



Super Fantastic Google Tools for PR

PR News Big 4 Conference

Google Boot Camp

Hyatt Regency - San Francisco

August 5, 2015

What's in your tool bag?



A workshop scene with various tools hanging on a dark wooden wall. On the left, there are several pairs of pliers with different colored handles (orange, yellow, red). In the center, a set of wrenches is arranged in a row. To the right, more wrenches and screwdrivers are visible. Below the tools, a workbench is cluttered with various mechanical parts, including what looks like a motor or engine component, and some metal castings. The lighting is somewhat dim, creating a focused and industrial atmosphere.

Research & Listening

Google tech that helps inform your communications and PR efforts

It all starts with keywords

⚠ Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

Keyword Planner

Add ideas to your plan

Your product or service

public relations, PR, crisis communications, mass communications

Get ideas

Modify search

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

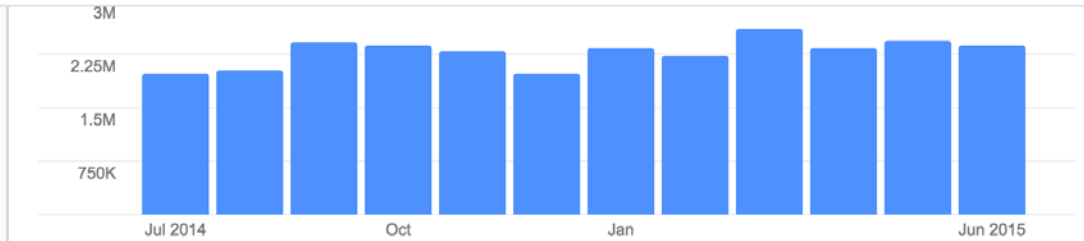
Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include



Ad group ideas

Keyword ideas

Columns



Download

Add all (49)

Ad group (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. sh	Add to plan
Relations Company (7) public relations company, public relations co...	1,320	High	\$4.44		»
Firm Public (15) public relations firms, top public relations fir...	2,960	Medium	\$7.31		»
Agency Public (9) public relations agencies, public relations ag...	2,180	Medium	\$3.25		»
Jobs Public (16) public relations jobs, public relation jobs, pub...	25,760	Low	\$2.68		»
Relations Consultant (5) public relations consultant, public relations c...	770	Medium	\$5.43		»



Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

Visualize Mobile Usage Trends



Google



iab.

ABOUT

LANGUAGE ▼



COUNTRY



MOBILE BEHAVIOR

Mobile Internet Usage

↳ Frequency General Mobile Internet Usage

Usage

✓ Daily



YEAR

2012 2013



AGE

25-34 35-44 All



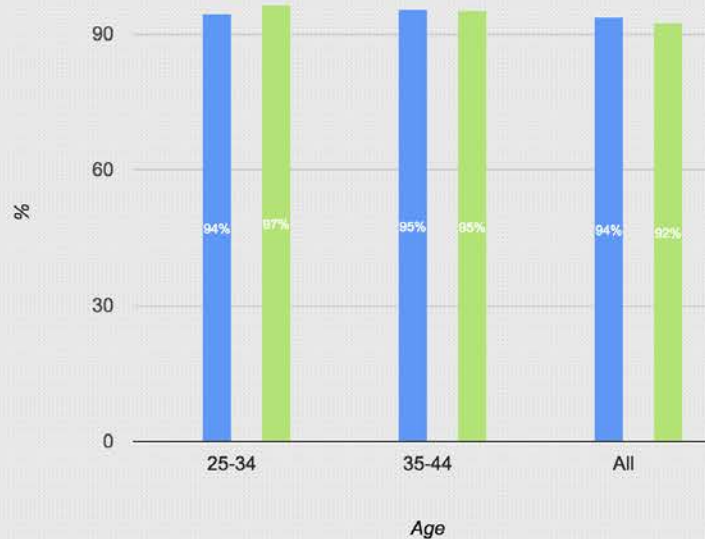
GENDER

All

Edit title

Frequency General Mobile Internet Usage

Chart type



Base: Smartphone owners

Note: Your selection has missing data. You may have selected a country that was not fielded in this year or your selection has insufficient sample.

Mix and matching for insights



Databoard for Research Insights

The Databoard lets you explore insights from Google research studies, share them with others, and create your own custom infographics.

[Privacy & Terms](#)

EXPLORE STUDIES ▾



Digital Impact on In-Store Shopping »



Search for Brands Meta-Study »



Understanding Consumers' Local Search Behavior »



YouTube Insights: October 2013 »



Unlocking the HTML Opportunity: What's the Holdup? »

Get the pulse on video trends



Upload



Trends **Map** Blog Dashboard

Explore the most popular videos by city and region







Gender **Both** Male Female Age **All** 13-17 18-24 25-34 35-44 45-54 55-64 65- Type Shares **Views**

[Help/FAQ](#)

Videos uploaded within 48 hours may not yet appear in age and gender breakdowns.



Video List by cities

-  **Jimmy Kimmel on...**
6M views
133 regions
-  **Meek Mill Ft...**
4M views
7 regions
-  **Meek Mill Wanna...**
999K views
3 regions
-  **Key & Peele**
3M views
2 regions
-  **Honey I'm good...**
8K views
1 region
-  **Flower toss...**
1838K views
1 region

