Google

ANALYTICS

Geek Speak for the
Technically Meek

ABOUT ME

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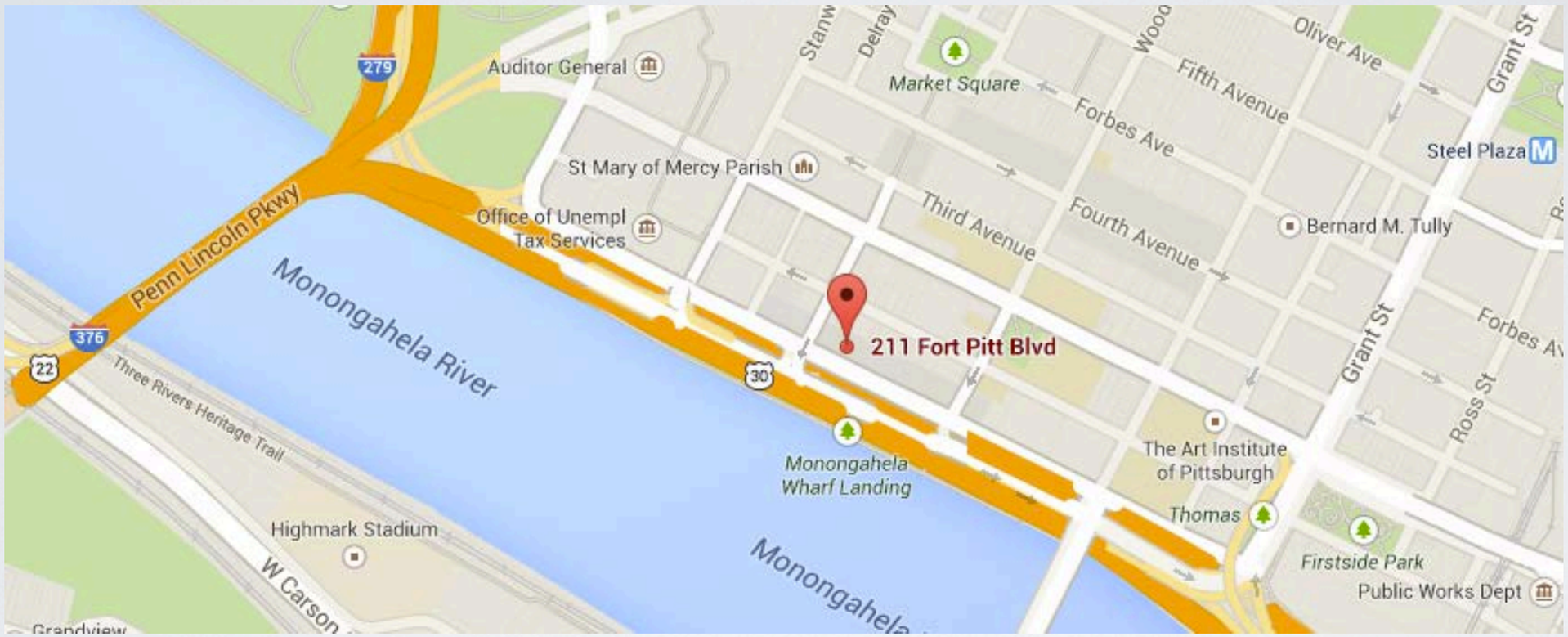
ABOUT GARRISON HUGHES



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!**

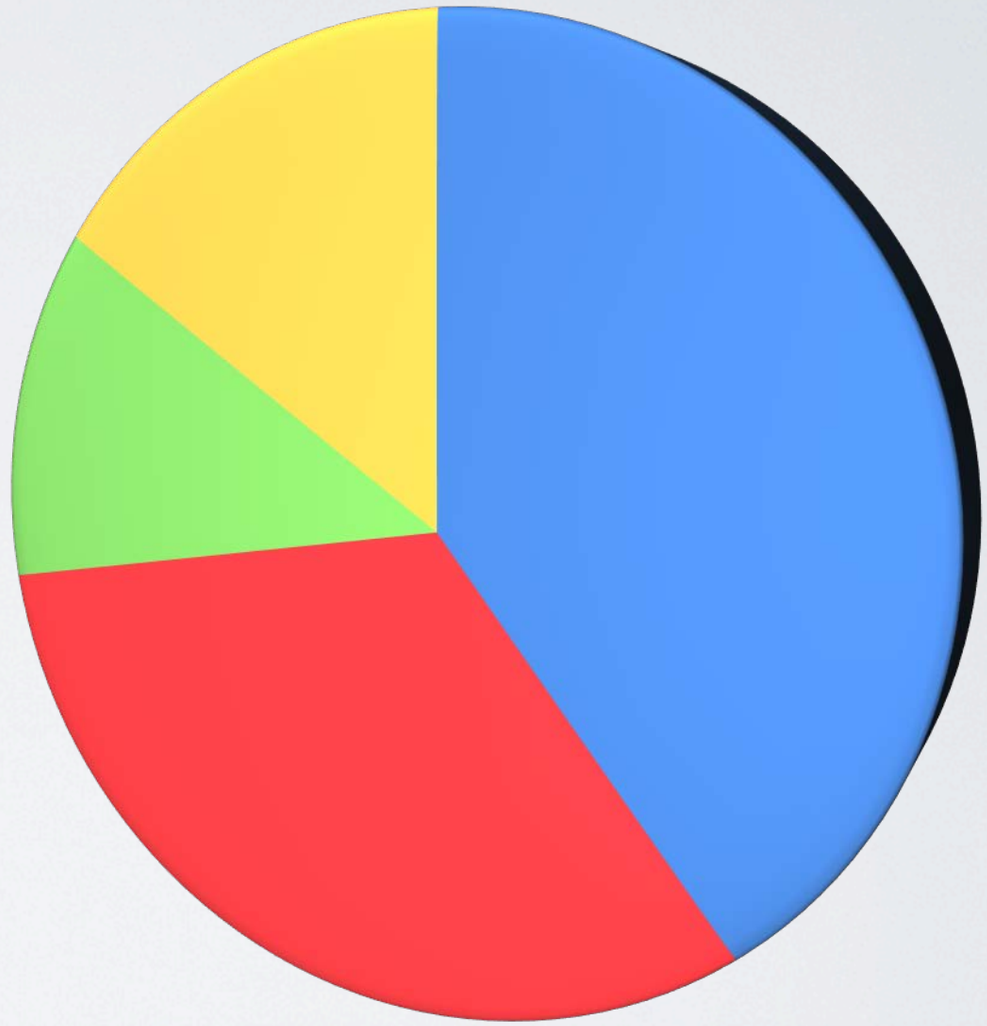
YES, I'M A GEEK

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

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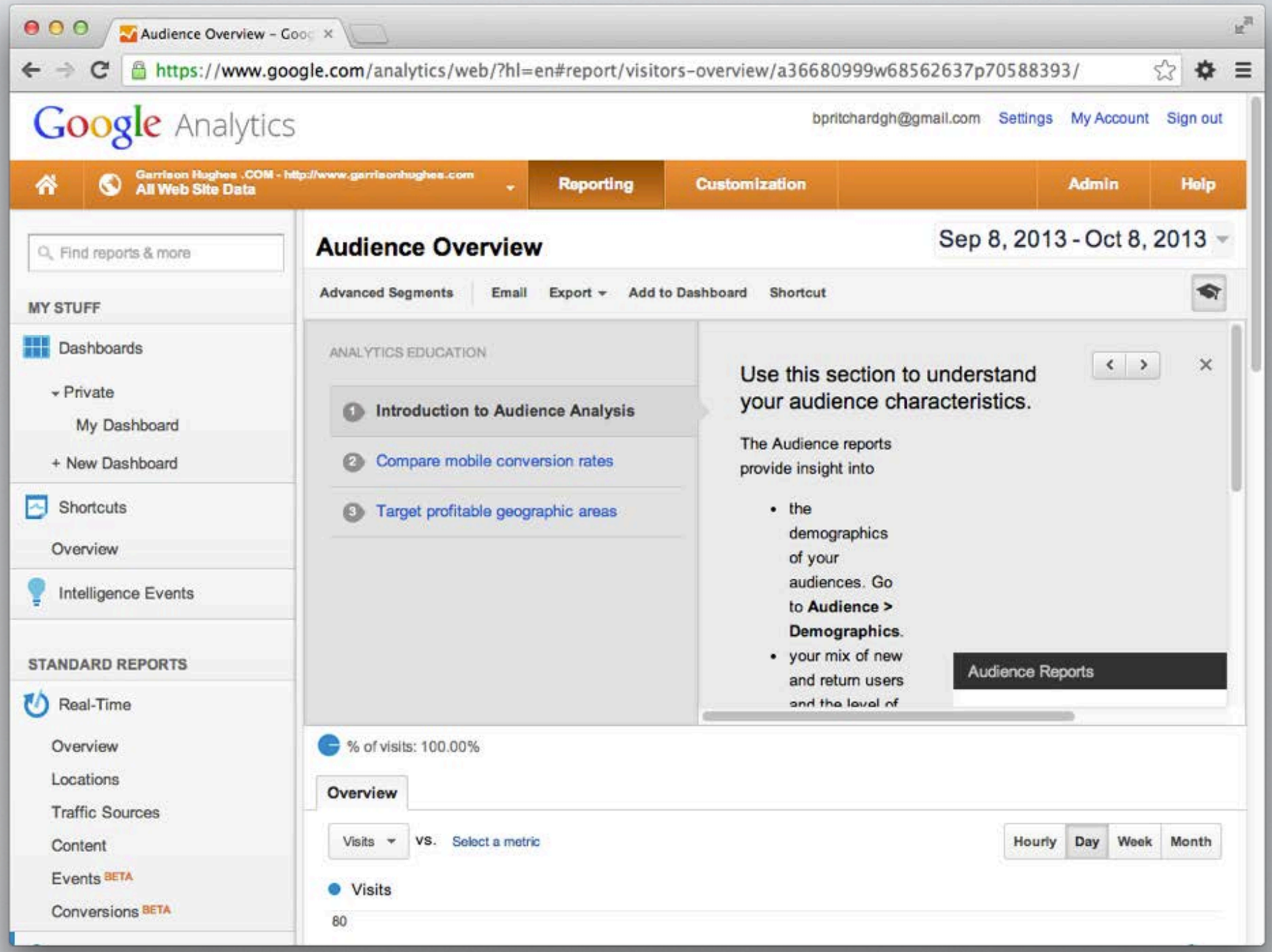
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
    analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);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

