

How to Predict Organic Conversions Without the Need for Expensive Tools.

Richard Petersen-Hall



Inbound Marketing Manager at Clinked.com





Clinked is the Leading White Label Client Portal Provider





Search & Data Manager at Zazzle Media

Mulberry



極度乾燥(しなさい)
Superdry.

RAC

But enough about me...

This talk will cover the following:

- 1) Why do we need to predict conversions?**
- 2) What numbers we need?**
- 3) The Process to Predict Conversions.**
- 4) Issues with this method?**
- 5) How to improve your results.**

Full Disclosure

All Numbers are fictitious

These Slides Aren't Pretty or Sexy

Will Not Mention the Following Topics...

Brexit

Bitcoin

GDPR

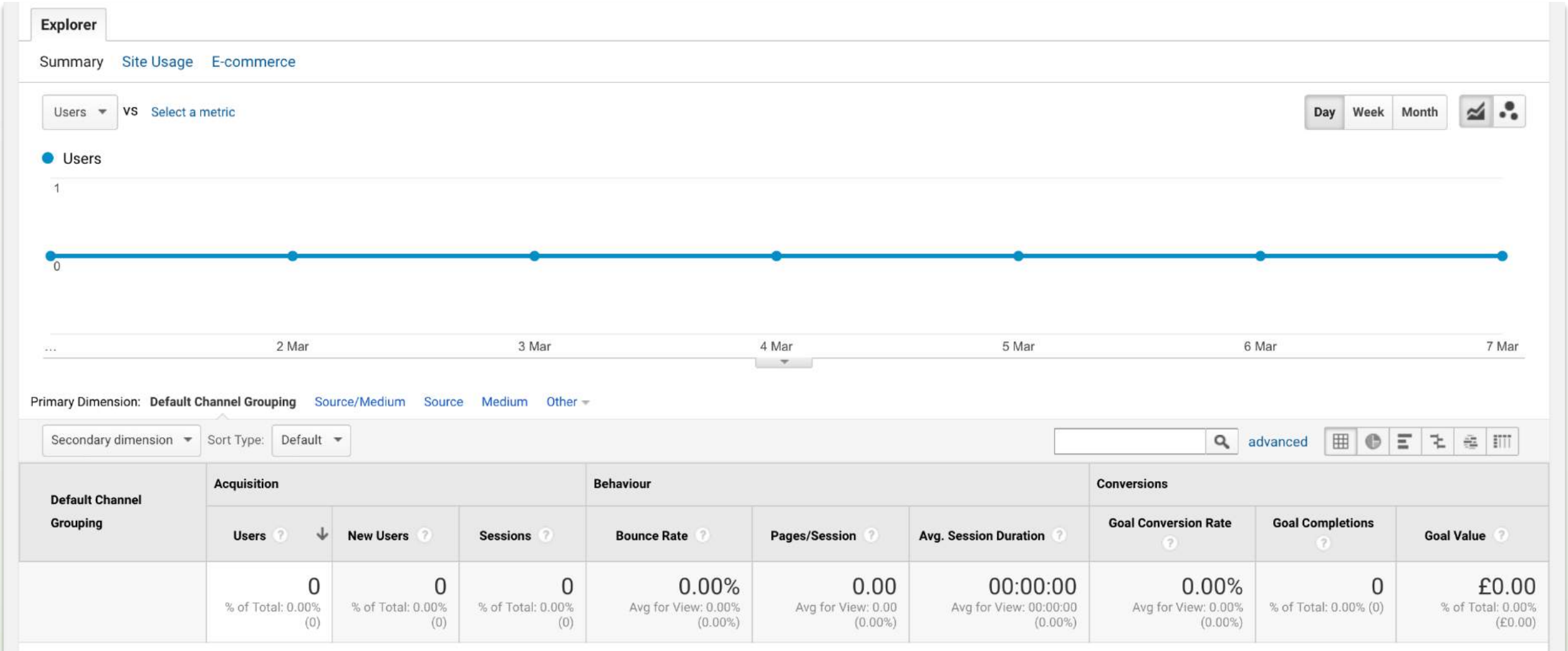
Spice Girls Reunion

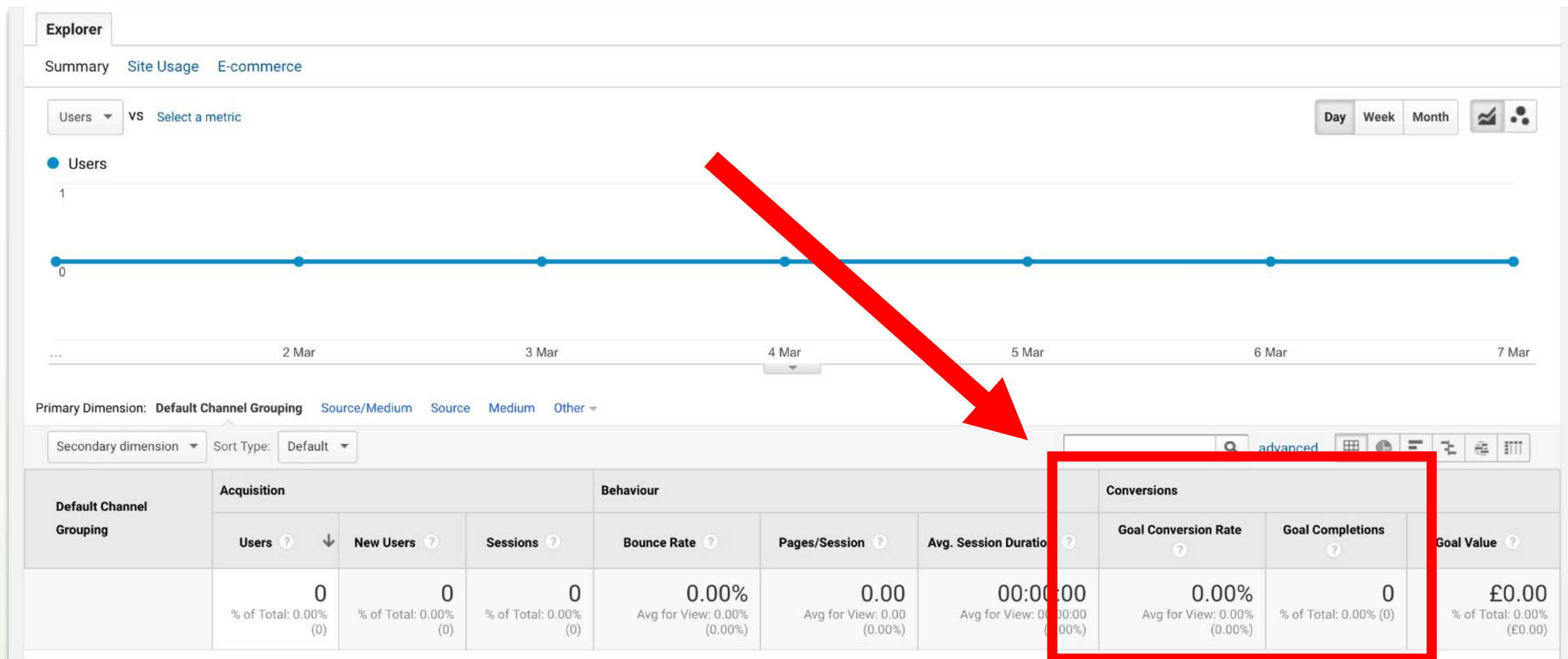
**So why do we need to Predict
Organic Conversions?**

**Understand where to focus
your attention.**

Make it easier to get buyin.


**What do we need in order
to make predictions?**








Either Ecommerce Tracking Or Goal Tracking

To Setup Goal Tracking...


All Web Site Data ▾


 Search reports and help


 HOME

 CUSTOMISATION

Reports

 REAL-TIME

 AUDIENCE

 ACQUISITION

Overview

▾ All Traffic

Channels

Treemaps


Source/Medium


Referrals

▸ AdWords

▸ Search console

▸ Social







VIEW

All Web Site Data

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 E-commerce Settings

Dd Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

 Segments



VIEW

All Web Site Data

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 **Goals**

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Dd Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

 Segments

+ NEW GOAL

Import from Gallery

 Search



Goal

ID

Goal Type

Past 7 day conversions

Recording

There is no data for this view.

20 goals left



VIEW

All Web Site Data



