

Market**Motive**[™]

Internet Marketing Knowledge

DIY Search Behaviour Analysis

John Marshall

CTO, Market Motive

jmarshall@marketmotive.com



Monday morning: Understand Search Behavior

- Dashboard
- Visitors
- Traffic Sources
- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords**
- AdWords
- Campaigns
- Ad Versions

- Content
- Goals

- Settings
- Email

- Help Resources
- About this Report
- Conversion University
- Common Questions
- Report Finder
- Beta Feedback

Overview »

Keywords

Apr 1, 2007 - Apr 30, 2007

Export | Email | Add to Dashboard



Search sent 6,276 total visits via 4,219 keywords

Show: total | paid | non-paid Segment: [Keyword](#)

Site Usage | Goal Conversion

Views: [Grid] [Table] [List] [Zoom]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
6,276 % of Site Total: 37.73%	1.60 Site Avg: 1.73 (-7.89%)	00:01:42 Site Avg: 00:02:05 (-18.40%)	78.55% Site Avg: 65.52% (19.88%)	78.49% Site Avg: 69.56% (12.84%)	
Keyword	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
avinash kaushik	235	2.94	00:04:39	40.43%	41.70%
avinash	191	2.47	00:03:45	34.03%	51.31%
occam's razor	143	2.27	00:04:19	63.64%	65.73%
occam's razor blog	64	2.17	00:05:36	23.44%	57.81%
competitive intelligence	44	1.23	00:01:21	95.45%	81.82%



How can we really
see the intent



People Use Site Search



18.57% visits used site search

18.57% visits used site search

What's their intent?

Search Term	<u>Total Unique Searches</u> ↓	<u>Results Pageviews/Search</u>	<u>% Search Exits</u>
1. new+campaign	471	1.71	2.76%
2. impressions	437	2.46	8.01%
3. content+network	428	2.13	10.98%
4. quality+score	359	2.19	13.93%
5. bounce+rate	293	2.15	23.89%
6. keywords	283	1.88	8.48%
7. negative+keywords	272	2.08	11.03%
8. cancel	260	2.20	4.62%
9. image+ads	236	2.53	8.90%
10. chat	230	2.57	10.87%

Find Search Term: Go to:

The Wonderful Gory Details!

Overview > Site Search Terms >

Site Search Terms: bounce+rate

Sep 11, 2007 - Oct 11, 2007

Export Email Add to Dashboard

Total Unique Searches



There were 293 searches for this search term

Analyze: [Search Term Overview](#) Segment: [None](#)

Site Search Usage

[Goal Conversion](#)

[Ecommerce](#)

Views:



293 Total Unique Searches

% of Site Total: 0.36%



2.15 Results Pageviews/Search

Site Avg: 1.76 (22.29%)



23.89% % Search Exits

Site Avg: 13.82% (72.92%)



7.13% % Search Refinements

Site Avg: 21.30% (-66.52%)



00:51:34 Time after Search

Site Avg: 00:21:38 (138.28%)















38.83 Search Depth

Site Avg: 21.73 (78.63%)

Conversion Rate

31,547 visits from 2 visit types

Site Usage		Goal Conversion			Views:    	
Visits [?]	Goal1: All Posts [?]	Goal2: About [?]	Goal Conversion Rate [?]	Per Visit Goal Value [?]		
31,547	1.84%	2.79%	4.63%	\$0.32		
% of Site Total: 100.00%	Site Avg: 1.84% (0.00%)	Site Avg: 2.79% (0.00%)	Site Avg: 4.63% (0.00%)	Site Avg: \$0.32 (0.00%)		
Visit Type	Visits  ↓	Individual Visit Type performance: Goal Conversion Rate 				
1. Visits Without Site Search	31,266	 4.58%				
2. Visits With Site Search	281	 11.03%				
Find Visit Type:  containing <input type="text"/>	<input type="button" value="Go"/>	Go to: <input type="text" value="1"/>	Show rows:  10	1 - 2 of 2  		

Free data is
often ignored


Things that go wrong

- Mixed case
- Multiple results pages
- Usual JavaScript breakage
- Injected terms
 - PPC Ad landing page that pre-populates a product category search

jmarshall@marketmotive.com

Analytics Settings - www.kaushik.net ([Edit Analytics Account](#))

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					
« Prev 1 - 3 / 3 Next »		Show <input type="text" value="10"/>	Search <input type="text"/>		
Name	Reports	Settings	Delete	Status	
1. www.kaushik.net	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (2)	
2. www.webanalyticshour.com	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (0)	
3. www.zqinsights.com	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (0)	

[Add Website Profile »](#)

Track another website with Analytics

[Access Manager »](#)

Number of Users: 8
Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

[Filter Manager »](#)

Number of Filters: 0
Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports, and more. [Learn more.](#)

Helpful Links

- [What's new with Google Analytics?](#)
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [I'm not seeing any data in my reports.](#)
- [What is a website profile, and what can I do with it?](#)
- [How do I track a new website?](#)
- [How do I set up goals?](#)
- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)

Profile Settings: www.kaushik.net

✓ Receiving Data ([Check Status](#))

Main Website Profile Information

[Edit](#) 

Website URL:	www.kaushik.net
Default page:	
Time zone country or territory:	United States
Time zone:	(GMT-08:00) Pacific Time
Exclude URL Query Parameters:	
E-Commerce Website:	No
Site Search:	Do Track Site Search

Common Questions

- [What is a website profile, and what can I do with it?](#)
- [How do I set up goals?](#)
- [How many goals I can set up?](#)
- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)
- [How do I grant other users access to my reports?](#)

Edit Profile Information

Profile Name:

Website URL: (e.g. http://www.mysite.com/)

Default page ^(?): (e.g. index.html)

Time zone country or territory:

Time zone:

Exclude URL Query Parameters: (e.g. sid, sessionid, vid, etc...)

E-Commerce Website

- Yes, an E-Commerce Site
- Not an E-Commerce Site

Site Search

- Do Track Site Search
- Don't Track Site Search

Query Parameter (required):
Use commas to separate multiple parameters (5 max)

- Yes, strip query parameters out of URL
- No, do not strip query parameters out of URL

Do you use categories for site search?

- Yes No

[Learn more about Google's Custom Search Solution](#)

Harness the power of Google to create a search engine tailored to your needs.

Common Questions

- [What is a website profile, and what can I do with it?](#)
- [How do I set the time zone for my reports?](#)

- **Post hoc ergo propter hoc**, Latin for "after this, therefore because of this"