

Did you know?

53% of website redesign projects are done internally.

The webinar will begin shortly.

Twitter:

- Hashtag #WebSci
- Presenter @mvolpe



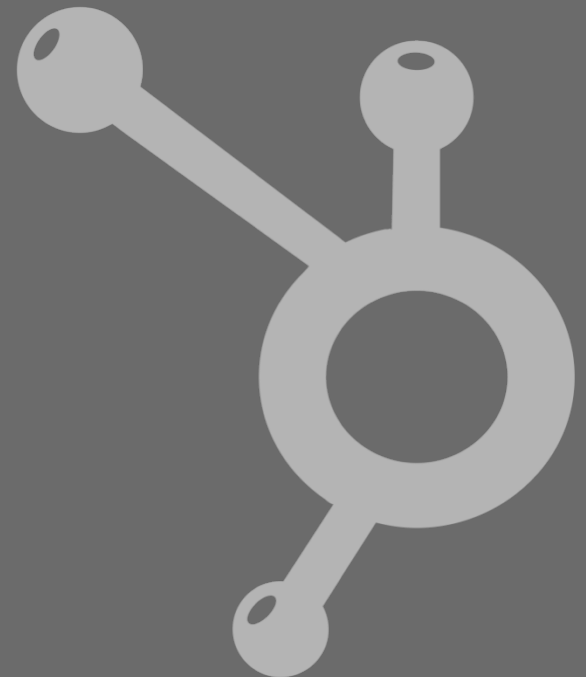
Did you know?

People now spend more time on social media than in their email inbox.

The webinar will begin shortly.

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Did you know?

68% of marketers did a website redesign in the last 12 months.

The webinar will begin shortly.

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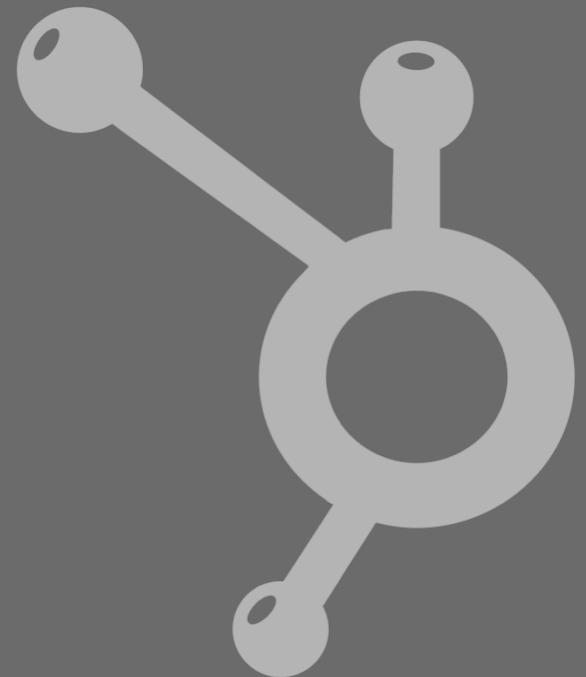
Did you know?

78% of internet users conduct product research online.

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Did you know?

91% of people unsubscribe from email lists.

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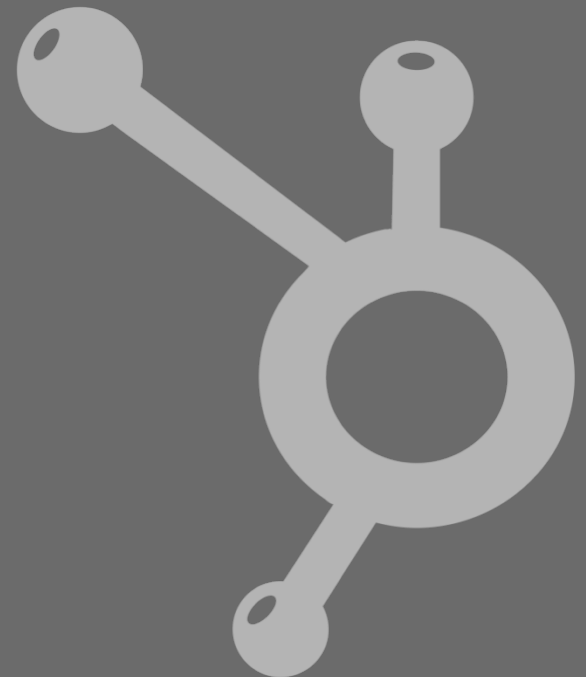
Did you know?

86% of people skip over TV ads using a DVR.

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Did you know?

76% of consumers want a website that makes it easy to find what they want.

The webinar will begin shortly.

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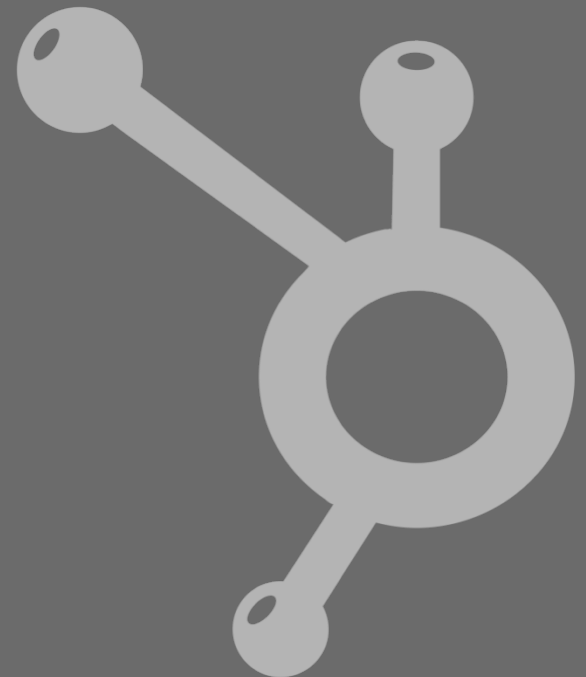
Did you know?

37% of marketers did not measure any metrics for their last website redesign.

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Did you know?

About 1/3 of marketers were not happy with their last website redesign.

The webinar will begin shortly.

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- Presenter @mvolpe



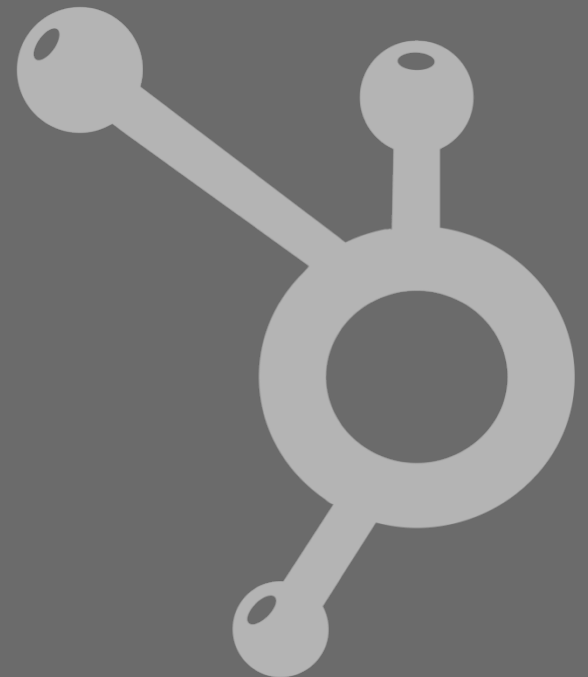
Did you know?

Inbound marketing focused companies have a 61% lower cost per lead.

The webinar will begin shortly.

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Did you know?

Over 44% of direct mail is discarded before people even look at it.

The webinar will begin shortly.

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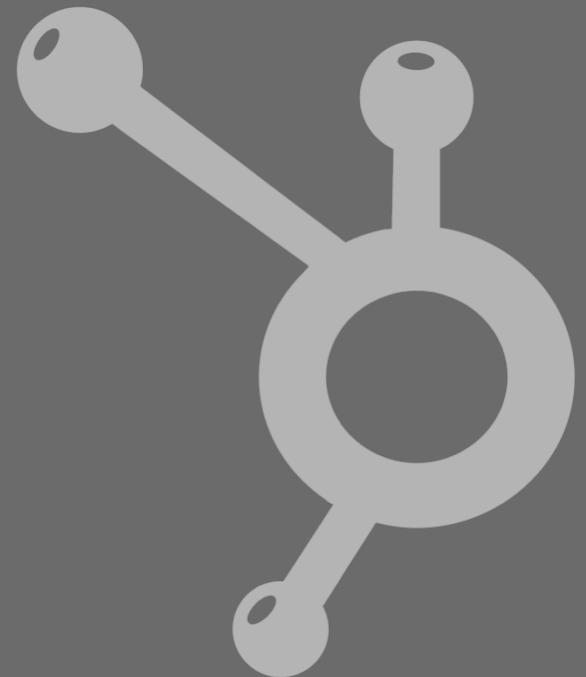
Did you know?

There are over 200,000,000 people on the US “do not call” list.

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Did you know?

Only 49% of website redesign projects finish and launch on time.

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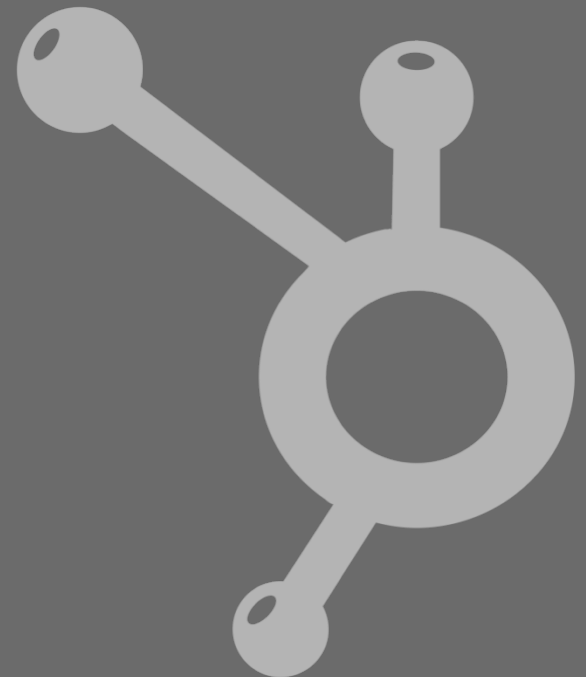
Did you know?

The marketing team initiates 55% of website redesign projects.

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Did you know?

Over 4,500 companies use HubSpot for their all-in-one marketing system.

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- Presenter @mvolpe



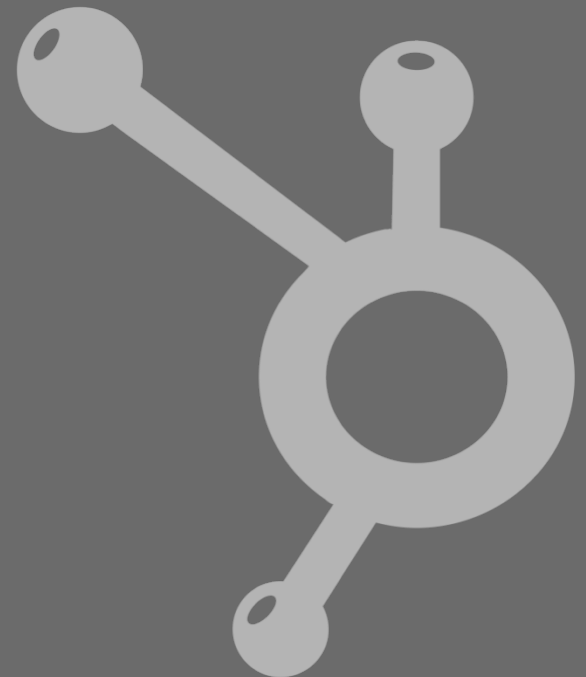
Did you know?

Websites with blogs get 55% more traffic.

The webinar will begin shortly.

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Did you know?

HubSpot customers have generated over 5 million leads.

The webinar will begin shortly.

Twitter:

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- Presenter @mvolpe



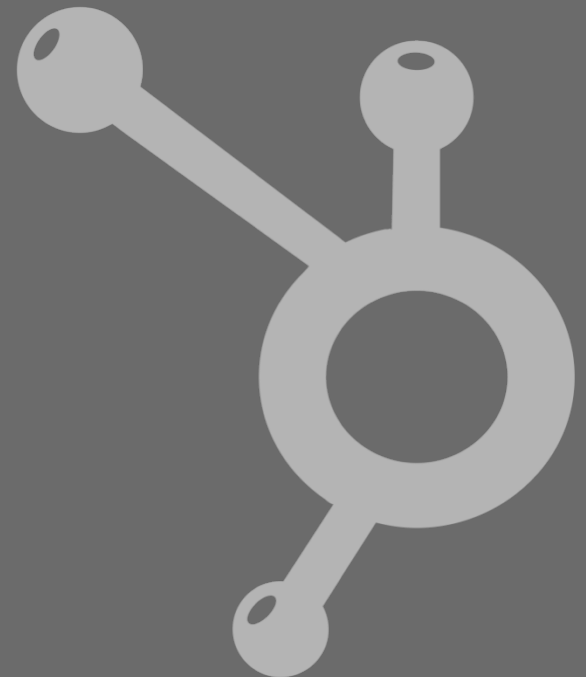
Did you know?

The average HubSpot customer grows their lead generation 12% every month.

The webinar will begin shortly.

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- Presenter @mvolpe



Did you know?

The average HubSpot customer gets 4 times more leads after 5 months.

The webinar will begin shortly.

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- Presenter @mvolpe



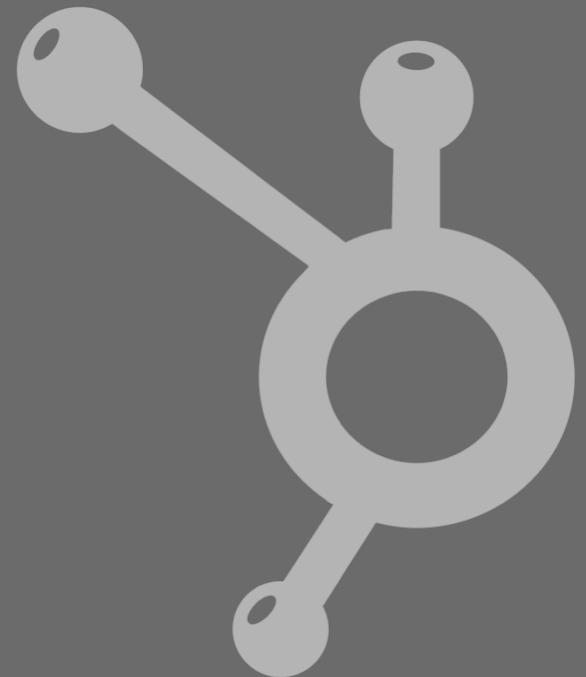
Did you know?

Companies who blog get 79% more followers on Twitter.

The webinar will begin shortly.

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- Presenter @mvolpe



Did you know?

Both Google and Salesforce.com have invested \$ in HubSpot.

The webinar will begin shortly.

Twitter:

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- Presenter @mvolpe



Are you ready?

The webinar will begin in **2 minutes** or less.



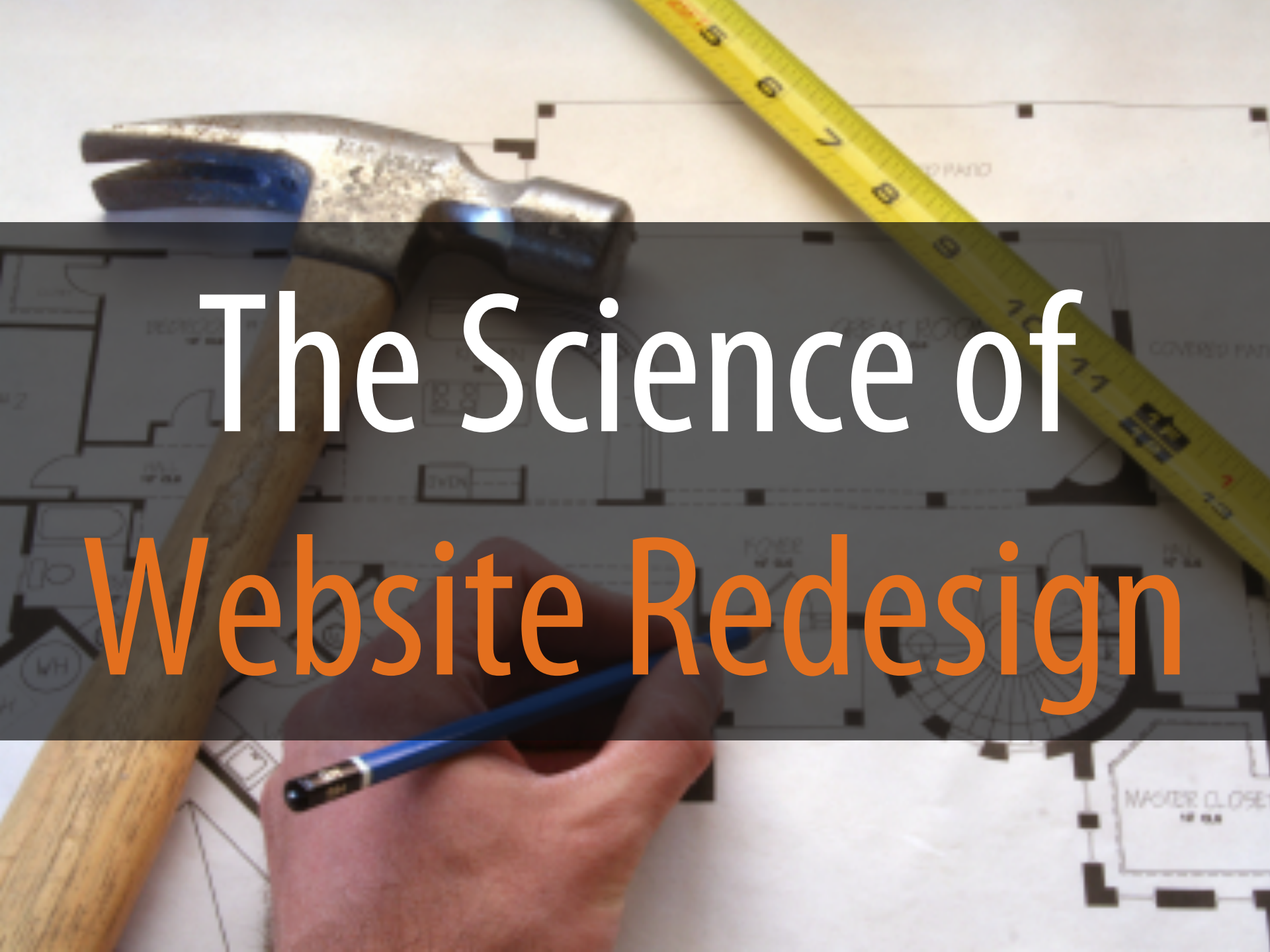
Before We Begin

Questions? Use webinar interface, or Twitter #WebSci

Afterparty! Use Twitter #WebSci after the webinar, or Facebook.com/HubSpot

We will make a video recording and slides available for download in ~24 hours





The Science of Website Redesign

Today's Presenter



Mike Volpe
Chief Marketing Officer
HubSpot

mvolpe@hubspot.com

HubSpot.com/MikeVolpe

[Twitter.com/mvolpe](https://twitter.com/mvolpe)

[LinkedIn.com/in/MikeVolpe](https://www.linkedin.com/in/MikeVolpe)

[Facebook.com/mvolpe](https://www.facebook.com/mvolpe)

MikeVolpe.com



Methodology

The data in this webinar came from:

- Surveys of 100+ consumers, 100+ marketers, 100+ agencies
- Interviews with marketers and consumers
- User testing of homepage designs
- 12 years of marketing experience



Which website is better?



Home :: Products :: Methodology :: Case Studies ::

Telecom expenses getting out of control?
Get expert help & control costs.

A Single Point of Contact for All Your Telecom Needs

Vocio helps companies effectively manage their communications services and relationships by giving them control and visibility of telecom inventory and expenses. We offer industry best practice cost reduction methods and telecom service and management optimization.

Services We Offer:

- Inventory Validation
- Network Optimization
- Carrier & Contract Review
- Implementation & Provisioning
- On-Going Support

Vocio employs a proven **five-step methodology** for managing telecom services.

Our clients, which include small businesses to Fortune 500 enterprises, have cut their telecom expenses up to 60% annually by employing our methodology. We gauge our success on our track record of savings and client testimonials. Call us today at **888-200-8647** or **858-724-1100**. You'll get a hard sell from Vocio; the benefits of getting control and visibility simply speak for themselves.



Home Company TEM Software Wireless Management Carrier Services Contact Us Blog Client Login

News

5-15-08 Vocio case study featured in Aberdeen Report [SMEs Love To Spend Money on Wireless Expenses](#)



3-27-08 Vocio President quoted in Network World Article: [How to Cut Mobile Costs](#).



3-15-08 Vocio among companies listed in landscape report: [AOTMP's 2008 Wireless Mobility Market Landscape](#).



1-16-08 Vocio Featured in Small Business Computing [Article](#)

Telecom Expense Management Software for Mid-Market Enterprises

Leading Edge Software along with Telecom and Wireless Experts to Help you Control Costs

- Eliminate all your paper invoices and view invoices, expenses and inventory, including wireless, from one application
- No need to manually key data into spreadsheets to generate reports. Detailed Reports and Dashboards are automatically generated for each role within your enterprise
- Allocate costs and GL codes as invoices are received without manual data entry. You can Self Manage the software or Fully/Partially outsource tasks to Vocio
- Have an up-to-date inventory of lines, trunks, circuit ID's,



Instant Quote

[Instant Quote Pricing Tool](#)

Resource Center

[3 Minute Video Demo](#)

Software [Screenshots](#)

Download: [Brochure](#)

Telecom & Wireless [BLOG](#)

Client Success Story

"Managing Telecom charges and information can always be a challenge. Most companies don't have the benefit of accessing the data from one location. The staff at Vocio designed a dashboard that tailored not only to my needs, but created logins and limited access views for other co-

- Website traffic has doubled
- Lead flow has doubled

-- Noel Huelsenbeck, CEO, Vocio



Which website is better?



vocio

Home :: Products :: Methodology :: Case Studies ::

Telecom expenses getting out of control?

Get expert help & control your costs

A Single Point of Control for All Your Telecom Needs

Vocio helps companies effectively manage their telecommunications services and relationships by giving them control of their telecom inventory and expenses. We offer industry best practice cost management and telecom service and management optimization.

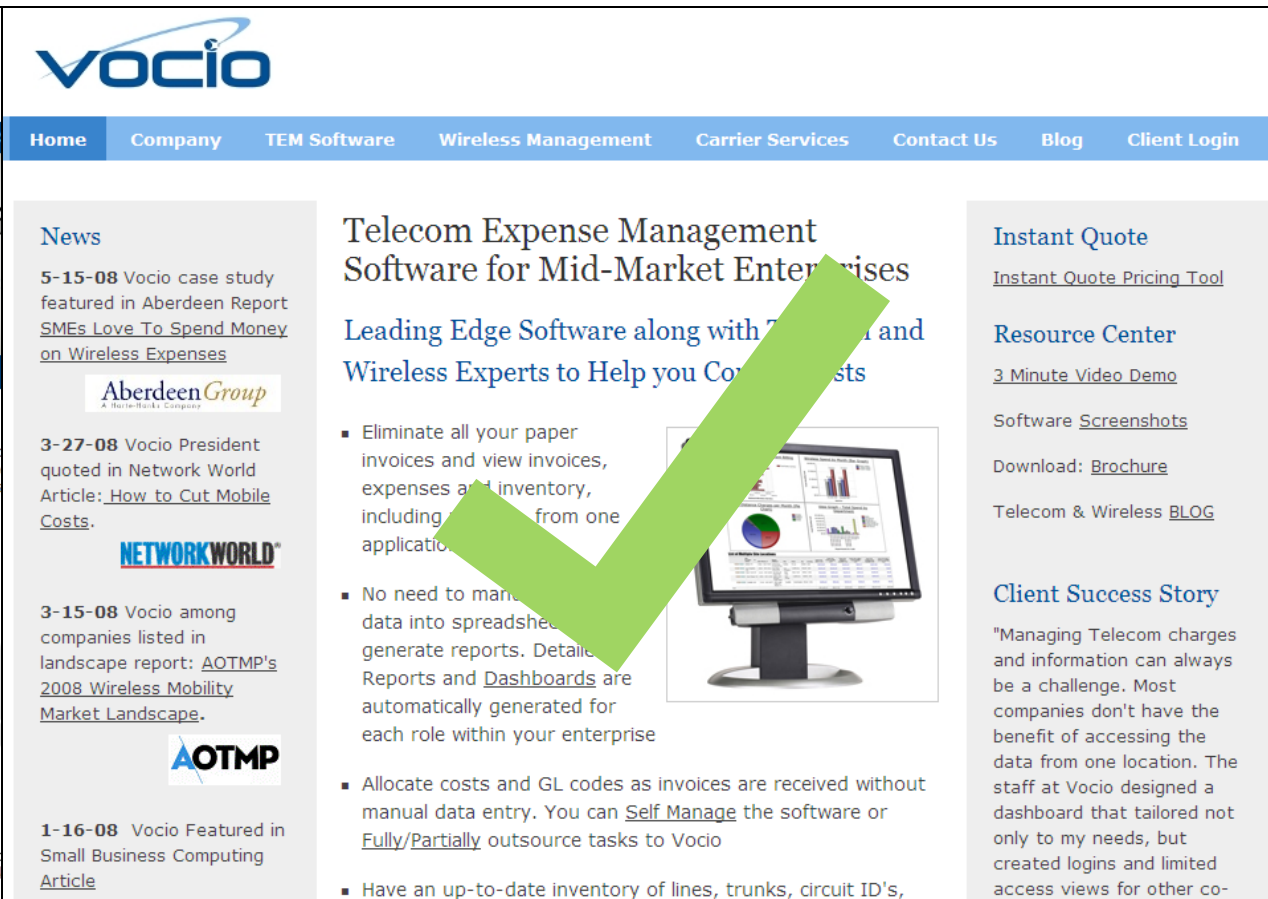
Services We Offer:

- Inventory Valuation
- Network Optimization
- Carrier & Contract Review
- Implementation & Provisioning
- On-Going Support



Vocio employs a proven **five-step methodology** for managing telecom services.

Our clients, which include small businesses to Fortune 500 enterprises, have cut their telecom expenses up to 60% annually by employing our methodology. We gauge our success on our track record of savings and client testimonials. Call us today at **888-200-8647** or **858-724-1100**. You'll get a hard sell from Vocio; the benefits of getting control and visibility simply speak for themselves.




vocio

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Telecom Expense Management Software for Mid-Market Enterprises

Leading Edge Software along with Telecom and Wireless Experts to Help you Control Costs

- Eliminate all your paper invoices and view invoices, expenses and inventory, including dashboards from one application
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Aberdeen Group
A Business Unit Company

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NETWORKWORLD

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AOTMP

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Client Success Story

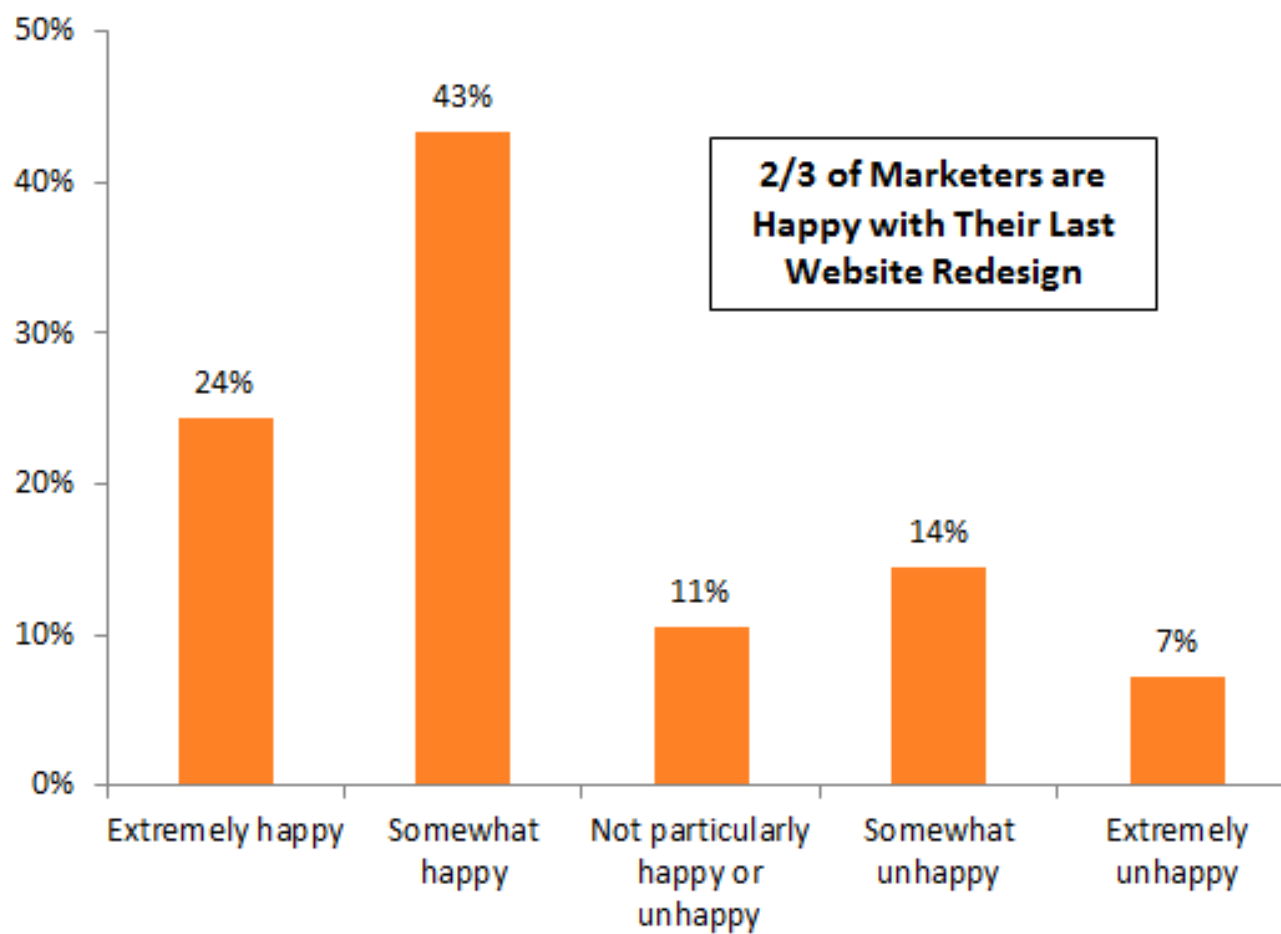
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Were you happy with your last website redesign?

