

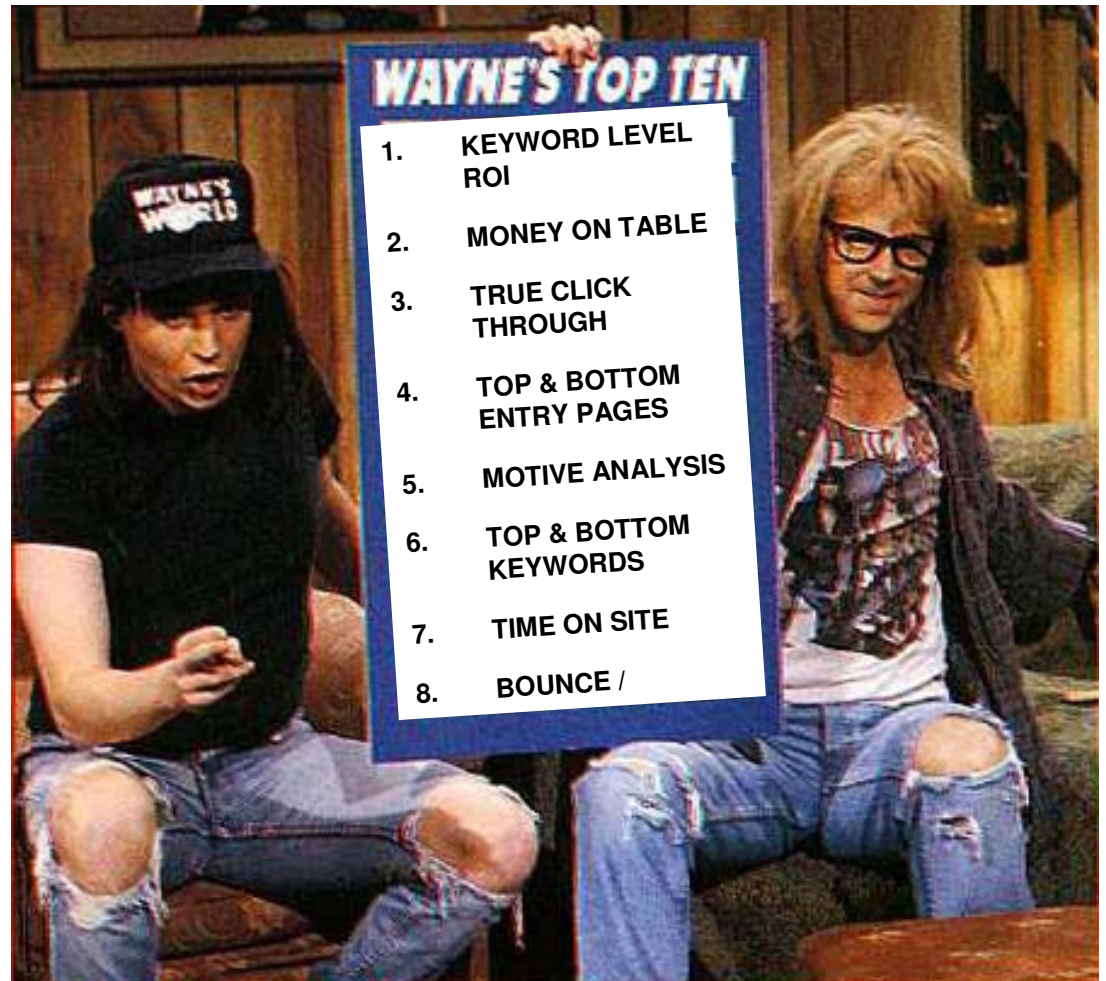


Top Ten Customized Search Analytics Reports
MARCH, 2009
Web 2.0 Expo

CRAIG HORDLOW, CHIEF STRATEGIST
MARCH 30, 2009

TOP 10 REPORTS

1. **KEYWORD LEVEL ROI**
2. **MONEY LEFT ON THE TABLE**
3. **TRUE CLICK THROUGH RATE**
4. **TOP & BOTTOM ENTRY PAGES**
5. **MOTIVE ANALYSIS**
6. **TOP & BOTTOM KEYWORDS**
7. **TIME ON SITE**
8. **BOUNCE / CONVERSION BY MOTIVE**
9. **GOOGLE WEBMASTER TOOLS – CONTENT ANALYSIS**
10. **SEO EVENT TRACKER BY ENTRY PAGE**



AGENDA

DEFINE YOUR REPORTING PHILOSOPHY

- Methodology: Top / Down
- See Your Site as a Marketer AND a User
- Know the Questions to Ask (discussed during reports section)
- Track Revenue as an Equation
- The Value of Noodling

REPORTS

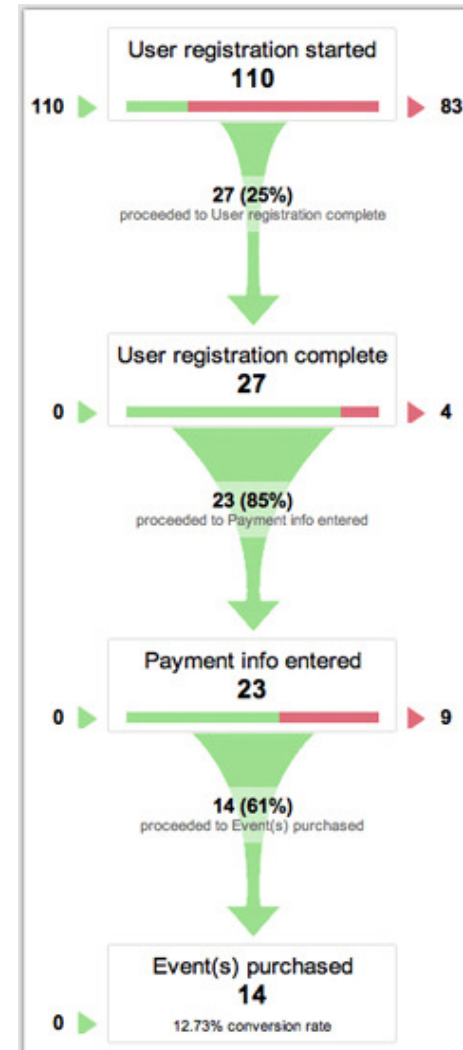
- The Motive Analysis
- Advanced Segmentation
- Etc. The Other Reports

FIND YOUR REPORTING PHILOSOPHY

CALIBRATING YOUR LENS

PHILOSOPHY: DEFINED AND PURPOSE

- Existential: Why Does it Exist?
 - ⇒ Justify value to client / self
 - ⇒ Measure initiatives
 - ⇒ Discover
- Perspective
 - ⇒ See as a marketer and user
 - ⇒ “What would I do if it were my business?”
- Scope
 - ⇒ What is enough or too much?
 - Beware of time spent formatting or doing manual tasks
 - Beware of too much time saved by automation. This happens when you define what you will and will not look at.
- Honesty
 - ⇒ Accomplishments & Weaknesses
 - ⇒ MOTIVATE & INSPIRE



SEE YOUR Site as a MARKETER AND a USER

- “You don’t have a conversion problem, you have a usability problem”
 - ⇒ Large percent of performance issues are due to usability and quality, not messaging / marketing
- Report AND Use
 - ⇒ Force regularity of reporting and usage
 - ⇒ There are some things analytics reports cannot tell you

