

Introduction to Search Engine Optimization **(SEO)**

Improving the visibility of our website in search engines' organic search results.

Organic vs. Paid Search

The screenshot shows a Google search for "online degree in georgia". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, it says "About 25,300,000 results (0.32 seconds)".

On the left side, there is a navigation menu with options: Images, Maps, Videos, News, Shopping, and More. Below this menu, the location "Carrollton, GA" is visible.

The main search results are divided into two sections:

- Paid Search Results (Adwords):** These are highlighted in a yellow background. They include:
 - Walden University Online | WaldenU.Edu**: waldenu.edu/Online_College_Degrees. Study with an **Online** College and Further Your Career. Apply Today! → Online Degree Programs - Online Bachelor's Programs
 - South University Online | online.SouthUniversity.edu**: online.southuniversity.edu/. Attend School at an Institute for **Online** Learning. Get Started!
 - University Degrees | Phoenix.edu**: www.phoenix.edu/. Take Flexible Courses **Online** or at Local Campuses. Learn More Today...
- Organic Search Results:** These are not highlighted. They include:
 - Georgia ONmyLINE**: www.georgiaonmyline.org/. Georgia ONmyLINE is a helpful resource for anyone wanting to begin a **degree** program **online**, as well as current students seeking an **online** course to fit into an ... → Degrees - Courses - Education - Institutions
 - Georgia Southern University**: online.georgiasouthern.edu/. Georgia Southern University offers undergraduate and graduate **online degree** programs in business, education, healthcare and more. Learn more about ... → Bachelor of General Studies - Ed.S. in Teaching & Learning - MBA - BS/IT
 - University of Georgia: Distance Learning Portal**: www.distance.uga.edu/. Adult Education **Online** Master of Education (M.Ed.) **Degree** Program. The University of Georgia's **Online** M.Ed. in Adult Education is specifically designed to ...

On the right side, there are several "Ads - Why these ads?" sections, each with a title and a brief description:

- DeVry University® Degrees**: www.devry.edu/. 5 Colleges. One Focus. Your Career Success. **Online** & Campus. Get Info!
- Online Degree Programs**: www.gcu.edu/BusAdmin. 1 (855) 275 0712. Accredited **Online** University. Enroll at GCU today!
- Liberty University Online**: www.libertyonlinedegrees.com/Georgia. 1 (855) 511 9776. Elite **Online** College Degrees. Get Free Info - It's Fast & Easy!
- APU - Online University**: www.apus.edu/. Earn a college **degree** 100% **online**. Respected. Accredited. Affordable.
- Belhaven- Online Degree**: online.belhaven.edu/. Accredited Bachelor & Master **Degree** Programs- 100% **Online**. Apply Today!
- Earn a College Degree**: www.collegedegreeestoday.com/. Get Matched to the Right **Online** College **Degree** in Just Minutes!

“Paid” Search Adwords
~20% of Clicks

Organic Search
~80% of Clicks

The Purpose of a Search Engine

1. Crawling and Indexing

Through links, search engines' automated robots, called “crawlers,” or “spiders” can reach the many billions of interconnected documents. Once the engines find these pages, they decipher the code and store select pieces in massive hard drives, to be recalled later.


2. Retrieving Answers

When you perform a search, search engines scour the billions of stored documents and do two things – first, return those results that are the most *relevant* to your query, and second, rank those results in order of perceived *importance*.


How People Interact with Search Engines

The Search Process:


1. Experience the need for an answer, solution or piece of information.



2. Formulate the need in a string of words or phrases (the query).



3. Enter the query in the search engine and execute.



4. Browse through the results for a match.


5. Click on a result.



6. Scan the content of the webpage for a solution, or a link to that solution.



7. If unsatisfied with the webpage, return to the search results and browse for another link or...



8. Perform a new search with refinements to the query.

How People Interact with Search Engines

1. Navigational Queries

Navigational searches are performed with the intent of surfing directly to a specific website.

2. Informational Queries

Informational searches are primarily non-transaction-oriented; information itself is the goal and no interaction beyond clicking and reading is required.

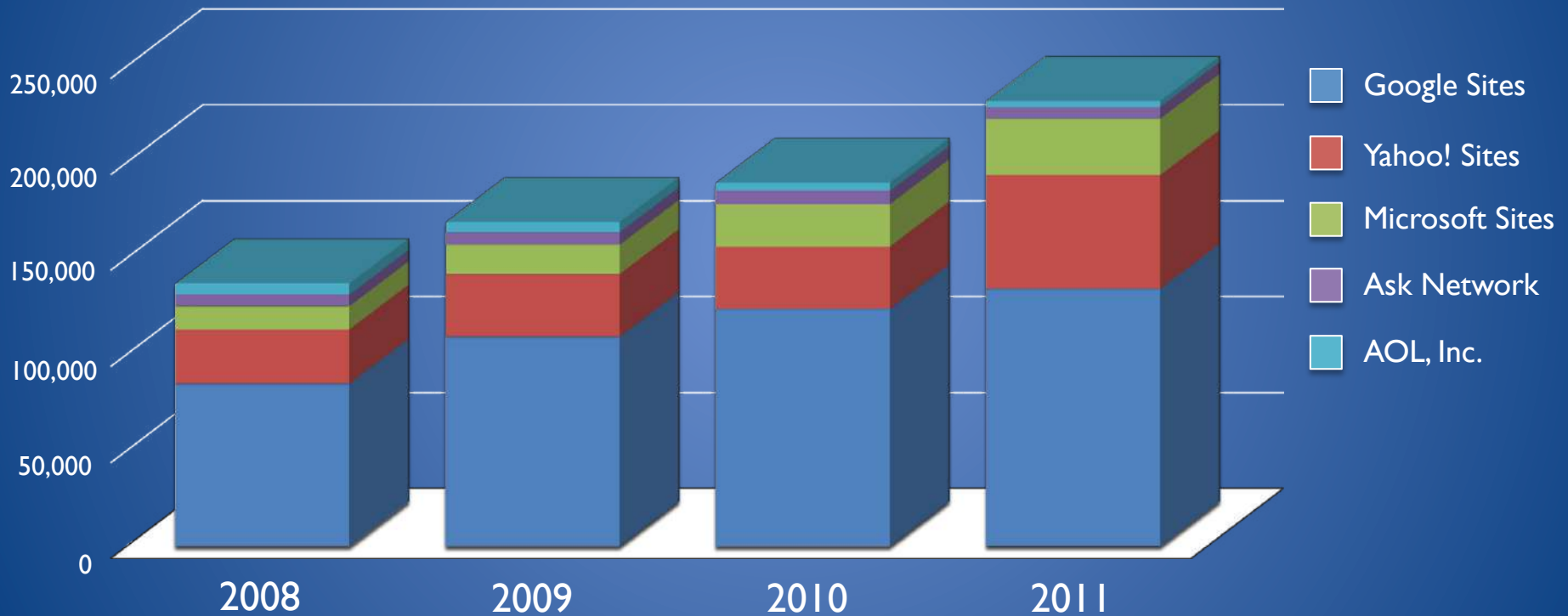
3. Transactional Queries

Transactional searches don't necessarily require a purchase to be made. Signing up for a free trial or requesting a pamphlet are considered transactional.

When visitors type a query into a search box and land on our site, will they be satisfied with what they find?

Why SEO?

