

Transform Your Business NOW:

Cloud Strategies *Revolution*:

6 Steps to Creating Brand Excitement & Breakthrough Results Online

"An Intervention for Destroying Fear of Social Media & Blogging
and Developing an Action Plan for Staking Your Claim in the Web 2+ Economy."

Session #6:

Measuring Your Online Progress

How Are Things Going?

- Share successes, challenges, questions?



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CRM Success Plans

www.CRMSuccessPlans.com

866.568.5123

Rules of Engagement

- Agenda:
 - We will cover content for around 30-35 minutes
 - Have a 15 - 20 minute networking/phone/personal break
 - Finish our content
 - Open forum
- Please feel free to participate
- *Cell phone in off position. Thank you!*

Measuring: Why You Should Care

- “What you don’t measure didn’t happen.”
- How can you tell if you are getting toward your goal(s)?
 - You do have a goal, right?
- Justification – to your boss, cost, effort
- How can you see what works and what doesn’t without measurements?

Measuring Web Results: The Basics

- Google:
 - Page-rank: www.WhatsMyPR.net

What's My PageRank?

Google PageRank Checker

thesaleslion.com|

Check PageRank ✓

#	Server Location	PageRank
1.	toolbarqueries.google.com	5
2.	www.google.com	5
3.	www.google.com.au	5
4.	www.google.co.jp	5

What for?

Gives you a high level snapshot of how relevant overall Google considers your site.

Once you get to 3, you are getting somewhere!

Measuring Web Results: The Basics

- Google:
 - Page-rank, more info:
 - <http://searchengineland.com/what-is-google-pagerank-a-guide-for-searchers-webmasters-11068>

