

The #1 Goal of Your Website

Rob Walling
SoftwareByRob.com

Confession







Time Clock Software 2009 Edition!



IMMEDIATE DOWNLOAD AFTER PURCHASE!



On Sale Today!

\$99⁹⁵

Regularly \$169.95

See **EVERYTHING** your children or Employees do on the Computer from **ANYWHERE** in the WORLD.

It's as easy as checking your email!

24/7 Customer Support

Let us show you all the features you get with our surveillance software!

Remote Surveillance Software for Computers - It's as easy as checking your email!

Below is a list of key features of eBlaster and why many trust it as their remote surveillance software on their computers.

Regularly \$169.95

Special Offer:

\$99⁹⁵



Reasons People Don't Buy

1. Not Enough Information
2. No Trust
3. No \$\$\$
4. No Need
5. Never Going to Buy

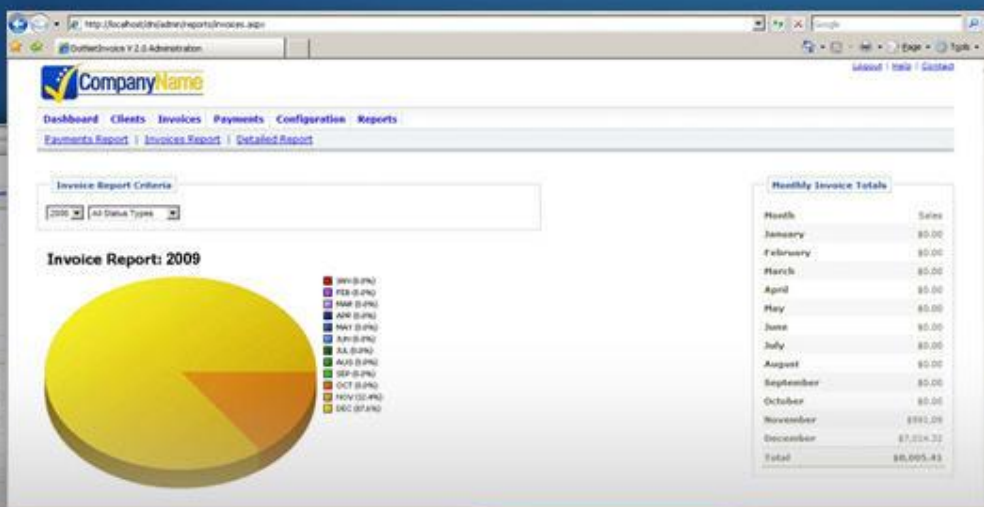


New vs. Returning Visitors



Three Minutes to Your First Invoice

Get started in minutes invoicing clients and collecting real-time payments from your website

[Email](#)[VIEW DEMO](#)[TAKE THE TOUR](#)[BUY NOW](#)

"You have full control over your data -- it never leaves your server. Economical and easy to use, DotNetInvoice can be a good tool for SMBs who need powerful, customizable invoicing features and simple payment solution"
-PC Magazine.com

DotNetInvoice Numbers

- Duration: 3 years
- 450% more sales to returning visitors than new visitors
- Per visit value of \$.55 vs. \$2.41 (440%)



Just Beach Towels

A Bikini Kitchen Company
Tropical, Hawaiian & Kids Beach Towels

Your cart contains 0 items

SAVE MONEY NOW

Low Flat Rate on orders over \$100

 SEARCH

HOME

ABOUT US

FAQ

CONTACT

Beach Towel Leader

Largest selection of beach towels online.

MENU

Home

Secure Website

Shipping Cost

International Shipping

All Our Products

Search By Color

Shipping price on beach towels is an important factor when determining whether to buy your [beach towels](#), or simply drive to the store. We have low shipping prices and offer a LOW FLAT RATE on orders over \$200.00.

Don't forget the [tanning lotion](#)!



Get 5% Off Your



JustBeachTowels Numbers

- Duration: 1 year
- 770% more sales to returning visitors than new visitors
- Per visit value of \$.17 vs. \$1.53 (900% increase)





Another Wordpress Classifieds Plugin

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The #1 WordPress Classified Ads Plugin: Painless Classifieds on Your Site



AWPCP is the #1 classified ads plugin for WordPress. It's fast and easy. 40,000+ downloads to date. Great support from our forum. Translate the plugin to your local language. Works with any theme. [Download the base plugin from WordPress.org now.](#)

[Buy Premium Modules](#)

or

[Take a Tour](#)

AWPCP Numbers

- Duration: 8 days
- 583% more sales to returning visitors than new visitors
- Start tracking today!



[HOME](#)

OVERVIEW

DEMO

PRICING & SIGNUP

And Join Customers Like Amazon, eBay and Dell



A bar chart with the x-axis labeled 'Year' and the y-axis labeled 'Number of people with a degree or higher'. The chart shows three bars: the first bar (1990) is the shortest, the second bar (2000) is medium height, and the third bar (2010) is the tallest, indicating a steady increase over the two decades.



