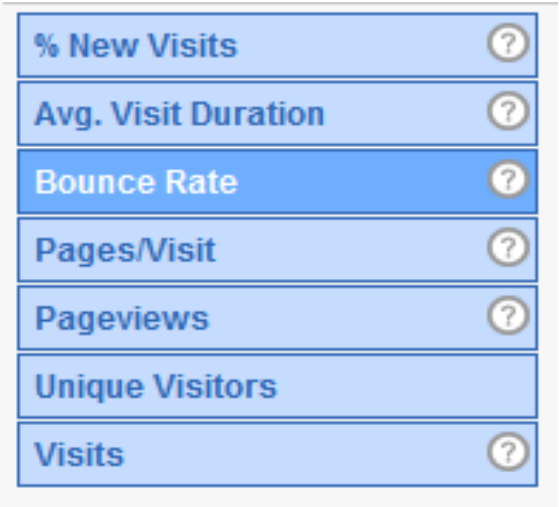
Search Engines & Metrics



Please note that this presentation will also serve as class notes. Some slides will therefore contain more text and detail than traditional PPT slideshows.

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Search Engines – Who's who

comScore Explicit Core Search Share Report* June 2014 vs. May 2014 Total U.S. – Home & Work Locations Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	May-14	Jun-14	Point Change
Total Explicit Core Search	*100.0%*	*100.0%*	*N/A*
Google Sites	67.6%	67.6%	
Microsoft Sites	18.8%	19.2%	0.4
Yahoo Sites	10.0%	9.8%	-0.2
Ask Network	2.3%	2.1%	-0.2
AOL, Inc.	1.3%	1.3%	0.0

June 2014

67.6 Google
19.2 bing
9.8 YAHOO!

96.6%

*"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.

