

Web Analytics & Measuring



Bizresearch
Laura Thieme, President

Search, Site, Blog & Social Media Analytics

- Landscape is changing in what you need to track
- Are you tracking blog and social media activity?
- Is Search Delivering Leads & Sales at Acceptable ROAS/ROI?
- Are you analyzing campaigns & ad groups to the keyword level?
- Is your data accurate?
- What does your KPI matrix look like?
- Are you using Google Analytics & another tool or are you switching to just one?



Key Topics to Discuss:

- Paid Search Basic & Advanced KPIs
- Tracking ROAS & Customer Acquisition Costs: Organic vs Paid, Tracking Strings and Code Inaccuracies
- The New Google Analytics & Bounce Rate Obsessions
- Funnel Reports vs Path Analysis
- Social Media Analytics

Basic Paid Search KPIs

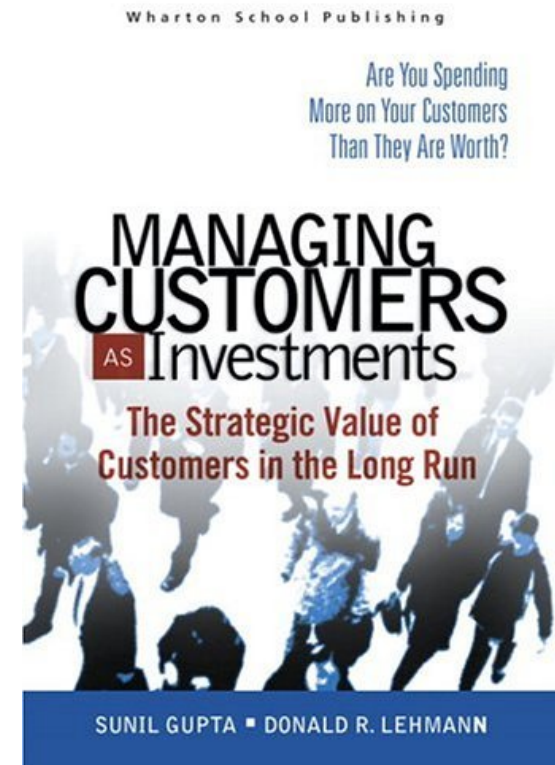
- Ad Console Dashboard, Automated Reports
 - Impressions, Clicks (Paid)
 - CTR
 - Average CPC
 - Average Position
 - Ad Cost by Campaign, Ad Group, Keyword
 - Conversion Rate (CVR) *optional*
 - ROI/ROAS *unusual – might be Cost Per Conv.*

Advanced KPIs

- Dissecting ROI & ROAS (Return on Ad Spend)
 - Average Cost Per Order (CPO)
 - Cost Per Acquisition or Cost Per Action (CPA)
 - Gross Profit vs Net Profit
 - ROI vs ROAS
- Are You Utilizing Tools to Assess Advanced KPIs?
- Do You Know Your True Customer Acquisition Cost?
- Invest in tools that help you measure this

What is your acceptable customer acquisition cost?

- Speed and quantity of customer acquisition does not always equate to acceptable profit margins for each customer
- Finding analytical tools to determine CPA, CPO, ROI

