

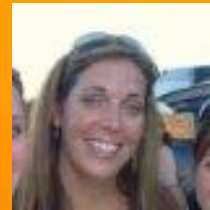


# How to Track Your Competition Online Using HubSpot Software

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# Who is HubSpot?

- Founded: 2006
- Team: 90 (15 MIT)
- A: \$5m General Catalyst
- B: \$12m Matrix Partners
- Outside Director:  
Gail Goodman, CEO  
Constant Contact (CTCT)



# Outbound Marketing



# Outbound Marketing is Broken



# Marketing Has Changed

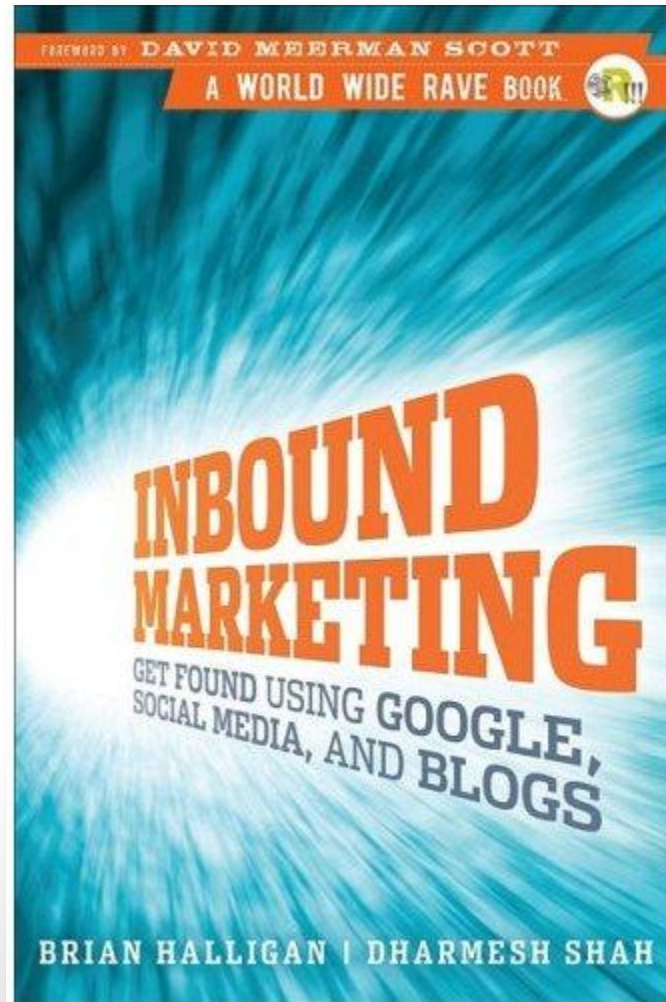
1950 - 2000



2000 - 2050



# The Good News!



# Inbound Marketing

## Blog



## SEO



## Social Media



# Proven ROI of Inbound Marketing



Cilk Arts **Increases Leads 500%**



