



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Visitor Information



Presentation Topics

What is Visitor Information?

Visitor Information

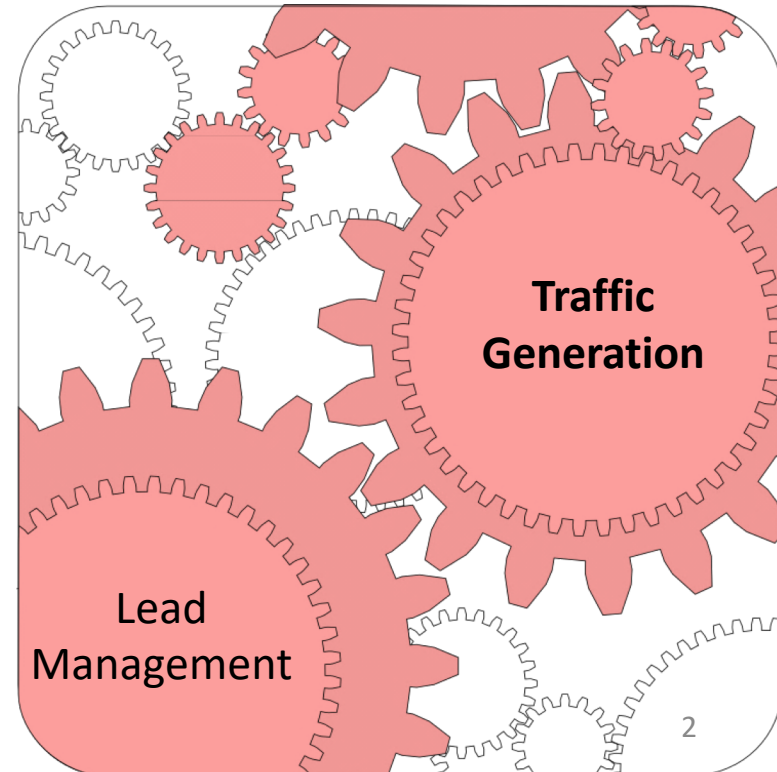
- Overview

Visitor Information

- Prospects
- Page Performance
 - Linking
 - CTA
 - Keywords
- Web Presence
- Geographic Visitor Location

Visitor Information Tasks

- Voston
- Excel



Prospects [Tutorial](#)

All Prospects

Search Prospects

Name	Pages Seen	Visitors	Leads	Visiting From
At&t Mobility Llc	250+	158		june mba open house / direct 22 minutes ago
Shenzhen Nanshan	1	1		sydney.edu.au 23 minutes ago
T-mobile Usa Inc.	250+	159		june mba open house / direct 45 minutes ago
Edinburgh	5	4		no referrer 57 minutes ago
Allocated To Mumbai Corporate Customers	10	1		no referrer 1 hour, 7 minutes ago
Glb Japan Kk	4	2		june mba open house / direct 1 hour, 20 minutes ago
Rightel Communication Service Company Pjs	14	4		no referrer 1 hour, 24 minutes ago
Hosted Data Solutions Llc	36	26		june mba open house / direct 1 hour, 47 minutes ago
Bissell Homecare Inc	1	1		june mba open house / direct 1 hour, 59 minutes ago
Opera Software Asa	250+	92		"managing the global supply chain management" 2 hours, 17 minutes ago
Proxad/free Sas	19	9		no referrer 2 hours, 45 minutes ago
Saudi Arabian Oil Company	163	19		no referrer 2 hours, 48 minutes ago
Wideopenwest Michigan	250+	58	2	june mba open house / direct 3 hours, 17 minutes ago
Wayport Inc.	250+	67	2	june mba open house / direct 3 hours, 28 minutes ago

- Get Prospects By Email**
Keep your eye on the ball even when you're not logged in.
- Export All Prospects**
Download your data and do with it what you will.
- See Hidden Prospects**
Add and remove filters to see just the data you want.

Page Performance [Tutorial](#)

33,768

Total Views



Total Views

77

Keywords

974

Inbound Links

All Pages

This month to date

Search...

