

Advanced Blog Training

How to Track Google Organic Search Keywords With Keyword Hero

July 2018



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.



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



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.



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

KEYWORD HERO BETA Profile • Billing • d.s.foreman@gmail.com • Logout

1 2 3 4 5

SELECT VIEW

You're looking at GA accounts for d.s.foreman@gmail.com [Change account](#)
Select the Google Analytics View you want to be analysed.

ACCOUNTS	PROPERTIES & APPS	VIEWS
dinarprofits.com >	https://www.calszone.com UA-763284-1 >	CAL Website 1297878
Quayle Consulting >	Keyword Hero - https://www.calszone.com UA-763284-3 >	CAL Marketplace 99116941
1www.acenterformarriagecounseling.dor		
www.foreman-grill.com >		
www.migraine-headaches- >		
Synergy Website >		

Select tracking ▼

SAVE

SETTING UP KEYWORD HERO

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

The screenshot shows the 'CONNECT SEARCH CONSOLE' step in the Keyword Hero Beta setup process. The interface has a light blue header with the 'KEYWORD HERO BETA' logo on the left and navigation links 'Profile • Billing • d.s.foreman@gmail.com • Logout' on the right. Below the header, a progress bar shows five steps, with step 2 highlighted in green. The main heading is 'CONNECT SEARCH CONSOLE'. Below this, a message states: 'You're looking at Search Consoles for d.s.foreman@gmail.com [Change account](#)'. A sub-instruction reads: 'Select all Search Console properties that belong to the domain.' Under the 'DOMAIN' label, there are three entries, each with a link icon on the left and a 'Verify' or 'Create Account' button with a help icon on the right. The first entry is 'http://www.calszone.com' with a 'Verify' button. The second entry is 'https://www.calszone.com' with a 'Verify' button. The third entry is 'https://www.youtube.com' with a 'Create Account' button. At the bottom of the form area are two buttons: 'BACK' (light blue) and 'SAVE' (green). The footer of the page features the 'Inte LITE' logo on the left and the 'KEYWORD HERO' logo on the right.

KEYWORD HERO BETA

Profile • Billing • d.s.foreman@gmail.com • Logout

1 2 3 4 5

CONNECT SEARCH CONSOLE

You're looking at Search Consoles for d.s.foreman@gmail.com [Change account](#)

Select all Search Console properties that belong to the domain.

DOMAIN

[http://www.calszone.com](#) [Verify](#) ?

[https://www.calszone.com](#) [Verify](#) ?

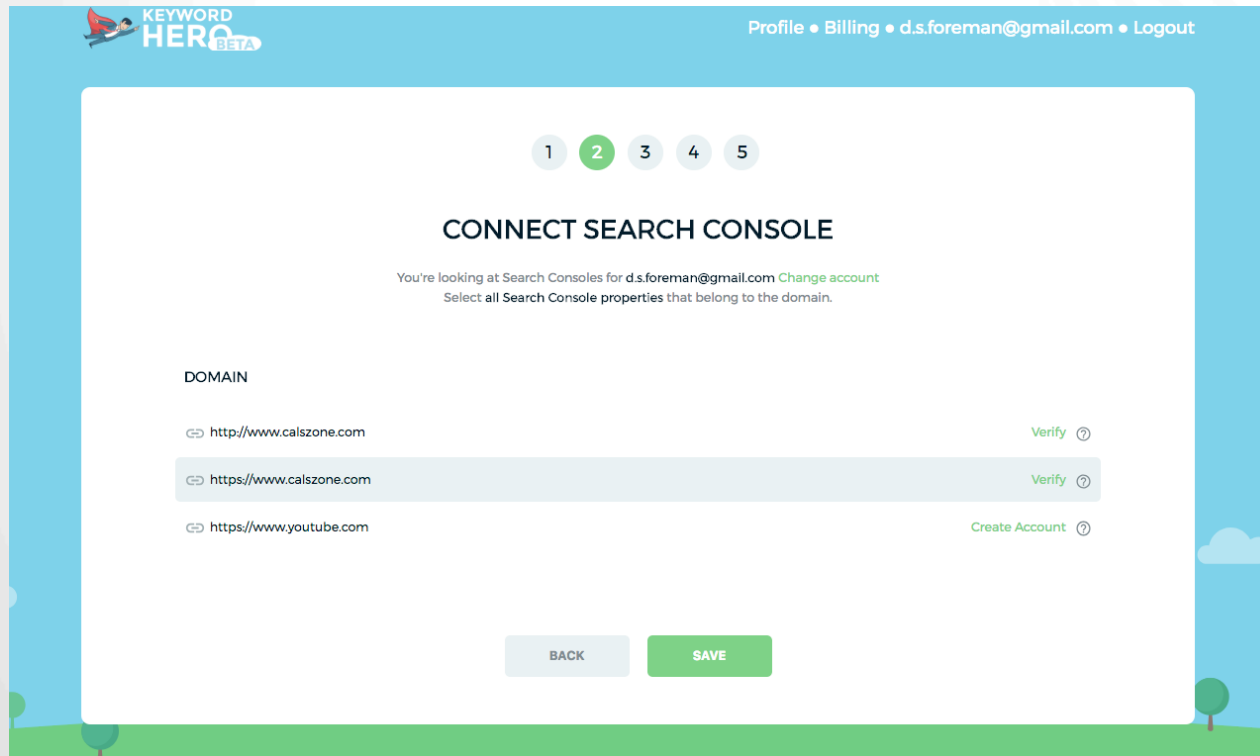
[https://www.youtube.com](#) [Create Account](#) ?

