



## Useful Planning and Measurement Tools

### Plan Your PR or Marketing Campaign – and Measure the Buzz

The following is a list (not exhaustive) of free tools that may help with your marketing research needs. With so many tools you may wonder which ones are the best for your communication needs. Even though these tools are free, it takes time and experience to understand their uses and benefits. In addition, most of these services are based on samplings of data, so it's important to understand the data sources that make up the sample. And, as Alexa points out, low traffic niche sites may not be well represented with many of these tools.

### Alexa

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| <b>Company:</b> | <b>Alexa Internet, Inc.</b>   |
| <b>Product:</b> | Alexa Web Search  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.alexa.com/site/help/traffic_learn_more">http://www.alexa.com/site/help/traffic_learn_more</a> |

From Alexa: "Alexa has been crawling the Web since early 1996, and we are currently gathering approximately 1.6 Terabytes (1600 gigabytes) of Web content per day. After each snapshot of the Web, which takes approximately two months to complete, Alexa has gathered 4.5 billion pages from over 16 million sites. In addition to the Alexa Crawl, which can tell us what is on the Web, Alexa utilizes web usage information, which tells us what is being seen on the Web. This information comes from the community of Alexa Toolbar users. Sites with relatively low traffic will not be accurately ranked by Alexa. Alexa's data comes from a large sample of several million Alexa Toolbar users and other traffic data sources; however, the size of the Web and concentration of users on the most popular sites make it difficult to accurately determine the ranking of sites with fewer than 1,000 monthly visitors. Generally, traffic rankings of 100,000 and above should be regarded as not reliable. Conversely, the closer a site gets to #1, the more reliable its traffic ranking becomes."

### Compete

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| <b>Company:</b> | <b>Compete, Inc.</b>  |
| <b>Product:</b> | Compete Site Analytics  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free and Subscription Service   |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.competeinc.com/products_services/consumerServices/">http://www.competeinc.com/products_services/consumerServices/</a> |

From Compete: "We have a diverse sample of 2,000,000+ U.S. Internet users that have given us permission to analyze the web pages they visit and ask them questions via surveys. We're betting that the insights we create from consumers'



online behavior – whether they're watching, searching, shopping or socializing – is valuable for companies who are looking to radically improve their marketing.”

## Facebook

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| <b>Company:</b> | <b>Facebook</b>   |
| <b>Product:</b> | Facebook Advertising  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free Demographic Data For Paid Placement Program                                      |
| <b>Method:</b>  | Facebook Data   |
| <b>Link:</b>    | <a href="http://www.facebook.com/ads/create/">http://www.facebook.com/ads/create/</a> |

From Facebook: “Reach over 175,000,000 active Facebook users. Precisely target by age, gender, location, and more.”

|                 |   |
|-----------------|---|
| <b>Company:</b> | <b>Facebook</b>   |
| <b>Product:</b> | Facebook Lexicon  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring                                     |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Facebook Data   |
| <b>Link:</b>    | <a href="http://www.facebook.com/lexicon/">http://www.facebook.com/lexicon/</a> |

From Facebook: “Lexicon is a tool to follow language trends across Facebook. Specifically, Lexicon looks at the usage of words and phrases on profile, group and event Walls. For example, you can enter "love, hate" (without quotations) to compare the usage of these two words on Facebook Walls. You may enter up to five terms, where each term can be a word or two-word phrase consisting of letters and numbers. The X axis displays the average gender of users who posted the association, weighted by the demographics of the Facebook population as a whole. An association at 0% would mean that only females mentioned the term alongside the topic. The Y axis displays the weighted average age of users who posted the association.”

## Forrester Research, Inc.

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| <b>Company:</b> | <b>Forrester Research, Inc.</b>   |
| <b>Product:</b> | The Social Technographics Profile   |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Survey  |
| <b>Link:</b>    | <a href="http://www.forrester.com/Groundswell/profile_tool.html">http://www.forrester.com/Groundswell/profile_tool.html</a> |

From Forrester: “Companies often approach Social Computing as a list of technologies to be deployed as needed — a blog here, a podcast there — to achieve a marketing goal. But a more coherent approach is to start with your target audience and determine what kind of relationship you want to build with them, based on what they are ready for. You can use the tool on this page to get started.”



