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WEB ANALYTICS

HOW TO DRIVE ONLINE COMMERCIAL SUCCESS



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INTRODUCTION

For many, marketing is a term that relates to the communication of products, services and events to another, in the hope that they will interact with the brand and move further down the buyer's cycle. Whilst this is true at a top level, the reality is that it is actually the practice of communicating to the right audience at the right time.

With competition in just about every area of the market being so high, businesses have to act. They have to be smart with their content, have products or services that people want to buy and offer either good value or market leading expertise.

All of these things take time and effort so streamlining the marketing process is vital and throughout the course of this eBook you will see the ways in which you can achieve this and that by using analytics you can improve your ROI and digital performance.

Interacting with customers and communicating your message is one thing but how do you make sure that you aren't wasting effort on those who are not likely to buy or even interact at all?

This comes down to having a real understanding of your audience.

Ask yourself these questions:

- Who are they?
- What are they looking for and can you offer it?
- Do you offer value for money or expert knowledge?
- Can your competitors compete with the deal you offer?
- Where are the customers in the buyer's cycle?
- Will your marketing turn them against the product?

The one key takeaway that you should gain from this eBook is that not only are analytics highly important but that each piece of data has a knock-on effect on another. Data is logical and follows a chain or ladder format. If you increase the audience, in theory you should increase the number of viewers, the number of interactions, the number of conversions, the sales, ROI and improve the brand reputation. Remember that there is no such thing as bad data and improvements across the board, especially in areas that are showing no or slow performance are beneficial to a business.

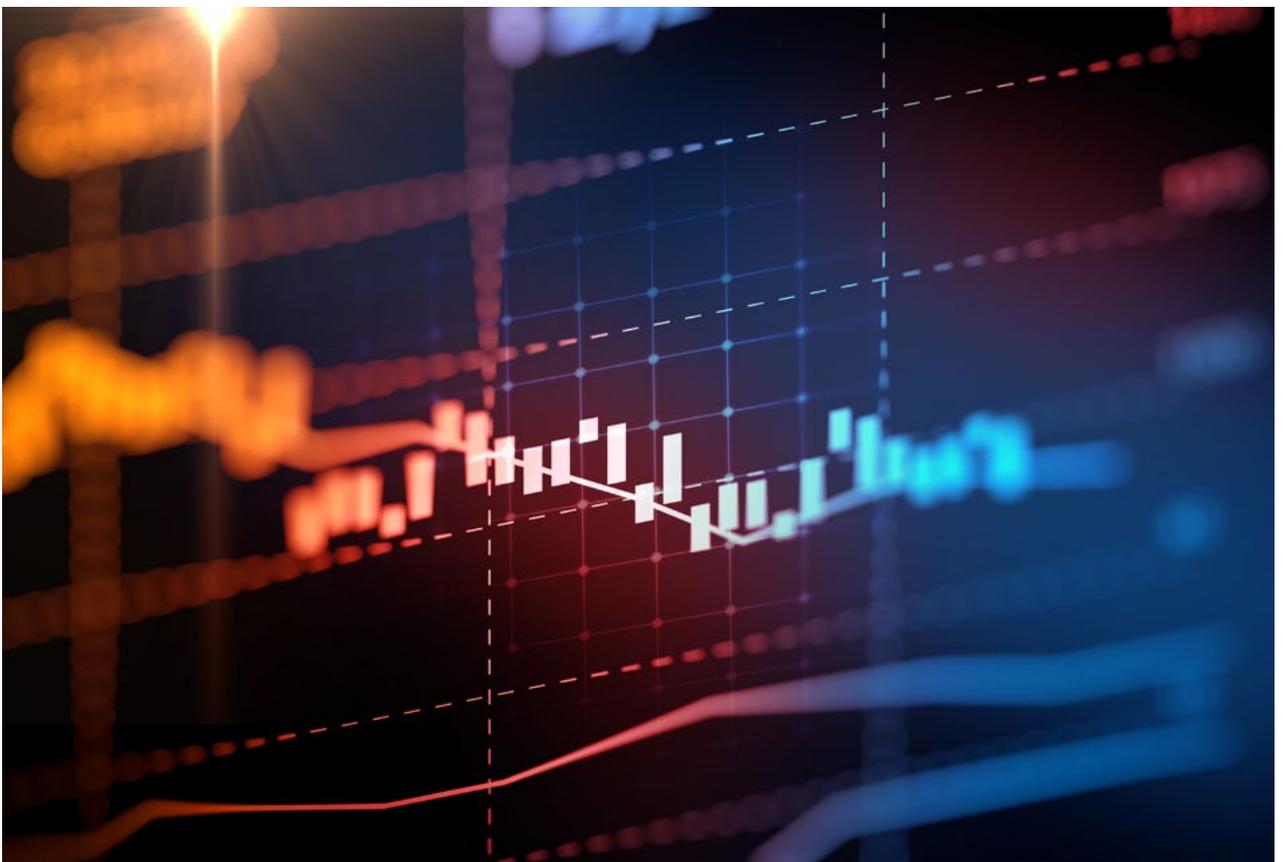
WHAT ARE WEB ANALYTICS?

Website analytics can come in many guises, but in essence they are the facts and figures relating to the performance of a piece of work. They provide the statistics and data behind your campaigns and demonstrate how your business communications are working. They also give an insight into areas that are working well and those which are not working so well. If your aim of the business is to have as much interaction with clients as possible or if you want to improve brand reputation, ROI or conversions then understanding the analytical side of websites and campaigns is integral.

There are numerous platforms that businesses can use to analyse their data and there are an innumerable amount of things to measure. So let's look at some of them.

In the work that we see day in, day out, the three main areas that most businesses want to know more about are website performance (normally for eCommerce sites), inbound marketing (email campaigns and newsletters) and social media marketing ([Facebook](#), [Twitter](#) etc).

All three of these areas have pros and cons and the emphasis put on these different types of marketing vary depending on your business. It would be fair to argue that all are important, but in truth it is the weighting and analysis of the platforms that determines marketing strategy. If we are to look at these areas of the market further you will soon garner the importance of them, how they are used and how they can help you to grow your brand's online presence.



WEBSITE PERFORMANCE

Website performance is one of the most important metrics to track. With an increasing focus on digital marketing, businesses will struggle to compete if they do not have a website, what's more they'll struggle if they don't have one that is easy to navigate, that performs well and that offers a good user experience (UX).

In terms of the data that you can track for a website, the main top level ones are:

- Website visits
- Users
- Page views/ pages per session
- Session duration
- Bounce rate

You can also look at a series of other metrics such as:

- The browser the user came through
- Language
- Geographic location
- Site speed
- Sales vs abandoned baskets



INBOUND MARKETING

Inbound marketing is a vital part of any business strategy. Being able to both communicate your message and bring in leads to your company, is a sure fire way of growing your audience and improving conversions.

