

# Incorporating Web Analytics into an SEO Strategy

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# What is SEO?

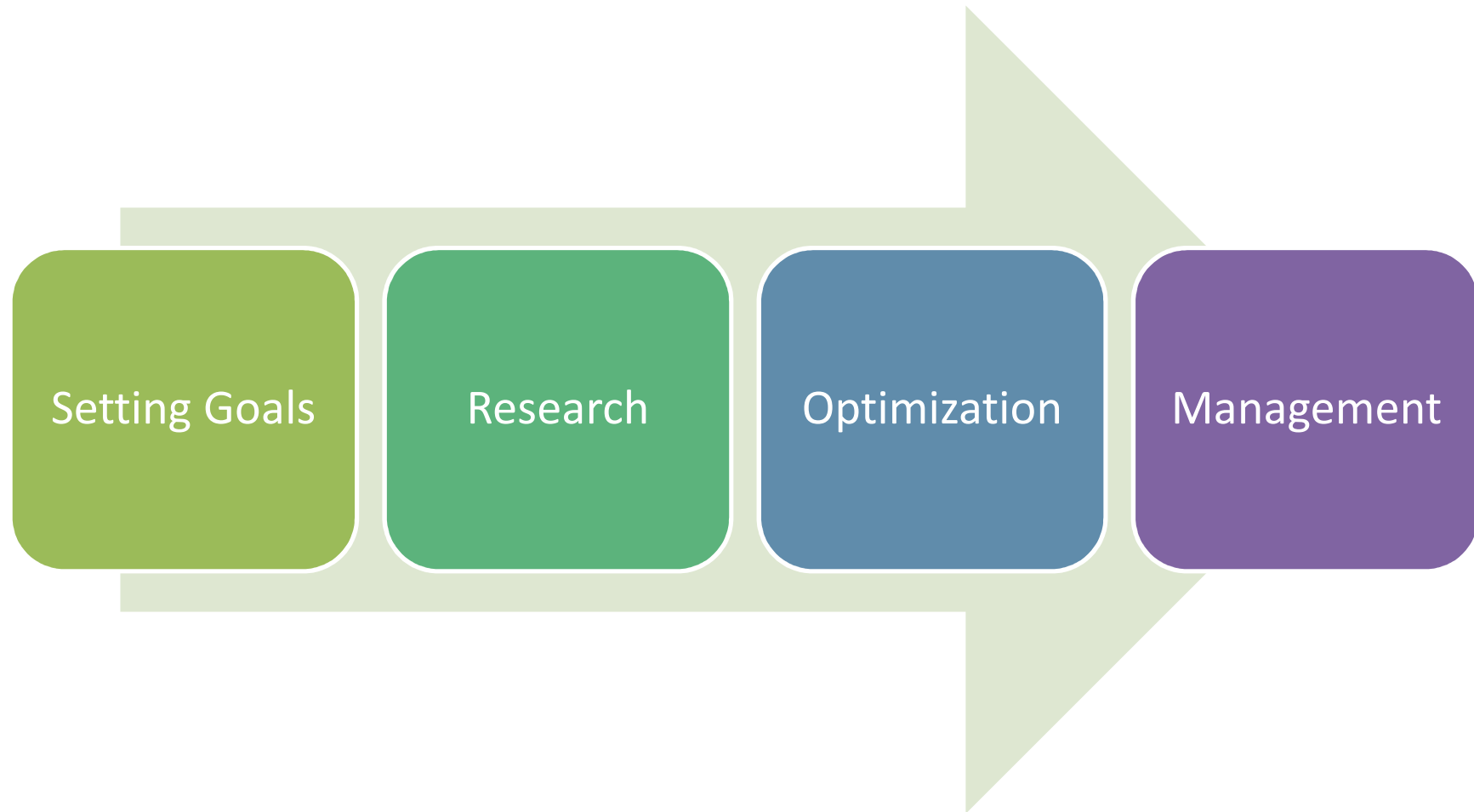
- Definition
  - *“the process of improving the volume and quality of traffic to a website from search engines via “natural” (“organic” or “algorithmic”) search results for targeted keywords”*
- How SEO works?
  - Google indexes pages on the Web by using what are commonly known as “spiders”, “crawlers”, or “robots”
- Why is SEO imperative?
  - Brand Awareness
  - ROI



