



# SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

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## **UNIT 3:-**

KEYWORD RESEARCH & DEVELOPING AN SEO-FRIENDLY WEBSITE

[Thinking Strategically](#)

[Understanding the Long Tail of the Keyword Demand Curve](#)

[Traditional Approaches: Domain Expertise, Site Content Analysis](#)

[Keyword Research Tools](#)

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[Others: Mobile, Video/Multimedia Search](#)

[Conclusion](#)

## **UNIT 3**

**[As per the syllabus unit 4]**

### **Ch – 5 Keyword Research**

**Q.1 what is keyword research? 1M**

- ✓ **Keyword research is an important variable (changing) process** is required for identifying keywords relevant to your products and services that strongly required for the search engines crawling activity.
- ✓ **Keyword research enables you to predict different keywords related to the demands common market conditions, current trends etc.**
- ✓ **They also ensure that you are producing keywords based on products and services.**



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## Q.2 what is Keyword research tool? 1M

- ✓ **Keyword research tool** is responsible to store different keywords that are types by the searchers.
- ✓ This keyword research tools are not responsible for site ranking.

## Q.3 what is keyword? 1M

- ✓ **Keyword** is a **query or phrase** defines by the **searcher or visitor in search query box**.
- ✓ There are no specific rules for **typing any keywords in search query box**, but it is **recommended that keyword must be short with fewer words**.

### ❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Keyword means.....	Query or Phrase
2	Keyword research means....	To identify relevant keywords to our products and services.
3	Keyword research tool responsible for...	Keyword research process

## Q.4 Explain the Theory behind Keyword Research process.2M/3M

Or

Explain strategic thinking about keyword research process.2M/3M

- ✓ **Keyword research** is one of the most important, valuable, and high-return activities in the search engine marketing field.
- ✓ **Keyword research** enables you to predict shifts in demand, respond to changing market conditions, and ensure that you are producing the products, services, and content that web searchers are already actively seeking.



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- ✓ To understand the value of a keyword, you need to research further, make some hypotheses, test, and iterate—the classic web marketing formula.

## ✚ Thinking Strategically about keyword research:-

- ✓ Keyword research tools provide valuable insight into the thinking of your potential customers.
- ✓ When users go to search engines and type out their search queries, they may use language that is entirely different from what you expect.
- ✓ Other aspects include the demographics of your target population (male/female, age, income, etc.), where they live, and the time of year.
- ✓ Demand for seasonal products such as Valentine's Day cards, for example, peaks sharply at the relevant time of year and then declines rapidly.
- ✓ The keyword research tools provide you different methods to investigate all these keyword research factors.

## ❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Strategically thinking about keywords required ...	Seasonal products based research
2	Keyword research is important in...	Marketing of your brand.



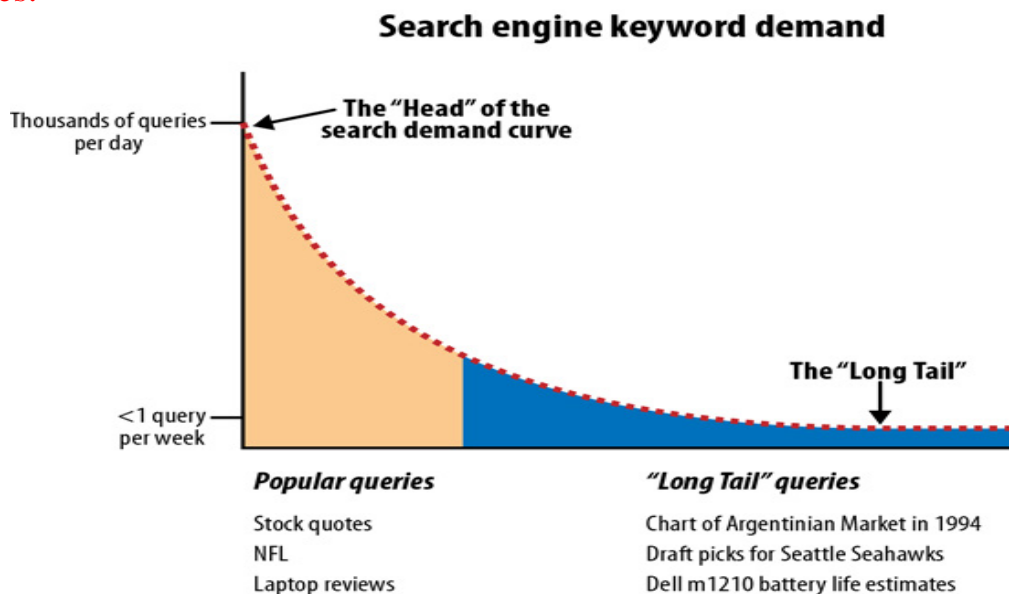
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### Q.5 Explain Understanding the Long Tail of the Keyword Demand Curve in detail. 3M/5M.

- ✓ It is wonderful to deal with keywords that **have 5,000 searches per day**, or **even 500 searches per day**, but in reality these “popular” search terms may actually comprise **less than 30%** of the overall searches performed on the Web.
- ✓ **The remaining 70% lie** in what’s commonly called the “long tail” of search. See Figure.
- ✓ The tail contains hundreds of millions of unique searches that might be conducted only a few times in any given day, or even only once ever, but when assessed in aggregate they comprise the majority of the world’s demand for information through search engines.



#### ❖ Traditional Approaches: Domain Expertise, Site Content Analysis:-

- ✓ Start by **generating a list of terms and phrases** that are **relevant to your industry** and **pertain to what your site or business offers**.
- ✓ The **brainstorming phase** should ideally result in a list of several dozen to several hundred or more keyword searches that will **bring relevant visitors to your site**.