WHAT ARE GOOGLE ANALYTICS?

A WEBSITE CREATED BY GOOGLE

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



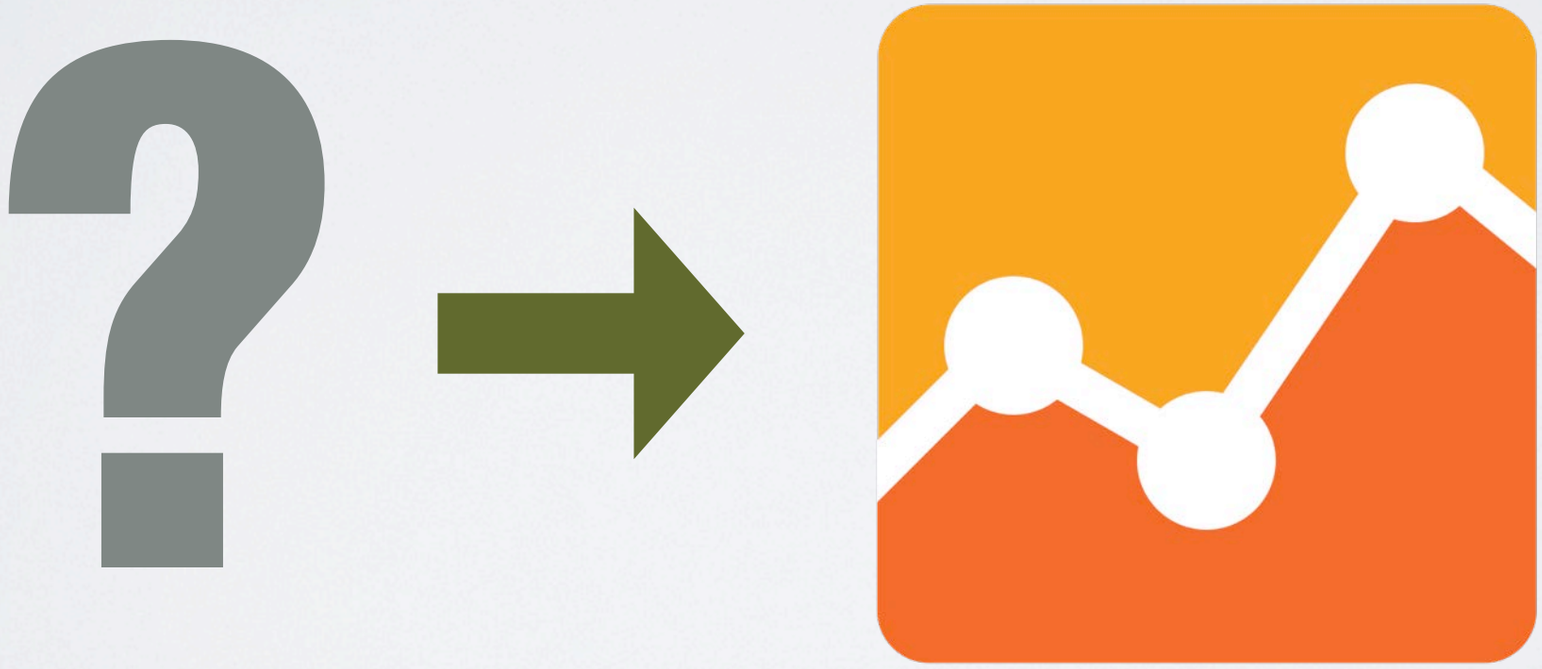
HOW CAN THEY HELP ME?

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?

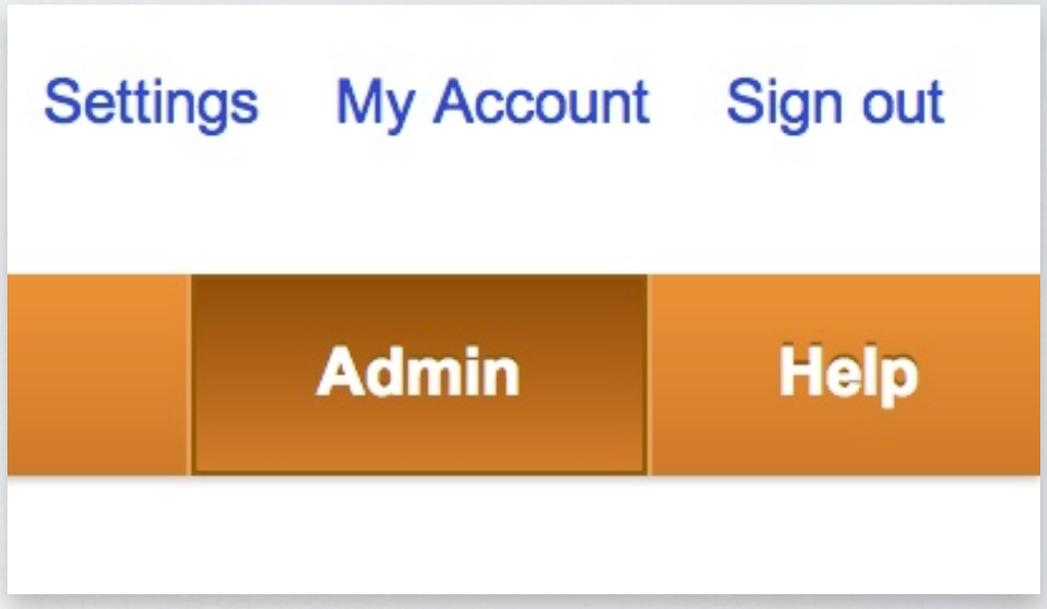
USING YOUR GOOGLE ACCOUNT

- 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?

