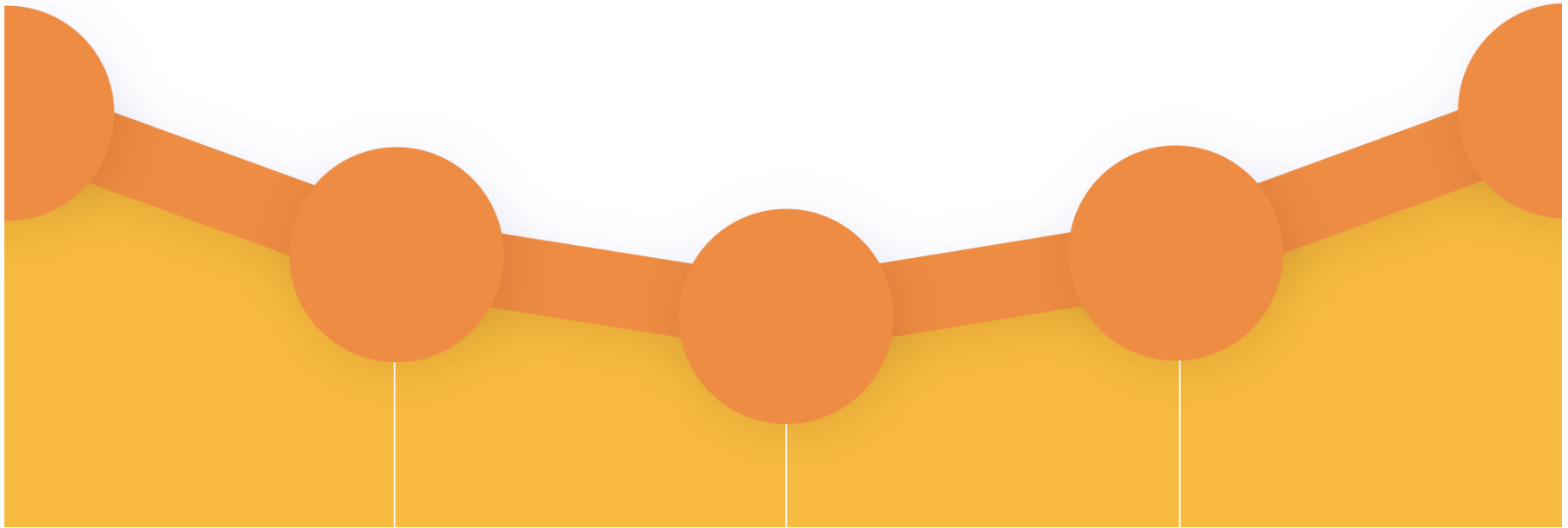
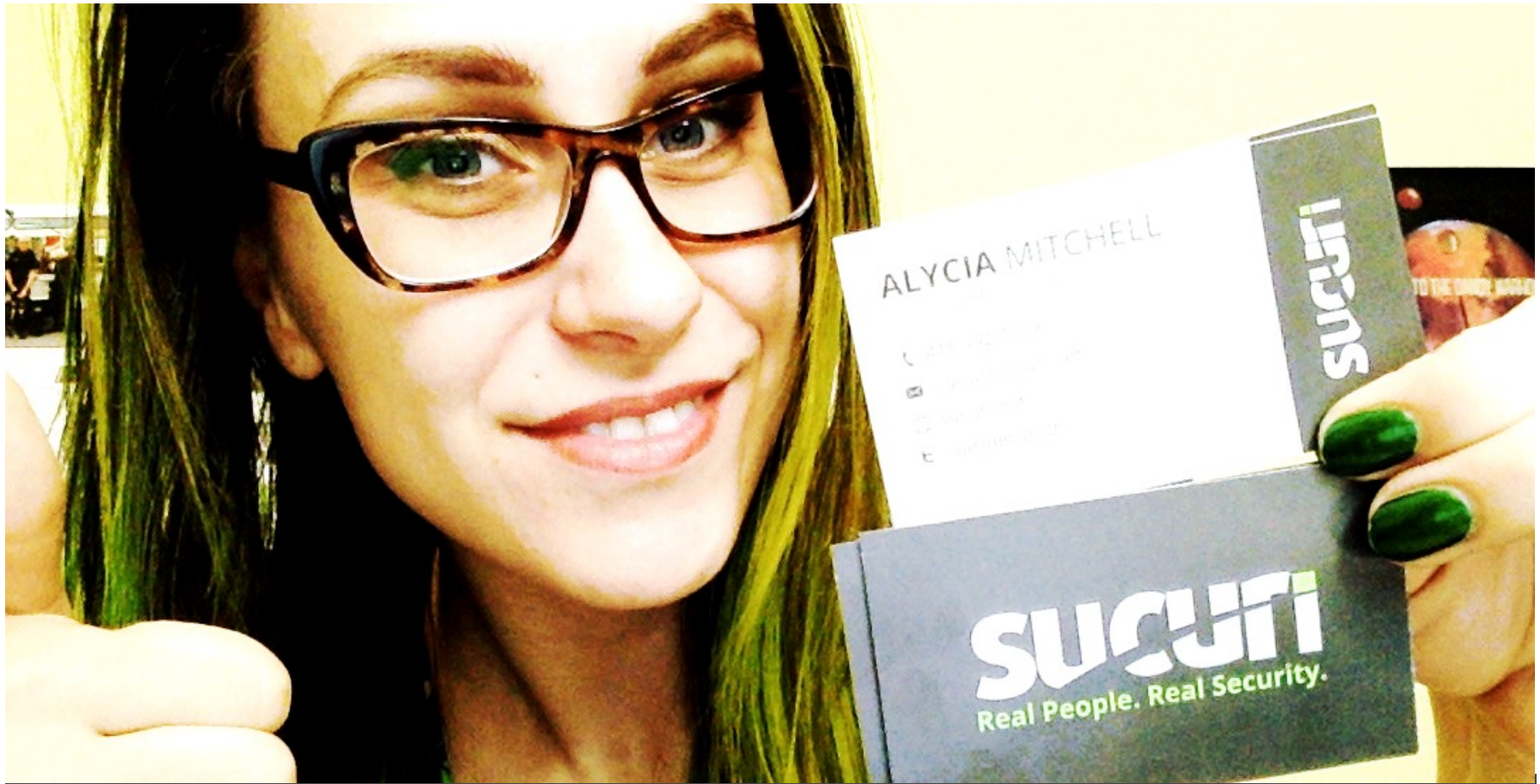




