

The Business of Web Measurement

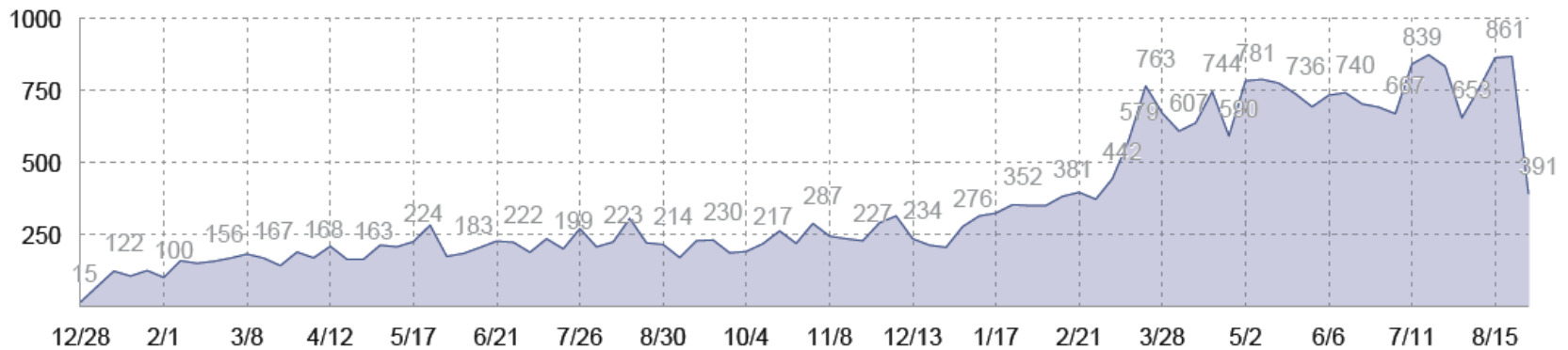
INVESTMENT

RETURN





Real Life, Real-Time, Real Results



MentorMate.com traffic by month

Key Case Studies

1. <http://mentormate.com>

Paid for itself 20 times in 2009

2. <http://spydermate.com>

#1 in Google for “SEO Analysis”

3. <http://loftonlabel.com>

**First month yielded over 15x money
spent on SEM in leads**



Measurement is EVERYTHING...

“Start to finish!”

“Start” doesn’t mean
beginning of work

“Start” means planning!

“Finish” – There is no
finish; the process must be
maintained

Research is the key to planning!

Determine:

Keywords you wish to target

Markets you wish to enter

Research:

Market

Competition

Business Needs

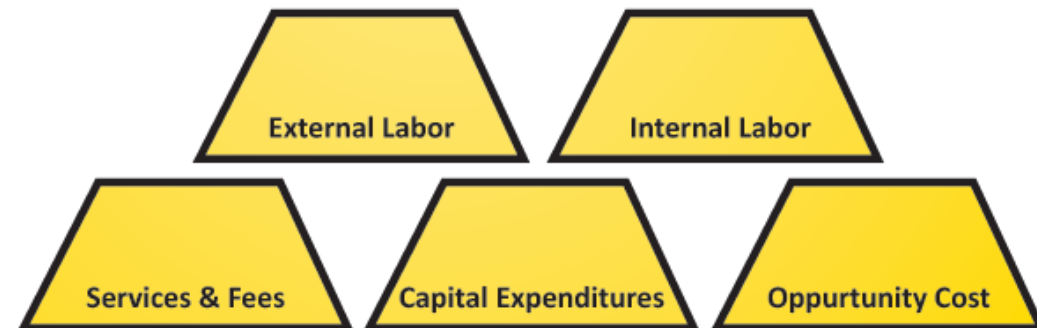
...Everything's Measured Against ROI...

Measure more than cash out

Know your TOTAL cost!

If you don't know what went into your project – you don't know your ROI

TOTAL COST



...Everything's Measured Against ROI...

“Labor Cost” has multiple layers

Need to measure ALL labor

External vendors

Internal employees

Century 21

PERCEIVED
COST



– PRINT PO

ACTUAL
COST

INTERNAL TIME



– VENDOR MANAGEMENT



– CLIENT MANAGEMENT



– CREATIVE



– LIST MANAGEMENT

SERVICES



– LIST VENDOR



– FEDEX



– PRINT PO

OPPURTUNITY LOSS



– LOSS DUE TO TIME



– LOSS DUE TO QUALITY



...And “Everything” Means Conversions

Definition of conversions is specific to your business

As part of planning, do your homework! Know each conversion’s dollar value!

What’s one worth to you? How much does it cost to get one?



