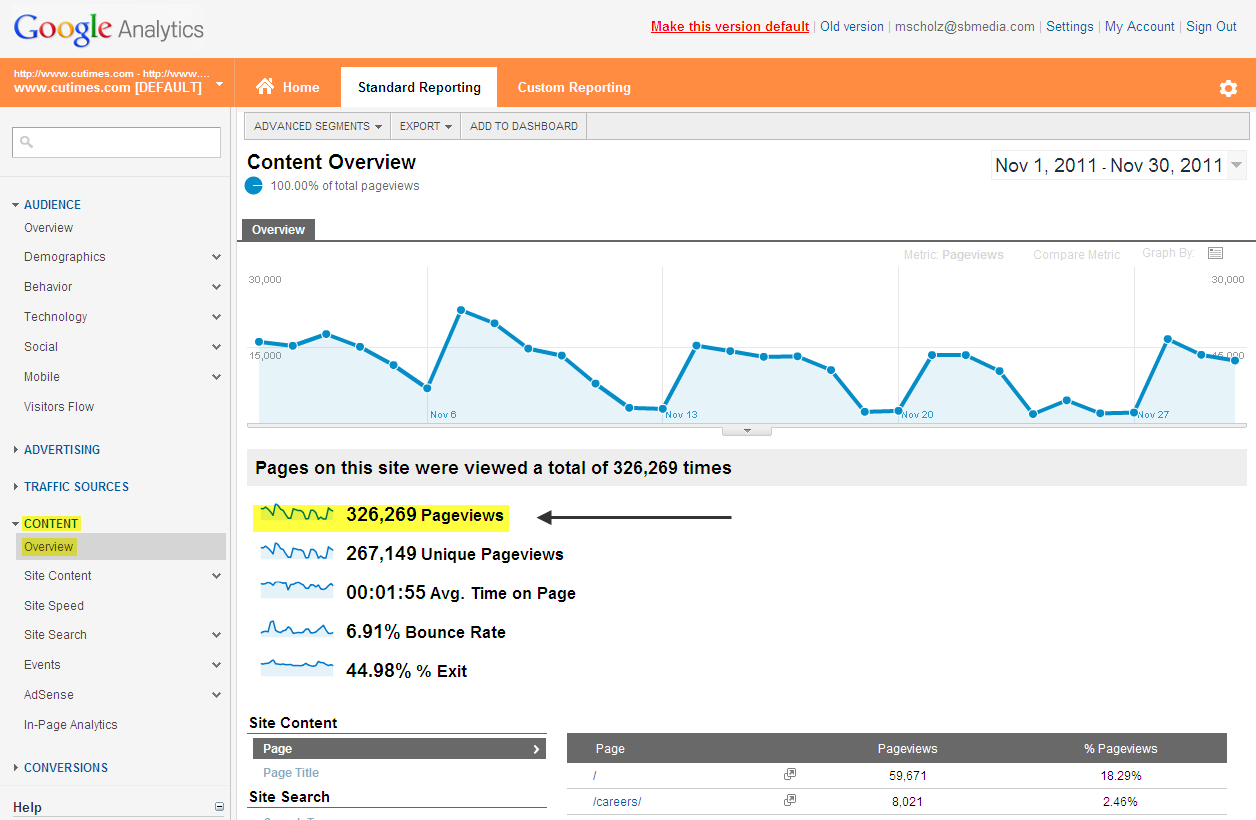
Follow the directions contained herein to complete 2014 Monthly Dashboard reports.

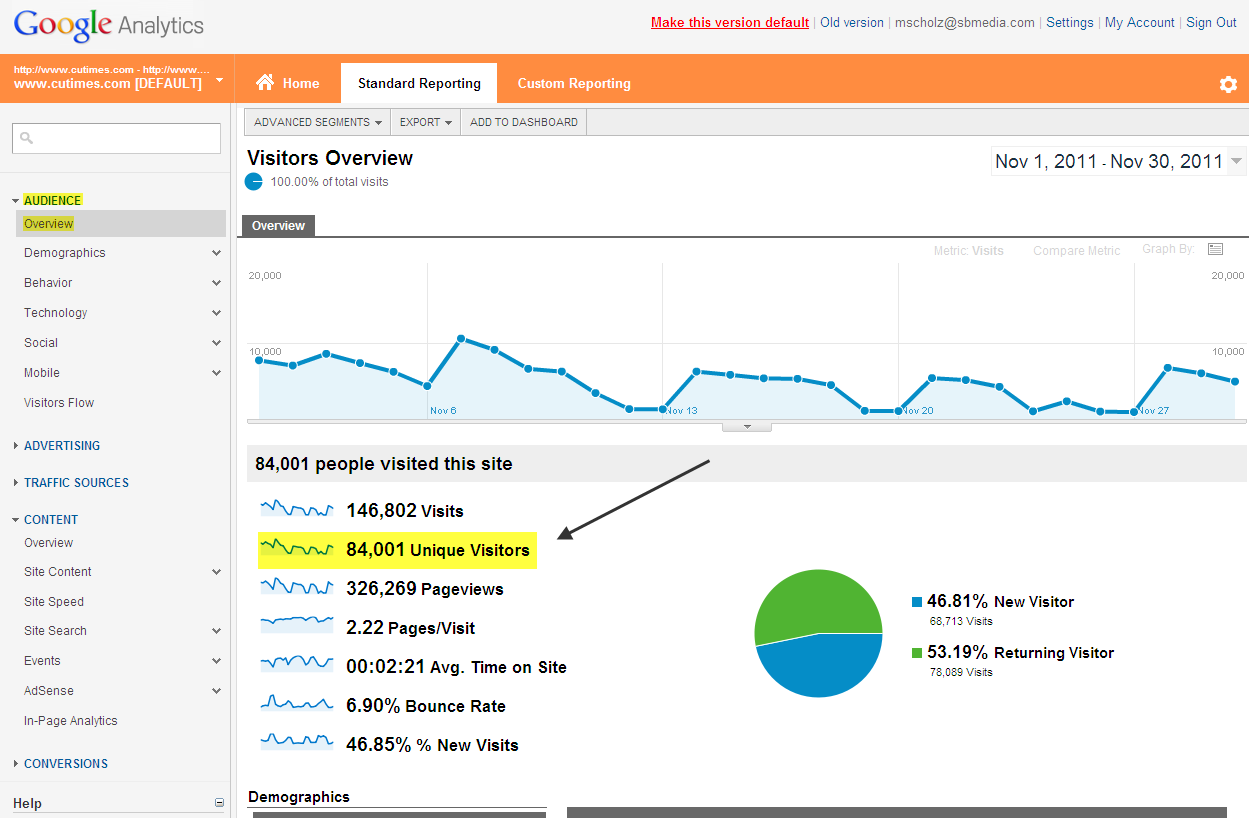
2014 Monthly Dashboard Guide

Instructions & Tips

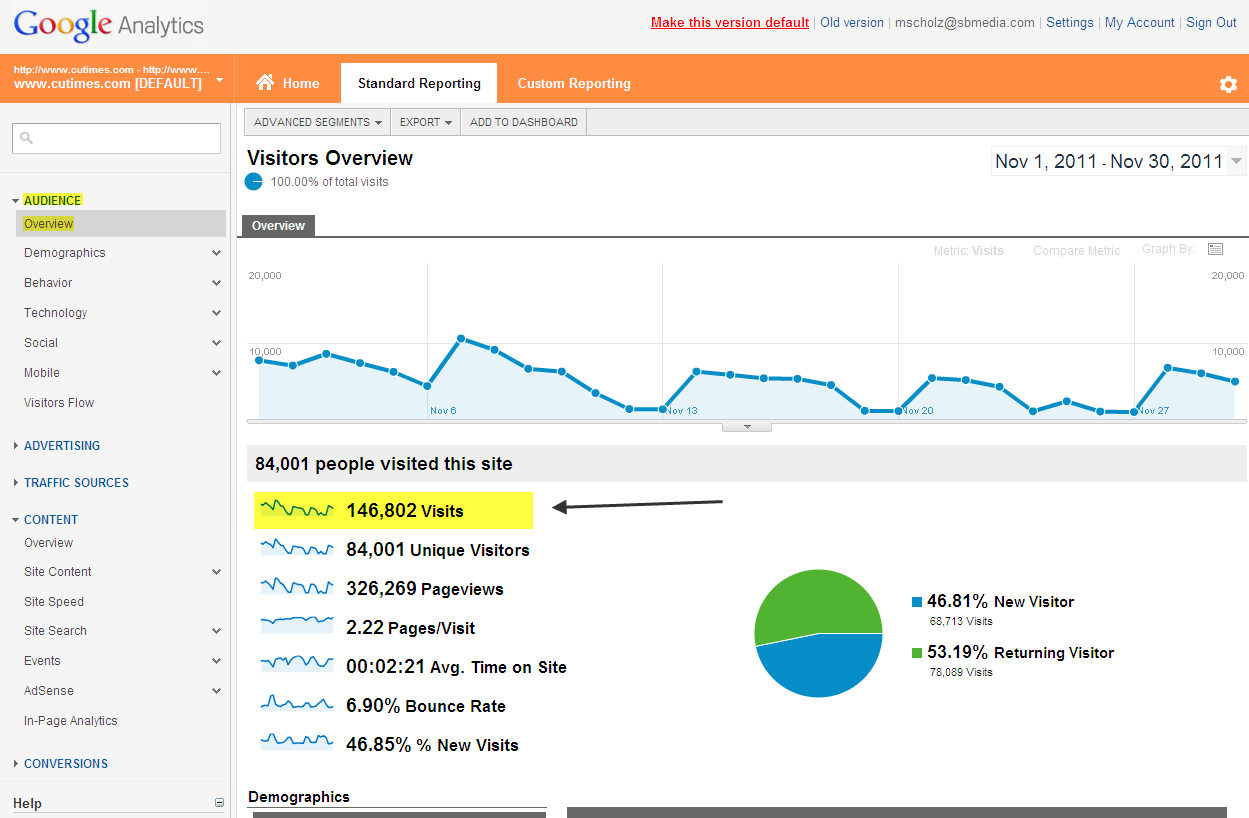
***NOTE: When pulling any metrics from Google Analytics for Dashboards (except the Mobile tab which already uses other advanced segments), please use the Bing Bot Excluded advanced segment to exclude traffic driven by this bot. If you don’t have this segment in your profile, see Appendix A for the link to set it up.***

