

Sample Evaluation of Internet forum monitoring

for:

Car Manufacturer, Ltd

Period of Monitoring:

July 2010

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Introduction

This document is the sample of evaluation of forum posts containing keywords defined by imaginary company **Car Manufacturer, Ltd** on so called social networks and other internet forums.

The data commented and interpreted below was collected by the combination of software tools specialized in social media monitoring.

Different variations of brands **Skoda Auto, Ford, Volkswagen, Renault, Hyundai** and **Kia** were searched.

The analysis processed data collected in **July 2010**. In case of interesting developments, the document also contains comparisons with data from previous periods of monitoring.

The goal of this evaluation made by the eMerite e-marketing specialists is to provide the client with information on how its activities are received by the specific target group – what is the awareness and “mood” encompassing the specific firm/brand, how satisfied/dissatisfied the customers are with its products etc. The information contained herein can be used as an impulse for immediate response by the client (crisis communication) as well as to establish communication and general market strategies (feedback).

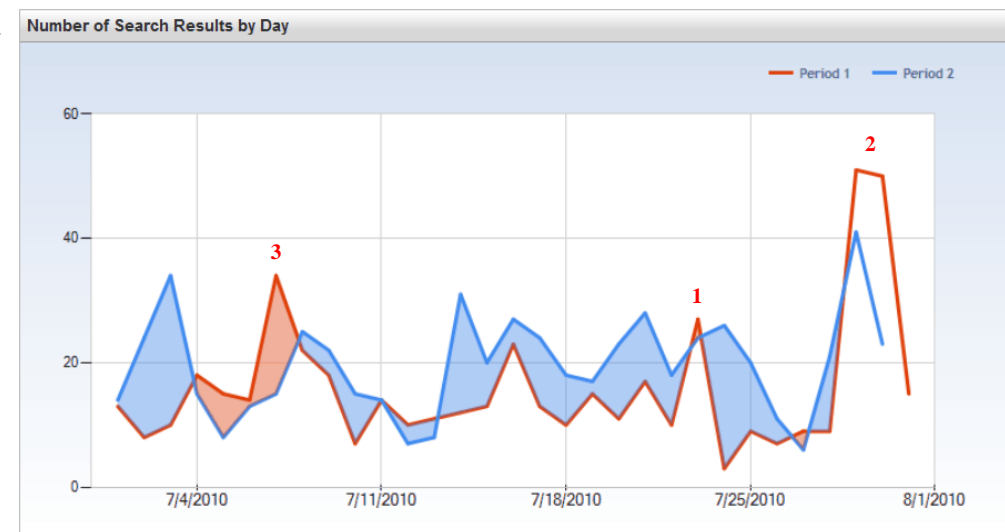
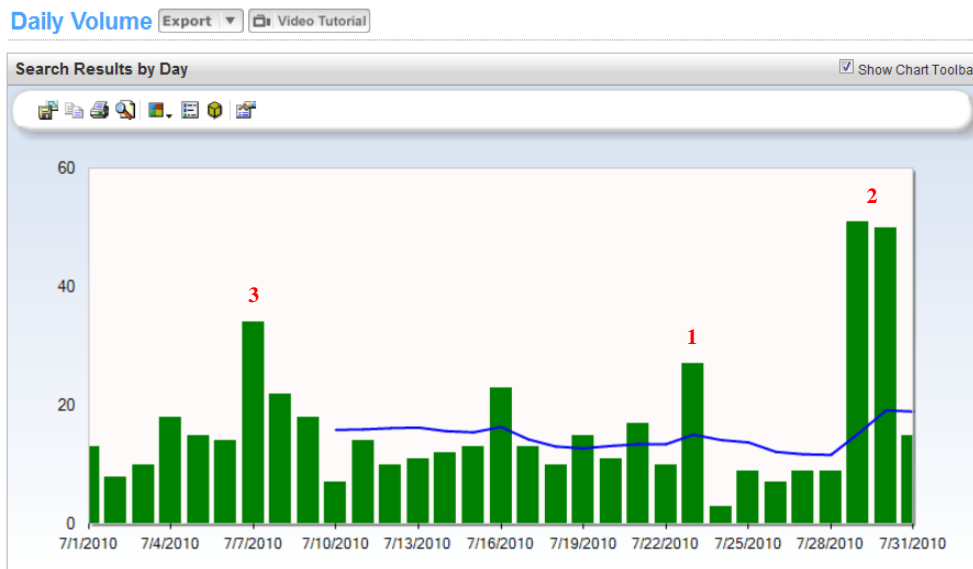
The integral part of every real analysis are **additional consultations**, in which we answer the clients’ question about the content of the analysis and we help them make their internet communication more effective.

The part of the contract with eMerite is also **the training in social media communication**, focused on specifics of Facebook, Twitter, etc. The goal is to educate the clients in creation of interactive content that is specific for social networks and different from content on traditional internet media (company websites, news servers etc.).

Total number and trend in the number of forum posts with defined keywords

The basic chart on the left shows the number of discovered forum posts with defined keywords by day. The chart on the right compares the number of discovered posts by day to the previous period of monitoring.

- in July, we have discovered 501 posts with defined keywords in total, which is a half of the 1 078 discovered posts in June; the reason of such significant decrease is the **start of the summer holidays** when people are not so active on internet in general
- we have to note that the number of discovered forum posts with defined keywords is different from the number of actually analyzed forum posts which is much larger – it is caused by the fact that not all forum posts in certain forum thread contain the defined keyword, because people react on each other, the thread can contain topics different from the original topic etc.
- the decrease in July could have been even higher if there were not two events that initiated a lot of buzz: the first thing is the **chart of car sales in Czech republic for the first half of 2010**, which was published on July 22 – 23 (it can be seen in both charts¹), the second event are the data about sales of Czech car manufacturer Skoda (July 29 – 30, see both charts²)
- the peak in the number of discovered forum posts on July 7³ was not caused by any significant impulse – it was random concurrence of discussions on various topics
- the range, impact and content of specific discussions can be found on following sheets