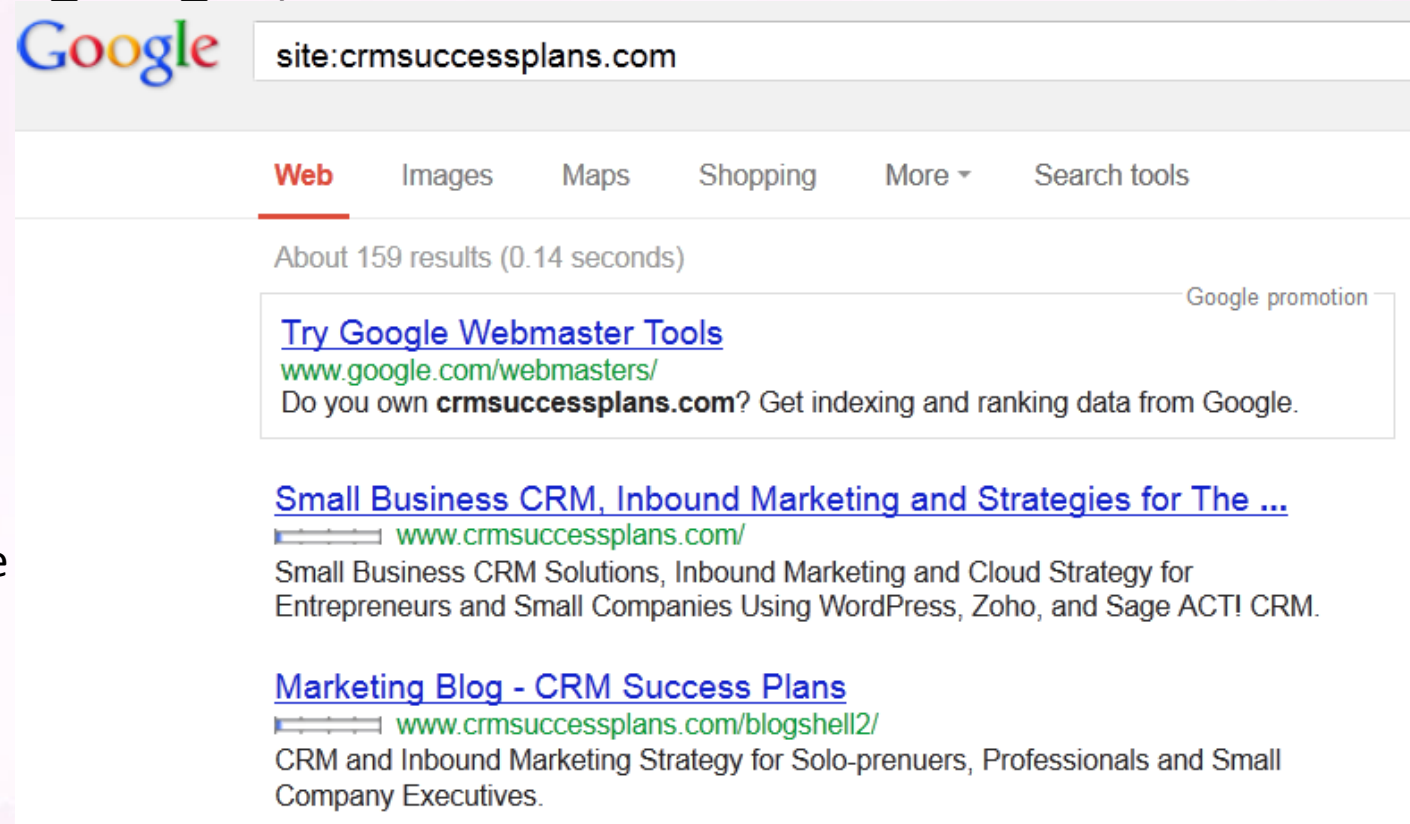
Measuring Web Results: The Basics

- Google:
 - # pages indexed:
in google, use “site:<domain>”

Why?

First, you want to verify that Google is in fact finding and spidering all your site's pages.

More is better, since each page is like another ticket for a chance to “win”.



The screenshot shows a Google search interface. The search bar contains the text "site:crmsuccessplans.com". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 159 results (0.14 seconds)". There is a "Google promotion" box with the text "Try Google Webmaster Tools" and a link to "www.google.com/webmasters/". Below the promotion, there are two search results. The first result is "Small Business CRM, Inbound Marketing and Strategies for The ..." with a link to "www.crmsuccessplans.com/". The second result is "Marketing Blog - CRM Success Plans" with a link to "www.crmsuccessplans.com/blogshell2/".

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Measuring Web Results: The Basics

- Google:
 - # pages indexed:
 - Note that the number shown is not absolute, can vary. More of a guideline than a hard and fast
 - If you find that you do not have as many pages you would expect:
 - Your site may be loading very slowly.
 - There is an issue with navigation among pages (do you have your sitemap.xml, and is it up to date?)

Measuring Web Results: The Basics

- Alexa:
 - You might want to install the browser toolbar



- Firefox & IE
- Chrome



Measuring Web Results: The Basics

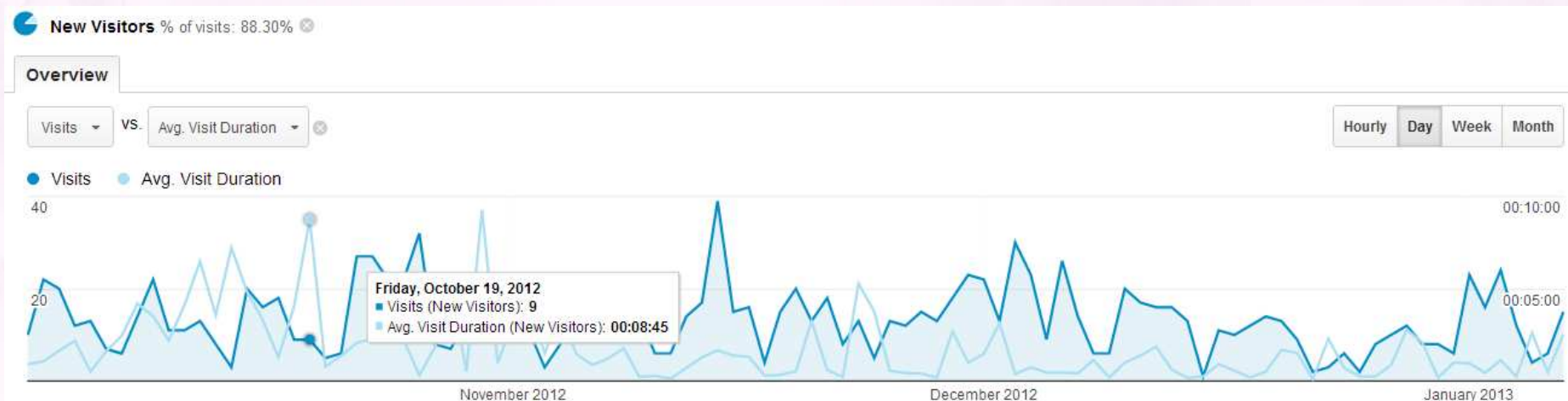
- Alexa, The Basics:
 - What do you get?
 - Their overall ranking based on traffic compared to all of the other sites in their database.
 - World-wide and domestic
 - How many sites linking in?
 - Related sites (maybe)
 - How fast does the page/site load?
 - Helps you see if you need to make some changes...

