



Webinar

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MARKETING CONVERSION GOALS FOR DIRECTORIES

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edirectory

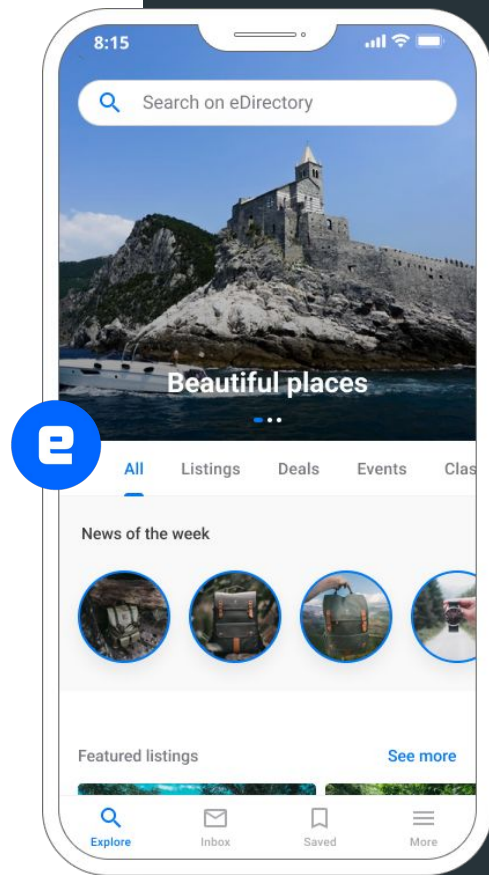
Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



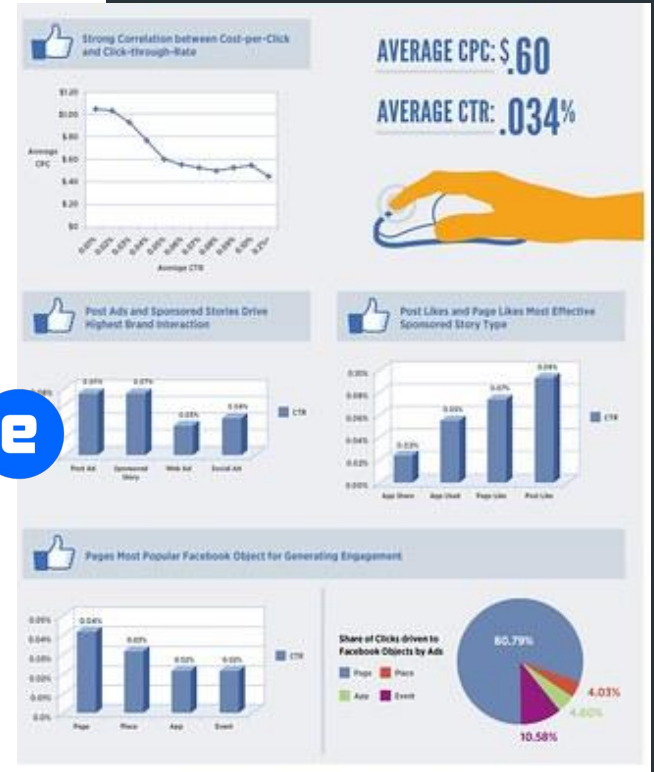
Marketing Conversion Goals for Directories



Metrics matters

Metrics provide a way to objectively measure and manage the performance of a business.

They are essential for setting goals, tracking progress, and making data-driven decisions that can help the business to succeed.



Marketing Metrics

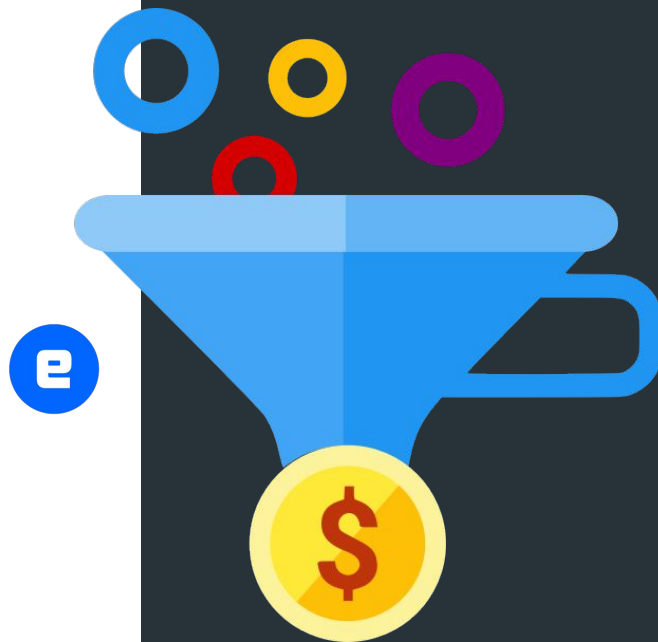
- Sessions
- Users
- Average Session Duration
- Bounce Rate
- Traffic Sources
- Page Views
- Conversion Rate



Conversion Goals

A conversion goal is the desired outcome of a marketing campaign, and it is a critical component of the conversion optimization process.

A conversion can be getting new advertisers or simply driving traffic to a category or to a specific listing, for example.



