

HubShout Ramps Up Sales Lead Tracking and Reporting to Offset Google 100% Keyword Encryption

Written by Australian Business

FALLS CHURCH, Va., Oct. 11, 2013 /PRNewswire-iReach/ -- HubShout, a US- based website reseller and SEO reseller with a complete line of online marketing services, announces considerable upgrades to its sales lead tracking software and lead reporting capabilities. The new lead tracking features were released in September and 2013 and announced to HubShout resellers in a webinar on September 12.

The most notable updates are:

Sales Lead Map - HubShout's software captures the latitude and longitude of the incoming lead, marking it on a world map in the HubShout dashboard. A click on the lead marker displays the lead's details, including name, phone number, city, and website URL. The sales lead map is a powerful tool for the client, allowing for a quick visual analysis of web and phone call origins and providing insight into geographic trends.

Automated Lead Source Identification - The campaign from which a lead is captured (organic, direct, PPC campaign, email marketing campaign, etc.) is automatically identified and added to the lead summary report in the client's dashboard. Clients need not spend time attempting to identify the lead source. Lead source identification gives the client increased insight into campaign performance and accurate ROI.

The lead tracking upgrades give HubShout SEO resellers an advantage over the competition in that HubShout's insightful lead tracking service is unmatched by other reseller programs.

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HubShout CEO and co-founder, Chad Hill, explains the benefits of the lead tracking enhancements: "The upgrades allow our customers to get a better understanding of their prospects. The sales lead and phone map lets a customer see geographic patterns that are only possible when they are mapped."

With 100% Google Keyword Encryption looming (Google intends to cut off all access to keyword search data; Google Analytics will show "keyword not provided"), SEO providers must turn to other metrics to demonstrate results. HubShout and its SEO reseller partners are prepared for Google Keyword Encryption and the shortage of keyword traffic data. In addition to the new sales lead map and automated lead source identification, HubShout modified its dashboard to focus on leads and conversions. Organic traffic over time, monthly keyword searches, search engine ranking, pages that receive organic referrals and other pertinent data are also available in the dashboard.

HubShout has long advised its SEO resellers to encourage their clients to use lead tracking for all campaigns. Clients who take advantage of the tracking software get an accurate campaign ROI. Sales lead data empowers clients to escalate the successful campaigns and improve their ROI.

Chad Hill, CEO and Adam Stetzer, Ph.D., President, co-founded [HubShout](#) in 2008. Offices are located in Falls Church, VA and Rochester, NY . For more information about HubShout's website reseller program, SEO reseller program, sales lead tracking service or any HubShout online marketing service, please contact HubShout directly.

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