



# ClickTracks Web analytics to host online seminar on social media and its impact upon marketing, media and PR approaches

Elemental Communications, March 24, 2007

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*Global and UK ClickTracks Web analytics to host online seminar co-presented by Matt Bailey and Jennifer Laylock on social media and its impact upon marketing, media and PR approaches*

PR9.NET March 24, 2007 - London, UK - Web analytics company ClickTracks (<http://www.clicktracks.com>) is to offer another free online seminar for analysts who want to keep it simple.

The seminar (<http://www.clicktracks.com/seminars>), entitled Social Media: Should You Digg It?, is due to run on 26 and 27 March 2007 by highly respected editor-in-chief of Search Engine Guide, Jennifer Laylock and SiteLogic's Matt Bailey. As well as having access to two very knowledgeable industry professionals, attendees will be given the tips and skills to make the best use of social media marketing. Also attendees will learn if there is value in social media.

In addition to this, the interactive environment allows attendees to see real examples of how SEO is affected by social media marketing and PR campaigns and why they need to do more than just track social media traffic.

"The seminar will help to answer attendees' questions on the effectiveness of social media to give them the edge over their competition," says John Marshall, CEO and founder of ClickTracks.

"By enlisting the professional expertise of Laylock and Bailey, we hope to give all who attend our seminars some top rate tips to enable them to move their business in the right strategic direction in a rapidly changing environment that is foreign to many brands and agencies alike," concluded Marshall

Free Learning Edition: ClickTracks Appetizer

To complement the series of online marketing and web analytics classes, the company offers ClickTracks Appetizer, a free web analytics software program that includes several of ClickTracks' most popular features--like its famous overlay view, path view, page analysis and basic visitor labeling. Appetizer is free software (not a trial) and is available for download at <http://www.clicktracks.com/products/appetizer>.

Beginning on March 23, 2007, users of ClickTracks Appetizer will be treated to seven days of free access to all advanced reports typically only available in commercial versions of ClickTracks.

The reports will be referenced in the online classes, and users can follow along with analysis of their own sites.

All You Can Eat on "Web Analytics Week"

Also, on March 23, 2007, ClickTracks will "turn on" all advanced features in Appetizer. For seven days, Appetizer users will have full use of ClickTracks' industry leading funnel report, robot report, campaign report, search and keyword performance, and advanced visitor labeling – features found in ClickTracks' more powerful editions (Analyzer, Optimizer, Pro SMB and Pro).

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## About ClickTracks

Based in Santa Cruz, California, ClickTracks is the maker of award-winning Web analytics software. The family of software was designed out of frustration with existing Web analytics. Spending hours trying to understand Website visitors was motivation: there had to be a better way.

ClickTracks was voted 'Best Web Site Analysis Tool' in ClickZ's 2005, 2004 and 2003 Marketing Excellence Awards and was rated "Positive" in Gartner's 2006 MarketScope for Web Analytics. The company received a "Very Good" top rating from the InfoWorld Test Center for its 6.1 product suite, and a Computerworld Innovative Technology award in the Website management category. ClickTracks' software has been reviewed and featured on CNET, ZDNet, Builder.com, TechRepublic, Internet.com, CRM Magazine, Media Magazine, MarketingSherpa and About.com.

## About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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