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Experts in the science of search >

SEO analysis and forecasting

SAScon
SEARCH ANALYTICS SOCIAL MEDIA

By Ann Stanley

Managing Director of Anicca Digital

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Our brands

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Experts in the science of search >

Digital & Search Marketing
(Paid advertising, SEO, PPC,
Analytics, ecommerce)

**Generating more leads,
sales and profit**

**anicca
academy**
training for marketing professionals

Marketing training (and
qualifications) for
business professionals

Educating your team

Conversations
let's talk about it...

Owned & Earned media
(SEO, Content, PR, Social,
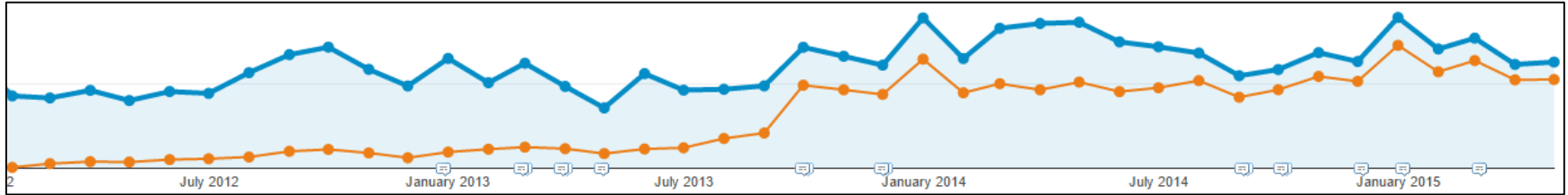Email, MAS)

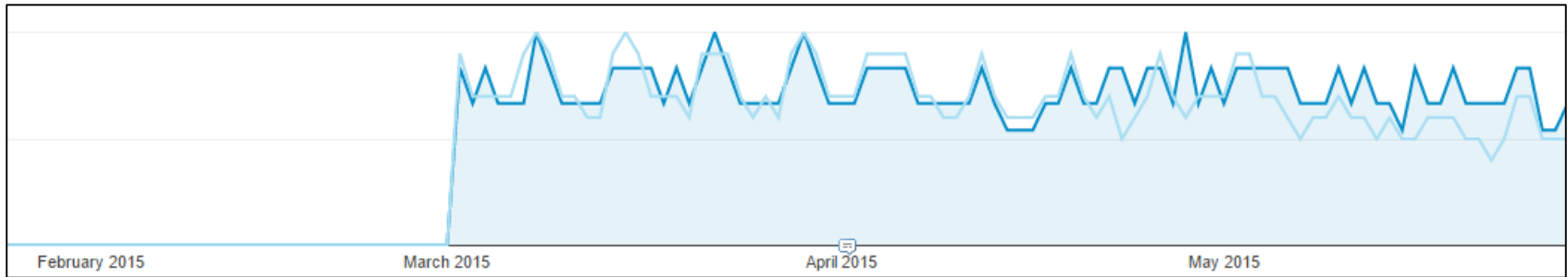**Building your brand**

tecnicca

Technical consultancy in
web, Analytics,
conversions and
ecommerce

**Delivering technical
Excellence**

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# The problem of "not-provided" data in SEO

