Beacon Catalog

Find the Data Beacons you need to build Custom Dashboards to answer your most pressing digital marketing questions, enable you to drill down for more detailed analysis and provide the data, which will enable you to take positive action and/or report on your progress.

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Admin

Data Beacons designed to help admins or account managers monitor and manage account activity.

Activity Tracker (Standard)

List and check the status of assigned Activities by User at an Agency, Client or Web Presence level. Click through to view and update Activity details, where applicable.

Question Answered: What activities (by Activity Type and User) are due within a specified date range?

Client Activity Time Tracking (Standard)

Displays a breakdown of Activity Time Spent per Client for a selected Date Range. The Clients listed are restricted by the permissions of the user accessing the Beacon.

Question Answered: How much Activity time has been spent by Client within a specified time period?
Agency/Enterprise

Get a top down/rolled up view of data across your entire Agency/Enterprise of Clients and Web Presences.

Web Presence Comparison (Premium)

This powerful Data Beacon enables the display and comparison of Web presence metrics across multiple presences including:

- Visibility Score
- Share of Voice
- # of Keyword Positions (1-10, 11-30 and 31-50)
- # of Search Results (aggregate for keywords within the chosen kluster)
- Volume of Organic Traffic
- Volume of Total Traffic
- Conversions
- Age of Domain

Red and Green colour coding is used to identify increases or decreases vs. a selected previous period in order to identify potential issues or positive trends worth reporting. Account managers can link from this Beacon directly to the Web presence or drill down from data into the specific details related to the metrics in order to diagnose and deal with potential issues.

Question(s) Answered: Which clients/presences should I (Agency owner/director) be paying attention to based on performance boosts or declines?

Which clients/presences should I (an account manager) be focusing on based on KPI changes and how should I address them?
Analytics

Focused views of website pageviews, sessions (visit), conversions, bounce rate, channel and location traffic data from Google Analytics to quickly identify areas of strength and weakness.

Configurable GA Data (Premium)

The Configurable GA Data Beacon is a Premium Beacon, which will enable reporting on virtually any metrics available via the Google Analytics API including channel metrics, referral metrics, social traffic metrics or even Google Adwords campaign data (provided you have an Adwords account connected to your GA account). This Beacon must be custom configured by gShift. Please contact your Client Success Manager, Sales or support@gshiftlabs.com for more details on how to leverage this Beacon.

Question Answered: How and where are website visitors arriving at/from and how are they behaving on my website?
Conversions by Channel (Standard)

The Conversions by Channel Beacon enables you to see the number of Conversions (i.e. Completed Goals from Google Analytics) in a Pie Graph organized by Channel for a specific time period (7, 30 or 90 Days).

Question Answered: Which channels are delivering the most conversions on my website?

Predictive Revenue Boost Analysis (Premium)

An extension of the Predictive Traffic Boost Beacon factoring in the analysis of position changes within the search engines along with Average Conversion Rate and Average Order Value (*requires Google Analytics eCommerce) to answer the question what is the estimated effect on revenue of a change of x keyword positions for a single keyword or several within a keyword kluster?

Question Answered: How much additional revenue can I expect to generate, by improving the rank of a keyword or an entire kluster of keywords?
Predictive Traffic Boost Analysis (Premium)

Discover the projected traffic boost expected when improving the keyword position of keywords within a kluster by leveraging average monthly search volume and configurable estimated click through rates for each of the Top 50 positions.

**Question Answered:** How much additional organic traffic can I expect to generate, by improving the rank of a keyword or an entire kluster of keywords?

Social Signals and Metrics (Standard)

The Social Signals and Metrics Beacon provides an overview of how a Web Presence is performing on Social Networks. This beacon displays page signals, social signals and traffic metrics for each Social Networks.

**Question Answered:** Which social channels are delivering the most social signals, website visits and/or conversions.
Top On-Site Content by Analytics (Standard)

Top On-Site Content by Analytics Beacon can be configured to display and sort your website traffic by Sessions, Pageviews and/or Conversions.

**Question Answered:** Which are my top and bottom performing pieces of on-site or off-site content?

**Website Conversion Analysis (Standard)**

Display a timeline plotting selected conversions from Google Analytics organized in relevant Groups (e.g. based on Awareness, Evaluation, Intent, Decision) within gShift and broken down by Channel for the last 7, 30 or 90 Days.

