



Search Engine Marketing

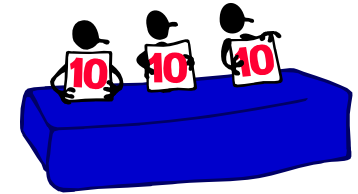
Website Statistics

Improve Web Site Profits

Class begins at 7:00 pm and ends at 9:00 pm.

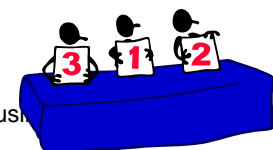
**(Materials used in the class presentation will be available for download from
http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)**



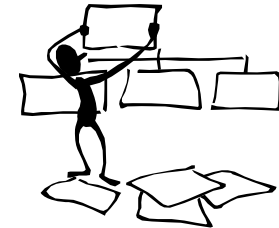


Web Site Statistics

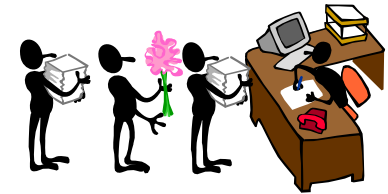
- Generally provided through your hosting arrangement
- Sometimes choices are offered
- Most available will provide adequate statistics
 - Webstats <http://webstats.netlogics.nl/>
 - WebTrends <http://www.webtrends.com/>
 - Urchin <http://www.urchin.com/>
 - Recently acquired by Google and now offered as a free tool!
 - Wusage <http://www.boutell.com/wusage/>
- Many now offering code based reporting



Web Site Statistics



- Caution: Not all are acceptable
 - Livestats does not provide information on keyword phrases!
 - (This appears to have been changed, and the application indicates that it tracks phrases.)
 - <http://www.deepmetrix.com/>
- Code based alternatives have many advantages
 - Information is current
 - Reporting is usually quite flexible
 - Same reporting can be used on multiple sites
 - <http://www2.hitslink.com/webposition/account.aspx>
- Other providers will also support code approach



Free Web Site Statistics

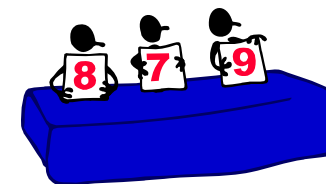
- StatCounter
 - http://www.statcounter.com/free_web_stats.html
- ExTremeTracking
 - <http://extreme-dm.com/tracking/>
 - For example, see
 - <http://extremetracking.com/open;sum?login=rgmyers>
- Google Analytics (formerly Urchin)



Web Statistics

What information are you looking for?

- **Hits vs. Visitors**
 - “Hits” are for server management, “Visitors” are what you are interested in!
- **Sources of visitors**
 - What linking sites feed yours?
 - What search engines do you get traffic from?
- **Page views/departures**
 - Where are visitors coming in, & where leaving?
 - Why?
- **Keywords/phrases**
 - Which phrases work best for your site?
 - Are phrases performing like they should?



How to use visitor statistics to improve web site profits.

- Tracking interactive behavior
 - even if the data is not 100% accurate in some way, as long as you continue to use data collected in the same way each time.
 - Example: eliminate spider traffic, link crawlers, your ip address. takes too much time to sort out.
 - In my opinion everything is relevant "are sales increasing or decreasing?"
- Build Trend Charts to look at relative performance stats.
 - Work with clean data, but don't waste a lot of time and effort looking for needles in a haystack.

How to use visitor statistics (cont.)

3. Create key measurements around your objectives:
 - A. Objective of the site is product sales.
 - B. Counting page views is not very meaningful. Page views up or down sales remain flat, example of pageviews-accesses from statistics.
<http://www.visionmasters.com/webstats/monthly/2004/04/01/index.html>
 - C. Tracking Sales Per Visit.
 - A. Sales per visit is a productivity measurement, it tells you how good you are at converting traffic into sales.
 - B. If you can improve sales per visit, you make more money.
 - D. Key measurements are usually a ratio of something measuring an “action” to visits or visitors. Listed below are examples of key measurements that might be aligned with the objectives of your site. Think about what your objective is; what action you want people to take at the site – and then think about how you might measure the success of this action.
 - 1) What percent of visits signed up for the newsletter?
 - 2) What percent of visits lasted for more than 20 minutes?
 - 3) What percent of visits viewed more than 10 pages?