Measuring, The Basics

- The last component in your “basic” toolkit?
- A monthly calendar
 - Along with your journal (you did start a journal, right?)
 - Track these basic stats and create a simple method to note your site activities:
 - Updated pages (content and/or optimization)
 - Blog articles
 - Forum posts (where you have a signature that can include a link to your site)
 - Comments on other blog
 - Social Media actions (?)

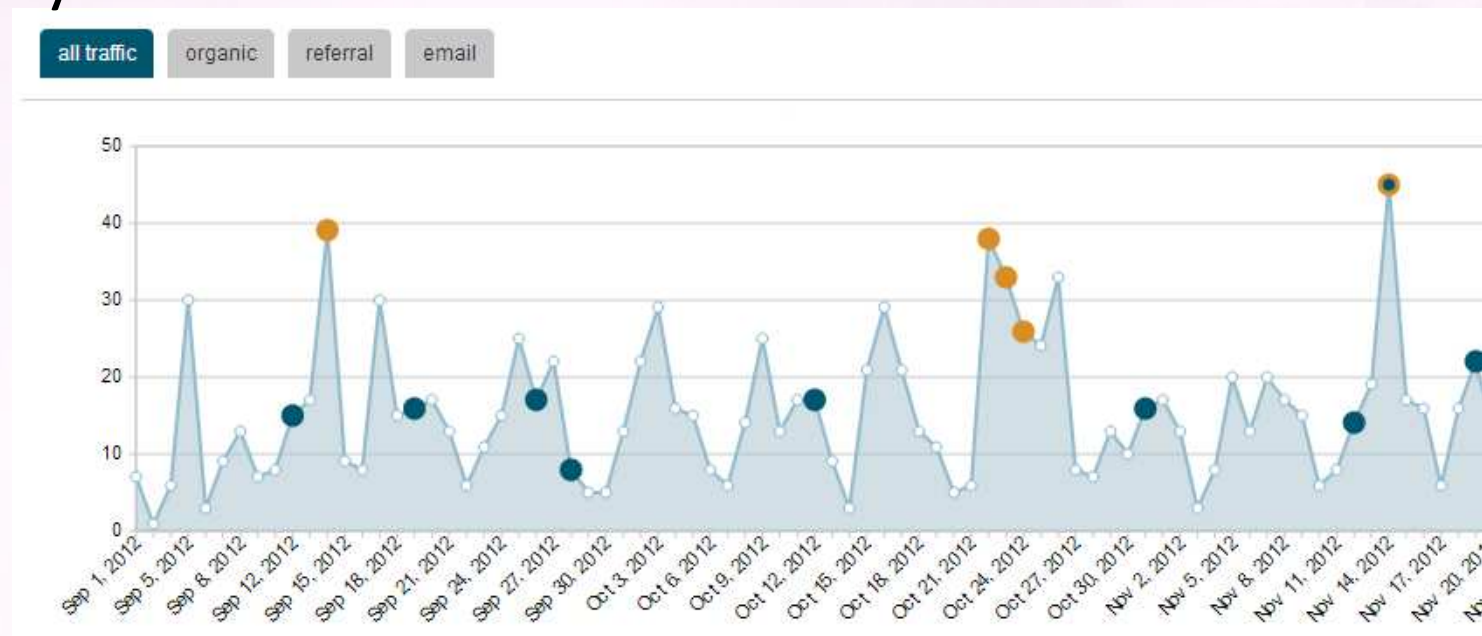
Measuring: Stepping It Up

- Google:
 - Sign up for an analytics account
 - Embed the tracking code in your site (if your theme does not support this directly, use one of the WordPress plugins)



Stepping It Up

- Advantages to Google Analytics:
 - It's free
 - It's easy to set up (embed code and you're done)
 - Easy to use
 - Numerous plugins will let you integrate results right into your WordPress admin dashboard



Stepping It Up

- Google Analytics: What You Can Learn
 - How many visitors
 - How long do they stay
 - Where are they coming into and leaving the site
 - What search words are they using
 - What sites are referring them (social media working?)
 - What pages are the most popular
 - Bounce rate
 - How many pages do they visit
 - Are they mobile and what device
 - Are you getting mostly new or returning traffic
 - <..>

