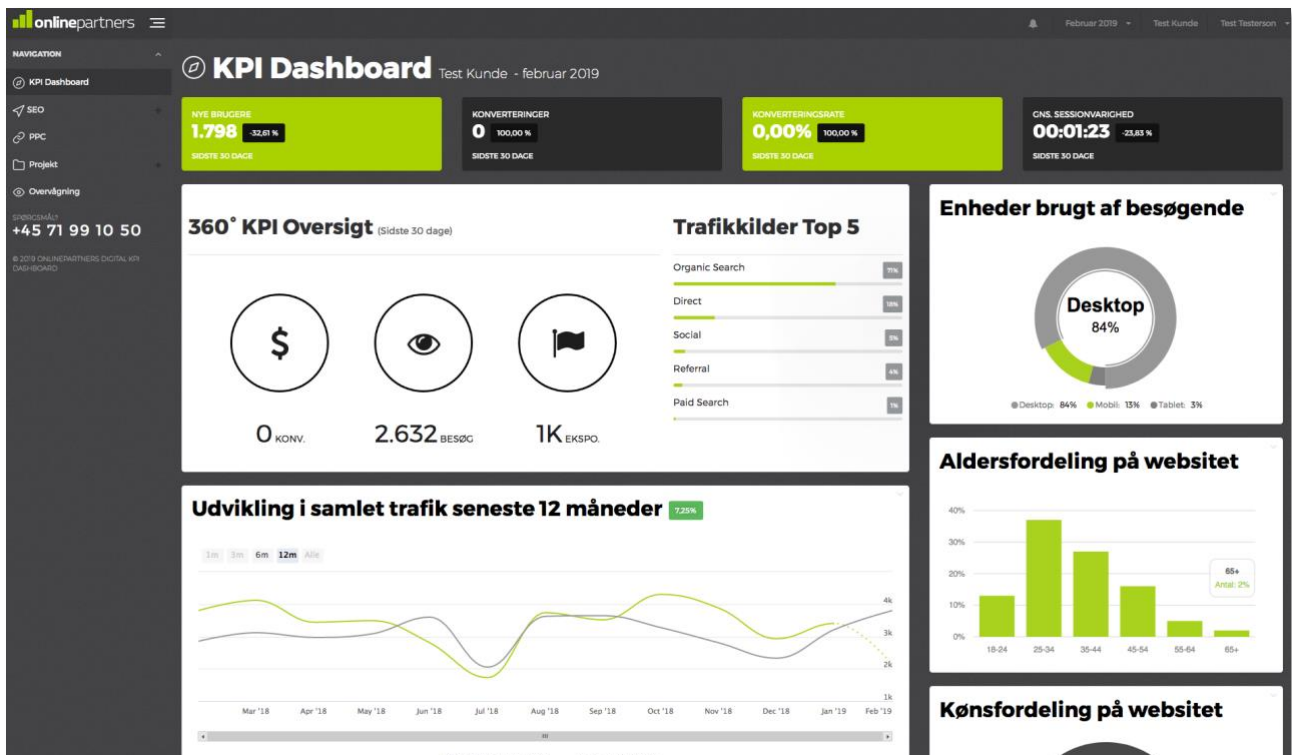

Project: KPI Dashboard

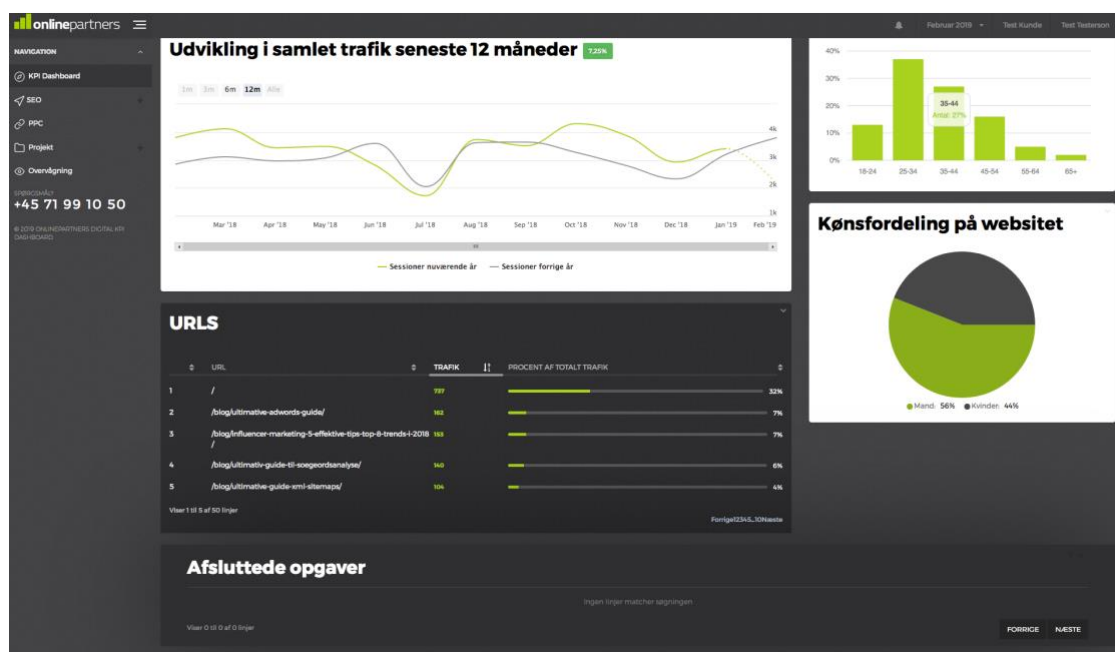
KPI Dashboard is a tool that was created for both help the employees to track and analyze data for about the clients website, and the performance in different external tools. It also provided an interface for clients to go and see how well the cooperation is going with the company itself, and they are given monthly reports about what has been done, how it is going and what will be done next.

Key points:

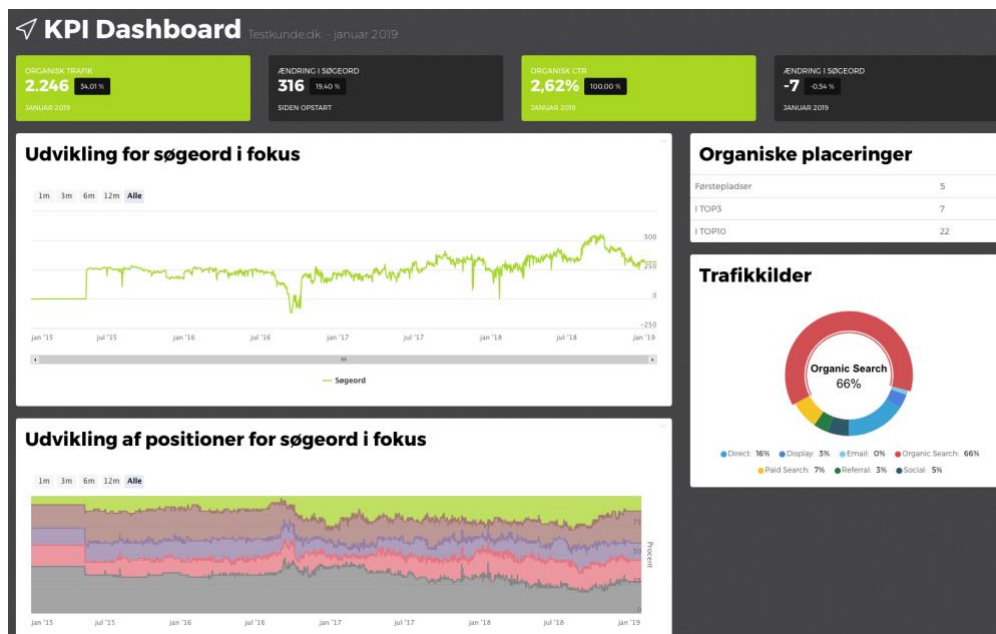
- Loads Key Performance Indicator data from multiple different API sources, mainly from different Google APIs, for example Analytics and Search Console.
- Built on Laravel Framework, hosted on a cloud server.
- Allows monitoring of clients website URLs for changed http codes, titles and texts, to catch as soon as possible any sudden issues that might happen.
- Allow going back in time to different months to see how the situation was at that month.
- Contains an internal framework/task management system to easily communicate to the client what tasks has been done.
- Graphs were done by using Highcharts javascript library.
- Separated to organic (google based traffic) and paid sections (adwords, bing, etc) – some clients only have organic, depending on the solution they have purchases at the company.
- Iterative process, constant changes and modifications over many years
- Massive amount of data that needed to be processed from multiple data sources, and needed to be optimized for storing in MySQL. Some APIs used as a direct data source for elements, others stored within the database itself for further analyzing and modifications.
- Using Laravel Horizon with Redis to run the queues as fast as possible, within the limitations of the different APIs.
- Caching done on individual block level, to allow faster load times for people, and easy refresh of data when needed.