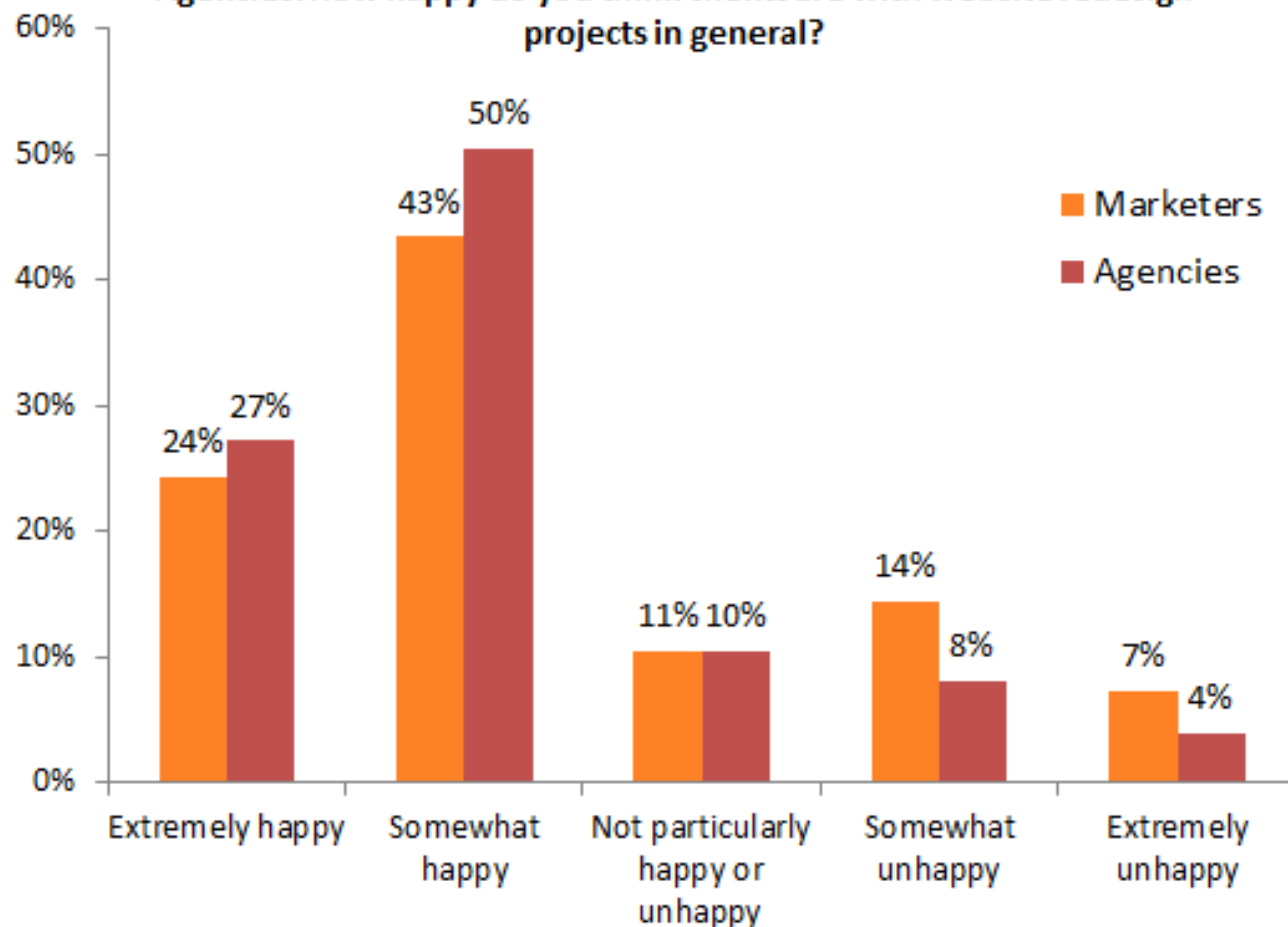


n=152 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Marketers: Were you happy with your last website redesign?
Agencies: How happy do you think clients are with website redesign projects in general?



n= 152 marketers (don't work at an agency), 125 marketing agencies

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>





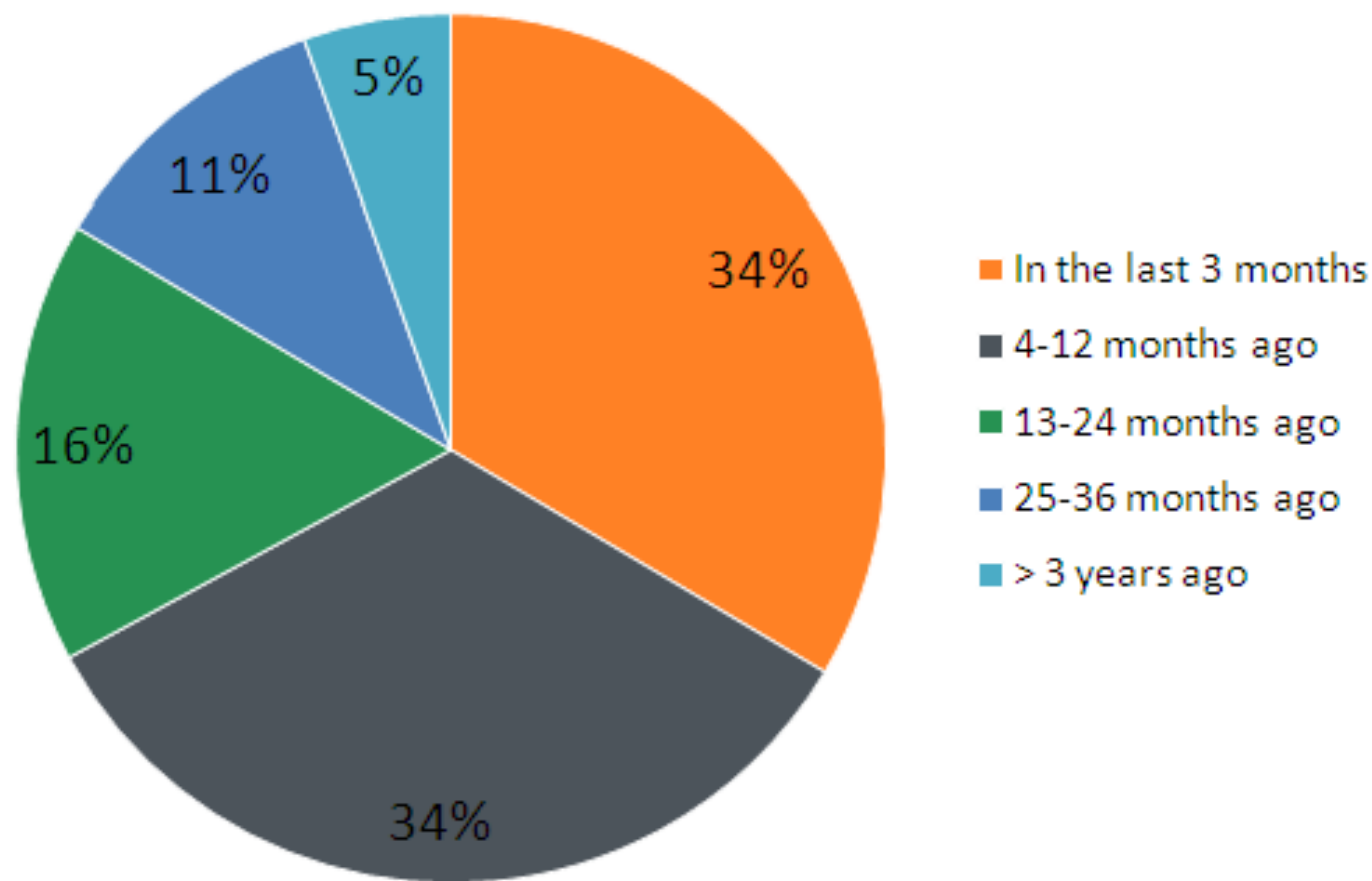
WHEN

How often should you do a website redesign?

When is the right time to redesign your website?



How long ago did you redesign your website?

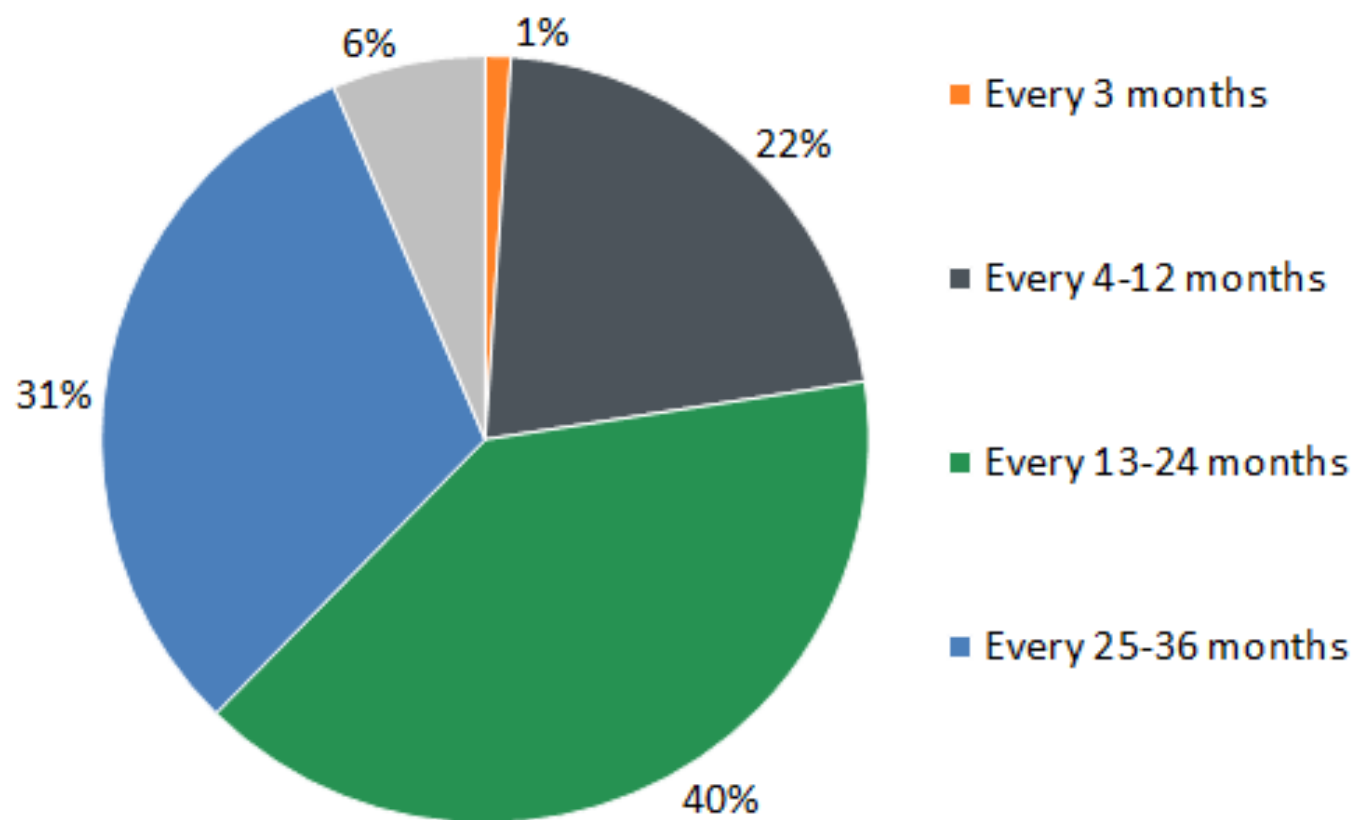


n=164 Marketers (work in marketing in house at a company, not an agency)

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How often do you recommend that other marketers redesign their websites?

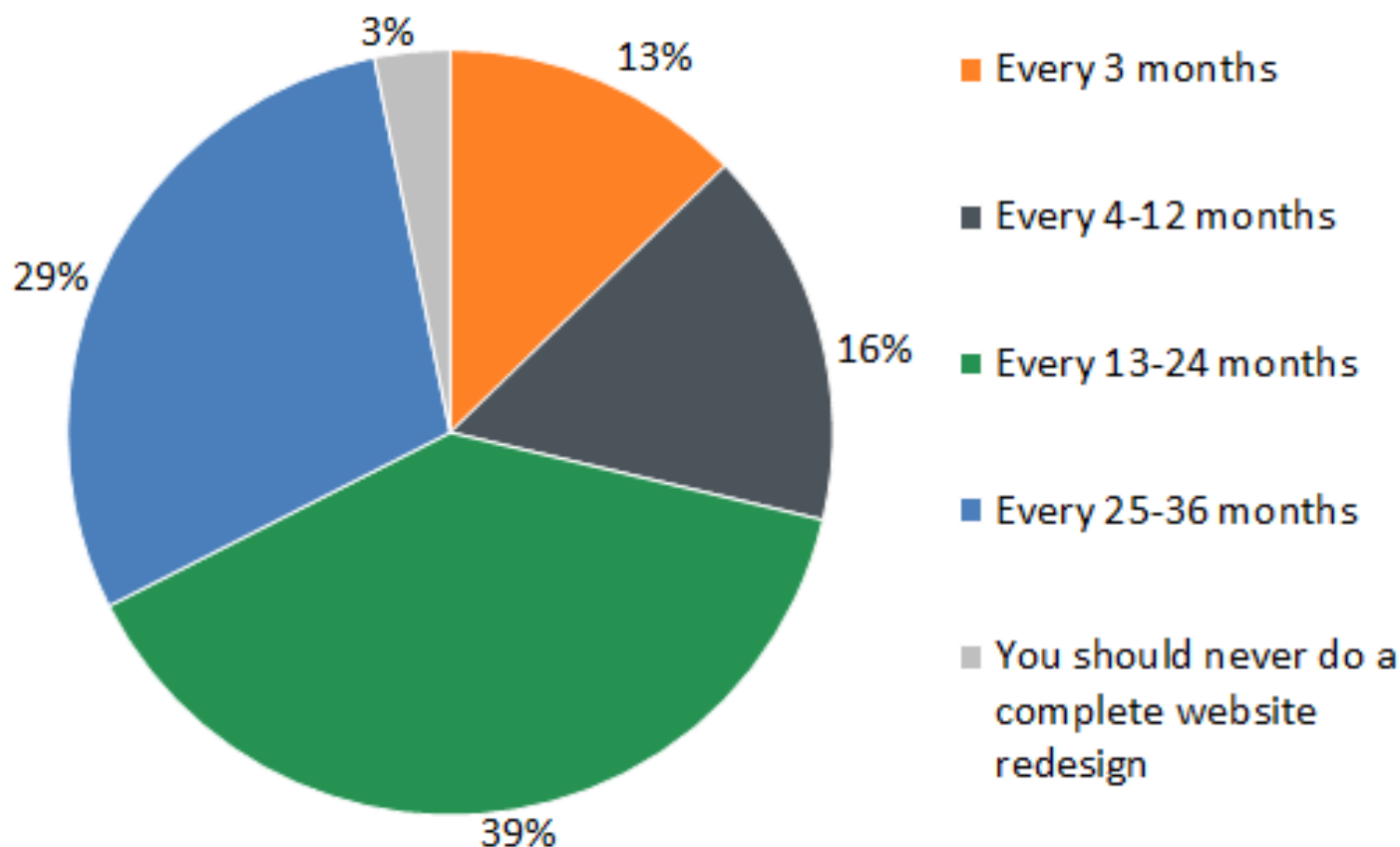


n= 93 Marketers (work in marketing in house at a company, not an agency)

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How often do you recommend that companies redesign their website?



n=157 marketing agencies

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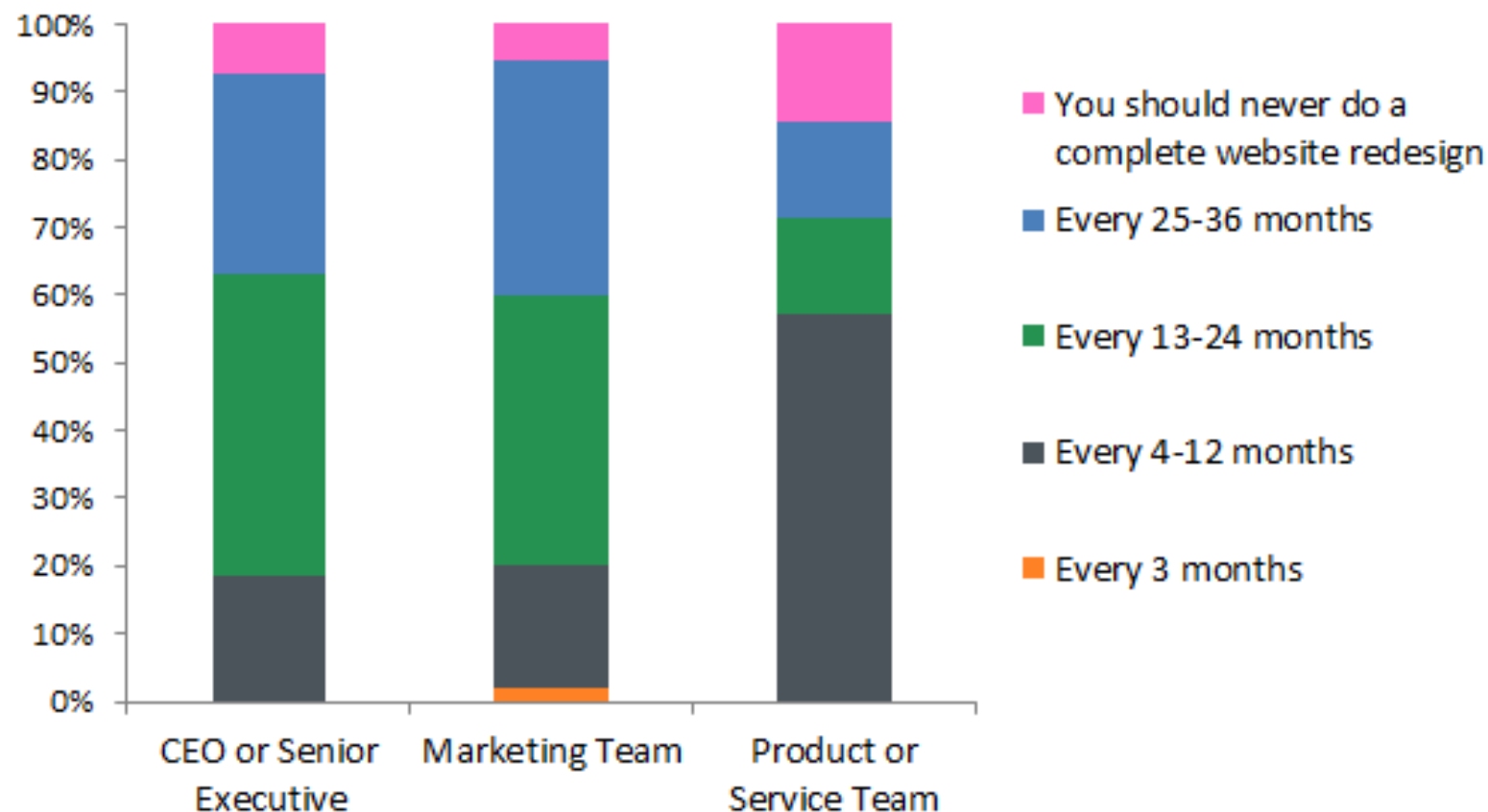
TAKEAWAY:

Most people think you
should redesign your
website every 1-2 years.
Who cares what they think?

#WebSci



How often should you redesign a website? (by who initiated the redesign)

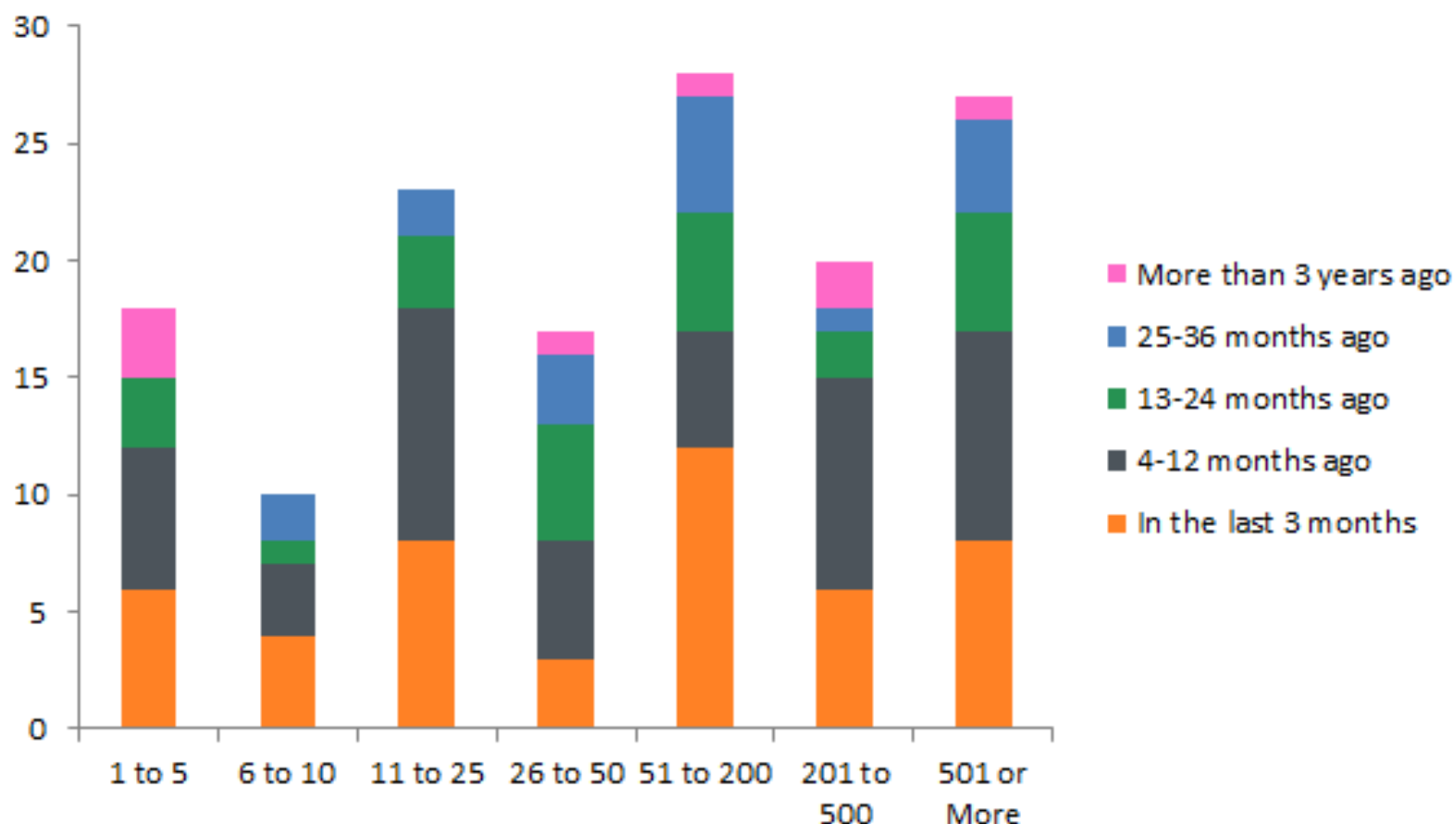


n= 27 for executive, 55 for marketing team, 7 for product / service team

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Recency of Website Redesign by Size of Company

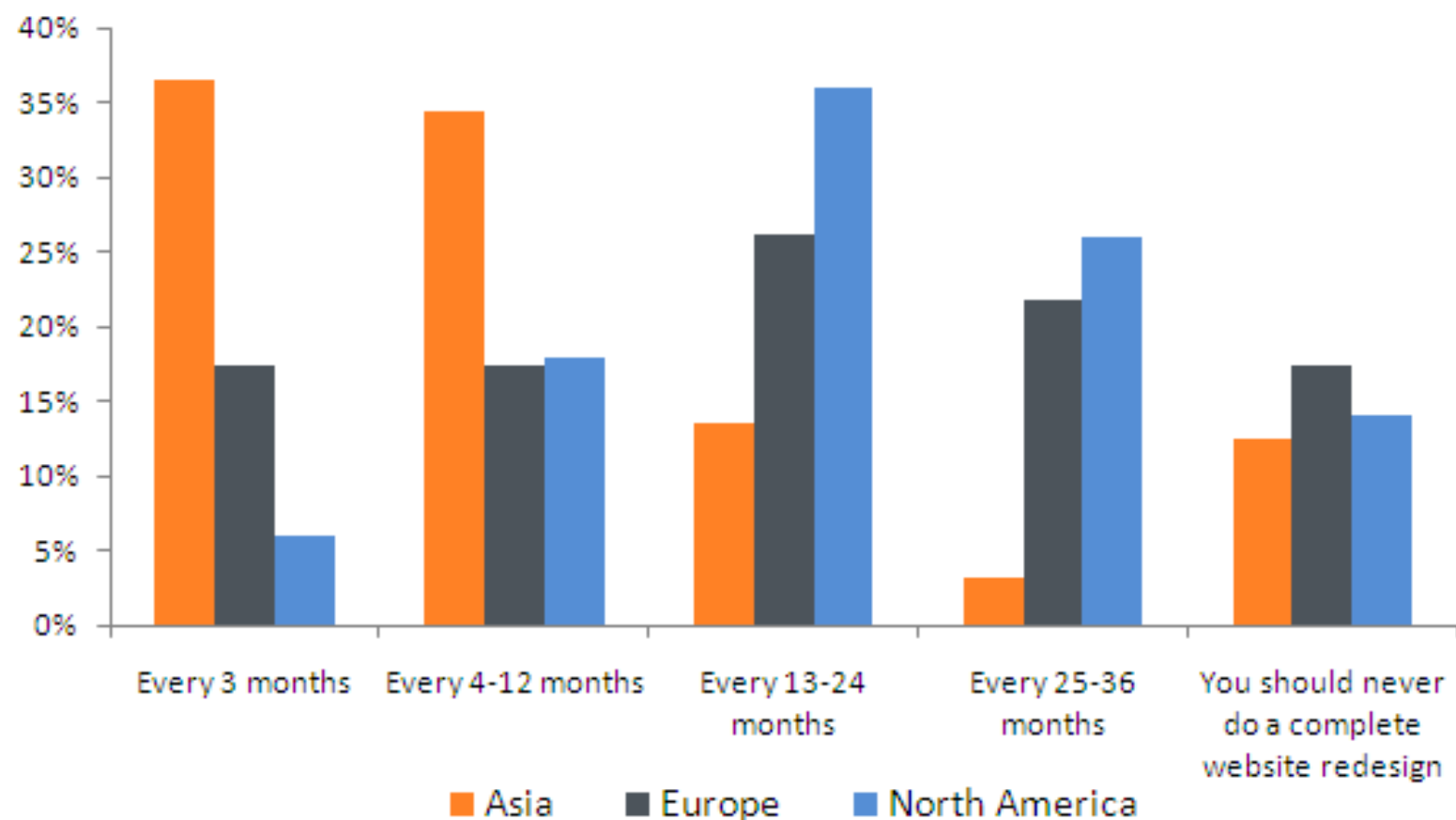


n= 143 Marketers (work in marketing in house at a company, not an agency)