Google Analytics

Capture RSS feeds in a spreadsheet

Handy RSS Feed Aggregator

SIGN IN

File Edit View Insert Format Data Tools Add-ons Help

Share

View only

fx | http://thenextweb.com/feed-combinator/topstories

	C	F	I	O	P
				http://feeds.f.../readwriteweb	
1	http://feeds.feedburner.com/TechCrunch	http://rss.marketingprofs.com/marketingprofs	http://feeds.mashable.com/Mashable	http://feeds.feedburner.com/readwriteweb	http://thenextweb.com/feed-combinator/topstories
2	TechCrunch	MarketingProfs All In One	Mashable	ReadWrite	The Next Web Top Stories
6	DogSync Is An App To Help Your Family Keep Track Of Feeding Fido	How Businesses Choose and Use CRM Software	Is Windows 10 enough to bring Microsoft back? Listen to our debate	Here's Why I Really Bought ReadWrite	Numerous: This clever app tracks the numbers that matter to you – and helps you act on them
7	Mozilla CEO Sends Angry Open Letter To Microsoft Over Changing Windows 10 Browser Defaults	Five Brands That Successfully Tapped Into the Power of Bloggers Outside Their Industry	A live exorcism will air on TV just in time to summon your Halloween spirit	The Secret Of DevOps: It's Always Been About People, Not Technology	The ultimate guide to local SEO ranking
8	Mozilla CEO Sends Angry Open Letter To Microsoft Over Changing Windows 10 Browser Defaults	Marketing Mean Tweets: B2B Forum Speakers Read Aloud Some Seriously Snarky Tweets	Silent night: The iconic Sydney venues killed by lockout laws	Amazon's Marketplace For Startups Looks Great—if You Can Get In	Dashlane brings its one-touch password changer to iPhone and Apple Watch
9	GAO To Congress: Revisit Privacy Concerns Over Facial Recognition Technology	How to Effectively Market to the Growing US Hispanic Market	Surfer in Australia attacked by a shark	The Best Place For Tech Startups: Still Silicon Valley ... For Now	Angry Birds 2 is out now for iOS and Android
10	Wasting Time With The Joneses	Which B2B Content Types Deliver Great Leads?	NASA confirms discovery of nearest rocky exoplanet to Earth so far	4 Tools To Help Startups Hack Their Growth	Bazaar photo app for iOS now integrates with Adobe Creative Cloud
11	MobileIron Drops 6% After Beating On Revenue And Profit In Q2	How to Go Beyond Just Telling Your Brand Story: Christian Lachel on Marketing Smarts [Podcast]	Lionel Richie's 'Hello' without music is hilariously creepy	Integrate Tech With A Personal Touch	Windows 10 tries to make you pay to play Solitaire
12	LinkedIn Beats Analyst Estimates With \$712M In Q2 Revenue	What Is Bad Data Costing Your Company?	New kitchen gadget tuns all your food into edible beads	Windows 10 Suffers Last-Minute Control Panel Bug	The greatest tech references in hip hop
13					
14					
15					
16					
17					
18					
19					

Generic Feed Aggregator



Ask consumers. Get answers... fast!

barry.reicherter@finnpartners.com · Your surveys · Sign out

 Google consumer surveys

[How it Works](#)

[Example Uses](#)

[Pricing](#)

[News & Resources](#)

[Website Owners](#) ▾

[Create a Survey](#)

Easy answers for every business decision.

Market research that's fast and accurate.

[Create a survey](#)

▶ [Watch an overview video](#)

▶ [See how Nest uses Google Consumer Surveys](#)

- 
- + Which feature matters most to women?
 - + What do my customers think of their shopping experience?
 - + What do people think of my brand?
 - + Which color should I use on my website?

Sign-up for the Consumer Surveys API
Programmatically create and manage surveys
[Sign-up for beta access now!](#)

FINNPARTNERS

@barryreich

#PowerofPR

A person wearing a blue short-sleeved shirt, blue work gloves, and a brown leather tool belt is shown from the waist up. They are holding a yellow and black spirit level against their chest. The tool belt is filled with various tools, including a yellow level, a blue tape measure, and several screwdrivers with red and blue handles. The background is a plain, light gray.

PRoductivity


Google Docs Add-Ons that can help you get more from less time

Tweet Docs to Twitter



Add-ons

Check out [the store](#) for many more

 **Social Drop**
★★★★★ (37) | offered by Apps 4 Gapps | 5,672 users


[+ FREE](#) [Share](#)

Tweet This ☆

File Edit View Insert Format Tools Table Add-ons Help All changes saved in Drive

100% - Normal text - Arial - 30 - B Z U A -

Now you can Tweet your Google Document and keep track of its popularity right from the side bar!



Tweet This ☆

File Edit View Insert Format To

100% - Normal t

Tweet This ☆

File Edit View Insert Format To


100% - Normal t

Now you can Tweet your Google Document and keep track of its popularity right from the side bar!

OVERVIEW

Connect your Docs to social media and keep track of the retweets/favorites in the sidebar. Start now with Twitter!

[g+1](#) [23](#)



Host Webinars, Meetings from Docs



Add-ons

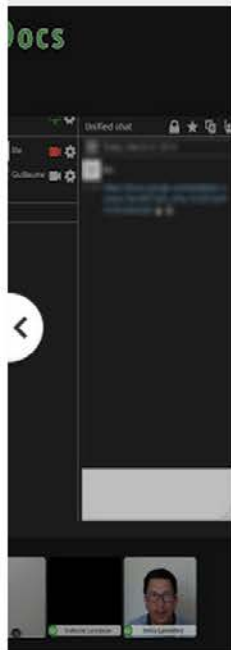
Check out [the store](#) for many more



Business Hangouts for Docs

★★★★★ (40) | offered by [www.business-hangouts.com](#) | 12,3...

+ FREE



Business Hangouts Docs Add-on

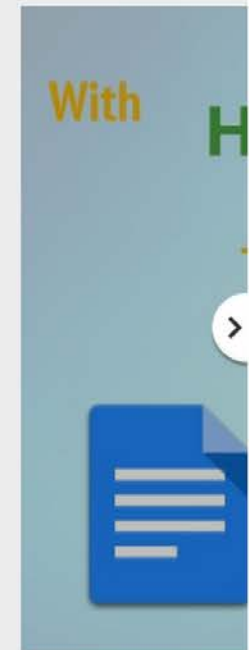
File Edit View Insert Format Tools Table Add-ons Help Last edit was made 12 days ago... Comments Share

Business Hangouts for Docs Start Help

Get add-ons... Manage add-ons...