**Question Answered:** Which channels are delivering website traffic which converts and in which goal groups?
The Website Traffic by Channel Beacon displays website metrics grouped into channels as defined by Google Analytics. Further, the Beacon can be configured to display single or all Channels and only specific metrics (columns), as required. For example, you may choose to only display Conversions from Organic Search. This data will enable the quick determination of which channels provides the highest or lowest quality traffic in terms of engagement or conversion and which areas are to be focused on.

**Question Answered:** Which channels are delivering the most or least website traffic and/or conversions?

### Website Traffic by Device (Standard)

The Website Traffic by Device Beacon displays analytics data for a selected website by device. Quickly see which devices are driving the most or least engaged and/or converting traffic in order to better focus attention and resources, as required.

**Question Answered:** What devices are visitors using to access my website?
Website Traffic by Device by Channel (Standard)

The Website Traffic by Device by Channel Beacon provides a visual representation of traffic for a Website over a period of time by both device (Desktop, Mobile, Tablet) and channel (Organic, Paid, Social, etc.) Quickly determine which devices provide the most traffic and which channels are driving in traffic to a site via each of those devices.

Question Answered: Where is my traffic coming from and what device are they using?

Website Traffic by Location (Standard)

The Website Traffic by Location Beacon provides a quick view of where in the world traffic to a selected website within a Web presence is coming from for a selected Time Period (7, 30 or 90 Days). This Beacon can be customized to show or hide columns (Sessions, Pageviews, Conversions or Bounce Rate) as required.

Question Answered: Where are my website visitors geographically located?
The Website Traffic Timeline Beacon displays Sessions, Bounces, Conversions and Pageviews over time for a chosen website within a Web presence. This Beacon will display traffic from All or a single selected channel. Any global messages, such as Google Algorithm updates or Activities marked as Complete within gShift will be included on this timeline. Great for visually seeing highs and lows in website traffic and performance, along with what may have caused those changes.

**Questions Answered:** Which completed activities or global events caused a notable change in website sessions, pageview, conversions or bounces?
Competitive Discovery and Comparison

Discover your true online competitors and then compare how your web presence and organic search visibility stack up against them. Drill down to find out how to gain or maintain a dominant position.

Competitive Share of Voice (Premium)

The Competitive Share of Voice Beacon is an extension of the Keyword Kluster Visibility Score Beacon, which also factors in the Average Monthly Search Volume of each keyword within a Kluster to produce a relative Share of Organic Search Visibility vs. selected Competitors displayed on a timeline or in a pie chart. The Share of Voice is expressed both as an Estimated Traffic value and as a percentage vs. selected Competitors. This Beacon can accommodate a Comparison of up to 10 Competitors.

**Question Answered:** What percentage of organic visibility do I maintain and how much organic traffic should I expect to receive as a result?
The Competitive Visibility compares the visibility score a web presence maintains for a chosen keyword kluster in a selected search engine relative to up to 10 competitors. Simply select the Web presence, Competitors, Search Engine and Klusters and add it to your Dashboard to see how the Web Presence stacks up.

**Question Answered:** How does the performance of a brand’s group (kluster) of keywords over a specified period of time compare to the same for competitors?
The Competitive Keyword Position Distribution Beacon displays a web presence's and its competitor's keyword positions in the 1-10, 11-30 and 31-50 groupings for a specified search engine and time period in an easy to read bar graph. This Beacon provides a great way to quickly see your overall visibility for a cluster of keywords relative to chosen competitors.

**Question Answered:** How many keyword positions/rankings do I maintain in the Top 50 relative to my competitors?
The Competitive Keywords Position Beacon enables you or your clients to quickly see who they stack up to in terms of organic search competition. This Beacon highlights a web presence's and its chosen competitors' current positions and changes vs. a previous time period in an easy to read table. Positions where the presence's rank is ahead is highlighted in **Green**, keyword rankings which are behind are highlighted in **Red** and all competitors who are ahead are highlighted in **Yellow** for quick and easy identification.

**Question Answered:** How do my rankings compare vs. my competitors for specific keywords?
The Discovered Competitors Beacon is a powerful Beacon, which helps with the discovery of organic search competitors, which in turn will enable access to useful information regarding competitive keyword rankings, backlinks and other competitive analysis. gShift looks for competitors within the search results for the any chosen keyword kluster and search engine. gShift scores each competitor and presents them in descending order. Follow or Ignore competitors who are or are not relevant.

