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Measure & Optimize **SEO** performance

http://www.cardinalpath.com/webinars

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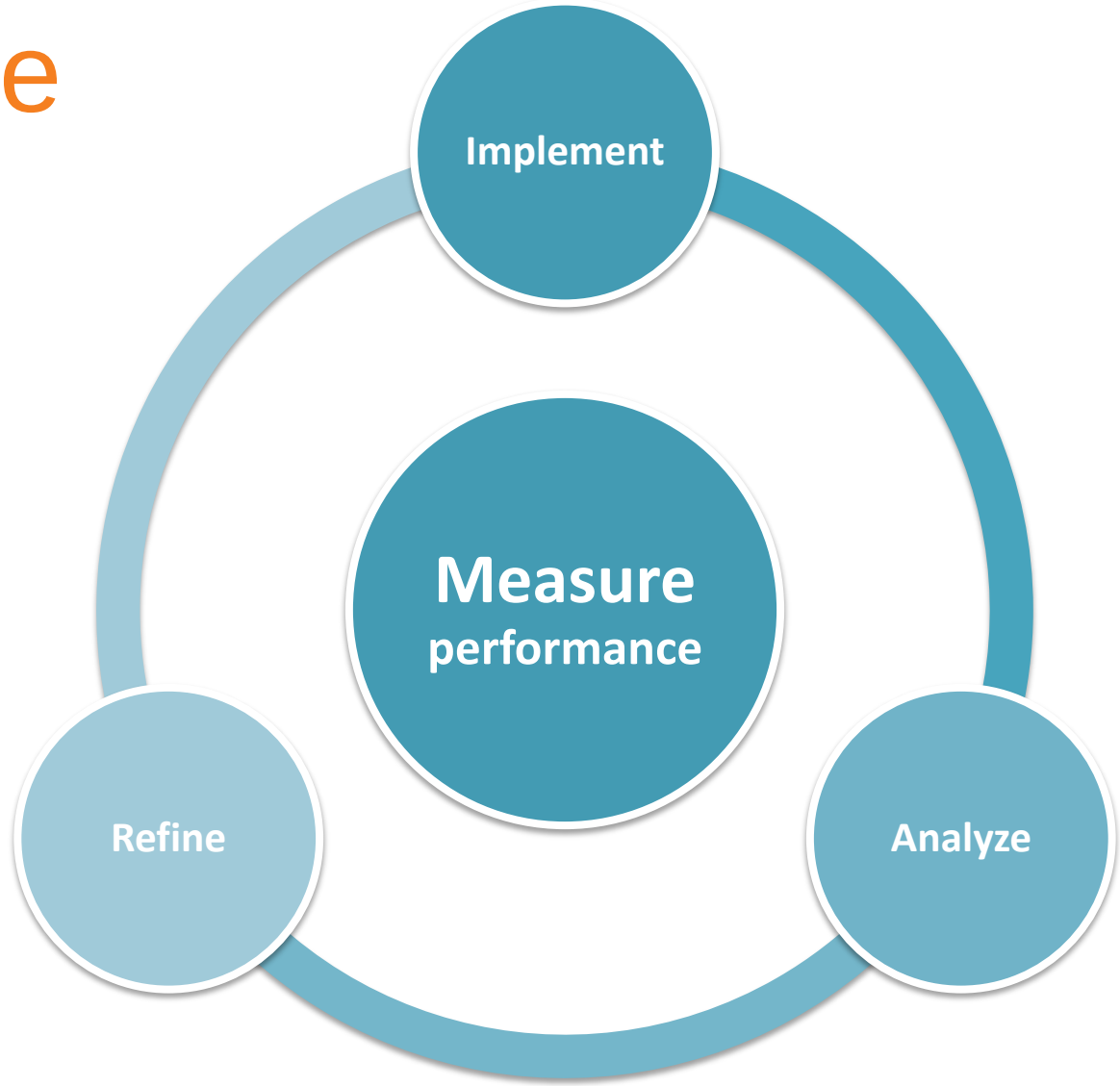
SEO cycle



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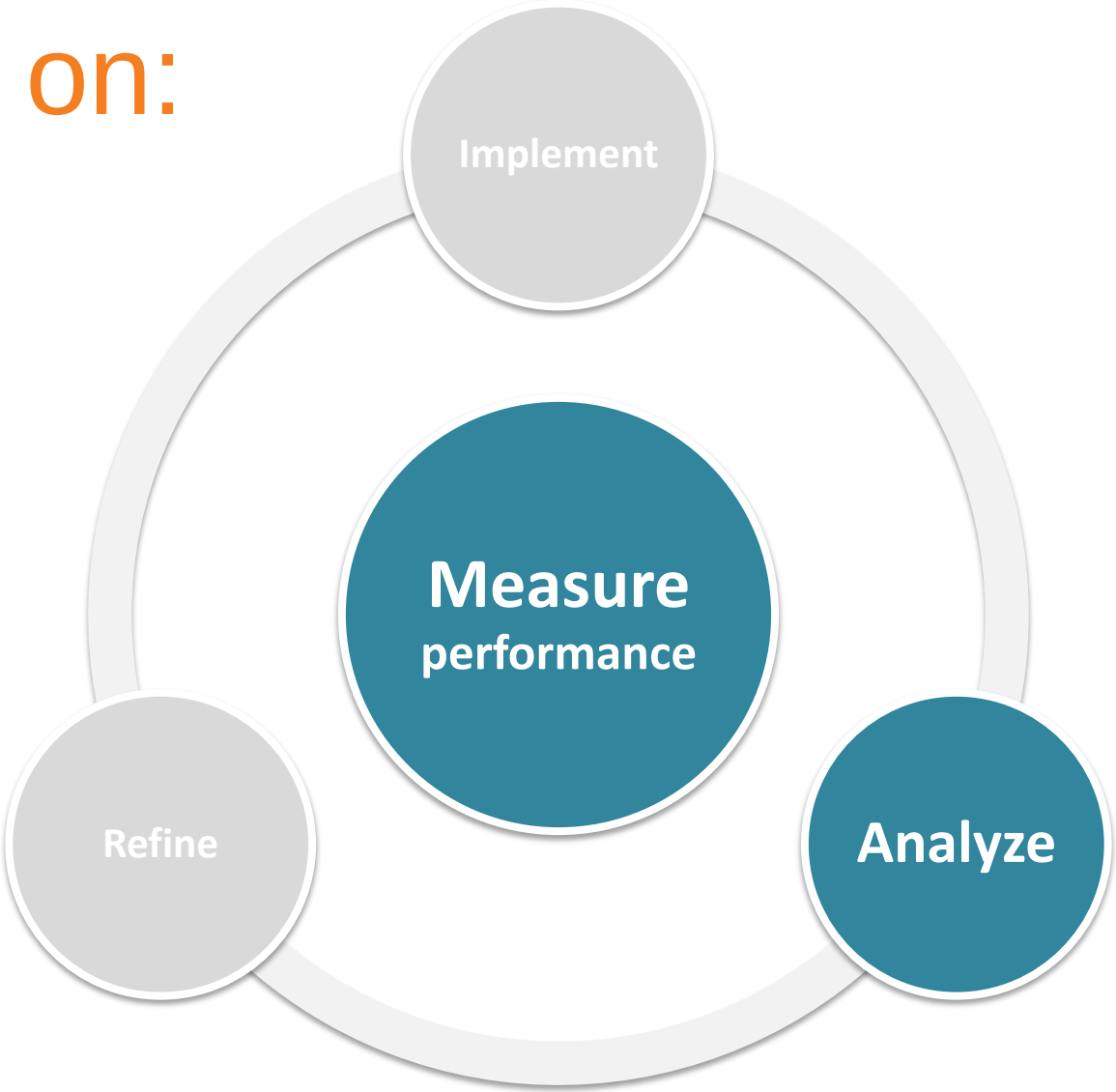
We focus on:



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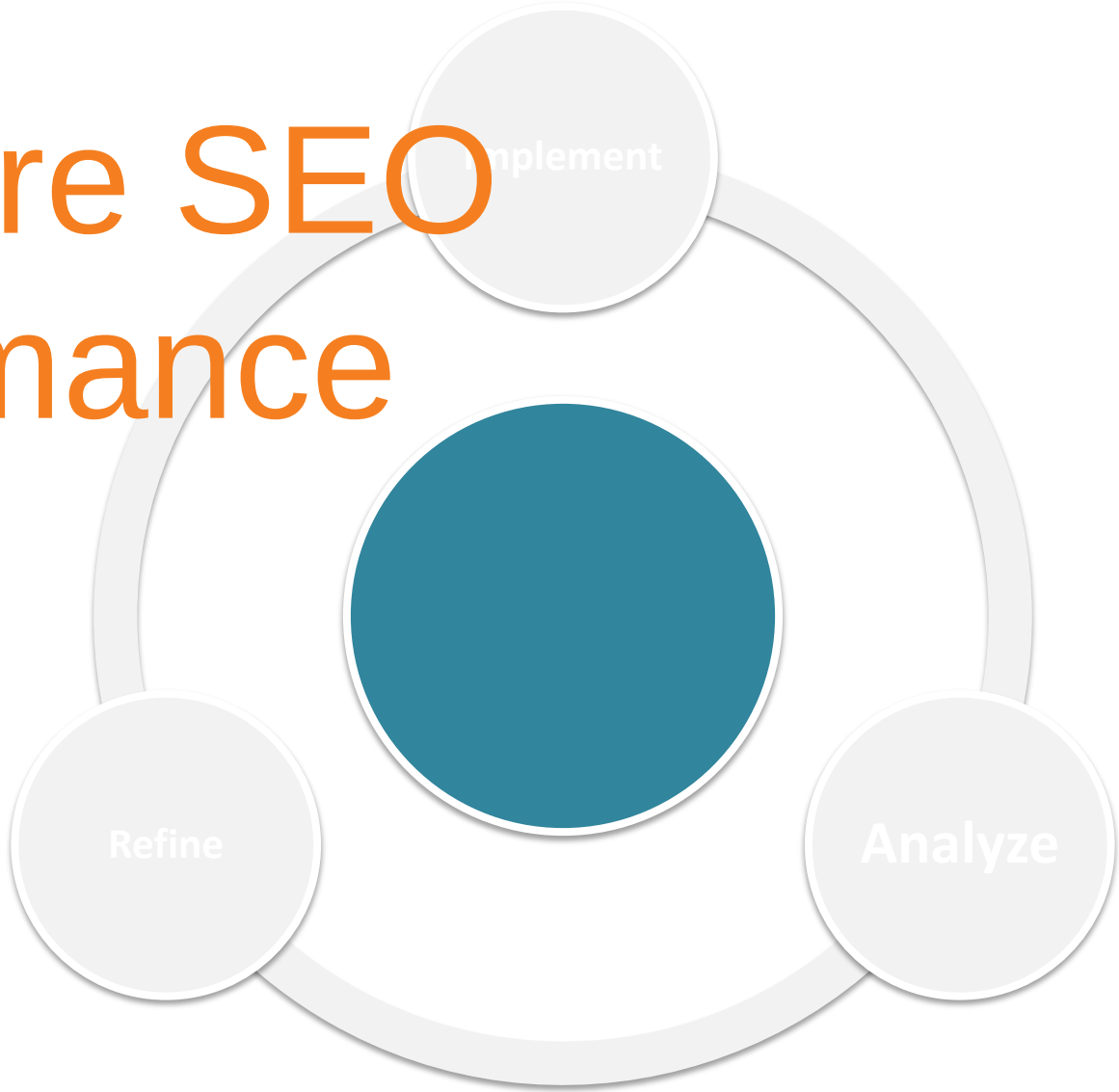
Measure SEO performance