## Google

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Ad Planner   |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.google.com/adplanner">http://www.google.com/adplanner</a> |

From Google: "Google Ad Planner combines information from a variety of sources, such as aggregated Google search data, opt-in anonymous Google Analytics data, opt-in external consumer panel data, and other third-party market research. The data is aggregated over millions of users and powered by computer algorithms; it doesn't contain personally-identifiable information. In addition, Google Ad Planner only shows results for sites that receive a significant amount of traffic, and enforces minimum thresholds for inclusion in the tool." So this tool may not be ideal in finding niche sites."

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google AdWords Keyword Tool   |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Google Search Data  |
| <b>Link:</b>    | <a href="https://adwords.google.com/select/KeywordToolExternal">https://adwords.google.com/select/KeywordToolExternal</a> |

From Google: "Use the Keyword Tool to build or refine your keyword list. Enter terms describing your product or service, and the tool will generate keyword suggestions. Pick the ones that you like and save them to your ad group. You'll notice the following three columns included in your Keyword Tool results: Advertiser Competition, Approx Search Volume [Previous Month], and Approx Avg Search Volume."

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Analytics  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free (code placement required)  |
| <b>Method:</b>  | Website Data  |
| <b>Link:</b>    | <a href="http://www.google.com/analytics/index.html">http://www.google.com/analytics/index.html</a> |

From Google: "Google Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience. With this information, you can improve your website return on investment, increase conversions, and make more money on the web."

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Blog Search  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Crawl   |
| <b>Link:</b>    | <a href="http://blogsearch.google.com/blogsearch">http://blogsearch.google.com/blogsearch</a> |



From Google: "Blog Search indexes blogs by their site feeds, which will be checked frequently for new content. This means that Blog Search results for a given blog will update with new content much faster than standard web searches. Also, because of the structured data within site feeds, it is possible to find precise posts and date ranges with much greater accuracy. If you want more control over your search, click the "Advanced Search" link to the right of the search button. There you'll find options to specify titles, authors, languages and more. Once you get your search results, there will be an additional link that allows you to switch between displaying the results with either the most relevant or recent results at the top."

|                 |   |
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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Search-based Keyword Tool  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Google Search Data  |
| <b>Link:</b>    | <a href="http://www.google.com/sktool/">http://www.google.com/sktool/</a> |

From Google: "The main difference between the Search-based Keyword Tool and the Keyword Tool currently in AdWords is that the former generates keyword ideas based on your website, and identifies those currently not being used in your AdWords account. Additionally, the Search-based Keyword Tool provides more detailed data for each keyword, such as category information, suggested bid that may place the ad in the top three spots of a search results page, and ad/search share. Both tools, however, offer the option of browsing all keywords across all categories. You may also notice that some of the data (like such as the monthly search volume) may vary slightly between the two tools, which is due to different methods of calculation at this time."

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Insights for Search  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.google.com/insights/search/">http://www.google.com/insights/search/</a> |

From Google: "Google Insights for Search analyzes a portion of worldwide Google web searches from all Google domains to compute how many searches have been done for the terms you've entered, relative to the total number of searches done on Google over time. We then show you a graph with the results, indicating interest over time, plotted on a scale from 0 to 100; the totals are indicated next to bars by the search terms. Keep in mind that Insights uses data aggregated over millions of users without personally identifiable information, and is powered by computer algorithms. Additionally, Insights only shows results for search terms that receive a significant amount of traffic, and enforces minimum thresholds for inclusion in the tool. A deeper dive into search query data for marketers and power users. Create your own lists of "most popular" and "fastest rising" queries for different geographic regions over time and by topic."



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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Trends for Search and Websites   |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.google.com/trends">http://www.google.com/trends</a>   |
| <b>Link:</b>    | <a href="http://www.google.com/intl/en/trends/websites/help/index.html">http://www.google.com/intl/en/trends/websites/help/index.html</a> |

From Google: "Google Trends analyzes a portion of Google web searches to compute how many searches have been done for the terms you enter, relative to the total number of searches done on Google over time. We then show you a graph with the results - our Search Volume Index graph. Located beneath the Search Volume Index graph is our News reference volume graph. Below the search and news volume graphs, Trends displays the top regions, cities, and languages in which people searched for the first search term you entered. Google Trends uses IP address information from our server logs to make a best guess about where queries originated. Language information is determined by the language version of the Google site where the search originated. For a broad look at search query data, enter up to five search terms to see relative popularity over time."