[BACK](#) [SAVE](#)

Inte LITE

KEYWORD HERO

SETTING UP KEYWORD HERO

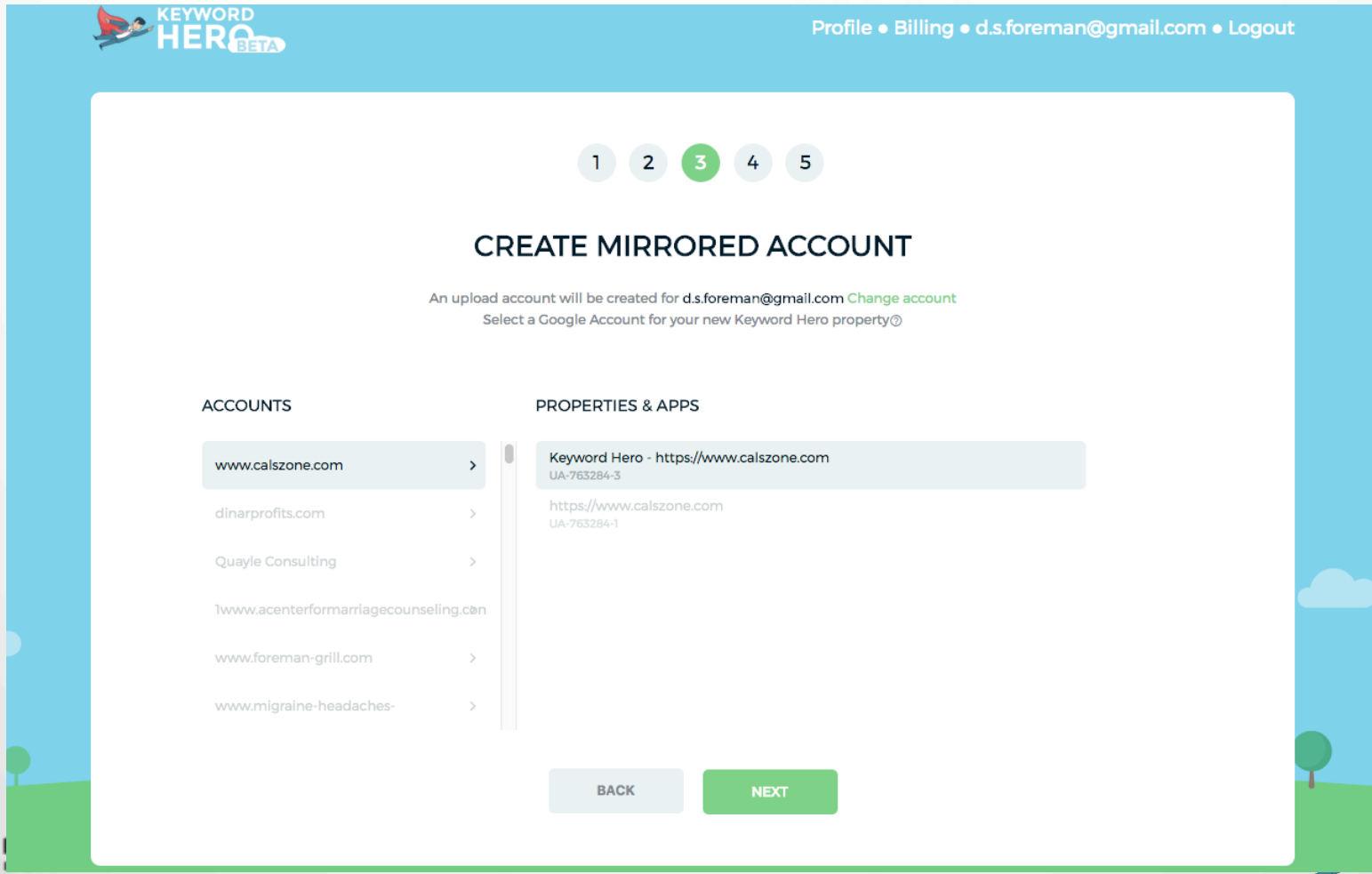


The screenshot shows the 'CONNECT SEARCH CONSOLE' interface within the Keyword Hero application. At the top, the navigation bar includes the Keyword Hero logo, a 'Profile' link, a 'Billing' link, the user email 'd.s.foreman@gmail.com', and a 'Logout' link. Below the navigation bar, a progress indicator shows five steps, with step 2 highlighted in green. The main heading is 'CONNECT SEARCH CONSOLE'. Below this, a message states: 'You're looking at Search Consoles for d.s.foreman@gmail.com [Change account](#). Select all Search Console properties that belong to the domain.' Under the 'DOMAIN' section, there are three entries: 'http://www.calszone.com' with a 'Verify' link, 'https://www.calszone.com' with a 'Verify' link, and 'https://www.youtube.com' with a 'Create Account' link. At the bottom of the form are two buttons: 'BACK' and 'SAVE'.

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 access to both.

STEP 3

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



The screenshot shows the Keyword Hero Beta interface. At the top, there's a blue header with the Keyword Hero logo on the left and navigation links 'Profile • Billing • d.s.foreman@gmail.com • Logout' on the right. Below the header, a progress bar shows five steps, with step 3 highlighted in green. The main heading is 'CREATE MIRRORED ACCOUNT'. Below this, a message states: 