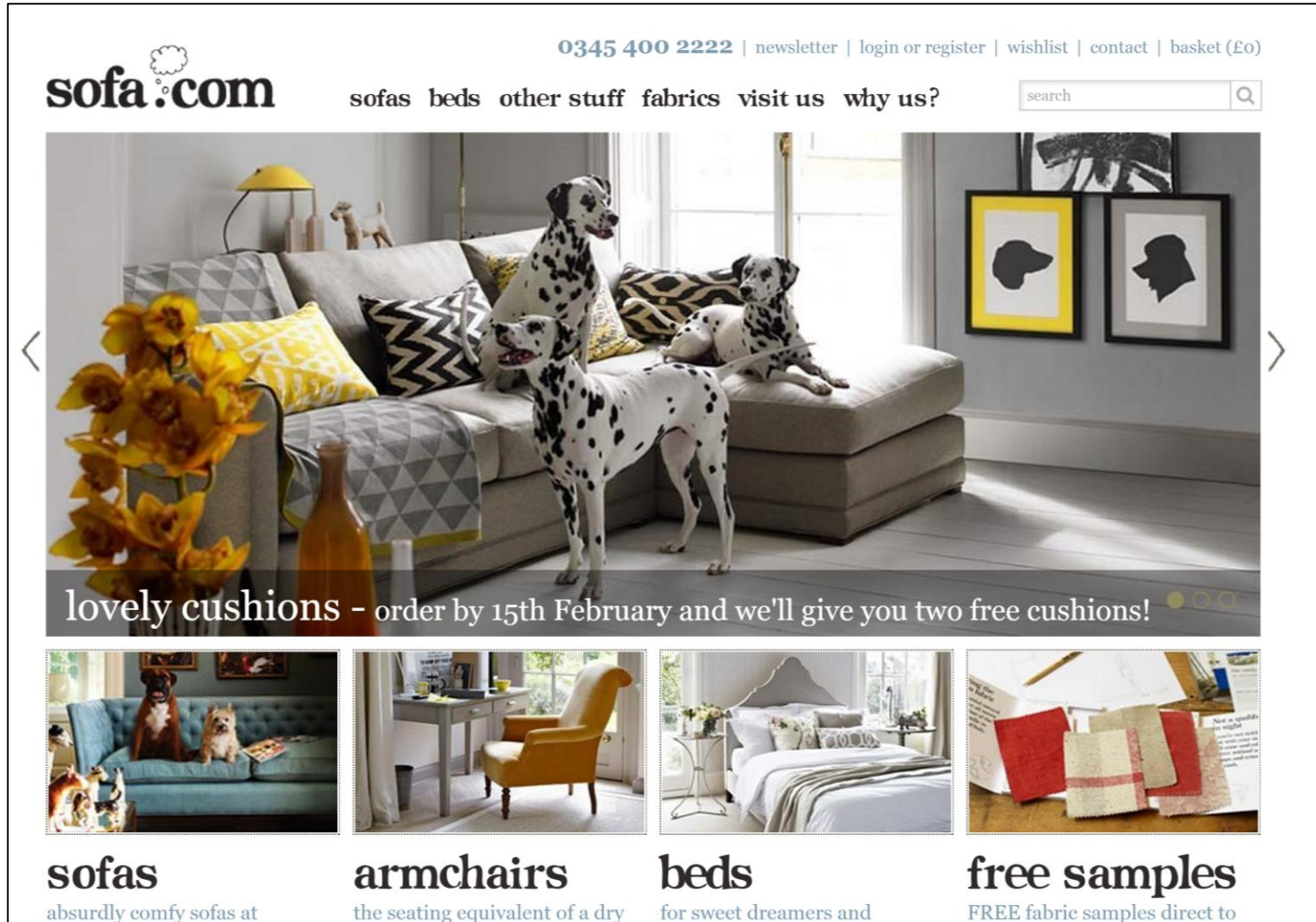You can get some data from **Webmaster Tools/Search Console** but only 3 months

Query	Impressions	↓	Clicks	Average Position	CTR
sofa	**200,000** (25.12%)		18,000 (26.25%)	3.4	9.00%
sofas	**200,000** (25.12%)		8,000 (11.67%)	7.4	4.00%

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SEO Monitor
Unlocks "Not provided" data

