

10 QUESTIONS ABOUT SEO AND WEB ANALYTICS THAT YOU SHOULD BE ABLE TO ANSWER

1. Are you using "ALT" tags on your images, and, are your images near relevant content?
2. How often are you updating your website? Are you blogging or making website updates on a regular basis?
3. Do you have a Google Webmaster Tools account and have you uploaded an XML sitemap?
4. How high is the "keyword density" on your most important pages?
5. Are your pages targeted to the appropriate keyword?
6. How well implemented are your web analytics tags? Are there pages on your site that are not tagged for your web analytics platform?
7. Are you doing pay-per-click marketing? If so, are your destination URLs tagged for your web analytics platform?
8. Have you set-up outcomes, goals, and conversion paths through your web analytics platform?
9. Does your web analytics platform allow you to perform segmentation and create custom reports?
10. What actions are you taking on your SEO efforts from the insights you glean by using web analytics?



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