It is the process of helping potential customers find a company by utilising various forms of pull marketing, such as blogs, whitepapers, eBooks, podcasts, webinars, video, SEO and social media.

This involves creating relevant, valuable and original content, optimising it and distributing it across a variety of online media channels. The aim of this process is to attract audiences, increase brand awareness, convert leads and increase ROI.

It is fair to say that traditional marketing methods are no longer enough to captivate and retain customer interest. Instead audiences are becoming increasingly wise to conventional marketing tactics and are more likely to 'switch off' when they know they are being sold to. Savvy marketers understand that they must adapt their strategies to create lasting connections using genuinely informative and personalised material.

When carried out effectively, inbound marketing can allow you to:

- Create brand awareness
- Create and maintain positive associations around your brand in the minds of your target market/customers/fans/brand advocates
- Build trust between your brand and your target market / customers / fans / brand advocates
- Become an authority within your industry
- Generate inbound leads
- Unlike traditional marketing techniques, inbound marketing does not intrude on or interrupt audiences so is unlikely to cause annoyance.

As the vast majority of all inbound marketing is data-driven it is essential that you are utilising tools that allow clear segmentation, full access to analytics and which can automate tasks like email generation, social media and other website actions.

Of the many automation platforms that are available one which we use is Act-On. This platform streamlines, automates and measures inbound marketing campaigns and is designed to cultivate and engage with your consumers at each stage of the buyer's journey. Act-On can implement campaigns to attract, nurture and convert your current prospects, while continuing to educate and delight converted consumers.

The system allows users to identify, prioritise and connect with a businesses strongest prospects, shortening the path to purchase.

Another of the primary areas of inbound marketing where analytics takes a prominent role is email marketing. This is the area of marketing that drives sales and conversions through emails and newsletters and as such you need to constantly look at your data and make adjustments. In terms of inbound marketing and the data that it generates, things such as heat maps and click tracking can give you an idea about where on the page or email the viewer is clicking.

You can also test your calls to action on eshots and see which gets the most response e.g do more people click on 'read more' than on 'downloads' ? This can also be done from the data based on the open rate in terms of headers. If your customers resonate with emails that say 'free' or 'deal' in the title then this is a format that you should continue with.

SOCIAL MEDIA MARKETING

Social media is huge at the moment and shows no sign of slowing down. There are multiple platforms that you can sign up to and which you can use to communicate with your audience. One of the best things about social media is that in nearly every case, it is free at the point of use. What's more, many of these platforms offer a back-end analytics service.

The benefits of this are that you can get into the real core data about your audience and then use this to write your content moving forward.

Some of the focus areas of your social media should be:

- Organic search optimisation of profiles, posts, titles and descriptors (including keywords and linking strategy)
- Continued audience growth and nurturing of social relationships by targeting sectors/ individuals
- Development of social interaction with the key target demographic
- Analysis of social sentiment and development of trust and engagement
- How to maximise real-time opportunities on social media

WHY ARE WEB ANALYTICS IMPORTANT?

Web analytics are vital because not only do they show actual results that your marketing activity and website have produced, but they are a valuable source of information for future activity.

If you are in the position to look at the data you receive - and as a business with the aim of moving forward, you should be - then analytics are the best chance of doing this.

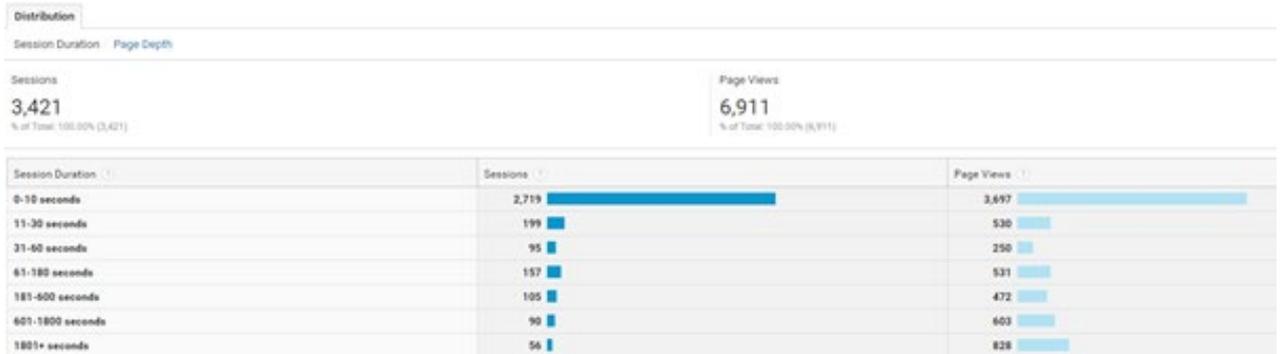
You are able to learn from what your customers are telling you as well as what they are not telling you. If the speed of your site is slow and takes too long to load then the chances are that you will lose customers. In a world where there is so much competition you have to get the user to the landing page and then have enough positive reasons for them to stick around and browse further. So how do you know if you are doing this you might ask? Well the first thing to do is run a website speed test. Research suggest that the average time a customer will wait for a page to load is five seconds on desktop and up to 19 seconds on mobile (this is with a standard 3G connection).

There are also findings that suggest that:

- If your site loads in 5 seconds, it is faster than approximately 25% of the web
- If your site loads in 2.9 Seconds, it is faster than approximately 50% of the web
- If your site loads in 1.7 Seconds, it is faster than approximately 75% of the web
- If your site loads in 0.8 Seconds, it is faster than approximately 94% of the web

If your site takes significantly longer than these times to load then customers will inevitably leave, which is reflected in the time on page and bounce rate if the page doesn't load at all. The data that you get from here should instruct you as to whether or not you need to make an adjustment. People abandoning your site are lost customers. Win them back by using a data-driven approach.

This data can also lead you to look at the time users spend on the site in terms of session time and pages per session. Relevant information and positive UX will almost certainly lead to longer time on page whereas poor quality sites often lose traffic faster.



Pictures and poorly optimised content are two of the things that can affect the time it takes to load a page, as can failing to optimise for mobile. The latter point is one to particularly take note of as mobile has overtaken desktop as the search and browsing preference, a trend that is certain to continue. Throughout this eBook you will see plenty of questions which relate to why something is happening or isn't and it is these questions that form the learning process.