Page	Views	CTA %	Keywords	Links
MBA Open House Information - School of Business Administration - Wayne State University http://business.wayne.edu/mba-open-house.php	3,503	—	2	2
Welcome - School of Business Administration - Wayne State University http://business.wayne.edu/	2,655	—	0	142
Master of Business Administration (MBA) - School of Business Administration - Wayne State University http://business.wayne.edu/mba	1,868	—	4	29
MBA Concentrations - School of Business Administration - Wayne State University http://business.wayne.edu/mba/concentrations.php	957	—	3	1



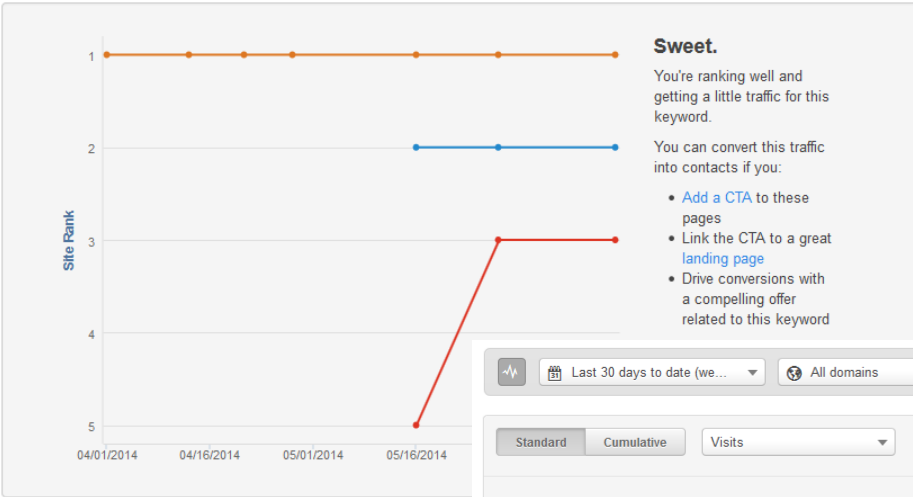
Title:
MBA Open House Information - School of Business Administration - Wayne State University

Refresh page data

wayne state mba

[Return to all keywords](#)

Last 3 months



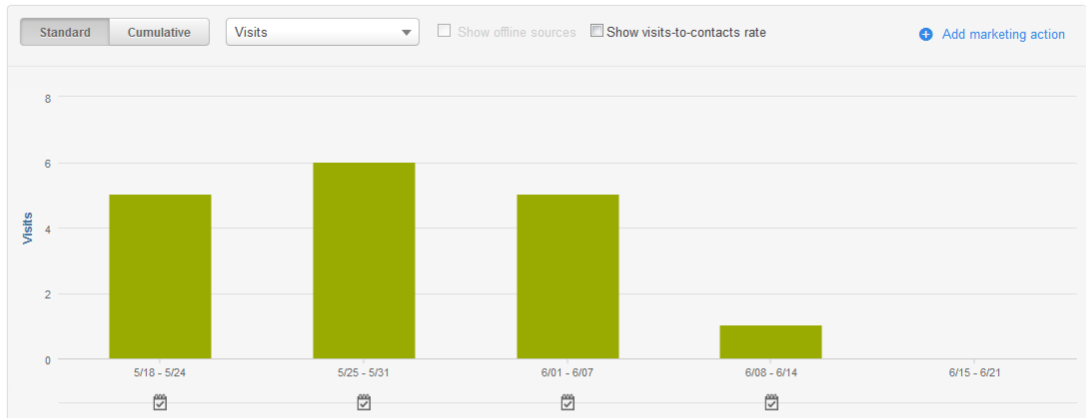
Keyword Details

Rank: 1
 Visits: 17
 Contacts: 0
 Difficulty: 45
 Monthly Searches: 170
 Cost per Click: \$0.00

Ranking Page

	http://business.wayne.edu/mba
	http://business.wayne.edu/mba/requirements.php

Last 30 days to date (we... All domains Select report...



