



smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
JDEbberly:	We are getting plastered with heavy wet snow tonight in Washington DC - Some locations already have in excess of 9 inches #SmallBizChat
gnosisarts:	Have you ever noticed how diff. chats take on diff personalities - despite not in person? *random comment* #smallbizchat
smallbizlady:	Welcome to my co-host & online business manager buddy @TaiGoodwin & our virtual assistant @SoniaSchenker #smallbizchat
Zimana_:	Hey Melinda @smallbizlady #smallbizchat
smallbizlady:	Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
prepforscollege:	RT @smallbizlady: Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
smallbizlady:	Now on #SmallBizChat 1/26 8-9 PM How to make sense out of Google analytics with Pierre DeBois @Zimana_ <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> #smallbizchat
tricia_o:	@TaiGoodwin Thanks! Glad to be here! #smallbizchat
smallbizlady:	Welcome to Pierre DeBois @Zimana_ of Zimana which provides strategic analysis to small and midsize businesses #smallbizchat
smallbizlady:	Q1: WHY IS WEB ANALYTICS IMPORTANT TO SMALL BUSINESS? WHAT ARE THE BENEFITS? #smallbizchat
Zimana_:	@smallbizlady Thanks Melinda, it's great to be here, and in the warmth of a laptop! ;-) #smallbizchat
JDEbberly:	RT @smallbizlady: Welcome to Pierre DeBois @Zimana_ of Zimana which provides strategic analysis to small & midsize businesses #SmallBizChat
gnosisarts:	@JDEbberly Get home safely. We're getting jacked in Jersey, too. I haven't even gotten home from wk yet (on train) #smallbizchat
JDEbberly:	RT @smallbizlady: Q1: WHY IS WEB ANALYTICS IMPORTANT TO SMALL BUSINESS? WHAT ARE THE BENEFITS? #SmallBizChat
misshanda1:	Great to be here! #smallbizchat
JDEbberly:	RT @Zimana_: @smallbizlady Thanks Melinda, it's great to be here, and in the warmth of a laptop! ;-) #SmallBizChat
smallbizlady:	@misshanda1 Welcome to the chat! #smallbizchat
Zimana_:	A1: In the eyes of your customers, your online presence is an extension of your business....#smallbizchat
Zimana_:	A1: web analytics provides the website owner is the opportunity to understand that customer #smallbizchat
misshanda1:	Thank you! #smallbizchat
smallbizlady:	RT @Zimana_: A1: In the eyes of your customers, your online presence is an extension of your business.... #smallbizchat



JDEbberly:	@gnosisarts Highways around here are atrocious due to heavy wet snow falling from intense deformation bands with no mercy #SmallBizChat
My_WebEvent:	RT @smallbizlady: How to make sense out of Google analytics with Pierre DeBois @Zimana_ <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> 8-9 PM #smallbizchat
JDEbberly:	RT @Zimana_: A1: In the eyes of your customers, your online presence is an extension of your business.... #SmallBizChat
Zimana_:	A1 how your customers are experiencing the site and generate interest in your product. #smallbizchat
CallFireMktg:	Analytics also help you understand how customers are interacting with your website. #smallbizchat
BasicBlogTips:	@gnosisarts All of the features of the plugin are listed here <a href="http://yoast.com/wordpress/google-analytics/">http://yoast.com/wordpress/google-analytics/</a> #smallbizchat
lesliefineint:	Web analytics tell me whether I'm engaging my audience #smallbizchat
TaiGoodwin:	@JDEbberly Hey Buddy! Glad to see you tonight! #smallbizchat
JDEbberly:	RT @Zimana_: A1: web analytics provides the website owner is the opportunity to understand that customer #SmallBizChat
TaiGoodwin:	RT @Zimana_: A1 how your customers are experiencing the site and generate interest in your product. #smallbizchat
lesliefineint:	RT @Zimana_: A1 how your customers are experiencing the site and generate interest in your product. #smallbizchat
JDEbberly:	RT @Zimana_: A1 how your customers are experiencing the site and generate interest in your product #SmallBizChat
JDEbberly:	RT @CallFireMktg: Analytics also help you understand how customers are interacting with your website. #SmallBizChat
CallFireMktg:	Analytics also helps you know if there are traffic sources you didn't even know about - if ppl are blogging about you, etc. #smallbizchat
TaiGoodwin:	RT @CallFireMktg: Analytics also help you understand how customers are interacting with your website. #smallbizchat
NuSparkMktg:	If you're a small biz, it helps make decisions on website/ecommerce/referral site effectiveness #smallbizchat
JDEbberly:	RT @BasicBlogTips: @gnosisarts All of the features of the plugin are listed here <a href="http://yoast.com/wordpress/google-analytics/">http://yoast.com/wordpress/google-analytics/</a> #SmallBizChat
JDEbberly:	RT @lesliefineint: Web analytics tell me whether I'm engaging my audience #SmallBizChat
TaiGoodwin:	RT @lesliefineint: Web analytics tell me whether I'm engaging my audience #smallbizchat
yourjobmyoffice:	Hi y'all - tonight's topic is exactly what I need right now. Since I'm late (sorry), I'll read my own transcript later ;-) #smallbizchat
JDEbberly:	@TaiGoodwin Glad to see you also! :) #SmallBizChat
JDEbberly:	RT @itsyourbiz: Check Out: @SmallBizLady on Twitter. <a href="http://www.succeedasyourownboss.com/">http://www.succeedasyourownboss.com/</a> #SmallBizChat
WorknMomJournal:	RT @lesliefineint: Web analytics tell me whether I'm engaging my audience #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: If you're a small biz, it helps make decisions on website/ecommerce/referral site effectiveness #smallbizchat
JDEbberly:	RT @CallFireMktg Analytics helps u know if there are traffic sources you didn't even know abt - if ppl are blogging about you #SmallBizChat
My_WebEvent:	@yourjobmyoffice I'm with you, this is exactly what I need to learn more about! #smallbizchat



giftedassistant:	RT @smallbizlady: Q1: WHY IS WEB ANALYTICS IMPORTANT TO SMALL BUSINESS? WHAT ARE THE BENEFITS? #smallbizchat
PoolingPeople:	#smallbizchat Hallo - I launched my own smallbiz (hopefully soon bigbiz) yesterday - poolingpeople.ca
TaiGoodwin:	@My_WebEvent Welcome to the chat #smallbizchat
My_WebEvent:	RT @JDEbberly: RT @CallFireMktg Analytics helps u know if there are traffic sources you didn't know abt, if ppl are blogging #smallbizchat
yourjobmyoffice:	@My_WebEvent I'll tweet a link to chat transcript later - you can look it over to see if you missed anything. =D #smallbizchat
CallFireMktg:	But, analytics are imperfect - use them to guide your biz, not dictate what you should do. #smallbizchat
smallbizlady:	Q2: ARE THERE STEPS A WEBSITE OWNER SHOULD TAKE BEFORE REVIEWING THEIR ANALYTICS? #smallbizchat
TaiGoodwin:	@PoolingPeople Welcome to the chat! #smallbizchat
My_WebEvent:	@TaiGoodwin Thanks glad to be her, great topic! #smallbizchat
My_WebEvent:	@yourjobmyoffice Thanks! #smallbizchat
JDEbberly:	RT @smallbizlady: Q2: ARE THERE STEPS A WEBSITE OWNER SHOULD TAKE BEFORE REVIEWING THEIR ANALYTICS? #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Q2: ARE THERE STEPS A WEBSITE OWNER SHOULD TAKE BEFORE REVIEWING THEIR ANALYTICS? #smallbizchat
lesliefineint:	Benefits: are my resources being put to use wisely, how should I change my strategy, am I reaching my target audience? #smallbizchat
Morgan_LP:	@CallFireMktg I totally agree. They are a guide but not a rule. #smallbizchat
My_WebEvent:	RT @CallFireMktg: But, analytics are imperfect - use them to guide your biz, not dictate what you should do. #smallbizchat
CallFireMktg:	It's too easy to get obsessed. RT @Morgan_LP: @CallFireMktg I totally agree. They are a guide but not a rule. #smallbizchat
Zimana_:	A2: An owner should determine what the objectives are for their website. #smallbizchat
Morgan_LP:	Q2: know what your goals and objectives are. Without those, analytics are just numbers. #smallbizchat
TaiGoodwin:	RT @lesliefineint: Benefits: are my resources being put to use wisely, how should I change my strategy? #smallbizchat
NuSparkMktg:	1st Determine goals- purchase, lead gen, subscriptions, or customer service #smallbizchat
JDEbberly:	RT @Zimana_: A2: An owner should determine what the objectives are for their website. #SmallBizChat
TaiGoodwin:	RT @Zimana_: A2: An owner should determine what the objectives are for their website. #smallbizchat
JDEbberly:	RT @Morgan_LP: Q2: know what your goals and objectives are. Without those, analytics are just numbers. #SmallBizChat
JDEbberly:	RT @NuSparkMktg: 1st Determine goals- purchase, lead gen, subscriptions, or customer service #SmallBizChat
jasonhparker:	@smallbizlady #smallbizchat A2: have past metrics; have your goals; have a clear plan for review; a/b testing and frequent reviews!