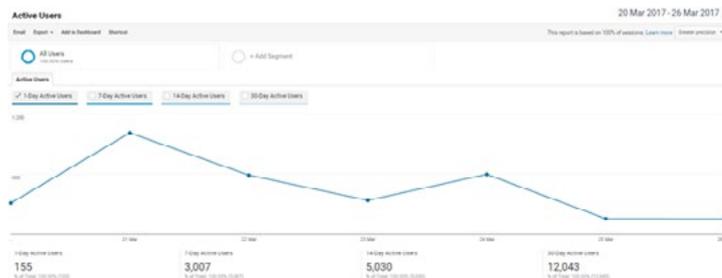
WHAT CAN YOU TRACK AND HOW DOES IT ASSIST COMMERCIAL PERFORMANCE?

So the next questions are what types of data are available to collect and how can they assist your commercial performance? In the case of website analytics three of the best platforms as previously mentioned are Google Analytics, AdWords and Searchmetrics.

Google Analytics, as we mentioned previously is the go-to starting point for all users when it comes to tracking data performance. Logging into the Google Analytics tool and getting to the audience overview brings up a range of statistics.



These first few graphs, which can all be expanded, offer you a glimpse of your overall site's performance in the context of your audience. They tell you a little more about the behaviour of your customers in that you can see how often they visit and the average number of pages that they view. For eCommerce sites the number of page views will be quite high as the number of individual pages and products are greater. For insurance and finance products where comparisons are being made or where forms need to be filled in then you can expect a high on page duration. Depending on what your aim is these stats vary from business to business.



In a similar fashion the next two metrics, session duration and bounce rate tell you something about the behaviour of your visitors. From a content perspective they let you know how long visitors are staying on your website which gives you an indication as to the relevance of your content whereas bounce rate does the opposite and shows how many passed on the opportunity to visit your content.

When you are selling something however they actually tell you about the audience as a whole. High bounce rate or low session duration suggests that the products you have are not relevant or that the visitor isn't currently at the right stage of the conversion funnel. It could also be that they have found the product straight away and converted.



Another indication as to the types of people you have coming to your site is a new vs returning visitor graph. A high number of new visitors is always a positive but retaining visitors that have not converted is also crucial. If you can nurture these individuals and refresh your content to reinforce your message these visitors may end up as paying customers.



Other factors that can help you to identify where your traffic is coming from include geographic location and language. The questions that can stem from this include are your audience speaking your language, are they in the same country as you and, if not, can you deliver to them? Essentially these bits of data help you to streamline your master data.

Language	Sessions	% Sessions
1. en-gb	1,848	54.02%
2. en-us	1,423	41.60%
3. fr	10	0.29%
4. ru	9	0.26%
5. de	7	0.20%
6. de-de	7	0.20%
7. pl	7	0.20%
8. en	6	0.18%
9. it	6	0.18%
10. es	5	0.15%

[view full report](#)

Tools such as Searchmetrics offer huge amounts of data and if you know how to read it and act on it, then you put yourself in the best possible position. For the following set of data we will look at 'Client A' and show you the importance of each piece of information. If they analysed this information correctly and asked the proper questions then it is plausible that they would see improvements.

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SEARCHMETRICS



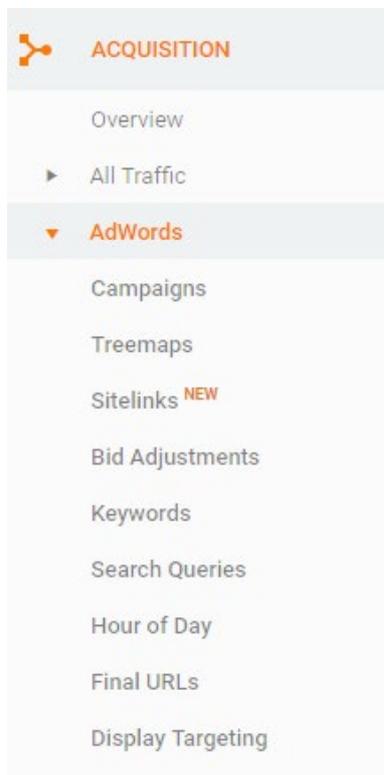
Looking at the browser with which the user found your website offers another insight as does the split between mobile and desktop. If you can see that the vast majority of those accessing your site for example are using Safari on mobile then you had better make sure that you are optimised for mobile.

As new platforms become available and with mobile usage on the rise, it is vital that you remain ahead of the curve and make all of you design responsive.

Browser	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	3,421 (100.00%) (3,421)	78.98% (78.98%) (0.00%)	2,702 (100.00%) (2,702)	51.62% (51.62%) (0.00%)	2.02 (2.02) (0.00%)	00:01:52 (00:01:52) (0.00%)
1. Chrome	1,583 (46.27%)	74.67%	1,182 (43.75%)	51.11%	2.40	00:03:23
2. Internet Explorer	586 (17.13%)	88.40%	518 (19.17%)	29.35%	1.89	00:00:19
3. Safari	568 (16.60%)	81.69%	464 (17.17%)	56.69%	1.61	00:00:45
4. Safari (in-app)	236 (6.90%)	79.24%	187 (6.92%)	97.03%	1.02	00:00:02
5. Firefox	232 (6.78%)	81.47%	189 (6.99%)	48.71%	2.00	00:01:17
6. Edge	133 (3.89%)	74.44%	99 (3.66%)	36.84%	2.15	00:00:59
7. Android Webview	44 (1.29%)	70.45%	31 (1.15%)	95.45%	1.07	00:00:03
8. Android Browser	12 (0.35%)	75.00%	9 (0.33%)	83.33%	1.17	00:00:03
9. Amazon Silk	7 (0.20%)	71.43%	5 (0.19%)	100.00%	1.00	00:00:00
10. Opera	6 (0.18%)	66.67%	4 (0.15%)	83.33%	1.50	00:00:16

GOOGLE ADWORDS

As Google's main online advertising platform, AdWords enables you to promote your brand and product offering across Google and its partner sites, including AOL and Ask.com



With Google dominating the search engine market share, it's no surprise that AdWords is a popular advertising platform for many modern marketers. Perhaps another reason for its popularity, is that it puts businesses in control of how much they spend on each campaign; all of this means that they will never pay more than what they think each click, acquisition or impression is worth to their business.

On the AdWords platform, if the keywords that are selected for a campaign match what a user is searching for on Google, their ad can appear alongside or above Google's search results.

This level of visibility will increase the reach of their campaigns and should drive a higher conversion rate as a result. Additionally, the visibility on Google's partner websites further increases exposure of the brand. All of these metrics can be tracked using the Adwords platform and if you do it through the top level Adwords dashboard in Google Analytics (below) you truly do have all your data in one place.

