

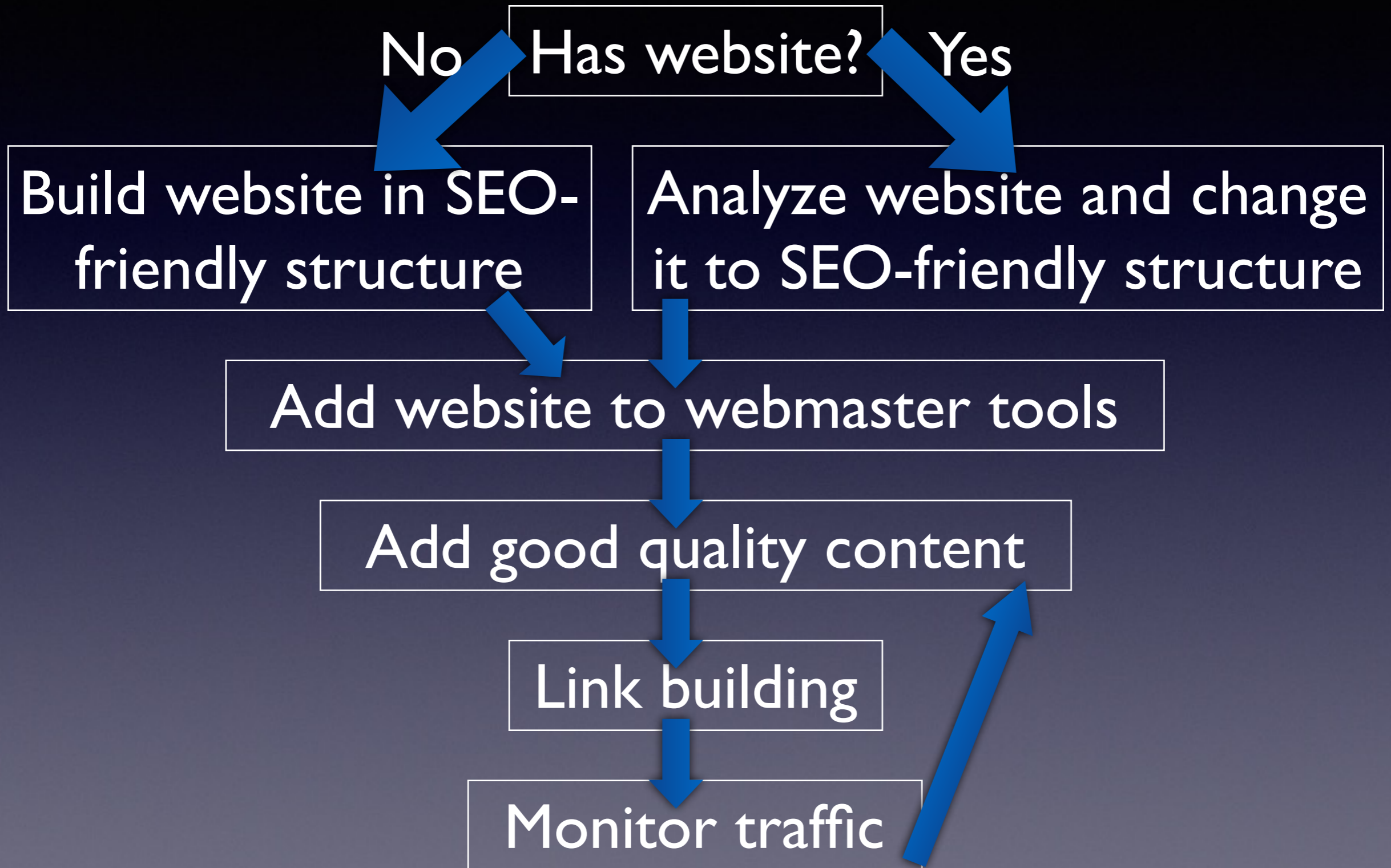
SEO & Web Analytics

Lecture 4



Kwun Yeung & William Wong

SEO workflow



Search Engine Marketing (SEM)

