

Let Your Website Work for You

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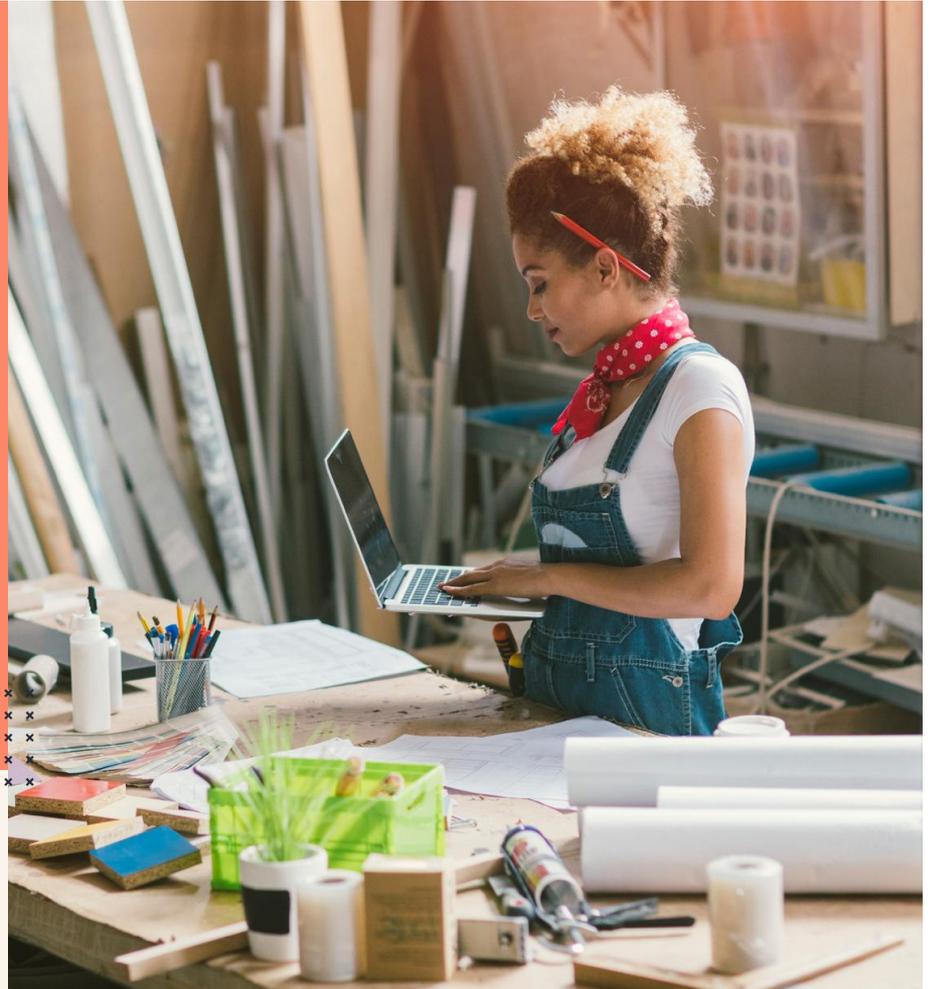
# Understanding SEO & Other Analytics to Increase Conversion.



**HANDMADE ARCADE**  
Virtual Marketplace



**IMAGEBOX**



**PART I**

# **Search Engine Optimization**

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## PART I

# Search Engine Optimization

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**Your website can be a powerful tool for connecting to a new audience for your art.** In theory, the equation is simple: bigger audience = more chances to build a following, a larger follower = more sales.

However, it is not enough to simply have a website. The competition is fierce for a spot “above the fold” on the first page of a Google search result. So how can you make your site easier to find and reach more people with your art?

## SEARCH ENGINE OPTIMIZATION

# What is SEO?

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To understand the true meaning of SEO, let's break that definition down and look at the parts:

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site for the wrong reasons, that is not quality traffic. You want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

## SEARCH ENGINE OPTIMIZATION

# How SEO works.

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You might think of a search engine as a website you visit to type a question into a box to magically return a long list of links to webpages that could potentially answer your question. But have you ever stopped to consider what's behind that list of links?

