

# WHAT IS GOOGLE ANALYTICS?

- \* FREE SERVICE BY GOOGLE
- \* MOST USED WEBSITE STATISTICS SERVICE
- \* PROVIDES STATISTICS ABOUT VISITOR AND TRANSACTIONS ON A WEBSITE
- \* AT A GLANCE DASHBOARD AND DETAILED REPORTS.



# WHAT IS GOOGLE ANALYTICS? - VIDEO





# HOW DOES GOOGLE ANALYTICS WORK?

- Establish a User ID and password at [google.com/analytics](https://google.com/analytics)
- My account link



# WHAT IS SOE?



- Stands for SEARCH ENGINE OPTIMISATION
- SEO is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results.
- SEO helps the engines figure out what each page is about, how it is useful to users.
- SEO allows web developers to provide clues that engines use to understand web content.

# VIDEO SEO



# ON PAGE SOE?



- Original and relevant content
- Meta tags and Meta Descriptions
- Keyword Density
- Sitemaps
- URL Structure
- Image SEO
- Internal Linking

# OFF PAGE SOE?



- Back linking
- Forum posting
- Social bookmarking
- Search Engine Submission
- Link exchange
- Link exchange