Week 7 Discussion

Discuss SEO (Search Engine Optimization) and Google Analytics Tracking Code. If you are a business owner and have your own website, what are the top three keywords and phrases you will choose in your advertising campaign? If you do not have a business or a website, consider listing keywords for a website that you would consider having in the future.

Google Analytics is a web analytics service that offers data and fundamental analytical capabilities for marketing and search engine optimization (SEO) needs. Search engine optimization is the process of collecting, tracking, and analyzing website data to build a website’s organic traffic and increase conversions. We can analyze the data using analytical tools. One of the analytical tools is google analytics.

Google Analytics tracking code is a unique identifier that allows google analytics to collect data when a user is inserted into a website. Google Analytics is a web analytics and SEO tool that provides advanced statistics and basic analytical tools for website optimization and marketing. Google Analytics will give you the best results when combined with other tools. According to the companies we surveyed, SEOs use at least 2 additional tools along with GA to measure SEO performance.