

#NIOSummit2018

# Next Level Optimization Search, Conversion and Content

Andy Crestodina

@crestodina

**Traffic x Conversion Rate = \$**

**SEO x CRO = \$**





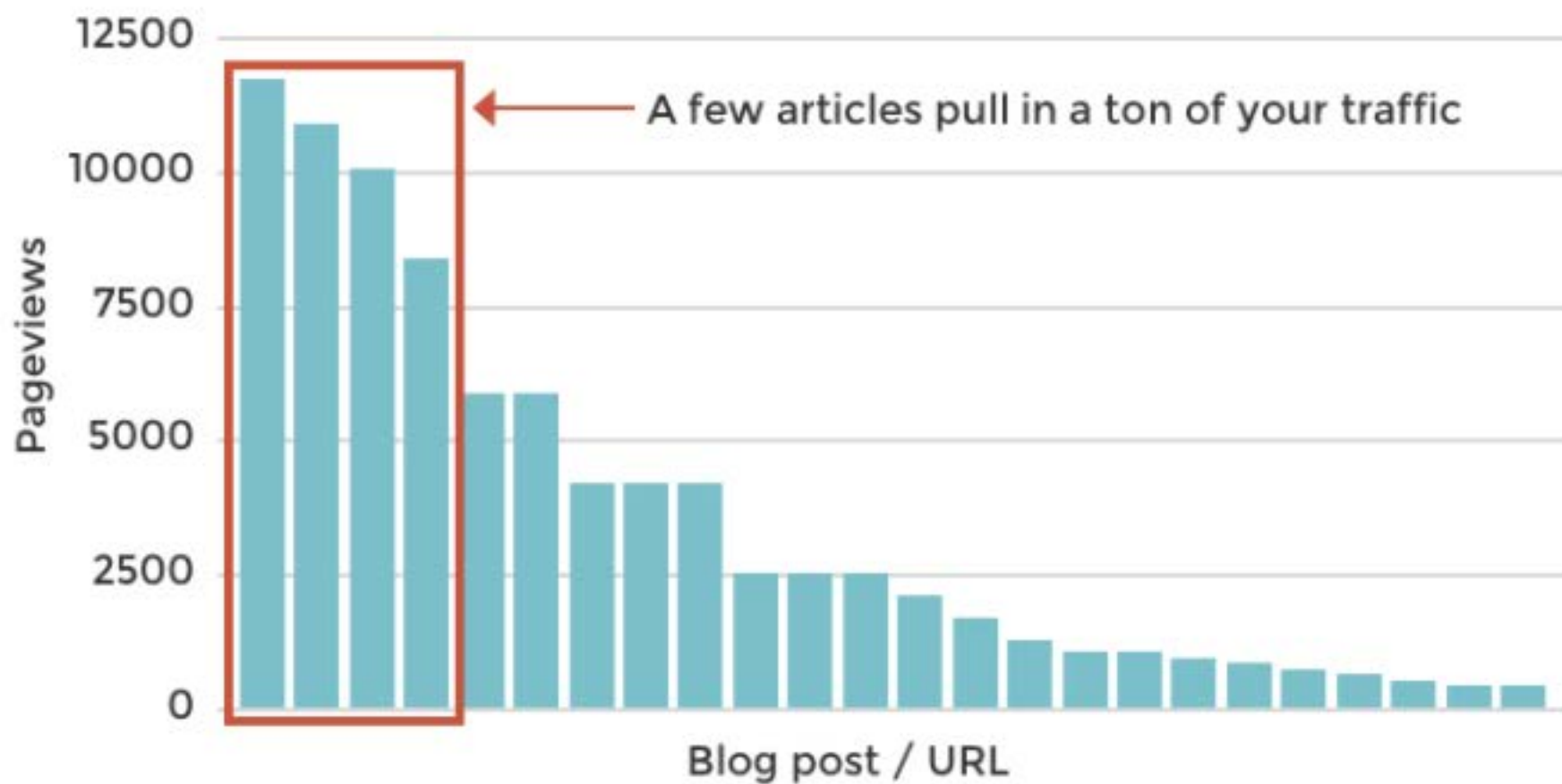
# Google Analytics A Breakthrough

From Zero to  
Business Impact

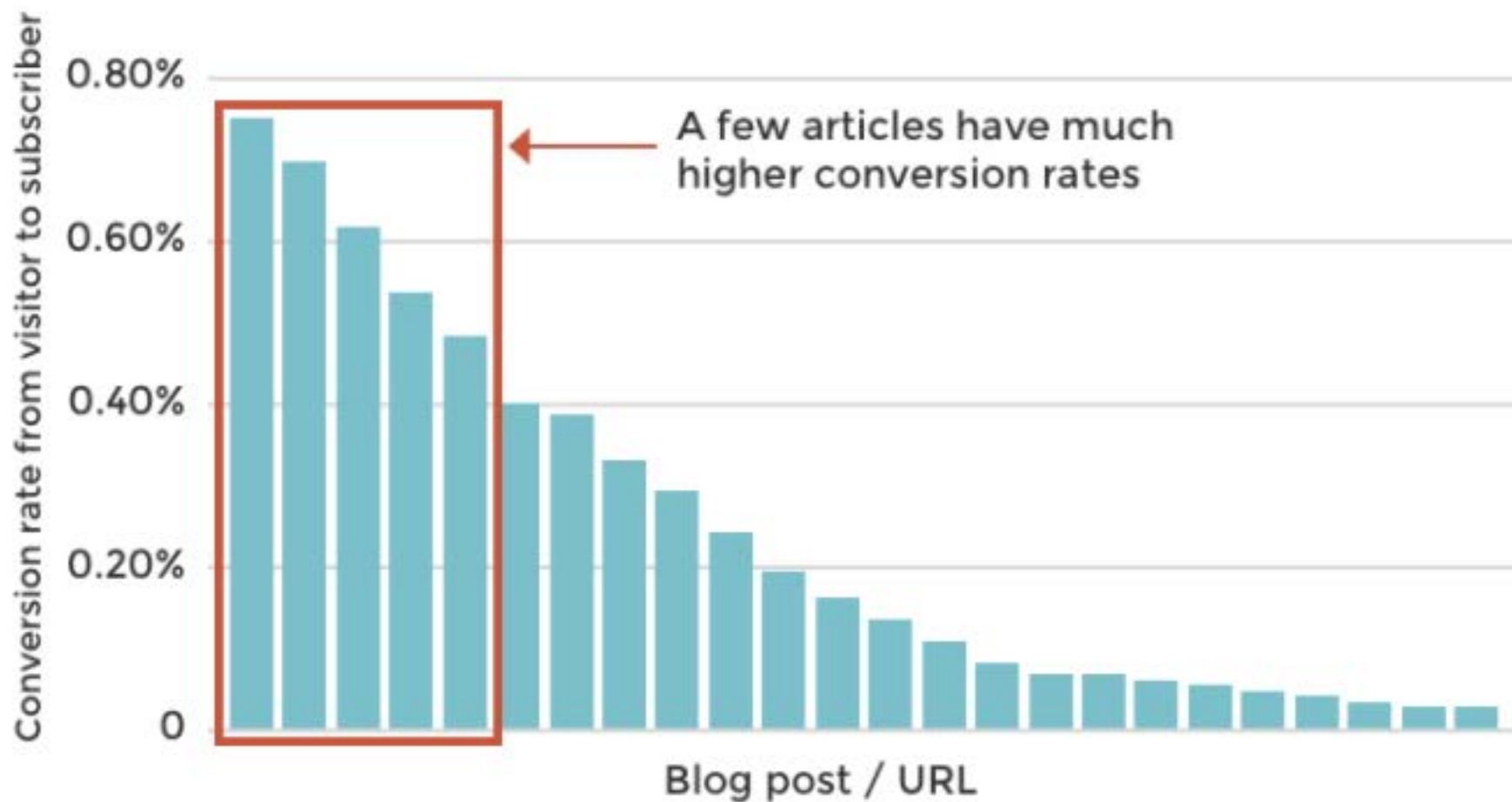
SHIRAZ ASIF  
MAN

WILEY

## Monthly pageviews for the top 50 blog posts



## Conversion rate for the top 50 blog posts



“

*Your website is the mousetrap.  
Your content is the cheese.*

”

Barry Feldman  
*Feldman Creative*

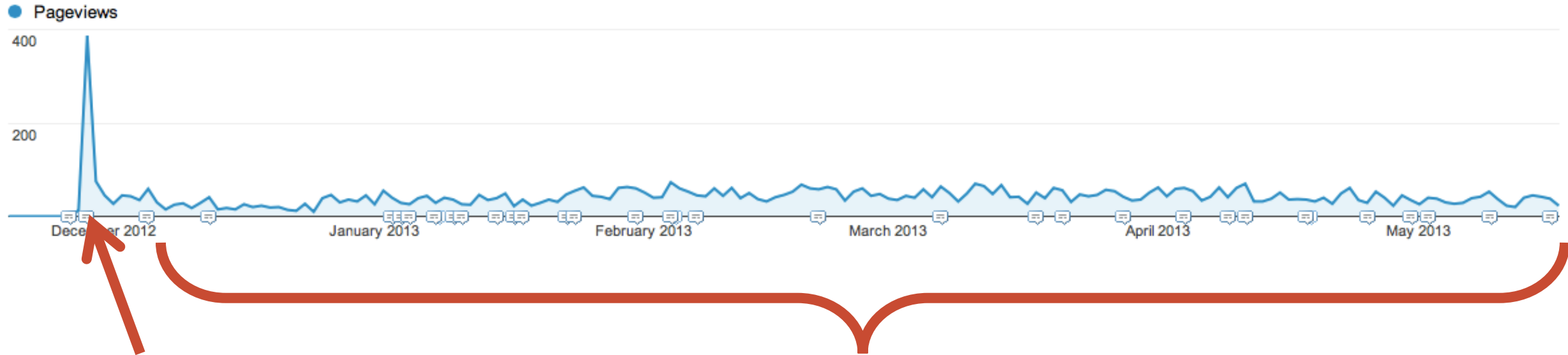






# Traffic

# Content that works hard..

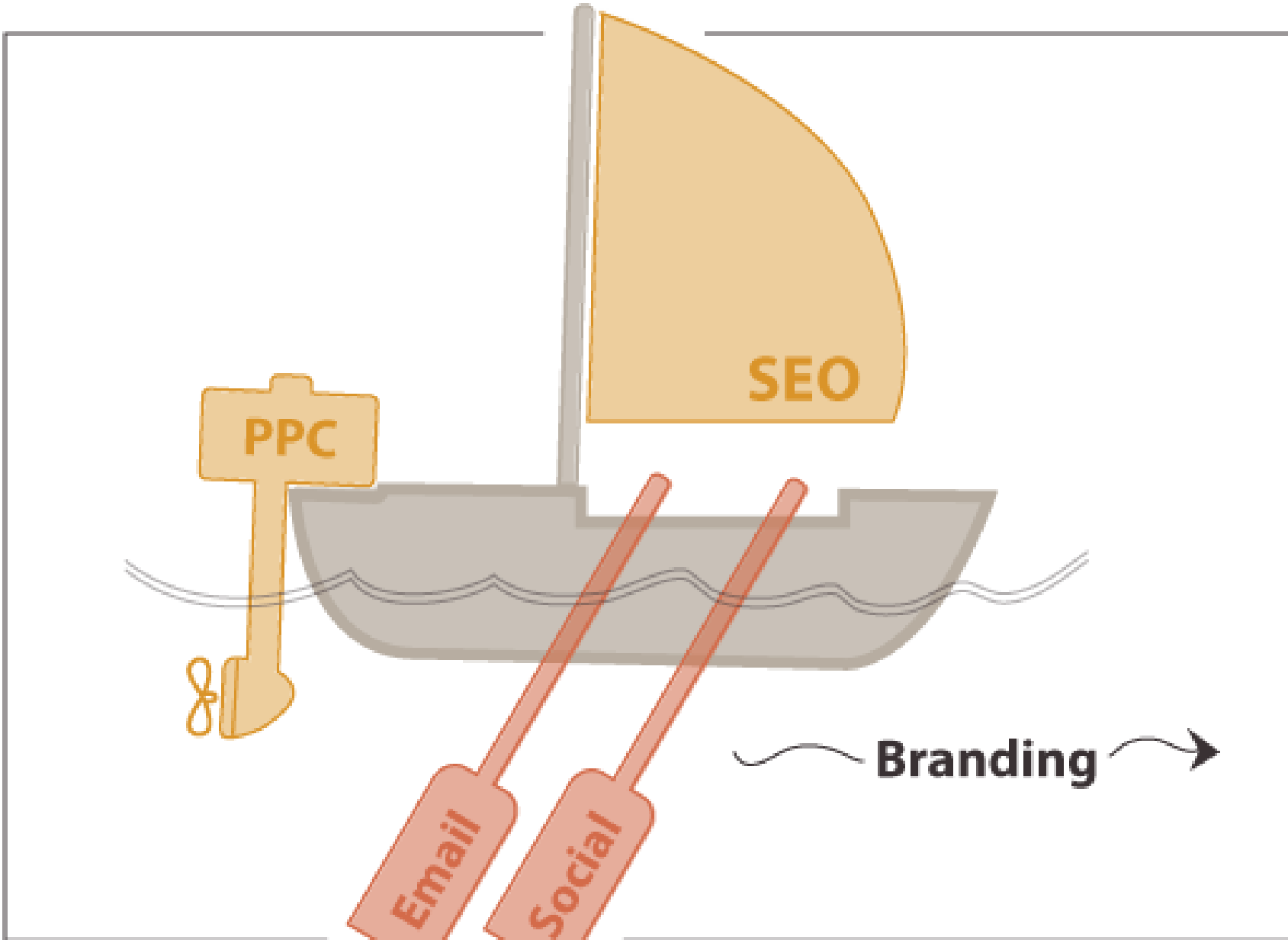


Initial spike from email marketing and social promotion (one week)

