ACHIEVE YOUR GOALS FASTER

Get more out of Google Analytics

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The Value of Analytics

Google Analytics is more than just numbers and stats. It tells the story of how people are interacting with your brand online — what they have questions about, what they're most interested in, who they are, and more.

Users come to your website for a few reasons only:

- To solve a problem or identify a pain point
- To find information that will help them make a more informed decision
- To take action and purchase a product or service that you might offer
- To find out more information about your organization as a whole

How can you position your website to be an effective tool for your organization and customers if you don't know what story your website may or may not be telling?

First, The Basics

How Google Analytics Works

- A piece of tracking code (with your unique analytics account number) gets added to every page of your site

- The code collects data about visitors that land on these pages

- This information is sent to your Analytics account (analytics.google.com) for viewing

- Within your Analytics dashboard, you can view, filter, and sort this data to better understand how people get to your site, what they're doing while they're there, and what content works (and what doesn't)!

A Brief Tour

While there's A LOT of info to be found in analytics, here are the main categories of information available:

Real-Time Reports:

This is live data — i.e., it's where you can find out how many people are on your site at this *very moment,* what they're doing, and where they came from. While fun to play with, you probably won't use this section very often.

Reports

⏱	**REAL-TIME**

Overview

Locations

Traffic Sources

Content

Events

Conversions

Overview

Create Shortcut BETA 🎓

Right now

5

active users on site

■ **DESKTOP**

100%

Pageviews
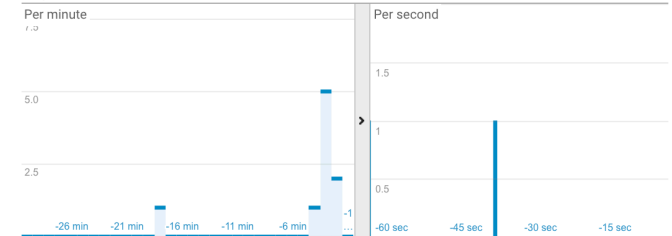
Top Referrals:

Source	Active Users ↓
There is no data for this view.	

Top Social Traffic:

Source	Active Users ↓
1. Facebook	1

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	1

Top Active Pages:

	Active Page	Active Users ↓	
1.	/	2	40.00%
2.	/our-people/	2	40.00%
3.	/2018/03/12/creating-content-marketing-strategy/	1	20.00%

Top Locations:
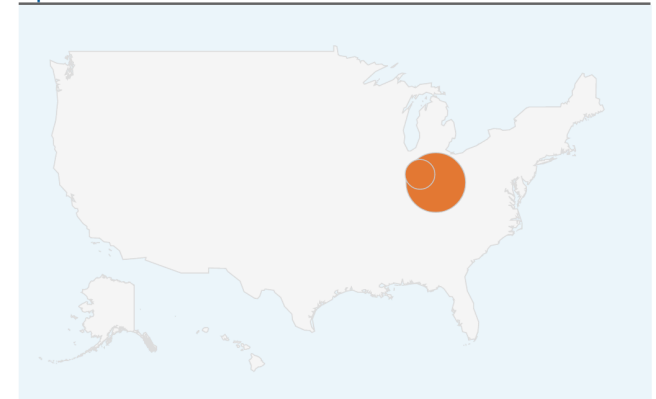
Audience Reports:

This category of reports is where you can find demographic, geographic, and behavioral information about the users on your site. (But be forewarned — some of these reports need to be turned on and require additions to the privacy policy on your site.)