Here's how it works: Google (or any search engine) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

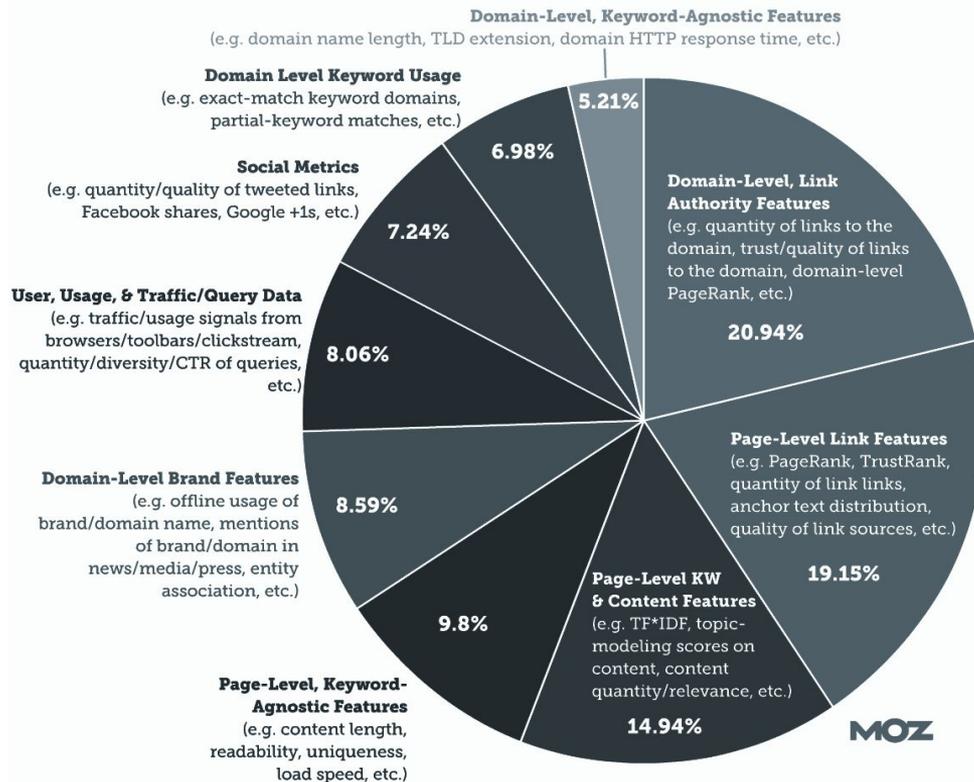
# SEARCH ENGINE OPTIMIZATION How SEO works.

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There are a lot of factors  
that go into a search  
engine's algorithm:

## Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



SEARCH ENGINE OPTIMIZATION

# How SEO works.

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## That's all the 'SE' (search engine) part of SEO.

The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.

## SEARCH ENGINE OPTIMIZATION

# Optimizing your website.

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**Optimization can take many forms.** It's everything from making sure the title tags and meta descriptions are both informative and the right length to pointing internal links at pages you're proud of.

- **On-Site SEO**  
Keywords, content, and code.
- **Off-Site SEO**  
Relevance, trustworthiness, and authority.

SEARCH ENGINE OPTIMIZATION

# On-Site SEO

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**The ultimate goal of on-site SEO is to make it as easy as possible for both search engines and users to:**

- Understand what a webpage is about;
- Identify that page as relevant to a search query or queries (i.e. a particular keyword or set of keywords);
- Find that page useful and worthy of ranking well on a search engine results page (SERP).

SEARCH ENGINE OPTIMIZATION

# On-Site SEO

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**In the past, on-site SEO was all about keyword use – including high-value keywords in key locations on your website.**

Today, though, search engines have grown exponentially more sophisticated. Modern on-site SEO is less about keyword repetition or placement and more about understanding who your users are, what they're looking for, and about what topics (keywords) can create content that best fulfills that need.

## SEARCH ENGINE OPTIMIZATION

# On-Site SEO

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- **In-depth.** Content must be sufficiently thorough in order to stand a good chance at ranking.
- **User-friendly.** Is the content readable? Does it match user intent? Is it organized on your site in such a way that it's easily navigable? Is it generally clean, or littered with ads and affiliate links?
- **Unique.** If not properly addressed, content duplicated from elsewhere on your site (or elsewhere on the Internet) may impact a site's ability to rank on SERPs.

