



SEO AUDIT - data analytics

Final Project

Katie Rushford

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Online Marketing Terminology

The following marketing terms will be used throughout the presentation

SEO	Search engine optimisation: making your website readable and reliable for Google etc
Search Query	The word or phrase a person typed into Google Search
Impression	The count of times your website appeared in a person's search result
Click	The count of times a person clicked on your website from the search results
Click Through Rate (CTR)	Percentage of times a person clicked on your website vs its impressions (clicks/impressions)
Position or Rank	Location on search result page, counted from top to bottom, 4 paid and 10 organic results per page
Segment	Categorisation of search queries
Cluster & <u>Sub Cluster</u>	Categorisation of website pages

Objectives

Improve page rank in order and acquire more **organic** traffic by...

SHORT TERM

... identifying easily-implementable, high-impact opportunities in keywords and pages.



LONG TERM

... developing an automated, iterable report highlighting search trends in priority markets to build a SEO strategy.



ANALYSIS



>1K

Search Queries

>1K

Website Pages

239

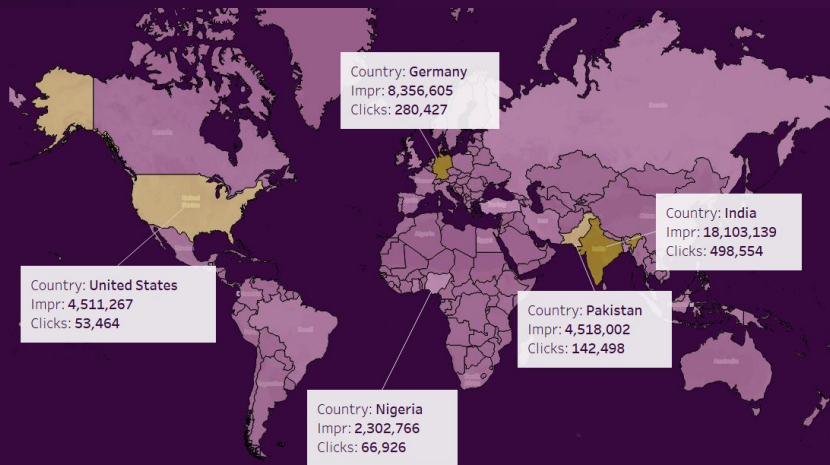
Countries/Regions

>119 M

Impressions over 12 months

India, Pakistan, Germany & USA dominate traffic

Top countries by impressions



Nigeria attracted more clicks in the last 12 months than the USA

USA vs Germany

400%

Population

54%

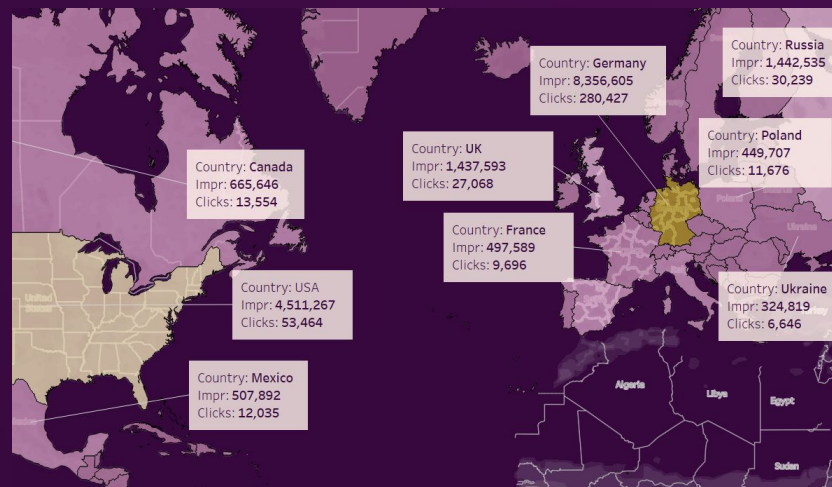
Impressions

19%

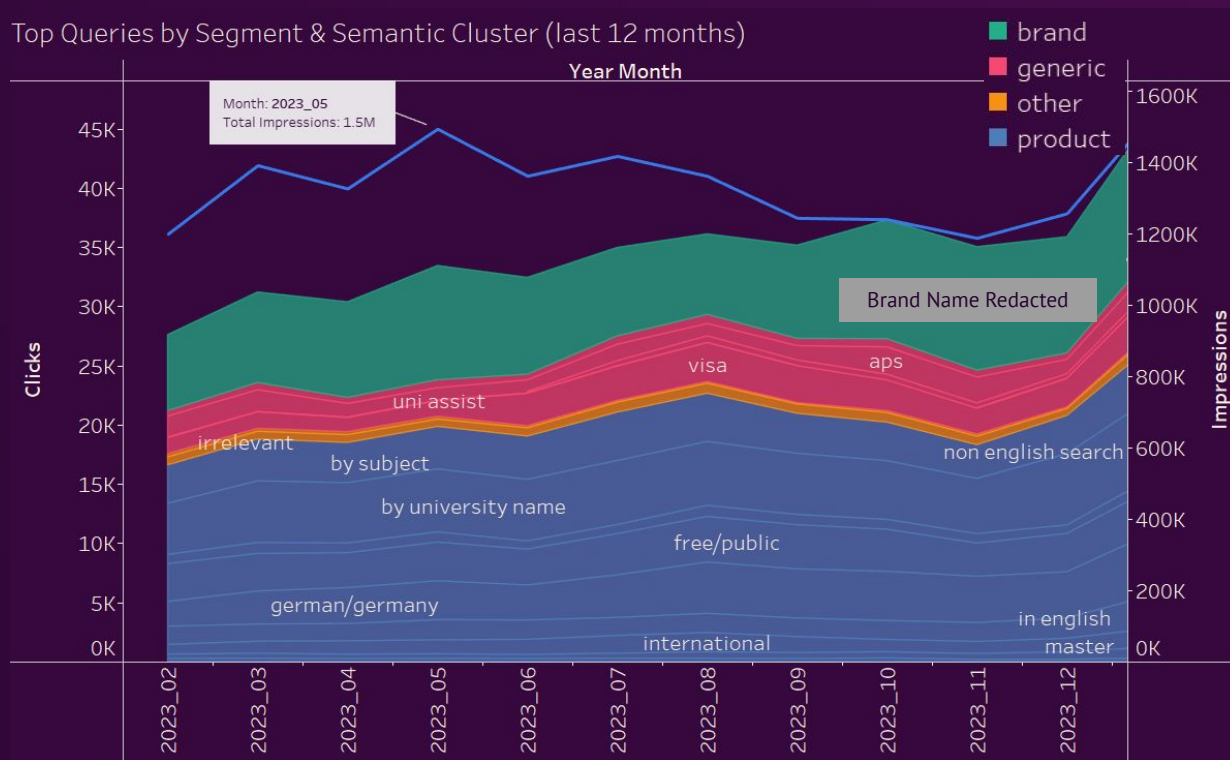
Traffic



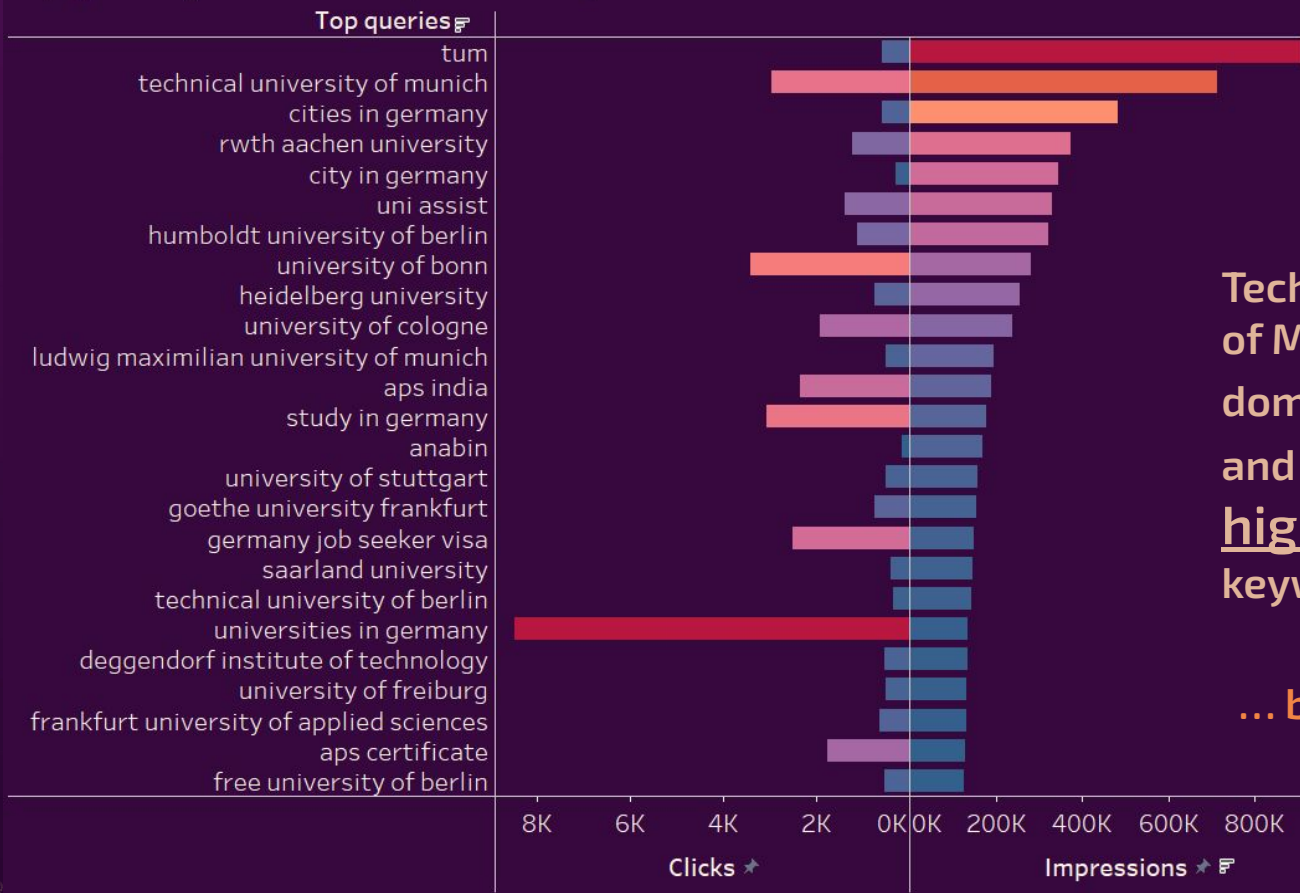
Priority markets by clicks



Traffic saw growth throughout the year, evenly throughout the categories



Top queries (last 12 months, excl. Brand)

