

**Trademark Productions Web Talk Radio Show Transcript
Neil Patel
September 28, 2009**



Dwight Zahringer: Hi, everybody, and welcome to another edition of the TM SEO radio broadcast show. I'm Dwight Zahringer, president and founder of Trademark Productions. And this week we have a very special guest. We were able to steal Neil Patel, and in between all of his extensive speaking and hard work that he's been doing in the online – well, mostly affiliate stuff now, it seems like, and building companies, and partitioning them and selling them off, and making money at his young age.

He took some time aside to speak with us. To give you a little bit of an idea, well, I guess, Neil, how you doing today?

Neil Patel: I'm doing good. Thank you for having me.

Dwight Zahringer: Excellent. Excellent. For those of you that are not familiar with this young man, who is a cofounder of two different internet companies, most recently Crazy Egg and Kissmetrics. Before that, your SEO company that you sold off was Advantage Consulting Services. Right?

Neil Patel: Yeah. ACS. Yeah. Well, there was money in it, but it's just a lot of work for the amount of money you can make in it.

Dwight Zahringer: Sure. Well, Crazy Egg and Kissmetrics are two different companies, and you've really worked with a lot of large corporations, AOL, General Motors before they went bankrupt, I'm assuming, Hewlett Packard, Viacom. And by the age of 21, you were named one of the top 100 bloggers by Technorati, and you're one of the top influencers up on the web according to *The Wall Street Journal*. Congratulations. That's quite a feat.

To give you a little idea about Kissmetrics, it's run by a team of designers, developers, and entrepreneurs, basically helping online businesses measure, grow, and monetize their online presence. Your mission with Kiss is to give all businesses the tools and technology so that they can grow and measure and see what's happening, and tune into the users' experience, and keep it really simple. So the Kiss method – keep it simple, stupid.

And now Crazy Egg, it's an internet company that is helping businesses supplement their analytics with visuals and actionable data. We're going to get back to that in a little bit down the conversation, because I think that's a very, very hot tool. You were born in England, moved over to California, and you started off

selling a lot of a pirated CDs and stuff. And you've just been an entrepreneur right from the very get-go, hey, Neil?

Neil Patel: Yeah. I've always been an entrepreneur at heart, try to figure out how to make money by any, you know, means possible.

Dwight Zahringer: Excellent. Most recently, I had an interview with [Shoemoney](#), talking about my other company, [LinkXL](#). And a little bit after that, one of the dialogues that we had is basically – and then he cited you in his blog. But basically talking about there's no future in SEO, which I thought was a very, very brutally honest statement, and I'm glad someone as yourself that definitely does have an ear to a lot of online marketers out there that we all look up to, had the authority to make the statement and stand behind it.

Running an agency, starting up internet businesses as yourself, I see the rise and fall, and I agree with you to your extent that as far as the long-term financial growth that's going to happen out of it. And I think it's very much convoluted now, because it's becoming such a very popular broad term, and there is no standards in it.

But I guess first of all, let's start off in that big statement. I'd really like to get some feedback, or really get more in depth of what you were saying basically with the statement that SEO is dying.

Neil Patel: The problem with SEO, is it's a industry in which it's getting saturated. If you were in SEO five years ago or whatever it may be, or ten years, or even a few years ago, it was much easier to get clients at a higher price point. It still is today very doable. With the recession, a lot of companies are losing money, budgets are getting tight, and SEO is being cut back, no matter what. If a company doesn't have money, even if it's a profitable sector, it doesn't always work that they're going to keep it.

So you can make money and you can do really well off of it, but when I say it's a dying industry, it's not a get rich quick type of thing anymore. It never really was, but it was much easier to create a great lifestyle business off of SEO. These days, you can still make a decent living, but it's much harder to go out there and create a SEO company that can do, you know, \$5, \$10, \$100. I don't know any of SEOs that are \$100, but you know, even \$20, \$30 million a year in revenue, so –

Dwight Zahringer: Yeah. And I think at that point, too, Neil, at least in my opinion, is when you start getting to those large level size packages, really, the value dollar of what they're getting for that, I think it's hard to get

people to understand SEO. I'm talking about as far as employees. I think really, a good SEO is made up in a lot of different instances. And to deliver a high end, \$2 million campaign a year, the back-loaded work in regards to that, and then getting that company to understand those, has quite a disconnect now.

