



The Visible FirmSM

Online Workshop:

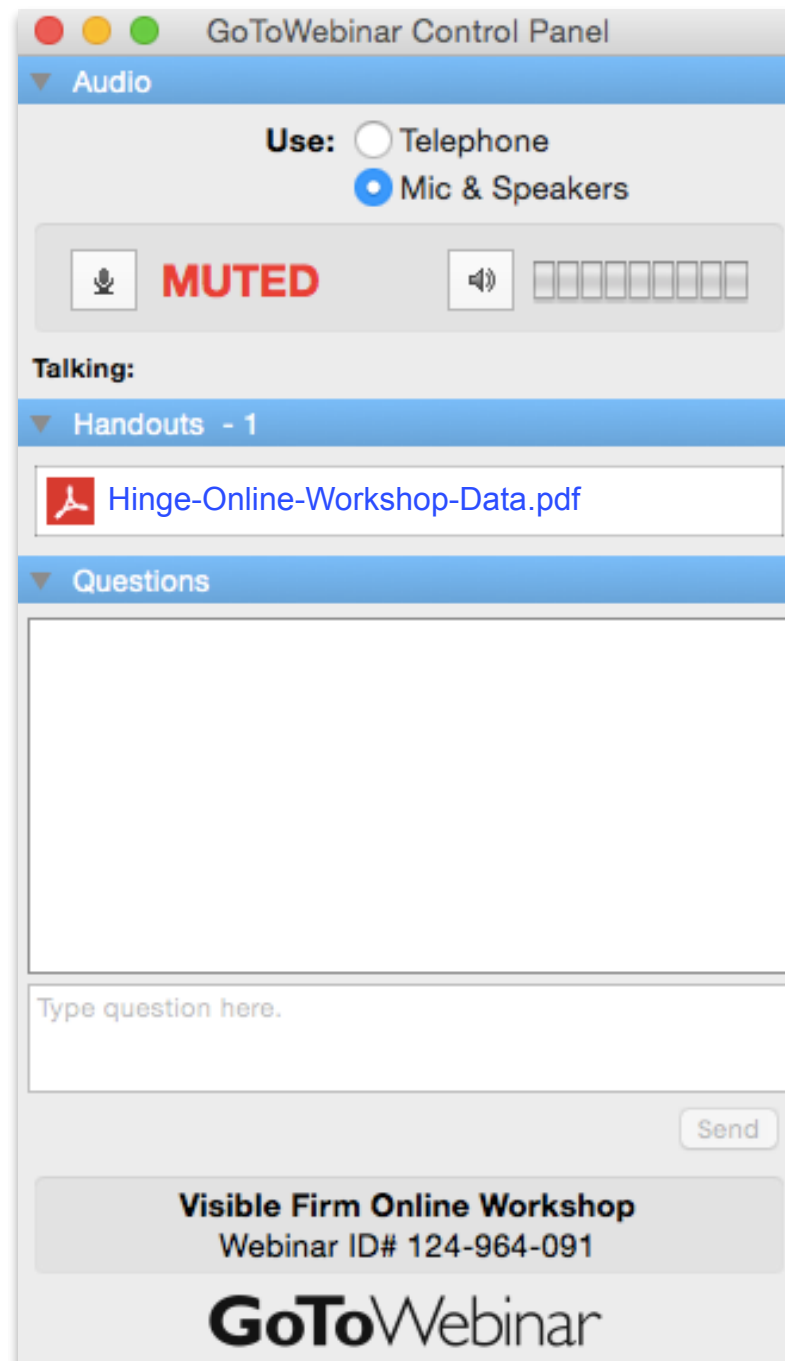


Track Your Data,
Optimize Your Results



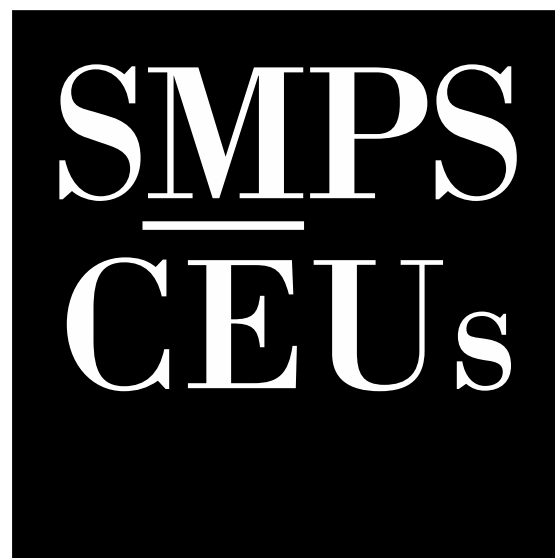
 Hinge UNIVERSITY

Download Today's Worksheet



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4. Receive Certificate of Completion after attending webinar
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Workshop Instructor



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The Visible Firm

A firm that has attained high visibility and a reputation for expertise in their industry niche.

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

What We'll Cover Today

- ① **Understanding Your Data**
- ② **Visibility Metrics**
- ③ **Expertise Metrics**
- ④ **Impact Metrics**
- ⑤ **Analyzing and Adjusting**

Understanding Your Data

Domains to Sample

- Visibility
- Expertise reputation
- Impact

Selecting a Metric

- Continuously available
- Low component of judgment (objective)
- Accepted as relevant
- Easy to monitor

Key Considerations

Frequency	<i>Weekly, monthly, quarterly</i>
Display	<i>Graphic vs. spreadsheet</i>
Comparisons	<i>Month to month, quarter to quarter, year over year</i>
Adjustments	<i>One variable at a time if possible</i>
Testing	<i>Always consider A/B tests</i>

A/B Testing

Original



Variation



16.7% increase in conversion rate

Visibility Metrics

Visibility Metrics

- **Website traffic**

- Direct
- Organic search
- Referral
- Social media

- **Social media followers**

- By platform

- **Email list size (mailable names)**

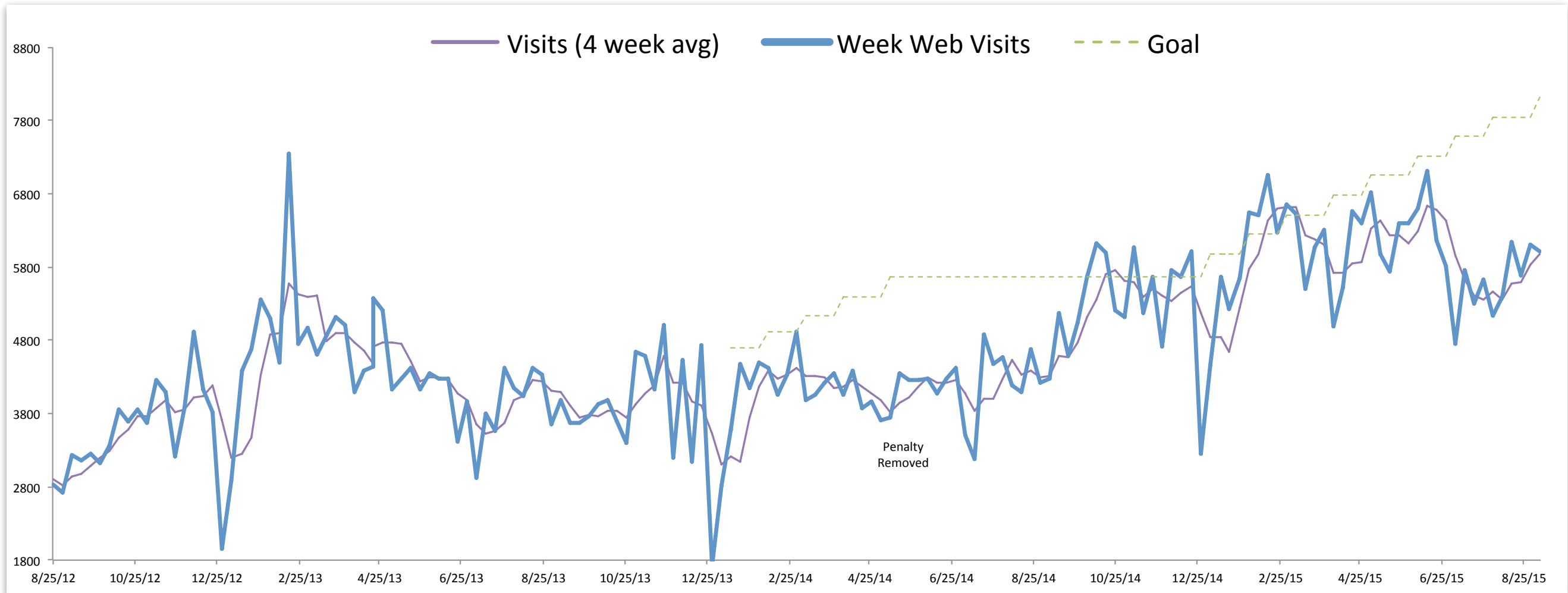
Determining Which Metrics You'll Track

In this workshop, we'll go over 20 metrics that your firm can monitor to help you optimize your marketing results. Follow along with this worksheet and in the 'Tracking' column, check off the metrics you are already tracking or plan on tracking. For those you check off, write in how frequently you'll be tracking the metric (i.e. weekly, monthly, quarterly). There are also 3 blank rows for each domain in case you are tracking metrics that we don't cover in the workshop.

