

How To Use DSS The Right Way & Future Updates

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Useful Data



30

Total Leads

↑ 36% from 22 (Prev 30 Days)

[VIEW MORE +](#)



3,347

Total Sessions

↑ 24% from 2,699 (Prev 30 Days)

[VIEW MORE +](#)



0.9%

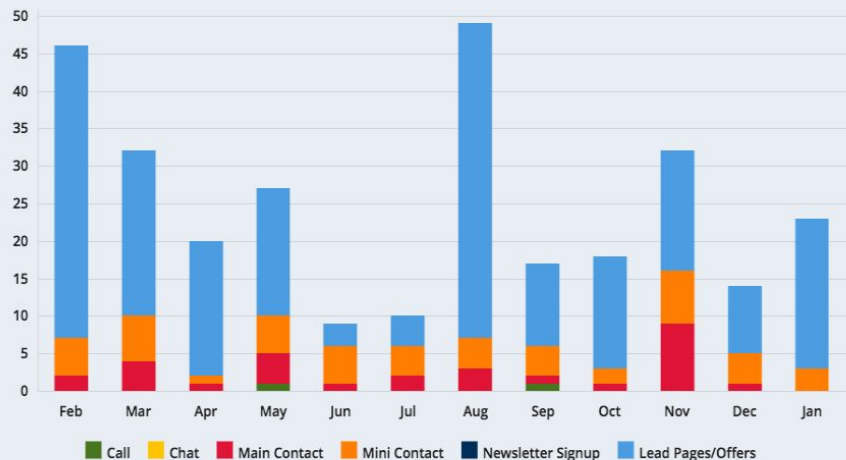
Conversion Rate

↑ 10% from 0.82% (Prev 30 Days)

CALCULATED BY LEADS/SESSIONS

Leads By Type

Last 12 Months





Useful Data

- DSS provides statistics for your website, some of it pulled from Google Analytics.
- Keep an eye on these stats, they will help you gauge the performance of your website, specific pages, emails, and more.
- Let's review some of the provided data

Performance

Share

[f Share on Facebook](#)[t Share on Twitter](#)[in Share on LinkedIn](#)[g+ Share on Google+](#)

Google Analytics

PAGE VIEWS ?	UNIQUE VIEWS ?	AVG DURATION ?	ENTRANCES ?	BOUNCE RATE ?	EXIT RATE ?
59	51	4:12	32	68.75%	50.85%
07/15/2017 - 01/14/2018					

See Your Social Media Statistics

FB LIKES	FB SHARES	FB COMMENTS	LINKEDIN	GOOGLE +1S	PINTEREST	STUMBLEUPON
	5	0	0	0	0	0
All-Time						

- Awareness
- Individuals
- Attentiveness

- Visibility
- Retention
- Impact



From

To

SEARCH

RESET

NAME	DATE	SENT	OPENS	CLICKS	OPT OUT	BOUNCES	CONTACT
[Ready to Watch] Simple HTML Tricks to Spice Up Your Web Pages	11/16/2017	556	140 25%	40 29%	0 0%	22 22	0
[Webinar Invitation] How to Make the Most of Your Holiday Season Marketing	11/14/2017	7568	1159 15%	170 15%	12 0%	994 994	0
[Users Group Reminder] Simple HTML Tricks to Spice Up Your Web Pages	11/13/2017	555	142 26%	34 24%	0 0%	24 24	0
[Users' Group Invitation] Simple HTML Tricks to Spice Up Your Web Pages	11/08/2017	559	164 29%	44 27%	0 0%	26 26	0
[Ready to Watch] How To Write For An Online World And How Content Impacts Your Overall Marketing S...	10/18/2017	7562	1030 14%	110 11%	36 0%	1332 1332	0
[Webinar Reminder] How To Write For An Online World And How Content Impacts Your Overall Marketi...	10/16/2017	7520	1045 14%	106 10%	28 0%	1380 1380	0
[Internal Newsletter] Week 19 October 2017	10/12/2017	47	34 72%	2 6%	0 0%	0 0	0
[Ready to Watch] How to Create and Promote Different Types of Content	10/11/2017	536	144 27%	18 13%	0 0%	30 30	0
[Webinar Invitation] How To Write For An Online World And How Content Impacts Your Overall Marketin...	10/10/2017	7367	1068 14%	260 24%	72 1%	3356 3356	0
[Users Group Reminder] How to Create and Promote Different Types of Content	10/09/2017	530	148 28%	20 14%	0 0%	40 40	0

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Email statistics will tell you what emails are working, and which emails are not. If it has good stats, make more of those emails!



Organize Your Pages By Category

- To keep things organized for you, and for your visitors, make sure you categorize all your Library Articles, Blogs, FAQs, Offers, Videos, Reports, and Testimonials
- You don't want to encumber yourself with too many many practice areas. This will complicate the user experience, and make a mess of DSS
- If something falls under a practice area, but is not evergreen content, make it a library article or an FAQ.