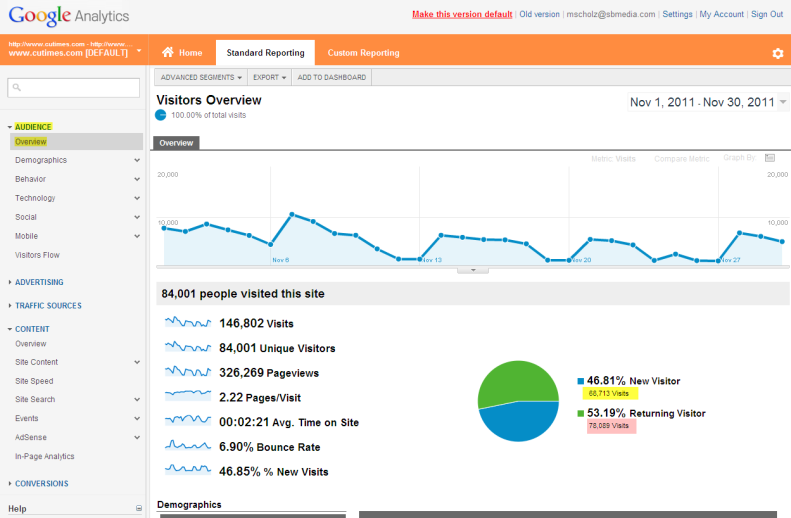
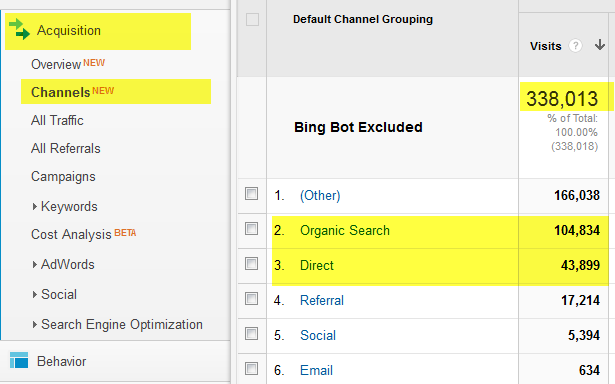
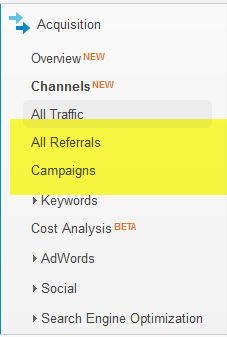
***Web Tab***

* *Page Views*: Taken from Google Analytics
  + Click on “Audience” on the left side menu and page views is under the overview.
  + Make sure to change dates for specific month!
* *Unique Visitors*: Taken from Google Analytics
  + Click on “Audience” on the left side menu and unique visitors in under overview.
  + Make sure to change date to fit specific month!



* *Visits*: Taken from Google Analytics
  + Also under “Audience” in overview



* *Average Visits per Visitor*: calculated by dividing the number of visits per month by the number of unique visitors per month
* *Average Pages Viewed per Visit*: calculated by dividing the page views per month by the visits per month
* **New vs. Returning Visitors**
  + *New Visitor*: Found in Google Analytics on Audience Overview page
    - Top number from the pie chart (see below highlighted in yellow)
* *Returning Visitor*: Found in Google Analytics on Audience Overview page
  + Bottom number from pie chart (see above highlighted in pink)
  + *New Visits*: percentage taken from pie chart
  + *Returning Visitor*: percentage taken from pie chart
* **Traffic Sources:** 
  + You will have to calculate % of *Direct, Referring, Search, and Campaign Traffic:*
    - Go to the Acquisition Tab on the left hand side of GA, Click Channels
      * Pull the number of Organic Search Visits and Direct visits from the Channels tab and divide by the number of overall site visits to get those percentages 
      * To Calculate Referring Traffic Percentage – go to the All Referrals Tab under Acquisition and pull the number of visits – divide that by the total number of visits from the Channels Tab.
      * To Campaign Traffic Percentage to to the Campaigns Tab under Acquisition and pull the number of visits – divide that by the total number of visits from the Channels Tab.  
         
    - Make sure to change the dates to specific month!
* **Source Mix Page Views**
  + Under Acquisition Tab - Pull the number of Visits and Pages/Visit for Direct and Search (organic) from the Channels Tab, for Referring from the All Referrals Tab, and Campaign from the Campaigns Tab. Since GA doesn’t give us the page views, we will have to calculate the page views by multiplying the visits by pages/visit.

***Web-Editorial Tab (BPro/FE only)***

* Get these metrics from Omniture.
  + Login info:   
    Company: Summit Business Media  
    username: sbmmagazine  
    password: r3p0rts
  + Set date range, and then pull stats from the ‘Report Suite Totals’ square (bottom left) of the main page. Pageviews, Unique Visitors, and Visits are all there.

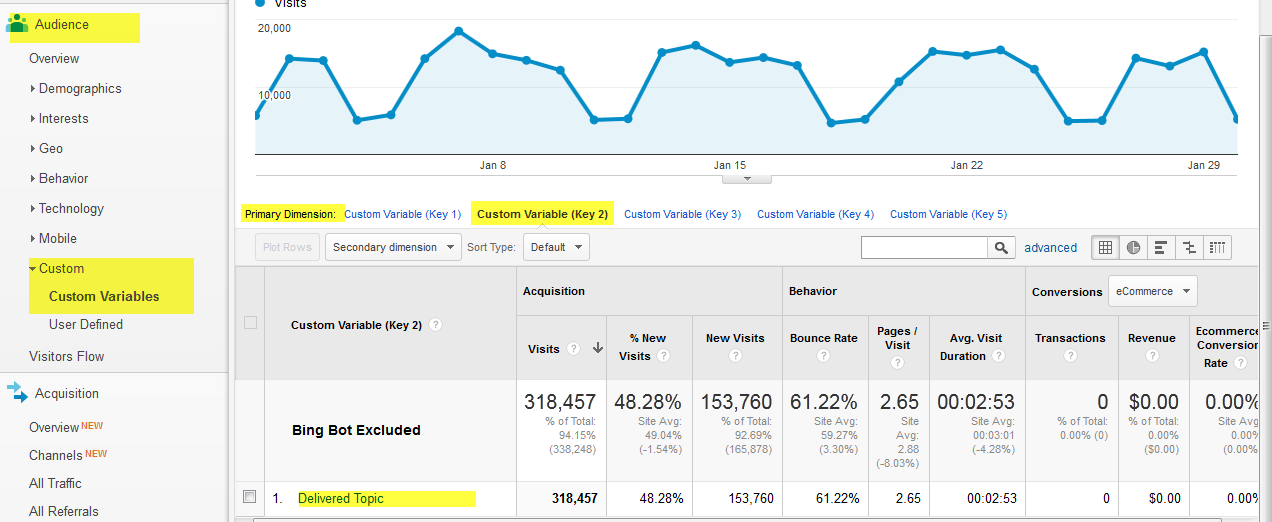
***Email Tab***

* All links or formulas. No input should be needed on this page. Everything Links out to Tommy’s List Summary Documents or eNL Specific Reports - an example path to the eNewsletter Stats is below:

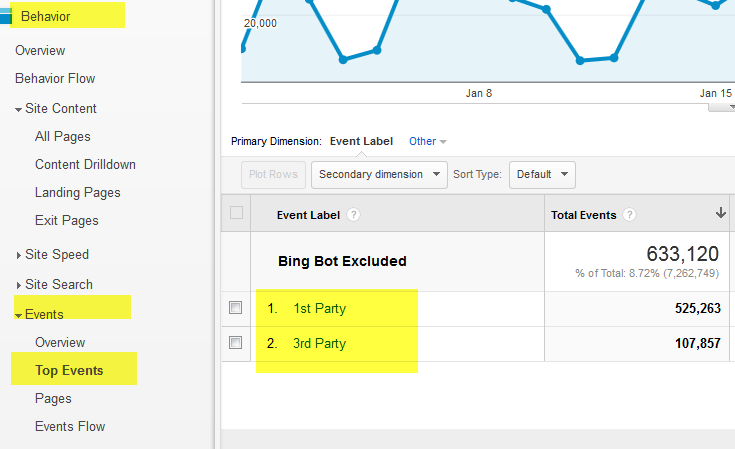
*Report Center > Electronic Media Reports > Media Division > 03- Investment Advisor Group > eNewsletter Stats > IAG\_2014*

