

086 - Digging Deeper on Your Numbers

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A number hardly is just a number, you have to dig deeper and really understand what's happening here. Recently I had a discussion with a client's team about the exact same thing. They mentioned the conversion number, but then we started to dig a little bit deeper. And when digging deeper, a portion of your traffic never actually wanted to engage with you at all. So imagine you have a 10% conversion rate on your website. And you say, well, this means 90% of the people don't want to take the next step, does it? I don't think so. What I believe makes sense is to spread out or split off the people that never were engaged enough in the first place. If you get 100 people to a website, chances are that 50 60 70 or more drop off right after they read the article they found on Google.

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

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Welcome back to SEOLeverage.com. My name is Gert Mellak. I'm the host of this show. And this is episode 86. Today, we are going to talk about one of my favorite topics, numbers. And although this might sound boring to some of you, ultimately, we at SEO Leverage as a data driven company a data driven app, we always gather and analyze data and try to make the most sense of it. This has led a lot of our clients make much smarter decisions. Because once you understand the data, the numbers you're looking at, in the right context, in the right segmentation, you can actually focus your resources on what really matters. Look, I get it, it's much easier to analyze overall traffic, break it down by the different channels, and then check out the organic segment to see how your SEO traffic is doing.

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However, right there with this simple methodology to see how things are going around your SEO, you're already mixing two very important topics. Those are branded and non branded traffic. What do I mean by this? If somebody types in your brand name into the search engine, or the name of your company's founder, they already know which page which site, they actually want to find. It doesn't need an SEO, or SEO work to rank well for your brand name. Unless it's Coca Cola very similar, then you might have a harder time doing this.

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Usually, most companies tend to rank really, really well with or without SEO efforts for their brand name. However, people typing in your brand name and coming to your website are going to be part of this organic traffic you're looking at. So if you get 1000 visitors to your site from your organic segment. You really want to know how much of this traffic is branded, and how much is non branded traffic. At SEO leverage, we have a specific report for this. We spread out

branded and non branded traffic month after month. So we can track those segments separately. The information for this is retrieved from Google Search Console.

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Google shares a huge variety of details with us, telling us what kind of keywords people typed in before they saw and then clicked on your website search result. Our app then analyzes this data and split it up into branded non branded. Ideally what you want to see with SEO long term is that the non branded traffic goes up. This means that your site gets expand more and more for terms that do not contain your brand name, meaning you have more brand awareness. More new people come to your site. You grow your following you grow your audience, and you usually then also grow your revenue.

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At the same time, PR campaigns, social media ads, email campaigns, a lot of other channels can contribute to a higher amount of branded searches. They're more exposed your brand is the more brand awareness you're raising out there. The more people are going to type in your brand name into the search engine. So a huge spike in organic traffic might not be based on SEO, but might just mean that a lot of people searched for your brand name to find your website. And unless you track branded versus non branded traffic, you're not going to be able to tell these apart.

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As you can see, a number hardly is just a number, you have to dig deeper, and really understand what's happening here recently had a discussion with a client's team about the exact same thing. They mentioned a conversion number, but then we started to dig a little bit deeper. And when digging deeper, a portion of your traffic never actually wanted to engage with you at all. So imagine you have a 10% conversion rate on your website. And you say, well, this means 90% of the people don't want to take the next step, does it? I don't think so. What I believe makes sense is to spread out or split off the people that never were engaged enough in the first place.

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If you get 100 people to a website, chances are that 50 60 70 or more drop off right after they read the article they found on Google. Why? Because either they were expecting something different, or they don't find on this page, what they were looking for. Or maybe they do find what they were looking for, but they don't want anything else. Those people shouldn't be a part of your conversion statistics, ideally, because you never had a shot at converting them anyway. It's like standing with an ice cream truck on a main commercial street.

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People who don't even look at my truck. They are not lost sales. They just didn't want ice cream anyway. So why would I count them in a success matrix or KPI? However, people who are engaging with your website who are exploring who check out your contact page, those people who check out your about page to people to who actually try to start engaging with us are filling

in a form and don't. These are the things we really want to know about. These are the people we want to track. These are the sessions, the user sessions we want to analyze. These are the scroll tracking we want to run.

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So once we are clear on the data, we need to dig deeper and see is this really what I think it is? Or are there many different factors coming together that ultimately build up to the entire picture. Because otherwise, either you can't convert the data analysis into an actionable step at all, or, and it might be even worse, you're going down the wrong rabbit hole. So rather than understanding that your conversion rate might be really, really good, you might work on the wrong end. So rather than getting more people in, in order to convert more, you might tweak the conversion funnel, and ultimately, not get any better results.

8:06

If you want help with this, we do this all the time. Every single day, every single day with our app, SEO leverage, and with my amazing team of support people, SEOs, Link builders, content creators, we make sense of the numbers, our app, SEO Leverage prepares the numbers, and our team makes sense of them. Lining up the exact action steps that should be taken. And we always explain why this is the case. It's not important to know all the details about SEO in order to be successful, but it is important and is my firm belief to really understand why certain things deserve your attention and deserve your time. My name is Gert Mellak. I would love to walk you through our app on a demo over at SEOleverage.com