Boosting Campaign Performance Through Web Analytics

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Whose web is it?

Phase 1: IT

Phase 2: "designers"

Phase 3: content creators

An embarrassing question:

CEO: I give you resources to manage our website; what value have you returned to the company?

The curse of knowledge

Dashboard

╱╲ Visits ▼

Graph by: ▦ ▦ ▤

4,000 ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ 4,000

2,000 ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ 2,000

Aug 1   Aug 8   Aug 15   Aug 22

▼
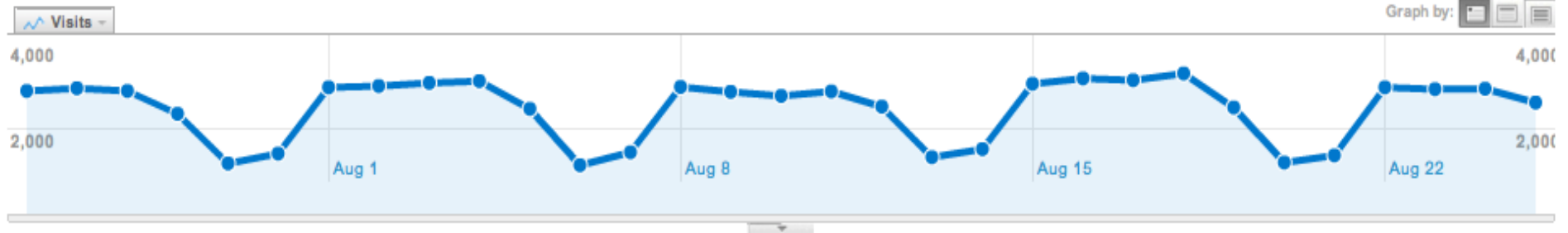
Site Usage

76,343 Visits

233,676 Pageviews

3.06 Pages/Visit

40.19% Bounce Rate

00:01:55 Avg. Time on Site

38.91% % New Visits

⠿ Visitors Overview   ⊠

3,000 ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ 3,000

1,500 ⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯ 1,500

40,456 Visitors

view report

⠿ Map Overlay   ⊠

view report
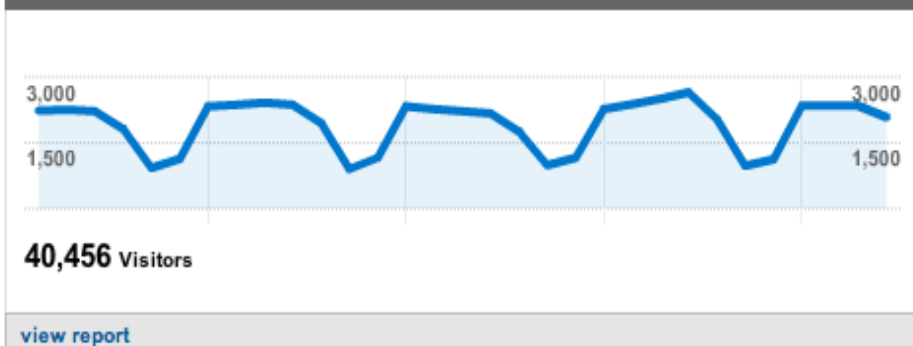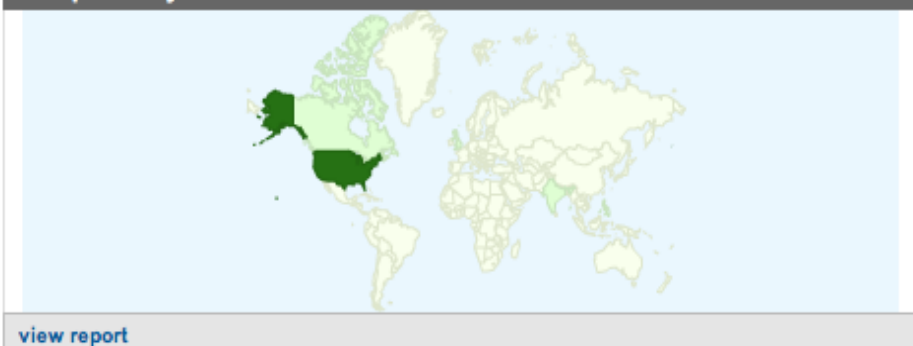
⠿ Traffic Sources Overview   ⊠