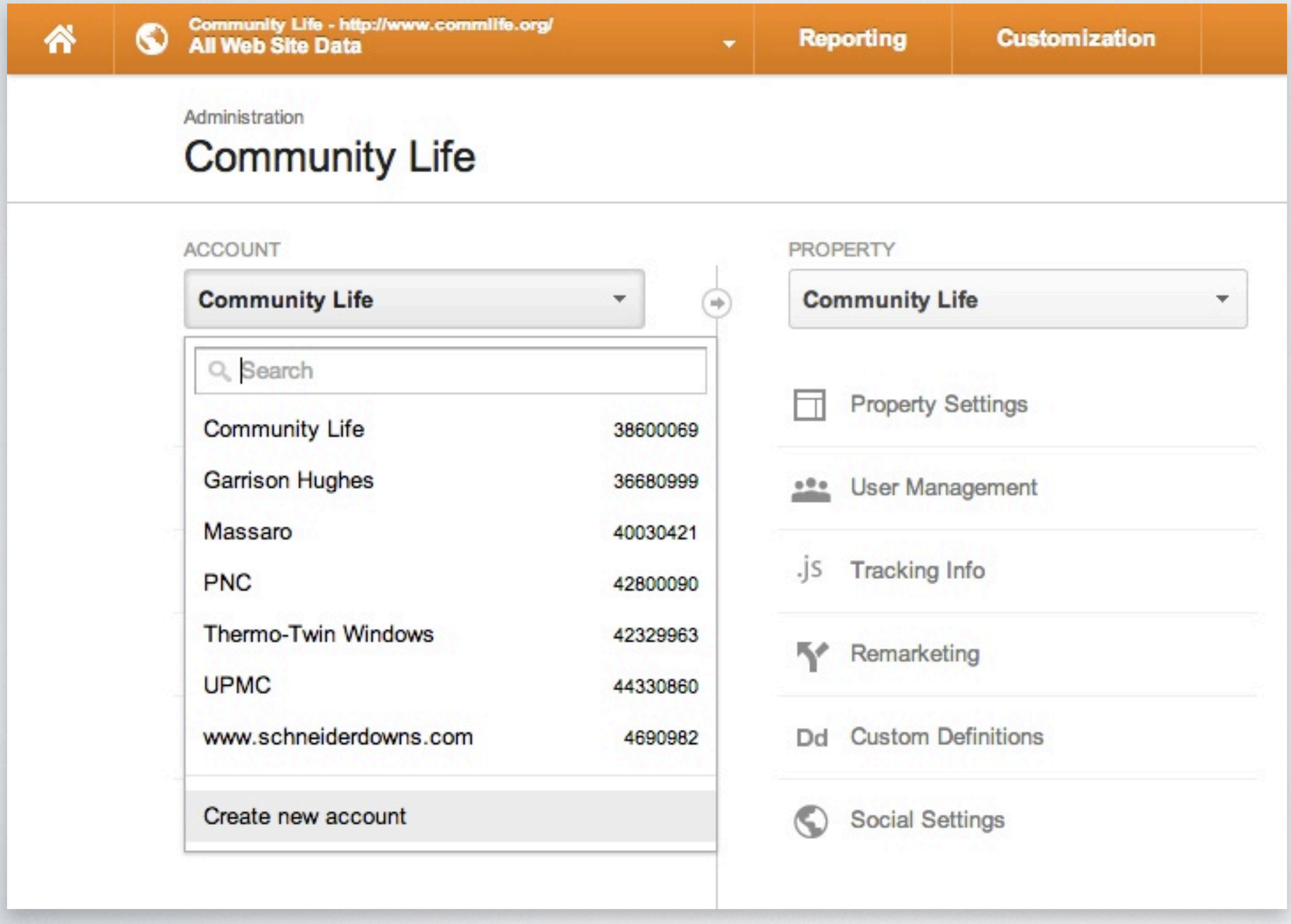
SIGN IN

- 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



- 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

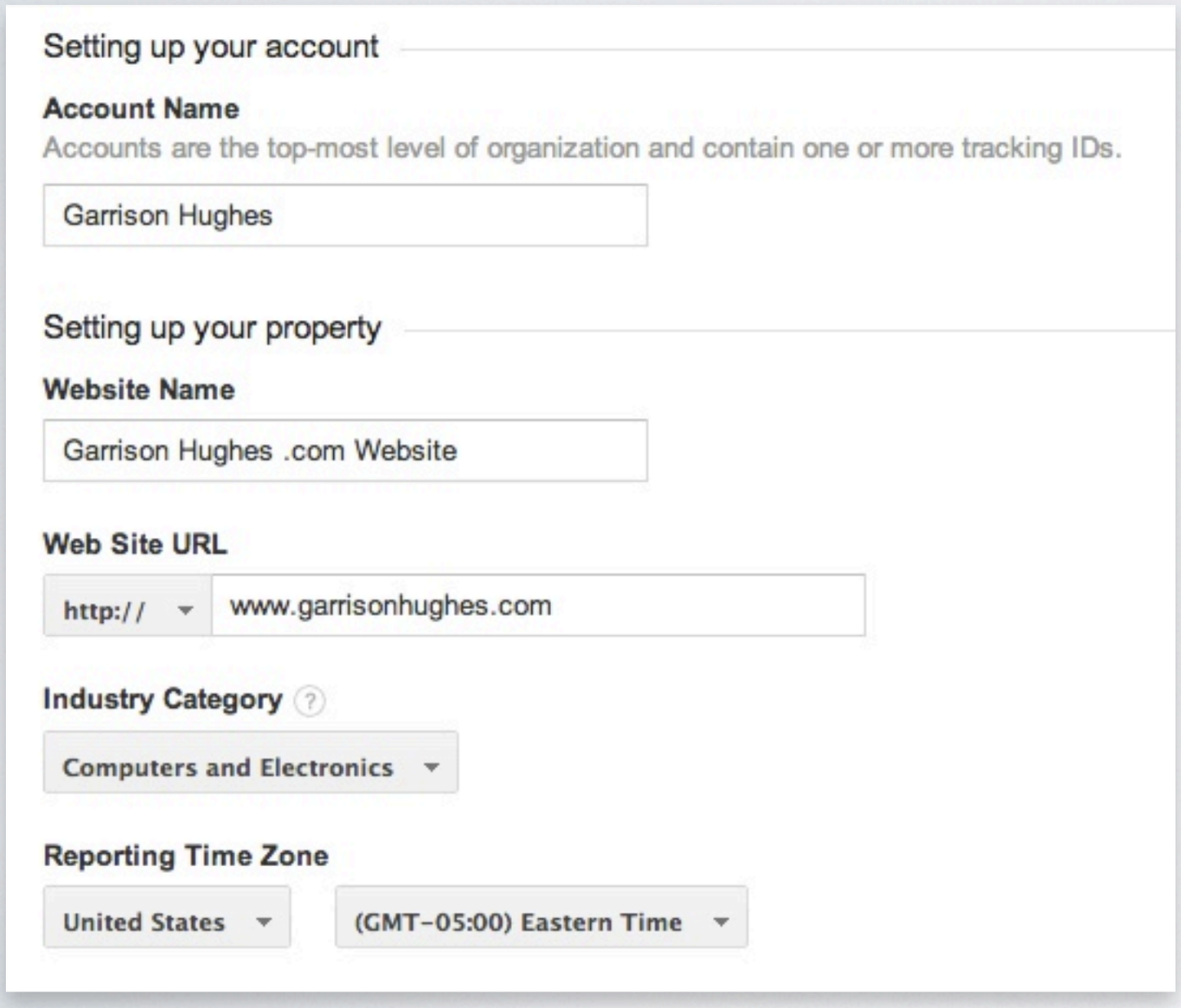
Select a tracking method

Features	Universal Analytics BETA	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



- 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:

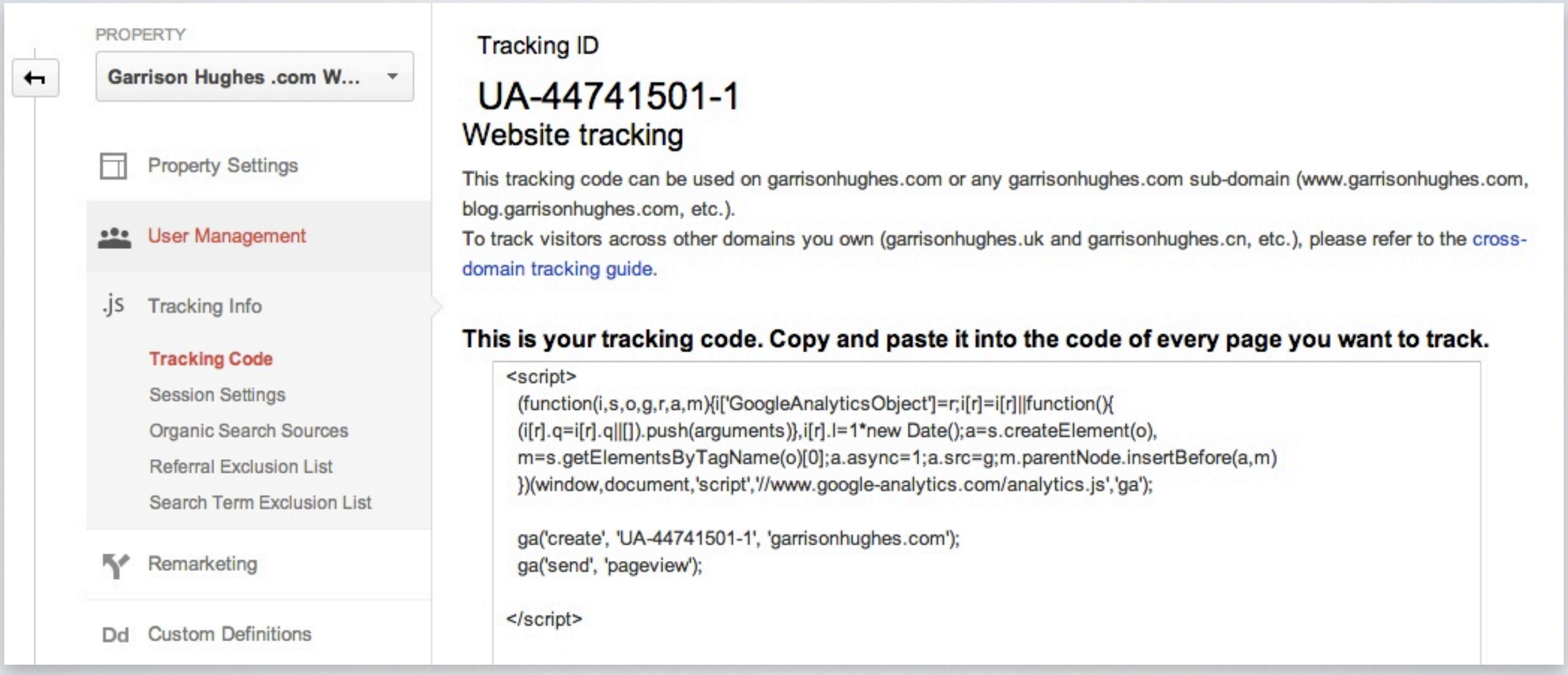
1. Definitions.

