



Session: 7

SEO Tools

Objectives

SEO

- ◆ Describe the need for Search Engine Optimization (SEO) tools
- ◆ Describe various SEO tools and their functions
- ◆ Compare between various SEO tools
- ◆ Explain how to analyze using different Google Optimization tools
- ◆ Describe the usage of various Google SEO tools



Introduction

SEO

- ◆ An SEO tool consists of:
 - ◆ Various programs
 - ◆ Assessment methodologies
 - ◆ Data collection techniques
- ◆ SEO tools are specifically designed for:
 - ◆ Analyzing content
 - ◆ Keyword density
 - ◆ Links



Need for SEO Tools

SEO

- ◆ Performing SEO using various search engine tools is the best way to succeed against the tough competition in the Internet world.
- ◆ The traditional SEO techniques cannot provide all the inputs for a Web site's optimization.



◆ Google Webmaster Tools:

- ◆ Free service by Google for valuable Google search rank information.
- ◆ Enables monitoring and maintaining site's presence in Google search results.



Google Webmaster Tools 2-2

SEO



Google Site Verification 1-4

SEO

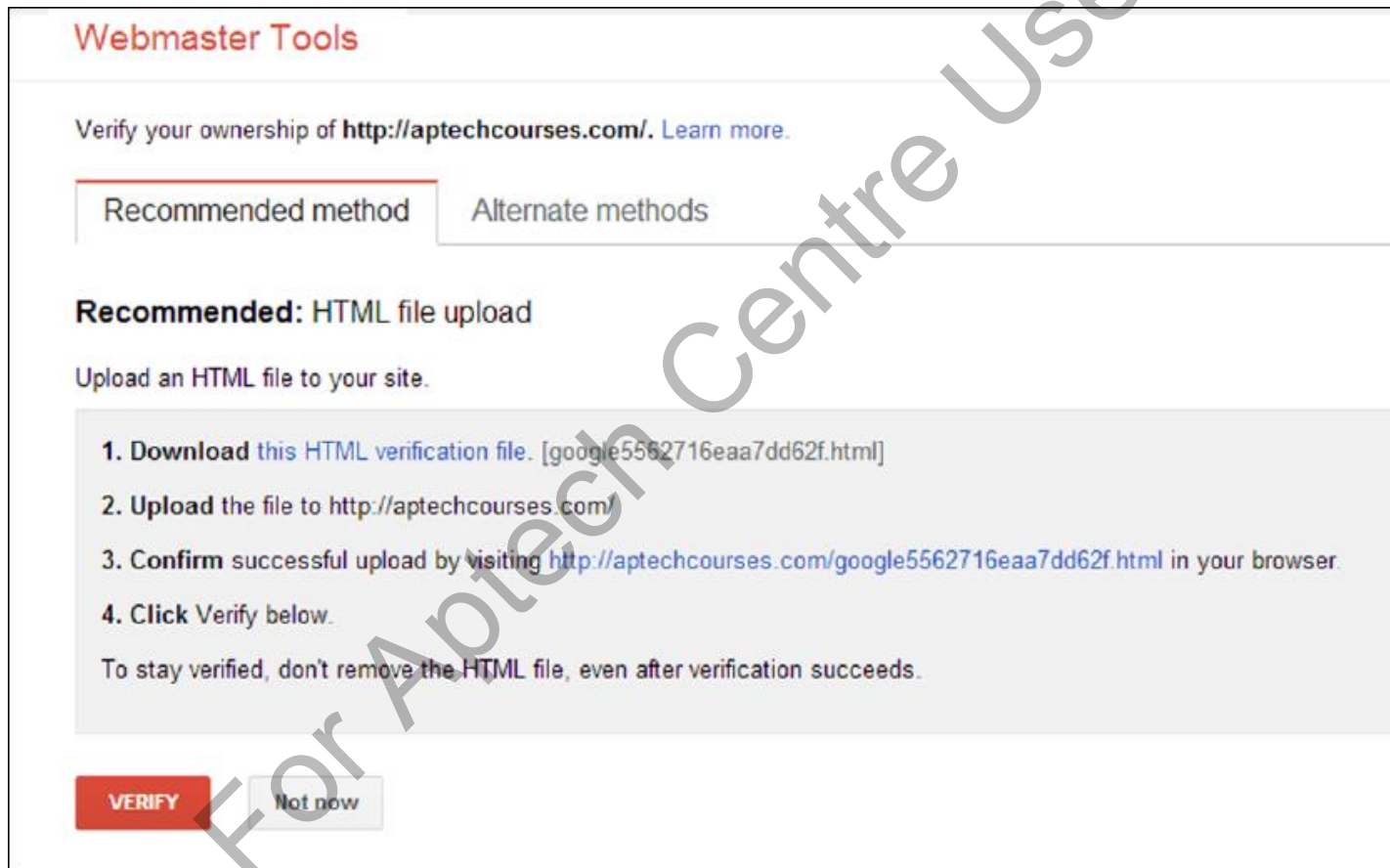
- ◆ Google needs to verify that the site exists and that the Webmaster owns it.
- ◆ Webmasters can verify their Web site with Google using the following methods:
 - ◆ By uploading an HTML file
 - ◆ Via their domain provider
 - ◆ By adding a Meta tag
 - ◆ By using the Google Analytics tracking code
 - ◆ Via the Google Tag Manager



Google Site Verification 2-4

SEO

- ◆ Verify Web site by uploading an HTML file, as shown in the figure.