■ **Search Engines**
43,347.00 (56.78%)

■ **Direct Traffic**
22,242.00 (29.13%)

■ **Referring Sites**
10,754.00 (14.09%)
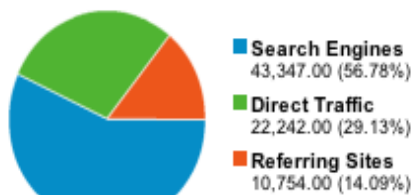
⠿ Content Overview   ⊠

Pages	Pageviews	% Pageviews
/homepage.cfm	40,029	17.13%
/body_nobanner.cfm?id=24&fr=true	18,821	8.05%
/body_nobanner.cfm?id=2006&fr=true	17,783	7.61%
/body_nobanner.cfm?id=38&fr=true	10,834	4.64%

Measuring media:

Newspapers/print
- circulation
- ad size/article length
- ad value equivalency
- coupon redemption

Radio/television
- small sample surveys
- self-reported recall

Social media
- Insights for Facebook
- Third-party tools (Twittalizer, Hootsuite)

Measuring traffic on your own server:

Full census data

Time & location stamped

Measures of repeat visits

Entry and exit points

Conversions
    sign up
    buy something
    download ebook
    contribute content

Campaign development:

Research
Planning
Implementation
Evaluation

From data to insights:

How to make meaningful comparisons?
      one solution: compare to yourself

Beware of seemingly large changes over a small base

Ways to increase stability of your analytics:
      look at more rows
      look at more time

Accounts						+ Add new account
Name	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits ⇅ % Change	Actions
	321,433	00:08:16	37.26%	0	⬆ 2.89%	
	1,886	00:02:14	50.85%	0	⬆ 857.36%	Edit
	463	00:02:02	76.46%	0	⬆ 302.61%	Edit
	57	00:00:08	91.23%	0	⬆ 1.79%	Edit
	60	00:00:16	68.33%	0	⬇ -22.08%	Edit
	2,355	00:02:09	58.90%	13	⬆ 9.84%	
	52,020	00:03:57	44.10%	20,900	⬆ 9.58%	
	29	00:00:26	86.21%	0	⬆ 31.82%	Edit
	2,698	00:02:15	67.35%	0	⬇ -39.80%	
	14,133	00:00:49	85.02%	0	⬆ 7.61%	Edit
	40	00:02:37	47.50%	0	N/A	Edit
	5	00:00:00	100.00%	0	⬇ -80.00%	Edit
	5	00:00:00	100.00%	0	⬆ 0.00%	Edit
	275	00:01:21	56.00%	0	⬆ 1.48%	Edit
	76,526	00:01:55	40.17%	0	⬆ 8.87%	

Find account: [   ]   Show rows: 20   1 of 1 ◄ ►

Google Analytics Tracking Code:

```
<script type="text/javascript">
var gaJsHost = (("https:" ==
document.location.protocol) ? "https://ssl." : "http://www.");document.write
(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script><script type="text/javascript">
try{
var pageTracker = _gat._getTracker
("UA-15220505-1");pageTracker._trackPageview();}
catch(err) {}
</script><

/body>
</html>
```

About the data:

- Tracking code on website
- "Phones home" to Google
- Cookies
- True measures of behavior
- No sampling error – census data

Data limitations:

- Wiped cookies

- Multiple browsers

- Multiple computers

- Tabbed browsing

- The "last" click

We'll look at:

1. Search

2. Referrals

3. Improving content/navigation

1. Search

Become more visible to search engines

Search, in a nutshell:

- Popularity - number of inbound links
- Authority - influence of referring sites
- Relevance - content matches what searchers seek

compelling content and lots of it

text

tag all elements

Search

- A major way that people find your website

- 40-50 percent traffic from search is normal (Kaushik)

- In marketing terms, often the easiest new audience acquisition

All traffic sources sent a total of 76,672 visits

29.17% Direct Traffic

14.09% Referring Sites

56.74% Search Engines

Search Engines
43,506.00 (56.74%)