Makana Solutions **3x Leads, 2x Conversions**



Vocio **Pays for HubSpot 30x Over with New Leads**



Objective Management Group **Grows Leads 360%**

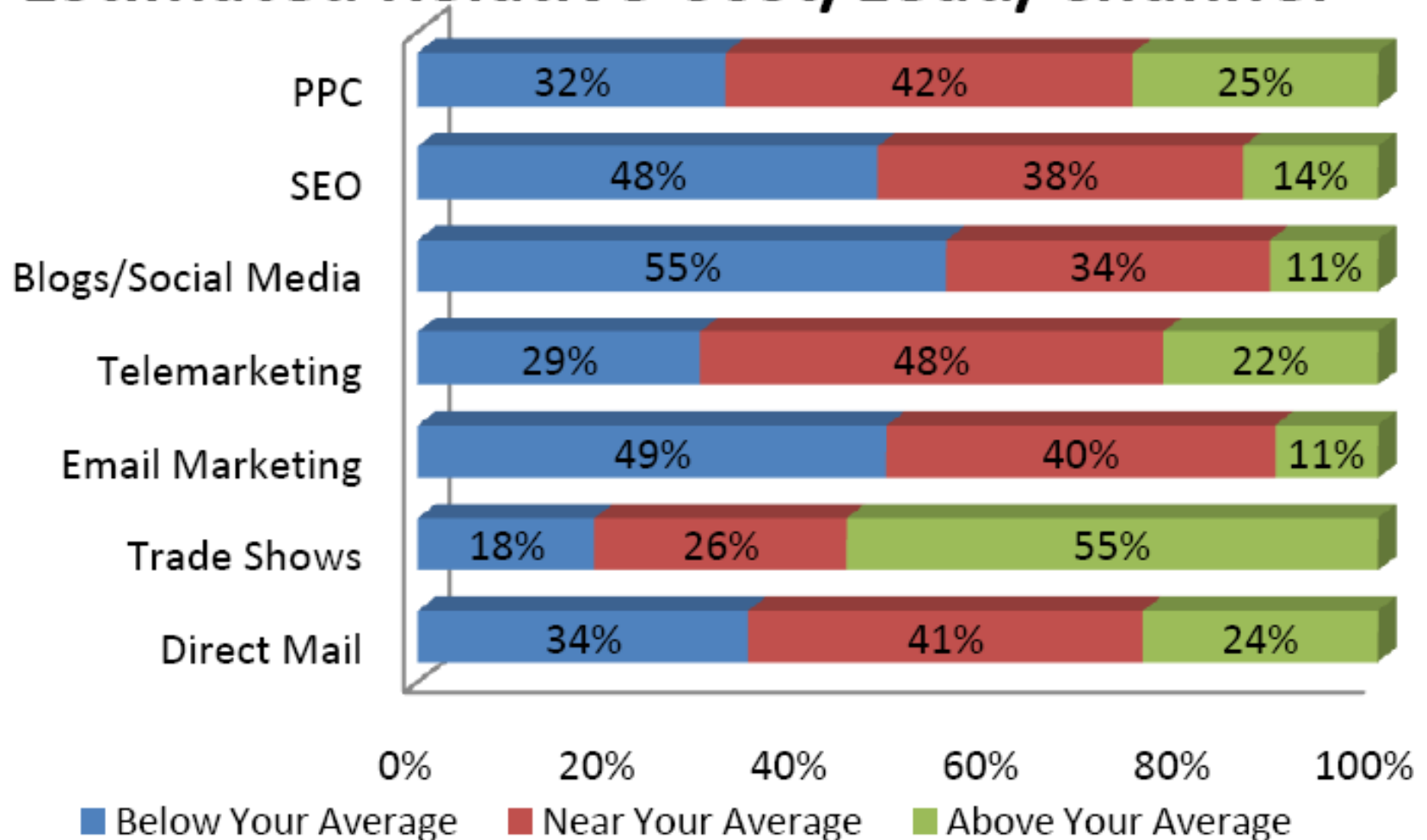


Bridge Group **Doubles Online Leads**

[www.HubSpot.com/ROI](http://www.HubSpot.com/ROI)

# Proven ROI of Inbound Marketing

## Estimated Relative Cost/Lead/Channel




# Tracking to Compete

-  Website Grade
-  Keyword Rankings
-  Inbound Links
-  Monitoring Blogs & Social Media
-  Measuring results








# Website Grade

# HubSpot Competitors Dashboard

Dashboard Create Optimize Promote Convert Reports [Switch back to the old na](#)

