

Tracking your traffic with Google Analytics

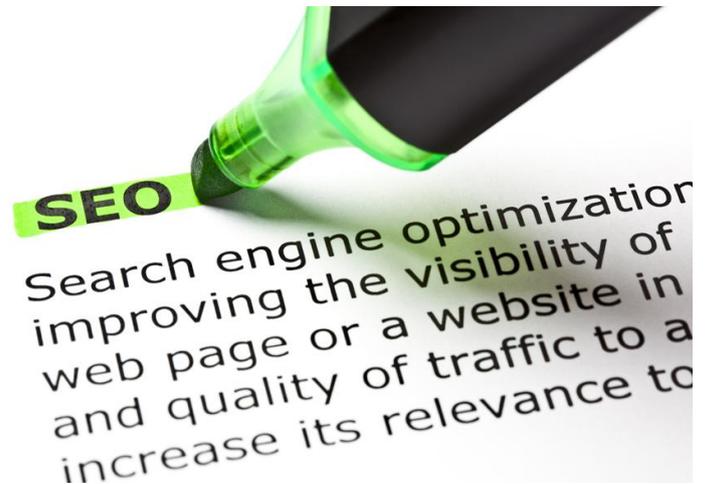
Ever wonder how well your website is really working for your business? Google Analytics can show you. It's a free web analytics tool designed to integrate with your website and track usage. It shows how people find your site and navigate through it, to help you optimise your web presence.

Designed for all skill levels, Google Analytics helps you practice performance focused marketing, understand visitor intent, and find out what customers are really looking for.

The Visitors Overview is a clever dashboard for analysing site data, providing a snapshot of recent traffic. The drag and drop interface allows you to customise the content within your dashboard. From here you can dig deeper, analysing key search words, site referrals, visitor demographics and more.

It's easy to export data to good-looking, easy to read reports, to help analyse and discuss findings. As sharing data is a key part of decision making, Google Analytics lets you schedule automatic reports to be generated and emailed directly to you and your team.

Many websites come complete with Google Analytics embedded and ready to use. Otherwise, sign up for a Google



account (if you don't already have one), following the integration steps and incorporating the tracking code provided by Google. The exact method for this will depend on your website and web management program.

Small changes to key areas of your site can have dramatic results. Activate Google Analytics and you can better define your target market and establish which web pages are most valuable to your business. Manage the ongoing development of your site and boost your web presence.

Google Places!

Are you aware that 97% of consumers search for local businesses online? Google Places is a free online business platform to promote your business and be there when your prospective clients come looking for you on the web.

Creating an account is quick and easy, visit <http://www.google.com/places/>. Your business listing requires a mailing address. If you're mobile or work from home you can specify a 'service area'.

Profile your business, including a detailed description of who you are and what you do. You can stipulate accepted payment alternatives, customer parking options, online support, business hours and contact details and more. Add images and videos of your team and/or products too.

As with Google Analytics, a dashboard gives insight into your business, helping you learn more about your customers. Armed with this knowledge, you can make better business decisions and proactively reach customers.

- Help your business stand out
- Show customers why they should choose you
- Highlight promotions
- Respond to reviews
- Direct people to your website
- Give customers instant directions to your premises

Once you've listed your business, make sure content is always current and keep track of Google functionality and updates to optimise your web presence.

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Lunching for success

Whether you're meeting a business associate, prospective client or potential employer, it's often over a meal. In this busy world what better way to kill two birds with one fork? Tip the meal in your favour:

1. **Do your research.** If you're picking the location check the menu. Too expensive might suggest frivolous, too cheap that you don't value your guest. Do you need vegetarian or gluten free options?
2. **Be prepared.** Dress appropriately for the setting, anticipate intelligent 'small talk' and define your goals for the meeting. If you're trying to close a sale, research the client's business!
3. **Be on Time.** 'Fashionably late' will leave a sour first impression. Whether you're the host or the guest timeliness demonstrates respect, professionalism, and a positive expectation for the meeting and the relationship.



4. **Turn your phone off.** It shouldn't participate in conversation. Give your associate your undivided attention.
5. **Be conscious of what to order.** Think before ordering a four course meal and be sensible if alcohol is on offer.
6. **Make Mum proud.** Don't talk with your mouth full, don't lick your knife, take small bites, close your mouth when chewing and sit up straight. Always be polite to restaurant staff.
7. **Enjoy the meal.** Eyes off the clock. Have reasonable expectations of how long lunch takes, don't rush the ordering process, the meal or the after lunch niceties.
8. **The BILL.** If you did the inviting, it's most likely you'll be paying and **don't** advertise the amount. Avoid awkwardness and downplay this part of the agenda.
9. **There's no such thing as a free lunch.** Be aware of intentions for the meeting so that everyone can benefit.
10. **Follow up.** Host or guest, you should thank your associate for a great meeting.



The perfect (brain) storm

Planning a new product or event, or just wanting some direction? It might be time to brainstorm! Effective collaboration is harder than it sounds. Avoid another meaningless meeting and consider ways to get the most from brainstorming:

- Have an agenda, defining the objectives/issues
- Invite a diverse group of people - for content and decision making reasons
- Meet in a fresh environment out of the office
- Plan and use a combination of idea generation techniques (for example, pair up for brief exercises then reconvene)
- Ban cell phones, other devices, noise and distractions
- Create a safe space for people to contribute
- Encourage everyone to share their experiences, wisdom, issues and ideas
- And then shake it up. Don't stick to the programme - let creativity deviate positively
- Make it fun! You'll get better results
- Keep the pace and momentum up



- Document the output, identify the most productive ideas and develop strategies to put them into play
- Give credit where due

Innovation management will differ in every business. It will also vary depending on who you've enlisted to participate in the brainstorming exercise and what the pre-defined objectives are.