- SEO to increase organic search ranking
- Keywords advertising
- Web analytics

Web Analytics

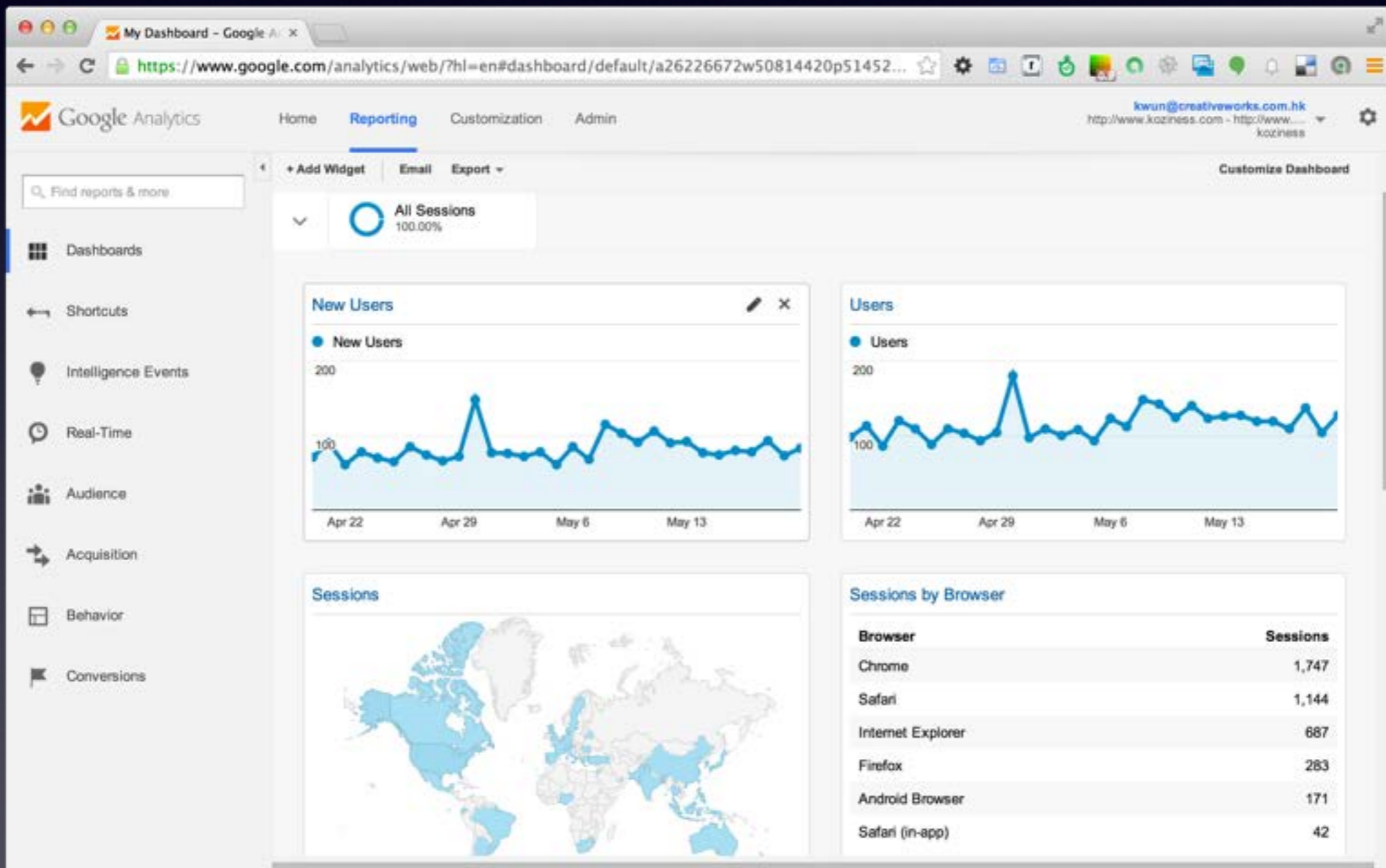
Web Analytics

Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.

Wikipedia

Google Analytics

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



Google Analytics

- Data Reporting
- Content Analytics
- Conversion Tracking
- Social Report
- Advertising Analytics

Analytics Terms

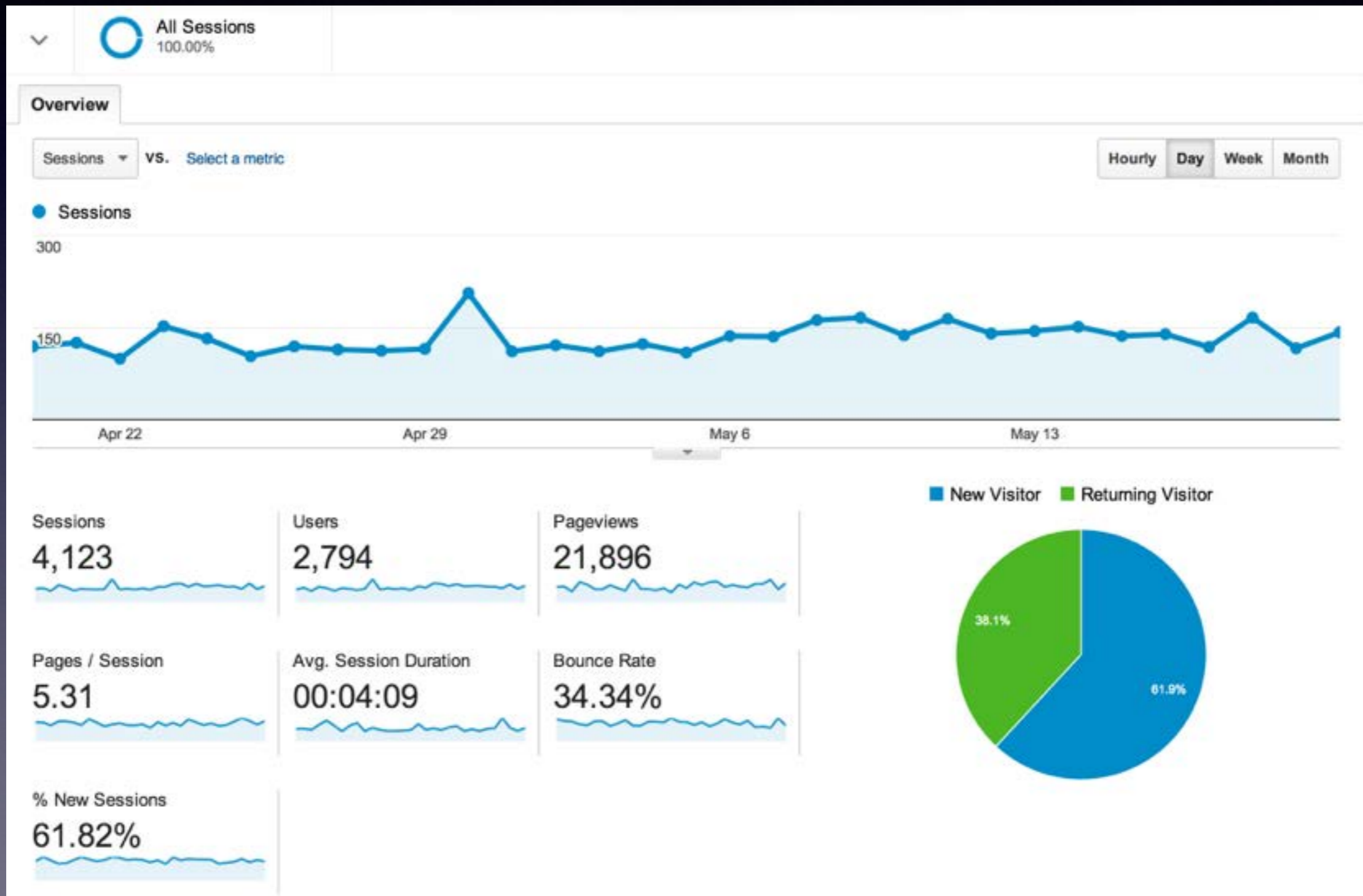
- Visits
- Pages / Visit
- % New Visits
- Unique Visitors
- Avg. Visit Duration
- Pageviews
- Bounce Rate
- Demographics
 - Language
 - Location
- Traffic Source
- Conversion
- Goal
- Funnels

