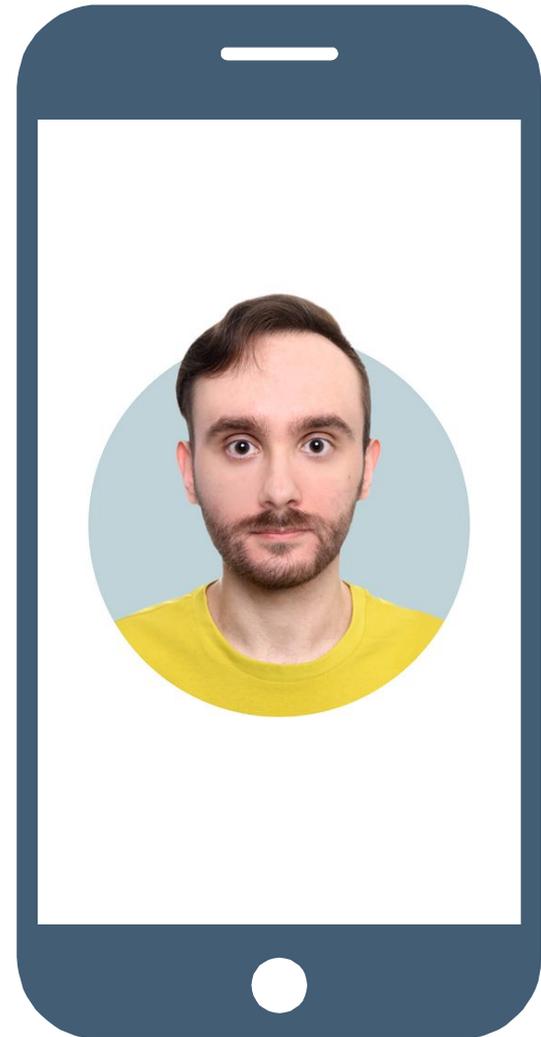




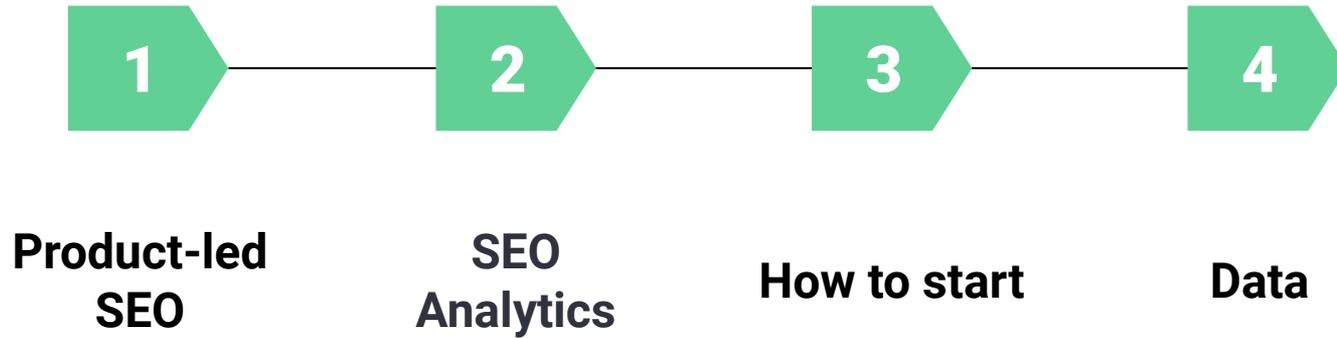
Product-led SEO: The Importance Of SEO Analytics

Vladislav Morgun

- ❑ 14+ years of experience
- ❑ 300+ students
- ❑ real estate, travel, news, music, job, gambling, e-commerce, etc. (large-scale websites)
- ❑ 30+ countries/languages
- ❑ SEO consultant
- ❑ SEO strategist



Plan of the Webinar



What is Product-led SEO?

A strategy that bridges the gap between product development and SEO to organically drive traffic and grow an audience.

SEO -> a fundamental component of the product experience.

Key points

1. Product Value Proposition
2. User Experience
3. Content Creation
4. Iterative Improvements
5. Collaboration
6. Keyword and Market Research
7. Long-Term Strategy

SEO Analytics

Collecting and analyzing raw data -> SEO focus.

Prioritize tasks, get approval for SEO work, more informed decisions about improving SEO.

