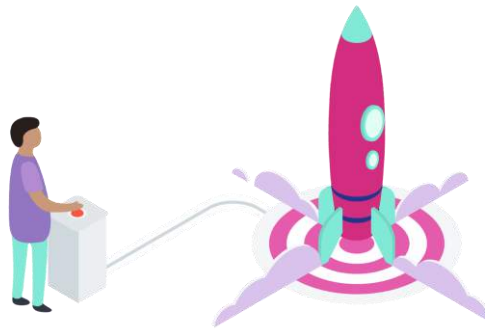




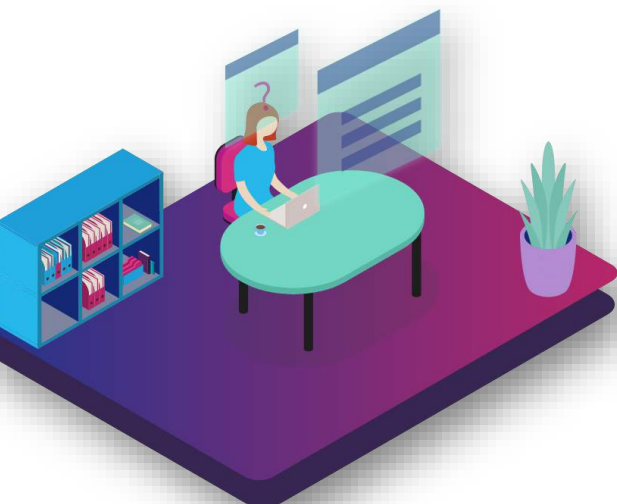
# Search Engine Optimization

## Subject Code: 21DMS007



### Reference Notes

#### Topic: 7.4.3 - Google Analytics



## Top Performing Content Pages

Click on the Behavior option in the left navigation menu. From the behavior options, click on Site Content, then All Pages.

Acquisition		Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
Behavior <b>1</b>			5,826 % of Total: 100.00% (5,826)	5,280 % of Total: 100.00% (5,280)	00:02:20 Avg for View: 00:02:20 (0.00%)
Overview					
Behavior Flow					
Site Content <b>2</b>					
All Pages <b>3</b>					
Content Drilldown					
Landing Pages					
Exit Pages					
Site Speed					
Attribution <small>BETA</small>					
	<input type="checkbox"/>	1. /small-business-internet-blog/6-ways-to-optimize-your-blog-posts-for-seo	2,972 (51.01%)	2,777 (52.59%)	00:05:03
	<input type="checkbox"/>	2. /small-business-internet-blog/5-benefits-of-blogging-for-your-small-business	304 (5.22%)	282 (5.34%)	00:04:38
	<input type="checkbox"/>	3. /small-business-internet-blog/9-tips-for-writing-great-business-website-content	292 (5.01%)	276 (5.23%)	00:03:58
	<input type="checkbox"/>	4. /	289 (4.96%)	215 (4.07%)	00:01:04
	<input type="checkbox"/>	5. /small-business-internet-blog/5-benefits-of-blogging-for-your-small-business/	184 (3.16%)	165 (3.12%)	00:05:34
	<input type="checkbox"/>	6. /index.html	84 (1.44%)	55 (1.04%)	00:00:32
	<input type="checkbox"/>	7. /services/blogging-services	73 (1.25%)	64 (1.21%)	00:01:08

## Top Performing Content Pages

Now that you've found your most popular website content, what can you do with that information? Here are some ideas you can implement:

- ❖ Print a report of your top performing pages and think about what you can do to optimize them. Consider adding a more powerful call-to-action, internal links to other pages in the sales funnel, additional keyword variations, or additional content that might add more value to each page so it can draw in even more traffic.

## Top Performing Content Pages










- If your most popular content includes blog posts, consider writing more content around those topics. Be sure to optimize your blog posts with a call to action (typically at the end of the post) and a link or two to product/services pages where appropriate.
- Build on your most popular posts by adding more content to them. You should also refresh the information in your best performing posts periodically to keep the text fresh and up-to-date.

## Top Performing Content Pages

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## Top Performing Landing Pages

- Tracking your best landing pages is one of the most underrated SEO tricks. This data can help you increase page views, decrease the bounce rate and identify top and least converting pages.

