



Website Redesign Tips & Tricks

Mike Volpe
VP Marketing @HubSpot
Twitter: @mvolpe



Marketing is Changing

1950 - 2000



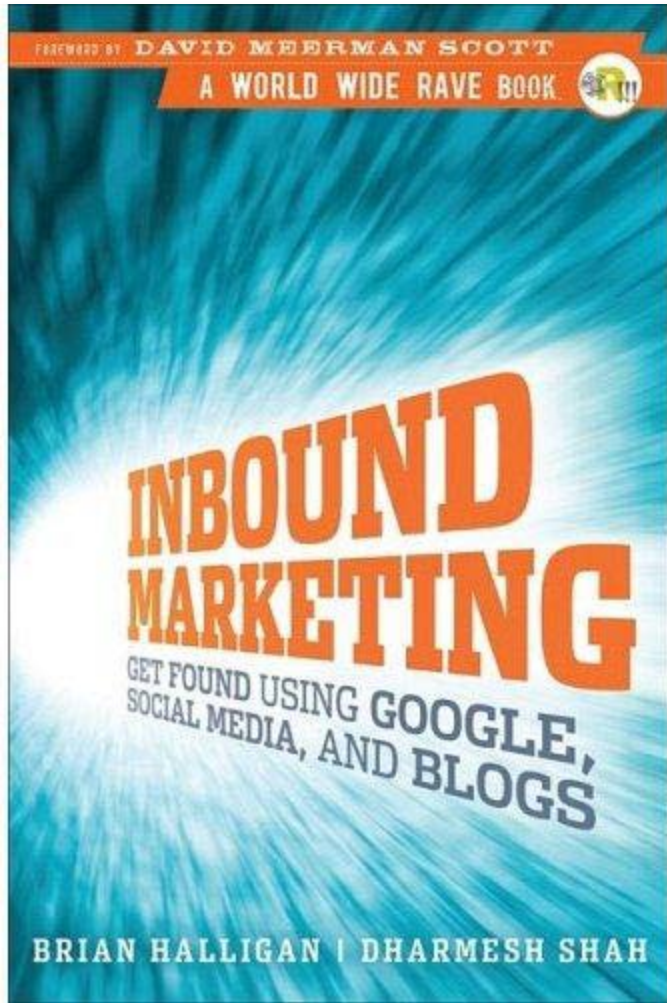
2000 - 2050



Outbound Marketing is Harder



The Good News...



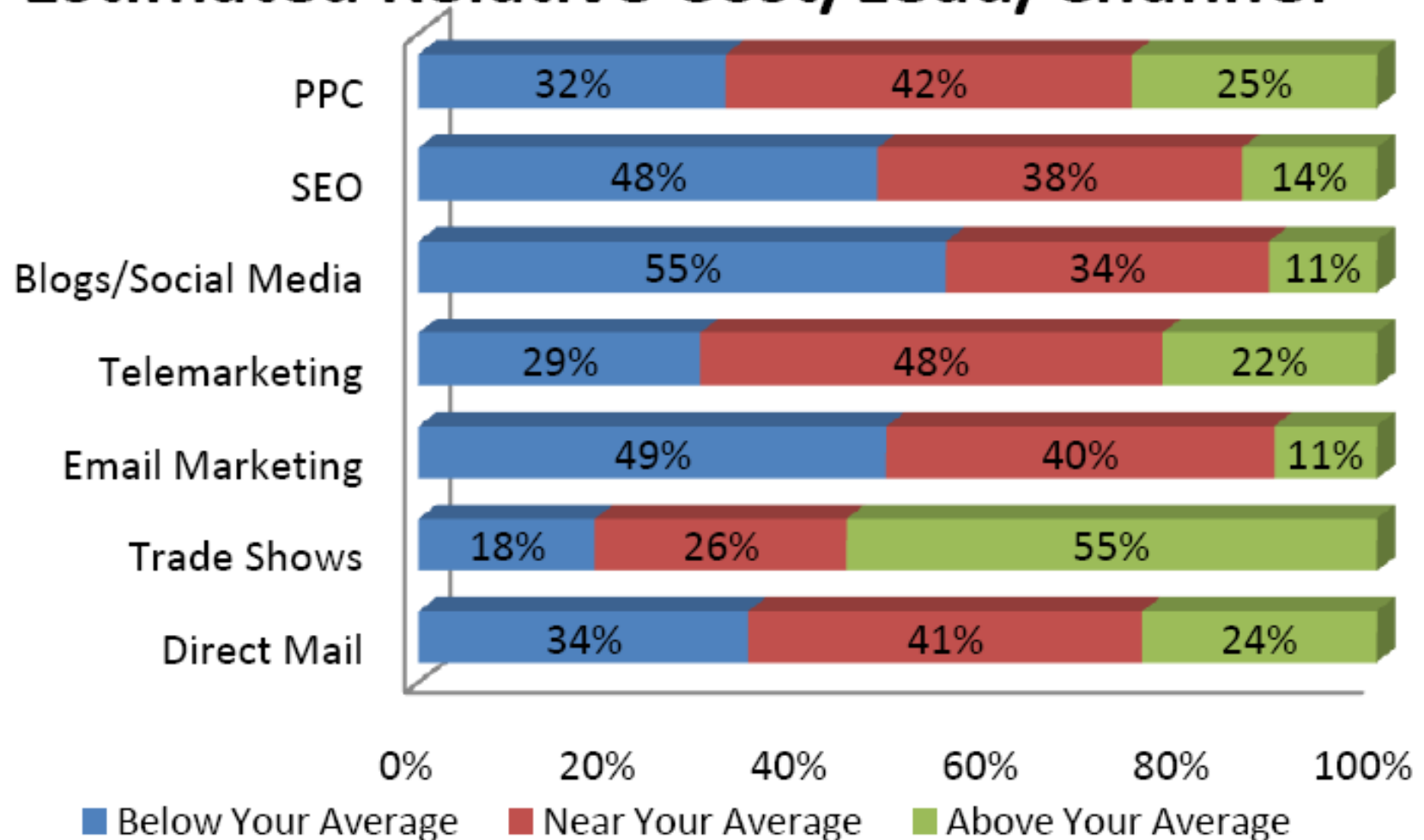
Inbound Marketing:
*Get Found using Google,
Social Media and Blogs*

Top 5 Web Marketing
Book on Amazon

InboundBook.com

The Great News...

Estimated Relative Cost/Lead/Channel



Inbound Gives Leverage



Budget vs. Brains



Flickr: Refracted Moments



Flickr: Gaetoan Lee



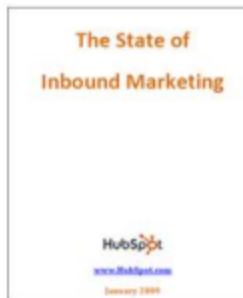
[Home](#) [Products](#) [News](#) [Resources](#) [Marketing Blog](#) [Company](#) [Demo](#) [Free Trial](#)

ROI from Inbound Marketing with HubSpot Software

- Average **6 times more leads in 6 months** if you are an active B2B HubSpot customer
- Businesses have a **61% lower cost per lead** if they focus on inbound marketing
- **93% of B2B companies report increased leads** when actively using HubSpot software

[Try HubSpot Now - Start Your Free 7 Day Trial](#)

State of Inbound Marketing Report



Data from businesses about what types of marketing programs deliver the best ROI.

Major finding: **Inbound**

Marketing ROI Case Studies

HubSpot's inbound marketing software helps over 1,000 businesses get the maximum ROI from their marketing efforts.



[Cilk Arts Increases Leads 500%](#)



[Makana Solutions Triples Leads, Doubles Conversions](#)



[Vocio Pays for HubSpot 30 Times Over with New Leads](#)

MIT Study on ROI of HubSpot



An MIT MBA student completed independent research into the ROI of using HubSpot software.

Major finding: **Active**

Why do you have
a business website?

Which is better?



Law Offices of Gail J. Berritt

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at Small Firm Prices

Corporate, Computer and Intellectual Property Law

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supply, distribution and marketing contracts; software licensing; strategic partnering; outsourcing; e-commerce strategies; online contracting; customer agreements

Protecting Your Assets:
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Special expertise with Information Technology Projects

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Based in Westport, Connecticut. Admitted in Connecticut, New York and Illinois.
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CORPORATE, COMPUTER AND INTELLECTUAL PROPERTY LAW

SERVICES INCLUDE:

Getting Started:
corporate formation (e.g., LLC); shareholder agreements; non-disclosure agreements; employment contracts; office and equipment leases; web hosting contracts

Expanding Your Business:
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trade secret strategies; warranties and disclaimers; copyright and trademark registration; referrals to qualified patent counsel