How to use visitor statistics (cont.)

3. Create key measurements (cont.)

E. How do you use key measurements? Measure, manage, maximize

- 1) Measure and track to see where you are
- 2) Manage key measurements by making changes to the site
- 3) Maximize the measurements by making further changes.
 - 1) Every time you learn something new about your visitors, think to yourself, what could I change to take advantage of this knowledge?

F. How to take advantage of key measurements

- A. Measure total sales per visit, and track it over time.
- B. Test changes to the navigation structure.
- C. Make a change, track the result. Did sales per visit go up or down?
- D. Sales per visit by search engine, for example – some search engines will produce much higher than others
- E. Track sales and visits from newsletters.
- F. Track reciprocal link sales

Searches vs. Results in maximizing profits:

- A technique you can use to find an excellent keyword search term is to
 - compare how many searches there were for a keyword to
 - how many search engine results there are in that keyword.
- Using Word Tracker to find less competitive terms.

Localizing your Keywords:

- If your web site offers products and/or services locally, you can take advantage of that fact, and optimize accordingly.
- Review, the building blocks of site architecture to increase sales:
 - How directories are set up on your server, Subdirectories, file names and URL structure
 - Site navigation scheme
 - large sites >250 page divide into subcats,
 - <250 keep on root.
 - URL structure hyphens or no hyphens
 - Type of Web page dynamic or static
 - Page layout and structure
 - Cross-linking



Web Server Statistics Summary

Month of 4/1/2004 to 4/30/2004

Important Totals

| Item | Accesses | Bytes | Visits | Charts |
|---------------|----------|---------------|--------|----------------------------|
| All Documents | 912,262 | 3,375,238,880 | 30,441 | View Chart |
| Home Page | 24 | 251,440 | 205 | View Chart |

Executive Summary

The web site received 30,441 visits. A typical visitor examined 30.62 documents before leaving the site. A typical visit lasted for 1.33 minutes. The longest visit lasted for 561 minutes.

Visitors came from 18,593 distinct Internet addresses.

The web server delivered 1,383 unique documents one or more times each.

12 distinct types of documents were delivered.

The web server was visited by 2 distinct authorized users. Authorized users are required to log into the web server with a specific name and password.

0 distinct Internet web sites were accessed via the proxy server.

There were 194 requests for documents which did not exist on the web server. The web server was linked to by 1,730 distinct pages on other web servers.

The web server was linked to by one or more pages found on 607 distinct web sites.

3,654 distinct search keywords were used to locate documents on the web server via Internet search servers, such as Altavista(tm) and Yahoo(tm).

13 distinct Internet search servers were used to reach the site.

Visitors used 104 distinct web browsers and other web access programs to reach the web server. Visitors used 45 distinct operating systems on their computers. Visitors followed a total of 28,003 distinct, non-trivial "trails" among the documents found on the web server.

Produced by [Wusage 7.1](#) 