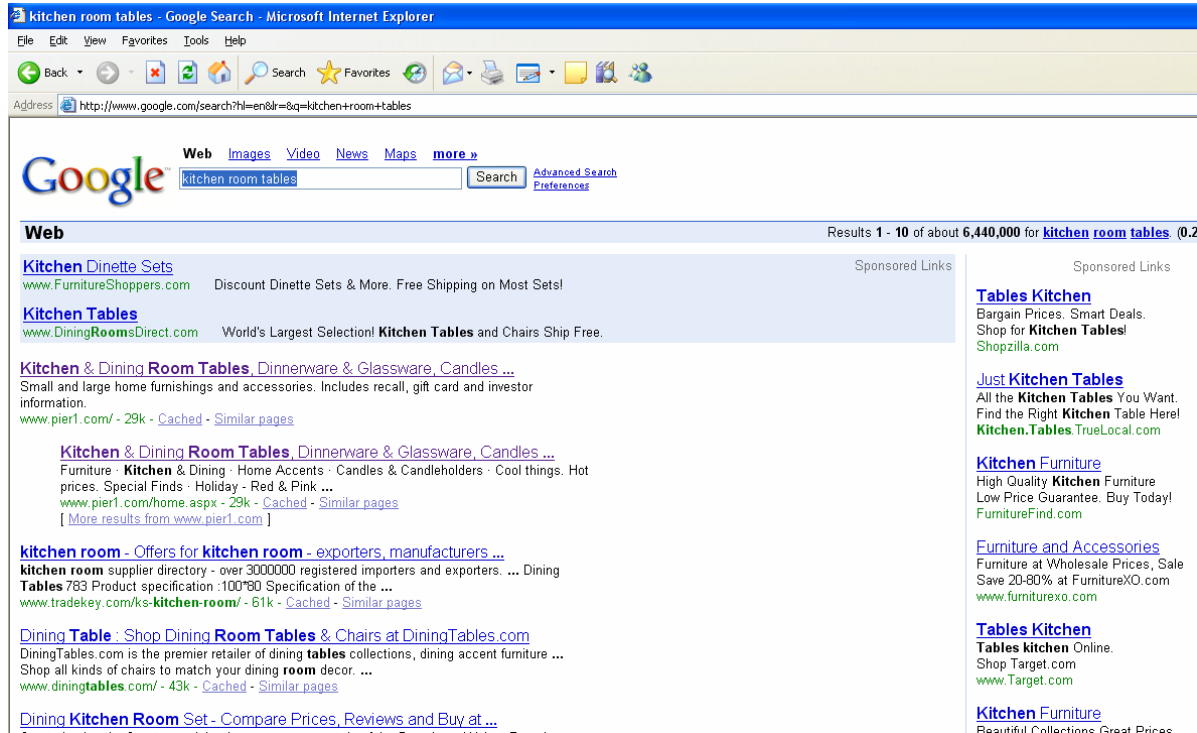


Organic vs Paid Data Accuracy

- When was the last time you had a tracking string “checkup” on your ad campaigns/destination URLs and site tracking code?
- Are you 100% confident everything is installed and tagged accurately?
- Have your search marketing & web analytics vendor look at your tracking strings & site tracking code to verify this

Tracking Everything

- Visibility
- Spider Activity
- Traffic
- Sales
- Latency
- KPIs
- ROAS
- Competitors
- Social Media



Tracking SE Visibility Tools

- **WebPositionGold**

Notes: Version 3.5 incorporates WordTracker, WebTrends, APIs

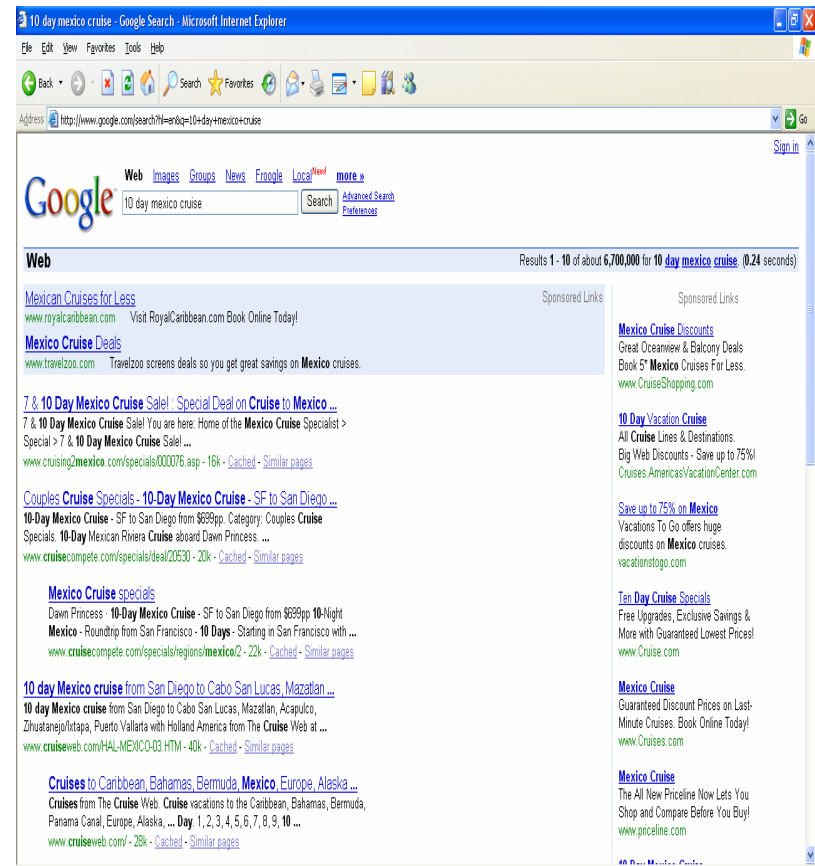
Can now analyze search results for organic, paid, shopping search

www.webposition.com

- Search Engine APIs getting so much better but may limit queries per day

Why Ranking Reports Still Matter

- *Redesigning?*
- *Keyword embedding?*
- *301s in place?*
- *Need to see what pages are ranked*
- *Who/What ranks next to you – social media, competitors*



When to Run Ranking Reports

- We run reports every two weeks
 - On the 1st and 15th of the month
 - Reporting is available to clients through web-based console, Bizwatch™
 - APIs - you are limited to number of queries
 - Yahoo is the most problematic with WPG – takes hours to run a report on 20 keyword phrases – may choose to use their API service

