

pepperjam[®]

An Introduction to Search Engine Optimization (SEO) for Publishers

2/21/2018

Download Slides:
<https://bit.ly/PJ-SEO2018>

Agenda

1. SEO + Affiliate Myths
2. Learn how search engines work
3. Cover the SEO basics for publishers
4. Q&A

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<https://bit.ly/PJ-SEO2018>


So What is SEO?

SEO is Search Engine Optimization

It is otherwise called Organic Search or Natural Search.

- Our goal is to optimize websites so that they rank well in the free listings of search engines.
- As the field progresses it really became more about optimizing the website (or online asset) so that it has the greatest potential to earn traffic without ad spend.



A person is sitting in bed, wearing a pink fuzzy sweater and holding a light blue mug filled with coffee. A white tablet is visible on the bed next to them. The background is a soft, out-of-focus white and blue.

Of the millions of queries it receives each second, about **15 percent** of them are completely new to Google.

Top 3 SEO + Affiliate Myths

1. Affiliate links are dangerous for SEO

- Always play it safe by using the “nofollow” tag so that Google will not credit the link. Example:

```
<a href="signin.php" rel="nofollow">sign  
in</a>
```

2. Affiliate links have no SEO value to pass

- Penguin 4.0 Algorithm – Now it is likely that most paid links have no value to pass.
- Our Observation: As long as visitors clicks through there is organic value to pass.

3. Google will not rank affiliate sites

- Not true! Google wants landing pages that provide value to searchers.



The Best SEO Tip for Publishers: Provide “Sufficient Value!”

- Google’s Gary Illyes tweeted that there are no problems with affiliate links.
- The problem is when a site’s sole purpose is to be a “shallow container for affiliate links.”
- The Google Fred Update:
 - "Following the General Guidelines below will help Google find, index, and rank your site."

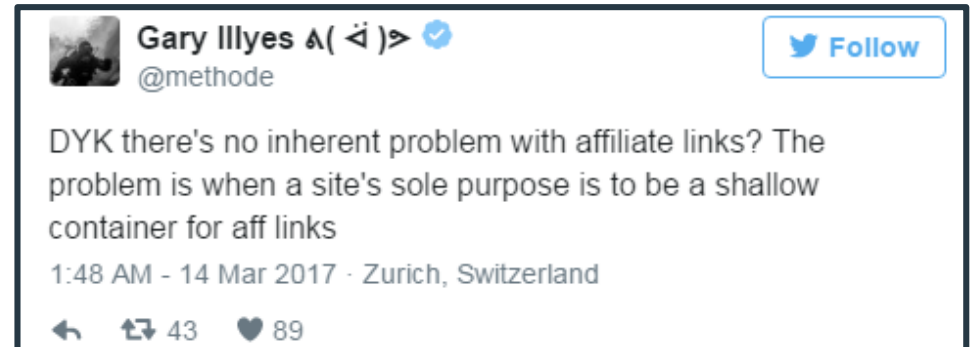
Google’s General Guidelines:

https://support.google.com/webmasters/answer/35769?hl=en&ref_topic=6002025

Specific guidelines

Avoid the following techniques:

- Automatically generated content
- Participating in link schemes
- Creating pages with little or no original content
- Cloaking
- Sneaky redirects
- Hidden text or links
- Doorway pages
- Scraped content
- Participating in affiliate programs without adding sufficient value
- Loading pages with irrelevant keywords
- Creating pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware
- Abusing rich snippets markup
- Sending automated queries to Google



A person with a beard is shown in profile, looking at a smartphone held in their right hand. They are sitting at a desk with a laptop open in front of them. The scene is dimly lit, with the primary light source being the screens of the devices. The background is blurred, suggesting an office or home workspace environment.

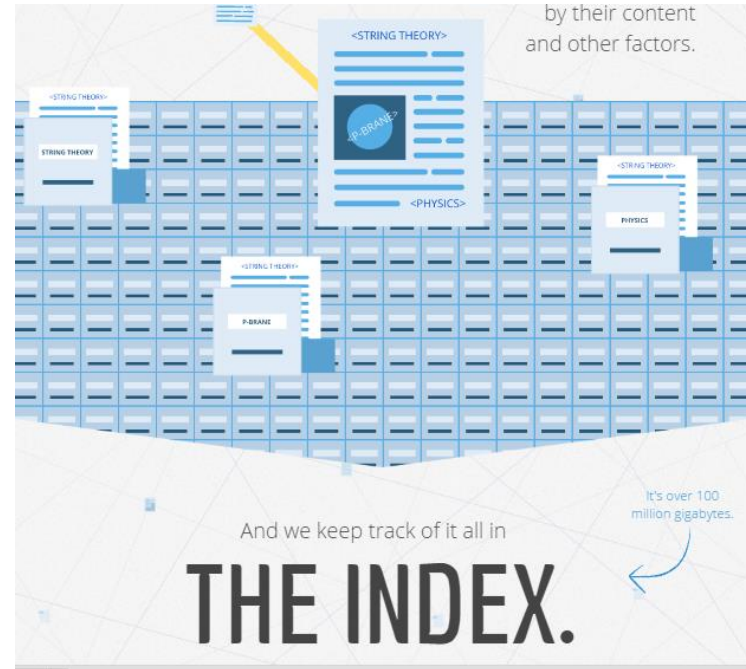
Remember: Search engines are in business to deliver the **BEST** result.

A Crash Course In How a Search Engine Works

<https://www.google.com/insidesearch/howsearchworks/thestory/>



Google's Crawler discovers page crawling from link to link.



Google maintains its index of new content. This is Google's snapshot recording of everything on the web.



Google's algorithms now rely on machine learning to ensure they are delivering the best results for searchers.

Results: Organic and Paid Placements on Desktop

- Everything behind the blue is an advertisement.
- Organic search is not as prominent. The first position is only slightly above the fold for keywords with “buyer intent.”

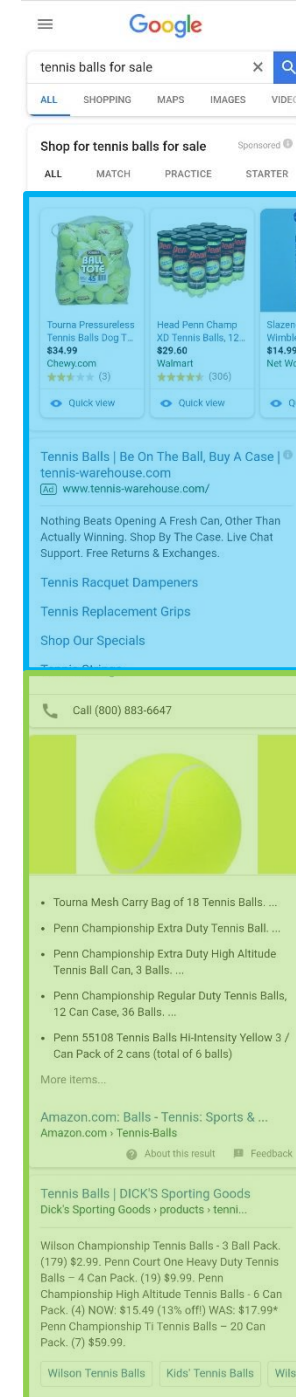
Google search for "tennis balls for sale".

Search results include:

- Sponsored (Blue background):**
 - Shop for tennis balls for sale on Google
 - Five product cards for Synthetic Tennis Ball, Head Penn Champ XD Tennis, Penn Pressureless, Tourna Pressureless, and Tretorn Micro-X Pressureless Balls.
 - Text ads for Tennis Warehouse and Amazon.com.
- Organic (Green background):**
 - Product listings for Tourna Mesh Carry Bag, Penn Championship Extra Duty Tennis Balls, and Penn 55108 Tennis Balls.
 - Amazon.com: Balls - Tennis: Sports & Outdoors
 - Tennis Balls - Walmart.com
 - Tennis Balls | DICK'S Sporting Goods
 - Amazon.com: Balls - Tennis: Sports & Outdoors
 - Amazon.com : Used Tennis Balls : Pet Supplies

Results: Organic and Paid Placements on Mobile Devices

- The desktop and mobile layouts are beginning to look similar.
- Mobile organic in green still extends for 10 results.
- Organic is several scrolls below the fold (scroll bar).