red analyzed month

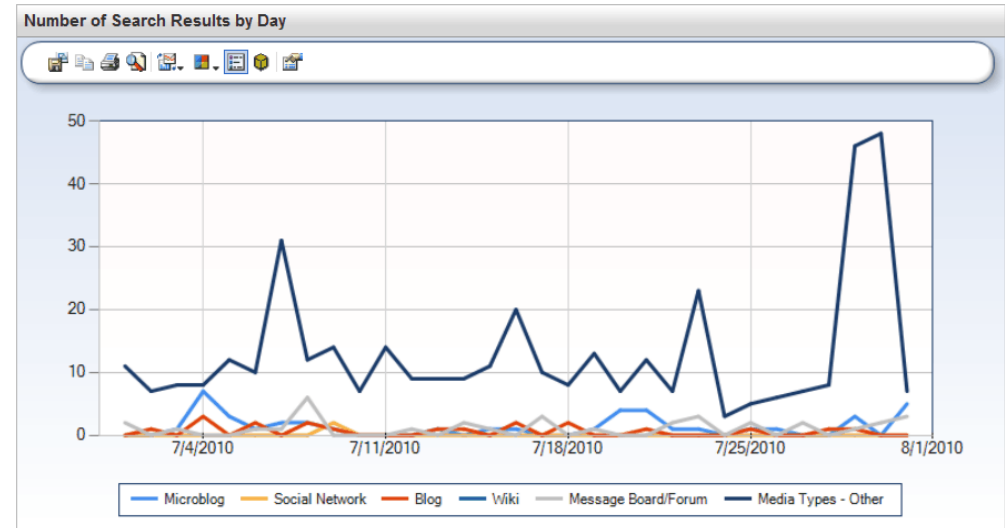
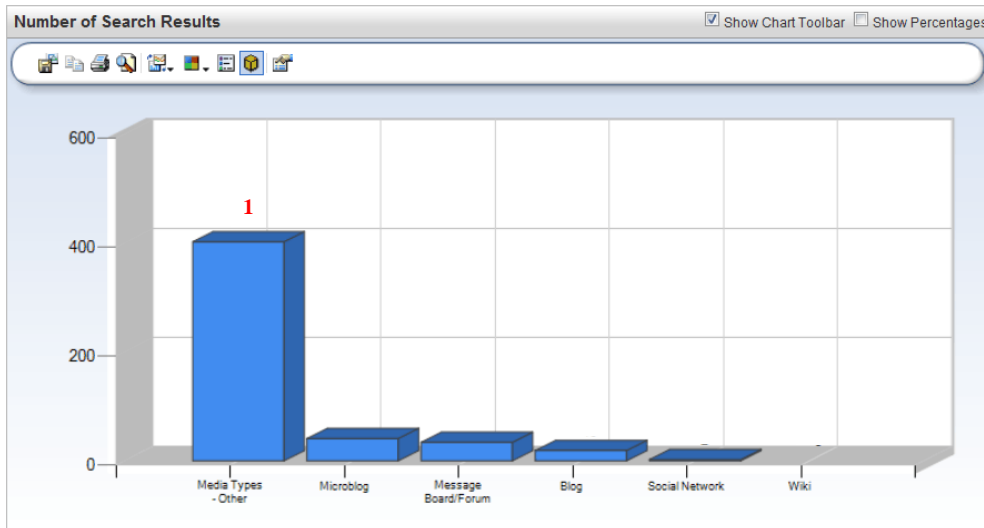
blue previous month

Types of websites and domains with new forum posts

The Bottom charts show the share of different server types with new forum posts. Category „Media Types – Other“ contains discussions about cars on news servers, especially on Novinky.cz, iDNES.cz or Aktualne.cz, and about specialized servers like AUTO.cz, AutoRevue.cz etc. The column „Microblog“ represents mainly Twitter.com, column „Social Network“ represents Facebook, and type „Message Board/Forum“ contains specialized discussion forums like Lide.cz (eg. the topic [Everything about Volkswagen](#)), tuningforum.cz etc. The table on the right shows the numbers of discovered posts with defined keywords on specific websites (domains).

- like with other clients we have discovered the highest number of posts not on social networks but on specialized discussion forums focused on the topic related to the client, in this case cars and motorism – these forums accounted for 4/5¹ of the total number of discovered posts (501)
- the website with the highest number of posts was Auto.cz (113²), followed by motorcar server AutoRevue.cz (92) and others; on Microblog Twitter there were 41 new forum posts but mainly tweets that linked to articles on internet media, see for example [http://twitter.com/#search?q= %C5%A1kodovka](http://twitter.com/#search?q=%C5%A1kodovka); the table does not contain servers with less than 12 posts which is the number of discovered posts on Facebook – servers with less than 12 posts are for example websites with articles about cars like lidovky.cz and iHNed.cz, autotuning.cz and „fan“ websites like <http://forum.octaviaclub.cz>, www.hyundaiclub.net, <http://forum.renaultclub.cz>, www.vw-club.cz etc.

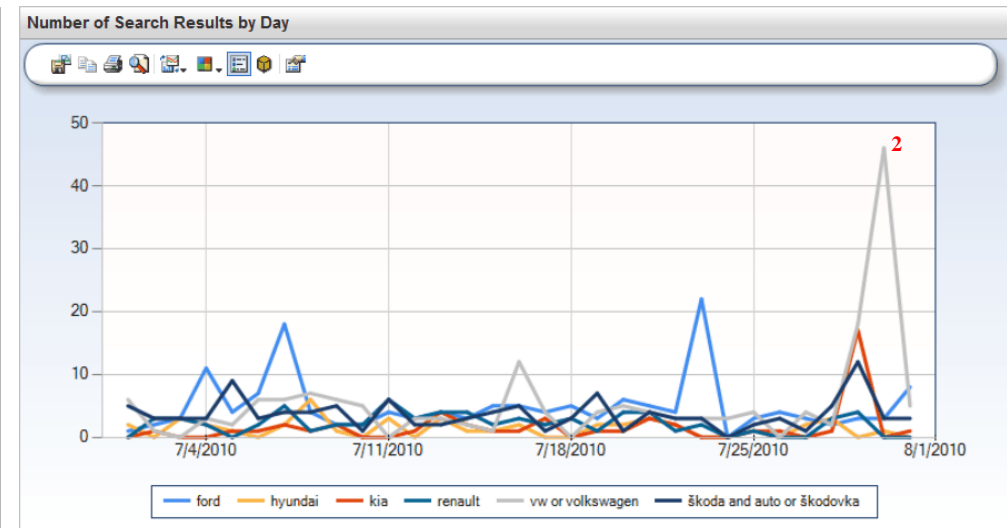
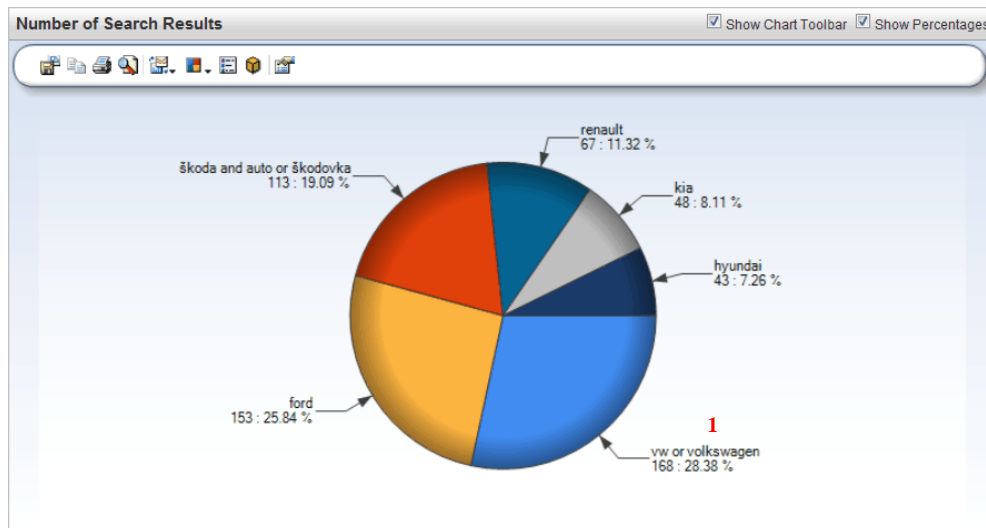
web (domain)	number
Auto.cz	113 ²
Autorevue.cz	92
Novinky.cz - rubrika Auto Moto	84
Auto iDNES	67
Twitter.com	41
Autoweb.cz	28
Centrum.cz - Automix.cz, Aktualne.cz	23
Autofun.cz	18
Facebook.com	12



Share of posts about client vs. posts about competitors

Charts on this sheet show the number of discovered forum posts about client vs. post about competitors.

