B. M. S. COLLEGE OF ENGINEERING

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DEPARTMENT OF MACHINE LEARNING

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SOCIAL MEDIA ANALYTICS(22AM6PCSMA)

ALTERNATIVE ASSESSMENT TOOL (AAT-5)

SEARCH ENGINE ANALYTICS TOOL

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SEARCH ENGINE ANALYTICS TOOL

Introduction:

Search engine analytics tools are software applications designed to track and analyze data related to search engine performance and user behavior. These tools provide valuable insights into how websites are performing in search engine results pages (SERPs) and help businesses optimize their online presence.

Search engine analytics tools collect data from various sources, including search engines themselves, website analytics platforms, and other sources. They provide detailed information about keyword rankings, organic and paid search traffic, click-through rates (CTRs), conversion rates, and user engagement metrics.

The primary purpose of search engine analytics tools is to help website owners and marketers understand how their websites are performing in search engine rankings. By analyzing data such as keyword rankings and traffic sources, these tools enable users to identify trends, make informed decisions, and optimize their websites for better search engine visibility.

Key Features of Search Engine Analytics Tools:

Keyword Tracking: These tools allow users to monitor their website's rankings for specific keywords in search engine results. They provide data on keyword performance over time, including ranking changes and visibility metrics.

Traffic Analysis: Search engine analytics tools offer insights into the volume and quality of organic and paid search traffic a website receives. They provide data on the sources of traffic, including search engines, referring websites, and social media platforms.

Competitor Analysis: Many search engine analytics tools provide features to compare website performance against competitors. Users can benchmark their rankings, traffic, and other metrics against similar websites in their industry.

Conversion Tracking: These tools enable the tracking of conversions, such as form submissions, purchases, or other desired actions on a website. Users can analyze conversion rates and identify opportunities for optimization.

User Behavior Analysis: Search engine analytics tools provide data on user engagement metrics, such as bounce rate, time on page, and pages per visit. These insights help identify areas for improvement in user experience and website design.

Reporting and Visualization: Search engine analytics tools often offer customizable reports and visualizations to present data in a clear and understandable format. Users can generate reports for stakeholders, clients, or internal teams to communicate insights effectively.

Popular Search Engine Analytics Tools:

Google Analytics: A widely used and free analytics tool provided by Google, offering comprehensive website analytics, including search engine data.

SEMrush: A popular suite of SEO and digital marketing tools that provide detailed insights into search engine rankings, keyword performance, and competitor analysis.

Moz: Known for its SEO-focused features, Moz offers tools like Moz Pro and MozBar, providing comprehensive search engine analytics and site optimization recommendations.

Ahrefs: A comprehensive SEO toolset that offers detailed analysis of backlinks, keywords, and search engine rankings.

SimilarWeb: Provides data on website traffic, including search engine referrals, competitor analysis, and audience insights.

BrightEdge: A platform that offers SEO and content marketing features, including keyword performance tracking, content optimization recommendations, and competitor analysis.

These are just a few examples of search engine analytics tools available in the market. Each tool has its own unique features and capabilities, so it's important to evaluate your specific needs and goals before choosing one.

Tool and Keywords Used:

Tool used: *GOOGLE ANALYTICS*

Keywords used:
- *Trending Subjects*
- *IPL teams*

Google Analytics is one of the most widely used search engine analytics tools available. It provides comprehensive data and insights about website performance, including search engine-related metrics. Here's an introduction to Google Analytics and its features for search engine analytics:

Integration with Search Engines: Google Analytics seamlessly integrates with Google Search Console, which is a tool that provides data on how your website is performing in Google's search results. By linking Google Analytics and Search Console, you can access search engine-specific data within the Google Analytics interface.

Organic Search Traffic: Google Analytics tracks and reports on organic search traffic, showing you the number of visitors who found your website through search engine results. It provides insights into which keywords are driving traffic to your site, as well as the landing pages that receive the most organic search traffic.

Search Queries: By linking Google Search Console, Google Analytics provides search query data, showing the specific search terms that users entered before clicking on your website in the search results. This information can help you understand user intent and optimize your content for relevant keywords.

Landing Pages: Google Analytics tracks the landing pages where users enter your website from search engine results. You can analyze the performance of these landing pages, such as bounce rate, time on page, and conversion rate, to determine their effectiveness in engaging visitors and driving conversions.