Landing Page ?	Impressions ? ↓	Clicks ?	CTR ?	Average Position ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	538,917 % of Total: 100.00% (538,917)	3,952 % of Total: 100.00% (3,952)	0.73% Avg for View: 0.73% (0.00%)	53 Avg for View: 53 (0.00%)	4,197 % of Total: 41.82% (10,036)	72.89% Avg for View: 71.63% (1.75%)	1.75 Avg for View: 1.80 (-2.77%)
1. /blog/b2b-content-marketing-statistics/ 	175,517 (32.57%)	1,355 (34.29%)	0.77%	51	1,373 (32.71%)	87.55%	1.19
2. / 	83,894 (15.57%)	848 (21.46%)	1.01%	53	925 (22.04%)	40.54%	2.84
3. /blog/should-i-hire-a-content-writer/ 	40,527 (7.52%)	116 (2.94%)	0.29%	52	112 (2.67%)	81.25%	1.46
4. /blog/storytelling-in-content-marketing/ 	34,370 (6.38%)	334 (8.45%)	0.97%	45	357 (8.51%)	90.20%	1.20
5. /blog/content-marketing-mistakes-seo/ 	31,430 (5.83%)	11 (0.28%)	0.03%	61	13 (0.31%)	100.00%	1.00
6. /blog/google-docs-for-content-marketing/ 	31,152 (5.78%)	194 (4.91%)	0.62%	55	178 (4.24%)	92.13%	1.12
7. /b2b-freelance-writing/ 	20,596 (3.82%)	273 (6.91%)	1.33%	42	275 (6.55%)	54.91%	2.69
8. /blog/increase-search-traffic-case-study/ 	17,274 (3.21%)	56 (1.42%)	0.32%	61	72 (1.72%)	93.06%	1.07
9. /blog/b2b-copywriting-tips/ 	15,268 (2.83%)	148 (3.74%)	0.97%	47	155 (3.69%)	87.10%	1.32

## Top Performing Landing Pages

Here are some steps you can take to get even more traction from your best performing landing pages:

- Use the information found in your data to determine what questions or problems your website visitors are trying to resolve or what services or products they are most interested in. For example, if you own an HVAC company and your most popular pages revolve around air conditioning, you know that visitors are most interested in AC services at this point in time.

## Top Performing Landing Pages

- Now that you know what products, services, or topics visitors are most interested in, go through and update your landing page content by adding Q&As or other text that feeds these interests. This will improve the value of the content on the landing pages for readers and give Google fresh content to index (good for SEO).
- If your landing pages aren't leading visitors through the marketing funnel and turning them into qualified leads, consider a better call-to-action to increase conversions.



