

Google **ANALYTICS**

Geek Speak for the
Technically Meek

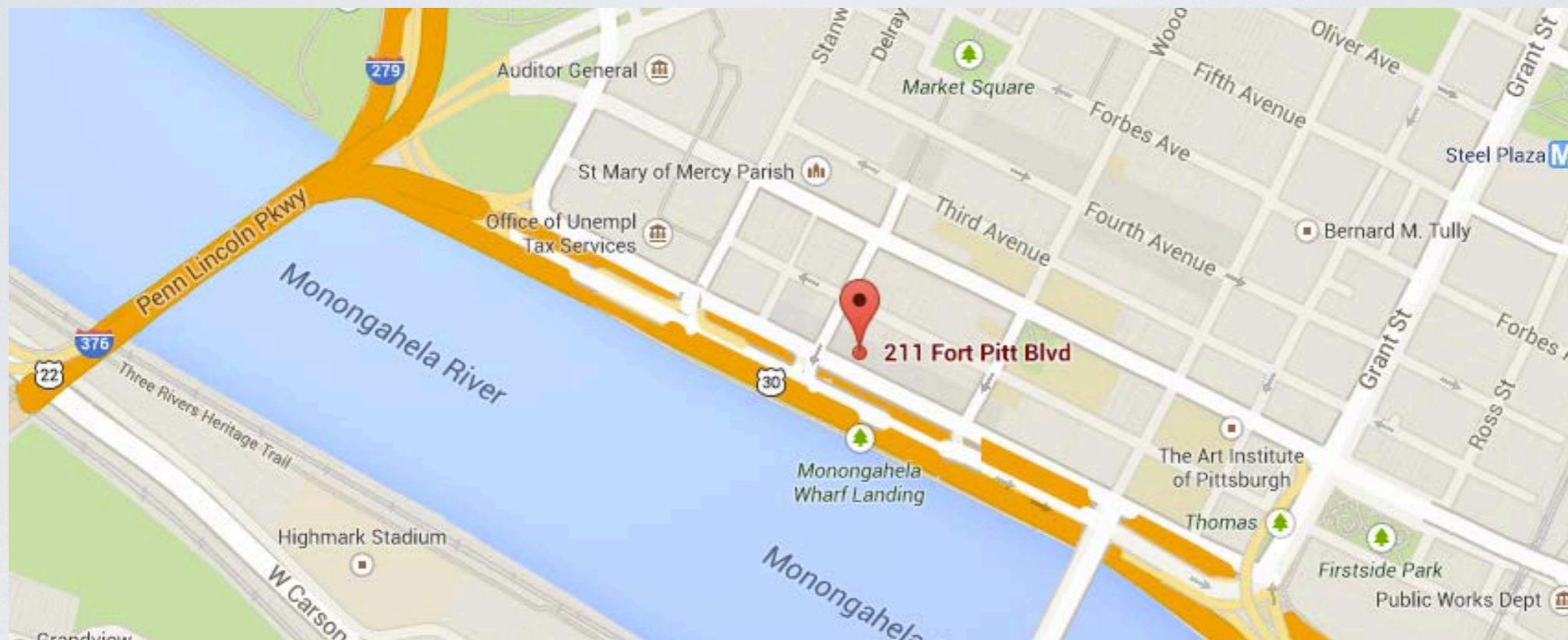
ABOUT ME

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[@pixelfumes](#)
www.garrisonhughes.com



ABOUT GARRISON HUGHES



Responsive Website Design and Development, **Mobile Development**, WordPress, **Touchscreen Kiosks**, Banner Ads, **Analytics**, Direct Mail, **Billboards**, Magazine Ads, **Annual Reports**, Video Production, **Research**, Custom Facebook Apps, **Infographics and More!**

YES, I'M A GEEK

Languages I normally speak:

- HTML 5
- JavaScript
- CSS
- PHP
- Responsive Web Design



ON THE AGENDA

- What are Google Analytics?
- How can they help me?
- How do I get started?
- Understanding the basics.
- Some helpful techniques.



BEFORE WE GET STARTED

WHAT'S THE GOAL FOR OUR WEBSITE

- Selling a product
- Lead generation
- Awareness



WHAT ARE GOOGLE ANALYTICS?

TWO OFTEN INTERCHANGEABLE DEFINITIONS:

- Programming code inserted into your website
- A website created by Google that allows you to see the results of people interacting with your website.

WHAT ARE GOOGLE ANALYTICS?

PROGRAMMING CODE INSERTED INTO YOUR WEBSITE

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-42800090-1']);
  _gaq.push(['_trackPageview']);
  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```


WHAT ARE GOOGLE ANALYTICS?

PROGRAMMING CODE INSERTED INTO YOUR WEBSITE

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-42800090-1']);
  _gaq.push(['_trackPageview']);
  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```


WHAT ARE GOOGLE ANALYTICS?

A WEBSITE
CREATED BY
GOOGLE

<http://www.google.com/analytics/>

The screenshot shows the Google Analytics interface for the website 'Garrison Hughes .COM'. The main heading is 'Audience Overview' for the period 'Sep 8, 2013 - Oct 8, 2013'. The left sidebar contains navigation options: 'MY STUFF' (Dashboards, Private, My Dashboard, New Dashboard), 'Shortcuts' (Overview), 'Intelligence Events', and 'STANDARD REPORTS' (Real-Time, Overview, Locations, Traffic Sources, Content, Events BETA, Conversions BETA). The main content area features an 'ANALYTICS EDUCATION' section with three items: 'Introduction to Audience Analysis', 'Compare mobile conversion rates', and 'Target profitable geographic areas'. A callout box explains that Audience Reports provide insight into demographics and user mix. Below this, a chart shows '% of visits: 100.00%' with a bar for 'Visits' at 80. The interface includes a search bar, navigation tabs (Reporting, Customization, Admin, Help), and a top navigation bar with user information and account links.

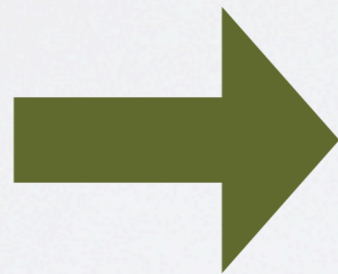
HOW CAN THEY HELP ME?

SEE WHO'S USING YOUR WEBSITE:

- Determine how users are viewing your site (mobile, desktop, etc.).
- See the flow that users take when clicking through pages within your site.
- Get a geographic view of where users are coming from. (Even down to city level)
- See if your social media campaigns are paying off.
- See if your “micro conversions” are resulting in “goal conversions”.

STARTING AT THE BEGINNING

WE'RE GOING TO ASSUME YOU ARE COMPLETELY NEW TO THIS...



HOW DO I GET STARTED?

