

# IBLN/FBI TOPIC

**PART 1: GOOGLE/BING ANALYTICS  
AND TOOLS. PLUS...**

**PART 2: WHAT IS CLOUT / KLOUT?**



For Biz Internet Marketing & Apps Dev.

# Part 1: Google/Bing Analytics



“ **Analytics** is the **Discovery and Communication of Meaningful Patterns in Data...** ”

*Wikipedia*

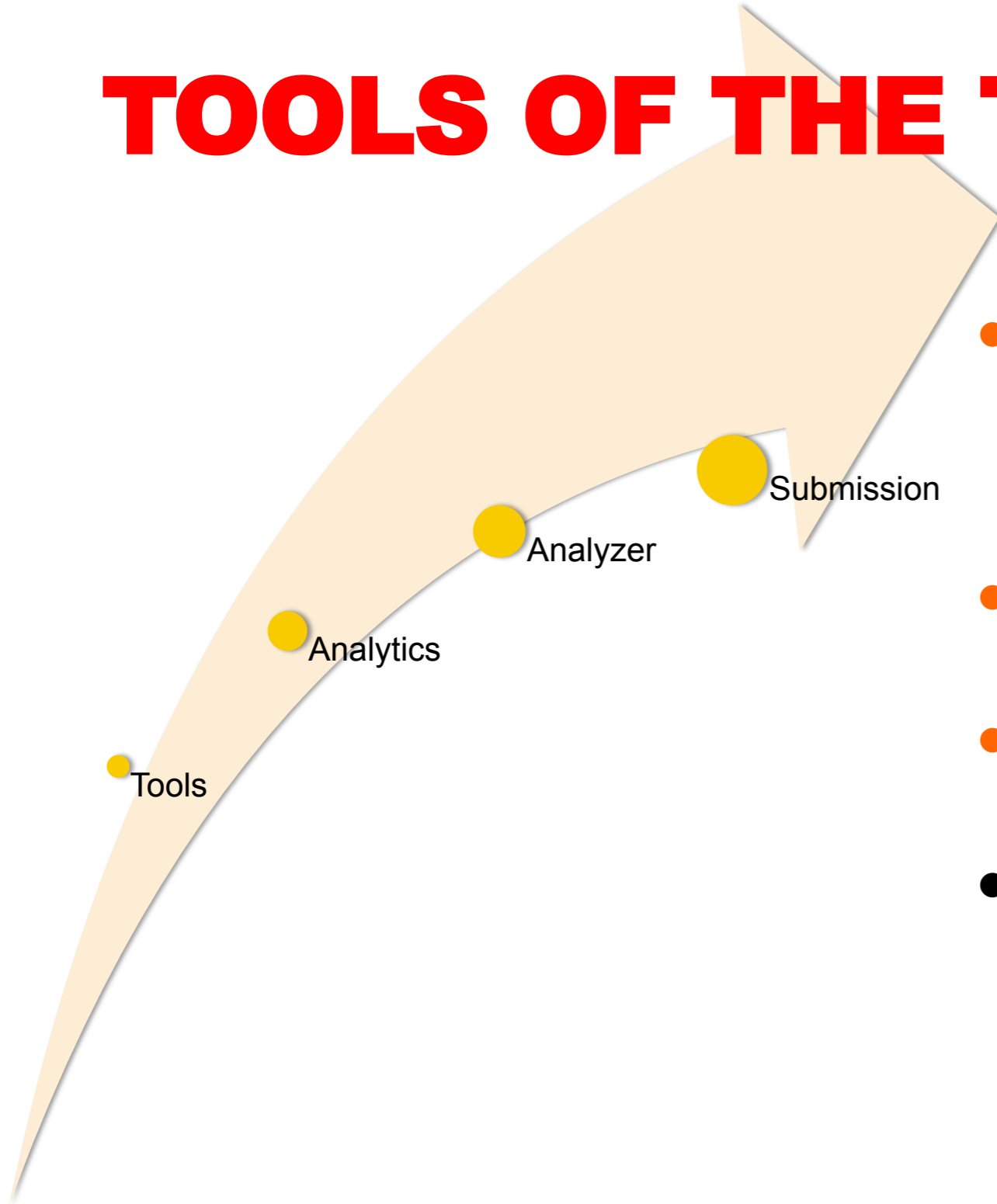
# Why Analytics

## **FOR BIZ & APPS DEV:**

- Website/Apps Usage
- Helps Determine Trial Strategies
- Optimize Sales
- Customer Service/Feedback
- Search Engine Optimization (SEO)

