



**RAINMAKER
PLATFORM**

Rainmaker Webinars

Q&A on Leveraging Your Traffic Into Better Decisions and More Conversions

Jerod Morris, Chris Garrett, and Loryn Thompson



TRANSCRIPT



Q&A on Leveraging Your Traffic Into Better Decisions and More Conversions

- 5** An example of setting up a tracking and/or data collection along a simple funnel (00:01:25)
- 15** With tagging, re-direct links, Google Analytics goals, etc., what should I use and when? (00:15:18)
- 18** Loryn's 3 big general tips for getting the most out of Analytics (00:18:41)
- 22** Is it possible to use Google Tag Manager (GTM) within the Rainmaker Platform? (00:23:54)
- 23** Is it possible (or planned) to make the Analytics graph cover more than one month? (00:25:36)
- 24** How will the A/B Testing or improve with the new page builder you're rolling out? (00:27:24)
- 25** Google PageSpeed Insights tool (00:28:43)
- 29** What's next? (00:33:09)



- 30** Using tags when a member visits a page (00:34:49)

- 32** What are the top three benefits of using RainMail versus ConvertKit or other services? (00:37:19)



Q&A on Leveraging Your Traffic Into Better Decisions and More Conversions

Jerod Morris, Chris Garrett, and Loryn Thompson

Jerod: Hello everybody and welcome to the latest edition of the Rainmaker Site Building Roadmap. I'm Jerod Morris, your host for the afternoon. Very excited to be delving more into maximizing your traffic with Rainmaker on this session. We have a Q&A prepared for you today on Leveraging Your Traffic Into Better Decisions and More Conversions, a follow up on our webinar of the same name, which we did last week. We have the same crew here for you to answer questions. We have the great Chris Garrett and the wonderful Loryn Thompson here assembled and ready to go. Mr. Garrett, welcome back. How are you?

Chris: I'm good. I'm looking forward to this because we've got our data scientist, Loryn, here to answer all the questions instead of me, so that's great.

Jerod: That's great. Can you confirm, we don't have video, but you're just kicking back, you've got your feet up on the desk, hands behind your head, you're chilling right now?



Chris: Yeah, I've had an extra large double-double from Tim Horton's. I'm not sponsored by them. I just appreciate their products. I'm just going to relax into this one. It's great. We've got the expert.

Jerod: Excellent. Here to do some heavy lifting apparently, we have Loryn Thompson. How are you doing Loryn?

Loryn: I'm doing pretty well. The introduction is definitely a little intimidating but I hope I can answer some of these great questions.

Jerod: Well we only do that because we know you're capable of it, Loryn.

Loryn: Oh, thank you.

An example of setting up a tracking and/or data collection along a simple funnel (00:01:25)

Jerod: Let's hop right into it. Our first question comes to us from Fred. Fred asked us, "How about an example of setting up a tracking and/or data collection along a simple funnel?" Loryn, I sent this question to you and you had the bright idea of basically taking an example that we did from Rainmaker, a real life example, and just walking folks through it. If you're ready, we can kick it off with that and you can walk us through this example.

Loryn: Yeah, let's go for it.



Jerod: Let's do it.

Loryn: This is an example of the Google Analytics traffic for a promotion we ran in 2016. It was an email based promotion, so we set up the UTM tags in all of our emails using the same query parameter structure that we usually use. I was going in retroactively to figure out, "Okay, how did this promotion perform?"

One of the first things I noticed was this weird bump on the second day of the promotion, on November 16th, that was very strange because I knew we hadn't sent an email on that day. The first thing I did is I went up to the Channels report in Google Analytics. You can find that under Acquisition. The Channels report is great because it breaks down, after you've added your campaign tags, it breaks down ... Even before you've added your campaign tags, there are a few channels that it automatically generates.

Then if you add campaign tags you can tell it to sort those campaign tags into specific channel grouping. This is one of my favorite things to get ironed out when you're working in Google Analytics for the first time is your channel groupings because you can figure out things like this. To figure out where that traffic was coming from, Google Analytics lets you highlight the different channels. You can see in the table there's Referral, Direct and Organic Search. Next to those is a little checkbox on the left-hand side. When you highlight those checkboxes it will plot the rows over the day and the time so that you can see.



