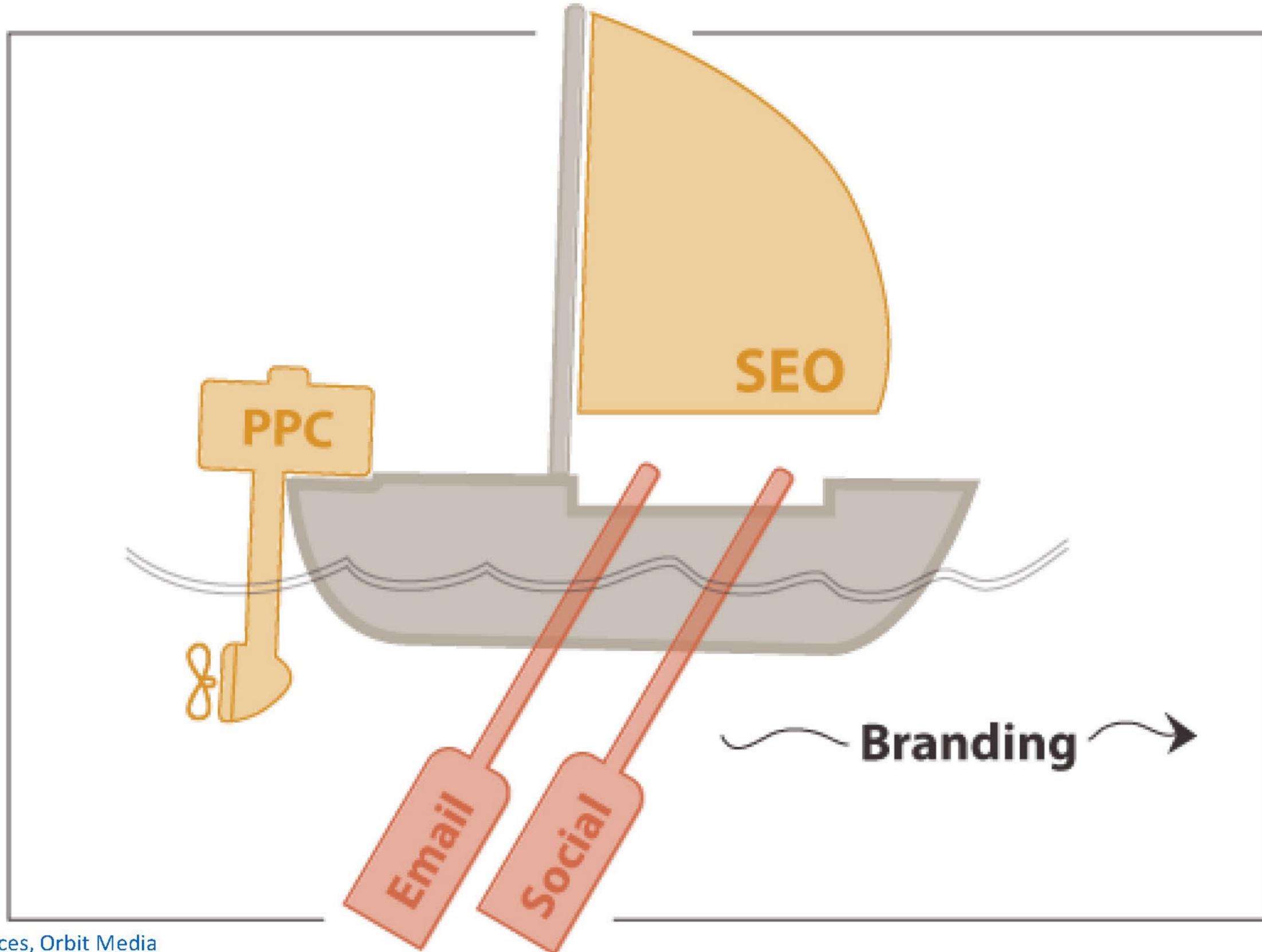


# GET MORE TRAFFIC FROM SEARCH

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# ANALYTICS VIEW

Default Channel Grouping	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>
	<b>121,345</b> <small>% of Total: 100.00% (121,345)</small>	<b>79.85%</b> <small>Avg for View: 79.85% (0.00%)</small>	<b>96,889</b> <small>% of Total: 100.00% (96,889)</small>	<b>63.62%</b> <small>Avg for View: 63.62% (0.00%)</small>	<b>2.32</b> <small>Avg for View: 2.32 (0.00%)</small>	<b>00:01:28</b> <small>Avg for View: 00:01:28 (0.00%)</small>	<b>0.69%</b> <small>Avg for View: 0.69% (0.00%)</small>	<b>835</b> <small>% of Total: 100.00% (835)</small>	<b>\$59,892.28</b> <small>% of Total: 100.00% (\$59,892.28)</small>
1. <a href="#">Organic Search</a>	<b>57,413</b> (47.31%)	83.66%	<b>48,032</b> (49.57%)	66.78%	2.32	00:01:29	0.49%	<b>284</b> (34.01%)	<b>\$22,405.72</b> (37.41%)
2. <a href="#">Direct</a>	<b>23,558</b> (19.41%)	82.17%	<b>19,358</b> (19.98%)	59.58%	2.36	00:01:29	1.08%	<b>254</b> (30.42%)	<b>\$17,671.39</b> (29.51%)
3. <a href="#">Social</a>	<b>17,627</b> (14.53%)	79.12%	<b>13,946</b> (14.39%)	68.94%	1.95	00:01:02	0.35%	<b>61</b> (7.31%)	<b>\$4,975.76</b> (8.31%)
4. <a href="#">Referral</a>	<b>10,125</b> (8.34%)	76.82%	<b>7,778</b> (8.03%)	51.39%	2.69	00:01:48	0.72%	<b>73</b> (8.74%)	<b>\$5,009.35</b> (8.36%)
5. <a href="#">Email</a>	<b>7,175</b> (5.91%)	56.52%	<b>4,055</b> (4.19%)	52.56%	2.85	00:02:00	1.99%	<b>143</b> (17.13%)	<b>\$8,177.58</b> (13.65%)
6. <a href="#">Paid Search</a>	<b>2,962</b> (2.44%)	70.97%	<b>2,102</b> (2.17%)	75.76%	1.70	00:00:50	0.41%	<b>12</b> (1.44%)	<b>\$853.08</b> (1.42%)
7. <a href="#">(Other)</a>	<b>2,003</b> (1.65%)	70.84%	<b>1,419</b> (1.46%)	57.21%	2.55	00:01:29	0.35%	<b>7</b> (0.84%)	<b>\$719.41</b> (1.20%)
8. <a href="#">Display</a>	<b>439</b> (0.36%)	36.90%	<b>162</b> (0.17%)	63.10%	2.00	00:01:46	0.23%	<b>1</b> (0.12%)	<b>\$79.99</b> (0.13%)
9. <a href="#">Affiliates</a>	<b>43</b> (0.04%)	86.05%	<b>37</b> (0.04%)	86.05%	1.23	00:00:29	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)



Source: [Website Traffic Sources, Orbit Media](#)

SEARCH IS “LIKE A SAIL”

# ACTION TIP

- follow @crestodina
- buy his book, “Content Chemistry”

# SEARCH

- can be 40-60 percent of all web referrals
- searchers have intent - they click more, stay longer
- SEO is “free”
- Paid search can be a powerful ad unit

# FUNDAMENTAL TRUTH OF SEARCH

- People don't hate ads; they hate bad ads or irrelevant ads.
