
WEBSITE ANALYTICS | LISA'S PET SERVICES | FASH 4500

IMPORTANCE

MEASURES TRAFFIC
TOOL TO IMPROVE WEBSITE RANKING
MEASURING VISITOR RESPONSIVENESS
PROVIDES FUNDAMENTAL DATA TO YOU

WHAT IT DOES

ACCESS YOUR "CLICK THROUGH RATE"
FIGURE OUT YOUR PAGE POPULARITY
LOOKS FOR SURFACE KEYWORDS

SEO Analysis Tools

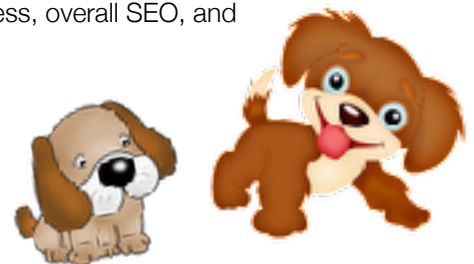
GOOGLE SEARCH CONSOLE: Allows you to view "googlebot" statistics (general website traffic stats), lists the external and internal pages that would link to your website. **FREE.**

CHECK MY LINKS: Google Chrome Browser extension that continually ensures all links on the website are active, working, and direct visitors in the correct place. **FREE.**

MOZ PRO: Allows you to rank tracking, compare mobile vs desktop site visits, keep an eye on keyword metrics, and check the site by "crawling" to look for issues, link research to compare SEO profiles to competitors, etc.
PRICE NOT LISTED, FREE 30 DAY TRIAL.

UPCITY'S SEO REPORT CARD: Offers rank analysis, link building, website accessibility, and a general overall summary of your SEO. **FREE.**

HUBSPOT'S WEBSITE GRADER: Measures performance, mobile responsiveness, overall SEO, and website security (by checking your SSL certificate). **FREE.**



COMPANY NAME

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