Traffic Sources > Organic Search

wayne state mba

Search Engine	Visits	%	Contacts	%	Customers	%
Bing	14	0.0%	0	0.0%	0	0.0%
Yahoo	3	0.0%	0	0.0%	0	0.0%
Total	17	0.0%	0	0.0%	0	0.0%

Search...

Save as report


Report Actions
[Export current view](#)

Navigation

Page Performance [Tutorial](#)

33,768

Total Views



Total Views

77

Keywords

974

Inbound Links

All Pages This month to date Search...

Page	Views	CTA %	Keywords	Links
MBA Open House Information - School of Business Administration - Wayne State University	3,503	—	2	2
Welcome - School of Business Administration - Wayne State University	2,655	—		
Master of Business Administration (MBA) - School of Business Administration - Wayne State University	1,868	—		
MBA Concentrations - School of Business Administration - Wayne State University	957	—		



Page Detail - M.B.A. Open House Information - School of Business

<http://business.wayne.edu/mba-open-house.php>

This month to date Search...

[Back to Pages List](#)

URL of Inbound Links	Anchor Text	Link Authority
www.wsualumnicommunity.com/atwaynestate?nid=1492	http://business.wayne.edu/mba-open-house.php	0
doso.wayne.edu/announcements/mba-open-house	http://business.wayne.edu/mba-open-house.php	0

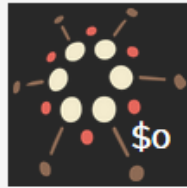
3,517

Views from this month to date

Page Details

On Page SEO	72%
Ranked Keywords	2
Inbound Links	2
CTAs	0
Internal Links	
Links to this Page	3
Links from this Page	133
Social Media	

FREE



Low Priority Crawls [i](#)

50 VOSON Activity Units [i](#)



[Community Forum](#) Support

Registered

PROFESSIONAL



Medium Priority Crawls [i](#)

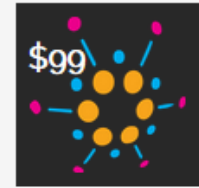
500 VOSON Activity Units [i](#)



[Community Forum](#) Support

Subscribe

PREMIUM



High Priority Crawls [i](#)

5000 VOSON Activity Units [i](#)



Dedicated e-mail Support

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*All prices in USD. For further information on subscription levels, upgrading etc. please see our subscription [FAQ](#)

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Please note that using VOSON for courses and/or in the classroom **requires** a Professional or Premium Tier subscription for *each* seat—but we offer substantial educational discounts for course use. [Contact us](#) for more information!

NodeXL: Network Overview, Discovery and Exploration for Excel

NodeXL Excel Template

Rating: No reviews yet	Dev status: Beta 
Downloads: 14998	
Change Set: 73721	

RECOMMENDED DOWNLOAD

 [NodeXLExcelTemplate2014Setup.exe](#)
application, 799K, uploaded Jun 4 - 14998 downloads

RELEASE NOTES

What It Is

OTHER DOWNLOADS

- Released** | [Planned](#)
- [NodeXL Automation Tools, version 1.0.1.328](#)
 - [NodeXL Class Libraries, version 1.0.1.327](#)
 - [NodeXL Class Libraries, version 1.0.1.320](#)
 - [NodeXL Source Code, obsolete version 1.0.1.251](#)



NodeXLGraph4 - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW POWERPIVOT TEAM NodeXL DESIGN

Import Refresh Graph Type: Undirected Export Summary Layout: Fruchterma... Prepare Data Automate

Autofill Columns Color Vertex Shape Opacity Vertex Size Visibility Edge Width Dynamic Filters Groups

