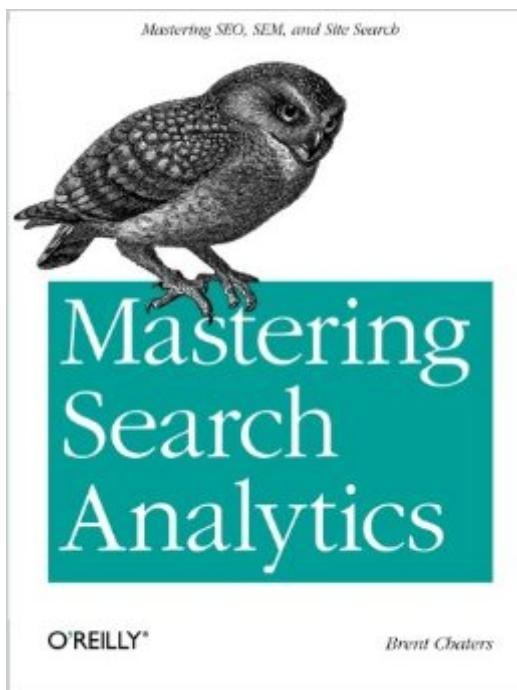


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# Mastering Search Analytics: Measuring SEO, SEM And Site Search



## Synopsis

Many companies still approach Search Engine Optimization (SEO) and paid search as separate initiatives. This in-depth guide shows you how to use these programs as part of a comprehensive strategyâ "not just to improve your siteâ "TM's search rankings, but to attract the right people and increase your conversion rate. Learn how to measure, test, analyze, and interpret all of your search data with a wide array of analytic tools. Gain the knowledge you need to determine the strategyâ "TM's return on investment. Ideal for search specialists, webmasters, and search marketing managers, *Mastering Search Analytics* shows you how to gain better traffic and more revenue through your search efforts. Focus on conversion and usabilityâ "not on driving larger volumes of traffic. Track the performance of your SEO and paid search keywords. Apply techniques to monitor what your competitors are doing. Understand the differences between mobile and desktop search. Learn how social media impacts your search rankings and results. Audit your site for problems that can affect users and search spiders. Create dashboards and expanded reports for all of your search activities.

## Book Information

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## Customer Reviews

I was disappointed in *Mastering Search Analytics* by Brent Chaters (O'Reilly Publishing, October 2011, 359 pages). While full of accurate information on the different sub fields of 'search', organic, paid, site, etc., there is so much unneeded content, often poorly presented, that the book became burdensome to read. In retrospect I feel that the editorial staff at O'Reilly failed to do their job in

helping the author produce a smaller yet higher quality book. What could be said in a sentence took a paragraph. What should have been a link to supporting website often was pages of needless instructions on how to use interactive tools. In his chapter on Tracking and Optimizing SEO and Paid Search Traffic, Mr. Chaters takes three full paragraphs to basically convey the idea that "it is better to have smaller high quality traffic that converts well versus high volume low quality traffic that does not convert well." The book is weighed down by detailed step by step instructions on how to use free and paid online tools. This would have been much better if the author had only focused on the value and output the tool could offer while providing a link to a supporting site where anything from text instructions to screen shots to videos to updated content could be offered. Not to mention that the moment one of those tools is updated or modified the book is outdated. As of this writing MasteringSearchAnalytics.com is available for registration. A seasoned interactive marketer even with no direct experience in the search field will find much of what is written here superfluous. Does a book whose stated target audience includes "search engine managers" really need to provide a lengthy explanation on the difference between month over month results versus year over year results?

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