'An upload account will be created for d.s.foreman@gmail.com [Change account](#). Select a Google Account for your new Keyword Hero property.' There are two columns: 'ACCOUNTS' on the left and 'PROPERTIES & APPS' on the right. The 'ACCOUNTS' column lists several domains with a right arrow: 'www.calszone.com', 'dinarprofits.com', 'Quayle Consulting', 'www.acenterformarriagecounseling.com', 'www.foreman-grill.com', and 'www.migraine-headaches-'. The 'PROPERTIES & APPS' column shows two entries: 'Keyword Hero - https://www.calszone.com UA-763284-3' and 'https://www.calszone.com UA-763284-1'. At the bottom, there are 'BACK' and 'NEXT' buttons. The interface is decorated with a light blue sky, green grass, and a small tree on the right side.

KEYWORD HERO BETA

Profile • Billing • d.s.foreman@gmail.com • Logout

1 2 3 4 5

CREATE MIRRORED ACCOUNT


An upload account will be created for d.s.foreman@gmail.com [Change account](#)
Select a Google Account for your new Keyword Hero property

ACCOUNTS	PROPERTIES & APPS
www.calszone.com >	Keyword Hero - https://www.calszone.com UA-763284-3
dinarprofits.com >	https://www.calszone.com UA-763284-1
Quayle Consulting >	
www.acenterformarriagecounseling.com >	
www.foreman-grill.com >	
www.migraine-headaches- >	

BACK NEXT

SETTING UP KEYWORD HERO

STEP 4: Choose the Free Plan To Start

Profile • Billing • d.s.foreman@gmail.com • Logout

12345

SELECT PLAN

Choose your Keyword Hero plan.
The Best Option is what we recommend.

