no. 88

How to Create Content that Drives Qualified Traffic and Leads at Scale

#wineweb

What we'll cover today

- Don't start from scratch
- Automate (& customize!) metadata
- Write with reuse in mind (Modular content is your friend)
- Remember: Published ≠ final

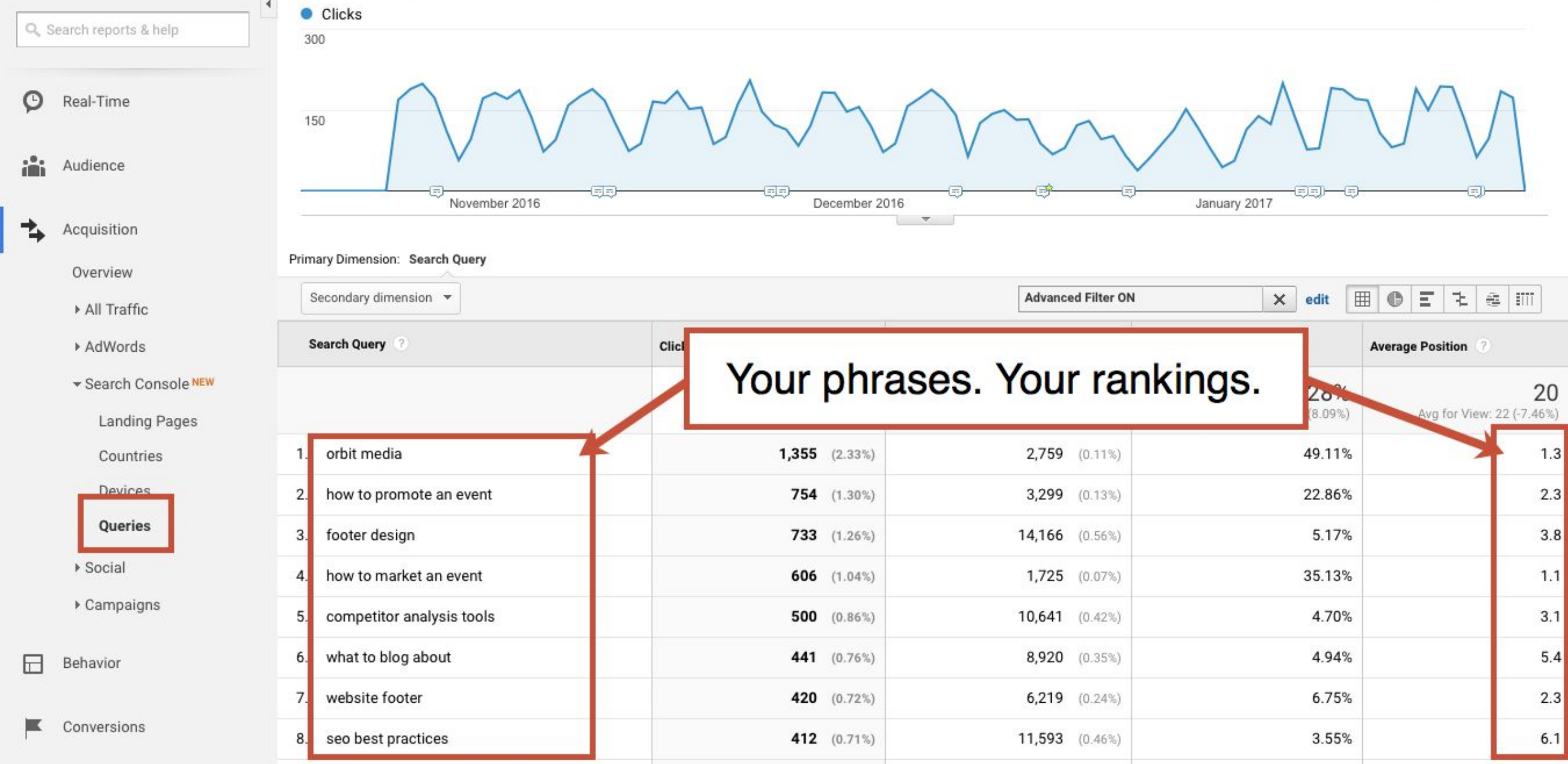
Don’t Start from Scratch.

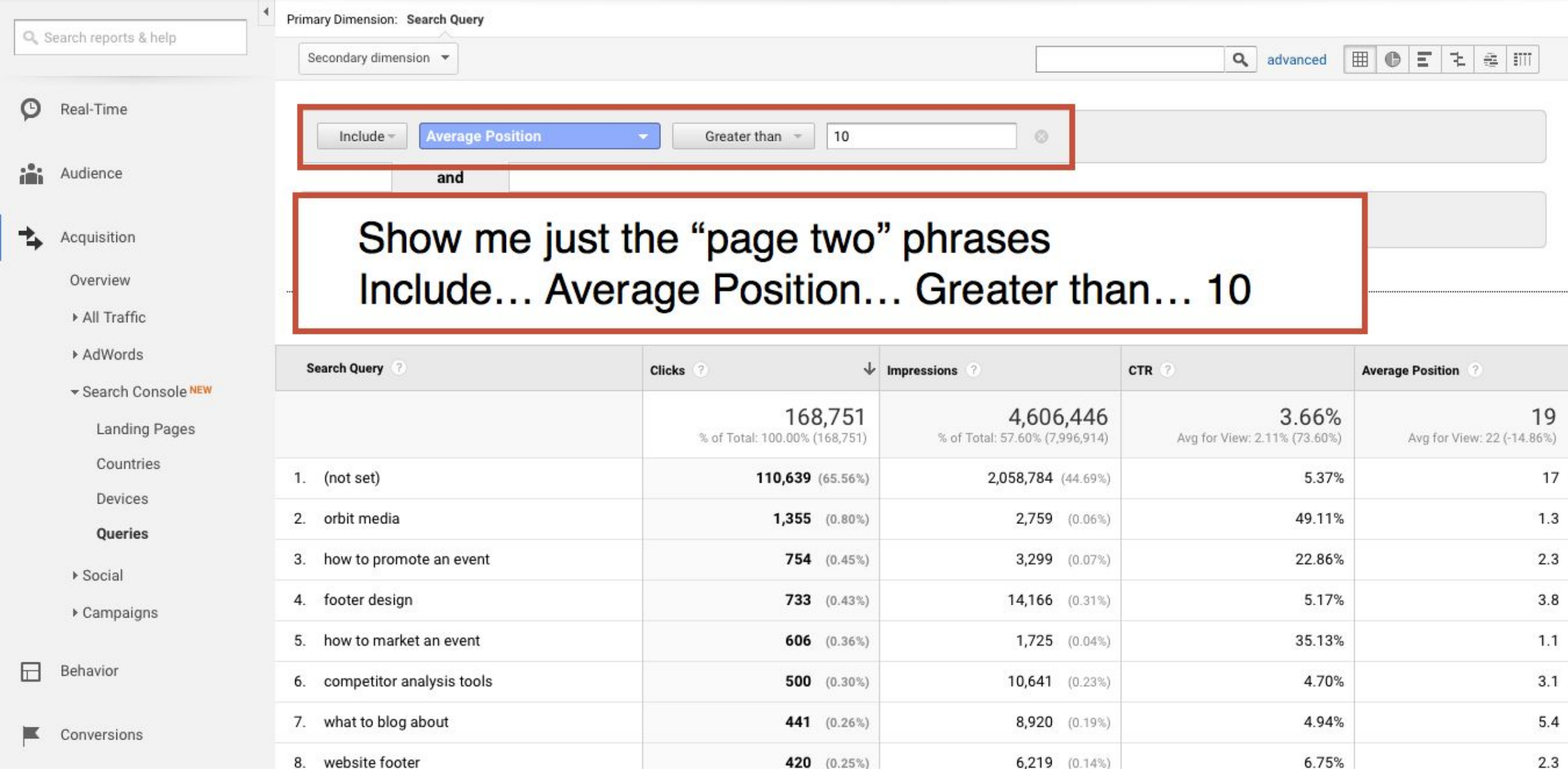
We are never getting back together. Like...EVER.

Find your potential champs

You don’t need 1,000 decent articles.

You need 100 great articles.


Search reports & help
Real-Time
Audience
Acquisition
Overview
All Traffic
AdWords
Search Console NEW
Landing Pages
Countries
Devices
Queries
Social
Campaigns
Behavior
Conversions
Clicks
300
150
November 2016
December 2016
January 2017
Primary Dimension: Search Query
Secondary dimension
Advanced Filter ON
edit
Search Query
Average Position
20
Avg for View: 22 (-7.46%)
1. orbit media 1,355 (2.33%) 2,759 (0.11%) 49.11% 1.3
2. how to promote an event 754 (1.30%) 3,299 (0.13%) 22.86% 2.3
3. footer design 733 (1.26%) 14,166 (0.56%) 5.17% 3.8
4. how to market an event 606 (1.04%) 1,725 (0.07%) 35.13% 1.1
5. competitor analysis tools 500 (0.86%) 10,641 (0.42%) 4.70% 3.1
6. what to blog about 441 (0.76%) 8,920 (0.35%) 4.94% 5.4
7. website footer 420 (0.72%) 6,219 (0.24%) 6.75% 2.3
8. seo best practices 412 (0.71%) 11,593 (0.46%) 3.55% 6.1
Your phrases. Your rankings.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Behavior
Conversions
Primary Dimension: Search Query
Secondary dimension
advanced
Include
Average Position
Greater than
10
and
Show me just the “page two” phrases
Include… Average Position… Greater than… 10
Search Query
Clicks
Impressions
CTR
Average Position
168,751
% of Total: 100.00% (168,751)
4,606,446
% of Total: 57.60% (7,996,914)
3.66%
Avg for View: 2.11% (73.60%)
19
Avg for View: 22 (-14.86%)
1. (not set) 110,639 (65.56%) 2,058,784 (44.69%) 5.37% 17
2. orbit media 1,355 (0.80%) 2,759 (0.06%) 49.11% 1.3
3. how to promote an event 754 (0.45%) 3,299 (0.07%) 22.86% 2.3
4. footer design 733 (0.43%) 14,166 (0.31%) 5.17% 3.8
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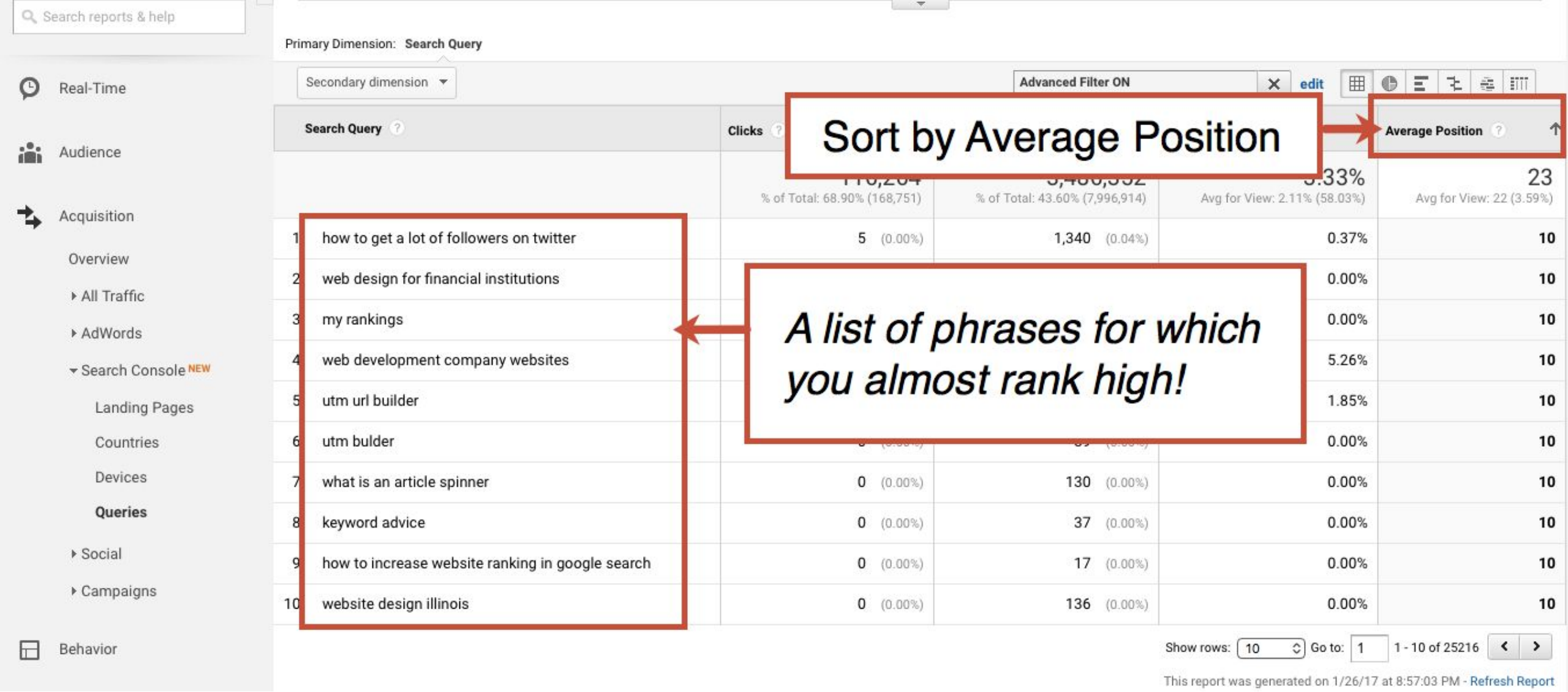
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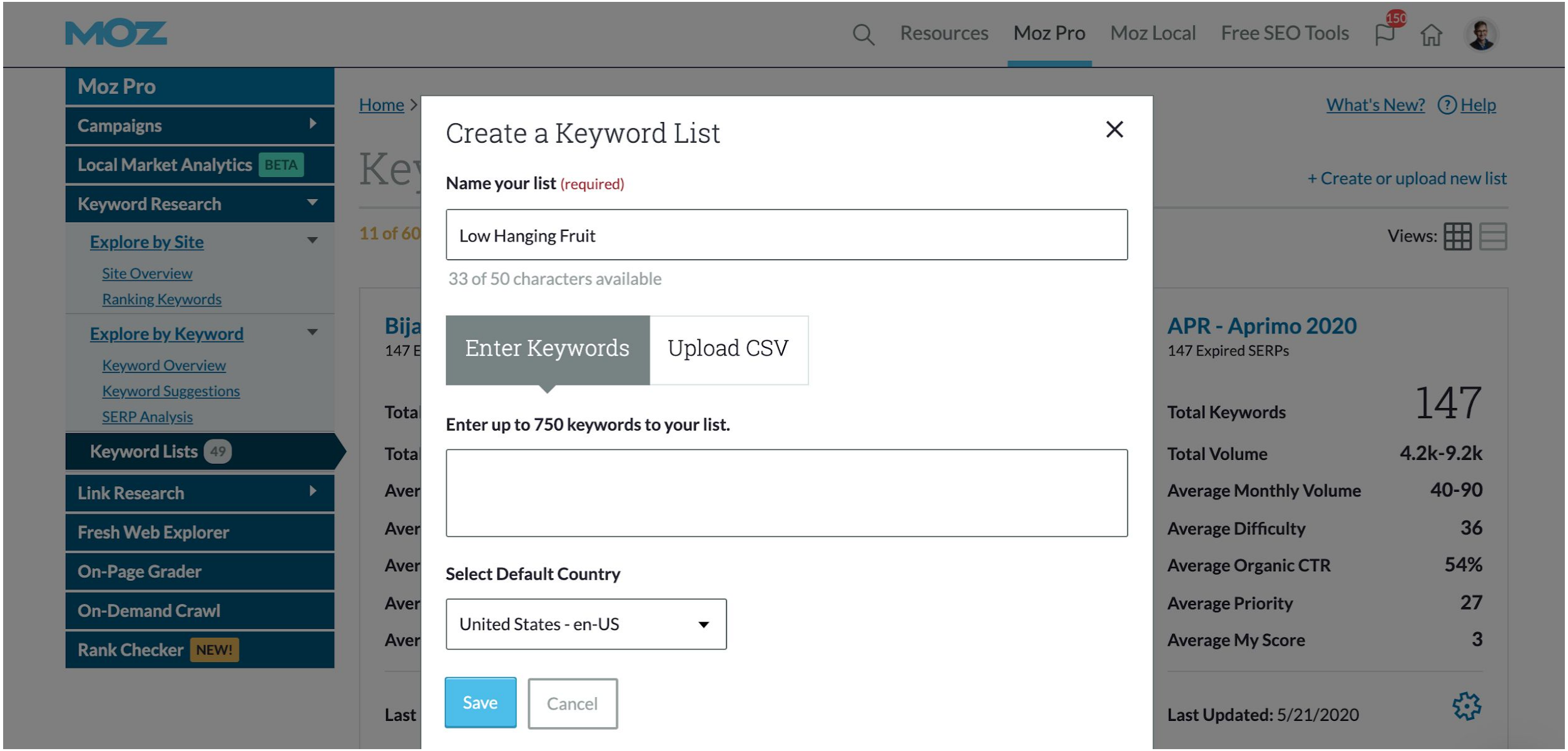
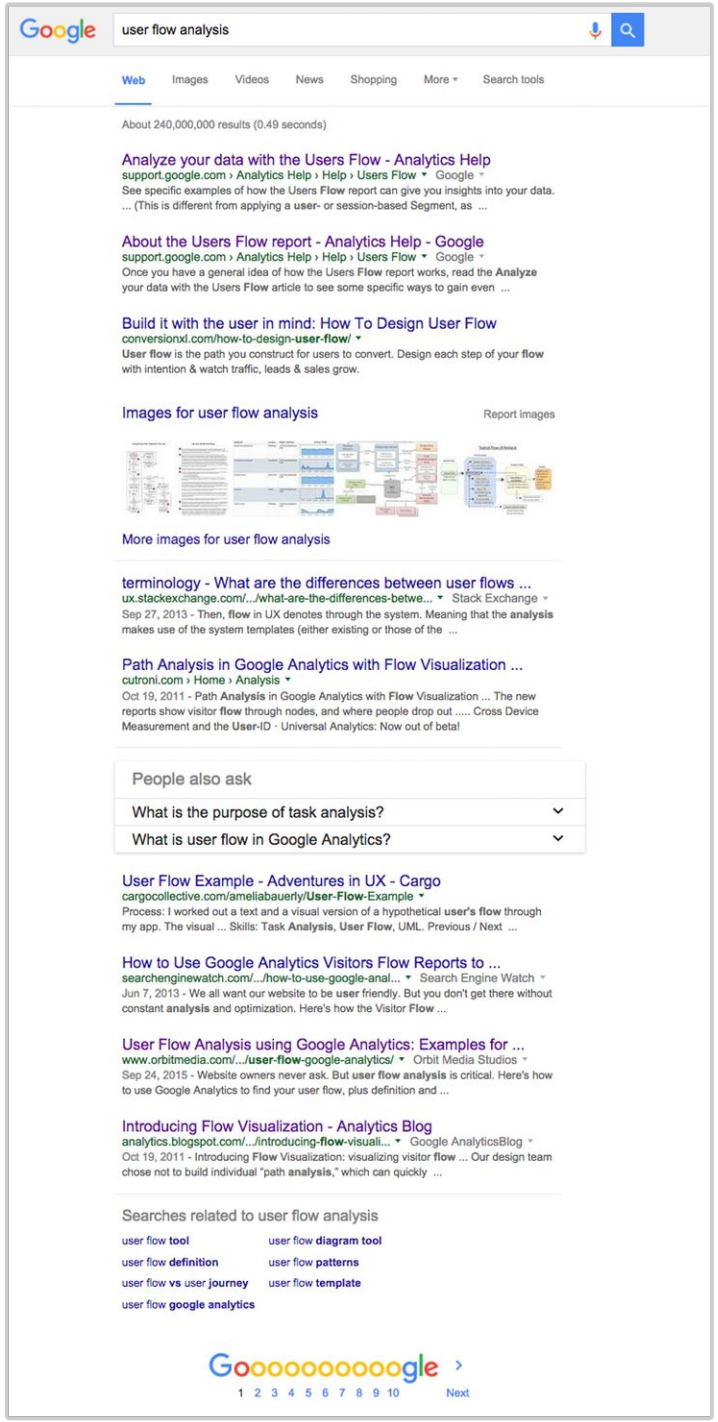
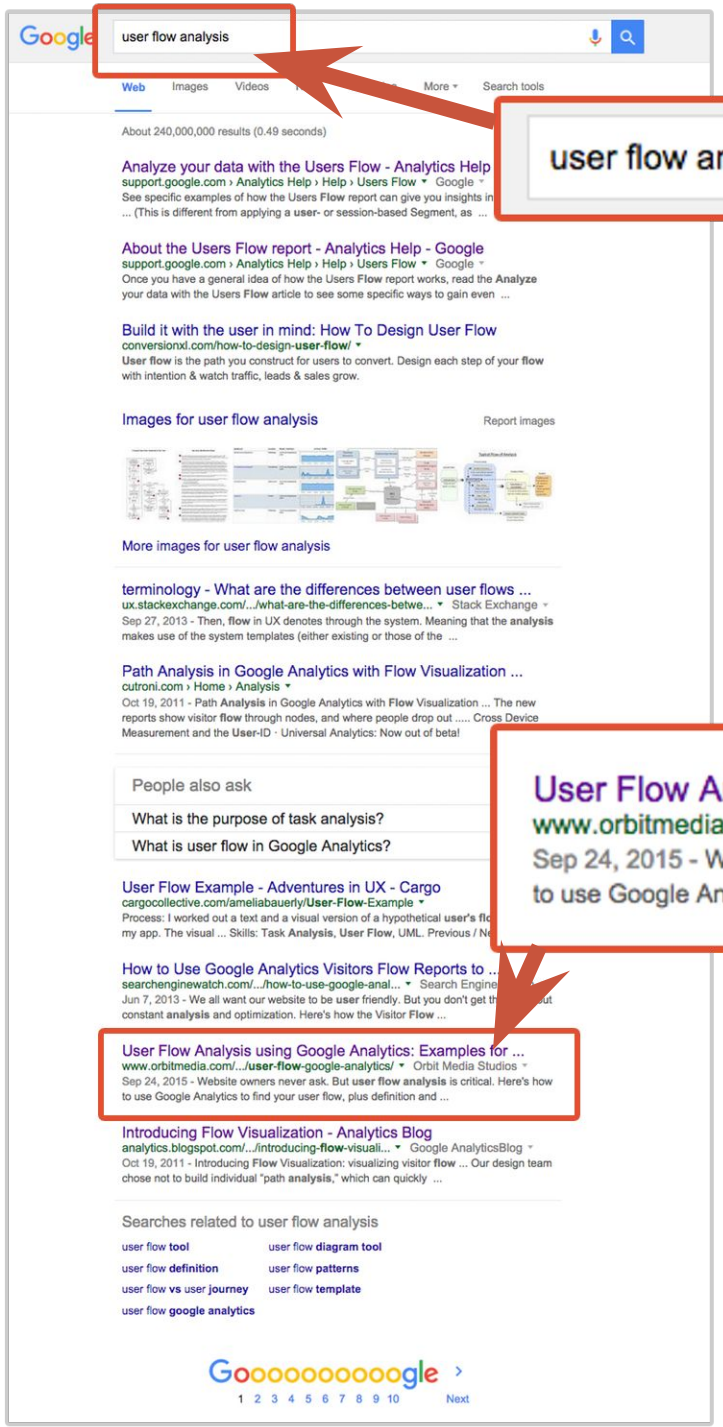
Campaigns
Behavior
Primary Dimension: Search Query
Secondary dimension
Advanced Filter ON
edit
Sort by Average Position
Search Query
Clicks
Average Position
% of Total: 68.90% (168,751)
% of Total: 43.60% (7,996,914)
Avg for View: 2.11% (58.03%)
Avg for View: 22 (3.59%)
1 how to get a lot of followers on twitter 5 (0.00%) 1,340 (0.04%) 0.37% 10
2 web design for financial institutions 0.00% 10
3 my rankings 0.00% 10
4 web development company websites 5.26% 10
5 utm url builder 1.85% 10
6 utm bulder 0.00% 10
7 what is an article spinner 0 (0.00%) 130 (0.00%) 0.00% 10
8 keyword advice 0 (0.00%) 37 (0.00%) 0.00% 10
9 how to increase website ranking in google search 0 (0.00%) 17 (0.00%) 0.00% 10
10 website design illinois 0 (0.00%) 136 (0.00%) 0.00% 10
A list of phrases for which you almost rank high!
Show rows: 10
Go to: 1
1 - 10 of 25216
This report was generated on 1/26/17 at 8:57:03 PM - Refresh Report


MOZ
Resources
Moz Pro
Moz Local
Free SEO Tools
Moz Pro
Campaigns
Local Market Analytics BETA
Keyword Research
Explore by Site
Site Overview
Ranking Keywords
Explore by Keyword
Keyword Overview
Keyword Suggestions
SERP Analysis
Keyword Lists 49
Link Research
Fresh Web Explorer
On-Page Grader
On-Demand Crawl
Rank Checker NEW!
Home >
What's New?
Help
+ Create or upload new list
Views:
Create a Keyword List
Name your list (required)
Low Hanging Fruit
33 of 50 characters available
Enter Keywords
Upload CSV
Enter up to 750 keywords to your list.
Select Default Country
United States - en-US
Save
Cancel
APR - Aprimo 2020
147 Expired SERPs
Total Keywords 147
Total Volume 4.2k-9.2k
Average Monthly Volume 40-90
Average Difficulty 36
Average Organic CTR 54%
Average Priority 27
Average My Score 3
Last Updated: 5/21/2020

What's ranking?