How Drastically It Changed In a Year!

All Shopping Maps Images Videos More - Search tools

About 522,000 results (0.14 seconds)

Alex & Ani Official Site
870 www.alexandani.com/bracelets -
Shop Wide Variety Of Bracelets. Loc-Prndly & Crafted In The USA!
Charm Of The Month
Get 25 Of The Queen's Crown
And 25 Of The Queen's Crown
Charm.
Lulu Sweeptakes
Win Prizes To Lollipopz & Mon
It's Festival Sweet, Come To Win
Charm.
New Summer Knit Cord
8 New Charms With Syntex Of
Summer
Shop New Bracelets For Summer
Dark In Summer Fun This Season

Alex & Ani Bracelet at Amazon - Shop Designer & Fine Jewelry
870 www.amazon.com/women-jewelry -
870 www.etsy.com/listing/for-alex-and-ani
Free Shipping on Qualified Orders
Vintage: Vintage 10/10 - Shipping 10/10 - Product quality
9/10 - Price 10/10

Stone Locator - Alex and Ani
www.alexandani.com/locator - Alex and Ani -
Alex and Ani designs and creates beaded bracelets, necklaces, earrings and
rings that adorn the body, enlighten the mind, and empower ... 52 Purchase
Stone

Stone Locator - Alex and Ani - ALEX AND ANI Locations
Alex and Ani Jewelry | Nordstrom
shop.nordstrom.com / Brands - Nordstrom -
Free shipping on Alex and Ani jewelry for women at Nordstrom.com. Shop
for bangles, bracelets and more. 1 totally free shipping and returns.

Alex and Ani at Amazon.com
https://www.amazon.com/Alex-and-Ani/s?ref=UTP&node... - Amazon.com, Inc. -
Online shopping for Alex and Ani at Amazon.com. ... Alex and Ani 2016
Graduation Cup... (112) \$27.99 - \$50.52. Alex and Ani Simple Bar "Lulu
Peach... (53)

alex and ani - Shop for and Buy alex and ani Online - Macy's
www.macys.com/shop/feature/alex-and-ani - Macy's
Shop for and buy alex and ani online at Macy's. Find alex and ani at
Macy's.

Alex and Ani on Sale | Nordstrom Rack
https://www.nordstromrack.com/brands/Alex%26Ani -
First designer Alex and Ani on Sale up to 70% off and get free shipping on
orders over \$100. ... and Ani. Antique Pink Swarovski Crystal Expandable
Bracelet.

Alex and Ani Retailer - Studio M in Kingston, Pennsylvania - Location
www.mystone45.com - Alex and Ani | Pennsylvania - Alex and Ani in Kingston
Alex and Ani Retailer - Studio M at 133 Division Street in Kingston,
Pennsylvania 18704. store location & hours, services, holiday hours, map,
driving directions ...

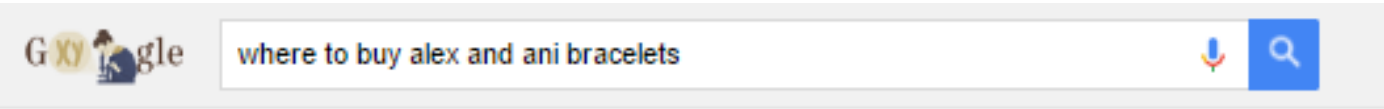
Jared - Alex and Ani
www.jared.com/en/jaredstone/alex-and-ani/1014260003/.../100165,100191,1014...
Any Purchase - No Minimum (see shipping details) ... Introducing Alex and
Ani bracelets and charms ... Alex and Ani Bracelet Charms by Design
Prints of Love.

Alex and Ani Bracelets | Bloomingdale's
www.bloomingdales.com/buy/alex-and-ani-bracelets - Bloomingdale's -
Shop Alex and Ani bracelets at Bloomingdales.com. Free Shipping and
Free Returns for Loyalty or Any Order Over \$150

Alex And Ani Quilt Beige Bracelet Set Quilt Beige Bracelet - Sears
www.sears.com/search/alex%26ani%20quilt%20beige%20bracelet%2...
add to compare compare now. Alex And Ani Quilt Charm Expandable
Beige Bracelet ... Sold by Best Price Product. add to compare
compare now. Alex ...

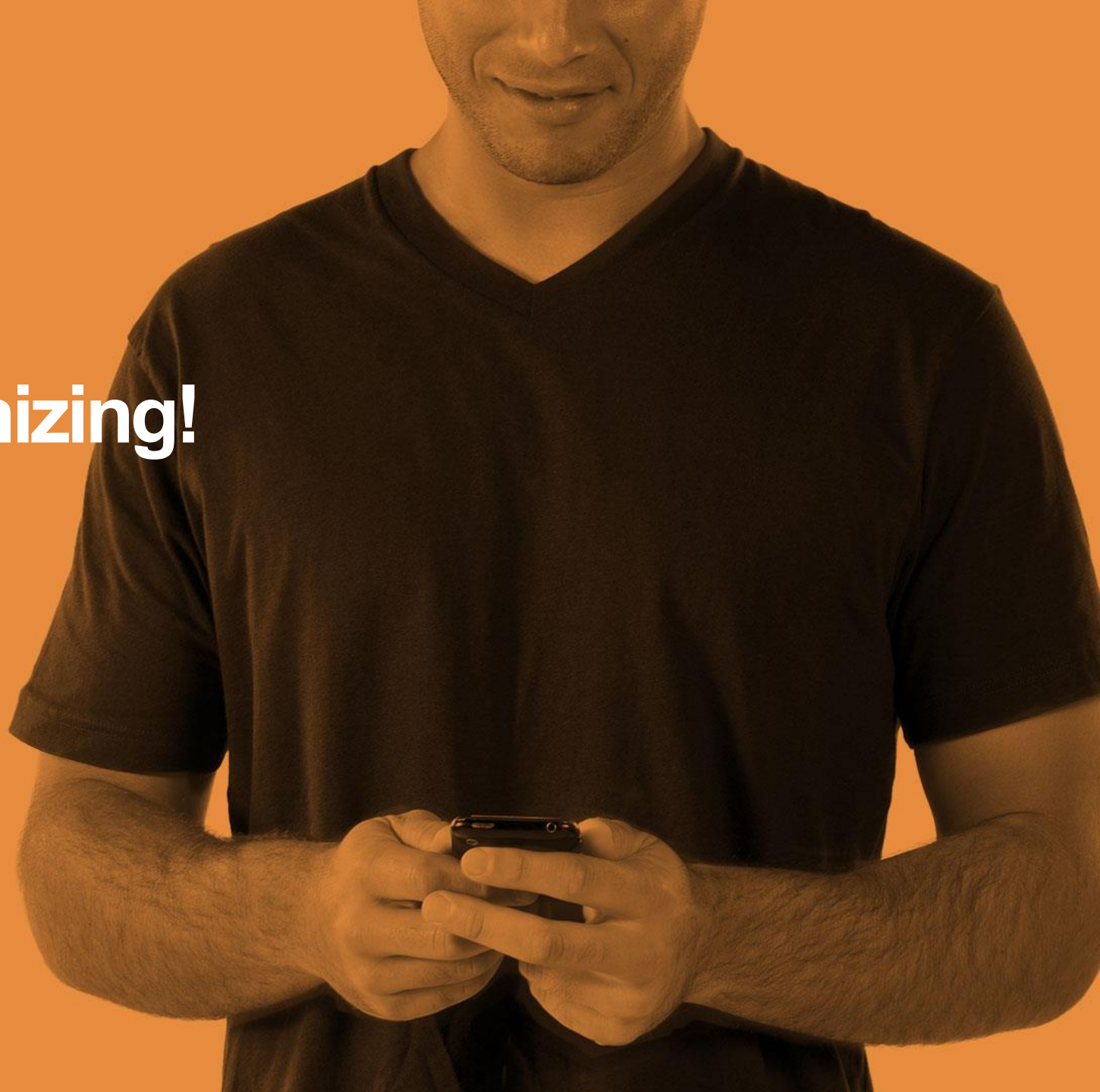
Alex and Ani Jewelry | Free & Free Shipping at Zappos.com
www.zappos.com/alex-and-ani - Zappos
All of the alex and ani bracelets are adorable but this one in particular is my
absolute ... When purchasing online, I always check the Zappos website
first.