LITTLE HERO	BIG HERO	GIANT HERO	ULTIMATE HERO
\$ 0 /mo	\$ 19 /mo	\$ 69 /mo	\$ 149 /mo
25 URLs/day	250 URLs/day +Transaction Tracking	1000 URLs/day +Transaction Tracking	100000 URLs/day +Transaction Tracking
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You selected a conversion to be tracked. Conversion tracking is only available for paid plans.

30 day money back guarantee. Cancel anytime. ?

BACKCHOOSE

SETTING UP KEYWORD HERO

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

The screenshot shows the Keyword Hero Beta setup interface. At the top, the logo 'KEYWORD HERO BETA' is on the left, and navigation links 'Profile • Billing • d.s.foreman@gmail.com • Logout' are on the right. A progress bar with five numbered circles (1-5) is centered, with the fifth circle highlighted in green. Below the progress bar, a message states: 'You need to wait up to 24 hours before you see your data in your new Keyword Hero property'. The main content area features a large blue box with the text 'YOUR NEXT STEPS WITH THE HERO' on the left. On the right, a cartoon character of a man in a green vest and white shirt holds a large red pencil, pointing at a clipboard. The clipboard is titled 'Dos and Don'ts' and contains three items: a checked box for 'Don't install the new snippet on your site!', a checked box for 'Don't connect the SC to the property!', and an unchecked box for 'Do read the next slides, please 😊'. A right arrow button is visible to the right of the clipboard. The bottom of the screen shows the 'Inte LIMITE' logo on the left and the 'KEYWORD HERO' logo on the right.

KEYWORD HERO BETA

Profile • Billing • d.s.foreman@gmail.com • Logout

1 2 3 4 5

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

YOUR NEXT
STEPS WITH
THE HERO

Dos and Don'ts


- ☒ **Don't** install the new snippet on your site!
- ☒ **Don't** connect the SC to the property!
- ☐ Do read the next slides, please 😊

Inte LIMITE

KEYWORD HERO

SETTING UP KEYWORD HERO

Note: Data Will Be 3 Days Behind

Profile • Billing • d.s.foreman@gmail.com • Logout

12345

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


IMPORTANT: 3-Day Latency

The data in your Keyword Hero property is three days behind!

That's because we're waiting for the Search Console data for verification.

So compare for example:

1/1 (main GA) = 1/4 (KWH)
2/8 (main GA) = 2/11 (KWH)



VIEWING KEYWORD DATA IN GOOGLE ANALYTICS

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

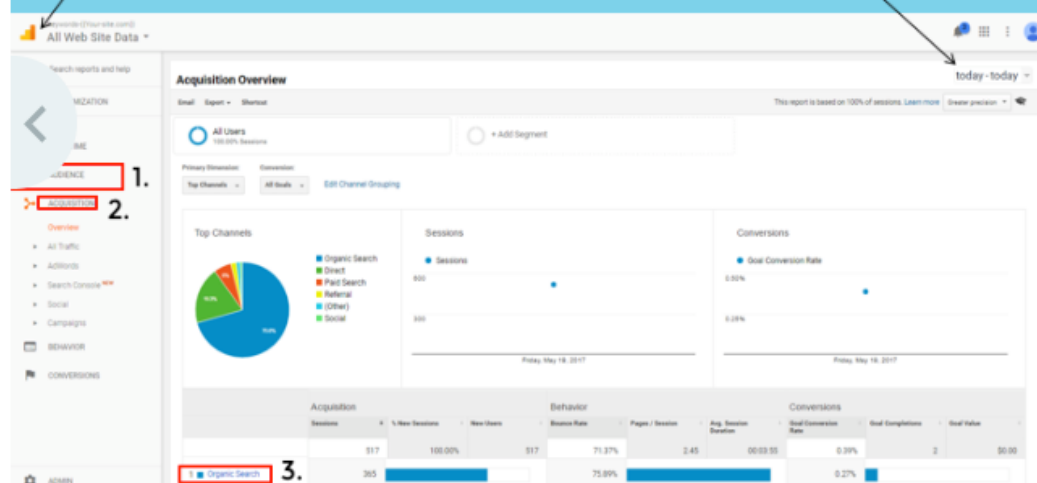
You need to wait up to 24 hours
before you see your data in your new Keyword Hero property

