

Introduction to Search Engine Optimization (SEO)

Improving the visibility of our website in search engines' organic search results.

Organic vs. Paid Search

The screenshot shows a Google search for "online degree in georgia". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, it says "about 25,300,000 results (0.32 seconds)".

On the left side, there is a navigation menu with options: Images, Maps, Videos, News, Shopping, and More. Below this menu, the location "Carrollton, GA" is visible.

The main search results are divided into two sections:

- Paid Search Adwords (highlighted in yellow):** These are the first three results, each with a "Why these ads?" link. They include:
 - Walden University Online | WaldenU.Edu**: waldenu.edu/Online_College_Degrees. Study with an **Online** College and Further Your Career. Apply Today! → Online Degree Programs - Online Bachelor's Programs
 - South University Online | online.SouthUniversity.edu**: online.southuniversity.edu/. Attend School at an Institute for **Online** Learning. Get Started!
 - University Degrees | Phoenix.edu**: www.phoenix.edu/. Take Flexible Courses **Online** or at Local Campuses. Learn More Today.
- Organic Search (highlighted in red):** These are the results below the ads, starting with:
 - Georgia ONmyLINE**: www.georgiaonmyline.org/. Georgia ONmyLINE is a helpful resource for anyone wanting to begin a **degree** program **online**, as well as current students seeking an **online** course to fit into an ... → Degrees - Courses - Education - Institutions
 - Georgia Southern University**: online.georgiasouthern.edu/. Georgia Southern University offers undergraduate and graduate **online degree** programs in business, education, healthcare and more. Learn more about ... → Bachelor of General Studies - Ed.S. in Teaching & Learning - MBA - BS/IT
 - University of Georgia: Distance Learning Portal**: www.distance.uga.edu/. Adult Education **Online** Master of Education (M.Ed.) **Degree** Program. The University of Georgia's **Online** M.Ed. in Adult Education is specifically designed to ...

On the right side, there is a section titled "Ads - Why these ads?" which lists several paid search ads:

- DeVry University® Degrees**: www.devry.edu/. 5 Colleges. One Focus. Your Career Success. **Online** & Campus. Get Info!
- Online Degree Programs**: www.gcu.edu/BusAdmin. 1 (855) 275 0712. Accredited **Online** University. Enroll at GCU today!
- Liberty University Online**: www.libertyonlinedegrees.com/Georgia. 1 (855) 511 9776. Elite **Online** College Degrees. Get Free Info - It's Fast & Easy!
- APU - Online University**: www.apus.edu/. Earn a college **degree** 100% **online**. Respected. Accredited. Affordable.
- Belhaven- Online Degree**: online.belhaven.edu/. Accredited Bachelor & Master **Degree** Programs- 100% **Online**. Apply Today!
- Earn a College Degree**: www.collegedegreestoday.com/. Get Matched to the Right **Online** College **Degree** in Just Minutes!

“Paid” Search Adwords
~20% of Clicks

Organic Search
~80% of Clicks

The Purpose of a Search Engine

1. Crawling and Indexing

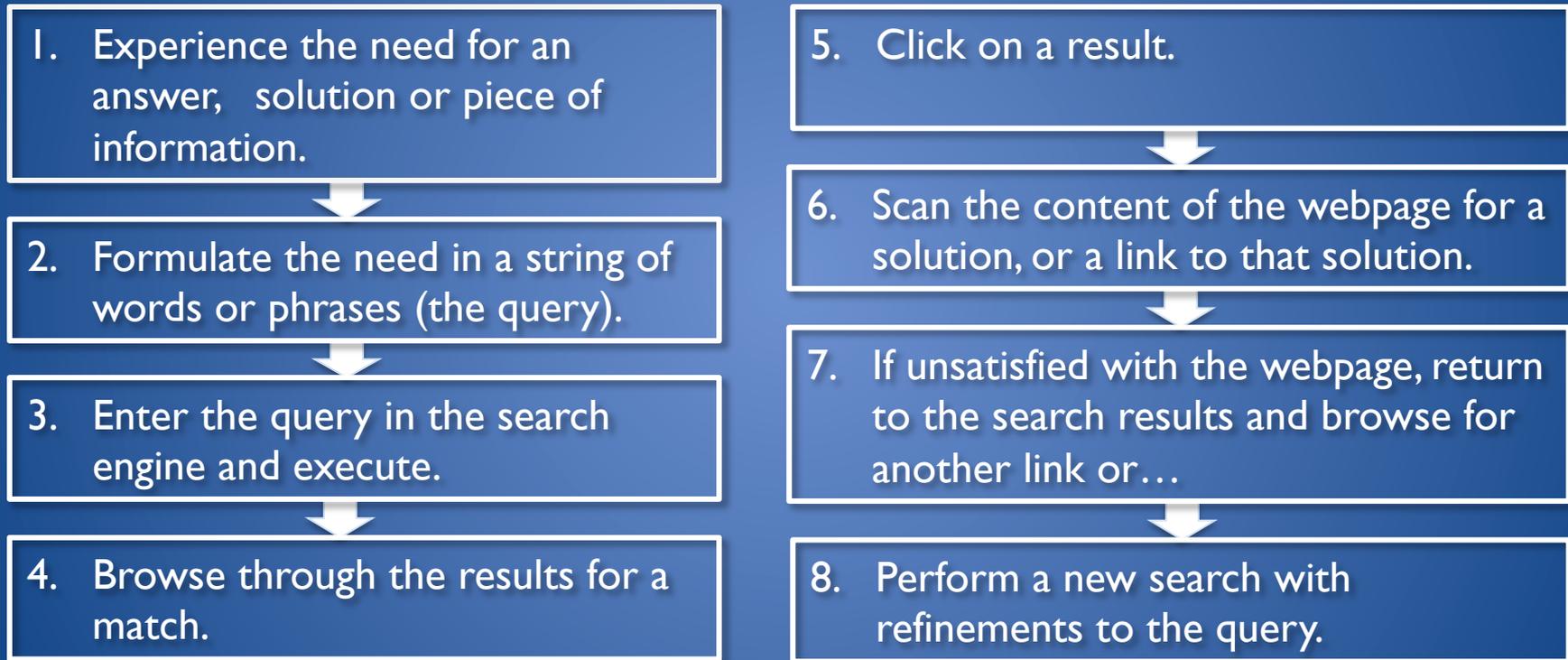
Through links, search engines' automated robots, called “crawlers,” or “spiders” can reach the many billions of interconnected documents. Once the engines find these pages, they decipher the code and store select pieces in massive hard drives, to be recalled later.

2. Retrieving Answers

When you perform a search, search engines scour the billions of stored documents and do two things – first, return those results that are the most *relevant* to your query, and second, rank those results in order of perceived *importance*.

How People Interact with Search Engines

The Search Process:



How People Interact with Search Engines

1. Navigational Queries

Navigational searches are performed with the intent of surfing directly to a specific website.

2. Informational Queries

Informational searches are primarily non-transaction-oriented; information itself is the goal and no interaction beyond clicking and reading is required.

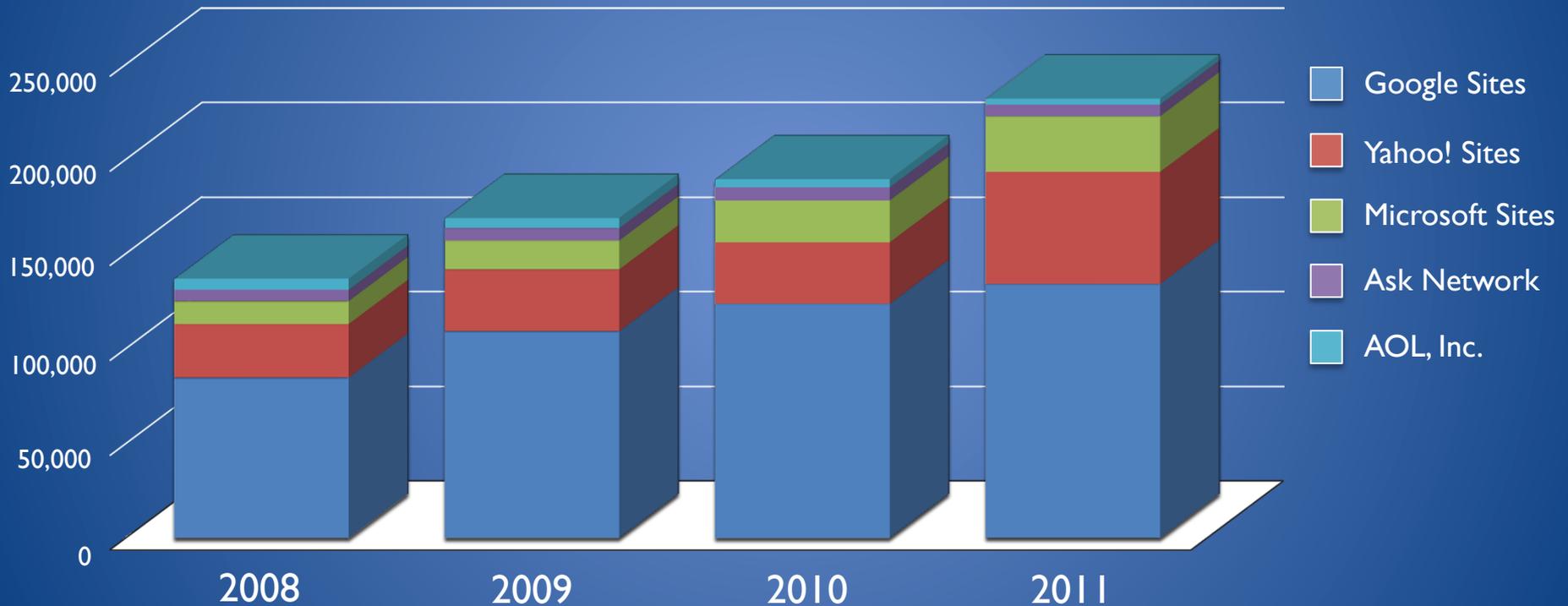
3. Transactional Queries

Transactional searches don't necessarily require a purchase to be made. Signing up for a free trial or requesting a pamphlet are considered transactional.

