

# Project 3: SEO Dashboard

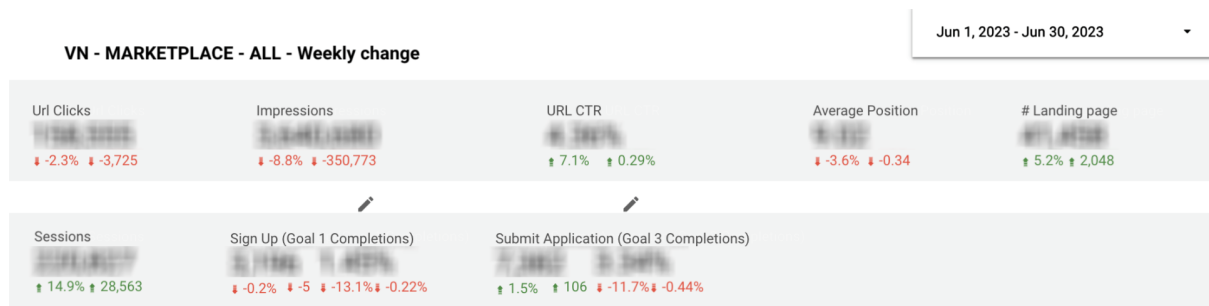
## Overview

- **Goal:** Provide an overview in SEO performance in traffic and conversion tracking.
- **Description:** Using Looker Studio to connect with Google Analytic, Google Search Console, Data Lake to build a dashboard to detect changes and track performance.
- **Team size:** 1
- **Responsibilities:**
  - Communicated with SEO team to get all the requirements
  - Collected data from multiple sources: Google Analytic, Google Search Console, Internal Data Lake, Big Query
  - Visualized data on Looker Studio
  - Maintained if there's any change in data source
- **Result:** The dashboard has been used for SEO weekly meeting.

## Key Responsibilities and Contributions

Based on SEO team with responsibilities, the report has different section in this order:

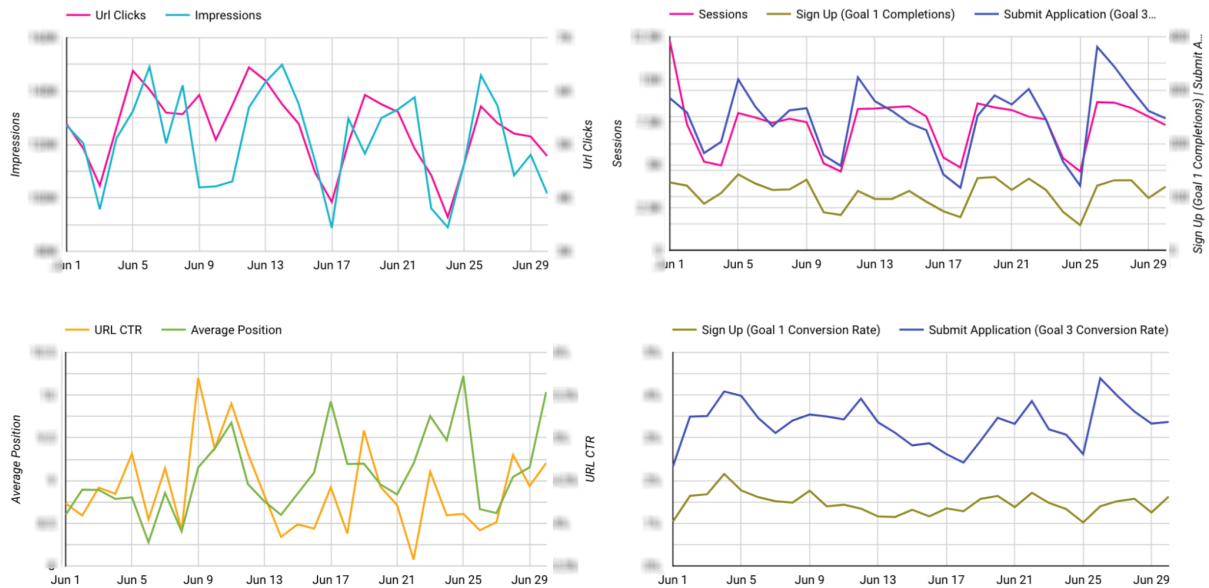
### 1. Weekly monitoring of organic traffic.