Zimana_:	A2B: Many owners say ?I want traffic?, but then uses SEO as THE strategy, as if the site will draw traffic automatically #smallbizchat
My_WebEvent:	RT @NuSparkMktg: 1st Determine goals- purchase, lead gen, subscriptions, or customer service #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: 1st Determine goals- purchase, lead gen, subscriptions, or customer service #smallbizchat
CallFireMktg:	@Zimana - Not to mention, not all traffic is good traffic. #smallbizchat
TaiGoodwin:	RT @Zimana_: A2B: Many owners say ?I want traffic?, but then use SEO as THE strategy, as if the site will draw traffic auto #smallbizchat
Zimana_:	A2C: Biz should consider a gradual mix of blogs, tweets, coupons, online ads, and offline efforts to grow traffic. #smallbizchat
JDEbberly:	RT @Zimana_ A2B Many owners say ?I want traffic?, but then uses SEO as THE strategy, as if site'll draw traffic automatically #SmallBizChat
JDEbberly:	RT @CallFireMktg: @Zimana - Not to mention, not all traffic is good traffic #SmallBizChat
hyermish:	Learn how to read analytics on someone else's site for a large range of data. It's about trends, not individual anomalies. #smallbizchat
mariemariel:	RT @JDEbberly: RT @Zimana_ A2B Many owners say ?I want traffic?, but then uses SEO as THE strategy, as if site'll draw traffic automatically #SmallBizChat
JDEbberly:	RT @Zimana_: A2C: Biz should consider a gradual mix of blogs, tweets, coupons, online ads, and offline efforts to grow traffic #SmallBizChat
My_WebEvent:	@CallFireMktg How do you weed out the good traffic from the bad? #smallbizchat
TaiGoodwin:	RT @Zimana_: A2C: Biz should consider a gradual mix of blogs, tweets, coupons, online ads, & offline efforts to grow traffic. #smallbizchat
Morgan_LP:	RT @Zimana_: Many owners say ?I want traffic?, but uses SEO as THE strategy, as if the site will draw traffic automatically #smallbizchat
JDEbberly:	RT @hyermish: Learn how to read analytics on someone else's site for large range data. It's abt trends, not individ anomalies #SmallBizChat
jackomo:	@Zimana_ Here's a great presentation I found on planning for your website redesign : <a href="http://bit.ly/hHLvpS">http://bit.ly/hHLvpS</a> #SmallBizChat
lesliefineint:	Engage audience with worthwhile material, have a plan 2 promote your brand & diversify ur efforts with SM & traditional media #smallbizchat
tricia_o:	Re:Q2 - Maybe it's best to take a look at it to help you understand where you are...then you can set reasonable goals. #smallbizchat
hyermish:	RT @Zimana_ A2B: Many owners say ?I want traffic?, but then uses SEO as THE strategy, as if the site will draw automatically #smallbizchat
NuSparkMktg:	Quality traffic- meaning start to determine engagement goals or transactional goals #smallbizchat



Zimana_:	@CallFireMktg -- very true. #smallbizchat
viggo_andersen:	I use Google Analytics for WordPress from Yoast <a href="http://t.co/RMxOV6i">http://t.co/RMxOV6i</a> RT @ileane #smallbizchat (great stuff)
jfouts:	Analytics don't mean anything unless you know what to do with them, have a plan #SmallBizChat
TaiGoodwin:	RT @My_WebEvent: @CallFireMktg How do you weed out the good traffic from the bad? #smallbizchat
giftedassistant:	RT @smallbizlady: Q2: ARE THERE STEPS A WEBSITE OWNER SHOULD TAKE BEFORE REVIEWING THEIR ANALYTICS? #smallbizchat
JDEbberly:	RT @jackomo: @Zimana_ Here's a great presentation I found on planning for your website redesign : <a href="http://bit.ly/hHLvpS">http://bit.ly/hHLvpS</a> #SmallBizChat
BenitaTyler:	RT @JDEbberly @Zimana_ : A2C: Consider a gradual mix of blogs, tweets, coupons, online ads, & offline efforts to grow traffic #SmallBizChat
smallbizlady:	Hey folks -- please use A1 A2 A3 to answer questions to make it easier for people to follow the discussion. #smallbizchat
marielmariel:	RT @JDEbberly: RT @jackomo: @Zimana_ Here's a great presentation I found on planning for your website redesign : <a href="http://bit.ly/hHLvpS">http://bit.ly/hHLvpS</a> #SmallBizChat
My_WebEvent:	RT @hyermish: Learn how to read analytics on someone else's site 4 lg range of data. It's abt trends not individual anomalies. #smallbizchat
jackomo:	@TaiGoodwin @Zimana_ it's not always matter of getting tons of traffic, but the right kind of traffic #smallbizchat
viggo_andersen:	I use Google Analytics for WordPress from Yoast - <a href="http://t.co/RMxOV6i">http://t.co/RMxOV6i</a> - RT @ileane #smallbizchat (great stuff)
JDEbberly:	RT @viggo_andersen: I use Google Analytics for WordPress from Yoast <a href="http://t.co/RMxOV6i">http://t.co/RMxOV6i</a> RT @ileane (great stuff) #SmallBizChat
JDEbberly:	RT @NuSparkMktg: Quality traffic- meaning start to determine engagement goals or transactional goals #SmallBizChat
Morgan_LP:	Biz can track which promotions are most effective by encouraging people to visit the site thru the promotion. #smallbizchat
My_WebEvent:	RT @NuSparkMktg: Quality traffic- meaning start to determine engagement goals or transactional goals #smallbizchat
giftedassistant:	RT @Zimana_ : A2C: Biz should consider a gradual mix of blogs, tweets, coupons, online ads, & offline efforts to grow traffic. #smallbizchat
TaiGoodwin:	RT @lesliefineint: Engage audience with worthwhile material, have a plan 2 promote your brand & ... #smallbizchat
JDEbberly:	RT @jfouts: Analytics don't mean anything unless you know what to do with them, have a plan #SmallBizChat
missshanda1:	I'm still learning #smallbizchat
Zimana_:	@my_webevent You have to set goals in the analytics, then you will have a see which traffic is converting #smallbizchat
TaiGoodwin:	RT @jfouts: Analytics don't mean anything unless you know what to do with them, have a plan #smallbizchat
smallbizlady:	@jackomo We allow pitches that the end of this chat. Be advised. #smallbizchat
smallbizlady:	Q3: WHAT FEATURE SHOULD I FIRST START WITH IN WEB ANALYTICS, IF I AM NOT A WEB-TECH PERSON? #smallbizchat