How high?



user flow analysis

User Flow Analysis using Google Analytics: Examples for ...
www.orbitmedia.com/.../user-flow-google-analytics/ ▾ Orbit Media Studios ▾
Sep 24, 2015 - Website owners never ask. But user flow analysis is critical. Here's how to use Google Analytics to find your user flow, plus definition and ...

Current ranking for phrase: #9

Potential champions: Re-write & re-launch

- Rewrite the article with more depth/detail
- Focus on a more specific keyphrase/topic
- Link from these to “falling stars”
- Launch and promote again

Find your falling stars

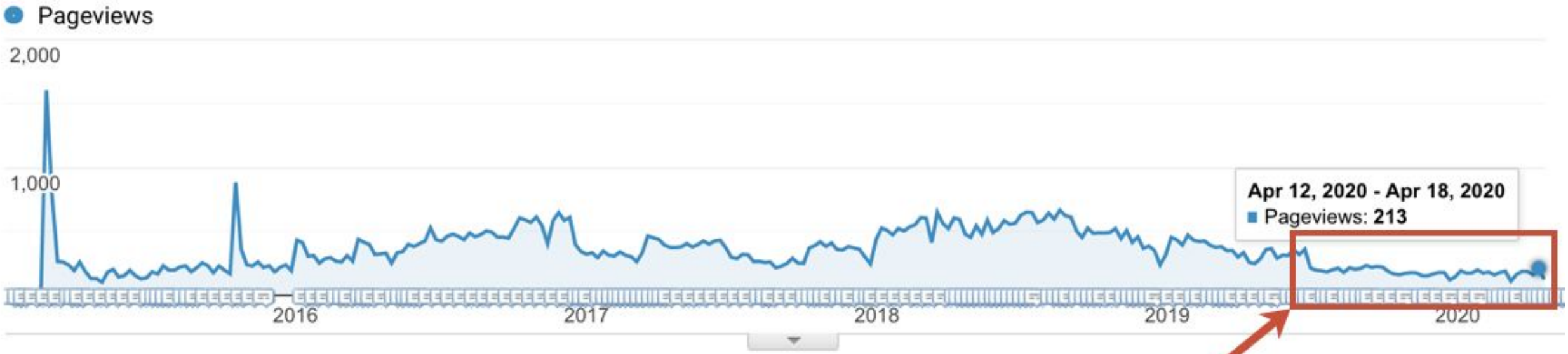
Tracked Keywords Overview

Export CSV

1 - 4 of 4

The rank is slipping!

Keyword	Results	Rank		URL	Optimize
internal linking best practices blog posts	National	#4	2	https://www.orbitmedia.com...	
internal linking blog posts	National	#5	1	https://www.orbitmedia.com...	
internal linking SEO blog posts	National	#9	6	https://www.orbitmedia.com...	
internal linking seo blog posts	National	#10	--	https://www.orbitmedia.com...	

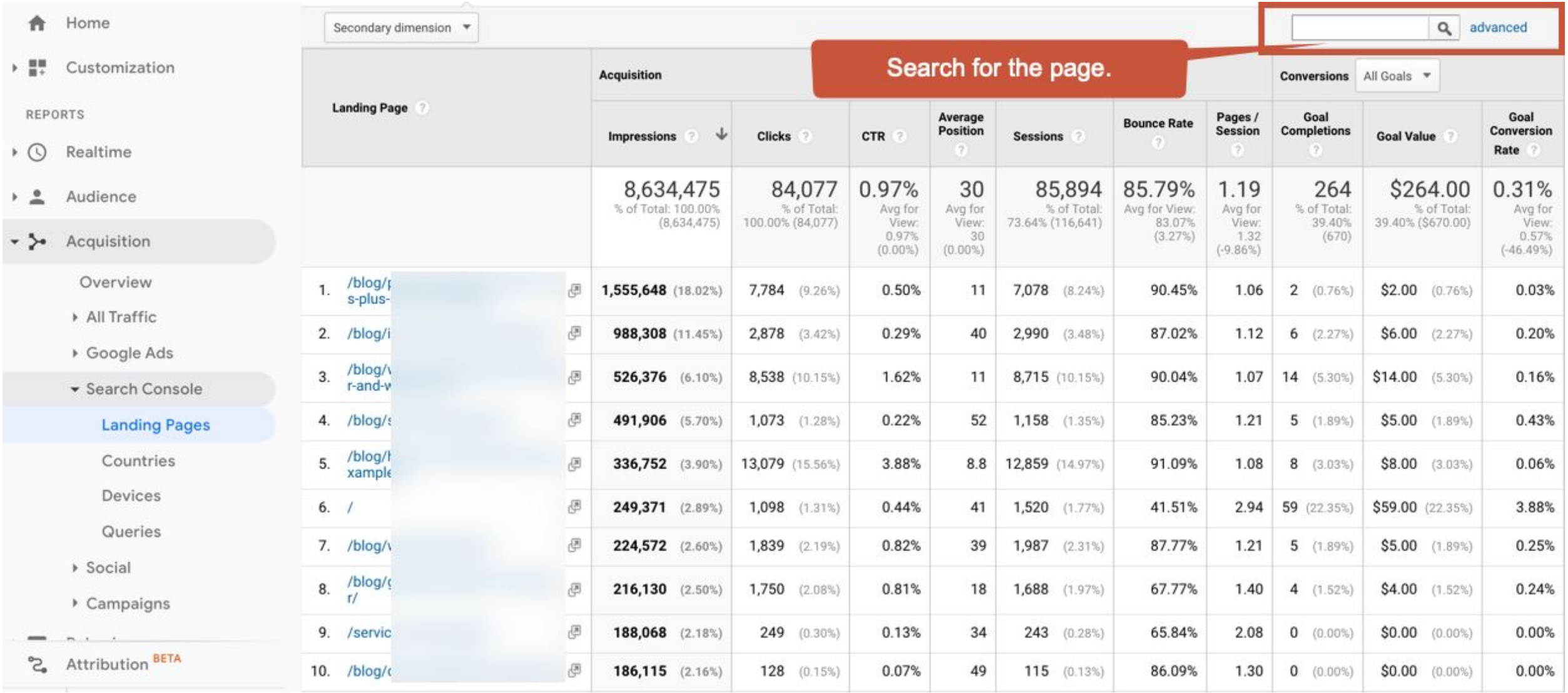


Primary Dimension: **Page** Other

Plot Rows | Secondary dimension | Sort Type: Default | dvanced

Traffic has dropped in recent months!

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		96,209 % of Total: 1.30% (7,383,617)	89,540 % of Total: 1.35% (6,617,400)	00:05:01 Avg for View: 00:02:55 (71.72%)	85,353 % of Total: 1.58% (5,414,945)	85.87% Avg for View: 82.41% (4.21%)	85.56% Avg for View: 73.34% (16.67%)
1.	/blog/website-launch-checklist/	**96,209** (100.00%)	89,540 (100.00%)	00:05:01	85,353 (100.00%)	85.87%	85.56%


Home
Customization
REPORTS
Realtime
Audience
Acquisition
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Google Ads
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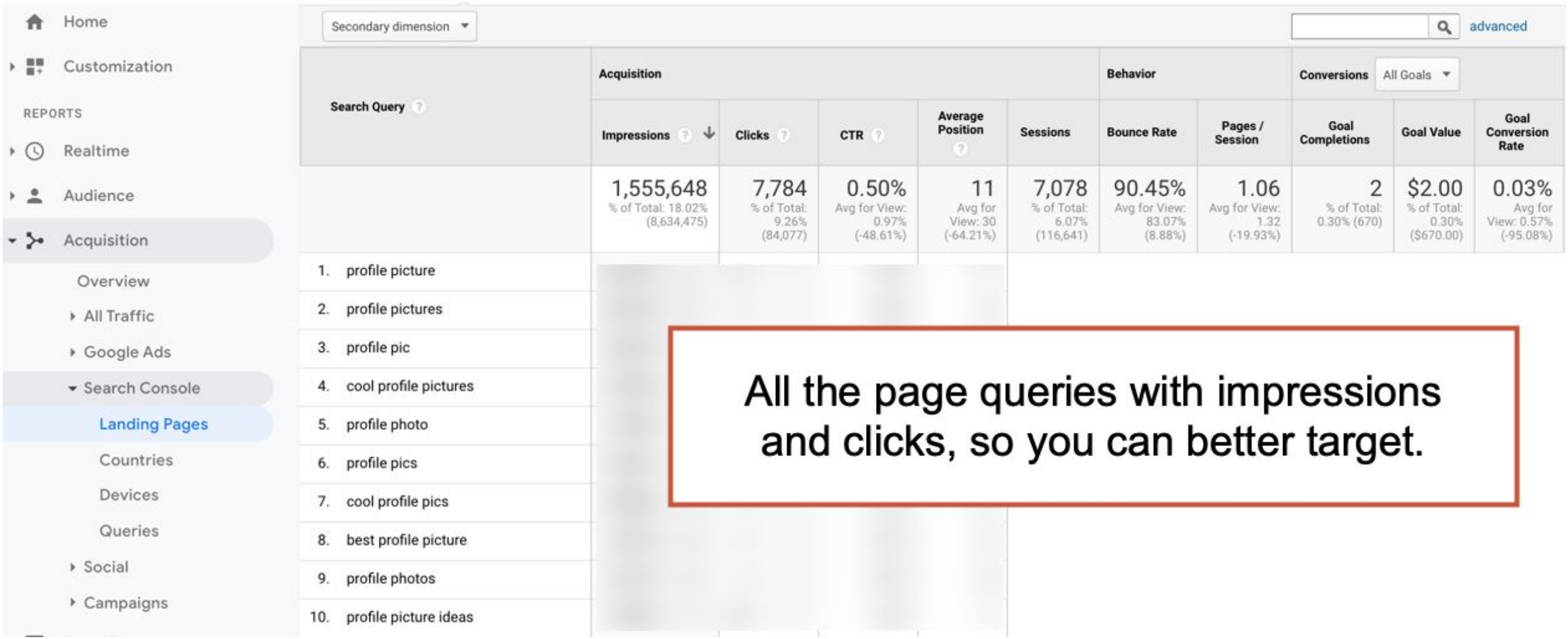
Landing Pages
Countries
Devices
Queries
Social
Campaigns
Attribution BETA
Secondary dimension
advanced
Search for the page.
Landing Page
Acquisition
Conversions
All Goals
Impressions
Clicks
CTR
Average Position
Sessions
Bounce Rate
Pages / Session
Goal Completions
Goal Value
Goal Conversion Rate
8,634,475 % of Total: 100.00% (8,634,475)
84,077 % of Total: 100.00% (84,077)
0.97% Avg for View: 0.97% (0.00%)
30 Avg for View: 30 (0.00%)
85,894 % of Total: 73.64% (116,641)
85.79% Avg for View: 83.07% (3.27%)
1.19 Avg for View: 1.32 (-9.86%)
264 % of Total: 39.40% (670)
$264.00 % of Total: 39.40% ($670.00)
0.31% Avg for View: 0.57% (-46.49%)
1. /blog/p s-plus- 1,555,648 (18.02%) 7,784 (9.26%) 0.50% 11 7,078 (8.24%) 90.45% 1.06 2 (0.76%) $2.00 (0.76%) 0.03%
2. /blog/i 988,308 (11.45%) 2,878 (3.42%) 0.29% 40 2,990 (3.48%) 87.02% 1.12 6 (2.27%) $6.00 (2.27%) 0.20%
3. /blog/v r-and-w 526,376 (6.10%) 8,538 (10.15%) 1.62% 11 8,715 (10.15%) 90.04% 1.07 14 (5.30%) $14.00 (5.30%) 0.16%
4. /blog/s 491,906 (5.70%) 1,073 (1.28%) 0.22% 52 1,158 (1.35%) 85.23% 1.21 5 (1.89%) $5.00 (1.89%) 0.43%
5. /blog/h xample 336,752 (3.90%) 13,079 (15.56%) 3.88% 8.8 12,859 (14.97%) 91.09% 1.08 8 (3.03%) $8.00 (3.03%) 0.06%
6. / 249,371 (2.89%) 1,098 (1.31%) 0.44% 41 1,520 (1.77%) 41.51% 2.94 59 (22.35%) $59.00 (22.35%) 3.88%
7. /blog/v 224,572 (2.60%) 1,839 (2.19%) 0.82% 39 1,987 (2.31%) 87.77% 1.21 5 (1.89%) $5.00 (1.89%) 0.25%
8. /blog/g r/ 216,130 (2.50%) 1,750 (2.08%) 0.81% 18 1,688 (1.97%) 67.77% 1.40 4 (1.52%) $4.00 (1.52%) 0.24%
9. /servic 188,068 (2.18%) 249 (0.30%) 0.13% 34 243 (0.28%) 65.84% 2.08 0 (0.00%) $0.00 (0.00%) 0.00%
10. /blog/c 186,115 (2.16%) 128 (0.15%) 0.07% 49 115 (0.13%) 86.09% 1.30 0 (0.00%) $0.00 (0.00%) 0.00%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Secondary dimension
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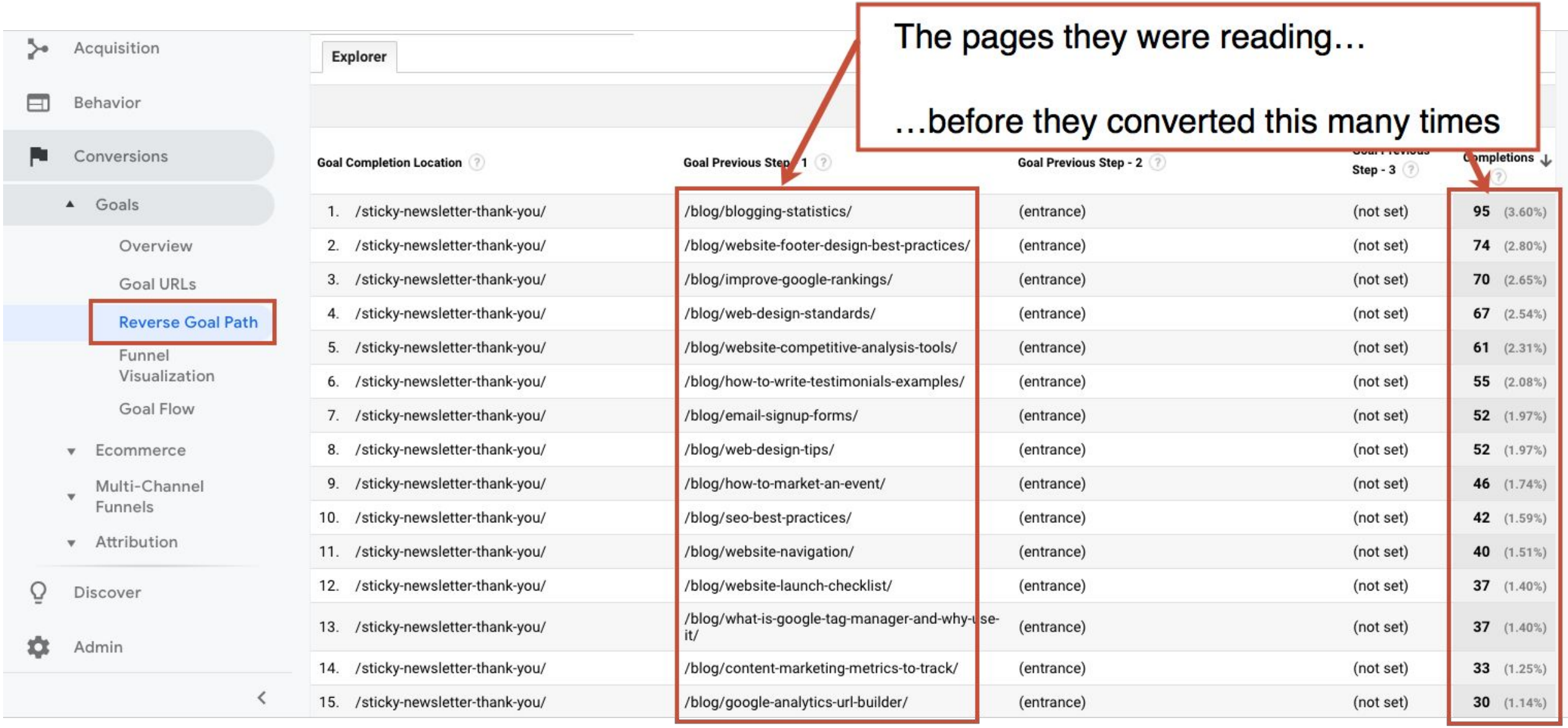
Behavior
Conversions
All Goals
Impressions
Clicks
CTR
Average Position
Sessions
Bounce Rate
Pages / Session
Goal Completions
Goal Value
Goal Conversion Rate
1,555,648
% of Total: 18.02% (8,634,475)
7,784
% of Total: 9.26% (84,077)
0.50%
Avg for View: 0.97% (-48.61%)
11
Avg for View: 30 (-64.21%)
7,078
% of Total: 6.07% (116,641)
90.45%
Avg for View: 83.07% (8.88%)
1.06
Avg for View: 1.32 (-19.93%)
2
% of Total: 0.30% (670)
$2.00
% of Total: 0.30% ($670.00)
0.03%
Avg for View: 0.57% (-95.08%)
1. profile picture
2. profile pictures
3. profile pic
4. cool profile pictures
5. profile photo
6. profile pics
7. cool profile pics
8. best profile picture
9. profile photos
10. profile picture ideas
All the page queries with impressions and clicks, so you can better target.

Falling Stars: Improve the page

- Add related keyphrases, Q&A, semantic phrases
- Add detail, quotes, examples, images, video, etc.
- Link to these from “potential champions”

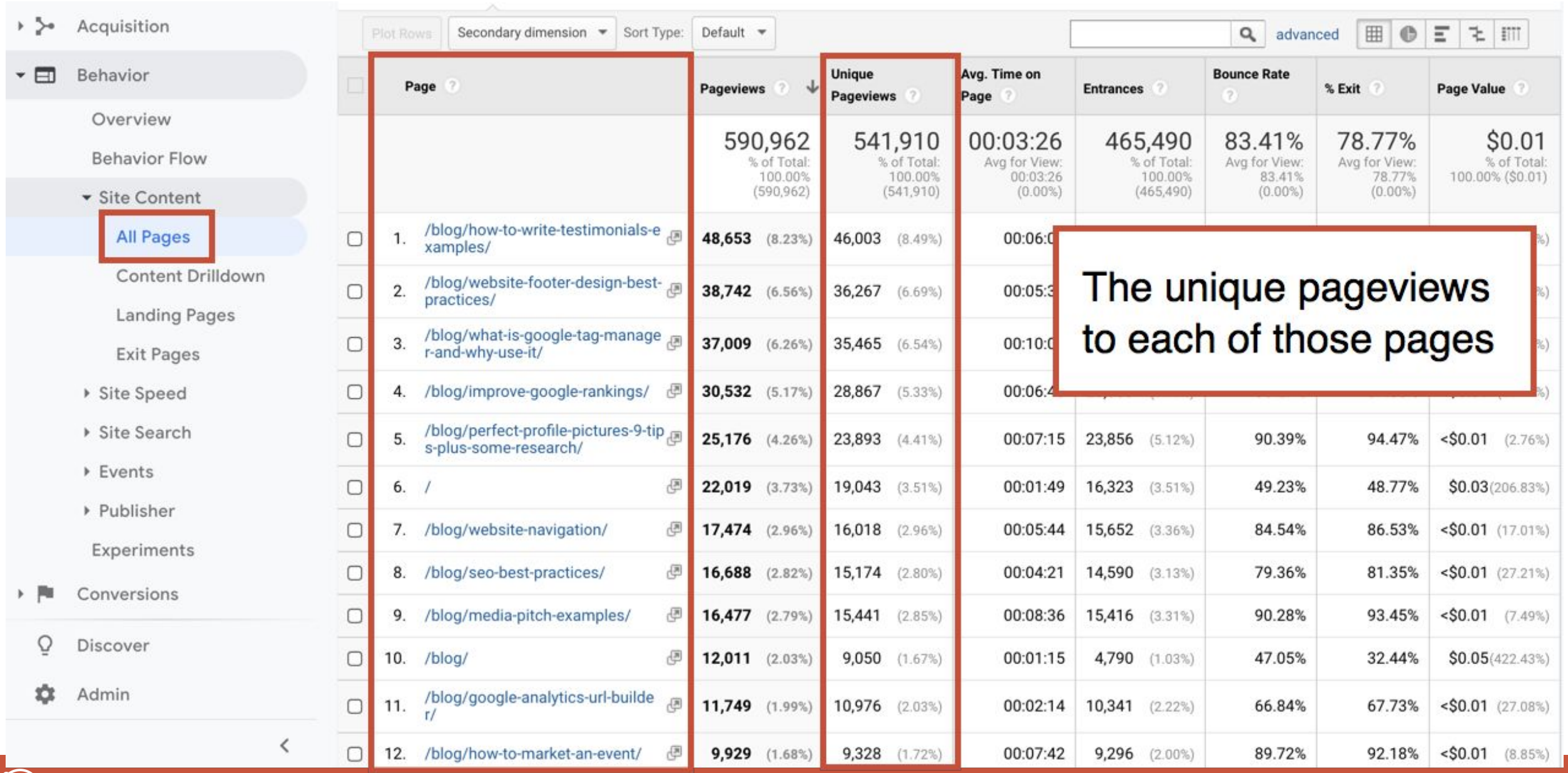
Find your best mousetraps

Conversions > Goals > Reverse Goal Path



	Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Completions
1.	/sticky-newsletter-thank-you/	/blog/blogging-statistics/	(entrance)	(not set)	95 (3.60%)
2.	/sticky-newsletter-thank-you/	/blog/website-footer-design-best-practices/	(entrance)	(not set)	74 (2.80%)
3.	/sticky-newsletter-thank-you/	/blog/improve-google-rankings/	(entrance)	(not set)	70 (2.65%)
4.	/sticky-newsletter-thank-you/	/blog/web-design-standards/	(entrance)	(not set)	67 (2.54%)
5.	/sticky-newsletter-thank-you/	/blog/website-competitive-analysis-tools/	(entrance)	(not set)	61 (2.31%)
6.	/sticky-newsletter-thank-you/	/blog/how-to-write-testimonials-examples/	(entrance)	(not set)	55 (2.08%)
7.	/sticky-newsletter-thank-you/	/blog/email-signup-forms/	(entrance)	(not set)	52 (1.97%)
8.	/sticky-newsletter-thank-you/	/blog/web-design-tips/	(entrance)	(not set)	52 (1.97%)
9.	/sticky-newsletter-thank-you/	/blog/how-to-market-an-event/	(entrance)	(not set)	46 (1.74%)
10.	/sticky-newsletter-thank-you/	/blog/seo-best-practices/	(entrance)	(not set)	42 (1.59%)
11.	/sticky-newsletter-thank-you/	/blog/website-navigation/	(entrance)	(not set)	40 (1.51%)
12.	/sticky-newsletter-thank-you/	/blog/website-launch-checklist/	(entrance)	(not set)	37 (1.40%)
13.	/sticky-newsletter-thank-you/	/blog/what-is-google-tag-manager-and-why-use-it/	(entrance)	(not set)	37 (1.40%)
14.	/sticky-newsletter-thank-you/	/blog/content-marketing-metrics-to-track/	(entrance)	(not set)	33 (1.25%)
15.	/sticky-newsletter-thank-you/	/blog/google-analytics-url-builder/	(entrance)	(not set)	30 (1.14%)

