
MAXIMIZE WEBSITE PAYBACK

KATHY SHWORAK

MAKE A REAL DIFFERENCE WITH YOUR WEBSITE



TOPIC: The Power of Widening the Funnel

(Do the math and “show me the money”) 60 – 90 Minutes

Is your audience wasting their time and money on Search Engine Optimization (SEO)?

In these times of recession and credit crunch, can any company afford to throw money away?

Based on years of experience consulting on award-winning websites, Kathy shows how large customer-focused companies can achieve as much as **9 times** more impact to their bottom line by focusing their time on Funnel Conversion Optimization instead of SEO.

Many companies are spending huge dollars in search engine advertising to drive visitor traffic to their websites. But once they have the traffic – what are they doing with it? Kathy demonstrates for your audience how they can be misled by their website results and where they may be investing in the wrong web activities.

PRESENTATION OUTCOMES

The session participants will learn:

- 7 steps to getting website results that will impact their bottom line
- 80/20 rule to measuring what matters on their websites
- How funnel conversion optimization may be 9 times more effective than SEO for making a real impact on their bottom line

The cost of having and managing large customer care websites are high. Kathy gives presentations that simplify complex web-analytics concepts. She shows how your audience can dramatically increase profits from their websites and reduce costs to their business.

She gives easy to understand and “take action” steps that your audience can put into practice today and make a real difference with their websites.