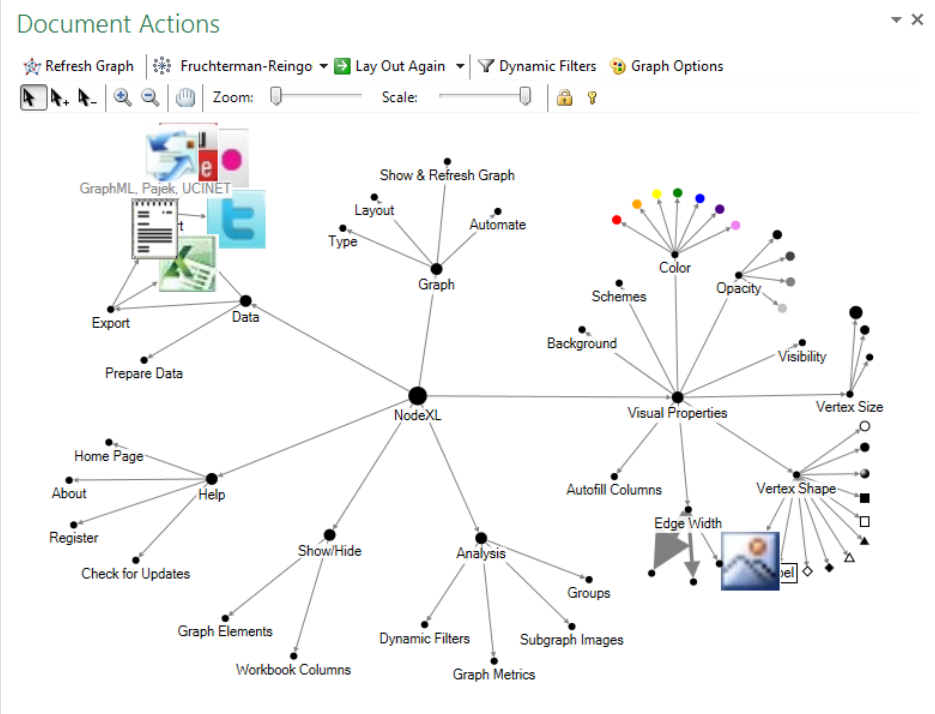
Graph Metrics Graph Elements Show Notifications

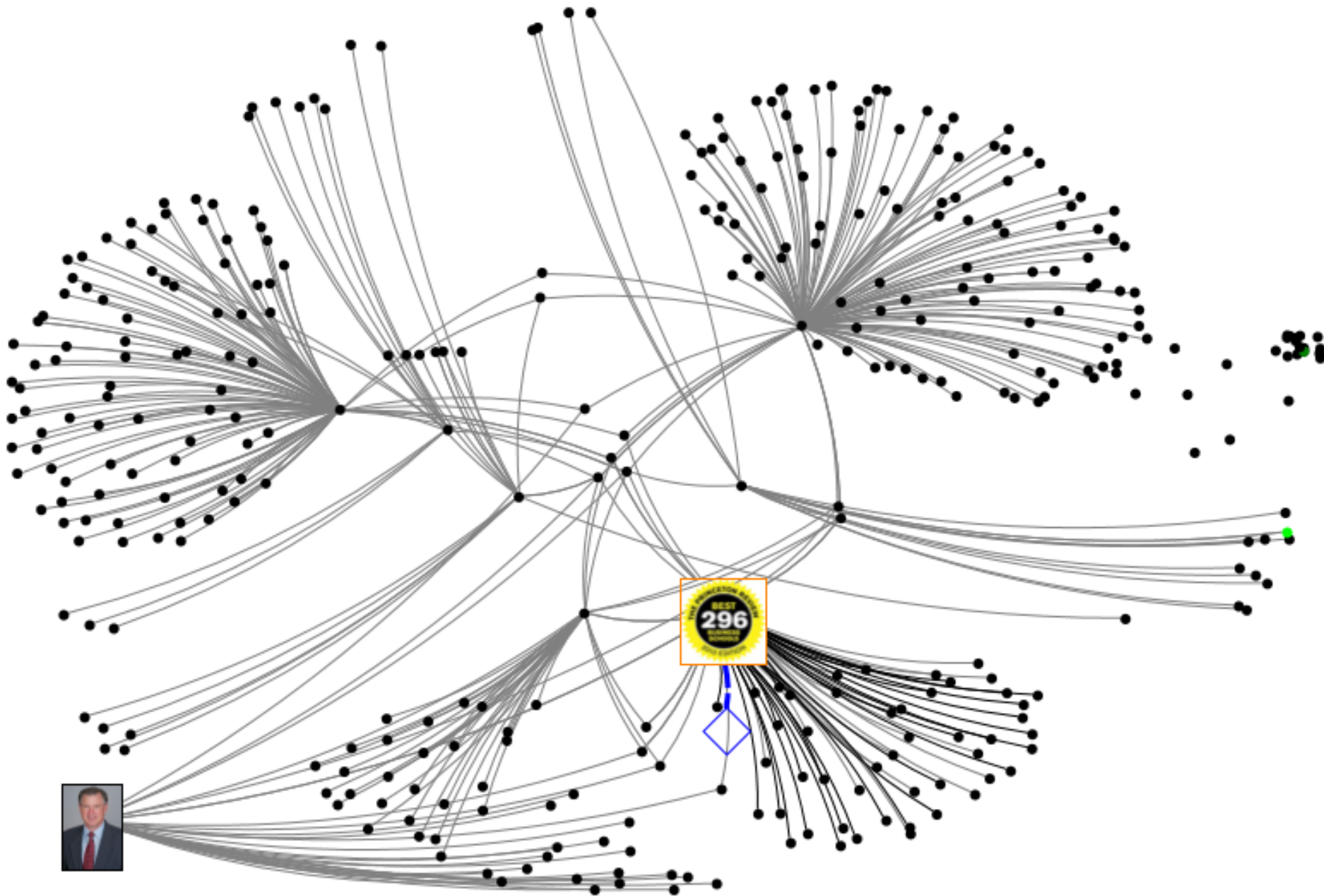
Use Current for New Options Import Export Workbook Columns Graph Elements Show Notifications Help Online Sample Workbook About