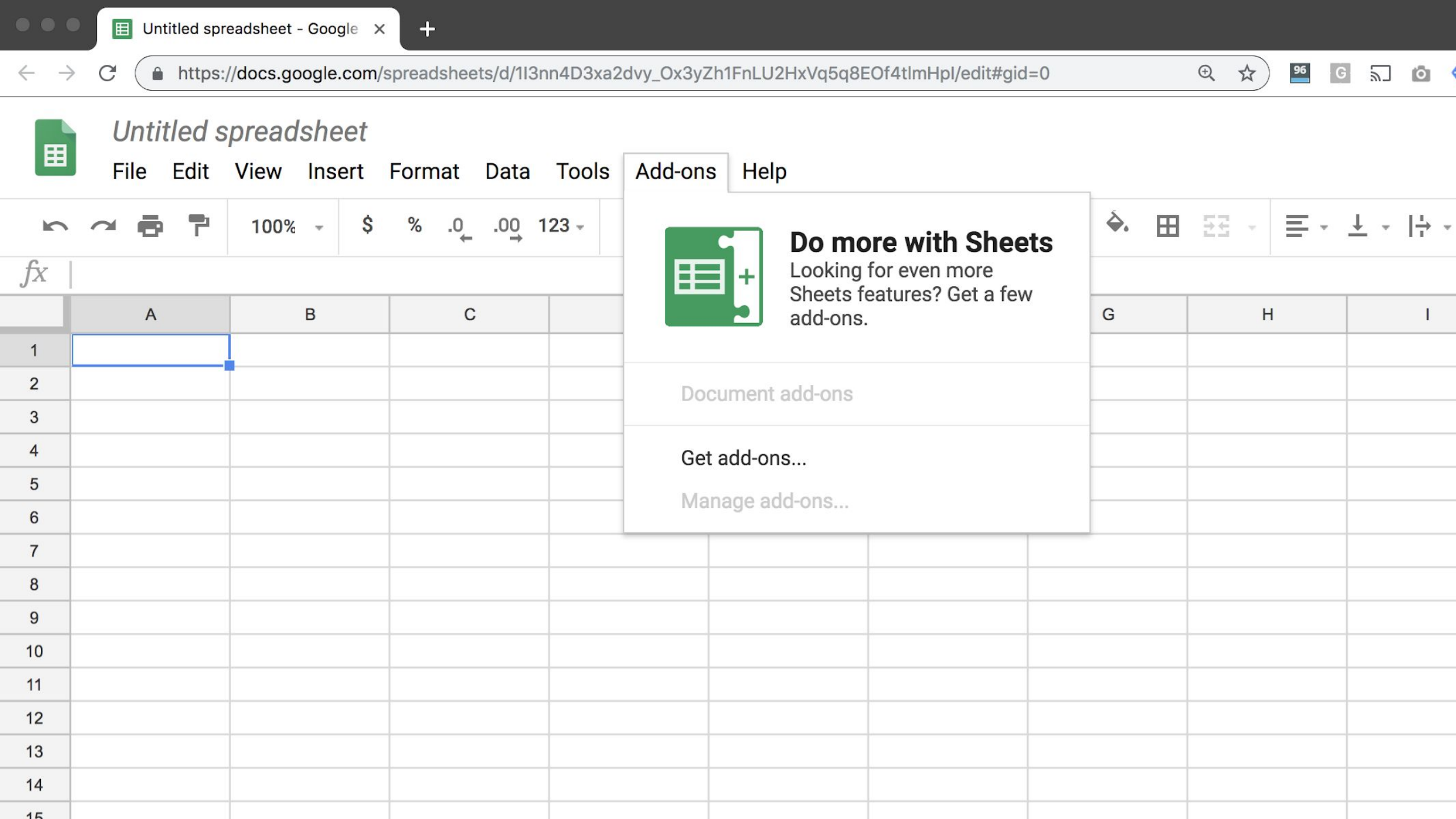
Behavior > Site Content > All Pages



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		590,962 % of Total: 100.00% (590,962)	541,910 % of Total: 100.00% (541,910)	00:03:26 Avg for View: 00:03:26 (0.00%)	465,490 % of Total: 100.00% (465,490)	83.41% Avg for View: 83.41% (0.00%)	78.77% Avg for View: 78.77% (0.00%)	$0.01 % of Total: 100.00% ($0.01)
1.	/blog/how-to-write-testimonials-examples/	48,653 (8.23%)	46,003 (8.49%)	00:06:0				
2.	/blog/website-footer-design-best-practices/	38,742 (6.56%)	36,267 (6.69%)	00:05:3				
3.	/blog/what-is-google-tag-manager-and-why-use-it/	37,009 (6.26%)	35,465 (6.54%)	00:10:0				
4.	/blog/improve-google-rankings/	30,532 (5.17%)	28,867 (5.33%)	00:06:4				
5.	/blog/perfect-profile-pictures-9-tips-plus-some-research/	25,176 (4.26%)	23,893 (4.41%)	00:07:15	23,856 (5.12%)	90.39%	94.47%	<$0.01 (2.76%)
6.	/	22,019 (3.73%)	19,043 (3.51%)	00:01:49	16,323 (3.51%)	49.23%	48.77%	$0.03 (206.83%)
7.	/blog/website-navigation/	17,474 (2.96%)	16,018 (2.96%)	00:05:44	15,652 (3.36%)	84.54%	86.53%	<$0.01 (17.01%)
8.	/blog/seo-best-practices/	16,688 (2.82%)	15,174 (2.80%)	00:04:21	14,590 (3.13%)	79.36%	81.35%	<$0.01 (27.21%)
9.	/blog/media-pitch-examples/	16,477 (2.79%)	15,441 (2.85%)	00:08:36	15,416 (3.31%)	90.28%	93.45%	<$0.01 (7.49%)
10.	/blog/	12,011 (2.03%)	9,050 (1.67%)	00:01:15	4,790 (1.03%)	47.05%	32.44%	$0.05 (422.43%)
11.	/blog/google-analytics-url-builder/	11,749 (1.99%)	10,976 (2.03%)	00:02:14	10,341 (2.22%)	66.84%	67.73%	<$0.01 (27.08%)
12.	/blog/how-to-market-an-event/	9,929 (1.68%)	9,328 (1.72%)	00:07:42	9,296 (2.00%)	89.72%	92.18%	<$0.01 (8.85%)

	A	B	C	D	E
1	**Page**	**Pageviews**	**Newsletter Subs**	**Conversion Rate**	
2	/blog/email-signup-forms/	4,098	39	0.95%	
3	/blog/free-seo-advice/	3,367	27	0.80%	
4	/blog/blogger-trends/	6,434	49	0.76%	
5	/blog/how-to-start-a-blog/	2,400	18	0.75%	
6	/blog/great-writing-higher-search-rankings/	2,354	14	0.59%	
7	/blog/web-content-checklist-17-ways-to-publish-better-c	2,818	13	0.46%	
8	/blog/questions-to-ask-your-homepage/	4,157	19	0.46%	
9	/blog/how-to-research-keywords-tips/	5,190	21	0.40%	
10	/blog/social-media-seo/	4,065	15	0.37%	
11	/blog/lead-generation-website-practices/				
12	/blog/remove-from-your-site/				
13	/blog/writing-headlines/				
14	/blog/increase-conversion-rate/				
15	/blog/email-into-high-ranking-articles/				
16	/blog/neuromarketing-web-design/				
17	/blog/how-to-setup-google-analytics/				
18	/blog/seo-best-practices/	18,697	52	0.28%	
19	/blog/what-to-blog-about/	8,707	24	0.28%	
20	/blog/content-promotion-strategy/	3,318	9	0.27%	
21	/blog/ways-to-improve-your-website/	14,681	37	0.25%	
22	/blog/content-marketing-mission-statement/	3,621	9	0.25%	
23	/blog/increase-website-traffic/	7,667	19	0.25%	

Move everything into a spreadsheet and manually do the calculation…


Untitled spreadsheet - Google
https://docs.google.com/spreadsheets/d/1l3nn4D3xa2dvy_Ox3yZh1FnLU2HxVq5q8EOf4tlmHpI/edit#gid=0
Untitled spreadsheet
File
Edit
View
Insert
Format
Data
Tools
Add-ons
Help
100%
$
%
.0
.00
123
fx
A
B
C
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11
12
13
14
Do more with Sheets
Looking for even more Sheets features? Get a few add-ons.
Document add-ons
Get add-ons...
Manage add-ons...

Untitled spreadsheet - Google

https://docs.google.com/spreadsheets/d/1l3nn4D3xa2dvy_Ox3yZh1FnLU2HxVq5q8EOf4tlmHpI/edit#gid=0

Untitled spreadsheet

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

SHARE

Add-ons

All

Search add-ons

Flubaroo

Google Analytics

Access all of your Google Analytics data in Google Spreadsheets.

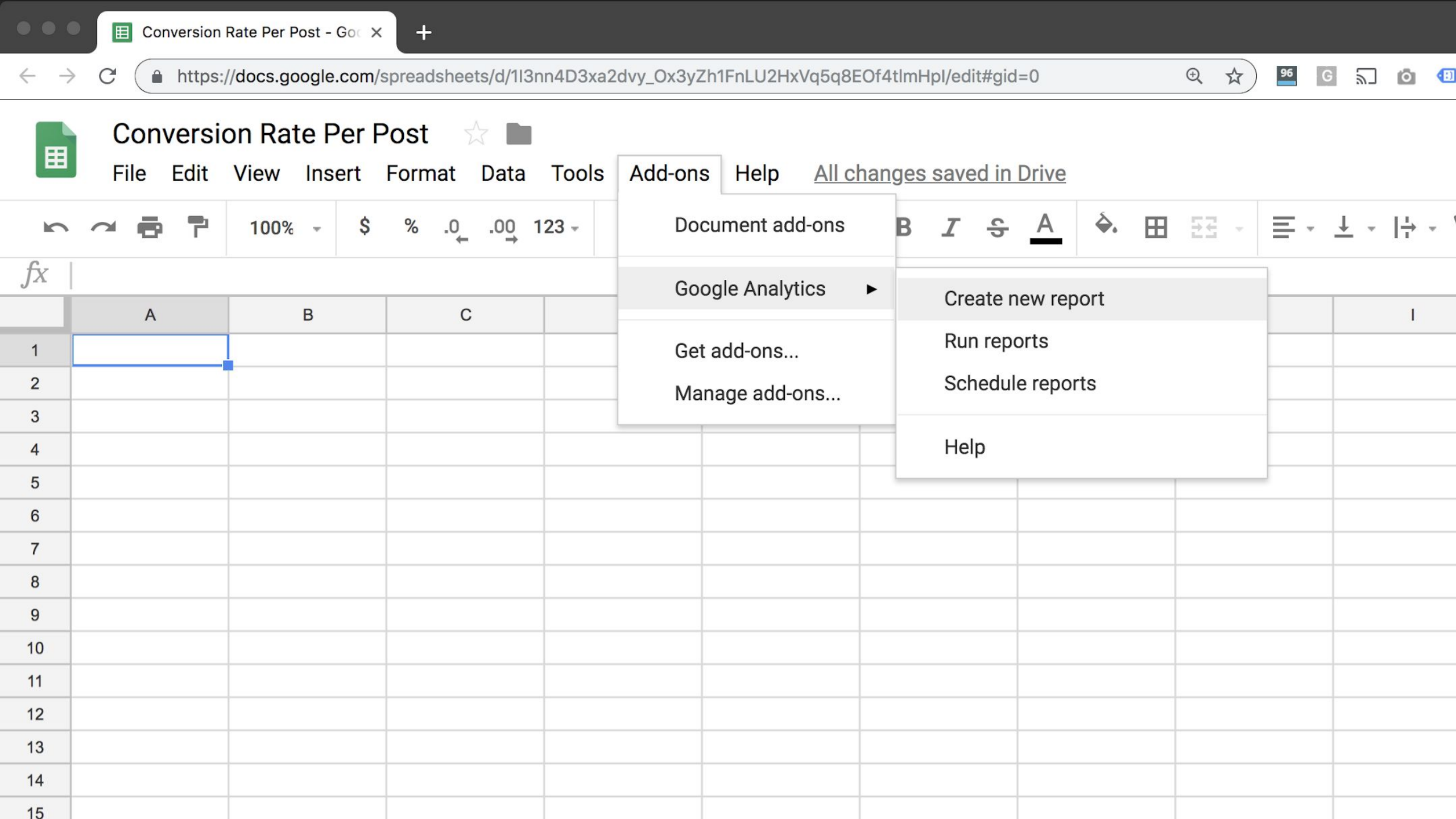
FREE

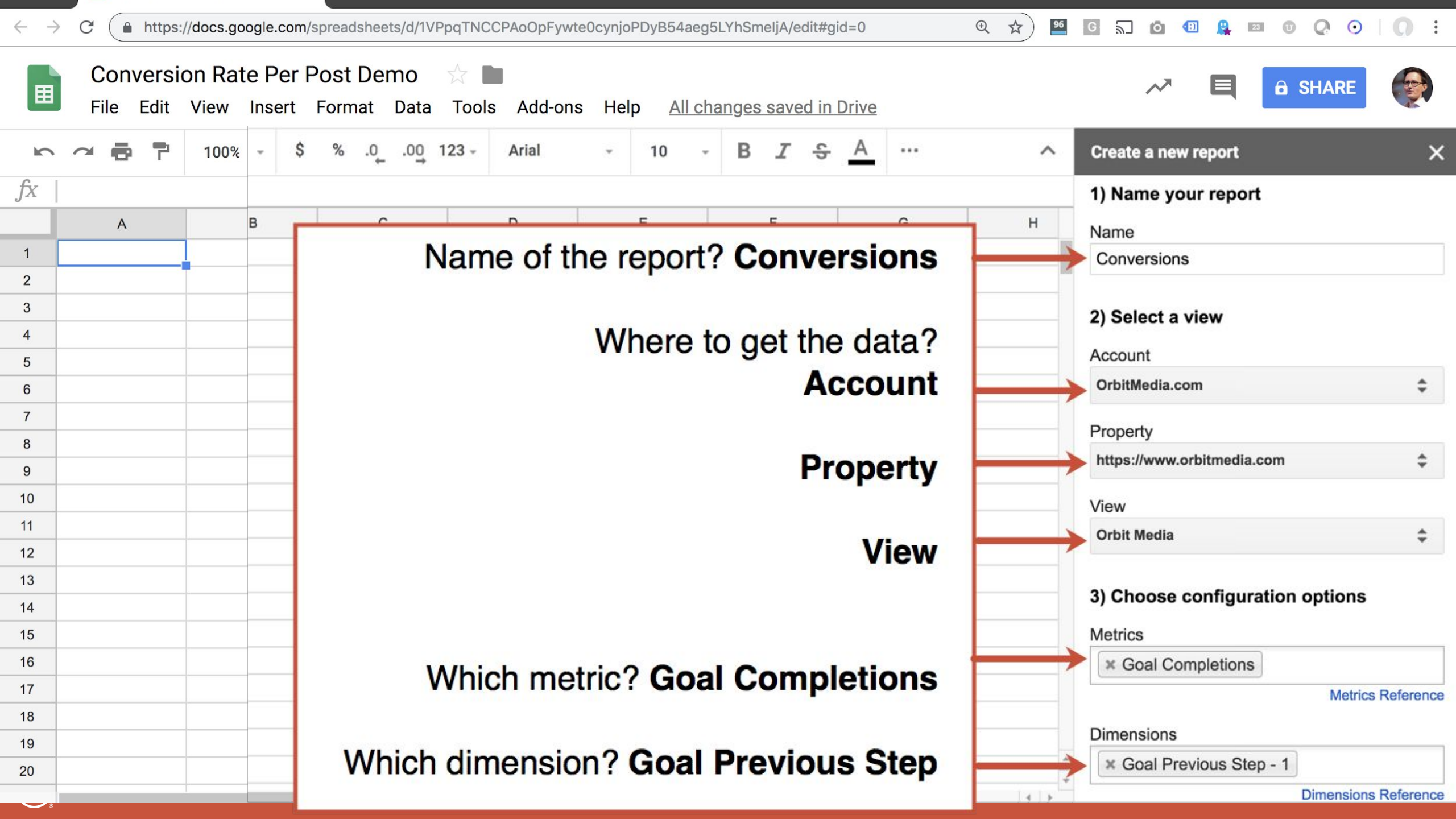
Power Tools

569,800 users

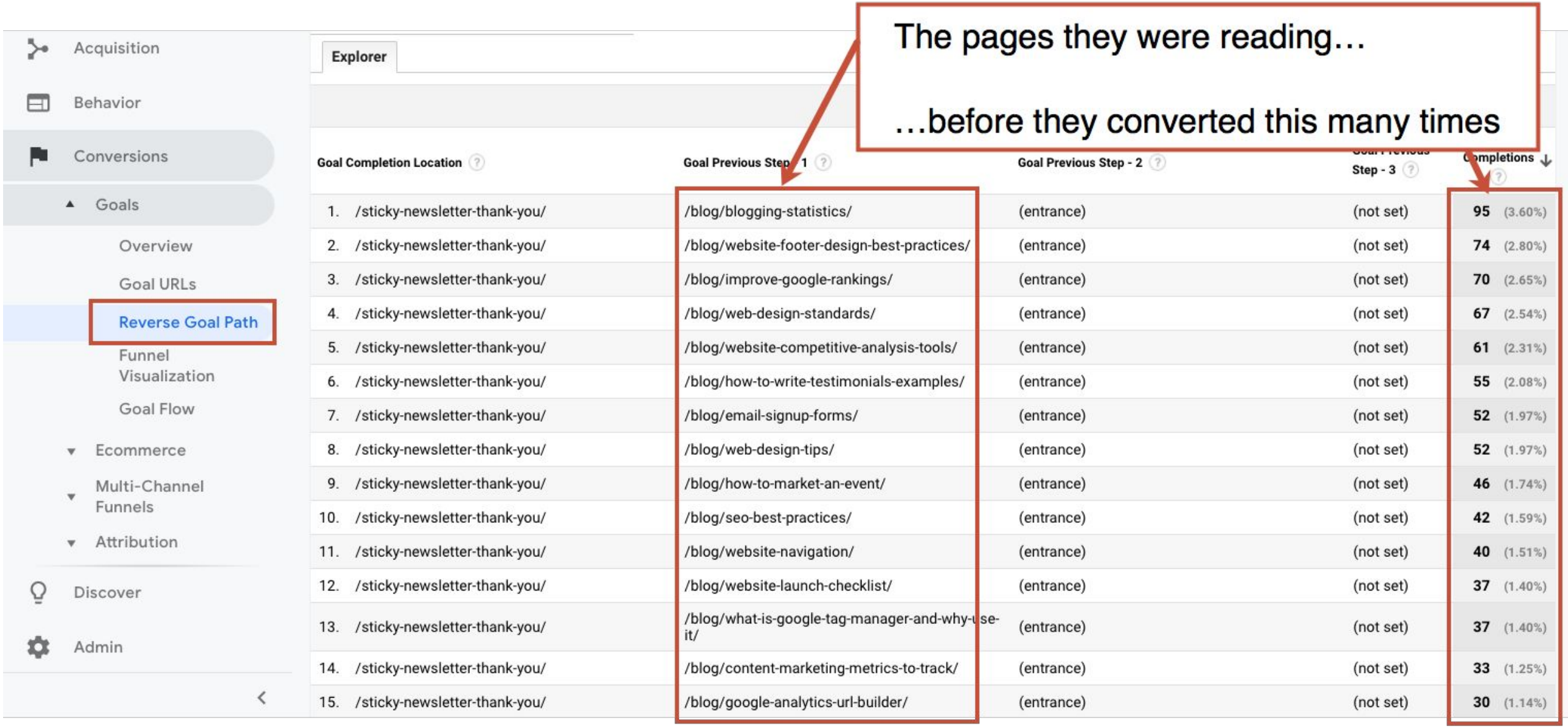
Yet Another Mail Merge

Template Gallery

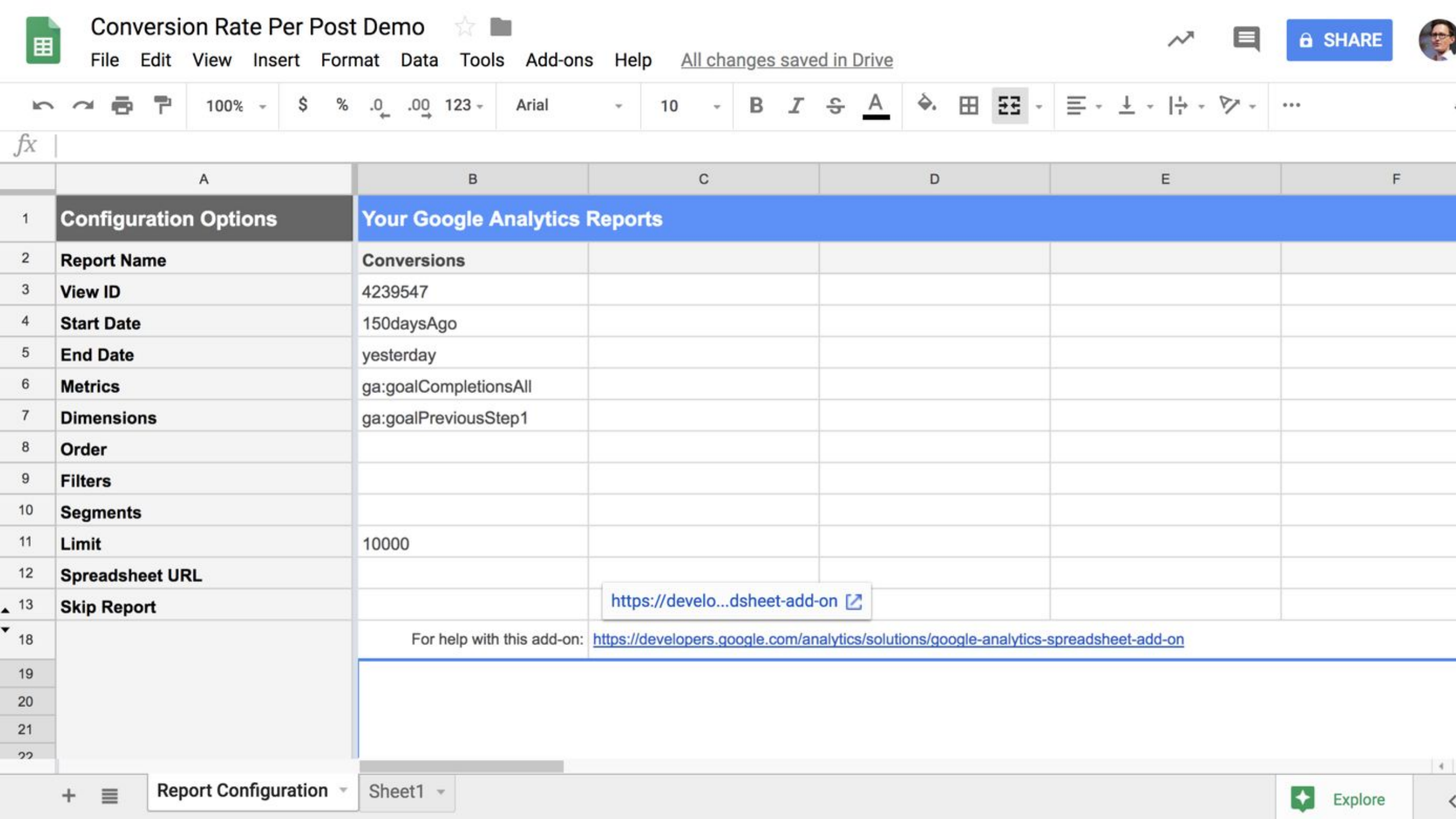

Conversion Rate Per Post - Go
https://docs.google.com/spreadsheets/d/1l3nn4D3xa2dvy_Ox3yZh1FnLU2HxVq5q8EOf4tlmHpI/edit#gid=0
Conversion Rate Per Post
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive
100% $ % .0 .00 123
Document add-ons
Google Analytics
Get add-ons...
Manage add-ons...
Create new report
Run reports
Schedule reports
Help
A B C I
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

