

Search Engine Optimization (SEO)

Predicting and Tracking ROI for e-commerce SEO

What is Search Engine Optimization?

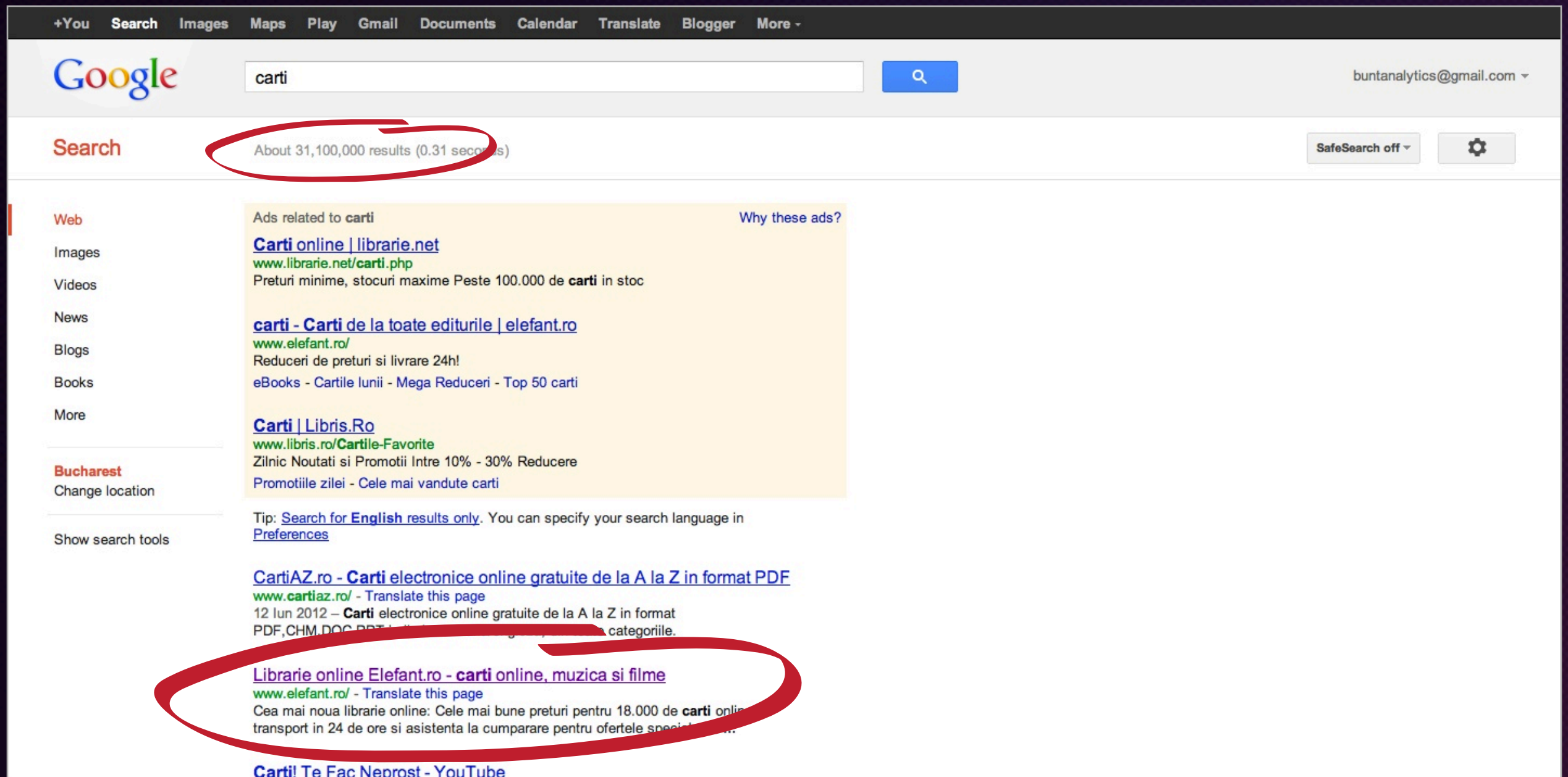


The process through which a website can be optimized to rank higher for specific targeted keywords.

It has 3 MAJOR factors

onPage Optimization

Elefant.ro has **relevant content** for “carti” search, but other **31 million pages** are relevant too!



