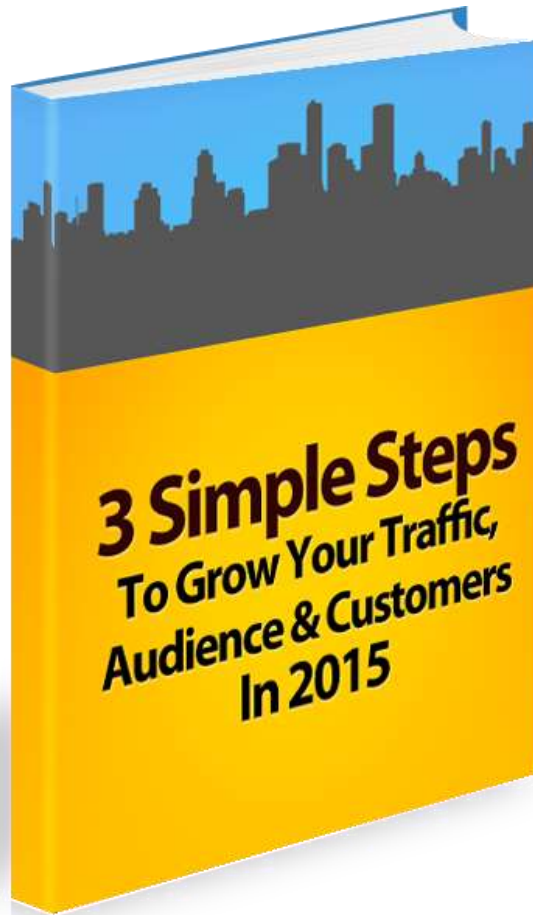


3 Simple Steps To Grow Your Traffic, Audience & Customers In 2015



By www.danaswebsites.com

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Introduction

When it comes to building a successful online business – or a successful website or online store for a brick-and-mortar business – there is one thing that every business owner must do. No website can be successful if it does not attract visitors on a regular basis.

Generating web traffic is a popular topic among entrepreneurs, and for good reason. In the early days of the internet, Search Engine Optimization (SEO) was relatively simple. All a webmaster had to do was stuff his site full of keywords and his site would appear at the top of any list of search results, guaranteeing a solid flow of traffic.

Those days are gone. Even if keywords were still the metric of choice, the sheer volume of websites available make it very difficult for any one site – unless it's a behemoth like Amazon.com – to stand out in the crowd. Type in any search request on Google and you will get thousands, possibly hundreds of thousands, of hits. If you are just starting out, it can be very intimidating to think of the competition. How can you possibly stand out? How can you get people to notice your site amidst all the others?

I'm not suggesting that it's an easy thing to compete in the current internet marketplace, but the fact is there are a lot of things that any entrepreneur can do to drive traffic to his site, and to turn one-time visitors into repeat customers.

Any successful strategy to draw traffic to your website has to start with content. In the old days, you could focus on keywords and not worry too much about the quality of the content on your site. Now, content is king. Whatever other internet marketing you might do pales in comparison to the importance of content. Every other strategy discussed here ties back to great content.

This book will cover proven strategies to improve your site's PageRank and draw customers to your site. We will talk about SEO then and now. Search engine algorithms have changed dramatically in the past few years, and if you don't understand semantic searches and other changes to the metrics Google and other search engines are using, you will not generate the traffic you want.

Another huge part of any successful online marketing plan is social media. As recently as a few years ago, businesses could take or leave Facebook and Twitter. Sure, they were fun and potentially useful ways to reach out to customers, but now they are indispensable. No business can afford to ignore the power of social media, or the opportunities it affords for engaging directly with customers.

Bringing customers to your site the first time is important, but even the most effective SEO or social media strategy will only result in minimal sales. Research shows that only 2% of first-time visitors to a site make a purchase. Retargeting is an easy and effective way to reach out to the other 98%. I will talk you through the concept of remarketing, and give you

information about the different ways you can use it to get people who have visited your site without making a purchase to come back and seal the deal.

Finally, we'll talk about something that might seem outdated but is still one of the most effective marketing tools out there: email. We'll talk about why email works, what kind of return you can expect on your investment, and how to create an effective splash page and autoresponders to make the most of your email list.

The light is green. Let's get started.

Using SEO Effectively

If you have some experience marketing on the internet, chances are you are familiar with SEO, or search engine optimization. In case you are not, let's talk briefly about what SEO is and then we'll talk about how you can use it to drive traffic to your site.

