Google Analytics // *Kevin Mullett*

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turning opinion into data

- **measuring marketing, promotions, and advertising methods**
- **prudent allocation of marketing dollars based on ROI**
- **where do visitors really come from**
  - **offline and online tracking of marketing**
- **what keyword phrases are we found by**
- **what pages are popular and how long do visitors stay on those pages**
  - **does the copy, call to actions, or imagery need changed**
- **what pages or items might be causing issues**
- **who is our audience**
  - **browsers, resolution, platforms**
- **how many visitors only view one page** (bounce rate)
- **benchmark against similar sized sites**
  - **if you don't mind sharing your data**

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Analytics // the different choices

- **server level statistics (installed by host; AW Stats, WebTrends, Urchin)**
- **CMS (specific to each content management system)**
- **third party (external to site services; Google Analytics, Chartbeat, Clicky, Woopra)**
- **aggregators (stats from multiple sources and services)**
- **niche' (measure specific services or metrics; ClickTale, Facebook Insights, Buzz-Charts, Twitter Grader)**
- ~~**hit counters**~~ **(lined out for a reason)**
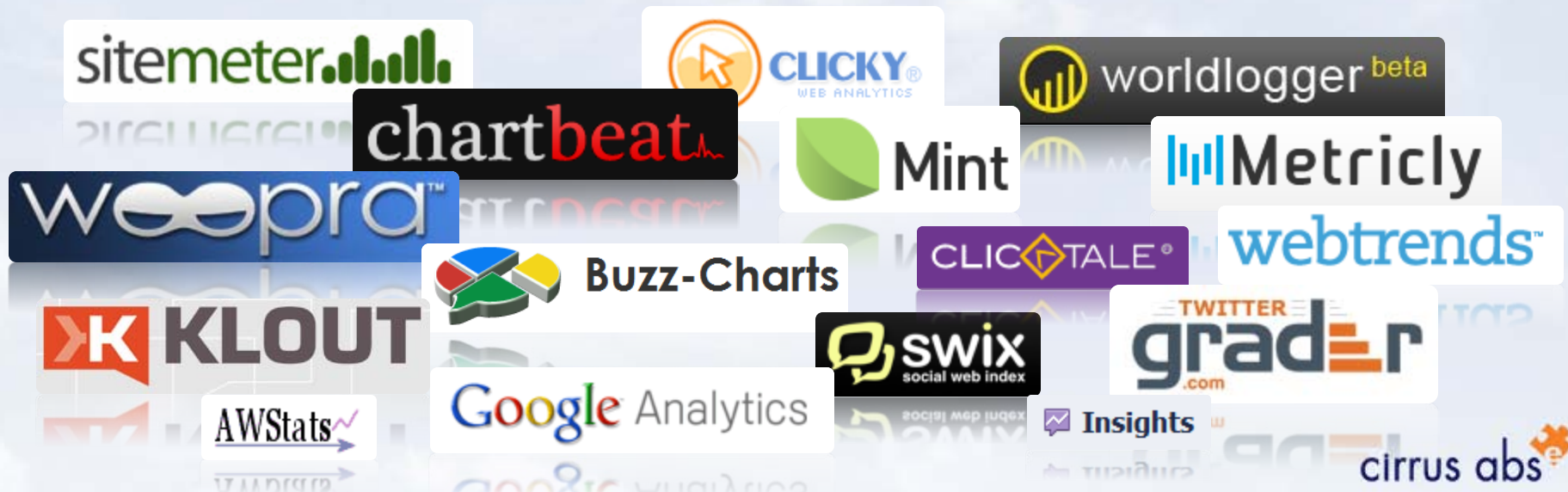
Analytics // so why Google Analytics?

