

Data driven  
marketing

Gerry White







# Gerry White @dergal

- SEO Director Oda.com
- Agency Side, clientside...
- BBC, Government, Supermarkets, charities, hotels, o2, banks,
- UK Search Awards, e-commerce awards, other judge stuff ...

● Data-driven  
Topic

● Best guess  
Search term

+ Add comparison

Worldwide ▼

01/04/2008 - 28/03/2019 ▼

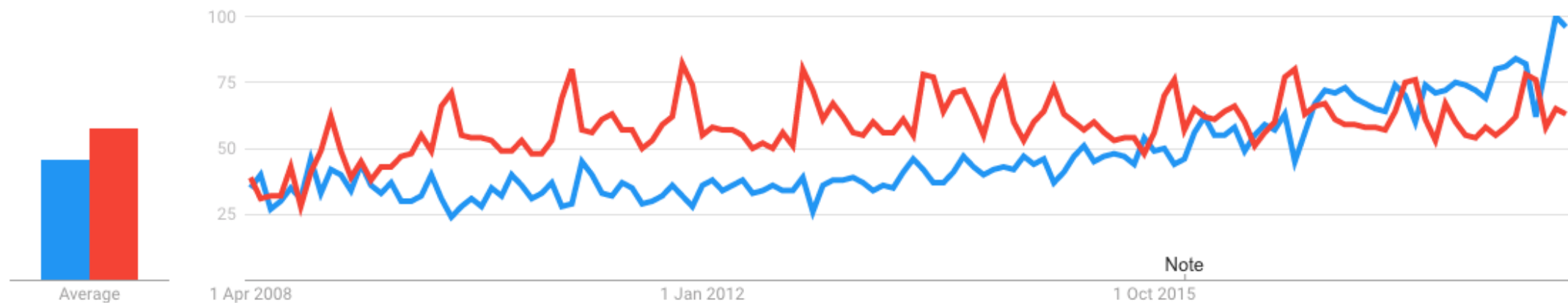
All categories ▼

Web Search ▼

! **Note:** This comparison contains both Search terms and Topics, which are measured differently.

[FIND OUT MORE](#)

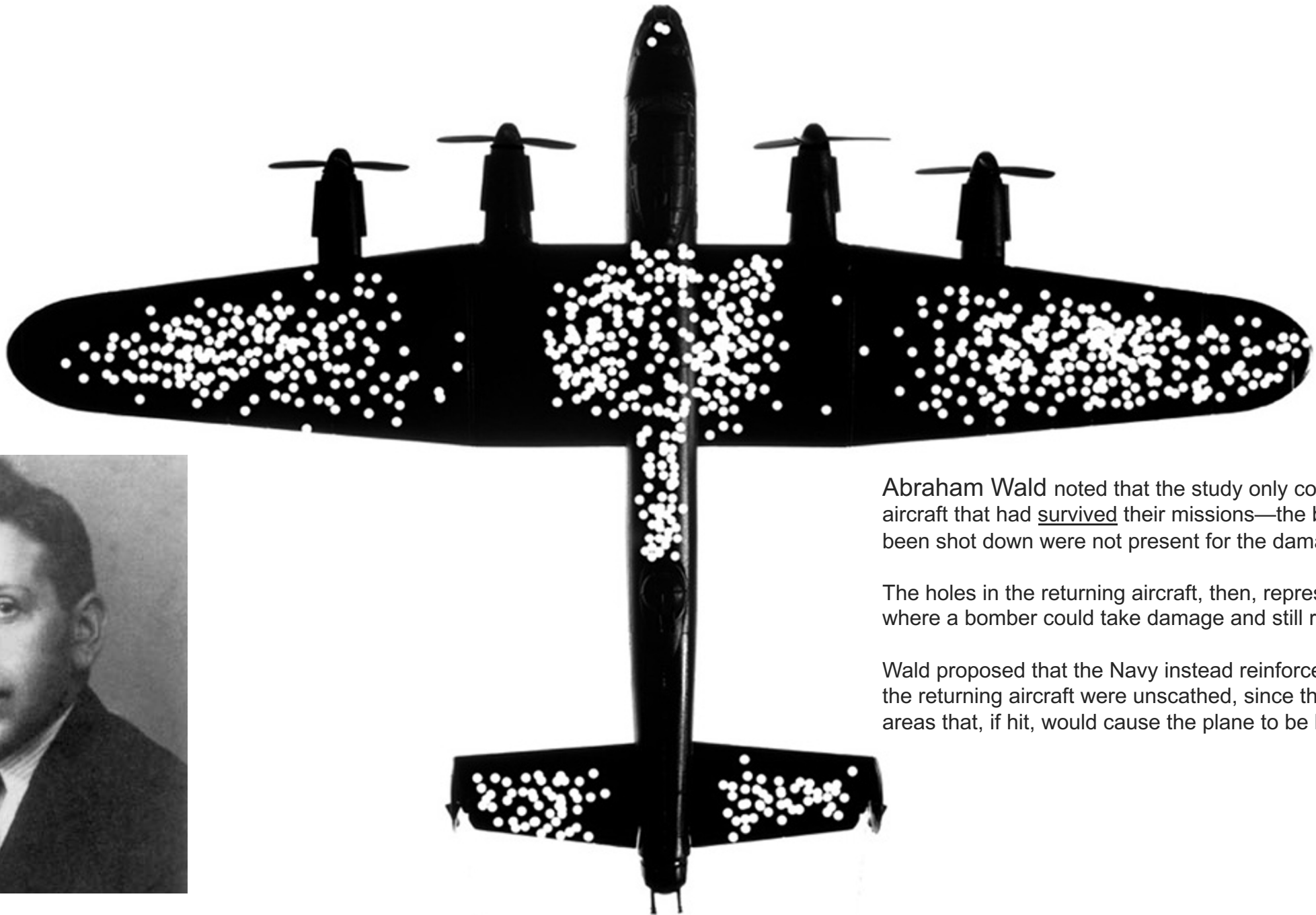
Interest over time ?



Data is meaningless  
without insight ...







Abraham Wald noted that the study only considered the aircraft that had survived their missions—the bombers that had been shot down were not present for the damage assessment.

The holes in the returning aircraft, then, represented areas where a bomber could take damage and still return home safely.

Wald proposed that the Navy instead reinforce the areas where the returning aircraft were unscathed, since those were the areas that, if hit, would cause the plane to be lost





1. Do you have the right data
2. Are you interpreting it correctly
3. Are you providing data or intelligence to your clients

Are you interpreting it correctly  
(example from an agency report)



# Linking & Redirects

Priority: **High**

## Website has poor deep linking / buried pages

- **Description** – Deep buried pages occur when the user or search engine has to click through many pages to get to the page they want. For pages to be easily accessible they should be a few clicks away from the home page, ideally not more than three.
- **Implication** – Pages which are buried deep within in the site's structure are difficult for users and search engines to find. As a result, this can hinder the indexation of the page which can negatively affect the visibility of the landing page.

