

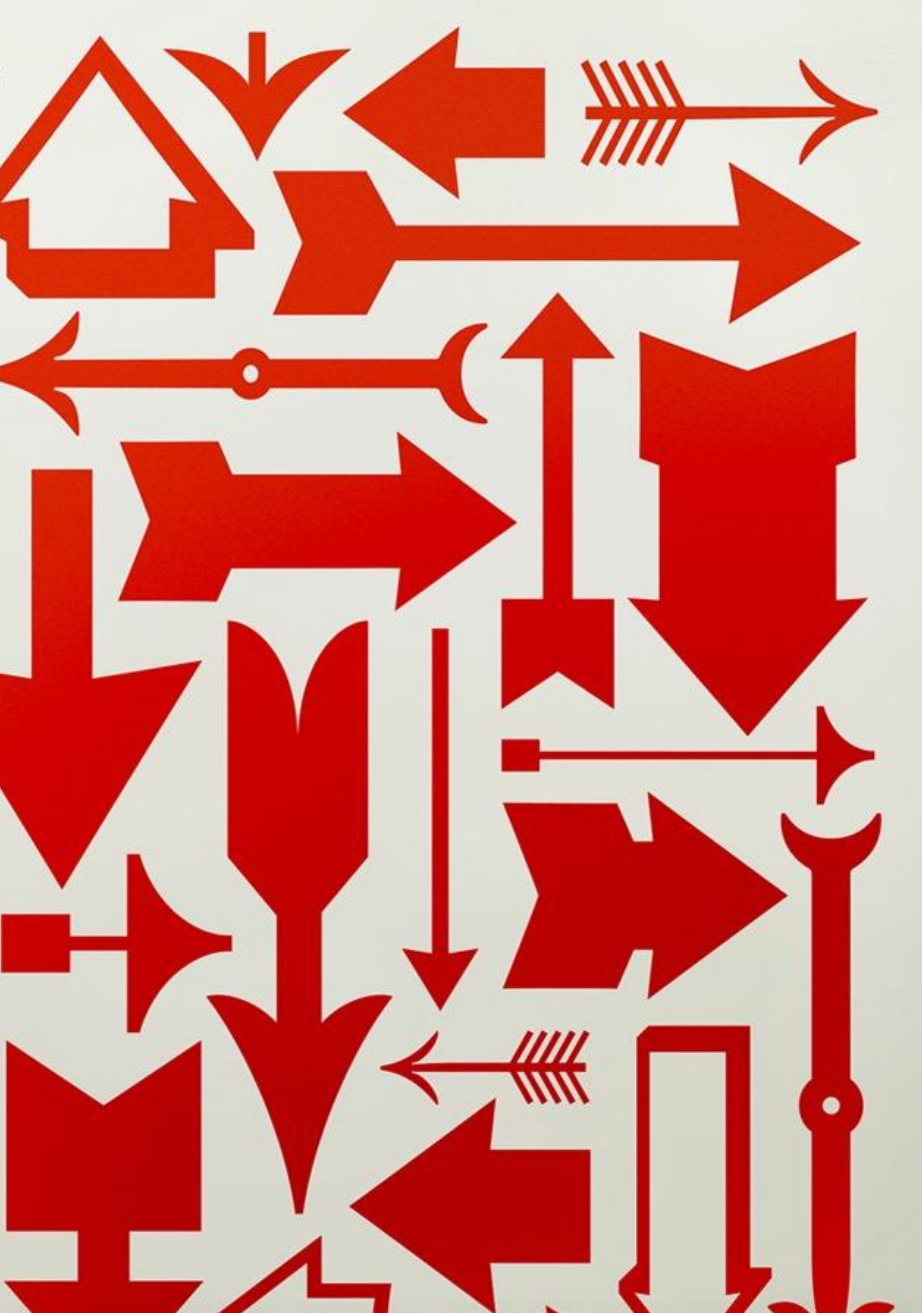
Google Analytics

Tips & Tricks for Your Business



Google Analytics





Session Topics:

1. Getting to know the dashboard
2. Metrics and dimensions
3. What reports to use
4. User tips to segment your data
5. Tracking your paid traffic

Google Analytics: An Overview

Google Analytics is a free measurement platform that provides a range of data about the users who visit your website.

