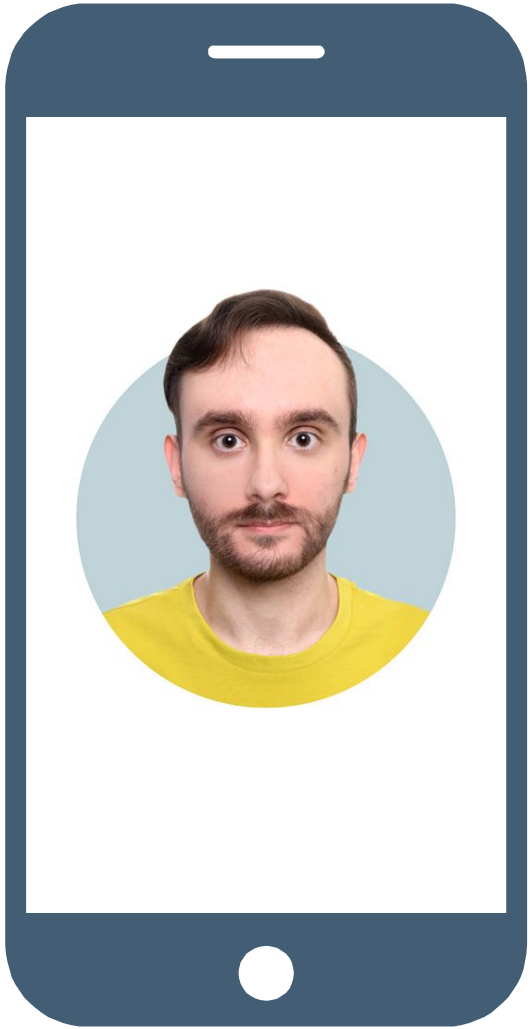
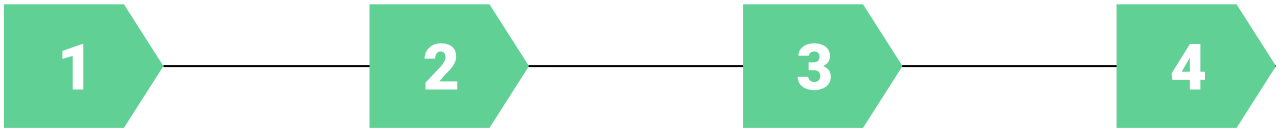
Product-led SEO: The Importance Of SEO Analytics

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



1. Product-led SEO
2. SEO Analytics
3. How to start
4. Data

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.

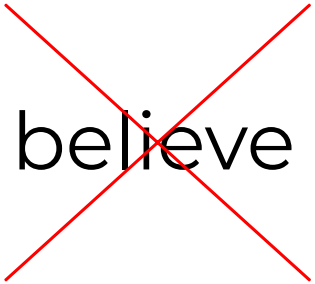
Prioritize tasks, get approval for SEO work, more informed decisions about improving SEO.

