

## Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Who is speaking?



**Stefan Byrd-Krueger**  
Chief Analytics Officer

PARSONS | TKO



# How to use search data

To improve your communications strategy

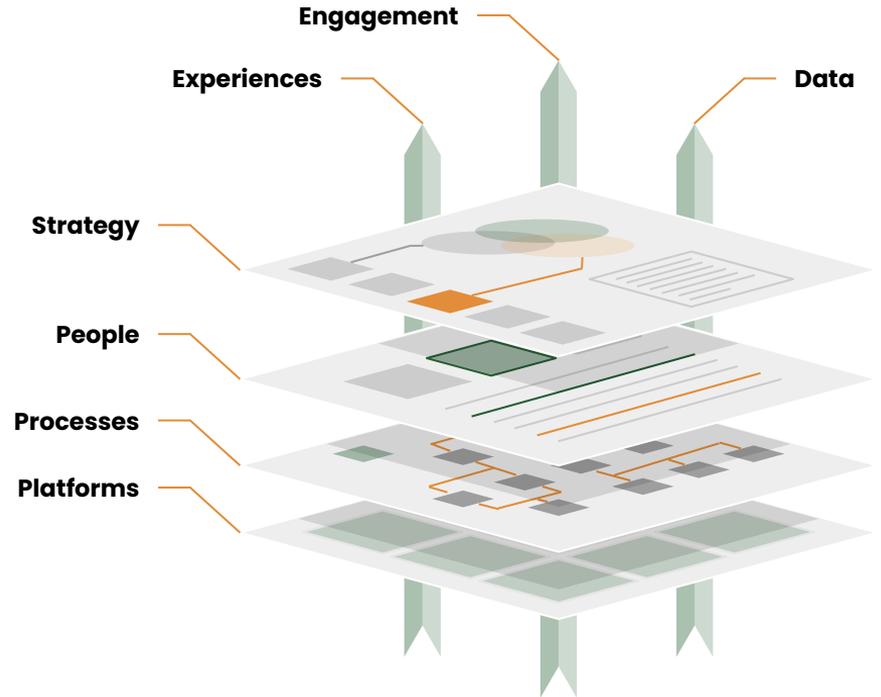
Webinar | April 13, 2022

# The way we see possibilities

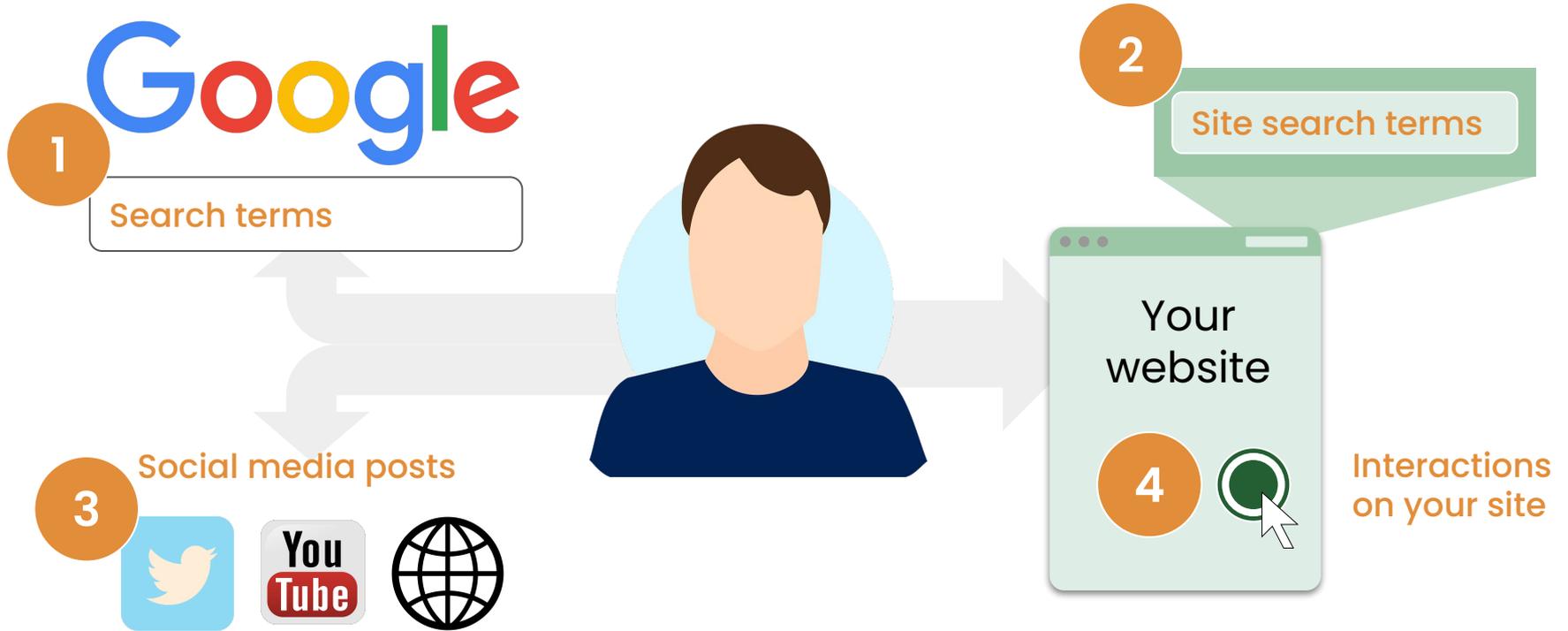
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*Engagement Architecture* ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



