

Chapter 5: Measuring Twitter Metrics

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After your Twitter marketing campaign has been rolling for a while, it's time to check out the return on your time investment. You can do this in many ways, by looking at the information on your Twitter page or by using TweetDeck or an analytics program such as Google Analytics.

Tracking Web Site Referrals

If you use Google Analytics, you can easily track the number of referrals from Twitter to your Web site or blog. This information is quite useful if one of your marketing goals is to drive more traffic to your Web site by way of Twitter.



You must have Google Analytics enabled on the Web site you're tracking. Google Analytics is a service that enables you to track the amount of traffic your Web site is getting, where the traffic is coming from, and referring sites, for example. See Book VIII, Chapter 1 to find out where to find Google Analytics.

To see how much traffic comes to your Web site from Twitter, follow these steps:

- 1. Log in to Google Analytics.**
- 2. Select from the View Reports drop-down menu the Web site you want to monitor.**
- 3. Click Traffic Sources.**

The page refreshes and shows a graph of visits to your Web site.

- 4. Click All Traffic Sources.**

The page refreshes and shows a list of sources that generated visits to your Web site.

5. Enter Twitter in the Filter Source/Medium text box using the default Containing parameter.

The page refreshes and shows you the number of visits that resulted from Twitter.

Using Twitter Analytics Applications

You can find several good analytic applications on the Web that are devoted to Twitter analytics. Enter your username to find all sorts of information such as the subjects you tweeted about, the hashtags you used, the number of tweets per day, and the extent of your reach.

Here are a few analytic programs you can try:

- ◆ **Twitter Analyzer**, at www.twitteranalyzer.com, dissects your activity on Twitter and offers information about these categories, shown in Figure 5-1:
 - *Tweets*: The number of tweets sent over a given period
 - *Chats*: The number of conversations you're involved in
 - *Popularity*: The number of times you're mentioned by other Twitter users
 - *Reach*: The number of Twitter users your messages reached
 - *Subjects*: The topics you talked about plus the percentage of your conversations that were about those topics
 - *Hashtags*: The topics you specified by hashtag with a legend showing the percentage that each hashtag was used compared to all hashtags
 - *Links*: The recent links you tweeted, with a legend showing the percentage of each link compared to all links
 - *Apps*: The applications you used in conjunction with your Twitter activity
 - *Other information*: Additional tabs that let you monitor friends, the number of your mentions, and the people you've mentioned, for example
- ◆ **TweetStats**, at <http://tweetstats.com>, creates graphs showing what you've been up to on Twitter. See the number of tweets sent per day, tweet density during specific times of day, and people you retweet, for example, as shown in Figure 5-2.
- ◆ **Twinfluence**, at www.twinfluence.com, measures your influence on Twitter. Enter your username to find out where you rank on Twitter.



Figure 5-1: Information, please.

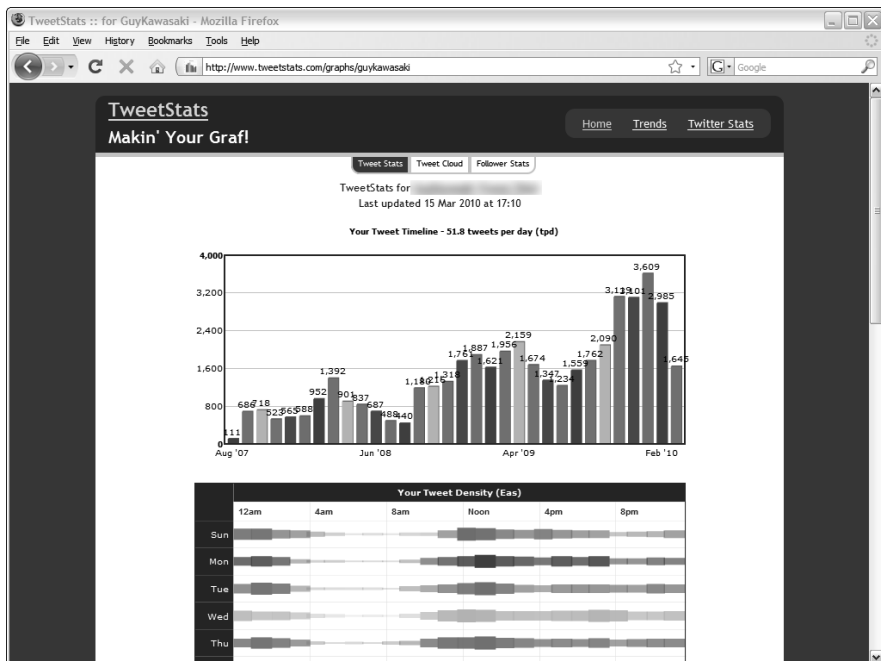


Figure 5-2: Read all about it at TweetStats.

