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Suggestions To Optimize Your Websites by Evaluating How Visitors Search For Your Website

Attracting potential business clients to your website by search engine optimization is a good and convenient move.

[SEO experts](#) usually look for the best way to find the words that most customers search for. An example is owning a law firm in Perth, Western Australia. Knowing whether potential clients are finding your site by using the term "Western Australian law firm" or "Perth, law firm" can affect how you optimize your site. Realizing that most customers find your site using the former term, writing more content with the terms "Western Australian law firm" in them would be better. By contrast, if customers are finding your website using a more local term such as "Perth law firm" you want to focus your copy on local issues.

Web analytics programs use two methodologies: 1) a snippet of Javascript (a common programming language) is inserted into your site's html code; 2) log files (records of your site kept by your internet service provider) are analyzed.

A simple web analytics program that shows you statistics about topics ranging from how many visitors your site attracts per day to the search engine terms people type into Google, Yahoo, or Bing to find your site costs \$4-\$20/month. These software programs can be found by typing "search engine analytics" into any search engine. More advanced web analytics programs, that can tell how many repeat visitors a website gets per hour and how far they go down every page, range from \$100 - \$3000 per month.

Google analytics, found at the following URL, is a popular free analytics program. [SEO Perth](#) advises most webmasters to install this on their websites. Just do a search for "google analytics" It takes less than one minute for you to sign up for a free Google analytics account and use the program to analyze pasted snippet of Javascript code into each page you want analyzed.

You can cash in to invest in paid search engine terms/advertisements from Yahoo, Bing, and Google as soon as you have utilized a web analytics software to look for the type of search engine terms you're already getting. For instance, say you are receiving three visits a day for the search term "Perth law firm." Also, if Google advertisement cost for the keyword "Perth law firm" is \$.50 per click and Google perceives that 10 people type in that keyword term each day, you can then increase targeted traffic to your website for \$5.00/day. Your return on investment from search engine marketing can be more than 1000% if one in ten (10) visitors to your site becomes a client. Your revenue may well be more than 100% even if only one in one hundred people who visited your website becomes a customer.

The value of having a web analytics program is undisputed. The hard part is determining whether a free program such as Google Analytics suits your needs or you would be better served by a more expensive program ranging from \$20-\$3000. The demands of most small business websites are most likely satisfied with affordable analytics programs displaying how many visitor a website attracts each day, the search engine keywords these visitors used, and exactly how long these people remained on the website. On the other hand, larger websites getting thousands of site visitors per day should consider about the revenue they could get by getting more details about website visits. Developing a good web analytics program is the main key for small businesses to optimize their sites. Document: mcpmhk21

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