

# Banking - ON - Blogging

## Progress Tracker

Print this out and record all these numbers to establish your baseline and each month after. It's important to see your growth, each month, in each area.

**Blog Metrics:** Google Analytics is the source required by advertisers and influencer networks.

**Pinterest:** Your followers, boards and pins are all available on your Profile page.

**Facebook:** Your page likes and reach are on your page. Engagement is under Insights.

**Twitter:** On your Profile or Home page

**Instagram:** On your Profile page

Blog and Social Media	Months						
<b>Blog</b>	<b>Metrics</b>						
Page Views							
Unique Visitors							
Email Subscribers							
<b>Pinterest</b>							
Followers							
Boards							
Group Boards							
Pins							
<b>Facebook</b>							
Page Likes							
Post Reach							
Engagement							
<b>Twitter</b>							
Followers							
Tweets							
<b>Instagram</b>							
Followers							
Posts							