

Philadelphia SEO





Improve Your SEO With Web Analytics



Agenda

- SEO & Web Analytics Basics
- The SEO Challenge
- Improving SEO with Analytics
- How You Can Improve Your SEO

1. Web Analytics & Impact on SEO



SEO

Purpose:

- Improve the Quantity & Quality of Traffic
- Maximize Return on Investment
- Focus on Profitable Users

But, Here's the Challenge ...



Although most people believe that more is better, in SEO that's not the case.

Trying to serve this many people would:

- Stretch Your Resources (Money, Time & Expertise)
- Be Less Profitable



Whereas focusing more tightly of a specific group will be most likely to be successful and more profitable.



Web Analytics

Purpose:

- Focus Your Efforts
- Establish a Baseline of Performance
- Track Performance
- Go After the Low Hanging Fruit

Why Use Web Analytics?

1. Narrow Your Scope and Focus Efforts on the Traffic Most Likely to Provide the Desired Result
2. Establish a Baseline or Benchmark to Measure Progress
 1. Identify Criteria that Matter
3. Define Performance Goals
4. Be More Efficient by Targeting Easier Wins First by Going After the Low Hanging Fruit



Everyone's Been Confronted by a Variety of Metrics. What Metrics Have You Used?

Some that I've used includes:

- Bounce Rate
- Average Time on Site
- Revenue
- Referring Traffic
- Page Views
- Visits
- Visitors
- Absolute Unique Visitors
- Popular Entry Pages
- Popular Exit Pages
- Landing Pages
- Click Through
- Conversion Rate

The point is that there are many metrics and you must choose those that fit your need.



Conversion Points

Primary

- Sell Products
- Affiliate Sales
- Lead Generation
- Ad Revenue
- Page Impressions

Secondary

- Form Completions
- Document Downloads
- Reviews Submitted
- Newsletter Signups
- RSS Subscribers



The Primary Goals (Or Conversion Points) Can Differ for Every Site.

It's ideal to have one primary conversion point and approximately 3-5 supporting secondary conversion points (although this can vary). Ultimately the greater the number of conversion points, the more distracted you (and your users) will become.



Low & No Cost Analytics Packages



Clicky web analytics

woopra™

Google Analytics

Let's take a look at some of the most popular low & no cost analytics packages.

What packages are you using?

I'm most familiar with Google Analytics, but I also did some research on two other packages that I know are popular: Clicky & Woopra



Benefits



- Simple
- Real Time
- Excellent Visitor Segmentation
- Built In Twitter Analytics

Used by a variety of larger sites: Smashing Magazine, Mashable, wakoopa, CenterNetworks, BuySellAds.com, and others

Emphasizes simplicity and ease of use.

Ideal for bloggers & small businesses

Pricing Based on Page Views. Free Account Available, Plans Start @ \$4.99/Mo

Overall, most felt that this may be a good entry point for analytics. But if you invest the time in understanding analytics, GA may be better.



Benefits



- Real Time
- Easy to Monitor Visitor Behavior
- Easy to Use One Screen Interface
- Available Desktop Application

An analytics SaaS service that seems to offer a step up from the KISS approach of Clicky

Primary Selling Points:

- Real Time Analytics
- Chat Feature

The consensus from the group was that this is a reasonably effective tool, but it's tough to beat GA.

Pricing Based on Page Views. Free Account Available, Plans Start @ \$4.95/Mo



Benefits



- Industry Standard
- Works Well With Many Business Types
- Customizable Reports
- Integrates with Other Google Services

Pros

- Industry Standard
- Integrates Easily with Other Google Products
- Track multiple sites
- Low Cost

Cons

- Limited User Specific Information
- Limited Support

The consensus that this is the best available free tool and will be more than adequate for most businesses. However, if your company is spending \$10K+ per month on Adwords and real time tracking is needed there are better packages at some cost.



The SEO Challenge

Information

Lead Generation



Blog

Ecommerce

One of the Biggest Challenges in SEO is the Fact That Every Site is Different.

1. Information Sites – Goal: Download White Paper or Information Products
2. Lead Generation – Goal: Gather Email Addresses & Information to Build Mailing Lists
3. Ecommerce – Goal: Generate and Immediate Sale
4. Advertising – Goal: Attract Traffic & Achieve Click Through

Therefore, successfully optimizing a website can be challenging.