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SEO related metrics

- Visitors
- Pages per Visit
- Avg. Time on Site
- Bounce Rate
- Pages with Organic Traffic
- Keywords per Landing Page
- Long tail
- Keywords Rankings
- Backlinks number

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SEO related metrics

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- Backlinks number

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Can't see the forest for the trees

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Challenge

- Present in a silver crystal clear way how good your SEO consultancy is

- A more scientific measurement framework helping your SEO efforts

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Observe user behaviour

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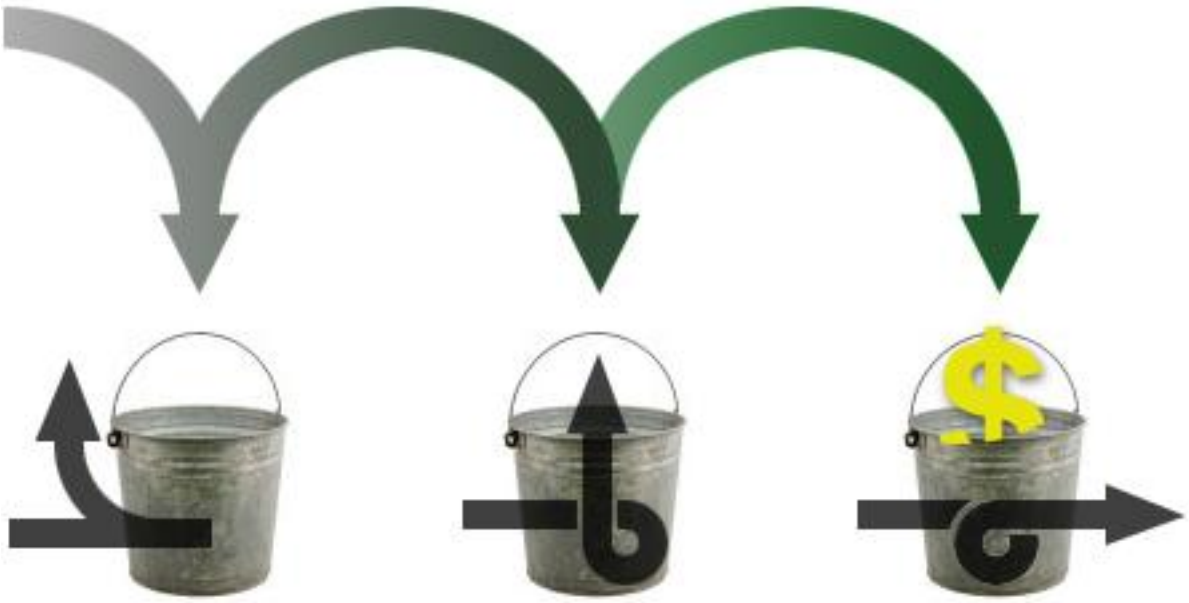
Objective of SEO

Bring to your site the maximum amount of non-paid converting traffic



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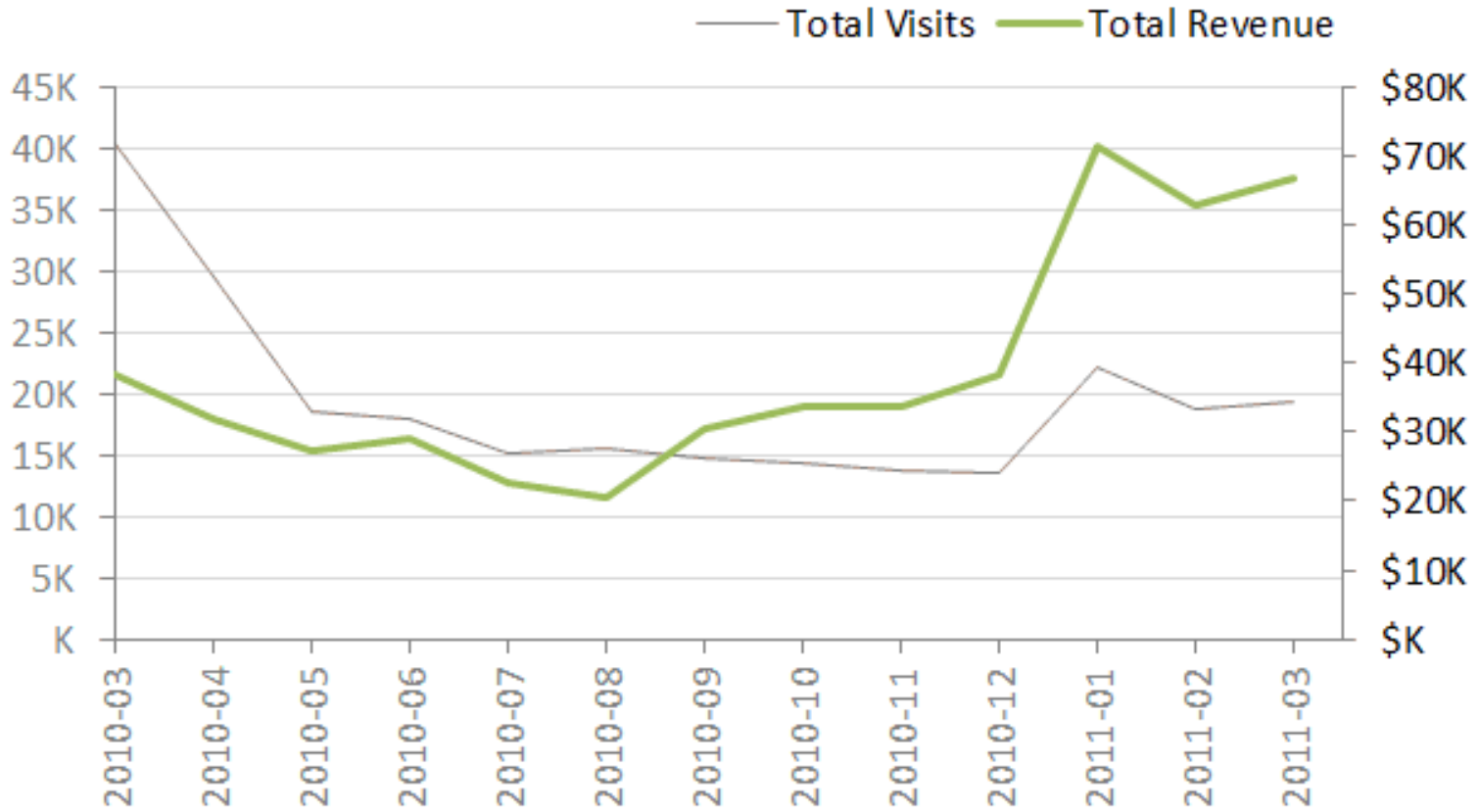
SEO performance in 3.5 charts