Sample Google Doc for BHO add-on

Business Hangouts™ brings Google's Hangouts to the Enterprise for webinars, conferences, virtual classrooms and events



OVERVIEW

Take your Google Docs directly into a Business Hangouts and collaborate with others in real time with Audio and Video.

g+ 19


Take your Doc into Hangouts for Live Collaboration

Capture & report tweets in real-time

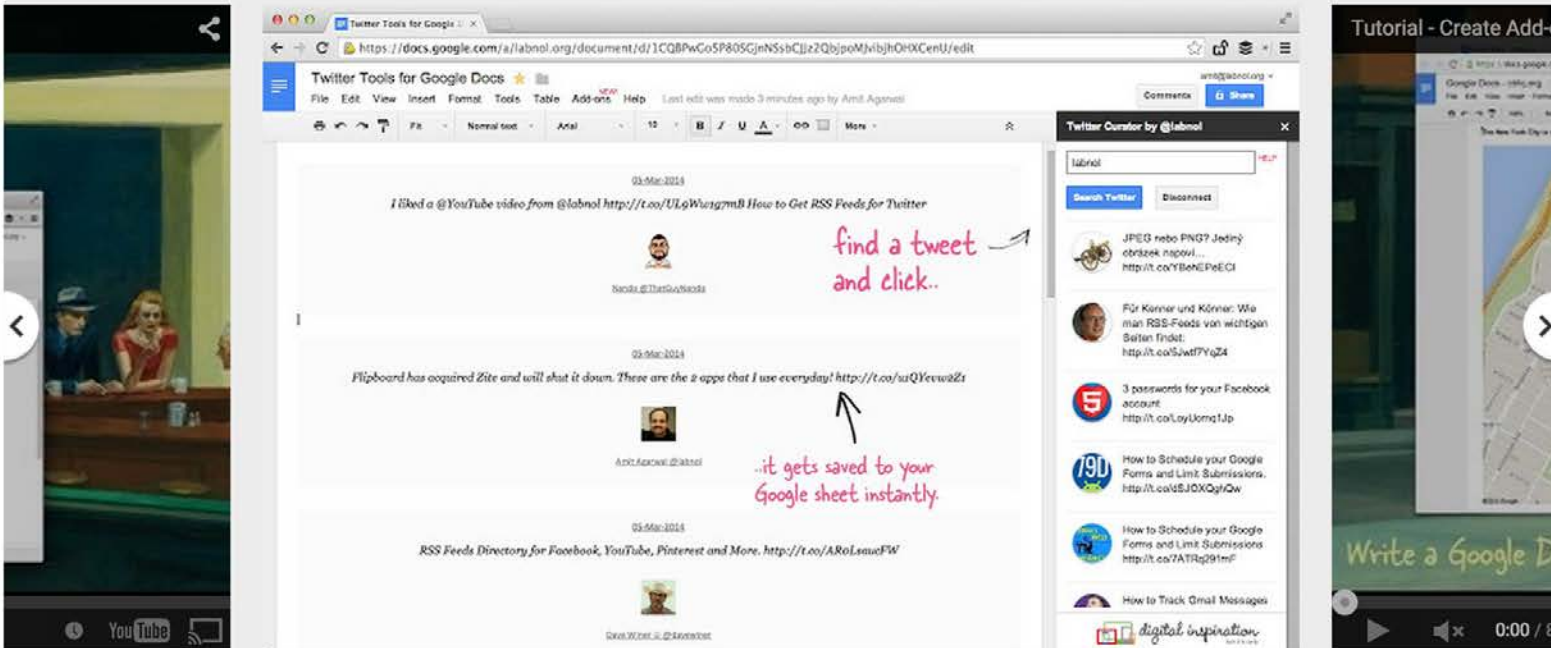


Add-ons

Check out [the store](#) for many more

 **Twitter Curator**
★★★★★ (50) | offered by ctrlq.org | 12,502 users

[+ FREE](#) [Share](#)



OVERVIEW

Twitter Curator lets you search and save tweets right inside your Google documents.

[+1](#) [97](#)

Stop the Word/Wordpress formatting madness



Add-ons
Check out [the store](#) for many more

Docs to WordPress
★★★★★ (14) | offered by stwp.lamondemand.com | 2,846 us...
+ FREE

Format Tools Table Add-ons Help
Title Trebuchet ... 21 B I U A More

WordPress
announcement of *Docs to WordPress*, our new Google Drive app. The app transfers Google forPress with one click, while automatically adjusting the images and formatting in order to fit with c theme.

This Doc was published on "New site".
[View post on WordPress](#)

