Agenda

1. Welcome & Warm Up

2. Determining Objectives

3. Understanding Categories

4. Selecting the data

5. Using Tag Manager

6. Creating a dashboard for reporting

7. Special Offer

8. Q&A

Determining Objectives

- Brand Awareness
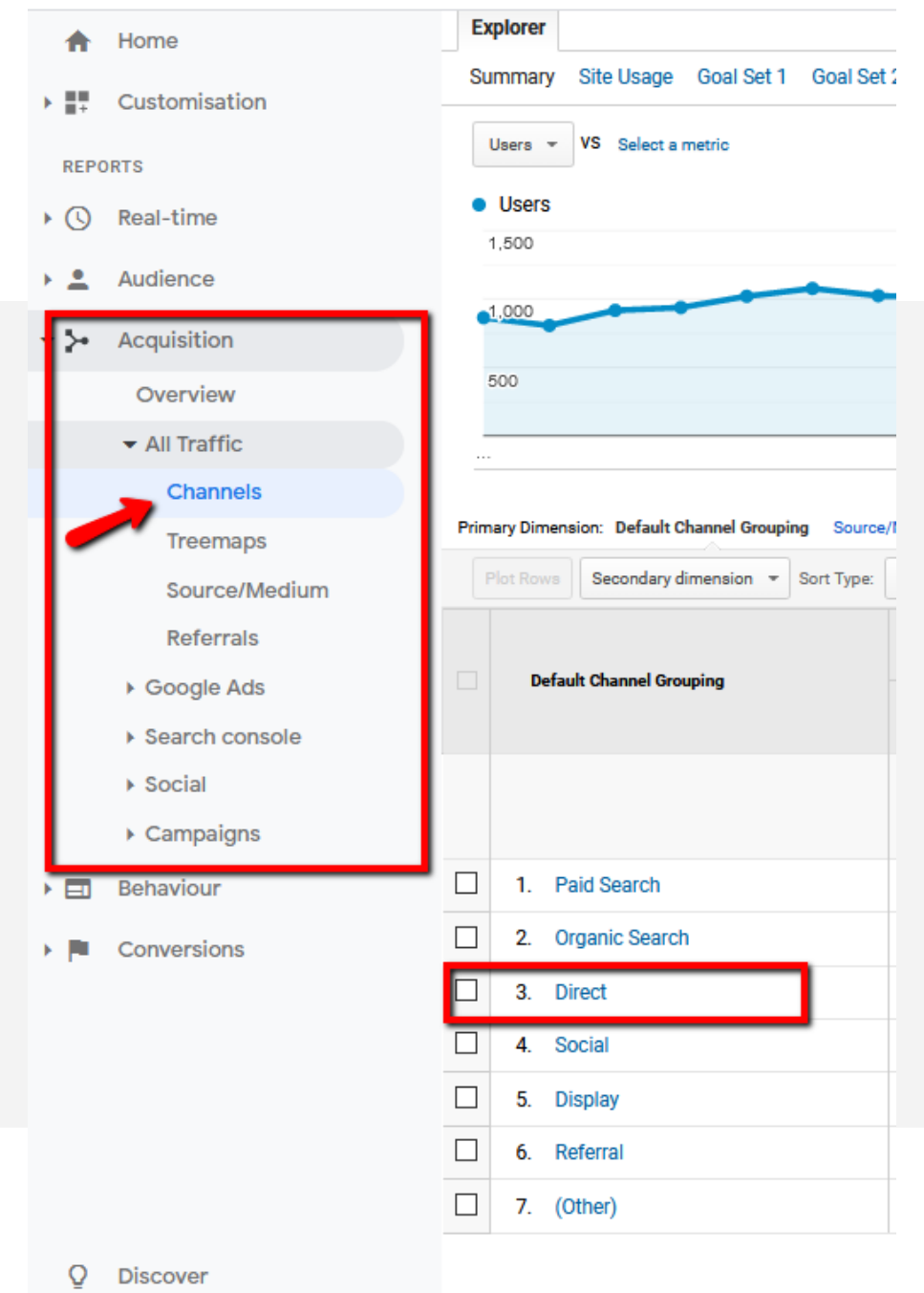- Traffic
- Leads / Sales
- Ecommerce

Brand Awareness

Impressions & Reach

Definition: the number of times your business is shown. E.g.

- Google Search the ad or organic listing is on the page viewed
- Your ad displayed on another website
- Your ad in Social Media

* Requires the use of additional tools, such as: Google Search Console, Google AdWords, Facebook Analytics etc.

Brand Awareness

What can we learn from Analytics and Where to look.

As mentioned, Google Analytics is not really tailored for Brand Awareness Metrics....
But here are a few areas you can check to measure Brand Awareness Campaigns.

1. Do you have an Increase in Direct Traffic

2. Have your Brand Name Searches Increased—find these within your search console and query report.

3. Returning Users vs New Users—Has the ratio of new users increased?
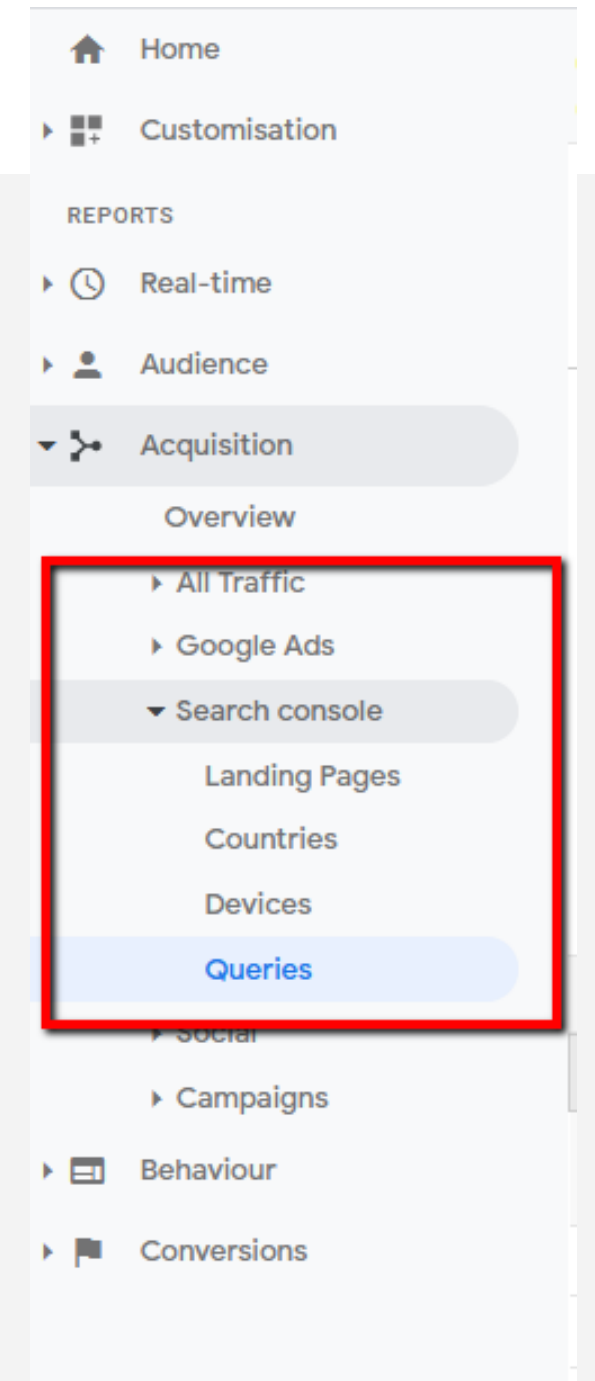
Traffic

Also known as Users or Visitors

definition: the number people who have landed on your website.

What can we learn from Analytics and Where to look.

Traffic is probably the most commonly used metric within Google Analytics but can be broken down into many segments and there is lot to be learnt in Google Analytics about your traffic.