# What is Web Analytics?

- Benefits of Web Analytics
  - Identify website trends
  - Understand how visitors interact with your website
  - Identify the problem areas that prevent visitors from completing their conversion goals
- Definition
  - *“the objective tracking, collection, measurement, reporting and analysis of quantitative Internet data to optimize websites and marketing initiatives”*
- OPENS your eyes

# Dani's SEO Strategy Plan





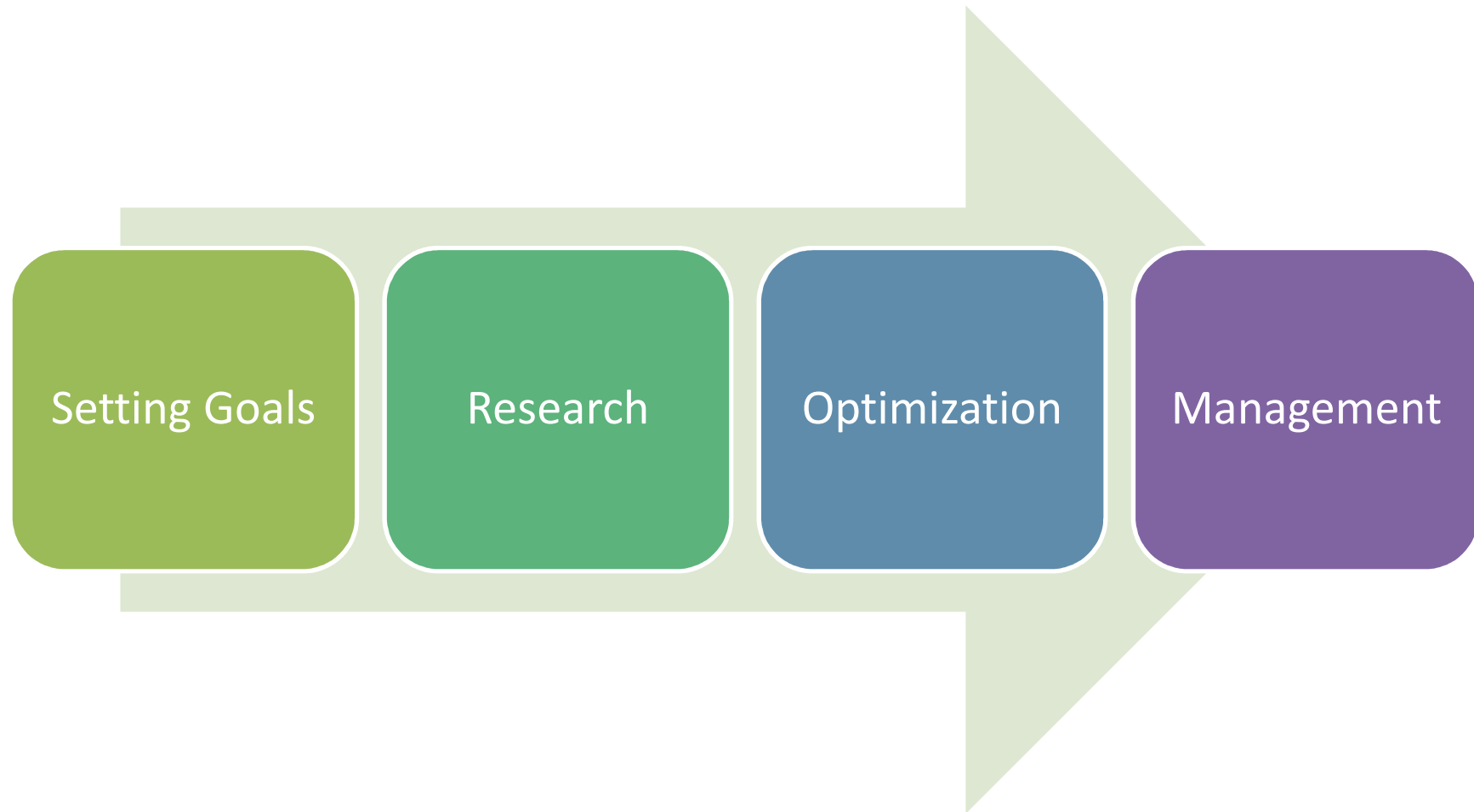
# Stage 1: Setting Goals

## Stage 1:

- What do you want to get out of doing SEO?
  - What is your (MWR) Most Wanted Response?
- Action Tracking
  - To help you monitor the performance of your goals you can set “Objectives” (e.g. in GA) to measure if your goals are being achieved



# Dani's SEO Strategy Plan





## Stage 2: Research

### Stage 2:

- The foundation of any effective SEO strategy is comprehensive research
- Quantity vs. Quality?



