



How is your brand doing online?

Measuring brand efficiency and perception online can be difficult. There are a few methods and many of them have been discussed online in different forums. I believe the key in these difficult measurements again is to look at many sources. Try to benchmark at least brand perception and brand equity towards your competition as well as conducting internal brand evaluations.

A **Brand Audit** is a consumer focused exercise that will study the brands value from many different perspectives. It is important to measure branding online and using the search engines as a tool is valuable as most of your target audience probably will use them in some way to get to you or your competitors.

From a search perspective you can measure, benchmark and build a scorecard for example on some of the following aspects.

- A. The amount of positive searches your brand has in relation to top three competitors
- B. The amount of negative searches (negative searches and results) around your brand in comparison with your competitors.
- C. Amount of negative blog articles you can find around your products and brand and the competitors.
- D. Amount of related searches around your product names and the competitors.
- E. Amount of links your page has from happy customers and or very strong partnerships, in comparison with your competition.
- F. Amount of positions your brand has in the top 10 results in relation to your competitors.

To conduct a more internal analysis of your brands value to your customers you can use your analytics tool to receive data. I would suggest you at least have a look at the following data:

- A. How much time each visitor is spending on your pages and the level of depth.
- B. Bounce rate per product area.
- C. Funnel analysis on the visitors arriving through a search on your branded keyword and product keywords

To measure brand resonance you can spend time analysing the following key objectives over time.

- **Brand loyalty** -How many repeated visitors does your site have and is this increasing or decreasing over time?
- **Brand attachment** – Do you have loyalty clubs or other registration forms on your site? Is this data showing a decrease or and increase over time?
- **Brand community** – Do you have open source activities or other two way communication activities on your site that makes your customers tied to your site.
- **Brand engagement** - Is the level of depth and time spent engaging with your content increasing or decreasing over time on your site?

This analysis is of course difficult to do with a benchmark to your competitors. But I still recommend you do this internal brand analysis to measure your own effectiveness in your brand perception curve.

If you get negative data and score for your own brand and products in benchmark over time you need to act and revitalize the brand. If something offline or online as damaged your brand and reputation you should take actions not only to reinforce the value again by some creative ideas on how to turn the negative flow around.