

Win A Free Trip – The Fine Print

The maximum discount available to any one person will be \$4500.

The total amount of discounts on offer will be a maximum of \$10,000.

It won't be easy to win the maximum, but it shouldn't be too hard to win something.

Photos

The photos on the **home page** are by far the most important photos on the website. I've had a number of people tell me that I need better photos. But what?

A good photo will show what we do. It will draw people into looking at the words which are on the page. If it only shows older people, it might put off the young ones. Similarly, if it only shows young people, it might put off the older ones. If it only shows men, it might put off the women & vice versa.

I will give a \$500 discount to anyone who provides me with a photo which gets used in the upper right or upper left on the home page. Any other photo used on the home page will be worth a \$250 discount.

But there has to be a but. The home page performance must show an improvement in bounce rate and/or average visit duration.

Other pages. If you provide us with a photo we use on any of our top ten landing pages (ask for the Google Analytics document for a list) and we get an improved performance, we'll give you a \$100 discount for each photo used. If we use it anywhere else, we'll give you our thanks.

We will make a decision as to what photos to use based on our consultations with a marketing person and/or whoever does the website redesign.

Verbal content

It will take a lot more than better photos to make the website more search engine friendly and encourage people to stay longer.

If someone can come up with a new version of the home page which gets substantially more hits and/or makes the new visits stay longer, he or she will get a \$1000 discount.

Any suggestion for another one of the top ten landing pages which doubles the number of landings or the length of time people spend on the website will be worth a \$500 discount. (If doubling the number of landings substantially decreases the amount of time people spend on the website or if increasing the amount of time substantially decreases the number of landings, the discount will not apply.)

Any suggestion which works the same magic on any other page will be worth a discount of \$100.

As with the photos, we will make a decision as to what changes to implement based on our consultations with a marketing person and/or whoever does the website redesign.

Google Analytics

If you are seriously interested, you'll need to see the Google Analytics document which is currently being prepared. Please send us an email if you'd like to see it.