ESSENTIAL MARKETING METRICS
Beyond the Fluff

Pinpointe

Target. Deliver. Measure.

ESSENTIAL MARKETING METRICS - BEYOND THE FLUFF

If you are looking for an analytics tool to help you measure your online marketing, then you're in luck. There are hundreds, if not thousands that measure various online marketing strategies. Heck, there are hundreds that you can use just help you measure your Twitter activity. But the question is, which metrics are just for show and which ones actually affect your bottom line? In this guide, we're going to explore popular metrics for different avenues of online marketing, whether they matter for your business, and the one metric that rules them all.
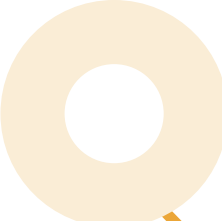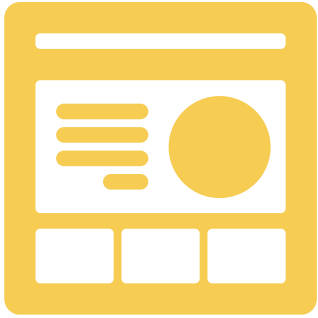
WEBSITE

Website metrics are probably the most visited on a day-to-day basis by marketers and business owners alike. Most will be able to quickly tell you the average number of visits their website receives within a month, or that they are actively trying to improve their bounce rate. Are they just vanity metrics, or can they be valuable? Let's dig in to the most popular metrics of a website as a whole.

VISITS

Traffic is important - without it, most businesses wouldn't function. Focusing on the number of visits you receive in any given month isn't the important part of this metric. What you should monitor is the trends in your traffic. Are there particular low or high trends that are unexplained? Especially when compared to a previous period's traffic?

For low trends, you will want to find out whether these are related to a site outage, change in traffic from a top referral source, suspension of an ad campaign, missed newsletter distribution, or other cause. For high trends, you will want to find out if your business was mentioned by a major media outlet or blogger, if a particular ad or email campaign worked like magic (so you can repeat it), or other cause.

By looking at what causes major shifts in your number of visits, you can identify potential problems before they get worse. You can also find rewarding strategies and see if there is a way to replicate them for further success.

By looking at what causes major shifts in your number of visits, you can identify potential problems before they get worse.

NEW VS. RETURNING VISITORS

Analyzing your new vs. returning visitor numbers can tell you if you are retaining the traffic you acquire. It's not a perfect number because, depending on the analytics program you are using, a visitor could be counted as new each time they visit if they clear their cookies in between. But it could help you see whether you are actually capitalizing on your traffic and giving them a reason to return.

Count of Visits	Visits	Pageviews
1	838,604	1,139,253
2	86,460	143,693
3	33,444	57,624
4	19,143	32,685
5	12,922	22,024
6	9,571	16,167
7	7,458	12,537
8	6,131	10,294
9-14	22,206	37,466
15-25	18,136	30,842
26-50	15,704	27,167
51-100	9,451	18,005
101-200	6,042	12,615
201+	9,664	14,567
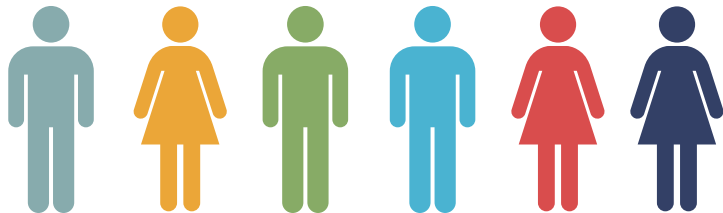
If you aren't turning new traffic into repeat traffic, then you may want to think of ways to make people want to return to your website. This can include everything from the promise of new content to turning visitors into social media followers or email list subscribers with the intent of marketing to them so they will return to your website again.

BOUNCE RATE

Bounce rate (as defined in Google Analytics) is the number of people who visit one page of your website and leave without interacting with it. A high bounce rate means that people come to your website, look at the page they landed on, and then leave.

This metric can be tricky for some businesses. For example, if your main goal for your website is for people to call your 800 number to place an order, people could be leaving your website after jotting down your phone number. In this case, assuming you are getting lots of phone calls, a high bounce rate may not be a bad thing.