Case Study - VENTÍQUE

VENTÍQUE
by mabevenni

<http://www.ventique.com.hk>

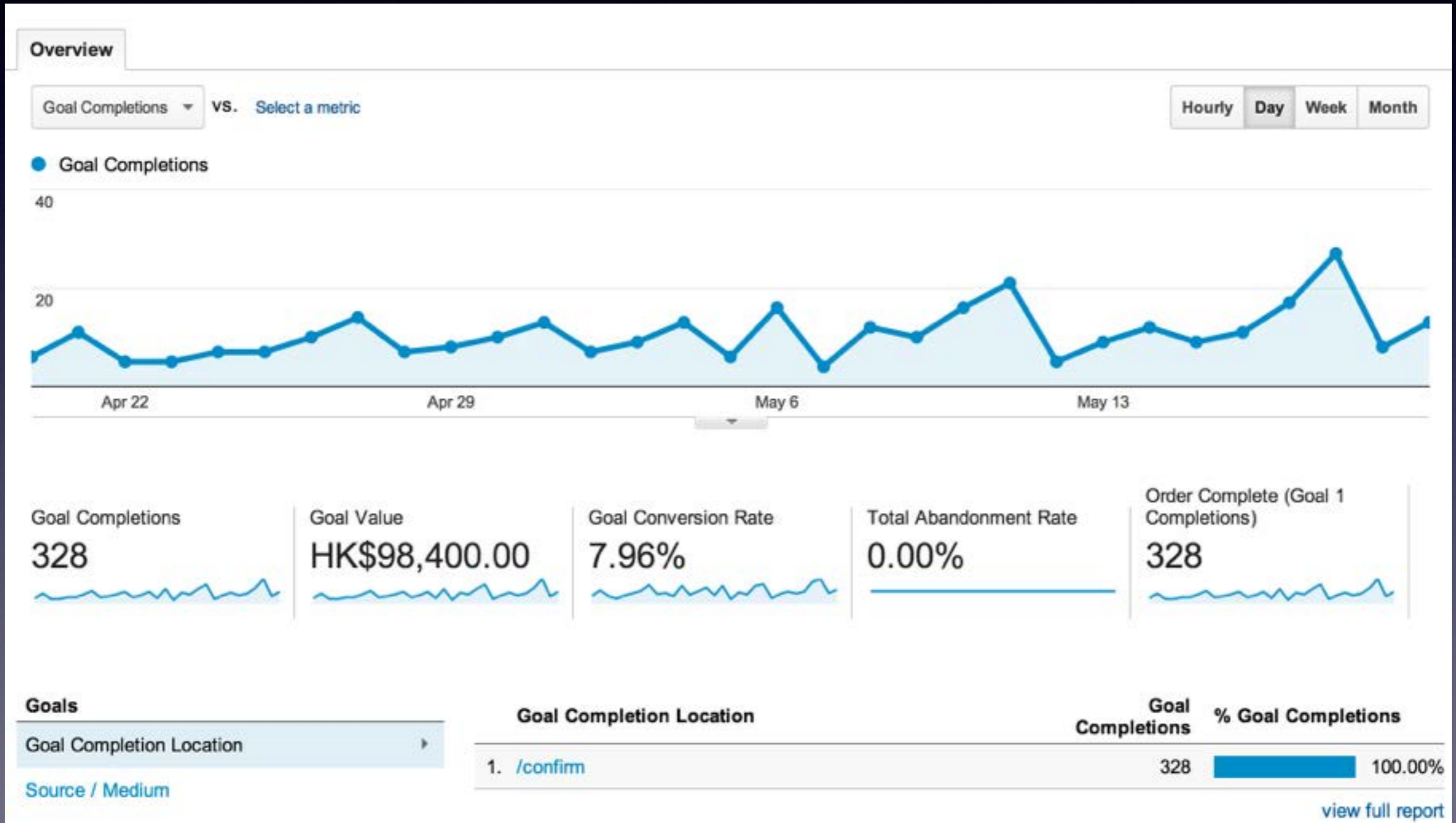
Audience Overview



Standard Report

Country / Territory ?	Acquisition			Behavior			Conversions eCommerce ▾	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	4,123 % of Total: 100.00% (4,123)	61.90% Site Avg: 61.82% (0.12%)	2,552 % of Total: 100.12% (2,549)	34.34% Site Avg: 34.34% (0.00%)	5.31 Site Avg: 5.31 (0.00%)	00:04:09 Site Avg: 00:04:09 (0.00%)	0 % of Total: 0.00% (0)	HK\$0.00 % of Total: 0.00% (HK\$0.00)
1. Hong Kong	3,653 (88.60%)	60.47%	2,209 (86.56%)	32.49%	5.55	00:04:16	0 (0.00%)	HK\$0.00 (0.00%)
2. United States	226 (5.48%)	61.95%	140 (5.49%)	45.13%	4.22	00:04:28	0 (0.00%)	HK\$0.00 (0.00%)
3. China	30 (0.73%)	73.33%	22 (0.86%)	60.00%	2.37	00:01:30	0 (0.00%)	HK\$0.00 (0.00%)
4. Singapore	29 (0.70%)	93.10%	27 (1.06%)	44.83%	2.28	00:01:59	0 (0.00%)	HK\$0.00 (0.00%)
5. India	22 (0.53%)	59.09%	13 (0.51%)	50.00%	3.36	00:05:53	0 (0.00%)	HK\$0.00 (0.00%)
6. Australia	20 (0.49%)	100.00%	20 (0.78%)	50.00%	3.40	00:01:14	0 (0.00%)	HK\$0.00 (0.00%)
7. United Kingdom	18 (0.44%)	72.22%	13 (0.51%)	44.44%	2.61	00:02:33	0 (0.00%)	HK\$0.00 (0.00%)
8. Taiwan	15 (0.36%)	80.00%	12 (0.47%)	60.00%	2.13	00:00:52	0 (0.00%)	HK\$0.00 (0.00%)
9. Philippines	10 (0.24%)	60.00%	6 (0.24%)	20.00%	6.00	00:06:16	0 (0.00%)	HK\$0.00 (0.00%)
10. Germany	7 (0.17%)	100.00%	7 (0.27%)	85.71%	1.29	00:00:13	0 (0.00%)	HK\$0.00 (0.00%)

