

## **News Release**

### **Web analytics firm StatCounter adds new feature to help manage Google 'not provided' keyword problem**

- Integrated reporting designed to simplify keyword analysis for busy search professionals and website owners

**San Francisco, CA & Dublin, Ireland; 15<sup>th</sup> July, 2014:** StatCounter, the independent website analytics company, has launched a new feature to ease the burden imposed on website owners and internet marketers by Google's controversial removal of keyword data. Since 2011\* Google has been steadily expanding its policy of withholding keyword data for organic search which means that website owners and professionals have limited access to the keywords used to find their sites.

"Google's mission is to organize the world's information and make it universally accessible and useful. It appears, however, that this does not apply to vital information used by web surfers to find your site," commented Aodhan Cullen, CEO, StatCounter. "While we can't undo what Google has done, we have added a new feature to our service to maximize and streamline access to available keyword data."

StatCounter ([www.statcounter.com](http://www.statcounter.com)) has integrated Google Webmaster Tools (GWT) keyword data into its reporting. This means that members don't have the time-consuming job of separately accessing GWT, downloading the data, merging with other keyword reports and attempting to analyze the combined information.

GWT provides an aggregated list of the top 2,000 search queries that drove traffic to a site for the previous 90 days. StatCounter can now integrate this data into its reporting interface. 90 days of data can be stored within free StatCounter accounts. Upgraded accounts can retain five years of data for future reference and analysis.

“The StatCounter move should be welcomed by internet marketers as well as individual website owners,” commented Russell Crago of US based web development agency A Creative Web Design. “We have many clients for which we had to access and import Google Webmaster Tools data for reporting and analysis. Having this integrated simplifies the process and saves a huge amount of time.”

Aodhan Cullen added: “Time precious website owners only have to link their StatCounter account with GWT once and then they can leave the reporting to us. Professional search marketers can rely on our streamlined reporting to remove the burden of accessing separate data sources and laboriously compiling reports for each of their clients.

“As before, our reports will continue to include non-Google searches such as Bing, Yahoo! and others which, together, account for about 20% of searches in the US and 10% worldwide. Our new feature is designed to access whatever keyword intelligence is available and provide this under one roof.”

A step by step guide to setting this up is available on the StatCounter blog at: <http://blog.statcounter.com/2014/07/google-keyword-problem/>

Independent web analytics specialist StatCounter ([www.statcounter.com](http://www.statcounter.com)) has millions of members including companies, agencies, bloggers, self-employed people, charities and anyone who wants to measure activity on their website, blog or forum. Key features include ease of use, independence and ability to view website data in real time.

StatCounter members can learn about visitors to their site with essential statistics such as incoming traffic (i.e. how visitors are finding the site), downloads (e.g.

which brochures are being accessed) and exit links (i.e. which links people click as they leave the site).

StatCounter's free web analytics service is aimed at websites with up to 250,000 page views per month. It offers lifetime summary stats for unique and returning visits with detailed analysis of the most recent 500 page views. Upgrades start from \$5 per month.

**Ends**

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\*<http://googleblog.blogspot.ie/2011/10/making-search-more-secure.html>