USING YOUR GOOGLE ACCOUNT

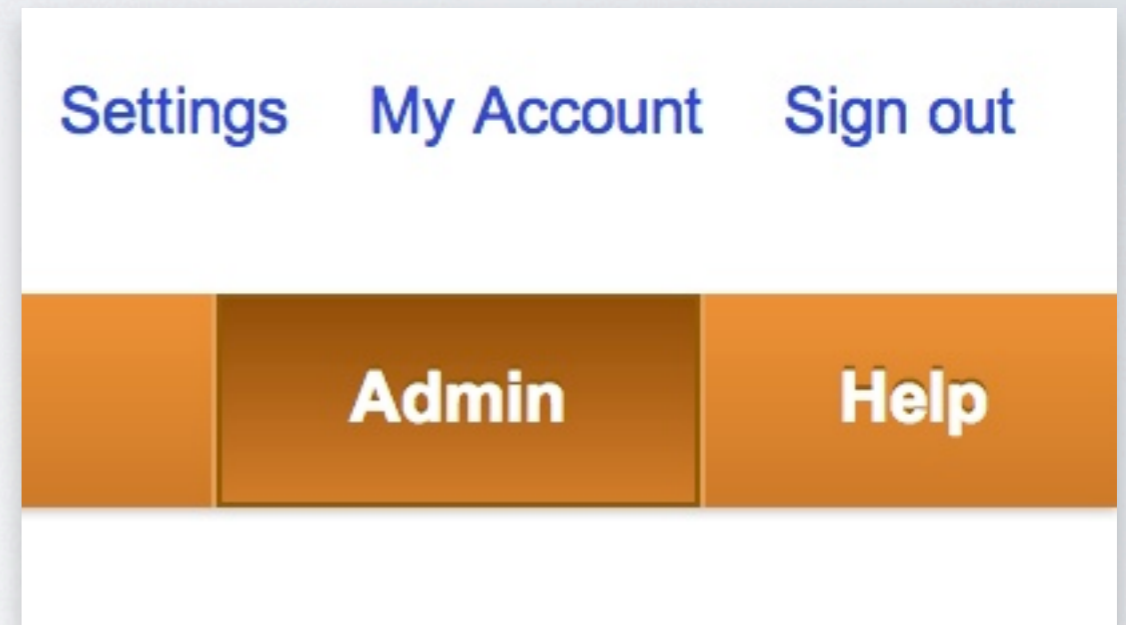
- Do you have a GMail account?
If so, you're probably set!
 - You **MIGHT** want to think about creating a new one for work though.
- Signup for a free Google Account
(<https://accounts.google.com/SignUp>)



HOW DO I GET STARTED?

SIGN IN

- Visit www.google.com/analytics/
- Not the most user friendly site
- Once logged in, press the Admin button.



HOW DO I GET STARTED?

CREATING A NEW ACCOUNT WITHIN GOOGLE ANALYTICS

The screenshot shows the Google Analytics interface for a user named 'Community Life'. The top navigation bar includes a home icon, a globe icon, and the text 'Community Life - http://www.commlife.org/ All Web Site Data'. Below this, there are tabs for 'Reporting' and 'Customization'. The main content area is titled 'Administration Community Life'. It is divided into two columns: 'ACCOUNT' and 'PROPERTY'. The 'ACCOUNT' column has a dropdown menu set to 'Community Life' and a search bar. Below the search bar is a table of accounts with columns for account name and ID. The 'PROPERTY' column has a dropdown menu set to 'Community Life' and a list of property settings options.

ACCOUNT	PROPERTY
Community Life	Community Life
Garrison Hughes	Property Settings
Massaro	User Management
PNC	.js Tracking Info
Thermo-Twin Windows	Remarketing
UPMC	Dd Custom Definitions
www.schneiderdowns.com	Social Settings

- If this is your first time here, you'll need to create an account (likely your company name).
- Accounts can contain multiple web properties.

HOW DO I GET STARTED?

CREATING A NEW ACCOUNT WITHIN GOOGLE ANALYTICS

New Account

What would you like to track?

Web site
 Mobile app

Select a tracking method

Features	<input checked="" type="radio"/> Universal Analytics <small>BETA</small>	<input type="radio"/> Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (AdSense, Content Experiments, DFA, Remarketing)	Coming soon	✓

- You'll most likely be doing this for your website.
- You might as well stick with Universal Analytics even though it's "Beta".

HOW DO I GET STARTED?

CREATING A NEW ACCOUNT WITHIN GOOGLE ANALYTICS

Setting up your account

Account Name
Accounts are the top-most level of organization and contain one or more tracking IDs.

Garrison Hughes

Setting up your property

Website Name

Garrison Hughes .com Website

Web Site URL

http:// www.garrisonhughes.com

Industry Category ?

Computers and Electronics

Reporting Time Zone

United States (GMT-05:00) Eastern Time

- Account Name could be your company name.
- Website name will likely be the name of the website we want analytics for.
- The URL will be the address of the website we are tracking.

HOW DO I GET STARTED?

YOU'RE A

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region of residence.

United States ▼

GOOGLE ANALYTICS TERMS OF SERVICE

These Google Analytics Terms of Service (this "*Agreement*") are entered into by Google Inc. ("Google") and the entity executing this Agreement ("*You*"). This Agreement governs Your use of the standard Google Analytics (the "*Service*"). BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON BEHALF OF, AND BIND TO THIS AGREEMENT, THE OWNER OF THIS ACCOUNT. In consideration of the foregoing, the parties agree as follows:

1. Definitions.

"*Account*" refers to the billing account for the Service. All Profiles linked to a single Property will

I Accept

I Do Not Accept

HOW DO I GET STARTED?

DEEP BREATH, ALMOST THERE!

The screenshot shows the Google Analytics interface for the property 'Garrison Hughes .com W...'. The left sidebar contains a navigation menu with the following items: Property Settings, User Management (highlighted), .js Tracking Info, Tracking Code (highlighted), Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List, Remarketing, and Custom Definitions. The main content area displays the Tracking ID 'UA-44741501-1' and the website tracking information. Below this, there is a warning that the tracking code can be used on the domain or its sub-domains, and a link to a cross-domain tracking guide. At the bottom, the tracking code is provided in a code block, with a bold instruction to copy and paste it into every page to be tracked.

PROPERTY
Garrison Hughes .com W...

Property Settings

User Management

.js Tracking Info

Tracking Code

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Remarketing

Custom Definitions

Tracking ID
UA-44741501-1
Website tracking

This tracking code can be used on garrisonhughes.com or any garrisonhughes.com sub-domain (www.garrisonhughes.com, blog.garrisonhughes.com, etc.).

To track visitors across other domains you own (garrisonhughes.uk and garrisonhughes.cn, etc.), please refer to the [cross-domain tracking guide](#).

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-44741501-1', 'garrisonhughes.com');
ga('send', 'pageview');