Address	Level ▼
<a href="http://www.just-eat.co.uk/restaurants-italianconnection/reviews?page=15">http://www.just-eat.co.uk/restaurants-italianconnection/reviews?page=15</a>	16
<a href="http://www.just-eat.co.uk/restaurants-chinawok-so53/reviews?page=14">http://www.just-eat.co.uk/restaurants-chinawok-so53/reviews?page=14</a>	16
<a href="http://www.just-eat.co.uk/restaurants-loonhing/reviews?page=9">http://www.just-eat.co.uk/restaurants-loonhing/reviews?page=9</a>	16
<a href="http://www.just-eat.co.uk/restaurants-ichibancf11/reviews?page=8">http://www.just-eat.co.uk/restaurants-ichibancf11/reviews?page=8</a>	16
<a href="http://www.just-eat.co.uk/restaurants-villagepizzaha5/reviews?page=9">http://www.just-eat.co.uk/restaurants-villagepizzaha5/reviews?page=9</a>	16
<a href="http://www.just-eat.co.uk/restaurants-kashmirispice/reviews?page=12">http://www.just-eat.co.uk/restaurants-kashmirispice/reviews?page=12</a>	16
<a href="http://www.just-eat.co.uk/restaurants-broaster-l8/reviews?page=15">http://www.just-eat.co.uk/restaurants-broaster-l8/reviews?page=15</a>	16
<a href="http://www.just-eat.co.uk/restaurants-new-china-palace/reviews?page=9">http://www.just-eat.co.uk/restaurants-new-china-palace/reviews?page=9</a>	16
<a href="http://www.just-eat.co.uk/area/bd4-holme-wood/chicken?so=newestfirst">http://www.just-eat.co.uk/area/bd4-holme-wood/chicken?so=newestfirst</a>	16
<a href="http://www.just-eat.co.uk/restaurants-chinaexpresseh15/reviews?page=15">http://www.just-eat.co.uk/restaurants-chinaexpresseh15/reviews?page=15</a>	16
<a href="http://www.just-eat.co.uk/restaurants-ice-cream-passion/reviews?page=8">http://www.just-eat.co.uk/restaurants-ice-cream-passion/reviews?page=8</a>	16
<a href="http://www.just-eat.co.uk/restaurants-wokulike-rm3/reviews?page=9">http://www.just-eat.co.uk/restaurants-wokulike-rm3/reviews?page=9</a>	16
<a href="http://www.just-eat.co.uk/area/bd4-holme-wood/steak?so=newestfirst">http://www.just-eat.co.uk/area/bd4-holme-wood/steak?so=newestfirst</a>	16



	Level ▼
/reviews?page=15	16
reviews?page=14	16
2page=9	16



Your bounce rate has gone up  
this is bad.

Your organic conversion rate  
dropped, this is bad ...

# WHY DOES BOUNCE RATE MATTER?

As defined by Google Analytics, the “bounce rate” is the percentage of single-page visitors to a website. On most websites, you want visitors to “convert” by clicking through to another of the site’s webpages – start buying something, read more, fill out a form, etc. But if the visitor bounces, it suggests:

1

The visitor didn’t find what he or she was looking for.

OR

2

The webpage was too difficult to use.





norwegian baggage allowance

## Checked Baggage Allowance and Booking | Norwegian

<https://www.norwegian.com/uk/travel-info/baggage/checked-baggage>

Find out how much checked **baggage** you can bring. Need to add extra and book your extra **baggage** online now!

## Hand Baggage Allowance | Norwegian

<https://www.norwegian.com/uk/travel-info/baggage/hand-baggage>

You can bring 1 item of hand **baggage** (max. 55x40x23 cm) in the cabin. This depends on your ticket. See all details here.

## Your checked baggage allowance

Your ticket type determines if checked baggage is included, or whether you'll need to pay extra.

You can add checked baggage to an existing booking up until 6 hours before departure, and easy to do this online or by giving our Contact Centre a ring.



All flights excl. long haul

LowFare

No bags included

LowFare+

✓ 1 x 20 kg

Flex

✓ 2 x 20 kg



International long haul flights

LowFare

No bags included

LowFare+

✓ 1 x 20 kg

Flex, Premium and PremiumFlex

✓ 2 x 20 kg

High bounce rate = good experience

call three mobile

 All  Shopping  News  Videos 

About 2,930,000,000 results (1.25 seconds)

<https://www.three.co.uk> › [Contact\\_us](#) › [Call\\_us?intid=n...](#)

## Call us - Contact us - Three

From your **Three mobile**. From any other **phone**. From a  
3333\*\*. +44 7782 333 333\*\*\*. **Mobile Broadband account**

### People also search for

[call three customer service](#) [three live chat](#)  
[three customer service number uk](#) [three number](#)



### Our telephone numbers are:

	Phone account.	Mobile Broadband account.
From your Three mobile.	333*	500*
From any other phone.	0333 300 3333**	0333 300 0500**
From abroad.	+44 7782 333 333***	+44 7782 333 500***

High bounce rate = good experience





2011 - 2020

App

## Androidify

Killed over 2 years ago, Androidify allowed users to create a custom Android avatar for themselves and others. It was almost 9 years old.



2012 - 2020

Service

## Google Fiber TV

Killed over 2 years ago, Google Fiber TV was an IPTV service that was bundled with Google Fiber. It was about 7 years old.



2012 - 2019

App

## Field Trip

Killed almost 3 years ago, Field Trip was a mobile app that acted as a virtual tour guide by cross-referencing multiple sources of information to provide users information about points of interest near them. It was over 7 years old.



2013 - 2019

App

## AdSense (mobile app)

Killed almost 3 years ago, AdSense (mobile app) allowed users to manage their AdSense accounts in a native app for iOS and Android. It was over 6 years old.



2011 - 2019

Service

## Google Correlate

Killed almost 3 years ago, Google Correlate was a service that provided users information about how strongly the frequency of multiple search terms correlates with each other over a specified time interval. It was over 8 years old.



2009 - 2019

Service

## Google Translator Toolkit

Killed almost 3 years ago, Google Translator Toolkit was a web application which allowed translators to edit and manage translations generated by Google Translate. It was over 10 years old.



2009 - 2019

Service

## Google Fusion Tables

Killed almost 3 years ago, Google Fusion Tables was a web service for data management that provided a means for visualizing data in different charts, maps, and graphs. It was over 10 years old.



2018 - 2019

Service

## Google Bulletin

Killed almost 3 years ago, Google Bulletin was a hyperlocal news service where users could post news from their neighborhood and allow others in the same areas to hear those stories. It was almost 2 years old.



2018 - 2019

Service

## Touring Bird

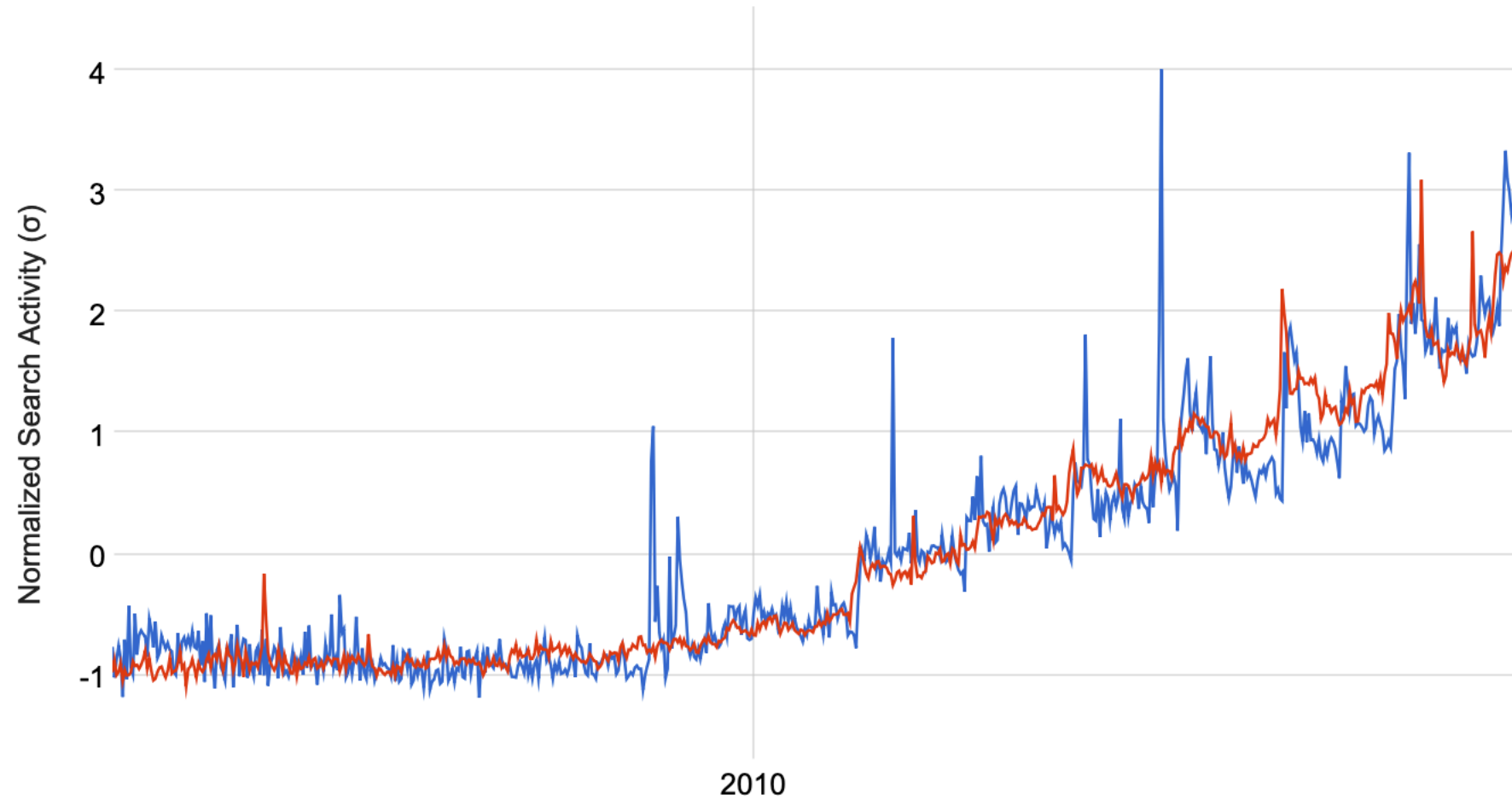
Killed almost 3 years ago, Touring Bird was an Area 120 incubator project which helped users compare prices, book tours, tickets, and experiences, and learn about top destinations around the world. It was about 1 year old.

