

Performance Marketing

April 2009



Good News

Online retail showed signs of life in March as the average number of items per order increased 12% and the average purchase amount went up 4%, according to data from online marketing company Coremetrics.

Source: *Online Media Daily*, April 2009

Dear Reader,

Welcome to Performance Marketing, the monthly newsletter for online marketers looking for results.

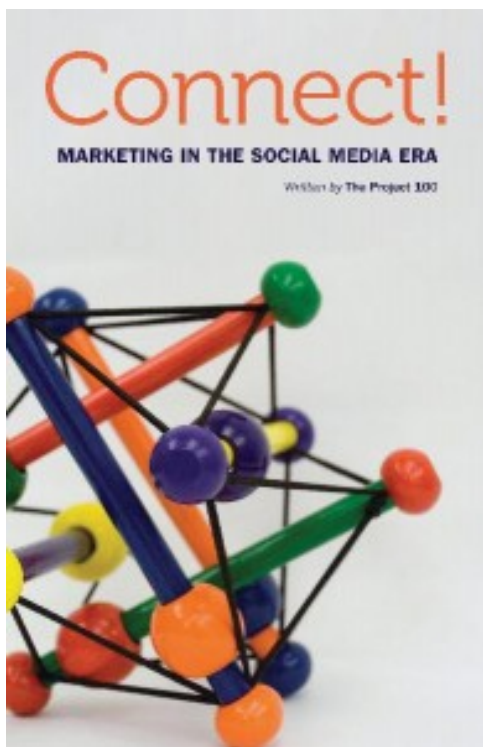
Quick question: what do Queen Elizabeth II and the e-newsletter UrbanDaddy have in common? Both have just relaunched their websites with more content and search engine-friendly features. And they're not alone. Despite the downturn, many organizations are choosing to update their sites now to improve usability and search engine rankings.

Companies as diverse as Time Inc.'s Real Simple brand, Blinkx video search engine, and L'Oreal's Pureology Serious Color Care are responding to customer demand for cleaner interfaces, more video content, interactivity and improved search functionality.

The challenge is to keep your customers AND the search engines happy with a redesigned site that improves usability and search engine optimization. A site that provides a great user experience but can't be indexed by search engines is as undesirable as a site that ranks well but can't convert customers. Read this month's feature article to find out how to improve rankings, usability and conversions.

All the Best,
Daniel Laury
Founder, President and CEO,
LSF Interactive

Stat of the Month: Men in the Minority



[100 authors. 400 words each. 1 Topic. 1 Great Cause.](#) LSF's Dave Peck is one of 100 marketers who share their thinking on Marketing

in the Social Media Era. All profits go to Susan G. Komen for the Cure.

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Find out what's new online from David Peck, New Media Strategist, LSF Interactive.

Facebook Milestone

According to the company, [Facebook](#), one of the most popular social networking sites on the planet, added its 200 millionth user on April 8, 2009.

If Facebook were a country, it would be the fifth-largest in the world after China, India, the US and Indonesia.

Kudos

"LSF Interactive's pay-for-results model means we reduce both the risk and cost of acquiring new customers on the web because we only pay when we get a sale. There's no risk to us at all - not even for cash flow management. Frankly, it doesn't get any better than that."

Steve Kerford

Director of Online Sales

Niman Ranch

Performance Marketing

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eMarketer estimates there are 95.9 million males online in 2009, or 48.2% of the Internet population, compared with 103.2 million females.

Although the US Internet population will continue to grow, by 2013 males will make up just 47.9% of the online population, and at 105.9 million users will still be the minority.

US Internet Users, by Gender, 2008-2013 (millions and % of total)

	2008	2009	2010	2011	2012	2013
Male	93.0	95.9	98.9	101.4	103.7	105.9
% total	48.2%	48.2%	48.2%	48.1%	48.0%	47.9%
Female	99.9	103.2	105.3	109.4	112.3	115.2
% total	51.8%	51.8%	51.8%	51.9%	52.0%	52.1%

Note: an Internet user is anyone who accesses the Internet at least once per month from any location

Source: eMarketer, February 2009

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www.eMarketer.com

Secrets of Customer Acquisition

In this economy customer acquisition is critical, and search engine marketing is a key tool to attract new buyers. But to leverage search, you need to make sure that both search engines and customers can move through your site intuitively. You need a site that converts visitors into customers.