</script>
```


HOW DO I GET STARTED?

GETTING IT ON YOUR SITE: IT'S NOT TOO HARD

- You need server access to your website's code.

We need to get that scary bunch of code I showed earlier into your web page.

- Wait, how the heck do I do that?

Ask your friendly web developer to add the code to the website. It should take them **15 minutes tops.**

HOW DO I GET STARTED?

GETTING IT ON YOUR SITE: IT'S NOT TOO HARD

- I use WordPress or [Insert some other CMS here].

Great! It might already be in there. If not, there are a ton of “plug-ins” that are free and can help.

FINALLY! CAN I USE IT NOW?!

HONESTY

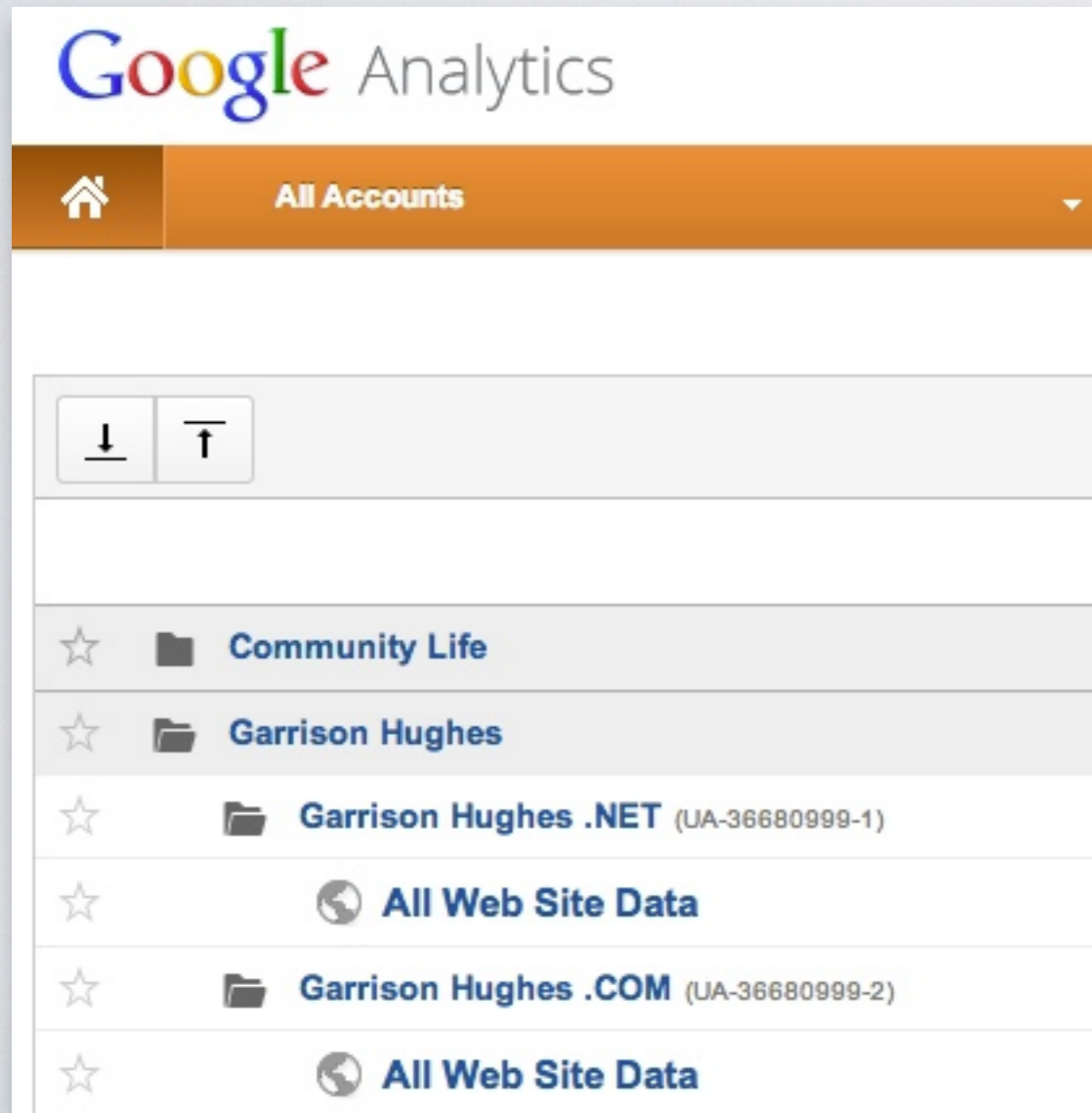


**FOR THOSE WHO HAVE USED
GOOGLE ANALYTICS...**

**HOW MANY OF YOU JUST GO IN
THERE AND CLICK AROUND?**

HOW DO I GET STARTED?

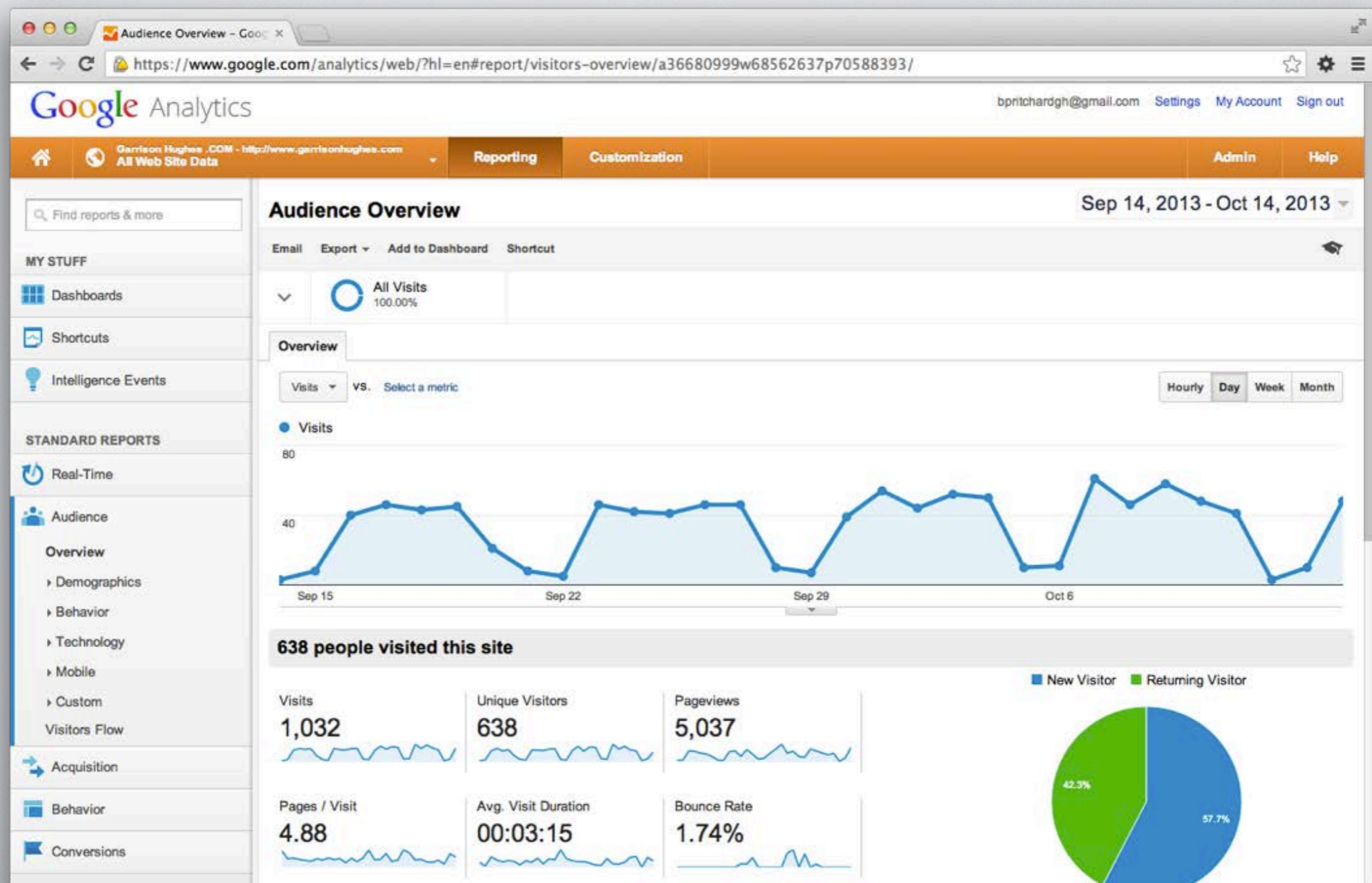
VIEWING YOUR DATA: SOME THINGS TO KEEP IN MIND



- You won't have any data initially.
- The data is usually about one day behind.

UNDERSTANDING THE BASICS

SOME GREAT DATA RIGHT OUT OF THE BOX



UNDERSTANDING THE BASICS

VISITS



- See the amount of traffic coming to your site everyday.
- Great for determining if other media campaigns were successful at driving traffic to your website.

PNC: FIND FRANK'S WALLET

A CASE STUDY

facebook

Email or Phone Password Log In

PNC Virtual Wallet Find Frank's Wallet PNC BANK Like

FIND FRANK'S WALLET

this is frank
he's slightly forgetful

he lost his wallet. you can help him find it. \$5,000¹ could be yours.

apply for PNC Virtual Wallet Student
Don't be like Frank. We can help you stay on top of your money with the easy-to-use tools of Virtual Wallet Student®.

watch the video and enter to win
Frank's wallet is somewhere in his dorm. When you find it, click on the location below and enter for a chance to win \$5,000.

- Under the bed
- In the dresser
- On the desk

VirtualWallet STUDENT by PNC BANK APPLY NOW