United Kingdom Web Search activity for **doner kebab** and **ibuprofen** ( $r=0.9467$ )

Line chart Scatter plot

— doner kebab — ibuprofen

Hint: Drag to Zoom, and then correlate over that time only.



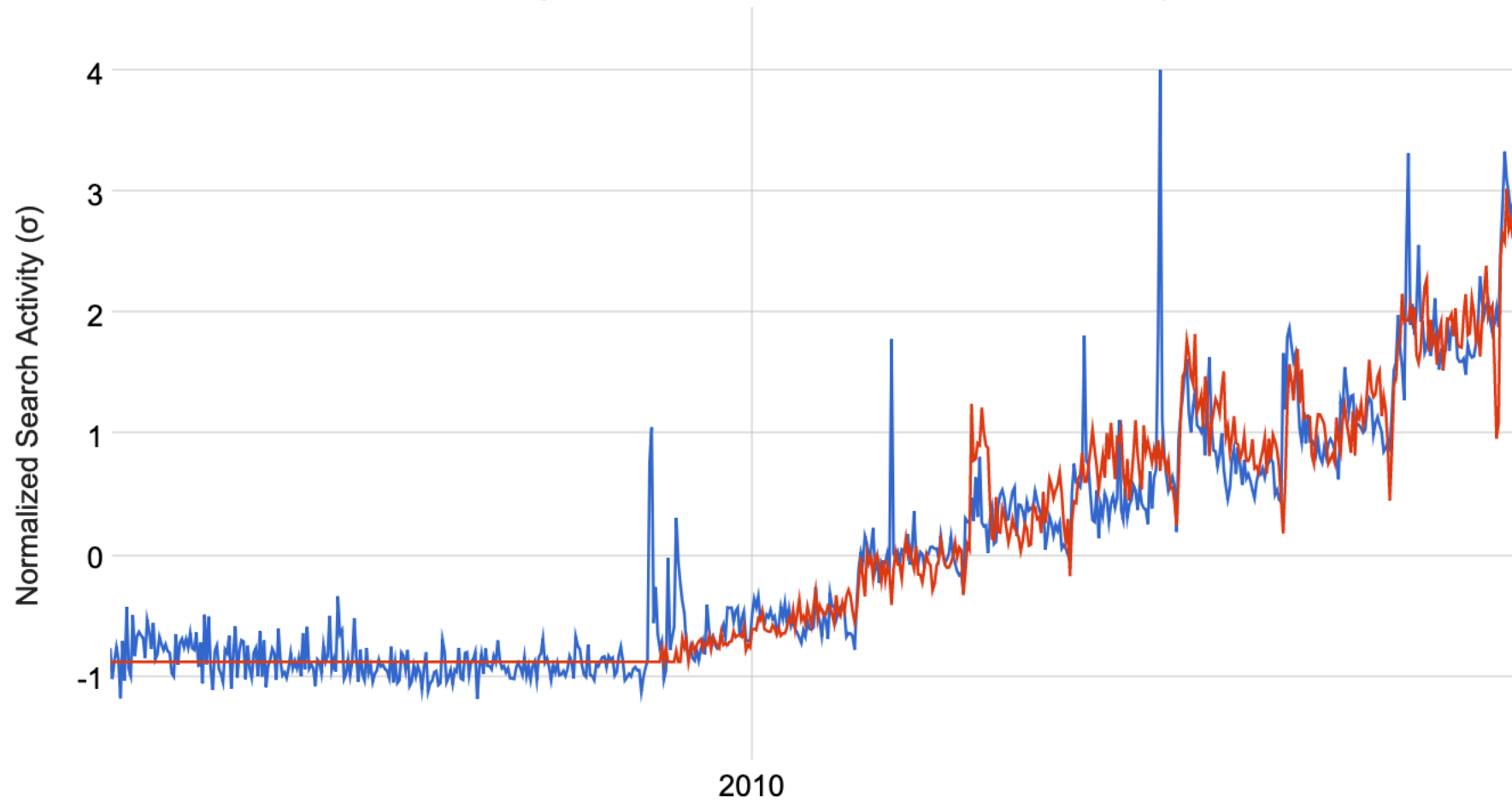


United Kingdom Web Search activity for **doner kebab** and **wix website** ( $r=0.9476$ )

Line chart Scatter plot

— doner kebab — wix website

Hint: Drag to Zoom, and then correlate over that time only.