***Content Tracking Tab*** (Stats Pulled by Community Managers)

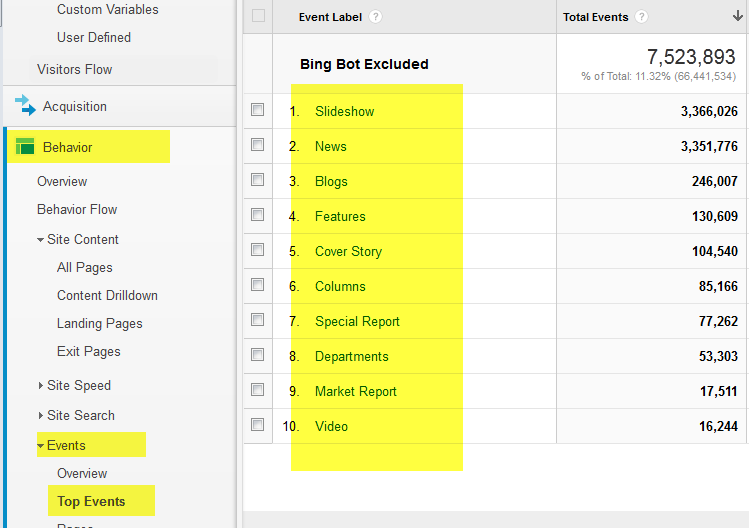
* **Channel/Topic Page views - Note: This is a new process from 2013 to help us get more accurate data**
  + Found in Google Analytics under the “Audience” Tab on the left side of the page, Custom Tab, Custom Variables
    - Click on “Custom Variables”
    - Under Primary Dimension under the graph, Click Custom Variable (Key 2) – this may vary by site, just click through the custom variables until you find the one that says Delivered Topic.
    - Click on Delivered Topic
    - Calculate Page views for each channel landing page/topic by multiplying the visits by pages/visit
    - Add Channel Landing Page and Topic Pageviews together to get total Channel Pageviews in Dashboard



* + - ***FreeERISA page views are an exception:*** under Behavior Tab, Site Content Tab, All pages, search for freeerisa.benefitspro.com --total page views display at top of page-use those.
* **Article Source Pageviews**
  + Found in Google Analytics- Behavior Tab, Events, Top Events
  + Click on Article Source and then Page View
  + 1st party and 3rd party data will be listed (see below) - Total Events = Page Views



* **Article Section Pageviews**
  + Found in Google Analytics- Behavior tab, Events, Top Events
  + Click on Article Section and then Page View
  + Sections and Data will be listed (see below) – Total Events = Page Views

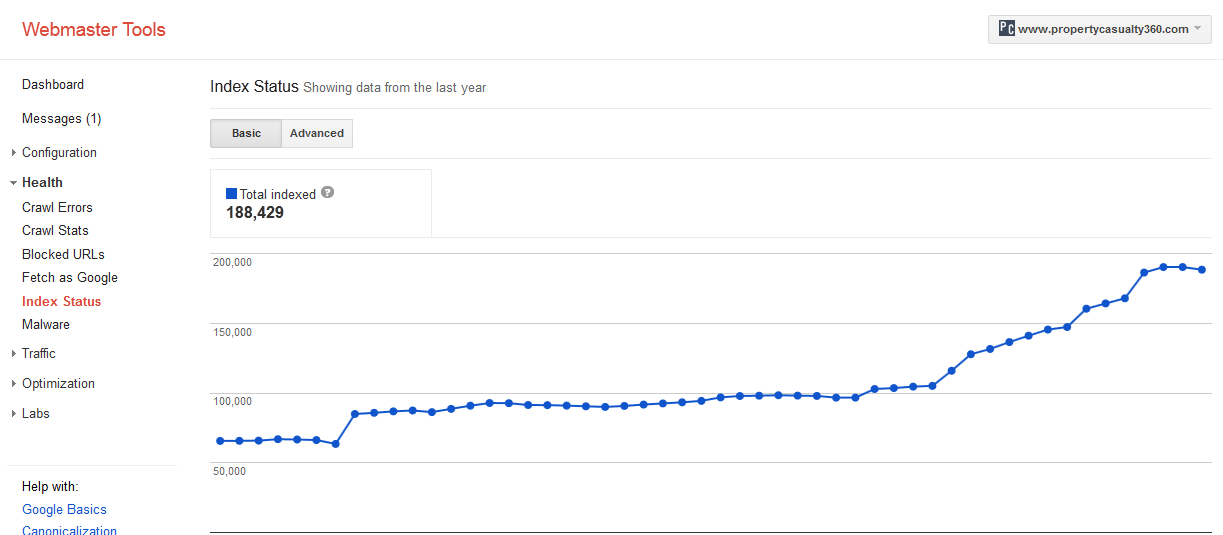


***Top 25 Content Tab*** (Stats Pulled by Community Managers)

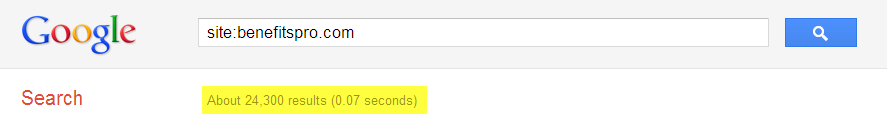
* In Google Analytics go to the Behavior Tab, Click Site Content, All Pages, Switch to “Page Title” under the Primary Dimension under the graph, click the drop-down in the bottom right to show 25 rows, then click Export at the top to CSV and copy and paste the first 2 columns into the dashboard.

***Competitive Analysis Tab***(Stats Pulled by Community Managers, w/ few exceptions where noted)

* **Google Indexed Pages**
  + For our properties, use Webmaster Tools, Go to the Health Drop Down, and look at the Index Status metric. Pull the number from the date closest to the beginning of the month. (i.e. Use the data from 2/5/12 for the February number).



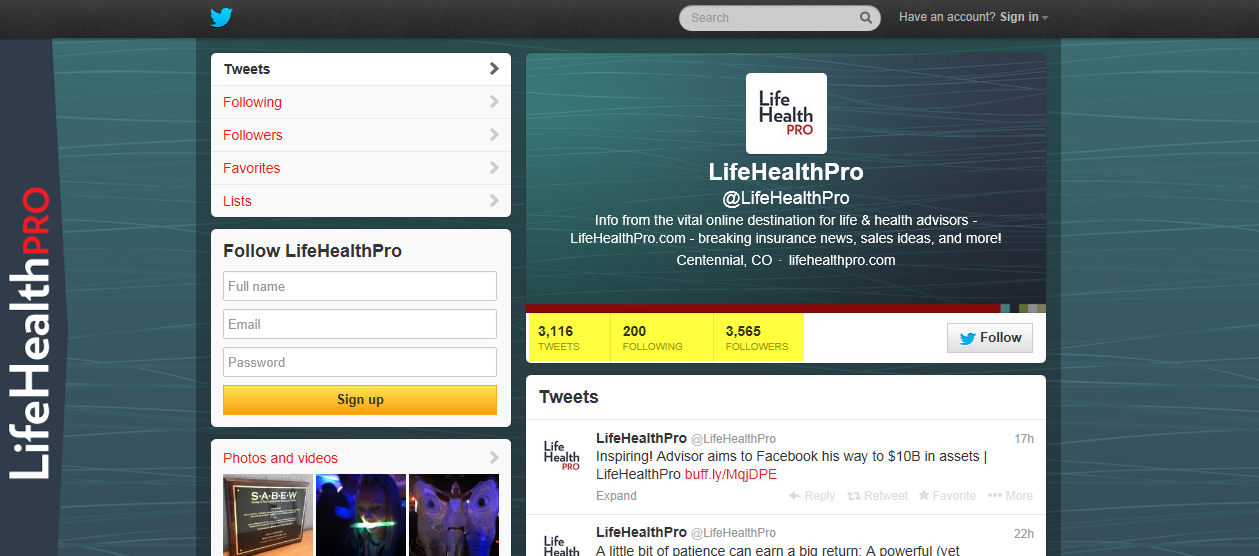
* + For all competitors found on Google
  + Type in site:insurancejournal.com (for example, as it will vary depending on the site you are referring to, do not use the www. in front of the site name.)
  + After hitting enter, there will be a grey number below the search box, and that is your indexed pages number (see below- highlighted in yellow).



* **Page Rank** 
  + Make sure the SEO Book Toolbar is loaded on Firefox
  + Visit the website you are pulling metrics for
  + In the SEO Book Toolbar hover over the page rank bar and record the number that shows up
* **Backlinks** 
  + Found on Moz.com – go to Open Site Explorer tool
  + Type in [www.propertycasualty360.com](http://www.propertycasualty360.com) (Always include “www.”)
  + Click Compare Link Metrics Tab and Add Competitors
  + Record *Total External Links* for each site
* **IMS Web Spyder # of Advertisers** (Brand Managers)
* **% Market Share (# of Advertisers)** (Brand Managers)
* **Page Rank for Keywords**
  + Use CuteRank Program
  + Put in your site and Keywords – The first time you set this up go to profile, new profile, enter site URL and keywords, select Google (USA) and hit ok.
  + For subsequent months click Update button on your profile to get the current rank.
  + Record Current Page Rank for Google in Dashboard
  + Repeat with same keywords for competitors sites
* **Social Media**: Completed 2 times a year (January & July) by Community Managers – all numbers for our products should be pulled from the Social media tab to get the most up-to-date #, numbers for all competitors should be pulled from Quarterly social media competitive reports done by eMarketing interns.

***Social Media Tab*** (Stats Pulled by Brand Managers)

* *Twitter*: There should be a link to the page in excel. Click that and go to the Twitter handle page.
  + All information should be on Twitter page (see below-highlighted). We are just recording the totals after each month, so no need to calculate any “per-month” numbers.