Alex and Ani at Sears
870 www.sears.com/AlexAndAni -
423 www.etsy.com/listing/for-alex-and-ani
Wide Selection of Alex and Ani at Sears! Free Shipping on 50+
Items! Selection 8.5/10 - Product quality 8.5/10 - Service 8/10 - Returns
9/10
Jewelry Sale Up to 90% - Wedding & Engagement - Huge Jewelry Sale - P.L.



This was a picture of the organic landscape one year ago...

Now Let's Start Optimizing!



Where to Find SEO Keywords?

It all begins with words typed into a search box.

Before writing content, decide the topics and terms you want your pages to rank for, such as PUMA coupon or PUMA sneakers.

Fortunately for us, there are several free tools to help us learn how often a keyword is searched per month.

Research Tools

1. <https://moz.com/explorer>
2. <http://adwords.google.com/keywordplanner>
3. <http://www.google.com/insights/search/>
4. <http://advertising.microsoft.com/small-business/adcenter-downloads/microsoft-advertising-intelligence>
5. <https://freekeywords.wordtracker.com/>
6. <http://www.keywordshitter.com/>
7. <https://ubersuggest.io/> <- my favorite free tool.

KEYWORD	SEARCH VOLUME	CPC	COMPETITION
puma	550000	\$ 0.24	0.41
puma store	14800	\$ 0.22	0.3
puma outlet	12100	\$ 0.59	0.53
puma coupons	8100	\$ 1.91	0.53
puma ferrari	6600	\$ 0.55	1.0
puma promo code	6600	\$ 2.24	0.51
puma shoes 2017	3600	\$ 0.65	1.0
puma sale	2900	\$ 0.97	1.0
puma coupon code	2400	\$ 2.13	0.49
puma discount code	1900	\$ 1.4	0.46
puma outlet store	1900	\$ 0.47	0.46
puma us	1900	\$ 0.18	0.26
custom pumas	1600	\$ 0.37	0.32
puma shoes sale	1300	\$ 0.95	1.0

How to Find the Right Keywords?

Keywords Based on The Buyer Funnel

Awareness Keywords

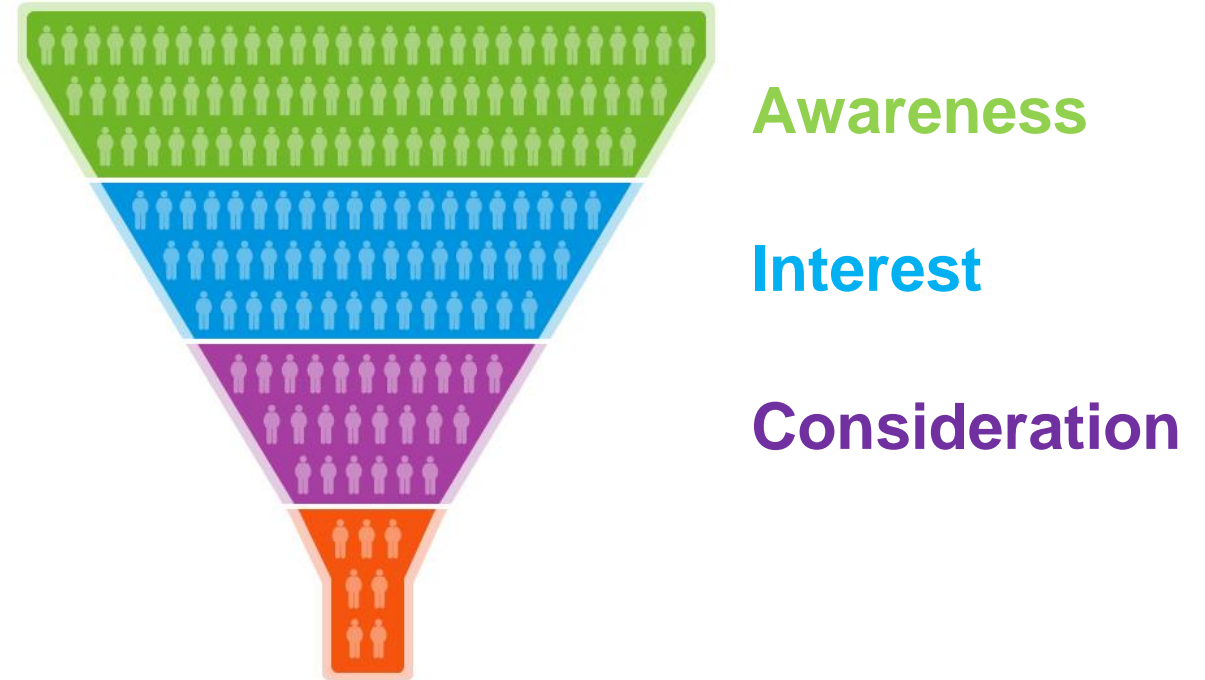
- Broadest terms
- Question terms around general topic or needs
- Examples: Best... or Top... ...for 2018

Interest Keywords

- More specific terms (longer tail non-brand)
- More product specific questions
- Examples: product x vs. product comparisons

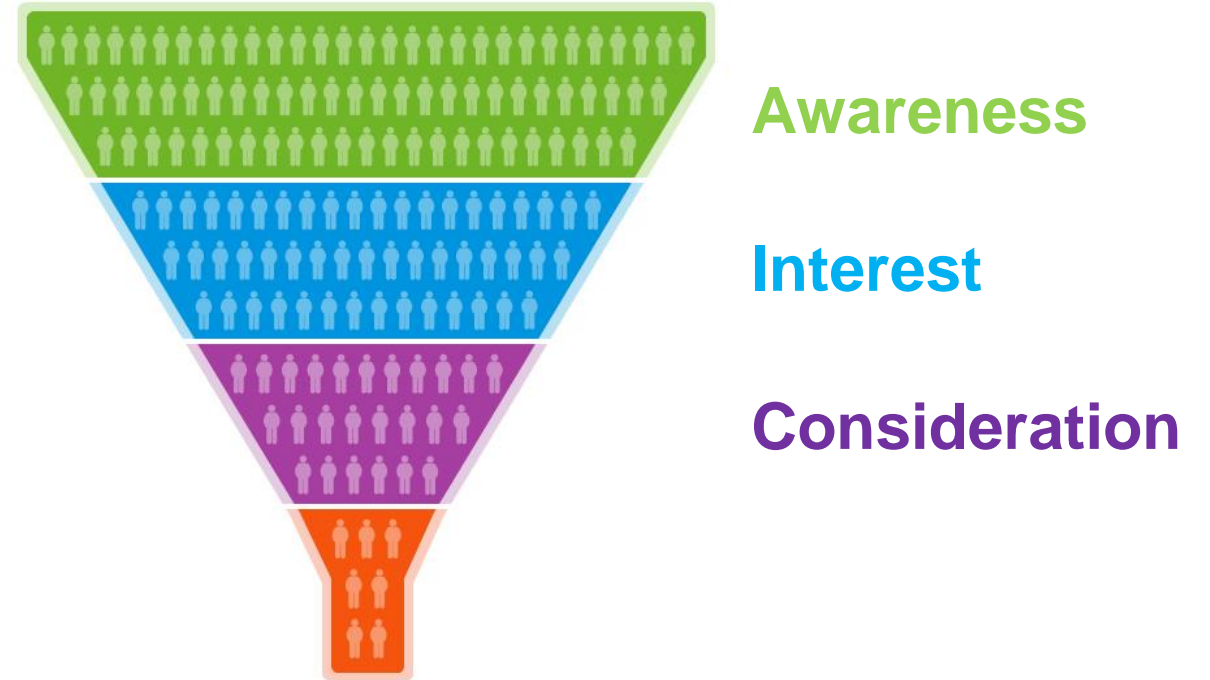
Consideration Keywords

- Usually branded and buyer focused
- Specific product reviews or images
- Product name or model number terms
- Long tail specific terms (non-brand)



Let's Use An Electric Bill Example

- 1. Awareness:**
Why is my electric bill high?
- 2. Interest:**
Compare electric rates near 18701
- 3. Consideration:**
UGI Electric Reviews



Ubersuggest.io for Keyword Research

(A completely free favorite tool)

1. Go to <https://ubersuggest.io>
2. Type in a topic related to a searcher funnel topic you would like to find research on.
3. Use the filters on the left to sort for keywords that contain certain words. I.e. buy, review, what, or where.
4. Sort by highest search volume (estimated times it is searched each month.)