Incorrect Methods = Incomplete Data

Incorrect measurement isn't worth your investment

Traffic needs to convert to be worth it

Follow the client/prospect through their entire interaction with your organization

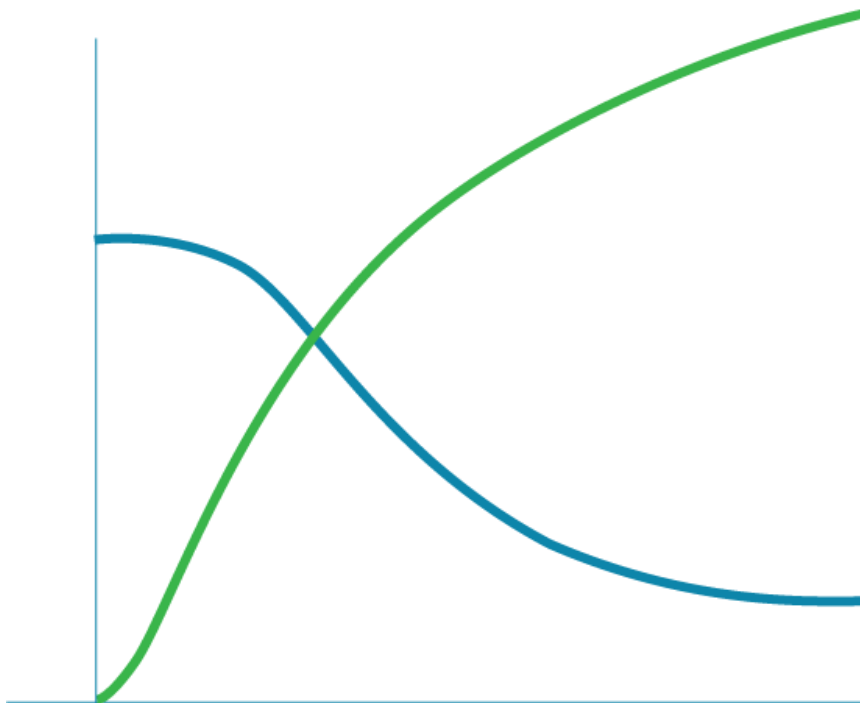
Track competition to optimize your investment

**Pick fights you can win –
Don't bring a knife to a gunfight**

**Don't go up against giants –
vs Microsoft for single words like
"Software"**

**Think locally with longtails –
"Minnesota software development"**

The ROI Goal



<http://www.davidnaylor.co.uk/seo-pricing-and-how-we-work.html>

**Hard cost:
Minimal**

**Return:
Exponential**

**In an ongoing
effort, cost will
decrease while
returns increase**



Ignorance Isn't Bliss, It's Bankruptcy

Nothing's more expensive than not measuring

***Someone* in your field is measuring –
Don't give them the advantage**

Tracking your wins is as important as tracking your losses:

Maximizes dollars

Keep in touch with the market

Know their origins

Know how to get more

Getting Started

What do I need to do to plan?

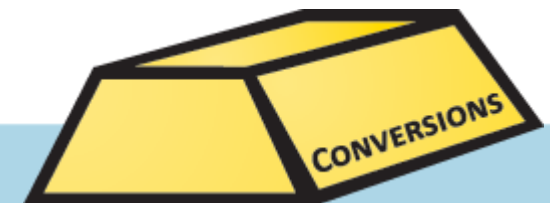
What tools can I use to get there?

What goals should I set?

How do I manage my expectations?

How can I know what my competition is doing?

Once I know, what can I do to edge them out?



Free Tools – Knowing Your Limitations

Alexa (Shows relative popularity by country)



AWStats (Analyzes web server logs)



Compete (Estimates US traffic to web sites)



Google Analytics (“Last Click” Analytics)



Quantcast (Shows demographic information on visitors)



Quarkbase (Overall web site summary)



SpyderMate (Reports overall web site visibility compared to median, also can run your site against your competitors’ sites)




Paid Tools – Maximize Your Investment

CrazyEgg (View a heatmap overlay of your web site) 

ClickTale (Record visitor interaction with your site) 

Mongoose Metrics (phone conversion tracking) 

Omniture (Influence Analytics) 