30 days

Get Crazy Egg

Crazy Egg lets you visualize every click your visitors make

Discover exactly how visitors are using your website – then optimize it to increase your conversion rate.

[SEE PLANS AND PRICING](#)

Next Slide ►



CrazyEgg Numbers

- Duration: 60 days
- 1585% more sales to returning visitors than new visitors



604



*Please
Come
Back*

How?









Email

Personalized Broadcast

(email is the new social network)

Manage Projects Better with Basecamp.

Millions of people use Basecamp to collaborate and manage projects online.



Every day the world's most respected brands depend on Basecamp.
The top choice for entrepreneurs, designers, and developers.





FogBugz

[HOME](#)[FEATURES](#)[DETAILS](#)[PLUGINS](#)[EXTRAS](#)[BLOG](#)[SUPPORT](#)

Bring Your Project into Focus

**FogBugz 7 Now Available »**

FogBugz makes it simple to track your projects. It focuses your team on what needs to be done, and brings schedules back into reality.

FogBugz captures all your tasks, features, and customer requests in a central location, bringing clarity to your development effort. Tour [our features](#), and see what some of our 15,000+ customers [have to say](#).



Issue Tracking

Make sure that no bug gets missed and fixes are verified.



Project Planning

Outline tasks in detail and gather developer estimates.



Evidence-Based Scheduling

EBS converts estimates into realistic completion dates.



Customer Support

Our spam-proof inbox turns emails into trackable cases.



Wiki

Author, review and publish project documentation.



FogBugz Plugins

Customize your FogBugz site to meet your unique needs.



Introducing: Kiln for Source Control

FogBugz integrates seamlessly with Kiln, Fog Creek's brand new source control product. A complete version control system, code reviews, and support for your existing FogBugz workflow.

Start using FogBugz today!

[TRY IT!](#)[BUY IT!](#)[WEBINAR!](#)

Try our free online trial!

No credit card, no risk. Try FogBugz free for 45 days.

Choose your URL to begin:

https:// .fogbugz.com

This is **Signal vs. Noise**, a weblog by 37signals about design, business, experience, simplicity, the web, culture, and more. Established 1999 in Chicago. Visit [the Product Blog](#) for more information on our products.

37signals 

Jobs: [Brightcove, Inc. is looking for a User Interface Designer.](#) See more on our [Job Board](#).

Sep 13 2010 37signals 25 comments Latest by Richard

“ The idea that you could make a website and not know HTML blows my mind because it's like building a building and not knowing what a brick is... You can be a CSS wizard or you can know the basics, but you should at least have some foundational knowledge of what your building material is.

— Ryan during the 37signals podcast [Design roundtable – Part 3](#) ([transcript to Part 3 now available](#)).

This week in Twitter 37signals Sep 10



[1 comment](#) Latest by Victor

ADS VIA THE DECK

Remember when it would take weeks to build a website?



Build an elegantly simple website with Virb in minutes. [Only \\$10 a month.](#)

Grab our RSS feed 

133K readers
BY FEEDBURNER

FILTER POSTS BY TOPIC

[Business](#)

[Design](#)

Three Steps to Putting Email Follow-up In Place

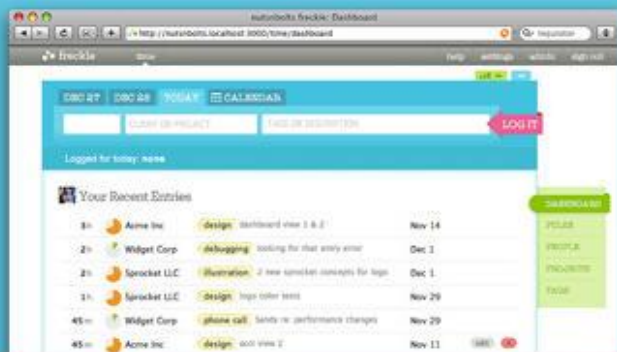


Step 1: A Killer Landing Page





jump start credit card processing



painless time tracking •• freckle

This **free ebook** is brought to you by
the makers of **freckle time tracking**.



[Amy Hoy](#),



[Thomas Fuchs](#) &



[Dieter Komendera](#)

It may be 2009, but credit card processing remains in the **Dark Ages**.

Give yourself a jump start

Our little no-nonsense guide helps you get a firm grip on the slippery concepts of credit card processing:

- ✓ the cc processing life cycle
- ✓ key industry terms / actions
- ✓ **JavaScript** code for validating & detecting card types
- ✓ code samples for Ruby's **ActiveMerchant**
- ✓ getting started **checklist** & account information

All lovingly illustrated to make the concepts clear as a bell.



download our free guide
version 1 (10mb pdf)

But wait, there's more... planned!