# Where audiences speak to us



# Common sense for complex data

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## Imagine you own a storefront....

If 3 out of every 10 people who walk in the door have the same question, you would fix the problem -

- A. Because you're tired of answering the same question over and over, and...
- B. By anticipating their needs, you can lower the barrier to visitors doing what you want them to do, and they'll be much happier for it

**Search data is the equivalent of frequently asked questions and feedback**



**Where is the...**

Toilet paper

Milk

Toilet paper

Cheese

Bread

Toilet paper

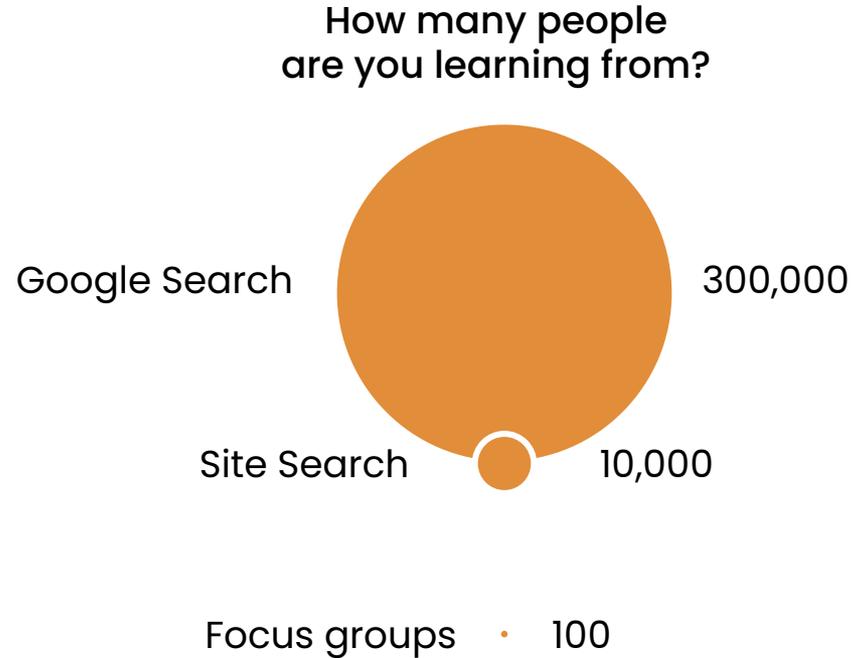
Caviar

Avocado

# What if our search volume is small?

“Small” is a relative term.