"*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!



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?!

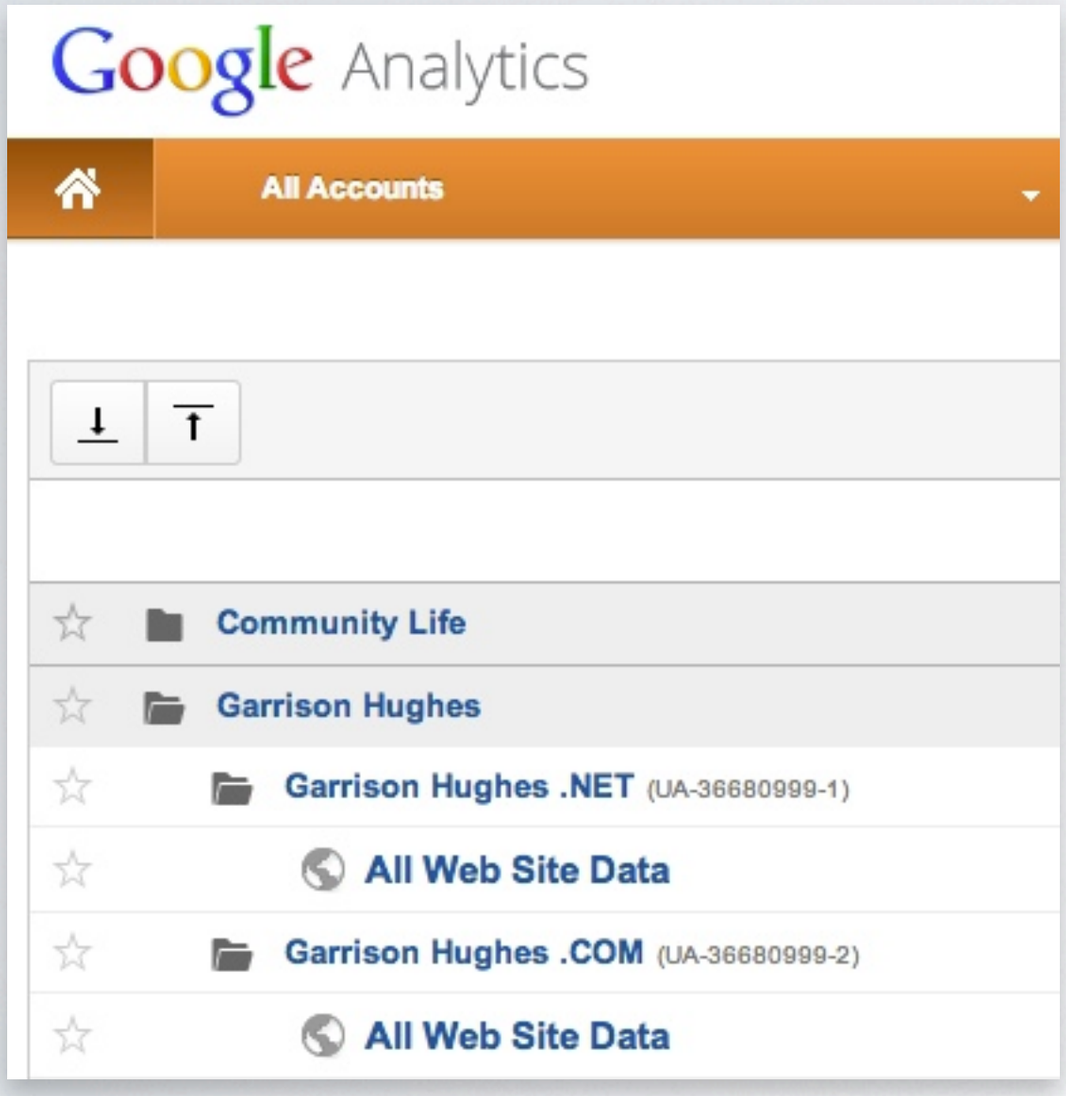
HONESTY

FOR THOSE WHO HAVE USED GOOGLE ANALYTICS...

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

HOW DO I GET STARTED?

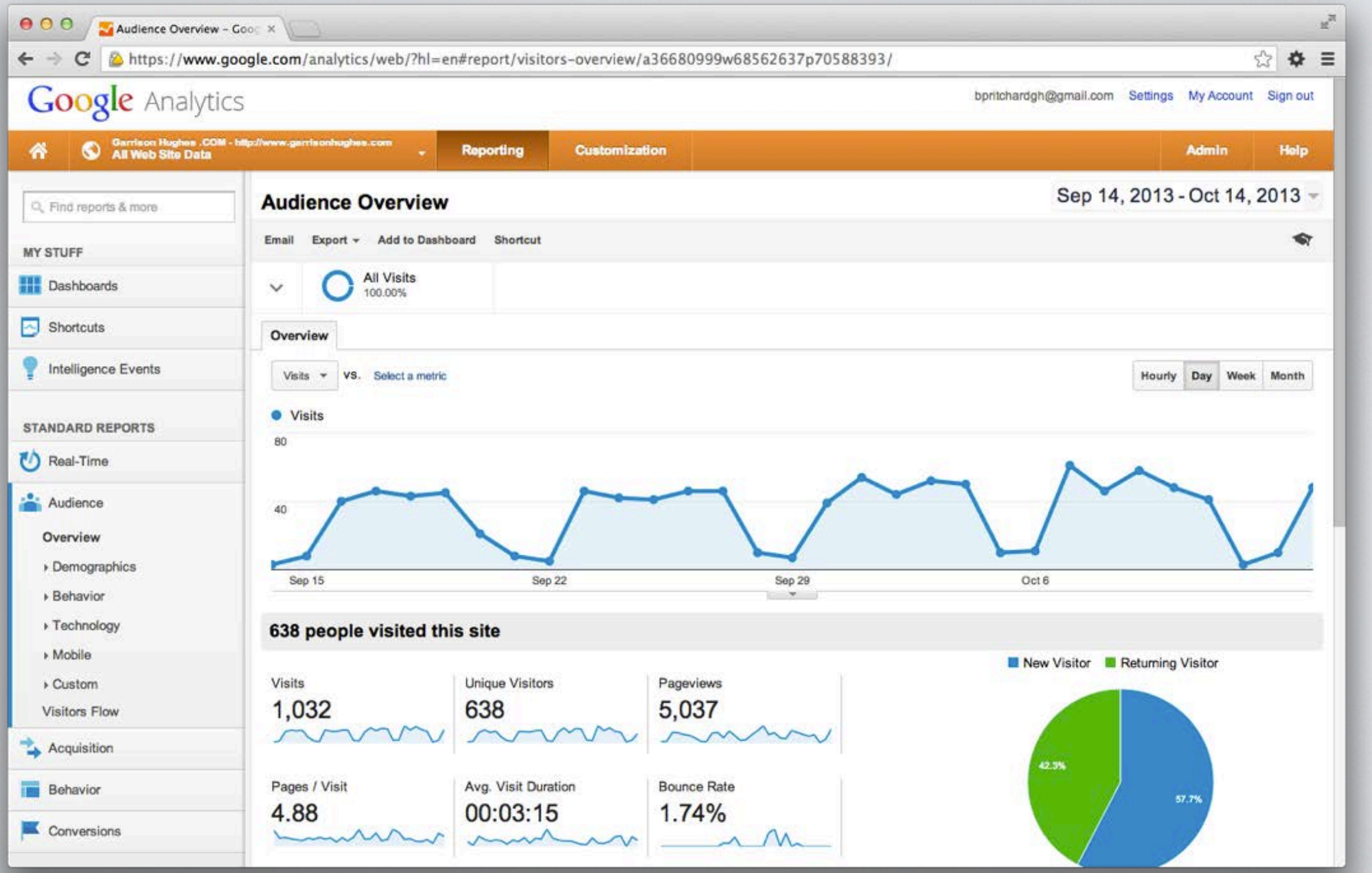
VIEWING YOUR DATA: SOME THINGS TO KEEP IN MIND