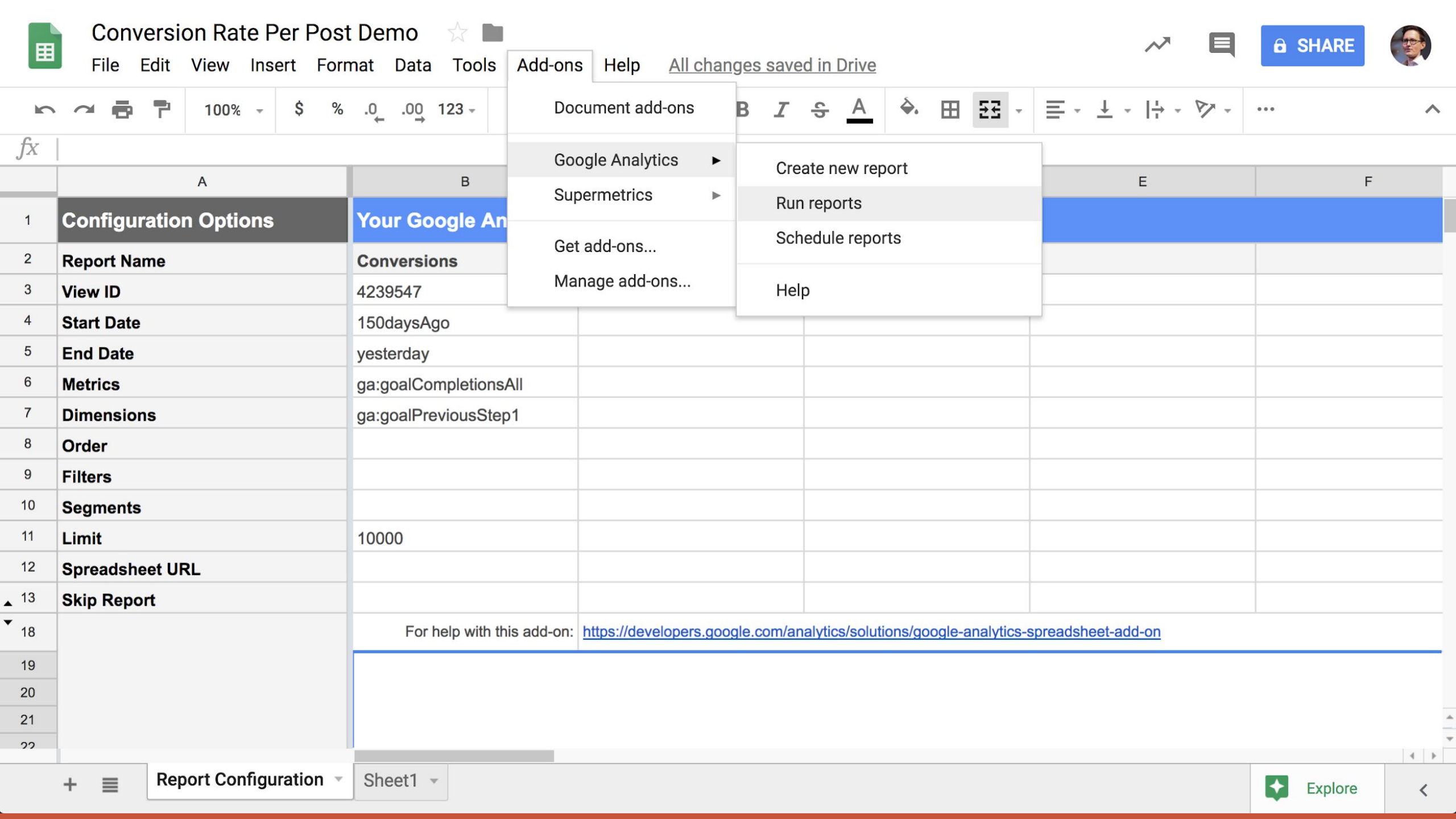

https://docs.google.com/spreadsheets/d/1VPpqTNCCPAoOpFywte0cynjoPDyB54aeg5LYhSmeljA/edit#gid=0
Conversion Rate Per Post Demo
File Edit View Insert Format Data Tools Add-ons Help
All changes saved in Drive
SHARE
Name of the report? Conversions
Where to get the data?
Account
Property
View
Which metric? Goal Completions
Which dimension? Goal Previous Step
Create a new report
1) Name your report
Name
Conversions
2) Select a view
Account
OrbitMedia.com
Property
https://www.orbitmedia.com
View
Orbit Media
3) Choose configuration options
Metrics
Goal Completions
Metrics Reference
Dimensions
Goal Previous Step - 1
Dimensions Reference

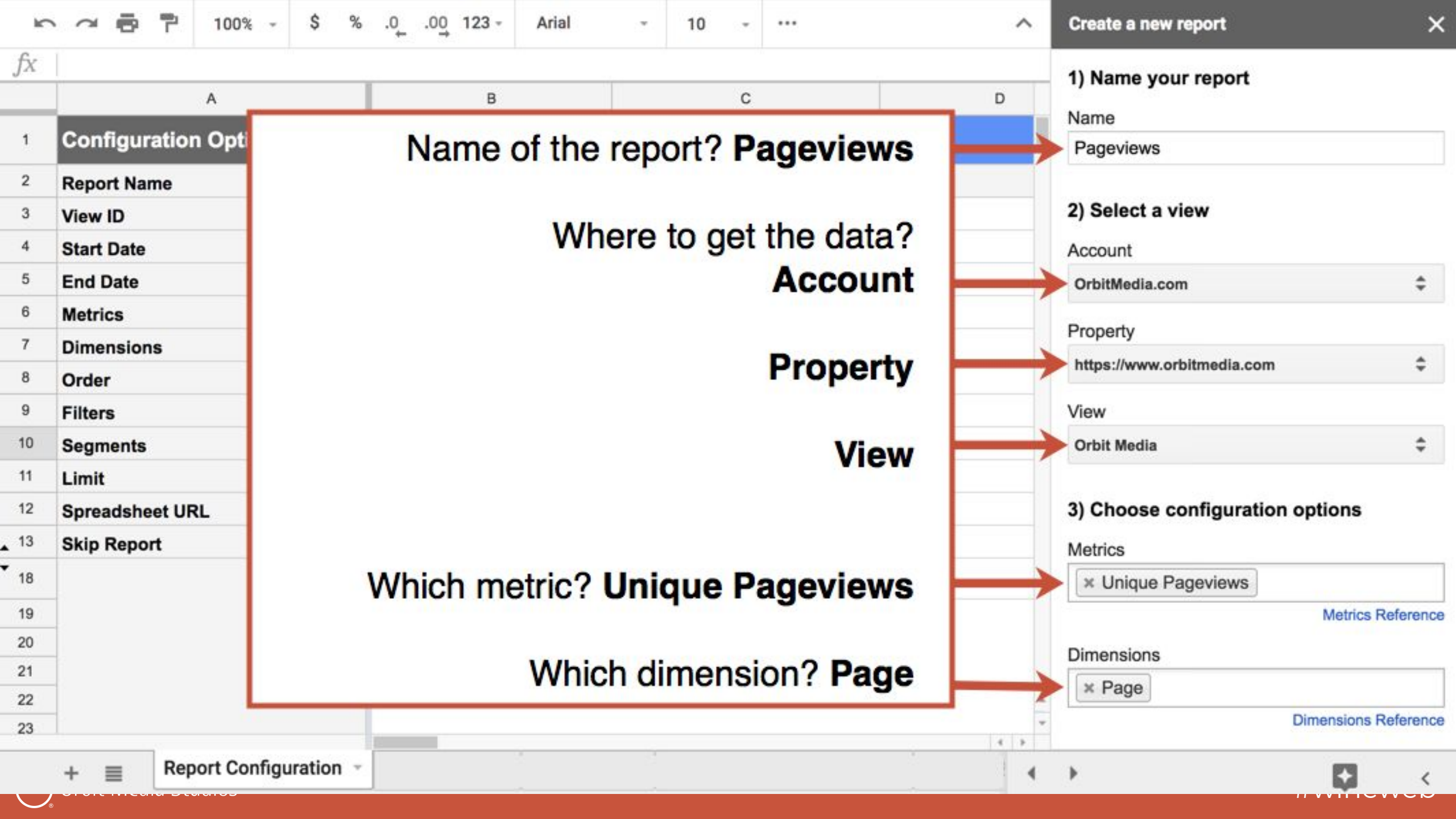
Conversions > Goals > Reverse Goal Path



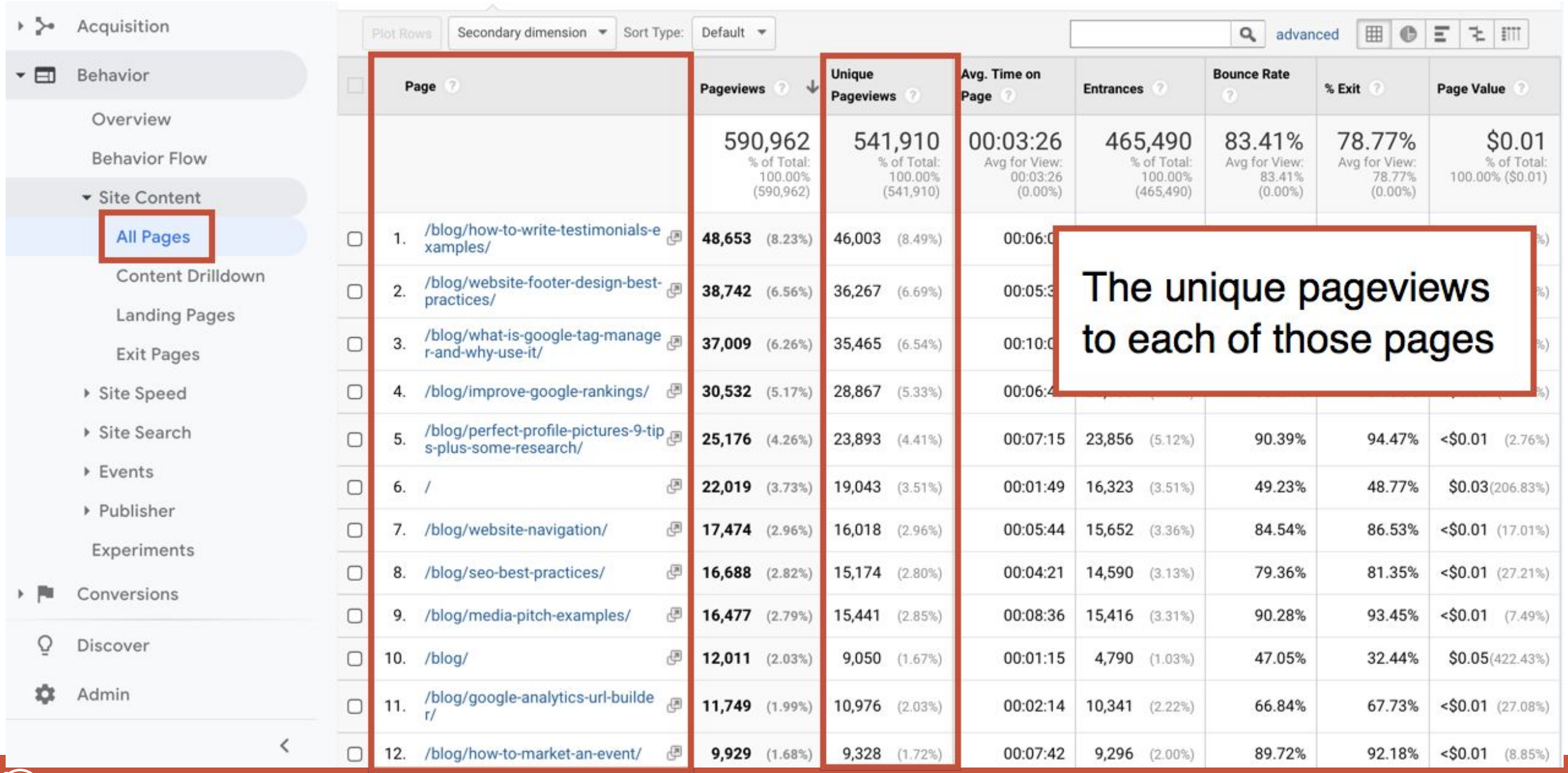
	Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Completions
1.	/sticky-newsletter-thank-you/	/blog/blogging-statistics/	(entrance)	(not set)	95 (3.60%)
2.	/sticky-newsletter-thank-you/	/blog/website-footer-design-best-practices/	(entrance)	(not set)	74 (2.80%)
3.	/sticky-newsletter-thank-you/	/blog/improve-google-rankings/	(entrance)	(not set)	70 (2.65%)
4.	/sticky-newsletter-thank-you/	/blog/web-design-standards/	(entrance)	(not set)	67 (2.54%)
5.	/sticky-newsletter-thank-you/	/blog/website-competitive-analysis-tools/	(entrance)	(not set)	61 (2.31%)
6.	/sticky-newsletter-thank-you/	/blog/how-to-write-testimonials-examples/	(entrance)	(not set)	55 (2.08%)
7.	/sticky-newsletter-thank-you/	/blog/email-signup-forms/	(entrance)	(not set)	52 (1.97%)
8.	/sticky-newsletter-thank-you/	/blog/web-design-tips/	(entrance)	(not set)	52 (1.97%)
9.	/sticky-newsletter-thank-you/	/blog/how-to-market-an-event/	(entrance)	(not set)	46 (1.74%)
10.	/sticky-newsletter-thank-you/	/blog/seo-best-practices/	(entrance)	(not set)	42 (1.59%)
11.	/sticky-newsletter-thank-you/	/blog/website-navigation/	(entrance)	(not set)	40 (1.51%)
12.	/sticky-newsletter-thank-you/	/blog/website-launch-checklist/	(entrance)	(not set)	37 (1.40%)
13.	/sticky-newsletter-thank-you/	/blog/what-is-google-tag-manager-and-why-use-it/	(entrance)	(not set)	37 (1.40%)
14.	/sticky-newsletter-thank-you/	/blog/content-marketing-metrics-to-track/	(entrance)	(not set)	33 (1.25%)
15.	/sticky-newsletter-thank-you/	/blog/google-analytics-url-builder/	(entrance)	(not set)	30 (1.14%)


Conversion Rate Per Post Demo
File Edit View Insert Format Data Tools Add-ons Help
All changes saved in Drive
SHARE
100% $ % .0 .00 123 Arial 10
fx
A B C D E F
1 Configuration Options Your Google Analytics Reports
2 Report Name Conversions
3 View ID 4239547
4 Start Date 150daysAgo
5 End Date yesterday
6 Metrics ga:goalCompletionsAll
7 Dimensions ga:goalPreviousStep1
8 Order
9 Filters
10 Segments
11 Limit 10000
12 Spreadsheet URL
13 Skip Report
https://develo...dsheet-add-on
18 For help with this add-on: https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on
19
20
21
22
Report Configuration
Sheet1
Explore


Conversion Rate Per Post Demo
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive
SHARE
Document add-ons
Google Analytics
Supermetrics
Get add-ons...
Manage add-ons...
Create new report
Run reports
Schedule reports
Help
Configuration Options
Your Google An
Report Name
Conversions
View ID
4239547
Start Date
150daysAgo
End Date
yesterday
Metrics
ga:goalCompletionsAll
Dimensions
ga:goalPreviousStep1
Order
Filters
Segments
Limit
10000
Spreadsheet URL
Skip Report
For help with this add-on:
https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on
Report Configuration
Sheet1
Explore


Configuration Opt
Report Name
View ID
Start Date
End Date
Metrics
Dimensions
Order
Filters
Segments
Limit
Spreadsheet URL
Skip Report
Name of the report? Pageviews
Where to get the data?
Account
Property
View
Which metric? Unique Pageviews
Which dimension? Page
Create a new report
1) Name your report
Name
Pageviews
2) Select a view
Account
OrbitMedia.com
Property
https://www.orbitmedia.com
View
Orbit Media
3) Choose configuration options
Metrics
Unique Pageviews
Metrics Reference
Dimensions
Page
Dimensions Reference
Report Configuration

Behavior > Site Content > All Pages



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		590,962 % of Total: 100.00% (590,962)	541,910 % of Total: 100.00% (541,910)	00:03:26 Avg for View: 00:03:26 (0.00%)	465,490 % of Total: 100.00% (465,490)	83.41% Avg for View: 83.41% (0.00%)	78.77% Avg for View: 78.77% (0.00%)	$0.01 % of Total: 100.00% ($0.01)
1.	/blog/how-to-write-testimonials-examples/	48,653 (8.23%)	46,003 (8.49%)	00:06:0				
2.	/blog/website-footer-design-best-practices/	38,742 (6.56%)	36,267 (6.69%)	00:05:3				
3.	/blog/what-is-google-tag-manager-and-why-use-it/	37,009 (6.26%)	35,465 (6.54%)	00:10:0				
4.	/blog/improve-google-rankings/	30,532 (5.17%)	28,867 (5.33%)	00:06:4				
5.	/blog/perfect-profile-pictures-9-tips-plus-some-research/	25,176 (4.26%)	23,893 (4.41%)	00:07:15	23,856 (5.12%)	90.39%	94.47%	<$0.01 (2.76%)
6.	/	22,019 (3.73%)	19,043 (3.51%)	00:01:49	16,323 (3.51%)	49.23%	48.77%	$0.03 (206.83%)
7.	/blog/website-navigation/	17,474 (2.96%)	16,018 (2.96%)	00:05:44	15,652 (3.36%)	84.54%	86.53%	<$0.01 (17.01%)
8.	/blog/seo-best-practices/	16,688 (2.82%)	15,174 (2.80%)	00:04:21	14,590 (3.13%)	79.36%	81.35%	<$0.01 (27.21%)
9.	/blog/media-pitch-examples/	16,477 (2.79%)	15,441 (2.85%)	00:08:36	15,416 (3.31%)	90.28%	93.45%	<$0.01 (7.49%)
10.	/blog/	12,011 (2.03%)	9,050 (1.67%)	00:01:15	4,790 (1.03%)	47.05%	32.44%	$0.05 (422.43%)
11.	/blog/google-analytics-url-builder/	11,749 (1.99%)	10,976 (2.03%)	00:02:14	10,341 (2.22%)	66.84%	67.73%	<$0.01 (27.08%)
12.	/blog/how-to-market-an-event/	9,929 (1.68%)	9,328 (1.72%)	00:07:42	9,296 (2.00%)	89.72%	92.18%	<$0.01 (8.85%)

Conversion Rate Per Post Demo

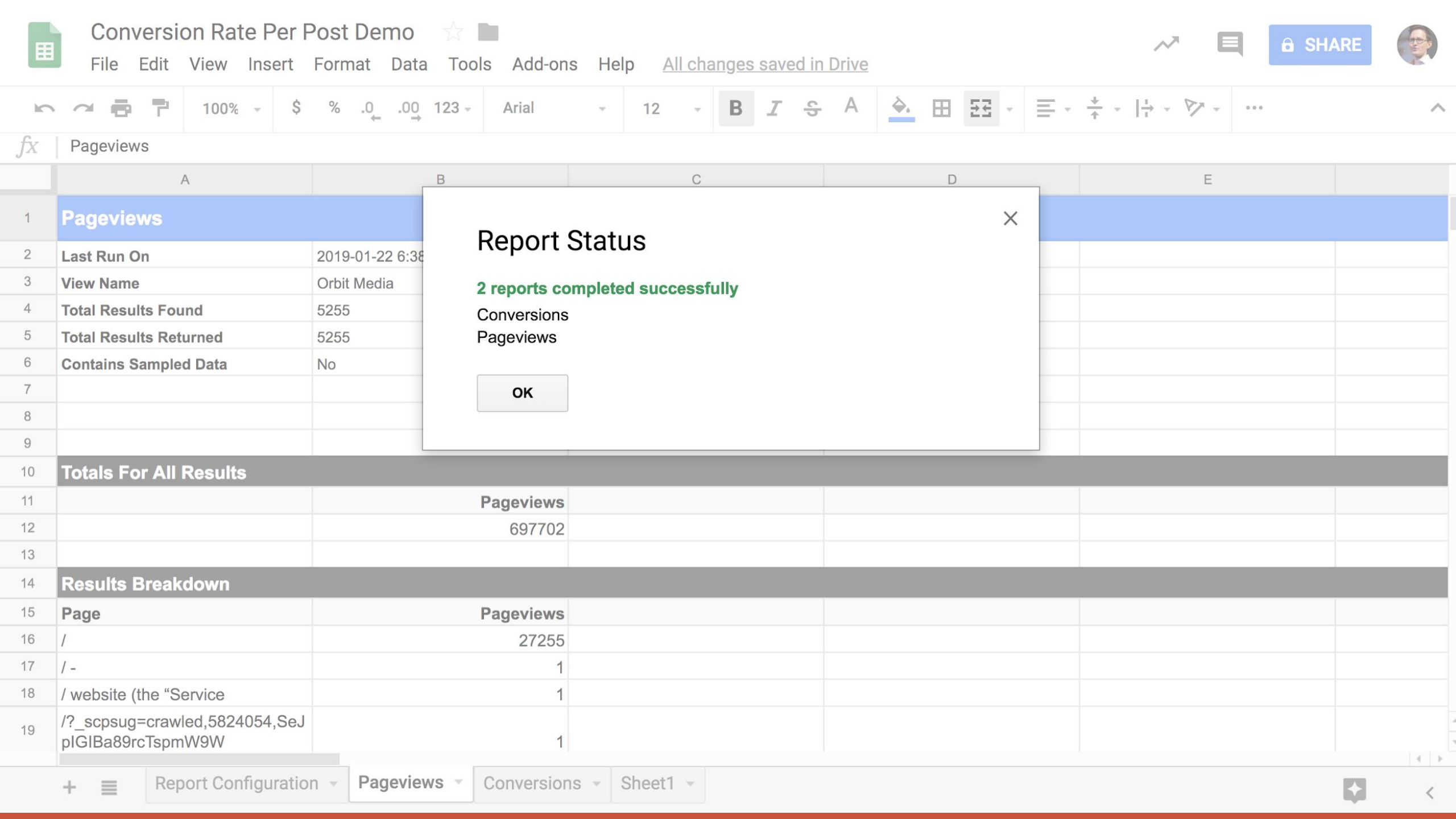
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

SHARE

	A	B	C	D	E	F
1	**Configuration Options**	**Your Google Analytics Reports**				
2	**Report Name**	**Conversions**	**Pageviews**			
3	**View ID**	4239547	4239547			
4	**Start Date**	150daysAgo	150daysAgo			
5	**End Date**	yesterday	yesterday			
6	**Metrics**	ga:goalCompletionsAll	ga:pageviews			
7	**Dimensions**	ga:goalPreviousStep1	ga:pagePath			
8	**Order**					
9	**Filters**					
10	**Segments**					
11	**Limit**	10000	10000			
12	**Spreadsheet URL**					
13	**Skip Report**					
18		For help with this add-on:	https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on			
19						
20						
21						
22						

Report Configuration | Conversions | Sheet1

Explore


Conversion Rate Per Post Demo
File Edit View Insert Format Data Tools Add-ons Help
All changes saved in Drive
SHARE
Pageviews
Report Status
2 reports completed successfully
Conversions
Pageviews
OK
Pageviews
Last Run On 2019-01-22 6:38
View Name Orbit Media
Total Results Found 5255
Total Results Returned 5255
Contains Sampled Data No
Totals For All Results
Pageviews
697702
Results Breakdown
Page Pageviews
/ 27255
/ - 1
/ website (the “Service 1
/?_scpsug=crawled,5824054,SeJpIGIBa89rcTspmW9W 1
Report Configuration
Pageviews
Conversions
Sheet1

	A	B	C	D	E
1	**Conversions**				
2	**Last Run On**	2019-01-22 6:10:24			
3	**View Name**	Orbit Media			
4	**Total Results Found**	419			
5	**Total Results Returned**	419			
6	**Contains Sampled Data**	No			
7					
8					
9					
10	**Totals For All Results**				
11		**Goal Completions**			
12		3240			
13					
14	**Results Breakdown**				
15	**Goal Previous Step - 1**	**Goal Completions**			
16	(entrance)	331			
17	(not set)	0			
18	/	103			
19	/?fbclid=IwAR17_OPsXjvv_ShnWcpW7bbrdyhfTCdWFRLTyM3yTnhIHtJRObnLsOT_hck	1			
20	/?s=2010	0			
21	/?s=2010\	0			

	A	B	C	D	E
1	**Conversions**				
2	**Last Run On**	2019-01-22 6:14:39			
3	**View Name**	Orbit Media			
4	**Total Results Found**	235			
5	**Total Results Returned**	235			
6	**Contains Sampled Data**	No			
7					
8					
9					
10	**Totals For All Results**				
11		**Goal Completions**			
12		3240			
13					
14	**Results Breakdown**				
15	**Goal Previous Step - 1**	**Goal Completions**			
16	(entrance)	331			
17	/	103			
18	/?fbclid=IwAR17_OPsXjvv_ShnWcpW7bbrdyhfTCdWFRLTyM3yTnhIHtJRObnLsOT_hck	1			
19	/about/	18			
20	/about/b-corp/	2			
21	/about/careers/	4			