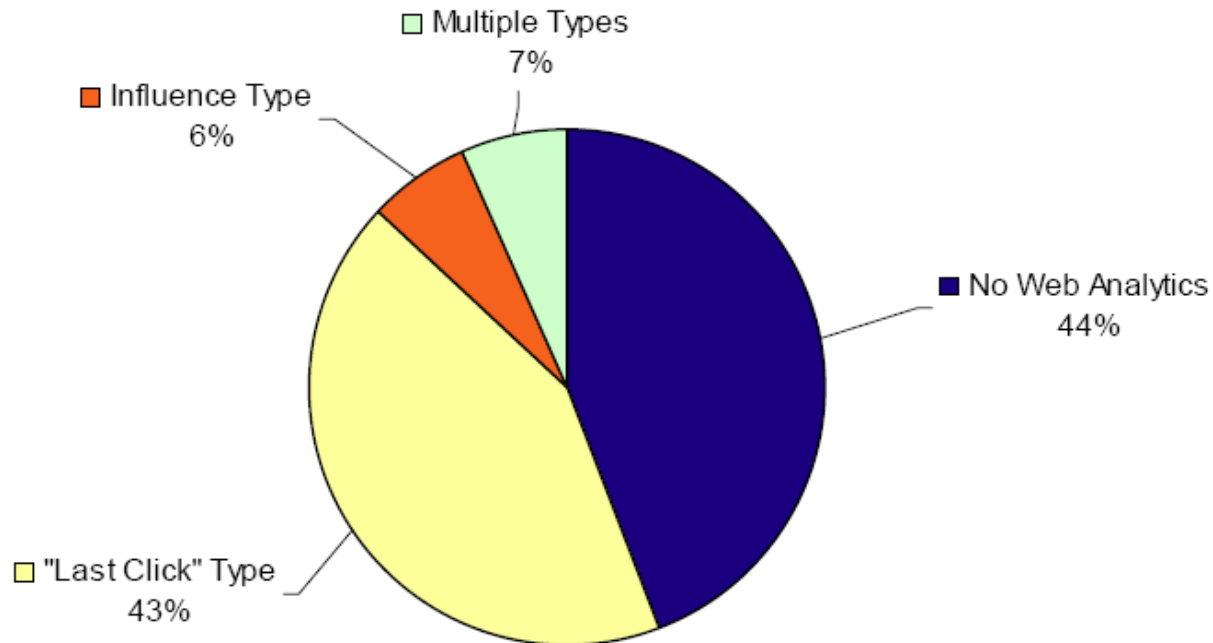
Pingdom (Tracks server uptime and sends immediate SMS and email alerts when server goes down) 

Raven Tools (Suite of Internet marketing tools, including: track keyword search engine rankings, link management/monitoring, social media, competitive research and more)



B2B Web Analytics Usage

Web Analytics Programs Used on B2B Web Sites



* Source: Business.com study of over 27,000 B2B web sites in March, 2009.

Influence vs. “Last Click” Analytics

Influence Analytics:

Tracks all user interaction on your web site leading up to conversion

“Last Click” Analytics:

Tracks only the interaction directly preceding a conversion

Example

1. User browses software product web site & downloads whitepaper
2. User receives newsletter two months later
3. User Googles name, revisits web site & requests software demo

The Benefit

The whole truth versus the convenient truth

Influence vs. Last Click Analytics

Web Analytics Program	Share of B2B Sites Using Web Analytics*	Conversion Attribution Method		
		None	"Last Click"	Influence
Google - All**	82.3%			
Google Analytics	46.4%		X	
Urchin Software by Google	37.5%		X	
Omniture - All**	11.6%			
Omniture SiteCatalyst	9.2%			X
Omniture SiteCatalyst HBX	2.9%			X
WebTrends - All**	5.5%			
WebTrends	3.7%			X
WebTrends On Demand	1.9%			X
Quantcast	4.0%	X		
StatCounter	3.3%	X		
HitsLink	1.4%			X
Yahoo! Web Analytics	1.2%		X	X ("Assist")
Lyris HQ Web Analytics (formerly ClickTracks)	1.0%		X	X (optional)
Coremetrics Analytics	0.9%			X
Other	5.4%			

* Sum exceed 100% as some web sites use multiple web analytics programs

** Unduplicated share

Source: Business.com, Inc.

