

## **Next Level PPC & SEO with Goggle Analytics Webinar presented on 2/14/2013**

Kayla Kurtz: Thank you for registering for today's webinar with Hanapin Marketing and Intrapromote. We are on our third month of this series so far and we are really excited to bring today's topic.

For today's presentation, we are going to be discussing next level PPC and SEO using Google Analytics. In previous months, we have talked about the real basics of PPC and SEO, what they are, how they work and how they can work together. Erik and I felt like this month was time for that next level of how to really take it to the next step and further improve performance.

I will introduce myself briefly and then kick it over to Erik for him to introduce himself as well. For those of you who are new with us this month, my name is Kayla Kurtz. I am the Paid Search Consultant at Hanapin Marketing. I am also one of our writers for PPC Hero. Erik, your turn.

Erik Dafforn: Hi everybody. My name is Erik Dafforn. I am the President at Intrapromote. We are an agency that specializes in organic search marketing and social media. We are really happy to be doing our third webinar today with Hanapin. We found a great chemistry over the last several months and we are thrilled that so many of you could be with us today. So, thank you.

Kayla: Awesome. Without further ado, we are going to go ahead and jump into a brief overview of today's topics and then we will get started.

For today's presentation, we are going to be answering the following questions that are related, again, to using Google Analytics for PPC and SEO marketing analysis.

First, how do SEO and PPC use Analytics for reporting in addition to other medium specific interfaces? Second, we will show you where you can find the most segmented and targeted SEO and PPC data in Analytics so that you are certain you are analyzing the buckets accurately. Next, we will go into some basics on custom reports through Analytics and then we will also review some samples for PPC and SEO respectively. After that, we will discuss whether it is possible to learn PPC opportunities from SEO KPI within Analytics and, of course, vice versa. Our final couple of subtopics are then going to illustrate how you can analyze the interactions between PPC and SEO using Analytics and whether it is possible to measure content effectiveness when you are missing keyword level data.

Then we are going to wrap some things up, as usual, and have some time for questions at the end.

Speaking of questions, you will see there at the bottom that we do have a hashtag set up. Throughout the presentation if you have questions about anything Erik and I are discussing, you can either go to the GoToMeeting chat screen and leave us your questions there or you can go to Twitter and use hashtag #PPCSEO and submit your questions that way. If we get to the end and we only have time for a few questions or we do not get to everyone's questions, Erik and I will be sure to put a post up on PPC Hero in the next few days with the responses for those questions. We want to make sure everybody gets the answers they need.

We have a ton of content so let's not hesitate anymore and get started. Erik, all you.

Erik: The point of today's webinar is what are we going to do with all this analytics. We have all this data and boy, you dive in to analytics for the first time, whether it is Google Analytics, Omniture, or anything and you say, "Wow, look at this fricking set of data that I have here." Most of these analytics packages are set up along the 80/20 rule, meaning that for most cases about 80% of the people can get what they need from about 20% of the features that are offered. Unfortunately, what we see is people use actually about 2% or 3% of the features because they just are maybe intimidated by some of the interfaces. They are not sure exactly how they should be looking at this data, what they should be looking for to measure and they are just not sure where to go next after the default screens.

The point of this is why. Why are we looking at all this data? One, we can look at cross-channel analysis and that is how you campaigns, your different online marketing campaigns, are working together for the betterment of your online marketing goals. We do not really talk so much in terms of just SEO or just PPC or just email anymore. What we realize is, and this is a big shift that has come around in the last couple of years, they are all working together. If you are sending out the right message, they are reinforcing each other. We are going to look closely at some of that stuff. That comes to how we can measure and assign credit to our various channels for the clicks and conversions.

How do we do this? We are specializing in Goggle Analytics today just because it is both a terrific entry level analytics package but also it can do just about anything that the very expensive premium analytics packages can do. The nice thing about it is there is one code snippet that goes on every page. You do not have to change that. You do not have to customize it for different site sections. You do not have to customize it for different campaigns. One code to rule them all as Kayla has written here and that is

very efficient when it comes to coding sites and getting data. You can start a Google Analytics account and within 24-48 hours, you can really be looking at some results without a great deal of heavy lifting on your or your development team's side.

Kayla: Fantastic. As Erik said, you guys are going to see as we move through the presentation that a lot of our screenshots and our examples are right out of the Google-branded Analytics interface. But of course, you keep the back-end strategies in mind because that is what is truly the most important. You can find all of this information in any analytics package that you are using but for ease purposes, we are going to use Goggle as the universal go to for this particular presentation.

We really want to make sure that everyone understands that Analytics makes it pretty simple to segment traffic and analysis your separate marketing buckets on their own. You can look at PPC specific traffic, SEO specific and then, of course, direct traffic as well.

When you initially log in to Analytics the default setting is going to show you a rolled up data set that is going to include all of your website's traffic total for a given date range. If you are looking at the entire month of January and you set the date range from January 1st through the 31st, all the data that you are going to be looking at is going to include paid search, SEO search, the organic search, direct website traffic. Everything is going to be there. However, if you click open the advanced segments option, which I have the screen shot here to show you where that is going to be placed in Analytics. If you click down and open up this drop-down menu, it gives you the option to select a couple of its other default segments to that you can specifically see data for that medium.

