

Target Logics Helps Increase Website Conversion Rates with Audio Landing Pages

Target Logics, a [strategic Internet consulting](#) company, uses audio landing pages to increase a website's conversion rate by 112 percent.

Glendale, CA ([PRWeb](#)) September 26, 2006 -- Target Logics, a leading [strategic Internet consulting](#) company in Glendale, California, has developed a proprietary technique using audio landing pages, to increase a website's conversion rate.

Target Logic's clients increased their online customer base by an average of 50 percent during the most recent 12-month period by using a combination of search engine marketing strategies, traffic conversion strategies and traffic retention strategies. However, client case studies revealed that the use of landing pages with audio testimonials and a picture increased the conversion rate by 112%.

"Everyone talks about traffic generation when it comes to Internet Marketing, but what people need to concentrate on is traffic conversion and traffic retention. We discovered that using a combination of landing pages and audio testimonials was key to dramatically increasing the "stickiness" of our client's webpage. As the holiday season approaches, Internet based businesses need to start putting in place a successful search engine marketing strategy to drive more business from loyal customers." said Stephen Gorgey, founder and president of Target Logics, a [strategic Internet consulting](#) company.

The months of November and December account for a large portion of the annual revenue for an Internet-only retailer. According to a 2005 survey by Web Trends, "Results indicate that the holiday season accounts for 50% or more of annual revenue for one out of five multi-channel retailers, increasing to nearly one out of four for Internet-only retailers. For those that expect the holidays to net 25-50% of their annual revenue, Internet-only retailers also led the pack at 43%, followed by 37% for businesses with Internet and store channels, 31% for Internet and catalog operations, and 27% for Internet, store and catalog operations." Companies need to have a plan to not only drive traffic to a website, but to gain customer loyalty for repeat visits.

Testimonials build customer loyalty on the Internet. Audio testimonials work best because seeing the person's picture and hearing the testimonial is a powerful experience. It builds confidence with the visitor and establishes trust which encourages an online purchase.

Visit [strategic Internet consulting](#) can increase your business profits.

About Target Logics:

Target Logics is a [Strategic Internet Consulting business](#) specializing in keyword analysis, content placement strategies, Pay-Per-Click Campaign Management and Direct Response conversion strategies. Its work with the California Dental Association resulted in a GOLD ADDY AWARD for outstanding results achieved in Strategic Internet Marketing.

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