SEARCH ENGINE OPTIMIZATION

# Keywords: The backbone of on-site SEO.

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**Keywords and phrases are little beacons of light calling search engines and searchers to your website.**

## **So how do keywords come in to play for your business?**

Good quality keywords are one of the most efficient ways to attract consistent, quality traffic to your website. Start a list of search terms and phrases (aka: keywords) and make sure they're built into your site. Then put them in heavy rotation on your blog, in your product descriptions, and when you post to social.

## SEARCH ENGINE OPTIMIZATION

# Picking the right keywords.

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- **Think like a buyer.**  
Use the same words a buyer would use, not the pros in the field.
- **Pick your battles.**  
Competition is fierce. Use long-tail keywords to help narrow search intent.
- **Look for low hanging fruit.**  
If you can write descriptions, create pages and target keywords no one else is competing for, you're more likely to come out on top.
- **Cast a wide net.**  
Don't hesitate to think big and try keywords for people who are searching for things related to what you offer.

## SEARCH ENGINE OPTIMIZATION

# Other on-site SEO tactics.

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**Beyond the keywords used throughout your website, there are several non-keyword elements that can influence your site's ranking.**

- Link use on a page: How many links are there? Are they internal or external? Where do they point to?
- Page load speed
- Use of Schema.org structured data or other markup
- Page URL structure
- Mobile friendliness
- Page metadata

SEARCH ENGINE OPTIMIZATION

# Off-site SEO

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**Off-site SEO** refers to actions taken outside of your website to impact your rankings within search engine results pages.

Optimizing for off-site ranking factors involves improving search engine and user perception of a site's **popularity, relevance, trustworthiness,** and **authority.**

# Backlinks: the heart of off-page SEO.

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Search engine use backlinks as indications of the linked-to content's quality. There are three main types of links:

- **Natural:** Links given without any action by the owner.
- **Manual:** Links acquired through deliberate link-building activities. This includes getting customers to link to your website.
- **Self-created:** Links created by backlinking in an online directory, forum, or press release.

SEARCH ENGINE OPTIMIZATION

## Other off-site SEO tactics.

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While earning links is the most common off-site strategy, there are other opportunities to improve your ranking with off-site practices.

- **Social media marketing**
- **Guest blogging**
- **Linked and unlinked brand mentions**
- **Influencer marketing**

SEARCH ENGINE OPTIMIZATION

# What can you do?

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## Edit your Maker Page with the Yoast SEO plug-in.

The Yoast SEO Plug-in gives everyone the opportunity to rank in search engines.

- **Title Tag**
- **Meta Description**
- **Social Card**

## SEARCH ENGINE OPTIMIZATION

# What can you do?

## Title Tag & Meta Description:

The screenshot shows the Yoast SEO interface with the following elements:

- Navigation:** SEO, Schema, Social
- Google preview:** A section for previewing search results.
- Preview as:** Radio buttons for Mobile result (selected) and Desktop result.
- Search snippet:** A preview of a search result for "New Test Maker - Handmade Arcade" with a date of Nov 9, 2020 and a note to provide a meta description.
- SEO title:** A field containing "Title Page Separator Site title" with an "Insert variable" button.
- Slug:** A field containing "new-test-maker".
- Meta description:** A field with the placeholder text "Modify your meta description by editing it right here" and an "Insert variable" button.

## Social Cards:

The screenshot shows the Yoast SEO interface with social card previews:

- Facebook preview:** A section with a blue informational box: "Do you want to preview what it will look like if people share this post on Facebook? You can, with Yoast SEO Premium. Find out why you should upgrade to Yoast SEO Premium."
- Facebook image:** A field with a "Select image" button.
- Facebook title:** A field with the placeholder text "Modify your Facebook title by editing it right here...".
- Facebook description:** A field with the placeholder text "Modify your Facebook description by editing it right here...".
- Twitter preview:** A section with a blue informational box: "Do you want to preview what it will look like if people share this post on Twitter? You can, with Yoast SEO Premium. Find out why you should upgrade to Yoast SEO Premium."
- Twitter image:** A field with a "Select image" button.
- Twitter title:** A field with the placeholder text "Modify your Twitter title by editing it right here..." and an "Insert variable" button.
- Twitter description:** A field with the placeholder text "Modify your Twitter description by editing it right here..." and an "Insert variable" button.

