# Advanced
# GSC Performance Analysis:

## Spotting patterns for actionable insights that reap results



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# Hi, I'm Izzi Smith

Technical SEO Analyst @ Ryte

Speaker

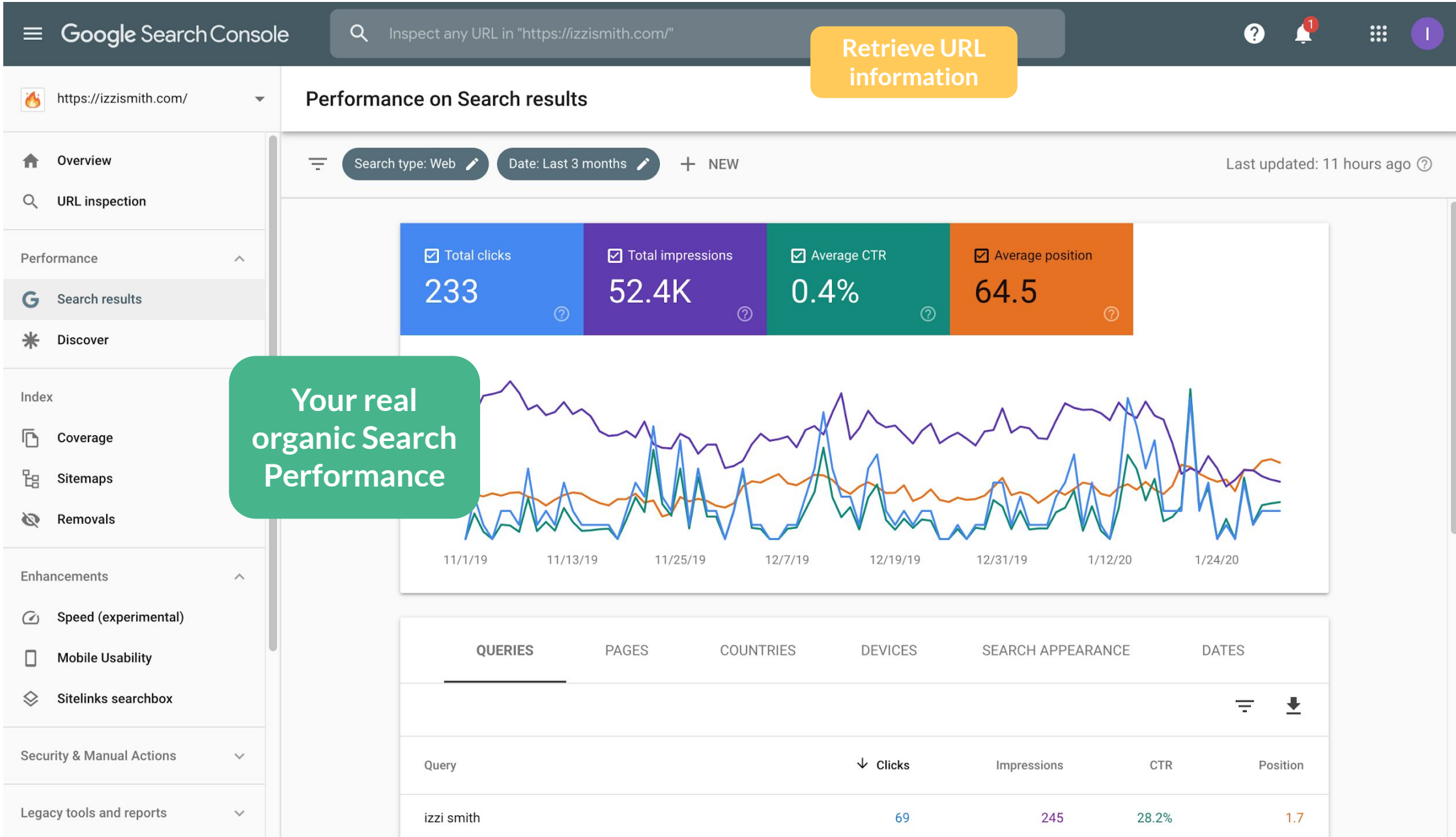
Maker of bad SEO memes

@izzionfire

izzi@ryte.com

# Anyone who claims to do SEO, needs to have GSC in their toolset...

# Google Search Console in a nutshell




Indexing Issues / Directives

Your real organic Search Performance

Accessibility

Security problems & penalties

# As SEOs & Website Owners, we need keyword & ranking data for crucial strategies and analysis:

- **Evaluating the status of our organic rankings**
  - Significant movements tied to our optimizations
- **Find potential for increased traffic**
  - Driving even more clicks to solidify high rankings
- **Adjusting the relevancy of our content**
  - Evaluating the correct URL for the job
- **Increasing our organic visibility and reach**
  - Discovering underperforming / brand new keyword opportunities to optimize for
  - Finding out monthly search volume amounts for prioritization

Google Search Console is one of the most powerful SEO tools that is available!

**But many of us are not using the data to its full potential...**

# Mainly due to some drawbacks...

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# Search Console Analytics at a glance

### ✔ It's universally available & free for all

As GSC is free and available for every website owner, the data collection methods are **unified** and **unlimited**. It's a level playing-field.

### ⚠ Each request is limited to 1000 rows

More popular domains and pages **risk missing out on seeing** the **full scope** of their performance and ranking queries, especially longtail.

### ✔ Google Data > Scraped Data

Direct from the source, the organic KPIs **paint a much more reliable picture** than data taken from scraped SERPs.

### ⚠ Data drill-down is impossible

Applying more than one filter is impossible, and there is **no chance of and/or functions** to properly drill down the data results.

# A big problem:
# Analysing your data in GSC is painful for websites with higher visits



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# Yes, GSC & its API access is free.



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# (but our time isn’t, and wow can it take *time* to analyse)

# 4 hours

# a week

**The time on average it takes an SEO Manager to manually diagnose organic search performance drops (or spikes).**

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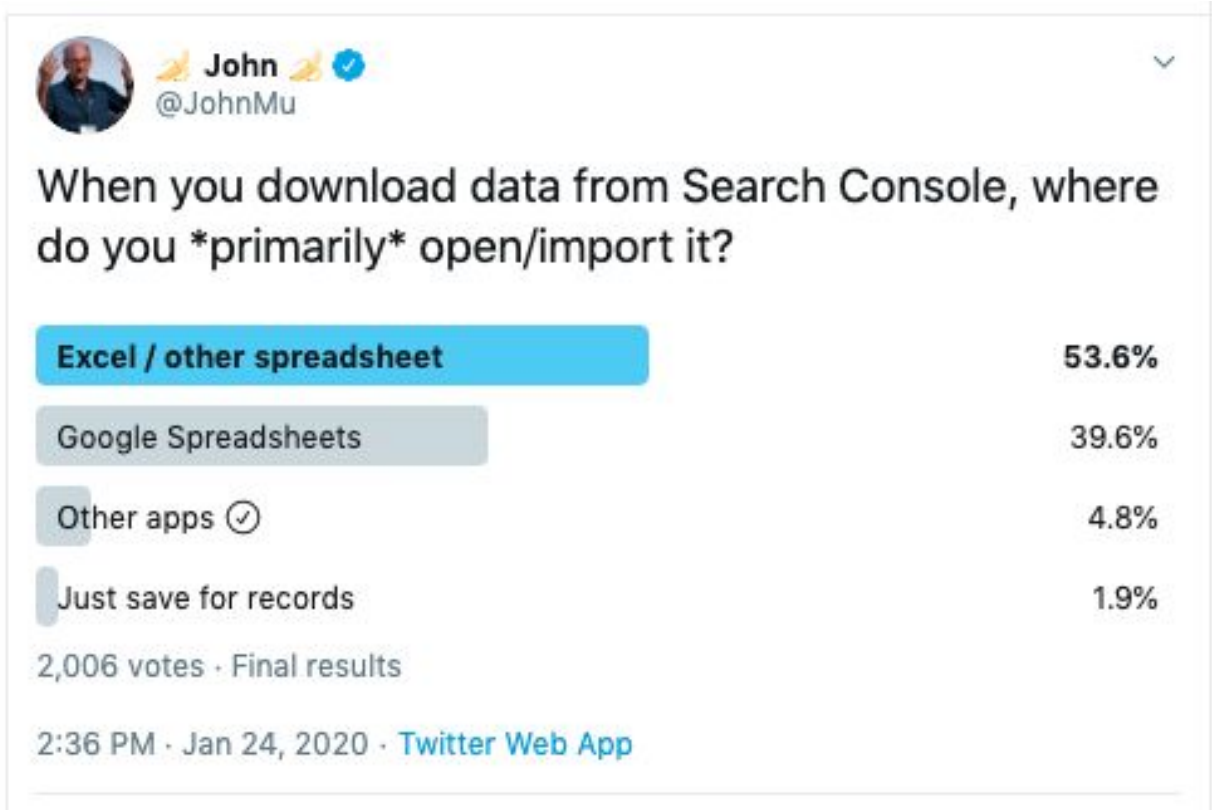
# Even Google knows that most of the analysis takes place elsewhere.



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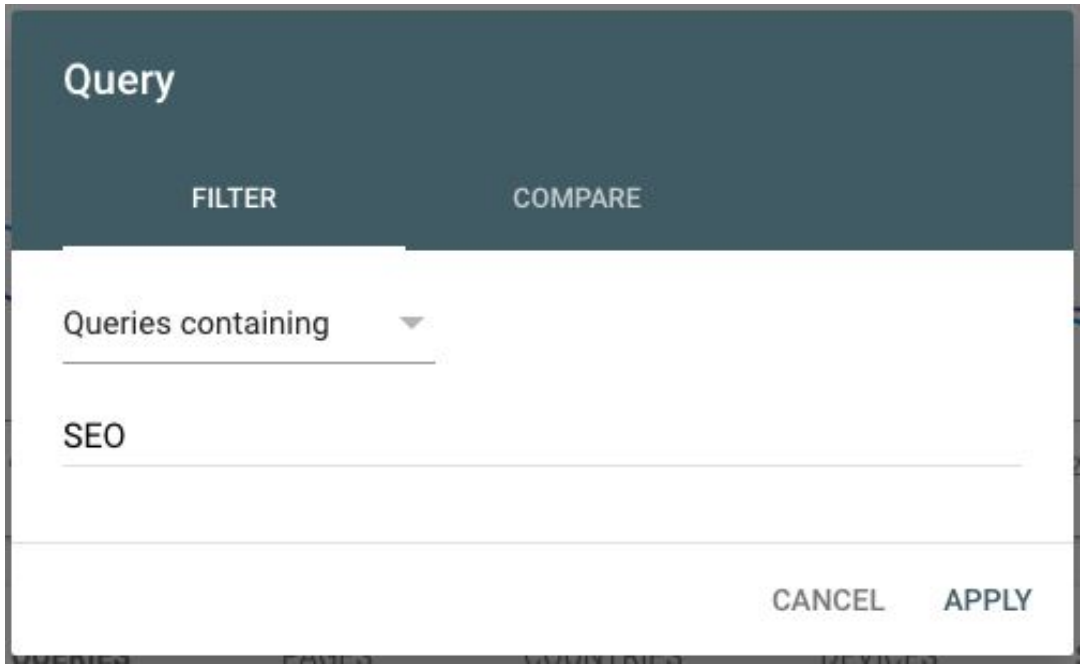
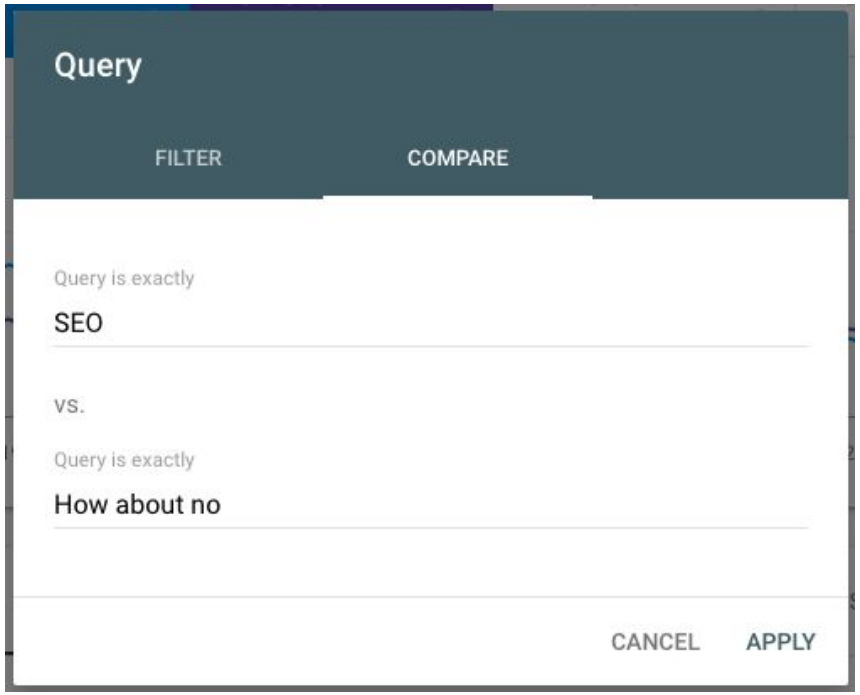
# Filter choices are incredibly limited

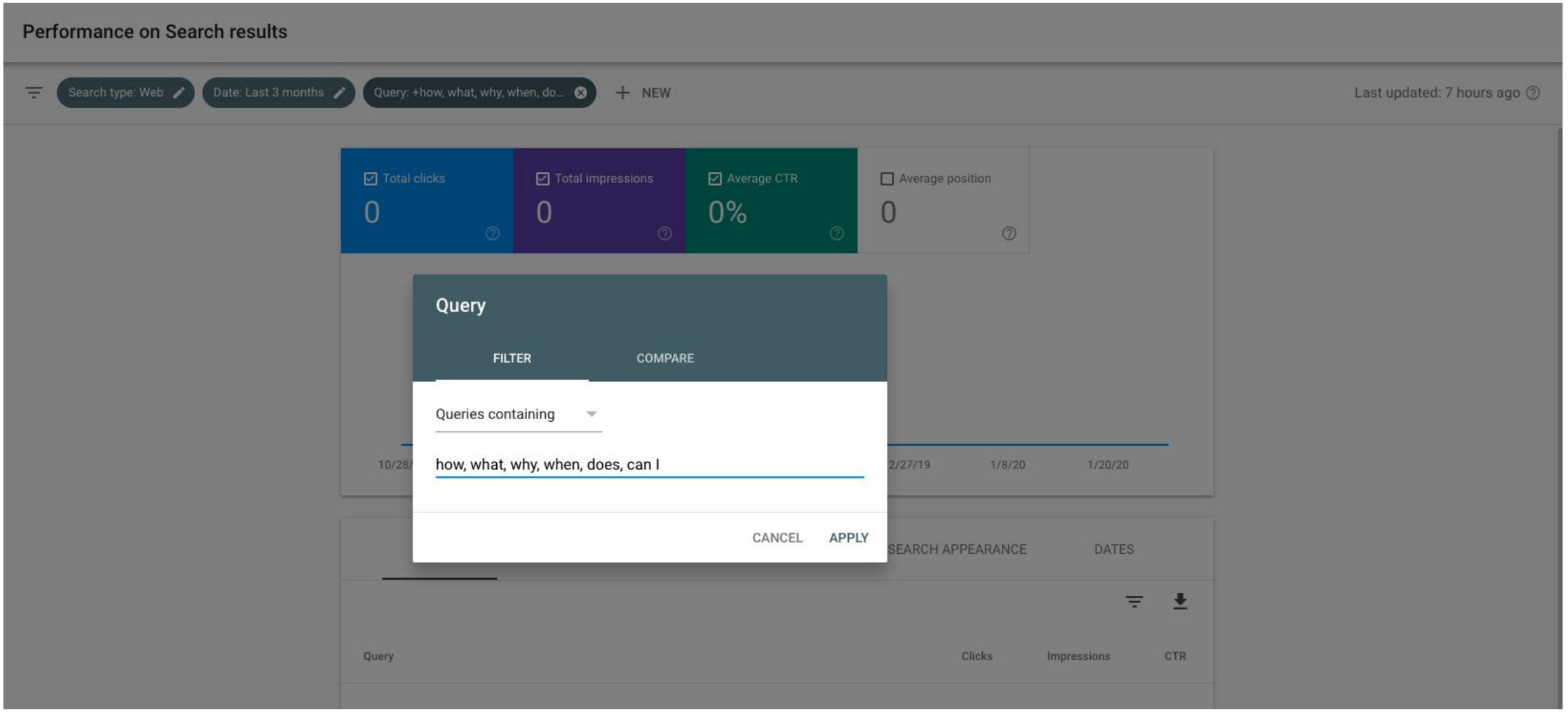
One query refinement




One exact query comparison

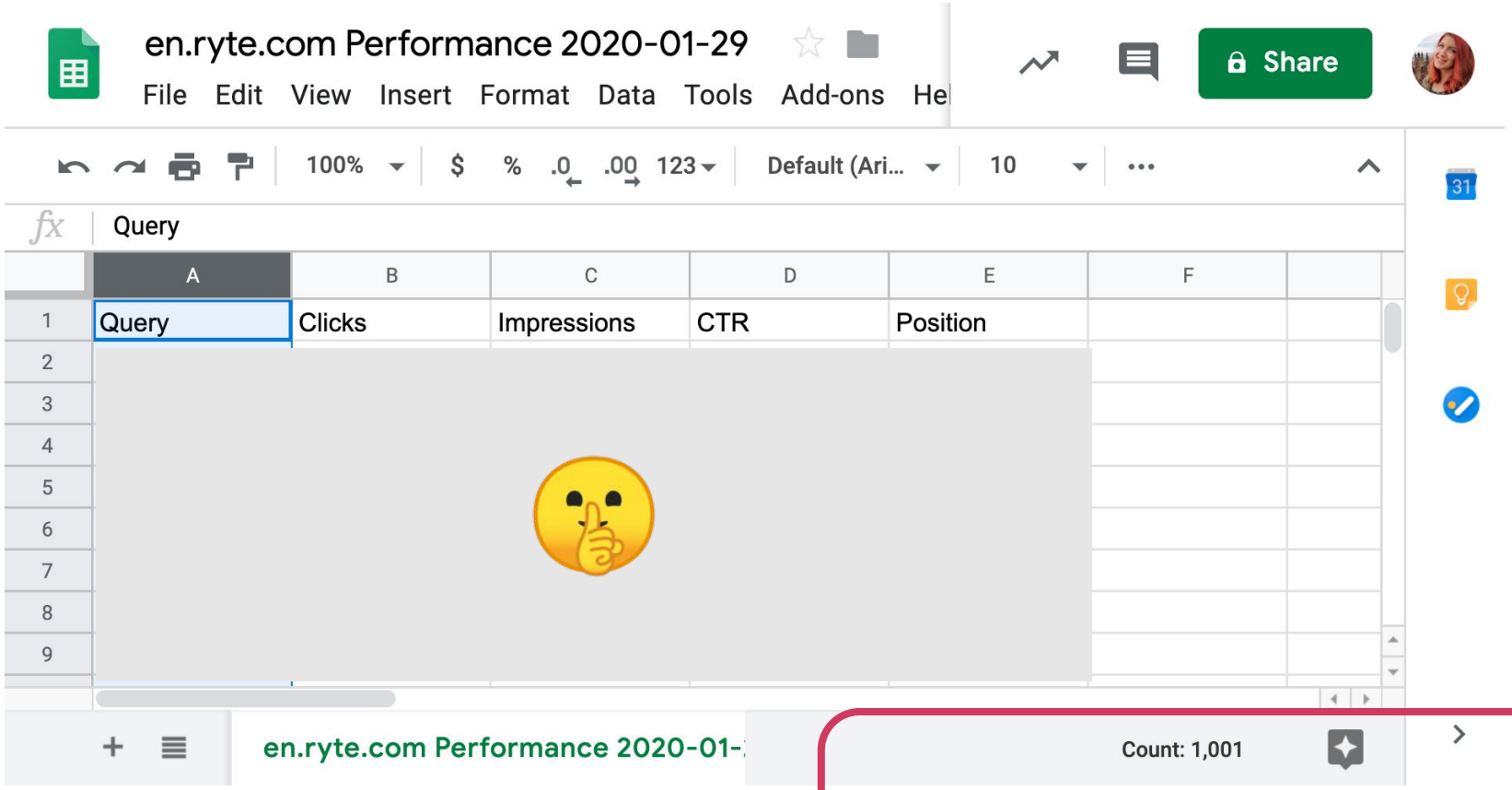


# Combining queries is not possible
# E.g. using AND / OR / RegEx



# Anything *more* complex needs to be done elsewhere

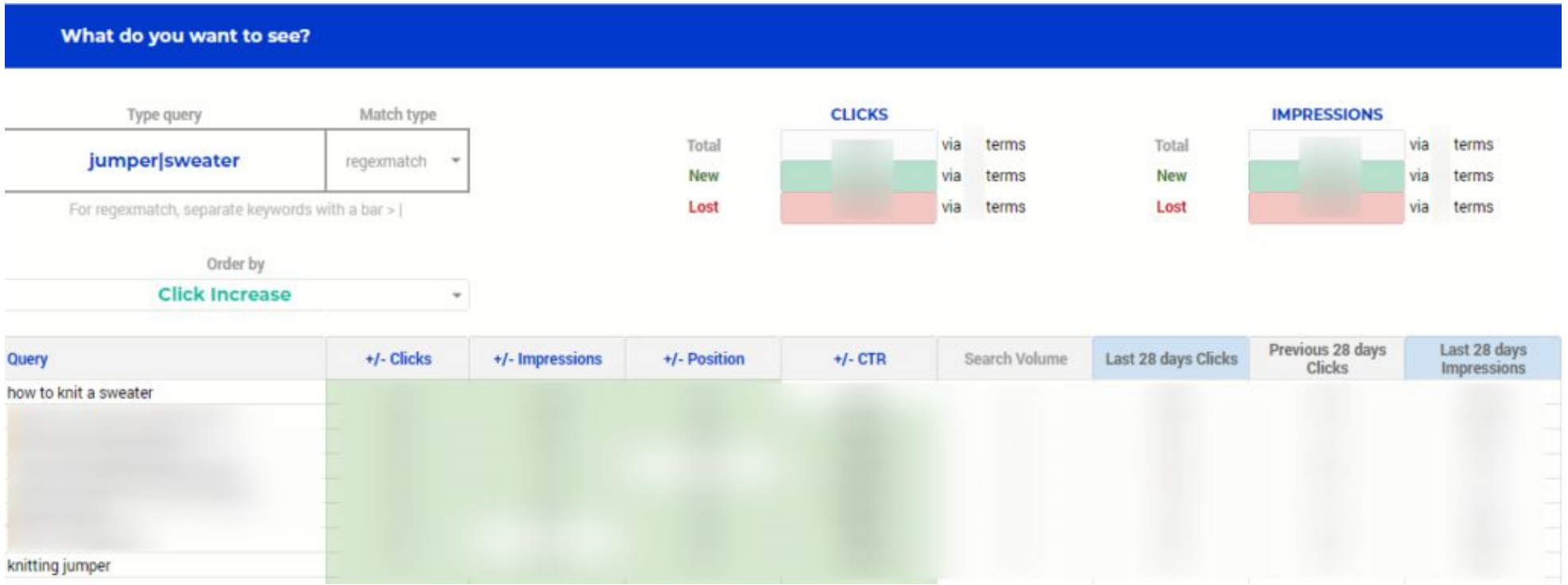
## E.g. Google Sheets




**Still limited to 1000 rows**

# E.g. Google Data Studio,

**Thanks @HannahRampton !**
**https://rootdigital.co.uk/resources/search-console-insights-google-sheet/**

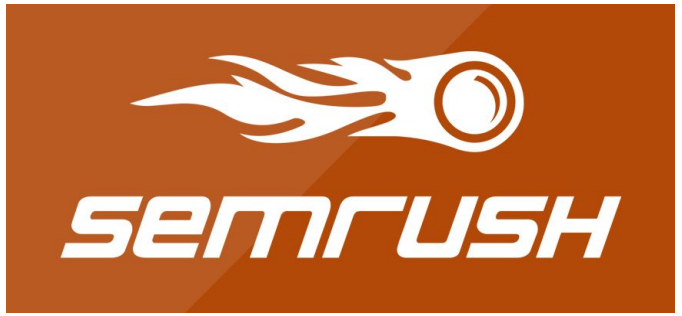


# E.g. in Ryte Search Success <3

## Mega-extensive GSC data + quick reports + all the filters you can dream of + more? Yes pls!

# Alternatively, there are many extensive research platforms that use different data sources:

(& friends)



