



James Schramko here in San Francisco, I'm attending the Traffic and Conversion Summit so I've got this week's IM news. Got a couple of tips for you, let's get into it.

Keep The Blood Flowing

Number one: be sure to mix in some exercise. As internet marketing people, we tend to sit at the computer. So while I'm at this event, I've been walking around a bit and I've been standing at the back of the room rather than just sitting all day to mix it up and to make sure that I'm keeping that blood flowing. So if you've been sitting at your computer for more than an hour or so, it's probably time to get up, walk around a bit, maybe do some weights or go for a ride or walk the dog, but mix in that exercise so you stay healthy.

Promote Your High Converting Pages On Social Media

Here is something that is great to do on your site, it's to go and look at your analytics at the most visited pages and then correlate that with your conversions. Your aim is to find out which pages get visited the most and why and if they convert. Once you know which pages convert really well, then it's time to go and link to those pages from your signature file in forums with a tracking link and from your LinkedIn and your Google+,

etc. Syndicate those popular posts and pages with your Google URL tracking link and now you can see the conversions coming in.

That means that every time you do a forum post for example, you have a return on your investment because each new post is another opportunity for your signature to appear which leads people to your highest converting page. It will also make that page more popular.

Get The Least Popular Pages Ranking With A Few Minor Changes

Now, if you have pages and posts that are not popular, it might be a good idea to have a look at the title and try and understand why it hasn't been so popular. See if you can adjust that for your next posts, maybe even rewrite the title if it's a little bit lacking.

Retain Power In A Joint Venture Or Find The Courage To Own The Business

When you're putting together a joint venture, try and retain control of the partnership. The big problems with partnerships are often not when they fail because there's limited downsides unless you have to put cash in, but it's when they're really successful and there's millions of dollars being transferred around the business. That partner "tax" can be pretty hefty.

So if you can own the asset and just subcontract the bits that you absolutely can't do yourself or if you can bring in strategic specialists for a contractor's fee, that is better than having to give equity to have a partner in the business. It's really, really common when you're starting out to partner and this is just a handholding soothing exercise. Quite often it's not necessary. If you can just step up and confront your fears a bit more and perhaps hire contractors or get contributors to give you stuff for nothing, that's better than having to surrender.

Take Advantage Of Marketing Opportunities Present In Events And Get On The Social Media Scene

Now, here's my tip for attending events. I've been at this event, there's around 1800 people, I've been here for a few days and my first tip is if possible, in any way that it might be done, try and get yourself up on stage as a speaker or expert because if you can do that early on at an event, then everyone at the event will recognize you and you'll be able to have people coming to you asking you questions or saying "Hi" and even better, if they want to have a photo with you and then post it to Facebook, that's now getting you in front of their audience.

I also take photos with other experts and I make sure that I tag me and them and put it up on to Facebook as well. And then, I'm just getting more exposure on the platform that pretty much everyone is on. So there's my event tip – Get yourself on stage and if

you can't, at least get yourself with pictures with other people and tag them and get yourself on the Facebook platform.

Well, I'm James Schramko coming to you from San Francisco on the iPad mini this week, so forgive the production values but I'll be back in Sydney next week. For the next IM news, I hope to see you inside SuperFastBusiness where there's around 600 members and full access to almost all of my products – [SuperFastBusiness.com](#).

I'll speak to you soon.

Sponsored by:



www.SilverCircle.com