Neil Patel: Well, yeah. And what people don't realize in the SEO space is there's the rock stars, right, like **Oil Man**, **Bozer**, **Ramfishkin**, and, **Aaron Wall**. There's a lot of these that are all great at what they do. The people that are really making the money off of SEO aren't any of these guys. The people that are making the money off SEO are like the iCrossings and iProspects.

Dwight Zahringer: Absolutely.

Neil Patel: They may not be the best SEOs out there, but they're very sales-driven companies. It's just the bigger fish are getting the bigger contracts. And that's where the money is in SEO. Even for those guys, I think a lot of them are struggling in this economy. But it's going to become much harder for a lot of these rock stars in our industry to be making, you know, tons and tons of money, because these ad agencies are the ones that are in control of the budgets. And at the end of the day, they're going to end up going with bigger companies because those guys know how to schmooze, wine, and dine, and pitch other larger companies. Right?

Dwight Zahringer: I agree 100 percent. One hundred percent in regards to that. And I think that's where also the deliverables on something like that, the wining and dining, the schmoozing, the laying out the process, really making the quantity and the volume make up their margins is where a lot of this stuff gets lost.

Neil Patel: It's not even the quantity. A lot of these guys aren't going after quantity. So I used to do the SES circuit route, pick up clients from speaking and what not. It was great, but it didn't really pay that much. And our ideal client was around \$20,000.00 a month all the way up to \$100,000.00 a month, you know, on a yearly contract. So they were from \$240,000.00 to \$1.2 a year.

And the way we ended up getting them was doing the whole ad agency route package pitches. So let's say if you're a public company like Overstock, we did not do this for Overstock, but let's say it was Overstock, for example. Right?

Dwight Zahringer: Yep.

Neil Patel: So we would go in there, look at their numbers, look at their average price per product, profit margin and so forth. Everything's out there. If Overstock was a niche and they had 20 keywords, you would say, "Hey, you know, X portion of your traffic is coming from these keywords. With tools out there, you can estimate how much traffic you're getting roughly based on position."

And then what you would say is say, "All right. With a average conversion rate of X amount, this would bring in roughly X amount of dollars in sales for you. We feel we can increase your rankings by X positions. X positions would increase your bottom line by, X dollars amount, and we want this amount to do it." Right?

Dwight Zahringer: Right.

Neil Patel: So it would be a cut and dried pitch. SEO is usually not pitched that way, but if you want the money in SEO, which most of these SEOs out there aren't doing, that's how you really get the big fish. No one's going to pay you \$1.2 million because it's a high profit margin business, without you having a solid pitch like that. And then on top of that, you have to deliver the results.

Dwight Zahringer: Right. And you know, the other part of it, too, is I feel sometimes that even with delivering such a very flatlined pitch like that, so to speak, even though that it's not flat. I'm not discrediting it at all. There's so much more work that needs to be done for a lot of clients, too. Do they have the internal development team to make different types of changes? Sometimes it's not just going after all the keywords. It's sometimes the user experience as well, once you get onsite.

Neil Patel: I totally agree with you. But the big companies don't necessarily want to hear that. All they care for is the bottom line. So at the end of the day, your pitch has to be what can you do, and how much more money is it going to make them?

Rankings are a lot of the people that read Schumoney's blog, my blog, and most of the blogs out there in the SEO space, they're small mom and pop SEOs. Right? So it's great, and they're thinking about all these small details. But these big execs, most of them aren't reading these blogs, and they're the ones who have to sign off on the decision. And at the end of the day, all they care for is, all right, screw the rankings. I don't care if I'm number two or number one. You tell me how much money am I going to make.

That's all they care for. Right? If you're trying to go after a public company, they don't have time to think about what if I rank number two or number three or whatever? All they care for is how much money are we making this quarter?

Dwight Zahringer: Yeah. Yeah. Agreed. Agreed. So getting back to rounding up why there's no future left in SEO is simply because of your statement there that it's becoming more convoluted, and there's not a lot of long-term dollars to be made in something like that there. So you went ahead and sold off Advantage Consulting Service. Is that correct?