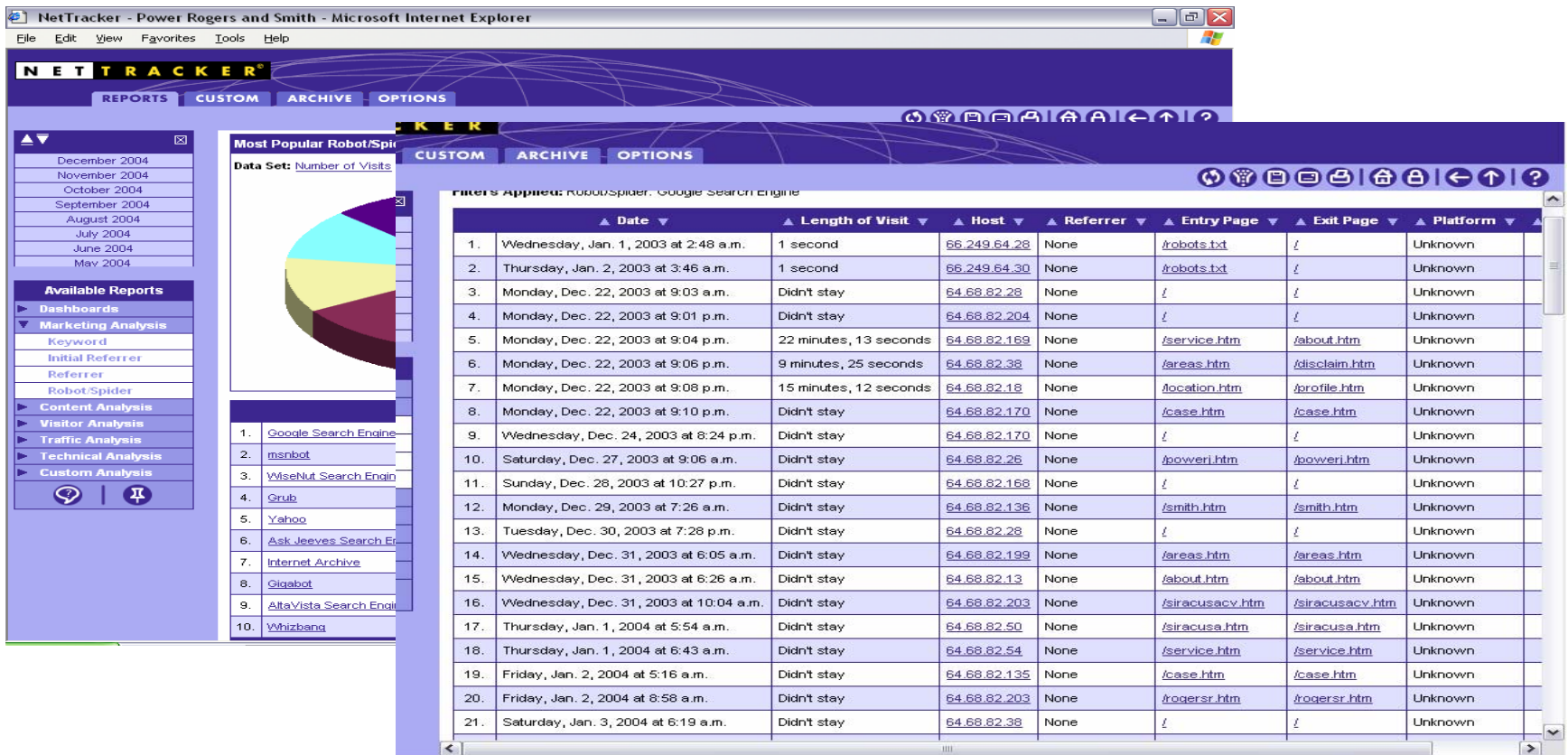
Web Site Analytical Tools

- Omniture
 - CoreMetrics
 - WebTrends
 - Hitbox
 - NetInsight/
NetTracker
 - Google Analytics
 - ClickTracks
- **Differentiators:**
 - Interface, ease of use
 - Automated, scheduled reports in PDF, CSV, XML
 - Hosted (ASP) versus log file analysis software
 - Ability to track paid advertising campaigns AND organic performance
 - Ability to analyze aggregate traffic
 - Ability to analyze user sessions for dynamic sites
 - Customer latency methodology (1st vs 3rd party cookies; campaign tracking credit)
 - Customer support & training
 - Adaptability to interface changes
 - Data ownership & use
 - Cost

Favorite Analytics Reports

- NetTracker - Robot/Spider Report
- Google Analytics - Network Properties/Network Location
- Google Analytics - Traffic/Keyword/Segment – view bounce rates by keyword, avg time spent, # of pages
- Google Analytics - Goal Conversions
- ClickTracks Pro - Funnel Reports

Tracking Spider/Robot Activity



NET TRACKER
REPORTS CUSTOM ARCHIVE OPTIONS

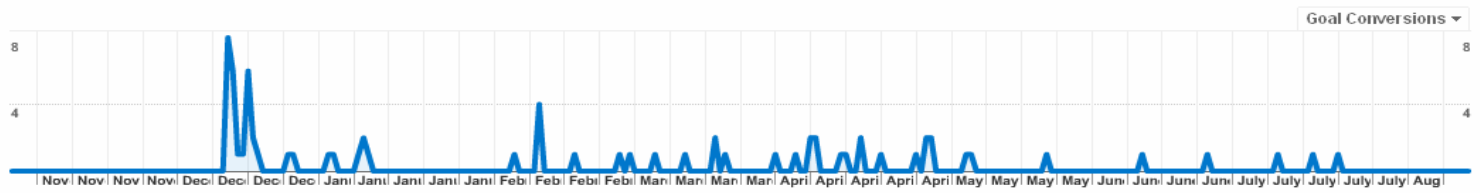
Most Popular Robot/Spider
Data Set: Number of Visits