- People hate being interrupted
- Search is inbound - you engage it, you guide it

SEARCH TRAFFIC IS SUBSTANTIAL

LEARN TO THINK LIKE A SEARCHER

# HOW GOOGLE WORKS

- does the content match the query?
- does the site have a good reputation?
- does the site deliver a good user experience?

# HOW GOOGLE WORKS

- show a serp (search engine results page)

# THE QUERY

- Google crawls the web and indexes it
- Google mostly reads text
- Places where the signal matters most: page title, H1, H2, H3, any styled text, first paragraph or top of page, URL, alt tags, etc. Meta-description conveys no search authority, but is important

# HOW TO CONTROL SEO WITH WORDPRESS

- Yoast plug-in (free)
- SEO meta data goes directly below post or page

# ACTION TIP

- Determine your top 10 pages in analytics
- Audit these pages for search signals
- Update page title, meta-descriptions, ALT tags, etc.
- watch traffic from search in analytics (improvement)
- Apply to lower-ranking pages as time allows

# REPUTATION

- popularity - the number of websites that link to your site
- authority - the links that come from powerful, heavily visited sites
- Authority > Popularity

# MOZ PAGE & DOMAIN AUTHORITY

- the web's structure is viewable by all
- Audit referrals in analytics
- Moz (and other services) ranks the authority of all websites
- Which links are most powerful?

# ACTION TIP

- What is your cornerstone content?
- If you don't have any, make it
- Content: good for site visitors, good for Google rank
- Seek out (sites that should link to you) and ask for link

# GOOGLE & CORE WEB VITALS

- Largest Contentful Paint (LCP): measures loading performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.
- First Input Delay (FID): measures interactivity. To provide a good user experience, pages should have a FID of 100 milliseconds or less.
- Cumulative Layout Shift (CLS): measures visual stability. To provide a good user experience, pages should maintain a CLS of 0.1 or less.

# HOW TO USE GOOGLE LIGHTHOUSE

- Must use Google Chrome browser
- View > Developer > Inspect Elements
- Choose “Lighthouse from sub menu
- Choose SEO

# ACTION TIP

- Audit your site using Google Lighthouse
- BONUS: also has an accessibility tool
- Use Lighthouse scores to improve performance

# THANK YOU

- Hire the prof: [dkamerer@luc.edu](mailto:dkamerer@luc.edu)
- Get free consult from my graduate students

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