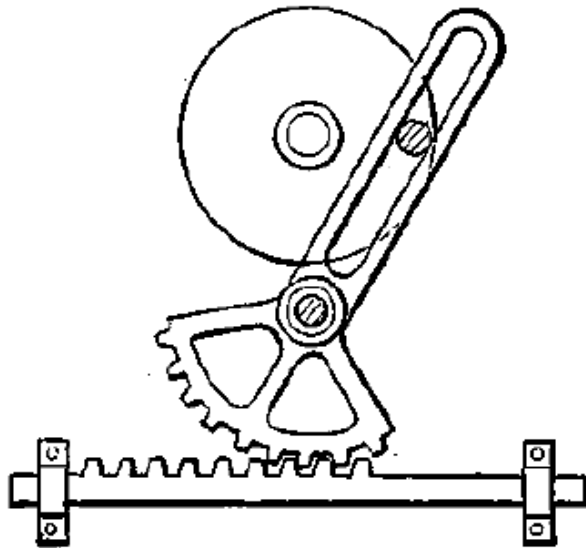


Objective: Influence AND Align

UNDERSTAND REVENUE AS AN EQUATION

SAMPLE VERSION:

Monthly Revenue = (# Visitors) * (Conversion Rate) * (Average Selling Price)



Know Your Levers

THE VALUE OF NOODLING

- Beware of “Over Automation”
 - ⇒ Can limit your views of the data
- Noodling:
 - ⇒ Go into data and click around, explore!
 - ⇒



METHODOLOGY: TOP DOWN APPROACH

NOW: LET'S DEFINE "TOP DOWN"

“TOP DOWN” DEFINED



- Prioritize by Impact & True Value Creation

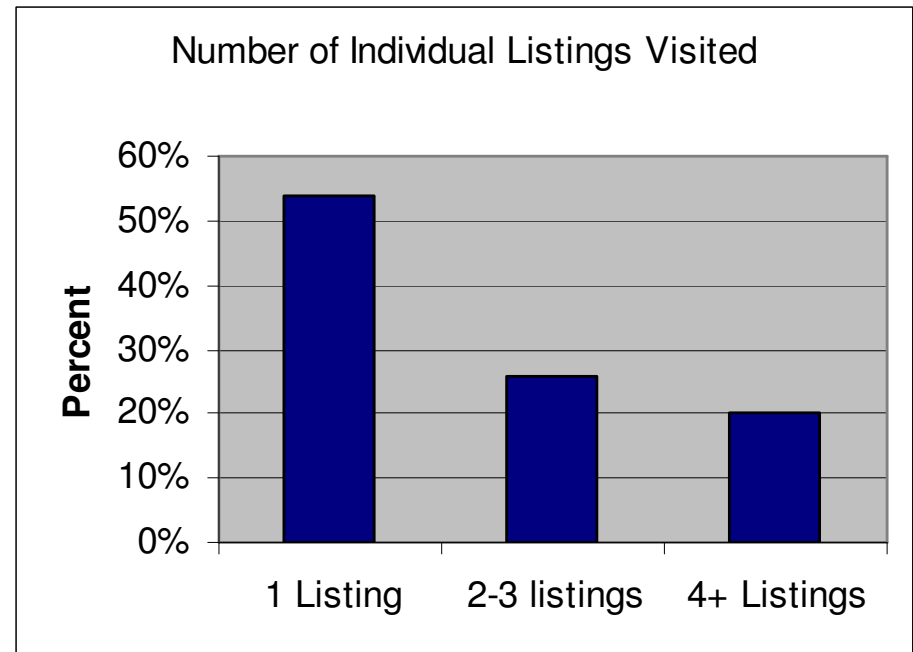
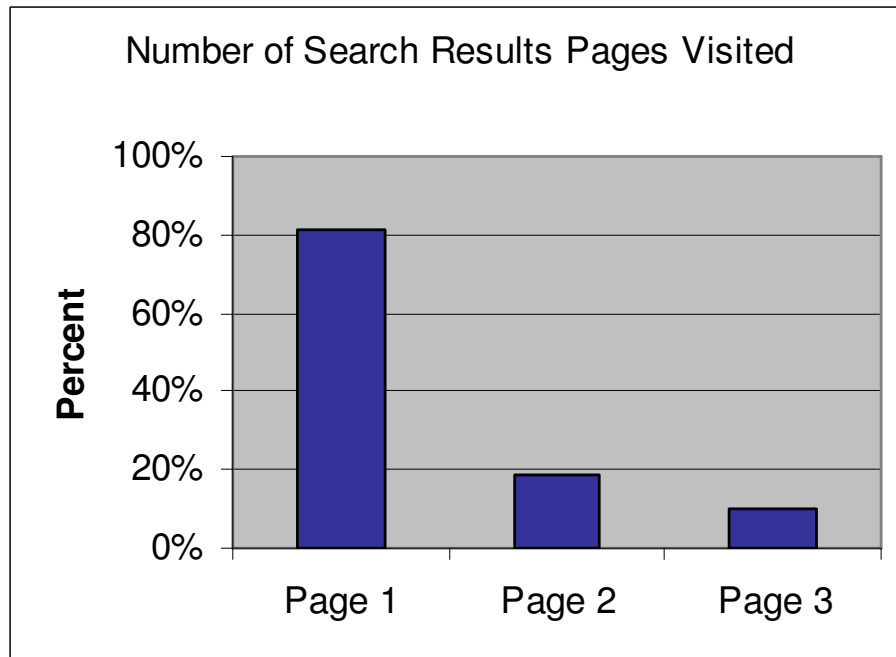
Questions?