Google Analytics

Urchin
from Google

in 2005 Google purchases Urchin

- Urchin was a top player in analytics
- simpler interface than most server analytics
- ties in with AdWords for campaign tracking
- it is free
- Google is taking over the world

Cirrus ABS needed a vehicle for proving our process and solutions were producing better results

- online marketing on the rise, traditional marketing declining
- importance of search engine optimization
- visitor centric sites with paths to conversion

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Analytics // but the numbers don't match

Top Unique User Sessions Per Day

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Google Analytics
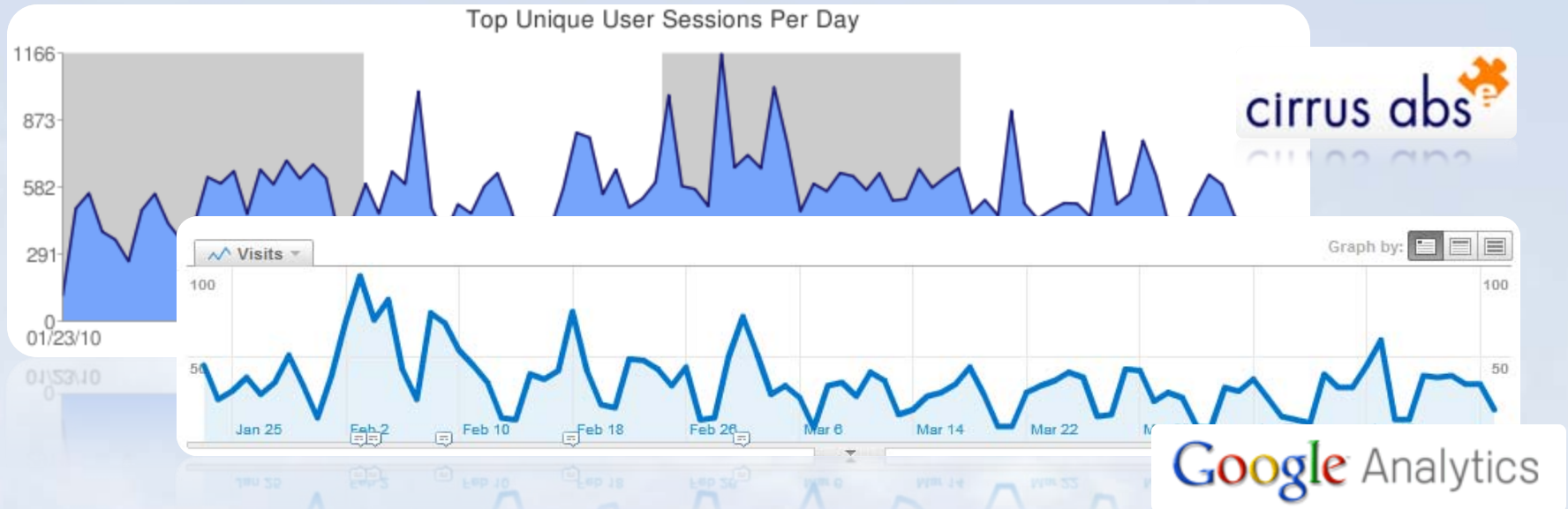
each software developer decides what metrics should be included and the criteria that make them up

- total page hits VS visitations
- unique user sessions per day VS absolute unique visitors
- session timeout in 20min/cookie expiration VS 30 min session timeout for GA
- news items viewed VS pageviews

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Analytics // easy and top of mind

let's make it easy to get to Google Analytics

- **if you're using our v2 tools go to web statistics and use the shortcut (set per browser)**

- **create a shortcut to google.com/analytics**

# Analytics // customizing your dashboard

get the information you need quickly

1. browse to the report you want to add
2. select the "add to dashboard" button
3. select the "view dashboard" link
4. repeat for other reports you would like to add

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exporting one time reports

1. navigate to the report you want to create
   example: "content" > "top content"

2. select the "export" drop down tab

3. select the appropriate format

   – PDF (vector output for quality visual reference, ease of sharing)

   – XML (extensible markup language)

   – CSV (comma separated value, Excel)

   – TSV (tabbed separated value, Excel)

4. save (different per browser)