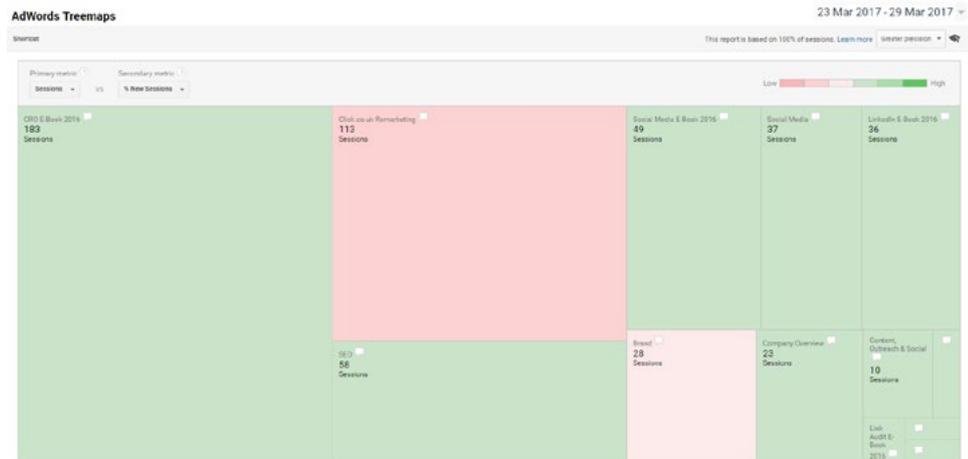


Primary Dimension: Campaign / Campaign ID Ad Group

Plot Rows Secondary dimension Sort Type: Default

Campaign / Campaign ID	Acquisition			
	Clicks	Cost	CPC	Sessions
	7,857 % of Total: 100.00% (7,857)	£1,540.58 % of Total: 100.00% (£1,540.58)	£0.20 Avg for View: £0.20 (0.00%)	8,146 % of Total: 43.05% (18,923)
1. Bed Sheets/Bedding 220526778	1,440 (18.33%)	£289.08 (18.76%)	£0.20	1,377 (16.90%)
2. Bedding Set New Shopping 321431538	1,105 (14.06%)	£293.73 (19.07%)	£0.27	1,182 (14.51%)
3. Curtains New Shopping 371430698	992 (12.63%)	£289.53 (18.79%)	£0.29	1,124 (13.80%)
4. Brand + Product 220527018	892 (11.35%)	£82.52 (5.36%)	£0.09	944 (11.59%)
5. Brand 220526898	783 (9.97%)	£79.12 (5.14%)	£0.10	962 (11.01%)
6. Curtains 220527130	720 (9.16%)	£97.56 (6.33%)	£0.14	651 (7.99%)

Upon reaching the top level menu for Adwords in Google Analytics, businesses will often be led to the campaigns section where they can track a large number of metrics. The acquisition data here gives a real time overview of things such as the number of clicks that they have received the cost of thee campaign in terms of ad spend and the cost per click. Businesses are also able to review the total number of sessions.



One of the latest features that you can use in the analytical side of Adwords is treemaps. These reports lets you visually explore trends in your AdWords data so you can quickly and intuitively develop hypotheses about your advertising campaigns.

Like all AdWords reports in Analytics, it includes both AdWords metrics (like Clicks and CPC) and Analytics metrics (like Bounce Rate and Revenue).

According to Google - Treemaps represent data as rectangles. The size and color in each rectangle represent different metrics, so you can combine different aspects of your data into a single visualisation. Treemaps are a good hypothesis-generation tool because they can help expose the relative importance of, and the relationship between, different entities.

The data in these reports are organised into either a Primary or Secondary group.

Primary metrics are volume metrics, like sessions or cost, and are represented by rectangle size.

Secondary metrics are relative metrics, like CPC or bounce rate, and are represented by color and saturation. Green is positive and red is negative. The darker the green, the better the secondary metric, and the darker the red, the worse the secondary metric.

Primary Dimension: Hour Day of Week

Day of Week		Acquisition			Behaviour		
Day of Week	↑	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
		548 % of Total: 22.88% (2,395)	71.17% Avg for View: 75.37% (-5.57%)	390 % of Total: 21.61% (1,805)	86.50% Avg for View: 59.58% (45.17%)	1.30 Avg for View: 2.07 (-37.43%)	00:00:32 Avg for View: 00:02:25 (-77.81%)
1.	0	80 (14.60%)	66.25%	53 (13.59%)	87.50%	1.22	00:00:39
2.	1	79 (14.42%)	72.15%	57 (14.62%)	84.81%	1.30	00:00:28
3.	2	74 (13.50%)	63.51%	47 (12.05%)	82.43%	1.58	00:00:29
4.	3	84 (15.33%)	66.67%	56 (14.36%)	85.71%	1.26	00:00:30
5.	4	101 (18.43%)	71.29%	72 (18.46%)	85.15%	1.42	00:00:56
6.	5	65 (11.86%)	86.15%	56 (14.36%)	92.31%	1.09	00:00:02
7.	6	65 (11.86%)	75.38%	49 (12.56%)	89.23%	1.11	00:00:26

Many businesses want their ad to show whenever a customer searches online. Others however only want to show their ad on certain days, or during business hours when they can handle customer inquiries.

For campaigns with “All features” enabled, they can use the ad schedule to.

- Specify certain hours or days of the week when they want their ads to show.
- Set bid adjustments to increase or decrease their bids for specific days and times.

By default, their AdWords campaigns are set to "Show ads all days and hours." This means that ads are eligible to appear throughout each calendar day. They must keep in mind however that if no one searches for their keywords at the specified time or day scheduled, their ads are not going to show.

Primary Dimension: Campaign / Campaign ID Ad Content Video

Plot Rows Secondary dimension Sort Type: Default

Campaign / Campaign ID	Acquisition				Behaviour	
	Paid Views	Cost	CPV	Sessions	Bounce Rate	Pages/Session
	6,560 % of Total: 100.00% (6,560)	£95.73 % of Total: 10.89% (£879.29)	£0.01 % of Total: 10.89% (£0.13)	23 % of Total: 0.96% (2,395)	95.65% Avg for View: 59.58% (60.54%)	1.00 Avg for View: 2.07 (-51.70%)
1. Company Overview 712497526	6,560(100.00%)	£95.73(100.00%)	£0.01(100.00%)	23(100.00%)	95.65%	1.00

With video content being increasingly more popular for businesses, this is one of the metrics that businesses can track. Placing ads ahead of videos or paid links to Ads can be hugely beneficial as a type of marketing and through the Adwords platform they can review the performance of campaigns.