- **Google search:** 30–70% of traffic
- **Site search:** 1–3% of traffic
- May include some of your most engaged audience members



# Why do we ~~rob banks~~ study search?

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If we want to learn about our audiences, look where they tell us what they want:

- **Google Search Console**
- **Onsite search data**
- **Google Trends**

Honorable mentions

- Twitter monitoring and other social insights
- Ad platforms
- Contact email addresses
- Live chats
- Surveys
- etc...

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# Your Tools

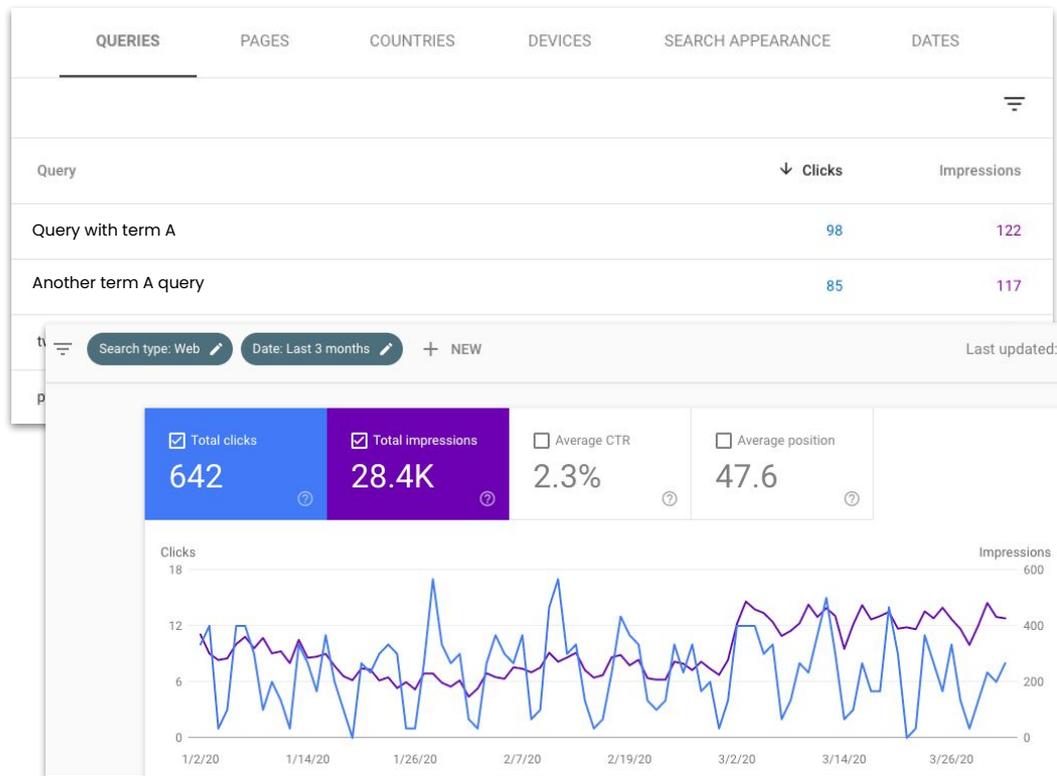
## What you have today

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# Google Search Console

## Helps you discover...

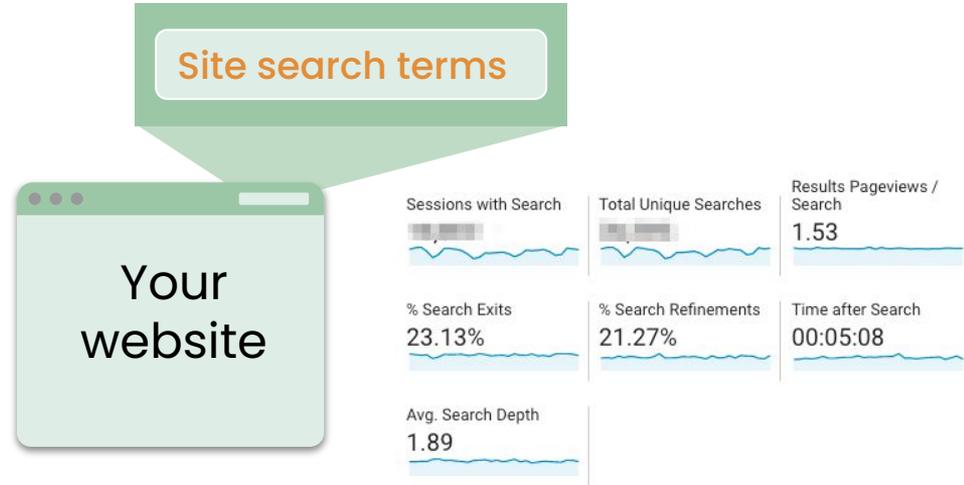
- Frequently searched items that are foundational to your content (inform upcoming campaigns or discover unexpected audiences)
- Frequently searched terms with low clicks or a high bounce rate can indicate that questions aren't being answered well (your editorial team can prioritize these topics for edits or publishing)



# Onsite Search

## Helps you discover...

- Frequently searched items that are foundational to your content are likely highlighting difficult navigation options - people search when they can't figure out where to go!
