

Web Analytics & Search Engine Optimization



Aligning Visitor Intent
With Website Purpose





Agenda

Web Analytics Basics

Limits of Analytics

Different Technological Approaches

Terms & Concepts

Web Analytics Usage

Conversion Goals & KPIs

Behavior Tracking

Reports & Recipients

Search Engine Optimization Basics

What Is SEO

Technical Underpinning

Content Structure

Search Engine Optimization Applied

Copywriting For Search

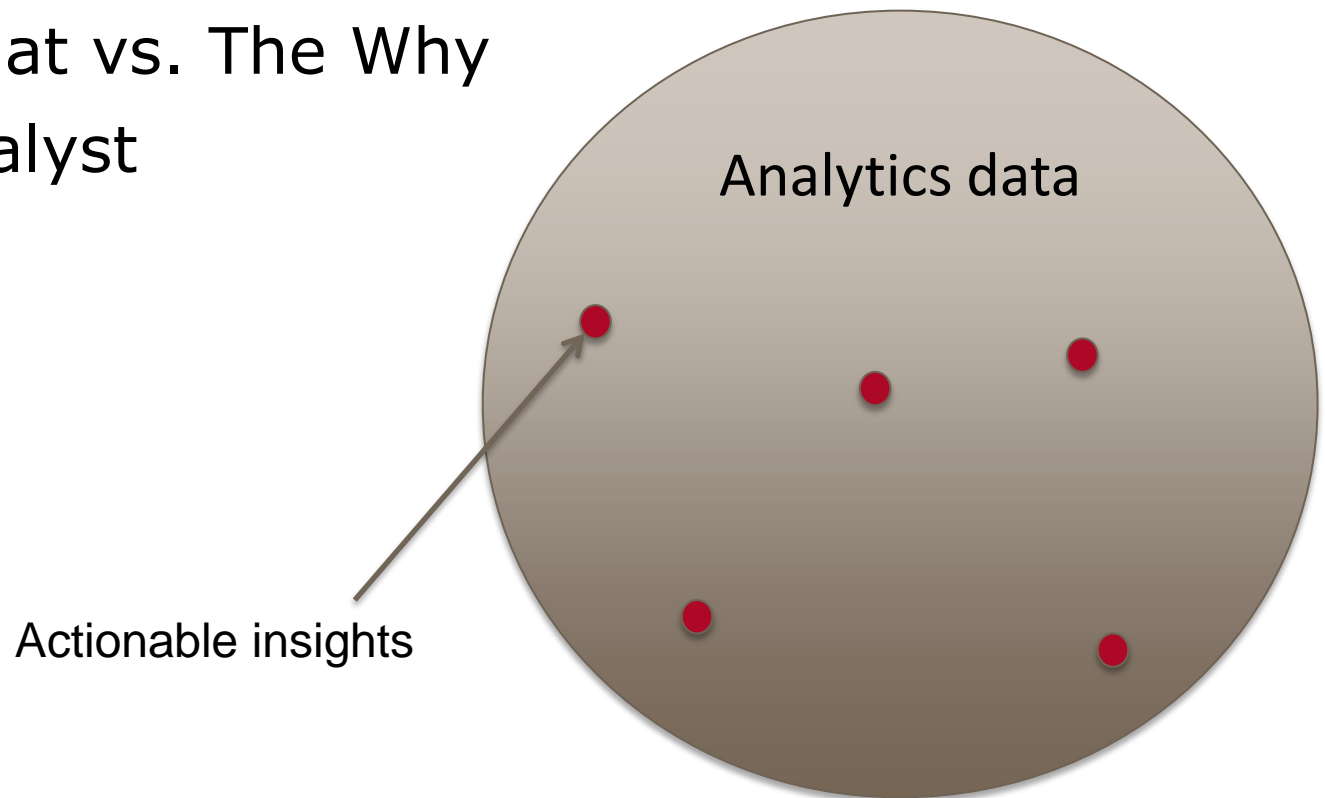
Link Building

Choosing What To Optimize

Measuring SEO Effect

Limits of Analytics

- Information overload
- The What vs. The Why
- The Analyst





Different Technological Approaches

- Server-side tracking
- Client-side tracking
- Hosted tracking





Terms & Concepts

- Pageviews, Visits and Visitors
- Time on page and Time on site
- Traffic sources
- Bounce rate
- Exit rate



Pageviews, Visits and Visitors

- Basic aggregate metrics
- Watch out for the name confusion

Report



Page views:?	70.443
User sessions:?	15.982
Unique users:?	11.745
New users:?	5.991
Returning users:?	5.754