1. The chart for the one that pays you



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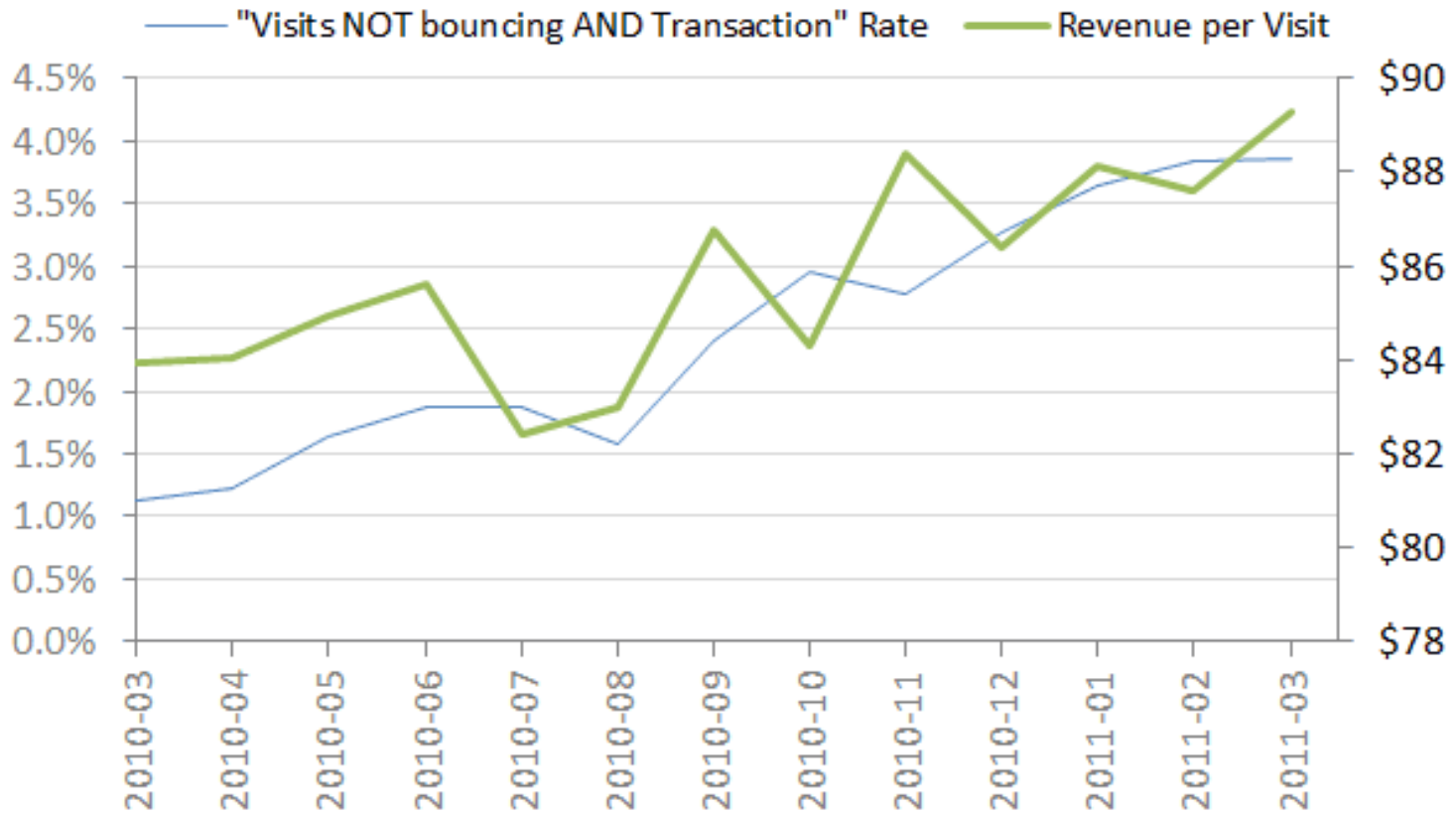
SEO performance in 3.5 charts

2. Performance in more detail



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SEO performance in 3.5 charts

3. The one showing your expertise

change over month

2010-03	bouncing		not bouncing not converting		converting
2010-04	-6.55%	→	6.47%	→	0.09%
2010-05	-0.45%	→	0.03%	→	0.42%
2010-06	1.47%	←	-1.71%	→	0.24%
2010-07	0.76%	←	-0.74%	←	-0.01%
2010-08	-0.32%	→	0.60%	←	-0.28%
2010-09	-0.36%	→	-0.45%	→	0.81%
2010-10	-0.36%	→	-0.21%	→	0.57%
2010-11	0.46%	←	-0.26%	←	-0.19%
2010-12	-3.48%	→	2.99%	→	0.49%
2011-01	-1.23%	→	0.86%	→	0.38%
2011-02	-1.77%	→	1.58%	→	0.19%
2011-03	-0.49%	→	0.47%	→	0.03%

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SEO performance in 3.5 charts

3. Expertise (real) guru level

change over month

2010-03	bouncing		not bouncing not converting		converting	revenue per visit	
2010-04	-6.55%	→	6.47%	→	0.09%	0.12%	↑
2010-05	-0.45%	→	0.03%	→	0.42%	1.08%	↑
2010-06	1.47%	←	-1.71%	→	0.24%	0.80%	↑
2010-07	0.76%	←	-0.74%	←	-0.01%	-3.73%	↓
2010-08	-0.32%	→	0.60%	←	-0.28%	0.68%	↑
2010-09	-0.36%	→	-0.45%	→	0.81%	4.55%	↑
2010-10	-0.36%	→	-0.21%	→	0.57%	-2.84%	↓
2010-11	0.46%	←	-0.26%	←	-0.19%	4.83%	↑
2010-12	-3.48%	→	2.99%	→	0.49%	-2.27%	↓
2011-01	-1.23%	→	0.86%	→	0.38%	2.03%	↑
2011-02	-1.77%	→	1.58%	→	0.19%	-0.60%	↓
2011-03	-0.49%	→	0.47%	→	0.03%	1.93%	↑

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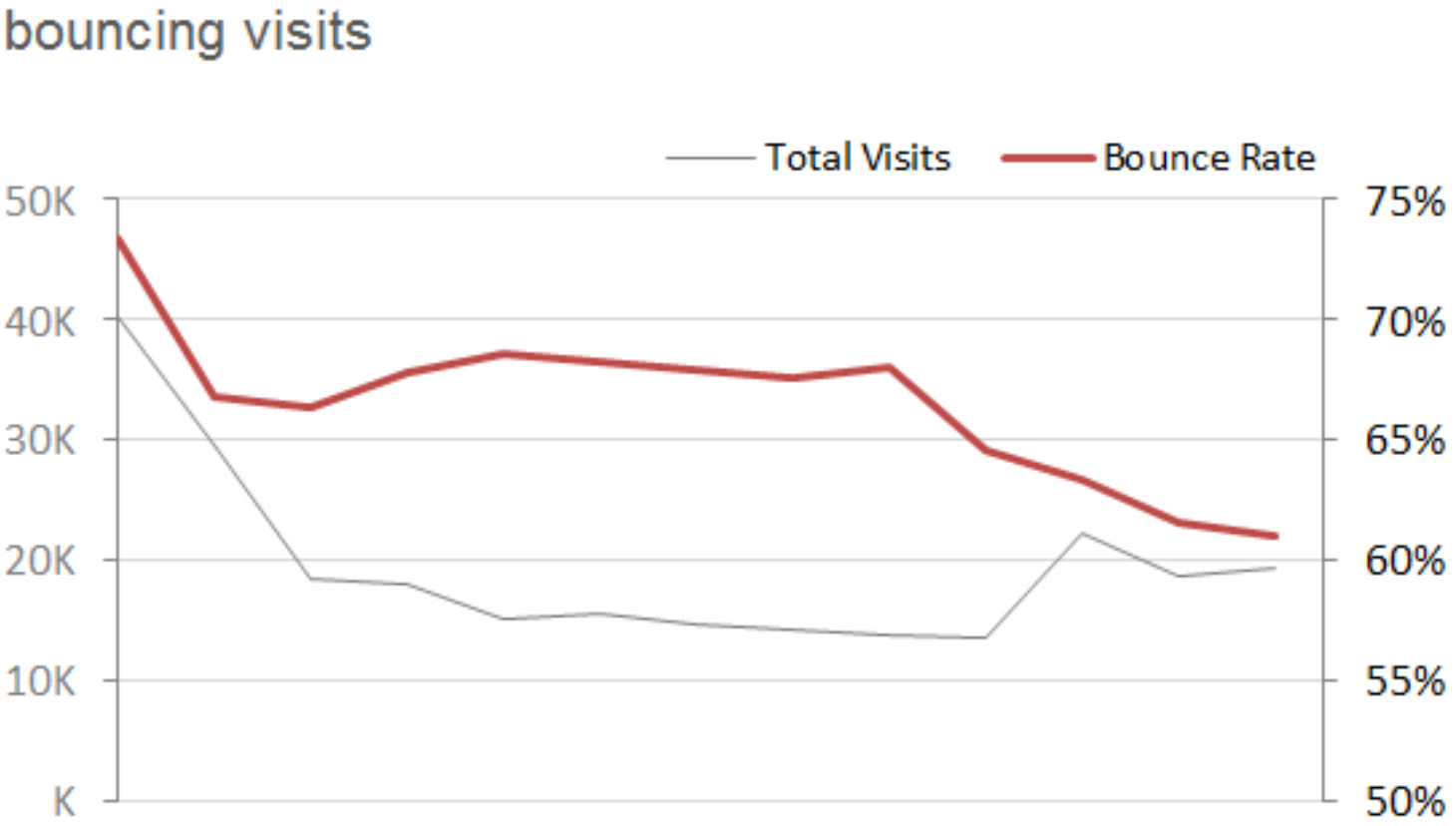
SEO performance in 3.5 charts

