience

TRANSACTION EXPERIENCE
- Create Account
- Cart
- Checkout
- Confirmation Page

RE-ENGAGEMENT
- Drip Email
- Retargeting (Search, Display)
Follow dots, flows, and curves

substantial increase in transacted revenue for every web session

Actual Case Study

Average Revenue Per Web Session (12 Months)

pulseCHECKER Engagement Starts
Recognize patterns

FLOW
This is what dots do all the time.
“Half the money I spend on advertising is wasted. The trouble is I don’t know which half.”

John Wanaker
department store magnate
and father of advertising
Continual Improvement Methodology

Priority 1 = AUDIT

SEO Assessment
Be confident that prospects are finding you online when they search.

According to Biznology, 89% of consumers begin their buying process with a search engine - we make sure you are found.

Priority 2 = OPTIMIZE

Website Optimization
Increase the conversion of website visitors into paying customers.

According to CrazyEgg, 63% of marketers “optimize” their website based on intuition - we use data to prioritize site improvements.

Priority 3 = LIFT

Digital Media Buying
Audit existing digital channels and secure incremental lift from untapped channels.

According to Proxima, only 40% of digital spend reaches the intended audience - on average we deliver a 7x ROI on marketing spend.
The Problems

“Our website isn’t delivering sufficient leads and sales conversions.”

“We don’t have the time, expertise, or funds to test new content.”

“Our Return on Marketing Investment is below 2x.”
What a digital strategy will do for you?

Develop a gameplan to align your growth goals with a digital strategy of continual improvement and innovation.

The gameplan will:

- stabilize technology gaps
- improve customer experience
- create additional revenue
- increase company value
Secure The Fundamentals

**Step 1**
Stabilize existing digital customer acquisition platform

**Step 2**
Assess technology and marketing gaps

**Step 3**
Resolve technology and marketing gaps
Reach Your Strategic Goal

Optimize digital business development on a global level

ROADMAP

TRIAGE YOUR PLATFORM
- Stabilized and best-in-class
- Evolving and cost-effective

IMPROVE CUSTOMER EXPERIENCE
- Strengthen connection created via smart devices
- Bridge the gap between amazing content and browser

PRIORITIZED PROJECT PLAN (SHORT-TERM + LONG-TERM GOALS)

INCREASED ADDITIONAL REVENUE
- Online consumers around the world
- Resources allocated to highest priorities

INCREASED CUSTOMER VALUE
- Feature the fans of your great content and listen to best customers
- Always be there for your customer when they need you by helping them do something they love
PROVEN RESULTS

CELEBRATING 90 YEARS of GREAT COUNTRY MUSIC
JOIN US THIS YEAR AS WE CELEBRATE THE 90th ANNIVERSARY OF THE SHOW THAT MADE COUNTRY MUSIC FAMOUS.
PROVEN RESULTS

CAPRI PUNJAMMIES™
Each pair of PUNJAMMIES™ is made proudly in India by women working to forge a new path, free from sex slavery.
**CORE STEPS TO IMPLEMENT**

1. **Assess** SEO and Page Speed issues hindering organic traffic and overall conversion rate
2. **Refocus** site experience to drive conversions and improve engagement
3. **Create Digital Game Plan** for new market expansion, media buying, testing and iterating
WHAT THIS MEANS FOR YOU

OPERATIONAL EXCELLENCE
- Improved process for technical updates, deployments
- Culture of Rapid Digital Prototyping

CUSTOMER ENGAGEMENT
- Site Experience
- Checkout Experience
- Email Strategies
- Re-targeting
- Loyalty

CONVERSIONS + REVENUE
- Close CVR Gap
- Increase Site Traffic
- New Market + Product Expansion
- **Fund the Future**
Some of the quick gains we discover via experimentation.
Begin to anticipate

CURVES
Looking forward you can predict the dots and flow.
Favorite discoveries
A/B TESTING CRITICAL FUNNEL POINTS

Point to a particular variation for more details.
A/B EXAMPLE: LANDING PAGE TEST

Increased Revenue Per Visitor by 35% ($5.50 to $7.50 per visitor)
GA Overview - YTD

- Bounce Rate is 36% (target bounce rate is 26-40%)
- 53% of Sessions are “New Sessions”
YOUR DASHBOARD OFFERS A ROADMAP

<table>
<thead>
<tr>
<th>TOTAL ISSUES</th>
<th>Link 32%</th>
<th>Image 30%</th>
<th>META 28%</th>
<th>Other 9%</th>
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<tbody>
<tr>
<td>1.2K</td>
<td>1195 vs 2244 [-46%]</td>
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</table>

<table>
<thead>
<tr>
<th>VISIBILITY ISSUES</th>
<th>META ISSUES</th>
<th>CONTENT ISSUES</th>
<th>LINK ISSUES</th>
<th>IMAGE ISSUES</th>
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<tr>
<td>17</td>
<td>330</td>
<td>101</td>
<td>384</td>
<td>363</td>
<td>0</td>
</tr>
<tr>
<td>17 VS 196 [-91%]</td>
<td>330 VS 510 [-35%]</td>
<td>101 VS 219 [-53%]</td>
<td>384 VS 743 [-48%]</td>
<td>363 VS 576 [-36%]</td>
<td>0 VS 0 [0%]</td>
</tr>
</tbody>
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5 page errors were detected
A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server. Learn more

12 pages have redirects
INCREASE TRAFFIC COUNT

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
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<tbody>
<tr>
<td></td>
<td>66,036</td>
<td>49,937</td>
<td>00:00:51</td>
<td>9,347</td>
<td>56.70%</td>
<td>21.56%</td>
<td>$2.05</td>
</tr>
</tbody>
</table>

- Pageviews: 66,036 (4.38% of total 1,506,784)
- Unique Pageviews: 49,937 (4.53% of total 1,102,143)
- Avg. Time on Page: 00:00:51 (Avg for View: 00:01:03, -19.39%)
- Entrances: 9,347 (2.80% of total 334,233)
- Bounce Rate: 56.70% (Avg for View: 40.46%, 19.39%)
- % Exit: 21.56% (Avg for View: 22.18%, -2.79%)

Graph showing page views from Feb 15 to Mar 28.
YEAR-OVER-YEAR E-COMM BEHAVIOR

Ecommerce Conversion Rate: 28.21%  Transactions: 32.65%  Revenue: 45.19%  Average Order Value: 9.45%  Unique Purchases: 30.99%  Quantity: 26.01%
Return On Ad Spend (ROAS)

Optimized media buying on a channel-by-channel basis using behavioral targeting and look-alike audiences.
Online Revenue

Increased website conversion rate via A/B testing and experimentation based on transactional outcomes.
What we covered today

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**CURVES**
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Digital business development shouldn’t be like a 2nd language.

CHALLENGE

act on the information they just learned

Anything from finding your dots, understanding your flow curve
Dots Flows Curves

Use real data and scalable ways to impact the bottom line.

Develop a culture of experimentation and discover a new way to address continual improvement and optimization.
You have an unfair advantage you live in Montana

OBSERVATION
Amazing business community
Don’t tell anyone
Unfortunately, I think the work is getting out
If you want to make a big impact. Find big opportunities.

GOALS
Develop digital business awareness
Look for ways your website is an engine for growth
Act upon them
steve  @pulseCHECKER.com