# GOOGLE ANALYTICS

For Objective SEO and Diagnostics





ALYCIA MITCHELL

DIGITAL MARKETING MANAGER AT SUCURI



# Objective

## Objective

- Judgment influenced by personal feelings or opinions in considering and representing facts.

## Subjective

- Judgment influenced by personal feelings, tastes, or opinions.



# What is SEO?

Search Engine Optimization (SEO) = Increasing Organic Ranking in Search Results

The screenshot shows a Google search for "cute shoes". The search bar contains "cute shoes" and the Google logo is on the left. Below the search bar are tabs for "Web", "Images", "Shopping", "Videos", "Books", "More", and "Search tools". The search results show "About 86,400,000 results (0.47 seconds)".

**Organic Results:**

- #1:** [Shop Cute Shoes at Zappos - Zappos.com](http://www.zappos.com/Cute-Shoes)  
Free Shipping and Free Returns on Cute Shoes at Zappos!  
Zappos.com has 226,793 followers on Google+  
Women's Shoes Sneakers Men's Shoes Most Popular Shoes
- #2:** [Unique & Cute Shoes | ModCloth](http://www.modcloth.com/shop/shoes)  
Shop the latest selection of cute shoes at ModCloth. Get free shipping & easy returns on heels, wedges, boots, flats, and sandals!  
Heels - Flats - Sandals - Wedges
- #3:** [Cute Dresses, Trendy Tops, Fashion Shoes & Juniors Clothing](https://www.lulus.com/)  
LuLu's Fashion Lounge  
LuLu's.com is the style destination for trendsetters worldwide! Fans covet the popular LuLu's label, emerging designer mix, and favorite go-to brands!  
Dresses - What's New - Shoes! - Maxi Dresses

**Images for cute shoes** (with "Report images" link)

**Ads**

**JustFab Shoe Sale**  
[www.justfab.com/](http://www.justfab.com/)  
4.4 ★★★★★ rating for justfab.com  
New Styles Of Shoes In Stock!  
Brand New Winter Shoes In Now.

**Shop Cute Shoes**  
[www.modcloth.com/CuteShoes](http://www.modcloth.com/CuteShoes)  
4.2 ★★★★★ rating for modcloth.com  
Find Wonderful Womens Shoes In  
Tons of Styles, Colors, & Patterns

**Nordstrom Rack Is Here**  
[www.nordstromrack.com/](http://www.nordstromrack.com/)  
4.0 ★★★★★ advertiser rating  
Designer Shoes at up to 70% Off  
New Arrivals Every Week. Shop Now!

**Shoes at T.J.Maxx®**  
[www.tjmaxx.tjx.com/Shoes](http://www.tjmaxx.tjx.com/Shoes)  
Shop & Save on Brand Name Shoes.  
Easy, In-Store Returns. Shop Now.  
San Carlos, CA  
(650) 508-8381  
[See your ad here »](#)



# What is SEO?

An Extremely Simplified Understanding

How do search engines decide where your page ranks?



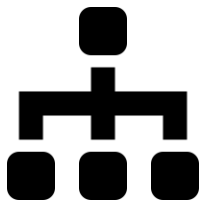
## Technical

- Making sure your page is visible to search engines.



## Keywords

- Used in your content to match search query.



## Links

- From other sources to your content to show authority.

# Objective SEO?

- It's pretty subjective actually.
  - Google or Bing, Yahoo, Yandex...?
  - Their exact algorithms are top secret.
- The algorithm changes.
  - Panda, Penguin
  - Mobilegeddon
  - Hummingbird
  - SOLOMO: Social, Local, Mobile

# Google SEO

➤ What does Google want at #1?

- The best relevant ads.
- The best relevant answers.

➤ “Quality content”

- What is it, though?
- Too subjective.

➤ How can Google identify bad results?

- Pogo-sticking
- 404 errors
- No social
- Time on result
- Skipped results

## DIAGNOSTICS

- Server errors pages
- Referrers
- Page load
- Mobile devices
- Screen resolutions
- Browsers