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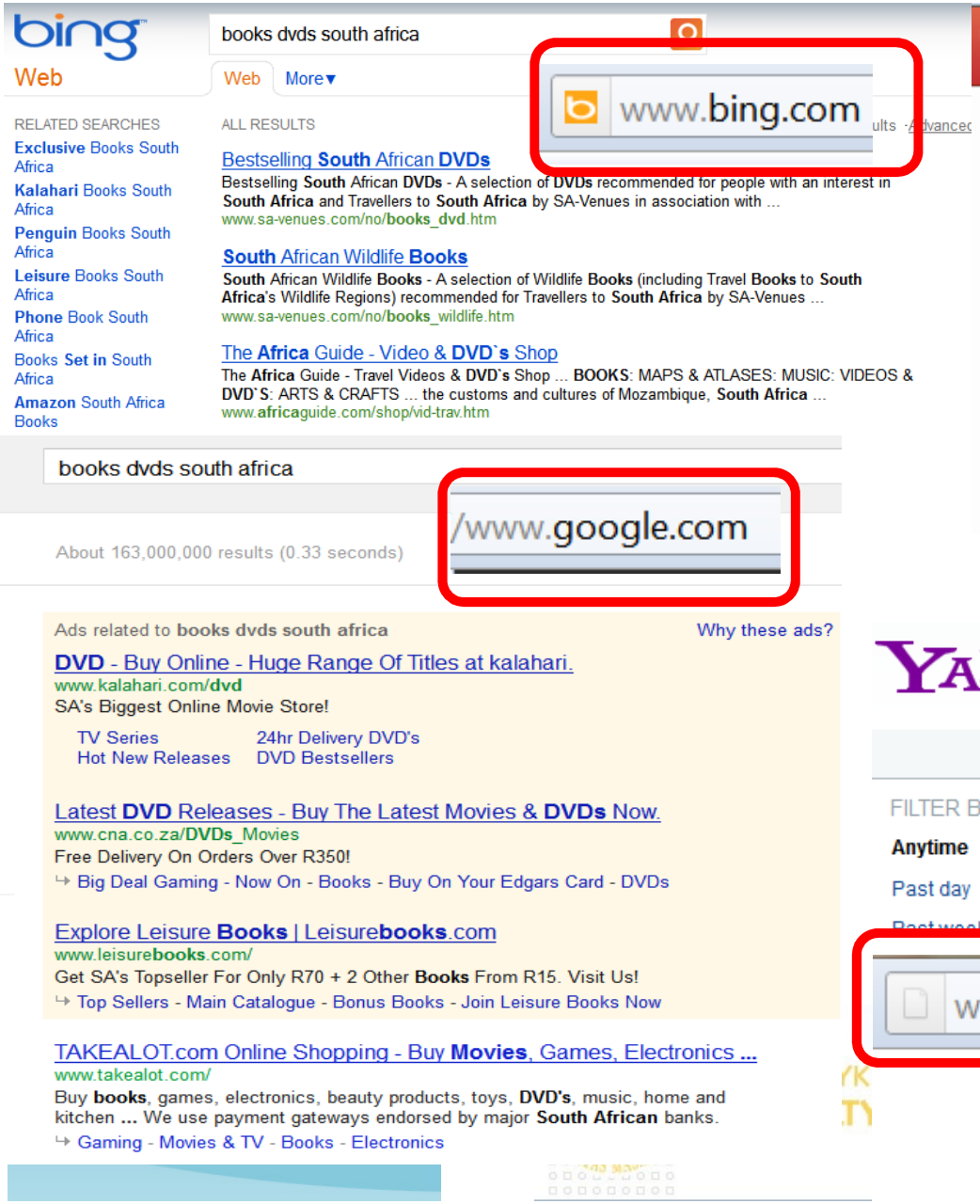
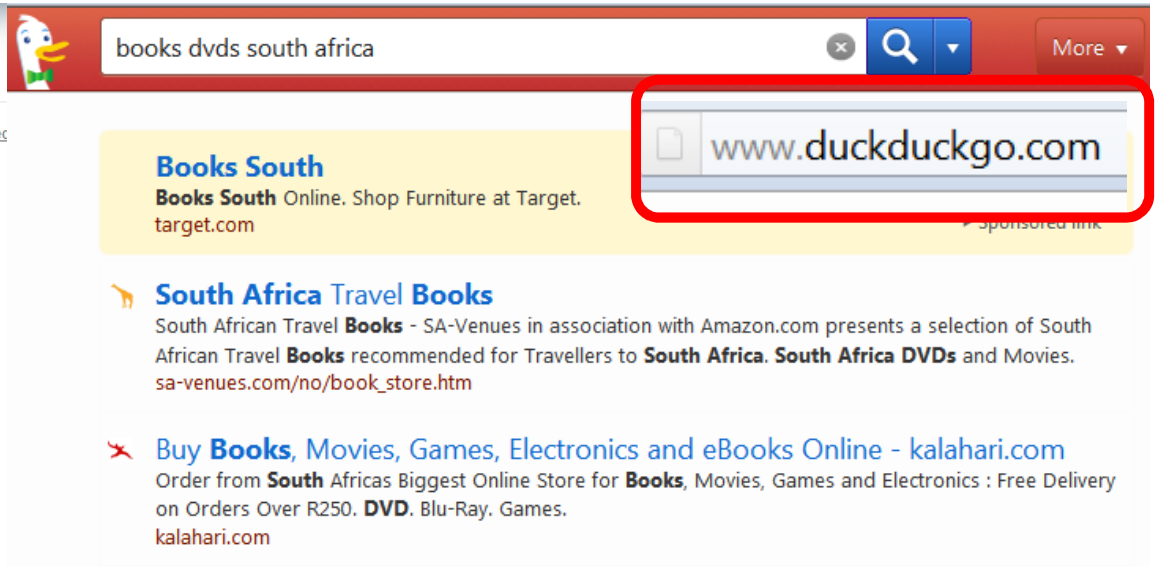
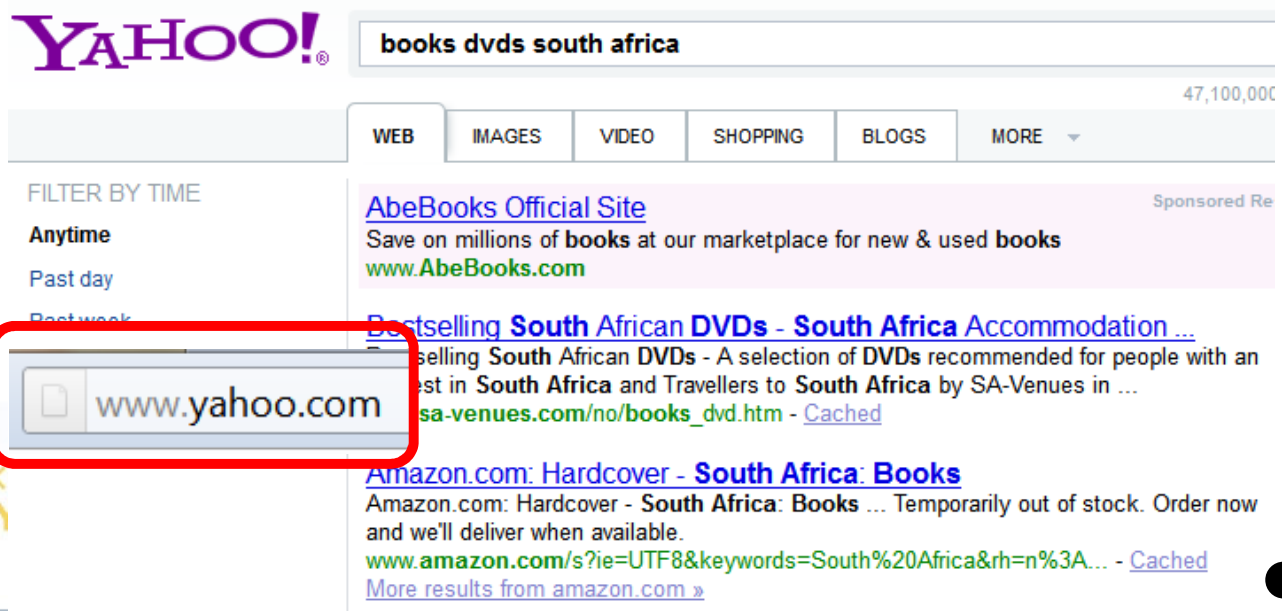
Search Engines – Manual Comparison 1