Feedback / Contact lamondemand.com

OVERVIEW g+ 10

Export your Google document directly to WordPress

As a blog writer, you are most likely using Google Docs for most of your writing


Google docs **CLICK TO PUBLISH**

Metrics mashups on a budget



Add-ons

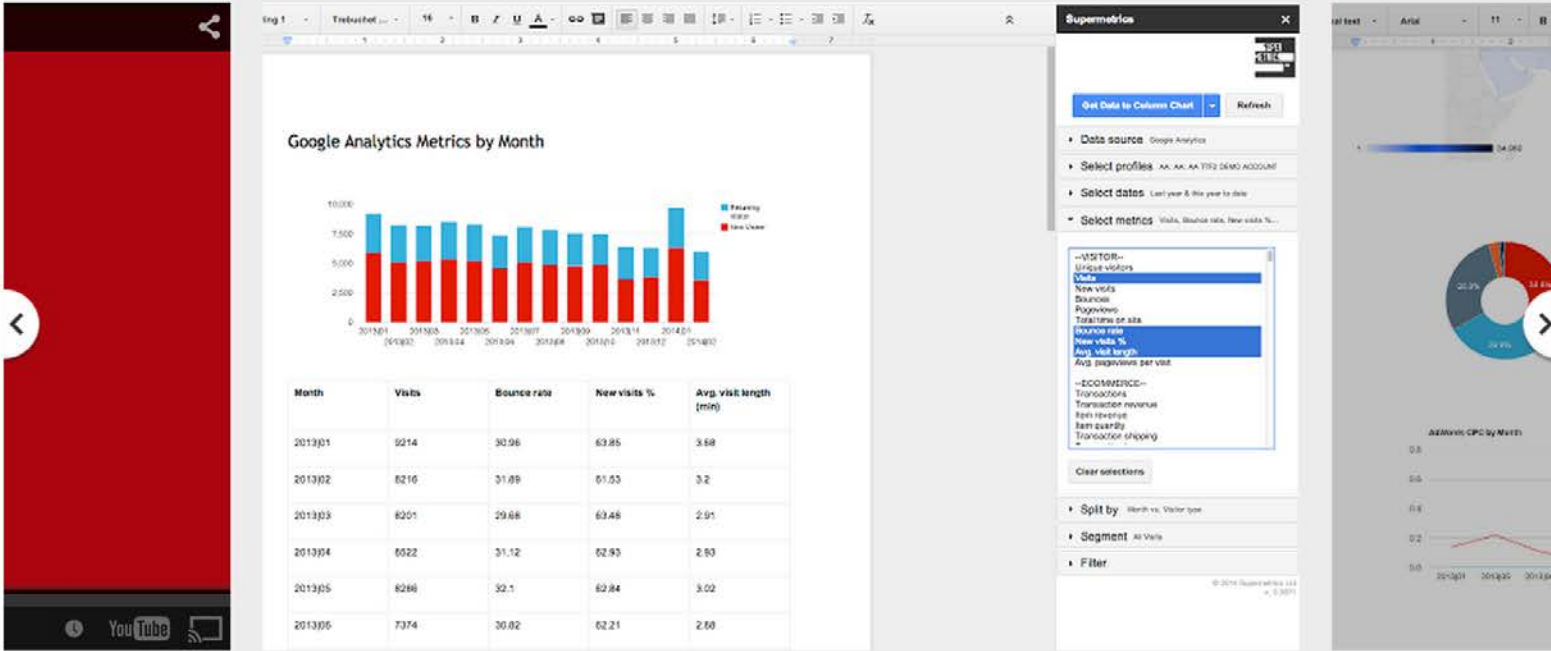
Check out [the store](#) for many more



Supermetrics

★★★★☆ (41) | offered by supermetrics.com | 16,423 users

+ FREE



The screenshot shows the Supermetrics add-on interface within a Google Docs document. The main view displays "Google Analytics Metrics by Month" with a bar chart and a data table. The chart compares "Returning Visits" (blue) and "New Users" (red) from 201301 to 201306. The table below provides the following data:

Month	Visits	Bounce rate	New visits %	Avg. visit length (min)
201301	9214	30.96	63.85	3.68
201302	8216	31.89	61.53	3.2
201303	8201	29.88	63.48	2.91
201304	6522	31.12	62.93	2.63
201305	8288	32.1	62.84	3.02
201306	7374	30.82	62.21	2.68

The interface also includes a sidebar with a "Get Data to Column Chart" button, a "Refresh" button, and a list of metrics to select. Other panels show a map and a donut chart.

OVERVIEW

Get all your business metrics into Google Docs

Get your metrics from various sources into documents. The add-on can connect

+1 183

Metrics mashups on a budget



Add-ons

Check out [the store](#) for many more

Th Thesaurus
★★★★★ (1758) offered by [Apps 4 Gapps](#) 439,729 users

FREE

Thesaurus for your Google Documents **PRO**

Good News!

We have updated Thesaurus to bring you some great new features including the ability to click on one of the synonyms in the Thesaurus search window which now replaces the word you have highlighted in the Doc.

Good

Adjective synonyms:
lull, estimable, honorable, respectable, beneficial, just, upright, adept, expert, practical, proficient, skilful, skilful, clear, near, dependable, safe, secure, right, ripe, effective, serious, sound, skilful, unspoiled, unspoiled, in effect, in force, well

Adjective antonyms:
lull, estimable, honorable, respectable, beneficial, just, upright, adept, expert, practical, proficient, skilful, skilful, clear, near, dependable, safe, secure, right, ripe, effective, serious, sound, skilful, unspoiled, unspoiled, in effect, in force, well

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Pro Version

g+ t f in

APPS 4 GAPPS

OVERVIEW

Thesaurus for Google Documents revolutionizes your experience by helping you explore synonyms, antonyms and more.

g+ 102

Th

Metrics mashups on a budget



Add-ons

Check out [the store](#) for many more

Screenplay Formatter
★★★★★ (44) | offered by [www.newcinematics.com](#) | 18,692 u...

OVERVIEW

The Screenplay Formatter is a tool that adds the capability of formatting your Google Docs scripts to meet screenplay standards.

Don't forget the proofreading



Add-ons

Check out [the store](#) for many more

300Editors
★★★★☆ (70) | [offered by 300editors.com](#) | 4,336 users

OVERVIEW

Get your writings proofread by professional editors in real time. Install 300Editors to get 100 words for free!

g+ 11

get your writing

Rip rip rip images out of Office



Add-ons

Check out [the store](#) for many more

Image Extractor
★★★★★ (0) | offered by [Incentro](#) | 37 users

mat Tools Table Add-ons Help Extract Image All changes saved in Drive

Comments Share

Extract Google Doc images

This add-on allows you to download an image from your Google Doc.

Select an image and click "Download image"

myimagenam

Download image

Troubleshooting

Opening myimagenam.gif

You have chosen to open:

myimagenam.gif
which is: GIF Image (10.4 KB)
from: data:

What should Firefox do with this file?

Open with (gfile (default))

Save File

Do this automatically for files like this from now on.

OK Cancel

Overview

This add-on let's you download/extract images from your Google Docs by the click of a button.

g+1 0

Image Extractor

Pack a multi-tool



Products Learn more Sign in

Connect the apps you love

Sign up

google

Search

15,579 Recipes found

if **then** *



Add Foursquare checkins to Google Calendar

by [dens](#) 👤 28k ❤️ 1.2k

if **then** *



Whenever you add a new contact mark it in your Google Calendar

by [devin](#) 👤 24k ❤️ 1.1k

if **then** *





Upload new iOS Photos to Google Drive

by [alexander](#) 👤 37k ❤️ 1.2k

if **then** *



if **then** *



if **then** *





Creative & Content

Google properties and capabilities to consider to use to publish your content on the Web

No ad creative budget? Try Ad Builder

The screenshot shows the 'Display Ad Builder demo' interface. At the top, it says 'Build a display ad in just minutes' and 'Display Network: [Learn more]'. A central box prompts the user to 'PICK A TEMPLATE'. On the left, there is a 'Category' list including General, Video and Audio, Rich media, Seasonal, Education, Entertainment (selected), Financial, People, Retail, Technology, Templates for Search, Travel, and Templates I've used. Below the categories is a 'Sort by' section with options for Newest (selected), Most popular, and Highest click-through. The main area displays several ad templates: 'Nighttime' (silhouettes of people dancing), 'New Media' (musical notes), 'Off to the movies 2' (movie poster), 'Take me out with the crowds' (concert tickets), 'Rock to the music' (pink bar), and 'Get in the game' (video game controller). A text box at the bottom of the interface states: 'There are over 100 templates available, from seasonal themes to polished, professional templates.'

