

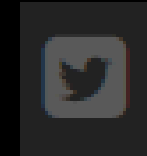
SEO & METRICS: MEASURING PERFORMANCE

Jon Hibbitt – Technical SEO Analyst
@jonhibbitt

Site **Visibility**
Delivering Digital Growth™



jonhibbitt



@jonhibbitt

ACHIEVING RESULTS



Contour Casings

Contour Casings is a market leader in Safe Surface Temperature radiators, Column Casings and Architectural Fabrications. Offering comprehensive innovative products and encompassing an end-to-end service, to deliver projects on time and on budget.

“SiteVisibility created a solid SEO strategy that regained our loss of Organic traffic and keyphrases. This resulted in a 33% YoY growth and regaining lost revenue to the business” Leigh Simpson, Managing Director

DELIVERING 33% INCREASE IN ORGANIC TRAFFIC

Penalty recovery and SEO strategy

Executive Summary

SiteVisibility was tasked by Contour Casings to recover keyword rankings and organic traffic levels, which had been negatively impacted by a Google penalty and unsuccessful site migration.

Challenges

Contour Casings wanted to recover not only their Organic traffic but more specifically terms around ‘Radiator Guards’ which were their biggest selling product. These keyphrases had previously plummeted to page 6 and beyond which had negatively effected revenue to the business.

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**WE ORGANISE #BRIGHTONSEO,
EUROPE'S BIGGEST SEARCH
MARKETING CONFERENCE**

**Where 3.5k SEOs come to learn
how to do their jobs better.**

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SITEVISIBILITY'S DIGITAL MARKETING PODCAST



THE BEST DAMN WEB MARKETING CHECKLIST, PERIOD! (STONEY DEGEYTER) – INTERNET MARKETING PODCAST #329

In Internet Marketing Podcast, The Digital Marketing Blog by Marcos Martin / February 11, 2016 / [Leave a Comment](#)



SEARCH IS DOMINATED BY GOOGLE UPDATES



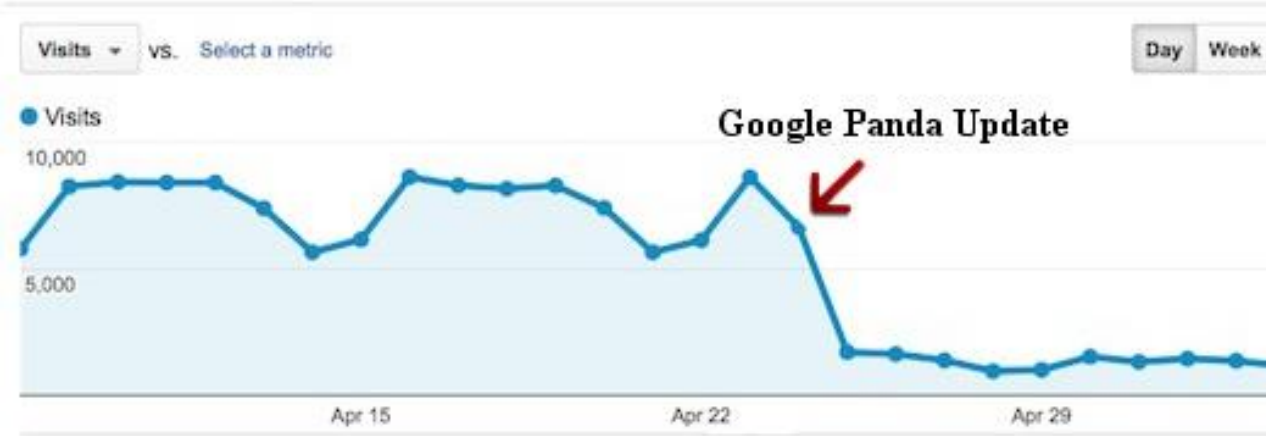
PANDA: 2011...

“This update is designed to reduce rankings for low-quality sites—sites which are low-value add for users, copy content from other websites or sites that are just not very useful.”

Matt Cutts, Google



PANDA IN ACTION



<http://neilpatel.com/2015/02/17/the-ultimate-google-algorithm-cheat-sheet/>

PENGUIN: 2012...

"In the next few days, we're launching an important algorithm change targeted at webspam. The change will decrease rankings for sites that we believe are violating Google's existing quality guidelines."

Matt Cutts, Google

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<http://searchengineland.com/library/google/google-penguin-update>

MOBILE FRIENDLY UPDATE: 2015

Rolling out the mobile-friendly update

Tuesday, April 21, 2015

As [we noted earlier this year](#), today's the day we begin globally rolling out our mobile-friendly update. We're boosting the ranking of mobile-friendly pages on mobile search results. Now searchers can more easily find high-quality and relevant results where text is readable without tapping or zooming, tap targets are spaced appropriately, and the page avoids unplayable content or horizontal scrolling.




<https://googlewebmastercentral.blogspot.co.uk/2015/04/rolling-out-mobile-friendly-update.html>

Hey! Rankings in mobile search results changed [April 21st](#).

[Check here if your site is mobile-friendly.](#)

Search blog ...



Google Webmasters
google.com/+GoogleWebmasters
Helping webmasters create great sites.

