Advanced Blog Training

How to Track Google Organic Search Keywords With Keyword Hero

July 2018

Interactive LIMITED LLC

KEYWORD HERO

By Dave Foreman

KEYWORD HERO

About 4 years ago, Google Analytics stopped showing keyword data in Google Analytics. The primary reason they did this was to prevent 3rd parties from creating marketing lists based on keyword traffic to large websites.

Now, finally, there is a way to view the keyword data in Google Analytics for your organic traffic with about 70% accuracy.

The new tool is called Keyword Hero.

KEYWORD HERO

WHAT DOES IT COST?

Keyword Hero is free as long as you have less than 750 visitors organic per month. But, even if you have more traffic than that and don't want to pay the $19 monthly fee, you can still learn a lot about your landing pages and keyword traffic with this new tool.

Please note: conversion tracking is only available in paid plans

KEYWORD HERO

CAN YOU GET DATA FROM THE PAST?

No. Keyword Hero only starts to show keyword data from the time it was integrated with your Google Analytics.

KEYWORD HERO

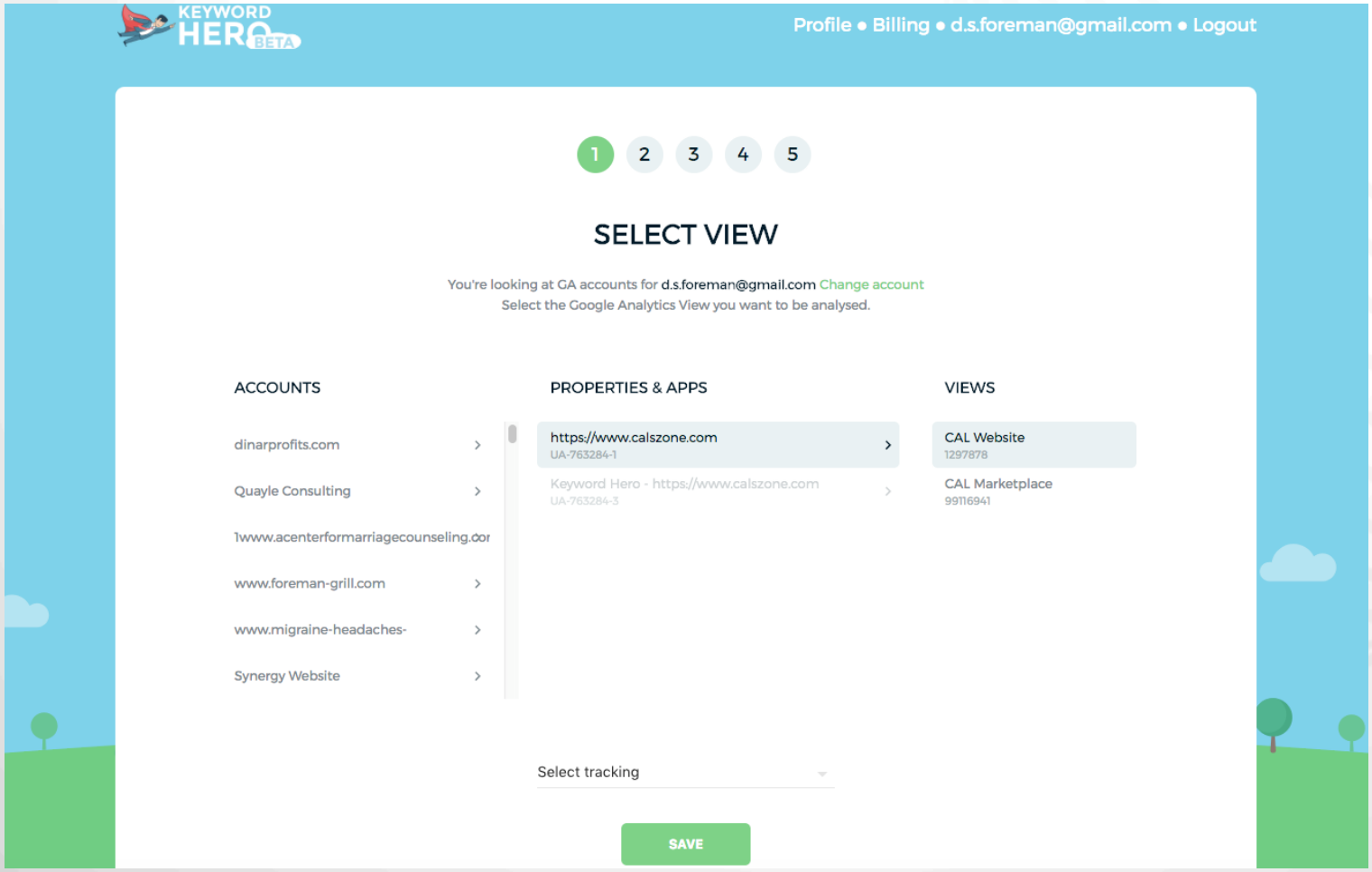
SETTING UP KEYWORD HERO

Setting up Keyword Hero is easy if you have the same email address linked to Google Analytics and Google Search Console!