We're not done yet. Don't miss out on version 2!

Sign up for our email announce list.

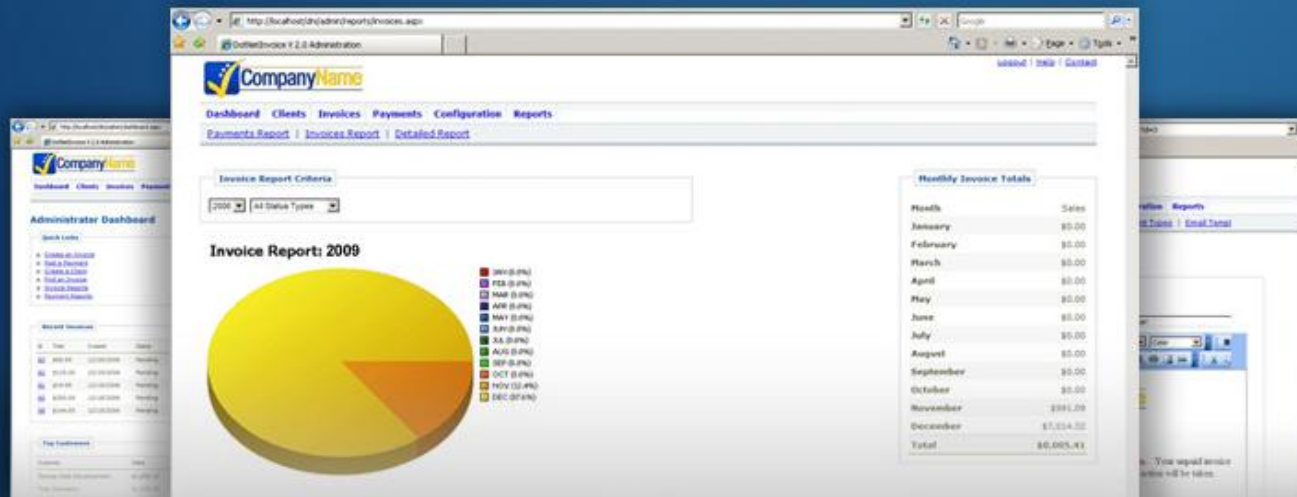
enter your email address to subscribe

subscribe



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Get started in minutes invoicing clients and collecting real-time payments from your website



Email

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-PC Magazine.com



The Advanced Guide to **Improving Quality Score**



Did You Know?

- Increasing your Quality Score from 7 to 10 can reduce your CPCs by 30%
- Your landing page can only hurt your Quality Score, not help it
- A low Quality Score can prevent your ad from appearing for many searches where it might have been displayed
- If you delete a keyword and add it back later or in another ad group, the Quality Score history applies

After reading our white paper, you'll understand Quality Score better and have actionable steps to boost your Quality Score, reduce your CPCs and improve your paid search ROI.

Quality Score is the secret sauce in Google AdWords.

It plays an important role in nearly everything advertisers care about: when ads run, how ads rank, and what ads cost-per-click. Understanding it is a competitive advantage and money saver.

Fill out the form to get your free copy.

As See On:



Fill Out This Form To Get Your **Free** White Paper

All fields required

First Name

Last Name

Company

Email

Monthly PPC Spend



Your information is never rented or sold.
[Read our privacy policy.](#)

Do You Know Enough About Quality Score?

Get your free copy of **The Advanced Guide to Improving Quality Score** and you'll learn about 4 key topics:

1. Quality Score Defined
2. The Value of Quality Score
3. Separating Quality Score Myth From Fact
4. Tactical Steps to Improve Your Quality Score

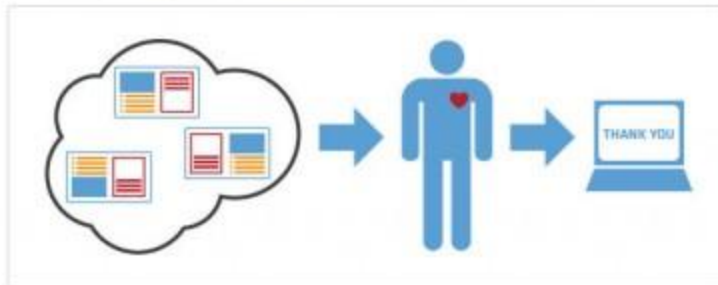
Quality Score is exactly as important as your bid. For every drop in Quality Score, or low Quality Score that isn't improved, your only option to stay competitive is to increase your bid.

Get your free copy of the white paper to learn cost-saving tactics.



Increase Conversions with Webtrends Optimize

The Intelligent Optimization Solution for Online Marketers



In today's hypercompetitive online business climate, businesses that leverage data and the resulting insights are the businesses that thrive. Testing to determine best performing content and then targeting that content to specific customer segments, is a must.