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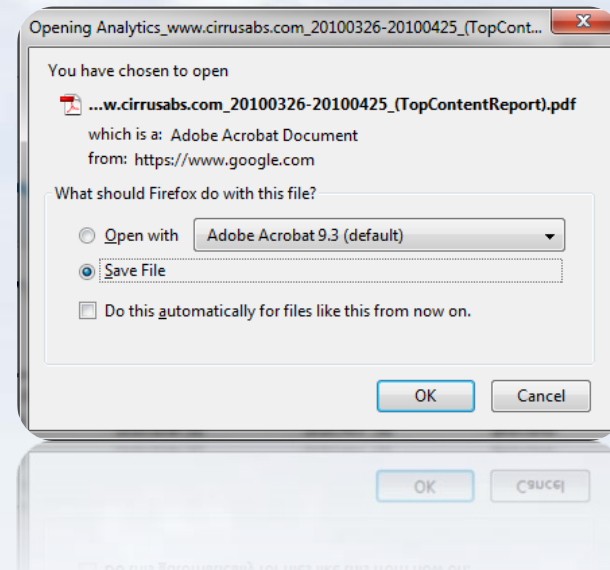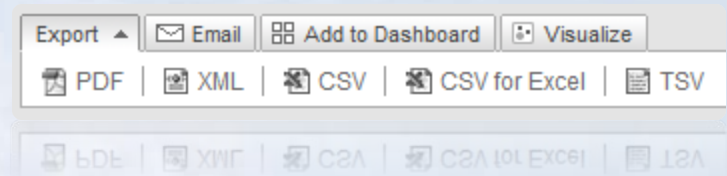
now let's create an automated report

1. **navigate to the report you want to create**

   – example: "content" » "top content"

2. **click the "email" button**

3. **click the "schedule" tab**

4. **input emails and/or check "send to me"**

5. **fill in the remaining fields**

6. **select the desired format**

7. **select daily, weekly, monthly, quarterly**

8. **optionally select to include a "date comparison"**

9. **click "schedule"**

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comparing a specified date range to the past

1. select a month (from the main dashboard)
2. check "compare to past" and select a previous month
3. click "apply"

Analytics // annotating key events
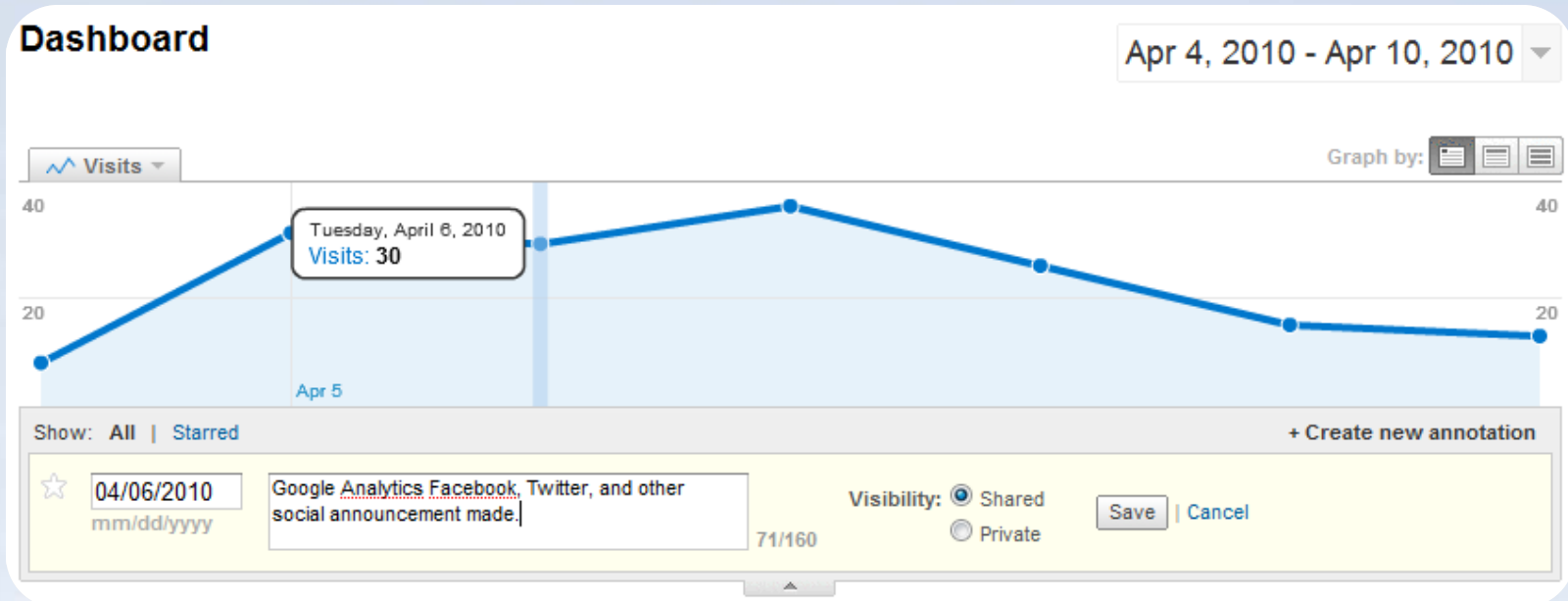
a newer feature of Google Analytics is annotation