**Question Answered:** Who are the true, top online competitors I am not already following?
Content Discovery and Visibility

Find out which pieces of on-site or off-site content you should be focusing your optimization efforts on and then monitor your progress.

Content Keywords (Standard)

The Content Keywords Beacon provides a list of the Top 10 keywords a single piece of content is ranking for. At a quick glance, gain insight into how content is performing and which keywords should be focused on.

Questions Answered: What keywords is my content ranking for and which ones should I be optimizing for?
Discovered Content (Standard)

The Top Discovered Content Beacon displays content gShift has discovered through rankings, backlinks or analytics. Add this Beacon to discover new content to follow within gShift from any Dashboard.

Questions Answered: Which content do I have which is ranking, receiving traffic or being linked to which I am not already following or actively optimizing?

Top Content by Visibility (Standard)

Top Content by Visibility Beacon identifies all of the on-site or off-site content you are following, which maintains keyword positions for a specified keyword kluster in a selected engine. The Beacon uses those positions to calculate a relative strength rating of Strong, Average or Weak enabling you to determine which content needs to be maintained or boosted.

Questions Answered: What is my top performing content in organic search or which pieces of content do I need to optimize?
The Top On-Site Content by Analytics Beacon can be configured to display and sort your website traffic by Sessions, Pageviews and/or Conversions.

**Question Answered:** Which pieces of content on my website are receiving the most traffic, which I could be optimizing further or using to cross-link to from other content I wish to optimize?
Design

Standard Beacons designed to enable the custom look, feel and/or layout of a Dashboard or PDF report.

Dashboard Buttons (Standard)

Create clickable Buttons to link to specific functional areas within gShift. Contact support@gshiftlabs.com if specific buttons are required.

Dashboard Clock (Standard)

Add a simple 24-hour clock to any Dashboard.
Dashboard Greeting (Standard)

Add personalization to a Dashboard by incorporating a personalized greeting and the gShift user's avatar.

Dashboard Navigation (Standard)

Create horizontal or vertical navigation to link between related Dashboards.
The HTML/Page Beacon enables you to add HTML Text or Web pages into your Dashboards (Note: HTTPS preferred as HTTP will invoke a security warning for mixing non-secure and secure elements.) There are several applications for this Beacon including the text-based Headings, notes/annotations fields in reports as well as pulling in Web-based interfaces from other applications, campaign landing pages or relevant videos.

Image (Standard)

As the name suggests, the Image Beacon enables the addition of an image to any Dashboard. This Beacon is perfect for adding Agency or Client logos to add some branding to Dashboards or incorporating a relevant screen shot from an Ad Campaign or Landing Page being reported on within a Dashboard.

Page Break (Standard)

For use with Dashboard PDF Reports. Incorporate Page Breaks between Beacons to adjust the layout of pages in a Report.
Keyword Discovery and Visibility

Discover which keywords you should be focusing your SEO and content marketing efforts on. Then monitor and adjust your keyword strategies based on positions, search volume, traffic, conversions and other key data points.

Advanced Discovered Keywords (Premium)

Search for keywords either a domain or a URL are ranking for during a specified period and within a specified search engine or across all search engines monitored by gShift, but which are not currently being followed. This Beacon is excellent for identifying previously unknown keywords or for understanding which keywords competitors are optimizing and/or being found for.

Question Answered: What keywords is my content ranking for which I don’t know about?
Competitive Keyword Positions (Standard)

The Competitive Keywords Position Beacon enables you or your clients to quickly see who they stack up to in terms of organic search competition. This Beacon highlights a web presence's and its chosen competitors' current positions and changes vs. a previous time period in an easy to read table. Positions where the presence's rank is ahead is highlighted in Green, keyword rankings which are behind are highlighted in Red and all competitors who are ahead are highlighted in Yellow for quick and easy identification.

**Question Answered:** How do my rankings compare vs. my competitors for specific keywords?
The standard Discovered Keywords Beacon is a powerful beacon, which can help with the discovery of keywords relevant to content and optimization efforts. The Beacon displays which keywords are related to those already being followed within a specific kluster and may be sorted based on average monthly search volume or competition level. The Beacon also indicates which followed keywords the discovered keywords are related to as an additional measure of relevance.

