



# METRICS

---

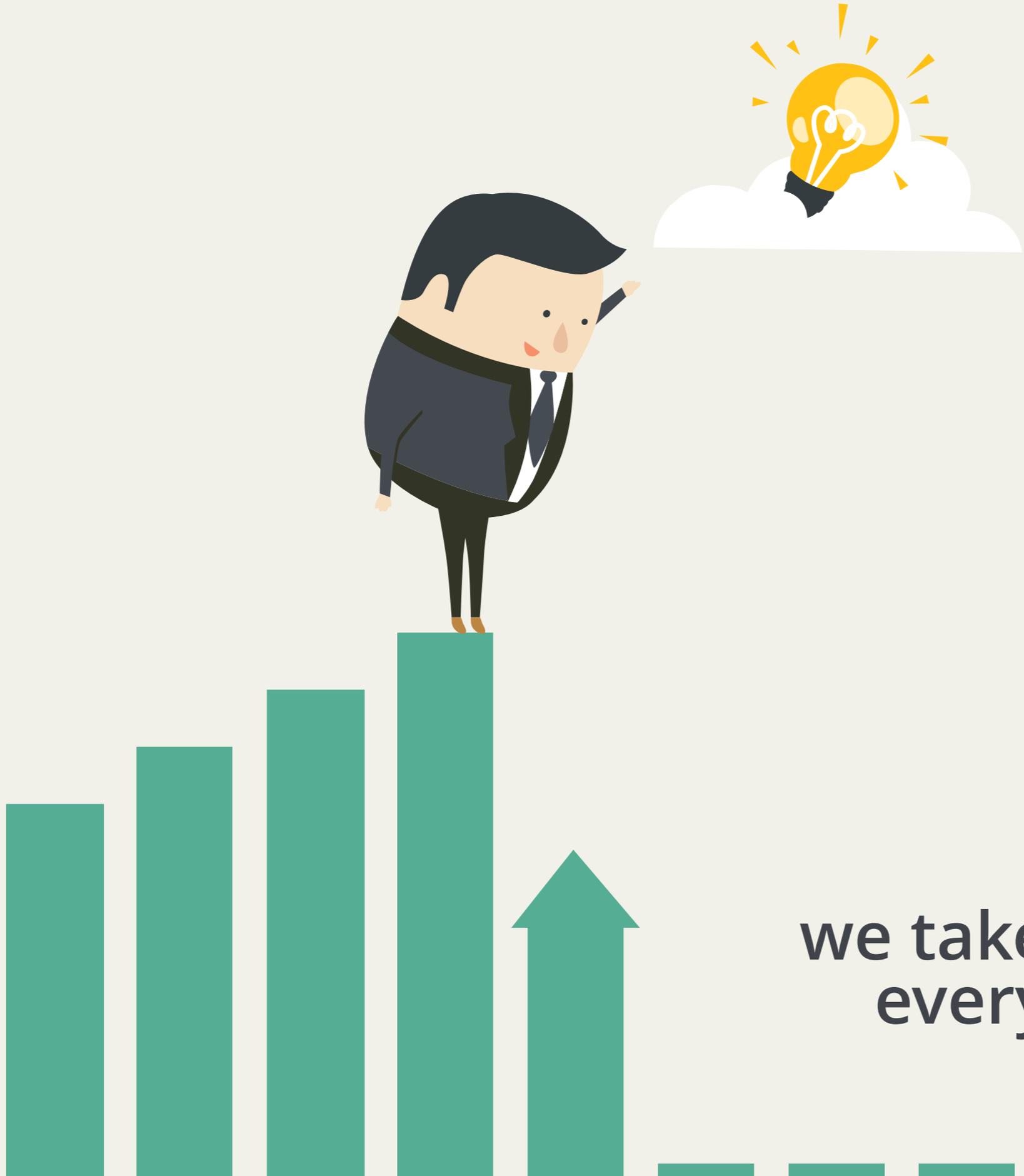
by UCEO Online Marketing Team





# FIRST QUESTION

How we measure the success of all our SEO efforts?