- SEO Monitor uses data from **Analytics, Webmaster tools and AdWords** to estimate Google.xxx organic traffic and conversions by keyphrase (using the landing page as the common factor)
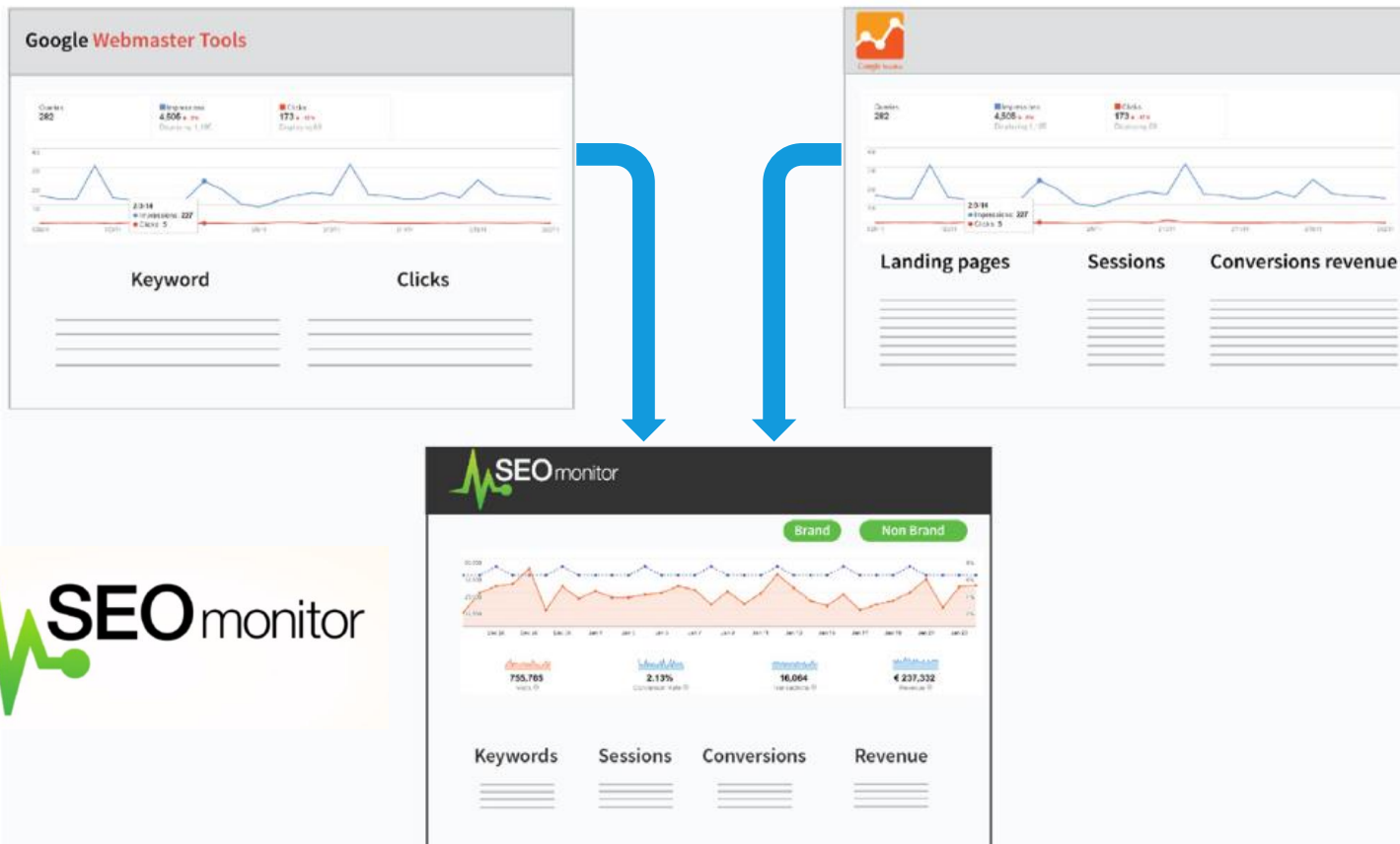
Case Study – Sofa.com

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Rankings vs competitors (October)

This shows the raw data for 3,764 keyphrases identified before the target keyphrases and groups were agreed