- **Measure**

- *What pages do people visit*
- *How long do they stay*
- *Do they return*
- *Goal completions*

- **Understand**

- *Form completions*
- *Enews sign ups*

- **Take Action**

- *Gain insights into where to update or invest*



Getting to know the dashboard.



1

Report Shortcut

Audience Overview

Use "Shortcut" if you go to a report often

4

Dec 5, 2015 - Jan 4, 2016

Email Export Add to Dashboard **Shortcut**

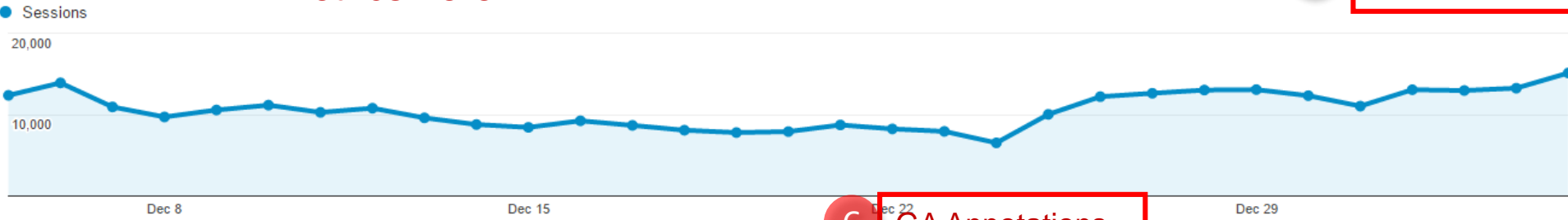
3

Sessions vs. Select a metric

Change graph metrics here

5

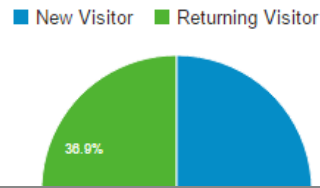
Hourly Day Week Month



6

GA Annotations

Sessions 328,186	Users 229,616	Pageviews 556,434	Pages / Session 1.70
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7

Quickly filter results

8



Change the graph type here to visualize data differently



Dashboard:



Live Walkthrough



Metrics & dimensions.



Common Metrics Defined:

Over 400 metrics and dimensions!

Sessions - The total number of single page (or single engagement hit) sessions for your property.

Bounce Rate - The percentage of single-page sessions (i.e., session in which the person left from the first page).

Avg. Session Duration - The average duration of a session.

Pages/Session - The average number of pages viewed during a session. Repeated views of a single page are counted.

Pageviews - Pageviews is the total number of pages viewed, including repeats.

Unique Pageviews - Unique Pageviews is the number of sessions during which the specified page was viewed at least once.

Avg. Time on Page - The average amount of time users spent viewing a specified page.



Common Dimensions Defined:

Source/Medium – From where and how a user arrived on your website.

Campaign – Descriptor for tracking purposes.

Device Category – Tablet, Mobile or Desktop visit.

Country/Region/Metro/City

Page/Page Title – page URL or title. Especially useful for performance check ins on titles.

Landing Page – the first page a user lands on upon site entry.

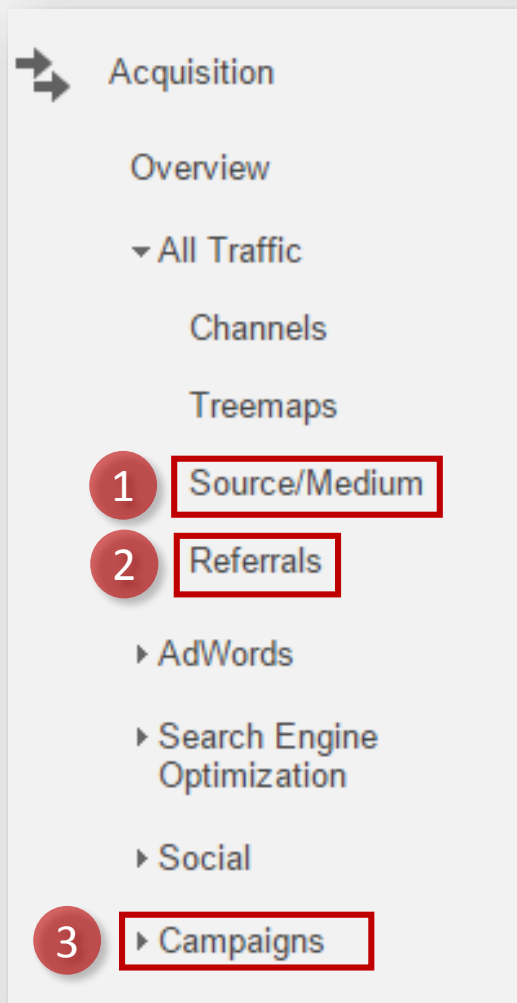
New/Return Visitor – based on session hit length.