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✓ **One easy way to begin this process is to gather your team in a conference room and then follow these steps:**

1. Produce a list of key one- to three-word phrases that describe your products/services.
2. Spend some time coming up with synonyms that your potential customers might use for those products and services. Use a thesaurus to help you with this process.
3. Create taxonomy of all the areas of focus in your industry. You can also look at sites that are leaders in the industry and study their site hierarchies as a way to start your thinking about a taxonomy.
4. Broaden your list by thinking of higher-level terms of which your products or services are a subset.
5. Review your existing site
6. List all your various brand terms.
7. List all your products. If your site has a massive number of products, consider stepping back a level (or two) and listing the categories and subcategories.
8. Have your team imagine they are potential customers, and ask them what they would type into a search engine if they were looking for something similar to your product or service.
9. Use your web analytics tool to see what terms people are already using to come to your site, or what terms they are using within your site search tool if you have one.

❖ **Include Competitive Analysis:-**

1. Review your competitors' websites and see what key phrases they use for their products and services that compete with yours.
  2. Record what no branded terms they use for their business.
  3. Read any articles they have written that are published on sites other than their own.
  4. Observe what the media may have had to say about them.
- ✓ Once you have completed these steps you will have in hand a rich set of terms of interest. The next step is to expand those terms of interest using keyword research tools.

❖ **1 WORD QUESTION ANSWERS:-**



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SR. NO	QUESTIONS	ANSWERS
1	Long tail of keyword means...	Those keywords who is available in search engine database but not popular and not much more used in optimization.
2	Percentage of popular keywords is ....	30%
3	Percentage of non popular keywords means long tail keywords are ....	70%

## Q.6 Explain about Keyword Research Tools in detail.3M/5M

- ✓ A wide variety of options are available for performing keyword research, including tools provided by the search engines, tools developed by third parties, and tools for complex keyword analysis of terms culled during research.

### ➤ Things to Keep in Mind:-

- ✓ Each tool will provide different search counts than the others. Rather than focusing on the exact search counts of various terms, you should think of each tool as a good way to get a general comparison of two search terms.

### ➤ Different popular keyword research tools:-

- ✓ It is great to get this data from search engine queries, and it can certainly help you get a sense of the importance of a given keyword.

### 1. Google's Ad Words Keyword Tool and Traffic Estimator:-

- ✓ Google provides a couple of tools specifically designed for use in keyword research. Although they are primarily meant to help Google's paid search customers.
- ✓ Google's AdWords Keyword Tool and Traffic Estimator get their data from Google's search query database.



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## 2. Microsoft's ad Center Keyword Generation Tool:-

- ✓ Microsoft's ad Center Keyword Generation Tool generates keyword suggestions based on a search term or website you enter.
- ✓ Entering a keyword in the search box will return data that includes search Phrases that contain the keyword you provided.
- ✓ For example, a search for ice cream returns ice cream maker, ice cream Recipes, ice cream shop, etc. As you can see in Figure, the term ice Cream had, according to Microsoft, 856,543 searches in the month.

**Search for keywords**  
To display a list of generated keywords, type a keyword or a website address.

**Search based on:** ☒ Keyword ☐ Website  
Example: car

**Refine search**  
Language and market: English - United States  
Gender: Both  
Age group: All  
Business category: All categories

**Add keywords**  
Use these generated keywords to build your keyword list. The generated keywords are not guaranteed to meet our Editorial Guidelines. You are responsible for the keywords you select.

Generated keywords(101) Page 1 of 4

Keyword	Searches	CTR (%)	Avg. CPC
ice cream	856,543	0.51	1.26
ice cream maker	34,022	1.18	0.55
ice cream maker recipes	31,003	2.88	0.11
ice cream recipes	28,273	2.90	0.28
ice cream shop	19,935	0.73	0.20
homemade ice cream recipe	17,817	2.99	0.14
homemade ice cream	15,277	2.15	0.43

Selected keywords(0) Negative keywords(0)

Export to Excel Show match types

No keyword selected

Add > Add all > < Remove < Remove all

FIGURE- Microsoft ad Center Keyword Generation Tool basic output

## 3. Word tracker:-

- ✓ Popular free keyword research tool to identify long tail of keywords research.
- ✓ This tool is capable to identify keywords from your competitors also with very simple and easy way.
- ✓ When you enter a keyword or phrase in the search box, Word tracker displays the best search terms that include the keyword or phrase that is relevant for your site.





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## 4. Keyword Discovery tools(Keyword.io and keywordtool.io):-

- ✓ Another popular third-party free tool for keyword research is keyword.io and keywordtool.io tools.

### 1. Keyword.io:-

Popular free keyword research tool to identify best popular keywords from google, yandex, yahoo, you tube, Amazon etc.

### 2. Keywordtool.io:-

Popular free keyword research tool to identify popular keywords that is most relevant for your product and services only from Google search engines.

## 5. Google Trends

- ✓ Google Trends allows you to compare two or more search terms to see their relative popularity and seasonality/trending over time.
- ✓ If you enter the terms into the search bar and separate them with commas, you'll see the requested terms' trend history depicted in different colors on a graph spread over a certain time period.
- ✓ You can modify the results by changing the time period and/or region.
- ✓ With Google Trends, users can also see Google's estimate of which cities, regions, and languages performed the largest number of searches for a particular keyword.
- ✓ Google Trends is a great, easy tool for comparing keywords and identifying which are more popular; in addition, you can examine this data over many years with seasonality factored in.