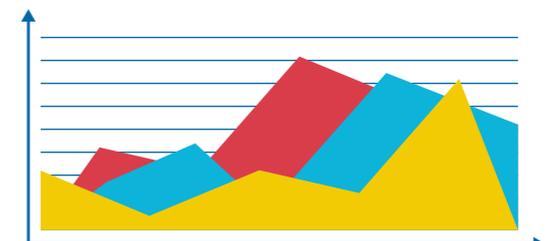
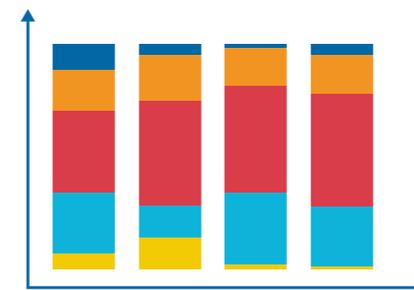
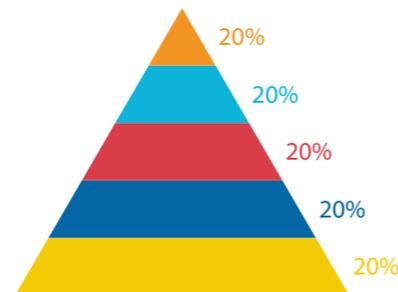
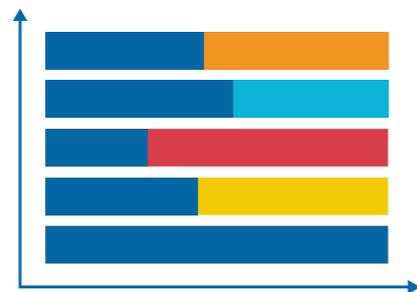
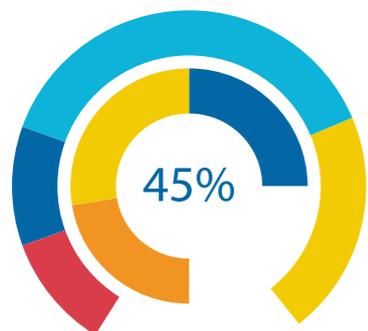
we take  
every

**DECISION**  
based on data

# Measurement Data

data that will be used as a success measurement

- ▶ Performance of Website
- ▶ Performance of the Keywords



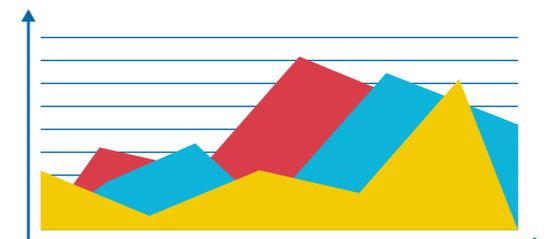
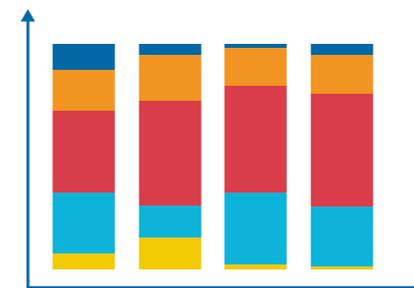
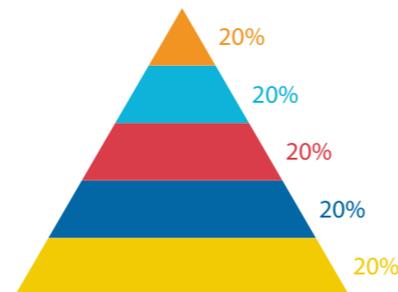
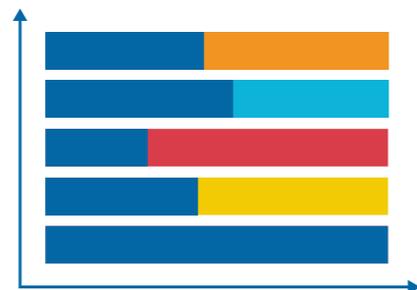
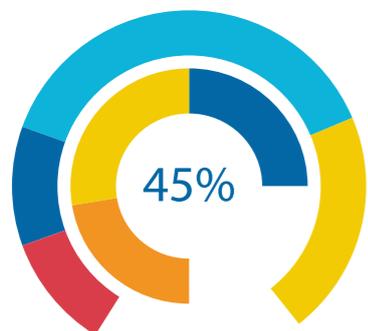
# WEBSITE



measuring website performance

# Performance of Website

- ▶ To measure performance of the website, use these tools
  - ▶ Google Analytics
  - ▶ [moz.com](https://moz.com)