When visitors type a query into a search box and land on our site, will they be satisfied with what they find?

Why SEO?

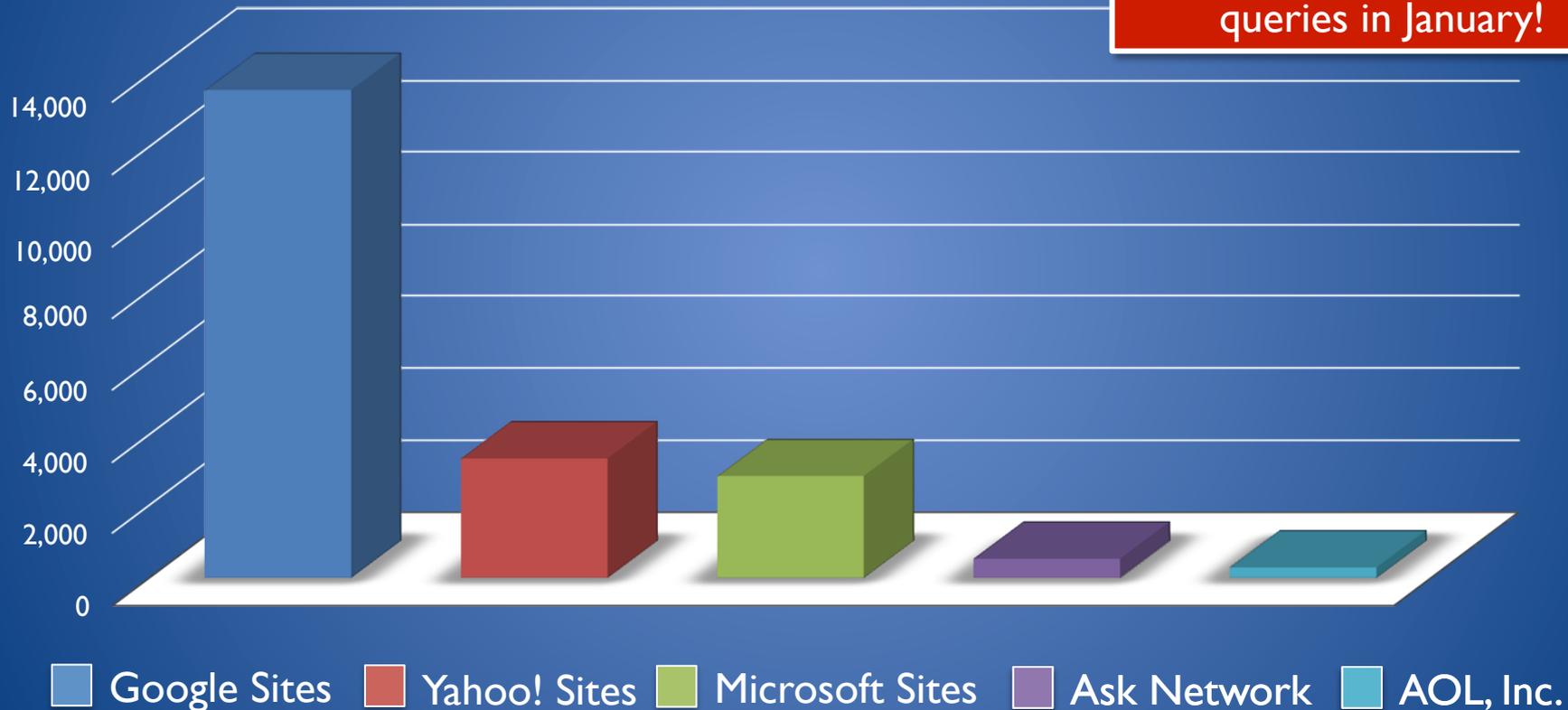
U.S. Search Volume Growth (MM)



Why SEO?

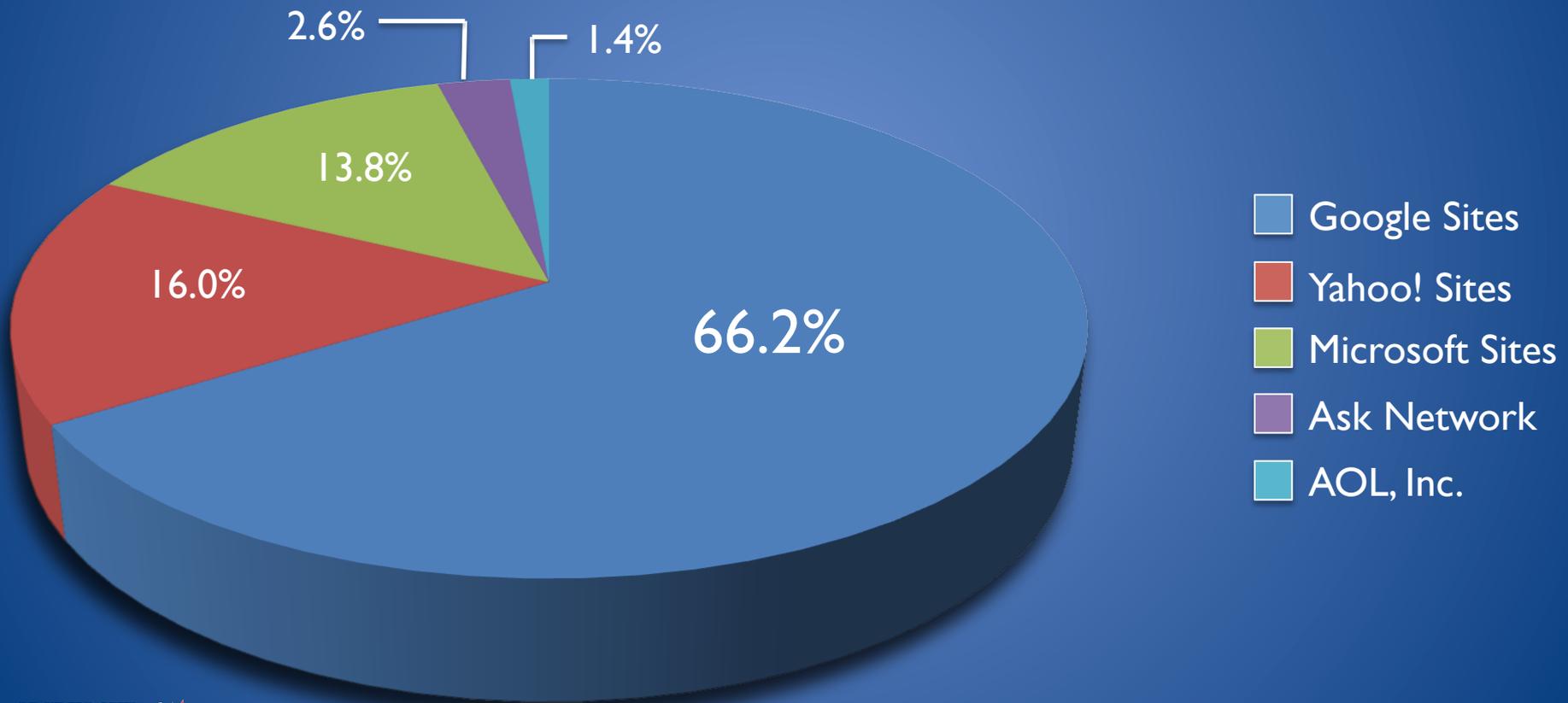
Total Search Query for January 2012 (MM)

Americans conducted nearly 20 billion total core search queries in January!



Why SEO?

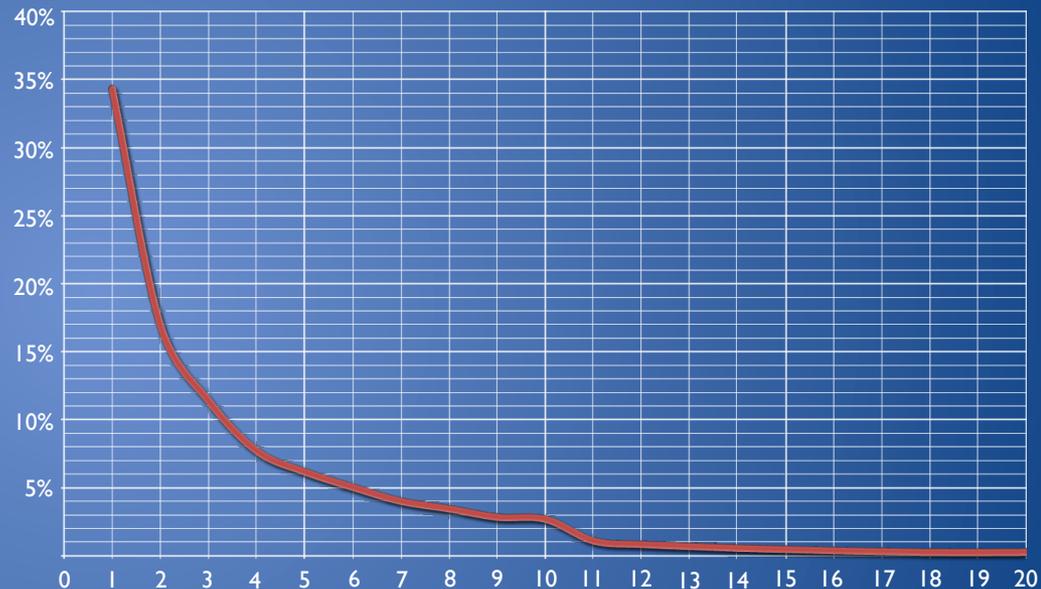
Total Search Share for January 2012 (%)



Why SEO?

