

Internet Marketing Tracking Software



Simple, Smart and Easy To Use!



Software Features:

Competitor Tracking
Head and Long Tail Tracking
Geo-Targeting
Automated Reporting
Multiple Site Management
Granular User Permissions



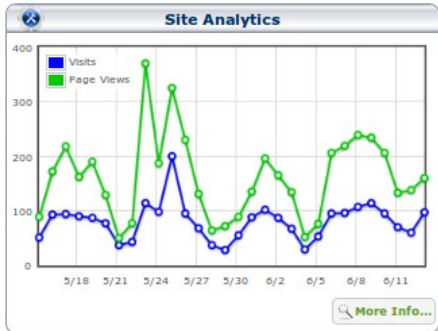
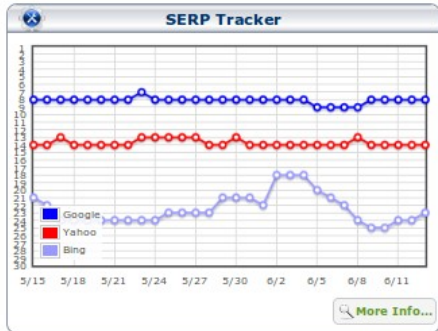
Main Dashboard



Select Site
hallme.com

You have successfully logged in.

- Navigation
 - Dashboard
 - Status
 - Competitive Analysis
 - Contact Manager
 - Effort Manager
 - PPC Reports
 - SERP Tracker
 - Site Analytics
 - Social Media Tracker
- Management
 - News
 - Press
 - Recommendations
 - Webinars
- Admin
 - Sites
 - Accounts
 - Modules
 - Users



4





SERP Tracker

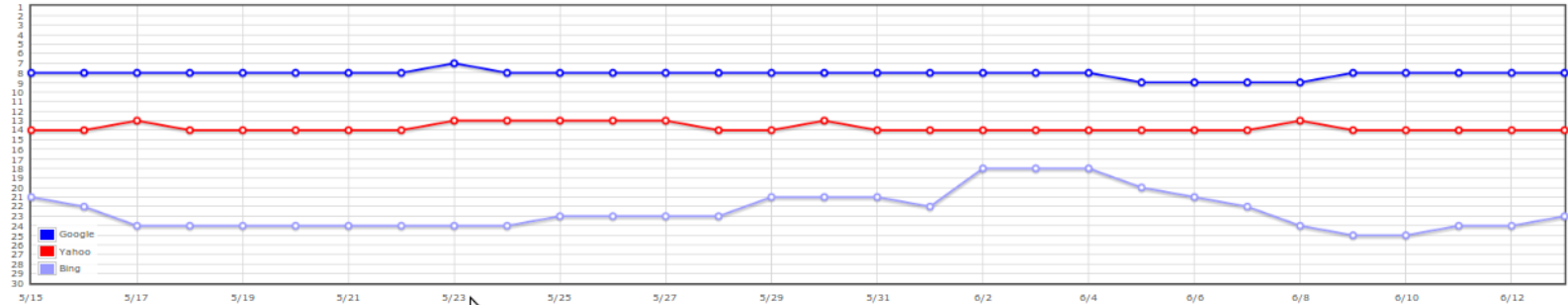
Select Site

- Navigation
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 - Competitive Analysis
 - Contact Manager
 - Effort Manager
 - PPC Reports
 - SERP Tracker
 - Status
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 - Campaigns
 - Competitors
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 - Edit Settings
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SERP Tracker
 halme.com
 Site Aggregate Data

Start Date: End Date:



Terms and Positions

#	Keyword	Google Position	Yahoo Position	Bing Position
1	google analytics consulting (View Search Sector)	-- (of 9,040,000)	-- (of 772,120)	-- (of 621,000)
2	google analytics training (View Search Sector)	-- (of 11,000,000)	-- (of 1,511,358)	-- (of 784,000)
3	hall web services (View Search Sector)	1 (of 102,000,000)	1 (of 50,962,622)	1 (of 129,000,000)
4	internet marketing maine (View Search Sector)	1 (of 15,100,000)	6 (of 1,955,884)	27 (of 6,000,000)
5	maine blog management (View Search Sector)	2 (of 33,800,000)	30 (of 3,428,307)	-- (of 2,520,000)
6	maine blog marketing (View Search Sector)	1 (of 29,500,000)	24 (of 4,607,883)	-- (of 2,910,000)
7	maine email marketing (View Search Sector)	27 (of 28,600,000)	-- (of 2,767,004)	-- (of 7,580,000)
8	maine internet marketers (View Search Sector)	1 (of 16,700,000)	14 (of 43,933)	11 (of 6,200,000)
9	maine internet marketing (View Search Sector)	1 (of 13,100,000)	4 (of 2,014,750)	-- (of 8,950,000)
10	maine internet marketing firm (View Search Sector)	1 (of 15,100,000)	4 (of 398,956)	24 (of 3,960,000)
11	maine internet strategy (View Search Sector)	1 (of 29,800,000)	1 (of 909,386)	4 (of 4,480,000)
12	maine link building firm (View Search Sector)	10 (of 3,750,000)	-- (of 379,357)	-- (of 3,770,000)
13	maine online marketing (View Search Sector)	-- (of 13,700,000)	-- (of 2,633,529)	-- (of 11,000,000)
14	maine organic search marketing (View Search Sector)	1 (of 1,350,000)	1 (of 338,893)	1 (of 8,440,000)
15	maine paid search marketing (View Search Sector)	3 (of 27,000,000)	1 (of 1,850,261)	9 (of 2,580,000)
16	maine search marketing (View Search Sector)	18 (of 12,900,000)	5 (of 6,379,091)	29 (of 9,620,000)