Direct Traffic
22,364.00 (29.17%)

Referring Sites
10,802.00 (14.09%)

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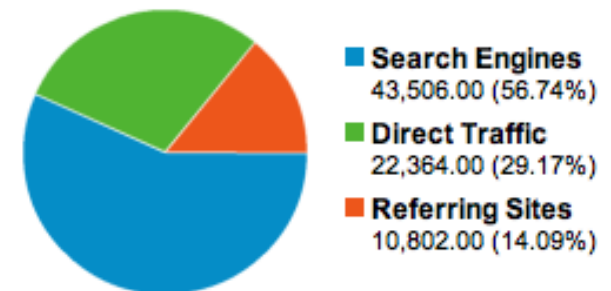
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Search sent 43,506 total visits via 9 sources

Show: non-paid | total | paid

| **Site Usage** | **Goal Set 1** | | | | Views: |

Visits ?	Pages/Visit ?	Avg. Time on Site ?	% New Visits ?	Bounce Rate ?
43,506	**3.21**	**00:01:53**	**42.77%**	**38.85%**
% of Site Total: 56.74%	Site Avg: 3.07 (4.68%)	Site Avg: 00:01:55 (-1.54%)	Site Avg: 38.88% (10.01%)	Site Avg: 40.18% (-3.31%)

	Source ⌄	None ⌄	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google		33,639	3.12	00:01:50	43.29%	40.93%
2.	bing		4,789	3.53	00:02:01	39.65%	34.27%
3.	yahoo		4,003	3.60	00:02:00	41.82%	29.08%
4.	search		544	3.24	00:02:11	42.46%	34.93%
5.	ask		294	3.42	00:01:47	47.28%	27.55%
6.	aol		233	3.55	00:02:12	43.35%	24.46%

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	Site Usage	Goal Set 1			Views: ⊞ ◑ ☰ ☷ ▥ ∿

Visits (?) **33,639** % of Site Total: **43.87%**	Pages/Visit (?) **3.12** Site Avg: **3.07 (1.56%)**	Avg. Time on Site (?) **00:01:50** Site Avg: **00:01:55 (-3.62%)**	% New Visits (?) **43.29%** Site Avg: **38.88% (11.33%)**	Bounce Rate (?) **40.93%** Site Avg: **40.18% (1.86%)**

	Keyword ⌄ None ⌄	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	via christi	5,724	3.06	00:01:59	33.12%	35.39%
2.	via christi jobs	2,160	2.65	00:01:45	38.75%	34.35%
3.	via christi remote access	1,410	1.46	00:00:50	15.67%	81.99%
4.	via christi pittsburg ks	1,141	4.43	00:01:58	39.53%	24.10%
5.	via christi st francis	737	3.30	00:01:49	36.23%	31.34%
6.	via christi wichita	639	4.00	00:02:16	50.86%	28.01%
7.	via christi health	435	3.77	00:02:15	48.51%	25.75%
8.	viachristi.org	431	2.83	00:01:22	23.43%	36.43%
9.	via christi clinic	354	4.08	00:02:10	44.35%	28.25%
10.	st francis hospital wichita ks	336	3.54	00:02:03	62.50%	34.52%
11.	via christi wichita ks	318	2.98	00:01:53	44.97%	38.05%
12.	www.via-christi.org	253	3.02	00:01:23	13.44%	20.16%
13.	via-christi.org	190	2.86	00:02:20	22.63%	42.11%
14.	via christi st teresa	173	4.49	00:02:48	39.88%	23.12%
15.	st joseph hospital wichita ks	154	3.50	00:01:53	60.39%	34.42%
16.	via christi health system	150	2.92	00:02:26	47.33%	32.67%
17.	via christi.org	150	3.25	00:02:11	22.67%	34.67%
18.	vshare via christi	147	1.27	00:00:48	1.36%	86.39%
19.	via christi st joseph	146	3.25	00:01:36	22.60%	17.12%
20.	catholic care center	141	3.47	00:02:35	42.55%	37.59%

