

# Unit - 5

## Tracking Results and Measuring Success An Evolving Art Form: The Future of SEO

- Why Measuring Success Is Essential to the SEO Process
- Measuring Search Traffic
- Tying SEO to Conversion and ROI
- Competitive and Diagnostic Search Metrics Key Performance
- Indicators for Long Tail SEO
- The Ongoing Evolution of Search
- More Searchable Content and Content Types, Search becoming More Personalized and User-Influenced
- Increasing Importance of Local, Mobile, and Voice Recognition Search
- Increased Market Saturation and Competition
- SEO As an Enduring Art Form



# Why Measuring Success Is Essential to the SEO Process

- Understanding Baseline
  - Quantifying organic search traffic by search engine and keyword
  - Quantifying a baseline of the major keywords that are driving traffic by search engine
  - Quantifying a breakout of what sections are getting the current organic search traffic by search engine and keyword
  - Quantifying data on conversions broken down by search engine and keyword
  - Identifying poorly performing pages
  - Identifying the best-performing pages (in terms of traffic and conversions)
  - Tracking search engine crawler activity on the site
  - Determining the number of indexed pages
  - Determining whether the indexed pages are getting search traffic
  - Determining whether best-selling product pages are indexed and getting search traffic
  - Identifying 404 error pages and external sites linking to these pages



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- The Tracking Cycle: Produce, Launch, Measure, Refine
  - Define an SEO campaign and set goals
  - Discuss your strategy.
  - Establish a baseline.
  - Proceed with your project.
- Using Analytics as a Business Case for SEO
  - Include a variety of metrics in a business case, such as:
    - Revenue
    - Lead generation Margin
    - Branding value Reach
    - Other action triggers (newsletter sign-ups, contact requests, demo requests, accepting a free trial, viewing a specific piece of content, etc.)



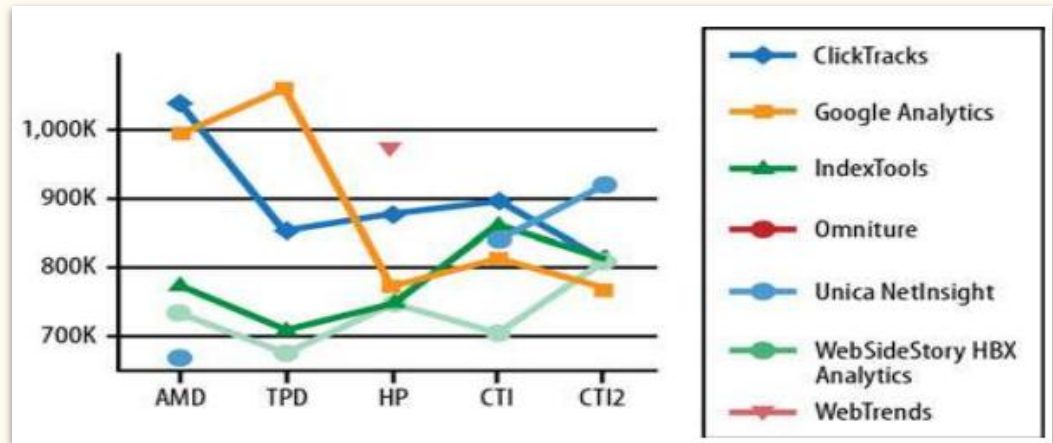
# Measuring Search Traffic

- Basic Overview
  - Best-known options
    - Google Analytics, Woopra, Clicky, Piwik, Yahoo! Web Analytics ,Web trends
- Selecting the Right Analytics Package:
  - Log File Tracking
    - JavaScript Tools Issues
      - Users who don't have JavaScript enabled
      - Media types beyond HTML
      - Partial requests (incomplete page loads and load errors)
    - Key advantages of JavaScript tracking include the following
      - Tracks outgoing link requests
      - Tracks events that don't involve HTML requests, such as playing a video
      - Records visitors' screen resolutions



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- The table compares seven different analytics packages.
- On the AMD site, the lowest reporting package
- Than HBX shows a little less than 750,000 unique visitors
- (Click Tracks) shows about 1,050,000 unique visitors during the same period—almost 50% more!