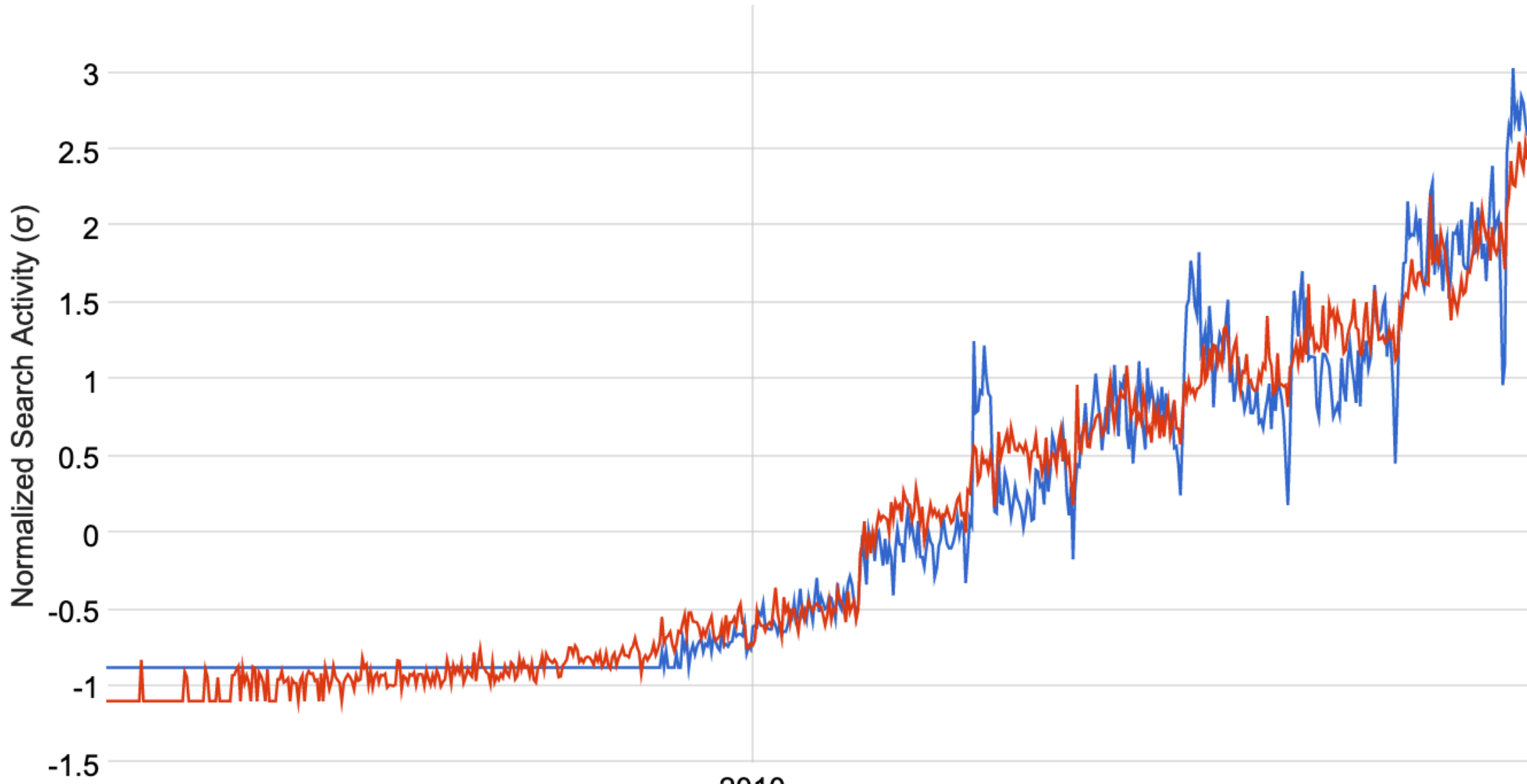


United Kingdom Web Search activity for **wix website** and **does weed** (r=0.9743)

Line chart Scatter plot

wix website does weed

Hint: Drag to Zoom, and then correlate over that time only.









We send the EU **£350 million** a week  
let's fund our **NHS** instead  Vote Leave

Let's take back control

voteleave.uk

#TakeCo



Talking of bounce rate .....

“...Good news, the new  
site has a bounce rate of  
just 3% ...”

● Bounce Rate

60.00%

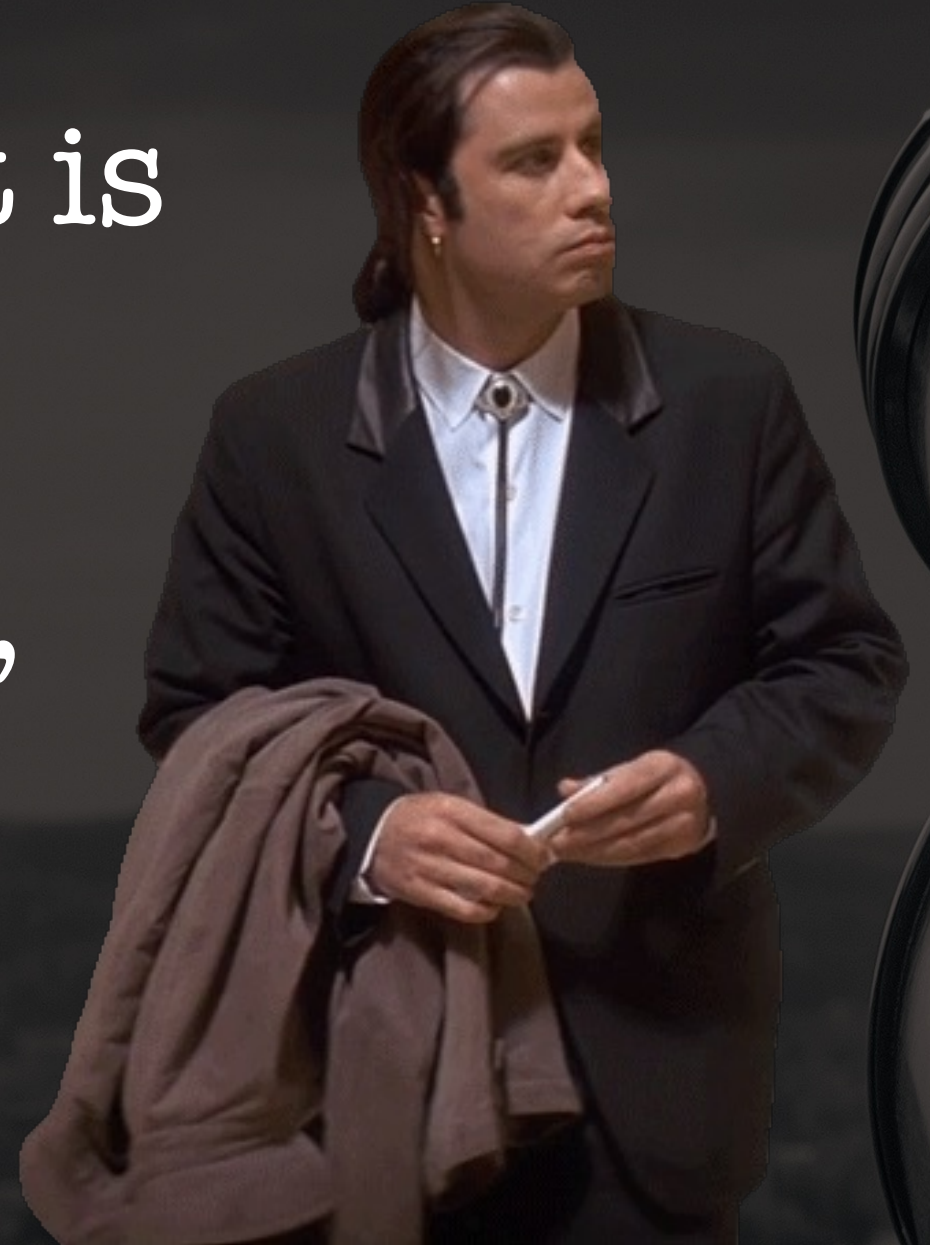
40.00%

20.00%





“...ah an event is  
impacting the  
bounce rate...”









“...the new checkout -  
your conversion rate  
has dropped this is bad

...”  
...

Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Sign Up (Goal 9 Conversion Rate) ?	Sign Up (Goal 9 Completions) ?
4. <a href="#">google / cpc</a>	<b>2,879</b> (10.27%)	78.99%	2,274 (12.99%)	3.30%	95 (4.66%)
5. <a href="#">(direct) / (none)</a>	<b>2,763</b> (9.86%)	70.97%	1,961 (11.20%)	5.97%	165 (8.10%)
6. <a href="#">m.facebook.com / referral</a>	<b>937</b> (3.34%)	24.23%	227 (1.30%)	<u>42.58%</u>	399 (19.58%)
7. <a href="#">facebook.com / referral</a>	<b>710</b> (2.53%)	16.34%	116 (0.66%)	<u>38.59%</u>	274 (13.44%)
8. <a href="#">accounts.google.com / referral</a>	<b>616</b> (2.20%)	1.46%	9 (0.05%)	<u>35.88%</u>	221 (10.84%)
9. <a href="#">Mailing list 3 (everyone) / email</a>	<b>337</b> (1.20%)	13.65%	46 (0.26%)	1.78%	6 (0.29%)

medium.com/fatllama-engineering/excluding-facebook-and-google-social-sign-in-from-your-referrals-with-google-analytics-ff81588e519





CONTINUE WITH GOOGLE



CONTINUE WITH FACEBOOK

[medium.com/fatllama-engineering/excluding-facebook-and-google-social-sign-in-from-your-referrals-with-google-analytics-ff81588e519](https://medium.com/fatllama-engineering/excluding-facebook-and-google-social-sign-in-from-your-referrals-with-google-analytics-ff81588e519)





- Conversion rate had NOT dropped
- Re calculated a 'user' based conversion rate
- Social login has **improved** conv rate.

(we could configure GA to exclude those referral, but we need to be smart to not exclude Facebook)

# Google Analytics

will not be (100%) accurate

- Are all pages tagged
- Are you looking at sampled data
- Are UTM tags screwing



[Trade now](#)

81% of retail investor accounts lose money when trading CFDs with this provider.  
You should consider whether you can afford to take the high risk of losing your money.