Conversion



Goals

✓ Goal setup [Edit](#)

Custom

✓ Goal description [Edit](#)

Name: *Order Complete*

Goal type: *Destination*

3 Goal details

Destination

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

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel **OPTIONAL**

Off

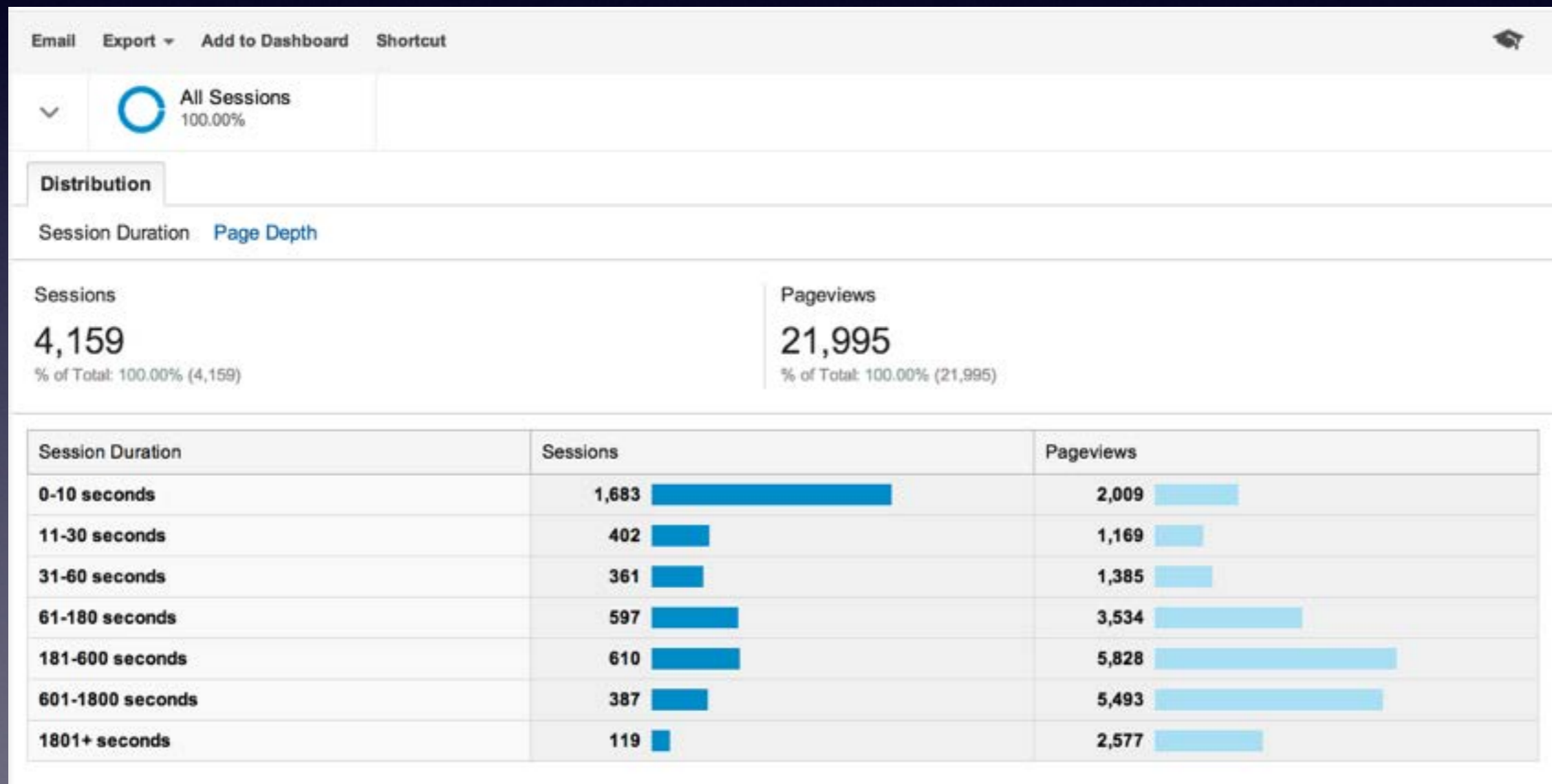
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save Goal](#)

[Cancel](#)