NOW FOR THE REPORTS

**Q: WHAT IS THE MOST IMPORTANT
THING YOU DON'T KNOW?**

MARKETING IS ABOUT ASKING THE RIGHT QUESTIONS

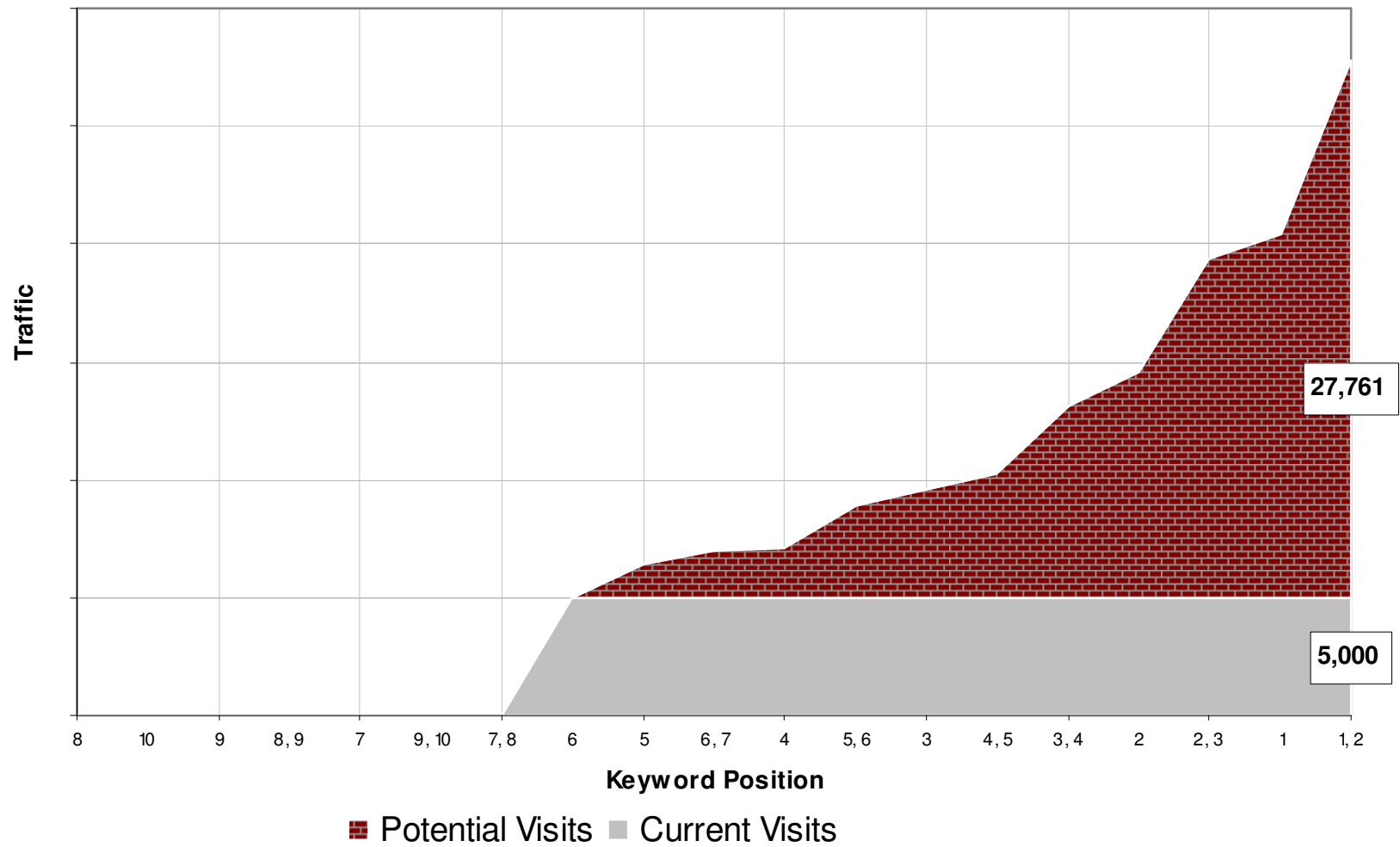
MONEY ON THE TABLE: DON'T SETTLE FOR "GOOD ENOUGH"



- Precipitous decrease in clicks after position one
- Largest missed opportunity rarely analyzed

QUANTIFY UNRECOGNIZED TRAFFIC & REVENUE BY KEYWORD POSITION

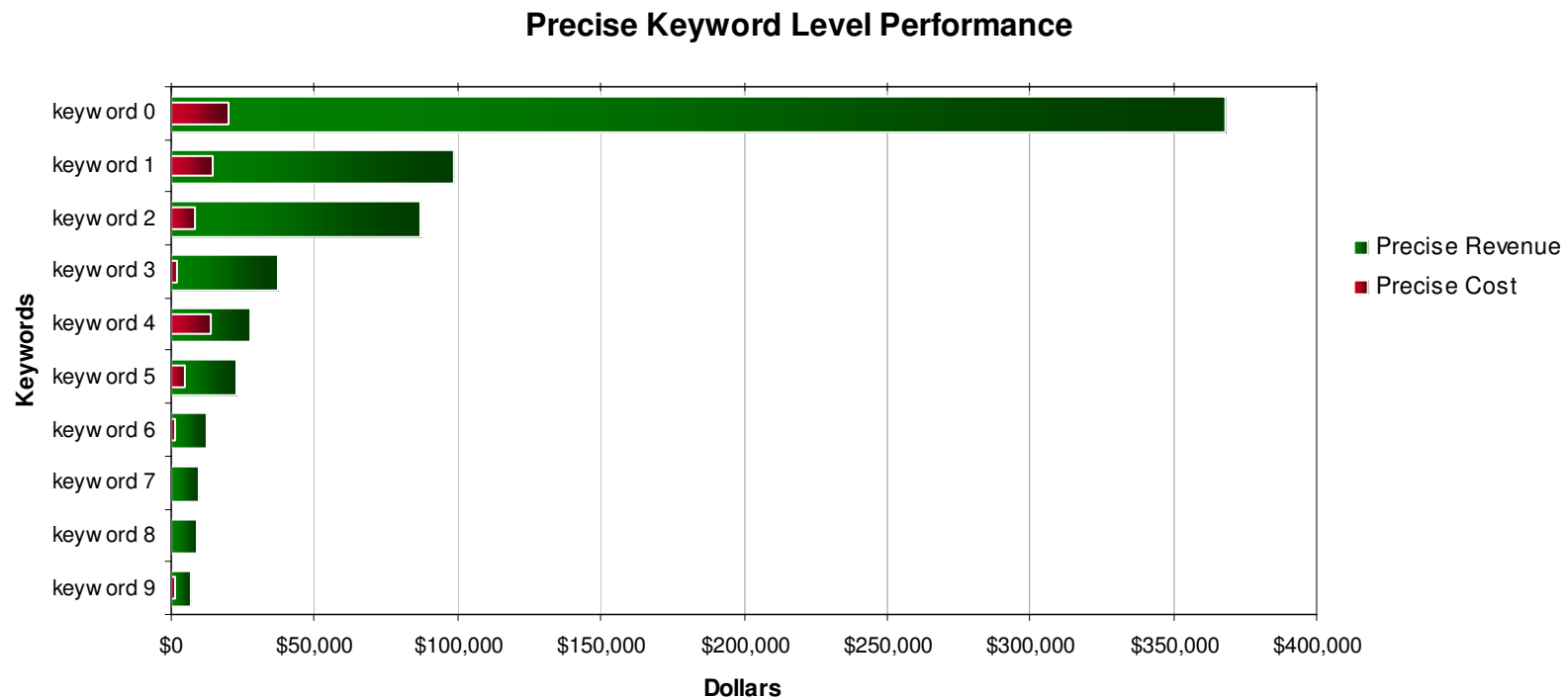
Potential Traffic Boost Through Higher Keyword Position



KEYWORD LEVEL ROI

- Resource Allocation by Keyword

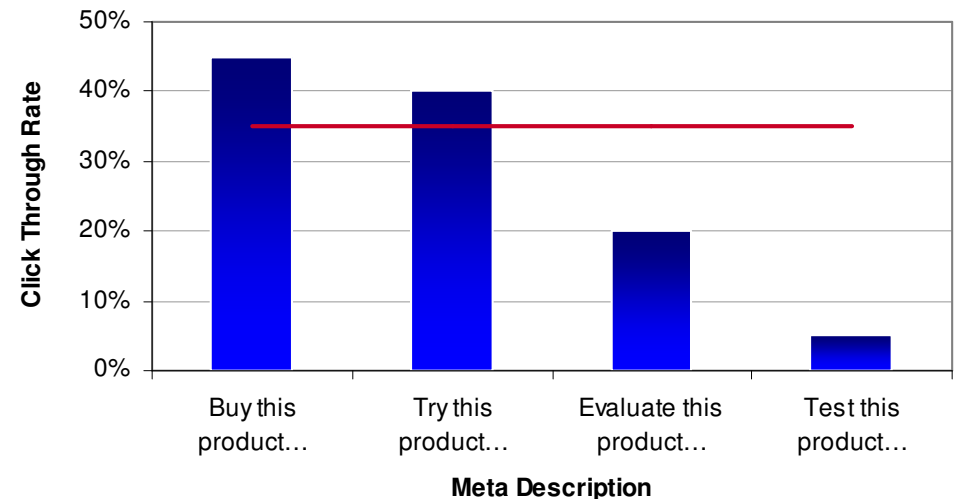
- ⇒ How should the keywords be tiered?
- ⇒ What keywords should be the focus to provide the biggest bang for the buck?
- ⇒ Is there an extended long-tail play for certain keywords?
- ⇒ Are the keywords ranking high enough for the amount spent?