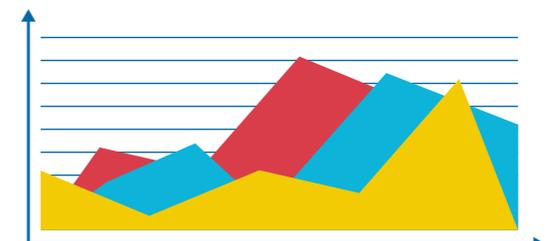
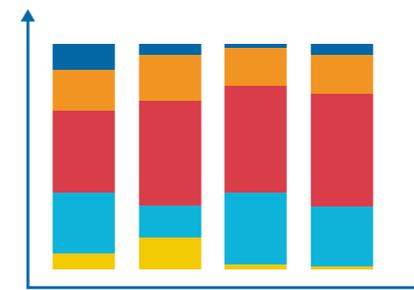
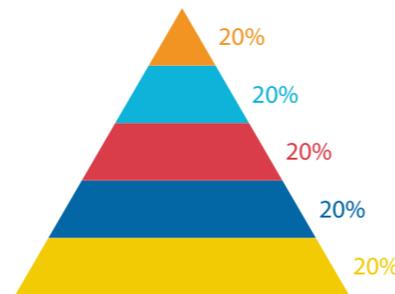
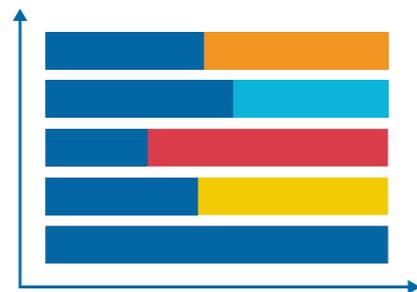


Google Analytics

# Google Analytics

why google analytics?

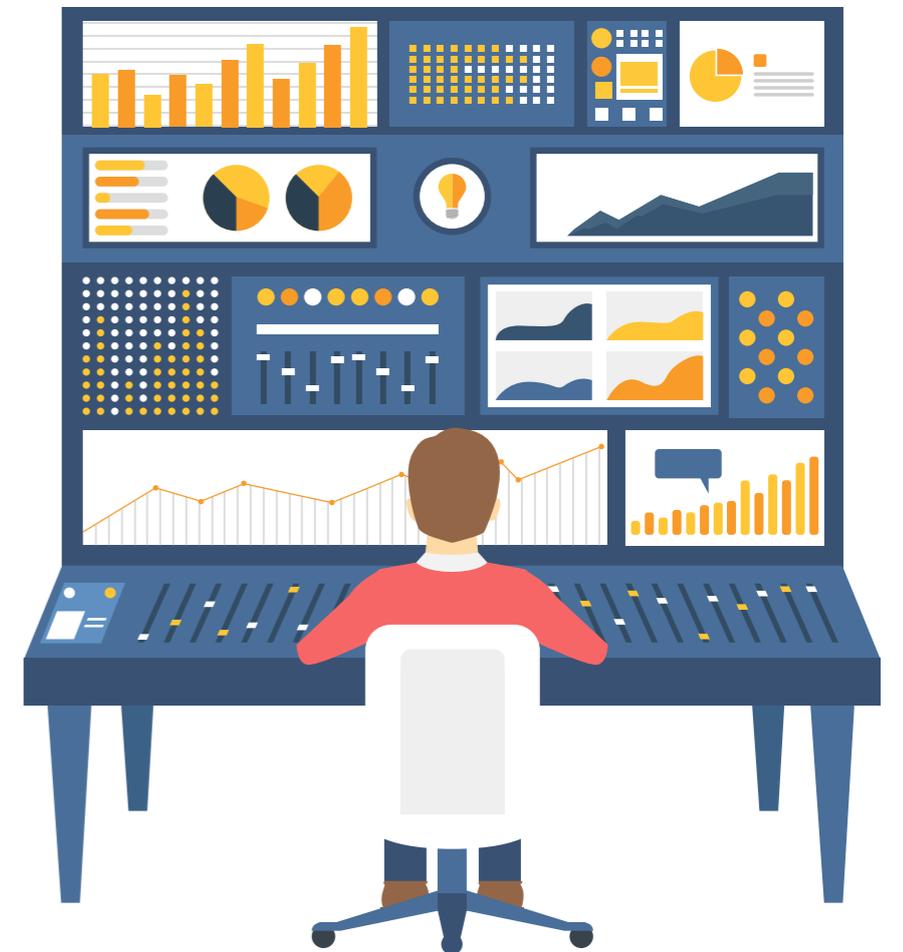
- ▶ It helps analyze visitor traffic, showing website audience
- ▶ GA also helps track searcher's routes until they reach the website (also their devices)
- ▶ It also has **In-Page Analytics** feature to visualize how searchers interact with pages in the website



