Conversion
Web Analy
SEO PPC
Paid Searc
Email Syste
Traffic Clic

MarketMotive™
Internet Marketing Knowledge

DIY Search Behaviour Analysis

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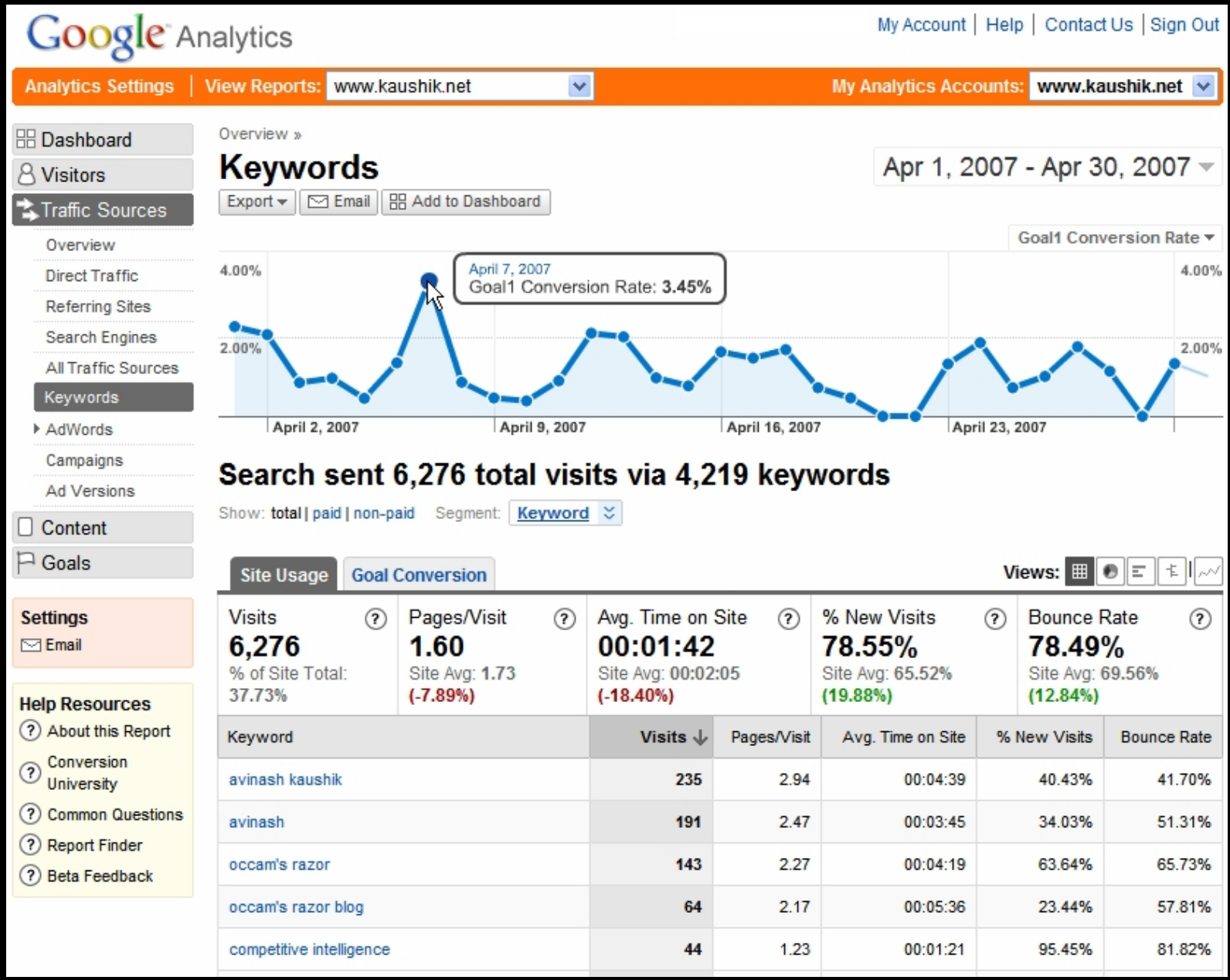
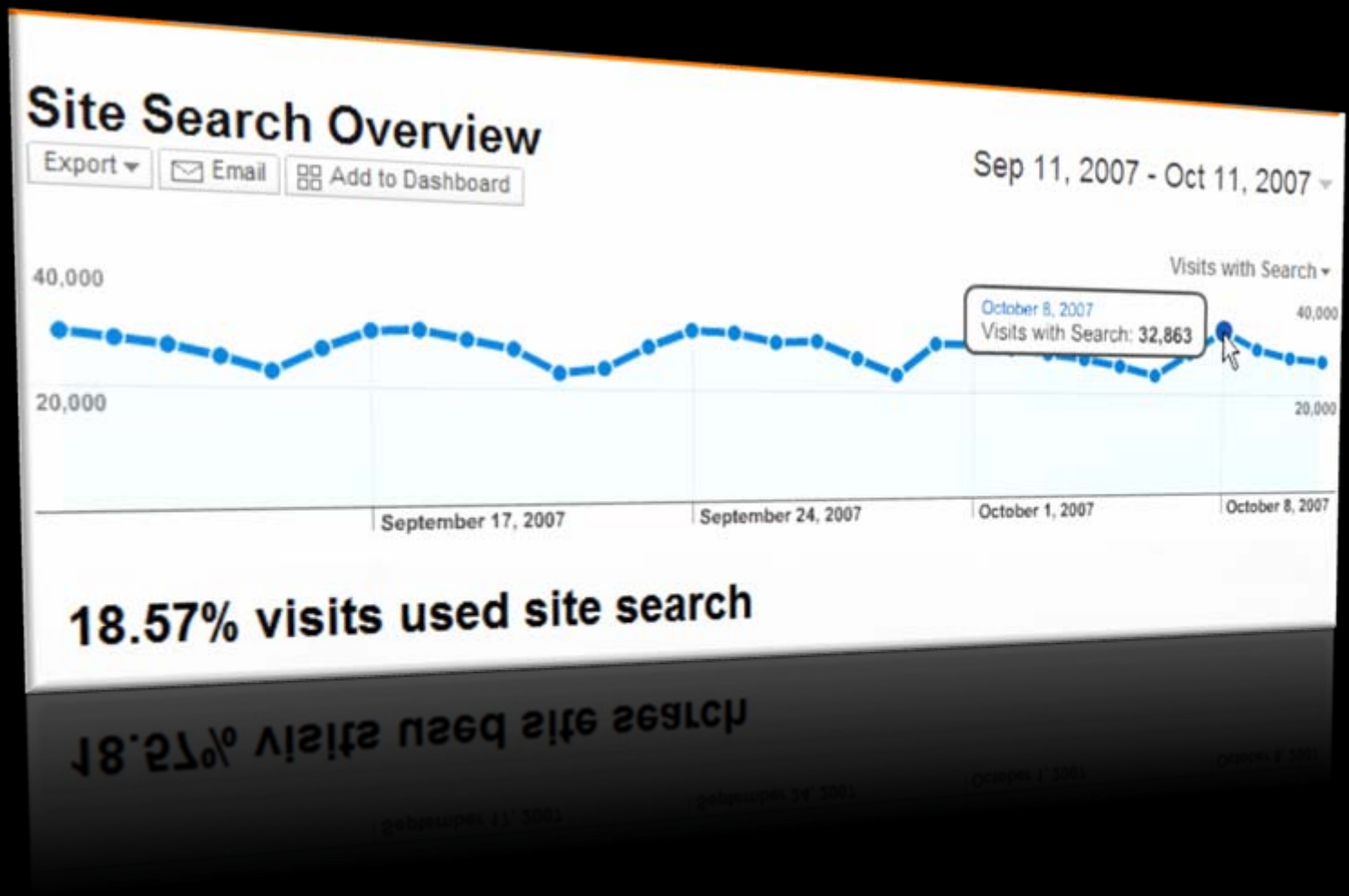
Monday morning: Understand Search Behavior