Just follow these steps…

SETTING UP KEYWORD HERO

STEP 1: Login to Your GA Account & Select A “View” to Track Keyword Data



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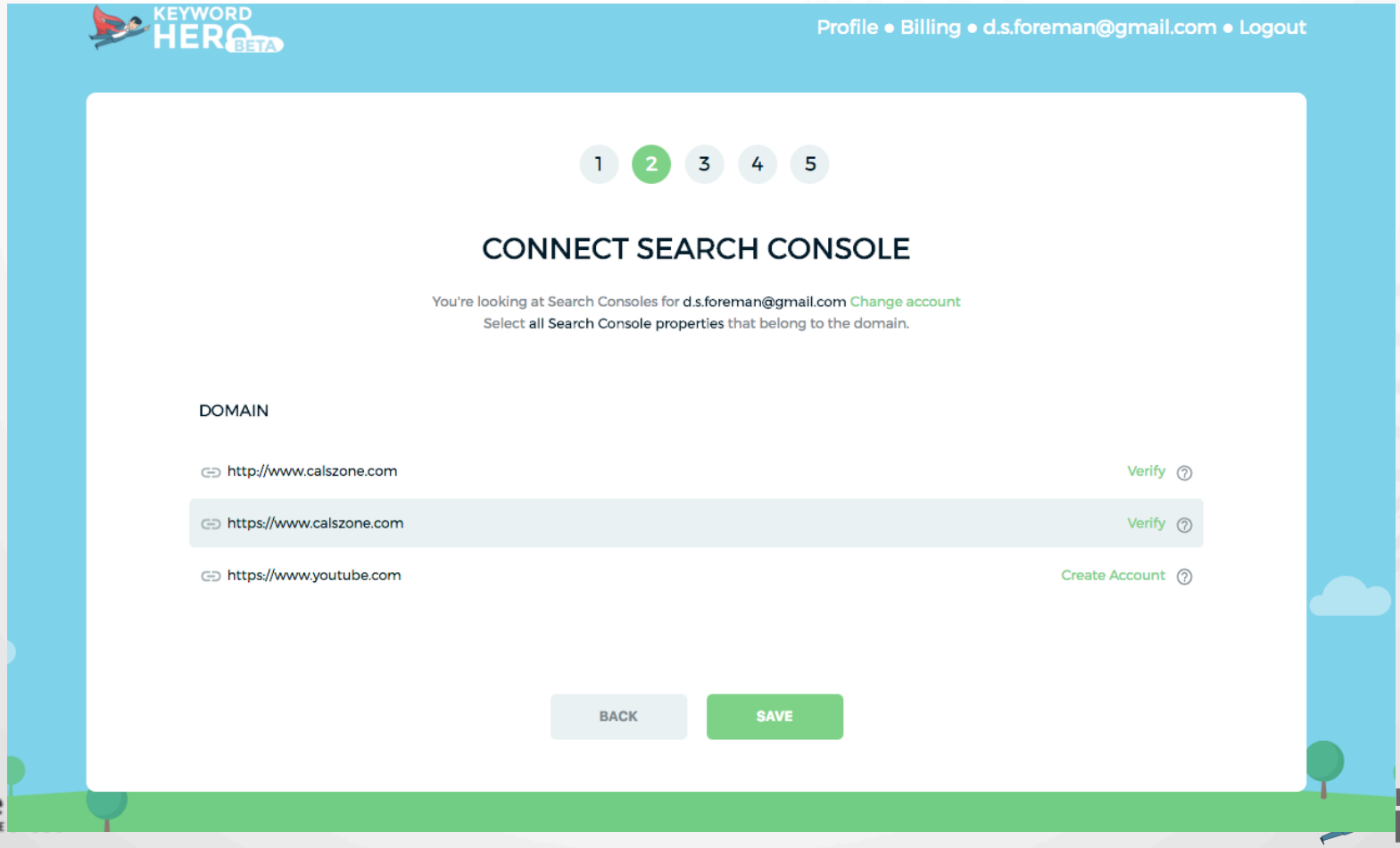
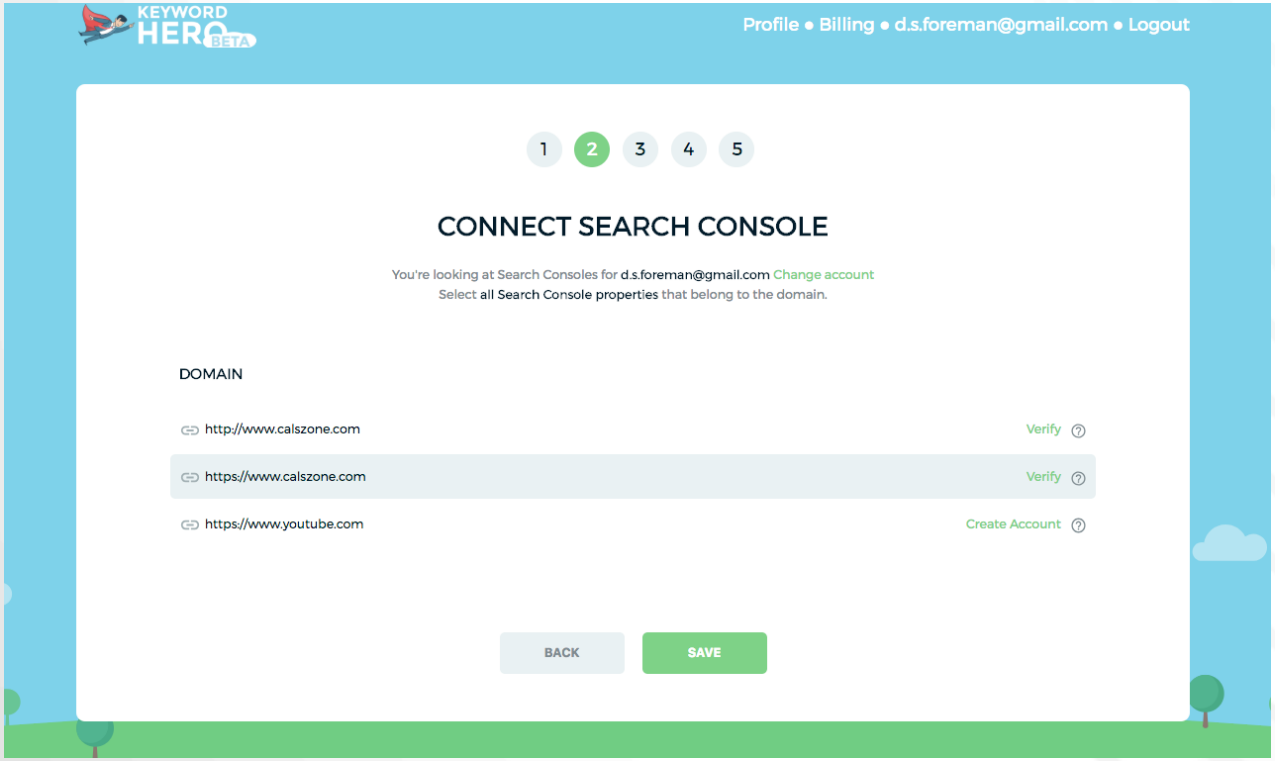
SETTING UP KEYWORD HERO

STEP 2: Make Sure Your GA Login Email Have Admin Access to both GA and Google Search Console



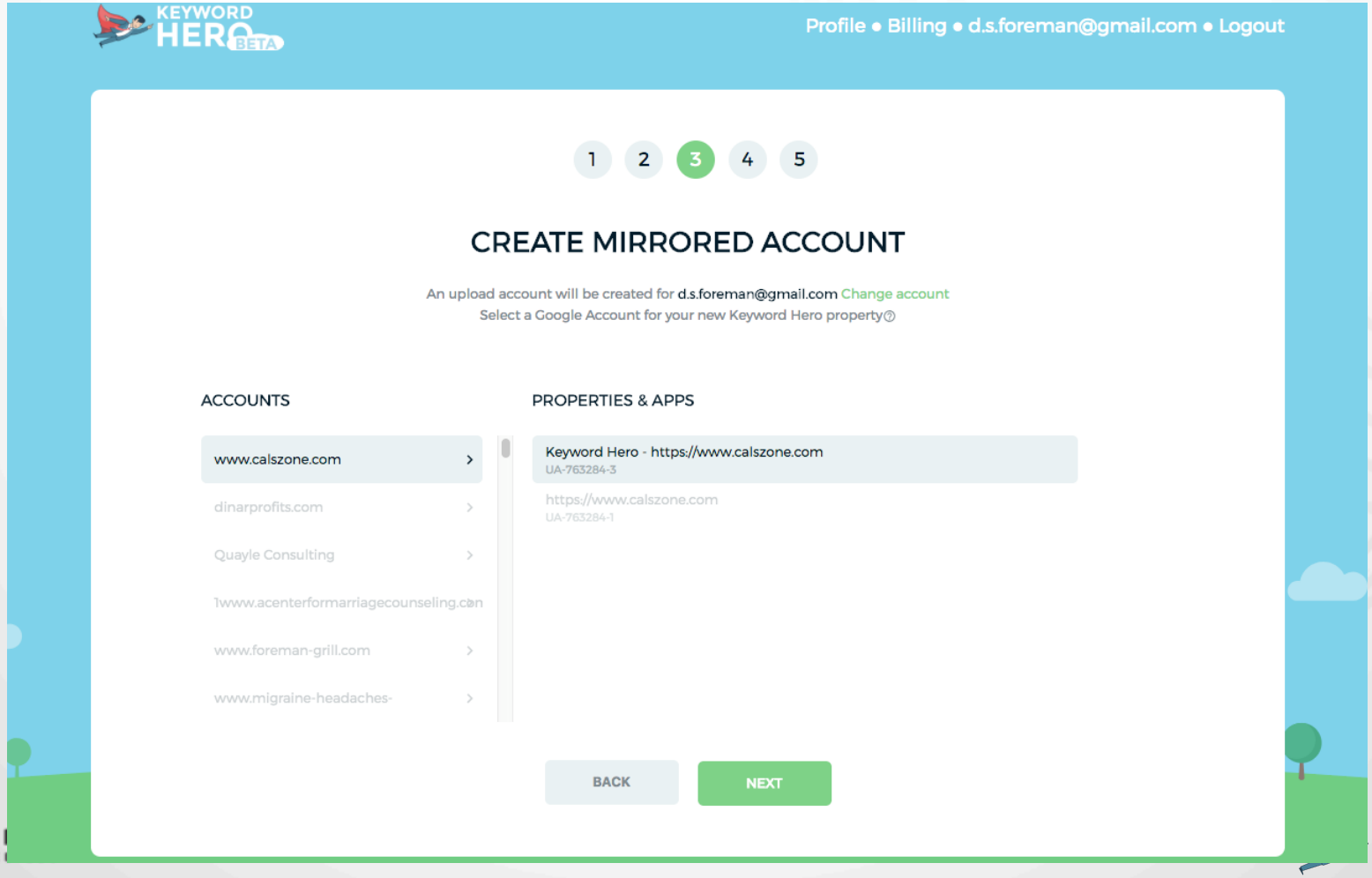
SETTING UP KEYWORD HERO



Do you have both a HTTP and HTTPS property in Google Search Console? Make sure that both are in your Search Console account and that Keyword Hero has has access to both.