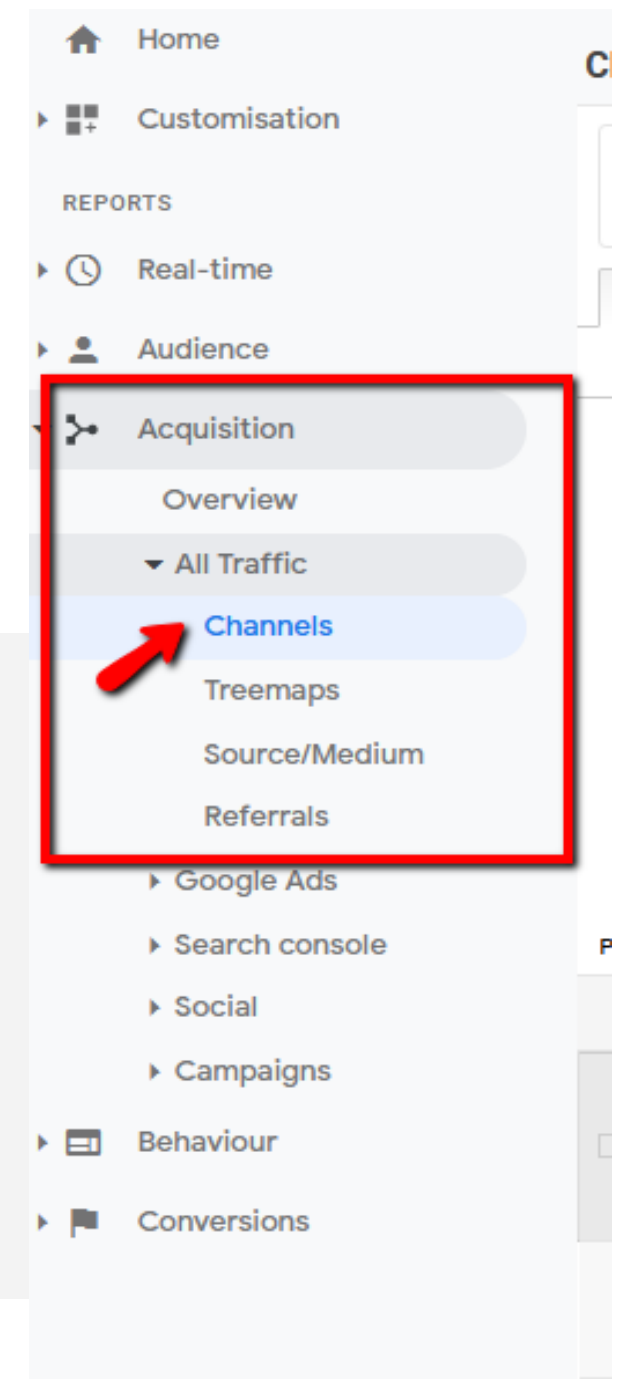Users - People who have initiated one session

New Users - Number of First time users

Sessions - A period of time a user is engaged with your website.

Bounce Rate - The percentage of single page sessions with no interaction on the page.

Pages per Session - Average number of pages viewed per each session

Ave Session Duration - The average length of a session

Traffic

1. Channel Group - What source is bringing you the most traffic?

2. What source/medium within the channel group is bringing the most traffic. E.g. Facebook, YouTube, Instagram will all sit under 'Social" So you may need to dig further into this.

3. When looking to increase the traffic through your website - Identifying the areas that are bringing you the most traffic will allow you to focus your efforts or investment into these areas.

4. Having traffic on your site is the first part of the puzzle but always dig deeper to understand how the traffic is behaving.

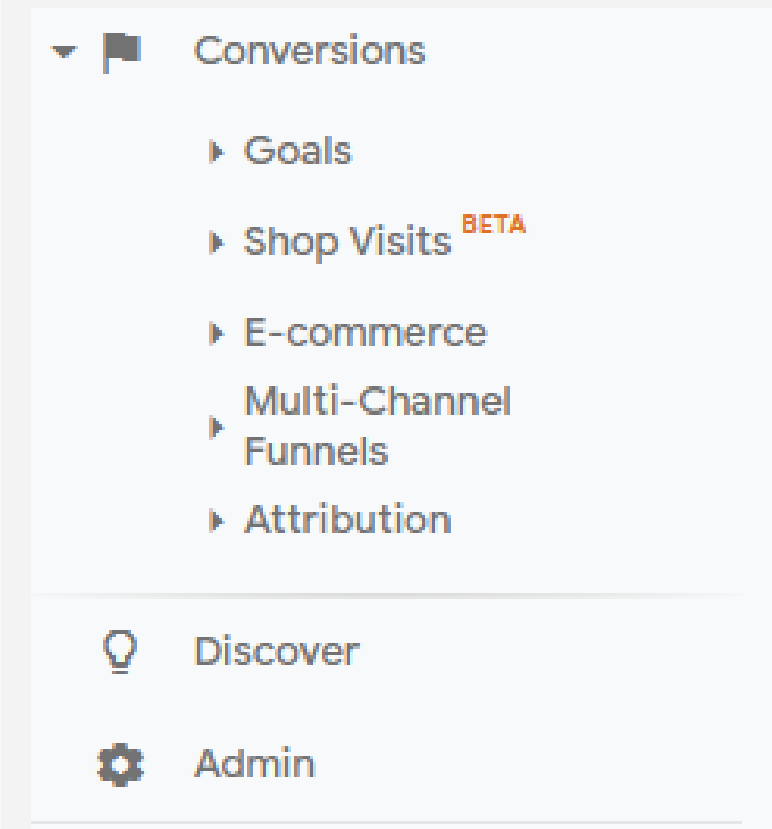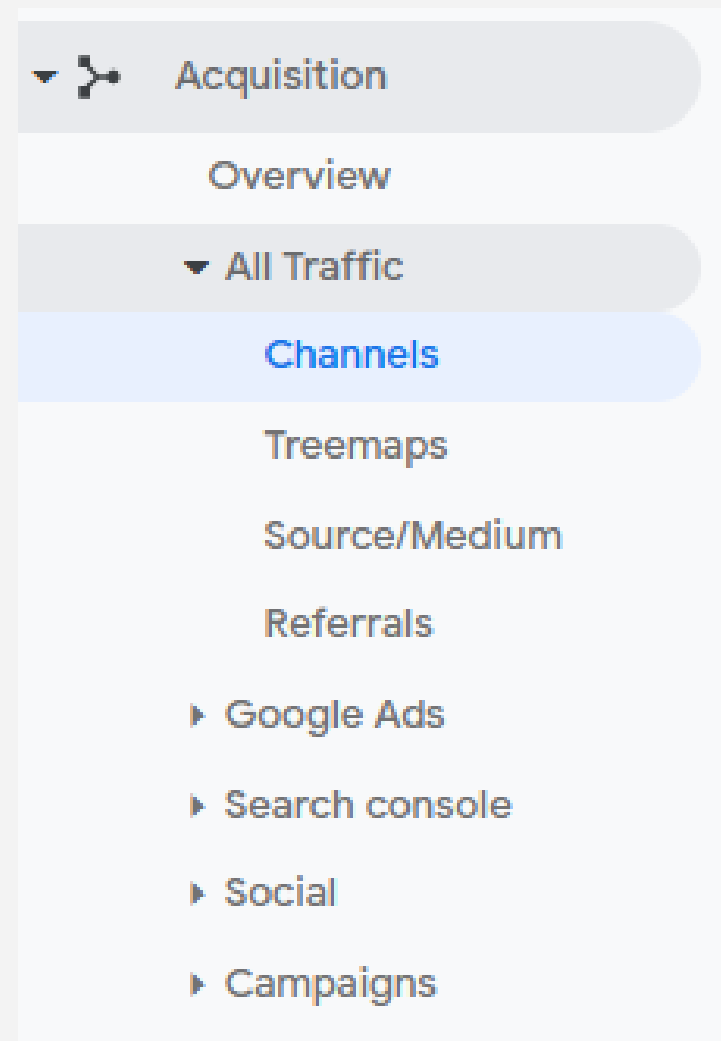| Default Channel Grouping	Acquisition		
	Users ↓	New Users	Sessions
	36,133	34,580	45,903
	% of Total: 100.00% (36,133)	% of Total: 100.06% (34,560)	% of Total: 100.00% (45,903)
1. Paid Search	19,447 (52.59%)	18,624 (53.86%)	22,927 (49.95%)
2. Organic Search	10,106 (27.33%)	9,047 (26.16%)	13,002 (28.32%)
3. Direct	3,484 (9.42%)	3,340 (9.66%)	4,985 (10.86%)
4. Social	2,281 (6.17%)	2,111 (6.10%)	2,587 (5.64%)
5. Display	1,353 (3.66%)	1,197 (3.46%)	1,974 (4.30%)
6. Referral	284 (0.77%)	240 (0.69%)	403 (0.88%)
7. (Other)	24 (0.06%)	21 (0.06%)	25 (0.05%)

Leads or Conversions

definition: the number of Valuable Actions chosen by you on your website.

E.g. Calls / Thank You pages / Button Clicks

What can we learn from Analytics
and Where to look.

Leads and Conversions is the final part of the puzzle.

Setting up Goals within the admin section of Google Analytics is imperative to Fully Understanding your website from a Leads / Conversion Perspective.