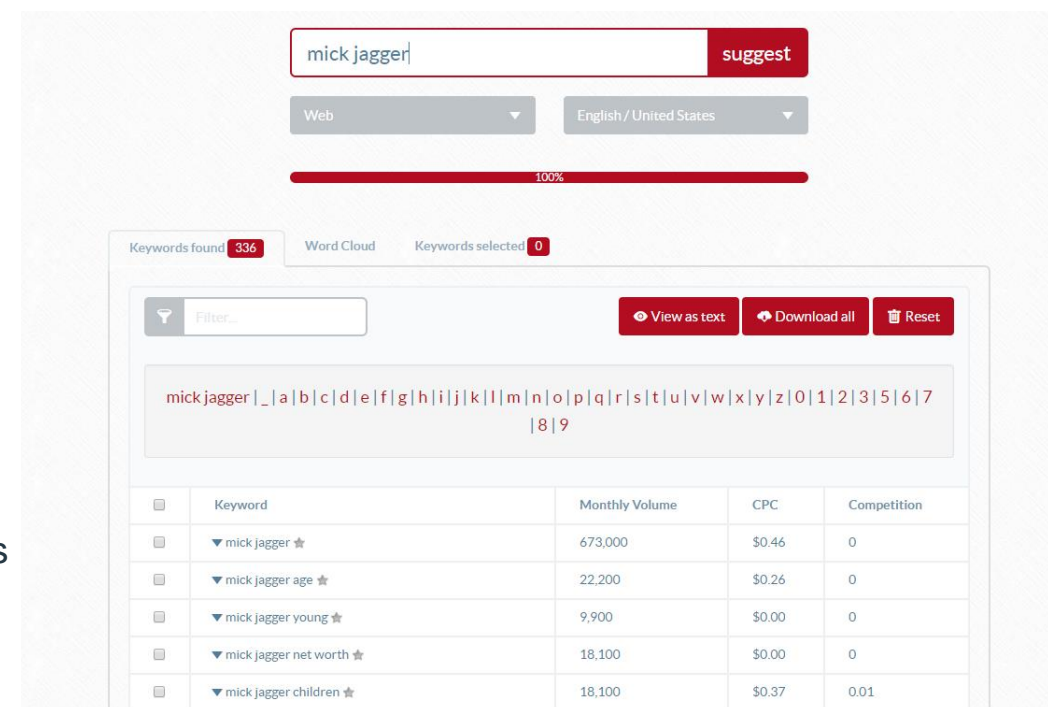
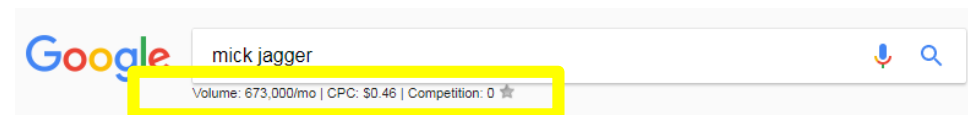
The screenshot shows the Ubersuggest.io interface for the keyword 'tennis balls'. The search results are sorted by search volume, showing 39 keyword ideas. The left sidebar contains filters for 'KEYWORD SUGGESTIONS' (Google Keyword Planner and Google Suggest are selected), 'FILTER RESULTS' (with 'buy' as a filter), and 'NEGATIVE KEYWORDS' (with 'racket' as a filter). The main table displays the following data:

KEYWORD	SEARCH VOLUME	CPC	COMPETITION
where to buy tennis balls	320	\$ 0.87	0.92
buy tennis racquet	170	\$ 1.13	1.0
buy tennis balls	170	\$ 0.99	1.0
buy tennis balls near me	110	\$ 0.69	1.0
where can i buy tennis balls	110	\$ 0.65	1.0
where to buy tennis balls near me	110	\$ 0.35	1.0
where to buy cheap tennis balls	90	\$ 1.44	1.0
buy tennis balls in bulk	70	\$ 1.14	1.0
where can i buy tennis balls near me	70	\$ 0.22	1.0
buy used tennis balls	40	\$ 0.15	1.0
best place to buy tennis balls	30	\$ 0.96	1.0
cheapest place to buy tennis balls	30	\$ 0.96	1.0
where to buy tennis balls in bulk	20	\$ 2.44	1.0
where to buy used tennis balls	20	\$ 0.23	1.0
where can you buy tennis balls	20	\$ 2.42	0.98
where can i buy tennis balls in bulk	10	\$ 1.84	1.0
buy tennis balls wholesale	10	\$ 1.56	1.0
buy black tennis balls	10	\$ 0.9	1.0
buy white tennis balls	10	\$ 0.81	1.0
which tennis balls to buy	10	\$ 0.59	1.0
buy cheap tennis balls	10	\$ 0.58	1.0

Bonus Tip: Use Keywords Everywhere Chrome Extension

- Search Marketing Brothers and Sisters, this brings search volume and CPC into the following tools.
 - (1) Google.com - the data is shown right under the search textbox
 - (2) Google Search Console - the data is shown in the Search Analytics page
 - (3) Google Analytics - data shown in the Organic and Search Engine Optimization -> Queries pages
 - (4) Google Trends - data shown in the queries widget
 - (5) Google Search - data shown under main keyword as well as related searches
 - (6) UberSuggest - data shown alongside keywords in this awesome keyword suggestion tool
 - (7) AnswerThePublic.com - data shown in popup on each spoke of the wheel, data also shown in the alphabetic listings
 - (8) Soovle.com - data shown next to each keyword all over the page
 - (9) KeywordShitter.com - data shown under the main text area next to keywords
 - (10) Majestic - Anchor Text Report
 - (11) Moz Open Site Explorer - Anchor Text Report

<https://chrome.google.com/webstore/detail/keywords-everywhere-keywo/hbapdpeemoojbophdfndmlgdhpljgmp?hl=en>



A screenshot of the Keywords Everywhere Chrome extension interface. The search bar contains "mick jagger" and a "suggest" button. Below the search bar, there are dropdown menus for "Web" and "English / United States". A red progress bar shows "100%". Below the search bar, there are buttons for "View as text", "Download all", and "Reset". A table of keywords is displayed below the search bar.

Keyword	Monthly Volume	CPC	Competition
▼ mick jagger ★	673,000	\$0.46	0
▼ mick jagger age ★	22,200	\$0.26	0
▼ mick jagger young ★	9,900	\$0.00	0
▼ mick jagger net worth ★	18,100	\$0.00	0
▼ mick jagger children ★	18,100	\$0.37	0.01

Rule Of Thumb On Keywords

Write naturally and provide value to your audience!



Keyword stuffing doesn't work!

