What does “Organic” have to do with online marketing?

Digital marketers associate the word “organic” with SEO to distinguish it from paid ads.

Website performance can be measured in thousands of ways, making it difficult to judge the impact of your SEO efforts. Quit feeling overwhelmed and focus on the following 7 metrics:

VISIBILITY

**KEYWORD RANKINGS:**
The position where your website ranks for a particular keyword in search engine results.

**TIP:** Rankings provide insight into your search visibility. Be sure to track keywords that are both important to your business and have volume.

**ORGANIC CLICKS:**
Clicks to your website from organic search results.

**TIP:** Measure branded and non-branded organic clicks separately to distinguish between brand popularity and people searching for your products or services.

**ORGANIC % OF NEW SESSIONS:**
The percentage of new users that came to your site from organic search.

**TIP:** A higher percentage means your site is reaching new potential customers through search. Other metrics can be inflated by return visitors, but a high organic percentage shows just new user visits, at least as can be tracked through cookies.

**TRAFFIC**

**ORGANIC SESSIONS:**
Number of sessions that began with a user clicking on an organic search engine listing.

**TIP:** Organic sessions begin when visitors actively engage with your website and end after thirty minutes of inactivity or when visitors leave your website.

**ORGANIC TRAFFIC TOTAL GOAL:**
The monetary value assigned to SEO goal completions.

**TIP:** Set up your goals correctly to see a more complete picture of your SEO performance.

**CONVERSIONS**

**ORGANIC COAL CONVERSION RATE:**
The rate at which SEO visitors complete actions on your site that count as conversions.

**TIP:** Keep in mind drastic changes to advertising campaigns will impact this percentage artificially.

**ORGANIC TRAFFIC TOTAL COST:**
The monetary value assigned to SEO goal completions.

**TIP:** Keep in mind customer lifetime value in all cases to understand true impact.

Ultimately, the amount of organic traffic is worth little unless visitors take actions you care about.

What does “Organic” have to do with online marketing?

Digital marketers associate the word “organic” with SEO to distinguish it from paid ads.

Website performance can be measured in thousands of ways, making it difficult to judge the impact of your SEO efforts. Quit feeling overwhelmed and focus on the following 7 metrics:

VISIBILITY

**KEYWORD RANKINGS:**
The position where your website ranks for a particular keyword in search engine results.

**TIP:** Rankings provide insight into your search visibility. Be sure to track keywords that are both important to your business and have volume.

**ORGANIC CLICKS:**
Clicks to your website from organic search results.

**TIP:** Measure branded and non-branded organic clicks separately to distinguish between brand popularity and people searching for your products or services.

**ORGANIC % OF NEW SESSIONS:**
The percentage of new users that came to your site from organic search.

**TIP:** A higher percentage means your site is reaching new potential customers through search. Other metrics can be inflated by return visitors, but a high organic percentage shows just new user visits, at least as can be tracked through cookies.

**TRAFFIC**

**ORGANIC SESSIONS:**
Number of sessions that began with a user clicking on an organic search engine listing.

**TIP:** Organic sessions begin when visitors actively engage with your website and end after thirty minutes of inactivity or when visitors leave your website.

**ORGANIC TRAFFIC TOTAL GOAL:**
The monetary value assigned to SEO goal completions.

**TIP:** Set up your goals correctly to see a more complete picture of your SEO performance.

**CONVERSIONS**

**ORGANIC COAL CONVERSION RATE:**
The rate at which SEO visitors complete actions on your site that count as conversions.

**TIP:** Keep in mind drastic changes to advertising campaigns will impact this percentage artificially.

**ORGANIC TRAFFIC TOTAL COST:**
The monetary value assigned to SEO goal completions.

**TIP:** Keep in mind customer lifetime value in all cases to understand true impact.

Ultimately, the amount of organic traffic is worth little unless visitors take actions you care about.

What does “Organic” have to do with online marketing?

Digital marketers associate the word “organic” with SEO to distinguish it from paid ads.

Website performance can be measured in thousands of ways, making it difficult to judge the impact of your SEO efforts. Quit feeling overwhelmed and focus on the following 7 metrics:

VISIBILITY

**KEYWORD RANKINGS:**
The position where your website ranks for a particular keyword in search engine results.

**TIP:** Rankings provide insight into your search visibility. Be sure to track keywords that are both important to your business and have volume.

**ORGANIC CLICKS:**
Clicks to your website from organic search results.

**TIP:** Measure branded and non-branded organic clicks separately to distinguish between brand popularity and people searching for your products or services.

**ORGANIC % OF NEW SESSIONS:**
The percentage of new users that came to your site from organic search.

**TIP:** A higher percentage means your site is reaching new potential customers through search. Other metrics can be inflated by return visitors, but a high organic percentage shows just new user visits, at least as can be tracked through cookies.

**TRAFFIC**

**ORGANIC SESSIONS:**
Number of sessions that began with a user clicking on an organic search engine listing.

**TIP:** Organic sessions begin when visitors actively engage with your website and end after thirty minutes of inactivity or when visitors leave your website.

**ORGANIC TRAFFIC TOTAL GOAL:**
The monetary value assigned to SEO goal completions.

**TIP:** Set up your goals correctly to see a more complete picture of your SEO performance.

**CONVERSIONS**

**ORGANIC COAL CONVERSION RATE:**
The rate at which SEO visitors complete actions on your site that count as conversions.

**TIP:** Keep in mind drastic changes to advertising campaigns will impact this percentage artificially.

**ORGANIC TRAFFIC TOTAL COST:**
The monetary value assigned to SEO goal completions.

**TIP:** Keep in mind customer lifetime value in all cases to understand true impact.

Ultimately, the amount of organic traffic is worth little unless visitors take actions you care about.