

Understanding: UrbanScape Apparel SEO Performance Final Dataset

Company: BrightWave Digital

Department: Digital Marketing & SEO Team

Industry: E-commerce (fashion and lifestyle products)

Brand: UrbanScape Apparel

Story

BrightWave Digital is a fast-growing digital marketing agency that handles full-spectrum SEO, SEM, and content marketing for various clients. The SEO team is tasked with pushing UrbanScape Apparel, a sustainable fashion brand, to the top of the search rankings. The brand sells eco-friendly clothing and accessories aimed at environmentally conscious consumers in North America.

UrbanScape Apparel has recently expanded its product lines and introduced new collections, such as "Urban Outdoors" for hiking gear and "EcoActive" for athleisure. With increased competition in the eco-fashion market, BrightWave Digital's SEO team must optimize UrbanScape's site performance, monitor SEO metrics closely, and demonstrate measurable improvements in organic traffic and conversions.

Objectives

Improve rankings for high-intent keywords like "eco-friendly clothing" and "sustainable outdoor gear."

Boost organic traffic from both mobile and desktop devices.

Increase visibility through backlinks from high domain authority (DA) sites.

Optimize Core Web Vitals to ensure the site ranks higher in Google's search results.

The dashboard data includes traffic, keyword rankings, click-through rates (CTR), and other performance metrics to track how well the SEO efforts are contributing to the brand's growth.

Column Explanations

1. Date

Definition: The specific day for which the data is collected.

Importance: Allows tracking of daily trends and pinpointing specific dates of spikes or drops in performance.

2. Month

Definition: The month corresponding to the data being analyzed.

Importance: Helps in understanding monthly trends and seasonal patterns in traffic and user behavior.

3. Year

Definition: The year in which the data was recorded.

Importance: Essential for long-term trend analysis and year-over-year performance comparisons.

4. Quarter

Definition: The fiscal quarter (Q1, Q2, Q3, Q4) for the given data.

Importance: Useful for quarterly business reviews and strategy adjustments based on performance.

5. Time Of Day

Definition: The specific time range (e.g., morning, afternoon, evening) when the traffic or engagement was recorded.

Importance: Helps in understanding peak traffic times and optimizing content publishing schedules.

6. Primary Keywords

Definition: The main keywords targeted for SEO, typically with high search volume and relevance to the brand.

Importance: Crucial for understanding the focus of the SEO strategy and the effectiveness of ranking for these terms.

7. Secondary Keywords

Definition: Additional keywords that complement primary keywords, often with lower competition and specific niches.

Importance: Provides insights into secondary areas of focus that can still drive significant traffic and conversions.

8. Long-Tail Keywords

Definition: More specific keyword phrases usually consisting of three or more words, targeting niche search queries.

Importance: Important for attracting highly targeted traffic and often associated with higher conversion rates.

9. Location

Definition: Geographic region (e.g., city, state, country) from where the traffic is coming.

Importance: Helps in understanding regional performance and tailoring content or promotions to specific markets.

10. Social Media Source

Definition: The social media platform (e.g., Instagram, Pinterest) from which traffic is referred to the site.

Importance: Measures the impact of social media channels on website traffic and engagement.

11. Media Type

Definition: The format of the media content (e.g., image, video, article) driving traffic.

Importance: Analyzes which media types resonate best with the audience and contribute to higher engagement.

12. Device Type

Definition: The type of device used by visitors (e.g., mobile, desktop, tablet) to access the website.

Importance: Essential for optimizing user experience across different devices and identifying potential issues.

13. Organic Traffic

Definition: The number of visitors coming to the site through unpaid search results.

Importance: Shows how well the site is performing in attracting users through SEO efforts without relying on paid advertising.

14. Keywords Ranking

Definition: The position of targeted keywords in search engine results pages (SERPs).

Importance: Indicates the effectiveness of SEO strategies in improving keyword visibility and competitiveness.

15. Clicks

Definition: The number of times users click on the site's links from search results.

Importance: Reflects user interest and relevance of the search snippets or ads shown to users.

16. Impressions

Definition: The number of times a site appears in search results for a specific keyword.

Importance: High impressions with low clicks may indicate the need to improve titles or meta descriptions.

17. CTR (%)

Definition: Click-through rate, calculated as the percentage of clicks out of total impressions.

Importance: A key metric to measure how effectively a site's listings attract clicks from search results.

18. Average Position

Definition: The average rank of a site's pages in search engine results for targeted keywords.

Importance: Helps in assessing overall keyword performance and the effectiveness of SEO efforts.

19. Backlinks

Definition: The number of inbound links from other websites pointing to the site.

Importance: An important factor in SEO that contributes to domain authority and search rankings.

20. Domain Authority

Definition: A score (typically out of 100) that predicts how well a site will rank in search results.

Importance: Higher domain authority can lead to better ranking potential and improved SEO performance.

