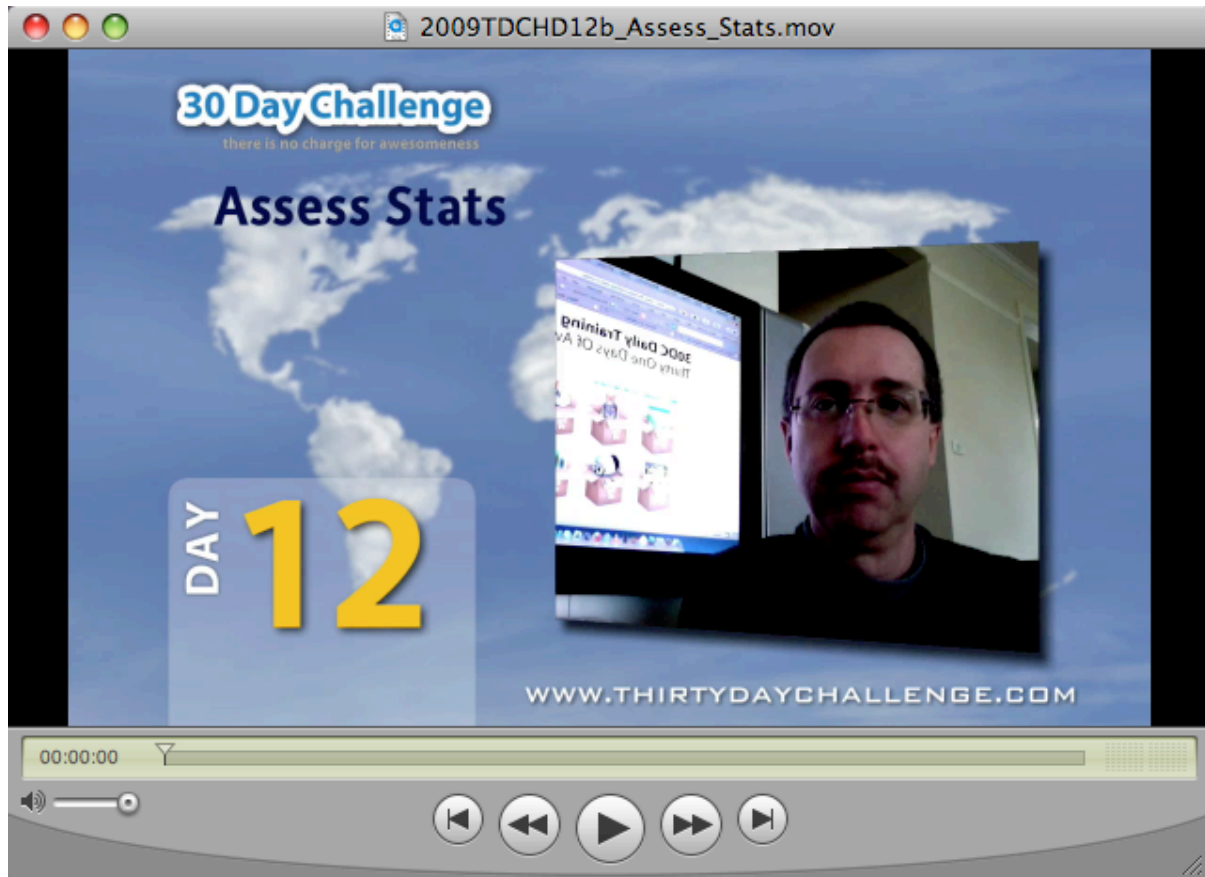




## Thirty Day Challenge 2009 – Training – Day 12

### 2009TDC12b: Assess Stats

Running Time: 14mins



### Intro

Hi Gang, it's Guru Bob, and welcome to Day 12 of Thirty Day Challenge. The last couple of days, you've been out creating Web 2.0 sites, linking back to your Blog, but today we're going to re-focus back on the Blog itself.

I'm going to be showing you how to analyse some traffic stats (hopefully by now you've been indexed and you're getting some traffic), and the Noble Samurai are going to walk you through a brand new module in Market Samurai, called Publish Content. We're going to use that module to post a second article onto your Blog, and then automatically submit it to TrafficBug, all from within this new module.