SEO specialist

Find growth points and evaluate them



Realize all opportunities, taking into account the specifics of business and development
(with product team)

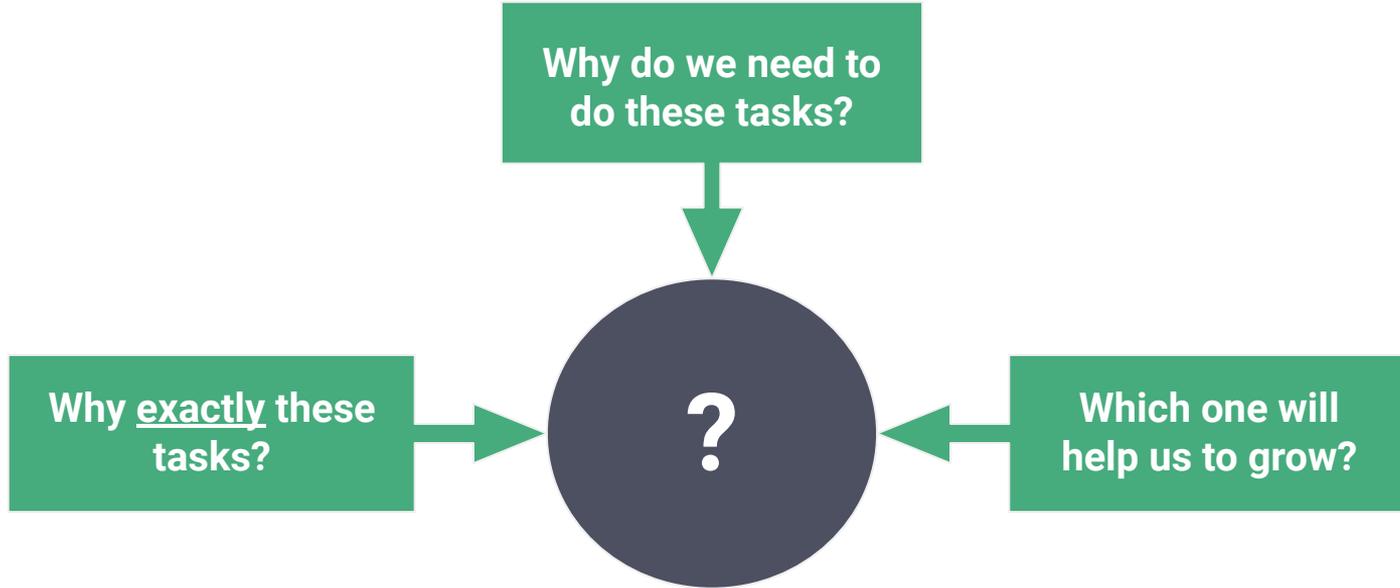


SEO Analytics

~~I believe~~ -> Based on the data...



Main questions



Documentation first approach



Test library



Minimal:
spreadsheets
or
Confluence

Google Search Console

export

Google Search Console

Inspect any URL in "tsn.ua"

Settings > Bulk data export

Bulk data export
Automatically export performance data to BigQuery. [Learn more](#)

- 1 Prepare your Cloud project
 - [Review instructions](#)
- 2 Set export destination
 - Cloud project ID
 - Dataset name
 - Dataset location

- searchconsole
 - ExportLog
 - searchdata_site_impression
 - searchdata_url_impression**

Google Search Console export

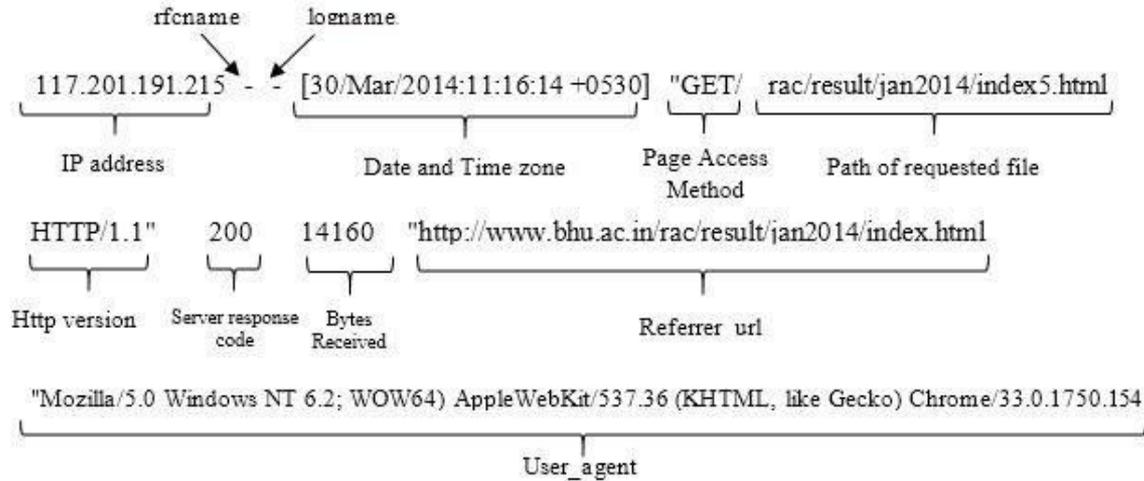
SCHEMA DETAILS PREVIEW LINEAGE **PREVIEW**