20 to 40 visits per day from organic search (months or years)

# They accumulate into lots of brand awareness





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

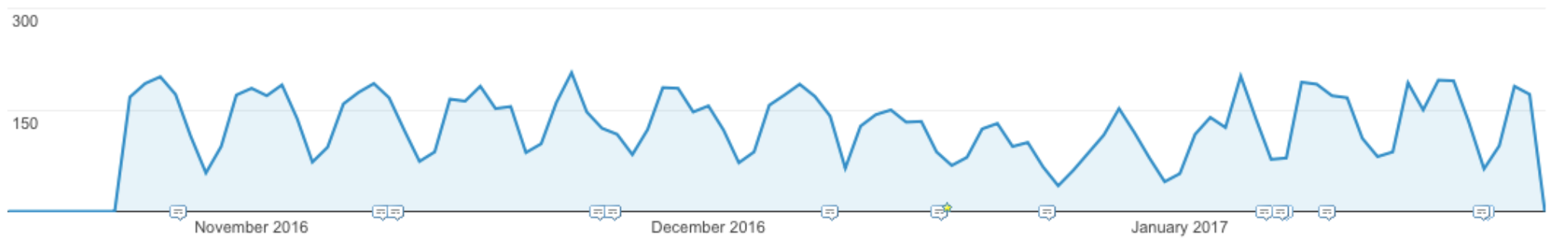
What phrases are we ranking for?



# Acquisition > Search Console > Queries

Search reports & help

- Real-Time
- Audience
- Acquisition
  - Overview
    - All Traffic
    - AdWords
    - Search Console **NEW**
      - Landing Pages
      - Countries
      - Devices
      - Queries**
    - Social
    - Campaigns
- Behavior
- Conversions



Primary Dimension: Search Query

Secondary dimension

Search input field with 'advanced' button and various view options (table, chart, list, etc.).

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	<b>58,112</b> % of Total: 34.44% (168,751)	<b>2,547,650</b> % of Total: 31.86% (7,996,914)	<b>2.28%</b> Avg for View: 2.11% (8.09%)	<b>20</b> Avg for View: 22 (-7.46%)
1. orbit media	<b>1,355</b> (2.33%)	<b>2,759</b> (0.11%)	<b>49.11%</b>	<b>1.3</b>
2. how to promote an event	<b>754</b> (1.30%)	<b>3,299</b> (0.13%)	<b>22.86%</b>	<b>2.3</b>
3. footer design	<b>733</b> (1.26%)	<b>14,166</b> (0.56%)	<b>5.17%</b>	<b>3.8</b>
4. how to market an event	<b>606</b> (1.04%)	<b>1,725</b> (0.07%)	<b>35.13%</b>	<b>1.1</b>
5. competitor analysis tools	<b>500</b> (0.86%)	<b>10,641</b> (0.42%)	<b>4.70%</b>	<b>3.1</b>
6. what to blog about	<b>441</b> (0.76%)	<b>8,920</b> (0.35%)	<b>4.94%</b>	<b>5.4</b>
7. website footer	<b>420</b> (0.72%)	<b>6,219</b> (0.24%)	<b>6.75%</b>	<b>2.3</b>
8. seo best practices	<b>412</b> (0.71%)	<b>11,593</b> (0.46%)	<b>3.55%</b>	<b>6.1</b>

# Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

Overview

All Traffic

AdWords

Search Console **NEW**

Landing Pages

Countries

Devices

**Queries**

Social

Campaigns

Behavior

Conversions



Primary Dimension: Search Query

Secondary dimension



advanced



Search Query	Clicks	Impressions	CTR	Average Position
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Your phrases. Your rankings.

# Acquisition > Search Console > Queries

Search reports & help

Secondary dimension



advanced



Include

Average Position

Greater than

10

and

+ Add a dimension or metric

Apply cancel

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	<b>168,751</b> % of Total: 100.00% (168,751)	<b>4,606,446</b> % of Total: 57.60% (7,996,914)	<b>3.66%</b> Avg for View: 2.11% (73.60%)	<b>19</b> Avg for View: 22 (-14.86%)
1. (not set)	<b>110,639</b> (65.56%)	<b>2,058,784</b> (44.69%)	<b>5.37%</b>	<b>17</b>
2. orbit media	<b>1,355</b> (0.80%)	<b>2,759</b> (0.06%)	<b>49.11%</b>	<b>1.3</b>
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# Acquisition > Search Console > Queries

Search reports & help

Secondary dimension

advanced



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Include **Average Position** Greater than 10

Show me just the “page two” phrases  
Include... Average Position... Greater than... 10

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	168,751 <small>% of Total: 100.00% (168,751)</small>	4,606,446 <small>% of Total: 57.60% (7,996,914)</small>	3.66% <small>Avg for View: 2.11% (73.60%)</small>	19 <small>Avg for View: 22 (-14.86%)</small>
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Primary Dimension: Search Query

Secondary dimension: [dropdown]

Advanced Filter ON

Search Query	Clicks	Impressions	CTR	Average Position
	110,204 % of Total: 68.90% (168,751)	3,480,332 % of Total: 43.60% (7,996,914)	3.33% Avg for View: 2.11% (58.03%)	23 Avg for View: 22 (3.59%)
1 how to get a lot of followers on twitter	5 (0.00%)	1,340 (0.04%)	0.37%	10
2 web design for financial institutions			0.00%	10
3 my rankings			0.00%	10
4 web development company websites			5.26%	10
5 utm url builder			1.85%	10
6 utm bulder			0.00%	10
7 what is an article spinner	0 (0.00%)	130 (0.00%)	0.00%	10
8 keyword advice	0 (0.00%)	37 (0.00%)	0.00%	10
9 how to increase website ranking in google search	0 (0.00%)	17 (0.00%)	0.00%	10
10 website design illinois	0 (0.00%)	136 (0.00%)	0.00%	10

Show rows: 10 Go to: 1 1 - 10 of 25216

This report was generated on 1/26/17 at 8:57:03 PM - Refresh Report

Sort by Average Position

Average Position

*A list of phrases for which you almost rank high!*

[All](#)[News](#)[Images](#)[Videos](#)[Shopping](#)[More](#)[Settings](#)[Tools](#)

Page 2 of about 50,100,000 results (0.38 seconds)

## Are You Ready To Review CRM? | Learn Top 7 Signs You Need CRM

[\(Ad\) www.nextecgroup.com/CRM-System/Review-Guide](#) ▼

See If You're Ready For A CRM System To Transform Your Sales And Support Teams. Great Efficiency.

## 7 Social Customer Relationship Management Tips for Any Business ...

<https://www.nimble.com/blog/customer-relationship-management-tips/> ▼

Aug 11, 2018 - Social CRM (customer relationship management) is the use of social media services, techniques, crm software and technology to enable ...

## 5 CRM Tips for an Effective Data Management - Digital Doughnut

<https://www.digitaldoughnut.com/.../5-crm-tips-for-an-effective-data-management> ▼

Aug 11, 2017 - Find out about different ways to manage CRM data and get the most of this innovative business technology. Here's some tips for improving the ...

## Tips On How To Use CRM More Effectively | MyCustomer

<https://www.mycustomer.com/community/.../tips-on-how-to-use-crm-more-effectively> ▼

Apr 6, 2017 - CRM can help you sort through customer data in innovative and powerful ways, doing everything from helping you predict customer needs to ...

## Dynamics CRM Tips | Ledgeview Partners

<https://ledaewpartners.com/bla/cateaorv/microsoft...crm/dvnamics-crm-tips/> ▼

Customer Focus • Social Selling

# 7 Social Customer Relationship Management Tips for Any Business

MICHAEL KAMLEITNER / AUGUST 11



The world is seeing rapid change triggered by the fast advancements in technology which also transform passive consumers into active participants.

“crm tips” appears zero times

**THE SIMPLE  
SMART CRM THAT  
TAKES FOR YOU  
ANYWHERE  
YOU WORK**

**TRY FREE TRIAL**

7 Pro Tips to Build An Awesome Sales Funnel

50 #CMWorld Influencers to Follow in 2018

7 Social Customer Relationship Management Tips for Any Business

6 Tools to Help You Find Top Niche B2B Influencers

70 Influencers to Connect with at Dreamforce #DF18

How to Create the Best Content

Customer Focus • Social Selling

# 7 Social Customer Relationship Management **Tips** for Any Business

MICHAEL KAMLEITNER / AUGUST 11, 2018 / COMMENTS (0)

**THE SIMPLE  
SMART CRM THAT  
WORKS FOR YOU  
EVERYWHERE  
YOU WORK**

**TRY FREE TRIAL**

“tips” appears three times



The world is seeing rapid change triggered by the fast advancements in technology which also transform passive consumers into active participants.

7 Pro **Tips** to Build An Awesome Sales Funnel

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7 Social Customer Relationship Management **Tips** for Any Business

6 Tools to Help You Find Top Niche B2B Influencers

70 Influencers to Connect with at Dreamforce #DF18

How to Create the Best Content

# Indicate the relevance



# Visible = important

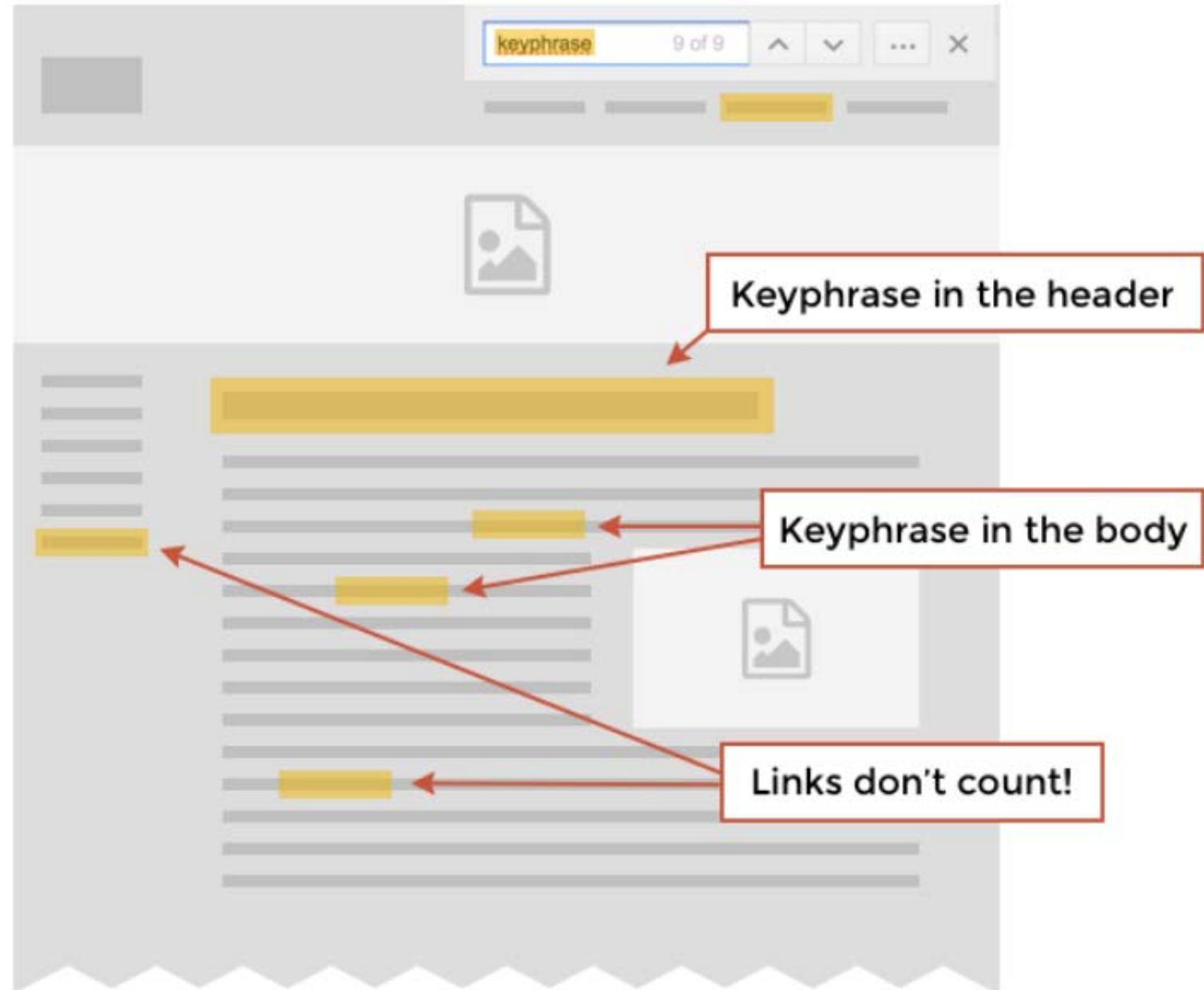
1. <title>
2. <h1> header
3. Body text
4. Meta Description