Awesome! I've been waiting for this for ages.

But, I'll let the Noble Samurai guys do that, I'm going to walk you through some ways of analyse your traffic stats so, without further ado, lets hop straight into it.

# 30 Day Challenge

there is no charge for awesomeness





## Google Analytics

[Starts at 00:00:48]

2009TDCHD12b\_Assess\_Stats.mov

Firefox File Edit View History Delicious Bookmarks Tools Window Help

Dashboard - Google Analytics

Most Visited - Most Visited - MV - Misc - BM - Pers - Java - Ed Date - MyStuff -

Dashboard - Google Analytics

Analytics Settings View Reports: www.vintageelectroguitarblog.com

My Analytics Accounts: Thirty Day Challenge

Dashboard

Export Email

Advanced Segments All Views

Aug 1, 2009 - Aug 12, 2009

Visits

Graph by

Site Usage

1,325 Visits

2,766 Pageviews

2.09 Pages/Visit

60.75% Bounce Rate

00:01:59 Avg. Time on Site

74.34% % New Visits

www.ThirtyDayChallenge.com

00:01:43

So, first up, **Google Analytics**.

I'm not going to spend too much time here, because I did cover this quite well in **the Pre-Season** (so I'll refer you to those videos). But I do want to give you a quick intro to what you need to be looking for, at this very early stage of bringing your Blog onto the Internet.

Hopefully you have Analytics set up now for your Blog, and if you **log in** to your Analytics account, you should see [the overview, with a list of all the sites you have registered]. Click on **View Report** [link next to your Blog Address] and that will take you to the **Dashboard** for that domain.

What I normally do is to make sure I'm looking at the right **time period** [clicks the drop-down displaying the date and selects a start and end date], for my investigation, I'm only really interested in the month of **August** – most of you who didn't get your Blog up until Day 6, you're probably wanting to focus in Analytics from Day 6 through to the current time.

The first thing I'm interested in at the moment is **am I getting any traffic at all**. The Dashboard should show you that – If you're getting any traffic at all, it'll show up on the graph, and you can point at a particular day to see how much traffic there was on that day.



The second thing I'm interested in is **where is that traffic coming from.**

A nice way to find that out is to click on **Traffic Sources** [on the left of the Dashboard], and that will summarise [in a pie chart] whether it's **Direct Traffic** (people typing the address directly into their Browsers), **Referring Sites** (people coming via another Web Site) or via **Search Engines**.

[Scrolls down to **Top Traffic Sources**]

You can see, for the VintageElectricGuitar Blog for the month of August, we're getting a lot of traffic coming in from **Google** in the main. We're also getting some **referral traffic** across from **Thirty Day Challenge** (which are probably people clicking through from the training content), and a little bit of traffic from the **DigitalPoint** Forum (there must be people over there mentioning the Thirty Day Challenge).

At this very early stage, you **may** be starting to see some traffic coming in from the Search Engines, and you might also see some traffic coming in from some of your Web 2.0 pages, if they have already been indexed as well.

So, this is where to go to get some general traffic stats. We can also use Analytics to see more detailed information, like what Keywords people are searching for, but I'm going to focus on that a little bit later in the Thirty Day Challenge.

That's pretty much all I wanted to mention about Google Analytics at this very early stage. Now, lets have a look at the WordpressDirect Stats function.



## Installing WordpressDirect Statistics

[Starts at 00:03:28]



So, I've logged in to my WordpressDirect Control Panel [Manage Sites] – again we're looking at the Vintage Electric Guitar Blog account on WordpressDirect.

The WordpressDirect Stats page is only a recent development (and I'm really pleased they were able to make that available to Thirty Day Challengers this year). For those of you who started Thirty Day Challenge in 2009 – so, in the last few days – these features should automatically be available to you [so **skip ahead**].

For those of you who are using **old** Blogs that you installed before the start of the Thirty Day Challenge 2009 (or even possibly last year) – you're probably going to have to initiate the feature. I'm going to quickly show you how to do that right now.

