



Getting Started with Google Analytics

What a Business Owner Needs to Know

David Bird

What You Will Learn Today



- ▶ How to install Google Analytics
- ▶ Goals and goal values
- ▶ ABC's of Google Analytics reporting

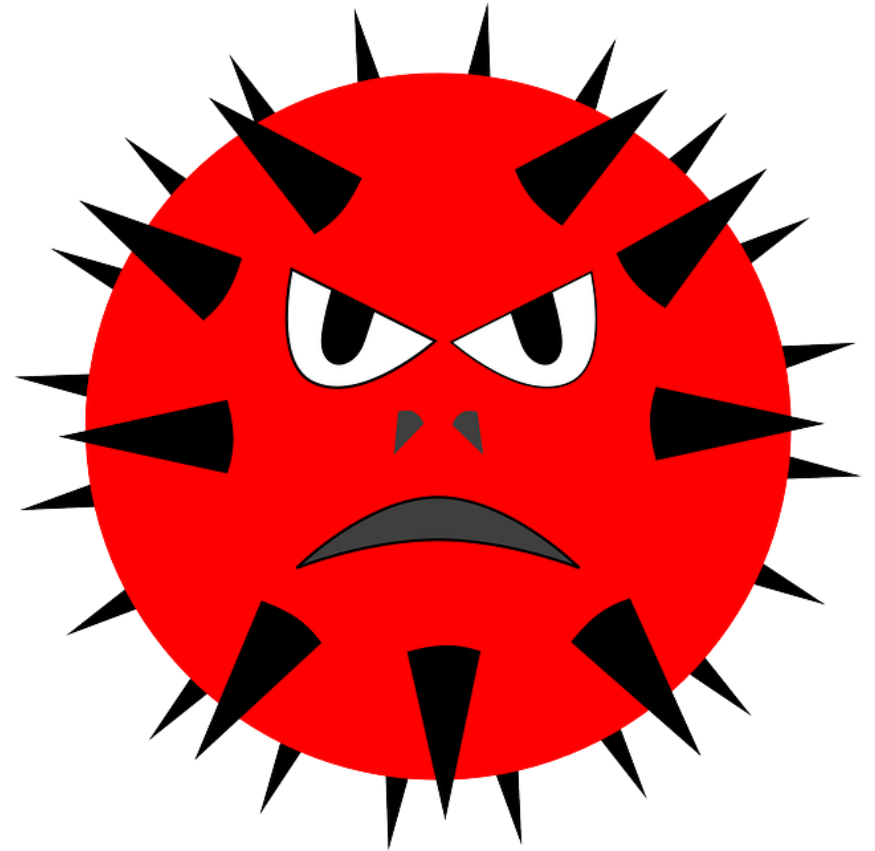
Google Analytics is



- ▶ According to Wikipedia:
 - a “free” service that generates detailed statistics about a website's traffic and traffic sources.
 - Tracks visitors from all referrers: Including search engines, social networks, direct visits and referring sites.
 - It also displays [results from marketing campaigns] ... and digital collateral such as links within PDF documents, [videos, kiosks, and just about anything else].
 - It's [probably] the most widely used website statistics service.

Google Analytics: My 1st Encounter

- ▶ Small Company
- ▶ \$300K marketing budget
- ▶ Ugly, difficult website
- ▶ No leads





Installing Google Analytics

Steps to install



1. Go to: www.google.com/analytics
2. Complete registration forms
3. Insert Google Analytics code on all your website pages:
 - manually
 - WordPress Google Analytics Plug – in