<input type="checkbox"/>	Field name	Type	Mode
<input type="checkbox"/>	data_date	DATE	NULLABLE
<input type="checkbox"/>	site_url	STRING	NULLABLE
<input type="checkbox"/>	url	STRING	NULLABLE
<input type="checkbox"/>	query	STRING	NULLABLE
<input type="checkbox"/>	is_anonymized_query	BOOLEAN	NULLABLE
<input type="checkbox"/>	is_anonymized_discover	BOOLEAN	NULLABLE
<input type="checkbox"/>	country	STRING	NULLABLE
<input type="checkbox"/>	search_type	STRING	NULLABLE
<input type="checkbox"/>	device	STRING	NULLABLE
<input type="checkbox"/>	is_amp_top_stories	BOOLEAN	NULLABLE



Google Search Console export

GSC export	Ahrefs Data
5,168,778	2,919,725



kibana

Crawl data



```
frogtest
frogtest@frogsubuntu screamingfrogseospider --help
usage: ScreamingFrogSEOSpider <options>

--crawl <url>
           Start crawling the supplied URL

--crawl-list <list file>
           Start crawling the specified URLs in list mode

--config <config>
           Supply a config file for the spider to use

--use-majestic
           Use Majestic API during crawl

--use-mozscape
           Use Mozscape API during crawl

--use-ahrefs
           Use Ahrefs API during crawl

--use-google-analytics <google account> <account> <property> <view> <segment>
           Use Google Analytics API during crawl

--use-google-search-console <google account> <website>
           Use Google Search Console API during crawl

--headless
           Run in silent mode without a user interface

--output-folder <output>
           Where to store saved files. Default: current working directory

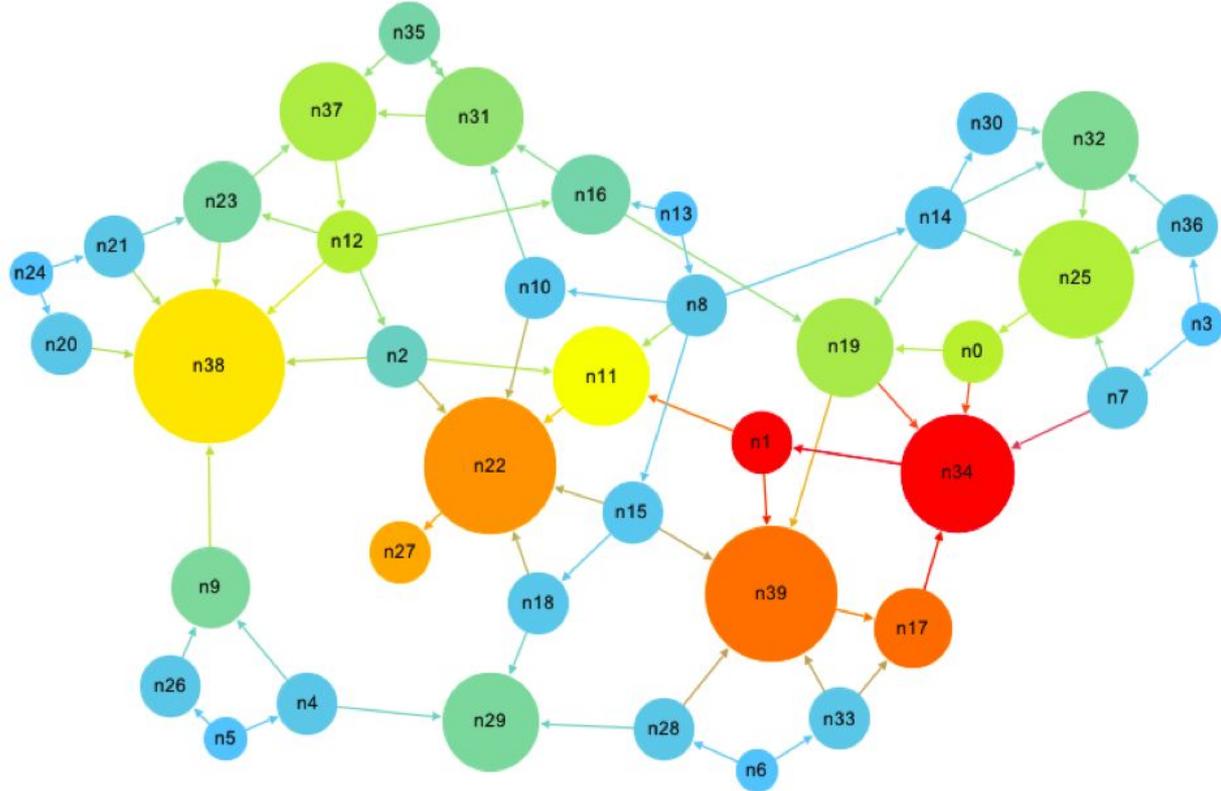
--export-format <csv|xls|xlsx>
           Supply a format to be used for all exports

--overwrite
           Overwrite files in output directory

--timestamped-output
           Create a timestamped folder in the output directory, and store
           all output there
```

