

JSS1MBA2DMDAY19 BL03MD07 14MAY20DM403 : AFFILIATE MARKETING

DM403 : Affiliate Marketing

Block 3 : Administration

7. Internal administration – integration of products. User sensitivity, blocking and unblocking of advertisements. Analysis of SEO data. Synthesis and Exercises.

Does Google Analytics track IP?

IP addresses are not available in your Google Analytics reports. So, while Google does collect IP addresses, Google doesn't provide that data to end users. The bottom line is you are not able to see IP addresses anywhere in your Google Analytics reports

Does Google Analytics track my own visits?

The thing is, Google Analytics counts each visit to your website, including your own, as real data. ... But in many cases your own visits will blend seamlessly into the real traffic data and you may never notice it, causing incorrect data to appear in your dashboard.

Why would you want to exclude your internal traffic?

And here are some reasons you should exclude them from your reports: They interact with your site differently than other visitors. Their reasons for being on the site are usually much different than a potential customer's. ... Internal traffic is more patient with your site than a typical visitor will be.

What metrics does Google Analytics track?

Here are eight key metrics you need to pay particular attention to when tracking your site traffic with Google Analytics:

Acquisition overview.

Social overview.

Bounce rate.

Traffic sources.

Conversions.

Interactions per visit.

Exit pages.

Goals.

is it possible Block Any Website On Your Computer, Phone, or Network ...
can you view blocked websites listing?

What is a Google Analytics dimension?

Browser, Landing Page and Campaign are all examples of default dimensions in Analytics. A dimension is a descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name.

What is Google Analytics entrance?

Entrances means the total number of visitors who entered your website on a specific page. Entrances are incremented on the first-page view or screen view hit of a session. In contrast, Sessions is incremented on the first hit of a session, regardless of hit type. So always use google analytics tool.

What are the three scopes of analytics?

User, Session, and Hit Scopes

The three most common scopes in Google Analytics: user, session, and hit. There is also product scope but is not a topic relevant to this article. These scopes allow us to sum and aggregate metrics according to our reporting needs

What are the 4 types of analytics?

Four Types of Business Analytics to Know. For different stages of business analytics huge amount of data is processed at various steps. Depending on the stage of the workflow and the requirement of data analysis, there are four main kinds of analytics – descriptive, diagnostic, predictive and prescriptive

Components of Business Analytics

Data Aggregation. ...

Data Mining. ...

Association and Sequence Identification. ...

Text Mining. ...

Forecasting. ...

Predictive Analytics. ...

Optimization. ...

Data Visualization.

To improve your data analysis skills and simplify your decisions, execute these five steps in your data analysis process:

Step 1: Define Your Questions. ...

Step 2: Set Clear Measurement Priorities. ...

Step 3: Collect Data. ...

Step 4: Analyze Data. ...

Step 5: Interpret Results.

Step 1: Define Your Questions

In your organizational or business data analysis, you must begin with the right question(s). Questions should be measurable, clear and concise. Design your questions to either qualify or disqualify potential solutions to your specific problem or opportunity.

For example, start with a clearly defined problem: A government contractor is experiencing rising costs and is no longer able to submit competitive contract proposals. One of many questions to solve this business problem might include: Can the company reduce its staff without compromising quality?

Step 2: Set Clear Measurement Priorities

This step breaks down into two sub-steps: A) Decide what to measure, and B) Decide how to measure it.

A) Decide What To Measure

Using the government contractor example, consider what kind of data you'd need to answer your key question. In this case, you'd need to know the number and cost of current staff and the percentage of time they spend on necessary business functions. In answering this question, you likely need to answer many sub-questions (e.g., Are staff currently under-utilized? If so, what process improvements would help?). Finally, in your decision on what to measure, be sure to include any reasonable objections any stakeholders might have (e.g., If staff are reduced, how would the company respond to surges in demand?).

