The Real Time Case Study: Kendall Press

Five Things We Learned

1. It doesn't matter what words you like or want to use; the **words that count are those that your prospects use to search for your type of services or products.**

2. **Don't be creative**. Trust the search words that Google serves up and use them in your website content, blog posts, blogs titles, etc.

3. Fancy, is the 'long tail of search' and if you can **add a unique identifier to your keyword** you can own it now. Put it on your website, use it and distinguish yourself

4. **Watch where your prospects come from**. Both the geography and the on what type of device. Geo identification helps you save money and target your market and the type of device tells you what their experience might be like (large desktop screen vs. handheld smartphone) and where to focus your marketing efforts.

5. **Optimize a page**, the home page (a landing page) so as not to disappoint the visitors. Match it up well to the keywords your searcher is using. Put yourself in their place. What do you expect to find on the page?

The Take Away

Install Google analytics on your site, review on a regular basis and screen capture the dashboard so you can track and compare.

Look at the
- Bounce Rate
- Time On Site
- Pages Visited
- Where Visitors Come From
- Keywords

Date it, save it and save your website info too. Make changes to your website going for the goal of incremental improvement. More visitors, longer visits, more pages viewed

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Understanding Your Website with The Key Google Analytics Reports

1. **Daily/Monthly Traffic**
4. **Visitor Stats**
Annotations
Bounce Rate
Time on Site
7. **Map Overlay**
3. **Traffic Sources**
5. **Key Words**
2. **Content Overview**
6. **In-Page Analytics**

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## Getting Your Internet Marketing Going with Google Tools

Basic First Steps

1. **Set up a Gmail account,** opens you to all the Google products

2. **Set up Goolge Alerts**, lets you keep tabs on competitiors, your self, keywords

3. **Set up Google Reader & Docs,** This is office in the sky, cloud computing it allows you to be anywhere and access your documents and info,

4. **Set up Google Analytics** and add to your website, gives you a ton of info about your site

5. **Set up a blog using Google Blogger,** great place to get a blog going. Easy to set up and customize.

6. **Get familiar with the Google Keyword Tool,** gives you access to Google's database of info on how people are searching and what keywords they are using

7. **Launch an iGoogle Page,** lets you display your reports on one page.

These reports are just a snap shot in time for this site. Your industry will be different. You will have to review analytics for a while to see what is normal.

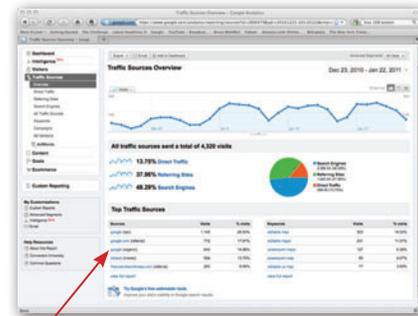For more info:
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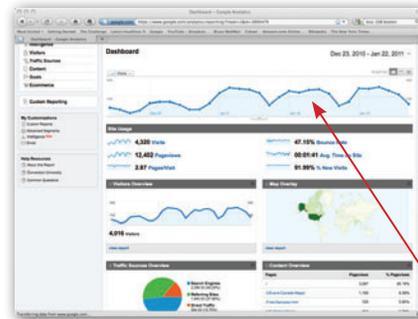

1 Daily/Weekly Traffic volume, can also be broken down into segments such as how many visitors came by moble or by search or pay per click.
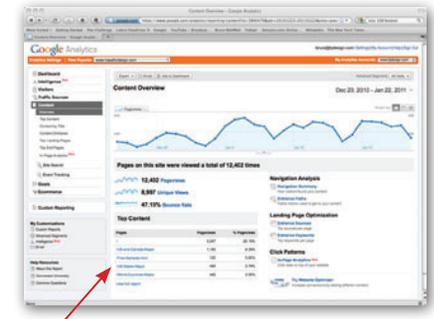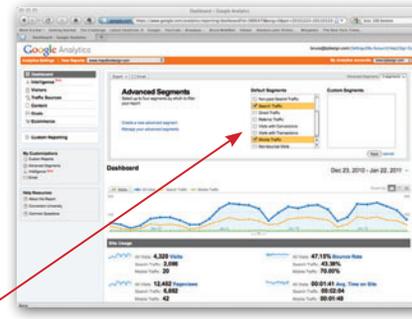

2 Content Overview, what pages are your visiters visiting the most?

3 Traffic Source, tells you from what websites your visitors are getting to your site, such as Google search, Adwords, YouTube, other websites, social media, etc. A vital report.
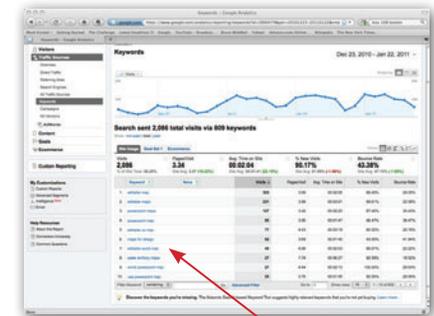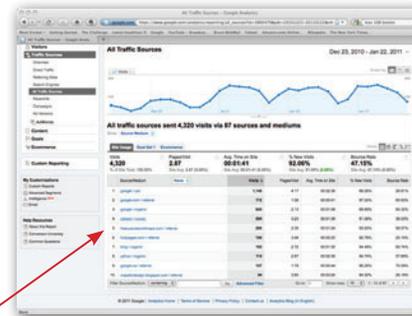
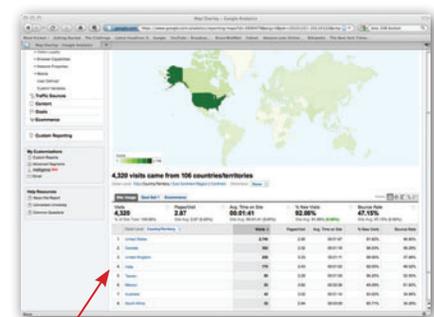**4 Keywords,** what keywords are people searching on that are getting them to your site?

5 Visitor Overview, how often, time on site and bounce rate.
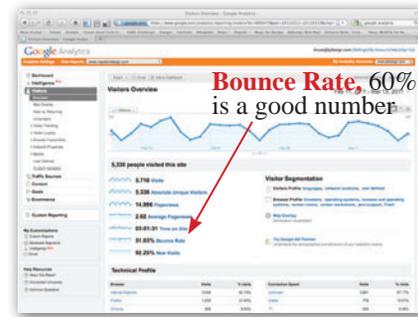
Bounce Rate, 60% is a good number

6 In-Page Analytics, how are visitors moving around on your site, what are they clicking on?

7 Map Overlay, where in the actual world are your visitors coming from?