Referral Sources: Google Analytics identifies the search engines that are sending traffic to your website, allowing you to compare performance across different search engines. You can analyze the traffic quality, conversion rates, and other metrics for each search engine to make informed decisions about your search engine optimization (SEO) strategies.

Site Search: Google Analytics provides insights into the internal search functionality on your website. You can track the keywords users are searching for within your site, analyze their search behavior, and use this data to enhance your website's navigation, content, and user experience.

Conversion Tracking: Google Analytics allows you to set up conversion tracking, enabling you to measure and analyze the outcomes you consider valuable on your website, such as purchases, form submissions, or newsletter sign-ups. You can attribute conversions to specific search engine traffic sources and keywords to evaluate the effectiveness of your SEO efforts.

Custom Reporting: Google Analytics offers extensive customization options for reporting. You can create custom reports and dashboards to focus on search engine-related metrics that are most relevant to your business objectives. This flexibility allows you to track and visualize search engine analytics data in a way that suits your needs.

Google Analytics is a powerful and widely accessible tool for search engine analytics. It provides valuable insights into search engine performance, user behavior, and conversion tracking. By leveraging its features, businesses can optimize their websites for better search engine visibility, understand their audience, and make data-driven decisions to improve overall online performance.
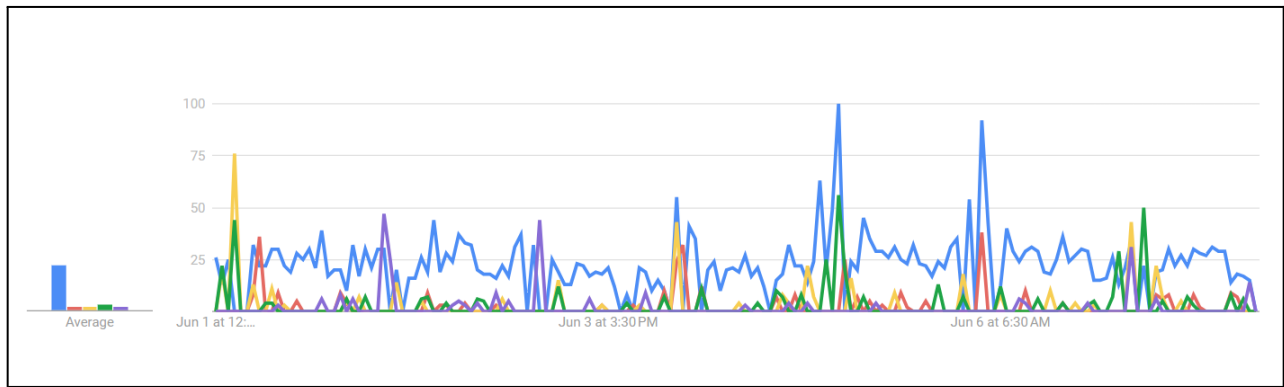
Analytics:

Trending Subjects Keyword Search Analytics
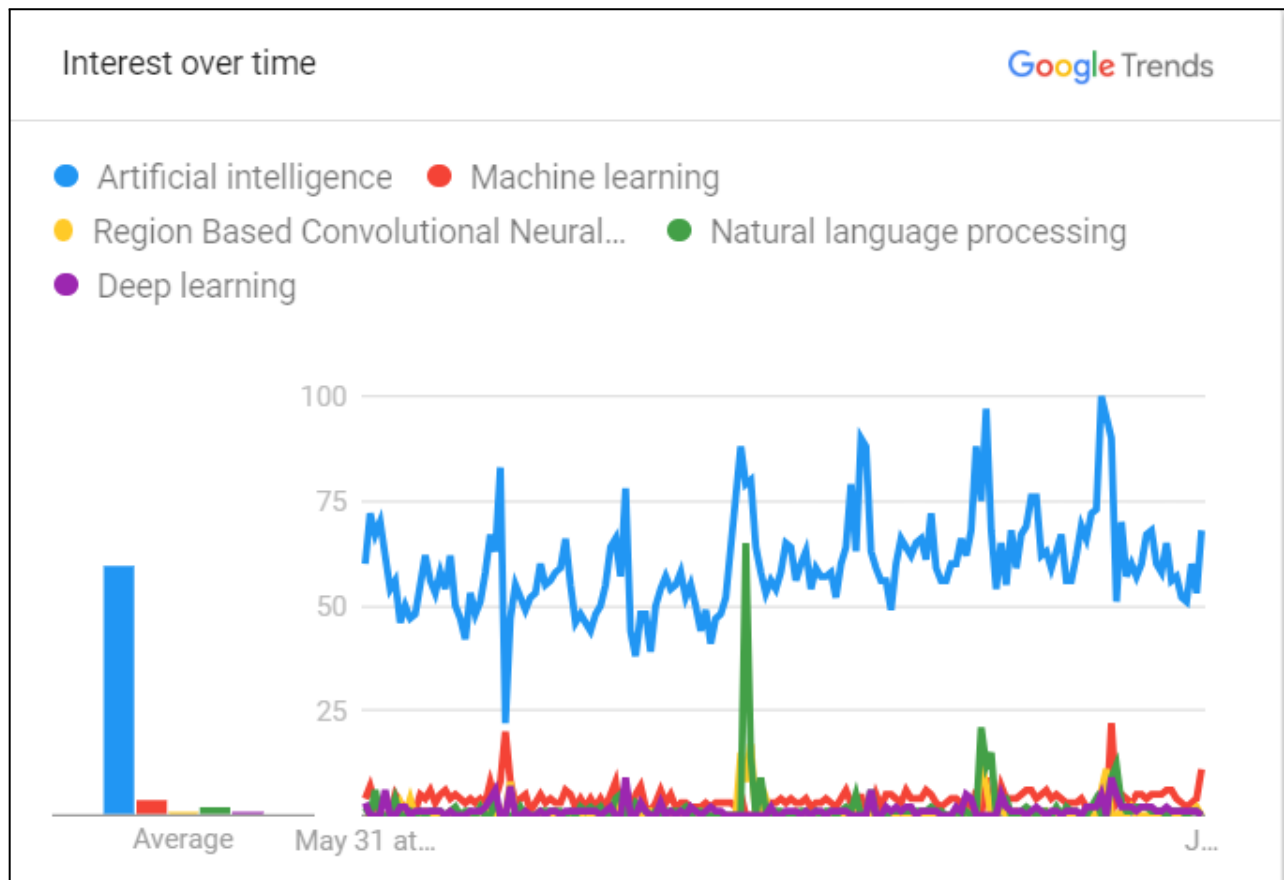
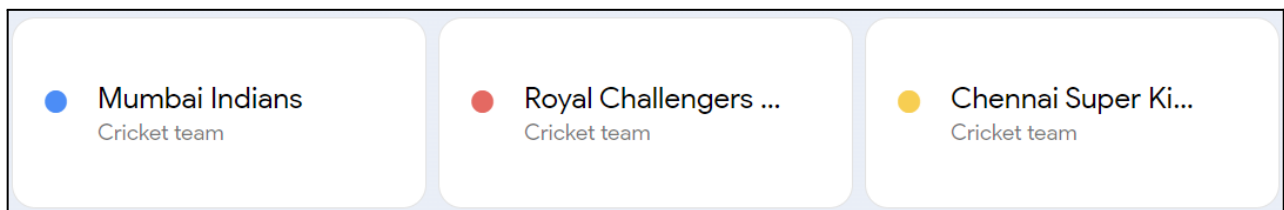India