Get some creative inspiration

Has the shift from TV to digital video changed the creative process?

YouTube Ads: What the Shift From TV to Digital Video Means for Creatives



Rich media components

The screenshot displays the Google Rich Media Gallery interface. On the left is a navigation sidebar with the Google logo and menu items: Home, Gallery, Ad Types, Tools, Resources, and News. The main header is blue with the text 'Rich Media Gallery' and a search icon. Below the header are filter tabs for 'ALL', 'MASTHEADS', and 'LIGHTBOX ADS'. The main content area is titled 'Gallery' and includes a breadcrumb 'Home > Gallery'. A descriptive paragraph follows: 'Browse our extensive collection of Google Rich Media ads from some of the World's top creative agencies. Discover the newest ideas and concepts with hundreds of Rich Media examples from every corner of the globe and let it inspire your next campaign. Filter by Technology, Size, Ad Type, Ad Product, Feature, Vertical or Country and find exactly what you're looking for. And if you want to get your own ads in the Gallery [submit your own here](#).' Below this text is a grid of eight rich media ad examples, each with a title and brand name:

- Clear Dream Match** by Unilever: A photo of a man in a red shirt with names 'G VINH', 'ANDREW COLE', and 'THANH LU' overlaid.
- EasyCliq Datafied** by Etisalat: A man wearing sunglasses and a black jacket.
- The Bold New Camry** by Toyota: A close-up of the front of a red Toyota Camry.
- Qualcomm Corporate** by Qualcomm: A brain made of colorful, tangled wires.
- Unilever**: A sunset over a city skyline.
- Etisalat**: A woman with long blonde hair reaching up as red petals or confetti fall around her.
- Toyota**: A close-up of the eyes of several yellow Minion characters.
- Qualcomm**: The text '4G LTE' in white on a blue background with a city skyline.

Master the Webmaster Tools



You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

[Sign in to Search Console](#)



Search Console

Understand and improve your site in Google Search.
[Get started](#)



Webmaster Education

Videos and articles to help you get found on Google.
[Learn more](#)



Help Center

Fix problems and find answers to your questions.
[Get help](#)

Learn SEO best practices before you pay the price



Search Search Console Help



Barry



Search Console Help

SEARCH CONSOLE

HELP FORUM

Follow our guidelines > Quality guidelines

Ways to Prevent Comment Spam



Comments are a great way for webmasters to build community and readership. Unfortunately, they're often abused by spammers and nogoodniks, many of whom use scripts or other software to generate and post spam. If you've ever received a comment that looked like an advertisement or a random link to an unrelated site, then you've encountered comment spam.

This type of spam can be harmful to your site in several ways including:

Quality guidelines

Automatically generated content

Sneaky redirects

Link schemes

Cloaking

Hidden text and links

Doorway pages

Scraped content

Affiliate programs

Irrelevant keywords

Creating pages with malicious behavior

User-generated spam

Ways to Prevent Comment Spam

Report spam, paid links, or malware

DoubleClick
Google Analytics

No editor? No problem

YouTube

Project All changes saved.

Search videos

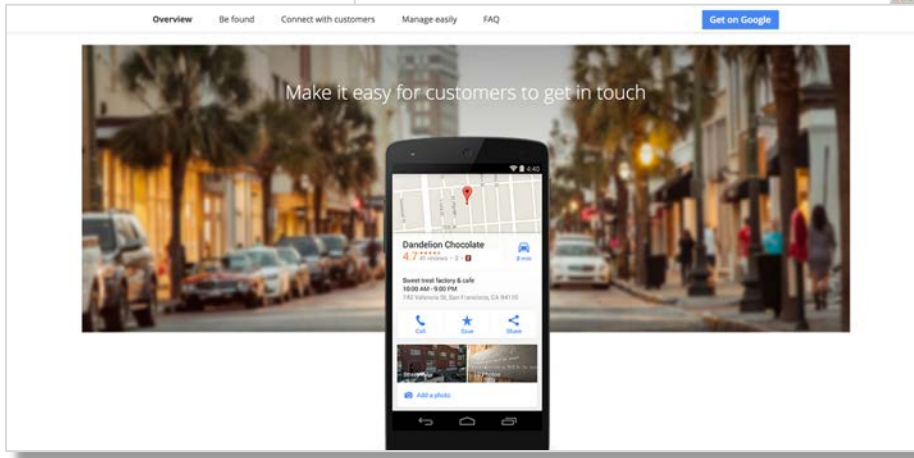
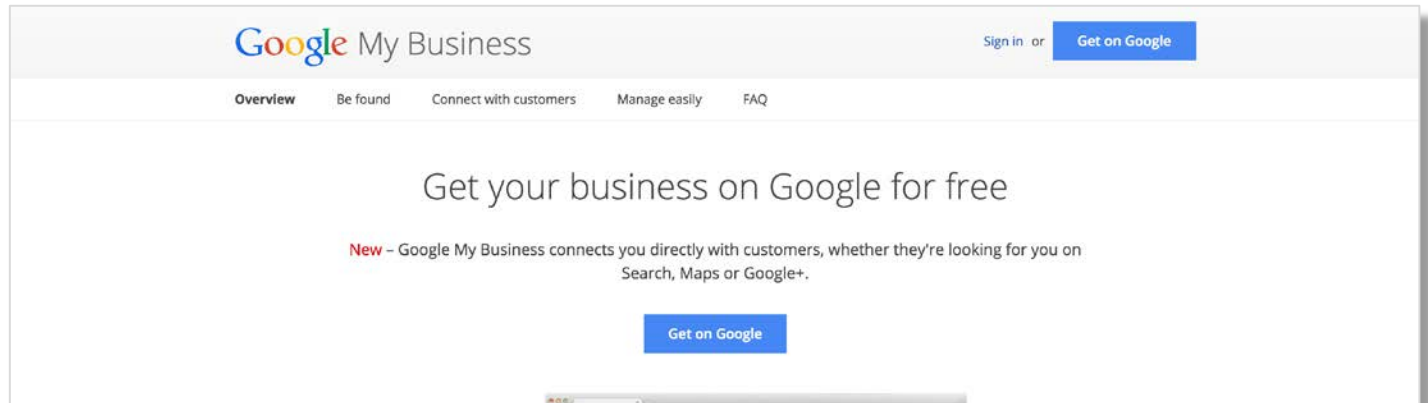
Drag videos here

Drag audio here

0:00

Google Analytics

Google your business



Audiences are what they consume

Google AdWords: Home Campaigns Opportunities Tools Customer ID: 463-446-8755 barry.reich@finnpar...

Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

Display Planner
Add ideas to your plan

Your customers are interested in: cycling (keyword) x
Your landing page: www.website.com
[Get ideas](#) [More options](#)

Campaign Targeting

- United States
- English
- Ad Scheduling
- No campaign exclusions
- Device preferences
- CPC bidding

Filters

- Ad formats and sizes

Available network inventory (Weekly) ?

100M – 500M Cookies 10B+ Impressions

AGE

Age Group	Percentage
18-24	15%
25-34	19%
35-44	17%
45-54	12%
55-64	10%
65+	6%
Unknown	22%

GENDER

Gender	Percentage
Male	52%
Female	34%
Unknown	14%

DEVICE

Device	Percentage
Desktop	26%
Mobile	59%
Tablet	15%

Ad group ideas Individual targeting ideas Available network inventory: ON

Keywords Interests Topics Placements Demographics Remarketing All

Website	Ad formats	Relevance
cyclingnews.com	[Icons]	[Progress Bar]
bicycling.com	[Icons]	[Progress Bar]
mapmyride.com	[Icons]	[Progress Bar]

cyclingnews.com

Topics

American Football, Baseball, Boxing, Hockey, Rugby, Basketball, Cycling, Steroids & Performance-Enhancing Drugs, Running & Walking, Tennis, Soccer, Fantasy Sports, Bicycles & Accessories, Cricket, Specialty Travel, World Sports Competitions, Sports News, Bike Accessories, Bike Frames, Bike Parts & Repair, BMX Bikes, Volleyball, Auto Racing, Cruiser Bikes, Mountain Bikes, Road Bikes, France, Cycling Apparel, Sport Scores & Statistics

Weekly network inventory ?

250K – 300K Cookies 10M – 15M Impressions

Demographics and devices ?

Age

Age Group	Percentage
18-24	11%
25-34	23%
35-44	30%
45-54	16%
55-64	12%

Accepted ad formats

- Text
- Square and rectangular images (300x250, 250x250, 200x200)
- Leaderboard images

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Well-formed forms

Google

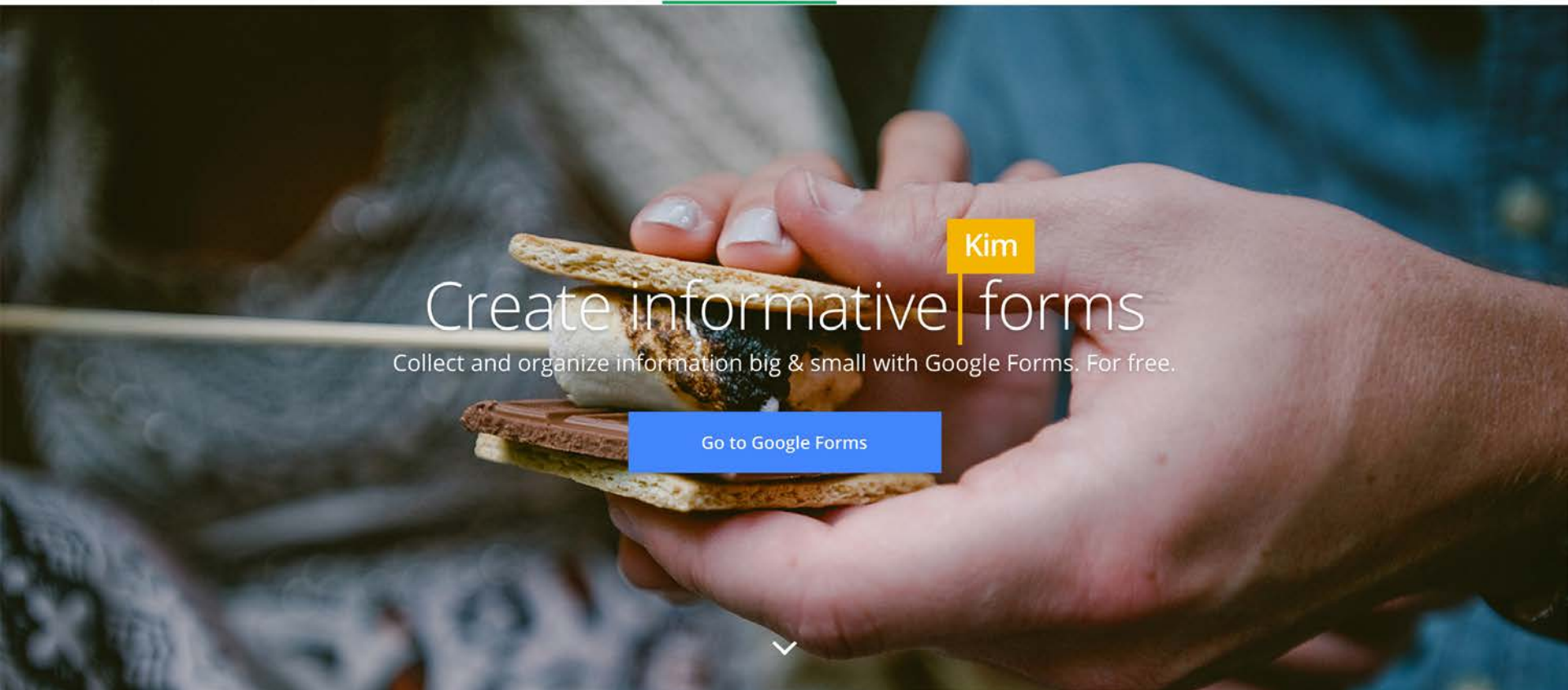
 Docs

 Sheets

 Slides

 Forms

Help



Kim

Create informative forms

Collect and organize information big & small with Google Forms. For free.