Conversions E-commerce

E-commerce Conversion Rate	Transactions	Revenue
1.98% Avg for View: 2.04% (-3.11%)	161 % of Total: 41.71% (386)	£11,691.40 % of Total: 42.87% (£27,270.44)
0.94%	13 (8.07%)	£677.02 (5.79%)
2.79%	33 (20.50%)	£2,059.68 (17.62%)
2.14%	24 (14.91%)	£2,078.55 (17.78%)
2.97%	28 (17.39%)	£2,341.74 (20.03%)
3.43%	33 (20.50%)	£2,954.70 (25.27%)
0.31%	2 (1.24%)	£215.30 (1.84%)
1.00%	3 (1.86%)	£283.00 (2.42%)
0.75%	2 (1.24%)	£96.35 (0.82%)

Businesses can track the number of paid views as well as the cost of those views and how this breaks down as a cost per view (CPV).

As we head towards the ‘magic metric’ and looking at just how important ROI is for businesses, any data that you can get hold of which relates to finance is crucial. Looking at the eCommerce conversions you are able to see not only the eCommerce conversion rate but the total number of transactions and the revenue that they have generated.

There are a number of tools such as Searchmetrics offer huge amounts of data to analyse your organic performance and if you know how to read it and act on it, then you put yourself in the best possible position. For the following set of data we will look at 'Client A' and show you the importance of each piece of information. If they analysed this information correctly and asked the proper questions then it is plausible that they would see improvements.

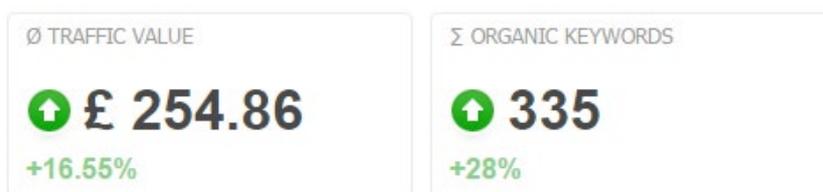
The first thing that we see is their SEO visibility. If we look over the last six months it is clear to see that they were ticking along at a similar sort of level. Client A has a visibility rating of around 114 for the first four months of the research period. This ranks them below many of their competitors so they need to act. By conducting both a competitor analysis and a keyword analysis they are able to target where their content needs to be. If they get this right they should increase their visibility ranking which will increase their ranking on search engine results pages (SERPs).

This movement should then lead to increased audience and therefore more conversions. Remember everything is related. It is clear from the below graph that Client A acted and that they improved their visibility significantly, seeing a near 400% increase. This could be as a result of producing more content that is industry specific and keyword rich, the fact that they used proper meta tags and alt tag on images, or that they removed bad links and generated more organic links to the site.

The next piece of data to analyse is the value of the traffic that you have. This relates to a later part of



the eBook where we see the 'magic metric' of ROI. By monitoring your traffic's value, you can not only see current performance but make educated predictions that will help you value your worth moving forward. This can help with winning new business or assessing where you sit in the market. Eg are you a market leading business?



The number of organic keywords with which you rank is an important set of data; it shows not only

how rich your content is but the ways in which people can get to your site through a search engine. Increases here are always important and highlights the need for continuous keyword and long tail keyword strategy.

The above image shows a snapshot of your market coverage in terms of platform usage. We can see



that Client A has increased their total traffic by 7% over the last week and that there has been a shift towards mobile. The drop in the desktop could be a cause for concern but in this case it isn't. We know that there is a trend to move towards mobile and that the client wants to improve traffic. This data tells you that you are on course and therefore changes don't need to be made.

With the top level stats covered it's time to look at what makes those figures grow. The secondary figures are normally more important than the primary figures as they drive the former. Below we see a snapshot of the client's keyword rankings (NB the actual terms are hidden for non-disclosure reasons).

Over the test period they ranked for a selection of key terms in their market on the first two pages

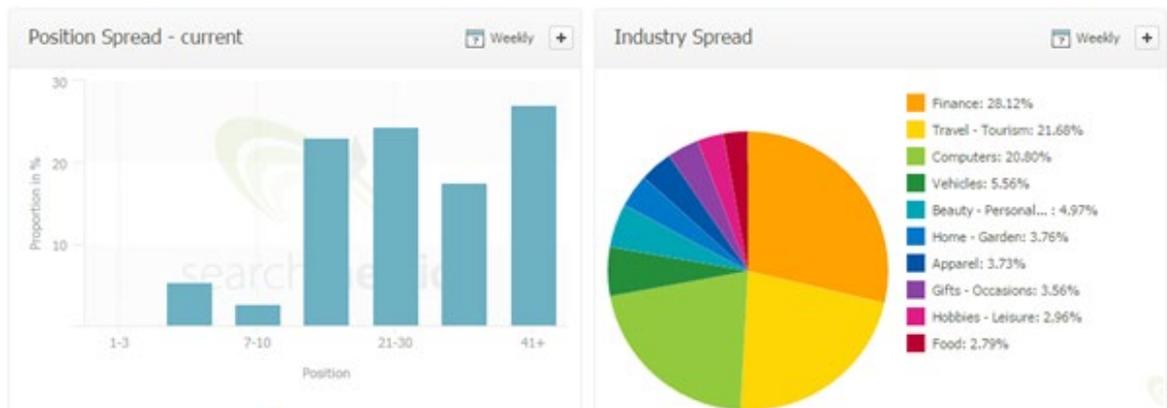
Pos.	Traffic Index	Search Volume	CPC
7	232	14,545	£ 0.31
16	72	49,545	£ 0.13
17	44	108,642	£ 1.67
18	40	39,211	£ 0.30
13	24	6,417	£ 1.16
13	16	3,558	n/a
19	12	10,847	n/a
12	8	1,216	£ 0.70
17	4	2,444	£ 1.68
7	4	205	£ 18.82

of Google. The ten top terms with which they rank can be analysed as follows. One keyword stayed the same, two saw their position rise (in green) and seven dropped (yellow). For those that dropped we must ask why. Has there been an emphasis on other terms, are competitors doing more, etc?

We can also see the importance of the traffic as part of the wider picture. SEO visibility might not move upwards due to term 10 rising for example. This is because it has a low search volume, but does that mean that the traffic isn't quality. In truth the CPC for this term is high and means that by making an increase anywhere across the board shows you are performing well in a competitive market. The next metrics that you can look at would be the position and industry spread. Here you can monitor where the keywords with which you do rank sit and across which industries your keywords are segmented into.