Acquisition
- Overview
- All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
- Google Ads
- Search console
- Social
- Campaigns

Conversions
- Goals
- Shop Visits BETA
- E-commerce
- Multi-Channel Funnels
- Attribution

Discover

Admin

Leads or Conversions

Learning more about your Leads and Conversions.
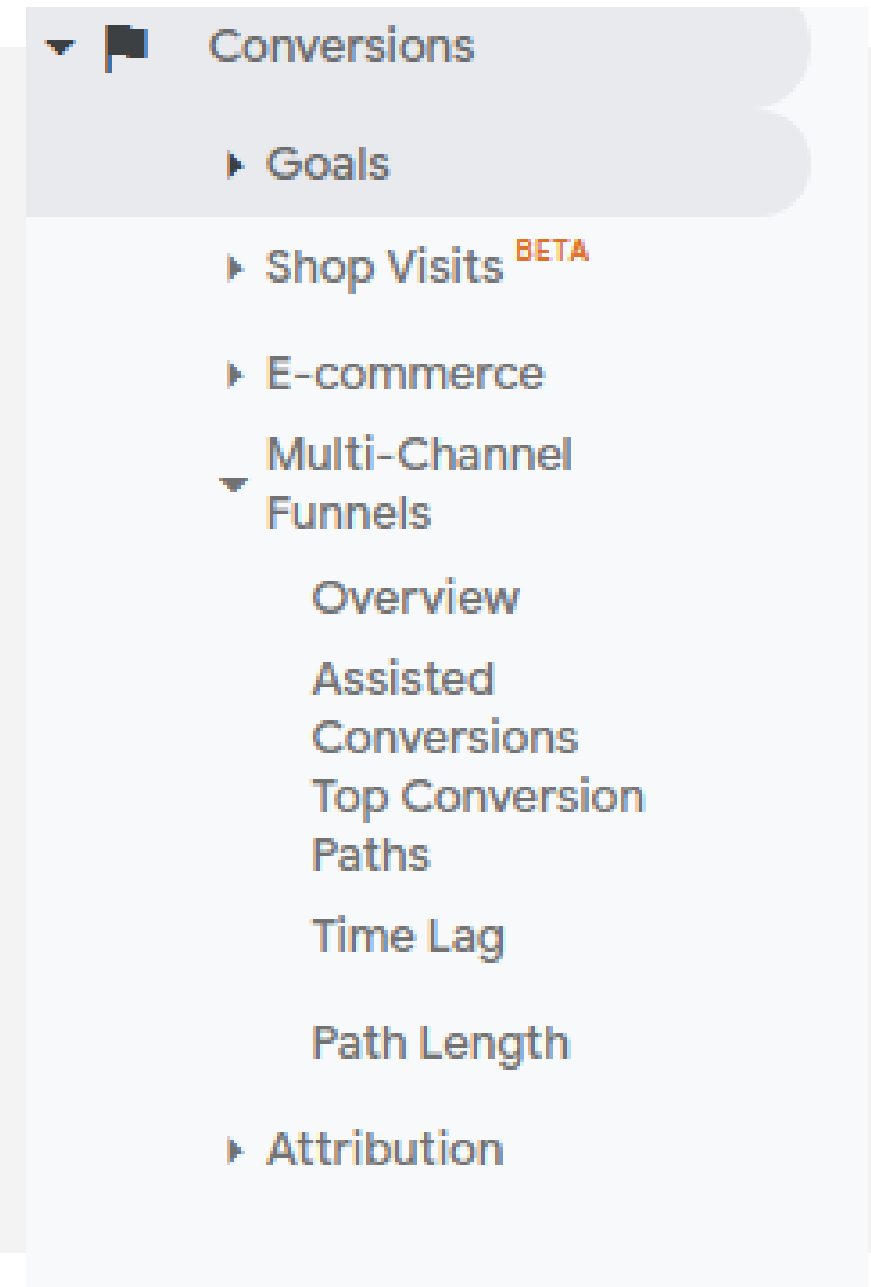
Assisted Conversions - This can tell you what channels. Source Mediums are assisting in your conversions along the marketing funnel.

Top Conversion Paths - This lays out the Customer Journey across different Touch points. You can segment this by multiple levels, such as channels / Campaigns / Keywords etc

Paid Search → Organic Search → Direct

Time Lag - The Number of Days it took from First Interaction before a conversion or lead happened.

Path Length - The Number of Interactions before a conversion or lead happened.

Conversions
- ▸ Goals
- ▸ Shop Visits BETA
- ▸ E-commerce
- Multi-Channel Funnels
  - Overview
  - Assisted Conversions
  - Top Conversion Paths
  - Time Lag
  - Path Length
- ▸ Attribution

Ecommerce
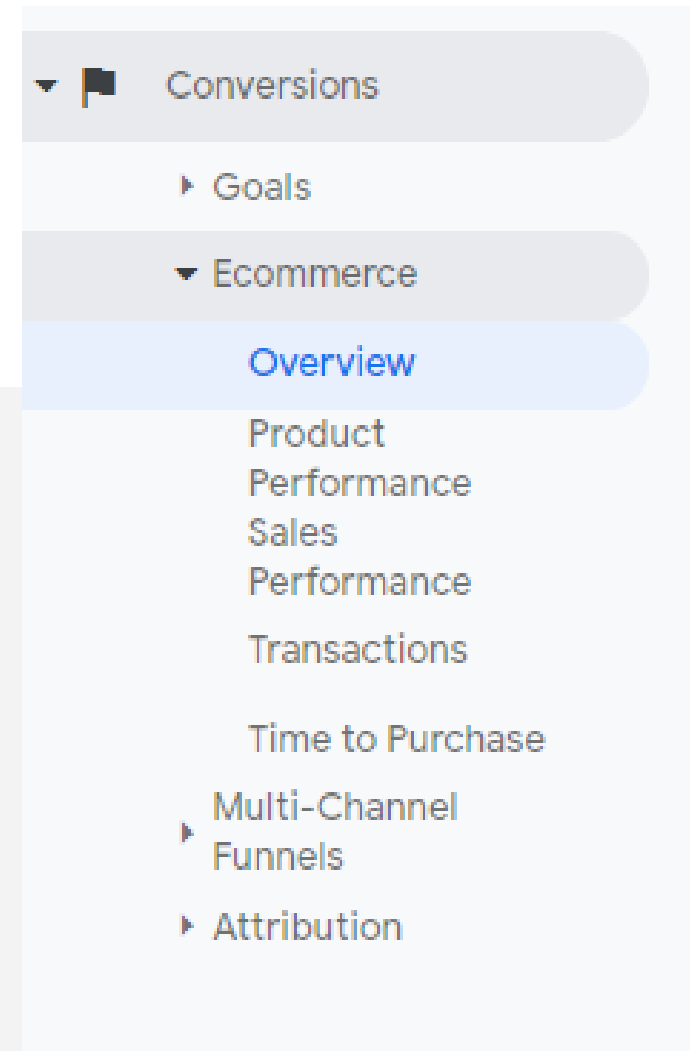
Google Analytics is your best friend when looking at running an Ecommerce or Revenue based website.

Eg - Product Purchases / Online Bookings

What can we learn from Analytics and Where to look.

Within the Conversion section of Analytics we have a full breakdown of Ecommerce actions. You can also Utilise the same techniques as mentioned in my previous slides for Leads and Conversions.

- Product Performance - Individual Items performance
- Sales Performance- By Time eg. Day of month.
- Transactions - Individual Order ID's
- Time to Purchase - Days or Sessions to Transaction from first Visit

Conversions
- Goals
- Ecommerce
  - Overview
  - Product Performance
  - Sales Performance
  - Transactions
  - Time to Purchase
- Multi-Channel Funnels
- Attribution

Ecommerce Conversion Rate	Transactions	Revenue	Avg. Order Value	Unique Purchases	Quantity
3.24%	626	$40,862.62	$65.28	1,268	1,646

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Understanding the Categories

- Customisation
- Realtime
- Audience - WHO
- Acquisition - HOW
- Behaviour - WHAT
- Conversions
- Admin

