

KEYS OF ONLINE MONITORING

What Does It Mean?

Find the Most Influential or Loud Online Data for Your Brand

Think of the Internet as a crowded room with many people talking.

At Spiral16, we help brands discover the online conversations that are the most influential or “loud” **for your business.**

Once we discover the sources that are most influential, the Spiral16 team reports on a regular basis the significant changes or movements there have been since the last reporting period.



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What to Look For in Online Data

Where Are People Talking About Our Brand or Business?

What is the Sentiment Surrounding Our Brand or Business?

What are the Most Popular Topics of Conversation?

Who are the Most Influential Voices for Our Brand?

Which Websites are Most Influential?

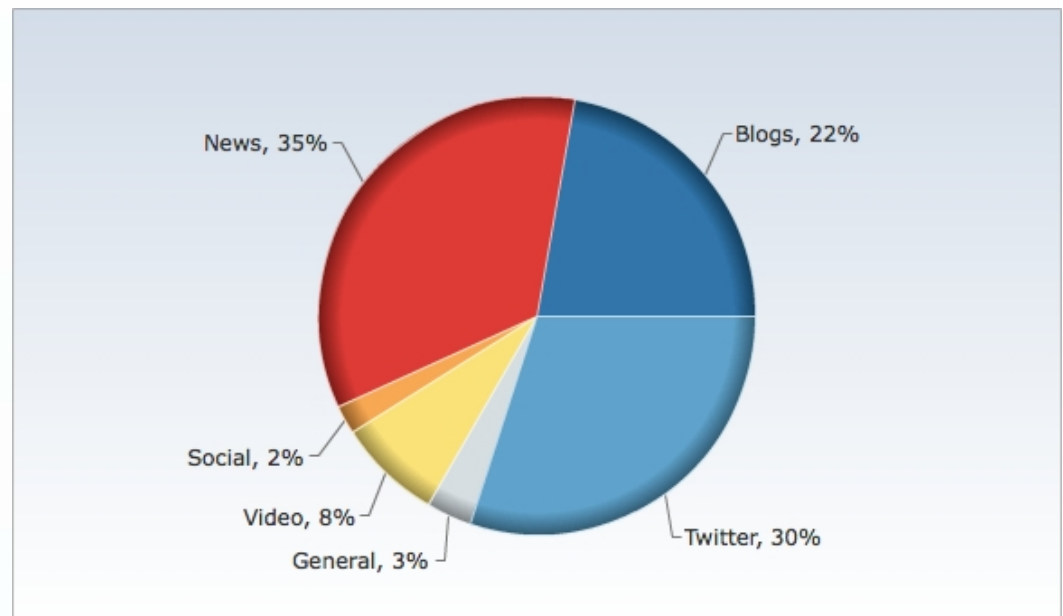
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Where Are Online Conversations Happening?

Where Are People Talking About Our Brand or Business?

Where are the conversations taking place? On blogs? On Twitter?

The location of the conversations online is important because the place where the online activity occurs surrounding your business is an indication of your overall brand footprint.



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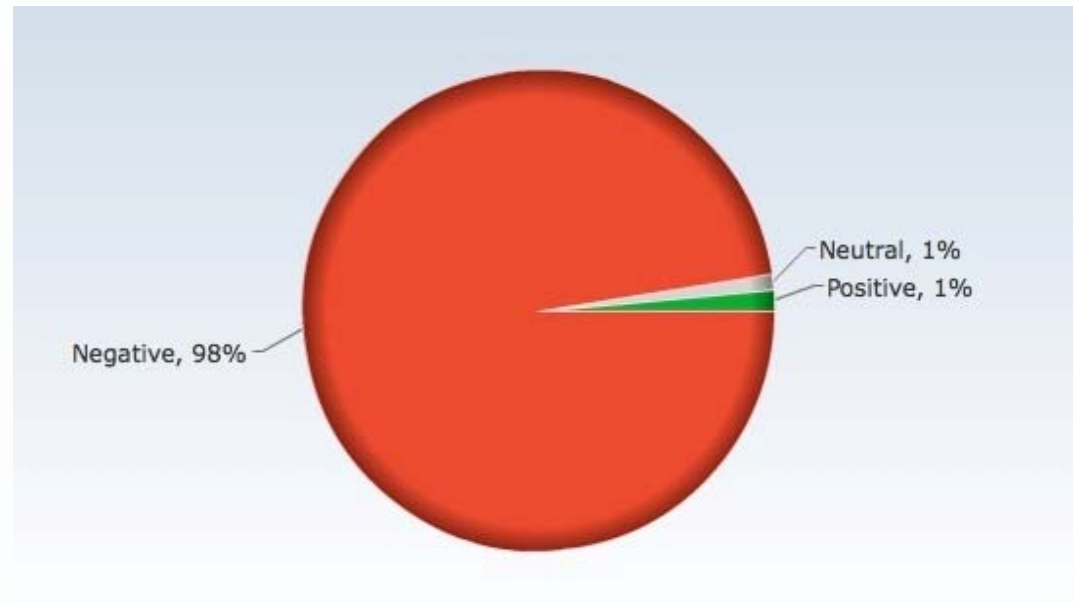
How Do People Feel About Us?