5/3/2004



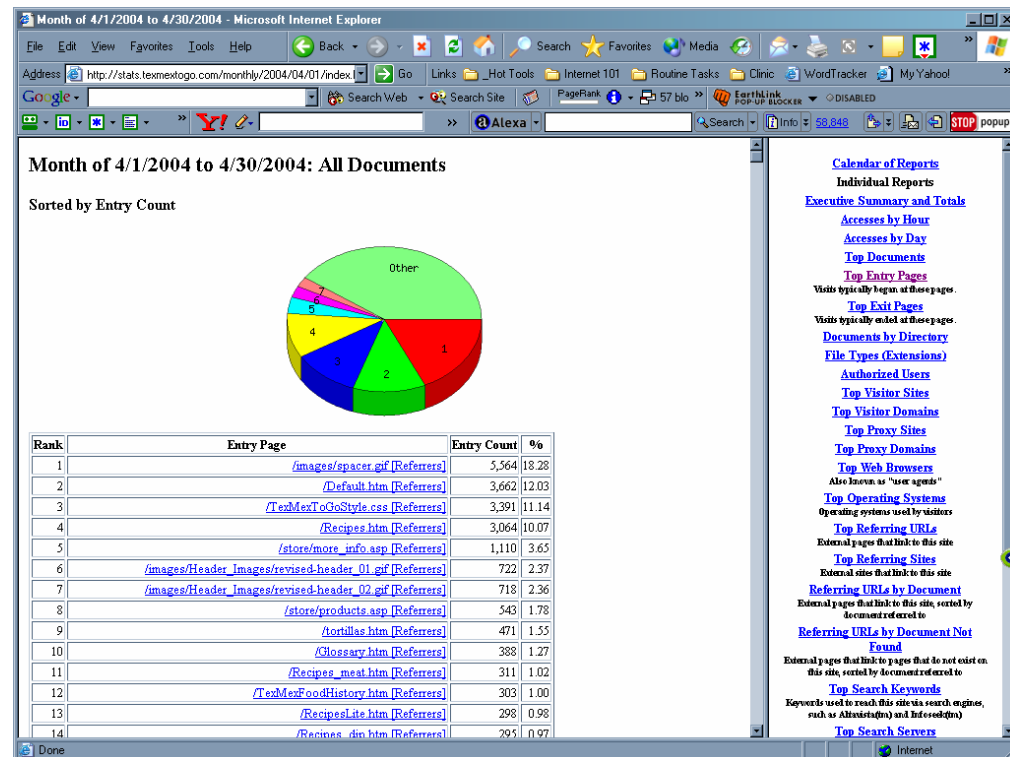
<http://www.small-business-consultants.net>

Statistics Analysis

- The web site received 30,441 visits.
- The Home page received 205 visits.
- Fewer than 1 % of the visitors even saw the Home page.
- A typical visit lasted for 1.33 minutes
 - Good “on site” time means that people are reading material on site.
- The longest visit lasted for 561 minutes.
 - This information is not usable, probably some user stayed connected after leaving the computer.
- The web server delivered 1,383 unique documents one or more times each.
 - A great deal of this site receives exposure to the readers.

Stats Analysis (cont.)

- Review Entry pages information.
- Top Entry page is default at 3,664 (12%).
- Next is recipes.htm (3,064)
- 10% of the visitors are looking for recipes.
- Capture data to Excel for further analysis & retention.



Stats Analysis (cont.)

- Paste selected stats into spreadsheet.
- Set criteria to select “htm” references.
- Sort data to isolate entries of interest.
- Analyze data.

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help Acrobat

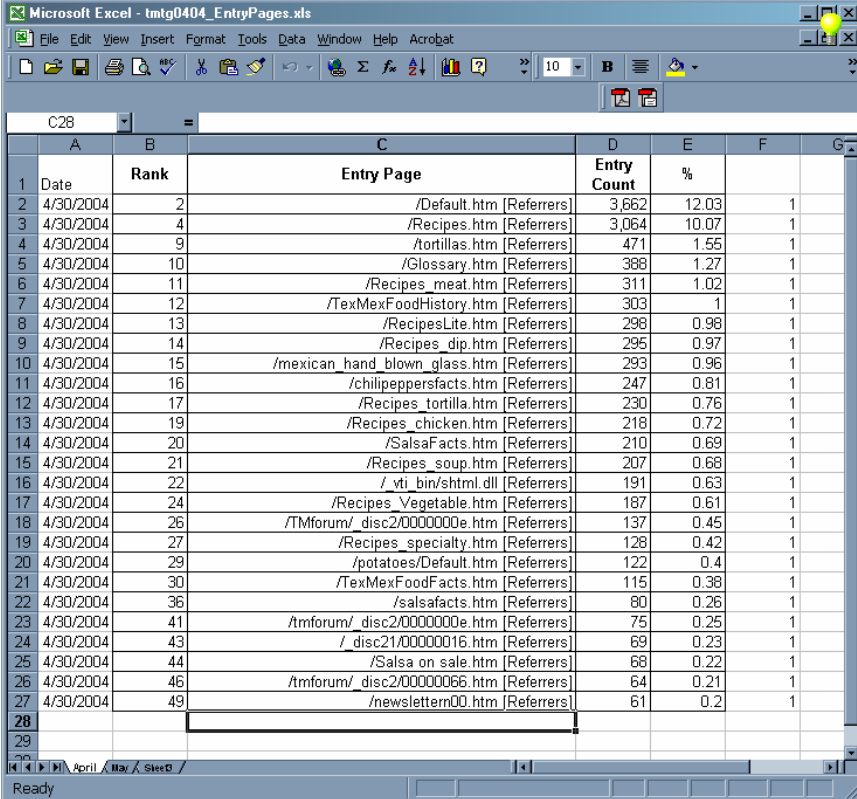
E2 =IF(ISERR(FIND("htm",B2,1)),0,1)