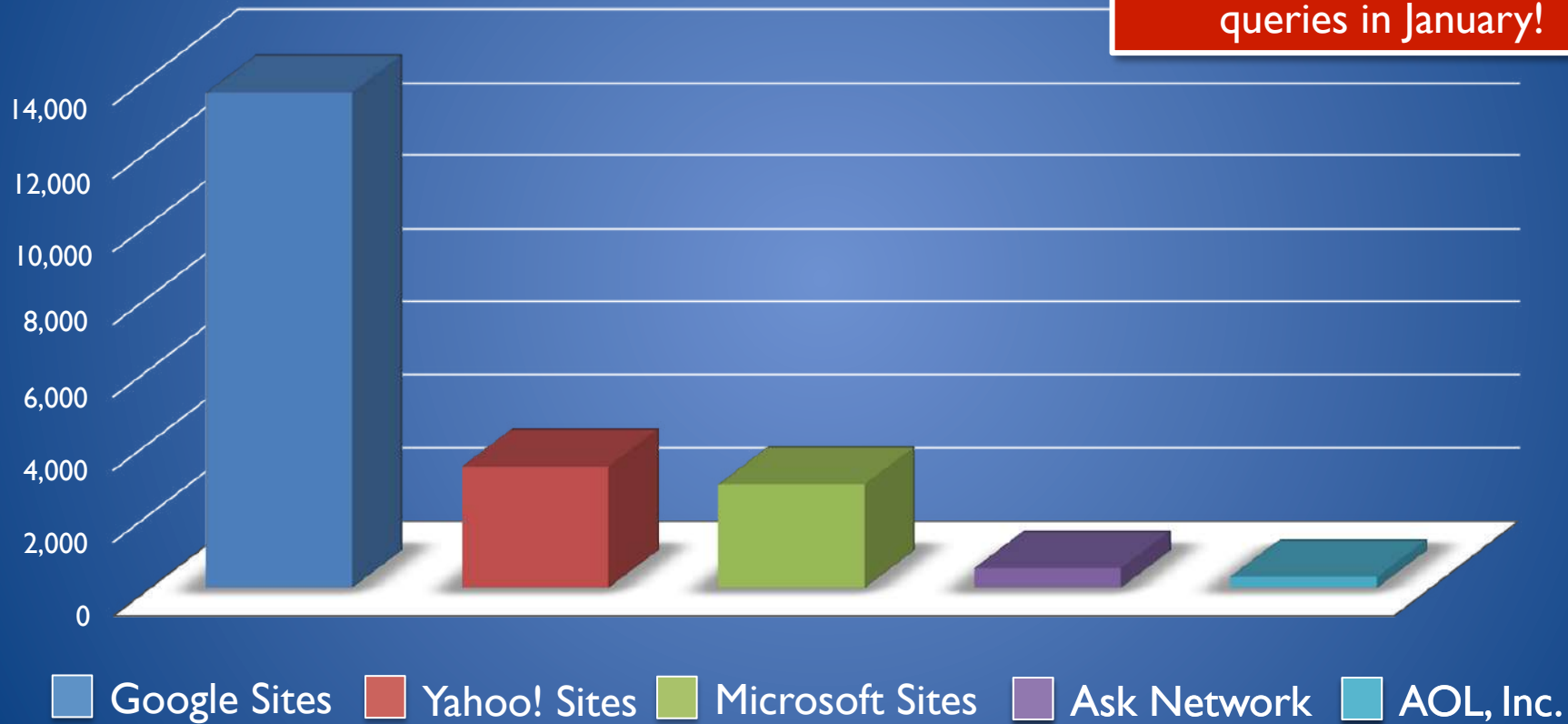
U.S. Search Volume Growth (MM)



Why SEO?

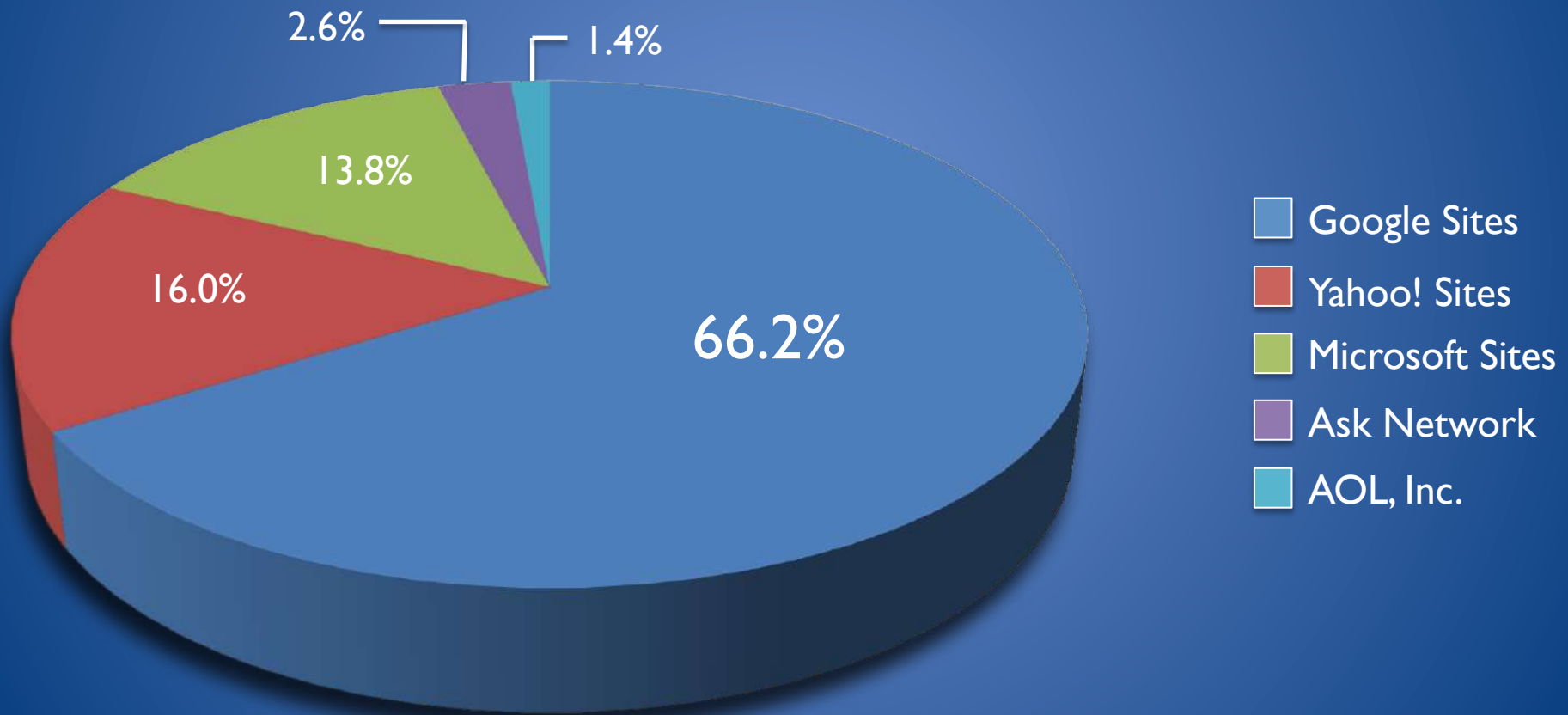
Total Search Query for January 2012 (MM)

Americans conducted nearly 20 billion total core search queries in January!



Why SEO?