Reports to know.



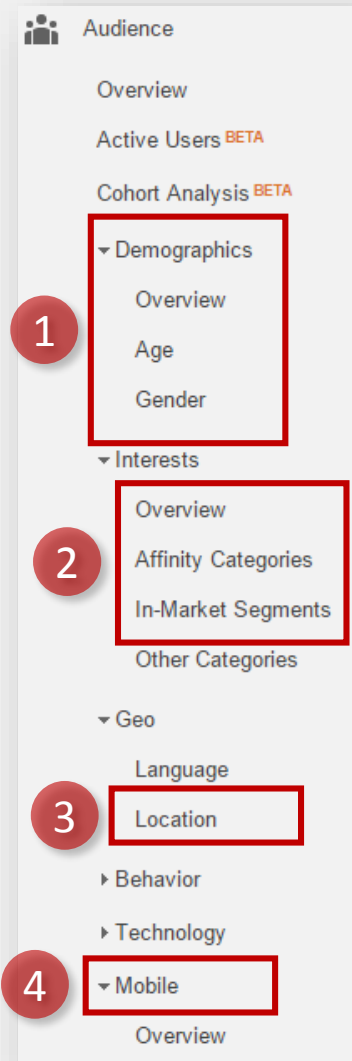
The Go-To Acquisition Reports:



1. **Source/Medium Report** – use this for tracking how different traffic sources perform against each other. Useful for assessing overall performance of a channel.
2. **Referrals** – Identify websites that provide high value for you.
3. **Campaigns** – if tagged correctly, this is a useful report for rolling up initiatives under one campaign umbrella.



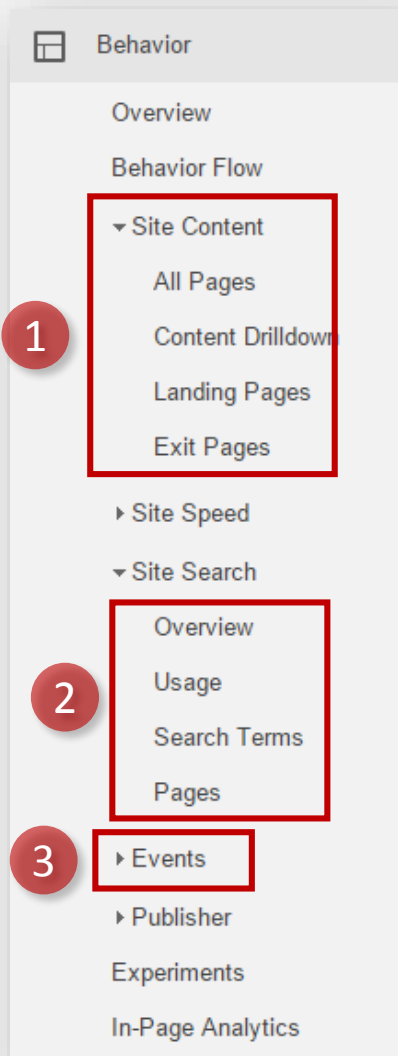
The Go-to Audience reports:



- 1. Demographic Reports** – Understand your website audience and segment the data to see if you are hitting the right markets.
- 2. Interest Reports** – Great for identifying potential areas of new advertising targeting.
- 3. Location Report**
- 4. Mobile Device Report**