# Google Analytics

some analytics data

- ▶ To measure web performances, we need at least these datas from GA
  - ▶ Monthly Traffic
  - ▶ Organic Traffic
    - ▶ Organic Keywords
    - ▶ Top Landing Pages



# Google Analytics

## daily traffic

### Audience Overview

May 1, 2015 - May 31, 2015

Email Export Add to Dashboard Shortcut

All Sessions  
100.00%

+ Add Segment

#### Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions

63,351

Users

57,112

Pageviews

74,445

Pages / Session

1.18

Avg. Session Duration

00:00:48

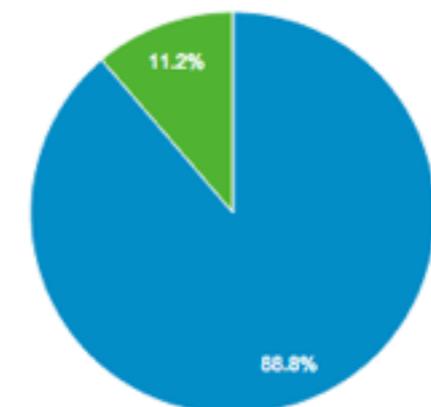
Bounce Rate

88.14%

% New Sessions

88.73%

New Visitor Returning Visitor



# Google Analytics

sessions vs. users vs. pageviews



- ▶ **Sessions** represent the number of individual sessions initiated by all the users to the website within a certain time range
- ▶ **Users** metric shows how many users viewed/interacted the content, any future interaction from the same user during the selected time period are counted as additional *sessions*, not *users*
- ▶ **Pageview** is defined as a view of a page on your site that is being tracked by the Analytics tracking code; any additional page view considered as an additional pageview

# Google Analytics

avg. session duration, bounce rate,  
new vs. returning visitors



- ▶ **Average session duration** is total duration of all sessions (in seconds) / number of sessions
- ▶ **Bounce Rate** is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page)
- ▶ **New Visitor** is visitor who did not have Google Analytics cookies when they hit the first page in this visit
- ▶ **Returning Visitor** is visitor with existing Google Analytics cookies from a previous visit