The screenshot displays the Google Webmaster Tools interface for site verification. At the top, the title 'Webmaster Tools' is in red. Below it, a message asks to verify ownership of 'http://aptechcourses.com/' with a 'Learn more' link. Two tabs are visible: 'Recommended method' (active) and 'Alternate methods'. Under the 'Recommended' tab, the heading 'Recommended: HTML file upload' is shown, followed by the instruction 'Upload an HTML file to your site.' A grey box contains a four-step list: 1. Download the HTML verification file (with a link to 'google5562716eaa7dd62f.html'), 2. Upload the file to 'http://aptechcourses.com/', 3. Confirm successful upload by visiting 'http://aptechcourses.com/google5562716eaa7dd62f.html' in a browser, and 4. Click Verify below. A note at the bottom of the grey box states: 'To stay verified, don't remove the HTML file, even after verification succeeds.' At the bottom of the interface, there are two buttons: a red 'VERIFY' button and a grey 'Not now' button.

Webmaster Tools

Verify your ownership of <http://aptechcourses.com/>. [Learn more.](#)

Recommended method Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

1. Download [this HTML verification file](#). [google5562716eaa7dd62f.html]
2. Upload the file to <http://aptechcourses.com/>
3. Confirm successful upload by visiting <http://aptechcourses.com/google5562716eaa7dd62f.html> in your browser.
4. Click Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

VERIFY Not now

Google Site Verification 3-4

SEO

- Verification via the **Domain name provider** is an alternate method of Web site verification as shown in the figure.

The screenshot shows the Google Webmaster Tools interface for verifying the ownership of the domain <http://aptechcourses.com/>. The page features the Google logo at the top, followed by the 'Webmaster Tools' header. Below this, the domain name is displayed with a 'Learn more.' link. A tabbed interface shows 'Recommended method' as the active tab, with 'Alternate methods' also visible. Under the 'Recommended method' tab, four verification options are listed, each with a radio button: 'HTML tag' (Add a meta tag to your site's home page.), 'Domain name provider' (Sign in to your domain name provider.), 'Google Analytics' (Use your Google Analytics account.), and 'Google Tag Manager' (Use your Google Tag Manager account.). At the bottom, there are two buttons: a red 'VERIFY' button and a grey 'Not now' button.

Google

Webmaster Tools

Verify your ownership of <http://aptechcourses.com/>. [Learn more.](#)

Recommended method ☒ Alternate methods ☐

- ☐ **HTML tag**
Add a meta tag to your site's home page.
- ☐ **Domain name provider**
Sign in to your domain name provider.
- ☐ **Google Analytics**
Use your Google Analytics account.
- ☐ **Google Tag Manager**
Use your Google Tag Manager account.

VERIFY Not now

Google Site Verification 4-4

SEO

- ◆ **Verify Web Site by Adding a Meta Tag**
 - ◆ Webmasters can also have their Web site verified by adding a Meta tag to their Web site.
- ◆ **Verifying Web Site Using Google Analytics Tracking Code**
 - ◆ Ensure that the Google Analytics tracking code is appropriately placed between the <head> tags in the Web site home page.
- ◆ **Verifying Web Site Using Google Tag Manager**
 - ◆ Web site is verified by adding a Google Tag Manager code snippet to their Web site home page.



