

The background of the slide is a bokeh effect of colorful lights in shades of red, blue, green, and white, creating a festive and abstract atmosphere.

Google Analytics and search console

Yannick Gaultier - weeblr.com

JoomlaDay UK – London - Feb. 13, 2016

Background

- developer of sh404SEF and Jostetta
- since 2006 (Weeblr since 2015)
- sh404SEF: SEO and Analytics for Joomla
- Jostetta : translations manager

This talk

- From an SEO/User standpoint
- Google Analytics & Search console:
 - are (very) powerful
 - can be (very) complex
- sh404SEF provides basic Analytics data but...
→how about actionable metrics/methods?

sh404SEF: Analytics

Configuration

Control panel

SEF URLs

Aliases

Short URLs

404 requests

Title and metas

Analytics

Documentation

Click to update

Last updated on Thu Feb 11 16:47:00 2016

Raw data view

Start

2016-02-03

End

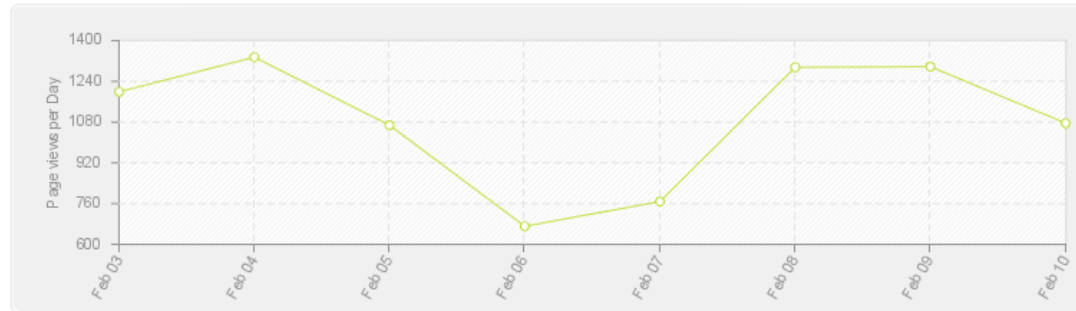
2016-02-10

Group by

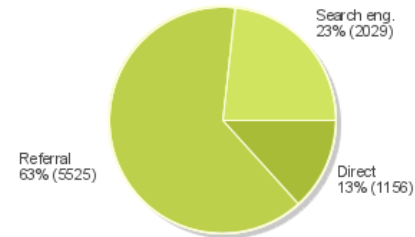
Day

Click to update

Page views



Traffic sources by Page views



Global stats

sh404SEF 4.7.3.3242 | License | Copyright ©2016 Yannick Gaultier, Weeblr llc

Pages on your site that are viewed most

#	Url	Pageviews	%	Avg time on page
1	/	1423	16.3	50.3
2	/j	802	9.2	23.6
3	/	504	5.8	35.6
4	/p	410	4.7	49.4
5	/view-your-user-details	288	3.3	16.2
6	/	204	2.3	33.1
7	/documentation	196	2.3	36.4
8	/documentation/products.sh404sef/4/changelog/index.html	178	2.0	43.6
9	/helpdesk/sh404sef	173	2.0	63.4
10	/dashboard	165	1.9	65.3
11	/documentation/products.sh404sef/4/index.html	163	1.9	21.1
12	/documentation/products.sh404sef/4/configuration/index.html	138	1.6	88.1
13	/documentation/products.sh404sef/4/getting-started/index.html	125	1.4	38.3
14	/helpdesk	124	1.4	9.1

sh404SEF: Control panel



Configuration

Control panel

- SEF URLs
- Aliases
- Short URLs
- 404 requests
- Title and metas
- Analytics
- Documentation

320

Total URLs

262

Visited

58

Never visited

43

Total 404

0

Internal

43

External



Quick start

Security

About/updates

Enable URL optimization

No

Yes

Enable remote configuration

No

Yes

Activate security functions

No

Yes

Save

Page views



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sh404SEF summary

- Simple data
- Inside the site, easy access
- Identify big changes
- Not fine-grained enough for more subtle SEO tuning

Why do we have websites?

