# GOOGLE ANALYTICS

For Objective SEO and Diagnostics

sucuri

**Real People. Real Security.**
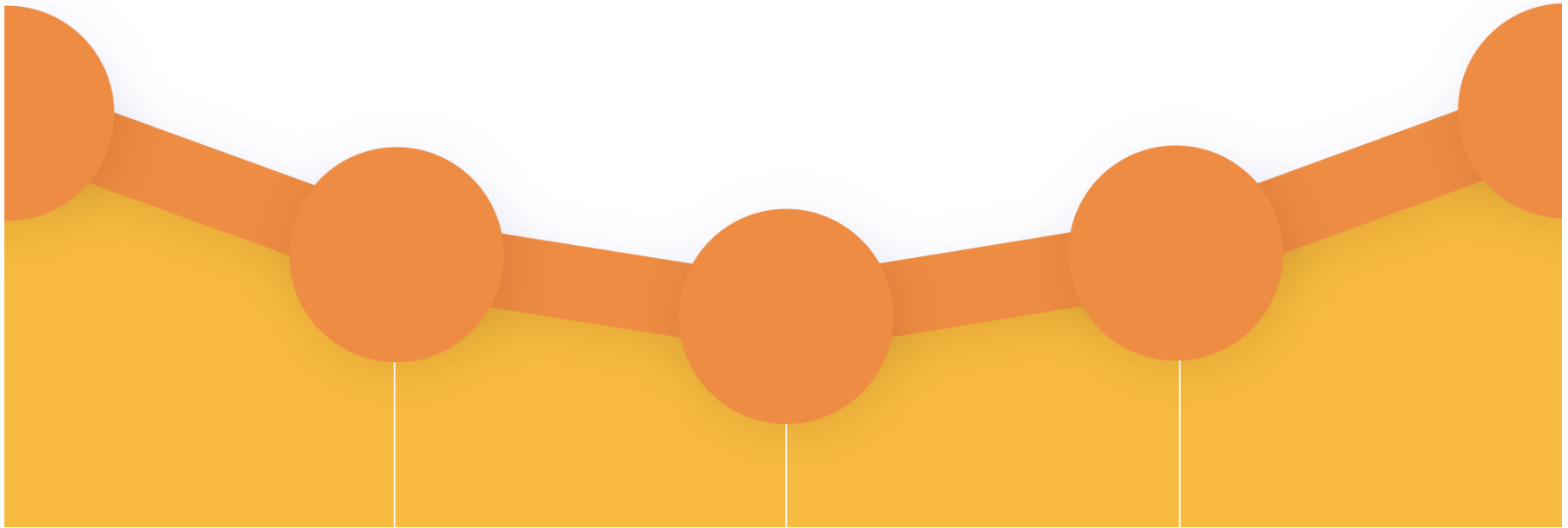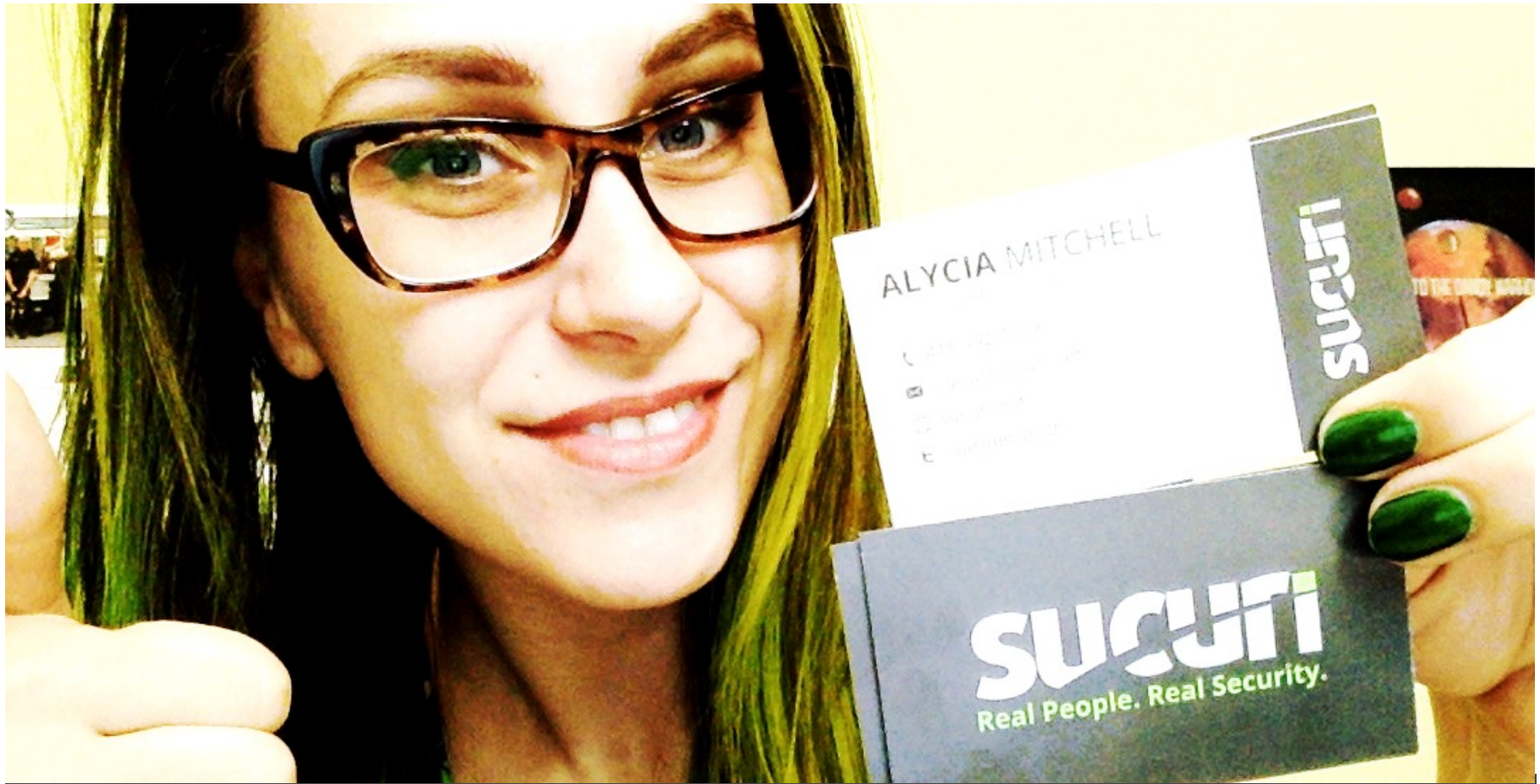
# ALYCIA MITCHELL