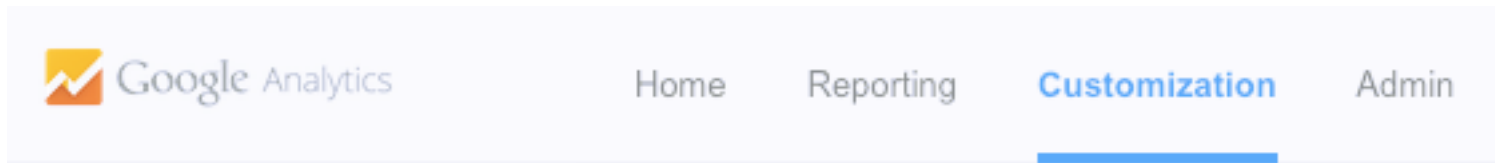


# Google Analytics Tricks

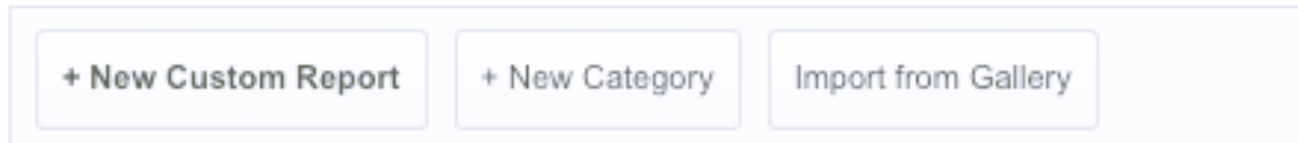
## For “Objective” SEO and Diagnostics



# Custom Reports



## Custom Reports



- **Metric Groups** - Numbers (Bounce, Transactions...)
- **Dimension Drill Downs** - Variables (URL, Referral path...)
- **Filters** - Include/Exclude Variables (Source, Keywords...)

# 404 Errors

## Metric Groups:

- Entrances

## Dimension Drilldowns:

- Landing Page
- Full Referrer

## Filters:

- Include Page Title >  
Regex = Not Found

## Create Custom Report

### General Information

Title

### Report Content

**Inbound** × [+ add report tab](#)

Name  [Duplicate this](#)

Type **Explorer** Flat Table Map Overlay

Metric Groups

**Entrances** ▾

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

**Landing Page** ▾

**Full Referrer** ▾











[+ add dimension](#)

**Filters** - optional

Include ▾

**Page Title** ▾

Regex ▾

Landing Page <span>?</span>	Entrances <span>?</span> <span>↓</span>
	<p><b>167</b></p> <p>% of Total: 0.10% (165,106)</p>
1. <a href="https://sucuri.net/wordpress-security-plugin-installation">sucuri.net/wordpress-security-plugin-installation</a> 	<b>24</b> (14.37%)
2. <a href="https://blog.sucuri.net/category/spam">blog.sucuri.net/category/spam</a> 	<b>23</b> (13.77%)
3. <a href="https://sucuri.net/introducing-server-side-scanning.html">sucuri.net/introducing-server-side-scanning.html</a> 	<b>14</b> (8.38%)
4. <a href="https://sucuri.net/clients/thestompbox">sucuri.net/clients/thestompbox</a> 	<b>6</b> (3.59%)
5. <a href="https://sucuri.net/.example.com/">sucuri.net/.example.com/</a> 	<b>5</b> (2.99%)
6. <a href="https://blog.sucuri.net/2015/06/10-tips-to-improve-your-website-security.html">blog.sucuri.net/2015/06/10-tips-to-improve-your-website-security.html</a> 	<b>4</b> (2.40%)
7. <a href="https://sucuri.net/safe-theme-headway-30">sucuri.net/safe-theme-headway-30</a> 	<b>4</b> (2.40%)
8. <a href="https://sucuri.net/services/managed-server-security-program-mssp">sucuri.net/services/managed-server-security-program-mssp</a> 	<b>4</b> (2.40%)
9. <a href="https://sucuri.net/website-firewall-signup">sucuri.net/website-firewall-signup</a> 	<b>4</b> (2.40%)
10. <a href="https://sucuri.net/wordpress-internal-path-warning">sucuri.net/wordpress-internal-path-warning</a> 	<b>4</b> (2.40%)

URLs that lead to a 404 “Not Found” page title - some could be a mistyped URL.

## Drill Down Level 2

Full Referrer <sup>?</sup>	Entrances <sup>?</sup> ↓
	<b>24</b> % of Total: 0.01% (160,357)
1. <a href="https://wordpress.org/plugins/sucuri-scanner/installation/">wordpress.org/plugins/sucuri-scanner/installation/</a>	<b>14</b> (58.33%)
2. (direct)	<b>4</b> (16.67%)
3. <a href="https://yoast.com/everyday-website-optimization/">yoast.com/everyday-website-optimization/</a>	<b>2</b> (8.33%)
4. <a href="https://aerophysx.com/wp-admin/plugin-install.php">aerophysx.com/wp-admin/plugin-install.php</a>	<b>1</b> (4.17%)
5. <a href="https://timberlakescc.com/wp-admin/plugin-install.php">timberlakescc.com/wp-admin/plugin-install.php</a>	<b>1</b> (4.17%)
6. <a href="https://webzoom.biz/wp-admin/admin.php">webzoom.biz/wp-admin/admin.php</a>	<b>1</b> (4.17%)
7. <a href="https://wiki-tech.com/zt/wp-admin/plugin-install.php">wiki-tech.com/zt/wp-admin/plugin-install.php</a>	<b>1</b> (4.17%)

Referring websites linking to missing pages on your website.