The screenshot shows a Google search for the word "carti". The search bar at the top contains "carti" and the search button is blue. Below the search bar, the text "About 31,100,000 results (0.31 seconds)" is circled in red. On the left side, there is a sidebar with links to "Web", "Images", "Videos", "News", "Blogs", "Books", and "More". Below this, there is a section for "Bucharest" with a link to "Change location" and a link to "Show search tools". The main content area displays "Ads related to carti" with three advertisements. The first ad is for "Carti online | librarie.net" with the URL "www.librarie.net/carti.php" and the text "Preturi minime, stocuri maxime Peste 100.000 de carti in stoc". The second ad is for "carti - Carti de la toate editurile | elefant.ro" with the URL "www.elefant.ro/" and the text "Reduceri de preturi si livrare 24h! eBooks - Cartile lunii - Mega Reduceri - Top 50 carti". The third ad is for "Carti | Libris.Ro" with the URL "www.libris.ro/Cartile-Favorite" and the text "Zilnic Noutati si Promotii Intre 10% - 30% Reducere Promotiile zilei - Cele mai vandute carti". Below the ads, there is a tip: "Tip: Search for English results only. You can specify your search language in Preferences". The search results section shows three results. The first result is "CartiAZ.ro - Carti electronice online gratuite de la A la Z in format PDF" with the URL "www.cartiaz.ro/" and the text "12 Iun 2012 - Carti electronice online gratuite de la A la Z in format PDF, CHM, DOC, PPT, etc. in toate categoriile." The second result is "Librarie online Elefant.ro - carti online, muzica si filme" with the URL "www.elefant.ro/" and the text "Cea mai noua librarie online: Cele mai bune preturi pentru 18.000 de carti online transport in 24 de ore si asistenta la cumparare pentru ofertele speciale." The third result is "Carti! Te Fac Neprost - YouTube". The result for "Librarie online Elefant.ro" is circled in red.

+You Search Images Maps Play Gmail Documents Calendar Translate Blogger More

Google

carti

buntanalytics@gmail.com

Search

About 31,100,000 results (0.31 seconds)

SafeSearch off

Web

Images

Videos

News

Blogs

Books

More

Bucharest

Change location

Show search tools

Ads related to carti

Why these ads?

Carti online | librarie.net
www.librarie.net/carti.php
Preturi minime, stocuri maxime Peste 100.000 de carti in stoc

carti - Carti de la toate editurile | elefant.ro
www.elefant.ro/
Reduceri de preturi si livrare 24h!
eBooks - Cartile lunii - Mega Reduceri - Top 50 carti

Carti | Libris.Ro
www.libris.ro/Cartile-Favorite
Zilnic Noutati si Promotii Intre 10% - 30% Reducere
Promotiile zilei - Cele mai vandute carti

Tip: Search for English results only. You can specify your search language in Preferences

CartiAZ.ro - Carti electronice online gratuite de la A la Z in format PDF
www.cartiaz.ro/ - Translate this page
12 Iun 2012 - Carti electronice online gratuite de la A la Z in format PDF, CHM, DOC, PPT, etc. in toate categoriile.

Librarie online Elefant.ro - carti online, muzica si filme
www.elefant.ro/ - Translate this page
Cea mai noua librarie online: Cele mai bune preturi pentru 18.000 de carti online transport in 24 de ore si asistenta la cumparare pentru ofertele speciale.

Carti! Te Fac Neprost - YouTube

offPage Optimization

- Other websites recommend my website for specific keywords
- My website becomes anchored in the industry (semantic group)
- My entire content is now more relevant, because I am more popular and authoritative in the industry



Branding

FACTORS THAT DETERMINE BRAND POPULARITY



BRAND SEARCH + KEYWORD

amazon books

SEARCH

BRAND KEYWORD

PEOPLE TELL GOOGLE THAT AMAZON IS RELATED TO BOOKS. THIS IS MORE POWERFUL THAN LINK BUILDING & SEO ONPAGE.

Infographic
<http://bit.ly/QVkse9>

What do we measure in SEO?