Customisation

Home

Customization

Dashboards

Custom Reports

Saved Reports

Custom Alerts
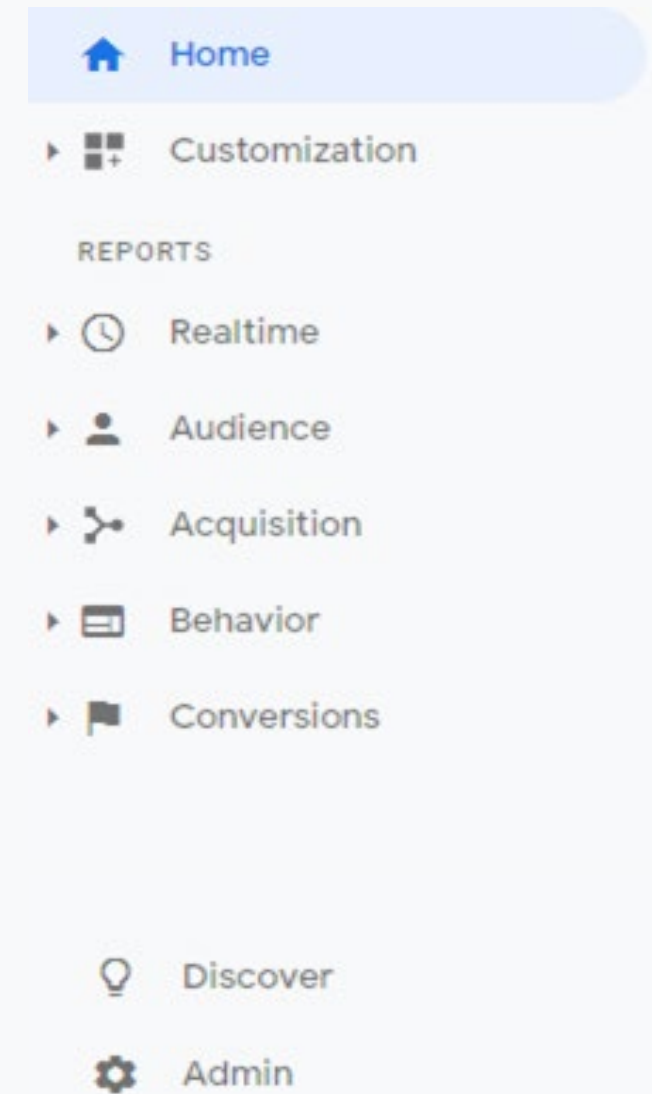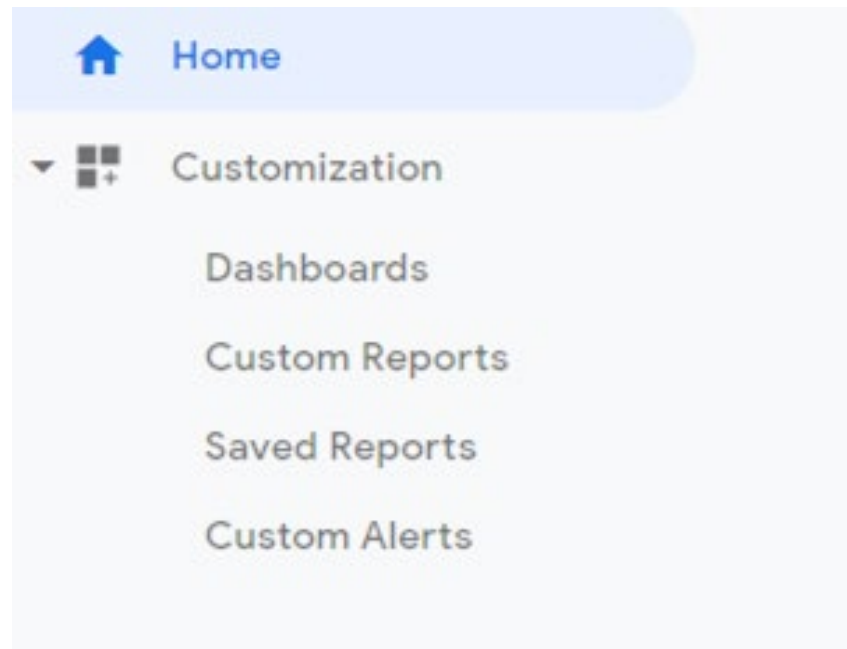
The benefit of using a custom Google Analytics report is that you can see an exact portion of your Google Analytics and have it emailed regularly to contacts you choose.

Dashboards

Name	Creation Date	Type
There is no data for this view.		

CREATE   All Shared Private Search

Show rows 10 ▾   0 - 0 of 0

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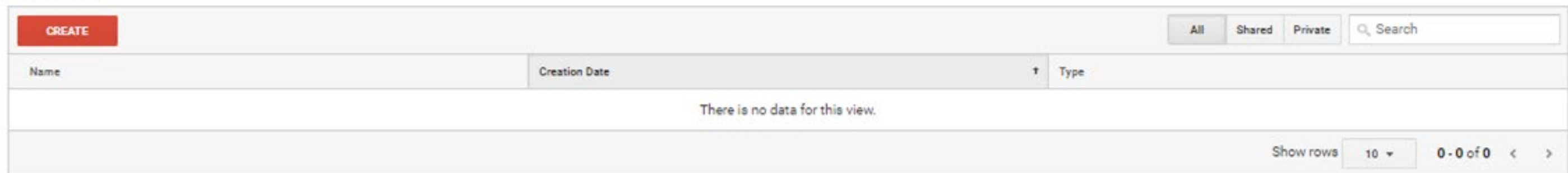
Realtime

Realtime

- Overview
- Locations
- Traffic Sources
- Content
- Events
- Conversions

Real-Time reports the activity on your website right now.

The overview tab page displays how many users are active on your site in real time, where they are from and which pages they are browsing.

Audience

Audience

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- ▸ Demographics
- ▸ Interests
- ▸ Geo
- ▸ Behavior
- ▸ Technology
- ▸ Mobile
- ▸ Cross Device BETA
- ▸ Custom
- ▸ Benchmarking
- Users Flow

The Audience report in Google Analytics gives you a detailed analysis of the users visiting your website. The overview tab gives you an overall picture of your websites audience and their activity.

Sep 9	Sep 10	Sep 11	Sep 12	Sep 13	Sep 14

Users	New Users	Sessions	Number of Sessions per User	Pageviews
412	309	518	1.26	946

Pages / Session	Avg. Session Duration	Bounce Rate
1.83	00:01:36	68.53%

■ New Visitor ■ Returning Visitor

30.6%

69.4%

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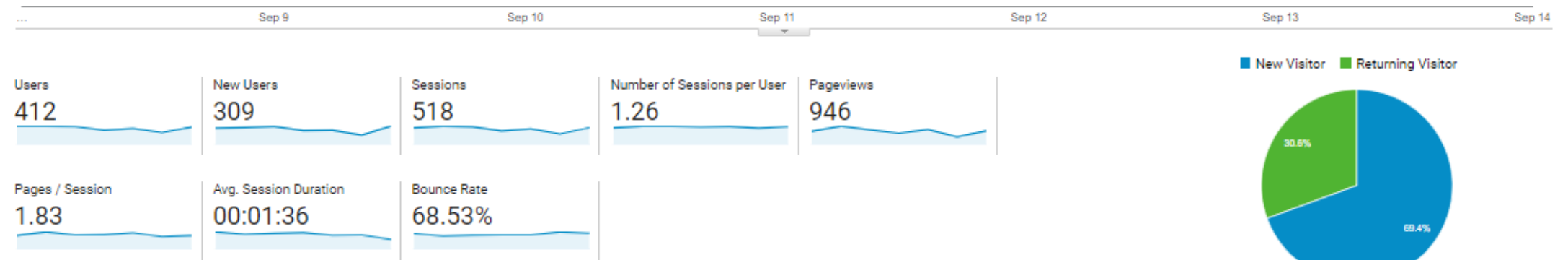
Acquisition

The Acquisitions report gives you a detailed overview of where your traffic is originating from such as organic search, direct, social, referal or email. Using the tabs inside the Acquisition report, you can dig deeper into the individual traffic sources and view them by channel, source/medium and more.
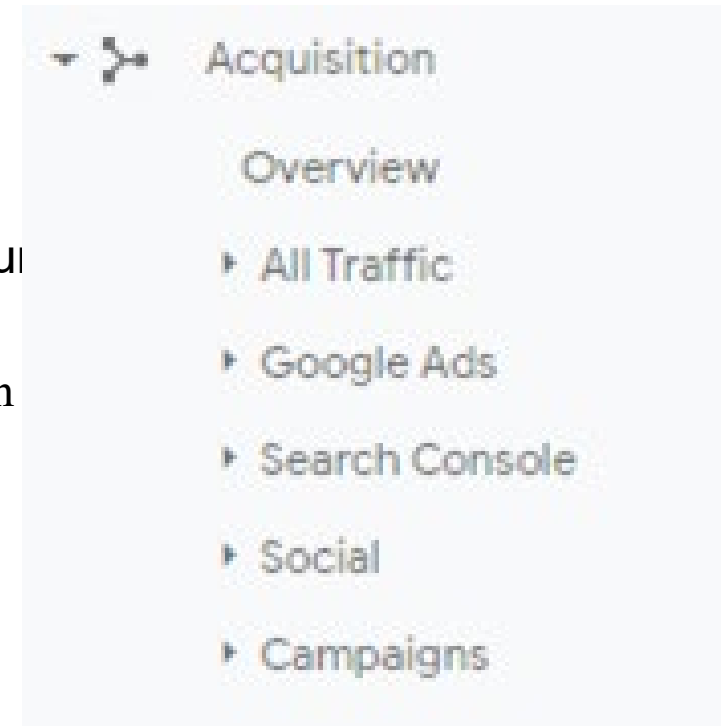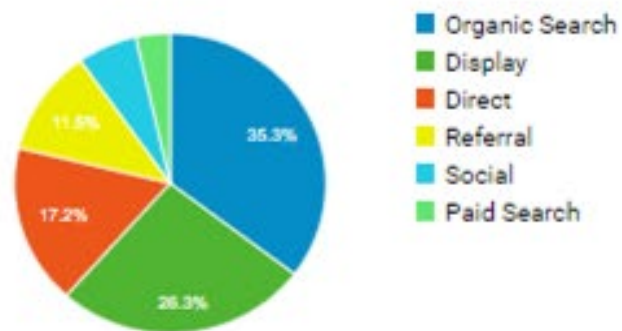
Acquisition