Measuring Social Media Results

- Klout
 - Aggregates activities from you and others relating to your various social media “profiles”
 - YouTube, Facebook, Twitter, Google+, Tumblr, etc.
 - Gives you a sense if you are making any impacts in social media universe
- PinReach
 - Provides all kinds of stats about how people are responding to your pins on Pinterest
 - If you have a consumer facing business that lends itself to images, you should be using Pinterest and PinReach

Tools to Help You Improve

- Open Site Explorer
 - Has a free report
 - Allows you to compare your site to competitors
 - Primarily based on number of pages and links, but is another way to look at your site as a whole
- OpenSiteExplorer.org

	www.crmsuccessplans.com/	www.cornerstonesolutions.com
Page Authority:	40	✓ 44
Page MozRank:	4.65	✓ 4.66
Page MozTrust:	5.49	✓ 5.52
Internal Followed Links:	193	✓ 194
External Followed Links:	86	✓ 114
Total Internal Links:	199	✓ 312
Total External Links:	116	✓ 123
Total Links:	315	✓ 435
Followed Linking Root Domains:	13	✓ 55
Total Linking Root Domains:	34	✓ 63
Linking C Blocks:	33	✓ 57

<ul style="list-style-type: none"> • Followed Links vs Nofollowed Links: • Internal Links vs External Links 		
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Back to Alexa...

- Offers valuable insights on searches that are bringing people to your site
 - Is a site using PPC?
 - Who else is getting traffic from the search phrase?
 - Who is paying for ads for a phrase?

Offers suggestions for phrases that might be worth advertising

Search Engine Marketing (SEM) Opportunities for egenconsulting.com

Queries that provide opportunities for this site to advertise through Search Engine Marketing (SEM) to get more traffic. They are popular queries that are relevant to the site, and have low competition in search engine marketing. [Learn More](#)

Query	Opportunity	Query Popularity	QCI
favorite sites	4.98	26	22
the company wizard	4.75	5	20
baker resume	4.65	9	10
webinar training course	4.52	15	40
company wizard	4.47	15	38
crm alliance	3.90	5	30
act database tool	3.80	5	30

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Marketing Stats...

- 78% of sales that start with a web inquiry get won by first company that responds.
- Only 40% of web marketers use A/B testing for offers, landing, pages, etc.
- Leads resulting from SEO practices convert as well as the leads that come directly to your site.
 - And this is 2x the conversion of paid search and almost 4x social media leads.

Marketing Stats...

- 60% of organic clicks go to the top three results, with #1 getting twice the clicks of #3
- Using the word “exclusive” in email promotions increases open rates by 14%
- 59% of B2B businesses say that email is their most effective marketing channel for generating revenue.
- 65% of B2B businesses who use it have closed business from LinkedIn

Marketing Stats...

- 77% of B2C businesses who use it have closed sales from Facebook leads.
- At this time last year, during the month of January, the typical user spent 3 minutes on Google+, 405 on FB and 89 on Pinterest
- Percentage of blogs that have generated a new customer, based on the frequency of updates:
 - Less than monthly, 43%
 - Weekly, 66%
 - Daily, 78%

Measuring Results from Email

- If you send email campaigns using Outlook or the like, you cannot measure:
 - What got delivered, what bounced, what was a bad address...
 - Who opened it?
 - What did users click on?
 - When did they open?
 - What time of day is best?
 - Who forwarded?

Measuring Results from Email

Name: **Cloud Strategies Revolution Member: Download Page for Session Slides**

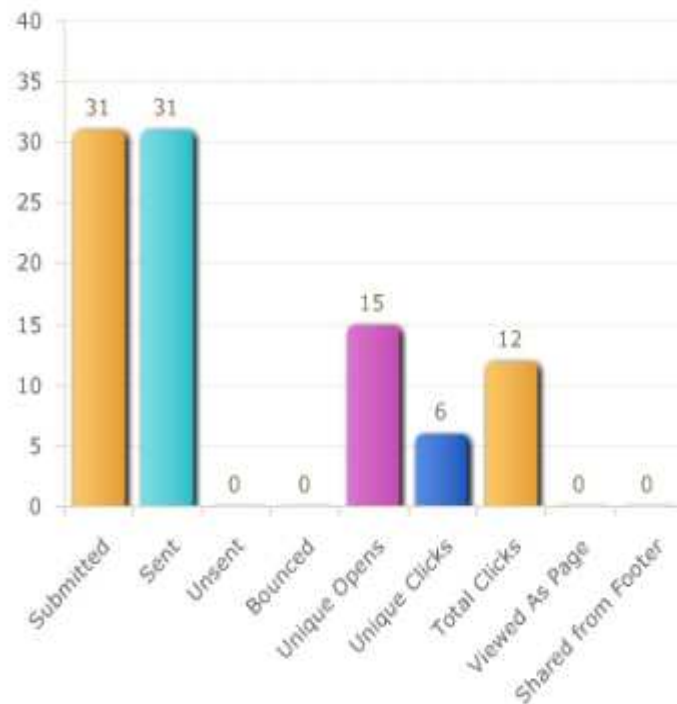
Submitted on: 11/13/2012 4:55:00 PM **To Print:** Right Click here and select 'Print'