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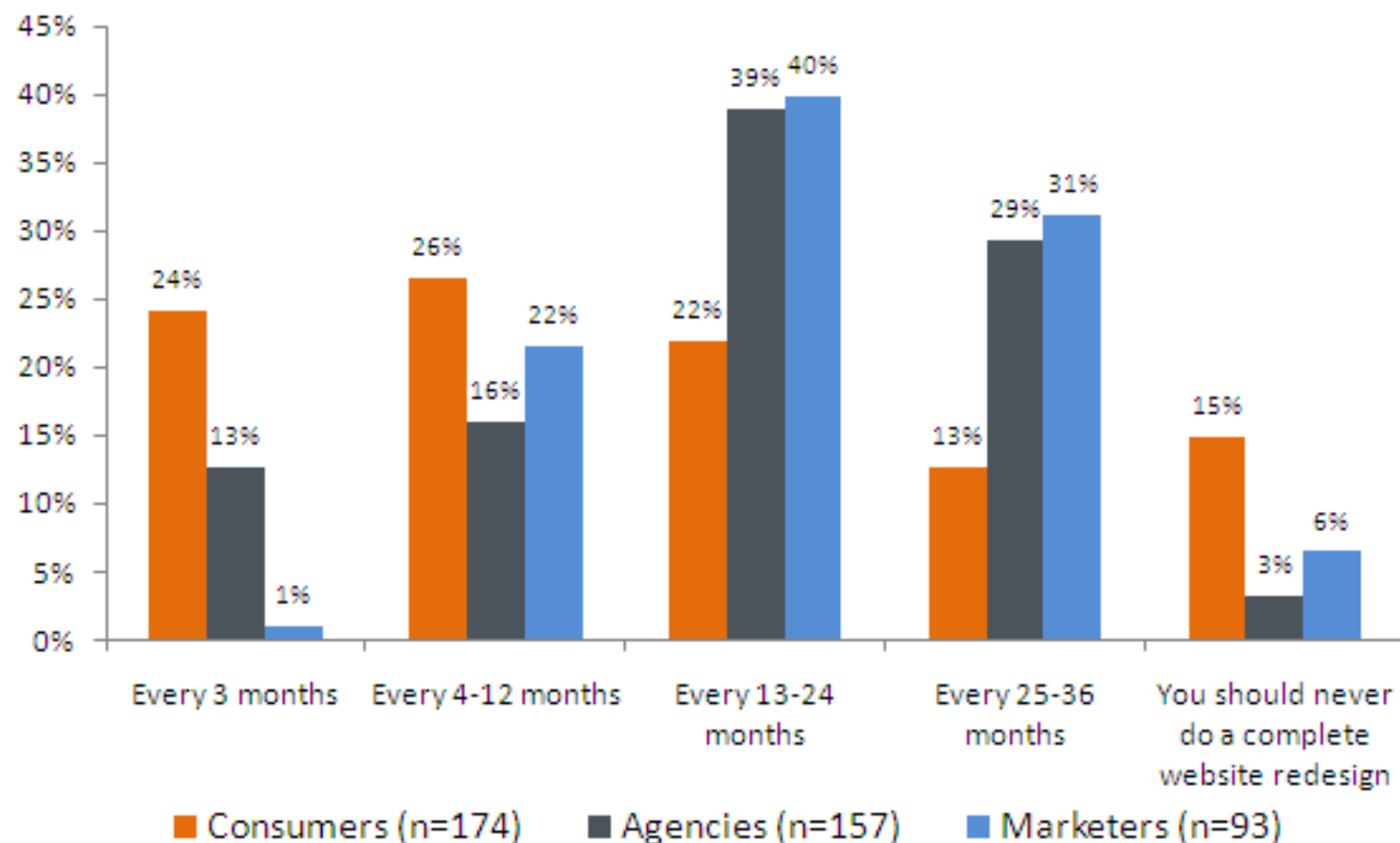
How often should a website be redesigned?



n=169 Consumers (do not work in marketing or at a marketing agency) at least 20 in each region
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



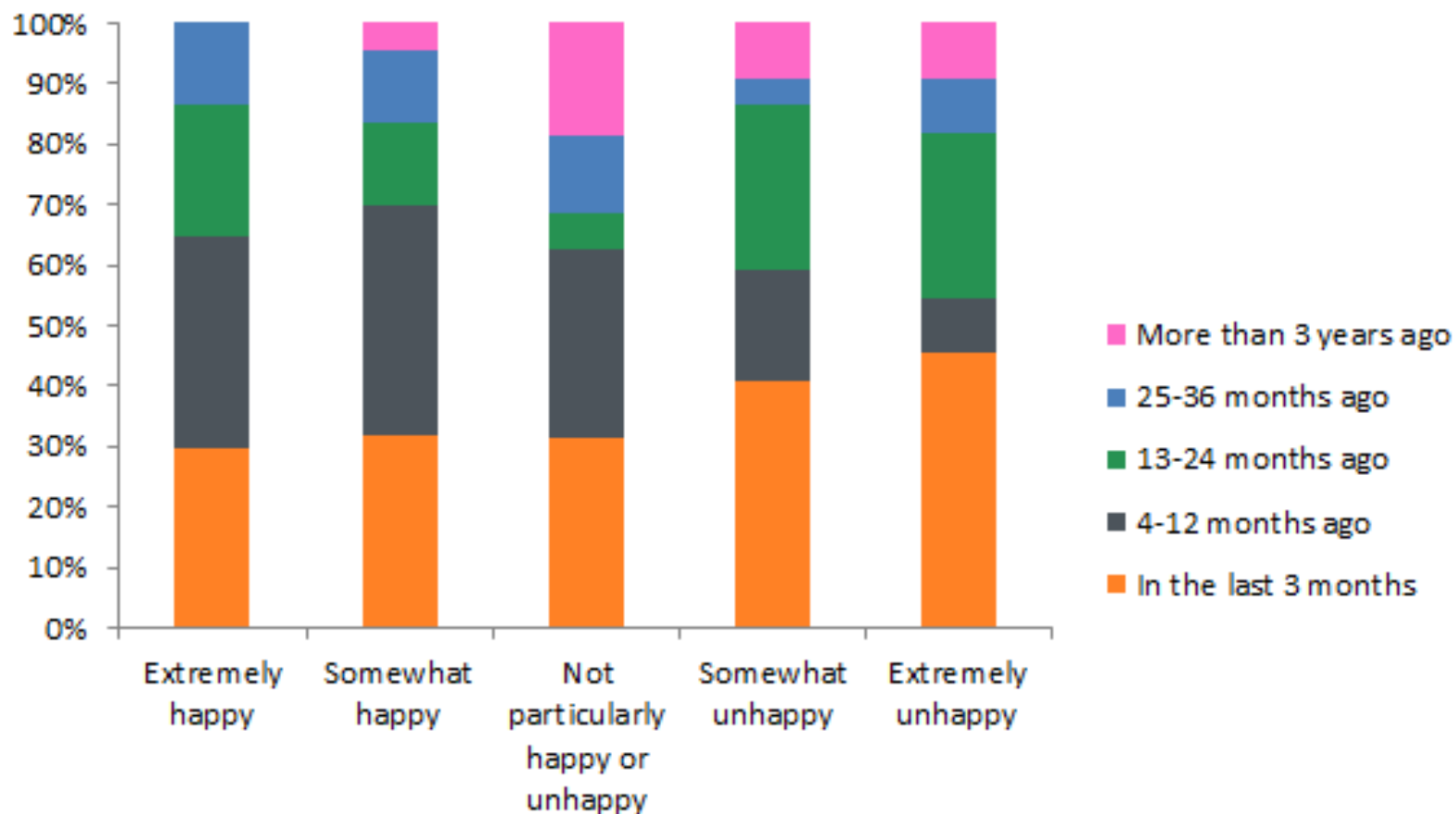
How often should websites be redesigned?



Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Recency of Website Redesign by Happiness with Last Redesign



n= 152 Marketers (work in marketing in house at a company, not an agency)

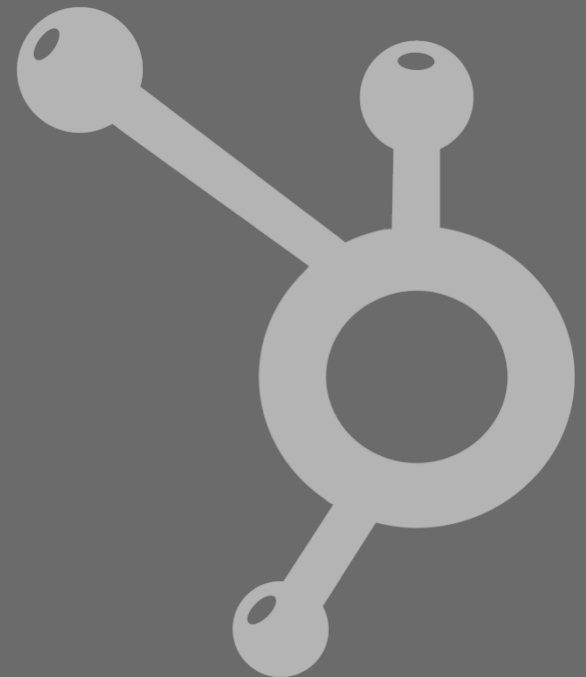
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



TAKEAWAY:

Your website should be a living, breathing, changing being. Edit and improve *constantly*.

#WebSci



2

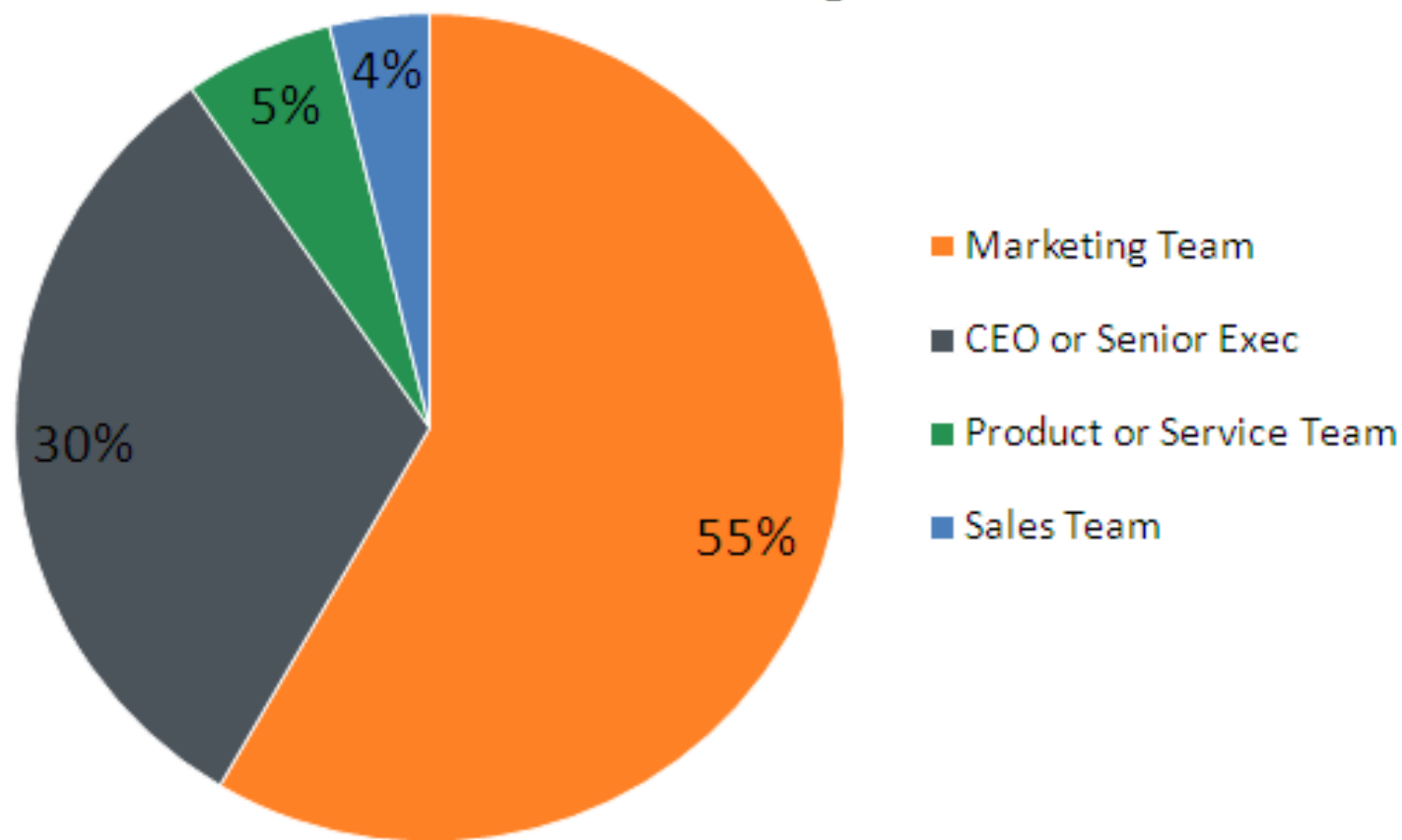
WHO

Who does the work on website redesign projects?

Who initiates website redesign projects?



What person or team initiated the idea for your last website redesign?

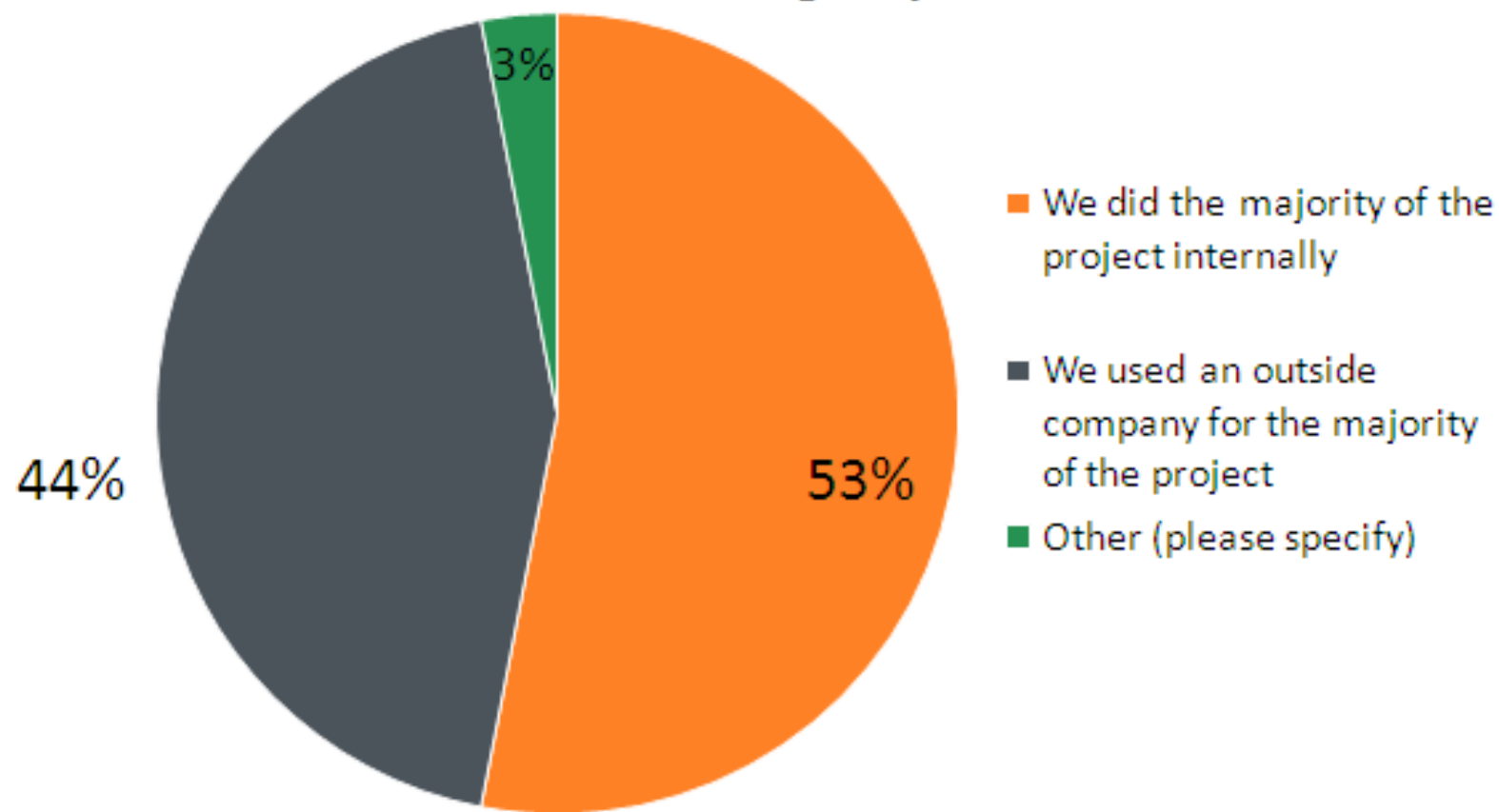


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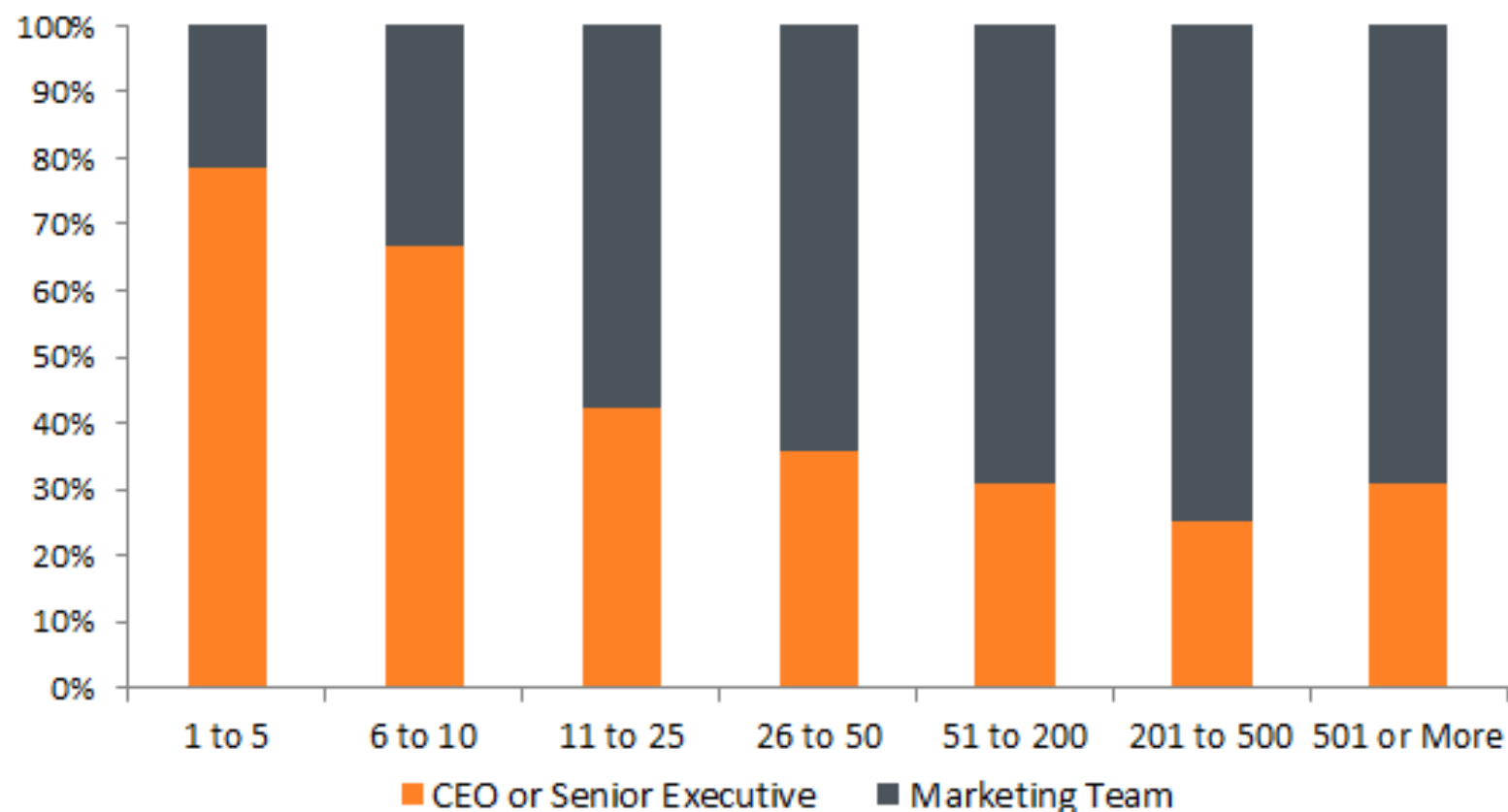
Did you do the redesign internally or use an external agency?



n=164 Marketers (work in marketing in house at a company, not an agency)

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Who initiated the redesign? (by size of company)

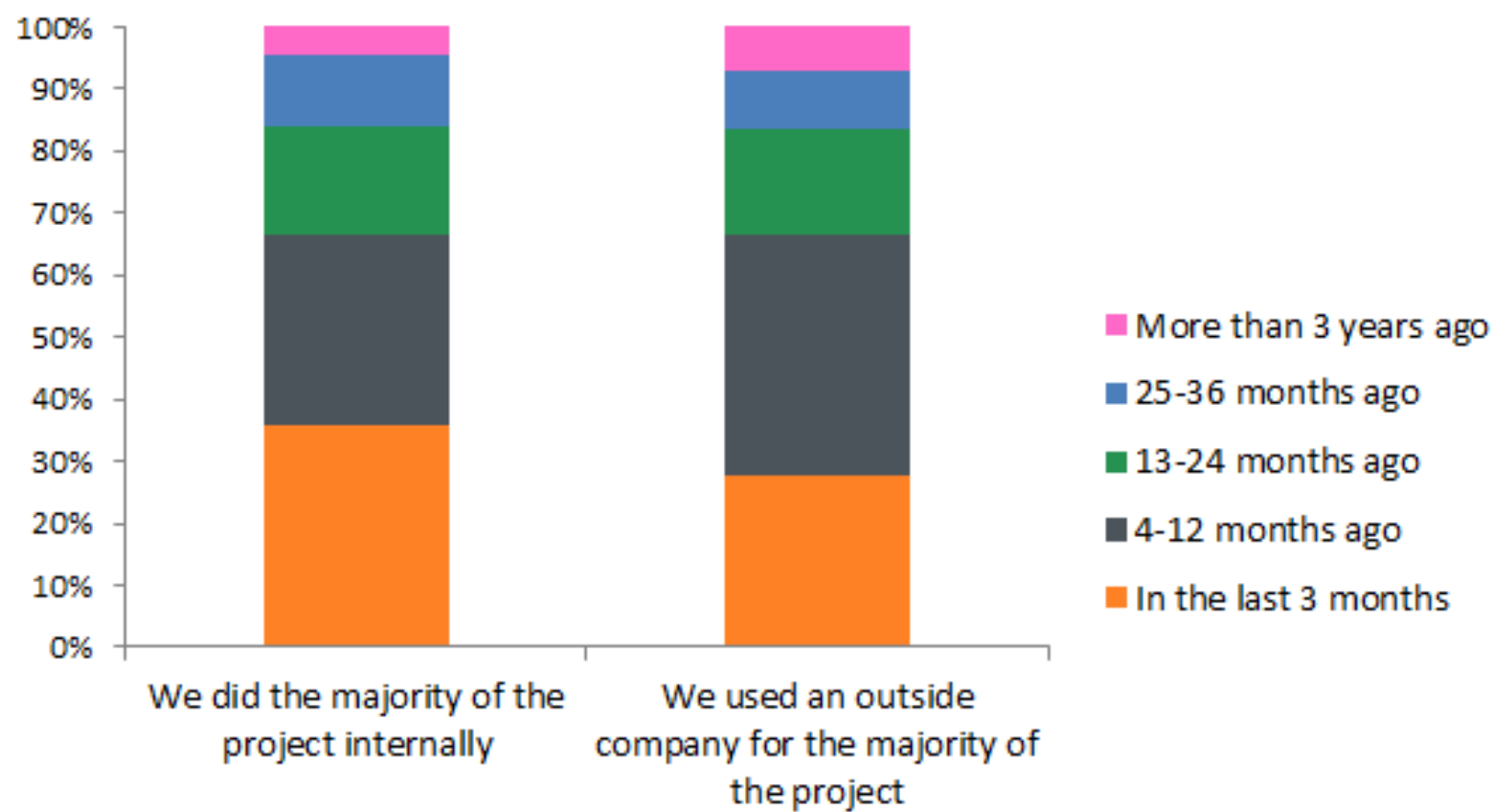


n= 49 for executive, 76 for marketing team

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Was the website redesign an internal or external project? (by recency of redesign)

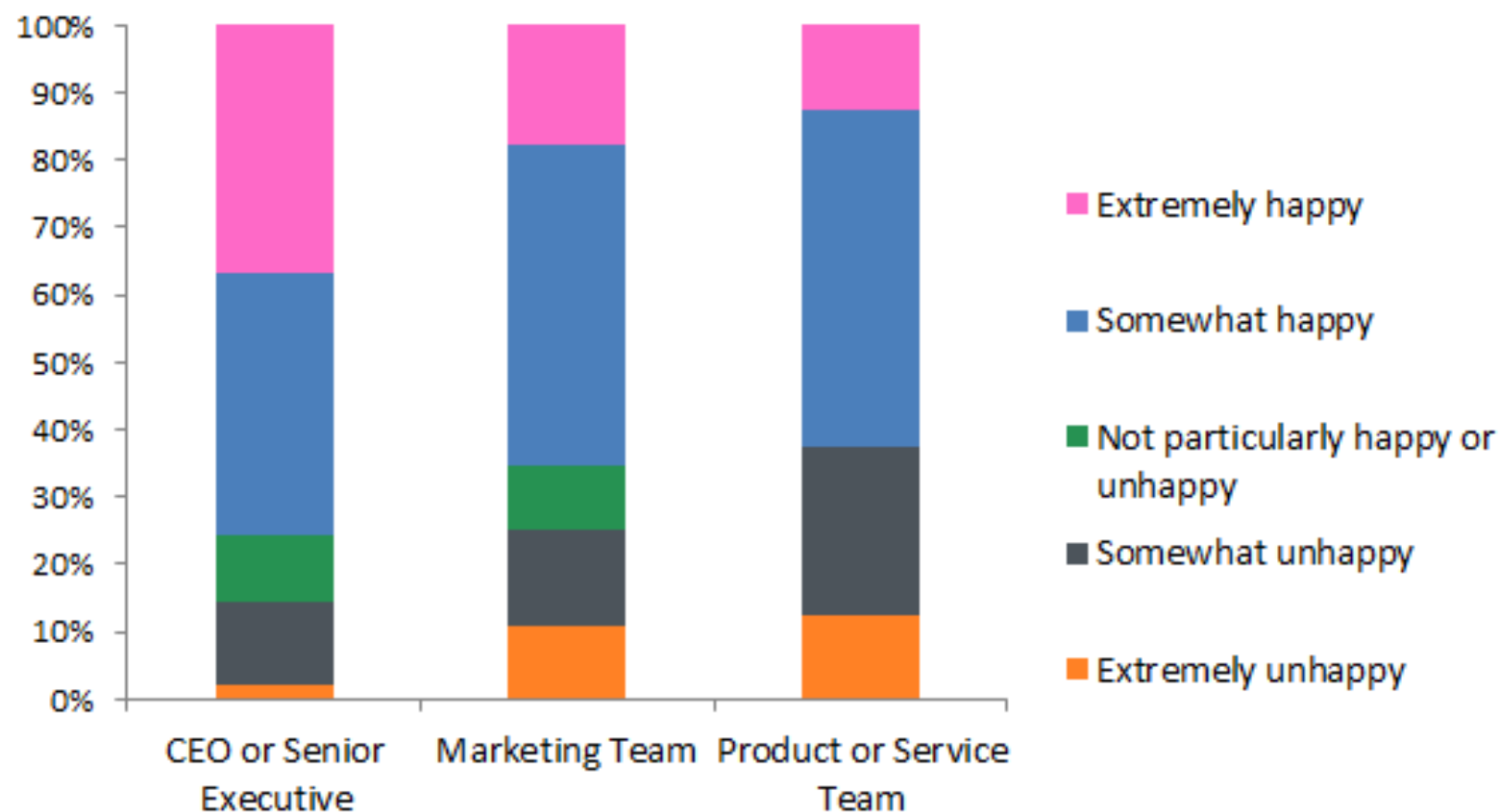


n= 164 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



How happy were you with the redesign? (by who initiated the redesign)

