Metrics and Decision Making

The mission statement of the New Media Committee states one of its goals to be the education of A2IM members. This document is the seventh in our series of “white papers” this time focusing in detail on Metrics & Decision Making. In previous white papers we laid out a road map to help guide your efforts in increasing connectivity with fans via e-mail marketing and social networks and to enable you to sell to fans direct. But the key to understanding how to grow your business is to know which of your actions are the most effective and that is our goal here.

-Peter Wright, Virtual Label, LLC, New Media Committee Chairperson
Metrics and Decision Making
Dr. Ron Suarez, Loud Feed, Inc. @drron

Introduction
Is a HiPPO making your decisions?
Setting Goals
Why Metrics?
But Doesn’t Collecting Metrics Cost Money and Use Valuable Human Resources?
Critical Thinking
Data Driven Design, A Simple Example
Lean Startup Approaches to Planning Your Metrics
  First create the MVP - Minimally Viable Product
  Release Early and Release Often
Marketing and Visitor Segmentation Metrics
Your Metrics
  Set Goals
  Define a strategy to achieve each goal
  Define what you will measure
  Test with a sample
  Measure your results
  Refine your strategy and loop back
Takeaway Tips
Appendix A: Companies
  A2IM Members providing metrics or analytics
Appendix B: Basic Analytics Tools
  Social Media Metrics
  Experience Analytics Companies
  Analytics Software
  Some Metrics Platform Providers
Appendix C: Starting Google Analytics
  Step One Define Your Goals
  Segment Your Audience
  Look for Trends
  How does Google Analytics Work?
Appendix D: Add-ons and More Tools
  ADVANCED: Realtime analytics at Twitter
  WordPress Plugins
  Free Social Media Monitoring Tools
  Analytics Products Pricing Samples
Bibliography
Introduction

While you can print this out to read, this PDF includes many links, so reading it on your computer while connected to the Internet would be most beneficial.

If you’re in business today, then you are spending money and or staff resources on your web site and social networking tools like Facebook and Twitter. Thus, even if you have been cutting budgets, you are still investing in marketing campaigns to simply maintain the status quo of what you have been doing. You need to assess what you’re doing in order to ascertain your Return on Investment (ROI). To calculate your ROI, even with crude estimations, you need to know what to measure, how to measure it and how to change your actions based on interpreting the data you collect.

The goal of this paper is to improve your business decision making by learning to better:

- Set specific goals
- Understand how user (fan/ customer) actions lead to those goals
- Know what actions to observe
- Understand how to scientifically manipulate your actions to affect user reactions
- Prioritize work (actions) you perform
- Describe baseline assumptions about why you currently “act” in certain ways
- Learn how to measure various user actions
- Interpret data you observe about your users
- Test your assumptions
- Reassess your assumptions based on data
- Revise your assumptions and test new actions
- Rinse and repeat

Is a HiPPO making your decisions?

If you are not using data to help you make your marketing and design decisions, you are likely taking direction from a HiPPO, which stands for the “highest paid person’s opinion.” There’s been a lot of discussion in marketing circles for a number of years now about the dangers of being driven by a HiPPO. The digital world offers marketing people a chance to measure user behavior and test different approaches that were just not possible before.
Without data to guide your decisions the HiPPO will make demands for your web site and related marketing decision by intuition and instinct. Chances are that your HiPPO got to where he or she is based on some degree of skill demonstrated in the past. So, tread carefully and try not to anger the HiPPO as you look to metrics from customer behavior and seek to introduce better practices into your organization. Don’t try to debate design with a HiPPO. The HiPPO might actually be correct a lot of the time. So, be receptive to the HiPPO’s ideas and slowly introduce data driven design, by beginning to collect metrics. Find ways to extract good starting points from the HiPPO’s ideas, then compare and contrast variations of these ideas as you begin to explore some ideas that may be totally new. While this white paper emphasizes metrics, it will always be important to have intuition guide you to try totally new approaches, which of course, you can then measure.

**Setting Goals**

Even if you think your mission is loftier than simply making money, you need to make enough money to be sustainable. Money is an obvious and simple goal and it is really easy to measure your results. Other goals may include the number of times you or a specific thing you’ve done get mentioned in the traditional press or the digital world. The great advantage of the digital world is that it is much easier and cheaper to measure. Goals help to keep you on target. They provide the first step in helping you to figure out what will be important to measure. With a plethora of statistics available in the digital world, setting goals helps you to eventually see what you can change in how you do business, so that your efforts can be efficient and productive.

**Why Metrics?**

*How to be scientific with limited budgets and resources.*

If you’re promoting something new, you should have your own ways of measuring what you do, even if the thing you’re measuring is far from appearing on industry charts.