Subject: Cloud Strategies Revolution Member: Download Page for Session Slides

Template: e_CloudAttendees-SessionSlidesPagev2

Opened: 48.3%

To view the Email [click here](#)



Summary Reports

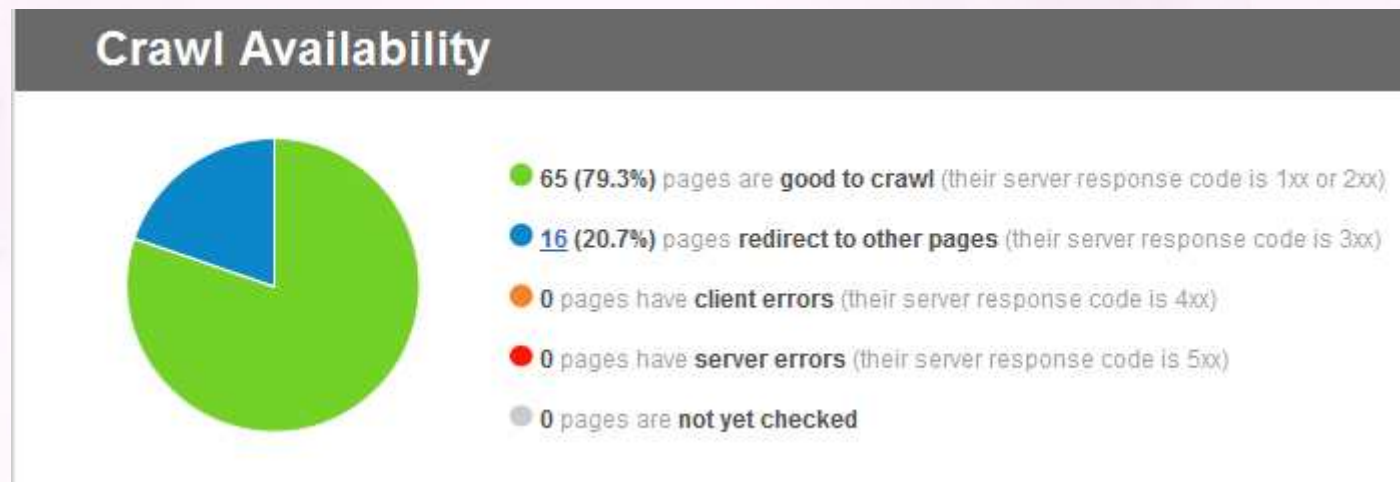
- Opens and Clicks
- Opens
- Opens over time
- Clicks
- Clicks over time
- Create Call List
- Social Sharing Summary

Detail Reports

- Submitted
- Unique Opens by Time
- Unique Opens by Email
- Opens by Time
- Opens by Email
- Unique Clicks by Link
- Unique Clicks by Email
- Clicks by Link
- Clicks by Email
- Unopened
- Bounced
- Unsent
- Footer Sharing Details

Say Hello to the SEO PowerSuite...

