

# WHAT I TRACK TO MEASURE BLOGGING & SOCIAL MEDIA “SUCCESS”

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**“If you can’t measure it,  
you can’t manage it.”  
- Peter Drucker**

## WHAT I TRACK TO MEASURE "SUCCESS"

- If you're blogging and using social media as a financial advisor, you have certain goals...
  - Attract prospects who might do business with you
  - Engage with your readers/followers/prospects
  - "Compel" them to take the next step to action
- How do you know if you're making progress?

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## WHAT I TRACK TO MEASURE "SUCCESS"

Google Analytics

Anywhere. Anytime.



[www.google.com/analytics](http://www.google.com/analytics)

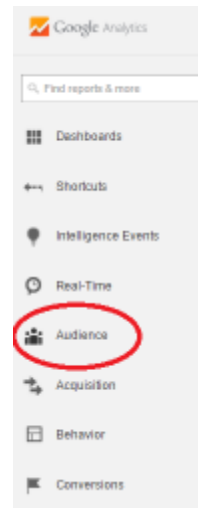
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Audience**
  - How many Users?
  - How many Sessions?
  - How many Pageviews?
- What is your Bounce Rate?
  - And Pages/Session?



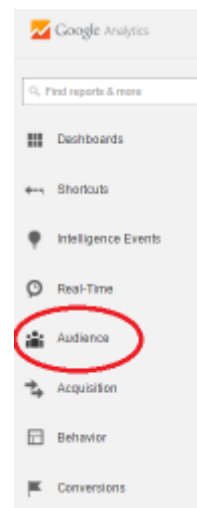
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Audience Insights
  - Is your user count growing?
    - *When* do they visit throughout the week?
  - Do they look around your site?
    - Can you reduce bounce & increase Pages/Session?



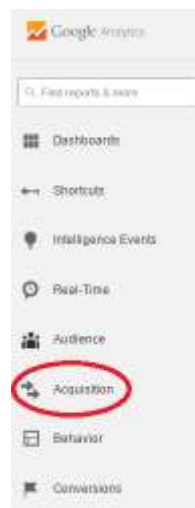
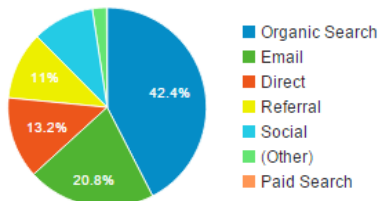
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Acquisition**
  - Where is your traffic coming from?



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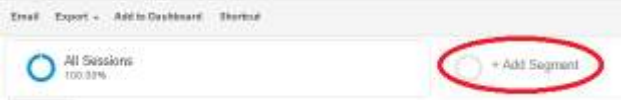
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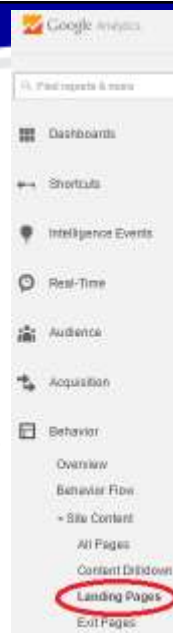
## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Acquisition**
  - Filter by Organic Traffic

### Landing Pages



- What pages are visitors landing on?
  - Are some pages more engaging?



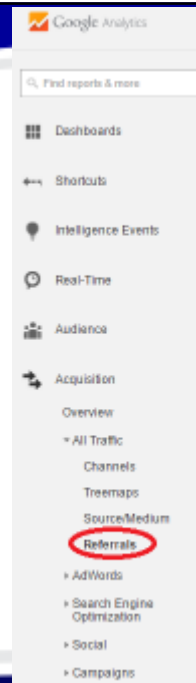
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Acquisition**
  - Who is referring you traffic?
    - Is it 'quality' traffic?
      - Bounce rate? Pages/session?
  - What can you do to improve this?
    - Especially since inbound links tie to SEO!



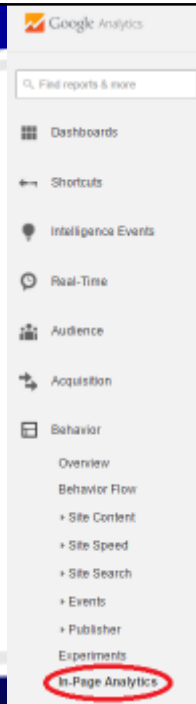
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **In-Page Analytics**



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## WHAT I TRACK TO MEASURE “SUCCESS”

- Create a **dashboard**
  - Save reports that are helpful



- One central place to check your “key” website stats
  - Monthly/weekly/daily!

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**Now you're familiar with  
your website traffic...  
But what do you want them to *do*?**

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## WHAT I TRACK TO MEASURE "SUCCESS"

- Creating a Call To Action (CTA)
  - If someone actually *likes* your website and what they see, what do you want to see them do next?
    - Contact you through the website?
    - Sign up for your email list?
  - Do you have tools to help them *do* this?
    - [www.SumoMe.com](http://www.SumoMe.com) 
    - [www.LeadPages.net](http://www.LeadPages.net) 

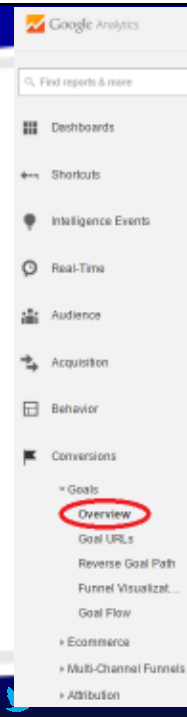
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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Goals**
  - Admin → View → Goals
    - Create Destination Goals
      - Tied to a landing page for desired outcomes!
        - Completing Contact Form
        - Signing up for Email list?
    - Add ?form=sourcename to completion URLs to track source?



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## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Goals**

Goal Completion Location	Almost Finished (Goal 1 Completions)	% Almost Finished (Goal 1 Completions)
1. /almost-finished/?utm=slide_up	2,928	42.33%
2. /almost-finished/?utm=detail	1,036	15.01%
3. /almost-finished/?utm=home_sidebar	836	12.09%
4. /almost-finished/?utm=help_center	734	10.61%
5. /almost-finished/?utm=desktop_sidebar	566	8.22%
6. /almost-finished/	301	5.07%
7. /almost-finished/?utm=home_footer	147	2.13%
8. /almost-finished/?utm=forward_email	64	0.93%
9. /almost-finished/?utm=weekly_reading_signup	35	0.51%

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Google Analytics navigation menu. The 'Overview' option under the 'Goals' section is circled in red. Other options include Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition, Behavior, Conversions, Goal URLs, Reverse Goal Path, Funnel Visualizat..., Goal Flow, Ecommerce, Multi-Channel Funnels, and Attribution.

## WHAT I TRACK TO MEASURE "SUCCESS"

- Looking into your Google Analytics **Goals**
  - Once you can see your *conversion rates* you can begin to make changes
  - Welcome to A/B testing!

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## WHAT I TRACK TO MEASURE “SUCCESS”

- Ultimately connect to your *sales* process
  - Tracking your “sales pipeline” process
    - Prospects making inquiries?
    - First call/meeting?
    - Second meeting?
    - Closed (or the reason why not?)?



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- Peter Drucker

Once you’re measuring it,  
you can work on improving it!

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# QUESTIONS?

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