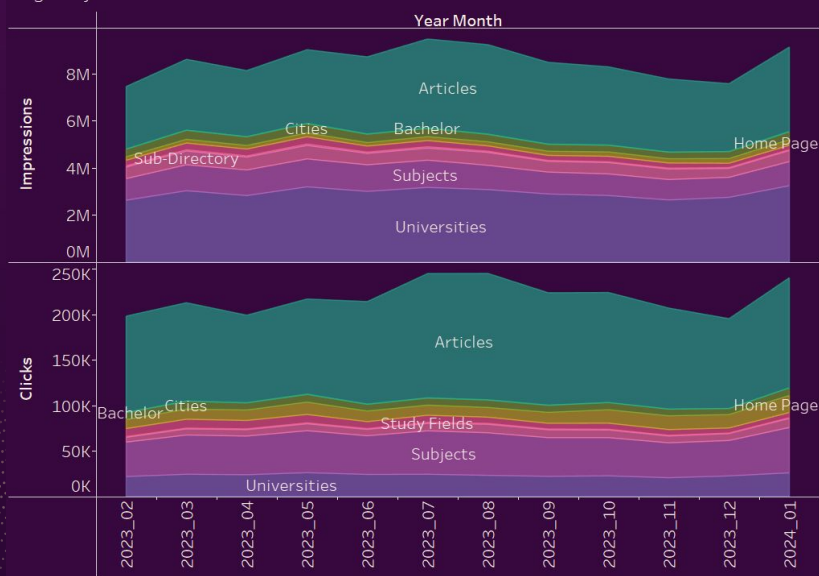


Technical University of Munich is dominating the first and second highest searched keywords...

... but fail to capture the clicks

Which web pages attract the most users?

Pages by Cluster



Articles

Most impressions and clicks

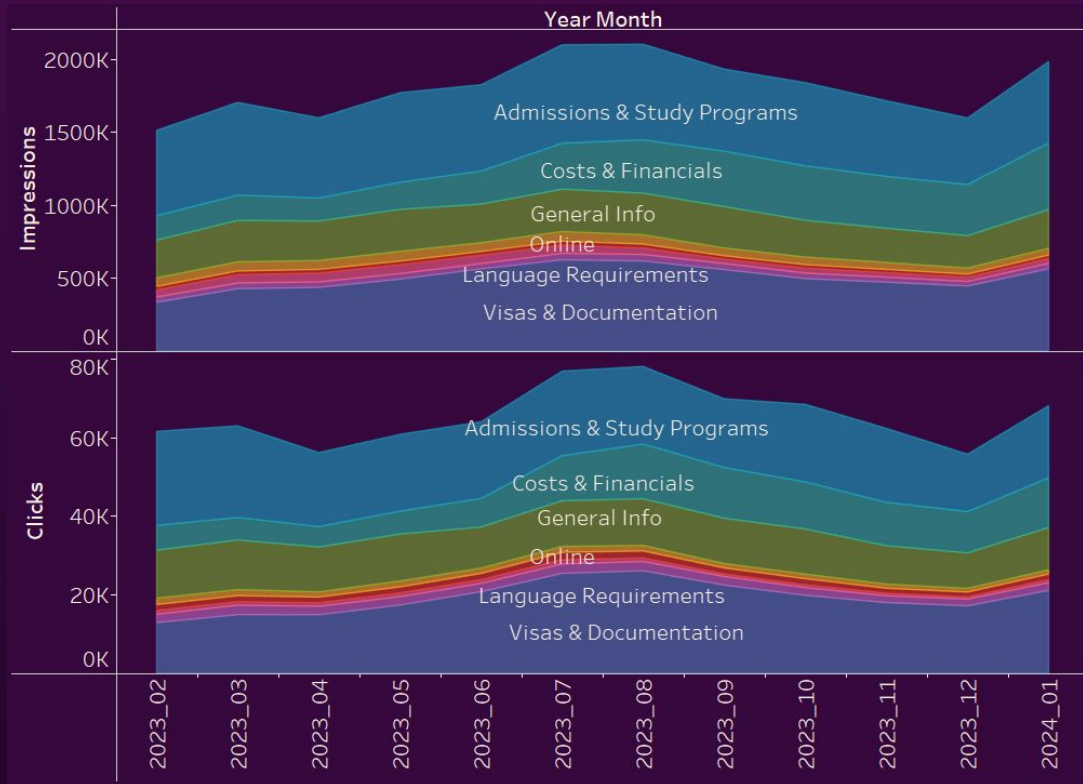
Universities

Large search volume but low CTR, most likely due to competing directly with the universities for top keywords