## 6. Experian Hit wise:-





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- ✓ Experian Hit wise offers a wide range of web statistics via its service.
- ✓ One component of the Experian Hit wise suite, Hit wise Search Intelligence, is a powerful keyword research tool for analyzing the long tail of search data.
- **Where it gets its data:** Hit wise derives its data from more than 25 million people's interaction with the Internet (10 million from the United States). Hit wise collects anonymous Internet usage information from a combination of ISP data partnerships and opt-in panels.
- **Cost:** Hit wise is not an inexpensive tool. The website does not list pricing information, but you should be ready to spend \$20,000 if you plan to engage with this tool.
- 7. **ComScore Search Planner:** Like Hit wise, comScore Search Planner is a tool that provides a wide range of data as a result of monitoring the behavior of actual users on the Internet.
- **Where it gets its data.** ComScore monitors the behavior of approximately 2 million users.
- **Cost:** Pricing for comScore Search Planner is available only upon contacting the company. The primary audience for the product is mid-size to large companies with developed SEM/SEO strategies, but the company has some smaller clients as well.

## ❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Name of Paid keyword research tools are...	Google ad wards tool, Microsoft ad center, Hitwise.com, Comscore.com.



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2	Which tool is responsible for keyword comparison	Google trends tool
3	Which free tools are available for keyword research process...	Keyword.io, Keywordtool.io, Word tracker

### Q.7 Explain about determining Keyword Value/Potential ROI in detail.3M/5M

- ✓ Once you have obtained the keyword data by doing research with your favorite tools, you need to analyze which keywords have the highest value and the highest ROI.
- ✓ Unfortunately, there are no simple ways to do this, but we will review some of the things you can do in this section.

#### Estimating Value, Relevance, and Conversion Rates:

- ✓ When researching keywords for your site, it is important to judge each keyword's **value, relevance, and potential conversion rate**. If a keyword is strong in all three criteria, it is almost certainly a keyword you want to plan to optimize for within your site.
- **1. Determining keyword value:-**
  - ✓ When judging the value of a keyword, you should contemplate (Thinking) how useful the term is for your site. How will your site benefit from targeting different keywords?
- **2. Identifying relevant keywords:-**
  - ✓ How relevant is the term/phrase to the content, services, products, or information on your site?
  - ✓ It is important to categorize your keywords into terms with high and low relevance. Generally, keywords of higher relevance will be more beneficial to your site in that they more closely represent your site as a whole.
- **3.Determining conversion rates:-**



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- ✓ The many different types of conversions create distinct opportunities for targeting various keywords.
- ✓ Although one keyword may work well for purchase conversions, another may be well suited to getting users to subscribe to something on your site.
- ✓ To know which keywords to target now (and which to pursue later), it is essential to understand the demand for a given term or phrase, as well as the work that will be required to achieve the desired rankings.
- ✓ To get a rough idea of the level of competition faced for a particular term or phrase, the following metrics are valuable:
  - Search demand volume (how many people are searching for this keyword)
  - Number of paid search competitors to get in the top four positions
  - Strength (age, link power, targeting, and relevance) of the top 10 results
  - Number of search results using advanced operators.

## ✚ Testing Ad Campaign Runs and Third-Party Search Data:-

- ✓ One of the things we have emphasized is the imprecise nature of the data that keyword tools provide.

TABLE 5-2. Click-through rates by SERP position

Organic position	Click-through rate
1	42.1%
2	11.9%
3	8.5%
4	6.1%
5	4.9%

## ✚ Using Landing Page Optimization:-

- ✓ Landing page optimization (sometimes also called conversion optimization) is the practice of actively testing multiple variations of a web page (or website) to see which one performs the best.
- ✓ Typically, this is done as part of an effort to improve the conversion performance of the site.



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- ✓ The simplest form of this type of test is called an A/B test. A/B tests involve creating two different versions of a page, and then randomly picking which version to show to a new visitor to the site (old visitors get the version they saw the last time they visited).
- ✓ You then measure the behavior of the visitors in response to the two different versions to see which group of visitors completes more conversions on the site.
- ✓ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Conversion means....	In site if user convert from visitor to customer then it known as conversion.
2	Conversion ratio means...	Total no. of converted visitors into customers is known as conversion ratio.
3	Conversion optimization also known as ...	Landing page optimization

## Q.8 Explain Leveraging the Long Tail of Keyword Demand in detail.5M

- ✓ As we discussed at the beginning, the long tail of search is where 70% of search queries occur. Only 30% of those precious queries happen in the more obvious terms that people use, the so-called “head terms.”
- ✓ In May 2007, Google Vice President Udi Manber indicated that 20% to 25% of all search queries that Google receives on a given day are queries that Google is seeing for the first time. You can think of this as the “ultra-long tail.”
- ✓ The long tail of search queries in a given industry is typically not accurately visible via any of the major keyword research services or search engine ad databases (Google



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AdWords, Yahoo! Search Marketing, and MSN ad Center). **With this in mind, let's outline a few methods for finding long-tail terms.**

## ➤ Extracting Terms from Relevant Web Pages:-

1. **Extract the top 10 to 50 most common search phrases** at the head of the distribution Graph from your existing keyword research in the industry.
2. **Search Google and Bing for each term.**
3. **For each page in the top 10 to 30 results, extract the unique usable text on the page.**
4. **Remove stop words ('a', 'an', 'the' etc...) and filter by phrase size.**
5. **Remove instances (examples/suggestions) of terms/phrases already in your keyword Research database.**
6. **Sort through the most common keywords first, as you feel is Valuable.**

## ➤ Identifying Long-Tail Patterns:-

- ✓ You can also take another option at determining long-tail information.
- ✓ As a hypothetical example using digital camera, here are some searches for two different brands and models of digital cameras that have been pulled (for this demonstration) from the Keyword Discovery database. Each of these received only one search:

■ consumer comments on Nikon 5.1 mp coolpix l3 digital camera

- New Nikon coolpix p3 8 1 mp digital camera memory
- Nikon 3 2 mp coolpix digital camera
- Nikon 51 mp coolpix s1 digital camera and cradle
- Nikon 6 mp coolpix digital camera
- Nikon 7 1 mp coolpix 7900 digital camera
- Nikon 81 mp coolpix 8800 digital camera
- Nikon coolpix 4800 4 mp digital camera
- Nikon coolpix 5200 51 mp digital camera
- Nikon coolpix 5400 51 mp digital camera
- Nikon coolpix 6.0 mp digital camera
- Nikon coolpix 8700 8mp 8x zoom digital camera 8 mp



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- Nikon coolpix l2 6.0 mp digital camera
- Nikon coolpix l3 6 mp digital camera us a warranty
- Nikon coolpix p2 51 mp digital camera
- Best buy sonny cyber shot dsc t7 51 mp digital camera
- Brand new sony cyber shot dsc h1 51 mp digital camera
- Camera digital sony cyber shot 51 mp
- sony - cyber shot 10.1 mp digital camera
- sony - cyber shot 6.0 mp digital camera
- sony 5 mp cyber shot dsc t9 digital camera
- sony 72 mp cyber shot dsc p200 digital camera information
- sony 72 mp cyber shot dsc w7 digital camera

- ✓ Approximately 48% begin with the brand name and end with digital camera.
- ✓ Approximately 35% are ordered brand, model name, model number, megapixel, digital camera.
- ✓ Approximately 22.5% are ordered brand, megapixel, model name, digital camera.
- ✓ An overall 60% follow the overall pattern of brand, model name, and digital camera.

## ➤ Editorial Content Strategies for Long-Tail Targeting:-

- ✓ One of the most difficult aspects of capturing traffic from the long tail of search is creating relevant, targeted content.





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1	<input checked="" type="checkbox"/> canon digital camera ( <a href="#">search</a> )	2,582	698,000	39.8	0.004
2	<input checked="" type="checkbox"/> canon digital cameras ( <a href="#">search</a> )	564	1,350,000	2.39	0.000
3	<input checked="" type="checkbox"/> canon digital camera reviews ( <a href="#">search</a> )	392	21,000	88.0	0.019
4	<input checked="" type="checkbox"/> canon digital camera in vietnam ( <a href="#">search</a> )	288	10	27,600	28.8
5	<input checked="" type="checkbox"/> compare canon digital cameras ( <a href="#">search</a> )	244	1,220	180	0.201
6	<input checked="" type="checkbox"/> canon digital camera accessories ( <a href="#">search</a> )	117	8,950	6.42	0.013
7	<input checked="" type="checkbox"/> canon digital camera software ( <a href="#">search</a> )	115	2,800	8.45	0.041
8	<input checked="" type="checkbox"/> canon digital camera windows 7 screen fix ( <a href="#">search</a> )	105	0	-	-
9	<input checked="" type="checkbox"/> canon digital camera lens ( <a href="#">search</a> )	100	4,820	3.59	0.021
0	<input checked="" type="checkbox"/> cheap canon digital cameras ( <a href="#">search</a> )	95	6,390	10.4	0.015

FIGURE Sample long-tail data

## ➤ User-Generated Content Strategies for Long-Tail Targeting:-

- ✓ User-generated content (UGC) can be a great way to obtain lots of content that will help attract long-tail traffic.
- ✓ Popular ways of doing that include providing users with forums, a place to post reviews or blog comments, or a way to upload videos or images, among others.
- ✓ As users submit content, they do the hard work of writing the text you need to capitalize on the long tail.
- ✓ If you want to write holiday-related content, it will be important to have your site visible in the SERPs for those search queries prior to that holiday's buying season so that you'll get optimum traffic for those terms.

## ❖ 1 WORD QUESTION ANSWERS:-





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SR. NO	QUESTIONS	ANSWERS
1	Popular terms also known as....	Head terms.
2	Full form of UGC is....	User Generated Content.
3	Optimization of long tail keywords provides benefits in business...	YES.

### Q.9 Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand in detail.2M/3M

- ✓ One of the micro options of keyword research, and any fully developed SEO strategy, is that the **use of keywords varies significantly over time**.
- ✓ For instance, **major holidays inevitably lead to bursts of keyword volume related to those holidays**.
- ✓ Examples could be searches **such as Halloween costumes, gift ideas for Christmas, or Valentine's candy**.
- ✓ Figure shows an example for **firecrackers: searches start consistently increasing in early June**. Likewise, with Valentine's Day, the searches start in mid-December.
- ✓ **In most cases searches start increasing about two to three months before the holiday**.