## FINGER CLICKIN' GOOD You can now get KFC delivered to your door with Just Eat – check to see if your postcode is covered

You'll need to spend over £15 and pay £2.50 for delivery

By Tara Evans, Digital Consumer Editor

19th April 2017, 5:03 pm | Updated: 20th April 2017, 1:34 pm



6 COMMENTS

**FANS of KFC can now get food delivered to their door with Just Eat.**

Around 30 Greater London branches of KFC now offer delivery through the food ordering app and website.



A post on Just Eat's Facebook page promises that more locations are being opened, fuelling rumours of a nationwide roll-out.

For a full list of locations visit the [JustEat website](#).

[just-eat.co.uk/  
restaurants/kfc?utm\\_source=twitter&utm\\_medium=social&utm\\_campaign=organic](https://just-eat.co.uk/restaurants/kfc?utm_source=twitter&utm_medium=social&utm_campaign=organic)







You've got spam  
(and /or bots)



☒ Average CTR

7%



☒ Average position

9.6



- RANKINGS AND CTR HAVE GONE ... WRONG! ?

Organic Conversion Rate 5%

PPC Conversion rate 25%

‘...Clearly there is an issue  
with our organic conversion  
rate...’





awareness

consideration

conversion

Organic Traffic

Organic Traffic

PPC Traffic

Organic Traffic



Organic Traffic

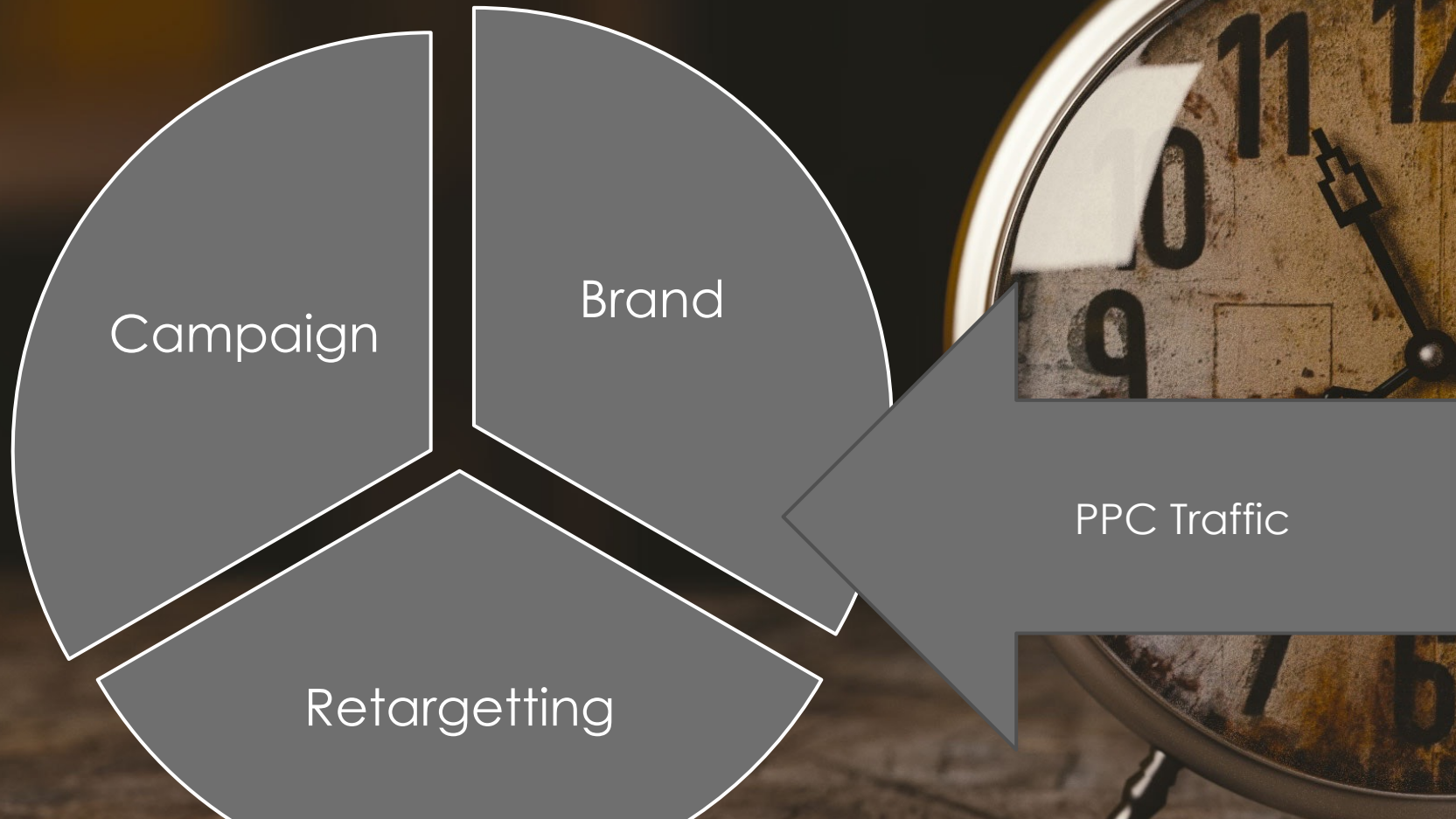
Organic Traffic

PPC Traffic

Organic Traffic



# Segment the data



CASE

WHEN REGEXP\_MATCH(Query, ".\*just eat.\*") THEN "brand"

WHEN REGEXP\_MATCH(Query, ".\*justeat.\*") THEN "brand"

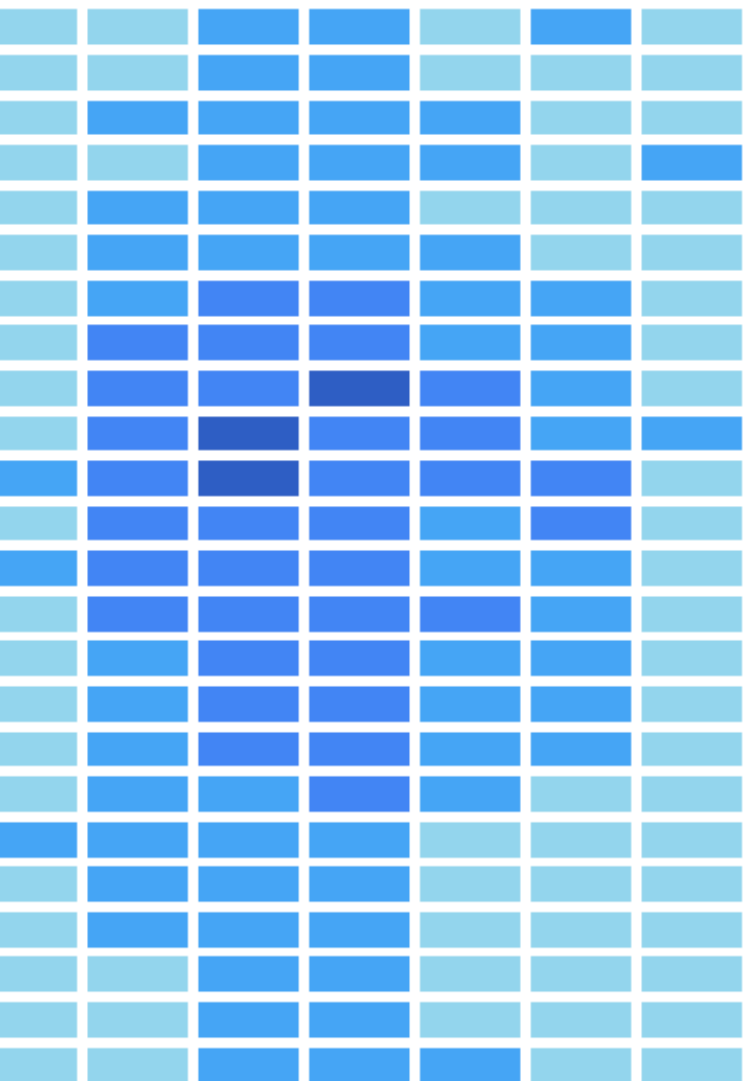
WHEN REGEXP\_MATCH(Query, ".\*juseat.\*") THEN "brand"

