Keeping track online

A number of online tools can be used to keep track of your progress with websites or social media The most important thing to keep in mind though is that many of these need to be set up and started running **at the start of your project**, they are often unable to retrospectively gather information at the end.

- Google Analytics - **analytics.google.com** - Set up your website with Google Analytics to start collecting data about visitor numbers, visits to pages, how people navigate around your site, and more.

- Facebook Insights - If you run a Facebook Page, you can automatically see Insights about your Page, its visitors and how they interact with your content there.

- Wordpress statistics - Access this by clicking Stats on your Wordpress Dashboard. Useful for showing views of your stories and general activity on posts.

- Medium analytics - in contrast to WordPress, the blog platform Medium's analytics show you how many people 'completed' your posts, and how many liked them

- Twitter analytics - **analytics.twitter.com** - Offers up summaries of your statistics and most successful activity, in monthly collections.

- Bitly - bit.ly - allows you to track how many people click on a link (you shorten the link with Bitly), on what platform, at what time, and in which countries. This is useful for comparing performance across different social media (share the same link on Twitter, Facebook, and email) and different timings.

- Buffer - **bufferapp.com** - also allows you to measure how many people click on a link shared on social media, but it also allows you to schedule ('buffer') updates at the optimal times on different social networks. It can be integrated with Bitly in the settings.

- IFTTT (If This, Then That) - **ifttt.com** - allows you to 'trigger' one service when something happens on another service. For example 'if this person tweets, then save a copy in a Google Drive spreadsheet'.

- Zapier - **zapier.com** - similar to IFTTT, but allows you to connect multiple triggers. More advanced but more complex.

- Lots more analytics tools at **https://pinboard.in/u:paulbradshaw/t:analytics+tools**