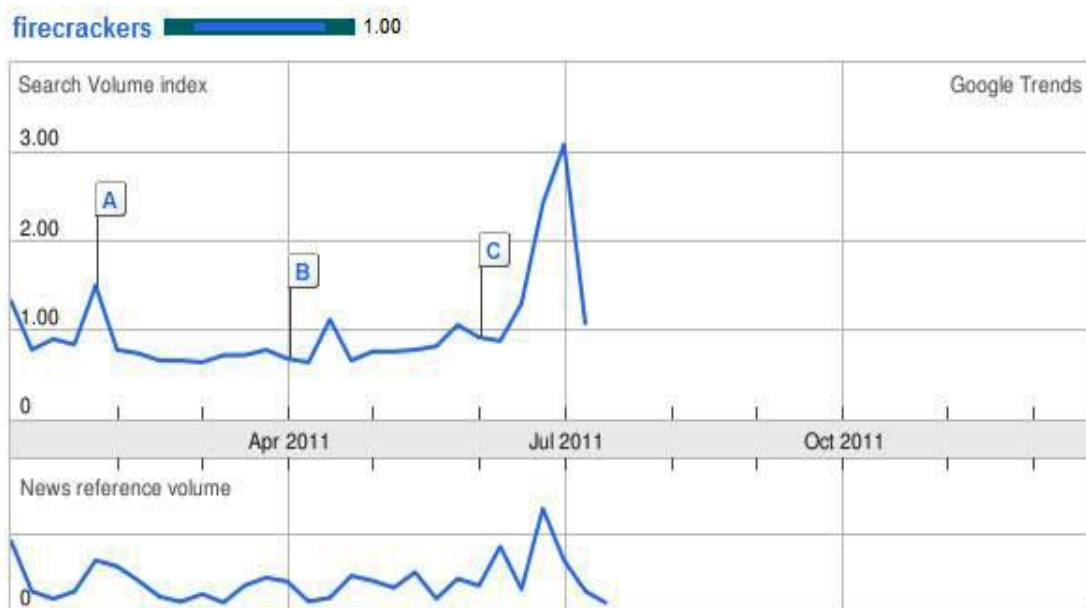


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## ❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Trending keywords are useful in current business....	Yes
2	Keyword research process is ...	Keyword research is a complex and time-consuming task, but the rewards are high.

## ✚ Conclusion:-

- ✓ Keyword research is a complex and time-consuming task, but the rewards are high.
- ✓ Once you learn where the keyword search volume is, you can begin to think about how that affects the information architecture and the navigation structure of your site.



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### 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

## UNIT 5

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

- Introduction:
- ✓ Since the nature of what SEO practitioners do is not clear to many people, the expert practitioner knows how important it is to establish quantifiable goals and demonstrate results.
- ✓ Expectation management is key, and effective communication of timetables for deliverables and improvements is crucial to the success of any SEO project.
- ✓ Web analytics and other data-mining tools can provide a rich array of data that is invaluable to the SEO process.



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- ✓ However, thousands of tools are available, and it can be difficult to figure out which ones you need to use, which ones are merely nice to have, and which ones are not worth the time.

## Q.1 Explain Why Measuring Success Is Essential to the SEO Process in detail.5M

- ✓ Measuring progress of efforts is the key to be successful.
- ✓ Measurement of efforts during SEO project is essential to know the effectiveness of efforts,
- ✓ To review the work done, to produce reports and to control the project time line chart during the planning.
  - SEO project development has following steps:
    1. Define goals and strategy to achieving all the goals.
    2. Review your strategy and refined (update) to achieve objectives.
    3. Establish and finalize the baseline to measure the progress.
    4. According to the plan, Work on the project is started and link structured established.
    5. Data collection and its examination.
    6. Result extracted from data examination and this result must verify with minimum baseline of your SEO plan.
    7. Again review, verify and refine your site.
  - Following factors need to be considered while measuring the effectiveness of the site.
    - Traffic rate
    - Lead generation
    - Revenue
    - Branding value
    - Acceptance
  - Search engine practitioner must ensure the metrics to measure efforts used in the development of websites.

1. Measure natural search traffic by the search engines and keywords.



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2. Measure the baseline of keywords that generate maximum traffic.
3. Measure the section of the web site which generates maximum traffic.
4. Measure the data which has higher conversion rate.
5. Measure and identify poor performed pages.
6. Measure and identify best performed pages.
7. Measure search engine crawler activity on the site.
8. Determining the number of indexed pages
9. Identifying 404 error pages and external sites linking to these pages, if any.

✓ In the world of web analytics, this is referred to as picking actionable **key performance indicators (KPIs)**.

➤ In short, measurements are used to verify and validate the web site and to ensure whether the website is capable to meet the goals for which the site is developed.

## \*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	KPI stand for...	Key Performance Indicators
2	404 errors are related to....	Redirection
3	Conversion means .....	If visitor converts into customer then it is known as conversion.
4	Which pages measured by analytics software.....	Good and poor pages

## Q.2 Discuss Measuring Search Traffic in detail. 5M

➤ TO measure the search traffic following factors is required.

1. Find and measure the keywords
2. Identify and measure inbound links.
3. Find and measure the conversion rate and traffic.

## Basic Overview:-



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- ✓ Your hosting company most likely provides a free web analytics solution, such as AWStats, Webalizer, or something similar.
- ✓ Although these tools provide valuable data, they are very limited in scope, and other tools out there provide significantly more data.
- ✓ Here are some of the best-known options:
  - Google Analytics
  - Woopra
  - Clicky
  - Piwik
  - Yahoo! Web Analytics
  - Web trends

## Selecting the Right Analytics Package:

- ✓ Web analytics tools measure the site traffic in the following ways.

### **1. Log files tracking** **2. JavaScript tracking**

#### **1. Log files tracking:**

- ✓ The biggest advantage of the log file method is that it allows you to track search engine crawler activity on your site. This is something you cannot do in JavaScript implementations, because search engine crawlers do not execute the JavaScript.
- ✓ In addition, log file analysis allows you to track all of the following:
  - Users who don't have JavaScript enabled (or are using privacy or ad filters)
  - Media types beyond HTML
  - Partial requests (incomplete page loads and load errors)
- ✓ Another major advantage of a log file-based solution is that you run the software in-house, so no third party has a copy of a log file with your proprietary traffic data on it.
- ✓ This distinction can be a big win in terms of security for some organizations.

#### **2. JavaScript tracking:**



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- ✓ Some other 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

## Valuable SEO Data in Web Analytics:-

- ✓ You can extract all kinds of data from web analytics. Let's take a look at a few of the more interesting types of information you may want to extract.

## Traffic by search engine:

- ✓ One of the first things you may want to know is the breakout of traffic by search engine.

## Traffic by keyword:

- ✓ One of the basic data points of interest for an SEO practitioner is what search terms are bringing traffic to the website.
- ✓ This provides a quick way to see where the SEO campaign is going well, and where it is not going so well.