For our purposes, if you are wanting to see just your paid search traffic, you are going to select the paid search traffic box. That is going to show you your PPC data. Inversely, if you select the non-paid search traffic button, you are going to be looking at just your SEO level data. Of course, you can click multiple segments here. Then you will be able to select by segment views throughout the dashboard later. Generally speaking, it is just easier to select one or the other if you are looking at direct traffic specifically and analysis that way throughout. While Analytics refers to these as advanced segments, Erik is actually going to outline some, what I am calling uber advanced segments that he and his team use very frequently within Analytics to analysis their data.

Erik: Now I want to go back and explain what it is we are doing when we are creating these advanced segments and why. Look at this picture and think of this as all your web analytics data. There is a ton of it there. It is the aggregate view but the truth is it does not tell us the whole story. Think of

it as along the lines of this metaphor. Say you have a motivational speaker and she is getting ready and she talks to her publicists and says, "I'm getting ready for this speech. What's the average age of the attendee?" The publicist says, "Well, I guess the average age is about 35 or 40 but. . ." Then she says, "Okay, that's all I need. Thanks." Then she prepares a speech for the population whose average age is 35 or 40. Now, if she had been able to apply advanced segmentation to that audience, i.e. dig a little deeper, she would realize that this was going to be a speech given to grandparents and their grandchildren, on average, the grandparents being about 75 and the children being about 5 years old. So, your average age turns in to about 40 but there are no 40 year olds.

The point of advanced segmentation is do not take the aggregate as gospel. There are a lot of little stories within this. If we look at all these data as the comprehensive data set, we want to know more. We want to be able to pull out some of the specific visits or users or patterns or actions and say, "Look, let's find people with unique characteristics and put them off to the side and see what they did. See what kind of experience they had. See how they came to this site. See what actions they performed or their level of satisfaction and find out more about them." If it was good, we are going to try to replicate that. We are going to plug more resources into that. If it was bad, we are going to figure out why it was bad and we are going to try to fix that.

That is really the point of advanced segmentation. Do not be intimidated by the fact that you have to actually go out and build advanced segments. We are not going to spend any time on doing that today in this webinar just simply because there is not time but there are a tremendous number of very informative tutorials out there about creating advanced segments and it is not hard, but it is very helpful.

So, why and how should be segment? Here are some examples. I am a big follower of Avinash Koushik who is a Google employee but he was an analytics maven long before he joined Goggle. He has three reasons to segment. I added a fourth one, which is sort of pieced together by subsets of the first three.

The first way to segment is through acquisition. In order words, let's segment based on how people got to your site. Was it through PPC? Was it through SEO? Was it through email? Etc., etc. The next one is behavior. Let's focus on people who are doing certain things when they get to the site. Maybe they started the shopping cart. Maybe they downloaded a file. Let's isolate those people and see what happened by outcomes. That is the third. These are visits that are showing that the user performed an activity with a proven value to you. That is critical because we want to be able to isolate the group of visitors who actually did want we wanted. What

commonalities are there and how can we expand that to show people that same experience? Then finally, this is sort of, like I said, pulled from the first three categories, but by demographics, maybe by device, maybe by location, which I will talk about shortly. You cannot, of course, isolate in Goggle Analytics by gender, income, or anything like that, but there are a lot of good things you can do with certain characteristics of the individual user.

Now, I want to talk specifically about some of the day-to-day advanced segments that we use that are not necessarily baked into the default set of advanced segments that Goggle Analytics provides. Branded versus non-branded.

We can take all the visits that have a keyword associated with them. Of course, those are only going to be search visits but it is both SEO and PPC. For example, if you are looking at a certain Toyota dealer's website in the automotive industry, if you were doing branded versus non-branded, you would sort keywords that do contain the owner of the car lot, any certain branded things like slogans that they would use. You want to divide people into people who already knew that this business existed, i.e. the branded queries, versus people who might just be searching for Toyota dealer, Lexington, Kentucky. That would be a non-branded visit. There are ways that you can say any query with any of the following word patterns we will sort that into branded. Any query that does not have these word patterns is non-branded.

Location is another one. This is especially helpful with some research that we are doing for a university. One of the things we found is that there are two very distinct types of users; people who already go to this university, "Hey, where's the calender? Where's this building? When is tuition due? How do I get reimbursed for this?" They know the school exists. They already go there. They have very specific queries associated with them while the other half, roughly, of the population landing on this site wants to know more about the programs. Wants to know the degree opportunities. Wants to know about graduate school. Wants to know about undergrad. Wants to know directions to the campus. Wants to know how many regional campuses there are and where those are, all sorts of things. Things like that are leading us to a report about how traffic flows throughout the site, which is going to eventually lead to some real design recommendations that are going to facilitate people getting the amount of information they need with the fewest number of clicks. That is, of course, our goal. Let's get people there and get them happy as quickly as possible.