View Settings



User Management



Goals



Content Grouping



Filters



Channel Settings



E-commerce Settings



Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS



Segments

1 Goal set-up

☐ Template

Select a template to start with a pre-filled configuration

☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

☒ Custom

Continue

Cancel

2 Goal description

3 Goal details

Cancel



VIEW

All Web Site Data

View Settings

User Management

Goals

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Filters

Channel Settings

E-commerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments



Goal set-up

Edit

Custom

2

Goal description

Name

Contact Form Submitted

Goal slot ID

Goal ID 1 / Goal Set 1

Type

- ☒ Destination e.g. thanks.html
- ☐ Duration e.g. 5 minutes or more
- ☐ Pages/Screens per session e.g. 3 pages
- ☐ Event e.g. played a video
- ☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

3

Goal details

Cancel



All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings

Goal set-up

Custom

Goal description

Name: *Contact Form Submitted*

Goal type: *Destination*

Goal details

Destination

Equal to

/contact/thank-you.html

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

☐ OFF

Assign a monetary value to the conversion.

Funnel optional

☒ ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step

Named

Screen/Page

Required?

1

Contact Page

/contact

☒ YES

+ Add another Step

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Leave to simmer for 30 days...

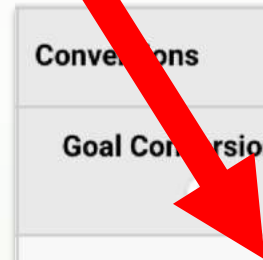
Conversions		
Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)

Goal Conversion Rate

A large red arrow originates from the 'Goal Conversion Rate' text in the main heading and points directly to the '2.00%' value in the table's first column.