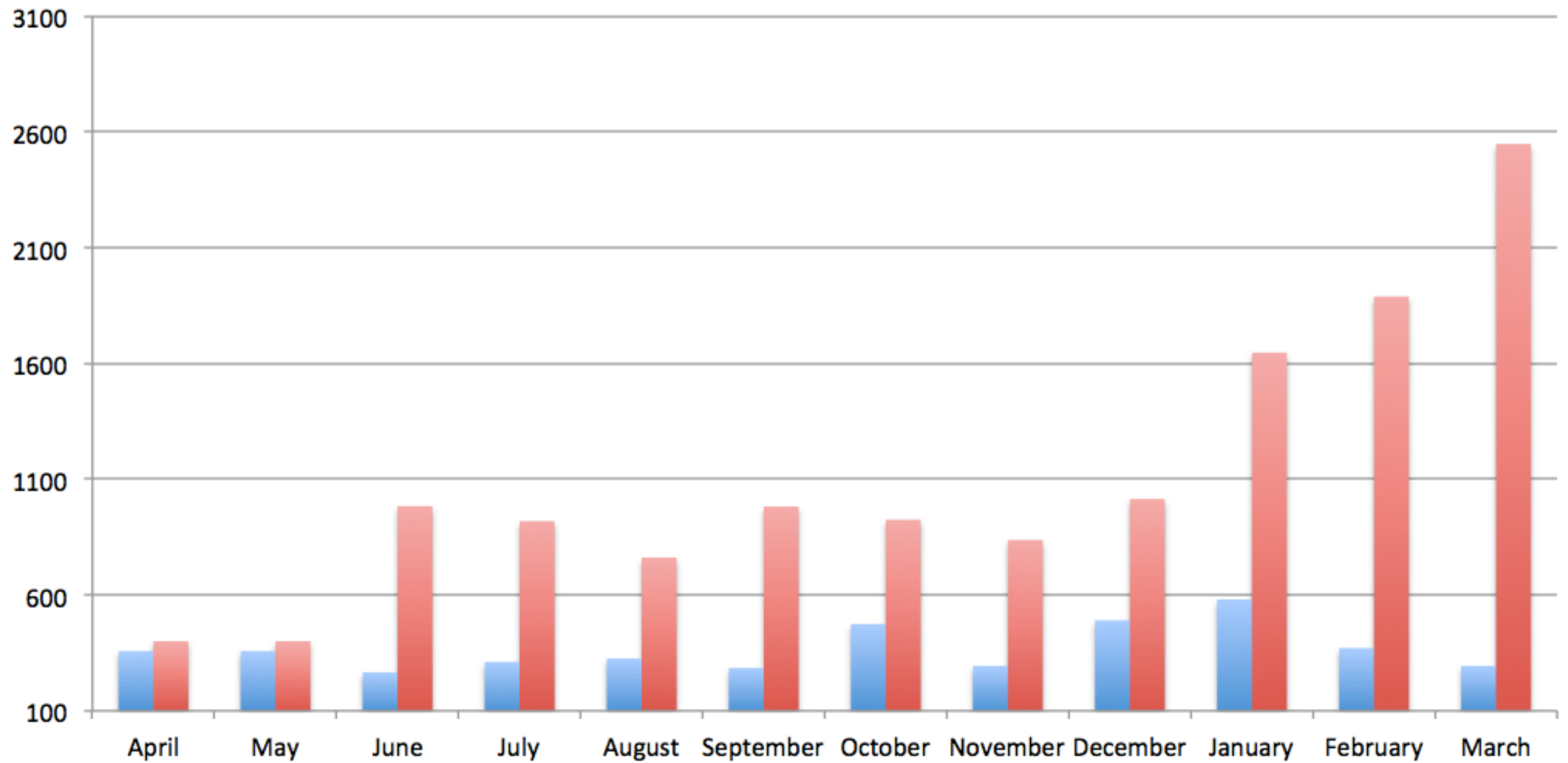
Metric	Domain	Tracking	Frequency
Website Traffic	Visibility		
Website Traffic by Source	Visibility		
Social Media Traffic	Visibility		
Social Media Followers	Visibility		
Email List Size	Visibility		
	Visibility		
	Visibility		
	Visibility		
Premium Content Downloads	Expertise		
Premium Content Download Rate	Expertise		
Blog Traffic	Expertise		
Guest Posts/Articles Published	Expertise		
Social Shares	Expertise		
Inbound Links	Expertise		

How many people are coming to your website?

Average Web Traffic By Week



Monthly Web Traffic





Audience

Google Analytics

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users **BETA**

Cohort Analysis **BETA**

Demographics

Interests

Geo

Oct 18, 2015 - Oct 24, 2015

September 2015							October 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Date Range: Custom

Oct 18, 2015

Oct 24, 2015

☐ Compare to: Previous period

Apply

cancel

1) Click 'Audience'

2) Click 'Overview'

3) Input date range

4) Click 'Apply'

Audience Overview

Oct 18, 2015 - Oct 24, 2015

Email Export Add to Dashboard Shortcut



All Sessions
100.00%

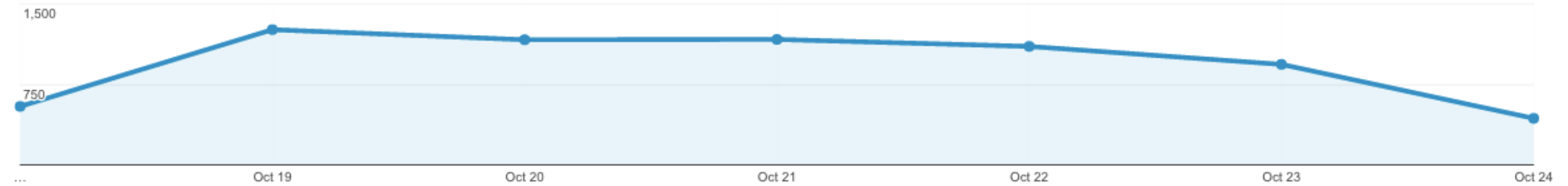
+ Add Segment

Overview

Sessions vs. [Select a metric](#)

Hourly Day Week Month

Sessions



Sessions

6,603

Users

5,491

Pageviews

13,066

Pages / Session

1.98

Avg. Session Duration

00:01:57

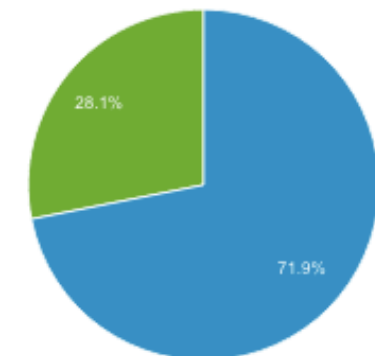
Bounce Rate

65.83%

% New Sessions

71.97%

New Visitor Returning Visitor



Where are your visitors coming from?



Acquisition

1) Click 'Acquisition' → Acquisition

2) Click 'Overview' → Overview

► All Traffic

► AdWords

► Search Engine Optimization

► Social

► Campaigns

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Date Range: Custom

Oct 18, 2015 - Oct 24, 2015

☐ Compare to: Previous period

Apply cancel

3) Input date range

4) Click 'Apply'

Acquisition		
	Sessions ↓	% New Sessions ↓
	31,128	72.09%
1 ■ Organic Search	15,507	
2 ■ Direct	7,184	
3 ■ Social	3,819	
4 ■ (Other)	2,322	
5 ■ Referral	2,207	

Visitors who come to your website from...



Search engines



No referral source (i.e. typing in your URL or using a bookmark on their browser)



