

Getting Started With Act-On Insight

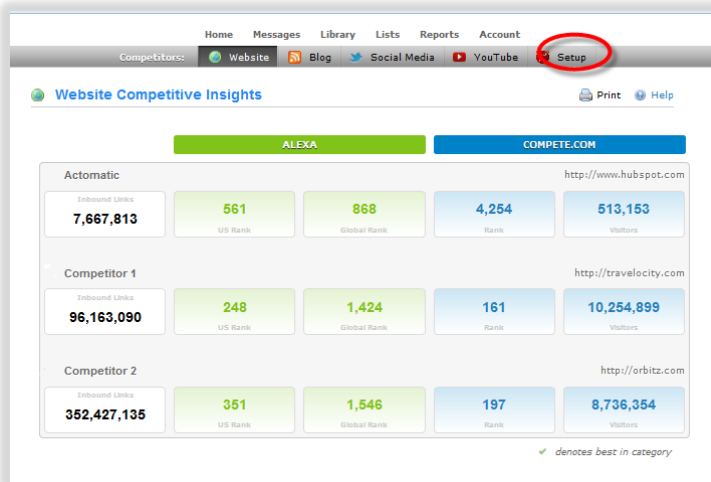
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Act-On Insight shows you how your website and social media presence stacks up to your competitors in web traffic, blogs, tweets, and YouTube videos.

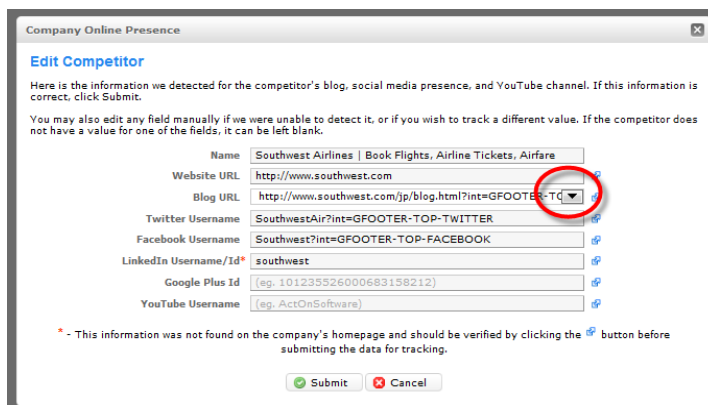
SET UP YOUR INSIGHT COMPETITORS

Monitor up to ten competitors and compare your online presence.

1. First, set up your own company information. Go to the Quick Start menu, and click on **Competitors** to open the application. Click **Setup** in the header menu.



2. On the Competitors tab, click **Add Competitor**.
3. Enter your website URL. Remove *http://* and *www* from the front of the URL, and click **Submit**. Act-On will pull in your company's information.
4. A new window will open that shows your company name, website URL, blog URL, Twitter username, Facebook username, LinkedIn username or ID, and YouTube username.



Document shortcuts

- [Set Up Your Insight Competitors](#)
- [View Your Insight Reports](#)
- [Website Competitive Insights](#)
- [Blog Competitive Insights](#)
- [Social Media Competitive Insights](#)
- [YouTube Competitive Insights](#)

To the right of each box (from *Website URL* on down) is a small two-way arrow outlined in blue. Click this to validate the link in the box.

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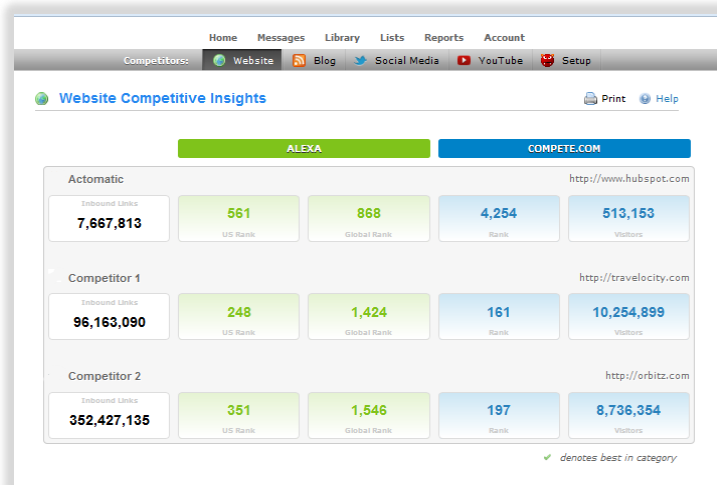
5. If the information could not be detected or Act-On guessed incorrectly, enter the correct values in each field and click **Submit**.
 - a. **Blogs** must contain an RSS feed in order for Act-On to read them. If you aren't sure whether a blog has an RSS feed, just enter the URL. When you click *Submit*, Act-On will let you know if it will work. If you see a drop-down menu, this will allow you to choose a specific blog URL.
 - b. For **Twitter**, **Facebook**, and **YouTube**: Enter just the usernames, no URL necessary.
 - c. For **LinkedIn**, enter the username or the ID.
6. Repeat this process for each competitor you wish to monitor.
7. Use the *Move Up* and *Move Down* buttons to position and reposition competitors.