# Stage 2: Research

- Keyword Research and Selection
  - Success of campaign is dependent upon the strength of the keyword research
  - Popular keywords or Long tail keywords?
    - Need to find the right balance
  - Four-step process
    - List the keywords and phrases under which you'd like to be found
    - Find out whether anyone searches on those keywords, and whether they're searching for relevant items
    - Find out how many other sites are struggling for rankings under those keywords
    - Pick keywords with the same meaning but a better search-to-competition ratio



## Stage 2: Research

- Top Key Phrases from SEO
  - Avg. Time on Site per keyword
  - Bounce rate pre keyword
  - Keyword conversion rates
- Performance of keywords in Pay-Per-Click (PPC)
- Site search
- Tools to find new keywords (e.g. [Wordtracker.com](http://Wordtracker.com) or [keyworddiscovery.com](http://keyworddiscovery.com))



## Stage 2: Research

- Measure your rankings
  - How are you currently ranking in Search Engines?
  - Before you can improve your positions, you must know where you rank for the keywords and phrases that relate to your business's products and services
  - On-Page vs. Off-Page Optimization



## Stage 2: Research

- Use Web Analytics to obtain a complete view of the current state of your website:
  - Website credibility
    - How many visits do you have?
    - How many repeat users do you have?
    - Which locations do your visitors come from?



## Stage 2: Research

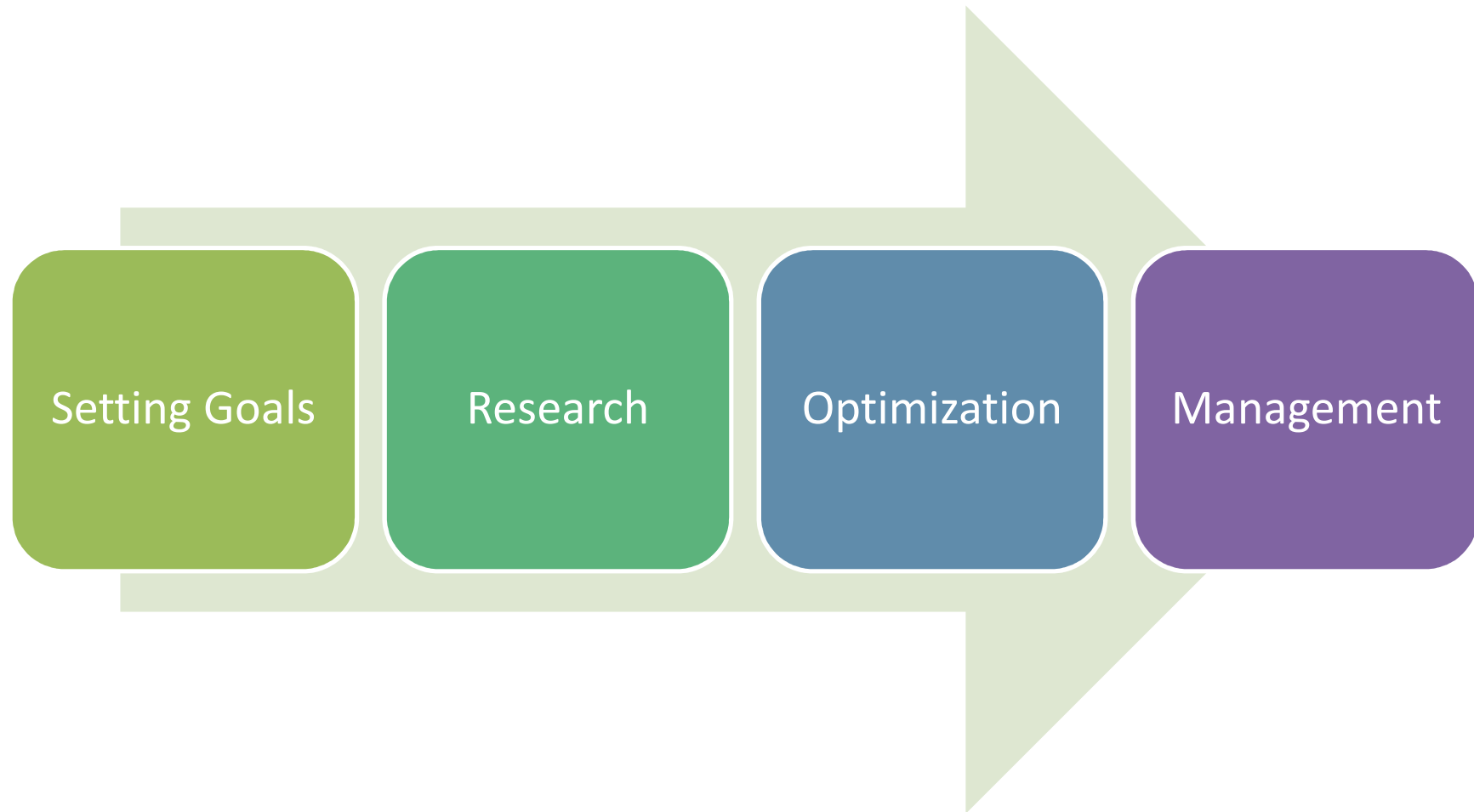
- Evaluate the competitive environment
  - What are Search Engines looking for?
  - Investigate what top ranking “competitors” are doing
  - Do NOT plagiarize text!
  - How can you Add Value & Differentiate



