



Yoast (http://yoast.com/)

Tweaking Websites

New SEO reports for Google Analytics (http://yoast.com/new-seo-reports-for-google-analytics/)

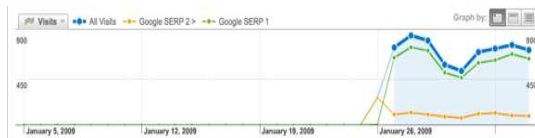
In this article I'll use the [SEO filter \(http://yoast.com/track-seo-rankings-google-analytics/\)](http://yoast.com/track-seo-rankings-google-analytics/), made by André Scholten, to make some new interesting SEO reports in Google Analytics. I realized that the data, provided by the filter, had given me some new opportunities. It wasn't possible in Google Analytics to get good SEO related reports. The reports I did get were these:

- An overview of keywords during a specific period and (after clicking) the landings page on which visitors landed after clicking on the Google result.
- An overview of the 'Entrance Keywords' of a specific page.

I wanted more and figured the SEO filter from André would give me the information I needed. The filter linked webpages to the Google result page (where 0 is the first page, 10 the second page, etc). A very nice filter, but I wanted more!

The reports I have made will give you the following information:

- An overview of all the keywords and the Google rank over a certain period.
- An overview of a given specific keyword and the page Google rank during a certain period.
- An overview of the pages, found by Google, for a specific keyword and the Google rank during a certain period.



Search sent 6,638 total visits via 4,977 keywords in the "All Visits" segment

Show: total | paid | non-paid

Dimension: Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. kinderbeoeken					
All Visits	171	10.71	00:03:39	90.06%	29.24%
Google SERP 2 >	1	2.00	00:00:06	0.00%	0.00%
Google SERP 1	170	10.76	00:03:40	90.59%	29.41%
2. de grijze jager					
All Visits	74	2.57	00:01:07	83.78%	58.11%
Google SERP 2 >	1	1.00	00:00:00	0.00%	100.00%
Google SERP 1	73	2.59	00:01:08	84.93%	57.53%



(http://yoast.com/wp-content/uploads/2009/02/seo-keyword-kinderboek-google-analytics.png)



(http://yoast.com/wp-content/uploads/2009/02/seo-keyword-kinderboek-pages-google-analytics.png)

Click on the images for a better view.

The screenshots in this article are taken from the Google Analytics account of [Zoek Kinderboek \(http://www.zoekkindboek.nl/\)](http://www.zoekkindboek.nl/), a Dutch e-commerce bookstore with books for children.

Now how did I get all these beautiful reports?

Follow these steps and you'll get them! But be prepared: start by making a new profile.

Step 1: Make a new profile

Step 2: Make a filter that only includes organic traffic in the profile

Enter Filter Information

Filter Name:

Filter Type:

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Filter Field:

Filter Pattern: [What kind of](#)

Case Sensitive: Yes No

Step 3: Make a filter that only includes Google traffic in the profile

Enter Filter Information

Filter Name:

Filter Type:

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Filter Field:

Filter Pattern: [What kind of](#)

Case Sensitive: Yes No

Step 4: Make a filter that gives every Referrer a 'start' value (parameter)

Enter Filter Information

Filter Name:

Filter Type:

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Field A -> Extract A:

Field B -> Extract B:

Output To -> Constructor:

Field A Required: Yes No

Field B Required: Yes No

Override Output Field: Yes No

Case Sensitive: Yes No

The 'start' value tells us on which page in Google the link to your website was clicked by the person who searched. The first result page in Google doesn't contain a 'start' value. So I use a filter to connect a 'start' value to each Referrer. This way each Referrer contains a 'start' value and some Referrers contain several start values. For those Referrers Google will grab the first start value in the next filter (see Step 5).

Step 5: Add Andre's custom made SEO filter to your profile

Enter Filter Information

Filter Name:

Filter Type:

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Field A -> Extract A:

Field B -> Extract B:

Output To -> Constructor:

Field A Required: Yes No

Field B Required: Yes No

Override Output Field: Yes No

Case Sensitive: Yes No

Step 6: Wait for data...

Congratulations! You have now set up your profile. This profile contains only organic traffic from Google and fills the 'User Defined' value with the 'start' value.

Your profile is ready to go; time for **segmentation!**

One of the beautiful things about Google Analytics is the possibility to make segments. You can compare different segments over a specified time period. Unfortunately it's only possible to compare a maximum of three segments at the same time and Analytics adds the 'all visits' segment to your report when you want to compare two or three segments. It is however possible to make some nice reports. Using the User Defined value (see Step 5) I made two segments:

- Segment 1: The search result is on the first result page in Google
- Segment 2: The search result is on the second page or further in Google

This is how I made those segments

Click on 'Advanced Segments' in 'Settings' and click on '+ create new custom segment'. Here you can make your own segments. In the following images you can see how you set up these two segments.

