

# KPIs for Authority Marketing

*Bob Rustici*

Authority Marketing

Web & Content Seminar for Search and Social



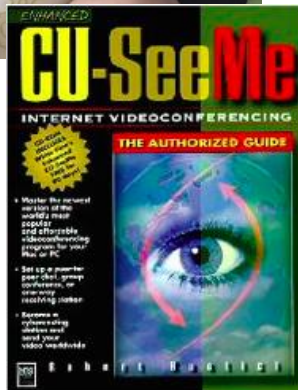
# About Me



ADWORDS™  
.....  
QUALIFIED  
INDIVIDUAL  
.....  
Google™

Bob Rustici (@robertrustici)

- Recent Family Addition
- Prior Book Writing Experience
- PPC Expert
- Good for a Cup of Coffee



# Brief KPI Definition

Key Performance Indicators



# Today's Performance Measures



## Common KPI's Metrics

- Web Traffic Sessions
- Visit Quality (Bounce Rate/ Page Views)
- Conversion Rate
- Cost Per Action (CPA)
- Sales Revenue
- Lead to Closure Rate
- Order or Lead Value



# KPIs Are Effective Measurement

Help Understand Results from Investments



- Ideal for PPC Marketing
- Helps Justify SEO Efforts
- Identifies Conversion Issues
- Improvements in Sales Process
- Increased Profits