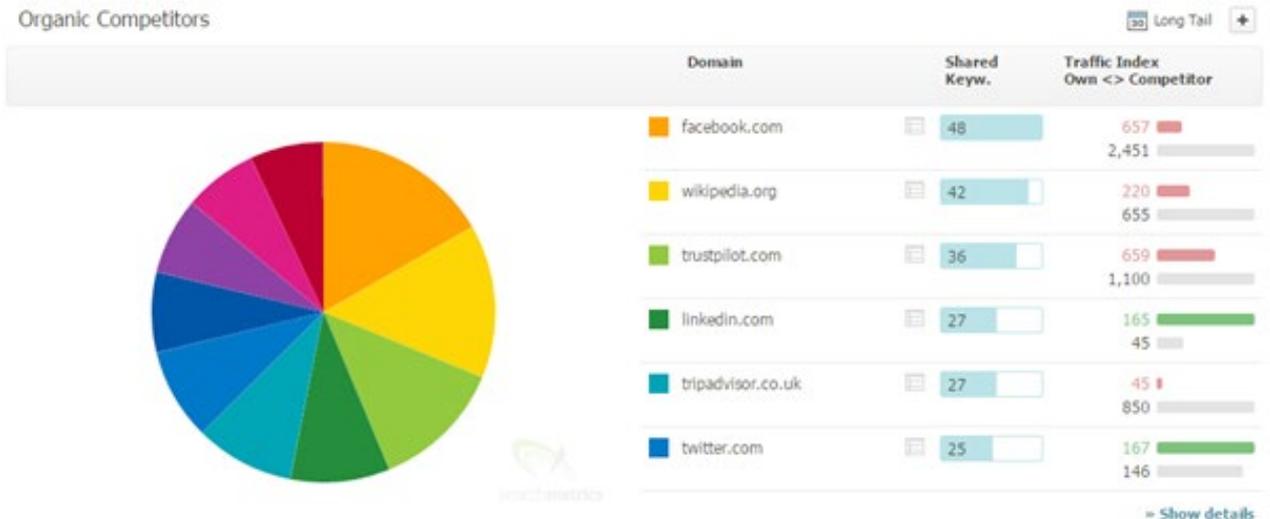
Looking at these statistics they are particularly strong in the finance and travel sectors and there is no surprise to

see no keywords in p1-3 as these are competitive verticals. However what if the business operated in the gift market? This would suggest poor performance and the data would teach the business to change their keyword strategy and their content accordingly.



One thing that it is very important to remember is that keywords are not unique and they may be shared by a large number of businesses in your area. Where this is the case you will want to show how you are performing for them.

Looking at the table below you can see where you are as a brand in comparison to others and the Organic Competitors



platforms where you are performing well. This type of data shows where you might be missing out and allows you to change strategy or adapt your approach.

SOCIAL MEDIA ANALYTICS

When it comes to social media analysis you get a mix of headline figures and audience profiles. If we look at some examples from Twitter this is highlighted in a number of ways.

28 day summary with change over previous period



The above is a top level summary of a Twitter account. It looks at the last 28 days and tells you several things about performance. First of all you can see the number of tweets that your brand has published over the period. If this has gone up from the previous month then it is an indicator that you are increasingly active. It has been widely reported that the average number of followers any one user has is 208. If the number of tweets you send is low then there is a chance that they will get lost in your audience's news feed.

This can impact on the next two metrics, impressions and profile visits. Indeed the downfall of the site is that inactivity is punished more on Twitter than other social media platforms. To assist commercial performance and reinforce your message tweet often and remember that Twitter only allow a maximum of 140 characters, so keep them flowing and add links where possible. Writing in chains when there is more than one thing to say eg Tweet 2/4, will help to increase coverage.

The impressions and profile visits are an indicator of how many people are looking at you social media. If this number is on the rise then you are performing well: a drop however and you have to question your output. The correlation between metrics is something that not a lot of people look at but the importance one metric can play on another shouldn't be ignored.



The last two top level stats are mentions and followers; the latter just shows your audience and the goal is to continually increase this. The more people you have opting in to see your social media, the more potential conversions you have. Tracking the number of mentions you have is a good way to see your engaged audience; these are people that are interacting with you and who are more likely to engage on a financial level.

Keeping track of these is vital, especially the mentions as there may be questions, complaints or queries which could affect brand reputation. The mentions could also highlight broken links or other user experience problems which play a role in the number of conversions you may be getting; this is good feedback and can't be missed, so keep tracking the mentions.

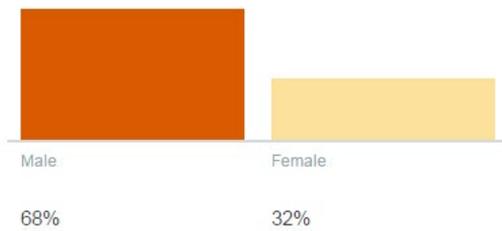
MAR 2017 SUMMARY	
Tweets	Tweet impressions
71	193K
Profile visits	Mentions
1,444	32
New followers	
17	

These stats can be compared on a month by month basis as well as over the last 28 days so you can see the types of content or post that have resonated with the user. This could and should influence your activity going forward.

The below image shows a snapshot of some of the tweets that were sent from our account. It allows us to see several things; what we are writing and the links that we place within the tweet as well as the number of people who have seen the tweet and those who engaged with it.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Click Consult @ClickConsultLtd - 22h			115	8	7.0%
	Our Head of PPC, Dave Karellen reflects on the new capabilities offered by #AdWords to dynamically optimise #PPC ads ow.ly/ixco30a5b7h pic.twitter.com/juGp5gTb7n					
	View Tweet activity					
	Click Consult @ClickConsultLtd - Mar 25			185	5	2.7%
	Your guide to writing the perfect blog post [with #templates] ow.ly/zufQ307KIV3 #blogging #template pic.twitter.com/0JxLt7l7BB					
	View Tweet activity					

Gender



Household income categories

Income category	% of audience
\$150,000 - \$174,999	16%
\$250,000+	16%
\$175,000 - \$199,999	15%
\$200,000 - \$249,999	15%

When it comes to making sales and encouraging more interactions, there are also some statistics which help understand your audience. At a top level you can see things such as the age, gender and income of those who are viewing and interacting with your brand and this can give you some direction as to future posts. Are your products too male oriented in a market which is not? Are your products for those with a higher income? Are they for those with a lower age, these are all important questions to ask. Audience is everything, but it's quality not quantity that matters most.

Age

Age category	% of audience
13 to 17	< 1%
18 to 24	15%
25 to 34	54%
35 to 44	18%
45 to 54	9%
55 to 64	3%
over 65	< 1%

Should you want to delve further into the audience that you have then you could look at their interests based on what they talk about, follow, like and share.