Search Engines – Automatic Combination

Search Engines – Can you?

Can you compare the major Search Engines?

Can you interpret the potential effect of new developments?

Can you view SERPs as your user sees them?

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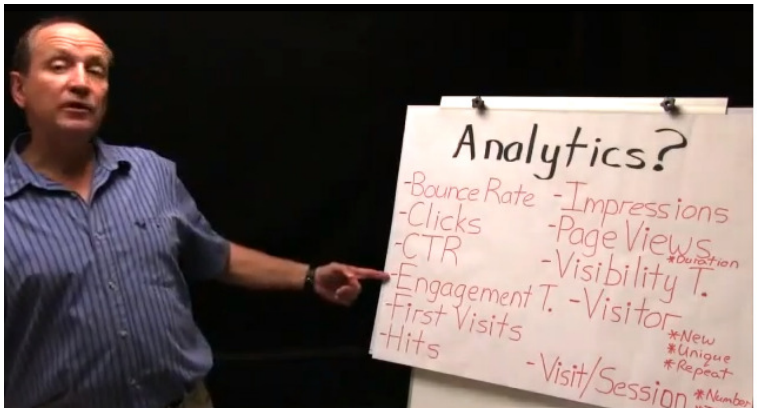
Search Engines – Metrics / Analytics - Basics



Website Analytics

http://youtu.be/gdnrtCGhmDk

Weideman, 03:15

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Search Engines – Metrics / Analytics

- **Hit** - A request for a file from the web server. The number of hits received by a website is frequently cited to assert its popularity, but this number is extremely misleading and dramatically over-estimates popularity.
- **Page View** - A request for a file whose type is defined as a page in log analysis, ie 1 page view will be logged per html file downloaded.
- **Visit** / **Session** - A series of requests from the same uniquely identified client with a set timeout. A visit is expected to contain multiple hits (in log analysis) and page views
- **First Visit/First Session** - A visit from a visitor who has not made any previous visits.
- **Visitor** / **Unique Visitor** / **Unique User** - The uniquely identified client generating requests on the web server within a defined time period (i.e. day, week or month).
- **Repeat Visitor** - A visitor that has made at least one previous visit. The period between the last and current visit is called visitor recency and is measured in days.