This section serves as the pulse of our SEO efforts, displaying key metrics such as Clicks, Impressions, CTR%, Avg. Position, #Landing page, Sessions, Sign Up, and Submit Application on a weekly basis.

The real-time tracking and the changes of each metric in absolute number and percentage helps in promptly identifying any fluctuations and making informed decisions.

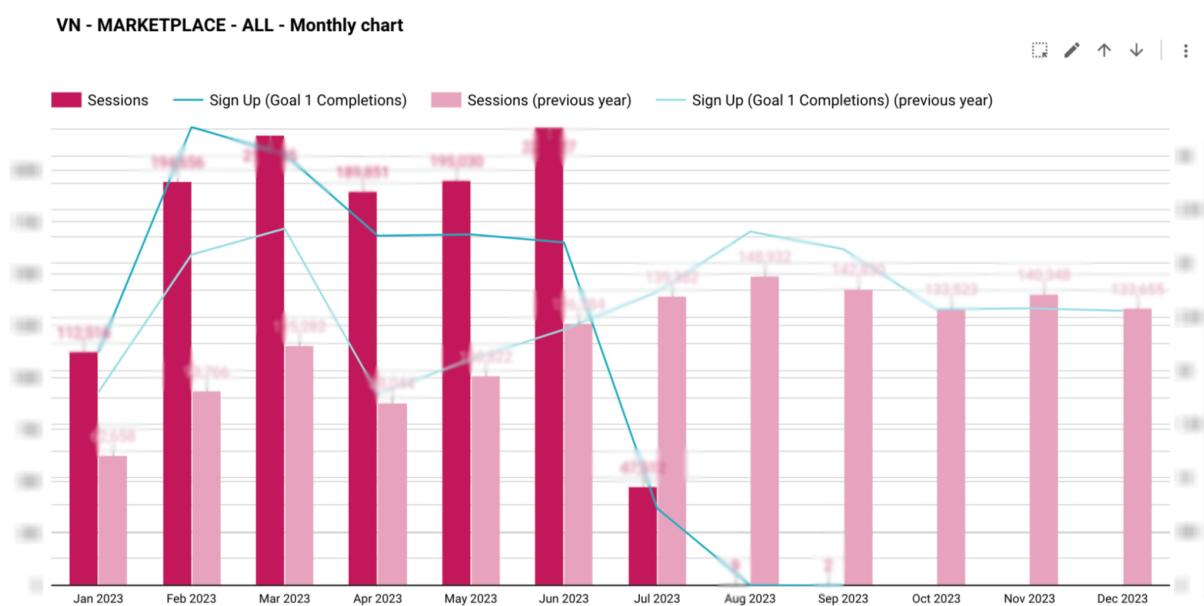
## 2. Identifying trends to devise new strategies. Swiftly detecting unusual signs of SEO performance.



By presenting the latest monthly trends on a weekly basis for our main metrics, we create a valuable tool for the SEO team.

This approach allows us to stay ahead of the curve, swiftly catching any changes and enabling the team to devise new strategies to capitalize on emerging opportunities or mitigate potential issues.

## 3. Tracking monthly targets.



This section not only visualizes our progress towards achieving current monthly targets but also incorporates a crucial comparative element by analyzing performance against the same month in the previous year.

By comparing current data with historical benchmarks, we gain a deeper understanding of trends and potential external factors, especially seasonality influencing our SEO performance.