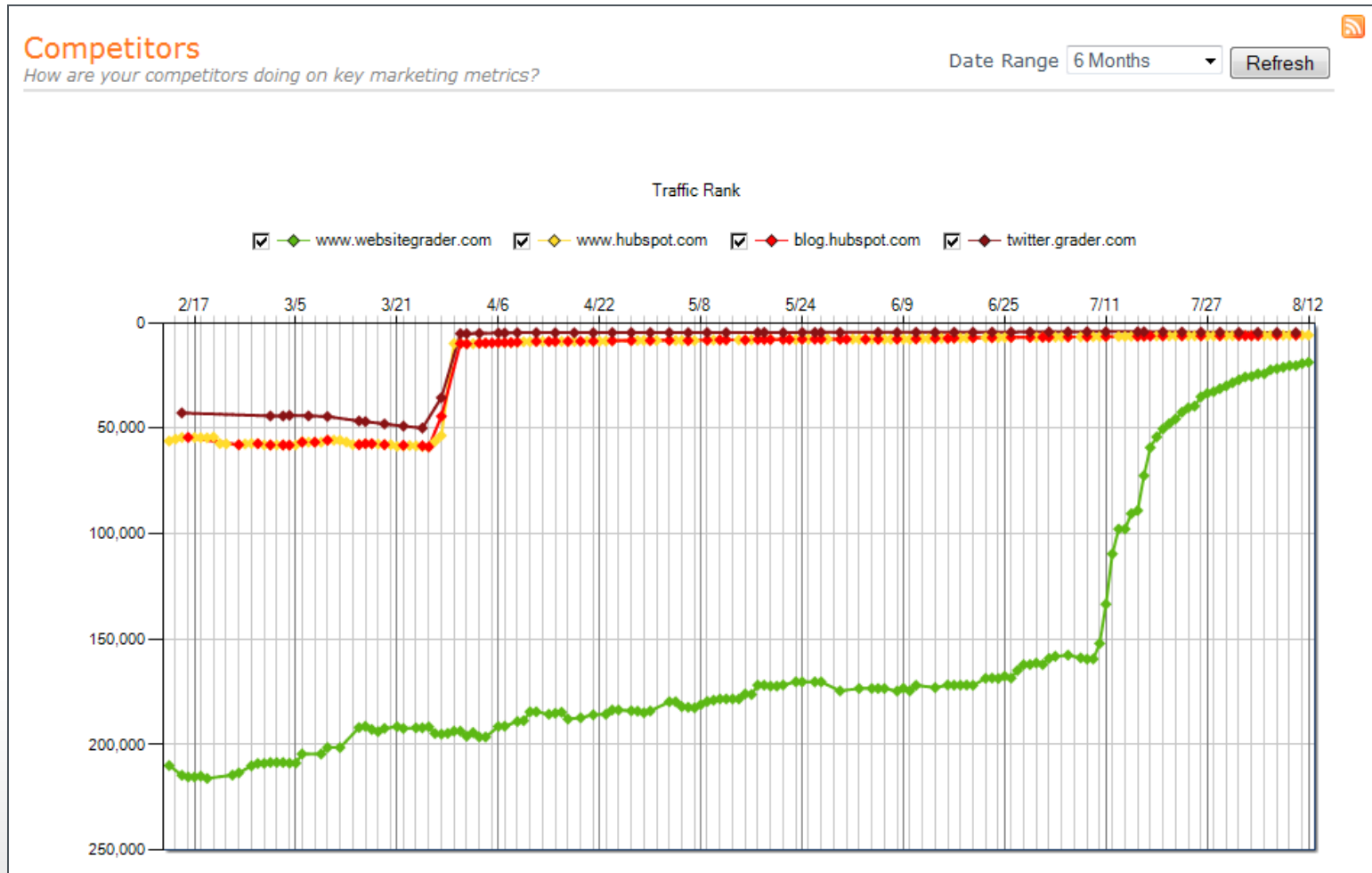
## Competitors

How are your competitors doing on key marketing metrics?

WEBSITE	WEBSITE GRADE	GOOGLE PAGE RANK	TRAFFIC RANK	BLOG RANK	INBOUND LINKS	DEL.ICIO.US BOOKMARKS	GOOGLE INDEXED PAGES	KEYWORDS IN GOOGLE TOP 100		
	?	?	?	?	?	?	?	?		
<a href="http://www.hubspot.com">www.hubspot.com</a>	99	6	5,945	1,350	88,955	1,188	730	687		
<a href="http://www.websitegrader.com">www.websitegrader.com</a>	94	5	18,252	Not Ranked	41,260	4,825	94	80		
<a href="http://blog.hubspot.com">blog.hubspot.com</a>	99	5	5,929	1,365	43,819	291	1,190	394		
<a href="http://twitter.grader.com">twitter.grader.com</a>	99	6	4,685	1,365	310,768	2,886	133,000	44		

Add Competitor

# Trending Graphs



# Keyword Rankings

# Search Presence (SEO) Software

- 🔗 Track rank vs. competitors
- 🔗 Track overall presence in Google
- 🔗 Alerts about keyword rank changes
- 🔗 Data to target new terms intelligently

# SEO Rankings – Keyword Grader

**HubSpot**  
MARKETER

Dashboard Create **Optimize** Promote Convert Reports [Switch back to the old](#)

## Keyword Grader

Determine which keywords are the best to use for your website

[View Keyword Summary Graph](#) [Suggest Keywords](#)

You are saving approximately **\$9,414.88** per month from your organic search traffic