Manual Installation

After You Register on Google Analytics



Google Analytics Home Reporting Customization **Admin** Career Coach

Administration

PROPERTY

Tracking ID
UA-421869

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

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],[r]=[r]||function(){
([r].q=[])q.push(arguments)},[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-421869', 'auto');
ga('send', 'pageview');
</script>
```

Put on all pages just before closing head tag in the "Header PHP file".

Closing “what tag”?



- ▶ Copy and paste code onto every page of your website:
 - Immediately before closing head tag
 - `</head>`



Closing head tag



- ▶ If you do not know what that means, please have a professional install the code for you.
- ▶ Or.... Use a plug in.....
















Download Google Analytics



Lots of Google Analytics Plug-ins Available



Search Results Featured Popular Favorites Keyword: Google analytics 660 items 1 of 22

 Google Analytics Enables google analytics on all pages. By <i>Kevin Sylvester</i> ★★★★☆ (64) 952,548 downloads Last Updated: 2 years ago Untested with your version of WordPress	 Google Analytics Dashboard for WP Displays Google Analytics reports and real-time statistics in your WordPress Dashboard. Inserts the latest tracking code in every page of your site. By <i>Alii Maru</i> ★★★★☆ (95) 1,368,737 downloads Last Updated: 3 days ago Compatible with your version of WordPress	 Google Analyticsator Adds the necessary JavaScript code to enable Google Analytics. Includes widgets for Analytics data display. By <i>Video User Manuals Fly List</i> ★★★★☆ (483) 3,380,859 downloads Last Updated: 2 months ago Compatible with your version of WordPress
 NK Google Analytics NK Google Analytics for Wordpress adds necessary javascript to enable Google Analytics tracking on your website. By <i>Manfred Rodriguez</i> ★★★★☆ (14) 137,143 downloads Last Updated: 23 hours ago Compatible with your version of WordPress	 WP Google Analytics Scripts An easy way to add your Google Analytics code (GA code) in you blog pages. By <i>Uiversity infoTech Pvt. Ltd.</i> ☆☆☆☆☆ (0) 3,127 downloads Last Updated: 2 months ago Compatible with your version of WordPress	 Google Analytics by Yoast Track your WordPress site easily with the latest tracking codes and lots added data for search result pages and error pages. By <i>Team Yoast</i> ★★★★☆ (1,389) 6,656,577 downloads Last Updated: 2 hours ago Compatible with your version of WordPress
 PhpSword Google Analytics Add Google Analytics to your WordPress website. By <i>Pradyumn Kumar</i> ★★★★☆ (1) 395 downloads Last Updated: 2 weeks ago Compatible with your version of WordPress	 Google Analytics Adder With User Id Tracking Easily add your Google Analytics to your Wordpress site. Use classic analytics code or Google's new Universal Analytics. If you use Universal An By <i>Jeff Bullitt</i> ☆☆☆☆☆ (0) 876 downloads Last Updated: 3 weeks ago Untested with your version of WordPress	 Simple Google Analytics A simple Plugin to add Analytics code on your pages. You simply enter your ID, you choose if you are on a sub-domain and add your domain name. By <i>Jerome Meyer</i> ★★★★☆ (15) 156,543 downloads Last Updated: 10 months ago Untested with your version of WordPress
 BestWebSoft Google Analytics This plugin allows you to retrieve basic stats from Google Analytics account and add the necessary tracking code to your blog. By <i>BestWebSoft</i> ★★★★☆ (6) 6,426 downloads Last Updated: 2 months ago Compatible with your version of WordPress	 Google Analytics Link (GAL) Google Analytics Link (GAL) gives WordPress Administrators super-quick access to the current page's or post's Google Analytics information. By <i>MMS Consulting</i> ★★★★☆ (1) 6,993 downloads Last Updated: 5 months ago Untested with your version of WordPress	 Easy Peasy Google Analytics The Easy Peasy Google Analytics plugin allows you to easily include the analytics tracking code into the footer of your website. By <i>Alessandro Tesoro</i> ☆☆☆☆☆ (0) 538 downloads Last Updated: 7 months ago Untested with your version of WordPress
 Demographic data in Google Analytics A Plugin to add UserReport Analytics code on your pages, enabling the ability to transfer By <i>Edwin Perle</i>	 Google Analytics Top Content Widget Widget and shortcode to display top content according to Google Analytics. PGoogle By <i>Edwin Perle</i>	 Google Analytics Visits Uses GA API (Google Analytics PHP Interface) to fetch data from your analytics account and By <i>Edwin Perle</i>

Insert Your UA Number

Google Universal Analytics



Status ON

Tracking ID

Advanced settings:

Place code in footer

Track events (*Downloads, Mailto, Outbound URLs & Phone calls tracking*)

Enable Display Advertising (*Remarketing, Demographics and Interests*)

Anonymize IP

Enhanced Link Attribution

Set Domain

Disable Tracking For



Google Universal Analytics
By Andrius Dobilinskas

Tracking ID = 8 digit number, begins with UA-



PROPERTY

Bird's Eye Marketing

Tracking ID: UA-35072 Status: Receiving Data

Universal Analytics Upgrade Transfer complete

Property Settings

User Management

Tracking Info

- Tracking Code
- Data Collection
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

PRODUCT LINKING

- AdWords Linking
- AdSense Linking

Property transfer complete

Implement the new tracking code to get all the benefits of the Universal Analytics. Visit the [Universal Analytics Upgrade Center](#) for details.

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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){(['GoogleAnalyticsObject']=r;[r]=[]|function(){
  ([r].q=[r].q||[]).push(arguments);}[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-35072', 'auto');
ga('send', 'pageview');
</script>
```