- Frequent search terms with a high level of exits or refinements can indicate that the questions your audience has aren't being answered by your present offerings - your editorial team can prioritize these topics for future content creation



Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
		1.53 Avg for View: 1.53 (0.00%)	23.13% Avg for View: 23.13% (0.00%)	21.27% Avg for View: 21.27% (0.00%)	00:05:08 Avg for View: 00:05:08 (0.00%)	1.89 Avg for View: 1.89 (0.00%)
1.		1.53	24.45%	9.40%	00:06:40	2.51
2.		1.89	25.63%	13.03%	00:08:45	3.32
3.		2.21	22.70%	7.50%	00:13:44	4.18
4.		1.92	36.00%	5.83%	00:06:55	2.34
5.		1.45	14.29%	10.98%	00:06:17	3.55
6.		1.53	13.54%	6.12%	00:05:29	2.61
7.		1.22	7.53%	15.93%	00:05:05	3.38

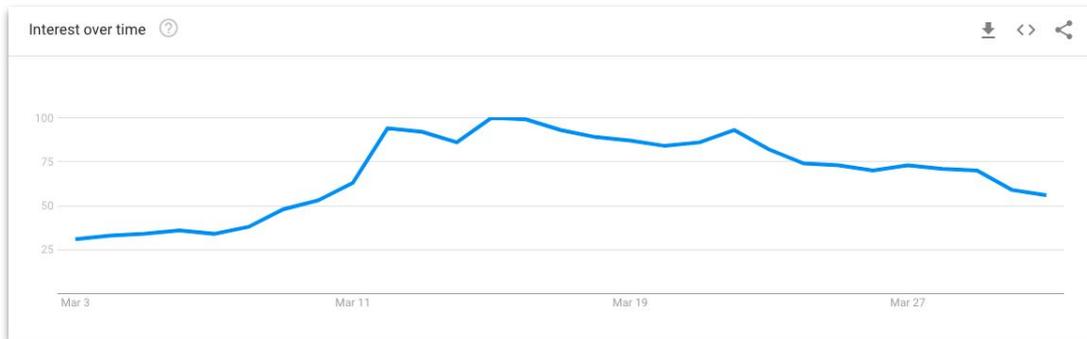
# Google Trends

## Helps you discover...

- Prioritize new content that speaks to trends in searches rather than swimming upstream (i.e. why spend extra effort generating interest if you already have something to say about what people are interested in today?)

Related topics	Rising	↓	<>	↔
1 Italy - Country in Europe	Breakout			
2 United Kingdom - Country in Europe	Breakout			

Related queries	Rising	↓	<>	↔
1 coronavirus update	Breakout			
2 coronavirus cases	Breakout			
3 news coronavirus	Breakout			
4 uk coronavirus	Breakout			
5 coronavirus map	Breakout			⋮



# Twitter monitoring

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## Helps you discover...