4. Analyzing the sources of traffic.

VN - MARKETPLACE - ALL - Weekly - Blend GA and GSC

Landing Page

Contains 

Enter a value

Landing Page

Landing Page	Sessions	% Δ	Sign Up (Goal 1 Completions)	Sign Up (Goal 1 Conversion Rate)	Submit Application (Goal 3 Completions)	Submit Application (Goal 3 Conversion Rate)	Url Clicks	% Δ	Impressions	% Δ	URL CTR	% Δ	Average Position	Δ
1... gbltkc.com/vn/submit-application/submit...	1,245	112.4%	285	23.0%	245	19.7%	11,450	112.4%	11,450	112.4%	10.0%	112.4%	10.0%	112.4%
2... gbltkc.com/vn/submit-application/submit...	1,180	108.2%	260	22.0%	220	18.7%	10,800	108.2%	10,800	108.2%	9.3%	108.2%	9.3%	108.2%
3... gbltkc.com/vn/submit-application/submit...	1,050	78.5%	240	22.9%	210	20.0%	9,500	78.5%	9,500	78.5%	9.8%	78.5%	9.8%	78.5%
4... gbltkc.com/vn/submit-application/submit...	1,245	48.2%	180	14.5%	160	12.9%	11,450	48.2%	11,450	48.2%	9.6%	48.2%	9.6%	48.2%
5... gbltkc.com/vn/submit-application/submit...	980	21.5%	11	1.1%	97	9.7%	9,800	21.5%	9,800	21.5%	9.7%	21.5%	9.7%	21.5%
6... gbltkc.com/vn/submit-application/submit...	840	20.0%	150	17.9%	130	15.5%	8,400	20.0%	8,400	20.0%	10.7%	20.0%	10.7%	20.0%
7... gbltkc.com/vn/submit-application/submit...	820	9.2%	8	1%	81	9.7%	8,200	9.2%	8,200	9.2%	11.1%	9.2%	11.1%	9.2%
8... gbltkc.com/vn/submit-application/submit...	420	48.2%	10	2.38%	8	1.9%	4,200	48.2%	4,200	48.2%	10.0%	48.2%	10.0%	48.2%
9... gbltkc.com/vn/submit-application/submit...	390	20.1%	100	25.6%	107	27.4%	3,900	20.1%	3,900	20.1%	25.6%	20.1%	25.6%	20.1%
Grand Total	2045,607	100.0%	30,286	14.82%	21,880	10.70%	1945,4400	100.0%	19,454,4400	100.0%	10.00%	100.0%	10.00%	100.0%

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VN - MARKETPLACE - ALL - Weekly - Top 10 Landing Pages

Landing Page

Contains 

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Landing Page

Landing Page	Url Clicks	Δ	Impressio...	Δ	URL CTR	Δ	Average Posi...	Δ
1. https://gbltkc.com/vn/submit-application/submit...	11,450	112.4%	11,450	112.4%	10.0%	112.4%	10.0%	112.4%
2. https://gbltkc.com/vn/submit-application/submit...	10,800	108.2%	10,800	108.2%	9.3%	108.2%	9.3%	108.2%
3. https://gbltkc.com/vn/submit-application/submit...	9,500	78.5%	9,500	78.5%	9.8%	78.5%	9.8%	78.5%
4. https://gbltkc.com/vn/submit-application/submit...	9,800	21.5%	9,800	21.5%	9.7%	21.5%	9.7%	21.5%

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VN - MARKETPLACE - ALL - Weekly - Top 10 Queries

Query

Contains 

Enter a value

Query

Query	Url Clicks	Δ	Impressio...	Δ	URL CTR	Δ	Average Posi...	Δ
1. submit-application/submit...	11,450	112.4%	11,450	112.4%	10.0%	112.4%	10.0%	112.4%
2. submit-application/submit...	10,800	108.2%	10,800	108.2%	9.3%	108.2%	9.3%	108.2%
3. submit-application/submit...	9,500	78.5%	9,500	78.5%	9.8%	78.5%	9.8%	78.5%
4. submit-application/submit...	9,800	21.5%	9,800	21.5%	9.7%	21.5%	9.7%	21.5%
5. submit-application/submit...	9,800	21.5%	9,800	21.5%	9.7%	21.5%	9.7%	21.5%