B) Decide How To Measure It

Thinking about how you measure your data is just as important, especially before the data collection phase, because your measuring process either backs up or discredits your analysis later on. Key questions to ask for this step include:

- What is your time frame? (e.g., annual versus quarterly costs)
- What is your unit of measure? (e.g., USD versus Euro)
- What factors should be included? (e.g., just annual salary versus annual salary plus cost of staff benefits)

Step 3: Collect Data

With your question clearly defined and your measurement priorities set, now it's time to collect your data. As you collect and organize your data, remember to keep these important points in mind:

- Before you collect new data, determine what information could be collected from existing databases or sources on hand. Collect this data first.
- Determine a file storing and naming system ahead of time to help all tasked team members collaborate. This process saves time and prevents team members from collecting the same information twice.
- If you need to gather data via observation or interviews, then develop an interview template ahead of time to ensure consistency and save time.
- Keep your collected data organized in a log with collection dates and add any source notes as you go (including any data normalization performed). This practice validates your conclusions down the road.

Step 4: Analyze Data

After you've collected the right data to answer your question from Step 1, it's time for deeper data analysis. Begin by manipulating your data in a number of different ways, such as plotting it out and finding correlations or by creating a pivot table in [FOCUS YOUR DATA ANALYSIS ON BETTER ANSWERING YOUR QUESTION](#) and any objections others might have.

During this step, data analysis tools and software are extremely helpful. Visio, Minitab and Stata are all good software packages for advanced statistical data analysis. However, in most cases, nothing quite compares to Microsoft Excel in terms of decision-making tools. If you need a review or a primer on all the functions Excel accomplishes for your data analysis, we recommend this [HARVARD BUSINESS REVIEW CLASS](#).

Step 5: Interpret Results

After analyzing your data and possibly conducting further research, it's finally time to interpret your results. As you interpret your analysis, keep in mind that you cannot ever prove a hypothesis true: rather, you can only fail to reject the hypothesis. Meaning that no matter how much data you collect, chance could always interfere with your results.

As you interpret the results of your data, ask yourself these key questions:

- Does the data answer your original question? How?
- Does the data help you defend against any objections? How?
- Are there any limitation on your conclusions, any angles you haven't considered?

If your interpretation of the data holds up under all of these questions and considerations, then you likely have come to a productive conclusion. The only remaining step is to use the results of your data analysis process to decide your best course of action.

By following these five steps in your data analysis process, you make better decisions for your business

A context-sensitive user interface is one which can automatically choose from a multiplicity of options based on the current or previous state(s) of the program operation. Context sensitivity is almost ubiquitous in current graphical user interfaces, usually in the form of context menus

<https://medium.com/dataseries/how-to-treat-user-sensitivity-on-platforms-527123243562>

As software engineers, we might often ponder the questions on user sensitivity. There are multiple ways to evaluate user sensitivity on a dimension towards product changes: propensity score matching, entropy balancing to name a few. All of them are trying to adjust the bias raised from observational data, however, for propensity score matching and entropy balancing, the possibility of bias arises because a difference in the treatment outcome (such as the average treatment effect) between treated and untreated groups may be caused by a factor that predicts treatment rather than the treatment itself. Specifically for our case, we are more concerned about the confounders of treatment effect rather than predicting treatment. We are proposing to use a heterogeneous treatment effect model to evaluate user sensitivity towards product changes and publishing this note to share our findings on it.

Heterogeneous Treatment Effect Model for User Sensitivity

Heterogeneous treatment effect model can solve this issue. Heterogeneous treatment effect model extends this idea of identifying differences in treatment effects by sub-population by fitting a series of machine learning models to predict the effect of treatment on a target variable based on a comprehensive set of user-level attributes.

Heterogeneous treatment effect model can be used to identify how different users respond to different treatments or product changes. If we are able to build a good treatment effect model and compute the coefficient of user dimension of interest whilst controlling other confounders, we can identify the user sensitivity over the user dimension of interest.

In our example of treatment effect model, user attributes include all confounding variables we want to control in the final model: behavioral features such as how much a user usually comments or posts on a platform, as well as demographic features such as location and age.