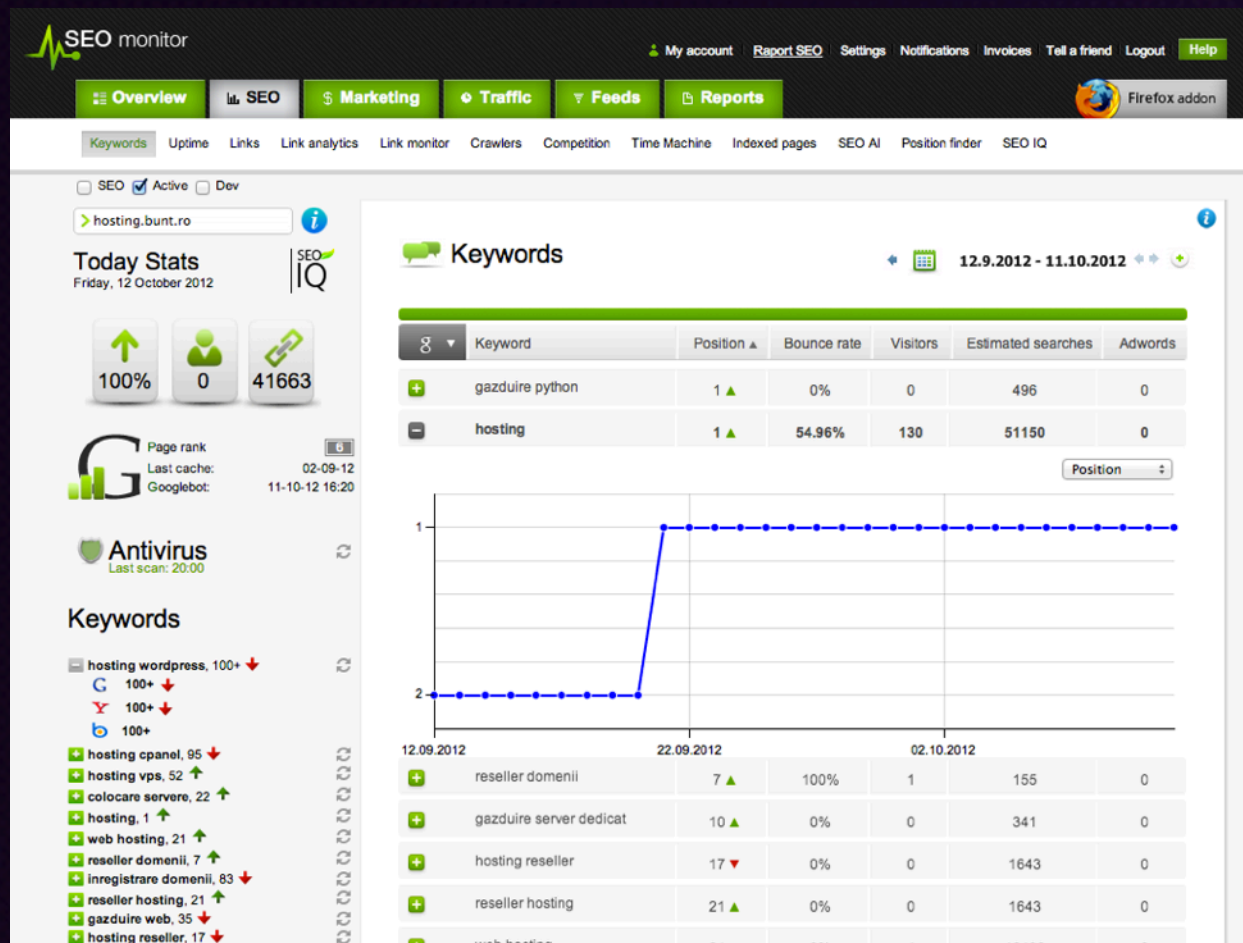


- **Ranks** -> what are the ranks & trends of my best keywords?
- **Number of Keywords** -> on how many keywords is my website visible?
- **Organic Traffic (non brand)** -> how many visitors do I get?
- **Conversions (transactions)** -> how much money do I make?