On the other hand, if you have an online store where people are coming to your homepage and leaving quickly, then a high bounce rate could mean a loss of potential sales.

Make sure your navigation from page to page is clear enough that visitors can find what you want them to.

If you do notice your website has a high bounce rate, you can take measures to improve it. Sometimes it can be something as simple as making sure the content on each page of your website satisfies visitors from search when they reach the page using a particular keyword phrase. Also, make sure your navigation from page to page is clear enough that visitors can find what you want them to. If someone is researching a purchase from your website and your competitors, and they can't see a link to your pricing page immediately, they might stick with your competitors and bounce right off your homepage or another landing page on your website.

CONTENT

If your business relies on content marketing, then there are several metrics that you might focus on. Here are the ones that count and whether you can use them to improve your business.

TOP LANDING PAGES

In Google Analytics under the Content section, you can find a section that shows you your top landing pages, or the top pages on your website where the most visitors start their journey. Note that this is not landing pages in the sense of squeeze pages or sales **landing pages optimized to convert**, but just the pages that the most people enter your website upon.

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	1,094,936 % of Total: 100.00% (1,094,984)	1.44 Site Avg: 1.44 (0.00%)	00:01:26 Site Avg: 00:01:26 (0.00%)	76.59% Site Avg: 76.48% (0.14%)	78.79% Site Avg: 78.78% (0.00%)
1. /	188,535	2.14	00:03:05	65.76%	54.19%
2. /new-facebook-timeline-profile-privacy-settings-news-feed.html	34,714	1.10	00:00:27	93.16%	91.88%
3. /thesis-vs-genesis-comparing-premium-wordpress-themes.html	28,377	1.21	00:01:06	84.48%	87.57%
4. /social-sharing-buttons-in-single-post-templates.html	19,771	1.14	00:00:47	85.49%	91.29%
5. /twitter-lingo-tips-twitter-facebook-users.html	18,698	1.12	00:00:30	86.06%	92.63%

Why are your top landing pages important? If you view the bounce rate column, you can find the ones that are receiving a lot of traffic, but also a lot of bounces. If you see a high bounce rate on a page that tells people to call you for more details, then that's fine. For the rest, you need to look at ways to encourage people to stay on your site or complete a call to action, such as a mailing list opt-in or sale.

To lower your bounce rate on the top landing pages of your website, you can do the following:

- Find out what keywords people search to land on that page. Make sure the content on those landing pages relate to the keywords or keyword phrase.
- Make sure there is a strong call to action on each landing page, whether it is something that directs people to your online store or gets people to opt-in.
- Make sure there are internal links on each landing page to ensure that visitors will keep browsing through your site.

In addition, if some of your top landing pages have outdated content, be sure to update that content so that visitors won't automatically exit simply because the date stamp is a year or two old.

SOCIAL SHARES

Social shares can show that your content is well received amongst the masses. Assuming that you are not buying tweets or likes, then you can gauge your content's popularity using the number of tweets, likes, +1's, and other shares it receives.

WordPress users can invest in a plug-in called Social Metrics Pro **(www.socialmetricspro.com)**. This plug-in will tally up the social shares each of your posts receive and put it into a sortable, exportable table. You can use this to quickly find out which pieces of content have the most social popularity, and thus make sure you keep creating content that your audience loves to share.

