Practical Analytics

How we turn data into money for mid-size companies

powered by search

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For #InboundTO | August 2013

powered by search

We're in business because we believe that great brands need both voice and visibility in order to connecting people with what matters.

A boutique, **full-service digital marketing agency** in Toronto, Powered by Search is a PROFIT HOT 50-ranked agency that delivers search engine optimization, pay per click advertising, local search, social media marketing, and online reputation management services.

Featured in...

THE GLOBE AND MAIL

TORONTO STAR

CTV

FP

OTTAWA CITIZEN

Some of our clients...

FedEx   RE/MAX   Whirlpool   belairdirect.

Targets and **Focuses**

What do I Track **Every Day**

What do I Check **Once in a While**

Actionable Analytics
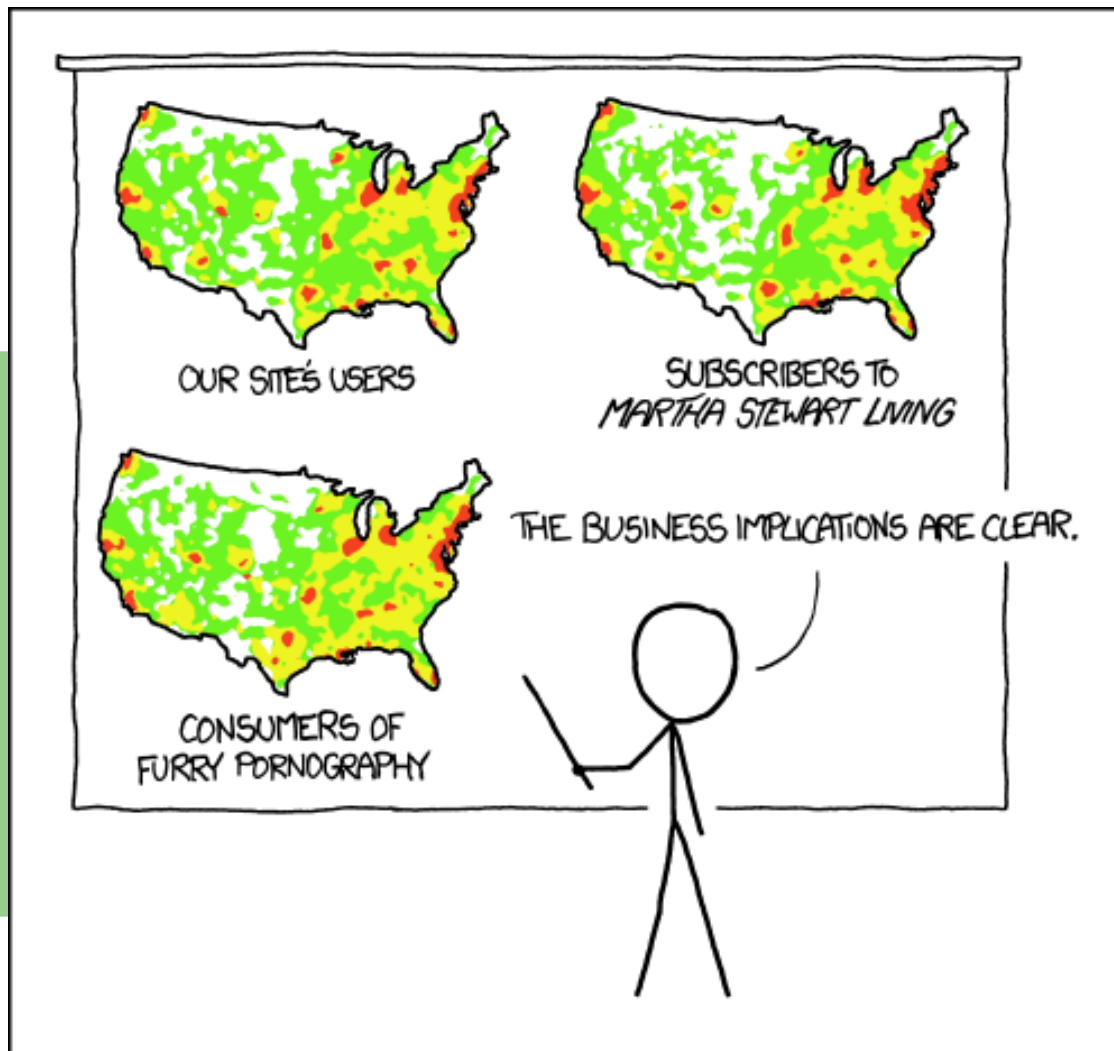
Tools and Setup

Tools and Setup

CallRail

Tools and Setup

CallRail

Calls By Week

Monday, Aug 5, 2013
Keyword Tracker: 122 calls
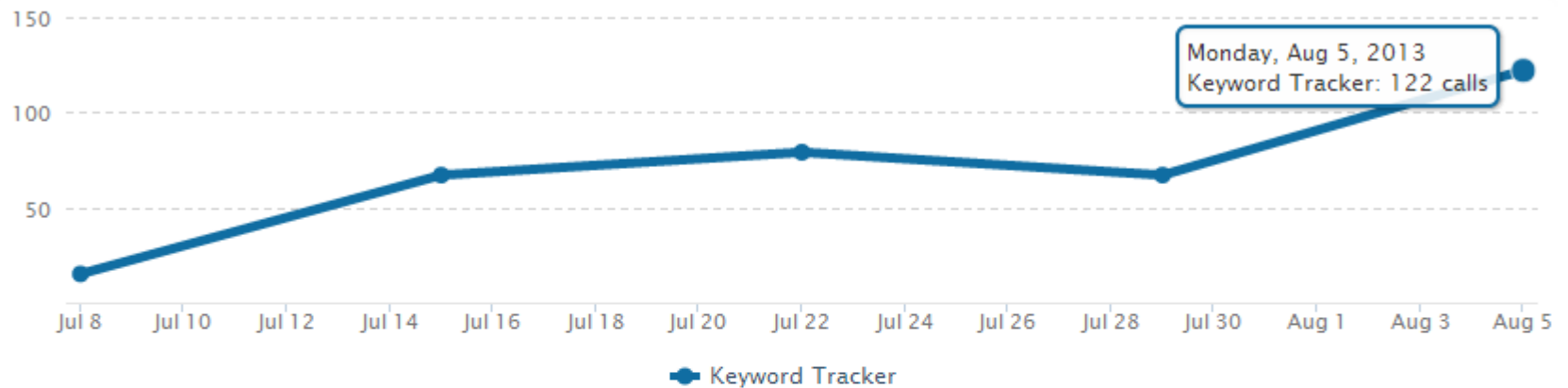
● Keyword Tracker

350 calls from 7/13/13 to 8/10/13