To complete goals

User downloads file

You sell a product

Visitor is informed

Contact you

User calls you

Create account

How can you/visitors complete goals?

- They find you
- They decide to come to your site
- You provide what they need

Translate to real world?

1. Get crawled & indexed

Tech errors, structure, on page SEO

2. Rank for queries & stand out in SERP

Content, Backlinks, on page SEO

3. Complete goals

Content, products, quality, accessibility

Process?

Identify issue or potential gain



Change something



Measure results

Some tools here to help

1. Get crawled & indexed

Search Console

“Crawl” + “Google Index”

2. Rank for queries & stand out in SERP

Search Console

“Search traffic” + “Search appearance”

3. Complete goals

Google Analytics

1. Get crawled & indexed

Getting crawled

Search Console “Crawl”

- Signals crawl related errors
- Crawl stats: typical crawl rate



- Fetched as Google: check rendering + speed up indexing
- Sitemaps (for pages)
 - list “important” pages only
 - or not crawled pages
 - manage crawl budget



Dashboard

Messages

▸ Search Appearance ⓘ

▸ Search Traffic

▸ Google Index

▾ Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Other Resources

Fetch as Google

See how Google renders pages from your website. [Learn more](#)

https://weeblr.com/

Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

Desktop

FETCH

FETCH AND RENDER

Click a row to view the details of a fetch attempt

Show 25 rows

1-25 of 33

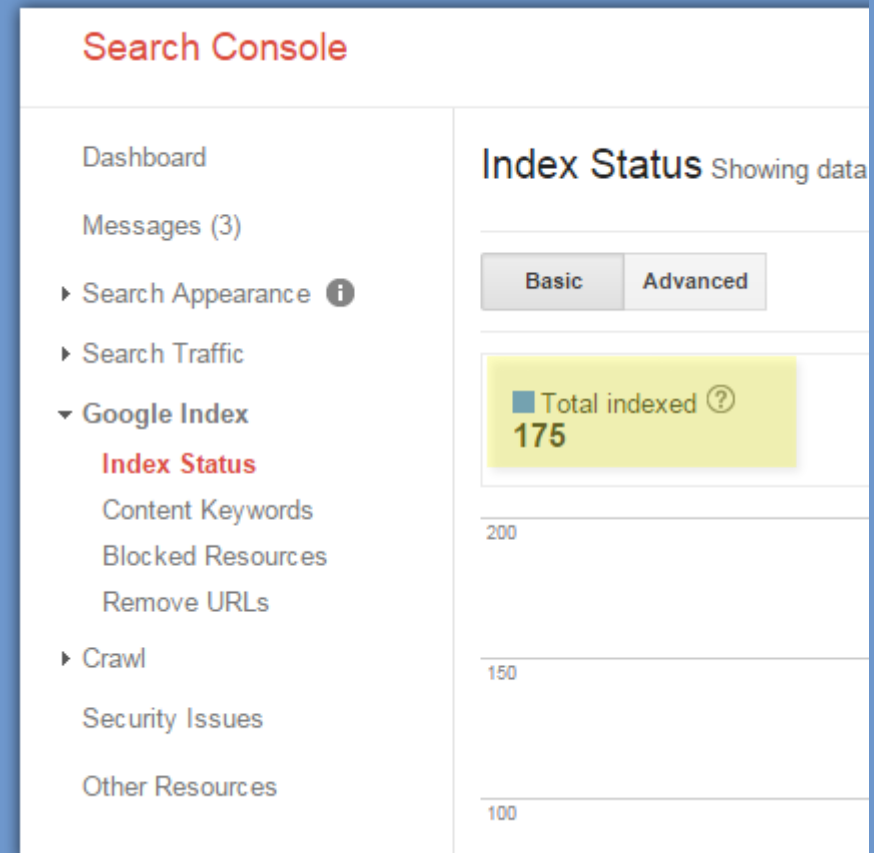
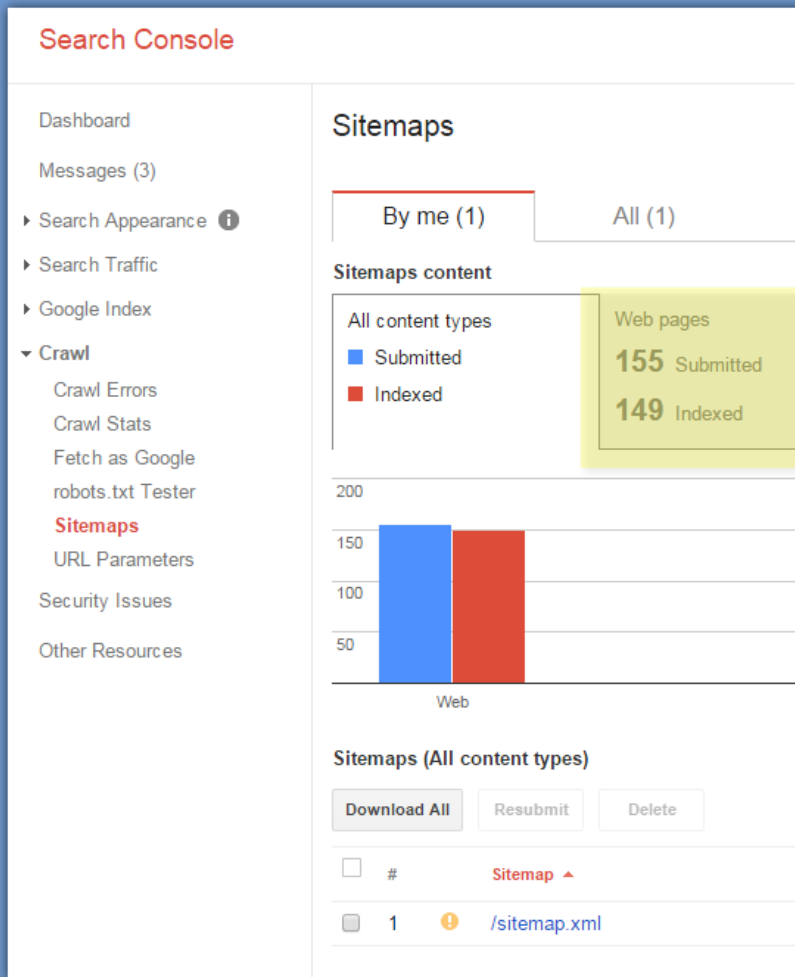


Path	Googlebot type	Render requested	Status		Date	
/blog/meet-us-this-weekend-at-joomladay-uk-2016-in-london	Desktop	✓	✓ Partial	Submit to index	2/11/16, 1:05 PM	»
/releases-and-security/josetta-version-2-3-1-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM	»
/releases-and-security/sh404sef-version-4-4-8-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM	»
/releases-and-security/sh404sef-version-4-4-9-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM	»
				URL submitted to		

Watch for blocked resources

Indexing metric

Search Console
“Crawl” + “Google Index”



- $149 / 155 = 96\%$

96 % of the URLs we want are indexed

- $149 / 175 = 85\%$

15% of useless URLs are indexed

- Not enough of the “Good” pages?
 - check blocked pages, robots.txt, wrong noindex tags, pages not linked anywhere
- Too much useless?
 - noindex more, check duplicates

2. Rank for queries and stand out in SERP

- Find underperforming pages
- Fix them
- Repeat

Use *Search traffic > Search Analytics*

Search Console

- Dashboard
- Messages
- Search Appearance
- Search Traffic
 - Search Analytics**
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Analytics

