
HubShout Releases Major Upgrade to Lead Tracking Capabilities

In response to user requests, HubShout designs and adds time-saving tracking tools and features to the HubShout dashboard

Falls Church, VA (prHWY.com) June 5, 2012 - HubShout, a US based SEO reseller, provides SEO (search engine optimization), PPC (pay-per-click advertising), email marketing, local map optimization, reputation management, customer reviews, web to lead tracking and phone call tracking as part of its white label SEO reseller program. All [SEO reseller](#) program services are also available to direct clients.

In 2009, HubShout added a web to lead tracking service to its SEO reseller program. Phone tracking, a more complex process, was added to the SEO reseller program in 2010. Phone call leads are difficult to track compared to web leads--a phone call lacks web to lead tracking such as cookies, referrers and urls. HubShout's phone tracking service overcomes those obstacles.

In mid-May 2012, HubShout streamlined, upgraded and simplified the phone call and web to lead tracking process. Hubshout SEO reseller clients have access to the new tools when they log in to their white label SEO dashboards. New features include:

Phone call disposition - SEO resellers can label their phone calls "good" or "bad." Calls that are tagged as "bad" will no longer show in their white label SEO dashboard or reports (i.e., hang ups and wrong numbers are excluded from the total lead count).

Phone call status - SEO resellers can easily see which calls have been reviewed and which haven't. Calls that have been reviewed but not yet processed are labeled as such.

Phone call to lead - From the phone tracking screen, the SEO reseller can simply push a button and the phone call automatically becomes a lead. The SEO reseller can then add notes and follow that lead through the sales funnel.

Lead stage - The new lead staging feature allows the SEO reseller to easily and efficiently monitor and manage the lead flow.

HubShout SEO resellers order lead tracking phone numbers directly from the HubShout dashboard. While a unique phone number can be assigned for each campaign, the phone tracking numbers all ring to the main phone number for the business, or any number designated by the client.

A HubShout SEO reseller can track phone calls for any campaign, including pay-per-click advertising, banner ads and offline campaigns such as print, radio or television. The phone call data is reported on the reseller's white label SEO dashboard. The SEO reseller can log in at any time and see real time data on the number of calls that came in from SEO, PPC, social media, email and any online or offline campaign. The lead data is also provided in the reports that are automatically compiled and emailed monthly to each of the SEO reseller's clients. The report shows the number of phone leads and web to lead form completions per campaign. Phone calls that are labeled "bad" are filtered out of the total lead count and reports.

HubShout advises its SEO reseller clients to implement lead tracking for all campaigns. Without lead tracking,

money is spent on campaigns that don't convert to leads or sales. Furthermore, campaigns that are effective and do convert are at risk of being turned off when there is no proof of conversions, leading to a loss of revenue for the client. HubShout President, Dr. Adam Stetzer regularly cautions HubShout resellers: "You can't manage what you don't measure."

In late May, HubShout presented a webinar to provide step-by-step instructions to SEO resellers on the use of the new tracking tools and features. HubShout CEO, Chad Hill, demonstrated the process for screening and labeling calls and the simplicity of turning a phone call into a lead so it can be efficiently tracked through the sales funnel. As with all webinars in the HubShout SEO reseller training series, the lead tracking webinar is posted on the [HubShout](http://hubshout.com) website, under the Resources Tab.

For more information about HubShout's SEO reseller program, lead tracking service or any HubShout online marketing service, please contact [HubShout](http://hubshout.com) directly.

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