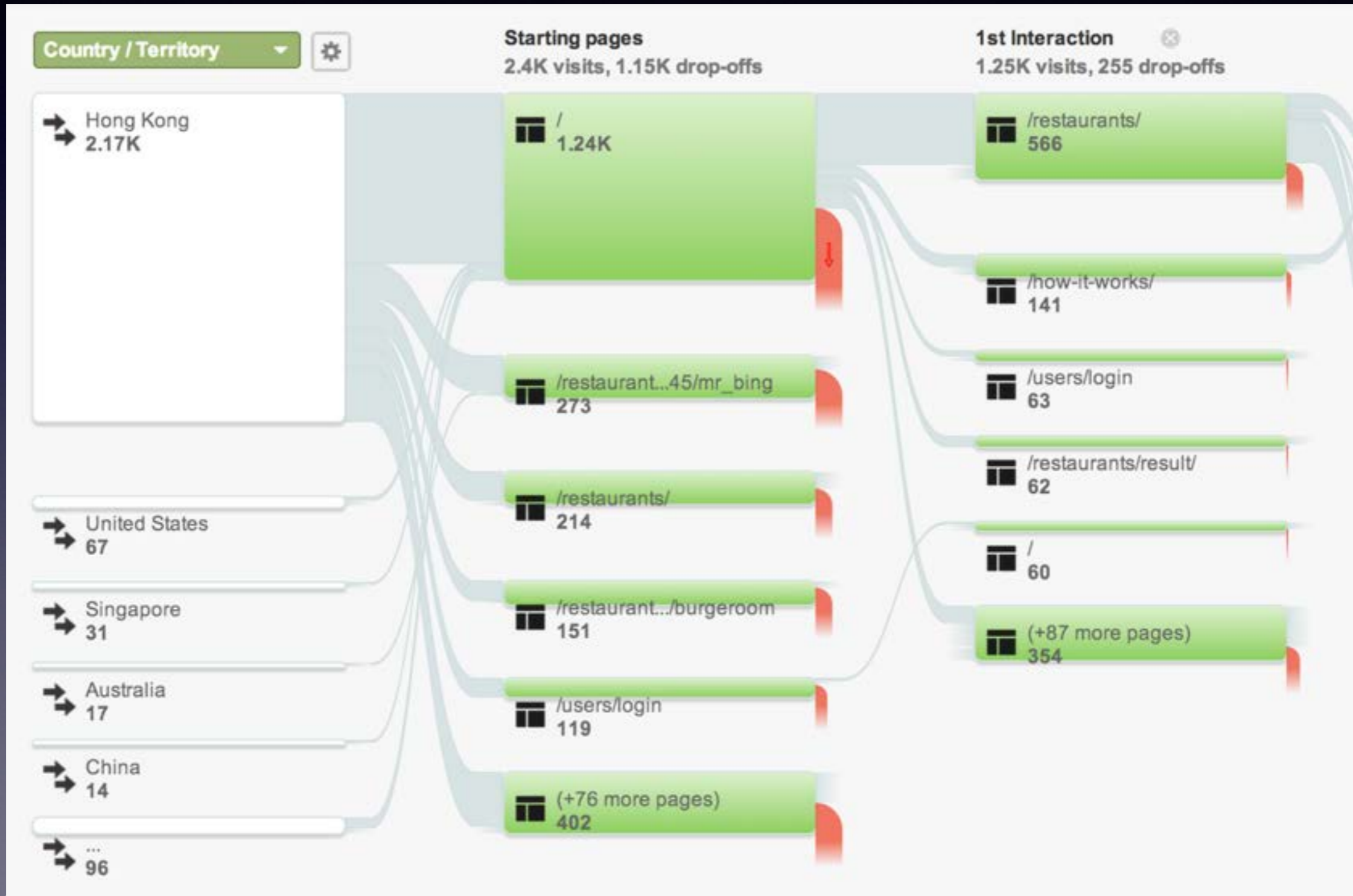
Behavior



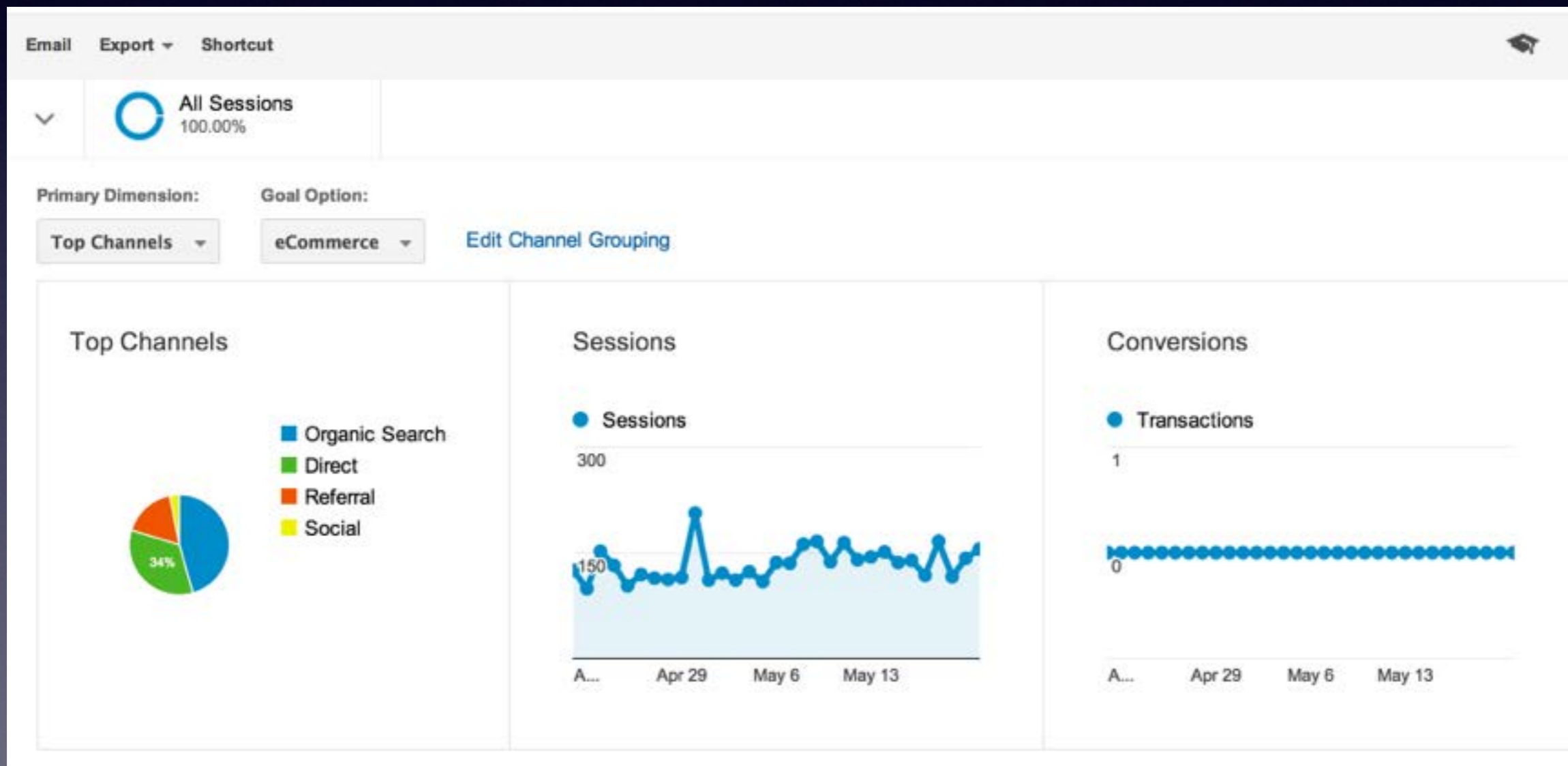
Advanced Segments



Users Flow



Acquisition



Paid / Organic Search

Keyword ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	435 % of Total: 49.66% (876)	91.72% Site Avg: 86.64% (5.86%)	399 % of Total: 52.57% (759)	85.98% Site Avg: 84.25% (2.05%)	1.19 Site Avg: 1.22 (-2.59%)	00:00:40 Site Avg: 00:00:45 (-10.87%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	381 (87.59%)	93.18%	355 (88.97%)	85.30%	1.20	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. michelle hu	5 (1.15%)	100.00%	5 (1.25%)	60.00%	1.40	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. ol衣著	4 (0.92%)	25.00%	1 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. victoria's secret 香港	4 (0.92%)	75.00%	3 (0.75%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. bottle shop hong kong	3 (0.69%)	33.33%	1 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. vennis ma	3 (0.69%)	66.67%	2 (0.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. victoria secret hong kong	3 (0.69%)	66.67%	2 (0.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. alannah ong	2 (0.46%)	50.00%	1 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. la vivana	2 (0.46%)	50.00%	1 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. ventique by mabevenni	2 (0.46%)	100.00%	2 (0.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