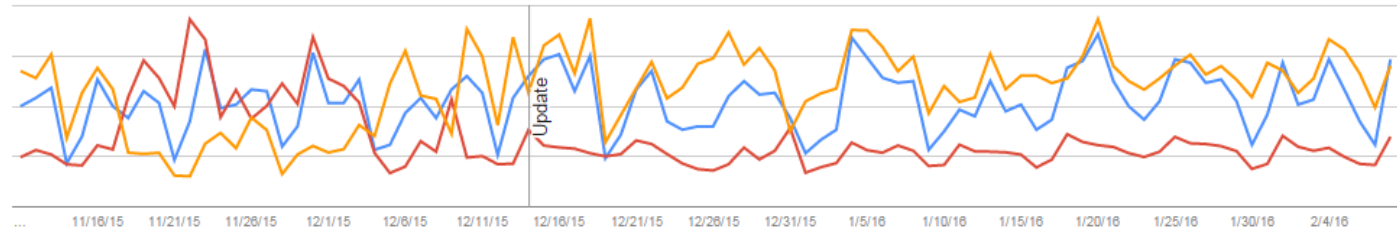
Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks
 Impressions
 CTR
 Position
 ▲ When grouping or filtering by page or search appearance, metrics are calculated by page. [Learn more.](#)

Queries **Pages** Countries Devices Search Type Dates

No filter Web Last 90 days

Total clicks	Total impressions	Avg. CTR
5,673	179,170	3.17%



Pages	Clicks	Impressions	CTR
1 /joomla-seo-analytics-security/sh404sef	1,364	43,900	3.11%
2 /	437	7,112	6.14%
3 /documentation/products.sh404sef/4/changelog/index.html	254	6,158	4.12%
4 /documentation/products.sh404sef/4/going-further/error-page/404-error-page-settings.html	141	2,169	6.5%

Search Appearance ⓘ

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

Clicks Impressions CTR Position

▲ When grouping or filtering by page or search appearance, metrics are calculated by page. [Learn more.](#)

Queries

Pages

Countries

Devices

Search Type

No filter ▾

[/joomla-seo-analytics... ▾

No filter ▾

No filter ▾

Web ▾

Dates

Last 90 days ▾

Total clicks

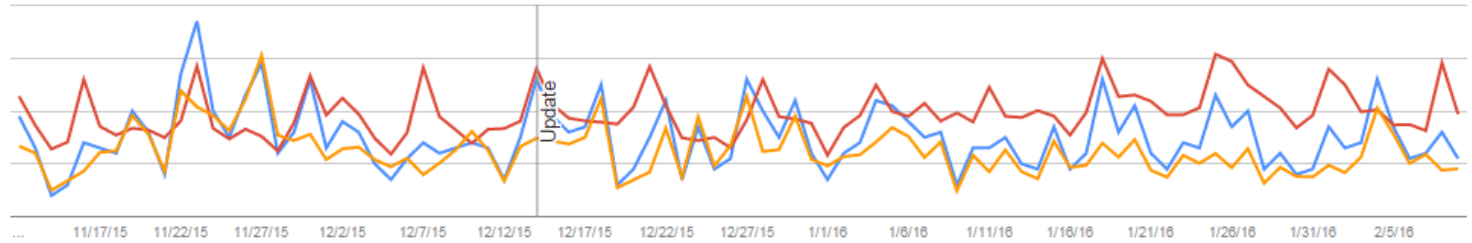
1,362

Total impressions

43,988

Avg. CTR

3.1%



	Queries	Clicks	Impressions ▾	CTR	
1	joomla seo	5	8,189	0.06%	»
2	seo analytics	0	7,399	0%	»
3	sh404sef	936	6,246	14.99%	»
4	seo joomla	0	5,648	0%	»
5	analytics seo demo	0	1,691	0%	»
6	sh404	136	1,161	11.71%	»

- Product landing page
- Must be optimized for “*joomla seo*”
- Lots of queries and impressions
- Traditional SEO work:
 - title tag and **meta description**
 - H1,H2
 - copywriting