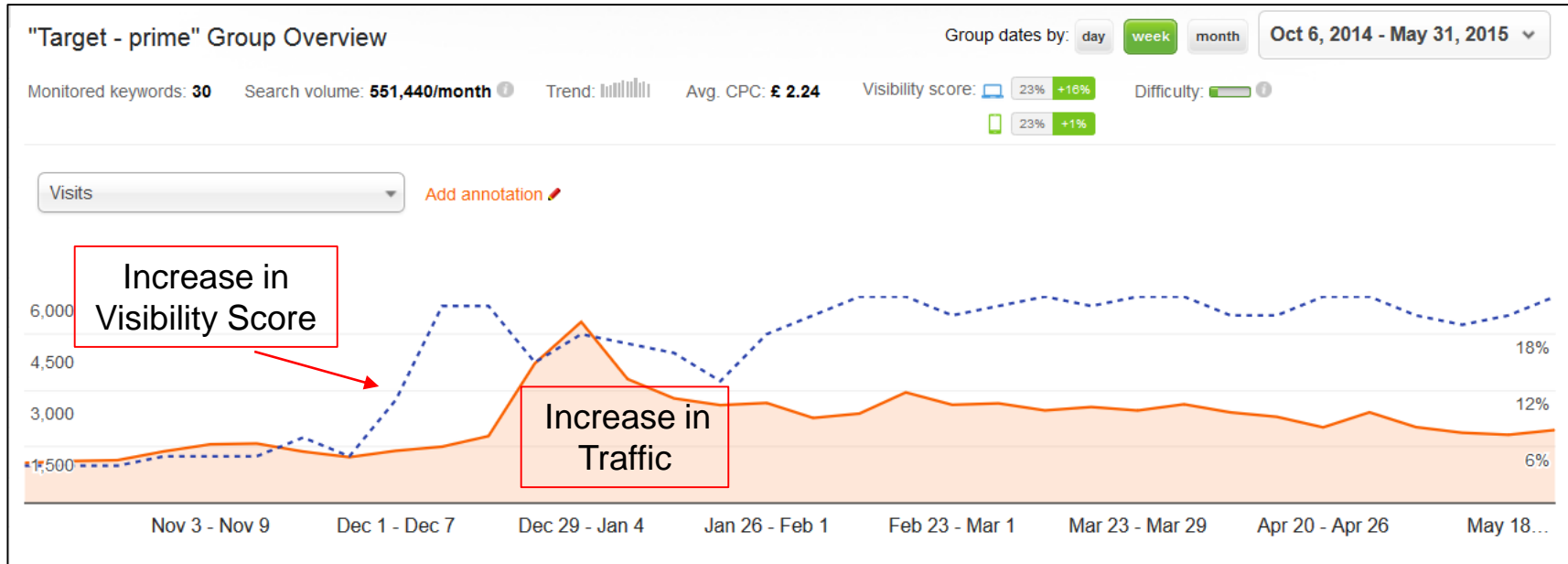| All keywords (3,764)			sofa.com Rank	furniturevillage.co.uk Rank	dfs.co.uk Rank	scs.co.uk Rank
Keyword	Search Volume	Avg. CPC				
1. sofas	135,000	$ 2.76	17	2	1	3
2. beds	135,000	$ 2.54	39	7	11	20+
3. jo malone	90,500	$ 0.50	99+	20+	20+	20+
4. sofa	74,000	$ 3.10	10	2	1	3
5. sofa beds	74,000	$ 2.13	31	3	2	20+
6. corner sofa	60,500	$ 1.92	28	2	1	3
7. sofa-bed	40,500	$ 1.99	33	8	3	20+
8. cushions	40,500	$ 0.58	99+	20+	20+	20+
9. sofa bed	40,500	$ 1.96	31	8	3	20+
10. sophie thompson	33,100	$ 0.21	63	20+	20+	20+
11. leather sofas	33,100	$ 2.50	47	1	2	3
12. free samples	33,100	$ 0.45	86	20+	20+	20+
13. headboards	27,100	$ 1.26	64	13	20+	20+

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Using SEO Monitor to understand "not provided" traffic and conversions (at the start of the project)

	Keyword		Visits ∨	Bounce rate	Conv. rate	Transactions	Revenue	Group
☐	sofa	↗	7,179	14.02%				📁 Junior and 1 more
☐	sofas	↗	5,597	13.99%				📁 Junior and 1 more
☐	small corner sofa	↗	124	44.71%				📁 Target - corner sofas and 1 more
☐	corner sofa	↗	404	30.4%				📁 Junior and 3 more
☐	sofa beds	↗	367	31.18%				📁 Target - prime and 1 more
☐	armchairs	↗	277	21.91%				📁 Target - prime and 1 more
☐	velvet sofa	↗	217	35.93%				📁 Target - prime and 1 more
☐	corner sofa bed	↗	191	15.31%				📁 Sofa beds
☐	upholstered beds	↗	181	23.67%				📁 SEO Opportunities
☐	corner sofas	↗	162	44.84%				📁 Junior and 3 more
☐	sofa bed	↗	157	31.29%				📁 Junior and 2 more
☐	velvet sofas	↗	152	35.78%				📁 Junior and 2 more
☐	armchair	↗	140	21.09%				📁 Junior and 2 more
☐	love seat	↗	137	29.26%				📁 Loveseat