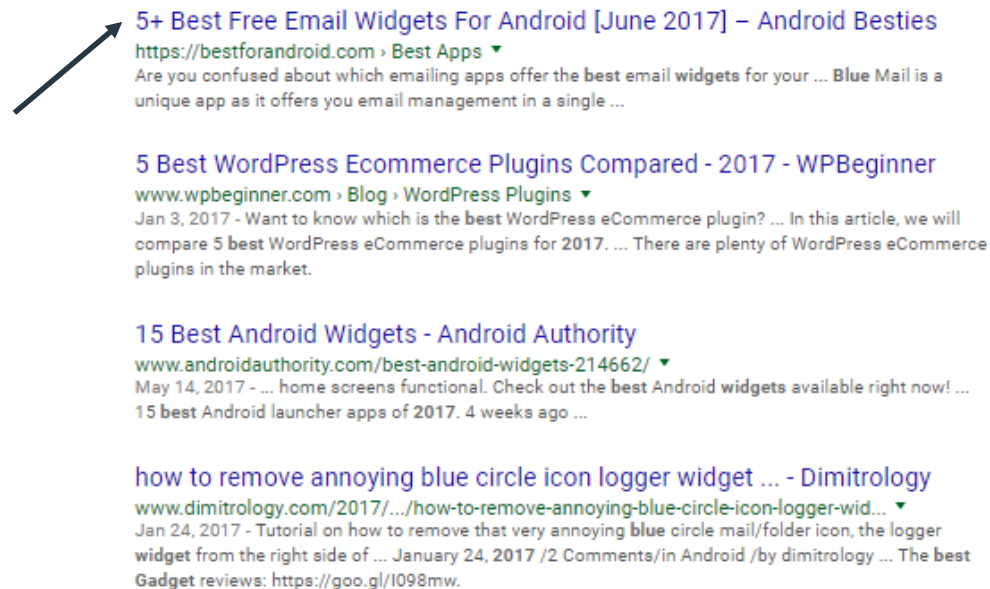
Page Titles

Include the Keyword Once & Focus on Click Through Rate (CTR)

Earn that click! RankBrain exists to ensure Google is returning results searchers want. Google knows what its users are clicking on.

- First and foremost write a title that makes sense for the page and entice people to click.
- **Less than 65 Characters for Mobile**
- All titles should be unique to the page.
- Put your targeted keyword / topic once in the title.

Wordpress users: Check out Yoast SEO plugin to help with editing.



In the source it looks like this:

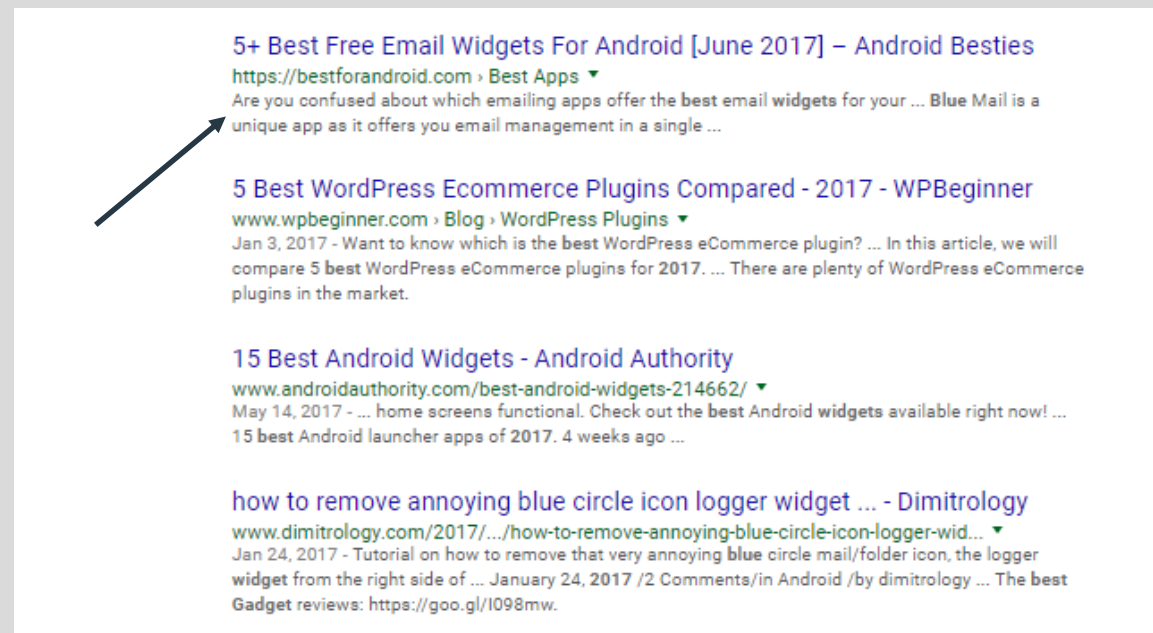
```
<title>The Best Blue Widgets for 2018 | Widgetsource
</title>
```

Meta Descriptions

Use keywords enough to entice searcher to click. Without over doing it.

- Write a description that makes sense for the page and entices the visitor to learn more by clicking through it.
- ***New Update* Less than 320 Characters**
- All descriptions should be unique to the page.

Predictions here: Google is going to use the parts of the text that make the most sense for the searcher.



5+ Best Free Email Widgets For Android [June 2017] – Android Besties
<https://bestforandroid.com> › Best Apps ▼
Are you confused about which emailing apps offer the best email widgets for your ... Blue Mail is a unique app as it offers you email management in a single ...

5 Best WordPress Ecommerce Plugins Compared - 2017 - WPBeginner
www.wpbeginner.com › Blog › WordPress Plugins ▼
Jan 3, 2017 - Want to know which is the best WordPress eCommerce plugin? ... In this article, we will compare 5 best WordPress eCommerce plugins for 2017. ... There are plenty of WordPress eCommerce plugins in the market.

15 Best Android Widgets - Android Authority
www.androidauthority.com/best-android-widgets-214662/ ▼
May 14, 2017 - ... home screens functional. Check out the best Android widgets available right now! ... 15 best Android launcher apps of 2017. 4 weeks ago ...

how to remove annoying blue circle icon logger widget ... - Dimitrology
www.dimitrology.com/2017/.../how-to-remove-annoying-blue-circle-icon-logger-wid... ▼
Jan 24, 2017 - Tutorial on how to remove that very annoying blue circle mail/folder icon, the logger widget from the right side of ... January 24, 2017 /2 Comments/in Android /by dimitrology ... The best Gadget reviews: <https://goo.gl/I098mw>.

In the source it looks like this:

```
<meta name="description" content="Our blue widgets are the best plain and simple. Want to know why ours are the best? Read this!" />
```

Super Charge: By Optimizing For A Higher CTR

1) Go to Google Search Console
<https://www.google.com/webmasters/>
New for 2018: <https://search.google.com/search-console/performance/search-analytics>