SEO specialist

Find growth points and evaluate them

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

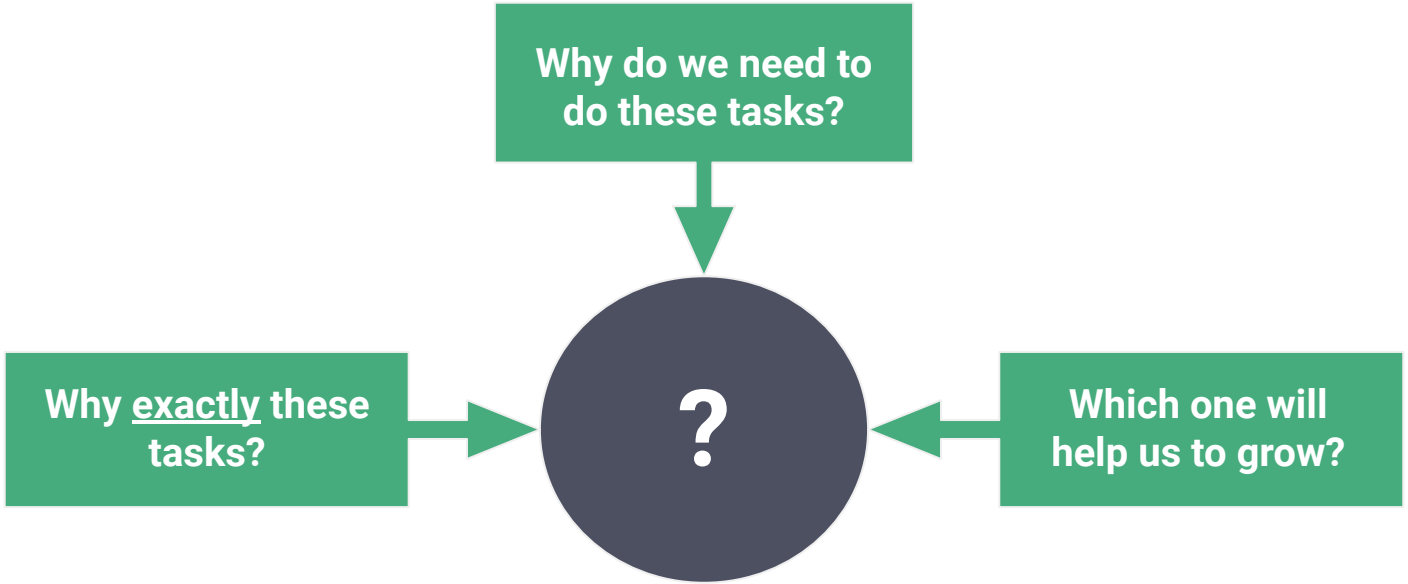
SEO Analytics



I believe -> Based on the data...

SEOs
Any question ever
"It depends"