# Less visible = less important

1. URLs
2. Alt text
3. File names
4. Meta keywords
5. Etc.



# The Control + F Test



# Semantic SEO: Work in the related phrases...

Searches related to crm tips

crm tips **and tricks**

**dynamics 365 tips and tricks**

tips **for using** crm

crm **implementation best practices**

**examples of crm implementation in the organizations**

**how to implement crm in an organisation**

**how to get the most out of a crm**

crm **implementation process**









Make the best page on the  
internet for the topic!

# Improve your best cheese

1. Use the phrase in the title, header and body text
2. Go deep! (1000 words)
3. Incorporate semantically related phrases/subtopics
4. Link to the page from other pages, using the target phrase in the text of the link

# Defend your rankings!



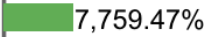
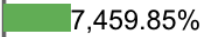
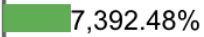

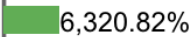
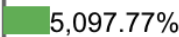
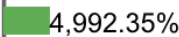
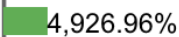
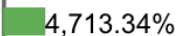
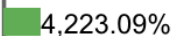
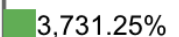
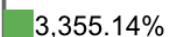
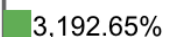
Keeping your traffic magnets up-to-date

# Some pages get waaaay more traffic than others...

Landing Page		Sessions	Sessions
		498,079 % of Total: 100.00% (498,079)	498,079 % of Total: 100.00% (498,079)
1.	<a href="/blog/website-footer-design-best-practices/">/blog/website-footer-design-best-practices/</a>	61,644	12.38%
2.	<a href="/blog/how-to-write-testimonials-examples/">/blog/how-to-write-testimonials-examples/</a>	42,115	8.46%
3.	<a href="/blog/website-navigation/">/blog/website-navigation/</a>	19,831	3.98%
4.	<a href="/">/</a>	19,075	3.83%
5.	<a href="/blog/media-pitch-examples/">/blog/media-pitch-examples/</a>	18,905	3.80%
6.	<a href="/blog/web-design-standards/">/blog/web-design-standards/</a>	16,655	3.34%
7.	<a href="/blog/how-to-market-an-event/">/blog/how-to-market-an-event/</a>	16,201	3.25%
8.	<a href="/blog/seo-best-practices/">/blog/seo-best-practices/</a>	13,115	2.63%
9.	<a href="/blog/improve-google-rankings/">/blog/improve-google-rankings/</a>	12,849	2.58%
10.	<a href="/blog/website-competitive-analysis-tools/">/blog/website-competitive-analysis-tools/</a>	12,684	2.55%
11.	<a href="/blog/google-analytics-url-builder/">/blog/google-analytics-url-builder/</a>	12,145	2.44%
12.	<a href="/blog/website-launch-checklist/">/blog/website-launch-checklist/</a>	10,908	2.19%
13.	<a href="/blog/ways-to-improve-your-website/">/blog/ways-to-improve-your-website/</a>	9,667	1.94%
14.	<a href="/blog/what-to-put-on-your-homepage/">/blog/what-to-put-on-your-homepage/</a>	8,718	1.75%
15.	<a href="/blog/what-to-blog-about/">/blog/what-to-blog-about/</a>	8,308	1.67%



# ...like 24,330% more than others

Landing Page		Sessions	Sessions (compared to site average)
		498,079 % of Total: 100.00% (498,079)	498,079 % of Total: 100.00% (498,079)
1.	<a href="/blog/website-footer-design-best-practices/">/blog/website-footer-design-best-practices/</a>	61,644	 24,330.91%
2.	<a href="/blog/how-to-write-testimonials-examples/">/blog/how-to-write-testimonials-examples/</a>	42,115	 16,591.13%
3.	<a href="/blog/website-navigation/">/blog/website-navigation/</a>	19,831	 7,759.47%
4.	<a href="/">/</a>	19,075	 7,459.85%
5.	<a href="/blog/media-pitch-examples/">/blog/media-pitch-examples/</a>	18,905	 7,392.48%
6.	<a href="/blog/web-design-standards/">/blog/web-design-standards/</a>	16,655	 6,500.75%
7.	<a href="/blog/how-to-market-an-event/">/blog/how-to-market-an-event/</a>	16,201	 6,320.82%
8.	<a href="/blog/seo-best-practices/">/blog/seo-best-practices/</a>	13,115	 5,097.77%
9.	<a href="/blog/improve-google-rankings/">/blog/improve-google-rankings/</a>	12,849	 4,992.35%
10.	<a href="/blog/website-competitive-analysis-tools/">/blog/website-competitive-analysis-tools/</a>	12,684	 4,926.96%
11.	<a href="/blog/google-analytics-url-builder/">/blog/google-analytics-url-builder/</a>	12,145	 4,713.34%
12.	<a href="/blog/website-launch-checklist/">/blog/website-launch-checklist/</a>	10,908	 4,223.09%
13.	<a href="/blog/ways-to-improve-your-website/">/blog/ways-to-improve-your-website/</a>	9,667	 3,731.25%
14.	<a href="/blog/what-to-put-on-your-homepage/">/blog/what-to-put-on-your-homepage/</a>	8,718	 3,355.14%
15.	<a href="/blog/what-to-blog-about/">/blog/what-to-blog-about/</a>	8,308	 3,192.65%

# website launch checklist #4

National

<https://www.orbitmedia.com/blog/website-launch-checklist/>

**0-10**  
Volume<sup>i</sup>



**50**  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#) >

## Your Performance

Highest Ranking Position ▾

Jun 11, 2017 ▾

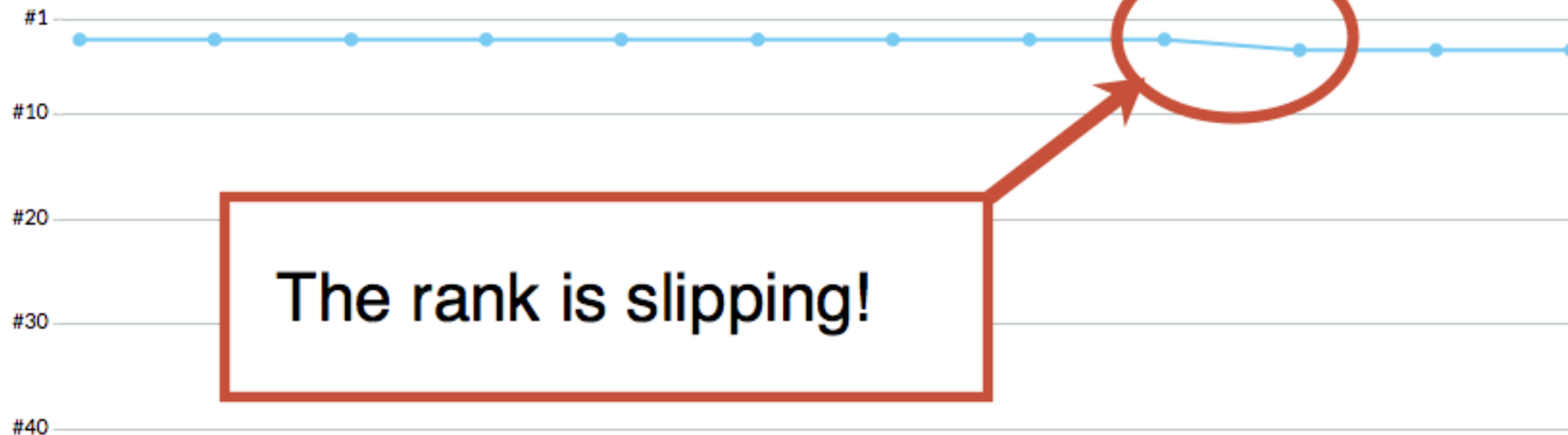
Aug 27, 2017 ▾



Weekly

Monthly

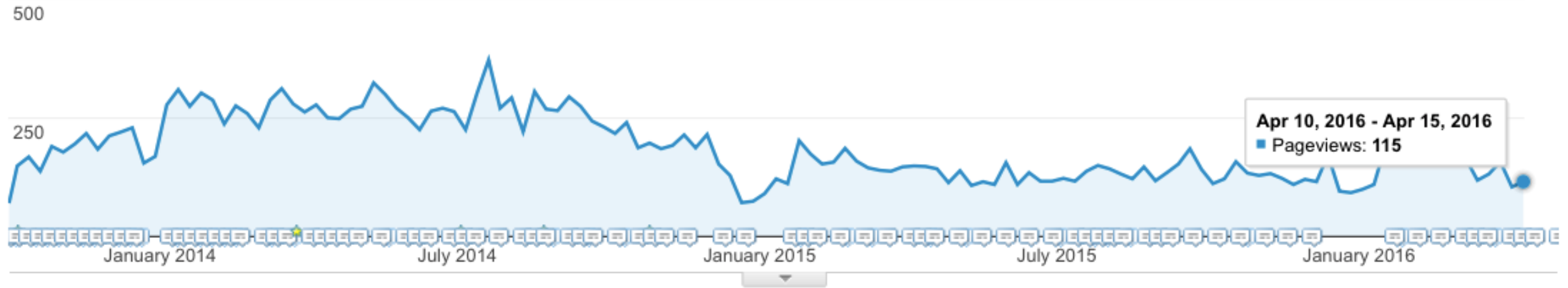
The highest ranking position for you vs. your competitors



**The rank is slipping!**

Maybe this page needs a little love...

● Pageviews



Primary Dimension: **Page** Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	24,809 % of Total: 1.20% (2,065,307)	22,512 % of Total: 1.28% (1,761,982)	00:04:43 Avg for View: 00:01:54 (148.15%)	20,974 % of Total: 1.73% (1,213,005)	85.30% Avg for View: 79.09% (7.85%)	81.43% Avg for View: 58.73% (38.65%)	<\$0.0 % of To 16.75% (\$0.1
1. /blog/internal-linking/ <input type="button" value="Copy"/>	24,809(100.00%)	22,512(100.00%)	00:04:43	20,974(100.00%)	85.30%	81.43%	<\$0.01(100.00%)

# Tracked Keywords Overview

Export CSV

1 - 4 of 4

The rank is slipping!

Keyword ↓	Results	Rank ↑ ↓	URL	Optimize ↑
internal linking best practices <small>blog posts</small>	National	#4 ↓2	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking <small>blog posts</small>	National	#5 ↓1	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking SEO <small>blog posts</small>	National	#9 ↓6	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking seo <small>blog posts</small>	National	#10 --	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	

Dashboard

Messages (1)

Search Appearance ⓘ

Search Traffic

Search Analytics

**Links to Your Site**

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

[Overview](#) » **All linked pages**

Your pages that are linked from other domains.