What is the Sentiment Surrounding Our Brand or Business?

How do people feel about your brand? Is it mostly positive, negative or neutral?

Getting a handle on the type of conversations people are having about your brand is another important piece of the puzzle.

The "feeling" part of the online feedback is measured by sentiment.



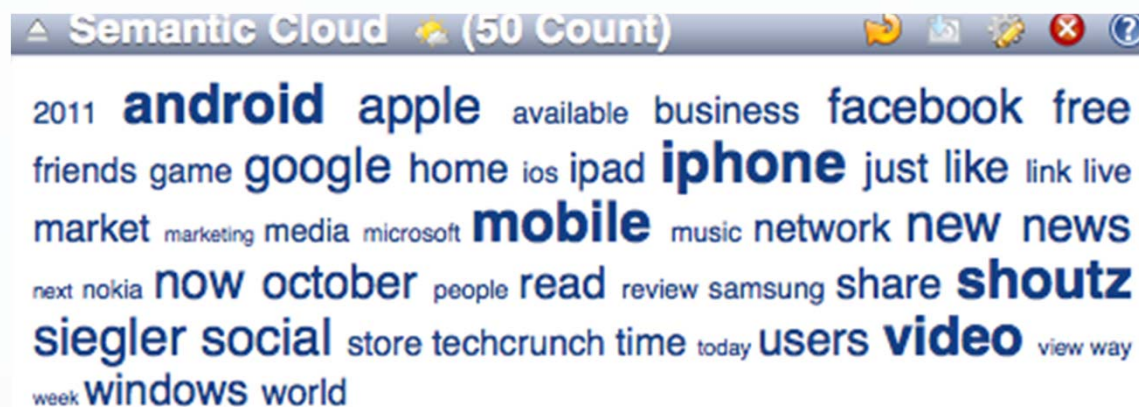
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What Are the Most Popular Topics?

What are the Most Popular Topics of Conversation?

What are the main topics or words people use when talking about your brand? How do they relate to your product or service?

The semantic cloud can help you spot trends and is a great place to start when analyzing relevant text within your posts. Then you can dig deeper and look at all the posts using specific words in the Topic Explorer dashboard.



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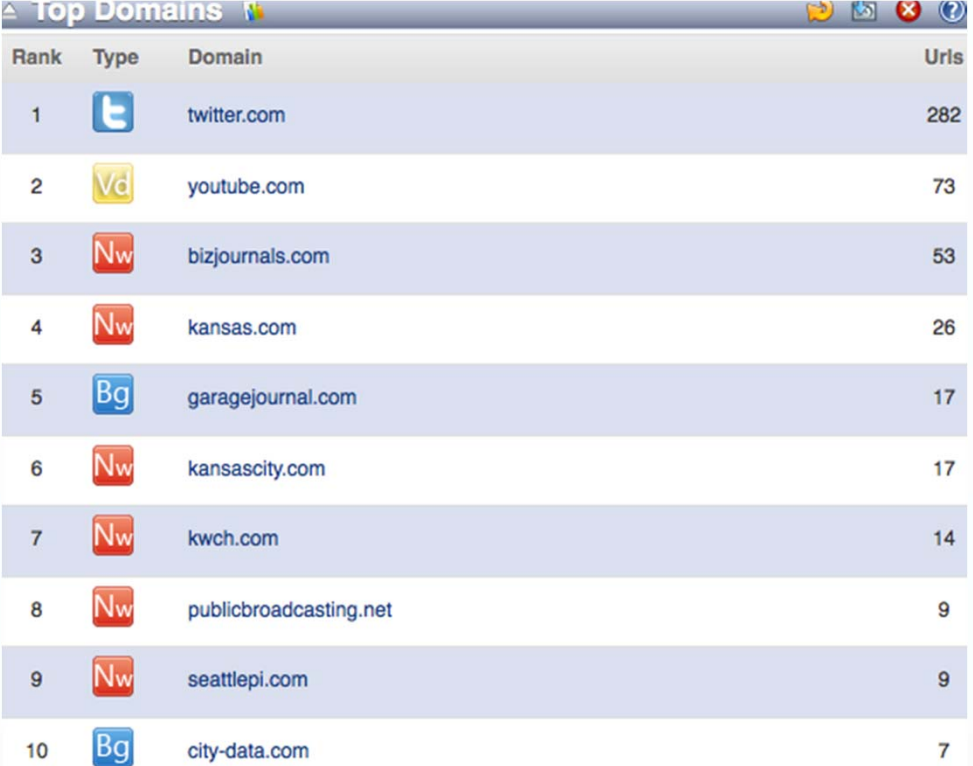
Most Influential Voices or Websites?










Who are the Most Influential Voices for Our Brand? Which Websites are Most Influential?

Who are the most influential voices talking about our brand? Which websites are most influential?

It's important to know which voices are the loudest about your brand.

With social media, brands can't own the conversation, but they should be a part of it.



Rank	Type	Domain	Urls
1		twitter.com	282
2		youtube.com	73
3		bizjournals.com	53
4		kansas.com	26
5		garagejournal.com	17
6		kansascity.com	17
7		kwch.com	14
8		publicbroadcasting.net	9
9		seattlepi.com	9
10		city-data.com	7