Changing Verification Method

SEO

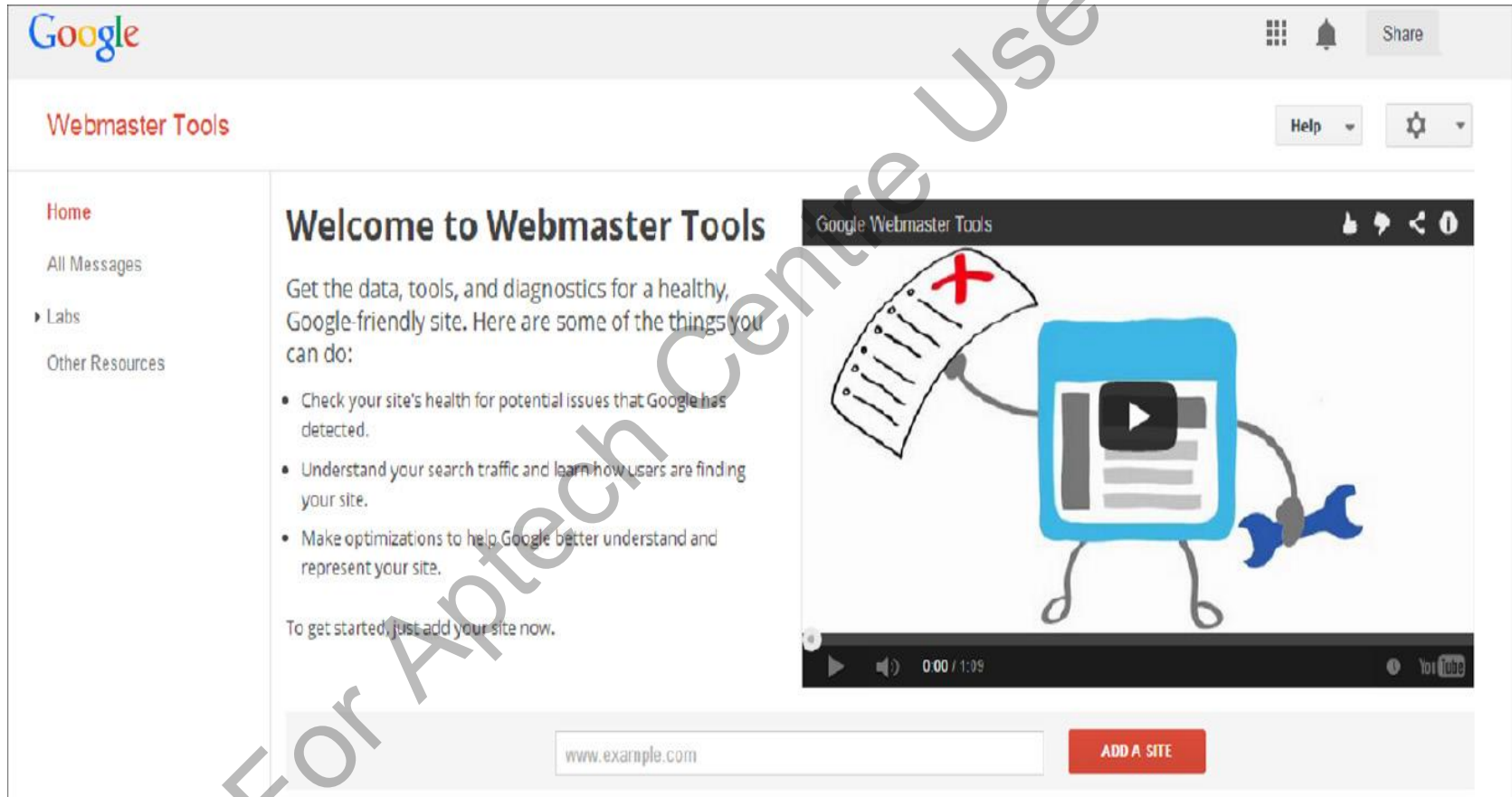
- ◆ Depending on verification method used, Webmasters may face errors such as:
 - ◆ **General verification errors:** Errors in verification due to server timeout, and so on.
 - ◆ **HTML file verification errors:** Errors such as verification file not found, verification file as the wrong content, or verification file is empty.
 - ◆ **Meta tag verification errors:** Errors typically caused by missing Meta tag code or incorrect placement of Meta tag code.
 - ◆ **DNS verification errors:** These include DNS not found, DNS wrong TXT, DNS resolve permanent error, and DNS resolve errors.



Google Webmaster Tools Dashboard 1-2

SEO

- ◆ Following figure displays start page of Google Webmaster Tools.



Tabs on the Dashboard

- ◆ **Overview** - Gives a quick look at, when the Web site was last crawled.
- ◆ **Diagnostics** - Lists problems encountered during its latest crawl of the site.
- ◆ **Mobile crawl** - Lists the problems encountered on a mobile Web site.
- ◆ **Content analysis** - Helps to find problems such as missing or duplicate title tags, and Meta descriptions.
- ◆ **Non-indexed content** - Helps to review Web pages containing non-indexable content such as Flash files or images that may have trouble being crawled.
- ◆ **Top search queries** - Gives an idea about the top searched keywords used by visitors to find the Web site.
- ◆ **How Google sees your content** - Lists the anchor text used in links to your site.
- ◆ **Crawl stats** - Helps to know the estimated importance of the Web page.
- ◆ **Links** - The Links tab provides the information about where your traffic is coming from.
- ◆ **Sitemaps** - The Sitemaps tab displays information about Sitemap status.
- ◆ **Tools** - The Tools tab offers various functionalities.

SEO Best Practices

SEO

- ◆ Following are the best practices to make the most of Google Webmaster Tools as an SEO tool:
 - ◆ Sign up for e-mail forwarding.
 - ◆ Check out search queries.
 - ◆ Use keyword to target content.
 - ◆ Reduce duplicates through HTML suggestions and URL parameter handling.
 - ◆ Diagnose crawl errors.
 - ◆ Prioritize content through internal links.
 - ◆ Verify access through Fetch as Googlebot.
 - ◆ Use site performance to improve speed.