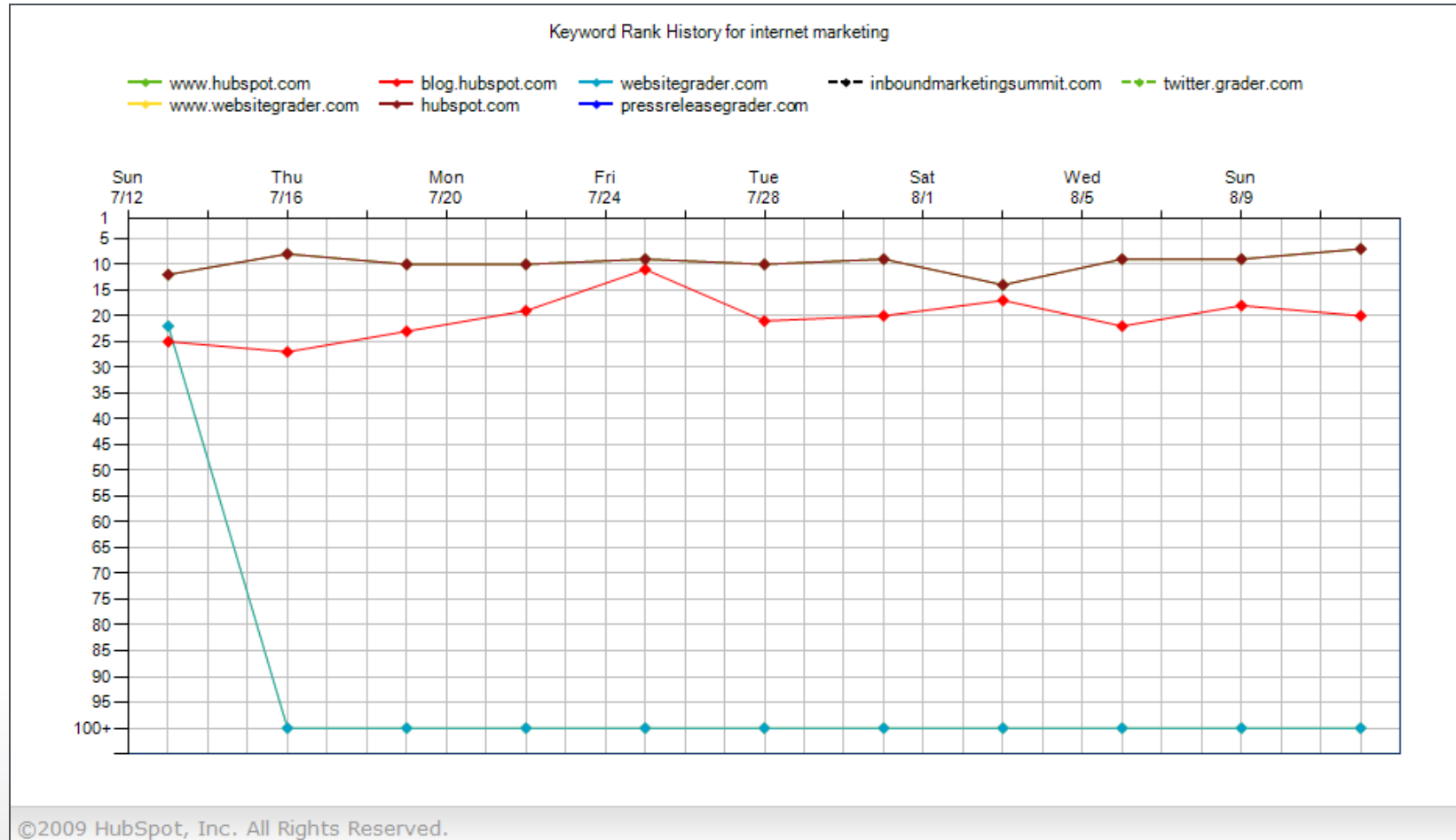
Show Competitors View  Show Keywords: **Favorite**

KEYWORD	MONTHLY SEARCHES	HUBSPOT RANK	WEBSITEGRADE... RANK	BLOG.HUBSPOT RANK	PRESSRELEASE... RANK	INBOUNDMARKE... RANK	TWITTER.GRAD... RANK	
<input type="checkbox"/> internet marketing	29,000	7	100+	20	100+	100+	100+	
<input type="checkbox"/> website marketing	4,700	13	18	100+	100+	100+	100+	
<input type="checkbox"/> seo tools	3,400	100+	35	100+	100+	100+	100+	
<input type="checkbox"/> marketing software	3,400	3	100+	100+	100+	100+	100+	