TRUE CLICK THROUGH RATE

- DEFINED: The number of people who click organic result vs. SHOULD for your position (approximation).
 - ⇒ Indicates quality of description in index
- What keywords are getting high click through rates?
 - ⇒ What's my average click through rate for the site as a whole?
 - ⇒ What is my expected click through rate by position?
- Which pages should I optimize for a better click through rate?
 - ⇒ What meta descriptions had high click through rates?
- Are the pages mapped to the right keyword phrases?

Click Through Rates for Pages in Position 1



GOOGLE WEBMASTER TOOLS – CONTENT ANALYSIS

- Why are some pages not ranking very well?
 - ⇒ Where is duplicate content?
 - ⇒ What pages are missing title tags?
- Why are some pages not converting well?
 - ⇒ Are the meta description tags too short?

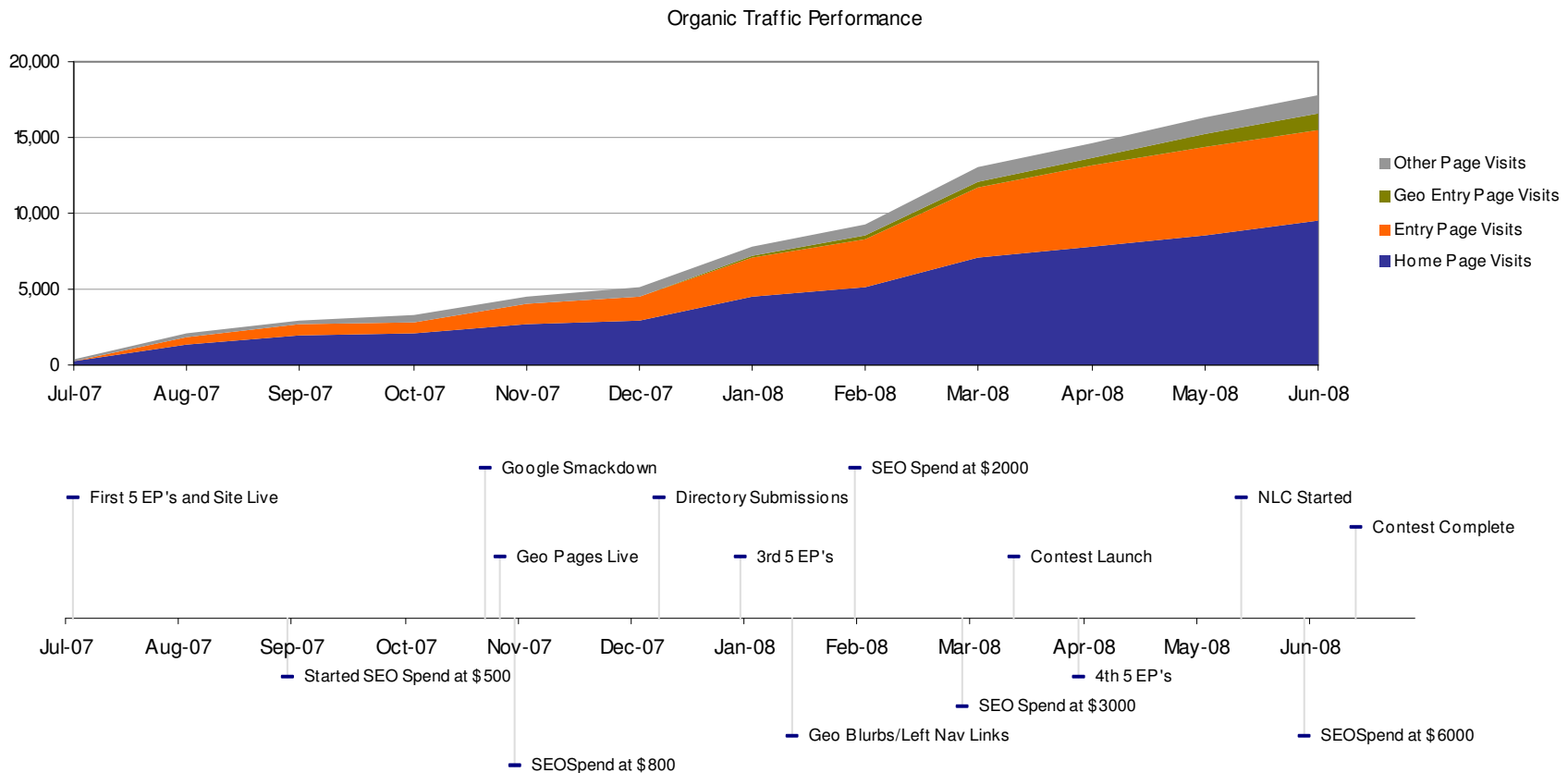
Meta description issues	Pages
Duplicate meta descriptions	976
Long meta descriptions	0
Short meta descriptions	20

Title tag issues	Pages
Missing title tags	0
Duplicate title tags	970
Long title tags	0
Short title tags	0
Non-informative title tags	0

Non-indexable content issues	Pages
We didn't detect any issues with non-indexable content on your site.	

TRACK EVENT HISTORY & ENTRY PAGE PERFORMANCE

- How are the Entry Pages doing?
 - ⇒ How has various SEO efforts affected the Entry Pages?
 - ⇒ What other events have affected organic traffic?



THE MOTIVE ANALYSIS

UNDERSTAND DATA EMOTIONALLY

TWO FUNDAMENTAL HUMAN INTERACTIONS

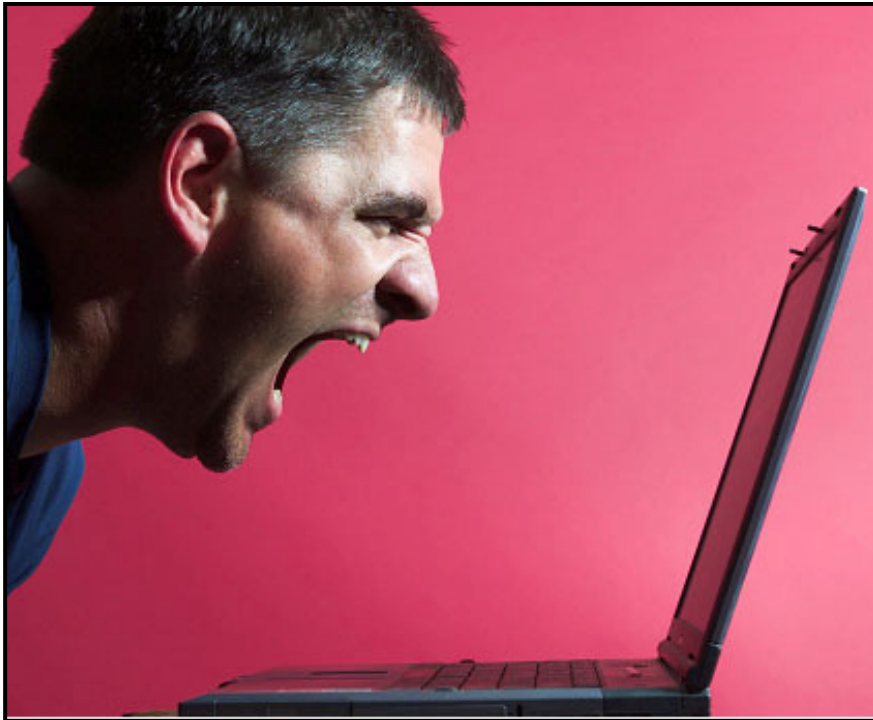


Connect



Disconnect

ARE YOU REALLY, REALLY LISTENING?