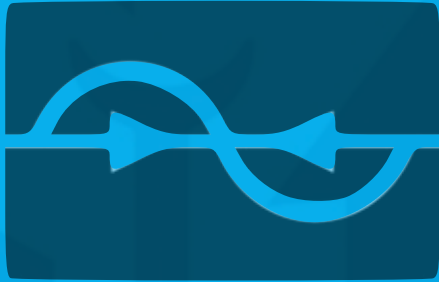
The Go-to Behavior reports:



- 1. Site Content Reports** – Mainly the All Pages and Landing Pages reports. Gives in-depth view of website content performance.
- 2. Site Search** – Great for identifying weaknesses/strength of content and sources. Uncover user behavior.
- 3. Events** – Mainly the Top Event report. Gives an overview of the most interacted with items on the website that are currently tracked.



Reports to Know:



Live Walkthrough

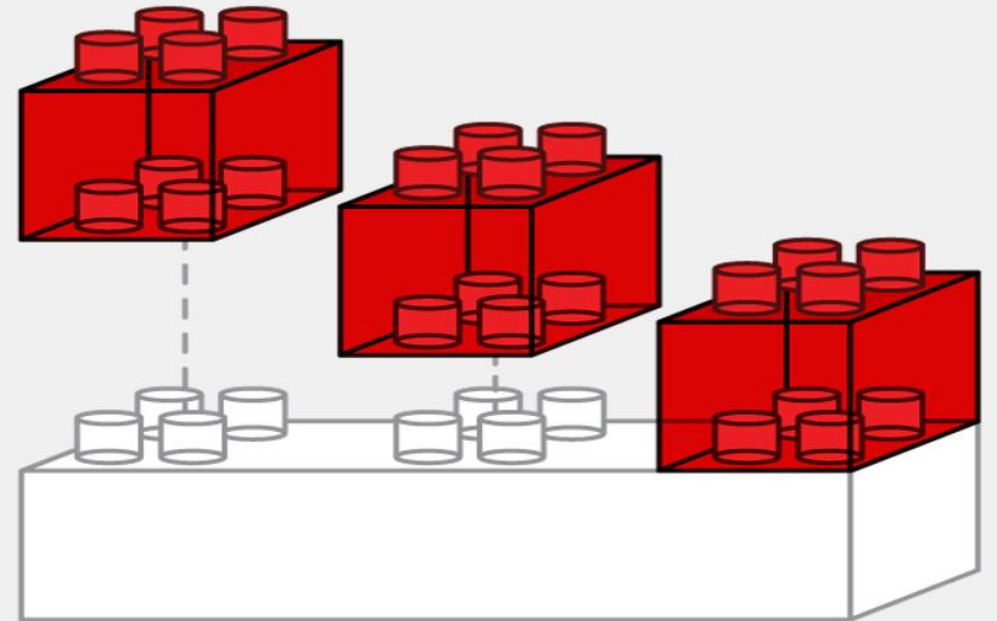


User tips & tricks.