Referral and Direct were our top two, and then I also wanted to see Email just in case there was a weird spike in Email. And surprise, that bump on November 16th came from Direct. That's something that you would tend to see when it's something that isn't in your marketing and you haven't tagged it or it's something you may not have realized you needed to tag. In this case, the most information we know from direct traffic is usually a landing page. When you click through on just the link of Direct in the table into the ...

Jerod: So click this?

Loryn: That. Yes, exactly. You click that and it takes you to the landing pages that came from direct traffic. You can see, you can plot again actually the landing pages to double check. You can see that the online course webinar page was the one that had the most traffic and it was the one behind that bump. Now, there isn't much information beyond that. Yes, also you can see that four people landed on that page and because we have our gold tracking set up we can see for any campaign, any landing page, how many people started a trial after arriving from that landing page.

In this case, four people did. Luckily, it was a landing page that was distinct. It wasn't just our home page. If it were our home page, then I would not have known even where to start looking for that increase in direct traffic. Because it was a specific page, the online course webinar page, I figured out that another company had used that link in one of their emails and they hadn't tagged



their links, which is okay. They don't have to tag their links but you want to tag yours. Yeah, I was able to figure out that they had used that link in an email and that's what caused the bump in traffic.

Jerod: If you know that a third party is going to be sending a promotion out, would it be smart to ask them to tag?

Loryn: Yes.

Jerod: To send them a tag link?

Loryn: Yes, totally. If you know that another company's going to be using your link in something that won't be referral tagged automatically ... If it's like on a blog post or a webpage and it's a sponsor link or something you don't necessarily need to tag that. In fact, I would recommend against tagging it because you actually get more information from a webpage than a UTM tag, so always go with the webpage default tagging if it's a webpage. If you know it's going out in an email, or if it's going to be an ad.

Let's say you were sponsoring somebody on a webpage and it was maybe going to be like a rotating ad that had several different webpages or different blog posts, you might want to use a tracking link on that in that case as well.

Yeah, I would always ask other people if you can. What actually happened with our email based campaign, so in order to figure that out we can't use really



the Landing Page report because the email campaigns were tagged. There's not really the reason we'd tag it so we don't have to dig through the different landing pages and try to figure out what was what. What you would do is you would go into Email, you'd click on that, just like we clicked on Default, you'd click on Email. In this case you would change the dimensions in the report. It sounds a little complicated, but pretty much every single report in Google Analytics works this way.

After you get the hang of the dimensions, you can see the Campaign and Ad Content right above, Jerod if you want to point out, right above that toolbar where it says, "Primary Dimension," and Campaign is bolded. That's where you would change the primary dimension. The reason we did Campaign and Ad Content is those are just the UTM parameters we used based on what our email provider allows us to set.

Jerod: FYI, just so folks know, UTM parameters, if these terms aren't making sense and you missed [the webinar that we did previous](#) to this, make sure you watch that because we define that, go through what that means. That would be a refresher if this is going a little bit over your head in terms of the terms.

Loryn: Yes, definitely. Yes. Those UTM parameters, like I said in the last webinar, you can make those whatever you like. For us, it just happens to be Campaign and Ad Content. Campaign is the name of our list and Ad Content is the subject line.



I used, just for the sake of this report, I filtered out everything else so you can see just those emails. You can see that 89 sessions came from those two emails, it was a smaller list. Then also you can see on the e-commerce side, this is an actual purchase not a trial. You can see the e-commerce, eight transactions came from those emails for a conversion rate of 9%. Now using ...

Jerod: Is Google Analytics the one that's putting this in lowercase letters?

Loryn: I do that actually. If you have one, like Rainmaker customers capitalized and one lowercase, Google Analytics will put that on different line items. I use filters to force everything to be lowercase for my sanity. You can make sure that everything goes in the same line items by just making sure you stick to the different conventions when you're putting together your UTM parameters.

Chris: That can easily be email one. It doesn't have to be like ...

Loryn: Totally. Yeah, these are actually filled in specifically for us by the email provider. There's one structure you set up and then it auto-fills all of the UTM links. When you're doing it manually, yeah. It can be newsletter one, weekly five. Just so long as you can go back and connect it to the individual email statistics, which will give you overall, I think this might be on the next slide maybe ... Yeah, so what we eventually learned was that there were about 3,000 people on that list. Then you can calculate the open rate and click through rate and sessions at that time. Then the sessions, and you can see the whole ... Eight people out of that entire list converted.