[G+](#) **Follow** [+1](#)

+ 690,515

Labels

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RANKBRAIN UPDATE: 2015

[Search Engine Land](#) [SEO](#) [SEM](#) [MOBILE](#) [LOCAL](#) [RETAIL](#) [GOOGLE](#) [BING](#) [SOCIAL](#) [MORE](#)

FAQ: All About The New Google RankBrain Algorithm

Google's using a machine learning technology called RankBrain to help deliver its search results. Here's what's we know about it so far.

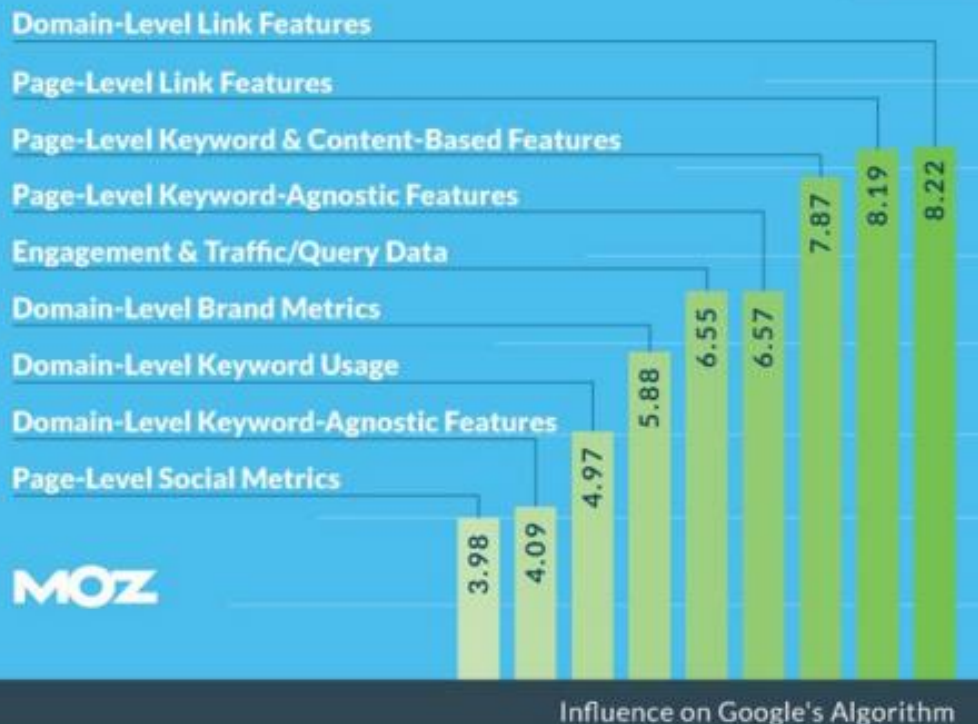
<http://searchengineland.com/faq-all-about-the-new-google-rankbrain-algorithm-234440>

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The Influence of Ranking Factors in Google's Algorithm

Search Engine Ranking Factors Experts Survey

Moz asked over 150 experts to rate the influence exerted by broad areas of ranking factors on Google's core search algorithm. Each area was rated on a scale of 1 (not influential) to 10 (highly influential).



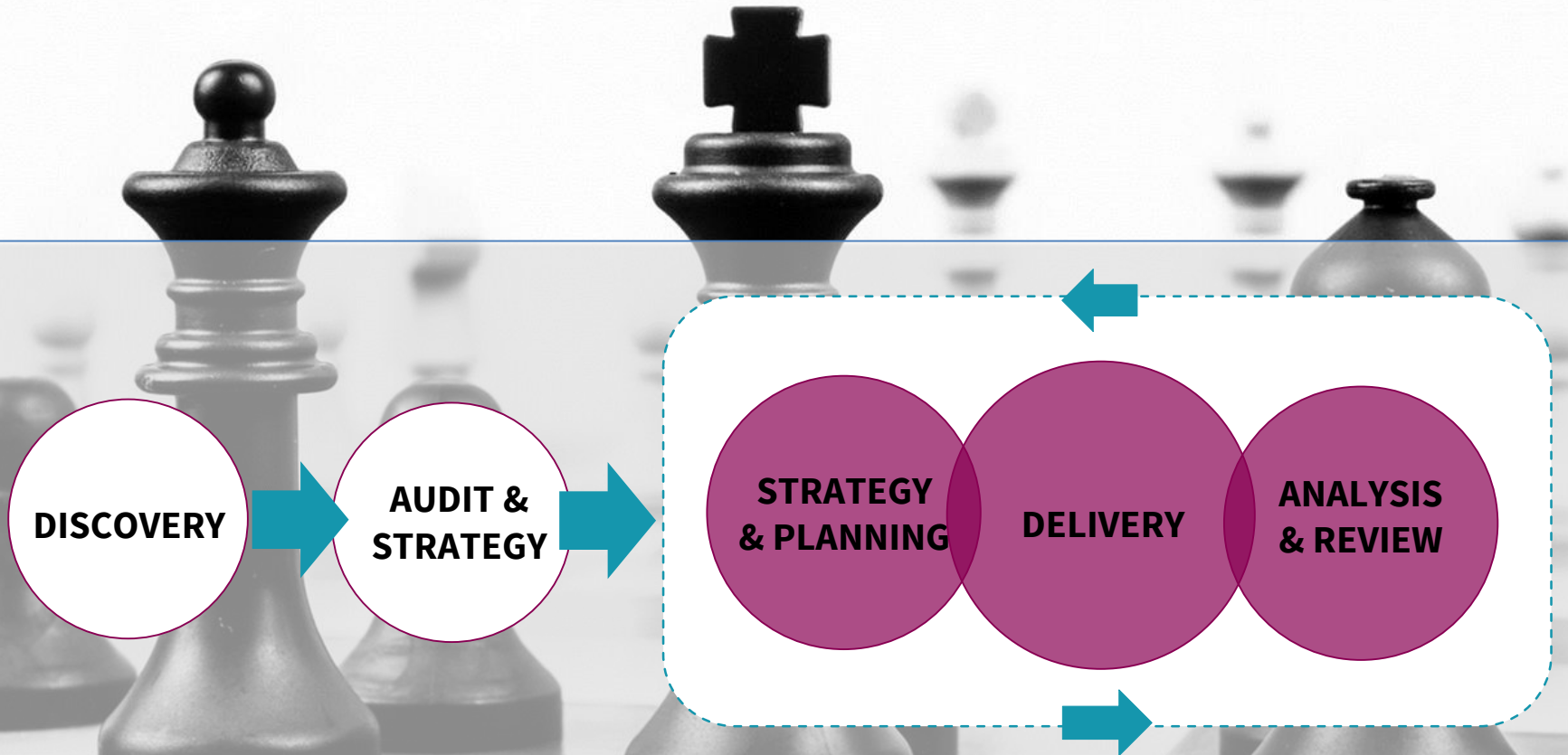
- Keywords
- Links
- Engagement
- Traffic
- Social signals