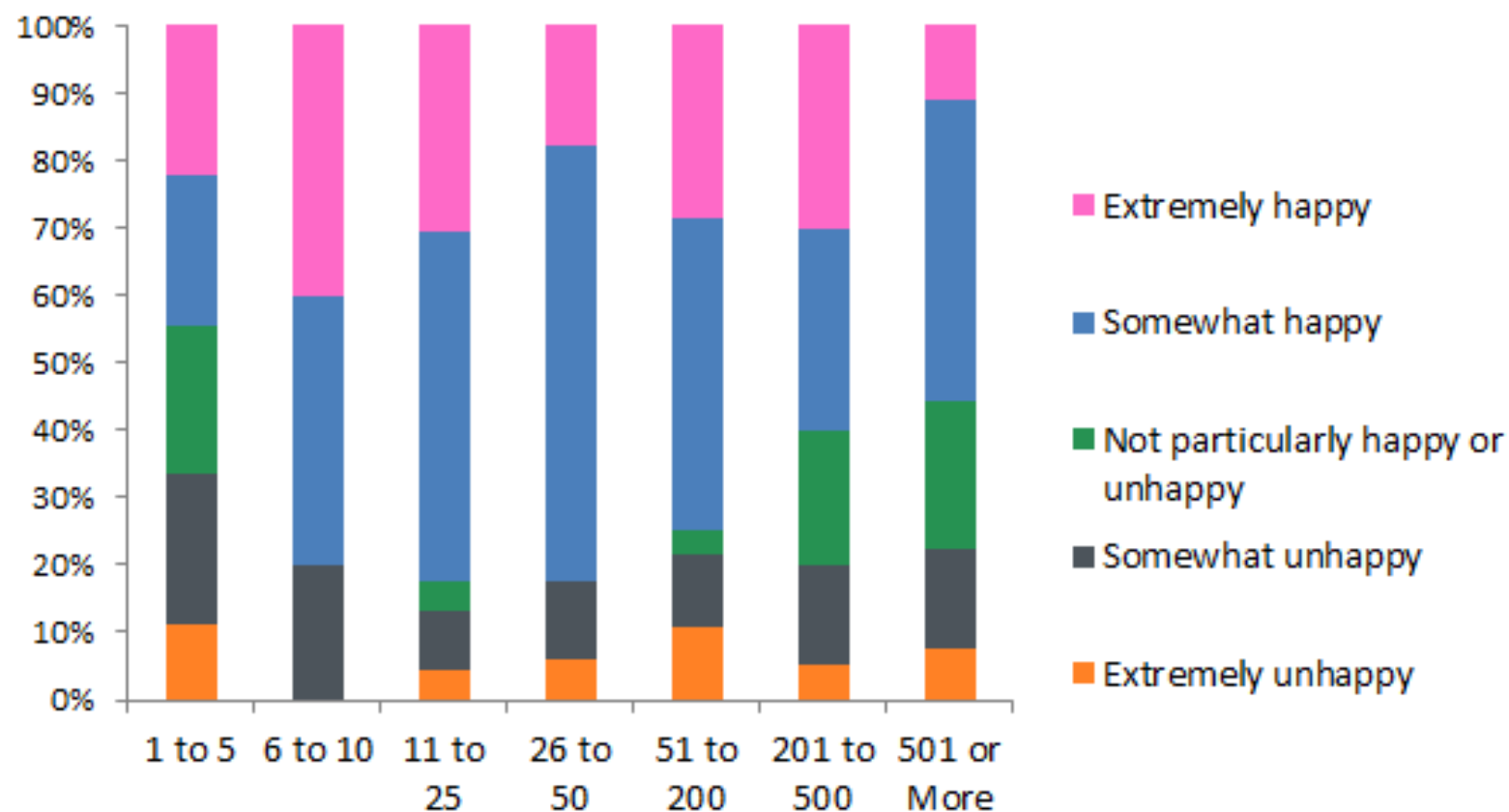


n= 49 for executive, 84 for marketing team, 8 for product / service team

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Were you happy with the website redesign project? (by company size)

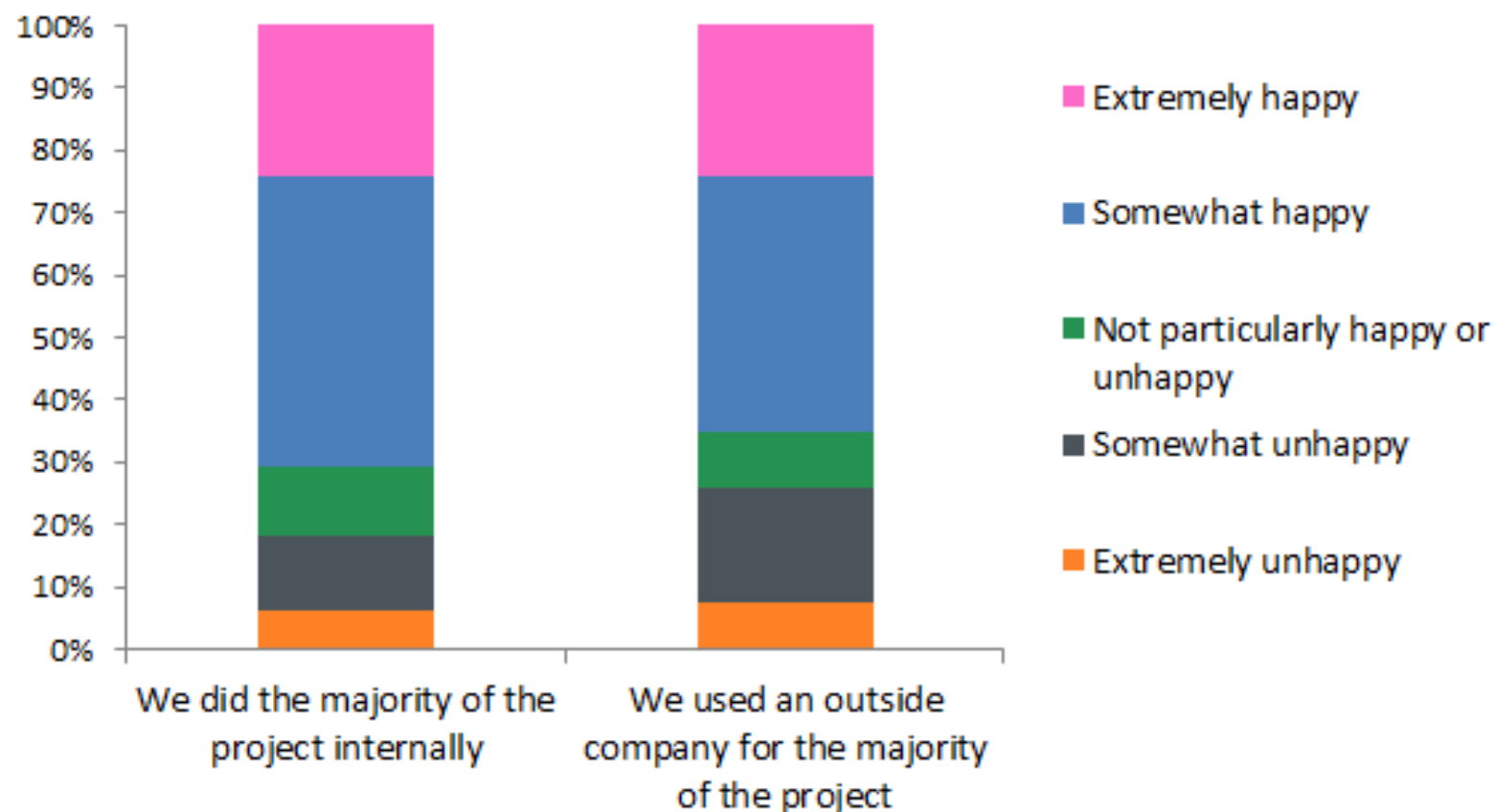


n= at least 10 for each segment

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Were you happy with the website redesign project? (by internal or external projects)



n= 82 for internal and 66 for external

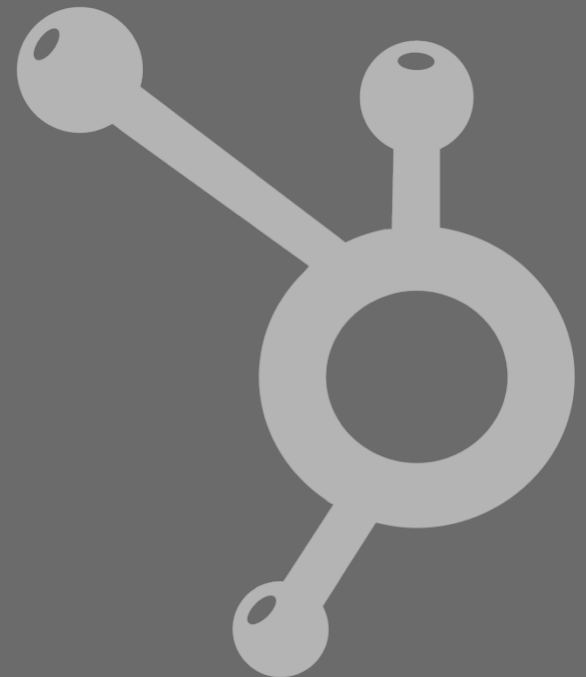
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



TAKEAWAY:

Leverage an expert to
improve your website.
You might be more of an
expert than you think.

#WebSci





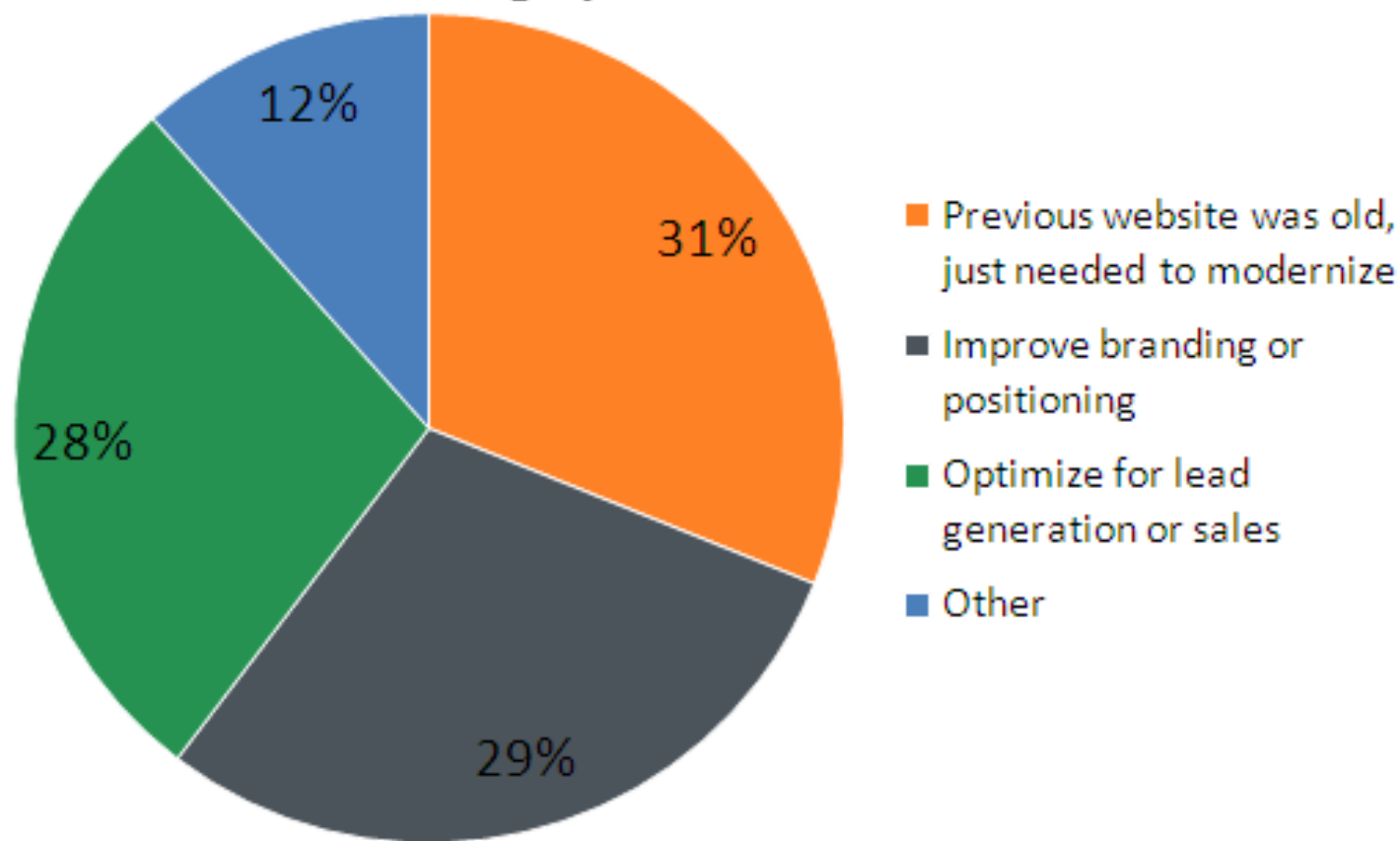
WHY

Why does your website exist?

Why should you redesign
your website?



What was the primary reason that you wanted to redesign your website?

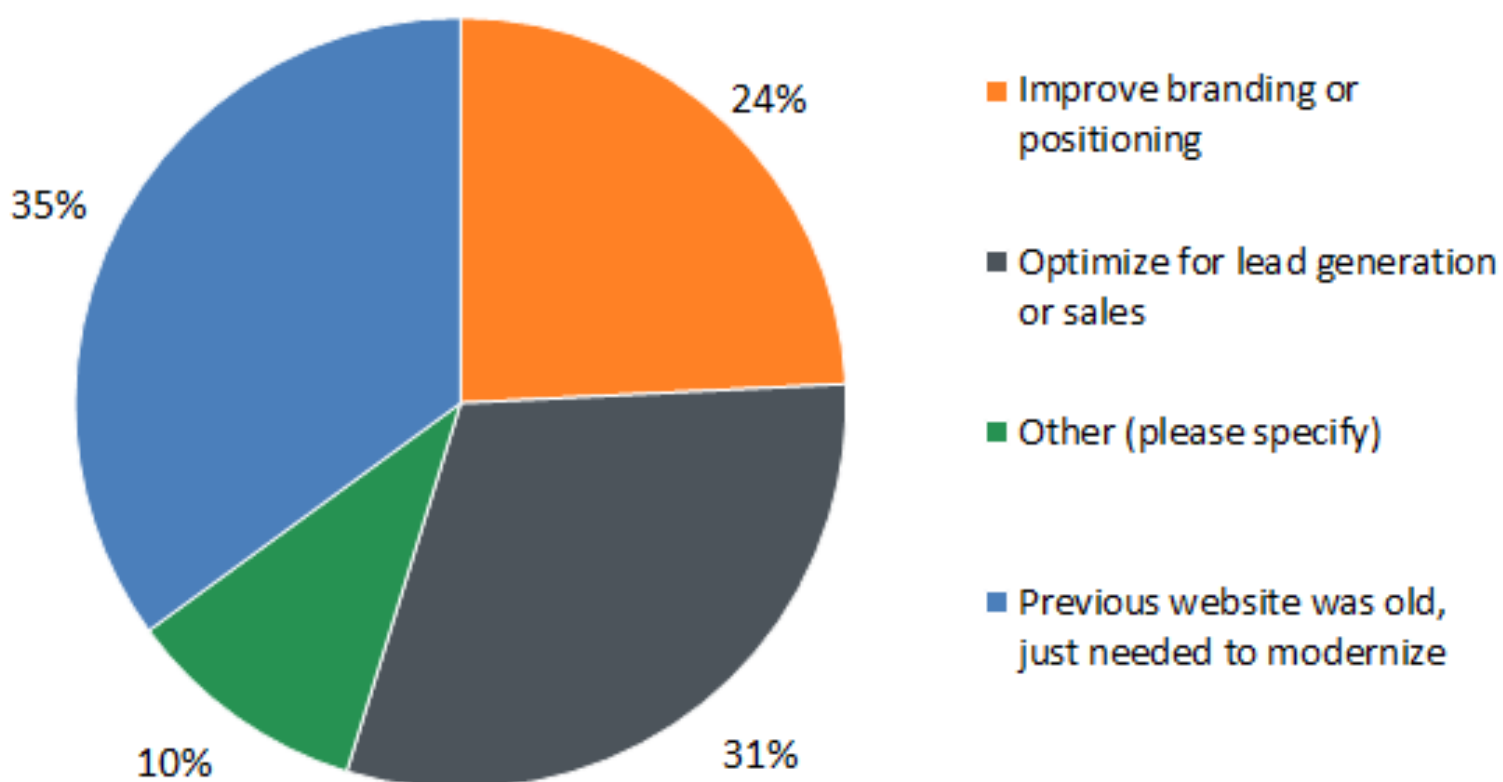


n=164 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



What is the most common reason clients want to redesign their website?

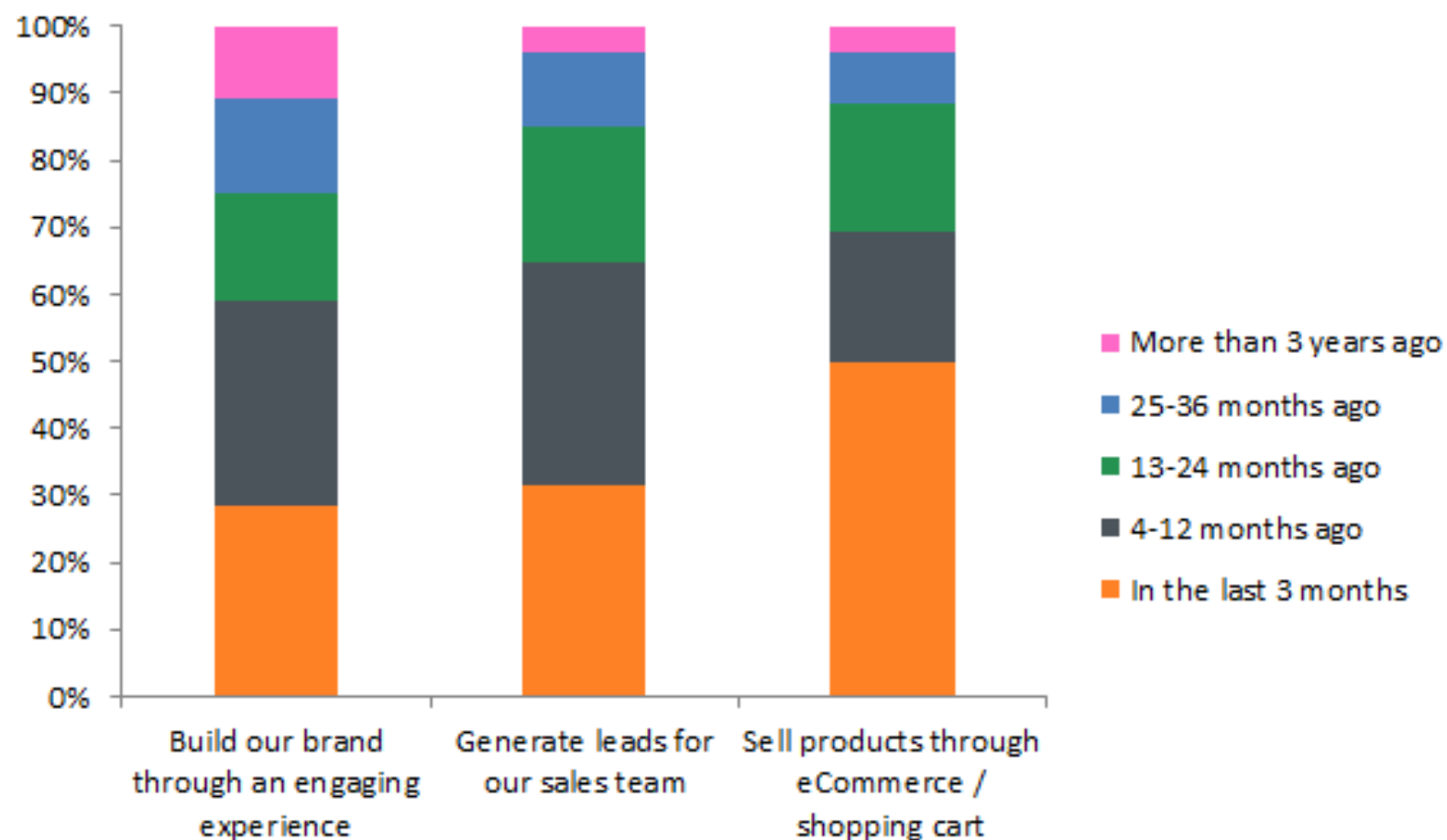


n=157 marketing agencies

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Recency of Website Redesign by Website Purpose

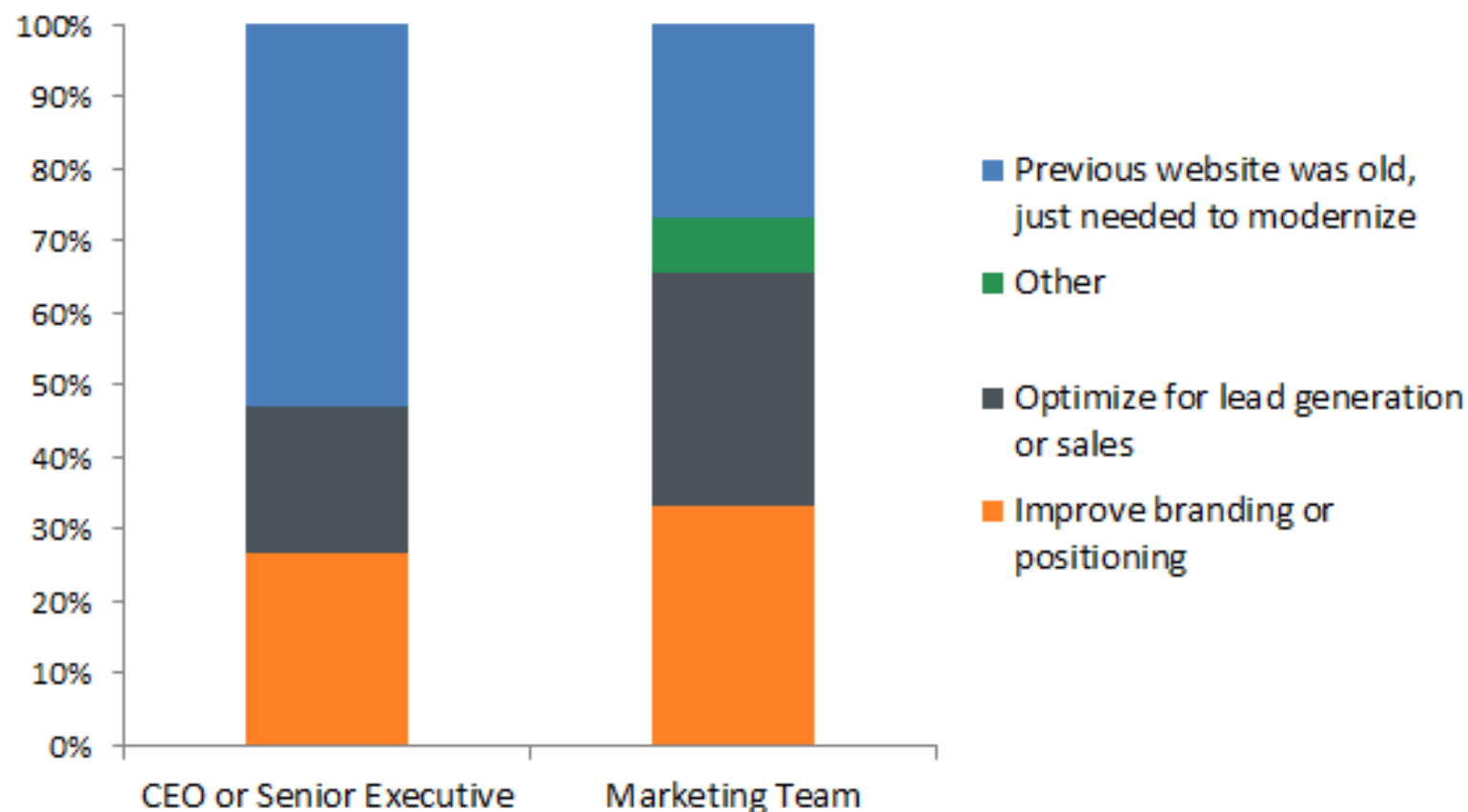


n= 136 Marketers (work in marketing in house at a company, not an agency)

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What was the reason for the website redesign? (initiated by executive vs. marketing)

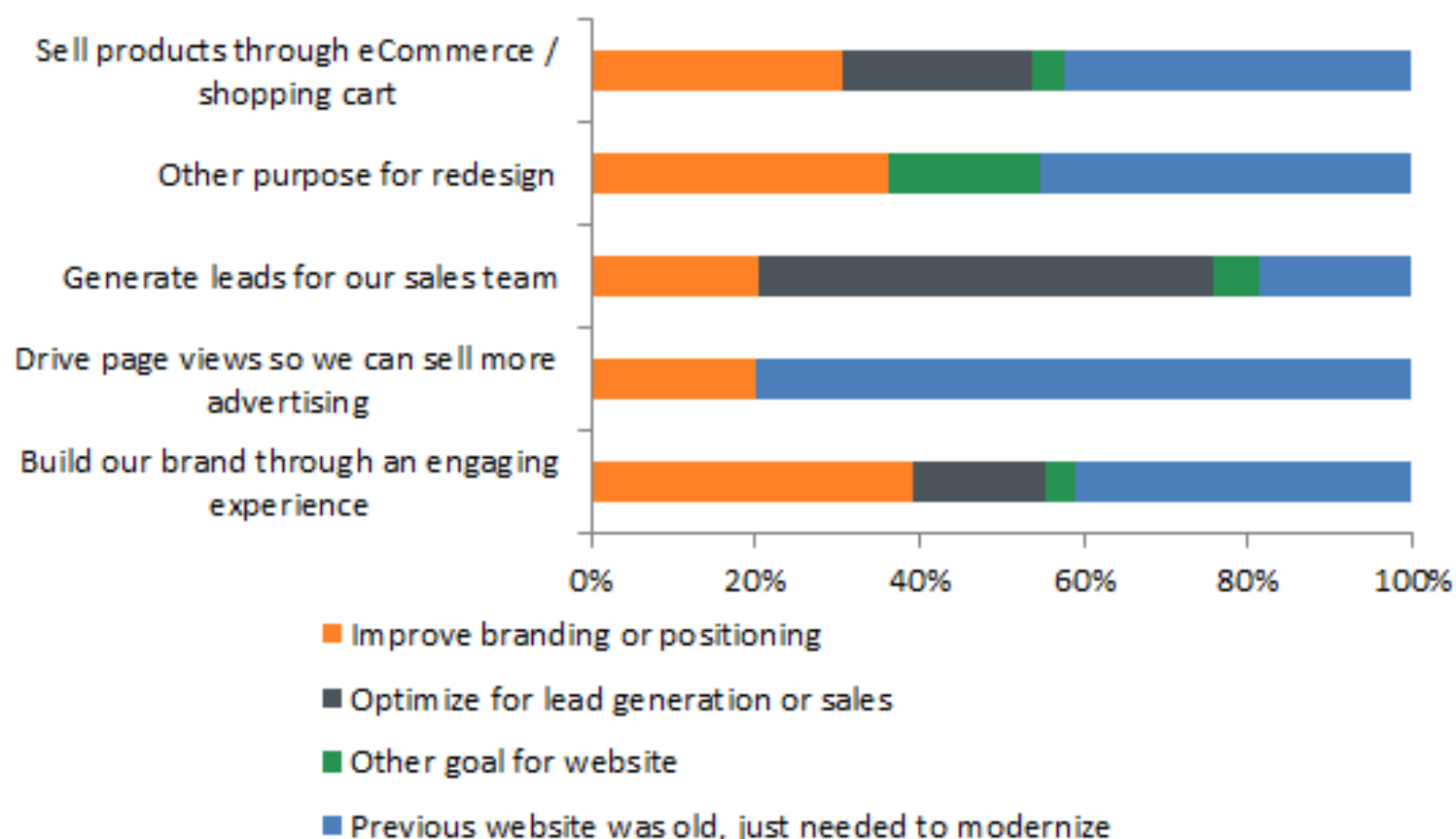


n= 49 for executive, 90 for marketing team

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Purpose of website redesign vs. Goal of website

