



# Episode 2: Website Traffic Evaporation

## E2: WEBSITE TRAFFIC EVAPORATION

00:00 Ken Franzen: Hey everyone, this is Ken from Neon Goldfish. In this episode of the Neon Noise podcast, we explore something called, 'Website Traffic Evaporation.' Website traffic evaporation is tangible website traffic that leaves your website without a trace, likely forever. No phone call, no form submission, no demo request, nothing. It's likely cause is lack of direction for the website visitor, oftentimes coupled with the misconception that every visitor to your website is ready to buy your services today. We hope our conversation will help you figure out ways to convert more of that website traffic you worked so hard to attract into leads and customers. Enjoy.

[music]

00:57 Justin Johnson: Hey everybody, this is Justin and Ken with Neon Noise. Today we are gonna discuss a topic that many of you can relate to regarding visitors coming to your website and leaving without providing any way to contact them in the future. Ken, how are you today?

01:11 Ken Franzen: I'm doing great, Justin. How are you?

01:14 Justin Johnson: Excellent.

01:16 Ken Franzen: Yeah. This topic's an interesting one. We actually like to call this, 'Website traffic evaporation.'

01:25 Justin Johnson: Did we make that up?

01:26 Ken Franzen: I think that we might have. I don't know. I came up with this in a blog post and I did a Google search.

01:34 Justin Johnson: That kind of fits though, it really does.

01:36 Ken Franzen: It works. It works. But I did a Google search just to see if that was something I made up or if that's something I read somewhere. And I didn't find much on it from the old Googs. I'm thinking that maybe we invented something and didn't know about it. If it's something that we invented that's noteworthy, I'm not quite sure. I think the jury's out on that. But it describes what you just said very well. It's website traffic that evaporates. It leaves it without a trace.

02:04 Justin Johnson: It goes away. Right.

02:05 Ken Franzen: It's something that I think is worth talking about, because website traffic's the metric that everyone's kinda focusing on at the beginning. It's the beginning stage. It's step one, is getting somebody to your website. And so it's focused. How many website visitors do I get to my website? And the more equals better. And so, we spend time, we spend money, we spend hours pulling our hair out trying to get more traffic. Whether it's an AdWords campaign, your TV commercials, your business card or the sandwich board guy walking down the street. Anything and everything, we get someone to your website to try to get them to become your customer.

02:53 Justin Johnson: What do you think the problem is? Is it just the fact that... Is it a traffic problem or is it a problem actually converting those people into an opportunity? Into a lead?



## E2: WEBSITE TRAFFIC EVAPORATION

03:05 Ken Franzen: Yeah. No, I think that it mostly lies in the latter there. It's the conversion opportunities aren't there. You have to think about the... Think about how you buy something whenever you visit a store or a website. Are you ready to buy right when you walk in the door the very second that you visit that website? No.

03:29 Justin Johnson: No, you're not. You're gonna do your research. You're gonna look up items online. Try to figure out all the answers to... I don't wanna talk to this person yet. And you're gonna do your research online before you're actually gonna either step into that store or make an online purchase.

03:48 Ken Franzen: Absolutely. No, and the majority of the visitors coming to your website, they're not ready to talk to you yet. I would say 95%, there's stats all over the place. But, I would say 90%, 95% of the visitors coming to your website do not wanna pick up the phone.

04:01 Justin Johnson: You think about that, you really really think about that number. And five people out of every 100 people that come to your website actually are ready to talk to you today. That's a huge number.

04:12 Ken Franzen: Sure. Right. And what happened to those other 95? And that's what we wanna try to solve. Is where the other 95...

04:22 Justin Johnson: How can we gather some of that information from those folks?

04:24 Ken Franzen: Sure, what can we do? And those other 95%, they're just in different stages of the buyer's journey. They're in the awareness or consideration stage, not quite to that decision stage yet. They're still trying to figure out. They're identifying the product, their problem. They're trying to figure out what their symptoms are and who's gonna be able to help them solve their issues. And so, there's an important thing to look at here is how your website is set up. In most websites, how are they set up, Justin?

05:02 Justin Johnson: Yeah. You think about it. And what's typical in a website for conversion opportunities that they currently have are they're just minimal. You don't have a lot of opportunity to gather information. It's a contact form. It's a buy now button, stuff along those lines where if I'm just starting off and I'm trying to find information about a product or a service for whatever it is that you offer, I don't have a way to give the website owner my information in order to gather that information. Does that make sense?