# Google/Bing Analytics

## TOOLS OF THE TRADE:



- Sitemap Submission
- Keyword Analyzer
- Analytics/Charts
- Webmaster Tools

# Webmaster Tools

## WHAT YOU CAN ANALYZE:



- Notifications for -
  - *SEO Issues*
  - *Health/Malware*
  - *Access Errors*
- Key Traffic Statistics
- How Many Pages Indexed
- Reciprocal Links Pointing to Site
- Keywords Associated with Search Results

# Google Webmaster Tools

*Go to:*

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

## Five Main Uses/Benefits:

1. eMail Notifications
2. Set Preferred Domain  
(*With or Without “**www**”*)
3. Crawler Errors
4. Fetch as Google
5. Search **Quarries/Links**



# Bing Webmaster Tools

*Go to:*



<http://www.bing.com/toolbox/webmaster>

## Five Main Uses/Benefits:

1. eMail Profile Notifications
2. **Detailed** Crawl Information
3. Fetch as Bingbot
4. Search Keywords
5. **Deep** Link Discovery



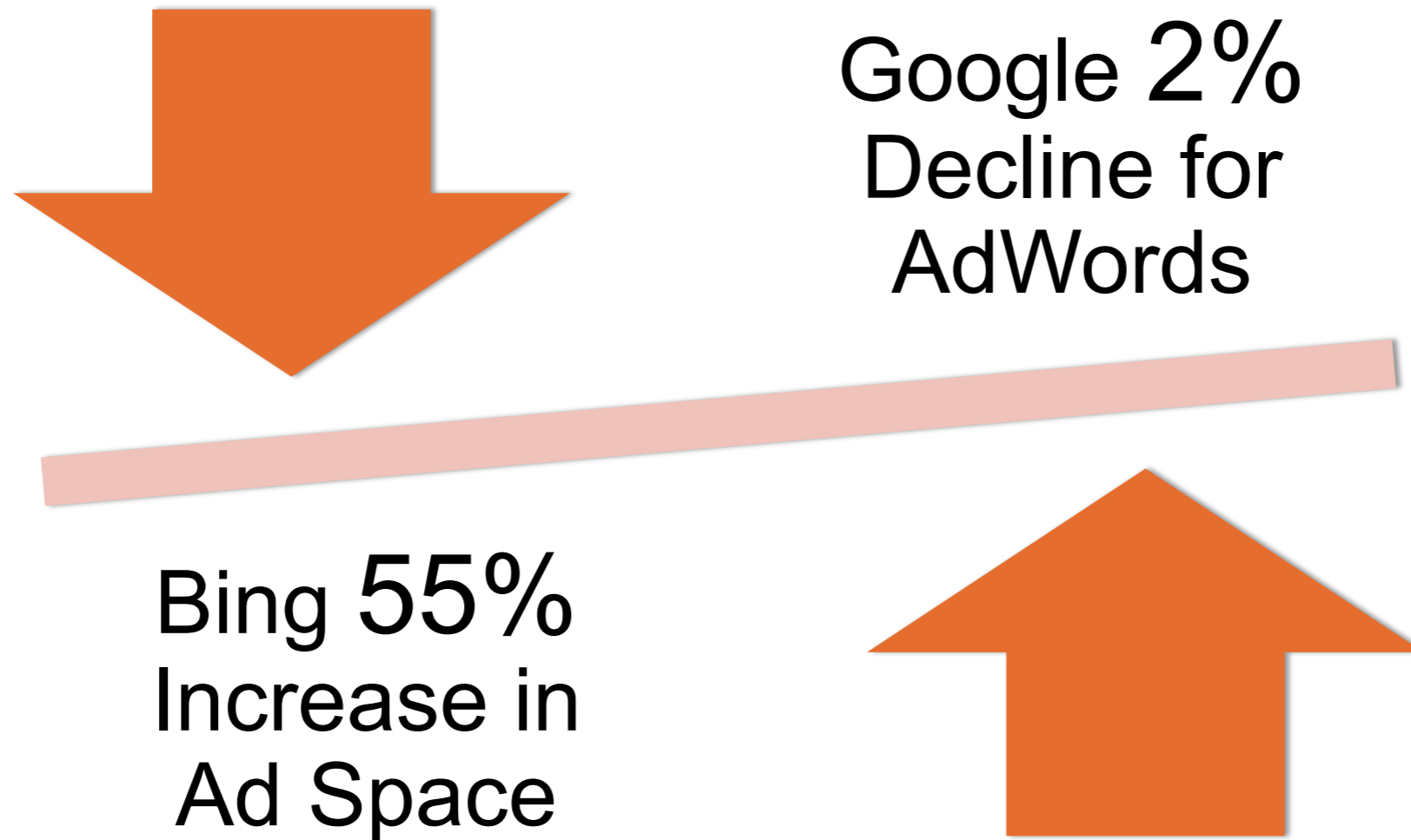
# Google vs. Bing Webmaster Tools

Uses/Benefits	Google 	Bing 