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

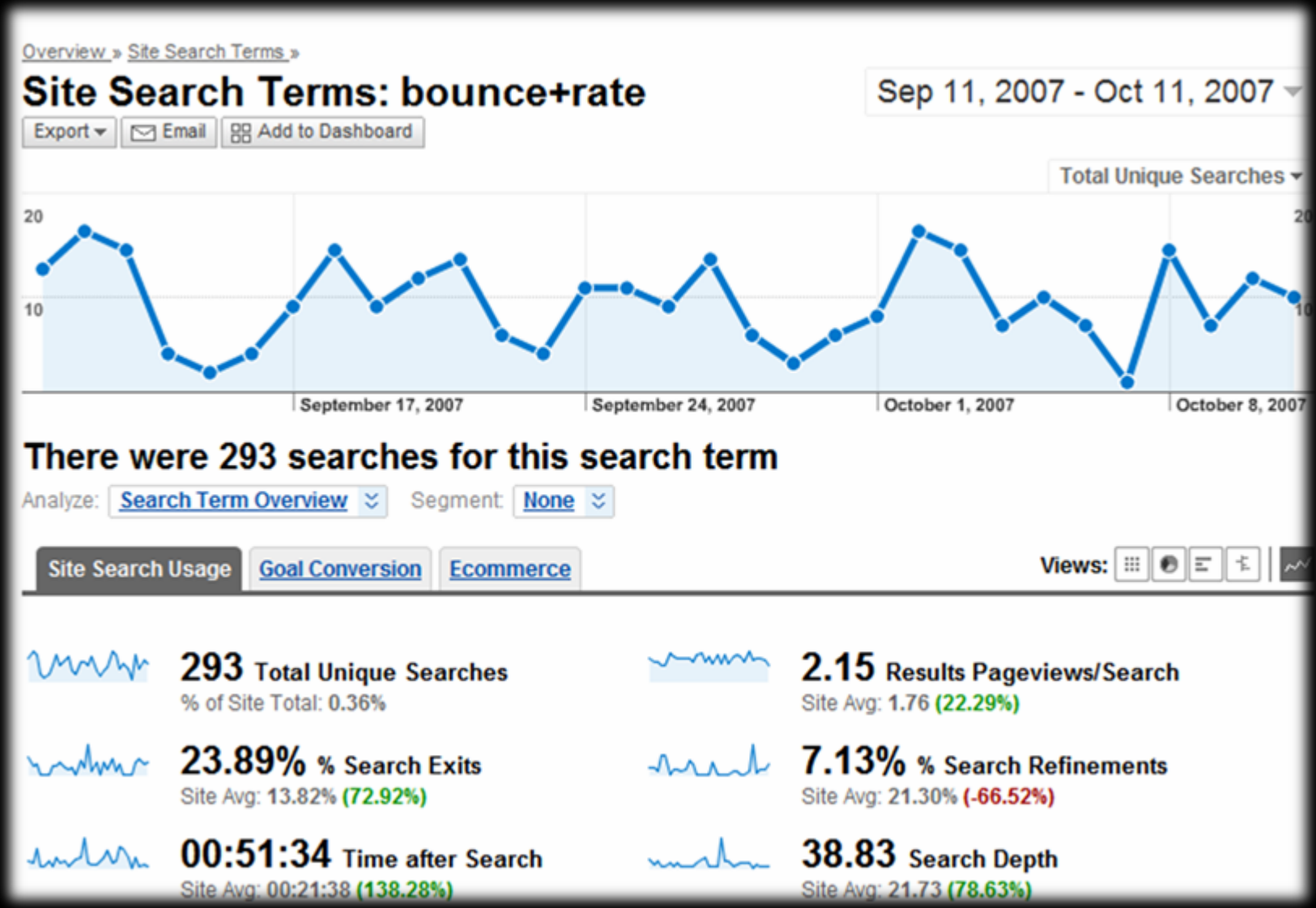


What's their intent?