# Landing Pages

## Metric Groups:

- Sessions
- Bounce Rate
- Avg. Time on Page

## Dimension Drilldowns:

- Page
- Keyword

## Filters:

- Include Default Channel Grouping = Organic Search

## Create Custom Report

### General Information

Title

### Report Content

**Pages** x [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

[+ add metric](#)

[+ Add metric group](#)

Dimension Drilldowns

[+ add dimension](#)

**Filters** - optional

Landing Page ?	Sessions ? ↓	Bounce Rate ?	Avg. Session Duration ?
	<b>442,537</b> % of Total: 46.39% (953,858)	<b>57.92%</b> Avg for View: 60.96% (-4.98%)	<b>00:09:22</b> Avg for View: 00:09:22 (0.06%)
1. <a href="http://sitecheck.sucuri.net/">sitecheck.sucuri.net/</a>	<b>118,562</b> (26.79%)	13.51%	00:12:11
2. <a href="http://sucuri.net/">sucuri.net/</a>	<b>49,676</b> (11.23%)	52.48%	00:18:06
3. <a href="http://blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html">blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html</a>	<b>7,660</b> (1.73%)	83.22%	00:05:10
4. <a href="http://blog.sucuri.net/2014/12/revslider-vulnerability-leads-to-massive-wordpress-soaksoak-compromise.html">blog.sucuri.net/2014/12/revslider-vulnerability-leads-to-massive-wordpress-soaksoak-compromise.html</a>	<b>7,563</b> (1.71%)	71.49%	00:06:50
5. <a href="http://blog.sucuri.net/2014/09/slider-revolution-plugin-critical-vulnerability-being-exploited.html">blog.sucuri.net/2014/09/slider-revolution-plugin-critical-vulnerability-being-exploited.html</a>	<b>6,138</b> (1.39%)	77.19%	00:06:54
6. <a href="http://blog.sucuri.net/2013/07/ssh-brute-force-the-10-year-old-attack-that-still-persists.html">blog.sucuri.net/2013/07/ssh-brute-force-the-10-year-old-attack-that-still-persists.html</a>	<b>5,986</b> (1.35%)	90.08%	00:02:48
7. <a href="http://blog.sucuri.net/2014/09/quick-analysis-of-a-ddos-attack-using-ssdp.html">blog.sucuri.net/2014/09/quick-analysis-of-a-ddos-attack-using-ssdp.html</a>	<b>4,943</b> (1.12%)	87.32%	00:04:23
8. <a href="http://blog.sucuri.net/">blog.sucuri.net/</a>	<b>4,359</b> (0.99%)	54.60%	00:18:33
9. <a href="http://sucuri.net/website-security/google-blacklisted-my-website">sucuri.net/website-security/google-blacklisted-my-website</a>	<b>3,939</b> (0.89%)	65.17%	00:05:59
10. <a href="http://blog.sucuri.net/2015/02/malware-cleanup-to-arbitrary-file-upload-in-gravity-forms.html">blog.sucuri.net/2015/02/malware-cleanup-to-arbitrary-file-upload-in-gravity-forms.html</a>	<b>3,852</b> (0.87%)	75.36%	00:10:09

Landing pages with high bounce and low session duration are not satisfying searchers.

## Drill Down Level 2

Keyword ?	Sessions ? ↓	Bounce Rate ?	Avg. Time on Page ?
	<b>7,846</b> % of Total: 0.83% (949,939)	<b>83.86%</b> Avg for View: 60.73% (38.08%)	<b>00:20:06</b> Avg for View: 00:08:43 (130.63%)
1. (not provided)	<b>7,681</b> (97.90%)	83.73%	00:20:19
2. <a href="https://blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html">https://blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html</a>	<b>19</b> (0.24%)	100.00%	00:00:00
3. xmlrpc.php	<b>19</b> (0.24%)	78.95%	00:00:43
4. wordpress xmlrpc	<b>15</b> (0.19%)	100.00%	00:00:00
5. /xmlrpc.php	<b>4</b> (0.05%)	100.00%	00:00:00
6. 2014 wordpress bruteforce php script	<b>4</b> (0.05%)	100.00%	00:00:00
7. 404 with /xmlrpc.php	<b>4</b> (0.05%)	100.00%	00:00:00
8. bruter force attack blog	<b>4</b> (0.05%)	100.00%	00:00:00
9. cms brute force	<b>4</b> (0.05%)	100.00%	00:00:00
10. how to get google no to index xmlrpc	<b>4</b> (0.05%)	100.00%	00:00:00

Keywords used to access the landing pages... mostly (not provided)... but hey, real data!



# Mobile Landing Pages

## Metric Groups:

- Sessions
- Bounce Rate
- Avg. Time on Page

## Dimension Drilldowns:

- Landing Page
- Source
- User Type

## Filters:

- Include Mobile Input Selector = touchscreen

### Create Custom Report

#### General Information

Title

#### Report Content

**Pages**  **Devices**  [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

#### Metric Groups

Metric Group

Sessions

Bounce Rate

Time on Page

[+ add metric](#)

[+ Add metric group](#)

#### Dimension Drilldowns

Landing Page

Source

User Type

[+ add dimension](#)