- ◆ **TwitterGrader.com**, at <http://twittergrader.com>, shows how you stack up against other Twitter users. After you navigate to the site, enter your Twitter username. In a few seconds — or longer, if you have lots of followers — you see your grade (100 is best), rank, and other information. You can also see your trend, which is a graph showing how you've progressed in adding followers to your ranks. You can also analyze your followers, to see a list by ranking, and analyze the people following you.

Monitoring Retweets

Another way to track your success on Twitter is to monitor the number of your messages that are retweeted compared to all the messages you've sent. No hard-and-fast rule applies to what constitutes a good ratio, but a high percentage of retweets means that you're sending the right stuff to your followers.



If you use TweetDeck, you can find out this same information through its interface.

You can easily calculate your retweets by following these steps:

- 1. Visit <http://search.twitter.com>.**

This is the all-singing, all-dancing Twitter search engine.

- 2. Enter RT@yourusername.**

The @ symbol signifies that the retweet was one of your tweets.

- 3. Click Search.**

A list of recent retweets appears on the first page. If you have lots of retweets, you see an Older link at the bottom of the first page, as shown in Figure 5-3.

- 4. Analyze the retweets.**

This step tells you two things: the topics that are hitting home with your followers and the people who are following you closely.

If you're adventurous, you can see where you rank regarding retweets in reference to all Twitter users. To see your retweet rank, follow these steps:

- 1. Launch your favorite Web browser and navigate to www.retweetrank.com.**

The page refreshes and you're in Retweetville.

- 2. Enter your username in the Twitter Username box and click Go.**

The page refreshes and you see your retweet rank at the top of the page, as shown in Figure 5-4. You also see a list of your recent tweets that have been retweeted by your faithful followers.



Figure 5-3:
Analyzing
your
retweets.



Figure 5-4:
Oh, my —
that's a
good rank.

3. Analyze your recent retweets.

This step tells you which messages are striking a chord with your followers and which followers are retweeting you most often.

Analyzing Your @replies Mentions

Whenever someone uses the @ symbol followed by your username, the message shows up on the main Twitter timeline, but directed at you. You can see which messages are getting noticed, and which Twitter followers are engaging you in conversation, by following these steps:

1. Visit <http://search.twitter.com>.

This is the all-singing, all-dancing Twitter search engine.

2. Enter @yourusername.

The @ symbol signifies that the message was directed to you or was about you.

3. Click Search.

A list of recent messages mentioning your username appears, as shown in Figure 5-5.



Figure 5-5:
They like me. They really like me.

4. Analyze the messages.

See which users are responding to your messages and starting a conversation with you.



You also see the text *@yourusername* in Follow Friday mentions. Analyze them, too, to find who your most faithful followers are.

Checking Direct Messages

Hmmm. We know what you're thinking: Why would you want to analyze your direct messages? After all, you know to whom you send direct messages — but which of your followers sent direct messages to you, and what was their subject matter? The answer to this question tells you which followers are engaging you as a source of information and tells you the type of information they're requesting. If the same topic shows up in several direct messages, you can tweet about it and write blog posts about it.

You can analyze your direct messages by following these steps:

1. Navigate to www.twitter.com and log on to your Twitter account.

Your lovely Twitter page appears, complete with your recent tweets.

2. Click Direct Messages.

A list of all your direct messages appears.

3. Analyze your messages to see who has been chatting with you and the subjects they've been chatting about.

Note which subjects prompted direct messages and expand on them in future tweets. Whenever you receive a direct message regarding one of your tweets, it's a good sign that the topic is worthy of further embellishment.

Using the Hashtag As a Measurement Mechanism

When people search for specific information on Twitter and want to make sure the word they're searching for is the main subject of the post and not just randomly added, they use the hashtag symbol. The use of hashtags in conjunction with your Twitter username is another way to measure your popularity on Twitter. If lots of people, including those who don't follow you, take the time to precede your username with a hashtag, you're being directly referenced in a Twitter post.