Internal linking graph

A graph is an abstract mathematical object, which is a set of graph vertices and a set of edges (connections between pairs of vertices).



Additional data

Search Query

Location

flat for rent london

United Kingdom

SEARCH

Google flat for rent london

About 84,200,000 results (0.68 seconds)

<https://www.rightmove.co.uk/property-to-rent/> | London...
Properties To Rent in London | Rightmove
 Flats & Houses To Rent in London - Find properties with Rightmove - the UK's largest selection of properties.

<https://www.zoopla.co.uk/to-rent/>
Flats and apartments to rent in London - Zoopla
 Find flats to rent in London with Zoopla - the UK's leading online property market resource. Discover the latest apartments to rent from the top letting agents.
 Studio flats to rent in London - Central London - 3 Bedroom flats to rent - Beckenham

<https://www.onthemarket.com/to-rent/flats-apartments/>
Flats To Rent in London - OnTheMarket
 Find the latest flats / apartments to rent in London with the UK's most user-friendly property portal. Search properties to let from leading estate agents.

<https://www.rentonlondonflat.com/>
Apartments & Flats To Rent in London | Rent London Flat
 Latest Flats to Rent in London - Canary Wharf - 1 Bed Flat - 500.00 - Kingston upon Thames - 1 Bed Flat - 500.00 - Ganning Town - 1 Bed Flat - 381.00 - Bromley-by-Bow ...

<https://www.openrent.co.uk/properties-to-rent/london/>
Properties to Rent in London from Private Landlords | OpenRent
 Find Properties to Rent in London, secure from Private Landlords with no admin fees!
 OpenRent is the best way to find your next home, flat, or room to rent ...