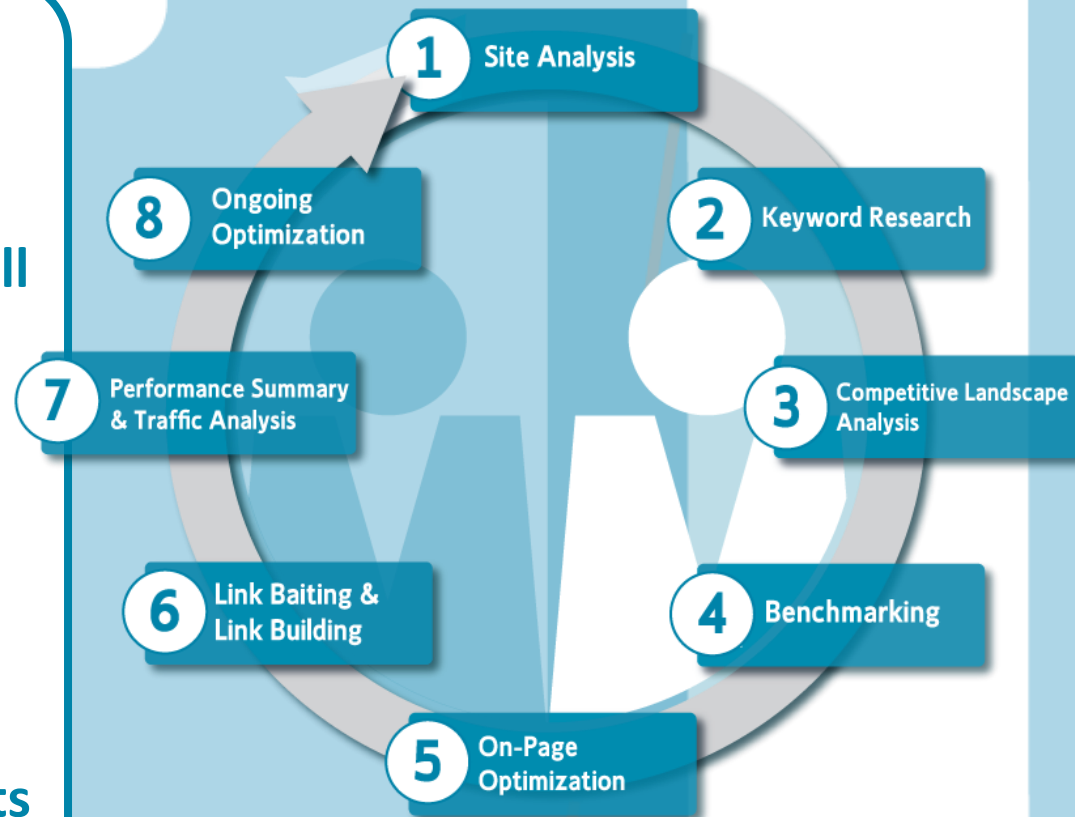
Measuring is a **PROCESS**, not a Project

Not a one-time endeavor

Is your site optimized for success? Measurement will tell the story.

Monitoring monthly/weekly/daily shows what's converting and what's not

Trial and error → better results and greater ROI



Key Performance Indicators (KPI)

Four levels of KPIs

Critical: Cornerstones – You can't succeed without

Primary: Steer strategy – Without them, it's a shot in the dark

Secondary: Pay attention, but not critical; support primary and strengthen your campaign

Irrelevant: Don't believe everything you hear

Critical KPIs = Forms of Conversion

Forms of Conversion

- Contact submission form
- Request for Demo
- Call via web site phone #
- eCommerce sale
- Registration/Subscription
- Whitepaper Sign Up
- Newsletter Sign Up

Important to Track

- Cost per conversion
 - SEO (more difficult to track, better ROI)
 - PPC (easier to track, worse ROI)
- ROI
- Results vs Total Cost

NEED to be addressed on an ongoing basis in order to maximize your investment

Primary KPIs

Absolute unique visitors –
How many unique IP addresses visited my site this month?

Impressions
How many times was my site viewed total this month?

Bounce rate
How long do users stay on my site?

Keyword-driven searches
Should be non-branded
(Don't include company name)

Compatibility for all users
Operating System
Windows, Mac, etc.
Browser
Firefox, IE, Chrome, Safari, etc.
Device
Mobile web

The Noisy Data

Secondary

Brand-driven search traffic (Searches by your company name)

Already know you or via referral

Concept doesn't apply to enterprise brands, but...

They don't need Measurement 101 anyway

Time on site

Top landing pages

Top exit pages

Irrelevant

Hits – One of the most commonly misused terms
(Each downloaded element counts as a hit)

Think Before You Act

Building is NOT the first step! Ask questions!

Audience – Who am I targeting?

Conversions – How do I define and quantify success?

Automation – How do I streamline measurement?

Prioritize – How do I segment my most valuable visitors?

Example: Non-branded search visitors, then segment further to conversions

Segmenting by conversions is the most important – Know how and why they got there!

Building Your Site To Be Measured

- I. Build or re-build the web site
 1. Crucial to keep SEO in mind
 - a. <http://mentormate.com/seo-presentation.pdf>
 2. Set up automated form(s) of conversion
 3. Install Analytics software
 - a. Mandatory, even on limited budget – Google Analytics is free
 - b. Track automated form(s) of conversion
 - c. Create custom visitor segments
 - d. Filter out internal web traffic (Don't want to track yourself)

Conclusion