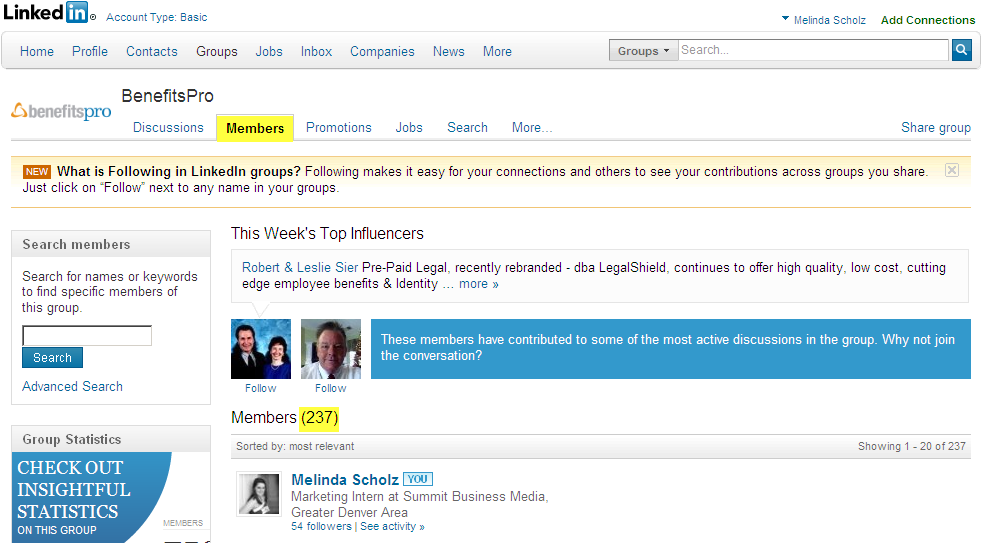
* *Facebook*: Click the link to go to the Facebook page. (see below- “likes” highlighted in yellow)



* + *Post Views (Reach)*: You’ll need to log into Facebook. You should be set up to have administrative access through your personal FB account.

Select your publication in the right hand menu.

* + - Select “Insights” on the left sidebar menu.
    - Click Export Data Button
    - Enter in your monthly date range (ie. 1/1-1/31), click Page Level Data, Click Download.
    - Under Column 0 – Daily Total Reach – add up the daily totals to get the monthly total. Record the monthly total in the dashboard.
* *LinkedIn*: Click on link and go to page. From there, go to the members tab at the top and look to see how many members(see below)



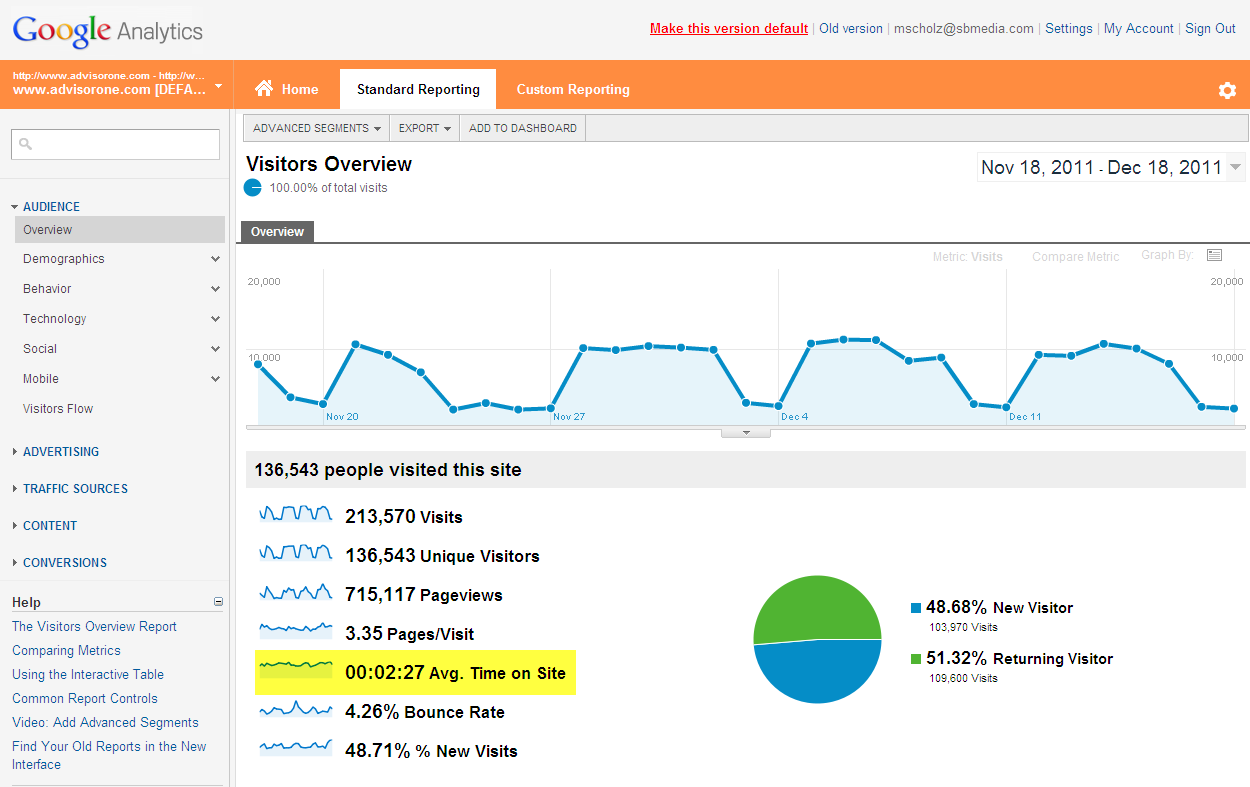
* + Number of discussions can be found by counting the number of discussions shown for the previous month.
* *YouTube*: If the page has a YouTube account, go to it, and add up the total video views (top right corner).
  + Number of video posts can be found by counting the number of videos posted within the previous month.
* *Google+*:Click on link to go to account page for Google+
  + Log into Google + with Username: [summitmarketingteam@gmail.com](mailto:summitmarketingteam@gmail.com) Password: sbmedia1
  + Under “Michelle,” select the page you are collecting data for.
  + At the top of the page, there will be a task bar. Select “circles” from this. (see below)



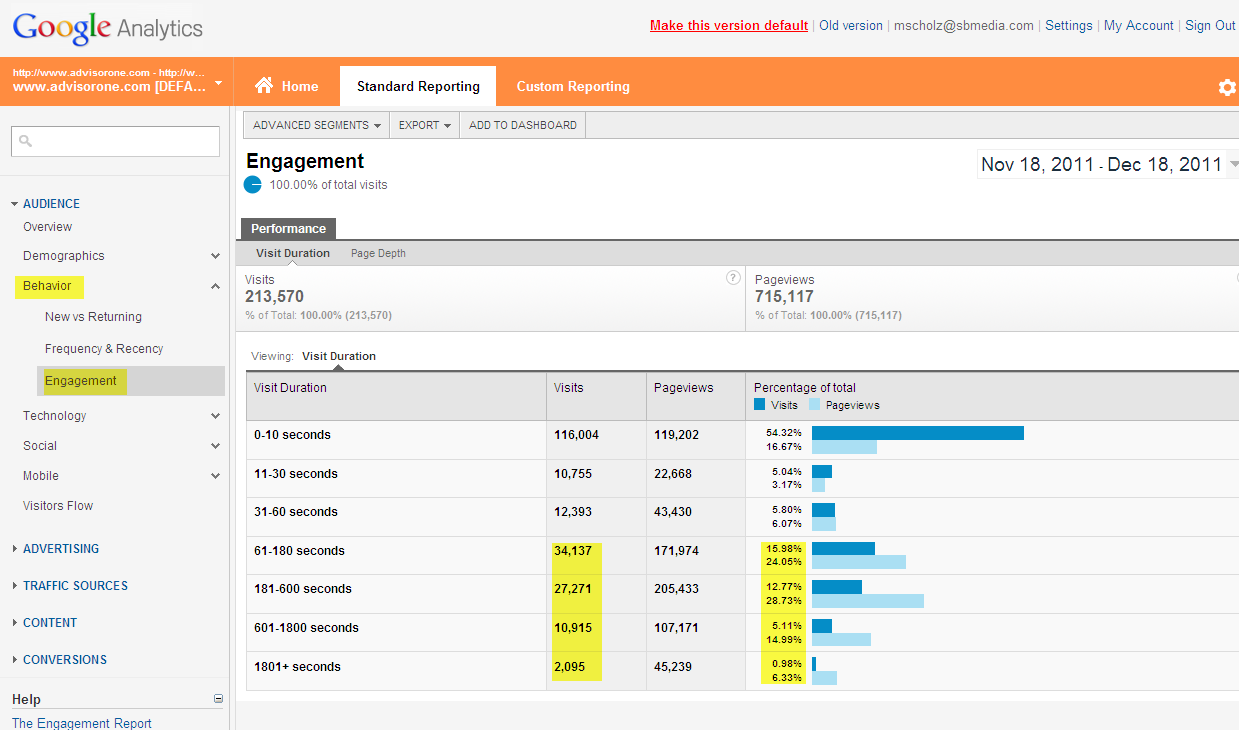
* From here you will be able to see people you are following in your circles (circles) and people who’ve added you (members).
* Number of posts can be found by counting the number of posts within the previous month.