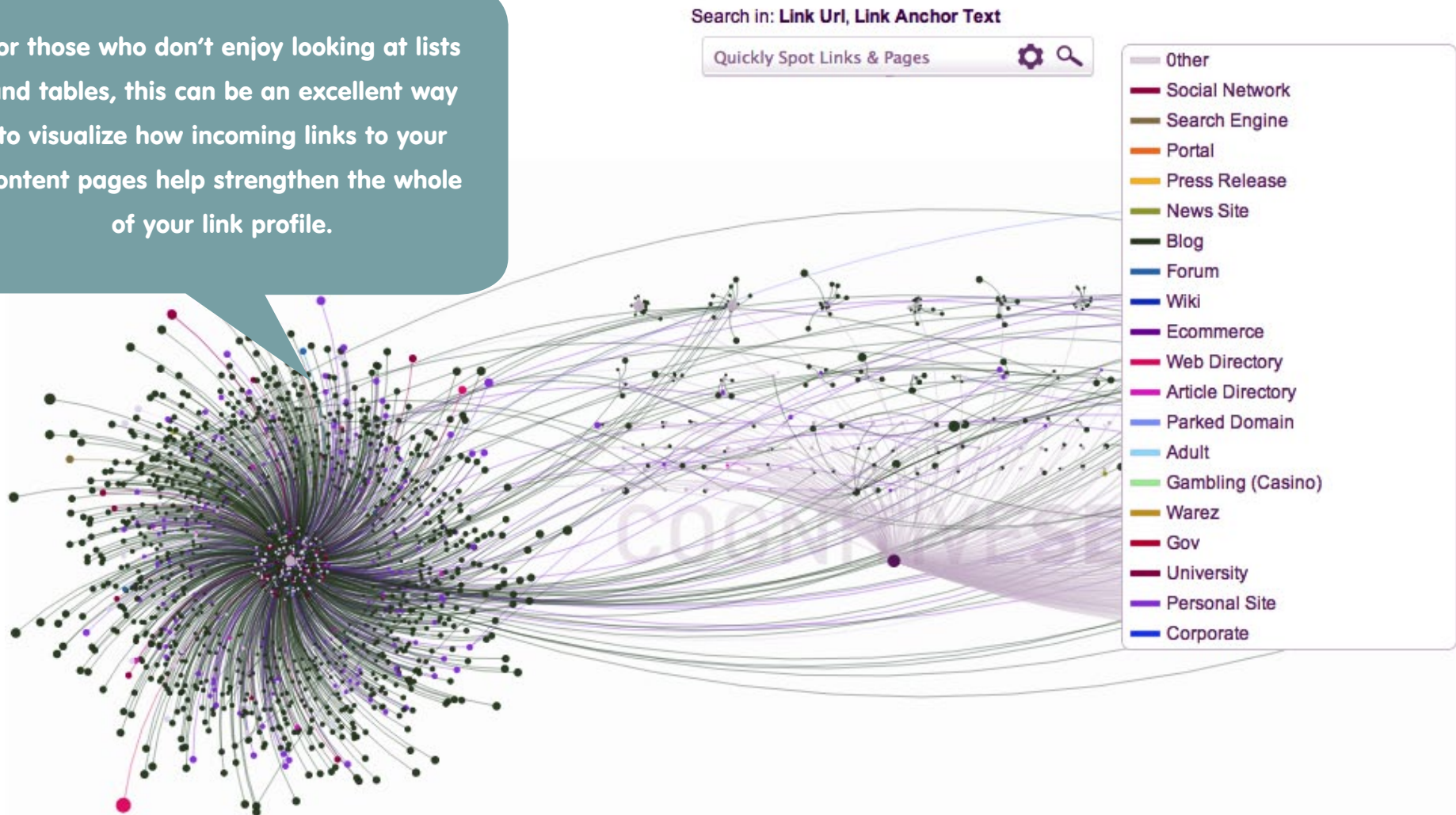| Title	Twitter ▼	Facebook	Google +1
10 Premium SEO Tools That You Can Try for Free (or Cheap)	2347	120	157
How to Contact Facebook, LinkedIn, Twitter, and Other Social Networks	714	730	350
Google Reader Alternatives: 3 Web Based RSS Readers to Manage Your Subscriptions	519	305	126
7 Advanced Social Media Marketing Strategies	429	60	38
How to Get Testimonials for Your Business or Blog Using Twitter for Social Proof	330	325	161

INCOMING LINKS

Links will always be important to your website's rankings in search. In addition to figuring out which pieces of content are shared most often on social networks, you will want to find out which pieces of content are linked to most often. One tool that can help is CognitiveSEO **(www.cognitiveseo.com)** - you can enter your website's domain and analyze a list of the pages on your website with the most incoming links or use their visual explorer to see link clusters going to your main domain and the most popular content.

For those who don't enjoy looking at lists and tables, this can be an excellent way to visualize how incoming links to your content pages help strengthen the whole of your link profile.