People also ask

- How do I get cheap rent in London?
- How much is the average rent in London?
- Can you rent a place for a month in London?
- Is it worth it getting a flat in London?

```
{
  "keyword": "flat for rent london",
  "type": "organic",
  "se_domain": "google.co.uk",
  "location_code": "2826",
  "language_code": "en",
  "check_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
  "datetime": "2023-03-07 15:25:46 +00:00",
  "spell": null,
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    "people_also_ask",
    "people_also_search",
    "related_searches"
  ],
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      "rank_absolute": 1,
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      "url": "https://www.rightmove.co.uk/property-to-rent/london.html&cd=1&hl=en",
      "cache_url": "https://www.google.co.uk/cache/https://www.rightmove.co.uk/property-to-rent/london.html&cd=1&hl=en",
      "related_search_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
      "description": "Find properties to rent in London with Rightmove - the UK's largest selection of properties.",
      "pre_snippet": "Properties To Rent in London | Rightmove",
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      "cache_url": "https://www.google.co.uk/cache/https://www.zoopla.co.uk/to-rent/",
      "related_search_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
      "description": "Find flats to rent in London with Zoopla - the UK's leading online property market resource. Discover the latest apartments to rent from the top letting agents.",
      "pre_snippet": "Flats and apartments to rent in London - Zoopla",
      "pre_snippet": "Find flats to rent in London with Zoopla - the UK's leading online property market resource. Discover the latest apartments to rent from the top letting agents."
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      "title": "Flats To Rent in London - OnTheMarket",
      "url": "https://www.onthemarket.com/to-rent/flats-apartments/",
      "cache_url": "https://www.google.co.uk/cache/https://www.onthemarket.com/to-rent/flats-apartments/",
      "related_search_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
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      "pre_snippet": "Flats To Rent in London - OnTheMarket",
      "pre_snippet": "Find the latest flats / apartments to rent in London with the UK's most user-friendly property portal. Search properties to let from leading estate agents."
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      "title": "Apartments & Flats To Rent in London | Rent London Flat",
      "url": "https://www.rentonlondonflat.com/",
      "cache_url": "https://www.google.co.uk/cache/https://www.rentonlondonflat.com/",
      "related_search_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
      "description": "Latest Flats to Rent in London - Canary Wharf - 1 Bed Flat - 500.00 - Kingston upon Thames - 1 Bed Flat - 500.00 - Ganning Town - 1 Bed Flat - 381.00 - Bromley-by-Bow ...",
      "pre_snippet": "Apartments & Flats To Rent in London | Rent London Flat",
      "pre_snippet": "Latest Flats to Rent in London - Canary Wharf - 1 Bed Flat - 500.00 - Kingston upon Thames - 1 Bed Flat - 500.00 - Ganning Town - 1 Bed Flat - 381.00 - Bromley-by-Bow ..."
    },
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      "domain": "www.openrent.co.uk",
      "title": "Properties to Rent in London from Private Landlords | OpenRent",
      "url": "https://www.openrent.co.uk/properties-to-rent/london/",
      "cache_url": "https://www.google.co.uk/cache/https://www.openrent.co.uk/properties-to-rent/london/",
      "related_search_url": "https://www.google.co.uk/search?q=flat%20for%20rent%20london&num=10&hl=en&gl=GB&gws_rd=cr&ie=UTF-8&oe=UTF-8&uile=+CAIQIFISCamRx0IR01oCEXoLJD0aPJE",
      "description": "Find Properties to Rent in London, secure from Private Landlords with no admin fees! OpenRent is the best way to find your next home, flat, or room to rent ...",
      "pre_snippet": "Properties to Rent in London from Private Landlords | OpenRent",
      "pre_snippet": "Find Properties to Rent in London, secure from Private Landlords with no admin fees! OpenRent is the best way to find your next home, flat, or room to rent ..."
    }
  ]
}
```

How To Cook Buckwheat Groats (The Very Basic Way) - Give ...

Title | title

https://www.giverecipe.com > Gluten Free

Breadcrumbs | breadcrumb

May 16, 2021 — Rinse buckwheat groats in a strainer under water until clear and drain. Put water, salt and oil in a pot and bring it to a boil. Add in ...

Description | description

May 16, 2021

Pre-snippet | pre_snippet

Rating: 5 · 2 reviews · 15 min · 172 cal

Extended snippet | extended_snippet



Image | images (type, alt, url, image_url)

Element in SERP API

```
{
  "type": "organic",
  "rank_group": 5,
  "rank_absolute": 11,
  "position": "left",
  "xpath": "/html[1]/body[1]/div[7]/div[1]/div[1]/div[1]/div[2]/div[1]/div[1]",
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  "title": "How To Cook Buckwheat Groats (The Very Basic Way) - Give ...",
  "url": "https://www.giverecipe.com/how-to-cook-buckwheat-groats/",
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  "related_search_url": null,
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  "is_web_story": false,
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  "images": [
    {
      "type": "image",
      "url": "https://www.giverecipe.com/wp-content/uploads/2021/05/buckwheat-groats.jpg",
      "alt": "A bowl of buckwheat groats with a wooden spoon."
    }
  ]
}
```