Filters Applied: robot/spider, Google Search engine

	Date	Length of Visit	Host	Referrer	Entry Page	Exit Page	Platform
1.	Wednesday, Jan. 1, 2003 at 2:48 a.m.	1 second	66.249.64.28	None	/robots.txt	/	Unknown
2.	Thursday, Jan. 2, 2003 at 3:46 a.m.	1 second	66.249.64.30	None	/robots.txt	/	Unknown
3.	Monday, Dec. 22, 2003 at 9:03 a.m.	Didn't stay	64.68.82.28	None	/	/	Unknown
4.	Monday, Dec. 22, 2003 at 9:01 p.m.	Didn't stay	64.68.82.204	None	/	/	Unknown
5.	Monday, Dec. 22, 2003 at 9:04 p.m.	22 minutes, 13 seconds	64.68.82.169	None	/service.htm	/about.htm	Unknown
6.	Monday, Dec. 22, 2003 at 9:06 p.m.	9 minutes, 25 seconds	64.68.82.38	None	/areas.htm	/disclaim.htm	Unknown
7.	Monday, Dec. 22, 2003 at 9:08 p.m.	15 minutes, 12 seconds	64.68.82.18	None	/location.htm	/profile.htm	Unknown
8.	Monday, Dec. 22, 2003 at 9:10 p.m.	Didn't stay	64.68.82.170	None	/case.htm	/case.htm	Unknown
9.	Wednesday, Dec. 24, 2003 at 8:24 p.m.	Didn't stay	64.68.82.170	None	/	/	Unknown
10.	Saturday, Dec. 27, 2003 at 9:06 a.m.	Didn't stay	64.68.82.26	None	/poweri.htm	/poweri.htm	Unknown
11.	Sunday, Dec. 28, 2003 at 10:27 p.m.	Didn't stay	64.68.82.168	None	/	/	Unknown
12.	Monday, Dec. 29, 2003 at 7:26 a.m.	Didn't stay	64.68.82.136	None	/smith.htm	/smith.htm	Unknown
13.	Tuesday, Dec. 30, 2003 at 7:28 p.m.	Didn't stay	64.68.82.28	None	/	/	Unknown
14.	Wednesday, Dec. 31, 2003 at 6:05 a.m.	Didn't stay	64.68.82.199	None	/areas.htm	/areas.htm	Unknown
15.	Wednesday, Dec. 31, 2003 at 6:26 a.m.	Didn't stay	64.68.82.13	None	/about.htm	/about.htm	Unknown
16.	Wednesday, Dec. 31, 2003 at 10:04 a.m.	Didn't stay	64.68.82.203	None	/siracusacy.htm	/siracusacy.htm	Unknown
17.	Thursday, Jan. 1, 2004 at 5:54 a.m.	Didn't stay	64.68.82.50	None	/siracusa.htm	/siracusa.htm	Unknown
18.	Thursday, Jan. 1, 2004 at 6:43 a.m.	Didn't stay	64.68.82.54	None	/service.htm	/service.htm	Unknown
19.	Friday, Jan. 2, 2004 at 5:16 a.m.	Didn't stay	64.68.82.135	None	/case.htm	/case.htm	Unknown
20.	Friday, Jan. 2, 2004 at 8:58 a.m.	Didn't stay	64.68.82.203	None	/rogersr.htm	/rogersr.htm	Unknown
21.	Saturday, Jan. 3, 2004 at 6:19 a.m.	Didn't stay	64.68.82.38	None	/	/	Unknown

Google Goal Tracking

- Traffic Sources
- Content
- Alerts
- Overview
- Total Conversions
- Conversion Rate
- Goal Verification
- Inverse Goal Path
- Goal Value
- Abandoned Funnels
- Funnel Visualization
- Goals
- Resources
- Download this Report
- Conversion University
- Frequently Asked Questions
- Report Finder



Visitors completed 70 goal conversions

 47 conversions, [Goal 1: Contact Us](#)

 23 conversions, [Goal 2: Bizwatch](#)

