

Monitoring and measuring your influence in the Online World

One of the great things about the Online Media World is that nearly everything you want to monitor or measure is there to be found. In the “real” world it is almost impossible to know what people are saying about you to their friends or colleagues in the pub or round the water cooler. Online there is a vast array of tools which allow you to track what people are saying about you. We cover a number of these in other resources - RSS, social bookmarking and Twitter. But one of the less obvious PR tools in your armoury is your website statistics package.

If you aren't using a website statistics package yet to track activity on your site then if you only do one thing after reading this newsletter make it signing up for such a service. We use Google Analytics as it links into their AdWords system. The tool is free and can track multiple websites from one simple to use dashboard.

Why is this relevant to Online PR? Because amongst other things it tells you a number of significant pieces of information about your public relations activity.

1. Referring sites No.1 – Having gained some excellent SEO PR results, like in the third article today, you can then use your analytics package to tell you if that article subsequently sent traffic to your website. Assuming they included a link to your site in the article of course.
2. Referring sites No.2 – What about other news sites that are sending visitors to your website? These sites must be talking about you and by tracking these referrals you can then visit these sites and see what they said and potentially start a dialogue with them if you think you have more information they might find of interest
3. Referring sites No.3 – Are you getting visits from social bookmarking sites such as Delicious or Stumble Upon, social networking sites such Facebook or microblogging sites such as Twitter? If you are then it means that people in these communities are talking about you and it could be worth your while investing time in finding out what they think is interesting enough about you to spend time sharing, commenting or talking about you.
4. Keywords – The keywords that are driving traffic to your website gives you an indication of what people find interesting about you. This could be useful when thinking about what stories might be of interest as part of your online PR activities.
5. Visitor information – Are you getting visits from particular geographic locations? If so are they markets you currently operate in and try and target from a promotional perspective? If not then perhaps it is worth considering engaging these visitors to understand why they find your organisation interesting.

These are just a few examples of how your website statistics can give you an insight into what people find interesting about you and help you to craft a much more effective online PR strategy that is based around starting conversations with people who are interested in you and about topics they want to talk about.