MOZ

Influence on Google's Algorithm

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SEO FRAMEWORK



DISCOVERY



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RESEARCH & ANALYSE

Identify your online competitors in search



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KEYWORD OPPORTUNITY FINDER: KEYWORD DATABASE SIZE



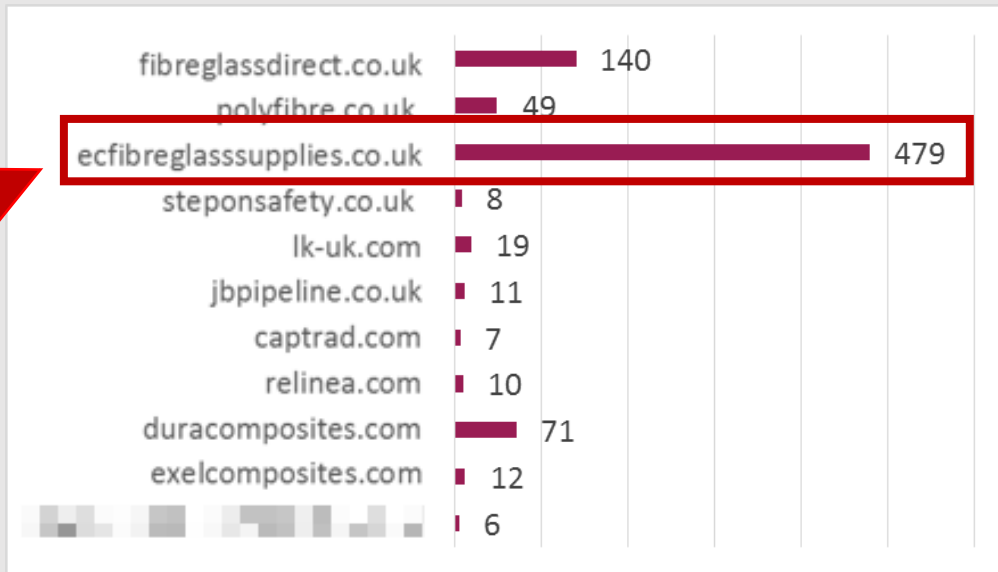
Keyword
Opportunity
Finder

Our Keyword Opportunity Finder finds the keywords that you and your selected 10 competitors rank for.

Number of keywords found: 631

Number of monthly keyword searches: 122,750

Number of found keywords in the top 20 in Google.co.uk:



TECHNICAL SEO



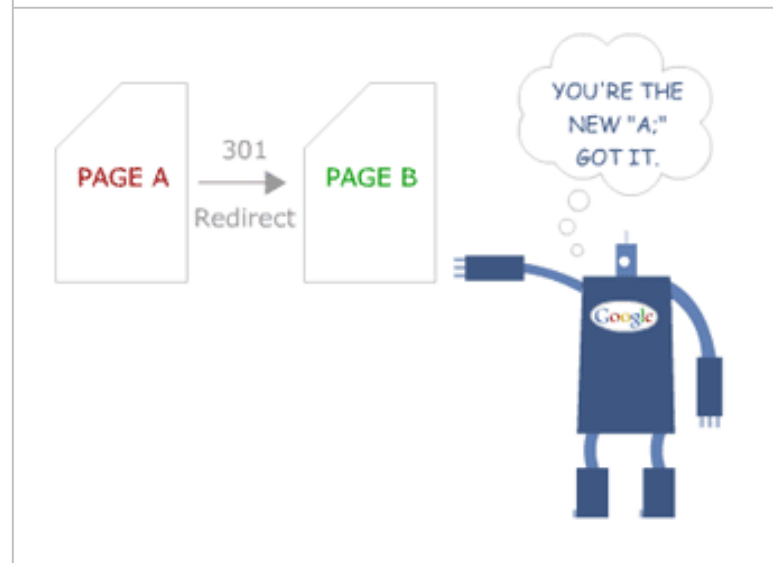
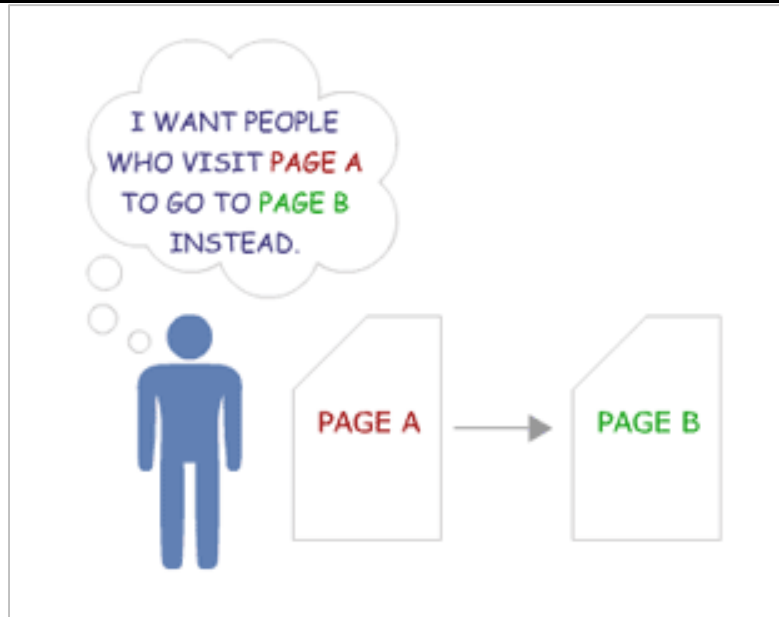
DUPLICATE CONTENT



It's very easy for a website to end up with the same content on different URLs this can **confuse search engines**.

<http://moz.com/learn/seo/duplicate-content>

301 REDIRECTS



<http://www.example.co.uk/construction/building-supplies/>

Now lives here:

<http://www.example.co.uk/building-supplies/>

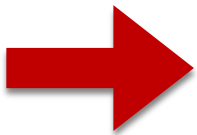
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Source: <http://moz.com/learn/seo/redirection>

TITLE TAG

Title Tags are the most important HTML element on any website.

- The first three words of your Title Tags should ideally have your main keyword search phrase.
- Aim for 66 Characters (including spaces).
- No need to repeat words but reflect the word order of your top keywords.



Search Engine Optimisation | SEO | Brighton | SiteVisibility

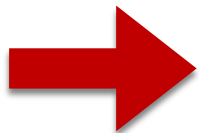
sitevisibility.co.uk/services/seo

Get to the top of Google with Search Engine Optimisation at SiteVisibility. BrightonSEO organisers & digital marketing experts. Call today on 01273 733433.

DESCRIPTION TAG

A page's description tag is an important aspect in getting people **to click** on your search result.

- If there are no Description Tags on the page, a search engine will decide what to show
- Aim for 150 Characters (including spaces)
- 1-2 readable sentences, use target keywords content, mention the brand and add call(s) to action



[Search Engine Optimisation | SEO | Brighton | SiteVisibility](#)

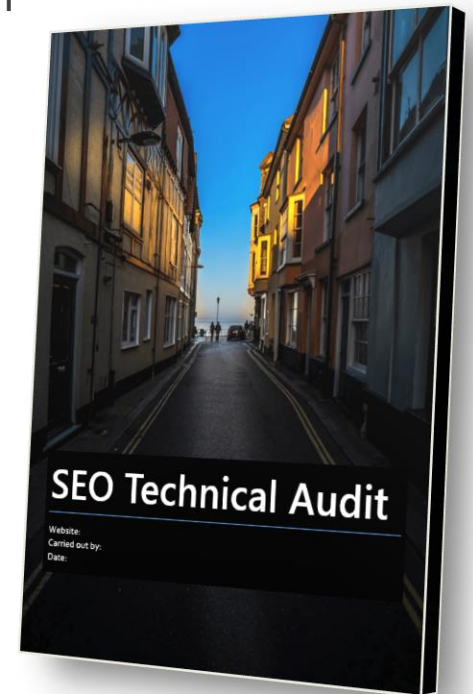
sitevisibility.co.uk/services/seo

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SEO TECHNICAL AUDIT

The SEO Technical Audit examines pages on your website, and provides clear insights into the core issues that stop your site from achieving its full ranking potential in search engines.

- URL Hierarchy
- URL Formatting
- Google Manual Actions
- 404 Error Response
- 404 Page Design
- Soft 404 Errors
- 5xx Server Errors
- Broken Internal Links
- Redirects
- Robots.txt
- WWW Canonicalization
- Home Page Canonicalization
- Outbound Links
- Page Load Speed
- Duplicate Title Tags
- Long Title Tags
- Missing Title Tags
- Duplicate Meta Descriptions
- Long Meta Descriptions
- Missing Meta Descriptions
- Internal Duplicate Content
- External Duplicate Content
- H Tags
- Home Page Heading Tags
- Category Page Heading Tags
- Product Page Heading Tags
- Thin Content
- Home Page Text
- Category Page Text
- Product Page Text
- XML Sitemap Auto-Discovery
- XML Sitemap Accuracy
- Google XML Sitemap Indexation
- Internationalisation
- Inbound Links