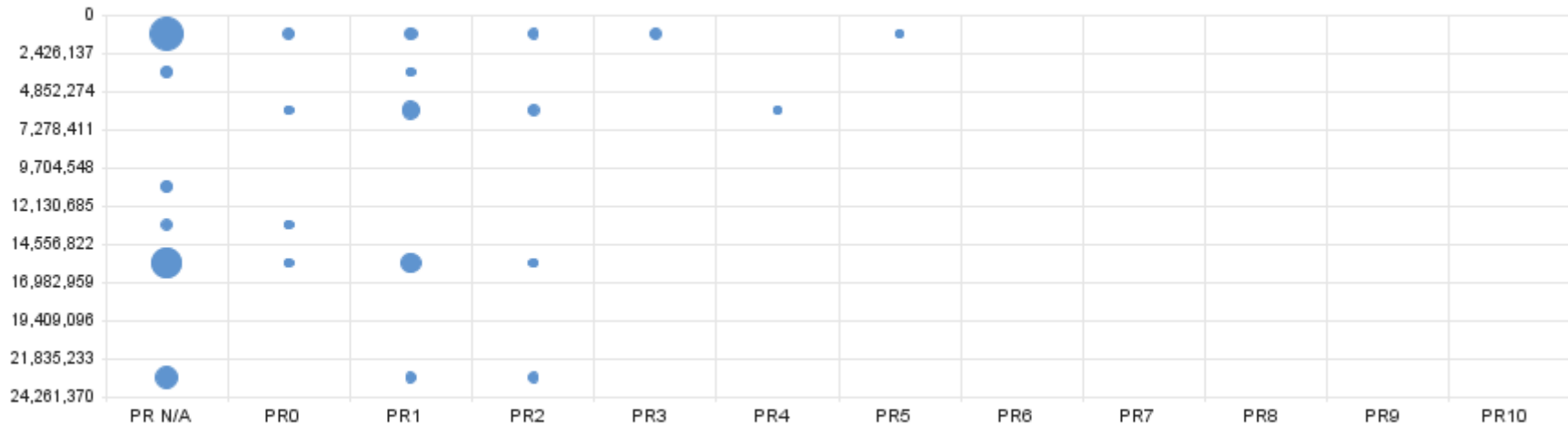
- Web Site Auditor
 - Gives a comprehensive view of what working and what's not
 - Broken links, PR breakdown by page count, errors
 - Great for letting you know what you need to fix



Say Hello to the SEO PowerSuite...

- SEO SpyGlass
 - Use on your own domain or competitors
 - Discover what keywords are used, PR for each page, where the back links are coming from, much more...

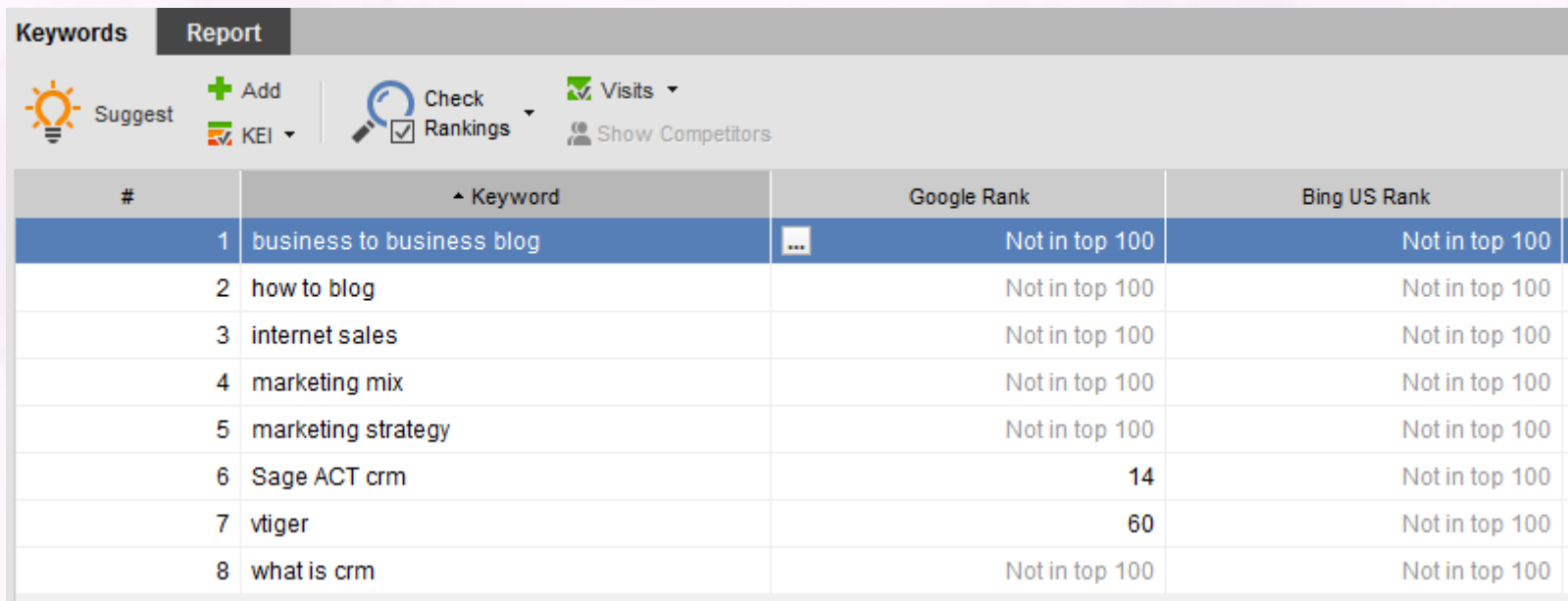
Alexa Rank and Google PageRank Distribution of Backlinks



Note: Bubble size represents the number of backlinks.