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- Valuable SEO Data in Web Analytics
  - Traffic by search engine
  - Traffic by keyword
  - Branded versus non branded traffic
  - Number of pages getting search traffic
  - Segmenting Search Traffic
  - Referring Sites
  - Using Analytics Dashboards
  - A Deeper Look at Action Tracking (SEO MOZ)
    - What types of actions should you be tracking on your site?
      - Products Click, Subscription Click, Forms Submissions, RSS Feeds, Sign Ups, Comments, Rating, Vote, Social Clicks



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- Separating the Analytics Wheat from the Chaff
  - One of the big problems with web analytics is that there is so much data.
- Common analytics mistakes
  - Making a decision based on too small a sample size
  - Not recognizing when you have enough data
  - Working with biased data



# Tying SEO to Conversion and ROI

- Sales/sales revenue
- Email/blog/newsletter subscriptions
- Sign-ups
- Downloads
- Contact forms and phone calls
- Visitors who share
- Visitors who link
- Visitors who publicize





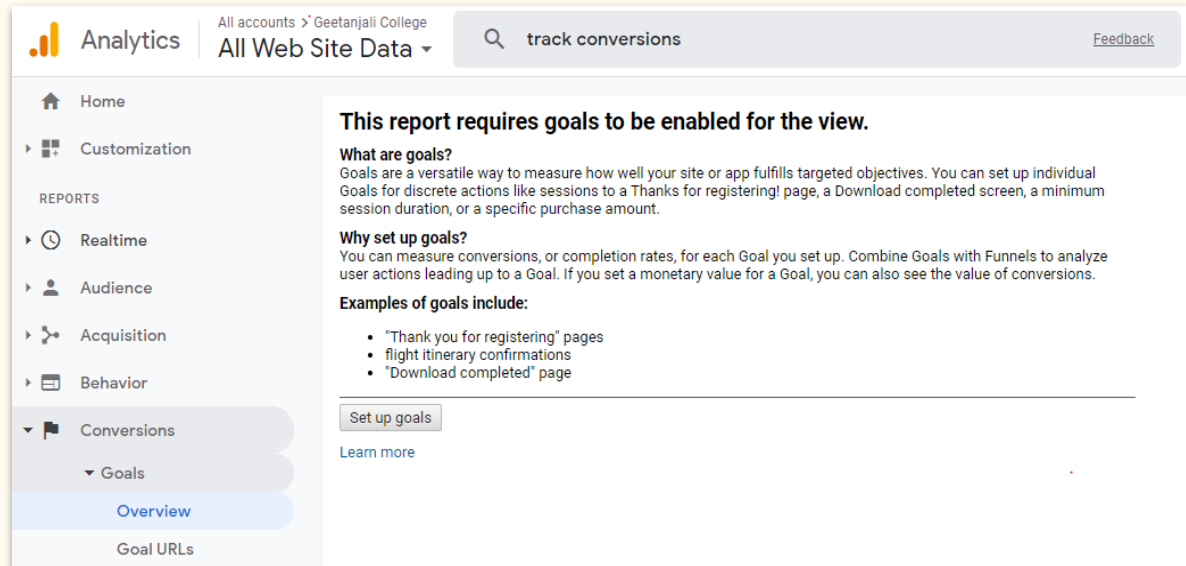
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- Attribution

- A user does a search, clicks on an organic search result, reads a few things on the page, and leaves. The next day, she remembers what she read, does another search, and this time clicks on a paid search ad for the site and buys a product. Organic search should receive some credit for this sale.

- Setting Up Analytics Software to Track Conversions

- Capturing conversion data takes a little setting up.



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- Conversion tracking strategy
  - An important step in conversion tracking is deciding what you want to call a conversion.
- Segmenting Campaigns and SEO Efforts by Conversion Rate
  - Conversions by keyword—what keywords are bringing the best results?
  - Conversions by referrer—which traffic source is offering the best conversion?
  - Conversions by web page—which pages on your site result in the highest conversion?
  - Conversions by initial entry page—which initial entry pages drive the most conversions?
  - Conversions by keyword and landing page—taking into account the highest-converting landing pages on your site, what keywords are the big hitters for those pages?
- The link bait bump
  - A specific example of how to use action tracking by referral source is to track a link bait bump.
- Determining Project ROI
  - Number of people searching for your keywords
  - Expected click-through rate from organic search
  - Average conversion rate.