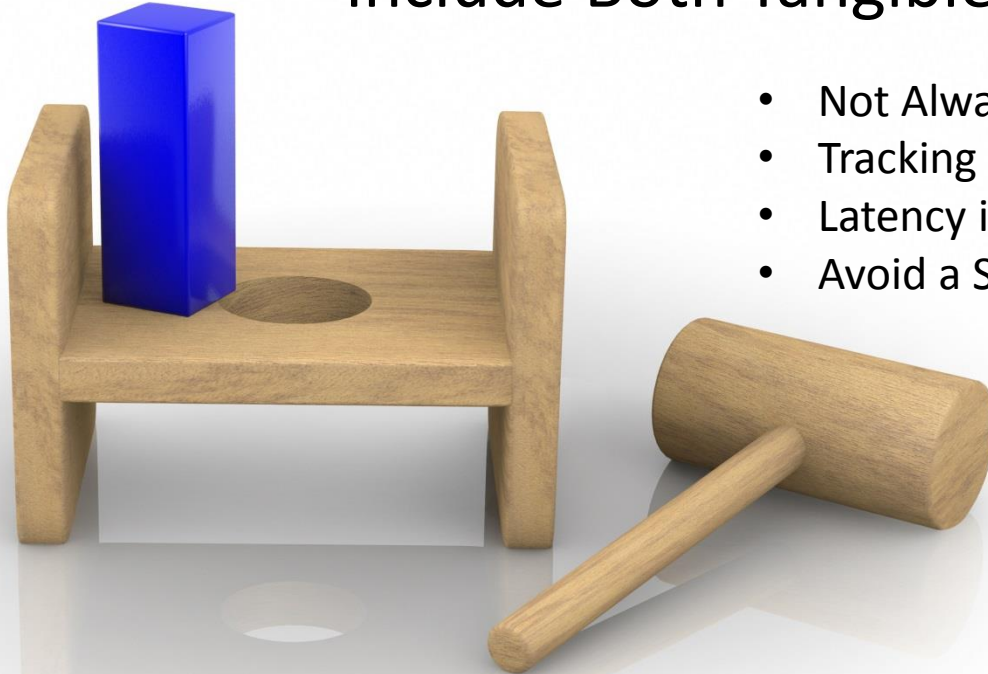
# Creating Authority Marketing KPIs

What Makes a Good Choice



# Defining KPIs for Authority Marketing

Include Both Tangible & In-tangible ROI



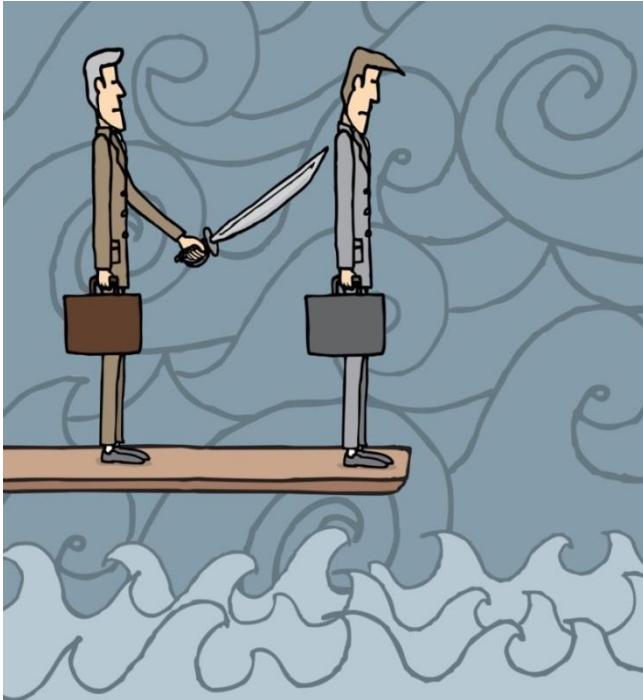
- Not Always Clear Linkage to Cause/Effect
- Tracking of Sources is Challenging
- Latency in Converting Actions
- Avoid a Strict ROI Measurement

**Vanity Metrics are Okay!**



# 5 KPIs for Tracking Authority

## Elements in a ROI Measurement Plan



- Identify Influencers in Your Space (Referrals)
- What Content will Define you as an Expert?
- Ideal Call to Actions for TOFU interest
- Are people seeking More Info on You
- Building a Brand is for Everyone!