Goal Performance

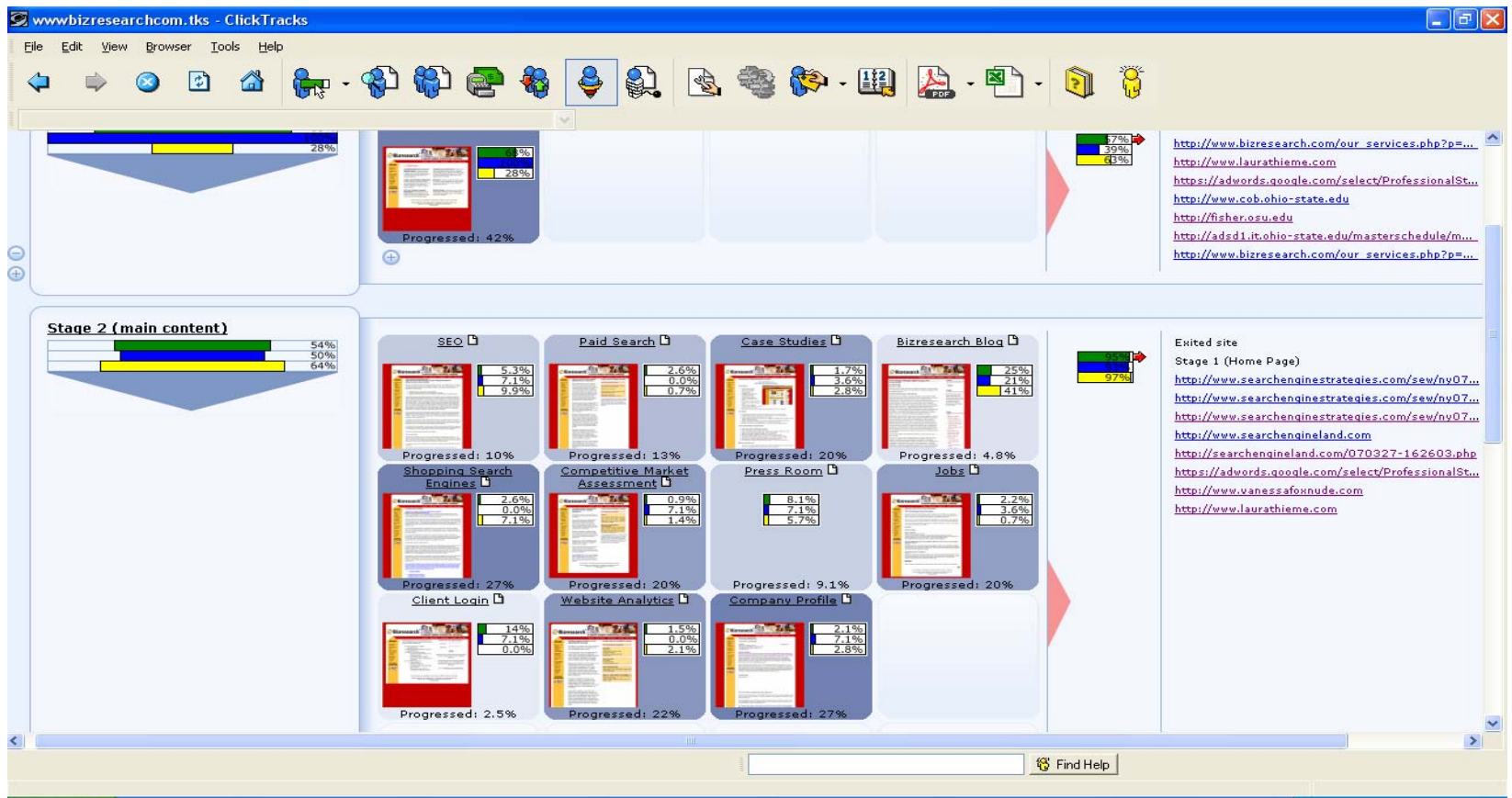
Overall Goal Conversion Rate



Overall Goal Value



ClickTracks Funnel Reports



Traffic vs Leads

- ClickTracks Pro Funnel Report indicated blog was top traffic driver
- Indicated it was not persuasive in the buying action
- Google shows top traffic drivers

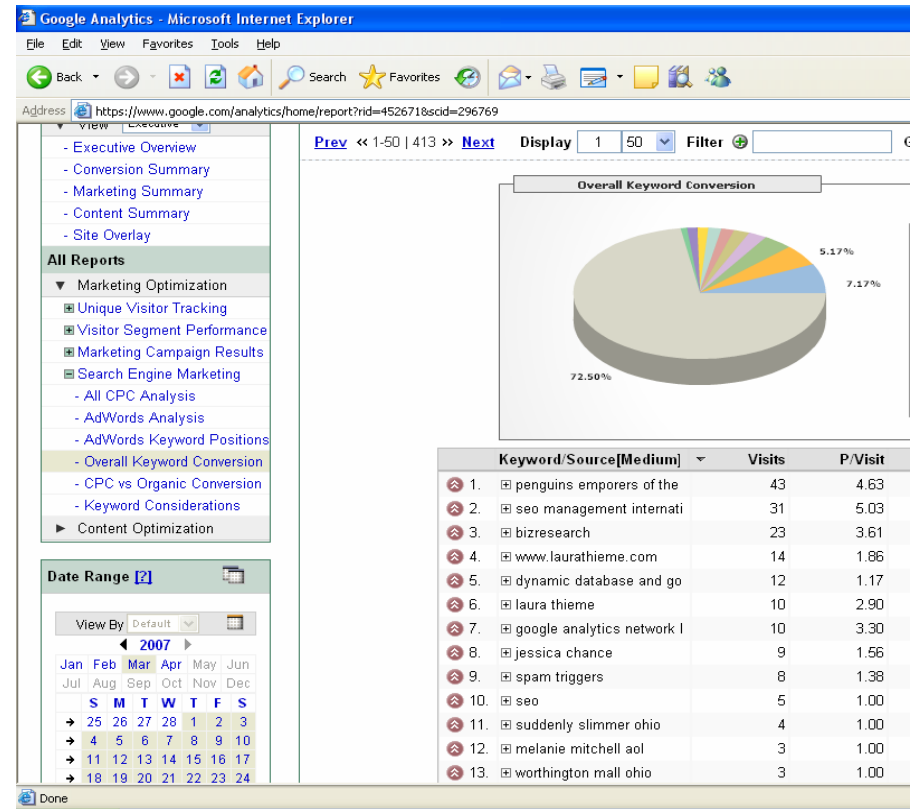
Adobe Reader - [Analytics: www.bizresearch.com_20061101-20070818_(Top_keyword_referrals_to_blog_page).pdf]