Organic Click Through Rate (CTR)

| Google Result | Impressions | Percentage |
|---------------|-------------|------------|
| 1 | 2,834,806 | 34.35% |
| 2 | 1,399,502 | 16.96% |
| 3 | 942,706 | 11.42% |
| 4 | 638,106 | 7.73% |
| 5 | 510,721 | 6.19% |
| 6 | 416,887 | 5.05% |
| 7 | 331,500 | 4.02% |
| 8 | 286,118 | 3.47% |
| 9 | 235,197 | 2.85% |
| 10 | 223,320 | 2.71% |



Golden Rule of SEO

When building or modifying your website – whether your adding images, restructuring your links, or changing your written content – always base your decisions on improving the *user's experience*.

On Page SEO

Basic Practices

- Title Tag
- Meta Keywords
- Meta Description

Usability

- Image Alt Tag
- Files Names
- Media Description

Structure

- URL
- Subdomains
- Navigation

Content

- Anchor Text
- Heading Tags
- Keywords

On Page SEO – What does the search engine see?

How the User sees the webpage.



The screenshot shows a web browser view of the University of West Georgia's Information Technology Services page. On the left is a blue navigation menu with categories like 'User Services' and 'Infrastructure Services'. The main content area features the title 'Information Techno...' and a paragraph describing the office's role in providing technology support to the university community. Below the text is a group photograph of the staff members.

```
</div>
<div id="contentBody">
  <h1>
    Information Technology Services
  </h1>
  <p>
    The University of West Georgia's Office of Information Tech
successful and productive. Information Technology Services is a serv
technology. Information Technology Services acts as an advocate for t
  </p>
  <p>
    ITS provides technology direction and support to the UWG ca
Information Technology Services.<br />
  <br />
  
  <div id="footer_left">
    <p class="address">
      <a href="http://maps.google.com/?daddr=1601+Maple+Street,Ce
    </p>
    <p class="legal">
      &#169; 2012 University of West Georgia. All rights reserved
    </p>
  </div><!--end footer_left-->
  <div id="footer_right">
    <ul class="footer_toolbar">
      <li>
        <a href="../index_contact.php">Contact Us</a>
      </li>
      <li>
        <a href="../index_map.php">Maps &amp; Directions</a>
      </li>
    </ul>
  </div>
</div>
```

How the Search Engine sees the webpage.

On Page SEO – Basic Practices

1. Title Tag:

Make sure the title tag on each page of the site is unique and descriptive. It should be no longer than 65 characters. If possible, place your keywords in the title tag.

2. Meta Keywords:

These keywords no longer carry much weight with search engines. You can use the meta keywords to help emphasize the content keywords you would like to focus on.

3. Meta Description:

Search engines use the meta description tag to describe your web page. Make sure every page has a unique description. It should be no longer than 160 characters.

On Page SEO – Basic Practices

Title Tag Example

Meta Description Example

Ad related to university of west georgia technology group

Why this ad?

[Electronics Repair Shop | wgatech.com](#)

www.wgatech.com/

Smartphones, Computers, Gadgets Virus Removal, Free Estimates

928 South Park Street, Suite F, Carrollton
(678) 664-0486 - [Directions](#)

[ITS | Strategic Plan - The University of West Georgia](#)

www.westga.edu/its/index_5256.php

UWG's technological support environment is decentralized with many colleges and divisions having their own **technology groups** that effectively deploy ...

[Executive in Residence - The University of West Georgia](#)

www.westga.edu › [RCOB Home](#) › [Dean's Office](#)

In 2005, Allen authored Inside the Minds: Technology Enabled Marketing – a ... as President of the newly formed BellSouth Community **Technologies group**, ...

[UWG - OJDLA - The University of West Georgia](#)

www.westga.edu/~distance/ojdl/

5 days ago – Advanced **Technologies** for Distance Education Certificate Program two separate offerings of the course and the distinct **groups** of faculty.

[Faculty/Staff Profile | The University of West Georgia](#)

www.westga.edu/show_bio.php?emp_id=10709

He is also a tenured Associate Professor of Instructional **Technology** and Design at the **University of West Georgia** (UWG) and the 2012 President-elect of the ...

On Page SEO – Basic Practices

The screenshot displays a website editor interface for the 'Information Technology Services' page. On the left is a navigation sidebar with sections: 'User Services' (including ITS Service Catalog, IT Training, TechFees, Students, Faculty/Staff, Service Desk, Customer Support & Desktop Area, Classroom Support & Multimedia, Web Innovations, and Key Performance Indicators), 'Infrastructure Services' (including About Infrastructure, Systems Administration, Telecommunications, Networking, Computer Operations, and Program Development & Applications), and 'Office of the CIO' (including ITS Staff Directory, About Us, Information Security, Nominate an ITS Employee, and 2011 ITS Employee Recognition & Award Program Winners). The main content area shows the page title 'Information Technology Services' with a green box and arrow pointing to it from a 'Title / Title Tag' label. Above the title are three edit boxes: '[save changes]', '[Edit Meta Description]' (with a blue box and arrow from a 'Meta Description' label), and '[Edit Meta Keywords]' (with a red box and arrow from a 'Meta Keywords' label). Below the title is a paragraph of text about the ITS department, followed by a group photo of the staff. On the right side, there are several widgets: '[Modify Sidebar]', 'Get Help Now!' (with contact info for the ITS Service Desk), 'ITS SERVICES STATUS' (a red button), 'Facebook Us!' (with a Facebook logo), and 'Hidden Links for Main Nav' (with a note that the box will not show up on the published page and a link to 'TechFees').

On Page SEO – Basic Practices

The image shows a screenshot of a CMS interface for the University of West Georgia website. The interface is divided into several sections, each with a red circular icon and a label: [Add/Remove Left Sidebar], [Add/Remove Right Sidebar], [Add/Edit/Order/Remove Extra Content], [Edit Meta Description], [Edit Meta Keywords], [Edit SEO Page Title], [Edit Text], [Open Footer Columns], and [Add/Remove Footer Logos]. The main content area displays a blue header with the text "Tuition and Fees" and a white text box below it. The footer is a dark blue bar with three columns: "PROGRAMS" (Bachelor's Degrees, Master's Degrees, Doctoral Degrees), "LIFE AT WEST" (Explore West, What's For Dinner?, Where Can I Live?, UWG Mobile App), and "MONEY MATTERS" (Tuition and Fees, Scholarships, Out of State Students). A red flame icon is visible in the top right corner of the CMS interface.

Meta Description

Meta Keywords

Title Tag

Title

On Page SEO – Usability

Usability is a reference to how easy it is for a user to accomplish what she wants on a website.

1. Image Alt Text:

A place where you can provide more information about what is in the image and where you can target keywords.

2. File Names:

Search engines look at the filename to see whether it provides clues to the content of the file.

3. Media Description:

A description helps the user and search engines better understand the content contained in your video, animation, etc.