VIEW YOUR INSIGHT REPORTS

Once you've entered the data for your company and your competitors, you can view results right away. Hover over the **Competitors** menu so the drop-down menu opens, and choose *Website*, *Blog*, *Social Media*, or *YouTube*.

WEBSITE COMPETITIVE INSIGHTS

- See and compare your number of inbound links with your competitors'
- The *Alexa* ratings show how a site ranks globally and in the US. Alexa ranks sites based on tracking information from users of Internet Explorer, Firefox and Chrome.
- The *Compete.com* results show US rankings and the number of visitors from US IP addresses. These numbers are computed from internet service providers, opt-in panels, application providers, and other sources.

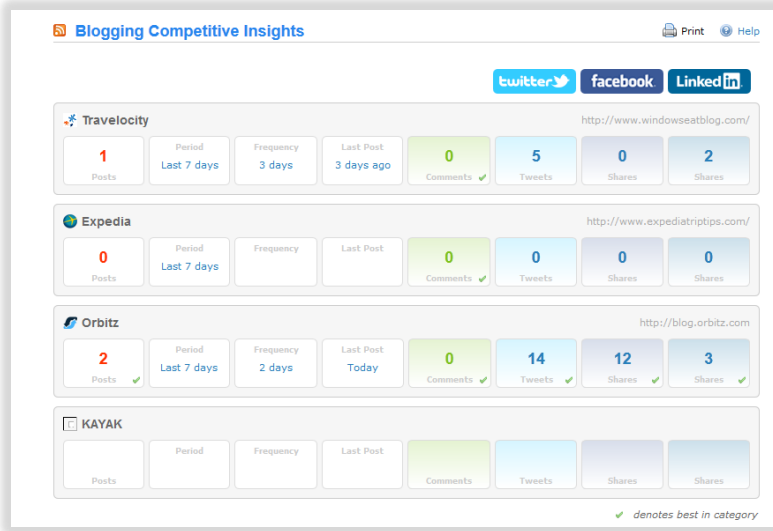


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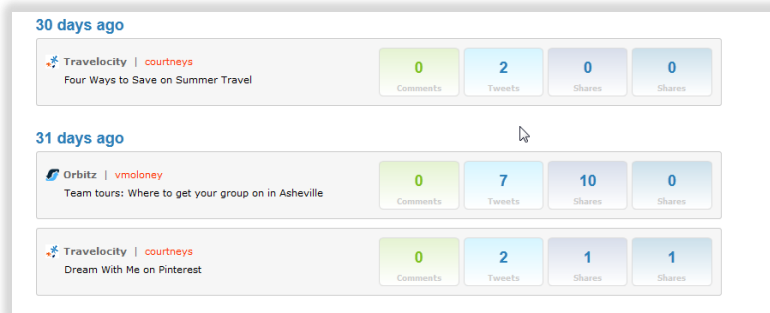
BLOG COMPETITIVE INSIGHTS

This section compares your blogging efforts to those of your competitors, including:

- Frequency of posts
- Number of comments



At the bottom of this page, you'll see blog posts of all your tracked companies, by day.

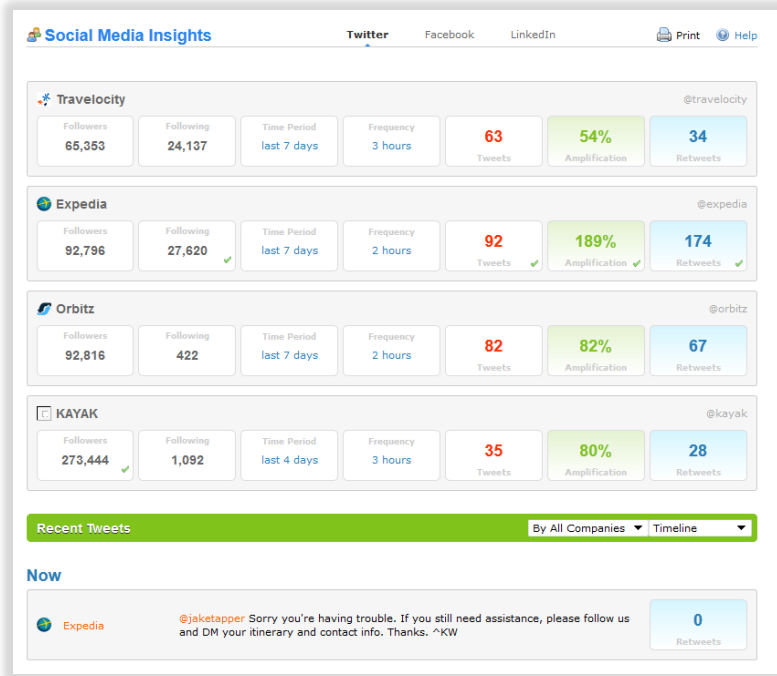


You can quickly see trending topics and the numbers of responses for each post.