Notifications	w/General Suggested HTML Improvements and Malware Warnings	Message Center- Specific Challenges – Identifies Missing Meta Data/Tags
Preferred Domain	Yes (w or w/o “www”)	N/A (Can Ignore URL)
Crawler Errors <i>(Requires Sitemap Submission)</i>	Site Errors/URL Errors: 404 Errors – Don’t Negativity Impact Results	Can Customize Crawling Patterns (Specific Query Parameters)
Fetch as Search	Yes (Google)	Yes (Bingbot)
Keywords/Phrases	Google Analytics	Bing SEO Research & Analyzer Tools
Deep Links	Limited Reporting w/o Ability to Search Result Information - Can Demote Sitelinks	More Detail Report- Tools to Disavow and Block URLs
User Interface	Basic	Modern – Improved Navigation



# Google/Bing Analytics

## STATE OF PAID SEARCH- CPC



*Cost-Per-Click – Year Over Year (YoY) Recent Results - Website Magazine 12/2014*

# Apps Analytics

## Five Main Tools:

Flurry

Google

Preemptive Solutions

Xamarin Insights

Microsoft Insights

# Part 2: Clout Project / Klout



<http://clout-project.eu>

<http://www.klout.com>



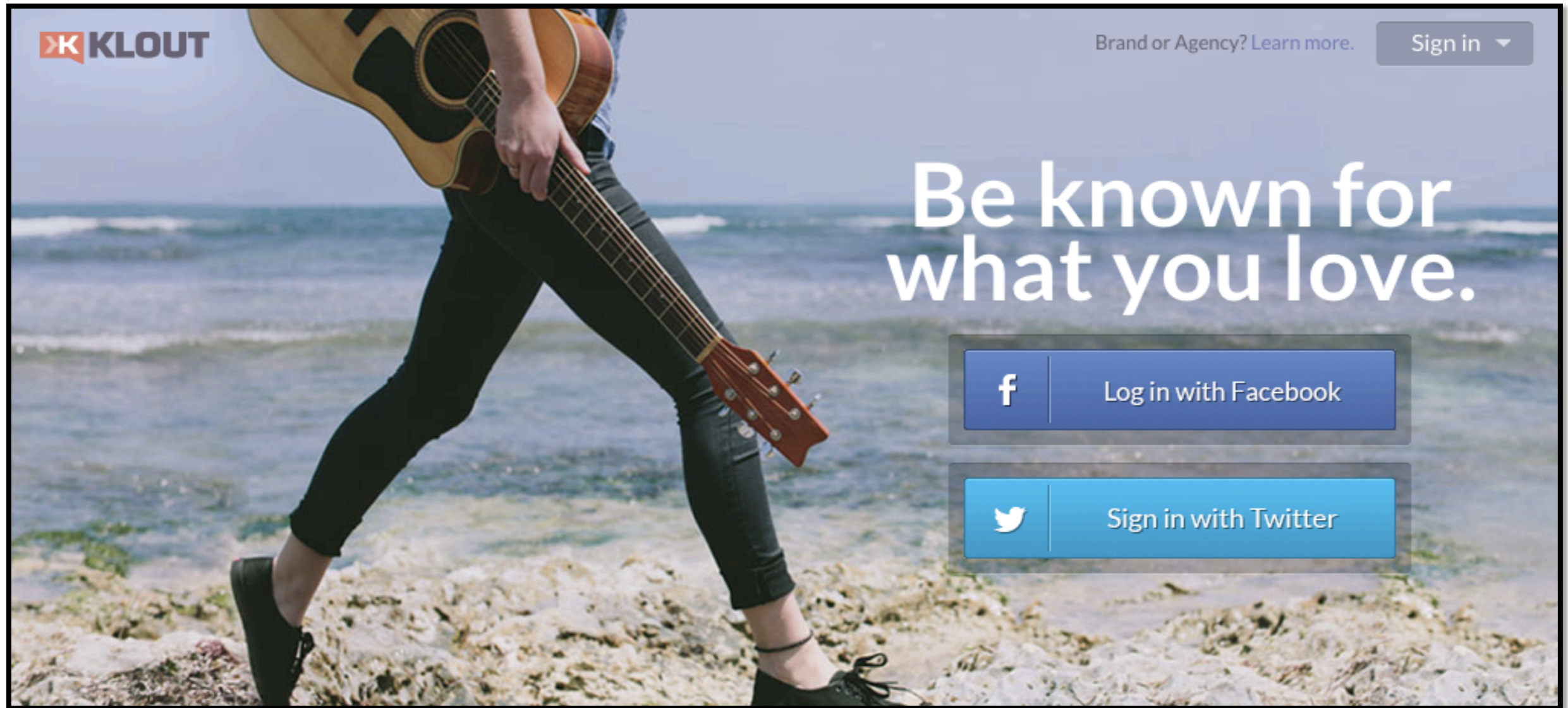
# Clout Project *(Not for Today's Discussion)*