Neil Patel: Yeah, going back to the SEO question, I do think there's a future for a lot of the bigger players, like the ad agencies. I don't think there is much of a future for the small mom and pops. Yeah, they can make a decent living, but they're nowhere near many of these guys are who are going to become millionaires doing it.

Dwight Zahringer: But don't you think also, there's also a lot of educational points to learning SEO, thinking outside of the box, and not just doing very mathematical processes, or something that a very standardized, off-the-shelf software will help for at least analyzing or benchmarking your rankings in all these things? There's a lot more that needs to be taught that's kind of a craft in a way, too.

Neil Patel: That is correct. But again, I don't think companies really care for that. Once you started going over some of those details. If you ever look at, some of the bigger agencies, like 360i when they were out, iCrossing, or iProspect, and some of those guys are when they're going to a meeting, like bringing a 60 point PowerPoint presentation, like 60 slides. And they're going over things one by one by one.

It's at the end of the day, the person who's writing the check, I don't think they care to hear all the small details. Their ass is on the line. All they care for is how much money you're going to make them, how to reduce cost, and increase profit.

Dwight Zahringer: So does it become more of an internal for you personally, was it becoming more of a game you didn't really want to play? Was it losing your interest more?

Neil Patel: With me, I'm more into developing, I wanted to try to create that \$100 million company. And I didn't see how a consulting company was going to take me there. Yes, there are consulting

companies and agencies that are worth hundreds of millions of dollars. I just wasn't the best person for it. Right?

So everyone has strengths and weaknesses. One of my weaknesses is I personally can do sales. I've been able to lock in seven figure contracts. But I have never been able to scale a sales force, like a iCrossing or some of those other agencies, and do that. It would be very difficult to compete.

And it doesn't matter if you're better or you're worse. I was speaking at a conference one day, and someone was with a airline company. He was talking about how one of the big firms out there, a public company, or they're owned by a public company, is doing SEOs. And I'm like, "Dude, I can do a better job." And he's like, "I don't know. It'd be tough to switch. You know, like they take me on helicopter rides and stuff like that." Right? Literally like he's getting around in a helicopter.

So it's like becoming a changing to this whole ad agency world in which all that's not always going to be results-driven. It's hey, these guys are a bigger firm. They have a better name out there. So we're going to go with them. It's not necessarily who's the most talented for the job. It's who has the best pitch at the end of the day, I think is going to win.

Dwight Zahringer: So basically, SEO is dying. So I guess how do you feel that regular small businesses or people that don't have that \$100,000.00 a year budget to put towards SEO, should they be considering doing that? Should they bring someone inside? Should they look with one of the smaller pops? I mean, what are some of the pointers you throw at them?

Neil Patel: Yeah. I think they should be doing it. I think the SEO industry will be around for a very long time. It's just in my perspective for SEOs to make quick money from it, or build a business that's going to be able to help them buy that \$5 million house.

You can make a great living off of it still, and I think you will be able to for the next five or ten years. But it's not one of those things where it's going to be really easy to scale up a firm to be doing let's say \$1 million in billables a month.

I think those days or a lot of times are going to be gone, and the people who are able to get it still are going to be the ad agencies. So if you're a small business, I think everyone should still be doing SEO. Hire a person in house or find a consultant, or read up on it,

and learn about it yourself, and do it. Right? There's still a lot of companies out there that'll take on clients for a grand a month, or you know, even less, or sometimes even more.

And I know people say you get what you pay for, but I've seen some good SEO consultants out there for a few grand a month.

Dwight Zahringer: Excellent. So let's talk a little bit more, let's switch some gears here. Let's talk a little bit about social media and their impact, and I guess maybe a little bit, since we are having a little bit of an SEO conversation, let's just talk about optimization as a whole. Maybe it's going to be as part of your business overview. The social component to it, can it work for all businesses? And what kind of impact do you think it's going to have, that we've seen so far, or where do we see the future of that going as far as **SERP**-related?

Neil Patel: So to kind of repeat your question, and asking how is social media going to effect SERP?

Dwight Zahringer: Yeah.