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Using SEO Monitor to understand Keyword Difficulty and Opportunities

					Status		Info						Traffic & Trar

3,764 Keywords match your criteria

	Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits
☐ 📁	1. sofas ↗	18	-	◔ ⌃	135,000	2.76 £	▰▰▱	13%	108

Target ⓘ	Estimated additional visits	Estimated additional revenue	Estimated AdWords Cost
Top 3	~ 23,764 visits / month	N/A	~ 65,651 £ / month

	Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits
☐ 📁	2. beds ↗	35	+4	● ⌄	135,000	2.54 £	▰▱▱	17%	17
☐ 📁	3. jo malone ↗	99+	-	◔ ⌄	90,500	0.50 £	▰▰▱	N/A	0
☐ 📁	4. sofa ↗	10	-	◔ ⌄	74,000	3.10 £	▰▰▱	11%	732
☐ 📁	5. sofa beds ↗	29	-1	◔ ⌄	74,000	2.13 £	▰▰▱	40%	55
☐ 📁	6. corner sofa ↗	29	-2	◔ ⌄	60,500	1.92 £	▰▰▱	52%	53
☐ 📁	7. sofa bed ↗	31	+1	◔ ⌄	40,500	1.96 £	▰▰▱	39%	10
☐ 📁	8. cushions ↗	99+	-	◔ ⌄	40,500	0.58 £	▰▱▱	19%	1

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8 months of results for 30 target keyphrases

Competitor rankings and Visibility Score (June 7th compared to Oct 6th)

Junior (11) — Download CSV

Keyword	Search Volume	Avg. CPC	sofa.com Rank	sofa.com Change	furniturevillage.co.uk Rank	furniturevillage.co.uk Change	dfs.co.uk Rank	dfs.co.uk Change	sofaworks.co.uk Rank	sofaworks.co.uk Change	scs.co.uk Rank	scs.co.uk Change
1. sofas	135,000	$ 2.74	8	+10	1	+1	4	-3	N/A	-	10	-7
2. sofa	90,500	$ 2.80	2	+8	1	+1	5	-4	N/A	-	11	-8
3. sofa beds	74,000	$ 1.71	22	+6	3	+3	5	-3	20+	-	N/A	-
4. corner sofa	60,500	$ 2.06	25	+2	1	+1	2	-1	12	-7	4	-1
5. sofa bed	49,500	$ 1.55	20	+12	3	+5	6	-3	18	-	N/A	-
6. leather sofas	33,100	$ 2.51	60	-13	1	-	3	-1	7	-2	2	+1
7. corner sofas	22,200	$ 2.38	30	-4	1	+1	2	-1	11	-5	5	-1
8. armchair	14,800	$ 1.53	16	+10	8	-2	N/A	-	20+	-	20+	-
9. footstools	12,100	$ 0.93	14	+7	11	-4	9	-	20+	-	20+	-9
10. leather sofa	9,900	$ 2.05	59	-15	2	+1	1	-	4	+2	3	-1
11. velvet sofas	880	$ 1.35	1	-	3	+5	14	-5	18	-4	20+	-

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Increase in Visibility Score compared with competitors

7%

24%

Visibility Score

Estimated Visits

Visibility Score	Estimated Visits
18 %	150,641 Monthly Visits
85 %	729,881 Monthly Visits
77 %	668,214 Monthly Visits
6 %	54,242 Monthly Visits
42 %	359,466 Monthly Visits

Junior (11)   Download CSV   sofa.com   FV furniturevillage.co.uk   dfs.co.uk   sofaworks.co.uk   scs scs.co.uk

