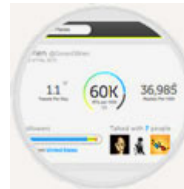


# 10 FREE METRICS TOOLS FOR ACTIONABLE ANALYTICS



## EdgeRank Checker

**EdgeRank Checker** steps you through the process of determining how effective your Facebook Page is in reaching your followers. The higher your EdgeRank score (0-30 scale), the more likely it is to be visible on a fan's Top News feed.



## Twtrland

**Twtrland** is the best Twitter analytics tools you've never heard of. Discover the top influencers in 60,000 topics. Run reports. See your account's RT and replies rate, demographics of where people are coming from and their skill sets. Amazing tool!



## Rowfeeder

**RowFeeder** is a tool for social media monitoring and analysis. The free service makes it easy to input data and track keywords, hashtags or user names on Twitter and Facebook. And RowFeeder's reports are compatible with Excel, allowing you to present your data professionally and easily.



## Estimate competitors' traffic

It's always a good idea to keep an eye on what peers and competitors in your sector are doing, and whether they're trending up or down. **Compete**, **Alexa** and **Quantcast** are the Big 3 firms in the business of estimating traffic to any site on the Web, with varying degrees of accuracy.



## Facebook Insights

**Facebook Insights** resembles Google Analytics in many ways. As a Page admin, your dashboard gives you access to 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.



## Google Analytics

**Google Analytics** should be the No. 1 metrics tool in your arsenal. You get rich insights into your site traffic and marketing effectiveness for free. Create better-targeted ads, measure your engagement goals, track social referrals and more.



## YouTube Insight

**YouTube Insight** is a self-service analytics and reporting tool that enables anyone with a YouTube account to view detailed statistics about the audience for the videos that you upload to the site. Analyze your marketing efforts and determine how best to optimize your campaigns.



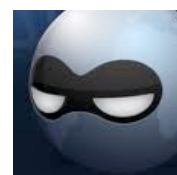
## Klout

**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, Facebook and LinkedIn. Other options: **Kred**, **PeerIndex**.



## SEMRush

Bet 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.