Where to find your UA number / Tracking ID



Google Analytics Home Reporting Customization **Admin**

Administration
Bird's Eye Marketing

ACCOUNT: Bird's Eye Marketing

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY: Bird's Eye Marketing

- Universal Analytics Upgrade
Transfer complete
- Property Settings
- User Management
- Tracking Info**
- PRODUCT LINKING
 - AdWords Linking
 - AdSense Linking
 - Ad Exchange Linking
 - All Products
 - Postbacks
 - Remarketing
 - Custom Definitions
 - Data Import
 - Social Settings

VIEW: Bird's Eye Marketing

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS
 - Segments
 - Annotations
 - Attribution Models
 - Custom Channel Groupings BETA
 - Custom Alerts
 - Scheduled Emails
 - Shortcuts

Tracking ID Under Tracking Info



Google Analytics Home Reporting Customization **Admin**

Administration
Bird's Eye Marketing

ACCOUNT: Bird's Eye Marketing

- Account Settings
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 - Tracking Code**
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VIEW: Bird's Eye Marketing

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

Tracking ID = 8 digit number, begins with UA-



PROPERTY

Bird's Eye Marketing

Tracking ID: UA-35072 Status: Receiving Data

Universal Analytics Upgrade Transfer complete

Property Settings

User Management

Tracking Info

- Tracking Code
- Data Collection
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- Organic Search Sources
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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){(['GoogleAnalyticsObject']=r;[r]=[]|function(){