Have you just started to consider testing as a solution? Maybe you have tried other solutions and are looking for a new vendor? Do you lack the expertise to make the most of testing and targeting? Overall do you just feel that your conversion rates are lower than what they could be?

Before you make the next move with your optimization strategy/program, give us a chance to show you how we can accelerate and improve your testing program through our expert services team and easy-to-use next generation intelligent optimization platform.

Get the Details

Webtrends' fastest way to drive success through site testing and content targeting.

* First Name
* Last Name
* Email Address



Download Data Sheet

*Required fields.



Not your average, middle of the road,
parking lot striping company
Contact us and find out why?

**SAVE
TIME
&
MONEY**

FILL OUT THE FORM

fields marked as * are mandatory

*Name

*Phone Number

*Email Address:

Comments:

SAVE & SUBMIT!

Who We Are:

Founded in 1950 Stripe-A-Zone has continuously been the industry leader. While offering a full range of parking lot and road services, we strive to improve quality through innovation, technology, and our vast experience. Our large fleet of service trucks and professional staff allows us to perform emergency jobs in a timely manner with a shared sense of urgency. It is our goal to continue to supply Texas and the Continental U.S. with the highest quality pavement marking services in the industry.



Contact us today to find out how we can save
you time and money. **GUARANTEED**

Step 2: Give Something Away

(And it really helps to be unique...)





Version 1
check for updates!

this quick crash
course will get you
started



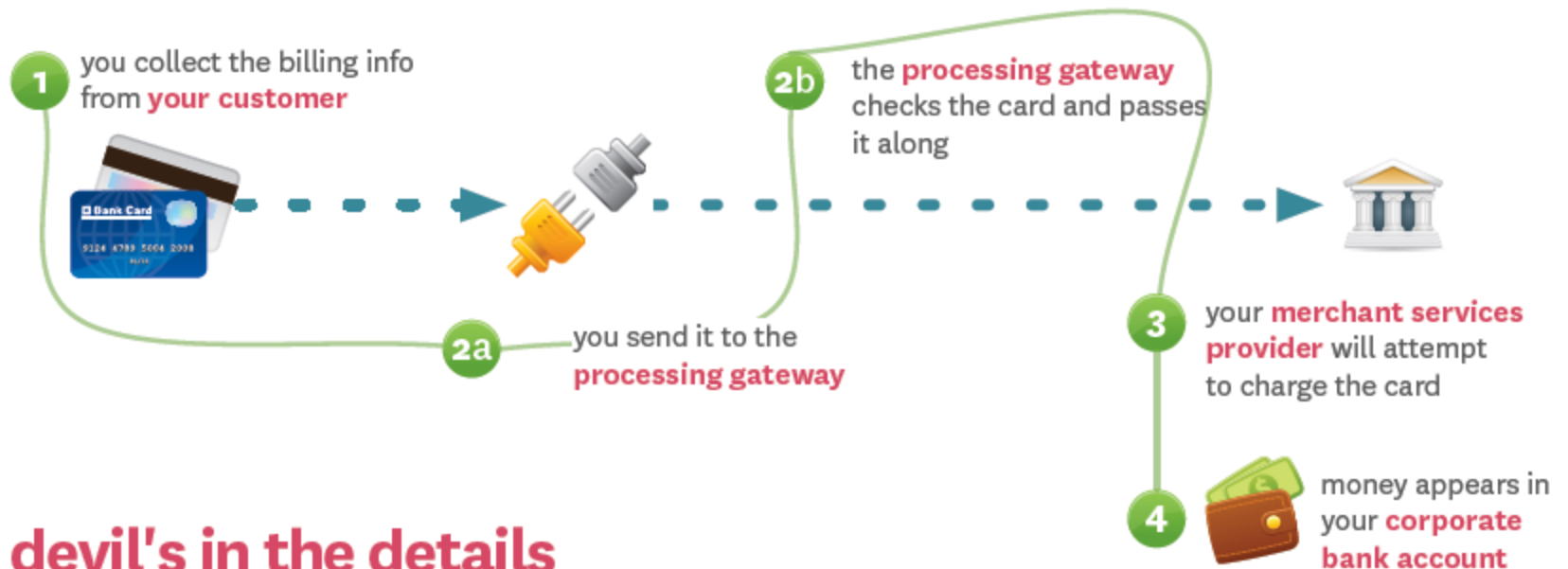
jump start

credit card processing

sponsored by  **freckle time tracking**

by amy hoy, thomas fuchs &
dieter komendera

card processing lifecycle: 10,000 ft view



devil's in the details

- 1 You decide **how much data** to collect; in reality, only the **card number** and **expiration date** are truly required
- 2a You'll use an **API** over a **secure HTTPS connection** to talk to your **gateway**; code your own interface or use any number of handy libraries
- 2b **Address Verification Service (AVS)** happens here, if you use it.



corporate bank account

Your corporate bank account is where your money will go after credit card transactions have cleared. You'll specifically want a corporate account; it will be difficult to sign up for a merchant account without one.



merchant bank account

The merchant bank account is a confusing beast. It is a bank account, but not one you can ever access directly.