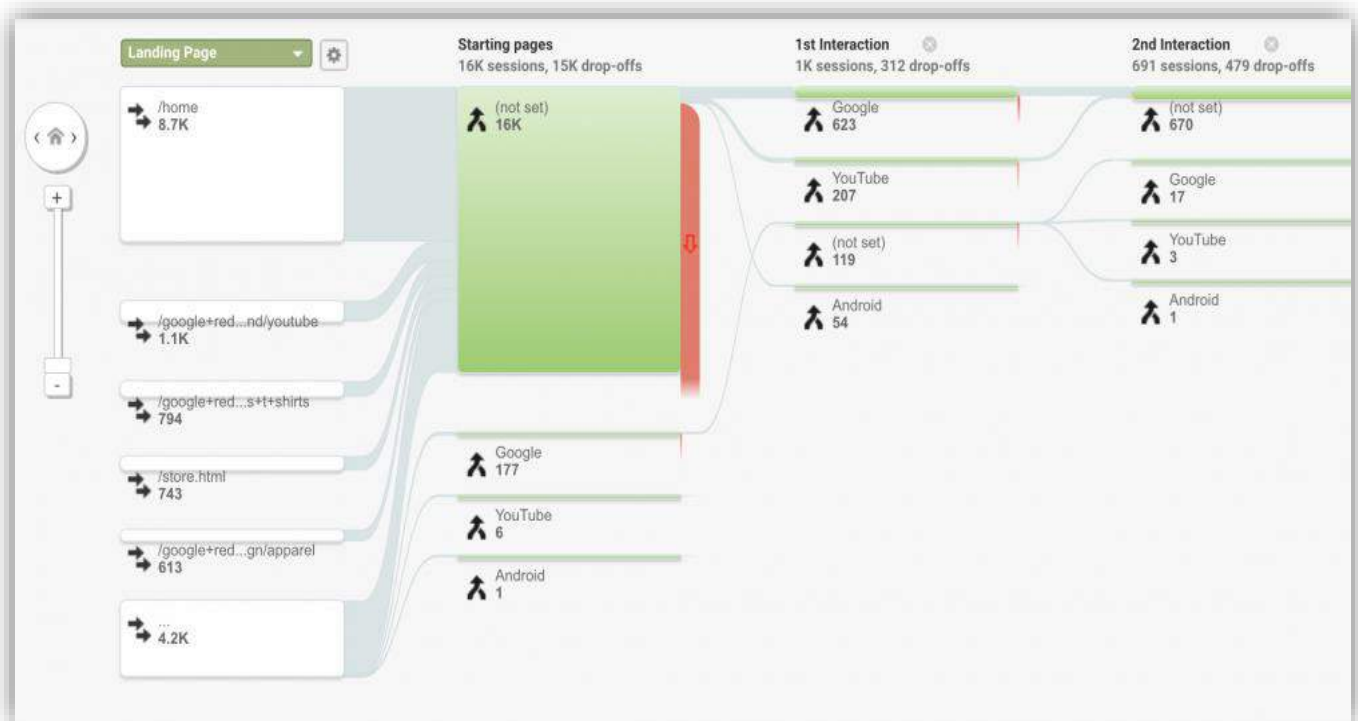
## Bounce Rate

The percentage of people who arrive on your website and “bounce” after viewing just one page.

“For example, if bounce rate is 0%, that can mean that your Google Analytics tracking code is firing twice, making it impossible for a bounce to be recorded. On the other hand, too high of a bounce rate, over about 70%, can indicate issues with user experience or poor site design.”

## Bounce Rate

Analyze the Behavior Flow report for bounced traffic.



## Dwell Time

By utilizing Google Tag Manager to track dwell time, you will be able to exclusively know that users from Google as traffic source are having a lesser dwell time, hence you will need to optimize your page for better meta titles.



## Time on Page

**Avg. Time on Page:** This is a crucial metric to show how engaged visitors to that page are.

Ideally, you want to see an average time on page of several minutes. This is a strong signal to Google that users liked what they found on your page.

As a rule of thumb if a page is recording an average of below 2 minutes, extend it, improve it and ensure it's valuable for readers from the intro.

## Site Speed

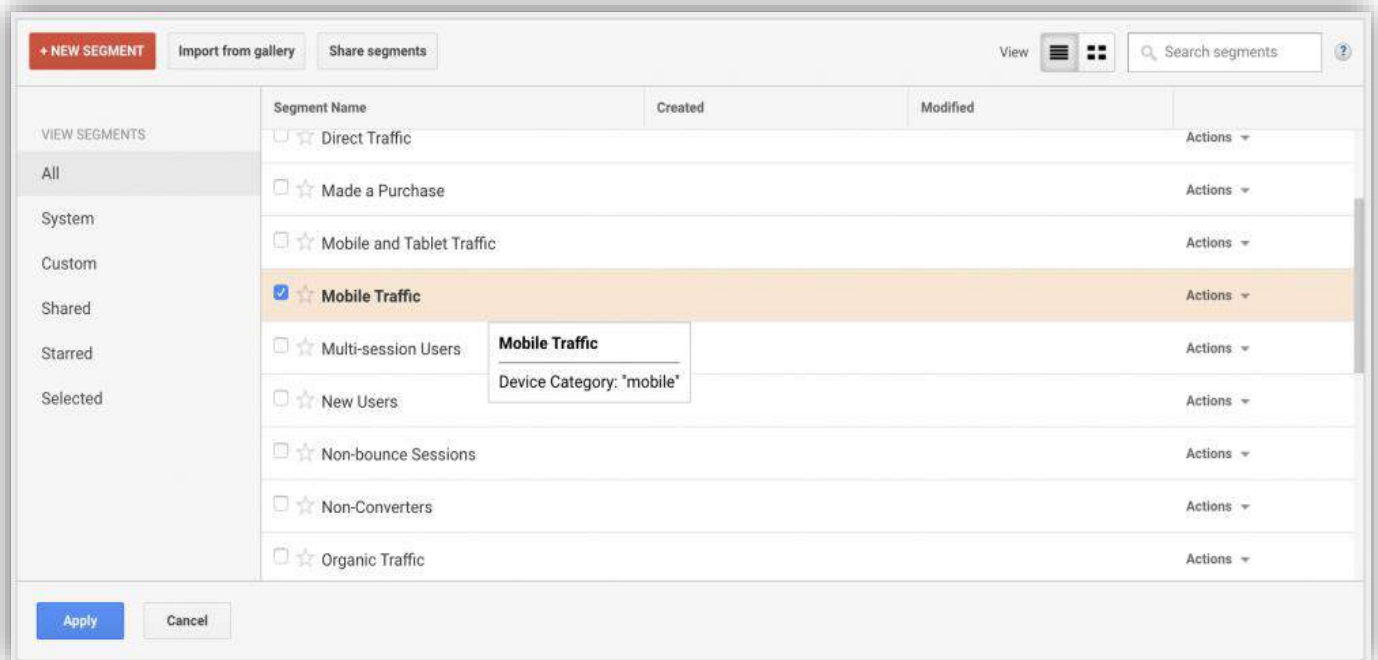
Make sure you are monitoring your page loading speed [because] slow pages affect conversion and SEO. People often just look at the site's overall speed and overlook the individual pages.”