- 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

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

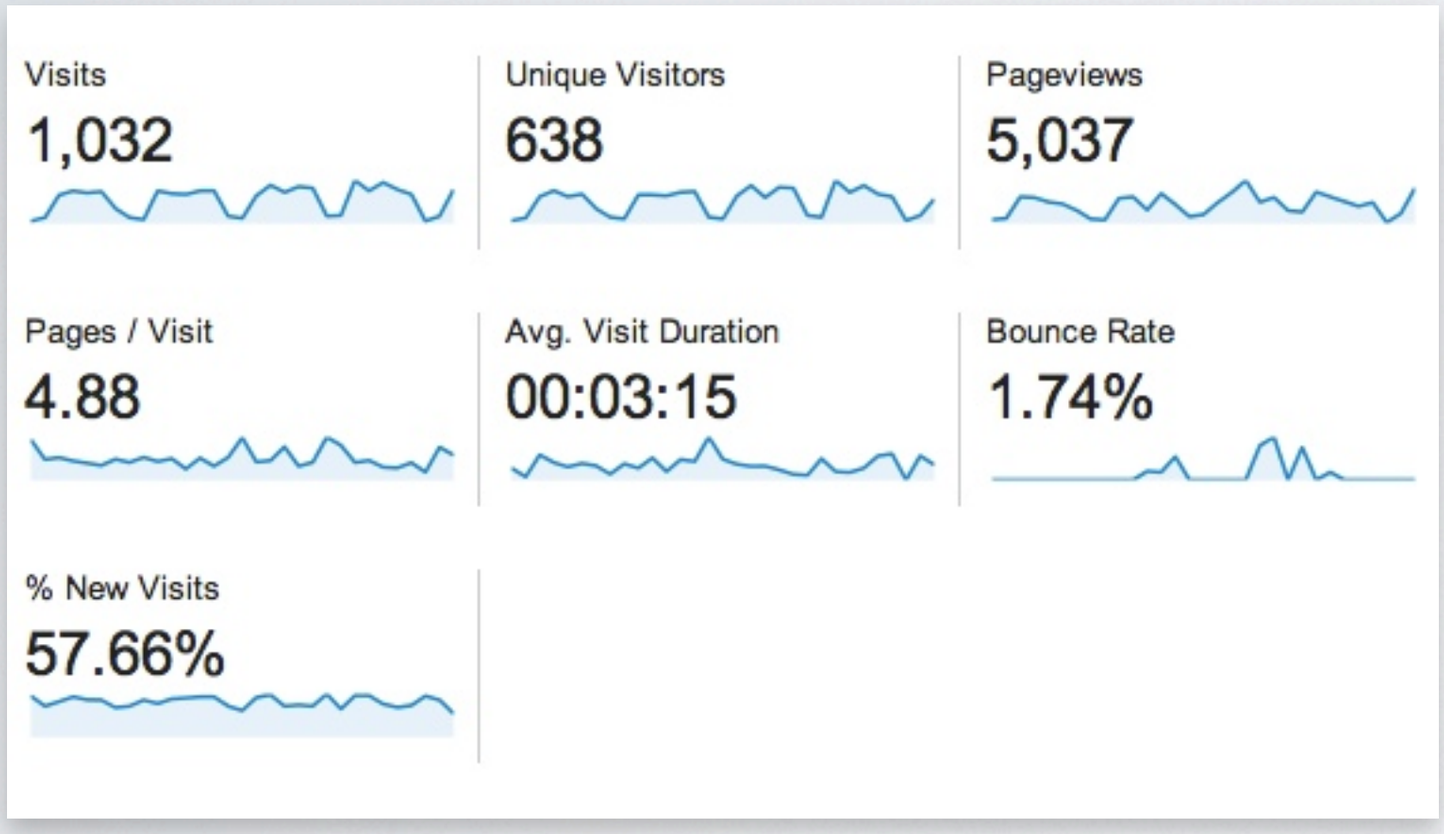
UNDERSTANDING THE BASICS

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
Language
Country / Territory
City

	City	Visits	% Visits
1.	Pittsburgh	743	72.00%
2.	Mount Lebanon	30	2.91%
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

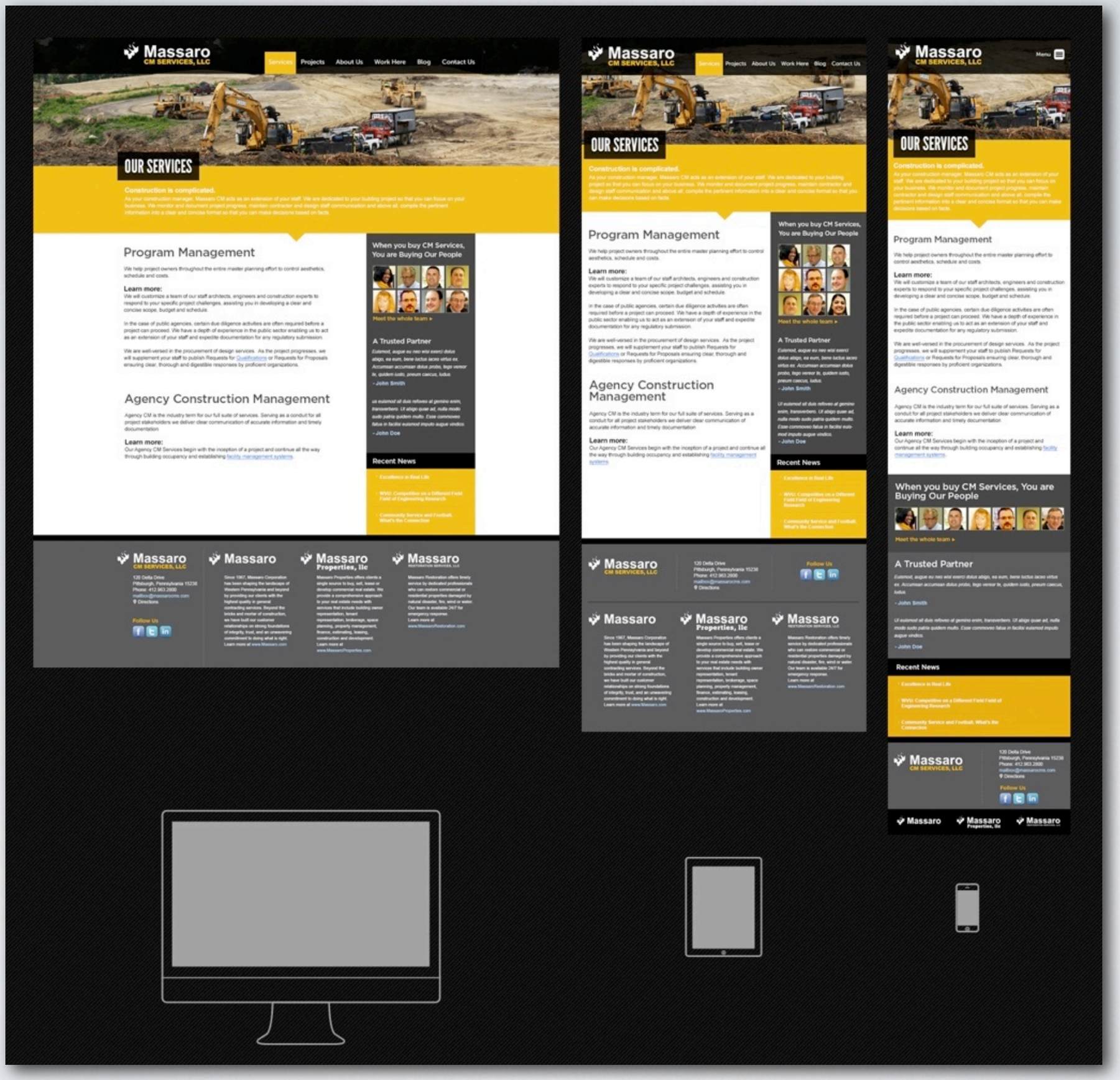
- Analytics will tell you what technologies your users are using.
- If you don't react to this, you could be losing out.
- If you are having a website redesigned, look at your existing analytics and get them in front of the person building your site!

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!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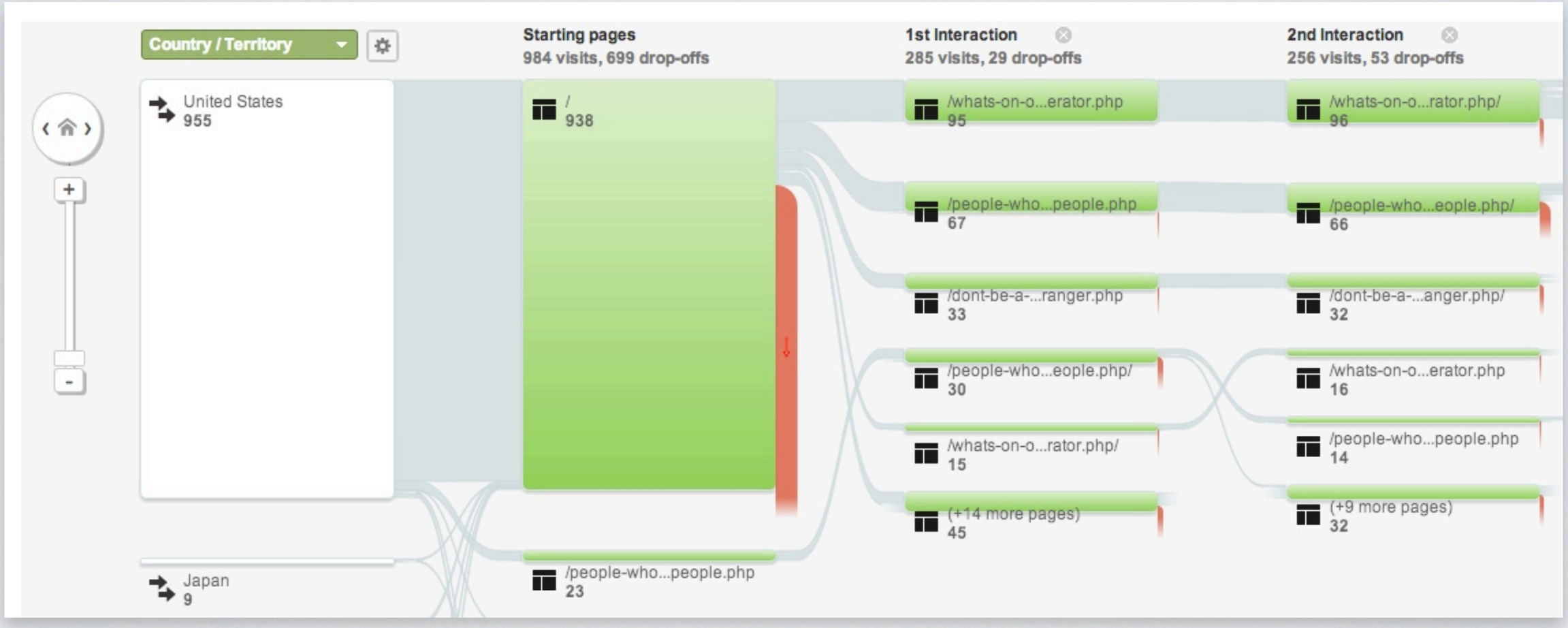
UNDERSTANDING THE BASICS