- New audiences and influencers who use your terms and speak your language.
- New conversations your org should be a part of.

## Technology includes:

- Tweetdeck, Twitter Archiver, Keyhole, TalkWalker, Radian 6, etc...



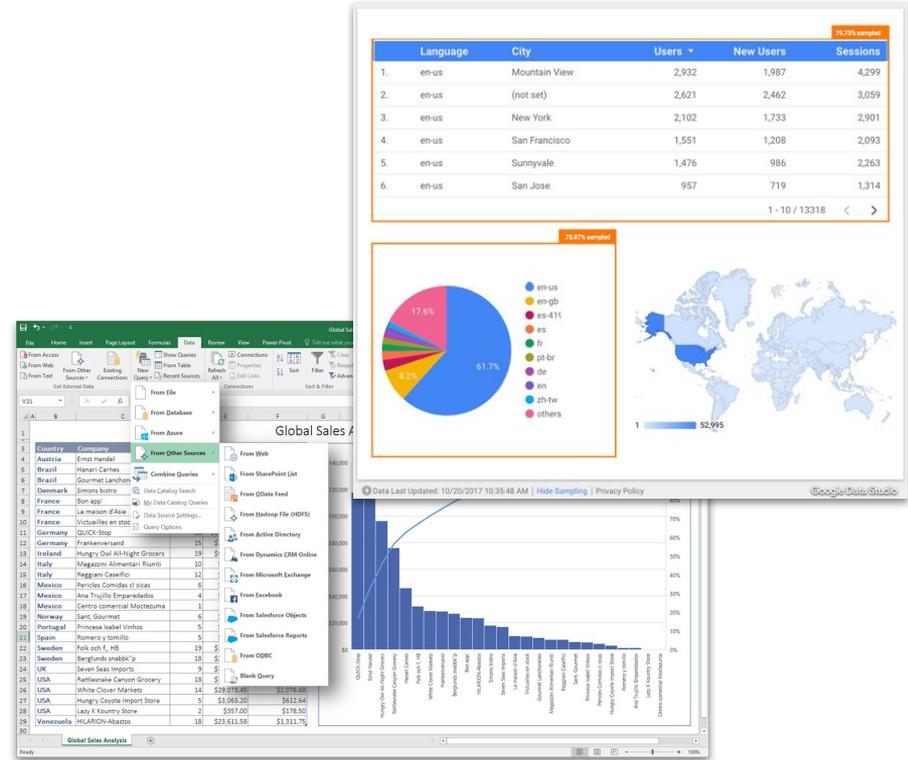
# The best analysis tools...

...are the ones you already use!

Much of your analysis can be done directly in these tools, but advanced questions may need more specialized software to take full advantage of your data.

In most cases, this is as simple as exporting data from the platform that collected it (Facebook, Twitter, Search Console, Google Analytics) into a separate spreadsheet.

For greater value, **dashboard tools** will turn this extracted data into **self-service reporting** usable by your entire team.



# How to ask the best questions

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## Be kind to your analyst...

Some tips:

- “What” and “why” questions are thought-provoking, but “Yes/No” questions are often easiest to answer
- Be clear about the decision you are trying to make based on the answer to your question
- Try to pose your question in terms of the data your analyst has available

# How to ask the best questions

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## Ask questions like...

- Where do real search patterns differ from expectations, so we can update editorial guidelines?
- What content serves more than just its intended audience, so we can think about cross-marketing with it?
- What are people searching for that we don't have much content on, so we can create more like it?
- How many people search for something that we think is *easy to find*, so we might change navigation?

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# Example analyses

## Targets for search data

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# Evaluate the value of brand

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Find out **how often audiences use your brand** terms when searching for content your produce, whether that is for your Organization, Programs, Products, or People.