1. select a date range (from the main dashboard)
2. click the dot that corresponds to a date of a known event
3. type in the annotation and save
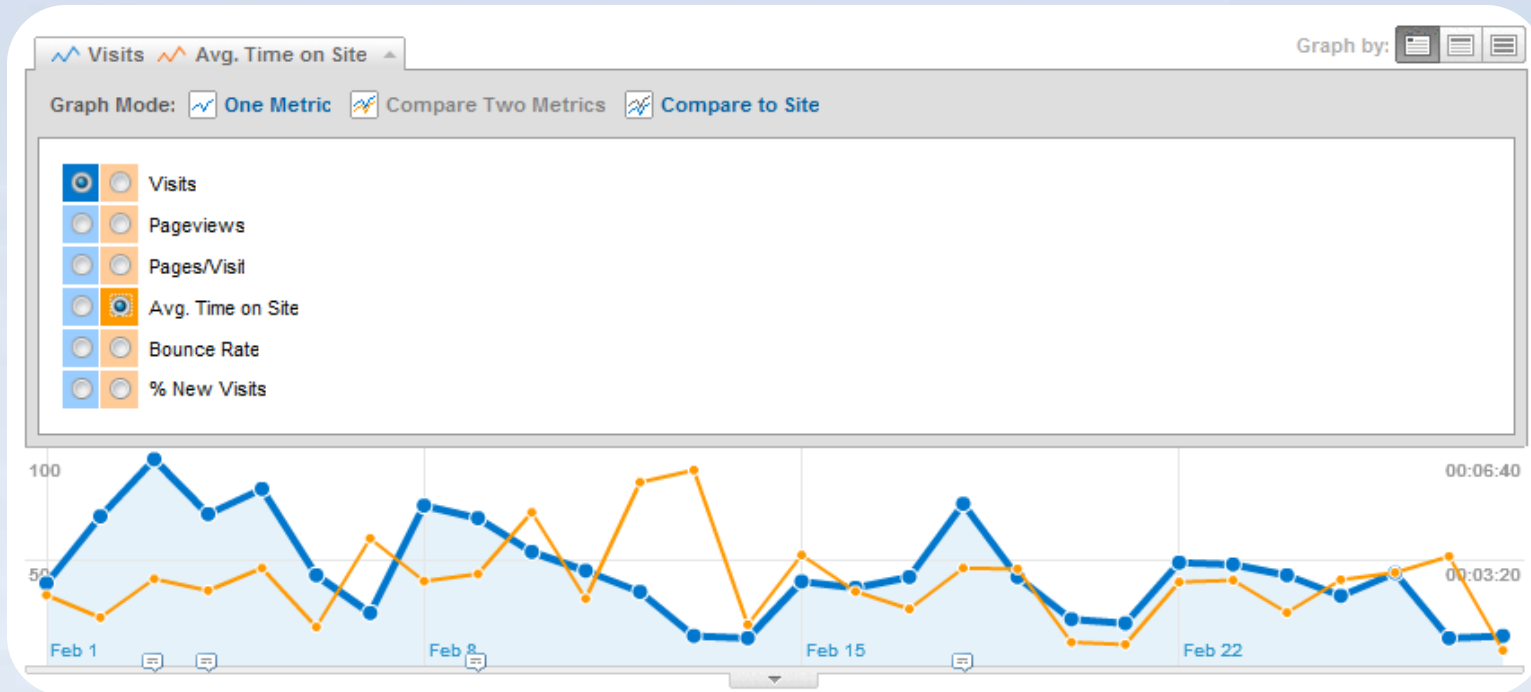
let's compare some metrics for better insight