All of the pages from which people converted

The number of those conversions

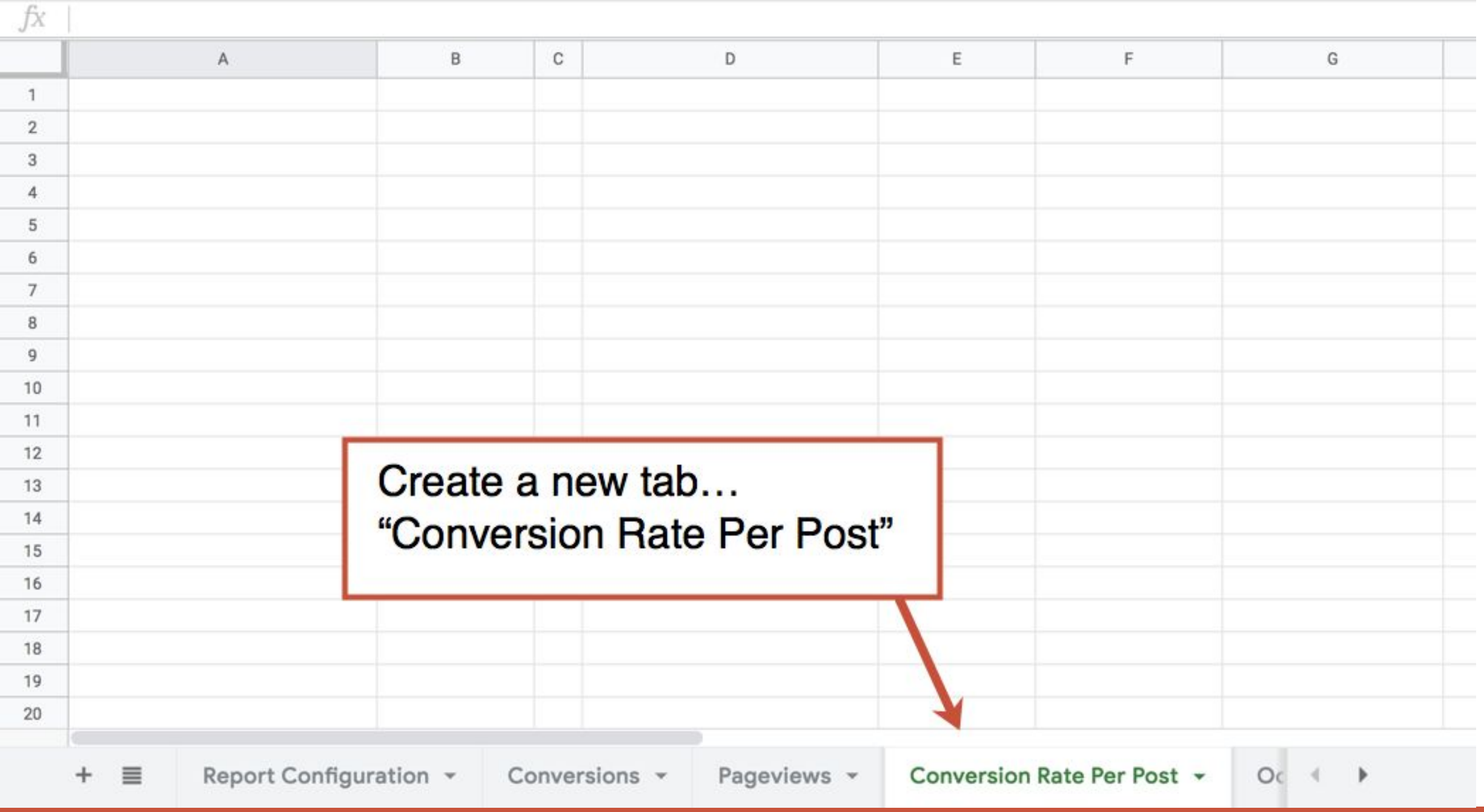
Report Configuration | Conversions | Sheet1

	A	B	C	D	E
1	**Pageviews**				
2	**Last Run On**	2019-01-22 6:38:09			
3	**View Name**	Orbit Media			
4	**Total Results Found**	5255			
5	**Total Results Returned**	5255			
6	**Contains Sampled Data**	No			
7					
8					
9					
10	**Totals For All Results**				
11		**Pageviews**			
12		697702			
13					
14	**Results Breakdown**				
15	**Page**	**Pageviews**			
16	/	27255			
17	/ -	1			
18	/ website (the “Service	1			
19	/?_scpsug=crawled,5824054,SeJpIGIBa89rcTspmW9W	1			
20	/?_scpsug=crawled,6267976,SeJpIGIBa89rcTspmW9W	2			
21	/?d_utk=1c609801-5ca6-4961-98				

All of the pages on the website

The number of unique pageviews to each

Report Configuration | Pageviews | Conversions | Sheet1


Create a new tab…
“Conversion Rate Per Post”
Report Configuration
Conversions
Pageviews
Conversion Rate Per Post

=Pageviews!A16

	A	B	C	D	E	F	G
1							
2	**Page**						
3	/						
4	/ -						
5	/ website (the “Service						
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_utk=1c609801-5ca6-4961-98						
9	/?fbclid=IwAR0-ynCMQndM4tVlp						
10	/?fbclid=IwAR02dOYct2pmWM3C						
11	/?fbclid=IwAR05nmmBK6UbGnnI						
12	/?fbclid=IwAR0LBkdjaZYZUm3N						
13	/?fbclid=IwAR0SWNzX2xFdyevly						
14	/?fbclid=IwAR17_OPsXjvv_ShnW						
15	/?fbclid=IwAR1Ax5a8XJVzVawkz						
16	/?fbclid=IwAR1eL_QAkCqd8HDfV						
17	/?fbclid=IwAR1iFPNKnE51TxjV5						
18	/?fbclid=IwAR1Yj8inuNea2R71pP						

=Pageviews!A16

Bring in the pages
from the Pageviews tab

Conversions | Pageviews | Conversion Rate Per Post | Oc

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**					
3	/						
4	/ -						
5	/ website (the “Service						
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_utk=1c609801-5ca6-4961-98						
9	/?fbclid=IwAR0-ynCMQndM4tVlp						
10	/?fbclid=IwAR02dOYct2pmWM3C						
11	/?fbclid=IwAR05nmmBK6UbGnnI						
12	/?fbclid=IwAR0LBkdjaZYZUm3N						
13	/?fbclid=IwAR0SWNzX2xFdyevly						
14	/?fbclid=IwAR17_OPsXjvv_ShnW						
15	/?fbclid=IwAR1Ax5a8XJVzVawkz						
16	/?fbclid=IwAR1eL_QAkCqd8HDfV						
17	/?fbclid=IwAR1iFPNKnE51TxjV5						
18	/?fbclid=IwAR1Yj8inuNea2R71pP						

Make a column for “Pageviews”

Conversions | Pageviews | Conversion Rate Per Post | Oc

=Pageviews!B16

	A	B	C	F	G
1					
2	**Page**	**Pageviews**			
3	/	27266			
4	/ -	1			
5	/ website (the “Service	1			
6	/?_scpsug=crawled,5824054,SeJ	1			
7	/?_scpsug=crawled,6267976,SeJ	2			
8	/?d_utk=1c609801-5ca6-4961-98	1			
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1			
10	/?fbclid=IwAR02dOYct2pmWM3C	1			
11	/?fbclid=IwAR05nmmBK6UbGnnI	2			
12	/?fbclid=IwAR0LBkdjaZYZUm3N	1			
13	/?fbclid=IwAR0SWNzX2xFdyevly	1			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1			
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1			
17	/?fbclid=IwAR1iFPNKnE51TxjV5	1			
18	/?fbclid=IwAR1Yi8inuNea2R71pP	1			

Conversions | Pageviews | Conversion Rate Per Post | Oc

=Pageviews!B16

Bring in the pageviews from the Pageviews tab

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**			
3	/	27266					
4	/ -	1					
5	/ website (the “Service	1					
6	/?_scpsug=crawled,5824054,SeJ	1					
7	/?_scpsug=crawled,6267976,SeJ	2					
8	/?d_utk=1c609801-5ca6-4961-98	1					
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1					
10	/?fbclid=IwAR02dOYct2pmWM3C	1					
11	/?fbclid=IwAR05nmmBK6UbGnnI	2					
12	/?fbclid=IwAR0LBkdjaZYZUm3N	1					
13	/?fbclid=IwAR0SWNzX2xFdyevly	1					
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1					
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1					
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1					
17	/?fbclid=IwAR1iFPNKnE51TxjV5	1					
18	/?fbclid=IwAR1Yi8inuNea2R71pP	1					

Make a new column for “Converting Page”

Conversions | Pageviews | Conversion Rate Per Post | Oc

=Conversions!A16

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**			
3	/	27266		(entrance)			
4	/ -	1		/			
5	/ website (the “Service			7_OPsXjvv_ShnV			
6	/?_scpsug=crawled,582						
7	/?_scpsug=crawled,626						
8	/?d_utk=1c609801-5ca6			/			
9	/?fbclid=IwAR0-ynCMQ			/employment-appl			
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/			
11	/?fbclid=IwAR05nmmBK6UbGnnII	2		/about/content-chemistry/			
12	/?fbclid=IwAR0LBkdjaZYZUm3NG	1		/about/team-bios/			
13	/?fbclid=IwAR0SWNzX2xFdyevlya	1		/association-web-design/			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/			
15	/?fbclid=IwAR1Ax5a8XJVzVawkzx	1		/blog-newsletter-thank-you-page			
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/blog/			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC			
18	/?fbclid=IwAR1Yi8inuNea2R71pP	1		/blog/10-things-to-make-your-blc			

=Conversions!B16

Bring in the conversions from the Conversions tab

Conversions | Pageviews | Conversion Rate Per Post | Oc

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**	**Conversions**		
3	/	27266		(entrance)			
4	/ -	1		/			
5	/ website (the “Service			Kjvv_ShnV			
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_utk=1c609801-5ca6-4961-98	1		/about/careers/			
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/careers/employment-appl			
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/about/content-chemistry/			
12	/?fbclid=IwAR0LBkdjaZYZUm3NG	1		/about/team-bios/			
13	/?fbclid=IwAR0SWNzX2xFdyevlya	1		/association-web-design/			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/			
15	/?fbclid=IwAR1Ax5a8XJVzVawkzx	1		/blog-newsletter-thank-you-page			
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/blog/			
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC			
18	/?fbclid=IwAR1Yi8inuNea2R71pP	1		/blog/10-things-to-make-your-blc			

Make a new column for “Conversions”

Conversions | Pageviews | Conversion Rate Per Post | Oc

=Conversions!B16

=Conversions!B16

Bring in the conversions from the Conversions tab

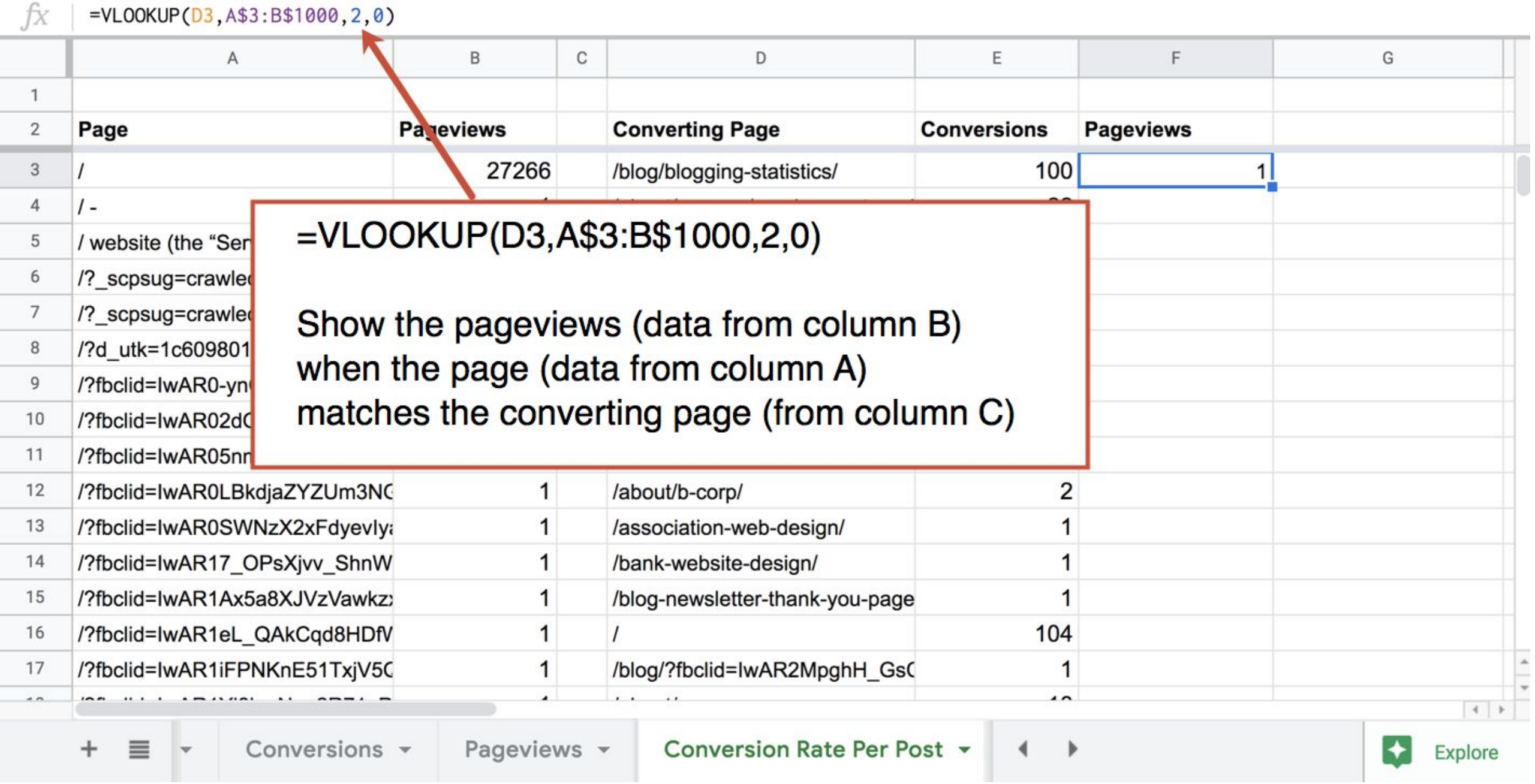
	A	B	C	D	E	F	G
1							
2	**Page**	**P**			**Conversions**		
3	/				331		
4	/ -				104		
5	/ website (the “Service			_ShnV	1		
6	/?_scpsug=crawled,5824054,SeJ	1		/about/	18		
7	/?_scpsug=crawled,6267976,SeJ	2		/about/b-corp/	2		
8	/?d_utk=1c609801-5ca6-4961-98	1		/about/careers/	4		
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/careers/employment-appl	22		
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1		
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/about/content-chemistry/	16		
12	/?fbclid=IwAR0LBkdjaZYZUm3NG	1		/about/team-bios/	5		
13	/?fbclid=IwAR0SWNzX2xFdyevlya	1		/association-web-design/	1		
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1		
15	/?fbclid=IwAR1Ax5a8XJVzVawkzx	1		/blog-newsletter-thank-you-page	1		
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/blog/	425		
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC	1		
18	/?fbclid=IwAR1Yi8inuNea2R71pP	1		/blog/10-things-to-make-your-blc	2		

Conversions | Pageviews | Conversion Rate Per Post | Oc

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**	**Conversions**	**Pageviews**	
3	/	27266		/blog/blogging-statistics/	100		
4	/ -	1		/about/careers/employment-appl	22		
5	/ website (the “Service	1			1		
6	/?_scpsug=crawled,5824054,SeJ	1			425		
7	/?_scpsug=crawled,6267976,SeJ	2			3		
8	/?d_utk=1c609801-5ca6-4961-98	1		/blog/author-websites/	3		
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/content-chemistry/	16		
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1		
11	/?fbclid=IwAR05nmmBK6UbGnnI	2		/blog/blogger-trends/	5		
12	/?fbclid=IwAR0LBkdjaZYZUm3N	1		/about/b-corp/	2		
13	/?fbclid=IwAR0SWNzX2xFdyevIy	1		/association-web-design/	1		
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1		
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page	1		
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/	104		
17	/?fbclid=IwAR1iFPNKnE51TxjV5	1		/blog/?fbclid=IwAR2MpghH_Gs	1		

Make a new column for “Pageviews”

Conversions | Pageviews | Conversion Rate Per Post | Explore


=VLOOKUP(D3,A$3:B$1000,2,0)
=VLOOKUP(D3,A$3:B$1000,2,0)
Show the pageviews (data from column B)
when the page (data from column A)
matches the converting page (from column C)
Page
Pageviews
Converting Page
Conversions
Pageviews
/ 27266 /blog/blogging-statistics/ 100 1
/?fbclid=IwAR0LBkdjaZYZUm3NG 1 /about/b-corp/ 2
/?fbclid=IwAR0SWNzX2xFdyevlya 1 /association-web-design/ 1
/?fbclid=IwAR17_OPsXjvv_ShnW 1 /bank-website-design/ 1
/?fbclid=IwAR1Ax5a8XJVzVawkzx 1 /blog-newsletter-thank-you-page 1
/?fbclid=IwAR1eL_QAkCqd8HDfV 1 / 104
/?fbclid=IwAR1iFPNKnE51TxjV5C 1 /blog/?fbclid=IwAR2MpghH_GsC 1
Conversions
Pageviews
Conversion Rate Per Post
Explore

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**	**Conversions**	**Pageviews**	
3	/	27266		/blog/blogging-statistics/	100	1	
4	/ -	1		/about/careers/employment-appl	22	103	
5	/ website (the “Service	1		/?fbclid=IwAR17_OPsXjvv_ShnV	1	1	
6	/?_scpsug=crawled,5824054,SeJ	1		/blog/	425	12885	
7	/?_scpsug=crawled,6267976,SeJ	2		/blog/author/andycrestodina/	3	92	
8	/?d_utk=1c609801-5ca6-4961-98	1		/blog/author-websites/	3	280	
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/content-chemistry/	16	1667	
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1	937	
11	/?fbclid=IwAR05nmmBK6UbGnnI	2		/blog/blogger-trends/	5	618	
12	/?fbclid=IwAR0LBkdjaZYZUm3N	1		/about/b-corp/	2	388	
13	/?fbclid=IwAR0SWNzX2xFdyevly	1		/association-web-design/	1	318	
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1	828	
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page	1	982	
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/	104	27266	
17	/?fbclid=IwAR1iFPNKnE51TxjV5	1		/blog/?fbclid=IwAR2MpghH_Gs	1	1	

Conversions | Pageviews | Conversion Rate Per Post | Explore

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**	**Conversions**	**Pageviews**	**Conversion Rate**
3	/	27266		/blog/blogging-statistics/	100	1	
4	/ -	1		/about/careers/employment-appl	22	103	
5	/ website (the “Service	1		/?fbclid=IwAR1		1	
6	/?_scpsug=crawled,5824054,SeJ	1		/blog/		12885	
7	/?_scpsug=crawled,6267976,SeJ	2		/blog/author/an		92	
8	/?d_utk=1c609801-5ca6-4961-98	1		/blog/author-websites/	3	280	
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/content-chemistry/	16	1667	
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/	1	937	
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/blogger-trends/	5	618	
12	/?fbclid=IwAR0LBkdjaZYZUm3NG	1		/about/b-corp/	2	388	
13	/?fbclid=IwAR0SWNzX2xFdyevlya	1		/association-web-design/	1	318	
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1		/bank-website-design/	1	828	
15	/?fbclid=IwAR1Ax5a8XJVzVawkzx	1		/blog-newsletter-thank-you-page	1	982	
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/	104	27266	
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpghH_GsC	1	1	

Make a new column for “Conversion Rate”

Conversions | Pageviews | Conversion Rate Per Post | Explore

=E6/F6

=E3/F3

Divide the conversions by the pageviews

	A	B	C	D	E	F	G
1							
2	Page			Page	Conversions	Pageviews	Conversion Rate
6	/?_scpsug=crawled,582				425	12885	3.30%
7	/?_scpsug=crawled,626			/andycrestodina/	3	92	3.26%
8	/?d_utk=1c609801-5ca			-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQ	1		/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/blog/blogger-trends/	5	618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/b-corp/	2	388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/	104	27266	0.38%
18	/?fbclid=IwAR1Yj8inuNea2R71pP	1		/about/	18	5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDD	1		/blog/blog-keywords/	4	1332	0.30%
26	/?fbclid=IwAR2I-2LJ_mKQwiJZssI	1		/blog/blog-optimization/	4	1344	0.30%
28	/?fbclid=IwAR2ru36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS0(	1		/blog/10-things-to-make-your-blc	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-RV	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%

Conversions | Pageviews | Conversion Rate Per Post | Explore

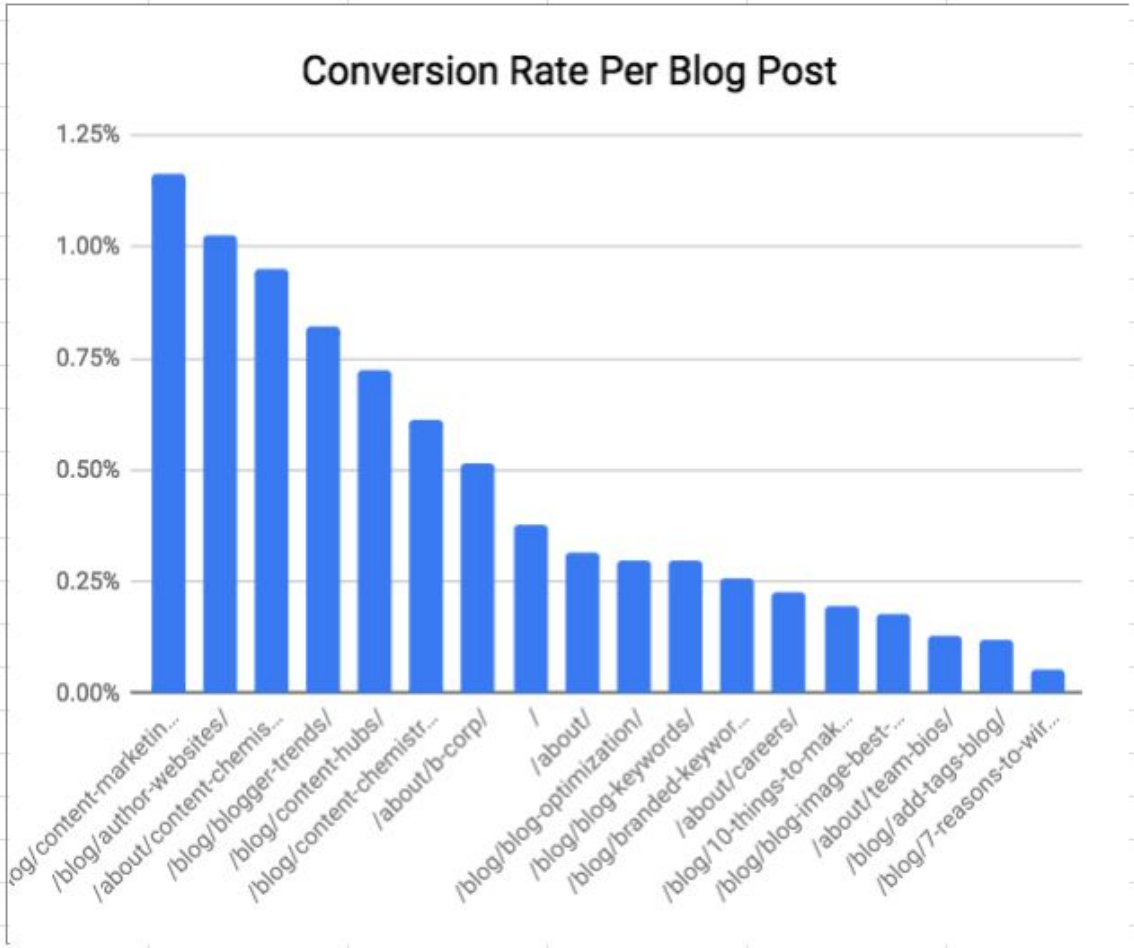
Conversion Rate

	A	B	C	D	E	F	G
1							
2	**Page**	**Pageviews**		**Converting Page**	**Conversions**	**Pageviews**	**Conversion Rate**
6	/?_scpsug=crawled,5824054,SeJ	1		/blog/	425	12885	3.30%
7	/?_scpsug=crawled,6267976,SeJ	2		/blog/author/andycrestodina/	3	92	3.26%
8	/?d_utk=1c609801-5ca6-4961-98	1		/blog/author-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQndM4tVlp	1		/about/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnnI	2		/blog/		618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3N	1		/abou		388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1		/		27266	0.38%
18	/?fbclid=IwAR1Yj8inuNea2R71pP	1		/abou		5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDD	1		/blog/		1332	0.30%
26	/?fbclid=IwAR2I-2LJ_mKQwiJZss	1		/blog/		1344	0.30%
28	/?fbclid=IwAR2ru36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS0	1		/blog/10-things-to-make-your-blc	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-RV	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%