1. See all keywords

To see all your keywords go to your new property and select:
1. Acquisition 2. Overview 3. Organic Search

Select your new Keyword Property

Select today's date



VIEWING KEYWORD DATA IN GOOGLE ANALYTICS

All accounts > Keyword Hero - JourneyTEAM
Keyword View ▾

🔍 Search reports and help

🏠 HOME

🛠️ CUSTOMIZATION

Reports

🕒 REAL-TIME

👤 AUDIENCE

ACQUISITION

Overview

▶ All Traffic

▶ AdWords

▶ Search Console

▶ Social

▶ Campaigns

📅 BEHAVIOR

🚩 CONVERSIONS

Acquisition Overview ✓

All Users
100.00% Users

+ Add Segment

Primary Dimension: **Top Channels** ▾ Conversion: **Goal 1: Conversion** ▾ [Edit Channel Grouping](#)

Top Channels

Channel	Percentage
Direct	44.5%
Organic Search	37.5%
Referral	14.1%
Paid Search	
Social	

Users

... Jun 8

Acquisition			
	Users	New Users	Sessions
	1,914	1,914	1,917
1 Direct	852		
2 Organic Search	718		



ANALYZING AND APPLYING KEYWORD DATA

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

ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

2. Analyse the data

All organic keywords

Sessions per keyword

Bounce Rate per keyword

Avg. duration per keyword

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: 76.14% (76.89%)	1.40 Avg for View: 1.42 (-0.99%)	00:01:25 Avg for View: 00:01:25 (-0.00%)	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%)