Interests

Interest name	% of audience
Technology	71%
Tech news	69%
Marketing	56%
Entrepreneurship	55%
Business and news	55%
Movie news and general info	53%
Business news and general info	53%
Advertising	51%
Business and finance	47%
Comedy (Movies and television)	45%

These metrics give you the basic knowledge that you have the right audience and is another step on the journey to understanding the relationship between social media and business performance.

Consumers can be segmented further and further, such is the beauty of the analytics that we have at our disposal. If you look at the buying styles of a consumer you will quickly see how and when they spend. If the figures in the following image related to your site you can check performance by asking a few questions such as:

- Are you offering premium products as 80% of your audience are looking for this and can you offer services that are quick and easy to use and understand? Relating your content to the analytics you have offers better UX and should logically, therefore, increase your chance of a conversion.

Consumer buying styles

Consumer style name	% of audience
Premium brands	80%
Quick & easy	67%
Fresh & healthy	66%
Home cooking & grilling	66%
Ethnic explorers	50%
Weight conscious	17%
Natural living	15%
Value conscious	14%
Kosher	13%
Vegetarian	10%

Values based on 5.9% match rate from Twitter partners

TOP TOOLS FOR ANALYSING YOUR ONLINE PERFORMANCE

So what tools can you use to track your data and when should you use them?

The starting point for many businesses will be to use Google Analytics as I previously mentioned. This is largely because Google Analytics is a free service and it ties in with the fact that nearly all of the work produced stems through the Google platform. Google has a market share of 63.9% in terms of search and is the go to provider for most.

It also has the edge because it integrates so nicely with Google AdWords and Google Website Optimiser. Having tools that work seamlessly together offers businesses not only the option of saving time but also from incurring further costs.

In truth there are no reasons not to use the Google platforms as a start point. One thing to remember however is that Google Analytics does have its limitations, meaning that you must look at other analytical tools as your understanding and needs increase.

Whilst the majority of this eBook discusses following a Google Analytics based review of performance, one underlying factor is that when using an alternative data management/evaluation platform you must continue running Google Analytics in the background. This acts as a safeguard in case of the expiration of the other platforms or an update of the package you may have purchased.



Google Analytics will allow you to fill gaps by having at least some continuous monitoring and it can't be stressed enough the importance of having it running in the background.

Optimisation testing is one of the best ways for you to analyse your website's performance. The Google versions are free tools that you can get up and running and allow A/B testing quickly and easily. As always however there are also paid optimisation testing sites which offer a more comprehensive comparison of performance.

One of the best ways for you to test the reputation and the performance of your website is to conduct user testing or customer surveys. Whilst this can be an expensive option and a time consuming process you get good, honest feedback and don't need many participants in order to take the testing results as gospel.

This data can be a springboard for A/B and multivariate tests and offers you the platform with which to grow and expand.

From the customer survey perspective, these provide great qualitative data, but better than a user test they provide feedback on how your actual customers feel about your site and we know the importance of UX.



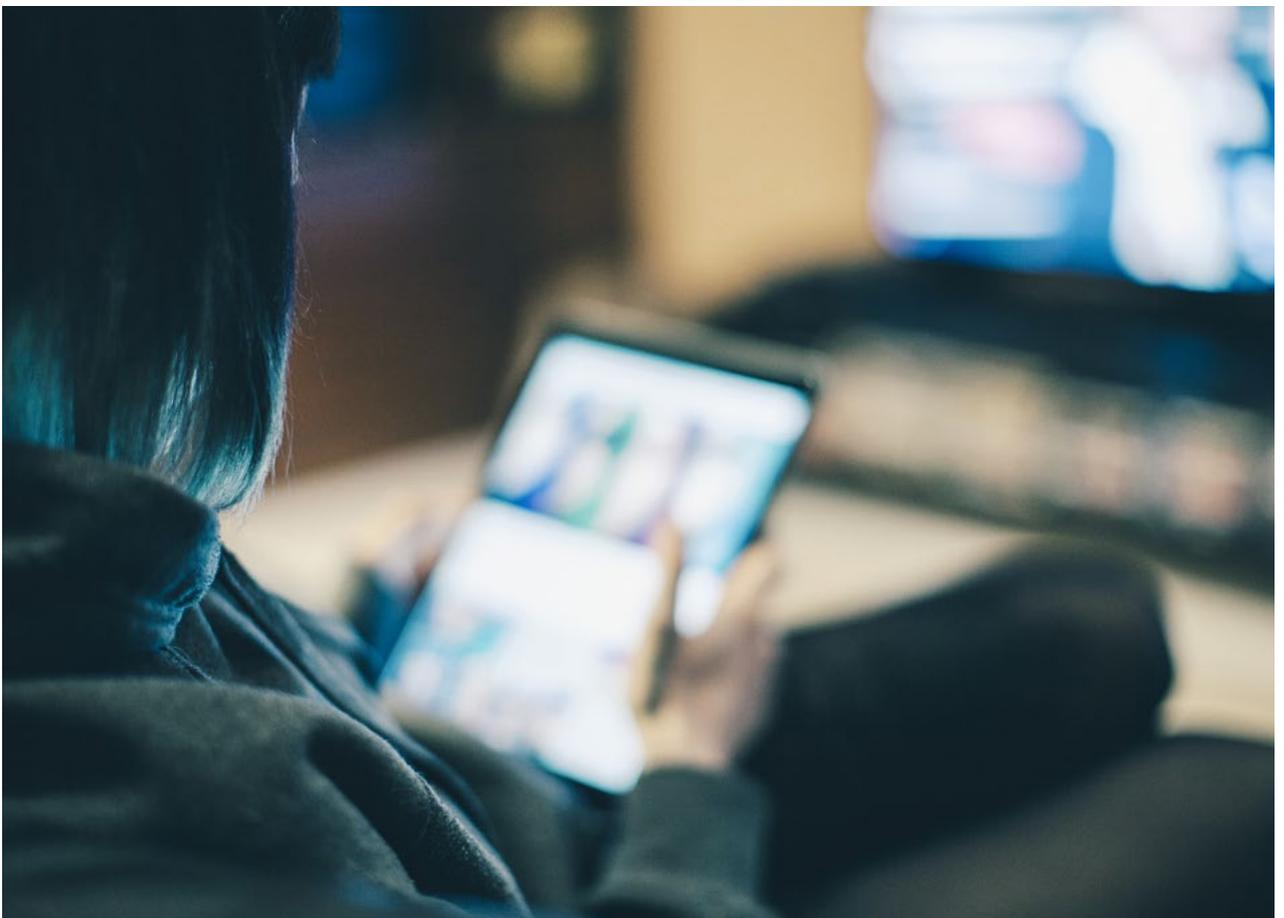
Currently there are several 'voice of the customer' tools you can use to collect the data many of which integrate with your web analytics packages whilst also having testing capabilities themselves.