**Brand** + term A

Just... term A



## Putting it into practice:

- Define brand definitions and how that gets applied to search behavior
- Analyze the use of brands and how it relates to subsets of content across the site
- Elevate brand or target new audiences according to brand strategy.
- Include insights in reporting to leadership and funders to show the value of your brand

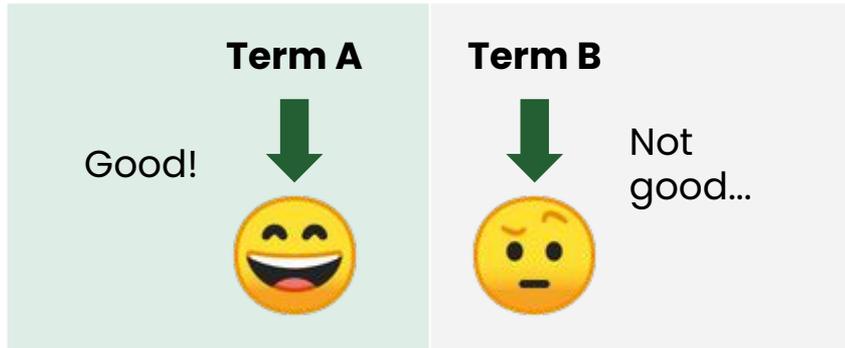
# How well you serve audience needs

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Evaluate what gets high engagement from organic search traffic, then double down on the terms that drive those audiences. Also, find terms used by audiences you are failing to engage and **steer your content strategy** to address their needs.

## Putting it into practice:

- Develop sets of high and low quality terms based on engagement
- Bring this to your editorial and content production teams to revise content
- Monitor engagement based on these changes to determine what works



# Join relevant conversations

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Find **what language people are using** in search to find your content, then search for that language on social media to **find conversations you should be a part of.**

Unpopular social media terms

**Term A**



Popular social media terms

**Term B**

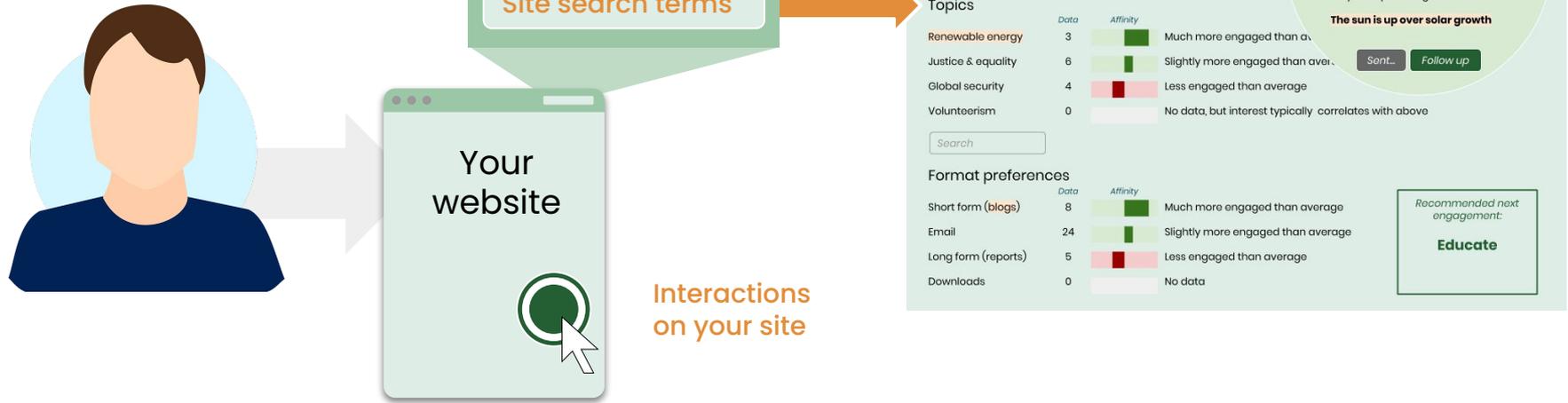


## Putting it into practice:

- Find terms and their relevant synonyms that your current audience are using to find your content
- Use social listening tools to monitor use of these terms and phrases
- Alert communications and program staff to trends, communities, and even individual posts to engage with

# Pay attention to VIP interests

Your VIPs may be telling you exactly what they want. Whether you track this is a question of architecture.

