

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

Docente: Shadi Lahham

Digital Marketing

Google tools

Shadi Lahham - Web development

Google pagespeed insights

Google pagespeed insights

[Google pagespeed insights](#) analyzes the page load speed of a website and provides recommendations for improvement, helping to ensure fast loading times to enhance user experience and search engine rankings

the tool analyzes load speed on both mobile and desktop, offering speed scores and specific recommendations for improving site performance

Google pagespeed insights

Performance analysis and scoring

separate speed scores are provided for mobile and desktop versions, along with a detailed breakdown of load time metrics, highlighting areas requiring improvement

Optimization suggestions

actionable recommendations are offered to enhance load times, such as reducing large images or optimizing code, with prioritization guided by insights on impactful changes

User experience and SEO impact

faster load times improve user experience and can positively influence search engine rankings, as websites with quicker speeds are prioritized

Real-world performance data

insights are based on actual user experiences when available, providing an accurate understanding of website performance under real conditions

Google lighthouse

Google lighthouse

[Google lighthouse](#) is an open-source tool that performs a comprehensive audit of a website's performance, accessibility, seo, and best practices

it provides actionable insights and detailed feedback to help improve the overall quality of web pages

Google lighthouse

Comprehensive audit

evaluates performance, accessibility, SEO, best practices, and PWA functionality

Actionable reports

provides scores and recommendations to improve site quality and performance

Performance & accessibility

analyzes load times and detects accessibility issues for better user experience

SEO & best practices

ensures compliance with web standards and includes SEO checks for better visibility

Pagespeed insights vs lighthouse

Scope

PageSpeed Insights focuses solely on page load speed, while Google Lighthouse offers a comprehensive audit of SEO, performance, accessibility, and best practices

Details

PageSpeed Insights provides speed-related optimization suggestions, whereas Lighthouse delivers more detailed audits, including accessibility and SEO

Integration

PageSpeed Insights is primarily a web tool, while Lighthouse can be run via Chrome DevTools, as a Node module, or online

Google analytics

Google analytics

[Google analytics](#) is a tool that provides detailed insights into website traffic, including traffic sources, user behavior, demographics, and conversion rates, helping to understand how visitors interact with the site

google analytics helps identify areas for improving overall online presence by tracking user engagement with a site, enabling data-driven decisions to optimize both organic and paid campaigns

to use google analytics, set up an account and add the tracking code to the website, allowing it to collect and analyze data

Google analytics

Audience insights

gain insights into visitor demographics, interests, and behaviors

Acquisition reports

identify how users are discovering the website

Analyze user behavior

understand how users interact with the website, from initial ad clicks to conversions

Track campaign performance

measure the effectiveness of SEM campaigns by tracking key metrics such as clicks, impressions, and conversions

Conversion tracking

set up and monitor goals to track key actions on the site

Try

Use [Google PageSpeed Insights](#) and [Google Lighthouse](#) to analyze a page for both desktop and mobile and review the compare the various recommendations

www.kedos-srl.it

synesthesia.it

enhancers.it

www.pharmercure.com

www.its-ictpiemonte.it

Try

Use the google analytics demo account to explore the tool and learn to know the various sections

[Demo account - Analytics Help](#)

References

Pagespeed insights

[Google pagespeed insights: what it is & how to boost your score](#)

[Is 100/100 pagespeed score enough?](#)

Lighthouse

[Google lighthouse: what it is & how to use it](#)

Google analytics

[14 best google analytics alternatives for powerful data gathering](#)

[Google search console vs google analytics: what's the difference?](#)