Special expertise with Information Technology Projects

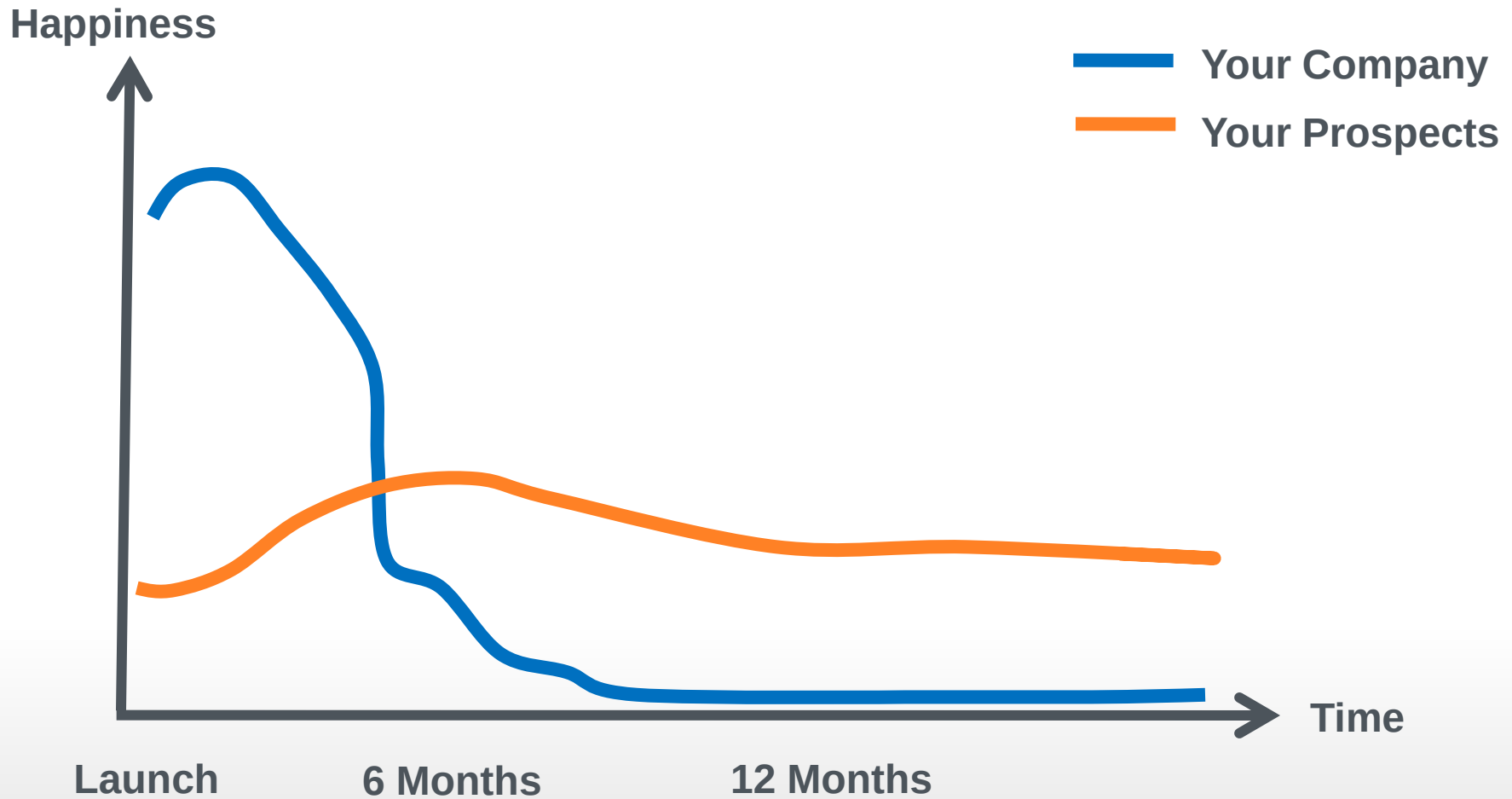
info@berrittlaw.com



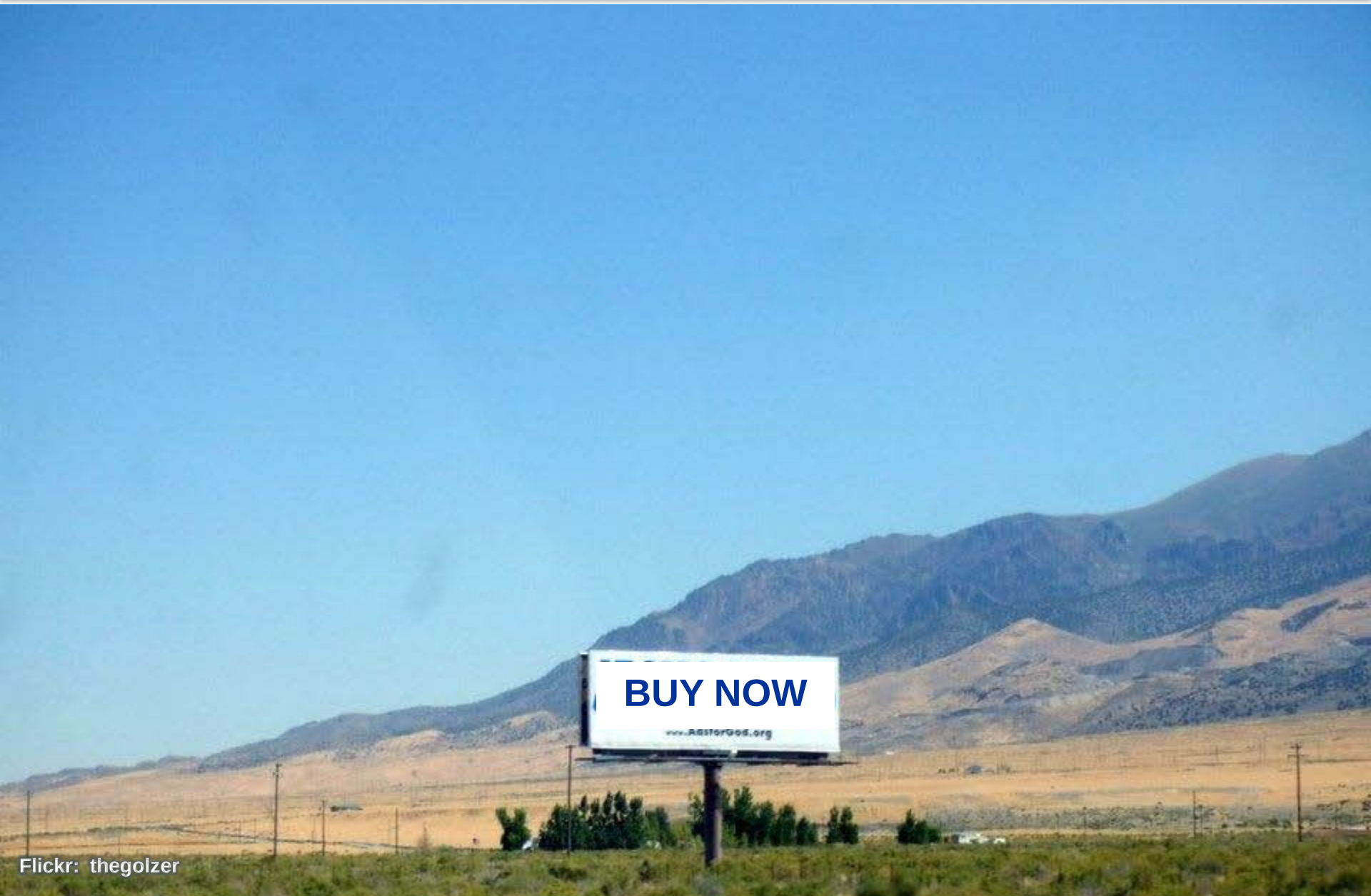
The Wrong Reasons for a Redesign

- “We have a new corporate look and feel.”
- “I’m tired of the old website.”
- “It’s been 12 months since the last redesign.”
- “The design department wants to.”
- “The CEO wants to do it.”

Website Redesign Half-Life



Billboard in the Desert?



The Right Reasons for a Redesign

- “Get found by more prospects.”
- “Convert more prospects into leads and customers.”
- “Branding” *might* be a good reason... if it will drive the goals above.

“Business websites
are for
lead generation.”

-- @mvolpe from @HubSpot

Which is better?



Contact Vocio

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Telecom expenses getting out of control?
Get expert help & start saving today.



Questions? Call us at 1.858.724.1100

A Single Point of Contact for All Your Telecom Needs

Vocio helps companies effectively manage their communications services and carrier 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 won't get a hard sell from Vocio; the benefits of getting control and visibility simply speak for themselves.



1.28.2006

Vocio launches new corporate web presence; Vocio to provide free online white papers (coming soon)

1.25.2006

Vocio announces new managed network optimization services

“Overbillings and hidden charges exceed 8% of total telecom network spending.”

Gartner, Inc.

Which is better?



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

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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,



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[Instant Quote Pricing Tool](#)

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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-

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- Website traffic has doubled
- Lead flow has doubled

-- Noel Huelsenbeck, CEO, Vocio



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vocio

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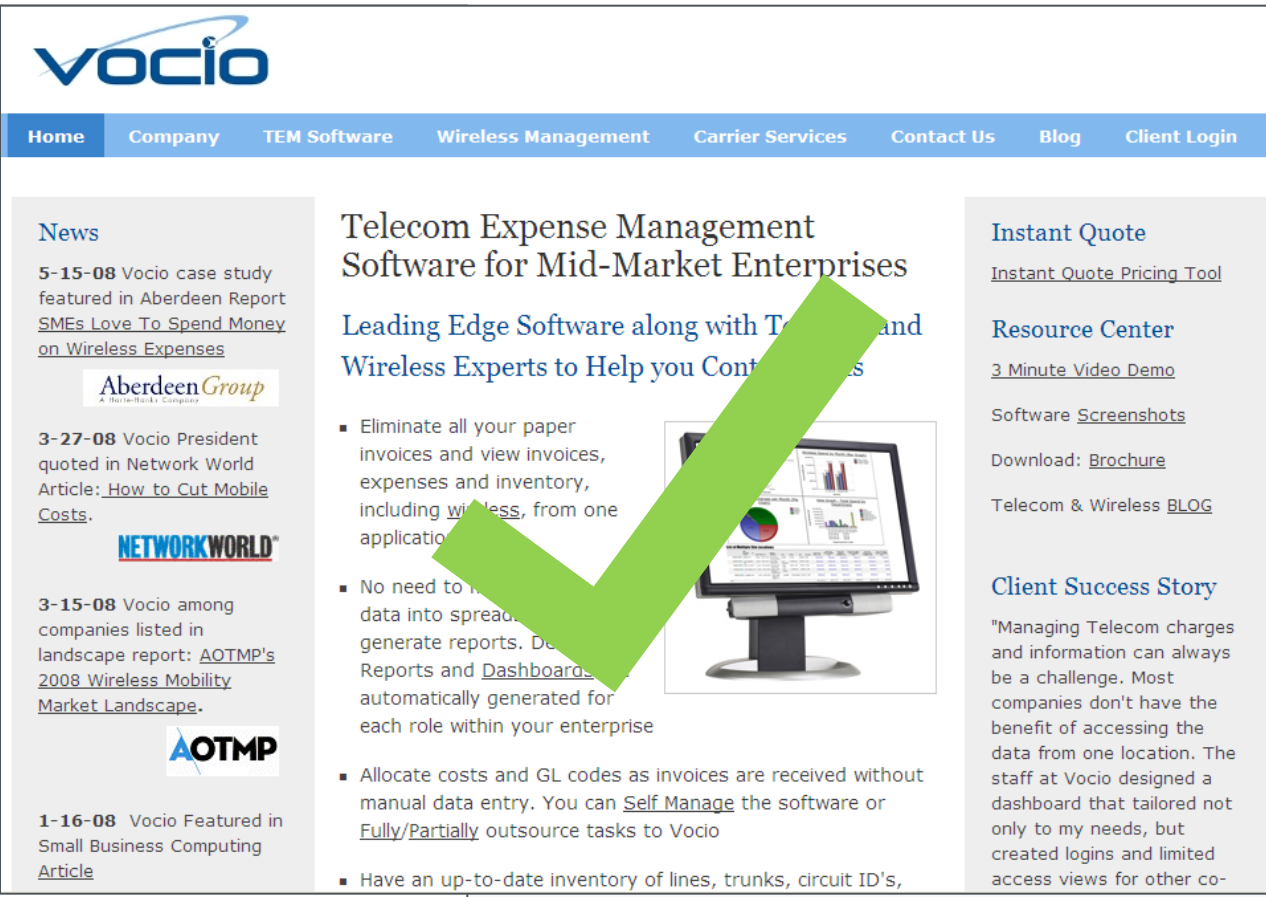
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What do you want?