User Defined Value

Condition:

Value:

case sensitive

or

Add "or" statement

Segment 1: The search result is on the first result page in Google

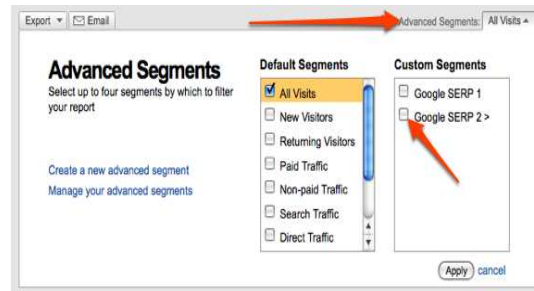
User Defined Value	Condition	Value
	Greater than or equal to	10
		<input type="checkbox"/> case sensitive
or		
Add "or" statement		

Segment 2: The search result is on the second page or further in Google

Congratulations! You now have two segments. Now you can make a segment for each Google result page. This gives you more detailed information about the position of your keywords in Google.

See your segments in the Google Analytics reports

You now have the perfect profile with two segments. It's time to make the segments visible in the reports. Click on 'Advanced Segments' as shown in the following image.



When you add the segments to the standard reports then you'll get a good overview of the SEO performance of your site during a specific period. I've show some examples of these reports at the beginning of this article but there are far more to explore!

Using these segments will give you a better insight into the value of SEO for your website. For Zoek Kinderboek the link on the first result page in Google is far more valuable than all other result pages. The difference between the amount of traffic from page one (and the difference in bounce rate and time on site) compared to all the other result pages is enormous. These reports can have additional value when combined with the regular SEO reports that rank keywords. These new reports give a good overview of your presence in Google's results, how much traffic (and sales) this presence generates and what the behavior is of the people who searches.

Good luck with making these segments and I'd be happy to hear about your experience and to receive your feedback.

Update 9 February 2009

In my reports the User Defined Value is often '(not set)'. The second segment will include this traffic. I don't know why the User Defined Value can be '(not set)'. Does anyone know? Google refers to 'anonymous users segment results' (in the User Guide). But, for the time being, I'll change the second segment, so the User Defined Value (not set), will not be a part of the second segment. But... how? The segmentation filter does not return any values:

User Defined Value	Condition	Value
	Matches exactly	(not set)
		→ 0 visits
or		
Add "or" statement		

Related posts

1. [Track SEO rankings with Google Analytics \(http://yoast.com/track-seo-rankings-google-analytics/\)](http://yoast.com/track-seo-rankings-google-analytics/)
2. [A Rankings Filter in Analytics: the video \(http://yoast.com/rankings-filter-analytics-video/\)](http://yoast.com/rankings-filter-analytics-video/)
3. [Web Analytics Congress in the Netherlands \(http://yoast.com/web-analytics-congress-nl/\)](http://yoast.com/web-analytics-congress-nl/)
4. [Easily get your Google Analytics account ID \(http://yoast.com/easily-google-analytics-account-id/\)](http://yoast.com/easily-google-analytics-account-id/)
5. [Why Google doesn't like frames in your sites \(http://yoast.com/google-frames-sites/\)](http://yoast.com/google-frames-sites/)

Guest post by: Reinout Wolfert (<http://yoast.com/author/reinout/>)

Hi! I'm Reinout Wolfert, co-owner of [webanalisten.nl \(http://www.webanalisten.nl\)](http://www.webanalisten.nl) a Dutch web analytics blog and working for [SNS Bank \(http://www.snsbank.nl\)](http://www.snsbank.nl). My interests are (google) analytics, seo, multivariate testing, behavioral testing, targeting, internal search, forms, etc.



Enjoyed this article?

Yoast.com offers several articles a week on optimizing your blog, ranging from Analytics to SEO tips. Subscribe by [daily](#) or [weekly emails](#) or with [RSS!](#)



This entry was posted on Thursday, February 5th, 2009

Cats: [Analytics \(http://yoast.com/cat/analytics/\)](http://yoast.com/cat/analytics/), [SEO \(http://yoast.com/cat/seo/\)](http://yoast.com/cat/seo/) Tags: [Analytics \(http://yoast.com/tag/analytics/\)](http://yoast.com/tag/analytics/), [Google \(http://yoast.com/tag/google/\)](http://yoast.com/tag/google/), [SEO \(http://yoast.com/tag/seo/\)](http://yoast.com/tag/seo/)