## GLOBALLY LEVERAGING CLOUD COMPUTING...



Creating Long-Lasting Synergy for Smart City Initiatives

# Klout

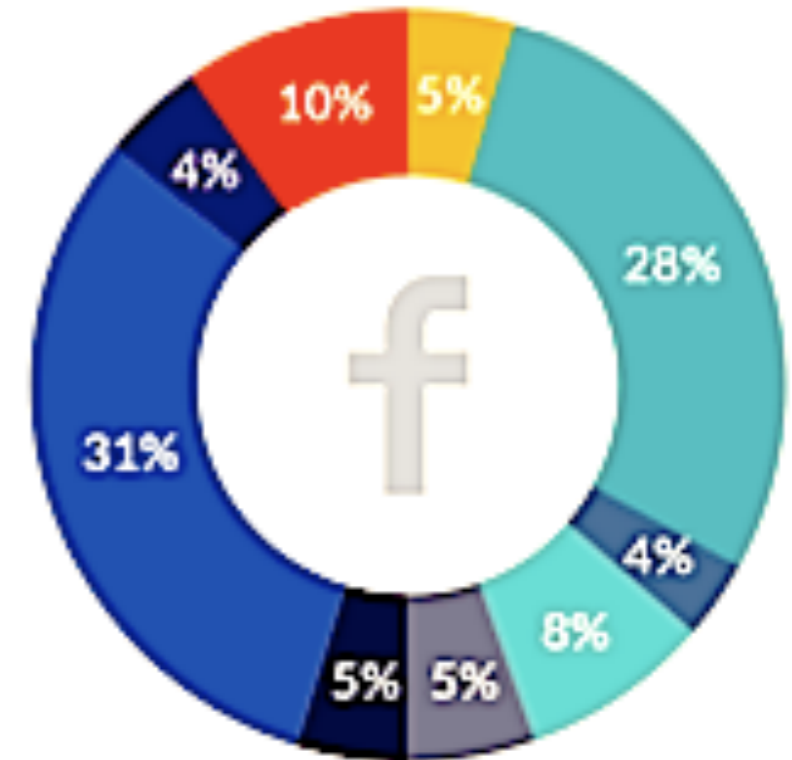
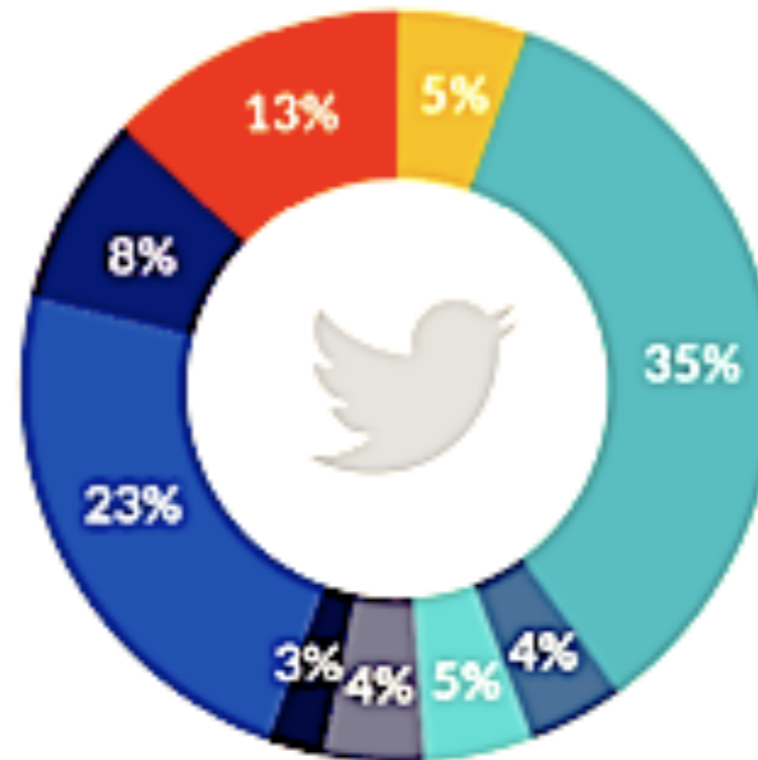