*According to Don Norman*, “Designers fall prey to the two ailments of not knowing what they don’t know and, worse, thinking they know things they don’t. This last condition is especially true when it comes to human behavior: the cognitive sciences. Designers (and engineers) think that they understand human behavior: after all, they are human and they have observed people all their lives. Alas, they believe a ‘naive psychology’: plausible explanations of behavior that have little or no basis in fact. They confuse the way they would prefer people to behave with how people actually behave. They are unaware of the large experimental and theoretical literature, and they are not well versed in statistical variability.”

The case for metrics is essentially the same as the case for the “Scientific Method” which brought us out of the dark ages. Metrics enable us to collect data and make decisions based on that data.
But Doesn't Collecting Metrics Cost Money and Use Valuable Human Resources?

Making decisions that are less than optimal and then investing in a marketing campaign or website redesign that goes in the wrong direction, will end up being much more costly than learning how to do data driven design and putting it into practice. Too often the “urgent” crowds out the “important.” Look at how much you are currently spending in time and cash on your current enterprise and think about how to rearrange your priorities to set aside a budget (time and or money) for employing some metrics. If your revenues have been going down or not accelerating as fast as your costs, then there are behaviors you need to change. Metrics provide you with intelligence to help you make changes and test which changes are working.

Critical Thinking

Are you making your decisions based on what is trendy or are your decisions based on critical thinking? According to the Wikipedia, “The list of core critical thinking skills includes observation, interpretation, analysis, inference, evaluation, explanation and meta-cognition. There is a reasonable level of consensus among experts that an individual or group engaged in strong critical thinking gives due consideration to:

- Evidence through observation
- Context of judgment
- Relevant criteria for making the judgment well
- Applicable methods or techniques for forming the judgment
- Applicable theoretical constructs for understanding the problem and the question at hand”

Critical thinking should be your first step in considering what to observe when beginning to make new plans.

Critical thinking (Wikipedia) calls for the ability to:

- Recognize problems, to find workable means for meeting those problems
- Understand the importance of prioritization and order of precedence in problem solving
- Gather and marshal pertinent (relevant) information
- Recognize unstated assumptions and values
- Comprehend and use language with accuracy, clarity, and discernment
- Interpret data, to appraise evidence and evaluate arguments
- Recognize the existence (or non-existence) of logical relationships between propositions
- Draw warranted conclusions and generalizations
- Put to test the conclusions and generalizations at which one arrives
- Reconstruct one's patterns of beliefs on the basis of wider experience
- Render accurate judgments about specific things and qualities in everyday life
Data Driven Design, A Simple Example

Maybe you can’t afford to hire mentors to join your organization and teach you all about this. But, even if you are outsourcing lots of your marketing, you need to at least understand the basics. Having someone who can serve as a part-time mentor can be very productive in sifting through the vast amounts of information that are now available on the Internet. Eric Schmidt, CEO of Google, recently noted that every 48 hours the amount of information being added to the Internet is equal to the amount of information from the beginning of recorded history until 2003. So, if you’re going to try and do this on your own, a part-time mentor can help you wade through all this to find what should be the most relevant for you. In this paper we provide links to online sources where you can learn more and we also provide links to companies who provide services for you.

Simple Changes Can Produce Dramatic Results
This simple experiment illustrates the types of things you could try to do without hiring an expensive agency to do research for you. By having a website that use a CMS (content management system) there are changes you should and can easily be making on an ongoing basis. Examples of CMS tools include WordPress, Drupal and Joomla. While, you should have a real professional install a CMS for you, the goal is to give you an easy to use dashboard where you can make simple changes, especially to things like wording.

Note: we’re not saying here that the following wording changes will produce similar results for you. Your target market may react in totally different ways, which is why you need to test variations with your own audience.

This test by Bokardo looked at the effects of changing a simple line of text:
Goal: Improve the click through rate to his Twitter account
Method: Make changes to a line of text (independent variable) and observe the change in click-through rate (dependent variable). This is the “scientific method.” Remember that correlation alone does not imply causality. Just because we have observed a correlation between two things, it does not mean there is any relation between them that would be repeatable. By keeping other things constant and manipulating an “independent variable” we can test a hypothesis, e.g. “Does this wording work better?”