This page was visited 825 times via 114 keywords

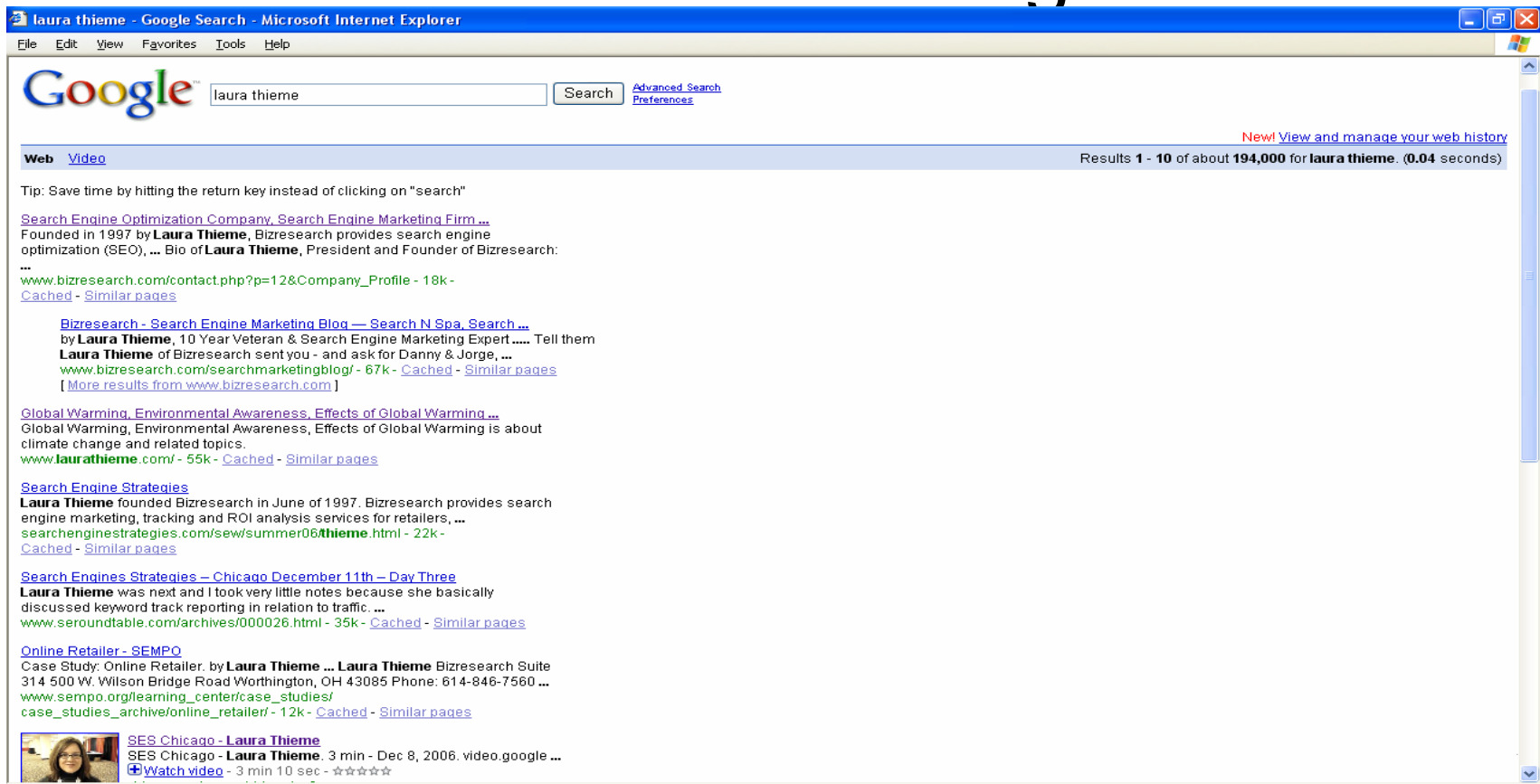
Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
825	5.12	00:11:39	46.18%	31.03%	
% of Site Total: 6.07%	Site Avg: 2.03 (151.91%)	Site Avg: 00:07:02 (65.42%)	Site Avg: 50.97% (-9.40%)	Site Avg: 67.82% (-54.25%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(not set)	537	4.83	00:09:60	54.19%	34.82%
bizresearch	46	6.24	00:09:59	26.09%	0.00%
laura thieme	24	5.54	00:16:17	16.67%	8.33%
penguins empowers of the ice blog	24	5.96	00:15:55	0.00%	37.50%
google organic search	16	9.38	00:10:07	0.00%	0.00%
organic seo services	12	7.17	00:10:42	0.00%	0.00%
www.laurathieme.com	11	6.18	00:20:56	0.00%	0.00%
finca corsicana	10	5.00	00:16:09	30.00%	30.00%
laura thieme campaign	7	14.43	00:51:49	0.00%	0.00%
paid search seminar	7	5.57	00:21:56	0.00%	14.29%
seo management international	7	13.57	00:41:22	0.00%	28.57%
laura search marketing	6	6.00	00:17:37	0.00%	0.00%
jessica chance	5	3.00	00:01:59	0.00%	20.00%
seo	5	7.20	00:11:27	60.00%	0.00%