For this demonstration, we've uploaded an old Blog to my WordpressDirect account, and if we click on **View Website Stats** [to the right of the Blog Page Rank], we're taken to the Stats page for that Blog.

If your Blog is old, and the Stats feature needs to be installed, you'll see a red box appear at the top of the Stats page. You need to click on the link that says Click Here, and that will install the WPDStat plugin to your Blog. After that, all of the features will become available to you.



## Using WordpressDirect Statistics

[Starts at 00:04:52]



Now I'm going to show you what they look like on the Vintage Electric Guitar Site, where this feature is already working [clicks **Manage Sites** to return to list of Sites].

So, we access the stats from the Dashboard by clicking **View Website Stats** [to the right of the Website Page Rank], and that will take you to a page where there are a bunch of graphs and tables, with some statistics information.

You can see here that the WordpressDirect Stats are also showing me my **Daily Stats** [like Google Analytics], both in terms of **Page Views** and **Unique Visitors** to the Vintage Electric Guitar Blog, and **Monthly Traffic** as well. Also, there's an indication of what the **Most Viewed Pages** are on the Site.

Naturally, of course, most people are coming to visit the home page, but there are also people clicking on some of the Post Pages as well.

But really usefully, if you've set up PrettyLink (as we've suggested in earlier videos), the PrettyLink stats are now being served into this control panel inside WordpressDirect. So you can get a sense of how many people are clicking on your affiliate promotion links that you set up.



You can see that we have quite a high number of click on our links related to our traffic, but that is not necessarily an indication of interest in our product for this particular Site, because I suspect many Thirty Day Challengers are clicking through on our PrettyLink Links, just to check out how the link works and what it's linking to.

But those click stats are being server into this page, which is fantastic.

There will also be some **Keyword Ranking** information – so WordpressDirect will try and assess where your site is Ranking, both Broad and Phrase Match, for your Theme and Category Keywords that you've put up onto the Blog and over time it will track those Rankings for you and show you a Ranking graph over time.

It's a little similar to what the Rank Tracker Module does in Market Samurai, but a little bit more basic.

This is a very nice summary of your stats and Rankings inside the WordpressDirect control panel itself, which I think is a great new feature and one that'll be quite valuable for you, going forward.

So, that's pretty much where I want you to be looking to gets Stats information at this early stage. Don't be so concerned about the numbers specifically as yet. Hopefully by now you have been indexed, and you have started to get some traffic, and we are going to be looking at some ratios between these things later in the Challenge.