Conversions		
Goal Conversion Rate	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)

Goal Conversion Rate



Conversions		
Goal Conversion Rate	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)



Goal Completions

Goal Conversion Rate

Goal Value

Conversions		
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2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)

Goal Completions

Goal Conversion Rate

Goal Value

Conversions		
Goal Conversion Rate	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	20.00 % of Total: 0.00% (£0.00)

Goal Completions

Conversions		
Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)

1st January 2018 - 31st January 2018

Google | Search Console

Web Tools

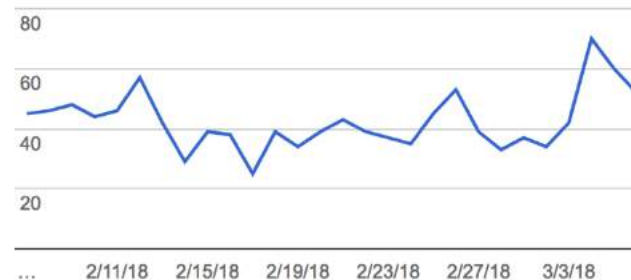
[View all](#)

Site Errors

URL Errors

1 Soft 404

■ 1,190
Total Clicks



All (1) >>

12 URLs submitted
1 URLs indexed

1 warnings



Google Search Console^{BETA}

New and important

Feb 1, 2018

[View all](#)

Web Tools

>>

1 Soft 404

>>

Date	Number of Cases (approximate)
2/11/18	45
2/12/18	48
2/13/18	45
2/14/18	48
2/15/18	62
2/16/18	35
2/17/18	42
2/18/18	43
2/19/18	30
2/20/18	42
2/21/18	38
2/22/18	45
2/23/18	48
2/24/18	45
2/25/18	42
2/26/18	58
2/27/18	45
2/28/18	40
2/29/18	42
3/1/18	40
3/2/18	48
3/3/18	78
3/4/18	65

All (1) >>

1 warnings





Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



Submit feedback



Go to the old version

Privacy

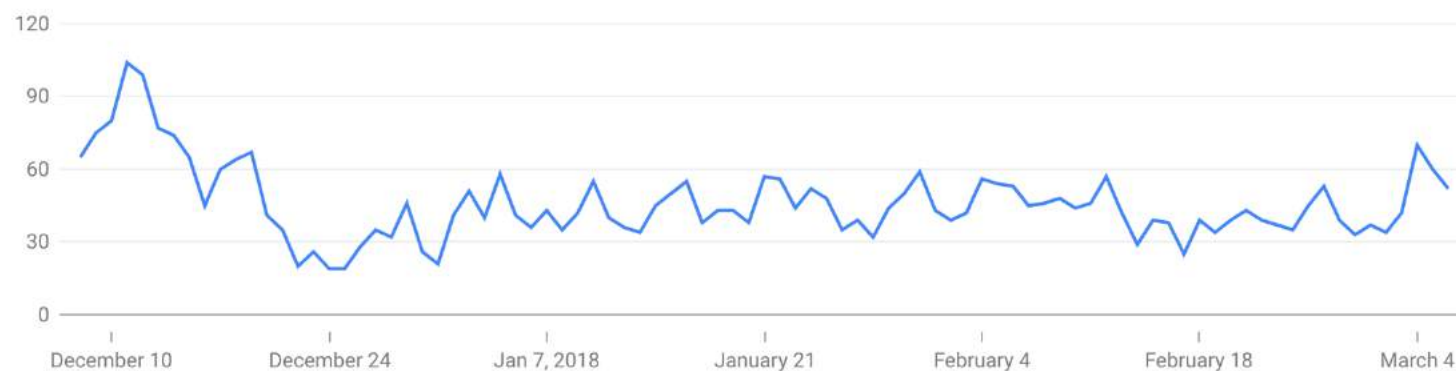
Terms

Status

Performance

[OPEN REPORT >](#)

4,080 Total clicks



Index coverage

[OPEN REPORT >](#)

1 Page with errors 1 Valid Page



Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



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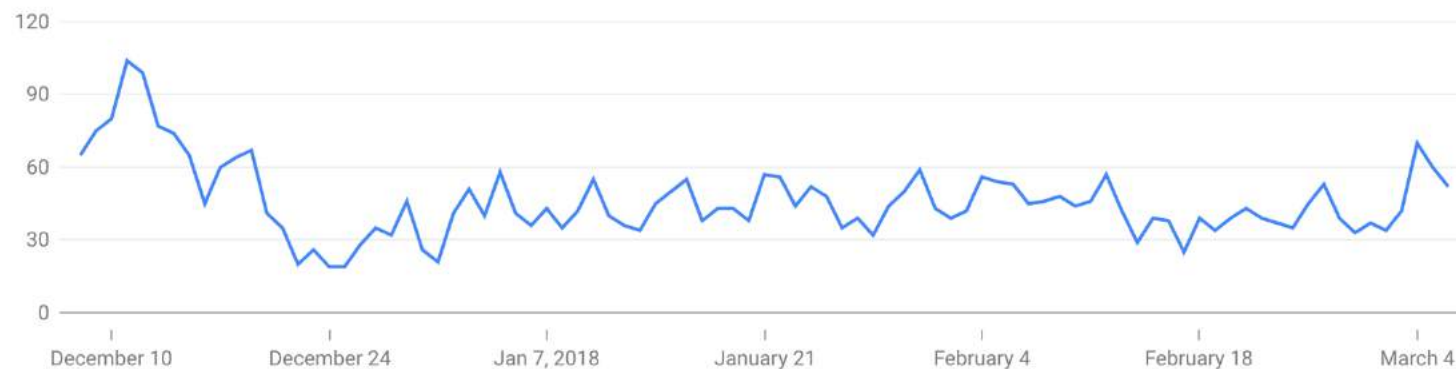
Terms

Status

Performance

[OPEN REPORT >](#)

4,080 Total clicks



Index coverage

[OPEN REPORT >](#)

1 Page with errors 1 Valid Page



Status

Status

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Sitemaps



Coming soon...