On Page SEO – Usability

Image Alt Text & File Name



``

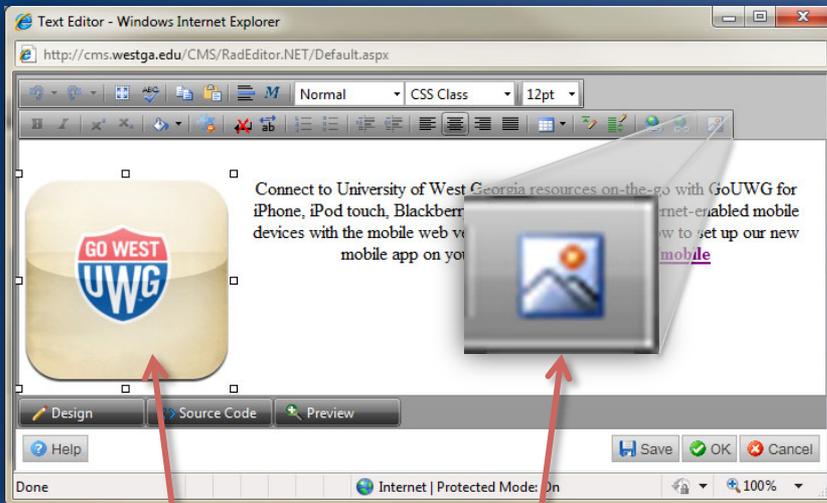
Media Description



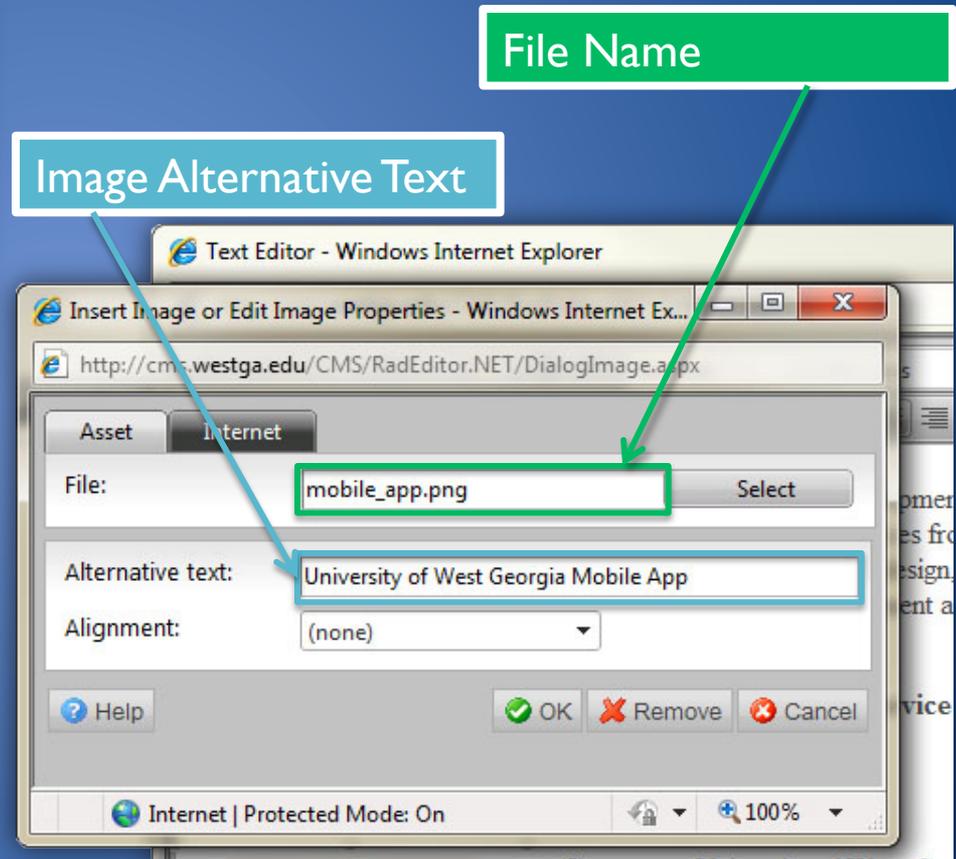
Video Transcription

Hi guys. I'm Rhea Drysdale, CEO of Outspoken Media, and we are an internet marketing company that specializes in SEO, reputation management, link development, and social media marketing. I'm here today in the SEOMoz office, because our team is attending SMX Advanced. Many of you probably know of Outspoken Media because we're doing live blog coverage of the conference, and I hope to meet many of you here today.

On Page SEO – Usability



While the image is selected in the 'Edit Text' window (indicated by the white boxes); click the Insert/Edit Image button in the toolbar.



On Page SEO – Structure

1. URL's:

Keeping your URL's short and descriptive of your content will improve the user experience and lead to better crawling of your website by search engines. *(Currently there is no way to change the URL in OpenText)*

2. Subdomains:

A subdomain can look more authoritative to users and provide a reasonable choice to include keywords in the URL. Unfortunately, they have the potential to be treated separately from the primary domain when it comes to trust value.

3. Navigation:

Ordering your navigation in a logical and concise manner will assist the user (they will find the site easier to use) and search engines award greater ranking based on increased subject relevance.

On Page SEO – Structure

URL

`www.westga.edu/its/wireless-login.php`

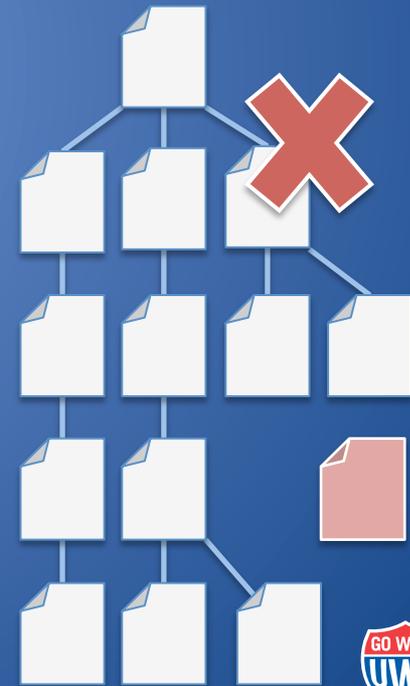
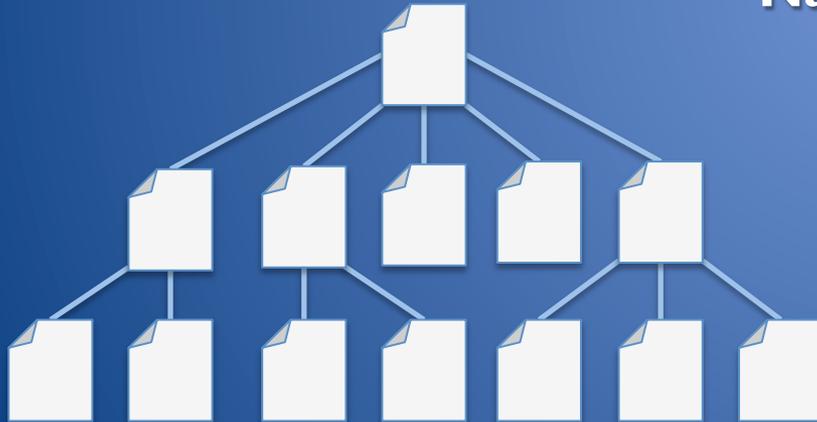
X `www.westga.edu/its/v66613-thjukl.php`

Subdomains

`http://uwgonline.westga.edu`

X `http://university.web.learning.westga.edu`

Navigation



On Page SEO – Content

1. Anchor Text:

The actual text placed in a link. If the text is keyword-rich, it will do more for your rankings in the search engines.

2. Heading Tags:

These tags are designed to indicate a headline hierarchy on the webpage. Search engines show a slight preference for keywords appearing in heading tags.

3. Content Keywords:

One of the most important on page SEO practices. When a user performs a query, the more relevant a keyword (or phrase) is to the query, the higher ranking the webpage will be in the search engine's results.

On Page SEO – Content

Anchor Text

An active [international student organization](#) consists of...

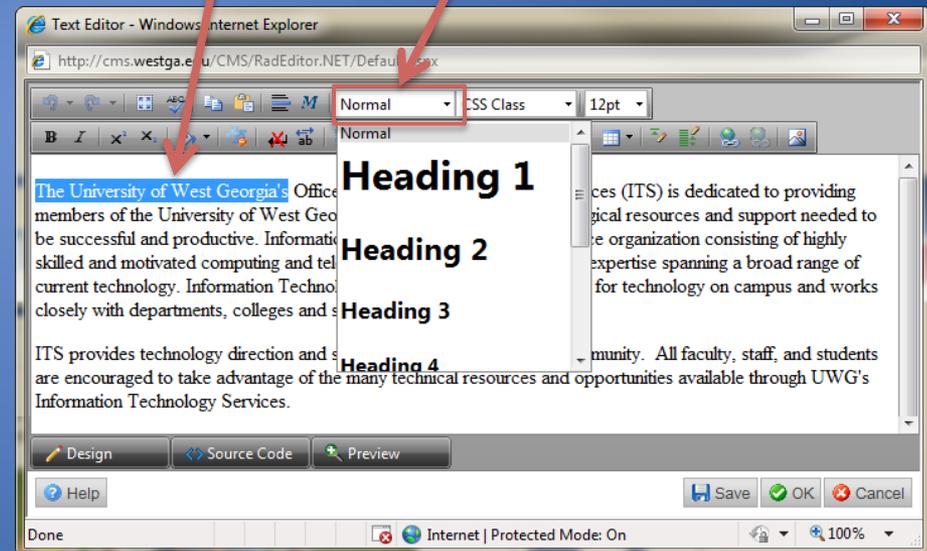
X If you are interested, [click here...](#)

X Completed [application](#) with a non-refundable fee.

...and the [Student Handbook](#), as amended.

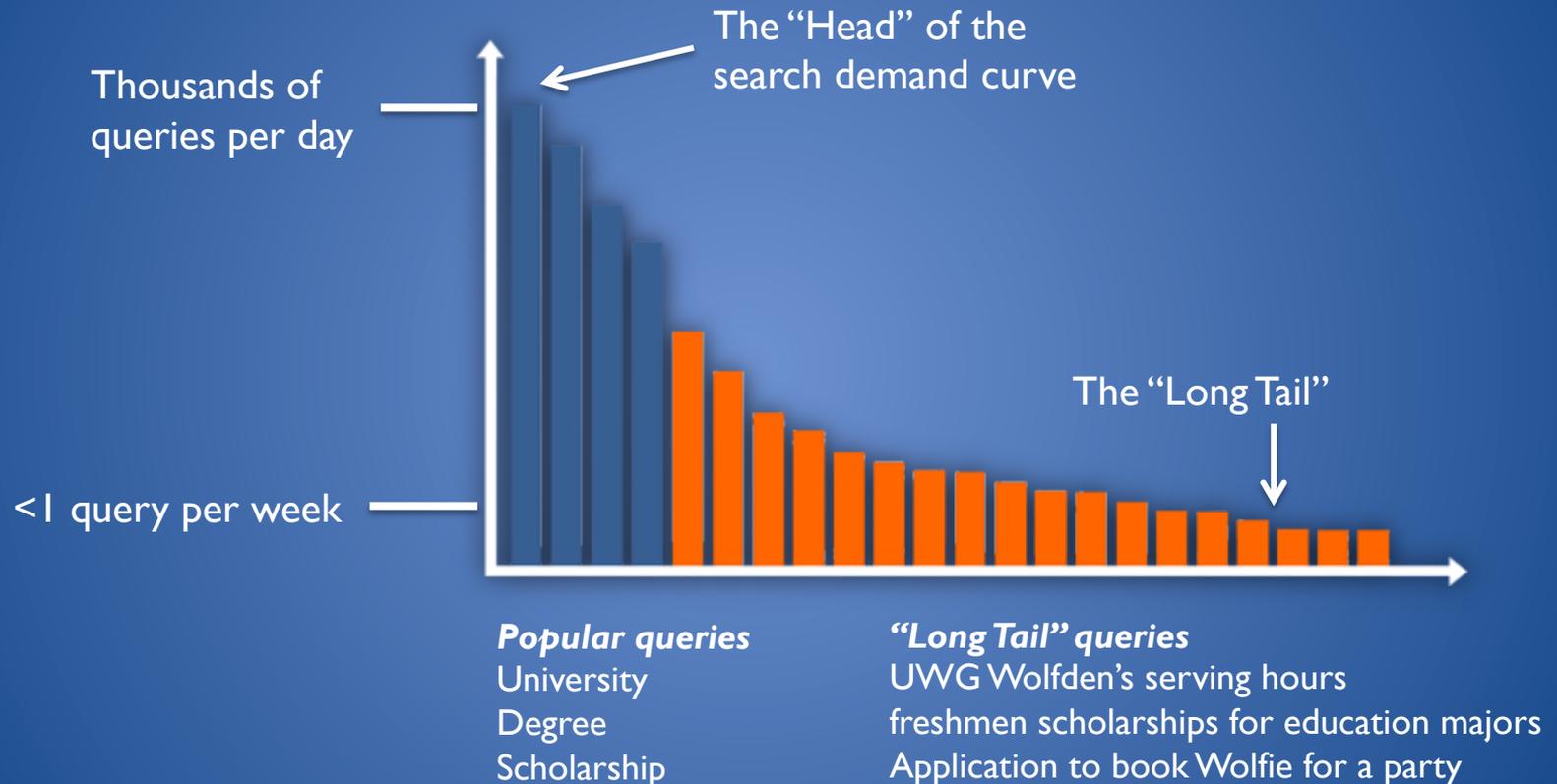
Heading Tags

After selecting the text (indicated by the blue highlight), use the drop-down to choose the header you would like to apply