Neil Patel: Yeah. I think it's going to actually be very similar to how it is now. It's when you get on some of these social sites. You get a shitload of links, and you rank better in Google. Again, they're going to try to figure out how to de-value a lot of those links, sooner or later. And they're probably already working on it. It's going to take a long time I think before they actually get down to it, because it's really hard to say, that this person got on Digg, and all these links were caused by that Digg. Right?

A lot of times people were linking before, or what not. It's from an algorithm perspective. I think that's going to be possible to do, but I think it's going to be a lot of work for them to do.

Dwight Zahringer: I guess you just hovered over the fact of links, and getting back links. Were you part of the recent survey with SEOMoz?

Neil Patel: I believe so.

Dwight Zahringer: Yeah. You were on there. On a rate of one to ten, how important are back links now, and will they be for the next couple of years?

Neil Patel: I pretty much think back links are where it's at. I think it's a ten. That was what I specialized in, back links.

Dwight Zahringer: And those are building those organically and nicely, not buying or bartering for any of those. Is that correct?

Neil Patel: Shit, I'd do whatever it took to get backlinks. But yeah. I do organic, don't buy them. But sometimes you just have to end up buying them. It's like if everyone else is buying them, it's hard not to buy them, because a lot of the stuff we did, which is why we were able to charge high premiums, was, you know, PPC, porn, pills, and casinos. It's other things that other agencies, they don't want to touch. And that was our niche, and that's why we can charge, you know, quite a bit for.

Dwight Zahringer: Well, and they have the lucrative budgets, too, that you were after.

Neil Patel: Exactly. And I was after high profit margin industries, and they're willing to pay the dollar bills. Right? So it's like the General Motors, Viacom, companies that are great, they're resume builders. It's really hard to squeeze a lot of money out of those, unless you're a big agency.

So what we would do is we ask them to be our client, and get the case studies, and then we'd use that as references to pitch, you know, the porn, pills, and casino industry and make our money that way, because it wasn't as competitive.

Dwight Zahringer: Got you.

Neil Patel: And then, you know, compete against other agencies and SEO firms for those contracts.

Dwight Zahringer: Okay. Let's jump back to social media for another aspect, because I want to kind of evolve over to the fact of utilizing social media, and then you're also involved very heavily now with affiliate marketing. You've got some great case studies as well. But I guess some smaller businesses, mid-sized businesses, people that are out there maybe evaluating the agency that they're working with, what are some tips or some preemptive tips that you can provide to our listeners about how to get more involved with social media and really benchmark it, and get the most return on investment out of it?

Neil Patel: Sure. So it's a set of campaigns. There's a lot of software out there, like **Pashoot**, P-A-S-H-O-O-T, if you Google it. They have like an app to help you track your social media. It's one where you have to be involved in the social media community or hire

someone who is, so that way, you can actually understand the audience before you try to leverage them.

And then what you want to do is make sure you're measuring everything, all the way from back links to traffic and so forth. Don't look for direct ROI. You just have to know internally, saying, hey, our regular was this much, and I'll give it a six month timeframe and leverage social media as much as possible. All right. Over a six months', we got X amount more links. Have you see a increase in rankings and Google traffic, and has that led to more sales?

Dwight Zahringer: Which is just very quick and easy to do. It's amazing, too, because a lot of clients don't understand the amount of work and time and intelligence and crunching numbers involved that is doing a lot of this work itself.

Neil Patel: That's a lot of people who expect to see their ROI within, you know, let's say a month or so. It's not like PPC, in which you can get a ROI right away. And that's why a lot of big companies are willing to spend millions of dollars a month on PPC and not other things, because they know if they're spending a dollar, they'll know their ROI right then and there.

But there's a lot more traffic if you're organically ranked, and it's just really, you know, getting the corporate people to understand that, and kind of push it on them.

Dwight Zahringer: Sure. Sure. So social media networks offer a lot of great benefits for business. The rise of Facebook and Twitter this year obviously has really been in the media and gotten in the mainstream. So everybody wants to get involved in it. Do you think there's a future for those networks and others in the industry? And I guess how do you see social media evolving in the future?

Neil Patel: Yeah. I think it's going to change, social media is changed to be more custom-tailored towards people's interests. If you look at the past few years, it was more so, hey, people this is a community, and you get what you see. Right?