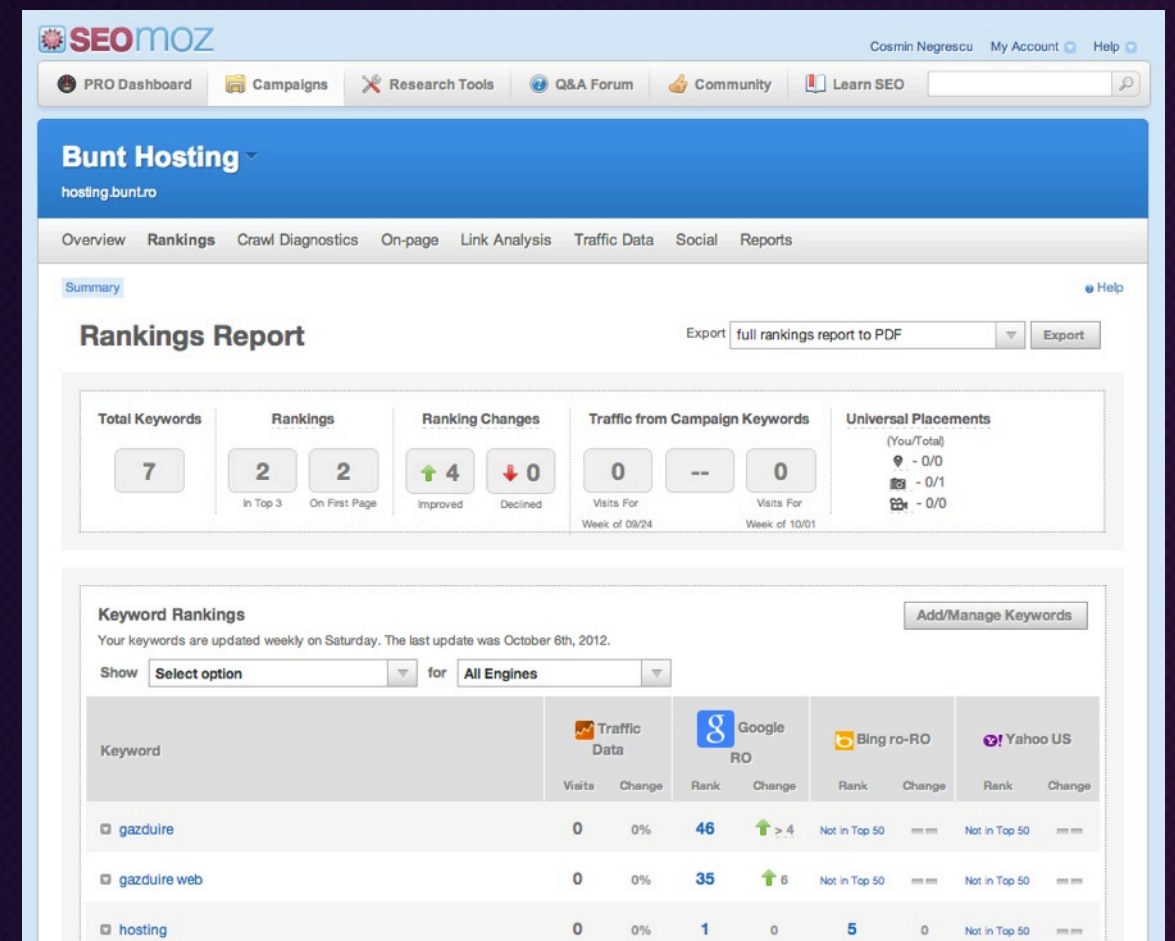
How to monitor keywords ranks



SEOmonitor.ro

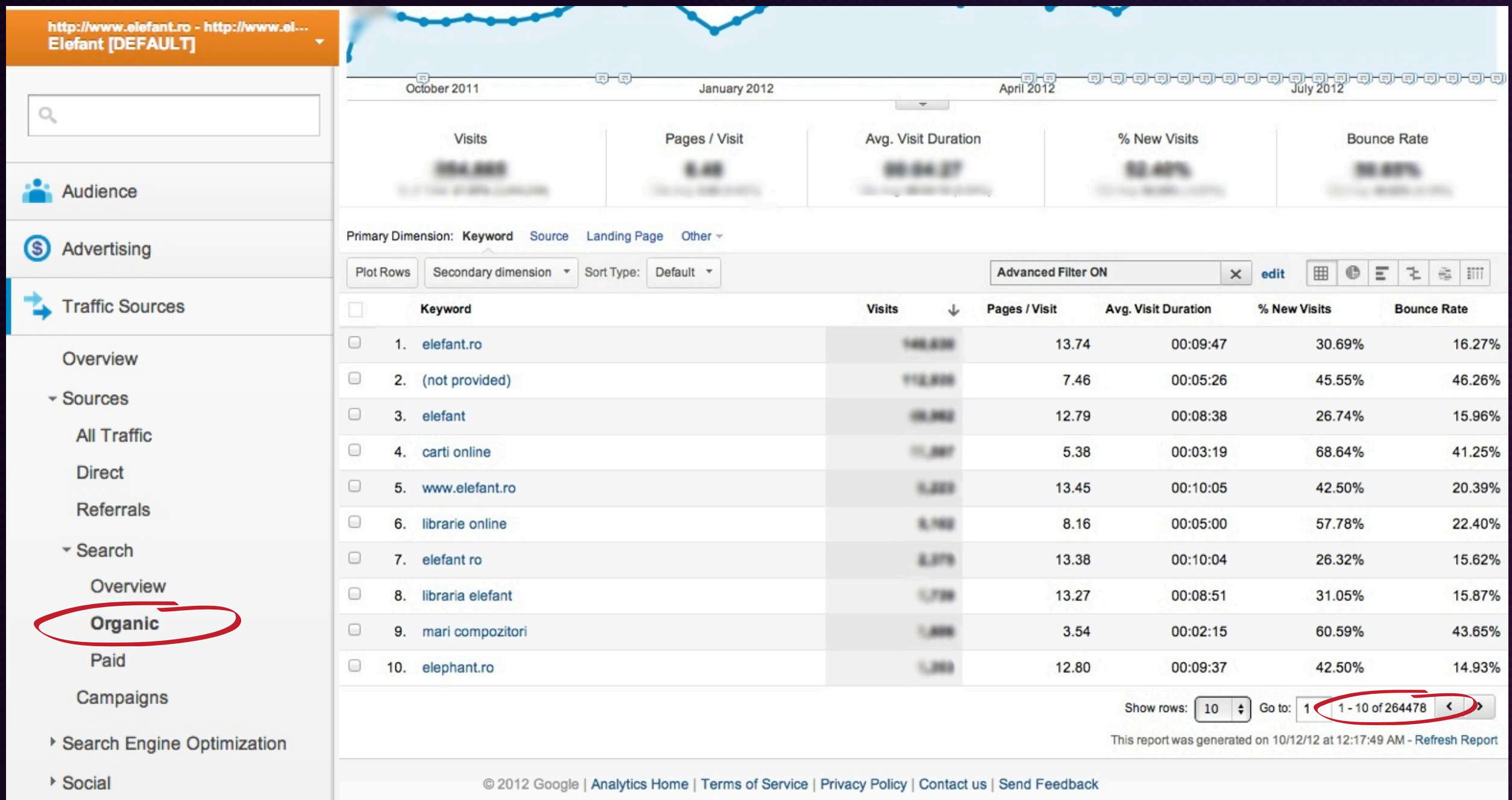


SEOMoz.org



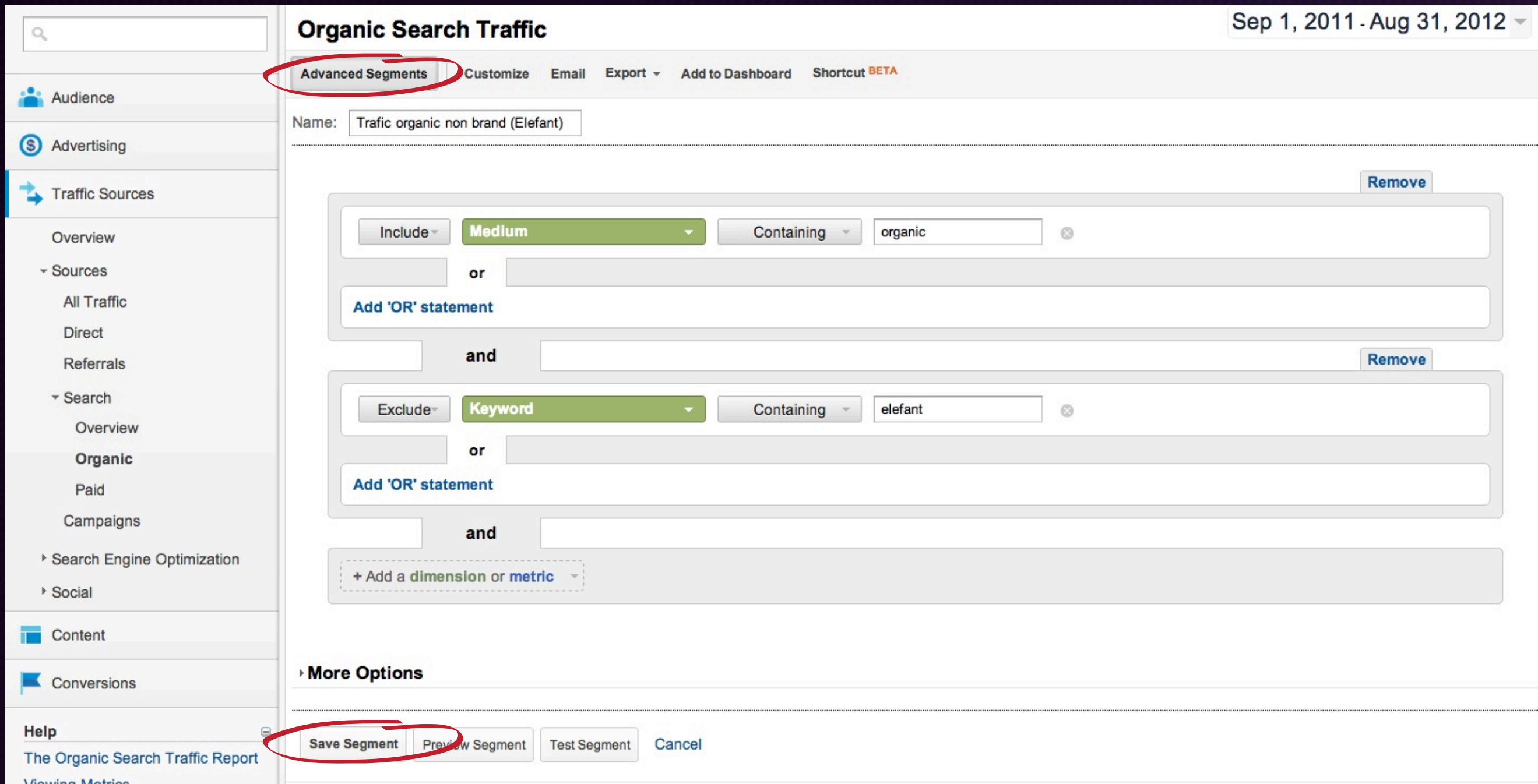
How to monitor the number of keywords

● Google Analytics -> Organic Traffic



How to monitor the organic traffic excluding brand searches

● Google Analytics with custom segment



The screenshot shows the Google Analytics interface for the 'Organic Search Traffic' report, covering the period from Sep 1, 2011, to Aug 31, 2012. The left sidebar shows the navigation menu with 'Traffic Sources' selected, and 