- Don't we always look at the "top" first?
 - ⇒ keywords, entry pages, geo's
- We must listen to the ENTIRE conversation to truly understand
- Purpose of Motive Analysis is to dig deep, way beyond "top" this and that

OBJECTIVE: UNDERSTAND HUMAN MOTIVE

“Motive Analysis”

- Identify the motive of visitors by understanding the nuances of their search query
- Segment the queries by motive
- Analyze the performance of each segment
- Identify “Motive Disconnects”
- Modify the “Disconnect” on the entry page so it now speaks to that user



Connections =



Conversions, Loyalty, etc.

CRAIG'S TEN MOTIVES OF SEARCH

- 1. Product/Service**
 - ⇒ Athletic shoes
- 2. Comparison/Quality**
 - ⇒ Quality: "Top", "Best"
 - ⇒ Price: "Cheap", "Discount"
- 3. Adjective Qualifier**
 - ⇒ White shoes
- 4. Intended Use**
 - ⇒ Running shoes
- 5. Vendor/Manufacturer**
 - ⇒ Gucci shoes
- 6. Location**
 - ⇒ San Francisco shoe store
- 7. Action Request**
 - ⇒ Buy shoes
- 8. Instruction**
 - ⇒ Repair broken heels
- 9. Definition**
 - ⇒ What are pumps?
- 10. Problem**
 - ⇒ Shoes for wide feet

• Motive Analysis:

- ⇒ Ranking for these terms is not enough
- ⇒ You must CONNECT with the visitor
- ⇒ Software cannot do this for you
- ⇒ People may have combinations of motives

← Download: craig.redbricksmedia.com

SAMPLE CASE STUDY: ONLINE SHOES



• Look for the Motives in Referring Keywords

- ⇒ Intended Use (running, dance, for babies)
- ⇒ Comparison
 - *Top running shoes, best hiking boots*
 - *Cheap, Discount*
- ⇒ Brand (Steve Madden)
- ⇒ Geo (San Francisco)

THREE SAMPLE PERSONAS



- **Shopping Addict**

- ⇒ Brand (Gucci)
- ⇒ Adjective Qualifier ("Tobacco Pumps")



- **Local Enthusiast**

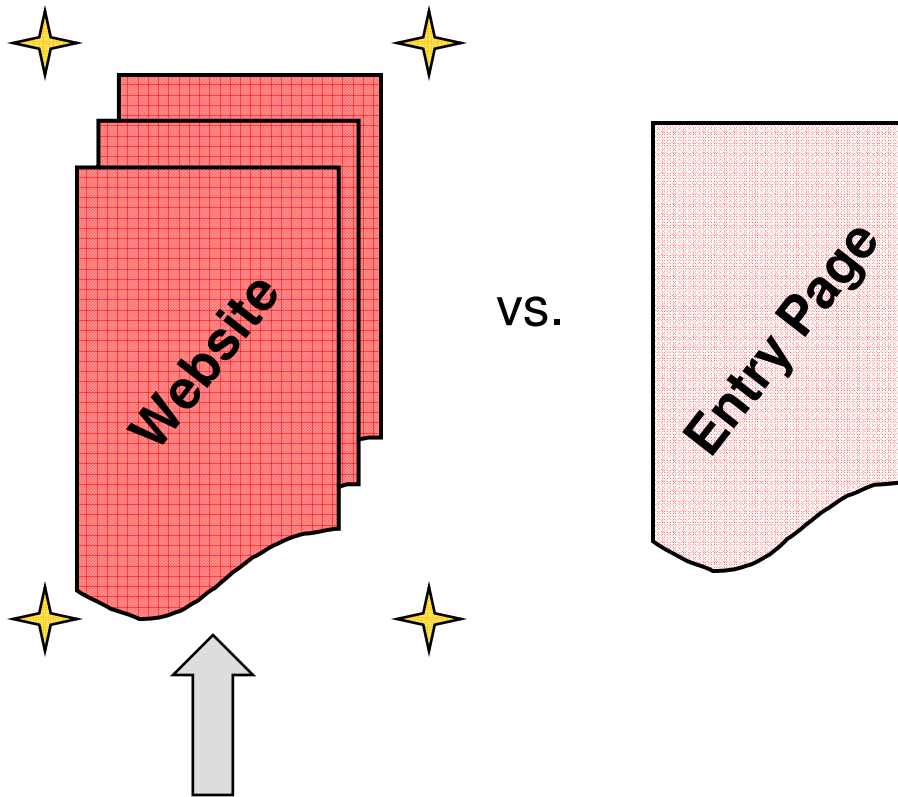
- ⇒ Geo ("Toronto")
- ⇒ Intent ("Hiking")



- **Bargain Hunter**

- ⇒ Intent ("Walking shoes")
- ⇒ Price ("Discount")

1. REVIEW ALL REFERRING KW'S

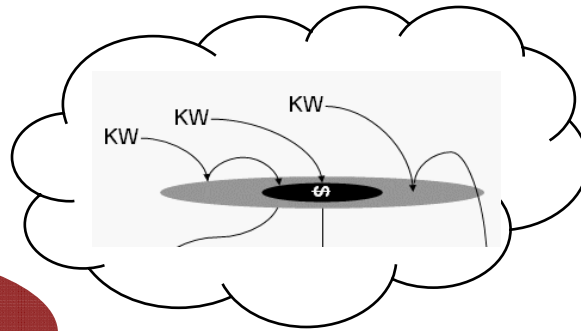


- Start with the website's referring keywords

KEYWORD LIST

Keywords	Advertiser Competition ?	Approx Search Volume: January
Keywords related to term(s) entered - sorted by relevance ?		
shoes	█	55,600,000
mephisto shoes	█	60,500
men shoes	█	823,000
discount shoes	█	368,000
mens shoes	█	1,500,000
womens shoes	█	3,350,000
designer shoes	█	550,000
women's shoes	█	11,100,000
dress shoes	█	1,500,000
ladies shoes	█	550,000
wholesale shoes	█	110,000
athletic shoes	█	823,000
shoe stores	█	450,000
ecco shoes	█	165,000
basketball shoes	█	673,000
diesel shoes	█	165,000
tennis shoes	█	450,000
birkenstock shoes	█	110,000
vans shoes	█	301,000