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▶ Custom

▶ Benchmarking

Users Flow

Some fun reports here:

- Mobile vs. Desktop traffic
  (Audience > Mobile > Overview)

- Age of Visitors
  (Audience > Demographics > Age)*

- Geographic Location of Visitors
  (Audience > Geo > Location, then drill down into country and state as needed)

Users

1   74
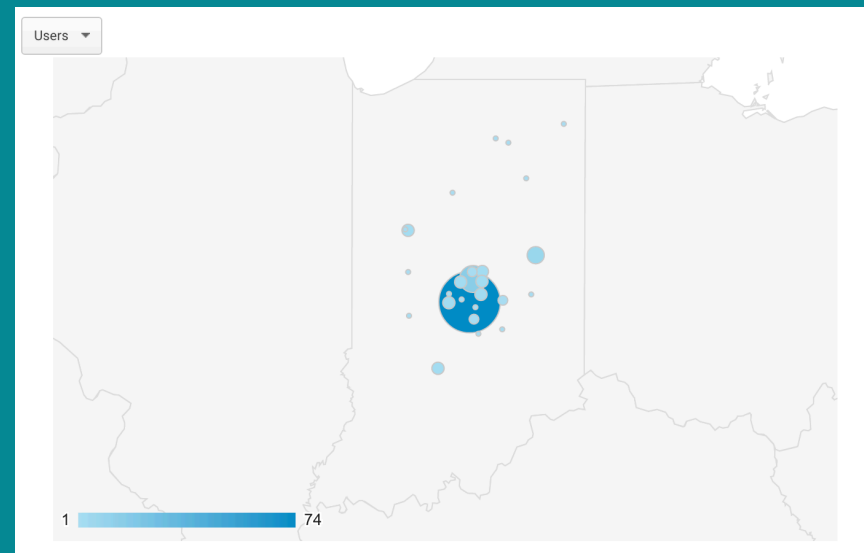
Acquisition Reports:

Go here to understand how you're acquiring your visitors, whether they're coming through search engines, paid advertising, social media, links, or other sources. This is also your source for specific campaign data.

⤳ **ACQUISITION**

Overview

▸ All Traffic

▸ AdWords

▸ Search Console

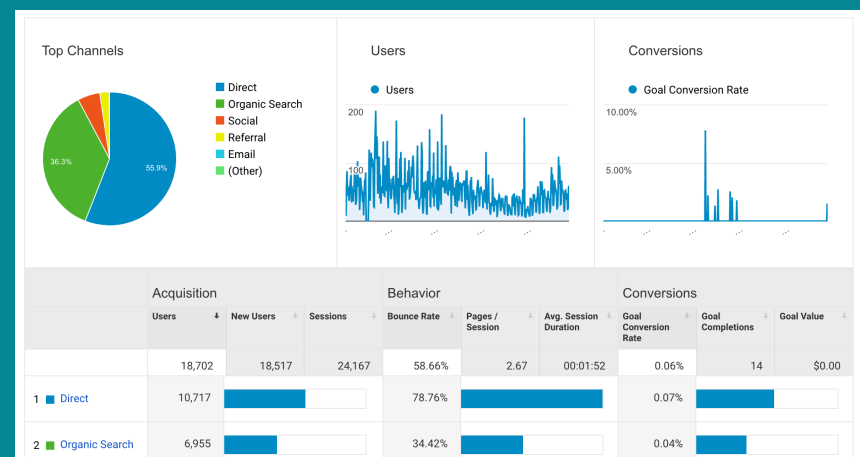▸ Social

▸ Campaigns

Some fun reports here:

- Overview Report
  (Acquisition > Overview)
- Traffic Sources
  (Acquisition > All Traffic > Channels)
- Organic Landing Pages
  (Acquisition > Search Console > Landing Pages)
- Traffic for Tagged Campaigns
  (Acquisition > Campaigns > All Campaigns)

Top Channels				Users				Conversions		
		Direct			● Users				● Goal Conversion Rate	
		Organic Search								
		Social								
36.3%	55.9%	Referral								
		Email								
		(Other)								

		Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		18,702	18,517	24,167	58.66%	2.67	00:01:52	0.06%	14	$0.00
1	Direct	10,717			78.76%			0.07%		
2	Organic Search	6,955			34.42%			0.04%		

Behavior Reports:

This is where you can find reports on the content on your site and how visitors are using it, whether it's your homepage, a blog post, or your site search function.