ELSE "Not Brand" END





Users by time of day



Sun Mon Tue Wed Thu Fri Sat

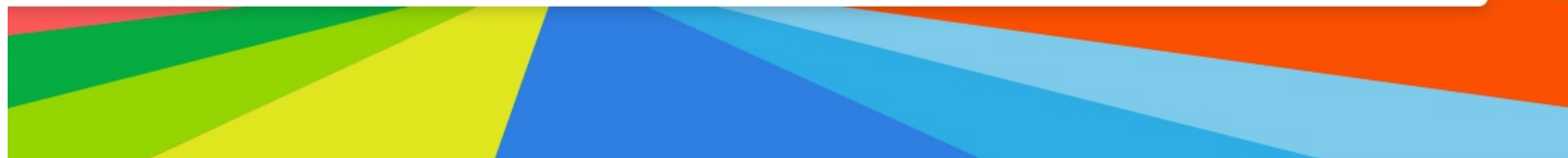
50 350 550 750 950



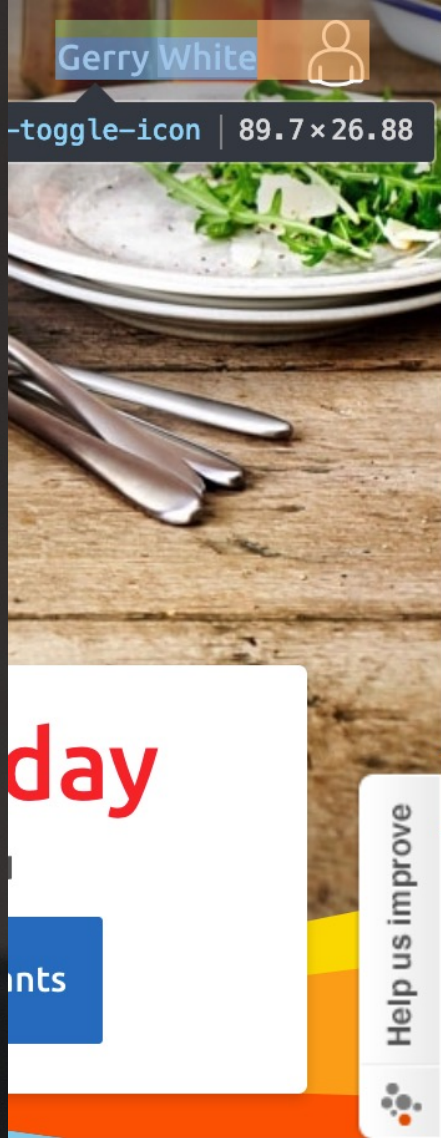
# Click into a takeaway today

Find restaurants delivering right now, near you

Find restaurants



Recommended near you



Elements Console Rendering Coverage Requir

```
<!doctype html>
<html dir="ltr" lang="en" class=" js">
  <head>...</head>
  <body itemscope itemtype="http://schema.org/WebPage">
    <div id="lightningjs-usabilla_live" style="display: none;"...</div>
    <noscript>...</noscript>
    <div id="container">
      <div id="je-header" class="header header--inverted" role="banner">
        <div class="l-container l-container--inner">
          <a href="#je-header-navigation" class="je-skip-to-menu-link">Skip to
            menu</a>
          <div class="logo-container">...</div>
          <div class="nav-container is-logged-in">
            <label class="nav-toggle-label" for="menu-visible" role="button"
              aria-pressed="false" aria-label="Navigation visibility toggle">
              
              ...
              <span id="data-test-header-account-name" class="header-nav-toggle-
                icon" title="Menu">Gerry White
              </span>
            </label>
            <input type="checkbox" name="me
              hidden="true">
            <ul id="je-header-navigation" c
              hidden="true">...</ul>
            </div>
            ::after
          </div>
        </div>
        <div id="content" class="tmp-order-in
        <div class="c-footer" id="je-footer">
          ...
        </div>
      </div>
    </div>
  </body>
</html>
```

div div label span#data-test-header-account-name

Styles Computed

Filter :hov

element.style {

}

@media screen and width: 768px) globalCss?v=mK1...M .header--inverted logged-in .header toggle-icon { color: #fff; }

@media screen and width: 768px) globalCss?v=mK1...M .is-logged-in .he nav-toggle-icon { display: block; width: auto; padding-top: 8px; white-space: nowrap; text-align: right; text-transform: capitalize; color: #266a...

Copy

Add attribute Edit attribute Edit as HTML Delete element

Copy

Hide element Force state Break on

Expand recursively Collapse children Scroll into view Focus

Cut element Copy element Paste element

Copy outerHTML Copy selector Copy JS path Copy XPath





## Variable Configuration

Variable Type



DOM Element

Selection Method



ID

CSS Selector

Element ID



Attribute Name 



Format Value 



Continuously  
monitor ...





1. DataStudio

2. APIs





















3. Cloud Computing



# Google Analytics





 <b>Bing Ads</b> By Power My Analytics Free Trial! Analytics Importer Bing Ads Connector connects Bing Ads data into Data Studio. <a href="#">Learn more</a>	 <b>Bing Ads</b> By Supermetrics #1 Connector for Bing Ads. Powerful yet Flexible and Easy To Use. Trusted by 300k+ Marketers. <a href="#">Learn more</a>	 <b>BirdEye</b> By Tapclicks Connect to your data using Tapclicks's BirdEye connector <a href="#">Learn more</a>	 <b>Blinkfire API Connector</b> By Blinkfire Analytics Connect to all Blinkfire API data using this connector. <a href="#">Learn more</a>	 <b>Botify API</b> By Botify This connector uses the Botify API to retrieve data from Botify into Data Studio. Contact Botify for API Access. <a href="#">Learn more</a>
 <b>CallRail: Calls Summary</b> By CallRail Create custom reports using the call attribution data from your online campaigns through CallRail's integration wi... <a href="#">Learn more</a>	 <b>Capsule</b> By Capsule Connect Capsule opportunity data with Google Data Studio <a href="#">Learn more</a>	 <b>Chrome Device Auto Update Expi...</b> By Amplified Labs Visualize managed Chrome Device models and auto-update expiration dates <a href="#">Learn more</a>	 <b>Chrome Device OS Version Health</b> By Amplified Labs Visualize managed Chrome Device OS versions <a href="#">Learn more</a>	 <b>Chrome Device Utilization</b> By Amplified Labs Visualize managed Chrome Device utilization metrics <a href="#">Learn more</a>
 <b>Constant Contact</b> By Power My Analytics Free Trial! Analytics Importer Constant Contact connector connects Constant Contact data into Data Studio. <a href="#">Learn more</a>	 <b>Constant Contact</b> By Tapclicks Connect to your data using Tapclicks's Constant Contact connector <a href="#">Learn more</a>	 <b>Copper</b> By Copper Connect your Copper CRM data. Generate a new API key in Copper to get started. <a href="#">Learn more</a>	 <b>Criteo Analytics</b> By Power My Analytics Free Trial! Analytics Importer Criteo Connector connects Criteo data into Data Studio. <a href="#">Learn more</a>	 <b>data.world</b> By data.world, Inc. Create reports with data pulled from one or more data.world datasets using SQL queries. <a href="#">Learn more</a>
 <b>Dialfire</b> By cloud IT Services GmbH This connector gives Google Data Studio access to your Dialfire reports. <a href="#">Learn more</a>	 <b>DialogTech</b> By Tapclicks Connect to your data using Tapclicks's DialogTech connector. <a href="#">Learn more</a>	 <b>DynAd</b> By UOL Connector uses DynAd API to get report data. <a href="#">Learn more</a>	 <b>eBay Seller Center</b> By Power My Analytics Free Trial! Analytics Importer eBay Connector connects eBay sales data into Data Studio. <a href="#">Learn more</a>	 <b>ebeeTask Connector</b> By Firefly-e Conector de ebeeTask para realizar reportes sobre las tareas asignadas. <a href="#">Learn more</a>