The merchant bank account is where the actual credit card transactions occur, and the merchant services provider is the company that holds the agreements with the credit card companies themselves (Visa, Mastercard, Amex, etc.)



cc processing gateway

Gateways serve three purposes:

- ✓ they offer address verification (AVS)
- ✓ they pass on your CC processing requests to the merchant bank service, acting as your interface, and
- ✓ they will store your customer's credit cards in a secure manner which you really don't want to try and implement on your own.

In some cases, you can get extra services from your processing gateway, such as eCheck processing (using the account numbers on the bottom of checks) and automated recurring billing (e.g. monthly billing).



search



Code Collaborator

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Training & Consulting

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Free Book



Read the
**Best Kept
Secrets of Peer
Code Review**
available **FREE** ▶

Learn about
Code Collaborator
in a **FREE Webinar**

Customer Quotes

“ Code Collaborator greatly simplifies the review process by automating the planning, presentation, execution, and management of reviews. ”

— Chris Holl
Director, Corporate
Software Engineering
Process Group
Intuit

READ MORE ▶

Best Kept Secrets of Peer Code Review

Peer code review is happening behind the scenes at your competitor's shop. Are they wasting their time or gaining a competitive advantage? What type of review actually works?



Order your **FREE** book with **FREE** shipping

or view the [Table of Contents](#) with [sample chapters](#).

We've compiled 10 practical essays from industry experts giving specific techniques for effective peer code review:

- **Cisco: The largest-ever case study of peer code review**
- Modern experiments: results of the past 15 years
- Five types of review: Pro's and Con's
- Managing social aspects of peer review
- Code review in the SEI/CMMI/PSP/TSP context
- Why many developers don't embrace code review
- Questions to ask when implementing a peer review process
- Why haven't you heard more about code review?
- Metrics and measurements
- Code Collaborator: Software for efficient, remote peer review

This book gives you practical advice your team can use right away.

Order your **FREE** book with **FREE** shipping

Use this form to order your *free copy* with *free shipping* to the United States, Canada, and selected other countries.

We regret that we cannot ship books outside the United States, Canada, and a limited set of additional countries at this time. We were able to in the past, but a change to customs rules made this prohibitively expensive and time-consuming. To see the available countries, select from the list in the form below.

Country:

We regret that we cannot ship books outside the listed countries at this time.

Your E-Mail Address:

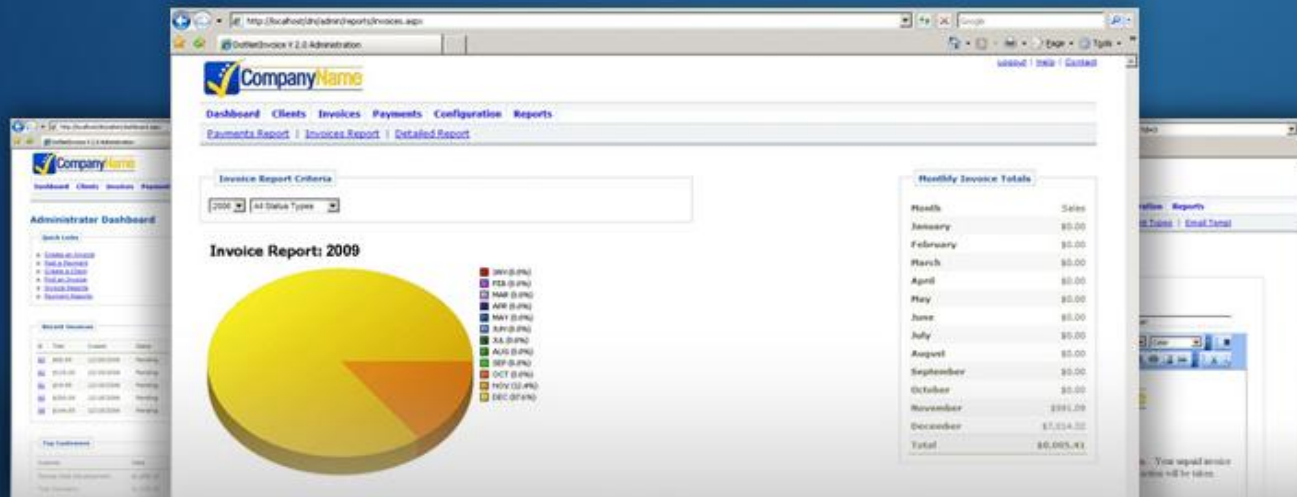
Needed to confirm identity.