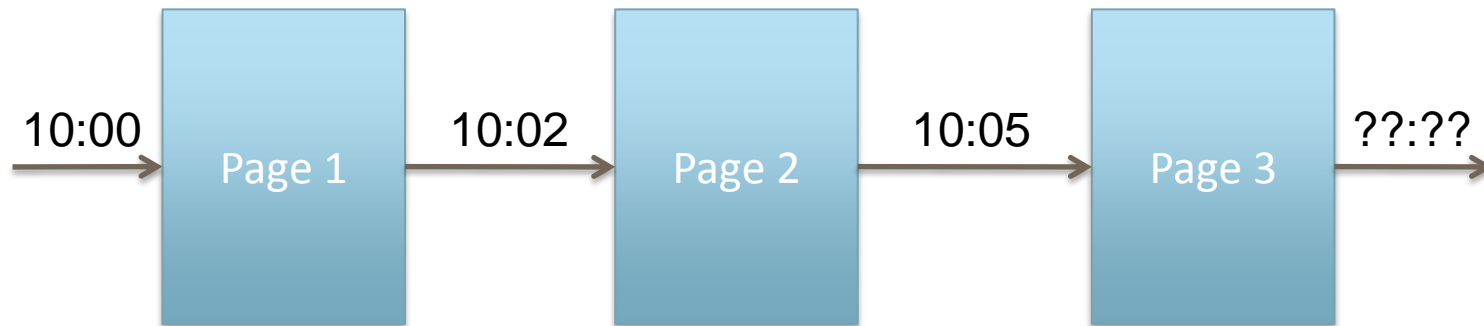
Status

Page views	Visits	Page views in last 24 hours	Visits in last 24 hours
55093	47804	66	59



Time on page and Time on site

- Content dependent
- Hard to time exits



- Time on site = 5 mins.
- Tabbed browsing





Traffic sources

- Direct traffic
- Referred traffic
- Search Engine traffic
 - Organic
 - Paid
- Other
 - Campaigns
 - Banners



Bounce rate

- "The Sexiest Web Metric!"
- Avinash Kaushik
- % of visits that only saw one page.
- Multiple metrics
 - For traffic sources
 - For Keywords
 - For pages

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	244	140	00:02:42	54.55%	46.31%	\$0.00
2.	/2009/10/canon-eos-kursus-med-kim-skovsby/	33	29	00:06:37	72.73%	63.64%	\$0.00
3.	/artikler/		22	00:01:16	50.00%	27.59%	\$0.00
4.	/omv/	20	13	00:01:35	0.00%	20.00%	\$0.00
						6.36%	\$0.00

Page	Show URL	Page views	User sessions	Bounces	Bounce rate
1	HOME - OFFICE OF THE NEW YORK STATE ATTORNEY GENERAL ANDREW M. CUOMO	3.318	2.530	931	36,80 %
2	Contact the Attorney General	889	616	136	22,08 %
3	ATTORNEY GENERAL CUOMO ANNOUNCES HISTORIC NATIONWIDE REFORM OF CONSUMER REIMBURSEMENT SYSTEM FOR OUT-OF-NETWORK HEALTH CARE CHARGES	827	740	440	59,46 %
4	Our Office	820	457	58	12,69 %
5	Media Center	611	429	113	26,34 %





Exit rate

- % of pageviews to a page where the visitor left the website after viewing that page.
- All visitors must leave the website at some point.





Conversion Goals & KPIs

- Measurable actions
 - Newsletter sign up
 - Self service completion
 - PDF download
- Indications
 - Bounce rates
 - Pageviews before conversion
 - Internal searches
- Outside Analytics
 - Surveys
 - Data from phone services





Behavior Tracking

- What are users doing on my website?
- What are users NOT doing on my website?
- What do I want users to do on my website?
- Why aren't users doing what I want them to?