While well-designed SEO improves rankings to drive traffic, it's also important to streamline navigation and add content that appeals to consumers who want to find information quickly, and, ultimately, sign up as a lead or make a purchase.

When implemented together, SEO and usability enhancements are effective techniques to boost conversion rates and close the sale.

How do you know it's time to revisit your SEO strategy and redesign your site?

Your rankings are slipping.

If your site once enjoyed prominent listings on Google, Yahoo!, MSN Live, or one of the other specialized search engines but is not on the top 10 (B-to-C) or top 30 (B-to-B) results for your most searched for keywords, it's time to update.

Your competitors outrank you.

Search on a handful of keywords that your customers typically use to find you. See who else shows up. You might be surprised by who is in your space and how well they're ranking, especially if

Feedback

If you have a topic you'd like to see in *Performance Marketing Newsletter*, send an email to daniel@lsf-corp.com



Contact Us

If you'd like to find out more about performance marketing, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

Email: daniel@lsf-corp.com

New clients in the U.S. can call:

Eastern Region
Ian Bardorf
617.823.0303
ibardorf@lsf-corp.com

Western Region
Anne Dautun
415.336.7077
adautun@lsf-corp.com

Tell a Friend

You're receiving this newsletter as a friend of LSF Interactive. For

they're now surpassing your site.

Visitors don't become buyers.

A well-optimized site will generate traffic, but you need to fine-tune if those visitors aren't becoming customers. Attracting prospective clients and customers to your site is only half the struggle-the other half is actually making the conversion or sale.

Making it work.

One way to increase your conversion rate is to make sure your site is easy to navigate and information is easy to find. You need to have a clear message and a prominent, above the fold, call to action. Colors, look and feel, themes need to be thoroughly tested to appeal to consumers or clients. You need to think about integrating dynamic content.

Below are a few steps you can take to improve search engine visibility, usability and, ultimately, conversions:

Take a second look at your site.

Most sites change over time as your company unveils new products, services and content. That's why it's crucial to put yourself in your visitors' shoes and evaluate what they experience.

Ask yourself if visitors can quickly find what they are looking for. Searchers in general are spending less and less time browsing. If your site is confusing or hard to navigate, they'll simply move on.

If your product offering evolves rapidly and you need to make frequent changes, think about implementing a dynamic content management system.

Don't assume product knowledge.

Even though you know your product inside and out, your prospects probably don't. Show them why it is the best, how it can be used and how it will benefit them. Offer free demos or trials or provide customer testimonials or third-party reviews from professional sources.

Find out what customers don't like.

Your analytics technology should be able to tell you where visitors enter your site and what content interests them. But it's also crucial to find out what isn't working. Look at page views and track bounce rates to get insight into when consumers left your site.

Use common terms.

When it comes to keywords, don't invent new words for familiar products. Search engines won't rank them among similar products or services. For example, lipstick, lip stain and lip color come in three different types of applicators. It can make a

more details, see the bottom of this email. If you would like to share it with a colleague, please [forward this message](#). You can subscribe at www.LSFInteractive.com.

About LSF Interactive

[LSF Interactive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Boston, MA, Paris, France, and Hyderabad, India.

difference in how well the terms rank in search engines.

Avoid jargon.

Many brand managers focus on product messaging rather than on how people are actually searching online for their product. Some common errors include the exclusive use of taglines, brand names and industry jargon instead of the language consumers are using to describe their needs, issues and problems.

Keep your promises.

To avoid destination disappointment, you must fulfill the promise of your offer or headline, whether you're directing traffic from pay-per-click and banner ads or links to specific pages. For example, if you advertise, "Order A Free Trial," then be sure to give searchers the free trial without making them jump through hoops, fill out long forms or read lengthy explanations of your other services or products.

Make it easy for customers to find you on the search engine results pages and to see your product's benefits once they arrive. By analyzing your site regularly, making sure it's easy to navigate and delivers what you promise, you'll convert your visitors into happy, long-term customers.

About Daniel Laury

As founder, president and CEO of the LSF Network Group, of which LSF Interactive is a division, Daniel brings global financial experience, technical qualifications and entrepreneurial drive to online marketing. Daniel is a co-founder of LuckySurf.com, a former multimillion-dollar division of the LSF Network Group. Whenever possible, Daniel sails the cold waters of San Francisco Bay or works out on his mountain bike.



Questions? Call 877.616.8226



LSF Interactive
395 Oyster Point Boulevard, Suite 110
South San Francisco, CA 94080
