



Checklist 9: How to Track and Monitor SEO Results

Project
Name: _____

Date: _____

Yes No

After you've set up your website for search engine ranking success; you need to be able to tell whether you are achieving the results or not. This is important so that you can keep doing what's working and adjust what isn't. Here is a checklist that you can help with the process:

First Things First: How to watch your organic traffic

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Go to Google Analytics. Create and sign in into your account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use the tracking code sent to you after setting up your account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Go to the left-hand menu choose Acquisition> Campaigns> Organic keywords. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The data will show by default, the number of sessions per keyword. Get more useful information by clicking on the Landing page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | To view changes in your traffic, click on Compare to and specify if you want to compare with a previous period or custom period. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | For exact keyword referral data, visit Google Search Console. Create an account. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 7 Log in, go to Search Traffic> Search Analytics from the left-hand menu.

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Second Things Second: How to check your search engine rankings

- 1 View your true organic ranking on Google across all the data centres.

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- 2 Create a Webmasters tool account. Log into it; go to the dashboard.
Click on the “more” link under top search queries.

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- 3 A list of your top keywords will appear. Click on the keyword you want to view the ranking for.

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- 4 Modify the results by changing the date range and country to your desired choices.

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- 5 Compare this data to the Google Analytics for the number of click-throughs.

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- 6 The SEOToolSet can also be used.

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Third Things Third: How to track conversions on your website

Notes



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- 1 Use Google Analytics to set up conversion-goals that can be measured. ☐ ☐
- 2 Choose “admin” from the top navigation, click “goals” on the right-hand column. Choose what should signal a conversion transaction. ☐ ☐
- 3 Set up goals at every step along your conversion path to find out where exactly you’re losing people on the funnel of your sales. ☐ ☐
- 4 With Google Analytics, you can assign monetary values to the conversion goals. This will track the revenue per transaction, per page. ☐ ☐

Notes