#### Filters - optional

Include

Mobile Input Selector

Exact

touchscreen

Landing Page ?	Sessions ? ↓	Bounce Rate ?	Avg. Time on Page ?
	<b>94,931</b> % of Total: 10.11% (938,757)	<b>75.19%</b> Avg for View: 60.98% (23.29%)	<b>00:08:28</b> Avg for View: 00:08:43 (-2.88%)
1. <a href="http://sitecheck.sucuri.net/">sitecheck.sucuri.net/</a>	<b>11,770</b> (12.40%)	27.85%	00:03:15
2. <a href="http://sucuri.net/website-firewall/">sucuri.net/website-firewall/</a>	<b>11,247</b> (11.85%)	82.22%	00:07:28
3. <a href="http://sucuri.net/">sucuri.net/</a>	<b>7,843</b> (8.26%)	68.26%	00:10:06
4. <a href="http://blog.sucuri.net/2015/06/security-advisory-object-injection-vulnerability-in-woocommerce.html">blog.sucuri.net/2015/06/security-advisory-object-injection-vulnerability-in-woocommerce.html</a>	<b>1,916</b> (2.02%)	85.86%	00:30:08
5. <a href="http://blog.sucuri.net/2014/07/website-malware-mobile-redirect-to-badoink-porn-app.html">blog.sucuri.net/2014/07/website-malware-mobile-redirect-to-badoink-porn-app.html</a>	<b>1,649</b> (1.74%)	87.02%	00:02:53
6. <a href="http://blog.sucuri.net/2014/05/website-infections-malicious-redirect-to-porn-website-target-wordpress-and-joomla-users.html">blog.sucuri.net/2014/05/website-infections-malicious-redirect-to-porn-website-target-wordpress-and-joomla-users.html</a>	<b>1,511</b> (1.59%)	91.20%	00:05:43
7. <a href="http://kb.sucuri.net/definitions/attacks/brute-force/password-guessing">kb.sucuri.net/definitions/attacks/brute-force/password-guessing</a>	<b>1,504</b> (1.58%)	81.72%	00:22:51
8. <a href="http://blog.sucuri.net/">blog.sucuri.net/</a>	<b>1,473</b> (1.55%)	63.20%	00:08:57
9. <a href="http://blog.sucuri.net/2015/06/10-tips-to-improve-your-website-security.html">blog.sucuri.net/2015/06/10-tips-to-improve-your-website-security.html</a>	<b>1,412</b> (1.49%)	80.24%	00:31:10
10. <a href="http://blog.sucuri.net/2015/06/magento-platform-targeted-by-credit-card-scrapers.html">blog.sucuri.net/2015/06/magento-platform-targeted-by-credit-card-scrapers.html</a>	<b>1,069</b> (1.13%)	87.84%	00:25:55

Which pages are mobile users bouncing from? Do they look okay on your phone?

# Mobile Devices

## Metric Groups:

- Sessions
- Bounce Rate
- Avg. Time on Page

## Dimension Drilldowns:

- Operating System
- Mobile Device Info
- Landing Page

## Filters:

- Include Mobile Input Selector = touchscreen

### Create Custom Report

#### General Information

Title

#### Report Content

Pages **Devices** x [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

#### Metric Groups

Metric Group

[+ add metric](#)

[+ Add metric group](#)

#### Dimension Drilldowns

[+ add dimension](#)

#### Filters - optional

Include

Exact

Operating System ?	Sessions ? ↓	Bounce Rate ?	Avg. Time on Page ?
	<b>94,295</b> <small>% of Total: 10.04% (938,770)</small>	<b>75.13%</b> <small>Avg for View: 60.98% (23.20%)</small>	<b>00:08:27</b> <small>Avg for View: 00:08:43 (-3.08%)</small>
1. <a href="#">Android</a>	<b>49,481</b> (52.47%)	76.25%	00:07:47
2. <a href="#">iOS</a>	<b>40,771</b> (43.24%)	73.05%	00:09:21
3. <a href="#">(not set)</a>	<b>1,473</b> (1.56%)	83.44%	00:05:42
4. <a href="#">Windows Phone</a>	<b>985</b> (1.04%)	83.65%	00:03:04
5. <a href="#">BlackBerry</a>	<b>779</b> (0.83%)	81.39%	00:07:11
6. <a href="#">Windows</a>	<b>317</b> (0.34%)	66.25%	00:04:51
7. <a href="#">SymbianOS</a>	<b>191</b> (0.20%)	90.05%	00:00:58
8. <a href="#">Nokia</a>	<b>141</b> (0.15%)	89.36%	00:07:06
9. <a href="#">Samsung</a>	<b>107</b> (0.11%)	85.98%	00:13:19
10. <a href="#">Firefox OS</a>	<b>31</b> (0.03%)	87.10%	01:02:32

Specific mobile operating system and device behavior metrics.

# Search Console (Webmaster Tools)

## ➤ Sign in to Search Console

➤ [https://  
www.google.com/  
webmasters](https://www.google.com/webmasters)

## ➤ Add a Property

➤ http:// or https://

➤ www or bare domain

## ➤ Verify ownership.

➤ Use Google Analytics as an Alternate method.

Google Webmasters

**You want to be found on the web. We want to help.**

Get data, tools and diagnostics for a healthy, Google-friendly site.

Sign In to Search Console

ADD A PROPERTY

Google

Search Console

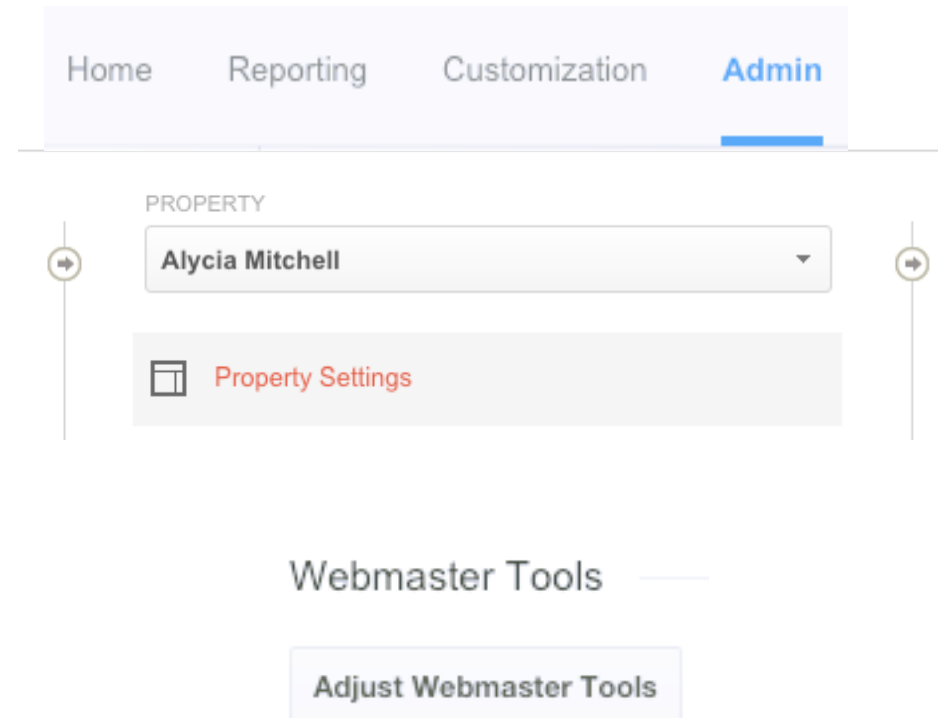
Verify your ownership of <http://alyciamitchell.com/>. [Learn more.](#)

