# SEO Effectiveness

Search engine optimization is a critical aspect of online marketing strategy. However, it can be a challenge to measure the effectiveness of your SEO outcomes. Using the following tools, you can gather useful information to make informed decisions regarding your overall SEO strategy.

Set goals: The first step in measuring the effectiveness of your SEO efforts is to set goals. In the project for musclemechanic.me I would like to increase online bookings by 20% in a 3-month span. But whether, working on a personal project or one for a client, you should begin by identifying what metrics to track. This could be conversion rates applied to email signups, purchases or client bookings; or could simply be time spent on the page.

Technical SEO: After defining your goals, you should implement all necessary integrations of technical SEO to ensure monitoring accuracy. This can consist of making sure robots.txt files are in place, all accessibility features of your site are intact, and making sure scripts for services like Google Analytics are in the html of your pages.

Track your keyword rankings: Keyword rankings are an essential metric for measuring SEO effectiveness. You can use tools like Google Search Console or Ahrefs, to track keyword rankings over time and evaluate their relevance in terms of page and domain authority.

Perform regular audits: Using tools like Lighthouse or Ahrefs SEO Site Audit will provide an easy way to track trends for the overall health of your sites SEO.

Analyze website traffic: Another way to measure SEO effectiveness is to analyze website traffic. Utilize Google Analytics to track organic traffic, bounce rates, and time spent on the site. Look for increases in organic traffic, lower bounce rates, and longer time on site if those metrics were identified as important for your project.

Monitoring conversions: You can use Google Analytics to track conversions from organic traffic. Look for increases in the sales, bookings, or other monitored metrics over time. These tools are extremely useful in monitoring traffic from Google Ad channels as well to determine how well a campaign is performing.

Check your backlink profile: Backlinks are an essential element of SEO. Using tools like Ahrefs or MOZ pro to check your backlink profile will help you discover increases in the number of high-quality backlinks over time.

Measuring the effectiveness of SEO requires tracking several metrics over time, including keyword rankings, website traffic, conversions, backlinks, and whatever metrics you’ve outlined for your businesses use case. Using the tools discussed above to collect data will allow for easy integration with Google Looker Studio. Using this tool, you can create reports that showcase your data in an easy to digest form containing charts and graphs to visually represent your metrics over time. These reports, and the data that generates them will help make informed decisions about how to fine-tune your SEO strategy as you grow.

Screenshot of PDF of Looker Studio Report Generated for musclemechanic.me

Also available online at: https://lookerstudio.google.com/s/gBfPByCgIqk

Chart

Description automatically generated

Completed training Measure Your Marketing with Google Analytics:

Graphical user interface

Description automatically generated