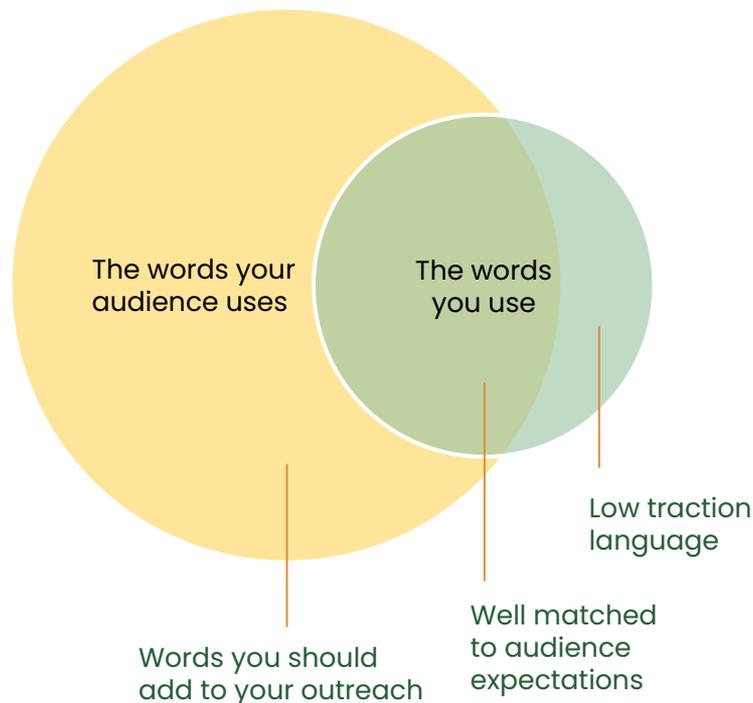


# Shifting to meet your audience

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In any analysis of keyword usage, the goal should be to change something about the way you work:

- Start using the words that work for your audience
- Stop using “inside the beltway” phrases that don’t penetrate
- OR accept that you’re missing “the public” with your work, or are on a mission to change culture



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# Peer into the future

## Next steps

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# 4 things you should do today

Go see what you're working with

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1. Go to [Google Analytics](#) and access the site search reports under “Behavior”
2. Go to [Google Search Console](#) and make sure you have access to your data
3. Spend 5 minutes exploring each. If you don't have access to either, spend 5 minutes emailing someone to ask for help
4. Schedule a meeting with someone on your team where you will review this data together and talk about how it might inform current projects.

# The way forward

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## 1. Claim your data

Try simply to find your Google Analytics Site Search data and your Google Search Console data. If you are missing either, you have work to do to start capturing them.

## 2. Study your data

Come up with three hypotheses about what you think your audiences are searching for, write down what you expect to see in data, then go see what you can find. With luck, you'll be wrong and learn something new!

## 3. Socialize your data

Meet with colleagues, especially colleagues on other teams, to discuss the things you've noticed about search data and add their questions to your own.

## 4. Plan with your data

Find ways to incorporate this new source of audience insights in your editorial and publishing processes to inform the language you use and when you address which topics.



# This is a call-to-action

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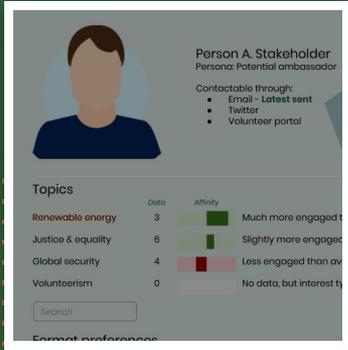
## SEO & Audience Acquisition Audits

How you get your audience and  
what you do with their interests

Projects conclude in 2-4 weeks

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