***Engagement Tab*** (Stats Pulled by Community Managers)

* *Visits per visitor:* taken from Web Tab
* *Pages/visit:* Taken from Web Tab
* *Number Frequent Visitors:* Taken from Web Tab
* *% Frequent Visitors:* Taken from Web Tab
  + *Returning Daily –* Audience, Behavior, Frequency & Recency, Days Since Last Visit distribution – Take # visits with 1 day since last visit, then calculate based on total # of site visits
  + *Returning Weekly -* Audience, Behavior, Frequency & Recency, Days Since Last Visit distribution – Take # visits with 2-7 days since last visit, then calculate based on total # of site visits
  + *Returning Monthly -* Audience, Behavior, Frequency & Recency, Days Since Last Visit distribution – Take # visits with 8-30 days since last visit, then calculate based on total # of site visits
* *Time Spent on Site:* Taken from Google Analytics.
  + Average Time Spent on Site can be found in the overview tab (see below- highlighted)



* + Number and Percent of Visits Greater than 60 seconds can be found in Audience Tab, Behavior Tab, sub tab Engagement (see below- highlighted), Visit Duration distribution, calculate based on total # of site visits



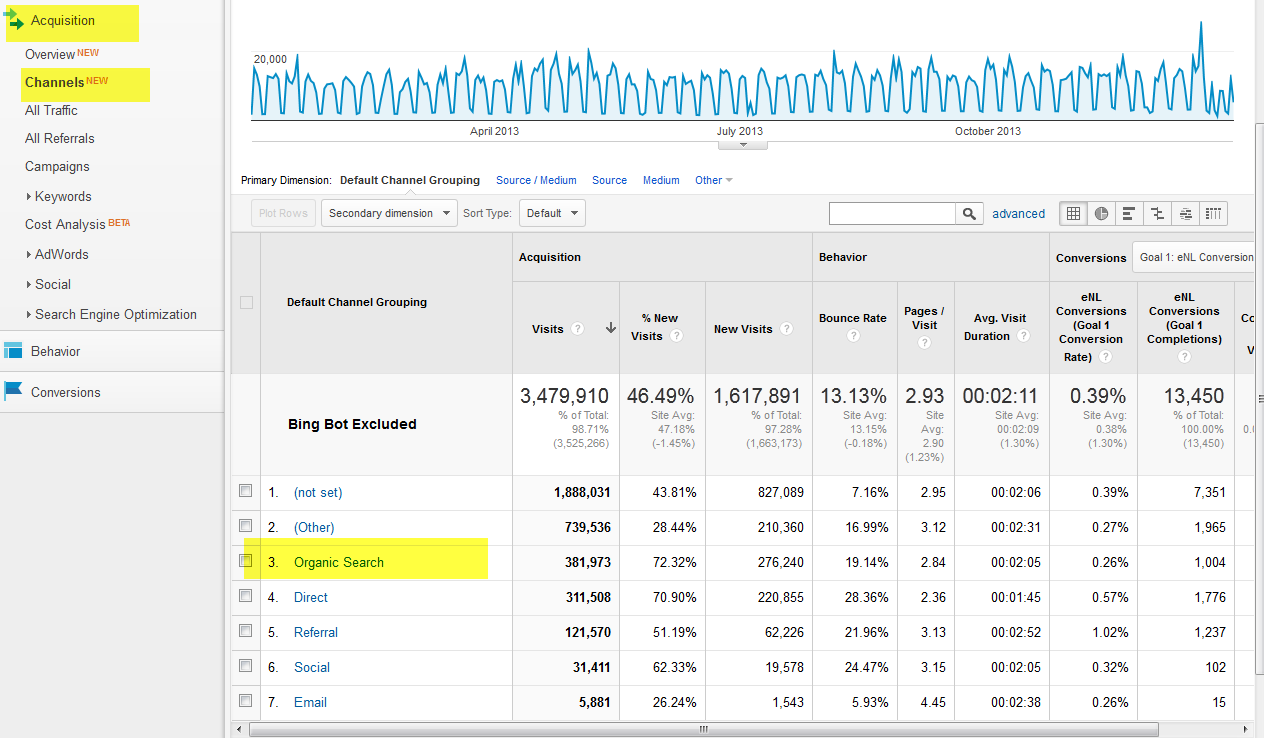
* + Record # of Committed Visits- found in Behavior tab, sub tab Engagement, Page Depth distribution. 5+ (Highlighted below), then calculate percent based on total # of visits.



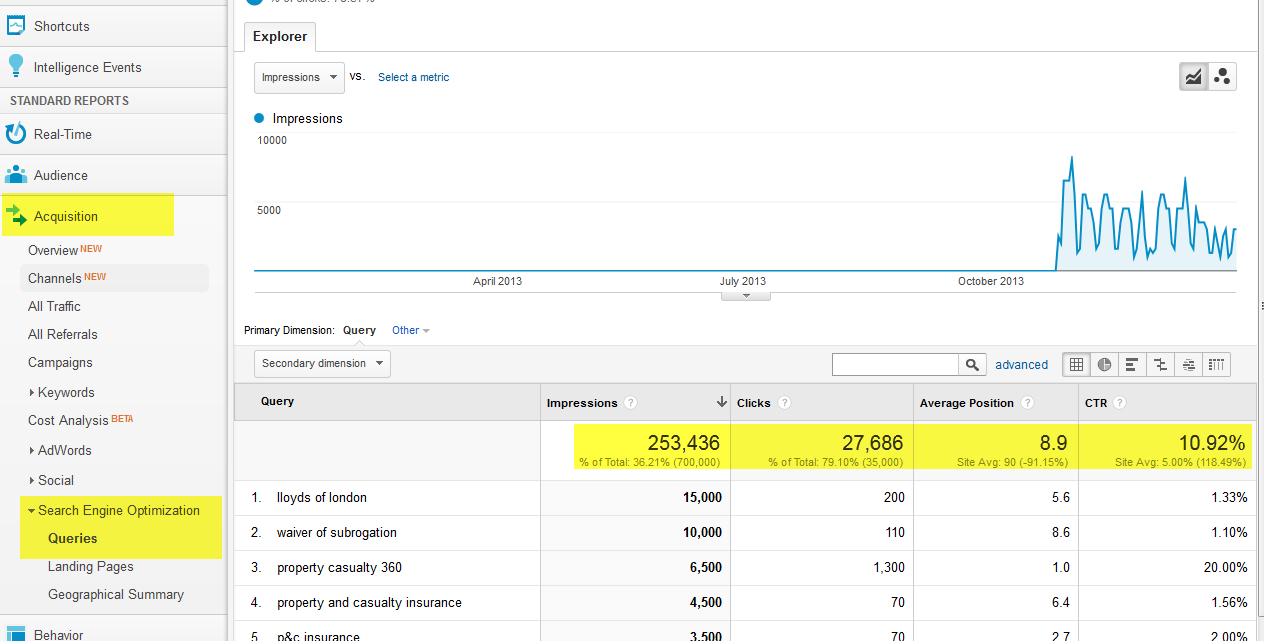
* # of Pageviews from RSS Feeds - in Google Analytics go to Behavior> All Pages, then type ref=rss into the search box and you will get the number you need (added together for all content at the top).
* *Conversions*:
  + eNL Subscriptions – will auto-populate from Email Tab
  + Lead Gen – Email Alex Rhodes to get these numbers from the PWEB team
  + Web Seminars - Get from web seminar team – email Rochelle Chaplin
  + Site Comments – Discus login:
    - <http://disqus.com/dashboard/>
    - User: [mmiles@sbmedia.com](mailto:mmiles@sbmedia.com)
    - Pass: sbmedia1
    - Click your site name, then the Analytics Tab, Then the Activity Tab
    - Set your date range, and record total # of comments
  + Add This Shares – login:
    - <http://www.addthis.com/analytics>
    - Email: [mmiles@sbmedia.com](mailto:mmiles@sbmedia.com)
    - User: mmiles
    - Pass: sbmedia1
    - Make sure Time Period Drop down menu is set to Past Month
  + Actual FE registrations (BPro/FE only)—email Regina for these.
  + Pageviews of FE sign up box (BPro/FE only)—in the combined FE/BPro analytics profile go to: top events > registration > sign-up box.

