

Lesson no. 6 – Setup Site Search

Set up site search

Another thing you can set up really quickly that will give you valuable data down the road is Site Search. This is for any website with a search box on it, like the search box at the top of the Moz Blog.

MOZ Products	Pricing Blog About	Sear	chQ [] Learn & Connect ** Log in
Blogs		Moz Blog	YouMoz Rand's Blog Dev Blog ?
First, run a search or	n your website. Then keep	the tab open. You wil	I need the URL momentarily.
	com/pages/search_results?q=schema]Q☆ 🛈 📚 W 🔿 🥀 🛦 🖫 🕖
NOZ Products	Pricing Blog About		Q [] Learn & Connect ** Log in
Filter Your Search	Search Results		
All of Moz Product Help	schema		× Search
Moz Q&A Forum 🗵	About 2,870 results (1.98 seconds)		
	s and a star a regard (rea seconday		
	Schema.org Structured Data - Learn Sf Schema.org (often called Schema) is a specific		dd to your HTML to improve the way your page is
	represented in https://moz.com/learn/seo/schema-structured-da	ta	
	An Introduction to Schema.o		
	Apr 29, 2015 These calls to actio pages stand out in https://moz.com/biog/markup-for-er		. Just like Schema.org markup for web pages helps web
Go to your Google A	nalytics Admin menu agai	n, and in the View colu	umn, click on View Settings.
Google Analytics	Home Reporting Customizat	on Admin	testtubebusiness@gmail.com 123buisiness.com - http://123buisines ▼ All Web Site Data
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Business	* 🔿 123buis	iness.com *	+ All Web Site Data *
Account Settin	gs 🗍 Pro	perty Settings	View Settings
www.dotnetinstitute.	co.in		Call us at - 011-4004 0815

Google Analytics



Scroll down until you see Site Settings and toggle it to On.

le Analytics Home F	Reporting Customization Admin	testtubebusiness@gmail.com 123buisiness.com - http://123buisines ▼ All Web Site Data
VIEW	Reporting View Settings	Copy view Move to Trash Ca
All Web Site Data *	Basic Settings	
View Settings	View ID 104013623	
User Management	View Name	
-	All Web Site Data	
Goals	Website's URL	
A Content Grouping	http:// + 123buisiness.com	
₩ Filters	Time zone country or territory	
Channel Settings	United States + (GMT-08:00) Pacific Time + Default page optional	
Ecommerce Settings		
PERSONAL TOOLS & ASSETS	Exclude URL Query Parameters optional	
퇴물 Segments		
Annotations	Currency displayed as ①	
Attribution Models	US Dollar (USD \$) -	
T- Custom Channel Groupings	Bot Filtering Exclude all hits from known bots and spiders	
Private Channel Groupings	Site Search Settings	
Custom Alerts	Site search Tracking optional ()	
Scheduled Emails		
C Shortcuts	Save Cancel	
#+ Share Assets		

Look back at your URL for your search results. Enter the query parameter (usually s or q) and click Save. On Moz, for example, the query parameter is q.

Google Analytics



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	Website's URL	
Content Grouping	http:// + 123buisiness.com	
▼ Filters	Time zone country or territory	
Thannel Settings	United States + (GMT-08:00) Pacific Time +	
	Default page optional (?)	
Ecommerce Settings		
PERSONAL TOOLS & ASSETS	Exclude URL Query Parameters optional	
≣ ≣ Segments		
Annotations	Currency displayed as 💿	
Attribution Models	US Dollar (USD \$) 👻	
Custom Channel Groupings	Bot Filtering Exclude all hits from known bots and spiders	
Private Channel Groupings	Site Search Settings	
Custom Alerts	Site search Tracking optional (2)	
Scheduled Emails	Query parameter	
D Shortcuts	Use commas to separate up to 5 parameters (case insensitiv	e)
#+ Share Assets	Strip query parameters out of URL ③	
	Site search categories optional	
	OFF	

This will allow Google Analytics to track any searches made on your website so you can learn more about what your visitors are looking for on specific pages.