05:38 Ken Franzen: It does. You're basically saying that their bottom of the funnel offers are what typical... Are typically found on the websites and...

05:44 Ken Franzen: Yeah. There's not a lot of top of funnel, middle of funnel offers for anybody to provide information to us.

05:53 Ken Franzen: Sure. But as a consumer, you're not looking to provide that information as a consumer, but as a business when you're looking for ways to capture that information.

06:01 Justin Johnson: Capture that information so that I can continue to try to reach that 95% of those folks that are coming to my website right now that I don't know are coming back.

## E2: WEBSITE TRAFFIC EVAPORATION

06:12 Ken Franzen: Exactly. So they're leaving, you're trying to capture... Prevent them from evaporating, right?

06:17 Justin Johnson: Correct.

06:17 Ken Franzen: Absolutely. And so, with that, some of the things that we can do to help capture their information... We use gated offer. I know that you'll hear people say, "I hate when people want my email address to download XYZ," right?

06:36 Justin Johnson: Yeah, but you need... As long as you're providing value to that visitor, they're gonna give you a email address, first name, in order to get that e-book or do a survey or a quiz...

06:50 Ken Franzen: Case study whatever you have...

06:51 Justin Johnson: Or anything along those like case study, yes. I plug my email address into so many fields to gather that information. It's very, very simple to do.

07:03 Ken Franzen: Absolutely. And I think that it's important to acknowledge... Yeah sure. No one likes giving away their email address.

07:09 Justin Johnson: Yes. No.

07:11 Ken Franzen: Someone might email you. But, as you pointed out, valuable content, valuable offers, they'll get people to opt in.

07:21 Justin Johnson: Sure. See these are the things that people... They don't wanna talk to you about. However, they still want those answers. And it's just a very easy way to get that information in front of them and still gain that email address.

07:36 Ken Franzen: Sure. So, now that we've collected an email address, and this is likely from someone that is in the earlier stages of the buyer's journey, not ready to buy from you, not ready to talk to you yet. Do you email them right away? What do you do?

08:00 Justin Johnson: I would probably go ahead and recommend setting up some type of a nurturing campaign where we're gonna email them. It's gonna vary depending on whether you're a school or you've got an online store. But I would say that let's set up some type of a campaign where we're gonna email this person about the information that they came to your website about, over the next two months. And we're gonna touch those people six times.

08:33 Justin Johnson: And while we're doing that just think of... They've gone to all these other websites, and they have not provided any information to 'em. When they do, when they are ready to buy, they're gonna remember that, "Hey, you know company XYZ, they've been sending me these messages for the last six weeks." And maybe there's an offer on there or something that pique their interest. But as long as we're staying in front of them, when they come back and they're ready to buy, they're always gonna remember us.

## E2: WEBSITE TRAFFIC EVAPORATION

09:01 Ken Franzen: Exactly. And that's when they're ready to buy, 'cause we can't tell when they're gonna be ready to buy. They don't even know when they're gonna be ready to buy.

09:06 Justin Johnson: Right. Maybe it's one of the offers that we sent and one of the emails that triggered them.

09:12 Ken Franzen: Sure. Here's a great story. I just bought a new set of tires. Fun, right?

09:16 Justin Johnson: No. [chuckle] No, no. Tires and roofs and everything. Those are just...

09:21 Ken Franzen: Yeah. There's no fun in that.

09:22 Justin Johnson: There's no fun in it. Money out the door.

09:25 Ken Franzen: I knew that winter is on its way up here in Northwest Ohio, and my tires have 50-plus thousand miles on the truck, the factory tires. I knew that I needed to buy a new set of tires. I was planning on doing it here in the next... I don't know a couple weeks. I have to figure it out through talking with my dad and different people that I was looking at probably getting a set of Michelins, but I didn't quite know for sure. And Saturday, I noticed I had a big, fat nail on the front passenger.

[chuckle]

10:01 Justin Johnson: Good timing, right?

10:02 Ken Franzen: And I'm looking at this thing going, "That thing's gonna fall out. I'm gonna get a flat tire at the worst time and have to change that thing." I was going through the buyer's journey for a set of tires, and my decision stage got accelerated by a nail. [chuckle] So, I ended up going with the Michelins, and that happened pretty quickly. But had I not seen that nail, I probably would have prolonged...