On-Site Social Media Analytics

- Top Traffic Drivers were blog entries
- *Google Analytics blog series*
- *One blog entry: Emperors of the Ice*
- *Blog entry on WebmasterWorld – ranked “Suddenly Slimmer Las Vegas”*
- *Blog entry on organic farm in Costa Rica for client Collin Street Bakery*



What Shows Up Next to Your Listing?



laura thieme - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Google Search [Advanced Search](#) [Preferences](#)

[New!](#) [View and manage your web history](#)

Web [Video](#) Results 1 - 10 of about **194,000** for **laura thieme**. (0.04 seconds)

Tip: Save time by hitting the return key instead of clicking on "search"

[Search Engine Optimization Company, Search Engine Marketing Firm ...](#)
Founded in 1997 by **Laura Thieme**, Bizresearch provides search engine optimization (SEO), ... Bio of **Laura Thieme**, President and Founder of Bizresearch: ...
www.bizresearch.com/contact.php?p=12&Company_Profile - 18k - [Cached](#) - [Similar pages](#)

[Bizresearch - Search Engine Marketing Blog — Search N Spa, Search ...](#)
by **Laura Thieme**, 10 Year Veteran & Search Engine Marketing Expert Tell them **Laura Thieme** of Bizresearch sent you - and ask for Danny & Jorge, ...
www.bizresearch.com/searchmarketingblog/ - 67k - [Cached](#) - [Similar pages](#)
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[Global Warming, Environmental Awareness, Effects of Global Warming ...](#)
Global Warming, Environmental Awareness, Effects of Global Warming is about climate change and related topics.
www.laurathieme.com/ - 55k - [Cached](#) - [Similar pages](#)

[Search Engine Strategies](#)
Laura Thieme founded Bizresearch in June of 1997. Bizresearch provides search engine marketing, tracking and ROI analysis services for retailers, ...
searchenginestrategies.com/sew/summer06/thieme.html - 22k - [Cached](#) - [Similar pages](#)

[Search Engines Strategies — Chicago December 11th — Day Three](#)
Laura Thieme was next and I took very little notes because she basically discussed keyword track reporting in relation to traffic. ...
www.seroundtable.com/archives/000026.html - 35k - [Cached](#) - [Similar pages](#)

[Online Retailer - SEMPO](#)
Case Study: Online Retailer, by **Laura Thieme** ... **Laura Thieme** Bizresearch Suite 314 500 W. Wilson Bridge Road Worthington, OH 43085 Phone: 614-846-7560 ...
www.sempos.org/learning_center/case_studies/case_studies_archive/online_retailer/ - 12k - [Cached](#) - [Similar pages](#)

[SES Chicago - Laura Thieme](#)
SES Chicago - **Laura Thieme**. 3 min - Dec 8, 2006. video.google ...
[Watch video](#) - 3 min 10 sec - ☆☆☆☆

Can Blogs Help Page Rank & Rankings?

- Page Rank has increased by 1 pt
- Snippet often gets updated within hours at Google for blog page
- Blogs get attention faster, through rankings, readers, and blog alerts

Lowering Bounce Rates

- Analyze bounce rates by keyword
- Examples of 100% bounce rates
 - Mackinac's gas prices
 - Penguin internships in Antarctica
 - Penguin online orders scam happy feet
 - Las vegas with jewels
 - Cat climbers under \$100
 - B15 penguins pbs

Bounce Rates

- 0% bounce rates
 - Brand names
 - Bizwatch, Bizresearch, Search N Spa
 - Services
 -
 - Bizresearch Blog


Bounce Rate Obsession

- Analyze bounce rates by keyword to determine which keywords need improvement
- May be your ad campaign, landing page, or competitors that cause high bounce rates

New Analytics Required

- Tools needed to track specifically what shows up in social media properties
- Google Universal Search
- Social Media Properties – Views, Rank, Embed, Email downloads, comments

Google Video Views, Rank, Email, Embeds



The screenshot shows a Google Video search results page. At the top, there are four video thumbnails with titles: "Chicago Bruce Clay", "SES Chicago Joshua Stylman ...", "Pepperjam Wins Haiku Death ...", and "Danny Sullivan & Vanessa Fo...". Below these is a larger video player showing a stage with red curtains. To the right of the video player is a statistics box for "SES Chicago - Laura Thieme".

	Views	Rank
All time	206	1,638,296
Yesterday	4	197,733
by email	0	15,361
by embed	2	159,819

Below the table is a line graph showing a spike in views on August 17th. The video is from "Online Marketing Blog" (3 min 9 sec - Dec 8, 2006) and includes a description: "Laura Thieme from BizResearch talks about the need for consistent education in the search marketing industry as well as some insightful observations about gender and roles with SEO and SEM expertise." There are also buttons for "Download", "Email - Blog - Post to MySpace", and "Details - Comments - More from user".