1. click the "visits" drop down tab

2. click the "compare two metrics"
   - hover over points on the graph for more information
   - select other metrics to compare

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what is a bounce rate?

- **landed on and left from a given page (any page) on your site**

- **allowed their session to timeout (GA's session timeout is 30 minutes)**
  - **upon returning from eating lunch a new session would start and the previous one would be counted as a bounce**
  - **a lost internet connection may count as a new session when restored in some situations**

- **back button used to leave the site**

- **typed a new address into the address bar to leave**

- **closed the browser window or tab**

- **no further, currently defined, action took place**
  - **they might have called but unless you have a special phone number…**

5.	/blog/application-performance-open-session-in-vie	76	71	00:02:40	92.86%	92.11%

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Analytics // why is bounce important?

bounce as an indicator

- **possible inadequate paths to action (next step)**
  - if they make it to "contact us" do they end up on "thank you"
- **shows lost conversions or missed client acquisitions**
  - does the landing page match the marketing offer
- **spotlights visit quality and page relevancy to visitors**
  - wasted efforts attracting visitors for the wrong keyword phrases

32.76% Bounce Rate

Monday, March 1, 2010	44.19%
Tuesday, March 2, 2010	43.59%
Wednesday, March 3, 2010	44.44%
Thursday, March 4, 2010	42.86%
Friday, March 5, 2010	45.00%
Saturday, March 6, 2010	48.15%

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certain sites/visits are likely to have higher bounce rates

- **blogs and news, where the visitor is looking at a specific article**

- **informational searches** (as opposed to navigational or transactional)
  - **follow a search result for specific information**

- **sites with timely information on the homepage**
  - **event calendars and clubs**

according to Avinash Kaushik, a respected GA's expert, an average bounce rate is 40-60%. *"It is really had to get a bounce rate under 20%, anything over 35% is cause for concern, 50% (above) is worrying." Avinash Kaushik*

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Analytics // targeted keyword or not?

let's see a keyword example for a given metric

1. click "traffic sources" in the left nav
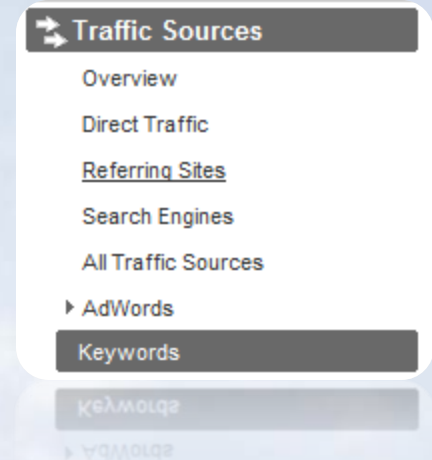2. select "keywords"
3. select "non-paid" Show: total | paid | non-paid

reasons for high keyword bounce rate

- incorrect keyword target for your site
- the landing page doesn't fit the visitors needs
- unclear SEFurl's, meta descriptions, or page titles
- found exactly what they needed and required no further action

Options

1. click a "keyword" link
2. select "dimension: source" to see traffic by search engines
   – now we can investigate high bounces by term and search engine

Traffic Sources
- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- ▶ AdWords
- Keywords

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Analytics // monitoring on-site search

site search setup information

- if you have a search box on your site
- must know the parameters of each type
- edit via the Google Analytics profile

○ Do Track Site Search
○ Don't Track Site Search

Query Parameter (required):
Use commas to separate multiple parameters (5 max)

