

## ***Analytics – Referred Source and Keywords***

Referred Source is basically how your website visitor found your website. Was it; directly (when someone has your website address on a business card and types it in), through a search engine, via a PPC advert, or from another website which has a link to yours?

Key words are the words or phrases that someone types into a search engine that leads them to your website.

### ***My Referred Source data:***

Look at your Referred Sources, what are the numbers for your main sources?

Direct  Search Engine  PPC Adverts  Links

If the majority of your website visitors came from one Referred Source, you need to put things in place to spread the balance. This is a risky position to be in.

If you are not getting many referrals through the search engines, you will need to make changes to your keywords and spend time on search engine optimisation.

Use this information to spot opportunities too. If you are receiving lots of visitors from a particular link, look into opportunities for more links with similar businesses and so on.

### ***My Keyword data:***

What are the main keywords that you are being found for:

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Are these the keywords that you were expecting? Yes  No

Are all of the keywords you would like there? Yes  No

If there are some unexpected keywords, this indicates the potential for new opportunities. Spend time on optimising these key words, look for relevant links to and from other websites and use social media to promote.