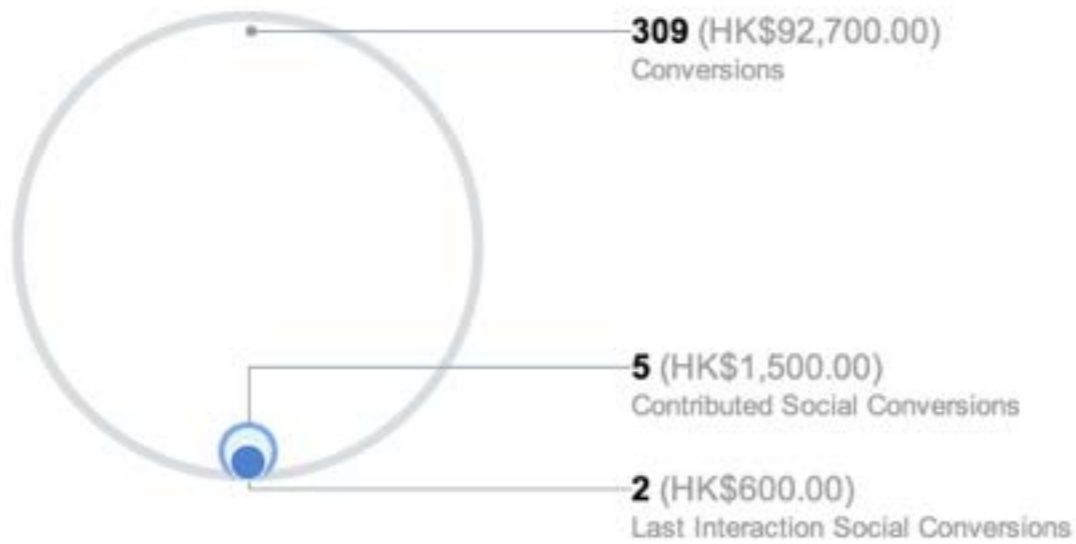
Queries (from Google Webmaster Tools)

Query	Impressions [?]	↓ Clicks [?]	Average Position [?]	CTR [?]
	3,699 % of Total: 10.57% (35,000)	197 % of Total: 28.14% (700)	4.7 Site Avg: 120 (-96.90%)	5.33% Site Avg: 2.00% (166.29%)
1. michelle hu	1,300 (35.14%)	0 (0.00%)	1.0	0.00%
2. la vivana	200 (5.41%)	5 (2.54%)	4.3	2.50%
3. sita chan	170 (4.60%)	0 (0.00%)	12	0.00%
4. style men	170 (4.60%)	0 (0.00%)	1.3	0.00%
5. geevaa	110 (2.97%)	12 (6.09%)	1.5	10.91%
6. men style	70 (1.89%)	0 (0.00%)	1.8	0.00%
7. victoria secret 香水	70 (1.89%)	0 (0.00%)	1.0	0.00%
8. smart casual 女 interview	60 (1.62%)	5 (2.54%)	1.1	8.33%
9. race wong	50 (1.35%)	0 (0.00%)	7.3	0.00%
10. smart casual 面試	50 (1.35%)	5 (2.54%)	2.8	10.00%

Social

Overview

Social Value



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Source

Social Network

	Sessions	% Sessions
1. Facebook	126	95.45%
2. Sina Weibo	5	3.79%
3. HubPages	1	0.76%

[view full report](#)