Overview

▸ All Traffic

▸ Google Ads

▸ Search Console

▸ Social

▸ Campaigns

Top Channels

- Organic Search
- Display
- Direct
- Referral
- Social
- Paid Search

35.3%
26.3%
17.2%
11.5%

Users

● Users

100

50

Sep 9   Sep 10   Sep 11   Sep 12   Sep 13   Sep 14

Conversions

● Goal Conversion Rate

10.00%

5.00%

Sep 9   Sep 10   Sep 11   Sep 12   Sep 13   Sep 14

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Behavior

The behavior report captures and displays what visitors on your website, the pages they visit and what actions they take while on those pages. The overview shows you how many page views your site received in the selected time range along with some other metrics.
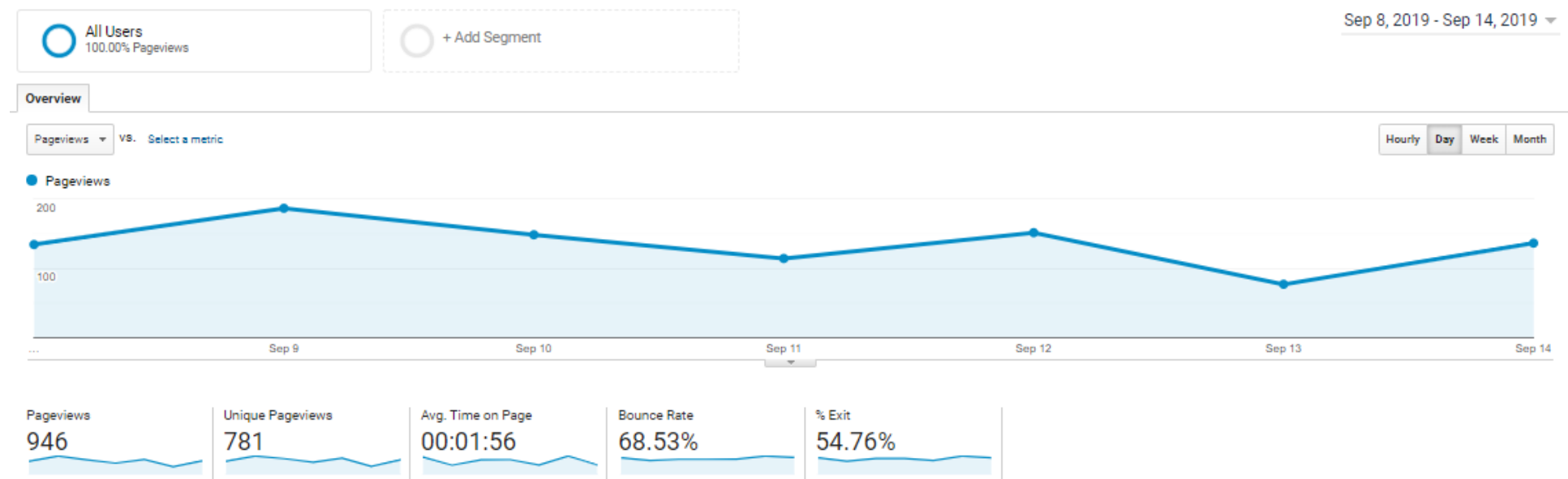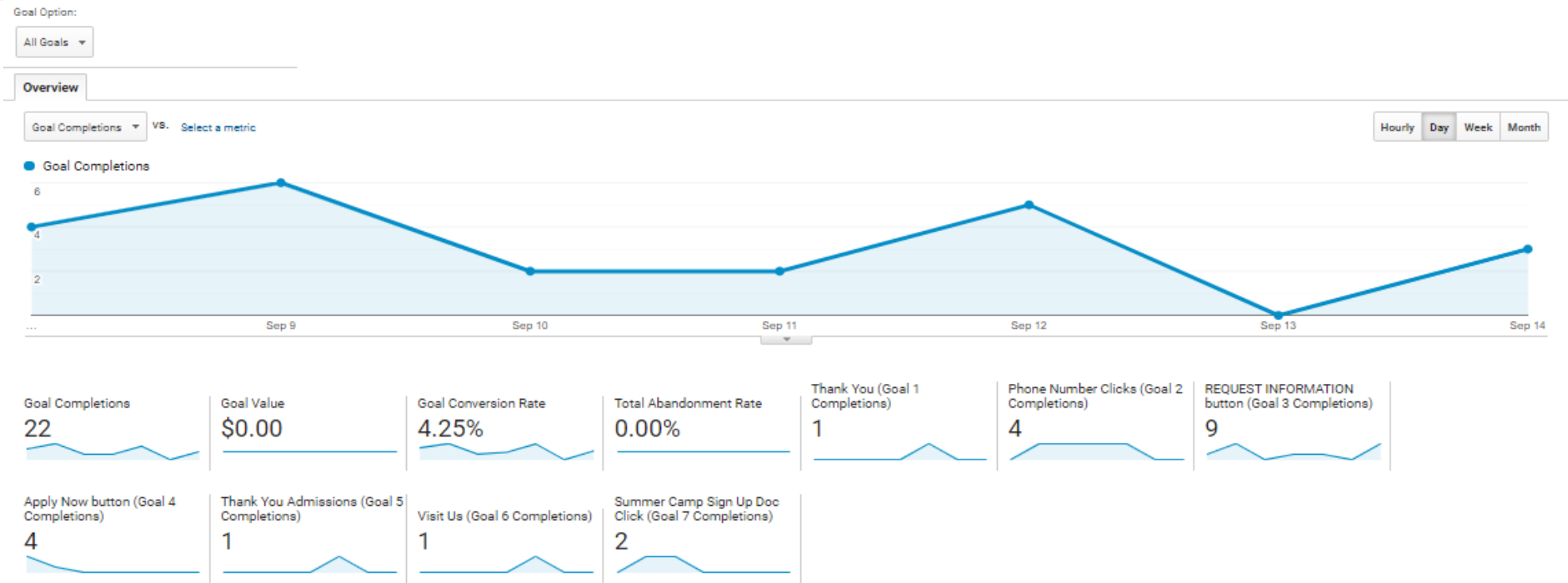
Admin

This is where you manage all of the settings for your website within Google Analytics.