3.5 Entrance chart



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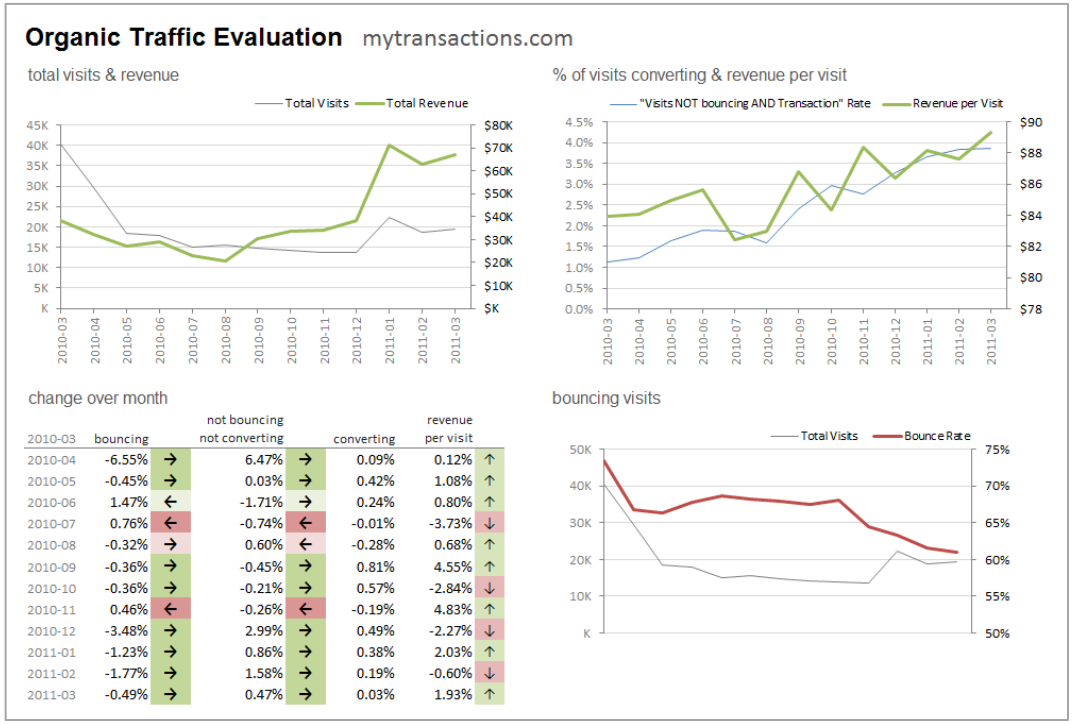
SEO Performance Dashboard

Free to download from http://dynamical.biz/blog/

Works with http://excel.nextanalytics.com Excel plugin, download free trial.



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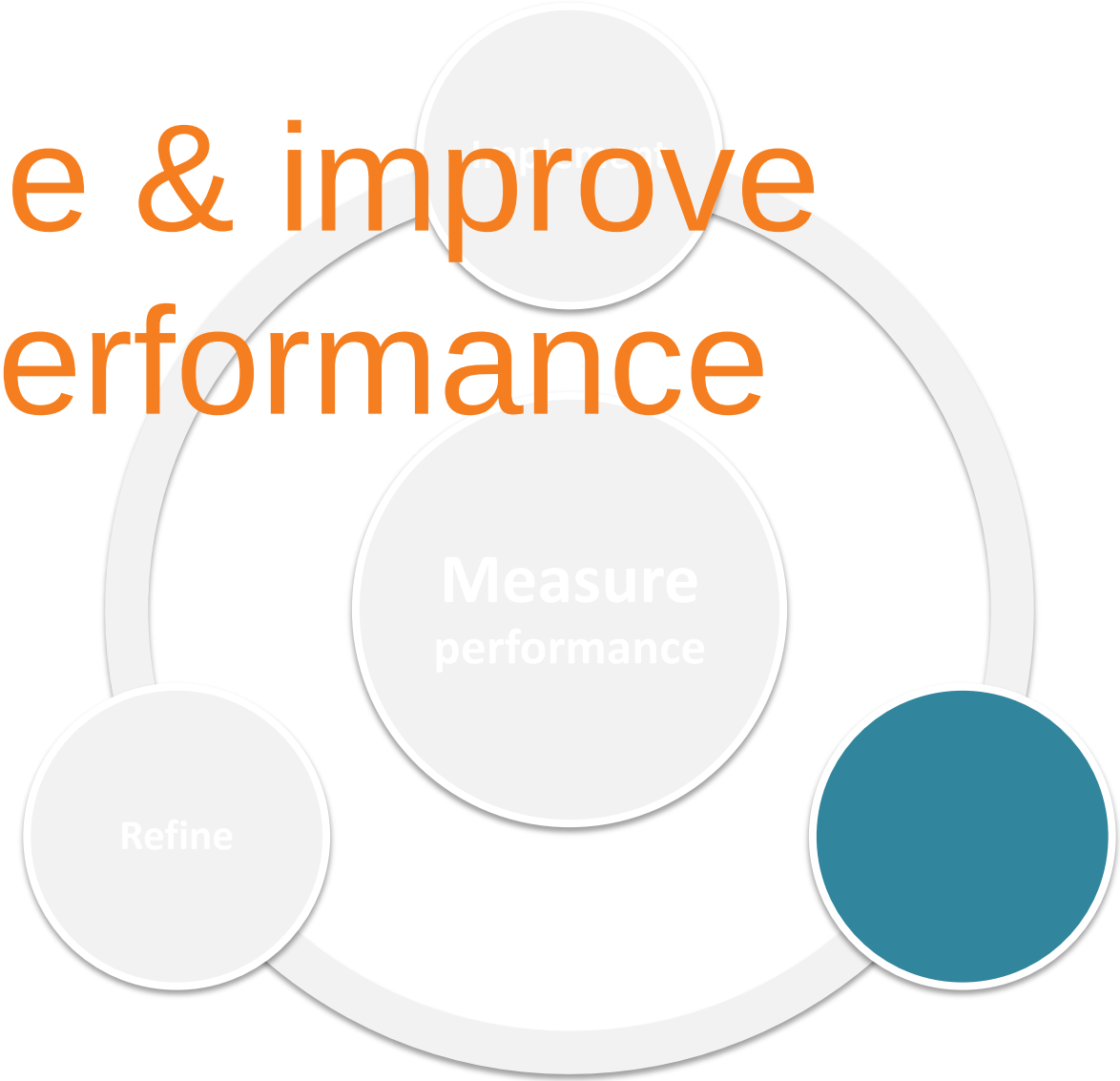
Analyze & improve SEO performance



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Most basic

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Organic traffic types

branded (≈ direct)

queries using brands or misspellings

palace hotel barcelona
place hotel
ritz barcelona
hotel rich barcelona

non-branded

queries using generic terms

hotel luxe barcelona
5 star hotels barcelona
best hotel barcelona

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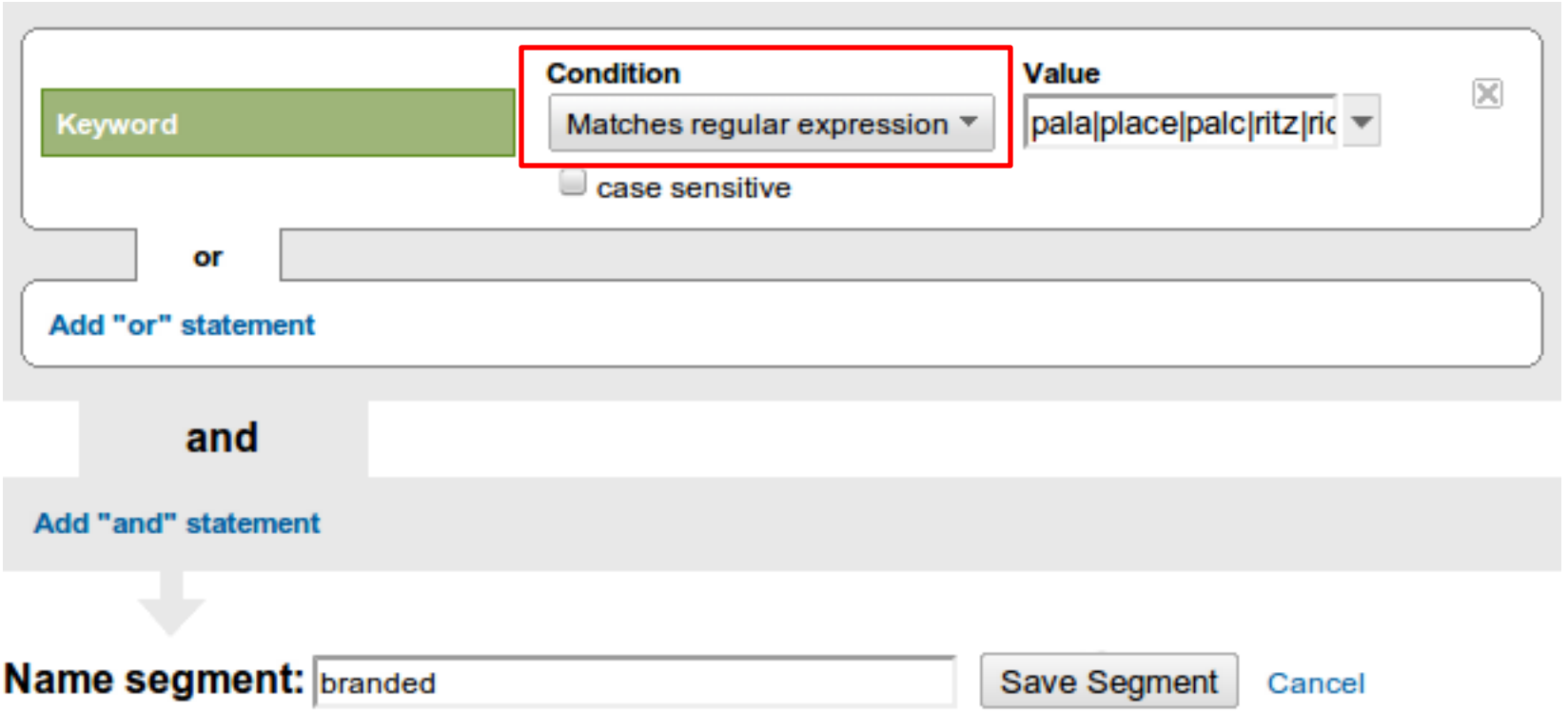
Advanced segments