Beautiful & Empty

Ugly & Crowded

The 3 Keys to a Successful Website

“

Websites should
attract prospects.

”

-- @mvolpe from @HubSpot

How do you attract prospects?



Use Inbound Marketing to Get Found:

- **Create** great content
- **Optimize** that content for search (SEO)
- **Promote** that content using social media

Content Drives Visitors

- Search engines like fresh content (SEO)
- People like fresh content (social media)
- More content means more tickets in lottery

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1-18 EVEN	1st 12	1	2	3
		4	5	6
		7	8	9
		10	11	12
	2nd 12	13	14	15
		16	17	18
		19	20	21
		22	23	24
ODD 19-36	3rd 12	25	26	27
		28	29	30
		31	32	33
		34	35	36
		2-1	2-1	2-1

What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases

HubSpot's Inbound Internet Marketing Blog



“

Websites should
convert visitors to
leads.

”

-- @mvolpe from @HubSpot

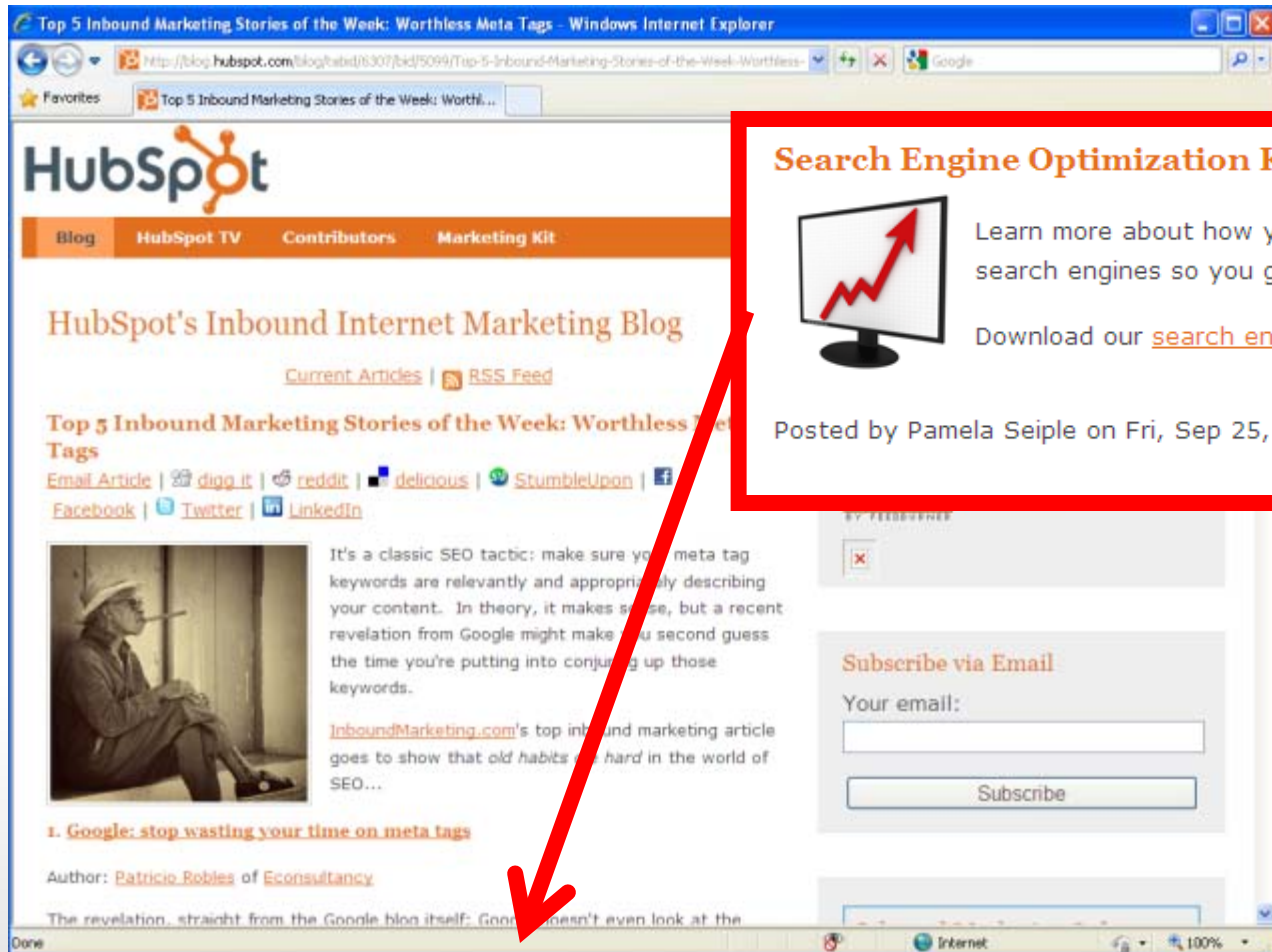
All Websites Need Landing Pages

Conversion is where we take what we have spent time and money to get (visitors) and change it into something valuable to marketing (leads).

A cost becomes a benefit.



Calls to Action



Search Engine Optimization Kit



Learn more about how you can optimize your site to rank higher in search engines so you get found by more qualified prospects.

Download our [search engine optimization kit](#).

Posted by Pamela Seiple on Fri, Sep 25, 2009 @ 06:12 AM

Landing Pages



[Home](#) [Products](#) [News](#) [Resources](#) [Marketing Blog](#) [Company](#) [Careers](#) [Demo](#)

Marketing Webinars

[Marketing Hubs](#)

[Inbound Marketing Communities](#)

[Inbound Marketing University](#)

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[Marketing Kits](#)

[Inbound Marketing Blog](#)

[Marketing Videos](#)

[Marketing Video Podcast](#)

[Marketing Tools](#)

[Marketing Studies & Reports](#)

Webinar Details

Learn how to show the value of social media to your boss and how to implement it for your business.

Duration: 1 Hour

Who is this for?

Marketing professionals and business owners. No technical experience required.

Speaker:

Special guest presenter: Chris Brogan. Chris Brogan runs the [Inbound Marketing Summit](#) events, is President of [New](#)

How to Demonstrate the Value of Social Media to Your Boss - Free Marketing Webinar

You get it. You love it. But now you need to ask for budget or permission or both to cover your social media implementation plans. You want to make sure the boss knows that other companies have done it successfully, that the learning curve is brief, that the tools are inexpensive, and that this isn't a drain on resources. Attend this free webinar to learn how to show the value of social media to your boss and how to implement it for your business.

This free webinar will cover:

- How to show the value of social media to your boss
- How to develop a social media strategy that aligns with key business goals
- Tools and resources to help you start, manage, and measure your social media efforts

Presented by social media guru [Chris Brogan](#)

View and Download the Free Webinar Now

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone *

Company *

Company Website *





Landing Page Uses

- Call to action on website homepage
- Links in all email newsletters / emails
- Use for all pay-per-click ads
- Next step after tradeshow or events

“

Websites should
produce
measurable ROI.

”

-- @mvolpe from @HubSpot

Measurement is Easy Online

i. la sèrie

$$\sum_{n=1}^{\infty} \left(\frac{1}{(n+1)^2} - \frac{1}{n^2} \right) =$$

(4) $\sum_{n=1}^{\infty} \frac{1}{n^2+n}$

Hem de trobar b_n tal que $\frac{1}{n^2+n} = b_n + b_{n+1}$.

$n^2+n=0 \quad n \in \{0, -1\}$

Ara calculem $\frac{1}{n} - \frac{1}{n+1} = \frac{n+1-n}{n(n+1)} = \frac{1}{n(n+1)}$

Alleshores $b_n = \frac{1}{n}$ i $b_{n+1} = \frac{1}{n+1}$: la sèrie

també ho és an. la sèrie suma és.

$1 - \frac{1}{\infty} = 1 - 0 = 1$

Metrics Drive Website Redesign

- A redesign without measurable improvements is a waste of time.
- Know your current stats and goals before starting the redesign.

3 Keys to a Successful Website

- 1. Get Found:** Attract website visitors
- 2. Convert:** Visitors to leads & sales
- 3. Analyze:** Produce measurable ROI

Tips for a Successful Website Redesign Process

Website Redesign Tip #1

“

Audit your website,
then protect
your key assets.

”

-- @mvolpe from @HubSpot

Avoid Website Redesign Pitfalls

1. Take an inventory of your website assets.
 - Content, inbound links, keyword rankings, conversion tools
2. Protect your assets during the redesign.

Website Redesign Pitfalls

- Removing valuable content
- Losing value of inbound links
- Losing keyword rankings
- Changing good conversion tools
- **Destroy your assets and you'll get a drop in traffic and leads.**
- **You'll also have wasted time, effort and money.**

Website Assets = Content

- How many pages do you have?
- How many will be killed?
- Will pages move to a new URL?
- How many new pages will you create?
- What is your most popular content?
- What is your most powerful content?

Website Assets = Links

- How many inbound links do I have?
- What interior web pages have links?
- Where are my links coming from?
- What are my most powerful links?

Website Assets = Keyword Rank

- What keywords do I rank for today?
- What keywords do my competitors rank for?
- What keywords should I want to rank for?
- How has my keyword rank changed?

Website Assets = Conversion Tools

- What generates most of my leads?
- What are my best conversion tools?
- How can I increase conversions?