Text Versions Tested

a. I’m on Twitter.

b. Follow me on Twitter. (click-through increased 56%)

c. You should follow me on Twitter. (click-through increased an additional 38%)

d. You should follow me on Twitter here. (click-through increased an additional 27%)
Bokardo notes that “As the forcefulness and personal identifiability of the phrase increased, the number of clicks likewise increased. ‘You’ identifies the reader directly. ‘Should’ implies an obligation and ‘follow me on Twitter’ is a direct command. Moving the link to a literal call-out, ‘here,’ provides a clear location for clicking. Words like ‘please’ instead of ‘should’ did not work as well.”

So, you’re thinking “These Jedi mind tricks” commanding people to behave in certain ways won’t work with my audience. And, maybe you’re right. These wording changes might decrease clicks instead of increasing them with your audience. That is why you need to test and think about things like sample size and how you do your tests.

**BEWARE: simple ways to test may offer data you can’t trust**

A simple way to test these text changes would be to try one way of wording things on Monday, then another way of wording things on Tuesday, etc. However, if you take that simpler approach then you don’t know if the changes you observe in click-through rate are due to the “independent variable” you are manipulating, i.e. the wording of the sentence that seeks Twitter followers or due to some other variables that are changing as the week progresses and some media coverage about Twitter on Tuesday causes those who watched the coverage to be more likely to follow someone on Twitter. That is where tools like Google’s Website Optimizer would come into play. With this tool you can have different content randomly change one page presentation after the other as different visitors come to the site within seconds of each other. Thus, except for the “independent variable” i.e. changing the line of text, other things are the same for site visitors.

**BEWARE of overkill**

A team at Google couldn’t decide between two blues, so they ended up testing 41 shades between each blue to see which one performed the best. So, use your common sense to first define the goals that are most important to your success and then how much effort you should invest in testing which variables are relevant enough that they warrant a significant time investment in conducting tests.

You must find the right balance between intuition driven design and data-driven design.
Intuition driven
Best guesses
Previous experience
Watch others
Best practices
Trends
No time to test
Aesthetics
Rely on gut
Creative

Data driven
Test every choice
De-emphasize experience
Design logically
Data driven decision making
Test every detail
Aesthetics are secondary
Never trust your gut
Cold, calculating

Balance your position on the Design Spectrum

Does this sound like a lot for you to learn?
Maybe this is too complicated for most people to put into practice on their own. However, a rudimentary understanding of these basic principles is important for you to comprehend, so you can make a more informed decision when you hire a consultant or research a service offering, that will do these kinds of things for you.

Lean Startup Approaches to Planning Your Metrics
There are lots of books and conferences about “Lean Startup Methodology.” While most of “lean startup” applies to product development, many of the lessons learned can be applied to web site development, marketing campaigns and even artist development. That is, to the extent you can do so without the artists getting wind of it in the wrong way and getting offended by the reification of being compared to a product.

In older product development approaches a long time is spent going through an “alpha” and then a “beta” version of a product before a customer launch. The marketing department plans a lot of hoopla for the product launch and that date includes implications of a finished product that has not likely been seen by very many customers.
First create the MVP - Minimally Viable Product

If we’re talking about your web site as the product, you need to see your website as something that is easily changeable. Today, with tools like WordPress and other CMS systems, it is finally possible for non-technical people to make regular changes to content. So start with something that gives you the minimal basics. Too many people still live in the old world of planning for months or worse yet talking in circles for years in between product iterations. Business teams end up in endless debates and discussions that eventually lead to a major overhaul of a web site, but too often no one wants to budget for collecting metrics about which things actually improve profit.

Release Early and Release Often

Start with the Minimally Viable Product and then listen to your customers. This is actually a lot less expensive than planning a new website for 6 months and then leaving it basically unchanged for several years after many wrong design decisions that went untested have been made.

The Release Cycle
1. Identify your business objectives
   * Make sure your designers have understood what the executive team wants.
2. Clarify the “Use Cases” and User Experience
   * What do your customers need to do to meet your business objectives and how will you get them to perform the actions you want from making purchases to referring friends.
3. Identify your core metrics
   * Figure out the most important things you’ll need to measure about customer behavior to ensure that you increase the likelihood of meeting your business objectives.
4. Rinse and Repeat
   * Seriously, you need to practice iterative, incremental design and development. Each iteration should be as short as possible, even a week or two. Then changes are added incrementally with each new iteration.

Marketing and Visitor Segmentation Metrics

One of the first lessons they teach you in business classes is to identify your customer. One of the biggest mistakes people make in business is to think that their product is good for everyone. While your product might appeal to many sorts of markets, some markets will be easier to reach. Thus, tools that help to segment your web site visitors into different demographics are invaluable.