# Track Overall Presence In Google



# Track Rank Trends For Keywords



# Alerts About Keyword Rank Changes

## Your Blog Last Week

2 Blog Posts Published Last Week

Article	Published	Author	Comments	Inbound Links	Visits
<a href="#">HubSpot CEO Brian Halligan Appointed to MITX Board of Directors</a>	Wednesday, August 5	Pamela Seiple	0	0	79
<a href="#">Join Us for HubSpot TV's 1 Year Anniversary!</a>	Monday, August 3	Pamela Seiple	0	0	149

[View all of your blog's posts.](#)

## Your Rank for 25 Keywords Changed Last Week

Keyword	Monthly Searches	New Rank (Change)
<a href="#">↑ internet marketing</a>	29,000	9 (+5)
<a href="#">↑ web marketing</a>	7,100	20 (+9)
<a href="#">↑ marketing software</a>	3,400	3 (+22)
<a href="#">↑ internet marketing software</a>	1,300	1 (+2)
<a href="#">↑ internet marketing company</a>	1,200	19 (+5)

[View all of your keywords.](#)

## Top Discussions Last Week in the HubSpot Internet Marketing Forums

- [Blog URL - subdomain under company site or unique URL?](#)
- [Google Page Rank = 0?](#)
- [What is traffic rank](#)
- [SEO text positioning on Homepage](#)

# Data To Target New Keywords Intelligently

**HubSpot**  
MARKETER

Dashboard Create **Optimize** Promote Convert Reports [Switch back to the old](#)

## Keyword Grader

Determine which keywords are the best to use for your website


[View Keyword Summary Graph](#) [Suggest Keywords](#)

You are saving approximately **\$9,414.88** per month from your organic search traffic

Show Competitors View  Show Keywords: Favorite

KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	HUBSPOT RANK	COST PER CLICK	
<input type="checkbox"/> internet marketing	5	29,000	97	154	7	\$5.77	
<input type="checkbox"/> website marketing	5	4,700	95	0	13	\$5.99	
<input type="checkbox"/> seo tools	4	3,400	90	0	100+	\$2.33	
<input type="checkbox"/> marketing software	5	3,400	94	2	3	\$9.10	

# Page Grader

Dashboard Create Optimize Promote Convert Reports [Switch back to the old navig](#)

## Page Grader Detail <sup>BETA</sup>

[www.hubspot.com/](http://www.hubspot.com/)

<b>33</b> PAGE GRADE 1ST MOST POWERFUL PAGE	<b>0</b> TOP 100 KEYWORD RANKS 0 IN THE TOP 10	<b>815</b> INTERNAL LINKS 33 OUTBOUND LINKS	<b>0</b> VISITS 287TH MOST TRAFFICKED PAGE
---	--	---	--

### On-Page SEO

ITEM	STATUS	
Page Title	Internet Marketing   HubSpot	✓
Meta Description	Internet Marketing Software by HubSpot - Inbound Online Marketing to get more website visitors and leads in search engines (SEO), blogs, social media.	✓
Meta Keywords	online marketing, internet marketing, internet marketing software	✓
Url	<a href="http://www.hubspot.com/">http://www.hubspot.com/</a>	✓
H1	There are 3 h1 tags on this page.	✓
Images	Check below for page improvements you can make regarding images on this page.	⚠


⚠ We recommend that all image tags have an alt attribute to convey a textual meaning for each image. We found 2 images with no alt attribute.

[More...](#)

Last Page Fetch	August 11 02:50:45 (EDT)	✓
-----------------	--------------------------	---

# Inbound Links

# Link Grader

Dashboard Create Optimize Promote Convert Reports [Switch back to the old na](#)

## Link Grader

Monitor & build inbound links

**228**  
NEW LINKING DOMAINS  
(IN THE LAST 30 DAYS)

**24**  
AVERAGE LINK GRADE™  
FOR THE NEW LINKING DOMAINS

**3,684**  
TOTAL DOMAINS LINKING TO YOU  
[48,986 LINKS FROM DOMAINS](#)

**47**  
AVERAGE LINK GRADE™  
**MEDIUM**

Inbound Links Internal Links Competitors  Search

DOMAIN	FRESHNESS ▼	TOTAL LINKS	AVG. LINK GRADE™	VISITS	LEADS
<a href="#">myonlinebusinessideas.com</a>	Today	1	84	1	0
<a href="#">www.sherpastore.com</a>	Yesterday	1	75	1	0
<a href="#">www.pooleswatercooler.com</a>	Yesterday	1	46	1	0
<a href="#">blog.brandwriters.nl</a>	Yesterday	1	0	1	0
<a href="#">blog.winerywebsitereport.com</a>	Yesterday	2	39	0	0
<a href="#">www.infopirate.org</a>	Yesterday	1	54	1	0
<a href="#">exoon.com</a>	Yesterday	1	14	3	0
<a href="#">cloudcomputing.sys-con.com</a>	Yesterday	1	17	1	0
<a href="#">www.xmarks.com</a>	Yesterday	1	9	1	0
<a href="#">aj.600z.com</a>	2 days ago	1	0	0	0