***Search Tab*** (Stats Pulled by Community Managers)

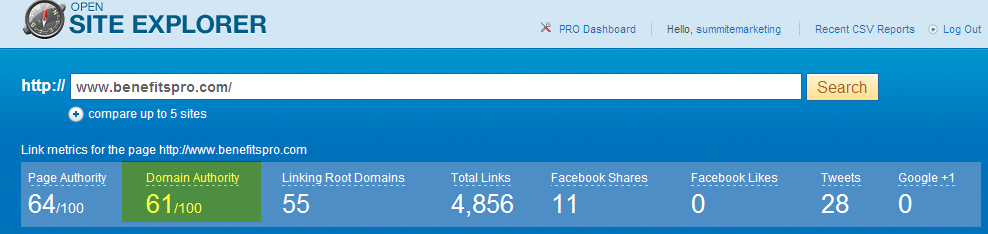
* *Search Only Traffic*: found on Google Analytics
  + Found under Acquisition Tab, Channels, Organic Search(see pic below)



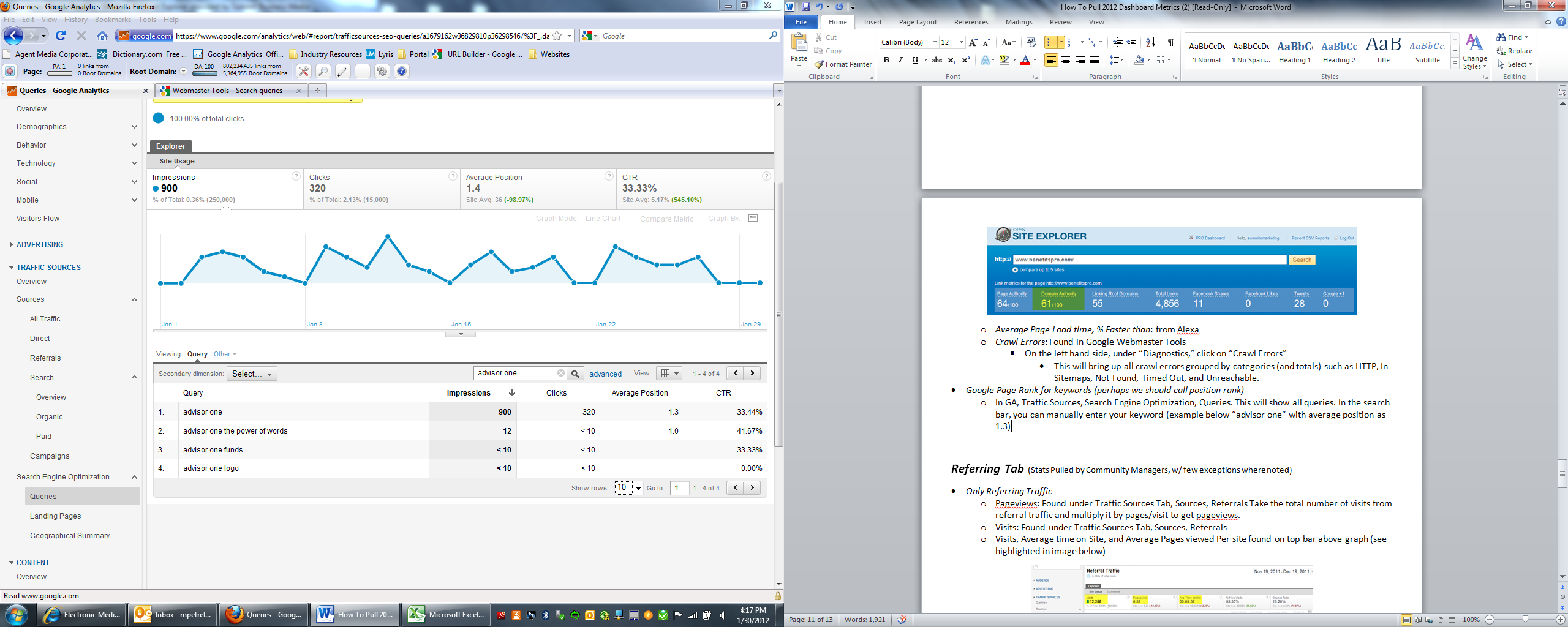
* *New vs. Returning Visitors- Search only*
  + New Visitor and Returning Visitor- Found under Acquisition Tab, Channels, Organic Search – pull % of new visits and # of new visits, returning visits is Total Search visits minus new visits and 100% minus new visits %.
* *Search=Any Interaction*
  + Use Advanced Segment (If you don’t have this segment in your profile, see Appendix A for the link to set it up.), from the Audience, Overview tab record the # of visits that month.
* *Search=First Interaction*
  + Use Advanced Segment (If you don’t have this segment in your profile, see Appendix A for the link to set it up.), from the Audience, Overview tab record the # of visits that month.
* *Key Metrics*
  + Google Indexed Pages taken from Competitive Analysis Tab
  + Page Rank- taken from Competitive Analysis Tab
  + Homepage Average Search Position- In Google Analytics, go to Acquisition Tab, Search Engine Optimization, Landing Pages. This will list the top landing pages on your site in order of impressions. Under the “landing page” column, find your homepage (etc. lifehealthpro.com) and its average position (third column).
* *Search Query Metrics*: Taken from Google Analytics
  + Found under the Acquisition Tab, sub tab Search Engine Optimization, under Queries
  + Will be able to pull all 4 data entries from this page (see below- highlighted)



* *Technical Metrics*
  + *Domain Authority*- taken from Moz.com
  + After logging in ([mmiles@sbmedia.com](mailto:mmiles@sbmedia.com), sbmedia1), go to the Research Tools page (Tab at top of page)
  + Select Open Site Explorer
  + Type in the URL you are collecting data for (with the www.)
  + At the top of the page, there will be collective data. We want the data for “Domain Authority” (see below- highlighted in yellow).



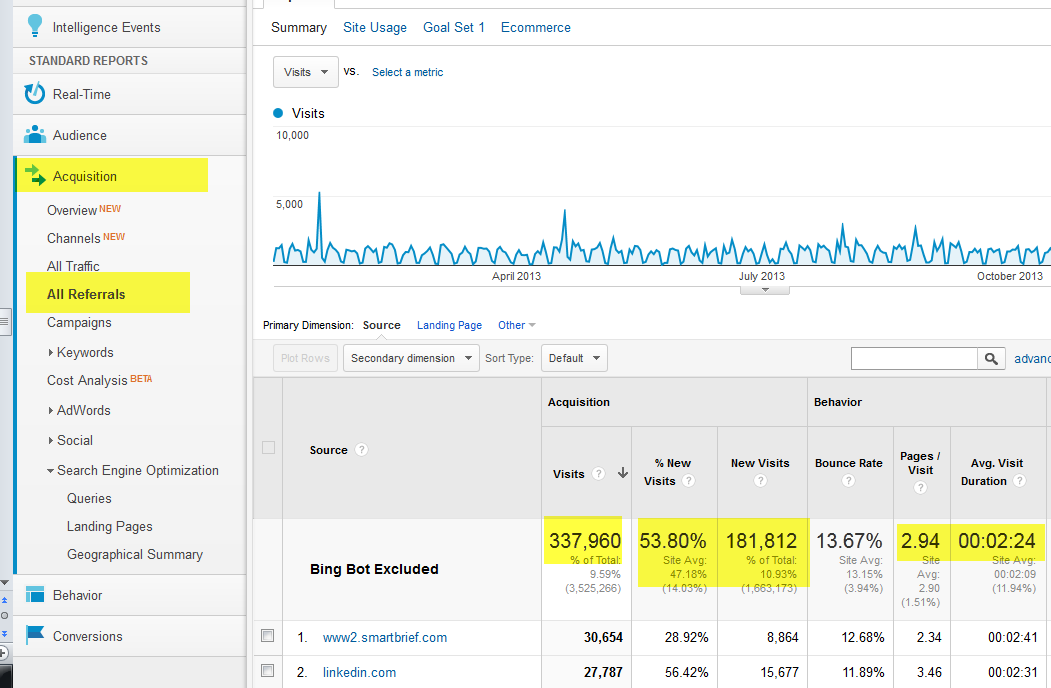
* + *Average Page Load time, from Google Analytics.*
    - * Behavior > Site Speed>Overview, Avg. Page Load Time
  + *Crawl Errors*: Found in Google Webmaster Tools
    - On the left hand side, under “Crawl,” click on “Crawl Errors”
      * This will bring up all crawl errors grouped by categories (and totals) such as HTTP, In Sitemaps, Not Found, Timed Out, and Server Errors. – Pull Not Found and Server Errors.
* *Google Page Rank for keywords (perhaps we should call position rank)*
  + In GA, Acquisition, Search Engine Optimization, Queries. This will show all queries. In the search bar, you can manually enter your keyword (example below “advisor one” with average position as 1.3)

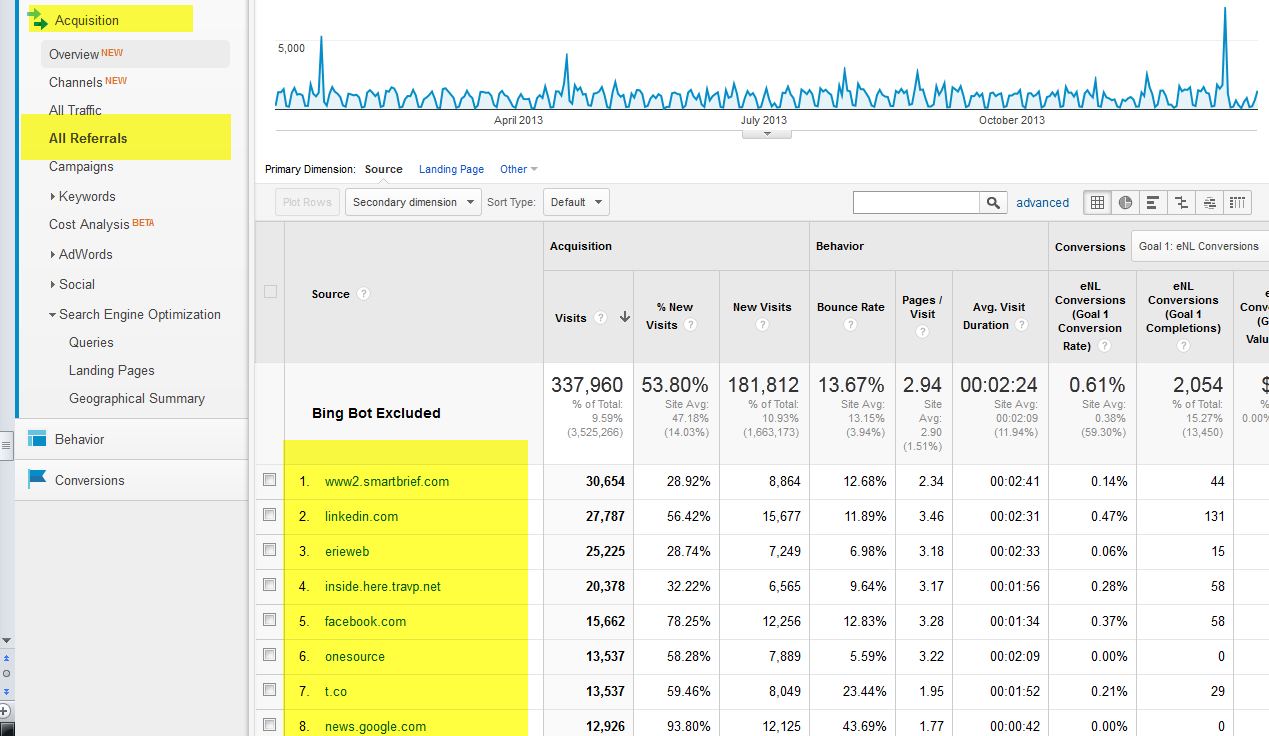


* *Top Entrance Keywords*
  + In GA, Acquisition Tab, Channels, Click on Organic Search. This will show all of the top entrance keywords. Often “not provided” will be #1 so you can take the next 10.