Social networks

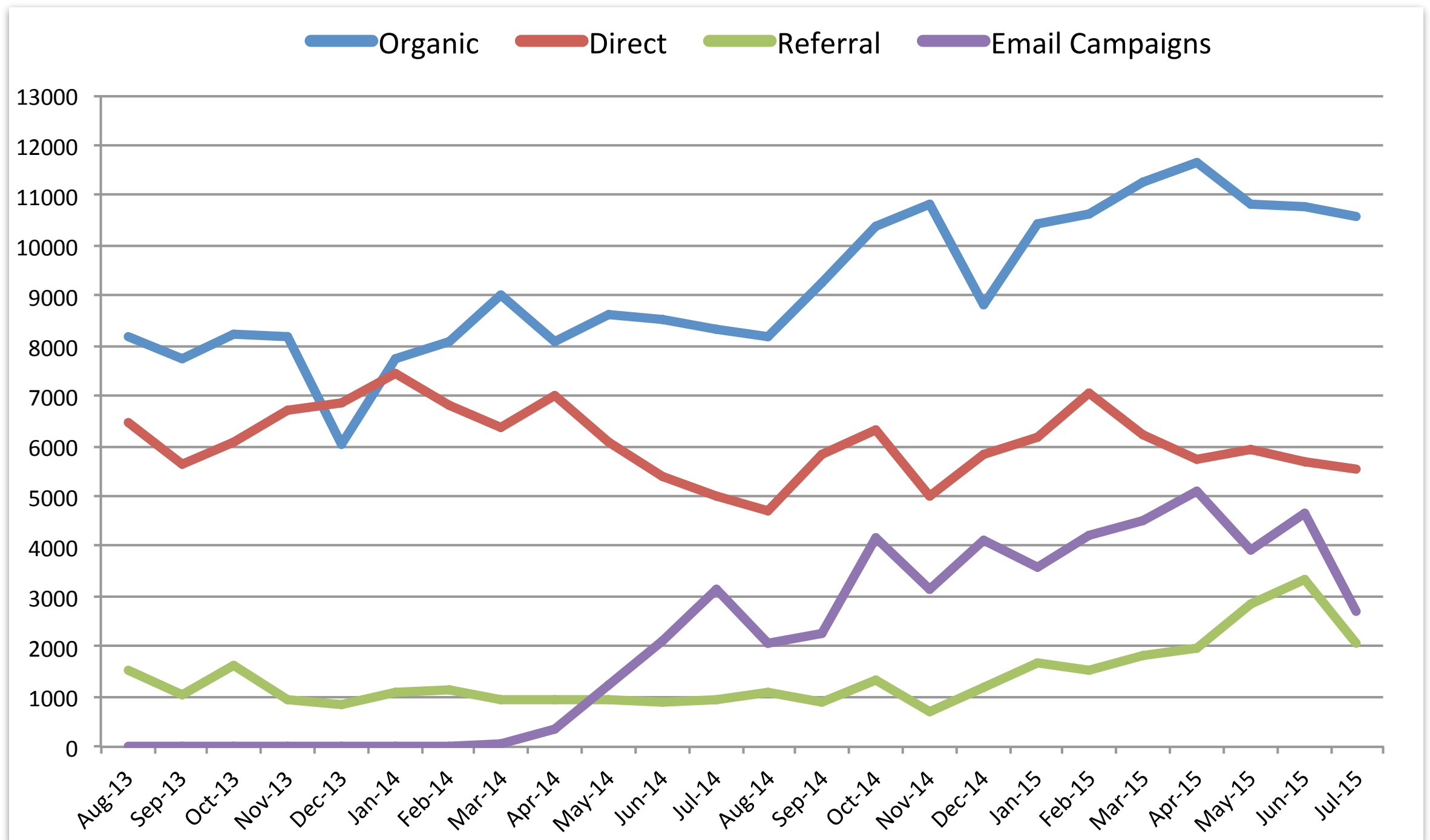


Custom campaign tracking

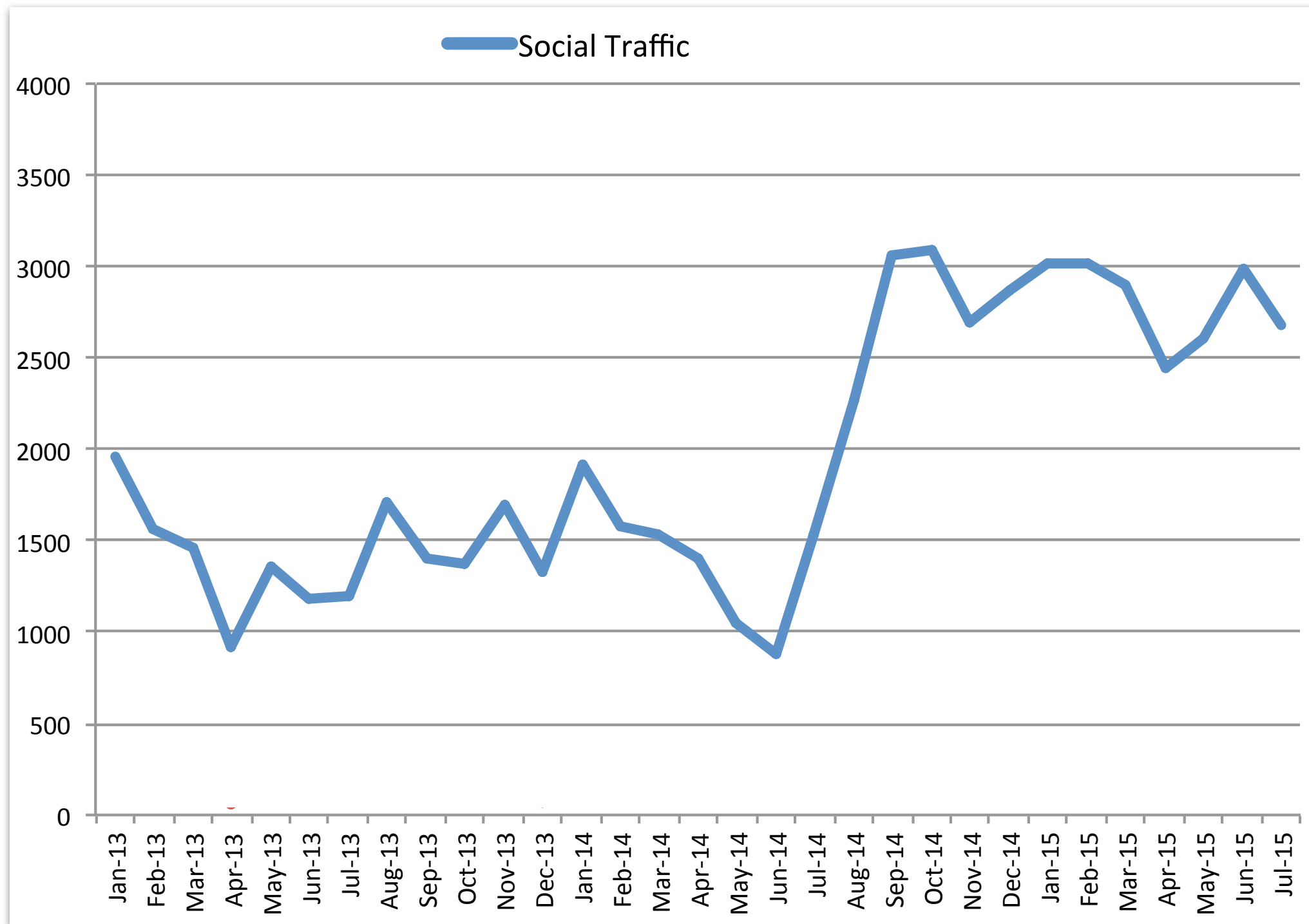


Another website by clicking on a link to your site

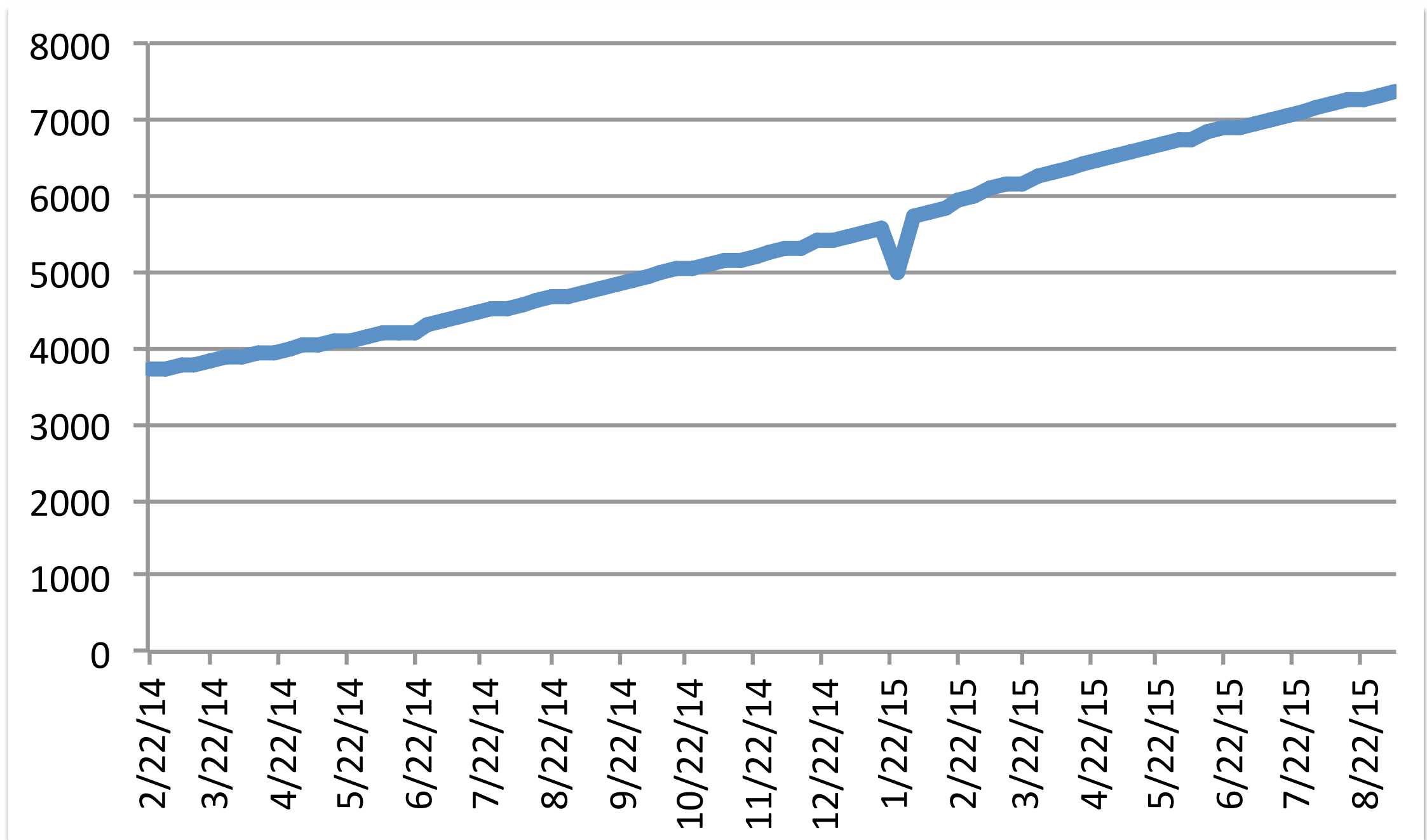
Traffic by Source



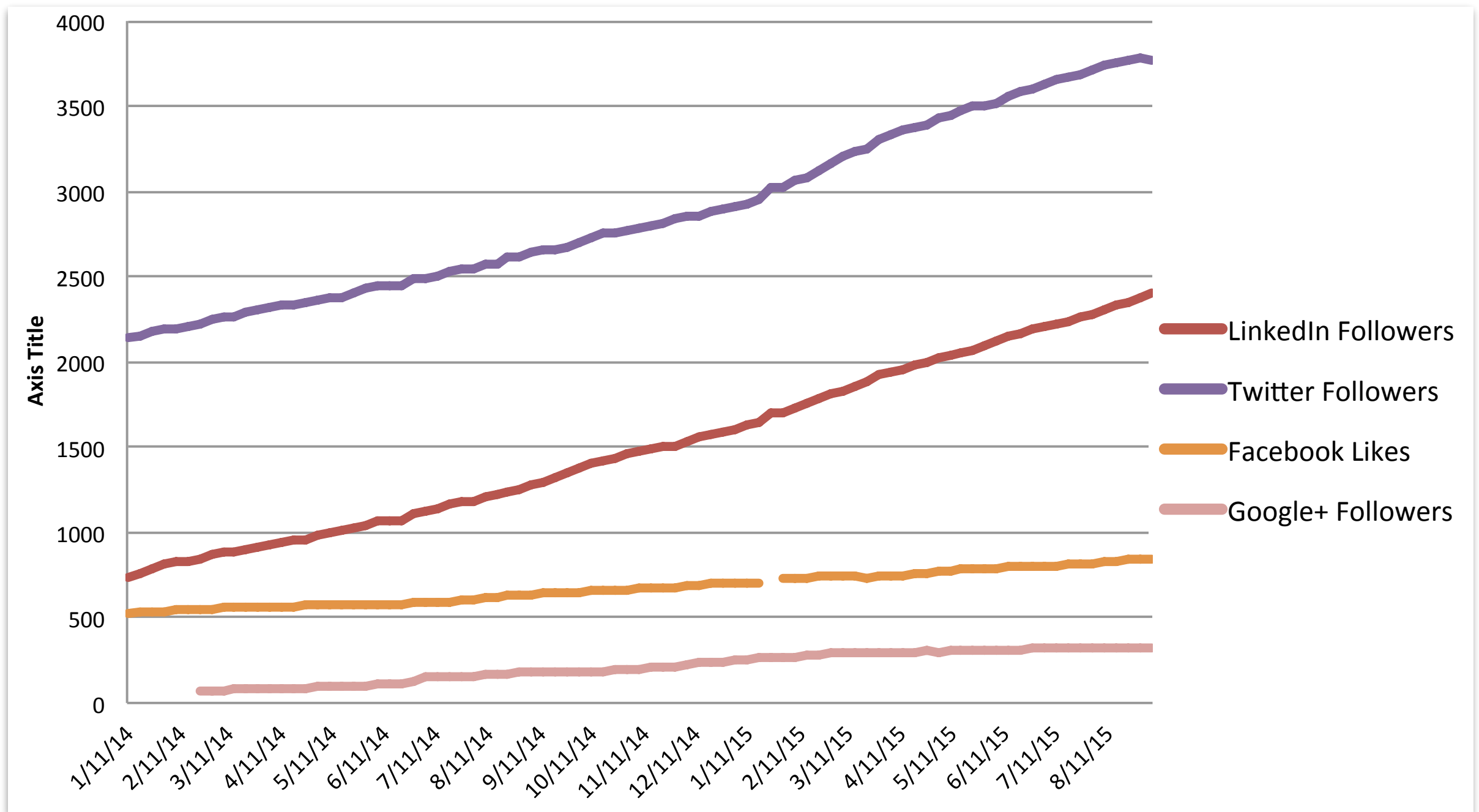
Social Traffic by Month



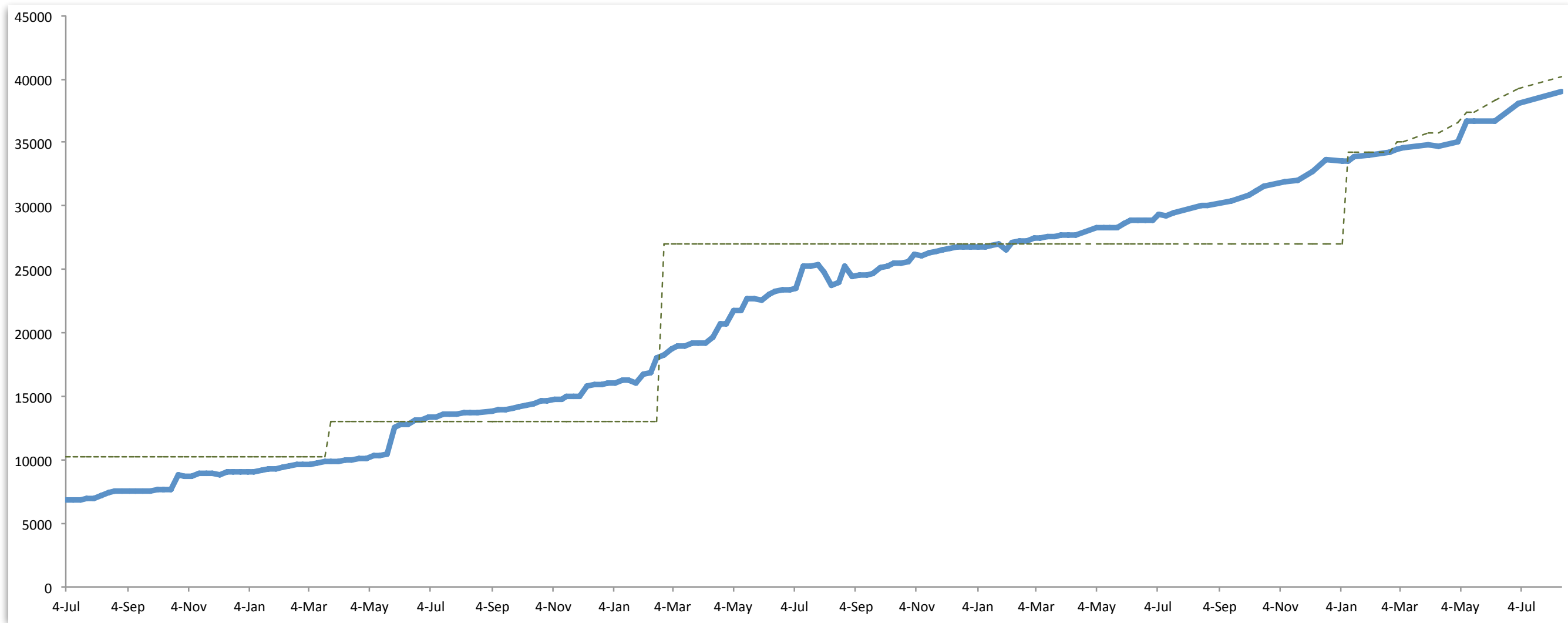
Total Social Media Followers



Social Media Followers by Platform



Email List Size



Other Email Metrics to Track

- Open rate
- Click-through rate
- Unsubscribe rate

Expertise Metrics

Expertise Metrics

- **Content**

- Premium content downloads
- Blog traffic

- **PR**

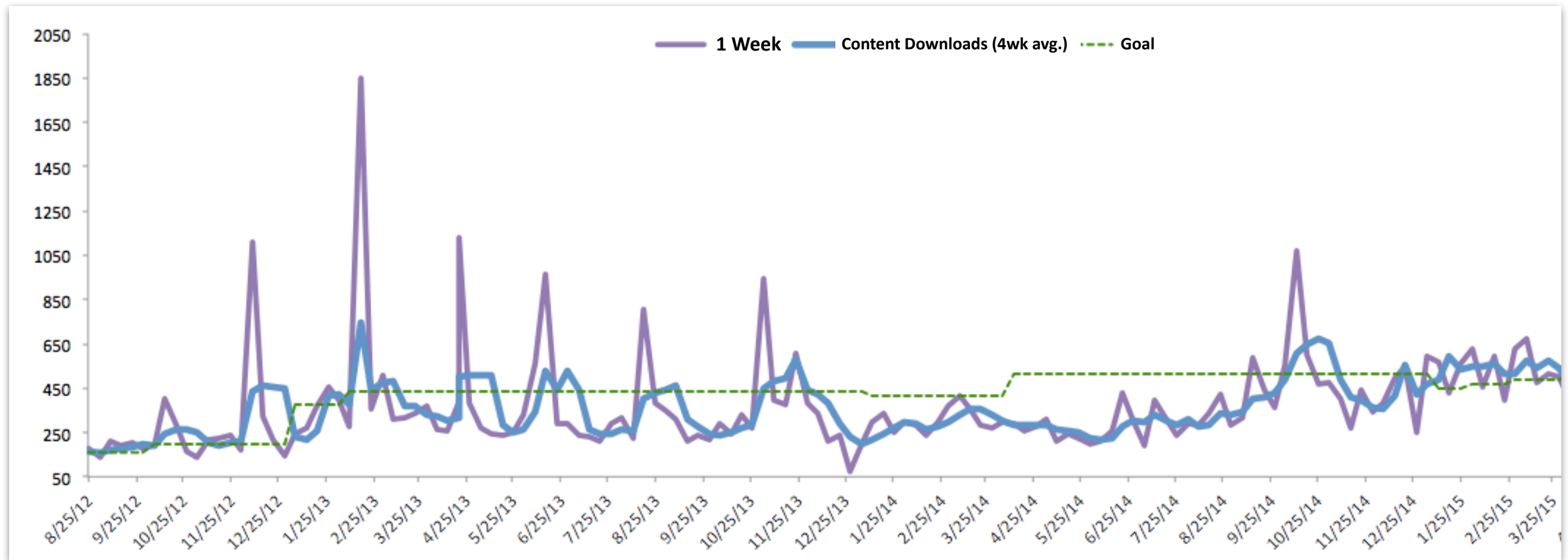
- Guest posts/articles
- Earned media coverage

- **Online endorsements**

- Social shares
- Inbound links (organic)