BEGIN GROUPING KEYWORDS - HIGH LEVEL



- **Review Everything**

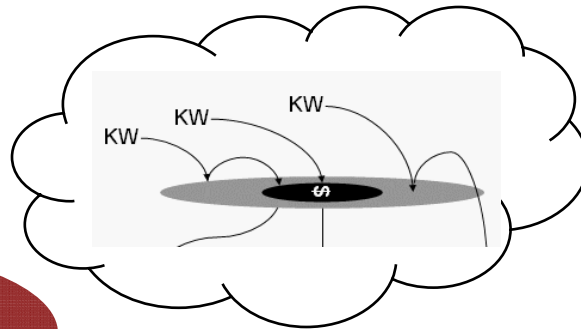
- ⇒ Review all keywords first, then use filters (next slide)
- ⇒ Take notes on motive themes
- ⇒ High level thematic grouping



PRICES



2. SEGMENT & THEN MICRO-SEGMENT



- **Review Everything**

- ⇒ Review all keywords
- ⇒ Take notes on motive themes

- **Segment:**

- ⇒ Buckets by motive
 - *"Gucci Shoes"*

- **Micro-Segment:**

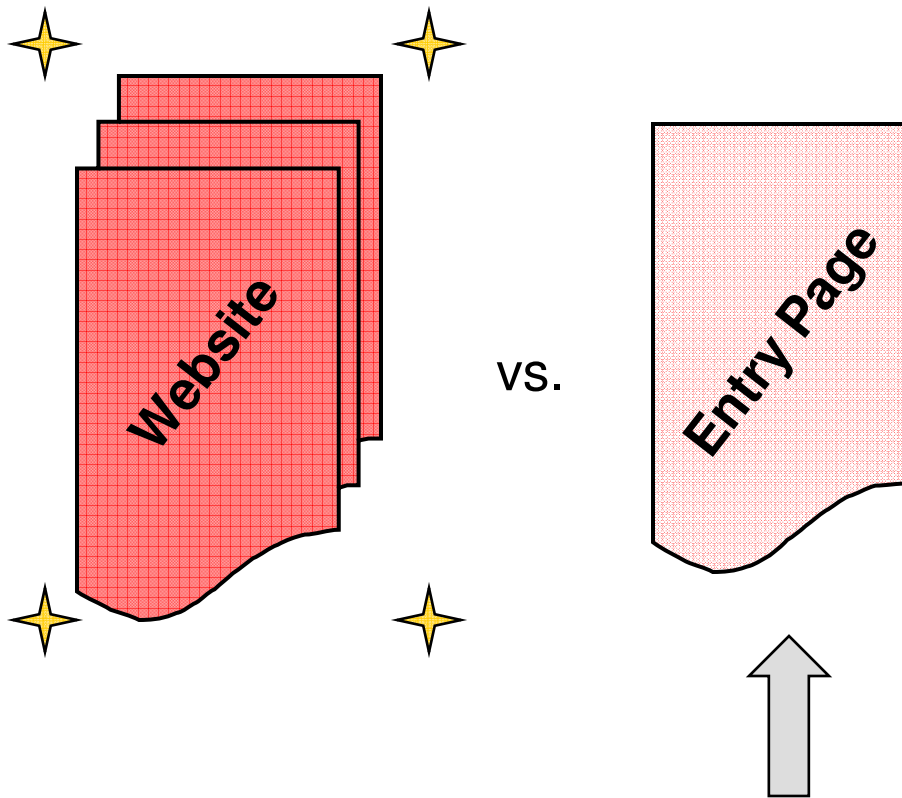
- ⇒ Buckets by combined motives
 - *"Discount Gucci Nappa Beige Shoes"*



PRICES

- Micro-segmentation is grouping by highly specific phrases, which enables you to message back with equal specificity.

3. NOW ANALYZE ENTRY PAGES



- Look for conversion and bounce data at the entry page level, since this is where the content first impacts visitor

KEYWORD LIST

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basketball shoes	█	673,000
diesel shoes	█	165,000
tennis shoes	█	450,000
birkenstock shoes	█	110,000
vans shoes	█	301,000

TIP: GENERATE A LIST OF FILTERS & SEGMENT

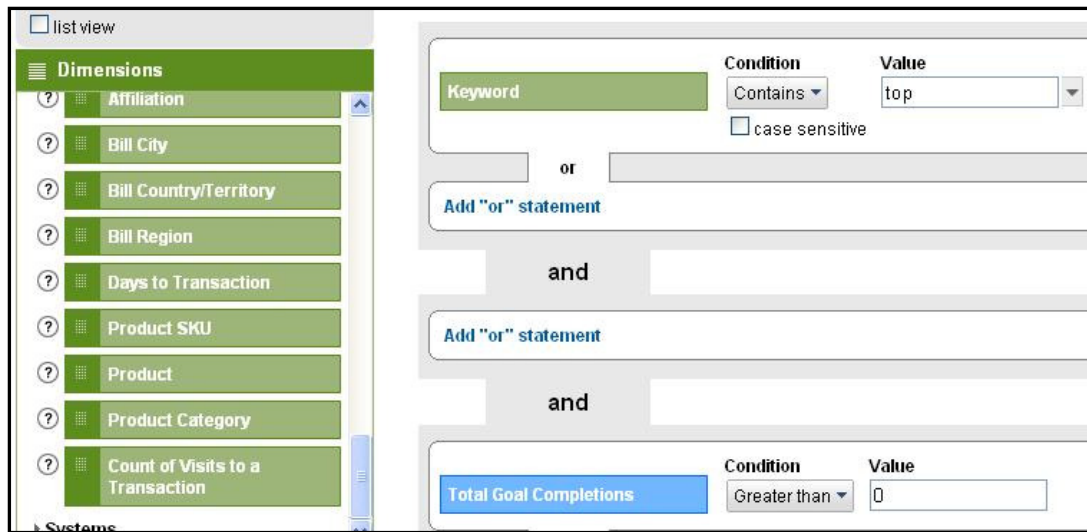
397.	music rehearsal spaces+ toronto
398.	musician wanted bar toronto
399.	recording/rent studio toronto list
400.	rehearsal room rent toronto
401.	rehearsal room toronto
402.	rehearsal space toronto monthly
403.	related:toronto.communitymusician.com/
404.	toronto band space
405.	toronto musician classified gryffen
406.	toronto rehearsal space available
407.	toronto rehearsal spaces monthly

Find Keyword:

Google Analytics Example

- Filter by singular or combinations of keywords
 - ⇒ Geo
 - ⇒ Comparison
 - ⇒ Product name
 - ⇒ Etc.
- Save these reports and schedule to run every month