yourjobmyoffice:	Balance! RT @lesliefineint: Engage audience w/worthwhile material, plan 2 promote brand,diversify efforts w/SM & trad'l media #smallbizchat
JDEbberly:	RT @Morgan_LP: Biz can track which promotions are most effective by encouraging people to visit the site thru the promotion #SmallBizChat
lesliefineint:	RT @jfouts: Analytics don't mean anything unless you know what to do with them, have a plan #SmallBizChat
JDEbberly:	RT @Zimana_: @my_webevent You have to set goals in the analytics, then you will have a see which traffic is converting #SmallBizChat
TaiGoodwin:	RT @Zimana_: @my_webevent You have to set goals in the analytics, then you will have a see which traffic is converting #smallbizchat
CallFireMktg:	@My_WebEvent I focus on time on site and number of pages viewed. If that number is going down, I know most traffic is junk. #smallbizchat
JDEbberly:	RT @smallbizlady: Q3: WHAT FEATURE SHOULD I FIRST START WITH IN WEB ANALYTICS, IF I AM NOT A WEB-TECH PERSON? #SmallBizChat
My_WebEvent:	@Zimana_ What is a good bounce rate? What do you shoot for? #smallbizchat
giftedassistant:	RT @smallbizlady: Hey folks -- please use A1 A2 A3 to answer questions to make it easier for ppl to follow the discussion #smallbizchat
JDEbberly:	RT Q3: WHAT FEATURE SHOULD I FIRST START WITH IN WEB ANALYTICS, IF I AM NOT A WEB-TECH PERSON? #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Q3: WHAT FEATURE SHOULD I FIRST START WITH IN WEB ANALYTICS, IF I AM NOT A WEB-TECH PERSON? #smallbizchat
My_WebEvent:	@CallFireMktg Good tip! #smallbizchat
smallbizlady:	How to participate in #SmallBizChat <a href="http://bit.ly/S797e">http://bit.ly/S797e</a> ; join in via tonight's tweetgrid: <a href="http://bit.ly/hPgBzo">http://bit.ly/hPgBzo</a> #smallbizchat
BenitaTyler:	RT @jasonhparker @smallbizlady #smallbizchat A2: have past metrics, goals & a clear plan for review; a/b testing & frequent reviews!
smallbizlady:	Right now on #SmallBizChat 1/26 8-9 PM Making sense out of Google analytics with Pierre DeBois @Zimana_ <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> #smallbizchat
WRNMontco:	RT @smallbizlady: Right now on #SmallBizChat 1/26 8-9 PM Making sense out of Google analytics with Pierre DeBois @Zimana_ <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> #smallbizchat
NuSparkMktg:	Probably first step is to learn diff between bounce and exit rate, and start reviewing visitor traffic with those items #smallbizchat
TaiGoodwin:	RT @My_WebEvent: @Zimana_ What is a good bounce rate? What do you shoot for? #smallbizchat
Zimana_:	A3: Setting goals is a good first step -- will be able to use funnel visualization and think abt site goal #smallbizchat
smallbizlady:	RT @My_WebEvent: @Zimana_ What is a good bounce rate? What do you shoot for? #smallbizchat



smallbizlady:	For even more great content join the #Smallbizchat Linkedin group! <a href="http://bit.ly/smallbizchatonlinkedin">http://bit.ly/smallbizchatonlinkedin</a> #smallbizchat
Zimana_:	A3 B: Segmentation is a second step, to help determine what kind of traffic is converting: #smallbizchat
tricia_o:	Now we're talkin' RT @smallbizlady: Q3:WHAT FEATURE SHOULD I FIRST START WITH IN WEB ANALYTICS, IF IM NOT A WEB-TECH PERSON? #smallbizchat
TaiGoodwin:	RT @Zimana_: A3: Setting goals is a good first step -- will be able to use funnel visualization and think abt site goal #smallbizchat
giftedassistant:	RT @Zimana_: A3: Setting goals is a good first step -- will be able to use funnel visualization and think abt site goal #smallbizchat
smallbizlady:	My latest blog post ---> How to Write a Business Plan ? Part 2 <a href="http://bit.ly/fBVhOm">http://bit.ly/fBVhOm</a> #smallbizchat
lesliefineint:	A3 focus how ppl r getting to my site,which key words are the most popular,how long r they staying, are they unique visitors? #smallbizchat
JDEbberly:	RT @Zimana_: A3: Setting goals is a good first step -- will be able to use funnel visualization and think abt site goal #SmallBizChat
JDEbberly:	RT @Zimana_: A3 B: Segmentation is a second step, to help determine what kind of traffic is converting: #SmallBizChat
lesliefineint:	RT @Zimana_: A3: Setting goals is a good first step -- will be able to use funnel visualization and think abt site goal #smallbizchat
JDEbberly:	RT @smallbizlady: My latest blog post ---> How to Write a Business Plan ? Part 2 <a href="http://bit.ly/fBVhOm">http://bit.ly/fBVhOm</a> #SmallBizChat
Zimana_:	RT @smallbizlady: @My_WebEvent: What is a good bounce rate? #smallbizchat 30-40% is good...Blogs R high 70%-80%
VirtualRaven:	RT @jfouts: Analytics don't mean anything unless you know what to do with them, have a plan #SmallBizChat
Zimana_:	KISSMetric had a great pdf on bounce rate @My_WebEvent #smallbizchat
smallbizlady:	@jackomo no worries we are glad to have you participate. #smallbizchat
TaiGoodwin:	RT @lesliefineint: A3 focus how ppl r getting to my site,which key words are the most popular,how long r they staying? #smallbizchat
NuSparkMktg:	A3 For those less techie here- look at your website- strong offer and call to action? #smallbizchat
TaiGoodwin:	RT @Zimana_: @My_WebEvent: What is a good bounce rate? #smallbizchat 30-40% is good...Blogs R high 70%-80%
JDEbberly:	RT @Zimana_: RT @smallbizlady: @My_WebEvent: What is a good bounce rate? 30-40% is good...Blogs R high 70%-80% #SmallBizChat
LindseyGraceOU:	RT @JDEbberly: RT @Zimana_: A2C: Biz should consider a gradual mix of blogs, tweets, coupons, online ads, and offline efforts to grow traffic #SmallBizChat
Morgan_LP:	RT @Zimana_: RT @smallbizlady: @My_WebEvent: What is a good bounce rate? 30-40% is good...Blogs R high 70%-80%RT @smallbizlady #smallbizchat
JDEbberly:	@Zimana_ Could you please give us a link? pretty please? #SmallBizChat