- **Speaking engagements**

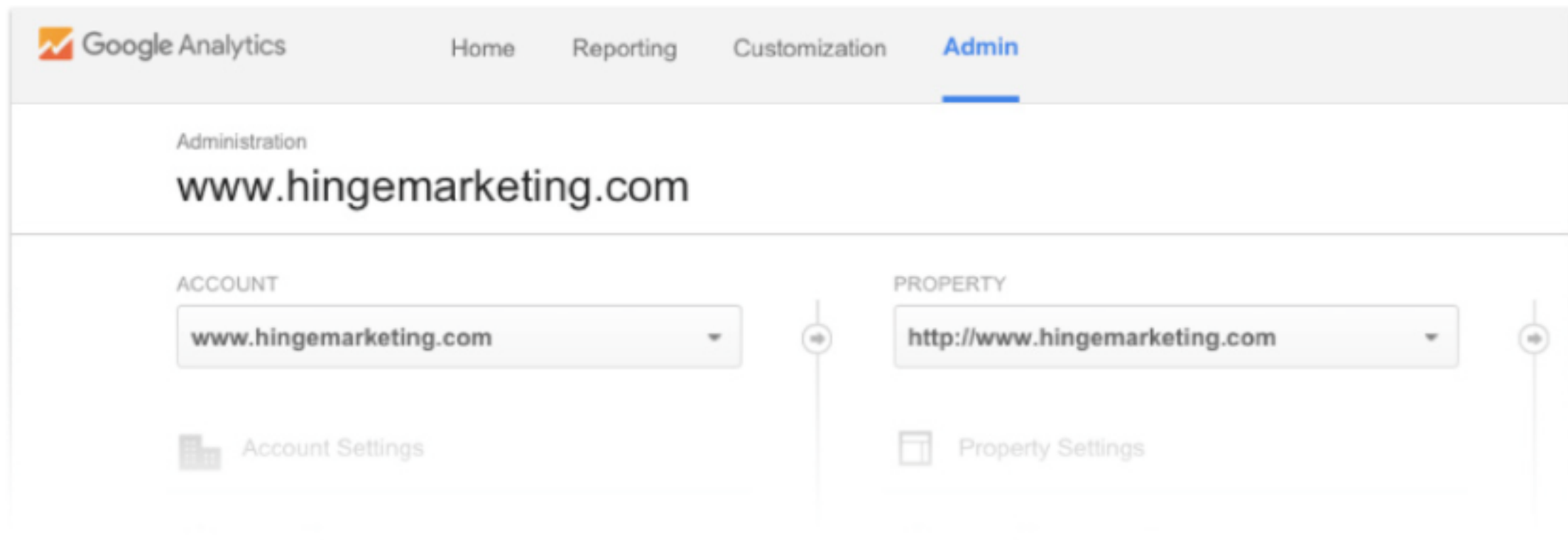
Total Premium Content Downloads



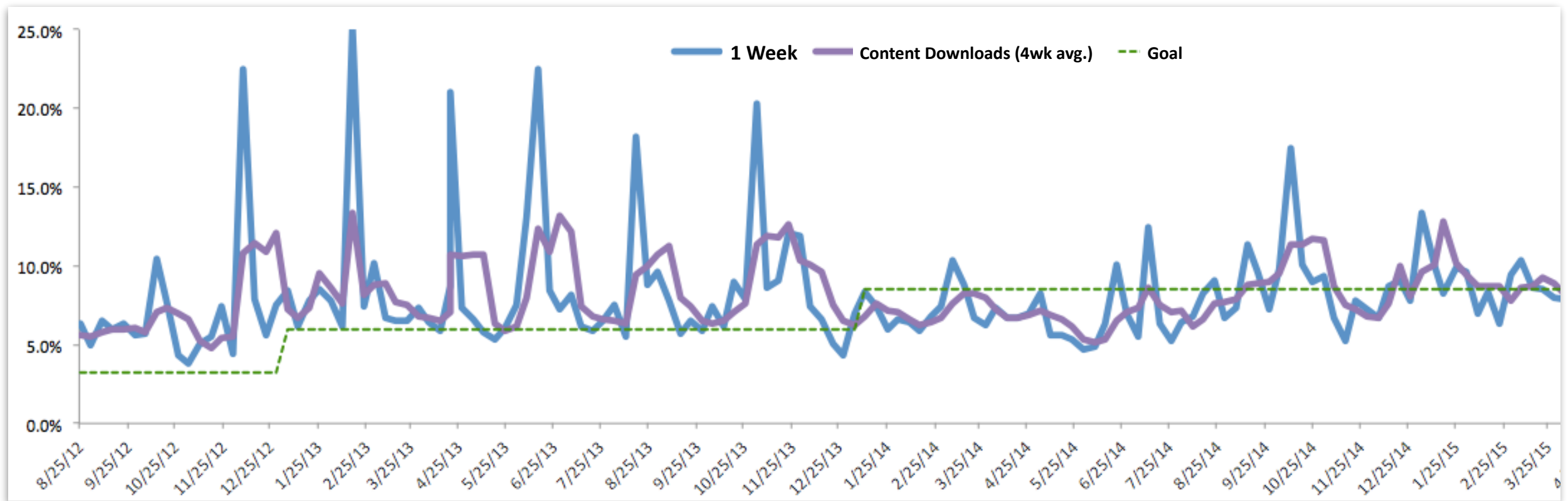
Metric: Conversions

This is one of the most important metrics to understand how to set up and track. If you only know how many visitors are coming to your website and have nothing set up to track their behavior on your website, you are missing a lot of crucial information. In order to do this, you have to set up what Google Analytics calls a “goal.” This allows you to easily determine how many websites visitors are doing what you want them to do – i.e. downloading a piece of premium content, filling out the contact us form, newsletter sign-ups, etc. For each conversion you want to track, you have to set up a different goal. Follow these steps to create a goal:

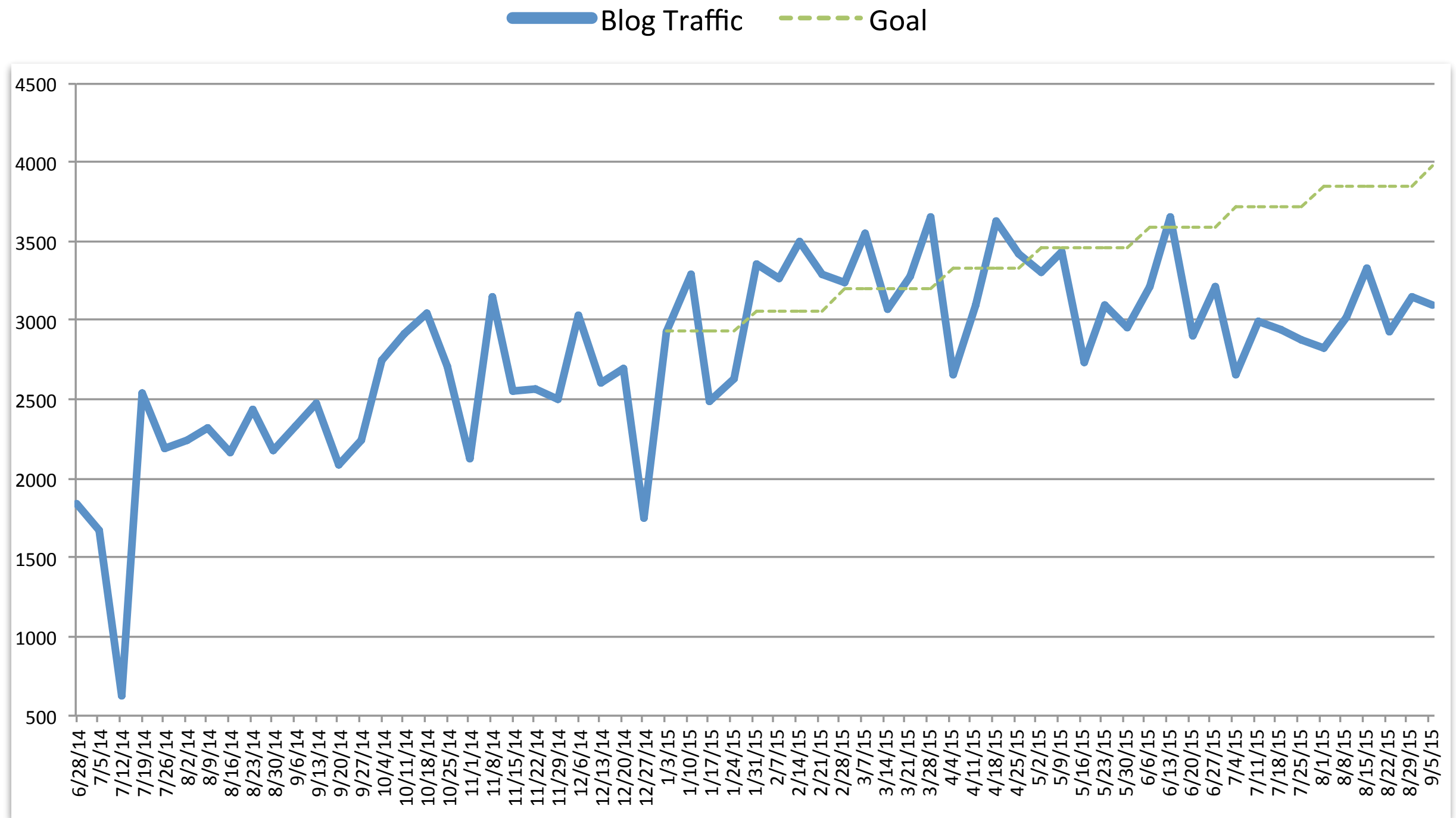
1. Click **Admin** in the navigation on the top of your screen.