Use HubSpot to Find Your Assets

Page Grader Detail ^{BETA}:

[VIEW ALL PAGES](#)

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 [go] [cl]	Relevance	Monthly Searches	Difficulty 	Actual Visits ▼	hubspot rank
☐	marketing webinar		27	57	23	7
☐	free marketing webinars		> 19	56	19	1
☐	marketing webinars		> 19	58	19	9
☐	seo webinars		> 11	54	11	3
☐	free marketing webinar		> 10	55	10	1
☐	free seo webinars		> 5	55	5	2
☐	hubspot webinar		> 3	52	3	4
☐	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}:

[VIEW ALL PAGES](#)

www.hubspot.com/marketing-webinars

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
☐ http://www.virtualassistantforums.com/showthread.php?t=4081	here	✓	31
☐ http://www.virtualassistantforums.com/showthread.php?t=3947	here	✓	31
☐ http://www.virtualassistantforums.com/showthread.php?p=35867	here	✓	31
☐ http://www.mylifestartingup.com/2008/04/webinars-hubspot.htm...	http://www.hubspot.com/marketing-webinars	✓	23
☐ http://www.facebook.com/wall.php?id=6039999393	http://www.hubspot.com/marketing-webinars	✓	0
☐ 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: VIEW ALL PAGES

www.hubspot.com/marketing-webinars

Link Analysis

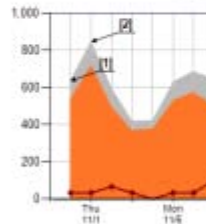
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Internal Links

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	Marketing Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/business-blog...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/detailed-keyw...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/how-blogs-fal...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/improving-sea...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/lead-conversi...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/link-building	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/marketing-lin...	Webinars	✓	--
http://www.hubspot.com/internet-marketing-tips/reverse-the-p...	Webinars	✓	--

Use HubSpot to Find Your Assets



[1] 2008 Presidential Candidates: Room for In
[2] Email to Promote Webinar (#2) (link to HS
Sales Event: Remove Beta Notification Re
[3] Done

Referrer	Visitors ▼	Leads	Conv. %
Direct Traffic	3,711	930	25.061%
[email0708]	2,858	785	27.467%
websitegrader.com	2,789	675	24.202%
[AdWords]	2,397	285	11.89%
Google [search]	2,246	95	4.23%
blog.hubspot.com	1,751	116	6.625%
[AdWords-PR]	704	65	9.233%
onstartups.com	451	23	5.1%

Protecting Your Assets

- If you change domains, use a 301 redirect for each individual page. Not all pages globally.
- Have a permanent redirect (check at <http://www.WebsiteGrader.com>)
- Identify all URLs with assets (content, keyword rank, links, conversions) and:
 - Keep this content on the new website
 - 301 Redirect old URL to the new URL **for that page**
 - Maintain SEO / content characteristics

Website Redesign Tip #2

“

Spend resources on
creating content,
more than beautiful
design.

”

-- @mvolpe from @HubSpot

Seth Godin on Website Redesign



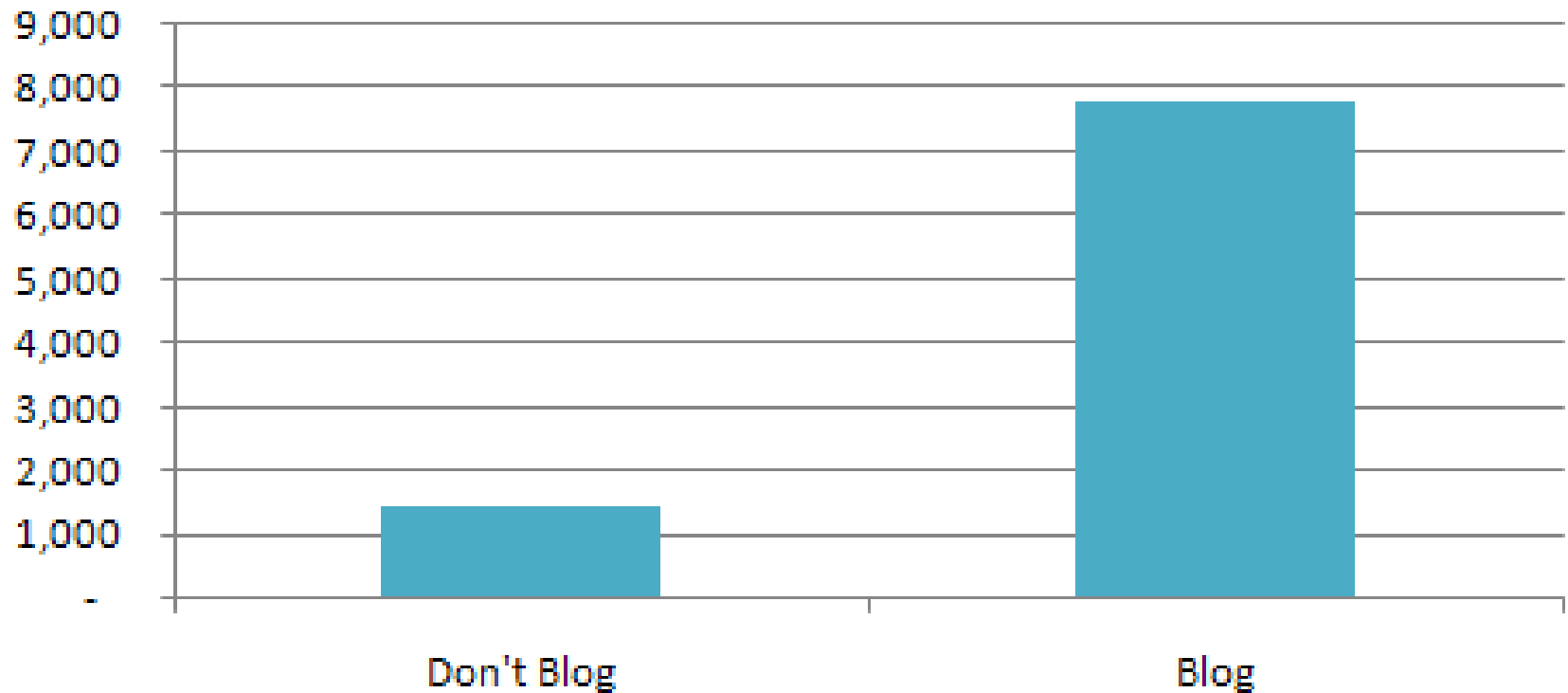
“I'm going to go out on a limb and beg you **not** to create an original design. There are more than a billion pages on the web. Surely there's one that you can start with?”