[Export to CSV](#)



Paid Search Reports

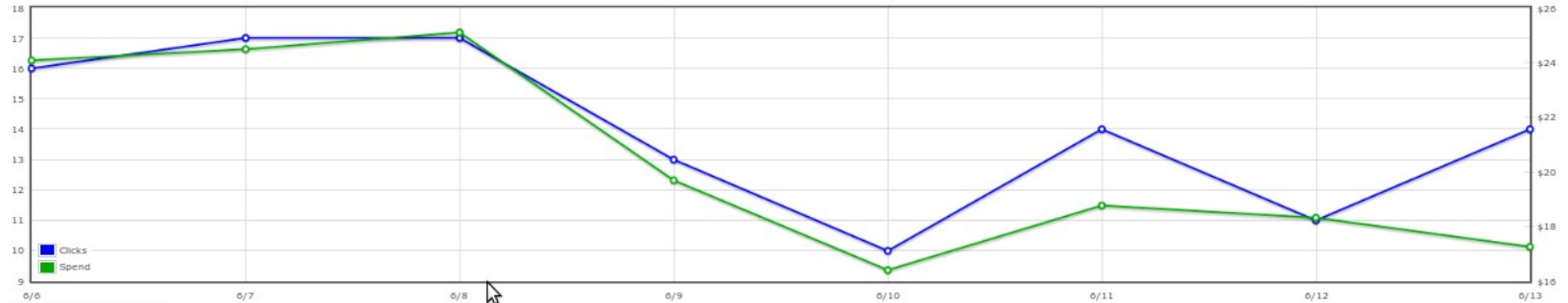


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PPC Reports [435]



06/06/2011 to 06/13/2011

Clicks Spend

Last 7 Days Last 14 Days Last 30 Days This Month Last Month April

From Date: 06/06/2011

To Date: 06/13/2011

Custom Date Range

[View all hallme.com](#)

Client	Monthly Budget	Daily Budget	Clicks	Impressions	Search CTR	CPC	Spend \$	Month \$	Budget Left	Status	Notes	Pause
Combined	\$75.00	\$2.42	112	4,887	2.29%	\$1.47	\$164.09	\$273.71	\$-198.71	Est \$239.84 overage		Pause All
Google	\$25.00	\$0.81	61	3,164	1.93%	\$1.93	\$117.69	\$203.19	\$-178.19	Est \$191.90 overage		Pause
MSN/Bing	\$25.00	\$0.81	51	1,723	2.96%	\$0.91	\$46.40	\$70.52	\$-45.52	On Target (auto-pause est 04/19/11)		Pause
Yahoo	\$25.00	\$0.81	0	0	0%	\$0.00	\$0.00	\$0.00	\$25.00	Est \$11.29 short		Unpause

Manage Subaccounts Add Date



Social Media Tracker



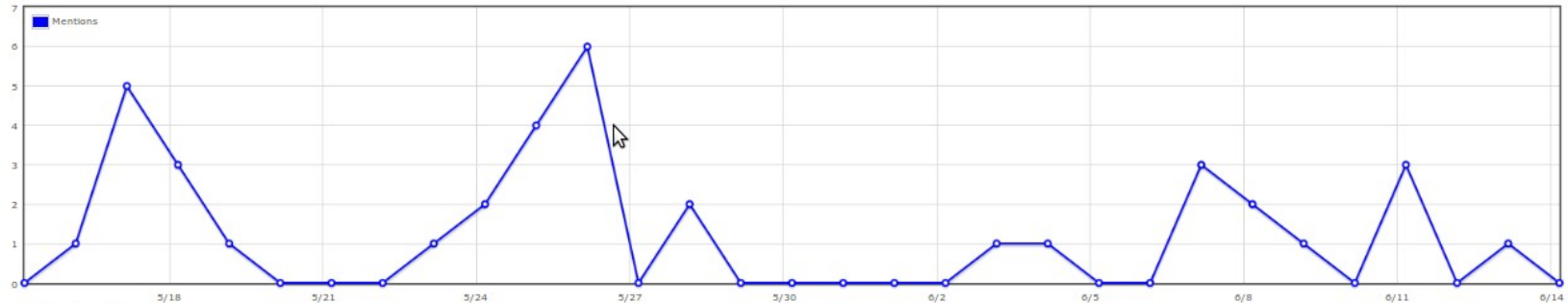
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Social Media Tracker
Past 30 Day Social Media Mentions
Terms Tracked