BenitaTyler:	I'm learning loads of great things tonight on #smallbizchat - Topic: How to Make Sense of Google Analytics <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a>
smallbizlady:	RT @Zimana_: @My_WebEvent: What is a good bounce rate? #smallbizchat 30-40% is good...Blogs R high 70%-80%
My_WebEvent:	RT @lesliefineint: A3 Focus how ppl r getting 2 site, which key words r most popular, how long they stay, r they unique visits? #smallbizchat
CallFireMktg:	@lesliefineint Re: your A3, great start. Begin with the basics first! You don't have to be technical. #smallbizchat
Zimana_:	30-40% is typical bounce rate for site. Blogs tend to be high because of the way the content is consumed #smallbizchat
My_WebEvent:	RT @Zimana_: KISSMetric had a great pdf on bounce rate @My_WebEvent #smallbizchat <THANK YOU!
smallbizlady:	Q4: WHAT SHOULD I EXPECT ONCE I START WITH GOALS AND SEGMENTATION? #smallbizchat
JDEbberly:	RT @BenitaTyler: I'm learning loads of great things tonight- Topic: How to Make Sense of Google Analytics <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> #SmallBizChat
JDEbberly:	RT @Zimana_: 30-40% is typical bounce rate for site. Blogs tend to be high because of the way the content is consumed #SmallBizChat
JDEbberly:	RT @smallbizlady: Q4: WHAT SHOULD I EXPECT ONCE I START WITH GOALS AND SEGMENTATION? #SmallBizChat
TaiGoodwin:	RT @BenitaTyler: I'm learning loads of great things tonight on #smallbizchat - Topic: How to Make Sense of Google Analytics
Zimana_:	@My_WebEvent you are welcome #smallbizchat
jfouts:	@TaiGoodwin A good bounce rate depends on ur content. If not focused on what the consumer wants it can be high-70+ #smallbizchat
TaiGoodwin:	RT @Zimana_: 30-40% is typical bounce rate for site. Blogs tend to be high because of the way the content is consumed #smallbizchat
Morgan_LP:	Check out #smallbizchat right now to learn about Google Analytics for your biz.
CallFireMktg:	A4: Nothing happens immediately. Don't obsess if you make a change and you don't see immediate results. Expect to wait! #smallbizchat
JDEbberly:	RT @Morgan_LP: Check out #smallbizchat right now to learn about Google Analytics for your biz. #SmallBizChat
smallbizlady:	@Morgan_LP thank you :) #smallbizchat
My_WebEvent:	RT @JDEbberly: RT @Zimana_: RT @smallbizlady: @My_WebEvent: What is a good bounce rate? 30-40% is good...Blogs R high 70%-80% #SmallBizChat
Zimana_:	A4: Expect results to inspire some changes in how you deliver your products and services.... #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q4: WHAT SHOULD I EXPECT ONCE I START WITH GOALS AND SEGMENTATION? #smallbizchat
lesliefineint:	Good cause I don't really understand it! RT @CallFireMktg: @lesliefineint Begin w. the basics! You don't have to be technical. #smallbizchat





TaiGoodwin:	RT @CallFireMktg: A4: Nothing happens immediately. Don't obsess if you make a change and you don't see immediate results. #smallbizchat
Zimana_:	A4B: Even though web analytics is about a website function, it can imply some customer wants that you may have not considered #smallbizchat
TaiGoodwin:	RT @Zimana_ : A4: Expect results to inspire some changes in how you deliver your products and services.... #smallbizchat
Morgan_LP:	@zimana How often should I check my analytics? #smallbizchat
NuSparkMktg:	A4 In time start analyzing- learn to do custom reports, look at all the variable and learn! #smallbizchat
Zimana_:	A4C: For a small biz I would try to keep a dual list of what can be changed now and what needs some additional development. #smallbizchat
smallbizlady:	Q5: HOW FREQUENTLY SHOULD A BUSINESS LOOK AT ITS ANALYTICS DATA? #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: A4 In time start analyzing- learn to do custom reports, look at all the variable and learn! #smallbizchat
smallbizlady:	@Morgan_LP coming right up.... #smallbizchat
lesliefineint:	Can't expect changes overnight-like any marketing, takes patience, time, effort and being open to change #smallbizchat
Morgan_LP:	RT @Zimana_ : A4B: Even though web analytics is about a site function, it can imply customer wants you may have not considered #smallbizchat
CallFireMktg:	@Morgan_LP I'd def. check them AT LEAST every time you make changes. Make annotations to keep track of what's new/different #smallbizchat
Zimana_:	A5: There is no one set rule, but the idea is to decide what action would you take from the information being given.... #smallbizchat
TaiGoodwin:	RT @Zimana_ : A4C: For a small biz I would try to keep a dual list of what can be changed now and what needs more development. #smallbizchat
Morgan_LP:	@smallbizlady I just saw that! Great minds think alike? #smallbizchat
Careerbright:	?@SmallBizLady > How to Write a Business Plan ? Part 2 <a href="http://bit.ly/fBVhOm">http://bit.ly/fBVhOm</a> #smallbizchat <- great tips Thanks! #entrepreneur
lesliefineint:	A5 Monthly? #smallbizchat
TaiGoodwin:	RT @lesliefineint: Can't expect changes overnight-like any marketing, takes patience, time, effort and being open to change #smallbizchat
JDEbberly:	RT @Zimana_ : A4B: Even though web analytics is abt website function, it can imply cust wants that u may have not considered #SmallBizChat
Morgan_LP:	@CallFireMktg Good idea. Hadn't thought of it that way. #smallbizchat
JDEbberly:	RT @Zimana_ : A4C: For a small biz I would try to keep a dual list of what can be changed now & what needs some additional dev #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Q5: HOW FREQUENTLY SHOULD A BUSINESS LOOK AT ITS ANALYTICS DATA? #smallbizchat



JDEbberly:	RT @smallbizlady: Q5: HOW FREQUENTLY SHOULD A BUSINESS LOOK AT ITS ANALYTICS DATA? #SmallBizChat
Zimana_:	A5B: Ensure that someone within your business can take action on the information being given. Use alerts to track changes #smallbizchat
smallbizlady:	@Morgan_LP Exactly :) #smallbizchat
JDEbberly:	RT @Zimana_ : A5: There is no one set rule, but the idea is to decide what action would you take from info being given.... #SmallBizChat
hyermish:	RT @Zimana_ A4B: Even though web analytics is about a web function, it can imply customer wants that you haven't considered #smallbizchat
TaiGoodwin:	RT @Zimana_ : A5: There is no one set rule, the idea is to decide what action would u take from the information being given #smallbizchat
Zimana_:	RT @lesliefineint: Can't expect changes overnight-like any marketing, takes patience, time, effort and open to change #smallbizchat true!
JDEbberly:	RT @Zimana_ : A5B: Ensure that someone within your business can take action on the info being given.Use alerts to track changes #SmallBizChat
NuSparkMktg:	A4 another good thing with GA is to learn to tag your ads- use URL builder- <a href="http://bit.ly/gSsG1C">http://bit.ly/gSsG1C</a> #smallbizchat
yourjobmyoffice:	Just followed @Morgan_LP bcs she has a compelling bio. =D #smallbizchat
LindseyGraceOU:	RT @JDEbberly: RT @jackomo: @Zimana_ Here's a great presentation I found on planning for your website redesign : <a href="http://bit.ly/hHLvpS">http://bit.ly/hHLvpS</a> #SmallBizChat
TaiGoodwin:	RT @Zimana_ : A5B: Ensure that someone within your business can take action on the information being given. #smallbizchat
JDEbberly:	RT @Zimana_ RT @lesliefineint Can't expect changes overnight-like any mrktg, takes patience, time, effort open to change true! #SmallBizChat
Zimana_:	A5C: At least try to review in a quarter, sooner for e-commerce. Try to not sit on data -- loses value over time #smallbizchat
smallbizlady:	Q6: DO I NEED AN IT PERSON TO MANAGE AN ANALYTICS SOLUTION? #smallbizchat
hyermish:	A4 - @Zimana_ I'd add that analytics isn't about real-time response, rather spotting trends from large data sets #smallbizchat
JDEbberly:	RT @Zimana_ : A5C: At least try to review in a quarter, sooner for e-commerce. Try to not sit on data -- loses value over time #SmallBizChat
Morgan_LP:	@yourjobmyoffice Many thanks! Very kind of you to say. #smallbizchat
bepromotable:	Hi all. Just able to join in for a bit. #smallbizchat
JDEbberly:	RT @smallbizlady: Q6: DO I NEED AN IT PERSON TO MANAGE AN ANALYTICS SOLUTION? #SmallBizChat
JDEbberly:	RT @hyermish: A4 - @Zimana_ I'd add that analytics isn't about real-time response, rather spotting trends from large data sets #SmallBizChat