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ma eat grubwithus nyc blog plates veggie bistro romero gerub expensive friends founders grubwithme bresa dining http://www.grubwithus.com restaurants urban-vegan-chicago meals urban-vegan-chicago-aug-05-11 lane horowitz august works dating andreessen lysoe site:grubwithus.com

coast tech whit iberian grubwith startups meetup http://www.grubwithus.com legal weymouth awesome with pig minneapolis

google vs butter grubwithus vegan alexis generalist www.info@grubwithus.com

model business palette fox jennifer venturebeat group partner grubwithus jade amalfi capital

29.	do qr codes store databases as people scan them	1	1.00	00:00:00	100.00%	100.00%
30.	examples of how to write a blog disclosure statements	1	1.00	00:00:00	100.00%	100.00%
31.	facebook studies	1	1.00	00:00:00	100.00%	100.00%
32.	flipboard	1	1.00	00:00:00	100.00%	100.00%
33.	flipboard context	1	1.00	00:00:00	100.00%	100.00%
34.	ftc disclosure example	1	3.00	00:03:37	100.00%	0.00%
35.	ftc disclosure guidelines	1	1.00	00:00:00	100.00%	100.00%
36.	ftc dot com submissions cmp.ly	1	1.00	00:00:00	0.00%	100.00%
37.	grub and meet	1	1.00	00:00:00	100.00%	100.00%
38.	grub with friends	1	1.00	00:00:00	100.00%	100.00%
39.	grubwith.us ashton kutcher	1	1.00	00:00:00	100.00%	100.00%
40.	grubwithus for drinks	1	1.00	00:00:00	100.00%	100.00%
41.	happiness is assortative in online social networks slide	1	1.00	00:00:00	100.00%	100.00%
42.	how to disclose blogger connection	1	1.00	00:00:00	100.00%	100.00%
43.	how to disclose in social media	1	1.00	00:00:00	100.00%	100.00%
44.	how to disclose the connection in linkedin	1	1.00	00:00:00	100.00%	100.00%
45.	how to get your website on an ipad app	1	1.00	00:00:00	100.00%	100.00%
46.	how to have friends over for drinks and food	1	1.00	00:00:00	100.00%	100.00%
47.	how to install onswipe	1	1.00	00:00:00	100.00%	100.00%
48.	how to link qr to website	1	1.00	00:00:00	100.00%	100.00%
49.	how to link your website to a qr page	1	1.00	00:00:00	100.00%	100.00%
50.	how to make a mobile website with scan code	1	1.00	00:00:00	100.00%	100.00%
51.	how to make sure your website is formatted for mobile…	1	1.00	00:00:00	100.00%	100.00%
52.	how to onswipe head	1	1.00	00:00:00	100.00%	100.00%
53.	if qr code scanned does it automatically send to url	1	1.00	00:00:00	100.00%	100.00%

Action items: search

1. Observe your search traffic. Note keywords
2. Create content around popular searches
3. Optimize for search (SEO)
4. Set goals; do work; measure progress
5. Consider paid search

General process for search:

1. Use text; avoid Flash, rendering text as images
2. Use Google search-based keyword tool to generate keywords ("bike" or "bicycle?")
3. Use metadata whenever possible
4. Unduplicated content

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Find keywords

Based on one or more of the following:

Word or phrase (one per line)

bicycle
bike

Website

☑ Only show ideas closely related to my search terms ⑦

⊞ Advanced Options and Filters | Locations: United States ✕ | Languages: English ✕ | Devices: Desktops and laptops

Search

Download ▾ | View as text ▾ | More like these ▾ | Sorted b

⊟ **Search terms (2)**

☐	Keyword	Competition	Global Monthly Searches ⑦
☐	☆ **bike**	▮▭	68,000,000
☐	☆ **bicycle**	▮▭	37,200,000

Go to page: 1 | Shov

⊟ **Keyword ideas (100)**

☐	Keyword	Competition	Global Monthly Searches ⑦
☐	☆ mountain **bike**	▮▮▭	6,120,000
☐	☆ dirt **bike**	▮▮▭	2,740,000
☐	☆ **bike** shop	▮▭	1,830,000
☐	☆ **bike** shops	▮▭	1,830,000
☐	☆ **bike** store	▮▭	1,830,000

Writing for search:

Page title (60-70 characters; write for SEO and humans) MOST IMPORTANT FIELD.