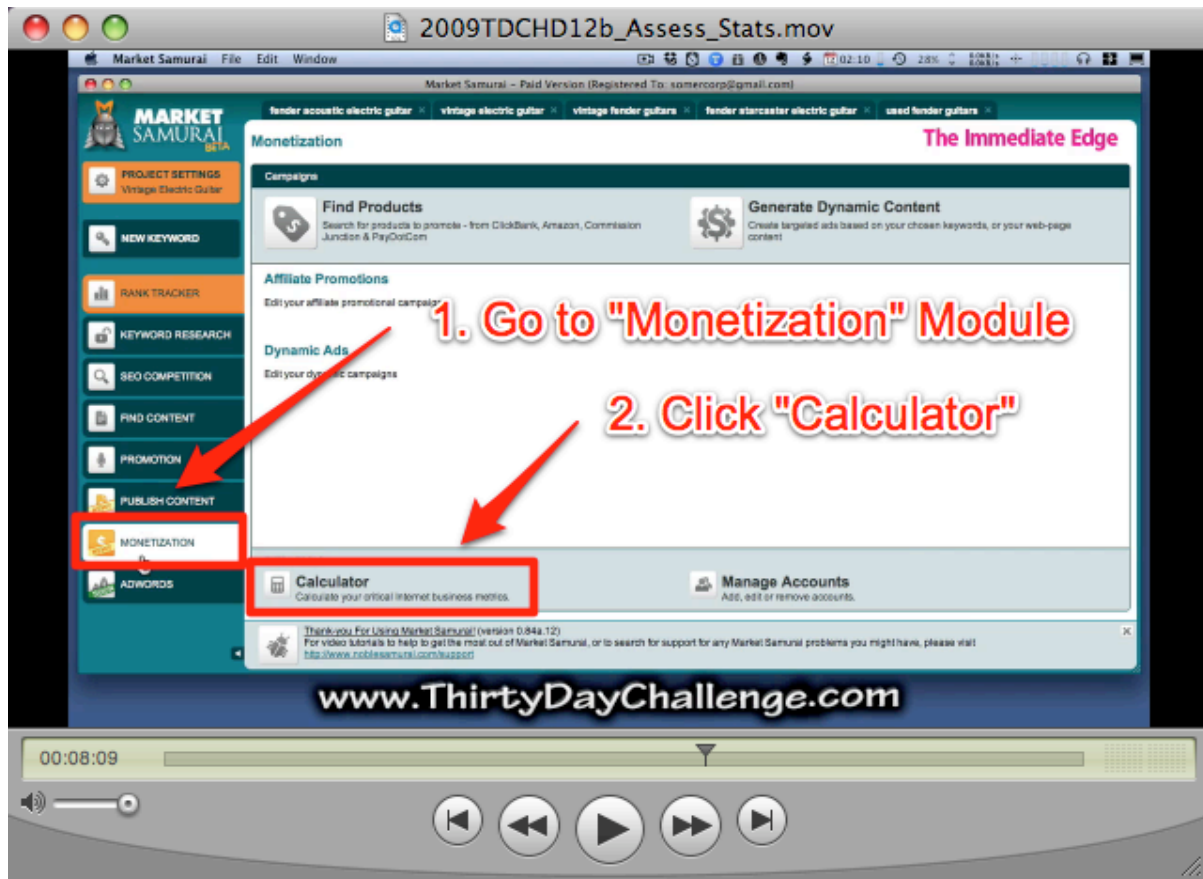
Now I'm going to go and show you a new feature in Market Samurai which shows you how to calculate some of those ratios. This is more of an introduction to that feature. At this stage, the actual ratios and numbers are less important – we're not going to be asking you to make any decisions based on those ratios for another 5 or 6 days or so.

So, this is more an introduction, and then you'll be able to use this later on in the Challenge.



## Introduction to Market Samurai Stats Calculator

[Starts at 00:07:58]



Hopefully, if you've upgraded your Market Samurai Software on Day 12 [or later], a new feature will appear in the Monetization Module, and that's on the bottom left – you'll see a little tool that says **Calculator**, and if you click on that, it'll open up a new window (I'm going to minimise Market Samurai so I can put focus onto the actual Calculator itself).

The purpose of this calculator is to make it easy for you to assess the ratios of actions that are taking place in relation to your traffic.

At a certain point – and this point is usually 10 days to 2 weeks after you set up your Blog, and get it indexed and start to receive traffic – you've got enough volume of traffic to be able to make some meaningful calculations of your metrics and your stats ratios.

This tool makes it very easy to do that.



Input	Value
Number of Impressions	550
Number of Clicks	175
Number of Sales	1
Value of Total Revenue	20

Metric	Value
Click-Through Rate <small>Clicks / Impressions</small>	31.8%
Offer Conversion Rate <small>Sales / Clicks</small>	0.6%
Website Conversion Rate <small>Sales / Impressions</small>	0.2%
Value per Click <small>Total Revenue / Clicks</small>	\$0.11
Value per Visitor <small>Total Revenue / Impressions</small>	\$0.04

Let's say at a certain point in time, you've received **550 Page Views**, and let's say you have **175** clicks from your **PrettyLink** Stats, and let's say you were lucky enough to have achieved **1** sale from that traffic, and the total revenue from that sale (the net profit from the affiliate promotion) was **\$20** [types the values in the appropriate boxes].

Having got those numbers in here, the ratios between these have **automatically** been calculated by this Calculator.

The ratios themselves are meaningful, and over the long term they will give you information about how successful your traffic acquisition and your marketing is on your Blog.

