# act on

### **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.

Website Competi	tive Insights			🚔 Print  😣 Help	
	AI	EXA	COMPETE.COM		
Actomatic				http://www.hubspot.co	
Inbound Links 7.667.813	561	868	4,254	513,153	
Competitor 1				http://travelocity.co	
Inbound Links 96 163 090	248	1,424	161	10,254,899	
	US Rank	Global Rank	Rank	Visitors	
Competitor 2				http://orbitz.co	
Inbound Links	351	1 546	197	8 736 354	
352 427 135		1,010		0,100,004	

## Document shortcuts

- <u>Set Up Your</u>
  <u>Insight Competitors</u>
- <u>View Your Insight</u>
  <u>Reports</u>
- <u>Website</u>
  <u>Competitive</u>
  <u>Insights</u>
- Blog Competitive
  Insights
- <u>Social Media</u>
  <u>Competitive</u>
  <u>Insights</u>
- YouTube
  Competitive
  Insights

- 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.

Company Online Presence	
Edit Competitor	
Here is the information we detected for the correct, click Submit.	competitor's blog, social media presence, and YouTube channel. If this information is
You may also edit any field manually if we not have a value for one of the fields, it can	were unable to detect it, or if you wish to track a different value. If the competitor does n be left blank.
Name	Southwest Airlines   Book Flights, Airline Tickets, Airfare
Website URL	http://www.southwest.com
Blog URL	http://www.southwest.com/jp/blog.html?int=GFOOTER-TC
Twitter Username	SouthwestAir?int=GFOOTER-TOP-TWITTER
Facebook Username	Southwest?int=GFOOTER-TOP-FACEBOOK
LinkedIn Username/Id*	southwest
Google Plus Id	(eg. 101235526000683158212)
YouTube Username	(eg. ActOnSoftware)
* - This information was not found on	the company's homepage and should be verified by clicking the 🇳 button before submitting the data for tracking.

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.





- 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.





#### **BLOG COMPETITIVE INSIGHTS**

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

- Frequency of posts
- Number of comments

					twitterУ	facebook	Linked in
💉 Traveloci	ty					http://www.windo	owseatblog.com
1 Posts	Period Last 7 days	Frequency 3 days	Last Post 3 days ago	0 Comments 🖌	5 Tweets	0 Shares	<b>2</b> Shares
🕘 Expedia						http://www.expe	ediatriptips.cor
0	Period Last 7 days	Frequency	Last Post	0	0	0	0
🖉 Orbitz						http:/	
2	Period	Frequency 2 days	Last Post	0	14	12	3
Dealer				Comments 🖌	Tweets 🖌	Shares 🧹	Shares
Posts							

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

Travelocity   courtneys	0	2	0	0
Four Ways to Save on Summer Travel	Comments	Tweets	Shares	Shares
1 days ago				
🖉 Orbitz   vmoloney	0	7	10	0
Team tours: Where to get your group on in Asheville	Comments	Tweets	Shares	Shares
📌 Travelocity   courtneys	0	2	1	1
Dream With Me on Pinterest	U U	2		

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.

🛠 Travelocity						@travelocity
Followers	Following	Time Period	Frequency	60	E 49/	24
65,353	24,137	last 7 days	3 hours	03 Tweets	3470 Amplification	34 Retweets
Expedia						@expedia
Followers	Following	Time Period	Frequency	02	190%	474
92,796	27,620	last 7 days	2 hours	J∠ Tweets v	Amplification V	Retweets 🖌
🖉 Orbitz						@orbitz
Followers	Following	Time Period	Frequency	82	82%	67
92,816	422	last 7 days	2 hours	Tweets	Amplification	Retweets
KAYAK						@kayak
Followers	Following	Time Period	Frequency	25	80%	28
273,444	1,092	last 4 days	3 hours	Tweets	Amplification	Retweets
				_		
lecent Tweets				E	3y All Companies 🔻 T	imeline 🔻
w						

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.

Recent Posts	By All C	Companies 🔻	Timeline	
nours ago				
Expedia	Vegas Baby! Time for 35% off hotels with our biggest Summer Sale ever! http://bit.ly/Mcph1k	1834 Likes	70 Comments	
ours ago				
hours ago	Wiggle wiggle wiggle wiggle yeah, you work out? This Santa Fe hotel has a 24-hour own and a special "oreen dripk" at the har.	51	3	
IOUITS AGO	Wiggle wiggle wiggle wiggle yeah, you work out? This Santa Fe hotel has a 24-hour gym and a special "green drink" at the bar. http://on.kayak.com/K8bK94 Image from VFM Leonardo, Inc	51 Likes	3 Comments	
Indurs ago	Wiggle wiggle wiggle wiggle yeah, you work out? This Santa Fe hotel has a 24-hour gym and a special "green drink" at the bar. http://on.kayak.com/K8bK94 Image from VFM Leonardo, Inc	51 Likes 112	3 Comments	



#### 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.

		twitter	facebook	Linked in
Expedia   25 days ago   55 Views   Rating: 5 (1 Ratings)	1	3	0	0
Expedia Kids in the City: Elizabeth Thorp	Comments	Tweets	Shares	Shares
Expedia   25 days ago   147 Views   Rating: 5 (1 Ratings)	<b>O</b>	1	<b>0</b>	<b>0</b>
Expedia Kids in the City: Denver with Kara Williams	Comments	Tweets	Shares	Shares
Expedia   25 days ago   31 Views   Rating: 5 (1 Ratings)	0	1	<b>O</b>	0
Expedia Kids in the City: Minneapolis/St. Paul with Beth Blair	Comments	Tweets	Shares	Shares