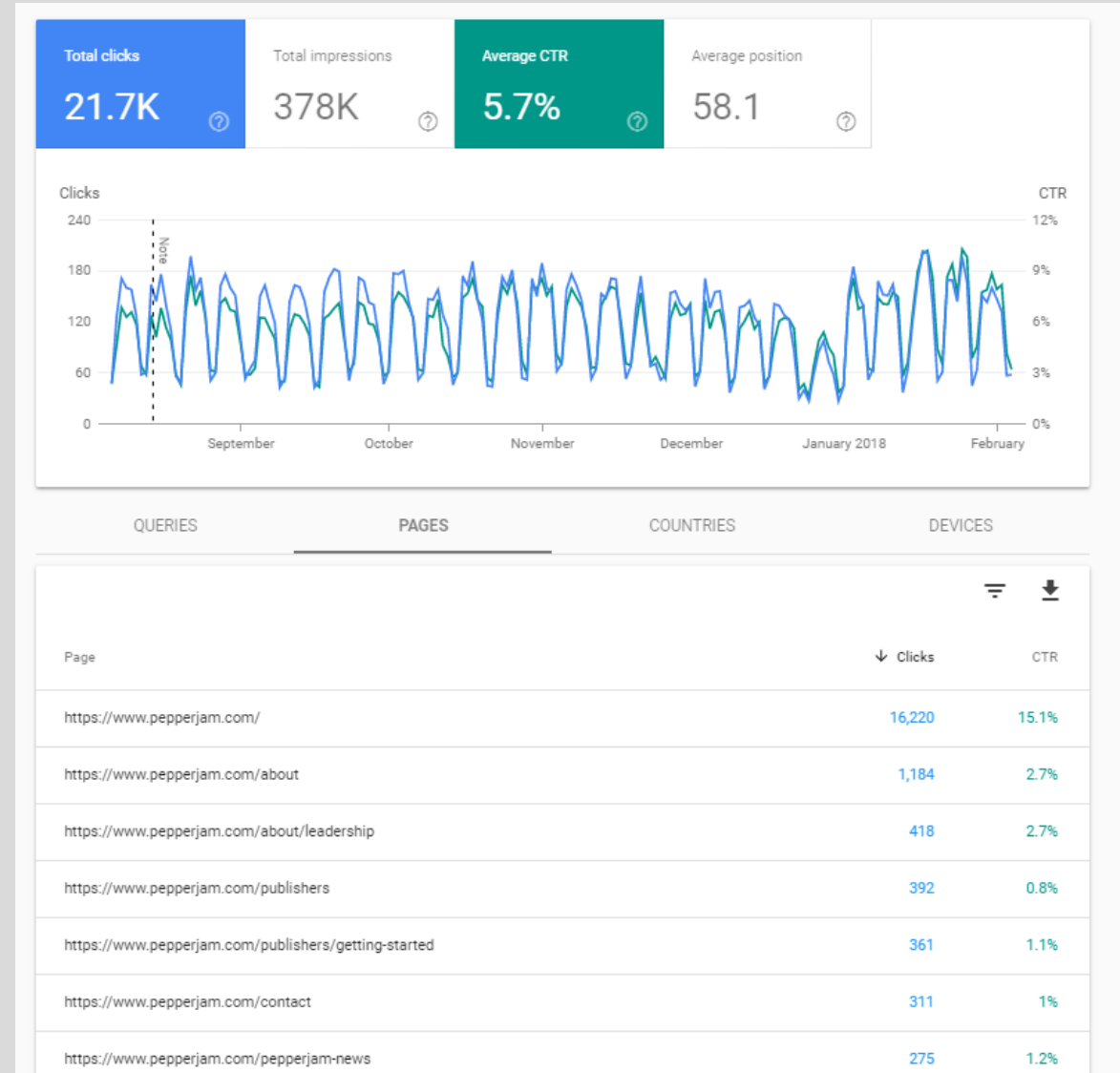
2) Get to your Performance by clicking:
Performance > Set Date Range > Click Pages > Highlight Average CTR at Top

3) Take note of the Average CTR percentage

4) Identify pages with a below average CTR

5) Dial in your page title and description to earn the click. (Previous two slides)

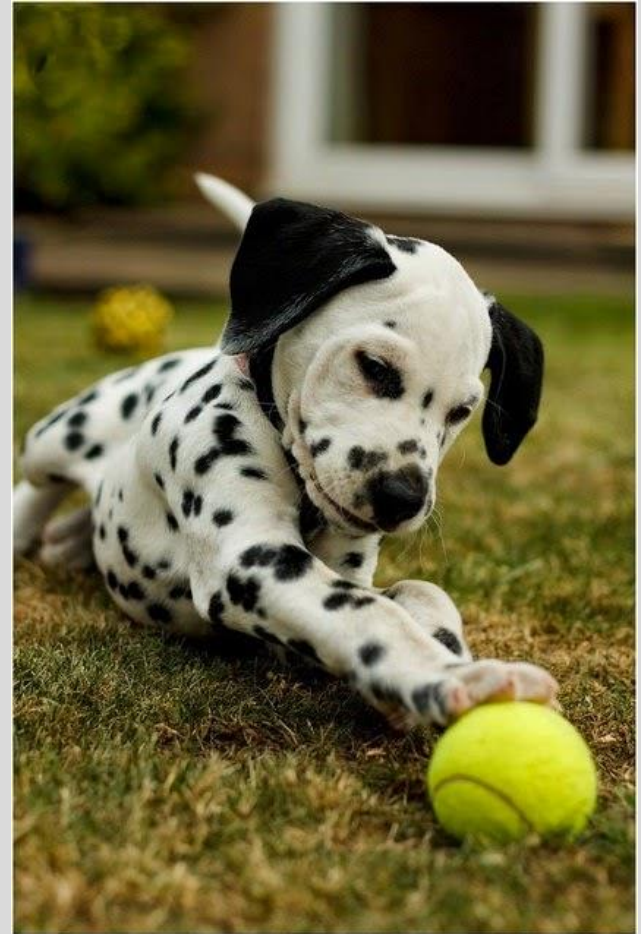
6) Keep testing



Optimizing Image Alt Text

Goal: To create a descriptive alt text that provides users with important information about the image.

- Include keyword once if it makes sense to.
- Describe the image.
- Don't leave it blank.
- Do this for every image on the page.
- Too short would be only including one word.
- Too long would be telling an entire story or spamming it with keywords.



Good alt text example:


```


```

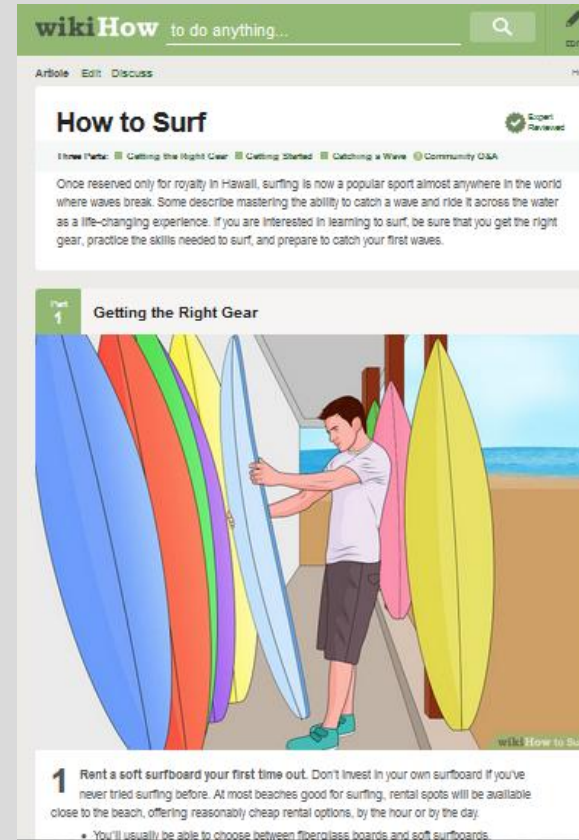
Header Tags (H1, H2, H3, H4, H5, H6)

Header tags are used for the headings and subheadings of your content.

- H1–H6, historically in a sense of ‘importance’.
- Normally only one H1 per page. (Google claims to not care.)
- Write headings naturally rather than trying to force a lot of keywords into them.
- A better way to think: **How might I use headers to break up my content and keep visitors reading longer?**

 **Mathias Sauermann** @M_Sauermann 12 Apr
Hello @JohnMu, regarding the use of heading tags: How many h1-tags should be used on a single webpage? Only one? #seo

 **John** ☆.o(≧▽≦).o.☆ @JohnMu
As many as you want.
7:08 AM - Apr 12, 2017
11 likes See John ☆.o(≧▽≦).o.☆'s other Tweets



The screenshot shows a wikiHow article page for "How to Surf". The page has a green header with the wikiHow logo and a search bar. Below the header, there's a title "How to Surf" with an "Expert Reviewed" badge. The main content area starts with an introduction paragraph about surfing. Below that, there's a section titled "Getting the Right Gear" with a sub-header "Part 1". This section includes an illustration of a person standing in a shop looking at several surfboards of different colors (blue, red, yellow, green, purple). Below the illustration, there's a numbered list item: "1 Rent a soft surfboard your first time out. Don't invest in your own surfboard if you've never tried surfing before. At most beaches good for surfing, rental spots will be available close to the beach, offering reasonably cheap rental options, by the hour or by the day." A small note at the bottom of the list item says "You'll usually be able to choose between fiberglass boards and soft surfboards."