| | A | B | C | D | E | F |
|----|------|---------------------------------------------|-------------|-------|---|---|
| | Rank | Entry Page | Entry Count | % | | |
| 1 | 2 | /Default.htm [Referrers] | 3,662 | 12.03 | 1 | |
| 2 | 4 | /Recipes.htm [Referrers] | 3,064 | 10.07 | 1 | |
| 3 | 9 | /tortillas.htm [Referrers] | 471 | 1.55 | 1 | |
| 4 | 10 | /Glossary.htm [Referrers] | 388 | 1.27 | 1 | |
| 5 | 11 | /Recipes_meat.htm [Referrers] | 311 | 1.02 | 1 | |
| 6 | 12 | /TexMexFoodHistory.htm [Referrers] | 303 | 1 | 1 | |
| 7 | 13 | /RecipesLite.htm [Referrers] | 298 | 0.98 | 1 | |
| 8 | 14 | /Recipes_dip.htm [Referrers] | 295 | 0.97 | 1 | |
| 9 | 15 | /mexican_hand_blowed_glass.htm [Referrers] | 293 | 0.96 | 1 | |
| 10 | 16 | /chilipeppersfacts.htm [Referrers] | 247 | 0.81 | 1 | |
| 11 | 17 | /Recipes_tortilla.htm [Referrers] | 230 | 0.76 | 1 | |
| 12 | 19 | /Recipes_chicken.htm [Referrers] | 218 | 0.72 | 1 | |
| 13 | 20 | /SalsaFacts.htm [Referrers] | 210 | 0.69 | 1 | |
| 14 | 21 | /Recipes_soup.htm [Referrers] | 207 | 0.68 | 1 | |
| 15 | 22 | /vti_bin/shtml.dll [Referrers] | 191 | 0.63 | 1 | |
| 16 | 24 | /Recipes_Vegetable.htm [Referrers] | 187 | 0.61 | 1 | |
| 17 | 26 | /TMforum_disc2/0000000e.htm [Referrers] | 137 | 0.45 | 1 | |
| 18 | 27 | /Recipes_specialty.htm [Referrers] | 128 | 0.42 | 1 | |
| 19 | 29 | /potatoes/Default.htm [Referrers] | 122 | 0.4 | 1 | |
| 20 | 30 | /TexMexFoodFacts.htm [Referrers] | 115 | 0.38 | 1 | |
| 21 | 36 | /salsafacts.htm [Referrers] | 80 | 0.26 | 1 | |
| 22 | 41 | /tmforum_disc2/0000000e.htm [Referrers] | 75 | 0.25 | 1 | |
| 23 | 43 | /disc21/00000016.htm [Referrers] | 69 | 0.23 | 1 | |
| 24 | 44 | /Salsa on sale.htm [Referrers] | 68 | 0.22 | 1 | |
| 25 | 46 | /tmforum_disc2/00000066.htm [Referrers] | 64 | 0.21 | 1 | |
| 26 | 49 | /newsletter00.htm [Referrers] | 61 | 0.2 | 1 | |
| 27 | 1 | /images/spacer.gif [Referrers] | 5,564 | 18.28 | 0 | |
| 28 | 3 | /TexMexToGoStyle.css [Referrers] | 3,391 | 11.14 | 0 | |
| 29 | 5 | /store/more_info.asp [Referrers] | 1,110 | 3.65 | 0 | |
| 30 | | /images/Header_Images/revised_header_01.gif | | | | |

Ready

Stats Analysis (cont.)