The following things can be done with a metrics tool

- Visitor Segmentation is a fancy word for filtering. Instead of seeing data for all of your
visitors combined, you can view just a specific "segment" of them. Combining different market segments can sometimes hide valuable information, e.g. if the same word attracted visitors in the US, but turned away visitors in another country. The Chevy Nova had problems in Latin America because in Spanish “no va” means “won’t go.”

- Additional data about segments can also be viewed by segment. Simple data often available include things like which browser they are using, but demographic data might tell you that in certain countries you’re appealing to men, but not women.
- Tools like Clicky (and others) will allow you to view data in two columns for two market segments and provide a third column that shows one metric for the difference.
- Adding additional filters lets you further refine how you are segmenting your visitors and explore the data for differences.

Your Metrics

Set Goals
Make sure you have identified business goals that lend themselves to being associated with things that you will be able to measure.

Define a strategy to achieve each goal
Your strategy should be explicit, so your staff will clearly understand what things they need to change or manipulate. You need to be able to trace a path from the goals you strive to achieve and how you allocate resources.

Define what you will measure
Your resources will impose limits on what you can implement. You will thus have to make some decisions about where to start and what to prioritize. Focus on things that are doable in short time periods and that will enable you to see results and change course as you learn. You need to empower someone to be able to try variations in marketing campaigns and web design without always have to go through a bureaucratic process. Nimble organizations are the ones that can adapt and make progress.

Search Engine Optimization SEO Fundamentals
- **Organic search engine traffic** - The most fundamental of SEO metrics.
- **Percentage of traffic from organic search** - Your choice of strategy decides how important organic search is vs. your other marketing approaches.
- **Unique keywords sending traffic** - See if the words sending traffic to your site are what you expected. Which keywords are sending traffic to your competition or peers?

Search Engine Optimization Campaign Effectiveness
- **Conversions from organic search engine traffic** - Your strategy must first set criteria for your goals, then you need to track conversions regularly.
- **Conversion rate from organic search engine traffic** - How does organic search
conversion compare to your other marketing efforts?

- **Revenue from organic search engine traffic** - Compare people coming to your website from organic search vs. referrals.
- **Percentage of search traffic from non-branded keyword search referrals** - Look at the words bringing your site traffic that aren’t directly related to your brand
- **Revenue from branded and non-branded keywords** - Think about whether this is appropriate to be tracked.
- **Percentage of search traffic from core keyword strategies** - You may need to be able to iteratively change and refine your set of keyword targets and how your designs make visible themes derived from those keywords.
- **Keyword rank monitoring**

**Search Engine Optimization Productivity**

Establishing benchmarks for the creation of links, content, and deliverables will help your team.

- Research **Inbound links** you want to request and acquire from others.
- Determine **Content** to generate, pages to optimize, etc. for your keyword strategy
- How many **Unique domains** link to your website (make a list of them)

**SEO Trend Analysis**

Looking at trends help you see how you’re doing over time and then establish goals and benchmarks for future campaigns.

- **Month-to-month** changes in organic search traffic and unique keyword referrals
- **Month-to-month** changes in organic search conversions and conversion rates
- **Year over year** changes in organic search engine traffic, conversions, unique keyword referrals
- **Year over year** changes in keyword visibility (relative position of website for priority keyword searches)

**Email:**

Pick a service that lets you measure your results. **Mailchimp** is free for less than a thousand contacts and a great way to learn and experiment. **ConstantContact** starts as low as $15 a month and offers a learning center, email marketing, event marketing, online surveys and services related to social media.

Here’s a simple experimental design you could try. Divide your email list in half. Continue working with half A as you have been doing. Hire someone to try some some new approaches with half B and then compare the results after some period of time.

**Test with a sample**

There are multiple reasons to sample. Sampling helps make measurements possible if it is too costly to assess an entire population. Even if you eventually try an approach with the entire population, you can first test and refine approaches with small samples. This has two benefits: (1) your test with a sample can be accomplished more quickly and with less resources and (2) if
something about your test is wrong you can minimize the cost of an incorrect hypothesis.

**Measure your results**

**Refine your strategy and loop back**

**Takeaway Tips**

- Measure ROI as best you can; actual sales amounts are best, but think about other things you can measure that you know relate directly to sales.
- Focus on engagement metrics over pure eyeball metrics.
- Measure your performance on external social sites.
- Set achievable goals, and know how you’re going to measure your progress.
- Select a web analytics package that you have the resources to actually use on a regular basis.
Appendix A: A2IM Member Companies

For a list of A2IM Members that can help you with your metrics or analytics, please find an updated list HERE. The following list includes A2IM members as of publication date.