- the highest share of the posts was about Volkswagen - more than 28 %¹; Ford with 26 % follows, next is Skoda with 19 %, French Renault with 11 %, Kia with 8 % and with 7 % its corporate “brother” Hyundai
- we are pointing out the extremely high peak in the right chart that shows the trend in forum posts about VW²: it happened right after July 29 and it was related to the article [Motor started. Profit of Skoda Auto has increased by 68 percent](#) on server Aktualne.cz that belongs to the portal Centrum.cz; content of the discussion there were posts about how the Volkswagen corporation benefits the Skoda company
- in case of client’s interest we can evaluate the shares of discussion about specific competitors on various types of websites or on specific servers, i.e. if the Volkswagen was discussed more on AUTO.cz or on AutoRevue.cz, which topics were discussed on specific servers about various brands etc.



Evaluation of sentiment (emotional charge) of the posts

The table shows the share of positive and negative mentions about monitored brands. The emotional impact of discovered posts is determined by the software automatically, but eMerite e-marketing specialists check and, if needed, correct all settings to ensure representative data (not even the best software can recognize irony and different specifics of the Czech language).

- the green column¹ in this chart shows the share of posts about monitored brands/products that had no emotional charge – the share of neutral posts about brands Volkswagen, Renault, Hyundai and Skoda was around 90 %
- the share of neutral posts about Ford was 77 %, which means that remaining almost one fourth had emotional charge, 86 % of emotionally charged posts were positive² and remaining 14 % were negative
- **the lowest share of neutral posts was about** (52 %), from the remaining half were 91 % of posts positive (i.e. second highest) and 9 % were negative
- **the lowest share of positive comments was about Skoda Auto** (60 %), however we are pointing out that people in the forums (not only about Skoda) discussed not only quality of cars, their features and satisfaction/dissatisfaction with them but also discussed the financial results of car manufacturers, their attitude towards employees etc. (for details see the sheet [Range of discussions](#) and [Overview of the content of forum posts](#))
- worth attention is that no brand had higher share of negative posts than positive posts which is unusual on the internet – people often visit forums (often because of the anonymity) to complain...

	positive	negative	neutral ¹
Volkswagen	94%	6%	90%
Kia	91%	9%	52%
Ford	86% ²	14%	77%
Renault	83%	17%	91%
Hyundai	67%	33%	93%
Skoda	60%	40%	91%

Popularity of source websites with forums

Statistical data from official monitoring of the Czech internet – NetMonitor.cz – show the popularity and thus influence of websites with new forum posts. Data are for June because the data for July were not available at the time of this analysis.

- the server with highest number of discovered keywords (113) - [AUTO.CZ](#) (see [sheet 5](#)) has monthly traffic of approximately 320 thousand¹ visitors (people) – it is the third largest website about motorism in the Czech Republic
- the most visited motorcar server is category [AutoMoto on the news server Novinky.cz](#)², which has monthly traffic around 700 thousand people, i.e. 290 thousand people a week, more than 50 thousand people a day and the number of monthly page views is 3,7 million³; we have discovered 84 new forum posts on the discussions there which is the third highest number after the mentioned server AUTO.CZ and after 92 forum posts from category [Auto on portal iDNES](#), which has monthly traffic of 400 thousand people
- we are including the traffic of all motorcar servers which are available even if there were no new forum posts on them

Visitors TOTAL (July 2010)	RU month	Average				PV month	ATS rel. month	ATS rel. day (average)	Visits month	Length of Visit month
		RU week	RU day	RU workday	RU weekend					
novinky.cz - rubrika AutoMoto	727 325 ²	290 318	53 509	68 882	11 231	3 741 463 ³	0:07:01	0:03:12	2 440 870	0:02:05
Auto iDNES	402 972	151 588	33 566	38 255	20 670	5 745 764	0:14:23	0:05:43	1 632 006	0:03:33
auto.cz	320 418 ¹	122 102	31 715	33 892	25 728	20 268 534	0:32:39	0:10:57	1 946 602	0:05:22
autorevue.cz	160 936	53 720	11 728	12 388	9 913	4 155 809	0:20:51	0:09:32	663 905	0:05:03
autoweb.cz	112 453	33 732	6 463	6 986	5 026	1 432 760	0:10:53	0:06:14	326 961	0:03:44
centrum.cz - Automix.cz	99 984	29 540	5 109	5 382	4 360	1 090 037	0:11:46	0:06:38	243 556	0:04:49
autofun.cz	75 248	26 194	5 772	6 285	4 363	4 420 153	0:18:41	0:08:09	323 246	0:04:21
Auto lidovky.cz	70 167	23 228	4 130	4 968	1 825	333 789	0:07:39	0:04:29	197 486	0:02:43
katalog-automobilu.cz	54 536	14 857	2 145	2 227	1 922	367 005	0:06:01	0:05:26	111 026	0:02:57
Auto iHNed	26 248	8 320	1 478	1 745	744	291 846	0:07:06	0:04:08	63 408	0:02:56
autotube.cz	20 344	6 186	1 029	1 035	1 013	185 016	0:12:11	0:09:22	53 536	0:04:38
autoroad.cz	17 970	5 564	826	891	649	138 216	0:04:28	0:03:19	48 656	0:01:39
automotorevue.cz	15 722	3 659	563	539	628	104 587	0:03:38	0:02:54	27 636	0:02:04
autolevel.cz	10 659	2 743	390	390	391	815 940	0:24:26	0:31:32	22 609	0:11:31
autotuning.cz	9 258	2 033	415	351	591	146 813	0:07:06	0:05:21	22 624	0:02:54

Legend:

metric		title	explanation	formula
RU	number	number of visitors (real users)	number of internet users who visited specified website	
PV	number	number of page views	number of pages viewed by visits on the specified website	
Visits	number	number of visits	number of visits made by visitors on the specified website	
ATS rel.	time	average time of real user spent on this website (relative)	average time that visitor spent on the specified website	ATS rel. = total time spent / number of visitors
Time spent	time	average time of visit	average time that visitor spend on the specified website during one visit	Time spent = total time spent / number of visits

Range of discussions

The table on this sheet shows the discussions with highest number of posts (comments) in the monitored period. Columns “I agree”, “I don’t agree”, “Like” show the number of clicks on those buttons (if available).

