UNIT V SEARCH ANALYTICS

Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is a process that improves the quality and quantity of traffic to a website from search engines. SEO focuses on unpaid traffic, rather than direct or paid traffic.

SEO uses elements like keywords, internal and external links, and optimized content to help search engines find content and rank websites higher on search engine results pages (SERPs).

Here are some types of SEO:

- On-page SEO: One of the most common and easiest ways to boost site visibility
- Local SEO: Helps businesses be more visible in local search results on Google
- Technical SEO: A type of SEO

SEO can also include image SEO, which is a mix of on-page and technical strategies to get images on website pages to rank in Google image search.

The goal of SEO is to rank on the first page of Google results for search terms that are important to the target audience.

NON-LINEAR MEDIA CONSUMPTION

Non-linear media is a form of audiovisual media that can be interacted with by the viewer, such as by selecting television shows to watch through a video on demand type service, by playing a video game, by clicking through a website, or by interacting through social media. Non-linear media is a move away from traditional linear media, in which content is selected by the publisher to be consumed and is then done so passively. There is no single specific form of non-linear media; rather, what might be considered non-linear changes as technology changes. Following the development and rise of digital non-linear media, the retronym linear (used in linear television, linear channels, etc.) was introduced to refer to programmed broadcasting.

Non-linear content is often viewed on a device other than a television, such as a personal computer or a smartphone. Video on demand (VOD) content can be transmitted over the internet via streaming services such as Netflix, Hulu, Starz, or Amazon Video, or it can be provided by a television provider as an additional option on top of their linear programming. Many publishers of content now offer streaming of programs through their

own websites, though sometimes the catalog that is offered will be curated in some way, such as by providing only recently released episodes. Video may also be downloaded legally or illegally through a peer-to-peer network such as BitTorrent, or it may be directly downloaded from a video hosting website.

As internet speeds and the number of supported devices have increased, so has the number of people who consume non-linear media. This is evidenced by the rising popularity of over-the-top (OTT) streaming services. In 2015, the television network CBS expected that by the year 2020, 50 percent of all television content would be viewed in a non-linear fashion.

The concept of non-linear content is basically about closing the gap between online and offline content strategy that every SEO needs to learn.

Non-Linearity Facilitates Brand Discovery

The availability of your brand and content via different online platforms facilitates brand discovery more now than ever.

- Geofencing delivers your products to customers within a defined radius via mobile apps.
- Slideshare provides you a connected and ready audience from Facebook and Twitter to discover what you're doing and other social behaviors related to your brand. Count in Reddit, StumbleUpon and LinkedIn as powerful platforms for your brand to proliferate.
- Search engines are now more sophisticated and brand-focused. Branding, content marketing, and UX design began to take center stage, but with a twist—non-linearity. Search is a linear process that requires non-linear content.

USER ENGAGEMENT

Most SEOs know how important user engagement is to SEO success. User engagement really is, metrics to track trends, and ideas for increasing it.

Most SEO professionals know how important user engagement is to their success. Without searchers coming to our sites and taking action in some way, chances are our place in the SERPs would drop. Search engines' main goals include giving the user the best answers to what users are looking for.

User engagement is any way in which a visitor to any of your digital properties takes action on that platform as opposed to browsing passively or exiting immediately to find a better source of information.

Types of Engagement

Click-Through Rate (CTR)

CTR offers the entry-level engagement that's required for further engagement to take place.

CTR requires optimal SEO best practices to show up on the first page of SERPs and gives searchers the content and answers they're looking for.

Along with decent content, we need to focus on the types of content titles and meta descriptions that encourage users to click through to your site.

Actions From Outside Sources

Not all engagement happens on-site. In fact, come of the most valuable engagement comes from outside sources:

- Linking to your content.
- Driving more traffic to your site.
- Sharing your pieces on platforms that increase your reach.
- Encouraging users to engage in different ways.

Inbound links remain a top SEO ranking factor year after year. It means that someone read your content and felt it was authoritative enough to use it as a source for the piece they're writing about a similar or related topic.

While sharing on social media isn't a ranking factor that directly affects SEO, it does help drive more traffic to your site and encourage more visitors, more links, and more conversions.

Dwell Time

Dwell time is the length of time a person spends looking at a webpage after they've clicked a link on a SERP page, but before clicking back to the SERP results.

Dwell time is an inherent measurement that helps search engines determine if a searcher's needs were met with the results the search engine provided.

Searchers will input their query, click through to a top result, and stay on a site that satisfies their need.

Engagement Metrics to Track

While these measures don't have a direct effect on rankings, they're important on-site engagement metrics that are crucial for website administrators to track and keep an eye on.

These numbers give you an idea of how well your users are engaging with your site and content. There's no set "good' or "bad' number for each of these metrics. It's more important to track trends and take anomalies for your site into account.

Pageviews

This metric includes multiple views of a single page. Watch for any large fluctuations in pageviews – whether up or down – to determine if users are drastically increasing or decreasing their engagement with your site.

New vs. Returning Visitors

In Analytics under Audience > Overview, you can see a pie graph of new versus returning visitors. New visitors are always great.

We love new eyes on our sites, discovering our products or services, and potentially converting and becoming returning visitors.

It's crucial to watch your balance of new vs. returning visitors. Once you've established a sort of baseline after a few weeks of observing, you'll be able to see when and how the balance changes.

Returning users are engaged users, especially depending on your product or service model.

Bounce Rate

It depends on the business model, your website goals, your content types, and more.

If your goals are to truly serve the searchers' needs, then someone clicking to your site, reading an article that gives them exactly what they need, and clicking away.

As with all these metrics, tracking bounce rate trends is often what's most effective.

Any huge drops or jumps can not only tell you something's off with your Analytics implementation but also if users are engaging with what you're putting online.

Time on Site

Time on site, or average session duration, gives you a metric for how long users are spending on your site. As with bounce rate, there's no set good or bad number, but more of a trend to track over time.

Observe how your session duration changes as you engage some of the user engagement tactics below. If you start producing longer-form content for your site:

- Does it increase because users have a reason to stay longer?
- Or does it decrease as they are intimidated by long content that would take them too long to read?

Conversions

This is one of the most important measurements to track. If you don't watch the trends for any of the other engagement metrics in this post, at least watch conversions.

Conversions through Analytics are goals you set up to track and assign value to.

However, too many people get caught up in tracking only end-goals (like sign ups or phone calls).

It's critical for user engagement metrics to also track micro-conversions that help move users down the funnel.

Whether it's a newsletter signup, a download of a whitepaper, talking to a chatbot, or the completion of an online survey – these smaller conversions can give you an idea of the funnel toward larger, monetized conversions.