Data warehouse



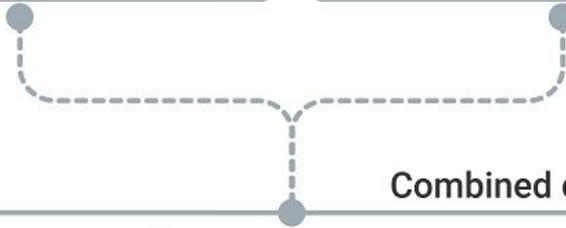
Data warehouse

Dataset 1

Date	Metric 1
█	█
█	█
█	█

Dataset 2

Date	Metric 2
█	█
█	█
█	█



Combined dataset

Date	Metric 1	Metric 2
█	█	█
█	█	█
█	█	█

Data warehouse



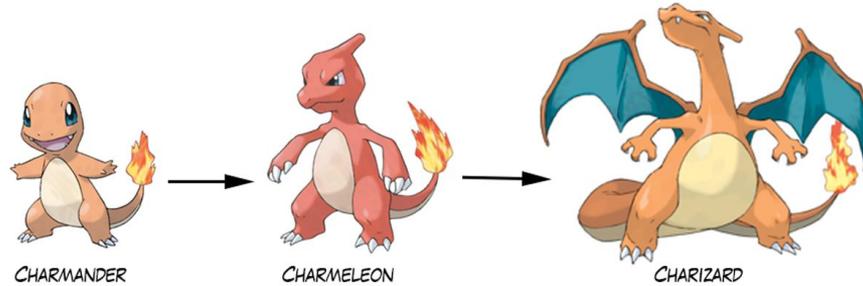
Return on Investment

$$\text{ROI} = \left(\frac{\text{(Return - Investment)}}{\text{Investment}} \right) \times 100$$

Return on Investment (%)

- Do we upload revenue data to our analytics system?
- Are we track data by the page types? (content groups)

Return on Investment



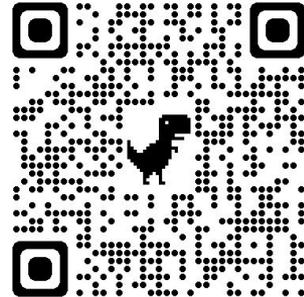
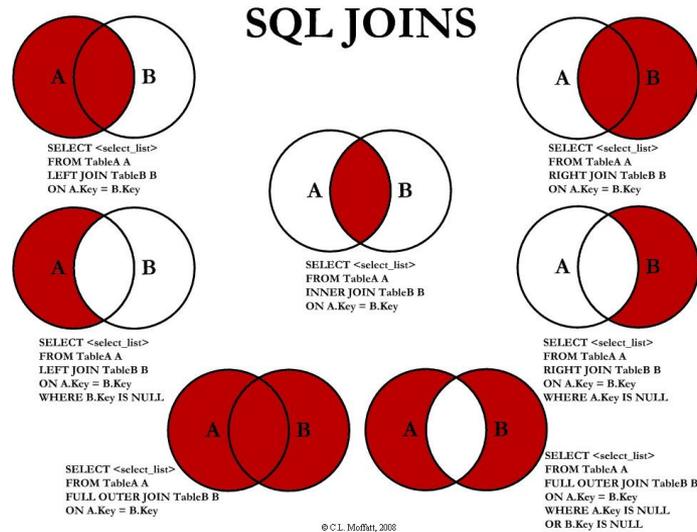
SEO -> CRO (Conversion rate optimization)

Skills

- SQL
- Terminal
- Python (?), Colab Google (Jupyter notebooks) or Replit
- JavaScript
- Looker studio, etc.

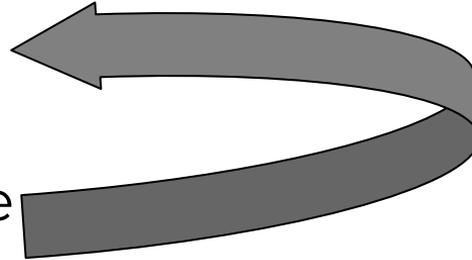
Skills

<https://www.w3schools.com/sql/>



Skills

1. SoloLearn, etc.
2. Idea
3. ChatGPT
4. New experience



Baby steps tests



Hypothesis template

- Research and context
 - The main goal and what we want to change
- Pre-research results (maybe an idea from a competitor? A blog? A conference?)
- Hypothesis
 - General description
 - Examples, mockups, files
 - Action plan
 - Results
- Responsible person

Hypothesis template

*Based on (user survey data and competitive analysis), we
assume...*

*The change (change in the design of the XXX block) will improve
(behavioral metrics) and thus improve SEO performance.*

Thank you!



**Vladislav
Morgun**



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