# But do you know where the data comes from?

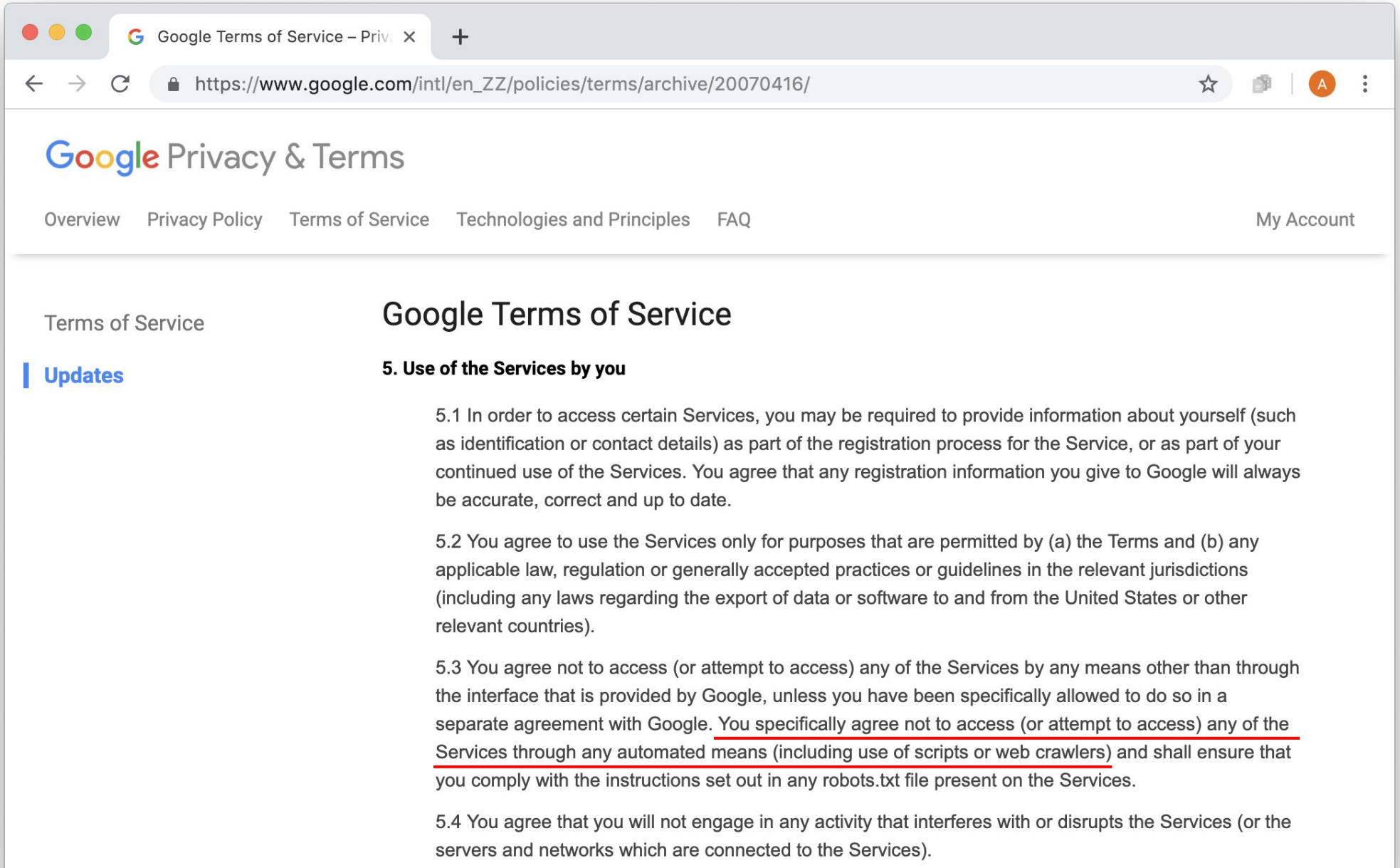
## Some Tools and Their Data Sources

A few tools and where they get their Search Volume and CPC data:

- **SEMRush** uses an **algorithm** to estimate their traffic (source: spoke with them at a conference in 2016).
- **ahrefs** uses a **third party** to get **click stream data** and pairs it with **data from Google** (source: help content)
- **MOZ** uses a **third party** to get their **Google data** and **click stream data** (source: spoke with team).
- **KWFinder** reports that their **data is the same as Google** Keyword Planner (source: their blog).

Thank you: https://www.twinword.com/blog/where-do-keyword-research-tools-get-google-search-volume-data-and-keyword-statistics/

# Breaking Google's Terms of Services:

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**SearchEngineJournal®** @sejournal · Sep 5, 2018

How to Scrape Google SERPs to Optimize for Search Intent - @RoryT11

searchenginejournal.com/scrape-google

1 20 29

**John** @JohnMu

Replying to @sejournal and @RoryT11

Is it kinda awkward that you're publishing a guide on how to break our terms of service & webmaster guidelines? 🤔

6:32 PM · Sep 5, 2018 · Twitter Web Client

**5** Retweets **43** Likes



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# You should care about data reliability...

## Fuzzy metrics:

- Traffic based on estimates
- SERP Features without considering localization
- Limited consideration of searcher behavior and intent etc.

# And you should care about this:

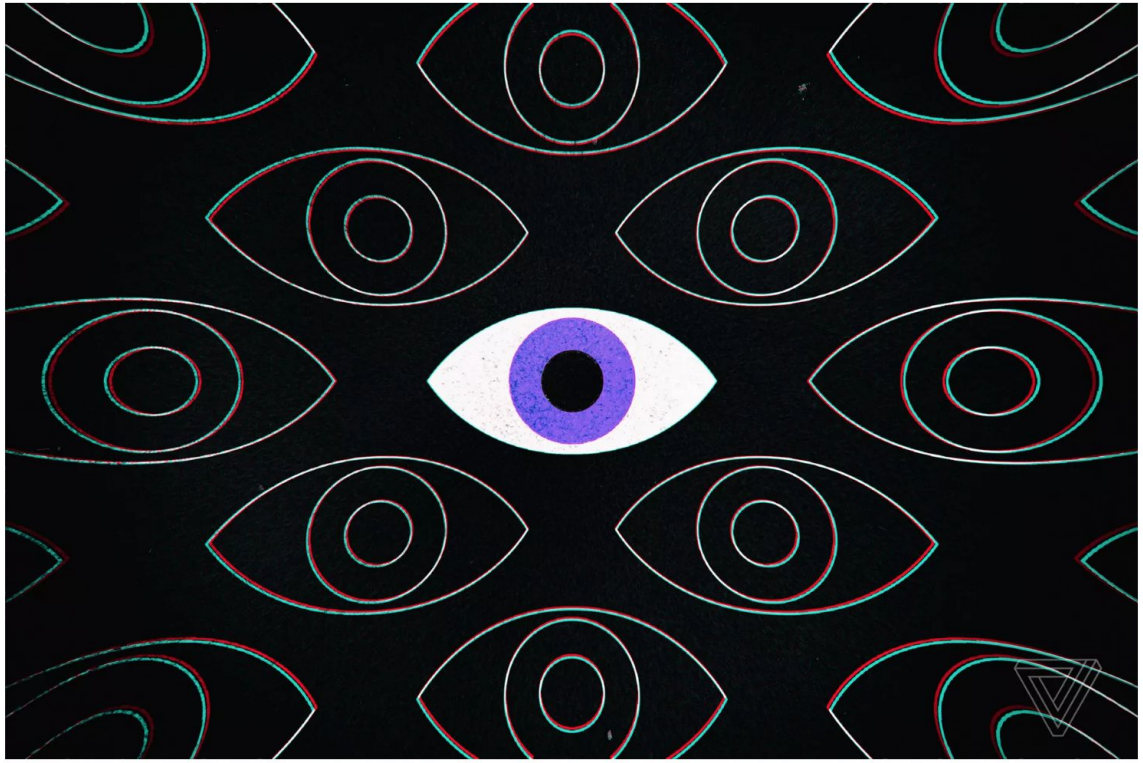
POLICY \ TECH \ CYBERSECURITY

## Antivirus company shuts down its data-harvesting arm after getting caught red-handed

*Avast-owned Jumpshot is being terminated with immediate effect*

By Jon Porter | @JonPorty | Jan 30, 2020, 1:26pm EST

SHARE



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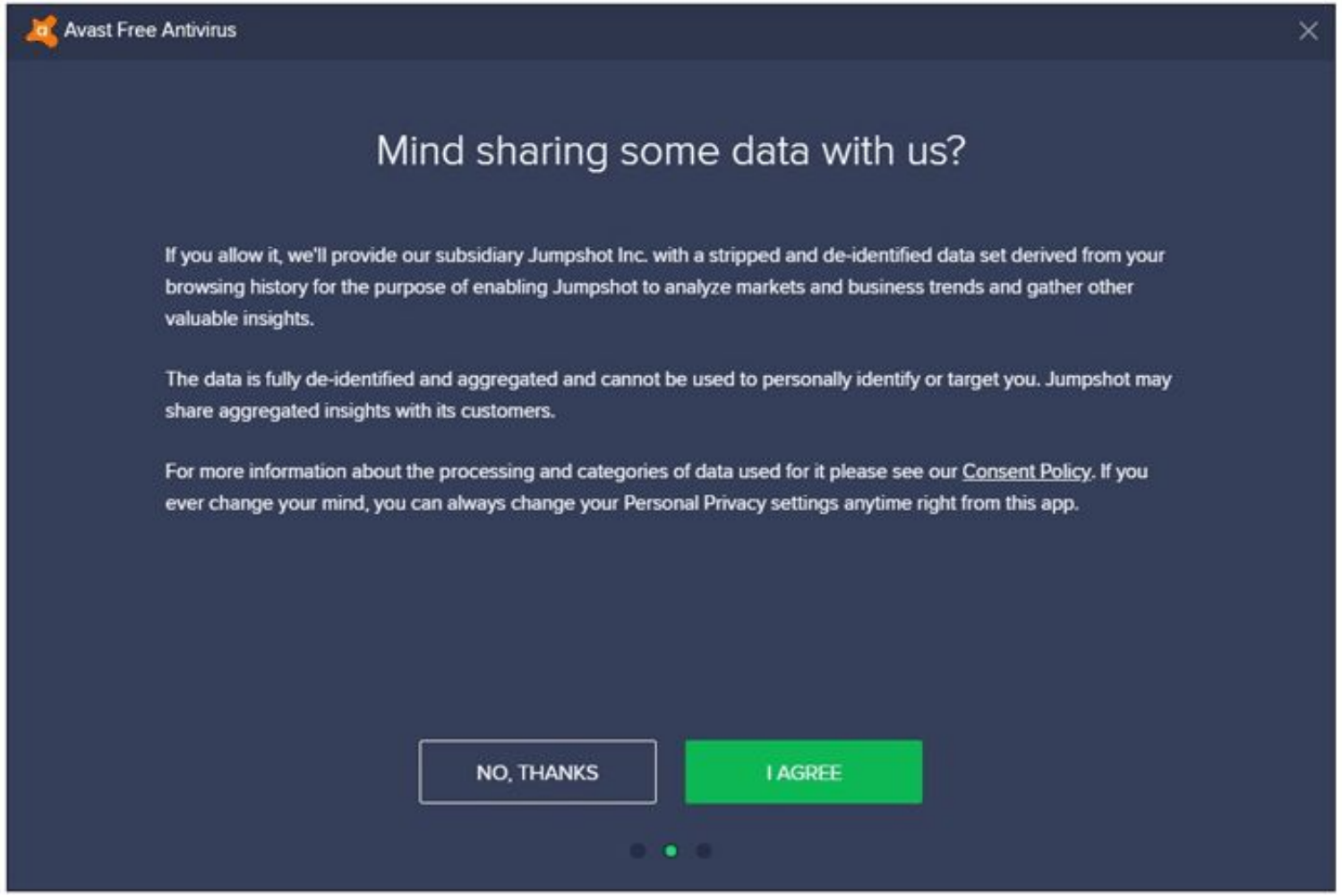
# Avast collected anonymized and aggregated browser data for their opted-in users. This powered Jumpshot who shared the data with marketing researching platforms.



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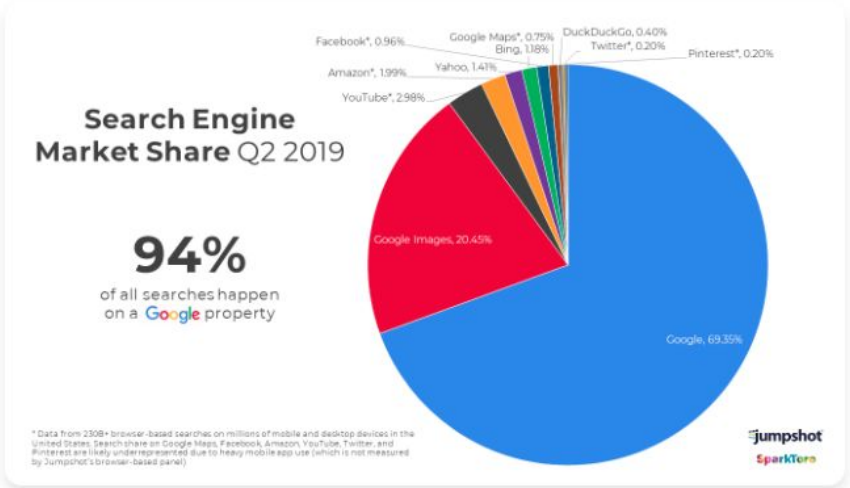
SparkToro Product Plans About Resources Log In

Blog Free Tools

# Avast's Shutdown of Jumpshot Will Harm the Web and the World

By Rand Fishkin January 30, 2020

Last night, I got an email from Deren Baker, Jumpshot's CEO, informing me that the business would be winding down at the behest of their parent company, Avast. If you support more competition on the web, greater transparency about what the tech giants are doing, and opportunity to hold the powerful to account, this is a dark day.




Jumpshot provided invaluable data like this; data that the US Congress used to hold Google's feet to the fire about their anti-competitive practices.

https://sparktoro.com/blog/avasts-shutdown-of-jumpshot-will-harm-the-web-and-the-world/



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# These tools will now have even more unreliable traffic and keyword insights

**Rand Fishkin**

@randfish

Replying to @mark_barrera @Marie_Haynes and 2 others

Moz, Semrush, Ahrefs, and most of the other tools with KW volume or traffic estimates used them. Everyone's KW data is about to become much worse.

19:18 · 30 Jan 20 · Twitter for Android

**5** Retweets **16** Likes

Google
Search Console

# &

# Speedy, High-Functioning Interface

# &

# Some analysis tricks



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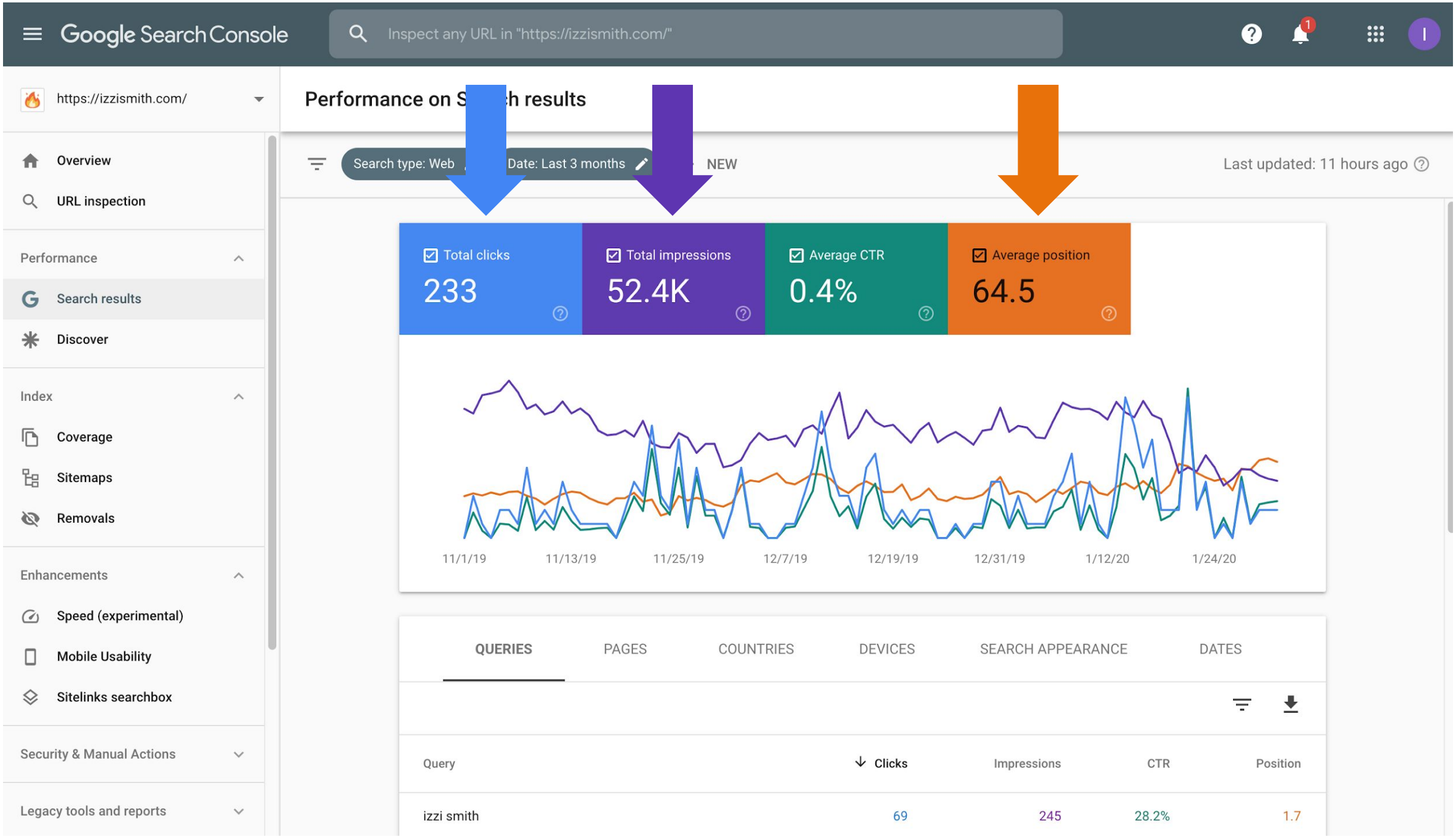
# First of all,
# let’s run through how each metric is calculated and reported.


Google Search Console
Inspect any URL in "https://izzismith.com/"
https://izzismith.com/
Overview
URL inspection
Performance
Search results
Discover
Index
Coverage
Sitemaps
Removals
Enhancements
Speed (experimental)
Mobile Usability
Sitelinks searchbox
Security & Manual Actions
Legacy tools and reports
Performance on S h results
Search type: Web
Date: Last 3 months
NEW
Last updated: 11 hours ago
Total clicks
233
Total impressions
52.4K
Average CTR
0.4%
Average position
64.5
11/1/19
11/13/19
11/25/19
12/7/19
12/19/19
12/31/19
1/12/20
1/24/20
QUERIES
PAGES
COUNTRIES
DEVICES
SEARCH APPEARANCE
DATES
Query
Clicks
Impressions
CTR
Position
izzi smith
69
245
28.2%
1.7

Search Console Help

Describe your issue

Help Center | Community

Important concepts > What are impressions, position, and clicks?

# What are impressions, position, and clicks?

This page helps explain impressions, position values, and click data in the Search Analytics report.

The heuristics described here—such as the visibility requirement for an item in a carousel, or the position numbering—are subject to change.

## What is an impression?

A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible depends on the type of search element that contains the link, as described later.

For example, here is a very basic search result that includes only one link: the title "The Compleat Guide to Daffodils - Example.com".

Nice typo.

The Compleat Guide to Daffodils - Example.com
www.example.com/flowers/daffodils ▾ Example.com ▾
The complete guide to choosing and growing **daffodils** in your home garden.

The URL pointed to by this link records an impression when the user opens the page contain
the result is not scrolled into view). Note that the visible link URL below the title is not a hyp
recorded as impression. (Also note that the visible URL is not necessarily the same as the
title).