<https://moz.com/blog/technical-site-audit-for-2015>

SEO TECHNICAL AUDIT DASHBOARD

Response Codes		
Success (200)	7214	76.70%
Redirects (301)	719	7.64%
Redirects (302 and other)	1152	12.25%
Client Error (4xx)	236	2.51%
Server Error / Failed (5xx)	84	0.89%
Total	9405	

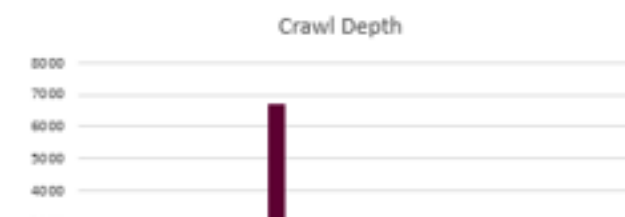
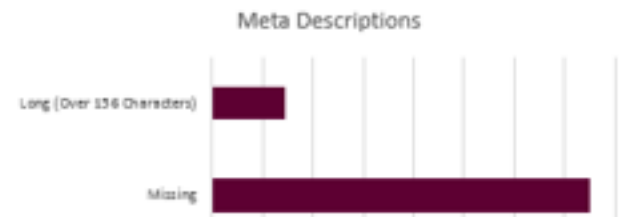
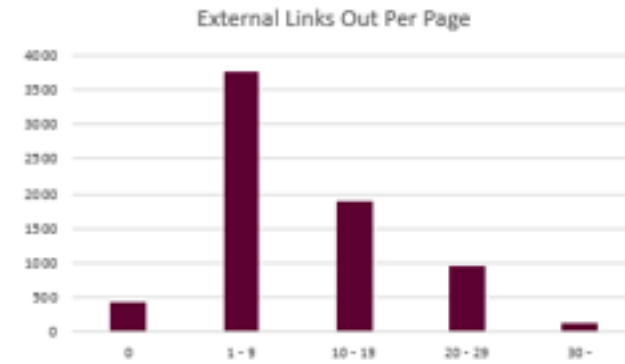
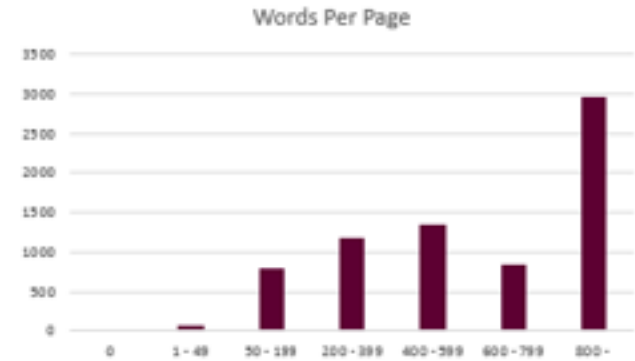
Titles Tags		
Duplicate	3320	46.02%
Missing	279	3.87%
Long (Over 56 Characters)	2697	37.39%
Number of Pages	7214	

Meta Descriptions		
Duplicate	1699	23.55%
Missing	3754	52.04%
Long (Over 156 Characters)	721	9.99%
Number of Pages	7214	

H1s		
Pages Without	1032	14.31%
Pages With More Than One	844	11.70%
Duplicate	2868	39.76%

Words Per Page		
0	1	0.01%
1-49	75	1.04%
50-199	786	10.90%
200-399	1191	16.51%
400-599	1353	18.76%
600-799	849	11.77%
800-	2959	41.02%

Crawl Depth		
Level 1	1	0.01%
Level 2	39	0.41%
Level 3	385	4.09%
Level 4	6698	71.22%
Level 5	2282	24.26%
Level 6	0	0.00%
Level 7	0	0.00%
Level 8	0	0.00%
Level 9	0	0.00%
Level 10+	0	0.00%
Total	9405	



GOOGLE ANALYTICS



GOOGLE ANALYTICS – WEBSITE PERFORMANCE TRACKING

Google Analytics

Analytics Premium

Adometry

Analytics

Analytics for Mobile Apps

Tag Manager



Turn insights
into action.

Improve performance across your sites, apps, and offline marketing. Google's analytics solutions can help you turn customer insights into action for your business.