Create “branded”, “non-branded” segments



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Organic Search Traffic

May 28, 2011 - Jun 27, 2011

Non-branded 10.85% of total visits

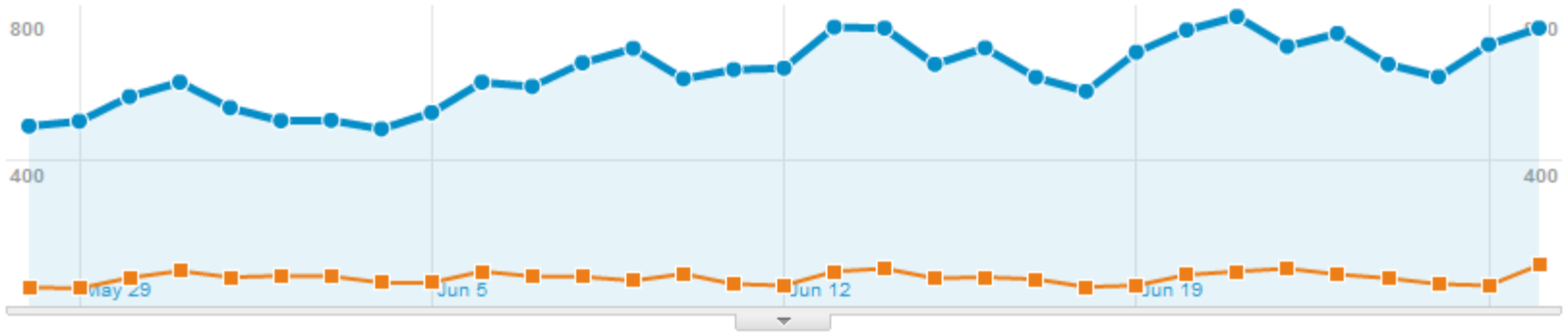
Branded 1.31% of total visits

Explorer

Site Usage | Goal Set 1 | Goal Set 2 | **Ecommerce**

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
Non-branded **19,756**	Non-branded **$45,204.63**	Non-branded **529**	Non-branded **$85.45**	Non-branded **2.68%**	Non-branded **$2.29**
Branded **2,386**	Branded **$32,307.01**	Branded **349**	Branded **$92.57**	Branded **14.63%**	Branded **$13.54**

Graph Mode: Line Chart Compare Metric Graph By:



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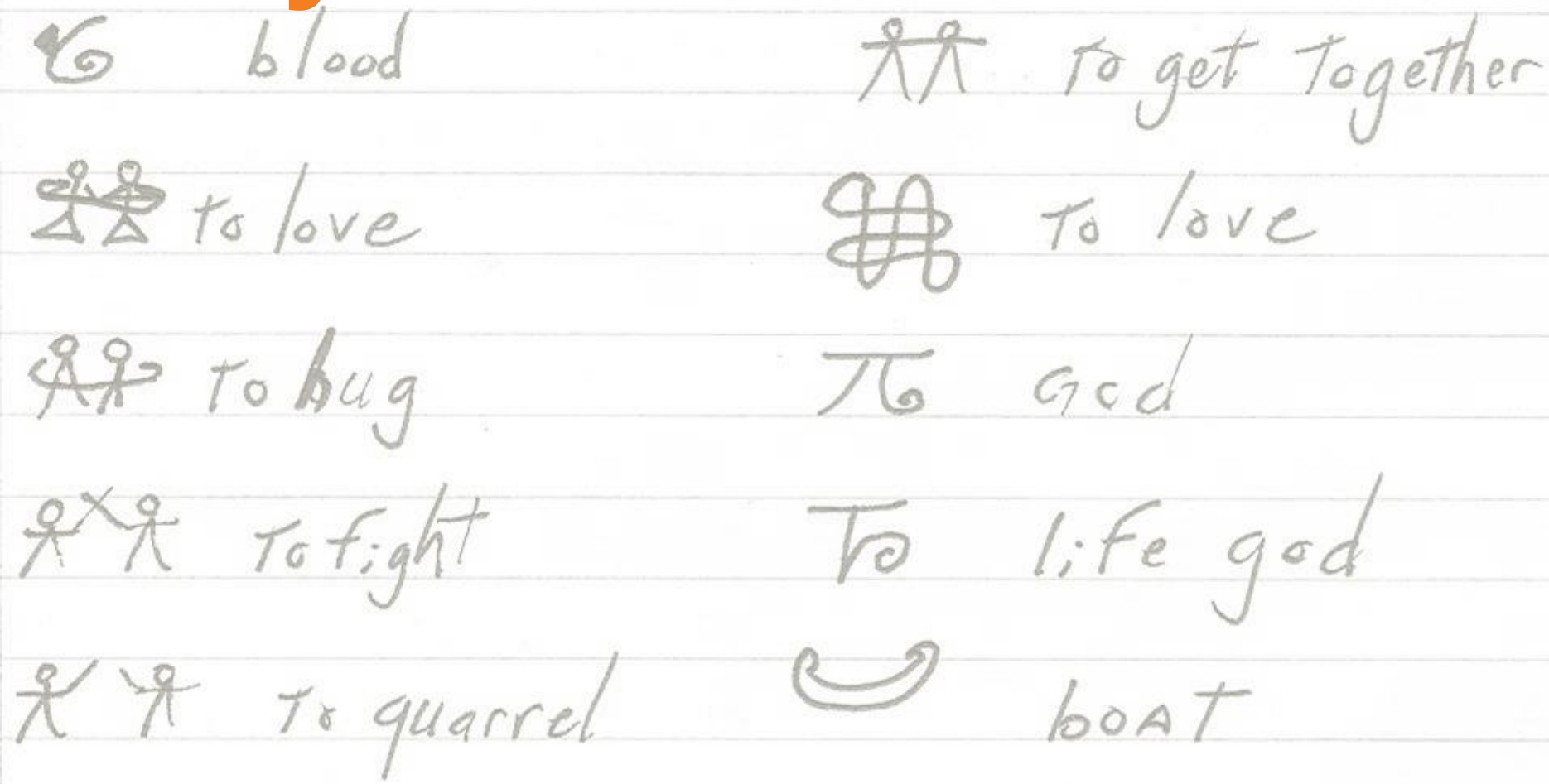
Keywords



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Keywords analysis

How are keywords performing?

Typical SEO keywords work

- research and analysis
- content optimization
- **keywords evaluation**
- repeat previous steps

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Phone & internet services for small business

Only 5 of 19 top keywords are related to core business topic. What does it mean?

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
amc canada	449	1.15	00:09	97.20%	94.40%
hosted pbx	336	4.37	03:17	67.79%	31.46%
fireplace depot	212	1.46	00:22	92.90%	81.66%
hosted phone system	103	3.79	04:17	59.76%	35.37%
fireplace depot etobicoke	98	1.31	00:07	97.44%	85.90%
beaver tails franchise	95	1.37	00:31	94.74%	86.84%
fireplace depot toronto	90	1.44	00:23	93.06%	79.17%
entrinsic	81	1.35	00:11	76.92%	87.69%
business phone line	78	6.32	04:25	77.42%	27.42%
rainbow high vacations	75	1.52	00:28	90.00%	81.67%
zucca trattoria	67	2.74	02:45	51.85%	42.59%
hiring contract workers	52	1.17	00:25	90.48%	85.71%
toronto youth development	49	1.21	00:23	92.31%	87.18%
business phone lines	45	5.03	02:34	69.44%	33.33%
beavertails	37	1.10	00:02	100.00%	93.33%
jetview	37	1.37	00:39	90.00%	76.67%
hosted phone	35	4.07	07:48	39.29%	25.00%
jetview electronics	35	1.54	00:14	96.43%	75.00%
beavertails canada inc	33	1.33	00:04	85.19%	88.89%

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Content optimization

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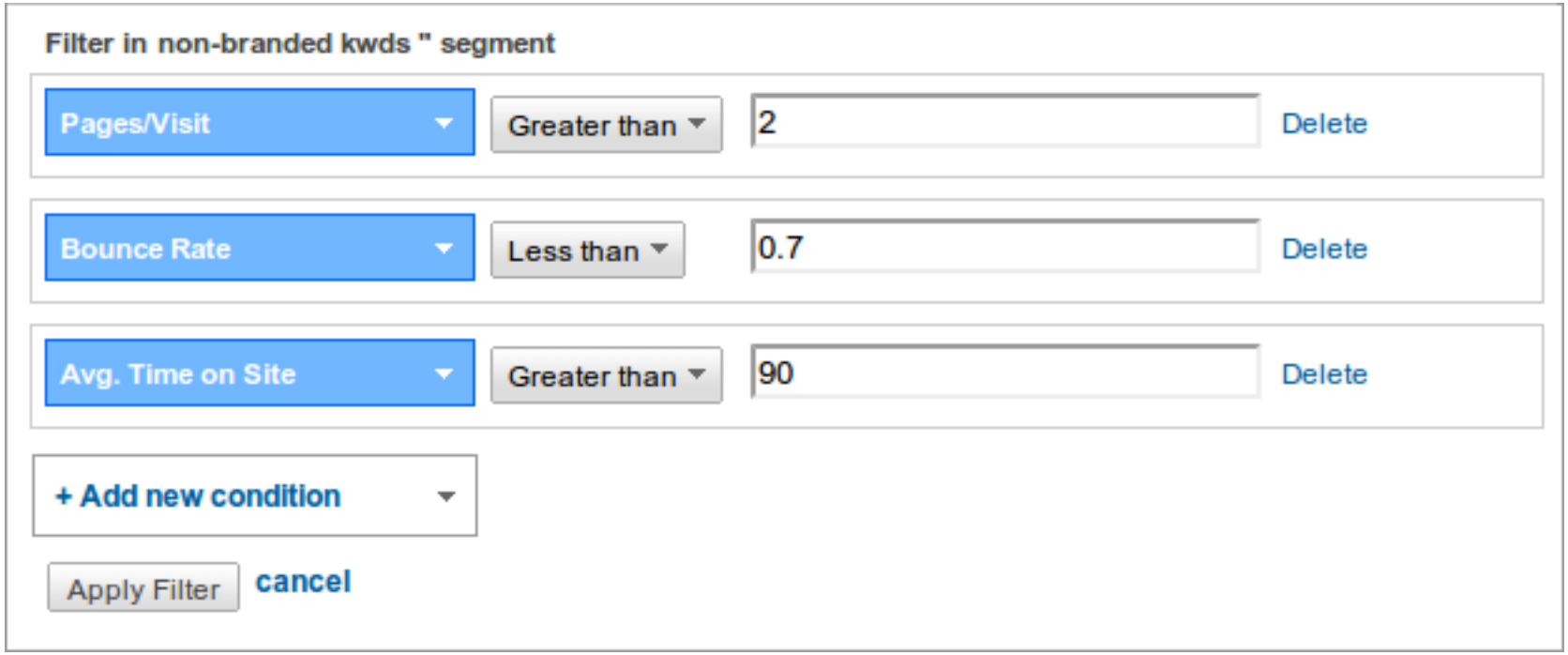
Set a minimum of quality to select a group