10:27 Justin Johnson: Sure. You would have put it off until you had a snowfall or something along those lines in order to get... You don't wanna go in and get those new tires.

10:37 Ken Franzen: Absolutely. You never know when that decision's going to happen. And as a marketer, just being present in a passive way through an email drip campaign is a great way to establish that credibility but also be present. Be top of mind when that decision comes to light. These gated offers, they're gonna help prevent the site visitors from evaporating, from leaving without... Will we capture everyone? Absolutely not. That's just not realistic.

11:06 Justin Johnson: No. But if you think about it... Just going back to your tires. Say that the nail wasn't what got you to go in and purchase those tires. And you did do a little bit of research, and maybe you talked to your dad and he said that a Michelin tires are the way to go. However, you weren't sure about that.

11:29 Justin Johnson: If you did a little bit of research online and went to that tire website and looked up Michelin tires and had some type of a resource guide for that, you gave them that email address that you have. And they put you into some type of a drip campaign, and it wasn't the nail that got you to go in and get

## E2: WEBSITE TRAFFIC EVAPORATION

those tires. Then guess what? Maybe that third email that came through was enough for you to say, "Okay, it's time for me to go buy those tires now."

11:57 Ken Franzen: Absolutely, and there's... It's a educational process. What did I learn when I bought my tires? I know we're really going on and on about my tires here but...

12:05 Justin Johnson: You got sweet tires buddy. [laughter]

12:07 Ken Franzen: I do like them, I really do. But I didn't know really the difference. I wasn't expecting to learn so much. I went with an all-season tire versus an all-terrain tire and I had to do a little bit of research on figuring out which was best for me. I do a lot of highway driving versus off-roading through the mud, as much as I'd like to do that. Most of my driving it's highway, right?

12:31 Justin Johnson: Right. [chuckle]

12:33 Ken Franzen: So, I had to buy the right tire for me. And so, a guide and we're speaking hypothetically now, this isn't what really happened. But a guide would have been something, "How to choose the right tire for your light truck use?" My light truck is the F150 and I pull my camper with it. And I don't... Like I have mentioned, don't do any of the off-roading and things along those lines. That would have helped me narrow down my choices because there's a lot of different types of... Even though my dad says, "Go Michelin." I didn't know which Michelins I was gonna get and oh boy do they range in price, right?

13:11 Justin Johnson: Right. I think what it boils down to is just providing valuable content to your consumers in all stages of the buying cycle.

13:20 Ken Franzen: Exactly, exactly. You can catch 'em when they visit your site, capture them wherever they're at whether...

13:26 Justin Johnson: Wherever they're at in their cycle and then continue to reach out and provide them with value throughout that journey until they're ready to actually pull the trigger and buy.

13:36 Ken Franzen: Absolutely. Let's look at this then. If one of our listeners is asking themselves, "Alright great, how do I introduce... What's the best route for setting up these offers on my website?" What's some things that they should consider? What are some obvious things that they could look out for?

14:01 Justin Johnson: The most obvious things to do and... Personally, I'm big on surveys and quizzes and stuff along those lines. It's something that people don't feel pressured into doing and they're gonna get some type of reward in the end. Take them through a process and understand a little bit more about them and provide them with the best solution for whatever their problem is. And you can do that through offering some type of quiz on whatever the service or product is that you offer.

14:38 Ken Franzen: Sure. One thing I'd like about the surveys and the quizzes you just mentioned is, they're engagin' and there's an immediate response.

14:45 Justin Johnson: Right. Yup.

## E2: WEBSITE TRAFFIC EVAPORATION

14:47 Ken Franzen: With e-books, there's a lot of value in an e-book, a white paper, a case study. But depending on their length, it might be somethin' that you download and you don't get to right away. You might read it later on or something along those lines, and again that plays into. But the one thing I really do like and why you see a good response, or strong conversion with a survey or a quiz, is that that immediate response. That engagement and an immediate response that, "I'm gonna fill out these forms or answer these questions and get some type of immediate feedback."

15:24 Justin Johnson: Sure. I saw a really good quiz or actually I think it was a... I don't know if it was a quiz or a survey. But, on how to select the right hot tub for you, and you went through a series of around like 10 questions or something along those lines. And if I'm looking for a hot tub and I have no idea on what the best hot tub is or any of that information, this takes me literally five minutes to get through. And I go, I fill my questions out and in the end it gives me three options that, "Here's the best hot tubs for you. These are the reasons why, based on the information that you provided to me."