<https://www.google.com/analytics/>

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MEASUREMENT PLAN

Get more leads

Increase online sales

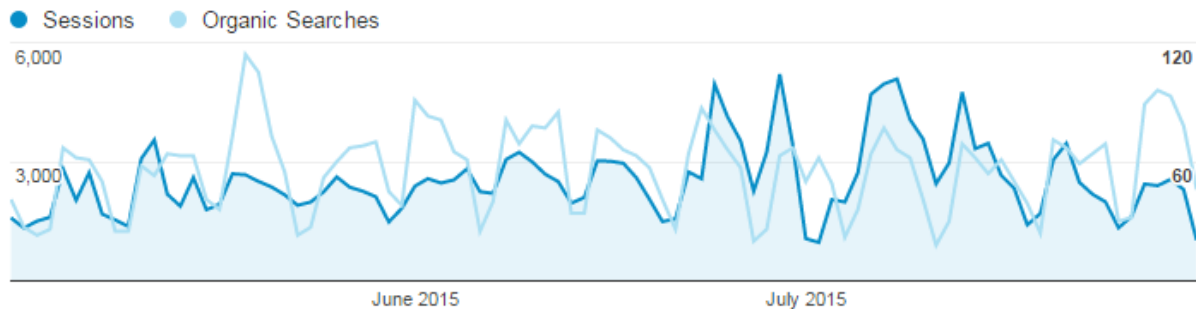
Strategy: Engage Users

Strategy: Sell Products

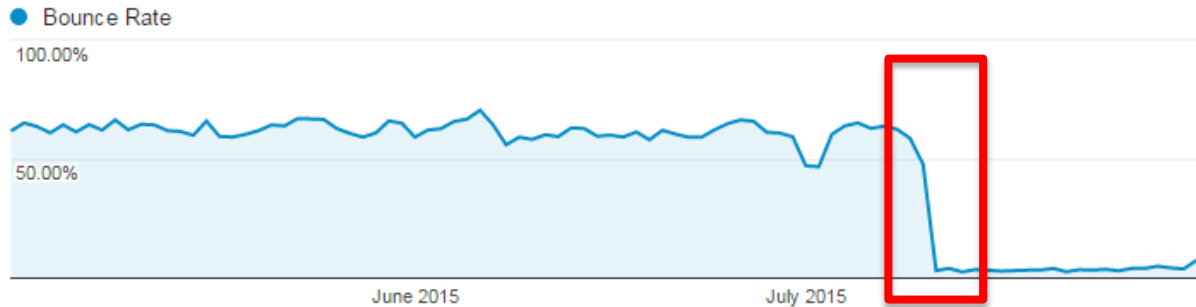
Tactics	Drive Blog Engagement	Sell Online	Drive Store Visits
	Recency / Frequency	Revenue £	Find store location
KPIs	Social Shares	Avg. order value: £	Printed Coupon
	Marketing channel (search, ppc, email, social)		
Segments	New vs Returning Visitors		
	Geography (For brick & mortar businesses)		

GA DASHBOARDS

Organic Traffic



Bounce Rate



Avg. Page Load time

16.89

Avg for View: 16.89 (0.00%)



Avg. Server Response Time (sec)

3.56

Avg for View: 3.56 (0.00%)



Avg. Domain Lookup Time (sec)

0.06

Avg for View: 0.06 (0.00%)



Mobile Page Load Time (sec)

21.30

Avg for View: 16.89 (26.13%)

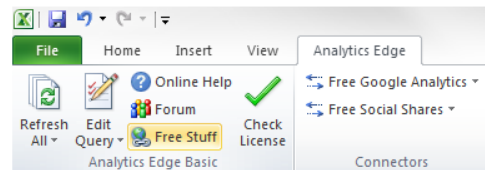


<https://support.google.com/analytics/answer/1068216?hl=en>
<https://www.google.com/analytics/gallery/#landing/start/>

MEASUREMENT TOOLS

Analytics Edge

Analytics Edge Basic Add-in

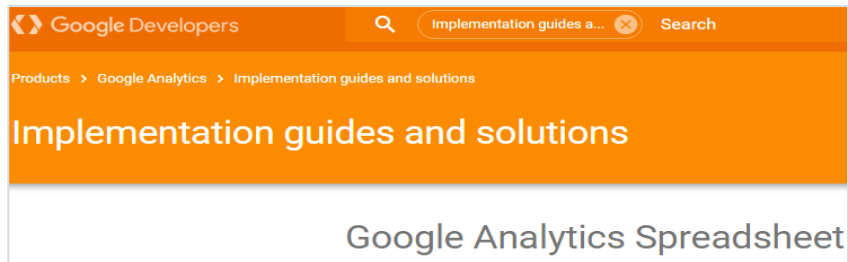


Analytics Edge Basic Add-in for Microsoft Excel 2007/2010/2013 lets you automate

- Includes: Free Google Analytics and Free Social Shares connectors

<http://www.analyticsedge.com/product/>

GA Sheets Add-on



<https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on>



<http://supermetrics.com/>

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CONTENT MARKETING



A photograph of several pieces of rusted metal, including a circular disc and a spoon-like shape, set against a bright green background. The rust is a dark brown color, contrasting with the vibrant green.

USERS ARE KING

A close-up photograph of a rusted metal surface, showing the intricate texture of the corrosion. The rust is a dark brown color, contrasting with the vibrant green background.

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A person's hands are shown holding a smartphone, with the screen displaying a blue-tinted interface. The background is a blurred, blue-tinted scene, possibly a crowd or a public space. A black horizontal band is overlaid across the center of the image, containing the text.

UNDERSTAND USER INTENT

KNOW YOUR AUDIENCE

Is the traffic you're getting from the right crowd?





**TRAFFIC = BEST CONTENT
MATCH FOR USER QUERY**

WHO IS MY CUSTOMER?