BEHAVIOR
Overview
Behavior Flow
▸ Site Content
▸ Site Speed
▸ Site Search
▸ Events
▸ Publisher
Experiments

Some fun reports here:

- Most Viewed Content
  (Behavior > Site Content > All Pages)

- Exit Pages
  (The pages from which a visitor is leaving your site)
  (Behavior > Site Content > Exit Pages)

- Event Tracking
  (If you have specific actions tagged with tracking code)

Event Action	Total Events
	875 % of Total: 100.00% (875)
1. Click on Login Button	657 (75.09%)
2. Click on Apply Now in Hero	133 (15.20%)
3. Click on Associates Learn More in Hero	34 (3.89%)
4. Click on Request Staff in Hero	12 (1.37%)
5. Submit Client Contact Form	12 (1.37%)
6. Click on LinkedIn Account	7 (0.80%)
7. Click on Clients Learn More in Hero	6 (0.69%)
8. Click on Instagram Account	4 (0.46%)
9. Click on Login in Top Nav	4 (0.46%)
10. Click on Facebook Account	2 (0.23%)

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Conversion Reports:

These are more advanced reports that require you to have set up goals or ecommerce tracking. These are perfect for when you have a specific conversion action you want people to take on your site, whether it's to sign up for an event, fill out a contact form, or make a purchase.

The Conversion Reports section lets you see not only how many people complete these goals, but it will give you information about the path they took to get there — the funnel.

CONVERSIONS

▶ Goals

▶ Ecommerce

▶ Multi-Channel Funnels

▶ Attribution

Our Favorite Analytics Reports
(and how to interpret them)

Traffic Sources (Acquisition > All Traffic > Channels)

Important To Know:

- The difference between Organic, Direct, Referral, Social, and other channels

- How to drill down to get more specific information about visitors through each channel

- How you can use traffic source data to influence your marketing strategy

Our Favorite Analytics Reports

Landing Pages (Behavior > Site Content > Landing Pages)

Important To Know:

- The difference between a "page" and a "landing page"
- How to interpret Behavior metrics (bounce rate, pages/session, avg. session duration)

Our Favorite Analytics Reports

Traffic By Device

Important To Know:

- This gives you some insight into how and with what devices that users are visiting your site

- With over 78% of searches being conducted on mobile device, it's important to ensure your content is performing on the tools your audience is using

Recommended Standard Reports

Audience Overview Reports:

A. Number of overall sessions

B. Percentage of new vs. returning sessions

C. Number of users

D. Number of page views

E. Average session duration

F. Bounce rate percentage

Recommended Standard Reports

Audience > Behavior > New vs. Returning
New vs. Returning

Audience > Technology
Browser and OS

Audience > Mobile > Device
Devices

Audience > Technology
Browser and OS

Acquisition > All Traffic
Channels

Acquisitions > All Traffic
Referrals

Acquisitions > All Traffic > Search Console
Queries (Keywords)

Behavior > Site Content
All Pages

Behavior > Site Content
Landing Pages

A Note on Search Console

Google's Search Console is a separate tool focused on your website's technical performance and SEO — but it integrates with Analytics and gives you valuable search engine data, including your average rankings and keywords that are driving impressions and clicks for your site.

If you don't have Google Search Console set up for your site (or don't know if you do), it's worth getting it going so you can start collecting data.

	Queries	Clicks ▼	Impressions	CTR	Position	
1	willow marketing indianapolis ⧉	8	104	7.69%	10.7	»
2	marketing companies indianapolis ⧉	6	256	2.34%	1.0	»
3	marketing agencies indianapolis ⧉	5	281	1.78%	1.0	»
4	marketing firms in indianapolis ⧉	5	244	2.05%	1.0	»
5	marketing firms indianapolis ⧉	5	369	1.36%	1.0	»
6	marketing companies in indianapolis ⧉	2	65	3.08%	1.0	»
7	marketing agencies in indianapolis ⧉	2	39	5.13%	1.0	»
8	indianapolis marketing companies ⧉	2	127	1.57%	1.0	»
9	marketing firm indianapolis ⧉	2	72	2.78%	1.0	»
10	ad agencies indianapolis ⧉	2	12	16.67%	1.4	»

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Step 1: Go to google.com/webmaster

Step 2: Enter the fully qualified domain name of the property that you want to claim.