A normal heterogeneous treatment effect model operates in two stages. The first stage fits two “base learner” models:

- treatment model M1 to estimate the target variable conditional on receiving the treatment
- control model M2 to estimate the target variable conditional on being in the control group (i.e., the counterfactual)

The second stage takes the difference between the treatment model prediction vs. control actual and the control model prediction vs. treatment actual for the set of control and treatment users respectively.

<https://medium.com/dataseries/how-to-treat-user-sensitivity-on-platforms-527123243562>

Analysis of SEO DATA

An **SEO analysis** is a tool for people to study how they might improve a given website's ranking on search engines like Google. With an **SEO analysis**, you can find what aspects of your **SEO** strategy are working and what your biggest obstacles are that are preventing you from improving your site ranking.

How do you analyze SEO data?

Step 1: Keyword Research. The first step is to first identify the keywords that your site can **REALISTICALLY** target. ...

Step 2: Identify Your Top Competitors. ...

Step 3: Analyze Your Competitors. ...

Step 4: Social Media and Content Audit. ...

Step 5: Determine Your Barrier to Entry and Strategy.

<https://thenextscoop.com/success-seo-campaign/>

How to Measure the Success of Your SEO Campaign (5 Simple Steps)

Check Your Keyword Rankings. ...

Check Your Conversion Rate. ...

Check Your Backlinks. ...

Check Your Spam Score. ...

Check Your Traffic Quality. ...

1. Check Your Keyword Rankings

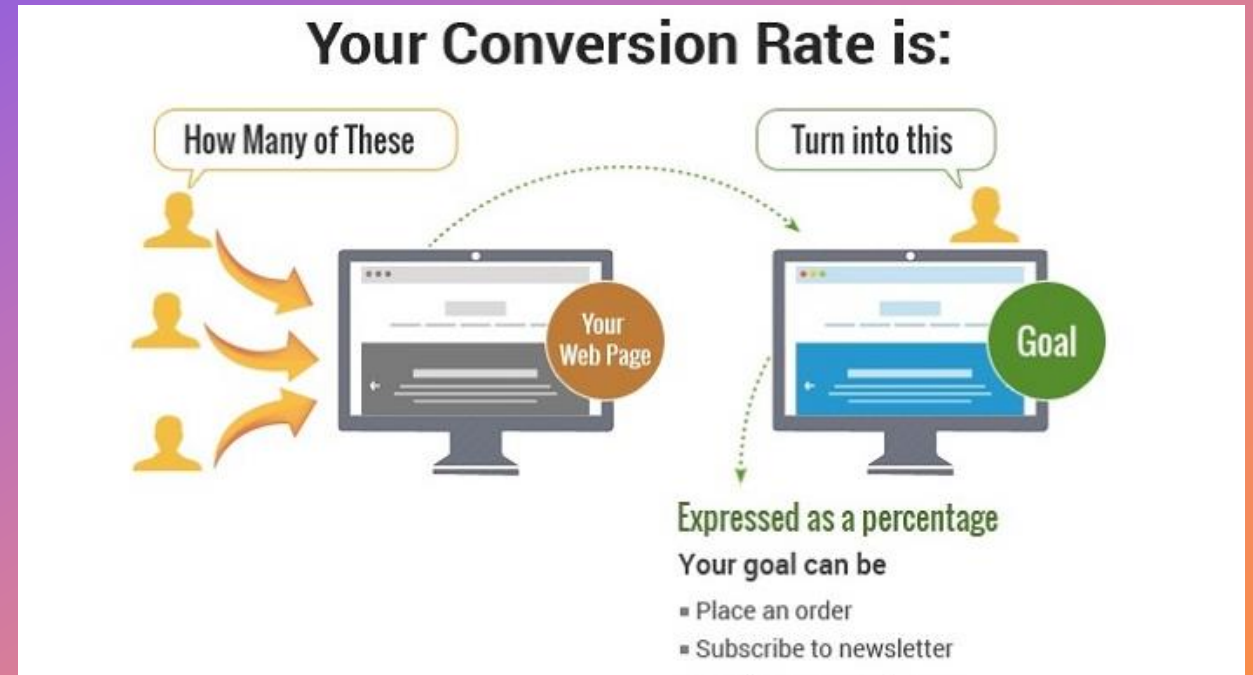
When a user types a keyword, search engines give a results page that has relevant website links as well as advertisements. If your website [ranks well for a specific keyword](#), it will show up sooner in the search engine result pages (SERPs). This helps you with brand awareness and even gives you more visibility. Which, in turn, gives you more organic traffic.