Say Hello to the SEO PowerSuite...

- Rank Tracker
 - Use on your own domain or competitors
 - See where a site stands for desired keywords, offers suggestions...

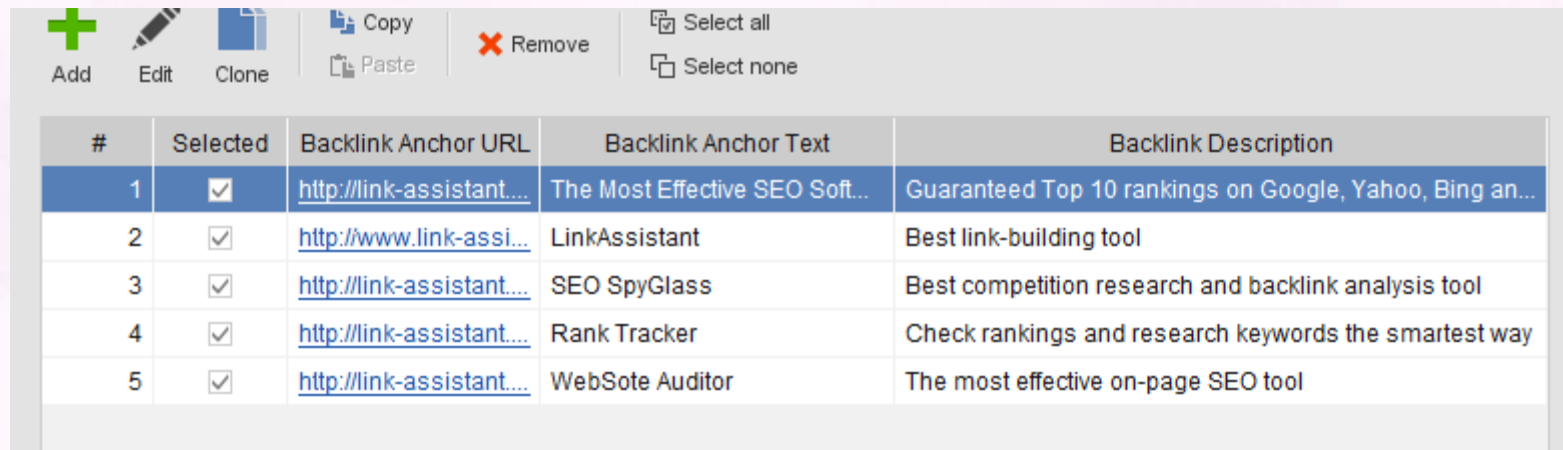


The screenshot displays the Rank Tracker interface with a table of keyword rankings. The table has four columns: '#', 'Keyword', 'Google Rank', and 'Bing US Rank'. The first row is highlighted in blue. The table shows the following data:

#	Keyword	Google Rank	Bing US Rank
1	business to business blog	Not in top 100	Not in top 100
2	how to blog	Not in top 100	Not in top 100
3	internet sales	Not in top 100	Not in top 100
4	marketing mix	Not in top 100	Not in top 100
5	marketing strategy	Not in top 100	Not in top 100
6	Sage ACT crm	14	Not in top 100
7	vtiger	60	Not in top 100
8	what is crm	Not in top 100	Not in top 100

Say Hello to the SEO PowerSuite...