- <h1> How to Surf
 - <h2> Steps
 - <h3> Part 1 Getting the Right Gear
 - <h3> Part 2 Getting Started
 - <h3> Part 3 Catching a Wave
 - <h2> Community Q&A
 - <h2> Video
 - <h2> Tips
 - <h2> Warnings
 - <h2> Related wikiHows

Keep Learning & Staying Up To Date

Guides & Blogs We Like:

- <https://moz.com/beginners-guide-to-seo>
- <https://webmasters.googleblog.com/>
- <https://searchengineland.com/>
- <https://www.seroundtable.com/>
- <https://backlinko.com/blog>

Certifications worth getting:

- SEMrush for SEOs - <https://www.semrush.com/academy/>
- Google Analytics and AdWords - <https://landing.google.com/academyforads/>
- HubSpot Inbound Certification - <https://academy.hubspot.com/certification>

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

How listening to our users helped us build a better Search Console

Tuesday, February 06, 2018

The new Search Console beta is up and running. We've been flexing our listening muscles and finding new ways to incorporate your feedback into the design. In this new release we've initially focused on building features supporting the users' main goals and we'll be expanding functionality in the months to come. While some changes have been long expected, like refreshing the UI with Material Design, many changes are a result of continuous work with you, the Search Console users.

We've used 3 main communication channels to hear what our users are saying:

- **Help forum Top Contributors** - [Top Contributors](#) in our [help forums](#) have been very helpful in bringing up topics seen in the forums. They communicate regularly with Google's Search teams, and help the large community of Search Console users.
- **Open feedback** - We analyzed open feedback comments about classic Search Console and identified the top requests coming in. Open feedback can be sent via the 'Submit feedback' button in Search Console. This open feedback helped us get more context around one of the top requests from the last years: more than 90 days of data in the Search Analytics (Performance) report. We learned of the need to compare to a similar period in the previous year, which confirmed that our decision to include 16 months of data might be on the right track.
- **Search Console panel** - Last year we created a new communication



Hey! Check here if your site is mobile-friendly.

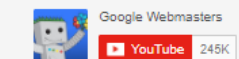
Search blog ...

Labels

Archive

Feed

Google on



Follow @googlewmc

Give us feedback in our [Product Forums](#).

Subscribe via email

Enter your email address:

Subscribe

Delivered by [FeedBurner](#)



Any Questions?

Download Slides:
<https://bit.ly/PJ-SEO2018>

Bonus Tips To Help Your SEO



Use Google Page Speed Insights!

- Check traffic driving landing pages in Google's page speed insights tool.
- In GA > Behavior > Site Speed > Speed Suggestions
- <https://developers.google.com/speed/page-speed/insights/>
- <https://testmysite.thinkwithgoogle.com/>
- Easy & Actionable Recommendations:
 - Recommend minifying code
 - Recommend caching expirations extend
 - Lossy compress images

PageSpeed Tools > Insights

HOME GUIDES REFERENCE SUPPORT

Speed
Average
2.2s FCP 2.7s DCL

Optimization
Medium
62 / 100

Data from the Chrome User Experience report indicates this page's median **FCP** (2.2s) and **DCL** (2.7s) ranks it in the middle third of all pages. This page has a medium level of optimization because some of its resources are render-blocking. [Learn more.](#)

Report for: <https://www.pepperjam.com/>

Page Load Distributions

Metric	Fast	Average	Slow
FCP	23%	62%	28%
DCL	26%	62%	22%

The distribution of this page's FCP and DCL events, categorized as Fast (fastest third), Average (middle third), and Slow (bottom third).

Page Stats

PSI estimates this page requires 11 additional round trips to load render blocking resources and 1.1 MB to fully render. The median page requires 4 round trips and 2.7 MB. Fewer round trips and bytes results in faster pages.

Optimization Suggestions

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)
- Enable compression
[Show how to fix](#)
- Leverage browser caching
[Show how to fix](#)
- Optimize images
[Show how to fix](#)

Optimizations Already Present

- [Show details](#)

pepperjam

Better performance marketing for better results.

Advanced technologies, customer-focused solutions, integrated insights — take your ROI to new heights with Pepperjam.

For Brands and Advertisers

Reach your customers wherever they are, with the content and offers they want.

Advertiser site →

For Publishers and Influencers

Compress All of Your Images

- Compressing images will dramatically improve load times and conversion rates.
- Before images are uploaded to your site, they should be compressed.
- Use the free tool on <https://compressor.io/> to compress images without degrading any of their visual clarity.



Compressed Image



Original Image



Use Chrome to Emulate a Mobile Device

For our Windows friends

1st - Ctrl + Shift + i

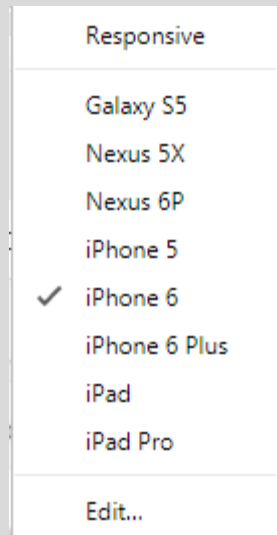
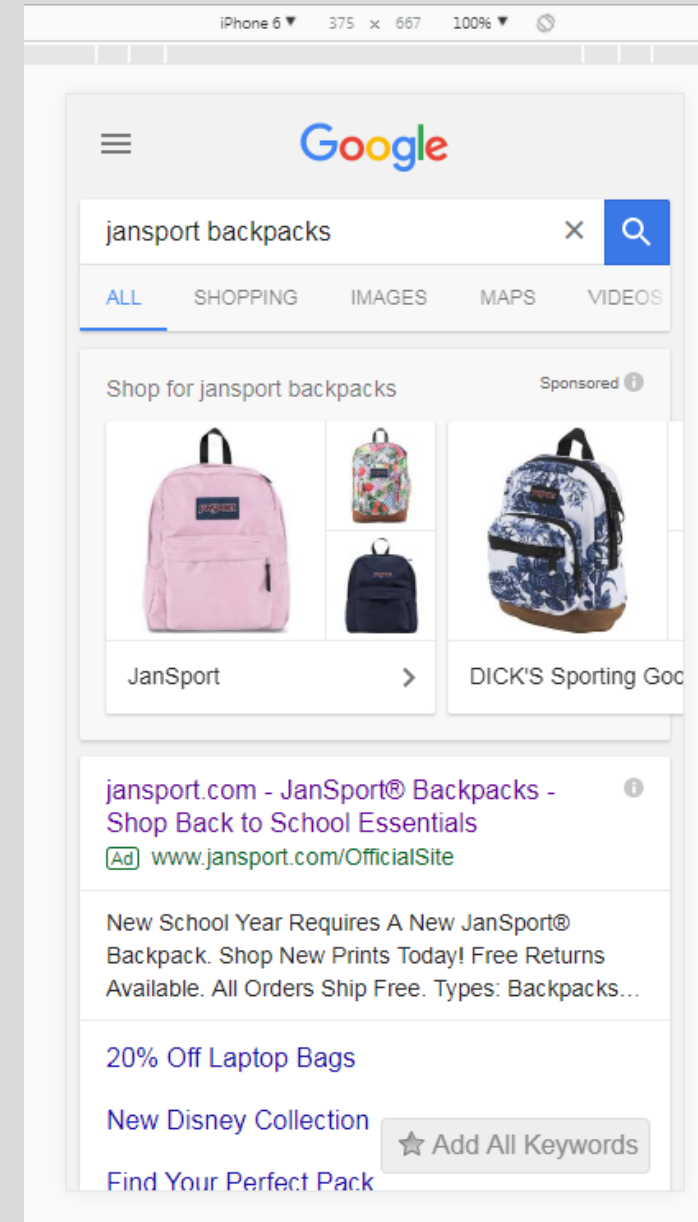
2nd - Ctrl + Shift + m