Now it's becoming trends like Twitter emerging. Right? And it's already one of the most popular sites on the web, in which, hey, it's not necessarily what the community votes for. It's no, you follow who you want to follow. Unlike other social networks you can put out there what you want to put out there.

So I think there's going to be a combination or more of a merger between social news and social networking, which is where a lot of things are going. Right? Before you used to have the Facebook to connect with your friends, social networking, you used to have social site, like the Digg. Everyone votes. Whoever likes what, you know, sounds good, and no one's really interacting from the friends' component like they did on the Facebook.

And then you have the Twitter, where you're taking angles of both of them and merging them, and ideas are popping up, and people are loving it.

Dwight Zahringer: Yeah. Is there any other social networks or tools that you utilize? One of the ones I've been using a lot is KnowEm, which is Stirco and Ray's friend, that helps you at least find all the different social media networks and see if the user name is available. But are there any other nice social media sites that you like to utilize, or that are industry specific?

Neil Patel: Not really. I used to years ago, but what ended up happening with me is with the agency, it ended up being where my ROI, I made a lot more money if I concentrated on sales and the business strategy, and I stepped away more from social media. Like I used to be very heavily involved, and you know, used to be a good top 10 or 20 user or whatever it may be at one time.

And then I realized, I'm like, hey, it's cheaper for me to pay someone else to do this, and I can make a lot more money if I concentrate on the business aspect, and picking companies.

Dwight Zahringer: Okay. One of the things is that you're talking about affiliates, and I know that's something like you and also Shoe and – it seems like Shoe's made a really big transition over maybe the last year or so, really moving over to the affiliate space, and how people can make a lot of different money and different aspects.

There's a story he related about in one of his posts about you doing a \$40,000.00 test in a period of a couple of days.

Neil Patel: Him doing the \$40,000.00 test?

Dwight Zahringer: I thought it was you doing one of those. It was a paper clip test.

Neil Patel: I'm pretty sure that was him.

- Dwight Zahringer:* Oh, was that him? So it wasn't you spending the big money on some aspects like those?
- Neil Patel:* No. That's all Shoe. I've done some affiliate stuff. I stopped doing that recently. With me, I concentrate on fast companies, so I'm all about building software, targeting subscription fee, and getting it out there, and having the recurring income stream.
- Dwight Zahringer:* Sure. So are we going to be seeing a tool set like we're seeing from so many other big names out there? You know, that have launched those over the past year or so? Are you going to be offering some type of online tool set as well?
- Neil Patel:* Similar. So I'm not going to be launching a tool set, but more so I'm going to be launching a subscription content program on my blog. So for, \$97.00 a month, people can subscribe to, internet marketing tactics and business tactics that I've been using for a long time, just spreading them out.
- But more so my tool set's usually in Crazy Egg and Kissmetrics. So Kissmetrics' not launched. It's going to be analytics targeted towards conversion tracking. I raised some money to create that company to see if I can go after the large market. I still want to play friendly with those guys in Google Analytics, but want to go after the big, you know, Fortune \$5 million market.
- Dwight Zahringer:* Wow. That sounds great. Well, definitely it's good to have your goals aimed nice and high, try to achieve those, and which you've done a pretty good job of doing so far. So that's \$97.00 price point to subscribe to that. And that's going to be coming soon on your blog?
- Neil Patel:* Yeah. It's probably going to end up coming out within the next 30 days. So the content's all done. It's actually what my webmaster has been actually working on it for the last, week or two, setting up, WP member, so that way people can log in and get all that stuff going.
- Dwight Zahringer:* Okay. And is there a special name for that – what that's going to be?
- Neil Patel:* I don't have a name for it. I think it's just going to be on QuickSprout.com, and it's just going to be some sort of membership. You know, it's going to be targeted towards startups or small and medium-sized businesses, more so than large
-

businesses. And I'm going to give away a free PDF. It's probably going to be around 10 to 20 pages, called, "Web 2.0."

And it breaks down, you know, a quick rant that I had on how companies out there aren't thinking the right way, what they're doing wrong, especially in the 2.0 arena, and with things like social media, and just trying to do a lot of things that are like get rich quick, or hey, let's build the traffic, and our revenue source will come. And you know, let's not worry about that right now. And all these other types of problems that I've been seeing.