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Phone & internet services for small business

Much better keywords to work with after setting a minimum of quality

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
hosted pbx	336	4.37	03:17	67.79%	31.46%
hosted phone system	103	3.79	04:17	59.76%	35.37%
business phone line	78	6.32	04:25	77.42%	27.42%
e10 internet	67	2.74	02:45	51.85%	42.59%
oc3 vs e100	49	3.62	01:59	0.00%	12.82%
business phone lines	45	5.03	02:34	69.44%	33.33%
hosted phone	35	4.07	07:48	39.29%	25.00%
hosted pbx benefits	30	2.13	01:38	54.17%	62.50%
phone and internet bundles	28	2.26	02:10	100.00%	60.87%
t1 internet	22	4.94	02:41	100.00%	16.67%
e10	21	2.41	02:08	94.12%	52.94%
isdn pri hunting sequence	21	4.94	04:16	0.00%	23.53%
multinet	21	6.47	01:32	23.53%	11.76%
hosted phone systems	20	6.31	05:03	87.50%	18.75%
business phone internet	18	6.47	06:57	80.00%	13.33%
managed security services	18	4.07	05:41	0.00%	26.67%
rsc telecom	17	6.21	06:04	7.14%	7.14%
sales award	16	4.00	02:21	0.00%	23.08%
unified communications	16	11.77	07:18	15.38%	0.00%

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Keywords with:

- Some conversions
- Low amount of visits
- Medium to high bounce rate

Potential buyers coming in small amounts and not engaging

Action: improve content optimization will increase volume of converting traffic

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Keywords with:

- No conversions
- Reasonable amount of visits
- Medium to low bounce rate

Visitors, showing interest but
not finding what they are looking for

Action: any improvement in pages to make what they are looking for easier to find will increase conversions

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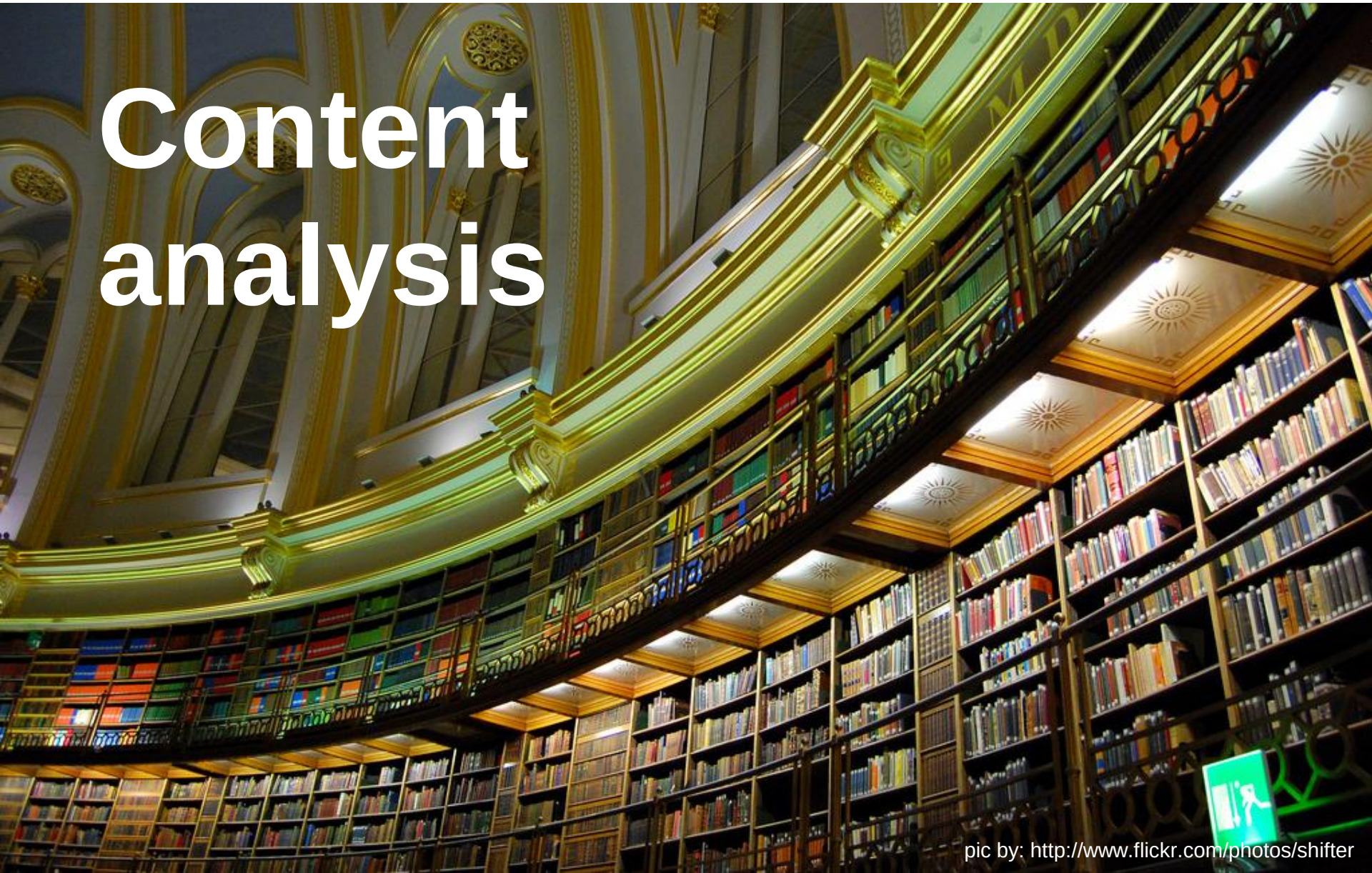
Content analysis



pic by: http://www.flickr.com/photos/shifter

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Content analysis

Hint: structuring URLs hierarchically will let you drill down easier by sections of content

Category

smithsonianstore.com/jewelry/

Subcategory

smithsonianstore.com/jewelry/necklaces/

Product

smithsonianstore.com/jewelry/necklaces/green-glass.html

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Content / Keywords alignment

Organic traffic report

1. select *landing page*
2. select *keyword*
3. export to spreadsheet

	Landing Page	Keyword	Visits
1.	/smallbusiness/products-services/hosted-pbx-business-phone-s…	hosted pbx	134
2.	/smallbusiness/products-services/hosted-pbx-business-phone-s…	hosted phone system	37
3.	/fr/smallbusiness/products-services/hosted-pbx-business-phone…	système téléphonique	18
4.	/fr/smallbusiness/products-services/hosted-pbx-business-phone…	systeme telephonique	15
5.	/fr/smallbusiness/products-services/business-phone-internet/	forfait telephone et internet	13
6.	/fr/smallbusiness/products-services/hosted-pbx-business-phone…	systeme téléphonique	11
7.	/fr/smallbusiness/products-services/business-phone-internet/	forfait internet telephone	10
8.	/fr/smallbusiness/products-services/hosted-pbx-business-phone…	pbx hébergé	8

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Content / Keywords alignment

- Any important missed keyword?
- No topical keywords bringing traffic?

Landing Page	Keyword	Visits
/business-phone-internet/	business phone and internet	7
	phone and internet bundles	6
	internet bundles	4
	small business phone and internet bundles	4
/hosted-pbx-business-phone-system/	hosted pbx	134
	hosted phone system	37
	hosted phone systems	8
	business phone line	7
/pri-voice-connection/	pri solution	2
	pri solutions	2
	pri voice	2
	telephone redirect	1

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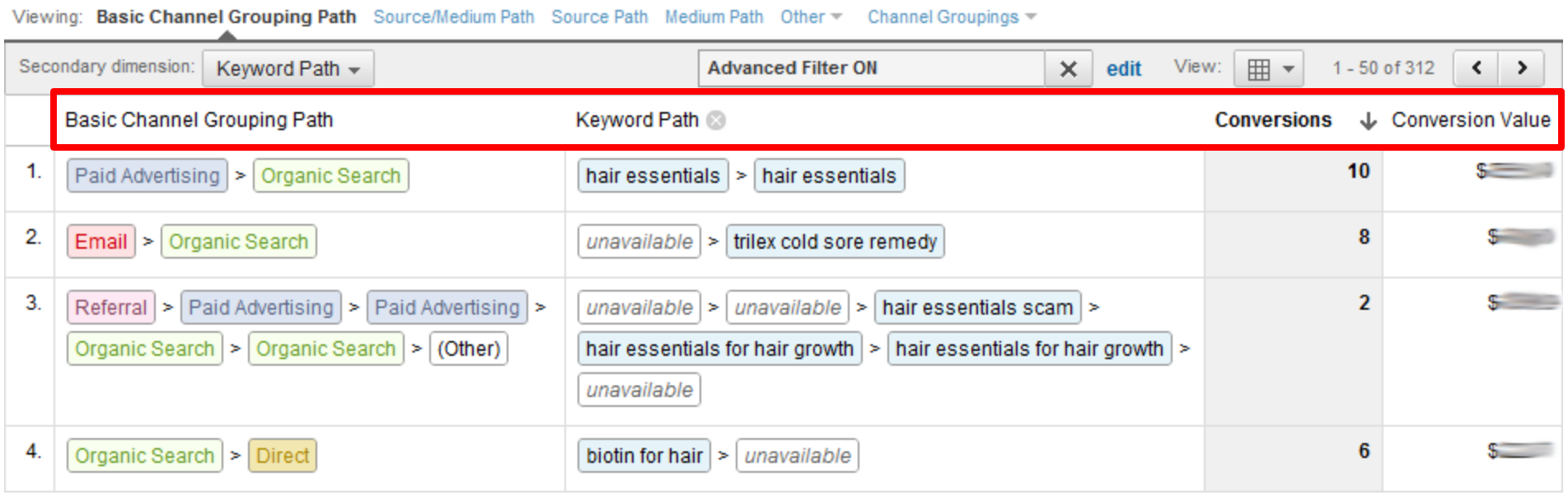
Multi-channel analysis

How Organic Traffic helps other channels convert?

