

Internet Marketing Formula

$$\text{Effectiveness} = \frac{\text{Impressions in search results}}{\text{Searches}} \times \frac{\text{Clicks/Visits}}{\text{Impressions}} \times \frac{\text{Sales}}{\text{Visits}} \times \frac{\$}{\text{Sales}}$$

Advertising copy and graphics
 Position/placement of ads
 Title/Description in natural results
 Position in natural results

Price of products
 Product selection/availability
 Complementary products
 Follow-on sales

Keyword research
 Search engine placement/optimization
 Advertising
 Web advertising PPC
 Web advertising banners
 Print ads
 Email campaigns
 boards) Other media (TV, radio, bill-
 Customer research
 Competitor research

Site design (navigation, shopping cart, credit card processing)
 Ease of finding products
 Merchandising—appeal of producers. Pictures, descriptions
 Trustworthy-appearing site
 Price
 Selection
 Competition
 Competitor research