Dwight Zahringer: Oh, that's great. I think those are some good key points to definitely sell upon. I think that's a lot of stuff people have been hearing, we had spoken with Graywolf and Ted Murphy from IZEA a couple of weeks ago, and this is in regards to the FTC regulations that have been posted out there, and that are trying to be adopted and be regulated. Are you familiar with that aspect with sponsor blogs and sponsor content?

Neil Patel: No. I'm sorry. I haven't kept up too much with the news in the SEO industry for the last few years. I've been more so, fund raising for my last or my current company, and just try to hit the grinder, and work on that for a while.

Dwight Zahringer: Okay. Well, basically, FTC had come out and they want to have regulations, and impose upon bloggers like they do on commercial TV and radio, where you have to state that it is a paid advertisement, or that if you're being paid or you're being flown out and put up in a lavish hotel or given a Ferrari, or different components, that you have to release those types of things. And this is the reason we kind of jumped on this and got in the conversation with both of those is it seems to be very convoluted. It's the whole paid link debates, and cuts, and all that type of stuff.

But it was very interesting, the fact of trying to have more transparency in what's being spoken about online, and the big influence of the back links, going back to the SEO component of those. Any immediate thoughts in regards to the government or FTC putting or imposing more regulations in regards to something like this?

Neil Patel: Sure. So the first thing that always comes to mind is the government wants their cut, their money. Nothing wrong with it. Everyone wants a piece of the pie. It also provides a better user experience for most users. So people don't get duped into saying, no, you know, you got paid to stay up in that hotel.

But hey, it's going to be hard for them to catch you for everything that's paid or not paid, and I think a lot of people are still going to be getting away from it. Whether the FTC, you know, passes a law or not, and if I had paid links, I wouldn't buy a link from a place that says, hey, you know, we're selling a link.

I'm not a big fan of bloggers saying that they bought – or the review was paid for. I would actually even pay them more so they wouldn't even say that. So it's I don't know. If I had a paid blog post on my blog, I probably wouldn't do it, and I've never accepted any paid blog posts, but if I did, I wouldn't say it's paid for.

If I was willing to write on my blog, it's good enough for me, whether I'm getting paid for it or not paid for it, so why not just write on it?

Dwight Zahringer: So it's on the individual credibility?

Neil Patel: Yes.

Dwight Zahringer: Absolutely.

Neil Patel: Exactly.

Dwight Zahringer: Well, Neil, before we wrap up, I just wanted to touch base again about exactly who you are and who we've been talking to and listening to. Neil Patel, and he is the founder of Crazy Egg and Kissmetrics. And he's the long-time internet marketing expert, very young gentleman. How old are you now, Neil?

Neil Patel: I'm getting old now. I'm 24.

Dwight Zahringer: Twenty-four. Twenty-four in this age, and the guy's closing \$7 million deals over a quick drink at the bar. Tell us a little bit about your new business and what exactly it can offer some of our listeners, and how they can find you.

Neil Patel: Sure. So my new business is Kissmetrics, around \$4 million in funding from True Ventures and Polaris. I think they're based out of Boston and San Francisco. And what we're doing is if you look at all the analytics solutions out there, like Google Analytics, and most of the consumers that use these solutions, a lot of them don't concentrate on conversion.

Even if Google Analytics provides a conversion aspect, a funnel system, a lot of users don't really use them. Why? Because it's too complicated, and they don't know how to. Right? There's a lot more aspects to conversion, too, that a lot of these solutions don't go into or solve.

So what we're doing is creating a analytic solution that revolves around conversion tracking. So picking or taking a niche, like Crazy Egg, we took Google Analytics overlay, do the overlay better, and we also added a heat map and a confetti view, which is, you know, a unique way of showing a visual way of seeing the data in a different fashion. Right? Something that Google Analytics couldn't easily show.

So we're doing the same thing with Kissmetrics, and it worked out really well with Crazy Egg. The business is doing well. So like, all right. What's another pain point that we're seeing that a lot of business are having? And it's coming down to conversion tracking, because everything revolves around money. Right? The web especially, you know. How can you make more money?