`query,searchtext,searcr`

○ Yes, strip query parameters out of URL [?]
● No, do not strip query parameters out of URL

Do you use categories for site search?
○ Yes ● No

tracking how visitors search on your site

1. click "content" in the left nav
2. click "search terms" (what are they looking for)
3. click "start pages" (where they get lost most often)
4. click "usage" (is it trending up or down after a recent change)

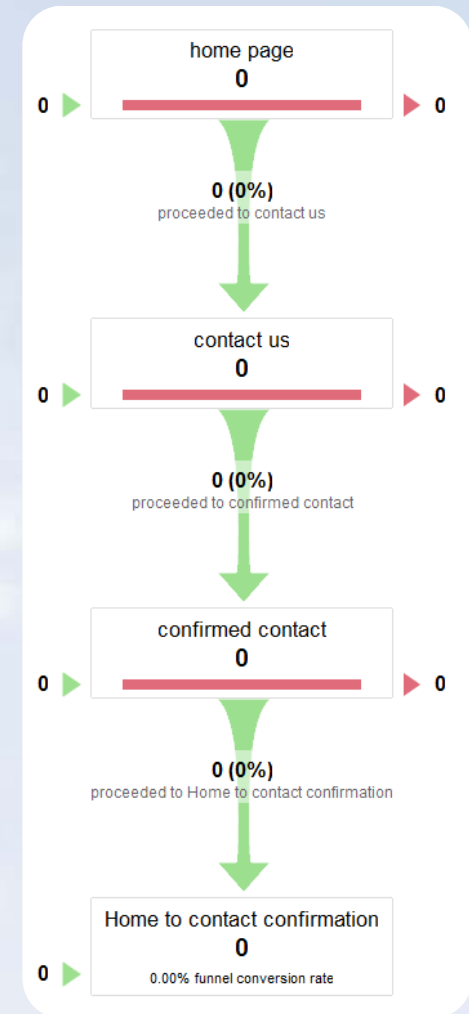|			
1.	■ /event-calendar.aspx	303	32.20%
2.	■ /default.aspx	234	24.87%
3.	■ /event-calendar.aspx?search=professional&tags=	32	3.40%
4.	■ /event-calendar.aspx?search=indoor&tags=1	26	2.76%
5.	■ /event-calendar.aspx?cat=f5f71390-ce93-43a7-9	23	2.44%

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Analytics // creating goals

first time goal creation

1. click "goals" in the left nav
2. select "set up goals and funnels"
3. select "add goal"   **+ Add goal** (Goals available: 5)
4. name the goal "contact us"
5. select the "url destination" radio button
6. go to your contact us page and copy the url paste that url into the "goal url" box
7. click "save goal"

optionally adding a funnel to the goal

1. click "yes, create a funnel for this goal"
2. enter the first url and name it
3. click "add goal funnel step"
4. repeat step 2 and 3 until the funnel is complete

home page
0

0

0

0 (0%)
proceeded to contact us

contact us
0

0

0

0 (0%)
proceeded to confirmed contact

confirmed contact
0

0

0

0 (0%)
proceeded to Home to contact confirmation

Home to contact confirmation
0

0

0.00% funnel conversion rate

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how many pages do they visit?

1. click "Visitors" in the left nav
2. select "Visitor Loyalty"
3. select "Depth of Visit"

Depth of Visit   Feb 1, 2010 - Feb 28, 2010 ▼
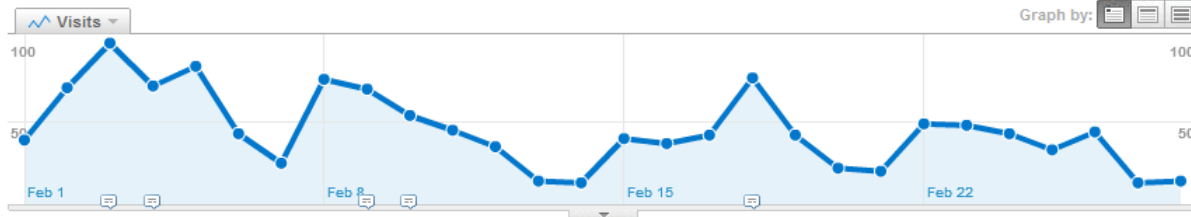
Most visits tracked: 1 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	611.00	48.38%
2 pageviews	226.00	17.89%
3 pageviews	100.00	7.92%
4 pageviews	85.00	6.73%
5 pageviews	59.00	4.67%

