

Improving your web traffic and direct response.



Your web presence at www.myjoecard.com is a **BIG SIGN for your business** at our popular Regional Directory for the Greater Kansas City Metropolitan area and worldwide. Having a sign on the HIGH TRAFFIC REGIONAL ARM of the INFORMATION SUPERHIGHWAY is a great thing. Location, location, location! Let's take a moment to make sure that the sign for your business is as attractive and noticeable as possible, that it sends a clear message, and that it will be something that people will **RESPOND** to. Today's consumers browse the Internet at a very brisk pace – time is money. By making your 'SIGN' better, you raise your sign's prominence and improve it's location on the Internet at the top three major search engines; www.google.com, www.yahoo.com, and www.msn.com.

Are you getting the most from your web traffic?

If you are not seeing visible results from your web traffic, then it is one of three things:

1. You do not have an offer at all (no 'call to action').
2. Your offer/promotion is weak (I.e. not compelling enough to get someone to change their buying habits and try your product/service).
3. Your direct response is not being accurately tracked by your staff.

How to increase visible results:

1. We will work closely with you to select a promotion that will generate a response from the traffic you are getting. We have the flexibility to run multiple offers and to change your offers on a monthly basis.
2. Spread the word. Tell people that your business is running a promotion with MyJoeCard.
3. Give MyJoeCard away! Give MyJoeCards to your staff, friends, family and customers. There is magic in giving.



How to increase your traffic:

1. We will work closely with you to optimize keywords and verbiage in [your web presence](#) for natural ranking at the top three search engines.
 - a. *NOTE: Over half of our daily traffic is NEW TRAFFIC from Google, Yahoo & MSN - new visitors to our site and do not yet have MyJoeCard.*
2. Give MyJoeCards to your staff, friends, family and customers. There is magic in giving. Your staff, friends, family and customers will remember you each time that they use MyJoeCard and save money for the rest of their life.

How to track your advertising response:

1. Ask them where they saw you or how they heard of you. Qualify every lead, new consumer, phone call or inquiry into your services. **If someone says "the Internet", ask them to be more specific.** Chances are if they didn't see your business at www.myjoecard.com then they saw your business listed with MyJoeCard of Kansas City one of the major search engines (I.e. Google, Yahoo or MSN).

Ready?

Please call us at (913) 271-2955 or send an email to joe@myjoecard.com to schedule a time to review your web traffic report and discuss changes. Be thinking of what keywords and search phrases that you want to be found by. Want ideas for tracking? Do you have a separate web site for your business that could be working better for you? Call today and share thoughts and ideas to make your Web Presence ('INTERNET SIGN') better.