Dashboard

Messages

▸ Search Appearance ⓘ

▸ Search Traffic

▸ Google Index

▾ Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

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Path	Googlebot type	Render requested	Status		Date
/blog/meet-us-this-weekend-at-joomladay-uk-2016-in-london	Desktop	✓	✓ Partial	<input type="button" value="Submit to index"/>	2/11/16, 1:05 PM >>
/releases-and-security/josetta-version-2-3-1-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM >>
/releases-and-security/sh404sef-version-4-4-8-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM >>
/releases-and-security/sh404sef-version-4-4-9-released	Desktop		✓ Complete	URL submitted to index	2/10/16, 11:01 AM >>
				URL submitted to	

Use Fetch as Google to resubmit modified pages

3. Complete goals

Complete goals

- User must find what they searched for/expect
- You must achieve your goals
- Google Analytics for metrics and actionable data

- Analytics helps measure behavior
- Adjust your pages / process
- Repeat

Administration
Weeblr

ACCOUNT

Weeblr

Account Settings

User Management

All Filters

Change History

Trash Can

PROPERTY

Data 1 - weeblr.net

Property Settings

User Management

.js Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Remarketing

VIEW

Raw data view

Search

Filtered view

Raw data view

Create new view

Using 2 out of 25

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations



VIEW

Filtered view

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

View Settings

Copy view Move to trash can

Basic Settings

View ID

View Name

Filtered view

Website's URL

https:// d1.weeblr.net

Time zone country or territory

United Kingdom (GMT+00:00) GMT (no daylight saving)

Default page optional

Exclude URL Query Parameters optional

Currency displayed as ?

US Dollar (USD \$)

Bot Filtering

Exclude all hits from known bots and spiders



Jan 11, 2016 - Feb 10, 2016

↓ ↑ Mode [List Icon] [Table Icon] Show All [Star Icon]

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
☆ Weeblr				
★ Data 1 - weeblr.net (UA-46132904-6)				
☆ Filtered view	1,446	00:00:13	23.58%	0.00%
☆ Raw data view	2,323	00:00:13	14.68%	0.00%
☆ Updater 1 (UA-46132904-3)				

This table was generated on 2/11/16 at 5:17:51 PM - Refresh Table

37% of visits are
bots and spammers
Use filtered view for
User Analytics

- Analytics can help measure user behavior
- Adjust your pages / process / content
- Finer grained Analytics
- Repeat

Audience

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Search: advanced

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	
	7,320 <small>% of Total: 100.00% (7,320)</small>	51.58% <small>Avg for View: 51.50% (0.16%)</small>	3,776 <small>% of Total: 100.16% (3,770)</small>	39.93% <small>Avg for View: 39.93% (0.00%)</small>	4.02 <small>Avg for View: 4.02 (0.00%)</small>	00:03:37 <small>Avg for View: 00:03:37 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	
1. desktop	7,060 (96.45%)	50.96%	3,598 (95.29%)	39.52%	4.03	00:03:37	0.00%	0 (0.00%)	
2. mobile	186 (2.54%)	69.35%	129 (3.42%)	56.45%	2.93	00:02:59	0.00%	0 (0.00%)	
3. tablet	74 (1.01%)	66.22%	49 (1.30%)	37.84%	5.85	00:05:09	0.00%	0 (0.00%)	

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 2/12/16 at 12:17:24 AM - Refresh Report

3.5% mobile + tablet
Adjust to your visitors

- Set Analytics goals!
- Task completion goals
 - download a file, create an account, purchase, reach page, comment, newsletter
- Behavior goals
 - time on site, time on some pages

VIEW

Raw data view

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

✓ Goal setup [Edit](#)Template: *Create an account*✓ Goal description [Edit](#)Name: *Create an account*Goal type: *Destination*3 Goal details

Destination

Equals to

 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

OFF

Assign a monetary value to the conversion.

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

Cancel

Cancel

VIEW

Raw data view

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PERSONAL TOOLS & ASSETS

✓ Goal setup [Edit](#)

Custom

✓ Goal description [Edit](#)

Name: *Stay on site goal*
Goal type: *Duration*

3 Goal details

	Hours	Minutes	Seconds
Duration <input type="text" value="Greater than"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="0"/>

Value optional

OFF

Assign a monetary value to the conversion.