You can see where the different points are. Maybe one email had a really high open rate but people didn't move on to actually click to the email or maybe it had a high open rate and a high click through rate, but your weak point was at the transactions. This helps you troubleshoot. You don't have to do this for just promotions. You can do this for auto-responders as well.

You can see overall how many people received the email and how many people ended up converting from those emails using campaign parameters. Also in Google Analytics, you can go through and look at the entire channel report and look at those goals that you have set up to see how those goals converted for different channels.

You can do that for landing pages as well. You can look at all of your landing pages and figure out which ones had converted. This is where you'd see, okay, so people who landed on FAQ actually has a pretty decent conversion rate. I'm not entirely sure why. That's not necessarily something I'd optimize around on our website, but if it was a specific landing page you might look and see, "Okay, we only had a few sessions land on this page but it has a high conversion rate overall so maybe we should consider sending more traffic to that page."

Chris: The FAQ page does answer objections. If they're thinking about it and on the fence, it could be that was the decision maker.



Loryn: Definitely, definitely. If you had some different landing pages that you were sending traffic to, you could see overall and then you could use secondary dimensions or drill downs like we were talking about, which is when you click through the line item to figure out okay, is there a specific channel that's converting well on this landing page or conversely, does this channel perform well on specific landing pages?

It does seem like a lot and I would just encourage everyone, if it does seem overwhelming, I'd encourage you to just go poke around in it. Most of the reports are laid out similarly. Like I said, most reports are laid out in a similar fashion. If you get comfortable poking around in the channels report it'll make it that much easier to poke around in the Landing Page report, that's much easier to look at different page views and so on. I hope that answers that question.

Jerod: Excellent. Yeah, thanks for putting that together Loryn.

Loryn: Of course.

Chris: Yeah, that was great.

Jerod: Chris, you have some additional insight?

Chris: Yeah, so one of the things that we can see with this example is the danger of direct traffic. I'm doing air quotes, you can't see me. I haven't got my



webcam on but I'm doing air quotes around direct traffic. Direct traffic often means we don't know and that's bad. We don't know is a bad thing.

Loryn: I saw one article last week that related it to Google Analytics' version of the shruggie.

Chris: Yes.

Loryn: We don't know.

Chris: It's a bunch of question marks. The shrug emoticon is probably the best. You need to get away from don't know. Distinct pages is the best option and it's the easiest option.

Loryn: It's true.

Chris: Especially if you can just duplicate the page. Remember what we talked about before as well. You're going to get better results if the scent of the campaign continues through. If you have an email that says, "Get a month free," you want a landing page that says, "Get a month free." You don't want to have mismatching messages. You don't want to go from a yellow ad to a blue page. Having a distinct landing page is the best option.

Loryn and I were talking about this company for her own use doing like 20 new campaigns. They will have 20 new landing pages. You want the message



and the look and the feel and the story to be consistent. You want to do that. That's the best way but tagging is the second best way. What you don't want is we don't know.

Loryn: Agreed.

Chris: Going back to the graph where we showed a spike at the start and a dip and then a spike at the end, you cannot look at the emails and say, "Email four brought in eight sales so email four was the best." You can't do that on a campaign like this because it's a launch. You usually get a spike at the start, you get a dip in the middle and then you get a spike at the end. If it's Monday to Friday, Monday and Friday will be your best days. Doesn't matter what you say in the email. Well it does, but ...

Loryn: It's true.

Chris: Don't just look at the dollar figure or the conversion rate and say, "That's an awesome email. I'm going to run that email every single time." Look at it in context. All of this has to be in context.

Loryn: Definitely. That's really good advice, Chris. Yeah, that's a pattern we see with just about every single one of our promotions. Whenever you send an email, you get more traffic. You get more purchases on those days but you really have to look at the whole setup. Was it sending this many emails at a certain ... Sending three emails for the promotion, sending two emails on



the last day? There's a lot of other variables besides the individual emails and really it just has to all make sense to your customers to end. It all goes back to strategy. It can get really tempting to get really far down in the weeds but really you just need to know the big picture.

