



Analyze This!!!!



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# In This Session You'll Learn:

- \*How to find your most popular, most engaging content and use it to create even more popular, engaging content.
- \*How to know your readers at a deeper level than ever before and use the information to strategically plan your editorial calendar.
- \*How to schedule your social shares where and when they have the most impact so you are getting the best return on your time investment.



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- \* Comments
  - \* Which posts rank on page 1 of Google
  - \* What people are searching for on your blog
  - \* Your “Top 10” on analytics



The background of the slide is a close-up photograph of several slices of citrus fruit. Most are yellow lemons, but one slice in the lower-left foreground is a pink grapefruit. The slices are arranged in an overlapping pattern, showing the internal segments and the white pith. A semi-transparent pink rectangle is overlaid on the right side of the image, containing white text.

Behavior >>Site Content>>All Pages

★ What are your top 10?

★ How are they alike?

★ How are they different?



“One of these things is not like the others...”

*Big Bird, 1976*





Why Do They  
Linger on that  
Post?







# Exit Rate

**Which post has the fewest exits?**

**Where are people going from that page?**

**What's keeping them on the page?**

**Is there a way you can use that information on other posts?**



Compare



Compare

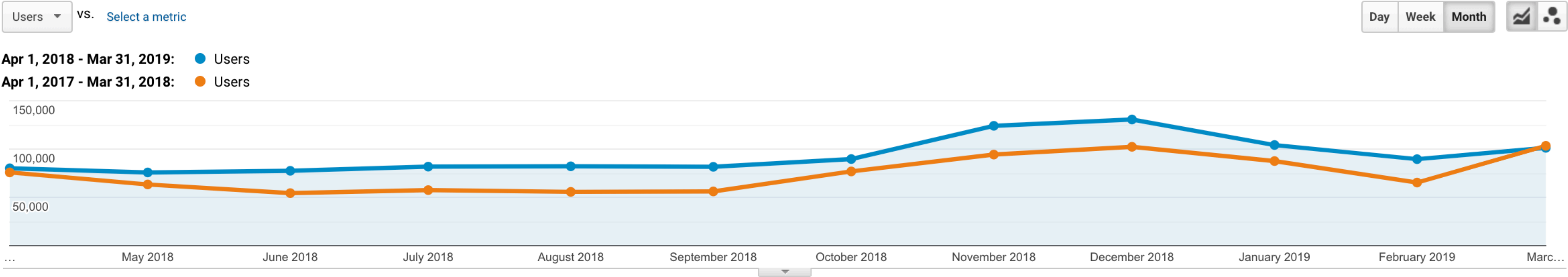


Acquisition>>All Traffic>>Source/Medium

What Changed?







Primary Dimension: Source / Medium Other

Plot Rows		Secondary dimension ▾		Sort Type: Default ▾				advanced		<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	
Source / Medium ?		Acquisition			Behavior			Conversions <div>Goal 1: Newsletter sign up ▾</div>			
		Users ? ▾	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Newsletter sign up (Goal 1 Conversion Rate) ?	Newsletter sign up (Goal 1 Completions) ?	Newsletter sign up (Goal 1 Value) ?	
		24.70% <div>1,087,512 vs 872,091</div> <div></div>	25.12% <div>1,085,206 vs 867,333</div> <div></div>	25.27% <div>1,325,911 vs 1,058,481</div> <div></div>	77.23% <div>13.09% vs 57.47%</div> <div></div>	0.43% <div>1.18 vs 1.19</div> <div></div>	14.52% <div>00:01:05 vs 00:00:56</div> <div></div>	0.00% <div>0.00% vs 0.00%</div>	0.00% <div>0 vs 0</div>	0.00% <div>\$0.00 vs \$0.00</div>	
1. google / organic											
Apr 1, 2018 - Mar 31, 2019		1,087,512 (100.00%)	1,085,206 (100.00%)	1,325,911 (100.00%)	13.09%	1.18	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Apr 1, 2017 - Mar 31, 2018		872,091 (100.00%)	867,333 (100.00%)	1,058,481 (100.00%)	57.47%	1.19	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change		24.70%	25.12%	25.27%	-77.23%	-0.43%	14.52%	0.00%	0.00%	0.00%	





You can  
check  
individual  
pins in  
Referrals



Home

Customization

REPORTS

Real-Time

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Campaigns

Behavior

Discover

Admin

100,000

50,000

...

May 2018

June 2018

July 2018

August 2018

September 2018

October 2018

November 2018

December 2018

January 2019

February 2019

Marc...