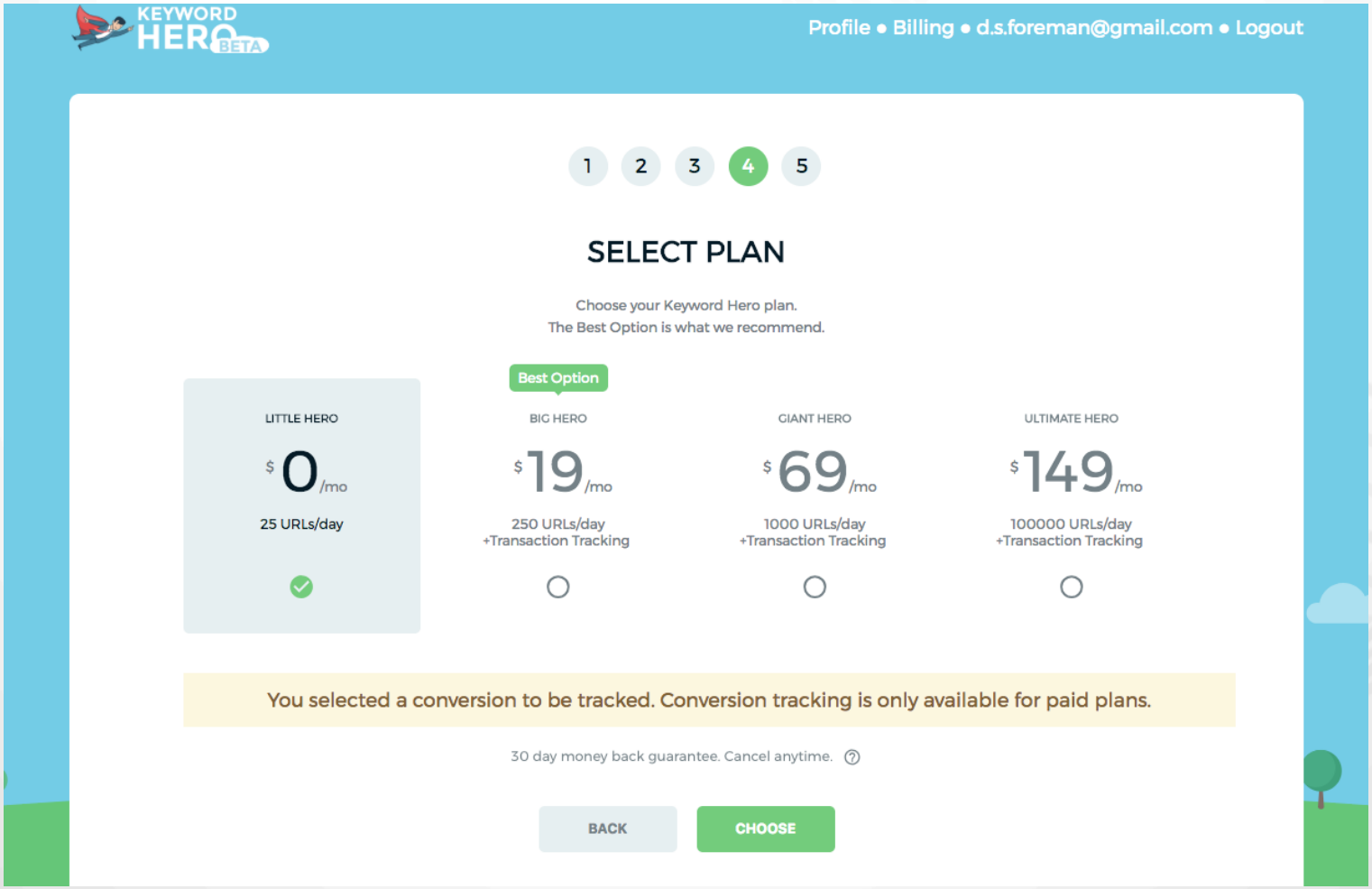
STEP 3

Keyword Hero Will Create a New Mirrored Property Called “Keyword View” within your GA Account