- Get rid of unwanted data.
- Create new worksheets to retain data for multiple time periods.
- Use the same procedure to capture new data.
- Rename the worksheets for easy reference.



| | A | B | C | D | E | F | G |
|----|-----------|------|--------------------------------------------|-------------|-------|---|---|
| | Date | Rank | Entry Page | Entry Count | % | | |
| 1 | 4/30/2004 | 2 | /Default.htm [Referrers] | 3,662 | 12.03 | 1 | |
| 2 | 4/30/2004 | 4 | /Recipes.htm [Referrers] | 3,064 | 10.07 | 1 | |
| 3 | 4/30/2004 | 9 | /tortillas.htm [Referrers] | 471 | 1.55 | 1 | |
| 4 | 4/30/2004 | 10 | /Glossary.htm [Referrers] | 388 | 1.27 | 1 | |
| 5 | 4/30/2004 | 11 | /Recipes_meat.htm [Referrers] | 311 | 1.02 | 1 | |
| 6 | 4/30/2004 | 12 | /TexMexFoodHistory.htm [Referrers] | 303 | 1 | 1 | |
| 7 | 4/30/2004 | 13 | /RecipesLite.htm [Referrers] | 298 | 0.98 | 1 | |
| 8 | 4/30/2004 | 14 | /Recipes_dip.htm [Referrers] | 295 | 0.97 | 1 | |
| 9 | 4/30/2004 | 15 | /mexican_hand_blow_n_glass.htm [Referrers] | 293 | 0.96 | 1 | |
| 10 | 4/30/2004 | 16 | /chilipeppersfacts.htm [Referrers] | 247 | 0.81 | 1 | |
| 11 | 4/30/2004 | 17 | /Recipes_tortilla.htm [Referrers] | 230 | 0.76 | 1 | |
| 12 | 4/30/2004 | 19 | /Recipes_chicken.htm [Referrers] | 218 | 0.72 | 1 | |
| 13 | 4/30/2004 | 20 | /SalsaFacts.htm [Referrers] | 210 | 0.69 | 1 | |
| 14 | 4/30/2004 | 21 | /Recipes_soup.htm [Referrers] | 207 | 0.68 | 1 | |
| 15 | 4/30/2004 | 22 | /vti_bin/shtml.dll [Referrers] | 191 | 0.63 | 1 | |
| 16 | 4/30/2004 | 24 | /Recipes_Vegetable.htm [Referrers] | 187 | 0.61 | 1 | |
| 17 | 4/30/2004 | 26 | /TMforum_disc2/0000000e.htm [Referrers] | 137 | 0.45 | 1 | |
| 18 | 4/30/2004 | 27 | /Recipes_specialty.htm [Referrers] | 128 | 0.42 | 1 | |
| 19 | 4/30/2004 | 29 | /potatoes/Default.htm [Referrers] | 122 | 0.4 | 1 | |
| 20 | 4/30/2004 | 30 | /TexMexFoodFacts.htm [Referrers] | 115 | 0.38 | 1 | |
| 21 | 4/30/2004 | 36 | /salsafacts.htm [Referrers] | 80 | 0.26 | 1 | |
| 22 | 4/30/2004 | 41 | /tmforum_disc2/0000000e.htm [Referrers] | 75 | 0.25 | 1 | |
| 23 | 4/30/2004 | 43 | /disc21/00000016.htm [Referrers] | 69 | 0.23 | 1 | |
| 24 | 4/30/2004 | 44 | /Salsa on sale.htm [Referrers] | 68 | 0.22 | 1 | |
| 25 | 4/30/2004 | 46 | /tmforum_disc2/00000066.htm [Referrers] | 64 | 0.21 | 1 | |
| 26 | 4/30/2004 | 49 | /newsletter00.htm [Referrers] | 61 | 0.2 | 1 | |
| 27 | | | | | | | |
| 28 | | | | | | | |
| 29 | | | | | | | |



Stats Analysis (cont.)