**Don't Stop at Just at One or Two!**



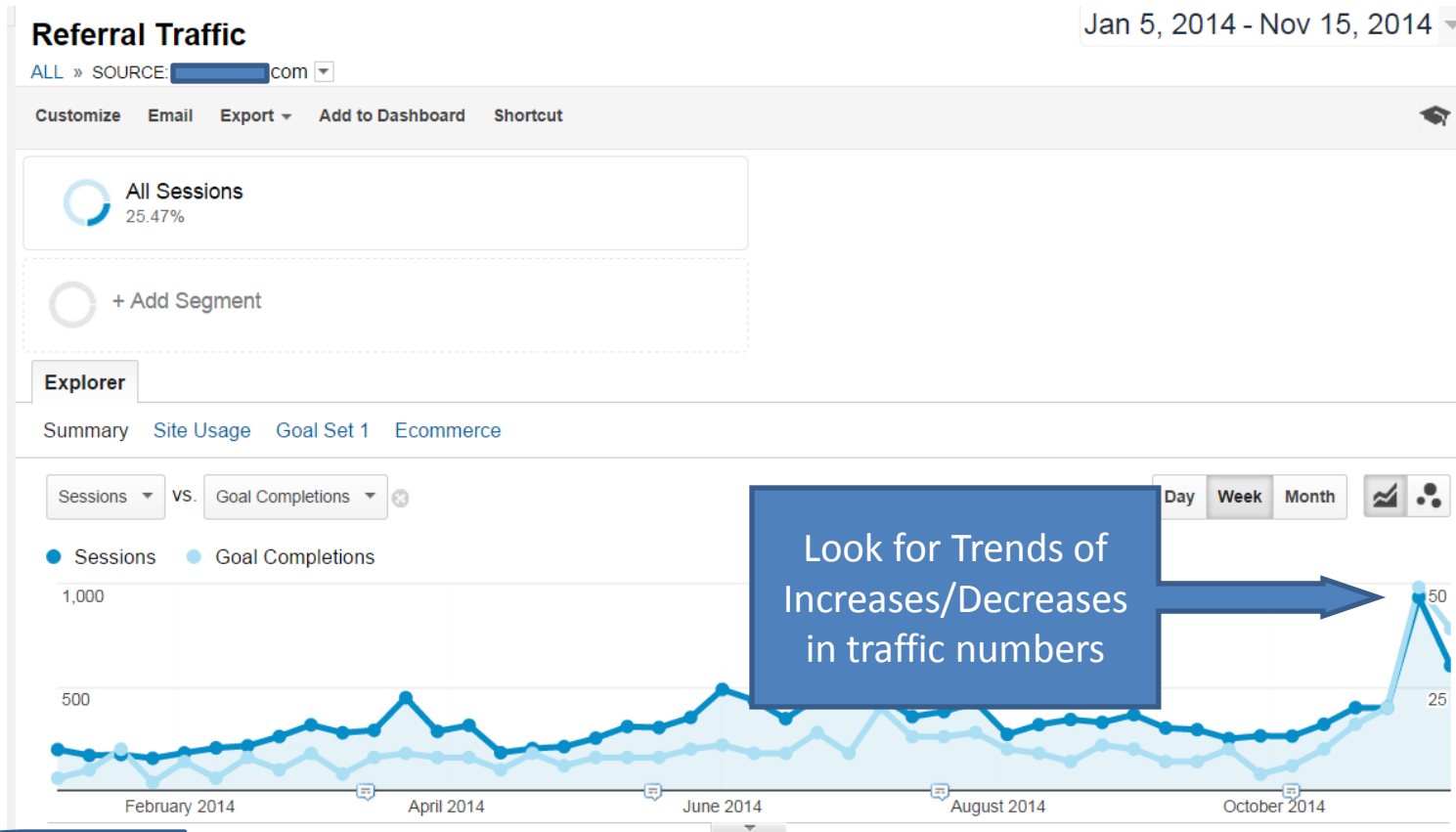


# Authority Marketing KPI Examples

5 Ideas from a Client Project



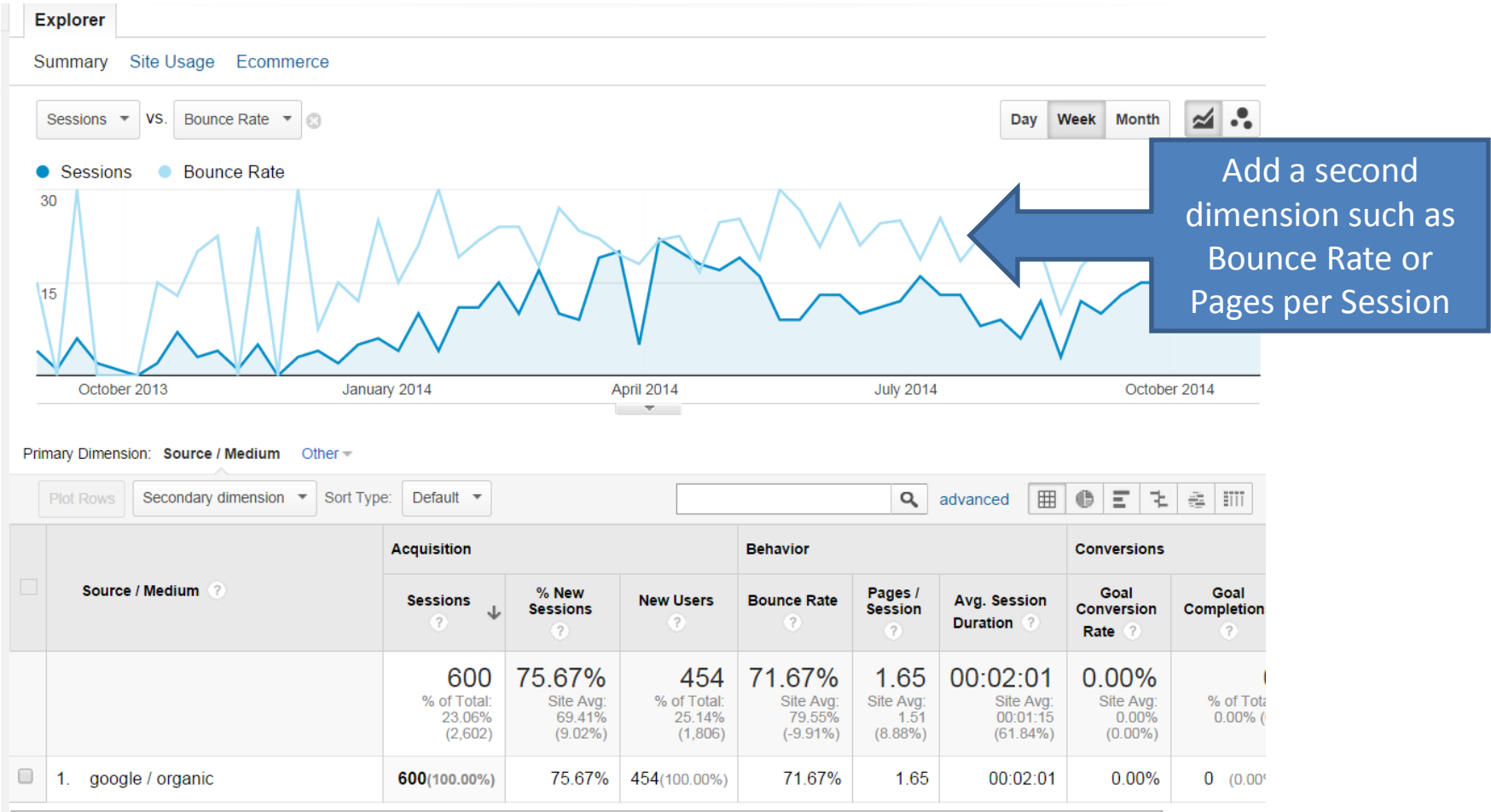
# Traffic From Referrals



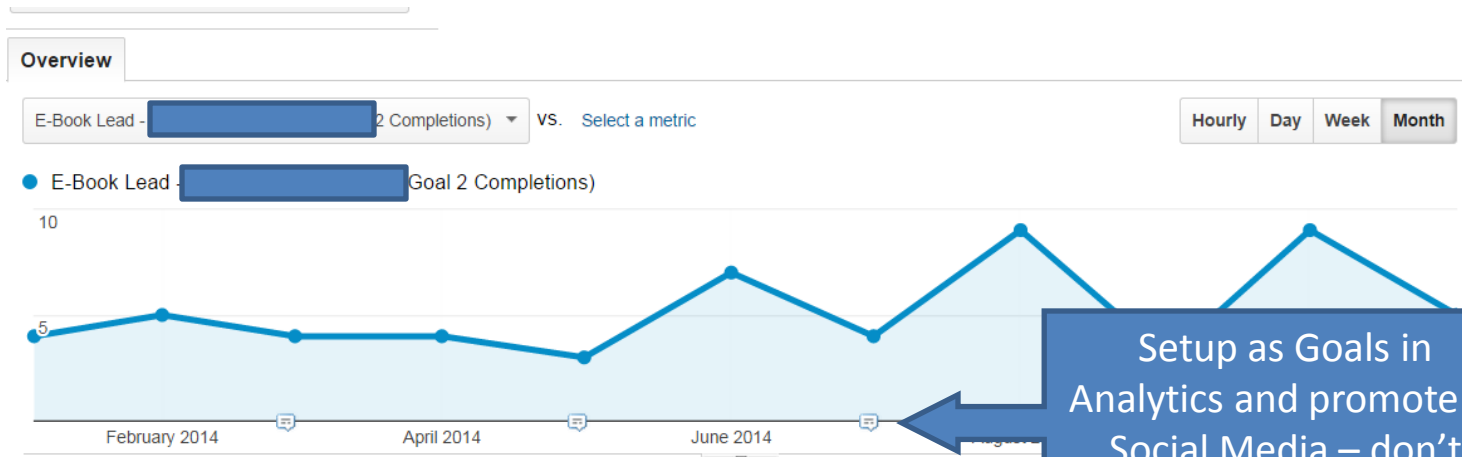
Tip: Set an Objective to Your KPI



# Blog Popularity with Search Engines



# Trends in Downloads for Ebooks



Setup as Goals in Analytics and promote in Social Media – don't forget to annotate