Search in: **Link Url, Link Anchor Text**

Quickly Spot Links & Pages

- Other
- Social Network
- Search Engine
- Portal
- Press Release
- News Site
- Blog
- Forum
- Wiki
- Ecommerce
- Web Directory
- Article Directory
- Parked Domain
- Adult
- Gambling (Casino)
- Warez
- Gov
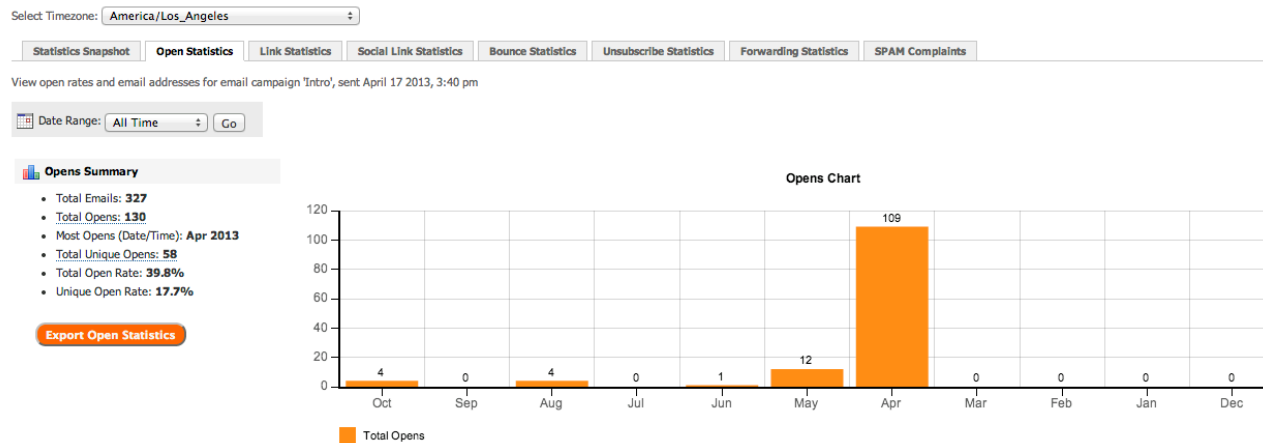- University
- Personal Site
- Corporate

EMAIL

Serious email marketers focus on a variety of metrics to determine the success of a particular campaign. Here are three metrics that many focus upon, and why they matter - or don't.

1 – OPEN RATE

Have the **new Gmail tabs** affected the number of people who are receiving your email marketing messages? A change in open rate would certainly give the answer. The open rate is also a good indicator of whether a subject line was effective or not, as this is usually what determines whether a person will be intrigued by the content of your email.

Email Campaign Statistics for "Intro"

Select Timezone: America/Los_Angeles

| Statistics Snapshot | Open Statistics | Link Statistics | Social Link Statistics | Bounce Statistics | Unsubscribe Statistics | Forwarding Statistics | SPAM Complaints |

View open rates and email addresses for email campaign 'Intro', sent April 17 2013, 3:40 pm

Date Range: All Time | Go

Opens Summary
- Total Emails: **327**
- Total Opens: **130**
- Most Opens (Date/Time): **Apr 2013**
- Total Unique Opens: **58**
- Total Open Rate: **39.8%**
- Unique Open Rate: **17.7%**

Export Open Statistics

Opens Chart

	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec
Total Opens	4	0	4	0	1	12	109	0	0	0	0