Main questions

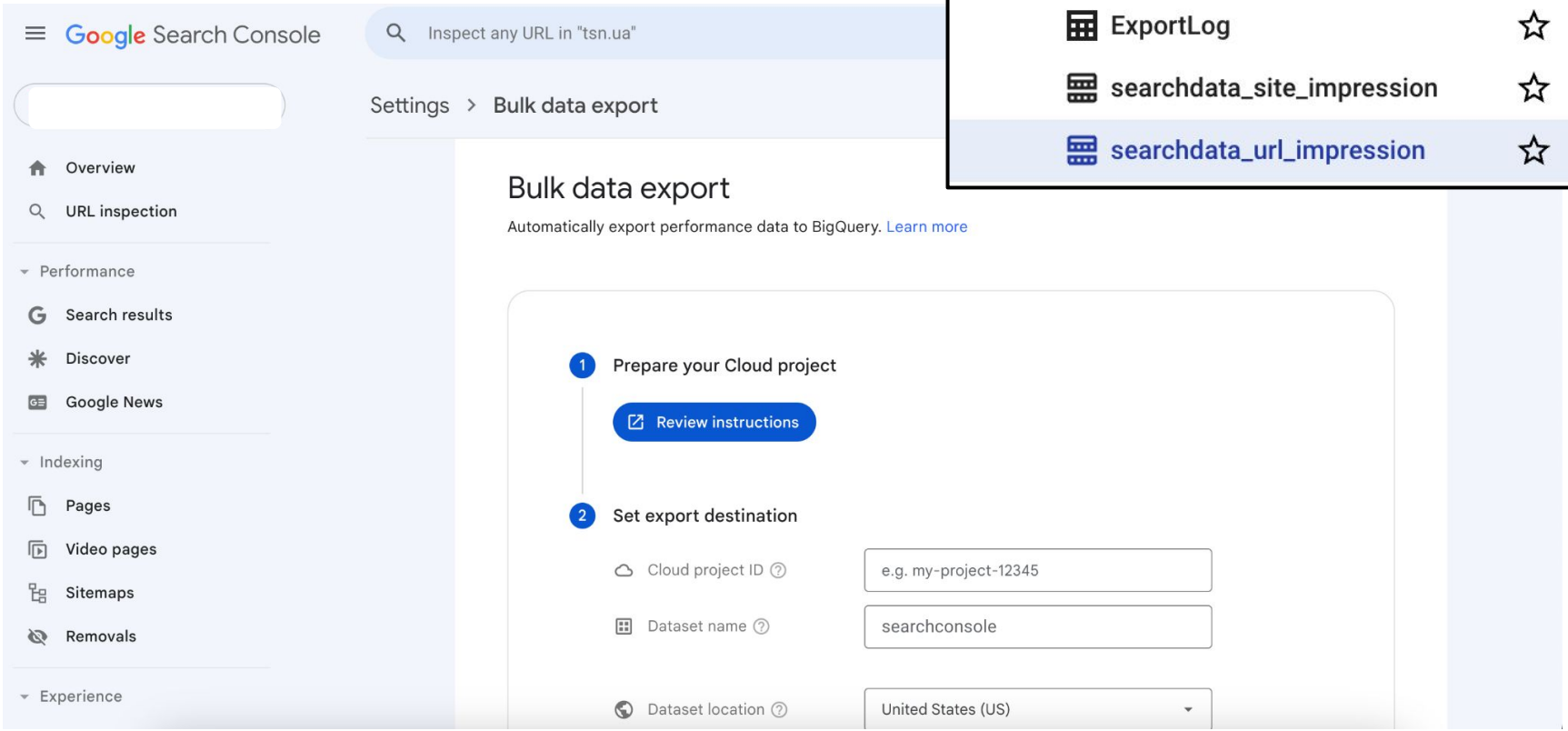


Documentation first approach

Test library

Minimal:
spreadsheets
or
Confluence

Google Search Console export



Google Search Console export

SCHEMA | DETAILS | PREVIEW | LINEAGE PREVIEW

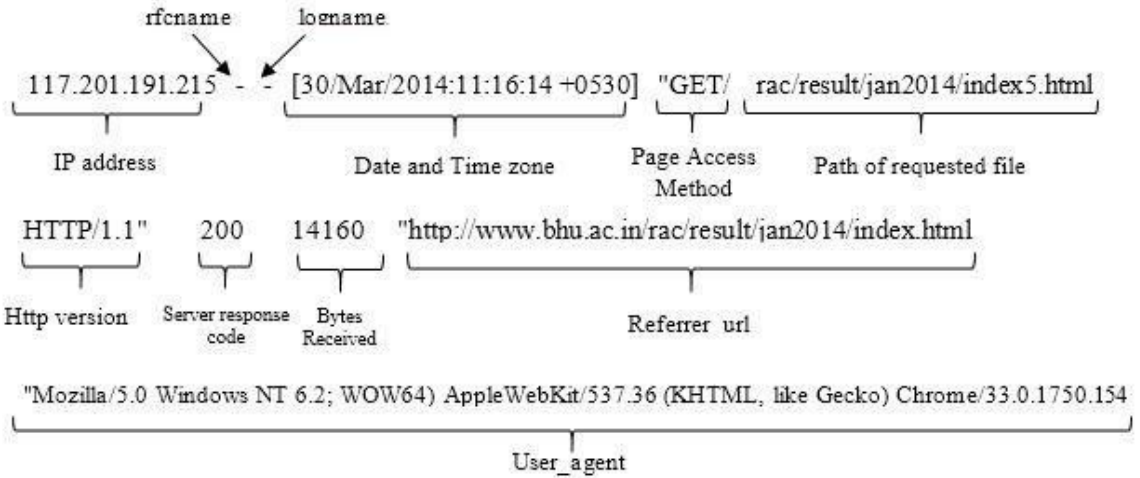
Field name	Type	Mode
data_date	DATE	NULLABLE
site_url	STRING	NULLABLE
url	STRING	NULLABLE
query	STRING	NULLABLE
is_anonymized_query	BOOLEAN	NULLABLE
is_anonymized_discover	BOOLEAN	NULLABLE
country	STRING	NULLABLE
search_type	STRING	NULLABLE
device	STRING	NULLABLE
is_amp_top_stories	BOOLEAN	NULLABLE