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Analytics // brand awareness anyone?

comparing new vs returning visitors

1. click "Visitors" in the left nav
2. select "New vs. Returning"
3. select "Depth of Visit"

how did that awareness campaign work for us?

1. click "visitors" from the left navigation
2. select "map overlay"
3. click the "United States"
4. click "Indiana" (on map or words)
5. click "Indianapolis"
6. make sure your date range matches the promo dates
7. now let's select "none: visitor type"
   this shows us how many "new visitors" our promo provided in this region
   - each column gives us a little insight how the promo worked
   - monitoring this through the duration of the campaign would show when you peak and start to hit diminishing returns
   - this could be added to your dashboard, exported to a report, or emailed through the duration of the campaign
8. now let's select "none: source"
   - (direct traffic vs SE traffic) was the promo effective for URL awareness
   - if a large percentage come from search engines then they had to look for you
   - if shown as "(direct)", meaning they typed the URL into the browser they remembered your domain name from the promo

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which referring sites send you the best traffic

1. select a date range if desired

2. click "traffic sources" in left nav

3. click "referring sites"

4. click on any of the referring sites

   – review: visits, pages/visit, time on site, % new visits, and bounce rate

   – change to "visitor type" to see new visitors to the site

   – change to "region" to see where the visits come from
   (keeping in mind that ISP don't always report correctly)

   – note how the bounce rate climbs the farther away they are
   (if the site is location sensitive)

   – If your paying for banner advertisement, or any other type of paid traffic...you're looking for quality of conversion not simply traffic

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Headquarters
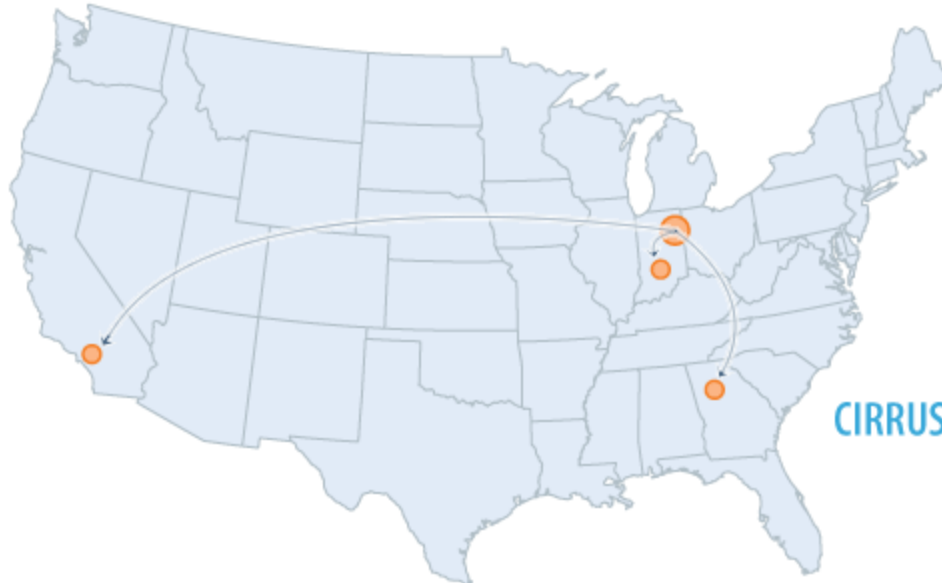3213 Stellhorn Road
Fort Wayne, IN 46815

North Region
47 S. Pennsylvania St.
Indianapolis, IN
46204

South Region
1230 Peachtree St.
Suite 1900
Atlanta, GA 30309

West Region
2056 Sea Cove Lane
Costa Mesa, CA
92627

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