- the highest number of comments (204¹) appeared in the monitored period in the forum topic about 5th generation of Volkswagen Transporter
- **large portion of discussion was originally about Skoda but these discussion often turned to discussing Volkswagen and how it benefits Skoda and even to the VW models – that is the reason why VW became the most discussed brand**
- eight of the 25 largest discussion appeared on server AUTO.cz, followed by 4 discussion from AutoRevue.cz, 3 from Novinky.cz, a and 1 discussion from Auto iDNES.cz and Aktualne.cz

Article/discussion title (contains hyperlink)	domain (web) date of published article (start of discussion)	Number of posts	I agree (number)	I don't agree (number)	Like (number)
Volkswagen T5 facelift	AutoRevue.cz, 1.7.	204 ¹			
Once laughable Skodas were elected as the best cars in Britain	Novinky.cz, 22.7.	181	146	70	
Combi for approximately 200 thousand	AutoRevue.cz, 12.7.	158			
European market in the first half of 2010: rank of models, brands and countries	AUTO.CZ, 22.7.	157			
Auto Express: New Skoda will be called Joyster	AUTO.CZ, 23.7.	121			
Toyota is going to recall 270 thousand across the world	AUTO.CZ, 1.7.	120			
Toyota considers recall, 270 thousand cars may have faulty engine	Auto iDNES.cz, 1.7.	116			
VW Golf GTI Adidas on the Czech market: the more the stripes the more GTI	AUTO.CZ, 17.7.	114			
Kia Sportage: First impressions	AUTO.CZ, 16.7.	102			
MPV Ford Galaxy or classic combi Superb, Mazda6	AutoRevue.cz, 1.7.	93			
Motor started. Profit of Skoda has increased by 68 percent	Aktuálně.cz, 29.7.	80			

Range of discussions (continued)

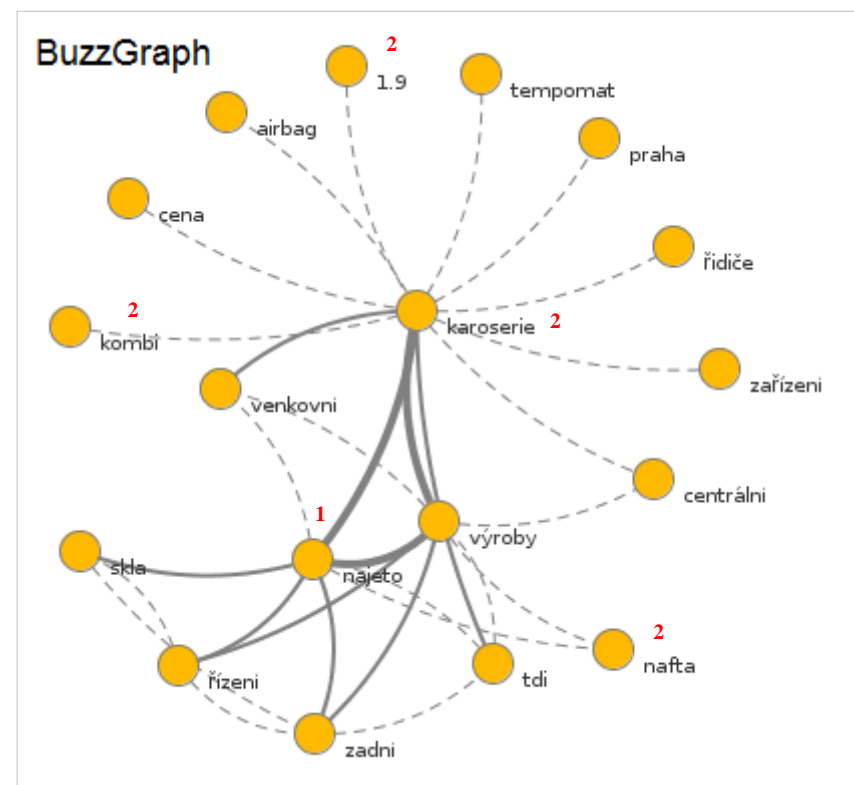
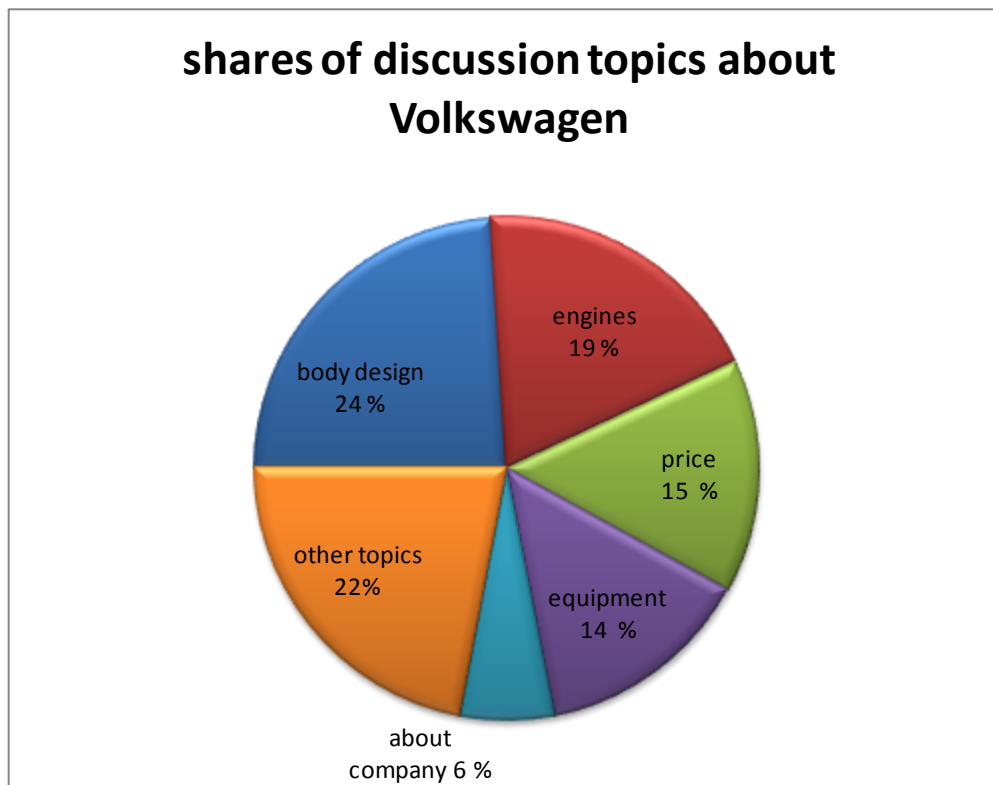
- we have to note that on Facebook there were 8 discussion topics but their range compared to topics on specialized motorcar servers was minimal (18 comments max²), some topics with defined keywords on Facebook did not even contain any comment