Table Settings

Source Name	Source Type	Time	Caller Name	Caller Number	City	Duration	Keywords	Landing Page
Keyword Tracker	Google Organic	2013-08-10 10:56 PM	Toronto ON	▮▮▮-▮▮▮-▮▮▮▮		2m 47s	▮▮▮▮ ▮▮▮▮ center	www.newawakenings.ca/

http://www.callrail.com/

Tools and Setup

CallRail

```
<!-- CallRail Code -->
<script type="text/javascript" src="//cdn.callrail.com/companies/302959799/29c40596f8af4462ccea/12/swap.js">
</script>
```

| All Web Site Data ▼ | **Reporting** | **Customization** | | **Admin** | **Help** |

Administration › Profile Goals › Edit Goal

New Awakenings / ~~~~~~~~~~ / All Web Site Data

PROFILE

| All Web Site Data ▼ |

📄 Profile Settings

👥 User Management

🚩 **Goals**

🔻 Filters

PERSONAL TOOLS & ASSETS

✅ Goal description   Edit

Name: *Phone Call*
Goal type: *Destination*

② Goal details

Destination

| Begins with ▼ | /phone/ | ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

| On | 5 | $USD

http://www.callrail.com/

Tools and Setup

Google Analytics

Tools and Setup

Google Webmaster Tools

Google

Webmaster Tools

Improve your site's visibility in Google search results. It's free.