## Stage 2: Research

- Through a Web analytics tool it is impossible to monitor competitors
  - You can always use your own time and brain to check on your competitors by investigating their website and search engines just to know what they are doing
- Nielsen can tell you the amount of traffic your competitors have

# Dani's SEO Strategy Plan





# Stage 3: Optimization

## Stage 3:

- Search Engine Readiness
  - Almost every website has one or more problems that will prevent search engine bots from properly reading all content. For Example:
    - An all-Flash or all-images home page
    - A home page that automatically redirects to another page
    - Pop-up ads (does anyone really read these things?)
    - A site full of pages with fewer than 400 words on a page
    - Broken links
    - Navigation that is generated by JavaScript
    - No TITLE or DESCRIPTION tags



# Stage 3: Optimization

- Rich Content
  - Search engines can only spider through text
  - Writing keyword-rich content is imperative for SEO
  - Use as many pages as you need, there is no limit
  - Blogs & wikis are a great way to optimize a site for rich content
  - Structuring content within the website to distribute Page Rank



# Stage 3: Optimization

- Spider Crawl Depth
  - How much of the site's content is traversed and indexed by the spider
- Site content Popularity
  - What content is being consumed by your users?
  - % of Visitors who visit the Home Page
  - Top Exit pages



# Stage 3: Optimization

- Website Structure
  - Website’s architecture, positioning and navigation affects SEO ranking as well as the page’s conversion rates
  - Usability is essential, there must be a clear and simple path to conversion
  - Sitemaps
  - “No follow” links
  - A house has a strong foundation – so should a website!



# Stage 3: Optimization

- Measuring Spider Traffic
  - Can provide valuable insight into the effectiveness of the site's design and internal link structure
- Spider Path Analysis
  - Site design problems in the internal linking structure
    - E.g. Broken internal links
- Click path Analysis
- Click Density/Site Overlay
  - “See” the clicks and relate to users in a new and more profound way



# Stage 3: Optimization

- Off-Site Link Popularity
  - Number and quality of objective, third party links very important for a good SEO ranking
  - Search Engines weigh your ‘Link Popularity’ when ranking your site
  - Having something “novel” about your site, media coverage
  - Submit your site to online directories
  - Be careful with ‘Link Farming’
  - BUYING links



