

# 083 - Data Driven SEO

## **Gert Mellak**

The data very often tells us a story. I was just doing a training for my team members that have just joined before. And we were focusing in analyzing, for example, conversion rates and bounce rates. And how were people enter a website, how many enter a website? How do they convert? How many bounce? Why might they be bouncing? What can we do on the site in order to engage them further, if there is a search intent that doesn't necessarily require a bounce. So there's always data to work with. And you need to make sure that you collect it, you analyze it correctly, you segment it correctly. And then also make sure that you don't only rely on Google Analytics as one single data source.

## **SEO Leverage Podcast Intro Music**

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

## **Gert Mellak**

Welcome back to Seoleverage.com. My name is Gert Mellak, and this is episode 83. Today, I would like to tell you a little bit about my initial steps on marketing and how this is relevant for you and for your SEO today. First of all, when I started out, my real goal was consulting. So I wanted to be a marketing consultant, I wanted to be going beyond the programming and web development background, which I already had, and really help companies be better off, generate more leads generate more sales. So this was my real focus, they very quickly realized that the big advantage of digital marketing is actually the data that's available. And what I mean by this is that when you compare it with traditional marketing, and back then I still had clients who invested quite a bit in to print media and radio and television ads and stuff like that, when you compare it to digital marketing, you just have so much data to work with. And obviously, it's not only collecting the data, but also making sense of it, that actually has been leading into today's SEO, where we actually talk about data driven SEO. Data driven means that we base decisions on what the data is telling us. The data very often tells us a story. I was just doing a training for my team members that have just joined before. And we were focusing and analyzing, for example, conversion rates and bounce rates, and how where people enter a website, how many enter a website? How do they convert, how many bounce? Why might they be bouncing? What can we do on the site in order to engage them further, if there is a search intent that doesn't necessarily require a bounce. So there's always data to work with. And you need to make sure that you collect it, you analyze it correctly, you segment it correctly. And then also make sure that you don't only rely on Google Analytics as one single data source. We have created the SEO leverage app in order to cross reference data from two very important data sources for a start, which is Google Analytics and Google Search Console. They both work quite differently. And we might be doing another episode about that as well. But essentially, from Google Analytics, we want to extract for SEO purposes where people come into the site, the organic landing pages. Once you have the organic landing pages, you can then make decisions on where people what people are actually doing when they come to those pages, are they converting? Are they bouncing? What do they do? Which kind of conversion to the actually

trigger afterwards? And essentially, what does it tell me all the data I have about where people come into the site, and what can I do with it? Google Search Console complements the picture a little bit because it tells me when what comes up in search, even before someone clicks on my result. I'm not going to see anything in Google Analytics, unless somebody clicks and visits my site. So Google Search Console, could tell me where do people actually see my website coming up. How many click on it? Why do they potentially, why am I didn't not be clicking on it so much? So again, you see a lot of data. But you actually need to make sense in context, to the website, you're actually looking at in context to the moment a search user might be in when they see the search result and start engaging with your website. So data driven SEO strategies definitely require a very good understanding about the user that's actually coming in to interpret the user behavior metrics correctly. There's a lot of data science, so to speak behind the analysis. And the first step is really to decide which KPIs which data you actually want to look at. And this is where our app just make it super easy because we have the KPI overview that just tells me where do people come in? How are those landing pages essentially converting over time month after month? What's going up what's going down? And is for SEO already gives you a lot of information. But then on top, you can also look at the search queries that drive people to certain URLs, or start analyzing the user search intent behind those queries as well. So data driven strategies are really important. Technical SEO is absolutely necessary, you need the technical foundation. But at some point, you will need data driven strategic advice to bring you forward to figure out what is working and what can we do more, how can we do more of it? What's not working? And how can what can we do to fix it. So everything is looking at data and making decisions. And this is where very often I tell clients, look, after we first check out our website, or everything else is going to be data driven. So whatever suggestions we put up, we are going to have an idea where this comes from which kind of data lead us there. And my team and myself spent our days essentially looking at data trying to make sense of it and suggesting tweaks to websites and optimizations to SEO campaigns. Based on the data we see based on how we see Google interact with the website, engage with a website, in terms of ranking it giving it more visibility to certain topics, certain keywords, or certain URLs, and just drive it and drawing the right conclusions out of it. If you think data driven SEO is something you would want to make sure that's part of what you do, head over to [Seoleverage.com](https://Seoleverage.com) and let's get in touch. The app is going to be a really good foundation for you to make sure that you look at the right data frequently. And it's going to help you with a lot of different features from the change log where you can track results based on the changes you made on the site to the SEO lab where you can run experiments, KPI overview that keeps you on top of things at all times. And then just following the process of keeping this SEO momentum going by always having the next steps on your radar is really really powerful. My name is Gert Mellak. Thank you for listening to [Seoleverage.com](https://Seoleverage.com).