DIGITAL MARKETING MANAGER AT SUCURI

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# 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



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# 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.
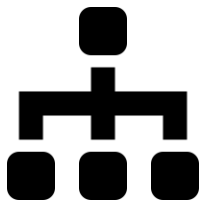
## Links
- From other sources to your content to show authority.

# 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



WHAT IF I TOLD YOU THAT PAGE DOESN'T EXIST

# Google Analytics Tricks

## For "Objective" SEO and Diagnostics

# Custom Reports

**Google** Analytics     Home     Reporting     **Customization**     Admin

## Custom Reports

| + New Custom Report | + New Category | Import from Gallery |
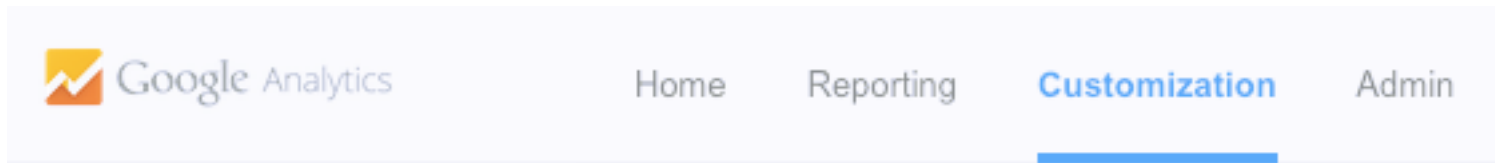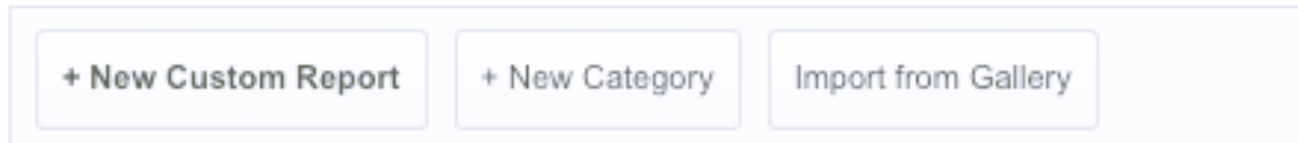
- **Metric Groups** – Numbers (Bounce, Transactions...)
- **Dimension Drill Downs** – Variables (URL, Referral path...)
- **Filters** – Include/Exclude Variables (Source, Keywords...)