“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

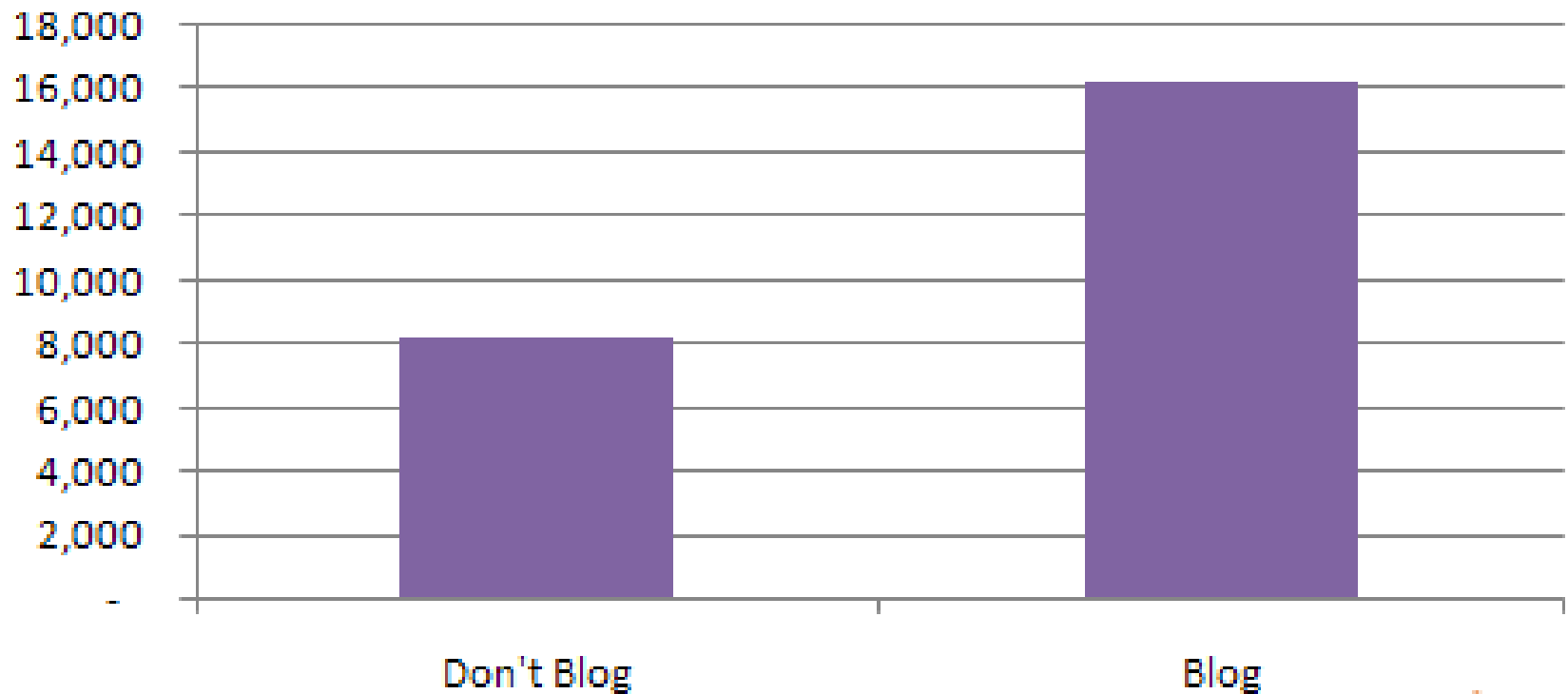
Create Great Content by Blogging

434% More Indexed Pages for Companies That Blog



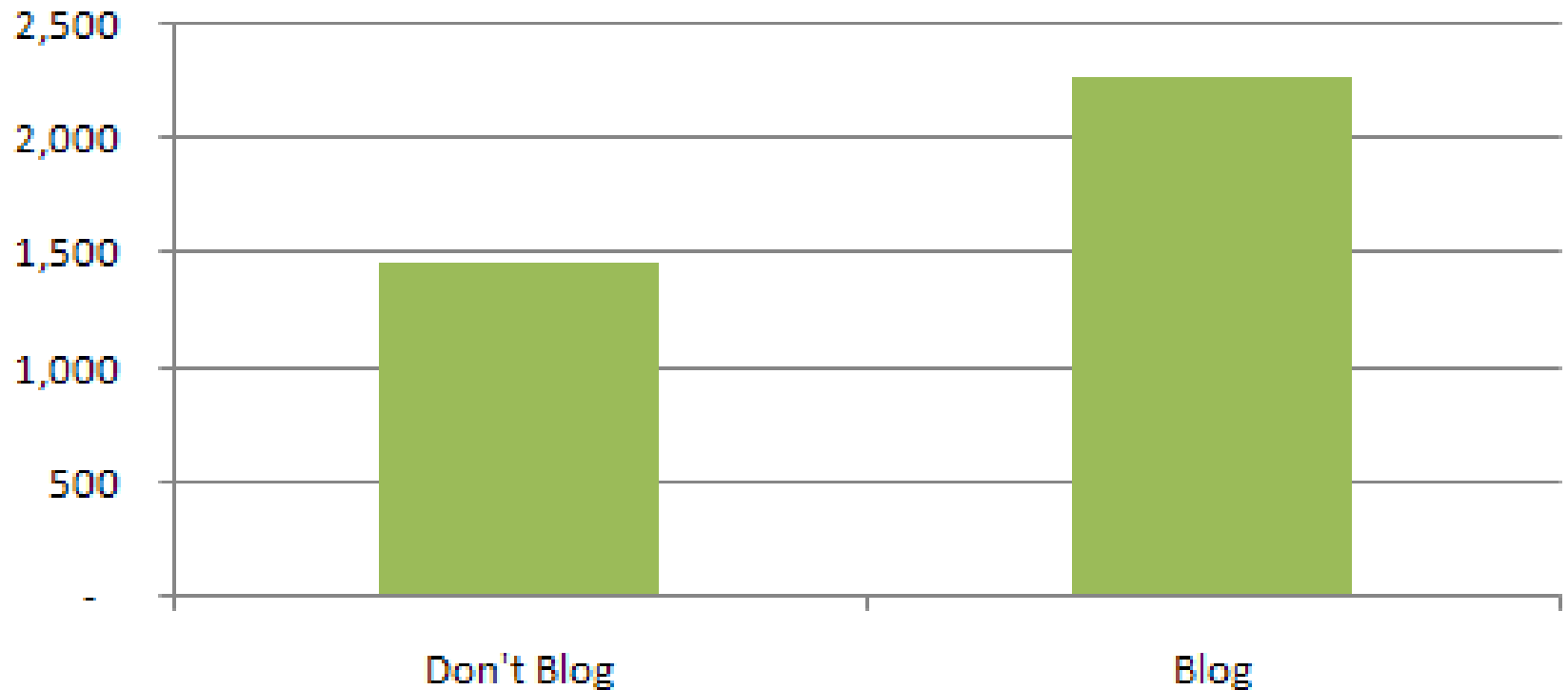
Blogging Attracts More Links

97% More Inbound Links for Companies That Blog

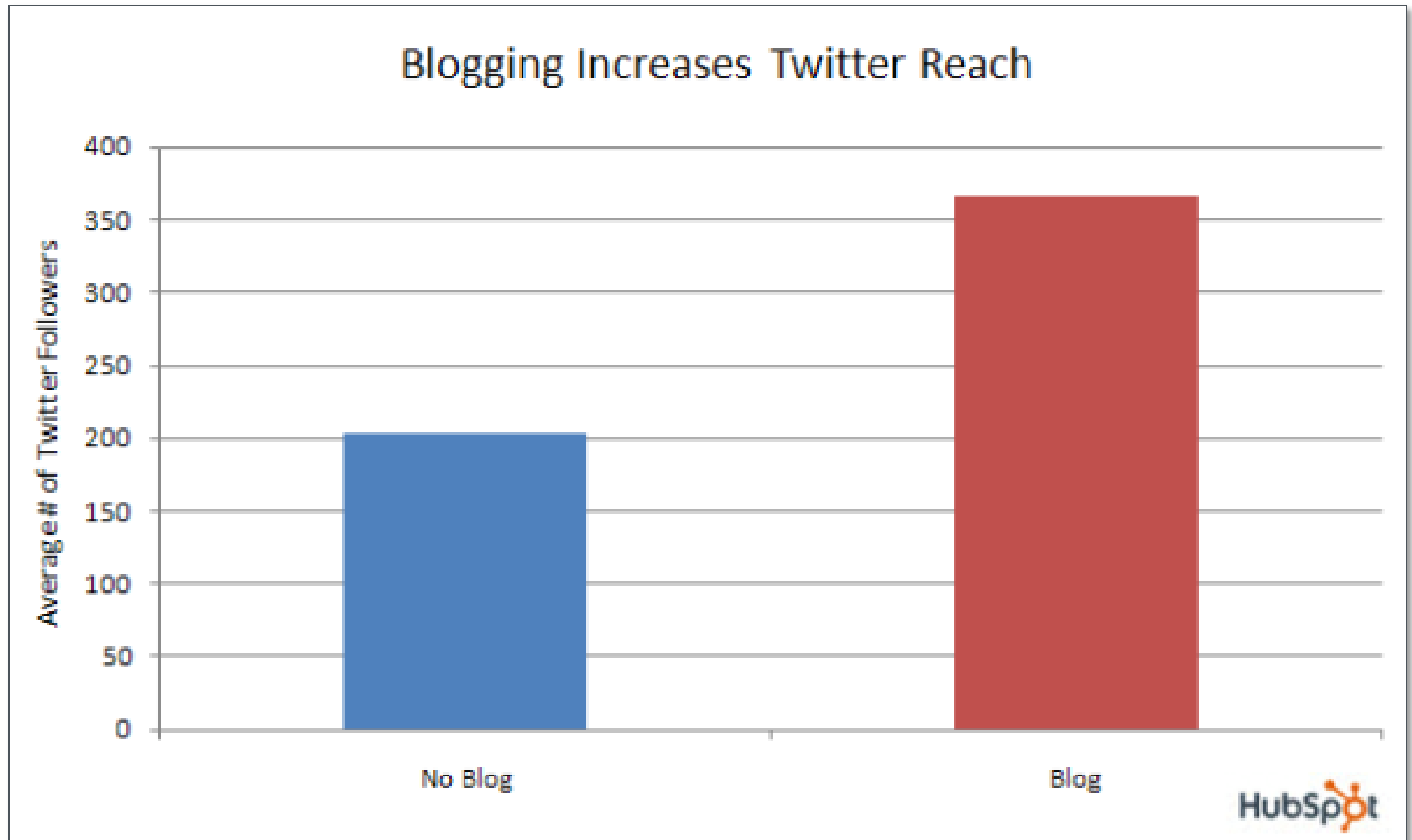


Blogging Attracts More Visitors

55% More Website Visitors for Companies That Blog



Blogging Brings Social Media Success



Website Redesign Tip #3

“

Make it easy to run
conversion
experiments.

”

-- @mvolpe from @HubSpot

All Websites Need Landing Pages

- Limited navigation
- Clear and simple
- Form above fold



The screenshot shows a HubSpot landing page with a clean, professional design. The HubSpot logo is at the top left. Below it, the text reads "Free Internet Marketing Kit with Video and a 12 Page Whitepaper". A video thumbnail titled "5 Tips to Turn Your Website into a Marketing Machine" is displayed. To the right, a section titled "Improve Your Website - Fast and Easy Tips" explains the benefits of the kit. Below this, a list of contents includes a video webinar and a whitepaper. A prominent heading "Download Free Internet Marketing Kit" is followed by a form with fields for First Name, Last Name, Email (with a privacy policy link), Phone, and Company. The form is positioned above the fold.

HubSpot

Free Internet Marketing Kit with Video and a 12 Page Whitepaper

5 Tips to Turn Your Website into a Marketing Machine

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

Improve Your Website - Fast and Easy Tips

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 Webinar - "5 Tips to Turn your Website into a Marketing Machine"
- Whitepaper - "5 Tips to Turn your Website into a Marketing Machine"

Download Free Internet Marketing Kit

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone *

Company *

Track Your Conversion Rate

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%

Conversion Experiments

HR PowerHouse.com - Registration - Microsoft Internet Explorer provided by Administaff

File Edit View Favorites Tools Help Back Forward Stop Home Search

Address http://www.fuzzy.com/r/registration2.asp

HR POWERHOUSE™
Home About Us Contact Us Search Site Map

Fueled by Administaff Personnel Guide HR P

Monthly Features

- HR Blunders
- Hot Issues
- Common Mistakes
- Smart Biz Alerts!
- Best Practices

Need More Info?
ASK the pros!

Is Administaff Right for My Company?

Registration

Powered by Administaff, HR PowerHouseSM is an online information to help you deal with day-to-day human resources.

Complete this form for permission to access Administaff. Submission of this information provides you with unlimited packed with process maps, overviews, easy-to-follow step advice on how to avoid costly HR blunders. In addition, we respond directly to your email address in order to provide managing people and processes so you can take care of

Registration is quick and simple!
Complete the following information and you will receive an immediate access to Administaff's HR PowerHouse anyt

First Name:* Last Name:*

Email:* Verify Email:*

City:*

State:*

Zip Code:*

Country:*

of Full-Time Employees:*

Industry:*

Occupation:*

HR PowerHouse - Registration - Microsoft Internet Explorer provided by Administaff

File Edit View Favorites Tools Help Back Forward Stop Home Search Favorites History Print Go

Address http://www.fuzzy.com/r/registration.asp

HR POWERHOUSE™

Administaff

HOME MONTHLY FEATURES HR POWERTOOLS PERSONNEL GUIDE IN THE NEWS CONTACT US

» [HR Blunders](#)
» [Common Mistakes](#)
» [Smart Biz Alerts](#)
» [Best Practices](#)
» [Hot Issues](#)
» [Daily Coaching Tips](#)

Registration

Register Now

Powered by Administaff, HR PowerHouseSM is an online tool designed to bring you relevant, practical information to help you deal with day-to-day human resources responsibilities in your business.

Registration is quick and simple!
Step 1 - Submit the registration form below.
Step 2 - Complete your 30-second user profile.

Why Register? [Click here.](#)

Need help? [Click here.](#)

First Name:*

Last Name:*

E-mail:*

Verify E-mail:*

* denotes required fields

53% Conversion

fueled by Administaff

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Get some savvy people strategies from an employer of choice.
click to learn more

Is Administaff Right for Your Company?
Take our evaluation

Set an Appointment, Get \$50.*
Contact us today

Register Now

- » Receive FREE Unlimited access to our robust online management tools

Quick Links

- » [Site Map](#)
- » [Technical Help](#)
- » [About HR PowerHouse](#)

Faster Experiments = Better Results



Landing Page Editing

- How fast can you launch a new landing page?
- Can one person do it in 15 minutes?
- What is the cost of experimentation?