What Is Search Engine Optimization?

Search Engine Optimization is a way of attracting people to your website by ensuring that your site appears as close as possible to the top of a list of organic search results. In the early days of the internet, search engines ranked pages based on information they received from webmasters. However, over time SEO has developed into a widely-used internet marketing strategy that incorporates various techniques to boost the page ranking of a particular site. As a rule, the higher up in a list of search results your page is, the more traffic you will get from the search engine.

Some of the techniques used in SEO include:

- Keywords
- HTML coding
- Backlinks
- Tailoring a site to eliminate barriers to a particular search engine's indexing algorithms

SEO, Then and Now

When SEO first came into popular use in the late 1990s, it was subject to manipulation and abuse. Because the early search engines relied almost exclusively on information provided by the webmasters, it was possible for unscrupulous people to stuff a page with keywords, thus ensuring a very high search ranking even if the page was not relevant to the search itself.

In order to ensure that their search results were accurate, search engines began to use more complex algorithms. Eventually, two Stanford students named Larry Page and Sergey Brin developed the PageRank system, which ranks websites based on the likelihood that a person randomly surfing the web will find a particular site. Their page ranking rely heavily upon backlinks – links from one website to another.

Today, search engine algorithms continue to evolve. Keywords and backlinks still matter, but search engine results are increasingly focused on content.

Content Matters

While there are a number of different things you can do in order to improve your page's ranking in search results, the number one thing to do is to make sure that you have great content. Remember, it's not just a question of getting your page to appear near the top of the search results once, you

want to keep it there. That means people need to click on your site when it comes up, and content is what will make them do that.

The major change in algorithms regarding content is something called “semantic search” or “semantic SEO.” While earlier iterations of algorithms focused on keywords – in other words, on the words used to describe something – newer models focus on the thing itself. In other words, they recognize content as a whole, not as simply a collection of keywords.

In order to keep your site at the forefront, you need to have compelling and relevant content. It’s important to have a clear view of what your niche is, and to ensure that every piece of content you put on your site fits into your niche and is relevant to your customers. Content can take many different forms, including:

- Blog entries
- Articles
- Interviews
- Client Testimonials
- Podcasts
- Webinars
- Videos

You can and should create original content for your site, but you can also curate content from other sites. Just make sure that it is providing some value to your customers and credit your source.

Semantic SEO is still relatively new, and most websites have not yet taken its unique properties into account. It goes beyond keywords to find the connections between things. I will list some links in the conclusion that will help you get started.

Backlinks

Another key metric in today's algorithms is the number of other sites that are linking back to your page. The logic behind this is that if other sites are linking back to your site, then you must be a trusted source of information and resources.

While there are companies from whom you can purchase backlinks, Google's search algorithms will probably penalize you for using them. They give priority to links that occur organically over time. It is better to consistently add a few links per week than to add a hundred overnight. In order to successfully implement backlinks into your SEO strategy, you need to:

- Be consistent. Slow and steady wins the race with backlinks, so it is better to do your research and make sure that you are getting high-quality, relevant backlinks from reputable sites.
- Pay attention to anchor tags. An anchor tag is the highlighted word or words that someone clicks on to bring you to their site. Having an anchor tag like "Click Here" or "Read More" is not particularly helpful because those words are not optimized. You may not always have

control over your anchor tags, but when you do make sure to use good ones.

- Diversify links. If Google sees that a large number of backlinks are coming from a single source, those links will not help to improve your page rank. Taking the time to get your page linked from multiple sources can make a big difference in your SEO strategy.

So how can you generate backlinks? Here are a few easy ways:

- Issue regular press releases. Sites like PRWeb.com or MarketWire.com are syndicated services that will get your release out to a large number of people who might then post it. When you do a press release, you have control over your anchor tags, which makes this a very effective SEO tactic.
- Write guest blogs for relevant websites and include a link back to your site. If you do this, remember that it is important to do your research first. Check the site's PageRank. Writing a guest blog for an irrelevant site with a low rank is not going to improve your rank and may actually hurt it. Also, note that link trades do not generate the same response from Google that a stand-alone link will. This is not to say that you can't ever trade links (either on Blogrolls or by doing a blog swap, for example) but trades should not be your primary backlink strategy.
- If you have an SEO professional or webmaster, don't be afraid to ask him if he is implementing a certain SEO strategy or to suggest changes if you feel your page is not ranking high enough. SEO is a

constantly evolving thing, so it's important to stay abreast of new developments.