# 690+ connectors

Field Name

Field ID

Landing Page Group

calc\_av8wcw9m

Formula 

```
1 CASE
2 WHEN REGEXP_MATCH( Landing Page , "$" ) THEN "Home"
3 WHEN REGEXP_MATCH( Landing Page , "/blog/.*" ) THEN "Blog"
4 WHEN REGEXP_MATCH( Landing Page , "/account/.*" ) THEN "Account"
5 WHEN REGEXP_MATCH( Landing Page , "/order/.*" ) THEN "Order"
6
7 ELSE "(Other)" END
```



Blend Data

Data source  
Search Console https://www.just-eat.co.uk/

Join keys ?  
ABC Landing Page Type  
+ Add dimension

Dimensions  
+ Add dimension

Metrics  
AUT Url Clicks  
AUT Impressions  
AUT URL CTR  
+ Add metric

Date range  
Auto

Available Fields  
Type to search  
Country  
Date  
ABC Device Category  
ABC Google Property  
ABC Landing Page  
ABC Landing Page - OrderA...  
ABC Landing Page Type  
ABC Query  
123 Impressions  
123 Url Clicks  
123 URL CTR



Data source  
1 UK Web Master

Join keys ?  
ABC Landing Page Group  
+ Add dimension  
Landing Page Group

Dimensions  
+ Add dimension

Metrics  
AUT Avg. Page Load Time (...  
AUT Ecommerce Conversio...  
AUT Transactions  
AUT Bounce Rate  
+ Add metric

Date range

Available Fields  
Type to search  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC -  
ABC Acquisition Audience  
ABC Acquisition Campaign  
ABC Acquisition Channel  
ABC Acquisition Medium

+  
ADD ANOTHER DATA SOURCE

## Email delivery



Schedule email delivery for this report. [Learn more](#)

**Scheduled by** Gerry White

**Recipients** Gerry White | Add additional recipients

**Start time** 3/11/2019 ▼ 8:00 AM ▼ GMT+00:00 United Kingdom Time

**Repeat** Weekly on Monday ▼

SCHEDULE

3,802	95.3%	0.24%	360.9%	37.43%	-16.2%	\$622.97	688.6%
198	13.8%	1.01%	-41.4%	45.45%	-20.1%	\$555.85	-67.8%
383	2.4%	0.78%	-63.4%	45.69%	9.5%	\$488.54	-38.3%
345	2.7%	0.87%	-27.0%	43.19%	-5.8%	\$467.99	-82.8%





# Page Speed Report

## Overview

**JUST  
EAT**

category

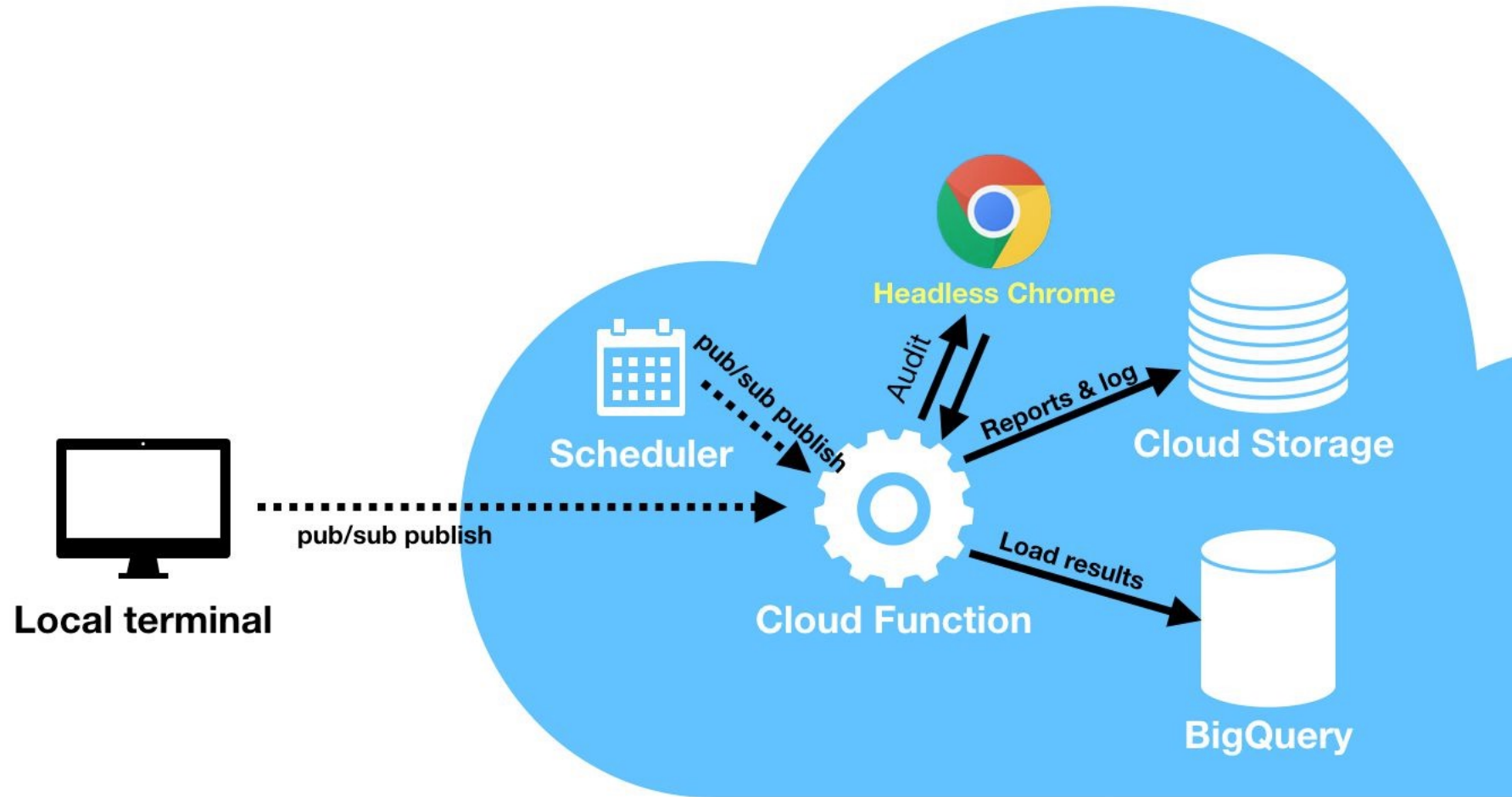
market

Select date range

Speed Index is a page load performance metric that shows you how quickly the contents of a page are visibly populated. The lower the score, the better.



Page	First Contentful Paint	Performance Speed Index	Performance Score
<a href="#">menulog.com.au/browse/gold-coast</a>	9.0	21.51	0.86%
<a href="#">menulog.com.au/browse/adelaide-sa</a>	8.9	21.6	0.93%
<a href="#">menulog.com.au/browse/sydney</a>	8.7	21.25	0.89%
<a href="#">just-eat.fr/</a>	7.0	12.84	6.05%
<a href="#">menulog.com.au/area/7011-claremont/no-results</a>	6.5	17.24	3%
<a href="#">menulog.com.au/area/2026-bondi/no-results</a>	6.4	14.94	4%
<a href="#">just-eat.co.uk/area/s12-armley</a>	6.2	17.99	3.85%
<a href="#">just-eat.co.uk/area/n8-hornsey</a>	6.1	17.45	3.8%
Grand total	4.3	12.74	16.01%



[simoahava.com/google-cloud/lighthouse-bigquery-google-cloud-platform/](https://simoahava.com/google-cloud/lighthouse-bigquery-google-cloud-platform/)



CASE

WHEN REGEXP\_MATCH(Query, ".\*just eat.\*") THEN "brand"

WHEN REGEXP\_MATCH(Query, ".\*justeat.\*") THEN "brand"

WHEN REGEXP\_MATCH(Query, ".\*juseat.\*") THEN "brand"

**WHEN REGEXP\_MATCH(Query, ".\*kfc.\*") THEN "KFC Brand"**

ELSE "Not Brand" END





# Little Warden

## VITAL ALERTS FOR HIDDEN ISSUES

Every morning you will receive a report of what's changed Or with Slack / Webhook you'll know instantly





# ContentKing



Push ContentKing Alerts  
to Slack



**ContentKing** APP

Alert detected on [microsoft.com](https://microsoft.com)

Type

Pages became non-indexable



**Delia Luna**

I'm on it!