Article/discussion title (contains hyperlink)	Domain (web) date of published article (start of discussion)	Number of posts	I agree (number)	I don't agree (number)	Like (number)
Ford Mondeo 2.0TDCi 96kW	AutoRevue.cz, 28.7.	72			
Test of Skoda Fabia RS: fast but without spirit	Novinky.cz, 15.7.	58			
Sport coupé Skoda 110 R celebrates 40th anniversary	Novinky.cz, 26.7.	53			
Skoda Auto sold 378.750 cars in the first half, increase by 15 percent	AUTO.CZ, 16.7.	42			
Renault Wind in details: New photos and new information	AUTO.CZ, 6.7.	38			
Skoda Auto Germany: Octavia Tour pulled from German market	AUTO.CZ, 4.7.	19			
Auto.cz – all about cars in one place. Before the Ford Mondeo 2,0 EcoBoost got to the editorial review, it was reviewed by its owner. Would you buy rather petrol Mondeo with 149 kW or diesel with 120 kW?	Facebook.com, 31.7.	18 ²			4
I have just fallen in love, I want Renault clio 3.0 V6 its an awesome car	Facebook.com, 25.7.	6			
So the car is beautiful I am happy it is Renault scenic mega :)	Facebook.com, 30.7.	3			2
Luxury car!!! It will be a great ride!	Facebook.com, 30.7.	3			
Autoweb.cz tested Fabia RS. How it did on the ring? Was it fun?	Facebook.com, 12.7.	2			2
vybermiauto.cz - Autodata / Kia cee'd: from 249 980 CZK after discount	Facebook.com, 8.7.	0			1 (Leoš Silný)
Škoda Yeti has new (and very capable) competitor.	Facebook.com, 16.7.	0			1 (Dalibor Žák)
Autoweb.cz reviewed the new engine 2.0 SCTI EcoBoost used in Mondeo.	Facebook.com, 19.7.	0			3

The most discussed topics

As a sample we have included the evaluation of most used words in forum posts with keyword „Volkswagen“. The pie chart on the left shows the most discussed topics related to VW, the graph on the right shows which words appeared in Czech forum posts together with „Volkswagen“ and „VW“. The stronger the line the more frequent occurrence of the words together.

- so called BuzzGraph on the right confirms that **on Facebook the brands appear mostly only in ads in which people sell the car** – it can be seen on the words „najeto“¹ (mileage) or „výroby“ (year of manufacture) in the graph; on Facebook and especially on Twitter the keywords appeared mostly in the article titles which linked on the motorcar servers (eg. profile.VyberMiAuto.cz), so in fact these weren't discussions; the graph confirms the favour for diesel engine 1.9 TDI and type combi²
- in case of client's interest we can evaluate the most discussed topics about other brands (including the BuzzGraph showing the connection between words)



Overview of the content of forum posts

Since we send an overview of important and inspiring forum posts to the client every day, we bring here a summary of trends from the forums for the whole week, i.e. the topics that appeared the most.

The impulse to start a discussion on many servers was announcing the sales results of Skoda Auto. Often people were astonished about the results and they criticized its cars, for example:

„I don't understand why so many people still buy a Skoda.. no new invented technologies.. same as Dacia, everything is a copy..overpriced..equipment of basic models suck..I believe that if they started to manufacture Felicia and sell it for 199 900 CZK it would be the first in the chart..this nation is really dumb“ (discussion on the article Skoda auto sold 378 750 cars in the first half of 2010, increase by 15 percent, see <http://news.auto.cz/ekonomika/skoda-auto-prodala-v-pololeti-378-750-aut-narust-o-15-procent.html?diskuse>, author: Igithegreat)

„...mum has Fabia sedan and I like the car, absolutely no problems with it. I have our family silver for beginning drivers which was driven by dad, mum, sister and now me. It is Skoda Felicia 1.9D, mileage is 244tkm and works like a charm, although for its anniversary there will be some small general repair. Sister has Octavia which is comfortable and everything she needs including the bassinet for the nephew fits in.. we have Skodas because we like them and we are happy with them. They are ideal for daily drives... sure, stepfather has Touareg and Audi R8 but it is a different category (author: Krispos, male, 29 years)

Large discussion was caused by the article [Once laughable Skodas were elected as the best cars in Britain](#) on Novinky.cz, worth mentioning is:

„Skodas are super! We have it, we bought used Octavia, we have it for 5 years without any problems! Only now the problems started (window cannot be opened) but it is expected after half a million kilometers. We drove in it to Croatia filled to the top and no problems there and back. Reliable vehicles.“ (author: Milan Masluk, Trebon)

„my opinion is that Skoda is pretty decent car which is proved by the fact that in Paris I have only seen Superbs and Octavias and a few Peugeots.. why do you think that Parisian companies buy them?? I own a Passat and I have to say that I am vey surprised by the quality.. and Skodas, as I know from my friends and family, are the same... (author: Honza Dykast, Kladno)

We have also discovered criticism of Skoda vehicles in the same discussion:

„When I turn on the radio in my car (it is not Skoda) I hear the radio. I don't have to stop 5 meters before the crossroads to see the traffic lights and I am not sick after the all-day drive. And I have no pain in my hands from driving. But I have these feelings from Skodas which I unfortunately use at work. And they are models younger than 3 years.“ (author: Richard Simon, Olomouc)

Overview of the content of forum posts (continued)

Positive mentions about Volkswagen appeared in various discussions, for example:

„Toyota makes crappy cars. Only a fool buys it. VW is the best.“ (discussion on the article [Toyota considers recall, 270 thousand cars may have faulty engine](#), author: unknown/anonymous, only IP address available)

„Scirocco is super. I like VW cars in general. (...)“ (discussion on the article [European market in the first half of 2010: rank of models, brands and countries](#), author: kari.laz - Vitezslav Karas, male, 27 years)

Discussions about KIA were mainly related to the introduction of new Sportage, for example:

„It doesn't matter that it is a copy of three world brands... I don't want a Korean, thanks. It looks nice but the problems after three years, ouch, always a "minor" issue. Kia ceed cured me...“ (discussion on the article [Kia Sportage will get new system of wheel traction Dynamax AWD](#), author: Jiri Machacek, Jihlava)

Worth mentioning is that the article about one brand can start a discussion about another brand like it happened in the article [Kia Sportage: First impressions](#), where people discussed about Ford cars:

„I like some Fords. From the mini class it is the Fusion. Focus and Mondeo are not interesting without 4x4 (...) I consider the exterior of F.Kuga to be a design failure. This car interests probably only a specific group of teenagers and lovers of successful managers. Nevertheless even this car has advantages: it doesn't have a pisspot around the tachometer and folding the rear seats makes flat area. This basic feature is unfortunately lacking at the new Touaregu.“ (author: Ada je zase tady)

Similarly the intention of Toyota to recall the vehicles caused discussion about reliability of other brands, for example on [AUTO.CZ](#) and on [Auto IDNES](#).