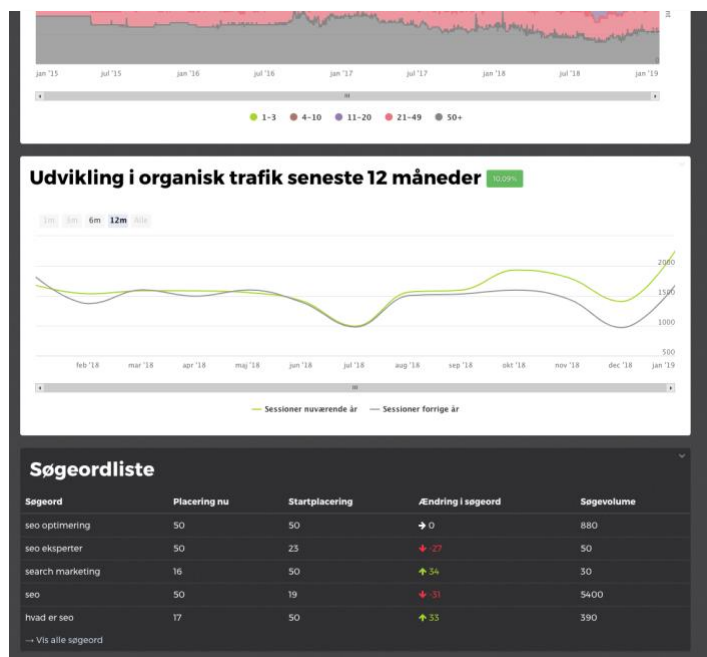
The main KPI page shows a lot of general information about the performance of the website. This data is updated every morning through the Google Analytics API. Some of the values are also shown with development compared to last year, for the same time period.



Below we show the most popular urls for the client based on traffic, and after that showing what tasks has been done within the past 30 days, taken from the internal framework, and through the API to the project management system that is in use.



One of the main KPIs that the system relies on is clients ranking for keywords in Google, which uses the Accuranker API, showing both how much there has been development for the keywords since the beginning, and another chart showing the volume of how many keywords are within what range of position.



Below them it shows the organic traffic for the past 12 months, taken from Google Analytics.

