

## How to track traffic from Stock Index Online



Online search, marketing,  
usability and analytics.

A two minute tip from Bold Endeavours.

**bold**  
ENDEAVOURS  
listen // create // fulfil

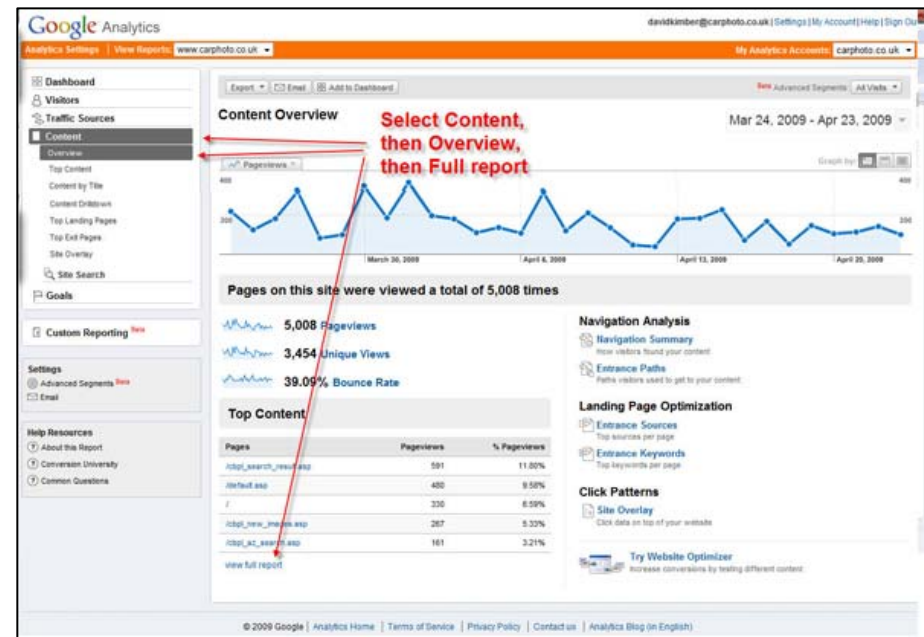
## How to track clicks from Stock Index Online

Our Search Marketing Agency, Bold Endeavours, recently carried out some intensive research into the reports on Google Analytics.

They discovered a range of anomalies from user behaviour characteristics to inconsistencies in Google counting procedures.

All in all, these anomalies appear to show up to 5% deficit difference in the click count between a user leaving one site (exit) to visiting another site (landing page). If you're sending traffic of hundreds of thousands of users as Stock Index does, this is a considerable amount of clicks.

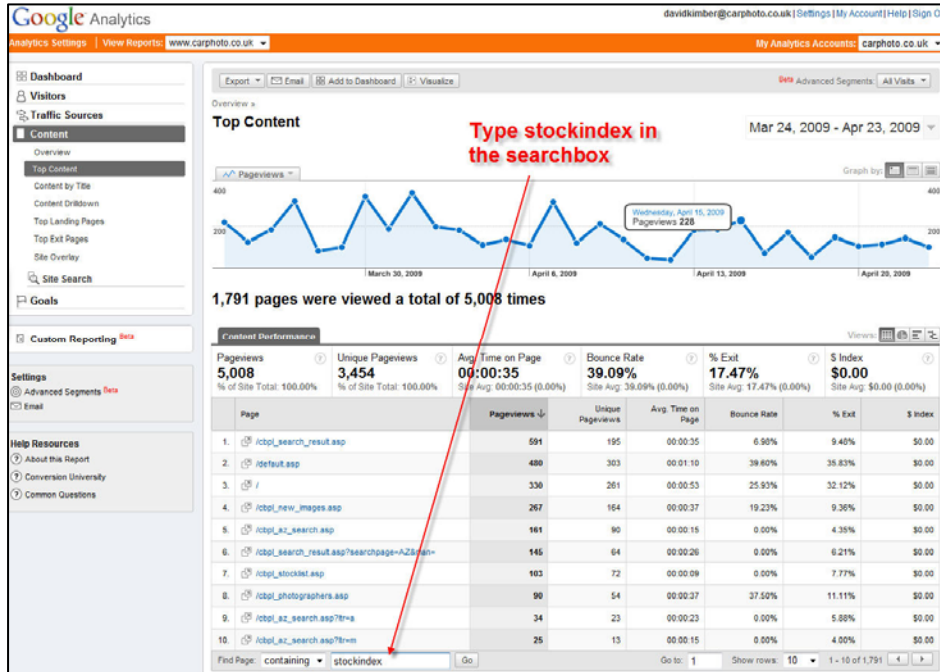
To find the number of searchers who landed on your site from a Stock Index search open Google Analytics and select Content, then overview, then Full report.



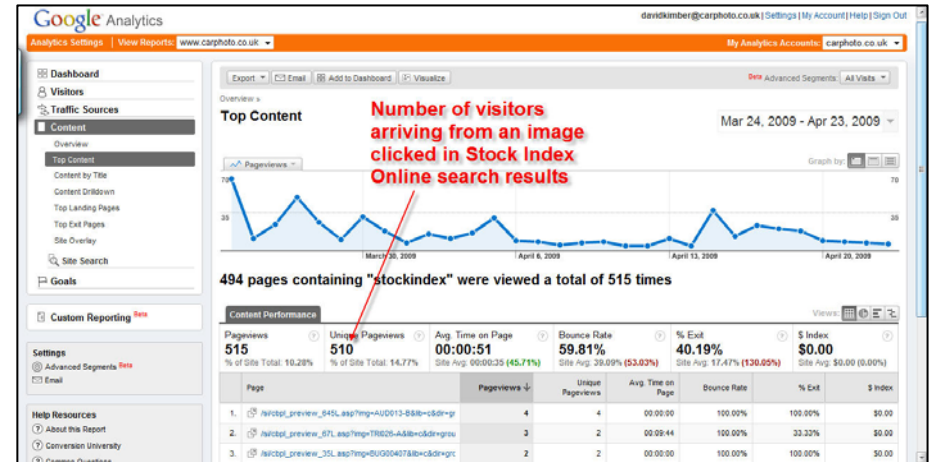
# STOCK INDEX ONLINE

THE ONLINE RESOURCE OF SPECIALIST STOCK PHOTOGRAPHY LIBRARIES AND THEIR WEBSITES

When the page opens type stockindex in the search box and click Go



The result is the number of visitors reaching your site after finding an image on Stock Index Online



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## How to check the number of referrals you receive from Stock Index Online

As well as searches you receive traffic from Category Searches and from your Profile on Stock Index

To calculate these visitors select Traffic Sources and Referring Sites. Stockindexonline.com will appear in the list with the number of visitors listed.