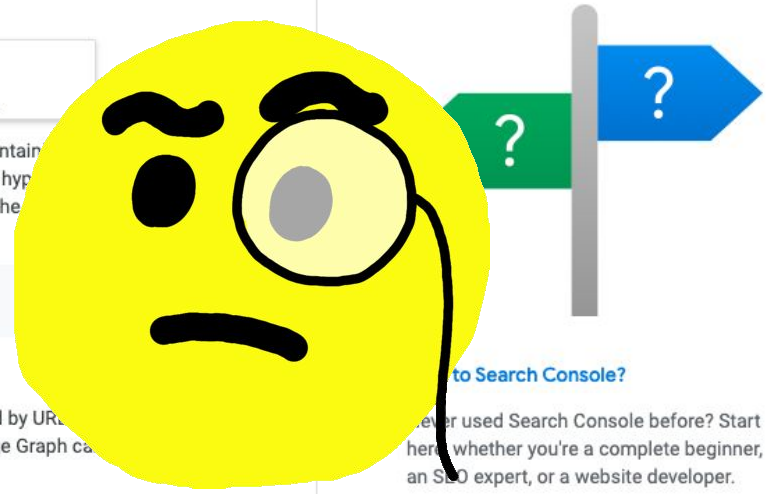
Impressions behave slightly differently in Discover.

### Aggregating data by property vs by page

If a single search element contains several links (as many do), impressions are counted by UR
depending on your view in the Search Analytics report. For example, here is a Knowledge Graph ca
image and text links:

Important concepts

- How Google Search Works
- What are impressions, position, and clicks?
- About our stats and data




to Search Console?

er used Search Console before? Start
her whether you're a complete beginner,
an SEO expert, or a website developer.

# 1. Average Position.

*"The position value shown in the Search Analytics report is the position of the **topmost** link to your property or page in search results, **averaged across all queries** in which your property appeared."*

# 1. Positions per element.

*"All links within a single element have the same position."*
Including: carousels, sitelinks, People also ask boxes (not People Also Searched for).

**Carousels = 1**

Top stories

Single man Mark Rofe hires billboard in bid to find love

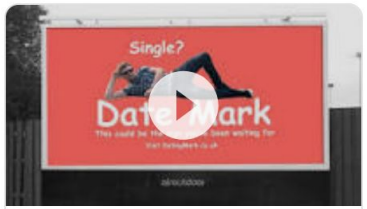
BBC

1 day ago

Single man buys £425 billboard to advertise himself in hope of finding a date

The Independent

21 hours ago




This Sheffield singleton hired a billboard in his search for a date, and the response was…

The Star

2 hours ago

→ More for mark rofe

**Sitelinks = 1**

en.ryte.com ▾

## Your website, just better - Ryte

Profitable online performance starts with the essentials: a flawless website, effective keyword strategy, and optimized content.

**Ryte (free SEO analysis)**
What do you get with the Ryte Free Account? Find and fix issues on ...

**Ryte FREE**
Improve your website quality with the Ryte free account. Find and ...

**Pricing**
Ryte collects sales tax in states where it is required by law. The ...

**Company**
Since 2012, we have been passionately pushing the Ryte ...

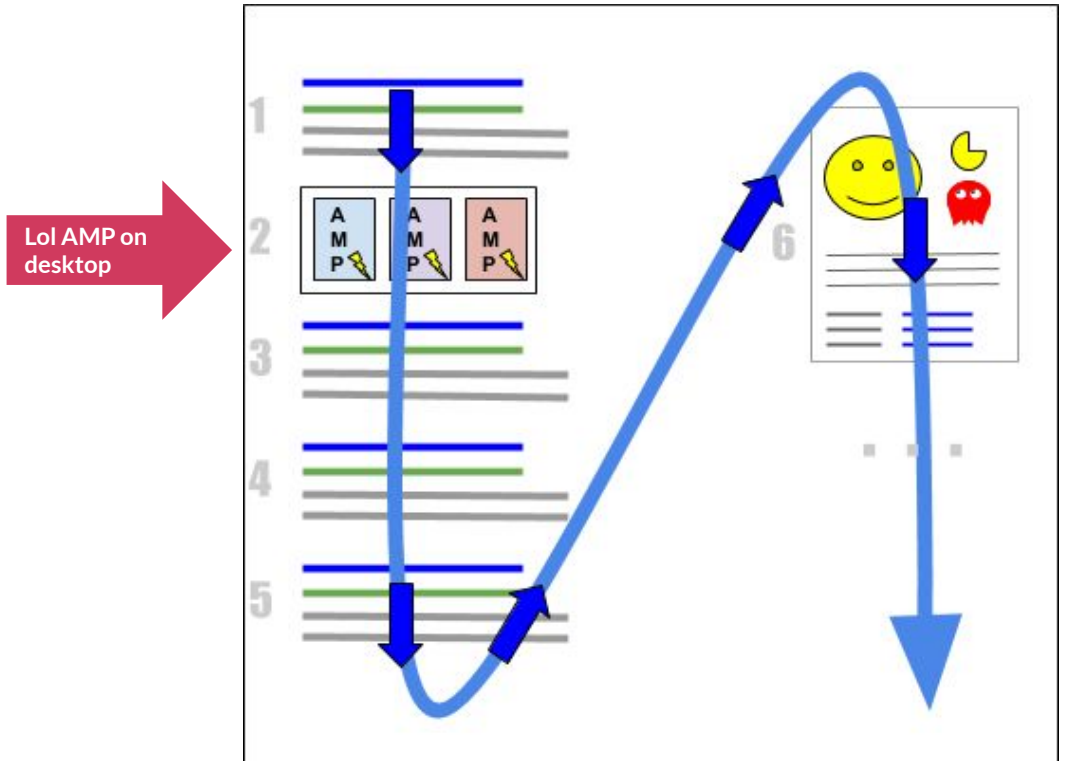
**Team**
Get to know the creative and tireless minds behind Ryte. We ...

**Free tools**
You can use all of these innovative tools after joining Ryte FREE.

More results from ryte.com »

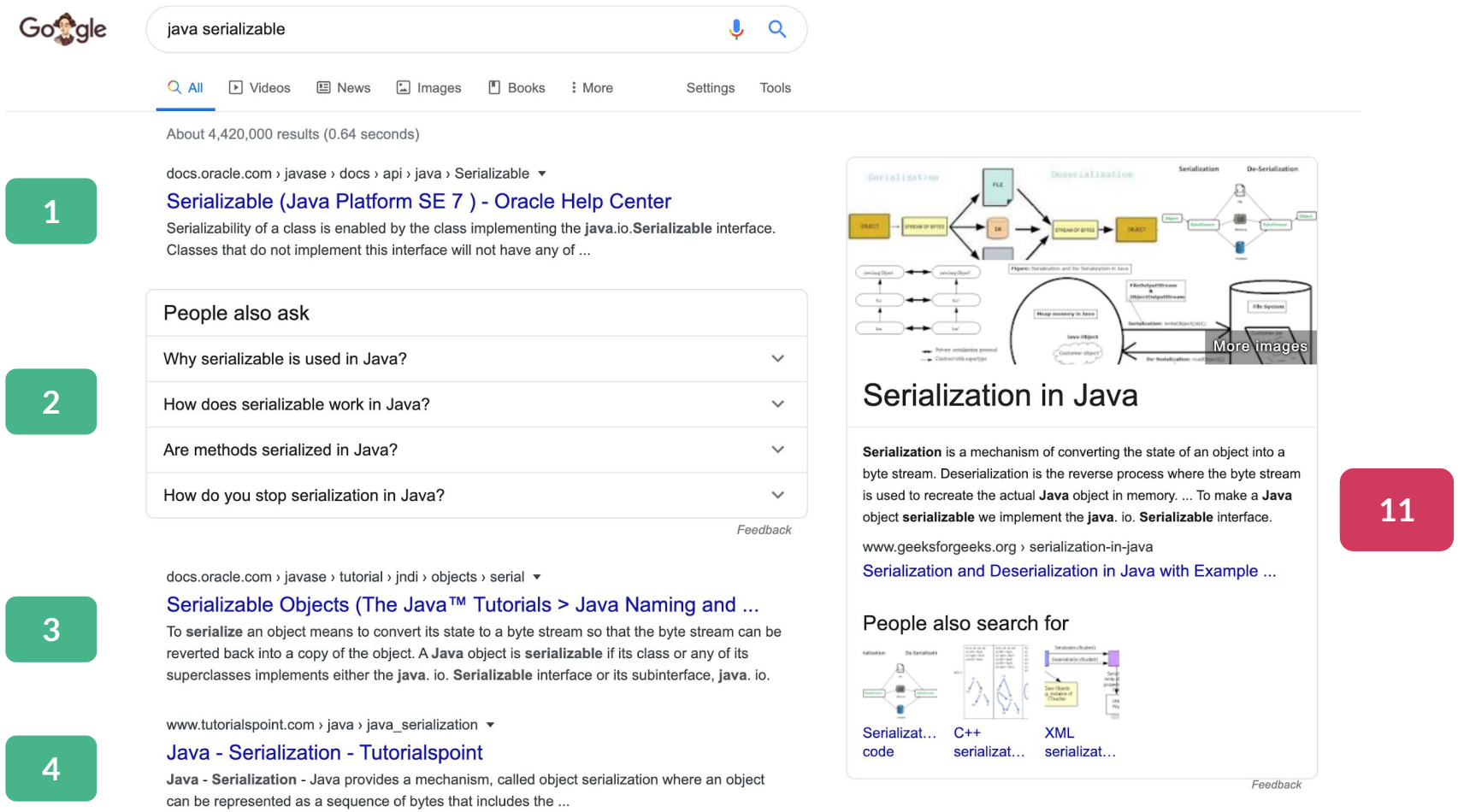
# 1. Position.

*"Position for each is calculated from top to bottom on the primary side of the page, then* ***top to bottom on the secondary side of the page****."*



# 1. Position.

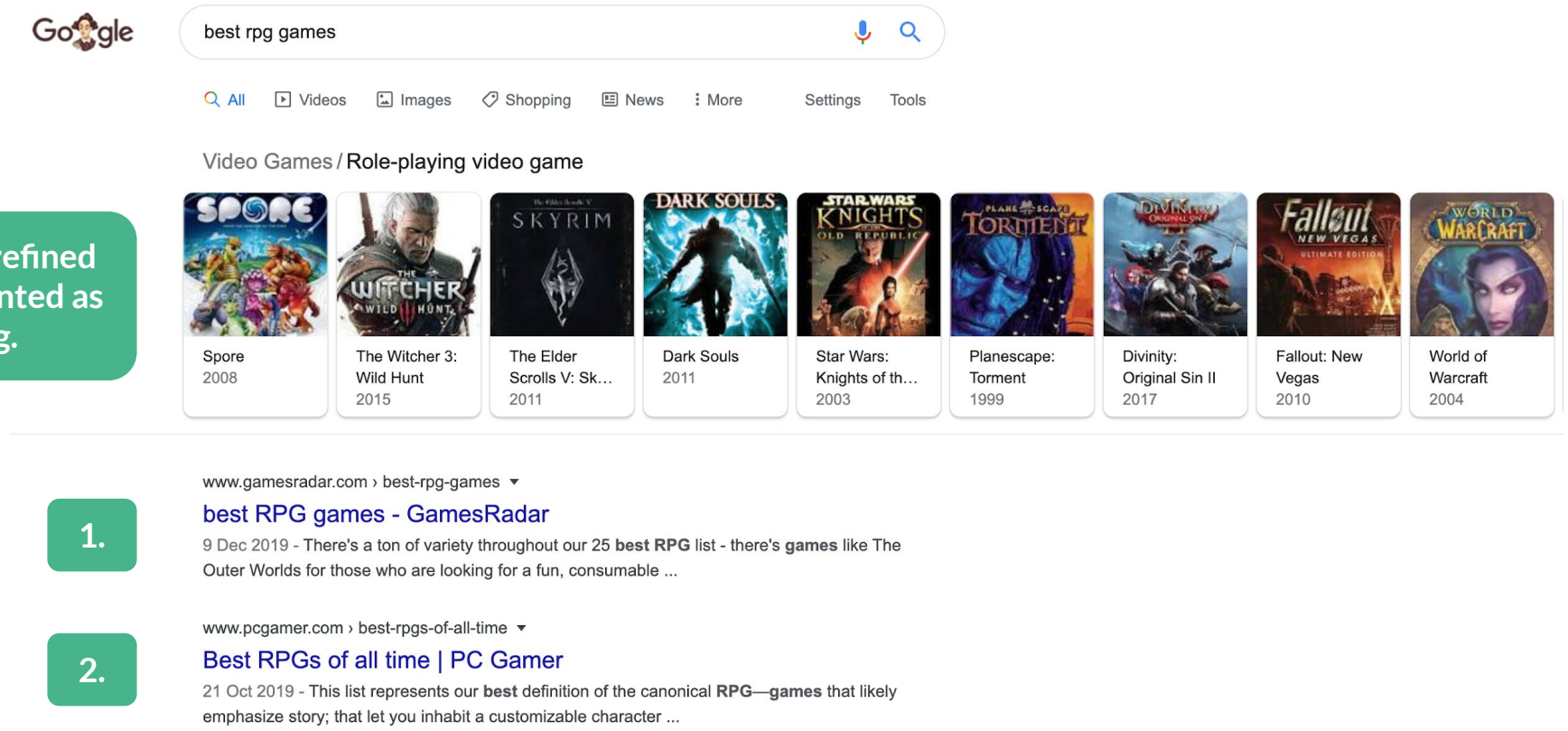
If there are 10x organic results on this SERP, the panel on the right would be 11.



# 1. Position placeholders

*"Only elements containing at least one non-query-refinement link count as a position; elements that have no links, or have only query refinement links, do not occupy a position."*

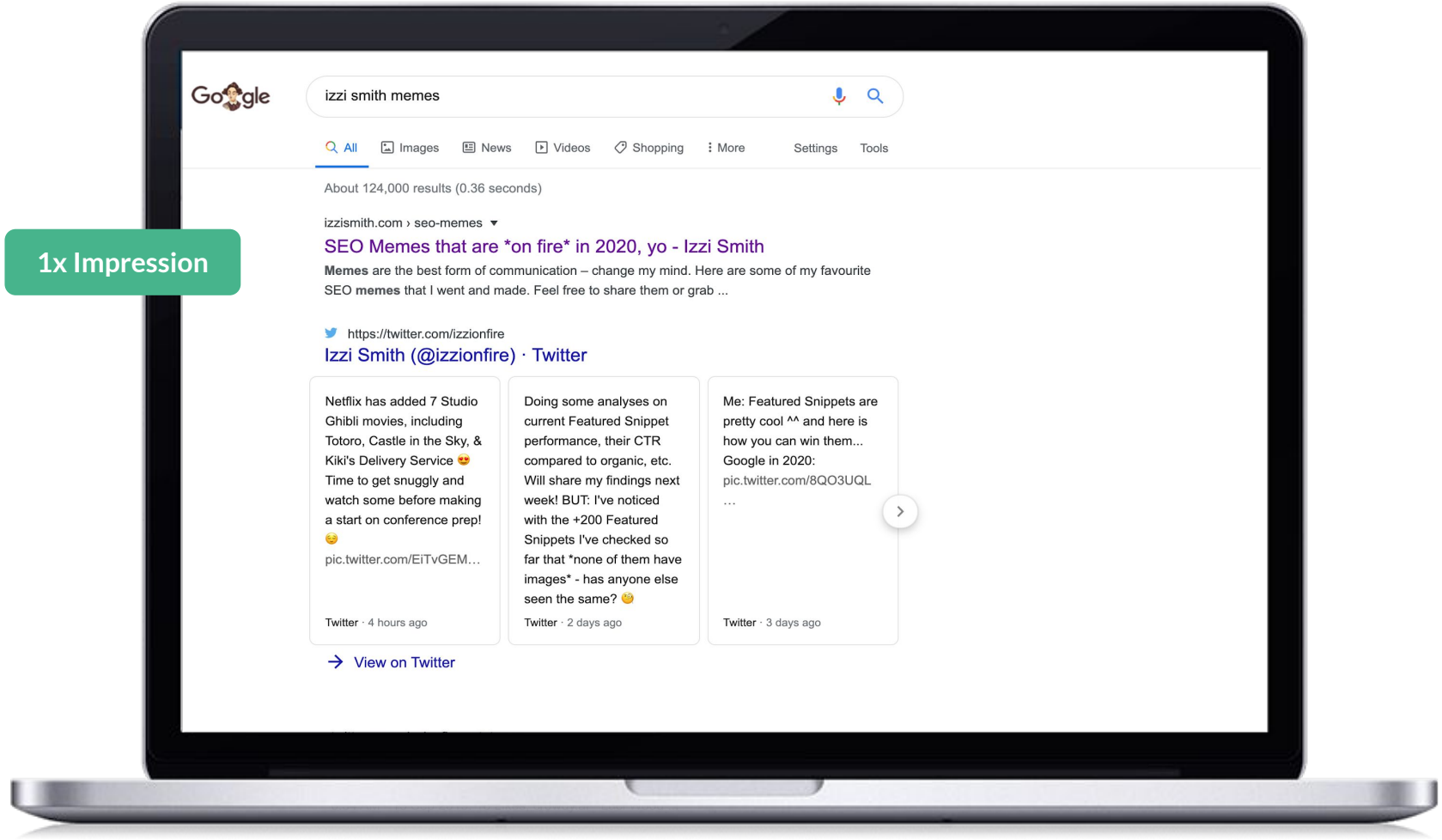
Links lead to refined SERP. Not counted as a ranking.



# 2. Impressions

*“A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible...”*

1x Impression




1x Impression

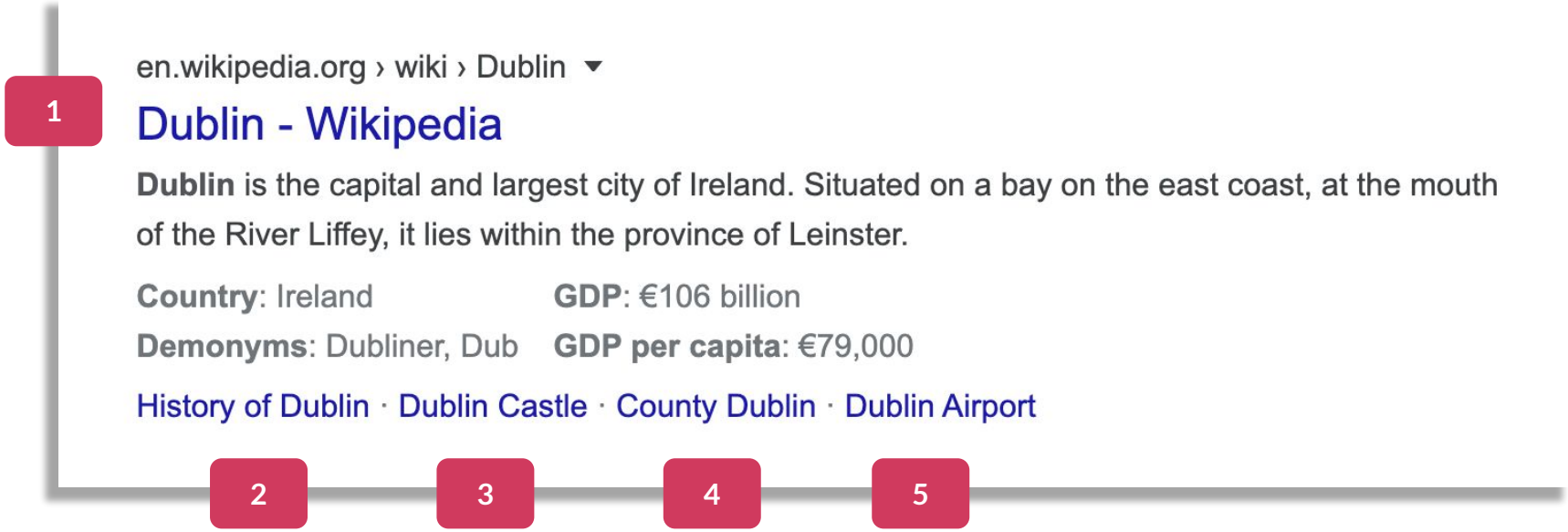
izzismith.com
Izzi Smith - SEO and Speaker on Fire
Who is **Izzi Smith**? **Izzi Smith** was born in Burnley, UK but now lives in Munich. ... 80s music, RuPaul's Drag Race, dystopian movies, **memes**, and winning socks.

1x Impression

refind.com › izzionfire
Izzi Smith (izzionfire) on Refind
**Izzi Smith**. SEO nerd. Award-winning speaker. Podcaster on the **#izzinilsshow**. Manchester born, Munich resident. I like **memes** and cool people.

# 2. Impressions.

Single elements that contain more than one link counts as 1x impression in the overall report. But, each URL specifically will gain 1x impression for the query in page view.

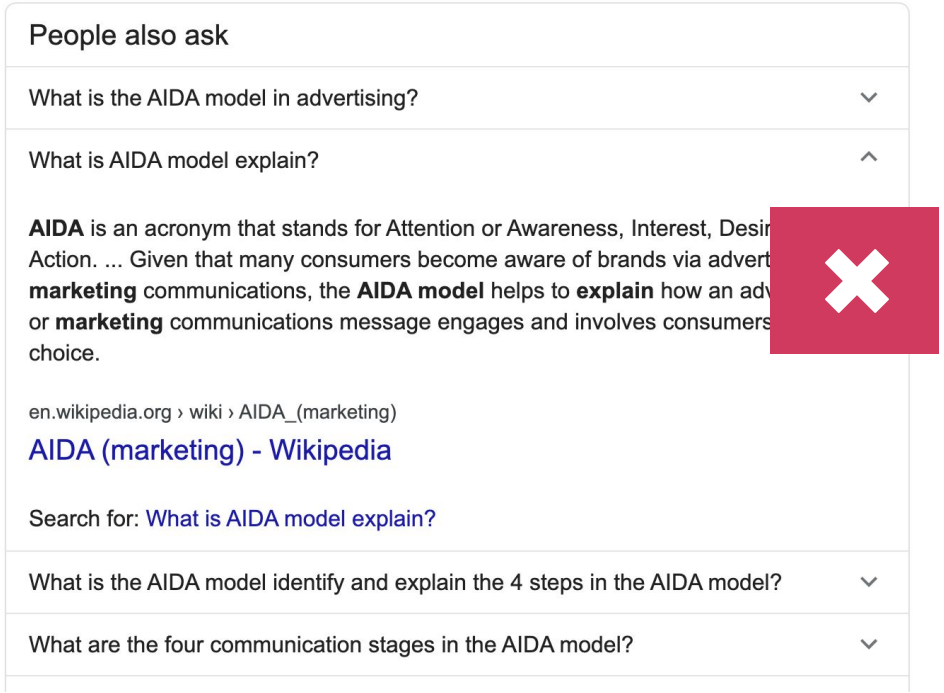



➔ Does not = 5x Impressions for this query (will be 1x overall)
➔ But each URL gets 1x Impression for this query in pages report

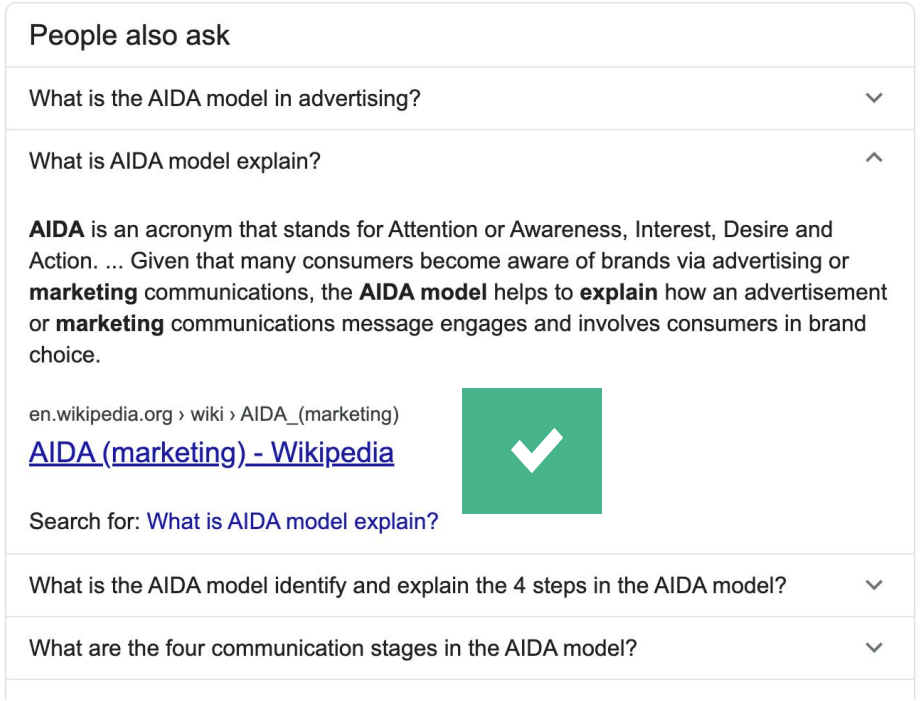
# 3. Clicks.