Google Keyword Planner Tool 1-2

SEO

- ◆ The most popular keyword research tool is Google Keyword Tool, which helps to:
 - ◆ Discover targeted keywords proposition
 - ◆ Show the level of competition for the chosen keywords
 - ◆ Determine anticipated traffic volumes
 - ◆ Suggest in-trend keywords
- ◆ Google Account Sign Up page for AdWords is shown in the following figure.

Would you like to have a single account for all Google services?
You can use your existing Google account email address and password for AdWords as well.
Or you can choose new ones just for AdWords.

☒ I'd like to use my existing Google account for AdWords.
☐ I'd like to choose a new login name and password just for AdWords.

Sign in to AdWords with the *existing* email address and password that you use to access other Google services.

Google Account

Email:
ex: pat@example.com

Password:

☐ Stay signed in

[Can't access your account?](#)

Google Keyword Planner Tool 2-2

SEO

The screenshot shows the Google AdWords Keyword Planner interface. The top navigation bar includes 'Google AdWords', 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The main heading is 'Keyword Planner' with the subtitle 'Plan your next search campaign'. Below this is the question 'What would you like to do?' followed by a dropdown menu 'Search for new keyword and ad group ideas'. The main section is titled 'Enter one or more of the following:'. It has four input fields: 'Your product or service' (containing 'hotels' and 'resorts'), 'Your landing page' (containing 'www.example.com/hote'), 'Your product category' (containing 'Vacation Packages'), and 'Targeting' (containing 'All locations', 'English', 'Google', and 'Negative keywords'). To the right of these fields are four yellow callout boxes with green arrows pointing to them: 'Type a word or phrase' (pointing to the product/service field), 'Type a Web site address' (pointing to the landing page field), 'Type or select the relevant category' (pointing to the product category field), and 'To further refine your search' (pointing to the targeting field). Below the targeting field is a 'Customize your search' section with 'Keyword filters' (including 'Avg. monthly', 'Suggested b', and 'Ad impr. sha'), 'Keyword options' (including 'Show broadly related ideas', 'Hide keywords in my account', and 'Hide keywords in my plan'), and an 'Include/Exclude' section.

Google AdWords Home Campaigns Opportunities Tools

Keyword Planner

Plan your next search campaign

What would you like to do?

Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

hotels
resorts

Your landing page

www.example.com/hote

Your product category

Vacation Packages

Targeting ?

All locations
English
Google
Negative keywords

Customize your search

Keyword filters

Avg. monthly
Suggested b
Ad impr. sha

Keyword options

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Include/Exclude

Google Insights for Search Tool

SEO

- ◆ Used for market intelligence and research
- ◆ Shows:
 - ◆ What people are searching for.
 - ◆ Where they are searching and when.
 - ◆ Categorized search results.

The screenshot shows the Google Insights for Search tool interface. On the left, under 'Compare by', there are three radio buttons: 'Search terms' (selected), 'Locations', and 'Time Ranges'. These three options are circled in red. Green arrows point from each of these options to a corresponding green box: 'Search terms' points to 'To view the keyword statistics', 'Locations' points to 'To categorize on the basis of locations', and 'Time Ranges' points to 'To view the trends'. In the center, there is a 'Search term' input field with a tip: 'Tip: Use the plus sign to indicate OR (tennis + squash)'. Below the input field is a text box containing 'All search terms' and a '+ Add search term' button. On the right, there is a 'Filter' section with four dropdown menus: 'Web Search', 'Worldwide', '2004 - present', and 'All Categories'. The 'Filter' label is circled in red, and a green arrow points from it to a green box labeled 'To set filters'. At the bottom right of the filter section is a 'Search' button.

Compare by

- ☒ Search terms
- ☐ Locations
- ☐ Time Ranges

Search term

Tip: Use the plus sign to indicate OR (tennis + squash).

• All search terms

+ Add search term

Filter

- Web Search
- Worldwide
- 2004 - present
- All Categories

Search

To view the keyword statistics

To categorize on the basis of locations

To view the trends

To set filters

Google Trends Tool 1-2

SEO



Search Trends

Search Trends

Tip: Use commas to compare multiple search terms.