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. Learn more »

Get Google's view of your site and diagnose problems
See how Google crawls and indexes your site and learn about specific problems we are having accessing it.

Discover your link and query traffic
View, classify and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site and see exactly how users arrive there.

Share information about your site
Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs that we index to appear.

https://www.google.com/webmasters/

Targets and **Focuses**

powered by search

Targets and Focuses

Why Analyze Data?

You analyze data to find **targets** and **focuses**.

Targets:

Content
Traffic Source

Focuses:

CRO
Content
Promotion
Content and Promotion
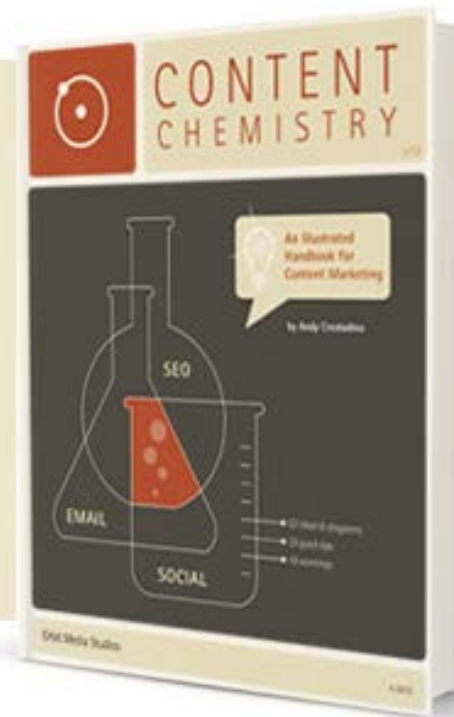
What do I Track **Every Day**

What do I Track **Every Day**

Google Analytics (GA) – Conversions

Conversions don't really give a focus or a target.

Goal Completions	Goal Value	Goal Conversion Rate
44.20%	**100.00%**	**-56.18%**
734 vs 509	$398.00 vs $0.00	4.34% vs 9.90%

Total Abandonment Rate	Form Submit (Goal 1 Completions)	Phone Call (Goal 2 Completions)
0.00%	**215.62%**	**96.43%**
0.00% vs 0.00%	101 vs 32	220 vs 112
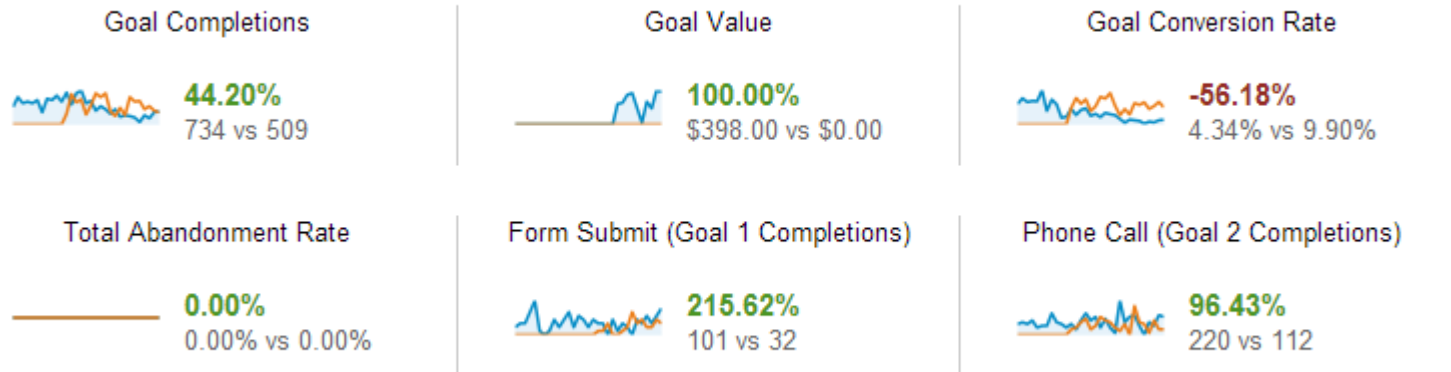
But, in the end, these are what I want to see.