Only clicks that lead searchers off Google completely will be counted.

Clicking on the PAA expander is NOT a click

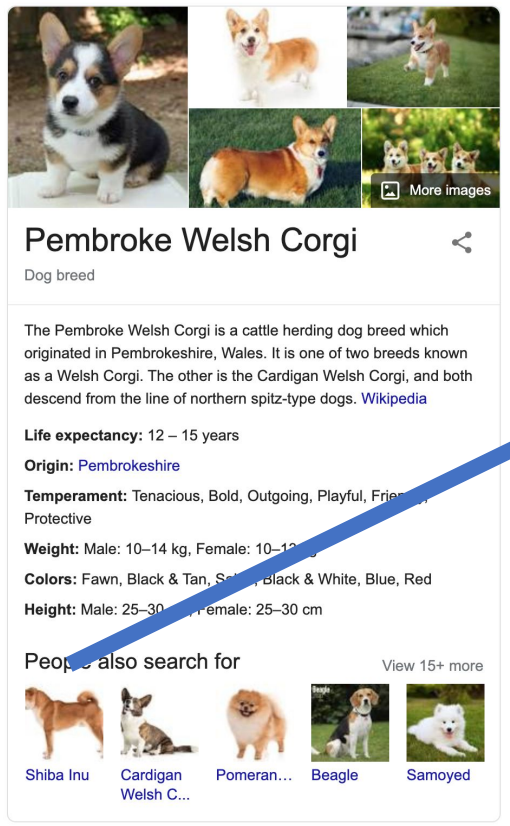


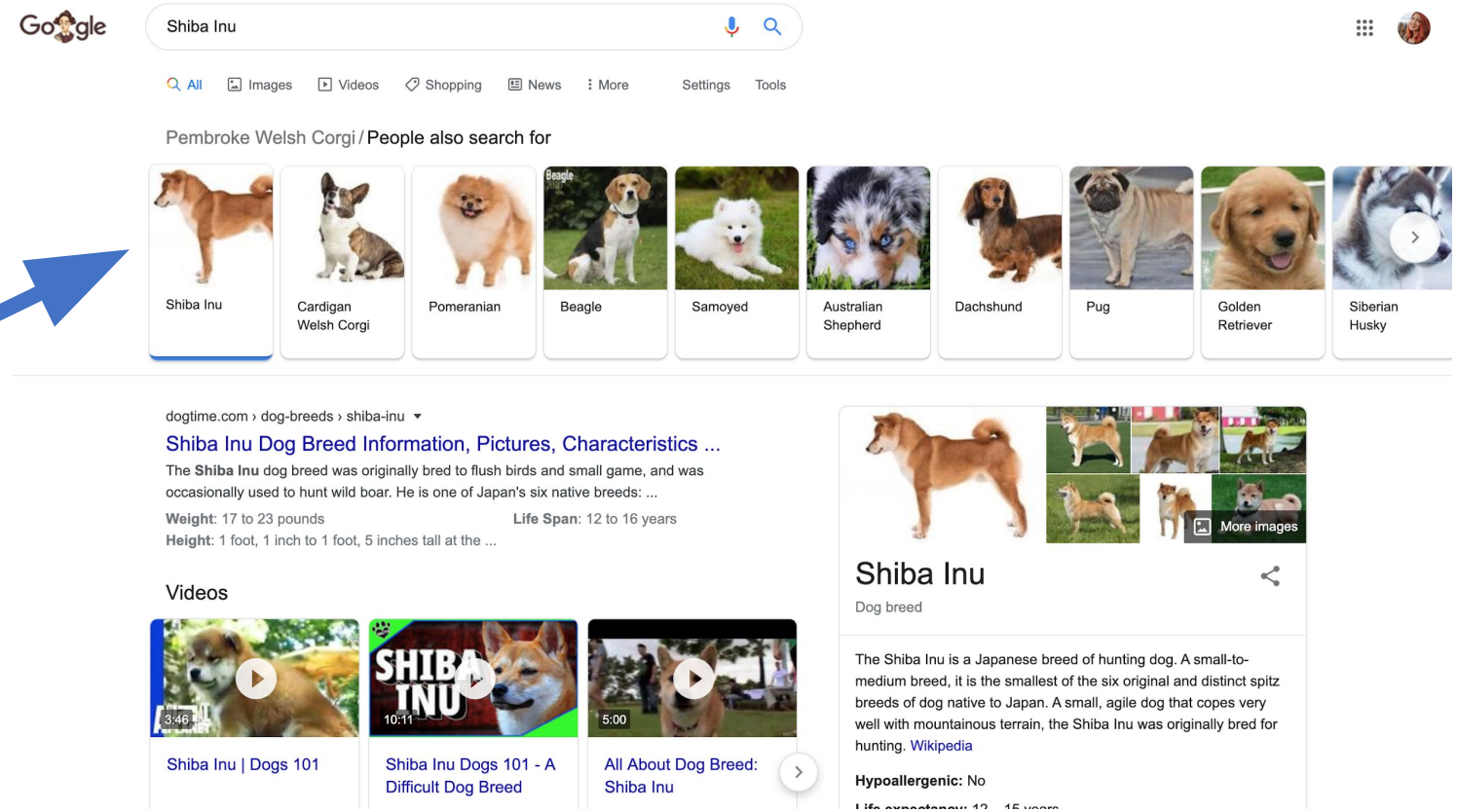

Clicking on the link within the result IS a click



# 3. Clicks.

Query refinement links (that lead to another Google SERP) are not counted as clicks.



# Further Reading:

Hurry up Izzi :D

- Demystifying Google Search Console Data by Glenn Gabe
https://searchengineland.com/demystifying-googles-guide-to-clicks-impressions-and-position-in-google-search-console-310546

- What are Impressions, Clicks and Positions? Google Webmaster Support
https://support.google.com/webmasters/answer/7042828?hl=en

# Some quick wins to look for with your GSC data

# Low Hanging Fruits

- ➔ **Position is <20 but >10**
- ➔ An easy peasy focus to apply quick wins push already ranking URLs higher
- ➔ Once they are significant on Page 1 - get tested by Google
- ➔ Take the URL and filter out focus keyword(s) to find relevant topics to incorporate

286 keywords rankings for https://en.ryte.com/free-tools/robots-txt/

| Keywords | Clicks | Impressions | Avg. CTR | Position | Avg. CPC | | Max. CPC | Compare keywor... |
|---|---|---|---|---|---|---|---|---|
| check website crawlability | 6 | 260 | 2.3% | 15.6 | 0.00 € | - | 0.00 € | Compa... |
| check crawlability | 3 | 249 | 1.2% | 9.9 | 0.00 € | - | 0.00 € | Compa... |
| check if page is crawlable | 3 | 79 | 3.8% | 8.9 | 0.00 € | - | 0.00 € | Compa... |
| crawling test | 3 | 38 | 7.9% | 7.8 | 0.20 € | - | 0.41 € | Compa... |
| how to check if a website is crawlable | 3 | 62 | 4.8% | 9 | 0.00 € | - | 0.00 € | Compa... |
| check if googlebot can access site | 2 | 68 | 2.9% | 6.7 | 0.00 € | - | 0.00 € | Compa... |
| crawlability test | 2 | 1,332 | 0.2% | 10.8 | 0.00 € | - | 0.00 € | Compa... |
| googlebot test my site | 2 | 13 | 15.4% | 21.1 | -- € | - | -- € | Compa... |
| check if site is crawlable | 1 | 66 | 1.5% | 8.3 | 0.00 € | - | 0.00 € | Compa... |

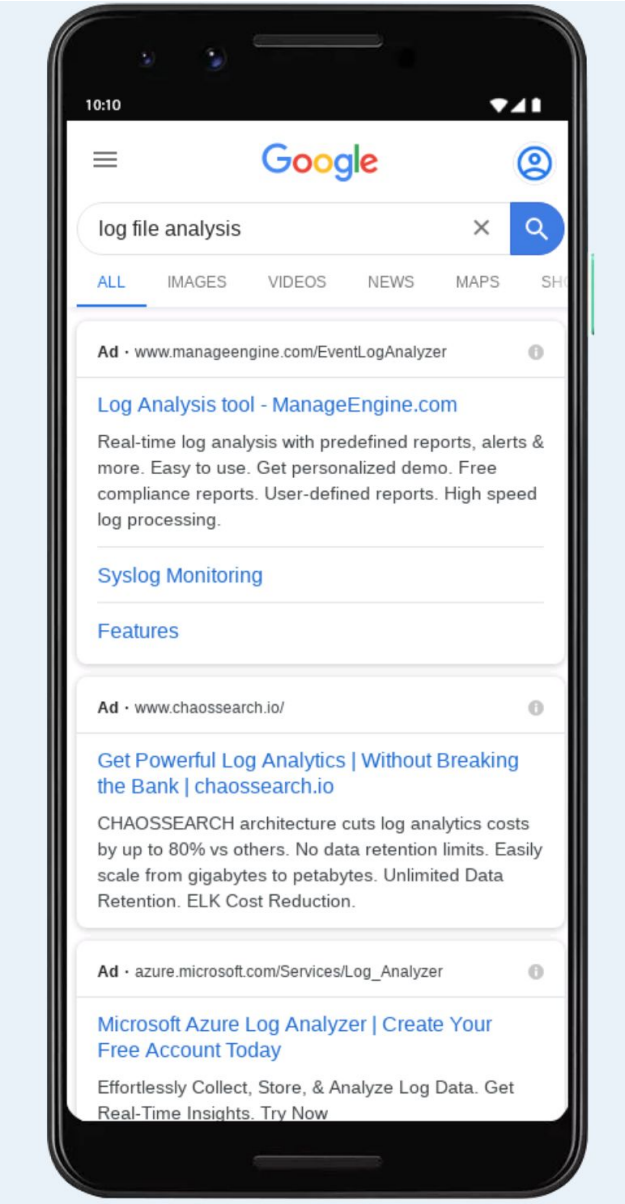
# Find (and ignore) your “low chance” organic queries

These queries *should* be driving clicks but simply aren’t due to inhospitable Google SERPs. Lay down some ad spend or focus efforts elsewhere:

- ➔ Position is ≥3
- ➔ CTR is <10% (or below significance)
- ➔ Make sure to always segment by device, location, and preview accordingly e.g. with MobileMoxie SERPerator

**Ranking Performance: "log file analysis"**

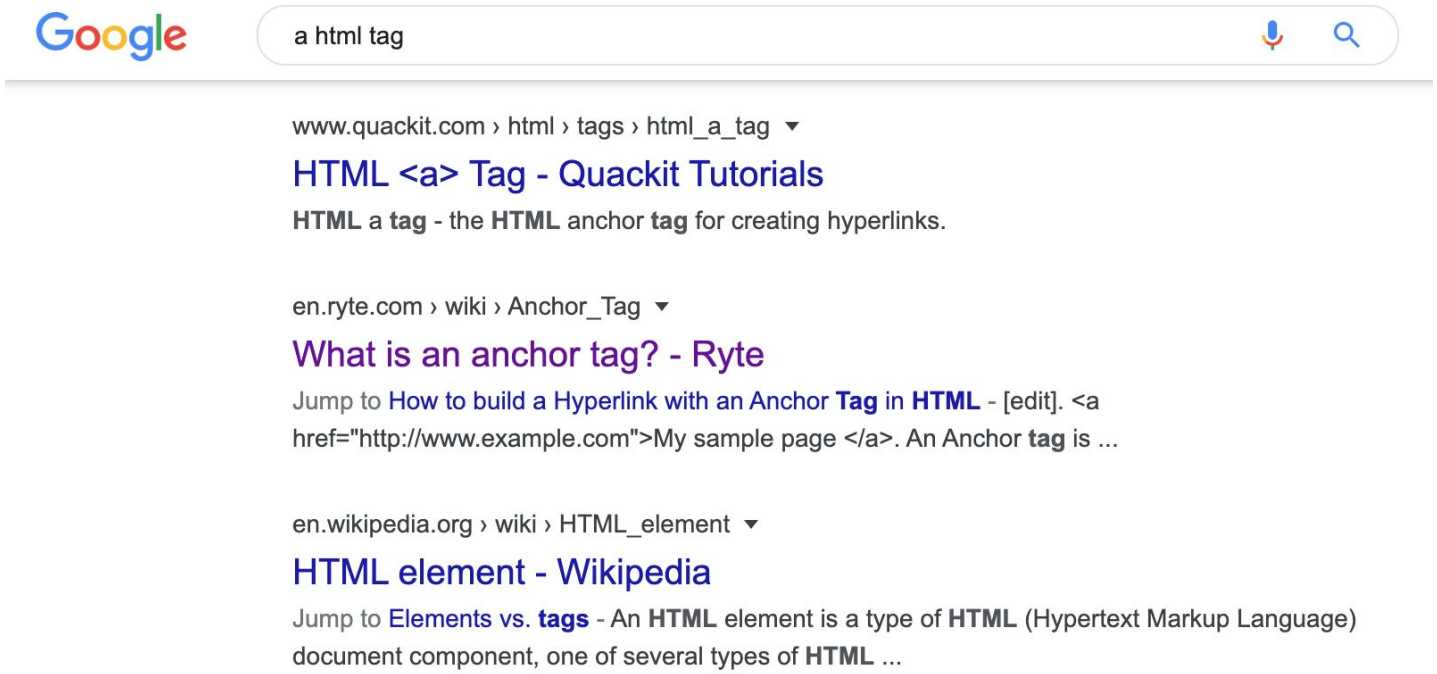
| Clicks | Impressions | CTR | Position |
|---|---|---|---|
| 67 | 1,645 | 4.1% | 1.5 |



# High Snippet Enrichment Potential

Detect where your **well-ranking pages** are not driving enough clicks. Evaluate the appearance of your property by device, and apply improvements to the **meta description and /or title**, or consider **structured data**.

- ➔ Position is ≥5
- ➔ Impressions are >0
- ➔ CTR is <average%



Google

cash conversion rate

All News Images Shopping Videos More Settings Tools

About 284,000,000 results (0.55 seconds)

The **Cash Conversion Ratio** (CCR), also known as **cash conversion rate**, is a financial management tool used to determine the **ratio** of the **cash** flowsStatement of **Cash** FlowsThe Statement of **Cash** Flows (also referred to as the **cash** flow statement) is one of the three key financial statements that report the **cash** generated ...

corporatefinanceinstitute.com › Resources › Knowledge › Finance

Cash Conversion Ratio - Comparing Cash Flow vs Profit of a ...

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en.ryte.com › wiki › Cash_Conversion_Rate

Cash Conversion Rate (CCR): Definition and calculation - Ryte

Calculation of the **cash conversion rate**[edit] On the one hand, all company profits can be used to pay off investments. Direct determination deducts all operating expenses such as wages, material costs or taxes on income, such as sales revenues or divestments (for example, sales of company shares).

General information · Calculation of the cash ... · Cash conversion rate ...

# Featured Snippets
# !!!



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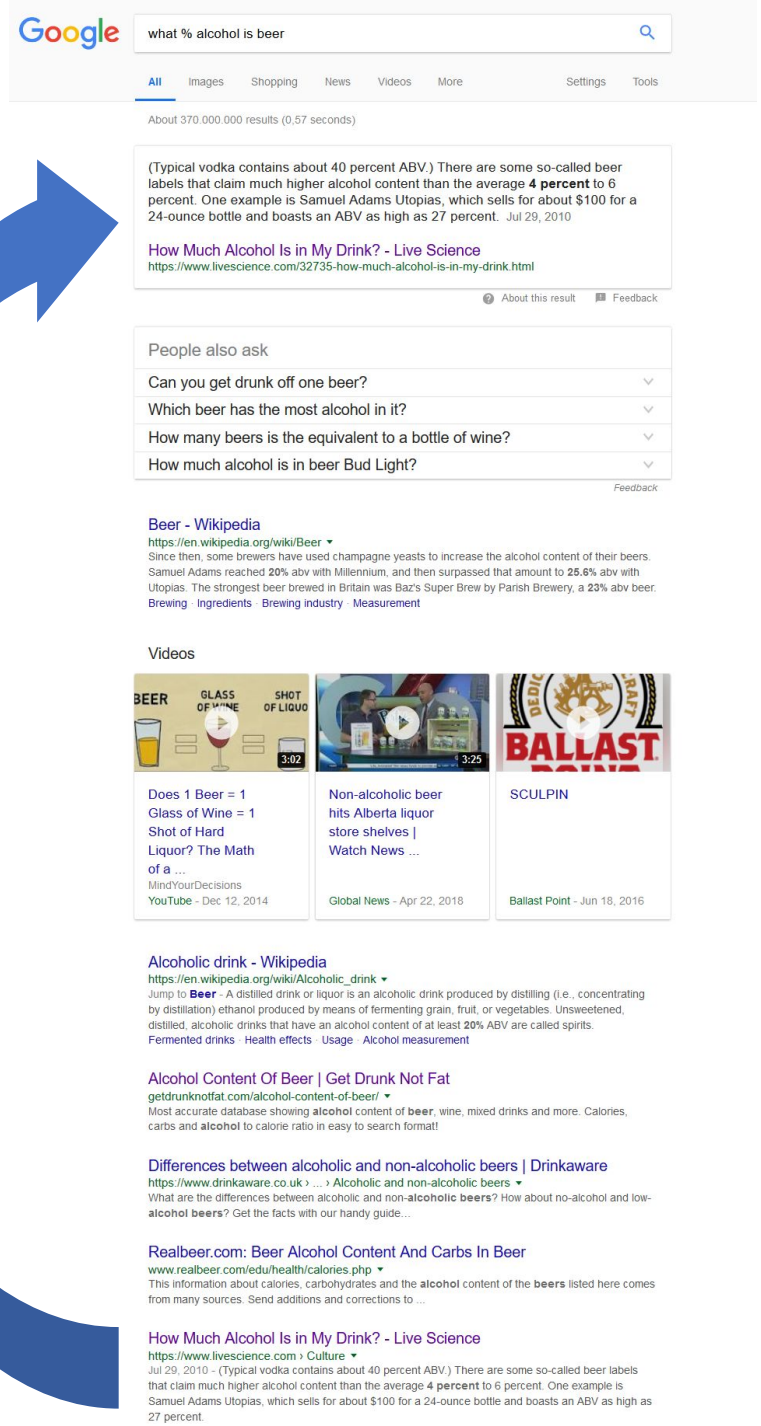
# Featured Snippets moved you up the ranks instantly, and gave your URL representation 2x



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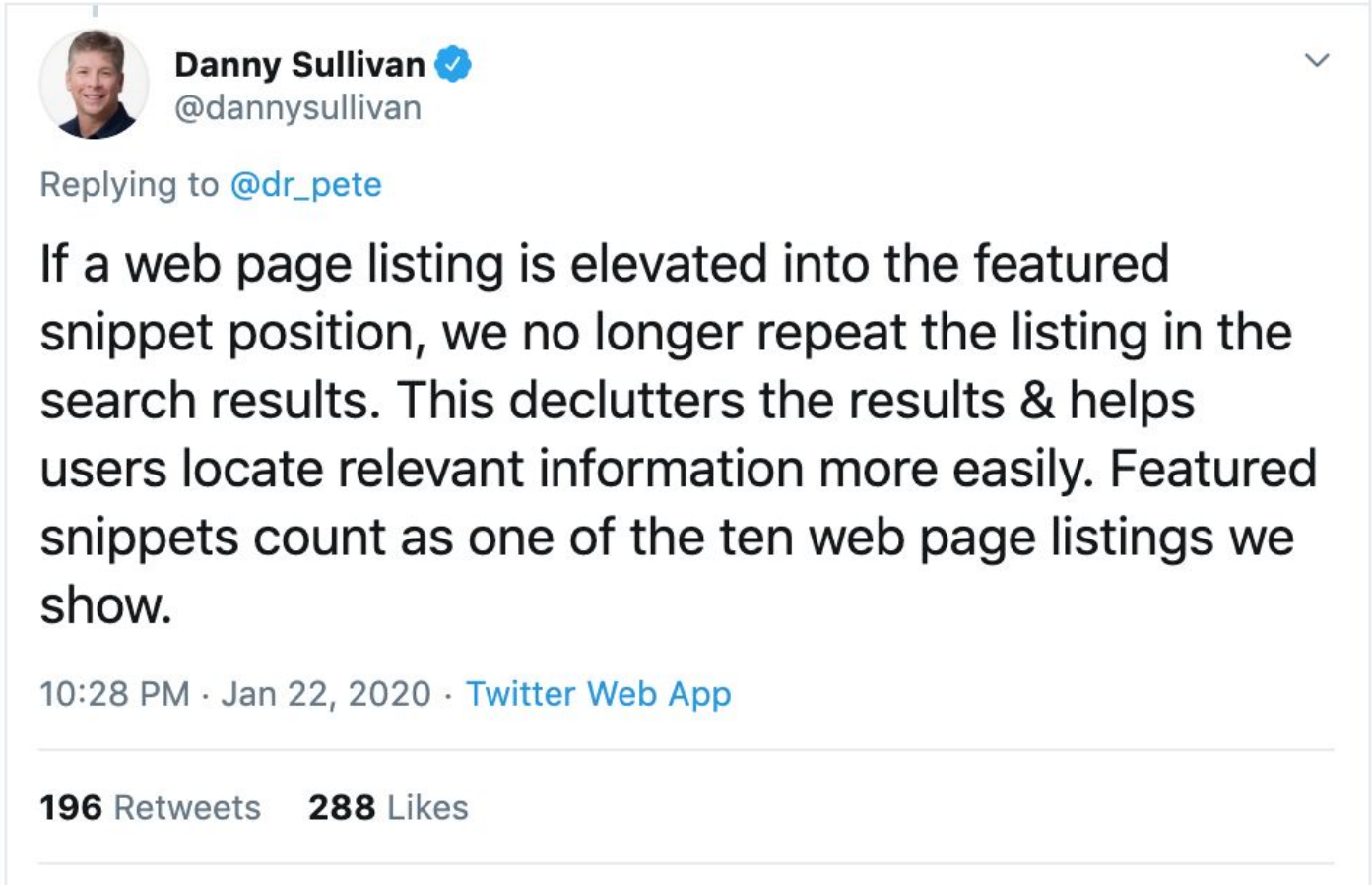
# Until recently. Enter:
# Deduplication of Featured Snippets Gate