(new feature coming in Google Analytics V5, public beta phase right now, June 2011)



Viewing: **Basic Channel Grouping Path** | Source/Medium Path | Source Path | Medium Path | Other | Channel Groupings

Secondary dimension: Keyword Path | Advanced Filter ON | edit | View: | 1 - 50 of 312

	Basic Channel Grouping Path	Keyword Path	Conversions ↓	Conversion Value
1.	Paid Advertising > Organic Search	hair essentials > hair essentials	10	$
2.	Email > Organic Search	*unavailable* > trilex cold sore remedy	8	$
3.	Referral > Paid Advertising > Paid Advertising > Organic Search > Organic Search > (Other)	*unavailable* > *unavailable* > hair essentials scam > hair essentials for hair growth > hair essentials for hair growth > *unavailable*	2	$
4.	Organic Search > Direct	biotin for hair > *unavailable*	6	$

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Multi-channel analysis

Traditional types of keywords

- Head keywords
- Long tail keywords

New type

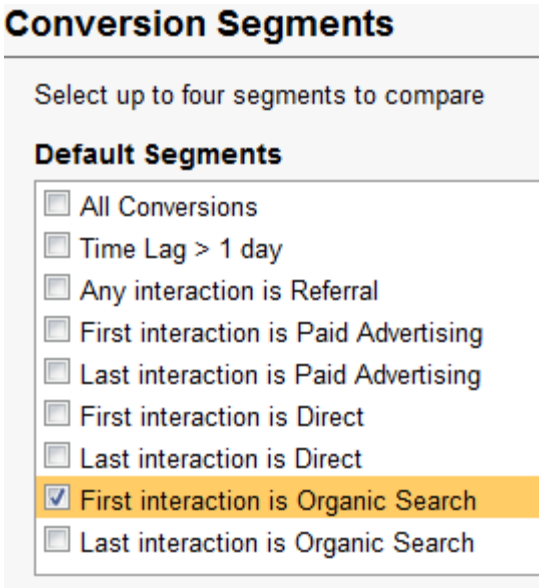
- Keywords **assisting conversions**

The end of "*last touch*" attribution model

More information: http://cutroni.com/blog/2011/04/14/google-analytics-multi-channel-funnels/

Multi-channel analysis

Keyword refinement



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Link Building

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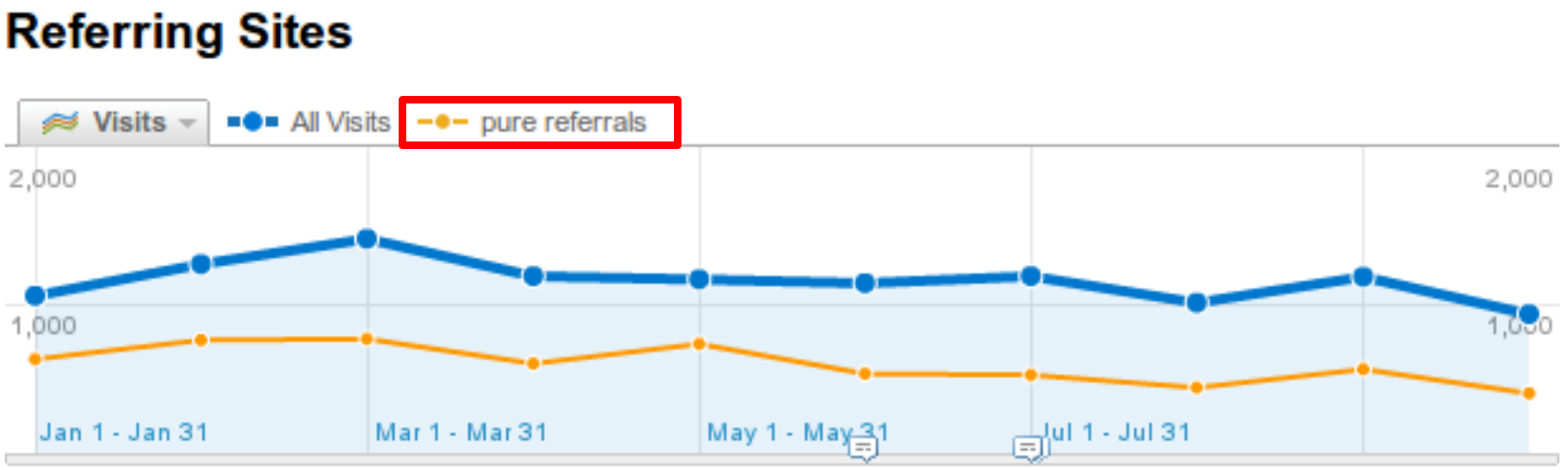
Analyzing link acquisition

Not all traffic at referral report is real one.

(visits from webmail clients like Gmail, Hotmail, Yahoo Mail and such are wrongly counted as referral traffic and we want to exclude them for data accuracy)



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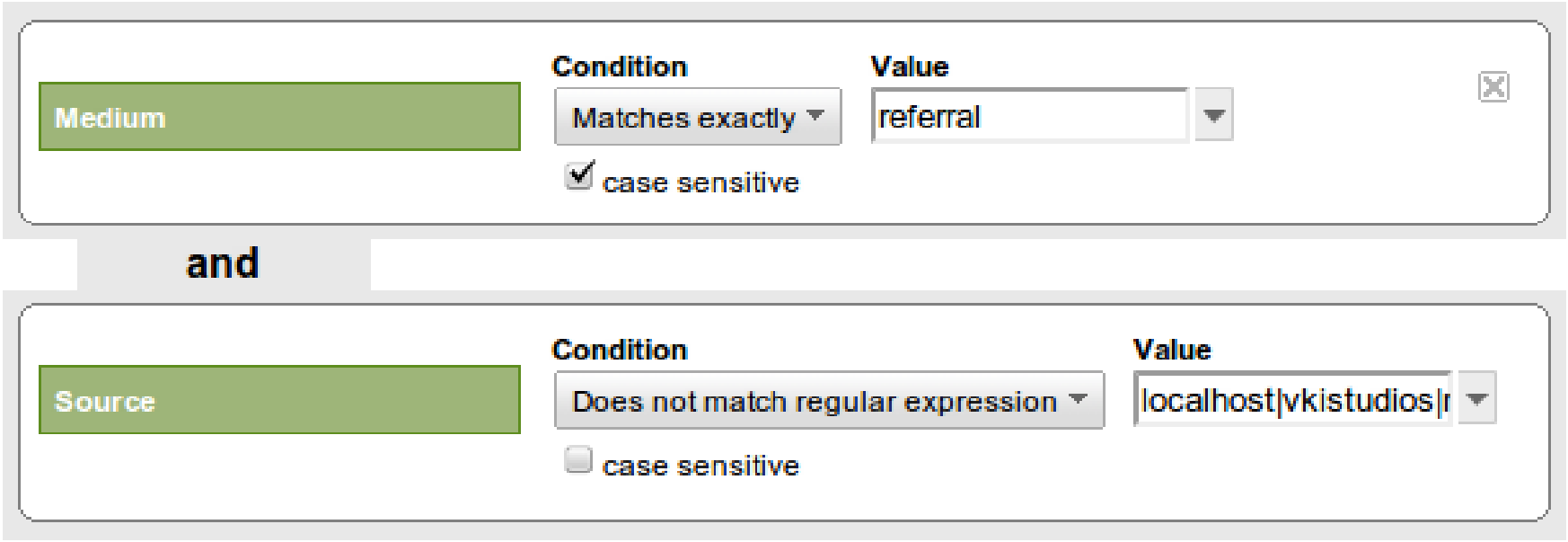
Analyzing link acquisition

