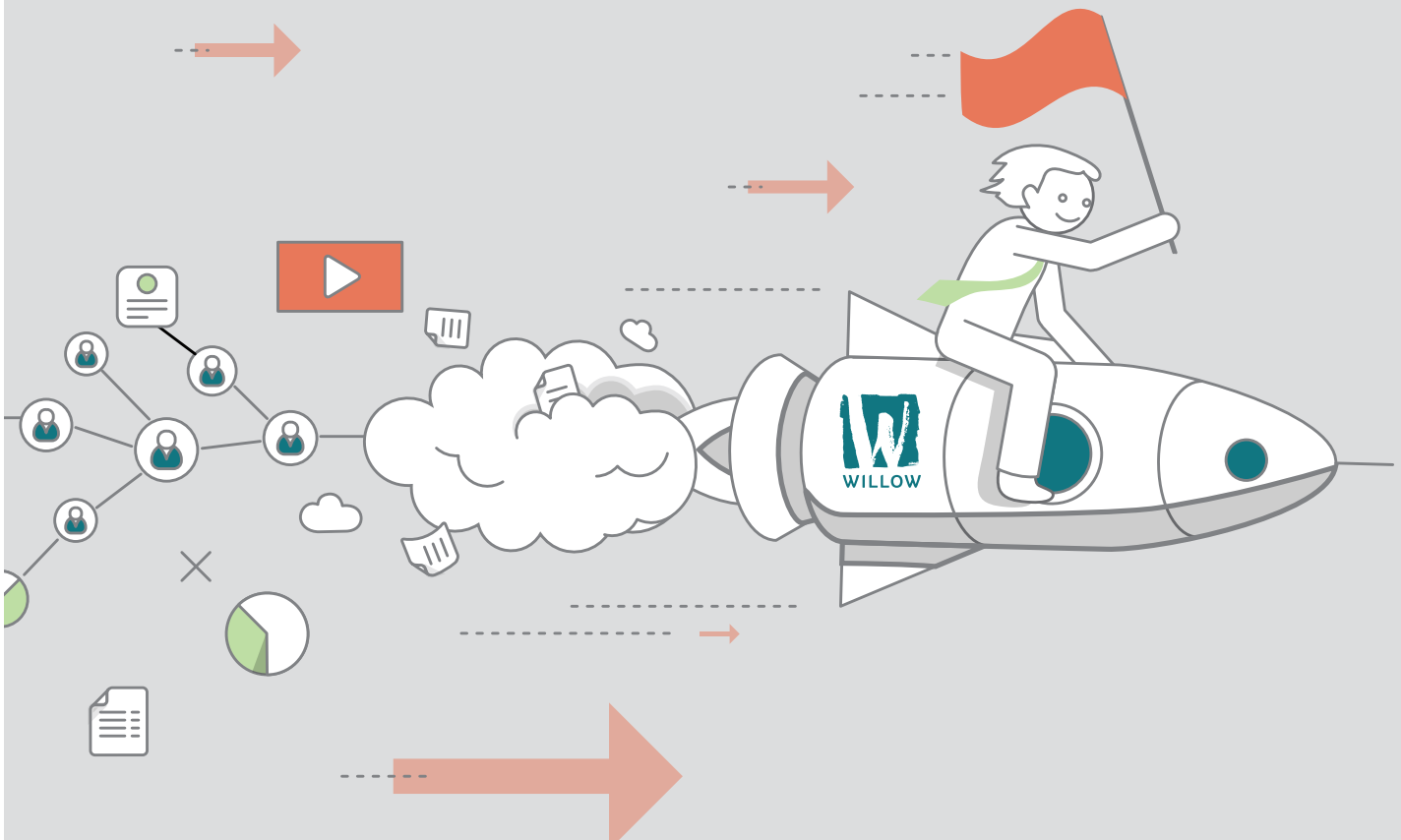




# TURN DATA INTO ACTIONABLE INSIGHTS

## Google Analytics Workshop



## Next Steps:

# 5 Actions You Can Take To Move Forward

Prepared by: Keyon Whiteside, Director Of Digital Services  
Haley Kuehl, Digital Strategist



## For Everyone

Having data isn't useful if you can't find an easy way to get it to the people who need it (and if you can't encourage people to look at it regularly). Whether it's an automated analytics report using the built-in reporting feature, an in-person weekly summary, or a Data Studio dashboard built by you (or Willow), find the method that best works for your organization to get data in front of your team.

## Do Your Homework!

### How to calculate the average value of a lead:

1. Calculate Your Average Closed Lead Value: (total revenue generated from closed leads/total closed leads) = average closed lead value

$$\text{\$500,000} / 10 = \text{\$50,000 Average Closed Lead Value}$$

$$\frac{\text{Total Revenue}}{\text{Total Closed Leads}} = \$ \text{Average Closed Lead Value}$$

2. Calculate Your Lead Close Rate: number of leads that become customers / Number of leads = lead close rate %

$$10 / 100 = .10 \text{ or } 10\% \text{ Lead Close Rate}$$

$$\frac{\text{\# Leads That Become Customers}}{\text{Number of Leads}} = \text{Lead Close Rate \%}$$

3. Calculate Your Per Lead Value: average closed lead value x lead close rate % = per lead value

$$\text{\$50,000} \times .10 = \text{\$5,000 Per Lead Value}$$

$$\frac{\text{Average Closed Lead Value}}{\text{Lead Close Rate \%}} = \$ \text{Per Lead Value}$$



## For Beginner-Level Users

The goal for beginner level analytics users is to get you use to using the tool and to gain an understanding of what your web traffic looks like.