## SEARCH ENGINE OPTIMIZATION

# Summary

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So how do you reach #1 and put your website in position to reach the most amount of people?

It's unlikely that you'll do it alone, or that a single strategy will work. **You need to constantly measure your SEO performance, change what isn't working, and continue with what is.**

In fact, there's probably a free tool that you're currently using to track your on-site metrics: Google Analytics.

**PART II**

# Google Analytics

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PART II

# Google Analytics

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**Google Analytics is a tool that can help you understand how people find your website and what they do when they get there.**

In short, the platform gives you the complete picture of your website's performance. GA collects a wide range of data and generates insightful reports. You can use those reports to learn more about your website and its visitors.

GOOGLE ANALYTICS

# Why Google Analytics?

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**Google Analytics provides you with a better understanding of how effective your website is as a marketing tool. You'll learn valuable information, such as:**

- How many people visit my website?
- Where do they live?
- What pages are the most popular?
- How many visitors converted into sales?
- Where did my conversions come from?
- Where did they go on my website?

## GOOGLE ANALYTICS

# Getting started.

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### 1. Go to [google.com/analytics](https://google.com/analytics).

- a. To create an account, click Start for free.
- b. To sign in to your account, Click Sign in to Analytics.

### 2. Set up a property.

- a. A property represents your website or app, and is the collection point in Analytics for the data from your site or app.

### 3. Set up a filtered reporting view.

- a. Views let you create filtered perspectives of your data; for example, all data except from your company's internal IP addresses, or all data associated with a specific sales region.

### 4. Add your tracking code.

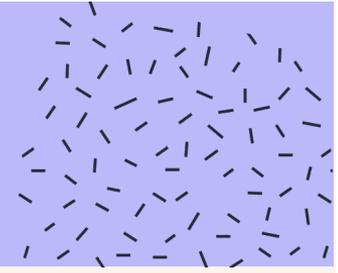
- a. Follow the instructions to add the tracking code to your website so you can collect data in your Analytics property.

### 5. Verify that your tracking code is active by looking at the “Real-Time Reports” section.

GOOGLE ANALYTICS

# Dashboard

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**Google Analytics Dashboards are simply collections of widgets that allow you to quickly visualize your data.**

You can have up to 20 dashboards with 12 widgets for each property in your Google Analytics account. By default, the dashboard provides you with a quick glance of:

- **Visits**
- **Active Users**
- **Insights**
- **Traffic Sources**
- **Visitors Overview**
- **Content Overview**

GOOGLE ANALYTICS

# Reports

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**Google Analytics can provide invaluable insights into your website, your levels of traffic and engagement, and the success of your campaigns.**

If you're a newcomer to Google Analytics, however, the array of different reports available can be a little overwhelming. Where should you begin? Where can you find the most useful data about your website?

The standard reports can provide you with insight into the data on every part of your website.

GOOGLE ANALYTICS

# Reports

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## Real-Time

The Real-Time report gives you insight into what's happening on your site at this very moment.

- See how much traffic you're getting from a new social or blog post
- Know immediately if a one-day sale or event is driving views and/or conversions
- Make sure tracking URLs and custom events that you've just set up are working as they should

GOOGLE ANALYTICS

# Reports

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## Audience

These reports give you a deep-dive into who is coming to your website.

- Who is coming to the website
- Are they new or returning visitors?
- What type of devices do they use?
- What are the ngeneral demographics of my visitors?

GOOGLE ANALYTICS

# Reports

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## Acquisition

Find out where your traffic is coming from, how people are reaching your site, and how each traffic source is behaving on your website.

- How many users are coming from each channel?
- What is their behavior like?
- How many conversions did each channel contribute?

GOOGLE ANALYTICS

# Reports

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## Behavior

These reports will tell you everything you want to know about your content.

- What content performs best on your website?
- What pages are the most popular?
- How do users move from visit to purchase?

GOOGLE ANALYTICS

# Reports

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## Conversions

Lets you track specific actions that your visitors take – and how effectively your website gets people to take those actions.