Primary Dimension: Referral Path Other

Plot RowsSecondary dimensionSort Type: Default

Goal 1: Newsletter sign up

Newsletter sign up (Goal 1 Conversion Rate)

Newsletter sign up (Goal 1 Completions)

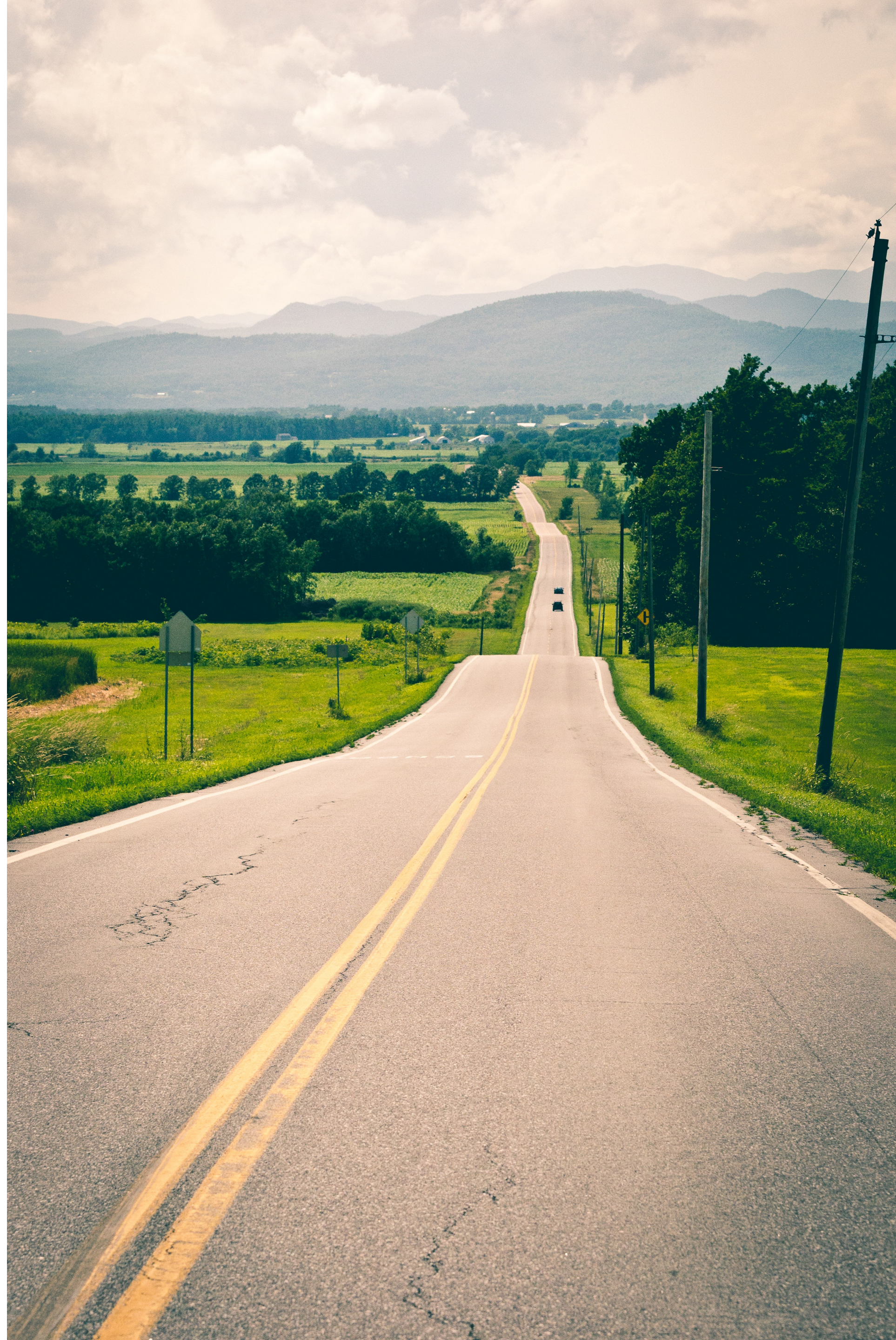
Newsletter sign up (Goal 1 Value)

Referral Path	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up (Goal 1 Conversion Rate)	Newsletter sign up (Goal 1 Completions)	Newsletter sign up (Goal 1 Value)
	15.29% 343,139 vs 405,066	16.08% 338,804 vs 403,744	12.69% 432,169 vs 494,994	87.38% 6.92% vs 54.87%	1.87% 1.23 vs 1.21	29.31% 00:01:19 vs 00:01:01	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. /									
Apr 1, 2018 - Mar 31, 2019	36,306 (9.50%)	35,207 (10.39%)	42,335 (9.80%)	6.49%	1.30	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2017 - Mar 31, 2018	45,146 (10.09%)	44,069 (10.92%)	52,295 (10.56%)	12.73%	1.27	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-19.58%	-20.11%	-19.05%	-49.06%	2.85%	14.23%	0.00%	0.00%	0.00%
2. /pin/106608716150921633									
Apr 1, 2018 - Mar 31, 2019	8,516 (2.23%)	8,181 (2.41%)	10,171 (2.35%)	5.05%	1.17	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2017 - Mar 31, 2018	9,227 (2.06%)	8,934 (2.21%)	10,842 (2.19%)	61.85%	1.23	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-7.71%	-8.43%	-6.19%	-91.83%	-4.69%	20.18%	0.00%	0.00%	0.00%
3. /pin/87960998949541122									
Apr 1, 2018 - Mar 31, 2019	5,570 (1.46%)	4,886 (1.44%)	6,307 (1.46%)	5.95%	1.20	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2017 - Mar 31, 2018	5,967 (1.33%)	5,260 (1.30%)	6,556 (1.32%)	53.11%	1.23	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-6.65%	-7.11%	-3.80%	-88.81%	-3.09%	13.94%	0.00%	0.00%	0.00%

