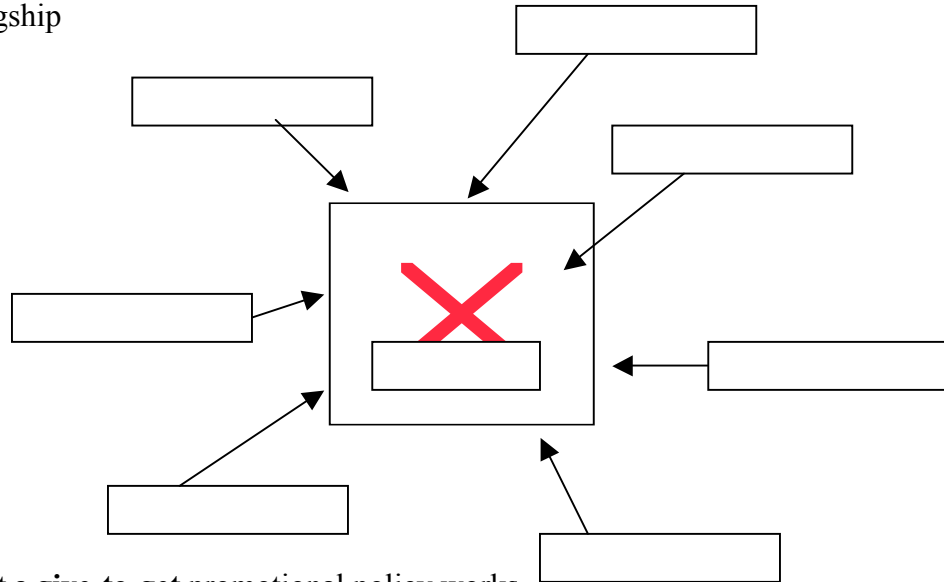


How to Build a High-Traffic Web Site and Convert That Traffic to Sales!

Presented by Tom Gray

1. How are bull riders and web sites alike? _____
2. The four questions every site must answer immediately!
 - a. _____
 - b. _____
 - c. _____
 - d. _____
3. Five places to find great content.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
4. Four reasons that you need an editorial calendar to manage your web content:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
5. Converting traffic to customers: 3 essential rules:
 - a. _____
 - b. _____
 - c. _____
6. What are the five essential Google Analytics metrics you need to track
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

7. Supplying the flagship



8. Three reasons that a **give-to-get** promotional policy works.

- a. _____
- b. _____
- c. _____

9. Six essential SEO tips for dummies and speakers, trainers, consultants, etc.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

For a limited time to SNN customers:

Does Your Website Make the Grade?

Offer #1:

For a limited time Tom Gray of Gray eMarketing Solutions will provide a free, no-obligation 20-minute phone review of your web site. He'll tell you what you're doing right and show you what needs improvement.

Offer #2:

If you know your web site and Internet marketing strategies are underperforming and would like to know how to turbocharge both, Tom Gray is offering 3 hour-long review and coaching sessions for less than the price of 2. Normally, he charges \$150/hour but for SNN teleseminar listeners he's offering 3 sessions for \$249 when paid in advance. Schedule at your convenience and get ready for a hands-on, no-holds-barred experience that will take your web site, blog and social media strategy to the next level. Guaranteed!