Welcome to Search Console

Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps.
To get started, just add your site or app now.

| Website ▾ | https://www.example.com/ | ⓘ | ADD A PROPERTY |

Step 3: Verify that you own the website and have administrative privileges.

Search Console

Verify your ownership of **https://willowmarketing.com/.** Learn more.

Your Google Account will be recorded in Google's systems as an official owner of this property.
Note - your ownership information will be stored and be visible to other owners (both current and future).

Recommended method	Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

1. **Download** this HTML verification file. [google0e56e94a6a852db8.html]

2. **Upload** the file to https://willowmarketing.com/

3. **Confirm** successful upload by visiting https://willowmarketing.com/google0e56e94a6a852db8.html in your browser.

4. **Click** Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

Ways to Extend Tracking (Advanced)

Goals

Setting up custom goals in Analytics allows you to better track conversions (whatever a conversion means to your organization) and to put a monetary value to actions.

Why is this important? It allows you to quantify your content development and marketing efforts in a tangible and real way (ROI).

Ways to Extend Tracking (Advanced)

Example: If a lead is worth $9,000 to you, and 10 of your 600 visitors converted by filling out a contact form - Did you cover your $5,000 ad spend for the month?

- Potential Revenue: $90,000

- 4 users actually became customers: $36,000 Actual Revenue

- ROI: (Gain from Investment - Cost of Investment)/Cost of Investment

  - ($36,0000 - $5,000)/$5,000 * 100 = 620%

But how do you know the average value of a lead?

Example: **FIRST** Calculate your Average Closed Lead Value:

Total Revenue Generated From Closed Leads / Total Closed Leads) = Average Closed Lead Value

$500,000 / 10 = $50,000 Average <u>Closed</u> Lead Value

SECOND Calculate your Close Rate:

Number of Leads that became customers / Number of Leads = Lead Close Rate %

10 / 100 = .10 or 10% Lead Close Rate

LAST Calculate your Per Lead Value: Average Closed Lead Value x Lead Close Rate % = Per Lead Value

$50,000 x .10 = $5,000
The Average Lead Value for this example is $5,000

Ways to Extend Tracking

Google lets you set up several different types of goals:

Goal types

Goals fall into one of 5 types, listed in the table below:

Goal Type	Description	Example
Destination	A specific location loads	*Thank you for registering!* web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

from https://support.google.com/analytics/answer/1012040?hl=en

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Ways to Extend Tracking

Funnels

Funnels are a way to visualize how visitors are behaving on the site, specifically in regards to the goals you've set up. Funnels allow you to get really granular with your pathways to conversion, letting you track the steps a user takes to get to a conversion.

Campaign Tagging

Campaign tagging allows you to assign certain parameters to a link so that any visits through that link are grouped in Analytics. This is also called "UTM tracking." You might use this on any link you post on Twitter (so you can later see the traffic that came through that specific post or campaign), in an email, or on print materials you send to your audience.

Ways to Extend Tracking

Event Tracking

Event Tracking allows you to record specific actions that a user takes on your site, whether that's playing a video, clicking on a an external link, or clicking through a slider image. In this way, you can track a visitor's interaction with your content. As mentioned previously, these events can then be set up as goals and tracked more extensively throughout Analytics.

Example: Let's say you want to track a employee engagement video that your team placed on the homepage of the website. If we add event tracking, we can see not only how many people view the video, but how many watch 25%, 50%, 75%, or the entire thing.

Using Analytics for Continuous Improvement

Why should you be looking at Analytics regularly?

- To find and diagnose drops in traffic or technical issues quickly

- To identify content that needs to perform better

- To take advantage in a timely manner of new opportunities for additional marketing or promotion

- To keep your marketing strategy focused on results

  - Measure and track your marketing/campaign efforts

  - Look at your KPIs and other business-related metrics

A Few Examples...