CONVERSION GOALS FOR DIRECTORIES

Goal URLs

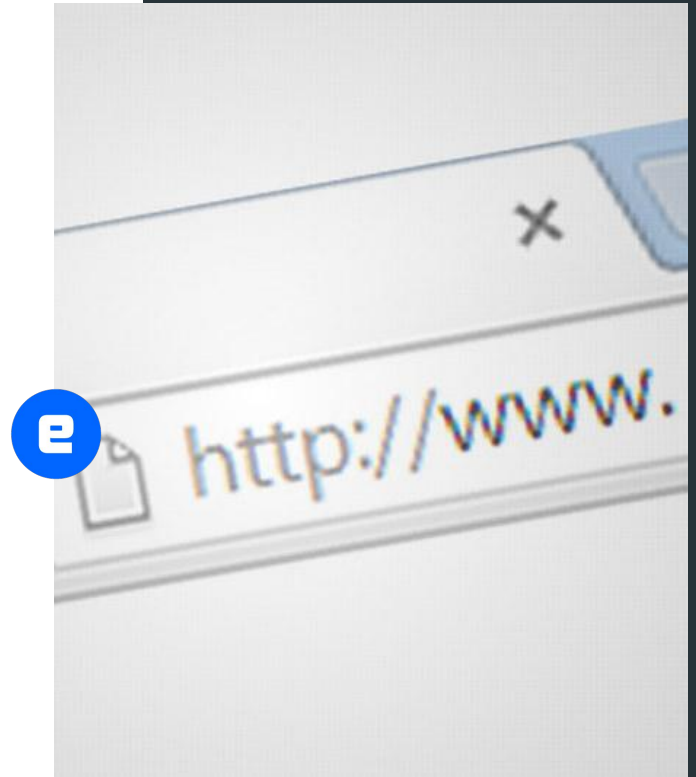
<https://demodirectory.com/sponsors/listing/listing.php>

<https://demodirectory.com/sponsors/classified/classified.php>

<https://demodirectory.com/sponsors/event/event.php>

<https://demodirectory.com/sponsors/article/article.php>

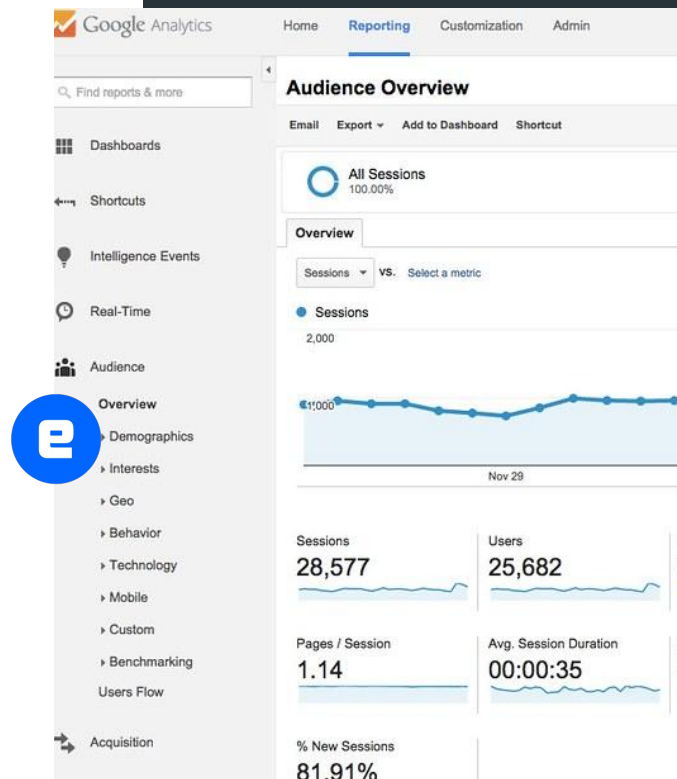
<https://demodirectory.com/sponsors/banner/banner.php>



Goals in Analytics

Setting up conversion goals in Google Analytics involves a few simple steps.

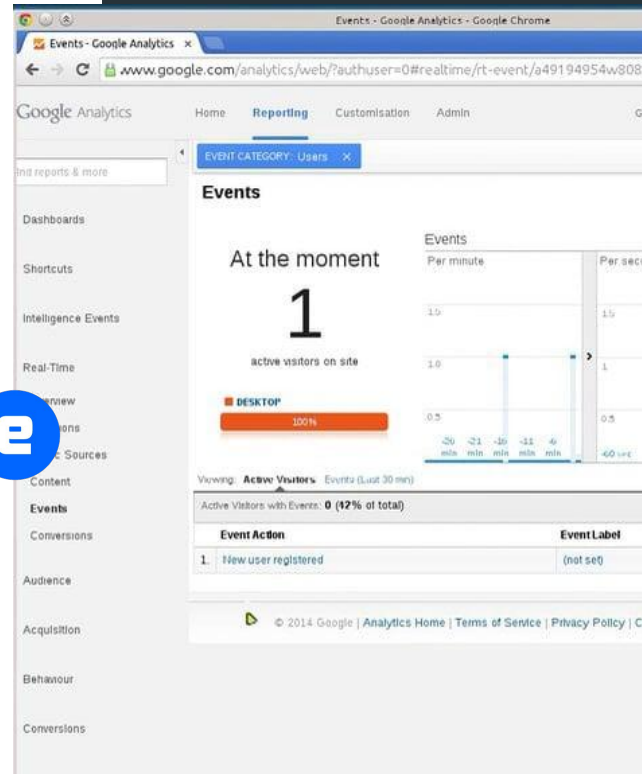
It's a good idea to regularly monitor and analyze your conversion data to optimize your website for better performance.



Goals Report

Some tips for analyzing acquisition reports include focusing on the channels that are driving the most traffic to your site and understanding how users from different channels behave on your site.

You can also use this data to optimize your marketing efforts and improve the user experience on your site.



QUESTIONS?



Next Events

- Mar 8th - The eDirectory Plugins



<https://www.edirectory.com/webinars>