Download this table

Download more sample links

Download latest links

Show

25 rows

1-25 of 421

**Your pages**

Links

Source domains ↕

<https://www.orbitmedia.com/>

180,739

1,330

</blog/ideal-blog-post-length/>

1,139

225

</blog/blogger-analysis/>

1,072

186

</content-chemistry>

425

182

</blog>

4,654

177

</blog/blogger-research/>

409

175

</andy-crestodina>

847

149

</blog/how-to-setup-google-analytics/>

361

88

</blog/lead-generation-website-practices/>

585

85

</blog/inaccurate-google-analytics-traffic-sources/>

362

84

</blog/how-to-market-an-event/>

1,450

79

</blog/internal-linking/>

140

79

</blog/seo-best-practices/>

175

77

- Inbound Links**
- Just-Discovered
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Spam Analysis new
- Link Opportunities
- Advanced Reports

**Do More with Moz Pro**

- Moz Analytics Campaigns
- Fresh Web Explorer
- Keyword Difficulty
- On-Page Grader
- Crawl Test
- Rank Tracker
- [View all of your Moz Products](#)

URL:

Search

[Hide Metrics](#)

**Authority**

DOMAIN AUTHORITY <sup>ⓘ</sup> **67** /100  
 PAGE AUTHORITY <sup>ⓘ</sup> **46** /100  
 SPAM SCORE: **1** /100

**Page Link Metrics**

JUST-DISCOVERED <sup>ⓘ</sup> **5** 60 Days  
 ESTABLISHED LINKS <sup>ⓘ</sup> **27** Root Domains  
**50** Total Links

**Page Social Metrics**

FACEBOOK <sup>ⓘ</sup> **112** Shares  
 TWITTER <sup>ⓘ</sup> **N/A** Tweets  
 GOOGLE <sup>ⓘ</sup> **46** +1s  
**5** Likes

**Inbound Links**

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target <sup>ⓘ</sup>  Link Source <sup>ⓘ</sup>  Link Type <sup>ⓘ</sup>   Group by subdomain & show social/contact links

1 - 48 Inbound Links

[Request CSV](#)

[Prev](#)

[Next](#)

Title and URL of Linking Page	Link Anchor Text <sup>ⓘ</sup>	Spam Score <sup>ⓘ</sup>	PA <sup>ⓘ</sup> ▾	DA <sup>ⓘ</sup> ▾
How to Find the Right Writer for Content Creation <a href="#">contentmarketinginstitute.com/2014/07/find-right...</a>	internal linking <a href="#">www.orbitmedia.com/blog/inter...</a>	3	52	84
What to blog about: 13 places to find fresh blog topics - Chicag... <a href="#">www.chicagotribune.com/bluesky/hub/chi-orbit-...</a>	internal linking <a href="#">www.orbitmedia.com/blog/inter...</a>	3	47	93
{301 Redirect} [No Title] <a href="#">bit.ly/1NWpsNw</a>	[no anchor text] <a href="#">www.orbitmedia.com/blog/inter...</a>	0	46	94

“

*If all of my content is up to-date and ranking where I think it should be, I'll write something new. If not, I'll update and relaunch an old post.*

”

Brian Dean  
*Backlinko*





“

*I fear not the man who practiced 10,000 kicks once.  
But I fear the man who has practiced one kick 10,000 times.*

”

Bruce Lee  
*Kung Fu Master*



# Pages

ALL » PAGE: /blog/internal-linking/

Email Export Add to Dashboard Shortcut

All Users  
+0.46% Pageviews

+ Add Segment

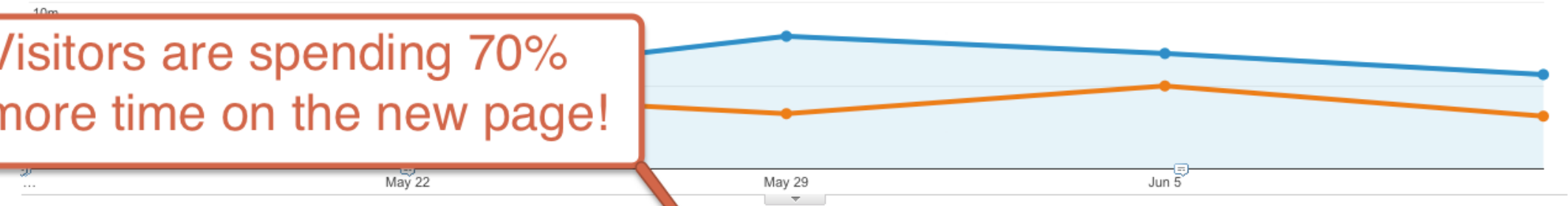
Explorer Navigation Summary In-Page

Avg. Time on Page vs. Select a metric

Day Week Month

May 15, 2016 - Jun 18, 2016: Avg. Time on Page  
Mar 13, 2016 - Apr 16, 2016: Avg. Time on Page

Visitors are spending 70% more time on the new page!



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /blog/internal-linking/	66.20% ↑ 1,062 vs 639	73.17% ↑ 994 vs 574	69.17% ↑ 00:06:25 vs 00:03:48	90.17% ↑ 871 vs 458	6.97% ↓ 88.52% vs 82.75%	13.48% ↑ 82.58% vs 72.77%	73.24% ↑ <\$0.01 vs <\$0.01
May 15, 2016 - Jun 18, 2016	1,062 (100.00%)	994 (100.00%)	00:06:25	871 (100.00%)	88.52%	82.58%	<\$0.01 (100.00%)
Mar 13, 2016 - Apr 16, 2016	639 (100.00%)	574 (100.00%)	00:03:48	458 (100.00%)	82.75%	72.77%	<\$0.01 (100.00%)
% Change	66.20%	73.17%	69.17%	90.17%	6.97%	13.48%	73.24%

# Tracked Keywords Overview



Export CSV

1 - 4 of 4

Keyword ↓ <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup> ↓	Universal Results <sup>i</sup>	Rank <sup>i</sup> ↑   ↓	URL	Optimize <sup>i</sup>
<a href="#">internal linking best practices</a> blog posts	National		#4  1	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
<a href="#">internal linking seo</a> blog posts	National		#4  5	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
<a href="#">internal linking SEO</a> blog posts	National		#4  5	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
<a href="#">internal linking</a> blog posts	National		#4  1	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	

# internal linking

## #3

National

<https://www.orbitmedia.com/blog/internal-linking/>

### 101-200

Volume<sup>i</sup>



### 70

Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#)

Highest Ranking Position

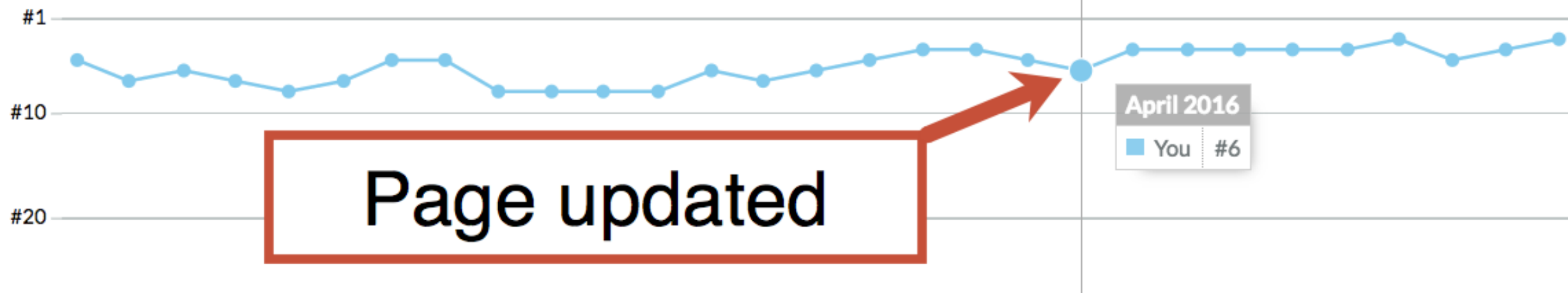
Sep 01, 2014

Jan 31, 2017

Weekly

Monthly

The highest ranking position for you vs. your competitors



May 22, 2016 - Feb 18, 2017: ● Pageviews

May 22, 2015 - Feb 13, 2016: ● Pageviews



**+107% increase in traffic**

Primary Dimension: Page Other

Filter Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>Search Traffic</b>	<b>107.15%</b> <span style="color: green;">▲</span> 8,029 vs 3,876	<b>111.40%</b> <span style="color: green;">▲</span> 7,528 vs 3,561	<b>53.86%</b> <span style="color: green;">▲</span> 00:06:29 vs 00:04:13	<b>98.90%</b> <span style="color: green;">▲</span> 6,703 vs 3,370	<b>0.70%</b> <span style="color: green;">▲</span> 88.66% vs 89.29%	<b>1.06%</b> <span style="color: red;">▼</span> 85.08% vs 85.99%	<b>136.52%</b> <span style="color: green;">▲</span> <\$0.01 vs <\$0.01
1. /blog/internal-linking/							
May 22, 2016 - Feb 18, 2017	<b>8,029</b> (100.00%)	7,528 (100.00%)	00:06:29	6,703 (100.00%)	88.66%	85.08%	<\$0.01 (100.00%)
May 22, 2015 - Feb 13, 2016	<b>3,876</b> (100.00%)	3,561 (100.00%)	00:04:13	3,370 (100.00%)	89.29%	85.99%	<\$0.01 (100.00%)
<b>% Change</b>	<b>107.15%</b>	<b>111.40%</b>	<b>53.86%</b>	<b>98.90%</b>	<b>-0.70%</b>	<b>-1.06%</b>	<b>136.52%</b>

Keyword

Current Highest Ranking Position

# email signup forms

# #1

National

<https://www.orbitmedia.com/blog/email-signup-forms/>

## 11-50

Volume <sup>i</sup>



## 53

Difficulty <sup>i</sup>



[Research this keyword in Keyword Explorer](#) ➔

## Tracked Keywords Overview

[Export CSV](#)

1 - 1 of 1

Keyword <sup>⌵</sup> <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup> <span>⌵</span>	Monthly Volume <sup>i</sup> <span>⌵</span>	Rank <sup>i</sup> <span>⌵</span> <span>⌶</span> <span>⌷</span> <span>⌵</span>	URL	Optimize <sup>i</sup>
email signup forms blog posts	National	0-10	#1 <span>⌶</span> 4	<a href="https://www.orbitmedia.com/bl...">https://www.orbitmedia.com/bl...</a> <span>🔗</span>	<span>💡</span>