  ([r].q=[r].q||[]).push(arguments);,if(r)!="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-35072', 'auto');
ga('send', 'pageview');
</script>
```

Your Tracking ID



- ▶ Insert your UA number where the plug in requests

The screenshot shows the Google Analytics Admin interface. At the top, there are navigation tabs: Home, Reporting, Customization, and Admin (which is selected). Below the navigation, there's a section for 'Administration' with a search bar. A sidebar on the left contains a list of options: PROPERTY, Property Settings, User Management, Tracking Info, Data Collection, and User ID. The 'Tracking Info' option is highlighted. In the main content area, there's a 'Website tracking' section. A white callout box points to the 'Tracking ID' field, which contains the value 'UA-421869'. Below this, there's a section for 'This is your tracking code. Copy and paste it into the code' with a snippet of JavaScript code.

Many Plug-in Features

Google Universal Analytics



Status ON

Tracking ID

Advanced settings:

Place code in footer

Track Events (Downloads, Mail, Outbound URLs & Phone calls tracking)

Enable Display Advertising (Remarketing, Demographics and Interests)

Anonymize IP

Enhanced Link Attribution

Set Domain

Disable Tracking For

When starting out, only check off plug-in features you understand.

As you grow with Google Analytics the meaning of these features becomes clear.

Filter yourself out from your Google Analytics Reports



Yippee I Installed Google Analytics

You're not done yet.....

Google Analytics Set-up

Empowering you to make decisions





How the Web Master Saved My Job



Google Analytics Help Us Make Decisions





What About Your Marketing.....