Hot Searches

Example
[mac os](#)
[rottentom](#)

[variety.com](#)

[yelp](#)
[kexp.org](#), [kuow.org](#), [kplu.org](#), [kbcs.fm](#)

[ohio state, tennessee](#)
[allrecipes.com](#)

Hot Searches (USA)

1. [kim jong il](#)
2. [johnny knox](#)
3. [north korea](#)
4. [kim jong ill dead](#)
5. [baron davis](#)
6. [survivor](#)
7. [survivor south pacific](#)
8. [king jong il dead](#)
9. [lil kim](#)
10. [pope joan](#)

[More Hot Searches »](#)

Explore advanced features with [Google Insights for Search](#)

Explore the audiences of specific websites with [Trends for Websites](#)

[Google Home](#) - [About Google Trends](#)

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Google Trends Tool 2-2

SEO

- ◆ Google Trends data can be used for SEO in the following ways:
 - ◆ **Analyze Crowd Behavior:** Use the Google Trends graphs to build an accurate timeline of popular events around a phenomenon.
 - ◆ **Analyze Event Sequence and Significance:** Google Trends gives insight into most popular historical news stories that helps in finding more targeted keywords.



Google Analytics Tool 1-2



SEO

Google Analytics is a free statistics tracking and analysis service that tracks:

- Where visitors came from
- What they did on a site
- E-commerce data
- Conversion information

Benefits of using Google Analytics:

- Track multiple Web sites
- Track blogs, WordPress, or Facebook pages
- Track traffic from RSS feeds

Google Analytics Tool 2-2

SEO

Google Analytics

Home Reporting Customization Admin

Administration Guide / Aptech

PROPERTY Aptech

- Property Settings
- User Management
- Tracking Info
 - Tracking Code
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List
- AdWords Linking
- Remarketing
- Custom Definitions
- Data Import
- Social Settings

ANALYTICS EDUCATION

Tracking Info

Find your basic tracking code, and additional data-collection settings.

The following settings are available only in Universal Analytics.

Click **Tracking Code** to find the basic code snippet for a website or to download platform SDKs for an app (websites & apps).

Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

An incorrect session-length setting can have a negative impact on session-based analysis; for example, if your users would normally have more than 30 minutes of inactivity during

Tracking ID
UA-52010437-1

Website tracking
Aptech

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

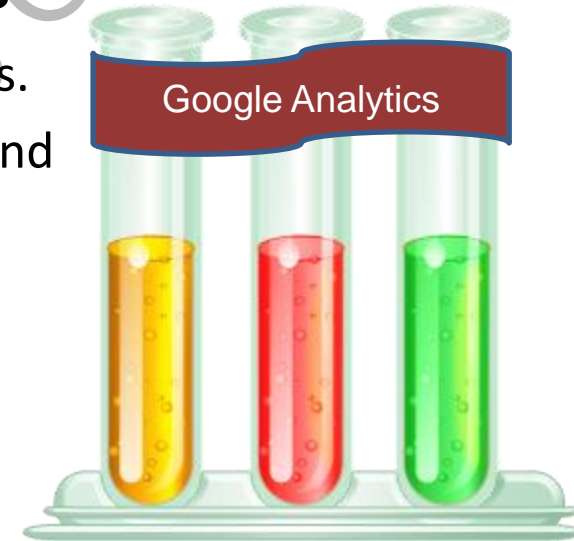
This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-52010437-1', 'aptechearningsolutions.com');
ga('send', 'pageview');
</script>
```

◆ Google Analytics Content Experiments

- ◆ A tool available as an extension of Google Analytics.
- ◆ Allows Webmasters to test the Web site changes and view its impact on SEO.
- ◆ Helps define optimization goals for the Web site.
- ◆ Allows Webmaster to:
 - ◆ Compare the performance of various Web pages or app screens using random samples of users.
 - ◆ Define the percentage of users that should be included in the user sample for experiment.
 - ◆ Define the optimization goals that need to be tested.
 - ◆ Set up to receive experiment result updates by e-mail.



Google Analytics Content Experiments 2-6

SEO

- ◆ Following figure displays the **Choose an experiment objective** section on the Google Content Experiments page.

The screenshot shows the 'Content Experiments - Create a new experiment' interface. It is divided into four steps: 1. Choose an experiment objective, 2. Configure your experiment, 3. Setting up your experiment code, and 4. Review and start. Step 1 is currently active. The form includes a text input for 'Name for this experiment' with the value 'Untitled experiment'. Below it is a section for 'Objective for this experiment' with a dropdown menu set to 'Select a metric' and a link to 'Create a new objective'. The 'Percentage of traffic to experiment' is set to '100%'. There is a toggle for 'Email notification for important changes' which is currently 'OFF'. At the bottom of the form are three buttons: 'Next Step' (highlighted in blue), 'Save for Later', and 'Discard'. A vertical progress indicator on the left shows the current step.

Content Experiments - Create a new experiment

1 Choose an experiment objective

Name for this experiment

Untitled experiment

Objective for this experiment ?

Select a metric - or - Create a new objective

Percentage of traffic to experiment ?

100%

Email notification for important changes

OFF

Advanced Options ?

Next Step Save for Later Discard

2 Configure your experiment

3 Setting up your experiment code

4 Review and start

Google Analytics Content Experiments 3-6

SEO

- ◆ Following figure displays the **Setting up your experiment code** section of the Google Analytics Content Experiment page.

3 Setting up your experiment code editing...

How do you want to set up your experiment code?

Adding script code to your page ?

1. Make sure your original and variation pages have [Google Analytics tracking code](#) installed.
2. Then, paste this experiment code immediately after the opening head tag at the top of your original page.

