

Patta Q1

Meeting 2 maart 2017

Lopende zaken

- hosting korte termijn (stabiliteit) + middellange termijn (auto scaling)
- Support (releases capaciteit + issues)
- SAP

Specials deze meeting:

- Mobile theme (FrontEnd: Daan, Performance: Ray)
- Advanced SEO (Sibren)

SEO 1

Enhanced Ecommerce

What is it?
An official Google Analytics module that lets you track the performance of your e-commerce site. It provides a detailed view of your customers' shopping behavior, from the products they view to the items they add to their cart and the items they purchase. This data can be used to optimize your site for better conversion rates and to identify areas for improvement.

SEO 2

Enhanced Ecommerce

What is it?
An official Google Analytics module that lets you track the performance of your e-commerce site. It provides a detailed view of your customers' shopping behavior, from the products they view to the items they add to their cart and the items they purchase. This data can be used to optimize your site for better conversion rates and to identify areas for improvement.

SEO 3

Advanced Dynamic Rules

What is it?
A feature that allows you to create dynamic rules for your Google Analytics account. These rules can be used to filter out unwanted data, such as bot traffic, and to focus on the data that is most relevant to your business. This can help you to get a more accurate picture of your website's performance and to make better decisions about how to optimize your site.

SEO 4

Update Rich Snippets

Wat:

- uitroepen of de rich snippets compleet zijn
- consistentie update van recente technische details

Waarom:

- Google is belangrijk voor de website

Mobile

Presentatie mobile theme
• bespreking scherm
• live demo



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SEO 1



Statistical Engineering

SEO3
Advanced Dynamic
Web Analytics

SEO4

Update Rich Snippets

- analyse van de rich impetus complexen (n.v.)
- eventueel update naar recente ontwikkelingen

Mobile

Presentatie mobile theme
bespreking schermen
demo

- besprek
- live demo

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Mobile

Presentatie mobile theme

- bespreking schermen
- live demo

The left side of the slide features a series of overlapping, three-dimensional geometric shapes, primarily hexagons and pentagons, in shades of light blue and white. These shapes are arranged in a way that creates a sense of depth and perspective, with some shapes appearing to be in front of others. The background is a solid, vibrant blue.

Mobile frontend

Let me take you to: https://docs.google.com/presentation/d/1EjwvW1_y7MLA4_uTdlaTXmGnglwwpiuz38Do45JJZrk/edit?usp=sharing

Mobile

Performance before-after

www.patta.nl

Total page size: 1.5 MB

Requests: 105

dev.patta.nl

Total page size: 400.8 KB

Requests: 43

www.patta.nl/collections/

Total page size: 1.2 MB

Requests: 119

dev.patta.nl/collections/

Total page size: 377.9 KB

Requests: 47

www.patta.nl/accessories/patta-running-team-circle-logo-pin

Total page size: 815.3 KB

Requests: 94

dev.patta.nl/accessories/patta-running-team-circle-logo-pin

Total page size: 351.2 KB

Requests: 43

<https://snapshot.raintank.io/dashboard/snapshot/wWaod617QHYJDWsT4CWxwcA6vvp2Ds9Q>

SEO 1

Enhanced Ecommerce

Wat is het?

- uitgebreid en gedetailleerd meten van gedrag van customers
- dmv meesturen van sales data, promoties en product impressions met de GA pageviews en events tbv uitgebreide rapportages
- Meetbaar: Product Impressions, Product Clicks, Views of Product Details, Add/Remove from cart, Promotion views & Clicks, Checkout steps, options (ie shipping method), Purchase/transactions
- Gegevens: Bv product data = id, name, brand, category, variant, price, quantity

SEO2

Enhanced Ecommerce

Waarom?

- nauwkeurig inzicht in alle gemeten gedragsgegevens + aankoopgedrag
- gedetailleerd inzicht in campagnes
- en vooral: waarom users verdwijnen of juist aankopen doen
- uiteindelijk tbv:
 - verbetering site
 - conversie-verhoging

Hoe?

- Marketingpartij (SEA) verzorgt inrichting GA + marketingprofielen
- SD doet techniek + aanpassingen op basis van input marketingpartij

SEO3

Advanced Dynamic Rating

Wat is het?

- Sitebased review = Trustpilot /KiYoh
- Weergave van site-based review-cijfer in de meta descr van website
- (review-cijfer wordt periodiek gefetcht (api > feed) en in de html geïntegreerd dynamisch)

Waarom?

- SEO - google pikt dit op > ranking > conversie

Hoe?

fase 1 = toetsing inrichting huidige review-proces (aanwezig?)

fase 2 = implementatie van de tool zelf (verwerking review-cijfer in meta tag tbv google). Eerst voor site als geheel, eventueel later per productlijn



SEO4

Update Rich Snippets

Wat?

- nalopen of de rich snippets compleet zijn
- eventueel update nav recente ontwikkelingen

Waarom?

- Google > ranking > conversie

present



Mobile planning

- releasedatum
- eventuele aanpassingen > fase 2