find me in the video

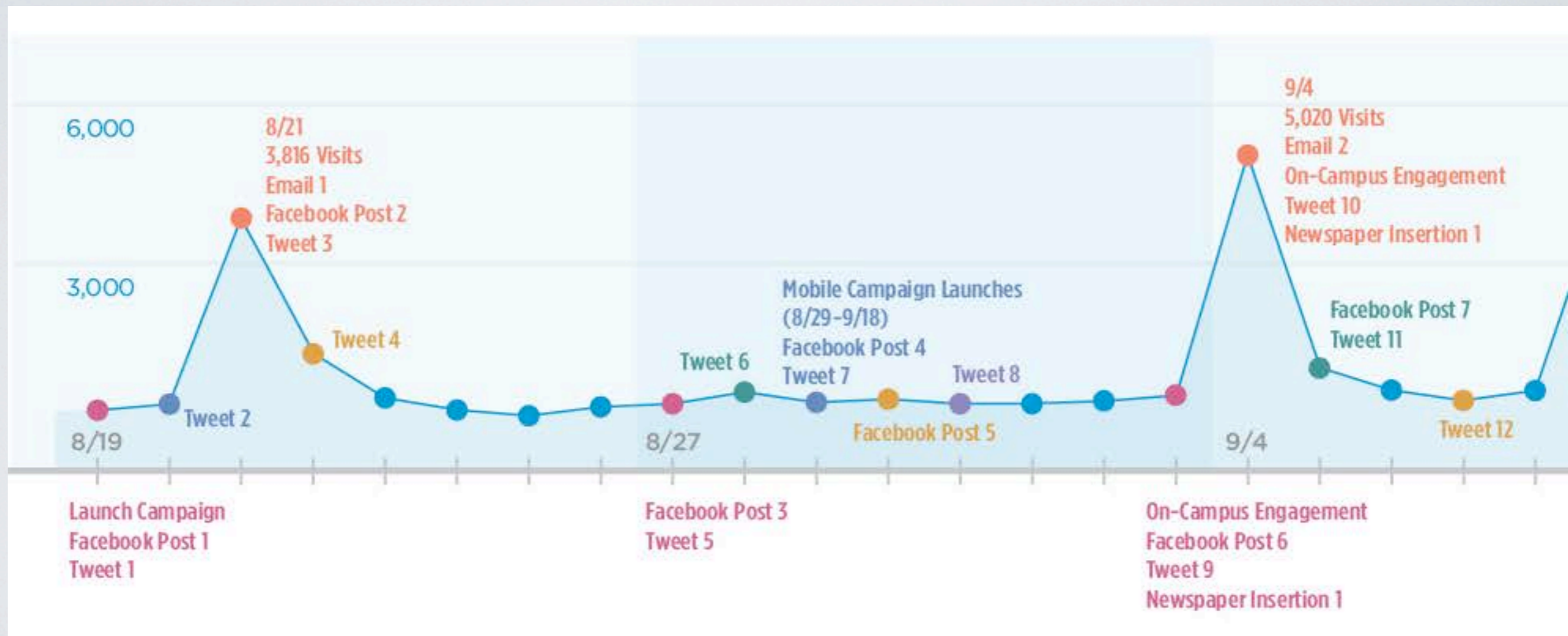
PNC: FIND FRANK'S WALLET

A CASE STUDY

- On campus street teams
- Dedicated website
- Custom Facebook application
- Email campaigns
- Twitter campaign
- Mobile advertising
- Newspaper insertions

UNDERSTANDING THE BASICS

MEDIA CAMPAIGN CASE STUDY: PNC-FIND FRANK'S WALLET



Tweet 1
Facebook Post 1
Launch Campaign

Tweet 2
Facebook Post 2

Newspaper Insertion 1
Tweet 3
Facebook Post 3
On-Campus Engagement

UNDERSTANDING THE BASICS

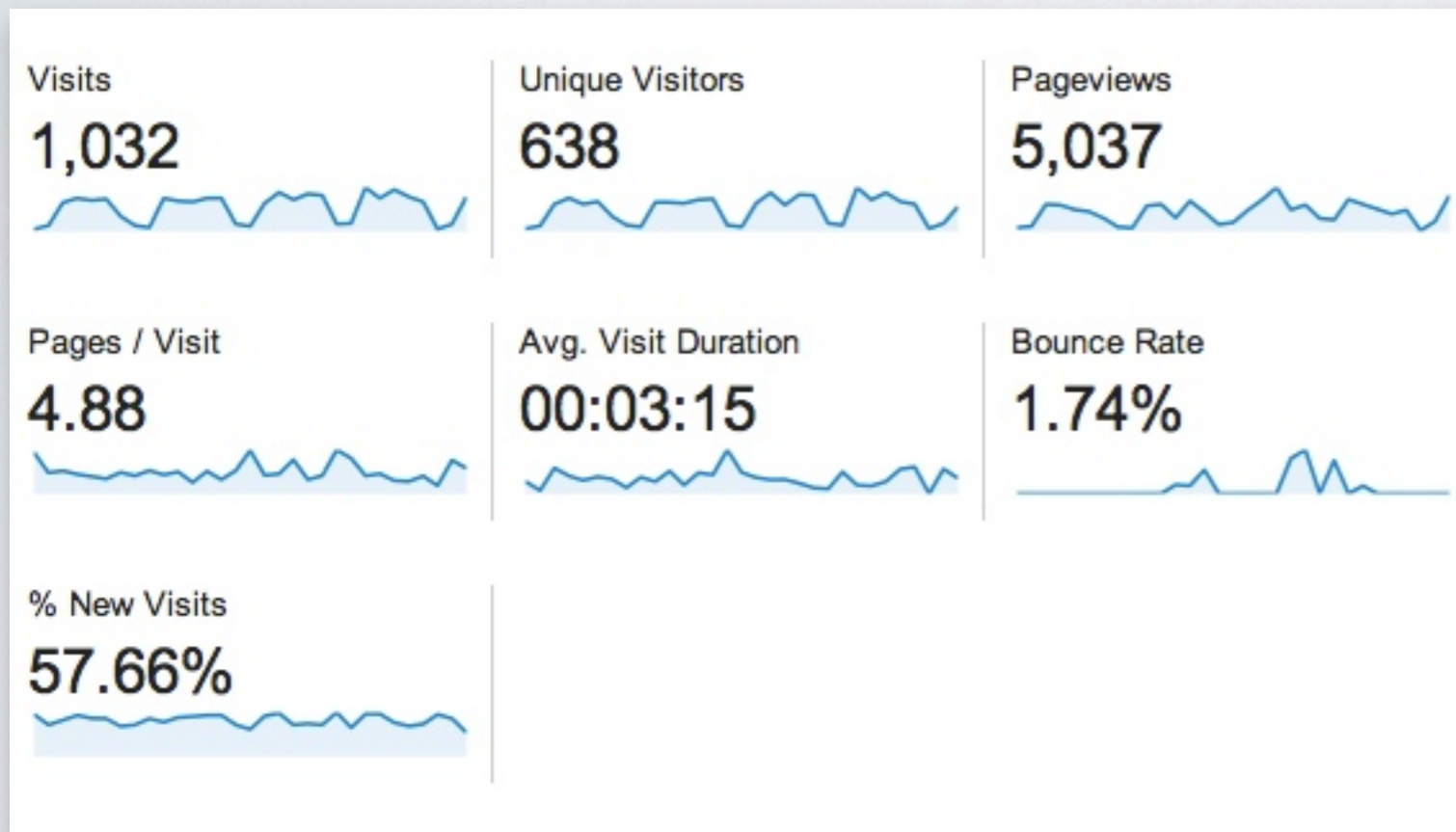
RESULTS OVER TIME



- Google Analytics will display results from the past 30 days by default.
- By extending the view out to multiple months you will be able to determine pages that users are landing on most frequently.

UNDERSTANDING THE BASICS

AUDIENCE OVERVIEW



Visits

The number of visits to your site.

Unique Visitors

The number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

Bounce Rate

The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

New Visits

Number of new vs. returning visitors.

UNDERSTANDING THE BASICS

BOUNCE RATE - WHY IS IT IMPORTANT

- If 10 people visited your site the past hour and 8 of those people left your site without visiting any other pages, then your bounce rate would be 80%.
- There isn't a set percentage of what defines a good or a bad bounce rate percentage.
- Unless you have a one-page site (e.g a microsite), a high bounce rate can be alarming.
- A higher bounce rate means that there is less opportunity to reach goals you've set for your site.

UNDERSTANDING THE BASICS




DEMOGRAPHICS





Demographics	City	Visits	% Visits
Language	1. Pittsburgh	743	72.00%
Country / Territory	2. Mount Lebanon	30	2.91%
City	3. Ross Township	17	1.65%






UNDERSTANDING THE BASICS

SYSTEM AND BROWSER - LET'S WALK THROUGH THESE

Operating System	Visits	% Visits
1. Macintosh	814	 78.88%