RELEVANT TANGENT: ADVANCED SEGMENTS

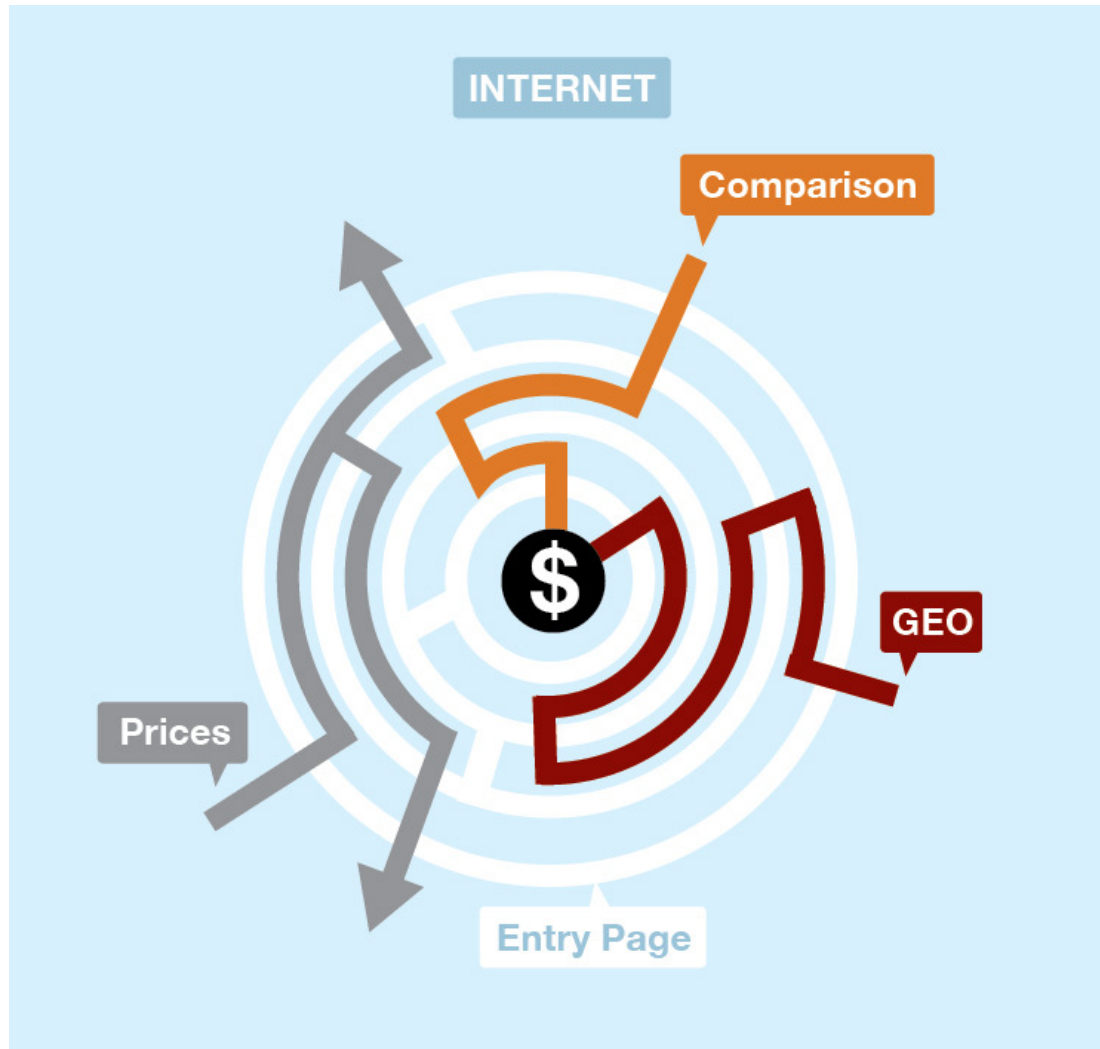


- Use “And” / “Or” statements to analyze evaluators

EXAMPLE: “Top” Motive

- Combine “Top” AND “Goals”
- Create custom segments for each motive by goal, TOS, “bounce”, etc.

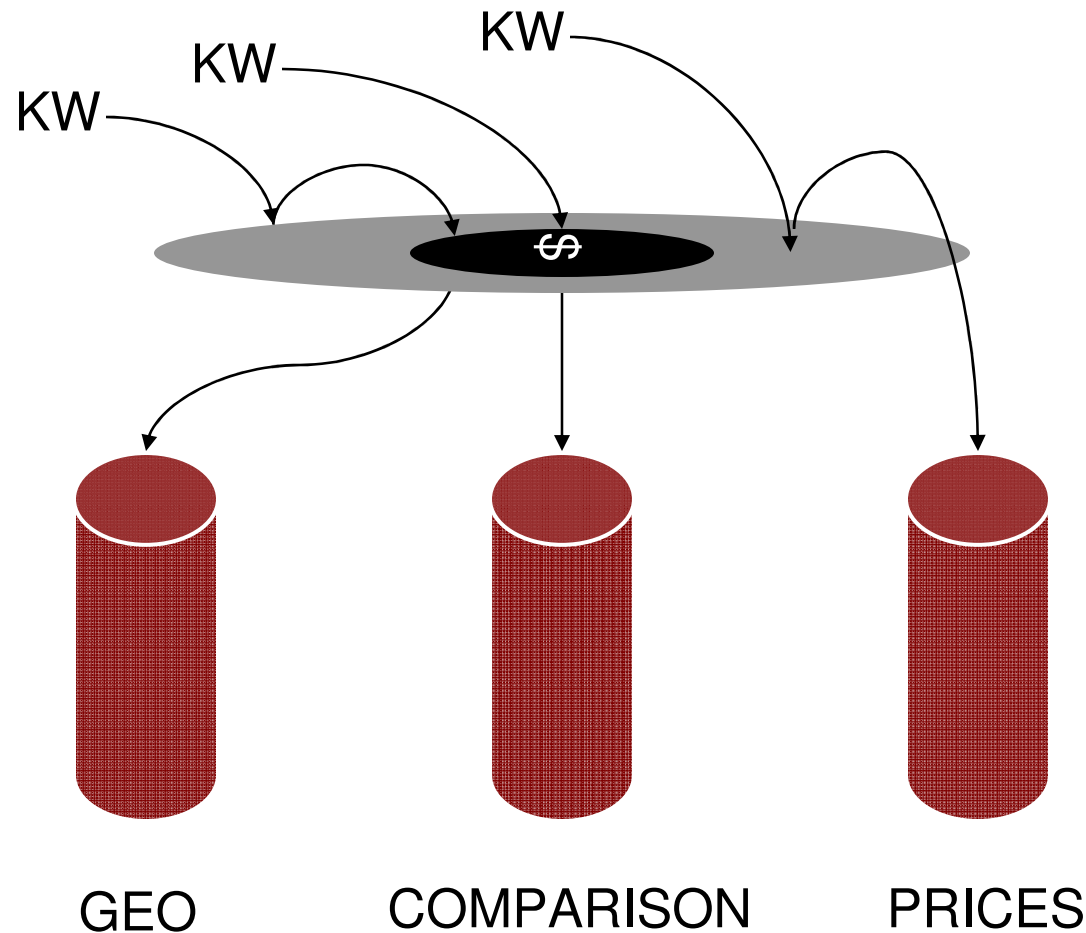
WHAT WE'VE DONE SO FAR



• Identified Patterns:

- ⇒ Which motives are my “top” ones?
- ⇒ Which motives are underperforming?
- ⇒ Why are my underperforming pages not **CONNECTING** with the visitor?

