

Measuring the Effectiveness of Your Social Media Efforts

Social Media isn't free. It takes time and at times, a lot of time, to make it effective. Therefore, you need to ensure that your time and effort is paying off.

Here is how to track the traffic you are receiving to your website from social media.

1. Log into your Google Analytics account.
2. Click on Traffic Sources in the left hand column; then social and then overview from the dropdown box.
3. Take a look at how many visits you are getting from each social media network and which avenues are the best. Facebook is best for me but that is where I spend most of my time. Ning, You Tube, Twitter, StumbleUpon and Pinterest are also very good considering I don't put much time into these.
4. You can also check landing pages and conversions.

There is a lot more targeting reporting you can do within Google Analytics but this is a great start.

Record the information in a spreadsheet and compare it on a monthly basis so that you can track improvements and any downturns.

Also take note of how many people click on a particular link on a particular day directly from one of your social medial networks so you can tell what type of posting works for you. Does a direct link work best or a link within a post and then an image attached. Know what works and then do more of that.