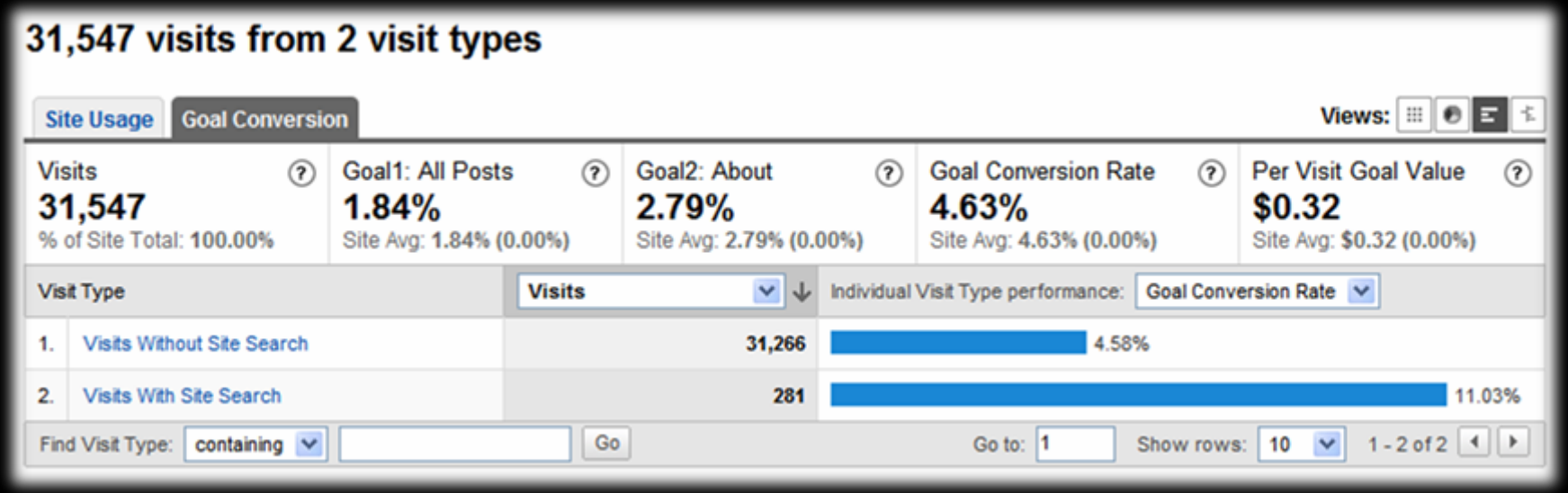
	Search Term	Total Unique Searches ↓	Results Pageviews/Search	% Search Exits
1.	new+campaign	471	1.71	2.76%
2.	impressions	437	2.46	8.01%
3.	content+network	428	2.13	10.98%
4.	quality+score	359	2.19	13.93%
5.	bounce+rate	293	2.15	23.89%
6.	keywords	283	1.88	8.48%
7.	negative+keywords	272	2.08	11.03%
8.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

Find Search Term: excluding not set Go Go to: 1

The Wonderful Gory Details!



Conversion Rate



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

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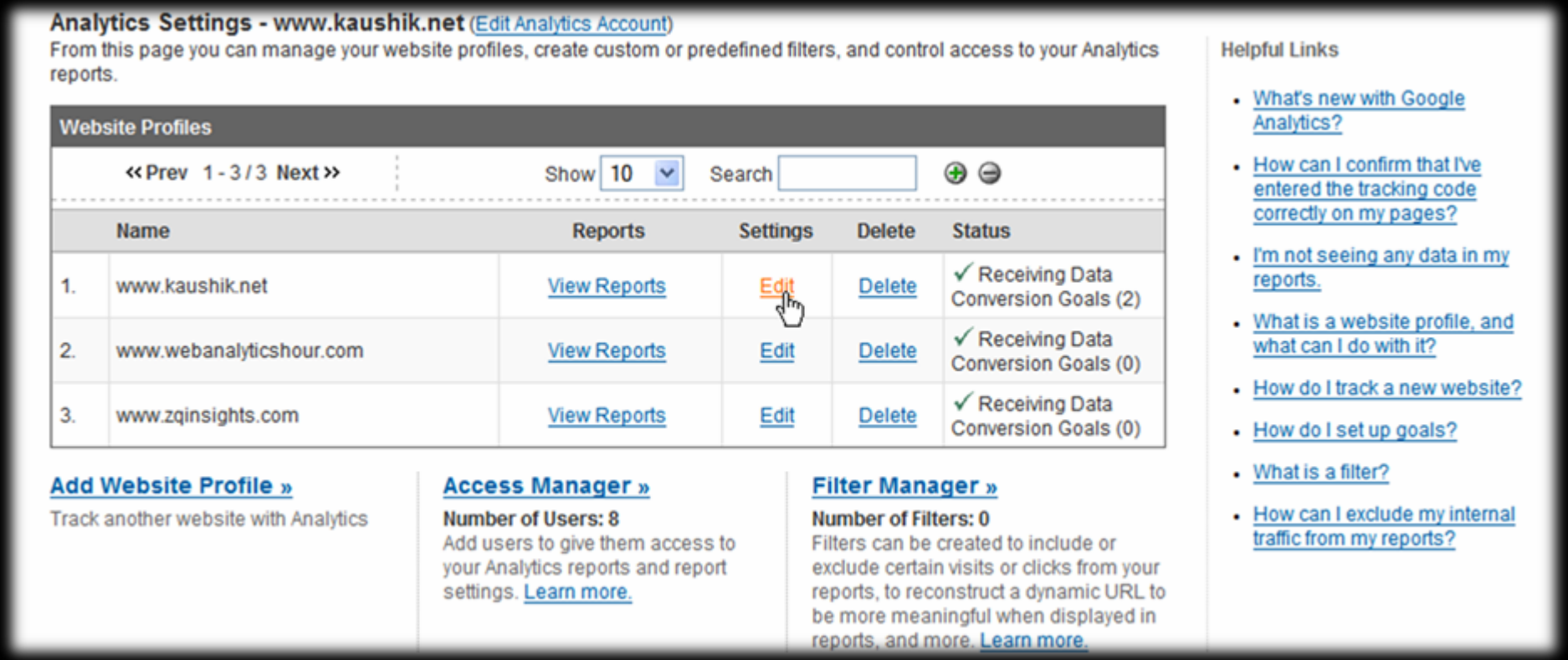