Danny Sullivan
@dannysullivan

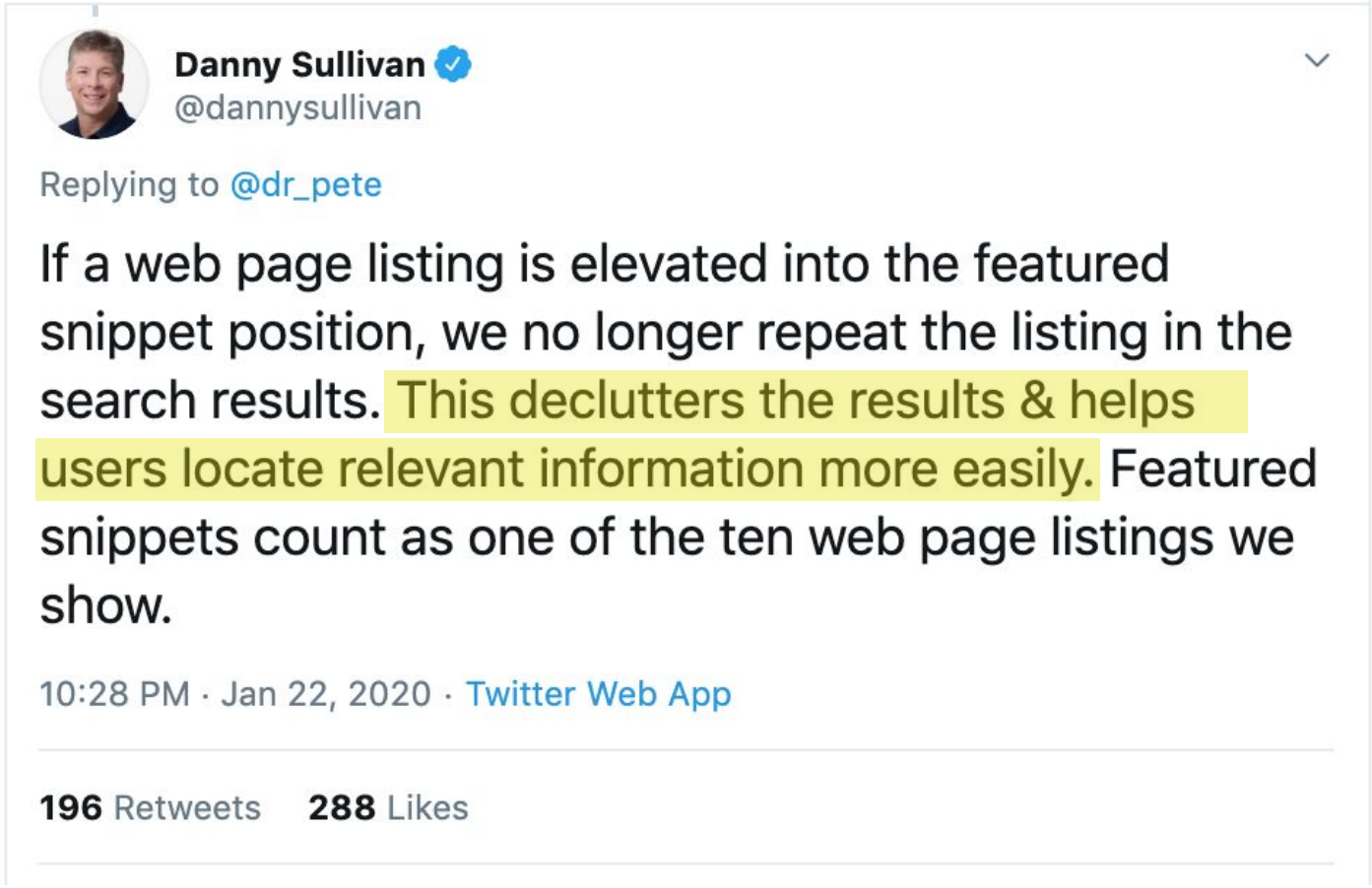
Replying to @dr_pete

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.

10:28 PM · Jan 22, 2020 · Twitter Web App

**196** Retweets **288** Likes

# Hold up...



**Danny Sullivan** ✓
@dannysullivan

Replying to @dr_pete

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.

10:28 PM · Jan 22, 2020 · Twitter Web App

**196** Retweets **288** Likes

Google

logfile analysis

All Images Videos News Shopping More Settings Tools

About 7,800,000 results (0.53 seconds)

**Ad** · www.sumologic.com/log-analysis

## Powerful Log Analysis | Analyze Your Logs for Free

Parse, partition, and **analyze** all logs. Real-time, cloud-native **log** analytics. View **log** data for critical information about user behavior & web application server. Cloud **Log** Management. Forbes Cloud 100 Company. Automated Event Mgmt. Rapid Root Cause **Analysis**.

**Ad** · www.manageengine.com/Logs_Analyzer/Report_Software

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Search, Visualize & Monitor any type of **log** data. Download Free Trial Now! Free Personalized Demo. User-defined reports. Real-time alerts. Secure network for free. Supports 700+ devices. Agentless **Log** Analytics. Affordable SIEM solution. Free 30-day Trial.

Features · Quick Install · Request Demo · Event Log Monitoring · Syslog Monitoring

**Ad** · www.chaossearch.io/

## Get Powerful Log Analytics | Without Breaking the Bank

CHAOSSEARCH architecture cuts **log** analytics costs by up to 80% vs others. No data...

**Ad** · www.dynatrace.com/

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Automatically Discover All **Log** Files On Your Monitored Hosts & Processes. Try!

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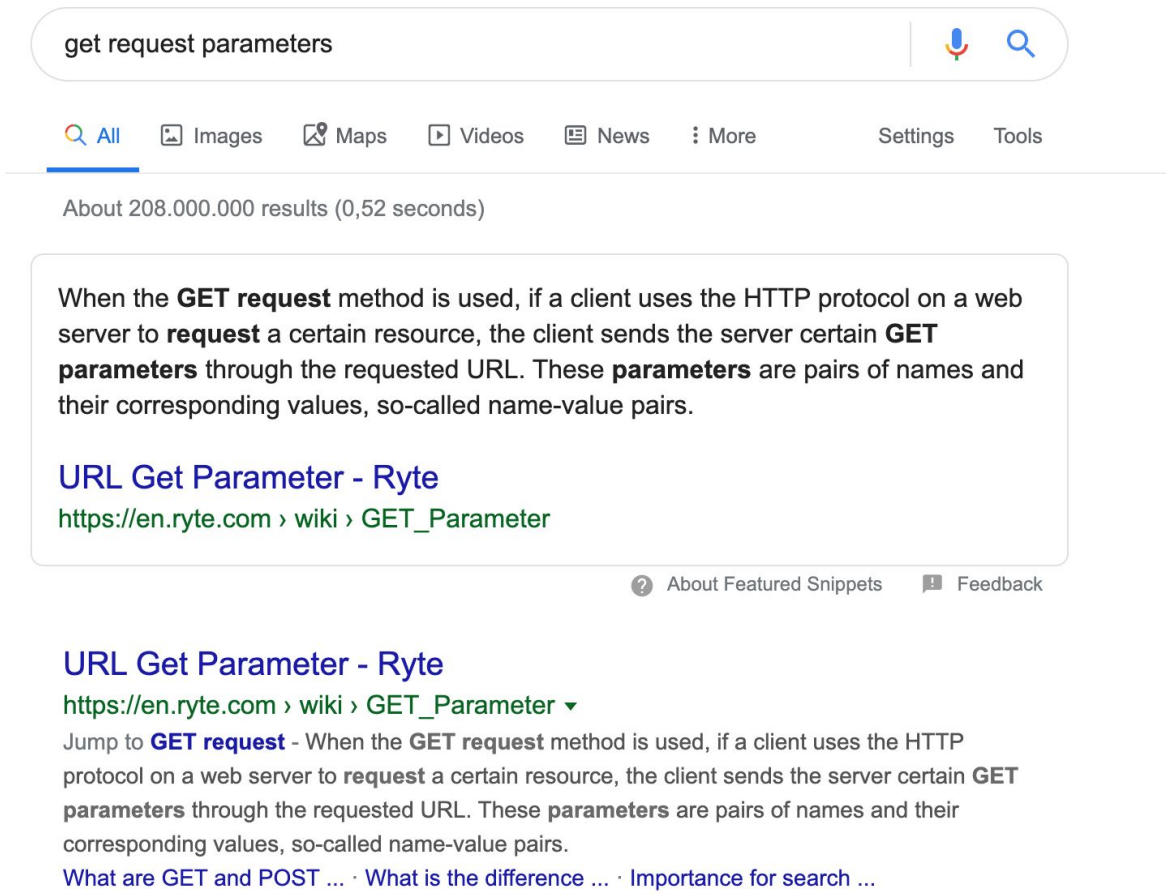
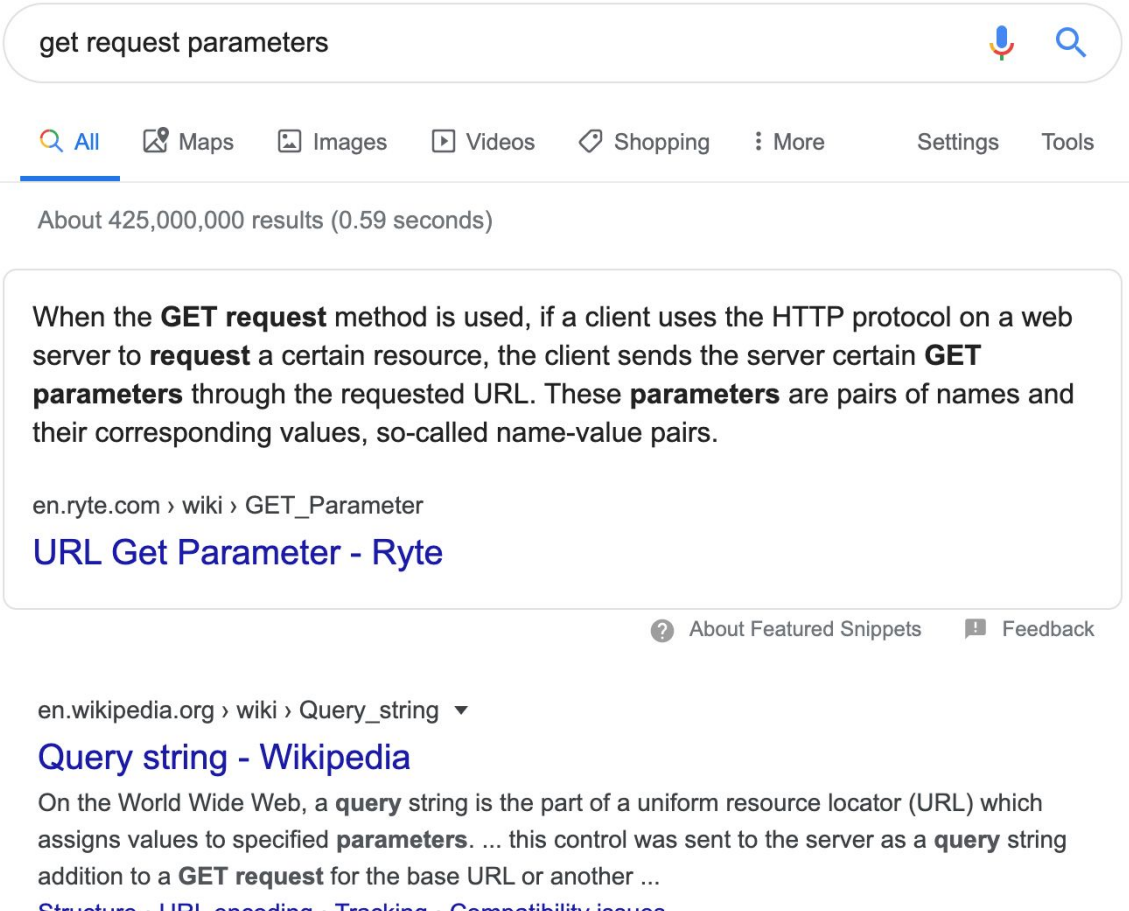
# Anyway.

# From “Position 0” to Position 1

## Dec 2019

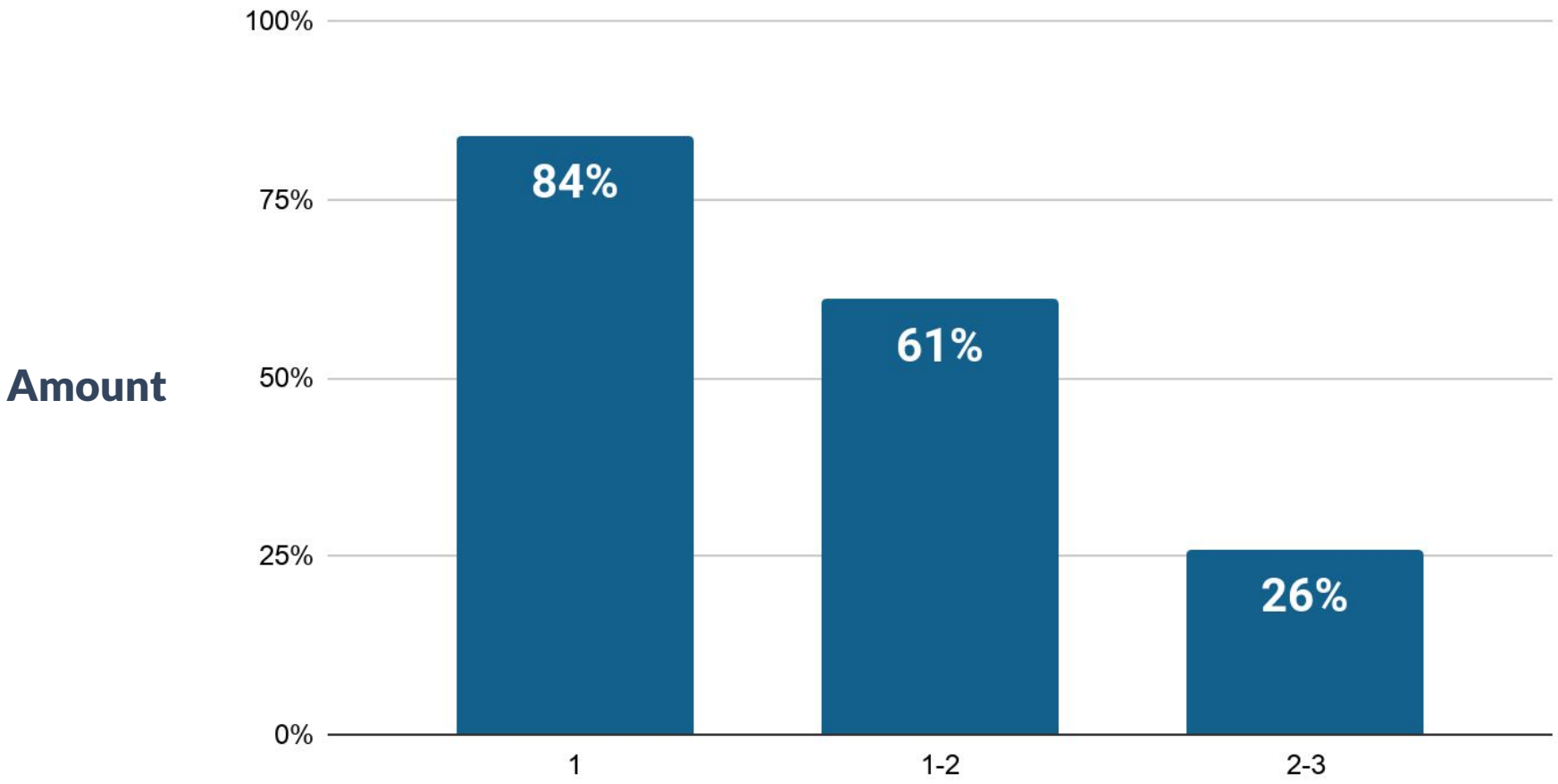



## Jan 2020



# A quick analysis on what impact this had on Search Performance

# The vast majority of position Absolute 1 AND 1.x in GSC revealed our Featured Snippets



**However, due to Featured Snippet volatility across locations and settings, sometimes you will find the queries with an average position of less than =1.**

**Especially for properties that rank in multiple locations, and with many differences in device SERPs.**



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# Did the Featured Snippet Deduplication harm our CTR?

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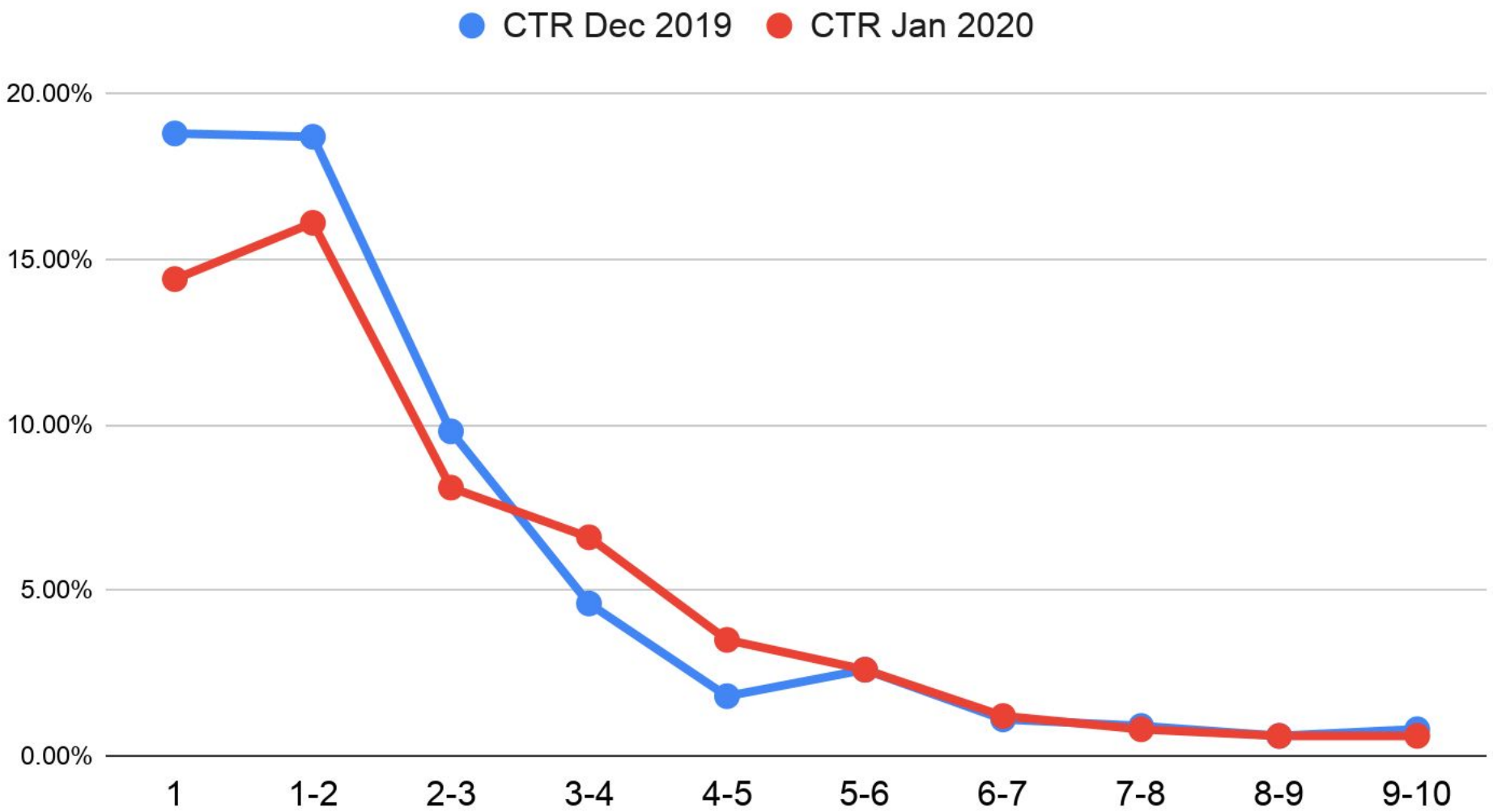
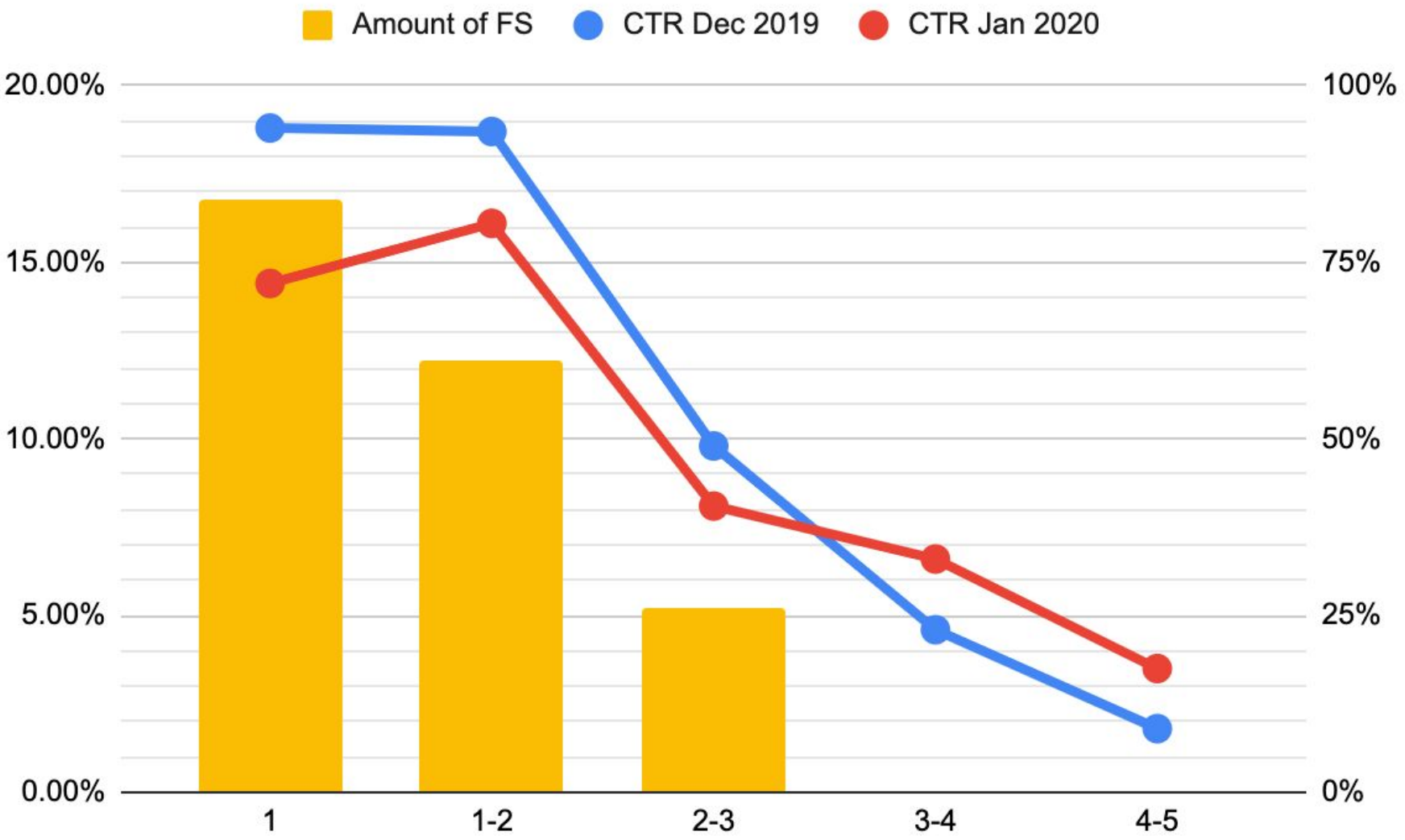
# Overall Average CTR by Position (12.12 - 19.12 .2019 vs 22.01-29.01.2020)