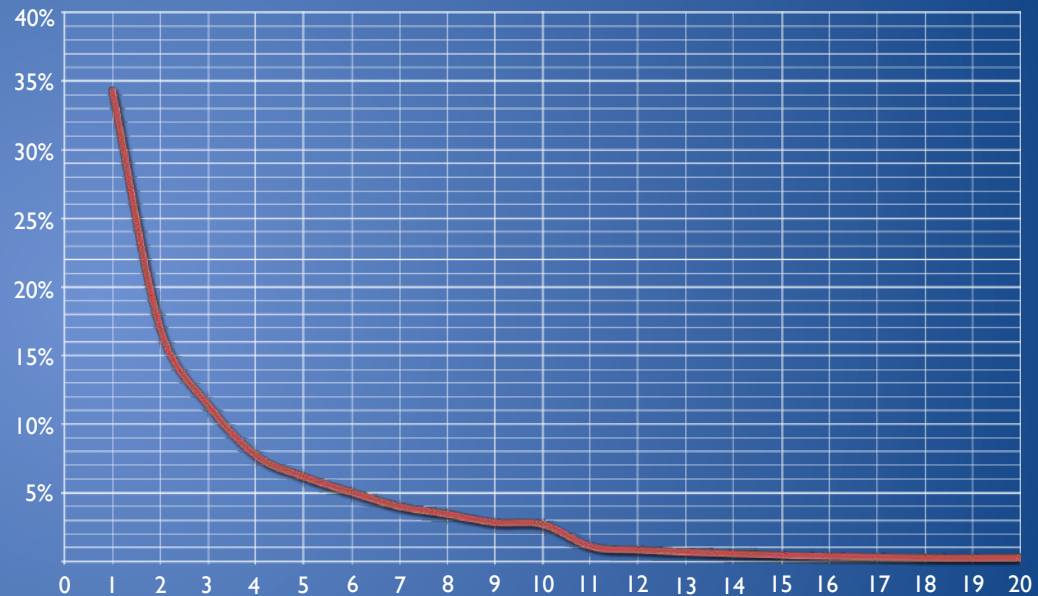
Total Search Share for January 2012 (%)



Why SEO?

Organic Click Through Rate (CTR)

Google Result	Impressions	Percentage
1	2,834,806	34.35%
2	1,399,502	16.96%
3	942,706	11.42%
4	638,106	7.73%
5	510,721	6.19%
6	416,887	5.05%
7	331,500	4.02%
8	286,118	3.47%
9	235,197	2.85%
10	223,320	2.71%



Golden Rule of SEO

When building or modifying your website – whether your adding images, restructuring your links, or changing your written content – always base your decisions on improving the *user's experience*.

On Page SEO

Basic Practices

- Title Tag
- Meta Keywords
- Meta Description

Usability

- Image Alt Tag
- Files Names
- Media Description

Structure

- URL
- Subdomains
- Navigation

Content

- Anchor Text
- Heading Tags
- Keywords

On Page SEO – What does the search engine see?

How the User sees the webpage.

User Services	ITS Home
ITS Service Catalog IT Training TechFees Students Faculty/Staff Service Desk Support & Desktop Area Classroom Support & Multimedia Web Innovations Performance Indicators	<h2>Information Techno</h2> <p>The University of West Georgia's Office of Information Tec providing members of the University of West Georgia comm and support needed to be successful and productive. Info organization consisting of highly skilled and motivated comp with expertise spanning a broad range of current technolo as an advocate for technology on campus and works close to address related issues.</p> <p>ITS provides technology direction and support to the UWG and students are encouraged to take advantage of the ma available through UWG's Information Technology Services.</p> 
Infrastructure Services	
About Infrastructure Systems Administration Telecommunications Networking Computer Operations Program Development & Applications	

```
</div>
<div id="contentBody">
  <h1>
    Information Technology Services
  </h1>
  <p>
    The University of West Georgia's Office of Information Tech
successful and productive. Information Technology Services is a serv
technology. Information Technology Services acts as an advocate for t
  </p>
  <p>
    ITS provides technology direction and support to the UWG ca
Information Technology Services.<br />
  <br />
  
  <div id="footer_left">
    <p class="address">
      <a href="http://maps.google.com/?daddr=1601+Maple+Street,Ce
    </p>
    <p class="legal">
      &#169; 2012 University of West Georgia. All rights reserved
    </p>
  </div><!--end footer_left-->
  <div id="footer_right">
    <ul class="footer_toolbar">
      <li>
        <a href=" ../index_contact.php">Contact Us</a>
      </li>
      <li>
        <a href=" ../index_map.php">Maps &amp; Directions</a>
      </li>
    </ul>
  </div>
</div>
```

How the Search Engine sees the webpage.

On Page SEO – Basic Practices

1. Title Tag:

Make sure the title tag on each page of the site is unique and descriptive. It should be no longer than 65 characters. If possible, place your keywords in the title tag.

2. Meta Keywords:

These keywords no longer carry much weight with search engines. You can use the meta keywords to help emphasize the content keywords you would like to focus on.

3. Meta Description:

Search engines use the meta description tag to describe your web page. Make sure every page has a unique description. It should be no longer than 160 characters.

On Page SEO – Basic Practices

Title Tag Example

Meta Description Example

Ad related to university of west georgia technology group

Why this ad?

[Electronics Repair Shop | wgatech.com](#)

www.wgatech.com/

Smartphones, Computers, Gadgets Virus Removal, Free Estimates

928 South Park Street, Suite F, Carrollton
(678) 664-0486 - Directions

[ITS | Strategic Plan - The University of West Georgia](#)

www.westga.edu/its/index_5256.php

UWG's technological support environment is decentralized with many colleges and divisions having their own **technology groups** that effectively deploy ...

[Executive in Residence - The University of West Georgia](#)

www.westga.edu › RCOB Home › Dean's Office

In 2005, Allen authored Inside the Minds: Technology Enabled Marketing – a ... as President of the newly formed BellSouth Community **Technologies group**, ...

[UWG - OJDLA - The University of West Georgia](#)

www.westga.edu/~distance/ojdl/

5 days ago – Advanced **Technologies** for Distance Education Certificate Program two separate offerings of the course and the distinct **groups** of faculty.

[Faculty/Staff Profile | The University of West Georgia](#)

www.westga.edu/show_bio.php?emp_id=10709

He is also a tenured Associate Professor of Instructional **Technology** and Design at the **University of West Georgia** (UWG) and the 2012 President-elect of the ...

On Page SEO – Basic Practices

The image shows a screenshot of a website's back-end editor interface. The main content area displays the page title "Information Technology Services" in a large blue font. Above the title, there are three colored callout boxes with arrows pointing to specific edit options: a blue box for "Meta Description" pointing to "[Edit Meta Description]", a red box for "Meta Keywords" pointing to "[Edit Meta Keywords]", and a green box for "Title / Title Tag" pointing to the title itself. A list of edit options is visible, including "[save changes]", "[Edit Meta Description]", and "[Edit Meta Keywords]".

The left sidebar contains navigation menus for "User Services", "Infrastructure Services", and "Office of the CIO". The right sidebar contains sections for "Get Help Now!", "ITS SERVICES STATUS", "Facebook Us!", and "Hidden Links for Main Nav".

Meta Description

Meta Keywords

Title / Title Tag

Information Technology Services

[save changes]
[Edit Meta Description]
[Edit Meta Keywords]

[Modify Sidebar]

Get Help Now!

Contact the ITS [Service Desk](#) for your support needs.
Tel: 678.839.6587
Email: servicedesk@westga.edu
Hours of Operation:
Monday-Friday
8am-5pm
Emergency Support
Monday-Thursday
5pm-8pm

ITS SERVICES STATUS

Facebook Us!

Hidden Links for Main Nav

This box will not show up on the published page

- TechFees

ITS Home

[Edit text]

The University of West Georgia's Office of Information Technology Services (ITS) is dedicated to providing members of the University of West Georgia community with the technological resources and support needed to be successful and productive. Information Technology Services is a service organization consisting of highly skilled and motivated computing and telecommunications specialists with expertise spanning a broad range of current technology. Information Technology Services acts as an advocate for technology on campus and works closely with departments, colleges and schools to address related issues.

ITS provides technology direction and support to the UWG campus community. All faculty, staff, and students are encouraged to take advantage of the many technical resources and opportunities available through UWG's Information Technology Services.