Pages per session

Conversion rate per keywords

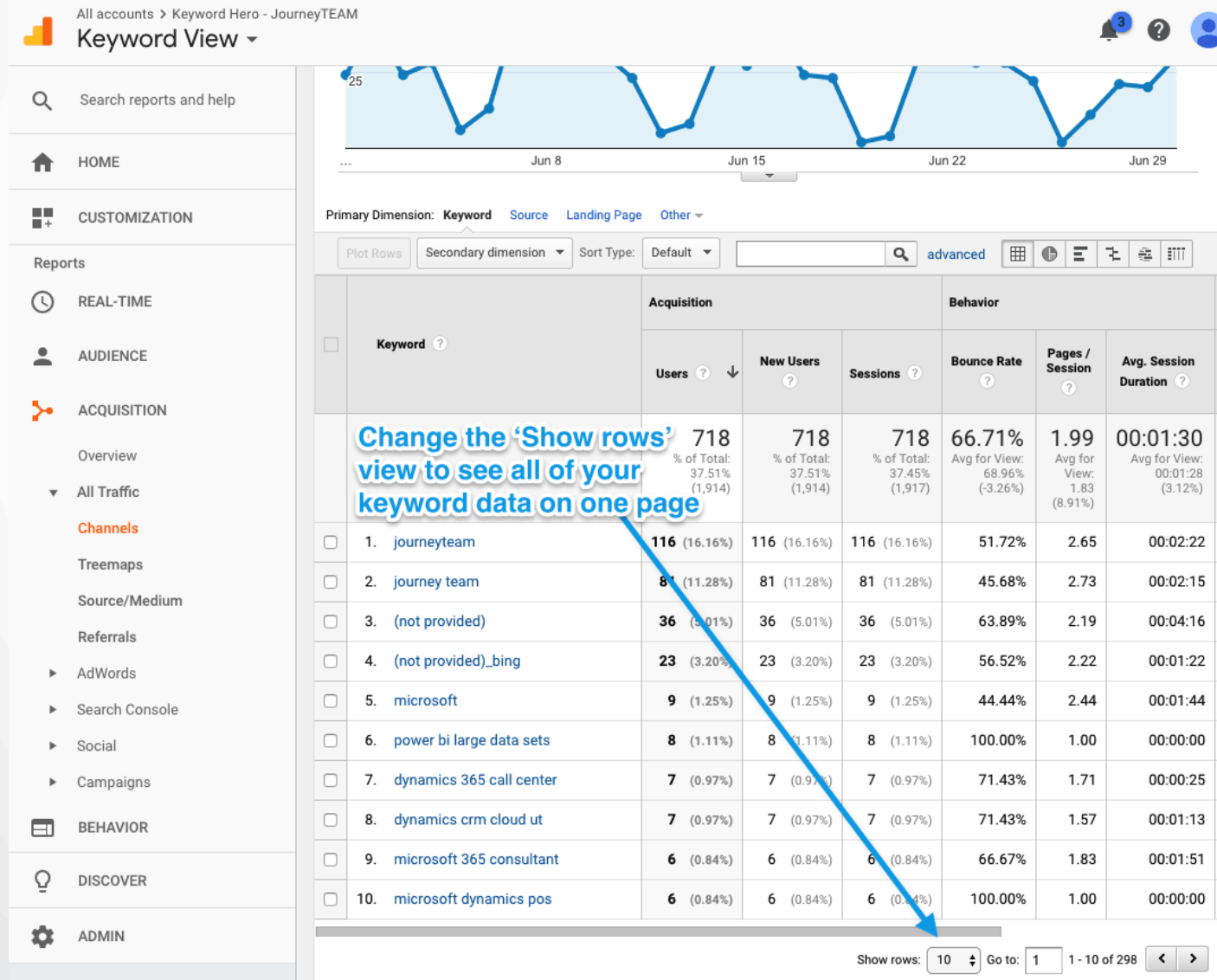
Number of goals

Goal value

of unique organic keywords

Show rows: 10 Go to: 1 - 10 of 216

ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS



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 -

Plot Rows Secondary dimension Sort Type: Default

Keyword

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 (2.63%)	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.

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 performs on different device categories:

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

The screenshot shows the Google Analytics interface. At the top, 'Primary Dimension' is set to 'Keyword'. Below it, a 'Secondary dimension' dropdown menu is open, showing a search bar with 'device' entered. The dropdown lists several options under the 'Users' category, with 'Device Category' selected. To the right, a table displays data for the selected keyword. The table has columns for 'Sessions', '% New Sessions', 'New Users', and 'Bounce Rate'. The data shows 192 sessions, 100.00% new sessions, 192 new users, and a 52.08% bounce rate. The table also includes percentage of total and average for view metrics.

Acquisition		Behavior	
Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?
192 % of Total: 2.54% (7,565)	100.00% Avg for View: 100.00% (0.00%)	192 % of Total: 2.54% (7,565)	52.08% Avg for View: 77.16% (-32.50%)
192(100.00%)	100.00%	192(100.00%)	52.08%

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 ▾

Plot Rows 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% (7.36%)	100.00% Avg for View: 100.00% (0.00%)	191 % of Total: 2.52% (7.36%)	50.26% Avg for View: 77.16% (-34.88%)	2.19 Avg for View: 1.42 (33.81%)	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% (0.00%)	\$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 < >

ANALYZING KEYWORD DATA IN GOOGLE ANALYTICS

5. Monitor your rankings

<input type="checkbox"/>	Keyword ?	Position ?
<input type="checkbox"/>		
<input type="checkbox"/>	1. ohren reinigen	1.0
<input type="checkbox"/>	2. ohren ausspülen	1.0
<input type="checkbox"/>	3. ohr ausspülen	1.0
<input type="checkbox"/>	4. ohr spülen	1.0
<input type="checkbox"/>	5. ohrenreiniger mit metallschlinge	2.0
<input type="checkbox"/>	6. ohr reinigen	1.0
<input type="checkbox"/>	7. ohrenschmalz verflüssigen	1.0
<input type="checkbox"/>	8. ohren spülen	1.0
<input type="checkbox"/>	9. ohren spülen hausmittel	1.0
<input type="checkbox"/>	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% (7,563)	100.00% Avg for View: 100.00% (0.00%)	10 % of Total: 0.13% (7,563)	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.



LIVE REVIEW OF KEYWORD DATA

Let's go look at JourneyTEAM's keyword data inside of Google Analytics...



For questions, contact:

David Foreman

dave@interactivelimited.com

Brittany Farley

brittany@interactivelimited.com

Phone: 888-800-0999