```
<!-- Google Analytics Content Experiment code -->
<script>function utmx_section(){function utmx(){function(){var
k='64359624-84',d=document,l=d.location,c=d.cookie;
if(l.search.indexOf('utm_expid='+k)>0)return;
function f(n){if(c){var i=c.indexOf(n+'=');if(i>-1){var j=c.
indexOf(';',i);return escape(c.substr(i+n.length+1,j<0?c.
length:j))}}var x=f('__utmx'),xx=f('__utmxx'),h=l.hash;d.write(
'<script src="'+http'+(l.protocol=='https':'s':'ssl':
'://www')+'.google-analytics.com/ga_exp.js?'+'utmkey='+k+
'&utm='+x+'&utmxx='+xx+'&utmxtime='+new Date().
valueOf()+h+'&utmhash='+escape(h.substr(1)):'')+
'" type="text/javascript" charset="utf-8"></script>');
</script><script>utmx(l,'A/B');</script>
<!-- End of Google Analytics Content Experiment code -->
```

Additional information for your experiment code:

Experiment ID: 000Zcd7jRImEIzUAcSgQmA
Experiment Key: 64359624-84

Google Analytics Content Experiments 4-6

SEO

- ◆ Following figure displays the **Review and start** section of the Google Analytics Content Experiment page.

The screenshot shows the 'Content Experiments - Create a new experiment' interface. It features a vertical progress bar on the left with four steps: 1. Choose an experiment objective (checked), 2. Configure your experiment (checked), 3. Setting up your experiment code (checked), and 4. Review and start (active). The 'Review and start' section includes 'Experiment Code Validation' with checkmarks for 'Original' and 'Variation 1', and a 'Notes for this experiment' text area. At the bottom are buttons for 'Start Experiment', 'Save for Later', and 'Discard'. A large diagonal watermark 'For Aptech Centre Use Only' is overlaid on the image.

Content Experiments - Create a new experiment

✓ Choose an experiment objective

The experiment, LandingPage, will evaluate Pageviews on 100% of visitor traffic.
Email notification is not set for this experiment.
2 weeks minimum run time, 95% confidence threshold.

✓ Configure your experiment

Original Variation 1

Setting up your experiment code

Manually inserting the code for the experiment.
[View the experiment code](#)

4 Review and start

Experiment Code Validation

✓ Original: Experiment code found. Google Analytics code found.
✓ Variation 1: Google Analytics code found.

Notes for this experiment

Start Experiment Save for Later Discard

Google Analytics Content Experiments 5-6

SEO

- ◆ Following figure shows the **Google Analytics Content Experiments – Standard Reporting** page.

Google Analytics

Home

Reporting

Customization

Admin

All Experiments

Notifications: Latest | All

• [referrer_test](#) has finished

View report

• [prodtest](#) has finished

View report