Now, mobile is big. I say real mobile because Google Analytics has a prefab mobile advanced segment but that segment includes iPad and you are probably aware the iPad versus the smartphone surfing experience is

very different. They can be both very good or poor but they are very different. So, we create our own mobile segments and we eliminate iPad from that. What you will find is anywhere from 20 to 30% of mobile traffic, as Google defines it, is tablet traffic. That is fine if that is what you are looking for but you have to be aware of that.

Finally, we want to look at visits that convert and also visits that do not convert. What are the commonalities there? Those are real easy to do, just set up a segment for wherever a conversion equals a certain amount or is yes or something like that versus no or is worth \$0, something like that. Let's find out what worked in there, let's find out what did not work in there and then let's adjust accordingly.

Kayla: I told you guys I meant it when I said uber advanced segments. Erik is not kidding around. Now that we have covered how to get started with Analytics and how to set up some advanced segments that allow you to see an even more refined group of your traffic performance, we want to also discuss how to set up some custom analytics reports. All of the data we are going to talk about in today's presentation you can find throughout the dashboard but custom reports are going to give you an ability to save yourself some hassle.

Custom reports are exactly what they sound like, reports that you can build yourself within Analytics that pulls the data you need to see or want to see frequently without requiring you to go through the interface and filter down to that data every single time.

Within custom reports, and you can see this on the screen shot here, you are going to select particular metrics, dimensions and filters that siphons out the numbers you need to see. These custom reports can also have multiple tabs. Essentially, you have a bunch of sub-reports in one big rolled up report. I also think it is an important note here that not all metric dimension relationships can be set within these reports. You cannot always select every single dimension for every particular metric.

The Analytics help form actually has a really cool tool that you can test this out with before you are live trying to build your custom report. If you just go to the Analytics help form and type in custom report dimension metric matching it is going to give you the ability to basically figure out if the metric dimension match you want to make is possible within these reports. Make sure you check that out and that will give you an idea of what you can set up before you actually get started.

In terms of why you would want to go with a custom report, this really does all come back to time. Of course, being account managers for SEO or PPC we are incredibly busy. More often than not, we are managing

multiple clients' accounts. If we have the ability to save ourselves a few minutes here and there, that time ends up adding up before the end of the month into a fairly substantial project that you can work on that you may not have had time for before. In the interest of saving some time for yourself, you can build this custom report to pull in the data you need to see, how you need to see it so it is a one-click stop to be able to see the performance PPC important to you.

Now I think Erik and I are going to go into a review of a couple of custom reports, one for PPC and then an SEO one that Erik is more likely to use.

For my PPC example, we are going to be looking at an eCommerce specific account. One thing that is hugely important with eCommerce account is return on ad spend. In order to calculate this number you need to compare total ad spent to the revenue generated from that spend. Obviously, in add words you can see conversions all the way down to the keyword level but you cannot pull revenue data into add words. In order to make that comparison, you have to jump over into Analytics. Again, this is information I look at frequently in order to dig down in and get it throughout the dashboard, I certainly can but setting up this custom report just keeps me from having to do all that filtering.

I like to look at my return on ad spend numbers by campaign for this particular account because my campaigns are actually product sub-categories that have pretty close profit margins attached to them. I can kind of bucket them into larger groups and make some over-arching decisions based on a campaign-by-campaign basis.

You can see on the screenshot that I am looking at revenue and ad spend by campaign. Then I have a secondary source medium selected for PPC only so I am not having to filter through and make sure that I am not looking at SEO or organic data while looking at this particular report.

Another note about custom reports is that they do not take into consideration any advanced segments you may have selected in the initial dashboard. Even if you said to Analytics, I only want to see PPC data, in your custom report you have re-select that segment or it is going to show you a fully wrapped data set.

In addition, I wanted to note that this particular view is showing me a typical return on ad spend. There are actually sub-tabs within this report that take out shipping and tax consideration for more of a true return on ad spend number. There is one for revenue by keyword so that I can individual drill down and see if there are any terms that I am spending on and not getting a high enough revenue.

You can see just by this screenshot how populating this data and the general analytics report in the dashboard on a day-to-day basis is going to be incredibly cumbersome and time consuming. This is a great example of how to use custom reports for PPC to not only get the next layer of data and information but to save yourself some time.

Erik: I want to jump back and say that Kayla did a very good job of explaining again why to do a custom report, when you would have to versus when you would not. Again, I want to urge you to not be intimidated by having to build a custom report. All it is in terms of the custom report, in opposition to advanced segments where you are asking Google to produce, filter, and divide data in a way that it currently had not done before.

A custom report is really all about, look you already have all these little data chunks scattered around the room. Goggle, all I want is for you to take this one, this one, and this one and put it together in one place where it is always there for me. That is the benefit of it so that on the first of every month you do not have to reassemble this report that you sort of forgot how to do, it took forever to build, and you were dragging stuff, clicking stuff, and sorting it. Just build it as a custom report, save it and it is always there.

This report that I built, the SEO sample custom report, really is not necessarily SEO based. You can use this for PPC too. All it is is that we took a site on which you can create online appointment requests and you can request to be subscribed to the corporate newsletter as two of the several conversions that this organization has. All it does is say, hey, let's list out how many of these goals were completed and then let's assign it to a specific medium or source. In another words we can see that Goggle's organic campaign was responsible for the majority of the online appointment requests after that direct traffic was responsible for about 800.