On Page SEO – Content

Keywords – Short Tail / Long Tail



On Page SEO – Content

Keywords - Research

1. Make a list of one- to three- word phrases related to your website.
2. Produce synonyms that might be used by potential students.
3. Create a directory of all the people, projects, ideas, and companies connected to your site.
4. Review your current site and extract current key phrases.
5. Review websites associated with UWG and / or media sites to see what phrases they use.
6. List all your program names, products, and other services provided.
7. Have your department imagine they are potential students. What would they type in to find you?
8. Ask students and people outside your department what they would search for.
9. Review your competitors' websites and see what key phrases they use.
10. Consider including your competitor's non-branded terms for use in your keyword list.

On Page SEO – Content

Keywords – Google Adwords

The Best Keywords Are:

High Volume
(many searches/month)

Low Competition
(weak sites in the top 10)

High Value
(Large % of visitors convert)

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches |
|---|-------------|-------------------------|------------------------|
| <input type="checkbox"/> study abroad scholarships | High | 27,100 | 18,100 |
| <input type="checkbox"/> scholarship search | High | 27,100 | 18,100 |
| <input type="checkbox"/> colleges in georgia | Medium | 165,000 | 135,000 |
| <input type="checkbox"/> georgia colleges | Medium | 165,000 | 135,000 |
| <input type="checkbox"/> scholarships for hispanics | High | 33,100 | 33,100 |
| <input type="checkbox"/> scholarship applications | Medium | 135,000 | 90,500 |
| <input type="checkbox"/> scholarships for graduate students | High | 33,100 | 22,200 |
| <input type="checkbox"/> online college | High | 1,220,000 | 823,000 |
| <input type="checkbox"/> financial aid | Low | 1,500,000 | 1,220,000 |
| <input type="checkbox"/> scholarships for college students | High | 60,500 | 49,500 |

On Page SEO – Content

“Good” Content

VS.

“GREAT” Content

Satisfies the searcher’s basic information requirements

Written by a human and not duplicated elsewhere

Long enough to fulfill basic needs of engines for depth/uniqueness

Grammatically correct; free of spelling / punctuation errors

Surprises and delights the searcher by being remarkable

Produced by extraordinary writers and designers

May leverage video, audio, graphics & photos to convey a unique, shareable experience.

Produced by extraordinary writers and designers

Off Page SEO

Links

- Link influence on search engines
- Link Value

Social Media

- Social Media Sites
- Indirect Influence of Social Media

Other

- Sitemap
- DMOZ
- robots.txt
- Google mini

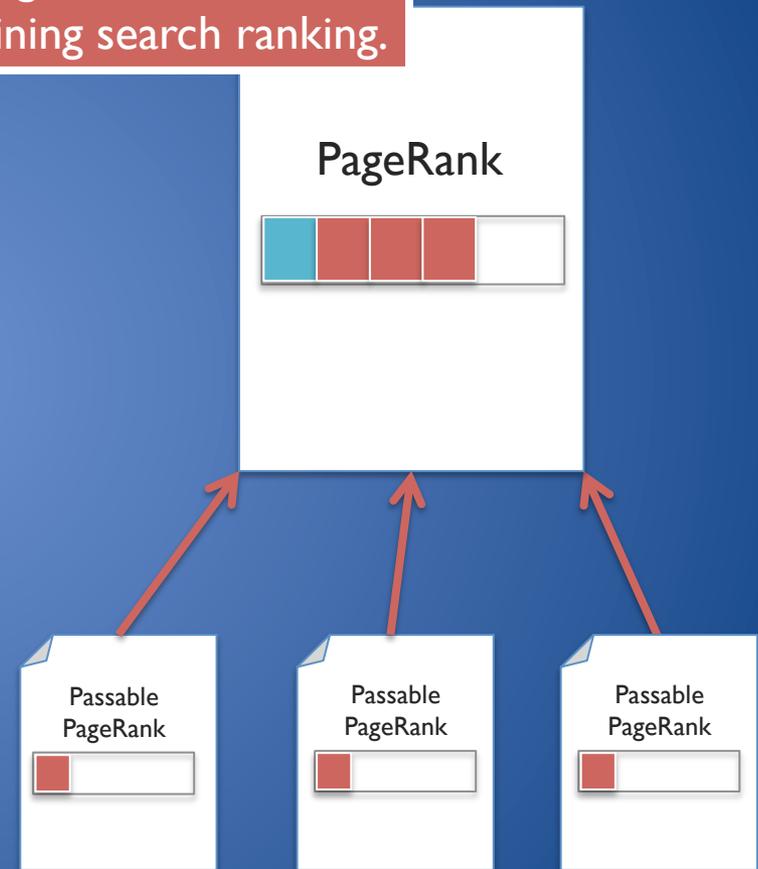
Off Page SEO – Links

Link Influence on search engines

PageRank algorithm

- External links on a webpage can be interpreted as votes.
- Initially, all votes are considered equal.
- Over the course of time, pages which receive more votes become more important.
- More important pages cast more important votes.
- $\text{Votes per Page} = \frac{\text{Page Importance}}{\text{Number of Links}}$

Links remain the single largest factor in determining search ranking.



Off Page SEO – Links

Link Value

1. **Anchor Text:** Search engines use the anchor text to help it understand what the page receiving the link is about.
2. **Relevance:** Links that originate from sites/pages on a closely related topic are worth more.
3. **Authority:** A site with higher authority will pass along more PageRank. However, search engines will not tell you which sites they consider authoritative.
4. **Trust:** Trust of a websites takes into account whether the linking page or the website is easy or difficult for spammers to infiltrate. The trust level of a site is based on how many clicks away it is from one or more ‘seed’ sites.

Off Page SEO – Links

www.google.com/webmasters/tools/

| Domains | Links ▲ | Linked pages |
|--|---------|--------------|
| elearninglearning.com | 433,257 | 3 |
| wikispaces.com | 82,957 | 168 |
| ihigh.com | 19,240 | 2 |
| uwgsports.com | 17,591 | 7 |
| facebook.com | 12,222 | 197 |
| oclc.org | 9,068 | 8 |
| blogspot.com | 8,779 | 459 |
| aolstalker.com | 6,654 | 3 |
| wordpress.com | 6,206 | 212 |

Referring Domains

7,826

Educational Ref. Backlinks: **3,150**

Governmental Ref. Backlinks: **122**

Educational Ref. Domains: **797**

Governmental Ref. Domains: **37**

Referring **IP** addresses: **6,235**

Referring **Class C** subnets: **5,158**

Indexed **URLs**: **35,210**

External Backlinks

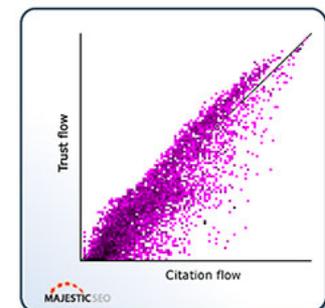
77,962

Citation flow ⓘ

55

Trust flow ⓘ

59



www.majesticseo.com

Off Page SEO – Social Media

Wikipedia Profile

Facebook Department Page

StackExchange Account

Twitter Profile

StumbleUpon Account

Linkedin Company Page

Reddit Account

YouTube Account

SlideShare Profile

Crunchbase Page

Scribd Profile

Google Profile

About.me Page

Quora Profile



Off Page SEO – Social Media

Benefits of Social Media

1. It Cost Nothing to Get Started

For just a little bit of time and creativity, you can create department and personal pages and keep students informed of new programs.

2. Blogs are Simple to Create

You can create targeted content that focuses on your SEO content keywords.

3. Results Can Be Faster Than Traditional Websites

You have the opportunity to “go viral” with the content you post using social media.

4. Social Media Posts and Profiles are Included in Search Results

All social media posts and profiles are opportunities to get your site noticed by search engines.

Off Page SEO – Social Media

Benefits of Social Media (continued)

5. You Can Get Ranked Higher

Each time your content is shared, it creates a backlink to your content. This gives you more chances to have PageRank votes passed to your content.

6. There are Lots of Options

Variety is the spice of life.

7. Social Media is Easy To Use

You don't need to dedicate a lot of time to social media – work on posting quality content and let other users do the work for you by sharing it with their friends.

8. It's an Additional Platform for Content

Westga.edu is usually a static, brochure website. With social media, you will be able to produce quality content that relates to you and your department.

Off Page SEO – Social Media

Benefits of Social Media (continued)

9. Builds Brand Awareness

As you become more visible, as long as you continue to produce quality content, you will soon become an authority figure in your niche.

10. Has Unlimited Reach

By participating in social media, you will be able to reach users that would have never stumbled upon the university's website.

11. Puts Followers to Work for You

Let other users share your quality content.