# 404 Errors

**Metric Groups:**

- Entrances

**Dimension Drilldowns:**

- Landing Page
- Full Referrer

**Filters:**

- Include Page Title > RegEx = Not Found

**Create Custom Report**

**General Information**

Title | Diagnostics: 404 Report

**Report Content**

Inbound ✕    + add report tab

Name | Inbound                                                  Duplicate this

Type | Explorer | Flat Table | Map Overlay

Metric Groups

Metric Group

⠿ Entrances ▾          + add metric

+ Add metric group

Dimension Drilldowns

⠿ Landing Page ▾

⠿ Full Referrer ▾

+ add dimension

**Filters** - optional

Include ▾ | Page Title ▾ | Regex ▾ | Not Found

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

URLs that lead to a 404 "Not Found" page title – some could be a mistyped URL.

## Drill Down Level 2

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

Referring websites linking to missing pages on your website.

# Landing Pages



**Create Custom Report**

**General Information**

Title: Landing Page SEO

**Report Content**

Pages ×    + add report tab

Name: Pages

Type: Explorer | Flat Table | Map Overlay

Metric Groups:

Metric Group

Sessions ▼    Bounce Rate ▼

Avg. Time on Page ▼    + add metric

+ Add metric group

Dimension Drilldowns:

Landing Page ▼

Keyword ▼

+ add dimension

Filters - optional

Include ▼   Default Channel Grou... ▼   Exact ▼   Organic Search

**Metric Groups:**

- Sessions
- Bounce Rate
- Avg. Time on Page

**Dimension Drilldowns:**

- Page
- Keyword

**Filters:**

- Include Default Channel Grouping = Organic Search

| Landing Page | Sessions ↓ | Bounce Rate | Avg. Session Duration |
|---|---|---|---|
| | 442,537<br>% of Total: 46.39%<br>(953,858) | 57.92%<br>Avg for View: 60.96%<br>(-4.98%) | 00:09:22<br>Avg for View: 00:09:22<br>(0.06%) |
| 1. sitecheck.sucuri.net/ | 118,562 (26.79%) | 13.51% | 00:12:11 |
| 2. sucuri.net/ | 49,676 (11.23%) | 52.48% | 00:18:06 |
| 3. blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html | 7,660 (1.73%) | 83.22% | 00:05:10 |
| 4. blog.sucuri.net/2014/12/revslider-vulnerability-leads-to-massive-word press-soaksoak-compromise.html | 7,563 (1.71%) | 71.49% | 00:06:50 |
| 5. blog.sucuri.net/2014/09/slider-revolution-plugin-critical-vulnerability-b eing-exploited.html | 6,138 (1.39%) | 77.19% | 00:06:54 |
| 6. blog.sucuri.net/2013/07/ssh-brute-force-the-10-year-old-attack-that-sti ll-persists.html | 5,986 (1.35%) | 90.08% | 00:02:48 |
| 7. blog.sucuri.net/2014/09/quick-analysis-of-a-ddos-attack-using-ssdp.ht ml | 4,943 (1.12%) | 87.32% | 00:04:23 |
| 8. blog.sucuri.net/ | 4,359 (0.99%) | 54.60% | 00:18:33 |
| 9. sucuri.net/website-security/google-blacklisted-my-website | 3,939 (0.89%) | 65.17% | 00:05:59 |
| 10. blog.sucuri.net/2015/02/malware-cleanup-to-arbitrary-file-upload-in-gr avity-forms.html | 3,852 (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 |
|---|---|---|---|
| | 7,846 <br> % of Total: 0.83% <br> (949,939) | 83.86% <br> Avg for View: 60.73% <br> (38.08%) | 00:20:06 <br> Avg for View: 00:08:43 <br> (130.63%) |
| 1. (not provided) | 7,681 (97.90%) | 83.73% | 00:20:19 |
| 2. https://blog.sucuri.net/2014/07/new-brute-force-attacks-exploiting-xmlrpc-in-wordpress.html | 19 (0.24%) | 100.00% | 00:00:00 |
| 3. xmlrpc.php | 19 (0.24%) | 78.95% | 00:00:43 |
| 4. wordpress xmlrpc | 15 (0.19%) | 100.00% | 00:00:00 |
| 5. /xmlrpc.php | 4 (0.05%) | 100.00% | 00:00:00 |
| 6. 2014 wordpress bruteforce php script | 4 (0.05%) | 100.00% | 00:00:00 |
| 7. 404 with /xmlrpc.php | 4 (0.05%) | 100.00% | 00:00:00 |
| 8. bruter force attack blog | 4 (0.05%) | 100.00% | 00:00:00 |
| 9. cms brute force | 4 (0.05%) | 100.00% | 00:00:00 |
| 10. how to get google no to index xmlrpc | 4 (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: Mobile Performance