On Page SEO – Basic Practices

The image shows a screenshot of a CMS interface for West Georgia State University. The interface includes a top navigation bar with a 'Close Page' button, two sidebar management options ('[Add/Remove Left Sidebar]' and '[Add/Remove Right Sidebar]'), and a main content area with an '[Add/Edit/Order/Remove Extra Content]' option. Below the main content area, there are three colored callout boxes with arrows pointing to specific elements: a blue box for 'Meta Description' pointing to the '[Edit Meta Description] :', a red box for 'Meta Keywords' pointing to the '[Edit Meta Keywords] :', and a green box for 'Title Tag' pointing to the '[Edit SEO Page Title] :'. Below these, a blue box for 'Title' points to the 'Tuition and Fees' link in a navigation menu. The footer contains three columns: 'PROGRAMS' (Bachelor's Degrees, Master's Degrees, Doctoral Degrees), 'LIFE AT WEST' (Explore West, What's For Dinner?, Where Can I Live?, UWG Mobile App), and 'MONEY MATTERS' (Tuition and Fees, Scholarships, Out of State Students). There is also an '[Add/Remove Footer Logos]' option at the bottom.

← Close Page

[Add/Remove Left Sidebar]

[Add/Remove Right Sidebar]

[Add/Edit/Order/Remove Extra Content]

Meta Description

Meta Keywords

Title Tag

Tuition and Fees

Title

[Edit Meta Description] :

[Edit Meta Keywords] :

[Edit SEO Page Title] :

[Edit Text]

[Open Footer Columns]

PROGRAMS

Bachelor's Degrees
Master's Degrees
Doctoral Degrees

LIFE AT WEST

Explore West
What's For Dinner?
Where Can I Live?
UWG Mobile App

MONEY MATTERS

Tuition and Fees
Scholarships
Out of State Students

[Add/Remove Footer Logos]

On Page SEO – Usability

Usability is a reference to how easy it is for a user to accomplish what she wants on a website.

1. Image Alt Text:

A place where you can provide more information about what is in the image and where you can target keywords.

2. File Names:

Search engines look at the filename to see whether it provides clues to the content of the file.

3. Media Description:

A description helps the user and search engines better understand the content contained in your video, animation, etc.

On Page SEO – Usability

Image Alt Text & File Name



``

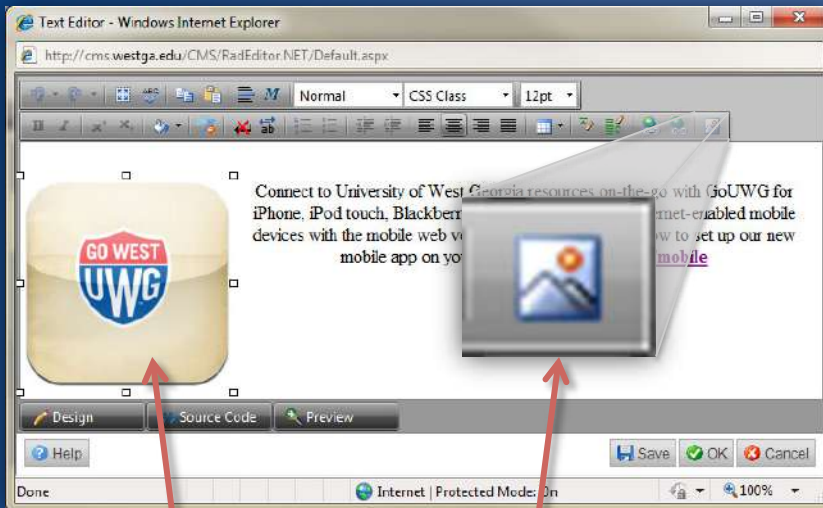
Media Description



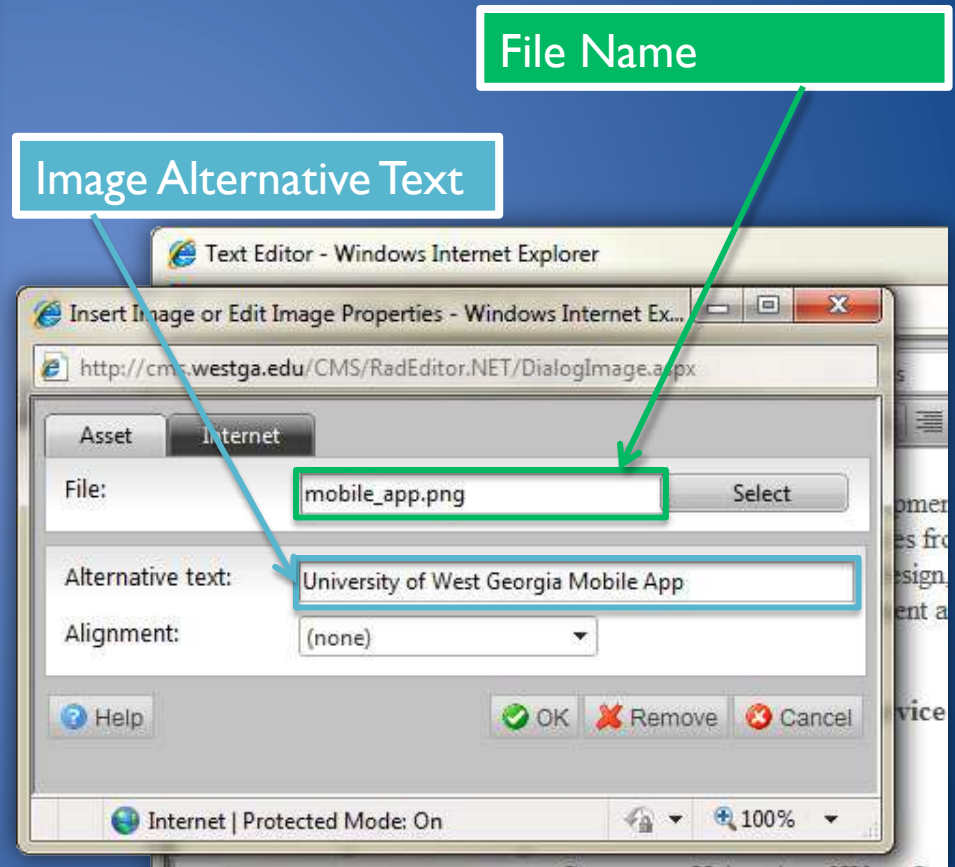
Video Transcription

Hi guys. I'm Rhea Drysdale, CEO of Outspoken Media, and we are an internet marketing company that specializes in SEO, reputation management, link development, and social media marketing. I'm here today in the SEOMoz office, because our team is attending SMX Advanced. Many of you probably know of Outspoken Media because we're doing live blog coverage of the conference, and I hope to meet many of you here today.

On Page SEO – Usability



While the image is selected in the 'Edit Text' window (indicated by the white boxes); click the Insert/Edit Image button in the toolbar.



File Name

Image Alternative Text

On Page SEO – Structure

1. URL's:

Keeping your URL's short and descriptive of your content will improve the user experience and lead to better crawling of your website by search engines. *(Currently there is no way to change the URL in OpenText)*

2. Subdomains:

A subdomain can look more authoritative to users and provide a reasonable choice to include keywords in the URL. Unfortunately, they have the potential to be treated separately from the primary domain when it comes to trust value.

3. Navigation:

Ordering your navigation in a logical and concise manner will assist the user (they will find the site easier to use) and search engines award greater ranking based on increased subject relevance.

On Page SEO – Content

1. Anchor Text:

The actual text placed in a link. If the text is keyword-rich, it will do more for your rankings in the search engines.

2. Heading Tags:

These tags are designed to indicate a headline hierarchy on the webpage. Search engines show a slight preference for keywords appearing in heading tags.

3. Content Keywords:

One of the most important on page SEO practices. When a user performs a query, the more relevant a keyword (or phrase) is to the query, the higher ranking the webpage will be in the search engine's results.

On Page SEO – Content

Anchor Text

An active [international student organization](#) consists of...