# Page Views of About Us Section



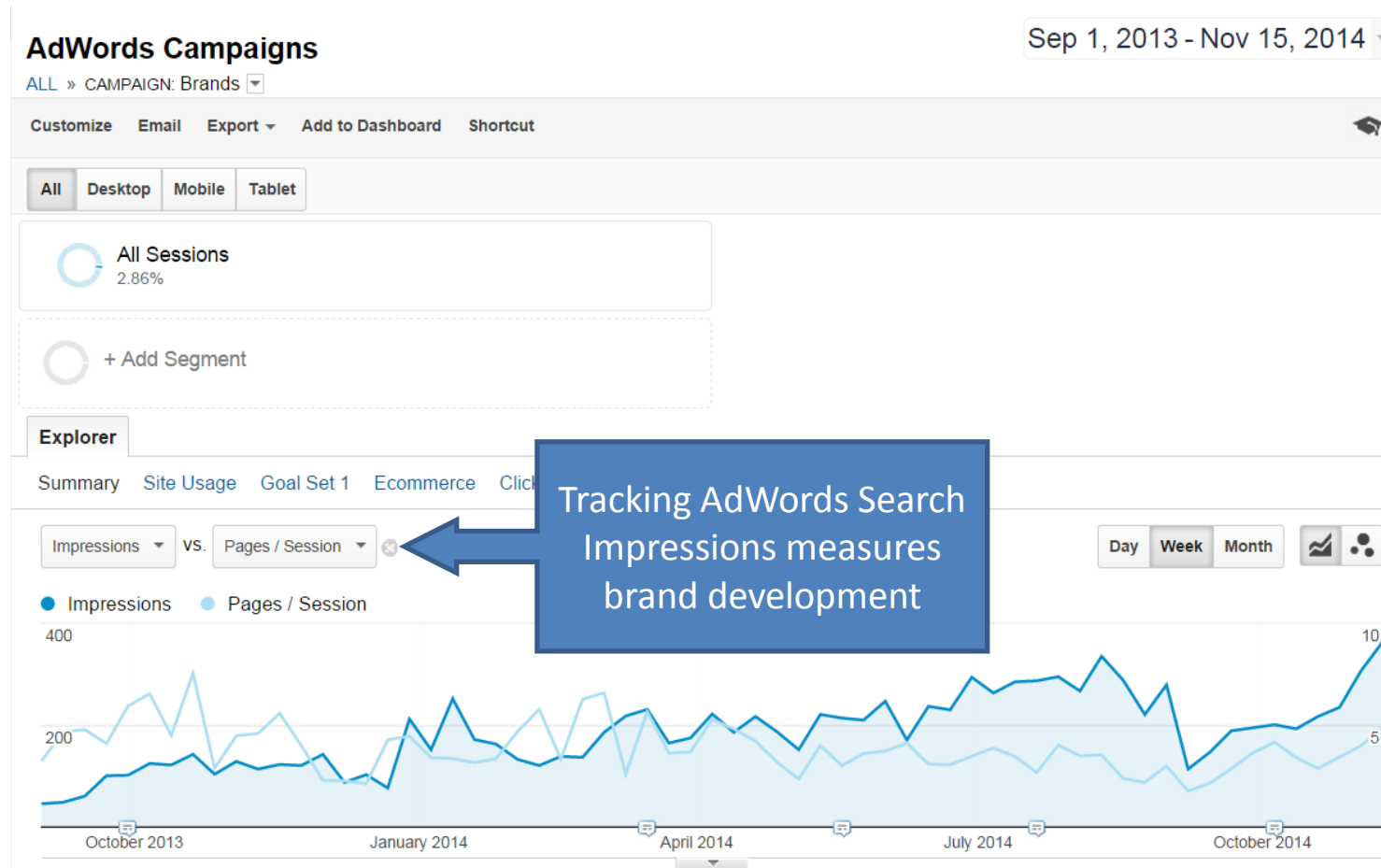
Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default /about advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3,377 % of Total: 1.59% (212,134)	2,782 % of Total: 1.64% (169,802)	00:01:10 Site Avg: 00:01:20 (-11.72%)	202 % of Total: 0.35% (57,904)	48.02% Site Avg: 52.42% (-8.39%)	22.03% Site Avg: 27.30% (-19.29%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /home/about	2,220 (65.74%)	1,782 (64.05%)	00:01:17	95 (47.03%)	40.00%	23.02%	\$0.00 (0.00%)