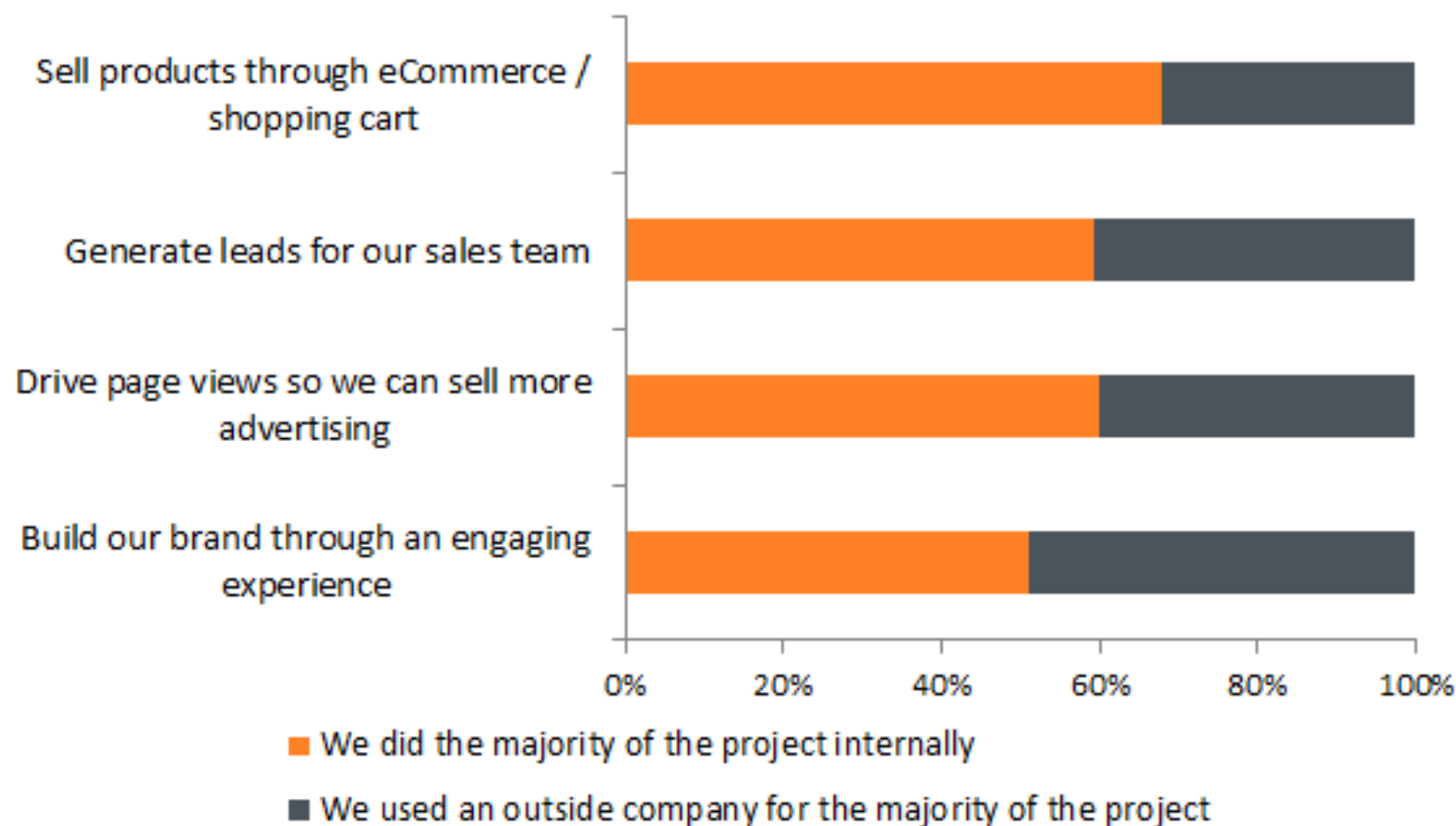


n= 5 for drive pageview, 11 for other purpose for redesign, at least 26 for others

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Purpose of website vs. Internal or external redesigns

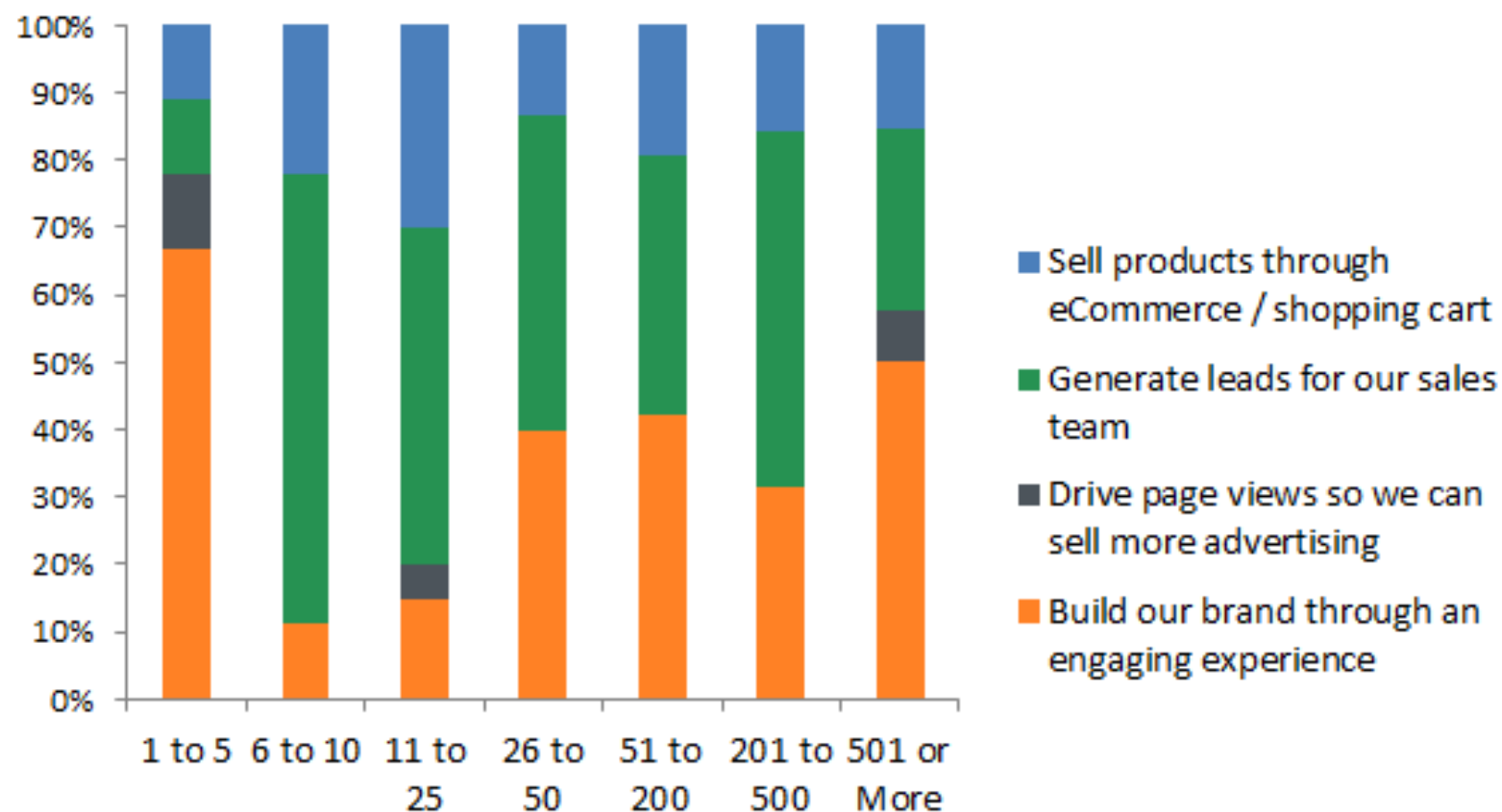


n= 5 for drive page views, at least 25 for all other segments

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What is the purpose of your website? (by company size)

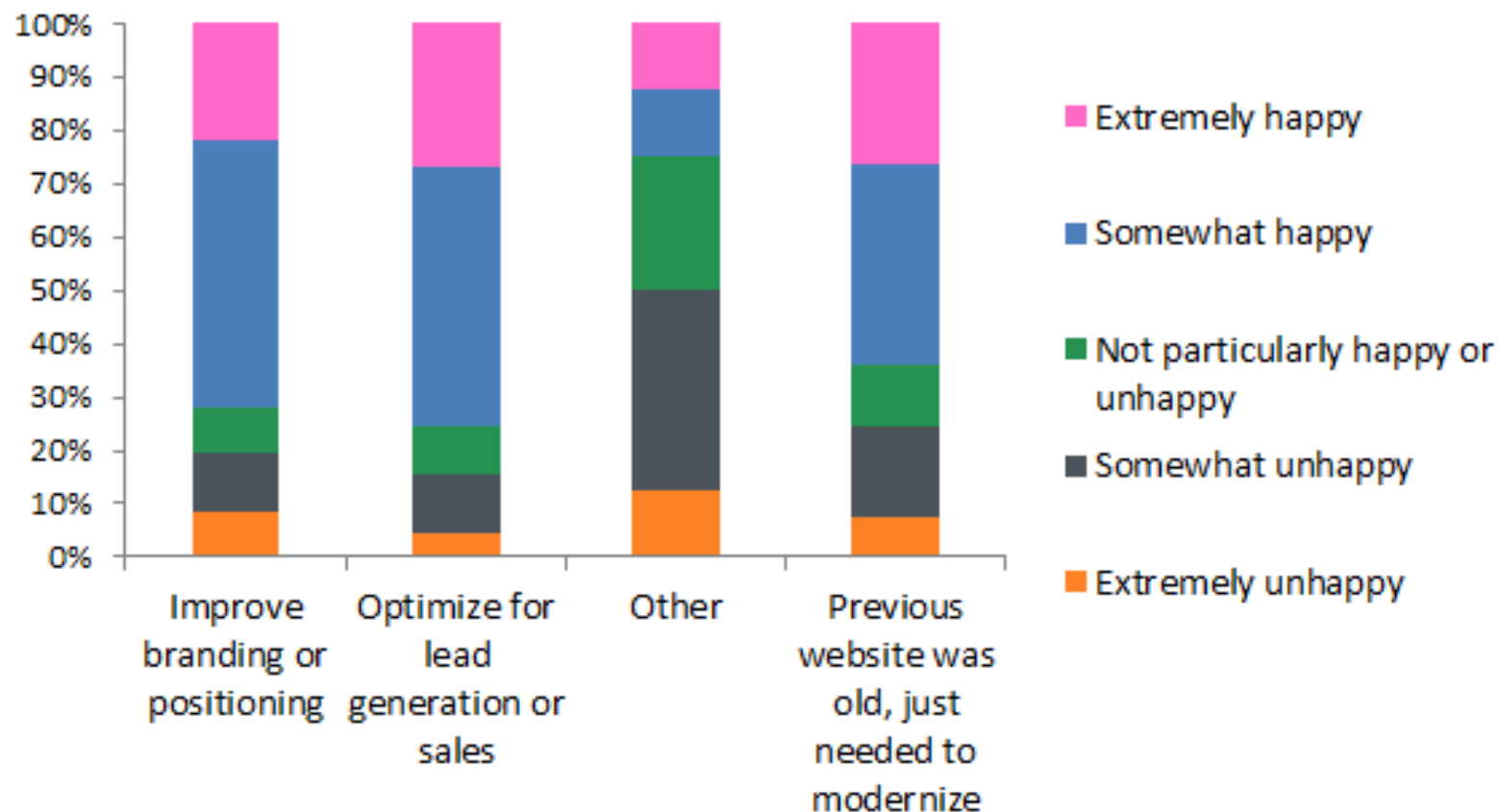


n= at least 9 for each segment

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



How happy were you with the website redesign? (by goal of redesign project)



n = 8 for Other, at least 45 for the other three segments

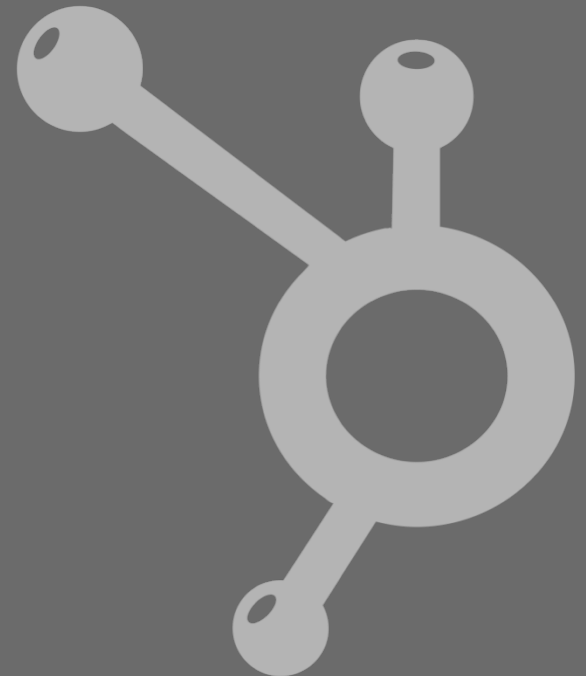
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



TAKEAWAY:

Have a clear purpose for your website, and a clear goal for your website redesign project.

#WebSci





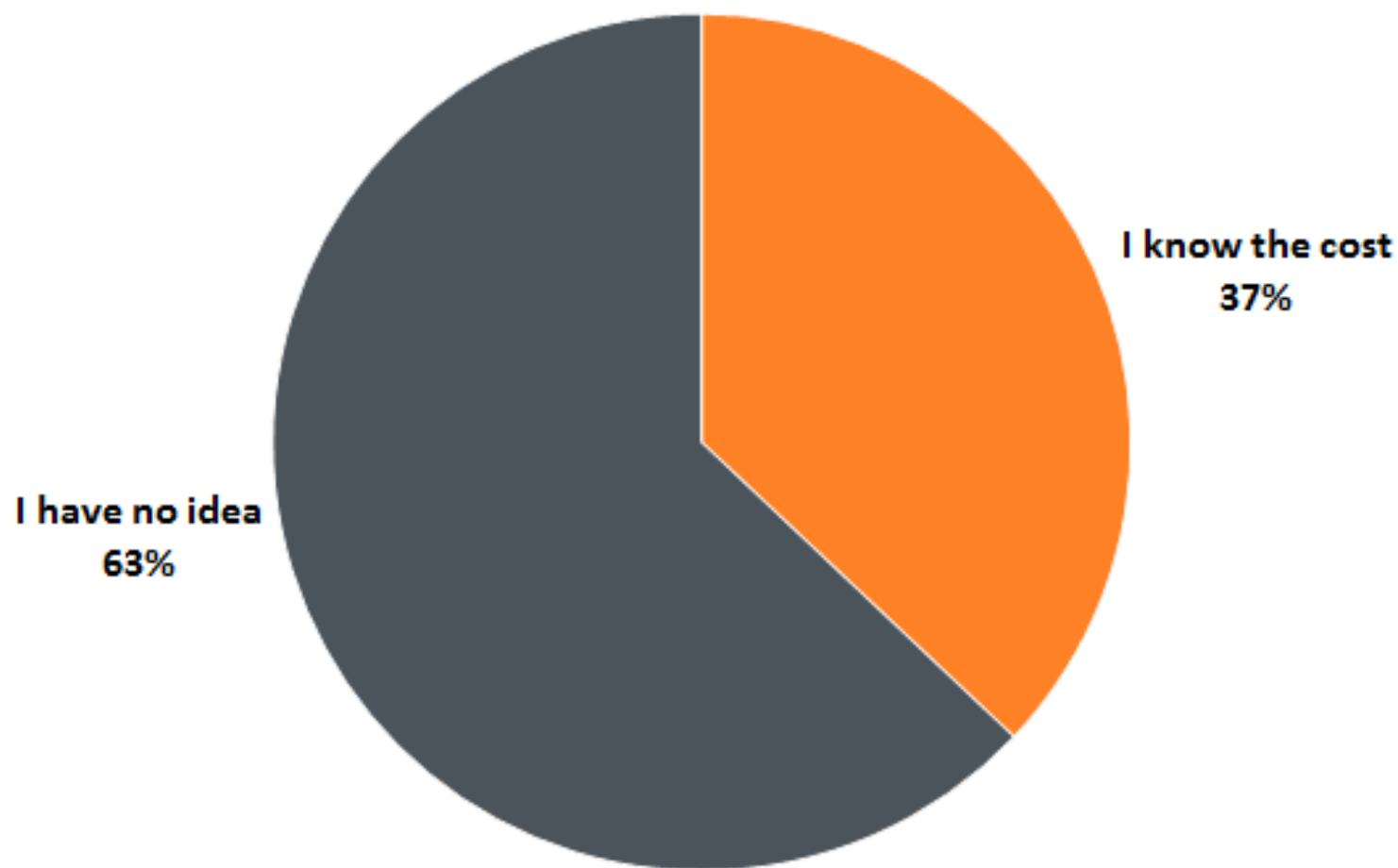
COST

How much should a website redesign cost?

How long should a website redesign take?



What did your website redesign cost?

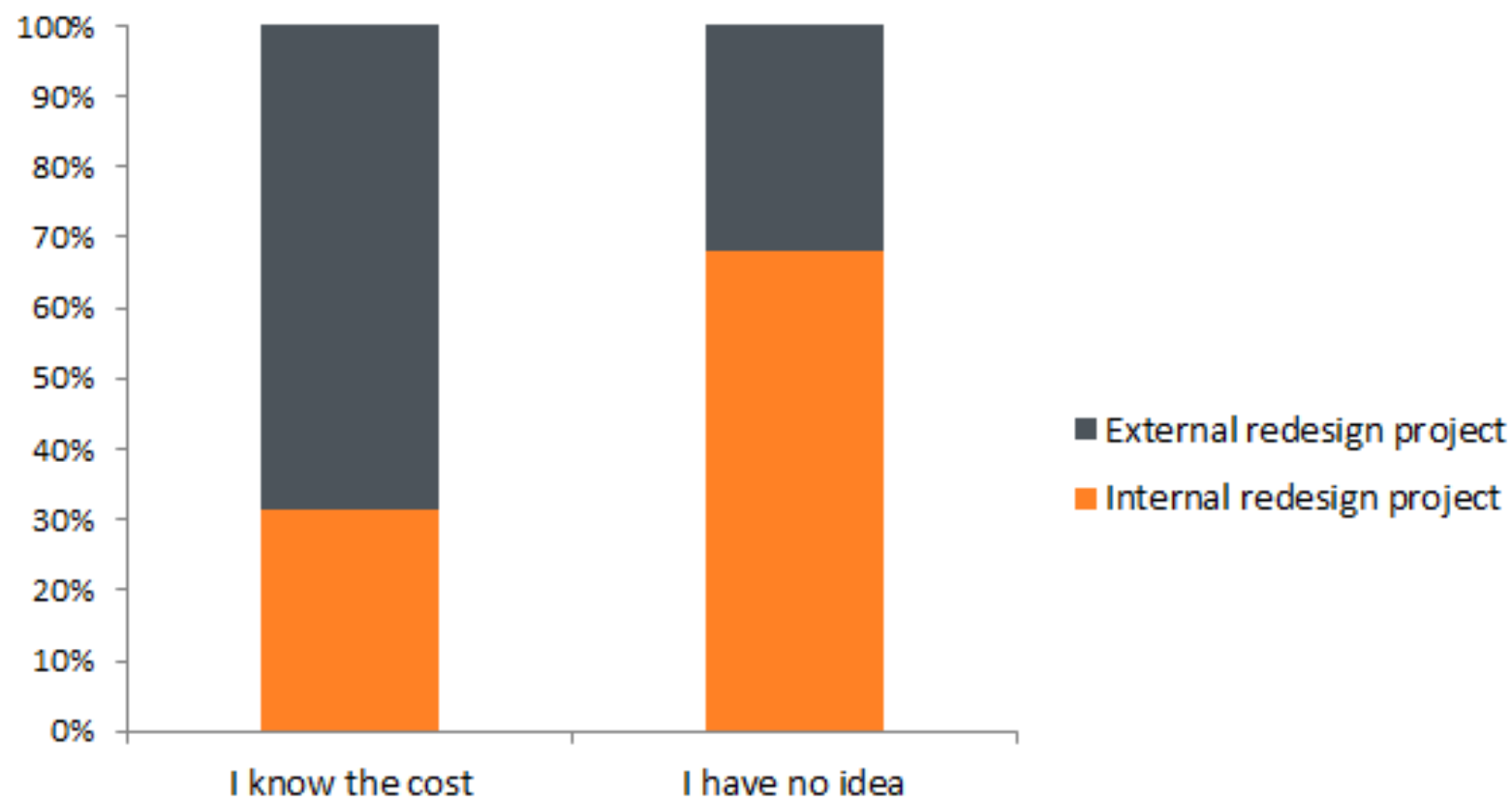


n=162 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Do you know how much the redesign project cost? (by internal or external project)



n= at least 57 for each segment

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Cost of Website Redesign

Cost of Website Redesign in Dollars	
Average	\$54,596
Average (w/o \$1m project)	\$38,572
Median	\$10,000
High	\$1,000,000
Low	\$0
Sample size	60



Cost by Internal / External

Cost of Website Redesign Project by Internal or External Project

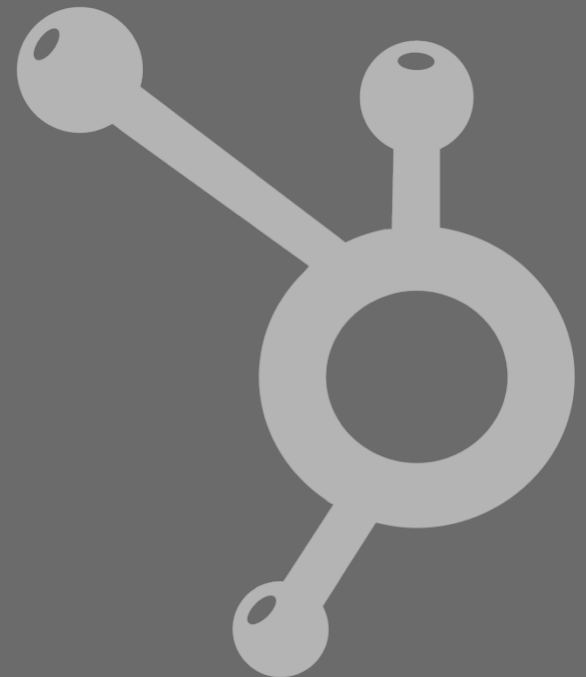
	Internal Project	External Project
Average	\$30,106	\$69,586
Median	\$10,000	\$13,000
Sample size	18	39



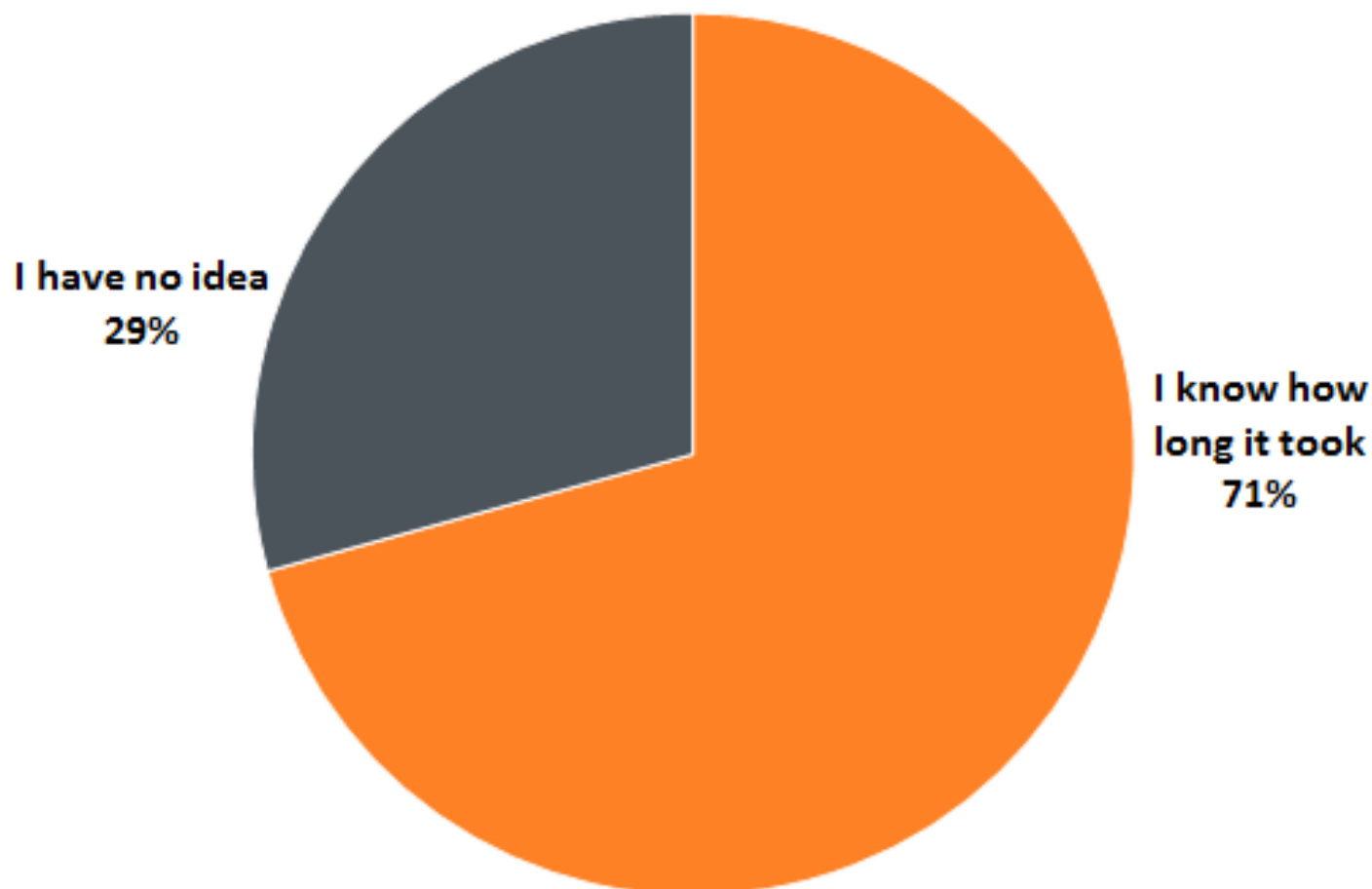
TAKEAWAY:

Spend as much or as little
on your website redesign
as you like.

#WebSci



How long did your website redesign take?