For our Mac friends

1st Cmd + Opt + I

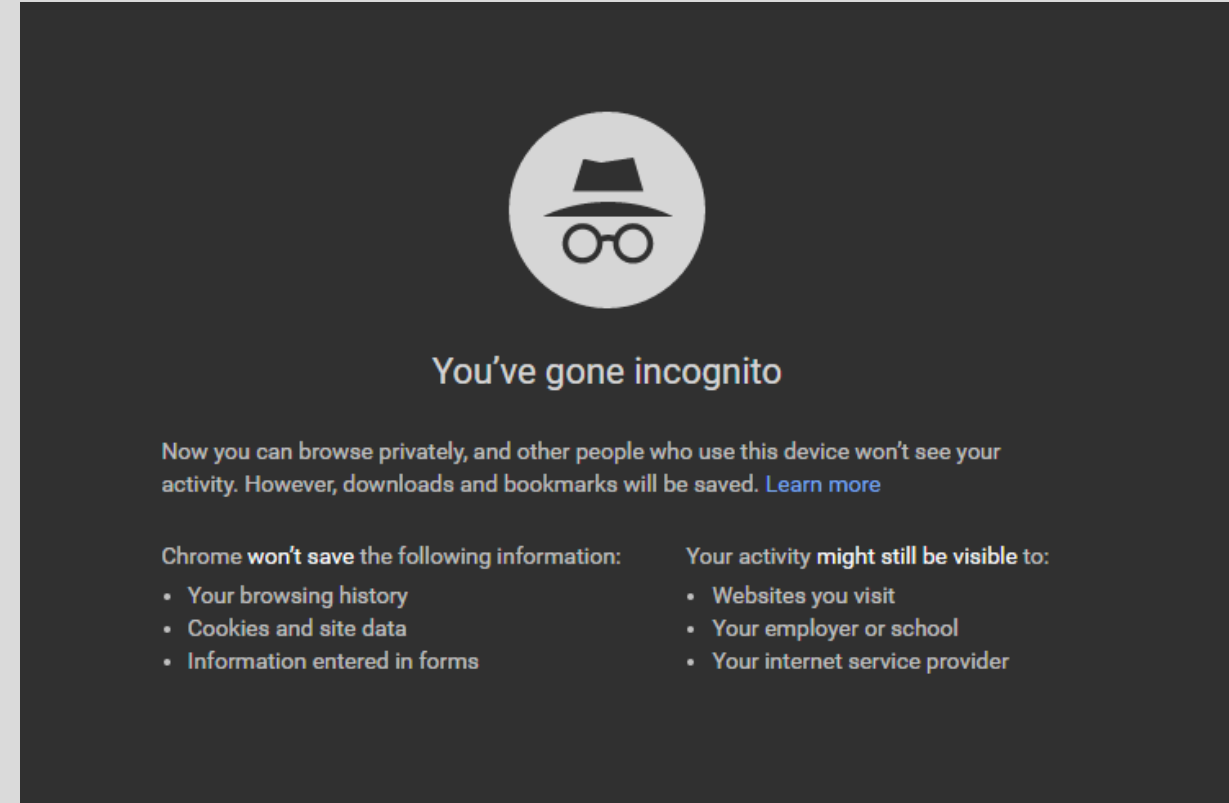
2nd Cmd + Shift + M

You will be able to toggle through devices like an iPhone, galaxy phone or iPad at the top of the window.



Use Incognito Mode in Chrome When Spot Checking Results

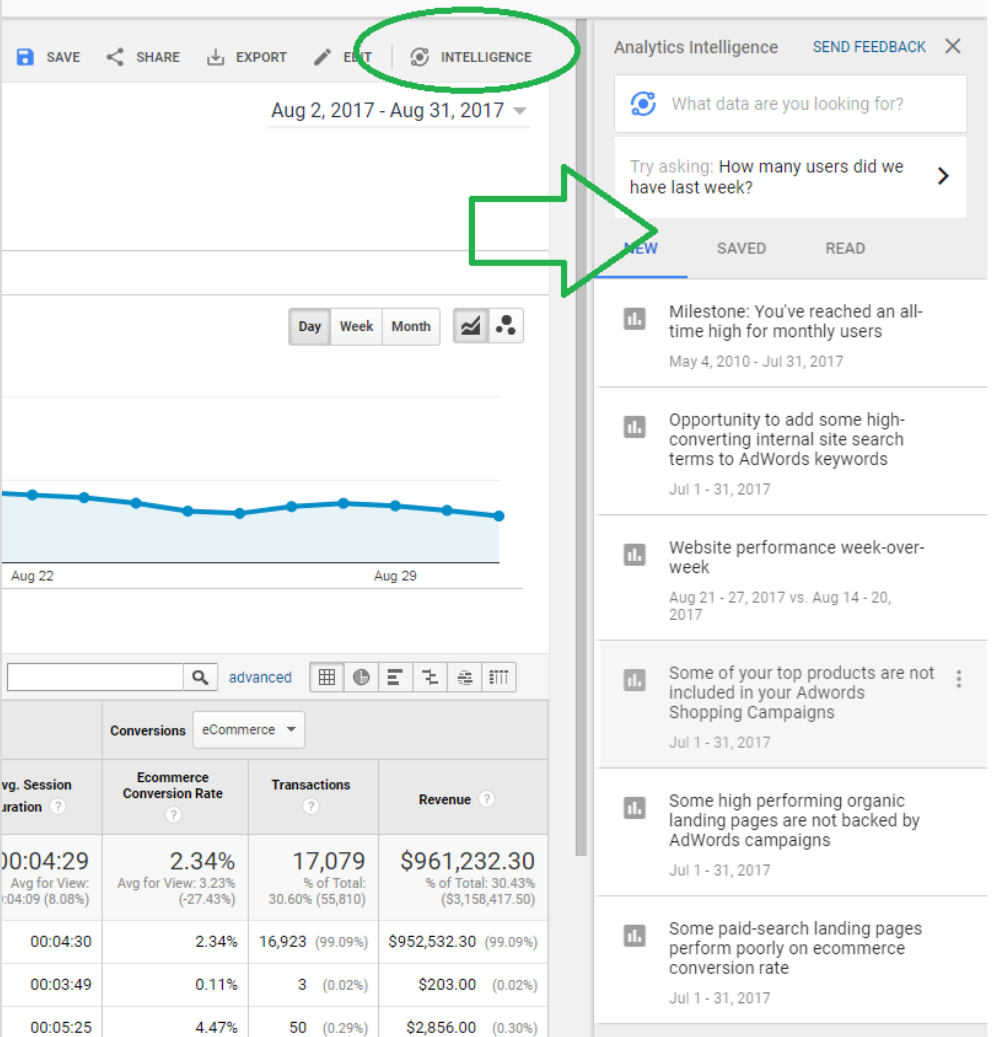
- Did you know your history impacts search results?
- A quick way to purge that would be to use chrome's incognito mode.
- Windows friends **Ctrl + Shift + n**
- Mac friends **Cmd + Shift + n**



Listen to Your GA Intelligence Alerts

- Google analytics recently added some free machine learning for all of us to use called intelligence alerts.
- These find blind spots you otherwise wouldn't consider!

<https://www.google.com/analytics>



Analytics Intelligence SEND FEEDBACK ×

What data are you looking for?

Try asking: How many users did we have last week? >

NEW SAVED READ

- Milestone:** You've reached an all-time high for monthly users
May 4, 2010 - Jul 31, 2017
- Opportunity:** to add some high-converting internal site search terms to AdWords keywords
Jul 1 - 31, 2017
- Website performance week-over-week**
Aug 21 - 27, 2017 vs. Aug 14 - 20, 2017
- Some of your top products are not included in your Adwords Shopping Campaigns**
Jul 1 - 31, 2017
- Some high performing organic landing pages are not backed by AdWords campaigns**
Jul 1 - 31, 2017
- Some paid-search landing pages perform poorly on ecommerce conversion rate**
Jul 1 - 31, 2017

avg. Session duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
00:04:29 Avg for View: 00:04:09 (8.08%)	2.34% Avg for View: 3.23% (-27.43%)	17,079 % of Total: 30.60% (55,810)	\$961,232.30 % of Total: 30.43% (\$3,158,417.50)
00:04:30	2.34%	16,923 (99.09%)	\$952,532.30 (99.09%)
00:03:49	0.11%	3 (0.02%)	\$203.00 (0.02%)
00:05:25	4.47%	50 (0.29%)	\$2,856.00 (0.30%)