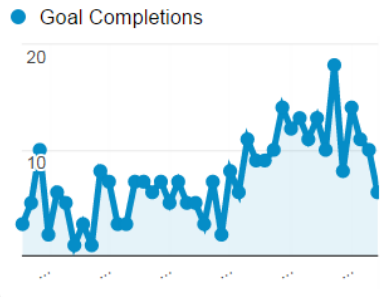


# Quality of Visit from Brand Searches

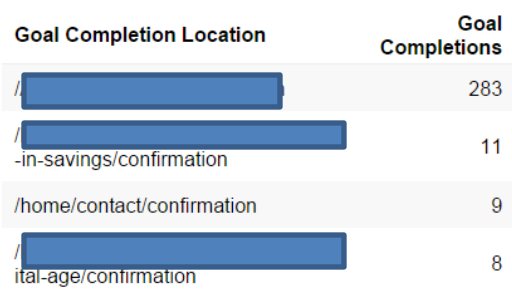


# Executive Dashboards

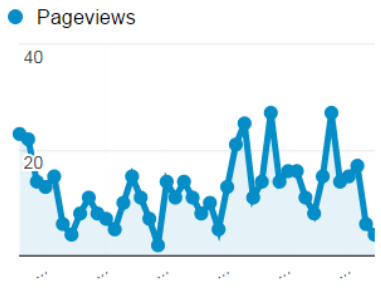
Goal Completions



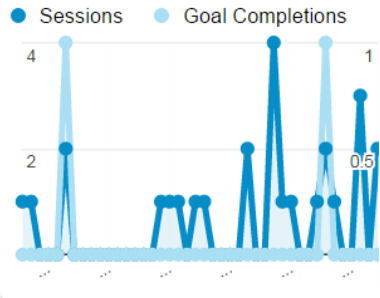
Goal Completions by Type



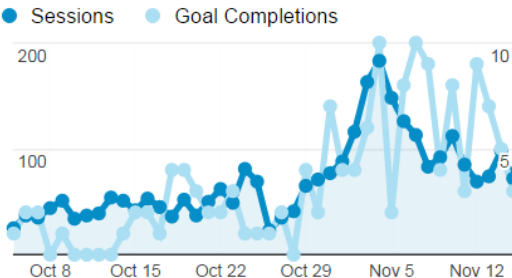
About Us Web Visits



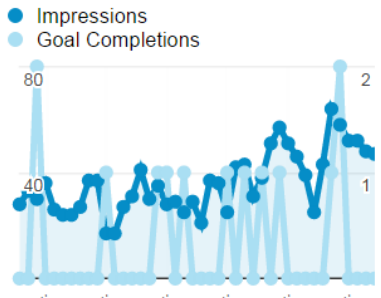
Company Blog Leads



Traffic & Leads from Acme Ideas



Brand Searches



# How to Track & Report KPIs



Use Excel to Roll Your Own Reports

## Use Off the Shelf Options

- Google Analytics – Customer Segmentation – Referrals – Downloads/Links
- AdWords Campaign to track Brand keywords and/or specific products
- Google Alerts for Brand mentions or website links
- Trends in Facebook Likes & LinkedIn Followers
- Klout Alerts & Social Media Monitoring tools
- ClickTales on Resources Pages, UserTests and Survey for Feedback
- YouTube has their own Analytics





# Takeaways

- Define and Use KPIs that Make Sense for your Organization – Don't be trendy just to be trendy!
- KPIs get better over time with the insights they will reveal. Enjoy with a fine glass of wine!
- Collect your data for developing an Executive Dashboard. Avoid the ROI only trap!



# Resources

- To create your Google Alert: [www.google.com/alerts](http://www.google.com/alerts)
- Facebook Insights to track Like Trends: [www.facebook.com/insights](http://www.facebook.com/insights)
- Details about the Klout Score <https://klout.com/corp/score>
- Google Ripples for Goolge+ Shares:  
<https://support.google.com/plus/answer/1713320?hl=en>
- Search Engine Watch 11 KPIs for Content Marketing:  
<http://searchenginewatch.com/article/2309481/11-Must-Measure-KPIs-for-Content-Marketing-Success>