To truly get value from your Analytics Goals, and Custom Campaigns should be set.
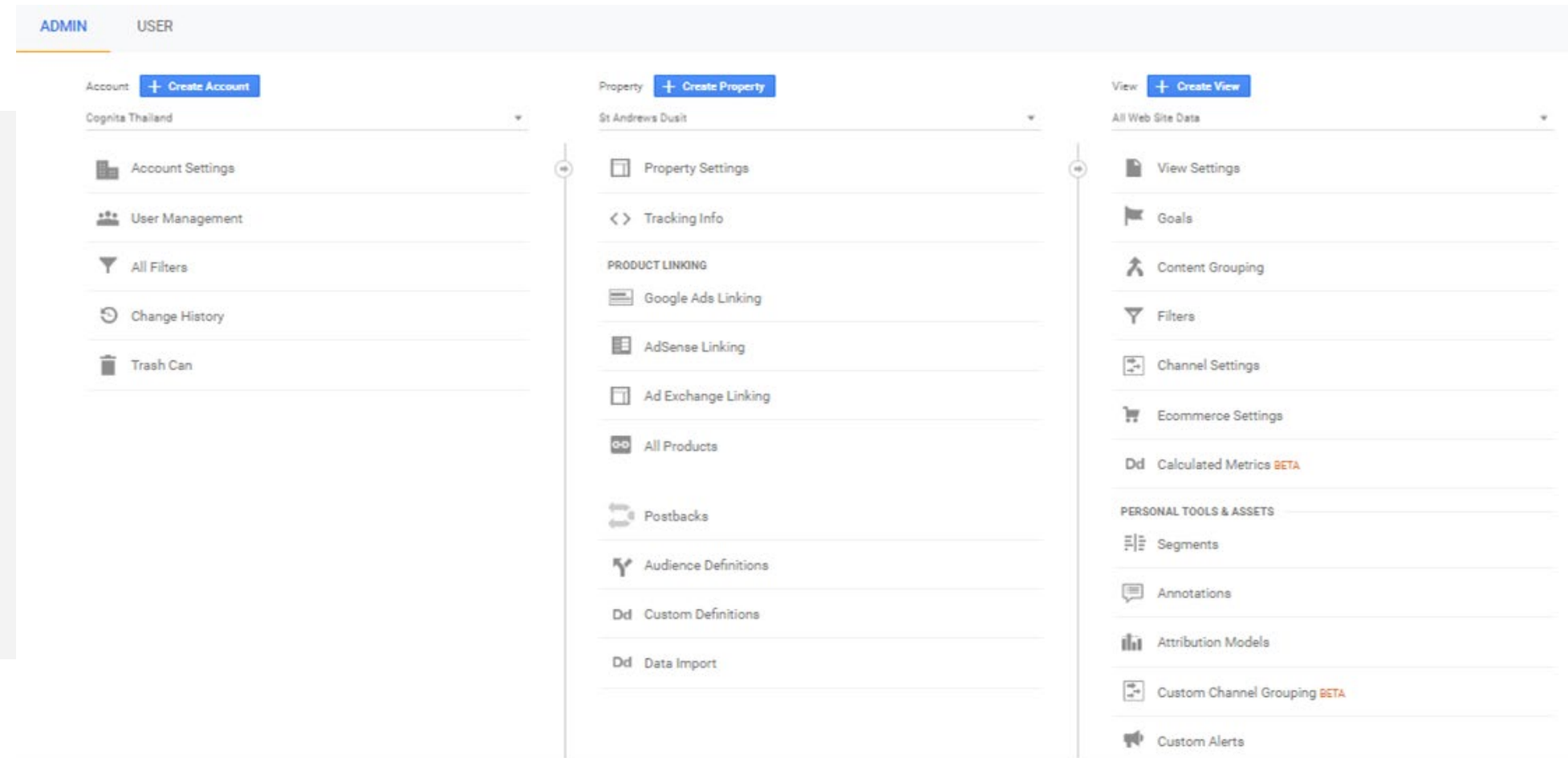
Selecting the Data

What data do I need to look at based on my objectives?

The following slides will show examples of data from each category

Audience / Location

Audience / All Channels

Behavior / Landing Page
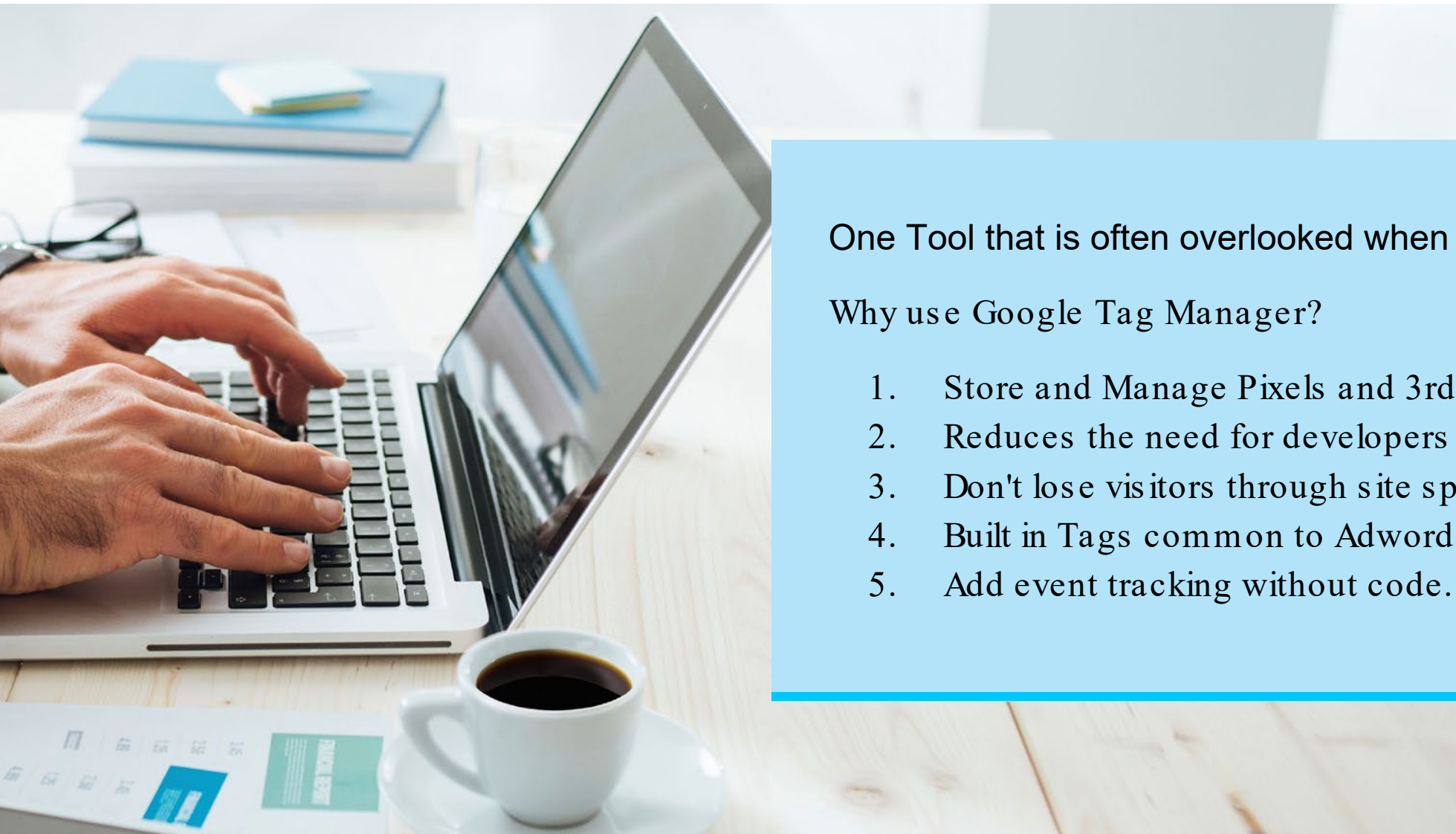
Behavior / Landing Page

Behavior / Behavior Flow

Using Tag Manager

Enhance your tracking and understanding
of visitors behaviour

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Using Google Tag Manager

Google Tag Manager   Google Analytics

One Tool that is often overlooked when using Google Analytics is Google Tag Manager.
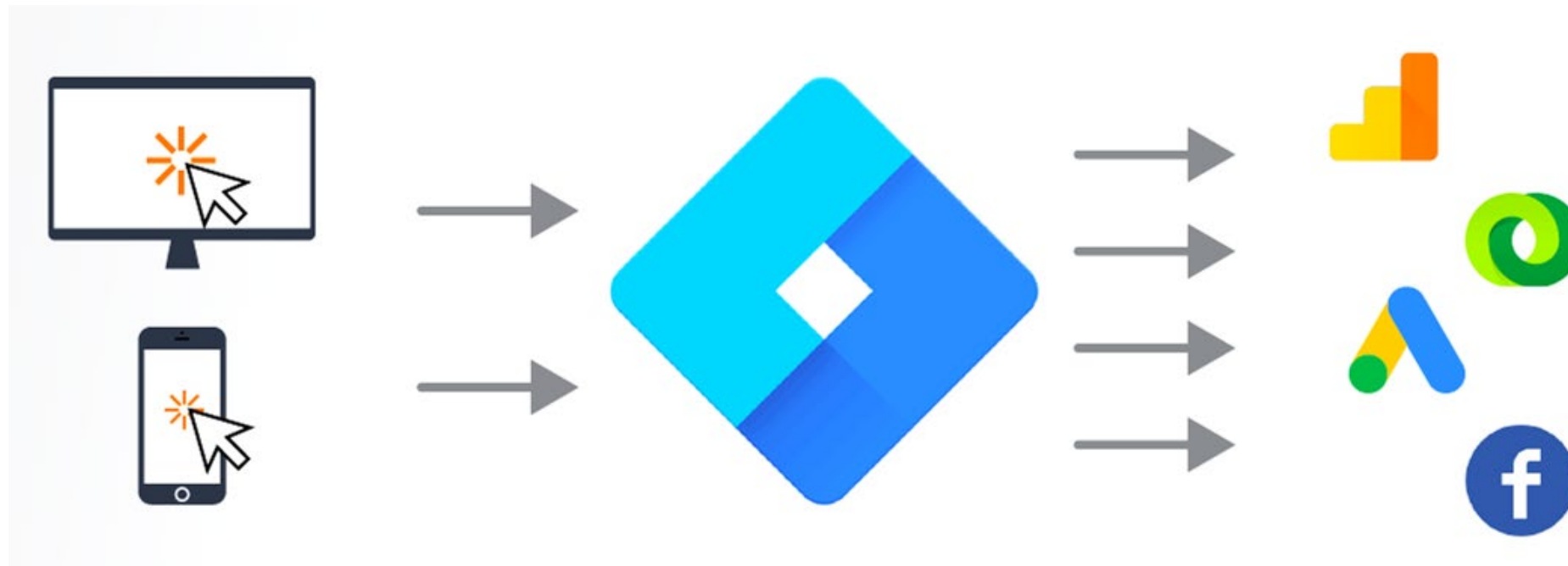
Why use Google Tag Manager?

