

HOW TO MEASURE YOUR WEBPROFILE

By Ian Deavin BSc, M.D. – The Industrial Marketing Agency

e-mail: ian@theindustrialmarketingagency.co.uk, www.theindustrialmarketingagency.co.uk

Let us assume that you know that you appear on the web - your website and your blog can be found by search engines, your PR is published by online journals, your corporate profile appears in major online directories – in short you know that you have a webprofile – you just don't know what it looks like in any quantitative way.

So how could we start to measure it in a meaningful fashion? Here at The Industrial Marketing Agency we take the view that quantifying a webprofile is only of any use if it relates to what your potential/customers find when they search for the sort of product you sell – and you come up in that organic search – ideally at the top of the list or at least on page 1.

So we have developed a method of measurement which relates to the keywords which you consider potential customers are likely to use and for which you would like to appear in an organic search. The method involves manually searching on Google each keyword/search string and recording the occurrences of any result that leads to you, on the basis that if you appear 5 times on page 1 – perhaps with your website, your blog, a directory and a couple of journals then each will lead to you in different ways – each is an example of your profile and each is keeping your competitor off pg 1. If you achieve that with enough keywords/search strings then pretty soon you find that you have covered the market place – it becomes almost impossible for a potential/customer to be unaware of you and extremely easy for them to connect with you with their enquiry.

Such a method is not definitive – since it is dependent on the keywords and the search options used – but if you know your market well enough then it should work to give a very good snapshot – a flavor - with a good indication of the strength of that flavor which, you may then consider a very good indication of the broader picture. It is in effect a simple statistical sampling technique – capable of being refined by the addition of more keywords and by evaluation of the existing ones.

For example you may one day take on a rep to cover a new sales territory only to find that previously unknown to you a significant group of people (perhaps in a certain local trade) refer to your product with a different word to the one/s you have previously used – and that you do not perform well in searches on that word – why would you? After all you have never used that word on your website or elsewhere – so the search engines have not found you associated with that word. You can now add that word to your keyword list, to your website and to all your other promotional material. Then monitor it in your Webprofile – job done.

The process works something like this:

- *We suggest you use Google searches – remember to select your options. We use:*
- display all
- UK only

This allows us to see the effect of pictures and videos – and we are only interested in UK results. Using the same options ensures consistency.

- *Input your search strings and note - page 1 and 2 results which link to you – spreadsheet e.g. 1-1, equals page 1 position 1.*
- *Note competitors' positions and result sources while you search – either formally or informally depending on how concerned you are.*
- *Note where your results come from – e.g. which directories, which journals, where your website and blog appear in the results – also to see what media are working for competitors that you may also use.*
- *Do it monthly for a year, then quarterly thereafter – so you can get immersed and get a global feel for your profile as you develop your searches and keyword strings.*
- *Add new searches regularly from:*
 - new jargon
 - new technology
 - new products
 - new services
 - new regional references
 - new trades
 - searches you would like to be found for – be sure you actually have them in your website, blog, press releases, social media etc.
 - searches you ought to be found for (keywords you have promoted) if they do not appear – why not?
- *Ideally do it yourself so that you understand the process and the results – otherwise ask your marketing/advertising/PR agency to do it for you.*

- *If someone else does your webprofile report* then check search some terms each time you get a report to get a deeper flavour than just the report itself.
- *Promote your keyword strings* – ensure you use them in your promotion. If you think you have a keyword worth promoting then add it to your profile searches.
- *Count totals for a quick guide comparison from one report to the next e.g.*
- Number of search results on page 1
- Number of search results on page 2
- Number of keyword results appearing on page 1
- Number of keyword results at page 1 position 1
- So the summary would look something like this: 57-38 for page 1 and 2
- then perhaps 35-20 for total number of keywords showing you on page 1 and the total number giving a page 1 position 1 result.