Klout (Lithium) uses **SOCIAL MEDIA ANALYTICS** to rank users according to their social influence. *Wikipedia*

# Klout Analytics - Topic Influencers

Topic Engagement  
(including top 10)

- Business
- Entertainment
- Fashion
- Food & Beverage
- Government & Politics
- Health & Wellness
- Lifestyle
- Sports & Recreation
- Technology



*Social Influencers: Identifying and Measuring Their Impact in Marketing is Vital to* **KLOUT**

# How Klout Measures Influence

How Many  
Viewers  
Influenced

Your True Reach

How Much  
Influence  
Generated

Your Amplification

How Influential  
are The Viewers

Your Network



# Klout - Score

 **KLOUT** Scores Range from 1 – 100



*“Influence” Score is Based on  
Measurements that Include  
YOUR Social Media Activity with-  
Twitter, Facebook, Google+,  
YouTube, Instagram,  
LinkedIn, Pinterest, Flickr, etc.*



# Klout: Designed to Cut Thru Noise

## HOW TO USE FOR YOUR BIZ

 **KLOUT** (Many Levels: Free to Paid Plans)

- Create Quality Content to Share
- Complete and Add All Social Profiles
- Connect Other Networks
- Start Discussions/Encourage a Response
- Engage & Interact with Followers
- Be Authentic – Speak to Your Niche
- Focus on the Influences

# Summary

## GOOGLE | BING | ~~CLOUT~~ | KLOUT

- Google & Bing Analytics are Essential
- Google & Bing Webmaster Tools are Valuable
- Clout Project – A Cloud Computing Infrastructure
- **Klout** – Mkg. Social Media Measurement Tool



# WELCOME

## About:

**InBusinessLinks Network™  
Fustino Brothers, Inc.**

**Member's: Round Table Introductions**

## Topic:

***Google/Bing Analytics – & Tools  
What is Clout Project / Klout?***

For Biz Internet Marketing & Apps Dev.

[www.InBusinessLinks.net](http://www.InBusinessLinks.net)

[www.FustinoBrothers.com](http://www.FustinoBrothers.com)

**IBL  
Net**

**IBLN: Networking With a Virtual Place to  
Advertise YOUR Business!**

**FBI: Learn, Knowledge-base, Reward...  
Powerful Apps!**



Now All About YOU!  
*(Your 15 Secs. of Fame)*

**Introduce Yourself / Your Business**  
**What's New or What's Exciting**  
**Hot Projects – Published Masterpieces**  
**Staff/Location Highlights**

# JOIN IN – BY COMPUTER

**At Your Computer- If Available Use a Headset**

**Enter This link:**

**<https://www.startmeeting.com/wall/679-256-129>**

**Click/Tap "Join"-**

- Complete your Name and eMail Address**
- Then "Submit"**
- The System will Guide from There**
- Mike Symbol Click/Tap the Green Icon to Red**

***Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"***

# JOIN IN – BY PHONE

**Join-In using a land line / mobile phone**

**Dial - (530) 881-1212**

**When prompted enter access code followed by the "pound" key.**

**679-256-129#**

**(be sure to enter the "#" hashtag symbol)**