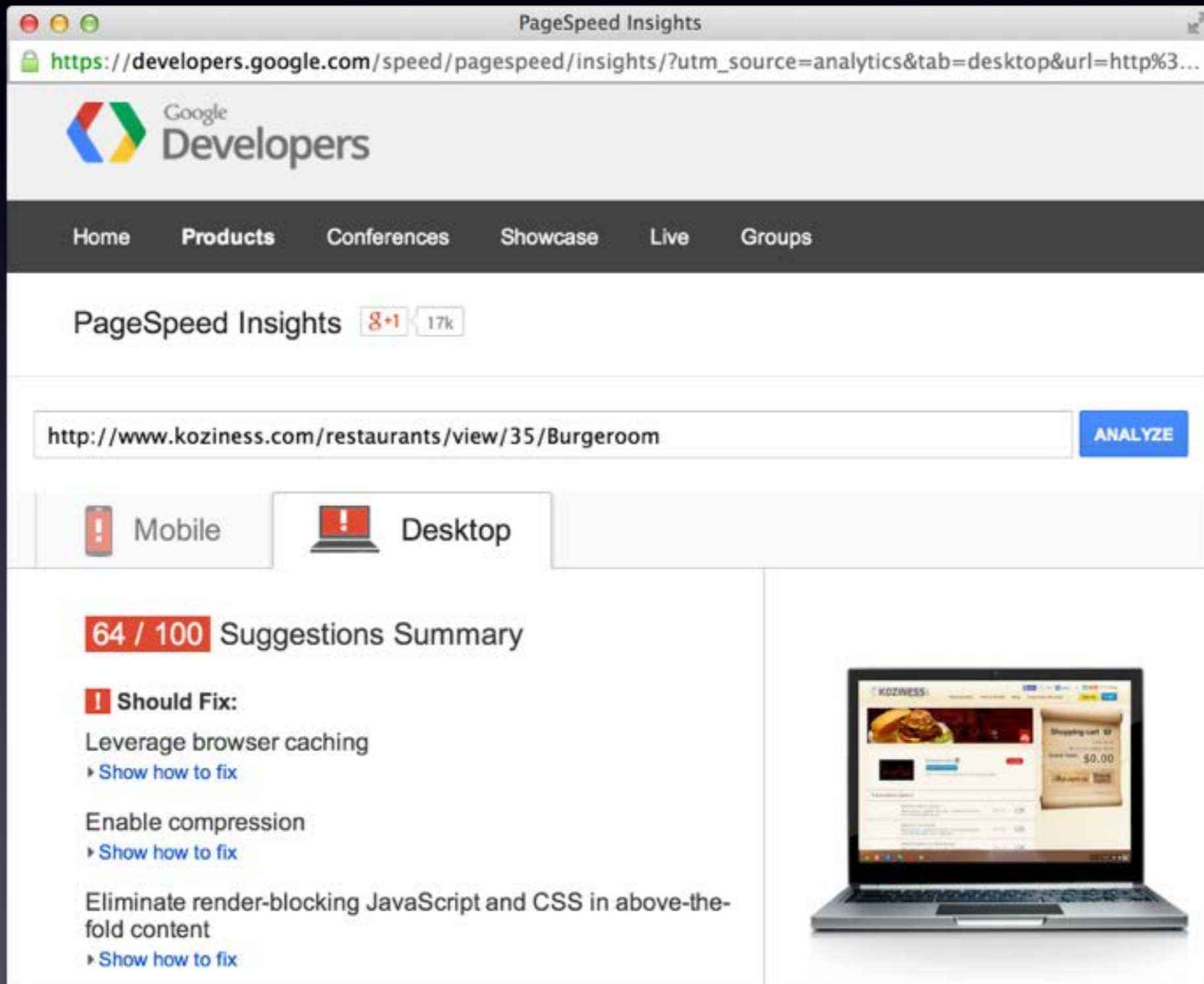
Pages

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	1,073 % of Total: 100.00% (1,073)	919 % of Total: 100.00% (919)	00:03:18 Site Avg: 00:03:18 (0.00%)	876 % of Total: 100.00% (876)	84.25% Site Avg: 84.25% (0.00%)	81.64% Site Avg: 81.64% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /2014/07/14/提升形象從整理衣櫥開始/	174 (16.22%)	155 (16.87%)	00:03:51	155 (17.69%)	89.68%	89.08%	\$0.00 (0.00%)
2. /2013/07/16/男女職場新人面試衣著打扮及面試技巧/	103 (9.60%)	97 (10.55%)	00:06:49	97 (11.07%)	93.81%	92.23%	\$0.00 (0.00%)
3. /vennisma/	95 (8.85%)	62 (6.75%)	00:02:44	62 (7.08%)	66.13%	60.00%	\$0.00 (0.00%)
4. /	91 (8.48%)	88 (9.58%)	00:03:35	84 (9.59%)	92.86%	92.31%	\$0.00 (0.00%)
5. /2013/10/28/geevaa-fashion-store-grand-opening/	67 (6.24%)	53 (5.77%)	00:02:45	52 (5.94%)	75.00%	77.61%	\$0.00 (0.00%)
6. /project/image-styling-for-michelle-hu-胡然/	64 (5.96%)	53 (5.77%)	00:00:46	52 (5.94%)	78.85%	79.69%	\$0.00 (0.00%)
7. /2013/04/26/victorias-secret-終於登陸香港了/	53 (4.94%)	48 (5.22%)	00:02:07	48 (5.48%)	87.50%	88.68%	\$0.00 (0.00%)
8. /2014/08/05/八月號《cosmopolitan》-vennis-ma分享專屬個人形象的哲學/	37 (3.45%)	27 (2.94%)	00:02:55	27 (3.08%)	66.67%	67.57%	\$0.00 (0.00%)
9. /2013/09/03/bikini隱隱揚首技巧, 助你成沙灘焦點/	34 (3.17%)	33 (3.59%)	00:01:48	33 (3.77%)	93.94%	94.12%	\$0.00 (0.00%)
10. /2013/08/15/塑造OL職場形象-助解配搭衣著煩惱/	32 (2.98%)	27 (2.94%)	00:10:36	25 (2.85%)	84.00%	84.38%	\$0.00 (0.00%)

