Measuring seo effectiveness

Search engine optimization is the process of increasing a websites internet ranking. The higher a website is on the search engine result pages(SERP) is the more people will see it and click on it finally convert in to customers.

For measuring SEO

* Google analytics
* Adobe omniture site catalyst
* Web trends

Google analytics:

Keywords are the backbone for SEO.. Analysing the different keywords bringing people to our websites.

1) Organic search traffic section:

Google Analytics are see the keywords people searched for when they come to your site through the organic search results, the traffic that comes from Google or Bing that you’ve not paid for.

**2.** Search engine optimization section:

* If you type *not provided* into the search bar, you'll see that google provides less and less keyword-level traffic.
* So we cannot depend purely on the above method for our SEO reporting.
* We also need to look at the Search Engine Optimization section.
* You can see that you have three options here: Queries, Landing Pages, and Geographical Summary.

In google analytics we have:

* Channels
* All traffic
* All referals
* Compaigns
* Keywords
* Paid keywords
* Organic keywords
* Cost analysis
* Adwords
* Social
* Queries

Analyse the links:

Link analysis has always been an integral part to search marketing efforts.

* you need to put where you are and what your competitors are doing in order to put the right work in place and also to track performance.
* Backlinks are links that directed towards your website or a blog.
* Backlinks are important in terms of SEO because more the backlinks more the chance of your website to come on top of search engines.

Measuring social crawlytics :

Social crawlytics is a tool that crawls a website to see how many times pages from that website have been shared on social media pages.

* If you want to get an idea of how popular your website 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.
* We just sign up with your email or facebook or twitter accounts.

How to we use the Social crawlytics:

* It involves into three steps..
* Website details
* Scheduler
* Notifications

Website details:

In this we just enter into any account and then we need to enter our website address and finally crawl depth. Crawl depth means the content pages which are in our website, while we give in a specific number.

Scheduler:

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.

Notifications:

While the notifications displays the results of our pages.. which means how much percent share our content and the views.. This can obtain in the form of percentages and the see the differences between channel to channel ( face book,twitter, linkdin……) Visualtion of the report are also seen here.

Methodology:

Are of two types:

Waterfall methodology

Agile methodology

Waterfall methodology:

The waterfall model is a [sequential](http://en.wikipedia.org/wiki/Sequence) [design](http://en.wikipedia.org/wiki/Design) process, used in [software development processes](http://en.wikipedia.org/wiki/Software_development_process), in which progress is seen as flowing steadily downwards (like a [waterfall](http://en.wikipedia.org/wiki/Waterfall)) through the phases of conception, initiation, analysis, design, Construction, [Testing](http://en.wikipedia.org/wiki/Software_testing), [Production/Implementation](http://en.wikipedia.org/wiki/Implementation) and [Maintenance](http://en.wikipedia.org/wiki/Software_maintenance).

Agile methodology:

* Agile software development is a group of [software development methods](http://en.wikipedia.org/wiki/Software_development_methodologies) in which requirements and solutions evolve through collaboration between self-organizing, [cross-functional teams](http://en.wikipedia.org/wiki/Cross-functional_team).
* It promotes adaptive planning, evolutionary development, early delivery, continuous improvement, and encourages rapid and flexible response to change.

One Vs. Many:

Capturing individual requirements.

* Skills
* Technics

Gathering requirements into a specification.

* Tools
* Deliverables
* Managing relationship

Course outline is high level combination of

* The big picture
* A few good requirements
* Requirement skills & techniques
* Requirement activities
* When requirements get together
* Getting exhaustive
* Scope & requirements validation
* Requirements prioritization
* Issues and resolutions