Recommended method

Alternate methods

# Search Console (Webmaster Tools)

- Back in Google Analytics
  - Admin.
- Select Your Property
  - Property Settings
- Scroll to the Bottom
  - Adjust Webmaster Tools
- Follow prompts to add your verified site.



Keyword ?	Sessions ? ↓	Users ?
	164,655 % of Total: 100.00% (164,655)	142,959 % of Total: 100.00% (142,959)
1. (not set)	88,312 (53.63%)	72,173 (52.85%)
2. (not provided)	68,999 (41.91%)	57,827 (42.35%)
3. <a href="#">sucuri</a>	106 (0.06%)	92 (0.07%)
4. <a href="#">wpcli</a>	81 (0.05%)	56 (0.04%)

## The Rare Objective Keyword

**Not set** = Not from organic traffic - referrals and direct links.

**Not provided** = Protected by encryption - browsers default to HTTPS:// protocol.

# Provided Keywords

## Metric Groups:

- Sessions
- Bounce Rate
- Transactions...

## Dimension Drilldowns:

- Keyword
- Landing Page

## Filters:

- Exclude Keyword = (not set)
- Exclude Keyword = (not provided)

## Create Custom Report

### General Information

Title

### Report Content

Keywords × [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

#### Metric Groups

[+ add metric](#)

[+ Add metric group](#)

#### Dimension Drilldowns

[+ add dimension](#)

### Filters - optional

Exclude  Exact

and

Exclude  Exact



## Objective SEO Keywords!

Keyword ?	Sessions ? ↓	Users ?	Bounce Rate ?	Pageviews ?
	<b>1,987</b> % of Total: 0.43% (456,810)	<b>24,025</b> % of Total: 7.27% (330,509)	<b>18.07%</b> Avg for View: 46.33% (-61.01%)	<b>9,088</b> % of Total: 0.81% (1,118,755)
1. <a href="#">sucuri</a>	<b>253</b> (12.73%)	207 (12.61%)	18.18%	736 (8.10%)
2. <a href="https://sitecheck.sucuri.net/">https://sitecheck.sucuri.net/</a>	<b>192</b> (9.66%)	153 (9.32%)	23.96%	644 (7.09%)
3. <a href="#">sucuri sitecheck</a>	<b>189</b> (9.51%)	108 (6.58%)	10.05%	2,225 (24.48%)
4. <a href="#">website checker</a>	<b>131</b> (6.59%)	119 (7.25%)	20.61%	345 (3.80%)
5. <a href="#">securi</a>	<b>123</b> (6.19%)	104 (6.33%)	12.20%	326 (3.59%)
6. <a href="http://sitecheck.sucuri.net/scanner/">http://sitecheck.sucuri.net/scanner/</a>	<b>104</b> (5.23%)	96 (5.85%)	18.27%	253 (2.78%)
7. <a href="https://sitecheck.sucuri.net">https://sitecheck.sucuri.net</a>	<b>88</b> (4.43%)	69 (4.20%)	13.64%	1,131 (12.44%)
8. <a href="#">sucuri site check</a>	<b>73</b> (3.67%)	50 (3.05%)	16.44%	257 (2.83%)
9. <a href="http://sitecheck.sucuri.net/">http://sitecheck.sucuri.net/</a>	<b>69</b> (3.47%)	61 (3.71%)	39.13%	165 (1.82%)
10. <a href="#">sucuri scan</a>	<b>69</b> (3.47%)	58 (3.53%)	17.39%	203 (2.23%)
11. <a href="#">site check</a>	<b>54</b> (2.72%)	34 (2.07%)	7.41%	322 (3.54%)
12. <a href="#">site checker</a>	<b>50</b> (2.52%)	42 (2.56%)	24.00%	134 (1.47%)
13. <a href="#">scan website for malware</a>	<b>46</b> (2.32%)	46 (2.80%)	17.39%	169 (1.86%)
14. <a href="#">website check</a>	<b>46</b> (2.32%)	46 (2.80%)	26.09%	100 (1.10%)
15. <a href="#">website scanner</a>	<b>46</b> (2.32%)	42 (2.56%)	26.09%	165 (1.82%)

# Speed

## Metric Groups:

- Sessions
- Avg. Server Response Time
- Avg. Page Load Time

## Dimension Drilldowns:

- Landing Page
- Country
- User Type

## Filters:

- Include Default Channel Grouping = Organic Search

## Edit Custom Report

### General Information

Title

### Report Content

**Organic Page Load** x [+ add report tab](#)

Name  [Duplicate](#)

Type **Explorer** Flat Table Map Overlay

#### Metric Groups











[+ add metric](#)