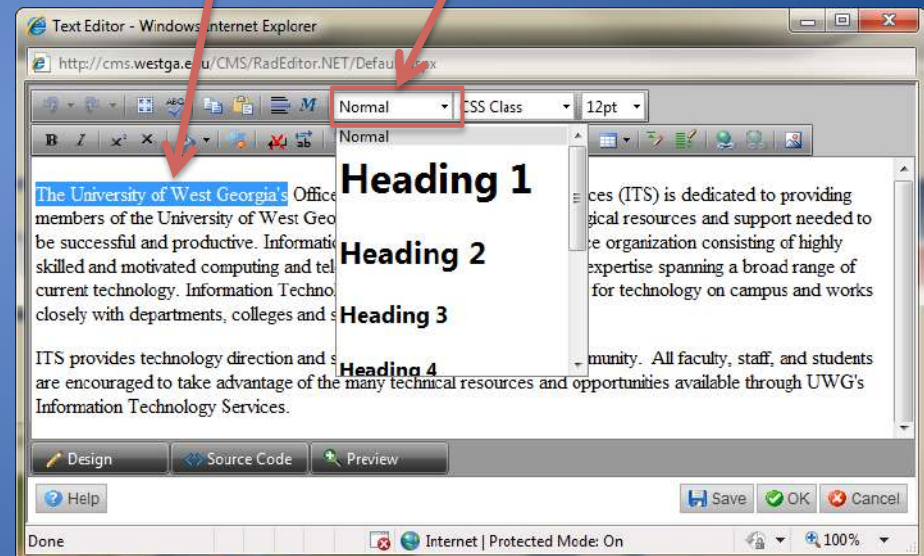
X If you are interested, [click here...](#)

X Completed [application](#) with a non-refundable fee.

...and the [Student Handbook](#), as amended.

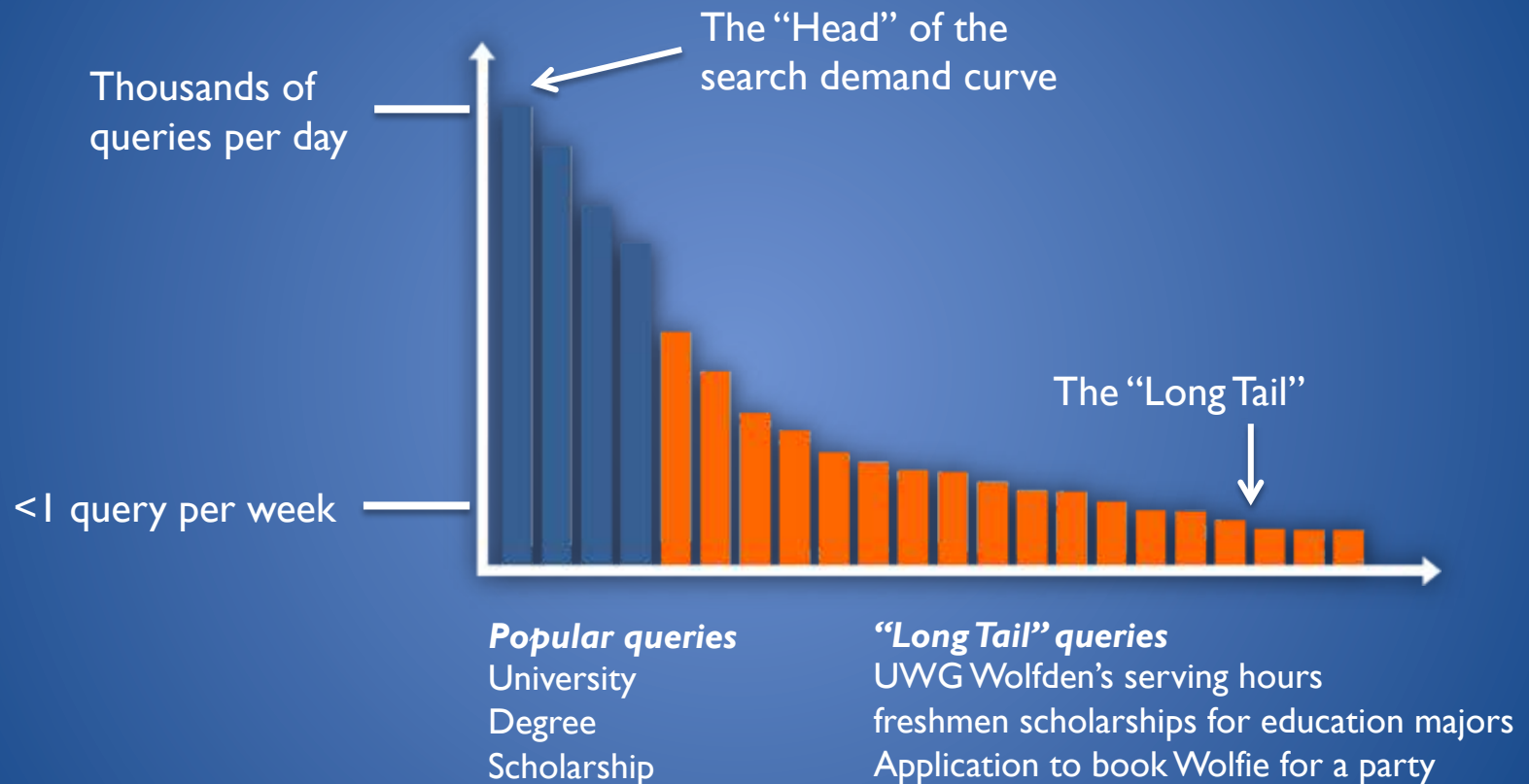
Heading Tags

After selecting the text (indicated by the blue highlight), use the drop-down to choose the header you would like to apply



On Page SEO – Content

Keywords – Short Tail / Long Tail



On Page SEO – Content

Keywords - Research

1. Make a list of one- to three- word phrases related to your website.
2. Produce synonyms that might be used by potential students.
3. Create a directory of all the people, projects, ideas, and companies connected to your site.
4. Review your current site and extract current key phrases.
5. Review websites associated with UWG and / or media sites to see what phrases they use.
6. List all your program names, products, and other services provided.
7. Have your department imagine they are potential students. What would they type in to find you?
8. Ask students and people outside your department what they would search for.
9. Review your competitors' websites and see what key phrases they use.
10. Consider including your competitor's non-branded terms for use in your keyword list.

On Page SEO – Content

Keywords – Google Adwords

The Best Keywords Are:

High Volume
(many searches/month)

Low Competition
(weak sites in the top 10)

High Value
(Large % of visitors convert)



Keyword	Competition	Global Monthly Searches	Local Monthly Searches
study abroad scholarships	High	27,100	18,100
scholarship search	High	27,100	18,100
colleges in georgia	Medium	165,000	135,000
georgia colleges	Medium	165,000	135,000
scholarships for hispanics	High	33,100	33,100
scholarship applications	Medium	135,000	90,500
scholarships for graduate students	High	33,100	22,200
online college	High	1,220,000	823,000
financial aid	Low	1,500,000	1,220,000
scholarships for college students	High	60,500	49,500

On Page SEO – Content

“Good” Content

Satisfies the searcher’s basic information requirements

Written by a human and not duplicated elsewhere

Long enough to fulfill basic needs of engines for depth/uniqueness

Grammatically correct; free of spelling / punctuation errors

VS.

“GREAT” Content

Surprises and delights the searcher by being remarkable

Produced by extraordinary writers and designers

May leverage video, audio, graphics & photos to convey a unique, shareable experience.

