

10 FREE METRICS TOOLS FOR ACTIONABLE ANALYTICS



SEMRush

But you haven't heard of **SEMRush**. Plunk your blog or website url into the search field atop the page and SEMRush will show you the keywords you rank for, what your competitors rank for, what Google AdWords you might want to buy and more.



Woopra

Woopra is a Web analytics tool that provides real-time data about how your users behave. You can see where a visitor came from, her location, the actions she performs and where she goes. We prefer Bronze (\$4.95/mo.) over the free version.



EdgeRank Checker

EdgeRank Checker steps you through the process of determining how effective your Facebook Page is in reaching your followers. No download necessary. The higher your EdgeRank score, the more likely it is to be visible on a fan's Top News feed.



Klout

Klout offers a daily summary of your organization's or team members' social media influence, with a ranking that factors in reach and impact on Twitter (metrics such as retweets, follower counts, list memberships), Facebook and LinkedIn. Also look at **PeerIndex**.



Social Page Evaluator

The **Social Page Evaluator** by Vitruve looks at your post quality and the number of people who have liked your Facebook Pages. It shows your effectiveness on Facebook vs. your potential. What makes this killer is that you can adjust your earned media value using a slider.



Google Analytics

Google Analytics should be the No. 1 metrics tool in your arsenal. You get super-rich insights into your website traffic and marketing effectiveness — for free. Create better-targeted ads, measure your site engagement goals, track Web-enabled phones, mobile apps and even social referrals.



Feedburner

Now owned by Google, **Feedburner** is the easiest way to roll your own feed. It'll tell you how many people have subscribed to your blog or site. Dig deeper and you'll find your Feed Stats Dashboard, revealing average subscribers, reach, popular feed items and more. Pro Plan at \$9/month is geared to nonprofits.



Facebook Insights

Facebook Insights resembles Google Analytics in many ways. As a Page admin, your dashboard gives you access to a trove of data: daily active users, monthly active users, daily new likes, daily interactions such as comments, geographic location of your visitors, external referrals, internal link traffic and more.



PostRank

PostRank provides detailed information on Tweets, stumbles, Diggs and FriendFeed all in one place. It's suited to blogs and websites with a lot of content. Under its free plan, you can track and compare your sites and your competition — up to five sites in all — to get the full picture of your social engagement.



Twitalyzer

There are a wealth of Twitter metrics tools, but the one we like best is **Twitalyzer**, which works for any Twitter account and gives you information about your impact score (percentile score) and the type of influencer you are, among other things.