Different Purposes

Information Site

- Sell Electronic Product
- Sales Focused
- Conversion Metrics
 - Sales
 - Subscriptions (Email,RSS)

Lead Gen Site

- Obtain Prospect Info
- Information Gathering
- Conversion Metrics
 - Information Requests
 - Subscriptions (Email,RSS)



Different Purposes

Blog

- Engage Users
- Subscriptions
- Conversion Metrics
 - Subscribers
 - Absolute Unique Visitors
 - Avg. Time on Site

Ecommerce Site

- Sales
- Revenue
- Conversion Metrics
 - Sales
 - Add to Cart
 - Abandoned Carts

Obviously, each site has its own set of metrics that matter most.

Moreover, what about sites that are hybrids and combine different parts of each?



Improving Your SEO

Where to Start

- Select & Install Analytics
- Identify the Business Goal
- Define Conversion Points
- Focus on a Few Metrics

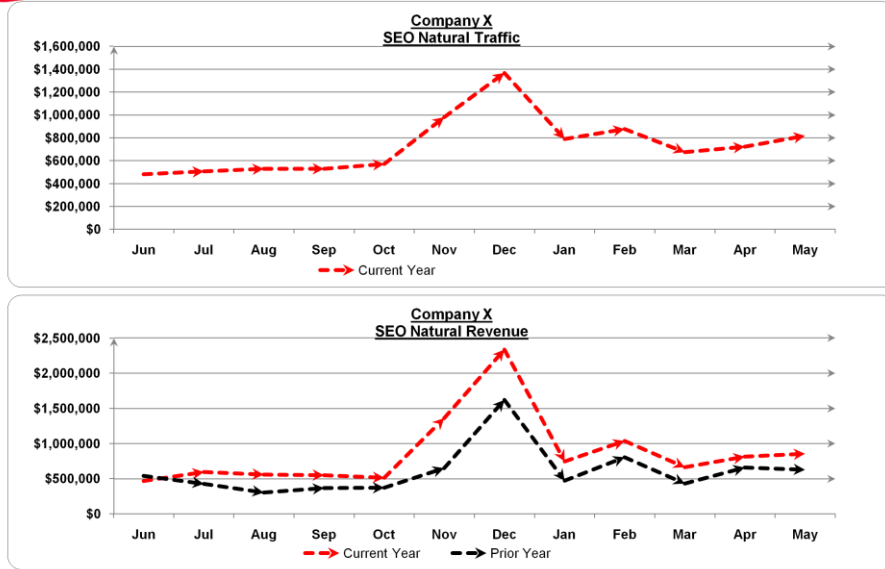


To Start Using Analytics to Improve Your SEO:

- Install Analytics to Start Gathering Information ASAP
- Identify Your Business Goal
- Define Conversion Points to Create a Baseline of Performance
 - One Primary
 - One Secondary
- Identify Metrics that Directly Affect Your Primary & Secondary Conversion Points



Baseline Metrics



Looking at an Ecommerce Site, the Primary Goal is to Increase Natural (Organic) Traffic. The Secondary Goal is increasing Revenue.

This is an example of creating a baseline of performance. For SEO I typically will look at Natural Traffic as Primary Conversion Point (since there are other factors that affect a site's ability to convert & make sales). Obviously, Natural Revenue can be pretty important too.



Keyword Opportunity

| | Keyword | Visits | Change | % | Revenue | Orders | Rank | Est Searches | Est Revenue | Targeted |
|----|--------------------|--------|--------|---------|---------|--------|------|--------------|-------------|----------|
| 1 | engagement rings | 25,703 | 22,947 | 832.6% | \$1,095 | 3 | 8 | 368,000 | \$4,390 | x |
| 2 | promise rings | 8,756 | 5,495 | 168.5% | \$2,813 | 17 | 2 | 60,500 | \$5,442 | x |
| 3 | rings | 4,353 | 3,615 | 489.8% | \$1,010 | 7 | 4 | 49,500 | \$3,216 | |
| 4 | wedding bands | 3,759 | 3,436 | 1063.8% | \$530 | 4 | 2 | 40,500 | \$1,599 | x |
| 5 | jewelry | 7,107 | 2,889 | 68.5% | \$5,205 | 41 | 3 | 201,000 | \$41,218 | x |
| 6 | mens wedding bands | 1,997 | 1,473 | 281.1% | \$330 | 5 | 4 | 27,100 | \$1,254 | x |
| 7 | class rings | 2,102 | 1,170 | 125.5% | \$1,495 | 7 | 6 | 27,100 | \$5,397 | |
| 8 | promise ring | 2,584 | 958 | 58.9% | \$810 | 6 | 2 | 18,100 | \$1,589 | x |
| 9 | jewelry stores | 9,169 | 871 | 10.5% | \$3,785 | 29 | 2 | 110,000 | \$12,714 | |
| 10 | jewlers | 828 | 786 | 1871.4% | \$873 | 3 | - | 4,400 | \$1,299 | |
| 11 | jewelry | 726 | 376 | 107.4% | \$1,806 | 9 | - | 14,800 | \$10,309 | |
| 12 | mother's rings | 601 | 344 | 133.9% | \$458 | 3 | 2 | 0 | \$0 | |