Keywords

While keywords have become less important as search algorithms have evolved, it would be a mistake not to make them part of your SEO strategy. If you are just starting out, you will probably get better results, and improve your page rank more quickly, if you focus on long-tail keywords. A long-tail keyword is a more specific search option – if you have ever started typing a word into Google and seen the list of suggested searches that come up, you have seen long-tail keywords. For example, I just typed “SEO tools” into Google and the suggested searches were:

- SEO tools free
- SEO tools for Excel
- SEO tools Google

Each one of those suggested searches is a long-tail keyword. Especially if you are just starting your business, it is important to be as specific as possible with your keywords. If you sell bicycle parts or accessories, it's going to be very difficult for you to get your site to rank if someone simply searches “bicycle.” However, if you might be able to do better by optimizing your site for something more specific like “cycling accessories for beginners” or the like.

If you have a Google AdWords account you can bid on the keyword of your choice. Doing so may help you to pick more effective keywords for your site, but it can also be expensive. The good news is that you don't need to pay for AdWords to be able to make an educated guess. If you have a blog, you can use Google Trends to review your site's statistics and see how past blog posts with similar keywords have performed. Make sure to choose older posts that are as close to the content of what you are planning on posting as possible.

If you are just starting out and do not know much about SEO, it may be worth the money to hire an SEO expert to help you optimize your site. Going forward, you will need to stay on top of SEO trends and algorithm changes to make sure that you are keeping your site up to date.

Social Media Strategy

No small business owner can afford to ignore social media. With Facebook and Twitter leading the way, social media has become an indispensable part of any online marketing strategy.

The Reach of Social Media

If your business does not currently have a presence on social media, or if you have a page but aren't using it in the right way, you are missing out. A few years ago it might have been possible to grow your business without maintaining a Facebook or Twitter account, but that is no longer the case. In order to understand why social media is such a vital part of any marketing plan, let's take a look at some statistics about usage:

- Worldwide, 1.79 billion people have at least one social media account. That's 26% of the global population.
- Estimates are that by 2018, the total number of people on social media will increase to 2.44 billion.
- In the United States, 67% of people are on social media.
- Facebook has 1.35 billion users worldwide.
- Facebook's growth has hit a plateau, but it has the highest engagement rates of any social media site, with 864 million unique daily visitors.
- Twitter has 284 million unique monthly users.

- Instagram is the fastest growing social media site, with 300 million active users as of the end of 2014.
- Pinterest is growing quickly as well, with 70 million users, 80% of whom are women.

Looking at these numbers, you can see why it is so important to have a coherent and effective social media strategy. In the past, business owners had to rely on print media and television advertising. These methods could be effective, but they also kept entrepreneurs and their customers at a distance from one another. Social media allows you the opportunity to make direct personal contact with your customers, and to engage them in a way that has the potential to turn them into loyal repeat customers.

Each social media platform has its own strengths and weaknesses. Most of them offer multiple opportunities to engage with customers without spending money. Several of them also offer paid advertising that can be a very affordable way to engage with current and potential customers.

Facebook

No social media strategy is complete without a Facebook page. It is by far the largest social media site in the world, with almost one billion daily users. If you currently have a Facebook page, chances are there are still ways that you could use it more effectively.

The biggest strength of Facebook is that is an extremely effective way to engage with your customers by telling them stories. There is no word count limit for status updates, and you can easily combine text with photographs, links and videos to offer unique and compelling content that your fans and customers will want to share with their social media contacts. Here are some of the most effective ways to use Facebook to increase traffic to your site, and grow your business:

- Share news and information about your company and products. If you have a new product or have opened a new location, you can use a Facebook status update to let your fans know about it. For example, if you have a brick and mortar store and recently started carrying a new product line, you can upload pictures or a video of someone using the product.
- Don't forget the social in social media. While it may sometimes be appropriate to give your customers a sales pitch on Facebook, for the most part it is best to keep your posts fun and informational. If your followers feel that you are constantly trying to push them into buying something, they may not want to continue following your page. Focus on your customers' needs – tell them something they don't know, or give them ideas about how to use your product without overtly trying to sell it to them. Entertaining content is much more likely to be shared.
- Tell a story. If you hear about a success story from a customer, or get a great online review, think about sharing that with your followers in a fun way. Some examples might include making a video of a

client testimonial, sharing before and after pictures, or re-posting a customer's comments about your company or product.