Past 7 days Search of the following topics
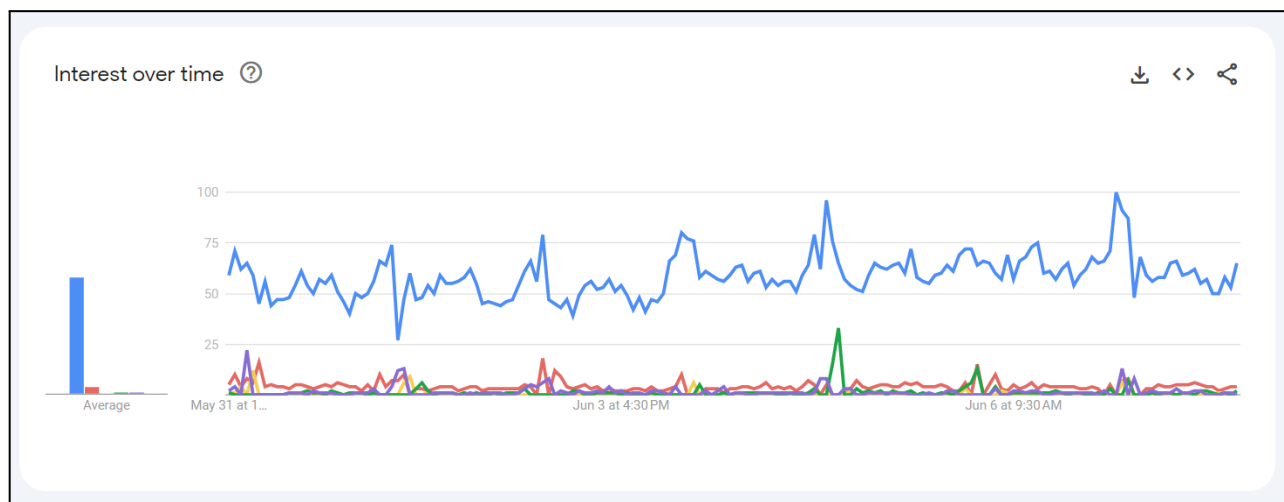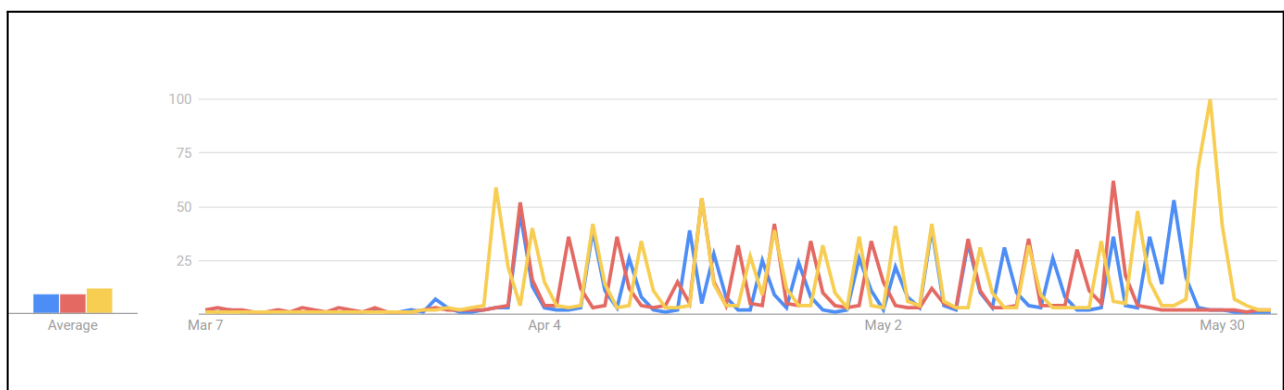

