

# STEP-BY-STEP Tracking Organic Search

How KISSmetrics tracks the ROI of SEO by tracking people.



**What if you could know** that for every \$1 invested in ranking for the search term, "accounting," you're pulling \$10 back? With KISSmetrics, you can.

Here's how we connect the dots between search terms and revenue, in step-by-step detail.



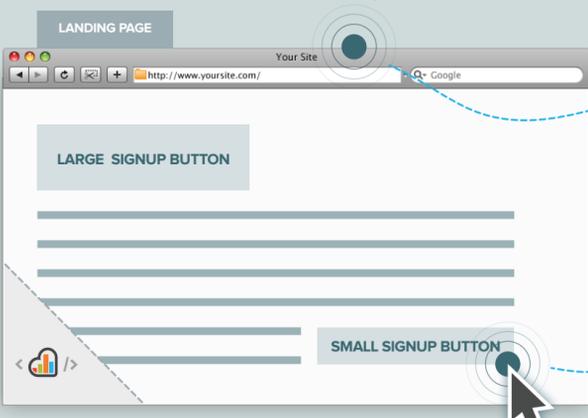
[ Internet users ]

## Actions taken by a specific user

A person Googles "accounting," sees your accounting software displayed as the first result, and clicks through.

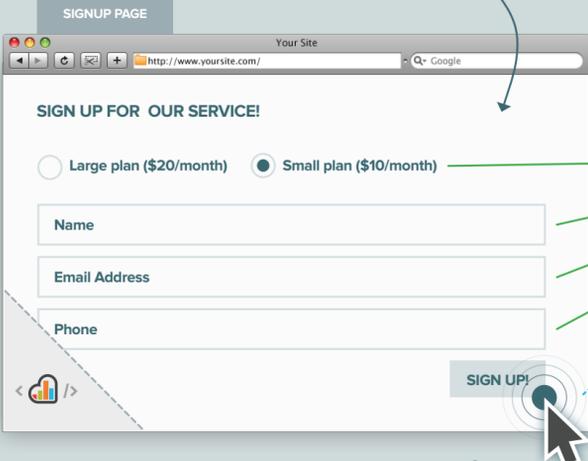
XYZ123

Because your webpage has KISSmetrics' tracking code in its <head>, KISSmetrics tracks this anonymous person's arrival by tagging that person with an auto-generated ID (XYZ123). KISSmetrics also fires default events & properties.



XYZ123

The anonymous person clicks the small button. Differentiate between large and small buttons by creating custom properties like "button variant".



johnsmith@gmail.com

User selects a plan and signs up. By creating a custom event that fires when a person submits a form, relevant form data gets passed into KISSmetrics as properties.

## Timeline

## Data collected by KISSmetrics

**This is an event.** Outside of default events, you can create custom events that fire in a number of scenarios:

- Person clicks on a button
- Person views a webpage
- Person submits a form

Then include event details as optional properties. Either create custom events & properties by filling out a form in the event library or by asking your developer to use any of our APIs or integrations.

As people travel through your website, KISSmetrics tracks what events and properties they trigger.

Person **XYZ123** did **"Visited Site"**

Referrer: Google  
Search term: "accounting"  
URL: home.html

Person **XYZ123** did **"Clicked Signup Button"**

Button Variant: Small

Person **XYZ123** did **"Signed up"**

Billed Amount: \$10  
Name: John Smith  
Email Address: johnsmith@gmail.com  
Phone: 555-555-1234

johnsmith@gmail.com was aliased to **XYZ123**

**ABOUT ALIASING:** Once a person supplies your website with a named identity (such as an email address given via a signup form), KISSmetrics can then "alias" that named identity to the person's previous identities, including the person's anonymous identity (XYZ123). This allows KISSmetrics to paint a "complete" picture about John Smith. Aliasing happens automatically when you track a form submission event and can also be manually forced via our APIs or integrations.

14 days later

ABC789

John returns to your site, this time on his smartphone. Until he signs in, KISSmetrics doesn't know who he is and assigns him a fresh anonymous ID (ABC789).



johnsmith@gmail.com

John fills out the form and clicks "Login." Just like when John filled out the sign-up form, KISSmetrics automatically aliases the anonymous identity to the named identity. KISSmetrics tracks forms to continue painting a complete picture of John, even when he switches to a mobile device.

DAY 15

Person **ABC789** did **"Visited Site"**

Referrer: Direct

Person **ABC789** did **"Logged In"**

Email Address: johnsmith@gmail.com

johnsmith@gmail.com was aliased to **ABC789**

Person **johnsmith@gmail.com** did **"Upgrade"**

Billed Amount: \$20

## CHRONOLOGICAL SUMMARY OF JOHNSMITH@GMAIL.COM

This is what KISSmetrics knows about johnsmith@gmail.com after 15 days. Every event & property is timestamped so you can pull reports on specific time periods.

**johnsmith@gmail.com**

Name: John Smith  
Phone: 555-555-1234  
Current Plan: Large

**Person Details**

1 day ago

July 21, 2012

- 8:00 am Visited Site (Referrer: Direct)
- 8:01 am Logged In
- 8:10 am Upgraded (Billed Amount: \$20)

15 days ago

July 6, 2012

- 7:00 pm Visited Site (Referrer: Google, Search term: "accounting", URL: home.html)
- 7:10 pm Clicked Signup Button (Button Variant: Small)
- 7:15 pm Signed Up (Billed Amount: \$10)

**Other analytics tools** won't account for John's total lifetime value, which started at \$10/month and increased to \$20/month after his upgrade. He may stay for 3 years and switch plans half a dozen times. KISSmetrics tracks all those revenue-related events to give marketers ROI reports that aren't just pegged to the first transaction, but are pegged to lifetime transactions. Now you can know that your #1 ranking for the search term "accounting" is pulling \$10 for every \$1 spent on maintaining your ranking.

You can now compare SEO costs to revenue reports like this in KISSmetrics for ROI calculations:

Search terms	Total Revenue	Avg Revenue/Person	Lifetime Value	Paying Customers	Avg Monthly Churn
accounting	1,357,227	134	224	10,148 people	4%
accounting software	374,204	220	622	1,704 people	1.3%
Quickbooks alternatives	304,527	228	637	1,334 people	1.3%

Want to view this report? Click the Revenue tab, then segment by selecting the property "Search Terms".