John Heinrichs

A3 NodeXL

	Visual Properties						Labels			Other Column		
	Vertex	Color	Shape	Size	Opacity	Image	Visibility	Label	Color	Position	Tooltip	Add Your Own Columns Here
1	NodeXL			10.0				NodeXL	223, 231, 255			
2	Data			4.0				Data	223, 231, 255			
3	Graph			4.0				Graph	223, 231, 255			
4	Visual Properties			4.0				Visual Properties	223, 231, 255			
5	Analysis			4.0				Analysis	223, 231, 255			
6	Show/Hide			4.0				Show/Hide	223, 231, 255			
7	Help			4.0				Help	223, 231, 255			
8	Prepare Data			1.5				Prepare Data	223, 231, 255			
9	Import			1.5				Import	223, 231, 255			
10	Export			1.5				Export	223, 231, 255			
11	Show Graph			1.5				Show & Refresh Graph	223, 231, 255			
12	Type			1.5				Type	223, 231, 255			
13	Layout			1.5				Layout	223, 231, 255			
14	Automate			1.5				Automate	223, 231, 255			
15	Autofill Columns			1.5				Autofill Columns	223, 231, 255			
16	Visibility			1.5				Visibility	223, 231, 255			
17	Background			1.5				Background	223, 231, 255			
18	Schemes			1.5				Schemes	223, 231, 255			
19	Color			1.5				Color	223, 231, 255			
20	Opacity			1.5				Opacity	223, 231, 255			
21	Vertex Shape			1.5				Vertex Shape	223, 231, 255			
22	Vertex Size			1.5				Vertex Size	223, 231, 255			
23	Edge Width			1.5				Edge Width	223, 231, 255			
24	Dynamic Filters			1.5				Dynamic Filters	223, 231, 255			
25	Graph Metrics			1.5				Graph Metrics	223, 231, 255			





BEST
296
AWARDS



Prospects [Tutorial](#)