Help



Submit feedback



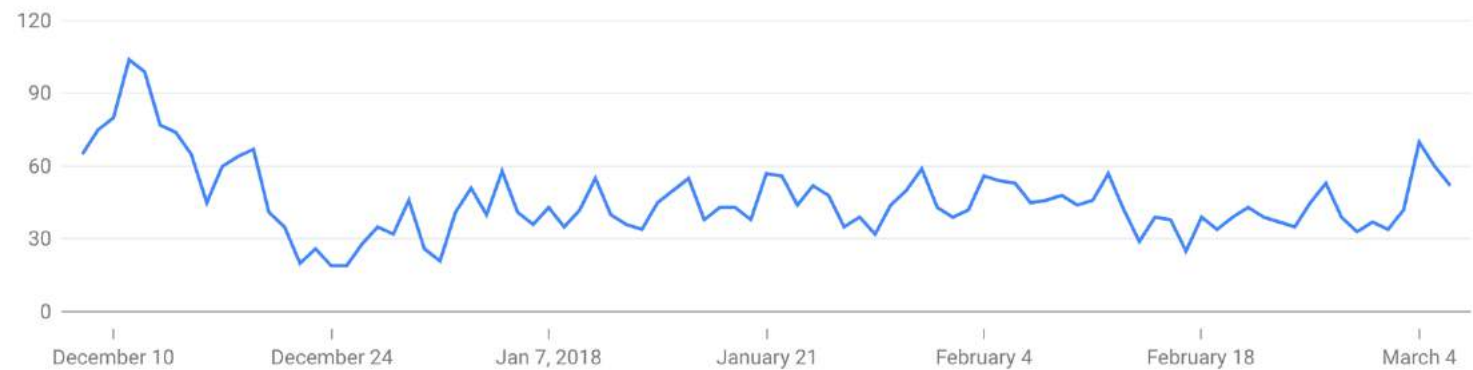
Go to the old version

Privacy Terms

Performance

[OPEN REPORT >](#)

■ 4,080 Total clicks



Index coverage

[OPEN REPORT >](#)