Export CSV

Add All Keywords





# Acquisition

Know

What

Source

Brings You

Traffic



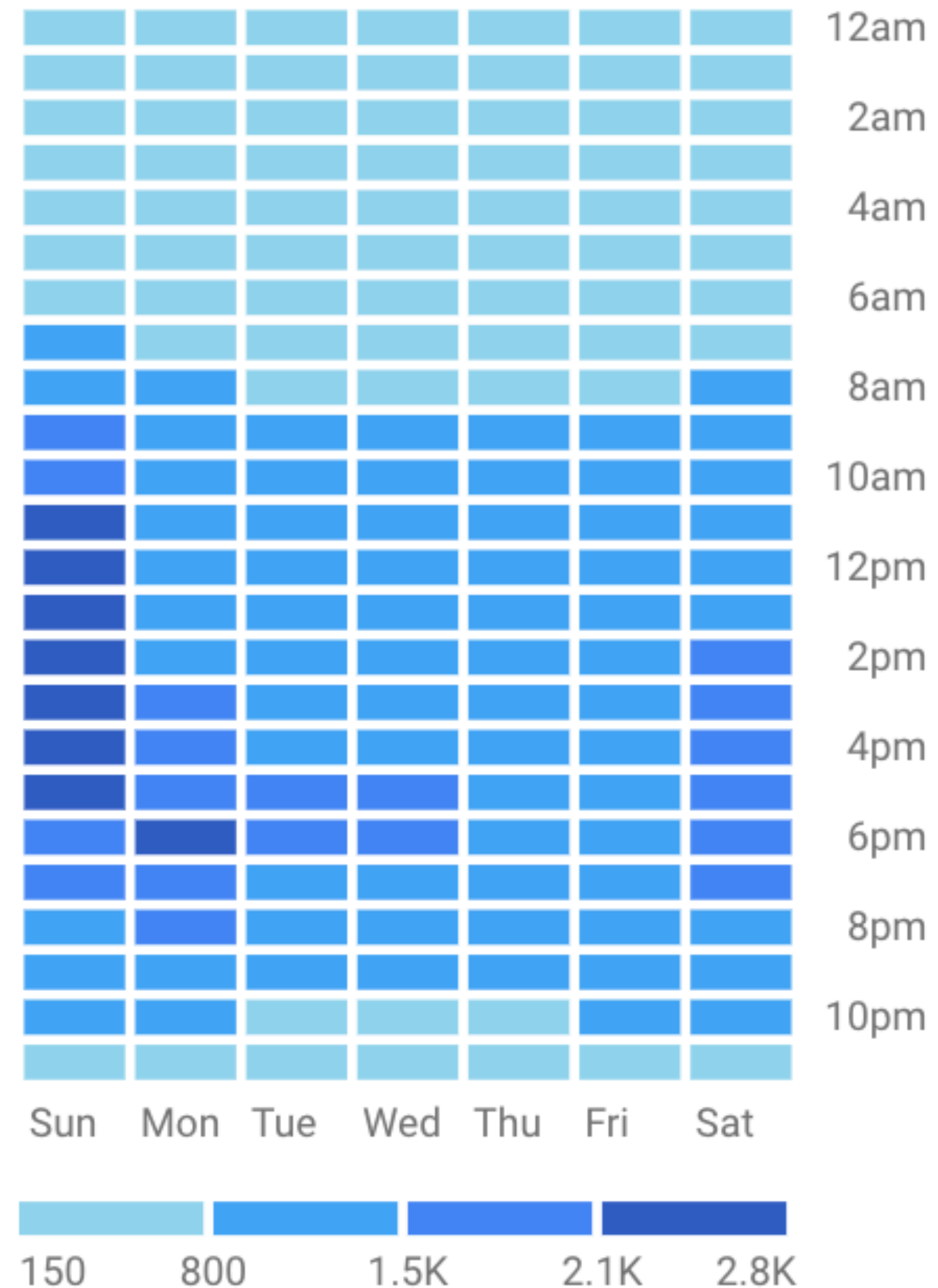


Home Page is the short version of Secondary Dimension



Use the chart to decide what days are the best to post and which times the most people will be on your site.

Users by time of day





# Plan Your Content Calendar Around Your Readers



March



Also March







# Seasonal Content

- \* June 30 for Back to School
- \* August 31 for Halloween
- \* September 15 for Thanksgiving
- \* September 30 for Christmas/  
Hanukkah
- \* November 30 for New Years
- \* December 28 for Valentine's Day
- \* January 15 for St Patrick's Day/  
Easter/Passover/Ramadan
- \* March 15 for Mother's Day
- \* April 30 for Father's Day/Memorial  
Day
- \* May 31 for July 4th and Labor Day



Use Analytics  
to Strategize  
for Future  
Success





Marye Audet-White



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