the criteria of someone who is "ready to buy." A <u>sale</u> is "closed" when the lead becomes a customer and buys from you.

The goals in the list above really mark the progress of a user from one area of the funnel to another. Any searcher who finds and visits your site is a suspect. When they download a brochure they become a prospect. When they book a sales consultation they become a lead. When they purchase a product they become a sale.

As such, while a hairdressing business is unlikely to have "receive a haircut" as an online goal, "book a haircut" or "download example hair-styles" might well be part of its overall business proposition.

The most successful online businesses design a series of "customer journeys" through their site, which take a user from entrance to information to goal completion. Each journey begins with a <u>landing page</u> and ends with a so-called <u>money page</u>, where the user completes a goal. Each site may have several (often intersecting) journeys.

Later, in the section on analytics (page 224), I will return to customer journeys and introduce you to funnel analysis, which looks at where users drop out of the journey. Through tweaks and improvements, this "journey leakage" can be reduced over time and the conversion of entrance to goal improved. However, for now I will simply reiterate that you must have a clear idea of what your goals are while developing your proposition.

> In our case study, Brad begins with a detailed review of the Chambers Print website. At the moment, there is nothing that users can actually buy online. In fact, the only goal a user can complete is to fill out a contact form in the "contact us" section of the site. The form requires the user to enter their email address, so at least it provides a list of prospects.
>
> Furthermore, there are no separate landing pages for the different types of products and services Chambers Print offers. Instead, these are grouped together on a "what we offer" page.
>
> Brad decides to construct a series of customer journeys around the key products and services his business currently offers. He also