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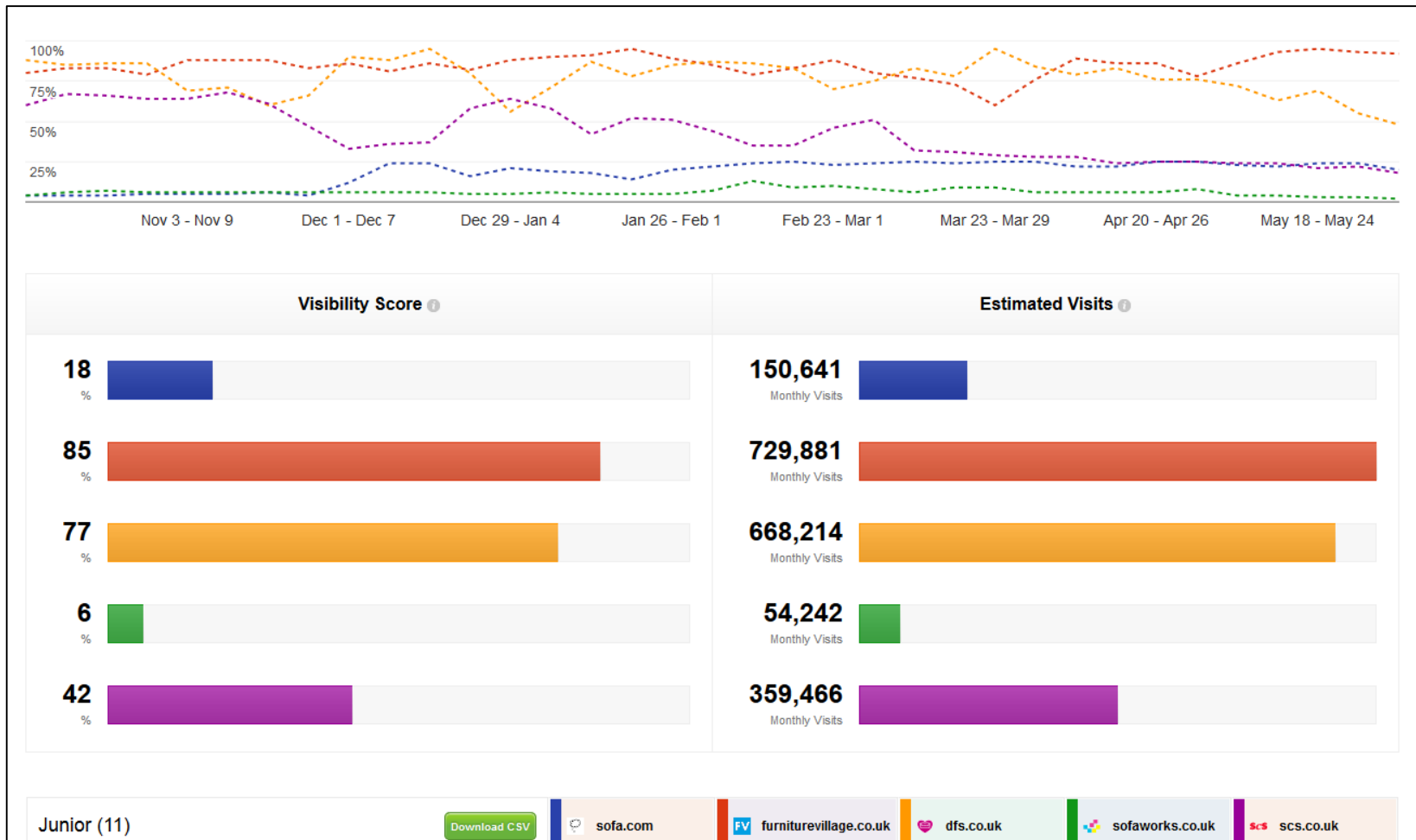
Forecasting for future SEO project

Forecast for future SEO work
Step 1 – select group of keyphrases and target positions

	Group name	Search vol.	Difficulty	Target
☐	Armchairs (141)	84,590		Select ˅
☐	Brand (1)	10		Select ˅
☐	Chaise (51)	15,110		Select ˅
☐	Classic and... (42)	10,230		Select ˅
☐	Colours (233)	92,300		Select ˅
☐	Corner sofas (190)	160,870		Select ˅
☐	Fabric (225)	119,430		Select ˅
☐	Footstools (70)	73,550		Select ˅
☐	Four seater (22)	6,690		Select ˅
☐	General sofas (92)	75,010		Select ˅
☑	Junior (11)	472,480		Top 3 ˅
☐	JuniorB (0)	0		Select ˅