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

Save

Cancel

Cancel

Search reports & help

Overview

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

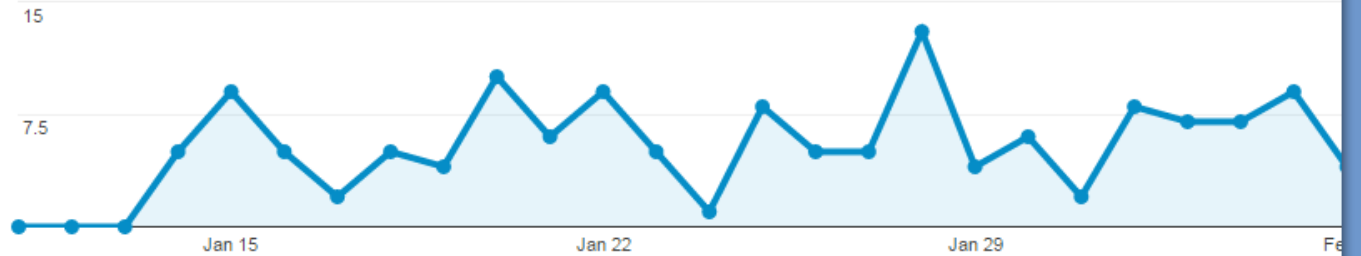
Goal Option:

Goal 1: Create an account

Overview

Create an account (Goal 1 Completions) vs. Select a metric

Create an account (Goal 1 Completions)



Create an account (Goal 1 Completions)

162



Create an account (Goal 1 Value)

\$0.00



Create an account (Goal 1 Conversion Rate)

1.92%



Create an account (Goal 1 Abandonment Rate)