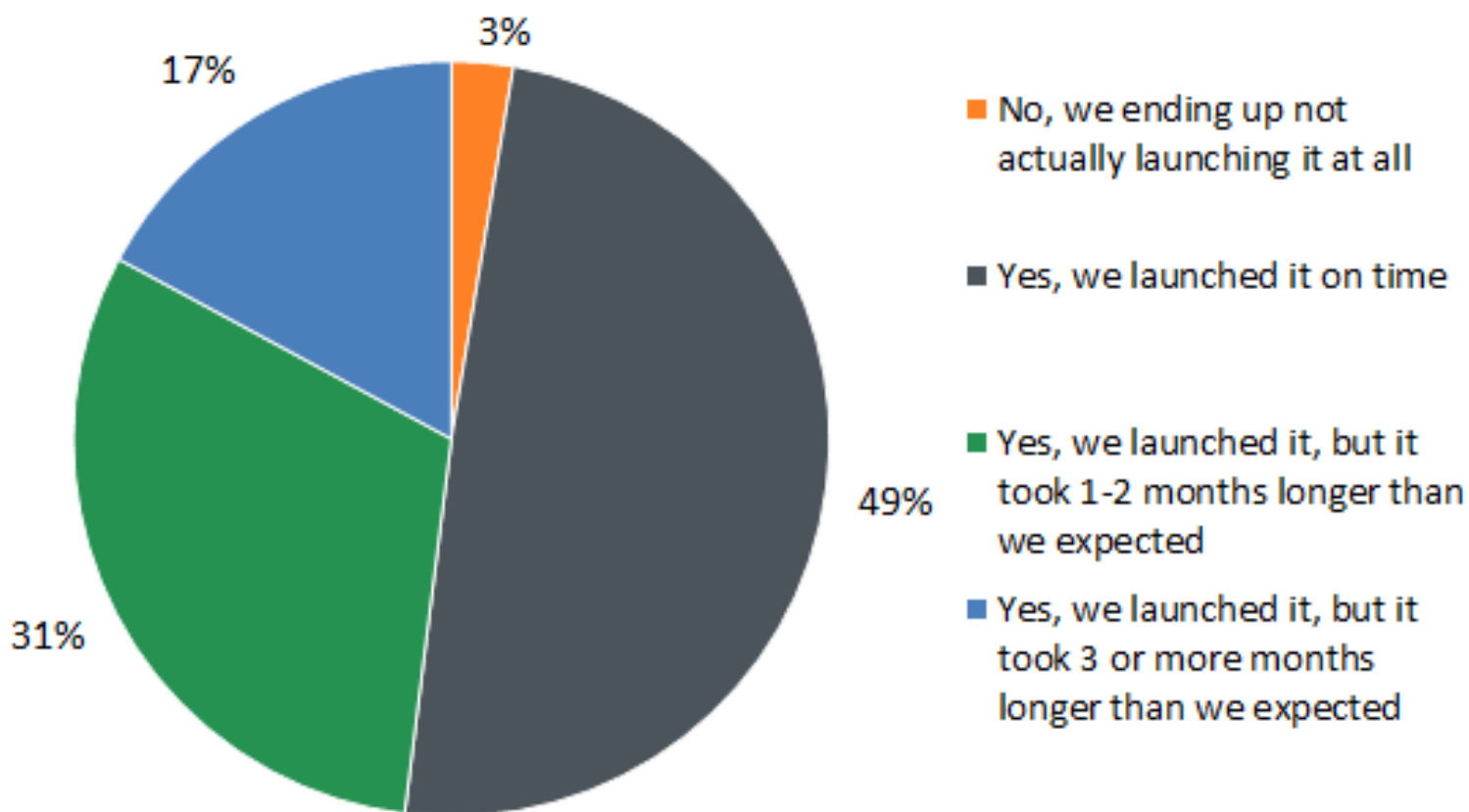


n= 164 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Did you launch the new website design during your last website redesign project?



n= 152 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Time to Complete

Time to Complete Website Redesign in Months

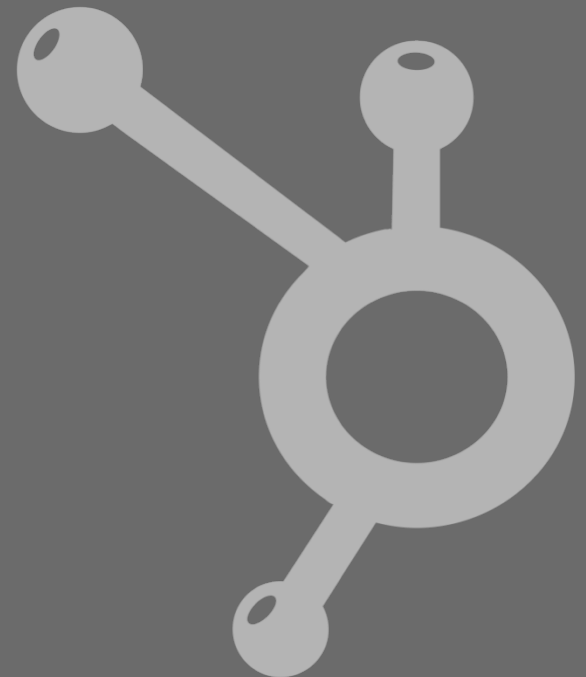
Average	5.1
Median	4
High	24
Low	1
Sample size	116



TAKEAWAY:

Expect a website redesign project to take 4-5 months. Plan accordingly.

#WebSci



5

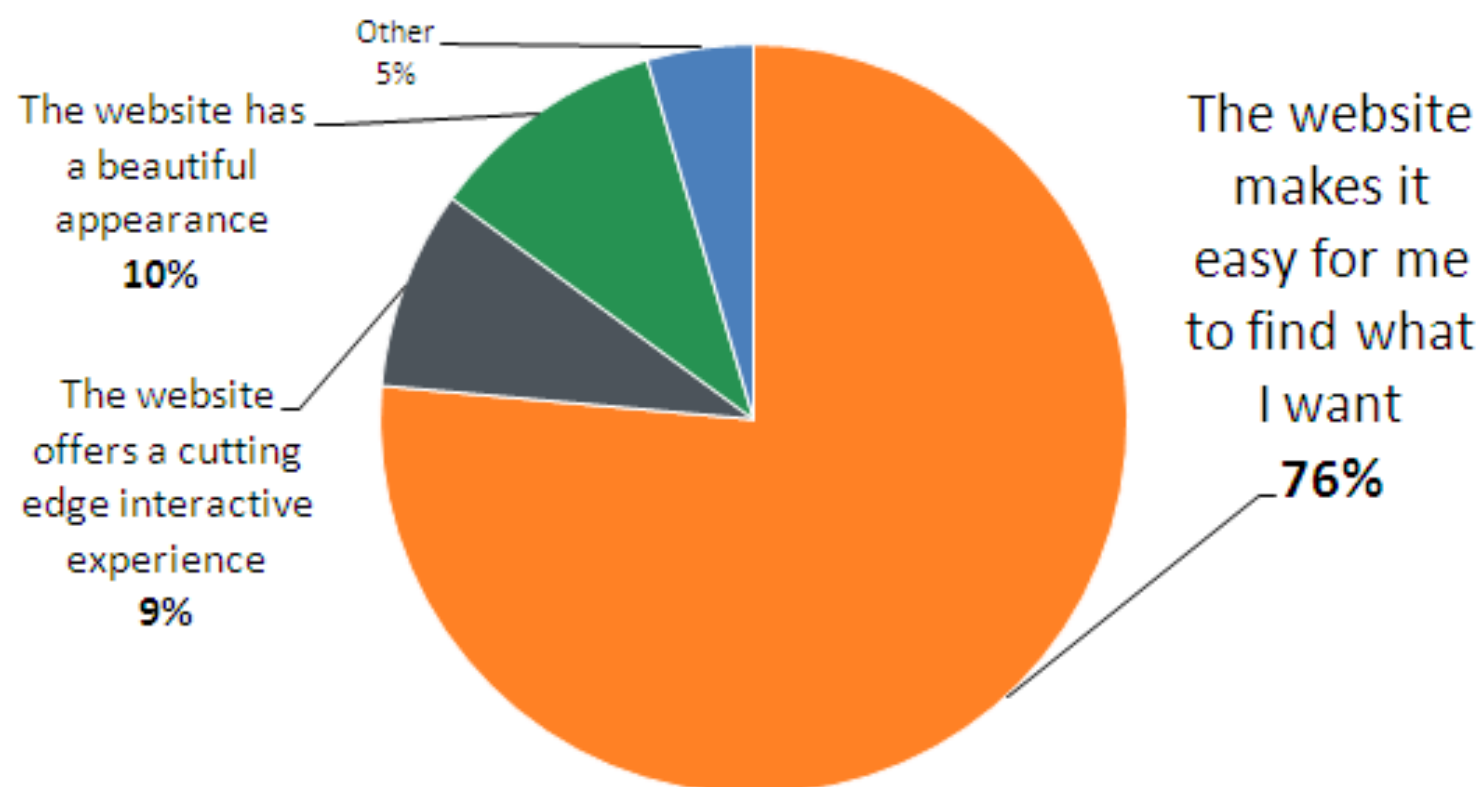
WHAT

What should I focus on during a website redesign?

What should my homepage look like?



What is the most important factor in the design of a website?

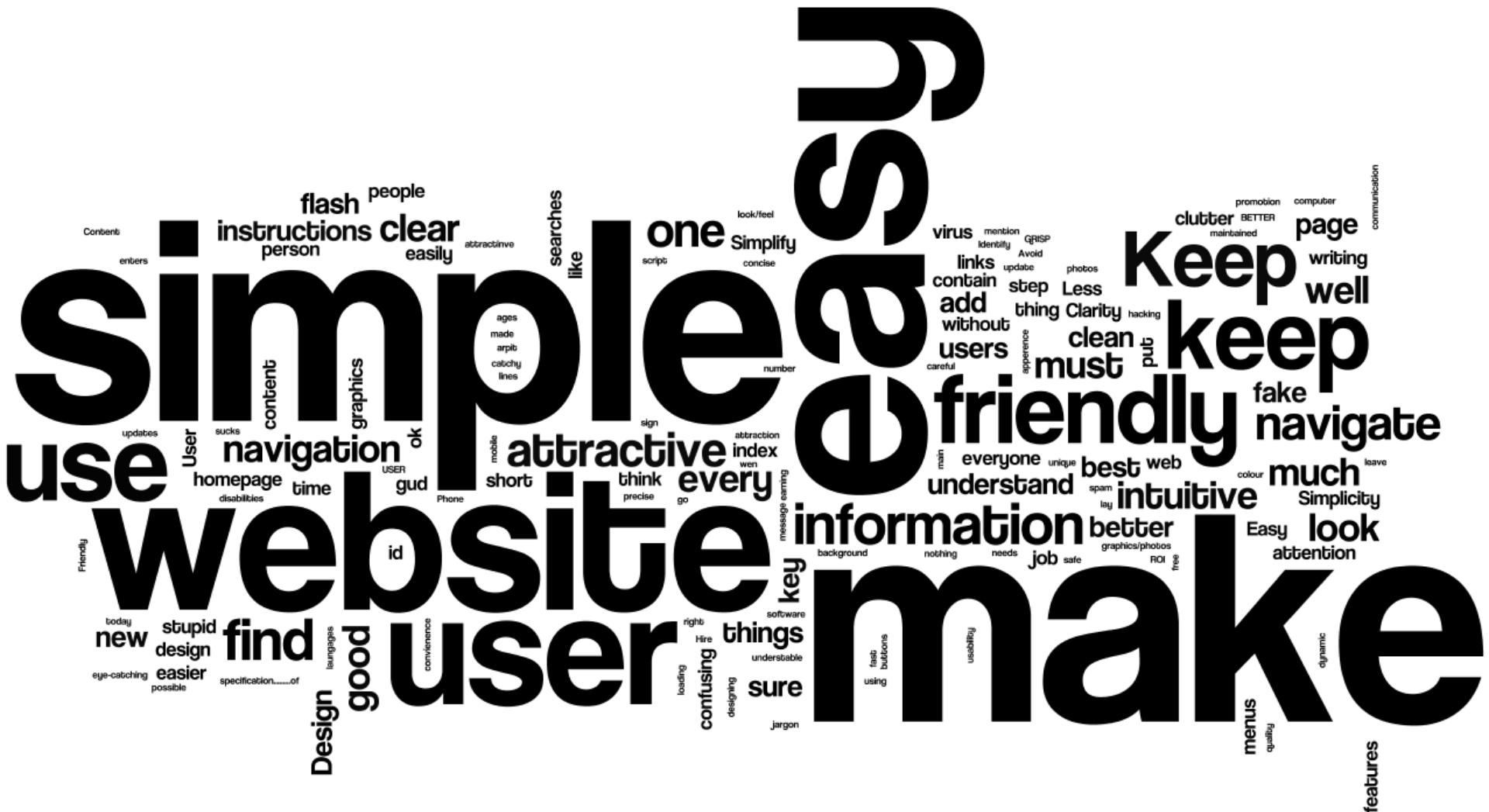


n=174 Consumers (do not work in marketing or at a marketing agency)

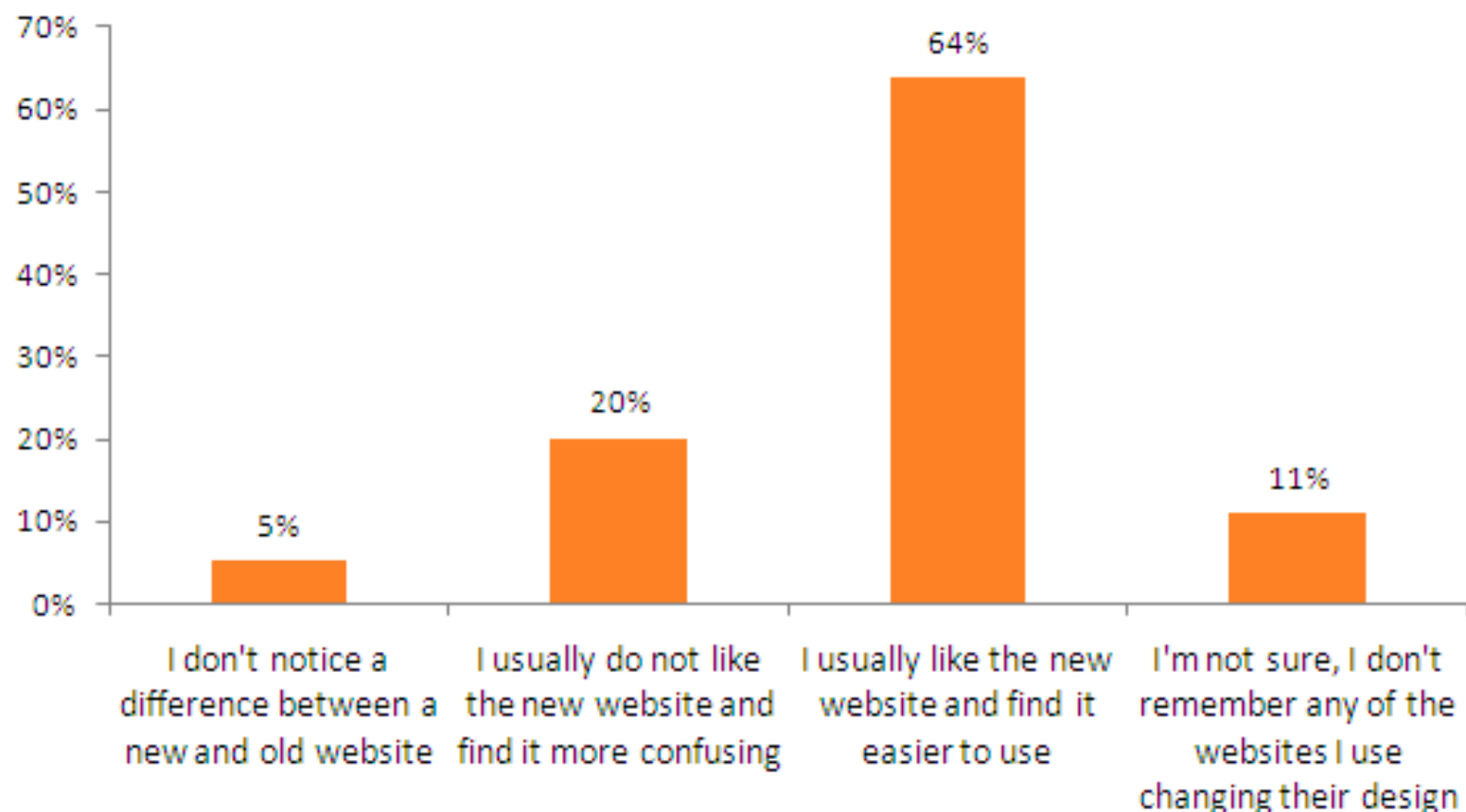
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Consumers: "If you could offer advice to someone who is about to design a new website, what would be the ONE most important thing you would tell them?"



How happy are you usually when a website that you use does a redesign?



n=174 Consumers (do not work in marketing or at a marketing agency)

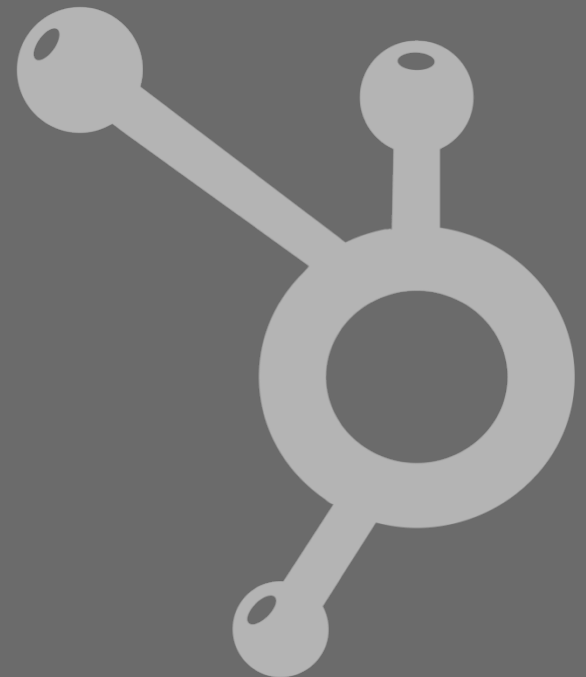
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TAKEAWAY:

What consumers want most is a website that is easy to use. Not flash, not design, not artwork.

#WebSci



CTA Buttons: One vs Two (test 1)

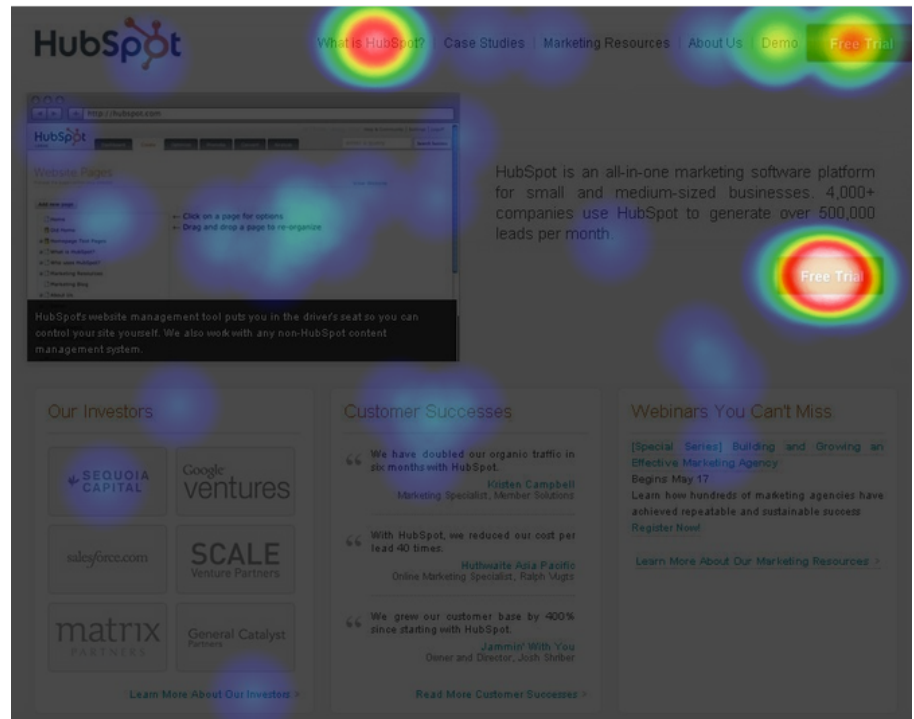


Multiple call-to-action (CTA) buttons:

- Less “stray” clicks
- More clicks on CTA buttons



CTA Buttons: One vs Two (test 2)



- Multiple call-to-action (CTA) buttons:
- Slightly more clicks on CTA buttons?



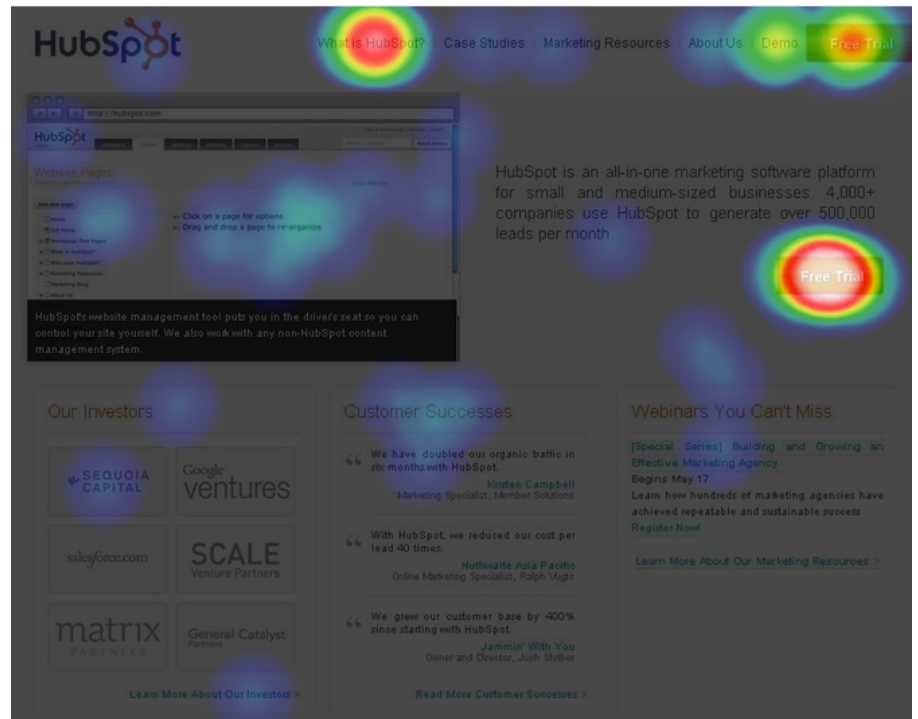
CTA Buttons: Right vs Left (test 1)



- Putting the call-to-action (CTA) button on the right:
- More clicks on CTA



CTA Buttons: Right vs Left (test 2)



Putting the call-to-action (CTA) button on the left:

- More clicks on CTA



Usability Testing Tools

- [FiveSecondTest.com](#)
- [FeedbackArmy.com](#)
- [UserTesting.com](#)
- [Loop11.com](#)
- Your friends & coworkers
- Your customers
- [Craigslist](#)



Seth Godin on Website Redesign



“I'm going to go out on a limb and beg you not to create an original design. There are more than a billion pages on the web. Surely there's one that you can start with?”

“Your car isn't unique, and your house might not be either...”

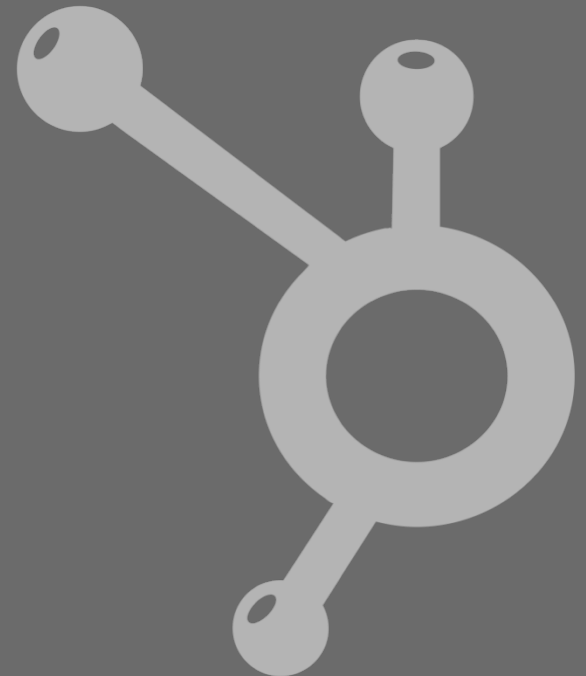
http://sethgodin.typepad.com/seths_blog/2007/10/how-to-create-a.html



TAKEAWAY:

Opinions about usability are useless. Watch your users as they complete tasks on your website.

#WebSci





METRICS

What are the best metrics to use for my website?

Are metrics important to a website redesign project?



Did you try to measure any statistics to gauge the effectiveness of the website redesign?

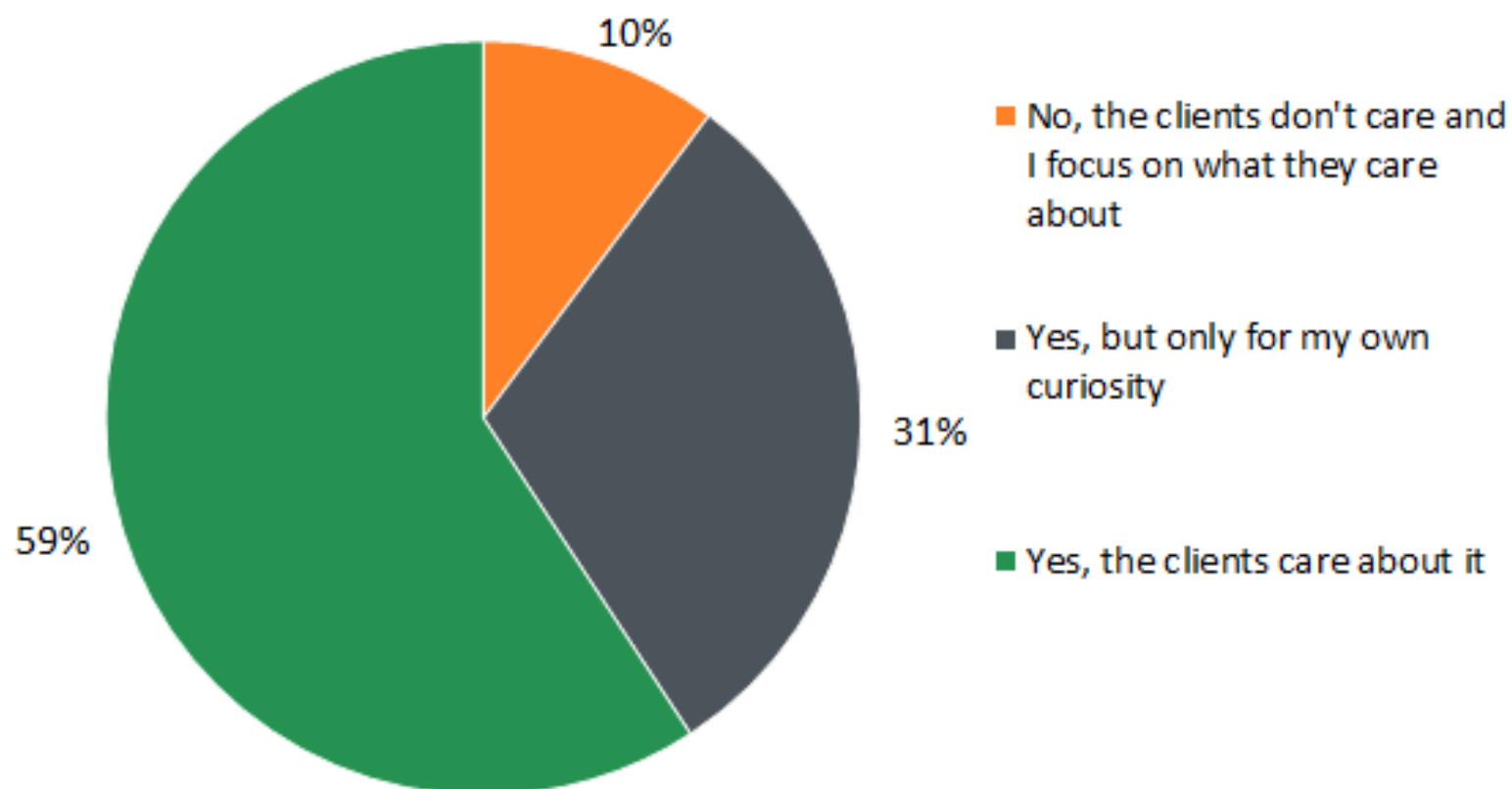


n=164 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the *Science of Website Redesign* webinar: <http://HubSpot.com/WebSci>



Do you try to measure any statistics to gauge the effectiveness of a website redesign?