# GA Overview

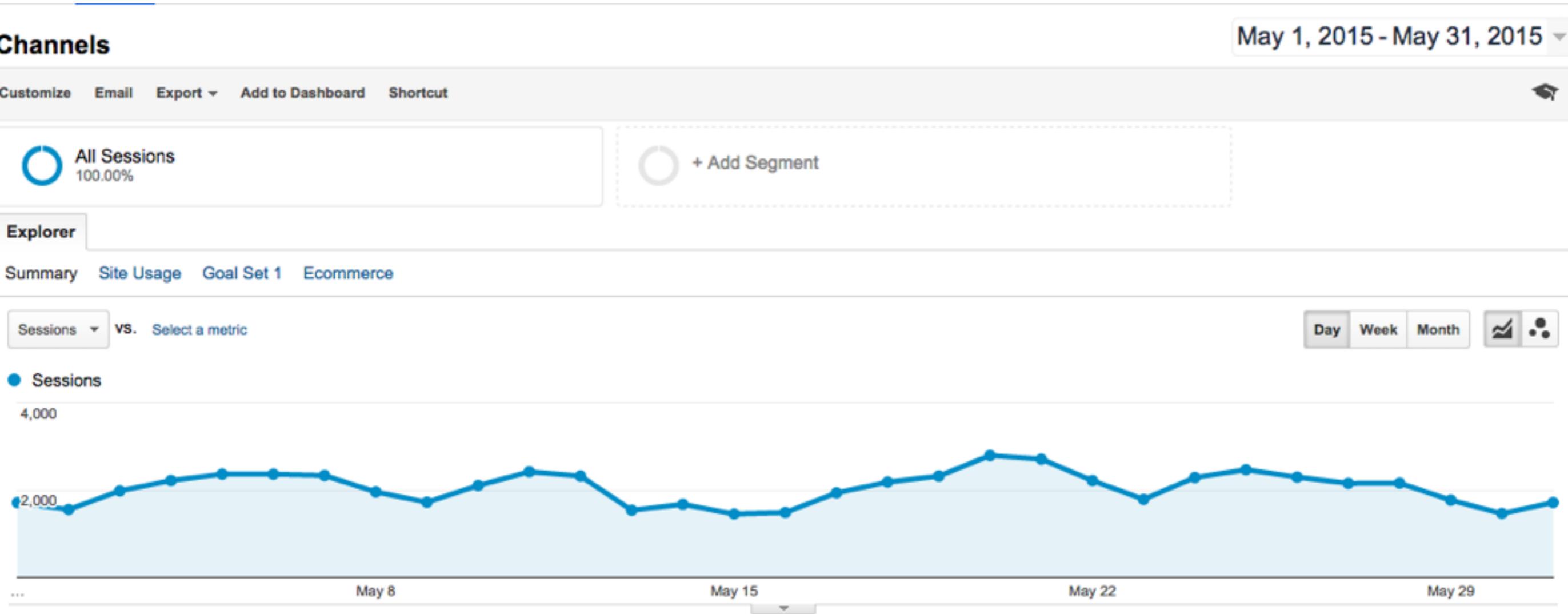
## study case 20 - Audience > Overview

- ▶ Step 1: Date Range
- ▶ Step 2: Compare sessions vs users vs pageviews
- ▶ Step 3: Avg session duration, pages/session, bounce rate
- ▶ Step 4: New vs. returning visitor



# Google Analytics

organic search traffic - # of sessions



# Google Analytics

## Organic Keywords

Keyword ?	Acquisition			Behavior			Conversions <span>Goal 1: pep-01/submit-registration-form</span>	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	pep-01/submit-registration-form (Goal 1 Conversion Rate) ?	pep-01/submit-registration-form (Goal 1 Completions) ?
	<b>47,596</b> % of Total: 75.13% (63,351)	<b>89.02%</b> Avg for View: 88.73% (0.33%)	<b>42,369</b> % of Total: 75.38% (56,209)	<b>89.68%</b> Avg for View: 88.14% (1.75%)	<b>1.15</b> Avg for View: 1.18 (-2.54%)	<b>00:00:46</b> Avg for View: 00:00:48 (-5.44%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)
1. (not provided)	<b>34,807</b> (73.13%)	89.13%	<b>31,023</b> (73.22%)	90.77%	1.13	00:00:48	0.00%	<b>0</b> (0.00%)
2. contoh makalah	<b>822</b> (1.73%)	86.50%	<b>711</b> (1.68%)	89.05%	1.15	00:00:34	0.00%	<b>0</b> (0.00%)
3. tugas presiden	<b>709</b> (1.49%)	93.94%	<b>666</b> (1.57%)	85.33%	1.20	00:00:38	0.00%	<b>0</b> (0.00%)
4. tugas presiden sebagai kepala negara	<b>383</b> (0.80%)	86.95%	<b>333</b> (0.79%)	85.38%	1.18	00:00:31	0.00%	<b>0</b> (0.00%)
5. contoh makalah yang benar	<b>348</b> (0.73%)	86.49%	<b>301</b> (0.71%)	91.95%	1.14	00:00:49	0.00%	<b>0</b> (0.00%)
6. cara membuat makalah	<b>224</b> (0.47%)	89.29%	<b>200</b> (0.47%)	88.84%	1.14	00:00:39	0.00%	<b>0</b> (0.00%)
7. bahaya begadang	<b>192</b> (0.40%)	95.31%	<b>183</b> (0.43%)	86.98%	1.19	00:00:39	0.00%	<b>0</b> (0.00%)
8. makalah	<b>167</b> (0.35%)	89.82%	<b>150</b> (0.35%)	91.02%	1.17	00:00:40	0.00%	<b>0</b> (0.00%)
9. tugas presiden sebagai kepala pemerintahan	<b>161</b> (0.34%)	81.99%	<b>132</b> (0.31%)	85.71%	1.20	00:00:21	0.00%	<b>0</b> (0.00%)
10. cara hidup hemat	<b>120</b> (0.25%)	89.17%	<b>107</b> (0.25%)	87.50%	1.18	00:00:14	0.00%	<b>0</b> (0.00%)