**Report Content**

Pages ✕  Devices  + add report tab

Name: Pages

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

**Report Content**

Pages | Devices ✕ | + add report tab

Name: Devices

Type: Explorer | Flat Table | Map Overlay

Metric Groups

Metric Group

Sessions ▾ | Bounce Rate ▾ | Avg. Session Duration ▾
+ add metric

+ Add metric group

Dimension Drilldowns

Operating System ▾
Mobile Device Info ▾
Landing Page ▾
+ add dimension

**Filters** - optional

Include ▾ | Mobile Input Selector ▾ | Exact ▾ | touchscreen

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

- ↗ Verify ownership.
  - ↗ Use Google Analytics as an Alternate method.

# 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.

| Home | Reporting | Customization | **Admin** |

PROPERTY

Alycia Mitchell

Property Settings

Webmaster Tools

Adjust Webmaster Tools
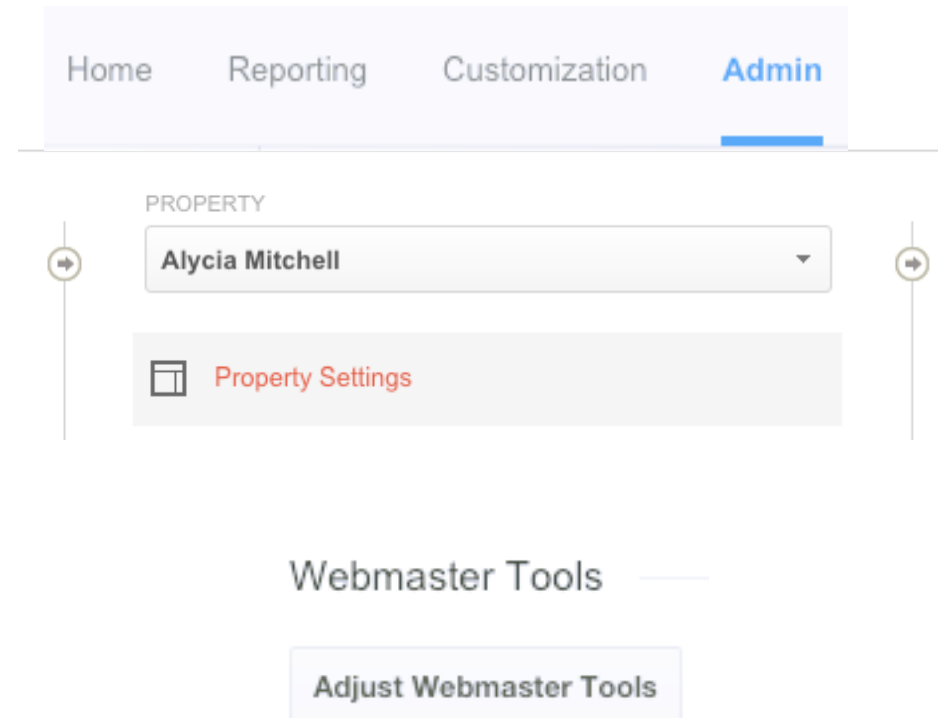
| Keyword | Sessions ↓ | Users |
|---|---|---|
| | 164,655<br>% of Total:<br>100.00%<br>(164,655) | 142,959<br>% of Total:<br>100.00%<br>(142,959) |
| 1. (not set) | 88,312 (53.63%) | 72,173 (52.85%) |
| 2. (not provided) | 68,999 (41.91%) | 57,827 (42.35%) |
| 3. sucuri | 106 (0.06%) | 92 (0.07%) |
| 4. wpcli | 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 | Provided Search Terms

**Report Content**

Keywords ✕   + add report tab

Name | Keywords

Type | Explorer | Flat Table | Map Overlay

Metric Groups

Metric Group

| Sessions ▾ | Users ▾ | Bounce Rate ▾ |
| Pageviews ▾ | Transactions ▾ | Average Order Value ▾ |
| + add metric | | |

+ Add metric group

Dimension Drilldowns

Keyword ▾

Landing Page ▾

+ add dimension

**Filters** - optional

Exclude ▾ | Keyword ▾ | Exact ▾ | (not set)

and

Exclude ▾ | Keyword ▾ | Exact ▾ | (not provided)

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# Objective SEO Keywords!