Interest of the topics over time

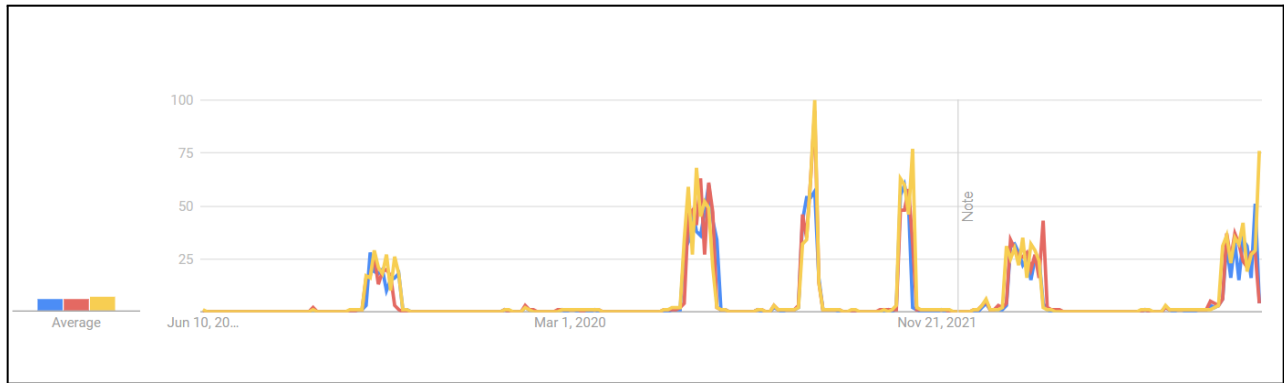News search analytics for past 7 days

2nd Keyword

Franchise Cricket Team Search Analytics
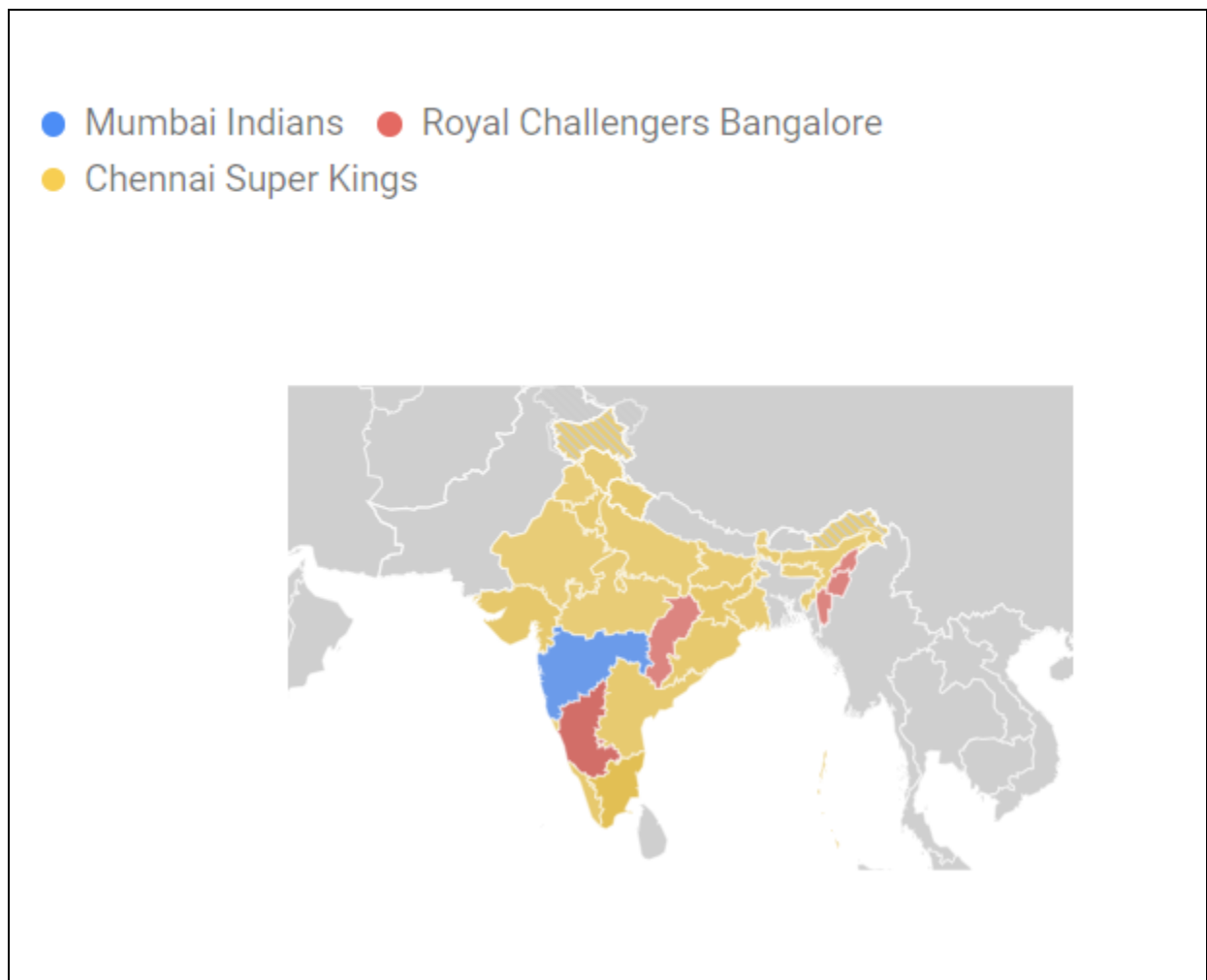

Teams and their colors in comparison

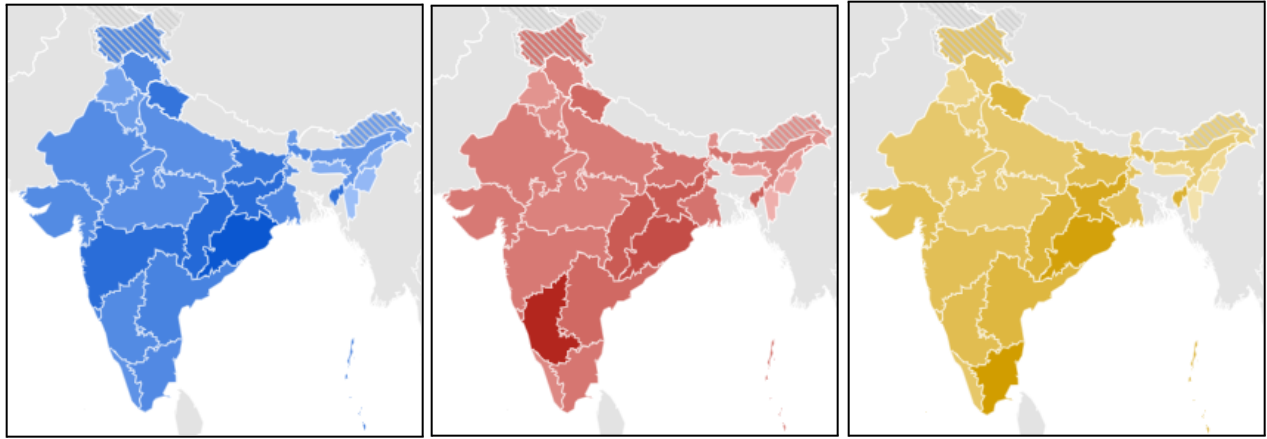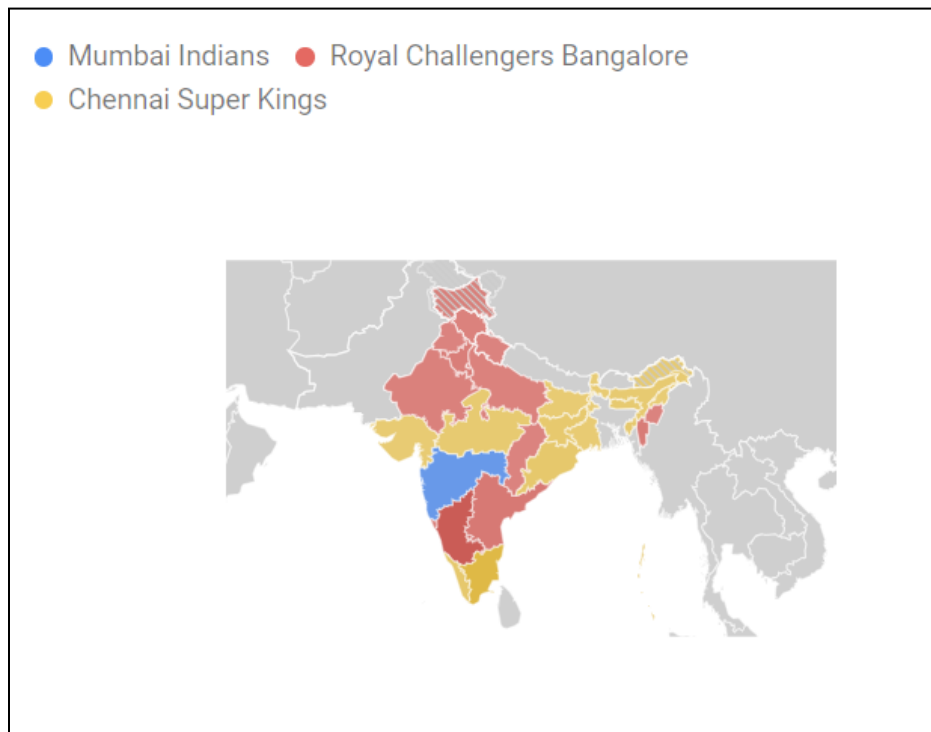Past 90 days Search Analytics

Past 5 years Search Analytics

Compared Breakdown by subregion showing highest interest by subregion

Interest Shown Across India In Region Wise intensity graph for each team

Compared Breakdown by subregion showing highest interest
For Youtube search