Website Redesign Tip #4

“

Make it easy to
measure results.

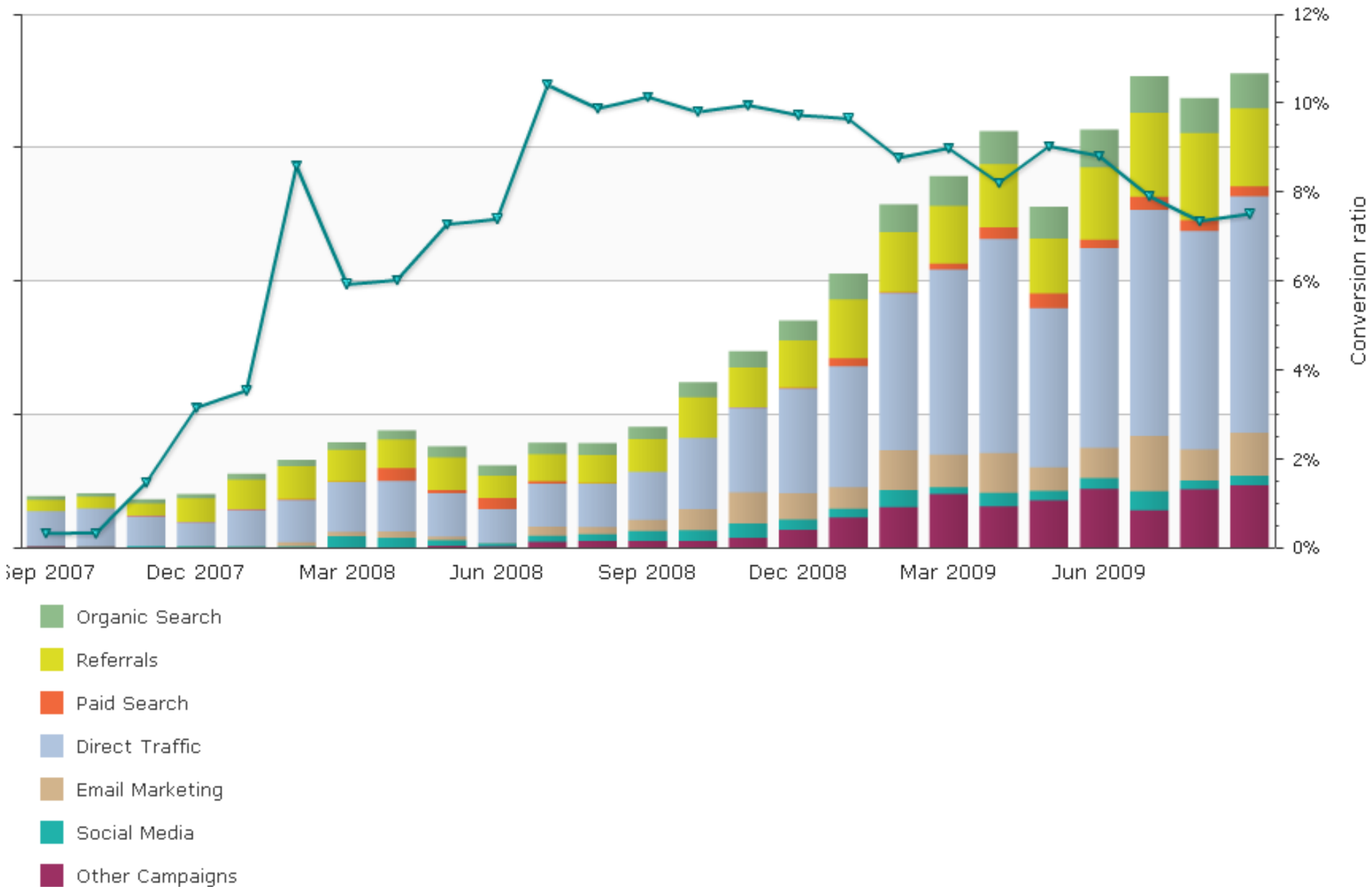
”

-- @mvolpe from @HubSpot

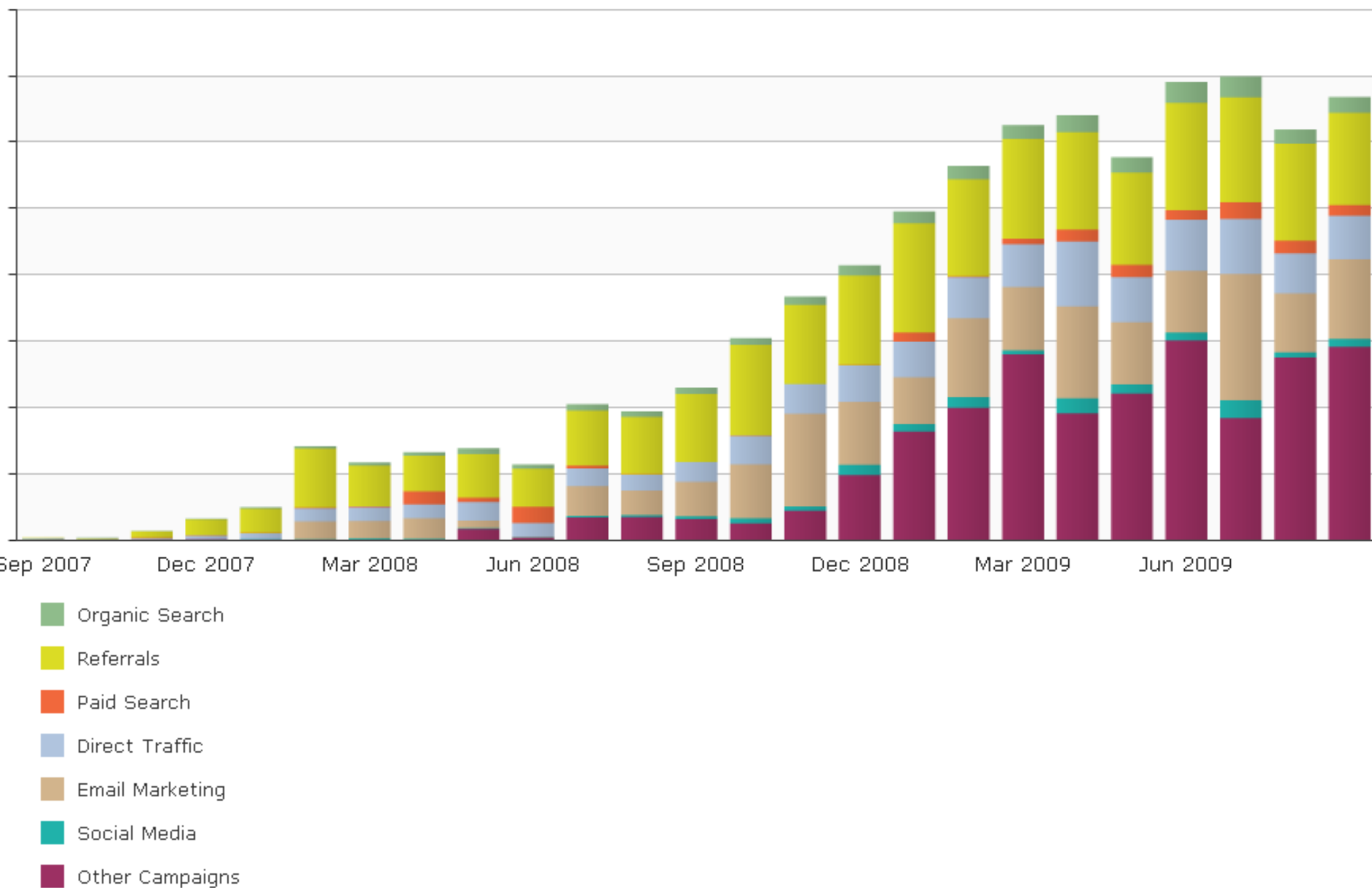
Avoid Paralysis by Analysis

- Don't measure everything.
- Simple is better than complicated.
- Focus on 3-5 metrics.

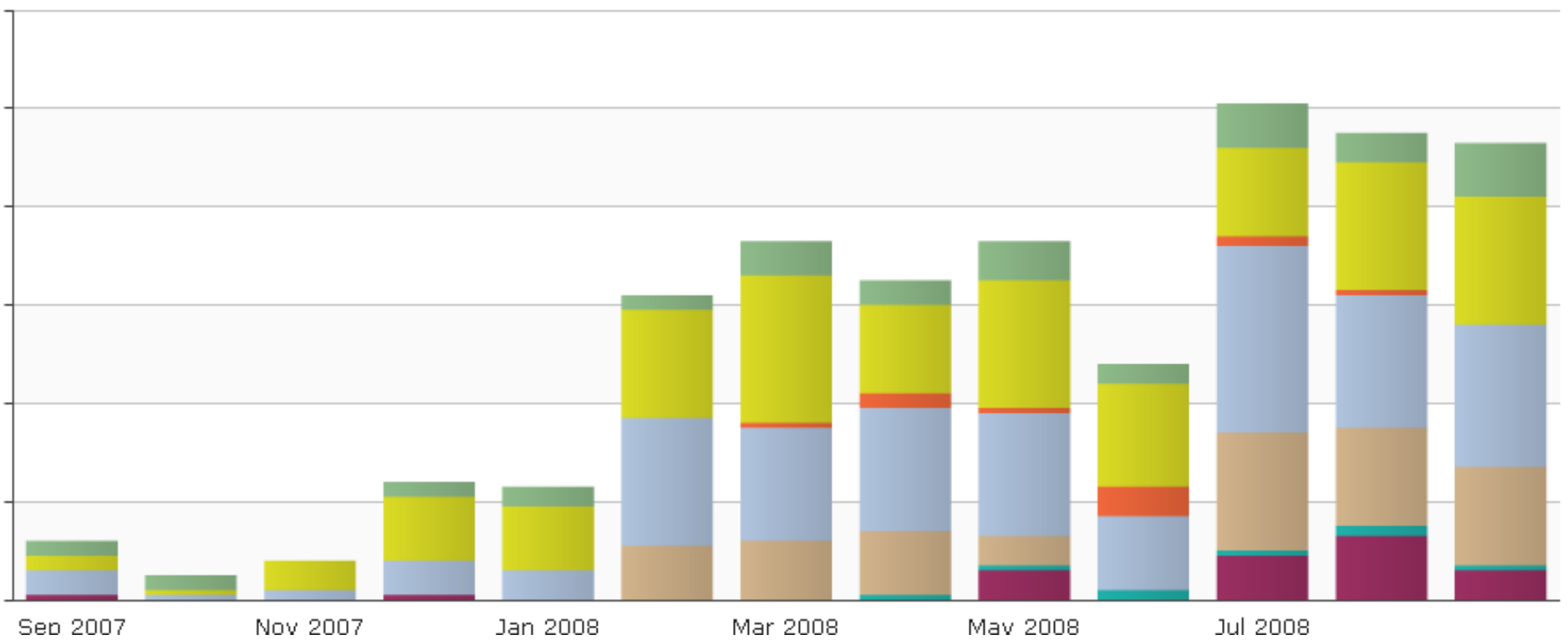
Traffic



Leads



Sales



- Organic Search
- Referrals
- Paid Search
- Direct Traffic
- Email Marketing
- Social Media
- Other Campaigns