Google Search Console export

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

Logs

Google BigQuery



kibana

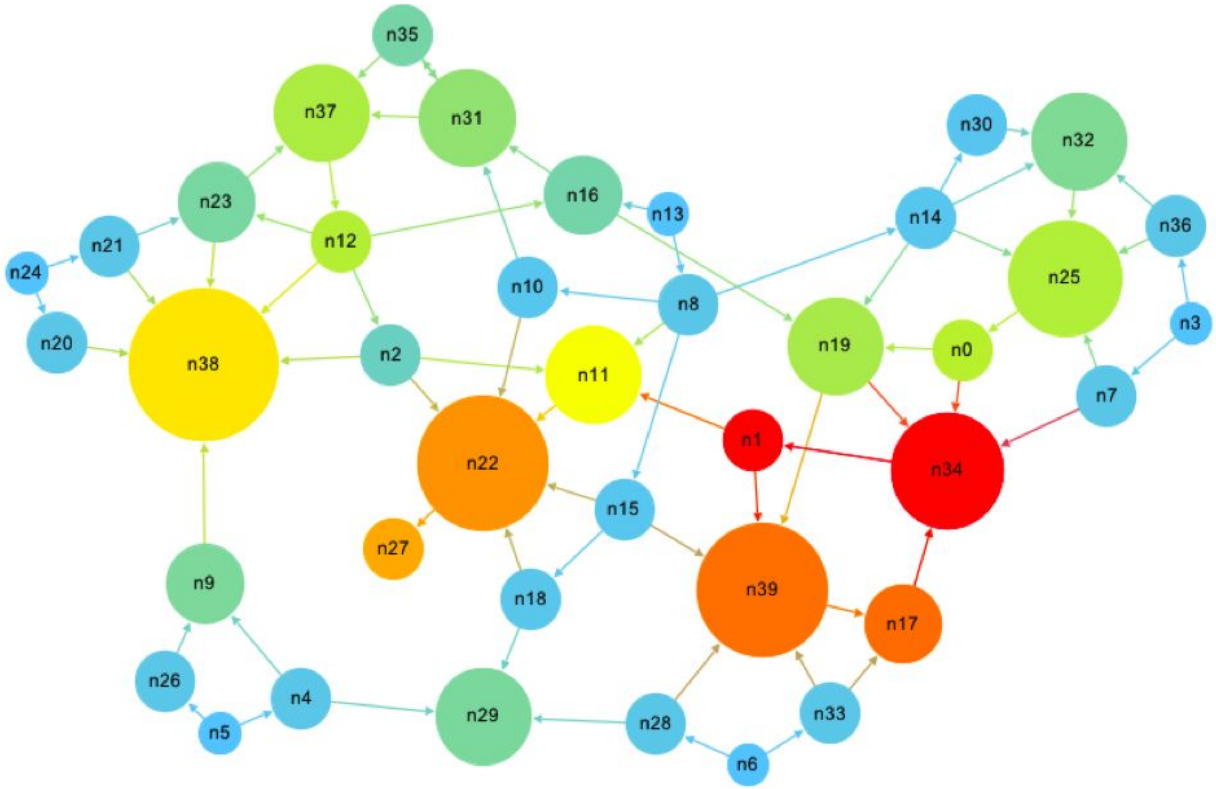
Crawl data

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

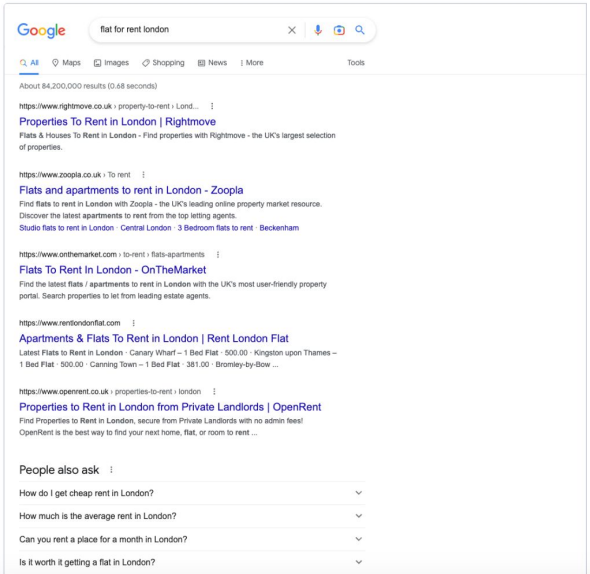
Search Query

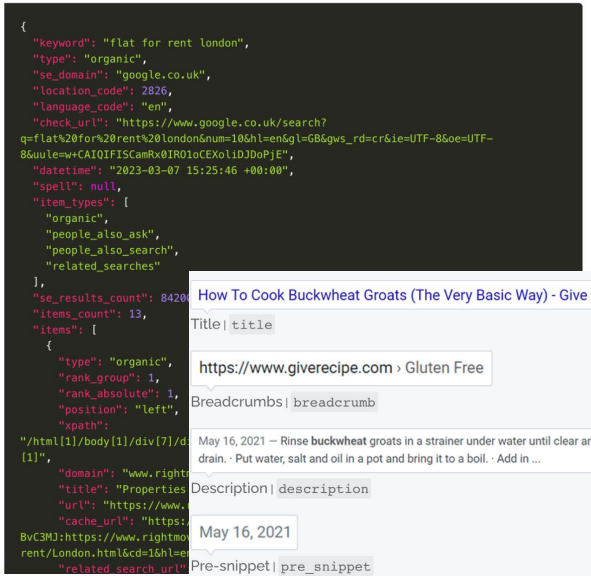
flat for rent london

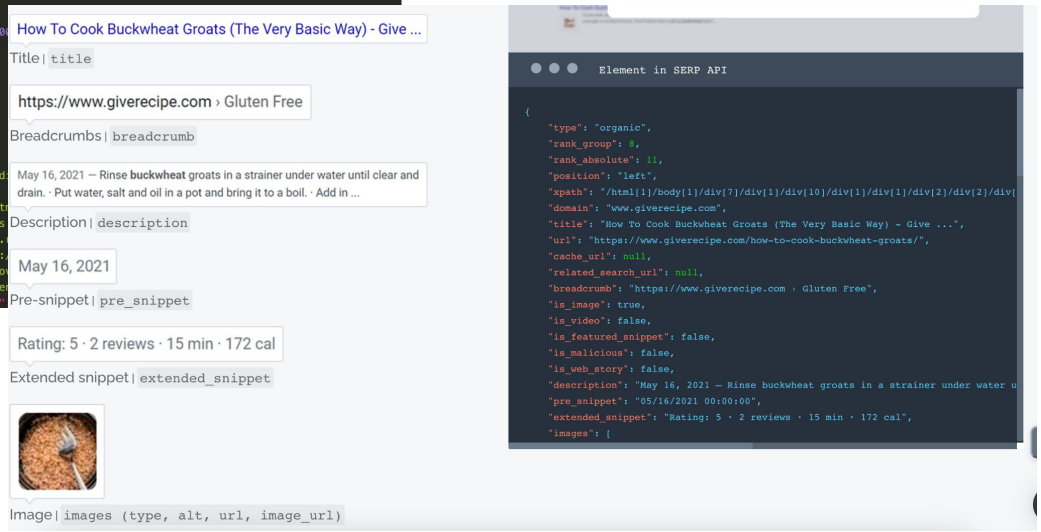