What do I Track **Every Day**

GA – Organic Keyword Changes

I frequently look at how organic keywords perform over time.

Keyword	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?
	3.48% ▲	**1.58%** ▲	**8.44%** ▼
	655 vs 633	1.26 vs 1.24	00:00:36 vs 00:00:40
1. (not provided)			
Jul 13, 2013 - Aug 12, 2013	399	1.26	00:00:40
Jun 12, 2013 - Jul 12, 2013	374	1.24	00:00:41
% Change	6.68%	1.65%	-3.28%
2. how to improve speaking skills			
Jul 13, 2013 - Aug 12, 2013	41	1.44	00:00:57
Jun 12, 2013 - Jul 12, 2013	39	1.51	00:01:42
% Change	5.13%	-4.88%	-44.26%

I may target a keyword with content and promotion.

What do I Track **Every Day**

GA – Organic Traffic With Conversions

Using advanced segments lets me check converting organic traffic.

Keyword	Visits ? ↓
Visits with Conversions	**25** % of Total: 0.26% (9,489)
1. (not provided)	19
2. free business citation sites	1
3. getting back on google adwords	1
4. live chat with seo experts free	1
5. power search inc	1
6. powered by search	1
7. toronto seo	1

These keywords are actually converting into leads. I'll focus more on creating and promoting related content.

What do I Track **Every Day**

GA – Organic Keywords/Landing Page

I'll look at which keywords are driving traffic to which landing page.

Keyword	Landing Page	Visits ⌄	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
		256 % of Total: 29.22% (876)	**1.26** Site Avg: 1.43 (-11.92%)	**00:00:31** Site Avg: 00:00:47 (-34.27%)	**94.53%** Site Avg: 91.78% (3.00%)	**87.50%** Site Avg: 84.82% (3.16%)
1. how to improve speaking skills	/how-to-improve-speaking-skills-in-7-simple-steps/	41	1.44	00:00:57	95.12%	73.17%
2. chinese girls are easy	/are-chinese-girls-easy/	11	1.00	00:00:00	90.91%	100.00%
3. how to improve speaking skill	/how-to-improve-speaking-skills-in-7-simple-steps/	9	1.22	00:00:38	100.00%	77.78%
4. how to improve conversation skills	/how-to-improve-speaking-skills-in-7-simple-steps/	7	2.00	00:01:18	100.00%	71.43%
5. speaking skills	/how-to-improve-speaking-skills-in-7-simple-steps/	7	1.00	00:00:00	100.00%	100.00%

I may target a landing page with updated content and promotion.

What do I Track **Every Day**

GA – Landing Page Statistics

I'll look at landing page traffic to find the best pages to optimize.

Page	Pageviews ⬇	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	1,251 % of Total: 100.00% (1,251)	**1,085** % of Total: 100.00% (1,085)	**00:01:51** Site Avg: 00:01:51 (0.00%)	**876** % of Total: 100.00% (876)	**84.82%** Site Avg: 84.82% (0.00%)
1. /how-to-improve-speaking-skills-in -7-simple-steps/	409	338	00:02:40	326	83.74%
2. /solved-mysql-error-1005-cant-cre ate-table-errno-150/	191	185	00:10:16	185	96.22%
3. /	98	71	00:00:35	55	43.64%
4. /are-chinese-girls-easy/	77	77	00:04:04	71	94.37%

A low avg. time on page might mean I need to update the content.
For a high bounce rate I might add more calls to action.

What do I Track **Every Day**

GA – Email and Social Media

Email and Social Media are most likely to go viral. I check them using advanced segments, and sometimes run the report only in Goals.