Interesting topic appeared in the [discussion on androidforum.cz](#) which focuses on smartphones. It was the question about connection of HTC Desire with car stereo in Skoda Octavia using Bluetooth:

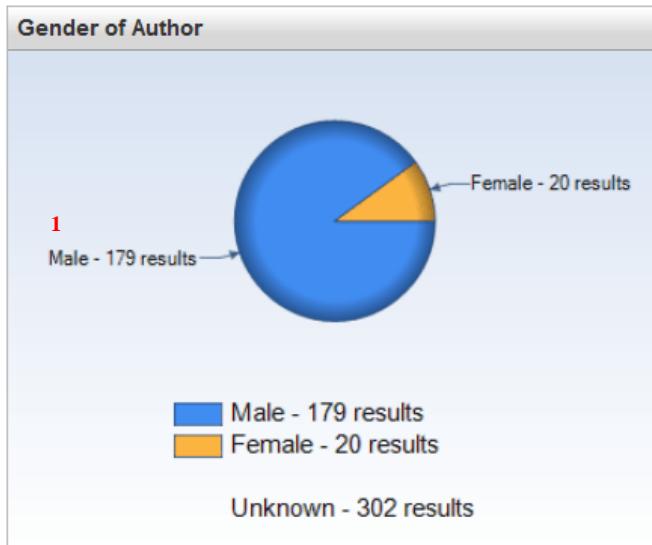
„do I get it right that the new Octavia 2 from 2010 cannot be paired with Desire via BT? It shocked me...“ (autor: siola)

The person who answered this question has nickname „ramon.dexter“. He is 25 years old moderator of this forum from Pilsen, who is very active on this forum – in a year he wrote 2 875 posts. We suggest approaching him with a [direct message](#) and send him for example the documentation to Bluetooth in Skoda and treat him like opinion maker.

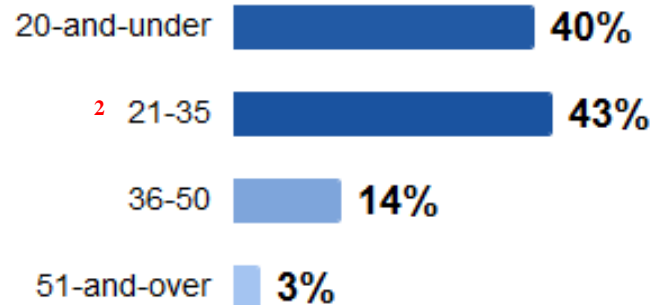
Socio-demographic profiles

The distribution of people contributing with their posts can be monitored based on sex and age, for orientation purposes. The entry of this data in the monitoring software depends on the share of participants specifying their actual age and sex in their profiles on the Internet (Twitter etc.). Because even major Czech servers are implementing moderated forums requiring accurate identification (iDNES, Novinky.cz), the descriptive value of this monitoring is growing. Worldwide surveys show that the vast majority of users have real data in their profile.

- we were able to determine the gender for 199 authors, which is 40 % of the total number of 501 discovered posts; we have to note that the number of participants in the forums was much higher than 199 users but socio-demographic data were not determined for people whose posts did not contain defined keywords even though they participated in the discussions
- it is not surprising that **90 % of people with determined gender, were male**¹
- the second chart in the middle shows that the **strongest group were people between 21-35 years** (43 %²), followed by people 20 years and less old (40 %), next were people between 36-50 years (14 %) and 3% were older than 50 years
- the chart of geographic locations (on the right) shows that vast majority was from the Czech republic (87 %³); highest share from the remaining 13 % has Slovakia, interesting is 1 % from Italy (probably Czechs living in Italy)



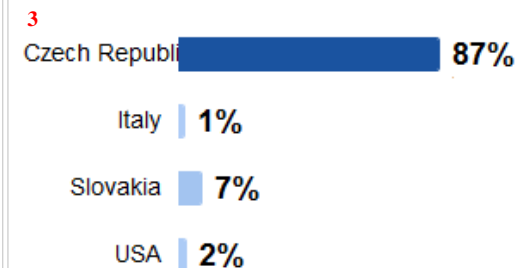
Demographics



Geography



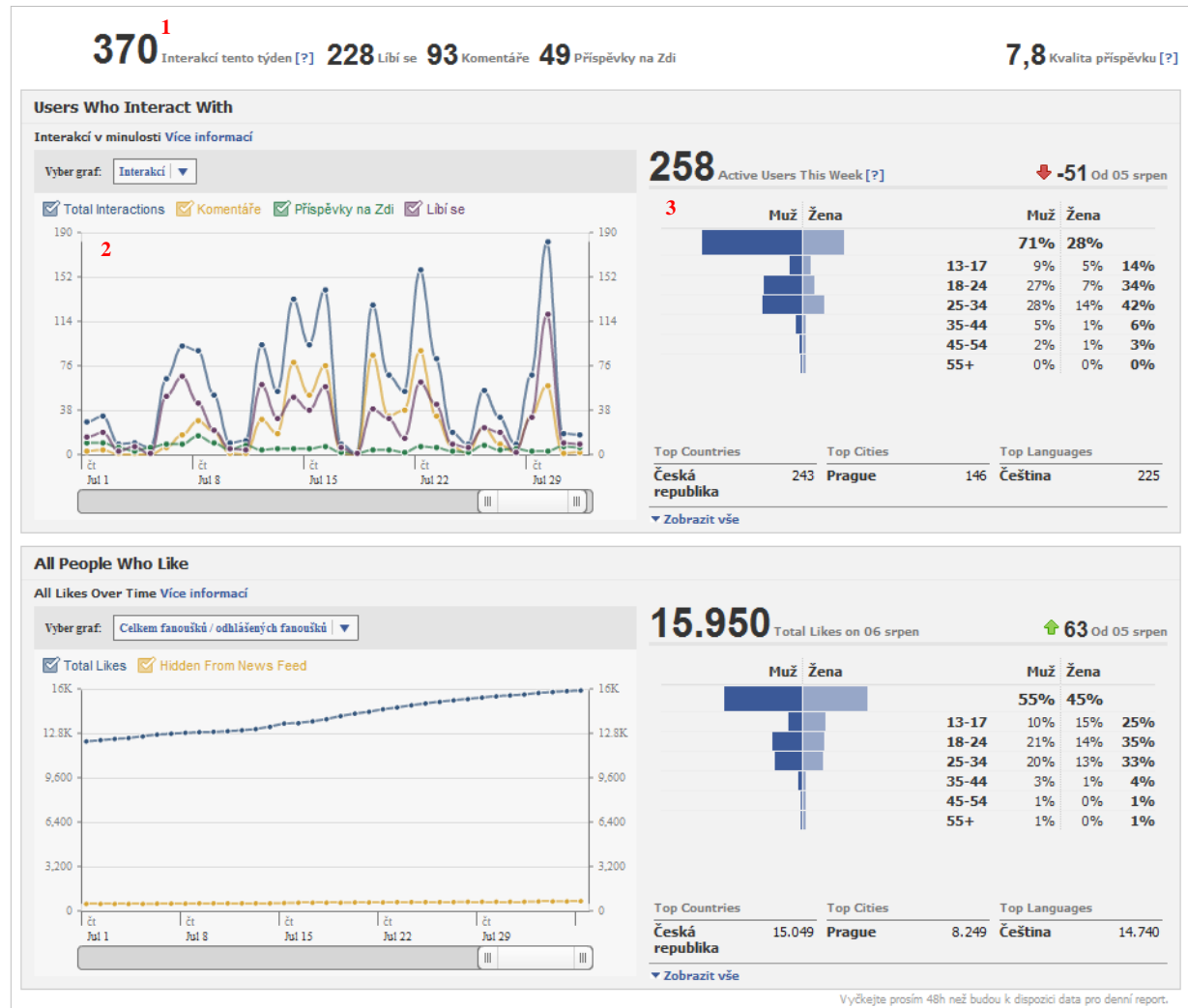
Worldwide



Facebook: detailed evaluation of client's profile

To collect detailed statistics about activity of Facebook profile (brand page) administrator login credentials are necessary. Because we do not have administrator login credentials of any car manufacturer, we have included the anonymous sample of detailed Facebook profile evaluation. It is possible to monitor the number of posts published on the profile wall, number of comments, number of clicks on "Like" button, socio-demographic data (gender, age, geographic location) etc.