"Hall Web Services" -worketc.com
 hallme.com
 "hall_web"



Historical Data

Date	Title	Type	Actions
06/12/2011 @02:31:00 PM	The Social Media in B2B Daily is out! http://bit.ly/eNydcK Top stories today via @robertdunhammai @feastinc @hall_web @siddhegde	The Social Media in B2B Daily is out! http://bit.ly/eNydcK Top stories today via @robertdunhammai @feastinc @hall_web @siddhegde	Hide
06/10/2011 @01:27:00 PM	RT @amanda_pants: Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	RT @amanda_pants: Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	Hide
06/10/2011 @01:19:00 PM	Oooh! So fun! RT @amanda_pants: Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	Oooh! So fun! RT @amanda_pants: Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	Hide
06/10/2011 @01:18:00 PM	Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	Loving #abstractme! Getting my notebook (old school) full of ideas for #SMBME and @hall_web!	Hide
06/08/2011 @11:45:00 PM	RT @Hall_Web: Free webinar starting right now all about Blog Comments http://www.hallme.com/webinars/a-deeper-look-at-blog-comments-196.php	RT @Hall_Web: Free webinar starting right now all about Blog Comments http://www.hallme.com/webinars/a-deeper-look-at-blog-comments-196.php	Hide
06/07/2011 @01:57:00 PM	Free webinar starting right now all about Blog Comments http://www.hallme.com/webinars/a-deeper-look-at-blog-comments-196.php	Free webinar starting right now all about Blog Comments http://www.hallme.com/webinars/a-deeper-look-at-blog-comments-196.php	Hide
06/07/2011 @10:43:00 AM	More Mesh Weekly is out! http://bit.ly/ediHGE Top stories today via @fonts2u @bratfacemrktg @hall_web	More Mesh Weekly is out! http://bit.ly/ediHGE Top stories today via @fonts2u @bratfacemrktg @hall_web	Hide
06/06/2011 @12:46:00 PM	RT @Hall_Web: Honored to be named as a finalist for Technology Company of the Year by @TechMaine http://bit.ly/j2kk8h	RT @Hall_Web: Honored to be named as a finalist for Technology Company of the Year by @TechMaine http://bit.ly/j2kk8h	Hide



Site Analytics



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hallme.com

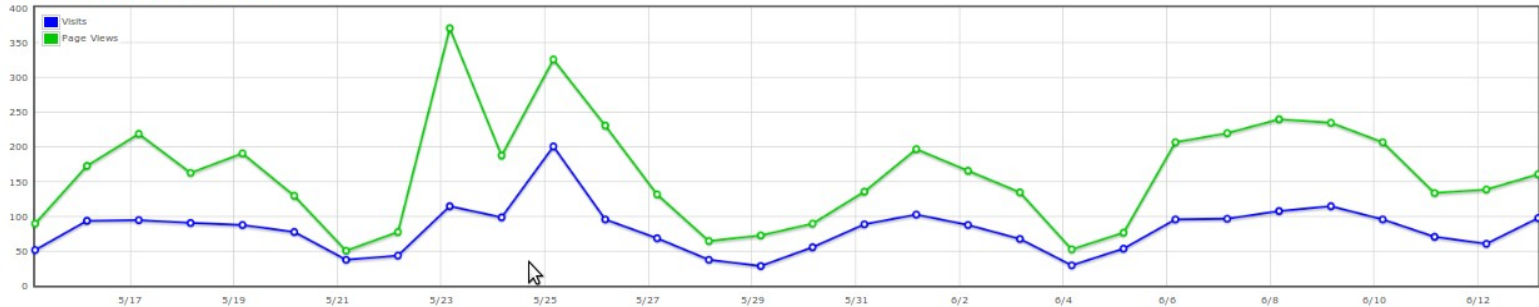
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Past 30 Day Analytic Data