Meta-description for the page (write for humans, try to keep it under 155 characters)

An SEO-friendly H1 headline (write for humans and SEO; up to 65 characters)

The actual content (write for humans and SEO; load the first paragraph with keywords)

Alt tag for photo: (optimize for the photo; up to 80 characters)

Other things that matter: anchor text for links; URL, bold text, other styled text, filenames

Google

create mobile version of website

🔍

About 16,200,000 results (0.27 seconds)

SafeSearch off ▾

Advanced search

- 🔍 **Everything**
- 📷 Images
- 🎬 Videos
- 📰 News
- 🏷️ Shopping

More

Chicago, IL
Change location

All results
Related searches

More search tools

10 Great Tools to **Create** a **Mobile Version** of Your Site | SpyreStudios 🔲+1 🔍
spyrestudios.com/10-great-tools-to-**create**-a-mobile-versio... - Cached
Unless you optimize your **website** for **mobile** phone users soon, you could be left behind by
the competition. **Creating** a **mobile**-friendly **version** of your site ...

How to **Create** a **Mobile Version** of your **Website** 🔲+1 🔍
www.1stwebdesigner.com/tutorials/**mobile-version-website**/ - Cached
But in the **mobile version** of your **website**, you should **make** sure that you don't have much
graphics because most **mobile** phones would take forever to load ...

8 Tools For Easily **Creating** a **Mobile** - Mashable 🔲+1 🔍
mashable.com/2010/12/16/**create-mobile**-site-tools/ - Cached
Dec 16, 2010 – Mobify allows you to **create** a **mobile version** of your **website** through an
intuitive and user-friendly graphical user interface (GUI). Setup is a ...

Creating Mobile Version of a WordPress **Website** ... 🔲+1 🔍
www.wordpressintegration.com/.../**creating-mobile**-versio... - Cached
Aug 3, 2011 – ITU reported that number of **Mobile** Internet Subscribers reached to 4.6 billion,
out of which 3.8 billion activated **mobile** handsets were in use ...

How to Design and **Build** a **Mobile** Web Site 🔲+1 🔍
www.webpagefx.com/design-**build**-mobile-web-site.html - Cached
This article discusses how to **build** and design a **mobile Website** for phone users. ...
Language which can be imagined as the light-weigh **version** of the HTML. ...

2. *Referrals*

Diagram 1: Media Cloverleaf

Mainstream

Tra-digital

Owned

Social

CNN

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

BBC

abc

THE WALL STREET JOURNAL.