## Branded versus non branded traffic:

- ✓ Branded search traffic refers to traffic that comes to your site through queries that involve your company name or product brand name.
- ✓ Non branded search traffic is much more valuable because it represents organic long-tail search traffic to your site.

## Number of pages getting search traffic:

- ✓ An indirect way of measuring effective indexation is to keep an eye on how many pages are getting search traffic.





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- ✓ This number should represent a subset of the total pages indexed, but it is more valuable because these pages were not just indexed, but ranked highly and were interesting enough that visitors decided to click on the listing.

## Referring Sites:

- ✓ Referring site reports are useful for a number of reasons, but one of the more interesting SEO reasons to look at these reports is to spot when you receive new links. You can often see those new links in these reports first, even before the search engines report them.

## Action tracking:

- ✓ It allows viewing the death of search on the basis of visitor's actions on the website.

## Using Analytics Dashboards

- ✓ In analytics terms, a dashboard is a single-page view that contains your most critical metrics all in one place. Of course, your most critical metrics are likely to differ from those of the next publisher, because the needs of different sites vary greatly.
- ✓ In addition, multiple dashboards may be required in any given organization. For example, the CEO of a large public company probably wants to see different data (and a lot less of it) than a senior business analyst.



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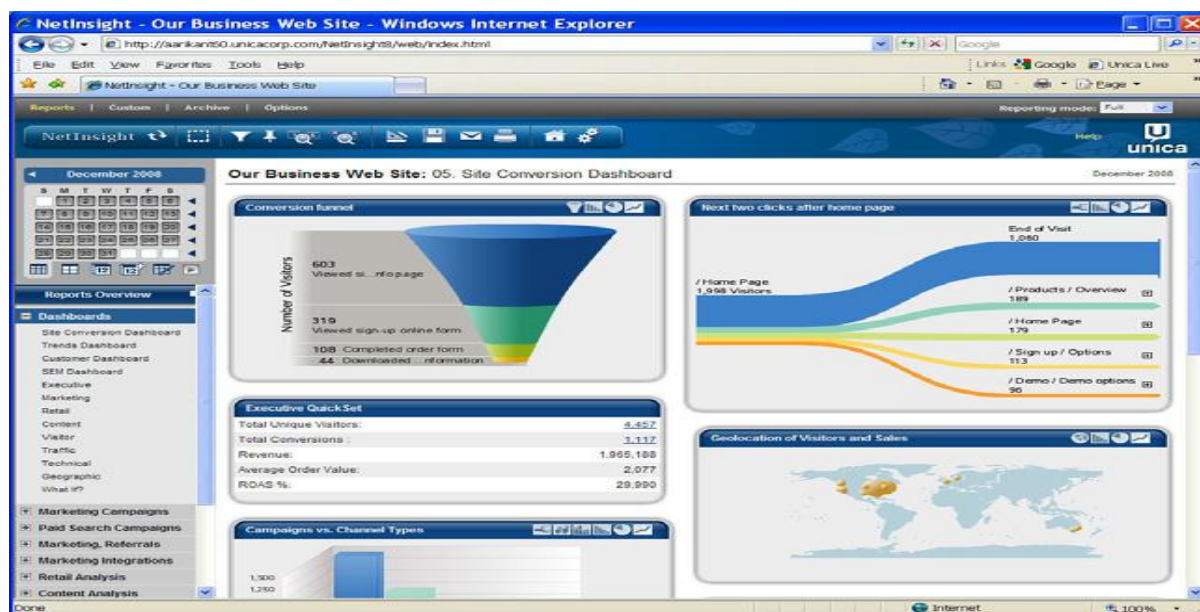


FIGURE Custom dashboard

- ✓ In short measuring search traffic is essential for the every organization.

## \*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	What is action tracking?	It allows viewing the death of search on the basis of visitor's actions on the website.
2	What is dashboard?	In analytics terms, a dashboard is a single-page view that contains your most critical metrics all in one place.
3	Write advantage of Log file.	The biggest advantage of the log file method is that it allows you to track search engine crawler activity on your site
4	List search measuring tools	Google Analytics Woopra Clicky



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		Piwik Yahoo! Web Analytics Web trends
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## Q. 3 Describe the Tying SEO to Conversion and ROI in detail. 5M

- ✓ It is compulsory to link search engine optimization efforts with optimization results. It includes conversions, Cross channel interaction and attribution.

### 1. Conversions:

- ✓ It is important to tie (connect) your SEO campaign to the results it brings to the business. Key to that is measuring the conversions driven by organic SEO traffic. Here are some of the most common types of conversions:

#### ➤ Sales/sales revenue:

- ✓ This is the one most people think of when they think of conversions. Sales and sales revenue (or better still, margin) conversions can be the simplest things to track, provided you are not selling many different products at different price points and in different quantities. In that case, the process needs to be a bit more sophisticated

#### ➤ Email/blog/newsletter subscriptions:

- ✓ Any time a user signs up to receive regular communications from you, it is a win. Even though this action does not have direct financial consequences, it is still a conversion.

#### ➤ Sign-ups:



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- ✓ Closely related to subscriptions are other types of sign-ups. Perhaps you offer a service such as a tool that people need to sign up to use. Even if the tool is free, you should track this as a conversion.
  - Downloads:
- ✓ Many sites offer free downloads, such as white papers, or free downloadable tools. Even if you do not require a sign-up of any type, you should still count a download as a conversion.
  - Contact forms and phone calls:
- ✓ When someone contacts you, or requests that you contact him, it may count as a conversion.
  - Visitors who share:
- ✓ This kind of conversion happens when a visitor shares the information she found on your site with someone else.
  - Visitors who link:
- ✓ Users who visit your site and find its content useful, entertaining, or otherwise compelling may link to it from their own sites. Linking counts as a conversion.
  - Visitors who publicize:
- ✓ Visitors can publicize your site by mentioning it in forums or blog comments, on social media sites such as Google+, Twitter, and Face book, or by writing about it on their own sites.
- ✓ SEO software packages such as Conductor Searchlight and Raven SEO Tools allow SEO professionals to view search ranking data together with traffic and revenue data. This enables them to tie natural search traffic to conversions, and therefore measure ROI.