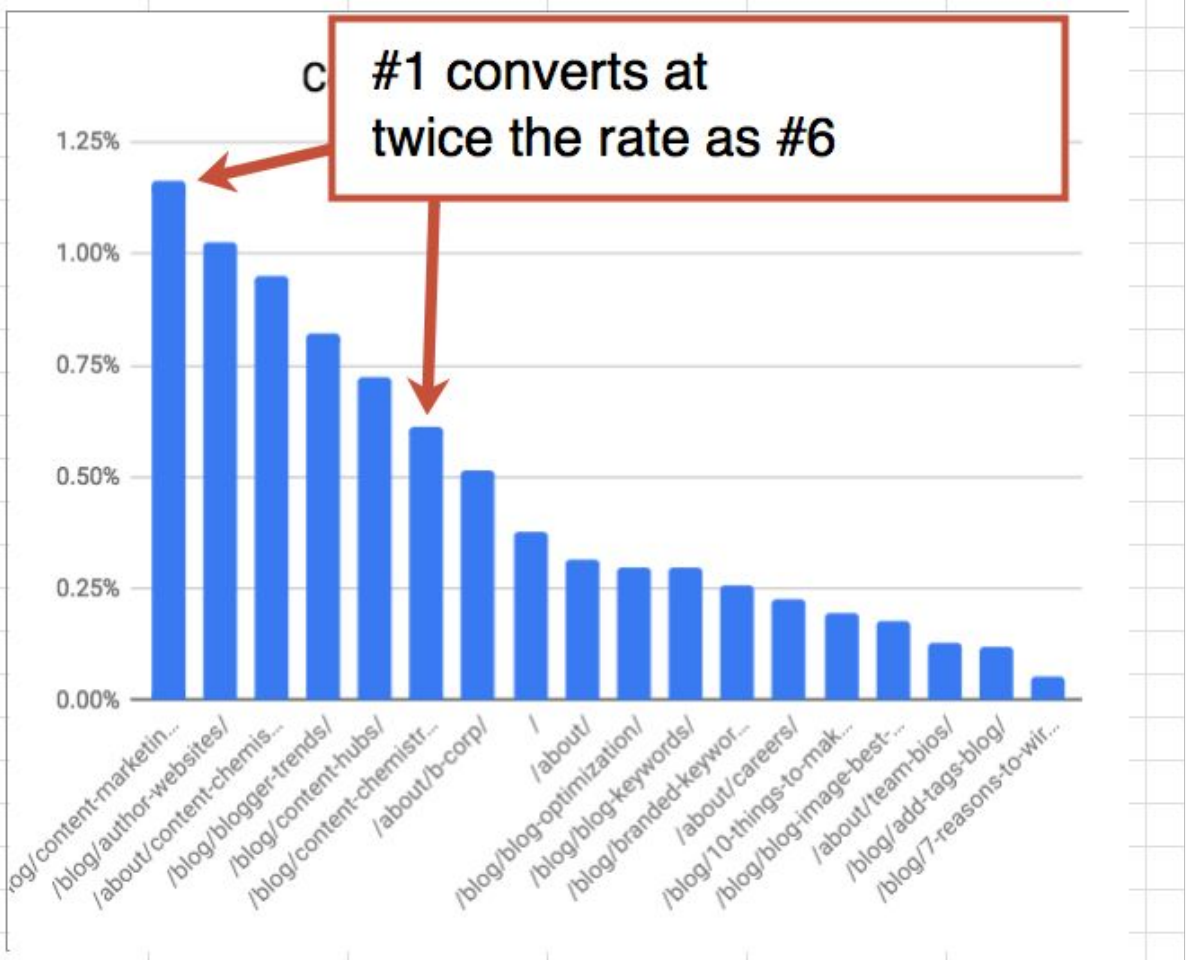
The conversion rate for every page on your website!

Conversions | Pageviews | Conversion Rate Per Post | Explore

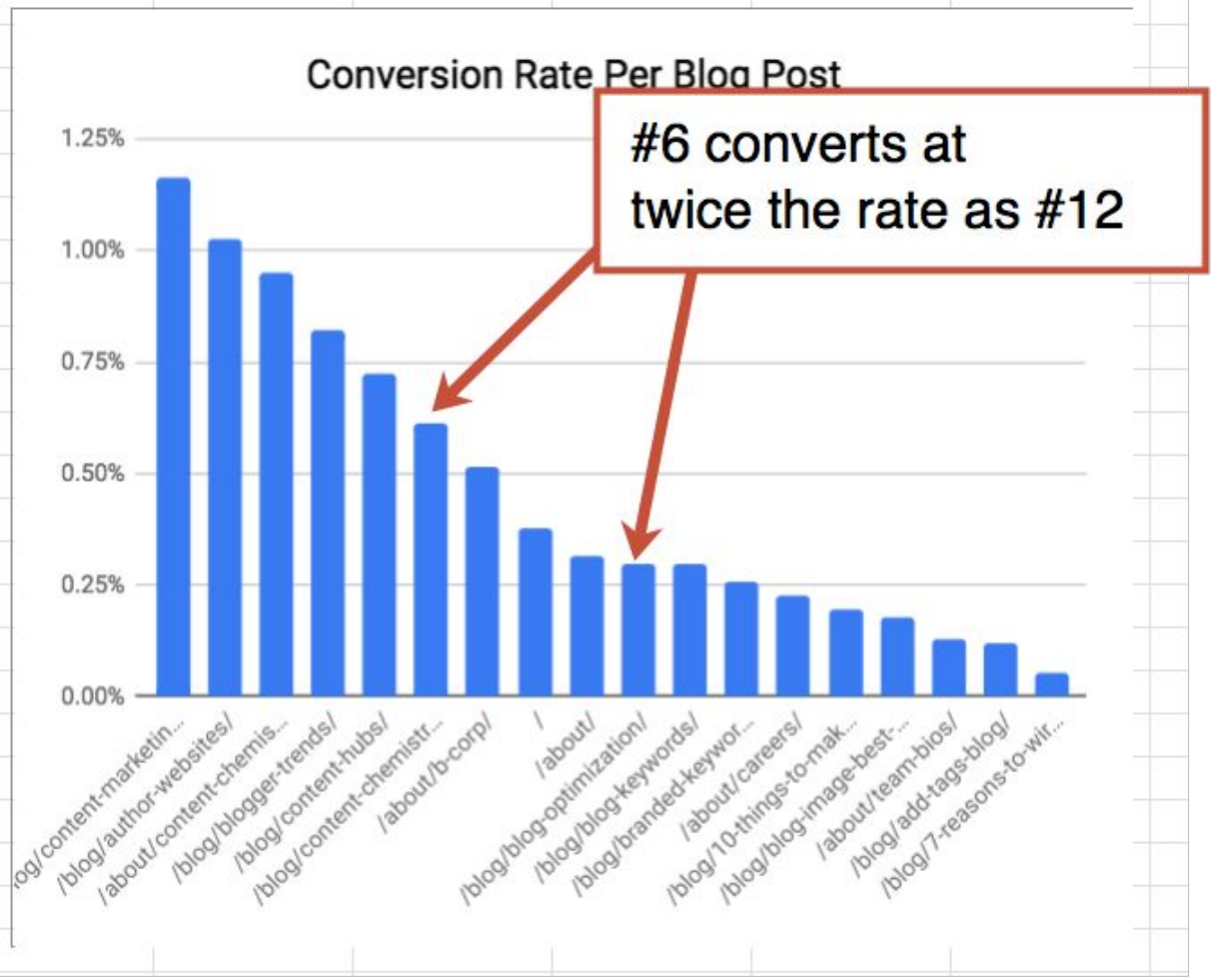
Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Your Best Mousetraps: Promote everywhere

- Link to these from “traffic champs”
- Promote heavily on social media
- Send again in email newsletter
- Write a guest post that links back to it
- Add to the homepage, top of blog, email signature

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Forget the beanbags
Here are the real workplace trends to steal from tech
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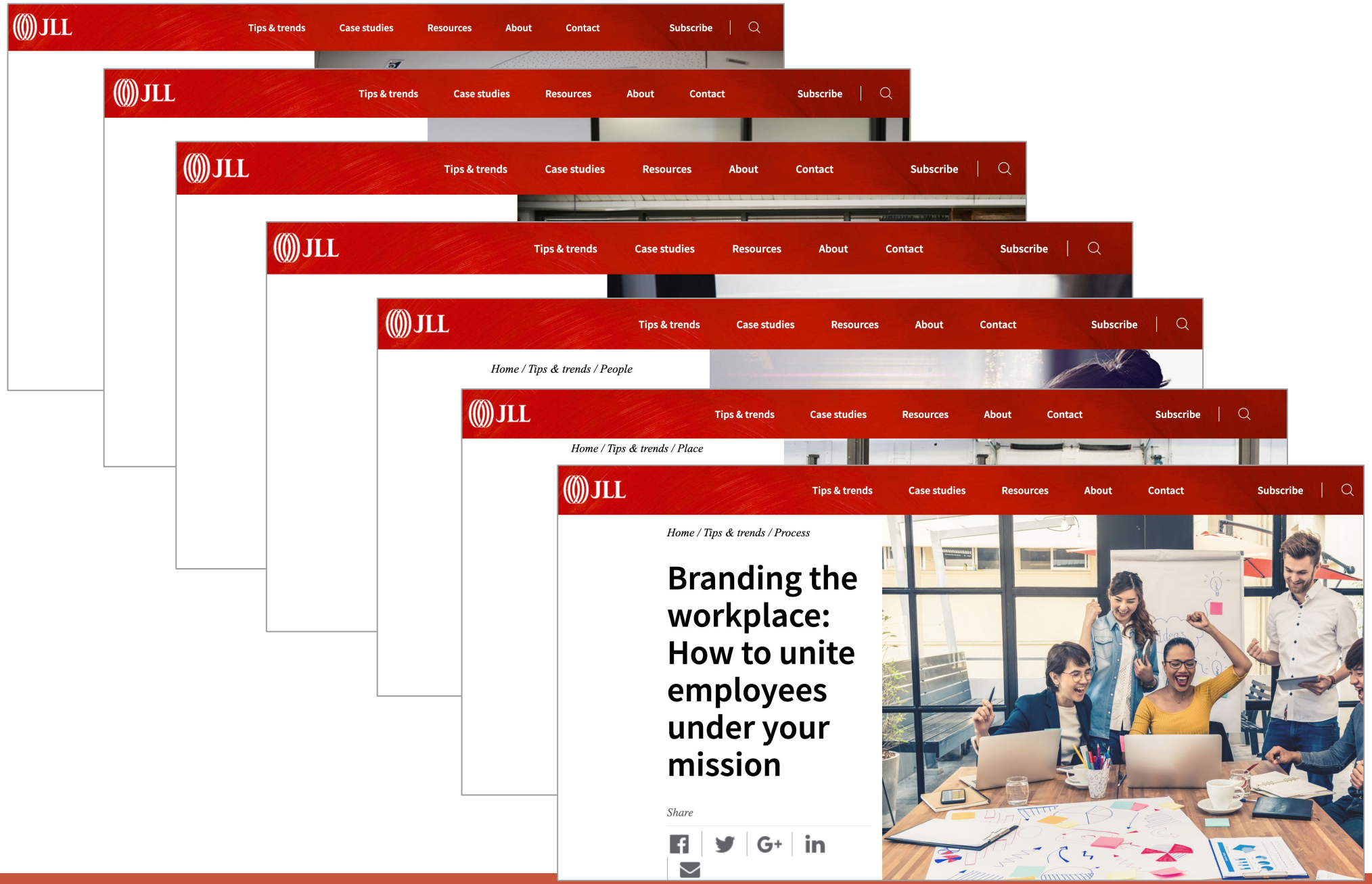
JLL
Achieve Ambitions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The workplace is changing, and unless you've been living under a rock (or just working from home) you've probably noticed. Fewer cubicles, better perks, Ping-Pong tables … Since the physical workplace isn't essential any longer, employers are making it more appealing to be there, and easier than ever to collaborate.

Tech companies are pioneers of this trend. They've challenged long-held expectations and defined what the modern workplace looks like. Bean bags aside, their reasoning still stands: The workplace can and should evolve to be a better partner to employees.

But how do you differentiate between a passing fad and lasting feature? This ebook covers six workplace trends we expect to stand the test of time. These features deliver on employee output and enjoyment, add value, and can be customized for any company—no matter how traditional.

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Last Name

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Company

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Title

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Forget the beanbags
Here are the real workplace trends to steal from tech
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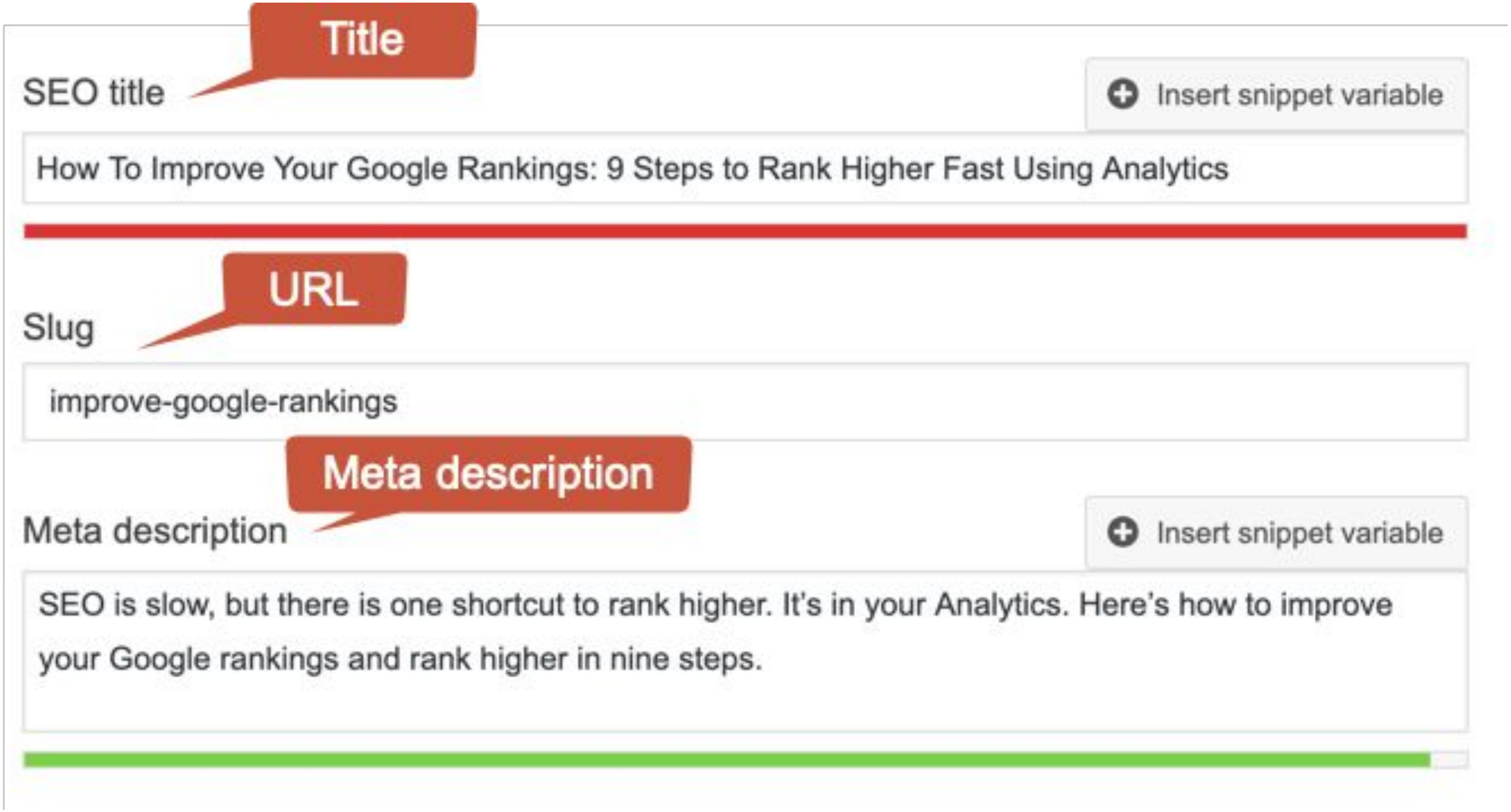
Achieve Ambitions

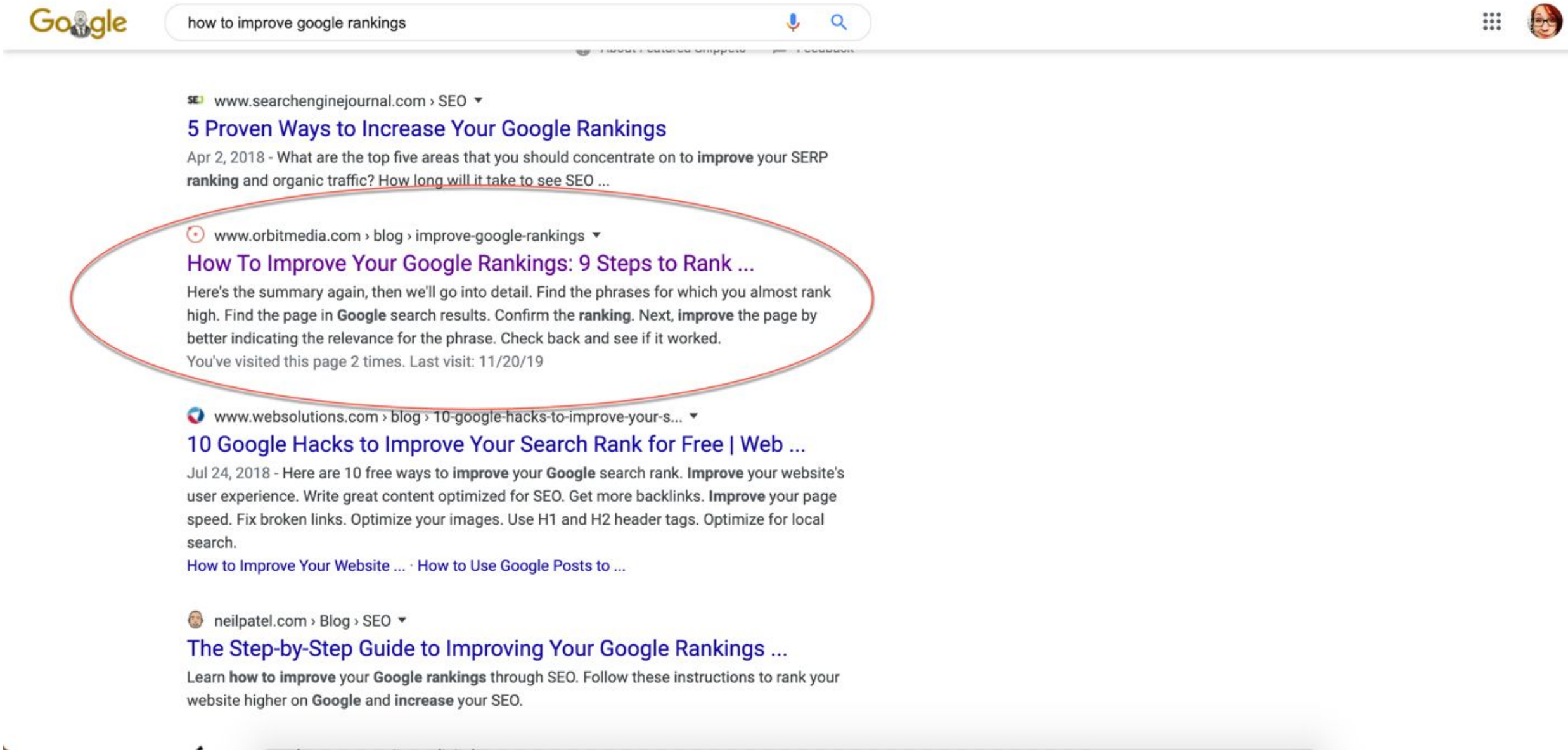
Automate (& Customize!) with Metadata.

Content *ability

- Findability
- Usability
- Scalability
- Reusability
- Flexibility
- Accessibility

00220
AFFORESTATION - D (PL.)
AFGHANISTAN - A


Title
SEO title
Insert snippet variable
How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics
URL
Slug
improve-google-rankings
Meta description
Meta description
Insert snippet variable
SEO is slow, but there is one shortcut to rank higher. It's in your Analytics. Here's how to improve your Google rankings and rank higher in nine steps.


Google
how to improve google rankings
www.searchenginejournal.com › SEO
5 Proven Ways to Increase Your Google Rankings
Apr 2, 2018 - What are the top five areas that you should concentrate on to improve your SERP ranking and organic traffic? How long will it take to see SEO ...
www.orbitmedia.com › blog › improve-google-rankings
How To Improve Your Google Rankings: 9 Steps to Rank ...
Here's the summary again, then we'll go into detail. Find the phrases for which you almost rank high. Find the page in Google search results. Confirm the ranking. Next, improve the page by better indicating the relevance for the phrase. Check back and see if it worked.
You've visited this page 2 times. Last visit: 11/20/19
www.websolutions.com › blog › 10-google-hacks-to-improve-your-s...
10 Google Hacks to Improve Your Search Rank for Free | Web ...
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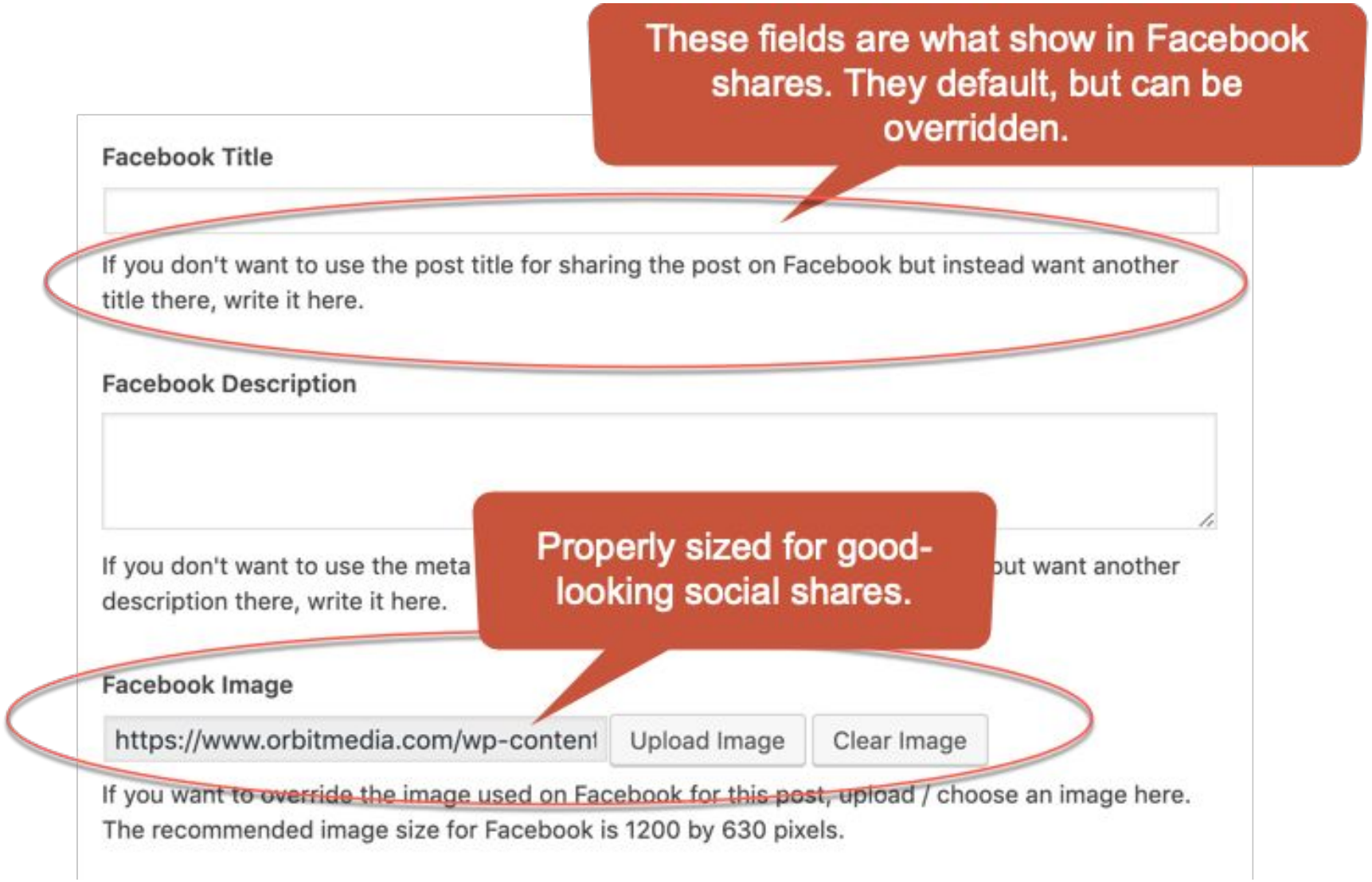
How to Improve Your Website ... · How to Use Google Posts to ...
neilpatel.com › Blog › SEO
The Step-by-Step Guide to Improving Your Google Rankings ...
Learn how to improve your Google rankings through SEO. Follow these instructions to rank your website higher on Google and increase your SEO.


