

Beginner Google Analytics


Visit Estes Park 2017

Tyler Brooks - Analytive
tyler@analytive.com




“Would you tell me, please,
which way I ought to go from
here?” asked Alice.

“I don't much care
where,” said Alice.



“That depends a good deal on
where you want to get to,” said
the Cat.



“Then it doesn't matter
which way you go,”
said the Cat.

Good ROI (Return on Investment)

Marketing is an investment

It only becomes an expense when you don't get a return (or you don't know what that return is).

Who I am?

Tyler Brooks

Founder // Analytivate

MBA and BA in Entrepreneurship

Google Analytics Trainer and Consultant

Analytics = Measurement

Why Do We Use Analytics?

- We want to understand user behavior
- Analytics allows us to experiment rather than guess
- Analytics helps us optimize virtually everything

Tell the Analytics Story

Ultimately, the data needs to help you understand your users, their behavior, and how you can help them find what they are looking for.

The Number One Thing Wrong with Your Analytics Setup

You don't use goals!

Micro and Macro Conversions

Macro

- Make a purchase
- Visit a store
- Sign up to volunteer
- Download a coupon
- Make a donation
- Book a room


Micro

- Sign up for an email list
- Engage on social media
- Watch a video
- Download a whitepaper


Macro

- Make a purchase
- Visit a store
- Sign up to volunteer
- Download a coupon
- Make a donation
- Book a room

**Your analytics
should track
these!!!!!!**



Micro

- Sign up for an email list
 - Engage on social media
 - Watch a video
 - Download a whitepaper
- 

Why Google Analytics?

- Incredibly powerful
- It's FREE!!!
- Lots of discussion and documentation
- Connects with other Google accounts (AdSense, AdWords, Webmaster Tools)

Data Collection

- URL
- Browser information
- Referring source
- Ecommerce data

Data Reporting

- Access at google.com/analytics
- Powerful UI and simple to use
- Allows us access to the data without knowing programming
- Can export the data into CSV files to work in Excel

Checklist:

1. Install Code
2. Set Up Goals
3. Review Reports

1. Installing Google Analytics



Installing the Code

```
25 <script>
26
27   (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
28     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
29     m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
30
31     })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
32
33     ga('create', 'UA-39861657-1', 'mixcademy.com');
34
35     ga('send', 'pageview');
36
37
38
39
40
41
42
43 </script>
```

The Code Must Be on Every Page
on Your Website

2. Setting Up Goals



Macro

- Make a purchase
- Visit a store
- Sign up to volunteer
- Download a coupon
- Make a donation
- Book a room

Micro

- Sign up for an email list
- Engage on social media
- Watch a video
- Download a whitepaper

You can track:



Webpage
Visited



Clicks and
Actions



E-commerce
Revenue

3. Reviewing Reports



We want insights!



Top 4 Reports for Small Businesses

- Audience Overview
- Acquisition -> All Traffic -> Source/Medium
- Behavior -> Site Content -> Landing Pages Report
- Conversions -> Goals Overview

How to Use VEP

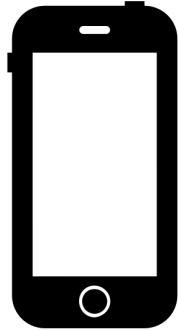
Where users coming from?



Search
Ads
Social Media



What do they do on the site?



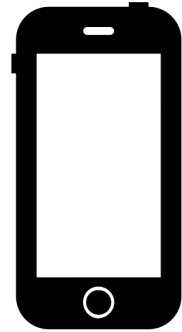
Sign-Ups
Donation
Volunteer



How do we build a digital relationship?



Where users coming from?



How do we build a digital relationship?



What do they do on the site?

Sign-Ups
Book
Volunteer





VisitEstesPark.com is a lead gen tool.



You need to capture the leads!



Best Ways to Capture Leads:

- Email
- Social Media
- Coupons/Specials/Discounts

Then nurture those leads to
become customers.

Nurturing Leads Means Providing
Value

Measuring \$\$\$



CPC = Cost Per Click

CPA = Cost Per Acquisition

Measuring ROI

Customer Acquisition Cost

Total Marketing budget

Number of Customers

$$\$12,000/100 = \$120$$

Revenue Per Customer

Total Revenue

Number of Customers

$$\$15,000/100 = \$150$$



Lather, rinse, repeat... as needed



That's all Folks!

Tyler Brooks
tyler@analytive.com



Newsletter:
analytive.com/email



Training:
analytive.com/GA