You can find this by heading to Behavior > Site Speed > Page Timings:

Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
		64,178 % of Total: 100.00% (64,178)	3.91 Avg for View: 3.91 (0.00%)
1.	/home	13,957	16.80%
2.	/store.html	5,529	43.35%
3.	/basket.html	2,971	-16.81%
4.	/google+redesign/apparel/mens	2,769	-18.67%
5.	/store.html/quickview	2,447	19.51%
6.	/google+redesign/apparel	2,020	-8.09%
7.	/google+redesign/apparel/mens/quickview	1,770	-14.99%
8.	/google+redesign/shop+by+brand/youtube	1,767	59.74%
9.	/google+redesign/new	1,746	-11.82%
10.	/google+redesign/lifestyle/bags	1,467	16.99%

## Traffic from Mobile Devices

In the age of mobile-first traffic, it's so important to track engagement of mobile users because it would help us to spot and react timely on irregularities that could affect Search Engine Ranking.



The screenshot displays the Google Analytics Segments management interface. At the top, there are buttons for '+ NEW SEGMENT', 'Import from gallery', and 'Share segments'. A search bar for segments is also present. On the left, a sidebar lists segment categories: 'All', 'System', 'Custom', 'Shared', 'Starred', and 'Selected'. The main table lists various segments, with 'Mobile Traffic' highlighted in orange and its checkbox selected. A tooltip for 'Mobile Traffic' shows the definition: 'Device Category: "mobile"'. Other segments listed include Direct Traffic, Made a Purchase, Mobile and Tablet Traffic, Multi-session Users, New Users, Non-bounce Sessions, Non-Converters, and Organic Traffic. At the bottom, there are 'Apply' and 'Cancel' buttons.

VIEW SEGMENTS	Segment Name	Created	Modified	Actions
All	<input type="checkbox"/> Direct Traffic			Actions
	<input type="checkbox"/> Made a Purchase			Actions
	<input type="checkbox"/> Mobile and Tablet Traffic			Actions
	<input checked="" type="checkbox"/> <b>Mobile Traffic</b>			Actions
	<input type="checkbox"/> Multi-session Users			Actions
	<input type="checkbox"/> New Users			Actions
	<input type="checkbox"/> Non-bounce Sessions			Actions
	<input type="checkbox"/> Non-Converters			Actions
	<input type="checkbox"/> Organic Traffic			Actions

## Return on Investment

**What is the worth of SEO if it's not generating qualified leads?**

Zero in on conversion actions specifically from organic traffic along with Assisted Conversions from organic traffic using Multi-Channel Funnels.

This report will help you measure conversions that are linked to organic searches.

If your conversion rate is low, think about what specifically the user wants when using keywords that lead to your site. Make conversions as easy as possible on pages that are receiving the most traffic.

## Organic Conversion Rate

It's important to find the conversions that are coming in for each page of the website and determine the conversion rate.

Comparing the traffic for every single page against every conversion for every single page. This allows to create a traffic conversion rate, which helps to schedule out the time to allocate towards conversion strategies on specific pages.





# THANK YOU

**Ms. Saba Karimi**

**Topic: 7.4.3 - Google Analytics**

**Subject Code: 21DMS007**

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