Chris: Yeah. It can look like a hammer nail situation. You get overly fond of your hammer and so everything looks like a nail and then you wonder why you're burning your lists out.

Loryn: Yep.

With tagging, re-direct links, Google Analytics goals, etc., what should I use and when? (00:15:18)

Jerod: All righty. Let's move because Fred had another question. He said, "With tagging, re-direct links, Google Analytics goals, etc., what should I use and when? How can and should we use the tools for the two different purposes of one, improving site engagement and conversions, and two, spotting and understanding what is resonating with our audience and visitors?"

I think the first way to address Fred's questions, and Loryn you can expand on this in a minute, is that as with any analytics tool you should use it when it gives you access to information that you wouldn't otherwise have to review.



I think one of the dangers with almost diving too much into analytics is you can get so caught up in the weeds and spend so much time trying to be very intricate with data that maybe isn't really going to help you push the needle that you're not focused on the actual elements of your business and your content that you need to be. There are going to be times where you need access to this information that you wouldn't otherwise have and that's when these tools will help you. Which ones to choose is of course going to depend on what you're trying to find out and what you're doing to get that data. We'll talk about that in just a second.

To the second part of the question, in terms of the difference between improving site engagement and conversions and then spotting and understanding what is resonating with your audience, really those two purposes are very similar. They're not all that different.

I don't know that I would spend a whole lot of time trying to draw a distinction between those two things. What is going to improve site engagement and conversions, those are also going to be the things that are resonating with the audience and with your visitors. I think there's going to be a lot of overlap there. We have some slides here, Loryn, where we're going to go through. You've got three important tips for everybody to follow when it comes to this but what else would you add in terms of these specific questions that Fred asked?



Loryn: I think it goes back to, what should you use when, it goes back to what Chris was saying about this is what you don't know but you need to know it. Eliminate what you don't know as far as it pertains to what you're trying to accomplish. I think that's a really important balance.

Actually, when I first started at Rainmaker Digital, I had done data analysis before but it was more like a side role to my previous job, and when I came to Rainmaker Digital I went a little bit analytics crazy. I set up way too many events. I set up too many goals and when I looked at it six, eight months, a year later, I realized we hadn't touched that data once.

I had a period of going through and cleaning up and purging some of the additional events and goals and things that I had set up. It was just too much and it was not useful information. When it really comes down to making sure that your data answers the questions that are strategically important to you, that I think, goes hand in hand with improving site engagement and conversion. What do you want to do? What's the information that you need? Then I'm probably going to overrun myself into the tips so I'll just stop right now and we can move onto the next slide.

Jerod: Chris, did you have anything to add before we get to Loryn's three big general tips for getting the most out of analytics?

Chris: No, I just agree entirely 100%. I usually do.



Loryn's 3 big general tips for getting the most out of Analytics (00:18:41)

Jerod: Loryn, let's go over your three big general tips for getting the most out of analytics. The first is to audit your current data and basically ask this question, "Do you have all the necessary info on your site's primary actions?" What does that mean?

Loryn: This is the point where you sit down and say, "Okay, what is my strategy for making money?" Really. It's that basic. What is my strategy for making money and does my current website data tell me what I need to know about the path to that, about all the different points along that strategy? Maybe you've got a landing page that has several different types of traffic going to it. Are you tagging all of those different channels so that you can see which one converts better on that landing page?

If you have an e-book that gets downloaded along the way to a conversion and gets someone enrolled in an autoresponder, are you tracking that e-book download? Are you able to see how many people have down that in your analytics? That's what I mean when we say audit your current data. It's figuring out what is my strategy and do I have all the information I need to understand what's happening in that strategy and whether it's doing a good job?

Jerod: Yup. Then the second tip is to decide what you want to learn. Armed with proper data, what instructive lessons about your site do you want to learn?



Loryn: Yeah. If you have that strategy in mind, it should be pretty obvious what kind of questions you should have. Is this landing page doing better for paid search or is it doing better for organic search? Maybe you should create a separate paid search landing page. You can only answer that question with the data. If the data doesn't pertain to something you want to learn, you don't need to be collecting it, you don't need to be looking at it. Don't worry about it. After you know what your goals are you'll be able to look through Google Analytics and your Rainmaker data that much more effectively and spend your time wisely.