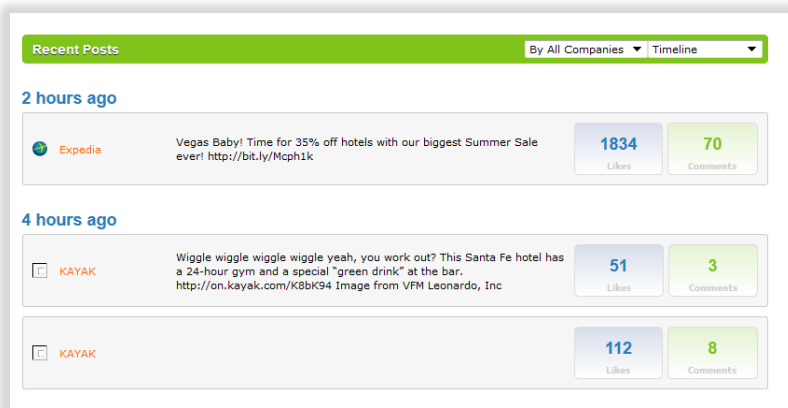
The number of posts and time period of posts displayed will depend on the information available in each company's RSS feed for their blog, so these may vary from company to company.

SOCIAL MEDIA COMPETITIVE INSIGHTS

On this page, tabs for Twitter, Facebook and LinkedIn are located across the top. Click to see statistics, including amplification (the # of times your post is shared by the people you reach directly) and the number of comments.



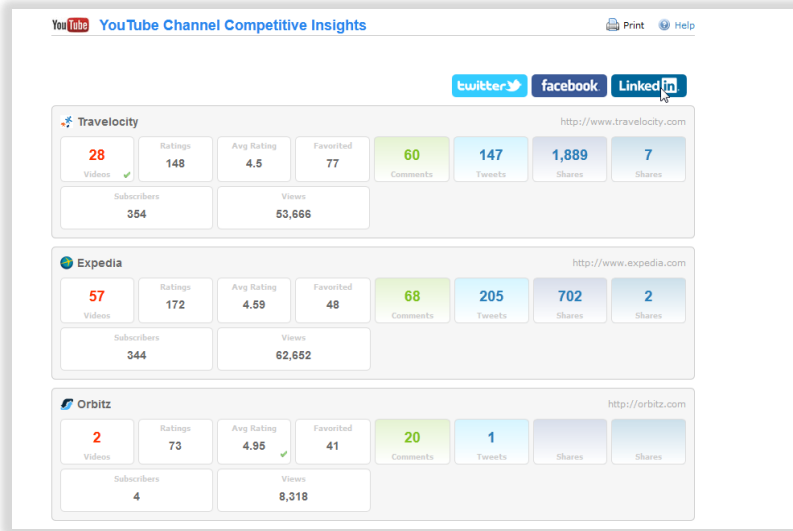
Recent posts are displayed at the bottom of this page. Note that you can view all the companies you track, or look at results company by company. *By All Companies* is the default. You can also results by *Timeline*, *Most Likes* or *Most Comments*. *Timeline* is the default.



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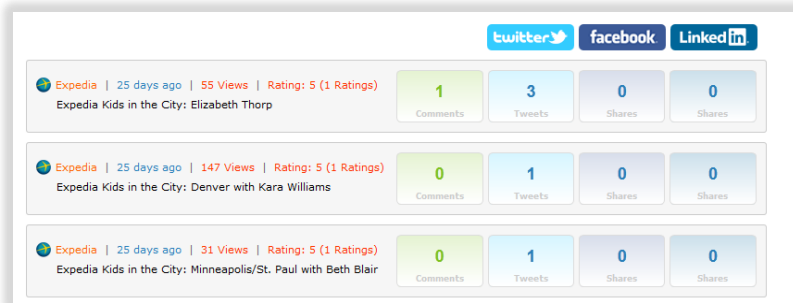
YOUTUBE COMPETITIVE INSIGHTS

The YouTube Competitive Insights section compares the amount of content available on your YouTube channel, as well as the overall responses in terms of subscribers, views, number of ratings, average ratings, comments, favorites, and social amplification from sharing on Twitter, Facebook, and LinkedIn.



In order for Insight to provide results for Twitter, Facebook, LinkedIn or YouTube, you must have an account for that channel established in Account > Connectors > Social Media.

Recent videos posted, and number of responses around each individual video, are also displayed.



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