

# Insights for Websites

PRODUCT GUIDE



**facebook**

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# Insights for Websites

## PRODUCT GUIDE

The new version of Insights for Websites gives businesses better analytics on how people interact with your content to help you optimize your website in real-time. When used in conjunction with other web analytics tools, Insights for Websites can help you make quick and accurate decisions to maximize traffic and engagement.

### Key highlights



**New metrics:** Get deeper metrics for your social plugins. For example, in addition to the number of Likes and Shares your content has received, you can now learn about the number of impressions and referral clicks you've received on Facebook and much more.



**Real-time engagement metrics:** Up to the minute analytics allow you to quickly react and optimize your site.

This guide will introduce you to the new Insights for Websites product and provide you with best practices on how to use this data.

## Getting Started

To start using the Insights for Websites, visit [www.facebook.com/insights](http://www.facebook.com/insights). Your account should automatically be upgraded with the new features. If you don't see your domain, you can easily claim Insights for your domain by adding a meta tag to your homepage. To generate a meta tag, visit [www.facebook.com/insights](http://www.facebook.com/insights), click the "Insights for your Domain" button, and choose to give access to a user, the admins of a Page or the admins of an application.

Please note that sub-domains must be claimed individually. For more detailed information on how to claim your domain, visit <http://developers.facebook.com/docs/insights/>

### Historical Data

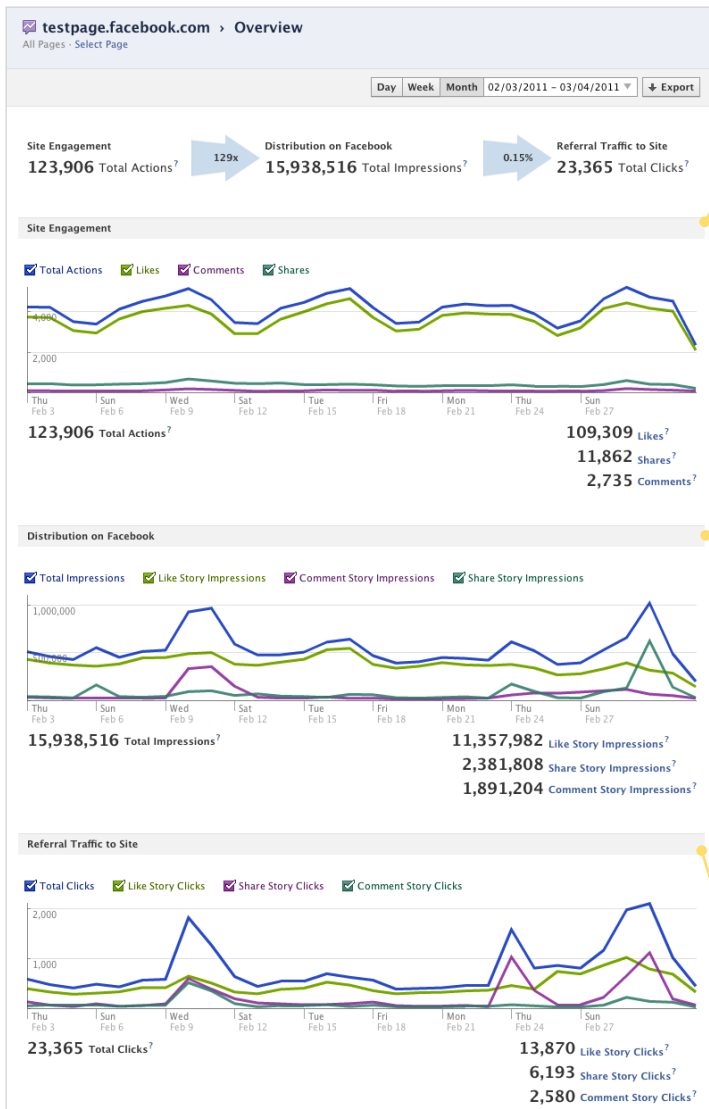
Unfortunately, many of the new metrics tracked in Insights for Websites were not available in the previous version, so historical data will not be carried over. We plan to give developers the appropriate amount of time to export their data before ending support for the old Insights product. To access the previous version of Insights, go to <http://www.facebook.com/insights> and click "Old Domain Dashboard" on the left nav.

### Insights API

The Insights API is available for you to build your own custom solution. For more information, please refer to <http://developers.facebook.com/docs/insights/>.

## Website Overview

The Website Overview tab is a snapshot view of how people are engaging with content on your site, how its being shared on Facebook, and the referral traffic Facebook sends back to your site.