Jerod: Number three is, importantly, to adjust based on data insights. That's why you're getting this information. Then track the results to see if the changes actually have a positive impact. Don't just have a hypothesis, put it out there without actually checking to make sure that it's having the impact that you intend.

Loryn: Yes, definitely. If you have two different autoresponders that people could choose, is there one autoresponder that converts people to the eventual sale better than the other one? Then you ask that question why and make hypotheses and make changes and adjustments. Then you can look later and say, "Okay, did changing this autoresponder help or not?"

If it didn't help then maybe you revert back to the original one but at least you learned something. That's really the goal. If you're not actively learning



something that benefits your business then what are you doing? You're just having fun with numbers at that point.

Jerod: Chris, we know you love to have fun with numbers.

Chris: I love to have fun with the results of numbers. I'm math adverse. I have an aversion to anything with numbers in it but I like the results. That's why I like Loryn telling me the answer. She does the math and I get the fun part.

Jerod: That's true.

Loryn: The computers do the math, Chris. The computers do the math.

Jerod: That's true.

Chris: That's why I got into programming. You tell it the answer you want and it gives you it. You don't have to do any math in your head. It's brilliant.

Loryn: Exactly.

Chris: Back to the topic. Brian Clark and Tony Clark, no relation, they have the phrase "Do what is indicated" and this is a perfect example of that. You have to definitely adjust based on the data that you actually get, but also you have to understand where is your current constraint? At a mature company like Rainmaker Digital that makes like 12 million dollars a year, it's



completely different to somebody who's just started up this year. Where are your constraints? Remember that it's a flow, that it's a flow in terms of how you bring customers into your business, how you make them happy and how they bring friends. That's what you want to happen but you might not be quite there yet.

Is your constraint getting leads? You don't want to be focusing on your sale conversion rate if you're not getting any leads yet. Conversely, if you're getting a bunch of leads and nobody's buying then obviously then you look at your conversion rate. Later you'll want to look at the people you're losing. If you've got a monthly subscription and they only stick around one month then you've got a leak. It doesn't matter how many people you get in the front if you're just losing them and if it's like a revolving door.

Look where the constraints are in your business and focus on that. Don't overwhelm yourself by thinking you have to have every single thing in place. That's kind of what Loryn was saying when she first came to the company, she had all these goals and she had all these reports and nobody needed them because that's not what we were looking at. We probably will need them now.

Loryn: Oh trust me, it was much too granular.

Chris: Okay. Look at where your actual constraints are and focus on that part of your business because you can't be in 20 different places at once.



Loryn: Definitely.

Is it possible to use Google Tag Manager (GTM) within the Rainmaker Platform? (00:23:54)

Jerod: Moving on now to our next question, and this is from Brian. “Is it possible to use Google Tag Manager within the Rainmaker Platform?”

The answer here is yes and no. Rainmaker Analytics isn’t actually set up to be used with Google Tag Manager, but if you don’t authorize Rainmaker with Google Analytics, then you can add the Google Tag Manager container to your header scripts and use it that way. You just won’t have your Google Analytics data inside of Rainmaker. Loryn, I know that you’ve worked with this a little bit. Anything here to expand on?

Loryn: Yeah, sure. Just real quickly for anyone who doesn’t understand the difference between Google Analytics and Google Tag Manager, tag management is basically a way to deploy different scripts on your site very quickly. Google Analytics is one of those scripts.

When you authorize Rainmaker with Google Analytics it automatically deploys the Google Analytics scripts on all your pages and adds those extra features like e-commerce. If you want to use Google Tag Manager you can deploy



Google Analytics, Facebook pixels, different events and more, it's just you have to put that Google Tag Manager script on your site.

If you put Google Tag Manager on your site and you also have Google Analytics activated, you probably won't want to have Google Tag Manager firing the same Google Analytics code that Rainmaker is firing. I hope that makes sense to Brian and other people. It is possible because you can add that, you can add any script you need. Rainmaker's not quite set up to work that way.

Jerod: Okay.

