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

- Potential Visits
- Current Visits

Keywords:
- 1: 78,991
- 2: 4,567
- 3: 23
- 4: 5
- 5: 1,212
- 6: 5
- 7: 27,761
- 8: 5,000

Traffic vs. Keyword Position Graph
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?

**Precise Keyword Level Performance**

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Precise Revenue</th>
<th>Precise Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>keyw ord 0</td>
<td>$350,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>keyw ord 1</td>
<td>$200,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>keyw ord 2</td>
<td>$150,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>keyw ord 3</td>
<td>$100,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>keyw ord 4</td>
<td>$75,000</td>
<td>$1,500</td>
</tr>
<tr>
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<td>$50,000</td>
<td>$1,000</td>
</tr>
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<td>keyw ord 6</td>
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<td>$500</td>
</tr>
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<td>keyw ord 7</td>
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</tr>
<tr>
<td>keyw ord 8</td>
<td>$5,000</td>
<td>$125</td>
</tr>
<tr>
<td>keyw ord 9</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>
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

Red is average for the position
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?

<table>
<thead>
<tr>
<th>Meta description issues</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duplicate meta descriptions</td>
<td>976</td>
</tr>
<tr>
<td>Long meta descriptions</td>
<td>0</td>
</tr>
<tr>
<td>Short meta descriptions</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title tag issues</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missing title tags</td>
<td>0</td>
</tr>
<tr>
<td>Duplicate title tags</td>
<td>970</td>
</tr>
<tr>
<td>Long title tags</td>
<td>0</td>
</tr>
<tr>
<td>Short title tags</td>
<td>0</td>
</tr>
<tr>
<td>Non-informative title tags</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-indexable content issues</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>We didn't detect any issues with non-indexable content on your site.</td>
<td></td>
</tr>
</tbody>
</table>
• How are the Entry Pages doing?
  ➔ How has various SEO efforts affected the Entry Pages?
  ➔ What other events have affected organic traffic?

Organic Traffic Performance

- First 5 EP’s and Site Live
- Google Smackdown
- Directory Submissions
- 3rd 5 EP’s
- Contest Launch
- Contest Complete
- Started SEO Spend at $500
- Geo Pages Live
- SEO Spend at $2000
- NLC Started
- Geo Blubs/Left Nav Links
- SEO Spend at $800
- 4th 5 EP’s
- SEO Spend at $3000
- SEOSpend at $6000
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”)

**RED BRICKS MEDIA**
SEARCH & PERFORMANCE MARKETING
1. REVIEW ALL REFERRING KW’S

- Start with the website’s referring keywords

<table>
<thead>
<tr>
<th>Keywords related to term(s) entered - sorted by relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keywords</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>shoes</td>
</tr>
<tr>
<td>mephisto shoes</td>
</tr>
<tr>
<td>men shoes</td>
</tr>
<tr>
<td>discount shoes</td>
</tr>
<tr>
<td>mens shoes</td>
</tr>
<tr>
<td>womens shoes</td>
</tr>
<tr>
<td>designer shoes</td>
</tr>
<tr>
<td>women’s shoes</td>
</tr>
<tr>
<td>dress shoes</td>
</tr>
<tr>
<td>ladies shoes</td>
</tr>
<tr>
<td>wholesale shoes</td>
</tr>
<tr>
<td>athletic shoes</td>
</tr>
<tr>
<td>shoe stores</td>
</tr>
<tr>
<td>ecco shoes</td>
</tr>
<tr>
<td>basketball shoes</td>
</tr>
<tr>
<td>diesel shoes</td>
</tr>
<tr>
<td>tennis shoes</td>
</tr>
<tr>
<td>birkenstock shoes</td>
</tr>
<tr>
<td>vans shoes</td>
</tr>
</tbody>
</table>
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
2. SEGMENT & THEN MICRO-SEGMENT

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

- **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”
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.
TIP: GENERATE A LIST OF FILTERS & SEGMENT

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

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GEO  COMPARISON  PRICES
SO WHAT DO WE DO ABOUT IT?
BRING IT BACK TO THE 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

• 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

Keyword Universe

The tail is grown to better connect
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
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
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.