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Search Engines – Metrics

•**New Visitor** - A visitor that has not made any previous visits. This definition creates a certain amount of confusion and is sometimes substituted with analysis of first visits.

•**Impression** - An impression is each time an advertisement loads on a user's screen. Anytime you see a banner, that is an impression.

•**Singletons** - The number of visits where only a single page is viewed. While not a useful metric in and of itself the number of singletons is indicative of various forms of "Click Fraud" as well as being used to calculate bounce rate and in some cases to identify automatons ("bots").

•**Bounce Rate/% Exit** - The percentage of visits where the visitor enters and exits at the same page without visiting any other pages on the site in between.

•**Visibility time** - The time a single page (or a blog, Ad Banner...) is viewed.

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The Hotel Problem ...

The hotel problem is generally the first problem encountered by a user of web analytics. The term was first coined by Evison explaining the problem at one of the Emetrics Summits and has now gained popularity as a simple expression of the problem and its resolution

The problem is that the unique visitors for each day in a month do not add up to the same total as the unique visitors for that month. This appears to an inexperienced user to be a problem in whatever analytics software they are using. In fact it is a simple property of the metric definitions

The way to picture the situation is by imagining a hotel. The hotel has two rooms (Room A and Room B) which are fully booked over a 3 day period

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The Hotel Problem ...

	Day 1	Day 2	Day 3	Total
Room A	John	John	Jane	2 Unique Clients
Room B	Jean	Jane	Jean	2 Unique Clients
Total	2	2	2	?

Look at the columns: the hotel has two unique users each day over three days. The sum of the totals with respect to the days is therefore ***six***

Look at the rows: however, during the period each room has had two unique users. The sum of the totals with respect to the rooms is therefore ***four***

Consider the centre six cells: in actual fact only ***three*** visitors have been in the hotel over this period. The problem is that a person who stays in a room for two nights will get counted twice if you count them once on each day, but is only counted once if you are looking at the total for the period. Any software for web analytics will sum these correctly for whatever time period, thus leading to the problem when a user tries to compare the totals

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Metric 1: Webpage HITS

It’s a real minefield for website analytic terms out there. Some site received16 million ***hits*** in a week. So what?

A hit is the retrieval of any item, like a page or a graphic, from a Web server. For example, when a visitor calls up a Web page with four graphics, that's five hits, one for the page and four for the graphics. For this reason, hits often aren't a good indication of Web traffic

Explained in a different way: A single webpage typically consists of multiple discrete files, each of which is counted as a hit as the page is downloaded, so the number of hits is really an arbitrary number more reflective of the complexity of individual pages on the website than the website's actual popularity (images, .js and .css files)

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Metric 1: Webpage HITS

A page containing 1000 images will register 1001 hits when viewed by a single visitor. The same visitor may reload the same page 10 times to register 10,010 hits instantly. That doesn't mean there are 10,010 people visiting your site

Using hits to gauge a site's popularity is misleading and there's nothing to brag about when you get thousands of hits per day. You might just as well talk about how much bandwidth your site is consuming daily – more is NOT better in these cases

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Metric 2: Pageviews

A **pageview** (PV) or **page impression** is a request to load a single page of an Internet site. On the World Wide Web a page request would result from a web surfer clicking on a link on another HTML page pointing to the page in question. This should be contrasted with a **hit**, which refers to a request for a file from a web server. There may therefore be many hits per page view

A user visits a given website by entering at the homepage, and then clicking on the menu to visit a subpage. Next he returns to the homepage. That will be counted as one visit, but three PVs. The browser “Back” button also generates extra PVs