CUSTOMER FLOW

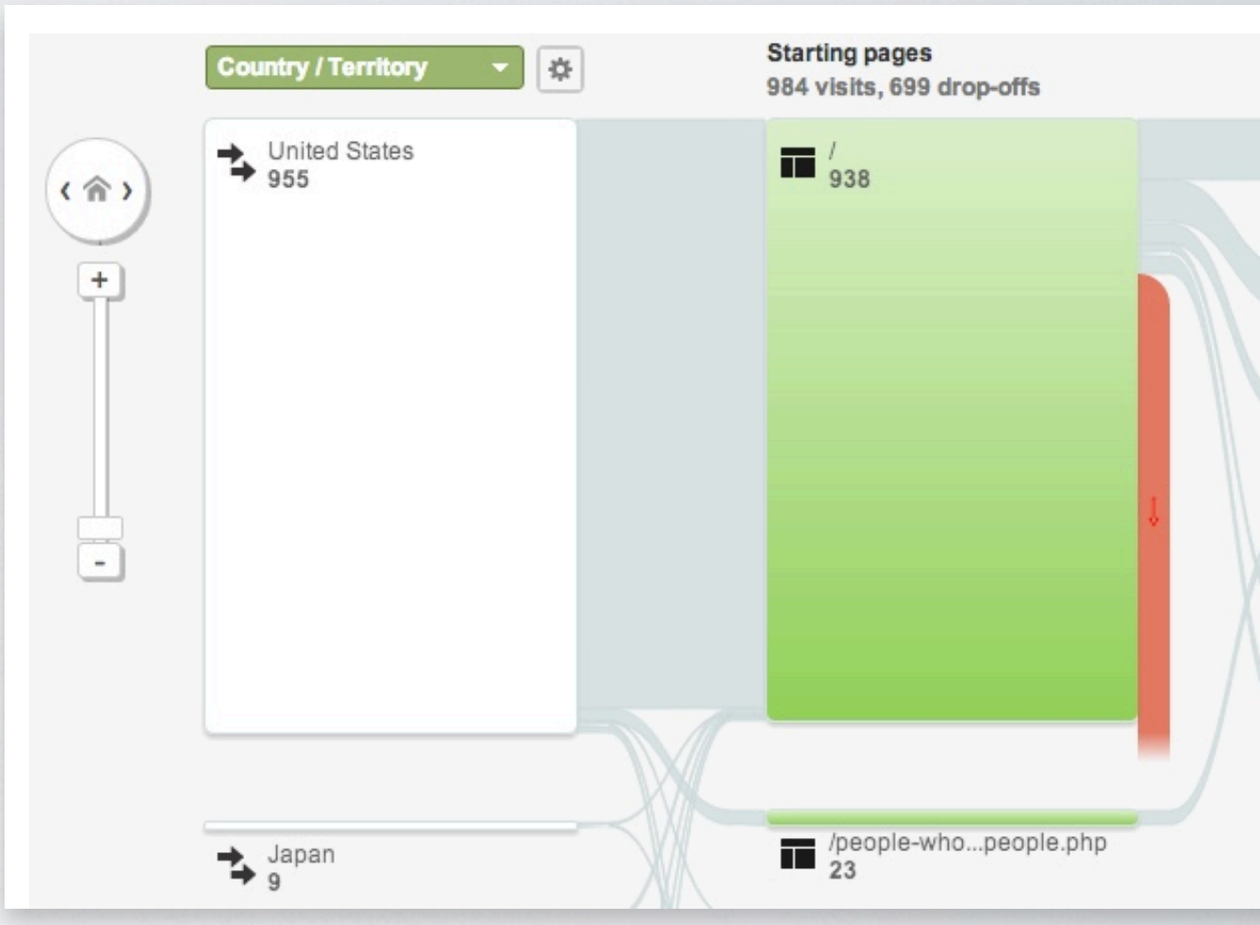


- What path do users take through your website?
- What “call-to-action”(s) are working or not working?