Rankings

Engines

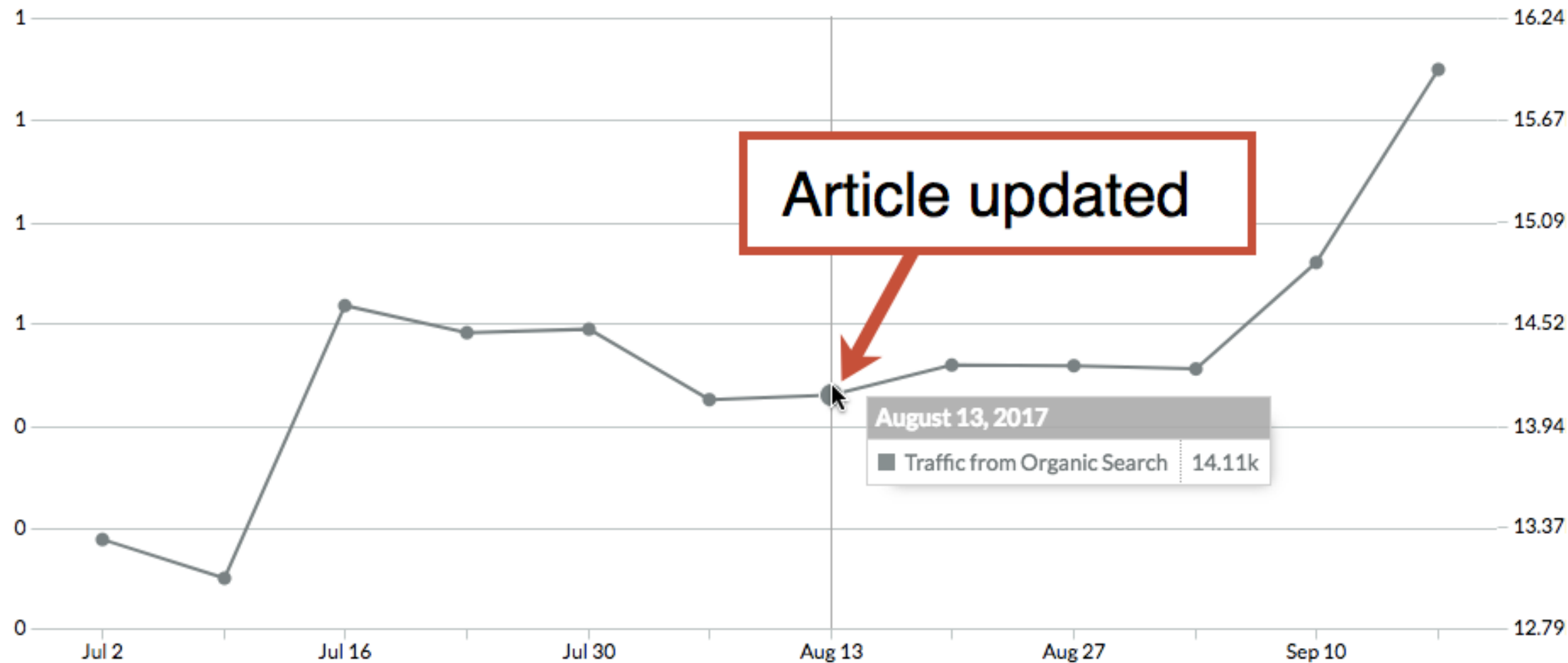
Competition

Opportunities

Rankings

Weekly

Monthly



Search Traffic  
+0.15% Pageviews

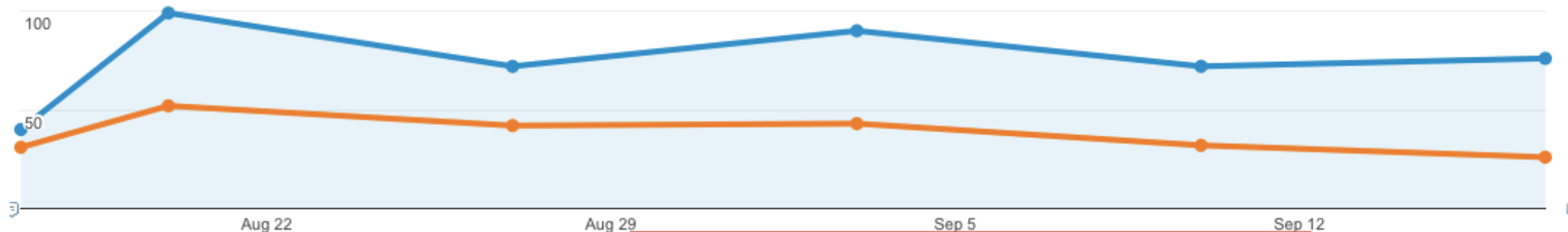
+ Add Segment

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Aug 17, 2017 - Sep 22, 2017: Pageviews  
Jul 11, 2017 - Aug 16, 2017: Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

Search traffic doubled!

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>Search Traffic</b>	<b>98.67%</b> <span style="color: green;">▲</span> 449 vs 226	91.71% <span style="color: green;">▲</span> 416 vs 217	28.17% <span style="color: red;">▼</span> 00:03:58 vs 00:05:31	66.92% <span style="color: green;">▲</span> 217 vs 130	0.93% <span style="color: red;">▼</span> 85.71% vs 84.92%	0.87% <span style="color: red;">▼</span> 71.94% vs 72.57%	26.97% <span style="color: red;">▼</span> \$0.02 vs \$0.02
1. /blog/email-signup-forms/							
Aug 17, 2017 - Sep 22, 2017	449 (100.00%)	416 (100.00%)	00:03:58	217 (100.00%)	85.71%	71.94%	\$0.02 (100.00%)
Jul 11, 2017 - Aug 16, 2017	226 (100.00%)	217 (100.00%)	00:05:31	130 (100.00%)	84.92%	72.57%	\$0.02 (100.00%)
<b>% Change</b>	<b>98.67%</b>	<b>91.71%</b>	<b>-28.17%</b>	<b>66.92%</b>	<b>0.93%</b>	<b>-0.87%</b>	<b>-26.97%</b>



# website navigation #3

National

<https://www.orbitmedia.com/blog/website-navigation/>

**201-500**  
Volume<sup>i</sup>



**53**  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#)

Highest Ranking Position ▼

Feb 07, 2016 ▼

Feb 12, 2017 ▼



Weekly

M

The highest ranking position for you vs. your competitors



Search Traffic  
+1.31% Pageviews

+ Add Segment

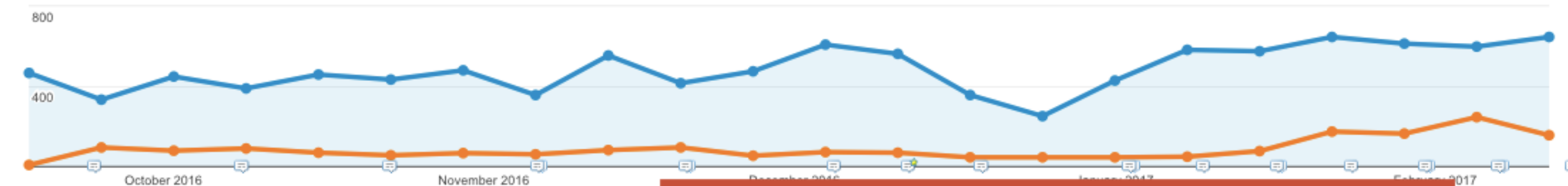
Explorer Navigation Summary In-Page

Pageviews VS. Select a metric

Day Week Month

Sep 18, 2016 - Feb 18, 2017: ● Pageviews

Sep 18, 2015 - Feb 13, 2016: ● Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default


461% more traffic from search

Page	Pageviews	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>Search Traffic</b>	<b>461.05%</b> <span style="color: green;">▲</span> 10,660 vs 1,900	<b>480.21%</b> <span style="color: green;">▲</span> 9,823 vs 1,693	<b>30.10%</b> <span style="color: green;">▲</span> 00:05:31 vs 00:04:15	<b>473.86%</b> <span style="color: green;">▲</span> 9,331 vs 1,626	<b>0.53%</b> <span style="color: green;">▲</span> 87.24% vs 87.70%	<b>1.82%</b> <span style="color: green;">▲</span> 85.37% vs 83.84%	<b>100.00%</b> <span style="color: green;">▲</span> <\$0.01 vs \$0.00
1. /blog/website-navigation/							
Sep 18, 2016 - Feb 18, 2017	<b>10,660</b> (100.00%)	<b>9,823</b> (100.00%)	<b>00:05:31</b>	<b>9,331</b> (100.00%)	<b>87.24%</b>	<b>85.37%</b>	<b>&lt;\$0.01</b> (100.00%)
Sep 18, 2015 - Feb 13, 2016	<b>1,900</b> (100.00%)	<b>1,693</b> (100.00%)	<b>00:04:15</b>	<b>1,626</b> (100.00%)	<b>87.70%</b>	<b>83.84%</b>	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>461.05%</b>	<b>480.21%</b>	<b>30.10%</b>	<b>473.86%</b>	<b>-0.53%</b>	<b>1.82%</b>	<b>∞%</b>

# Tracked Keywords Overview

 Export CSV



Keyword website traffic sources 



1 - 1 of 1

Keyword

Show Labels 

Location <sup>i</sup> 

Monthly Volume <sup>i</sup> 

Rank <sup>i</sup> 



URL

Optimize

website traffic sources

blog posts

National

11-50

#8

^7

[www.orbitmedia.com/blog/website-tr...](http://www.orbitmedia.com/blog/website-tr...) 



1 - 1 of 1

# website traffic sources #8

National

<https://www.orbitmedia.com/blog/website-traffic-sources/>

**11-50**  
Volume<sup>i</sup>



**39**  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#) ↻

## Your Performance

Highest Ranking Position ▾

Nov 12, 2017 ▾

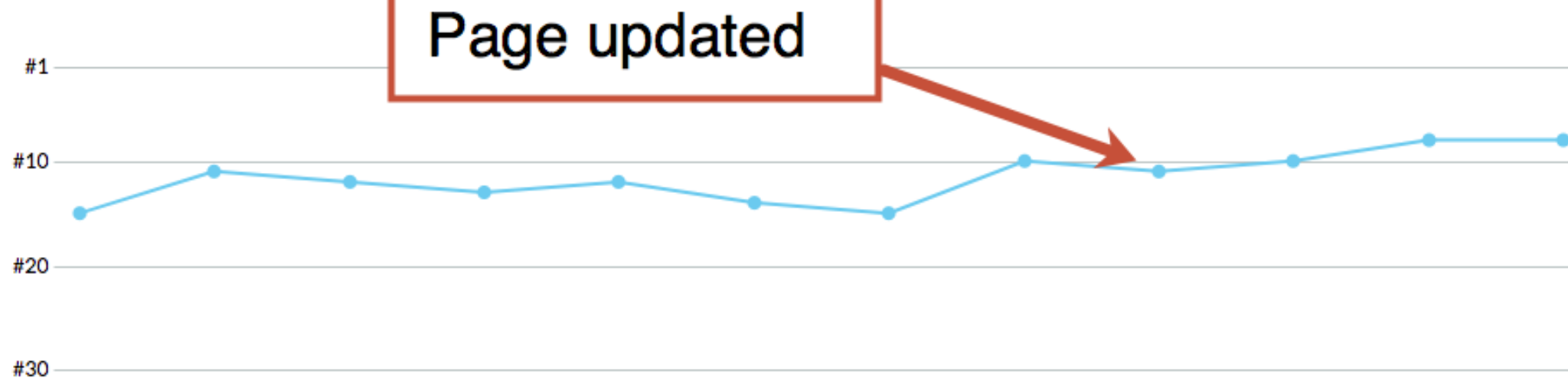
Jan 28, 2018 ▾



Weekly

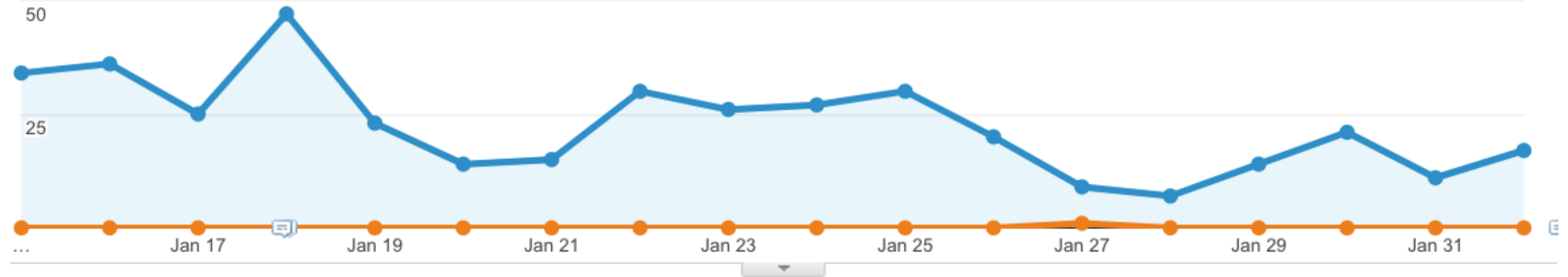
Monthly

The highest ranking position for you vs. your competitors



Jan 15, 2018 - Feb 1, 2018: ● Pageviews

Jan 15, 2017 - Feb 1, 2017: ● Pageviews



Primary Dimension: **Page** Other ▾

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾




advanced



<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		40,500.00% ↑ 406 vs 1	38,000.00% ↑ 381 vs 1	476.95% ↑ 00:03:22 vs 00:00:35	100.00% ↑ 338 vs 0	100.00% ↓ 89.60% vs 0.00%	100.00% 85.47% vs 0
<input type="checkbox"/>	1. /blog/website-traffic-sources/						
	Jan 15, 2018 - Feb 1, 2018	406 (100.00%)	381 (100.00%)	00:03:22	338 (100.00%)	89.60%	85
	Jan 15, 2017 - Feb 1, 2017	1 (100.00%)	1 (100.00%)	00:00:35	0 (0.00%)	0.00%	0
	% Change	40,500.00%	38,000.00%	476.95%	∞%	∞%	



You don't need 1000 articles.  
*You need 100 great articles.*

A man with a mustache, wearing a brown jacket, is sitting in a white chair. He is holding a green mug with both hands. The background is a blurred outdoor setting with trees and a building. The text is overlaid on the right side of the image.