Is it possible (or planned) to make the Analytics graph cover more than one month? (00:25:36)

Jerod: Excellent. Moving onto our next question, this is from Peter. Peter says the Analytics graph covers one month, he's talking about the Analytics graph inside of Rainmaker when you view in your dashboard and then if you go over to the Analytics reports. He's wondering if it is possible or planned to make that also display a longer period. On the basis of that, if you can see a longer period, say a year, you can tell where the general trend is up or down. The answer there Peter is that, and Chris you can correct me if I'm wrong, but there are no current plans that I know of to alter the Analytics reports inside of Rainmaker.



Of course, to view any custom time period you can log into your Google Analytics and view all of your data there. The idea with Rainmaker Analytics is again not to bog you down with data in your dashboard, but give you some quick snapshot data that allows you to diagnose some issues before they get out of hand that you can then go into Google Analytics and dig into a little bit more. Chris, any breaking news that I don't know about in terms of plans?

Chris: No, that's exactly right. The point of the dashboard is it's supposed to be at a glance. If you start digging into it, that's really Google Analytics. There's no point in us recreating Google Analytics within the dashboard. Also the intention behind it is that you can quickly just see the health of your business and then move onto your work.

It's not meant to be drawing you into the analytics. The idea is you go on a mission into your Google Analytics to do what you need to do and then you come out. The dashboard is just there to say everything looks fine. It's like a nurse checking up on you when you've broken your leg. You're not going to be constantly being tested and analyzed. You've just got to get on with the job of healing.

How will the A/B Testing or improve with the new page builder you're rolling out? (00:27:24)

Jerod: Well said. Now onto Jarmar's question. How will the A/B Testing change or improve with the new page builder that we are rolling out, the Visual Page



Builder? A/B Testing itself is not going to change as a function of the Visual Page Builder. It may obviously grow down the road but it won't be simply as a function of the Visual Page Builder. I think what you will find is that making tweaks to pages should be simpler and more intuitive and more flexible with the Visual Page Builder.

Again, we went through a really detailed tutorial of the A/B Testing tool in the previous webinar, but you essentially pick one page, an original page as it is right now, and then you can choose up to three variations that are different from the original and then you can send traffic to all of the different variations and see which ones convert the best. The A/B Testing tool itself will stay but just again your ability to make those changes to the pages to design your pages should get better with the Visual Page Builder, which is the whole idea. Anything to add there, Chris?

Chris: No, that's exactly it. It's about being able to quickly make the differences that might make the difference. It's not about the A/B test changing. It's about your ability to create new variations that might give you an edge.

Google PageSpeed Insights tool (00:28:43)

Jerod: All righty. Onto question number five, this is from Tom. "With regards to [Google's PageSpeed Insights tool](#) and the importance of a quick loading site, can you explain the different components Google mentions in my site's



analysis? My understanding is that some of the issues Google mentions for improvement cannot be addressed because of particular constraints within the Rainmaker Platform.”

Let me answer this question generally here, when it comes to Google’s Page Speed Insights tool. Obviously they give you, when you use that tool, they give you a lot of different recommendations and while making the changes that Google recommends will most likely offer a very slight reduction in page load time and improvement in your score when you run your site through the page speed tool, it can actually create a cascade of other issues.

It may decrease your site load time from like 50 milliseconds to 47 milliseconds but it could have other issues. To give you an example of that, certain items appear in the head section of the page on Rainmaker rather than the footer so that the page will load in a user friendly way.

You could very easily move those items to the footer and it would improve your page load, but it then could cause your page to load without styling. That tends to actually increase the site bounce rate, as visitors perceive the site as broken or outdated. It’s extremely important to remember with some of these changes that you don’t want to design your site for Google’s PageSpeed Insights tool. You want to design your site for users. That is going to be important.



Now Tom, if you have specific questions about some of the things on there, minifying, CSS and some things with Java Script and if Chris has any insight on those, Chris please feel free to address that, but I think for some of those specifics Tom, Support will be able to help. Obviously every site is a little bit different. On one site a little bit of a bigger image may be necessary because it's a photography website. On another site the image can be smaller and more optimized. In general, you should always optimize your images but some of those things will depend on the context.

I just want to make sure that the big point is understood that it's a really good idea to use the PageSpeed Insights tool, to see if there are any big glaring issues that you can fix. As you start getting more granular, you really want to weigh whether making that change and the impact it could have on your page speed, will that negatively impact some other element of your site? Those are decisions that you can make from that point.