BuzzDeck: [www.buzzdeck.com](http://www.buzzdeck.com)

Fancorps: [www.fancorps.com](http://www.fancorps.com)

Loud Feed: [www.loudfeed.tv](http://www.loudfeed.tv)

Next Big Sound: [www.nextbigsound.com](http://www.nextbigsound.com)

Nielsen: [www.nielsen.com](http://www.nielsen.com)

Nimbit: [www.nimbit.com](http://www.nimbit.com)
Appendix B: Basic Analytics Tools

Alexa
Alexa is a long time standard as the first thing to check for free traffic metrics, search analytics, demographics, and more for websites. The Alexa traffic rank is calculated using a combination of average daily visitors and pageviews over the last three months. A very popular A2IM label had a rank of 7,824. WordPress.com has a rank of 21 and Craigslist.org is 38. Where are you and how do you compare to others in your space?

Compete
http://compete.com
See site statistics, audience profiles and tools to view analytics data comparisons across multiple companies in a single view. For example, if I was wondering which blogging tool I want to use, then I might want to see what other people are doing by comparing the competition among: WordPress.com (the clear winner), Typepad.com, Blogger.com and Tumblr.com as shown in the screen shot below.
Social Media Metrics

Rowfeeder
https://rowfeeder.com/ (from the company Simply Measured)
Social Media monitoring and analysis lets you track Twitter and Facebook by exporting data into a spreadsheet like Excel.
PRICING: #1 Term + 500 Posts/Month FREE. Scale upward starting at $5/month. Grow up to 20 active terms and 100,000 posts/month. Enterprise version: Unlimited Everything Report customization, custom data fields, and white labeling. Start with a Free Trial. Price varies by volume and features, starting at $250/mo.

Exportly
http://export.ly/export/twitter (also from the company Simply Measured)
Twitter Counter
http://twittercounter.com
Retweets are harder to measure, but provide the best window into how influential you are on Twitter and what your total reach is. When I retweet someone else’s content, I’m implicitly “voting” for his content as being valuable and worth sharing with my followers.

Facebook Insights (from Facebook)
There is a decent Facebook Insights beginner’s guide article in Mashable. Dan Zarella, as of the writing of his book notes that the “Facebook insights platform is currently buggy and often does not actually return any information. The only statistic beyond the number of fans it does consistently provide is a demographic breakdown of the people interacting with your page, including gender and age. Although these numbers are interesting, they don’t really provide that much actionable information.” What is actionable is getting you to buy Facebook ads! Some people report a good ROI from buying Facebook ads, but apparently you don’t get much help with metrics unless you’re an advertiser.

Description on Facebook
QUOTE: “Facebook Insights provides Facebook Platform developers and Facebook Page owners with metrics around their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business and create better experiences on Facebook. To see metrics on your Facebook Page or Platform application, go to the Insights Dashboard. Only Page administrators, application owners, and domain administrators can view Insights data for the properties they own or administer. To view comprehensive Insights on your specific Page, Platform application or website, click on the corresponding item on the left navigation bar. Developers that need to access this data with
software programs can access Insights through the Graph API and Insights FQL table.

Experience Analytics Companies

MouseTrace
Get Click-By-Click Insight Into Your Site Visitors With MouseTrace [http://rww.to/fzlorp](http://rww.to/fzlorp) MouseTrace aims to end that ambiguity by giving site owners the ability to watch what visitors do on their site, including those on smartphones.

Clicktale
[Clicktale](http://clicktale.com) See absolutely everything visitors do on your webpage. Watch recordings of your visitors’ full browsing sessions to discover exactly how they use your site. It’s as if you’re looking over their shoulder! We capture every mouse move, click, scroll and keystroke, by using a tiny piece of JavaScript copied into your website. The whole process is completely transparent to the end user, and has no noticeable effect on your site performance.

Crazyegg
With [Crazegg](http://crazegg.com) you visualize every click your visitors make. Discover exactly how visitors are using your website – then optimize it to increase your conversion rate.

Analytics Software

Google Analytics ([http://www.google.com/analytics/](http://www.google.com/analytics/))
One of the most popular analytics systems, Google Analytics is a free and robust package from Google. It allows you to track eyeball and engagement metrics, as well as goals, including direct purchases and leads. There is a delay between when a user performs an action on your site and when your reports will reflect the action, but for most companies, Google Analytics provides plenty of data.

Clicky ([http://getclicky.com/](http://getclicky.com/))
Clicky has free and paid versions of its software. The statistics are real-time, meaning there is no delay as with Google Analytics, and the paid version offers a “spy” view, where you can watch activity on your site happen in real time. This is especially useful for social news and bookmarking marketing efforts because you can see when a new site starts sending traffic to you. Many premium features work during a trial period.