Site Speed

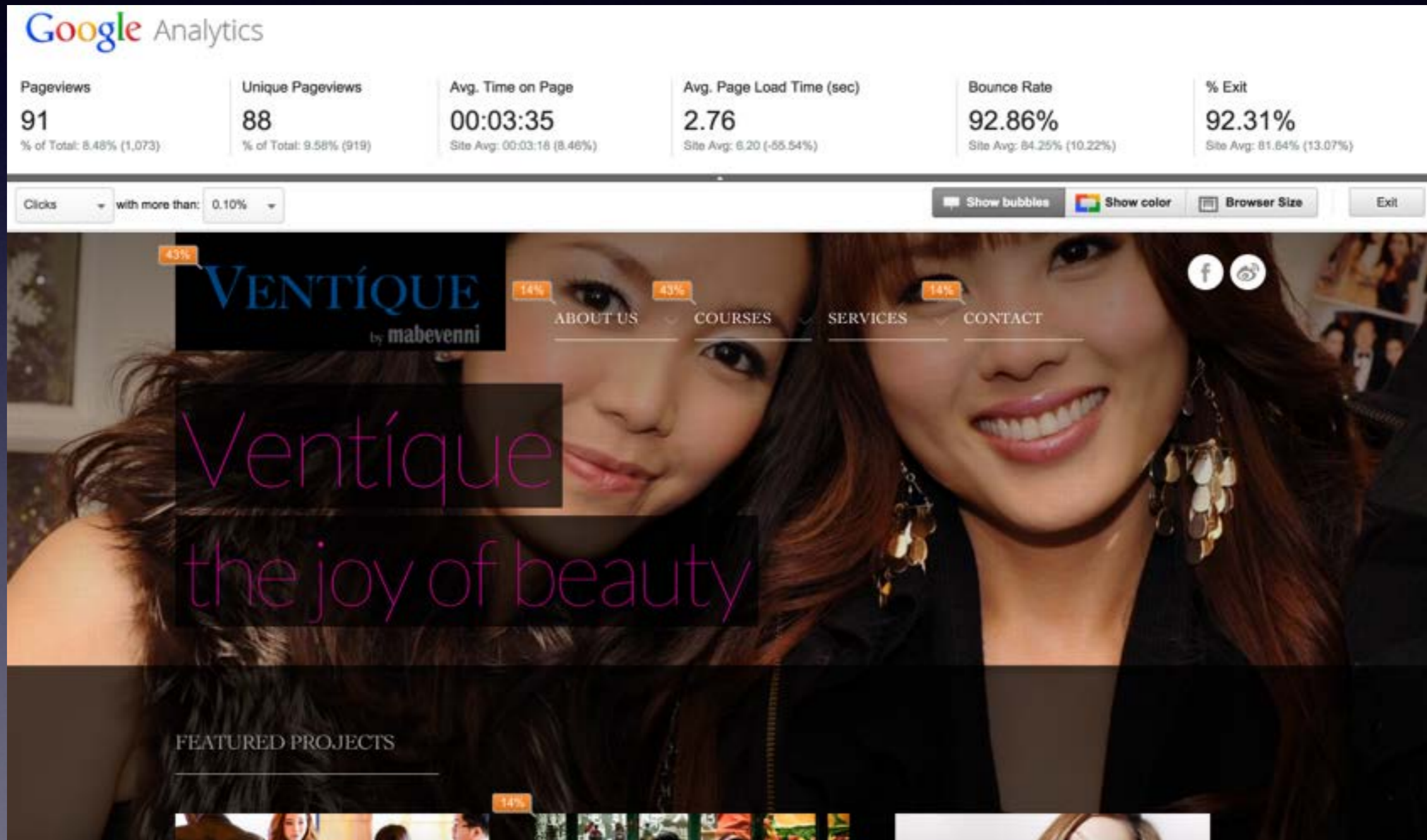
Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
	1,073 % of Total: 100.00% (1,073)	6.20 Site Avg: 6.20 (0.00%)
1. /2014/07/14/提升形象從整理衣櫥開始/	174	-21.11%
2. /2013/07/16/男女職場新人面試衣著打扮及面試技巧/	103	-100.00%
3. /vennisma/	95	414.63%
4. /	91	-55.54%
5. /2013/10/28/geevaa-fashion-store-grand-opening/	67	-100.00%
6. /project/image-styling-for-michelle-hu-胡然/	64	-100.00%
7. /2013/04/26/victorias-secret-終於登陸香港了/	53	-100.00%
8. /2014/08/05/八月號《cosmopolitan》-vennis-ma分享專屬個人形象的哲學/	37	-42.99%
9. /2013/09/03/bikini隱惡揚善技巧, 助你成沙灘焦點/	34	-100.00%
10. /2013/08/15/塑造ol職場形象-助解配搭衣著煩惱/	32	-100.00%

Speed Suggestions



The screenshot shows the PageSpeed Insights web interface. At the top, the Google Developers logo is visible, along with navigation links for Home, Products, Conferences, Showcase, Live, and Groups. The main heading is "PageSpeed Insights" with a "g+1" icon and "17k" next to it. Below this is a search bar containing the URL "http://www.koziness.com/restaurants/view/35/Burgeroom" and a blue "ANALYZE" button. Underneath the search bar are two tabs: "Mobile" (with a red exclamation mark icon) and "Desktop" (with a laptop icon). The main content area displays "64 / 100 Suggestions Summary". Under the heading "Should Fix:", there are three items listed: "Leverage browser caching" with a "Show how to fix" link, "Enable compression" with a "Show how to fix" link, and "Eliminate render-blocking JavaScript and CSS in above-the-fold content" with a "Show how to fix" link. To the right of the text is a laptop displaying a preview of the website being analyzed, showing a burger and a shopping cart.

In-Page Analytics



Filters

- Filter out management traffic
- Group uppercase and lowercase URLs together
- Group URLs from same sections together
- any specific requirement

Filters

Add Filter to View

Choose method to apply filter to view

- Create new Filter
 Apply existing Filter

Filter Information

Filter Name

Filter Type Predefined filter Custom filter

From ISP Domain
(e.g. mydomain.com)

Case Sensitive Yes No

Save

Cancel

E-commerce Tracking

Sales of 161 products generated \$18,437.31



0.30% Conversion Rate



555 Transactions



\$33.22 Average Order Value



1,457 Purchased Products

Direct

Direct = Direct /
Don't know

UTM Parameters

- `http://www.example.com/?utm_campaign=spring&utm_medium=referral&utm_source=exampleblog`
- `http://www.example.com/?utm_campaign=spring&utm_medium=email&utm_source=newsletter`
- `http://www.example.com/?utm_campaign=spring&utm_medium=email&utm_source=newsletter&utm_content=toplink`



請即行動

無須到處張羅，我們為你辦妥！
只需\$500*，商戶的產品介紹、推廣優惠帖子，
便可覆蓋5,500粉絲，其朋友網絡更多達130萬！
快來體驗Facebook推廣的散播力！

我們的服務

a 82px × 16px

試用優惠由即日起至2013年9月30日



shopinpoint

Shop 盡品味百貨 · Pinpoint 潮流脈搏

歡迎查詢

任何疑問，歡迎與我們的客戶服務主任聯繫！

查詢熱線：[2148 2805](tel:21482805)

電郵：enquiry@shopinpoint.com

Work Sources Timeline Profiles Audits Console PageSpeed

```
><td rowspan="3" style="border-collapse: collapse; important" >
...</td>
```

```
▼<td style="border-collapse: collapse; important">
```

```
▼<a href="http://www.shopinpoint.com/files/
Shopinpoint_Proposal_201308.pdf?utm_s...
g_Newsletter_18_29_2013&utm_medium=email&utm_term=0_bd901e9753-
27a19ffe06-" style="color:#eb4102;font-weight:normal;text-
decoration:underline" target="_blank">
```

```

```

```
</a>
</td>
```

URL Builder

[https://
support.google.com/
analytics/answer/1033867?
hl=en&ref_topic=1032998](https://support.google.com/analytics/answer/1033867?hl=en&ref_topic=1032998)

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)