# Google Analytics

## Top Landing Pages

Landing Page	Impressions <sup>?</sup> ↓	Clicks <sup>?</sup>
	<b>744,707</b> % of Total: 106.39% (700,000)	<b>56,118</b> % of Total: 93.53% (60,000)
1. <a href="http://www.ciputra-uceo.net/blog/2015/2/5/contoh-makalah-mahasiswa-yang-benar-beserta-pedoman-pembuatan-makalah">http://www.ciputra-uceo.net/blog/2015/2/5/contoh-makalah-mahasiswa-yang-benar-beserta-pedoman-pembuatan-makalah</a>	<b>300,000</b> (40.28%)	27,000 (48.11%)
2. <a href="http://www.ciputra-uceo.net/blog/2015/2/17/tugas-presiden-sebagai-kepala-negara-dan-kepala-pemerintahan">http://www.ciputra-uceo.net/blog/2015/2/17/tugas-presiden-sebagai-kepala-negara-dan-kepala-pemerintahan</a>	<b>75,000</b> (10.07%)	10,000 (17.82%)
3. <a href="http://www.ciputra-uceo.net/blog/2014/6/19/10-pantai-dengan-potensi-terbesar-di-indonesia">http://www.ciputra-uceo.net/blog/2014/6/19/10-pantai-dengan-potensi-terbesar-di-indonesia</a>	<b>50,000</b> (6.71%)	2,000 (3.56%)
4. <a href="http://www.ciputra-uceo.net/blog/2015/2/10/manfaat-hidup-hemat-dan-12-cara-hidup-hemat">http://www.ciputra-uceo.net/blog/2015/2/10/manfaat-hidup-hemat-dan-12-cara-hidup-hemat</a>	<b>40,000</b> (5.37%)	3,000 (5.35%)
5. <a href="http://www.ciputra-uceo.net/blog/2013/11/11/kisah-seorang-tukang-sapu-yang-sukses-menjadi-pengusaha">http://www.ciputra-uceo.net/blog/2013/11/11/kisah-seorang-tukang-sapu-yang-sukses-menjadi-pengusaha</a>	<b>35,000</b> (4.70%)	2,500 (4.45%)
6. <a href="http://www.ciputra-uceo.net/blog/2014/6/4/10-cara-daur-ulang-upcycling-barang-bekas">http://www.ciputra-uceo.net/blog/2014/6/4/10-cara-daur-ulang-upcycling-barang-bekas</a>	<b>35,000</b> (4.70%)	1,300 (2.32%)
7. <a href="http://www.ciputra-uceo.net/blog/2015/2/12/15-bahaya-begadang-dan-5-tips-mengurangi-resikonya">http://www.ciputra-uceo.net/blog/2015/2/12/15-bahaya-begadang-dan-5-tips-mengurangi-resikonya</a>	<b>35,000</b> (4.70%)	3,500 (6.24%)
8. <a href="http://www.ciputra-uceo.net/blog/franchise-minuman-teh-peluang-usaha-modal-kecil">http://www.ciputra-uceo.net/blog/franchise-minuman-teh-peluang-usaha-modal-kecil</a>	<b>35,000</b> (4.70%)	1,300 (2.32%)
9. <a href="http://www.ciputra-uceo.net/blog/2014/1/29/biografi-ibu-martha-tilaar-guru-sd-yang-menjadi-dirut-pt-sari-ayu-marta-kosmetika">http://www.ciputra-uceo.net/blog/2014/1/29/biografi-ibu-martha-tilaar-guru-sd-yang-menjadi-dirut-pt-sari-ayu-marta-kosmetika</a>	<b>12,000</b> (1.61%)	250 (0.45%)
10. <a href="http://www.ciputra-uceo.net/blog/2014/6/19/5-peran-penting-terumbu-karang">http://www.ciputra-uceo.net/blog/2014/6/19/5-peran-penting-terumbu-karang</a>	<b>12,000</b> (1.61%)	400 (0.71%)

# Google Analytics

impression vs. click



- ▶ **Impression** is counted each time your website link is shown on a search result page or other site on the Google Network
- ▶ **Click** is counted when user actually visit your website link from search result page

# Google Analytics

avg. position and CTR



- ▶ **Avg. Position** is a statistic that describes how your ad typically ranks against other ads
- ▶ **Click Through Rate (CTR)** is the number of clicks divided by the number of times your website is shown (in percentage)

# GA SEO Overview

**study case 21** - Acquisition > Search Engine Optimization > Queries

- ▶ Step 1: Date Range
- ▶ Step 2: Impressions vs clicks
- ▶ Step 3: Average positions, top queries



# Google Analytics

## study case 22

- ▶ Understand the concept of landing page
- ▶ From Google Analytics, go to Acquisition > Search Engine Optimization > Landing Pages