- Share information from your website. If you have a blog, you can post a link to it on Facebook.
- Consider offering special promotions to Facebook users. While it is important not to push too hard on the sales front on Facebook, sending out a coupon code or information about a sale can be a great way to boost your business. Social media users love to feel that they are getting something unique, so giving your Facebook fans a special deal is a great way to reward loyalty.
- Sponsored posts. Facebook offers several kinds of low-cost advertising, and sponsored posts can be very effective. For as little as \$10.00, you can get your post to appear in the news feeds of potential customers.
- Advertising. If you want to increase Likes to your page, think about paying for a Facebook ad. You can tailor your ad based on what your goals are, and also specify the maximum amount you want to spend per day so you can budget properly.

Twitter

Using Twitter strategically can be a great way to grow your business.

Second only to Facebook in terms of usage, Twitter's 140-character limit and immediacy lend themselves to customer interaction and engagement.

Here are some suggestions for how to use your Twitter account effectively:

- Have a compelling bio and consistent tone.

- Keep it active. Don't send out 100 Tweets a day, but make sure to have some fresh activity on a daily basis.
- Follow, favorite and re-tweet leaders in your industry. It is important to establish yourself with other people in the same field, and engaging with other businesses is a way to attract new followers and customers.
- Respond to followers as needed. There's no need to respond to every Tweet you get, but if a customer asks a question, pays a compliment or makes a complaint, it is an opportunity to engage with them – and to turn a negative experience into a positive one.
- Use hashtags effectively. The temptation to get cute with hashtags might be strong, but when you are using Twitter to market your business you want to make sure you are using accurate and relevant hashtags at all time. That way, if someone searches for one of your keywords they will be sure to find you.
- Twitter is a great way to get the word out about sales, promotions and giveaways. Just as you would on Facebook, consider offering an occasional perk to your Twitter followers.
- Sponsored Tweets. A sponsored Tweet is very similar to a sponsored Facebook post. For a small amount, you can get a particular Tweet in front of a much larger audience.
- Twitter advertising. Twitter allows you to target your marketing toward specific goals, for example: adding followers, Tweet engagements or website click-throughs. You can also specify whom you want to target using demographics, keywords and hashtags.

Linked In

Linked In may not get the same kind of daily engagement as Facebook or Twitter, but it can be a very effective way to connect with other business owners and potential employees and customers. To use Linked In effectively:

- Have a complete and compelling bio. Your profile is the first thing potential business partners and customers will see, so make sure to have a good one with a tone that is consistent with your goals.
- Connect with other entrepreneurs in your field. Engaging with people who have compatible products may help you find cross-marketing opportunities.
- Share content from your website. Like Facebook, Linked In is a good place to share blog posts or other original content from your site.
- Pay for advertising. Linked In allows you to tailor your ads toward specific industries, demographics and geographical areas for as little as \$10.00 per day.

Instagram

Instagram is the fastest-growing social media site. While it is primarily known as a site for sharing mobile photographs, it can also be a highly effective marketing tool. Here are some ways you can use Instagram to increase traffic to your site:

- Share photographs of your products being used by customers
- Share relevant photographs from colleagues and customers
- Use general, brand-specific and trending hashtags to maximize your exposure.
- Comment on followers' photographs. Personal engagement is a great way to build customer loyalty.
- Paid advertising. Advertising on Instagram is still in the beta phase, but expect to see more and more of it. The advertising options are very similar to those on Facebook and Twitter. You can sponsor a post or pay for an ad, and you have the ability to target your ad to specific keywords, hashtags and demographics.

Pinterest

Pinterest is another fast-growing site, and one that is particularly popular with women. It can be a particularly effective way to market lifestyle and aspirational products. Here are some suggestions for using Pinterest effectively:

- Create unique boards for your products. Get creative and suggest ways to use your products.
- Re-pin posts from your followers.
- Follow other companies in your industry.
- Create an ad or sponsor a post. Like Instagram, advertising on Pinterest is relatively new and still in the Beta stage, but with usage of

the site increasing rapidly you can expect advertising to become more widely available soon.

Review Sites

In addition to traditional social media sites like Facebook and Twitter, small business owners cannot afford to ignore peer review sites like Yelp, Citysearch and Google Places. These sites all provide a way for customers to post reviews of businesses and products. Many customers, especially members of the increasingly influential Millennial generation, report that they will not visit a business without first checking online reviews.