**NEVER HALF-ASS TWO THINGS.  
WHOLE-ASS ONE THING.**

**WARNING!** *Do not change the URL*



# A few quick tips for URLs...

**Use URLs that are *easy to reuse* later...**

website.com/7-url-best-practices

# Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

website.com/url-best-practices-webinar

# Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

~~website.com/url-best-practices-webinar~~

website.com/url-best-practices

*No numbers, no formats!*

# Conversion

# Grow Your List!

...how to maximize the percentage of visitors who subscribe

# Before...

## The Orbiter

We like to share our thoughts about web strategy, usability, SEO, marketing, design inspiration, web video, & really anything that strikes our fancy. **Want to subscribe?**

# After...

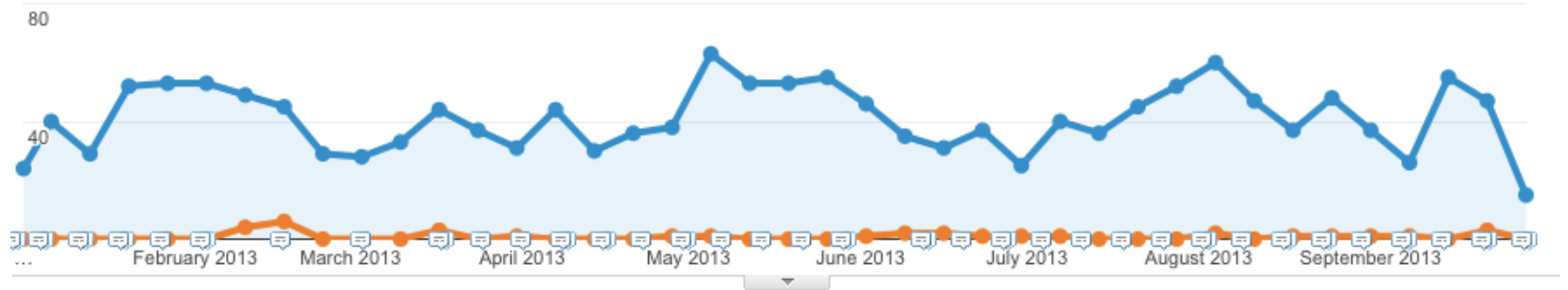
## STAY CONNECTED

Join over 10,200 people who receive bi-weekly web marketing tips.

**SIGN-UP!**

# 4800% increase. Not bad!

Jan 1, 2013 - Oct 1, 2013: ● Newsletter Subscriber from Blog or Footer (Goal 2 Completions)  
Jan 1, 2011 - Oct 1, 2011: ● Newsletter Subscriber from Blog or Footer (Goal 2 Completions)



Newsletter Subscriber from Blog or Footer (Goal 2 Completions)

**4,863.64%**

1,638 vs 33



Newsletter Subscriber from Blog or Footer (Goal 2 Value)

**4,863.64%**

\$1,638.00 vs \$33.00



Newsletter Subscriber from Blog or Footer (Goal 2 Conversion Rate)

**806.55%**

0.78% vs 0.09%



Newsletter Subscriber from Blog or Footer (Goal 2 Abandonment Rate)

**-100.00%**

0.00% vs 98.80%





Digital Strategy

Ecommerce

For Fun

Marketing & SEO

Mobile Marketing

Social Media

## The Orbiter

We like to share our thoughts about web strategy, usability, SEO, marketing, design inspiration, web video, & really anything that strikes our fancy. **Want to subscribe?**



Digital Strategy / Marketing & SEO / Web  
Development / Website Design

0

recent co

Barrett I  
"Thank  
commen

Analytics

Digital Strategy

Ecommerce

For Fun

SEO & Content  
Marketing

## The Orbiter

Join over 3,000 people who receive bi-weekly web marketing tips.

✉ Newsletter Sign-Up

SUBSCRIBE



Digital Strategy / For Fun

4

recent co

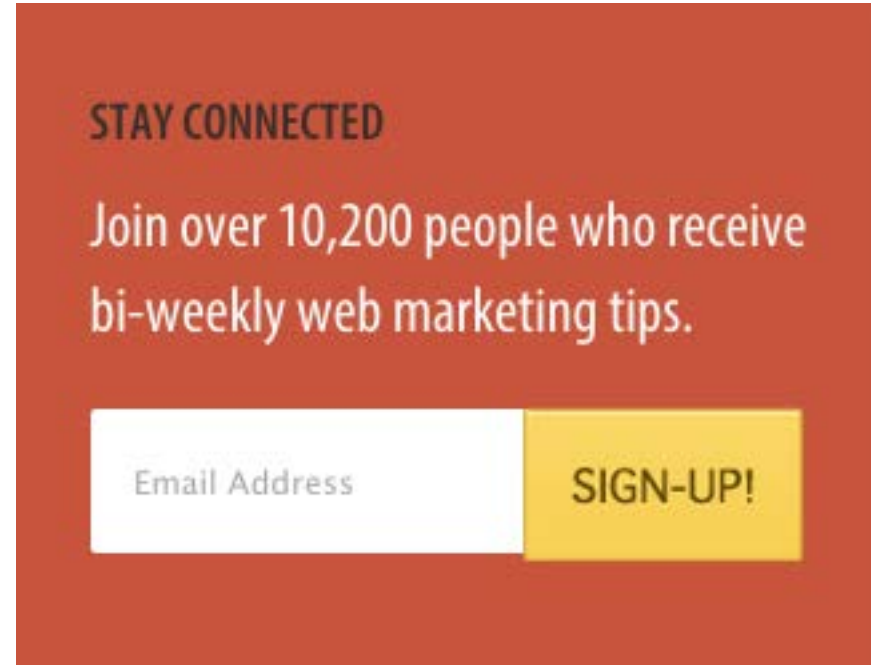
Jamesho  
market

# Why it worked...

**1.Prominence**

**2.Promise**

**3.Proof**

A screenshot of an email signup form. The form has a dark red background. At the top, it says "STAY CONNECTED" in white. Below that, it says "Join over 10,200 people who receive bi-weekly web marketing tips." in white. At the bottom, there is a white input field with the placeholder text "Email Address" and a yellow button with the text "SIGN-UP!" in black.

STAY CONNECTED

Join over 10,200 people who receive  
bi-weekly web marketing tips.

Email Address

SIGN-UP!

source: [Email Signup Forms, Orbit Media](#)



BY ANDY  
CRESTODINA

🕒 5 MINUTE READ

*A web design firm, a creative agency and a software vendor walk into a client's office. The client asks, "How often should we redesign our website?" The agency replies "every two years." The software guy says "every five years" The web designer says...*

This isn't a joke. I was actually in this meeting. There were eight people from four companies in the room. My answer at the time was four years. My standard answer has always been 2-5 years, depending on the industry. But that's a big range.

Since then, we've done some research to really answer the question...

## What is the average lifespan of a website?

We took the top 200 marketing websites according to [Alexa](#) and looked them



BY ANDY  
CRESTODINA

🕒 5 MINUTE READ

*A web design firm, a creative agency and a software vendor walk into a client's office. The client asks, "How often should we redesign our website?" The agency replies "every two years." The software guy says "every five years" The web designer says...*

This isn't a joke. I was actually in this meeting. There were eight people from four companies in the room. My answer at the time was four years. My standard answer has always been 2-5 years, depending on the industry. But that's a big range

Since

W

website?

**Prominent! ...sticky footer**  
**Promise! ...frequency and topic**  
**Proof! ... others have also subscribed**

# Good


JOIN OVER  
**100,000** OF YOUR PEERS!

Get daily articles and news delivered to your email inbox and get CMI's exclusive ebook *The Essentials of a Documented Content Marketing Strategy* FREE!

**SEND ME UPDATES**

# Good

GET EXCLUSIVE TIPS



Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.

Enter Your Email

**SIGN UP!**

“ When it comes to link building, Brian Dean is the best in the business. ”

- Neil Patel, Quicksprout

# Bad

## Newsletter

### K+BB Industry Watch

A weekly newsletter that features the innovative kitchen and bath projects, timely kitchen and bath industry news and an extensive photo gallery for design inspirations. It will be delivered to your inbox every Tuesday at 11am.

### K+BB Product Alert

Design professionals, get the edge on your competitors by signing up for Product Alert, a new monthly newsletter that showcases the latest kitchen and bath products to hit the market.

\*Fields marked with an asterisk are required.

#### STEP 1

\*E-mail Address:

#### STEP 2 - Tell us About Yourself

\*First Name:

\*Last Name:

Company:

\*Address:

\*City:

\*State:

\*ZIP Code (US only, 5-digit):

Country:

#### STEP 3 - Tell us About Your Job

\*Do you specify, purchase and/or approve products and services for the kitchen and bath market?

\*What is your primary job function/title?

\*Which of the following best describes how you are engaged in the kitchen and bath trade?

\*How many kitchen projects do you work on annually?

\*How many bathroom projects do you work on annually?

\*What is the average material and labor cost of your kitchen projects?

\*What is the average material and labor cost of your bathroom projects?

\*What is your annual kitchen and bath retail material cost?

\*Which of the following products do you recommend, specify and/or purchase (Check all that apply?)

\*Would you like to receive/continue to receive a free subscription to kitchen & bath business magazine?

\*For security purposes, please enter the word you see below.

safe

subscribe

Design professionals, get the edge on your competitors by signing up for Product Alert, a new monthly newsletter that showcases the latest kitchen and bath products to hit the market.

\*Fields marked with an asterisk are required.

#### STEP 1

\*E-mail Address:

#### STEP 2 - Tell us About Yourself

\*First Name:

\*Last Name:

Company:

\*Address:

\*City:

\*State:

\*ZIP Code (US only, 5-digit):

Country:

#### STEP 3 - Tell us About Your Job

\*Do you specify, purchase and/or approve products and services for the kitchen and bath market?

\*What is your primary job function/title?

\*Which of the following best describes how you are engaged in the kitchen and bath trade?

\*How many kitchen projects do you work on annually?

\*How many bathroom projects do you work on annually?



# Which blog posts inspire action?



# Conversions > Goals > Reverse Goal Path

Google Analytics Home **Reporting** Customization Admin orbitmediastudios@gmail.com <http://www.orbitmedia.com> - [http://ww...](http://www...) Orbit Media

Find reports & more

All Goals

Explorer

Acquisition

Behavior

Conversions

- Goals
  - Overview
  - Goal URLs
  - Reverse Goal Path**
  - Funnel Visualization
  - Goal Flow
- Ecommerce
- Multi-Channel Funnels
- Attribution

advanced

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Goal Completions ↓
1. /survey-thank-you	(entrance)	(not set)	(not set)	295 (13.95%)
2. /thank-you	/contact	/	(entrance)	162 (7.66%)
3. /blog-newsletter-thank-you-page	(entrance)	(not set)	(not set)	119 (5.63%)
4. /thank-you	/contact	(entrance)	(not set)	73 (3.45%)
5. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	53 (2.51%)
6. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	46 (2.17%)
7. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	41 (1.94%)
8. /newsletter-thank-you-page	/	(entrance)	(not set)	34 (1.61%)
9. /thank-you	(entrance)	(not set)	(not set)	34 (1.61%)
10. /careers-thank-you	/contact	/	(entrance)	30 (1.42%)
11. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	28 (1.32%)

# Conversions > Goals > Reverse Goal Path

Google Analytics

Home Reporting Customization Admin

orbitmediastudios@gmail.com  
http://www.orbitmedia.com - http://ww...  
Orbit Media

Find reports & more

Explorer

Acquisition

Behavior

Conversions

Goals

Reverse Goal Path

Funnel Visualization

Goal Flow

Ecommerce

Multi-Channel Funnels

Attribution

Goal Completion Location

Goal Previous Step - 1

Goal Previous Step - 2

Goal Previous Step - 3

Goal Completions

1. /survey-thank-you	(entrance)	(not set)	(not set)	295 (13.95%)
2. /thank-you	/contact	/	(entrance)	162 (7.66%)
3. /blog-newsletter-thank-you-page	(entrance)	(not set)	(not set)	119 (5.63%)
4. /thank-you	/contact	(entrance)	(not set)	73 (3.45%)
5. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	53 (2.51%)
6. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	46 (2.17%)
7. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	41 (1.94%)
8. /newsletter-thank-you-page	/	(entrance)	(not set)	34 (1.61%)
9. /thank-you	(entrance)	(not set)	(not set)	34 (1.61%)
10. /careers-thank-you	/contact	/	(entrance)	30 (1.42%)
11. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	28 (1.32%)

# Conversions > Goals > Reverse Goal Path > Subscribers

The screenshot shows the Google Analytics interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'orbitmediastudios@gmail.com'. The left sidebar shows navigation options: Acquisition, Behavior, Conversions, Goals, Overview, Goal URLs, Reverse Goal Path, Funnel Visualization, Goal Flow, Ecommerce, Multi-Channel Funnels, and Attribution. The 'Goals' section is expanded, showing a list of goals. A red box highlights 'Goal 2: Newsletter Subscriber' with an arrow pointing to it. A red callout box contains the text 'Select the "subscriber" goal from the list'. The main content area shows a table of goals with columns for Goal Name, Goal ID, Goal Type, Goal Status, Goal Value, Goal Previous Step, and Goal Completions.