Off Page SEO – Other

XML / HTML Sitemap

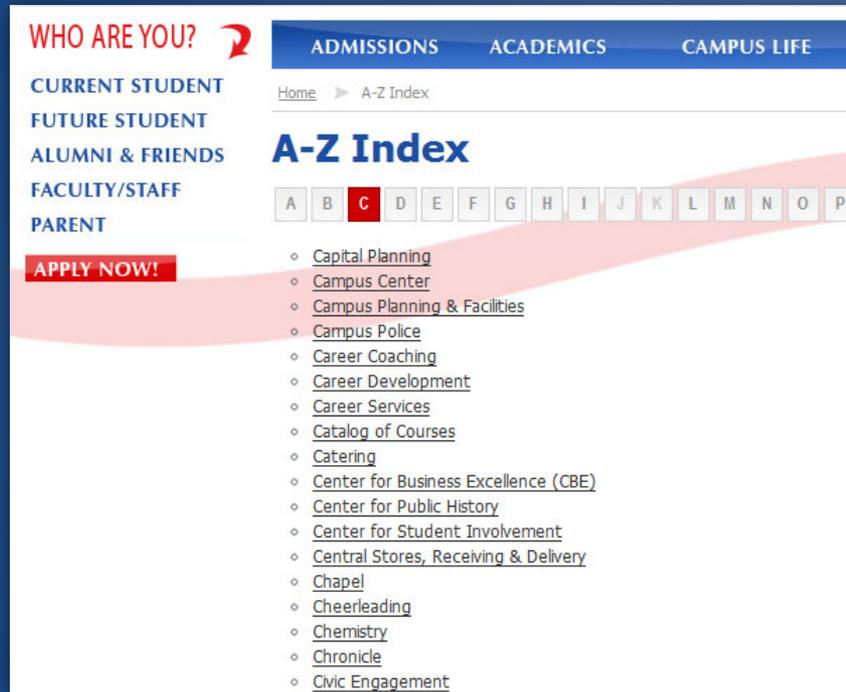
A sitemap is a list of pages of a web site accessible to search engines and users.

Benefits of a Sitemap

1. Helps improve how often and the manner in which search engines crawl your website.
2. Search engines use additional URL's to 'discover' pages they didn't know about.
3. Verification / registration of XML Sitemaps may indicate positive trust / authority signals.
4. A HTML sitemap can further help a user navigate your website.

Off Page SEO – Social Media

XML / HTML Sitemap



The screenshot shows the 'A-Z Index' page of the University of West Georgia website. The page has a navigation menu with 'ADMISSIONS', 'ACADEMICS', and 'CAMPUS LIFE'. A sidebar on the left lists categories: 'CURRENT STUDENT', 'FUTURE STUDENT', 'ALUMNI & FRIENDS', 'FACULTY/STAFF', and 'PARENT'. Below the sidebar is a red 'APPLY NOW!' button. The main content area features an 'A-Z Index' with a row of letters from A to P, where 'C' is highlighted in red. Below the letters is a list of links for various campus services, including Capital Planning, Campus Center, Campus Planning & Facilities, Campus Police, Career Coaching, Career Development, Career Services, Catalog of Courses, Catering, Center for Business Excellence (CBE), Center for Public History, Center for Student Involvement, Central Stores, Receiving & Delivery, Chapel, Cheerleading, Chemistry, Chronicle, and Civic Engagement.

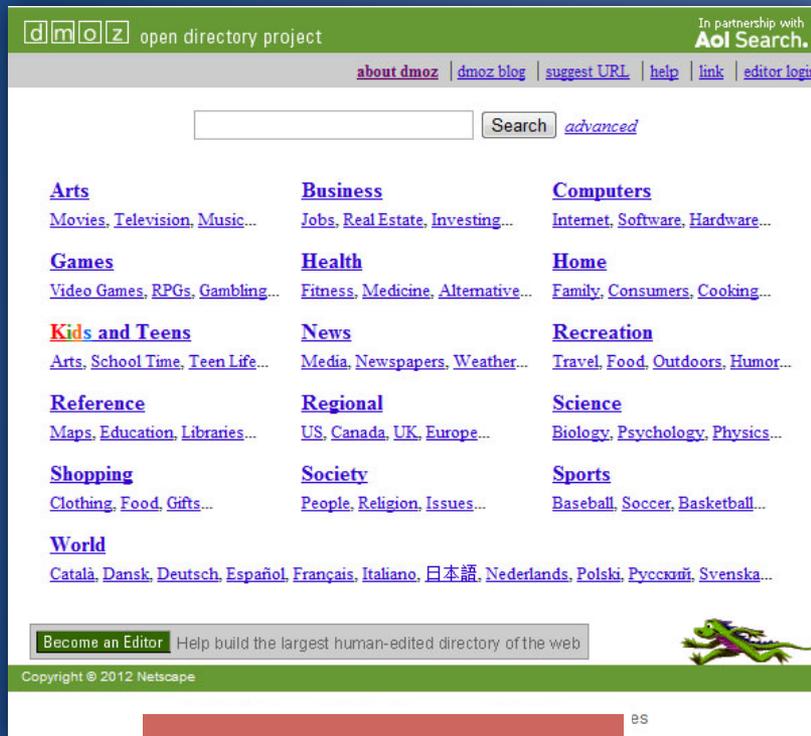
HTML Sitemap

XML Sitemap

```
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/osCom
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
```

Off Page SEO – Other

DMOZ – Open Directory Project



“The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.”

www.DMOZ.org

Off Page SEO – Other

robots.txt

This is a file that is located on the root level of our domain.

Benefits of robots.txt

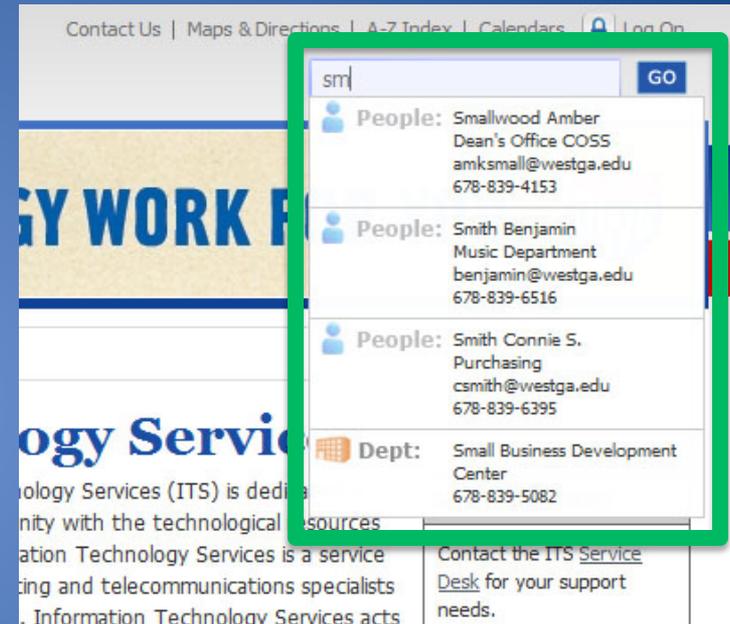
1. Prevents search engines from accessing nonpublic parts of our website.
2. Block search engines from accessing out pages of code.
3. Avoid the indexation of duplicate content on our website, such as “print” or “mobile” versions of webpages.
4. Auto-discover Sitemaps.

Off Page SEO – Other

Google Mini

Not everyone who enters our website is coming through the front door (homepage). The Google mini appliance helps user's navigate deeper into our website without having to click their way through to the page they need.

Within the Google mini appliance, we have **total control over page placement by keyword**. This is a great internal opportunity to make your department's website easier to find from anywhere in www.westga.edu



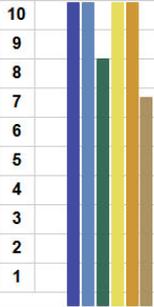
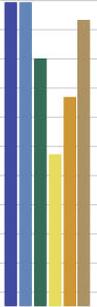
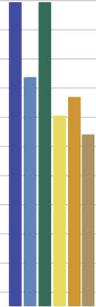
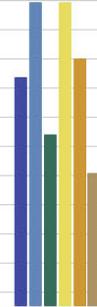
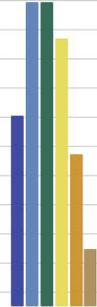
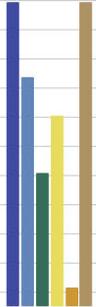
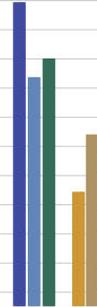
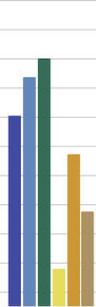
SEO Violations

Too much of a good thing can be bad for you, especially in SEO.

- DO NOT over 'keyword' your content. Your content should be easy to read and not stuffed with the same terms over and over again.
- DO NOT make sentences into anchor text. This could cause confusion on your site and make your content difficult to read.
- DO NOT focus on keywords that are not associated with your site. This is a big no-no. If you try and get ranking in a popular keyword (such as 'Free') and it is not associated with your website, the search engine could black-list the site.

SEO Software

2012 SEO Software Product Comparisons

| Rank | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 |
|---|--|--|--|---|--|--|--|--|--|
| 10-9 Excellent | Web CEO | Advanced Web Ranking | iBusiness Promoter | SEO Suite | SEO Toolkit | SEO Studio | SEO PowerSuite | SEO Administrator | WebPosition |
| 8-6 Good |  |  |  |  |  |  |  |  |  |
| 5-4 Average | Read Review | Read Review | Read Review | Read Review | Read Review | Read Review | Read Review | Read Review | Read Review |
| 3-2 Poor | Buy Now | Buy Now | Buy Now | Buy Now | Buy Now | Buy Now | Buy Now | Buy Now | Buy Now |
| 1-0 Bad | \$499.00 | \$399.00 | \$499.95 | \$249.95 | \$494.95 | \$157.99 | \$399.00 | \$299.00 | \$499.00 |
| Reviewer Comments | | | | | | | | | |
| Price | | | | | | | | | |
| Ratings | 9.08 | 8.28 | 7.63 | 7.48 | 6.78 | 6.60 | 5.83 | 5.13 | 5.13 |
| <ul style="list-style-type: none"> ■ Overall Rating ■ Link Building & Management ■ Competitor Analysis ■ Keyword Research & Analysis ■ Submission Tools ■ Performance Reporting ■ Help & Support |  |  |  |  |  |  |  |  |  |

SEO Software

SEO Software Key Functionality

- Stores and organizes your keyword objectives by project and page
- Finds top ranked pages
- Performs comparison analysis to rank your page against other pages
- Make specific suggestions about how to improve you website
- Identifies potential inbound link opportunities.