16:11 Justin Johnson: And you see that information right away. You collect that information right away. And then if it's something you're not ready to buy today, and I'm probably not gonna buy a hot tub today. However, after I select and plug all my information in there, then that consumer is going to get information based off of whatever it is that they selected on that program.

16:34 Ken Franzen: Sure. He did the research for you.

16:37 Justin Johnson: Right. They did all the research for you.

16:39 Ken Franzen: That's awesome. Instant gratification as a consumer, can it get any better than that?

16:44 Justin Johnson: No. It's great.

16:48 Ken Franzen: Alright Justin, one thing that I think we need to touch on is a call to action. Really...

16:54 Justin Johnson: Absolutely.

16:55 Ken Franzen: What one is and how it plays into a website visitor actually... Because that's the thing, a call to action or lack of call to action has a huge impact if your website traffic visitors convert or not. You got great conversion opportunities on your website, but if you don't tell them...

17:14 Justin Johnson: If you don't... Yeah, if you don't tell them what to do, they're not going to get to that landing page and be able to fill that information out in order for you to gain that information.

17:23 Ken Franzen: Exactly, exactly. The clear, concise direction that's prominent in their face above the fold or multiple calls to action on a page, right?

17:35 Justin Johnson: How many calls to action... What is typical? What is good? Is it two call to action and two calls to action on a page? Should I have five? What is a good number?

17:49 Ken Franzen: That's a great question, and the right answer is "Yes." It depends on testing and conversions, obviously you wanna have one clear, concise direction per page. But you can have more than

## E2: WEBSITE TRAFFIC EVAPORATION

one call to action. One prominent, one that's secondary. Let's say that you came to... Let's say you had a blog post that was on website traffic evaporation, and you had a call to action...

18:17 Justin Johnson: What would you have? What would your CTA, what would your call to action be on that blog post?

18:24 Ken Franzen: Well, you could do a checklist of some sort, a download to see if you had a call to action...

18:32 Justin Johnson: If you're experiencing website traffic evaporation?

18:35 Ken Franzen: Exactly. If you have calls to action, if your traffic is high and your conversion rate is low... How to compute that conversion rate and all those things that involve. A checklist like that would be something someone that just finished reading that article, but not ready to talk to you or buy anything from you right now.

18:55 Justin Johnson: No, but they're gonna find some value in that and...

18:57 Ken Franzen: Sure.

18:58 Justin Johnson: Yeah.

19:00 Ken Franzen: But a sidecar to that maybe on the right-hand side... In the side bar itself of the web page, you could also include a call to action for free marketing assessment.

19:16 Justin Johnson: Sure.

19:17 Ken Franzen: So that they're... Perhaps they're sold. "I need CTAs. I need to stop my website traffic evaporation. I need help now. I don't wanna do anymore research. I want help today." They're straight to the bottom of the funnel. They wanna chat. That could be the instance where you'd have a secondary call to action.

19:42 Justin Johnson: Yeah. That would be great.

19:44 Ken Franzen: What form do these calls to actions typically take though, Justin? Are we talking... Are they only buttons?

19:51 Justin Johnson: No. Your CTAs can be anything from a button. And yes, you can have a nice graphical banner. You could do a nice video. Just making sure that we're instructing the visitor on exactly what they should do and where they should go next.

20:10 Ken Franzen: Well CTA normally you'd... It's driven to a landing page. And a landing page is going to be very pointed and direct with...

20:21 Justin Johnson: Or exactly what they're looking for.



## E2: WEBSITE TRAFFIC EVAPORATION

20:23 Ken Franzen: Absolutely. You wanna... Some general... I've had people argue with me on this. I'd have to disagree, but I think a landing page should be void of a phone number, of navigation, of anything that's going to distract them.

20:39 Justin Johnson: Take them away from why they got there.

20:41 Ken Franzen: It should be a page within your website, that is linked to from your call to action, that is specifically about the offer and continuing the process of the CTA. If they want... If you're trying to get them to fill out a form to get a free marketing assessment, then take everything away...

21:04 Justin Johnson: Don't send them to a page...

21:05 Ken Franzen: Don't dangle another carrot in front of 'em that can distract them.

21:06 Justin Johnson: Yeah, yeah. There's no reason to. Right, exactly.