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Metric 2: Pageviews

These PVs may be counted as part of web analytics. For the owner of the site this information can be useful to see if any change in the page (such as the information or the way it is presented) results in more visits. If there are any advertisements on the page, the advertisers would also be interested in the number of page views to determine their expected revenue from the ads. For this reason it is a term that is used widely for Internet based marketing and advertising

PVs can be used to gauge the ability of a website to retain the visitor's interest, sometimes called the ***stickiness*** of a website. A high PV count per visitor means your visitors may be browsing several pages during their visits. This can be a good thing to mention if you are selling advertising on your site

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Metric 3: Visitors

A ***Visitor*** is one person who visits a given website

A visitor is identified by his or her IP address and sometimes through cookies, which act like online fingerprints

One visitor can visit the same webpage more than once within the same hour, or day, or whatever timescale you choose

A ***Unique Visitor*** comes to the website once only within the timescale

So the only difference between the two is the length of the timescale. What is accurate – 1 hour? 6 hours? 24 hrs? 7 days? 1 month? … Typically 30 minutes!

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Example Metrics

August 2007		
Hits	Entire Site (Successful)	7,249,653
	Average Per Day	233,859
	Home Page	62,313
Page Views	Page Views (Impressions)	1,591,973
	Average Per Day	51,386
	Document Views	1,589,270
Visitor Sessions	Visitor Sessions	537,305
	Average Per Day	17,332
	Average Visitor Session Length	00:10:32
Visitors	Unique Visitors	348,662
	Visitors Who Visited Once	297,526
	Visitors Who Visited More Than Once	51,136

Analytics Tools

Both free and paid tools allow you to track which keywords are sending you traffic, are profitable, and which keywords lose money. As soon as you start tracking results your campaigns get more efficient because you start focusing on the results

Tracking where you already rank does not alert you to potential areas of opportunity that you have not yet focused on, but if you track conversions you know what those keywords are worth, and it is easier to rank for keywords related to words you already rank well for than it is to rank for a whole new basket of keywords.

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Free Analytics Tools

- These tend to be limited in feature set and give themselves sitewide links on your site, or require you to trust giving a major search engine like Google with virtually all your marketing data.
  - Google Analytics - powerful full featured analytics tool. Even allows you to track your ROI by keyword for each AdWords ad position. Google AdWords also has internal split testing and conversion tracking software.
  - Google Website Optimizer - allows you to A/B split test landing pages and track how well Google AdWords traffic converts.
  - Microsoft Project Gatineau - not publicly launched yet, but accepting invite requests.
  - Site Meter - starts off as free, but charges for advanced features
  - Stat Counter - starts off as free, but charges for advanced features and bandwith usage.
  - Webalizer - default log analyzer on many servers.
  - Analog - default log analyzer on many servers.
  - Awstats - another popular default log analyzer on many servers.

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Analytics Tools: GA code

```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Website visibility-ethical search engine optimization|pay per click=high rankings</title>
<meta name="description" content="Website visibility-how easily can search engines find and rank a webpage|research re
library, search engine optimization, links to web site usability and search engine details (Google, Yahoo!, Bing). Pro
<meta name="keywords" content="website visibility, search engine, optimization, high ranking, keyword, keywords, conte
digital library" />
<link href="styles/visibility-style.css" rel="stylesheet" type="text/css" media="all" />
<!--[if lte IE 6]>
<link rel="stylesheet" type="text/css" href="styles/ie6.css" />
<![endif]-->
<!-- Start of GoogleAnalytics Code -->
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-10590137-3']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
<!-- End of GoogleAnalytics Code -->
</head>
```

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Analytics Tools: GA code

```
(function() { var ga = document.createElement('script'); ga.type =
'text/javascript'; ga.async = true; ga.src = ('https:' ==
document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js'; var s =
document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s); })();
```