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## 2. Cross channel interaction and Attribution:

- ✓ It has following points related to the interactions.
  - Television advertisement is a great form of cross channel interaction.
  - Sometimes users check various products from online market and purchase from the offline market and vice versa.
  - Sometimes users do searching form paid advertisements and purchase product from free searching options.
- ✓ Another issue to be aware of is that of attribution. The issue is that there is a tremendous amount of interaction between types of media.

## 3. Setting Up Analytics Software to Track Conversions:

- ✓ One of the great things about tracking conversions is that you can use the resulting data to focus your efforts.
- ✓ If certain keywords, pages, or referrers are showing much higher conversion rates than other sources, you may want to focus more of your SEO efforts on those rather than on something else that does not convert as well.

## 4. Conversion tracking strategy:

- ✓ An important step in conversion tracking is deciding what you want to call a conversion.
- ✓ It is important to consider all types of conversions, such as sign-ups, contact requests, downloads, and so forth. There is one other decision you need to make, though: how to value each conversion.

### ➤ Segmenting Campaigns and SEO Efforts by Conversion Rate:

- ✓ Now that you have conversion tracking set up, how do you use it to focus your SEO efforts? One of the things you will want to do is to track conversion data in different ways. Here are some examples of the things you may want to look at:



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- 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?

## 5. The link bait bump:

- ✓ A specific example of how to use action tracking by referral source is to track a link bait bump.
- ✓ The idea is that after successful link bait draws thousands of visitors to your site, a small percentage of those visitors will stick around and continue to visit on a semi regular basis (this is particularly true if you're delivering fresh, valuable content on a regular basis).

## 6. Determining Project ROI:-

- ✓ Number of people searching for your keywords expected click-through rate from organic search Average conversion rate.

### \*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	ROI means...	Return on Investment
2	What is link bait bump?	A specific example of how to use action tracking by referral source is to track a link bait bump.
3	Who is tracking conversion?	Analytics Software





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## Q.4 Explain about Competitive and Diagnostic Search Metrics in detail.3M/5M

- ✓ Numerous tools allow you to monitor your site and those of your competitors, providing insight into your SEO progress.
- ✓ You can also use these tools to figure out what your competitors are doing from an SEO perspective.
- ✓ This type of intelligence can provide you with new ideas on how to adapt your strategy to get better results.

### Site Indexing Data:

- ✓ It is valuable to know how many pages in your site are in a search engine's index. This is interesting for two reasons:
  - To determine whether important parts of your site are not in the index (if key parts of the site are not in the index, you can embark on an effort to determine why)
  - To learn about your competitors' sites and strategies.
- ✓ One important thing to note is that the results that site: commands return are fast estimates, and aren't as accurate as the reports generated by Google Webmaster Tools based on your XML Sitemap. You can use them to give you a general impression, but that is all.

### Link Building, Link Tracking, and Link-Based Metrics (Including Anchor Text Analysis):

- ✓ Measurement of link-building campaigns is another must for the expert SEO practitioner.
- ✓ This can help you refine your campaigns to bring better results, compare link growth to your search rankings, and perform analysis to see how your campaigns are faring compared to the efforts of your competitors.

### ➤ Extra Knowledge:





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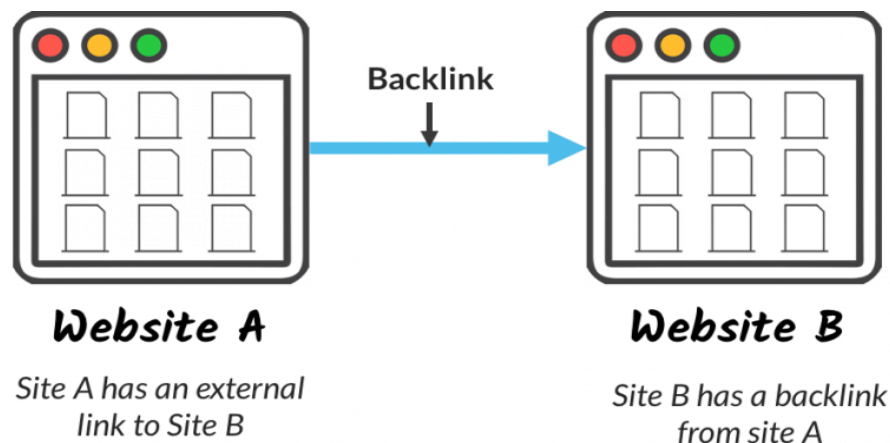
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## 1. What is Back links?

- ✓ A back link is a link created when one website links to another. Back links are also called "inbound links" or "incoming links." Back links are important to SEO.

## 2. Why are back links important?

- ✓ Back links are especially valuable for SEO because they represent a "vote of confidence" from one site to another



## 🔍 Search engine–supplied tools

- ✓ There are three basic tools for checking back links:
  - Google Webmaster Tools is a powerful start. With Google WMT, a website publisher Can easily download a spreadsheet of all the links Google has in its database to that site (Note that Google might not include some links that it does not consider significant). Publishers can see only the links to their own sites.
  - Bing Webmaster Tools is also a great asset. It offers a similar capability for Downloading a spreadsheet of the links that Bing has in its database for a site. Once Again, publishers can use this tool only to see the links to their own site.
  - For quick and dirty link totals, you can use a Firefox plug-in known as Search Status.