In order to use these sites to your advantage, it is essential to maintain an active profile with links to your website, and to monitor customer reviews and respond as needed. Negative reviews offer you an opportunity to interact directly with a customer and turn her experience into a positive one. This kind of engagement can turn into a wonderful marketing opportunity, as visitors to the site will see that you care about your customers and want them to have a positive experience.

The main thing to remember when using social media is that you want to keep a consistent tone and to focus on your customers' needs and wants. If you do that, you can increase your traffic for very little money.

Retargeting the Right Way

When you think of marketing online, and driving traffic to your site, there's a good chance that your focus is on converting searches to clicks, and clicks to sales. What you may not know is that only 2% of clicks to your site will actually convert to sales on the first visit. Those are pretty discouraging numbers, but they don't have to be. There is a way to re-engage the other 98% of clickers and try to bring them back to your site a second time. It's called retargeting.

What Is Retargeting?

Simply put, retargeting is a marketing strategy that helps you to locate people who have visited your site but, for whatever reason, have not made a purchase. These might include people who have simply surfed the site, or you can get more specific and target people who actually placed something into their shopping cart but failed to complete the purchase.

You have probably noticed retargeting ads when you surf the internet yourself. You search for hotels in Bali because you have a random thought that you might vacation there, and suddenly everywhere you go you see pictures of Bali, hotel deals and flights. Those are all retargeting ads, and they can be extremely effective. They won't re-engage every potential customer, but people stop searching or abandon shopping carts for different reasons and retargeting can help them to remember that they left

items unpurchased or simply remind them that your site exists if they've been comparison shopping.

How Does Retargeting Work?

Retargeting is a cookie-based technology. Basically, you put a simple Java code – invisible to your site's visitors – on your site. When someone new clicks through to your page, the Java script drops a cookie onto their computer that will then follow them online and ensure that they are hit with relevant ads that will help to remind them of your brand and products.

Different Kinds of Retargeting

While all retargeting uses Java scripts and cookies to follow previous visitors to your site, there are different kinds of retargeting that you can choose from.

- **Site retargeting.** This is the most common form of retargeting. When someone who has visited your page previously visits a third-party site (like Facebook, for example) your ad appears to people who have your cookie.
- **Search retargeting.** This is a form of retargeting that will find people who have searched for your site or keywords previously, but they may or may not have visited your site. The ads will appear on search engines such as Google and Bing.

- **Email retargeting.** If someone has an account with you and abandons a shopping cart, you can retarget them with an email asking, “Do you want to complete your purchase?”
- **Contextual retargeting.** You can partner up with other sites in your niche to share cookies, so if someone has a cookie from a related site and visits your site, they will get a retargeting ad from your colleague.

Avoid Being a Nuisance

One important part of any successful retargeting strategy is knowing when to call it quits. If someone visits your site, it makes sense to target them for a short period of time thereafter to try to get them to come back. However, if they do not revisit your site within a reasonable period of time, it makes no sense to continue to target them. Doing too much can turn brand recognition into an annoyance.

When you imbed cookies, or pixels, into your site, you can tell them to follow a target for a specified period of time, or until a particular action is taken. For example, if you are targeting people who placed items in their shopping cart, you can drop the pixel if they complete the purchase. There is a fine line when it comes to retargeting, and you want to make sure not to alienate someone who may become a repeat customer.

Retargeting Case Studies

The website [Retargeter](#) offers examples of companies who have used retargeting successfully, including:

- A purse manufacturer who targeted people who abandoned shopping carts, resulting in a 20% conversion rate
- A tee shirt retailer who used email addresses to target previous customers who hadn't visited the site in a while, resulting in a 390% return on investment (ROI)
- A detoxification program that used retargeting to give visitors to their site a second chance to buy, resulting in a 1400% ROI in a single month

As you can see, retargeting can be a very effective way to increase traffic and leverage your advertising dollars into profits.

Email Marketing

In these days of sophisticated internet marketing, email marketing might seem a bit dated. However, there are a lot of good reasons to make email marketing part of your strategy to bring traffic to your website. For starters, emails tend to have a fairly high open rate, as much as 30% depending on the industry. If you send out 1,000 emails that means that maybe 300 of them will actually be opened and read, which means you have a greater chance of getting a great return on your investment.