POLITICO

TechCrunch

THE HUFFINGTON POST

Search

Search

Search

Search

Public Engagement

viewed by 300,000 people daily

ebay

THE HOME DEPOT

twitter

You Tube
Broadcast Yourself™

facebook

renren

cyworld

Edelman
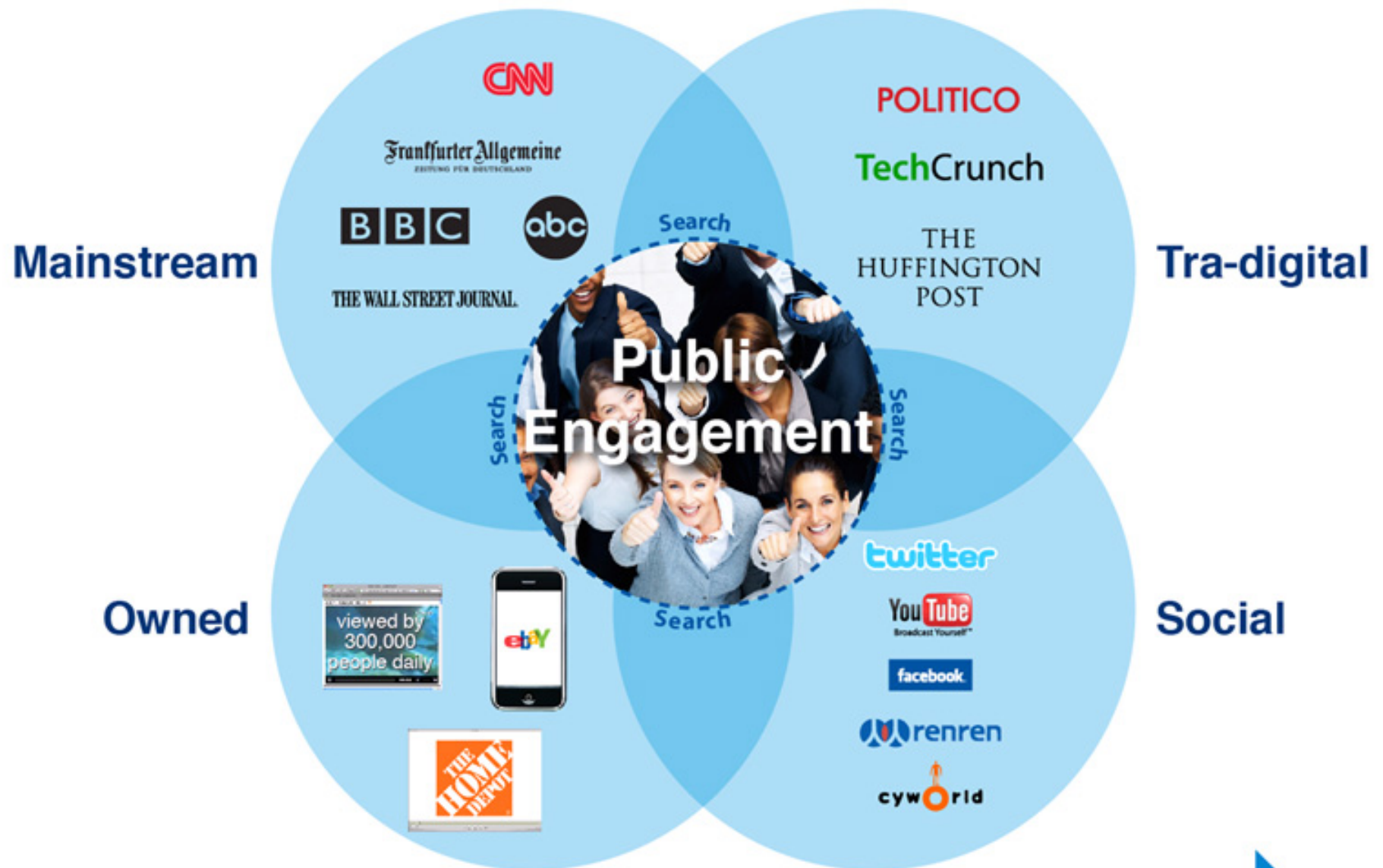
Measuring social campaigns

- measures of production
- followers/friends/likes
- buzz/chatter
- visits to your server
- conversions from visitors

	Source/Medium	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google / organic		33,560	3.11	00:01:50	43.19%	40.84%
2.	(direct) / (none)		22,242	2.62	00:01:44	35.73%	44.11%
3.	bing / organic		4,763	3.52	00:02:01	39.62%	34.43%
4.	yahoo / organic		3,961	3.59	00:01:59	41.91%	29.26%
5.	vshare.via-christi.org / referral		3,155	3.08	00:02:09	17.81%	43.30%
6.	vshare / referral		1,694	3.73	00:02:28	14.64%	32.41%
7.	cnet1 / referral		1,134	3.65	00:02:14	72.84%	4.14%
8.	facebook.com / referral		703	2.64	00:02:33	28.88%	55.19%
9.	search / organic		545	3.30	00:02:10	41.65%	34.68%
10.	google.com / referral		311	2.52	00:01:44	58.84%	42.77%
11.	ask / organic		290	3.48	00:01:49	47.24%	27.59%
12.	aol / organic		224	3.49	00:02:05	43.75%	25.00%
13.	search.mywebsearch.com / referral		224	3.13	00:01:08	34.38%	28.57%
14.	14sitemakweb.via-christi.org / referral		207	11.62	00:16:05	0.48%	22.71%
15.	14hr.via-christi.org / referral		194	2.33	00:01:34	41.75%	60.31%
16.	ww2.cox.com / referral		188	3.23	00:02:33	23.94%	41.49%
17.	kansas.com / referral		125	1.70	00:00:20	70.40%	75.20%
18.	ascensionhealth.org / referral		101	4.30	00:04:02	71.29%	36.63%
19.	twitter.com / referral		91	1.65	00:01:03	5.49%	84.62%