Create advanced segment

mydomain|localhost|mail|search|google|yahoo|live|^[0-9.]+$



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Images

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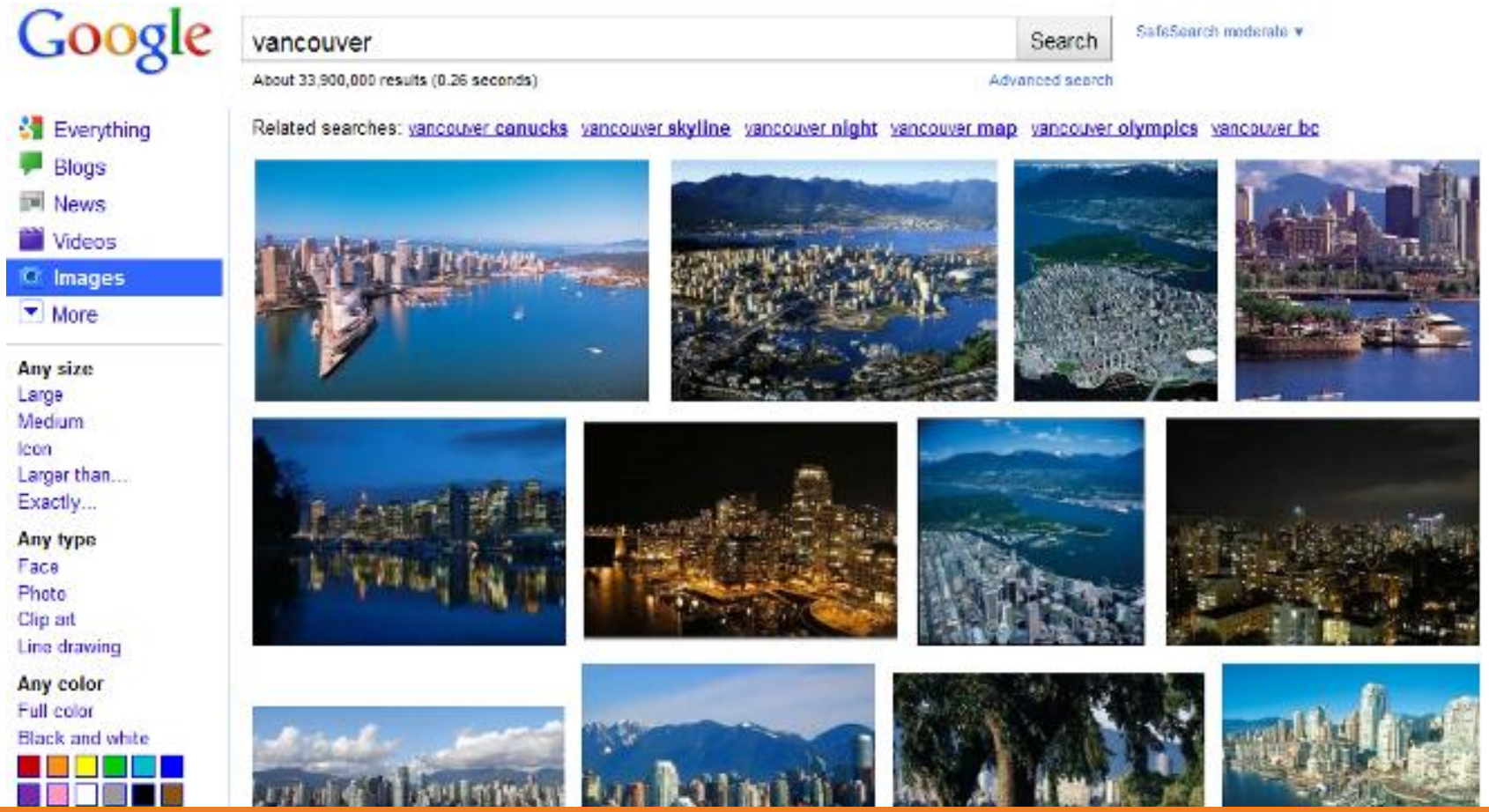
SEO for Images

Traffic from images search engines



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SEO for Images

How much traffic brings image optimization?

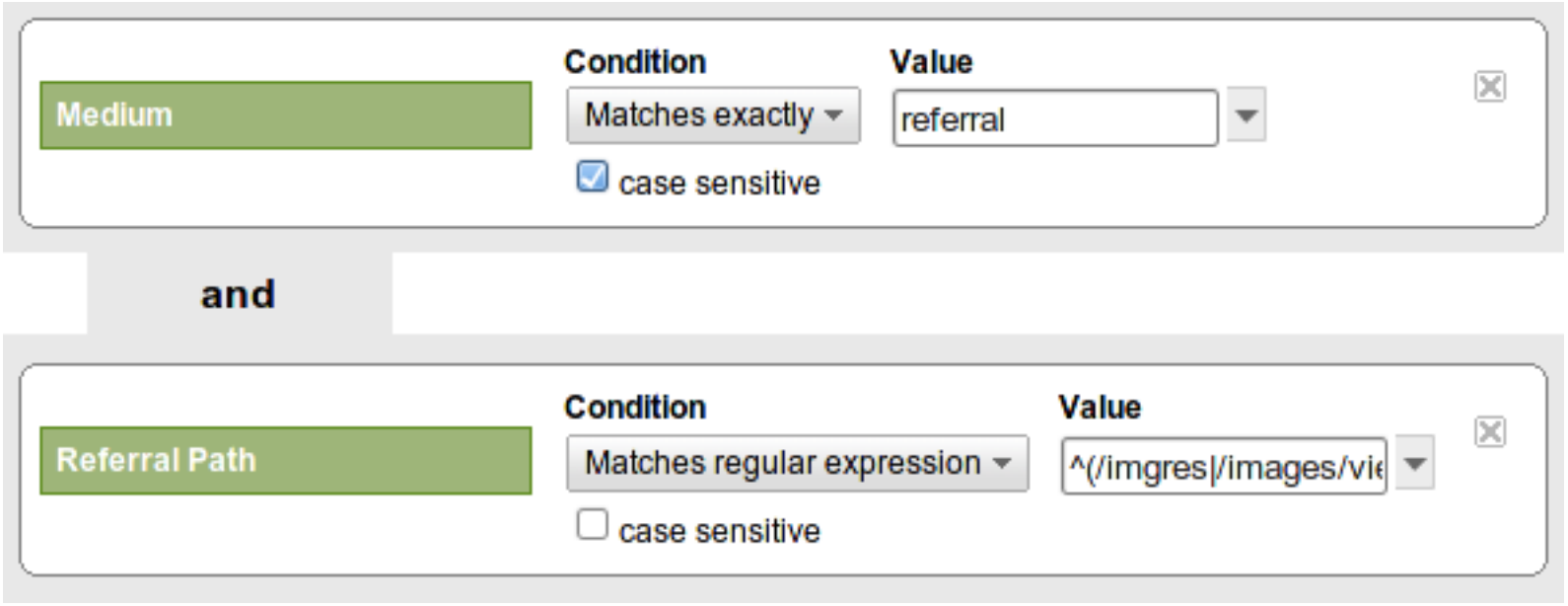
Visits Total	Visits Organic	% organic to total	Visits from images*	% imgs to total	images indexed	web type
352,834,819	221,443,014	62.76%	108,673	0.03%	42,100	corporate
181,315,483	75,845,500	41.83%	245,138	0.14%	79,700	classified products
69,589,253	58,545,038	**84.13%**	4,967,698	**7.14%**	**438,000**	classified products
54,984,486	11,047,744	20.09%	90,284	0.16%	7,980	classified products
38,893,360	6,270,516	16.12%	38,348	0.10%	13,900	e-commerce
27,675,424	3,966,678	14.33%	2,158	0.01%	7,560	e-commerce
25,095,535	2,100,419	8.37%	151	0.00%	78	corporate
5,127,027	4,527,277	**88.30%**	321,331	**6.27%**	**199,000**	classified products
3,010,094	1098516	36.49%	24	0.00%	91	e-commerce
2,711,887	1,519,326	56.02%	53,809	1.98%	17,800	vertical portal
2,347,603	1,936,655	**82.49%**	288,388	**12.28%**	**73,600**	classified products
1,922,544	974,344	50.68%	57,995	3.02%	170	e-commerce
1,902,362	587,930	30.91%	10,531	0.55%	275	e-commerce
1,612,979	364970	22.63%	2480	0.15%	563	e-commerce
817,262	710,593	**86.95%**	32,079	**3.93%**	**131**	vertical portal
361,341	157,313	43.54%	117	0.03%	14	e-commerce
213,934	149,684	69.97%	294	0.14%	6	e-commerce

*These numbers are based on sampled data

SEO for Images

Create advanced segment

^(/imgres|/images/view|/images/search)



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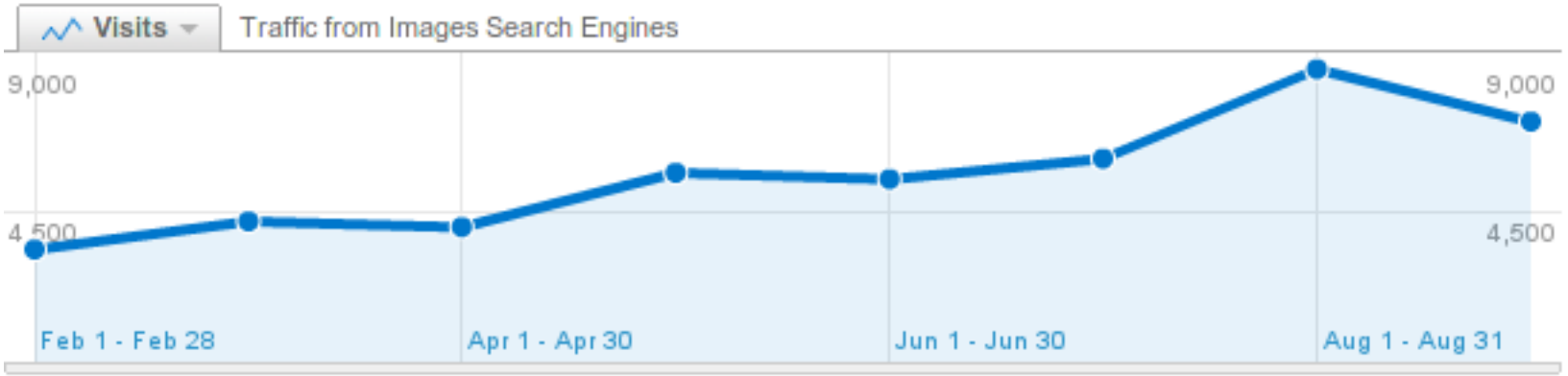
SEO for Images

/imgres	Google Images
/images/view	Yahoo Images
/images/search	Bing Images

Now you know



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*a link to http://www.cardinalpath.com would be great, thanks

Ani Lopez