[+ Add metric group](#)

#### Dimension Drilldowns

[+ add dimension](#)

### Filters - optional

Landing Page <sup>?</sup>	Sessions <sup>?</sup> ↓	Avg. Server Response Time (sec) <sup>?</sup>	Avg. Page Load Time (sec) <sup>?</sup>
	<b>187,594</b> % of Total: 47.80% (392,447)	<b>6.44</b> Avg for View: 6.23 (3.42%)	<b>11.02</b> Avg for View: 11.56 (-4.67%)
1. <a href="#">sitecheck.sucuri.net/</a> 	<b>50,125</b> (26.72%)	10.01	13.43
2. <a href="#">sucuri.net/</a> 	<b>20,826</b> (11.10%)	6.01	8.70
3. <a href="#">blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html</a> 	<b>3,152</b> (1.68%)	0.23	3.50
4. <a href="#">blog.sucuri.net/2014/12/revslider-vulnerability-leads-to-massive-wordpress-oaksoak-compromise.html</a> 	<b>2,680</b> (1.43%)	0.31	5.84
5. <a href="#">blog.sucuri.net/2013/07/ssh-brute-force-the-10-year-old-attack-that-still-persists.html</a> 	<b>2,599</b> (1.39%)	0.81	8.34
6. <a href="#">blog.sucuri.net/2014/09/slider-revolution-plugin-critical-vulnerability-being-exploited.html</a> 	<b>2,473</b> (1.32%)	1.85	6.49
7. <a href="#">blog.sucuri.net/2014/09/quick-analysis-of-a-ddos-attack-using-ssdp.html</a> 	<b>1,798</b> (0.96%)	0.35	13.77
8. <a href="#">blog.sucuri.net/</a> 	<b>1,745</b> (0.93%)	0.06	1.20
9. <a href="#">sucuri.net/website-security/google-blacklisted-my-website</a> 	<b>1,681</b> (0.90%)	3.21	9.47
10. <a href="#">blog.sucuri.net/2015/04/security-advisory-xss-vulnerability-affecting-multiple-wordpress-plugins.html</a> 	<b>1,469</b> (0.78%)	0.23	10.75

Top landing pages and their response and load times.

How fast is your site? You can test here the performance of any of your sites from across the globe.

eg. <http://example.com>

TEST LOAD-TIME

Do not show the results on the boards

This test measures how long it takes to connect to your site and for one page to fully load. A very important value to pay attention is the **"time to first byte"**, which gives us how long it took for the content to be sent back to browser to start processing the page. If you are using a CDN (*Content Delivery Network*), your connection time may be low, but if the time to first byte and total time is also not low, it will not give you much in terms of performance.

# Free Website Performance Testing Tool

[performance.sucuri.net](http://performance.sucuri.net)

# Hostnames

## Metric Groups:

- Sessions
- Users
- Bounce Rate

## Dimension Drilldowns:

- Hostname
- Country

## Filters:

- *none*

## Create Custom Report

### General Information

Title

### Report Content

Hostname ×

[+ add report tab](#)

Name

Type  Explorer  Flat Table  Map Overlay

### Metric Groups

Metric Group

Sessions

Users

Bounce Rate

[+ add metric](#)

[+ Add metric group](#)

### Dimension Drilldowns

Hostname

Country

[+ add dimension](#)

Hostname ?	Sessions ?	Users ?	Bounce Rate ?
	<b>1,081,701</b> % of Total: 100.00% (1,081,724)	<b>790,559</b> % of Total: 100.00% (790,559)	<b>61.24%</b> Avg for View: 61.25% (-0.01%)
1. <a href="#">sitecheck.sucuri.net</a>	<b>493,426</b> (45.62%)	391,652 (43.91%)	47.71%
2. <a href="#">blog.sucuri.net</a>	<b>276,052</b> (25.52%)	224,653 (25.19%)	78.77%
3. <a href="#">sucuri.net</a>	<b>252,845</b> (23.37%)	219,024 (24.55%)	67.00%
4. <a href="#">kb.sucuri.net</a>	<b>32,167</b> (2.97%)	31,083 (3.48%)	61.91%
5. <a href="#">performance.sucuri.net</a>	<b>8,982</b> (0.83%)	7,630 (0.86%)	83.68%
6. <a href="#">blog.unmaskparasites.com</a>	<b>7,626</b> (0.71%)	7,244 (0.81%)	87.35%
7. <a href="#">sucuri.recurly.com</a>	<b>5,546</b> (0.51%)	4,528 (0.51%)	41.78%
8. <a href="#">login.sucuri.net</a>	<b>1,286</b> (0.12%)	2,698 (0.30%)	48.13%
9. <a href="#">4webmasters.org</a>	<b>1,106</b> (0.10%)	1,053 (0.12%)	98.82%
10. <a href="#">translate.googleusercontent.com</a>	<b>1,101</b> (0.10%)	1,053 (0.12%)	79.75%



# Filter Ghost Referrals

Using Your UA Code? Not Cool.

## Remove Ghost Referrers:

1. Admin
2. Choose a View (**test** first).
3. Add New Filter

The screenshot shows the Admin menu in a web analytics tool. The menu is located in the top right corner of the interface, with the 'Admin' tab highlighted in blue. Below the menu items, there is a 'VIEW' dropdown menu currently set to 'Testing Playground'. The menu items are: View Settings, User Management, Goals, Content Grouping, and Filters. The 'Filters' item is highlighted in a light gray box. At the bottom right of the menu, there is a red button with the text '+ NEW FILTER'.

(Continued...)

