



# How Well Is My SEO Doing?



What to track when starting out in SEO

# A little about me



**Hi, I'm Kieran Headley, Co-Founder of Hike.**

I'm the technical co-founder of Hike, and I've led the build of the platform. I've been doing SEO for over 7 years, having worked for clients either at an agency, or freelance. Helping startups & small businesses is fantastic as their products are often unique, and I'm super excited to show them how to use this to their advantage.

# Introduction

If you're serious about SEO (and you probably should be, considering it drives 51% of ALL website traffic) then you need to be serious about tracking it too. And you want to know what you're tracking as early as possible in your 'SEO-career'.

This will ensure you're focusing your efforts on what has the greatest impact. Think the 80/20 rule.

You know the old adage - 'fail to plan, then plan to fail' - well it works for SEO too.

*Kieran Headley*

Kieran Headley - Co-Founder at Hike

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A quick checklist to keep track of how SEO is impacting your traffic and conversions.

- Track your keyword rankings!** The traditional and still most effective way to see if your SEO is working well. But, don't get 'hooked' on them as you may not be tracking all the great phrases you're appearing for. You may fall foul to 'false positives' if you fixate on them too much.
- Track organic traffic** (ie SEO traffic) to see if this is generally on the increase (if you have a seasonal product bear in mind the traffic may fluctuate through peaks and troughs throughout the year).

**Use a tool like Google Analytics to track traffic, it's free and you should monitor:**

- Number of visitors** (Is this going up? If so what pages? Can you learn from them and apply to other pages, things like content and images? [See here for tips](#))
- Bounce Rate** (*Number of people that come to your website and leave without viewing any additional pages to the one that they initially viewed - are certain pages putting people 'off' your website? identify the pages with the highest bounce rate, what can you change?*)
- Average time on site** (*See how long people spend on your website - generally, the longer here the better, but look at what pages are driving your time on site, is it only some pages? Is it equal? identify pages with low time on site and look to improve based on more successful pages.*)

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- Traffic Sources** (*Where your visitors are coming from, examples would be Direct, Organic, Paid, Social etc - is the time you spend on each channel comparative to the traffic they generate? If not, why not? Are some channels 'lagging behind'? Maybe you need to refocus efforts. [Think Pareto's 80/20 rule](#)).*
- Countries** (*See where your traffic is coming from - do you have an international audience you didn't know about? Maybe an opportunity for growth?*).
- Devices** (*The devices that people use when viewing your website, like Phone, Table and Desktop Computer - does your website look good on all devices? Does it look best on your most popular device?*).
- Referrers** (*The websites that people are coming from when they get to your website - great if you have done any PR or link building*).

Then outside of Google Analytics:

- Backlinks!** If you're a startup and you're looking to gain PR/media exposure then this can really work in your favour for SEO. Track the sites that are sending traffic and look for similar opportunities, as this will give your SEO a boost.
- SEO is a long term game!** You might not reap the full fruits of your labour until after 6 months, so bear that in mind.

# How we help

The Hike team can help you across all areas of your SEO, as we want you to be as successful as possible.

Below are the ways in which we can help:

## We have great support

You can contact us via live chat, email or our facebook groups and we'll help you with any questions you've got.

## We can help you setup your SEO strategy

Want to make sure your SEO strategy is perfect from the start? Then we can do this for you. This includes choosing the right keywords, landing page set-up, content marketing strategy, local SEO audit and competitor analysis.

## We can complete your SEO actions for you

Don't have time or resources to do your SEO? Then we can do it for you. You just pay for exactly the actions you want us to do, when you want us to do them. It's completely flexible.





# Get in touch

If you want to find out more about Hike SEO then simply head over to our [website](#), or book a demo with one of the team by clicking the button below and we'll show you exactly how it can work for you!



BOOK A DEMO