If I can jump in here on a question. Someone had a question about what is direct traffic. Direct traffic is traffic that comes right to your site from no recordable source. In other words, maybe some types in your URL right into the browser field and they go there or maybe they click a link from email that someone sent them that does not have a tracking code. It is traffic that comes right to the site but does not have a referrer attached to it. That is opposed to referral traffic, which is non-search traffic and non-direct traffic, but it just comes from another site. Maybe you have a link on a site of organizations like yours, people see that list of organizations and they click over to you site. That is referral traffic. Hope that is clear.

This particular custom report took about 3½ minutes to build and it is a really smart, accurate snapshot of what is going on day-to-day, month-to-

month in a campaign. Where are our goals coming from? What is producing them and is it a higher proportion this month than last month?

Custom Analytic reports can be very complex. They can have financial data attached to them like Kayla's did but they can also be very simple. Sometimes, in any analytics package, the simplest stuff can be difficult to find so I recommend absolutely going in and playing with this stuff. You are not going to break anything when you build these custom reports. Try it and configure it until you like it.

Kayla: Up to this point, we have discussed the best way to use Analytics for PPC or SEO. Erik and I have really been batting the ball back and forth about how to use it for this and then how to use it for that. Now we are going to discuss how to use the SEO and PPC Analytics data together so you can compare the two to one another and see how they function together as well.

First off, we are going to talk about how you can use the Analytics KPI that may be more regularly analyzed for one medium to benefit the other. In other terms, what can I learn about SEO from my PPC typical KPI data and vice versa. Specifically when looking at PPC typical data in Analytics what could you be learning for your SEO team that you could pass along to them?

I frequently look at a report on the PPC side of total revenue by keyword within Analytics. This is a pretty obvious PPC purpose. I want to make sure that the keywords that I am bidding on that are spending money are also converted. However, if there seems to be a term that is producing a lot of revenue, that even by my standards does not seem like a common sense terms or phrase that the brand that I am representing or managing accounts for would think their searchers or their customers is using and it is pushing a ton of revenue, that is a term that I definitely want to pass over to the SEO team and make sure that if they are not directly targeting that keyword they start to now. If we are already kicking up a ton of revenue just from bidding on that term from a paid search standpoint, imagine if we were showing up additionally in the organic rankings within the top two or three spots. This is just a great example of learning from one to give to other.

Erik, what do you usually see from SEO data that can give you some indication of what to pass along to your PPC team?

Erik: Just like you said, there is a lot of stuff that indicates that we always need to be communicating between the two teams regularly. Whether you are an agency that does both in-house or whether you are working for a client that has PPC and SEO under different roofs or you are inside and in-house

and everything is done but three cubicles over is the person doing SEO and you are doing PPC, you have to make sure that you are sharing this stuff.

A couple of the things that we would look at, depending on what the goals of the site are, could be the time spent onsite. Maybe we are seeing that for SEO this type of keyword, keywords containing a certain phrase or phrases, we are getting people really looking hard at the content. Maybe they have not done what we wanted them to do yet but that is definitely something we would want to pass over to the PPC team because as we are going to talk about coming up a little later, the cross channel attribution really might start to kick in. We want PPC to know what terms brought visits that lasted a long time and what terms brought people that just really did not stick around.

Time on site and bounce rate are sort of two sides of the same coin. Everyone eventually leaves a site. Every site in a sense has a 100% bounce rate. At the same time, you do not want someone landing on a page and disappearing within five seconds. You want them to stick around. If they are just going to do that one page, you want to at least make sure that they have read the copy and absorbed what it is they are looking for. This is true unless your site is one of those real quick hit, what is the capital of France type sites where they have achieved their goal, they have done it in five seconds, and then they are back. That is not a super revenue model. There are not a whole lot of sites that we would recommend that for.

Any user statistics about the quality of site, whether it is number of pages viewed per session, whether it is a term that brought a lot of return visitors because it has proven that they were on the site once before, they remembered what keyword they searched for. Maybe they did not remember the site so they searched again so you have a term that brought a return visitor to your site. We are always going to pass that stuff over to PPC and say, "Here's where we are with this stuff. Think about a campaign that incorporates all this stuff."

Kayla: Clearly, you can learn a lot from PPC data for SEO and from SEO data for PPC. As Erik alluded to, there are very few situations where PPC does all the work or SEO does all the work to make the conversion happen. There are many situations and most situations where it takes both as well as other direct visits to really push the final conversion through.

I can tell you from recent and actual experience that really understanding the relationship between PPC, SEO and the other sort of marketing mediums that you are running for your website, being able to explain that to your internal or external clients, whether you are working for one

particular brand in-house or you are working in an agency atmosphere, it is incredibly important to be able to explain this relationship.