Remember

#1 Strategy comes BEFORE

#2 Tactics



RESEARCH

COMPANY VISION

- C-Level exec involvement
- Team capability & skills
- Buy in from all teams

CUSTOMER PROFILING

- Customer challenges
- Customer pain points
- Validate with your team
 - No distractions

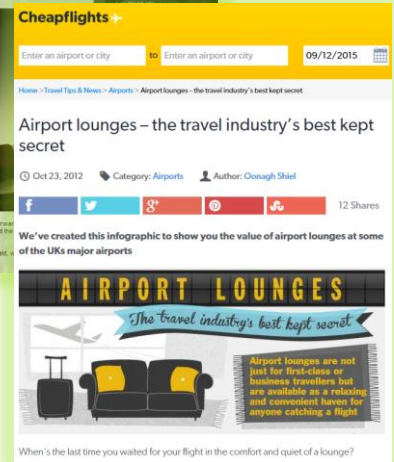
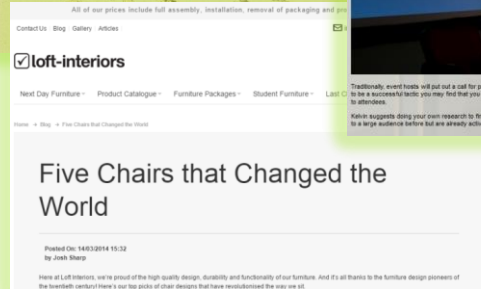
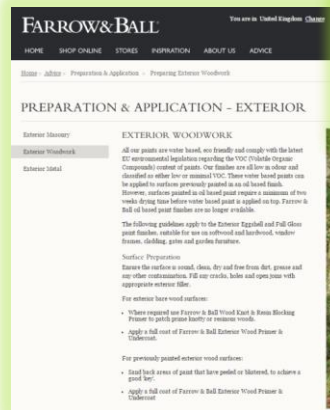
BRAND MESSAGING

Be consistent in your communications

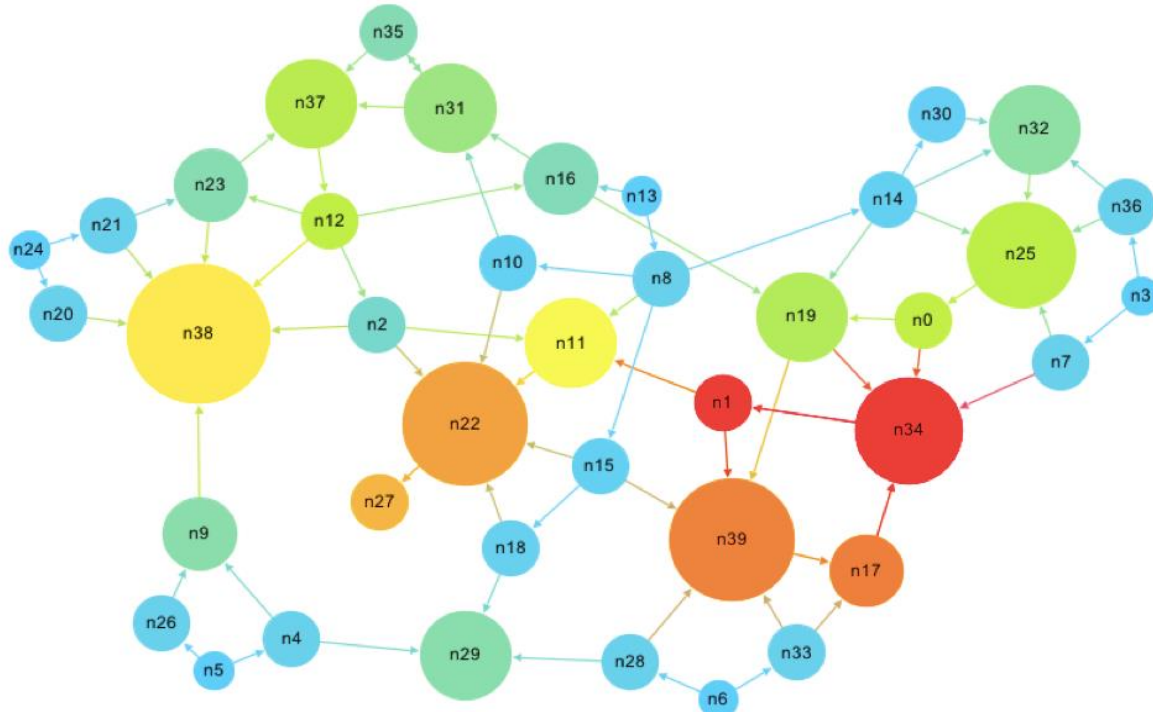


INFORMATION & BLOG CONTENT

Creating content mapped to keywords to drive traffic



LINKS



http://computationalculture.net/article/what_is_in_pagerank

Most sites are *well optimised* for keywords so Search Engines need to look at other factors to decide who ranks where

