As per today schedule

Measuring seo effectiveness?

* One of the biggest challenging u have to find whether your seo campaigns is successful or fails
* Not only involves in keywordresearch
* Before u do anything u have to install an analytics solution
* Good analytics
* Adobe omniture site catalyst
* Web trends
* Coremetrices
* Once u collecting the data
* Define business objectives and kpi
* Organic search traffic(not paid search)
* Change in organic search traffic overtime compare to previous time
* Non-branded keyword searches
* Target keyword rankings
* We are in e-commerce situation generating
* Revenue
* Average order values
* Transactional data
* Subscribers
* Social followers
* Signups
* Driving directions
* Contact forms
* Phone calls
* Measuring & improving on seo improves overtime is a continuous cycle

analysize keywords?

* Keywords is the backbone of seo
* Analyzing different keywords bring to the people of our websites it is excellent place to start
* There is many enterprise level analytic tools available
* Google analytical tools

Analyze links?

* Analyzing backlinks to our site there are few good tools
* Moz pro research tool
* By using moz research tool
* Get more insight with moz analytics
* Discover new link oppurtunities

Measure social crawlytics

* It is a tool that crawls a website to see how manytimes pages from that website have been shared on social media pages
* The tool is both easy to use and free, and if you want to get an idea of how popular your website and brand is across social media channels, you need to get using this.
* You can sign up to a Social Crawlytics account with your Twitter account or using an email address, and once you are set up, you can start crawling your website using your free credits.

HOW DO YOU USE SOCIAL CRAWLYTICS?

* As previously mentioned, not only is Social Crawlytics a free service, it is also extremely easy to use, with 3 simple steps required to get your report.
* The first of these is the website details. Visit your dashboard area and enter the website you are looking to crawl.
* Enter the web address, and include any sub-domains that may be associated to this website (e.g. Geographic sub-domains).
* You then enter the crawl depth you wish to use.
* This essentially means how much of the website you wish to analyse, so if a subpage links to another page (e.g. a product) then you set a crawl depth of 2.
* Next up is the schedule;
* when do you want to receive your report.
* Just be wary of the time that is used here when scheduling, as the time is set to CDT as default.
* If you want to schedule your report once a week or every month, then set it to repeat as you need.
* Finally, it’s time to set your notifications – how do you want to know when your report is ready. All that is required here is an email address, and once your report is ready, the Social Crawlytics team will send an email to let you know.

USING THE DATA FROM YOUR SOCIAL CRAWLYTICS REPORT.

* Once you finally get your social report, the real fun begins, and you can start to delve into the world of social shares.
* The Social Crawlytics software crawls Twitter, Facebook, Google+, Pinterest, LinkedIn, Delicious and StumbleUpon.
* While some of these channels may not mean something to everyone, it does include the main social media channels and will give you an idea of where your content is being shared.
* When we look at the report below, we can see that Twitter is the most popular social channel for shared content, followed by Google+ and LinkedIn.
* The report will also give you a tabular breakdown of the content that has been shared, allowing you to discover which pages of your website is most popular when it comes to your customers sharing and engaging with your content.
* Perhaps more importantly, it will help you understand the type of content that works well with your audience, allowing you to effectively plan a content strategy that will work with your audience and engage with visitors to your website.
* Understanding which blog posts, videos or infographics work and which don’t, will allow you to be much more efficient with your digital marketing efforts going forward.
* Most importantly, Social Crawlytics is a great way to find out what type of content your customers enjoy to consume, allowing you to create more of it.