2. Windows	166	 16.09%
3. iOS	38	 3.68%

Browser	Visits	% Visits
1. Safari	435	 42.15%
2. Firefox	381	 36.92%
3. Chrome	137	 13.28%
4. Internet Explorer	69	 6.69%

Screen Resolution	Visits	% Visits
1. 320x480	21	 50.00%
2. 320x568	11	 26.19%
3. 768x1024	5	 11.90%

UNDERSTANDING THE BASICS

SYSTEM AND BROWSER - SOME INSIGHTS

Browser	Visits	% Visits
1. Safari	435	42.15%
2. Firefox	381	36.92%
3. Chrome	137	13.28%
4. Internet Explorer	69	6.69%

- These stats can help ensure your developers are testing for the best user experience in multiple browsers.

UNDERSTANDING THE BASICS

SYSTEM AND BROWSER - SOME INSIGHTS

Screen Resolution	Visits	% Visits
1. 320x480	21	50.00%
2. 320x568	11	26.19%
3. 768x1024	5	11.90%

- Is your website “**responsive**” or **mobile**-friendly?
These stats will tell you the size of the screen your users are using.
- In this case we see 32 visits from phone-sized screens and 5 from a tablet-sized screen.

UNDERSTANDING THE BASICS

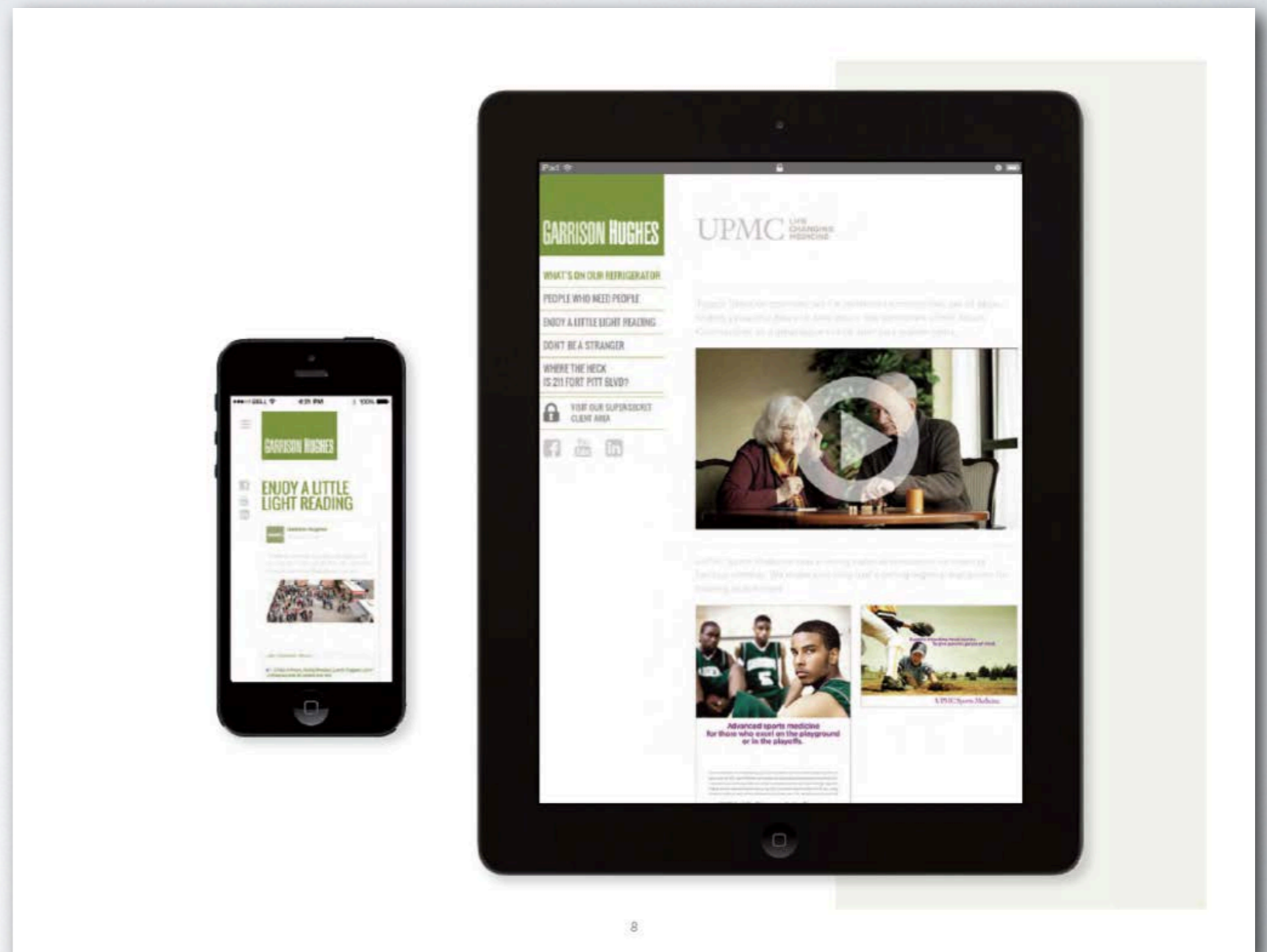
THE MOBILE/RESPONSIVE DESIGN LECTURE

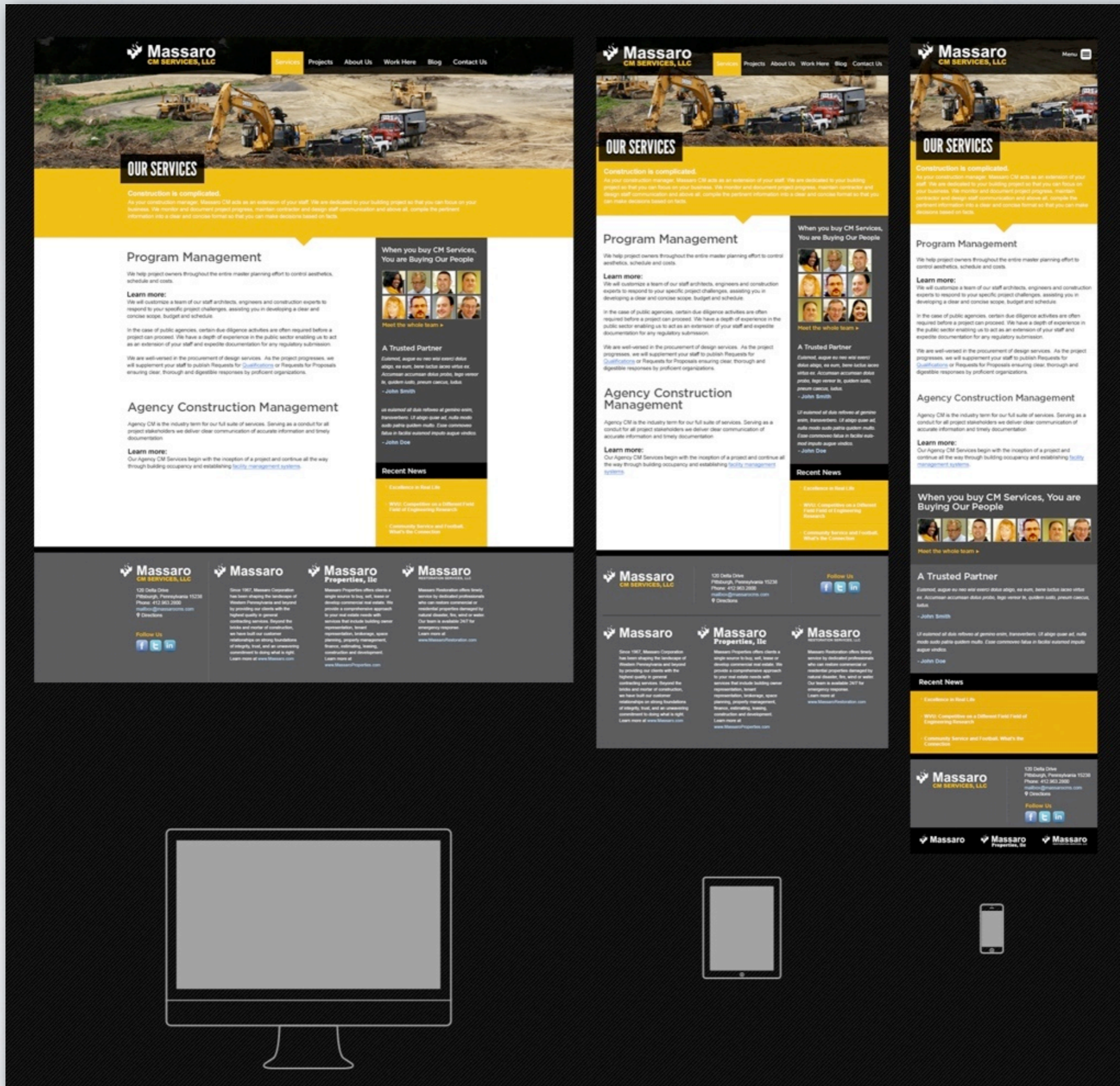
- Analytics will tell you what technologies your users are using.
- If you don't react to this, you could be losing out.
- If you are having a website redesigned, look at your existing analytics and get them in front of the person building your site!

UNDERSTANDING THE BASICS

THE MOBILE/RESPONSIVE DESIGN LECTURE

- **Responsive Design:** Allowing a site to reflow to the device it is being viewed on.
- 78% of Facebook users are on mobile devices!





UNDERSTANDING THE BASICS

CUSTOMER FLOW

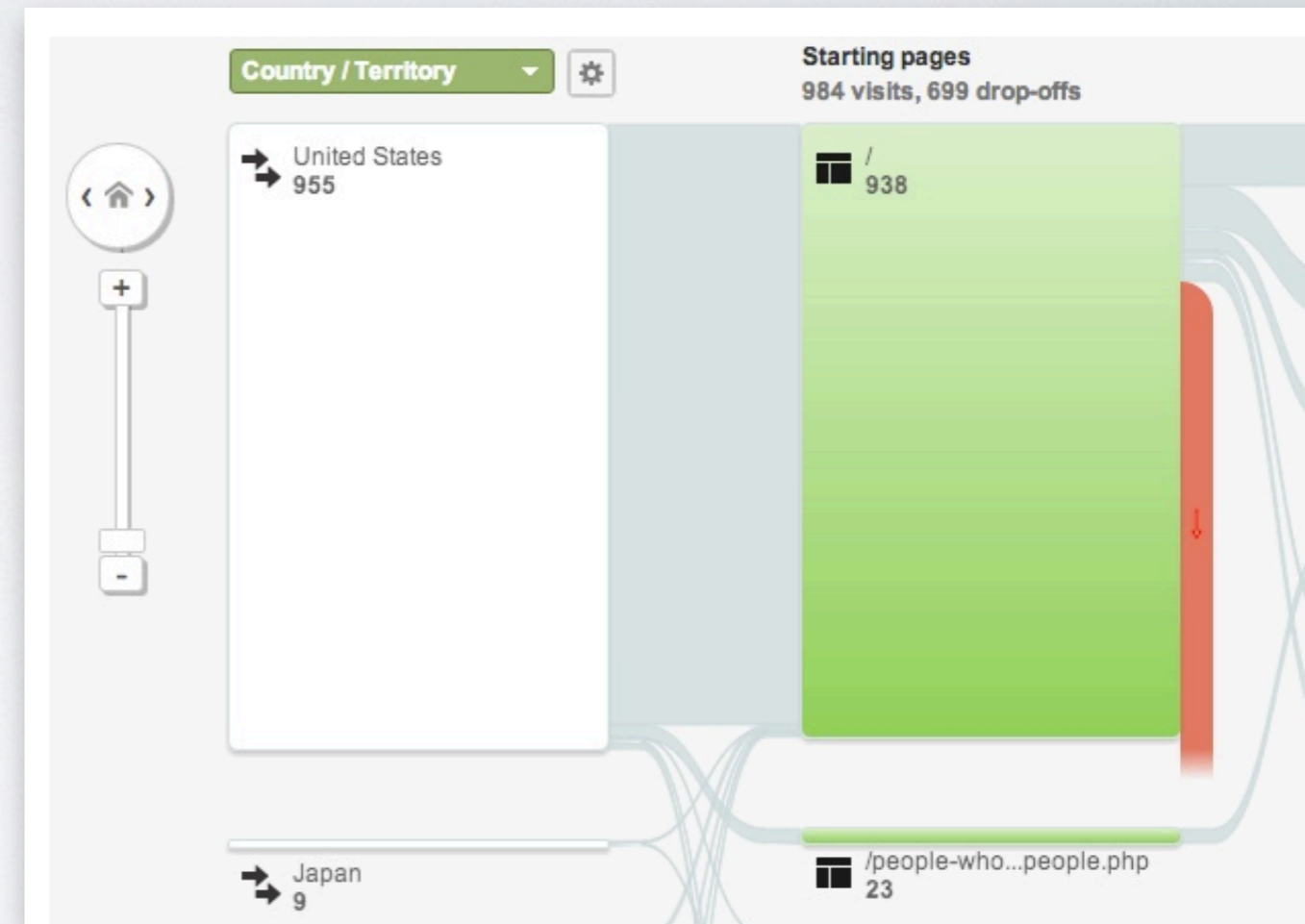


- What path do users take through your website?
- What “call-to-action”(s) are working or not working?

UNDERSTANDING THE BASICS

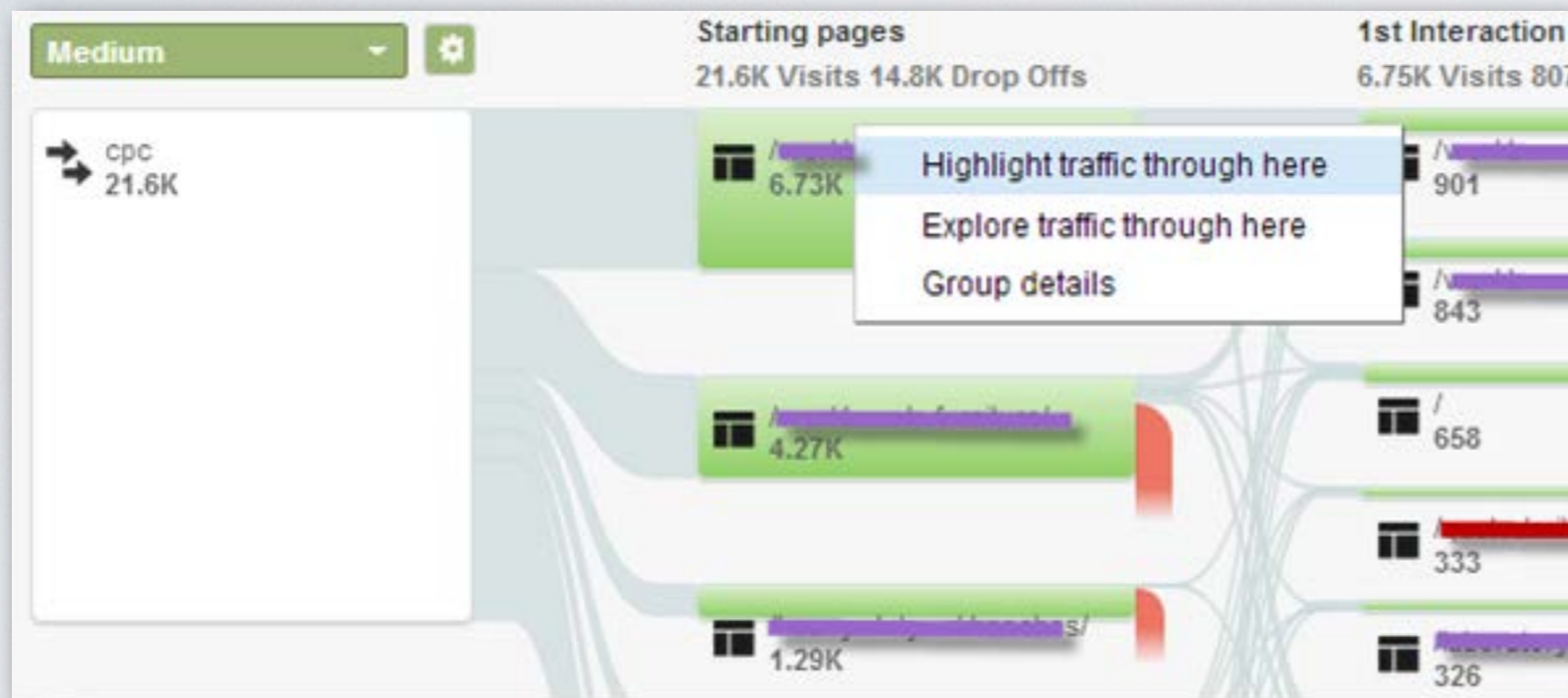
CUSTOMER FLOW

- At first the flow may seem overwhelming.
- It's important to understand the basic structure.