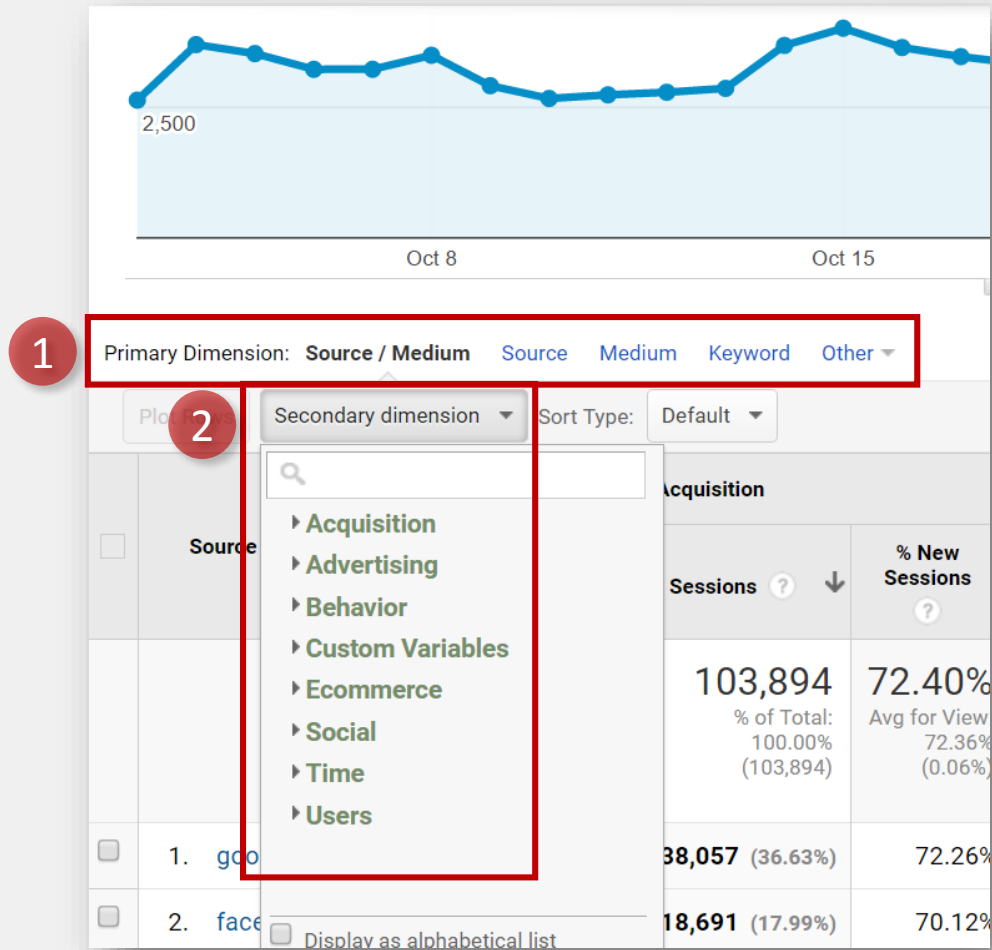


User Tips & Tricks:

1. Primary and secondary dimensions
2. Custom dashboards
3. Intelligence events
4. Custom segments
5. Set up goals and assigned values



Primary and Secondary Dimensions:

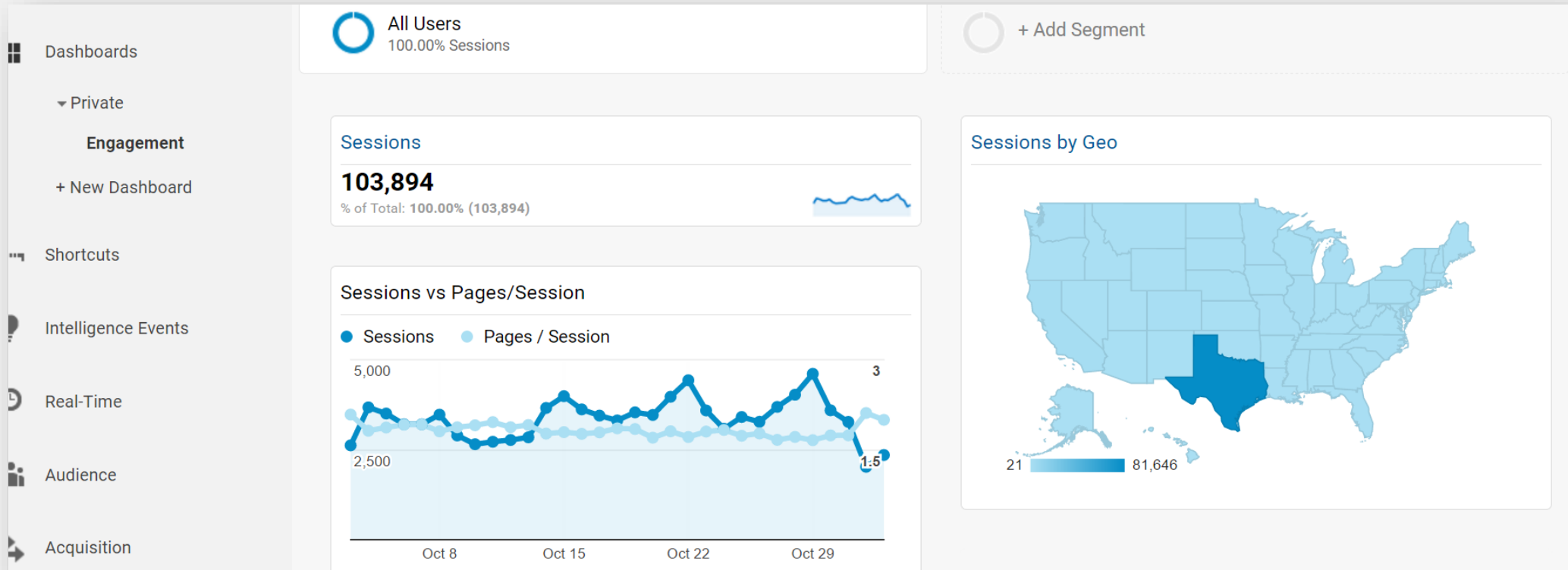


- **Primary Dimension** – The main segment by which data in a report is presented. Can be changed by selecting an option on the right of the default.
- **Secondary Dimension** – An optional reporting segment that further breaks down data. Adds a new column to the data table.



Custom Dashboards:

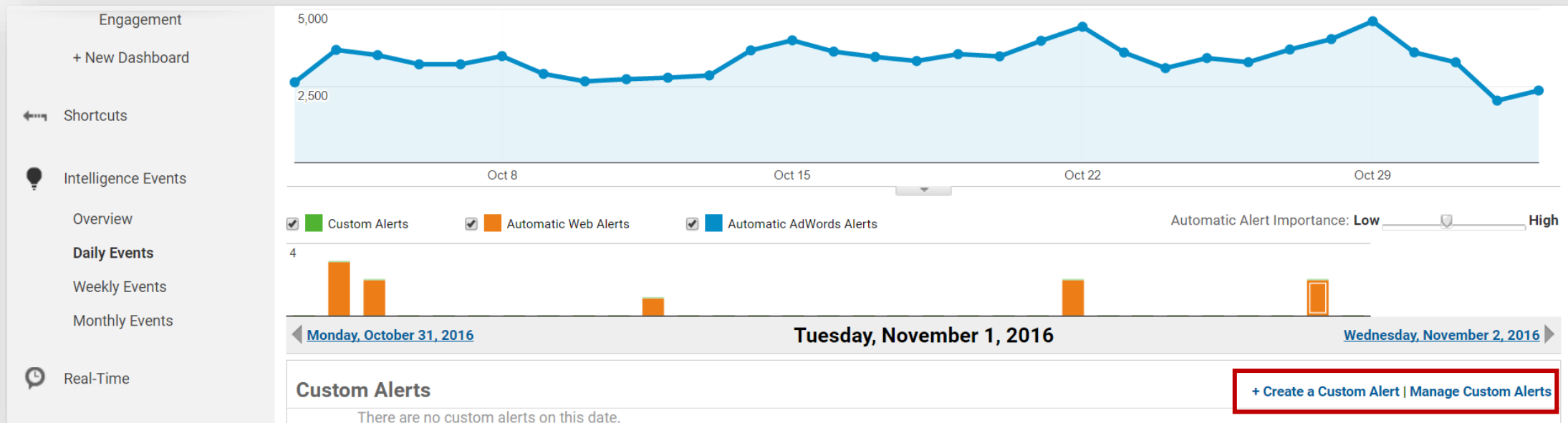
Custom Dashboards give you one-click reporting into all the metrics that are important to you



Intelligence Events:

Set up **automated alerts** when your data hits certain pre-defined thresholds:

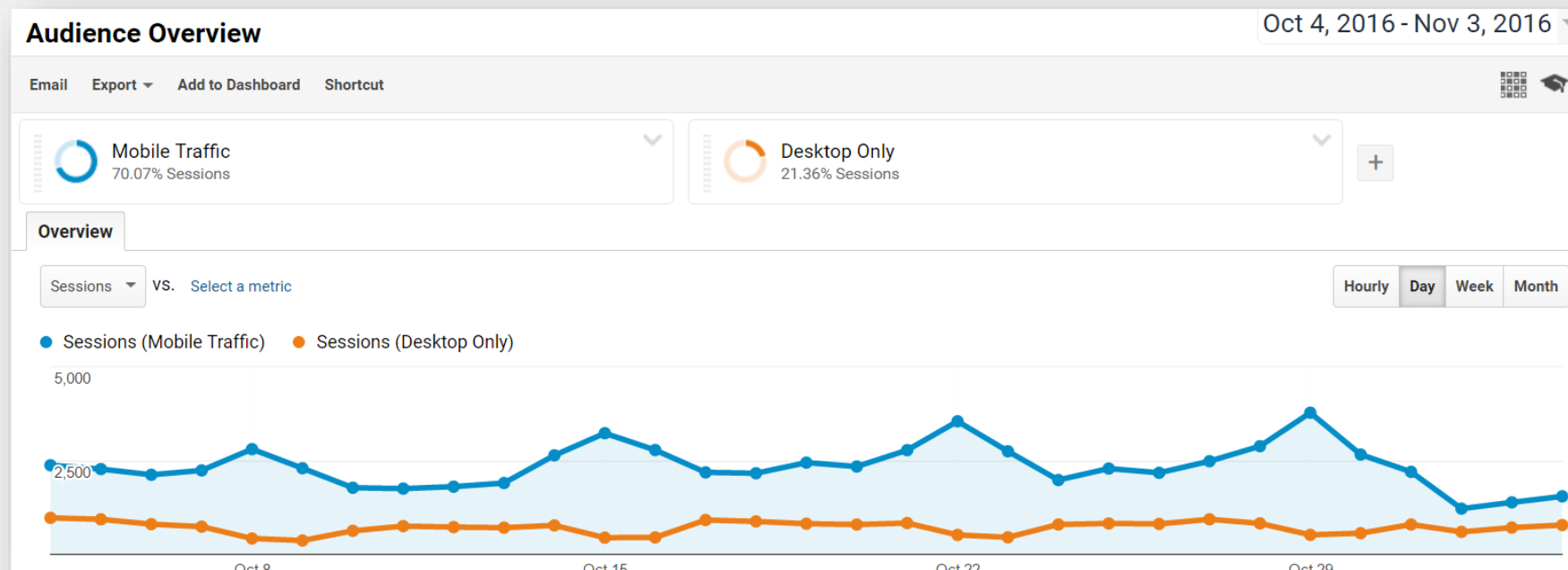
- No page hits
- Spikes in goal conversions
- Increases in bounce rate



Custom Segments:

Custom segments apply a filter on an entire report, which narrows down your view. Multiple segments can be applied, which is great for quick data comparisons.

- Compare mobile vs. desktop
- Compare cities
- Compare converting traffic vs. non-converting traffic



Set Up Goals:

Set up goals to gain insights into how many people fill out a form, sign up for e-newsletters, download a guide, etc.

- What traffic is the most valuable
- Is the user experience working

Primary Dimension: **Source / Medium** Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium ?	Acquisition			Behavior			Conversions Goal 3: eNewsletter Subscription		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	eNewsletter Subscription (Goal 3 Conversion Rate) ?	eNewsletter Subscription (Goal 3 Completions) ?	eNewsletter Subscription (Goal 3 Value) ?
	300,451 % of Total: 100.00% (300,451)	71.01% Avg for View: 70.99% (0.04%)	213,362 % of Total: 100.04% (213,282)	66.08% Avg for View: 66.08% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:41 Avg for View: 00:01:41 (0.00%)	0.18% Avg for View: 0.18% (0.00%)	544 % of Total: 100.00% (544)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	102,938 (34.26%)	72.62%	74,751 (35.03%)	59.05%	2.11	00:02:07	0.12%	126 (23.16%)	\$0.00 (0.00%)
2. (direct) / (none)	32,500 (10.82%)	81.47%	26,477 (12.41%)	59.96%	2.07	00:01:54	0.30%	98 (18.01%)	\$0.00 (0.00%)
3. inpwd.com / referral	21,738 (7.24%)	54.24%	11,791 (5.53%)	86.38%	1.22	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. m.facebook.com / referral	20,827 (6.93%)	78.94%	16,440 (7.71%)	78.51%	1.50	00:00:39	0.12%	24 (4.41%)	\$0.00 (0.00%)
5. google / cpc	17,244 (5.74%)	68.49%	11,810 (5.54%)	48.50%	2.73	00:02:39	0.34%	59 (10.85%)	\$0.00 (0.00%)



Tracking campaigns.