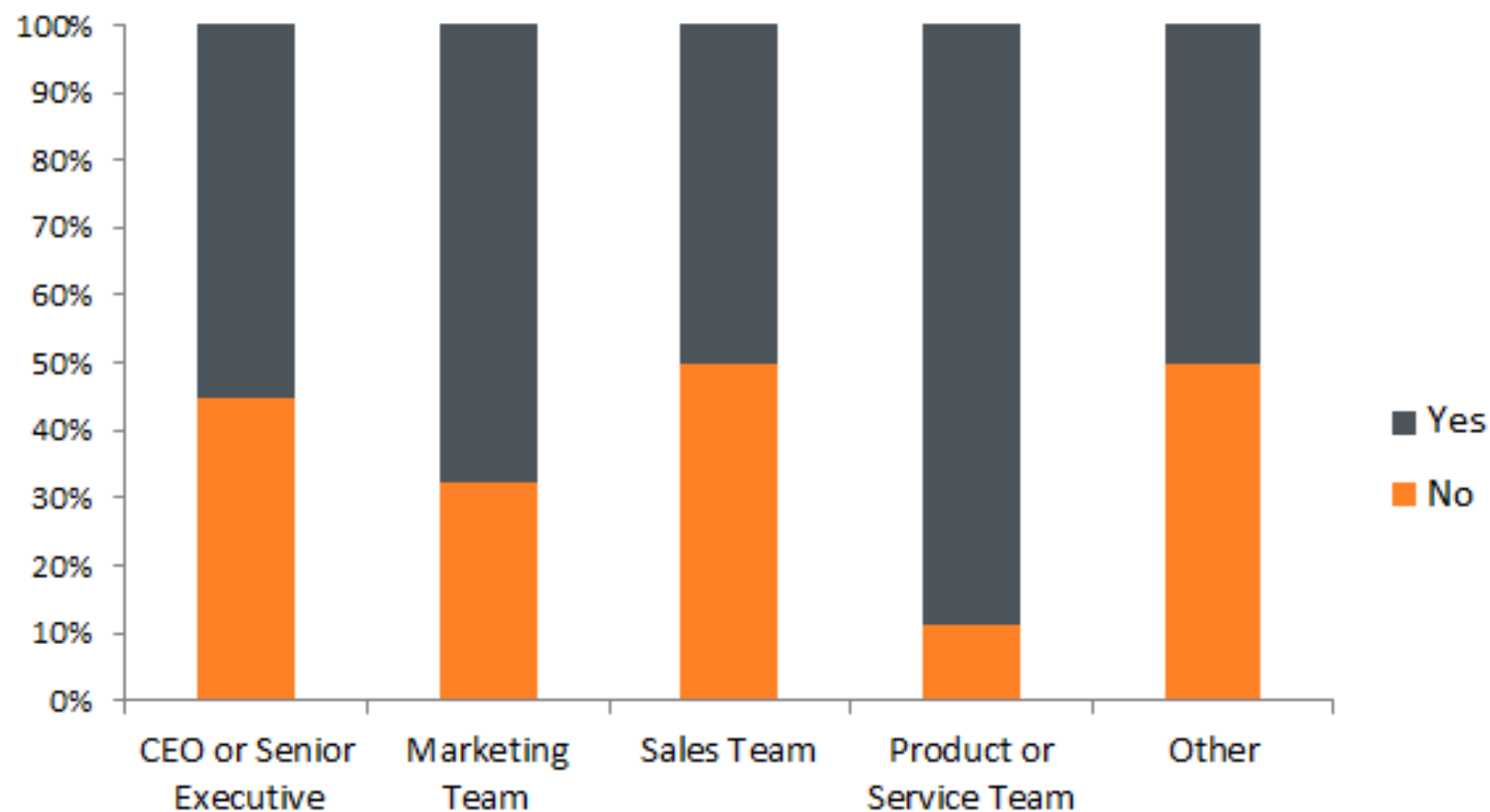


n=157 marketing agencies

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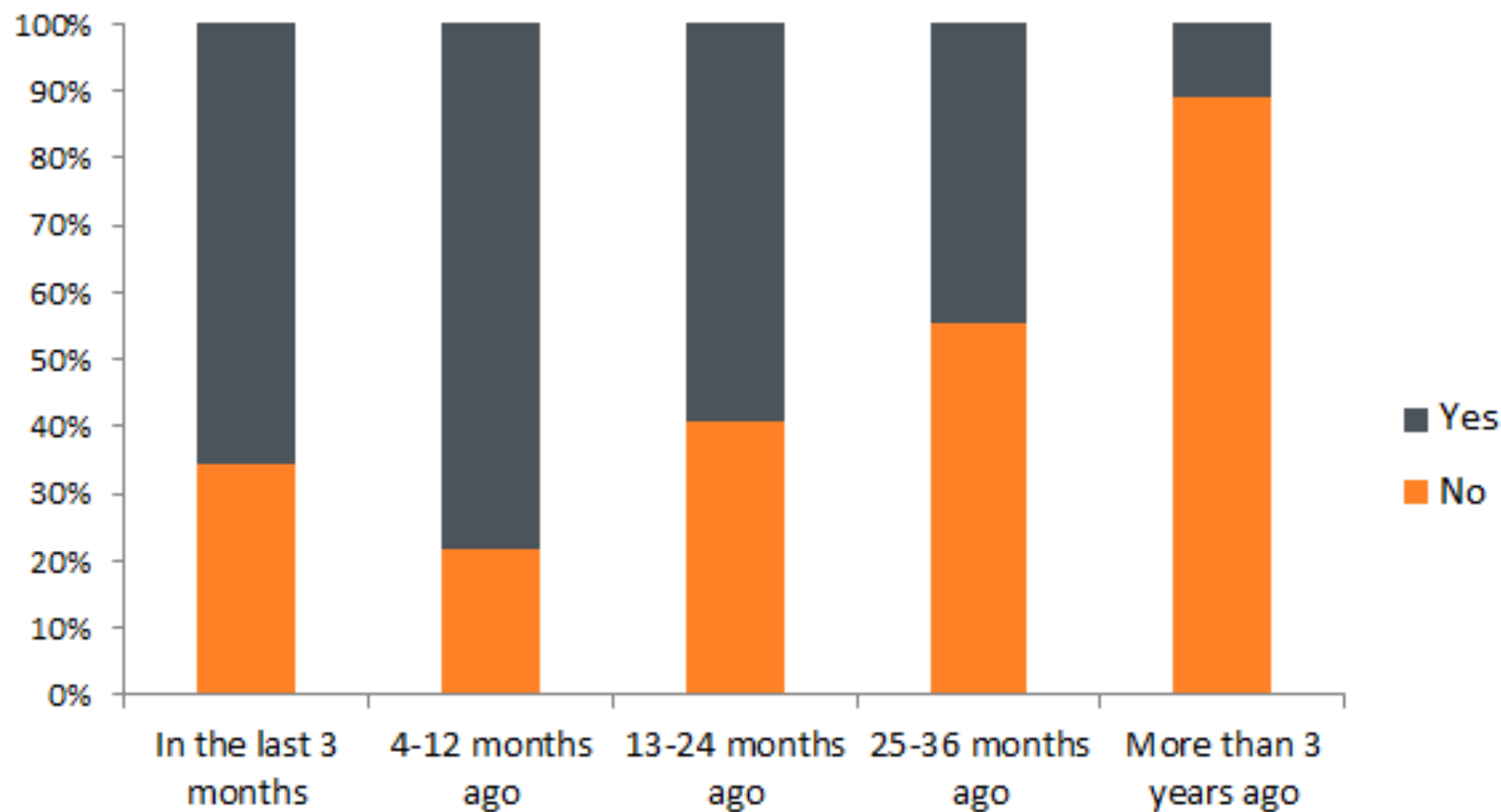
Did you measure stats for the redesign? (by role in company)



n= 49 for executive, 90 for marketing team, 6 for sales, 9 for product / service, 10 for other
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Did you measure statistics as part of redesign? (by recency of redesign)

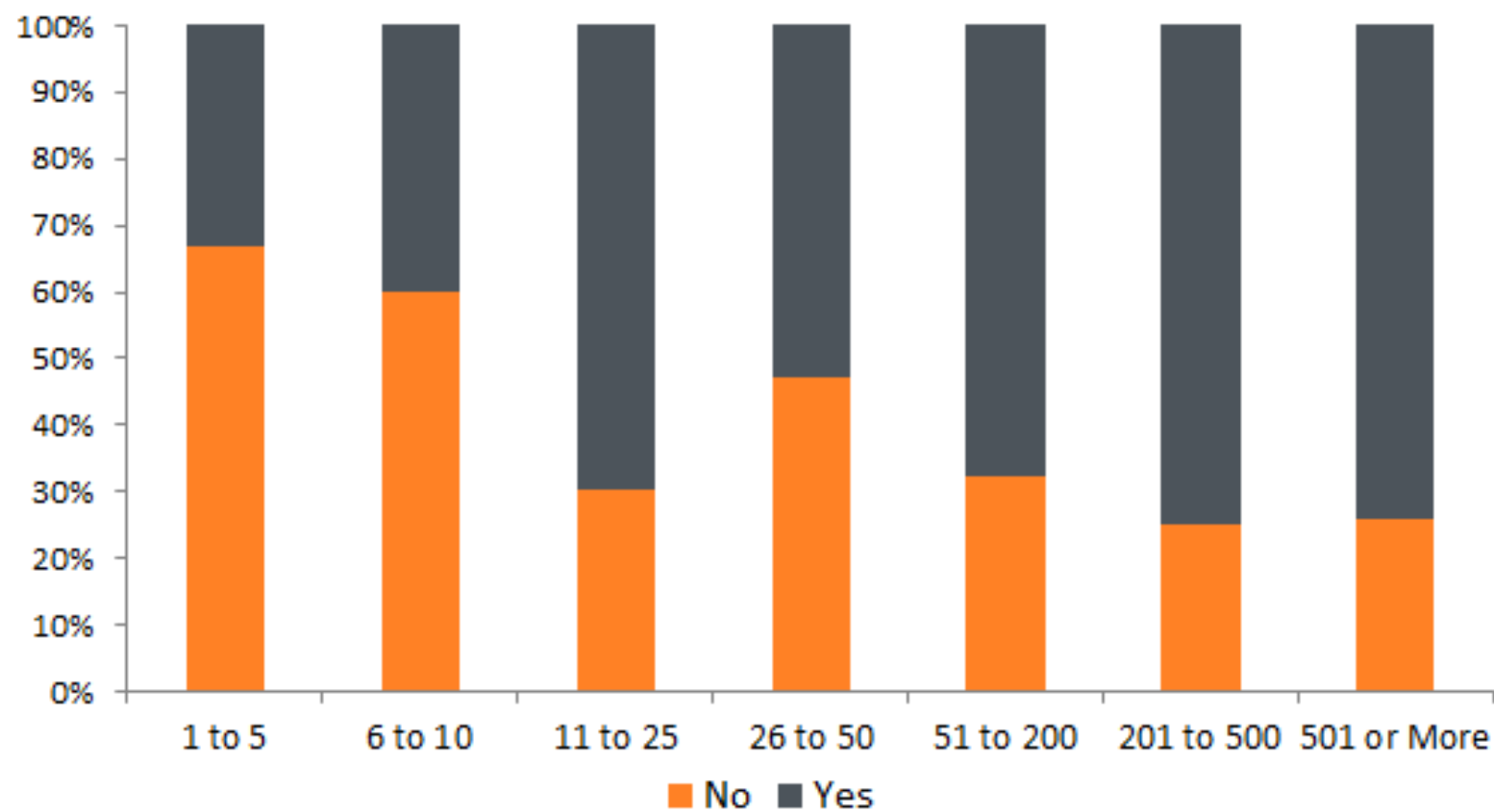


n= 164 Marketers (work in marketing in house at a company, not an agency)

Like this? You'll love the *Science of Website Redesign* webinar: <http://HubSpot.com/WebSci>



Did you use statistics to measure the website redesign? (by size of company)



n= at least 10 for each segment

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Did you use statistics to measure the website redesign? (by goal of redesign project)

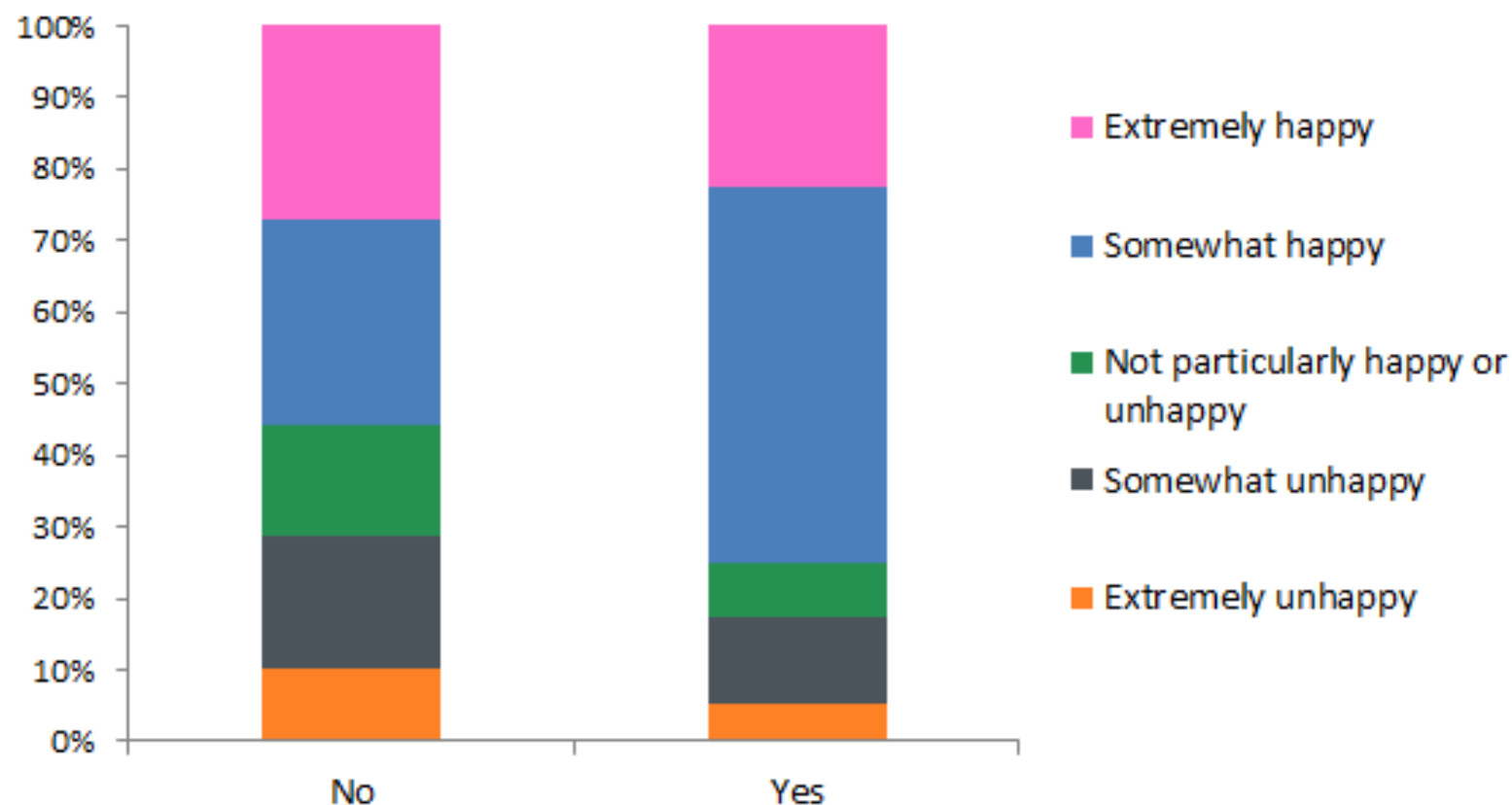


n= at least 48 for each segment

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Did you use statistics to measure the website redesign? (by happiness with redesign project)



n= 59 for no and 93 for yes

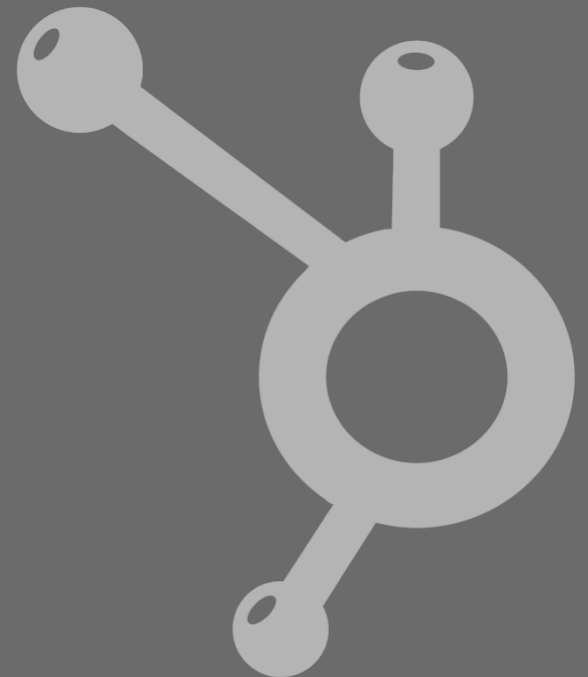
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TAKEAWAY:

Measuring stats with a website redesign gives better results and you're more likely to be happy.

#WebSci



Marketers and Agencies: "What statistics did you track before and after a website redesign? (list up to 5 metrics)"



Good and Bad Metrics

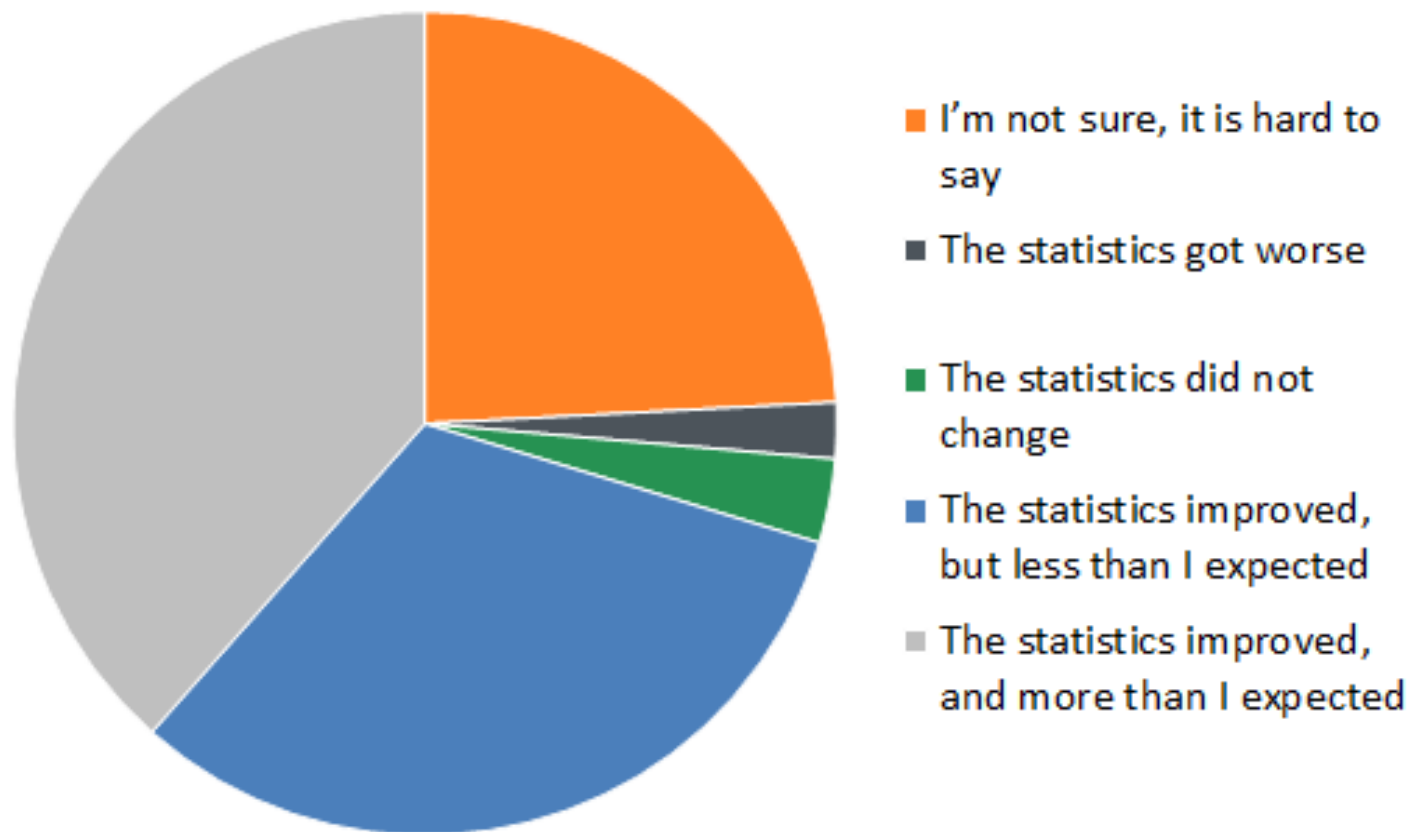
Better Metrics

- Visitors
- Leads
- Sales
- Conversion %
- All of the above, but by source

Worse Metrics

- Bounce rate
- Time on site
- Page views
- Pages / visit
- “Hits”
- Google rank

Did the statistics change the way you expected?

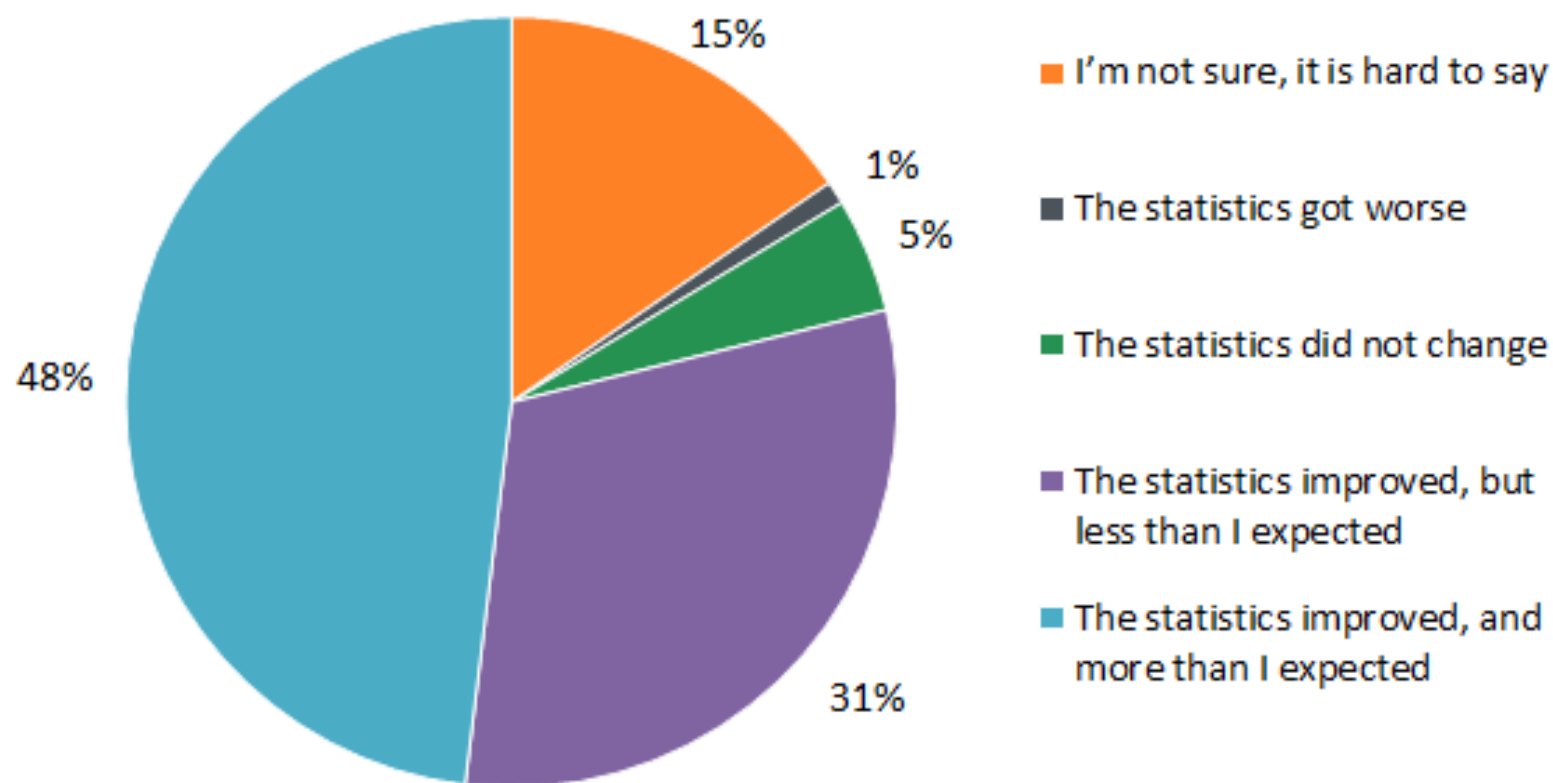


n=91 Marketers (work in marketing in house at a company, not an agency)

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Did the statistics you wanted to measure change in the way you expected?

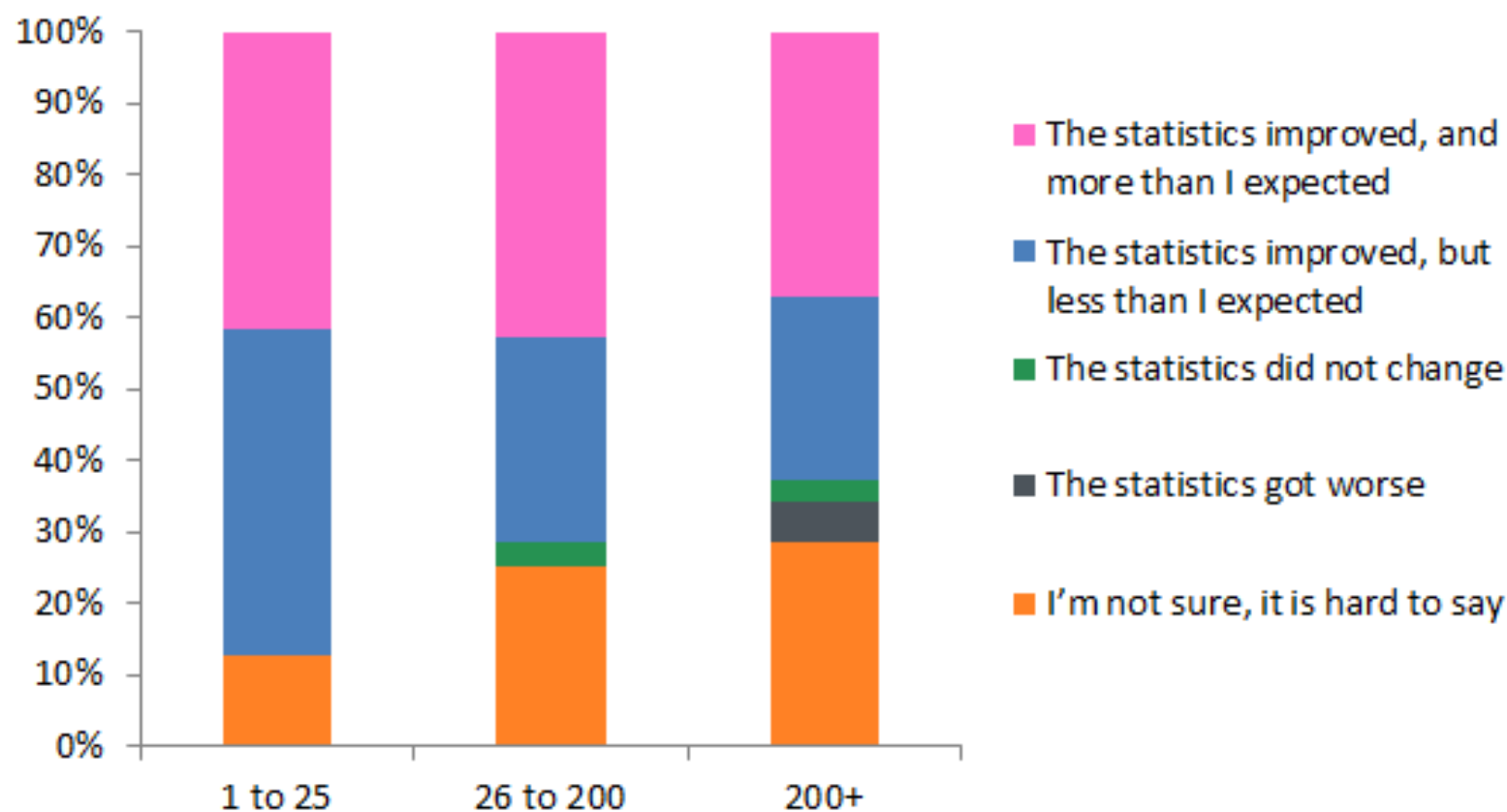


n=104 marketing agencies

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



How did the statistics change after the redesign? (by company size)