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Delving into the sources of our organic traffic, we identify top-performing Landing Pages and Queries. This detailed analysis helps in understanding where our audience is most engaged, allowing us to optimize content and strategies accordingly for maximum impact.

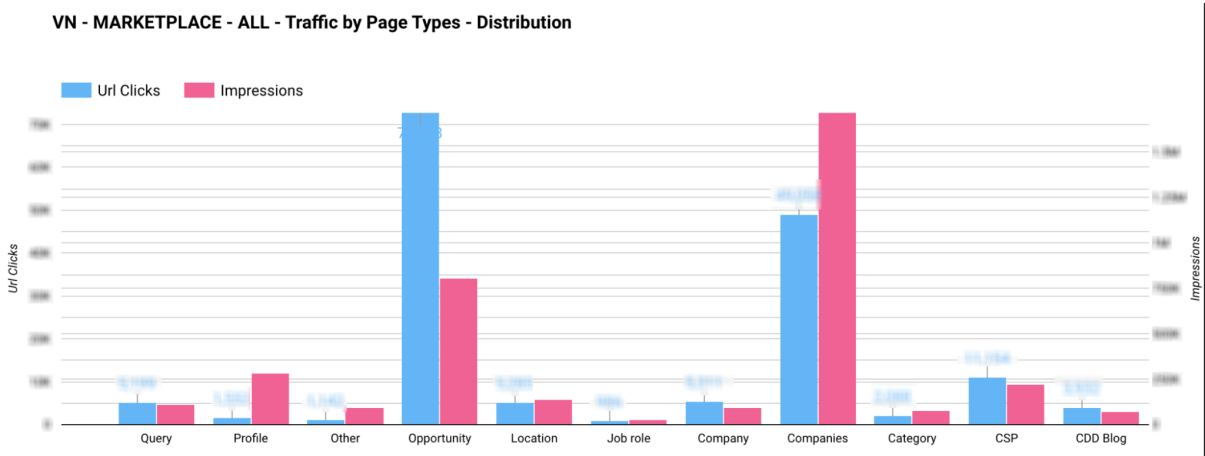
5. Monitoring performance based on page types.

Jun 1, 2023 - Jun 30, 2023

**VN - MARKETPLACE - Traffic by Page Types - Weekly change - GA**

Page Type	Sessions...	% Δ	Users	% Δ	Sign Up ...	% Δ	Sign Up (...)	% Δ	Submit ...	% Δ	Submit ...	% Δ	# Landin...	% Δ
1... Other	26,379,149	+11.4%	9,359,758	+11.1%	126,414	+11.1%	8,389	+8.3%	76,473	+10.2%	11,386	+8.2%	124,124	+8.2%
2... CDD Blog	11,458,082	+8.2%	11,289,217	+8.2%	1899	+8.3%	8,811	+8.2%	1899	+1.1%	8,811	+8.2%	53,899	+8.2%
3... Opportunity	988,111	+8.1%	712,889	+8.4%	11,899	+18.7%	3,111	+2.1%	5,288	+8.4%	5,288	+8.2%	251,899	+1.2%
4... Companies	483,142	+28.2%	791,281	+28.2%	4831	+88.2%	8,281	+28.2%	7942	+28.2%	8,281	+8.2%	181,188	+8.4%
5... CSP	188,218	+18.2%	188,218	+188.2%	228	+288.2%	11,28	+11.2%	4878	+188.2%	4878	+18.2%	2,278	+288.2%
6... Company	91,898	+8.7%	91,898	+7.2%	89	+18.8%	8,898	+18.8%	1898	+8.8%	11,898	+18.2%	2,898	+8.1%
7... Query	48,217	+28.4%	48,217	+28.4%	89	+28.2%	1,898	+28.2%	189	+28.2%	3,89	+7.8%	4817	+28.2%
8... Location	48,218	+88.2%	48,218	+88.1%	117	+8.2%	8,217	+28.2%	28	+88.2%	8,217	+18.2%	1171	+7.8%
9... Profile	31,891	+28.1%	31,891	+28.1%	288	+18.8%	8,281	+28.2%	1217	+11.8%	8,217	+18.8%	318	+28.2%
1... Category	31,891	+28.2%	31,128	+28.2%	28	+8.2%	8,217	+11.2%	82	+8.2%	8,217	+18.2%	487	+2.2%
Grand total	91,279,881	+8.4%	91,779,889	+8.2%	271,899	+8.8%	8,482	+18.8%	881,897	+18.1%	11,217	+8.1%	288,178	+8.4%