ONSITE VS OFFSITE CONTENT

ONSITE

Your website content

OFFSITE

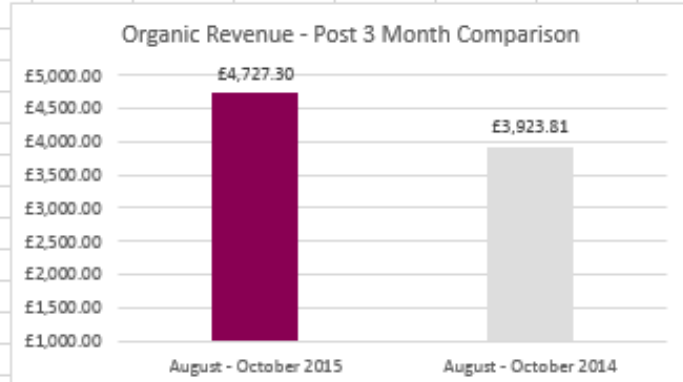
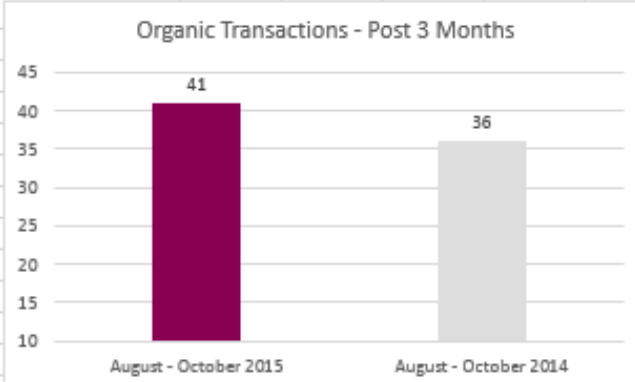
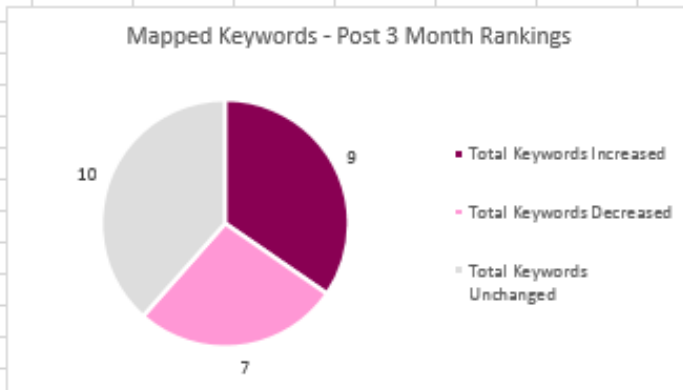
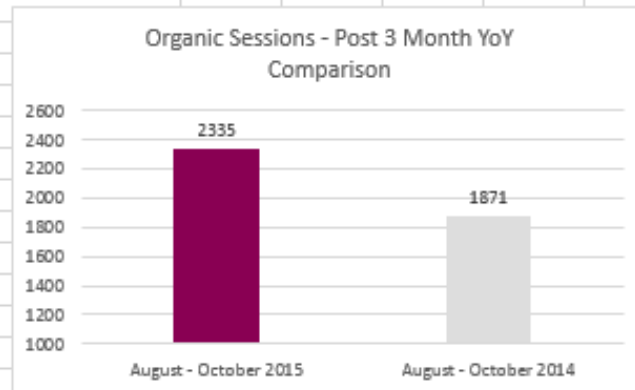
Other people's content

ONSITE MEASUREMENT



ONSITE MEASUREMENT

Post 3 Month Data	
July Content	Total Keywords
Mapped Keywords	26
Total Keywords Increased	9
Total Keywords Decreased	7
Total Keywords Unchanged	10
Organic Sessions	
August - October 2015	2335
August - October 2014	1871
Total Session Increase/Decrease	464
% Increase/Decrease	24.80%
Organic Transactions	
August - October 2015	41
August - October 2014	36
Total Session Increase/Decrease	5
% Increase/Decrease	13.89%
Organic Revenue	
August - October 2015	£4,727.30
August - October 2014	£3,923.81
Total Revenue Increase/Decrease	£803.49
% Increase/Decrease	20.48%



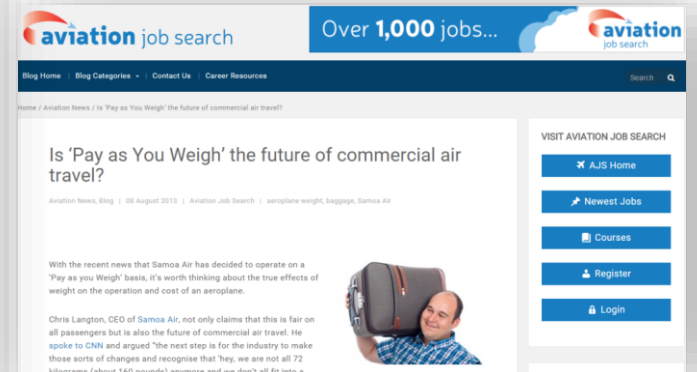
OFFSITE MEASUREMENT



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MEDIA COVERAGE

Create high quality content designed to appeal to journalists to drive traffic and generate **natural links**



SOCIAL MEDIA



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OFFSITE MEASUREMENT

[domain]. Competitor Content Overview

Total Pages Crawled		Top Performing Social Pages by Network	
	63	Page	Total
Top 5 Linked To Pages		Facebook Shares	2
URL	Total Links	Facebook Likes	52
http://www.centiro.com/	12926	Google+1s	1
http://www.centiro.com/solutions/e-commerce-fulfillmen	51	LinkedIn Shares	180
http://www.centiro.com/news	44	Pinterest Pins	0
http://www.centiro.com/work-for-us	43	Social Sharing Distribution	
http://www.centiro.com/privacy	40	Total	
Top 5 Shared Pages		Facebook Shares	5
URL	Total Shares	Facebook Likes	64
http://www.centiro.com/news/2015/11/03/frank-bakker-se	180	Google +1s	1
		LinkedIn Shares	358
		Pinterest Pins	0

ANY QUESTIONS?

OR

Any time left...

Site**Visibility**

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grow@sitevisibility.com

Website:

www.sitevisibility.com