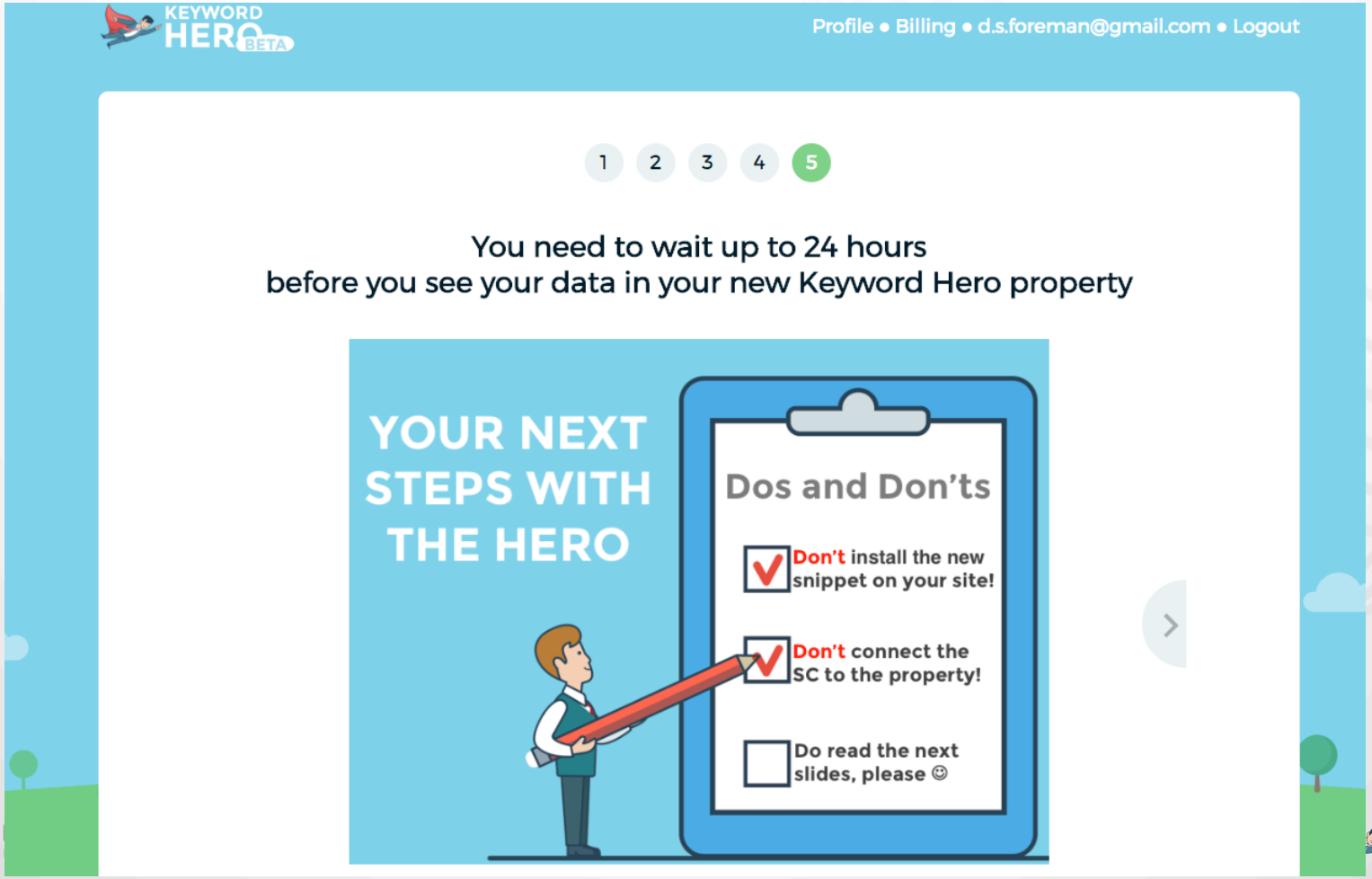
SETTING UP KEYWORD HERO

STEP 4: Choose the Free Plan To Start



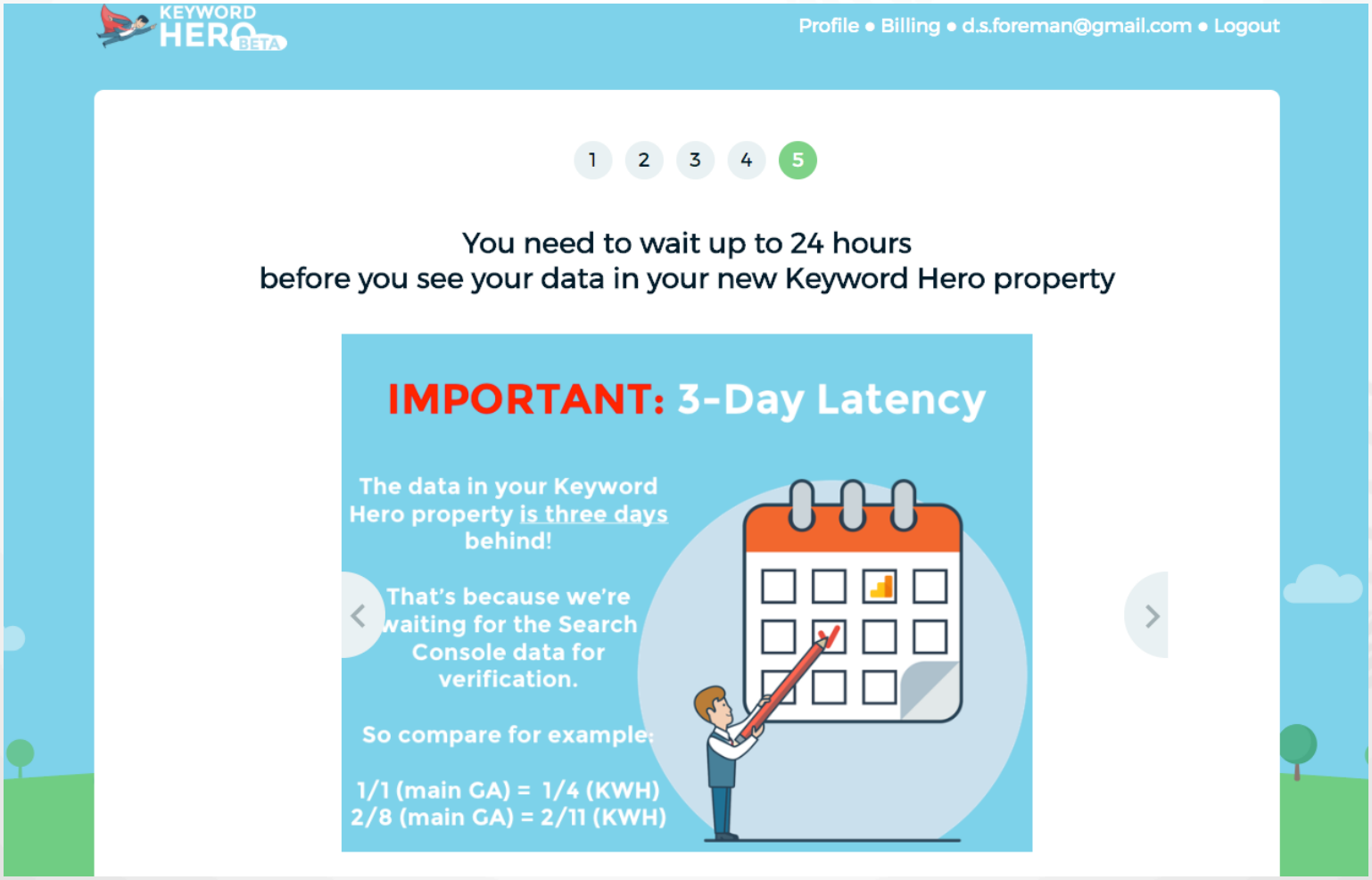
SETTING UP KEYWORD HERO

STEP 5 (Part 1): Don't Install Anything and Don't Connect The New Account To Google Search Console