■ 1 Page with errors ■ 1 Valid Page



Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



Submit feedback



Go to the old version

Status > Performance



Search type: Web

Date: Last 3 months

+ NEW

Total clicks

4.08K



Total impressions

46.7K



Average CTR

8.7%



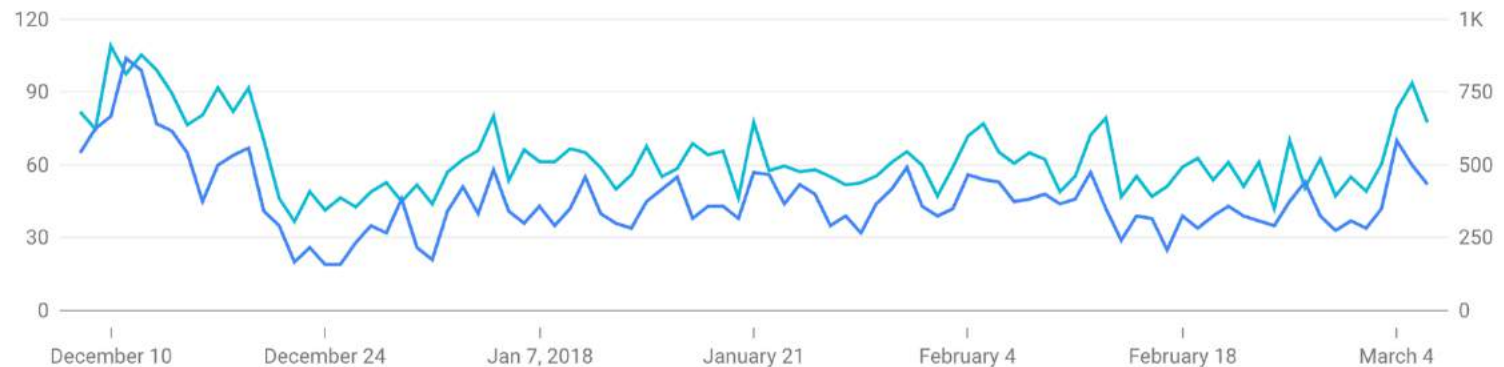
Average position

16.1



Clicks

Impressions



QUERIES

PAGES

COUNTRIES

DEVICES





Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



Submit feedback



Go to the old version

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Status > Performance



Search type: Web

Date: Last 3 months



NEW

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Average CTR

8.7%



Average position

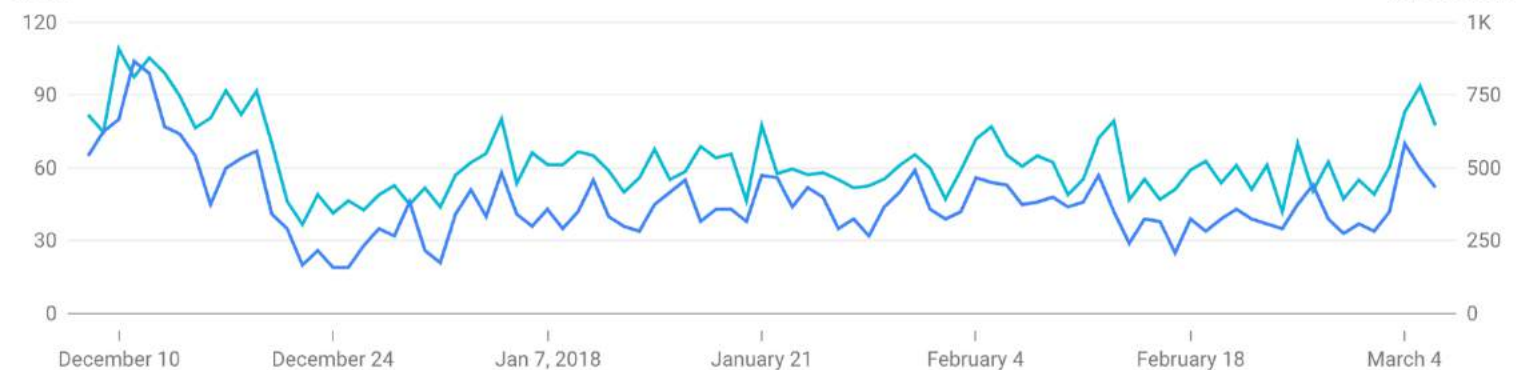
16.1



Total Clicks

Clicks

Impressions



QUERIES

PAGES

COUNTRIES

DEVICES



Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



Submit feedback



Go to the old version

Status > Performance



Search type: Web

Date: Last 3 months



NEW

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4.08K

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46.7K

Average CTR

8.7%

Average position

16.1

Clicks

Impressions



QUERIES

PAGES

COUNTRIES

DEVICES



Total Clicks

Total Impressions



Status > Performance

Date Range

Search type: v

Date: Last 3 months

+ NEW

Index coverage



Sitemaps



Coming soon...