All Prospects

Search Prospects

Name	Pages Seen	Visitors	Leads	Visiting From
Research In Motion Uk Limited	20	8		"www.businessadministration" 1 hour ago
Ford Motor Company	250+	43		no referrer 2 hours, 26 minutes ago
Wasu Bb	3	1		no referrer 2 hours, 33 minutes ago
Wideopenwest Michigan	250+	42		"wayne state university supply chain management" 2 hours, 52 minutes ago
City Of Thomasville Utilities	1	1		no referrer 3 hours, 33 minutes ago
Clearwire Us Lic	80	18		no referrer 4 hours, 24 minutes ago
Mgm Mirage Inc.	17			
Saudi Arabian Monetary Agency	18			
Wayne State University	250+			
Bhn Detr	250+			
Rcp-ldc Dmz Servers	1			
At&t Services Inc.	212			

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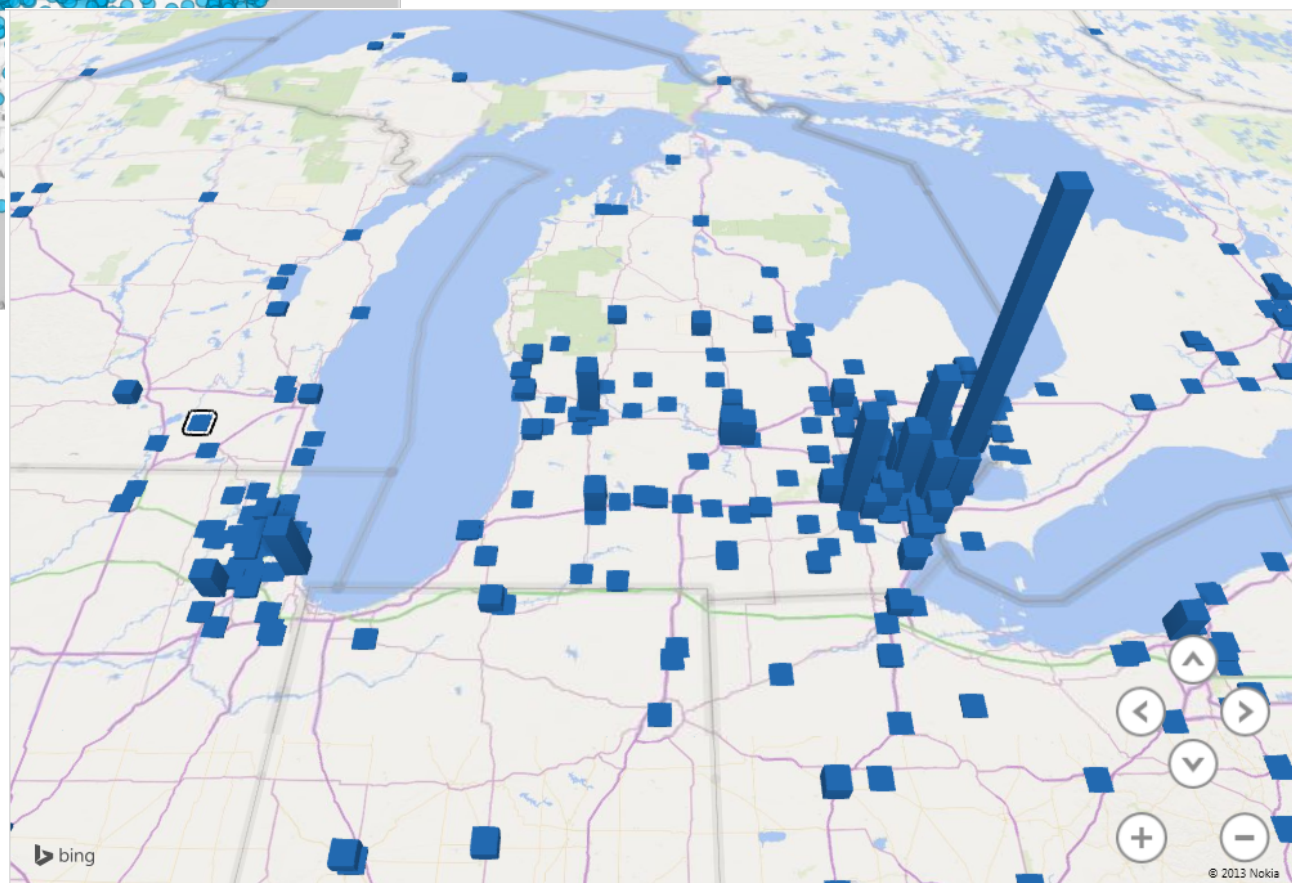
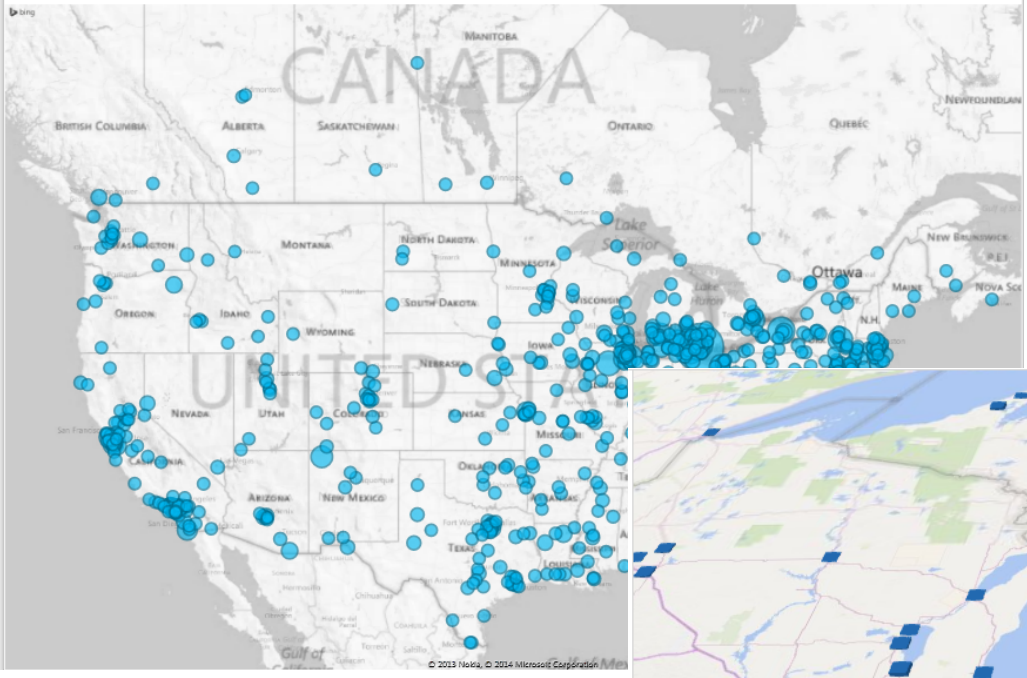
Custom email notifications