# Stage 3: Optimization

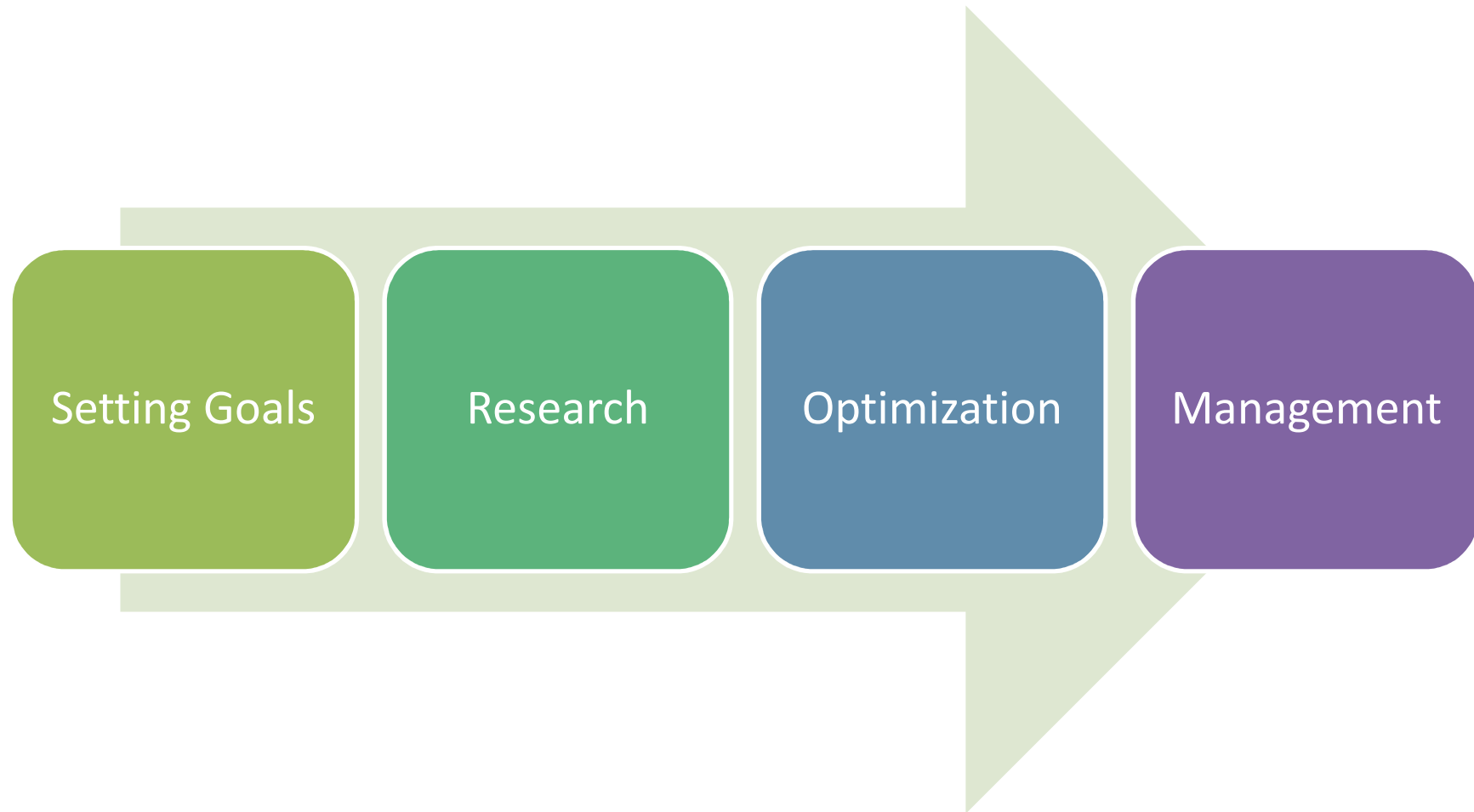
- Top Referring URL's
  - Where are your most valuable clicks coming from?
  - Who is generating the most conversions?
  - Who is giving you a high Bounce Rate
- Entry pages
- Helps you understand who you should be building a closer relationship with & with which keywords



# Stage 3: Optimization

- Useful, relevant TITLE tags
- Heading tags
- Useful Meta tags, relevant DESCRIPTION tags
- Use keywords in the anchor text of links
- URL
- Good, clean HTML code
- Submitting site

# Dani's SEO Strategy Plan





# Stage 4: Management

## Stage 4:

- Follow up and fine-tuning
  - Search engine optimization is an ongoing project
  - Rankings are constantly changing
  - Re-optimize pages that drop in ranking



# Stage 4: Management

- Spider Visit frequency
  - How the search engine views your site's content and importance
- First-Time vs. Returning Visitors
  - Are you generating new users to your website
- Visitor Demographics
  - Should you be focusing your efforts on particular areas?

# Dani's SEO Strategy Plan



Web Analytics practiced throughout the Strategy



# Conclusion

SEO can lead to very impressive ROI's

AND

Web Analytics can give you the data you need

**BUT**

**YOU MUST USE YOUR BRAIN**