Produced by extraordinary writers and designers

Off Page SEO

Links

- Link influence on search engines
- Link Value

Social Media

- Social Media Sites
- Indirect Influence of Social Media

Other

- Sitemap
- DMOZ
- robots.txt
- Google mini

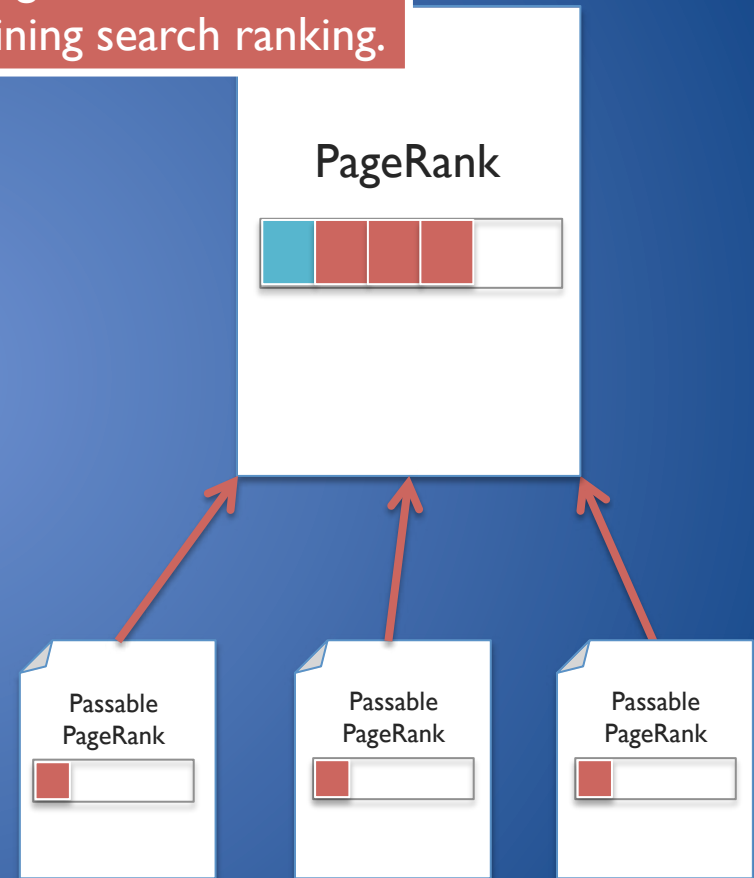
Off Page SEO – Links

Link Influence on search engines

PageRank algorithm

- External links on a webpage can be interpreted as votes.
- Initially, all votes are considered equal.
- Over the course of time, pages which receive more votes become more important.
- More important pages cast more important votes.
- $\text{Votes per Page} = \frac{\text{Page Importance}}{\text{Number of Links}}$

Links remain the single largest factor in determining search ranking.



Off Page SEO – Links

Link Value

1. **Anchor Text:** Search engines use the anchor text to help it understand what the page receiving the link is about.
2. **Relevance:** Links that originate from sites/pages on a closely related topic are worth more.
3. **Authority:** A site with higher authority will pass along more PageRank. However, search engines will not tell you which sites they consider authoritative.
4. **Trust:** Trust of a websites takes into account whether the linking page or the website is easy or difficult for spammers to infiltrate. The trust level of a site is based on how many clicks away it is from one or more ‘seed’ sites.

Off Page SEO – Links

www.google.com/webmasters/tools/

Domains	Links ▲	Linked pages
elearninglearning.com	433,257	3
wikispaces.com	82,957	168
ihigh.com	19,240	2
uwgsports.com	17,591	7
facebook.com	12,222	197
oclc.org	9,068	8
blogspot.com	8,779	459
aolstalker.com	6,654	3
wordpress.com	6,206	212

Referring Domains

7,826

Educational Ref. Backlinks: **3,150**

Governmental Ref. Backlinks: **122**

Educational Ref. Domains: **797**

Governmental Ref. Domains: **37**

Referring **IP** addresses: **6,235**

Referring **Class C** subnets: **5,158**

Indexed **URLs**: **35,210**

External Backlinks

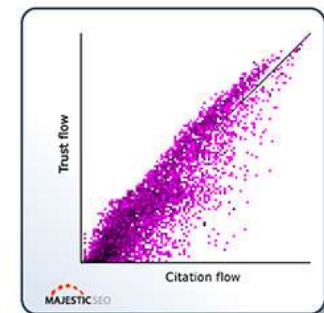
77,962

Citation flow ⓘ

55

Trust flow ⓘ

59



www.majesticseo.com

Off Page SEO – Social Media

Wikipedia Profile

Facebook Department Page

StackExchange Account

Twitter Profile

StumbleUpon Account

Linkedin Company Page

Reddit Account

YouTube Account

SlideShare Profile

Crunchbase Page

Scribd Profile

Google Profile

About.me Page

Quora Profile



Off Page SEO – Social Media

Benefits of Social Media

1. It Cost Nothing to Get Started

For just a little bit of time and creativity, you can create department and personal pages and keep students informed of new programs.

2. Blogs are Simple to Create

You can create targeted content that focuses on your SEO content keywords.

3. Results Can Be Faster Than Traditional Websites

You have the opportunity to “go viral” with the content you post using social media.

4. Social Media Posts and Profiles are Included in Search Results

All social media posts and profiles are opportunities to get your site noticed by search engines.

Off Page SEO – Social Media

Benefits of Social Media (continued)

5. You Can Get Ranked Higher

Each time your content is shared, it creates a backlink to your content. This gives you more chances to have PageRank votes passed to your content.

6. There are Lots of Options

Variety is the spice of life.

7. Social Media is Easy To Use

You don't need to dedicate a lot of time to social media – work on posting quality content and let other users do the work for you by sharing it with their friends.

8. It's an Additional Platform for Content

Westga.edu is usually a static, brochure website. With social media, you will be able to produce quality content that relates to you and your department.

Off Page SEO – Social Media

Benefits of Social Media (continued)

9. Builds Brand Awareness

As you become more visible, as long as you continue to produce quality content, you will soon become an authority figure in your niche.

10. Has Unlimited Reach

By participating in social media, you will be able to reach users that would have never stumbled upon the university's website.

11. Puts Followers to Work for You

Let other users share your quality content.

Off Page SEO – Other

XML / HTML Sitemap

A sitemap is a list of pages of a web site accessible to search engines and users.

Benefits of a Sitemap

1. Helps improve how often and the manner in which search engines crawl your website.
2. Search engines use additional URL's to 'discover' pages they didn't know about.
3. Verification / registration of XML Sitemaps may indicate positive trust / authority signals.
4. A HTML sitemap can further help a user navigate your website.

Off Page SEO – Social Media

XML / HTML Sitemap



The screenshot shows a university website's navigation menu with categories: WHO ARE YOU?, ADMISSIONS, ACADEMICS, and CAMPUS LIFE. On the left, there are links for CURRENT STUDENT, FUTURE STUDENT, ALUMNI & FRIENDS, FACULTY/STAFF, and PARENT, along with an 'APPLY NOW!' button. The main content area is titled 'A-Z Index' and features a row of letters from A to P, with 'C' highlighted in red. Below the letters is a list of links starting with 'C', including Capital Planning, Campus Center, Campus Planning & Facilities, Campus Police, Career Coaching, Career Development, Career Services, Catalog of Courses, Catering, Center for Business Excellence (CBE), Center for Public History, Center for Student Involvement, Central Stores, Receiving & Delivery, Chapel, Cheerleading, Chemistry, Chronicle, and Civic Engagement.