UNDERSTANDING THE BASICS

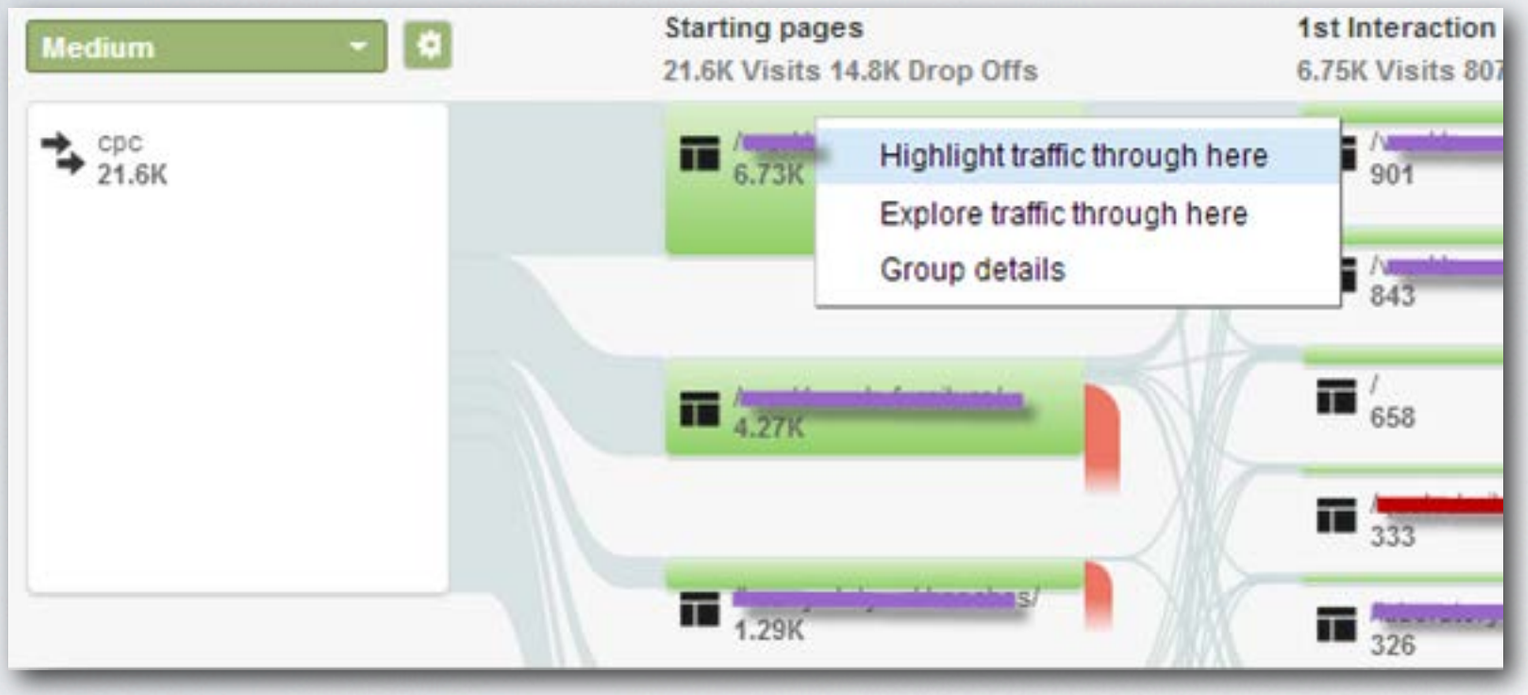
CUSTOMER FLOW

- 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

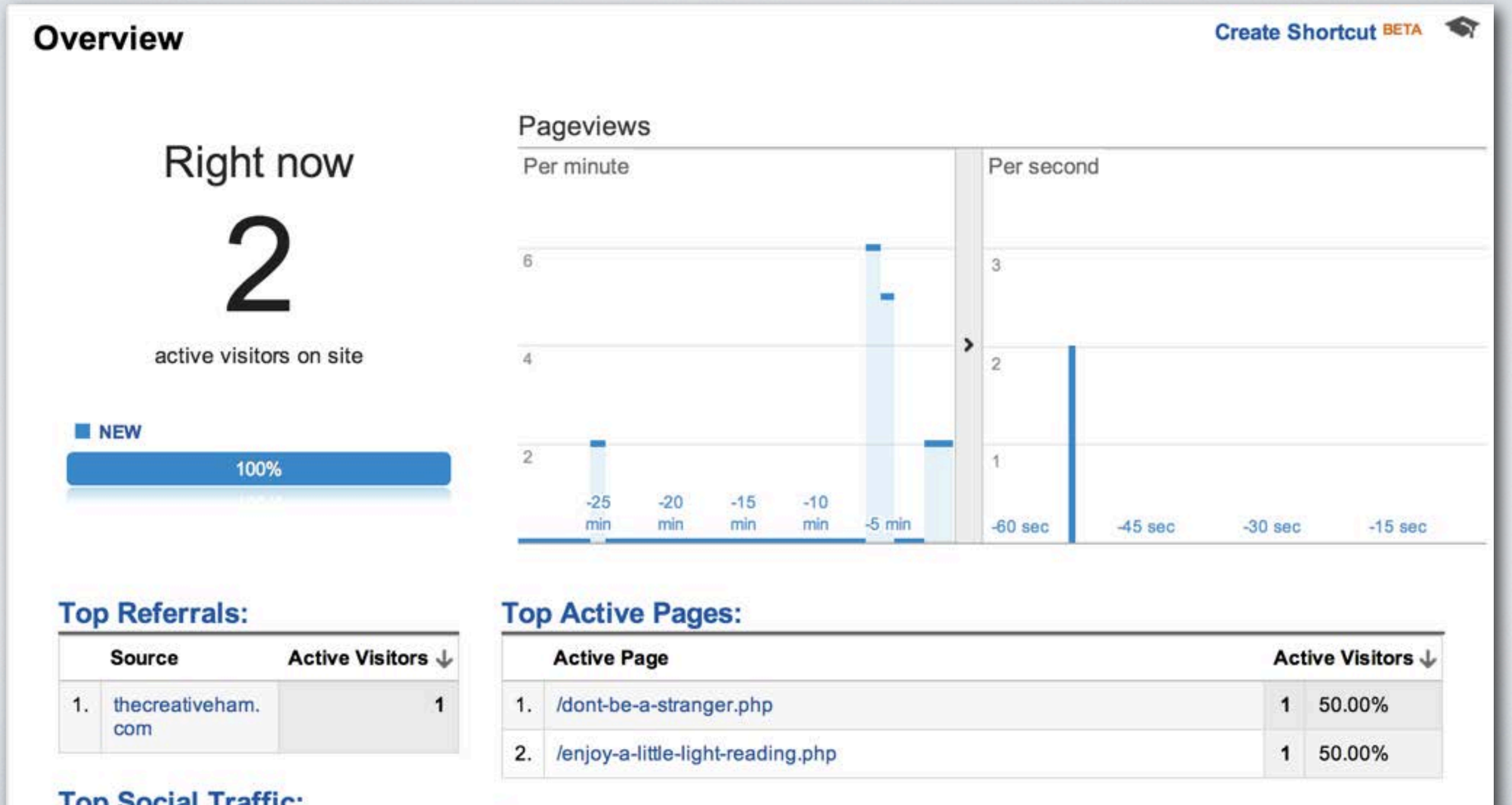
CUSTOMER FLOW



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

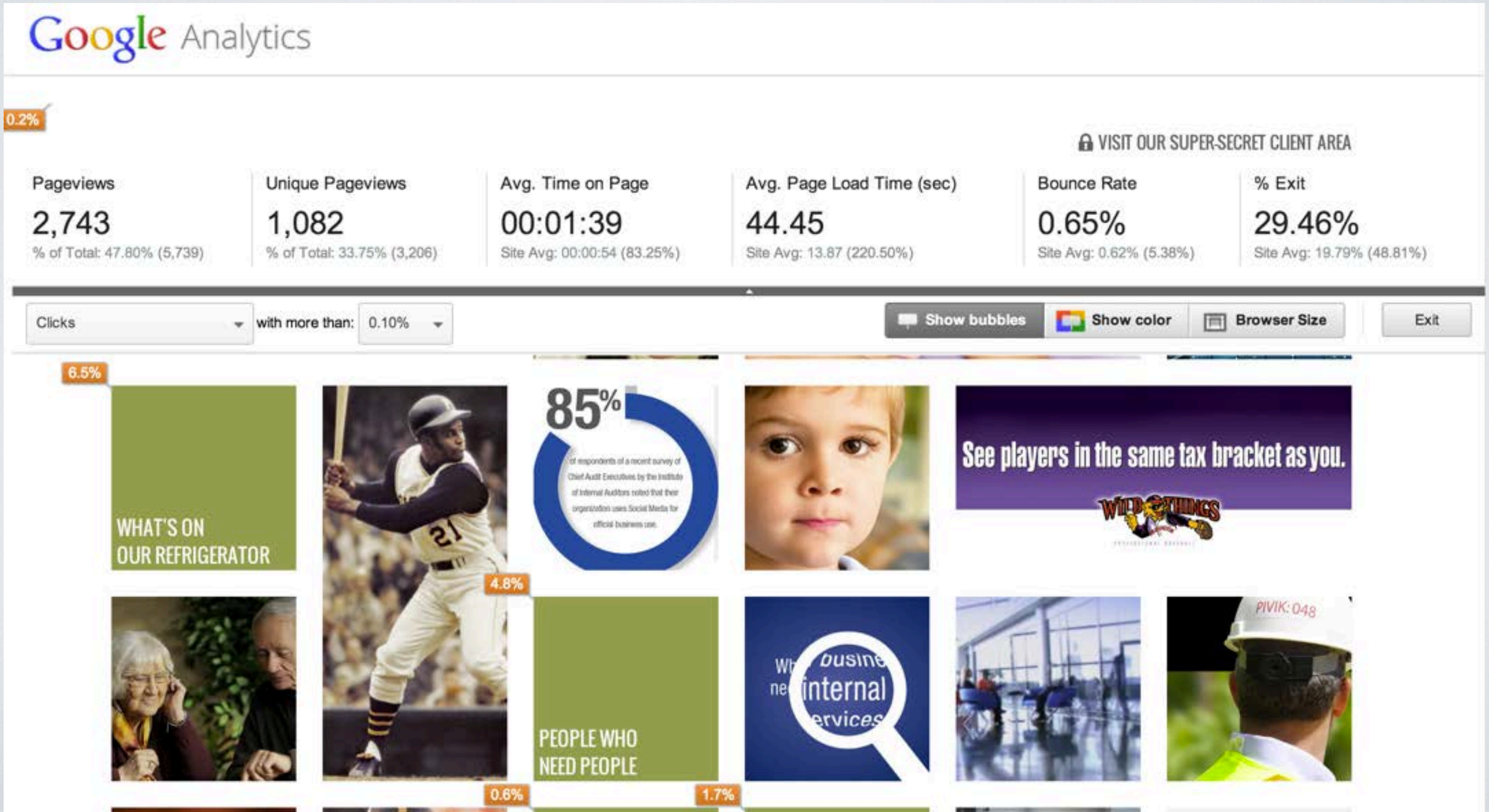
UNDERSTANDING THE BASICS

REALTIME ANALYTICS



UNDERSTANDING THE BASICS

IN-PAGE ANALYTICS



UNDERSTANDING THE BASICS

ACQUISITION

Acquisition

	Visits ↓	% New Visits	New Visits
	1,032	57.66%	595
Direct	653		
Organic Search	172		
Referral	139		
Social	68		

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

☐	1.	(not provided)
☐	2.	garrison hughes
☐	3.	garrison hughes pittsburgh
☐	4.	garrison hughes advertising
☐	5.	garrison and hughes
☐	6.	http://garrisonhughes.com/
☐	7.	advertising agencies in pittsburgh
☐	8.	advertising agencies pittsburgh
☐	9.	branding pittsburgh
☐	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

	Social Network	Acquisition			Behavior
		Visits ↓	% New Visits	New Visits	Bounce Rate
		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%)
☐	1. Facebook	**61**	0.00%	0	1.64%
☐	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

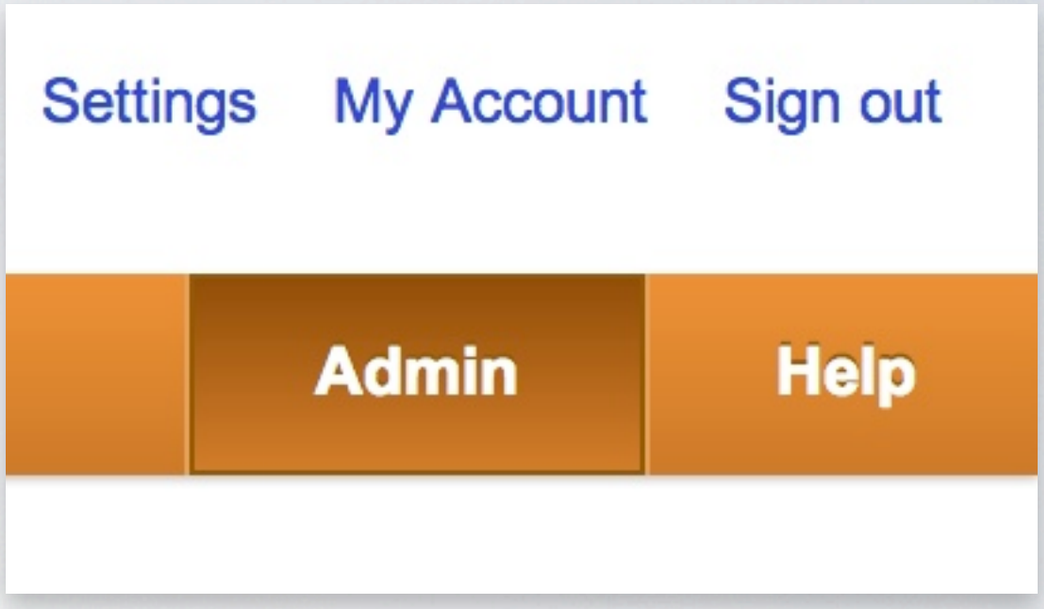
- A micro conversion is anything that could potentially lead to a conversion goal. Example: signing up for a newsletter, etc.