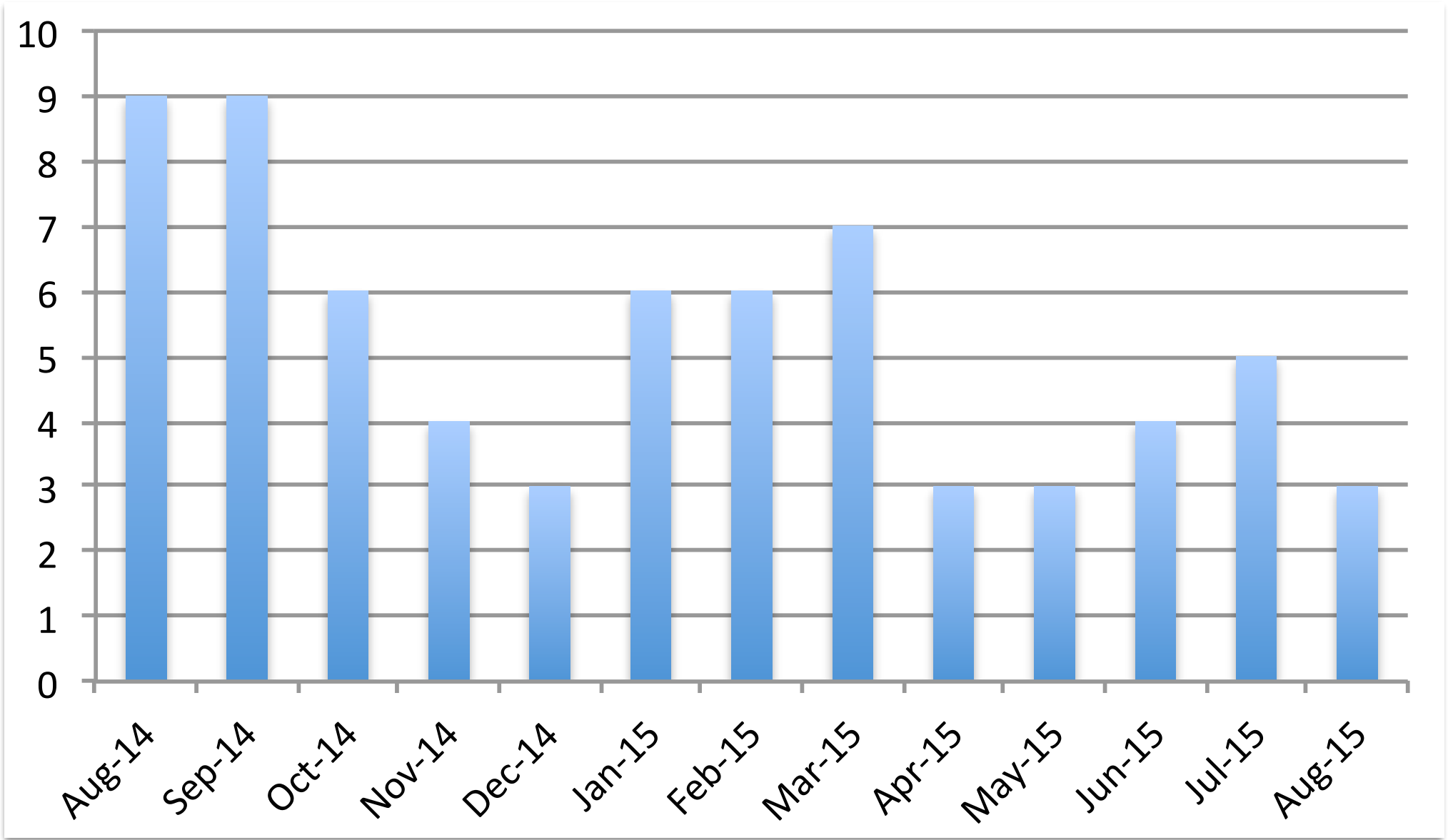
Total Premium Content Download Rate



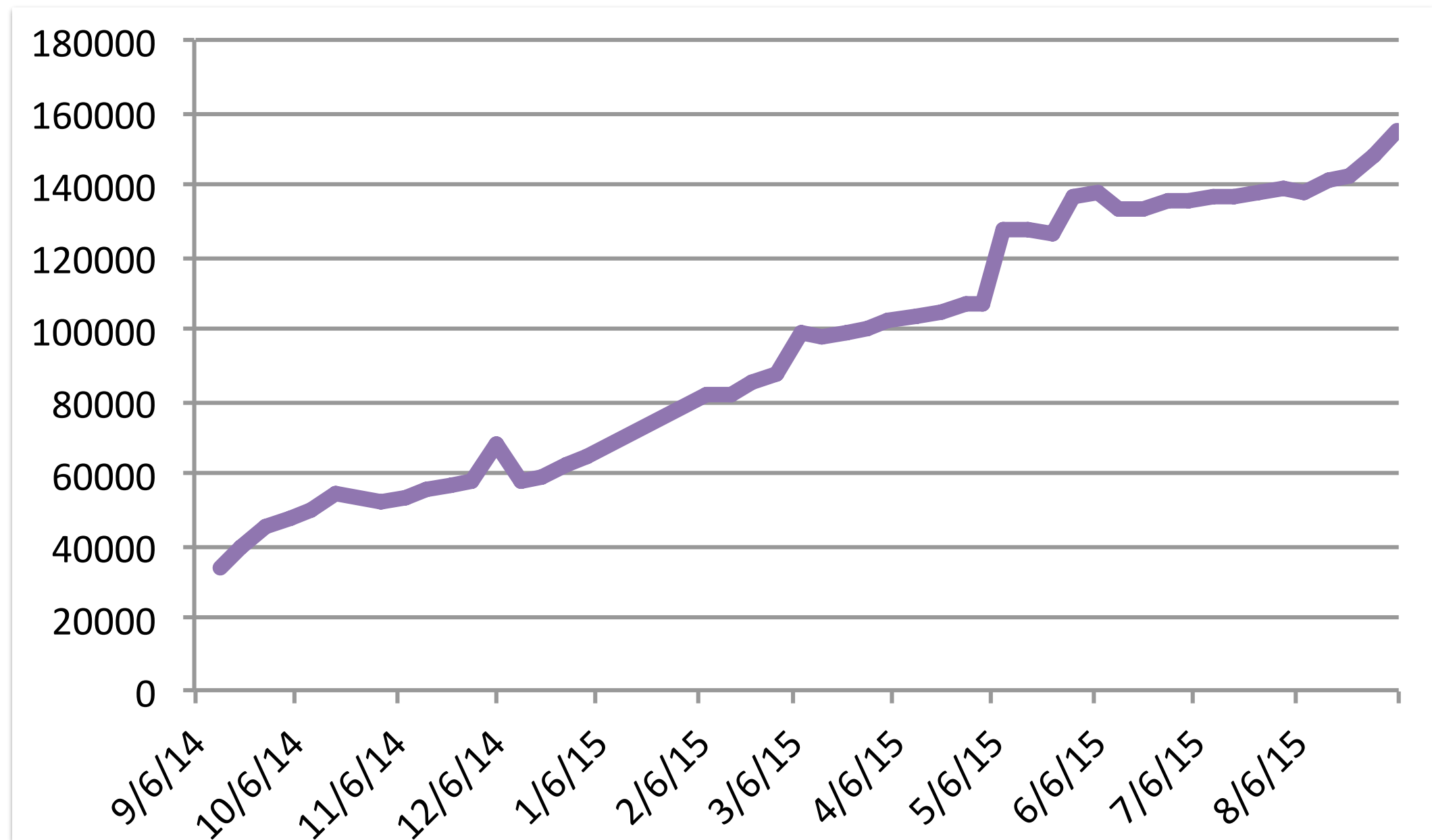
Blog Traffic



Guest Posts/Articles Published



Inbound Links - Total



Impact Metrics

Impact Metrics

- **Inbound leads**

- Form fills
- Phone/email

- **Opportunities (CRM)**

- **Proposals**

- Number
- Cumulative value \$

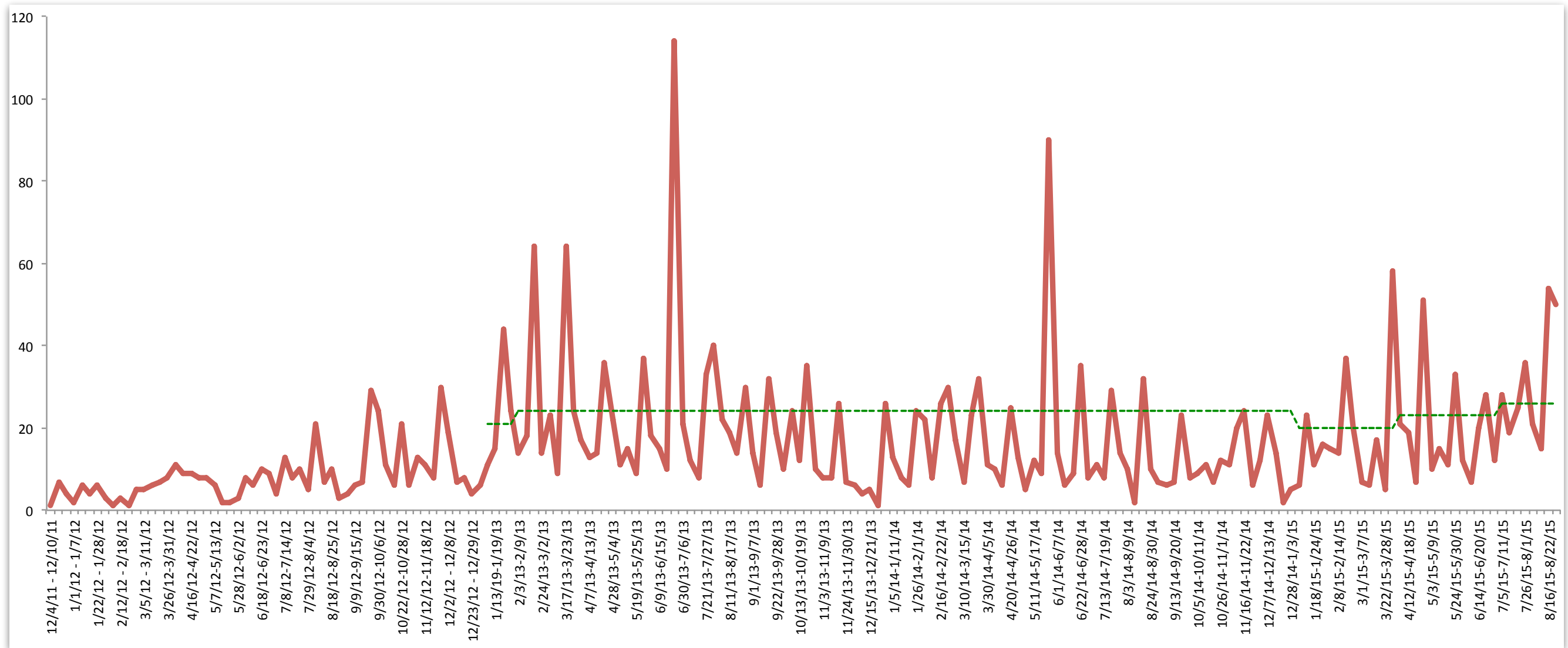
- **Wins**

- New clients
- Existing clients
- Number
- Cumulative value \$

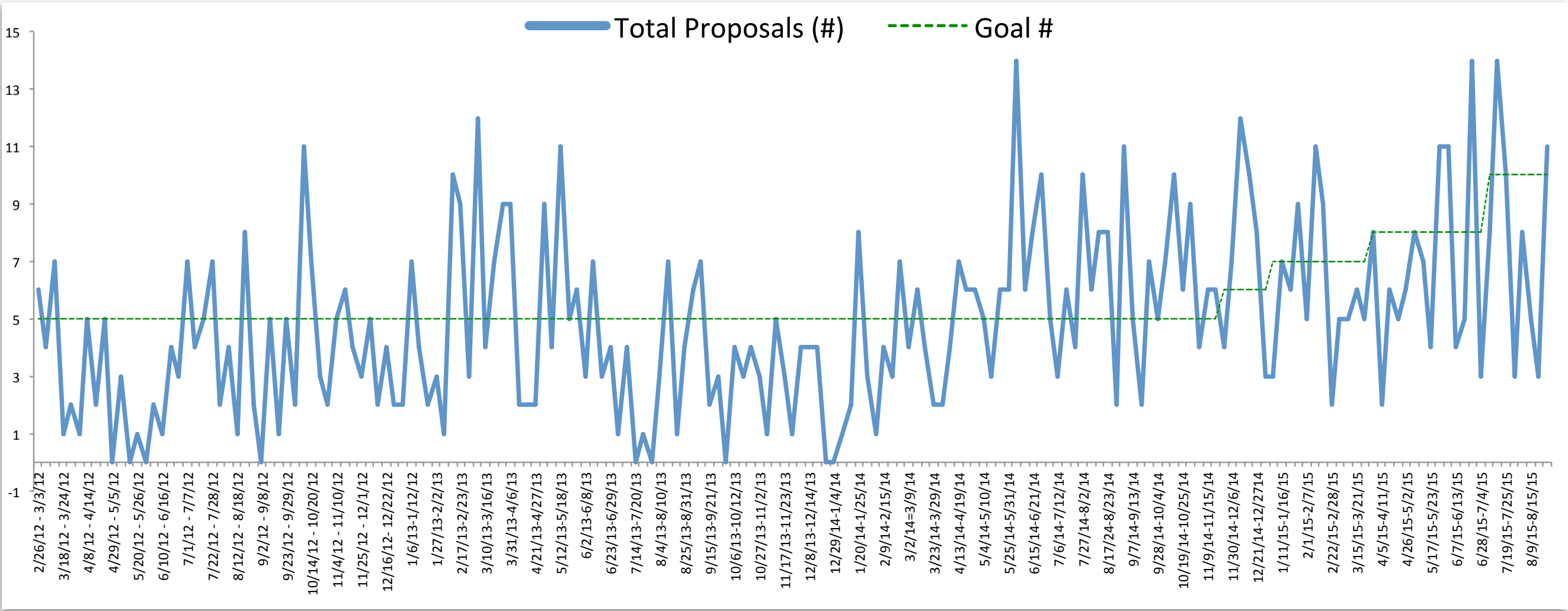
- **Firm growth**

- **Firm profitability**