We don't want to ship books to spam-bots who fill out this form.

You will receive book-related notices to this address.

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Email

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-PC Magazine.com



Step 3: Set-up the Follow-up



MailChimp Pricing Options

Omnivore

What's protecting your infrastructure
and deliverability 24/7?

[What is Omnivore?](#)[SIGN UP FREE](#)[HOW IT WORKS](#)

Completely Free Account

Store up to 500 subscribers

Send up to 3,000 emails a month

[View All Pricing Options →](#)

Loved by more than 400,000 people

Find out why everyone's switching to MailChimp. ***Why MailChimp?*** →

Top-rated social media tool

"Featuring integrations with WordPress, Twitter, Salesforce and more, MailChimp is the list manager of choice for an impressive list of heavyweights including Mozilla, Intel, Canon, Fujitsu, Staples and more."

— Barb Dybwad, **Mashable**

Advanced

Goals

Not Enough Information

No Trust

No \$\$\$

No Need

Provide Information

Build Trust

Provide Discounts/Wait

Wait





Collectorz.com®
Catalog your collections

**Catalog your personal collection of
CDs, DVDs, books, comics & video games.**

**Auto-download full data & cover images.
Just enter titles or scan barcodes.**

- Catalog your collection on Windows, Mac OS X or online.
- Check your list on any mobile device. Share it with friends.

Find us on Facebook



Collectorz.com



8,643 people like Collectorz.com



Dane



Mario



Tim



Lasse



Facebook social plugin

Movie Collector

Catalog your collection of DVDs & Blu-Ray Discs
for Windows, Mac OS X, iPhone and online



Book Collector

Catalog your book collection
for Windows, Mac OS X, iPhone and online



Version A => No-Friction Trial Download
Version B => Email to Download



Follow-up Sequence

Day 0: Welcome, \$5 discount coupon, download link, link to Getting Started guide, testimonials.

Day 2: Buying guide, standard vs pro, barcode scanners, iPhone app, testimonials.

Day 6: Subscribe to newsletter invitation, benefits of cataloging your stuff, testimonials.

Day 30: Outright invitation to buy, more testimonials.



Results for B

- Downloads down by 33.6%
- Sales up by 3.4%
- Average first purchase up by 13.5%
- Profit up by 15.4%



Simple Accounting Software

Solar Accounts is a simple accounting software package designed for self-employed individuals and small business. If you need to keep better track of your finances, [try Solar Accounts](#) today.



[▶ More Screenshots](#)

[Click Here to Download ▶](#)

"Without this software I would be truly lost. Very user friendly!"

— Criss Jones, [Smiley Faces](#)

"Thanks for creating a superb little accounting package!"

— David Coldrick, [TransMeta Solutions](#)

"Stands head and shoulders above the competition."

— Helen Melhuish, [Shiny Learning](#)

[▶ More Testimonials](#)



Rated
4.8
out of 5



Average of **59 reviews** on Google Checkout

Version A => No-Friction Trial Download
Version B => Email to Download

No Email Requested:	Email Requested:
<p>1 Click 'Download Now' to begin downloading</p> <p>Download Now</p>	<p>1 Enter your details and click 'Download Now'</p> <p>Your Name: <input type="text"/></p> <p>Email Address: <input type="text"/></p> <p><input type="checkbox"/> Don't send me tips or special offers</p> <p>Download Now</p>

Follow-up Sequence

Day 0: Thanks for downloading, how-to guide

Day 14: “Did you like our software?”