Make sure to experiment and streamline your brainstorming process to suit your needs.



Stop the knowledge drain

Depth of knowledge provides stability in a business. If you don't document internal processes, you run the risk of losing critical 'tribal knowledge' when an employee leaves. Quite simply, the knowledge will exit the building.

It's important that daily business isn't disrupted or compromised when a team member is absent. Audit your knowledge assets. Work with your team to define what each of you does, how you do it and whether it can be done better. Collaborate, record, optimise and implement the best practice.

Establish who undertakes each process and make procedural documents readily available. This often begs the question: is the right person doing the job? Perhaps the task could be delegated to someone with more relevant skills, who is more available to perform the task.

Document internal processes to:

- Minimise risk by following a tried and tested formula
- Provide consistency between team members
- Document tricky processes for infrequent jobs
- Reduce disruption due to staff absence or loss
- Save time when inducting new team members

It's important to seek each other's opinions and suggestions to define the best processes and to empower the team by sharing information and responsibility.



Prepared for a management emergency?

If an important team member were suddenly unavailable, would you have instant access to vital business information?

Below is a brief checklist of the types of information you should document to minimise potential disruption. Regularly discuss and update your important information 'log' to suit your needs, and keep it in a safe place.

Consider reviewing your will (and asking your business partners to do the same) agreeing on specific clauses for business continuation in the event of a serious accident or death.

Important Documentation Checklist

Current business online banking, payroll system and accounting software details and login information	✓
Documents relating to insurances, lease agreements, employment contracts, client/customer contracts	✓
Spare keys to PO boxes, safes and storage facilities	✓
Client/customer database username and password	✓
Information on current business accounts: Stationery? Website provider? Stock? Security Company?	✓
Who acts as the firm's lawyer? Banker? Accountant?	✓
Where does off-site system data backup take place?	✓

ENGINE ROOM

Conducting an exit interview

So that valued staff member has resigned leaving you with the costly task of recruiting and inducting a replacement. On the bright side now's your opportunity to gain insight and improve your business' HR management.

Judge what's more appropriate: a face to face meeting or an exit questionnaire to be completed in private. It might be beneficial to send them a questionnaire before the interview so you can discuss the issues. It depends on the employee.

If you're holding an exit interview, have it outside the office, over coffee or lunch. It's important that the interviewee feels comfortable discussing potentially sensitive issues. Start the interview with light conversation. Encourage honesty, show them their opinions are important and assure the employee that no negative consequences will result from their honesty.

The main objectives of an interview are to establish:

1. The primary reason for the staff member leaving.
2. If their position and its duties lived up to expectations established upon induction, i.e. would they consider working for the company in the future?
3. The pros and cons of working for the company.
4. Did they receive adequate support and management?
5. What additional features does their new role offer?



Conducting an exit interview (cont.)

Your staff are an important business asset. Their knowledge of the industry, customers and how they do their job is valuable and should play a role in recruiting and inducting a replacement.

Remaining on good terms with the employee throughout their notice period will support the transfer of knowledge to the replacement staff member.

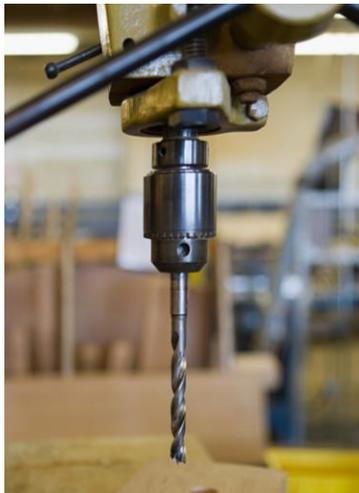
As an employer, best practice is to end an employment relationship how you began: thoroughly, professionally and positively. An ex-employee is entitled to decline the offer of an exit interview, and should they do so be sure to wish them well in their next position.

Netiquette

Keeping business and personal emails separate is best practice but most people don't have time or the means to manage separate accounts. An alternative is to create personal folders within your inbox and apply rules to specific contacts so that their emails skip your inbox and are automatically filed in your personal folder. This way you can review them later, when you've finished that urgent job.

If you don't have a personal folder, create one by right-clicking your Inbox in the folder tree and selecting New Folder.

There are a number of ways to set up rules, the easiest being to click in an email from the person in question and click on Create Rule in the Actions section of the Message Ribbon. Now you can specify conditions and actions: Tick the box next to 'From [person]' and in the following section tick 'Move the item to folder' and specify a folder.



FYI...

Value Proposition: A business or marketing statement summarising why a consumer should buy a product or use a service.

A value proposition must convince potential customers that a product or service will add more value or better solve a problem than other similar offerings. It should be concise and appeal to the customer's strongest decision-making drivers. Your team must be able to articulate this statement easily so they can target customers who stand to benefit. Your website should feature your business' value proposition. Strategic leaders must refer to it to help the business remain focused and aligned with its ultimate goals.

Capital appreciation: The increase in a company's or individual's wealth.

'Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.'

Dr. Seuss

An Important Message

While every effort has been made to provide valuable, useful information in this publication, this firm and any related suppliers or associated companies accept no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

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