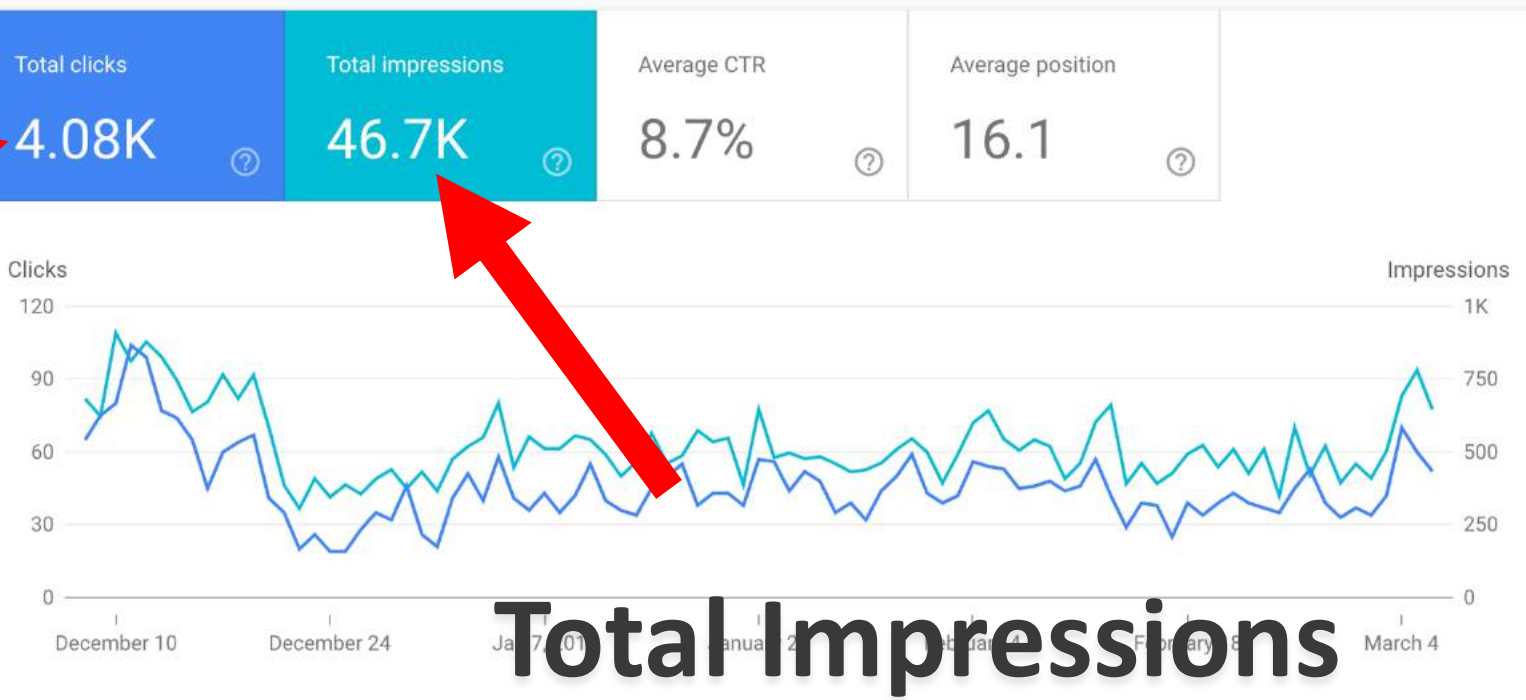
Help



Submit feedback



Go to the old version



Total Clicks

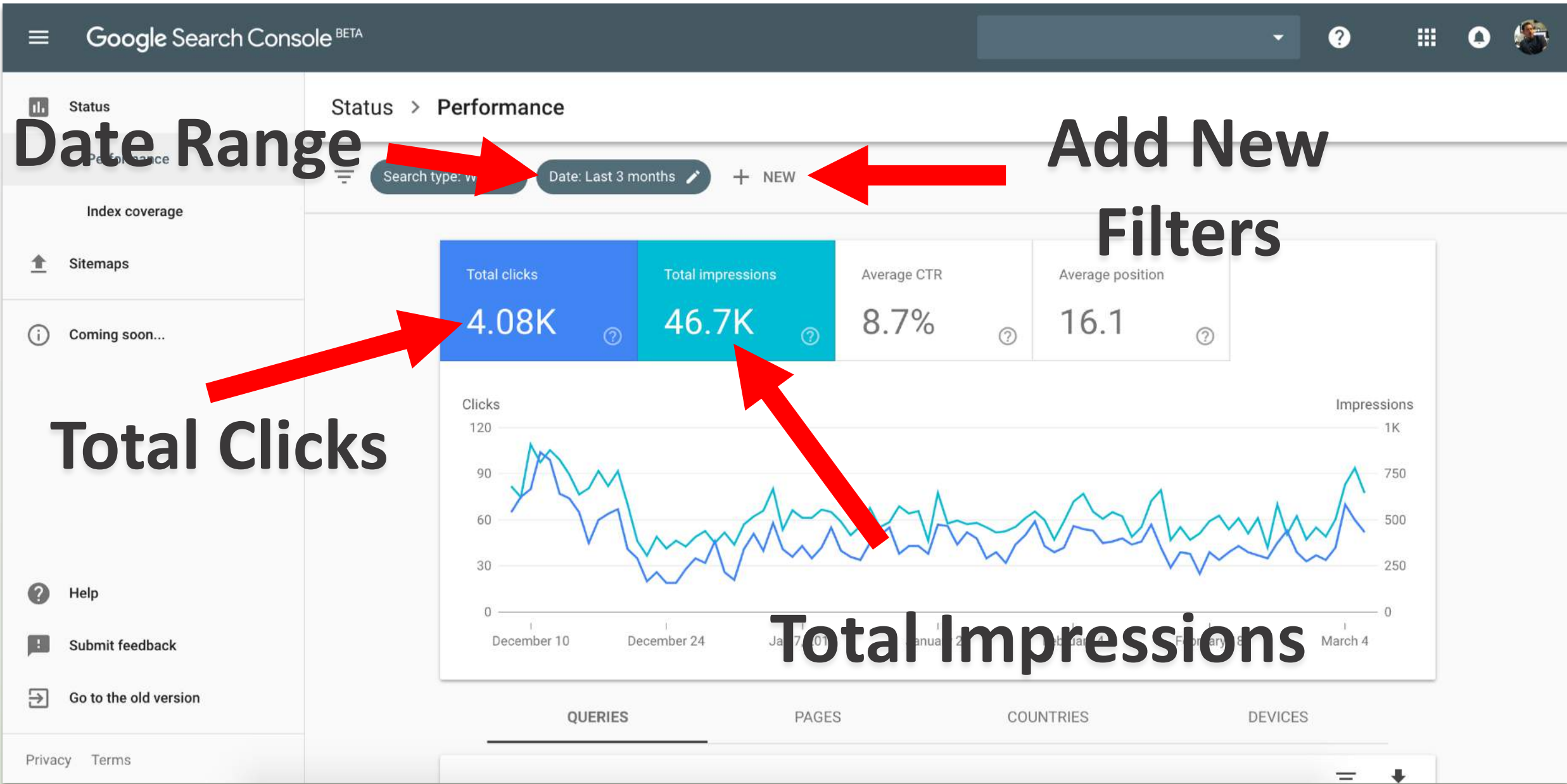
Total Impressions

QUERIES

PAGES

COUNTRIES

DEVICES





Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



Submit feedback



Go to the old version

[Privacy](#) [Terms](#)

Status > Performance



Search type: Web

Date: 1 Jan 2018-31 Jan 2018

+ NEW

Queries	↓	
	Clicks	Impressions
Blue Widgets	236	1,744
Red Widgets	147	377
Green Widgets	47	719
Yellow Widgets	25	186
Black Widgets	21	164
Pink Widgets	17	126
White Widgets	17	43
Purple Widgets	16	191



Status

Performance

Index coverage



Sitemaps



Coming soon...