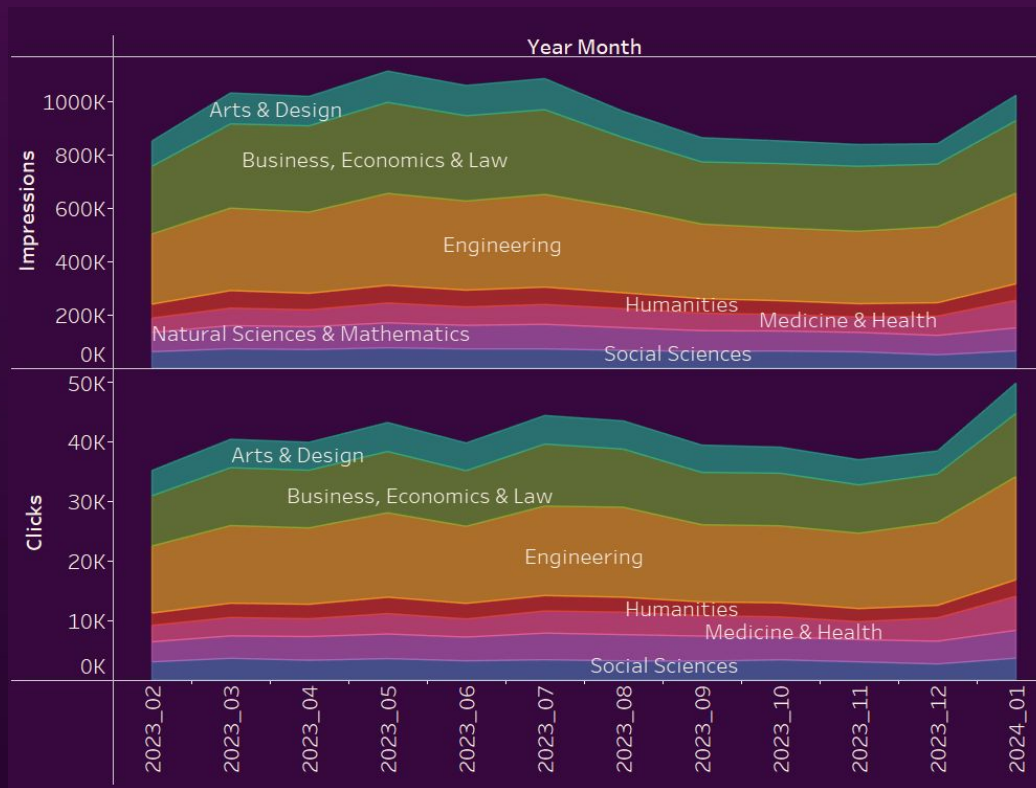
Subjects

Indexing higher for clicks than impressions

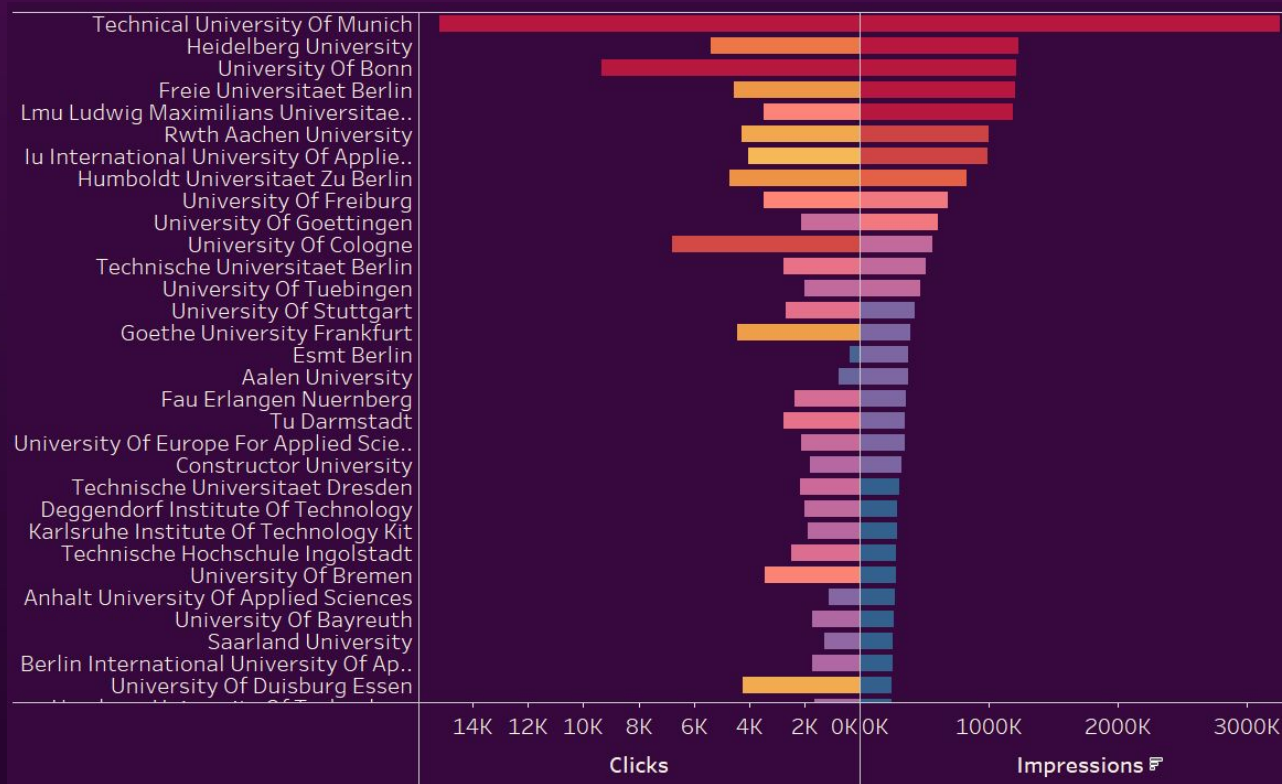
Deep Dive: Articles



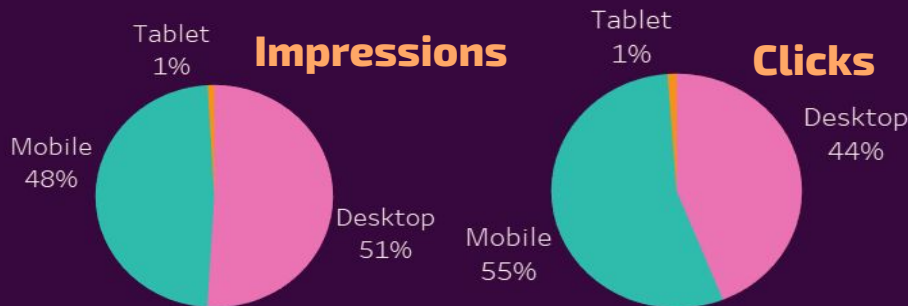
Deep Dive: Subjects



Deep Dive: Universities

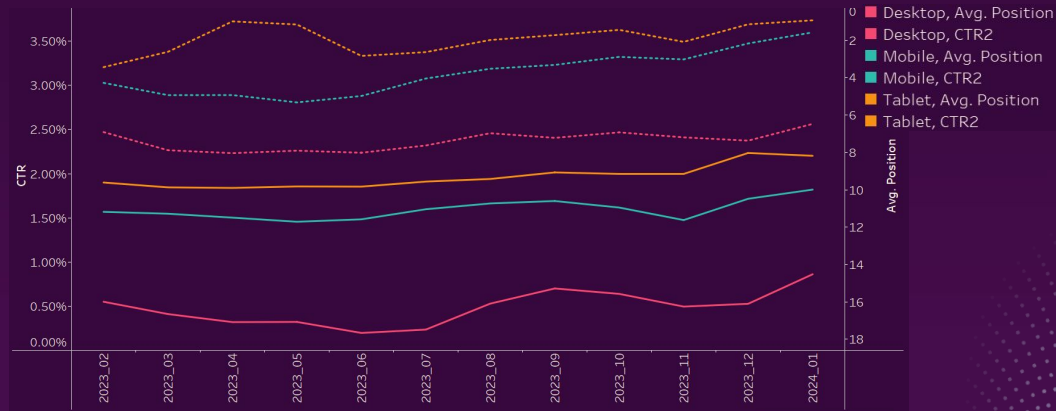


Performance by Device

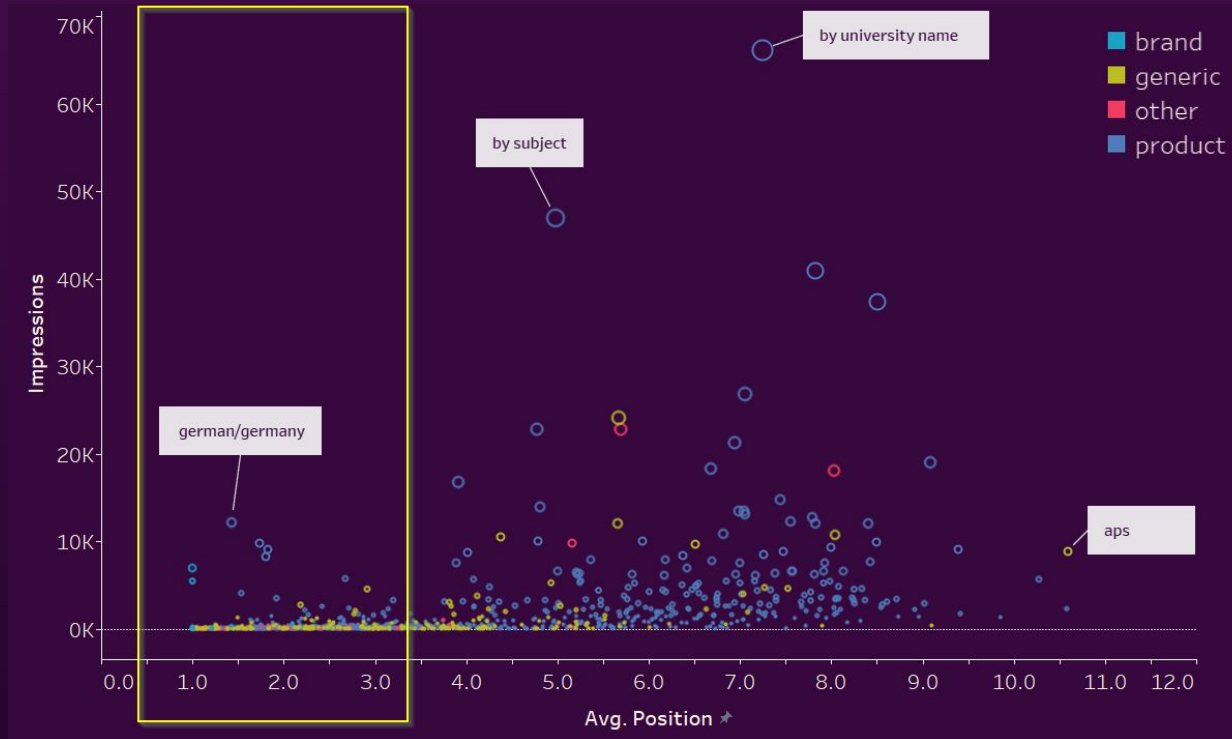


~50% of research is taking place on mobiles

Already steady improvements in position and click through rate



Opportunities lie in raising product keywords to top 3 positions



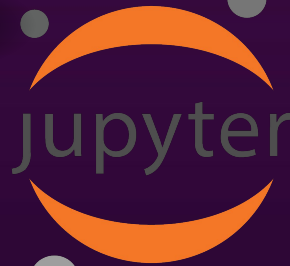
Recommendations

	SHORT TERM	LONG TERM
ACTION 1	Implement labels in Google Analytics of macro and micro clusters for visibility on performance by theme	Harness existing domain authority to improve rank in more competitive themes
ACTION 2	Focus on rank by cluster separately for queries and pages, by device and region	Build a Europe strategy
ACTION 3	Build a strategy to dominate in less competitive themes and regions	Quarterly checks of new trends and plan content accordingly

TECH, CREDIT & RESOURCES



Google Search Console



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Thank you!

Do you have any questions?

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