Source / Medium	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
Email	5,087.50% ▲	10.21% ▲	45.71% ▼	30.59% ▲	1.23% ▼
	2,905 vs 56	1.36 vs 1.23	00:03:59 vs 00:07:21	72.29% vs 55.36%	74.11% vs 73.21%
Social	59.71% ▲	21.31% ▲	7.11% ▲	5.53% ▼	3.31% ▼
	2,220 vs 1,390	1.83 vs 1.51	00:04:04 vs 00:03:48	57.43% vs 60.79%	65.18% vs 63.09%

These are huge promotion channels with reporting on other platforms (Buffer, HootSuite). I can use this to find out what works.

What do I Track **Every Day**

GWT – Target Keyword Position and Change

Using Google Webmaster Tools (GWT) I can star queries and filter to only see them.

	Query	Impressions	Change	Clicks ▲	Change	CTR	Change	Avg. position	Change
⭐	powered by search	400		170		42%		1.0	
⭐	seo toronto	3,000		35	▲ 17%	1%	▲ 0.2	7.7	▲ 3.0
⭐	toronto seo	1,600	▼ -84%	30	▲ 87%	2%	▲ 2.0	5.1	▲ 1.0

Generally I'll target this keyword with a content series and lots of promotion. Once it's at the top, I'll change focuses.

OH SHIT IT'S T. REX

http://www.smbc-comics.com/
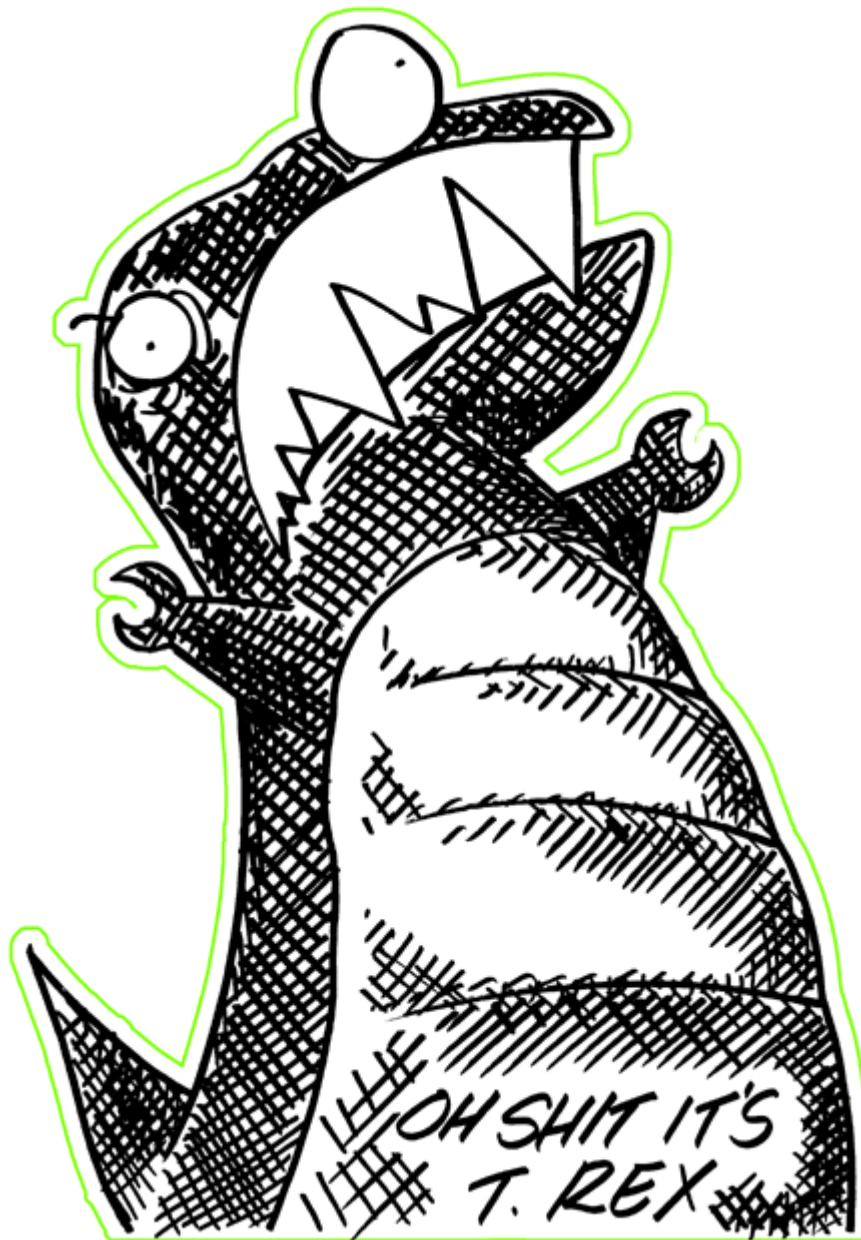
What do I Check **Once in a While**