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

**Report Content**

Organic Page Load ✕    + add report tab

Name: Organic Page Load                                                Duplicate

Type: Explorer | Flat Table | Map Overlay

Metric Groups

Metric Group

Sessions ▼    Avg. Server Response... ▼    Avg. Page Load Time (... ▼

+ add metric

+ Add metric group

Dimension Drilldowns

Landing Page ▼

Country ▼

User Type ▼

+ add dimension

**Filters** - optional

Include ▼    Default Channel Grou... ▼    Exact ▼    Organic Search

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

Top landing pages and their response and load times.

Free Website Performance Testing Tool

performance.sucuri.net

# Hostnames

**Metric Groups:**

- Sessions
- Users
- Bounce Rate

**Dimension Drilldowns:**

- Hostname
- Country

**Filters:**

- *none*

## Create Custom Report

### General Information

Title: Diagnostics: Hostnames

### Report Content

Hostname ✕    + add report tab

Name: Hostname

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

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# Filter Ghost Referrals

Using Your UA Code? Not Cool.

**Remove Ghost Referrers:**

1. Admin

2. Choose a View (test first).

3. Add 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.ne

# Segment Out Ghost Referrals

Pretend They Were Never Here

**Fixing Past Data:**

1. Reporting

2. Add Segment

3. New Segment

**(Continued...)**



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

# Organic Search Segment

## Insights into Visits From Search Engine Results



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

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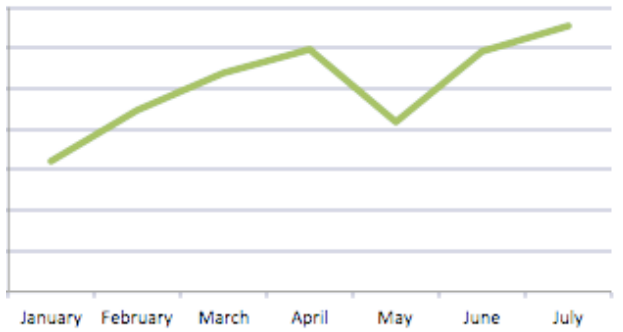
You can download **Custom Reports, Segments**, and **Dashboards.**
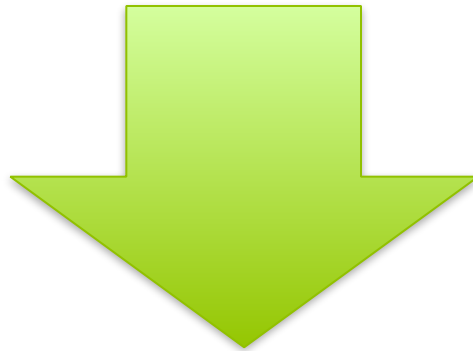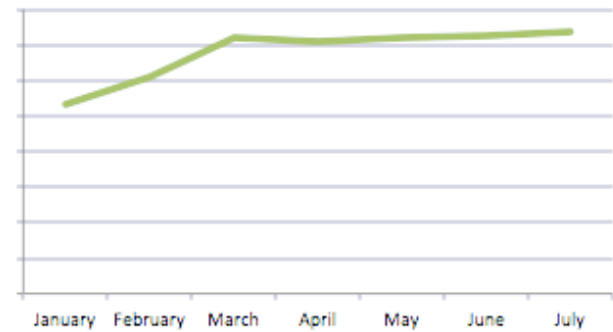
Now you know how to use them!

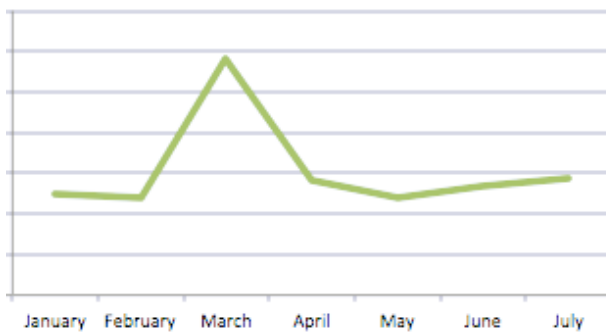# Track Everything

Week over Week and Month over Month
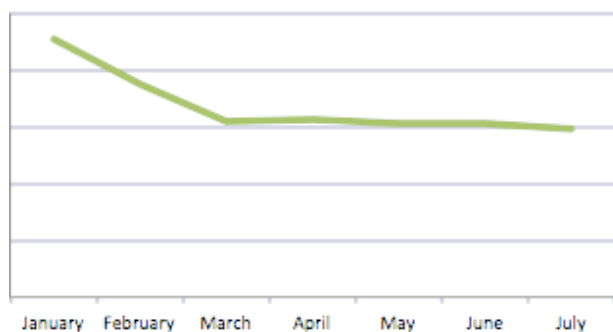
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Thank You!