- Create a “Pivot Table” to compare different periods easily.
- “Date” field must be added manually.
- Data must be consolidated into one table.

The screenshot shows a Microsoft Excel window titled "tmtg0404_EntryPages.xls". The PivotTable is set up with "Date" as the filter field, showing data for 4/30/2004 and 5/2/2004. The data is organized into columns for the date, the entry page, and the grand total. The entry pages listed include various HTML files and their referrers, such as /disc21/00000016.htm, /vti_bin/shtml.dll, /chilipeppersfacts.htm, /Default.htm, /Glossary.htm, /mexican_hand_blow_n_glass.htm, /newsletter00.htm, /potatoes/Default.htm, /Recipes.htm, /Recipes_chicken.htm, /Recipes_dip.htm, /Recipes_meat.htm, /Recipes_soup.htm, /Recipes_specialty.htm, /Recipes_tortilla.htm, /Recipes_Vegetable.htm, /RecipesLite.htm, /Salsa on sale.htm, /SalsaFacts.htm, /TexMexFoodFacts.htm, /TexMexFoodHistory.htm, /Mforum/_disc2/0000000e.htm, /Mforum/_disc2/00000006.htm, and /tortillas.htm. The grand total for 4/30/2004 is 37.77, for 5/2/2004 is 33.7, and the overall grand total is 71.47.

| Entry Page | 4/30/2004 | 5/2/2004 | Grand Total |
|--------------------------------------------|--------------|-------------|--------------|
| /disc21/00000016.htm [Referrers] | 0.23 | | 0.23 |
| /vti_bin/shtml.dll [Referrers] | 0.63 | 0.6 | 1.23 |
| /chilipeppersfacts.htm [Referrers] | 0.81 | 0.75 | 1.56 |
| /Default.htm [Referrers] | 12.03 | 9.13 | 21.16 |
| /Glossary.htm [Referrers] | 1.27 | 0.96 | 2.23 |
| /mexican_hand_blow_n_glass.htm [Referrers] | 0.96 | 0.5 | 1.46 |
| /newsletter00.htm [Referrers] | 0.2 | 0.25 | 0.45 |
| /potatoes/Default.htm [Referrers] | 0.4 | 0.25 | 0.65 |
| /Recipes.htm [Referrers] | 10.07 | 10.06 | 20.13 |
| /Recipes_chicken.htm [Referrers] | 0.72 | 0.6 | 1.32 |
| /Recipes_dip.htm [Referrers] | 0.97 | 0.96 | 1.93 |
| /Recipes_meat.htm [Referrers] | 1.02 | 1.01 | 2.03 |
| /Recipes_soup.htm [Referrers] | 0.68 | 1.01 | 1.69 |
| /Recipes_specialty.htm [Referrers] | 0.42 | 0.43 | 0.85 |
| /Recipes_tortilla.htm [Referrers] | 0.76 | 0.86 | 1.62 |
| /Recipes_Vegetable.htm [Referrers] | 0.61 | 0.76 | 1.37 |
| /RecipesLite.htm [Referrers] | 0.98 | 0.83 | 1.81 |
| /Salsa on sale.htm [Referrers] | 0.22 | 0.3 | 0.52 |
| /SalsaFacts.htm [Referrers] | 0.95 | 0.81 | 1.76 |
| /TexMexFoodFacts.htm [Referrers] | 0.38 | 0.23 | 0.61 |
| /TexMexFoodHistory.htm [Referrers] | 1 | 0.96 | 1.96 |
| /Mforum/_disc2/0000000e.htm [Referrers] | 0.7 | 0.91 | 1.61 |
| /Mforum/_disc2/00000006.htm [Referrers] | 0.21 | 0.27 | 0.48 |
| /tortillas.htm [Referrers] | 1.55 | 1.26 | 2.81 |
| Grand Total | 37.77 | 33.7 | 71.47 |





END OF PRESENTATION

- Time for your questions?