bepromotable:	RT @smallbizlady: Q6: DO I NEED AN IT PERSON TO MANAGE AN ANALYTICS SOLUTION? #smallbizchat
smallbizlady:	RT @KarenJett Is That Newest Opportunity a Distraction? <a href="http://bit.ly/ga7PVn">http://bit.ly/ga7PVn</a> #smallbizchat
TaiGoodwin:	@bepromotable Hey Lady - welcome to the chat! #smallbizchat
bepromotable:	RT @Careerbright: ?@SmallBizLady > How to Write a Business Plan ? Part 2 <a href="http://bit.ly/fBVhOm">http://bit.ly/fBVhOm</a> #smallbizchat #entrepreneur #smallbizchat
smallbizlady:	If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us every Wed 8-9 ET #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q6: DO I NEED AN IT PERSON TO MANAGE AN ANALYTICS SOLUTION? #smallbizchat
CallFireMktg:	RT @hyermish: A4 - @Zimana_ I'd add that analytics isn't about real-time response, rather spotting trends from large data sets #smallbizchat
JDEbberly:	RT @smallbizlady: RT @KarenJett Is That Newest Opportunity a Distraction? <a href="http://bit.ly/ga7PVn">http://bit.ly/ga7PVn</a> #SmallBizChat
smallbizlady:	For tips on #smallbiz success subscribe to Melinda Emerson's blog at <a href="http://bit.ly/3x5Gm2">http://bit.ly/3x5Gm2</a> <a href="http://www.succeedasyourownboss.com/">http://www.succeedasyourownboss.com/</a> #smallbizchat
smallbizlady:	Get your FREE chapter of Become Your Own Boss in 12 Months: <a href="http://bit.ly/eM4XTR">http://bit.ly/eM4XTR</a> #smallbizchat
Zimana_:	A5B: You can set up a dashboard for your important metrics, set alerts and email delivery... #smallbizchat
bepromotable:	Hi back! Gr8 stuff as always. :) RT @TaiGoodwin: @bepromotable Hey Lady - welcome to the chat! #smallbizchat
TaiGoodwin:	RT @hyermish: A4 - @Zimana_ I'd add that analytics isn't about real-time response, but spotting trends from large data sets #smallbizchat
NuSparkMktg:	A6 GA, to me, is about marketing. Marketers need to be the website analytics managers my POV #smallbizchat
lesliefineint:	RT @smallbizlady: If u know a small biz owner who could use advice tell them to follow @SmallBizChat join us every Wed 8-9 ET #smallbizchat
giftedassistant:	RT @Zimana_ : A5B: You can set up a dashboard for your important metrics, set alerts and email delivery... #smallbizchat
Zimana_:	A6C: If the time is factor, you should consider an analyst to handle your measurement and to discuss next actions. #smallbizchat
BrandProtectors:	RT @smallbizlady: Right now on #SmallBizChat 1/26 8-9 PM Making sense out of Google analytics with Pierre DeBois @Zimana_ <a href="http://bit.ly/hzKaLT">http://bit.ly/hzKaLT</a> #smallbizchat
JDEbberly:	RT @NuSparkMktg: A6 GA, to me, is about marketing. Marketers need to be the website analytics managers my POV #SmallBizChat
smallbizlady:	Q7: WHAT ARE SOME INITIAL TIPS TO KEEP IN MIND FOR OUR OFFLINE ACTIVITY THAT AFFECTS OUR WEBSITE AND ANALYTICS MEASUREMENT? #smallbizchat
JDEbberly:	RT @Zimana_ : A5B: You can set up a dashboard for your important metrics, set alerts and email delivery... #SmallBizChat
My_WebEvent:	RT @giftedassistant: RT @Zimana_ : A5B: You can set up a dashboard for your important metrics, set alerts and email delivery... #smallbizchat



CallFireMktg:	I agree. RT @NuSparkMktg A6 GA, to me, is about marketing. Marketers need to be the website analytics managers my POV #smallbizchat
TaiGoodwin:	RT @Zimana_: A6C: If the time is factor, you should consider an analyst to handle your measurement and to discuss next actions #smallbizchat
JDEbberly:	RT @Zimana_: A6C: If the time is factor, you should consider an analyst to handle your measurement and to discuss next actions #SmallBizChat
Morgan_LP:	RT @smallbizlady: Q7: WHAT ARE SOME TIPS FOR OUR OFFLINE ACTIVITY THAT AFFECTS OUR WEBSITE & ANALYTICS MEASUREMENT? #smallbizchat
yourjobmyoffice:	Use time wisely RT @Zimana_: A6C: If time is factor, u shld consider analyst to handle measurement + to discuss next actions #smallbizchat
JDEbberly:	RT @smallbizlady Q7 WHAT ARE INITIAL TIPS TO KEEP IN MIND FOR OUR OFFLINE ACTIVITY THAT AFFECTS WEBSITE & ANALYT MEASUREMENT? #SmallBizChat
Zimana_:	Sorry about A5B -- it should be A6B #smallbizchat
NuSparkMktg:	A7 Good question- because most Analytics track "last click" metrics.. Always an issue.. #smallbizchat
AngelaWills:	RT @jfouts: Analytics don't mean anything unless you know what to do with them, have a plan #SmallBizChat
Zimana_:	A7: When advertising offline, one of the best things is to have the traffic come to a landing page or have a campaign tag. #smallbizchat
TaiGoodwin:	Q7: WHAT ARE SOME INITIAL TIPS TO KEEP IN MIND FOR OUR OFFLINE ACTIVITY THAT AFFECTS OUR WEBSITE AND ANALYTICS MEASUREMENT? #smallbizchat
Morgan_LP:	140 characters can barely describe what I am learning on #smallbizchat tonight. Such relevant questions and info.
bepromotable:	A6: I use a tools to stay on top of specific things w/my website & sm efforts <a href="http://getclicky.com/">http://getclicky.com/</a> & <a href="http://unilyzer.com/">http://unilyzer.com/</a> #smallbizchat
JDEbberly:	RT @Zimana_: A7: When advertising offline, one of the best things is to have traffic come to landing page or have campaign tag #SmallBizChat
Zimana_:	A7B: Try to link your offline so that you can at least see if the investment is leading to conversion #smallbizchat
JDEbberly:	RT @Zimana_: A7B: Try to link your offline so that you can at least see if the investment is leading to conversion #SmallBizChat
bepromotable:	RT @JDEbberly: RT @Zimana_: A7: When advertising offline...have traffic come to landing page or have campaign tag #smallbizchat
Morgan_LP:	RT @Zimana_: A7B: Try to link your offline to see if the investment is leading to conversion #smallbizchat
TaiGoodwin:	RT @Zimana_: A7: Advertising offline, one of the best things = have the traffic come to a landing page or use campaign tag. #smallbizchat