• [OrigNoGASnippet](#) has finished

View report

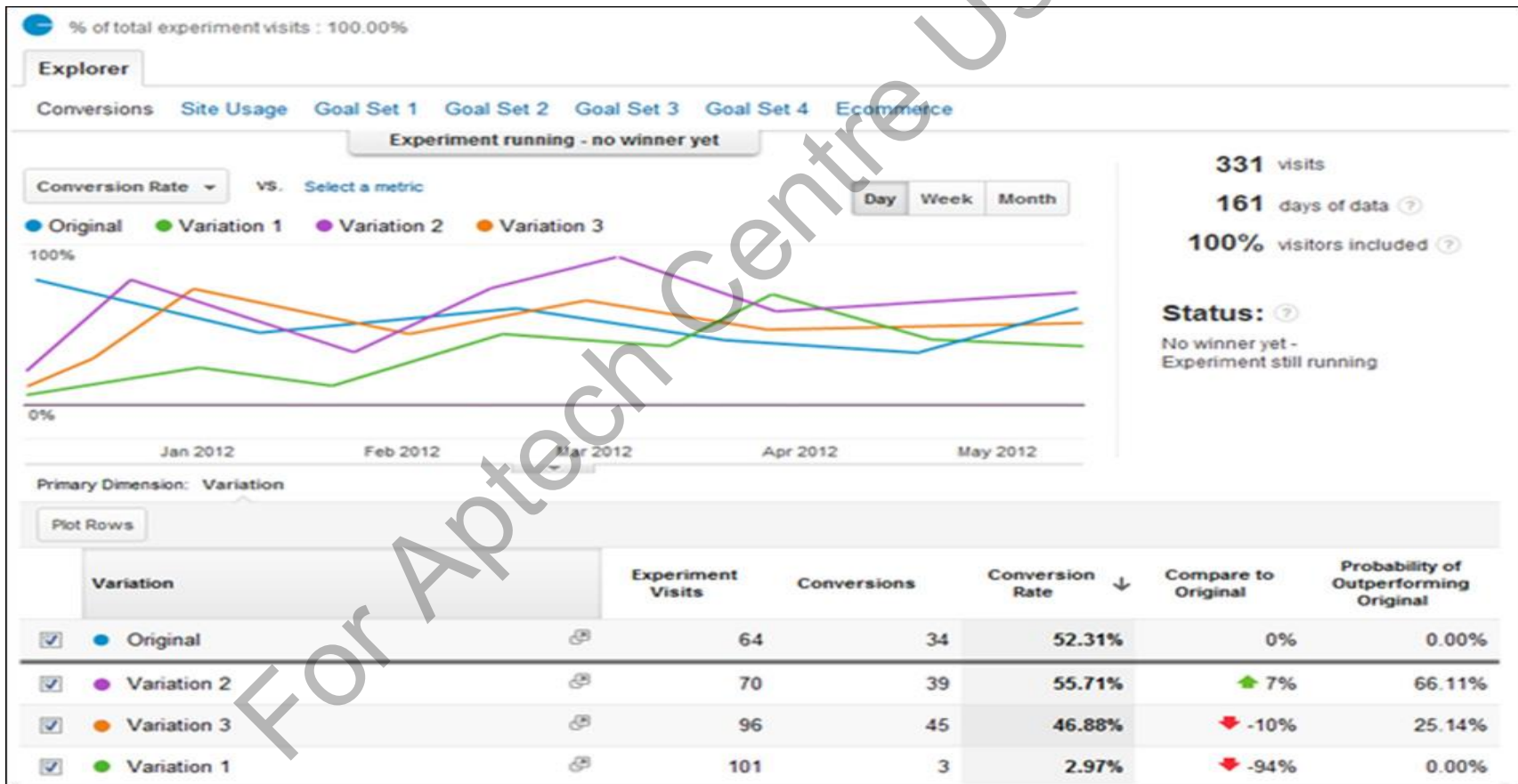
Create experiment

Experiment Name	Status	Details	Visits	Start Date	End Date
OrigGASnippet	<div></div> Running		45,115	May 9, 2012	Still running
Google Store	<div></div> Setup	Step 3	--	--	--
TagTest	<div></div> Setup	Ready to run	--	--	--
Revalidation	<div></div> Running		419,570	Apr 5, 2012	Still running

Google Analytics Content Experiments 6-6

SEO

- Following figure shows **Google Analytics Content Experiments – Individual Experiment Details** page.



Experiments and SEO Ranking 1-2



SEO

- ◆ It is a wrong SEO practice to display multiple pages with same content on a Web site.
- ◆ To overcome this, insert a `<link>` tag with the `rel="canonical"` attribute in the variation pages. This attribute indicates that:
 - ◆ These pages are a variation of the original content for an experiment.
 - ◆ Only the original page should be indexed and displayed in search engine results.
- ◆ Users who were part of the experiment and who visited the variation pages might sometimes bookmark them for later reference.
- ◆ After the experiment has ended, Webmasters might decide to leave those pages on the server for such users and redirect them to the original page on visit.

Experiments and SEO Ranking 2-2

SEO

- ◆ For best SEO practices, Web masters can implement two types of redirects:

Server-side 301 redirect

Indicates to search engines that only the original page needs to be indexed.

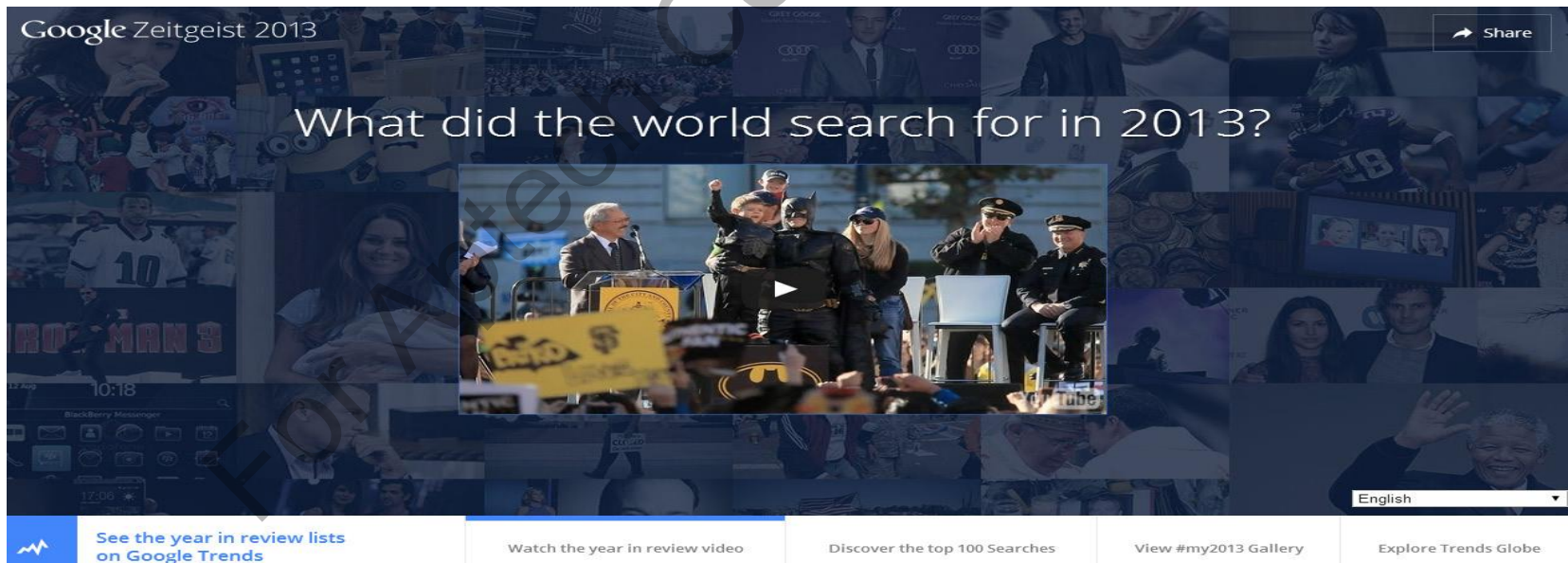
Server-side 302 redirect

Indicates that this is a temporary redirect from the variation pages.

Google Zeitgeist

SEO

- ◆ 'Zeitgeist' means 'the spirit of the times'.
- ◆ Zeitgeist lists most popular, fastest rising, and fastest falling search terms and keywords for the past years.
- ◆ The annual Zeitgeist report reveals what captured the world's attention in the past year.
- ◆ Using Google Zeitgeist, SEO professionals can look at the fastest rising queries as well as the fastest falling, letting them know what to avoid writing about.



Google Display Planner

SEO

- ◆ The Display Planner provides all the features of the Ad Planner plus an integrated Contextual Targeting Tool and the Placement Tool.
- ◆ It makes it easier for Webmasters to implement them in their SEO plans.
- ◆ Benefits of using a Display Planner:
 - ◆ Get ideas for target keywords, placements, and display media for your campaign.
 - ◆ Get impression estimates and historical costs for various combinations of campaign ideas.
 - ◆ Share plans with the team and clients for collaborative work.

Google AdWords Home Campaigns Opportunities Tools

Display Planner