Behavior Tracking

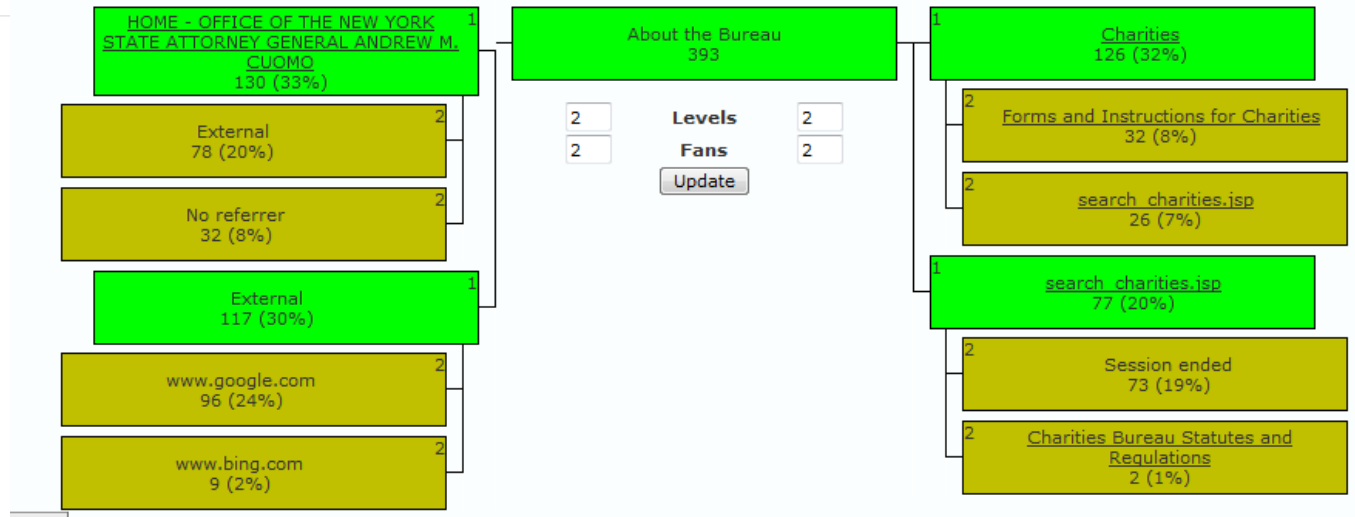
Looking at multiple pageviews

This page was viewed 33 times

Visit this page Analyze: [Navigation Summary](#) Content: [/2009/10/canon-eos-kursus...](#)



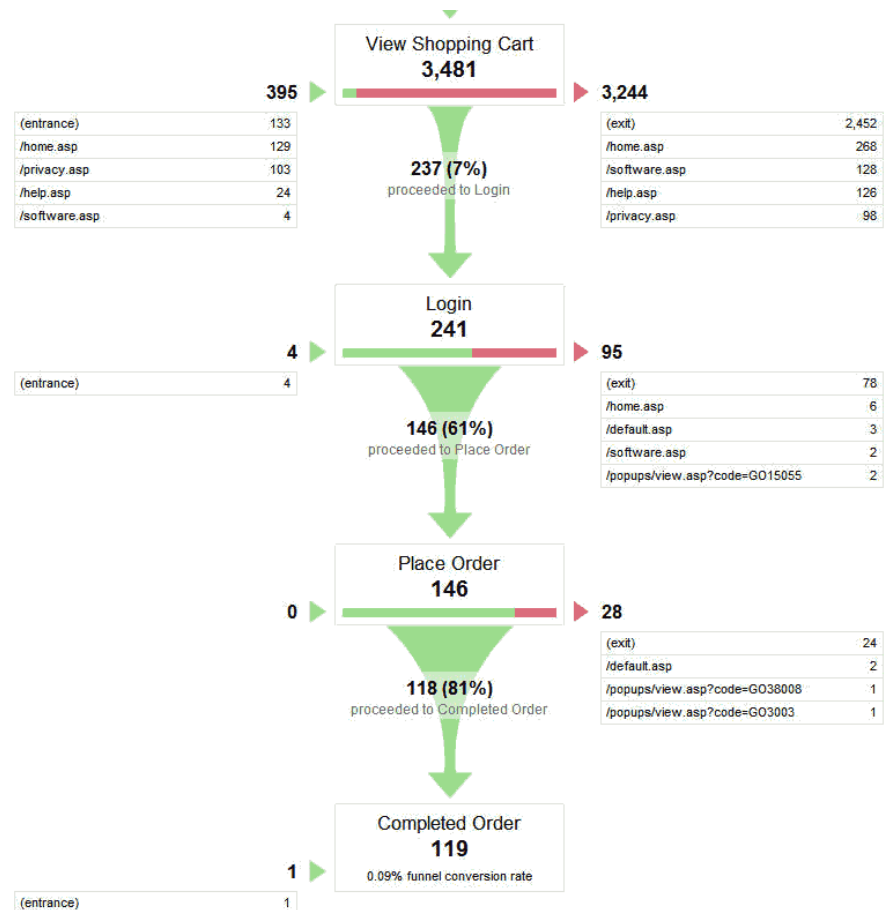
Content	% Clicks	Content	% Clicks
/	26.67%	/	46.27%
/2009/10/for-lidt-tid-til-leg/			



Behavior Tracking

- Funneling

- Define a path
- Look at how many go off track at each step.
- Improve the steps with the worst click-through.