lesliefineint:	RT @Zimana_: A7 When advertising offline, 1 of the best things is 2 have traffic come 2 a landing page or have campaign tag. #smallbizchat
TaiGoodwin:	RT @Zimana_: A7B: Try to link your offline so that you can at least see if the investment is leading to conversion #smallbizchat
hyermish:	RE: A6 - Rather than getting lots in lots of metrics, pick a few that matter to your specific site. Then no IT person needed. #SmallBizChat
lesliefineint:	RT @Zimana_: A7B: Try to link your offline so that you can at least see if the investment is leading to conversion #smallbizchat
CallFireMktg:	A7: Agree with @Zimana, but offer an easy to remember URL. It's more important they get to your site than your tracking them. #smallbizchat
JDEbberly:	RT @bepromotable A6: I use tools to stay on top of spec things w/my site & sm efforts <a href="http://getclicky.com/">http://getclicky.com/</a> <a href="http://unilyzer.com/">http://unilyzer.com/</a> #SmallBizChat
NuSparkMktg:	@Zimana_ Agree. I even create vanity URLs for offline then redirect to landing pages for offline tracking #smallbizchat
TaiGoodwin:	RT @hyermish: RE: A6 - Rather than getting lots in lots of metrics, pick a few that matter to your specific site. #smallbizchat
JDEbberly:	RT @NuSparkMktg: @Zimana_ Agree. I even create vanity URLs for offline then redirect to landing pages for offline tracking #SmallBizChat
smallbizlady:	Q8: IF I DISCOVER SOMETHING IN MY DATA, DO I AUTOMATICALLY GO AND MAKE A CHANGE TO MY SITE? #smallbizchat
Morgan_LP:	RT @NuSparkMktg: @Zimana_ Agree. I even create vanity URLs for offline then redirect to landing pages for offline tracking #smallbizchat
bepromotable:	me 2 RT @NuSparkMktg: @Zimana_ Agree. I even create vanity URLs for offline then redirect to landing pages for offline tracking #smallbizchat
NuSparkMktg:	A7 Fir,s like Marchex and lfbyphone let you assign unique phone #S by medium and tracked with GA, call tracking #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: @Zimana_ I even create vanity URLs for offline & redirect to landing pages for offline tracking -Good idea #smallbizchat
JDEbberly:	RT @hyermish: RE: A6 - Rather than getting lots in lots of metrics, pick a few that matter to your specific site #SmallBizChat
JDEbberly:	RT @smallbizlady: Q8: IF I DISCOVER SOMETHING IN MY DATA, DO I AUTOMATICALLY GO AND MAKE A CHANGE TO MY SITE? #SmallBizChat
CallFireMktg:	A8: Reactionary changes are usually not a good idea! In anything!! #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q8: IF I DISCOVER SOMETHING IN MY DATA, DO I AUTOMATICALLY GO AND MAKE A CHANGE TO MY SITE? #smallbizchat



andyurie:	RT @lesliefineint: RT @smallbizlady: If u know a small biz owner who could use advice tell them to follow @SmallBizChat join us every Wed 8-9 ET #smallbizchat
bepromotable:	A8: Not until you've interpreted what the data means, whether it's relevant, & if it necessitates a change #smallbizchat
Zimana_:	RT @hyermish:: A6 - Rather than lots in lots of metrics, pick a few that matter to your site. Then no IT pers needed. #SmallBizChat
bepromotable:	RT @smallbizlady: Q8: IF I DISCOVER SOMETHING IN MY DATA, DO I AUTOMATICALLY GO AND MAKE A CHANGE TO MY SITE? #smallbizchat
CallFireMktg:	@NuSparkMktg Um, I think you forgot CALLFIRE! Re:Marchex and Ifbyphone let you assign unique phone #S by medium #smallbizchat
My_WebEvent:	RT @TaiGoodwin: RT @NuSparkMktg: @Zimana_ I create vanity URLs 4 offline & redirect to landing pages 4 offline tracking #smallbizchat
bepromotable:	True! RT @Zimana_: RT @hyermish:: A6 - Rather than lots of metrics, pick a few that matter to your site then no IT pers needed #smallbizchat
NuSparkMktg:	@CallFireMktg Hah. Don;t know you. Fill me in sometime! #smallbizchat
Morgan_LP:	A8 Look for trends over a period of time. Analytics are like stepping on a scale. Reacting daily is conterproductive. #smallbizchat
Zimana_:	A8: Analytics can tell what happen, but not necessarily why. High bounce rate = may be other factors involved #smallbizchat
bepromotable:	RT @Morgan_LP: A8 Look for trends over a period...Analytics are like stepping on a scale.Reacting daily is conterproductive. #smallbizchat
My_WebEvent:	RT @Morgan_LP: A8 Look for trends over time. Analytics are like stepping on a scale. Reacting daily is conterproductive. #smallbizchat
TaiGoodwin:	RT @Morgan_LP: A8 Look for trends over a period of time. Reacting daily is conterproductive. #smallbizchat
EmbroidMelndy:	RT @smallbizlady: If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us every Wed 8-9 ET #smallbizchat
Zimana_:	A8B: A/B or multivariate may be helpful re: content / Survey if customer intentions are still a mystery #smallbizchat
TaiGoodwin:	RT @Zimana_: A8: Analytics can tell what happen, but not necessarily why. High bounce rate = may be other factors involved #smallbizchat
Zimana_:	A8C: May not have all answer, but will gain some guidance on where to look #smallbizchat
smallbizlady:	I think ppl should do what they do best if you are getting help with your blog, it makes sense to get help w/ analytics #smallbizchat
smallbizlady:	Q10: FOR E-COMMERCE ARE THERE SPECIFIC CONCERNS THAT A BUSINESS OWNER SHOULD KEEP IN MIND? #smallbizchat



Morgan_LP:	RT @TaiGoodwin @Zimana_: A8: Analytics can tell what happen, but not necessarily why. High bounce rate = may be other factors #smallbizchat
Zimana_:	RT @Morgan_LP: A8 Look for trends over a period of time. Reacting daily is counterproductive. #smallbizchat // nice point
TaiGoodwin:	RT @smallbizlady:... if you are getting help with your blog, it makes sense to get help w/ analytics #smallbizchat
My_WebEvent:	RT @smallbizlady: Q10: FOR E-COMMERCE ARE THERE SPECIFIC CONCERNS THAT A BUSINESS OWNER SHOULD KEEP IN MIND? #smallbizchat
TaiGoodwin:	RT @smallbizlady: Q10: FOR E-COMMERCE ARE THERE SPECIFIC CONCERNS THAT A BUSINESS OWNER SHOULD KEEP IN MIND? #smallbizchat
Zimana_:	A10: Big challenge -- make sure you can add a tag to the receipt page. Some carts allow, some don't #smallbizchat
CallFireMktg:	RT @smallbizlady: I think ppl should do what they do best if you are getting help with your blog, it makes sense to get help w/ analytics #smallbizchat
NuSparkMktg:	A10 Good Q- Now time to get IT! Event traffic for e-commerce needs some extra coding IMHO #smallbizchat
TaiGoodwin:	RT @Zimana_: A10: Big challenge -- make sure you can add a tag to the receipt page. Some carts allow, some don't #smallbizchat
My_WebEvent:	RT @Zimana_: A10: Big challenge -- make sure you can add a tag to the receipt page. Some carts allow, some don't #smallbizchat
JDEbberly:	Heavy wet snow in the Washington region is causing power outages #SmallBizChat
Zimana_:	A10B Data can be off slightly because of people dropping out of check out -- More than 10% diff in data = examine setup #smallbizchat
smallbizlady:	A blog post with a more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: <a href="http://bit.ly/3x5Gm2">http://bit.ly/3x5Gm2</a> #smallbizchat
smallbizlady:	If you have some expertise to share here?s how to be a guest on #Smallbizchat <a href="http://bit.ly/4r5KEZ">http://bit.ly/4r5KEZ</a> #smallbizchat
jackomo:	@tricia_o @smallbizlady : A3: I think setting up automated email reports in GoogleAnalytics are also essential #smallbizchat
smallbizlady:	Upcoming Events: To see @Smallbizlady's live events visit: <a href="http://bit.ly/fvckjj">http://bit.ly/fvckjj</a> #smallbizchat
JDEbberly:	I will probably miss portions of SmallBizChat due to these micro power outages tonight - This is a very bad snowstorm #SmallBizChat
Zimana_:	A10C Listen to your customers if there is a purchasing problem--be vigilant Best tool to figuring out if you have a prob #smallbizchat
KyBedard:	A10-server overload. other companies have sites stored on the same server / during high traffic hours #smallbizchat
smallbizlady:	Q11: FOR A BLOG ARE THERE SPECIFIC ANALYTIC CONCERNS THAT DIFFERS THAN THAT FOR A TYPICAL WEBSITE? #smallbizchat