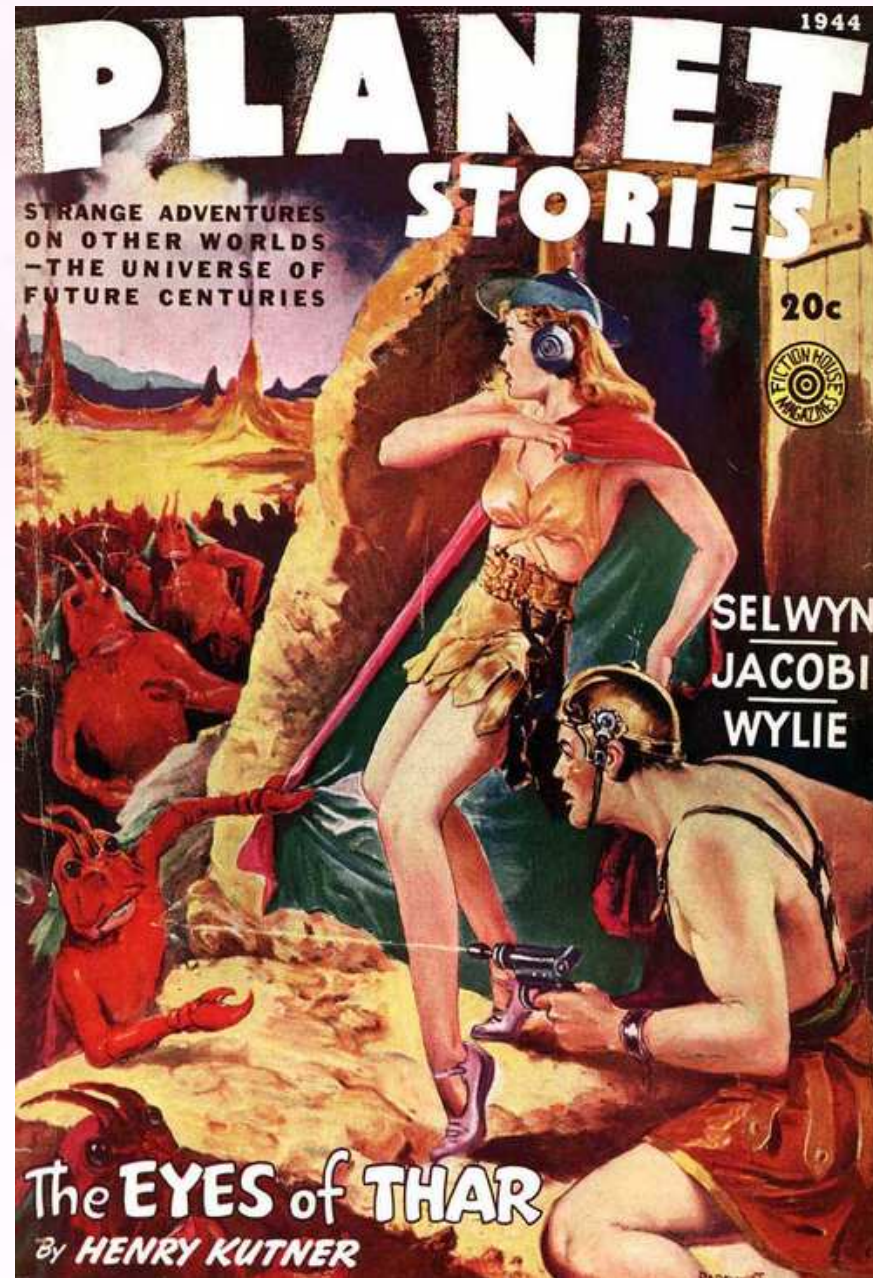
- Link Assistant
 - What are your inbound links?
 - Where can you find links that will help you increase your PR, Alex Rep, etc.?
 - Auto link request form filler...



The screenshot shows the Link Assistant tool interface. At the top, there is a toolbar with icons for Add (green plus), Edit (pencil), Clone (blue square), Copy (blue square with document), Paste (blue square with document), Remove (red X), Select all (blue square with document), and Select none (blue square with document). Below the toolbar is a table with the following data:

#	Selected	Backlink Anchor URL	Backlink Anchor Text	Backlink Description
1	<input checked="" type="checkbox"/>	http://link-assistant...	The Most Effective SEO Soft...	Guaranteed Top 10 rankings on Google, Yahoo, Bing an...
2	<input checked="" type="checkbox"/>	http://www.link-assi...	LinkAssistant	Best link-building tool
3	<input checked="" type="checkbox"/>	http://link-assistant...	SEO SpyGlass	Best competition research and backlink analysis tool
4	<input checked="" type="checkbox"/>	http://link-assistant...	Rank Tracker	Check rankings and research keywords the smartest way
5	<input checked="" type="checkbox"/>	http://link-assistant...	WebSote Auditor	The most effective on-page SEO tool

Q & A
/
Open
Discussion



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