Tracking Campaigns:

Create a trackable URL to monitor digital efforts on partner websites, social media and email.

Source = Where the traffic came from

- *Example: facebook, twitter, vendor/publisher name*

Medium = How they arrived

- *Example: paid social, email, display*

Campaign = Initiative name (year, messaging/source, etc)

- *Example: LHVB FY 2016 – Internal Newsletter*

Content and **Term** are optional, but very useful for further segmenting click information from a source.



Example URL:

http://www.example.com/index.aspx?utm_source=facebook&utm_medium=paid%20social&utm_term=image%20a&utm_content=winter%20message&utm_campaign=lhvb%20fy%202016%20-%20paid%20social%20media

Source = facebook

Medium = paid social

Content = winter message

Term = image a

Campaign = lhvb fy 2016 - paid social media

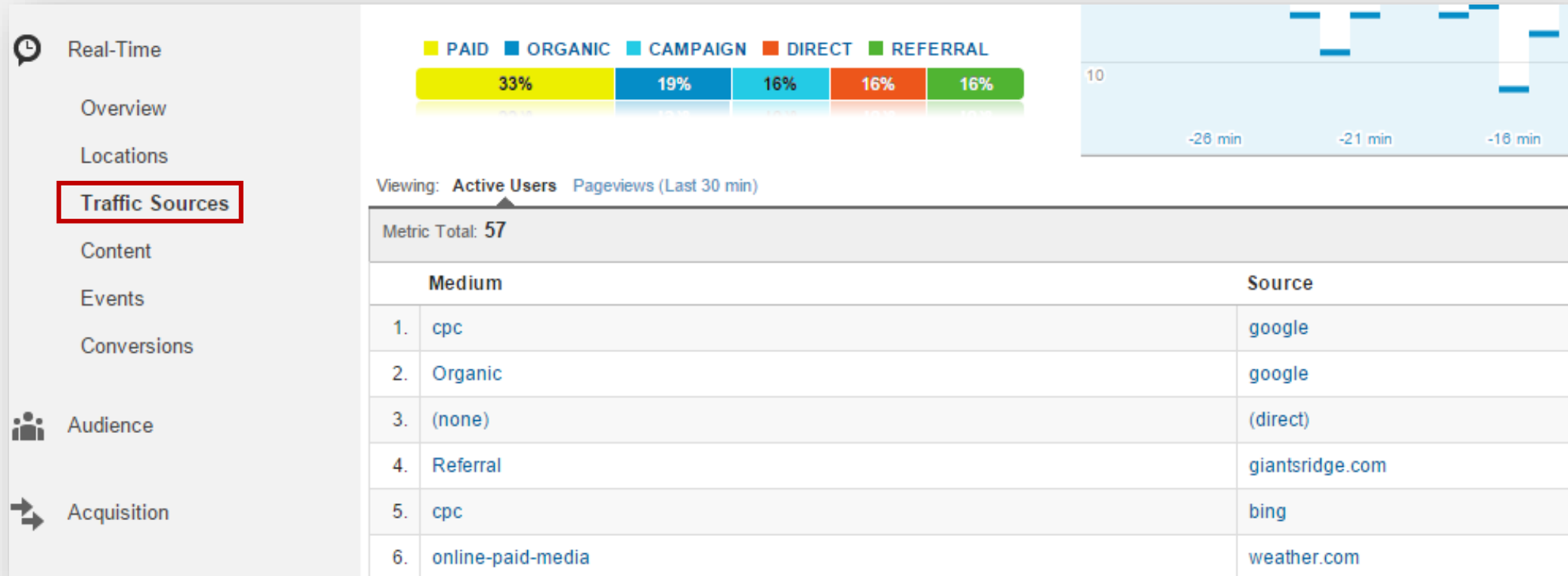
Note: %20 represents a space between words

Google URL Builder: <https://goo.gl/4diX54>



Always Test URLs:

Use the **Real Time Traffic Sources** report to test URL's before setting campaigns live.





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Let's Connect

