

# Collecting User Search Queries Data

Website/SEO Assignments

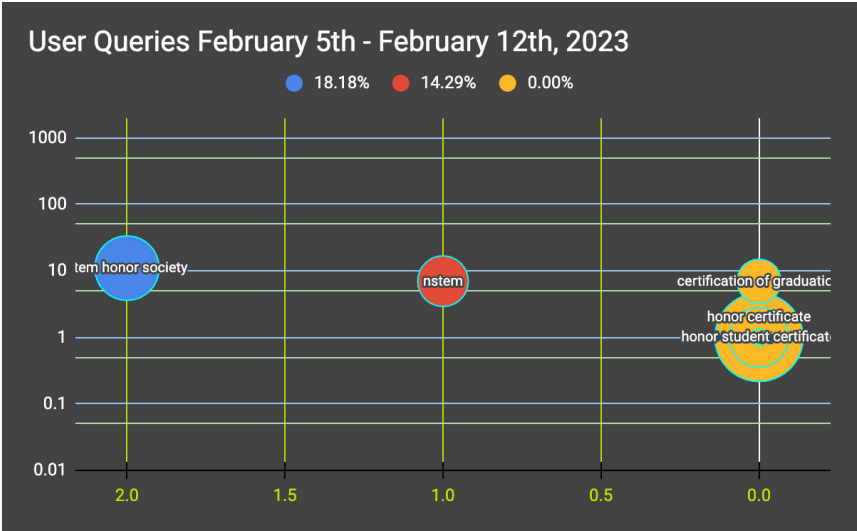
NAME: Tahiya Rahman

## About the Data

The purpose of the paper is to find out what trends people are searching for NSTEM search queries, what specific queries are showing large click-through rates, and from which keywords drive users to click on the NSTEM website. The observation of the dataset will show the results through evidence as charts and diagrams will help to find out the goals and objectives of the paper.

### Data over time and trends (February 5th - February 12th, 2023)

- Data by a closer look: The data showed that the “**nstem honor society**” created the highest search queries and landed the users to NSTEM website with a rate 18.18% and only search term “**nstem**” followed by the secondary highest rate 14.29%.



**Kommentar [1]:** Stating and pinpointing important points :) Nice job

**Kommentar [2]:** Thank you :). I will try bring something new on next project next week

- Users showed less interest over the certifications from the chapters and other studies areas because the rate was below the average and it was not near a threshold level.

- To understand the origin of the search queries, the user country and the device's data were collected and linked through Google Analytics.

Country	Acquisition			
	Impressions	Clicks	CTR	Average Position
	238 % of Total: 100.00% (238)	6 % of Total: 100.00% (6)	2.52% Avg for View: 2.52% (0.00%)	7.8 Avg for View: 7.8 (0.00%)
1. United States	203 (85.29%)	6 (100.00%)	2.96%	5.1
2. Bangladesh	3 (1.26%)	0 (0.00%)	0.00%	1.0
3. South Korea	3 (1.26%)	0 (0.00%)	0.00%	95
4. Philippines	3 (1.26%)	0 (0.00%)	0.00%	3.0
5. Russia	3 (1.26%)	0 (0.00%)	0.00%	38
6. Canada	2 (0.84%)	0 (0.00%)	0.00%	5.5
7. India	2 (0.84%)	0 (0.00%)	0.00%	2.0
8. Nigeria	2 (0.84%)	0 (0.00%)	0.00%	55
9. Yemen	2 (0.84%)	0 (0.00%)	0.00%	1.0
10. Austria	1 (0.42%)	0 (0.00%)	0.00%	1.0

- The most search and CTR was generated from the **United States** and least amount of impressions were from **Bangladesh, South Korea, Philippines and Russia**.

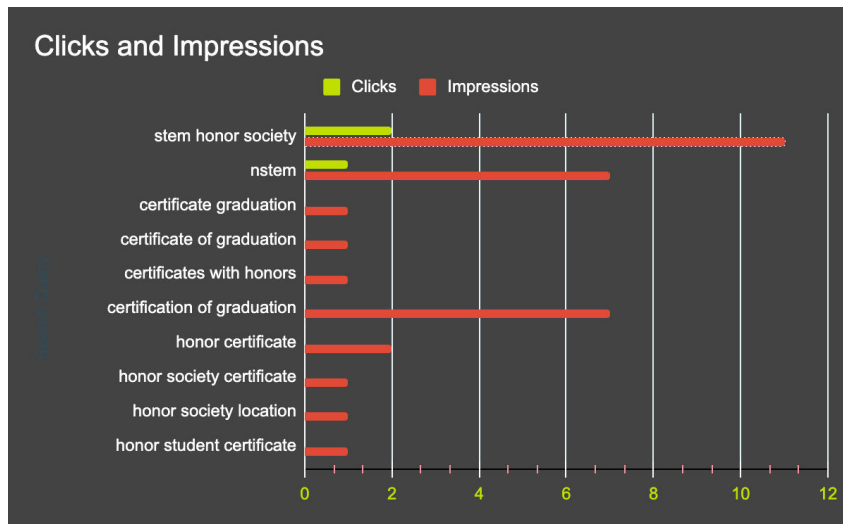
Device Category	Acquisition			
	Impressions	Clicks	CTR	Average Position
	238 % of Total: 100.00% (238)	6 % of Total: 100.00% (6)	2.52% Avg for View: 2.52% (0.00%)	7.8 Avg for View: 7.8 (0.00%)
1. desktop	137 (57.56%)	3 (50.00%)	2.19%	11
2. mobile	96 (40.34%)	3 (50.00%)	3.12%	3.5
3. tablet	5 (2.10%)	0 (0.00%)	0.00%	3.4

- Another fact, about the devices where the search queries were generated from was **Windows Desktop** devices mostly. Here is the sample provided through Google Analytics.