- The report reads left to right, each step is an interaction users have taken.
- You can look at visitors from specific locations, traffic sources, devices, etc.



UNDERSTANDING THE BASICS

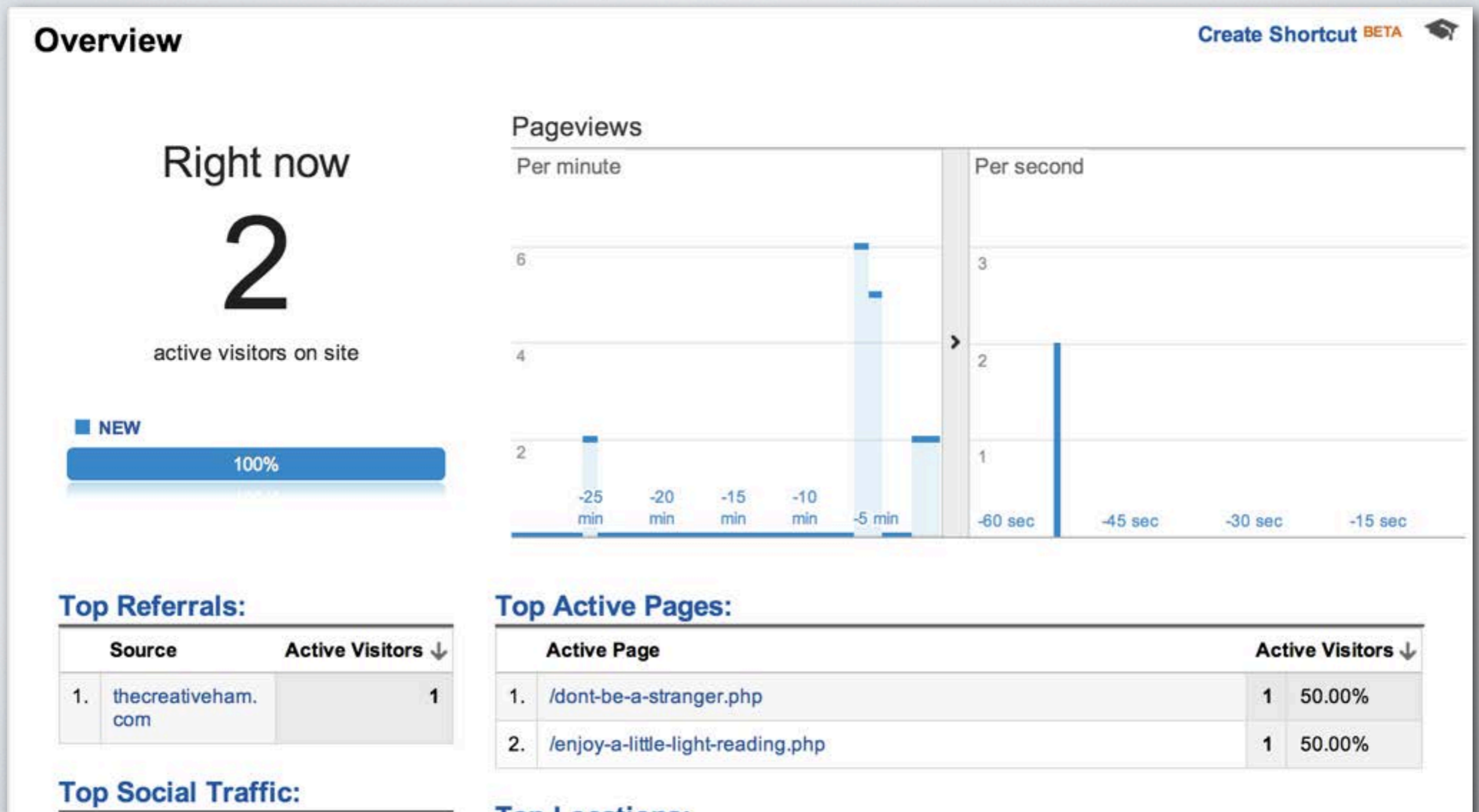
CUSTOMER FLOW



- You can also highlight traffic through specific pages.
- Super useful for watching lead generation and what products or information users might be interested in.

UNDERSTANDING THE BASICS

REALTIME ANALYTICS



UNDERSTANDING THE BASICS

ACQUISITION

Acquisition			
	Visits ↓	% New Visits ↓	New Visits ↓
	1,032	57.66%	595
Direct	653	<div style="width: 63.3%;"></div>	
Organic Search	172	<div style="width: 16.6%;"></div>	
Referral	139	<div style="width: 13.5%;"></div>	
Social	68	<div style="width: 6.6%;"></div>	

Direct

Visitors coming directly to your website.

Organic Search

Visitors reaching your site by using a search engine that has crawled your website's content.

Referral

Visitors reaching your site by clicking a link on another website.

Social

Visitors reaching your site via a social medium (Twitter, Facebook, etc.).

UNDERSTANDING THE BASICS

ACQUISITION - ORGANIC SEARCH

<input type="checkbox"/>	1. (not provided)
<input type="checkbox"/>	2. garrison hughes
<input type="checkbox"/>	3. garrison hughes pittsburgh
<input type="checkbox"/>	4. garrison hughes advertising
<input type="checkbox"/>	5. garrison and hughes
<input type="checkbox"/>	6. http://garrisonhughes.com/
<input type="checkbox"/>	7. advertising agencies in pittsburgh
<input type="checkbox"/>	8. advertising agencies pittsburgh
<input type="checkbox"/>	9. branding pittsburgh
<input type="checkbox"/>	10. dave hughes garrison hughes

- Great insight on how users are searching for your website or related content.
- Can be useful for purchasing AdWords.

UNDERSTANDING THE BASICS

ACQUISITION - SOCIAL