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This plug-in provides basic link data on the fly with just a couple of mouse clicks.

## Third-party link-building tools:-

- A variety of third-party link-building tools are also available.

### 1. Link Maps:

- ✓ Developed by Bruce Clay, Inc., Link Maps (<http://www.linkmaps.com>) allows you to Map the back links of any website, including your competitors’.
- ✓ Link Maps gathers the initial data from the search engines and then adds some Advanced filtering, including:
  - Removing pages that return 404 errors
  - Removing pages that do not have a link
  - Limiting results to no more than four pages per domain
  - Filtering out guest books
  - Identifying possible link farms

### 2. Conductor Searchlight:

- ✓ This platform provides a rich toolset for link building for enterprise marketers. It provides deep insight into both you and your competitors’ back link profiles in easy-to-understand charts that automatically update as the landscape changes.

### 3. Stone Temple Consulting Link Focus:

- ✓ Stone Temple Consulting Link Focus is a link-building research tool that uses a proprietary algorithm to identify the most important links to a given website.

### 4. Google Blog Search:



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- ✓ It is well known that the link: command works poorly in Google Web Search. For whatever reason, Google has decided to return only a small sampling of data when people use that command.
- ✓ However, interestingly enough, you can get more data on your backlinks using Google Blog Search—and it reports more than just the blog links

## 5. Exalead:

- ✓ Exalead has developed a European search engine (<http://www.exalead.com/search/>) that offers capabilities that include a link: command. What make Exalead particularly interesting is the advanced filtering capabilities

## 6. Ranking:

- ✓ Many people get obsessed with checking their rankings. Rankings do have some correlation with traffic. However, do not spend too much time on this activity.
- ✓ For one thing, many tools that are available today for checking rankings scrape Google results, which is against Google's Webmaster Guidelines.
- ✓ Rankings data can be helpful in a few scenarios, however:
  - Where a #1 (or a very high) ranking for a trophy search term provides brand value
  - When there is a sudden significant change (such as a move from position #5 to #50, or A similar change in the other direction)
  - Where a long-term trend can be established, such as a steady improvement in position, Or a steady decline
  - In aggregate, where you can measure a site's overall activity and popularity
- ✓ Authority Labs also provides an array of reporting tools that help you track rankings across the major search engines. A sample screenshot is shown in Figure 10-33.

## \*1 WORD QUESTION ANSWERS:-



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SR. NO	QUESTIONS	ANSWERS
1	Search engine diagnosis tools are...	Google webmaster, Yahoo webmaster, Bing Webmaster
2	Third party diagnosis tools are....	Landscape Link diagnosis Link map Google blog Exalead
3	Analysis of website Ranking is useful in diagnosis....	Yes

## Q.5 Explain the Key Performance Indicators for Long-Tail SEO in detail.5M

- ✓ Long tail is a very important field of search engine organization
- ✓ Following matrices are available to know the effectiveness of the long tail terms.

### ✚ Branded-to-non branded ratio:

- ✓ This is the percentage of your natural search traffic that comes from branded versus non branded keywords.
- ✓ If the ratio is high and most of your traffic is coming from searches for your brand, this signals that your SEO is fundamentally broken.
- ✓ The lower the ratio, the more of the long tail of natural search you likely are capturing. This metric is an excellent gauge of the success of your optimization initiatives.

### ✚ Unique crawled URLs:

- ✓ This is the number of unique (non duplicate) web pages on your site that are crawled by search engine spiders such as Googlebot.

### ✚ Search visitors per contributing page:



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- ✓ This is the percentage of unique pages that yield search-delivered traffic in a given month. This ratio essentially is a key driver of the length of your long tail of natural search.

## **Keywords per page:**

- ✓ This is the average number of keywords each page (minus the freeloaders) yields in a Given month. Put another way, it is the ratio of keywords to pages yielding search Traffic.

## **Search visitors per keyword:**

- ✓ This is the ratio of search engine–delivered visitors to search terms. This metric Indicates how much traffic each keyword drives and is a function of your rankings in The SERPs.

## **Index-to-crawl ratio:**

- ✓ This is the ratio of pages indexed to unique crawled pages. Just because Googlebot crawls a page doesn't guarantee it will show up in Google's index.

## **Search visitors per crawled page**

- ✓ Calculated for each search engine separately, this is a measure of how much traffic the engine delivers for every page it crawls. Each search engine has a different audience size.

## ➤ **Conclusion:**

- ✓ One of the biggest challenges for an SEO professional is the relatively long delay between Implementation and results.
- ✓ Paid search campaigns can begin to show results in 24 hours, yet For SEO the process can take months.
- ✓ This makes effective measurement of results and progress Critical.
- ✓ Putting the right analytics tools in place can provide the accountability required by budget managers.



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- ✓ For the SEO practitioner, it can also provide valuable insight that can be used to tune and tweak campaigns for the best possible results.

## \*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Full form of KPP is ...	Keywords per page
2	Unique crawled URLs means...	Non duplicate pages of your site.
3	Index-to-crawl ratio means...	This is the ratio of pages indexed to unique crawled pages. Just because Googlebot crawls a page doesn't guarantee it will show up in Google's index.

## Q.6 Discuss the Ongoing Evolution of Search in detail.3M/5M

- ✓ Search has come a long way, and will continue to progress at a faster and faster pace. Keeping up with these changes, the competitive environment, and new and emerging technologies provides both a challenge and an opportunity.
  - 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.
- ✓ Whereas updates took Google months in 1999, in 2009 Google was detecting and indexing changes on web pages in just a few minutes.
- ✓ These are staggering changes in Google's performance power, but this is just part of the changing search environment.