We know that sometimes users click on a PPC add and they get to our website. Then they look around, click on a few different products or services and leave without converting. We know that sometimes then they remember our brand name from being on the website, they go back to Goggle or Bing and they type it directly in the search bar and then they click on our organic listing. They are still not quite ready to buy so they wait a few more days, think it over and then go back to this direct traffic option that Erik was explaining earlier where they open up their browser and type in [www.kaylaswidgets.com](http://www.kaylaswidgets.com) and go straight to your site and then check out and make a purchase.

You need to make sure that each step of that funnel gets credit where it is due. Who gets the conversion credit? The direct traffic right? That is where the conversion actually happens. PPC and SEO definitely contributed and one could certainly argue that without the first and second touches that direct visit conversion may not have happened because they would not know your brand name or your URL to type in to go direct anyway.

Keeping in mind that credit needs to be given where it is due, we have to understand how all of our marketing mediums contribute to overall success and overall goal completion. That is where multi-channel funnels in Analytics really come in handy. For any particular goal conversion, you have set up within Analytics you can view how much overlap there was between any given medium in order to make that conversion bucket happen. It is just about attribution, making sure that while maybe PPC or SEO was not directly responsible for the final conversion they get some credit through there a little bit.

[0:32:18 dictation goes out until 0:32:27]

Erik: Kayla, I lost your audio.

Kayla: Am I back? I think I am back.

Erik: You are back. That is fine.

Kayla: I think I hit my mute button, accidently. I got too excited about the multi-channel funnel.

What we are looking at is an example for a lead gen client. The particular conversion goal we are looking at here is just their Contact us page form and we are looking at a six month period of data. I looked at the multi-

channel funnel for this particular goal and I can see that we had 4,199 conversions on just that conversion goal form in that six months and over 1,200 of those actually needed multiple touches from various mediums in order to come through.

This particular client actually was considering cutting back on their SEO efforts. We sat down and deliberated all of this together. I explained to them that if you look at the color scheme here, that really dark green section that is in between all three of the lighter green section next to it and the blue-green section, would all not exist if they cut SEO. We are looking at the blue circle being PPC and paid search. The green circle is organic or SEO search. Then the orange-tanny colored circle there is direct.

As you can see, there are certainly segments there that would not exist without multiple touch points and those conversions would have never come in. Cutting out SEO for this particular client was going to immediately eliminate over 1,200 leads over a six-month period. Fortunately, they took a step back, understood that relationship, and decided to still focus on both.

I also wanted to just make a note. I think it is important that in this particular situation we were looking to make an argument for keeping a medium. There are definitely situations where you get in and you think you know that a particular segment or traffic medium is not working and you get in and look and it is or the opposite can be true. You think a segment is working and you get in and it is not so you have to make an uncomfortable decision sometimes. This is an imperative and all-important relationship to not only analyze for both the good and the bad but to be able to truly understand how your goals are being met with everybody contributing.

Analytics is clearly a great way to look at this. This diagram option screenshot is fantastic. It makes it really easy to understand where the overlap is and be the degree of analysis that is capable of being pulled out of just this one screenshot I think is pretty incredible.

We have been pretty happy-go-lucky so far in the presentation basically making the assumption you have all the information you need, you have all the data you need to look at and then everything is working great. What if you are missing some of your key data? Erik is actually going to jump in to how you hand that now.

Erik: On the SEO side, what we have been dealing with for the last year and a half or so is Google having made a decision that says we want to make sure that the keyword that people use to find your site in it's journey across

the web is encrypted so that people cannot hijack it or retarget it or somehow figure out what you have searched you. That is the official story at least.

It has been a source of frustration for organic search marketers for quite a while. This is not a Goggle Analytics thing. This is not an Ametur thing. It is agnostic of analytics platform. This is a Goggle search thing. So, no matter what your analytics platform is, when you look at your referring organic keywords you are going to see a lot of them that say "not provided."

Early on they thought, well, it is not going to be that many. You are not going to have that big of a number of not provided keywords. It might hit 5, 10% and that was a drastic understatement. For our own site, it is about 40%. For client sites, they range in the 20 to 30% of all organic phrases we just do not know what they are.

Now another frustrating point for us is that in a PPC campaign those phrases are provided. So, the same "security issues" that Goggle is worried about on the organic side they are not as worried about when they are getting some revenue from the click. This is not to bash PPC. They just happen to be in the right place here during the circumstance. It is more of a frustration with Goggle, but here is the reality. It is not going away.

Now browsers like Chrome's latest addition does all searches automatically on the HTTPS protocol, secure HTTP. So, that is going to encrypt the keyword. Firefox already does it. I am not sure where Internet Explorer is. We need to prepare for a world where organic intelligence, i.e., the specific keywords that people are using to arrive on our sites, is going to be drastically cut down if not eliminated entirely.

One of the silver linings here is it is not as if we are losing the information about how many people are coming. We still know the raw numbers of people that come from being in Yahoo and Goggle and Yandex and all those things. We know the specific ratios. We know if 1,200 people came last month on Goggle, we know that that number is accurate but we just do not know specifically what all the keywords were.

How do we deal with that? There are a lot of ways to deal with that. One of our specialist wrote a really nice blog post a month or two ago about life in the post not provided world. Blog that at [Intrapromote.com](http://Intrapromote.com) if you search for "not provided." There is some good content there. But in [inaudible 00:38:50], one of the things we recommend is instead of looking at your list of keywords, look at your list of landing pages that is segmented towards organic traffic.