<input type="checkbox"/>	Social Network	Acquisition			Behavior
		Visits <small>?</small> ↓	% New Visits <small>?</small>	New Visits <small>?</small>	Bounce Rate <small>?</small>
<input type="checkbox"/>		68 % of Total: 6.59% (1,032)	10.29% Site Avg: 57.66% (-82.15%)	7 % of Total: 1.18% (595)	1.47% Site Avg: 1.74% (-15.69%)
<input type="checkbox"/>	1. Facebook	61	0.00%	0	1.64%
<input type="checkbox"/>	2. LinkedIn	7	100.00%	7	0.00%

- If you have a social media plan, this can help determine if it is working.

UNDERSTANDING THE BASICS

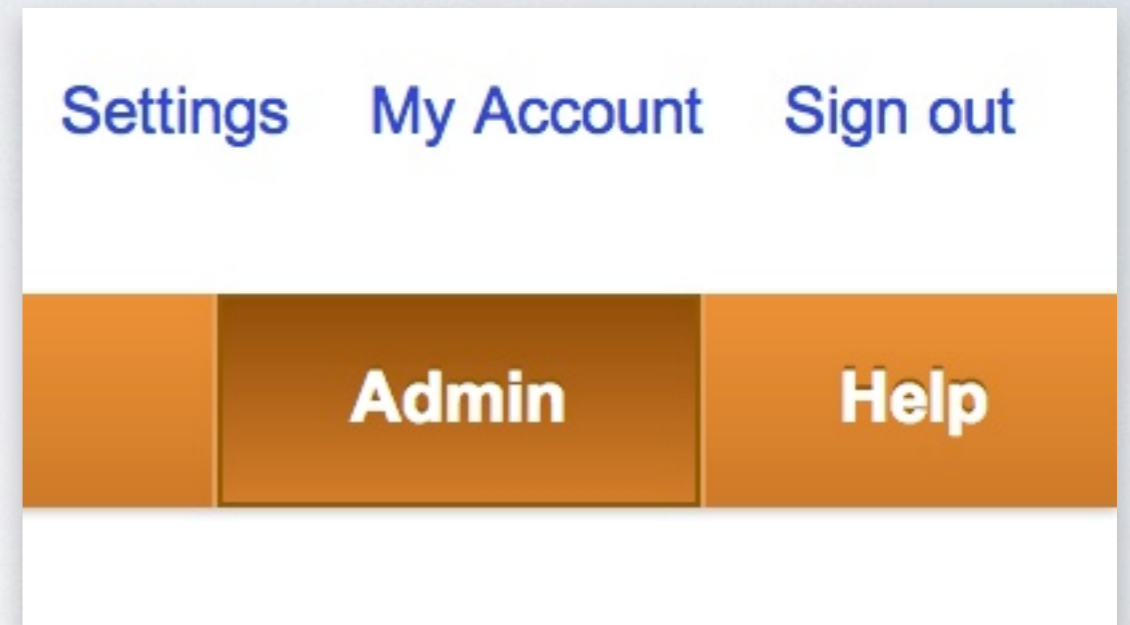
CONVERSIONS - MICRO AND GOAL

- A micro conversion is anything that could potentially lead to a conversion goal. Example: signing up for a newsletter, etc.
- A Goal Can Be:
 - A page destination, ex: thanks.html
 - Duration on the site, ex: 5 minutes or more
 - Purchasing a product
 - An Event, ex: played a video

UNDERSTANDING THE BASICS

CONVERSIONS - MICRO AND GOAL

- You can setup goals in the Admin tab of the Analytics website.
- Goals aren't necessary, but sites using e-commerce can greatly benefit from understanding what microconversions are happening and how they are translating into full conversions or goals.



UNDERSTANDING THE BASICS

CONVERSIONS - TRACKING IT ALL

- Maybe you sent out a HTML email blast with a direct link to a page on your site that lists a sale item.
- Using link tagging, you could track visitors coming from the email blast and follow their flow, determining if they completed a goal (purchasing a product in this case).

SOME HELPFUL TECHNIQUES

LINK TAGGING!

- A great way to turn virtually any link to your website into a highly trackable tool!
- Determine how many users clicked a banner or other link that directed them to your website.
- Determine how many visitors come to your site from a link within a monthly email newsletter.



SOME HELPFUL TECHNIQUES

LINK TAGGING

Normal URL