- the total number of interactions on the anonymous facebook profile was 370¹, from which 228 were clicks on "Like" button, 49 new posts from administrators appeared and they contained 93 comments
- the top left chart² shows the trend in the number of interactions, thus it is possible to determine the amount of response of visitors to the published information and then focus on the information that have the most positive response
- the largest group among active fans (people who interacted with the profile content in the monitoring period) is between 25-34 years old (the top right chart³); worth mentioning is the bottom right chart that shows that the largest group of all fans (active and non-active) is between 18-24 years old followed by the group of 25-34 years old (21 % to 20 %); the total number of fans is 15 950 which is quite a lot for a brand profile
- the identity of active fans can be monitored too

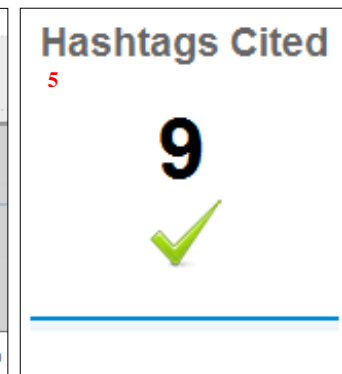
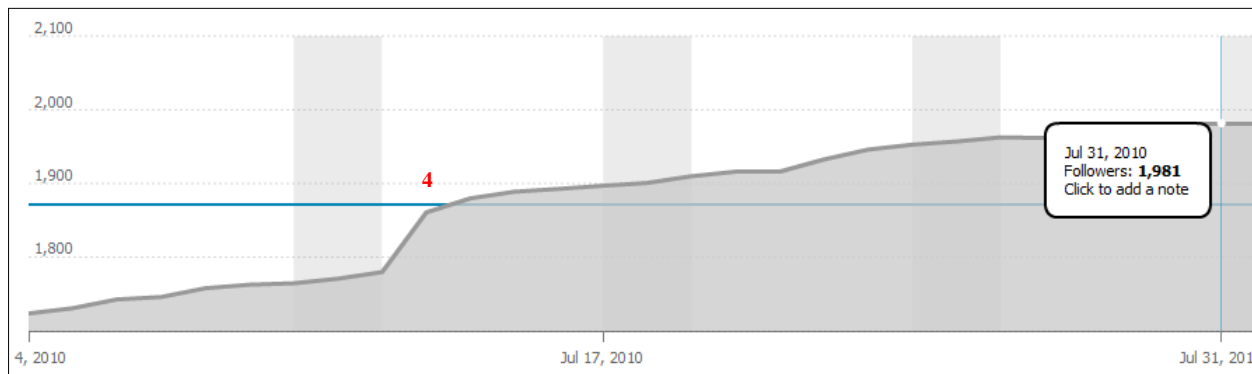


Twitter: detailed evaluation of client's channel

To collect detailed data about visitors of certain Twitter channel (brand page, for example <http://twitter.com/Volkswagen>) administrator login credentials are necessary. Because we do not have the administrator login credentials of any car manufacturer, we have included anonymous sample of detailed Twitter evaluation.

- the most influential Twitter user communicating with the client was user „fireskopa“: his metric Impact¹ (influence) is derived from the number and frequency of his tweets, number of responses of other users to his tweets, number of his followers and number of retweets of his tweets
- highest number of followers has user „Karel_B“² (269)
- the total number of followers of the client's twitter was at the end of the monitored period 1 963³; the bottom chart shows that the number of followers have increased a lot after the buzz around “Summer discounts” after July 12⁴
- metric „Hashtags Cited“⁵ shows the number of hashtags, i.e. words with „#“ sign (hash), which helps users to find the specific tweets on Twitter

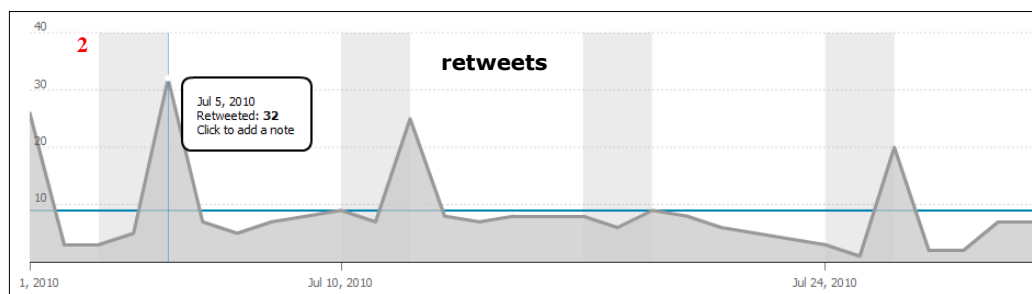
1.		@fireskopa Spider	1	3.3% Impact	100.0% Engagement	188 Followers
2.		@jakub Spider		1.0% Impact	100.0% Engagement	221 Followers
3.		@yonah		0.8% Impact	66.4% Engagement	130 Followers
4.		@Karel_B Source		0.7% Impact	24.1% Engagement	2 269 Followers
5.		@Wyder		0.6% Impact	63.4% Engagement	194 Followers
6.		@macus Source		0.4% Impact	36.4% Engagement	201 Followers
7.		@yamanouchi Spider		0.4% Impact	74.3% Engagement	52 Followers
8.		@Petr_P Spider		0.2% Impact	100.0% Engagement	69 Followers
9.		@pepino_oi		0.1% Impact	26.7% Engagement	4 Followers



Twitter: detailed evaluation of client's channel (continued)

- we have added one more chart about the Twitter users communicating with the client¹ it is sorted by the number of tweets – the user communicating the most with the client was Dusan Simonovic, whose [LinkedIn](#) profile shows interesting data including his employment history and contacts
- the chart on the middle² shows the number of retweets, i.e. retweeted client's posts and it shows which tweets people retweeted the most
- it is useful to use so called shortened links not only in Twitter posts, if the author wants to insert the link with long URL to a post – e.g. www.nejaka-domena.cz/nejaka-rubrika/nejaka-stranka.html it would be too long and waste of space because one Tweet can have only 140 characters; using the specialized services, ideally bit.ly, can shorten the URL (create an alias for redirect for example <http://bit.ly/bRw4Bv>), which contains much less characters than the original URL; the benefit is that this allows tracking the clicks on these links, see the sample in the table of the most clicked shortened links below

1	Twitter user	Number of tweets	Number of followers
	madciapka - Dušan Šimonovič	14	1 124
	Zpravy - Zpravy	13	755
	damianus - Radim Miklušák	8	97
	iDNES_vyber - iDnes.cz	8	852
	ScottyCZE - Tomáš Kápl	6	757
	erben - Jan Handl	2	1 583