1. Make sure you have Analytics on your site and that you're able to log in.
2. Get use to logging in. Choose a time every week or so to spend 30 minutes exploring a particular report.
3. Become familiar with where your traffic is coming from. Do you get more traffic from search engines or through links? Is social media driving people to your site? If so, which platforms? ([Acquisition > All Traffic > Channels](#))
4. Become familiar with the content your visitors use the most. Which pages are most popular? Are they what you'd expect? ([Behavior > Site Content > All Pages](#))
5. Identify any opportunities for increasing traffic or engagement. It may be that you see a potential partnership in your referral links, or that a particular piece of content is well-liked and should be promoted more. Whatever the opportunity is, ensure you're taking data and converting it to action.



## For Medium-Level Users

The goal for medium-level Analytics users is to understand not just where your traffic is coming from, but how it's behaving on your site.

1. Look at your most popular landing pages and identify which pages have poor engagement metrics (**bounce rate, pages/session, avg. session duration**). What can you do to better engage traffic that comes through these pages? (**Behavior > Site Content > Landing Pages**)
2. Look at engagement metrics for mobile vs. desktop traffic for your most popular landing pages. Do you see significant differences that might point to issues with the experience for either traffic segment? (**Audience > Mobile > Overview, then select "Landing Page" as a Secondary Dimension in the dropdown menu**)  
**Note:** It's common for mobile traffic to be less "engaged" than desktop, so don't be surprised if you notice a slight difference. But if the difference is extreme, it could point to issues with your mobile experience.
3. Do you have visitors who speak a variety of languages? If so, are they getting the best experience out of your site? Take a look at the language report and see if bounce rates, pages/session, or avg. session duration are lower than average for any particular language groups. (**Audience > Language**)  
**Note:** If you're not sure which language is which based on the ISO codes Google uses, visit [http://www.loc.gov/standards/iso639-2/php/code\\_list.php](http://www.loc.gov/standards/iso639-2/php/code_list.php).
4. How does your site compare with other similarly-sized sites in your industry? Use Google's Benchmarking to compare yourself to other sites in terms of Channels, Location, and Devices. (**Audience > Benchmarking, then specify an Industry/Vertical and Size by Daily Sessions in the dropdowns at the top — if you don't agree with what Google automatically chooses for you**)
5. If you haven't turned it on already, turn on the Analytics Demographics feature. This will allow you to see general information on the age, gender breakdown, and interests of your visitors.  
**Note:** The Demographics feature requires that you update your privacy policy to let visitors know you're collecting this data.



## For Expert-Level Users

The goal for expert-level Analytics users is to implement advanced tracking that supports your organization's unique business goals.

1. Add event tracking to any specific actions you want to track, including clicks on external links (**like your Twitter profile, or a link to your partner site on another domain**), video views, and specific button clicks.  
**Note:** You can add event tracking by adjusting the code directly on the page, or you can use Google Tag Manager to do so without extensive coding.
2. Decide what goals you want to track. How will you know your website is successful? Use this information to set up Analytics Goals. (**Admin > Goals under "View" > + New Goal**)  
**Note:** Depending on the nature of your goals, this might involve some of the events you just set up. It might also involve views of a certain page or other metrics.
3. Set up funnels for your goals. This will allow you to specify the steps visitors typically take to get to a conversion, then you'll be able to see whether visitors are taking each of these steps or if they're skipping or dropping out of the funnel.  
**Note:** Funnels can be set up for each goal by selecting the "Funnel" option within goal setup.
4. Assign a monetary value to your goals. If you know on average how much a conversion is worth to your organization, you can begin to identify your ROI for certain content or marketing initiatives.  
**Note:** Monetary value can be set up for each goal by selecting the "Value" option within goal set up.
5. Ensure you're using campaign tracking on any specific marketing campaigns you'll want to track in Analytics. You can add UTM parameters using Google's Campaign URL Builder at <https://ga-dev-tools.appspot.com/campaign-url-builder/> (**for just Google "Campaign URL Builder"**), then view the results in Analytics at Acquisition > Campaigns > All Campaigns.



Examples:

- You're pushing out a social media campaign around a new series of blog posts. Using UTM tracking on each of the links you use on Facebook, Twitter, and LinkedIn, you can track any resulting visits by the specific social post or blog content.
- You're sending a flyer to encourage people to sign up for your yearly conference. By including a UTM link in the flyer (**hidden in a URL shortener**), you can track the visits that come from this print material.

## Recommended Standard Reports

### Audience Overview Report:

- |                                 |                          |
|---------------------------------|--------------------------|
| # of overall sessions           | # of Pageviews           |
| % of new vs. returning sessions | Average session duration |
| # of users                      | Bounce rate %            |

### Audience > Behavior > New vs Returning

New vs Returning

### Audience > Technology

Browser and OS

### Acquisition > All Traffic

Channels

### Audience > Mobile > Overview

Overview

### Acquisition > All Traffic

Referrals

### Audience > Mobile > Device

Devices

### Acquisition > All Traffic>Search Console

Queries (keywords)

### Behavior > Site Content

All Pages

### Behavior >Site Content

Landing Pages

**NEED HELP?** That's what we're here for. Let us know what questions you have.

Keyon Whiteside, Director Of Digital Services, [keyon@willowmarketing.com](mailto:keyon@willowmarketing.com)

Haley Kuehl, Digital Strategist, [haley@willowmarketing.com](mailto:haley@willowmarketing.com)