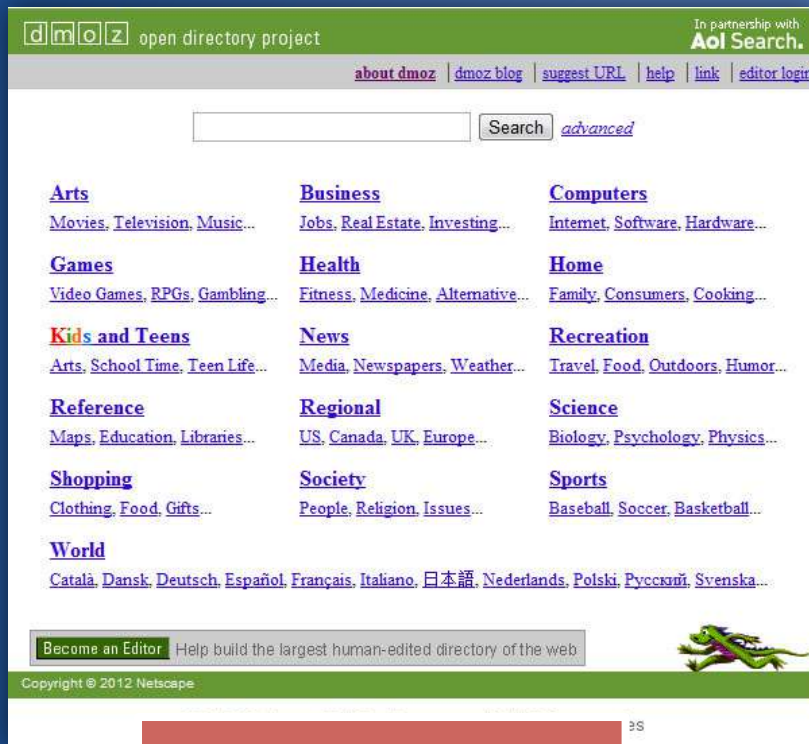
HTML Sitemap

XML Sitemap

```
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/osCom
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
```

Off Page SEO – Other

DMOZ – Open Directory Project



“The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.”

www.DMOZ.org

Off Page SEO – Other

robots.txt

This is a file that is located on the root level of our domain.

Benefits of robots.txt

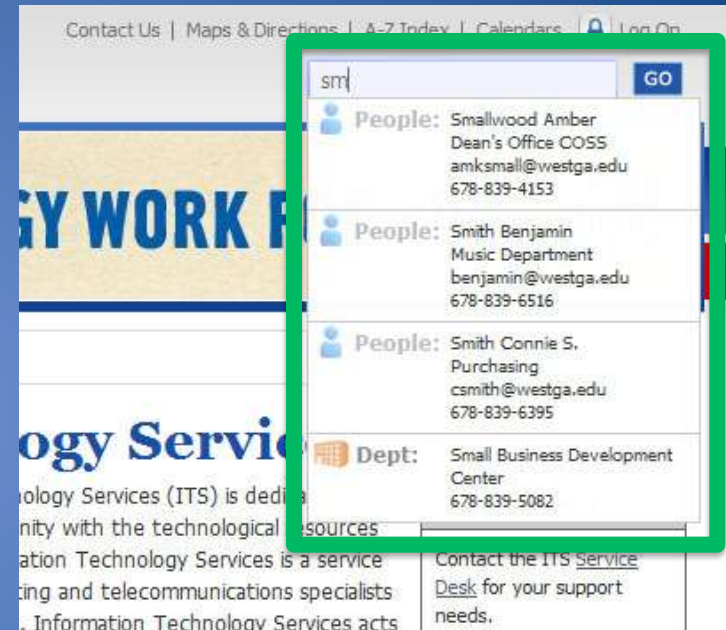
1. Prevents search engines from accessing nonpublic parts of our website.
2. Block search engines from accessing out pages of code.
3. Avoid the indexation of duplicate content on our website, such as “print” or “mobile” versions of webpages.
4. Auto-discover Sitemaps.

Off Page SEO – Other

Google Mini

Not everyone who enters our website is coming through the front door (homepage). The Google mini appliance helps user's navigate deeper into our website without having to click their way through to the page they need.

Within the Google mini appliance, we have **total control over page placement by keyword**. This is a great internal opportunity to make your department's website easier to find from anywhere in www.westga.edu



SEO Violations

Too much of a good thing can be bad for you, especially in SEO.

- DO NOT over 'keyword' your content. Your content should be easy to read and not stuffed with the same terms over and over again.
- DO NOT make sentences into anchor text. This could cause confusion on your site and make your content difficult to read.
- DO NOT focus on keywords that are not associated with your site. This is a big no-no. If you try and get ranking in a popular keyword (such as 'Free') and it is not associated with your website, the search engine could black-list the site.

SEO Software

2012 SEO Software Product Comparisons

Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9
10-9 Excellent	Web CEO	Advanced Web Ranking	iBusiness Promoter	SEO Suite	SEO Toolkit	SEO Studio	SEO PowerSuite	SEO Administrator	WebPosition
8-6 Good									
5-4 Average	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review
3-2 Poor	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now
1-0 Bad	\$499.00	\$399.00	\$499.95	\$249.95	\$494.95	\$157.99	\$399.00	\$299.00	\$499.00
Reviewer Comments	9.08	8.28	7.63	7.48	6.78	6.60	5.83	5.13	5.13
Price									
Ratings	<ul style="list-style-type: none"> ■ Overall Rating ■ Link Building & Management ■ Competitor Analysis ■ Keyword Research & Analysis ■ Submission Tools ■ Performance Reporting ■ Help & Support 								

SEO Software

SEO Software Key Functionality

- Stores and organizes your keyword objectives by project and page
- Finds top ranked pages
- Performs comparison analysis to rank your page against other pages
- Make specific suggestions about how to improve you website
- Identifies potential inbound link opportunities.

Tracking and Measuring Results

You cannot methodically improve what
you cannot measure.

Tracking and Measuring Results

Define your Baseline

Use information from the below listed to establish a baseline of data points:

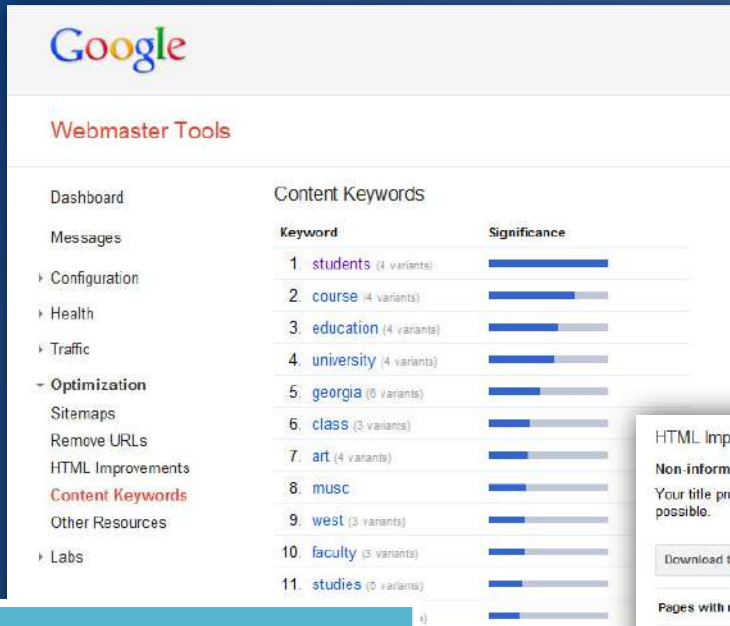
- Organic search traffic by search engine and keyword
- Major keywords that are driving traffic by search engines
- A breakdown of which sections are getting current organic search traffic by search engine and keyword

To further enhance your baseline, include the following:

- Identify poorly performing pages
- Identify the best performing pages (in terms of traffic and conversion)
- Track search engine crawler activity on the site
- Determine the number of indexed pages and whether they are getting search traffic
- Identify any error pages and external sites linking to these pages

Tracking and Measuring Results

Webmaster Tools



Content Keywords

Non-informative Title Tags

The screenshot shows the 'HTML Improvements' section of Google Webmaster Tools, specifically the 'Non-informative title tags' report. It includes a description of title tags and a table listing pages with non-informative title tags.

HTML Improvements
Non-informative title tags
Your title provides users and search engines with useful information about your site. Text contained in title tags can appear in search results pages, and relevant, descriptive text possible.