Getting ranked on the first page or as the first result in the search engines is a high priority for websites. If your website ranks well, organic traffic will automatically come to your website. For this, you constantly need to check your keyword rankings.

If your rankings decline over a period of time, that means your traffic will take a hit. Your keyword rankings alone cannot point out the problem with your SEO campaign. However, they can quickly tell you that something is not right. So it is important to [perfect your keyword game for SEO](#).

2. Check Your Conversion Rate

Getting more visibility is great, but ultimately [converting visitors into customers](#) is what you should be aiming for. Conversions tell you how many visitors completed your call-to-action, which could be purchasing your product or service, or signing up for your newsletter or a free trial.



The [higher conversion rate that you can achieve](#), the better. It means [your conversion rate optimization \(CRO\) practices](#) have been successful. You can directly track your conversion rates via Google Analytics.

3. Check Your Backlinks

Backlinks are another important ranking factor. If another website links to your webpage, it is likely that you will be ranked higher up on search engines. Obviously, these need to be relevant, high authority websites.

Testimonials

If you want to contribute your own testimonial, please [contact us!](#)

Clicky puts actionable analytics in the hands of everyone in the company. No longer are the web visitors the sole customers' web habits at the very heart of what they do everyday. There hasn't been a client we have worked with that hasn't put the web into all you do. Thanks Clicky!

-- Paul Madder seoidiot.co.uk

One look at our Wordpress plugin list and you will see every analytics software under the sun, from Piwik to Woopra. We do a lot of condominium sales presentations on the iPad and it's nice to switch from a presentation to a presentation. Simply put, we've been using Clicky for months now because it is designed with the end user in mind. It's elegant and easy to use.

-- Luciano onthegomimico.com

Clicky has opened my eyes up to a plethora of opportunity. Its real-time website analytics is ideal for monitoring the strengths and weaknesses of campaigns so that modifications can be made without a moment to spare. It has only scratched the surface so far and I am loving it. Give it a try.

-- Alec Duncan developertutorials.com

If you have a large number of links from authority sites, they can help you [get an edge over your competitors](#) by getting higher rankings in the SERPs. Other websites linking to you build credibility for you and show that your product or service is useful to others.

So make sure you're [consistently getting backlinks](#). Otherwise, your SEO campaign will come to a standstill.



4. Check Your Spam Score

Your spam score can affect your website's domain authority drastically. And that can affect your website's rankings. Your spam score can define how trustworthy your website is. It is graded on a scale of 0 to 17, with 0 certifying the highest trustworthiness.

Your spam score increases if your website has many inbound links from websites that have low authority. If you link to websites that have high spam scores, you risk affecting your backlink portfolio as well. You also risk getting penalized by Google.

A high spam score is detrimental to your website's authority. So if you have a high spam score, you should work lowering it. You can find your spam score and then eliminate all of the bad inbound links accordingly. This is important because bad links can undermine your site's authority

5. Check Your Traffic Quality

Don't just look at the changing numbers for your website traffic. Try to delve a little deeper into the subject for better insights. Traffic quality can help you figure out how well your SEO campaign is working.

Check the number of pages per visit and the average visit duration to find out what is popular. Also check your bounce rate.

If your website is getting traffic but your bounce rate is too high, that is a problem. Similarly, if the average number of pages visited is low, then you aren't getting quality traffic. It could also mean that the [keywords that you are targeting](#) aren't working very well.

If you keep constant track of these indicators, you can change your strategies whenever required. While working on SEO campaigns, you have to constantly be on the lookout for what's working and what isn't. It's a constantly evolving process and you'll need to adapt your strategies to optimize your campaign.