Battle at Kruger – Buffalo Survives Lion Attack

Sew Live: Laura Thieme - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail News RSS Feeds

Address <http://video.google.com/videoplay?docid=-6753048822741480197&q=laura+thieme&total=10&start=0&num=10&so=0&type=search&plindex=1> Go

Google Result 2 of about 10 Search [Collapse Frame](#) [Remove Frame](#) [Help](#)


Sew Live: Laura Thieme

5 min - May 11, 2007
www.youtube.com
 ☆☆☆☆☆
 No ratings yet

Below is the video in its [original context](#) on the page.

Related videos [Email this page](#) [Report SafeSearch problem](#)

[SES Chicago Laura Thieme](#) [Organic Pineapple Farming I...](#) [StreetsofSto...](#) [Bellagio Fountain.avi](#) [Laguna Beach Inn at Laguna ...](#) [Danny Acuna MP4 Intervi...](#) [En Espanol Entrevista con...](#) [more >](#)



Added: **May 03, 2007**
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 From: [envmexxx](#)
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[Buffalo vs entire lion pride](#)
 01:09
 From: [Mark2456](#)
 Views: 1002484

[Buffalo survives lion attack](#)
 02:57
 From: [wildcastr](#)
 Views: 476401

[How To Marry A Prince](#)
 04:33
 From: [VideoJug](#)

[I'm Done](#)
 03:24
 From: [jonastko](#)

[Green Green Beans](#)
 03:19
 From: [cookingupastory](#)

This is a video response to [Buffalo survives lion attack](#)

[Login to rate](#)
 ☆☆☆☆☆
 32986 ratings

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Views: **14,469,331** | Comments: **14432** | Favorited: **59470** times

Honors: 16 | Links: 5 | Responses: 11

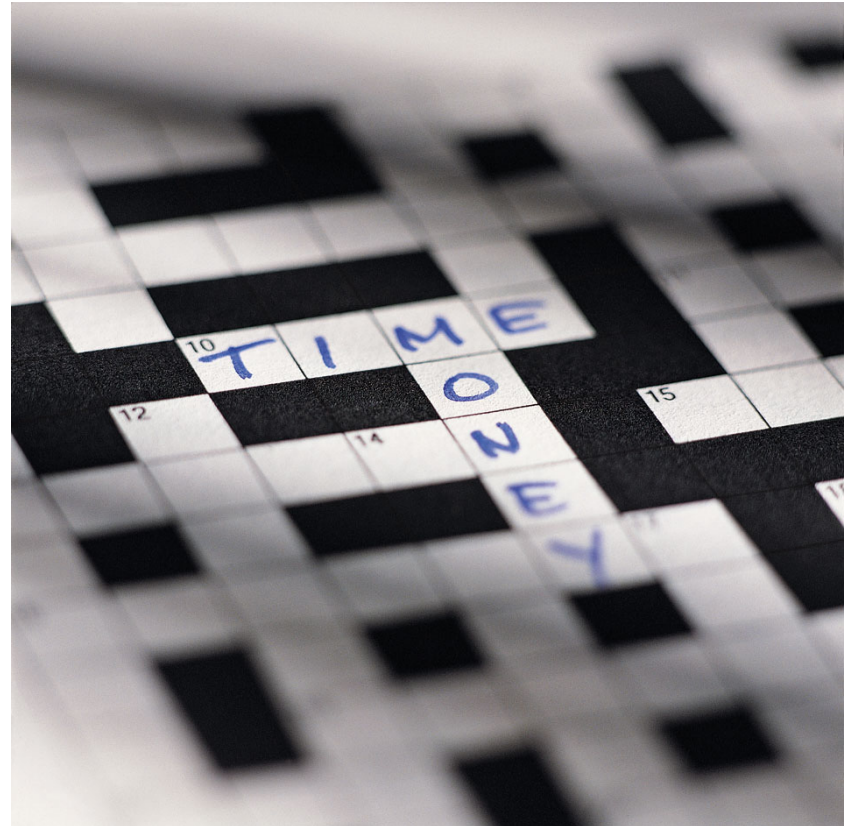
Copyright: NegativeSpace

YouTube Video View Stats

- Nearly 14.5M Views of Battle at Kruger
- Recently featured on ABC's I-Caught
- 14,432 comments
- 16 honors
- 11 video responses
- Video captured in September 2004 in S. Africa's Kruger National Park

Buyers Beware

- Tracking is like solving a crossword puzzle
- *Time is Money*
- Not everyone is good at solving crossword puzzles



Web Analytics Time Crunch

- Agencies, clients, webmasters
 - Be more willing to invest in this as a stand alone service, or job, or resource
 - Be willing to spend time discussing the findings – conversion analysis means nothing without client-side interpretation
 - Having the tool means squat if you're not utilizing the information on a monthly basis, at a minimum

Influence What Your Clients Think



Analytics assists you and your clients in making informed advertising & website marketing decisions

Questions?

- 10 Years: Full service search marketing agency with a focus on tracking & optimizing for ROI
- E-mail
laura@bizresearch.com
- 1-614-846-7560 (EST)
Columbus Ohio
- Visit www.bizresearch.com



Search N Spa™ Series

- President's Club Executive
Search N Spa Series – 8-10 companies
- Next Week: Mackinac Island, The Grand Hotel, Aug 28-31st - we strategize, research and work on improving your organic, paid search, links and social media campaigns; web analytics – 2 spots remaining