# Overall Average CTR by Position (12.12 - 19.12 .2019 vs 22.01-29.01.2020)

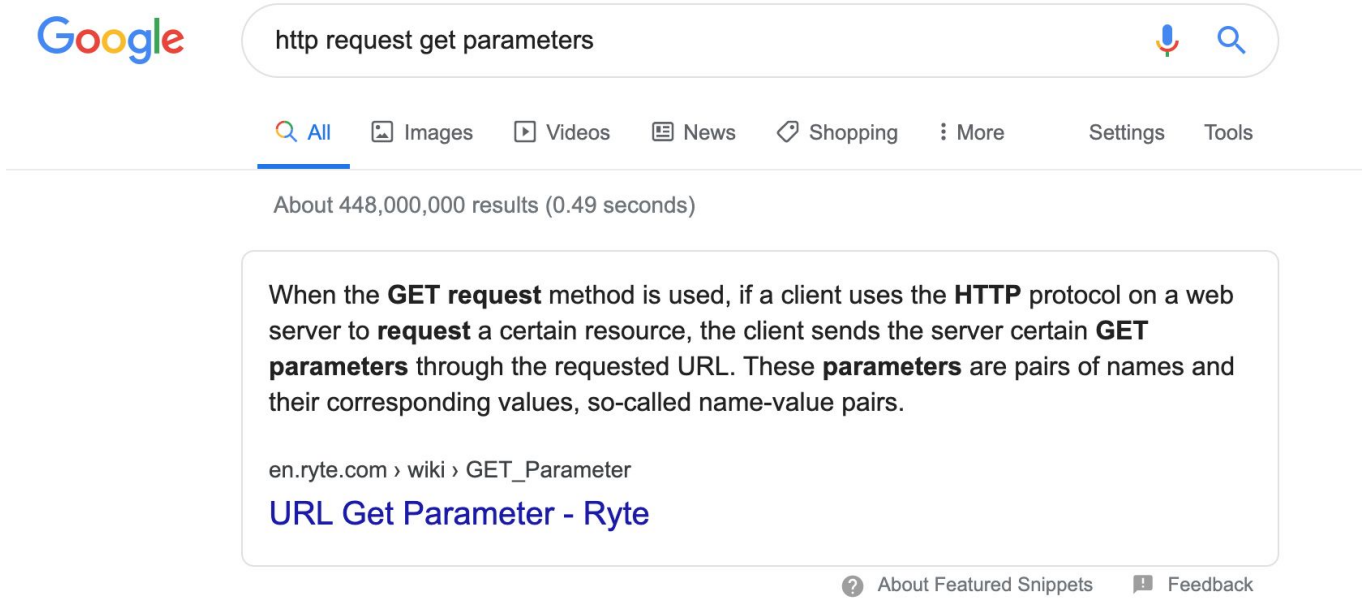


# **Results:** Our high position CTR for standard results is on average slightly higher than the Featured Snippets'

| Position | FS CTR | Non-FS CTR | Difference |
|---|---|---|---|
| 1 | 35.2% | 37% | -5% |
| 1-2 | 22.4% | 24% | -7% |
| 2-3 | 19.1% | 19.4% | -2% |

**(Data taken from top 300 non-Branded keywords 22.01.2020 - 29.01.2020)**

# **But:** many of our queries are high informational intent and *none of them* had images.



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# Alternatively, a client's website with more transactional intent queries had a better CTR compared to without!

| Featured Snippet CTR | Non-FS CTR | Difference |
|---|---|---|
| 44.4% | 35.3% | +20.5% |

**(Data taken from top 100 Featured Snippet keywords 22.01.2020 - 29.01.2020)**



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## In conclusion:

# Higher informational intent Featured Snippet queries suffer from a lower CTR than organic.

# BUT...

It
DEPENDS

# It does make sense to achieve Featured Snippets when a competitor has one on the SERP!

## (especially if your standard rank is low)

| Position | "We own the Featured Snippet" CTR | "Competitor owns Featured Snippet" CTR | Difference |
|---|---|---|---|
| 1-2 | 22.4% | 19% | +15.2% |
| 2-3 | 19% | 16% | +16% |

**(Data taken from top 300 non-Branded keywords 22.01.2020 - 29.01.2020)**



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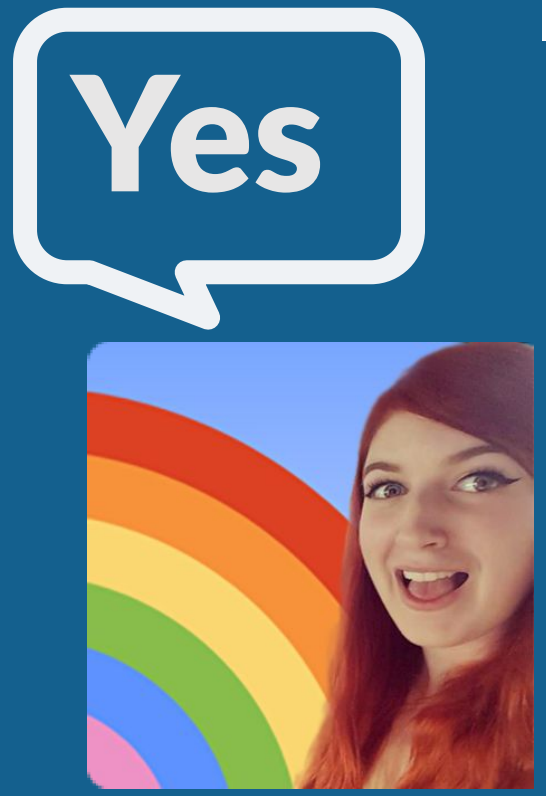
# Is it still worth it to target Featured Snippets?



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# Featured Snippet benefits and things to bear-in-mind (🐻)

### ✔ Outrank competitors

Outrank competitors by being in the top organic position.

### ✔ Brand & Trust Value

Be valued for potential conversions or future searches.

### ✔ Conversational Search

Featured Snippets are more likely to be taken for voice queries.

### ⚠ on-SERP Satisfaction

Risk losing traffic from certain queries when intent is met.

### ⚠ Misinterpretation

Google taking wrong data for a query or structuring wrongly.

### ⚠ SERP Confusion

Some FS risk looking like **ads**, and therefore can lose CTR.

# Detecting & Analysing your Featured Snippets with GSC data

# First of all: Segment your queries based on Featured Snippet conventions to build a *higher* confidence list

**IF KW contains [Question|Preposition|Comparison]**

**OR KW is of (unique) informational intent**

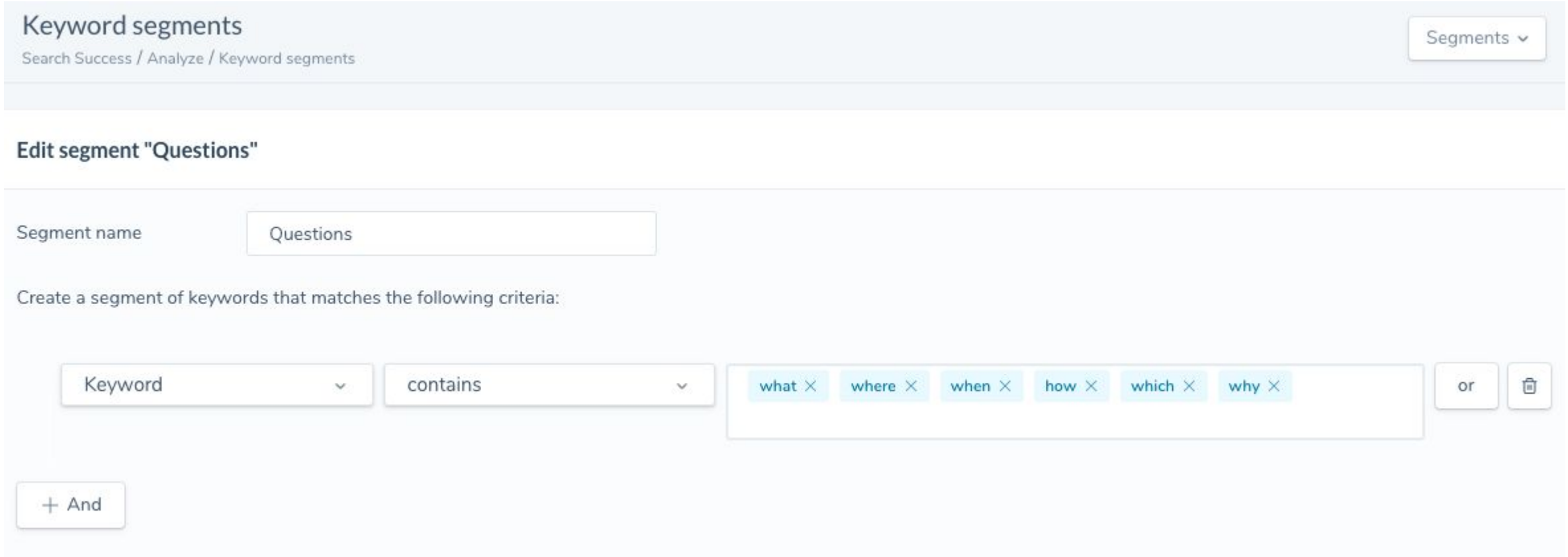
**AND Position [is =1, higher than 2 - 3]**

**AND Impressions >0 / significance**

# Types of queries and refinements that trigger Featured Snippets

| Questions | Comparisons | Prepositions | |
|---|---|---|---|
| How | Best | Near | For |
| Why | Worst | Can | With |
| What | Compare | Is | To |
| Can | Similar to | Without | |
| Does | Alternative | | |
| Should | Versus | | |

# Create custom segment lists (I sped it up a little)
# E.g. Questions



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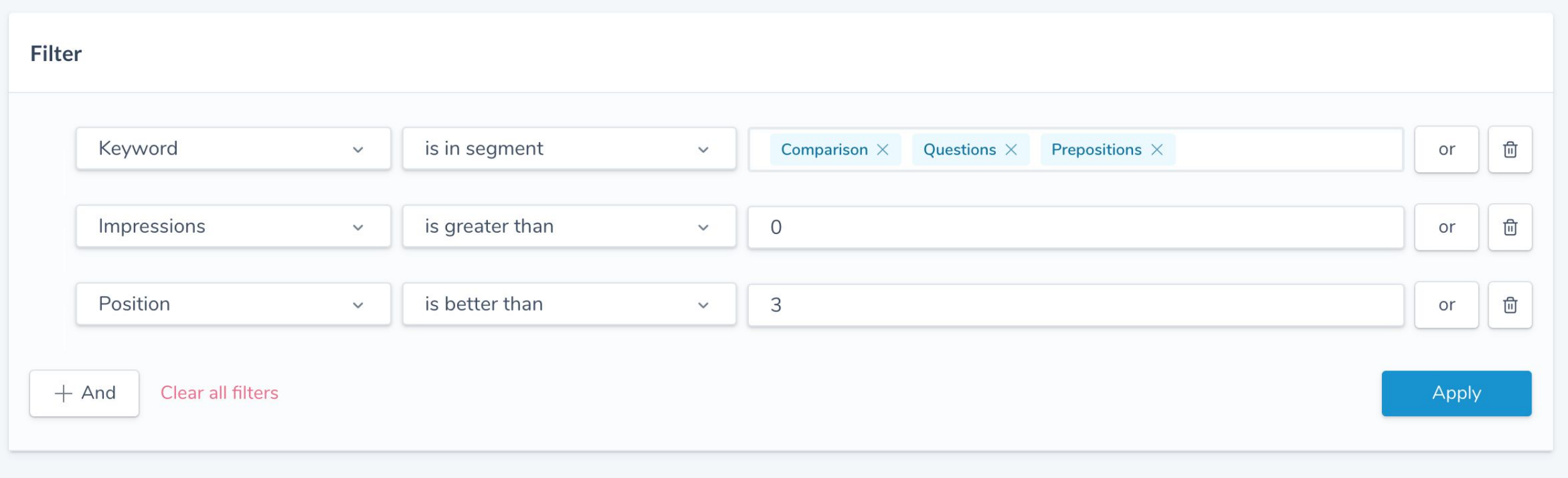
# Combine segments with conventional metrics



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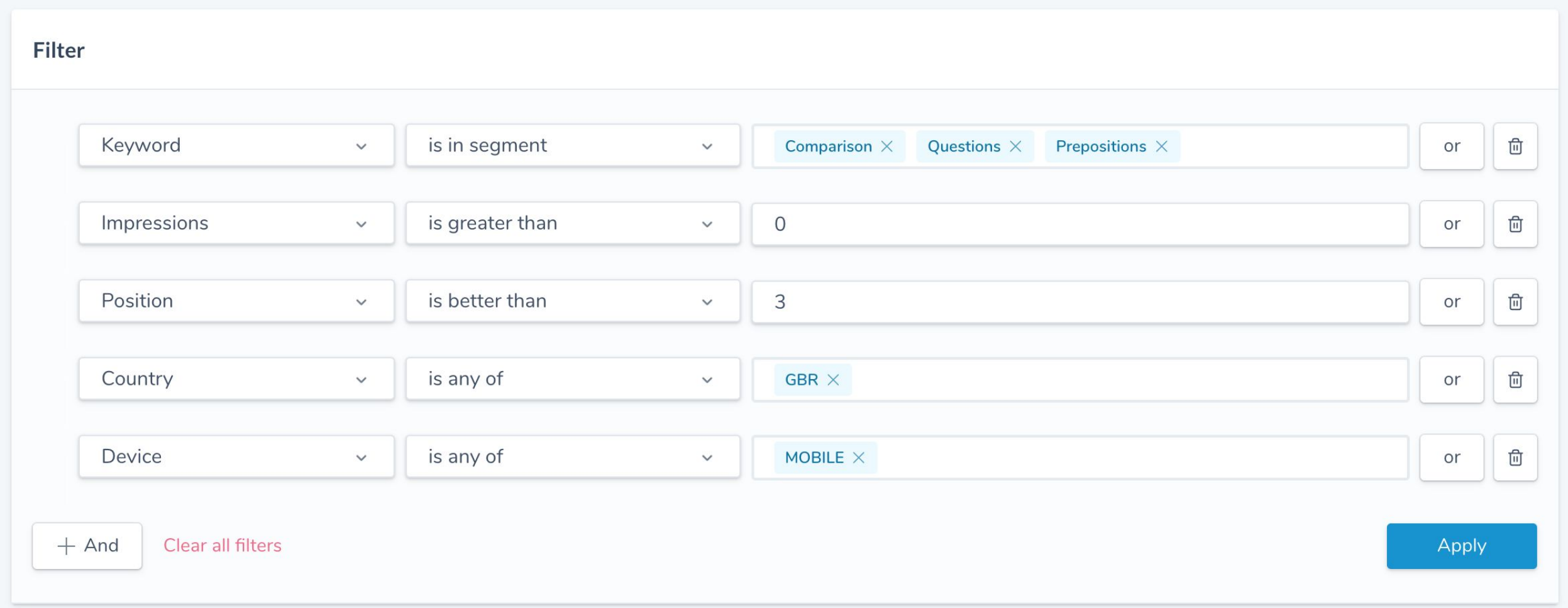
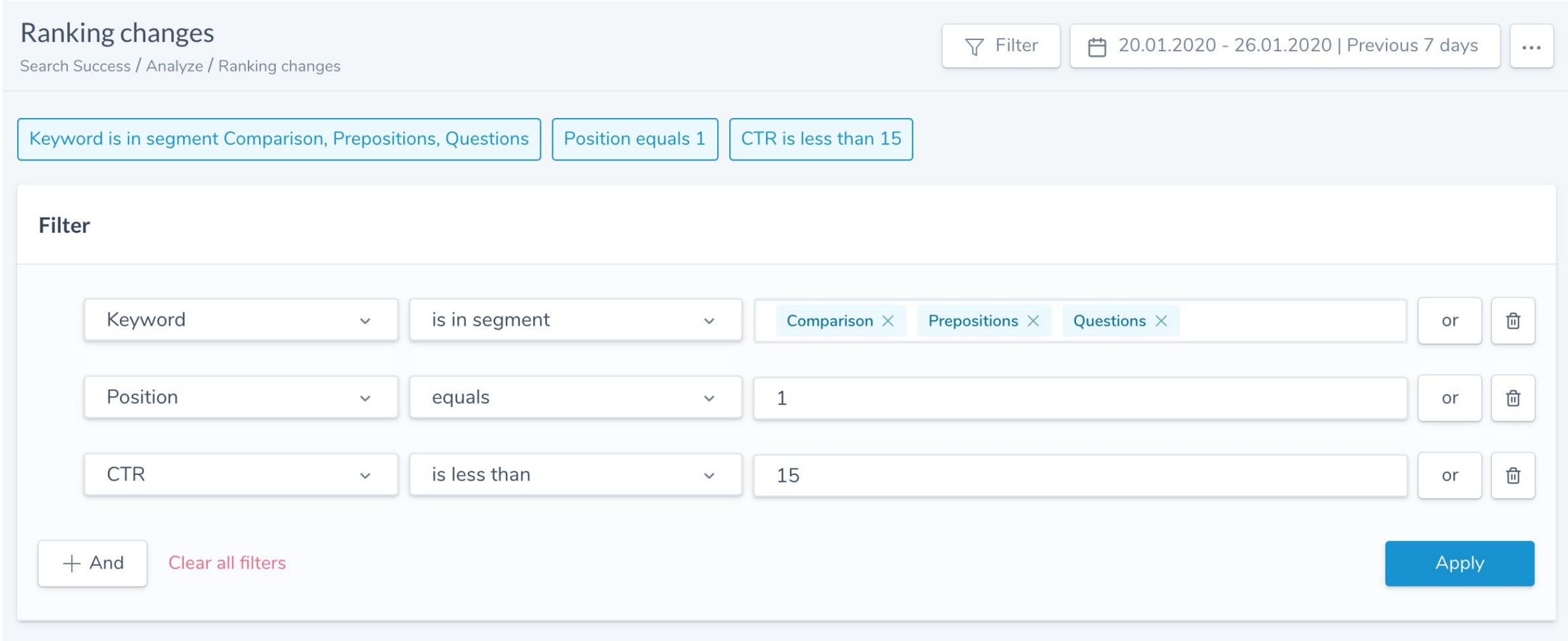
# Drill down: into specific locations and devices (due to the behavior of Featured Snippets)



# Discover your underperforming Featured Snippets and address accordingly



# Ways of dealing with lower-CTR Featured Snippets

### ”max-snippet:x” tag

If CTR is lot worse, specifying a **maximum snippet length** will remove the Featured Snippet, and put you back in the normal search results.

### Make them more “click-incentive”

If there is intent to click-through, **make small changes to the Featured Snippet content to drive more clicks**. But bigger changes risk your removal.

### Create own Featured Snippet URLs

Build own specific pages optimized for Featured Snippet results, and maintain a second, user-friendly version to rank as well. **Risky for KW cannibalization!**

### ”nosnippet” tag

This robots directives will remove your Featured Snippet but **completely hides your search description snippet**. Use with extreme caution!

# Removing your Featured Snippets with meta robots directives

```
<meta name="robots" content="nosnippet">
```

izzismith.com › seo-consulting

SEO Consulting & Services - Izzi Smith

Set your **SEO** on fire. Hey there! As of 1st December 2019, I'm now working full-time as a Technical **SEO** Analyst at the magnificent Ryte so I'm unable to take on ...

de.linkedin.com › izzi-smith

Izzi Smith – Technical SEO Analyst – Ryte | LinkedIn

Sehen Sie sich das Profil von **Izzi Smith** auf LinkedIn an, dem weltweit größten ... ex-Google engineer · ex-Google Search Quality · **SEO Consultant** · SEO Audits ...