Post with a link on Twitter	No. of clicks	Link to actual URL	Name of target page	Twitter link author	No. of link shares
Skoda Octavia Edition CZ: Action offer lowers the prices by 85 thousand...: Skoda introduces action offer on Octavia Ed... http://bit.ly/cqzz0D	5	http://news.auto.cz/cesky-trh/skoda-octavia-edition-cz-akcni-nabidka-snizuje-ceny-az-o-85-tisic-kc-prima-stoji-334-900.html	Skoda Octavia Edition CZ: Action offer lowers the prices by 85 thousand CZK, Octavia Prima costs 334.900 CZK	LevnaAuta	0
SKODA YETI IS AUTO EXPRESS CAR OF THE YEAR FOR 2010: http://bit.ly/avVRHS	3	http://www.newspress.co.uk/public/login.aspx?ReturnUrl=%2fViewPressRelease.aspx%3fpr%3d23675&pr=23675	page requires login	NewspressTweets	0
Skoda Auto will hire 1000 agency employees by September http://tinyurl.com/2dju7mc	Not available	www.financninoviny.cz/zpravy/skoda-auto-prijme-do-zari-asi-1000-agenturnich-zamestnancu/512211?rss	Skoda Auto will hire 1000 agency employees by September	financninoviny	Not available

YouTube: detailed evaluation of client's channel

To collect detailed statistics of YouTube channel (brand page, for example www.youtube.com/user/myvolkswagen) administrator login credentials are necessary. Because we do not have any administrator login credentials to YouTube channel of any car manufacturer, we have included the sample of the devaluation of YouTube channel (data in the tables are fictional).

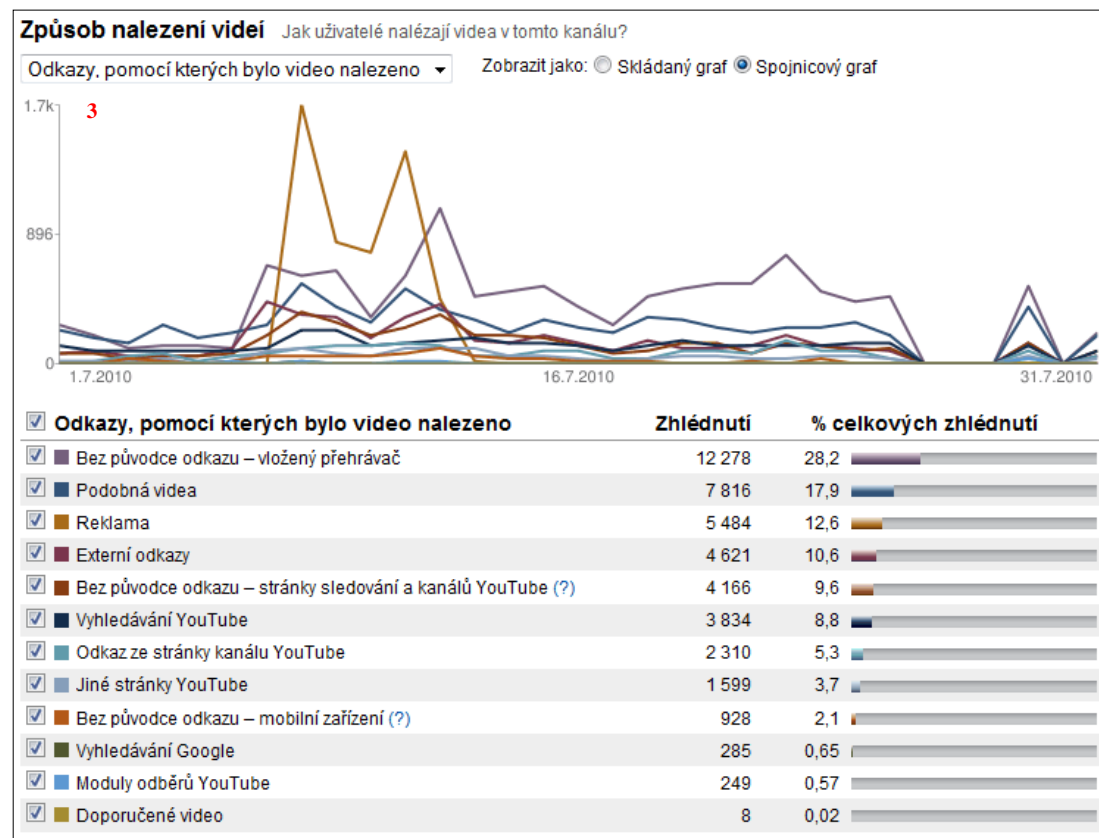
- it is possible to monitor the share of views of each video¹, the attention that people devoted to these videos (how many times they watch them, if they rewatch them, if they comment them or share them²)
- the important feature is the possibility to watch the traffic sources of the channel³, i.e. if people accessed it directly on YouTube.com or if they discovered it via embedded player on another website or if they clicked on some PPC link etc; it is of course possible to monitor the socio-demographic data of channel visitors

Moje videa 1

Video	Zobrazení (% z celkového počtu)	Pozornost
3D animace v Karlových Varech	32,8	<div style="width: 32.8%;"></div>
Předplacená karta - Blecha	21,5	<div style="width: 21.5%;"></div>
Tarify na míru - kudlanky	10,3	<div style="width: 10.3%;"></div>
Tarify na míru - Losos	8,4	<div style="width: 8.4%;"></div>
Tarify na míru - Králíci	3,4	<div style="width: 3.4%;"></div>
Tarify na míru - Kuchyně	3,1	<div style="width: 3.1%;"></div>
Tarify na míru - Hospoda	2,7	<div style="width: 2.7%;"></div>
Tarify na míru - Vlaštkovy	2,3	<div style="width: 2.3%;"></div>
Tarify na míru - Vlaštkovy	1,8	<div style="width: 1.8%;"></div>
Japonský horor	1,8	<div style="width: 1.8%;"></div>

Videa, která nejčastěji vyvolávala odezvu 2

Videa, která nejčastěji vyvolávala odezvu	% z celkového počtu
3D animace v Karlových Varech	61,2
Předplacená karta - Blecha	17,4
Tarify na míru - kudlanky	6,2
Tarify na míru - Losos	3,0
Tarify na míru - Vlaštkovy	2,5
Tarify na míru - Kuchyně	1,8
Tarify na míru - Hospoda	1,6
Tarify na míru - Králíci	1,1
Japonský horor	0,92
Karlovarský speciál	0,46



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eMerite, s.r.o. provides also other analytical and advisory services aimed at streamlining Internet communication:

- Advisory analyses of the website visitor behaviour
- Audit of accessibility of webpages, or audit of [ergonomics](#) of webpage navigation (information architecture)
- Audit of accessibility from browsers (basis for [Search Engine Optimization – SEO](#))
- Analysis of competitors' webpages ([Best Practice](#) – best practice examples)
- Complex [heuristic](#) and [SWOT](#) analyses of strengths and weaknesses and opportunities and threats of the specific webpage
- Restructuring/reconstruction of webpages (proposal of the optimum structure for navigation and content)
- User testing ([Usability Testing](#))
- [A/B testing](#) comparing the efficiency of the current and the new design of webpages

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