From Google: "Trends for Websites shows you a graph reflecting the number of daily unique visitors (the number of people who visit a website) to that website. Under the graph, you'll also see a list of regions where visitors originated from, other websites that they have also visited, and terms they have also searched for. Trends for Websites combines information from a variety of sources, such as aggregated Google search data, aggregated opt-in anonymous Google Analytics data, opt-in consumer panel data, and other third-party market research. Trends for Websites only shows results for sites that receive a significant amount of traffic, and enforces minimum thresholds for inclusion in the tool. The information provided by Trends for Websites is refreshed periodically to keep the data relevant. The data in the three columns under the main graph is based on the last 30 days since our most recent data update."

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| <b>Company:</b> | <b>Google</b>   |
| <b>Product:</b> | Google Webmaster Tools  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free (code placement required)  |
| <b>Method:</b>  | Google Data and Website Data  |
| <b>Link:</b>    | <a href="https://www.google.com/webmasters/tools/docs/en/about.html">https://www.google.com/webmasters/tools/docs/en/about.html</a> |

From Google: "Webmaster Tools helps you see how your site is performing in our search results, troubleshoot potential problems, and build Google-friendly sites. Webmaster Tools is for anybody with a website - bloggers, online stores big and small, government and education sites. Webmaster Tools helps you see your site the way Google sees it. If we have a problem accessing any of the pages on your site, we'll let you know. And it goes both ways: You can tell us about pages on your site by submitting a Sitemap. We'll show you who's linking to you and how. Want to see which pages on your site get the most links? Which keyword searches drive the most traffic? We've got that too."



## LinkedIn

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| <b>Company:</b> | <b>LinkedIn</b>   |
| <b>Product:</b> | LinkedIn DirectAds  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free Demographic Data For Paid Placement Program  |
| <b>Method:</b>  | LinkedIn Data   |
| <b>Link:</b>    | <a href="https://www.linkedin.com/directads/start">https://www.linkedin.com/directads/start</a> |

From LinkedIn: "Reach a rapidly growing community of over 34 million professionals (avg. household income: US\$108,000). Targeted: Select your ad's audience by seniority, industry, job function, company size, and more."

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| <b>Company:</b> | <b>LinkedIn</b>   |
| <b>Product:</b> | LinkedIn Polls  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free Demographic Data For Free and Paid Polling Program   |
| <b>Method:</b>  | LinkedIn Data   |
| <b>Link:</b>    | <a href="http://www.linkedin.com/opensocialInstallation/preview?applicationId=1900">http://www.linkedin.com/opensocialInstallation/preview?applicationId=1900</a> |

From LinkedIn: "Define by industry, job title, company size, job function, age, gender, or geography."

## Microsoft

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| <b>Company:</b> | <b>Microsoft</b>  |
| <b>Product:</b> | Microsoft adCenter Labs Audience Intelligence   |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Microsoft Data  |
| <b>Link:</b>    | <a href="http://adlab.microsoft.com/Audience-Intelligence.aspx">http://adlab.microsoft.com/Audience-Intelligence.aspx</a> |

From Microsoft: "Web users are at the heart of the advertising eco-system. Accurately modeling users and predicting their intent is key to the success of our online advertising. We develop algorithms related to user intelligence around user profiles, user behaviors and targeting, user intent, user interaction, and privacy preserving methods and algorithms. Demographics Prediction predicts a user's age, gender, and other demographic information, based on their online behavior, such as what queries they search online and what Web sites they visit. It lets merchants learn more about their customers before bidding for keywords. Detecting Online Commercial Intention -- web page searches display two levels of commercial intent: informational and transactional. This tool can detect customer intent to acquire information or to purchase products based on their search queries or recently visited URLs. Explore MSN provides an integrated system that helps publishers to understand the content of their websites and how end users use the content."



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| <b>Company:</b> | <b>Microsoft</b>  |
| <b>Product:</b> | Microsoft adCenter Labs Keyword Research  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Microsoft Data  |
| <b>Link:</b>    | <a href="http://adlab.microsoft.com/Keyword-Research.aspx">http://adlab.microsoft.com/Keyword-Research.aspx</a> |

From Microsoft: "adCenter Labs researchers have developed a portfolio of keyword research technologies. Entity Association Graph is useful when creating query suggestions or analyzing user search patterns. Keyword Group Detection is based on keywords that a user enters, this tool helps to find the groups of words from the pool of online queries that are related or similar to the keywords entered by the user. Keyword Mutation Detection displays common misspellings or alternative spellings of keywords that a user enters that are frequently found in search query logs. Keyword Forecast forecasts the impression count and predicts demographic distributions of keywords. Search Funnels - customers often perform searches by typing related keywords in specific sequences. This tool helps in visualizing and analyzing the customers' search sequences. For example, you can learn how many people search for BMW and then search for Mercedes Benz, Audi, and other automobiles."