To find out whether your username is being hashtagged, follow these steps:

1. **Fire up your favorite Web browser and navigate to `http://search.twitter.com`.**
2. **Enter #yourusername in the Search field.**

The Twitter search engine returns a list of tweets with your username preceded by the hashtag.

3. **Analyze the list.**

You see some usernames you recognize and some you don't. You may also see some bad press. Monitoring hashtags is a wonderful way of finding out who's talking about you and what they're saying. You may also find some people you want to follow.

Calculating a Following to Follower to Updates Ratio

The number of people you follow compared to the number of people following you is important information. So is the number of updates. This information is public for any Twitter user who stops by your piece of the Twittersverse. If you're following a lot of people and not many people are following you, it appears as though you're trying to sell something, especially if you have lots of updates.

When you follow someone, the number of people you're following, the number of people you follow, and the number of updates you've sent is sent along with your Twitter avatar. If the ratio of people you follow to people who follow you is significantly greater than 50 percent of the total of the people who are following you and the people you are following and you have lots of updates, it's a red flag to potential followers. Keep track of this information regularly.



As a marketer, the percentage of people following you should be about 30 percent of the total number of followers and people you're following.

Tracking Links

You can track links from Twitter back to your Web site if you use bit.ly (at `http://bit.ly`) to shorten your URLs.



Other services that shorten URLs don't offer this capability. If you want to track your short URLs, you must use bit.ly. Turn to Book II, Chapter 1 to find out how to use bit.ly.

Paste the short URL into your favorite Web browser followed by the plus sign (+). You see exactly how many hits the short URL received, which lets you know whether the link was useful to your followers (see Figure 5-6).

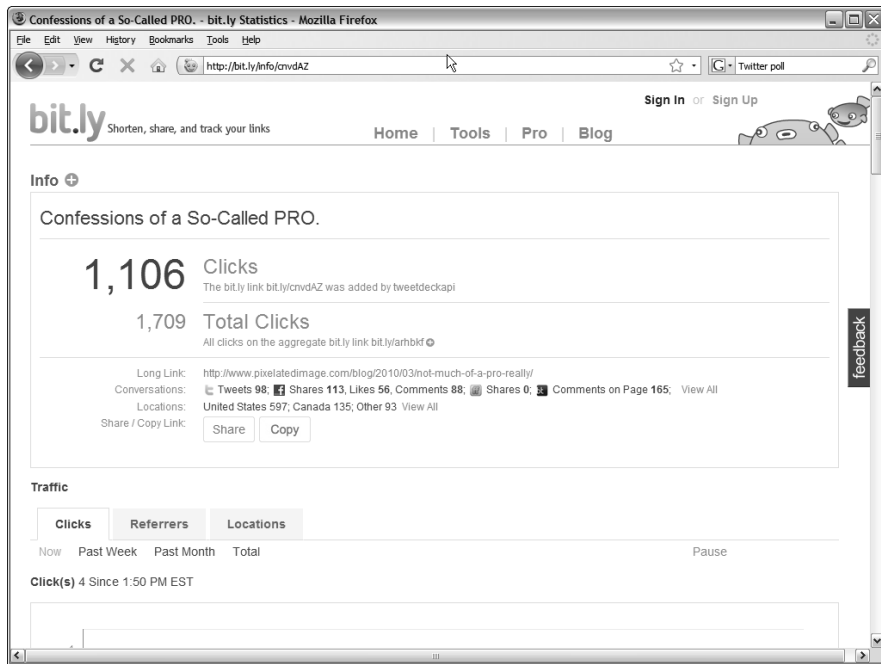


Figure 5-6:
Tracking
a tweeted
link.

Logging Visits per Follower

If your Web site or blog has statistics you can access, you can track which Twitter followers are visiting your Web site or blog. To do this, open your Web site control panel. If you're not sure how, check with the technical support team of your Web hosting service.

To track visits per follower, follow these steps:

1. **Navigate to your Web site control panel and log in.**
2. **Click the link or icon to view the site stats.**
Many Web hosting services make the Webalizer software available for this task.
3. **Click on the month you want to analyze.**

Most Web statistics software programs give you, at the top of the page, a graph showing visits per month.

- 4. Scroll to the Referrers section of the page.**
- 5. Look for any referrers that start with Twitter.**
The Twitter Web site is followed by the username.
- 6. If you're not sure who the follower is, click the link.**
The follower's Twitter page opens in another browser window.
- 7. Analyze the rest of the results to find other Twitter followers who are visiting your site.**