SEO Software Reviews:

- www.topseos.com/rankings-and-reviews-of-best-seo-software
- seo-software-review.toptenreviews.com

Tracking and Measuring Results

You cannot methodically improve what
you cannot measure.

Tracking and Measuring Results

Define your Baseline

Use information from the below listed to establish a baseline of data points:

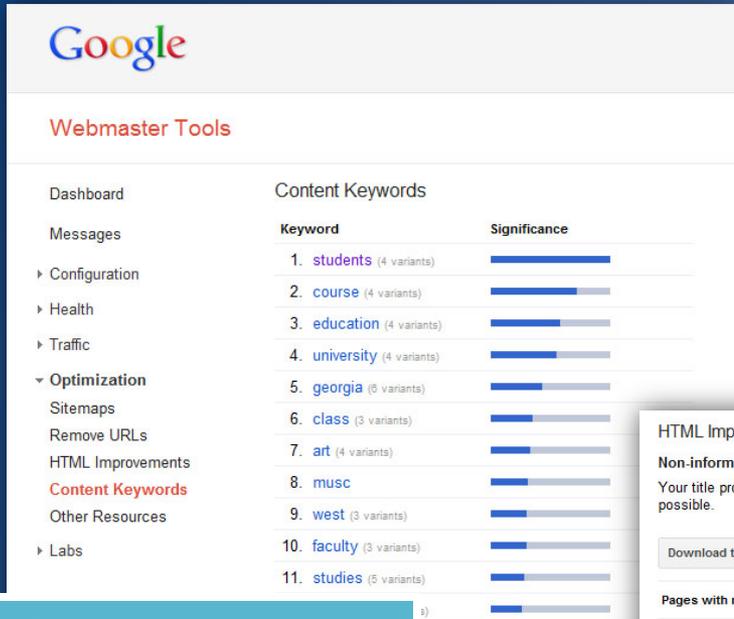
- Organic search traffic by search engine and keyword
- Major keywords that are driving traffic by search engines
- A breakdown of which sections are getting current organic search traffic by search engine and keyword

To further enhance you baseline, include the following:

- Identify poorly performing pages
- Identify the best performing pages (in terms of traffic and conversion)
- Track search engine crawler activity on the site
- Determine the number of indexed pages and whether they are getting search traffic
- Identify any error pages and external sites linking to these pages

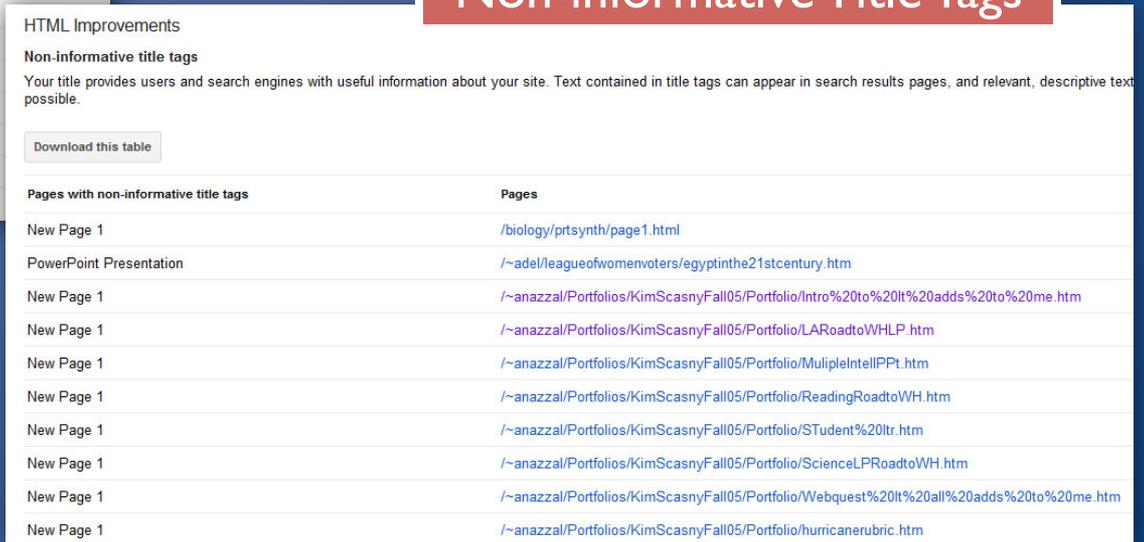
Tracking and Measuring Results

Webmaster Tools



Content Keywords

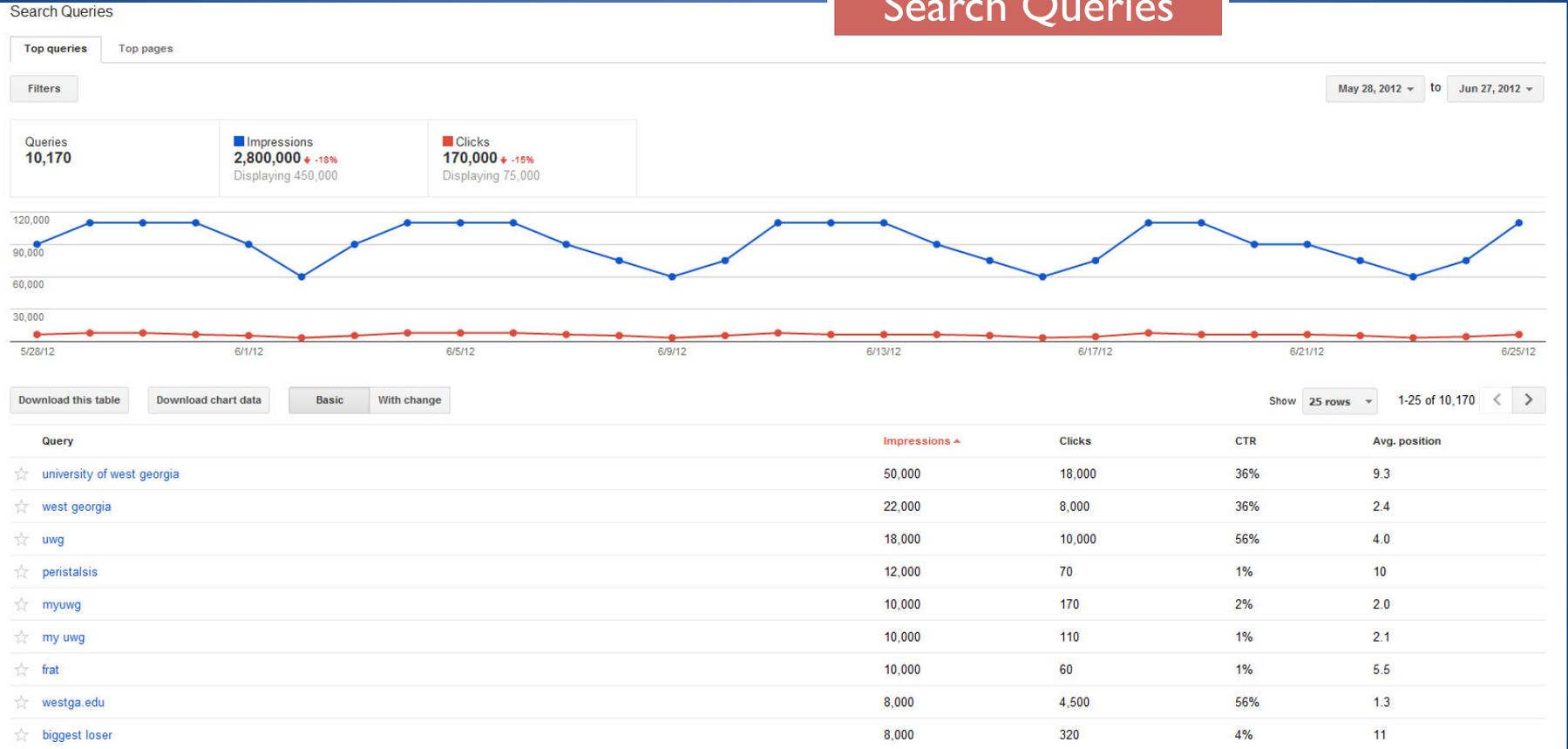
Non-informative Title Tags



Tracking and Measuring Results

Webmaster Tools

Search Queries



Tracking and Measuring Results – Google Analytics

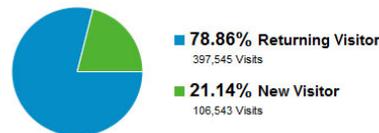
Visitors Overview

May 27, 2012 - Jun 26, 2012



136,609 people visited this site

- Visits: 504,088
- Unique Visitors: 136,609
- Pageviews: 1,384,605
- Pages / Visit: 2.75
- Avg. Visit Duration: 00:03:07
- Bounce Rate: 59.42%
- % New Visits: 20.04%