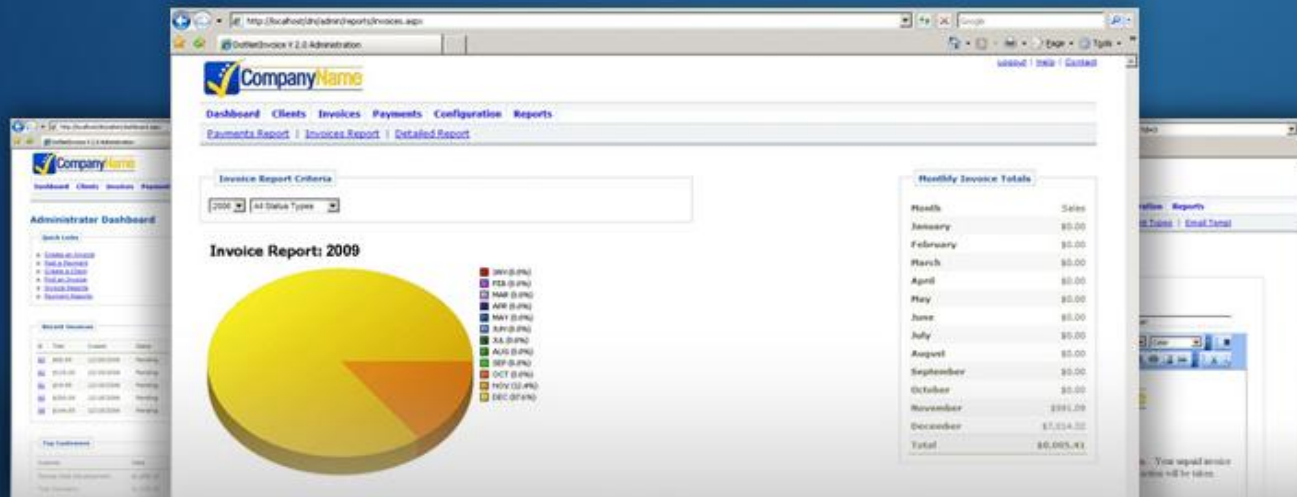
Results for B

- Downloads down by 15%
- Sales up by 18%



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Get started in minutes invoicing clients and collecting real-time payments from your website



Email

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-PC Magazine.com



For Price Conscious Customers

Day 0: Ask for feature suggestions, ask for unsubscribe

Day 14: \$34 coupon with 48-hour expiration

Day 42: \$100 coupon with 48-hour expiration

Day 44: 8-hour reminder of coupon expiration

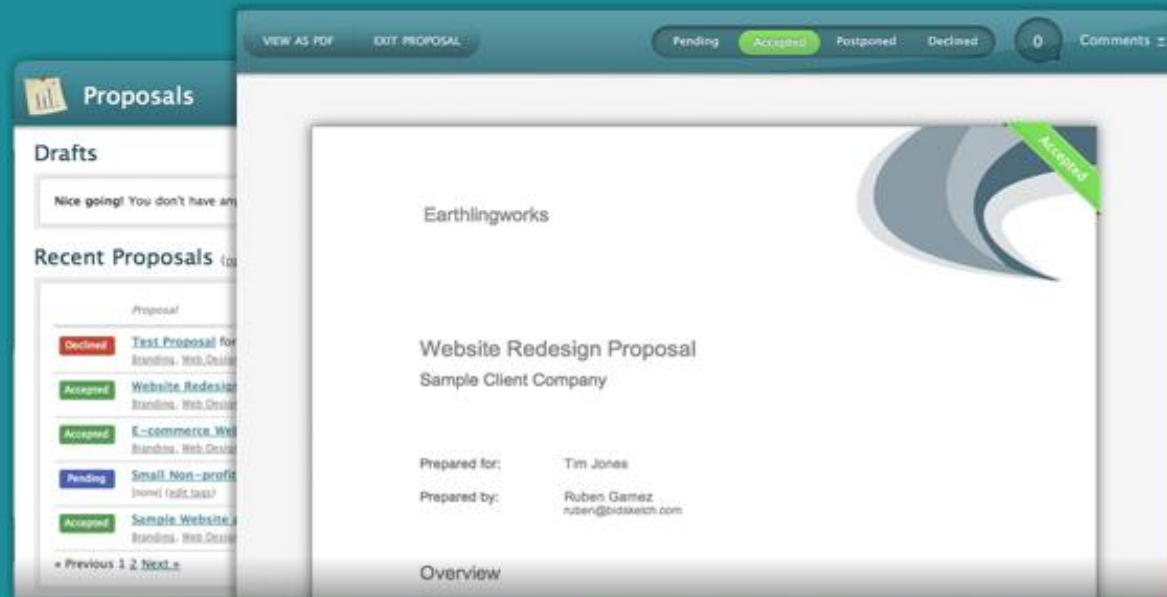




Bidsketch

Simple proposal software
made for designers.

[See Plans & Pricing](#)
register for free



Manage All Your Clients and Proposals

Sick of storing your current and future client proposals in your inbox? Why not keep them in one place?



Automate Your Proposal Process

Easily mix and match sections, designs, and formatting to create effective proposals fast.



Better Communication with Online Sharing

Online viewing lets clients instantly send comments for a smoother proposal process.



Increase Profits and Win More Proposals

Winning is built in — from the way they're formatted to the way that they're structured. Win more business with less effort.

