

## **Driving Traffic to your Web Site**

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- I. Introduction. Areas that we will cover:
  - A) Programs used in this demonstration
  - B) Keyword Assumptions vs. Reality
  - C) Basic SEO coding techniques
  - D) Google Webmaster Tools (Sitemaps)
  - E) Google Analytics
  - F) Where to go from here?
  
- II. Programs used in the demonstrations
  - A) Notepad – Used to edit files (part of Windows, or use any “text editor”)
  - B) Filezilla – a free File Transfer Protocol client (<http://filezilla-project.org/>)
  - C) Google Account (<https://www.google.com/accounts/NewAccount>)
  
- III. Keyword Assumptions vs. Reality
  - A) Does your keywords match your prospects terms to describe you?
    1. Web Development vs. Web Design
    2. Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>)
  - B) Does your content match your keywords (Google Webmaster Tools)
  - C) Conversions vs. Visits
  
- IV. Basic SEO coding techniques
  - A) What goes into Google ranking? (<http://www.google.com/corporate/tech.html>)
    1. PageRank™ measures importance of a page based on number and importance of other sites linking to it.
    2. Hypertext-Matching, including keywords, tags, meta tags and neighboring Web pages.
  - B) How do I improve my PageRank?
    1. Get links from relative sites
      - a) Geographic area
      - b) Industry groups, trade associations, related businesses
      - c) Press releases (include Web address to link back)
      - d) Good content, blog posts, etc.
    2. Link to quality, outside sites

- C) How do I optimize my site
    - 1. Check out Google's guidelines  
(<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>)
    - 2. Standards based HTML (cleaner and leaner)
    - 3. Meta Tags and Title Tags
    - 4. Descriptive Link Tags (<a href="link.html" title="descriptive">Descriptive</a>)
    - 5. Avoid sneaky practices (cloaking, hidden content, etc.)
  - D) Basic HTML Diagram (where the code goes) *See below*
- V. Google Webmaster Tools (<http://www.google.com/webmasters/tools/>)
- A) Expanded from Google Sitemaps in August 2006
    - 1. Notify Google of your content (sitemap.xml file)
    - 2. Reports on how your site performs from Google (keywords, errors, etc.)
  - B) Setup and Confirmation
  - C) Creating a sitemap.xml file *See example below*
    - 1. Manual  
(<http://www.google.com/support/webmasters/bin/answer.py?answer=34657>)
    - 2. Third party example: <http://www.neuroticweb.com/recursos/sitemap/>
  - D) Reports
    - 1. Overview
    - 2. Settings
      - a) Geographic targeting
      - b) Preferred domain (www or not)
    - 3. Diagnostics
      - a) Web crawl errors
      - b) Content analysis (missing meta, title tags, etc.)
    - 4. Statistics
      - a) Top search queries: Useful for determining which keywords are important and how you are ranking.
      - b) Crawl stats and rankings
    - 5. Links
      - a) internal and external
      - b) Sitelinks shown in search results
    - 6. Tools
- VI. Google Analytics
- A) Google acquired Urchin in April 2005, built on their platform
    - 1. Hosted software, Google uses a "tracking pixel" on each page.
    - 2. Conversion tracking, integrated with Google Adwords
    - 3. Very nice interface and usable reporting.
  - B) Setting up Google Analytics
  - C) Analytics Basics - Visitors
    - 1. Page Views and Visitors vs. "Hits"
    - 2. Number of Pageviews, Time on Site
    - 3. Bounce Rate
    - 4. Benchmarking
    - 5. Browsers used, connection speed, etc.

- D) Incoming Traffic
  - 1. Sources
  - 2. Keywords
  - 3. Campaign Tracking  
(<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55518>)
- E) Top Content
  - 1. Popular pages
  - 2. Landing and Exit Pages
  - 3. Site Overlay
- F) Setting Up Goal Conversions
  - 1. Identify Conversion Pages
  - 2. Add additional code to track e-commerce amounts *See Below*  
(<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55528>)

### VII. Where to go from here?

- A) Google Website Optimizer (<http://www.google.com/websiteoptimizer>) Allows you to test variations of your Web pages to determine the best conversion rates.
- B) Google Adwords (<http://adwords.google.com/>) Google's keyword advertising program
- C) Google Base (<http://www.google.com/base>) Submit your product catalog into Google's database to show up in product and web searches.

## Basic HTML Code and Layout

```
<html>
  <head>
    <title>The Title of the Web Page with Keywords</title>
    <meta name="keywords" content="web, page, keywords, go, here">
    <meta name="description" content="A description of about 25 words or so">
  </head>
  <body>
    [...]
    <script type="text/javascript">
      var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
      "http://www.");
      document.write(unescape("%3Cscript src=" + gaJsHost + "google-
      analytics.com/ga.js' type='text/javascript"%3E%3C/script%3E"));
    </script>

    <script type="text/javascript">
      try {
        var pageTracker = _gat._getTracker("UA-xxxxxx-x");
        pageTracker._trackPageview();
      } catch(err) {}
    </script>
  </body>
</html>
```

**Google Analytics  
Code before </body>**

## Google Sitemap XML Example

From: <https://www.google.com/webmasters/tools/docs/en/protocol.html>

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/</loc>
    <lastmod>2005-01-01</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
</urlset>
```

The Sitemap must:

- \* Begin with an opening <urlset> tag and end with a closing </urlset> tag.
- \* Include a <url> entry for each URL as a parent XML tag.
- \* Include a <loc> child entry for each <url> parent tag.

## Product Tracking Example for Google Analytics

(<http://www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=55528>)

This code goes below the page tracking code:

```
<script type="text/javascript">
  var pageTracker = _gat._getTracker("UA-XXXXXX-1");
  pageTracker._trackPageview();
  pageTracker._addTrans(
    "1234",           // Order ID
    "Mountain View", // Affiliation
    "11.99",         // Total
    "1.29",          // Tax
    "5",             // Shipping
    "San Jose",      // City
    "California",    // State
    "USA"            // Country
  );

  pageTracker._addItem(
    "1234",           // Order ID
    "DD44",          // SKU
    "T-Shirt",       // Product Name
    "Green Medium", // Category
    "11.99",         // Price
    "1"              // Quantity
  );
  pageTracker._trackTrans();
</script>
```