Source Medium Detail:

unmatchedstyle.com / referral

Visits

70

35

Aug 1   Aug 8   Aug 15   Aug 22

This source medium combination sent 278 visits

Site Usage | **Goal Set 1**

None

Views:

278 Visits
% of Site Total: **0.53%**

1.75 Pages/Visit
Site Avg: 4.87 (**-64.13%**)

00:00:57 Avg. Time on Site
Site Avg: 00:03:57 (**-75.89%**)

88.13% % New Visits
Site Avg: 45.80% (**92.42%**)

71.94% Bounce Rate
Site Avg: 44.10% (**63.15%**)

28.	kake.com / referral	101	3.24	00:01:41
29.	hermes2.wichitaclinic.com / referral	94	7.83	00:02:37
30.	twitter.com / referral	94	2.80	00:02:43
31.	webs.wichita.edu / referral	88	3.77	00:02:15
32.	linkedin.com / referral	87	5.63	00:03:10
33.	wichita.org / referral	87	6.95	00:03:53
34.	vnet.via-christi.org / referral	86	3.64	00:01:32
35.	kwch.com / referral	84	3.11	00:03:03
36.	wichitaobgyn.org / referral	83	3.88	00:01:54
37.	swagbucks.com / referral	72	5.22	00:02:23
38.	fetchtoto.com / referral	66	6.14	00:03:09
39.	jobbankusa.com / referral	66	5.76	00:05:04
40.	wichita.citysearch.com / referral	64	4.86	00:03:55
41.	hdnews.net / referral	63	4.67	00:02:31
42.	verbict.com / referral	60	3.47	00:05:10

Notes on referrals:

Referrals are a legitimate way to measure social engagement, but are not the only one

Good referral strategy requires good content to link to

"Pure play" digital often refers more strongly than mainstream media

Mainstream media referrals often come in disguised

Google greatly values quality inbound links

3. *Improve your content*

The 80/20 rule applies to content; most visits are to a select subset of pages.

1,972 page titles were viewed a total of 233,676 times

Content Performance

Views: ▦ ◑ ☰ ⇄ ▥

	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
	233,676	**183,623**	**00:00:56**	**40.19%**	**32.67%**	**$0.00**
	% of Site Total: **100.00%**	% of Site Total: **100.00%**	Site Avg: **00:00:56 (0.00%)**	Site Avg: **40.19% (0.00%)**	Site Avg: **32.67% (0.00%)**	Site Avg: **$0.00 (0.00%)**

	Page Title	None ⌄	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
1.	Via Christi Health		44,953	38,389	00:00:39	21.42%	22.69%	$0.00
2.	Careers		19,525	15,241	00:00:56	41.93%	40.23%	$0.00
3.	Remote Access		17,921	15,877	00:05:17	87.10%	83.30%	$0.00
4.	Logins/Online		10,838	8,913	00:00:14	13.49%	3.46%	$0.00
5.	Online Nursery		9,188	5,163	00:00:17	56.69%	8.54%	$0.00
6.	Pittsburg		7,061	5,563	00:01:17	52.73%	42.52%	$0.00
7.	Search All Doctors		5,536	2,722	00:00:35	51.30%	12.23%	$0.00
8.	Online Logins		5,288	4,327	00:02:01	74.94%	66.79%	$0.00
9.	External Applicants		5,033	4,006	00:01:16	71.70%	44.53%	$0.00
10.	Hospitals		4,495	3,579	00:00:59	46.74%	30.34%	$0.00
11.	Current Employees		3,801	1,725	00:01:12	30.49%	31.04%	$0.00
12.	Career Opportunities by City		3,437	2,904	00:02:19	72.48%	56.91%	$0.00
13.	Nursing/Allied Health		3,078	2,444	00:01:26	34.66%	50.71%	$0.00
14.	St. Francis		2,569	1,978	00:00:33	19.11%	13.62%	$0.00
15.	Via Christi Libraries		2,391	2,119	00:01:21	61.98%	57.47%	$0.00
16.	Our Locations		1,942	1,476	00:00:28	46.35%	18.49%	$0.00
17.	VCMA Search		1,839	1,185	00:00:31	32.00%	13.21%	$0.00
18.	Wamego City Hospital		1,827	1,393	00:03:11	56.88%	54.46%	$0.00

