

# Checking Website Statistics

- Use the following programs to check your website statistics.
  - AWStats, Webalizer, and Google Analytics
  - Web hosts offering Cpanel give you stat tracking software that you need.
- Unique Visitors and the length of time they stay on your website are important things to look at.
- Also, try to see which pages they are leaving your website from as well.
- Look up the various keyword phrases that people are finding you for.

# AWStats and Webalizer

- Provided by website hosting companies that offer
- Make sure you have selected to view stats for them in your Cpanel.
- AWStats and Webalizer will vary quite a bit from each other.
- Let's look at an example of each of these.

# Google Analytics



- [www.google.com/analytics](http://www.google.com/analytics)
- Free website statistic tracking program.
- Stats will vary from the other programs as well.
- Simply Add a line of code to your website.
- Very clean and user-friendly features.
- Here is an example.

# Social Bookmarking Overview

- It is a method for you to share, store, and organize websites, stories, or things online that you appreciate.
- It is more of a way to share your favorite websites with the world.
- Social bookmarking websites get a lot of traffic.
- Submitting to these websites helps you build backlinks and exposure for your website.

# Social Bookmarking Tips

- You want to bookmark both your home page and your internal pages as well.
- You will also bookmark your blog page and other Web 2.0 properties like Squidoo pages or online videos.
- Use your keyword phrases as the title for your bookmark.
- Might consider setting up several social bookmarking profiles as well with each website.
- You want to also occasionally bookmark other pages.
- Use tools to automate the process.

# Social Bookmarking Preparation

- Come up with the following before you start bookmarking and place in a Notepad file:
  - The title you are going to use.
  - A short description.
  - Your keywords and tags
  - Your URL
- Go to [www.SocialMarker.com](http://www.SocialMarker.com) and sign up for the sites you see on the page after you put in your title and URL.

# Social Bookmarking Sites

- [www.socialmarker.com](http://www.socialmarker.com) for a list of sites.
- [www.socialmarking.com](http://www.socialmarking.com) for more.
- [www.onlywire.com](http://www.onlywire.com) (helps automate the process)
- [www.digg.com](http://www.digg.com)
- [www.propeller.com](http://www.propeller.com)
- [www.mixx.com](http://www.mixx.com)
- [www.reddit.com](http://www.reddit.com)

# More Social Bookmarking Strategies

- Setup multiple social bookmarking profiles.
- Ask friends to bookmark pages for you and you do the same thing for them.
- E-mail your list.
- Bookmark videos you submit, press releases, articles, and new blog posts.
- Bookmarking helps build backlinks, exposure, and helps get your new content indexed.
- Building links to article, video sites, and Web 2.0 sites help them rank.

# Web 2.0 Properties

- Web 2.0 sites are basically social type websites where most of the content is user generated.
- You can leverage Web 2.0 websites for more backlinks, exposure, and traffic.
- There are many different Web 2.0 properties that you can leverage for more traffic.
- You simply add your content to them and link to your website if applicable.
- Use your core keyword phrases as the title of these properties.

# Web 2.0 Properties

- 4 Web 2.0 sites I will show you how to use include:

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



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



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



— [www.Issuu.com](http://www.Issuu.com)