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GA code

Find any webpage with GA code, and identify the code block…

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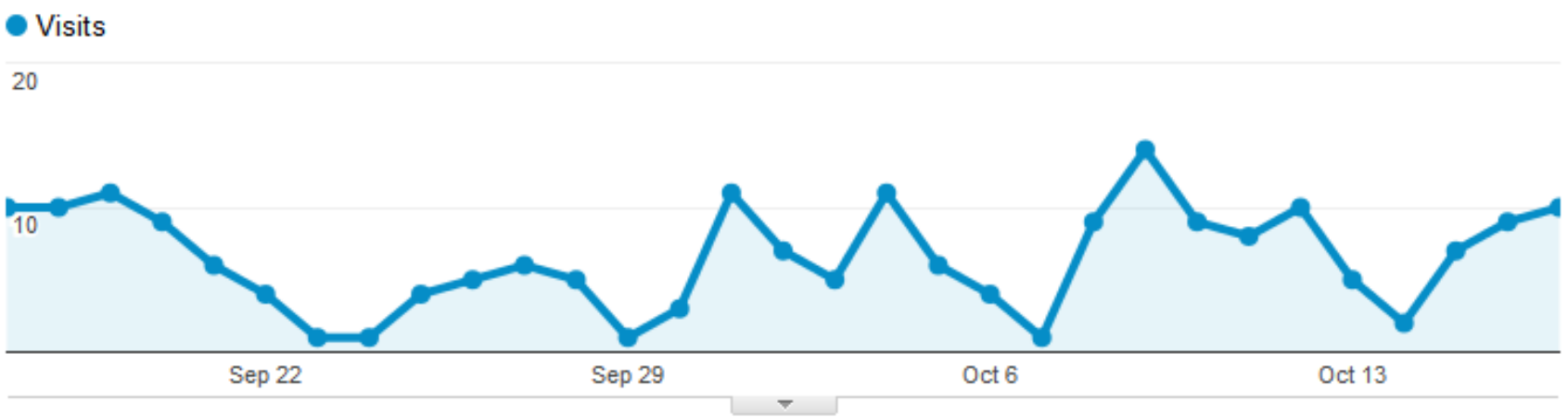
Analytics Tools: GA reporting 1



164 people visited this site

- **Visits: 204**
- **Unique Visitors: 164**
- **Pageviews: 676**
- **Pages / Visit: 3.31**
- **Avg. Visit Duration: 00:02:54**
- **Bounce Rate: 38.73%**
- **% New Visits: 74.51%**

74.51% New Visitor
152 Visits

25.49% Returning Visitor
52 Visits

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Analytics Tools: GA reporting 2

Demographics

- Language
- Country / Territory
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider
- Screen Resolution

	Language	Visits	% Visits
1.	en-us	143	70.10%
2.	zh-cn	15	7.35%
3.	es-es	10	4.90%
4.	en-gb	6	2.94%
5.	de-de	5	2.45%
6.	es	5	2.45%
7.	it	5	2.45%
8.	tr	3	1.47%
9.	el	2	0.98%
10.	en	2	0.98%