- Define goals and actions you want visitors to take.
- Track transactions and item data.
- Opportunities to track data about customer behavior **before** they buy.

GOOGLE ANALYTICS

# Enhanced Ecommerce Plugin

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**Track the entire customer journey - from arriving at a page, through research, evaluation, purchase, and even returns.**

- Tracks which ecommerce products are seen and clicked
- Aggregated user metrics through the conversion funnel all the way to order confirmation
- Records how and when users initiate checkout or abandon cart
- Coupon usage for any promotion influence on orders
- Which products are added to cart, removed, or completed with an order

GOOGLE ANALYTICS

# The Lingo

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There are so many reports and so much data inside Google Analytics, but what does it all mean?

- **Goals**
  - **Events**
  - **Direct Traffic**
  - **Bounce Rate**
  - **Organic Traffic**
  - **Sessions**
  - **Source**
  - **Medium**
- 
- **New Users**
  - **Pageviews**
  - **% Exit**
  - **Active Users**
  - **Unique Page Views**
  - **Landing Page**
  - **Keyword**

## GOOGLE ANALYTICS

# The Lingo

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### Goals

Any action you want your visitors to take: register, download, donate, complete a form or stay a certain amount of time on the site.

### Events

A custom interaction (or attribute) that is tracked from your website into Google Analytics, for example, tracking plays of an embedded video.

### Direct Traffic

Direct traffic includes people who typed your website's URL into their browser or clicked a link in an email application (that didn't include campaign tags).

### Bounce Rate

The bounce rate refers to the percentage of people who visit one page, then leave.

### Organic Traffic

Organic refers to people clicking on a free link from a search results page.

### Sessions

A single visit to your website, consisting of one or more pageviews.

## GOOGLE ANALYTICS

# The Lingo

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### Source

Source tells you where the message was seen. For example, a source of 'google' would indicate that someone found your website after performing a search on Google. Source can be used in combination with medium for more granular insights, for example, a source of 'google' and a medium of 'cpc' would be reported for paid clicks from your AdWords campaigns.

### Medium

Medium is one of the four main dimensions of reporting and analyzing how people found your website. Medium tells you how the message was communicated.

### New Users

People that visit your website for the first time in the selected date range.

### Pageviews

This is the number of times users view a page.

### % Exit

Simply put, an exit percentage for a page measures the number of visitor sessions on your site which included multiple page views and ended with that particular page.

# The Lingo

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## Active Users

- The Real Time and Home reports show you how many people are currently viewing content on your website. Data is processed within a few seconds into the Real Time reports and you can view data for the previous 30 minutes.
- The Active Users report (under 'Audience') tells you the number of unique users who performed sessions on your website within a certain number of days.

## Landing Page

A Landing Page is the first page that a user sees when arriving to your site, whether via referral or search.

## Unique Page Views

The unique pageview number counts all the times the page was viewed in an individual session as a single event; so whether a visitor viewed the page once in their visit or give times, the number of unique pageviews will be recorded as just one.

## Keyword

The organic keywords report shows you the terms people used to find your website when clicking on a free result from a search engine.

- *(not provided) is Google's way of protecting search engine user's privacy by hiding the keywords they use to discover your website. A tool like Google Search Console can help uncover some of those keywords.*

SEO + GOOGLE ANALYTICS

# Measuring SEO with Google Analytics

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When used together, Google Analytics contains valuable data that your business can use to monitor and improve SEO performance—from keywords to pageviews. How?

- Sync Google Analytics with your [Search Console](#) account.
- Track organic visitors.
- Find top-performing content.
- Look at your most popular landing pages.
- Use the content drilldown report.

SEO + GOOGLE ANALYTICS

# Free Tools

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## SEO Education

[The Beginner's Guide to SEO](#)  
[Search Engine Journal](#)

## Keywords

[Google Keyword Planner](#)  
[Keyword Explorer](#)

## PageSpeed

[GTmetrix](#)  
[PageSpeed Insights](#)

## Links

[Link Explorer](#)  
[Backlink Checker](#)

## Mobile SEO

[Mobile-first Index Checker](#)  
[Mobile-Friendly Test](#)

## Multi-Use

[SEMRush](#)  
[SEO Minion](#)

# Thank You!



**HANDMADE ARCADE**  
Virtual Marketplace