When comparing stats from multiple email campaigns and A/B testing, you should take notes on different variables such as the subject line copy, day of the week, time of day, and segments an email was sent to. This can help you optimize your email campaigns for success.
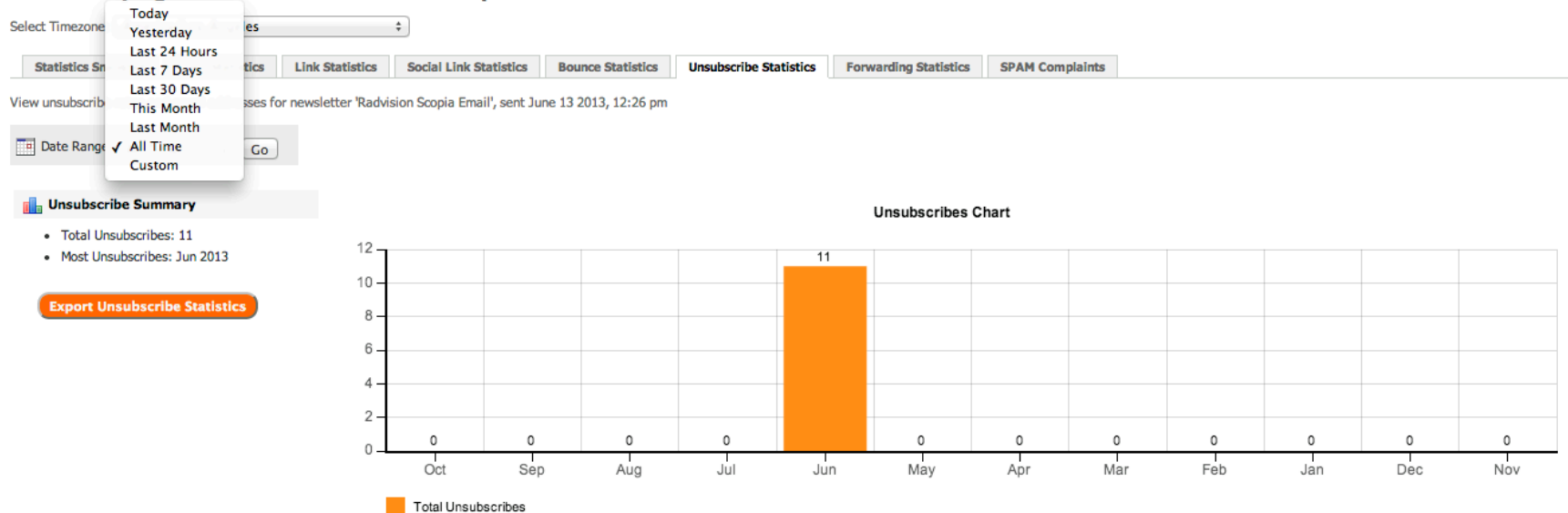
2 – CLICKS

The main goal (for most business emails) is to encourage recipients to click through to your website. Looking at just the number of clicks a particular email has received is not enough - you want to know whether people are more likely to click on a text link in the beginning of the message, a banner in the bottom, or a social icon in the header. So don't just stop at clicks. Find out exactly what gets people excited about clicking so you can further optimize your emails to drive traffic back to your website.

3 – UNSUBSCRIBES

No one wants to think about them, yet it's important to analyze which email messages result in the most unsubscribes. While a small number of unsubscribes per email is common, if you notice a spike on a particular email campaign, you will want to analyze it to see why people unsubscribed.

Email Campaign Statistics for "Radvision Scopia Email"

Select Timezone [es]

| Today |
| Yesterday |
| Last 24 Hours |
| Last 7 Days |
| Last 30 Days |
| This Month |
| Last Month |
| ✓ All Time |
| Custom |

Statistics Sm tics   Link Statistics   Social Link Statistics   Bounce Statistics   **Unsubscribe Statistics**   Forwarding Statistics   SPAM Complaints

View unsubscrib sses for newsletter 'Radvision Scopia Email', sent June 13 2013, 12:26 pm

Date Range   [Go]

Unsubscribe Summary

- Total Unsubscribes: 11
- Most Unsubscribes: Jun 2013

Export Unsubscribe Statistics

Unsubscribes Chart

	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov
	0	0	0	0	11	0	0	0	0	0	0	0

Total Unsubscribes

Was this email sent too closely to another? Was it the fifth email in a line of sales emails for a particular product that people might not be interested in? Were there more links in the email? Did you add a new sponsor? Think about anything that is different in this email from previous ones to see if you can pinpoint a possible strategy that you should not repeat in the future.
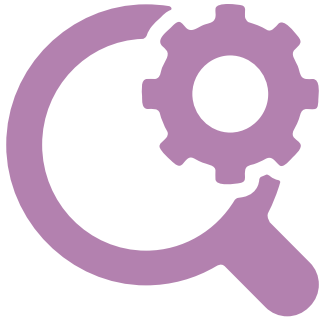
SEARCH

If you talk to a search engine marketer, you're likely to hear about a ton of different metrics when it comes to your website and to your competitors. The following are the most popular and how they affect your business.

KEYWORD RANKINGS

Keyword rankings are probably one of the more important metrics when it comes to organic search marketing. If you aren't ranking for your business's main keyword phrases on the first page, you aren't going to get much traffic from search engines for those phrases. Anytime you are actively working on search engine optimization, you should see your keyword rankings preferably improving, or at least maintaining if you are already in a good spot on the first page of search results.