These fields are what show in Facebook shares. They default, but can be overridden.
Facebook Title
If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.
Facebook Description
If you don't want to use the meta
ut want another description there, write it here.
Properly sized for good-looking social shares.
Facebook Image
https://www.orbitmedia.com/wp-conten
Upload Image
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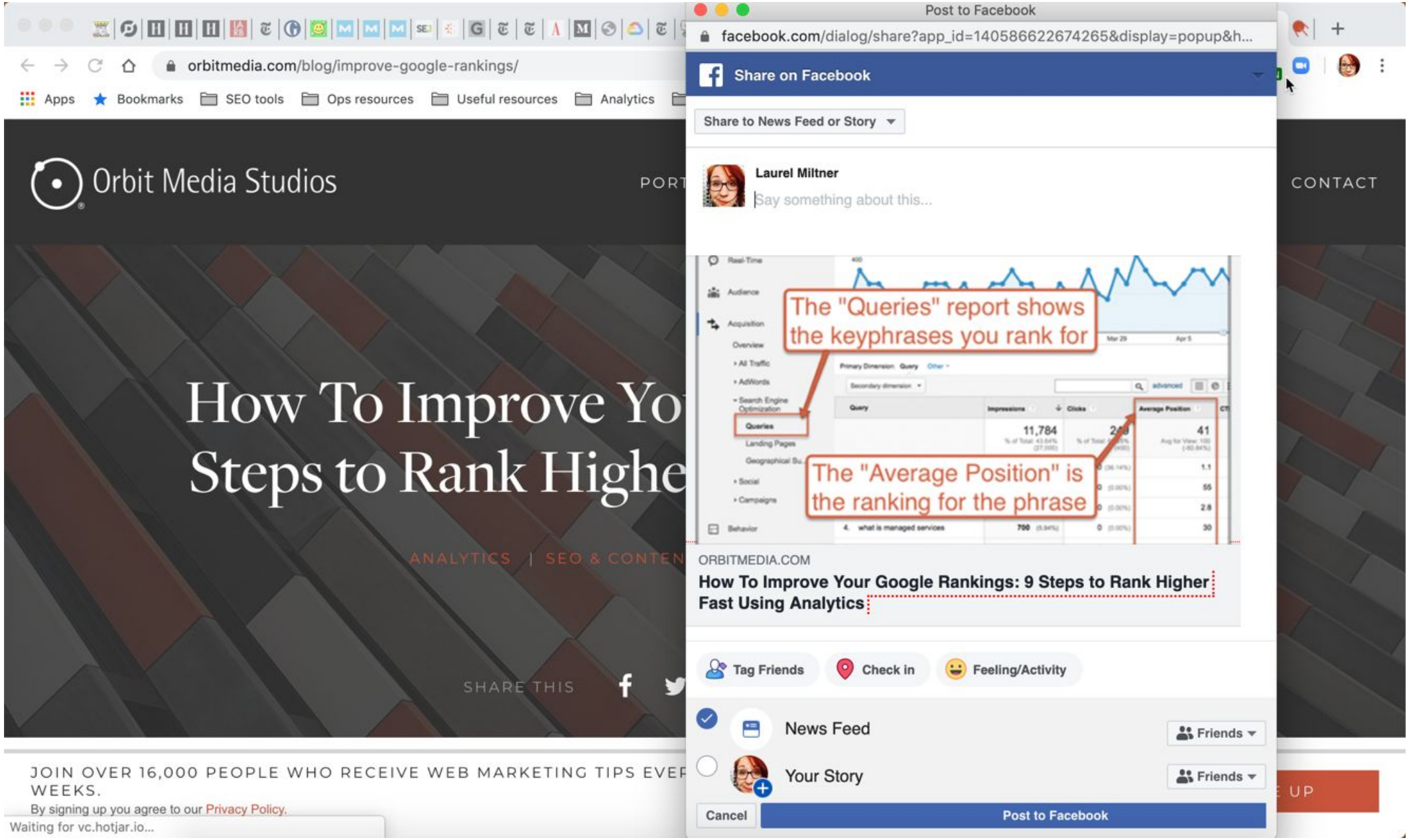
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The "Queries" report shows the keyphrases you rank for
The "Average Position" is the ranking for the phrase
ORBITMEDIA.COM
How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics
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Feeling/Activity
News Feed
Friends
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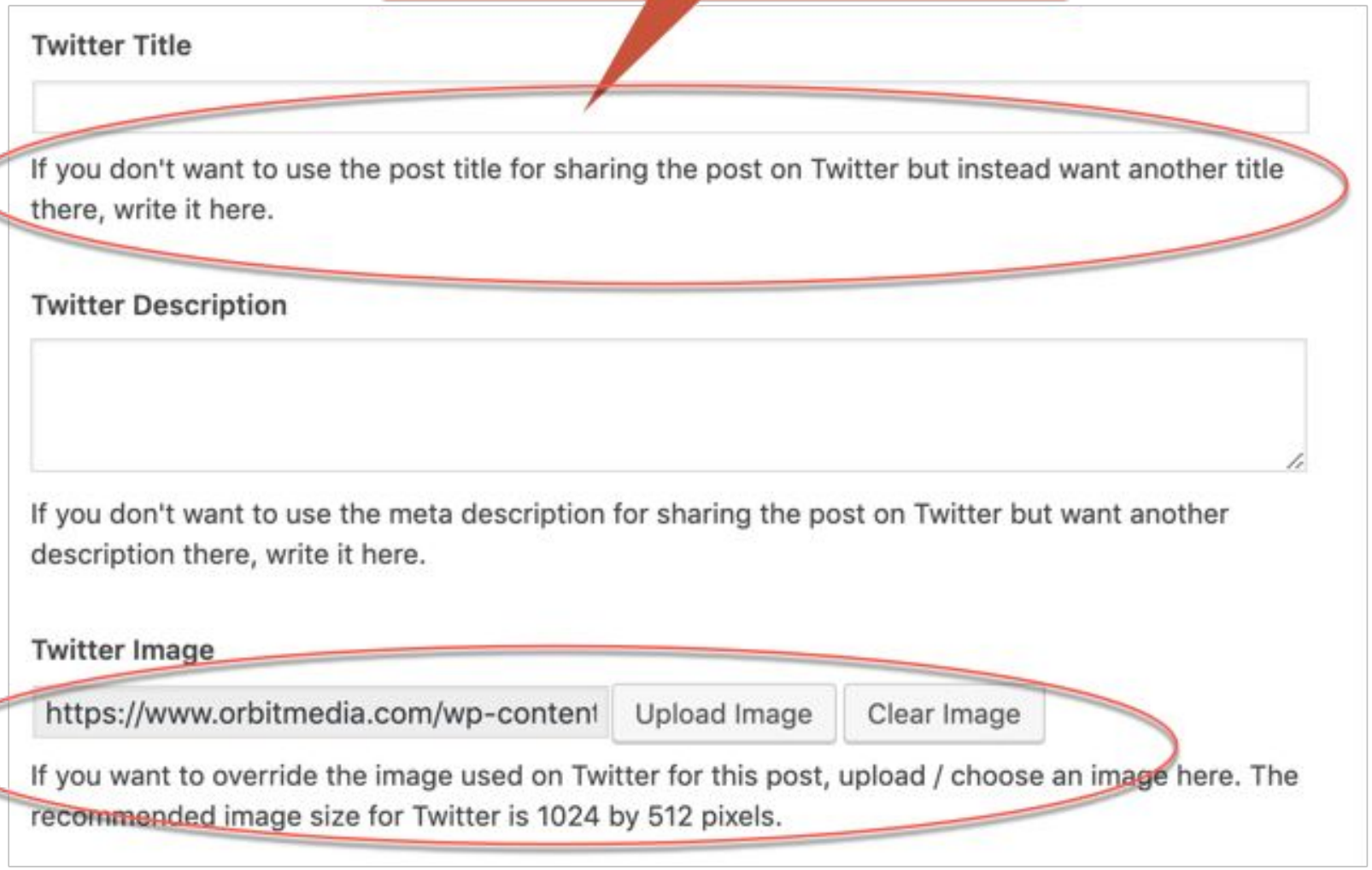
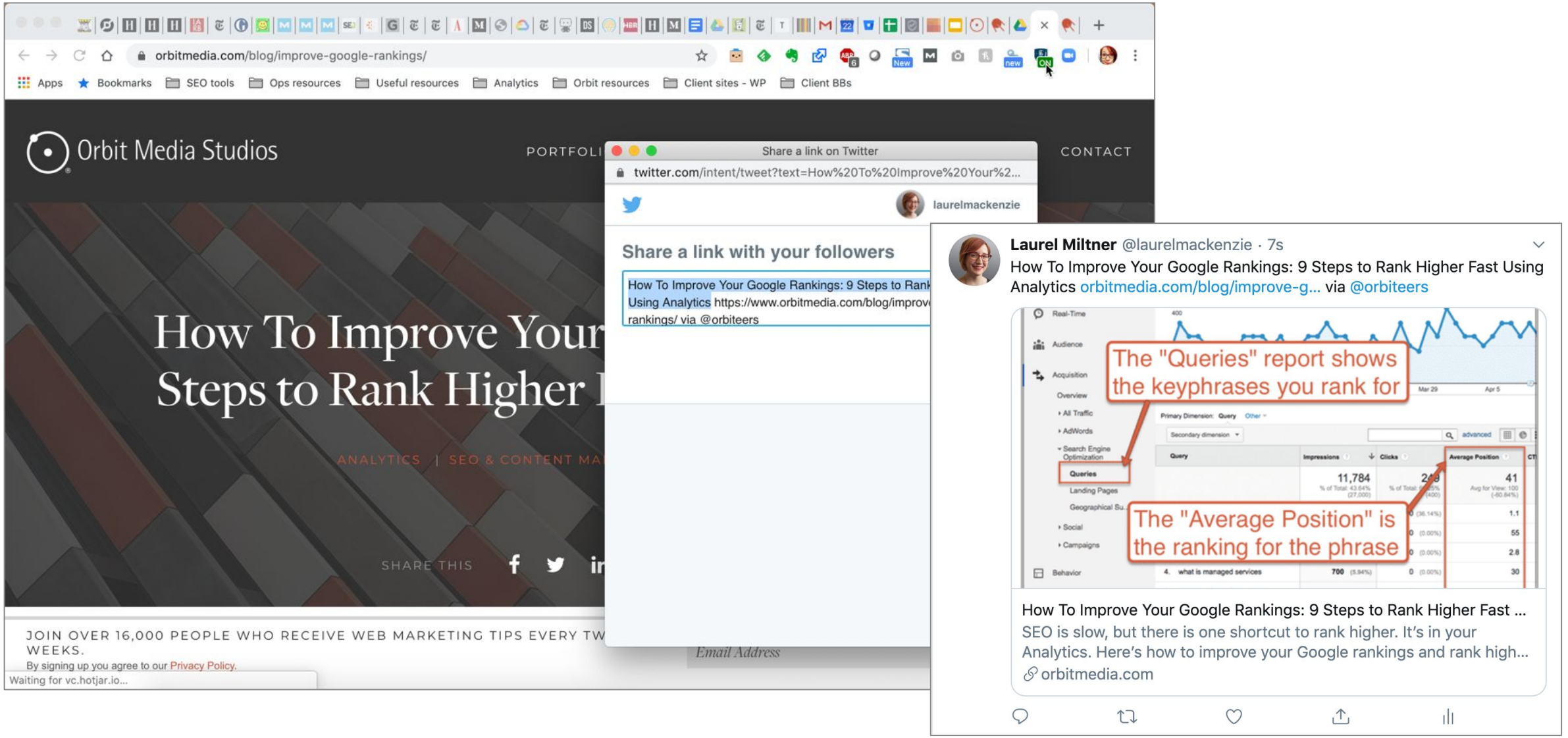
Friends
Cancel
Post to Facebook

Same deal with Twitter

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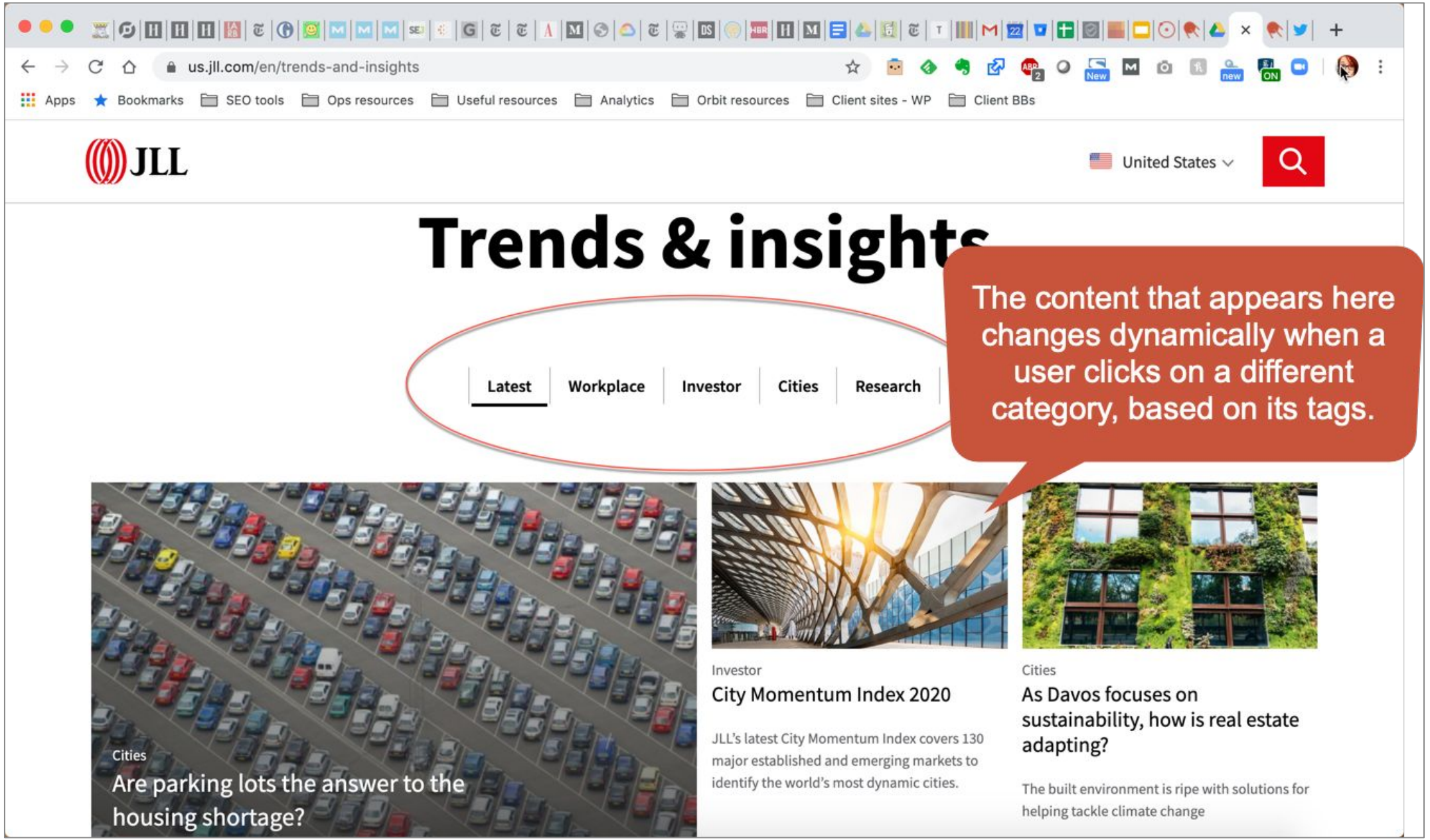
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JLL
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Trends & insights
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Workplace
Investor
Cities
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Cities
Are parking lots the answer to the housing shortage?
Investor
City Momentum Index 2020
JLL's latest City Momentum Index covers 130 major established and emerging markets to identify the world's most dynamic cities.
Cities
As Davos focuses on sustainability, how is real estate adapting?
The built environment is ripe with solutions for helping tackle climate change

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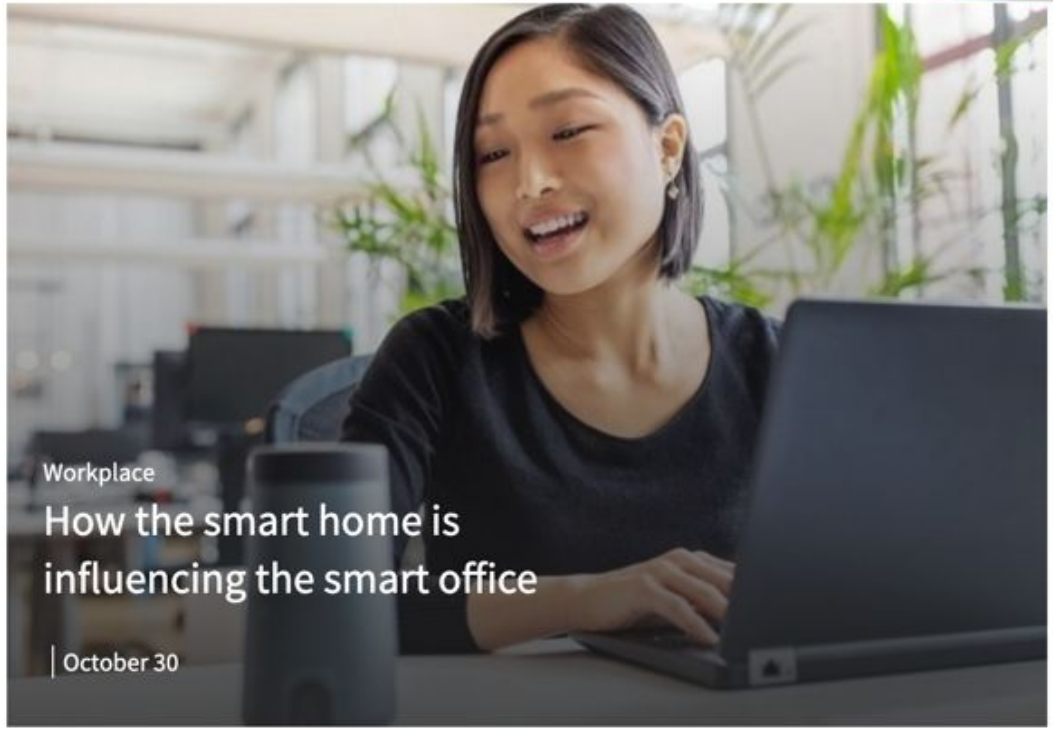
These are all tagged to content type: Trends & Insights, category: Workplace



Workplace

How the smart home is influencing the smart office

October 30

Workplace

How can workplace design cut stress levels?

With workplace stress and burnout a growing issue for companies, good office design can boost wellbeing and help employees to stay on top of their job.

October 09

Workplace

Smartphone entry, health centres up the ante in office buildings

Service and technology are reaching new levels in the office to enable a happier and more efficient workforce

October 08

JLL

United States

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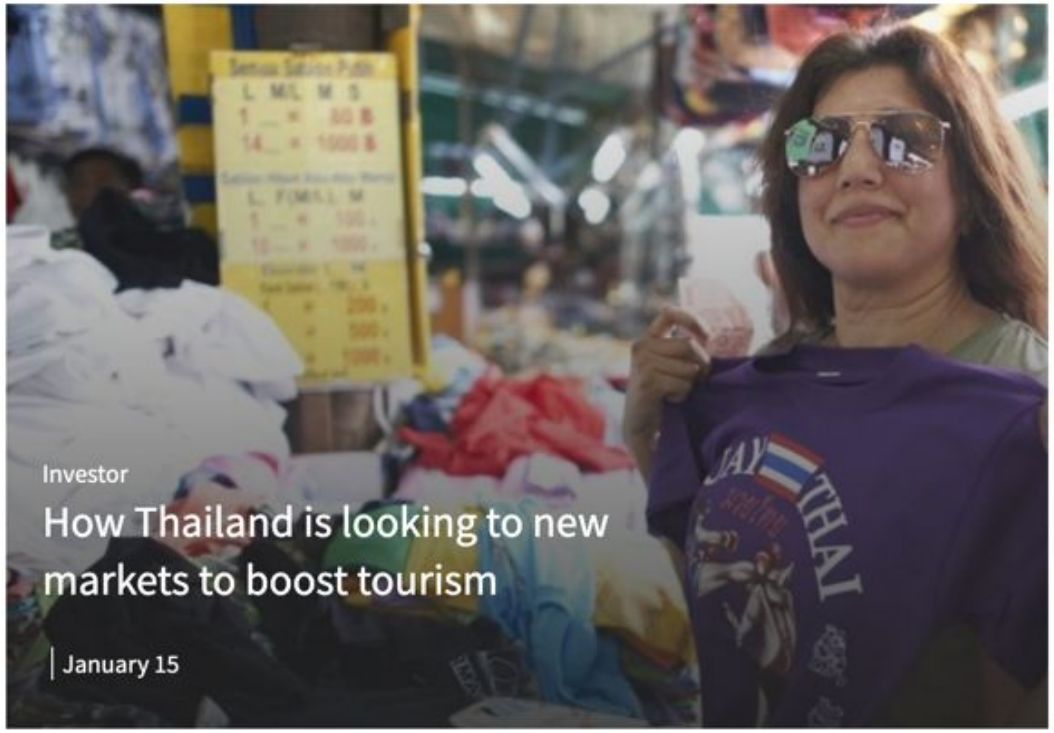

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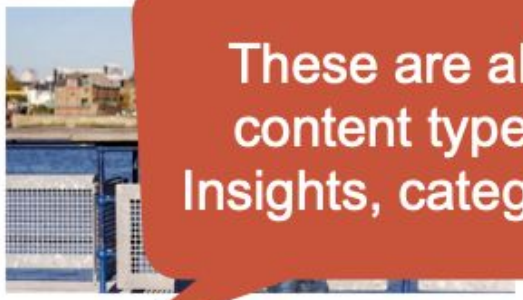

Investor

How can impact investing move to the next level?

Investors are paying closer attention to which projects can have the biggest positive impact on society and the environment.