Content Performance

	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
	233,676	**183,623**	**00:00:56**	**40.19%**	**32.67%**	**$0.00**
	% of Site Total: **100.00%**	% of Site Total: **100.00%**	Site Avg: **00:00:56** (0.00%)	Site Avg: **40.19%** (0.00%)	Site Avg: **32.67%** (0.00%)	Site Avg: **$0.00** (0.00%)

	Page Title	None ⌄	Pageview ⇅ ↓	Individual Page Title: Bounce I ⇅ compared to site average
1.	Via Christi Health		44,953	46.69%
2.	Careers		19,525	4.35%
3.	Remote Access		17,921	116.73%
4.	Logins/Online		10,838	66.42%
5.	Online Nursery		9,188	41.06%
6.	Pittsburg		7,061	31.21%
7.	Search All Doctors		5,536	27.65%
8.	Online Logins		5,288	86.48%
9.	External Applicants		5,033	78.42%
10.	Hospitals		4,495	16.30%
11.	Current Employees		3,801	-24.13%
12.	Career Opportunities by City		3,437	80.36%
13.	Nursing/Allied Health		3,078	-13.75%
14.	St. Francis		2,569	52.46%
15.	Via Christi Libraries		2,391	54.24%
16.	Our Locations		1,942	15.34%
17.	VCMA Search		1,839	-20.37%
18.	Wamego City Hospital		1,827	41.55%
19.	Clinics		1,673	-24.08%
20.	St. Teresa		1,599	1.96%
21.	WCCOP Login		1,584	-84.81%

Google™ Custom Search

Via Christi
HEALTH

...because your life matters

Find a Doctor   Our Locations   Patients and Visitors   Seniors   Health Professionals   Giving/Volunteers

Home > Find a Doctor > Search All Doctors

Search All Doctors

Find a Doctor
Search All Doctors
Physician Referral
VCMA Search
Via Christi Clinic Search

Looking for a doctor? Via Christi Health employs 300 physicians and 117 mid-level providers through Via Christi Medical Associates, Via Christi Clinic and our hospitals and community sites. 1,100 physicians have medical privileges at Via Christi Hospitals.

Our service allows you to find the best doctor for you by name, specialty, or location. To see a full listing of doctors simply click the Find button.

Last Name	[▲▼]
Specialty	[▲▼]
Hospital Affiliation	[▲▼]
Physician Group	[▲▼]
Via Christi Medical Associates	[▲▼]
Zip Code	[ ] (keyword)

Find

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Other ways to improve content:

Search – provides insight on most-searched pages, audience-preferred words

On-site (internal search) – tells what people on your site are looking for

Entrance and exit pages – shows where people arrive, leave

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General takeaways:

Sometimes a bounce is good

Use analytics, but don't be ruled by them

Share reports with appropriate stakeholders; *make analytics actionable*

Build traffic for branding value;
grow conversions for success

R – P – I - E

For more information:

Avinash Kaushik
>   Occam's Razor (blog)
>   Web Analytics 2.0 (book)

Google's Conversion University

Lynda.com (online tutorials)

http://www.delicious.com/davidkamerer/analytics

At PRSAICON:

ROI of B2B Social Media, Eric Schwartzman
        Monday, 9:45 a.m., Palazzo H

Advance your SEO skills with social media optimization,
        Lee Odden, Monday 11:30 a.m., Palazzo E

OMG! ROI? Measuring influence and impact in a 3.0 world,
        KD Paine, Tuesday 12:30 p.m., Palazzo E

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Thank you

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