That is what I have here in the largest screenshot on the left side of the screen. This is organic traffic and it is divided by landing page for a specific period of time. What we have is we do not know what drove people to the social media optimization page but we can track over time how well that page is doing organically so that we know if it rises the keywords that we have used on that page in its content, in its title, in its all text maybe. That is improving or it is declining. We get a feel for the fact that our theme of social media optimization is doing better, the same or worse than it was before.

If it is doing worse over time, we need to do more keyword research, we need to punch up the copy and maybe add some more case studies to the bottom on it or something like that. We are not going to get that keyword information and I hate to be the bearer of bad news. I do not foresee it coming back in an organic setting but the way we are currently working through it is to say, okay, we know we are not going to have it but how many people went to a page organically and landed here and what set of keywords is that page optimized to attract.

We can sort of triangulate, hey, all the stuff about if you are on a medical site, all about this specific type of tumor, the organic traffic landing on this page has doubled over the last six months. All right, well then we know that we are doing good. We can still add copy to it. We can still continually do keyword research like we would anyway but instead of looking at the keyword level and saying anything with the word "tumor" in it has increased we are looking at the pages that we targeted that term for. How are those terms doing? We say, okay, so, this keyword stuff that we had, it is working, it is not working or it needs to be beefed up.

Bottom line is we are gradually shifting focus to a landing page based world instead of an organic keyword based world. Now, we are certainly going to use keyword data as long as we have it but it is really hard to do valid year-over-year comparison because maybe last year the amount of not provided traffic was 17%. This year it is maybe 35%. So, you really cannot even look at tumor numbers from January of 2013 and tumor numbers from January 2012. They are just not apples-to-apples anymore.

We recommend pointing your vision towards the metrics that you do know are the same, and that, for this example, is landing page from an organic source.

You can also connect your Google Analytics account to your Google Webmaster Tools account. Google Analytics will show you in periods of a month, I think, what the top organic queries were to your site. It is ballpark. This is not the Holy Grail. These are not the droids that we have been looking for, I guess you can say. It is helpful. It usually reinforces

what you see on a Goggle Analytics page but you get the feeling there is a lot more there just because of the way their numbers are rounding and the impressions are rounded that it is not the whole picture. Again, it supplements it, we use it, and that is where we are on the keyword "not provided" area.

Kayla: Overall, we just want to emphasize with this particular presentation that whether it is Goggle Analytics or another analytics dashboard of some kind, a deeper level of reporting and analysis is not only preferred it is quite frankly necessary to truly optimize the performance on either the PPC or SEO side. Quite frankly, why would you not enable some version of analytics dashboard?

Analytics gives you a deeper analysis of any individual medium on its own. It also allows you to compare how it performs with or against other mediums and just lets you learn from one to give to the other and truly round out your overall marketing scheme. Aside from all of that analytics is a great way to double, triple, quadruple check your interface numbers and make sure that you are making the right addition or subtraction decisions with your account, for your account, keeping the long-term performance and progress in mind.

Before we jump into questions, we wanted to make an announcement and let everybody know that we are incredibly excited to announce that Intrapromote is officially a premier sponsor for Hanapin and PPC Hero's Conf this coming April in Austin. We are really excited that the Intrapromote team is going to be joining us.

If you somehow missed it, Hero Conf is actually a three day, 100%, PPC conference that is built for actually paid search account managers. The ones that are boots on the ground, implementing changes, optimizing accounts, really making the work happen. We are going to send our attendees off with completely useable, actionable ideas for their accounts and we would love to have all of you join us.

There is definitely still time to register. Spots are filling up incredibly fast and we certainly do have a limit on space. If you are interested in attending or getting more information, we encourage you to visit the conference website at [heroconf.com](http://heroconf.com) or contact me directly and I am more than happy to answer any of your questions or assist with the registration process, hint, hint, especially if you are going to be bringing more than one person. We have some group discounts that I have some codes for that I can help you get some additional discounts with.

We have three separate tracks this year at Hero Conf so you will, quite frankly, be leaving yourself out to dry a little bit if you come just by

yourself, you are going to be missing out on at least two tracks all day long. So, try to bring your friends and let me know if I can help. It is question time.

Erik: Let me add too that there are a lot of industry-wide online marketing trade shows that are all things to all people. There are some really big ones and they do a lot. That is fine but you can end up paying for 75% of things that really do not apply to you. If you are hardcore PPC, this is a neat opportunity. We are thrilled to be one of, if not the only, sort of organic voice there to talk to people too. When they say PPC only, they are not kidding around. Whether you are starting in it or whether you are a super developed PPC guru, this is going to have something for you. We are excited to be a part of it.

Kayla: Thank you Erik. We appreciate that.

Erik: How do we want to do questions?

Kayla: If you have the questions from GoToMeeting, you can shoot me any that are PPC specific.