January 15

Investor

A decade of change: How the 2010s revamped real estate

Looking back reveals just how much has happened in the last 10 years

January 06

JLL

United States

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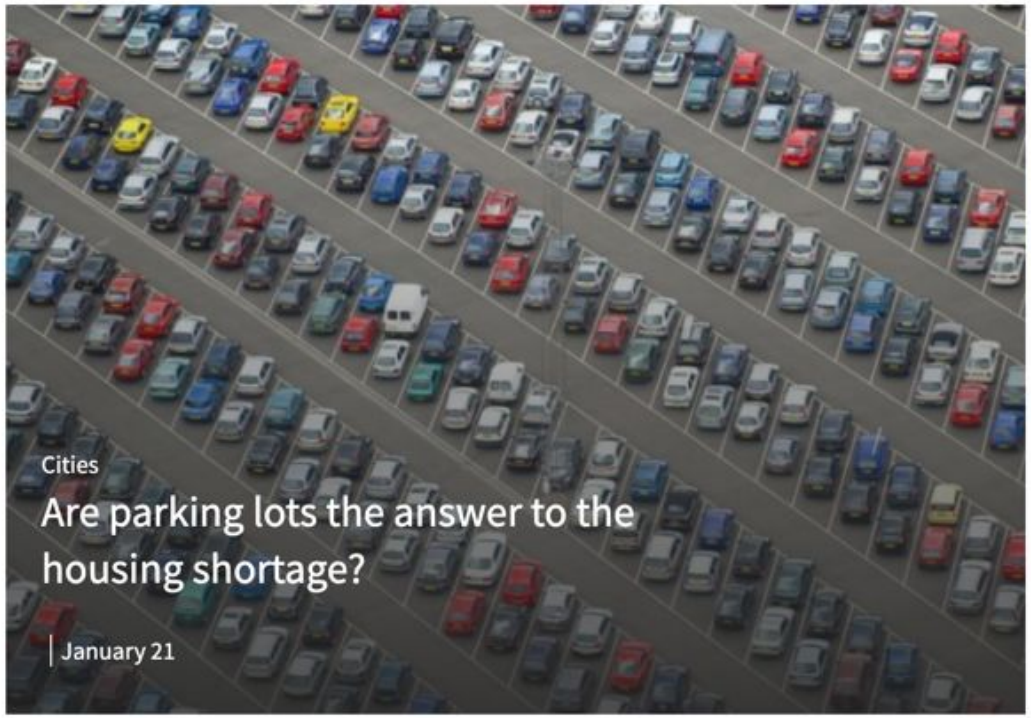
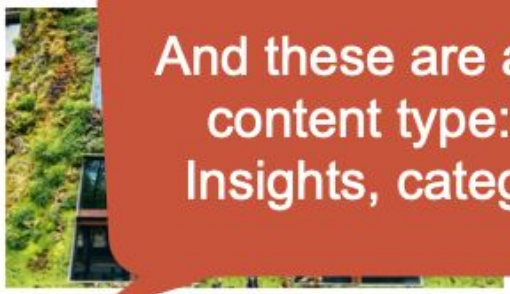




Cities

As Davos focuses on sustainability, how is real estate adapting?

The built environment is ripe with solutions for helping tackle climate change

January 20

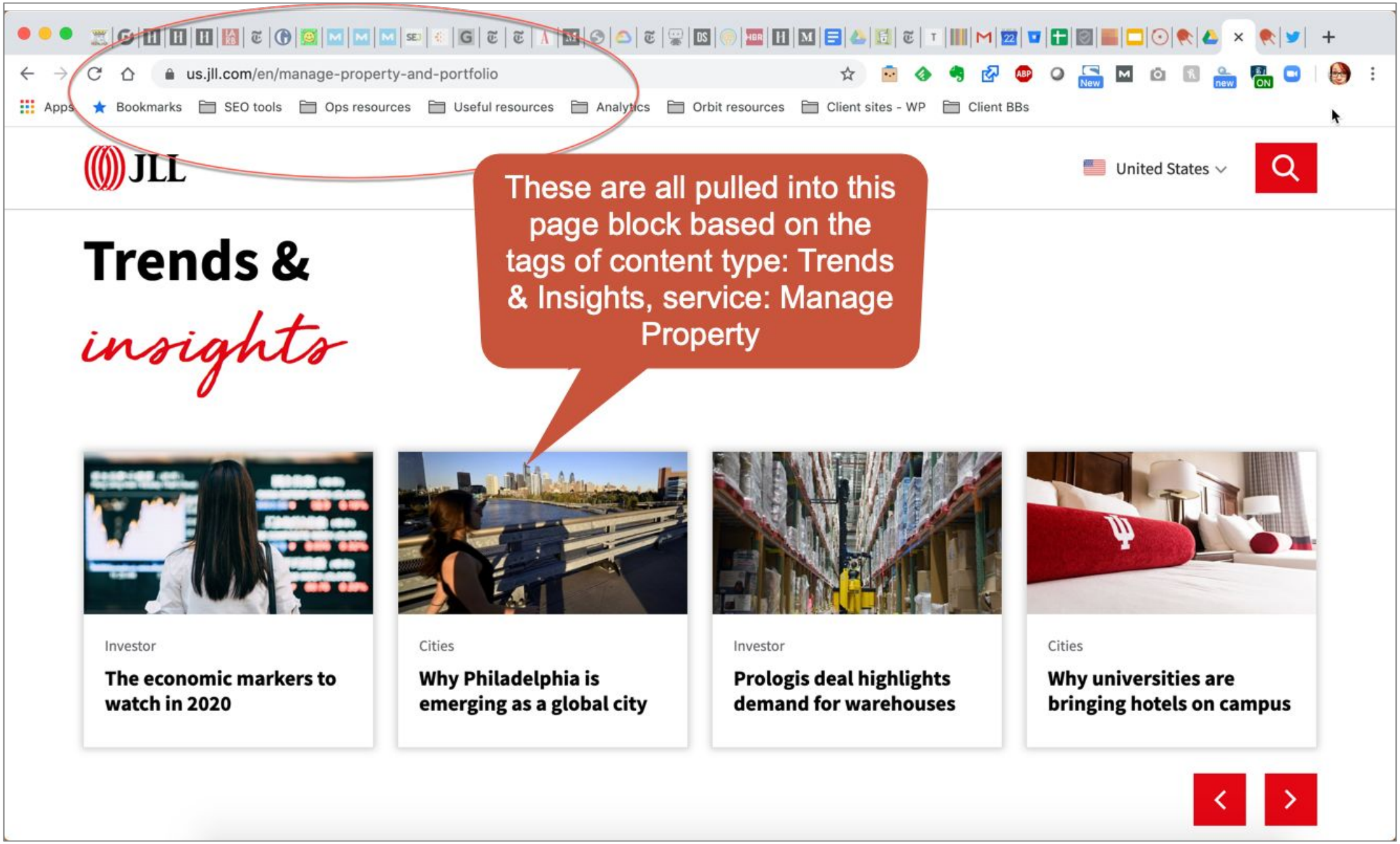
Cities

Can big data really help build better cities?

Why making sense of the data deluge is key for cities and commercial real estate

January 17

And these are all tagged to content type: Trends & Insights, category: Cities


us.jll.com/en/manage-property-and-portfolio
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Bookmarks
SEO tools
Ops resources
Useful resources
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Client sites - WP
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Investor
The economic markers to watch in 2020
Cities
Why Philadelphia is emerging as a global city
Investor
Prologis deal highlights demand for warehouses
Cities
Why universities are bringing hotels on campus

Help us help you

I want to learn about choosing a CMS for my company, or about the retail/CPG industry.

The difference between a CMS and a DXP

As the marketing technology stack proliferates, it's crucial to know how each platform supports your needs. Learn the difference between content management systems and digital experience platforms.

How to choose the right CMS

With the right content management system (CMS), your organization will be able to easily deliver amazing customer experiences across all channels. Here's how to find the right one.

Sitecore Experience Platform

A powerful content management system (CMS) is just the start. Sitecore® Experience Platform™ (XP) also combines customer data, analytics, and marketing automation capabilities to nurture customers throughout their journey with personalized content in real-time, across any channel.

Procter & Gamble

With Sitecore, P&G transforms its massive digital marketing presence worldwide through an agile global platform that lowers cost, speeds time to market, and delivers a better consumer experience.

Website: Sitecore

Help us help you

I want to learn about personalizing experiences for my company, or about the retail/CPG industry.

What is personalization?

In today's increasingly competitive marketplace, delivering contextual customer experiences is no longer a "nice to have" – it's an expectation. Dive into how personalization drives engagement and builds relationships.

10 personalization tactics for quick wins

Delivering relevant, contextualized experiences to customers is a priority for businesses, but many don't know where to begin. Discover how these simple tactics can help you get started quickly.

Personalization in Sitecore

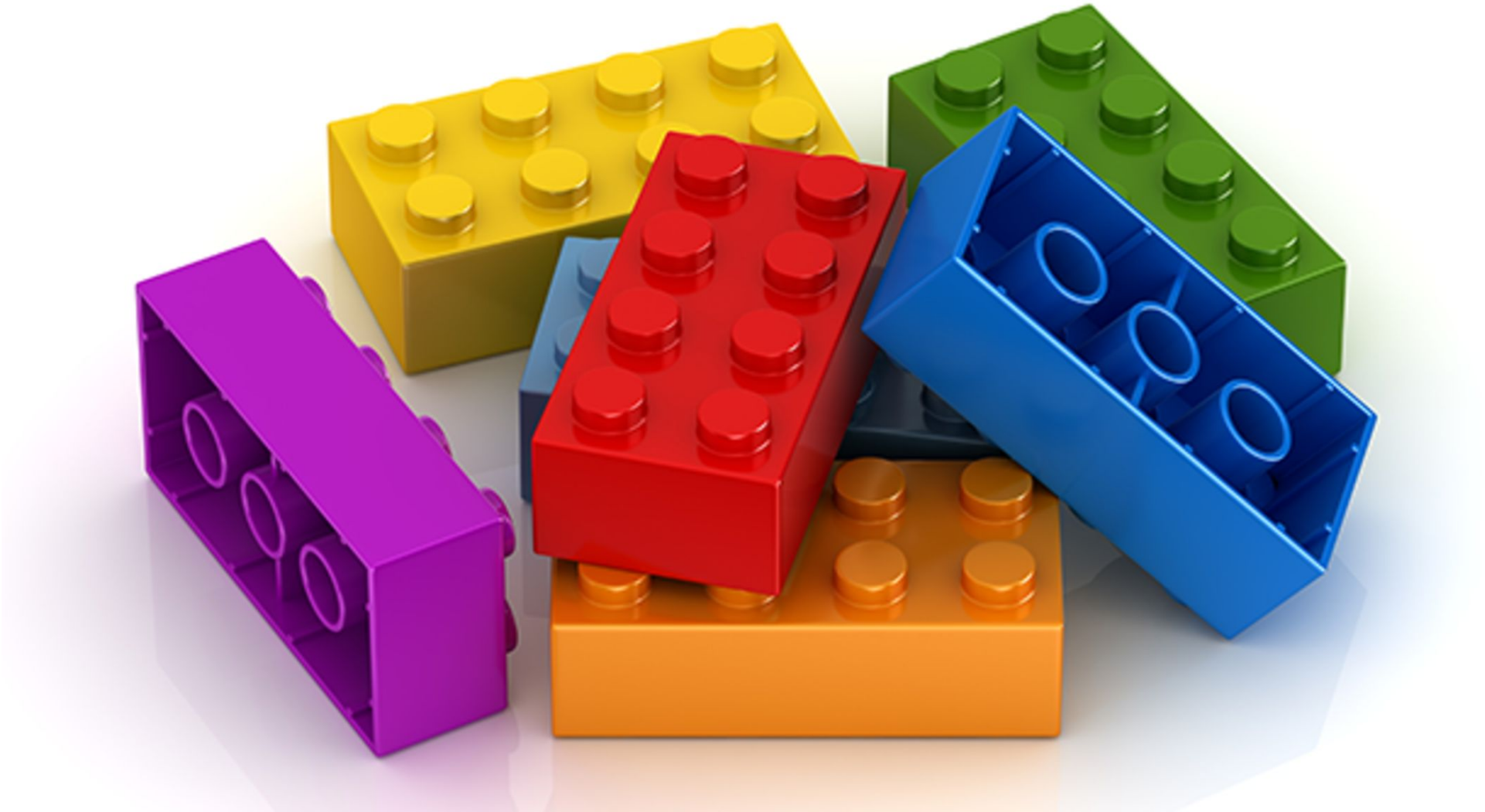
Follow Maria to learn how personalization can work for you.

L'Oréal's digital transformation scales using Sitecore XP on Azure PaaS

The goal: become the #1 digital beauty brand in the world.

Website: Sitecore

Write with Reuse in Mind. (Modular Content is Your Friend.)

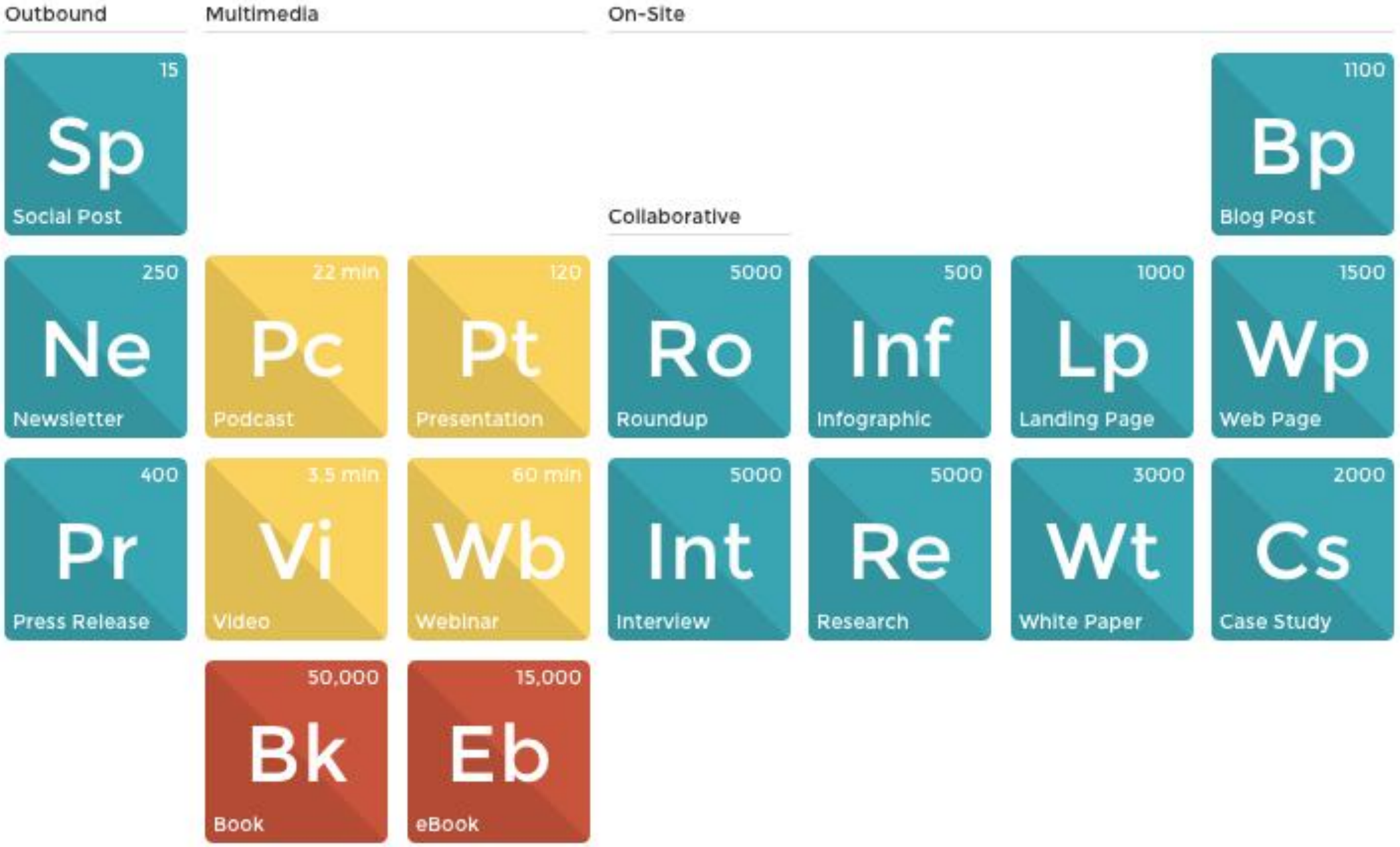


6 Lego bricks = 915,103,765 combinations (source)

Modular content is flexible content

- Content consistency
- Agility & efficiency in content development
- Opportunities for automation
- Faster time to market

** Source: Intelligent Content: A primer*


Outbound
Multimedia
On-Site
15
Sp
Social Post
1100
Bp
Blog Post
Collaborative
250
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Newsletter
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Pt
Presentation
5000
Ro
Roundup
500
Inf
Infographic
1000
Lp
Landing Page
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Web Page
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Press Release
3.5 min
Vi
Video
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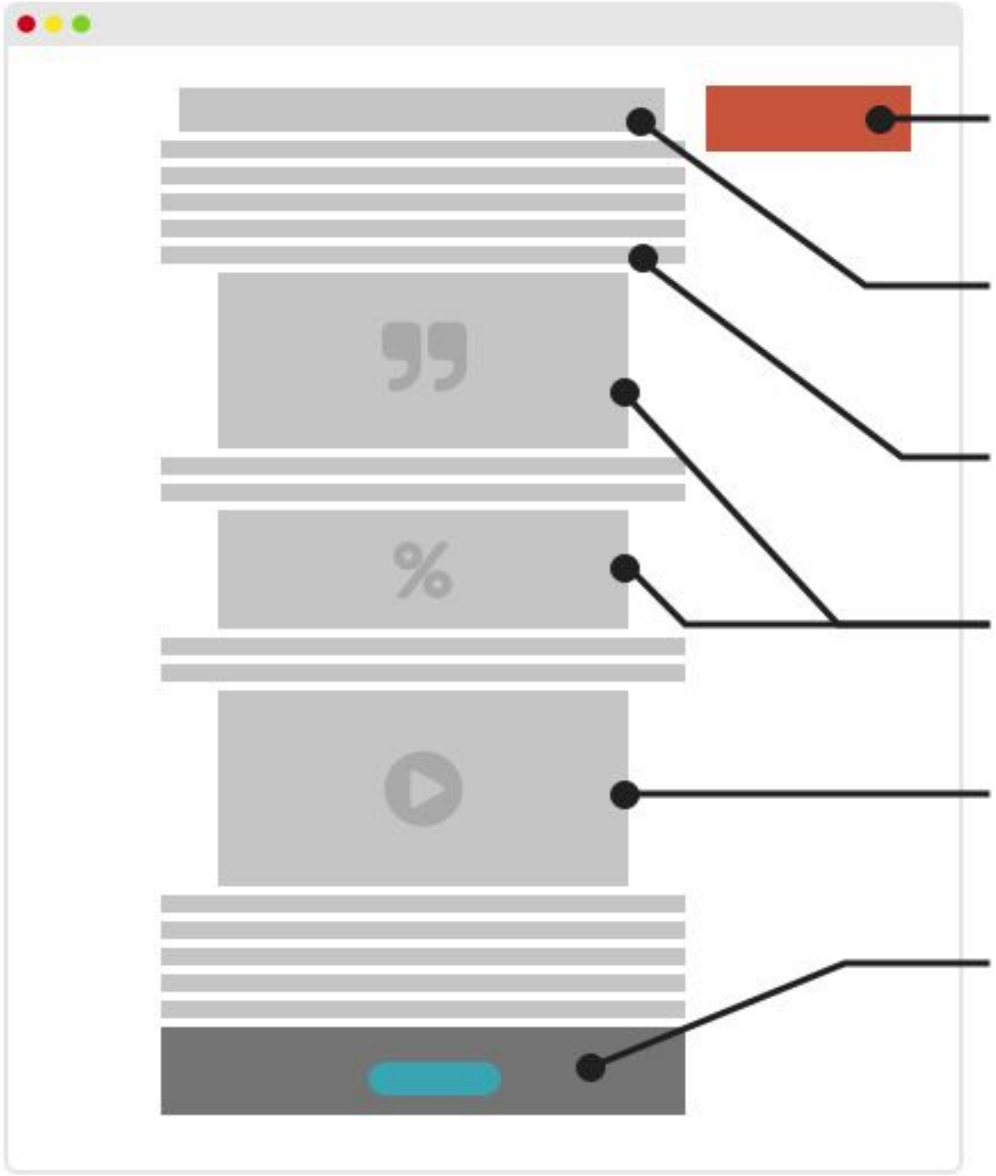
Webinar
5000
Int
Interview
5000
Re
Research
3000
Wt
White Paper
2000
Cs
Case Study
50,000
Bk
Book
15,000
Eb
eBook

Think blocks and chunks, not final assets



- “Share this” pulls key elements of the page
- Consistent image & heading across the user journey
- Intro = teaser, social share
- Re-use as social shares, proof points, testimonials
- Also on YouTube, re-use on other pages, in social ...
- Re-use elsewhere for consistency

Service Page

Case Study

Pitch

Create

Once

Publish

Everywhere

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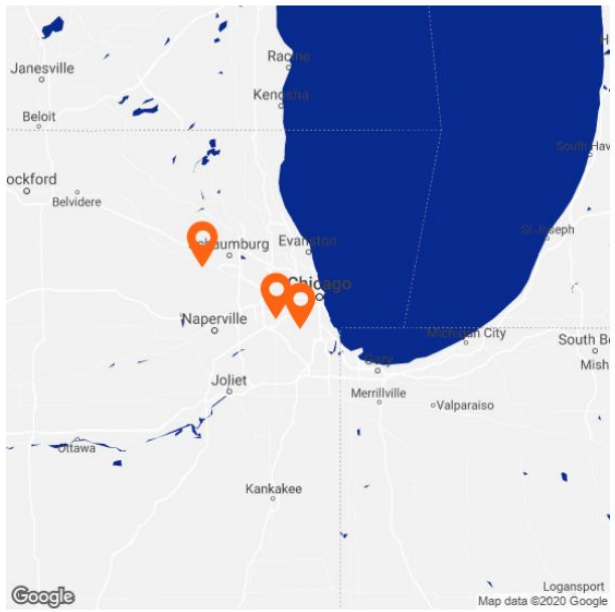

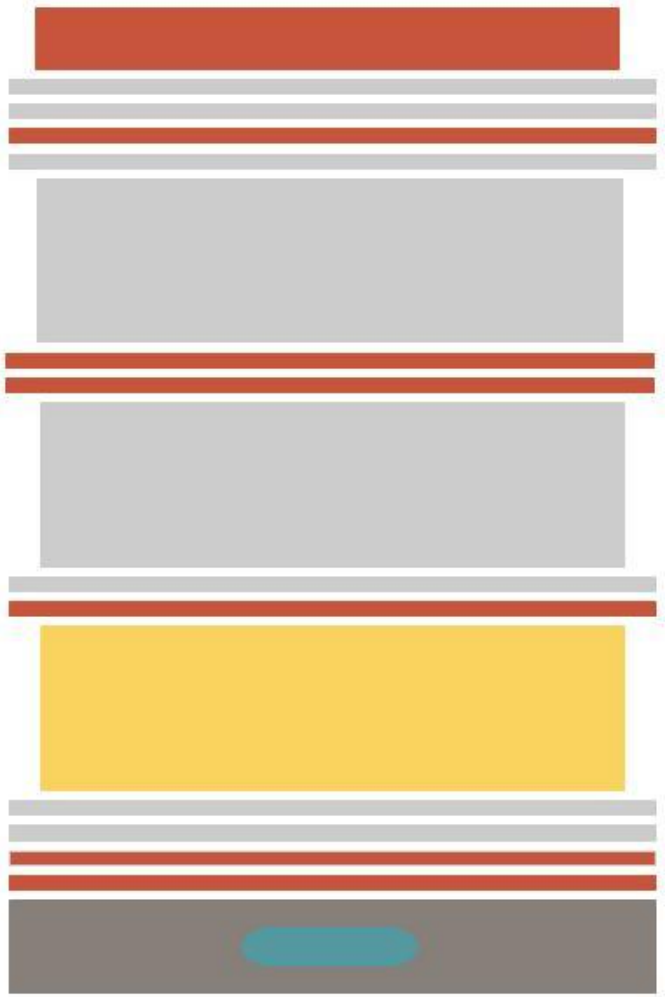

Structured metadata
Schema markup

Modular content for audiences:

- Geography
- Industry
- Audience type

Modular content for internal reuse:

- Webpages
- Social shares
- Emails
- Whitepapers
- Sell sheets
- Pitch decks

Remember: Published ≠ Final

Digital ink is never dry.

Andy Crestodina*

Co-founder & CMO, Orbit Media Studios

** By way of … someone. He heard this somewhere, can't remember where, and we all think he came up with it.*

I terate

R epurpose

K ill

You can:

- Confirm your page is ranking for target terms, tweak as needed
- See what related terms content is ranking for and better optimize for those
- Give your content legs: Promote it, share it, make a report an infographic, a blog post variant a guest post elsewhere ...
- Test different calls to action, button placements, etc.
- Update older but well-performing pages that start to dip in rankings
- Define and align on when it's OK to let things die

Questions? Let's talk!

Laurel Miltner
@laurelmackenzie