Chris: Yeah, and the point is there are diminishing returns. The whole experience is what's important. Speed is part of that. People can fixate on one area and then damage another. I've put into the chat, page load versus page rendering.

If nobody's finding your page load slow, then you need to focus on your experience, your user experience. In many fields there's this idea of over-optimization. It's a funny term because you can't over optimize. Optimize



means to make better. For example in search engine optimization, Google will punish you if it looks like you're trying to force it. Your users, your customers will punish you if you try to optimize for speed at the expense of the user experience.

A really good example is people who use retina computers, so a retina laptop with a really high resolution. If they come to your site and you think you've optimized your images by making them smaller and it looks blurry, is that a better experience because it's loaded faster or is it a worse experience?

You really have to weigh up these things. It's not like one dial that you can turn to 11 and everything will be fine. It's a lot more complicated than that. So think about your user experience. Speed is a part, an aspect of that. It's more likely that your site is fast enough, if you're on Rainmaker Platform or if you're on StudioPress Sites, and that you should focus on something else. That's just a rule of thumb.

Jerod: Yes. That is actually all of the questions that we had sent into us. We obviously have a little bit of extra time. Those of you who are here live, if you have additional questions put them in the box. We will answer them to the best of our ability, as I mentioned earlier, because we do have a little bit more time that we can hang around.



What's next? (00:33:09)

Jerod: I will just give a preview of the upcoming sessions. We are off next week. For the first time in, what is it now, three months, we are taking a break from the Rainmaker Site Building Roadmap, just a little week off to regroup, plan ahead for some of the next sessions. Next, we're going to be diving into email. We're going to do at least two sessions on it. This is one of those where I anticipate there could be enough demand, enough interest that we might even end up doing another one.

We'll just see how it goes. We're going to start out with the basics and really walk through how you work with the third party integrations inside of Rainmaker, how you set up and work with RainMail and then also how you make autoresponders work for you.

If you have any questions about those, this upcoming session and then the Q&A to follow, that's what this second session is here, this is the Q&A. Both of those will be on Fridays, Friday, May 12th and then Friday, May 19th coming up. Then we're probably going to do a little bit more advanced session after that about funnels, but we'll base that off of the feedback that we get from you. Certainly your questions, your feedback on these upcoming sessions will be helpful as we plan forward for the ones after that. I'm very excited for those sessions, Chris.



Chris: Yeah, I'm excited. We've just had a couple of new features actually drop yesterday that are going to make your life a little bit easier if you use RainMail. We want to know what you need to know. These sessions are for you. Tell us what we need to tell you more about, go through any insights you're looking for.

Jerod: Yeah, and Loryn, you're putting together the slides for all those, just do you know. Just kidding.

Loryn: Oh goodie, because I know so much.

Jerod: Just kidding.

Loryn: I know so much about those.

Using tags when a member visits a page (00:34:49)

Jerod: We've got a question from Fred in here. "If using tags when a member visits a page, should I use automation to send a specific email as with RainMail, or use one message with hide/show tagged content?"

Chris: Fred's talking about email tags, I'm guessing here. We've got so many tags that we talk about. A RainMail tag, when a member visits a page so they use automation to send a specific email or use one message, it's one of those



it depends things. One of the things about the email tags is you can't be sure that they are cookied unless they actually clicked a link that has their unique identifier in it. You can look in the Knowledge Base about the unique ID, or if they've just taken an email action like opted in. If they've just filled out a form or if they've clicked a link with a user ID in it, then it's usually safe to use the tag, show to tag, hide from tag.

The reason why we're still so strong about people logging in is because you can be sure of it. Fred says, "In a follow up, did I hear right, a cookie only lasts a month?" At best the cookie lasts 30 days because they could be using it in a different browser, they could have cleared their browser history, they could have gone from their phone, to their tablet, to their desktop. So you can't really always rely on that cookie being there. That's why we have those special link attributes. When they click it it sets that cookie on that browser session.

