

# DIAGNOSE OPPORTUNITIES TO BOOST RESULTS

## TRAFFIC

- **Low Website Traffic:** change the Offer, or description of the Content or Offer
- **Low Traffic to Key Pages:** change Menu Navigation or Home Content

## LEADS

- **Low Clicks on Lead-Generating Tactics:** change Offer or Promo Copy
- **Low Traffic to Offer Page:** highlight Offer on Home, blog, product pages
- **Low Conversion on Offer Page:** change Copy or simplify the form

## SALES

- **Low Traffic to Product Pages:** improve Navigation or Landing Page copy
- **Low Sales from Product Pages:** improve Sales Copy or add an Offer

Excerpted from  
"The Results  
Obsession: ROI-  
Focused Digital  
Strategies to  
Transform Your  
Marketing"