# Competitors View - Link Grader

Inbound Links Internal Links **Competitors**

Link Grader Analysis for:

[Control Panel] Competitors 0.1670831 second

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- blog.hubspot.com
- InboundMarketingSummit.com
- twitter.grader.com
- www.hubspot.com

### Link Grader

Monitor & build inbound links

<b>228</b> NEW LINKING DOMAINS (IN THE LAST 30 DAYS)	<b>24</b> AVERAGE LINK GRADE™ FOR THE NEW LINKING DOMAINS	<b>3,684</b> TOTAL DOMAINS LINKING TO YOU <a href="#">48,986 LINKS FROM DOMAINS</a>	<b>47</b> AVERAGE LINK GRADE™ <b>MEDIUM</b>
--	---	---	---

Inbound Links Internal Links **Competitors**

Link Grader Analysis for:

DOMAIN	FRESHNESS	TOTAL LINKS	AVG. LINK GRADE™ ▼
<a href="#">blog.daum.net</a>	3 months ago	1	99
<a href="#">worio.com</a>	1 week ago	1	99
<a href="#">www.wikio.co.uk</a>	7 months ago	1	99
<a href="#">web.me.com</a>	8 months ago	1	99
<a href="#">hellotxt.com</a>	3 months ago	1	99
<a href="#">www.eagraplar.com</a>	3 weeks ago	1	99

# So How Do You Build Inbound Links?

# Bloggging is Thought Leadership

- Interact with influencers, analysts & other thought leaders
- Push your thought leadership to Google
- Allow comments and discussion
- Encourage subscriptions and sharing of your thought leadership



The screenshot shows the HubSpot logo at the top left, with navigation links for 'Blog', 'Best Articles', and 'Free Mar' on the right. Below the logo is the title 'HubSpot's Inbound Internet Marketing Blog' and links for 'Current Articles' and 'RSS Feed'. The main article title is 'Inbound Marketing vs. Outbound Marketing', with social sharing icons for Digg, Reddit, Del.icio.us, and StumbleUpon. A 'digg!' button shows 111 diggs. The article text discusses marketing strategies, contrasting 'outbound marketing' (trade shows, seminars, email blasts) with 'inbound marketing' (helping yourself 'get found' through search engines and social media).

HubSpot

Blog Best Articles Free Mar

HubSpot's Inbound Internet Marketing Blog

[Current Articles](#) | [RSS Feed](#)

[Inbound Marketing vs. Outbound Marketing](#)

[Digg](#) | [Reddit](#) | [Del.icio.us](#) | [StumbleUpon](#)

111 diggs

digg!

When I talk with most marketers today about how they generate leads and fill the top of their sales funnel, most say trade shows, seminar series, email blasts to purchased lists, internal cold calling, outsourced telemarketing, and advertising. I call these methods "outbound marketing" where a marketer pushes his message out far and wide hoping that it resonates with that needle in the haystack.

I think outbound marketing techniques are getting less and less effective over time for two reasons. First, your average human today is inundated with over 2000 outbound marketing interruptions per day and is figuring out more and more creative ways to block them out, including caller id, spam filtering, Tivo, and Sirius satellite radio. Second, the cost of coordination around learning about something new or shopping for something new using the internet (search engines, blogs, and social media sites) is now much lower than going to a seminar at the Marriott or flying to a trade show in Las Vegas.

Rather than do outbound marketing to the masses of people who are trying to block you out, I advocate doing "inbound marketing" where you help yourself "get found" by people already learning about and shopping in your industry. In order to do this, you need to set

# Blogosphere and Social Mediasphere



The blogosphere and social mediasphere act as cocktail parties with no time and space restraints. The only question is whether or not your out there conversing with your marketplace and other thought leaders in your space.

