



## Analytics Tools

Chartbeat - <https://chartbeat.com>

This cloud-based software is a little different than some of the other products out there. This company realizes that clicks are only part of the story. With this software, you'll know right away what content is working best on your website or blog.

Google Analytics – <https://analytics.google.com>

This is the original free analytics software which is definitely worth trying out. It offers so many features and benefits that it would be impossible to go over them all in this space. But, it would do your business good to learn it or hire a professional to help you with using the software.

KissMetrics – <https://www.kissmetrics.com>

The analytics you can get from KissMetrics will help you become more customer centric as you learn what makes your customers tick. You'll be able to optimize pages through testing and more. If you want to keep happy clients, this is great software to try.

Adobe Analytics – <http://www.adobe.com/marketing-cloud/web-analytics.html>

With this service, you can gather deep insights in all your online activities, including mobile. Get to know each customer's journey inside and out from A to Z with just a few clicks. You can conduct a 360-customer analysis, use predictive intelligence and more.

Piwik – <https://piwik.org>

This is an open-source analytics tool that anyone can use. You and only you can see the information. You can self-host it or you can use it in the cloud. You're in full control of your tests and analytics.

Clicky – <https://clicky.com>

Almost a million websites use Clicky to monitor their web analytics in real time. If you want to know how your website is performing in a simple way, this software works wonders to help you make the right choices.

Woopra – <https://www.woopra.com>

You can use this software to track anonymous website and mobile app users even before they identify themselves and then after too. If you really want to get a good understanding of your customers and their buying cycle, try this software.

HubSpot Analytics – <https://www.hubspot.com/products/marketing/analytics>

HubSpot offers an enormous amount for website owners and business owners in terms of analytics. The reports offer sales and marketing data in one spot for easier understanding.

## **Tools you can use to understand your competition**

Google Alerts - <https://www.google.com/alerts>

This is an excellent, free service. Sign in and choose keywords, names, and more to search for. Then, set up how often you want to receive the alerts in your email inbox. You can scan each email to find information about your competition that you can use in your own business.

Social Mention – <http://socialmention.com>

Use this cloud-based search engine to search websites, blogs and more for mentions about your competition. Then you can go look at what they're doing. Identify the gaps in their offerings and you can outshine your competition in no time.

Website Grader – <https://website.grader.com>

While it does ask for your website and not your competition's (and your email address), you can still use it to check the health of someone else's website. The information you will receive is page size, page speed, redirects and more, including how many requests for the site have been made. It also tells you how they're doing on SEO and more.

Link-Assistant.com – <http://www.link-assistant.com>

With this downloadable software, you can study keywords of your competitor's site so that you will know what keywords they're using. You can then use them on your own website to nab their traffic.

KeywordSpy – <http://www.keywordspy.com>

This software is an amazing way to profit from your competition's hard work and research. You can find out what keywords they're using, what they're spending for AdWords, their ROI estimate, and much more.

Open Site Explorer by MOZ – <https://moz.com/researchtools/ose/>

You can get a lot of information about your competition from this cloud-based option. Including about the links that come into the site and the anchor text used, and you can even compare five sites. What's more, it's free when you sign up.