- 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

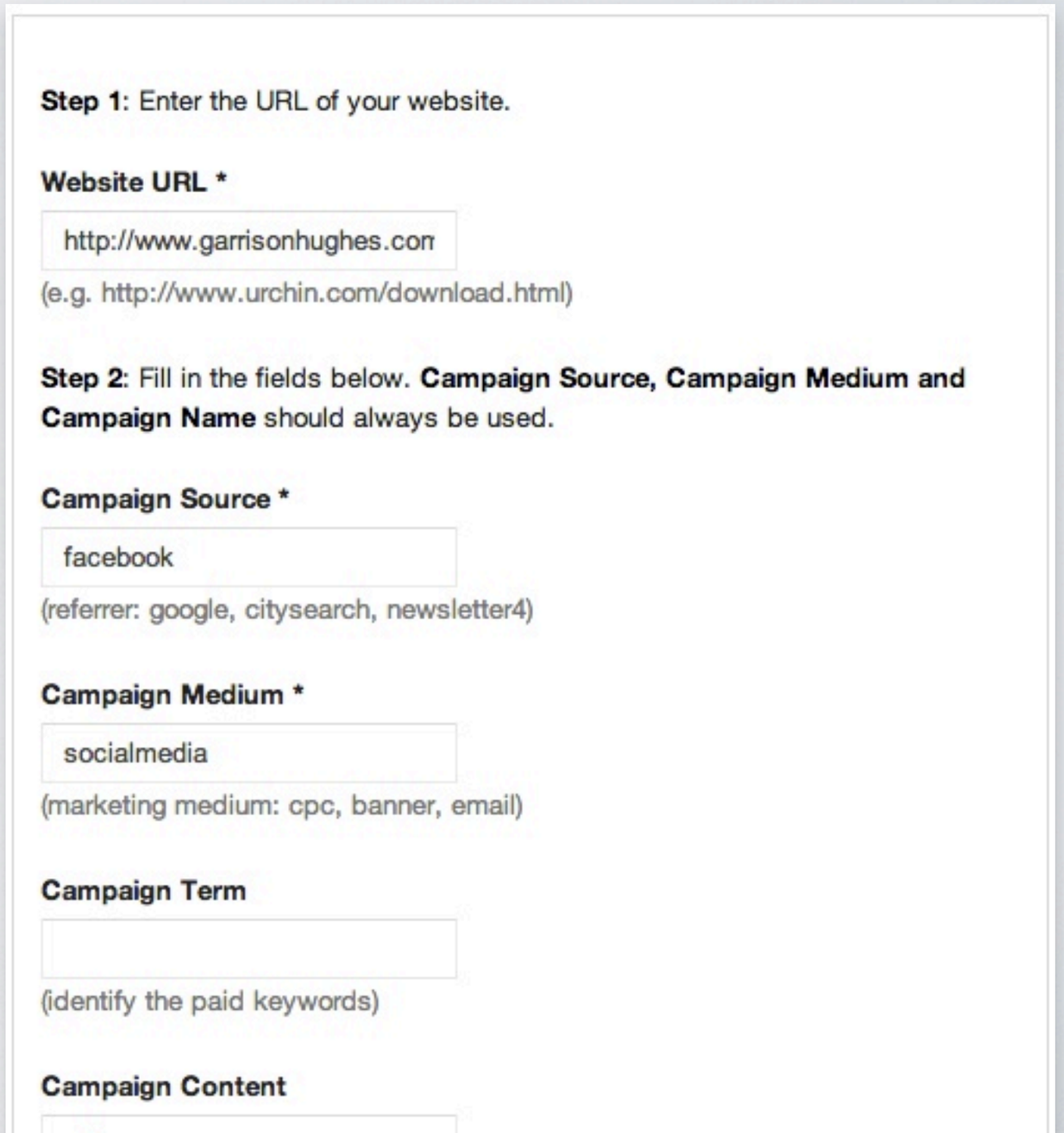
LINK TAGGING

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

- 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!



Step 1: Enter the URL of your website.

Website URL *

http://www.garrisonhughes.com

(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 *

facebook

(referrer: google, citysearch, newsletter4)

Campaign Medium *

socialmedia

(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)

PNC: FIND FRANK'S WALLET

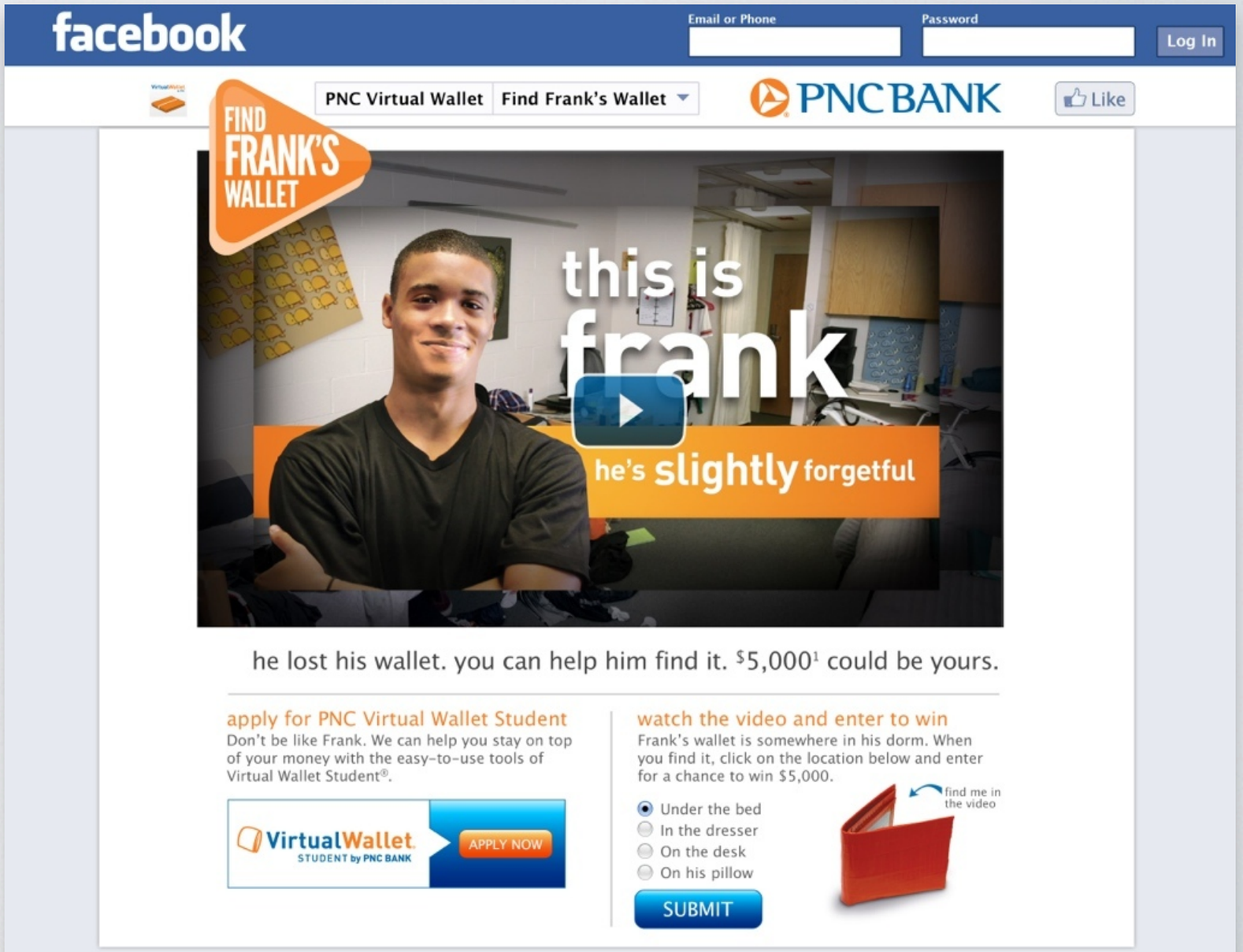
A CASE STUDY (A LITTLE MORE ADVANCED STUFF)

- 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.



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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