The company where Dan Zarella works, HubSpot, offers analytics as a part of its inbound marketing software. It is different from the data offered by Google Analytics, in that it is designed for marketing professionals, includes lead information, and integrates with Salesforce.com to allow for closed-loop marketing measurement.
Some Metrics Platform Providers

These companies provide tools (platforms) that have API’s (application programming interfaces). If you’re hiring someone to do actual development, you might consider what these tools offer.

Mixpanel
http://mixpanel.com/
Mixpanel is a real-time analytics service that helps companies understand how users interact with web applications.

Kontagent
http://www.kontagent.com is an application that integrates tightly with platforms such as Facebook to offer widget and application developers a high level of analytics data. Techcrunch writes “The larger widget companies such as Slide and RockYou have similar deep analytics at their disposal, but Kontagent is about to even up the playing field by allowing the smaller developers to get access to similar technologies. One of the most interesting statistics is virality, which tracks the number of average users each new user invites and over what period of time.”
Appendix C: Starting Google Analytics

Google Analytics is like an X-Ray machine. It is a powerful tool that can provide you with lots of data. But, for a patient to improve, an X-Ray machine by itself is not sufficient. The patient needs a trained doctor to diagnose the patients condition and then prescribe a remedy. Similarly, your website needs someone who has taken the time to learn about how to understand analytics and how to then make recommendations for changes. Someone has to be willing to invest time to learn about analytics. A mentor could help you to get started and there are a number of online learning tools including Lynda.com.

Your web site, your marketing actions and tools you use are changing at the same time. You need to continuously loop through these steps:

1. Analyze
2. Adjust
3. Improve
4. Optimize

Step One Define Your Goals

Tools like Google web site optimizer require you to specify a specific goal, such as a user gives their email address or a user actually buys something. You can attract traffic in many ways. Paid traffic can be gotten with AdWords, Facebook ads, or many other choices. You can use analytics to measure the effectiveness of each. Unpaid email marketing, and getting organic search engine traffic takes time, effort and resources. Even though it is unpaid, you should be measuring the effectiveness of your actions.

Just getting people to your site is not sufficient. You should distinguish high performing from poor performing traffic. What is a successful visit (make a purchase, complete a form)? What is an intermediate goal? What is the purpose of your site and what do you want people to do when they visit? You can also measure negative goals, e.g. you added new help to your site to reduce phone calls asking for help. Be wary of misinformation, e.g. you should know basic descriptive statistics, such as the difference between a median and an average.

Example Goals

- Lead generation
- Sign up for a newsletter
- Make a purchase
- Call us
- Click on Affiliate Ads

Segment Your Audience

- Where do your visitors come from geographically?
- How do your different campaigns perform? (Facebook ads vs. Google Ad Words or TV, Radio).
- Segment by the browser people use, e.g. Safari users are on a Mac.

**Look for Trends**

How are different traffic sources converting? Compare goal conversion rates between Google organic search visitors and paid ads on Facebook? How much are you investing in each? While organic visitors seem free, you may have invested in various staffing time resources to produce those visitors.

<table>
<thead>
<tr>
<th>Source/Medium</th>
<th>Goal Conversion Rate</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. google / organic</td>
<td>28.90%</td>
<td>80,427</td>
</tr>
<tr>
<td>2. answers.com / referral</td>
<td>94.1%</td>
<td>17</td>
</tr>
</tbody>
</table>

It is important to not just look at conversion rates, but to also look at the number of visits and then multiply that by the conversion rate to understand where to invest more effort and money. Also, remember that with small samples you should not draw conclusions, but you can at least begin to examine the questions you should consider. Look for things like “Accidental Competition.” Competitors online may not correlate with your competitors offline, e.g. people who you want to find your site when searching end up at a site, which may not be a competitor, but shares common keywords.

**How does Google Analytics Work?**

You will need to add Javascript on your web pages. The tracking then occurs on Google servers (not your server’s log files). If you are using a CMS like WordPress, there are plugins you can add that will help you do this without you having to edit any web pages directly (you can simply copy and paste into form fields in the dashboard).

**Creating an Account**

Your current account status?

1. No Google account
2. GMAIL
3. AdWords, but not an Analytics account

If you already have an AdWords account you want to create your Analytics account via that AdWords account or you will have issues later.
Tracking Instructions
If your using a CMS like WordPress, there are numerous tools to make this part easy.