[Download this table](#)

Pages with non-informative title tags	Pages
New Page 1	/biology/prtsynth/page1.html
PowerPoint Presentation	/~adel/leagueofwomemoters/egyptinthe21stcentury.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Intro%20to%20It%20adds%20to%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/LARoadtoWHLP.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/MultipleIntellPpt.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/ReadingRoadtoWH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/STudent%20tr.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/ScienceLPRoadtoWH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Webquest%20It%20all%20adds%20to%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/hurricanerubic.htm

Tracking and Measuring Results

Webmaster Tools

Search Queries

Search Queries

Top queries Top pages

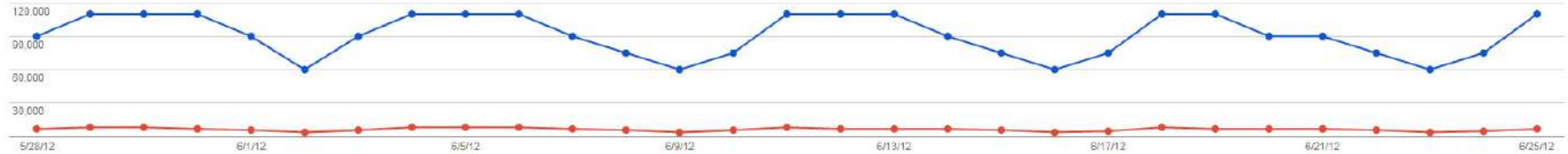
Filters

May 28, 2012 to Jun 27, 2012

Queries
10,170

Impressions
2,800,000 \uparrow -19%
Displaying 450,000

Clicks
170,000 \uparrow -15%
Displaying 75,000



Download this table

Download chart data

Basic

With change

Show

25 rows

1-25 of 10,170

Query	Impressions \uparrow	Clicks	CTR	Avg. position
☆ university of west georgia	50,000	18,000	36%	9.3
☆ west georgia	22,000	8,000	36%	2.4
☆ uwg	18,000	10,000	56%	4.0
☆ peristalsis	12,000	70	1%	10
☆ myuwg	10,000	170	2%	2.0
☆ my uwg	10,000	110	1%	2.1
☆ frat	10,000	60	1%	5.5
☆ westga.edu	8,000	4,500	56%	1.3
☆ biggest loser	8,000	320	4%	11

Tracking and Measuring Results – Google Analytics

Visitors Overview

May 27, 2012 - Jun 26, 2012

% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits



136,609 people visited this site

Visits: 504,088

Unique Visitors: 136,609

Pageviews: 1,384,605

Pages / Visit: 2.75

Avg. Visit Duration: 00:03:07

Bounce Rate: 59.42%

% New Visits: 20.04%



Demographics

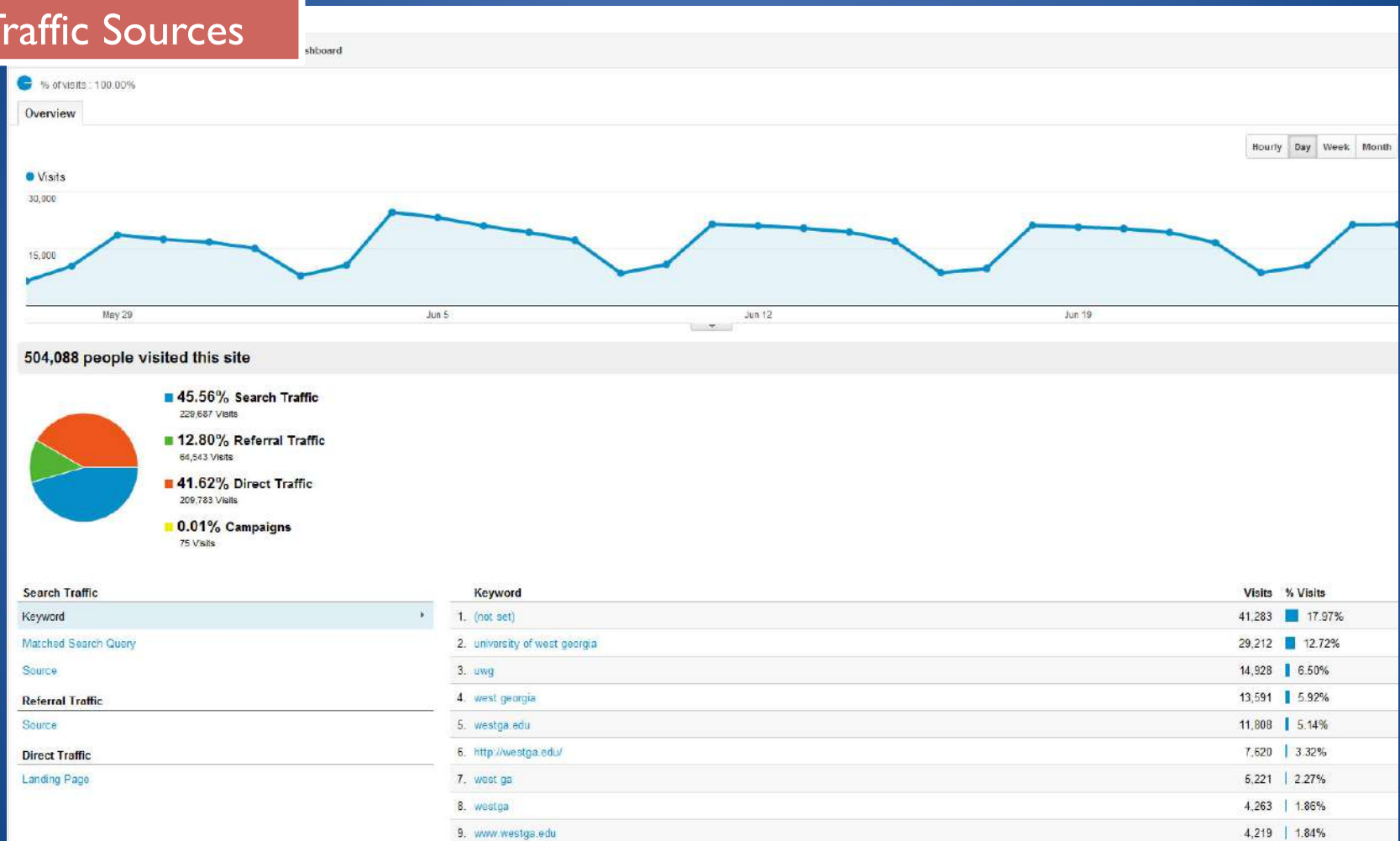
Language	>
Country / Territory	
City	
System	
Browser	
Operating System	
Service Provider	

Language

Language	Visits	% Visits
1. en-us	481,377	95.49%
2. en	18,074	3.55%
3. en-gb	1,016	0.20%
4. en_us	403	0.08%
5. zh-cn	388	0.08%
6. ko	321	0.06%
7. es	262	0.05%

Tracking and Measuring Results – Google Analytics

Traffic Sources



Tracking and Measuring Results – Google Analytics

New vs. Returning

May 27, 2012 - Jun 26, 2012

% of visits: 100.00%

Explorer

Site Usage Ecommerce

Visits vs. Select a metric

Day Week Month

Visits



Visits
504,088

% of Total: 100.00% (504,088)

Pages / Visit
2.75

Site Avg: 2.75 (0.00%)

Avg. Visit Duration
00:03:07

Site Avg: 00:03:07 (0.00%)

% New Visits
20.04%

Site Avg: 20.04% (0.00%)

Bounce Rate
59.42%

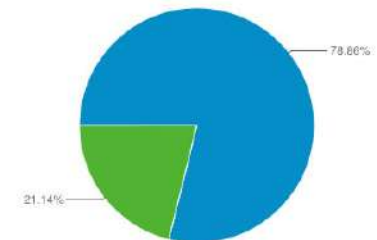
Site Avg: 59.42% (0.00%)

Primary Dimension: Visitor Type

Secondary dimension Sort Type: Default

advanced

Visitor Type	Visits	Visits	Contribution to total: Visits
1. Returning Visitor	397,545	78.96%	78.96%
2. New Visitor	106,543	21.14%	21.14%



Tracking and Measuring Results – Google Analytics

Visitors Flow

May 27, 2012 - Jun 26, 2012

Select a Segment Level of Detail Export

This report is based on 95.7K visits (19.0% of visits). [Learn more](#)