To monitor your keyword rankings, you can use tools like Authority Labs **(www.authoritylabs.com)**. This tool allows you to log in and view your current keyword rankings. You can also click through to see how your website has been performing with a particular keyword since you started monitoring it.

You can also try Whoosh Traffic **(www.wooshtraffic.com)**. This tool will allow you to login and check your keyword rankings as well as receive daily ranking updates via email. What you will want to watch out for in particular with your keyword rankings is a sharp decline. While it is common to see small fluctuations on a regular basis, if you see one or more of the main keywords you focus upon drop dramatically, it can be

an indicator that you have been affected by a major Google algorithm change or penalized by Google for suspicious search engine optimization strategies. Tools like the Fruition Penalty Checker **(www.fruition.net/ google-penalty-checker-tool)** can help you quickly identify whether or not your website has been affected negatively by Google.
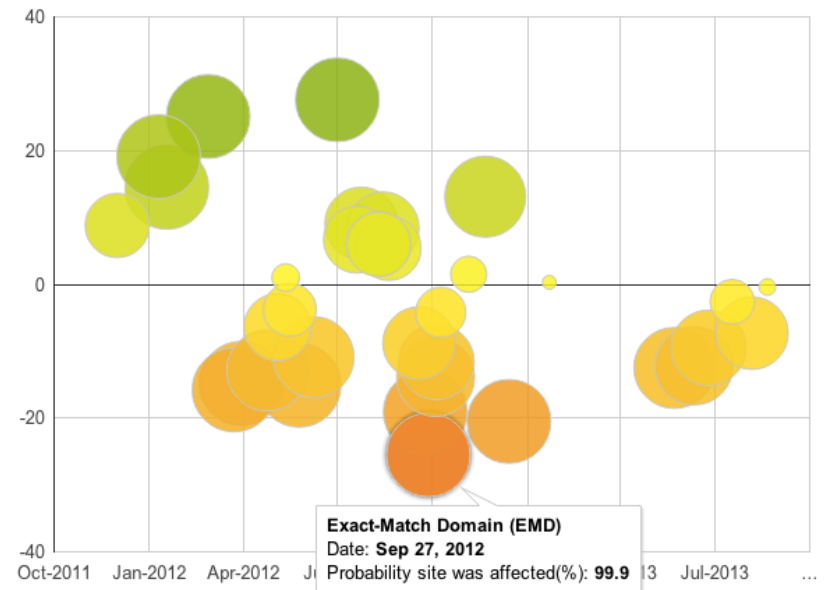
You can use this tool to find out when your website was affected and what specific algorithm change (if any) caused it. Then, you can research that specific algorithm change to find out what you can do to repair your website's reputation on Google.

BACKLINKS

The number of backlinks a website has can be misleading. One website could have 10,000 low-quality backlinks whereas another website could have 100 high-quality backlinks. The one that ranks higher would really depend on a lot of factors including keyword optimization of the anchor text, possible Google penalties of low-quality links, and the on-site optimization of both websites.

backlink

/ˈbak͵liNGk/

noun   COMPUTING
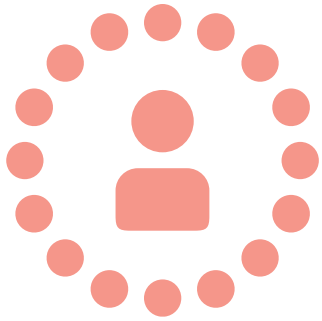
plural noun: **backlinks**

1. an incoming hyperlink from one web page to another website.
   "the more backlinks you have pointing back to your site, the more popular it will be"

The main thing you want to know about your own backlinks is not the quantity, but the quality. Whether you outsource your link building activities or have them performed in-house, don't let the reporting only show a number of backlinks attained. Make sure that the reporting includes where the backlink is from, why it is relevant to your business, and how much traffic the website linking to yours receives. Although the latter detail is not commonly reported by SEOs, it can be useful to determine how authoritative the website really is.

DOMAIN & PAGE AUTHORITY

Download MozBar (www.moz.com/tools/seo-toolbar) and check any website you are visiting (including your own) for Domain Authority, Page Authority, and other on-site optimization details.