Analytics Settings - www.kaushik.net (Edit Analytics Account)

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 10 Search

	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)

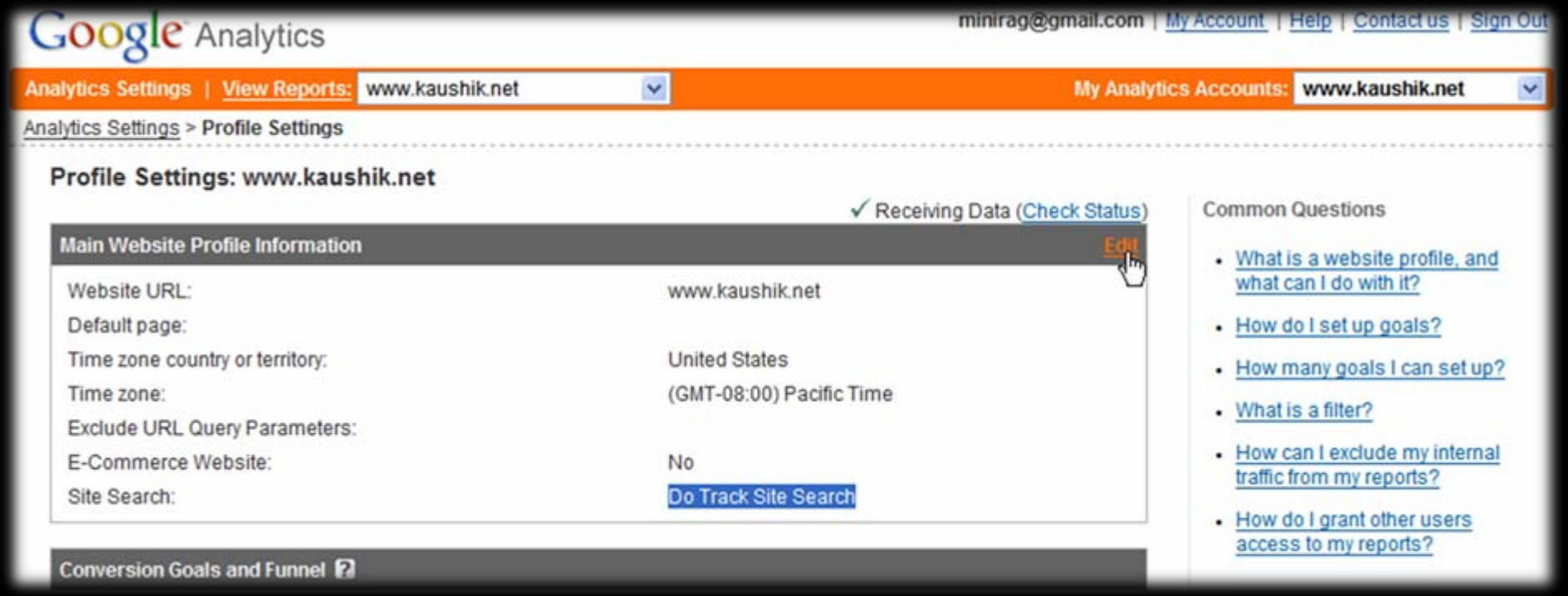
Add Website Profile »
Track another website with Analytics