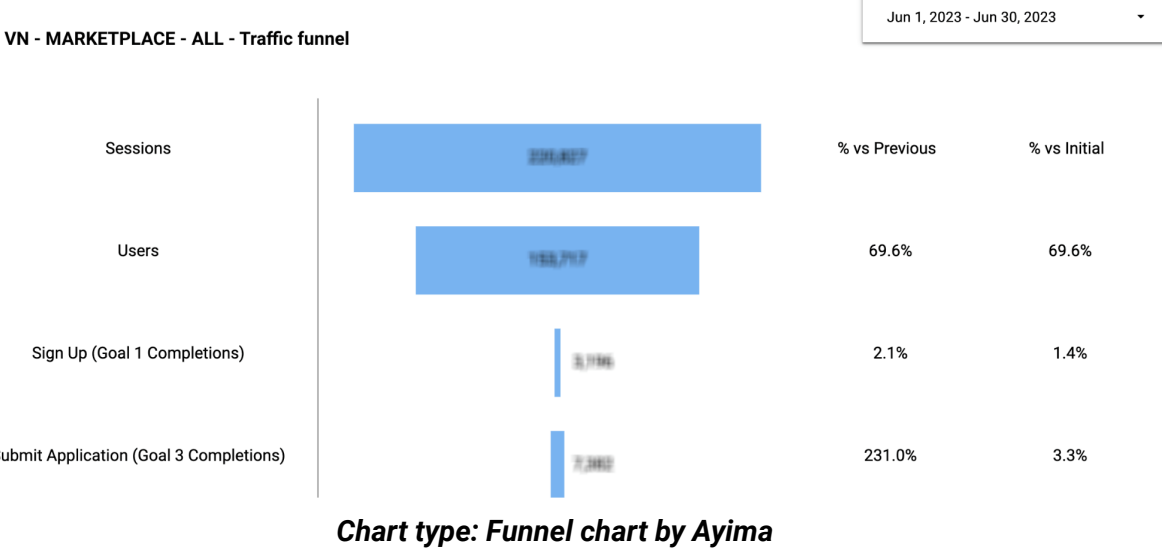
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Recognizing the unique characteristics of each page type, we tailor our plans based on individual performance.

By identifying which page types exhibit the best performance, we can efficiently allocate resources and efforts to enhance overall results. This section provides a strategic roadmap for optimizing different segments of our website.

6. Tracking the conversion rate from organic sessions to sign-up users.



The ultimate goal is to convert organic traffic into valuable sign-up users. This section employs a comprehensive funnel approach, breaking down the journey from organic sessions to sign-ups and application submissions.

Insights gained from this analysis empower the team to optimize the conversion process, increasing both sign-up and application numbers.

By structuring the report in this way, we ensure a holistic view of our SEO performance, providing actionable insights and a roadmap for continual improvement.