Søgeordliste

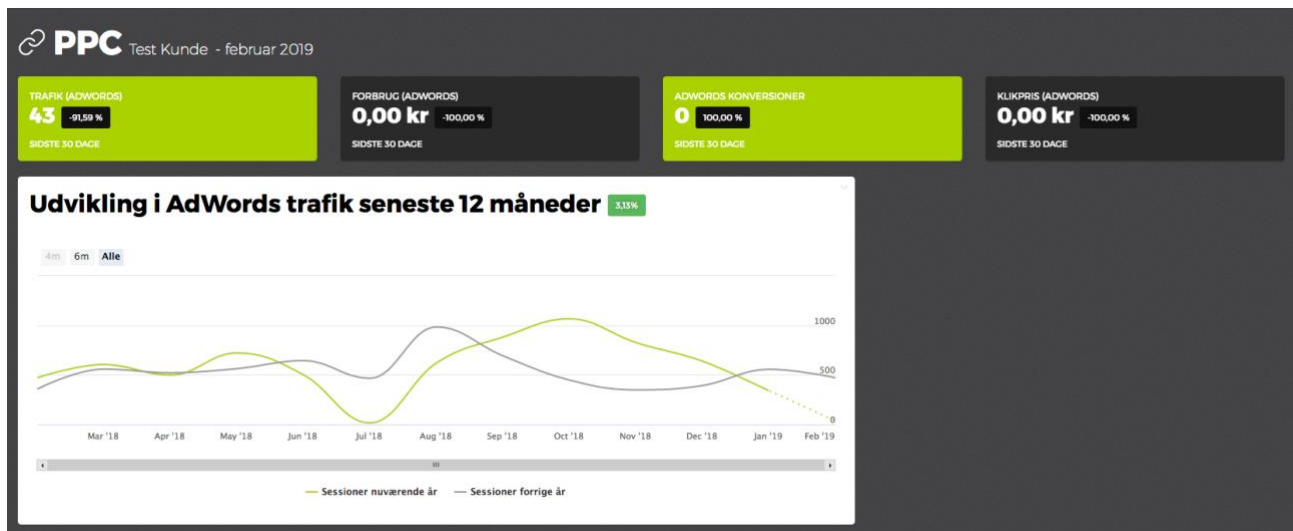
Søg

Søgeord	Placering nu	Startplacering	Ændring i søgeord	Søgevolum
adwords guide	1	13	↑ 12	20
adwords opsætning	1	30	↑ 29	20
effektiv seo	1	2	↑ 1	10
konverteringsoptimering	1	20	↑ 19	0
seo bureau Århus	1	5	↑ 4	20
konverteringsoptimering	2	50	↑ 48	770
seo workshops	2	50	↑ 48	20
adwords optimering	4	8	↑ 4	70
adwords rapport	4	5	↑ 1	10
adwords workshop	4	16	↑ 12	10
seo uddannelse	4	13	↑ 9	30
google adwords bureau	5	9	↑ 4	50
tag manager	5	50	↑ 45	880
seo Kolding	6	5	↓ 1	70
seo strategi	6	7	↑ 1	40
seo workshop	6	6	→ 0	20
adwords hjælp	8	10	↑ 2	50
digital strategi	8	50	↑ 42	210
seo bureau	8	5	↓ 3	320
adwords bureau	9	6	↓ 3	210
search bureau	10	1	↓ 9	10
search marketing bureau	10	3	↓ 7	10
hjælp til SEO	11	29	↑ 18	30
online markedsføring	13	50	↑ 37	480
seo løsning	14	4	↓ 10	10
adwords opsætning	15	32	↑ 17	10

The system also shows a list of keywords that has been worked on to be optimized and improved in search visibility, showing some basic information about them in a simple table. This information is updated daily through Accuranker API.



The organic CTR page had some bigger issues at the initial creation phase, because of the massive amount of data that is needed to be loaded from Google Search Console API, which meant that the system has to handle hundreds of requests every day to get all the new data for each client, and the database needed to be able to handle it. But now it handles it smoothly.



PPC page tells about the development in that area, taking data for Adwords, Bing, etc through the Google Analytics API – the system allowed setting of specific goals to be monitored, and shows different data depending if the client is a webshop or not.