Google PageRank was a numerical rating from 1 to 10 given to websites, once used religiously to measure the authority of a page you receive a backlink from. Since Google has seemingly stopped updating Google PageRank, the new popular metric to rank a website's authority is Domain and Page Authority. This metric, measured by Moz **(www.moz.com)** (formerly SEOmoz) is a score from 0 to 100 that says how likely a domain / page will rank in search based on number of incoming links, MozRank (determined by number of quality of incoming links), and MozTrust (determined by authority of incoming links).

This is another good metric to use when evaluating the strength and quality of a backlink. You can also use it to measure your own website's strength and backlink profile. So long as your website's domain authority continues to rise, your search engine optimization campaign is going in the right direction. To quickly check your domain authority, visit Open Site Explorer **(www.opensiteexplorer.org)** and enter your domain.

SOCIAL

When it comes to social media marketing, there are tons upon tons of analytics tools that will help you measure a variety of metrics. The three most measured and talked about are as follows.

FANS & FOLLOWERS

The number of fans and followers your business has is important, assuming you or your agency has not resorted to buying fans and followers for your social accounts. While it's easy to compare yourself to a competitor and wonder why you have 10,000 followers when they have 100,000, the actual number isn't always the most important.

First of all, you want to look at trends. If your business is increasing in popularity, it should be increasing in fans and followers as well. Tools like TwitterCounter **(www.twittercounter.com)** can help you see your Twitter account's growth in followers over time.

Sharp changes, such as a drop in followers, can indicate potential issues. Sometimes they are out of your control, such as Twitter pruning accounts they consider inactive or bots. Others, they could be within your control, such as whether you posted a tweet that might have offended your active followers. Be sure to revisit your activity on the date of any major shift in follower count to see if there is a message you should - or should not - consider sharing again.

More important than your number of followers, you should be tuned into if they have engaged with your business.

ENGAGEMENT

You could have a million followers, but if they are not engaged with your business, then they are not necessarily valuable beyond just being a number. Engagement can be measured by the number of interactions people make with your status updates and posts - likes, retweets, shares, +1's, and comments. You can measure these using Facebook Insights and social media management tools like:

- HootSuite **(www.hootsuite.com)**

- Buffer **(www.bufferapp.com)**

Post Reach ›

45,494 Total Reach
▲ **32.1%** from last week

41,905
Post Reach
▲ **24.5%**

━ This week
━ Last week

Thu Fri Sat Sun Mon Tue Wed

Engagement ›

1,008 People Engaged ⓘ
▼ **3.7%** from last week

267
Likes

5
Comments

5
Shares

1,121
Post Clicks ⓘ

> Engagement can be measured by the number of interactions people make with your status updates and posts.
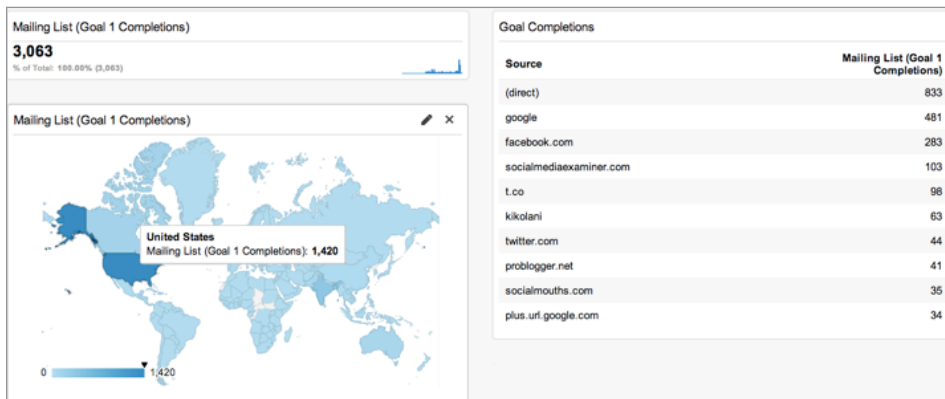
THE MOST IMPORTANT METRIC

If you were to only choose to measure one particular metric throughout your entire marketing campaign, what should it be? The answer is simple. Conversions.