Plan your next Display campaign

What would you like to do?

▼ Get ideas and estimates

Enter one or both of the following:

Your customers are interested in

Your landing page

Campaign targeting: United States

Campaign type: Direct response

English

Get ad group ideas Get placement ideas

► Upload previous plan

► Find top placements by location

► Show only estimates for my targeting criteria

Using the Display Planner to Create a Campaign Plan

SEO

- ◆ Clicking **Get placement ideas** displays the Display Planner page with an exhaustive list of placement ideas.
- ◆ It also displays network inventory data categorized by age and gender demographics and device users.
- ◆ Click the **Individual ideas** tab to view estimated cookies per week, impressions per week, and historical costs for the placement ideas.
- ◆ Review each category and select target ideas to narrow down and customize your ad groups to meet your target goals.
- ◆ As each target idea is added to the plan, the expected network inventory for the plan is displayed in the **Your plan** panel.
- ◆ The left panel on the Display Planner provides options to filter the placement ideas, ad formats, ad sizes, and mobile OS for apps.

Display Planner

Summary 1-2



SEO

- ◆ SEO tools are programs, assessment methodologies, and data collection techniques to maximize the impact of a Web site on search engine listings.
- ◆ Traditional SEO techniques cannot provide all the inputs for a Web site's optimization.
- ◆ Google provides powerful SEO tools such as Google Webmaster Tools, Google Keyword Planner tool, Google Analytics tool, Google Analytics Content Experiments, and Google Display Planner.
- ◆ Google Webmaster tools provides Webmasters valuable information regarding Google search rank of the site, traffic flow and visits to pages on the site, and enables them to monitor and maintain the site's performance.
- ◆ Google Keyword Planner tool is a powerful tool that helps Webmasters build new search and ad campaigns for a Web site as well as optimize existing campaigns.

Summary 2-2



SEO

- ◆ Google Analytics is a free statistics tracking and analysis service that helps Webmasters track where visitors came from, what they did on a site, e-commerce data, and conversion information.
- ◆ Google Analytics Content Experiments is a very useful tool that allows Webmasters to make changes and improvements to Web sites and fully test the changes before incorporating them permanently into the site.
- ◆ Google Display Planner is a tool integrated into Google AdWords and also includes an integrated Contextual Targeting tool that can be used along with the Ad Planner features to create ad campaigns.