Erik: All right. We have some. Let's see. Here is a good one that I think is going to be good for both PPC and SEO. Ashley says, "For service businesses where conversions are measured offline, i.e. by a phone call, and can't be measured at the keyword level in Goggle Analytics, is there another way to get data?" She is specifically talking about the advanced segmentation about people who did or did not convert. In other words, let's say, again, it is not an online action that is the conversion factor. It is picking up the phone and calling.

I have had a chance to think about this question so I will start it off with the SEO part and Kayla if you want to think about it and I know there is a lot you can do with phone numbers and PPC. It is tricky. Offline stuff is interesting because we recommend that your website have a phone number that is maybe unique to you website. So maybe not the one that is in the yellow pages so that anytime you get a phone call on there you know it is attached to online pursuits. Now that does not help you, I know, when you are talking about SEO versus PPC versus email and things like that.

One of the things we have done is create some click-to-call events. This especially works on mobile sites. You can create an event or just tie a button to a specific event in Goggle Analytics and every time they hit that, like I said it is like click-to-call, and you click this button on the site and your phone pops up and says are you sure you want to call this number?" and you say yes.

That is an event that we can monitor in Goggle Analytics. But if they are just looking at the phone number and then picking up their own land-line and calling, that gets a little bit trickier especially on the SEO side because we cannot have multiple versions of these organic pages floating around because of our own architecture issues. But Kayla, on the PPC side, what can you do with unique phone numbers and how can that work in segmenting your successes?

Kayla: I think a lot of what I am thinking for this is similar to yours in that it is setting events on the site as potential conversions within a funnel and then also sort of masking a generalized 800 number that may go direct to your call center with some PPC specific ones. This kind of requires some advanced segmentation of your landing pages and your website potentially.

The best way to do it early is to have an almost complete set of landing pages for PPC traffic. It may look completely identical to any of the pages that you are sending other traffic to. You just know that you are only sending your PPC traffic there so anyone who gets to that site at all had to come from paid search. Then each on of those landing pages would likely have its own sort of PPC specific phone number, whether it be by campaign or ad group, so that you know if you get a phone call in to that particular number it again had to come from PPC.

Additionally I think that it is kind of a bit of a sneaker way to do it. I do not mean sneaky in bad, I just mean it is sort of an extra player. In order to use like a click as an event when it comes to a phone number, probably people are not going to scroll over the phone number and do anything to it. They are just going to pick up their phone sitting next to them and call the number.

I have seen situations where for a particular client there is a link that says, "Call us" for example and then you have to click on that link to get the phone number to pop up. The assumption would be that if they clicked to get the phone number to show they are probably calling you right after that. I think I am going to have to agree with Erik. It is about basically segmenting things out so that you know any traffic that is coming to a particular page must be coming from a specific medium and then setting up those phone numbers onsite to be medium or landing page specific so that, again, you just get that next level of tracking.

Erik: Very good. We have a lot of questions about the specific reports and report generation and sort of the how to on creating custom reports and advanced segments.

Megan: Those are all really great questions. We actually have some pretty thorough how to posts within PPC Hero. So whoever sent those questions, we could just put something up on PPC Hero as a follow-up post with those individual links to the how to.

Erik: Right, yes, specifically and some of these advanced segments and custom reports you can actually export and save and share with a link. Some of the ones that I used would not be appropriate for that because they contain specific goals that were created with a unique client in mind. I could create some dummy segments that would show you how to do branded versus non-branded. Especially I would like to share one that we have used for mobile phone only that strips out tablet and some others like that. We can do that on your blog. We can do it back over or ours or we can cross link the two. We will make sure to make that a priority for follow-up for this webinar.

Megan: Absolutely.

Erik: Someone asked about Hero Conference. Is it geared towards service company niches also? A lot of PPC conferences do not include much about service companies.

Megan: I assume we are talking lead gen verses eCommerce so you are selling a service as opposed to a specific product. I will say with full certainty we keep everything very even keel. In terms of 101 versus advanced level, we try to keep things pretty evenly split throughout the conference and similar to that we definitely keep things even when discussing lead gen for more service-based industries and eCommerce for product-based industries, online, offline sale. We are definitely going to have a wide range so absolutely geared towards both.

Just to speak in to that a little bit deeper, when you register and you get there you are going to get the full list of the schedule and that is actually going to be released here in the next few weeks on heroconf.com as well. You will know full well going in how to schedule your day to make sure you get the most service business related topics as possible.

Erik: Here is something very futuristic and hypothetical.

Kayla: I like it.

Erik: In your opinions, what will it take and how long will it take for cross-device tracking to be developed? For example, you do research on your phone, then you check it later on your tablet, and maybe finally later you convert on the PC.

Kayla: Is it okay if I go first Erik?

Erik: Absolutely.

Kayla: My thoughts with this are that to a certain degree, we can kind of see that information. It is all IP-based, I guess, to me. You are capable of seeing, I feel like, if you dig down deep enough if someone is truly using multiple devices. It just takes a much deeper level of analysis and Sherlock Holmesing it.

