

This week I learned about the power of good SEO. I created a google ads account as well as a google analytics account in order to track my site to see how my optimizations did. First I used the keyword planner with my google ads account to research good keywords for my specific site.

The screenshot shows the Google Keyword Planner interface. At the top, it says "Plan from Jan 26, 2026, 11 PM, GMT-06:00". Below that are search filters: "Advanced Web Class, Web Design, SEO, Keyword Planner", "https://dennissne", "United States", "English", and a date range "Jan - Dec 2025". A "Broad match" dropdown is open. Below the filters, there's a link to "Add keywords to create plan". The main area is titled "5 selected" and shows a table of keywords:

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
<input checked="" type="checkbox"/> web development	10K – 100K	+900%	+900%	Low
<input checked="" type="checkbox"/> web designer and developer	100 – 1K	+900%	0%	Low
<input type="checkbox"/> web designer developer	10 – 100	0%	0%	Low
<input type="checkbox"/> website design	10K – 100K	0%	0%	Medium
<input checked="" type="checkbox"/> website development	10K – 100K	+900%	+900%	Low
<input type="checkbox"/> website designer near me	10K – 100K	0%	0%	Low
<input type="checkbox"/> web designers near me	10K – 100K	0%	0%	Low
<input type="checkbox"/> web page design	1K – 10K	0%	0%	Medium
<input type="checkbox"/> website developers near me	1K – 10K	0%	0%	Medium
<input type="checkbox"/> design a website	1K – 10K	0%	-90%	Medium
<input checked="" type="checkbox"/> website developers	10K – 100K	0%	0%	Low

Using this data I inserted 5 keywords with “low competition” and a good amount of “Avg, monthly searches” into my website. Here are the Analytics I am currently tracking:

The screenshot shows the Google Analytics Home page. At the top, it says "All accounts > Jordan Pals Advanced Web Class". Below that is a search bar with "undefined". The main area has a "Home" section with the message "Your data collection is active 🎉" and a note "It may take up to 24 hours to appear in your Analytics account." There's also a cartoon illustration of a person working at a computer. Below this, there are two main sections:

- Top Left:** Displays real-time metrics: Active users (0), Event count (0), Key events (0), and New users (0). It also shows a timeline from Jan 19 to Jan 25 and a "Last 7 days" dropdown.
- Top Right:** Shows "ACTIVE USERS IN LAST 30 MINUTES" (7) and a bar chart titled "ACTIVE USERS PER MINUTE". The chart shows data for the United States (2).
- Bottom Left:** A "View reports snapshot" button.
- Bottom Right:** A "View realtime" button.