Example of a Report Identify Keyword Opportunity Based on Month Over Month Visits.

This is an example of how web analytics can help you identify opportunities. In this instance I combine SEO performance metrics with sales data and estimates for search traffic (based on a # 1 ranking) and revenue.



Converting Keywords

| Search Term | Visits | Revenue | Orders | Conversion Rate | Rank | Destination URL |
|--------------------------|--------|--------------|--------|-----------------|------|---------------------------------------|
| half gallon mason jars | 83 | \$83.9300 | 5 | 6.02% | 3 | /product/index.jsp?productId=2841638 |
| canopy swing | 117 | \$662.4338 | 7 | 5.66% | 9 | /product/index.jsp?productId=11133082 |
| canopy swings | 52 | \$283.3050 | 3 | 5.45% | 4 | /family/index.jsp?categoryId=1260263 |
| patio swings | 121 | \$749.9250 | 7 | 5.37% | 6 | /family/index.jsp?categoryId=1260263 |
| patio swing with canopy | 108 | \$533.2800 | 5 | 4.94% | 5 | /family/index.jsp?categoryId=1260263 |
| sprayway glass cleaner | 58 | \$74.7000 | 3 | 4.31% | 7 | /product/index.jsp?productId=1421377 |
| carpet sweeper | 128 | \$165.9350 | 6 | 4.30% | 3 | /family/index.jsp?categoryId=1259954 |
| stoneware crock | 59 | \$77.9767 | 2 | 3.95% | 30 | /product/index.jsp?productId=3800775 |
| adironack chair | 87 | \$241.5849 | 3 | 3.16% | 10 | /family/index.jsp?categoryId=1971658 |
| resin adironack chairs | 133 | \$253.8900 | 4 | 2.63% | 1 | /family/index.jsp?categoryId=1971658 |
| rope lights | 260 | \$237.1200 | 7 | 2.56% | 14 | /family/index.jsp?categoryId=1259064 |
| wide mouth mason jars | 92 | \$105.7700 | 2 | 2.54% | 1 | /product/index.jsp?productId=4418857 |
| ducane affinity 3100 | 141 | \$1,055.0000 | 3 | 2.36% | 1 | /product/index.jsp?productId=3332071 |
| plastic adironack chairs | 495 | \$790.8817 | 11 | 2.19% | 4 | /family/index.jsp?categoryId=1971658 |
| patio swing | 166 | \$366.6300 | 4 | 2.11% | 6 | /family/index.jsp?categoryId=1260263 |
| adironack chairs | 909 | \$1,481.0067 | 19 | 2.05% | 9 | /family/index.jsp?categoryId=1971658 |
| outdoor furniture covers | 137 | \$105.1200 | 2 | 1.70% | 13 | /family/index.jsp?categoryId=2212816 |
| pedestal fan | 150 | \$220.9550 | 3 | 1.67% | 5 | /family/index.jsp?categoryId=1260846 |
| aluminum can crusher | 302 | \$131.9400 | 5 | 1.66% | 4 | /family/index.jsp?categoryId=1259945 |
| ross root feeder | 195 | \$111.2000 | 3 | 1.54% | 6 | /product/index.jsp?productId=1278676 |

Example of a Highly Converting Keywords Report.

In this report, keyword level data can be mined for conversion rates and used to improve PPC performance.



Improving Your SEO

Discussion on specific attendee projects & cases. "How Can We Improve Your SEO"



The End