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| <b>Company:</b> | <b>Microsoft</b>  |
| <b>Product:</b> | Live Search Webmaster Center  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring                         |
| <b>Service:</b> | Free (code placement required)                                      |
| <b>Method:</b>  | Microsoft Data and Website Data                                     |
| <b>Link:</b>    | <a href="http://webmaster.live.com/">http://webmaster.live.com/</a> |

From Microsoft: "The Webmaster Center tools make it easy for you to ensure that your website is being crawled and indexed by Live Search, and identify any issues Live Search encountered while crawling your website. Live Search can help you manage your sitemaps, identify which websites link to yours, and tell you if your Robots.txt file is configured correctly to work with the Live Search web crawler (A program that scans websites and indexes their content, such as text, documents, images, and links, for searching. The web crawler used by Live Search is also known as MSNBot.) (MSNBot (The Live Search web crawler, a program that scans websites and indexes their content, such as text, documents, images, and links, for searching.) ). Webmaster Center tools: Summary tool, Profile tool, Crawl Issues tool, Backlinks tool, Outbound Links tool, Keywords tool, Sitemaps tool, Robots.txt validation tool."

## Nielsen Online

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| <b>Company:</b> | <b>Nielsen Online</b>   |
| <b>Product:</b> | Nielsen BuzzMetrics' BlogPulse<   |
| <b>Use:</b>     | Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Crawls/Indexes approx 102,051,236 (as of Jan 28, 2009)  |
| <b>Link:</b>    | <a href="http://www.blogpulse.com/about.html#general_1">http://www.blogpulse.com/about.html#general_1</a> |



From Nielsen: "BlogPulse is an automated trend discovery system for blogs. Blogs, a term that is short for weblogs, represent the fastest-growing medium of personal publishing and the newest method of individual expression and opinion on the Internet. BlogPulse applies machine-learning and natural-language processing techniques to discover trends in the highly dynamic world of blogs. BlogPulse is brought to you by Nielsen Online."

## Quantcast

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| <b>Company:</b> | <b>Quantcast</b>  |
| <b>Product:</b> | Media Planner   |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Hybrid  |
| <b>Link:</b>    | <a href="http://www.quantcast.com/white-papers/quantcast-methodology.pdf">http://www.quantcast.com/white-papers/quantcast-methodology.pdf</a> |

From Quantcast: "Directly Measured Data forms the core of the Quantcast analytical methodology. Quantcast launched the Quantified Publisher program in September 2006 and through it we collect comprehensive census records of media consumption from over 10 million distinct web destinations each month. Multiple Reference Points supplement the directly measured data within the visit graph. Reference sources include data sets that would traditionally be used in panel approaches comprising click-stream and non-PII (Personally Identifiable Information) user data. These data sets are sourced from multiple parties including market research companies, ISPs (broadband and dial-up) and toolbar vendors and cover in excess of 2 million individuals (1.5 million in the US)."

## Quarkbase

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| <b>Company:</b> | <b>Quarkbase</b>  |
| <b>Product:</b> | Quarkbase   |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring                                 |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Aggregator  |
| <b>Link:</b>    | <a href="http://www.quarkbase.com/about">http://www.quarkbase.com/about</a> |

From Quarkbase: "Quarkbase is a database of website information, where you can share knowledge, express your views, connect yourself to websites and find up-to-date information. Website information is contributed by website owners & lovers, and the Internet community. We work hard to automatically collect data from Internet and numerous data sources. In addition, we are constantly improving Quarkbase for our and yours better experience. Currently, QuarkBase is a non-commercial site with no advertisements."



## Technorati Media

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| <b>Company:</b> | <b>Technorati Media</b>   |
| <b>Product:</b> | Technorati.com  |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring                                       |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Crawl   |
| <b>Link:</b>    | <a href="http://technoratimedia.com/about/">http://technoratimedia.com/about/</a> |

From Technorati: "Technorati.com indexes more than 1.5 million new blog posts in real time every day. Technorati tracks the authority, influence, and popularity of blogs, the leading emerging topics, and who and what are most popular in the blogosphere. This data, combined with robust indexing technology, forms the basis of an ad targeting platform that connects brands with the most relevant bloggers, content and audiences, enables the creation of custom and micro channels, and delivers valuable insights on the trends that emerged in and around each campaign."