Behavior Tracking

- User Journeys
 - Most used paths
 - Fall off
 - Time to page

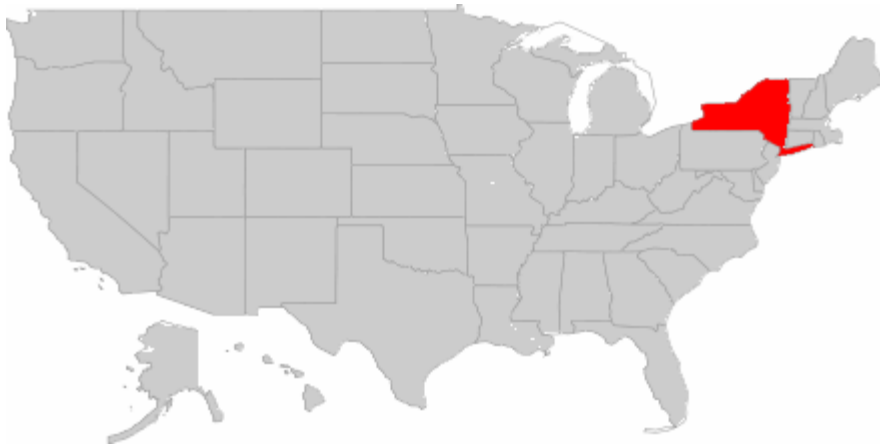
Most popular user journeys of at least 3 page views

Sessions	% of all sessions	Steps	Journey
56	2.14%	3	Website management and maintenance the easy way Siteimprove http://siteimprove.com Open <ul style="list-style-type: none"> About us Siteimprove http://siteimprove.com/About_Us.aspx Open Contact Us Siteimprove http://siteimprove.com/About_Us/Contact_Us.aspx Open
42	2.01%	3	Website management and maintenance the easy way Siteimprove http://siteimprove.com Open <ul style="list-style-type: none"> Login page http://www.siteimprove.com/login.aspx Open Website management and maintenance the easy way Siteimprove http://siteimprove.com Open
37	1.89%	4	Website management and maintenance the easy way Siteimprove http://siteimprove.com Open <ul style="list-style-type: none"> About us Siteimprove http://siteimprove.com/About_Us.aspx Open Contact Us Siteimprove http://siteimprove.com/About_Us/Contact_Us.aspx Open About us Siteimprove http://siteimprove.com/About_Us.aspx Open
18	1.41%	7	Website management and maintenance the easy way Siteimprove http://siteimprove.com Open <ul style="list-style-type: none"> About us Siteimprove http://siteimprove.com/About_Us.aspx Open Contact Us Siteimprove http://siteimprove.com/About_Us/Contact_Us.aspx Open About us Siteimprove http://siteimprove.com/About_Us.aspx Open About us Siteimprove http://siteimprove.com/About_Us.aspx Open Contact Us Siteimprove http://siteimprove.com/About_Us/Contact_Us.aspx Open About us Siteimprove http://siteimprove.com/About_Us.aspx Open



Behavior Tracking

- Segmentation



Google™

library [Advanced Search](#) [Language Tools](#)

Google Search I'm Feeling Lucky





Reports & Recipients

- Analytics or Statistics
- Recipients
 - Executives
 - Local/Group Managers
 - Editors/Specialists





