SEO Strategy – Evaluate

Professor

School

Search Engine Optimization

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SEO Strategy – Evaluate

Do you know the numbers related to the Covid-19 pandemic? What about the Spanish flu pandemic of the last century?

Can you guess which countries had the most deaths in World War II?

Learning Objectives

- Assess the performance of the SEO strategy

Topics

- Prepare the data
- Metrics

"Statistics are like bikinis. What they reveal is suggestive, but what they conceal is vital."

Aaron Levenste

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Prepare the data

Prepare the data

- Data cleaning is an important step in measuring SEO performance because it helps to ensure that the data being analyzed is accurate and relevant

- This includes removing duplicate or irrelevant data, correcting any inaccuracies, and standardizing data formats. Without cleaning the data, any analysis or insights drawn from the data may be misleading or incorrect
  - Filter data from bots
  - Filter data from internal traffic
  - Filter data from SPAM websites
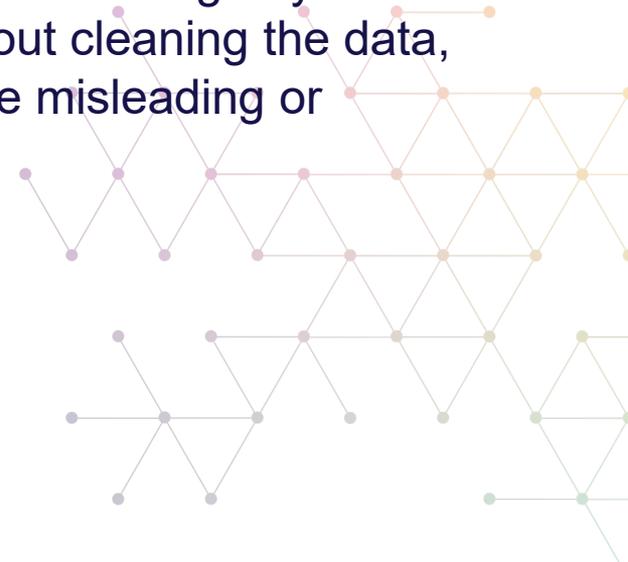
Assessment Activity

Objective: To understand the importance of data cleaning and preparation in SEO metrics analysis, and to practice these skills in a hands-on manner

1. Teams of 3-4
2. Each team must choose a dataset of website data, including information on organic traffic, keyword rankings, bounce rate, time on site, and conversions
3. Each team must clean and prepare the data for analysis. This should include:
   1. Removing any duplicate data
   2. Correcting any inaccuracies in the data
   3. Standardizing data formats
   4. Removing any irrelevant data
4. Once the data is cleaned and prepared, each team must create a report that includes the following:
   1. A summary of the data cleaning and preparation process
   2. Summary of data quality and insights
5. Each team will present their report to the class and discuss their findings and

Metrics

Metrics

- Simple metrics to evaluate:

- The number of keywords the site is ranking for
- The number of relevant keywords the site is ranking for
- The volume of organic traffic
- The number of inbound links
- The ranking increases of the target keywords
- The number of leads and sales from organic traffic
- Conversions
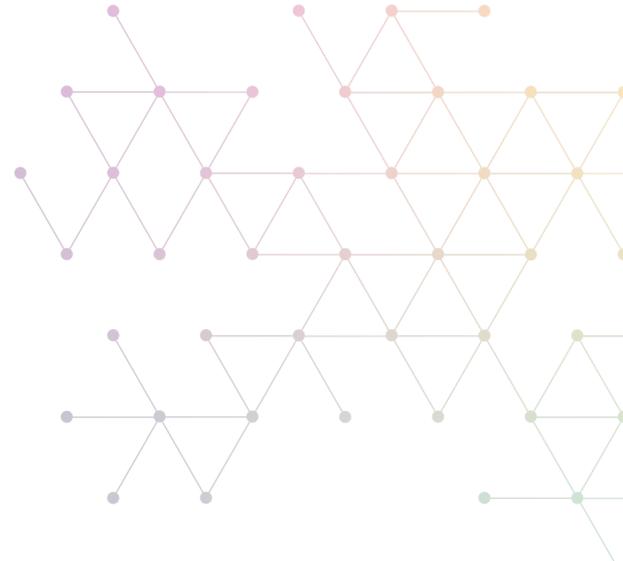
Metrics

Metrics can be a valuable tool for evaluating the performance of a SEO strategy. They can provide a quantitative way to measure progress and assess the effectiveness of different tactics. Some common metrics that are used to evaluate SEO performance include:

1. **Awareness metrics**
    - Brand mentions
    - Inbound links
    - Top of the funnel keywords

2. **On-site metrics**
    - Organic traffic
    - Referal traffic
    - New users
    - Middle of the funnel keywords

3. **Conversion metrics**
    - Page depth and duration

Metrics

Simple metrics to evaluate:

- The number of keywords the site is ranking for
- The number of relevant keywords the site is ranking for
- The volume of organic traffic
- The volume of traffic by keyword
- The number of inbound links
- The ranking increases of the target keywords
- The number of leads and sales from organic traffic
- Conversions
- Your Domain Authority and Links
- Social Media & Reviews

Assessment Activity

Objective: To understand how to use metrics to evaluate the performance of a SEO strategy

1. Teams of 3-4
2. Each team must choose a website to analyze
3. Each team may use data on the following SEO metrics for their assigned website: organic traffic, keyword rankings, bounce rate, time on site, and conversions
4. Each teams must use the provided data to analyze the website's performance in terms of SEO
5. Each team should create a report that includes the following:
    1. An overview of the website and its purpose
    2. A description of the website's current SEO performance, including strengths and weaknesses
    3. An analysis of the website's traffic, keyword rankings, bounce rate, time on site, and conversions, including trends and insights
    4. Recommendations for improving the website's SEO performance
6. Each team will present their report to the class and discuss their findings.

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Consolidation Activity

Consolidation Activity

For the next list, choose an organization and its website:

- Online store.

- Online brand presence.

- Information repository (e.g., news)

Carry out a performance review of the organisation's SEO strategy

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Recap of Learning Objectives

Now, can you assess the performance of the SEO strategy?

Recap of Learning Objectives

- Rate your understanding of today's topic from 1–10.

- If you had to structure next class, what would the format look like?

Questions?

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The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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