JDEbberly:	RT @smallbizlady: Q10: FOR E-COMMERCE ARE THERE SPECIFIC CONCERNS THAT A BUSINESS OWNER SHOULD KEEP IN MIND? #SmallBizChat
JDEbberly:	RT @Zimana_: A10: Big challenge -- make sure you can add a tag to the receipt page. Some carts allow, some don't #SmallBizChat
TaiGoodwin:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat <a href="http://bit.ly/4r5KEZ">http://bit.ly/4r5KEZ</a> #smallbizchat
marshaegan:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat <a href="http://bit.ly/4r5KEZ">http://bit.ly/4r5KEZ</a> #smallbizchat
NuSparkMktg:	a10. Cart Abandonment analysis is important- again if GA installed properly for ecommerce #smallbizchat
TaiGoodwin:	RT @smallbizlady: Upcoming Events: To see @Smallbizlady's live events visit: <a href="http://bit.ly/fvckjj">http://bit.ly/fvckjj</a> #smallbizchat
JDEbberly:	RT @Zimana_ A10B Data can be off slightly because of people dropping out of check out--More than 10% diff in data = exam setup #SmallBizChat
TaiGoodwin:	RT @smallbizlady: Q11: FOR A BLOG ARE THERE SPECIFIC ANALYTIC CONCERNS THAT DIFFERS THAN THAT FOR A TYPICAL WEBSITE? #smallbizchat
smallbizlady:	RT @jackomo @tricia_o @smallbizlady A3 I think setting up automated email reports in GoogleAnalytics are also essential Agreed #smallbizchat
JDEbberly:	RT @Zimana_: A10C Listen to your customers if there is purch problem--be vigilant Best tool to figuring out if u have prob #SmallBizChat
TaiGoodwin:	RT @NuSparkMktg: a10. Cart Abandonment analysis is important- again if GA installed properly for ecommerce #smallbizchat
Morgan_LP:	RT @Zimana_: A10C Listen to your customers if there is a problem--be vigilant Best tool to figuring out if you have a prob #smallbizchat
Zimana_:	A11 Pertinent to a blog would be measuring visits and top content visits and average time on site trends #smallbizchat
smallbizlady:	RT @NuSparkMktg: a10. Cart Abandonment analysis is important- again if GA installed properly for ecommerce #smallbizchat
JDEbberly:	RT @NuSparkMktg: a10. Cart Abandonment analysis is important- again if GA installed properly for ecommerce #SmallBizChat
JDEbberly:	RT @smallbizlady: Q11: FOR A BLOG ARE THERE SPECIFIC ANALYTIC CONCERNS THAT DIFFERS THAN THAT FOR A TYPICAL WEBSITE? #SmallBizChat
marshaegan:	See y'all next week on #smallbizchat!
JDEbberly:	RT @Zimana_: A11 Pertinent to a blog would be measuring visits and top content visits and average time on site trends #SmallBizChat
CallFireMktg:	A11: I think the amount people are retweeting and sharing blog articles is especially important. #smallbizchat





juliacantor:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat <a href="http://bit.ly/4r5KEZ">http://bit.ly/4r5KEZ</a> #smallbizchat
TaiGoodwin:	RT @Zimana_: A11 Pertinent to a blog would be measuring visits and top content visits and average time on site trends #smallbizchat
TaiGoodwin:	RT @CallFireMktg: A11: I think the amount people are retweeting and sharing blog articles is especially important. #smallbizchat
KyBedard:	@SmallBizLady @NuSparkMktg choose a cart with an immediate processing feature? #smallbizchat
Zimana_:	A11B Compete, Alexa, and Quantcast offer benchmarking and traffic segment - can help see type of traffic to match blog content #smallbizchat
smallbizlady:	Q12: ARE THERE OTHER GREAT SOURCES FOR ANALYTICS IF I WANT TO DO THE REVIEW MYSELF? #smallbizchat
JDEbberly:	RT @TaiGoodwin: RT @CallFireMktg: A11: I think the amount people are retweeting, sharing blog articles is especially important #SmallBizChat
TaiGoodwin:	@CallFireMktg What about the number of commenters too... #smallbizchat
NuSparkMktg:	A11 All New visitors vs all visits is a nice metric for blogs #smallbizchat
JDEbberly:	RT @Zimana_ A11B Compete, Alexa, Quantcast offer benchmarking, traffic segment-can help see type traffic to match blog content #SmallBizChat
TaiGoodwin:	RT @Zimana_: A11B Alexa & Quantcast offer benchmarking/traffic segment - can help see type of traffic to match blog content #smallbizchat
JDEbberly:	RT @smallbizlady: Q12: ARE THERE OTHER GREAT SOURCES FOR ANALYTICS IF I WANT TO DO THE REVIEW MYSELF? #SmallBizChat
Zimana_:	A12: Avinash Kaushik is a Google Analytics evangelist and has written 2 great books on analytics #smallbizchat <a href="http://ow.ly/3KXYZ">http://ow.ly/3KXYZ</a>
TaiGoodwin:	RT @smallbizlady: Q12: ARE THERE OTHER GREAT SOURCES FOR ANALYTICS IF I WANT TO DO THE REVIEW MYSELF? #smallbizchat
CallFireMktg:	Good point! Any engagement is a plus. RT @TaiGoodwin What about the number of commenters too... #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: A11 All New visitors vs all visits is a nice metric for blogs #smallbizchat
My_WebEvent:	RT @smallbizlady: Q12: ARE THERE OTHER GREAT SOURCES FOR ANALYTICS IF I WANT TO DO THE REVIEW MYSELF? #smallbizchat
smallbizlady:	RT @NuSparkMktg: A11 All New visitors vs all visits is a nice metric for blogs #smallbizchat
JDEbberly:	RT @NuSparkMktg: A11 All New visitors vs all visits is a nice metric for blogs #SmallBizChat
NuSparkMktg:	a12 Agree with Pierre- Google Analytics Blog #smallbizchat



