

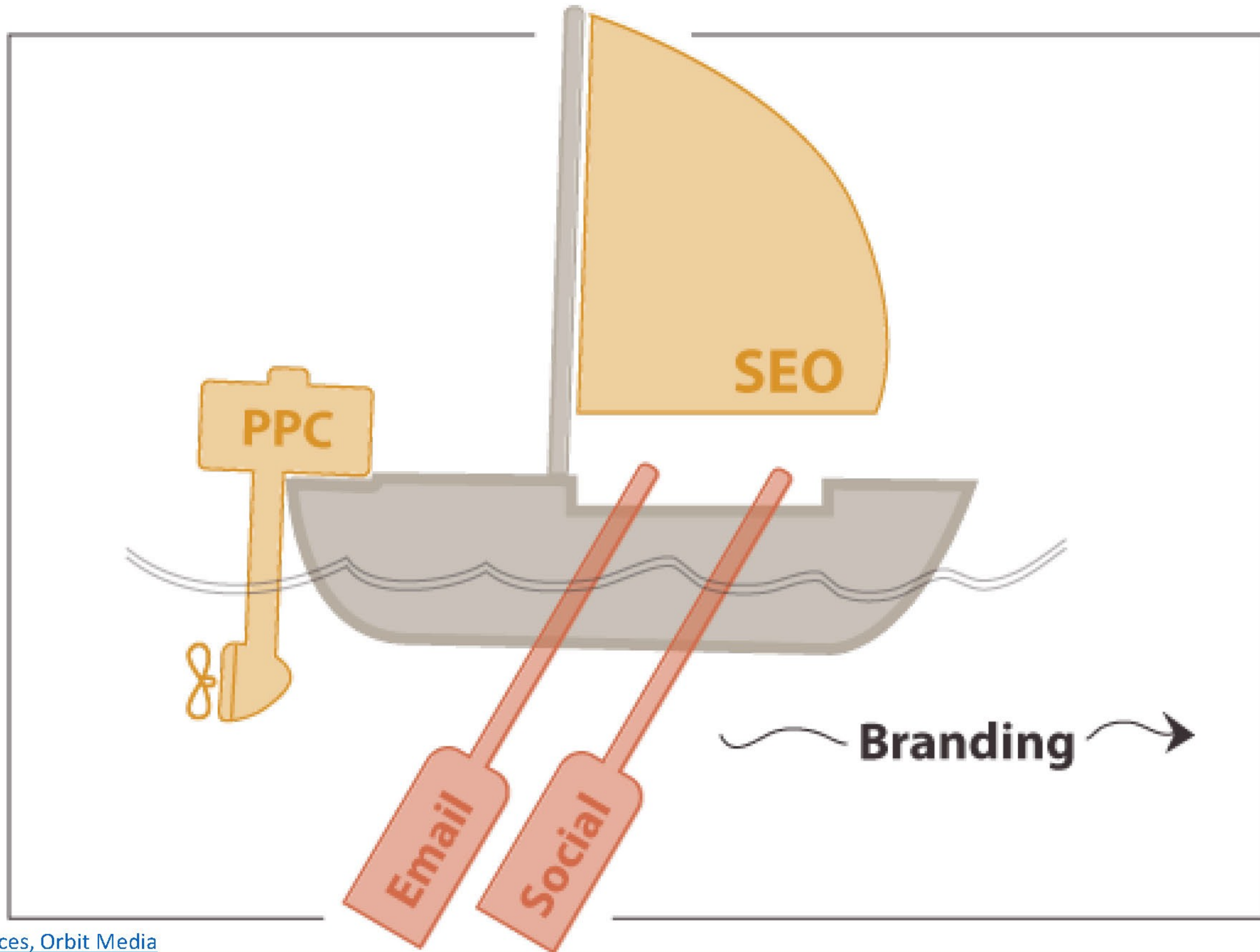
# GET MORE TRAFFIC FROM SEARCH

David Kameroner, PhD, APR  
Loyola University Chicago  
[dkameroner@luc.edu](mailto:dkameroner@luc.edu)



# ANALYTICS VIEW

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



# HOWTO 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.



# HOWTO 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





*Preparing people to lead extraordinary lives*