Tracking conversions is the key to discovering online marketing ROI. Conversions are the most important metric because they tell you what makes the biggest impact on your business. If you are tracking conversions, you can find out:

- The landing pages lead to the most conversions.

- The website referrals amount to the most conversions.

- The organic and paid keywords have the highest conversions.

- The social networks drive traffic that lead to conversions.

This can help you determine what online marketing strategies you should focus more or less upon. For example, if one of your goals is to collect opt-ins, you can add it as a goal in Google Analytics **(https://support.google.com/analytics/answer/1032415?hl=en)**, an event in KISSmetrics **(http://support.kissmetrics.com/tutorial/event-library-tutorial/events-url-tutorial.html)**, or whatever analytics program you use.

Mailing List (Goal 1 Completions)		
3,063		
% of Total: 100.00% (3,063)		

Goal Completions	
Source	**Mailing List (Goal 1 Completions)**
(direct)	833
google	481
facebook.com	283
socialmediaexaminer.com	103
t.co	98
kikolani	63
twitter.com	44
problogger.net	41
socialmouths.com	35
plus.url.google.com	34

Mailing List (Goal 1 Completions)

United States
Mailing List (Goal 1 Completions): 1,420

0 _____ 1,420

Once set up, you can find out if your video opt-in pages convert more visitors into opt-ins than your text-based opt-in page. Or you can find out if visitors coming to your site by searching for your business name convert more visitors into opt-ins than your optimized keyword anchor text. These discoveries can be the most valuable in making sure you are using your marketing dollars wisely.

What metrics does your business focus on most, and how do you measure them? Please share in the comments!

MARKETING ANALYTICS TOOLS

Mentioned in this White Paper

EMAIL MARKETING

Pinpointe – www.pinpointe.com

Tracks your email marketing campaign results with Google Analytics and gives you comprehensive activity reports for all of your email marketing campaigns.

SOCIAL SHARE

Social Metrics Pro – www.socialmetricspro.com

A plug-in for WordPress users that tallies up the social shares each of your posts receive and puts it into a sortable, exportable table.

INCOMING LINKS

CognitiveSEO – www.cognitiveseo.com

Enter your website's domain and analyze a list of the pages on your website with the most incoming links or use a visual explorer to see link clusters going to your main domain and most popular content.

DOMAIN & PAGE AUTHORITY

MOZ Bar (on moz.com) – www.moz.com/tools/seo-toolbar

Check any website you are visiting (including your own) for domain authority, page authority, and other on-site optimization details.

Open Site Explorer – www.opensiteexplorer.org

Enter your domain to quickly to check your domain authority.

FANS & FOLLOWERS

TwitterCounter – www.twittercounter.com

Helps you see your Twitter account's growth in followers over time.

KEYWORD RANKINGS

Authority Labs – www.authoritylabs.com

Allows you to log in and view your current keyword rankings and click through to see how your website has been performing with a particular keyword since you started monitoring it.

Whoosh Traffic – www.wooshtraffic.com

Allows you to login and check your keyword rankings and receive daily ranking updates via email.

Fruition Penalty Checker –
www.fruition.net/google-penalty-checker-tool

Helps you quickly identify whether or not your website has been affected negatively by Google.

FACEBOOK INSIGHTS & SOCIAL MEDIA MANAGEMENT

HootSuite – www.hootsuite.com

Provides a dashboard to manage and measure your social networks.

Buffer – www.bufferapp.com

Shares your content at the best possible times throughout the day so that your followers and fans see your updates more often.

Pinpointe
Target. Deliver. Measure.

ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization. Pinpointe offers top-notch resources like **informative webinars** and a **marketing tips blog** that helps you to get the most out of your email marketing efforts and become a successful marketer.

TRY PINPOINTE FREE
Try It Now - Click Here

Create & Send Email Campaigns

Send 1,000 Emails for Free

No Risk, No Credit Card Required

CONTACTING PINPOINTE

Pinpointe sales and support are available from 8am to 8pm PST, M-F.

Phone: (800) 557-6584 or (408) 834-7577, Option #2

General Information: info@pinpointe.com

Sales: sales@pinointe.com

Twitter (Daily Tips): @Pinpointe

Facebook: www.facebook.com/Pinpointe

LinkedIn: www.LinkedIn.com/company/Pinpointe

Marketing Tips Blog: http://www.pinpointe.com/blog