Site Usage

Page Views: 4848
 Visits: 2427
 Pages/Visit: 2.00
 Bounce Rate: 71.24%
 Avg. Time on Site: 00:01:16
 % New Visits: 78.78%

Traffic

Direct Traffic: 18.87%
 Referring Sites: 20.35%
 Search Engines: 55.05%

Top Content

#	Page Name	Pageviews	% Pageviews
1	/	815	16.81%
2	/about-us.php	429	8.85%
3	/blog/matt-cutts-live-youtube-live-streaming-and-google-correlate/	199	4.10%
4	/blog/what-is-a-qr-code/	134	2.76%
5	/blog/picking-a-podcast-reader-that-works-for-you/	120	2.48%

[More Info...](#)

Traffic Sources

#	Page Name	Visits	% Visits
1	google	1268	52.25%
2	(direct)	458	18.87%
3	stumbleupon.com	102	4.20%
4	feedburner	88	3.63%
5	google.com	65	2.68%

[More Info...](#)

Visits by Keywords in Google, Yahoo, and Bing

#	Page Name	Visits	% Visits
1	hall marketing	49	3.86%
2	smartphone scan box	45	3.55%
3	podcast reader	38	3.00%
4	hall internet marketing	33	2.60%
5	hall web services	33	2.60%



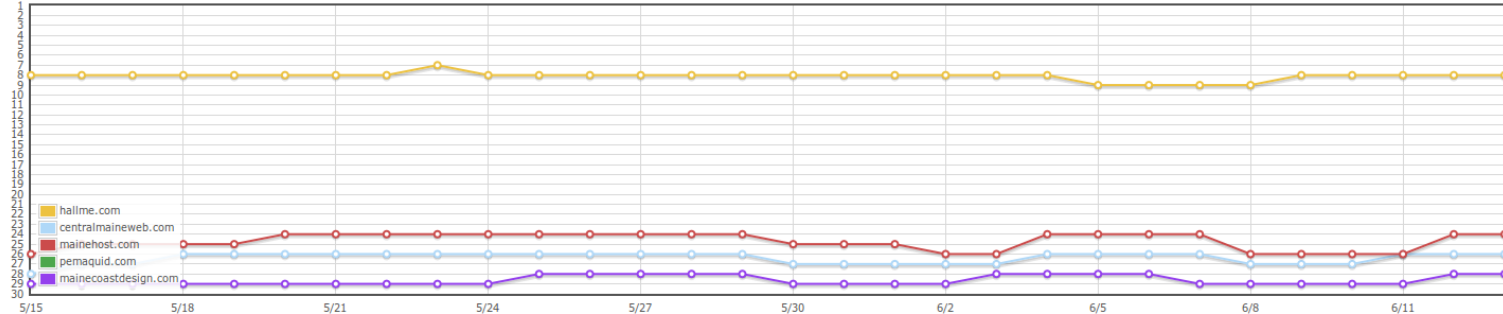
Competitor Tracking



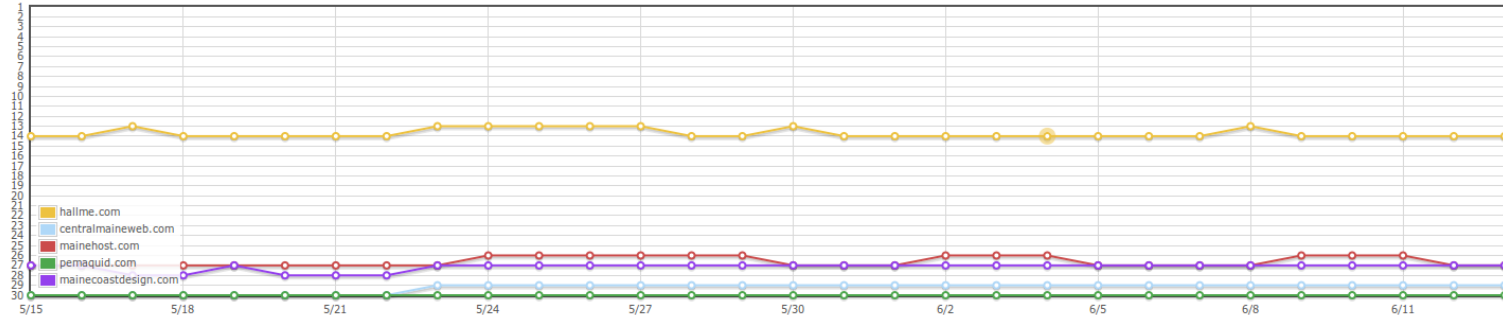
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SERP Tracker Competitor Analysis Google Aggregate data Analysis



Yahoo Aggregate data Analysis



Bing Aggregate data Analysis



Hall Internet Marketing

hallme.com
1-877-HALL-WEB