Get regular alerts about the visits prospects-export - Excel

Microsoft Excel interface showing a spreadsheet of prospect data. The spreadsheet has columns for Name, Website, Pages Seen, Total Visitors, Total Leads, City, Region, Country, Last Seen, Referring Domain, Campaign, Medium, Source, Keyword, and Search Engine. The data is sorted by Last Seen in descending order.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Name	Website	Pages Seen	Total Visitors	Total Leads	City	Region	Country	Last Seen	Referring Domain	Campaign	Medium	Source	Keyword	Search Engine
2	TELIASONERA FI	TELIASONERA.CC	4	2	0	HELSINKI	SOUTHERN FINL	FINLAND	06/09/2013 - 07:01						
3	RESEARCH IN MC	BLACKBERRY.NE	20	8	0	SLOUGH	ENGLAND	UNITED KINGDO	06/09/2013 - 06:17					accounting mast	google
4	FORD MOTOR CC	FORD.COM	250	43	0	DEARBORN	MICHIGAN	UNITED STATES	06/09/2013 - 04:51					www.businessa	google
5	WASU BB		3	1	0	BEIJING	BEIJING	CHINA	06/09/2013 - 04:43						
6	WIDEPENWEST	WIDEPENWEST	250	42	0	TROY	MICHIGAN	UNITED STATES	06/09/2013 - 04:24					wayne state uni	google
7	CITY OF THOMAS	CNS-INTERNET.C	1	1	0	THOMASVILLE	GEORGIA	UNITED STATES	06/09/2013 - 03:43						
8	CLEARWIRE US	LICLEARWIRE.CO	80	18	0	NEW YORK CITY	NEW YORK	UNITED STATES	06/09/2013 - 02:56						
9	MGM MIRAGE IN	MGMIRAGE.NE	17	7	0	STATE COLLEGE	PENNSYLVANIA	UNITED STATES	06/09/2013 - 02:37						
10	SAUDI ARABIAN	MONETARY AGE	18	1	0	RIYADH	AR RIYAD	SAUDI ARABIA	06/09/2013 - 02:02						
11	WAYNE STATE U	IWAYNE.EDU	250	54	0	DETROIT	MICHIGAN	UNITED STATES	06/09/2013 - 01:00						
12	BHN DETR	RR.COM	250	56	0	LIVONIA	MICHIGAN	UNITED STATES	06/09/2013 - 00:14					does phd in fina	google
13	RCP-IDC DMZ	SERVERS	1	1	0	MUMBAI	MAHARASHTRA	INDIA	06/09/2013 - 00:10					shantanu mitra s	google
14	AT&T SERVICES	I.ATT.NET	212	75	0	PITTSBURGH	PENNSYLVANIA	UNITED STATES	06/09/2013 - 00:03					masters in econ	bing
15	RESEARCH IN	MCRM.COM	40	6	0	FARMINGTON	MICHIGAN	UNITED STATES	06/08/2013 - 23:44					wayne state mb	google
16	BEIJING ONETT	CO. LTD	2	1	0	BEIJING	BEIJING	CHINA	06/08/2013 - 23:38						
17	OPERA SOFTWA	OPERA.COM	71	39	0	NORWAY	MICHIGAN	UNITED STATES	06/08/2013 - 23:16					online phd busir	google
18	SINGLEHOP INC.	SINGLEHOP.COM	78	8	0	EVERETT	WASHINGTON	UNITED STATES	06/08/2013 - 23:10						
19	THE UNIVERSITY	MEMPHIS.EDU	1	1	0	MEMPHIS	TENNESSEE	UNITED STATES	06/08/2013 - 21:24			faculty-poster	link		
20	T-MOBILE USA	INT-MOBILE.COM	250	44	0	HOBOKEN	NEW JERSEY	UNITED STATES	06/08/2013 - 19:52					david huff wayn	google
21	AIR ADVANTAGE	AIRADVANTAGE	4	2	0	ALLENTON	MICHIGAN	UNITED STATES	06/08/2013 - 19:48						
22	MOBIN NET	COMMUNICATION CC	7	2	0	TEHRAN	TEHRAN	IRAN, ISLAMIC R	06/08/2013 - 18:43						
23	OHIO STATE UNI	OSU.EDU	54	5	0	COLUMBUS	OHIO	UNITED STATES	06/08/2013 - 18:20						
24	UNIVERSITY OF	VUWINDSOR.CA	77	10	0	WINDSOR	ONTARIO	CANADA	06/08/2013 - 17:29						
25	NCS BUSINESS S	NCS.COM	27	3	0	BUFFALO GROVE	ILLINOIS	UNITED STATES	06/08/2013 - 16:37						
26	AGRI-VALLEY	SFAVCI.NET	19	3	0	BAD AXE	MICHIGAN	UNITED STATES	06/08/2013 - 16: oakland.wayne.edu						
27	AMERICA ONLIN	AOL.COM	1	1	0	HARVEST	ALABAMA	UNITED STATES	06/08/2013 - 15:44						
28	MIDCONTINENT	MMI.NET	5	5	0	FAIRMONT	MINNESOTA	UNITED STATES	06/08/2013 - 15: online.wayne.edu						
29	SILVER TOWER		154	11	0	DHAKA	DHAKA	BANGLADESH	06/08/2013 - 14:43						
30	SCHOOLCRAFT	C.SCHOOLCRAFT.E	42	11	0	LIVONIA	MICHIGAN	UNITED STATES	06/08/2013 - 14:43						

Total Visitors by City





Thank You!

innovation