'Organic' highlighted under the 'Search' category. The main content area displays the 'Organic Search Traffic' report with a red circle around the 'Advanced Segments' tab. Below the tab, the segment name is 'Traffic organic non brand (Elefant)'. The segment is defined by two conditions: 'Include' with 'Medium' set to 'Medium' and 'Containing' 'organic', and 'Exclude' with 'Keyword' set to 'Keyword' and 'Containing' 'elefant'. The 'Save Segment' button is also circled in red. The 'More Options' section is visible at the bottom.

Organic Search Traffic Sep 1, 2011 - Aug 31, 2012

Advanced Segments Customize Email Export Add to Dashboard Shortcut **BETA**

Name: Traffic organic non brand (Elefant)

Include Medium Containing organic

or

Add 'OR' statement

and

Exclude Keyword Containing elefant

or

Add 'OR' statement

and

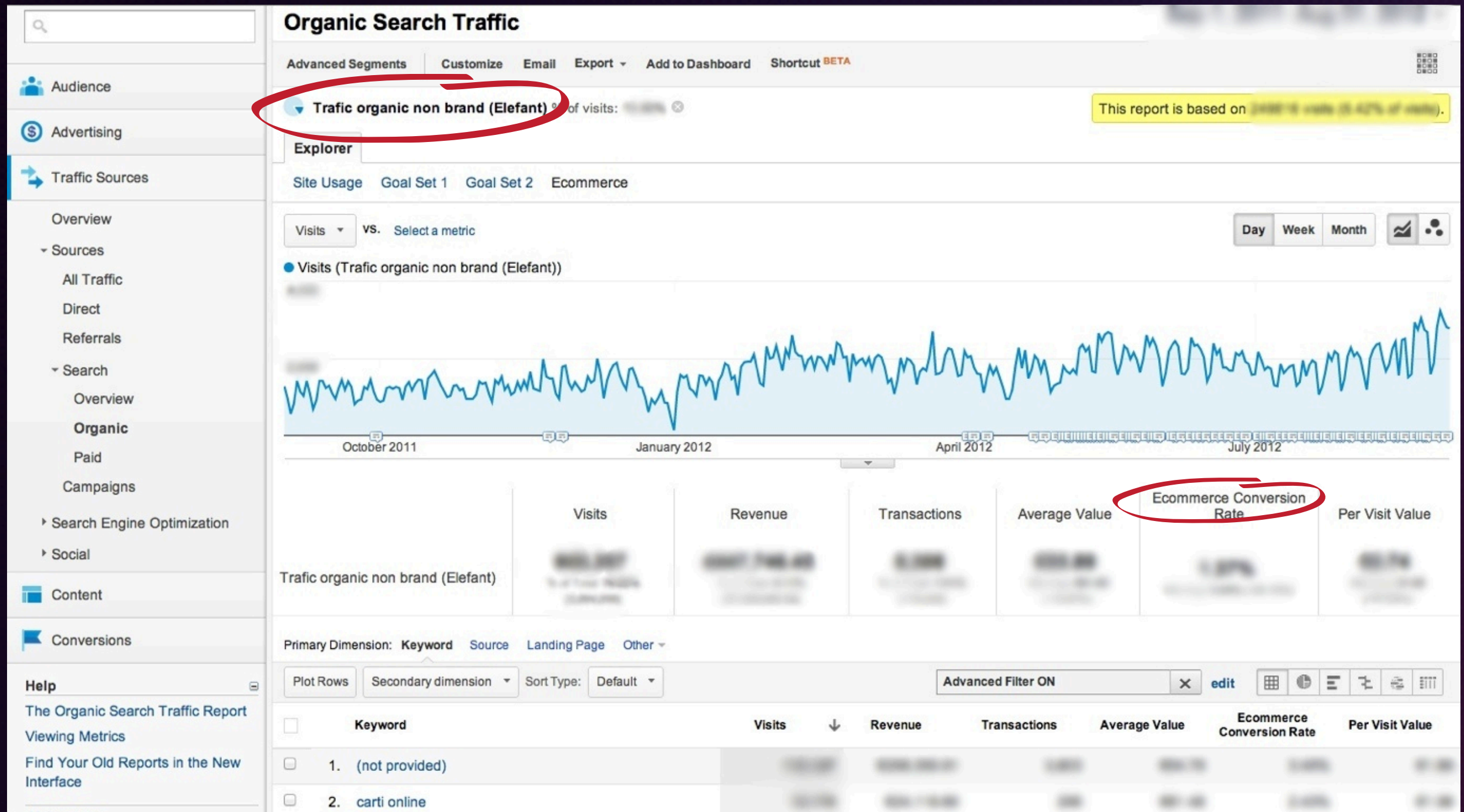
+ Add a dimension or metric

More Options

Save Segment Preview Segment Test Segment Cancel

How to monitor conversions or transactions

● Google Analytics with custom segment + Ecommerce



Predicting ROI

- **Keyword research**
- **Estimate search volume**
- **Estimate traffic**
- **Estimate conversion rate**
- **Estimate ROI for 3 years**

