



Overview of Google Analytics and Starting an SEO Plan

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Center for Economic Development

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Today's Discussion

1) Web Analytics

2) SEO Action Plan



Web Analytics

Web Analytics:

Measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.



Web Analytics Software

PAID

Omniure

Fireclick

Sawmill Analytics

Clicktale

Enquisite

Coremetrics

Lyrise/Clicktracks

FREE

Google Analytics

Clicky Web Analytics

AWStats

Piwik Open Source Analysis

Woopra Website Tracking



Google Analytics



Google Analytics
101



Google Analytics - 3 Topics

1) Visitors

2) Traffic Sources

3) Content



Visitors – 3 Features

- 1) Location
- 2) Browser
- 3) New vs. Returning

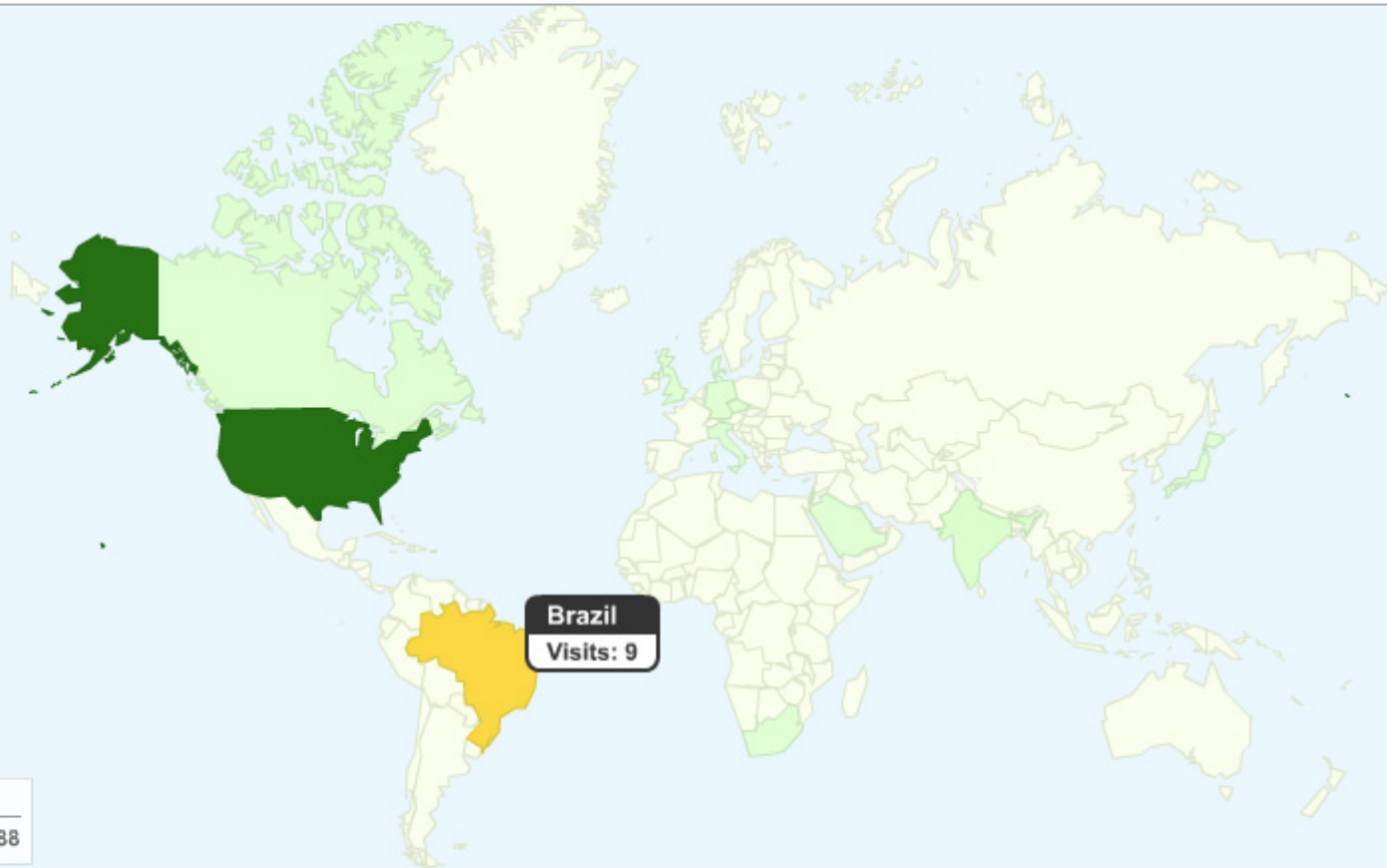


524 visits came from 15 countries/territories

May 6, 2011 - Jun 5, 2011

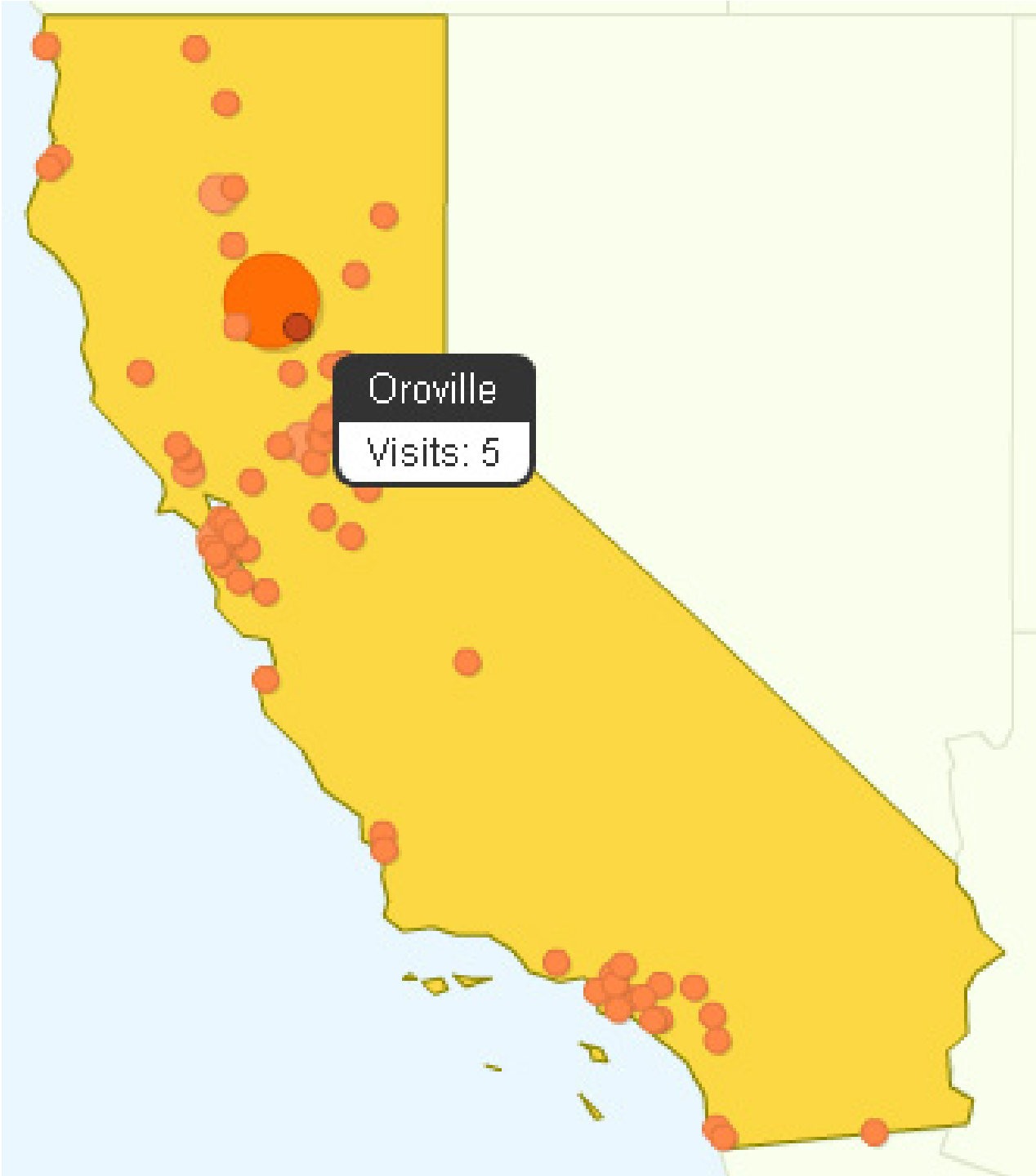
Map Overlay

Visits



524 visits came from 15 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)