**Kommentar [3]:** You do a great job describing the data. It all connects and you good job introducing/explaining the data before stating the numbers

- A different Scenario: Clicks Vs Impressions:

The rate shows that the impressions may have affected the clicks rate by 30% as an estimation(just an estimate, not being validated by any sources).



- Users are more interested towards the NSTEM as an educational organization and motivation so they search as the name with NSTEM. But the **“certificate of graduation”** showed a third highest rate in impressions. So more people are viewing the website with **“certificate of graduation”**, another is **“honor certificate”**.

**Kommentar [4]:** Interesting! I will definitely contact business about this

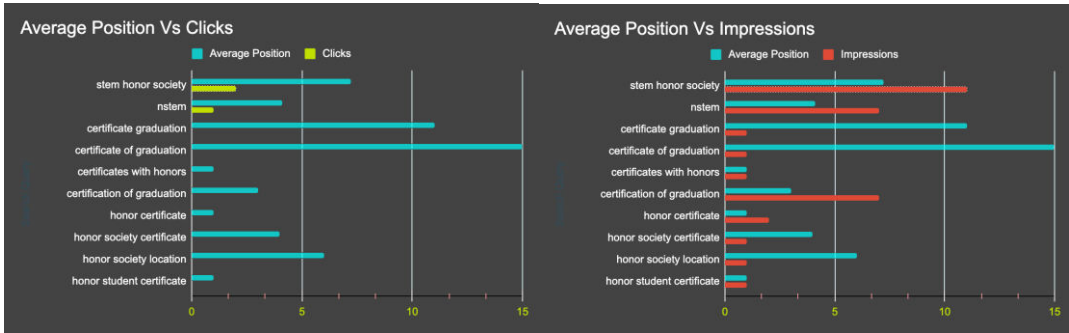
A new scope: Average Vs Clicks & Impressions

The visual presentation shows a clear evidence that the average position of the search queries from the users has a higher value with

1. **“certificate of graduate”**,
2. **“certificate graduation”**,
3. **“stem honor society”**,
4. **“honor society location”**.

The last is **“nstem”**. Undoubtedly, now users are showing interest towards the certifications. So it comes clear that the any key search with keyword “certification” or similar or related can pull more students to our NSTEM website.

- Within the highest impressions, created from the search queries, the certifications site can be optimized and create more ads for lead generations from searches.

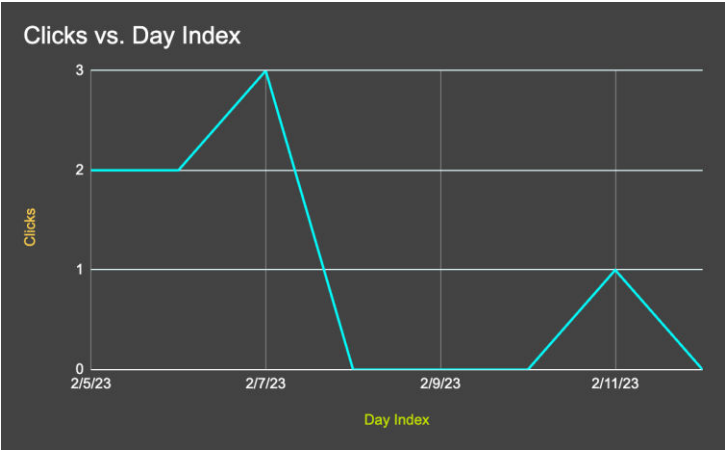


**\*\*Note:** Average position: means Highest position from the site in the results.

From the visuals, it showed that the more impressions, the more clicks can be generated.

**Kommentar [5]:** Nice visualizations. Very clear and not overcrowded

On the following week, only February 7th has the highest users as its a Tuesday and from there the users were decreasing as usual as the weekends was approaching.



### What NSTEM Should Continue Doing

- NSTEM Should continue to investigate different search query keywords to find out the one which performs the best.

## Ways to Improve the Website

- NSTEM can create an option for the certificate or get an easy certificate retrieval form. Besides improving the UX design, NSTEM website can create the importance and the necessities for the certifications form the NSTEM and the job market opportunities which can be accomplished with the certifications.
- Create and link a **Google Ads account**.
- Create more keywords for the search queries through **keyword planner** and bids will be the most effective.
- Can use negative keywords effectively and wisely. Sometimes negative keywords can also trigger audience interest and help generate more leads.
- Can use **Google Optimize** for improved search performance.

## Data that Stands Out

The data prove that the users always use the keyword for their search queries wisely.

## Conclusion

Also sometimes it depends on the user's interest or their instinct which can trigger a very unexpected search. A user can search if they want to get to a baseball team but later end up purchasing chapters from our NSTEM website.

Google Sheets:

[https://docs.google.com/spreadsheets/d/1b7Z6\\_w6fxbuymevX-O-IZ4EZdsNGcAnIsC6LRU8ftZI/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1b7Z6_w6fxbuymevX-O-IZ4EZdsNGcAnIsC6LRU8ftZI/edit?usp=sharing)

Looker Studio:

<https://lookerstudio.google.com/reporting/55eef8e6-03ee-44d0-9fe8-54079ac99c9f>