Both Google and Bing, the two largest search engines offer variations of search console. Search console help you to determine the general health of your website from a search engine perspective.

With penalties in the industry being placed on websites not using best SEO practice, search console gives you an insight into whether or not the pages have been crawled properly if there are broken or bad links or if there are gaps and errors on the sitemap.

Another tool that can be used and another type of data can be collected, looks at brand monitoring and the reputation management of your company. This is the analysis of the online forum and what customers are saying about your brand.

Google Alerts and Twitter Alerts are two of the most popular that are used. Google Alerts is a free service that tracks the mentions of your brand name, personal products, competitor products and trademarks. The service means you can receive results in real time. The Twitter platform, TweetBeeps, does similar and lets you track mentions of keywords and all the websites that use them. This piece of data allows for easy competitor analysis without having to do extra keyword research. You can also use Twitter lists to curate posts by competitors and influencers.



As with all marketing, evolution is necessary and is part and parcel of the world businesses operate in. Some of the more modern tools available on the market that offer a method of collecting analytics beneficial to user experience are click tracking and eye tracking.

Click tracking provides the analyst heat maps to visualise the effectiveness of your design, be that the design of a website or of a communication like an eShot or newsletter. Click tracking gives you live, real-time server results based on where the users clicked on your website or content. If you are a retail site listing a number of products then you can see which products are popular and which products are being browsed the most. You can also identify the best performing copy and CTA's by looking at the conversions. This could give indications as to what to put on your next newsletter or email.



With technology increasingly more advanced some businesses also use heatmaps to track eye movement. In traditional newspaper advertising many publishers wanted their ads to appear on the right hand page as it's the first thing you see when you open it up. Web pages don't turn and therefore it is logical that we follow the premise of reading left to right, top to bottom.

Smartphones and webcams can be used to track where visitors look on the page and below is an example of some data pulled from Facebook. This analysis shows you some of the best spots to place your content on the social site.



THE MAGIC METRIC – ROI

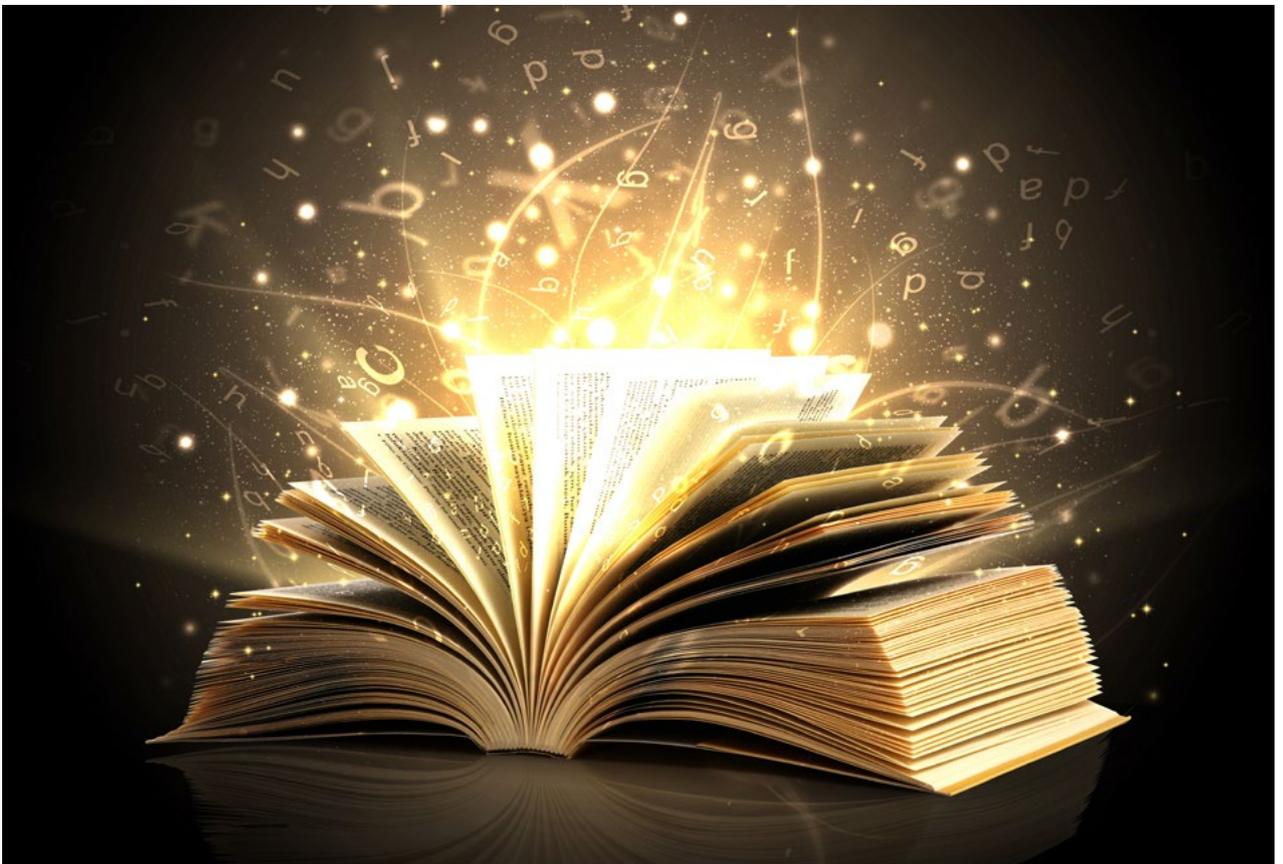
The magic metric when it comes to website analytics and the effect that it has in terms of driving commercial success is, drumroll please, return on investment (ROI).

ROI essentially gives you the best possible overview of how your marketing activity is performing. If you are seeing your returns rising and the level of effort and investment in both your marketing and reporting dropping then your position appears strong.

$$\text{ROI} = \frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}} \times 100$$

This magic metric (ROI) is something that all businesses strive to get right and is a weapon in the armoury of businesses offering web based services. Those who specialise in analytics will tell you that they can guarantee good ROI. This will be music to the ears of clients; the reality is that analysing your web data is an ongoing project and ROI should improve over time as the workload reduces.

All of the things which we have looked at in this eBook and the tools that we have mentioned, are but a small cog in the big machine. If you take a methodical approach to data and look at what it is telling you, good or bad, then you are sure to make progress.



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Eilish Adams, The Law House

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