Every Business Promotes Itself



Advertising



So What Works?



Traffic Source	<u>Number</u> of leads or Revenue	<u>Number</u> of email list signups
Social Media (Posting time)		
Social Media (Paid Advertising)		
SEO		
Google / Search Advertising		
Other Promotion		



When Your Marketing is Done

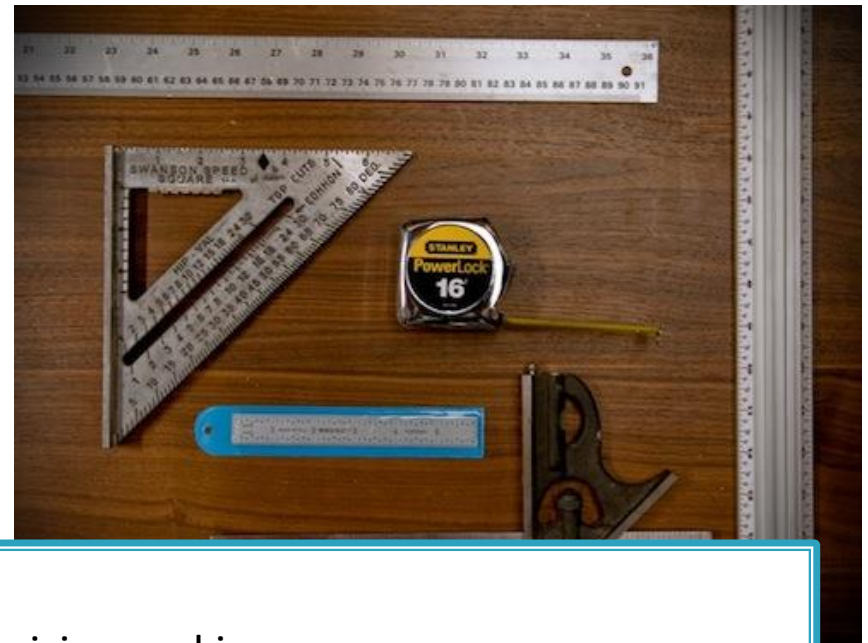
We always ask.....



Did it work?

Should we do it again?

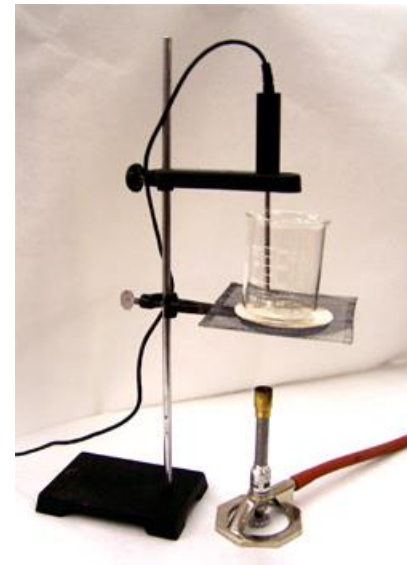
Google Analytics = Measuring Tool



Enables the decision making



- ▶ Like any software, Google Analytics needs to be setup





What Do I Want People To Do On My Website?

Actions We May Want Users to Take



There are many things you want people to do.....



Make Your Own List

What do I want people to do on my website?

What Ever You Want Users To Do....



These are
your goals

- ▶ **Tell Google Analytics**



Why tell Google Analytics



- ▶ Most valuable:
 - Pages
 - Traffic sources

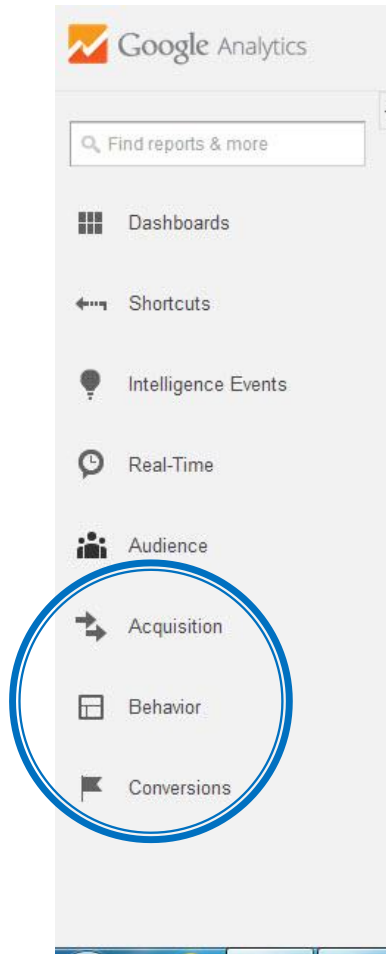
It organizes
your data for
better
decisions



The A B C's of Google Analytics Reporting



Left Side Menu of GA



- ▶ Acquisition
- ▶ Behaviour
- ▶ Conversions



“A” is for Acquisition

How people find your website

Channel Acquisition Report

(Default Settings)



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other ▾

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾



advanced



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Viewed Contact Bird's Eye Mkt (Goal 1 Conversion Rate) ?	Viewed Contact Bird's Eye Mkt (Goal 1 Completions) ?	Viewed Contact Bird's Eye Mkt (Goal 1 Value) ?