***Referring Tab*** (Stats Pulled by Community Managers, w/ few exceptions where noted)

* *Only Referring Traffic*
  + Found under Acquisition Tab, All Referrals
  + Page views – Take the total number of visits from referral traffic and multiply it by pages/visit to get page views.

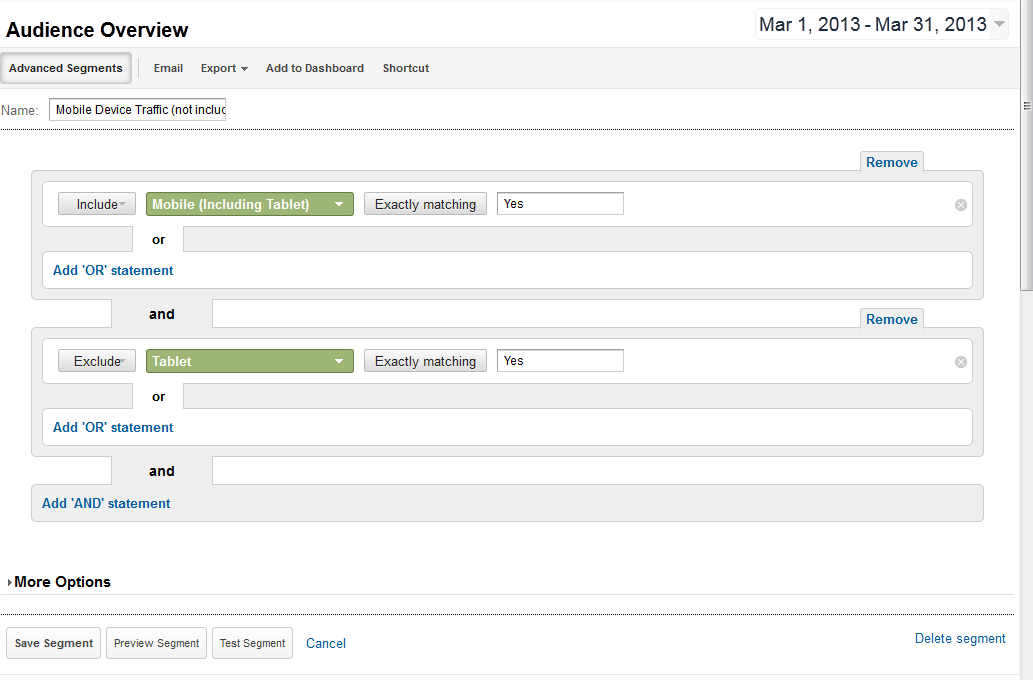
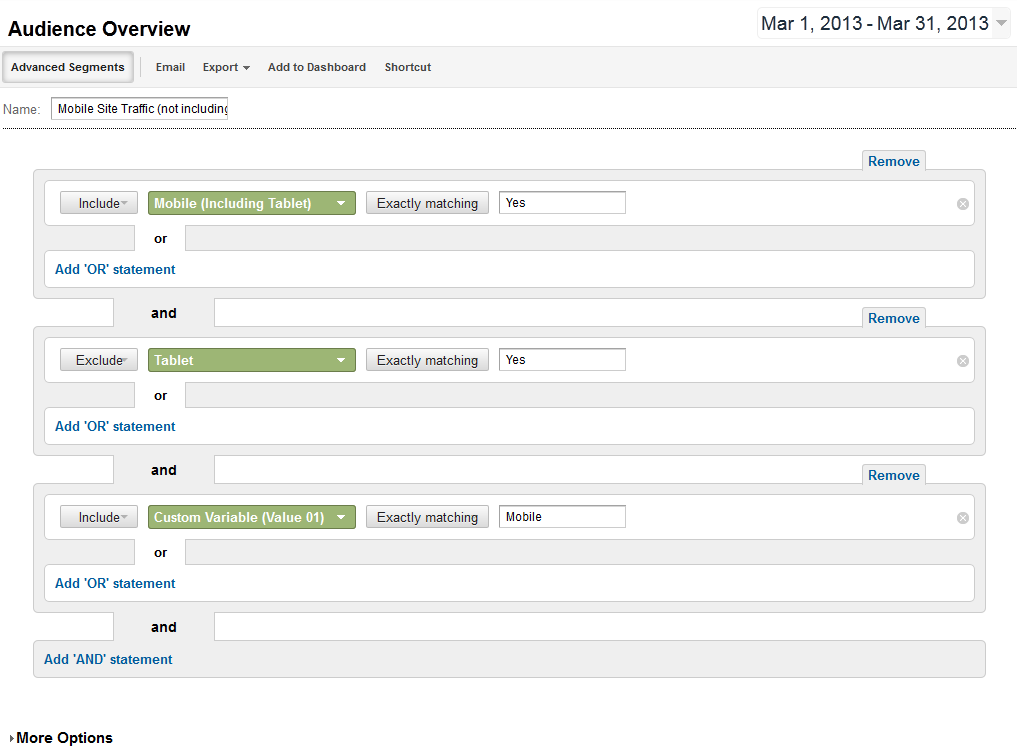


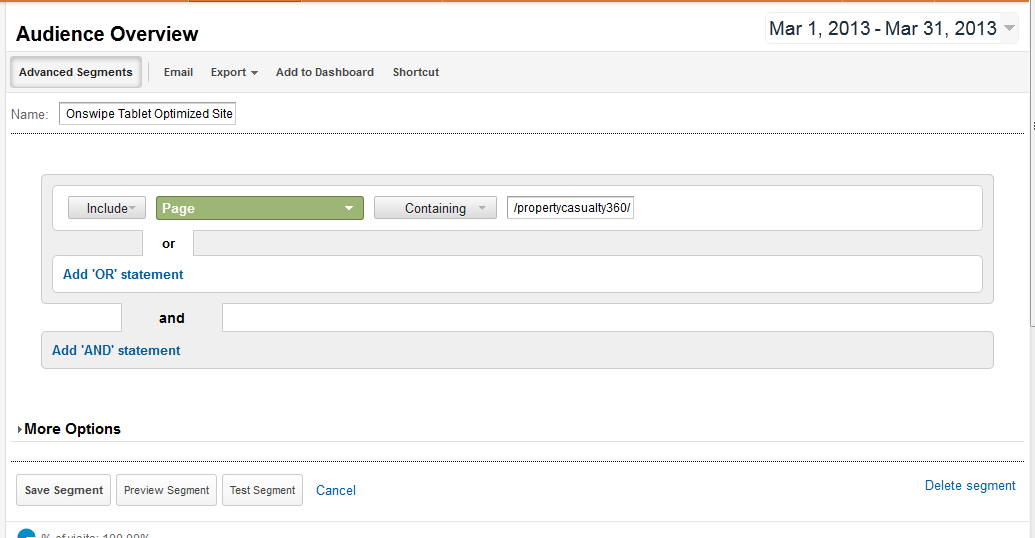
* *New vs. Returning Visitors- Referrals only*
  + New Visits/Returning Visits In Google Analytics Acquisition Tab, All Referrals
    - Pull New Visits % (see above- highlighted)
    - For Returning visit percentage, simply subtract % New Visits from 100
  + New Visitor and Returning Visitors- Go to same location as above in Google Analytics
    - Pull # of new visits, subtract from total referring visits to get # of returning visits
* *Social=Any Interaction*
  + Use Advanced Segment (If you don’t have this segment in your profile, see Appendix A for the link to set it up.), from the Audience, Overview tab record the # of visits that month.
* *Social=First Interaction*
  + Use Advanced Segment (If you don’t have this segment in your profile, see Appendix A for the link to set it up.), from the Audience, Overview tab record the # of visits that month.
* *Key Metrics*
  + # Referring Sites:
    - Found on Moz.com– go to Open Site Explorer tool
    - Type in [www.propertycasualty360.com](http://www.propertycasualty360.com)
    - Click Compare Link Metrics Tab and Add Competitors
    - Record *Total Linking Root Domains (under Root Domain Metrics)*
  + # Backlinks to Site
    - This should be auto-populated from the Competitive Analysis Tab
  + # Sites w/ Widget- eMarketing Community Manager should know in their head based on what they’ve set up – record a running total each month
  + # of Pageviews from Widget – in GA go to Acquisition, Campaigns, then find the PartnerWidget source – multiply the # of visits by pages per visit to get page views.
  + # PR Postings (Brand Managers)
    - Log in to PRNewswire.com , Count up the # of PRS released for that particular product
  + # PR Links- (Brand Managers)
    - Log in to PRNewswire.com , Click View Reports Tab, record the “Release Watch” metric. You should add this metric together if there was more than one PR released related to that particular site in the month.
* *Top 10 Referring Sites*
  + In Google Analytics Click Acquisition Tab> All Referrals
  + Record the Top 10 referring traffic sources
* *Social Media Referring Traffic*
  + In Google Analytics Click Acquisition> Social>Network Referrals
  + Record the # of visits and pageviews for each social media site/tool/url shortener (twitter.com, linkedin.com, facebook.com, youtube.com, hootsuite.com, etc.)
  + If the Site isn’t included (i.e. Wikipedia) Go to Acquisition> All Referrals, type in the site name, then multiply visits by pages per visit to get Total Page views
  + Note: Google + shows up as: plus.url.google.com

