

- ✧ Google Earth and Google Maps. In this chapter you learn how to rank well in Google Maps and even Google Earth for local searches – a vital piece of futureproofing for the increasingly mobile web.
- ✧ Priming for local search. Many people add a place name to their regular search query. This chapter shows you how to factor this into your regular search campaign.

Step 7: Tracking and tuning

SEO is not a one-off process but an ongoing competitive struggle. You need to monitor your performance objectively, using reliable data, and feed this back into your campaign. This step shows you how.

- ✧ Google Analytics. Discover how to sign up for and use this amazing set of free tools from Google: learn how to monitor your paid and organic search traffic and track goal conversion and campaign return on investment.
- ✧ Google Webmaster Tools is the all-in-one interface for managing your crawl, monitoring your search rankings, and checking your backlinks. Google continues to enhance this now invaluable toolset.
- ✧ Other useful tools contains a round-up from across the web of tools for tracking PageRank and Traffic Rank, plus how to interpret your own website statistics. The chapter also explains how to use a Google API key, if you have one available.
- ✧ Tuning the campaign considers how to use the results of your ongoing monitoring activity to refine your campaign further and tune your site. It also looks at how to monitor what your competitors are up to and learn from them.