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Sehen Sie sich das Profil von **Izzi Smith** auf LinkedIn an, dem weltweit größten ... ex-Google engineer · ex-Google Search Quality · **SEO Consultant** · SEO Audits ...

# Removing your Featured Snippets with meta robots directives

```
<meta name="robots" content="max-snippet:x">
```

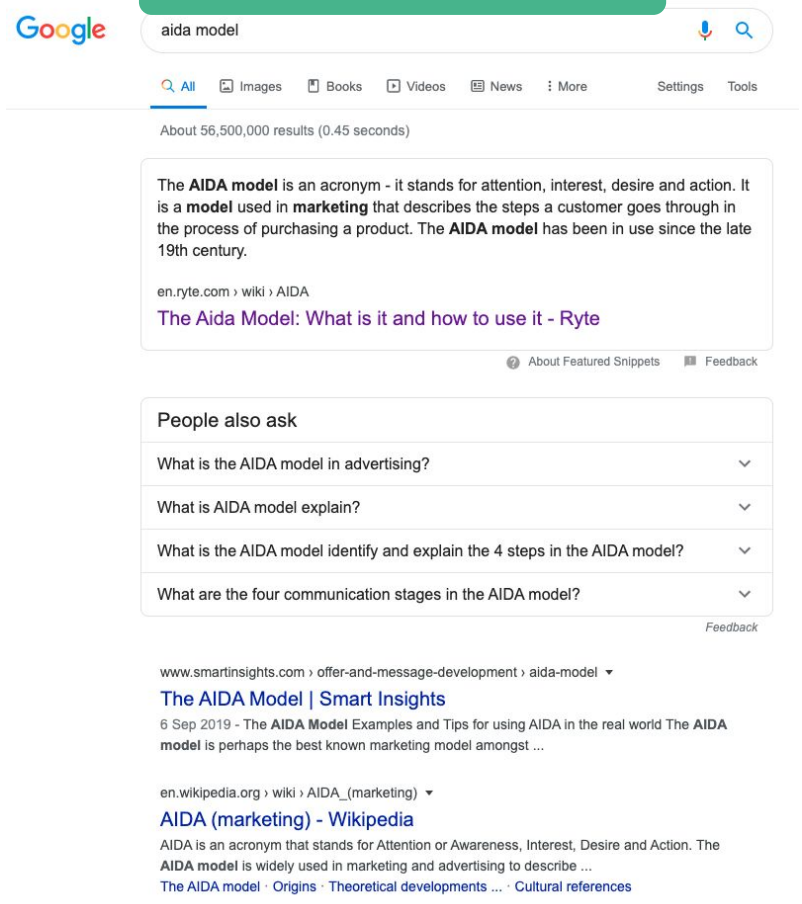
- ➔ Use an amount similar to your existing search snippets or specified meta description
- ➔ More info: https://developers.google.com/search/reference/robots_meta_tag
- ➔ Great experiment:

  https://www.clairecarlilemarketing.com/blog/googles-featured-snippet-apocalypse-and-faq-schema

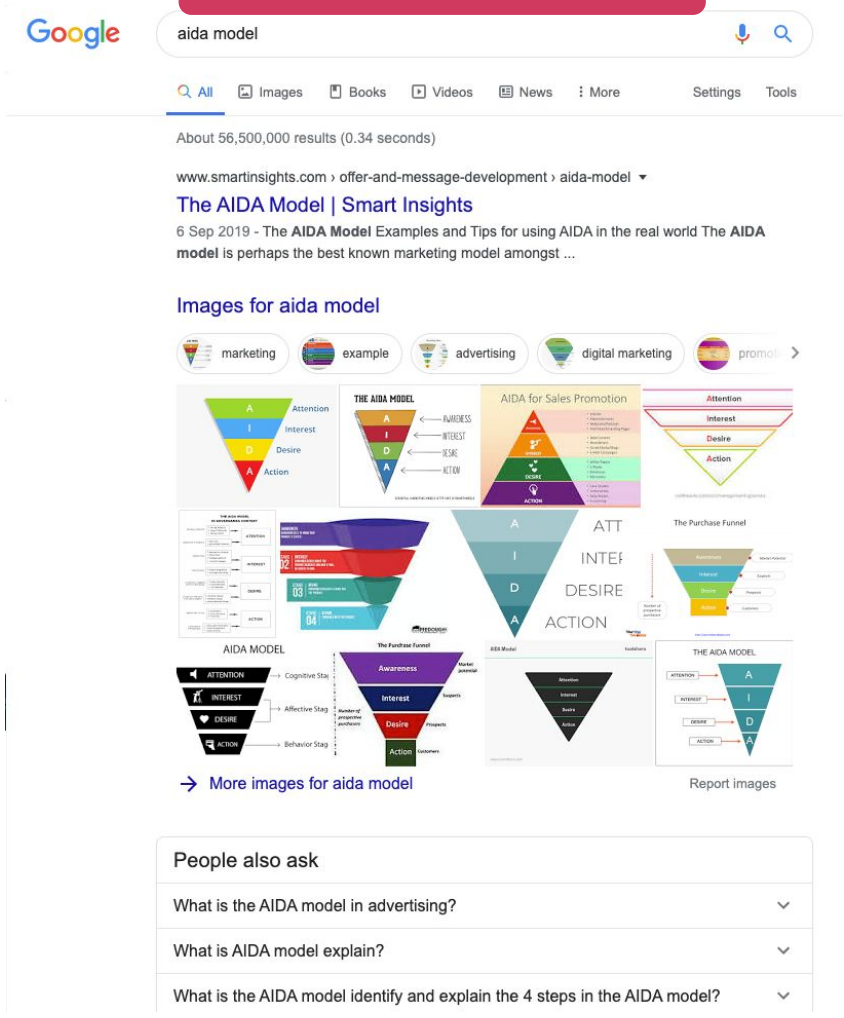
# Before removing your Featured Snippet intentionally, find out your standard organic ranking:

## add “&num=9” to the SERP URL

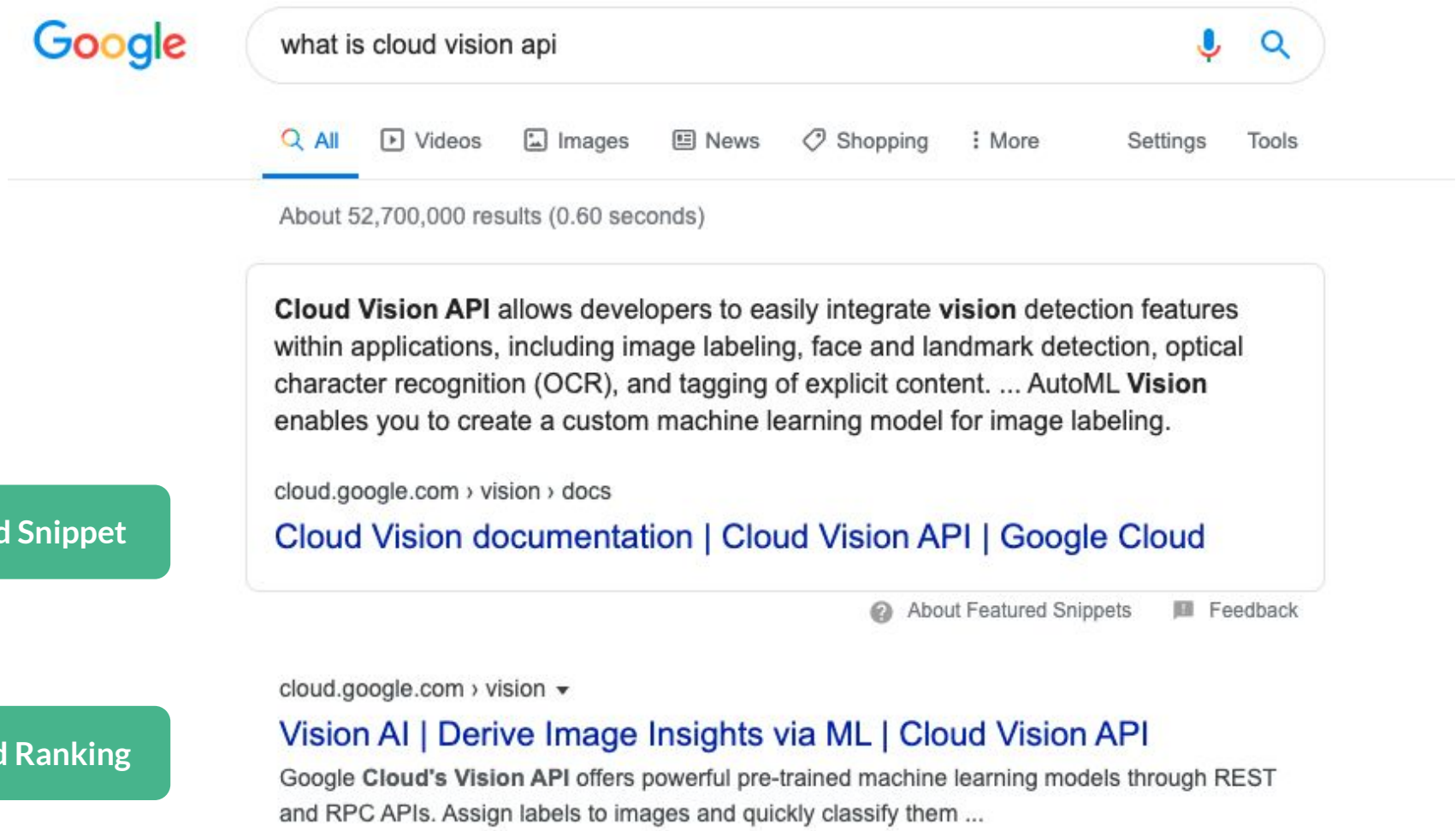
**With (Position is #1)**




**Without (Position is #4)**



# The Good Kind of Keyword Cannibalization...




Featured Snippet

Standard Ranking



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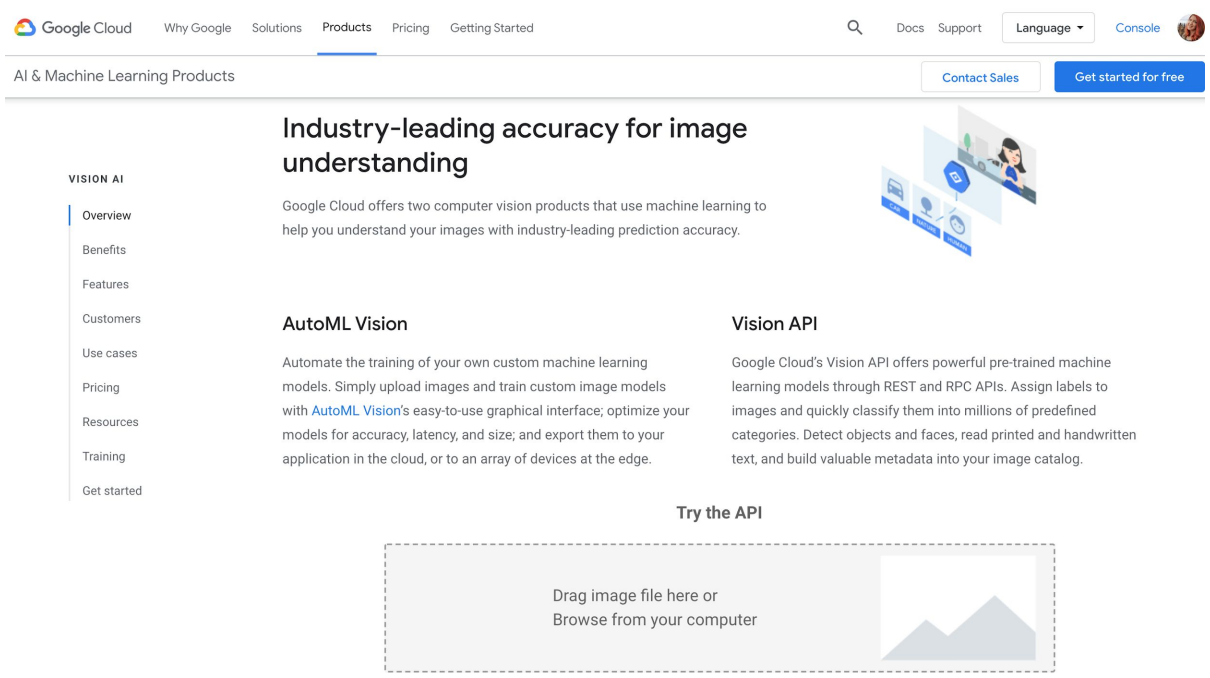
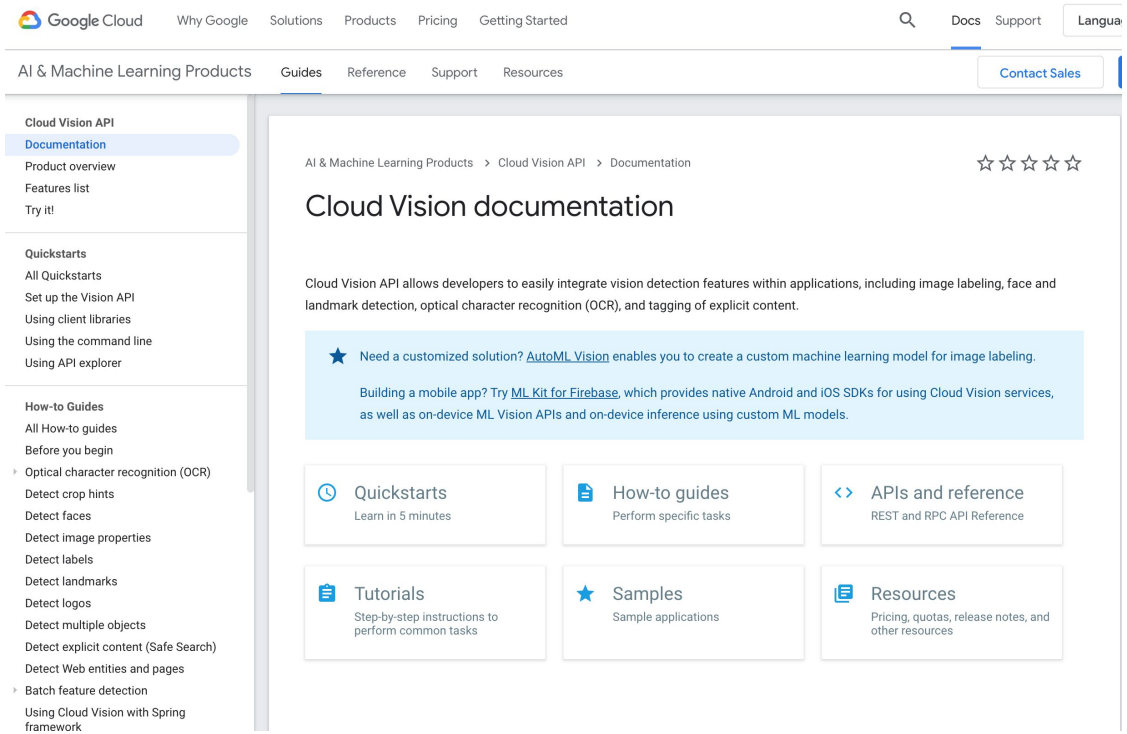
**Standard Ranking URL**

# In-depth overview hub page (including transaction intent possibilities) for standard ranking.




**Featured Snippet URL**

# Concise page for with more informational content for the Featured Snippet ranking.



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# Tips for “Featured Snippet Cannibalization”:

- **Provide a unique, structured landing page to target the Featured Snippet**
  - Ensure all the relevant steps of winning Featured Snippets are considered
- **Maintain a logic internal linking connection of both pages**
  - For example, make it clear that the Featured Snippet URL is a child of the Organic URL
- **Ensure both URLs can exist alone**
  - No duplicate content please & thank you
- **Keep a close eye on the performance of both URLs**
  - Ensure the rankings for your focus page doesn’t decline due to negative cannibalization
  - Also measure UX metrics

# Core Update Impact Analysis with reliable GSC data



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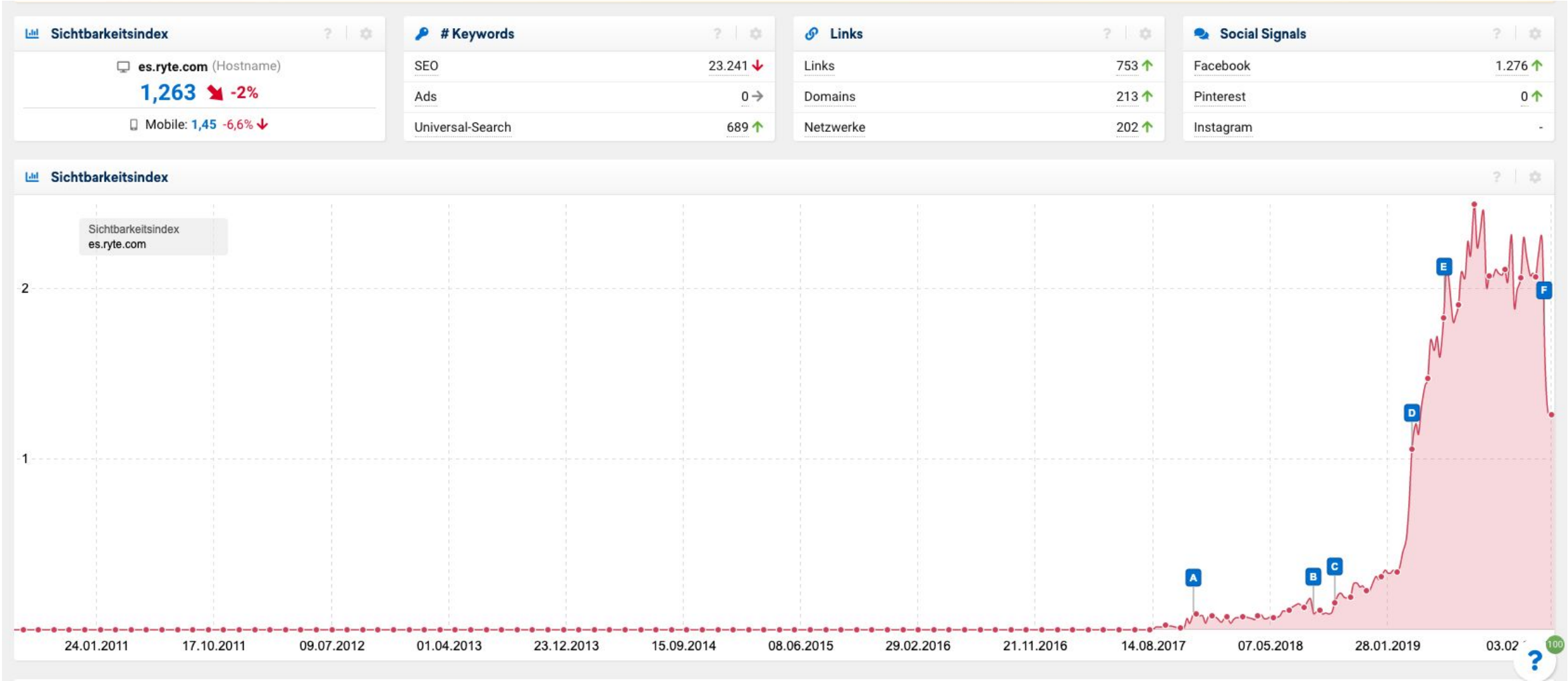
# January Core Update 2020 hit us pretty badly… or did it?

