



Analytics for SEO eBook

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The Goal of this eBook

- A short step-by-step guide to use Google Analytics for SEO for startups, small business web sites, or personal websites
- Find the top keywords with lots of traffic for your topic
- How to add those keywords to your page
- Your audience can find your page in Google

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About Me

I was the head of Global SEO at Cisco, where I worked with 44 languages for 92 countries and 1.5 million pages. I also work with fifteen Silicon Valley startups. I've also written fourteen books about SEO.

- Sign up for my newsletter at eepurl.com/wC-C1 or my website.
- Read more about me at andreas.com.
- Have a comment or question? Send me an email to andreas@andreas.com.

Why Did I Write This?

I'm an instructor at INSEEC in San Francisco, a French business school in Silicon Valley, where I teach digital marketing. Our students either want to get jobs in digital marketing or build their own startups and they need to use SEO so I wrote this for them.

Introduction to Web Analytics

Google Analytics can produce an overwhelming amount of data. In this ebook, we look at analytics only for one purpose: How to improve the site to get more new visitors.

The Goal of Analytics for SEO

We use analytics to answer these SEO questions:

- **Audience:** Who is visiting our site? What can we know about our audience?
- **Acquisition:** How did they find us? What search engines, websites, and so on?
- **Behavior:** What are they doing at the site? What pages do they see? How do they move through the site?
- **Conversions:** What goals did they reach?

The Reality of Analytics Reports

- You can set up Metrics Report on a weekly, monthly, and quarterly schedule
- You can set up Custom Alerts
- However... nobody reads them. Set them up, add people to the distribution list, and after a few weeks, nobody will bother you again.

The Relevant Analytics Reports

Web Analytics Data Only for SEO

- If we don't have goal tracking, look at New Users
- If we have conversion tracking, look at Goals

Set the Calendar

- Set to 2005
- See when it started
- Reset to the beginning of data
- Look at Daily to see the weekly cycle. When to send out emails?
- Look at Weekly, Monthly to see the overall trend
- Look for Seasonality. When to launch campaigns?

Audience

The Audience tab answers the question: Who are our visitors? By knowing this, we can focus our marketing.

- Audience | Overview
- Audience | Demographics | Overview
- Audience | Demographics | Age
- Audience | Demographics | Gender
- Audience | Interests | Affinity Categories
- Audience | Interests | In-Market Segments
- Audience | Interests | Other Categories
- Audience | Geo | Language: Are translations needed?
- Audience | Geo | Location: Getting new users or conversions from any cities, states, countries?
- Audience | Mobile | Overview
- Audience | Benchmarking | Channels
- Audience | User Flow: See incoming traffic by country and activity. Very important page. Shows LPs, exits, and flow. Make a screenshot. What are the top LPs?

Acquisition

The Acquisitions tab answers the question: How did they find our site? From where did they come? By knowing this, we can improve our visibility at those sources.

- Acquisition | All Traffic | Channels: In general, these should be even. Don't rely entirely on one channel.
- Acquisition | All Traffic | Source: Review the share of traffic: The client's US search engine traffic should match the general US traffic share: July 2016:
Google 72% | Bing 21% | Other 6%
- Acquisition | All Traffic | Referrals: Which referrers bring conversions? What type of site is it? Its demographics? The audience? Can you find more sites like that? Use site targeting in Google Adwords to place ads (both text and images) on those sites and related sites
Look for Referrer Spam
- Acquisition | Adwords | Search Queries
- Acquisition | SEO | Queries
- Acquisition | Social | Network Referrals

Behavior

The Behavior tab answers the question: What are our visitors doing at our site? By knowing this, we can improve the site to get visitors to take the appropriate actions.

- Behavior | Behavior Flow (See how users move through the site)
- Behavior | Site Content | Landing Pages
Look at Bounce Rate for index.html, top product pages, top services pages, support pages.
Put top KWs in heading and body. Add product shots. Add links to pages with more information, comparisons, FAQs, etc. Add prominent Buy Now button above the fold.
Use MVT to lower the bounce rate.
- Behavior | Site Content | Exit Pages: Before they leave, show special offers.
- Behavior | Site Speed | Page Timings
- Behavior | Site Search | Search Terms: See the users' searches in the site search box: Use this to improve navigation, add new pages, add new products, new features.
- Behavior | In-Page Analytics: Often broken

Conversions

The Conversions tab answers the question about our goals.

- Conversions | Goals | Overview
- Conversions | Goals | Funnel Visualization
- Conversions | Goals | Goal Flow
- Conversions | Ecommerce: If using ecommerce, set up ecommerce tracking.
Talk with your ecommerce solution provider.

About the Conversions

Conversion data isn't accurate in Google Adwords or Google Analytics. The error can be as much as 10%.

Compare web analytics conversion data against the actual sales data (from sales, the warehouse, business intelligence tools, etc.). How much difference do you find? Create a conversion factor that multiplies web analytics data to match actual sales.

Be careful with conversion data. It doesn't track refunds, stolen products, missing products. Don't use this for bonus or compensation.