# Notes

## Content Management - 15th February 2012 (Analytics)

- Google Alerts
  - Sign up to Google Alert emails, to see when your site is mentioned on other sites
- SEOmoz
  - SEOmoz provides free and paid-for SEO research and reporting tools, http://www.seomoz.org
- Competitor research
  - Who are my competitors?
  - Where am I ? (search for your business in your area, where are you in the results)
  - Tools - SEOquake, Alexa, whois, SEO.com etc
  - Google Keyword tool
  - Other website checkers, e.g. http://marketing.grader.com/
  - <meta name="keywords" .
  - Heuristic evaluation - look & feel, usability, design, technology, SEO
  - Tools
    - Google toolbar for IE
    - Bing Webmaster Tools
    - Open Site Explorer, http://www.opensiteexplorer.org/
    - Alexa, http://www.alexa.com/
    - Compete, http://www.compete.com
    - Quantcast, http://www.quantcast.com
- eCommerce analytics
  - Goals
  - Funnels
  - PPC (sponsored links) tracking
  - Cart abandonment
  - Google Analytics eCommerce reports
- Split testing
  - also known as A/B testing, is a marketing technique to improve conversion rates
  - 2 landing pages with different wording, CTA etc - then analyze results for each
  - Different source adverts/ad words etc?
- Other
  - robots.txt
  - sitemap.xml
  - 404 page
  - On-site & off-site analysis (Yahoo site explorer)
  - Loyalty - returning visitors (Google Trends)
  - Google+ for business
- Google Webmaster Tools
  - Google Webmaster Tools provides reports about your pages' visibility on Google. You can act on these reports to improve search engine visibility.
  - Google's view of your site and problem diagnosis - see how Google crawls and indexes your site and learn about specific problems we're having accessing it; link and query traffic; view, classify, and download comprehensive data about internal and external links to your site with link reporting tools; find out which Google search queries drive traffic to your site, and see exactly how users arrive there; share information about your site - tell Google about your pages with Sitemaps: which ones are the most important to you and how often they change.
  - You Tube channel
- Google Analytics
  - Google Analytics is an industry standard reporting tool. At a basic level, it gives the number of visitors and page views (impressions) a site receives. It is particularly useful for analysing website marketing campaigns and calculating return on investment from paid advertising.
  - Installation - javascript add on & google account reqd
  - Bounce rate, conversion rate, time on site, etc
  - Demographics, technology (which browsers), keywords & phrases, heatmap (where people click on your site)
  - You Tube channel
  - Well supported