SETTING UP KEYWORD HERO

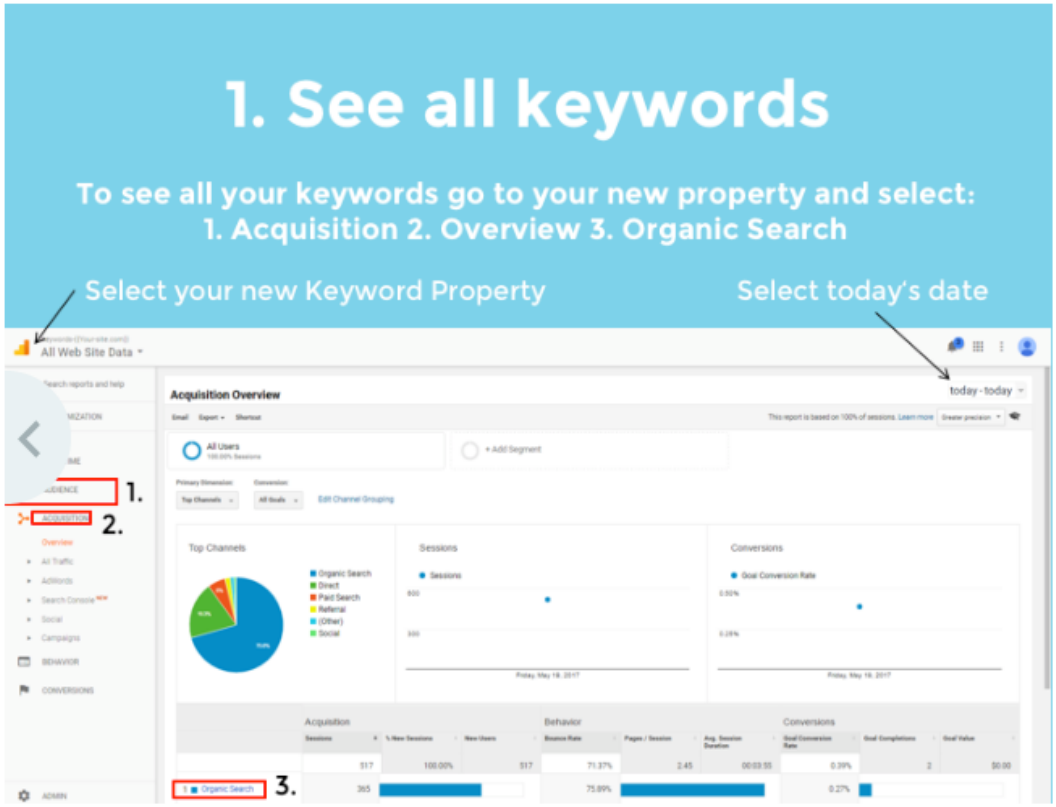
Note: Data Will Be 3 Days Behind



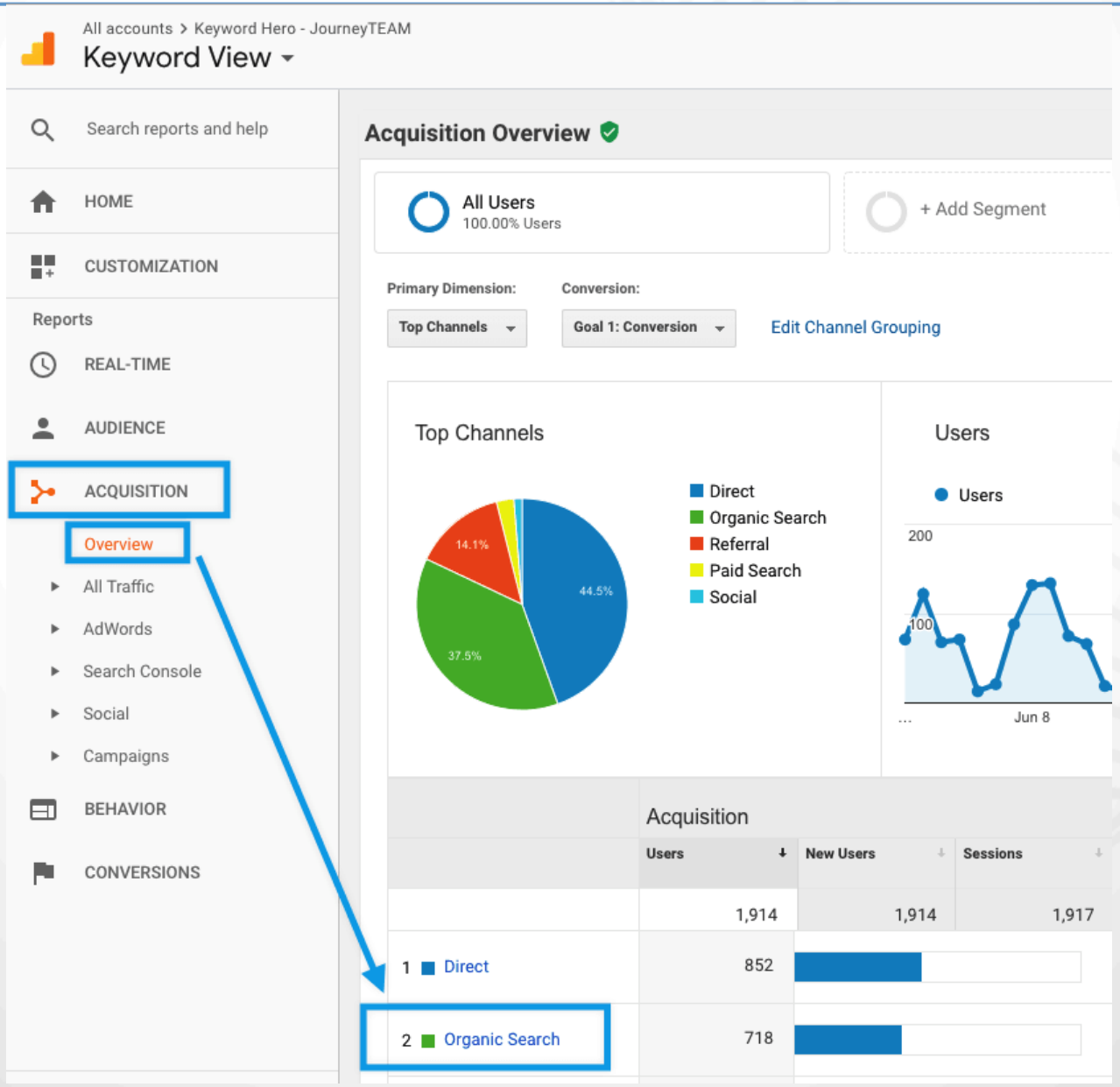
VIEWING KEYWORD DATA IN GOOGLE ANALYTICS

Go To the New Property in your GA Account Called “Keyword View”

You need to wait up to 24 hours
before you see your data in your new Keyword Hero property



VIEWING KEYWORD DATA IN GOOGLE ANALYTICS



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ANALYZING AND APPLYING KEYWORD DATA

- Metatags for your website
- Blog post topics
- Google AdWords / PPC campaigns
- Email newsletter topics
- New web page ideas