[Go to Google Forms](#)





Advertising & Promotion

Tips and tricks on using Google's advertising and promotion networks and products

Receive great calls

Good Call

A Guide to Driving Calls with AdWords



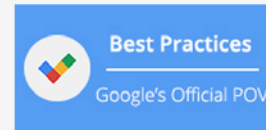
A customer's interaction with you can be carried out across different channels: online, in your store or over the phone. This guide will cover all of the ways to drive phone calls to your business and optimize them for success.

[Determine if driving calls is your most valuable goal](#) 

[Set up your call ads for success](#) 

[Measure the calls you receive](#) 

[Take steps to try to improve the performance of your call ads](#) 



Google Best Practices

Learn Google's official best practices on AdWords. [See the full collection](#) which features actionable tips to help form the

Bring back that loving feeling

SETUP AND BASICS

MANAGE ADS

MEASURE RESULTS

BILLING

LEARN

How remarketing works

Remarketing helps you reach people who have visited your website or used your app. Previous visitors or users can see your ads as they browse websites that are part of the Google Display Network, or as they search for terms related to your products or services on Google.

To set up remarketing, you'll need to add the remarketing tag to your website or app, create remarketing lists, and build remarketing campaigns that use your lists. [See infographic of how remarketing works](#).

Add the remarketing tag to your website or app



To start using remarketing, add the remarketing tag across all pages of your website or to your mobile app.

The remarketing tag is a small snippet of code that you get from AdWords.

Create remarketing lists



After you've tagged your website or app, you'll create remarketing lists.

For example, you can create a remarketing list for visitors to your most popular product category page. The remarketing tag tells AdWords to save visitors to your "Popular category list." When people visit that page, their **cookie** ID is added to the remarketing list.

Reach people who visited your site

Use remarketing to reach past website visitors and app users

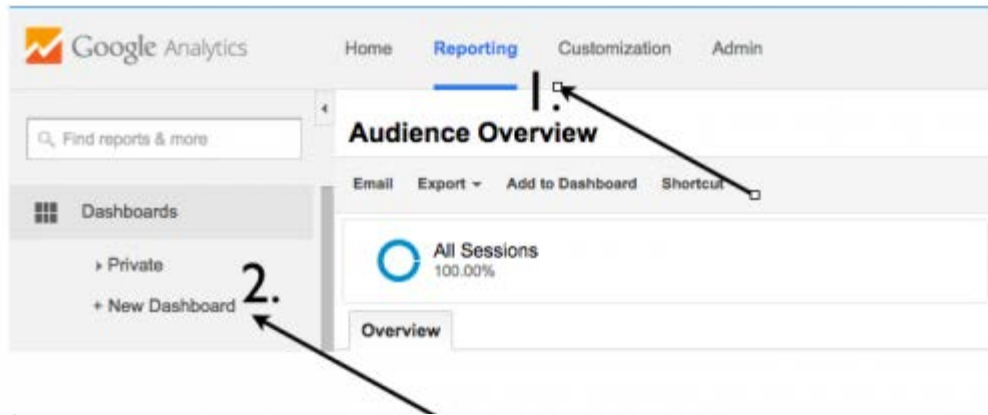
How remarketing works



Measurement & Analytics

Report, Optimize, Report

Create *goals* to report on campaign actions



3 Goal details

Destination

Equals to Case sensitive
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

Off Assign a monetary value to the conversion.