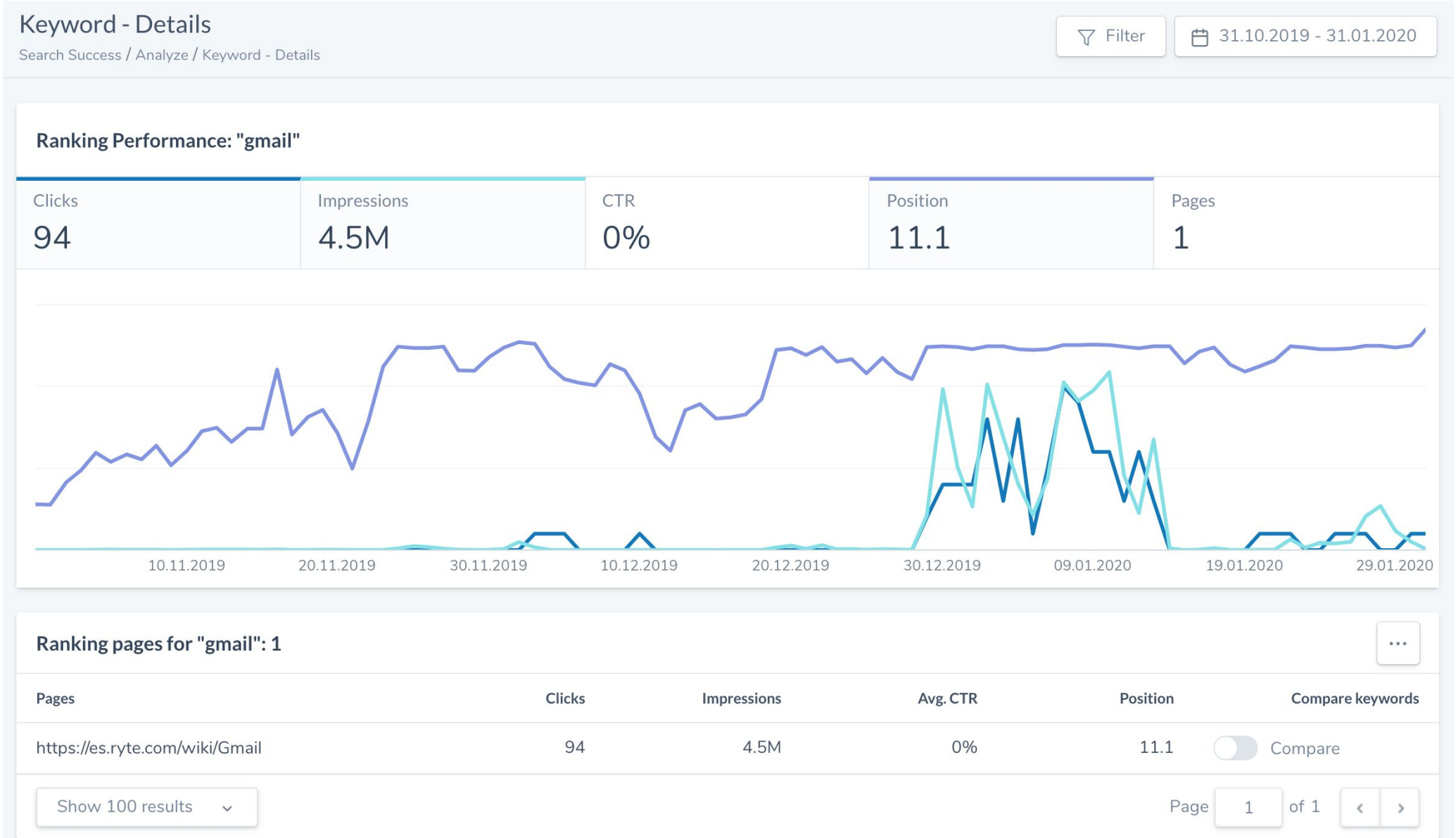


# We double checked our Search Console data:

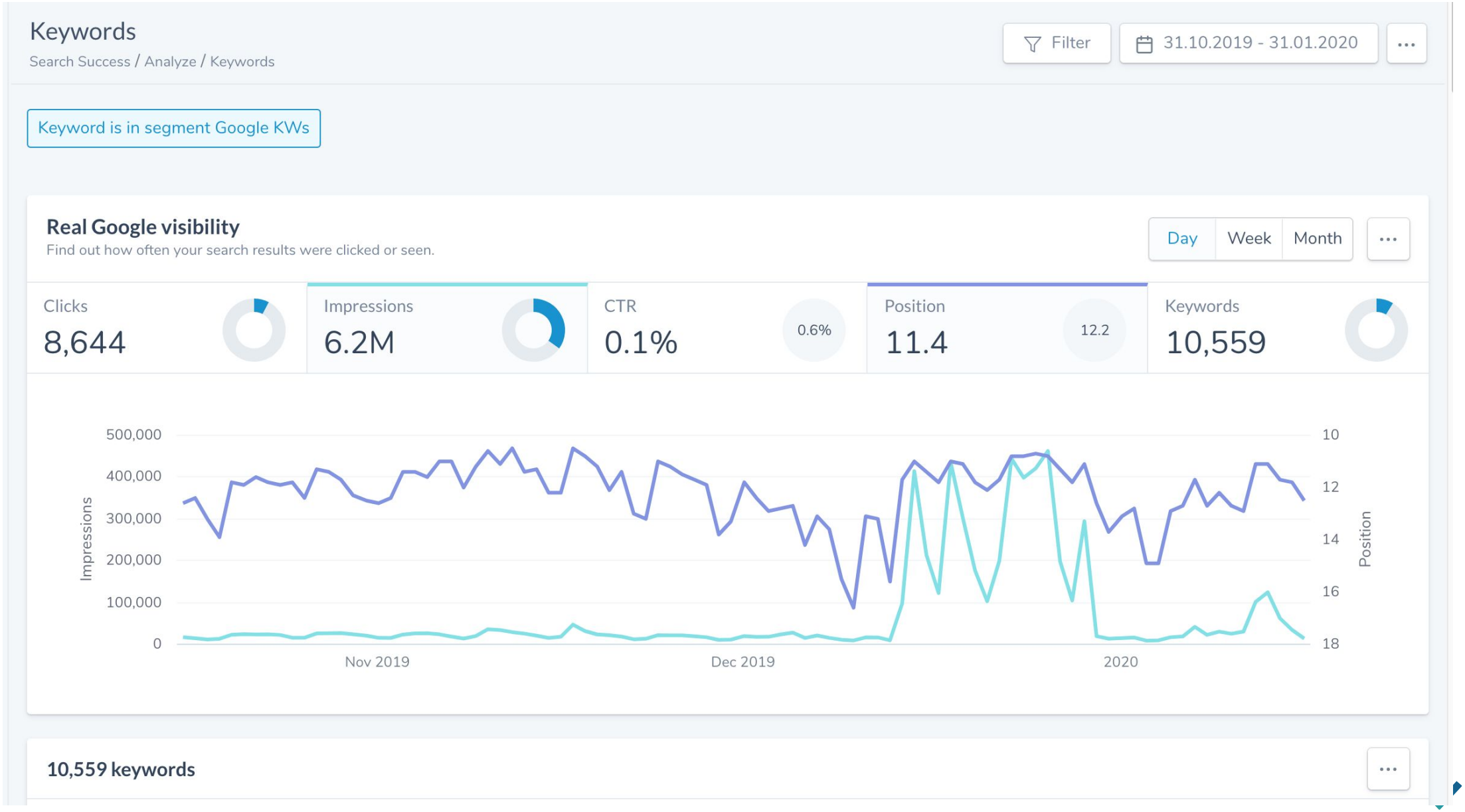
39,827 keywords

| Keyword | Clicks | Trend | Impressions | Trend | Position | Trend | CTR | Trend |
|---|---|---|---|---|---|---|---|---|
| gmail | 1 | - 42 | 11,354 | - 2,131,144 | 11.8 | ↓ 1 | 0% | ±0% |
| bing | 2 | - 13 | 26,410 | - 77,253 | 10.4 | ↓ 0.6 | 0% | ±0% |
| correo gmail | 0 | - 3 | 134 | - 36,349 | 38.1 | ↓ 27.5 | 0% | ±0% |
| redes sociales | 114 | - 57 | 18,409 | - 13,489 | 10.9 | ↓ 0.5 | 0.6% | +0.1% |
| spam | 1 | - 3 | 937 | - 12,500 | 12.3 | ↓ 0.9 | 0.1% | +0.1% |
| gamil | 0 | ± 0 | 65 | - 11,959 | 13 | ↓ 2.4 | 0% | ±0% |
| banner | 0 | - 3 | 1,708 | - 11,605 | 11.9 | ↓ 1.8 | 0% | ±0% |
| google maps | 0 | - 1 | 133 | - 9,922 | 19.2 | ↓ 6.4 | 0% | ±0% |
| google analytics | 11 | - 19 | 17,239 | - 7,636 | 9.9 | ↓ 1.3 | 0.1% | ±0% |
| gmail. | 0 | ± 0 | 33 | - 6,164 | 15.7 | ↓ 5.1 | 0% | ±0% |
| wap web | 0 | ± 0 | 21,844 | - 6,093 | 7.5 | ↓ 0.1 | 0% | ±0% |
| codigo abierto | 18 | + 1 | 2,484 | - 5,681 | 9.4 | ↑ 0.5 | 0.7% | +0.5% |
| google trends | 0 | - 4 | 6,532 | - 5,645 | 11.1 | ↓ 1.3 | 0% | ±0% |
| adwords | 0 | - 2 | 1,599 | - 5,351 | 11.4 | ↓ 1.1 | 0% | ±0% |

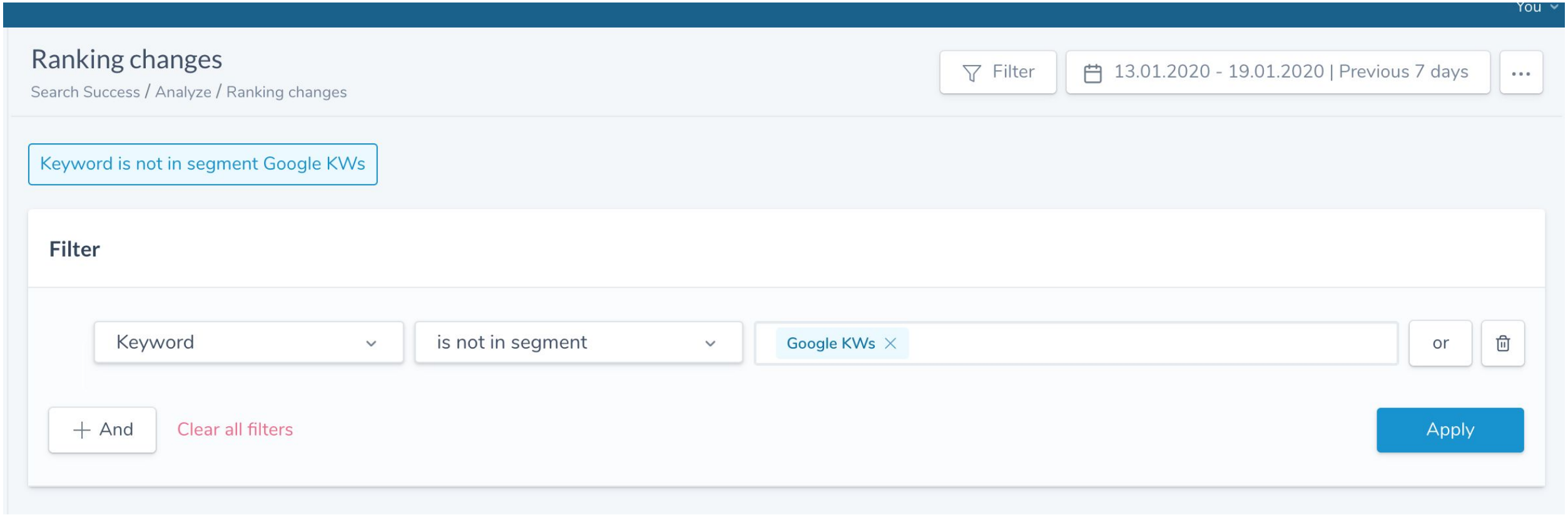
# This high volume yet irrelevant query yields no clicks.



# All queries around “Google” and their products, we can’t drive traffic via



# Once I had identified the false positive, I could filter them out and find real problems to address!



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## Conclusion:

**This was actually not a core update impact, but simply a convention of relevancy shifts plus the nature of how impressions work.**



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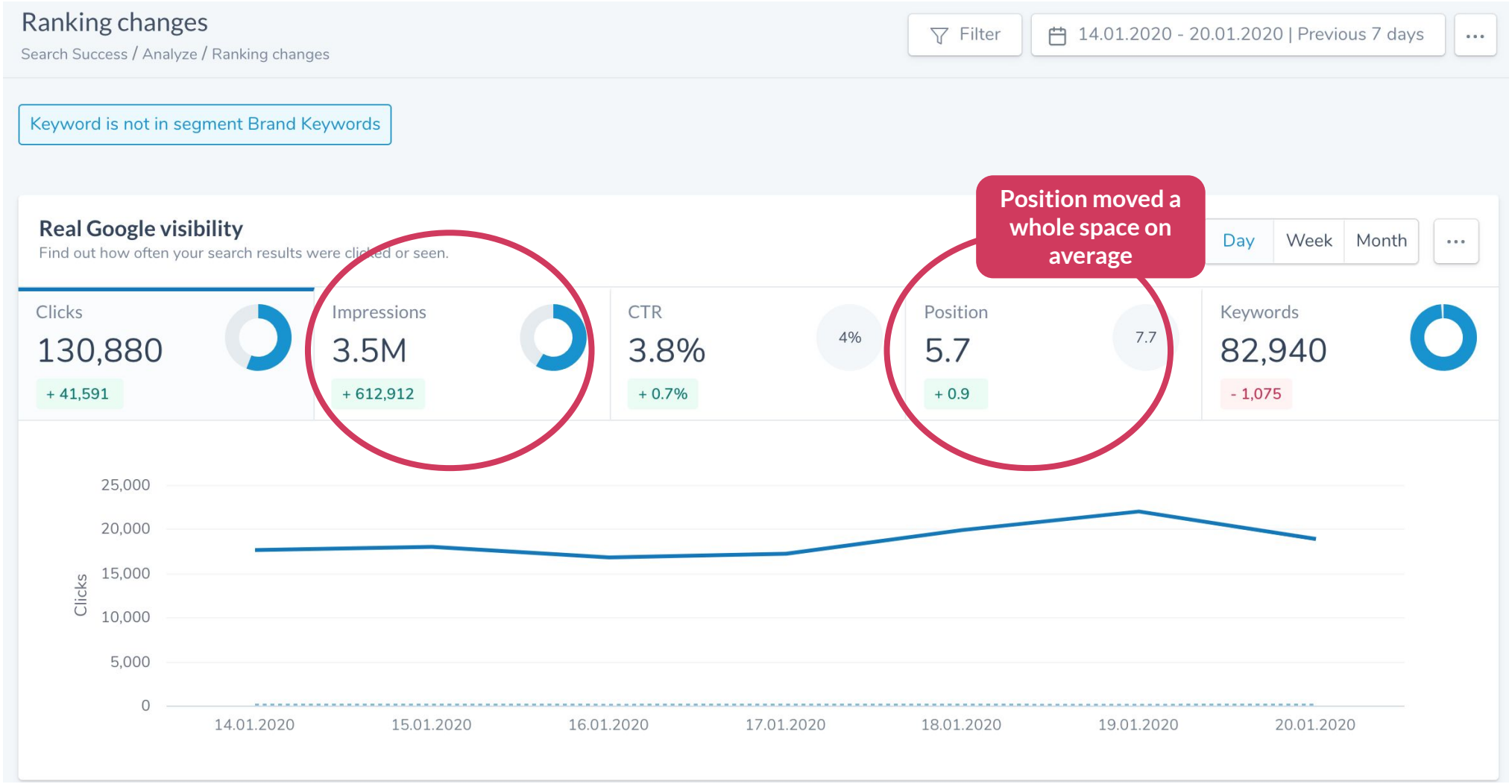
# Alternatively, I took a look into one of our clients who was a winner according to the Sistrix core update report



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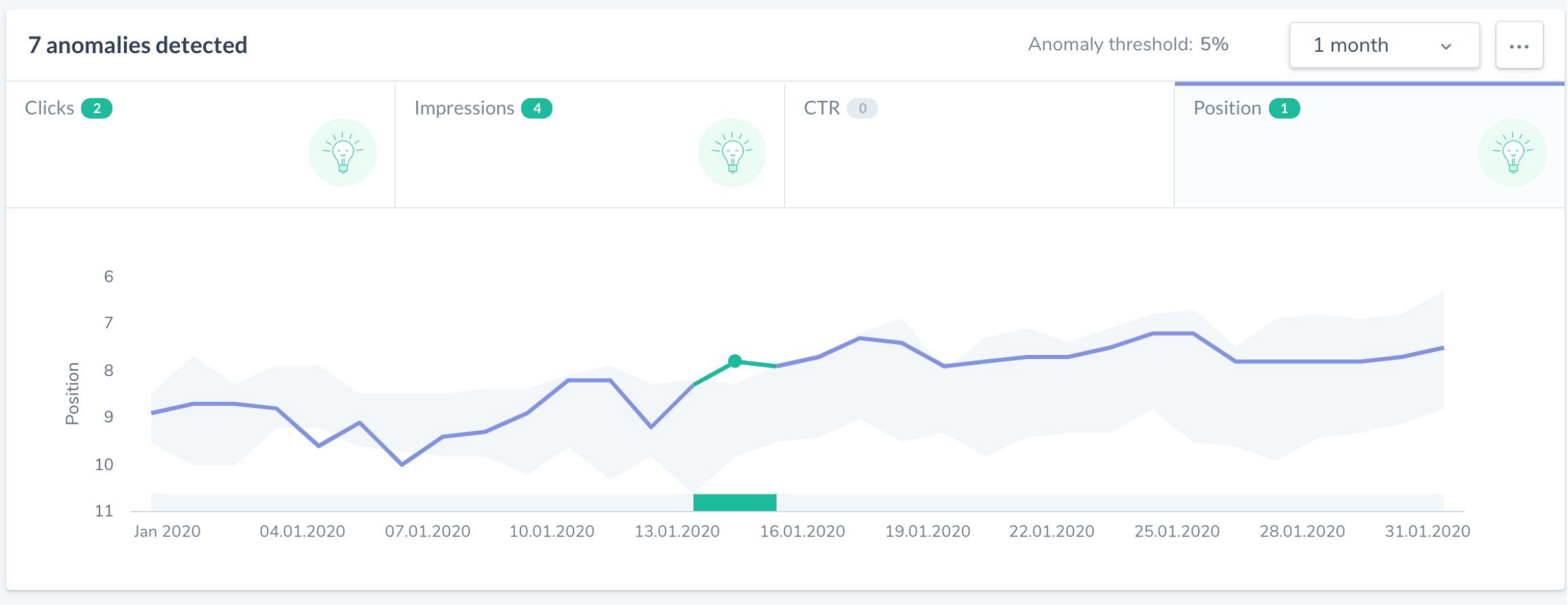
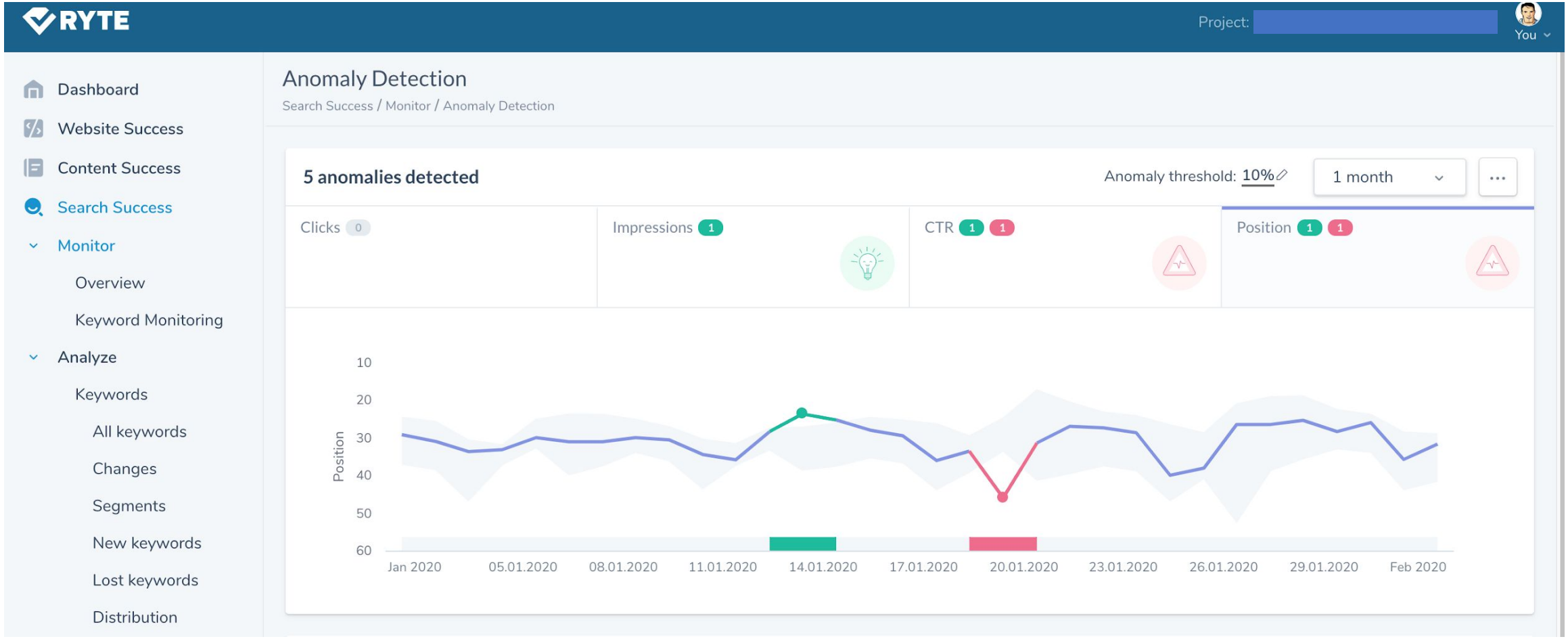
# Speeding up analysis with *new* Anomaly Detection




**Email me for more details: izzi@ryte.com**

# Speeding up analysis with *new* Anomaly Detection



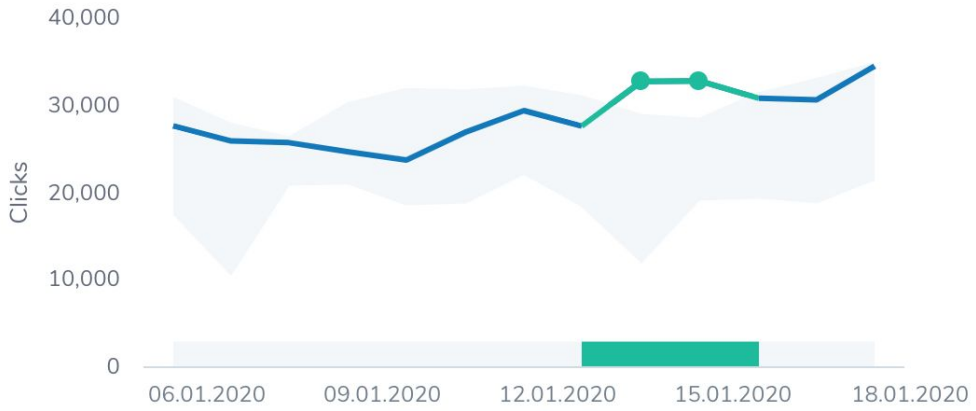

**Email me for more details: izzi@ryte.com**

## Clicks anomaly on 14.01.2020 - 15.01.2020 (2 days)

Data brought to you from Google Search Console

### Unexpected gain in clicks

Anomaly threshold: 5%




### Potential causes

Coming soon. We are working hard on it!

### Affected directories and segments

High movement for informational queries

| 1% Shop | 1% /shop | 27% /services | 36% /magazin | 51% Fragen |
|---|---|---|---|---|

3,836 Affected Pages | 10,452 Affected Keywords

| Pages | Clicks | Difference | Impression | Difference | Position | Difference | CTR | Difference |
|---|---|---|---|---|---|---|---|---|
| [redacted] | 861 | + 363 | 6,230 | - 262 | 4.5 | ↑ 1.5 | 13.8% | +6.1% |
| | 446 | + 329 | 6,830 | + 4,960 | 2.8 | ↑ 1.9 | 6.5% | +0.3% |
| | 325 | + 234 | 2,022 | + 249 | 9.5 | ↑ 4.5 | 16.1% | +11% |

@izzi
RYTE

# Phew... we made it!

# Some final thoughts:

- **Even though the UI is highly limited, embrace your GSC performance data**
  - Compared to scraped data, it is much more reliable and indicative of our real performance
- **Commit to a better understanding of how each KPI is calculated**
  - And then use these insights in your work faster and more efficiently in SEO efforts
- **Be aware of (and steer clear of) your low-opportunity keywords**
  - Don’t be enticed by high search volumes, know your chances and prioritize based on feasibility
- **Delve into your Featured Snippet performance and evaluate next-steps**
  - They still make sense to achieve, but take necessary steps if performance drops dramatically
- **Use GSC performance data to properly troubleshoot core update impact**
  - Don’t panic too much for visibility drops, always delve in and detect real changes

# Thanks a lot! <3

**Izzi Smith**

**Technical SEO Analyst, Ryte**

**@izzionfire**

**Get in touch!**
**izzi@ryte.com**