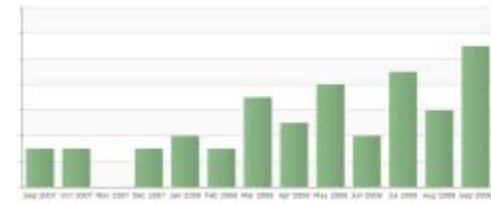
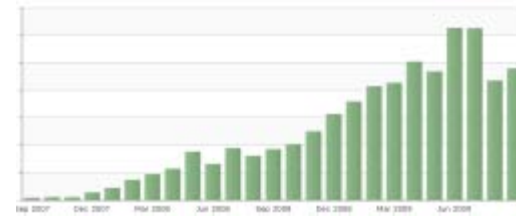
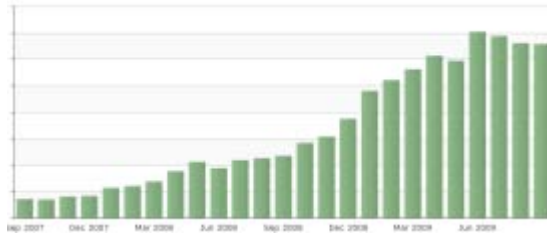
...By Channel or Source

Visitors

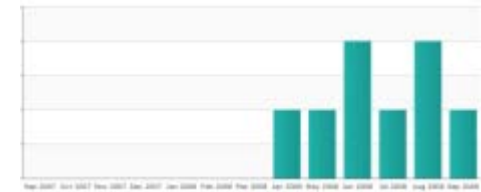
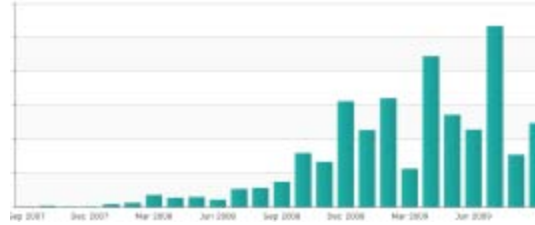
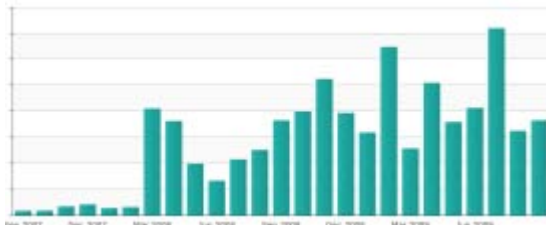
Leads

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 Summary

3 Keys to a Successful Website

- **Get Found:** Attract website visitors
- **Convert:** Visitors to leads & sales
- **Analyze:** Produce measurable ROI

4 Tips for Website Redesign

- Audit your website, then protect your key assets.
- Spend resources on creating content, more than beautiful design.
- Make it easy to run conversion experiments.
- Make it easy to measure results.

How to Put All the Pieces Together?



HubSpot Puts the Pieces Together

Get Found

- + SEO
- + Blogging
- + Social Media

+

Convert

- + Landing Pages
- + Lead Tracking & Intelligence
- + Lead Management

+

Analyze

- + Marketing Analytics
- + Competitive Analysis
- + Lead Scoring

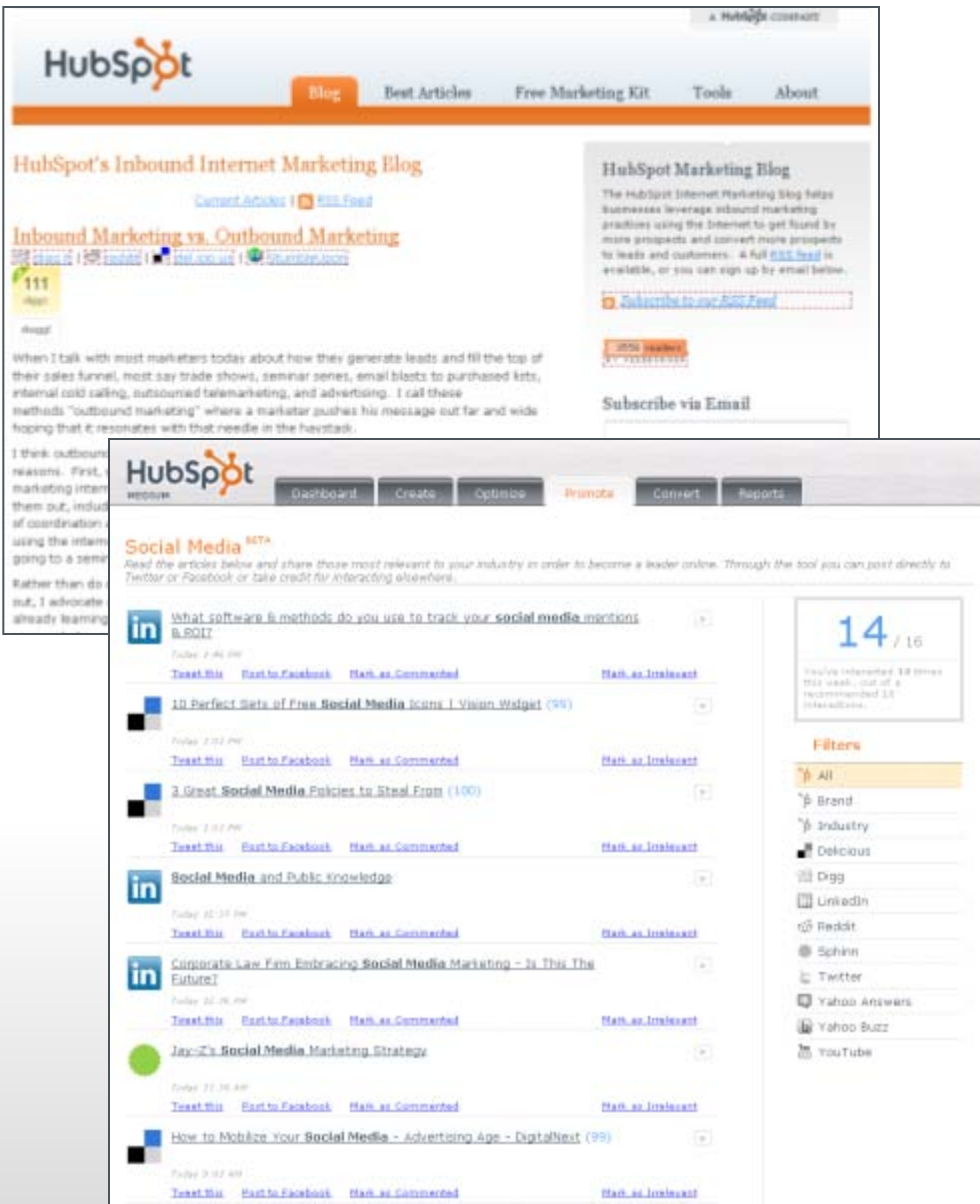


What's HubSpot?

- All-in-one Marketing Software
- Over 2,000 customers in 3 years
- 110+ employees, lots of MIT grads



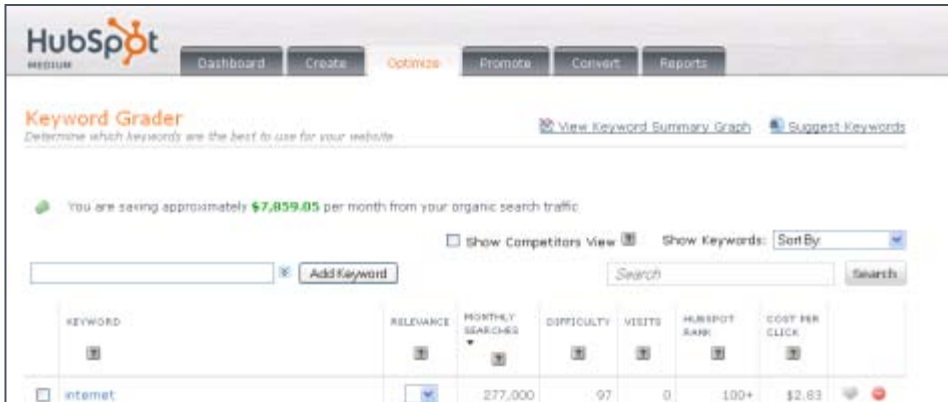
Blog & Social Media



- Business Blog Software
- Blog Analytics
- Social Media Monitoring
- Social Media Publishing