# Business Blog Software

- ❧ Easy to use, built for business
- ❧ Has built in article optimization tool for better search engine success
- ❧ Automatic publishing to email subscribers, facebook, and twitter
- ❧ Encourages fans to share content
- ❧ Business blog analytics

# Monitor Social Media


# Community Building Software


- 🔗 Automatic notification of influencers you should follow
- 🔗 Notification of who is talking about your company, brands, and industry specific terms
- 🔗 Track the size of your community


# Social Media


**Social Media** BETA


Read the articles below and share those most relevant to your industry in order to become a leader online. Through the tool you can post directly to Twitter or Facebook or take credit for interacting elsewhere.


 **Statistics Show Social Media Is Bigger Than You Think ?? Socialnomics ???** ×  
**Social Media Blog**  
Today 9:01 AM  
[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)


 **Master List (A Wiki of Social Media Monitoring Solutions)** ×  
Today 8:01 AM  
[Tweet this](#) [Post to Facebook](#)

 **The Best SEO Tools**  
Today 8:01 AM  
[Tweet this](#) [Post to Facebook](#)

 **How to refer to our company**  
With "we/our" or with the c  
Today 2:47 AM  
[Tweet this](#) [Post to Facebook](#)


 **Social Media Forces Egypt**  
Today 1:38 AM  
[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)


 **Marketing Tool** ×  
Today 12:56 AM  
[Tweet this](#) [Post to Facebook](#) [Mark as Commented](#) [Mark as Irrelevant](#)

 **SEO & Social Media: Spreading SEO Graffiti Across the Web** ×


0 / 35


You've interacted 0 times this week, out of a recommended 35 interactions.


 **Tweet this**


 You must add a Twitter account to your social media credentials in order to publish to Twitter.


[Add Twitter Account](#) [Cancel](#)


