



Quick Guide to Performance Analytics Solutions

Google Analytics

<http://www.google.com/analytics/>

Free

If you are serious about improving your performance on the web, this is a MUST.

You can find a guide to Analytics at:

<https://support.google.com/analytics/answer/1008015?hl=en>

Google Webmaster Tools

It's not just for geeks anymore!

<https://www.google.com/webmasters/tools/home?hl=en>

Free

Allows you to see what keywords people are using to arrive at your site as well as overall impressions and clicks (critical to show value on content marketing).

You can find the Webmaster Academy at:

<https://support.google.com/webmasters/answer/6001102?hl=en>

Bitly

<https://bitly.com>

Free

URL shortener that is particularly helpful if you use Google's URL builder. You can also use a branded domain and custom links.

Google's URL Builder

<https://support.google.com/analytics/answer/1033867?hl=en>

Free

Let's you create links that will show up automatically as campaigns, allowing you to measure both Social and paid advertising efforts on an apples to apples basis with as much granularity as you'd like to see. Particularly helpful you use both Adwords and Facebook advertising and want to compare ad campaign performance.

Google Adwords

<http://www.google.com/adwords>

Free to use for research

Even if you never advertise, you should sign up for an account so you can use the free keyword tool. The keyword tool allows you to research volume of search for anything you could imagine, which helps prioritize topics and keywords for your content marketing efforts.

Also, hit me up at Rob@PlusROI.com if you set up a new account and want a \$100 credit applied to it (you just have to spend \$25 to get it).