Assign To A Service Area Or Category

General (uncategorized)

Service Areas

- Website Design
- Marketing Software
- Marketing Services
- Content Writing

Search Engine Optimization (SEO)

- Pay Per-Click Advertising (PPC)
- Email Marketing
- Marketing Consulting and Coaching
- Newsletters
- Social Media Marketing
- Books & White Papers
- Reputation Management
- Video Production

Category







































- Doctor Newsletters
- Attorney Newsletters
- DSS Release Notes
- Content
- Reputation Management Tools
- Email Marketing Tools
- CRM
- Local
- Social Media
- Lead Tracking & Reporting
- Integrations
- Images

✓ General (uncategorized)





Keep It Simple

SERVICE AREA	ACTIONS
Website Design	  
Marketing Software	  
▼ Marketing Services	 
Content Writing	  
Search Engine Optimization (SEO)	  
Pay Per-Click Advertising (PPC)	  
Email Marketing	  
Marketing Consulting and Coaching	  
Newsletters	  
Social Media Marketing	  
Books & White Papers	  
Reputation Management	  
Video Production	  





Flow Your Website

- Picture your web pages like a net, with links being branches from one net to the other.
- Each time a prospect hits a net, there's a chance he gets caught. And boom, you've got your client.
- Cast out multiple nets at once by linking other articles and blogs throughout your website.

Another option for avoiding this kind of mistake would be to use a conditional review request format, like we use in our [Reputation Management Tool](#). This makes it more likely that negative comments and experiences are captured by your customer service team before a negative review is posted.

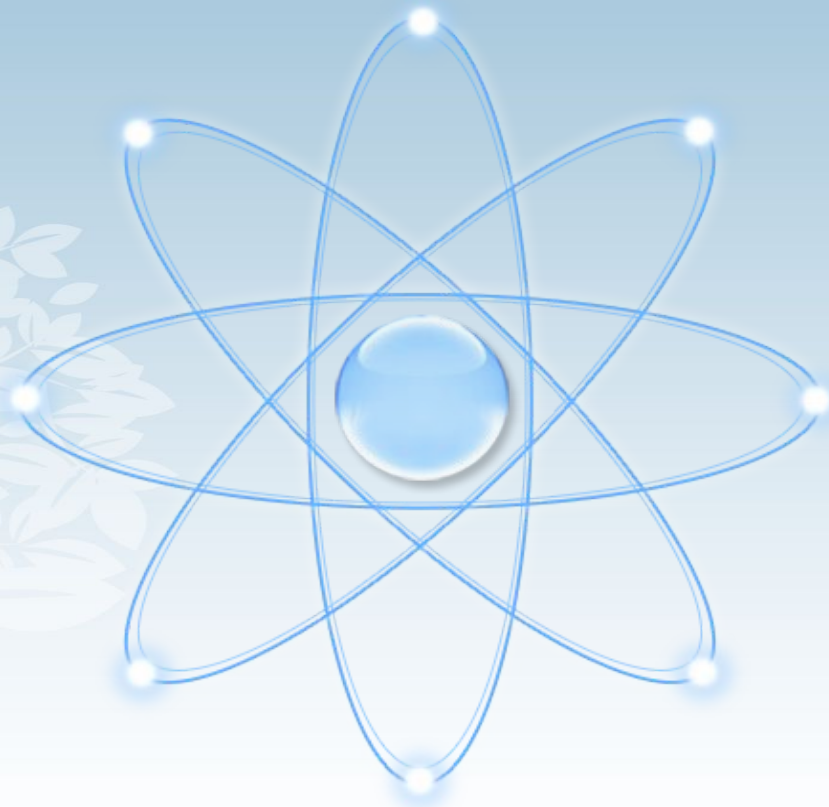
Want to make sure you're making the most of the reviews you receive? Here are some other review strategy mistakes to watch out for:

- **Responding poorly to a bad review.** Almost every business has received a bad review at some point. However, negative reviews can also be an opportunity to show off your responsiveness and customer service skills. Negative reviews can also add to the credibility of your reviews overall. If you respond inappropriately, though, you risk looking unprofessional and giving more credence to the bad review. Instead, find out [how to respond the right way to a bad review of your business](#).
- **Responding too late.** If you haven't really been looking at your reviews on outside review sites, you could be in for a surprise when you finally do. Keep in mind that responding to a review two or three years later can be worse than just letting bygones be bygones. Posting a response years after the review was made just makes it clear that your business wasn't





The Philosophy (Discussion)



Improvements coming to DSS

We're always talking about what we're going to do next with DSS. We've got some plans in the funnel, but this is about to roll out: a redesigned inquiry email.



Lead Received

First Name: Lawyer

Last Name: Johnson

Phone: 121-235-2232

Email: attorney@law.com

Website: www.law.com

Official Name: Attorney Law Firm PLC

Comment: We are very interested in learning about how our website is performing. We've contacted you before but figured we'd do the analysis to get things started this time around.

REPLY TO LEAD

Additional Lead Information

Lead Details: [Promotion: Legal Website Marketing Analysis](#)

Page Form Was Filled: <https://www.fosterwebmarketing.com/reports/the-5-biggest-mistakes-99-of-lawyers-make-with-their-websites.cfm>

Page Lead Entered: <https://www.fosterwebmarketing.com/reports/>

Form Location: Center Contact Form

Referral Source: www.success.com

Referall URL: <https://www.success.com/>

Device used: Desktop

VIEW LEAD

CLASSIFY LEAD





Any Questions?

DSS has a lot to it. If there's anything you're curious about - whether it's something you're wondering DSS can do or something you've seen that you want to know more about - ask now and we'll explain it.

