



The Challenge – Module 2 – Day 6

2010TCMD2D6a: Intro

Running Time: 1 min



Intro

[ED] Ed Dale, the Challenge

[MR] Marty Rozmanith, Wordpress Direct

[ED] Hey, welcome back! Day six! How cool was Wordpress Direct? Did you think it was cool, Marty?

[MR] I hope so!

[ED] That's not really endorsing your product.

[MR] Alright! Let's do that again!

[ED] No, we won't do that! I'm not going to do that again because you need to be enthusiastic about your own product. So, how was Wordpress Direct, Marty?

[MR] Fabulous!

[ED] There we go! But it was cool, wasn't it? Today, it really has nothing to do with Marty, but we've spent so much on this location that -- well, we figured we'd stick him in anyway.



But it's all about **Google Analytics**, okay? And let's face it, **you can't measure what you don't manage**. Isn't that right, Marty?

[MR] That's true!

[ED] That is true. He measures. He measures a lot over time (He can't read a map, not a chance. But measuring, no problem). And fortunately, the cool thing about Google Analytics when it comes to Wordpress Direct -- what have you done in Wordpress Direct to make it so simple?

[MR] Well, we've integrated. So, all you've got to do is paste in your code and then, you'll be able to track all your traffic for as long as you need to and in order to get whatever marketing outcome you want.

[ED] That is so simple. You probably don't even need to watch the videos for today because it's literally cutting and pasting. Anybody can do that. Alright! We'll speak soon!

Actions

- **Sign up** for a Google Analytics account
- **Add your Google Analytics** account to your **Wordpress Direct** account
- **Add your domain to the Rank Tracker Module** inside **Market Samurai**
- **Add your theme and category keyword phrases to the Rank Tracker** Module inside Market Samurai
- Following the set criteria, **run your first update of your rank data**

Handy Tip - Remember to **skip the cutting and pasting of your Google Analytics code when you add your site to your Google Analytics account**. Wordpress Direct has inbuilt functionality for integrating with your Google Analytics account, simplifying the process of using Google Analytics to track your site.

Run the Rank Tracker once a day so that Market Samurai can start to build up a history of data for your website/blog and the keyword phrases you're tracking.

Resources:

Google Analytics - <http://analytics.google.com/>

Click here to sign up for Google Analytics.

Wordpress Direct - <http://www.challenge.co/WordpressDirect>

Click here to get your free Wordpress Direct account.

Wordpress Direct Support - <http://www.wpdirect.com/support/>

Click here to get support for Wordpress Direct.

Market Samurai - <http://www.challenge.co/MarketSamurai>

Click here to get your free trial copy of Market Samurai if you haven't already.

Market Samurai Support - <http://www.noblesamurai.com/support>

Click here to get support for Market Samurai.