Goal Name	Goal ID	Goal Type	Goal Status	Goal Value	Goal Previous Step	Goal Completions
All Goals	3,247					
Goal 1: Contact Lead	1,100					
Goal 2: Newsletter Subscriber	1,264					
Goal 4: Employment	185					
Goal 7: Newsletter Subscriber From Thank You Page	243					
Goal 11: Travel Web Design Lead	6					
Goal 14: Blogger Survey Completed	338			(not set)	(not set)	295 (9.09%)
Goal 15: Blogger Survey Share	11			/	(entrance)	254 (7.82%)
Goal 3: Restaurant Web Lead	0			(not set)	(not set)	170 (5.24%)
Goal 5: Support Form	0			(entrance)	(not set)	111 (3.42%)
Goal 6: Book Request	0			(entrance)	(not set)	92 (2.83%)
Goal 8: Video Production Services Form	0			/	(entrance)	84 (2.59%)
Goal 9: Video Lead	0			(entrance)	(not set)	76 (2.34%)
Goal 10: Video Studio Rental Lead	0			(entrance)	(not set)	70 (2.16%)
Goal 12: Chicago Cause Submission	0			/	(entrance)	51 (1.57%)
Goal 13: Contact New Goal	0			(entrance)	(not set)	49 (1.51%)
Goal 16: Contact Form Submission TEST	0			(entrance)	(not set)	37 (1.14%)

# Conversions > Goals > Reverse Goal Path > Subscribers

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- Acquisition
- Behavior
- Conversions
  - Goals
    - Overview
    - Goal URLs
    - Reverse Goal Path**
    - Funnel Visualization
    - Goal Flow
  - Ecommerce
  - Multi-Channel Funnels

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Newsletter Subscriber (Goal 2 Completions) ↓
1. /blog-newsletter-thank-you-page	(entrance)	(not set)	(not set)	170 (12.46%)
2. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	92 (6.74%)
3. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	84 (6.16%)
4. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	76 (5.57%)
5. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	28 (2.05%)
6. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	(not set)	19 (1.39%)
7. /blog-newsletter-thank-you-page	/blog/website-launch-checklist/	(entrance)	(not set)	19 (1.39%)
8. /blog-newsletter-thank-you-page	/blog/content-hubs/	(entrance)	(not set)	16 (1.17%)
9. /blog-newsletter-thank-you-page	/blog/	/andy-crestodina	(entrance)	14 (1.03%)
10. /blog-newsletter-thank-you-page	/blog/marketing-diagrams/	(entrance)	(not set)	13 (0.95%)
11. /blog-newsletter-thank-you-page	/blog/ideal-blog-post-length/	(entrance)	(not set)	12 (0.88%)
12. /blog-newsletter-thank-you-page	/blog/	/careers	/	10 (0.73%)

# Conversions > Goals > Reverse Goal Path > Subscribers

The screenshot shows the Google Analytics interface with the following elements:

- Header:** Google Analytics logo, navigation tabs (Home, Reporting, Customization, Admin), user profile (orbitmediastudios@gmail.com), and URL (http://www.orbitmedia.com).
- Left Sidebar:** Navigation menu with categories: Acquisition, Behavior, Conversions (expanded to show Goals, Overview, Goal URLs, Reverse Goal Path, Funnel Visualization, Goal Flow), Ecommerce, and Multi-Channel Funnels.
- Main Content Area:** A table titled 'Reverse Goal Path' for the goal 'Newsletter Subscriber'. The table has columns: Goal Completion Location, Goal Previous Step - 1, Goal Previous Step, Goal, and Newsletter Subscriber (with a sub-column for percentage). The table lists 12 steps, with the most significant being step 3: '/blog-newsletter-thank-you-page' from '/blog/' (entrance) resulting in 84 subscribers (6.16%).
- Annotations:** A red box highlights the 'advanced' filter link in the top right. A red arrow points from a text box that says 'Click to create an "advanced" filter' to the 'advanced' link.

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step	Goal	Newsletter Subscriber
1. /blog-newsletter-thank-you-page	(entrance)	(not set)	(not set)	
2. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	52 (0.74%)
3. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	84 (6.16%)
4. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	76 (5.57%)
5. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	28 (2.05%)
6. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	(not set)	19 (1.39%)
7. /blog-newsletter-thank-you-page	/blog/website-launch-checklist/	(entrance)	(not set)	19 (1.39%)
8. /blog-newsletter-thank-you-page	/blog/content-hubs/	(entrance)	(not set)	16 (1.17%)
9. /blog-newsletter-thank-you-page	/blog/	/andy-crestodina	(entrance)	14 (1.03%)
10. /blog-newsletter-thank-you-page	/blog/marketing-diagrams/	(entrance)	(not set)	13 (0.95%)
11. /blog-newsletter-thank-you-page	/blog/ideal-blog-post-length/	(entrance)	(not set)	12 (0.88%)
12. /blog-newsletter-thank-you-page	/blog/	/careers	/	10 (0.73%)

# Conversions > Goals > Reverse Goal Path > Subscribers

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Acquisition Behavior **Conversions**

- Goals
  - Overview
  - Goal URLs
  - Reverse Goal Path**
  - Funnel Visualization
  - Goal Flow
- Ecommerce
- Multi-Channel Funnels
- Attribution

Include **Goal Previous Step - 1** Containing

and

+ Add a dimension or metric

Apply cancel

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Newsletter Subscriber (Goal 2 Completions) ↓
1. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	<b>92</b> (8.52%)
2. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	<b>84</b> (7.78%)
3. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	<b>76</b> (7.04%)
4. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	<b>28</b> (2.59%)
5. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	(not set)	<b>19</b> (1.76%)

# Conversions > Goals> Reverse Goal Path > Subscribers

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Acquisition Behavior Conversions

Goals

- Overview
- Goal URLs
- Reverse Goal Path**
- Funnel Visualization
- Goal Flow
- Ecommerce
- Multi-Channel Funnels
- Attribution

Include **Goal Previous Step - 1** Containing **/blog/**

and

+ Add a dimension

Apply cancel

**Set it so "Goal Previous Step - 1" contains the word "/blog"**

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Newsletter Subscriber (Goal 2 Completions)
1. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	<b>92</b> (8.52%)
2. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	<b>84</b> (7.78%)
3. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	<b>76</b> (7.04%)
4. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	<b>28</b> (2.59%)
5. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	(not set)	<b>19</b> (1.76%)



# Conversions > Goals > Reverse Goal Path > Subscribers

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		Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Newsletter Subscriber (Goal 2 Completions) ↓			
Acquisition		1. /blog-newsletter-thank-you-page	/blog/	(entrance)	(not set)	92	(8.52%)		
Behavior		2. /blog-newsletter-thank-you-page	/blog/	/	(entrance)	84	(7.78%)		
Conversions		3. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	(not set)	76	(7.04%)		
▼ Goals		4. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	(not set)	28	(2.59%)		
Overview		5. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	(not set)	19	(1.76%)		
Goal URLs		6. /blog-newsletter-thank-you-page	/blog/website-launch-checklist/	(entrance)	(not set)	19	(1.76%)		
Reverse Goal Path		7. /blog-newsletter-thank-you-page	/blog/content-hubs/	(entrance)	(not set)	16	(1.48%)		
Funnel Visualization		8. /blog-newsletter-thank-you-page	/blog/	/andy-crestodina	(entrance)	14	(1.30%)		
Goal Flow		9. /blog-newsletter-thank-you-page	/blog/marketing-diagrams/	(entrance)	(not set)	13	(1.20%)		
► Ecommerce		10. /blog-newsletter-thank-you-page	/blog/ideal-blog-post-length/	(entrance)	(not set)	12	(1.11%)		
► Multi-Channel Funnels		11. /blog-newsletter-thank-you-page	/blog/	/careers	/	10	(0.93%)		
► Attribution		12. /blog-newsletter-thank-you-page	/blog/	/content-chemistry	(entrance)	10	(0.93%)		

# Conversions > Goals > Reverse Goal Path > Subscribers

Google Analytics Reporting interface showing the Reverse Goal Path for Subscribers. The table lists the path from the goal completion location back to the source, highlighting the top-performing posts.

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Acquisition

Behavior

Conversions

Goals

Overview

Goal URLs

**Reverse Goal Path**

Funnel Visualization

Goal Flow

Ecommerce

Multi-Channel Funnels

Attribution

Goal Completion Location	Goal Prev	Step - 3	Goal 2
1. /blog-newsletter-thank-you-page			2 (8.52%)
2. /blog-newsletter-thank-you-page	/blog/	(entrance)	4 (7.78%)
3. /blog-newsletter-thank-you-page	/blog/how-to-market-an-event/	(entrance)	<b>76 (7.04%)</b>
4. /blog-newsletter-thank-you-page	/blog/improve-google-rankings/	(entrance)	28 (2.59%)
5. /blog-newsletter-thank-you-page	/blog/lead-generation-website-practices/	(entrance)	19 (1.76%)
6. /blog-newsletter-thank-you-page	/blog/website-launch-checklist/	(entrance)	19 (1.76%)
7. /blog-newsletter-thank-you-page	/blog/content-hubs/	(entrance)	16 (1.48%)
8. /blog-newsletter-thank-you-page	/blog/	/andy-crestodina	14 (1.30%)
9. /blog-newsletter-thank-you-page	/blog/marketing-diagrams/	(entrance)	13 (1.20%)
10. /blog-newsletter-thank-you-page	/blog/ideal-blog-post-length/	(entrance)	12 (1.11%)
11. /blog-newsletter-thank-you-page	/blog/	/careers	10 (0.93%)
12. /blog-newsletter-thank-you-page	/blog/	/content-chemistry	10 (0.93%)

This many people subscribed...  
...after reading these specific posts!

# Behavior > Site Content > All Pages

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Plot Rows Secondary dimension Sort Type: Default /blog/ advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		290,391 % of Total: 59.96% (484,290)	257,704 % of Total: 62.37% (413,184)	00:03:20 Avg for View: 00:01:53 (77.44%)	224,755 % of Total: 77.17% (291,233)	87.44% Avg for View: 79.95% (9.36%)	77.4 Avg fo (2
<input type="checkbox"/>	1. <a href="/blog/how-to-market-an-event/">/blog/how-to-market-an-event/</a>	41,602 (14.33%)					9
<input type="checkbox"/>	2. <a href="/blog/google-analytics-url-builder/">/blog/google-analytics-url-builder/</a>	14,272 (4.91%)					8
<input type="checkbox"/>	3. <a href="/blog/start-conversation-online/">/blog/start-conversation-online/</a>	11,306 (3.89%)	10,595 (4.11%)	00:06:51	10,562 (4.70%)	94.08%	9
<input type="checkbox"/>	4. <a href="/blog/website-competitive-analysis-tools/">/blog/website-competitive-analysis-tools/</a>	11,101 (3.82%)	8,472 (3.29%)	00:03:40	8,442 (3.76%)	81.83%	7
<input type="checkbox"/>	5. <a href="/blog/">/blog/</a>	9,992 (3.44%)	7,888 (3.06%)	00:01:01	2,666 (1.19%)	45.87%	2
<input type="checkbox"/>	6. <a href="/blog/improve-google-rankings/">/blog/improve-google-rankings/</a>	7,798 (2.69%)	7,222 (2.80%)	00:05:37	6,693 (2.98%)	88.79%	8
<input type="checkbox"/>	7. <a href="/blog/website-launch-checklist/">/blog/website-launch-checklist/</a>	7,267 (2.50%)	6,597 (2.56%)	00:04:46	5,933 (2.64%)	85.83%	8
<input type="checkbox"/>	8. <a href="/blog/inaccurate-google-analytics-traffic-sources/">/blog/inaccurate-google-analytics-traffic-sources/</a>	6,942 (2.39%)	6,579 (2.55%)	00:05:19	6,365 (2.83%)	93.28%	9
<input type="checkbox"/>	9. <a href="/blog/ideal-blog-post-length/">/blog/ideal-blog-post-length/</a>	6,550 (2.26%)	6,058 (2.35%)	00:04:11	5,588 (2.49%)	87.44%	8