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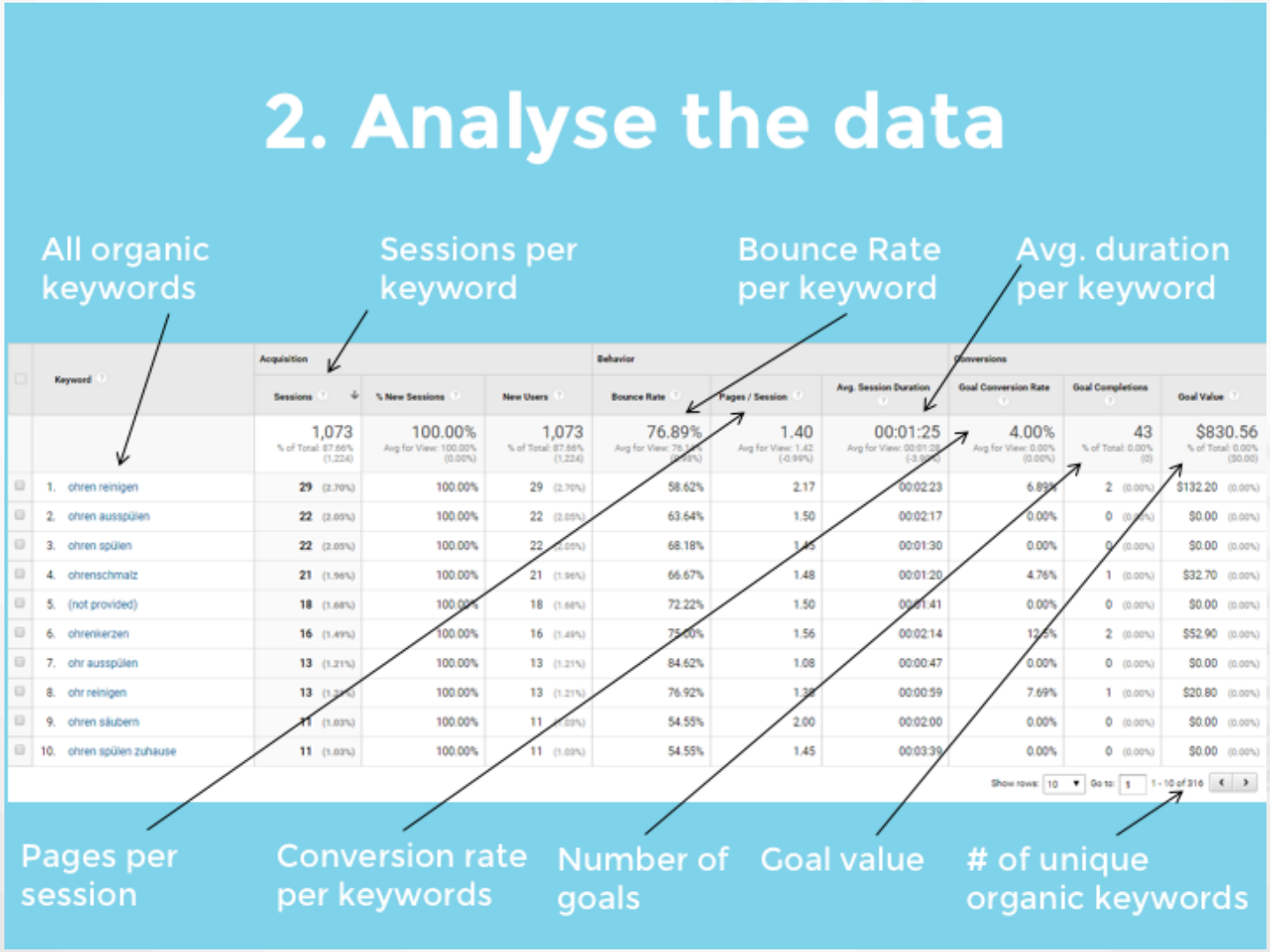
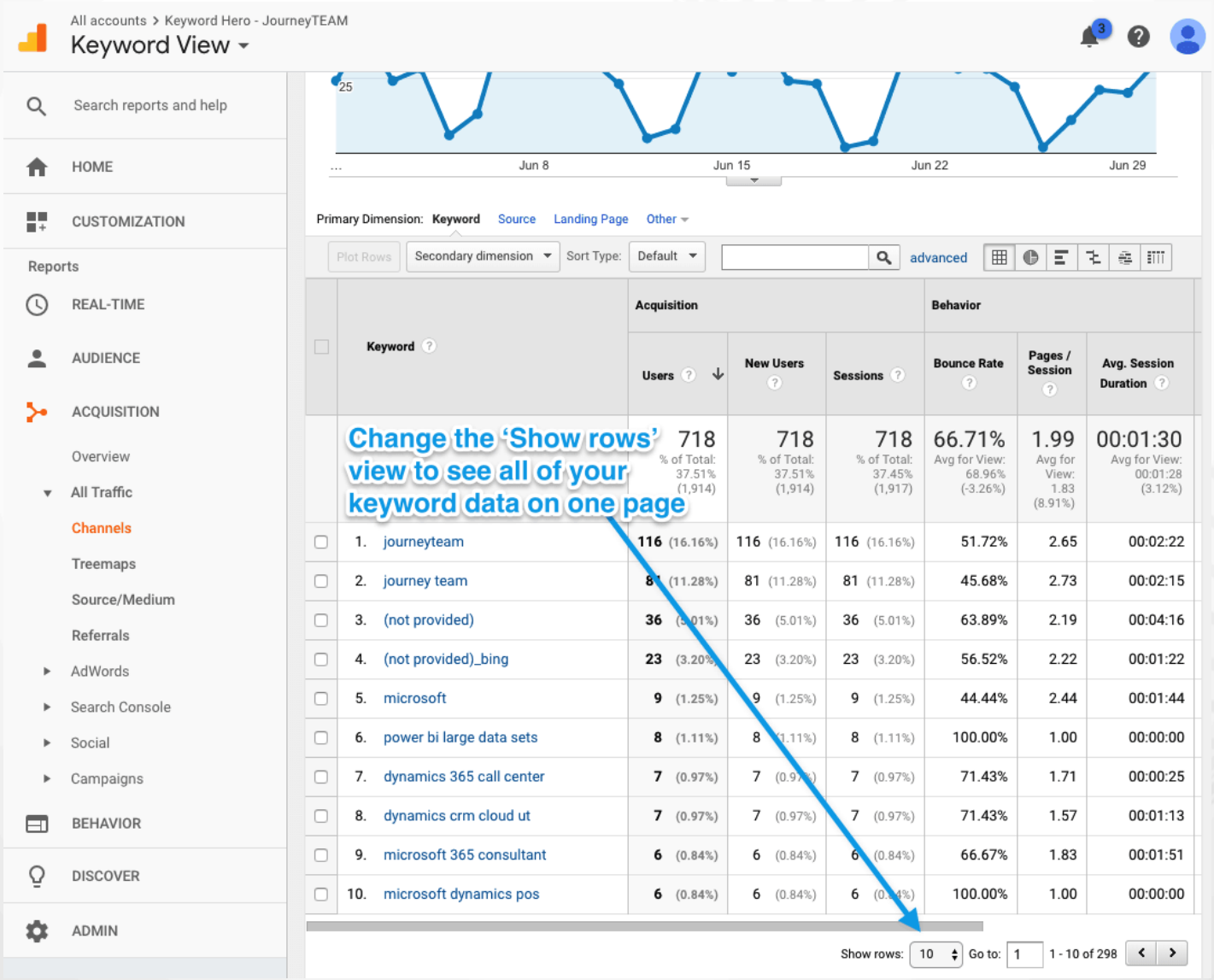
ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS



	Keyword	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		1,073 % of Total: 87.66% (1,224)	100.00% Avg for View: 100.00% (0.00%)	1,073 % of Total: 87.66% (1,224)	76.89% Avg for View: 76.74% (0.19%)	1.40 Avg for View: 1.42 (-0.99%)	00:01:25 Avg for View: 00:01:28 (-3.10%)	4.00% Avg for View: 0.00% (0.00%)	43 % of Total: 0.00% (0)	$830.56 % of Total: 0.00% ($0.00)
1.	ohren reinigen	29 (2.70%)	100.00%	29 (2.70%)	58.62%	2.17	00:02:23	6.89%	2 (0.00%)	$132.20 (0.00%)
2.	ohren ausspülen	22 (2.05%)	100.00%	22 (2.05%)	63.64%	1.50	00:02:17	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	ohren spülen	22 (2.05%)	100.00%	22 (2.05%)	68.18%	1.45	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	ohrenschmalz	21 (1.96%)	100.00%	21 (1.96%)	66.67%	1.48	00:01:20	4.76%	1 (0.00%)	$32.70 (0.00%)
5.	(not provided)	18 (1.68%)	100.00%	18 (1.68%)	72.22%	1.50	00:01:41	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	ohrenkerzen	16 (1.49%)	100.00%	16 (1.49%)	75.00%	1.56	00:02:14	12.5%	2 (0.00%)	$52.90 (0.00%)
7.	ohr ausspülen	13 (1.21%)	100.00%	13 (1.21%)	84.62%	1.08	00:00:47	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	ohr reinigen	13 (1.21%)	100.00%	13 (1.21%)	76.92%	1.38	00:00:59	7.69%	1 (0.00%)	$20.80 (0.00%)
9.	ohren säubern	11 (1.03%)	100.00%	11 (1.03%)	54.55%	2.00	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
10.	ohren spülen zuhause	11 (1.03%)	100.00%	11 (1.03%)	54.55%	1.45	00:03:39	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 316

ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS



Keyword	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	718 % of Total: 37.51% (1,914)	718 % of Total: 37.51% (1,914)	718 % of Total: 37.45% (1,917)	66.71% Avg for View: 68.96% (-3.26%)	1.99 Avg for View: 1.83 (8.91%)	00:01:30 Avg for View: 00:01:28 (3.12%)
1. journeyteam	116 (16.16%)	116 (16.16%)	116 (16.16%)	51.72%	2.65	00:02:22
2. journey team	81 (11.28%)	81 (11.28%)	81 (11.28%)	45.68%	2.73	00:02:15
3. (not provided)	36 (5.01%)	36 (5.01%)	36 (5.01%)	63.89%	2.19	00:04:16
4. (not provided)_bing	23 (3.20%)	23 (3.20%)	23 (3.20%)	56.52%	2.22	00:01:22
5. microsoft	9 (1.25%)	9 (1.25%)	9 (1.25%)	44.44%	2.44	00:01:44
6. power bi large data sets	8 (1.11%)	8 (1.11%)	8 (1.11%)	100.00%	1.00	00:00:00
7. dynamics 365 call center	7 (0.97%)	7 (0.97%)	7 (0.97%)	71.43%	1.71	00:00:25
8. dynamics crm cloud ut	7 (0.97%)	7 (0.97%)	7 (0.97%)	71.43%	1.57	00:01:13
9. microsoft 365 consultant	6 (0.84%)	6 (0.84%)	6 (0.84%)	66.67%	1.83	00:01:51
10. microsoft dynamics pos	6 (0.84%)	6 (0.84%)	6 (0.84%)	100.00%	1.00	00:00:00

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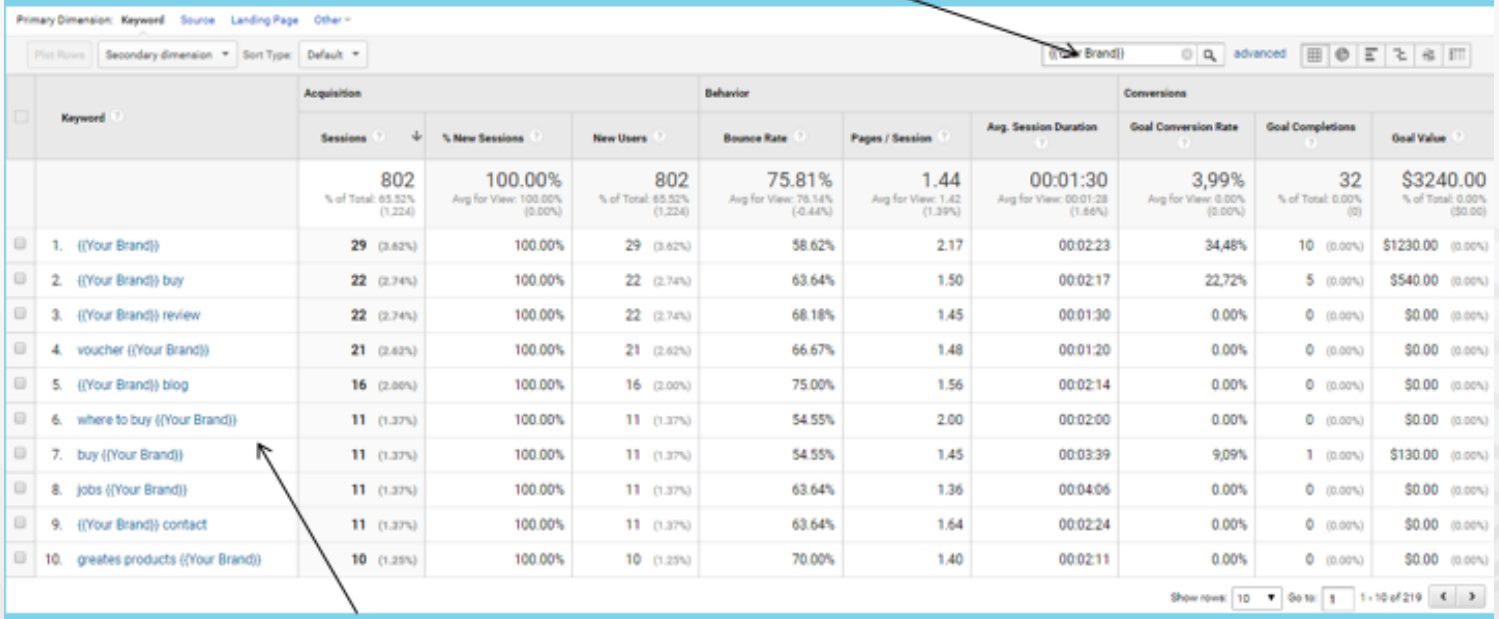
ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

3. Search for keywords

Enter the keywords you'd like to analyse (e.g. your brand)



Primary Dimension: Keyword Source Landing Page Other

Secondary dimension | Sort Type: Default | {{Your Brand}} | advanced

	Keyword	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		802 % of Total: 65.52% (1,224)	100.00% Avg for View: 100.00% (0.00%)	802 % of Total: 65.52% (1,224)	75.81% Avg for View: 76.14% (-0.44%)	1.44 Avg for View: 1.42 (1.39%)	00:01:30 Avg for View: 00:01:28 (1.66%)	3,99% Avg for View: 0.00% (0.00%)	32 % of Total: 0.00% (0)	$3240.00 % of Total: 0.00% ($0.00)
1.	{{Your Brand}}	29 (3.62%)	100.00%	29 (3.62%)	58.62%	2.17	00:02:23	34,48%	10 (0.00%)	$1230.00 (0.00%)
2.	{{Your Brand}} buy	22 (2.74%)	100.00%	22 (2.74%)	63.64%	1.50	00:02:17	22,72%	5 (0.00%)	$540.00 (0.00%)
3.	{{Your Brand}} review	22 (2.74%)	100.00%	22 (2.74%)	68.18%	1.45	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	voucher {{Your Brand}}	21 (2.62%)	100.00%	21 (2.62%)	66.67%	1.48	00:01:20	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	{{Your Brand}} blog	16 (2.00%)	100.00%	16 (2.00%)	75.00%	1.56	00:02:14	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	where to buy {{Your Brand}}	11 (1.37%)	100.00%	11 (1.37%)	54.55%	2.00	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	buy {{Your Brand}}	11 (1.37%)	100.00%	11 (1.37%)	54.55%	1.45	00:03:39	9,09%	1 (0.00%)	$130.00 (0.00%)
8.	jobs {{Your Brand}}	11 (1.37%)	100.00%	11 (1.37%)	63.64%	1.36	00:04:06	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	{{Your Brand}} contact	11 (1.37%)	100.00%	11 (1.37%)	63.64%	1.64	00:02:24	0.00%	0 (0.00%)	$0.00 (0.00%)
10.	greates products {{Your Brand}}	10 (1.25%)	100.00%	10 (1.25%)	70.00%	1.40	00:02:11	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 10 of 219

See search phrases that contain your keywords

Behavioural and transactional metrics per keyword.

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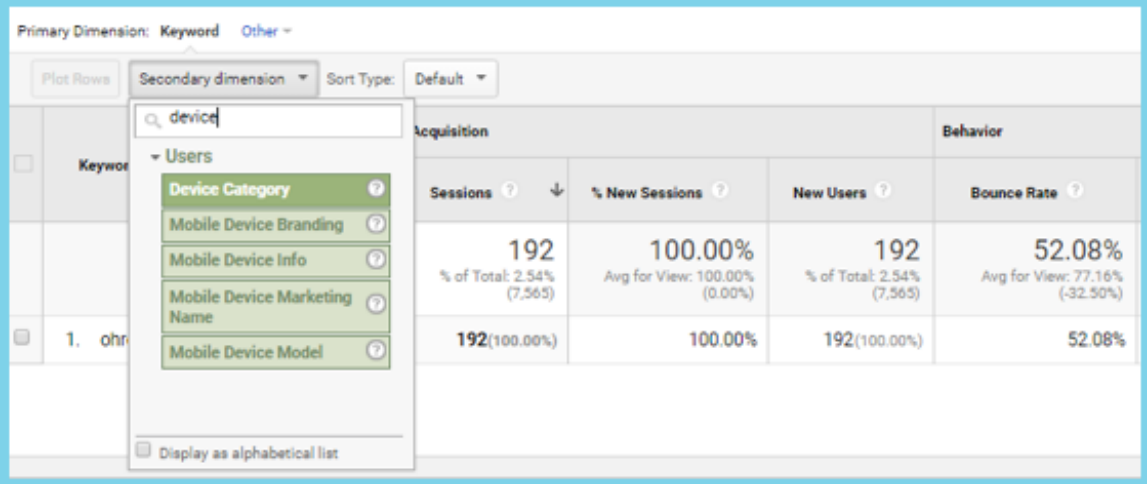
ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