Help



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Status > Performance



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Index coverage



Sitemaps



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Index coverage



Sitemaps



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Search type: Web



Date: 1 Jan 2018-31 Jan 2018



+ NEW

Queries

Blue Widgets

Red Widgets

Green Widgets

Yellow Widgets

Black Widgets

Pink Widgets

White Widgets

Purple Widgets

↓ Clicks

Impressions

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Status

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Sitemaps

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Terms

Google Search Console

BETA

?

Status > Performance

Search type: Web

Date: 1 Jan 2018-31 Jan 2018

+ NEW

Queries	Clicks	Impressions
Blue Widgets	236	1,744
Red Widgets	1	377
Green Widgets	7	719
Yellow Widgets	25	186
Black Widgets	1	164
Pink Widgets		126
White Widgets	1	43
Purple Widgets	16	191



Status

Performance

Index coverage



Sitemaps



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Status > Performance



Search type: Web



Date: 1 Jan 2018-31 Jan 2018



+ NEW

Total clicks

1.38K



Total impressions

15.7K



Average CTR

8.8%

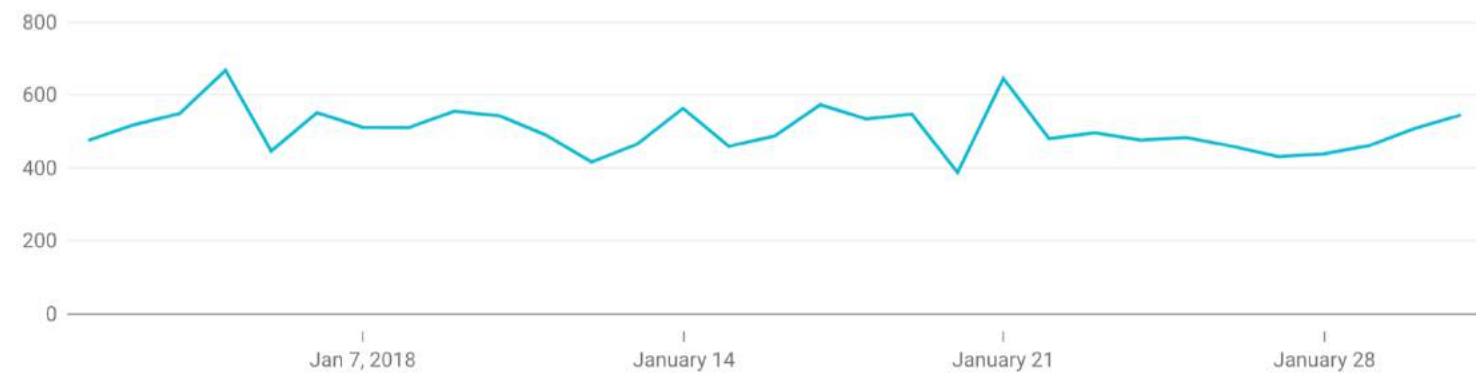


Average position

15.7



Impressions



QUERIES

PAGES

COUNTRIES

DEVICES



Status

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Index coverage



Sitemaps



Coming soon...