Location

United Kingdom

SEARCH







Data warehouse

Data warehouse

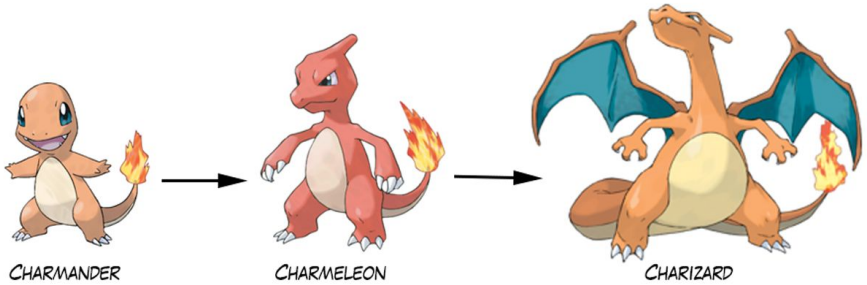
Data warehouse

Return on Investment

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

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

Return on Investment



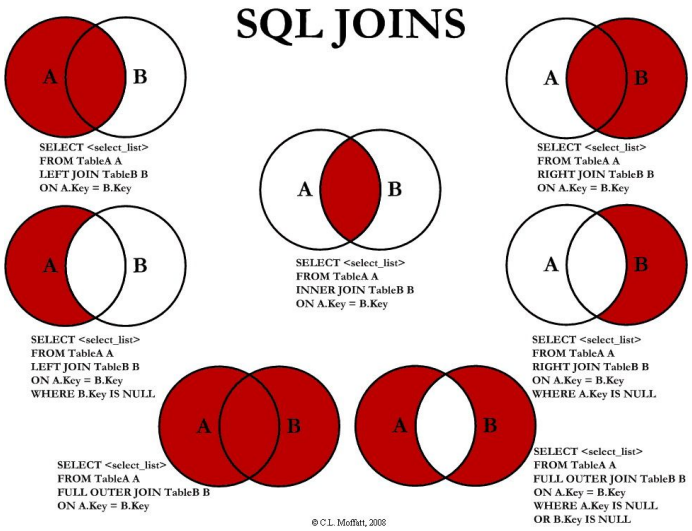
SEO -> CRO (Conversion rate optimization)