view full

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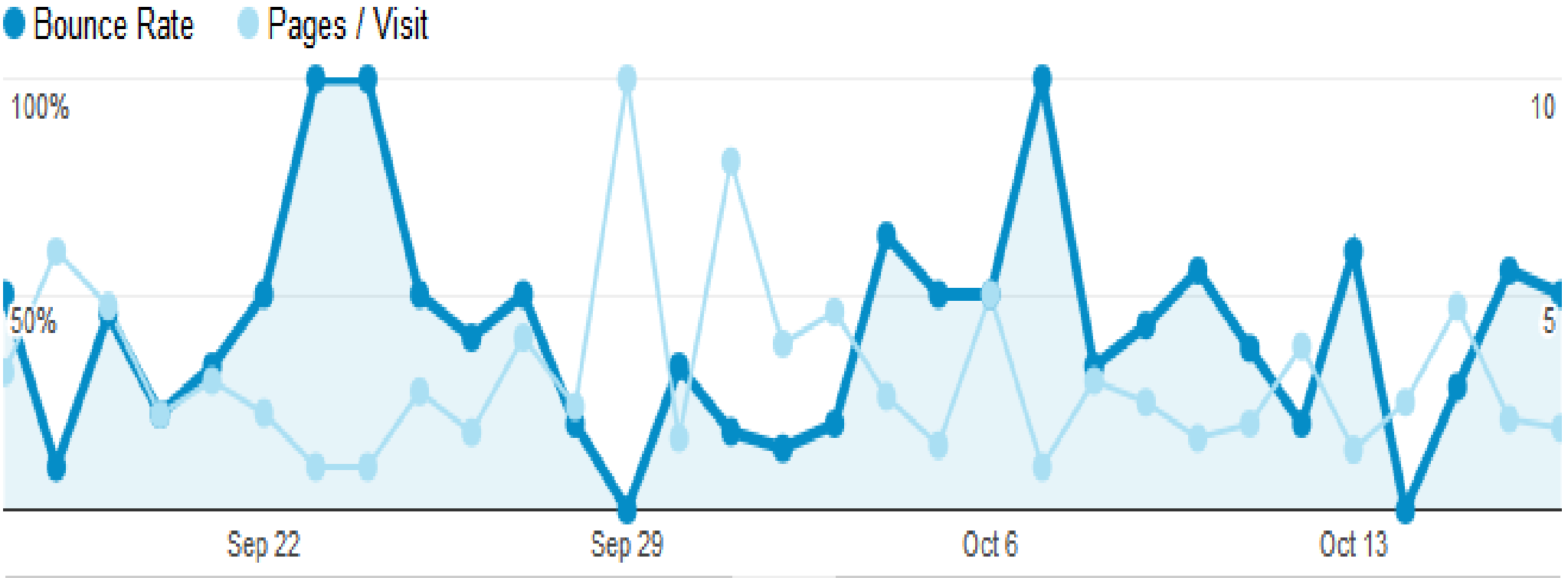
Analytics Tools: GA reporting 3



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Analytics Tools: GA reporting 4

Search Engine Metrics – Can you?

Can you interpret each analytic measure?

How does the one affect the other?

Can you see patterns based on day/season/events?

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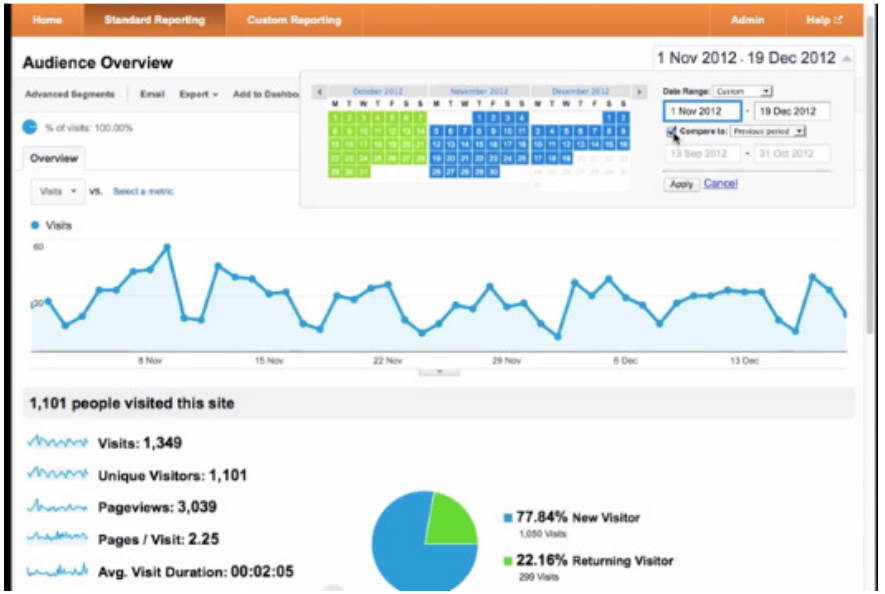

How to use Google Analytics

http://youtu.be/QUx4YRlebBI

Verndale Media, 04:21

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Takeaway Actions

View some GA code

Open any familiar webpage, view the source code (right click, View Source), search for ga. (Ctrl+F)

If you do not find any ga., repeat with another webpage until found

Read the huomah webpage on SERP comparison

See the Grid

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