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Social Media Audit Helps in Analyzing the Business Growth by [Santosh Shetty](#)

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What is social media audit or Online Audit? Social media audit is important for understanding the popularity, growth and the weak spots of your business. Online audit is what which is done online through internet and your online involvement is more than the social presence. Social media highlights awareness whereas your online presence and involvement can help to get an effective online business strategy.

Why people must be doing this Online Audit? What must be the grounds? The purpose of online audit is to calculate the effectiveness of your online involvement and presence and indentifying the weak spots and possible areas of development. These areas may include the setup of your website, SEO i.e. search engine optimization, Social media profiles, techniques of tagging the customer and niche marketing and all other necessary information required in finding out if, your targeted customers can find you online and how well you can please that potential client's requirements this applies even if you have products/services in stores.

What are the benefits of online audit or web analytics? It depends on your clients that what their goals and requirements are and they are available on internet. Sentiment analysis helps in understanding the positive and negative opinions. Social media has shaped a fresh world of customer's voice and venting. When it comes to product feedback then a quick mention of good services you provide, good products you manufacture will be obviously there; but your customers also mention disappointing product and services they get from you. A quick share of these feedback let you know the actual sentiments of your customers.

Social media marketing is becoming a heart of an online marketing planning new and new every day for international business. Actually social media marketing is an appropriate successful lead product and benefit to all those groups who are attached to a brand and connected through micro blogging on various social websites like Facebook, Twitter, LinkedIn or Buzz. As many businesses are still running very slow to catch on the profits of a targeted campaign. So here social media audit helps companies like digital agencies or SEO companies that needs social media strategy.

The pattern for social media audits can apply for presales managements where a doubtful client may not see the power of successful campaign. Several businesses lack the time to carry out a solid online campaign although numerous search engine optimization services are used to running the work anyway.

Substantial facts exists that social media is quickly developing from the shiny fresh marketing toy to a regular part of the media blend. Now a day every promotion at least considers creating and uploading a You Tube Video or Facebook page or a blog. Sometimes companies forget to analyze the effects and reactions post promotion, there social media audit helps in analyzing the business profits and development.

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We at Salt Social offer a [new social media monitoring tools](#) like a [brand sentiment measurement](#)

[tool](#), social media dashboard for brand tracking and auditing service to achieve desired business rules.

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