Demographics

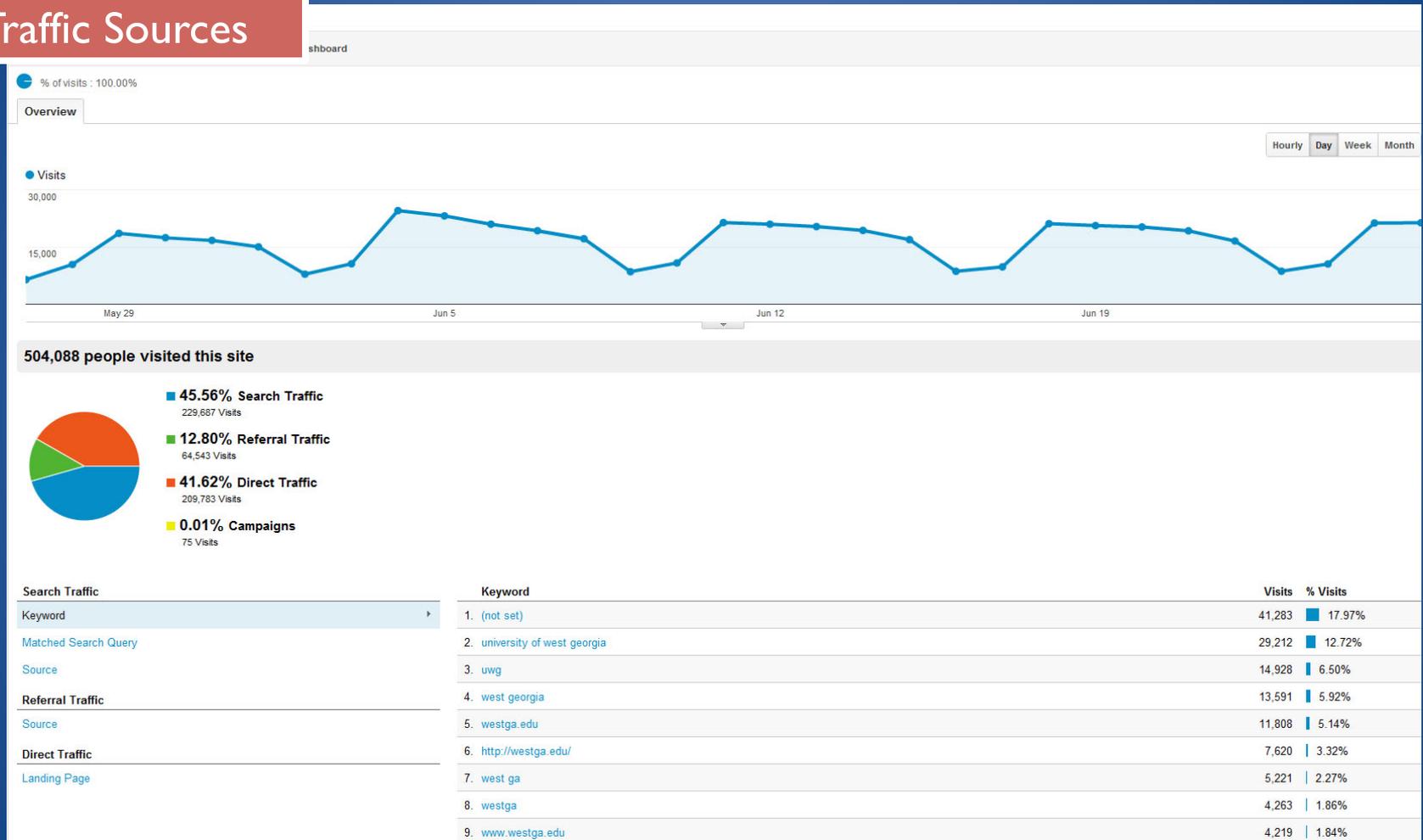
- Language
- Country / Territory
- City
- System
- Browser
- Operating System
- Service Provider

Language

| Language | Visits | % Visits |
|----------|---------|----------|
| 1. en-us | 481,377 | 95.49% |
| 2. en | 18,074 | 3.59% |
| 3. en-gb | 1,016 | 0.20% |
| 4. en_us | 403 | 0.08% |
| 5. zh-cn | 388 | 0.08% |
| 6. ko | 321 | 0.06% |
| 7. es | 262 | 0.05% |

Tracking and Measuring Results – Google Analytics

Traffic Sources



Tracking and Measuring Results – Google Analytics

New vs. Returning

May 27, 2012 - Jun 26, 2012

% of visits : 100.00%

Explorer

Site Usage Ecommerce

Visits vs. Select a metric

Day Week Month



Visits
504,088

% of Total: 100.00% (504,088)

Pages / Visit
2.75

Site Avg: 2.75 (0.00%)

Avg. Visit Duration
00:03:07

Site Avg: 00:03:07 (0.00%)

% New Visits
20.04%

Site Avg: 20.04% (0.00%)

Bounce Rate
59.42%

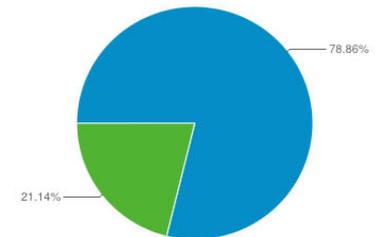
Site Avg: 59.42% (0.00%)

Primary Dimension: Visitor Type

Secondary dimension Sort Type: Default

advanced

| Visitor Type | Visits | Visits | Contribution to total: Visits |
|----------------------|---------|--------|-------------------------------|
| 1. Returning Visitor | 397,545 | 78.86% | 78.86% |
| 2. New Visitor | 106,543 | 21.14% | 21.14% |



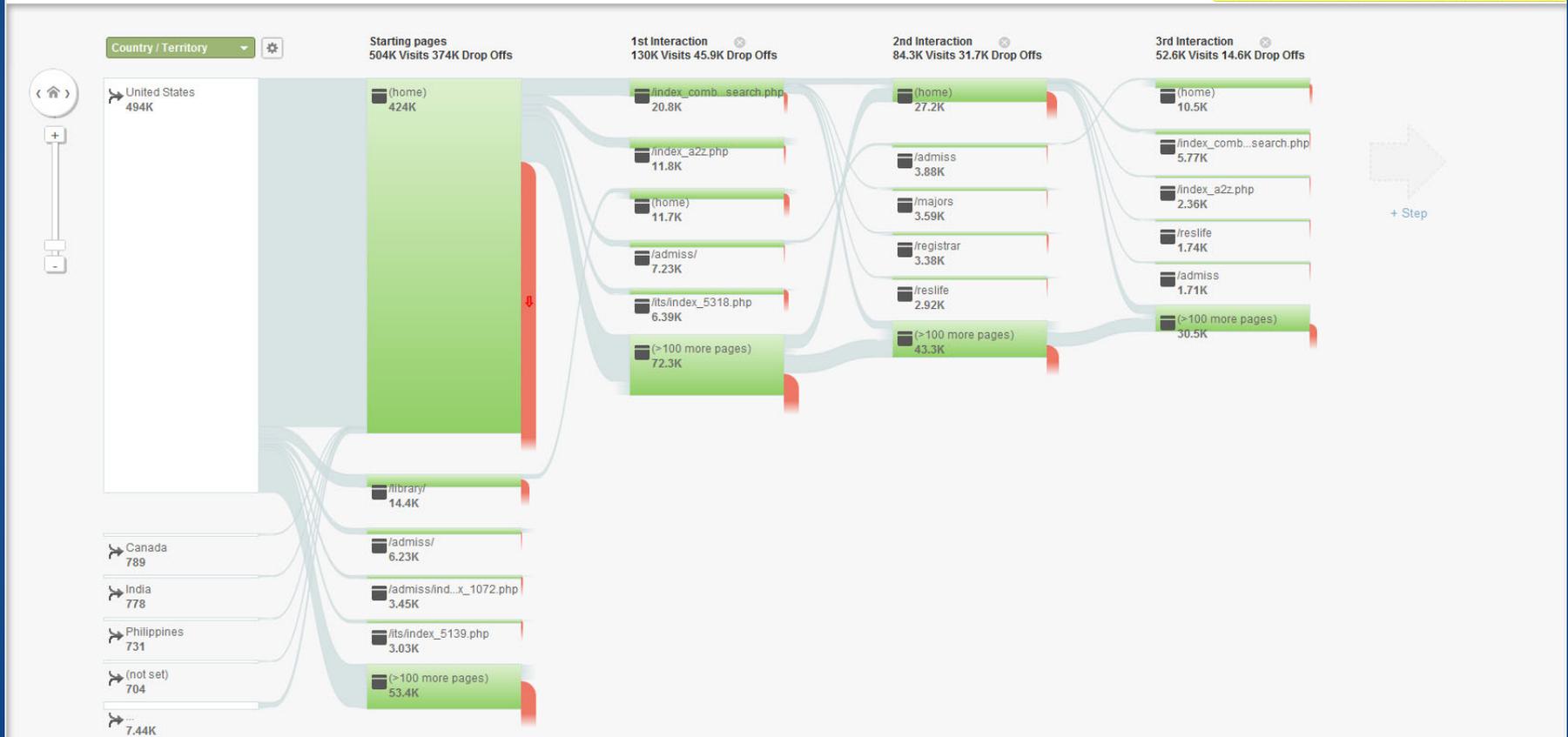
Tracking and Measuring Results – Google Analytics

Visitors Flow

May 27, 2012 - Jun 26, 2012

Select a Segment Level of Detail Export

This report is based on 95.7K visits (19.0% of visits). [Learn more](#)



Further Information

- <http://www.google.com/webmasters/tools>
- <http://www.google.com/analytics>
- <https://adwords.google.com/select/KeywordToolExternal>
- <http://www.seomoz.org/tools>
- <http://www.lynda.com>

Handley, Ann, and C.C. Chapman. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) that Engage Customers and Ignite Your Business*. Hoboken: John Wiley & Sons, Inc., 2011

Enge, Eric, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin. *The Art of SEO: Mastering Search Engine Optimization*. O'Reilly Media, 2012