Website Overview



**Tip:** You can also get website overview metrics for specific URLs within your domain. Simply click on "Select Page" at the top of the page and enter your desired URL.

### Site Engagement

Adding social plugins to your site enables people to share links to your site with their friends on Facebook. In this section, you can learn more about how they're engaging with content on your domain.

**Likes:** The number of times people clicked the Like button on your site.

**Shares:** The number of times people included a link to your site in a status update or Wall post.

### Distribution on Facebook

When people interact with content on your site, stories are published on their Profile and distributed to their friends' News Feeds. In this section, you can learn more about how your content is seen on Facebook.

**Impressions:** The number of times people viewed stories that link to your site in News Feed, Page Walls, or Profile Walls.\*

**Like Stories:** The number of times people viewed stories generated from Like button clicks on your site.

**Share Stories:** The number of times people viewed a link to your site in a status update or Wall post.

**Comment Stories:** The number of times people viewed stories generated from comments left on your site using the Comments Box plugin.

### Referral Traffic

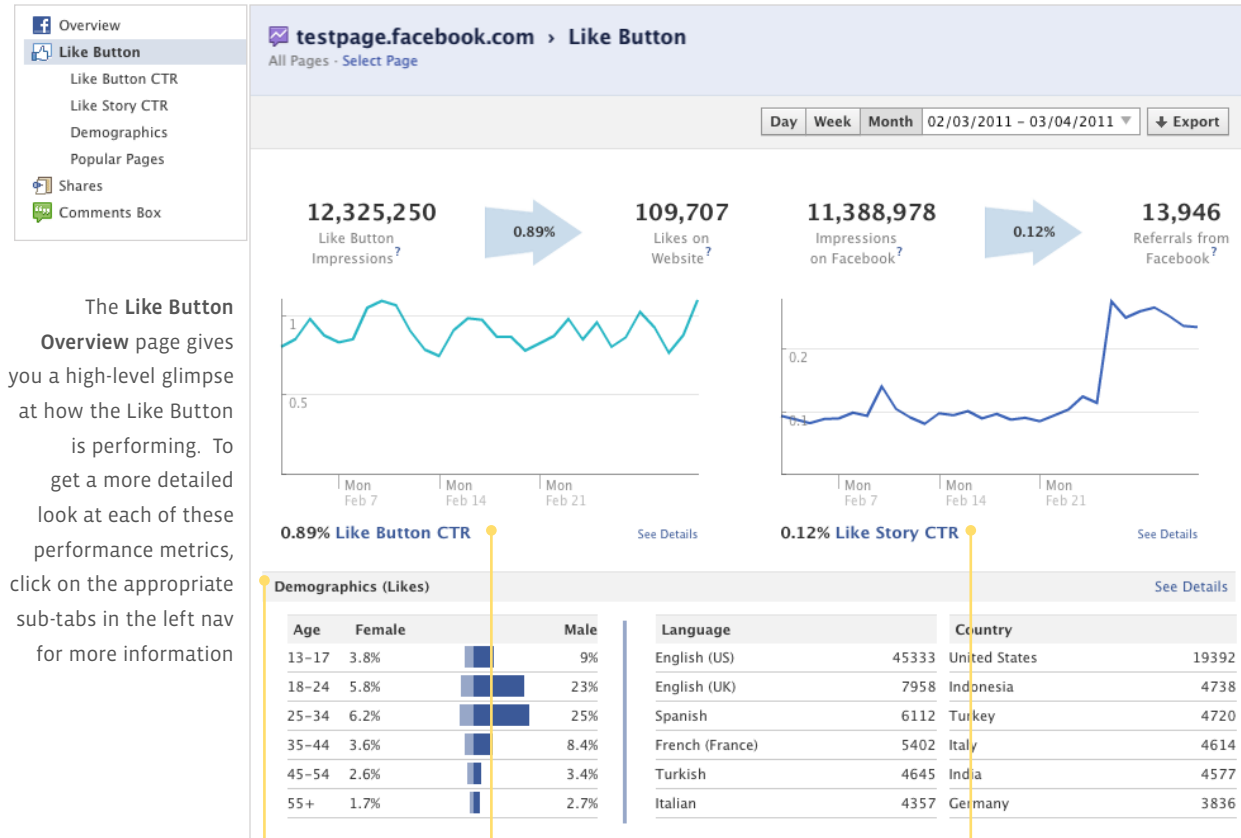
On Facebook, people are constantly engaging and interacting with their friends and content from websites. In this section, you can learn more about how this results in traffic back to your site.