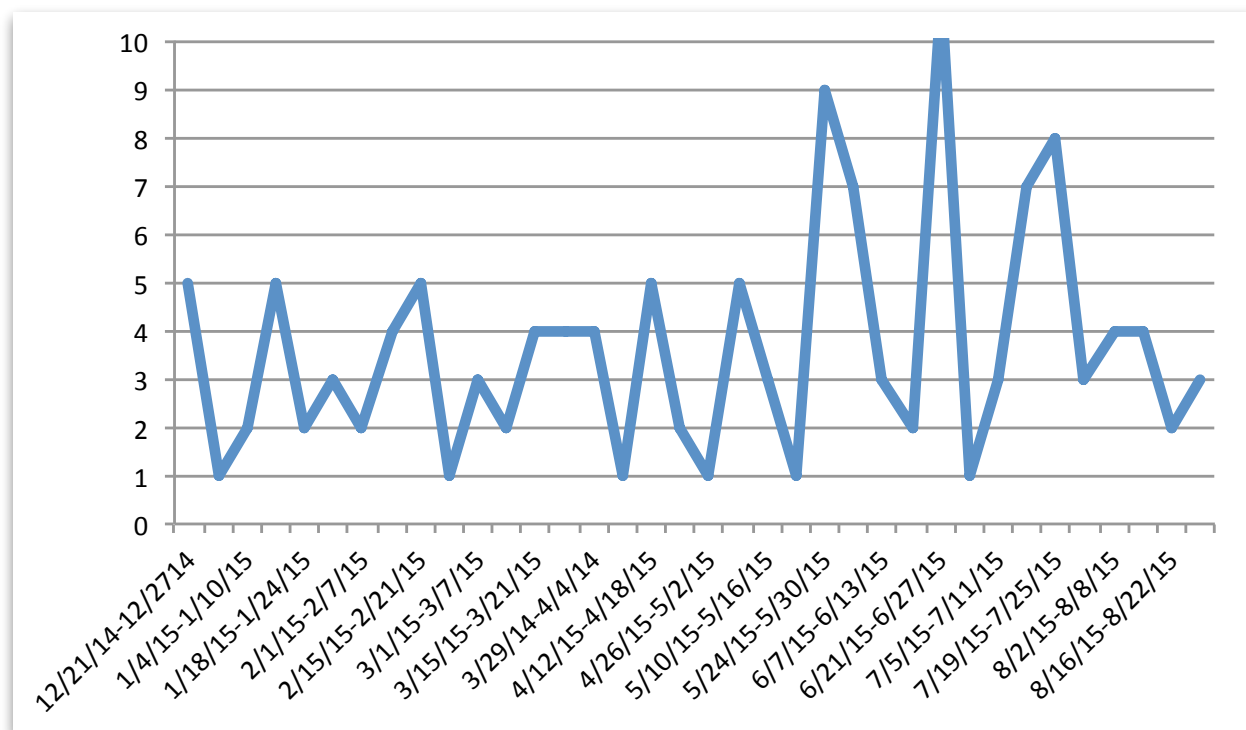
Leads



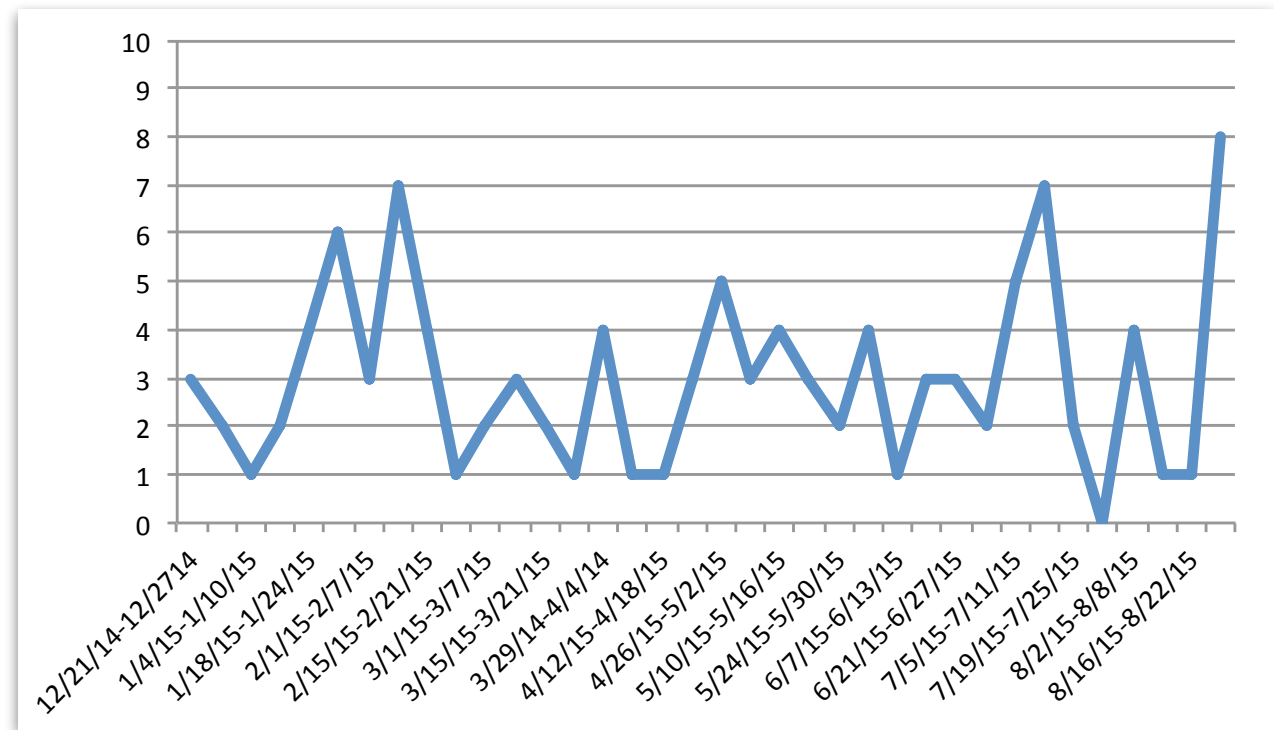
Total Number of Proposals



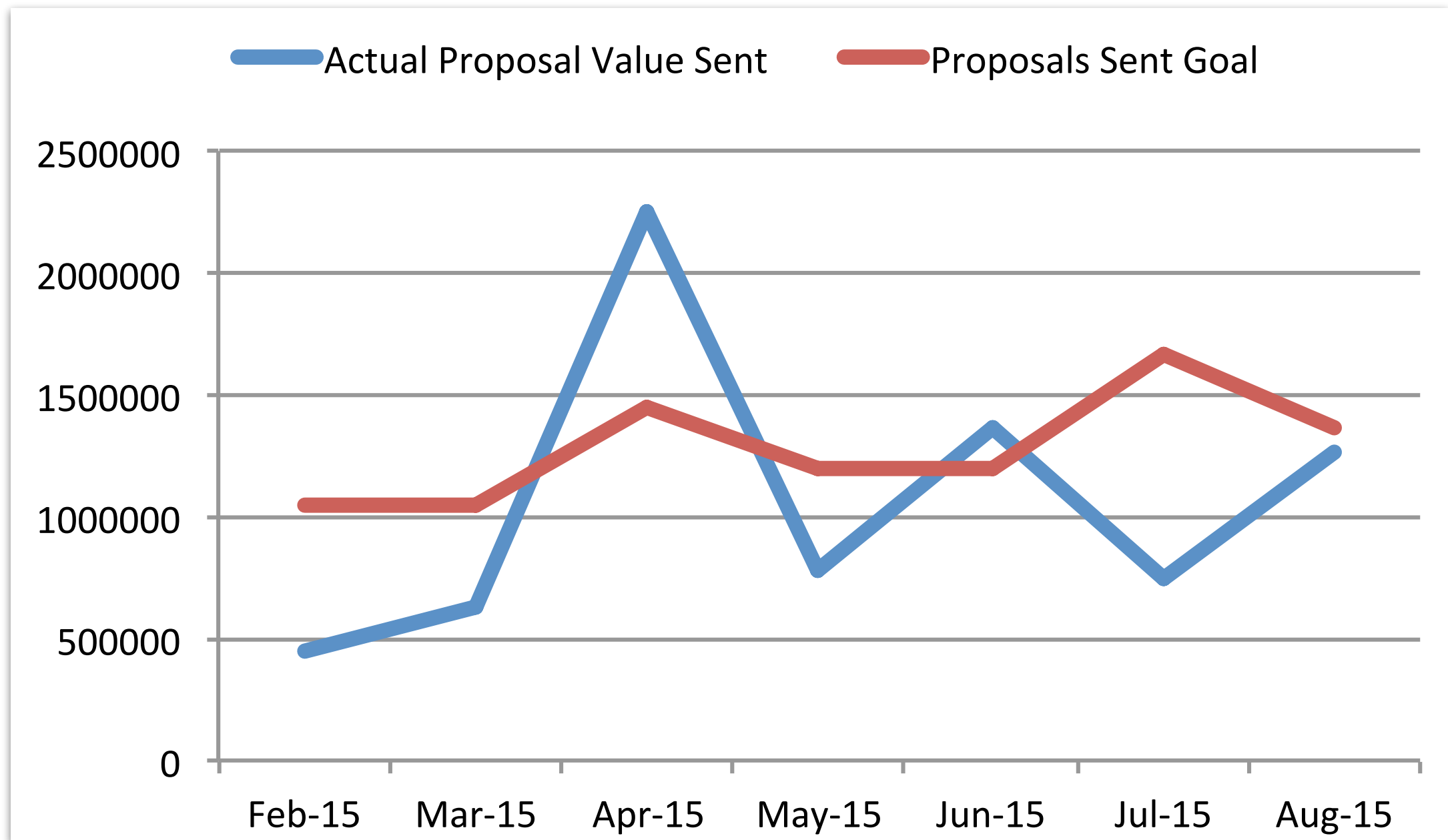
New Client Proposals



Existing Proposals



Proposal Value

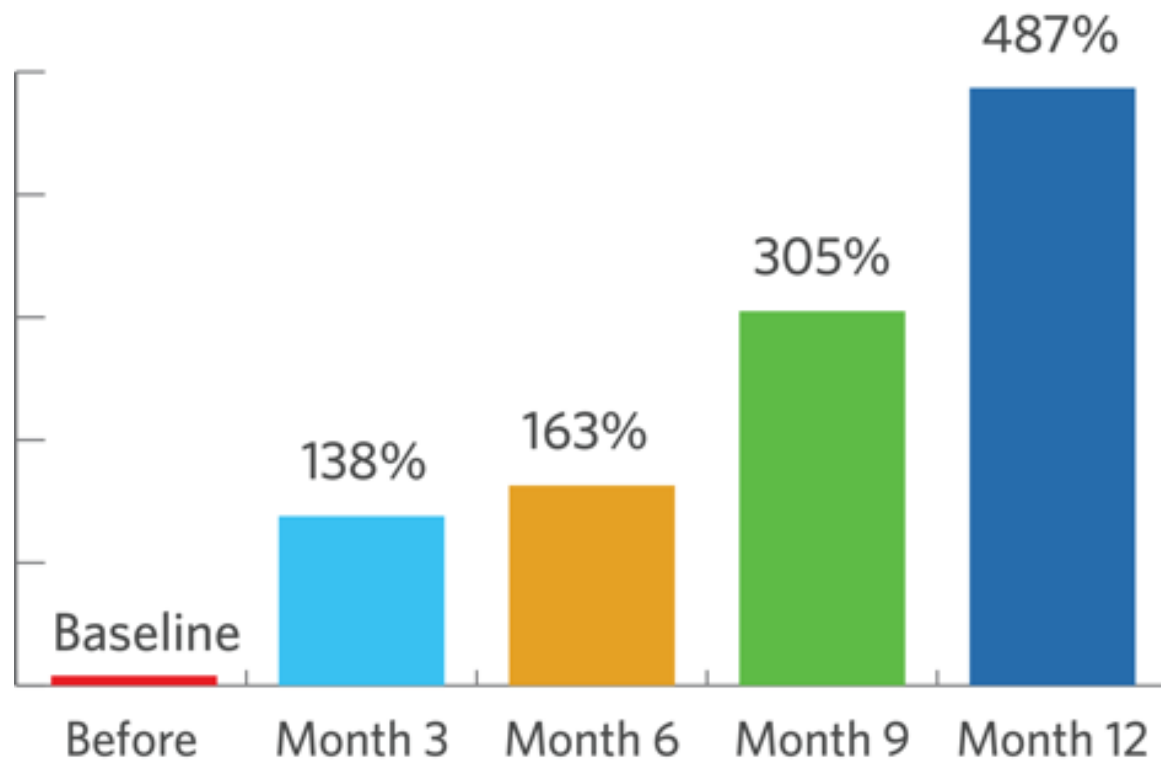


Analyzing and Adjusting

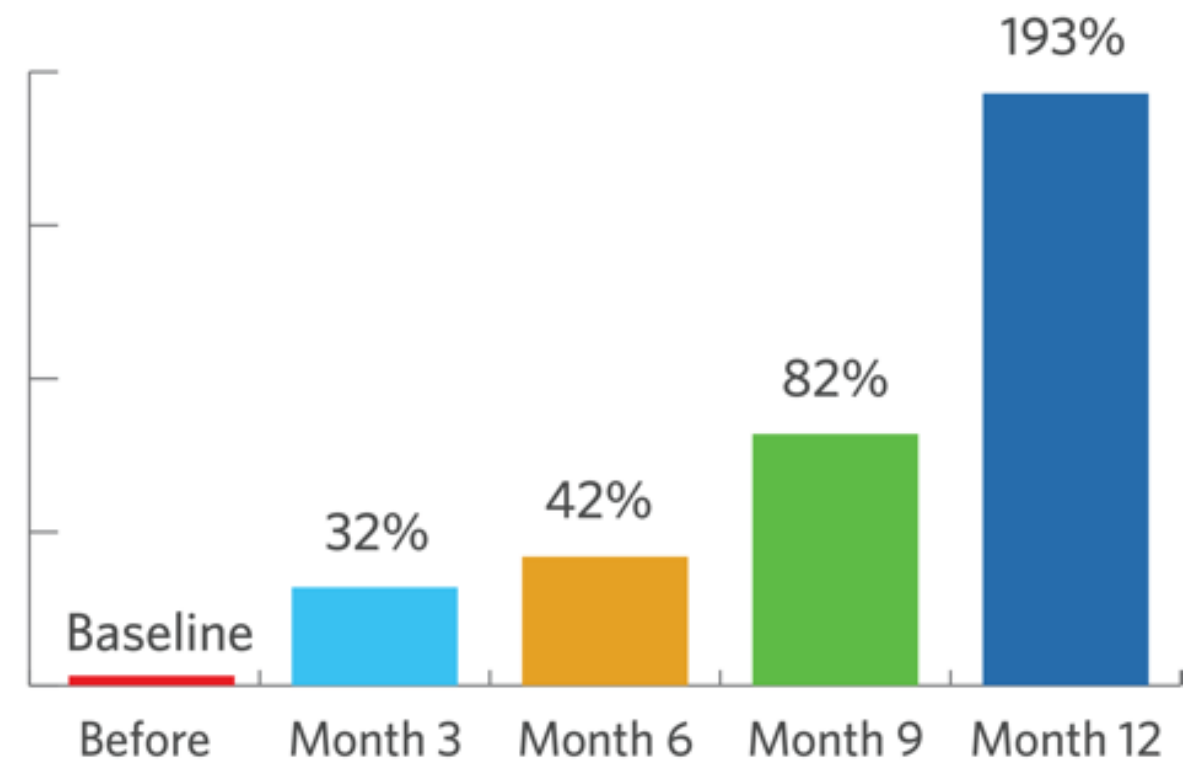
Setting expectations

Results Take Time

Average increase in online leads

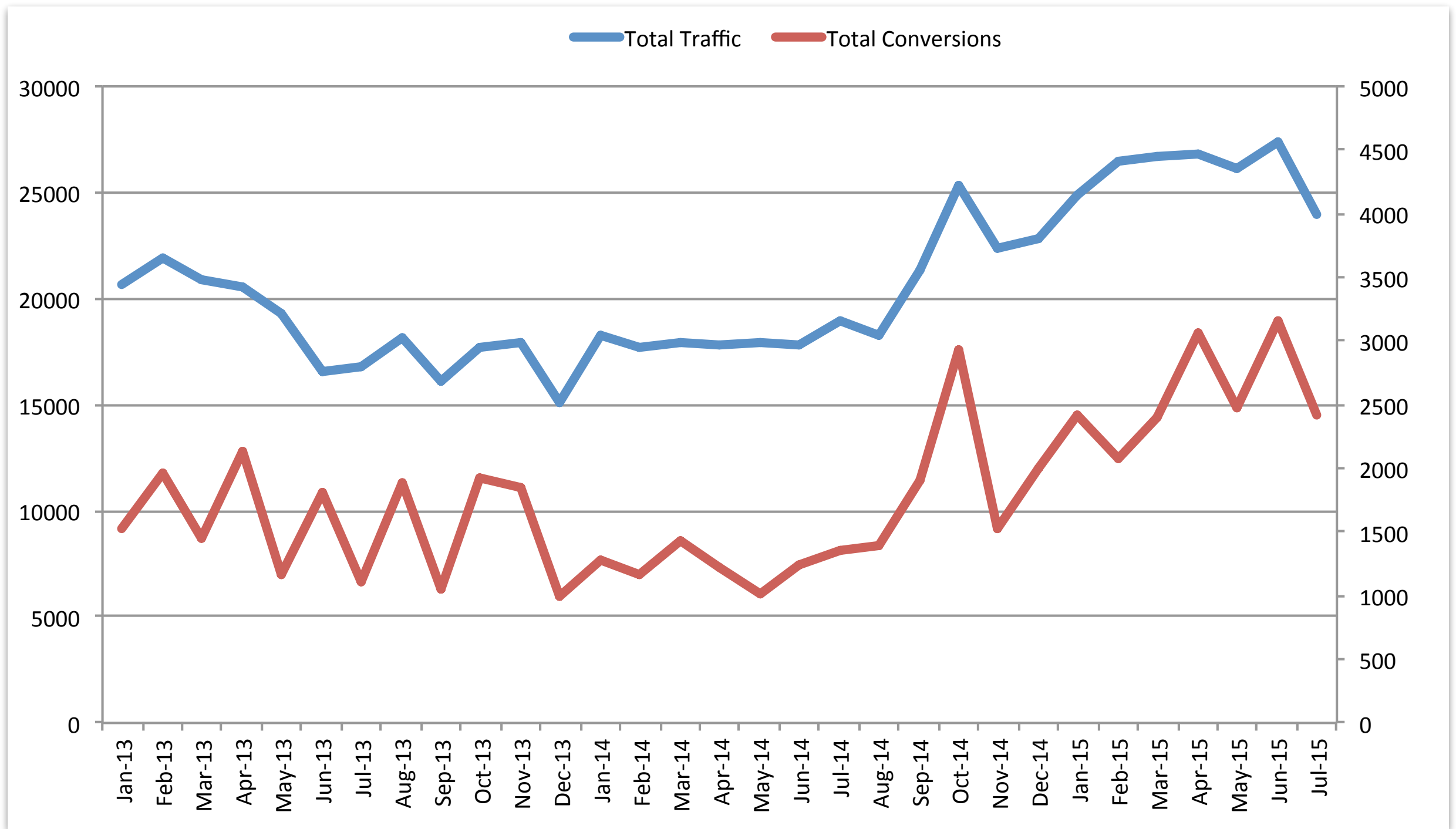


Average client web traffic growth

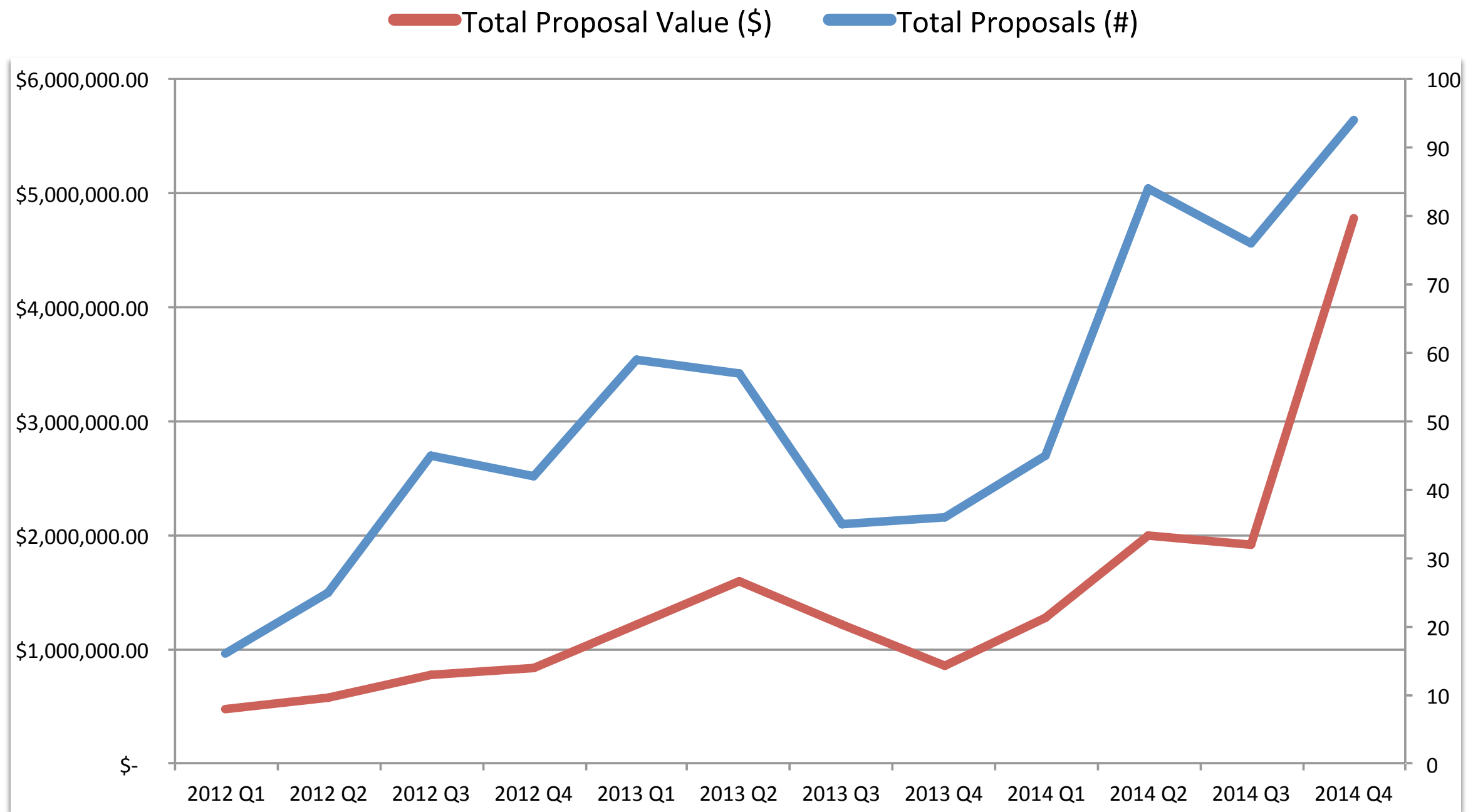