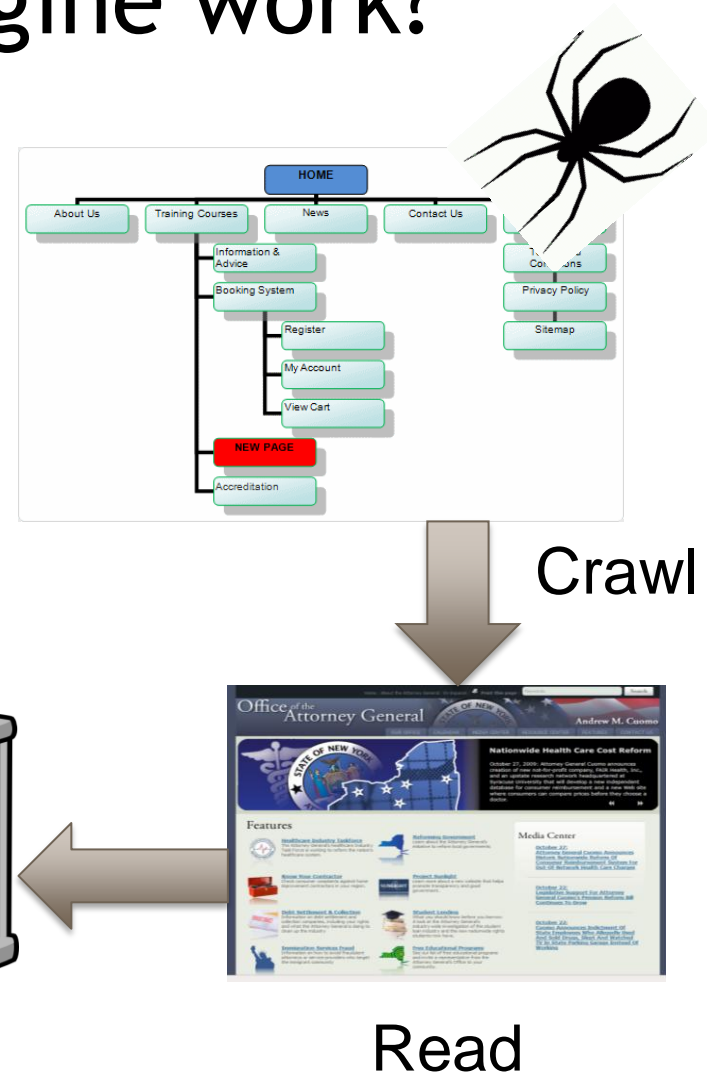
What is Search Engine Optimization

- Broadly defined as: Every change you make to your website, where the primary goal of the change is to
 - Either increase the amount of traffic to your website from search engines
 - Or increase the quality of the traffic to your website from search engines



How does a search engine work?

- Find pages (crawl)
- Read content
- Calculate scores
 - Internal factors
 - External factors
- Store in Index





Technical Underpinning

- Crawlability
- Uptime and response times
- Robots.txt
- Sitemaps, XML & HTML
- Flash & Frames





Content Structure

- Short paths
- Nice URLs
- Logical structure





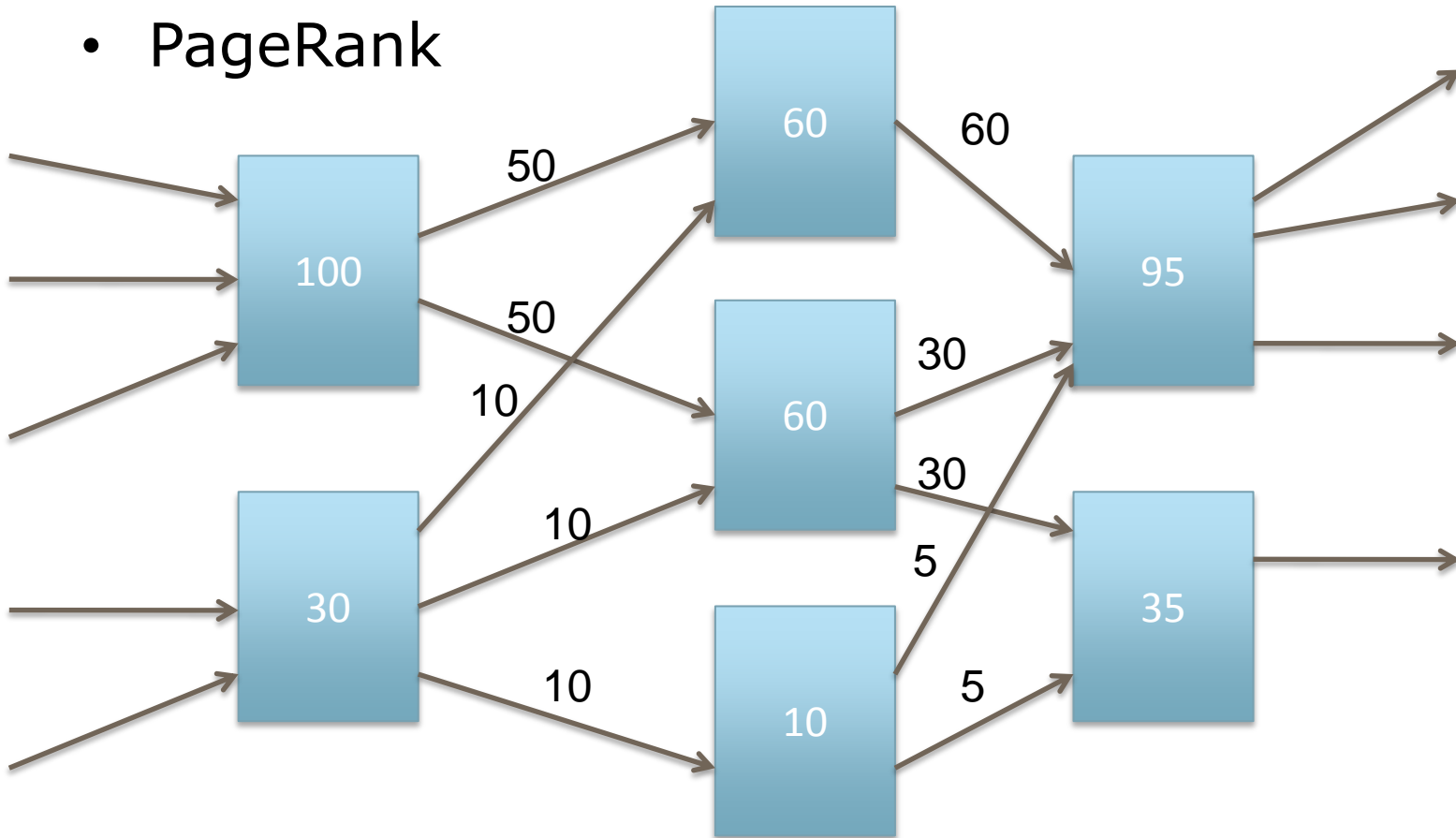
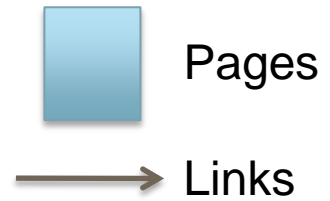
Copywriting for search