For SaaS Application

Day 0: Welcome, login info

Day 4: (if no proposal created) Do you need help? Links to helpful content

Day 4: (if proposal created) Links to helpful content

Day 25: Hope you're enjoying it, charge coming in 5 days

Day 30: Invoice



The Most Common Mistakes



3 Most Common Spam Filter Triggers

- Low text to image ratio
- Subject in all capitals
- BODY: Message only has text/html MIME parts

Not-So-Common Spam Filter Triggers

- “Extra Inches” (3.1)
- “Dear” (2.7)
- “Stop Further Distribution” (3.1)
- “You registered with a partner”
- “Oprah”
- Poorly coded HTML

Subject Lines with Low Open Rates

- Final reminder for complimentary entry to attend the West Freelands BCI Cluster Conference 2006
- Tempting August NUSA Specials!
- SALE ends soon - up to 50% off all bras at Kara!
- Help Baylor create the ideal college experience

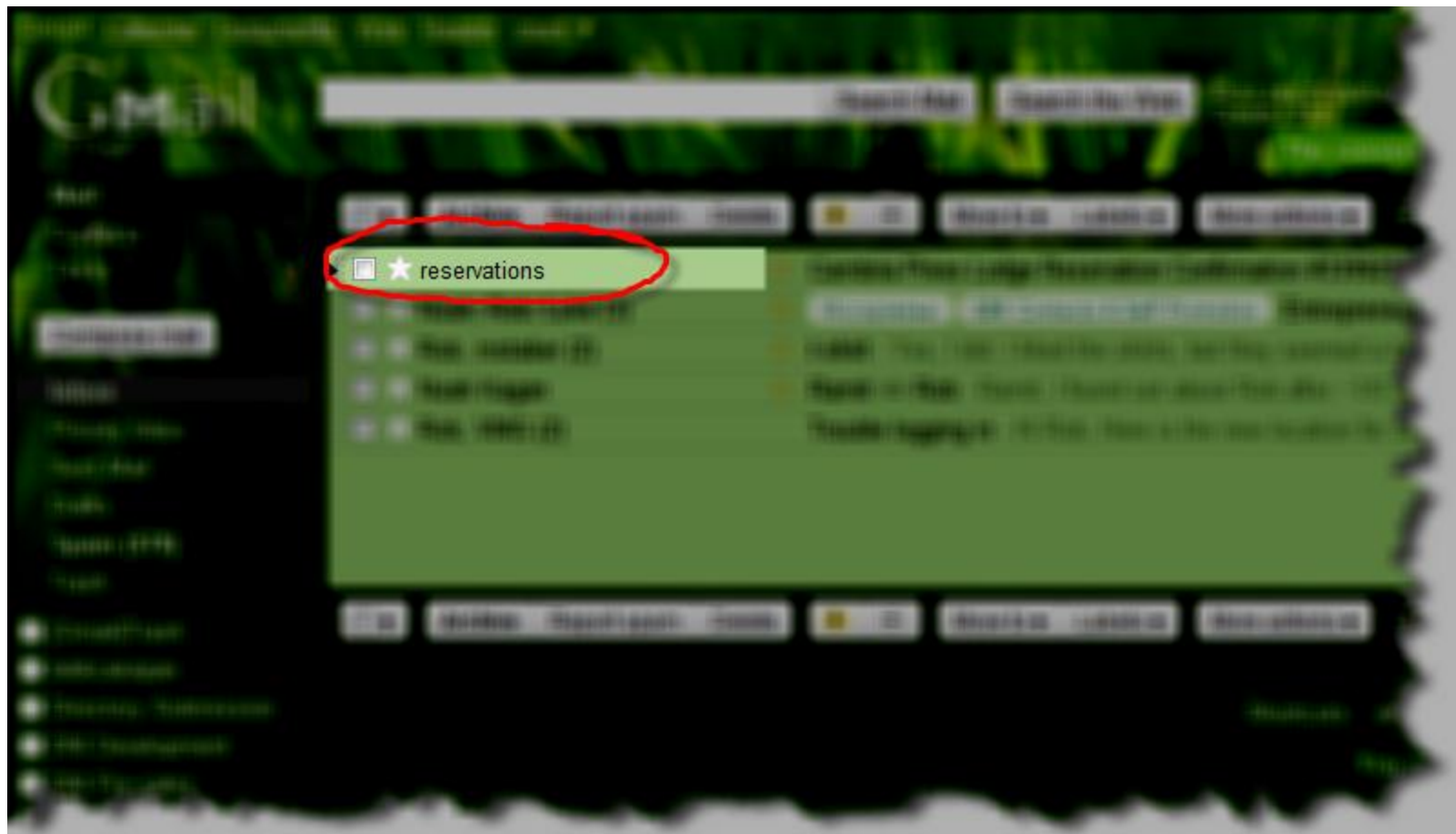


'From' Name

- Typically the second thing a user sees
- Big impact on open rates







Personal == Better

1. Person's Name
 - *Rob Walling*
2. Name & Company
 - *Rob Walling / DotNetInvoice*
3. Role
 - *DotNetInvoice Support*
4. Company Name
 - *DotNetInvoice*



Recap

- Returning visitors buy more
- #1 goal of your website
- Email
- Follow-up
- Test



**Start Small, Stay Small:
A Developer's Guide to
Launching a Startup**

Rob Walling

www.StartupBook.net/bos
www.SoftwareByRob.com