**Referral Clicks:** The number of clicks sent to your site from stories in News Feed, Page Walls, or Profile Walls.\*

\*Please note that this data does not include actions in private messages, search, Groups or Events.

# Like Button Overview

The Like Button is a social plugin that lets a user share your content with their friends on Facebook. This page gives you a better understanding of how the plugin is performing, the types of people that interact with it, and the top pages they're liking—all in real-time.



The Like Button Overview page gives you a high-level glimpse at how the Like Button is performing. To get a more detailed look at each of these performance metrics, click on the appropriate sub-tabs in the left nav for more information

Like Button Overview

**Like Button CTR**  
Highlights the impressions\*, clicks and click-through rate of Like Buttons on your site

**Like Story CTR**  
Once a user clicks a Like Button on your site, it generates a Like Story on Facebook; this tab shows you the impressions, clicks, and click-through rates of these stories

**Demographics**  
Shows aggregated demographic information for people who see your Like Buttons, click on your Site's Like Buttons, and arrive from Facebook to your site

**Popular Pages (not shown)**  
This tab surfaces the most engaging content on your site ranked by Likes. You can also use this to dive deeper and learn more about how a specific URL is performing

\*Please note that impressions are counted every time a Like Button is loaded, including if there are multiple Like buttons on a page.



## Shares Overview

In addition to interacting with social plugins on your site, people commonly share content by linking to websites in status updates and Wall posts. The Shares Overview page displays the number of times people publicly posted links to your site on Facebook, the resulting impressions and referral clicks, and its corresponding aggregated demographic information.



People often share your content by copying and pasting your links and posting them on Facebook or via the Share button. The Shares Overview page gives you an overview of this activity.

Copying and pasting a link



Shares Overview

**Tip:** For most reports in Insights for Websites, you can customize your data by Day, Week, Month, or you can select your own date range.

## Comments Box Overview

The Comments Box is a social plugin that lets people use their Facebook profile to comment on content across the web. To help you maximize the number of comments posted on your site, the Comments Box Overview page gives you visibility into the number of comments posted and the overall comment rate. It also shows the number of comments that resulted from comment stories in News Feed and referral clicks to your site.



In addition to measuring comment activity on your site, Insights for Websites will also measure comment stories posted back to Facebook and the traffic it sends back to your site