1. Store and Manage Pixels and 3rd Party Code. (FB, Adwords, Mailchimp)
2. Reduces the need for developers to track actions.
3. Don't lose visitors through site speed issues.
4. Built in Tags common to Adwords and Analytics
5. Add event tracking without code. Such as button clicks and scroll depth.

Using Google Tag Manager

Google Tag Manager should be the home for all of your tracking software and Pixels. If you are utilising retargeting as part of your online marketing strategy you will soon find yourself with multiple pixels/tags. These will slow your site down quite dramatically. This is where GTM can help take away the weight of all your tracking codes.

Using Google Tag Manager

Google Analytics

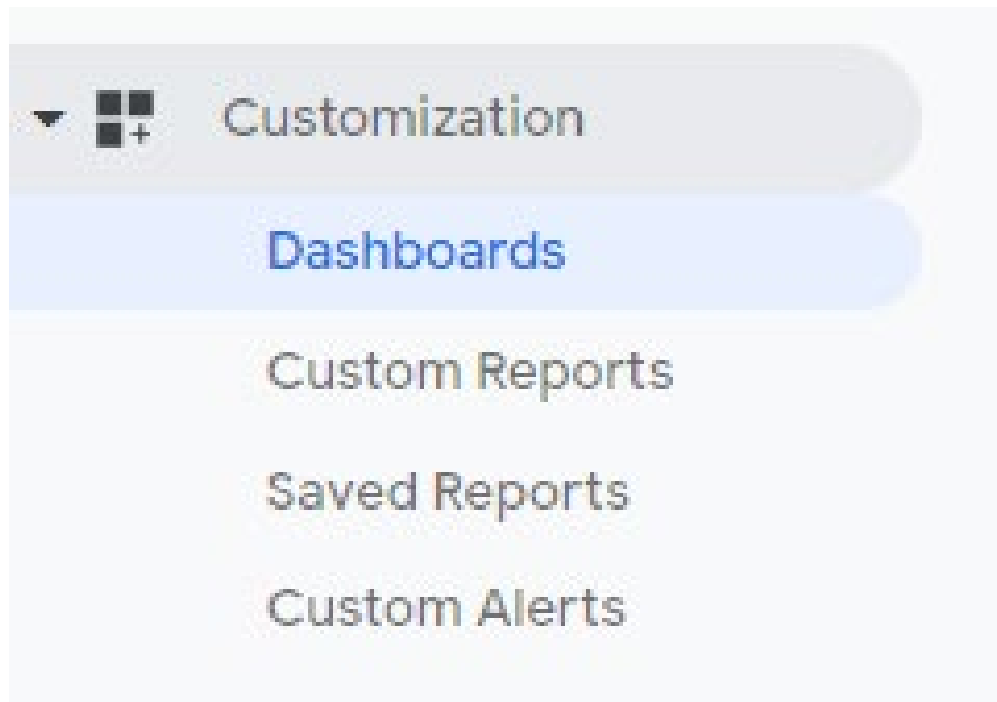Google Ads

facebook Pixel </>

hotjar

Some of the most common tags used on websites that should be housed within GTM are:

1. Google Analytics
2. Adwords Conversions and Remarketing Tags
3. Facebook Pixels
4. Heatmap Tracking Codes (Hotjar, Crazyegg, etc.)
5. MailChimp Tags

Creating a live report

Customization

Dashboards

Custom Reports

Saved Reports

Custom Alerts

Google Analytics has a wealth of information but should you not have the time to mine this data then there are a number of options to make life easier.
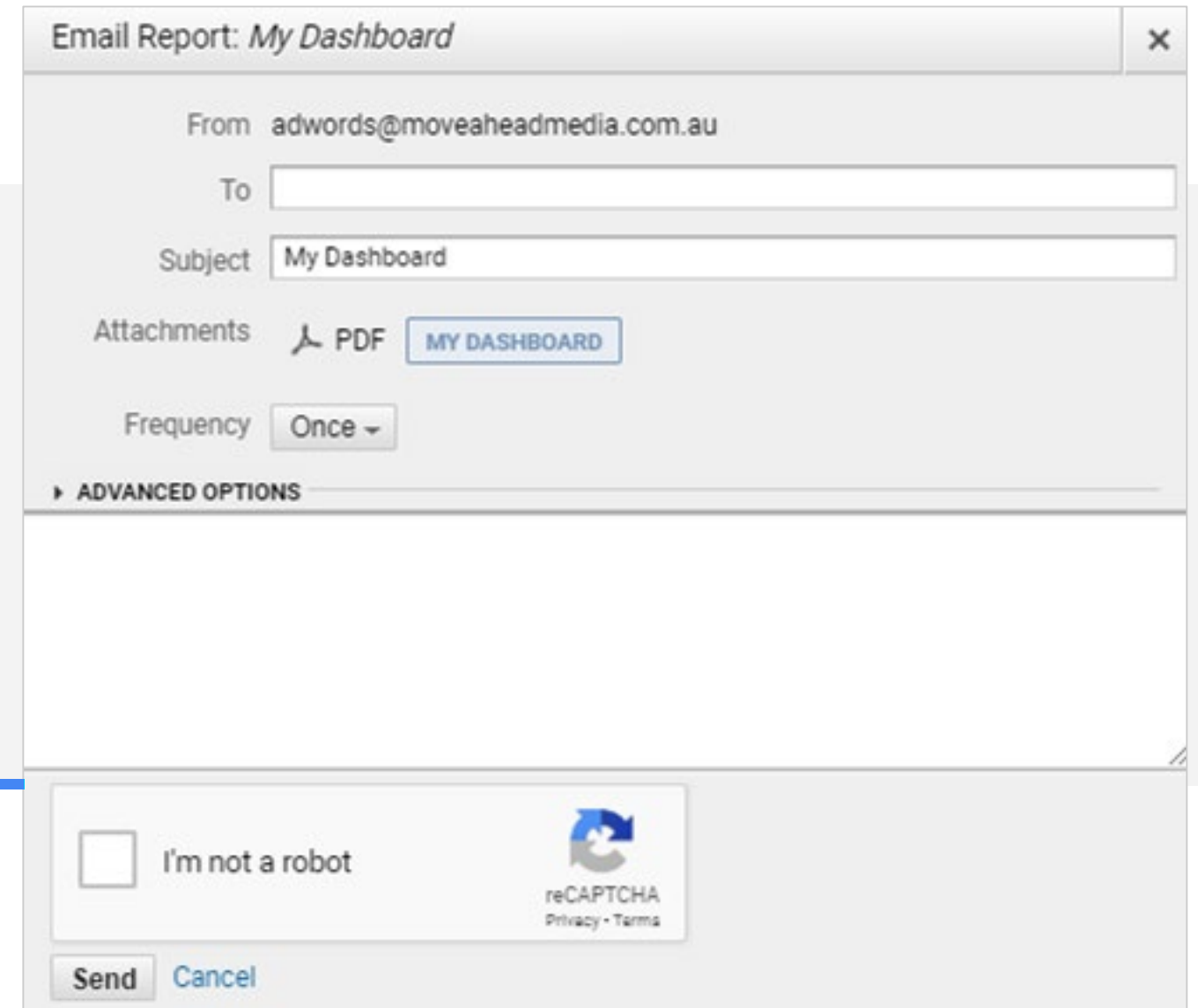
1. Dashboards
2. Custom Report Templates
3. Saved Reports
4. Custom Alerts
5. Scheduled Reporting