Help



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Status > Performance



Search type: Web

Date: 1 Jan 2018-31 Jan 2018



+ NEW

Total clicks

1.58K



Total impressions

15.7K



Average CTR

8.8%

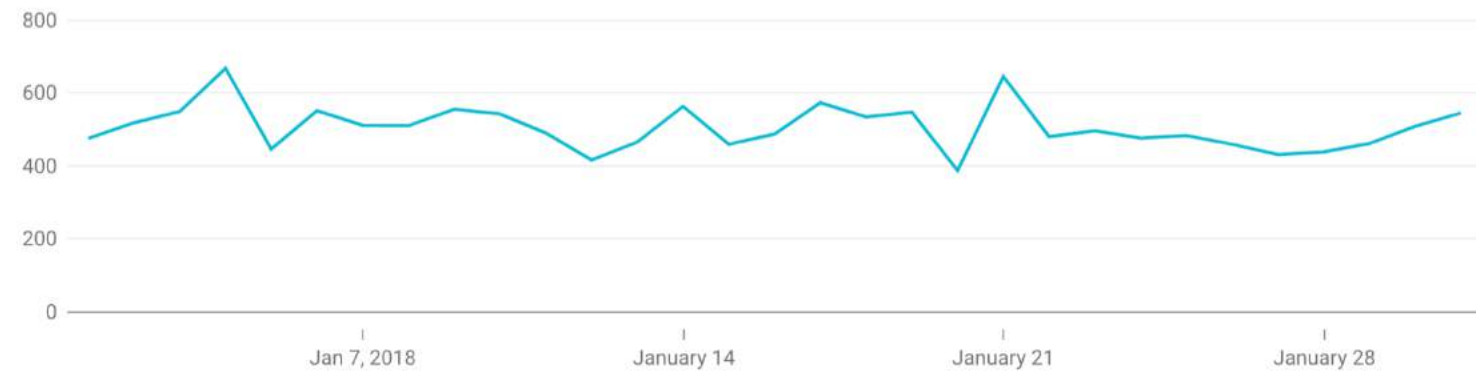


Average position

15.7



Impressions



QUERIES

PAGES

COUNTRIES

DEVICES



Search type: Web

Date: 1 Jan 2018-31 Jan 2018

+ NEW



Queries

Impressions

Blue Widgets

1,744

Red Widgets

377

Green Widgets

719

Yellow Widgets

186

Black Widgets

164

Pink Widgets

126

White Widgets

43

Purple Widgets

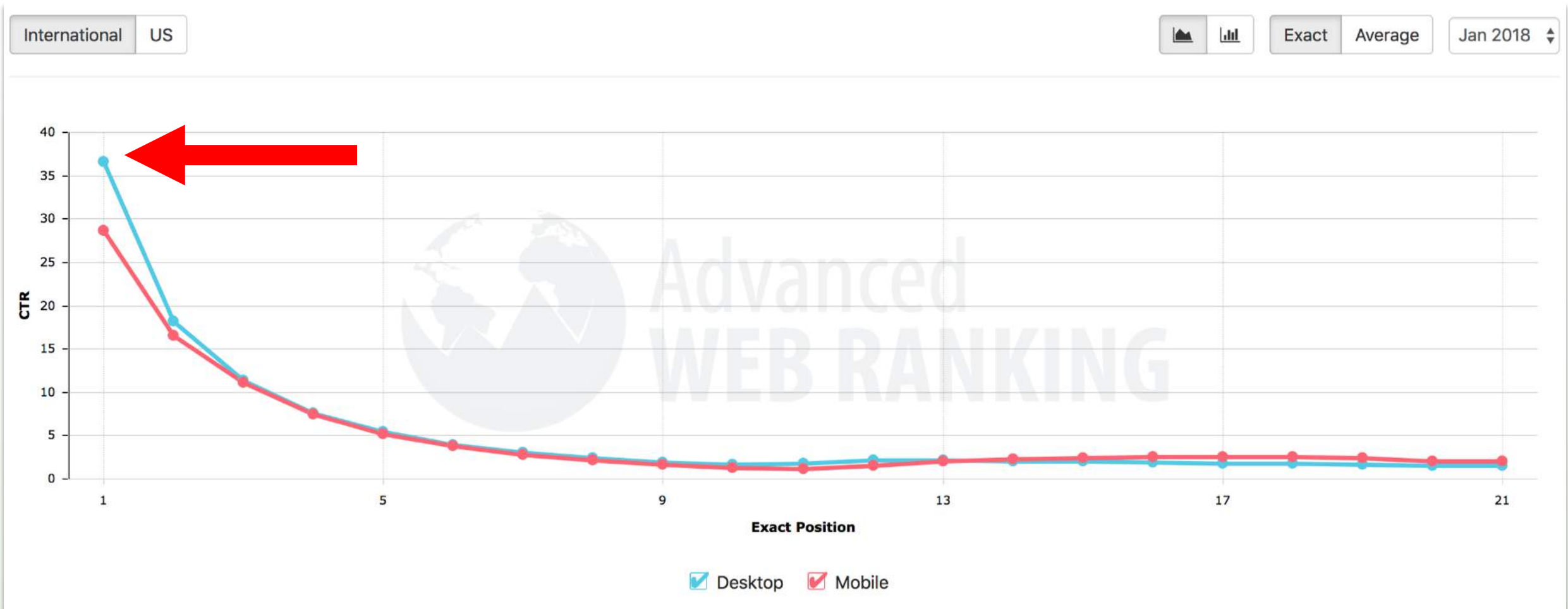
191



Blue Widgets

1,744

Conversions		
Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
2.00% Avg for View: 0.00% (0.00%)	50 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)



<https://www.advancedwebranking.com/cloud/ctrstudy/>

Ranking #1 CTR = 27.51%

Ranking #1 CTR = 27.51%

Blue Widget Impressions = 1744

Blue Widgets

1,744

Ranking #1 CTR = 27.51%

Blue Widget Impressions = 1744

Maximum Clicks $1744 \times 0.2751 = \underline{480 \text{ Clicks}}$

Ranking #1 Blue Widget Keyword
Maximum = 480 Clicks

Lets take this to the next level...

480 Clicks x 2% = 9.6 Sales

Goal Conversion Rate ?
2.00% Avg for View: 0.00% (0.00%)

480 Clicks x 2% = 9.6 Sales

Blue Widgets = 10 Sales per Month

Issues with this Method?

**This Method doesn't work well if
you don't rank in top 10**

**Doesn't work well if you or
others rank twice in top 10**

**Our example uses a site
wide conversion rate.**

**Method doesn't take into
account commercial intent.**

**Hard to take into account
powerful competitors.**

How to improve the process

Calculate different rates for different Countries

Use page level conversion rates

Here are some takeaway's...

1) Know your numbers.

- 1) Know your numbers.**
- 2) Continue to monitor your numbers.**

- 1) Know your numbers.**
- 2) Continue to monitor your numbers.**
- 3) Make predictions.**

- 1) Know your numbers.**
- 2) Continue to monitor your numbers.**
- 3) Make predictions.**
- 4) Adjust predictions against results and apply learnings to future predictions.**



Is there any Questions?

Thank you and best of luck with GDPR