So what we're doing is creating another solution called Kissmetrics that's revolving around conversion tracking.

Dwight Zahringer: Excellent. So this is a service right now that people can go here and sign up and get started?

Neil Patel: Yeah. So Kissmetrics.com, K-I-S-S-M-E-T-R-I-C-S.com. And you can just enter in your email address, and then when we launch in a few months, hopefully, you can end up getting access to it.

Dwight Zahringer: And when about are you going to be getting ready to launch? You said a couple of months? So is this going to be before the end of the year, or right after the end of the year? Or are you tying it a conference?

Neil Patel: Yeah. We haven't figured out a exact launch date yet. We're doing a private beta, that's still going on. We have quite a bit of users in our private beta. So if you have a ecommerce or not really ecommerce right now. We're not testing that in our beta. But if you have a software as a service company, you'd be perfect for our beta, or if you have some sort of subscription or networking type of thing, like social networking, where users sign up, you know, feel free to email me at Neil, N-E-I-L, at Neil, N-E-I-L, Patel, P-A-T-E-L.com.

And I can give you access to it. And we're going to have other components, like ecommerce and things of that nature into Kissmetrics pretty soon. Once we have a few more of those things, we're going to be launching.

Dwight Zahringer: So the way I'm hearing this right, just to kind of extend it out to our readers and our listeners, is this is something that's going to be easier to understand for the general person operating a website or overseeing it, maybe even at a C level.

Neil Patel: Exactly. It will be easier to understand, easier to use, and it'll actually give you actionable data, and more insights than some of the other solutions out there. Because when you're creating a product I'll mention Google Analytics, and they've done a great job, it ends up being where there's so many aspects to them, you can't really do a lot in one specific area.

It would be hard for a Google Analytics to say, "All right. We're only going to concentrate on conversions, and give, 20 different pieces of information on conversion, and 20 different screens and what not." It'll make their products too cluttered.

When you have a separate product that's just focused around that area, you know, you can do a lot more things.

Dwight Zahringer: Sure. Sure. Yeah. It starts to become more convoluted, and become I guess paralysis through analysis, almost. Too much information, and you don't know what to do with it all. So yours is going to be a little bit more focused, helping people with the conversion on their site, which you feel is the best way and the best measurement tool for how well your online campaigns are running, your SEO, pay per click, or whatever.

Neil Patel: Yeah. So if you're blogging, you're saying, "Hey, I want to see how many visitors that are coming to my website," then we're not the right solution for you. Go use Google Analytics or Omniture or any of the other solutions out there. They do a great job with it.

But if you're saying, "Hey, we're an ecommerce company or a SAS company. We want to get a better understanding of our users. Who's repeat, where's the drop off?" Such as, if you're a SAS company, pre-signing up, how long are they staying inactive or active before they drop off? Just all these type of unique pieces of information. Then we're a great solution for you. Right? Because you can't really get that kind of stuff elsewhere, unless you build it in-house.

Dwight Zahringer: All right. Excellent. Neil Patel, everybody. Crazy Egg and Kissmetrics. And you're going to speaking at Elite Retreat, which I hear is the last Elite Retreat, later this week in New York. Is that correct?

Neil Patel: That's correct. I'm leaving Wednesday morning to New York.

Dwight Zahringer: Excellent. Excellent. I wish I had an opportunity to attend one of those with you guys. I've talked to a number of people that have been at those, and they say it's well worth its weight in gold.

And then are you going to be at – speaking at the SMX or PubCon coming up?

Neil Patel: No. I may end up going to PubCon only for a few days, probably not the conference itself, but not really speaking too much on the SEO circuit. I've been more into the 2.0 circuit, so I've been going to conferences more like TechCrunch50.

Dwight Zahringer: Okay. Perfect. Well I'll definitely touch base with you. We're going to be out at PubCon, and maybe we can meet up and have a drink or something. But I appreciate you taking the time out, especially on a Monday, out of your busy schedule, to fill in our users and ourselves with all the great stuff you have going on. And thank you again for the time.

Neil Patel: Yeah. No problem, and thank you for having me.

Dwight Zahringer: All right. Bye bye now.

Neil Patel: Bye.

[End of Audio]