- Optimizing a single page
 - Title & Headings
 - Body text
 - Emphasizing
 - Using Images
 - Single keyword or multiple keywords



Link building

- PageRank





Link building

- Relevant anchor text
- Deep linking
- Avoid link farms
- Link quality





Choosing what to optimize

- Strategic point of view
 - Branding
 - Economical
 - Customer service (related to economical)
- Practical approach
 - Broad vs. Specific keywords
 - Use your user's language
 - Use keyword tools
 - Use your analytics





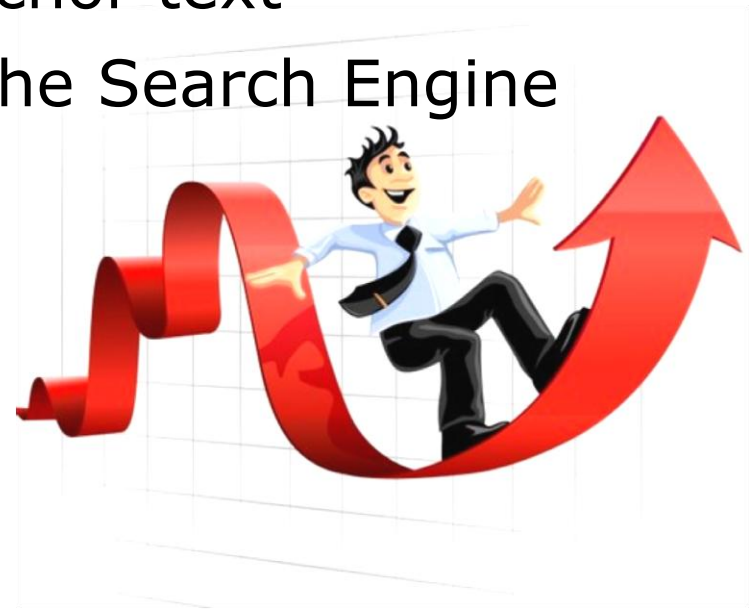
Measuring SEO effect

- Using web analytics
 - Increased traffic on keywords from search engines
 - Decreased bounce rate
 - Shorter path to conversion goals
 - Increased conversion rate
- Other metrics
 - Fewer phone calls and e-mails to customer service
 - Change in subjects on customer service requests



Summary

- Focus on Actionable Metrics
- Use testing and surveys to answer the Why's
- Low hanging fruit first
- Deep links and good anchor text
- Focus on the user, not the Search Engine



Questions?



Thank you for listening

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