Creating a live report

Upon completing your Dashboards it is now very easy to have these reports put into a PDF and sent directly to a desired email. On a frequency that suits your needs.
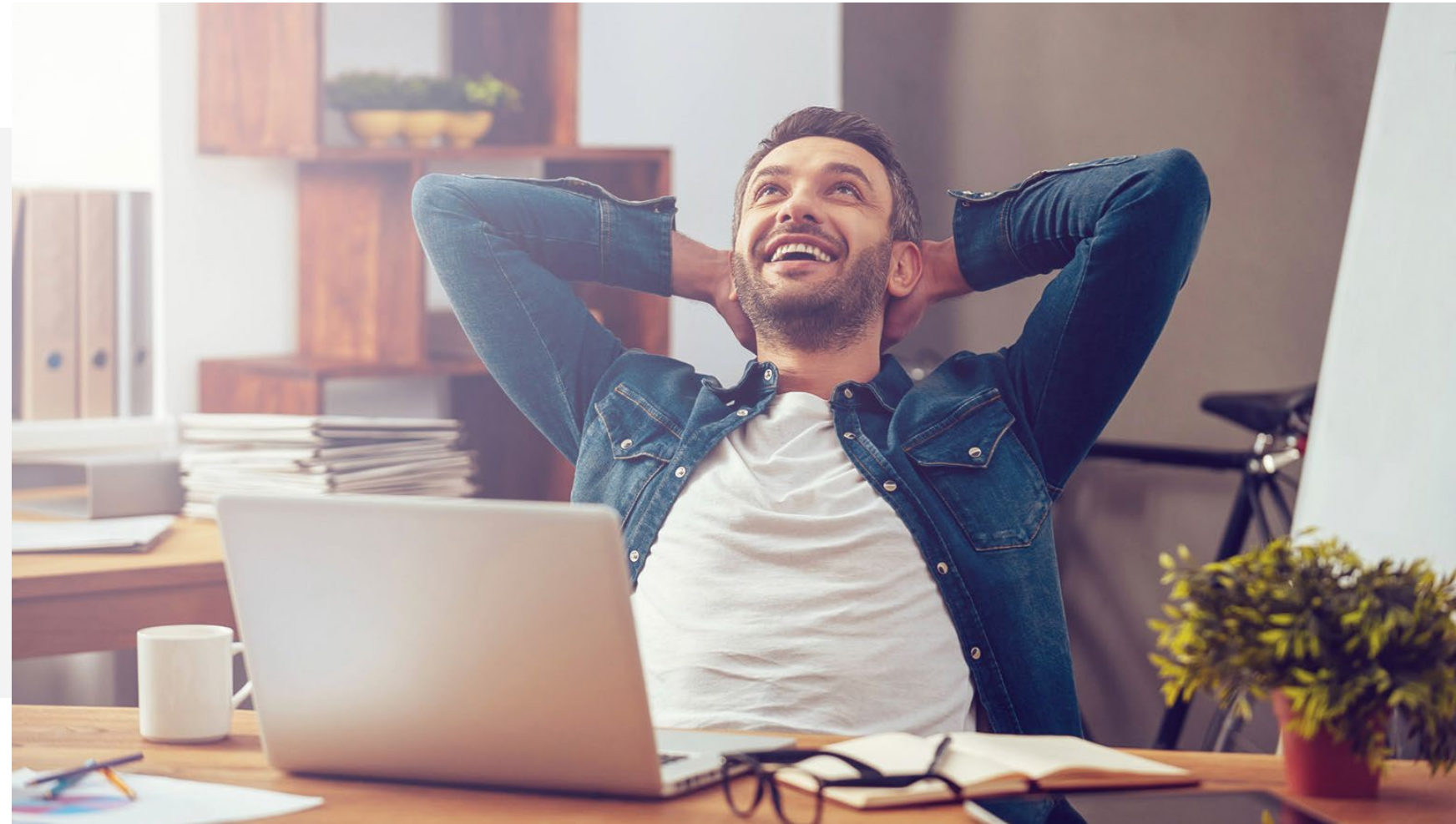
Creating a live report

Google Analytics has a wealth of information but should you not have the time to mine this data then there are a number of options to make life easier.
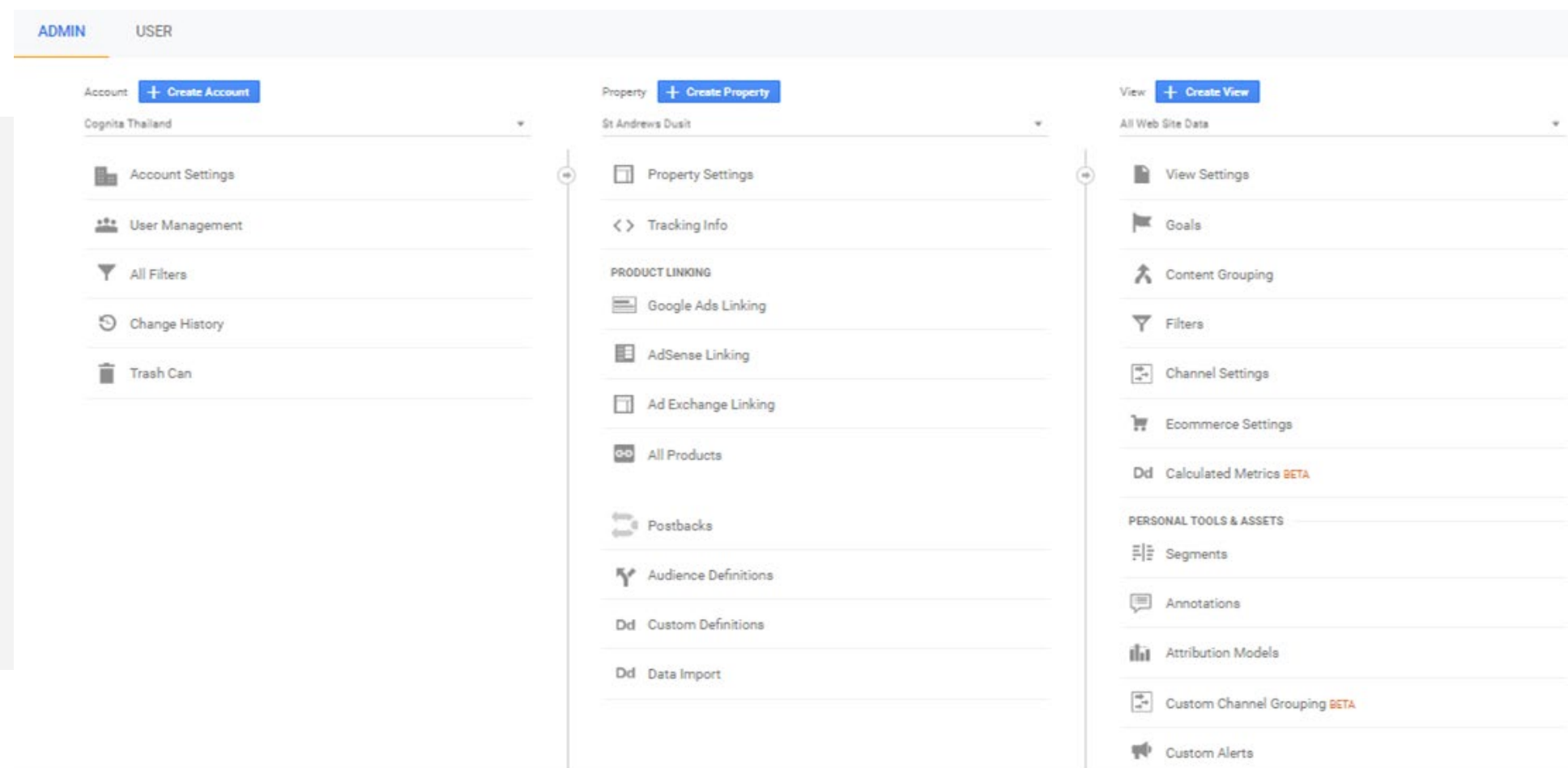
Custom Dashboard Examples

Admin

This is where you manage all of the settings for your website within Google Analytics.

To truly get value from your Analytics Goals, and Custom Campaigns should be set.

Special Offer

Exclusive offer for Austcham Digital
Marketing Workshop Attendees

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Move Ahead Media   - PowerGroups

- 2 to 4 members of AustCham
- 2 hour training session
- @ MAM offices in Asoke
- Bring your Analytics
- Set-up your own Customised Report with our help

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