**ContentKing** APP

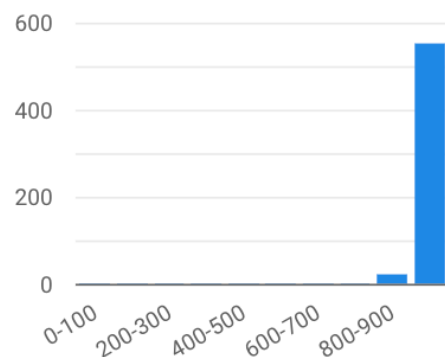
Alert resolved on [microsoft.com](https://microsoft.com)

Type

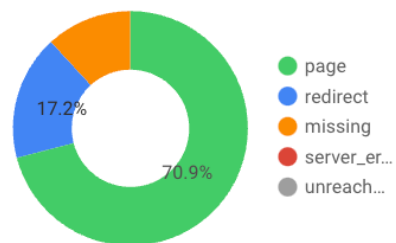
Pages became non-indexable

## Fundamentals

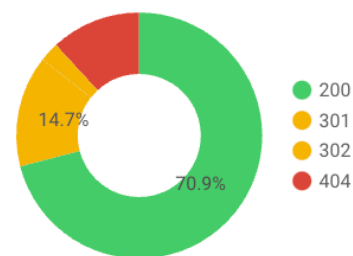
### HEALTH



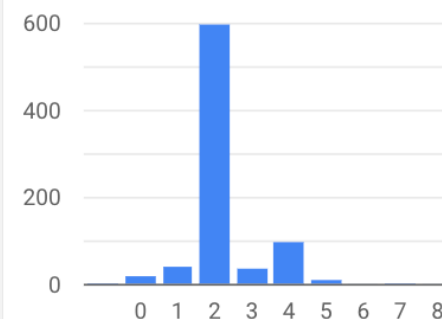
### TYPE



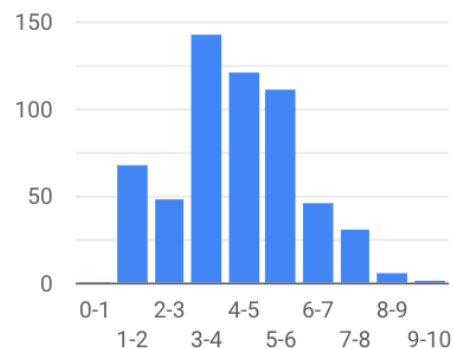
### STATUS CODE



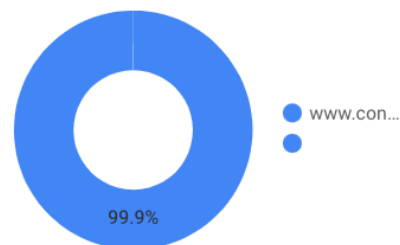
### URL DEPTH



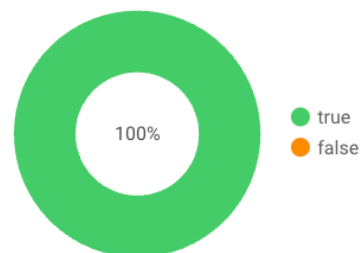
### IMPORTANCE



### DOMAIN



### HTTPS







# Photobox 'switched off' its marketing spend to figure out what was working

By **Jennifer Faull** - 26 February 2019 13:13pm



NEW YORK TIMES BESTSELLER

# EVERYBODY LIES

BIG DATA, NEW DATA,  
AND WHAT THE INTERNET  
CAN TELL US ABOUT WHO  
WE REALLY ARE

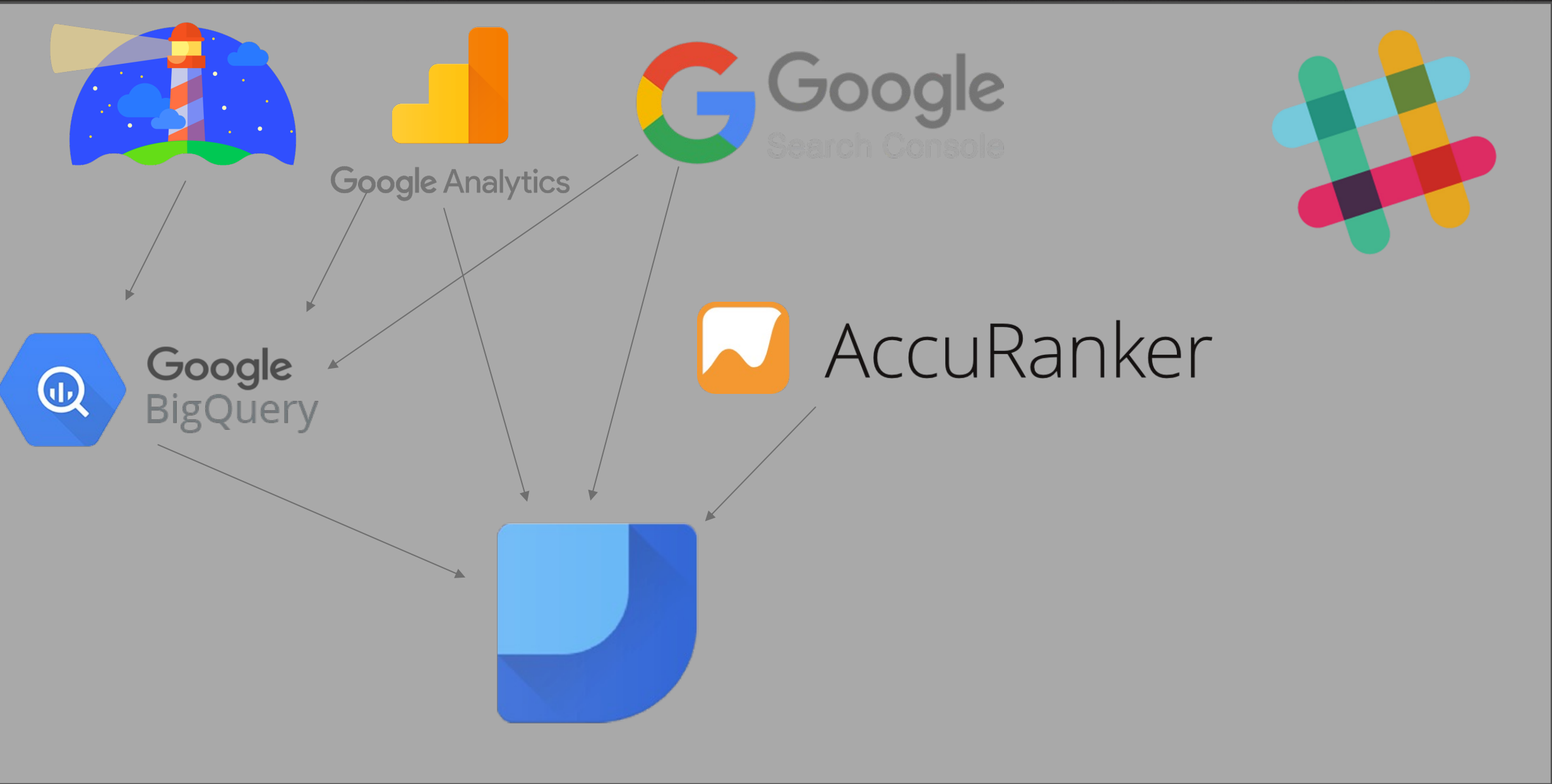


SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER







Google Data Studio

don't lecture them, provide  
intelligence & insight  
No sitewide KPIs (except  
revenue)





Thanks!

Gerry White

@dergal

Linkedin/in/dergal

TakeItOffline.co.uk