Keyword research & search volume estimation

Google AdWords

buntanalytics@gmail.com | [Report an issue](#) | [Announcements \(1\)](#) | [Help](#) | [Sign out](#) | Customer ID: 812-762-9319

Home | Campaigns | Opportunities | **Tools and Analysis** | Billing | My account

Tools

- Keyword Tool**
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

▼ Include terms (0) ?

► Exclude terms (0) ?

▼ Match Types ?

- ☐ Broad
- ☒ **[Exact]**
- ☐ "Phrase"

Help | Help Center

Search help center | Go

Saved ideas (0)

- My keyword ideas
- My ad group ideas

Find keywords

Based on one or more of the following:

Word or phrase:
carti online
librarie
librarie online

Website:

Category:

☐ Only show ideas closely related to my search terms ?





[Advanced Options and Filters](#) | Locations: Romania x | Languages: Romanian x | Devices: Desktops and laptops

Search

Keyword ideas | Ad group ideas (Beta)

Sorted by Relevance | Columns

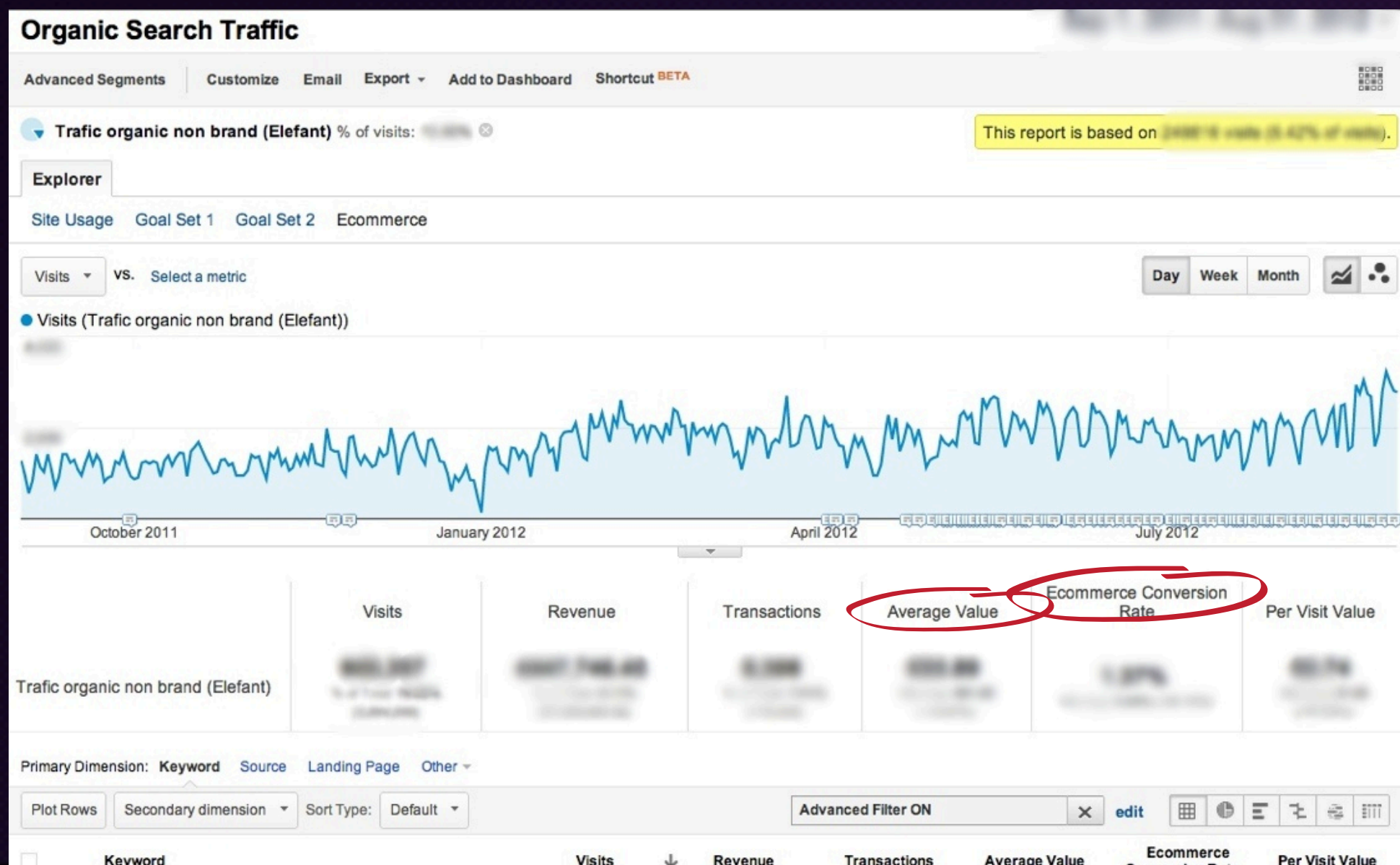
1 - 4 of 4

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> [carti] ▼	Medium	12,100	9,900	
<input type="checkbox"/> [carti online] ▼	Medium	27,100	22,200	
<input type="checkbox"/> [librarie] ▼	Medium	4,400	3,600	
<input type="checkbox"/> [librarie online] ▼	Medium	9,900	9,900	
<input checked="" type="checkbox"/> Save all Online Carti (48) - cumpara carti online, carti online download...				More like these
<input checked="" type="checkbox"/> Save all Librarii (14) - librarii online, librarii, librarii on line...				More like these
<input checked="" type="checkbox"/> Save all Libraria (21) - libraria online, libraria eminescu, libraria...				More like these
<input checked="" type="checkbox"/> Save all Anticariat (18) - anticariat online, anticariat, carti anticariat...				More like these

- Apply a **10% CTR** (Click-Through-Rate) to the **search volume** estimate for a **TOP 3** target

Transactions & Revenues estimation

- Apply your **ecommerce conversion** rate from Google Analytics (organic traffic non brand) to the **estimated traffic** to get the **number of transactions**
- Multiply the **number of transactions** with the **average transaction value** to estimate the **revenues**



Predicting ROI

- Use the **new / returning indicator** from Google Analytics (with custom segment)
- Calculate how many **new customers** will you get **every month** after achieving the objective
- Apply the “**Customer Lifetime Value**” indicator