# Competitive and Diagnostic Search Metrics

- Search Engine and Competitive Metrics
- Site Indexing Data
- Link Building, Link Tracking, and Link-Based Metrics (Including Anchor Text Analysis)
- Search engine–supplied tools
- Third-party link-building tools
  - Link Maps
  - Conductor Searchlight.
  - Stone Temple Consulting Link Focus
  - Google Blog Search
  - Exalead



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- Measuring the value of a link
  - Ranking
  - Crawl Errors
- Tracking the Blogosphere
- Tracking Your Blog(s)
- Blog subscribers
- Search Engine Robot Traffic Analysis



# Indicators for Long Tail SEO

- Branded-to-unbranded ratio
- Unique crawled URLs
- Search visitors per contributing page
- Keywords per page
- Search visitors per keyword
- Index-to-crawl ratio
- Search visitors per crawled page
- Other Third-Party Tools
  - SEO for Firefox, UrlTrends, SpyFu, SEMRush, Covario Organic Search Insight (OSI), Covario Organic Search Optimizer (OSO), Search metrics Essentials



# The Ongoing Evolution of Search

- Google search volume had grown 1,000 times since 1999
- Google has more than 1,000 times the machines it had in 1999.
- Latency dropped from less than 1,000 ms in 1999 to less than 200 ms in 2009
- Index updates latency improved by about 10,000 times over this period.
- Google's Dominance
  - Google's biggest impact in the search engine market is its advertising platform, which is the world's largest.
  - Google+(2011) for Facebook
  - On July 14, 2011, Google announced that Google+ membership had reached 10 million
  - Google becoming a more general-purpose pattern-matching and searching engine.



# More Searchable Content and Content Types

- Engines Will Make Crawling Improvements
  - In November 2011, Google announced that it had increased its capability to execute JavaScript, discover content embedded in AJAX, and process forms.
  - In June 2009, Google announced that it had improved the crawling and indexing of Flash content.
  - Site Link Search Box
- Engines Are Getting New Content Sources
  - Moto “to organize the world’s information and make it universally accessible and useful.”
  - Google launched an initiative to scan in books so that they involved a Book Search.
  - To aid in that, Google acquired reCAPTCHA (<http://www.google.com/recaptcha>) in 2009.
- Multimedia Is Becoming Index able
  - Content in images, audio, and video is currently not easily indexed by the search engines, but its metadata (tags, captioning, descriptions) and the anchor text of inbound links and surrounding content make it visible in search results.



# Personalization, Localization, and User Influence on Search

- Determining User Intent
  - The success of Internet search has always relied (**and will continue to rely**) on search engines' abilities to identify searcher intent.
- User Interactions
  - One area that will see great exploration will be how users interact with search engines.
- New Search Patterns
  - Perfect recall of all of human history.
- Growing Reliance on the Cloud
  - Cloud computing is transforming how the Internet-connected population uses computers.
- Google Docs & Spreadsheets, Gmail, Google Calendar, Google Reader, Google App Engine, and Google Cloud Connect





# Increasing Importance of Local, Mobile, and Voice Recognition Search

- Local search

- Local search was an active business before the advent of the Internet
- As the World Wide Web gained prominence in our lives, the Yellow Pages began migrating online.
- You can find these local search engines at <http://maps.google.com>, [http:// local.yahoo.com](http://local.yahoo.com), and <http://www.bing.com/maps>.

- Mobile Search

- With over 1 billion mobile phones in use worldwide.(2011)
- April 2011 Google study showed that search engines were the most visited sites on mobile devices, with 77%
- The same study showed that 9 out of 10 searchers took action as a result of conducting a search.
- Linguistic User Interface (LUI) is beginning to revolutionize mobile search.



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- Voice-Recognition Search

- Limitations of their mobile devices is learn to type.
- Voice search could be a great way to improve the mobile search experience.
- Speech recognition technology has been around for a long time, and the main challenge has always been that it requires a lot of computing power.
- Google Voice Search (Google Now, Okay Google)
- Google Mobile App for iPhone
- Google Voice Actions for Android (Tap a Talk)
- Apple Siri



# Increased Market Saturation and Competition

- The Web outperforms other sales channels
  - Faster than Physical
- It is the right time to retool
  - Start using it.
- Paid search drives interest in SEO
  - “75%+ of the clicks do not even happen in the ads; use SEO.”
- Marketing departments are in a brainstorming cycle
  - “how do we get new customers?”
- Search traffic will be relatively unscathed by the market
  - Sales might drop, conversion rates might falter a bit, but raw search traffic isn’t going anywhere.
  - Web budgets are being reassessed



# SEO as an Enduring Art Form

- Make content accessible to search engine crawlers.
- Find the keywords that searchers employ (Local Language)
- Build content that users will find useful, valuable, and worthy of sharing.
- Earn votes for your content in the form of editorial links and social media mentions from good sources by building inviting.
- Create web pages that allow users to find what they want extremely quickly, ideally in the blink of an eye.