21:09 Ken Franzen: And think about the dog from the movie, Up, Where he's, "Squirrel!" So easily are consumers distracted and we've had them right there and all of a sudden, poof. We give them something else to look at and they're gone. So a landing page is really, in my opinion... And I think you agree with me on this, Justin, need to be very concise and direct.

21:29 Justin Johnson: Absolutely. I completely agree with you.

21:36 Ken Franzen: What do you think are some things that someone listening right now today could do?

21:41 Justin Johnson: Can do today?

21:42 Ken Franzen: Yeah.

21:46 Justin Johnson: Just to start, there's a handful of things that you could do, but just paying attention to your metrics. Pay attention to your website metrics. Do you know how many people you are converting right now? Are you converting at 5%? Are you converting at 3%? Make sure that's something that you are tracking on a regular basis. Performing some type of an audit on your website. Extremely important. Go through it and see, "These are the call to actions that I currently have right now." Think about some of the stuff that we talked about. Would it be beneficial to add additional conversion opportunities to your blog post, to your side bar. Stuff along those lines.

22:33 Ken Franzen: Looking at everything with your web and really taking an honest look at your website.

22:36 Justin Johnson: Yup. Going through and...

22:38 Ken Franzen: Not joking around with yourself, thinking it's better than it is.

22:39 Justin Johnson: Yeah. Just think about it, because majority of sites out there, they build their website, it's done, they put their content on there, and it's the same thing for 12 months, two years, three years.

## E2: WEBSITE TRAFFIC EVAPORATION

22:54 Ken Franzen: It's untouched... Sure.

22:56 Justin Johnson: It's the same exact information. You're not doing anything in order to increase those conversion opportunities. Go through and do a thorough, thorough check on everything that you have going on.

23:08 Ken Franzen: Exactly. Now I couldn't agree with you more that the time invested in the original build... Everyone is always so exhausted at the end.

23:16 Justin Johnson: Yup.

23:16 Ken Franzen: And all they wanna do is, "Let's put this thing live and forget about it until the next... "

23:19 Justin Johnson: Let's put it live and...

23:22 Ken Franzen: And that's exactly what we're trying to combat here.

23:25 Justin Johnson: Sure.

23:26 Ken Franzen: 'Cause then you can continue on with your marketing efforts building all this traffic to a site that's been untouched and unchanged. Complete website audit, and being completely honest with yourself, and really tearing this... And testing.

23:38 Justin Johnson: Test.

23:39 Ken Franzen: The metrics you mentioned were with Google Analytics or whatever analytics platform and knowing what that is.

23:47 Justin Johnson: Know what your conversion rates are. Know what your traffic looks like, absolutely. Doing your website audit and then after you've gone through those steps, it would be to formulate some type of plan, some type of strategy to start getting those new pieces of content resources and what not in play.

24:07 Ken Franzen: Sure. Identifying some... What do you think would be valuable content. Obviously we're trying to... We're gonna gate these offers. It has to be valuable enough or have a big enough impact for someone to really wanna give up their email address or some type of exchange, the givin' of gift.

24:25 Justin Johnson: Exactly. Do we have anything to give away today?

24:29 Ken Franzen: Do we have anything to give away today?

[laughter]

24:33 Justin Johnson: Do we have anything? Or directing them to anything today?

## E2: WEBSITE TRAFFIC EVAPORATION

24:37 Ken Franzen: I don't think this is The Oprah Show. "You get an elephant and you get an elephant and you get a boat!" I don't think we have anything to give away.

[laughter]

24:43 Justin Johnson: Alright. Hey, we're not giving anything away today.

[laughter]

24:47 Justin Johnson: Tough.

24:48 Ken Franzen: Fun stuff. I think Applebee's gift card or some rib-lets maybe. A chocolate sundae at Sizzler. We'll figure something out.

25:00 Justin Johnson: Very good. Alright. Bottom line, just to recap a little bit. Pay attention to your website metrics, do your website audit, and figure out a plan to start creating some new content for the future.

25:13 Ken Franzen: Absolutely! Without a doubt. And as far as give away, I guess we could direct them to our show notes, right, <http://neongoldfish.com/podcast>. That's where you can go and we'll have some type of goody there for everyone.

25:29 Justin Johnson: Awesome. Alright guys, we're out of here. This is Justin and Ken with Neon Noise. See you next time.

[music]