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Current ranking for these keyphrases

Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	Conv. rate
1. sofas	5	+13		135,000	1.81 £		14%	19,456	0.2%
2. corner sofa	16	+11		60,500	1.74 £		38%	1,545	0.08%
3. sofa beds	18	+10		74,000	1.60 £		34%	1,804	0.08%
4. sofa bed	16	+16		40,500	1.70 £		35%	830	0.08%
5. corner sofas	22	+4		22,200	2.09 £		42%	622	0.08%
6. leather sofas	58	-11		33,100	2.26 £		58%	307	0.03%
7. footstools	17	+4		12,100	0.72 £		67% ⚠	54	0.52%
8. armchair	15	+11		12,100	1.25 £		23%	598	0.19%
9. leather sofa	56	-12		8,100	1.99 £		146% ⚠	30	0.06%
10. sofa	1	+9		74,000	1.88 £		14%	36,057	0.22%
11. velvet sofas	1	-		880	1.25 £		36%	705	0.04%

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Step 2 – Projected non-branded traffic (all traffic to the site) with and without SEO project

Time frame: **12** months

SEO performance in time: manual

Visibility Score:

11% | **26%**

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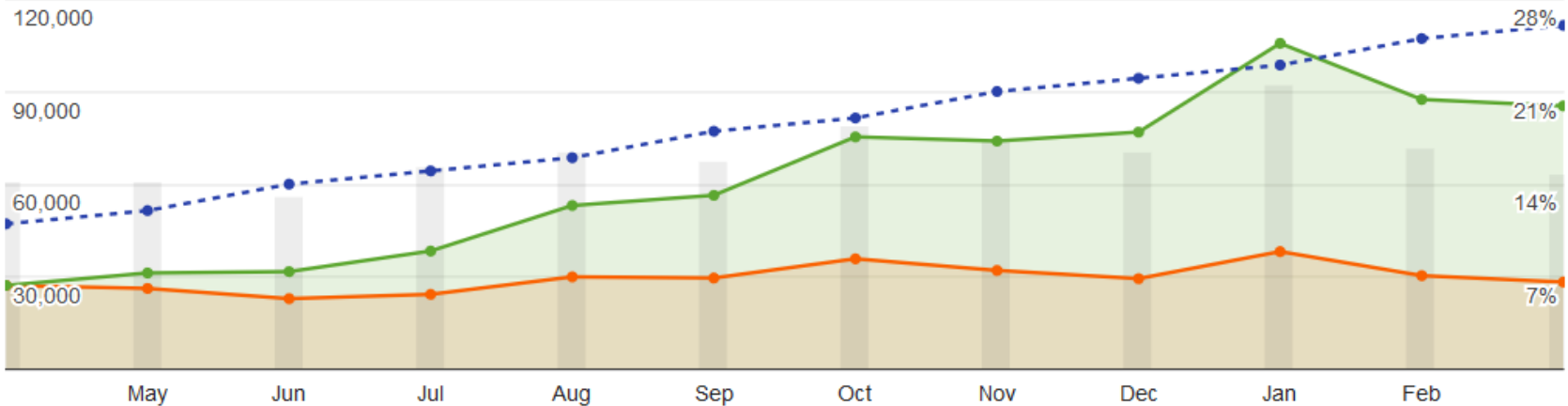
Key take-aways

- There are now tools such as SEO Monitor that provide "not provided" keyword data

- Having all the essential data in one dashboard (such as keyphrase positions, search volumes, Difficulty Score and Opportunities); makes the initial process of determining keyword targets and topic groups much faster than traditional SEO techniques

- Performance tracking, reporting and forecasting is easy with SEO Monitor's Visibility Score and positions (for your own site and your competitors)

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Thank you

Try SEO Monitor for yourself – free 14 day trial and 10% discount using promo code **Anicca10**

Ann Stanley

ann@anicca.co.uk

anicca.co.uk/seo-monitor-free-trial.htm

07930 384443

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