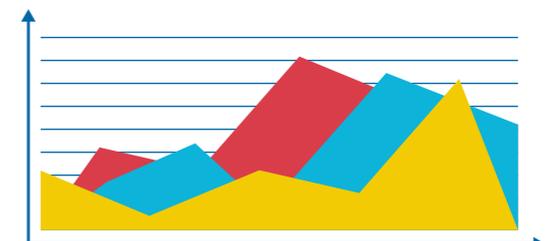
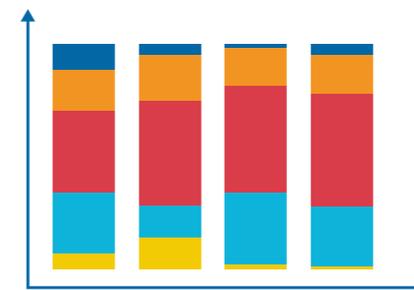
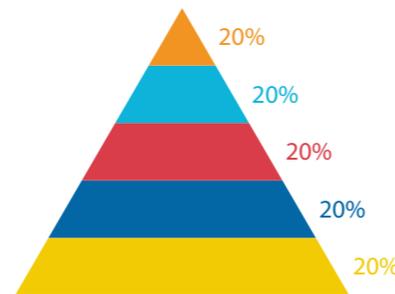
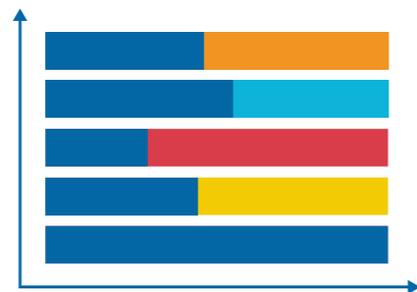
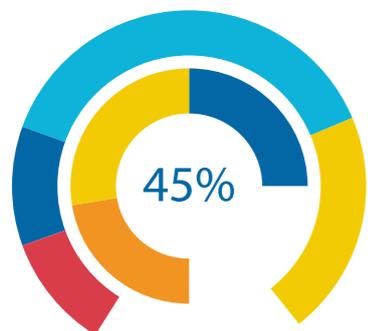


# KEYWORDS

.....  
analyze the performance of keywords

# Performance of Keywords

- ▶ Use **Google Analytics** to measure performance of keywords
- ▶ Data that would be measured
  - ▶ # of Ranked Keywords (1)
  - ▶ # of Ranked Keywords (1.1-3)
  - ▶ # of Ranked Keywords (3.1-10)



# Keyword Analytics

# of ranked keywords (1)

Query	Impressions ?	Clicks ?	Average Position ? ↑	CTR ?
	<b>173,566</b> % of Total: 46.91% (370,000)	<b>27,553</b> % of Total: 68.88% (40,000)	<b>4.2</b> Avg for View: 15 (-77.79%)	<b>15.87%</b> Avg for View: 10.81% (46.84%)
1. 3 tugas presiden	5 (0.00%)	5 (0.02%)	1.0	100.00%
2. 5 pantai terkenal di indonesia	5 (0.00%)	5 (0.02%)	1.0	100.00%
3. analisis dalam makalah	5 (0.00%)	5 (0.02%)	1.0	100.00%
4. apa manfaat hidup hemat	5 (0.00%)	5 (0.02%)	1.0	100.00%
5. apa manfaat hidup sederhana	5 (0.00%)	0 (0.00%)	1.0	0.00%
6. apa saja tugas presiden	5 (0.00%)	5 (0.02%)	1.0	100.00%
7. apa tugas presiden sebagai kepala negara	5 (0.00%)	5 (0.02%)	1.0	100.00%
8. apa tugas presiden sebagai kepala pemerintahan	5 (0.00%)	5 (0.02%)	1.0	100.00%
9. apa tugas seorang presiden	5 (0.00%)	5 (0.02%)	1.0	100.00%
10. apa tugas utama seorang presiden	5 (0.00%)	5 (0.02%)	1.0	100.00%