 News


 Reddit

 Sphinn

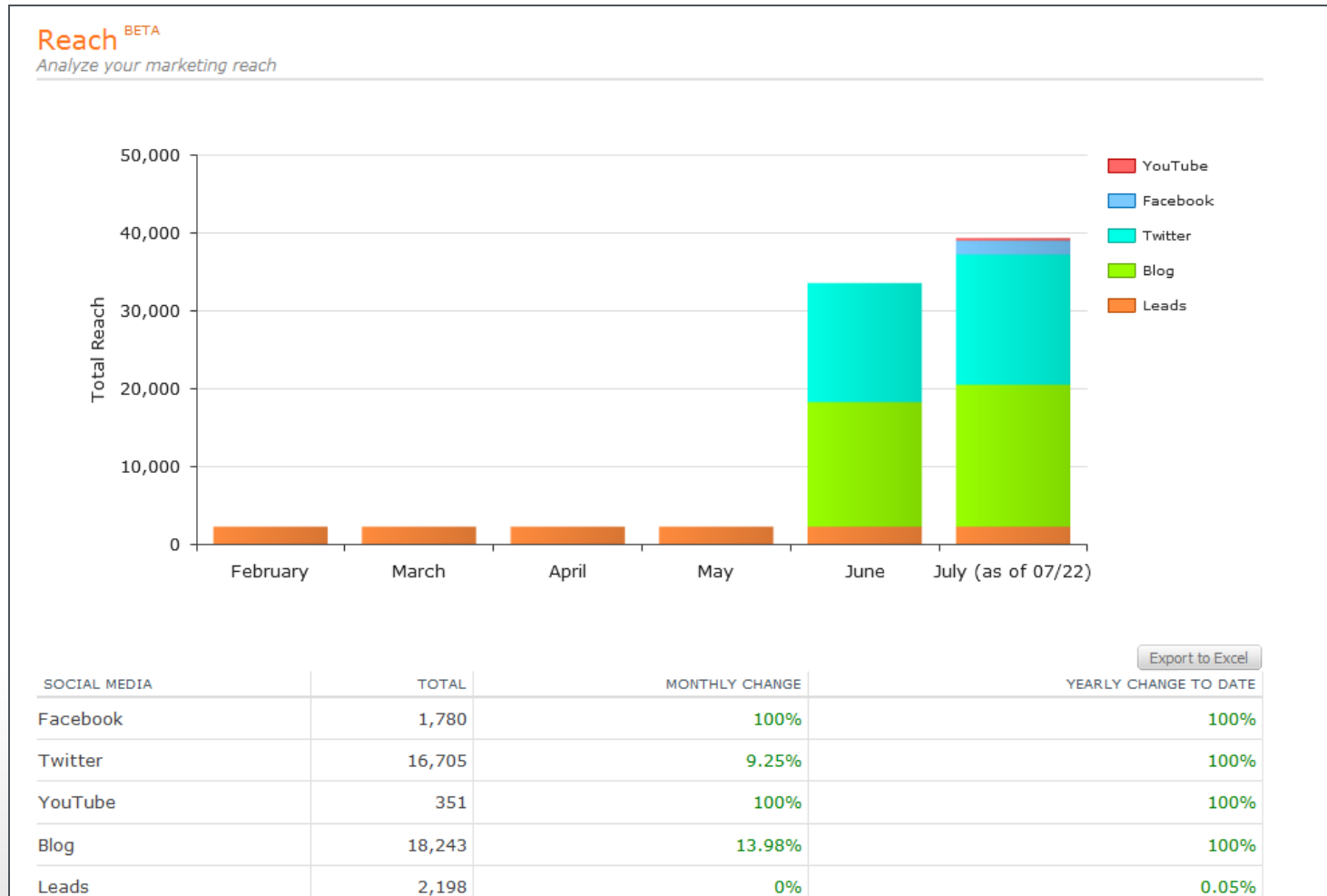
 Technorati

 Twitter

 Yahoo Answers

 Yahoo Buzz

# Track Your Community and Reach



# Measure Results

# Measure Your Results

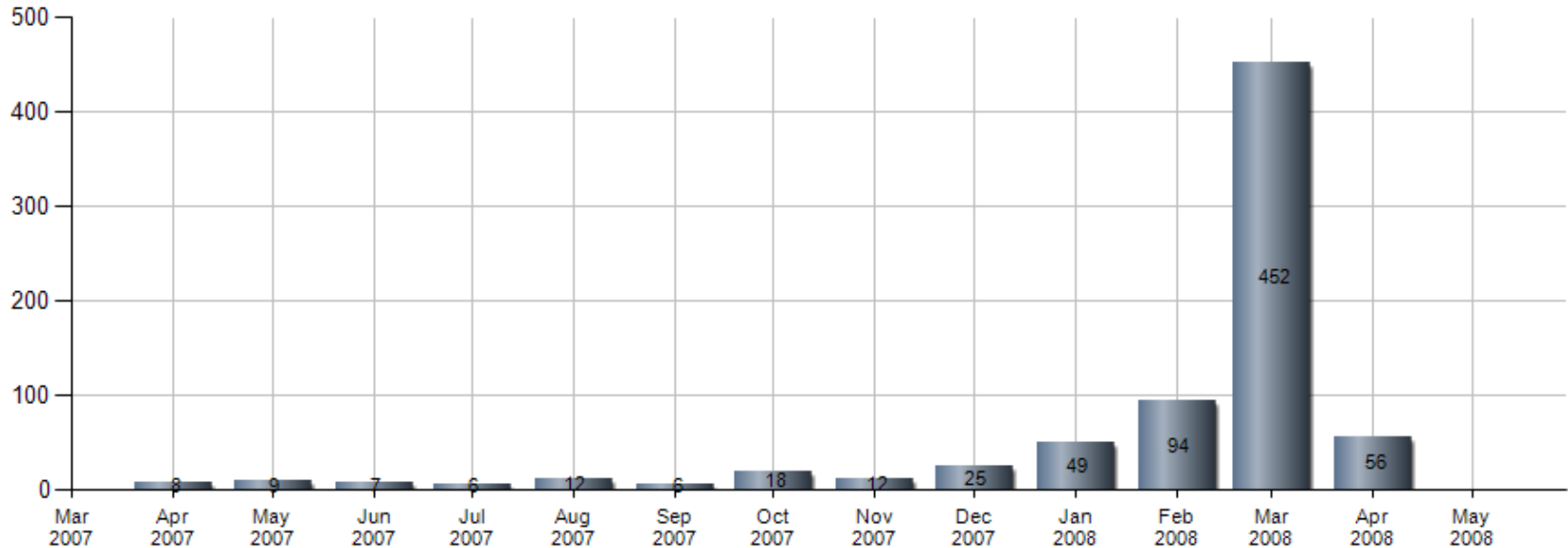
- 🔗 Measure visitors, leads and conversion rates from social media
- 🔗 Measure sales from social media
- 🔗 Closed-loop-marketing for everyone

# Metrics: Traffic, Leads, Customers



# Metrics: Traffic, Leads and Customers

## Visitors from Blog



	Visitors	Leads	Customers
SEO	5,289	754	12
Blog	834	72	3
Social Media	511	28	1



**Thank You!**

**[www.HubSpot.com/Free-Trial](http://www.HubSpot.com/Free-Trial)**

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