Oroville

Visits: 5



Browser

Top Five

	Browser	Browser Version ⓧ	Visits ▼ ↓	Visits
1.	■ Internet Explorer	8.0	143	27.29%
2.	■ Firefox	4.0.1	97	18.51%
3.	■ Chrome	11.0.696.68	52	9.92%
4.	■ Internet Explorer	7.0	38	7.25%
5.	■ Chrome	11.0.696.71	27	5.15%

Check browser compatibility with:

<http://browsershots.org/>



New vs. Returning

1) **548** Visits

2) **53%** New Visits

3) Filters can be created to exclude in-house users.



Mobile

Top Four

- 1) Android
- 2) iPhone
- 3) iPad
- 4) Windows



Traffic Sources

1) All Traffic

Both direct and referring

2) Direct Traffic

URL typed in address bar, bookmarked

3) Referring Sites

Facebook, LinkedIn, Twitter, Directories



Traffic Sources - Keywords

Keywords (Report)

- 1) Keep track of these on a regular basis
- 2) Help identify new trends in keyword demand
- 3) Gauge performance on key terms
- 4) Find key terms that bring traffic to your site, but no content exists for the searcher



Traffic Sources

<u>Search Engines</u>	Visits (organic)
1) Google	158
2) Yahoo	20
3) Bing	10
4) Search	1



Traffic Sources

Search Engines

Three major search engines make up **95%** of all search traffic in the US

- 1) Google
- 2) Yahoo
- 3) Bing



Content

1) Pages

Pageviews by visitor

2) Exit Pages

Where visitors are leaving a site



SEO Action Plan

- 1) Baseline Measurement
- 2) SEO Pyramid
- 2) Website Audit



SEO Plan

- 1) Establish your traffic baseline prior to your SEO campaign.
- 2) Make Comparisons to the data



The SEO Pyramid (Level 1)

Start with a strong base

ACCESSIBLE, QUALITY CONTENT

Unique Text Content

Bot Accessiblity

URL Structure

Internal Link Architecture

Sitemaps

Server Response Codes



The SEO Pyramid (Level 2)

KEYWORD RESEARCH & TARGETING

Keyword Brainstorming

Term/Phrase Selection

On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text



The SEO Pyramid (Level 3)

LINK BUILDING

Manual Requests & Link Creation

Scalable, Content-Based Link Strategies



The SEO Pyramid (Level 4)



The SEO Pyramid

For optimal results, start with a strong base, and build your way up.





SEO Action Plan

- By following the various levels of the SEO Pyramid it accumulates into an SEO Action Plan.
- Implementing the levels may lead to an increase in traffic, sales, and exposure



Additional Items – Auditing Site

- Perform a **site:yourdomain.com** in the search engines to make sure all your pages appear to be in the index.
- Duplicate Content Checks
- Page Load Time Exceeding 5 seconds or more



Resources to Broaden Your SEO Knowledge

Beginner's Guide to SEO:

<http://www.seomoz.org/beginners-guide-to-seo>

The Beginner's Guide to Search Engine Optimization: (SEO) is an in depth tutorial on how search engines work that covers the fundamental strategies that make websites search engine friendly.

A Complete Glossary of Essential SEO Jargon:

<http://www.seomoz.org/blog/smwc-and-other-essential-seo-jargon>



Resources to Broaden Your SEO Knowledge

Search Engine Optimization 15 Minute Introductory Video:

<http://www.seomoz.org/learn-seo/>

Internet Marketing Strategy: Conversation Marketing

<http://www.conversationmarketing.com/>

Books:

The Art of SEO

Comprehensive guide to SEO.

SEO Warrior

Another great book on SEO.