Skills

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

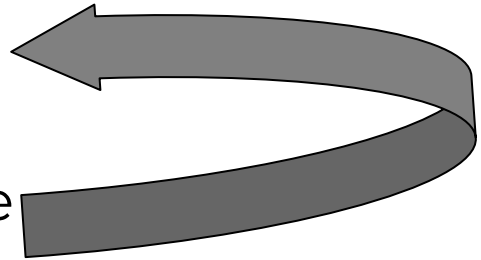
Skills

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

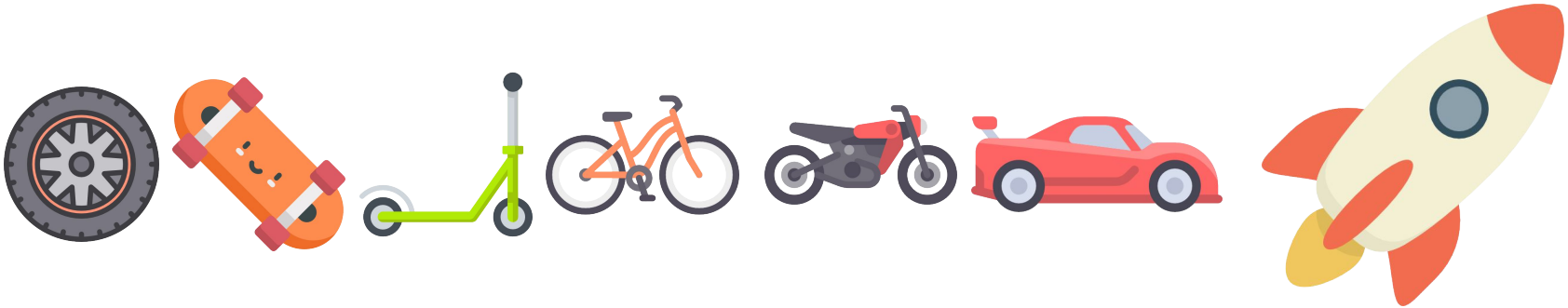


Skills

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 🤘

facebook.com/vladislav.morgun.3

t.me/m0r9un

vladislavmorgun@gmail.com