Show rows: 10 Go to: 1 1 - 10 of 3723 < >

# Keyword Analytics

# of ranked keywords (1.1-3)

Query	Impressions ?	Clicks ?	Average Position ? ↑	CTR ?
	<b>173,566</b> % of Total: 46.91% (370,000)	<b>27,553</b> % of Total: 68.88% (40,000)	<b>4.2</b> Avg for View: 15 (-77.79%)	Avg for View:
151. franchise teh gopek	60 (0.03%)	12 (0.04%)	1.0	
152. manfaat hidup hemat	110 (0.06%)	60 (0.22%)	1.0	
153. makalah mahasiswa	50 (0.03%)	5 (0.02%)	1.0	
154. cara hidup hemat dalam rumah tangga	22 (0.01%)	12 (0.04%)	1.0	
155. contoh makalah yang baik dan benar untuk mahasiswa	16 (0.01%)	5 (0.02%)	1.1	
156. the ahok way	16 (0.01%)	5 (0.02%)	1.1	
157. tugas presiden indonesia	16 (0.01%)	5 (0.02%)	1.1	
158. ibu martha tilaar	12 (0.01%)	5 (0.02%)	1.1	
159. contoh analisis dalam makalah	22 (0.01%)	12 (0.04%)	1.1	
160. contoh makalah mahasiswa yang benar	16 (0.01%)	5 (0.02%)	1.1	
161. profil m nasir	16 (0.01%)	0 (0.00%)	1.1	
162. waralaba teh gopek	16 (0.01%)	5 (0.02%)	1.1	
163. contoh makalah analisis	50 (0.03%)	22 (0.08%)	1.1	
164. fungsi presiden sebagai kepala negara	50 (0.03%)	16 (0.06%)	1.2	
165. contoh penulisan makalah lengkap	12 (0.01%)	5 (0.02%)	1.2	
166. perbedaan tugas presiden sebagai kepala negara dan kepala pemerintahan	12 (0.01%)	5 (0.02%)	1.2	

# Keyword Analytics

# of ranked keywords (3.1-10)

Query	Impressions ?	Clicks ?	Average Position ? ↑	CTR ?
	<b>173,566</b> % of Total: 46.91% (370,000)	<b>27,553</b> % of Total: 68.88% (40,000)	<b>4.2</b> Avg for View: 15 (-77.79%)	Avg for View
1401. penulisan makalah yang baik	16 (0.01%)	5 (0.02%)	<b>3.1</b>	
1402. cara cara membuat makalah	12 (0.01%)	5 (0.02%)	<b>3.1</b>	
1403. contoh kajian teori dalam makalah	110 (0.06%)	30 (0.11%)	<b>3.1</b>	
1404. format makalah yang baik	30 (0.02%)	12 (0.04%)	<b>3.1</b>	
1405. susunan dalam makalah	16 (0.01%)	5 (0.02%)	<b>3.1</b>	
1406. pantai yang indah	60 (0.03%)	5 (0.02%)	<b>3.1</b>	
1407. aturan pembuatan makalah	50 (0.03%)	5 (0.02%)	<b>3.2</b>	
1408. contoh makalah yang sudah jadi	22 (0.01%)	5 (0.02%)	<b>3.2</b>	
1409. pantai indonesia	250 (0.14%)	30 (0.11%)	<b>3.2</b>	
1410. cara agar hemat	16 (0.01%)	5 (0.02%)	<b>3.2</b>	
1411. cara makalah	16 (0.01%)	5 (0.02%)	<b>3.2</b>	
1412. cara mebuat makalah	16 (0.01%)	5 (0.02%)	<b>3.2</b>	
1413. contoh makalah	16 (0.01%)	5 (0.02%)	<b>3.2</b>	
1414. afta dan aec	5 (0.00%)	5 (0.02%)	<b>3.2</b>	
1415. apa arti presiden	5 (0.00%)	0 (0.00%)	<b>3.2</b>	

# SEO Metrics

data from Google Analytics

	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015
Monthly Traffic	15,895	17,563	17,297	21,156	57,638	<b>63,351</b>
Organic Search Traffic	11,769	13,395	12,145	21,051	45,206	<b>47,596</b>
# of Ranked Keywords (1.0)	42	77	75	73	133	<b>157</b>
# of Ranked Keywords (1.1-3.0)	352	527	566	710	1,177	<b>1,267</b>
# of Ranked Keywords (3.1-10)	208	1,093	1,230	2,057	2,172	<b>2,015</b>
New Students	0	0	<b>48</b>	<b>178</b>	<b>79*</b>	<b>135</b>

# Google Analytics

obtain # of ranked keywords - **study case 23**

- ▶ From GA, go to Acquisition > Search Engine Optimization > Queries
- ▶ Step 1: Date Range
- ▶ Step 2: Sort by Average Position, Show Rows: 1000