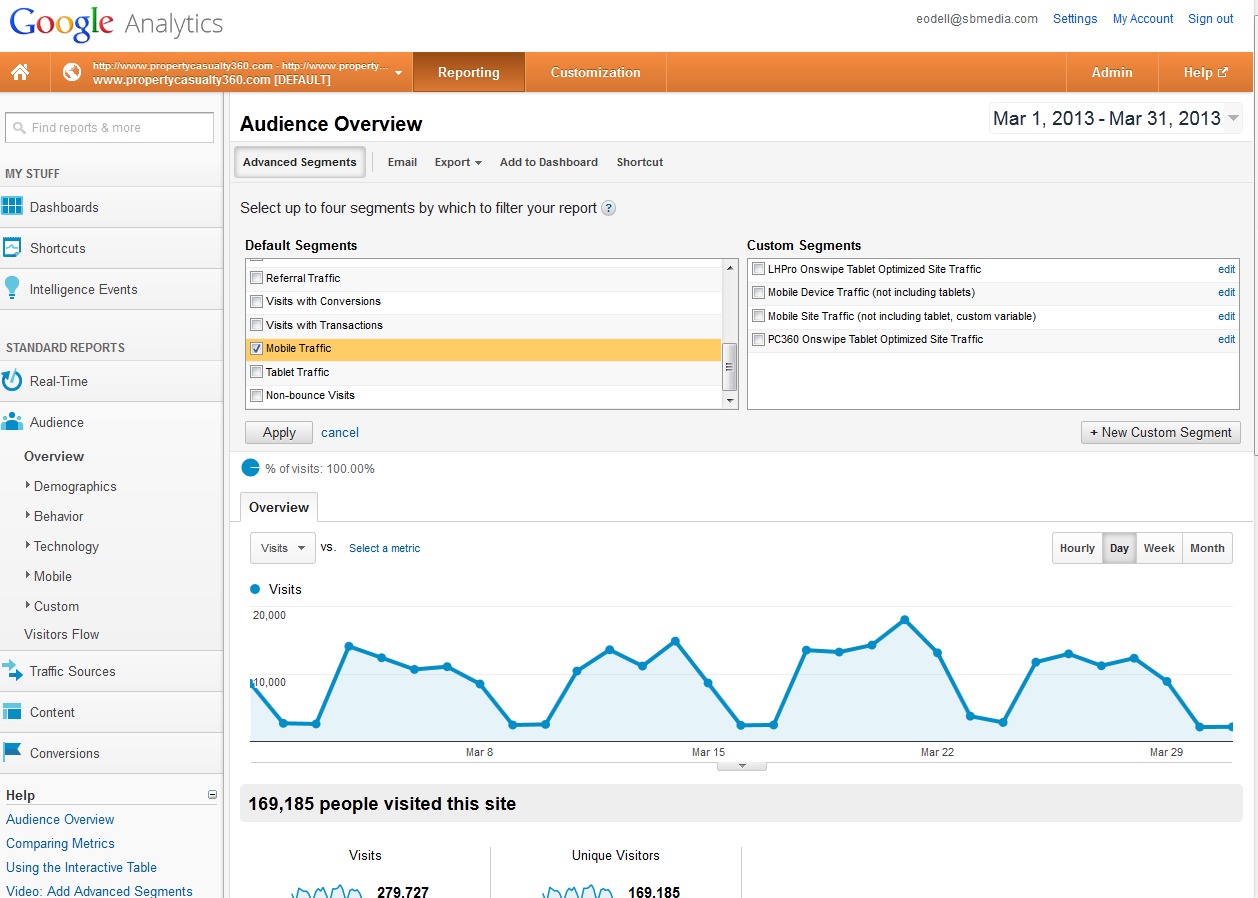
***Campaign Tab*** (Stats Pulled Community Managers)

* Found in Google Analytics🡪 Acquisition Tab 🡪 Campaigns
* Put in total visits and pages viewed per visit, those will multiply to get total page views
* Enter Average time on site
* Enter % of new visitors – then # of new and returning visitors and % of returning visits should auto-populate
* To calculate campaign visits that fit in each of the 3 traffic source buckets (Direct, referring, search) switch your primary dimension to Medium and then categorize each of the mediums into one of the 3 buckets. It would be helpful to create a list for your particular product’s “Mediums” on the right hand side of this tab, so you know how to categorize each time you pull the numbers. The “Web” bucket you’ll need to dig deeper and view those visits with a secondary dimension of traffic sources> source to figure out whether each of the visits falls as referring or direct traffic – many banner ads (direct) as well as links from other sites and the widget (Referring) are categorized under Web medium. Add up the appropriate visits from each medium and enter on the spreadsheet - % should calculate automatically.
* To Look at Top 25 Sources, view the primary dimension of all campaign traffic by source, click the drop-down in the bottom right to show 25 rows, then click Export at the top to CSV and copy and paste the first 3 columns into the dashboard, page views (4th column) should then calculate automatically.

***Mobile Tab***

* Found in Google Analytics🡪 Audience Tab🡪Overview🡪 Use Advanced & Custom Segments as Noted:
* Non-Desktop  Traffic Section – Pulled using the default Mobile and Tablet Traffic advanced segment
* Mobile Device Traffic Section – Use a custom advanced segment – set up in GA with the parameters in the screenshot below  
  
* Mobile Site Traffic Section - Use a custom advanced segment – set up in GA with the parameters in the screenshot below  
   
* Tablet Device Traffic – Pulled using the default Tablet Traffic advanced segment
  + Tablet Site Traffic (Onswipe): Use a custom advanced segment – set up in GA with the parameters in the screenshot below You’d just replace the /propertycasualty360/ with whatever your Onswipe URL is – for LHPro it’s /lifehealthpro/, for BPro I’d assume it’s /benefitspro/



* Once your segments are all built, click the box for the advanced or custom segment you want to use and hit the Apply button – this will provide all the stats you need to include in the dashboard – Just click the Audience or Acquisition tabs after you’ve put on the advanced segment to get the stats needed.
  + For Traffic Sources – you need to manually calculate the % of visits for search, referring, and direct traffic, with campaign traffic being the difference between 100% and the % you calculate for the other 3 as GA (though it still tracks campaign traffic) has removed it from the pie chart/percentages reported on the traffic sources overview tab. For Direct and Search traffic once you have the advanced segment turned on you can calculate by going to Acquisition Tab, Channels Tab, then calculating visits for each source out of total visits. For referral, go to Acquisition Tab, All Referrals and then take the # of visits from there and divide it by the total visits for that advanced segment that you saw in the Channels Tab.
* Some sites include a section for statistics for Apps
  + App Downloads section – has to be pulled from each individual store:
    - iOS App Management: [http://itunesconnect.apple.com](http://itunesconnect.apple.com/)
    - Google App Management: <https://play.google.com/apps/publish>
    - Amazon App Management: <https://developer.amazon.com/welcome.html>
    - Each individual Community Manager will get log-ins to the stores when their apps are launched
  + App Stats are found in Webtrends
    - <https://analytics.webtrends.com/logon> - each community manager will get a log in when an app is launched
    - Issue Page Views: Magazine Tab, Issue Summary – Pull Total Views
    - New Users (unique): People Tab, New Users
    - Sessions (visits): People Tab, Sessions: Frequency – Pull Totals
    - Median session length (mins): People Tab, Users: New+Returning, Average Session Duration (mins) Totals
    - Video Plays: Magazine Tab, Audio/Video, Pull total Views
    - Clicks on Links: Magazine Tab, Link Clicks by Domain, Pull totals (not unique) and add up

***Appendix A – Links to Set Up Advanced Segments in Google Analytics***

* All Tabs: [Bing Bot Excluded](https://www.google.com/analytics/web/template?uid=-N5tfDUwQUOUaGaV-NGkTA)
* Search Tab: [Organic Search as the First Interaction](https://www.google.com/analytics/web/template?uid=zIScXJTyQ5WCrbqadrFtaw)
* Search Tab: [Organic Search as Any Interaction](https://www.google.com/analytics/web/template?uid=zVjPdKF5QXewOaR2SEL6CQ)
* Referring Tab: [Social Media as the First Interaction](https://www.google.com/analytics/web/template?uid=YGtqlS1mSh-fv0X2OMZ5SQ)
* Referring Tab: [Social Media as Any Interaction](https://www.google.com/analytics/web/template?uid=nblvDtzMSHmwr6PQpE6D9A)