- Calculate the “**Customer Acquisition Cost**” using the estimated campaign budget
- **Evaluate ROI** for 1, 2 & 3 years:
$$[\text{new_customers/month}] * [\text{customer_lifetime_value}] * [\text{months}] - [\text{budget}]$$

Case Study: Elefant.ro

Organic traffic non brand (last 12 months)



- **Traffic:** from 22.000 visits / month to 70.000 visits / month
- **New customers:** 12.000 in 12 months
- **Budget:** 15.000 euro

Return Of Investment (3 years)



**Customer lifetime
value: 80 euro**

4 orders / year *
20 euro / order
(in one year)



**New customers:
36.000**



**Budget
15.000 euro
(only the 1st year)**



**Customer
Acquisition Cost:
0,41 euro!**

SEO is not enough!

Your website

- has to SELL!
- has to be remarkable
- can rank #1 and all the conversions can go to #3 if it has the best price or inspires more trust

Example

[Super Prețuri - Laptopuri - Începând de la 1.199,90 lei.](#)

www.altex.ro/Laptopuri-leftine

Alegeți laptopul și comandați!

[Oferta Soc Laptopuri | DoMo.ro](#)

www.domo.ro/Laptopuri

Cele mai Bune Preturi si Transport Gratuit. Profita de Oferta Acum!

[Oferte Speciale - Televizoare 3D - Retea Magazine](#)

[Laptop Notebook laptopuri](#)

www.cel.ro/laptop-notebook/ - [Translate this page](#)

Laptop Notebook si **laptopuri** la CEL.ro . Livrare gratuita a produselor
Rate in magazin ,aprobarea creditului pe loc.

[Notebook - Asus - Intel Core i7 - Intel Core i3](#)

Your website has to be remarkable & user friendly

- People have way more choices than they used to and way less time
- They are scanning the web to find what they are looking for
- Ask yourself: why should they pick my website?
- Is your website easy to use for the customer in order to achieve his objective?





Analyze and **choose** your **targeted keywords**

Be sure that you have **relevant content** for each keyword (and I'm not referring to having keywords inside the text)

Generate links to your website **using** as anchor text the **selected keywords**

Focus your brand in one or few industries

Make people **search for** your **brand name**. It's even better if they will search for **brand name + keyword**

Monitor, measure, evaluate!

Thank you!



FREE SEO monitor (Business)
subscription:

promo code: lumeaseoppc
www.seomonitor.ro
@seomonitor

If you want to contact us,
search for “SEO” on Google
and click on the first result :)

Cosmin Negrescu
[@ncosmin](https://twitter.com/ncosmin)

RocketNews: Am lansat **blogul** SEO monitor!

seomonitor.bunt.ro/blog