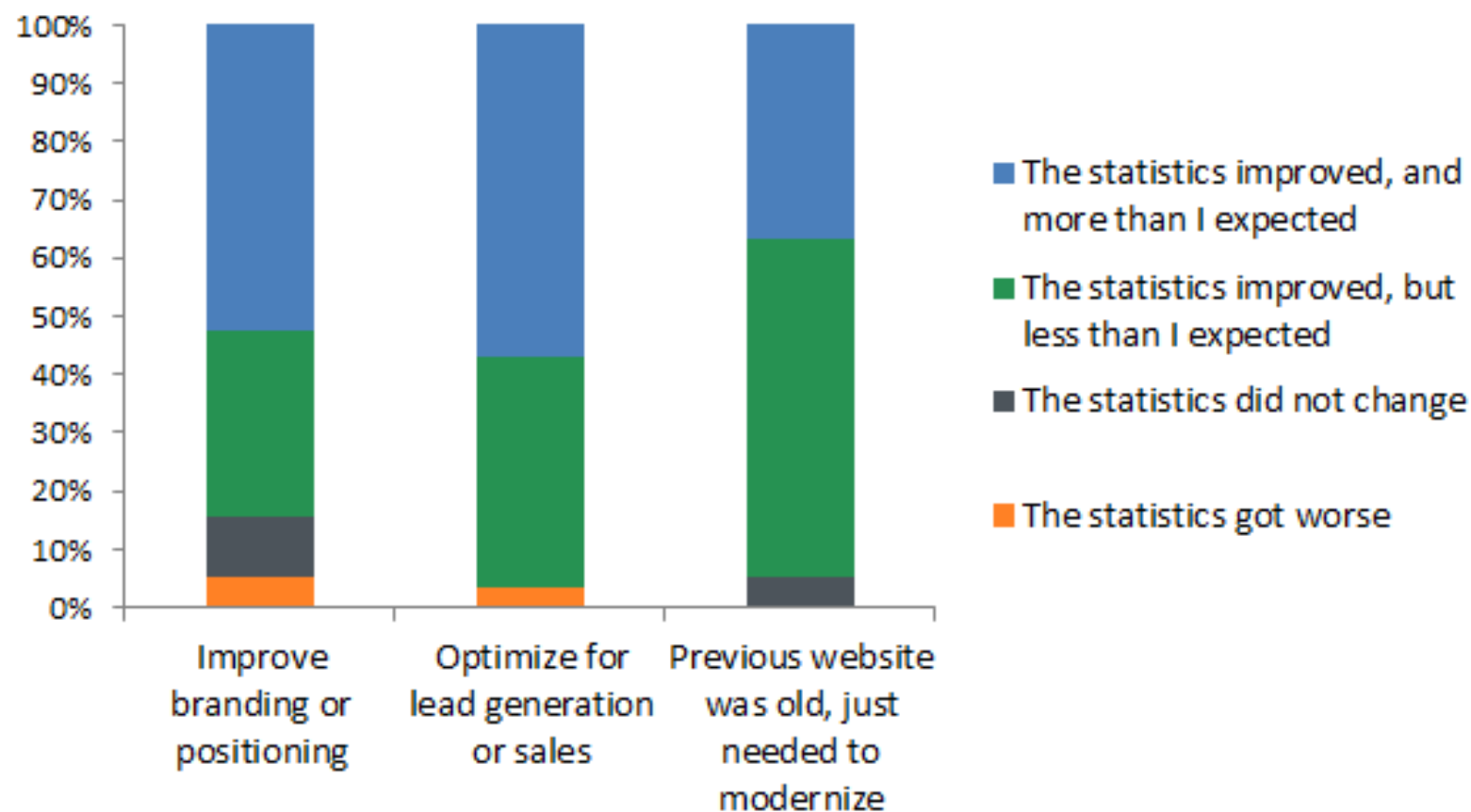


n= at least 24 for each segment

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Did the statistics you measured change? (by goal of redesign project)

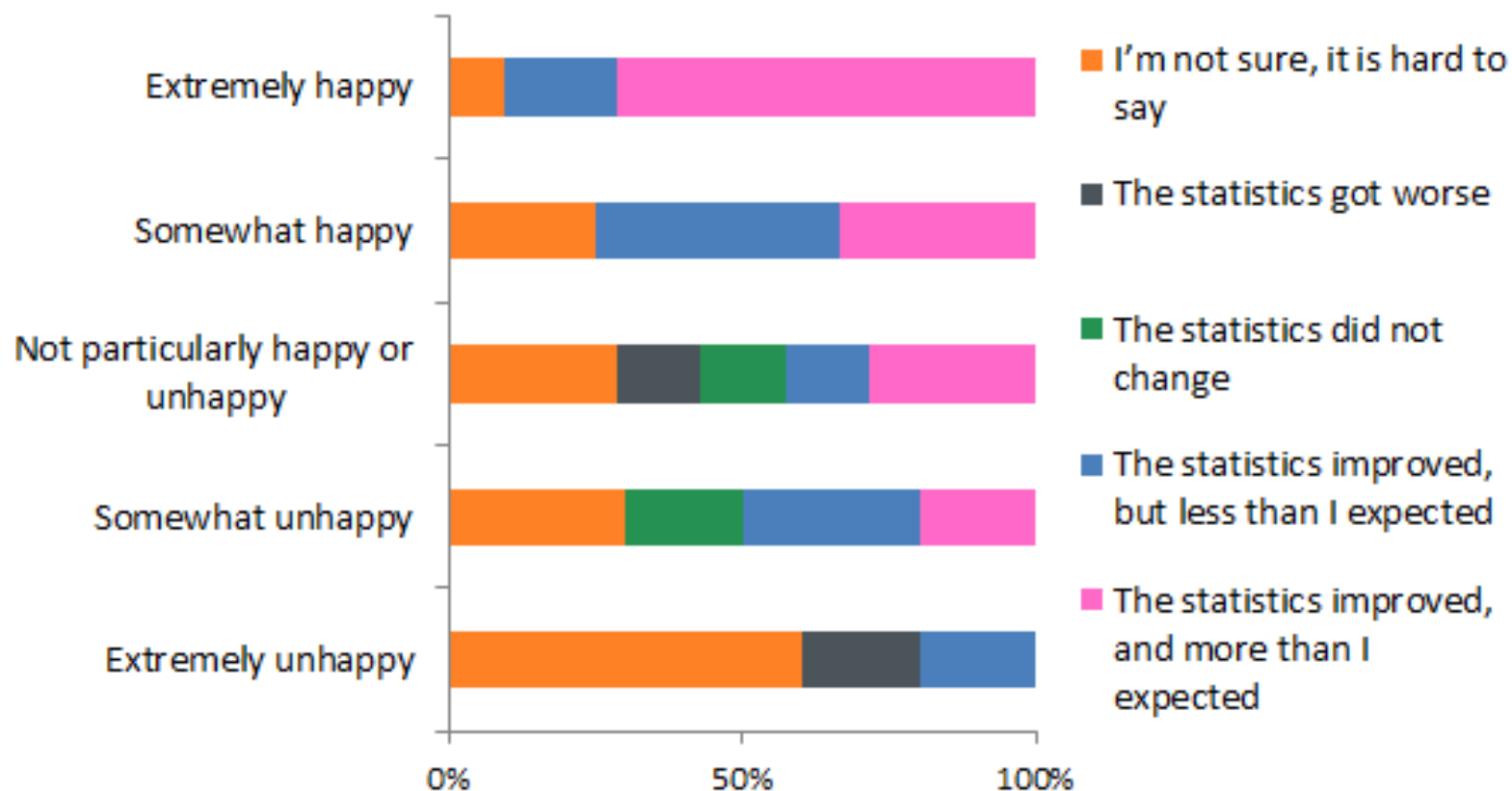


n= at least 19 for each segment

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



Were you happy with the website redesign project? (by how the statistics changed after the project)



n= 5 for extremely unhappy, at least 10 for other segments

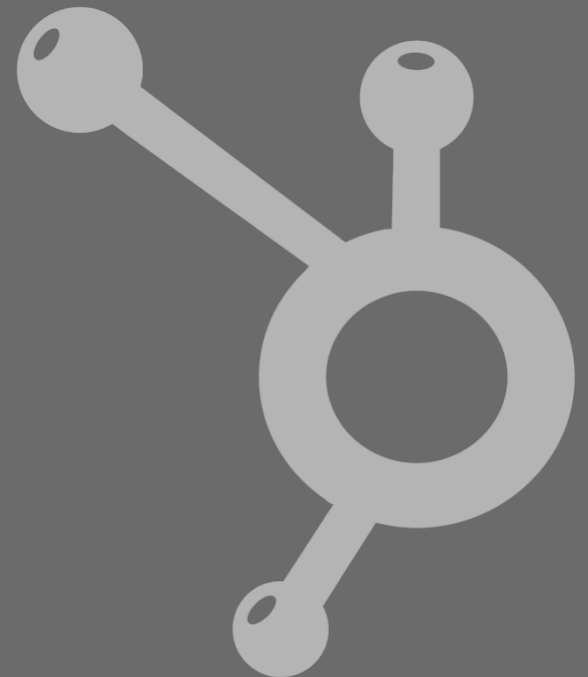
Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



TAKEAWAY:

If you measure stats, and
they improve, you're happy.
If they don't improve, you're
just not done yet.

#WebSci





HOW TO DO A WEBSITE REDESIGN

(Driven by science)



Before the Redesign

- Know your website's purpose
- Get metrics in place
- Set a goal for the redesign – have metrics for that goal
- Benchmark vs. competitors
- Audit your website assets to protect them



Website Redesign Pitfalls

- Removing valuable content
- Losing value of inbound links
- Losing SEO rankings
- Losing social media mojo
- Changing good conversion points



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Page Grader Detail ^{BETA}:

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www.hubspot.com/marketing-webinars

8

PAGE GRADE

6TH MOST POWERFUL PAGE

20

TOP 100 KEYWORD RANKS

20 IN THE TOP 10

18

INTERNAL LINKS

21 OUTBOUND LINKS

800

VISITS

13TH MOST TRAFFICKED PAGE

Rankings

	Keyword <input type="text"/> [go] [cl]	Relevance	Monthly Searches	Difficulty <input type="text"/>	Actual Visits ▼	hubspot rank <input type="text"/>
<input type="checkbox"/>	marketing webinar	<input type="text"/>	27	57	23	7
<input type="checkbox"/>	free marketing webinars	<input type="text"/>	> 19	56	19	1
<input type="checkbox"/>	marketing webinars	<input type="text"/>	> 19	58	19	9
<input type="checkbox"/>	seo webinars	<input type="text"/>	> 11	54	11	3
<input type="checkbox"/>	free marketing webinar	<input type="text"/>	> 10	55	10	1
<input type="checkbox"/>	free seo webinars	<input type="text"/>	> 5	55	5	2
<input type="checkbox"/>	hubspot webinar	<input type="text"/>	> 3	52	3	4
<input type="checkbox"/>	online marketing webinars	<input type="text"/>	> 3	55	3	1

20 Keywords found, displaying 1 to 10. [First/Prev] 1, 2 [Next/Last]

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8

PAGE
6TH

Link Analysis

Links are the most important factor in getting your pages to rank well in the search engines. There are two types of links: **internal links** and **inbound links**. In the search engines eyes, a link to a page on your website is a vote for that page. Each link, whether internal or inbound, will pass a variable amount of authority to that page.

Inbound Links

LINK	ANCHOR TEXT	SEO CREDIT	LINK GRADE
<input type="checkbox"/> http://www.virtualassistantforums.com/showthread.php?t=4081	here	✓	31
<input type="checkbox"/> http://www.virtualassistantforums.com/showthread.php?t=3947	here	✓	31
<input type="checkbox"/> http://www.virtualassistantforums.com/showthread.php?p=35867	here	✓	31
<input type="checkbox"/> http://www.mylifestartingup.com/2008/04/webinars-hubspot.htm...	http://www.hubspot.com/marketing-webinars	✓	23
<input type="checkbox"/> http://www.facebook.com/wall.php?id=6039999393	http://www.hubspot.com/marketing-webinars	✓	0
<input type="checkbox"/> http://www.naymz.com/ajax/feed.action?profile.id=376	Marketing Webinars	✓	0

Explore links to this page in [Link Grader](#).

☐

online marketing webinars



> 3

55

3

1

20 Keywords found, displaying 1 to 10.[First/Prev] 1, 2 [Next/Last]

Use HubSpot to Find Your Assets

Page Grader Detail BETA :
www.hubspot.com/marketing-webinars ↗

8
PAG
6TH

Rank

20 Keywords for

Explore

online

VIEW ALL PAGES

800

Link Analysis

Links are the most important factor in getting your pages to rank well in the search engines. There are two types of links: **internal links** and **inbound links**. In the search engines eyes, a link to a page on your website is a vote for that page. Each link, whether internal or inbound, will pass a variable amount of authority to that page.

Internal Links

⚠ To improve the performance of this page in search engine rankings, the anchor text of the links below should include the keywords from the rankings section above.

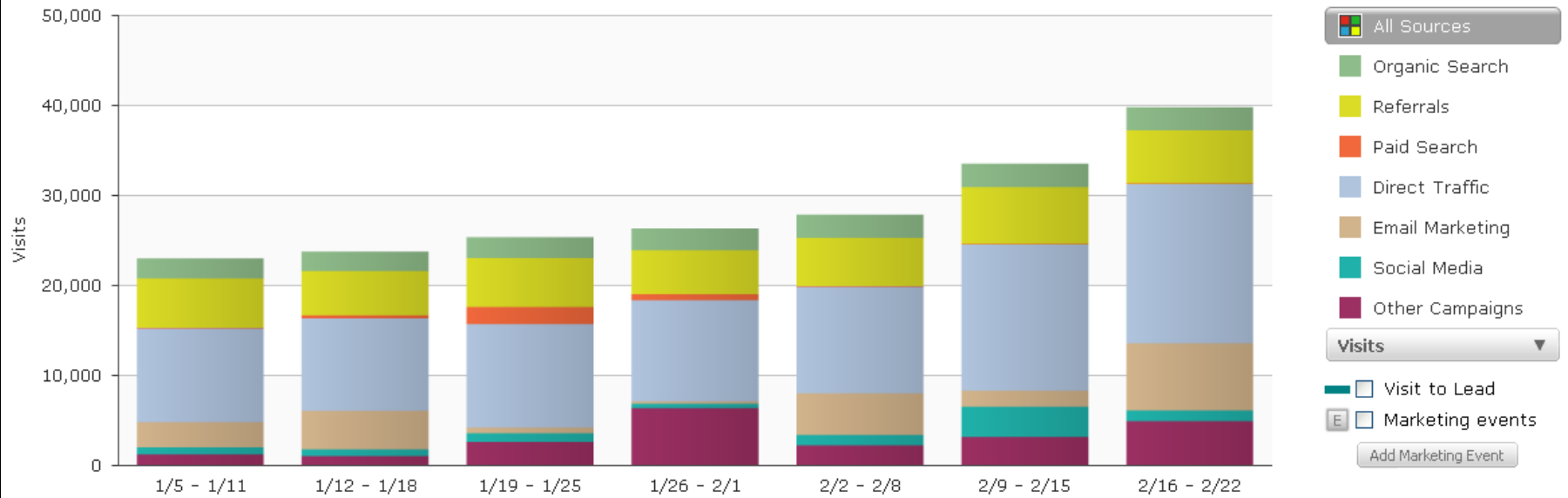
LINK	ANCHOR TEXT	SEO CREDIT	LINK GRADE
http://www.hubspot.com/company/internet-marketing-events <small>↗</small>	Marketing Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/business-blog... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/detailed-keyw... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/how-blogs-fal... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/improving-sea... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/lead-conversi... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/link-building <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/marketing-lin... <small>↗</small>	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/reverse-the-p... <small>↗</small>	Webinars	✓	--

Measure Your Website w/HubSpot

Visits for All Sources

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Jan 5, 2009 - Feb 22, 2009



Measure Your Website w/HubSpot

SOURCES	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Organic Search	16,953	4%	671	2.7%	18	0.11%
Referrals	38,270	14%	5,399	0.94%	51	0.13%
Paid Search	3,214	8.9%	285	2.1%	6	0.19%
Direct Traffic	89,087	2.3%	2,047	3.5%	72	0.08%
Email Marketing	21,940	16%	3,613	1.2%	42	0.19%
Social Media	8,706	5.9%	510	1.4%	7	0.08%
Other Campaigns	21,055	27%	5,776	0.97%	56	0.27%
Totals	199,225	9.19%	18,301	1.38%	252	0.13%



During the Redesign

- Protect your marketing assets
- Test usability with real users
- Build the new website with tools to empower your team (CMS, LP, blog, analytics)



Use HubSpot to Edit Your Website

[Edit Logo](#)[Page Properties](#)








INTERNET MARKETING BLOGGRADER.COMCUSTOMER LOGIN


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Inbound Marketing Communities
Inbound Marketing University
Marketing Whitepapers & eBooks
Marketing Kits
Inbound Marketing Blog
Marketing Videos
Marketing Video Podcast
Marketing Tools
Marketing Studies & Reports
Inbound Marketer of the Month

Marketing Resources

SaveCancelB I U       ABC HTML  more »



Marketing Webinars

Collection of upcoming and archived internet marketing webinars on a variety of topics, from blogging, to search engine marketing, to press releases.

Upcoming Webinar: [Redesign Your Website According to Inbound Marketing Best Practices](#)

- Join HubSpot's VP of Marketing in this free webinar to learn how to perform a **successful website redesign**.
- **Date & Time:** Friday, Oct 8, 2010 at 12pm EDT

Upcoming Webinar: [The Science of Lead Generation](#)










Use HubSpot to Blog

PreviewSave DraftPublish« Optimize BETA

ArticleAdvanced

*Title

*Article Body

B *I* U          more

Tags

#IMU301 RedirectAdvertisingAnalyticsB2B Marketing

enter a comma-separated list of words describing your post

Missing Article Body

The blog post is empty!

Missing Meta Description

Title Missing Keyword

The title should contain at least one of the keyword phrases that you've entered in Keyword Grader. Place your keyword as early in the title as possible.

Missing Meta Keywords

Missing Tags

The blog post should have at least one tag

Use HubSpot to Blog

ARTICLE	PUBLISHED	AUTHOR	COMMENTS	INBOUND LINKS	PAGE VIEWS
Research: Content Beats Contact for Generating Leads ↗	Today	Dan Zarrella	7	0	715
7 Things Your Blog's Sidebar Can't Live Without ↗	Today	Diana Freedman	14	2	1,600
Facebook Launches New Groups Feature ↗	Yesterday	Kipp Bodnar	5	4	2,016
3 Form Fields That Kill Landing Page Conversion Rates ↗	Yesterday	Dan Zarrella	20	0	1,745
10 Opportunities You're Missing on Thank You Pages ↗	Yesterday	Billy Macdonald	13	5	1,972
New Data: Social Media and Email Best for Organic Lead Conversion ↗	2 days ago	Dan Zarrella	12	3	1,141
Sell Online Marketing to Your Boss: 7 Euphemisms Everyone Needs ↗	2 days ago	Kipp Bodnar	22	4	2,021
Top 5 Inbound Marketing Articles to Start the Week: Make Love to Direct Traffic ↗	3 days ago	Pamela Seiple	10	3	1,124
New Data: Want More Leads? Offer Downloadable Content ↗	6 days ago	Dan Zarrella	16	6	1,566
Methodology: Brainstorming Awesome Business Blog Posts ↗	1 week ago	Brian Whalley	22	0	1,349
When To Test: The Importance of Primary Conversion Goals ↗	1 week ago	Jeanne Hopkins	9	0	613
7 Website Redesign Tips ↗	1 week ago	Mike Volpe	5	20	7,838

Track Conversions HubSpot

Landing Pages

Build and analyze landing pages

228

NUMBER OF LANDING PAGES

1,000,000

TOTAL PAGE VIEWS

277,754

TOTAL FORM SUBMISSIONS

27.78%

TOTAL CONVERSION RATE

PAGE NAME	CONVERSION RATE
Internet Marketing Kit - Website Grader (SEO)	34.27%
Social Media Marketing Kit	31.47%
Inbound Marketing Kit	32.46%
Bloggging Kit	26.58%

Use HubSpot to Build Landing Pages

[WHAT IS HUBSPOT?](#) [WHO USES HUBSPOT?](#) [MARKETING RESOURCES](#) [ABOUT US](#) [DEMO](#) [FREE TRIAL](#)

[\[+\] Add Module](#)
[Reorder Modules](#)

Free Internet Marketing Kit with Video and a 12-Page Whitepaper

[Edit](#) [Remove](#)



5 Tips to Turn Your Website into a Marketing Machine

Mike Velazquez
VP Marketing
HubSpot
1-800-482-0182 x2
mvelaz@hubspot.com

HubSpot

Video with tips about search engine optimization (SEO) and lead conversion.

Make sure your company is leveraging Internet marketing best practices with

Improve Your Website - Fast and Easy Tips

[Save](#) [Cancel](#) **B** *I* U          [more](#) »

Did you complete a HubSpot Website Grader report and were unhappy with your score? Our free Internet Marketing Kit gives you the tips and tricks you need to improve your score so you can optimize your website to get found by more visitors and convert higher percentages of them to leads and paying customers.

The Internet Marketing Kit contains the following valuable information:

- **Video:** Search Engine Optimization (SEO) - Learn how to get found in the search engines (1 hour)
- **Video:** Blogging for Business - Learn how to get found in the blogosphere (1 hour)

Download Free Internet Marketing Kit



HubSpot to Build Landing Pages

Download Free Internet Marketing Kit

First Name *

Last Name *

Email ([privacy policy](#)) *

Company *

Company *

Phone *

Website URL *

Your Role at Company: *

- Please Select -

Add Field

Edit field

Standard Contact Fields

Separator/Text

Additional Notes	Annual Revenue
Attended Group Demo	Authority Description
Authority Rating	Bad Lead Reason
BD Opportunity	Budget Description
Budget Rating	Call No VM Attempt #
City	Competitor 1 URL
Competitor 2 URL	Competitor 3 URL
Country	CRM System
Current Owner	Demo Request Date
Demo Requested	Demo Time Requested
Description	Do Not Call
DupeBlocker - Ignore	ecommerce lead
Email Attempt #	Email Opt Out

HubSpot to Build Landing Pages

Landing Pages

Build and analyze pages with forms

419

NUMBER OF LANDING PAGES

1,629,376

TOTAL PAGE VIEWS

457,257

TOTAL FORM SUBMISSIONS

28.06%

TOTAL CONVERSION RATE

Create New Landing Page

Search

[Go To Form Manager »](#)

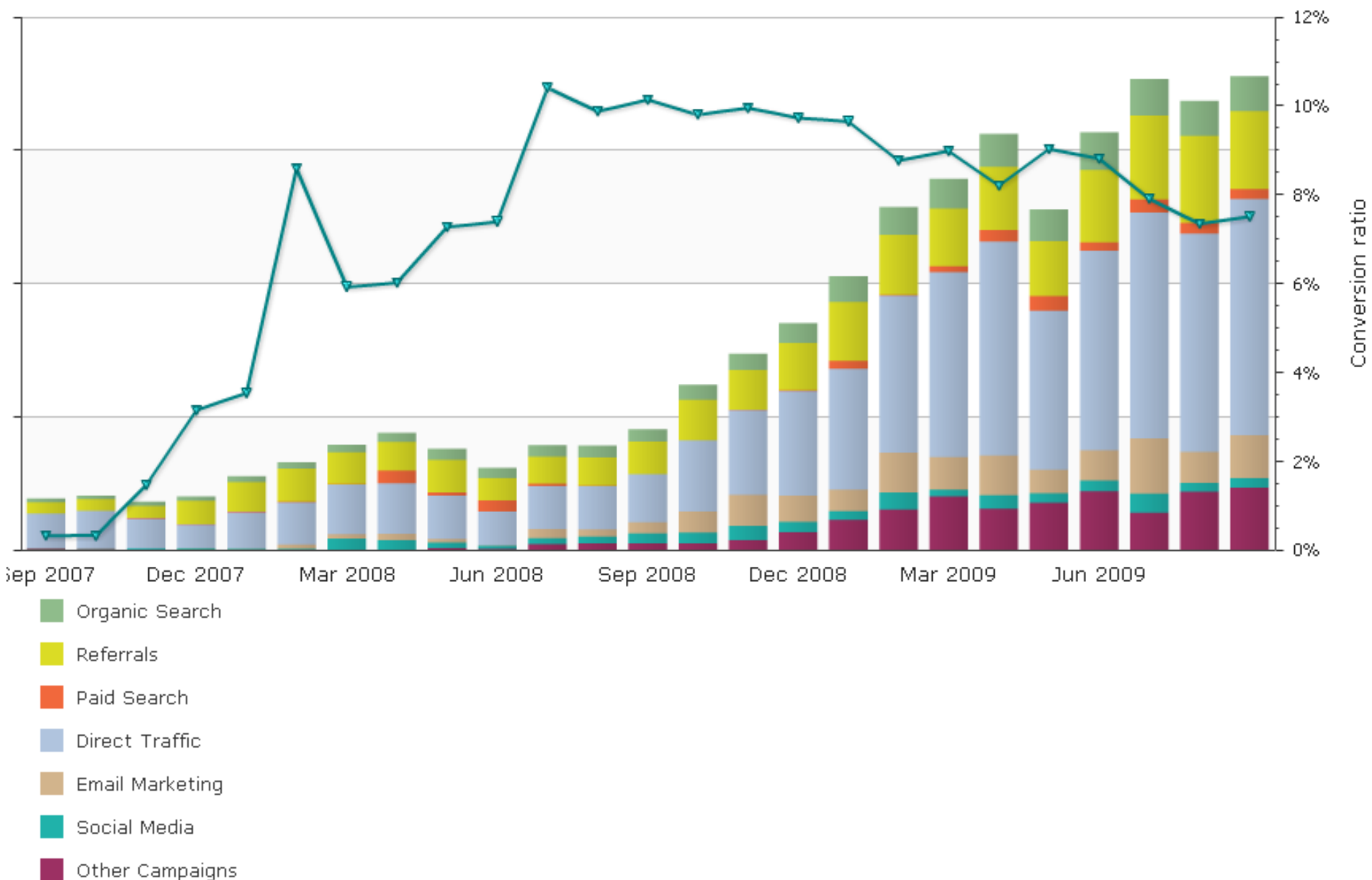
PAGE ▲	VIEWS ▼	SUBMISSIONS ▼	CONVERSION RATE ▼	LEAD NURTURING CAMPAIGN
5 Tips - 10 tip 5	752	4	.53%	
5 Tips - 11 resources	617	16	2.59%	
5 Tips - 2	4,403	307	6.97%	
5 Tips - 3 outbound inbound	7,692	135	1.76%	
5 Tips - 4 research	2,853	41	1.44%	
5 Tips - 5 search	3,806	49	1.29%	

After the Redesign

- Continue to test and optimize
- Measure against goals
- Keep building your website –more content, more offers, etc.



Measure Marketing w/HubSpot



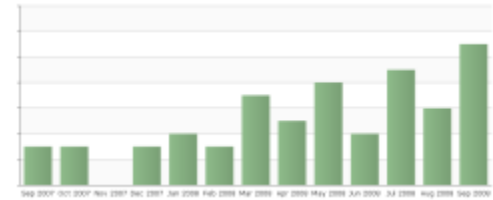
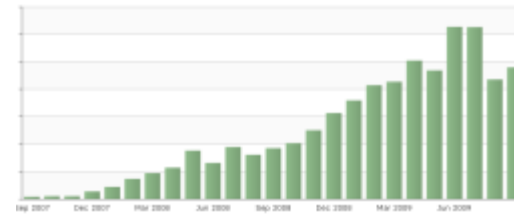
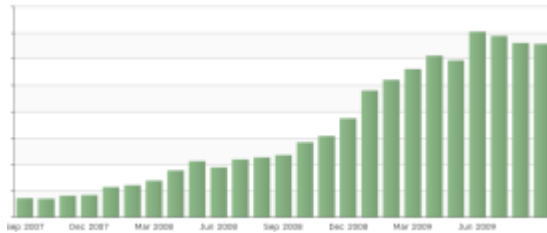
Measure Marketing w/HubSpot

Visitors

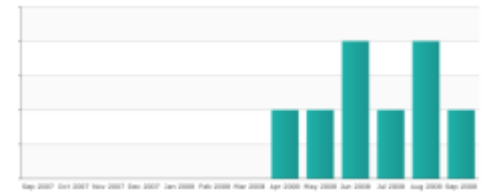
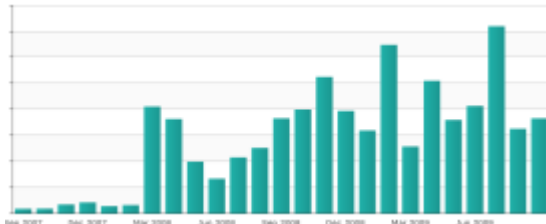
Leads

Sales

SEO



Social Media



REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS ▼	VISIT TO CUSTOMER	VISITS BY MONTH
websitegrader.com		25%		1.2%		.3%	
blog.hubspot.com		8.9%		.97%		.087%	

Website Redesign Cheat Sheet

Before

- Know your website's purpose
- Get metrics in place
- Set a goal for the redesign – have metrics for that goal
- Benchmark vs. competitors
- Audit website assets to protect them

During

- Protect your marketing assets
- Test usability with real users
- Build the new website with tools to empower your team (CMS, LP, blog, analytics)

After

- Continue to test and optimize
- Measure against goals
- Keep building your website –more content, more offers, etc.



Thank You!



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Your Next Step:

Free website assessment
www.HubSpot.com/IMA