IT'S CALLED "THE MOTIVE DISCONNECT"

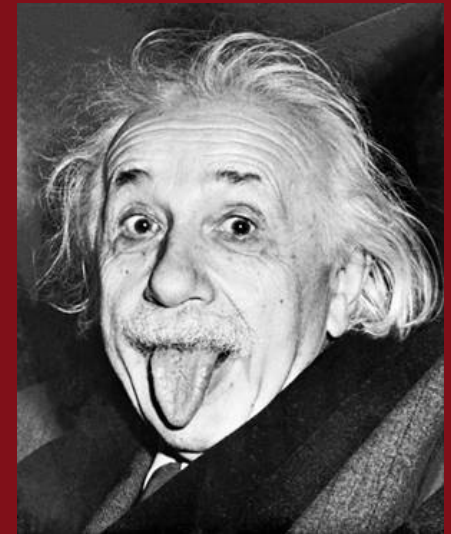


- **Keyword Themes:**

- ⇒ That under-perform
- ⇒ For which your content messaging is not aligned
- ⇒ Analysis necessary or you will not fix problem

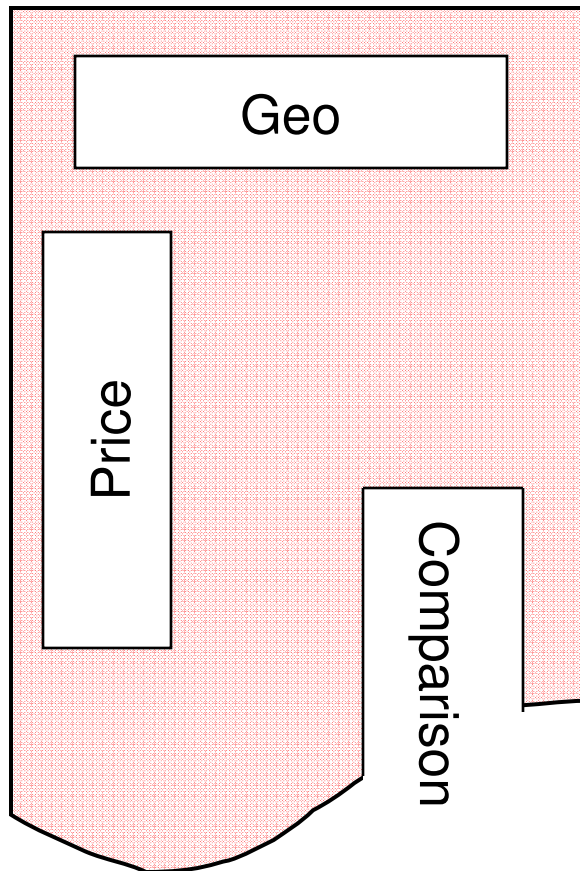


SO WHAT DO WE DO ABOUT IT?



BRING IT BACK TO THE ENTRY PAGE

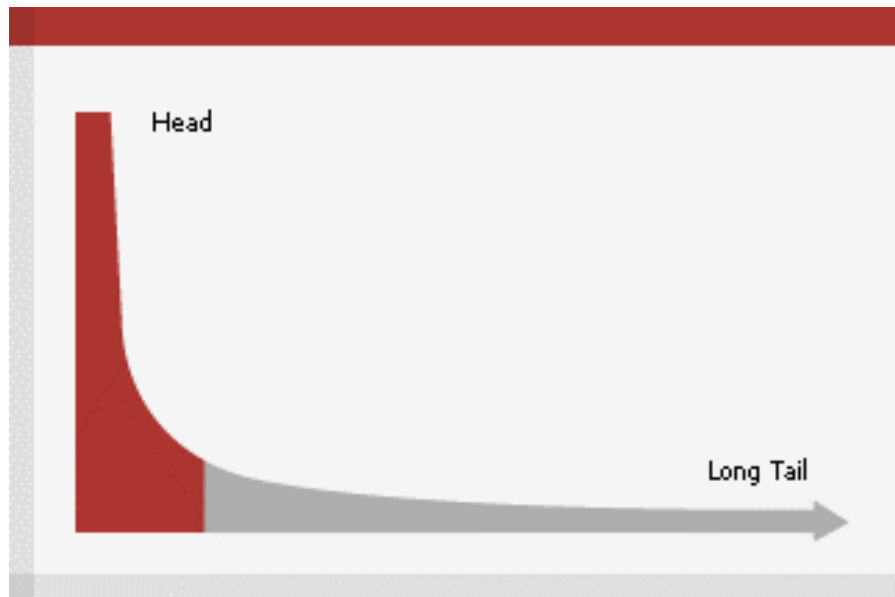
Entry Page



- Review Each Entry Page for Identified Motive Disconnects
- Ask Yourself:
 - ⇒ Is the message the user wants on the page?
 - ⇒ Is it succinct & persuasive, with more info easily available?
 - ⇒ Is it even feasible for you to be relevant? (e.g. maybe you are not cheap)
 - ⇒ Is it visible enough?
 - ⇒ Should the message be on its own page?
 - *Cluttered pages*
 - *Pages with lack of focus*
- Rebuild Entry Page
- Build New Entry Pages

MICRO-SEGMENTATION = INTELLIGENT LONG TAIL GROWTH

Keyword Universe



The tail is grown to better **connect**

- **Micro-segments:**

- ⇒ Number of them grow over time
- ⇒ Your messaging grows more targeted
- ⇒ You are likely building more pages

- **Information Architect's Nightmare:**

- ⇒ Expect resistance from IA and others who perceive this as "messy" or a lot of work
- ⇒ Use data to make your case

HOW TO USE BOUNCE

1. Bounce by keyword, not page
2. The entry page should be the first step towards a **known destination** at least 1 click away
3. Sort the keywords by bounce and time on site, segment into motives (our “10 Motives”)
4. You will see which motives are driving the most conversions, bounces, etc

BEWARE OF THE BOUNCE REPORTS

- Many search motives expect short, SUCCESSFUL visits (“quickies”)
 - ⇒ “Definition” search motives seek only that
 - ⇒ Contact info
 - ⇒ Wikipedia searches (their entry pages tell the whole story from A to Z – expect bounces)
 - ⇒ “First Touch” comparison, research searches (prices, options, reviews). Quick dives on the first go round.
- IF YOU CANNOT GIVE CONTEXT TO BOUNCE, IT MEANS NOTHING
 - ⇒ High bounce rates are GREAT in MANY instances
 - ⇒ Low bounce rates are GREAT in MANY instances

THANK YOU



PROFILES: FUNDAMENTALS

How

- By Channel
 - ⇒ MAIN (ALL)
 - ⇒ ORGANIC
 - ⇒ PPC
 - ⇒ EMAIL
 - ⇒ AFFILIATES

Why

- Customize views for each team
- Faster access (no drilling, advanced, expensive, seat-limited access tools)
- See more than you would drilling down
 - ⇒ KPI's
 - ⇒ Performance Influencers

Analytics Settings > Profile Settings > **Edit Filter**

Edit Filter

Enter Filter Information

Filter Name:

Filter Type:

- Exclude
- Include
- Lowercase
- Uppercase
- Search and Replace
- Lookup Table
- Advanced

Filter Field:

Filter Pattern: What kind of s

Case Sensitive: Yes No

PROFILES: ADVANCED

How

- Customize
 - ⇒ REGULAR EXPRESSIONS
 - ⇒ CUSTOM FILTERS
 - ⇒ KNOW YOUR QUESTION!

Mobile

- Custom filter for screen resolution
 - ⇒ BEST WAY I HAVE FOUND
- How many marketers can easily answer:
 - ⇒ NUMBER OF MOBILE USERS
 - ⇒ MOBILE KPI'S BY CHANNEL
 - ⇒ TOP VIEWED PAGES
 - ⇒ LANDING PAGES
 - ⇒ ETC.

Enter Filter Information

Filter Name:

Filter Type:

Exclude

Include

Lowercase

Uppercase

Search and Replace

Lookup Table

Advanced

Filter Field:

Filter Pattern:

Case Sensitive: Yes No