GA – Assisted Conversions

Assisted Conversions are when a channel is part of a path. Last Click means that the channel was the final step in the channel.

	MCF Channel Grouping ⑦	Assisted Conversions ↓	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
☐ 1.	Direct	28	$25.00	40	$37.00	0.70
☐ 2.	Organic Search	11	$11.00	27	$27.00	0.41
☐ 3.	Social Network	10	$10.00	4	$4.00	2.50
☐ 4.	Referral	9	$8.00	3	$3.00	3.00
☐ 5.	Email	7	$7.00	0	$0.00	∞
☐ 6.	Paid Search	7	$4.00	18	$3.00	0.39

Social Media introduced 10 people to us who later converted, who may never have met us. I use this report to validate channels.

What do I Check **Once in a While**

GA – Overall Visit Duration and Bounce Rate

These depend on the content on a site, how a visitor arrived there, and the design quality of the site.

Avg. Visit Duration	Bounce Rate
00:04:49	64.21%
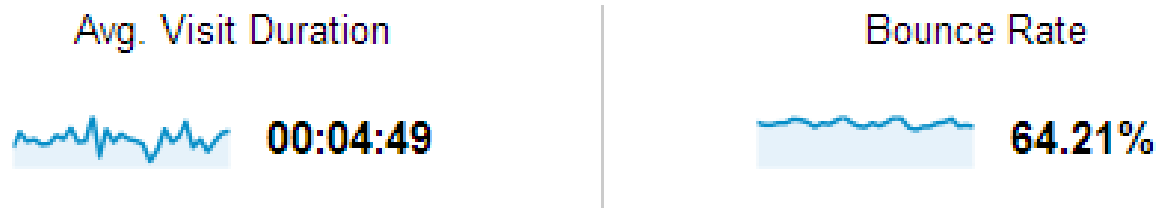
These motivate larger decisions like hiring better writers, focusing on more relevant keywords, and redesigning pages or the site.

What do I Check **Once in a While**

GWT – New Keyword Opportunities

Creating excellent content often brings with it new keyword opportunities that you otherwise wouldn't see.

	Query	Impressions	Change	Clicks ▲	Change	CTR	Change	Avg. position	Change
⭐	powered by search	400		170		42%		1.0	
☆	scrapebox	8,000		110		1%		6.0	▼ -0.5
⭐	seo toronto	3,000		35	▲ 17%	1%	▲ 0.2	7.7	▲ 3.0
⭐	toronto seo	1,600	▼ -84%	30	▲ 87%	2%	▲ 2.0	5.1	▲ 1.0
☆	best free seo tools	320		30	▼ -14%	9%	▼ -2.0	7.4	▼ -1.0
☆	infographic fonts	110	▲ 588%	30	▲ ∞	27%	▲ 30	4.2	▲ 6.0

I won't always find a keyword that I think is going to be worth targeting, but when I do it's because I checked.

Questions?

A Big Thanks to Alex Rascanu and #InboundTO

Stay in Touch

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