0.00%



Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Behavior

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

Goal Flow

Search reports & help

Goal Flow

Goal: Create an account Level of Detail Export

All Sessions 100.00%

+ Add Segment

Dashboards

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Conversions

Goals

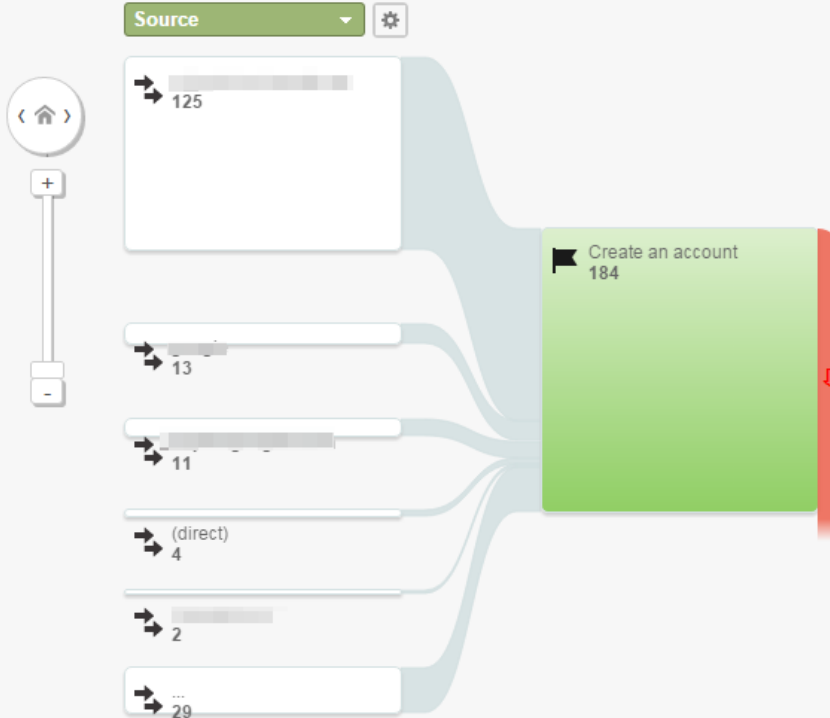
Overview

Goal URLs

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Search reports & help

Goal Flow

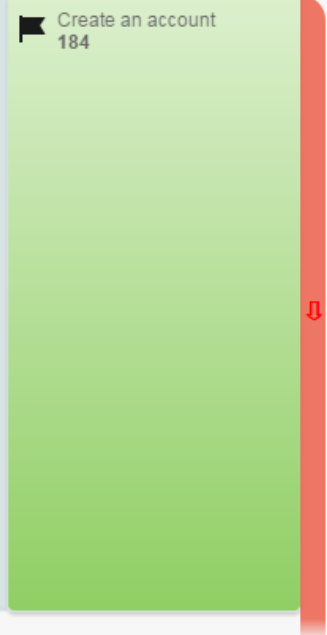
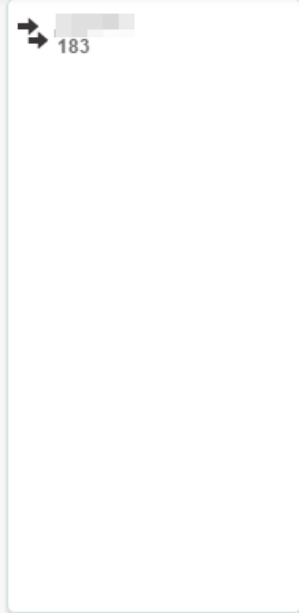
Goal: Create an account Level of Detail Export

All Sessions 100.00%

+ Add Segment

- Dashboards
- Shortcuts
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- Real-Time
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- Acquisition
- Behavior
- Conversions
 - Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow

Social Network



Facebook 1

- Feedback on your actions
- Insight about actions to take
 - Ads, social networks action, blog posts
- More details with Goal funnels:

VIEW

Raw data view

View Settings

User Management

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Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings

✓ **Goal setup** Edit
 Template: *Create an account*

✓ **Goal description** Edit
 Name: *Create an account from Payplans Bundle*
 Goal type: *Destination*

3 **Goal details**

Destination

Begins with 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

OFF Assign a monetary value to the conversion.

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Signup from Payplans Bundle	/plan/login/bundle-sh404sef-josetta-one-ye	<input checked="" type="checkbox"/> YES
<input type="button" value="+ Add another Step"/>			

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

All Sessions
100.00%

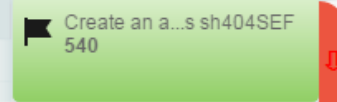
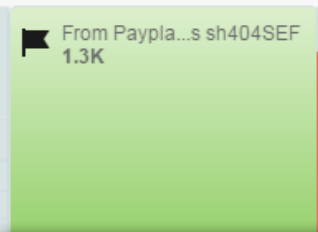
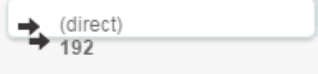
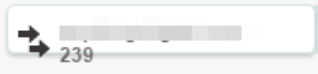
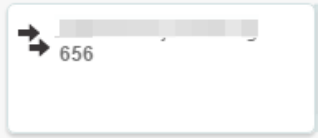
+ Add Segment

Source ▾ ⚙️



+

-



Funnel exits

(exit)	737	56%
/joomla-seo-analytics-security/sh404sef	175	13%
/download	74	5.6%
/plan/subscribe/weeblr	14	1.1%
/frequent-questions	10	0.76%
/documentation	10	0.76%
Other	72	5.48%
Total:	1.1K	83.0%

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition
- Behavior
- Conversions
 - Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow

- Very easy to setup a few goals
- Track them over time
- Easy to get lost in data
- Decide on one action, then **measure**

THANK YOU 😊

1. Get crawled &
indexed

Search Console

“Crawl” + “Google Index”

2. Rank for queries &
stand out in SERP

Search Console

“Search traffic” + “Search appearance”

3. Complete goals

Google Analytics