**Question Answered:** Which are the best keywords to focus on related to those I am already monitoring for?
Keyword Kluster Positions (Standard)

The Keyword Kluster Positions Beacon displays the keyword positions of all keywords within a specific kluster and search engine over a selected time period (7, 30 or 90 Days.) This Beacon provides a great way to quickly identify keywords which are gaining or losing ground in any given search engine. Click through on any keyword to get more detailed info and insights in order to react accordingly.

**Question Answered:** How are individual keywords within a chosen kluster performing over time?

Keyword Kluster Visibility (Standard)

This Beacon enables users to display the visibility of keyword klusters in a selected search engine over a specified period of time or compare performance between multiple chosen klusters.

**Question Answered:** Which group (kluster) of keywords maintains the highest (or lowest) organic search visibility over time?
The Keyword Position Comparison Graph provides another way to visualize the keywords within a kluster requiring attention based on either their rank within a specified search engine, their monthly average search volume in the engine and/or a combination of these two metrics. Click on any keyword to see more granular details and to gain further insights into what to do next to boost authority for this keyword.

**Question Answered:** Which keywords within a selected group should I be focusing on?

The Keyword Position and Search Volume Comparison Beacon will enable quick identification of top performing or underperforming Keywords within specific Keyword Klusters based on positions and average monthly search volume across multiple search engines in order to better determine where to focus attention. Drill down from this Beacon into more specific details for any single keyword and additional insights into what to do next.

**Question Answered:** Which keywords within a selected group should I be focusing on?
An extension of the Predictive Traffic Boost Beacon factoring in the analysis of position changes within the search engines along with Average Conversion Rate and Average Order Value (*requires Google Analytics eCommerce) to answer the question what is the estimated effect on revenue of a change of x keyword positions for a single keyword or several within a keyword kluster?

**Question Answered:** How much additional revenue can I expect to generate, by improving the rank of a keyword or an entire kluster of keywords?
Predictive Traffic Boost Analysis (Premium)

Discover the projected traffic boost expected when improving the keyword position of keywords within a kluster by leveraging average monthly search volume and configurable estimated click through rates for each of the Top 50 positions.

Question Answered: How much additional organic traffic can I expect to generate, by improving the rank of a keyword or an entire kluster of keywords?
The Visibility Score Gauge provides quick insight into the current performance of a keyword kluster within a specific search engine. Scores between 1 and 20 are considered Weak, 21 to 50 are average and 51-70 are strong.

The Visibility Score is calculated based on totaling values assigned to each keyword positioned maintained within a kluster of keywords. This total is then divided by the highest possible score to provide the Visibility Score. The Beacon also displays the Visibility Score from 7, 30 or 90 days ago as a point of reference. Create two Beacons side-by-side to compare the relative strength of two klusters.

**Question Answered:** How relatively well is my organic search visibility doing for a selected group of keywords?
Gain a unique 3D perspective into how keywords are ranking. This beacon provides a 3D look at how keywords in a Kluster are ranking over a period of time. Interact with the Beacon by hovering over points on the graph and clicking and dragging the graph to make it rotate. This beacon is an excellent tool for visualizing how much or little keywords move over time.

**Question Answered:** Which keywords within a selected group should I be focusing on?
Social Media Effectiveness

Identify your top or bottom performing social channels based on signals (i.e. Likes, Shares), website traffic or conversions.

Social Signals and Metrics (Standard)

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<th>New Network Signals</th>
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</table>

The Social Signals and Metrics Beacon provides an overview of how a Web Presence is performing on Social Networks. This beacon displays page signals, new and total network signals and traffic metrics for Facebook, Twitter, LinkedIn, YouTube, Pinterest and Google +.

**Question Answered:** Which is my top or bottom performing social channel based on signals, website traffic and/or conversions?
Create and configure Beacons within a Social Dashboard to obtain detailed Facebook Ad Campaign details including Creative, Time Period, Spend, Reach and Engagement metrics. Put two or more Beacons side-by-side to compare campaigns or alongside other Beacons like Google Adwords to compare the effectiveness of your Paid Campaigns and Channels.

**Question Answered:** How are my selected Facebook Ads performing?

Create and configure Beacons within a Social Dashboard to obtain detailed aggregate Facebook Campaign specific details including Creative, Time Period, Spend, Reach and Engagement metrics. Put two or more Beacons side-by-side to compare campaigns or alongside other Beacons like Google Adwords to compare the effectiveness of your Paid Campaigns and Channels.

**Question Answered:** How are my selected Facebook Campaigns performing?