You can't always rely on it being there. Getting them to log in is the most sure, and then getting them to click an ID'ed link is the next best. Yeah, it's a tricky one. If you could get them to log in that's going to be the best. Fred says, "What's an ID'ed link?" If we search in the Knowledge Base, there's a way that you can, in your emails or in your URLs, add their unique subscriber ID. I haven't got it to hand right now, but if you contact Support they'll be able to give you the link.

Jerod: We most likely at some point over the next few sessions will go over that and show a tutorial of how to do that too.



Chris: Yeah. It's definitely a useful thing. Definitely.

What are the top three benefits of using RainMail versus ConvertKit or other services? (00:37:19)

Chris: James is asking what the top three benefits of using RainMail versus ConvertKit or other services? I guess that that's something that we will go into detail in the next session, but just briefly the main advantage to somebody using Rainmaker using RainMail is that it's all integrated and has abilities that we've not found in other services, which is why we built it for our own use. A lot of things like the tagging that we talked about and the things like the marketing automation that come in in advance uses is very useful.

Also if you're doing curation, the ability to do curated newsletters, the ability to be able to send out based on you've written a new blog post and it automatically sends out, it's all built in there. The way all our features integrate makes it a lot easier for you. But by all means use something else if that's working for you because the idea is that you build your business with this stuff. It's not like we're trying to force you down one route or another.

Jerod: Yeah. James says, "Is the integration RainMail better than other services?" I mean it depends. It may be better for you depending on what you want to do and there may be a third party service that works better for you as



well. That's why Rainmaker's open to both. A lot of that's just going to depend on the context of your business and what you're using email for.

Chris: In terms of integrations, we're actually going to build Zapier, or Zapier, integrations so you can integrate it with even more things in future. We're not trying to lock you into any one thing. As a follow up he says, "Will you be offering RainMail to the public or only for the Rainmaker Platform?"

I don't know. Should we? We're open to suggestions. Do you think there'd be a demand for that? Do you think it'd be useful? Let us know. We built it initially for our use as a company and then we rolled it out to Rainmaker. If there's going to be a demand for it we'd be silly to not look at it as a business. You think we should?

Jerod: I do, personally.

Chris: I actually have used my RainMail with a WordPress site. It does have advantages to doing that. You just have to remember as it stands, the site you send the email from is probably the one that's going to give it the branding. If I send an email from Maker Hacks to Jerod's basketball list, they're going to be weirded out because it's going to have the Maker Hacks logo.

Jerod: Yes. They're also going to take that as a basketball term because hack is a term in basketball for a foul. They're going to totally take it in a different context, which would actually be a funny little experiment to try sometime.



Chris: Yes. We should send one to Robert's list about writing and your list about basketball and then see what everybody thinks a hack is.

Jerod: Yes, we should. Yeah, so these are great questions. Definitely bring these to the Q&A. Just the fact that you asked these will help us to plan this upcoming session. More of these questions, feel free to send them. You can always send them to Support if you have questions coming up. If you want to go leave a comment somewhere on the Rainmaker Site Building Roadmap with a question or a topic that you're interested in, you can leave a comment there too and I'll see it and I'll be able to integrate it into what we're doing. Just an FYI.

Chris: Also remember we're also available on social media. If you don't want to send an email and you just want to ask us a quick follow up question we're always available there as well. I'm sure you can find us.

Jerod: All righty. I think that wraps up today's Q&A. Lori says these are very much appreciated. Excellent, we appreciate you being here Lori. We appreciate all the great questions and I certainly appreciated Loryn jumping on, kind of last minute. We kind of put her on the spot last week asking her to come on with us but she did a phenomenal job. Loryn, thank you very much for all of your insight because it truly was very helpful these last two sessions.

Loryn: You're welcome. Thank you guys. It's been fun.



Chris: Jeff says Loryn is excellent. I agree with him. Loryn is excellent.

Loryn: Oh, thank you Jeff. I appreciate it.

Chris: We do rely on her. I don't think she realizes what a linchpin she is to the data side of the business. There are lots of us that are math stupid, not just me.

Jerod: Absolutely. Well Chris, you have yourself a great weekend. Everyone else have a great weekend too and we will talk to you all, not next week, again not next week. You won't get an email for a webinar next week, but the following week we will pick right back up and pretty much go every week until we're done from that point on. We hope to see you then. Have a great weekend and we'll talk to you soon.