Analytics: Tracking Instructions

1. What are you tracking?
   - A single domain (default)
   - One domain with multiple subdomains
   - Multiple tag-level domains
   - I want to track AdWords campaigns

2. Paste this code on your site
   Copy the following code, then paste it onto every page you want to track immediately before the closing <head> tag. Learn more

   ```html
   <script type="text/javascript">
   var _gaq = _gaq || [];
   _gaq.push(['_setAccount', 'UA-17864410-1']);
   _gaq.push(['_trackPageview']);

   (function() {
     var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
     var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
   })();
   </script>
   ```
Google Analytics Report Fundamentals

Logging in: You can run into issues of who is authorized to have access. Use your corporate ID as the login. You can use your gmail, but this can lead to confusion.

Profiles: you can have up to 50 profiles in one account that each track the analytics a bit differently.

Accounts: if you have multiple websites you want to track, it is generally preferable to track them in different accounts. Maintain a one-to-one relationship between your AdWords account and each Google Analytics Account that you create.

Dashboard: highlights particular information

View Preferences: rearrange dashboard, add to dashboard, delete from dashboard, each profile can have very different preferences set.

Possible Graphical Views: Track bounce and revenue to see the effects of bounce rate on revenue.

Defining and Comparing Dates Ranges:
- Start date to End Date
- View by day, week or month
- Compare to previous time period (match for number of days, e.g. some months have more days - compare apples to apples). May need to match seasons to compare apples to apples.
- Results are color coded (red is bad, green is good)

What happened vs. Why?
Annotate graphs with events, e.g. a press release, so you can consider why something happened. You can annotate accounts created with your user name.

Google Analytics Help
“?” indicates contextual help is available when you click on the question mark next to a particular item that has help.
Appendix D: Add-ons and More Tools

ADVANCED: Realtime analytics at Twitter

Kevin Weill, who leads the Analytics team at Twitter, recently presented “Realtime Analytics at Twitter,” during the O’Reilly Strata Conference, February 3, 2011. Watch the slideshow.

Rainbird: Realtime Analytics at Twitter (Strata 2011) http://slideshare.net/hztlzp

WordPress Plugins

**Clicky**
This plugin lets you set up your WordPress site with web analytics services from Clicky by inserting tracking code. It also enables a view of basic metrics from your WordPress dashboard. This plugin was downloaded 30,567 times. Note that you can use Clicky tracking code on any site. This plugin just makes it easier by using WordPress.

**All in One Webmaster**
If you are a webmaster you probably heard of Google Webmaster Tool. Both Yahoo and Bing have their own versions called Yahoo SiteExplorer and Bing Webmaster Central. With them you can check how your site is indexed (Webmaster Tool), get detailed statistics (Analytics Tool), earn money (Google AdSense) and more. This is very simple plugin with out any complicated code. It adds your requested meta tags into header and java script code to footer of your blog.

Downloads 123,904

**Freemium Model** - basic version is free, *Premium version: All in one Webmaster PRO includes*
Analytics Options: 1)Google 2)Quantcast 3)GetClicky 4)Compete 5)SiteMeter
Webmaster Options: 1)Google 2)Yahoo 3)Bing 4)Alexa Ranks 5)BlogCatalog 6)FB
$ 9.99 then $ 2.00 every month

Free Social Media Monitoring Tools

**Brand Overviews**

- [HowSociable?](http://www.howsociable.com) – A simple, free, tool that can measure the visibility of your brand on the web across 22 metrics
• Addict-o-matic – A nice search engine that aggregates rss feeds, allowing you to quickly see the areas where a brand is lacking in presence
• socialmention – A social media search engine offering searches across individual platforms (eg blogs, microblogs) or all, together with a ‘social rank’ score. Whether or not the score is transparent enough to be meaningful is open to debate.

Blog Search Tools
• TECHNORATI Search – Technorati’s new search interface. Use it to find top blogs based upon inbound links only.
• TECHNORATI Advanced – Technorati’s advanced search page allows you to search for blogs (rather than posts) based on tags.
• Google Blog Search – Google’s index of blog posts. The advanced search tab allows you to search based on additional criteria. Very good for searching between specific dates.
• IceRocket – Blog search tool that also graph-ifies!
• BlogPulse – Search for blog posts by keyword. Developed by Nielsen BuzzMetrics.

Buzz Tracking
• Serph – Track buzz in real time
• Google Trends – shows amount of searches and google news stories
• Trendpedia – Create charts showing the volume of discussion around multiple topics. Generates cool graphs.
• BlogPulse Trends – Compare the mentions of specific keywords and phrases in blog posts (LEFT vs. RIGHT)
• Omgili Charts – Omgili Buzz Graphs let you measure and compare the Buzz of any term. Mostly from review sites/forums.
• eKstreme – blog data is obtained from Technorati and the social bookmarks come from del.icio.us.