**Back to the "All Pages" report to see pageviews**

# Pageviews Per Blog Post

1	Blog Post URL	Pageviews
2	<a href="#">/how-to-market-an-event/</a>	75303
3	<a href="#">/inaccurate-google-analytics-traffic-sources/</a>	37436
4	<a href="#">/website-competitive-analysis-tools/</a>	33128
5	<a href="#">/ideal-blog-post-length/</a>	30628
6	<a href="#">/google-analytics-url-builder/</a>	28157
7	<a href="#">/start-conversation-online/</a>	21912
8	<a href="#">/internal-linking/</a>	17664
9	<a href="#">/website-navigation/</a>	14420
10	<a href="#">/seo-best-practices/</a>	12325
11	<a href="#">/social-media-for-nonprofits/</a>	11669

# Subscribers Per Blog Post

1	Blog Post URL	Pageviews	Subscribers
2	/how-to-market-an-event/	75303	168
3	/inaccurate-google-analytics-traffic-sources/	37436	25
4	/website-competitive-analysis-tools/	33128	21
5	/ideal-blog-post-length/	30628	108
6	/google-analytics-url-builder/	28157	28
7	/start-conversation-online/	21912	1
8	/internal-linking/	17664	21
9	/website-navigation/	14420	17
10	/seo-best-practices/	12325	11
11	/social-media-for-nonprofits/	11669	9

# Conversion Rate Per Blog Post

1	Blog Post URL	Pageviews	Subscribers	Conversion Rate
2	/how-to-market-an-event/	75303	168	0.22%
3	/inaccurate-google-analytics-traffic-sources/	37436	25	0.07%
4	/website-competitive-analysis-tools/	33128	21	0.06%
5	/ideal-blog-post-length/	30628	108	0.35%
6	/google-analytics-url-builder/	28157	28	0.10%
7	/start-conversation-online/	21912	1	0.00%
8	/internal-linking/	17664	21	0.12%
9	/website-navigation/	14420	17	0.12%
10	/seo-best-practices/	12325	11	0.09%
11	/social-media-for-nonprofits/	11669	9	0.08%

# Conversion Rate Per Blog Post

1	Blog Post URL	Pageviews	Subscribers	Conversion Rate
2	/how-to-market-an-event/	75303	168	0.22%
3	/inaccurate-google-analytics-traffic-sources/	37436	25	0.07%
4	/website-competitive-analysis-tools/	33128	21	0.06%
5	/ideal-blog-post-length/	30628	108	0.35%
6	/google-analytics-url-builder/	28157	28	0.10%
7	/start-conversation-online/	21912	1	0.00%
8	/internal-linking/	17664	21	0.12%
9	/website-navigation/	14420	17	0.12%
10	/seo-best-practices/	12325	11	0.09%
11	/social-media-for-nonprofits/	11669	9	0.08%

1	Blog Post URL	Pageviews	Subscribers	Conversion Rate
2	<a href="#">/email-signup-forms/</a>	4089	31	0.76%
3	<a href="#">/marketing-diagrams/</a>	4103	30	0.73%
4	<a href="#">/content-strategy-explained/</a>	3722	20	0.54%
5	<a href="#">/lead-generation-website-practices/</a>	11167	51	0.46%
6	<a href="#">/content-hubs/</a>	9773	43	0.44%
7	<a href="#">/blogger-analysis/</a>	11525	50	0.43%
8	<a href="#">/increase-targeted-website-traffic/</a>	3478	15	0.43%
9	<a href="#">/writing-headlines/</a>	5264	22	0.42%
10	<a href="#">/web-design-tips/</a>	4540	18	0.40%
11	<a href="#">/neuromarketing-web-design/</a>	6167	24	0.39%
12	<a href="#">/improve-google-rankings/</a>	7798	28	0.36%
13	<a href="#">/ideal-blog-post-length/</a>	30628	108	0.35%
14	<a href="#">/how-does-social-media-affect-seo/</a>	6415	17	0.27%
15	<a href="#">/thank-you-pages-examples/</a>	9095	24	0.26%
16	<a href="#">/increase-website-traffic/</a>	9103	24	0.26%
17	<a href="#">/website-launch-checklist/</a>	7267	19	0.26%
18	<a href="#">/7-reasons-to-wireframe/</a>	9696	25	0.26%
19	<a href="#">/how-to-setup-google-analytics/</a>	9716	25	0.26%
20	<a href="#">/how-to-market-an-event/</a>	75303	168	0.22%
21	<a href="#">/internal-linking/</a>	17664	21	0.12%

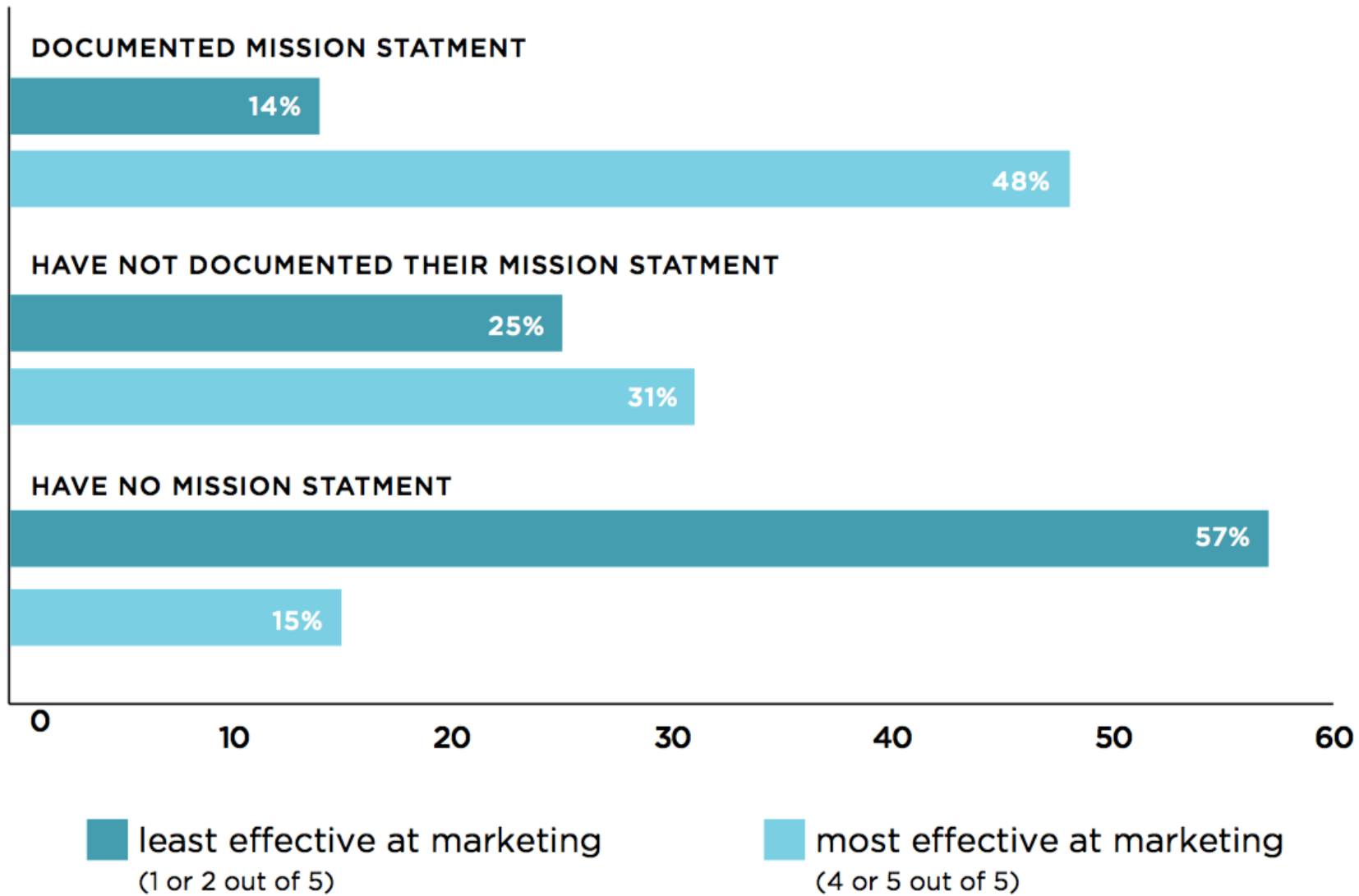


# Your best mousetraps

1. Find the top converting posts
2. Drive traffic to these posts, through social, email, internal linking, ads, etc.
3. Publish more content on these topics.

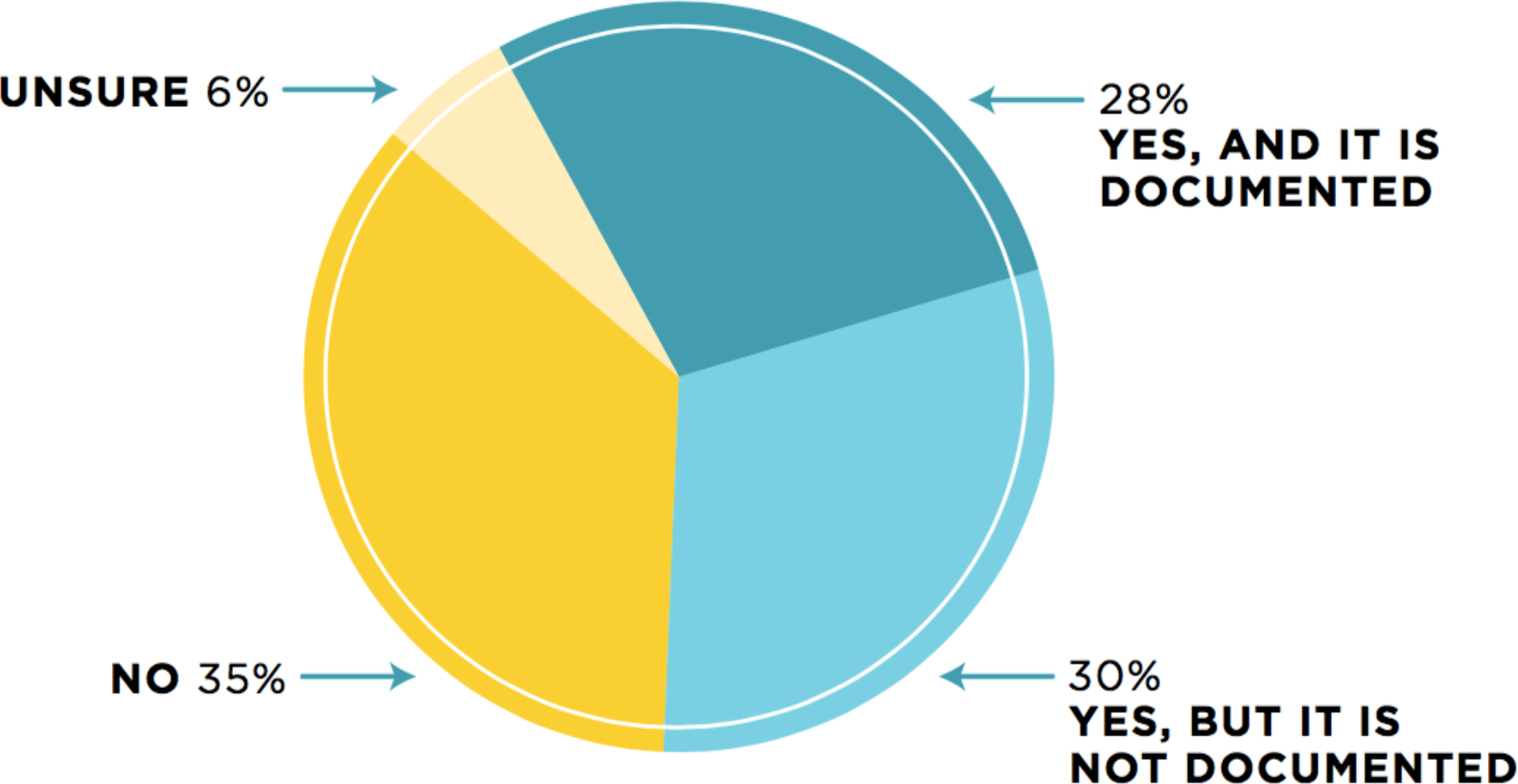
*Connect your traffic champions to  
your conversion champions!*

Our content is where  
**[audience x]** gets  
**[information y]** that offers  
**[benefit z]**.



Source: Content Marketing Institute

# *“Do you have an editorial mission statement?”*



Source: Content Marketing Institute

Marketers who document their  
mission statement are  
3x more likely succeed

# — THANK YOU!

Andy Crestodina  
@crestodina