Zimana_:	A12B I also rec. Justin Cutroni?s Google Analytics book, which gets into advanced analytics concerns. <a href="http://ow.ly/3KY0N">http://ow.ly/3KY0N</a> #smallbizchat
JDEbberly:	RT @Zimana_ A12 Avinash Kaushik is a Google Analytics evangelist and has written 2 great books on analytics <a href="http://ow.ly/3KXYZ">http://ow.ly/3KXYZ</a> #SmallBizChat
smallbizlady:	New week on #Smallbizchat Marsha Egan @marshaegan sharing How to get your email under control. #smallbizchat
TaiGoodwin:	RT @Zimana_: A12: Avinash Kaushik is a Google Analytics evangelist - with 2 great books on analytics <a href="http://ow.ly/3KXYZ">http://ow.ly/3KXYZ</a> #smallbizchat
Morgan_LP:	RT @smallbizlady @NuSparkMktg: A11 All New visitors vs all visits is a nice metric for blogs #smallbizchat
Zimana_:	#A12C: The Web Analytic Association has a Yahoo! group that is really good for specific tech questions #smallbizchat
NuSparkMktg:	a12 Google "Performance Marketing with Google Analytics" for another good book #smallbizchat
CallFireMktg:	A12: Google offers good Analytics training, put on by non-Google employees. I did it for AdWords and found it helpful. #smallbizchat
TaiGoodwin:	New week on #Smallbizchat Marsha Egan @marshaegan sharing How to get your email under control. #smallbizchat
JDEbberly:	RT @Zimana_: A12B I also rec. Justin Cutroni?s Google Analytics book, covers advanced analytics concerns <a href="http://ow.ly/3KY0N">http://ow.ly/3KY0N</a> #SmallBizChat
smallbizlady:	Thanks to our guest, Pierre DeBois @Zimana_ for helping us understand Google analytics. More from him at <a href="http://www.zimana.com">www.zimana.com</a> #smallbizchat
jackomo:	@SmallBizLady, @Zimana_ and @TaiGoodwin are tearing it up in #SmallBizChat tonight! Very informative and impressive tweeting!
NuSparkMktg:	@Zimana_ And of course, there's some good LinkedIn groups (: #smallbizchat
Zimana_:	@NuSparkMktg -- Thanks for the New Visitors vs all visit mention #smallbizchat
KatrinaMHarrell:	RT @smallbizlady: Q12: ARE THERE OTHER GREAT SOURCES FOR ANALYTICS IF I WANT TO DO THE REVIEW MYSELF? #smallbizchat
KyBedard:	@TaiGoodwin @Zimana_ how do u pros convert website traffic into prospects? #smallbizchat
TaiGoodwin:	RT @NuSparkMktg: a12 Google "Performance Marketing with Google Analytics" for another good book #smallbizchat
CallFireMktg:	A12 cont - Google offers good Analytics training, put on by non-Google employees. <a href="http://www.google.com/awseminars">www.google.com/awseminars</a> #smallbizchat
My_WebEvent:	RT @NuSparkMktg: a12 Google "Performance Marketing with Google Analytics" for another good book #smallbizchat
smallbizlady:	Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
smallbizlady:	Be sure to check out the blog tomorrow for guest Pierre DeBois @Zimana_ full interview: <a href="http://www.succeedasyourownboss.com">www.succeedasyourownboss.com</a> #smallbizchat
yourjobmyoffice:	RT @jackomo: @SmallBizLady, @Zimana_ @TaiGoodwin are tearing it up tonight! Very informative and impressive tweeting! #smallbizchat



TaiGoodwin:	Thanks to our guest, Pierre DeBois @Zimana_ for helping us understand Google analytics. More from him at <a href="http://www.zimana.com">www.zimana.com</a> #smallbizchat
My_WebEvent:	RT @KyBedard: @TaiGoodwin @Zimana_ how do u pros convert website traffic into prospects?<GREAT Question #smallbizchat
TheATLAssistant:	RT @smallbizlady: Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #smallbizchat
smallbizlady:	If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info. #smallbizchat
CallFireMktg:	@smallbizlady CallFire helps SMBs market their business through voice and SMS, + make incoming outgoing calls smarter. #smallbizchat
Zimana_:	@kybedard Long one, but thing in two parts -- what you are offering and the experience the visitor has on the site...#smallbizchat
JDEbberly:	RT @smallbizlady Thanks to Pierre DeBois @Zimana_ for helping us understand Google analytics. More at <a href="http://www.zimana.com/">http://www.zimana.com/</a> #SmallBizChat
Morgan_LP:	@zimana TY for such useful info. #smallbizchat
TheATLAssistant:	RT @smallbizlady: New week on #Smallbizchat Marsha Egan @marshaegan sharing How to get your email under control. #smallbizchat
smallbizlady:	Thank you to online business manager @TaiGoodwin our co-host and social media pal. #smallbizchat
TaiGoodwin:	RT @smallbizlady: If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info. #smallbizchat
smallbizlady:	Thank you to virtual assistant Sonia @YourJobMyOffice, she?ll get a link to the transcript out Thurs am on @SmallBizChat #smallbizchat
TaiGoodwin:	RT @smallbizlady: If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for inf #smallbizchat
NuSparkMktg:	@nusparkmktg: Lead generation, analytics, conversions, lead nurturing, content marketing #smallbizchat
smallbizlady:	The mission of #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #smallbizchat
Zimana_:	@KyBedard It takes time, but the key is to not treat the site as "hey I post this item, now every will come"... #smallbizchat
My_WebEvent:	We provide Webinar, Screenshare, Video Broadcast all recorded with the click of a button! <a href="http://www.mywebevent.com">www.mywebevent.com</a> #smallbizchat
smallbizlady:	Next week on #Smallbizchat - How to get your email under control with Marsha Egan @marshaegan #smallbizchat
yourjobmyoffice:	= office ace. Tune in 1/28 I'm on radio show hosted by @homeofficemgmt Noon ET Working @ home <a href="http://bit.ly/dNuenn">http://bit.ly/dNuenn</a> Also VA to #smallbizchat
TaiGoodwin:	RT @smallbizlady: Thank you to virtual assistant Sonia @YourJobMyOffice, she?ll get a link to the transcript out Thurs am #smallbizchat



NuSparkMktg:	Nice seeing everyone again #smallbizchat
NuSparkMktg:	@Zimana_ Nice to meet you! #smallbizchat
Zimana_:	@KyBedard Think of marketing plan and offer great service, traffic and conversion will come #smallbizchat
TaiGoodwin:	RT @My_WebEvent: We provide Webinar, Screenshare, Video Broadcast all recorded w/ the click of a button! www.mywebevent.com #smallbizchat
JDEbberly:	RT @My_WebEvent: We provide Webinar, Screenshare, Video Broadcast all recorded with the click of a button! www.mywebevent.com #SmallBizChat
My_WebEvent:	Thanks for a great Tweetchat tonight! I learned so much, loved the energy:) #smallbizchat
TaiGoodwin:	Visit <a href="http://www.taigoodwin.com">http://www.taigoodwin.com</a> for marketing and social media that make sense and money! #smallbizchat
JDEbberly:	RT @My_WebEvent: We provide Webinar, Screenshare, Video Broadcast all recorded with click of a button! www.mywebevent.com #SmallBizChat
TaiGoodwin:	Visit <a href="http://www.taigoodwin.com/">http://www.taigoodwin.com/</a> for marketing and social media that make sense and money! #smallbizchat
Zimana_:	@Zimana_ If u need analysis, contact me at zimana.com - include the #smallbizchat tag for discounted rate (thru 2/5) TY all for the chat.
JDEbberly:	Thank you very much @Zimana_ for all of your excellent input tonight! :) #SmallBizChat
KyBedard:	@Zimana_ I was curious. I dont specialize in e-commerce. mainly B2b..wanted to see if same rules applied. #smallbizchat
Zimana_:	@my_webevent TY for the chat...I enjoyed it, too! #smallbizchat
My_WebEvent:	RT @TaiGoodwin: Visit <a href="http://www.taigoodwin.com">http://www.taigoodwin.com</a> for marketing and social media that make sense and money! #smallbizchat
Zimana_:	RT @taigoodwin: Visit <a href="http://www.taigoodwin.com">http://www.taigoodwin.com</a> for marketing and social media that make sense and money! #smallbizchat
JDEbberly:	RT @TaiGoodwin: Visit <a href="http://www.taigoodwin.com/">http://www.taigoodwin.com/</a> for marketing and social media that make sense and money! #SmallBizChat
My_WebEvent:	RT @Zimana_ : @Zimana_ If u need analysis, contact me at zimana.com - include the #smallbizchat tag for discounted rate (thru 2/5)
bepromotable:	RT @JDEbberly: RT @TaiGoodwin: Visit <a href="http://www.taigoodwin.com/">http://www.taigoodwin.com/</a> for marketing and social media that make sense and money! #smallbizchat
jackomo:	@SmallBizLady @Smallbizchat - my online campaigns have generated an average return of \$8 for every \$1 spent #smallbizchat #140commercial