## Click Through Rate

The first ratio here is the Click-Through Rate, which is the ratio of number of people that come to your Blog, as distinct from the number of people who click through and check on the affiliate promotion link. **Ideally**, you want to have this click-through rate at **25% or higher**.

Obviously, the more people click through relative to your total traffic, the more attractive your affiliate promotion is on your Site, and also, possibly, the more visible your affiliate promotion is, and that should be reflected in the Click-Through rate.

If you've got very low click-through rates, then either the traffic can't see the offer, or they're not interested in it. Either way, you'll need to do something about it over time.

## Offer Conversion Rate

The Offer Conversion Rate is the number of sales relative to the number of people looking at the affiliate offer. In this example, we had 1 sale for 175 clicks, which is a sale conversion of 0.6%

Over the longer term, we're looking for a Web Site that converts at a ratio of 0.5% or better, which works out as 1 sale every 200 clicks.

If your Offer Conversion Rate is less than that 0.5%, then the profitability of this Web Site may not justify the long-term effort for you to do all of the off-page link-building work that needs to be done to maintain Rankings and get traffic and so on .



## Website Conversion Rate

This is the Ratio of Sales to number of views to our Site, but we can't expect a sale if somebody hasn't seen the affiliate promotion. But the overall efficiency of the Web Site as a vehicle for channelling traffic through to the affiliate promotion and get sales is reflected in this ratio.

## Value Per Click

For information – relative value per click on your affiliate links.

## Value Per Visitor

For Information – relative value per visit to the site overall.

So, this little stats calculator will be useful to you towards the latter part of the Challenge when you're starting to make a decision about the commercial value of your Web Site and your efficiency in converting traffic to clicks on the affiliate promotion and ultimately to sales.

I'm introducing it here on Day 12 so you get a sense of it, and we'll be making further reference to it, probably on Day 17, and also again, more definitively on Day 24.

## Wrap Up

### [Starts at 00:12:35]

Well, that's pretty much an overview of where you go to get stats, and what to do with some of those traffic and conversion statistics that you're going to be finding.

Hopefully by now your Site's been indexed and you are getting some traffic, which will be great, and some of that traffic is going and checking out your affiliate promotion.

For those of you that are in that happy circumstance, then that's great, keep doing what you're doing, and hopefully you'll get better rankings and ultimately more traffic.

For those of you that haven't been indexed yet, in the next videos we'll be showing you how to add content to your Blog, using Market Samurai, and you're going to submit that the TrafficBug at some point, which will help the Google Spiders to find and index you, then you can get going.

## IMPORTANT

We also want you, from this point forward, to publish an article on your Blog, either for your Theme Keywords or for your Category Keywords, every 2 to 3 days or so. You can either do that using the new module in Market Samurai or, as we've previously shown you, directly through WordpressDirect.

Good luck. I know you're going to love this new module in Market Samurai and I look forward to speaking to you again later in the Challenge.



## Summary:

### Checking Stats in Google Analytics

- Select View Report for your Domain
- Select Date Range
- Look at Traffic Stats
  - o Default view
- Look at Traffic Sources

### WordpressDirect Statistics

- If you are using an old Blog, update it
  - o Click **View Stats**
  - o Click the Link to Upgrade
- To View Stats
  - o Go to the Dashboard
  - o Click **View Stats** for your Blog

### Introduction to Market Samurai Stats Calculator

- Access via **Monetization** Module
  - o Click link on Bottom-Left of Module Screen
- Calculate various ratios based on the statistics of your Site
  - o Click Through Rate
  - o Offer Conversion Rate
  - o Website Conversion Rate
  - o Value Per Click
  - o Value Per Visitor
- We will use this more later

### IMPORTANT – Over the Next Few Days

- **Publish an article** on your Blog **every 2-3 days**
  - o For your Theme OR Category Keywords
  - o Either directly, or via **Market Samurai**
- **Submit** your Article URL to **Rank Tracker**
- **Submit** your Article URL to **TrafficBug**

### Links:

Google Analytics - <http://www.google.com/analytics/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Wordpress Direct - <http://30dc.wpdirect.com/>

Traffic Bug - <http://www.traffic-bug.com/30dc>