

# SEO & Web Analytics

## Lecture 5



Kwun Yeung & William Wong

# 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



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](mailto: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)

# MailChimp

The screenshot displays the MailChimp website's navigation bar with links for Features, Pricing, Support, Blog, and More. A prominent orange 'Sign Up Free' button and a 'Log In' link are also visible. The main heading reads 'Send Better Email'. Below this, a preview of a 'Double Double Newsletter' is shown. The newsletter layout includes a header with the 'DOUBLE DOUBLE RECORDS' logo, a central image of a woman in an orange top against a blue background, and a footer with the text 'New Album From Urban Seekers'. To the right of the preview is a control panel with tabs for 'Layout', 'Content', 'Design', and 'Comments'. The 'Content' tab is active, showing various content blocks like text, social media icons, and images.

# Event Tracking



# Events

- Track interactions which cannot be tracked as a page
  - Clicks on media objects (e.g. Flash menu, embedded Youtube video)
  - File downloads
  - AJAX page elements (Facebook like button)

# Event

## SEO Lecture 5

[http://blog.creativeworks.com.hk/wp-content/uploads/2013/08/seo\\_web\\_analytics\\_lecture\\_5.pdf](http://blog.creativeworks.com.hk/wp-content/uploads/2013/08/seo_web_analytics_lecture_5.pdf)

# Events

- Category (e.g. lecture\_note)
- Action (e.g. download)
- Label (e.g. SEO Lecture 5)
- Value (e.g. 5)

# Events

```
ga('send', 'event', 'lecture_notes', 'download', 'SEO Lecture 5', 5)
```

Put it in `<a>` onClick event.

```
<a href="/wp-content/uploads/2013/08/seo_web_analytics_lecture_5.pdf" onClick="ga('send', 'event', 'lecture_notes', 'download', 'SEO Lecture 5', 5);" target="_blank">SEO Lecture 5</a>
```

Primary Dimension: **Event Category** [Event Action](#) [Event Label](#)

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾



[advanced](#)



<input type="checkbox"/>	Event Category	Total Events	↓	Unique Events	Event Value	Avg. Value
<input type="checkbox"/>	1. <a href="#">outbound-article</a>	10000		10000	0	10000
<input type="checkbox"/>	2. <a href="#">twitter_web_intents</a>	1000		1000	0	1000
<input type="checkbox"/>	3. <a href="#">outbound-comment</a>	1000		1000	0	1000
<input type="checkbox"/>	4. <a href="#">comment</a>	1000		1000	0	1000
<input type="checkbox"/>	5. <a href="#">Page Exit</a>	1000		1000	10000	10000
<input type="checkbox"/>	6. <a href="#">outbound-commentauthor</a>	100		100	0	1000
<input type="checkbox"/>	7. <a href="#">Whitepapers</a>	100		100	0	1000
<input type="checkbox"/>	8. <a href="#">Video</a>	100		100	0	1000

# Piwik

**PIWIK**  
Open Analytics Platform

- Learn more
- Community
- Help
- Marketplace
- Developers
- Hosting
- About
- Blog

**Download Demo**

Search phrase...

Explore our business offer

**PIWIK PRO**

Get to know more about your users and their behaviour on your website – where they came from (referrers), which pages are most popular, how often they visit and which marketing campaigns have been successful. Whether you are an individual blogger, a small business, or a large corporation, Piwik helps you gain valuable insights to help your business or readership grow.

Piwik will always respect your and your users' privacy, while giving you full control of your data.

[View Piwik Demo](#)

[See all Features](#)

**PIWIK** Dashboard • All Websites

Dashboard | Visitors | Actions

Overview | Visitor Log | Locations & Provider | Settings | Tools

Date Range: 12 / 13 / 2012 | ALL VISITS

**Visits Over Time**

→ VISITS

1500  
1000  
500  
0

SAT 24 DEC | SAT 5 JAN | SAT 12 JAN | SAT 19 JAN

10 4 Jan 1532 Visits

**Annotations** 20

ANNOTATIONS 30 DEC '12 - 28 JAN '13

- 2012-01-01 Happy new year everyone! This is a text annotation
- 2012-01-01 In 2012 we will be working. Stay tuned!

[Login to create an annotation](#)

**REPORT**

- 635 visits, 565 unique visitors
- 3 min 5s average visit duration

**Keywords**

Keywords	Count
keyword not defined	400
Internal server error	400
All websites	284

**Referrer Websites**

WEBSITES	Count
Keyword not defined	400
Internal server error	400
All websites	284

# Flurry

The image shows a screenshot of the Flurry website homepage. At the top, there is a navigation bar with the Flurry logo (a stylized 'C' in a circle) and the text 'FLURRY from YAHOO!'. To the right of the logo are links for 'SOLUTIONS', 'SUPPORT', 'BLOG', and 'ABOUT FLURRY'. Further right are 'LOG IN' and 'SIGN UP' links. The main content area features a large background image of a hand touching a smartphone screen, overlaid with a network of grey lines and dots. The text 'FLURRYCONNECTS' is prominently displayed in the upper left, with the subtitle 'PERSONALIZING THE MOBILE EXPERIENCE' below it. On the right side, there are three stacked colored boxes: a green one for 'FLURRY FOR ADVERTISERS', a blue one for 'FLURRY FOR PUBLISHERS', and an orange one for 'FLURRY ANALYTICS'. Various icons representing different mobile app categories (like headphones, airplane, game controller, music, shopping cart, analytics, and camera) are scattered across the background.

# Flurry

Flurry | App Advertising and Analytics

https://dev.flurry.com/createProjectSelectPlatform.do?utm\_source=hs\_automation&utm\_medium=email&utm\_content=10739441&...








FLURRY Company: Creativeworks... manage kopanda@gmail.com logout

Home | Company | Applications | Publishers | Advertisers

Enter your search here...

All Applications > Create A New Application > Select Platform

**Please select the type of platform your application is built upon.**

Applications built using the iPhone SDK. Choose this if your app is a universal iOS app			Applications built using the Android SDK.
Applications built using the iPad SDK. Choose this if your app ONLY runs on iPad			Applications built for phones that run Windows Phone 8 and higher.
Java ME includes most feature phones. Includes MIDP 1.0, 2.0, 2.1 and CLDC 1.0 and 1.1.			Applications built for Blackberry 10 and higher.
Web-based applications or mobile websites.			

Help



# Exercise

- What Keywords are you going to use?
- Any SEO Enhancements?
- How to build links?
- How to analyze your web traffic?
- Any GA Filters you want to add?
- Any GA Goals you wan to create?
- More suggestions

# Case Study - VENTÍQUE

VENTÍQUE  
by mabevenni

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

Good SEO? So what?

It's just a single step in  
internet marketing!

# Creativeworks

- [kwun@creativeworks.com.hk](mailto:kwun@creativeworks.com.hk)
- <http://www.creativeworks.com.hk>
- <http://blog.creativeworks.com.hk>
- <http://www.facebook.com/creativeworksgroup>