Brehob saw a drop in traffic to a particular PDF that used to be popular. We discovered it had been de-indexed by Google, and we were able to resubmit it and get traffic back up.

Bunger & Robertson wasn't getting leads on their attorney services page. By digging into the analytics we discovered two things:

"Time on Page" was really low

- Explanation: When time on page is really low, it can mean either that people are finding what they were looking for very quickly, or that they can't easily find what they are looking for and leave the page out of frustration. In this case, we determined visitors weren't finding what they were looking for. Content needed to be revised.
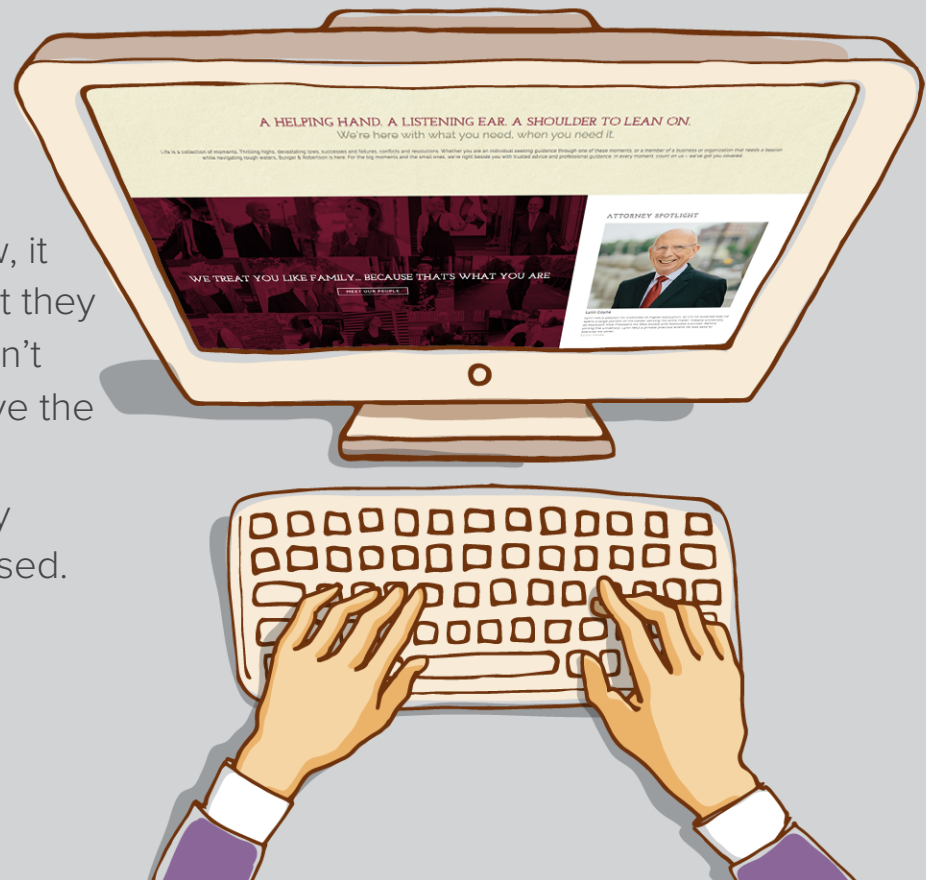
Users were getting distracted with other subtle call-to-actions