## Twitter

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| <b>Company:</b> | <b>Twitter</b>  |
| <b>Product:</b> | Twitter Advanced Search   |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Twitter Data  |
| <b>Link:</b>    | <a href="http://search.twitter.com/advanced">http://search.twitter.com/advanced</a> |

From Twitter: "Keeping up with interesting news and people you care about is one dimension of Twitter, but what if you need to find out what's happening in the world beyond your personal timeline? Twitter Search helps you filter all the real-time information coursing through our service. Craft your queries using our many advanced search operators. You can also use the advanced search page to easily incorporate search operators in your queries."

Find tweets based on...

- \*Words(All of these words, This exact phrase, Any of these words, None of these words, This hashtag, Written in –language),
- \*People (From this person, To this person, Referencing this person),
- \*Places (Near this place, Within this distance--miles kilometers),
- \*Dates (Since this date, Until this date), Attitudes (With positive attitude :), With negative attitude :(, Asking a question)
- \*Other (Containing links, Specific source--example: web, txt, tweetie)"



## Vitruue

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| <b>Company:</b> | <b>Vitruue</b>  |
| <b>Product:</b> | Social Media Index  |
| <b>Use:</b>     | Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Crawl   |
| <b>Link:</b>    | <a href="http://vitruue.com/smi/">http://vitruue.com/smi/</a> |

From Vitruue: "We derive the Vitruue SMI by reviewing popular social media sites. We update the Vitruue SMI once daily. Our sample set represents different dimensions of social interactivity: Social Networking - general sharing; Video Sharing - high engagement of viewing time and authenticity of dimension; Micro-Blogs - key influencers who chatter and actively push content; Photo Sharing - social meta data; and Blogs - general blogosphere, commentary mentions. The index numbers are not intended to be used in absolute terms; rather, they provide a numerical basis to compare the social media prominence of two or more terms. We frequently update the algorithm based on changes in usage patterns, overall traffic and social network results."

## Xing

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| <b>Company:</b> | <b>Xing</b>   |
| <b>Product:</b> | Xing Search   |
| <b>Use:</b>     | Marketing PR/Planning and Online Monitoring   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | Xing Data   |
| <b>Link:</b>    | <a href="https://www.xing.com/app/search?op=universal">https://www.xing.com/app/search?op=universal</a> |

## Yahoo

|                 |   |
|-----------------|---|
| <b>Company:</b> | <b>Yahoo!</b>   |
| <b>Product:</b> | Yahoo ROI Calculator – CPM  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | n/a   |
| <b>Link:</b>    | <a href="http://searchmarketing.yahoo.com/calculator/roas.php">http://searchmarketing.yahoo.com/calculator/roas.php</a>   |
| <b>Company:</b> | <b>Yahoo!</b>   |
| <b>Product:</b> | Yahoo ROI Calculator – CPC  |
| <b>Use:</b>     | Marketing/PR Planning   |
| <b>Service:</b> | Free  |
| <b>Method:</b>  | n/a   |
| <b>Link:</b>    | <a href="http://searchmarketing.yahoo.com/calculator/roi.php">http://searchmarketing.yahoo.com/calculator/roi.php</a>   |
| <b>Company:</b> | <b>Yahoo!</b>   |
| <b>Product:</b> | Yahoo Site Explorer   |
| <b>Use:</b>     | Marketing/PR Planning and Online Monitoring   |
| <b>Service:</b> | Free (code placement required)  |
| <b>Method:</b>  | Yahoo! Data and Website Data  |
| <b>Link:</b>    | <a href="http://help.yahoo.com/l/us/yahoo/search/siteexplorer/about/siteexplorer-01.html">http://help.yahoo.com/l/us/yahoo/search/siteexplorer/about/siteexplorer-01.html</a> |



From Yahoo!: "Yahoo! Site Explorer is a tool that lets you access the information we have about a site's online presence. You can see which sites and subpages are indexed by Yahoo! Search, track sites that link into webpage, and view the most popular pages from any site. Use Site Explorer to: Find which sites and subpages are indexed by Yahoo! Search; Find pages that link to that site or any page (inlinks); View the most popular pages from any site; Submit and track feeds for your sites."

**A List of Resources Is Available At:**  
<http://www.marketwire.com/SMStrategy>

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