SEO Power Hours

Session 2: Performance Reports + Keywords

Prepared by: Clapping Dog Media
meg@clappingdogmedia.com

What You Are Going to Learn

➔ What are the Metrics that Matter Most (to Google)

➔ What does each metric mean to your business

➔ How often to monitor them

➔ How to change them

➔ Where to get this data?

Metrics that Mater

Metrics that matter

These are the metrics that matter the most to Google.

1. We want **total sessions** to increase month over month.
2. We want **new sessions** to increase month over month.
3. We want **pages / session** to be over 1.
4. We want the **engagement rate** to be above 30%.
5. We want the **avg. session duration** to be between 55-90 sec

Google Analytics v4: Overview
Account: Clapping Dog Media | Traffic channel: All | Filter: All Users | Period: 01 May - 31 May, 2024

Sessions
716 +94%
The number of sessions within the date range

New Sessions
71.09% +1%
An estimate of the percentage of first time visits

Pages / Sessions
1.73 +1%
The average number of pages viewed during a session

Engagement Rate
92.88% +4%
The percentage of engaged sessions

Avg. Session Duration
00:02:31 −6%
The average length of a Session

Conversions
2.9K +92%
The total number of conversion events

Metrics that Mater

Where is traffic coming from?

Organic Search - Traffic from Google.

Direct - Users type in the URL directly (they know you).

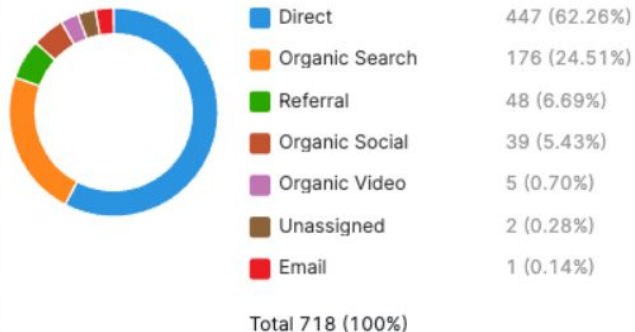Referral - Users are clicking on your site from another site.

Organic Social - Traffic from social media.

Email - Traffic from newsletters.

Paid Search - Traffic from paid Google Ads.

Google Analytics v4: Top Traffic Channels by Sessions

Account: Clapping Dog Media | Filter: All Users | Period: 01 May - 31 May, 2024

Channel	Sessions
Direct	447 (62.26%)
Organic Search	176 (24.51%)
Referral	48 (6.69%)
Organic Social	39 (5.43%)
Organic Video	5 (0.70%)
Unassigned	2 (0.28%)
Email	1 (0.14%)

Total 718 (100%)

Traffic comparison

			Users	Sessions	Engaged sessions
	Session primary...Channel Group) ▾ ＋		↓		
	⇅ SHOW ALL ROWS				
			523 vs. 290 ↑ 80.34%	**716** vs. 384 ↑ 86.46%	**665** vs. 348 ↑ 91.09%
1	**Direct**				
	May 1 - May 31, 2024		375	447	429
	Apr 3 - May 3, 2024		159	189	177
	% change		135.85%	136.51%	142.37%
2	**Organic Search**				
	May 1 - May 31, 2024		113	176	153
	Apr 3 - May 3, 2024		103	139	124
	% change		9.71%	26.62%	23.39%
3	**Referral**				
	May 1 - May 31, 2024		19	48	41
	Apr 3 - May 3, 2024		8	12	11
	% change		137.5%	300%	272.73%

(All Users & Sessions)

Ranking keywords

Organic Search: Keywords chart

US | Domain | clappingdogmedia.com | Last 2 years | All Positions

Legend: ● SERP Features ● Top 3 ○ 4-10 ○ 11-20 ● 21-50 ● 51-100 ●— Keywords

Organic Search: Top Keywords (211)

US | Domain | clappingdogmedia.com

Keyword	Pos	Volume	Traffic
clapping dog media	1	30	80.00%
meg search engine	2	50	10.00%
clapping dog	3	40	6.66%
clapping dog media	🏳	30	3.33%
wheel of fortune 5 minute audition	16	50	0.00%

Top pageviews

Page path and screen class ▾	↓ Views	Users	Views per user	Engagement rate
SHOW ALL ROWS	**1,238**	**523**	**2.37**	**92.88%**
	vs. 700	vs. 290	vs. 2.41	vs. 90.63%
	↑ 76.86%	↑ 80.34%	↓ -1.93%	↑ 2.49%
1 /				
May 1 - May 31, 2024	363	250	1.45	97.52%
Apr 3 - May 3, 2024	243	172	1.41	94.29%
% change	49.38%	45.35%	2.78%	3.43%
2 /powerhours/				
May 1 - May 31, 2024	235	125	1.88	93.55%
Apr 3 - May 3, 2024	71	19	3.74	81.82%
% change	230.99%	557.89%	-49.69%	14.34%
3 /seo-services/				
May 1 - May 31, 2024	76	52	1.46	93.24%
Apr 3 - May 3, 2024	56	40	1.40	92.45%
% change	35.71%	30%	4.4%	0.85%

Most searched pages

URL	Traffic	Traffic Diff.	Traffic %	Keywords
clappingdogmedia.com/	26	-1	86.66	11
clappingdogmedia.com/about/	3	-2	10.00	3
www.clappingdogmedia.com/	1	0	3.33	1
clappingdogmedia.com/seo-101/	0	0	< 0.01	1
clappingdogmedia.com/blog/	0	0	< 0.01	0

Keywords

Part 2: Keyword Research

Keyword research is pivotal in SEO strategy, as it guides content creators in identifying the terms and phrases that potential customers are actively searching for, ensuring relevance and increasing visibility in search engine results. By understanding the language used by your target audience, you can tailor the content, optimizing your online presence to attract more qualified traffic and improve user experience.

Free and Helpful Tools

➔ https://ahrefs.com/keyword-generator
➔ https://moz.com/explorer (limited to 3 searches a day)
➔ ChatGPT
➔ Google, People Also Asked on the SERP

Help with AI Prompts

https://www.searchenginejournal.com/chatgpt-for-keyword-research/483848/

https://clickup.com/templates/ai-prompts/keyword-research

https://searchengineland.com/keyword-research-chatgpt-prompts-393741

What makes a keyword *good* for SEO

1. Relevance
2. Search Volume
3. Competition Level
4. Intent
5. Long Tail
6. Trendy?
7. Local

Questions?

What next: SEO Power Hours Part 3?

➔ **Writing and Optimizing Blog Posts**

Now you have a list of keywords, next we are going to talk about what to do with them.