4. Add a *secondary dimension*

Add a *secondary dimension* to the data, to get even more insights. Let's suppose you want to know how one keyword is performs on different device categories:

To analyze this, select „Secondary dimension" above the table in Analytics and search for „device category"



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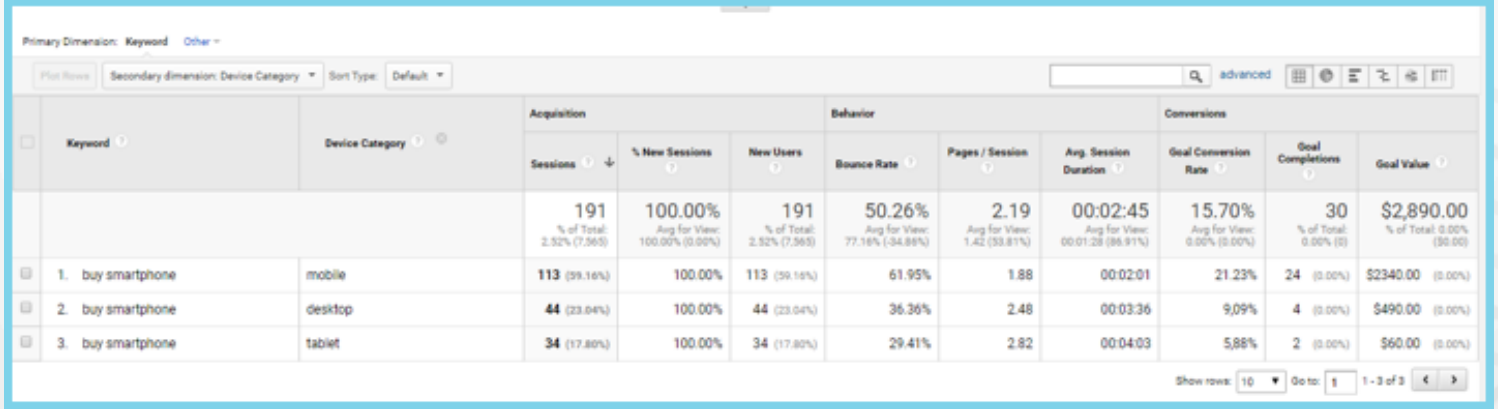
ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

4. Add a *secondary dimension*

Now you can analyze the performance of the keyword on different devices. You can also add other dimensions such as „Landing Page“.



Primary Dimension: Keyword Other

Secondary dimension: Device Category | Sort Type: Default | advanced

	Keyword	Device Category	Acquisition			Behavior			Conversions		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
			191 % of Total: 2.52% (7,565)	100.00% Avg for View: 100.00% (0.00%)	191 % of Total: 2.52% (7,565)	50.26% Avg for View: 77.16% (-34.88%)	2.19 Avg for View: 1.42 (53.81%)	00:02:45 Avg for View: 00:01:28 (86.91%)	15.70% Avg for View: 0.00% (0.00%)	30 % of Total: 0.00% (0)	$2,890.00 % of Total: 0.00% ($0.00)
1.	buy smartphone	mobile	113 (59.16%)	100.00%	113 (59.16%)	61.95%	1.88	00:02:01	21.23%	24 (0.00%)	$2340.00 (0.00%)
2.	buy smartphone	desktop	44 (23.04%)	100.00%	44 (23.04%)	36.36%	2.48	00:03:36	9,09%	4 (0.00%)	$490.00 (0.00%)
3.	buy smartphone	tablet	34 (17.80%)	100.00%	34 (17.80%)	29.41%	2.82	00:04:03	5,88%	2 (0.00%)	$60.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 3 of 3

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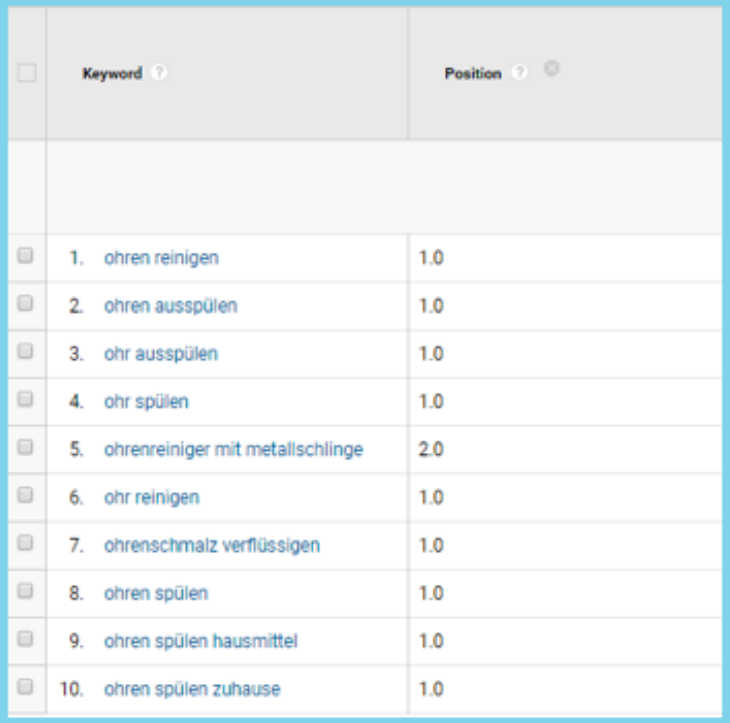
ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

5. Monitor your rankings



	Keyword	Position
1.	ohren reinigen	1.0
2.	ohren ausspülen	1.0
3.	ohr ausspülen	1.0
4.	ohr spülen	1.0
5.	ohrenreiniger mit metallschlinge	2.0
6.	ohr reinigen	1.0
7.	ohrenschmalz verflüssigen	1.0
8.	ohren spülen	1.0
9.	ohren spülen hausmittel	1.0
10.	ohren spülen zuhause	1.0

Select the *secondary dimension* „Position“ to see the average position your keywords ranked with.

Now you can monitor keyword rankings on a daily basis.

ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

6. Identify keyword potential

You can easily identify a keyword's potential. Look for keywords that are close to ranking on page 1.

Keyword	Position	Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		10 % of Total: 0.13% (7,565)	100.00% Avg for View: 100.00% (0.00%)	10 % of Total: 0.13% (7,565)	80.00% Avg for View: 77.16% (3.68%)	1.20 Avg for View: 1.42 (-15.66%)	00:00:35 Avg for View: 00:01:28 (-60.71%)
1. gehörgang reinigen	11.6	4 (40.00%)	100.00%	4 (40.00%)	50.00%	1.50	00:01:27
2. ohr spülen	11.0	2 (20.00%)	100.00%	2 (20.00%)	100.00%	1.00	00:00:00
3. olivenöl entfernen	11.0	2 (20.00%)	100.00%	2 (20.00%)	100.00%	1.00	00:00:00
4. wasserstoffperoxid ohrentropfen anwendung	11.0	2 (20.00%)	100.00%	2 (20.00%)	100.00%	1.00	00:00:00

e.g. look at the keywords ranking on position 11.
Now you can start optimizing your site for these keywords and you'll see quick results.

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LIVE REVIEW OF KEYWORD DATA

Let’s go look at JourneyTEAM’s keyword data inside of Google Analytics…

JOURNEYTEAM

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