- Explanation: When users clicked the attorney's bio image, they were taken to the "Attorney" biography page, where they had no way to click a CTA. We needed to ensure CTAs were front and center on all relevant pages.
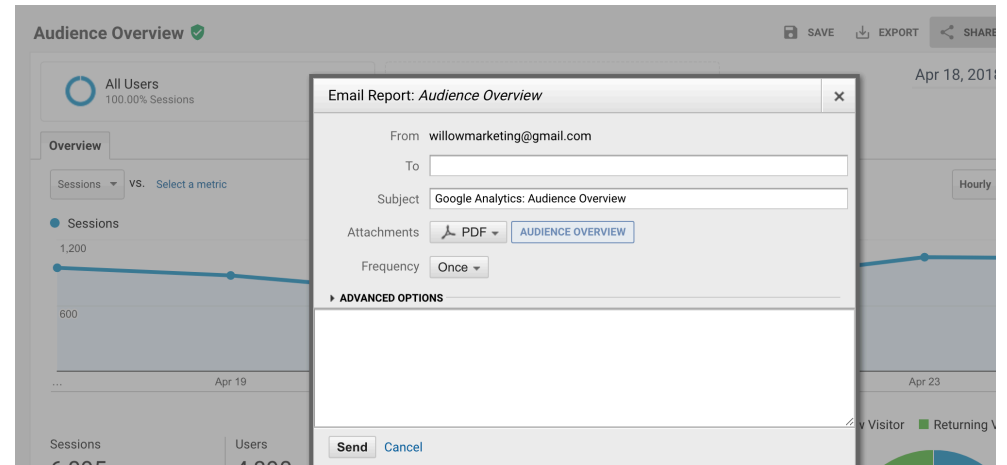
Ways to Make Getting Analytics Info Easy (Advanced)

Built-in Analytics Reporting Feature:

Send out reports using Analytics' built in feature—just make sure you train your team on how to interpret, and that you talk about them regularly to ensure people are processing the data.

Tip: There are many reporting templates you can download for Analytics so you don't have to build one from scratch, including ones provided by Google.

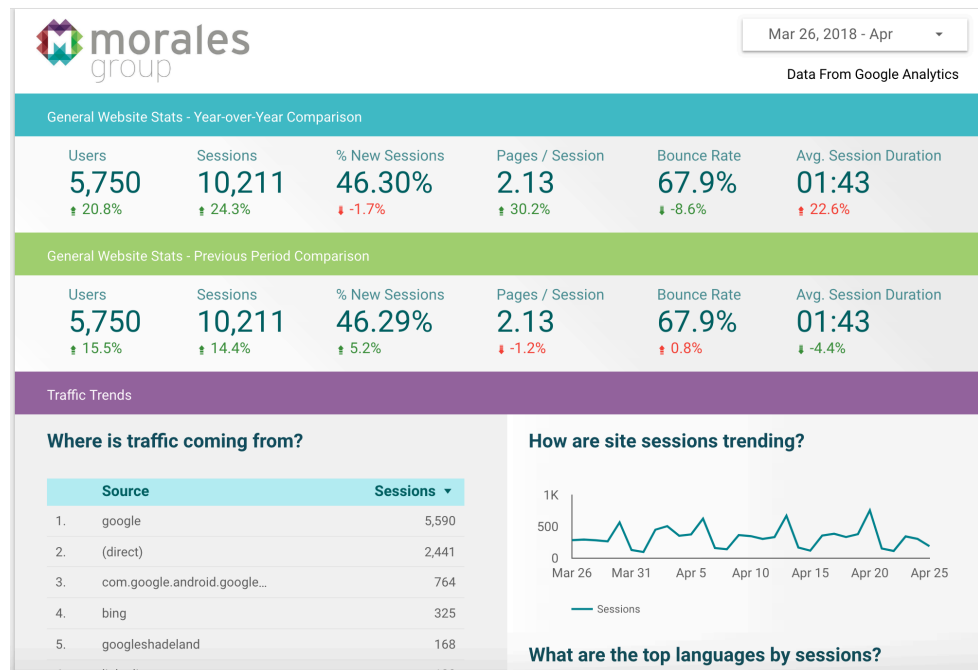(https://analytics.google.com/analytics/gallery/)

Ways to Make Getting Analytics Info Easy (Advanced)

Custom Dashboards:

Use Data Studio or another tool to create a dashboard specific to your goals.

Next Steps: 5 Actions You Can Take to Move Forward

- For Beginner-Level Users

- For Medium-Level Users

- For Expert-Level Users

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Questions?

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Thank You!