21. Bounce Rate (%)

Definition: The percentage of visitors who leave the site after viewing only one page.

Importance: Indicates the effectiveness of landing pages and user engagement. High bounce rates may signal issues with page content or usability.

22. Pages per Session

Definition: The average number of pages a visitor views during a single session on the site.

Importance: Higher values suggest better user engagement and content relevance.

23. Organic vs Paid Traffic Split (%)

Definition: The proportion of visitors coming from organic search versus paid ads.

Importance: Provides insights into the reliance on paid search and the effectiveness of organic SEO strategies.

24. Organic Traffic Growth Rate (%)

Definition: The percentage increase or decrease in organic traffic over a specified period.

Importance: A key metric to measure the success of SEO efforts in driving more organic visitors.

25. Conversion Rate (%)

Definition: The percentage of site visitors who complete a desired action (e.g., purchase, sign-up).

Importance: Indicates the effectiveness of the site in converting visitors into customers or leads.

26. Goal Completions

Definition: The total number of times predefined goals (e.g., form submissions, purchases) are completed on the site.

Importance: Measures the achievement of business objectives and site performance in driving desired actions.

27. Average Session Duration (sec)

Definition: The average amount of time a user spends on the site in a single session.

Importance: Indicates how engaging the site content is and whether it meets user expectations.

28. New vs Returning Visitors (%)

Definition: The ratio of first-time visitors to returning visitors.

Importance: Helps in understanding audience loyalty and the effectiveness of retention strategies.

29. Exit Rate (%)

Definition: The percentage of users who leave the site from a particular page.

Importance: Highlights which pages may be causing users to leave the site, signaling a need for improvement.

30. Top Landing Pages

Definition: The pages on the site that receive the most traffic as entry points.

Importance: Identifies high-performing pages and potential areas for optimization.

31. Keyword Difficulty

Definition: A score indicating how hard it is to rank for a specific keyword based on competition and search volume.

Importance: Helps prioritize keyword targeting and SEO efforts based on competitiveness.

32. CPC for Paid Keywords (\$)

Definition: The average cost-per-click for the site's paid keywords.

Importance: Helps in budgeting for paid campaigns and understanding the financial impact of targeting high-value keywords.

33. Indexed Pages

Definition: The number of pages from the site indexed by search engines.

Importance: A larger number of indexed pages can increase the site's visibility and the potential for ranking for multiple keywords.

34. Mobile vs Desktop Traffic Split (%)

Definition: The proportion of traffic coming from mobile devices versus desktop devices.

Importance: Essential for optimizing user experience and site performance across different devices.

35. Organic Revenue (\$)

Definition: The revenue generated from organic search traffic.

Importance: Directly correlates SEO performance to business outcomes and financial success.

36. Page Load Time (sec)

Definition: The average time it takes for a page to fully load.

Importance: A critical factor in user experience and SEO, as slower load times can lead to higher bounce rates and lower rankings.

37. Core Web Vitals - LCP (sec)

Definition: Largest Contentful Paint, measures loading performance and time taken for the largest content element to be visible.

Importance: A key metric for evaluating page speed and user experience.

38. Core Web Vitals - FID (ms)

Definition: First Input Delay, measures the time it takes for a page to become interactive.

Importance: Important for assessing interactivity and responsiveness, impacting user experience.

39. Core Web Vitals - CLS

Definition: Cumulative Layout Shift, measures visual stability and the extent to which the page layout shifts during loading.

Importance: Affects user experience; large shifts can frustrate users and negatively impact SEO rankings.

40. Social Shares

Definition: The number of times site content is shared on social media platforms.

Importance: Indicates content popularity and social engagement, contributing to brand visibility and referral traffic.

41. Referral Traffic

Definition: The number of visitors coming to the site from other websites.

Importance: Shows the impact of partnerships, social media, and backlinking efforts on site traffic.

42. Technical SEO Errors

Definition: Issues such as broken links, duplicate content, and missing metadata that can affect site performance and SEO.

Importance: Identifying and fixing these errors is crucial for maintaining site health and improving search rankings.

43. Bounce Rate by Device - Mobile (%)

Definition: The percentage of mobile visitors who leave the site after viewing only one page.

Importance: Indicates mobile user experience quality and can signal issues specific to mobile site optimization.

44. Time to First Byte (TTFB) (ms)

Definition: The time it takes for the server to respond with the first byte of data.

Importance: Affects site speed and user experience; faster TTFB can improve page load times and SEO performance.

These columns provide a holistic view of UrbanScape Apparel's SEO performance, tracking key metrics like traffic, engagement, revenue, and technical health. Each data point offers valuable insights that can be used to improve search engine rankings, optimize user experience, and ultimately drive business growth.

This dataset is suitable for both beginners and advanced data analysts, helping them explore and visualize critical SEO metrics.