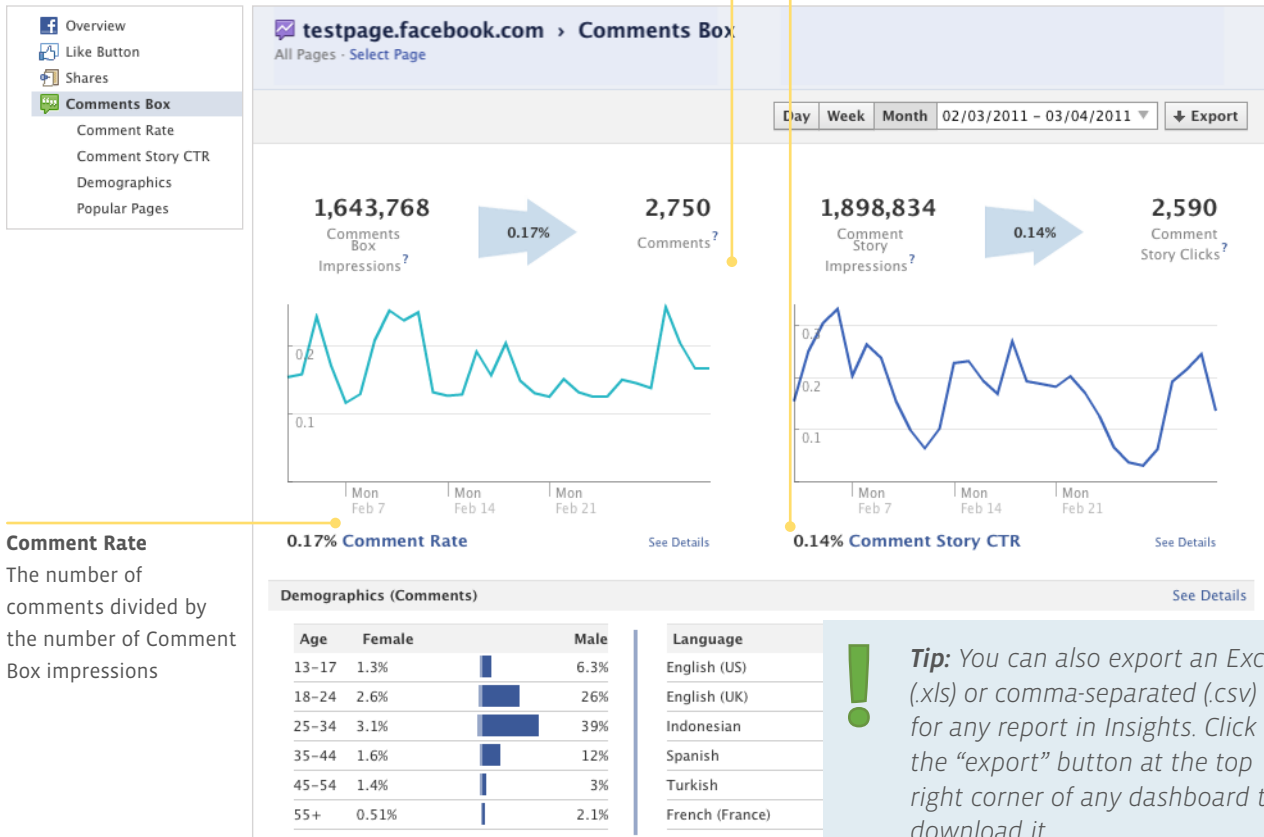
Comment story on Facebook

### Comments

The number of comments left on your site via the Comments Box plugin and comment stories

### Comment Story CTR

The number of referral clicks divided by the number of comment story impressions displayed in the same time period



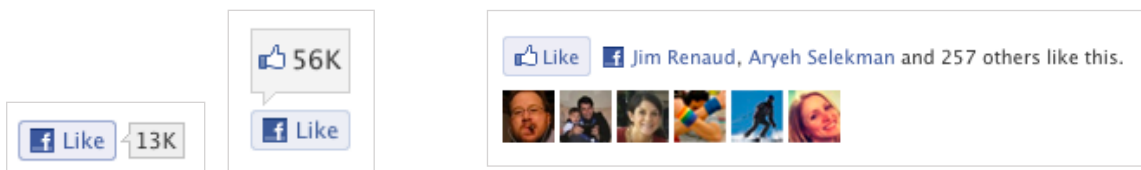
## Best Practices

There are a number of ways you can use Insights for Websites to help you make fast and smart decisions to maximize traffic and engagement for your site. For example, you can test the impact of button placement on Like Button CTR or identify the Open Graph image that generates the highest Like Story CTR.

### Optimize the Like Button

Test variations of the Like button and its placement on your site. Using the Like Button CTR tab, you can monitor and measure the impact of each change.

1) Experiment with different versions of the Like Button and see how it influences your number of Likes:



Like Button

Like Button with Faces

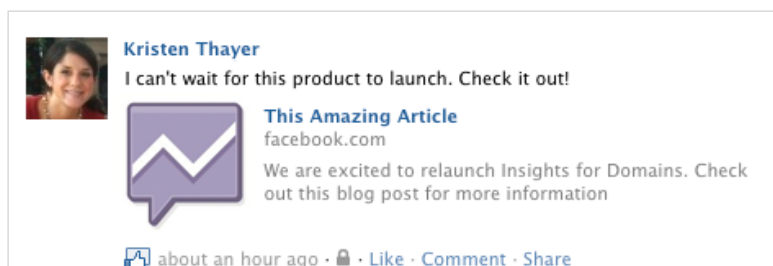
2) Test different placements of the Like Button. Does it perform better at the top or the bottom of the page? Do you find that the Like Button receives more clicks when it's placed next to photos or videos?

### Optimize the Like Story

After a user clicks a Like Button on your site, a Like Story is generated in the Facebook News Feed for their friends to see. To maximize your Facebook referral traffic, use the Feed Story CTR tab to test with the way the Like Story looks. For example, you can enable comments on your Like Button to allow users to write a short note about what they are liking. You can also test different titles and images that appear in your News Feed Stories.



Like story on Facebook



Like story with comments and different image

### Find Opportunities in Real Time

Because Insights for Websites provides you up to the minute data, you can react more quickly and make changes on your site to maximize traffic and engagement. For example, use the Popular Pages tab to gauge what content is resonating most with your audience and feature it on your homepage.

### Learn from Demographic Data

Keep new visitors engaged. Use the Demographics tab to learn about the audience coming to your site from Facebook and present relevant content and interesting links on landing pages.

*Are you an admin of a Facebook Page? Download our latest comprehensive guide on how to use Insights for Pages:*

<http://scr.bi/pages-guide>