Message Board Search Tools
• BoardTracker – tracks words in forums
• BoardReader – Search multiple message boards and forums.
• Omgili – Omgili is a specialized search engine that focuses on “many to many” user generated content platforms, such as, forums, discussion groups, mailing lists, answer boards and others. Omgili finds consumer opinions, debates, discussions, personal experiences, answers and solutions.
• Google Groups – Searches usenet groups.
• Yahoo! Groups – Searches all Yahoo! Groups.

Twitter Search Tools
• Twitter Search – Search keywords on Twitter which “self-refreshes”. See what’s happening — ‘right now’.
• Twitstat – Twitter Twitgeist – Tag cloud for last 500 Tweets
• TweetScan – search for words on Twitter
• Twit(url) – see what people are talking about on Twitter
• Hashtags – Realtime Tracking of Twitter Hashtags
• TweetBeep – Track mentions of your brand on Twitter in real time.
• Twitratr – Rates mentions of your search term on Twitter as positive/neutral/negative
• **TweetMeme** – View the most popular Twitter threads occurring now.
• **TwitScoop** – Through an automated algorithm, twitscoop crawls hundreds of tweets every minute and extracts the words which are mentioned more often than usual and creates a tag cloud.
• **Twilert** – Twitter application that lets you receive regular email updates of tweets containing your brand, product, service.

### Web Site Traffic
• **Compete** – Competitor site traffic reports. Estimates only of monthly visitor data. Best used on large high-traffic Web sites.
• **Quantcast** – Use this on large high-traffic Websites. It allows you to compare multiple web sites in one handy chart. Estimates only of monthly visitor data.
• **Alexa** – Comparative site traffic reports. Includes estimated reach, rank and page views.
• **BlogFlux Page Rank** – Tells you Google Page Rank for a web page. Use this to compare different websites.

### Search Data
• **Google Trends** – Search trends and see search volume by country and region.
• **Google Insights** – Compare search volume patterns across specific regions, categories, and time frames.
• **Wordtracker Keywords** – Displays average daily search volume of a given keyword or phrase.
• **Yahoo! Keyword Tool** – Displays search volumes for specific keywords and phrases for previous month’s search data.
• **FACEBOOK LEXICON** – Displays volume of wall postings for specific term(s). Similar to Google Trends. Not great with obscure terms.
• **Google Keyword Tool** – Generate keyword ideas for related keywords and search volumes.

### Multimedia Search
• **YouTube** – Search for videos and channels by keyword.
• **MetaCafe** – High-traffic video search engine.
• **Google Advanced Video Search** – Search for videos, what else?
• **Flickr** – Search Flickr for photos, groups or people/users.
• **Truveo** – Aggregate video search engine. Search videos from YouTube, MySpace, and AOL.
• **Viral Video Chart** – Displays top 20 most-viewed video (1, 7, 365 days). Includes view counts and charting.
• **Guardian’s Viral Video Chart** – Weekly roundup of what’s excellent on the web

### Social Bookmarking
• **Digg** – Social Bookmarking, mainly for news, images and videos
• **StumbleUpon** – Social bookmarking – general cool stuff
• **Delicious** – Social bookmarking

### Feed Aggregator
• **Yahoo Pipes** – Feed aggregator and manipulator. Set up pipes for news alerts and overviews. Generally Awesome.

### URL cruncher
• Bit.ly – URL cruncher with dashboard metrics enabling measurement of number of clicks, countries clicked from, conversations around url etc

Specific Social Network Tracking
• Adonomics – Facebook analytics and developer application tracking and graphing.

Search Engine rankings
• PageRank Checker – Shows Google page ranking

Advertising and Event Tracking
• MediaHound – Competitive tracking and analysis; focus on technology B2B space

Analytics Products Pricing Samples

Google - FREE
Free, but you may have to hire a consultant to use it properly.

Clicky - MODEST (http://getclicky.com/)

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Premium-only features:
• Say
• Advanced visitor segmentation
• Track secure pages (HTTPS)
• Track outbound links
• Organizations
• Goal tracking
• Track downloads
• Trend reports
• Campaign tracking
• Video analytics
• Engagement reports
• Custom data tracking
• No ads
• Data expert
• Twitter keyword monitoring
• Reports
• More data history

HubSpot - PRICEY (http://www.hubspot.com/)
Author, Dan Zarella works for HubSpot.
Bibliography

http://www.delicious.com/drron/metrics (36 + links to metrics)


Dan Zarella, The Social Media Marketing Book, O'Reilly, 2010 http://amzn.to/fBi47

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http://musically.com/blog/tag/metrics/