Funnel OPTIONAL

Off Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

✓ Goal setup Edit

Template: *Create an account*

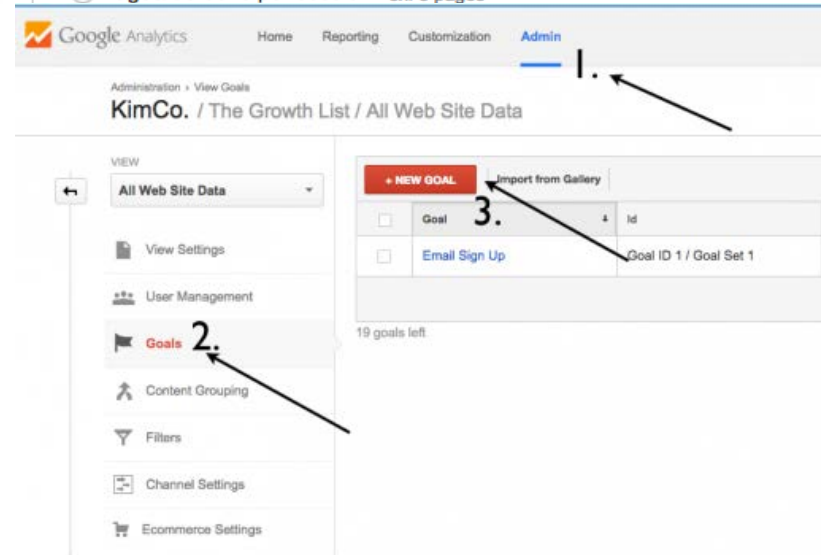
2 Goal description

Name

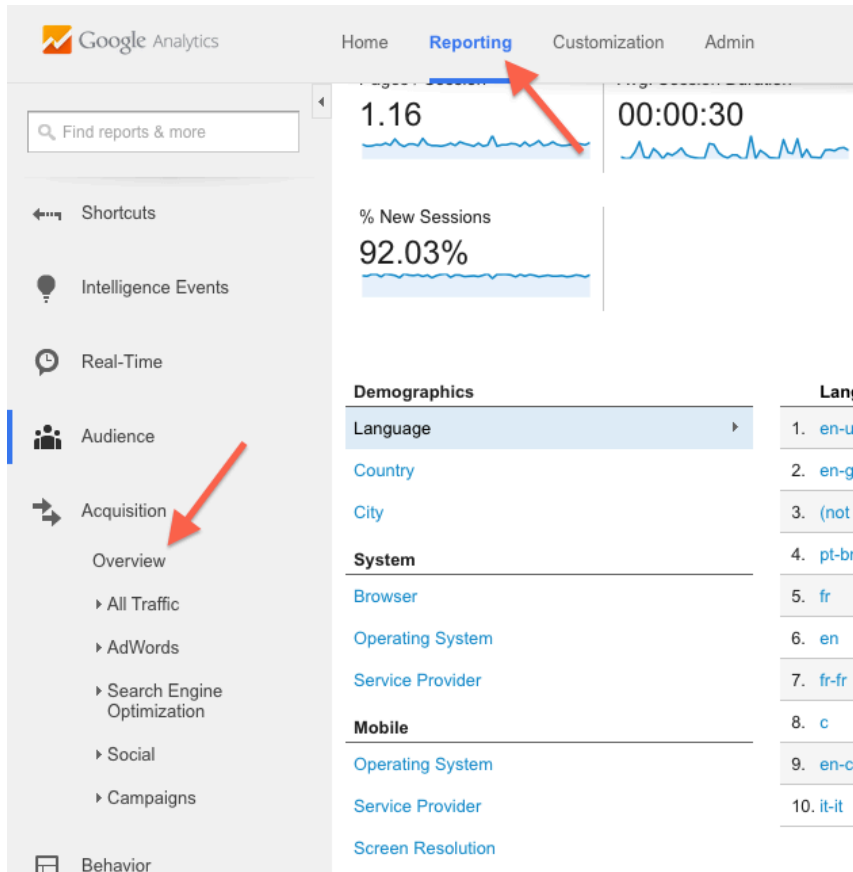
Goal ID 2 / Goal Set 1

Type

- Destination ex: *thanks.html*
- Duration ex: *5 minutes or more*
- Pages/Screens per session ex: *3 pages*



Quantify social media as a traffic source



	Acquisition		Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Completion Rate	Goal 1 Completion	Goal 1 Value
Organic Search	2,000	92.91%	1,904	90.97%	1.45	00:00:30	1.64%	38	\$51.08
Direct	1,380			81.03%			2.91%		
Referral	340			79.88%			5.02%		
Social	97			81.44%			7.20%		
Other	47			88.95%			5.80%		

Social Network	Acquisition		Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Completion Rate	Goal 1 Completion	Goal 1 Value
1. Facebook	18 (18.37%)	82.47%	18 (18.37%)	81.44%	1.45	00:00:20	2.06%	1 (5.00%)	\$1.00
2. Pinterest	18 (18.37%)	82.47%	18 (18.37%)	81.44%	1.45	00:00:20	2.06%	1 (5.00%)	\$1.00
3. Twitter	29 (29.29%)	82.47%	29 (29.29%)	81.44%	1.45	00:00:20	2.06%	1 (5.00%)	\$1.00
4. LinkedIn	2 (2.02%)	100.00%	2 (2.02%)	80.80%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00

Stop the Scourge of Analytics Spam

Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	568 % of Total: 100.00% (568)	92.78% Avg for View: 92.78% (0.00%)	527 % of Total: 100.00% (527)	99.12% Avg for View: 99.12% (0.00%)
1. trafficmonetize.org / referral	321 (56.51%)	91.28%	293 (55.60%)	99.69%
2. webmonetizer.net / referral	115 (20.25%)	92.17%	106 (20.11%)	99.13%
3. 4webmasters.org / referral	82 (14.44%)	95.18%	78 (14.78%)	99.01%
4. 100dollars-seo.com / referral	16 (2.82%)	92.17%	15 (2.85%)	99.13%
5. (direct) / (none)	10 (1.76%)	92.17%	9 (1.71%)	99.13%
6. success-seo.com / referral	9 (1.58%)	92.17%	8 (1.52%)	99.13%
7. semaltmedia.com / referral	5 (0.88%)	92.17%	4 (0.76%)	99.13%

To add a filter:

1. go to your Administration page (last tab on your home page)
2. All filters (on the leftmost column)
3. New filter
4. Choose Filter type "Custom" > "Exclude"
5. Choose "Referral" from the Filter Field menu
6. Set this as Filter pattern:

```
semalt\.com|iloveitaly\.com|priceg\.com|forum\..*darodar\.com|blackhatworth\.com|hulfulfingtonpost\.com|buttons-for-website\.com
```

7. Select the views that you want to be filtered (I chose "All web site data")
8. Save

The filter pattern is a regular expression, so every time you find a new source of spam, simply add another "[spammersite\.com]" (remember to escape dots with a backslash, as they mean "any character").

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SIGN IN

Overview

Success Stories

Resources



Eric Jillard
General Manager, Marketing Services
Mercedes-Benz

Enterprise data. Premium service.

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Check ya-self before ya...

Google SEO rank checker ☆

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

barry.reicherter@finnpartners.com

Comments Share

www.gov.uk

	A	B	C	D	E	
1	www.gov.uk	jobs	job	jobsearch	job search	jobmatch
2	Highest result for each keyword	Not in top 50	Not in top 50	Not in top 50	Not in top 50	Not in top 50
4	Specific URLs to check:					
5	https://www.gov.uk/jobsearch					
6	https://www.gov.uk/advertise-job					
7	https://www.gov.uk/browse/working/finding-job					
8	https://www.gov.uk/browse/benefits/jobseekers-allowance					
9	https://www.gov.uk/contact-jobcentre-plus					
10	https://www.gov.uk/jobseekers-allowance/overview					
11	https://www.gov.uk/jobseekers-allowance/what-youll-get					
12	https://www.gov.uk/jobseekers-allowance/eligibility					
13	https://www.gov.uk/jobseekers-allowance/how-to-claim					
14	https://www.gov.uk/jobseekers-allowance/further-information					
16	Top 50 Google UK results					
17	1	#N/A	#VALUE!	#N/A	#VALUE!	#N/A
18	2		#VALUE!		#VALUE!	
19	3		#VALUE!		#VALUE!	
20	4		#VALUE!		#VALUE!	
21	5		#VALUE!		#VALUE!	
22	6		#VALUE!		#VALUE!	
23	7		#VALUE!		#VALUE!	
24	8		#VALUE!		#VALUE!	
25	9		#VALUE!		#VALUE!	
26	10		#VALUE!		#VALUE!	
27	11		#VALUE!		#VALUE!	
28	12		#VALUE!		#VALUE!	
29	13		#VALUE!		#VALUE!	

Results Help

Go play a game



The world around you is not what it seems.



Ingress. The game.
It's happening all around you. They aren't coming. They're already here.

GET IT ON
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