Search Optimization

- Keyword Grader
- Link Grader
- Page Grader



HubSpot
MEDIUM

Dashboard Create Optimize Promote Convert Reports

Keyword Grader

Determine which keywords are the best to use for your website

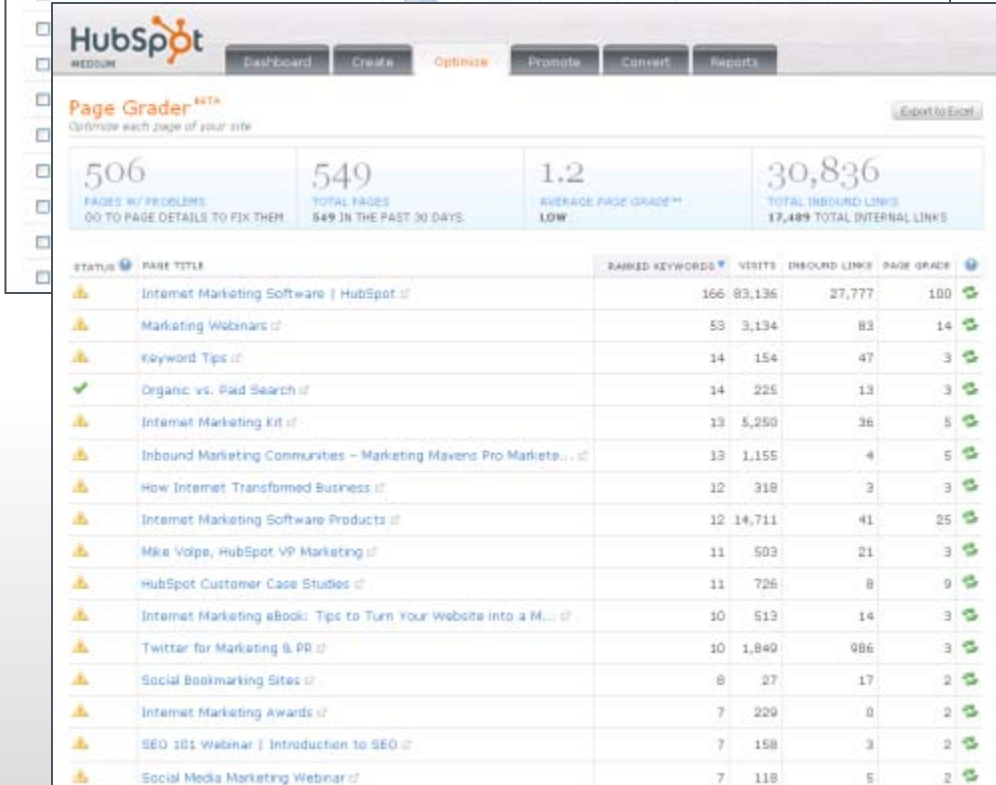
[View Keyword Summary Graph](#) [Suggest Keywords](#)

You are saving approximately **\$7,859.05** per month from your organic search traffic

☐ Show Competitors View ☐ Show Keywords: Sort By

Add Keyword Search

KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	HUBSPOT RANK	COST PER CLICK
internet		277,000	97	0	100+	\$2.63



HubSpot
MEDIUM

Dashboard Create Optimize Promote Convert Reports

Page Grader

Optimize each page of your site

[Export to Excel](#)

506	549	1.2	30,836
PAGES W/ PROBLEMS GO TO PAGE DETAILS TO FIX THEM	TOTAL PAGES 549 IN THE PAST 30 DAYS	AVERAGE PAGE GRADE** LOW	TOTAL INBOUND LINKS 17,489 TOTAL INTERNAL LINKS

STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INBOUND LINKS	PAGE GRADE
🚩	Internet Marketing Software HubSpot	166	83,136	27,777	100
🚩	Marketing Webinars	53	3,134	83	14
🚩	Keyword Tips	14	154	47	3
✅	Organic vs. Paid Search	14	225	13	3
🚩	Internet Marketing Kit	13	5,250	36	5
🚩	Inbound Marketing Communities - Marketing Mavens Pro Marketo...	13	1,155	4	5
🚩	How Internet Transformed Business	12	318	3	3
🚩	Internet Marketing Software Products	12	14,711	41	25
🚩	Mike Voipe, HubSpot VP Marketing	11	503	21	3
🚩	HubSpot Customer Case Studies	11	726	8	0
🚩	Internet Marketing eBook: Tips to Turn Your Website into a M...	10	513	14	3
🚩	Twitter for Marketing & PR	10	1,840	986	3
🚩	Social Bookmarking Sites	8	27	17	2
🚩	Internet Marketing Awards	7	209	0	2
🚩	SEO 101 Webinar Introduction to SEO	7	158	3	2
🚩	Social Media Marketing Webinar	7	118	5	2

Lead Generation

Lead Detail

Lead Summary Activity Details Forms Submitted Lead Details

John Z. Gonnabi

EZ Rider
johnz@ezriderz.com
Springfield, Vermont
(802) 363-6772
www.ezriderz.com

[\[edit lead details\]](#)

☐ Notify me about this lead's future visits.

From: notifications@hubspot.com [mailto:notifications@hubspot.com]
Sent: Wednesday, March 04, 2009 5:50 PM
To: Chris Johnson
Subject: Lead visiting the website!

John Z Gonnabi

John Z Gonnabi from EZ Rider, one of your leads, has just visited your web site again.

View complete [details for this lead](#).

[Stop email alerts](#) for this lead.

[Stop all email alerts](#) for all of my leads.

Powered by [HubSpot Internet Marketing](#). HubSpot values your privacy. At no time will HubSpot collect or use your information without your permission. ©2009, HubSpot, One Broadway, 5th Floor, Cambridge MA 02144

- Landing Pages
- Lead Intelligence
- Lead Alerts
- Visitor Profiling

Competitor Tracking



[Dashboard](#)[Create](#)[Optimize](#)[Promote](#)[Convert](#)[Reports](#)

Competitors

How are your competitors doing on key marketing metrics?

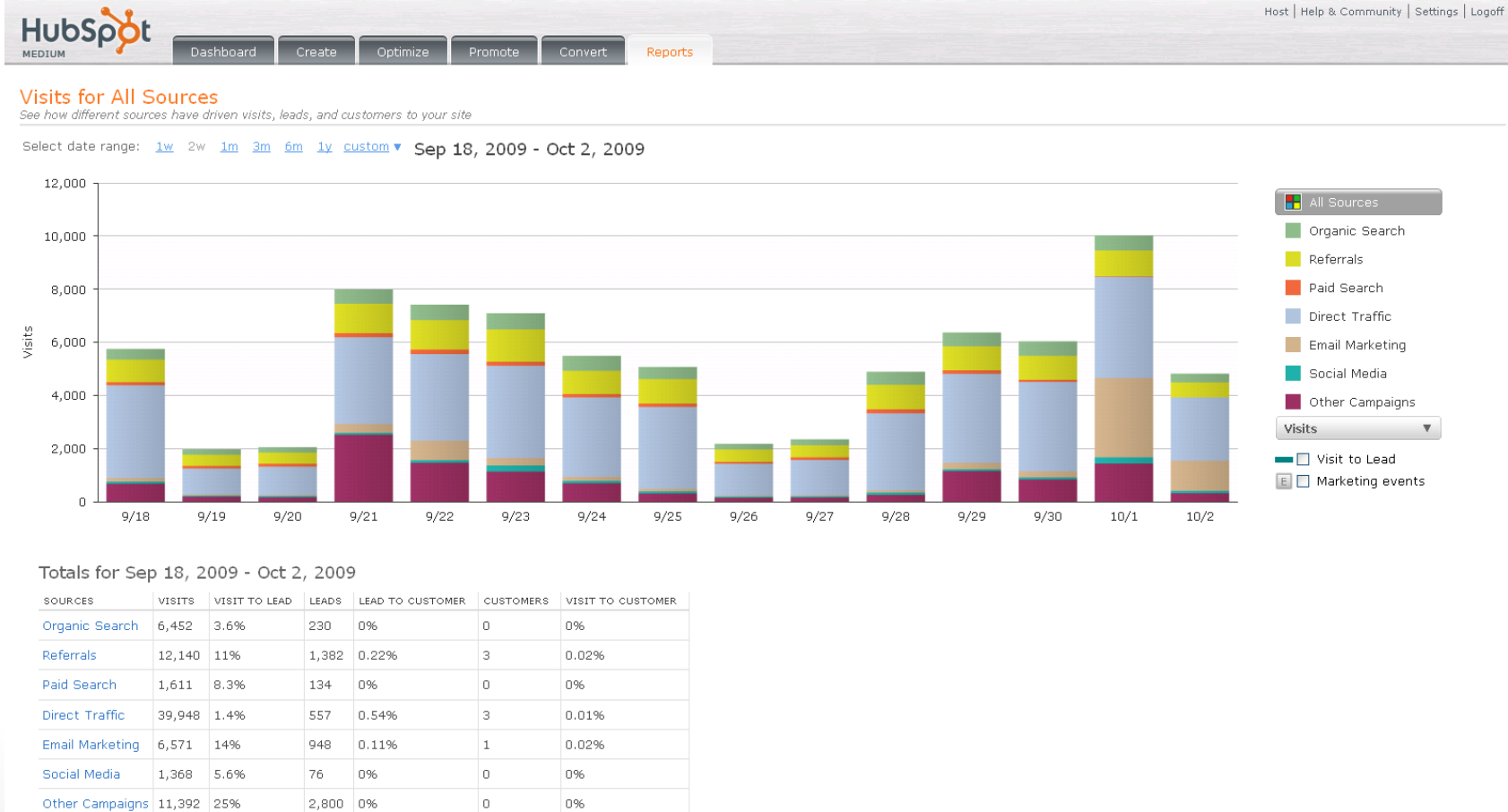
WEBSITE	WEBSITE GRADE	GOOGLE PAGE RANK	TRAFFIC RANK	BLOG RANK	INBOUND LINKS	DELICIOUS BOOKMARKS	GOOGLE INDEXED PAGES	KEYWORDS IN GOOGLE TOP 100		
	?	?	?	?	?	?	?	?		
www.hubspot.com	99	6	4,922	1,319	107,547	1,287	783	653		
blog.hubspot.com	100	5	4,922	1,319	50,290	314	1,310	416		
twitter.grader.com	99	6	6,177	1,319	293,516	3,065	166,000	56		
website.grader.com	89	5	6,177	Not Ranked	15,179	1,353	1	0		

[Add Competitor](#)

Control Panel

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Marketing Analytics



- Assess the effectiveness of your marketing on a campaign-by-campaign level
- Optimize resource allocation to maximize sales

Proven ROI by 2,000+ Customers



Cilk Arts **Increases Leads 500%**



Makana Solutions **3x Leads, 2x Conversions**



Vocio **Pays for HubSpot 30x Over with New Leads**



Objective Management Group **Grows Leads 360%**



Bridge Group **Doubles Online Leads**

www.HubSpot.com/ROI



Q & A

Free trial of HubSpot:
www.HubSpot.com/free-trial

Mike Volpe
VP Marketing @HubSpot
Twitter: @mvolpe