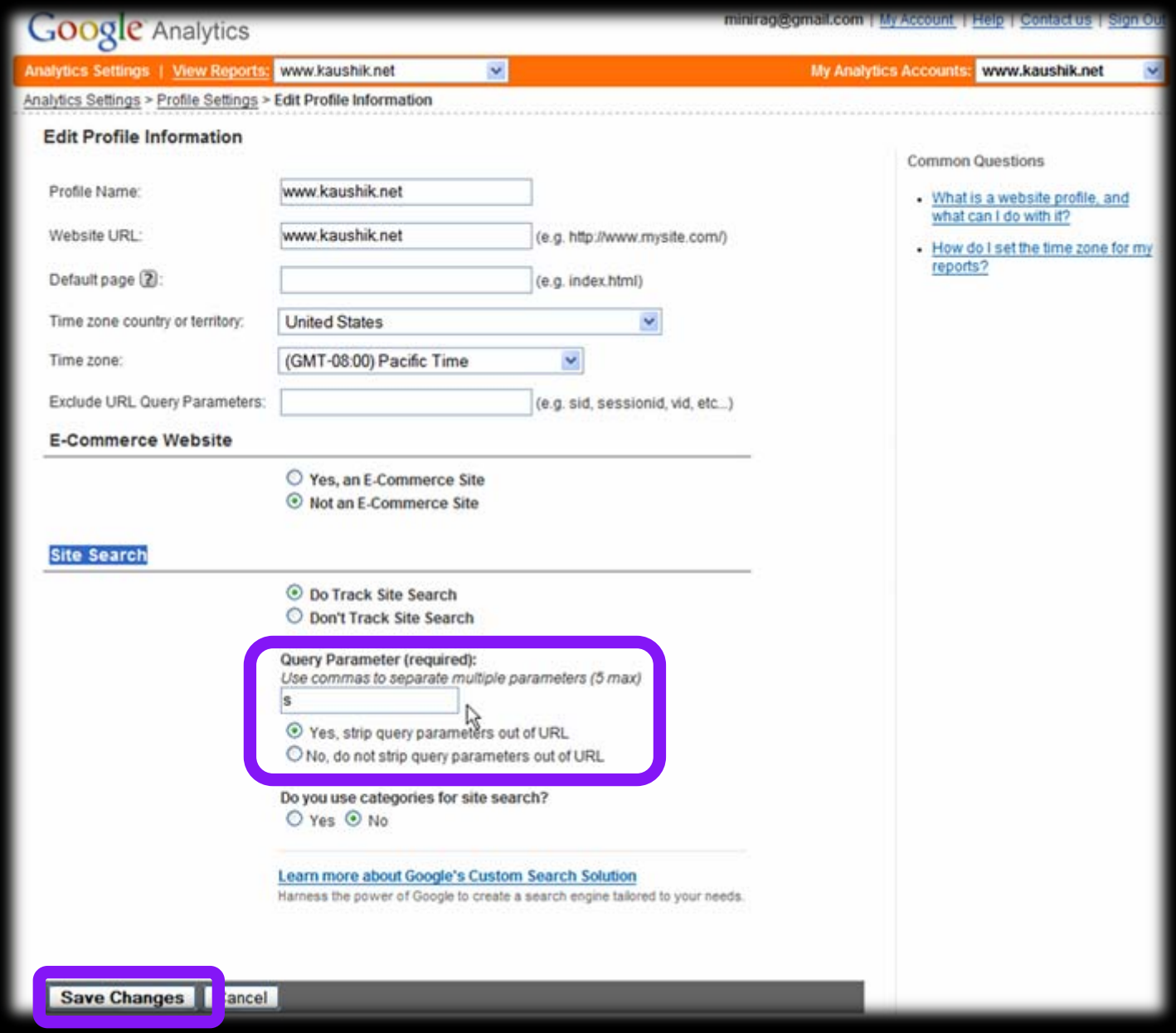
Access Manager »
Number of Users: 8
Add users to give them access to your Analytics reports and report settings. Learn more.

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?


Google Analytics
minirag@gmail.com | My Account | Help | Contact us | Sign Out
Analytics Settings | View Reports: www.kaushik.net
My Analytics Accounts: www.kaushik.net
Analytics Settings > Profile Settings
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
Conversion Goals and Funnel
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?


Google Analytics
minirag@gmail.com | My Account | Help | Contact us | Sign Out
Analytics Settings | View Reports: www.kaushik.net
My Analytics Accounts: www.kaushik.net
Analytics Settings > Profile Settings > Edit Profile Information
Edit Profile Information
Profile Name: www.kaushik.net
Website URL: www.kaushik.net (e.g. http://www.mysite.com/)
Default page: (e.g. index.html)
Time zone country or territory: United States
Time zone: (GMT-08:00) Pacific Time
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)
s
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?
Save Changes
Cancel

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