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## 3 Ways To Check If A Google Update Impacts Your Site

### 1. The basics

The rudimentary way to find out would be Google analytics, checking page visits and traffic for specific words, or by Googling yourself and seeing how you rank. All of this still works - the trick is knowing how to interpret the numbers.

Many people just look at whether they're getting more or less overall traffic after an update. A few people actually break it down and look at the organic segment, ignoring direct traffic, social media and people typing in their domain name, and looking at what the search traffic's doing.

Even there, though, search traffic is a skewed metric, because you might have one article or post getting the vast bulk of visits. What you want to do is look at what's important for you per article.

This is where conversion comes in - how am I converting after the update versus before?

### 2. Track conversions

These are the things that actually matter. And conversion doesn't mean opting in - it can be that somebody checks you out, they go to your about page, or to your contact page after reading one of your articles.

This tells you how many out of 100 visitors that come to your site are actually interested. And then you can break it down either with Google Analytics or a tool like SEO Leverage - where do those people come in?

If you have an article that triggers a lot of people to go to your about page, to your contact page, to your sales testimonials, etc., that would seem to be a good entry point. Do more of what works.

### 3. Check the quality of users

Are qualified users still coming to your site, and has the number increased? Or is there a drop? Are you not getting the same level of quality anymore, traffic that's maybe not ready to engage yet?

See what kind of queries or pages have been affected, not just overall analytics metrics. You need to break it down by URL, by the organic segment, and by conversions.

Need a hand with your SEO? Look up Gert at [SEOLeverage.com](https://SEOLeverage.com)