4. Create new Filter
5. Filter Type: Custom > Include
6. Filter Field: Hostname
7. Filter Pattern:

`^www.sucuri.net$|^sucuri.net$`

## Add Filter to View

Choose method to apply filter to view

- Create new Filter
- Apply existing Filter

Filter Information

### Filter Name

Valid Hostnames

### Filter Type

Predefined Custom

- Exclude
- Include

### Filter Field

Hostname

### Filter Pattern

`^www.sucuri.net$|^sucuri.net$|^blog.sucuri.net$`





# Segment Out Ghost Referrals

Pretend They Were Never Here

## Fixing Past Data:

1. Reporting
2. Add Segment
3. New Segment

The screenshot shows a dashboard with a navigation bar containing 'Home', 'Reporting' (highlighted with a blue underline), 'Customization', and 'Admin'. Below the navigation bar is a 'Landing Pages' section with a toolbar containing 'Email', 'Export', 'Add to Dashboard', and 'Shortcut'. A card for 'All Sessions' (100.00%) is visible, and a '+ Add Segment' button is highlighted with a green border. Below the dashboard, a large orange button with the text '+ NEW SEGMENT' is shown.

(Continued...)

Valid Hostnames Save Cancel Preview

Demographics  
Technology  
Behavior  
Date of First Session  
Traffic Sources  
Enhanced Ecommerce  
**Advanced**  
Conditions 1  
Sequences

### Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

**Filter** Sessions ▾ Include ▾

Hostname ▾ contains ▾ sucuri.net – OR AND

Hostname ▾ contains ▾ blog.sucuri.net – OR AND

+ Add Filter

Advanced Conditions > Sessions > Include = Hostname > Contains = domain.com



# Organic Search Segment

Insights into Visits From Search Engine Results

Organic Traffic Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

### Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

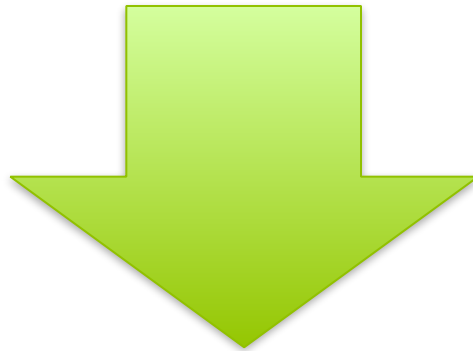
Filter Sessions Include

Default Channel Grouping contains Organic Search – OR AND

+ Add Filter

**Advanced Conditions > Sessions > Include = Default Channel Grouping = Organic Search**

You can download **Custom Reports, Segments, and Dashboards.**



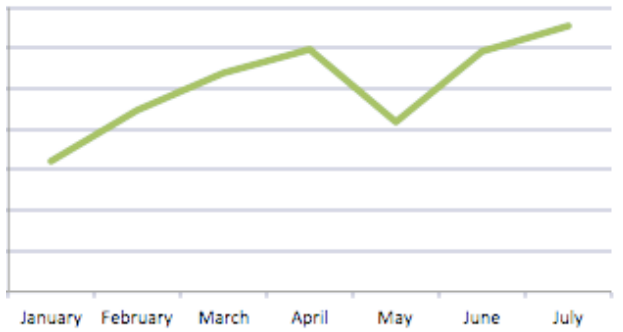
Now you know how to use them!



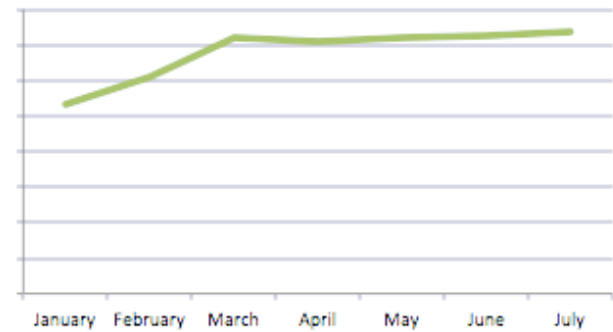
# Track Everything

Week over Week and Month over Month

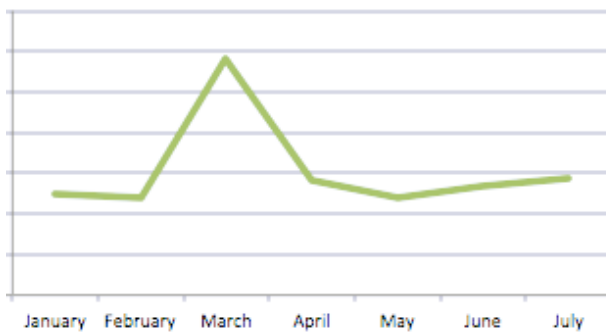
**Time on Page**



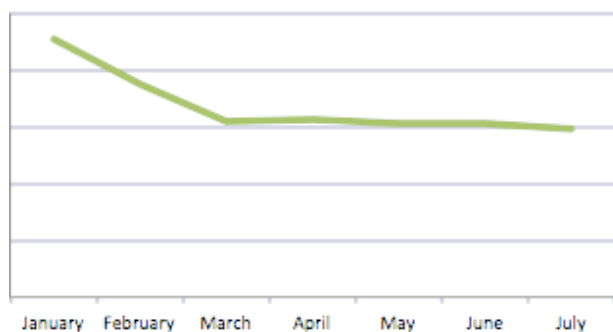
**Bounce**



**% New**



**Pages/Session**





Alycia Mitchell  
[@artdecotech](https://twitter.com/artdecotech)

[blog.sucuri.net](http://blog.sucuri.net)  
[@sucuri\\_security](https://twitter.com/sucuri_security)

Thank You!