Putting your data together to see the relationships

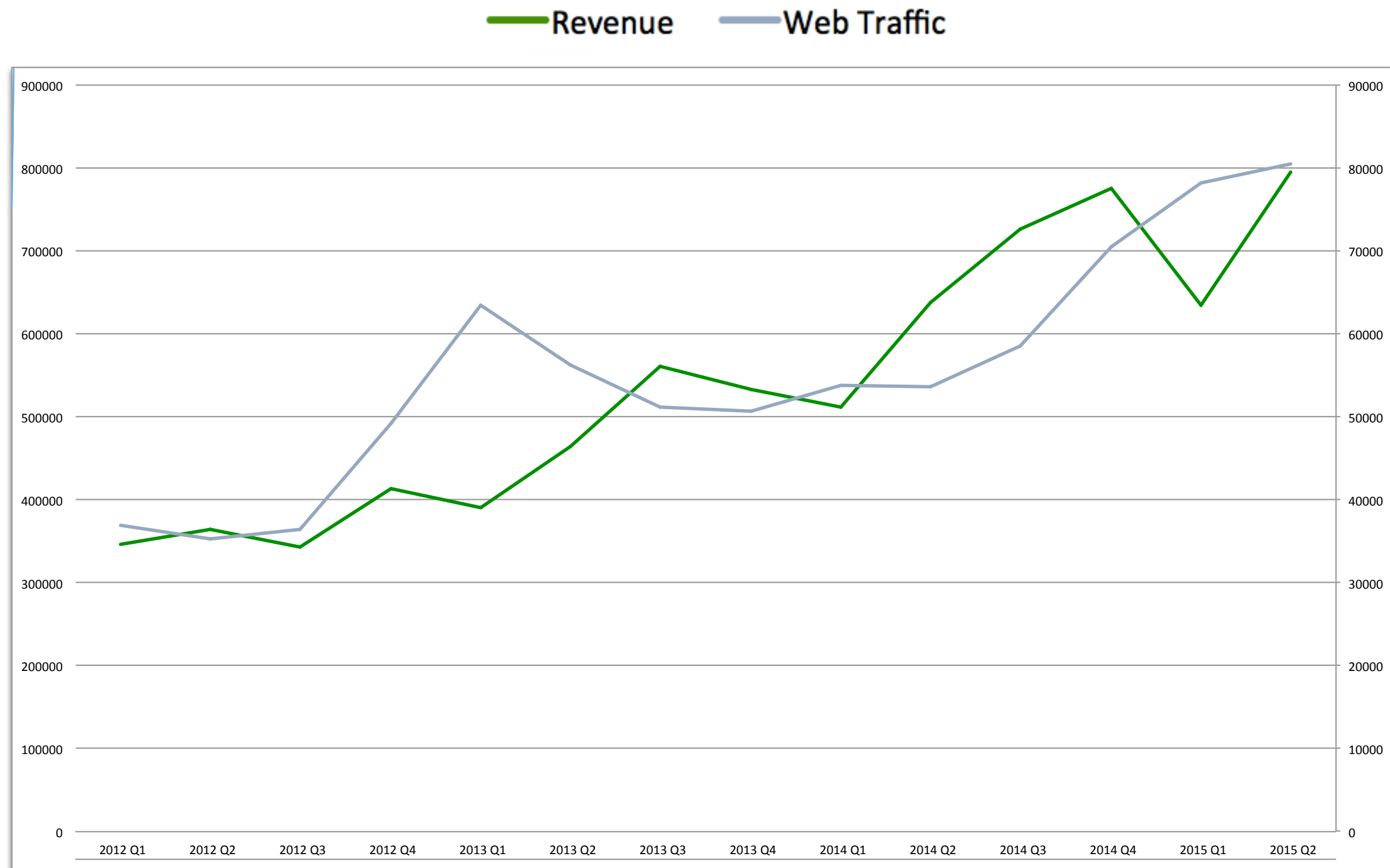
Total Traffic and Conversions



Proposals by Quarter

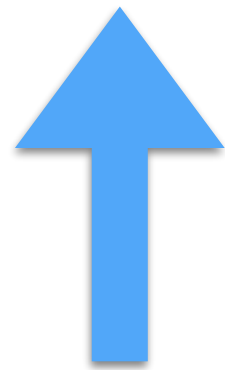


Quarterly Revenue vs. Web Traffic



Common scenarios

Scenario 1: Traffic is Going Up But Conversions are Stagnant

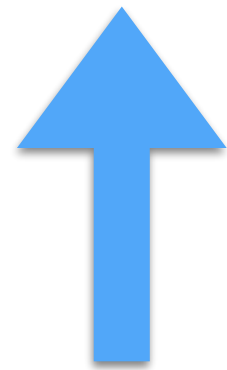


Web Traffic



Conversions

Scenario 2: Leads Aren't Turning Into Qualified Opportunities



Leads

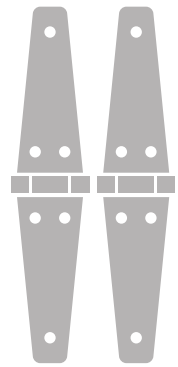


Opportunities



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