I would say probably less than a couple of years we would be able to immediately see that kind of data because as things get more interlinked you have the iCloud for your Mac and also your iPhone and all of your information can get synched up with the iCloud and downloaded right back to all of your different devices. I think that it is going to be something to that degree where all of your searches from all of your different devices basically get siphoned up into one big cloud. I would say probably within the next couple of years. I do not think it is far off by any means.

Erik: It is tricky. It is not happening to any great extent now consistently I do not think. It points to maybe trying to make it as easy as possible for people to create memberships on a site or have an account where you can say, okay, you are logged in on your iPad. You are logged in on your Nexus phone. That way cross-device becomes just secondary because it is all account-based and you can look at how this person from the account log in.

It is obviously very tricky from a trust perspective. Well, I'm just here for the first time. I'm certainly not going to give you my email address and sign up for an account. I think that is one direction you could possibly take this to and how easy it is and what benefit is there for a user to sign up for an account quickly that they will want to sign in to on their other devices.

Kayla: I was just going to say I wonder how long it is until the internet is something you need to be a member of. Do you know what I mean? To even open up a browser you have to log in to something first. Like if you go a university campus and you want to access the internet before you could even log in to the computer you have to give it your credentials. It is very similar thought process and it can lead yourself down a path of, oh my goodness, do you know how cool that would be? It is a very interesting question.

Erik: Here is a question about PPC possibly being mistagged or misattributed. Any idea why there might be a tremendous amount of direct traffic track? We know it is actually PPC but two-thirds of purchases occur from direct.

Any chance of determining which PPC campaigns are performing better than others? I am not sure if that is two questions or one. What might be a reason that PPC traffic could be mislogged?

Kayla: I think I am slightly confused on the question. It sounds like conversions are being counted towards direct traffic but they are saying that they know they are originating from PPC.

My thought would be that it is just a multi-touch situation of course. So, the initial click, maybe even a few of the initial clicks, may be coming from paid search but they are not converting until they just come to your site direct, a few days or few hours later. I'm only slightly confused by the questions because I feel that if you just looked at your multi-channel funnels you should be able to track that back and verify that they are definitely coming from PPC.

Certainly, it could be a coding issue. If your add words code is not firing correctly or is not synched up with Analytics, that is obviously going to cause some miscounting of paid search conversions. Additionally, if you set up your Analytics account originally and did not click on the eCommerce radio button. Again, this is very specific so it may not fit this particular account. If you are an eCommerce account which means you need to track sales, revenue and things like that from a dollar amount standpoint on this site, if you did not select that radio button when first opting in to Analytics it is basically crawling your site as if it is a led gen. So, you may just end up with some mismatched data that way as well.

Certainly a few things you could troubleshoot to try to fix it but I am going to have to say that without a deeper view and being able to look at it myself I am not exactly sure. I am going to look at this question again and see if I have more thoughts to share and an actual follow-up post. Those are my initial thoughts.

Erik: We have about a minute left. I wanted to first state there was a request for you to be able to show how you created that cross-channel interaction analysis directly in the Analytics interface. Now was that off the shelf or did you ask for the report based on a certain channel or campaign?

Kayla: I guess we are referring to the multi-channel funnel. To set up multi-channel funnels, you have to basically set up your conversion goals and show within each conversion the flow of how that conversion happens. Then that automatically pulls all this data into the cross-channel analysis.

This particular one is straight out of one of my client accounts. The setup process for this is really quite simple. Again, it is already there. It is just a selection of particular radio buttons for which mediums you see within the

diagram. It is another one we have a huge post about, the specific how to, step-by-step within PPC Hero so I will be sure to post that link or you can go to PPC Hero and in our Google custom search box just type in multi-channel funnels and it is going to come up.

Erik: Webinar participant Jay from the 3-point line tells us that cross-device tracking is something Goggle will be providing in the next three months through their new enhanced campaign initiative. I had not read about that so I appreciate Jay letting us know that.

Kayla: Jay, thank you. That is awesome. I am going to admit, I got a little bit bogged down in the mobile portion so I am a little log jammed with the enhanced campaigns.

Erik: Let's see. I think we have time for about one more. Mike says, "Does the keyword not provided issue also affect reporting for keyword traffic on the Goggle add words tool, for example, not enough data?"

I do not think that is the case. I do not think the add words tools has the same issues about security that a normal analytics profile would have. So in the add words tool, Kayla, what would be responsible for the response "not enough data?" Is that just a demand-based response?

Kayla: Yes. Because add words is so keyword driven, the opportunities for that data not to flow through are pretty limited. Really, sort of a cookie or a code has to misfire at some point within the process basically to edit that information out from being visible. Generally speaking, fortunately, not an issue we have.

Erik: I think that is about all we have time for. I want to thank everybody. We had a great turnout today and I hope you learned something and enjoyed it and are able to take something away from it. As Kayla has said, we will have follow-ups. If you signed up for this webinar, you will get an announcement about when the archive version is ready. We will address the questions we did not have time to address and we would love to see you at our next webinar.

Kayla: Absolutely. Again, thank you guys all so much. Erik and I are more than willing to hear any feedback or communication back from you all so we will be reaching out to follow-up. Feel free to reach out to us specifically. Thank you guys so much. We will see you next month.

Erik: Thanks everybody.