```
http://www.garrisonhughes.com
```

Link Tagged URL

```
http://www.garrisonhughes.com/?  
utm_source=facebook &utm_medium=socialmedia  
&utm_content=ad1 &utm_campaign=GoogleSpeak
```

Geek: UTM (Urchin Tracking Module)

SOME HELPFUL TECHNIQUES

LINK TAGGING

```
http://www.garrisonhughes.com/?  
utm_source=facebook &utm_medium=socialmedia  
&utm_content=ad1 &utm_campaign=GoogleSpeak
```

Source

Source of the link:
Search Engine,
another domain, or
name of email list.

Medium

Method of Deliver:
Postcard, Email, or
Banner Ad.

Content

Used to differentiate
ads that go to the
same link.

Campaign

Name that helps
you keep track of
your different
campaigns:
Fall Specials,
Memorial Day
Newsletter, etc.

SOME HELPFUL TECHNIQUES

LINK TAGGING

- If you don't feel like hand-constructing query strings...
- The form on the right results:
http://www.garrisonhughes.com/?utm_source=facebook&utm_medium=socialmedia&utm_content=ad1&utm_campaign=GoogleSpeak
- You can skip doing your own link tagging if you have connected your AdWords and Analytics accounts and use the auto-tagging feature!

<http://goo.gl/H9pWK8> or Google 'google url builder'

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

PNC: FIND FRANK'S WALLET

A CASE STUDY (A LITTLE MORE ADVANCED STUFF)

facebook

Email or Phone Password Log In

PNC Virtual Wallet Find Frank's Wallet PNC BANK Like

FIND FRANK'S WALLET

this is frank

he's slightly forgetful

he lost his wallet. you can help him find it. \$5,000¹ could be yours.

apply for PNC Virtual Wallet Student
Don't be like Frank. We can help you stay on top of your money with the easy-to-use tools of Virtual Wallet Student®.

watch the video and enter to win
Frank's wallet is somewhere in his dorm. When you find it, click on the location below and enter for a chance to win \$5,000.

- Under the bed
- In the dresser
- On the desk

VirtualWallet STUDENT by PNC BANK APPLY NOW

find me in the video

PNC: FIND FRANK'S WALLET

A CASE STUDY (A LITTLE MORE ADVANCED STUFF)

- We used JavaScript techniques vs LinkTagging.
- Javascript is much more involved than LinkTagging, but...
 - It allowed us to integrate with PNC's other vendor's tracking.
 - It allowed us to capture some very insightful analytics.

PNC: FIND FRANK'S WALLET

WHAT WE TRACKED

- Tracked video plays.
- Tracked Applications.
- Tracked correct and incorrect guesses.
- Tracked people trying to enter multiple times per day.

facebook

Email or Phone Password Log In

PNC Virtual Wallet Find Frank's Wallet PNC BANK Like

FIND FRANK'S WALLET

this is frank

he's slightly forgetful

he lost his wallet. you can help him find it. \$5,000¹ could be yours.

apply for PNC Virtual Wallet Student
Don't be like Frank. We can help you stay on top of your money with the easy-to-use tools of Virtual Wallet Student[®].

VirtualWallet STUDENT by PNC BANK APPLY NOW

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Frank's wallet is somewhere in his dorm. When you find it, click on the location below and enter for a chance to win \$5,000.








Under the bed
 In the dresser
 On the desk
 On his pillow

SUBMIT

find me in the video

PNC: FIND FRANK'S WALLET

SOME RESULTS (EVENTS)

Top Events	Event Action	Total Events	% Total Events
Event Category	1. Press	779	 31.40%
Event Action ▶	2. Gave Email Address and Entered	722	 29.10%
Event Label	3. AnsweredCorrect	677	 27.29%
	4. VideoPressed	206	 8.30%
	5. AnsweredIncorrect	52	 2.10%
	6. TriedMultipleEntriesPerDay	23	 0.93%
	7. ApplyBtnPressed	22	 0.89%

IN SUMMATION

You can do very little work and get a lot of information.

You can do a LITTLE more work and get a LOT more information.

Analytics are more useful if you react to the data.

THANK YOU!

QUESTIONS?

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