Collecting Email Addresses

If you already have a list of email addresses from your customers, that's great. Chances are you do have emails at least from the people who have made purchases, as it is standard to request that information. However, if you have not been collecting email addresses from site visitors and prospects, it's time to start.

The best way to get site visitors to give up their email address is to give them a compelling reason to do so. Some suggestions include:

- Offer a free article or ebook
- Offer a webinar
- Offer free tips
- Offer a discount code

Notice what all of these options have in common – your focus is on the customer, and what you are willing to do for her in exchange for her email address.

The next step is to set up an effective squeeze page – essentially, the page where new visitors to your site will land, and see the offer you are extending in exchange for their email address. In general, it is best to keep the information you are requesting to a minimum. A lot of sites ask for a first and last name and an email address. Remember, though, if you ask for an email address that is one piece of information. If you add a name, you are doubling the amount of information you are requesting, and making it more likely that a potential customer will leave your site without giving you what you want.

Autoresponders

Once you have a list of email addresses to work with, the next step is to set up autoresponders. These are emails that you write, and then specify when they are to be sent. A very basic example of an autoresponder is the “Out of Office” email function available on Microsoft Outlook and other email programs. So for example, if you have promised some free tips or the first part of a webinar in exchange for an email address, your first autoresponder would go out immediately upon collection of the email address so that the customer is instantly reminded of your site. It’s important to get that first autoresponder out right away, because it creates a positive first impression.

Subsequent autoresponders can be left to your discretion, but here are some important things to remember:

- Keep your focus on your customer. While you may eventually choose to use some stronger sales tactics, your initial email contacts with customers should be geared toward delivering value to them. If you offer a free article with helpful tips, deliver that, and then maybe surprise them with an unexpected freebie a few days later. You will of course want to include a link back to your site in the email, but stick to passive sales techniques at first.
- Don't be a nuisance. You want to keep your name and information in front of your customers without annoying them. You will probably want to include an "unsubscribe" link in your email, but of course you don't want people to use it. Stay in touch, but do it in a non-aggressive and laid back way.
- Reward customers with coupon codes and promotions. When it's time to entice customers to make a purchase, it's important to still keep your focus on the customer and what value you can provide them. Promos and coupons are a great way to do that. You will most likely make some sales, and yet customers won't feel pressured – instead they'll feel that you value them and want to give them something.

There are a number of websites you can use to set up autoresponders so you don't have to manage the email list yourself. You can upload your list

and the text of any emails you want to send, and then specify the time frame for each email to be sent. I will include a list of websites at the end of this book.

Conclusion

Now that you have some basic tools to improve the traffic flow to your website, it's time to get started. While all of the strategies covered in this book are important, one stands head and shoulders above the rest: content. Remember, every other strategy we talked about here, from SEO to social media, from retargeting to email, ties back to content.

If the content on your site is outdated and stale, start there. If you don't have a blog, start one. Blog entries don't need to be long, 300 to 500 words is more than enough, and you don't have to post every day. A short new post two or three times a week is more than enough to keep your site fresh and relevant. Do your keyword research and start blogging. If writing isn't your strong suit, hire someone to write entries for you. Websites like [Freelancer](#) provide access to hundreds of freelance writers, and it can be relatively inexpensive to hire someone to crank out a couple of blog posts a week. You can even provide keywords, thus incorporating SEO into your content.

Once you have addressed the content on your site you can start thinking about other options. If you don't have social media accounts for your business, or if your accounts have been lying dormant, now is the time to take action. While paid advertising is an option on social media, you can generate a ton of traffic for free if you use your accounts wisely. As with your website, the key here is providing entertaining content to your followers, and making them want to stay connected with you. If you can

put out content that they want to share with their social media contacts, so much the better.

Finally, you can make use of tools like retargeting and email marketing to stay connected with customers, or to reconnect with those who have left your site in the middle of a purchase or who visited once but haven't returned.

All of the strategies outlined here, when used together, can result in a real boost to the traffic on your site and a significant return on investment. The key to building traffic and boosting your page's ranking is to remember that slow and steady wins the race. It is better to build great content organically, generate backlinks and attract a social media following than to try to force those things to happen overnight.

Resources

The information contained in this book is a great jumping-off point for generating traffic, but here are some additional sources that you may find helpful.

Information about SEO

[A Beginner's Guide to SEO](#)

[Semantic Searches](#)

Retargeting Sites

[Retargeter](#)

[Adroll](#)

Splash Pages and Autoresponders

[AWeber](#)

[GetResponse](#)