	446 % of Total: 100.00% (446)	86.10% Avg for View: 86.10% (0.00%)	384 % of Total: 100.00% (384)	43.27% Avg for View: 43.27% (0.00%)	2.58 Avg for View: 2.58 (0.00%)	00:00:58 Avg for View: 00:00:58 (0.00%)	3.36% Avg for View: 3.36% (0.00%)	15 % of Total: 100.00% (15)	CA\$15.00 % of Total: 100.00% (CA\$15.00)
1. Referral	263 (58.97%)	96.20%	253 (65.89%)	73.38%	1.71	00:00:11	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
2. Organic Search	96 (21.52%)	85.42%	82 (21.35%)	0.00%	3.88	00:01:47	10.42%	10 (66.67%)	CA\$10.00 (66.67%)
3. Direct	82 (18.39%)	54.88%	45 (11.72%)	0.00%	3.51	00:02:18	6.10%	5 (33.33%)	CA\$5.00 (33.33%)
4. Social	5 (1.12%)	80.00%	4 (1.04%)	0.00%	8.40	00:04:23	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

Changing Report Formats



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

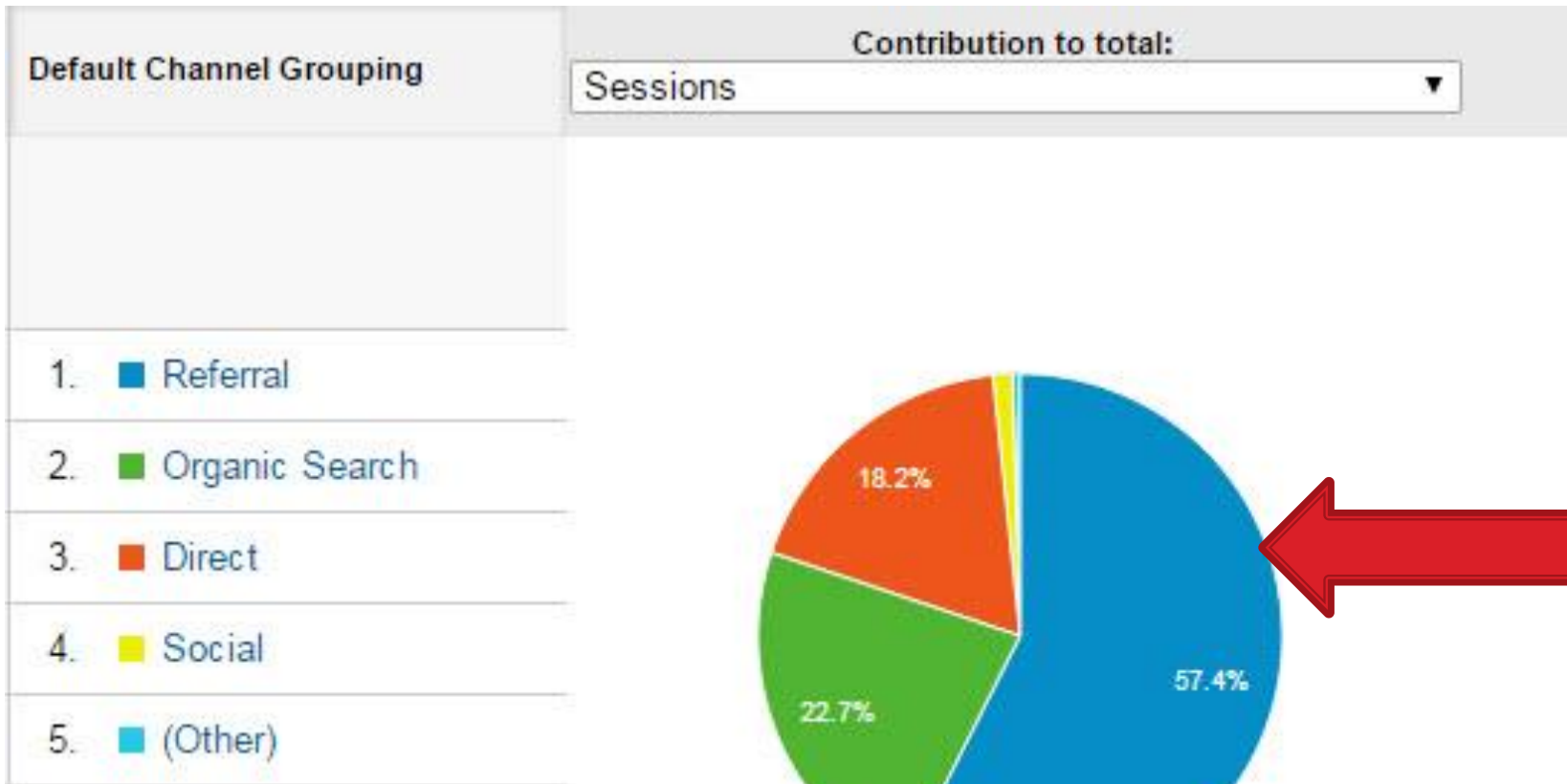


Default Channel Grouping	Acquisition			Behavior			C		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Viewed Contact Bird's Eye Mkt (Goal 1 Conversion Rate) ?	Viewed Contact Bird's Eye Mkt (Goal 1 Completions) ?	Viewed Contact Bird's Eye Mkt (Goal 1 Value) ?
	446 % of Total: 100.00% (446)	86.10% Avg for View: 86.10% (0.00%)	384 % of Total: 100.00% (384)	43.27% Avg for View: 43.27% (0.00%)	2.58 Avg for View: 2.58 (0.00%)	00:00:58 Avg for View: 00:00:58 (0.00%)	3.36% Avg for View: 3.36% (0.00%)	15 % of Total: 100.00% (15)	CA\$15.00 % of Total: 100.00% (CA\$15.00)
1. Referral	263 (58.97%)	96.20%	253 (65.89%)	73.38%	1.71	00:00:11	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
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4. Social	5 (1.12%)	80.00%	4 (1.04%)	0.00%	8.40	00:04:23	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

Channel Acquisition Report



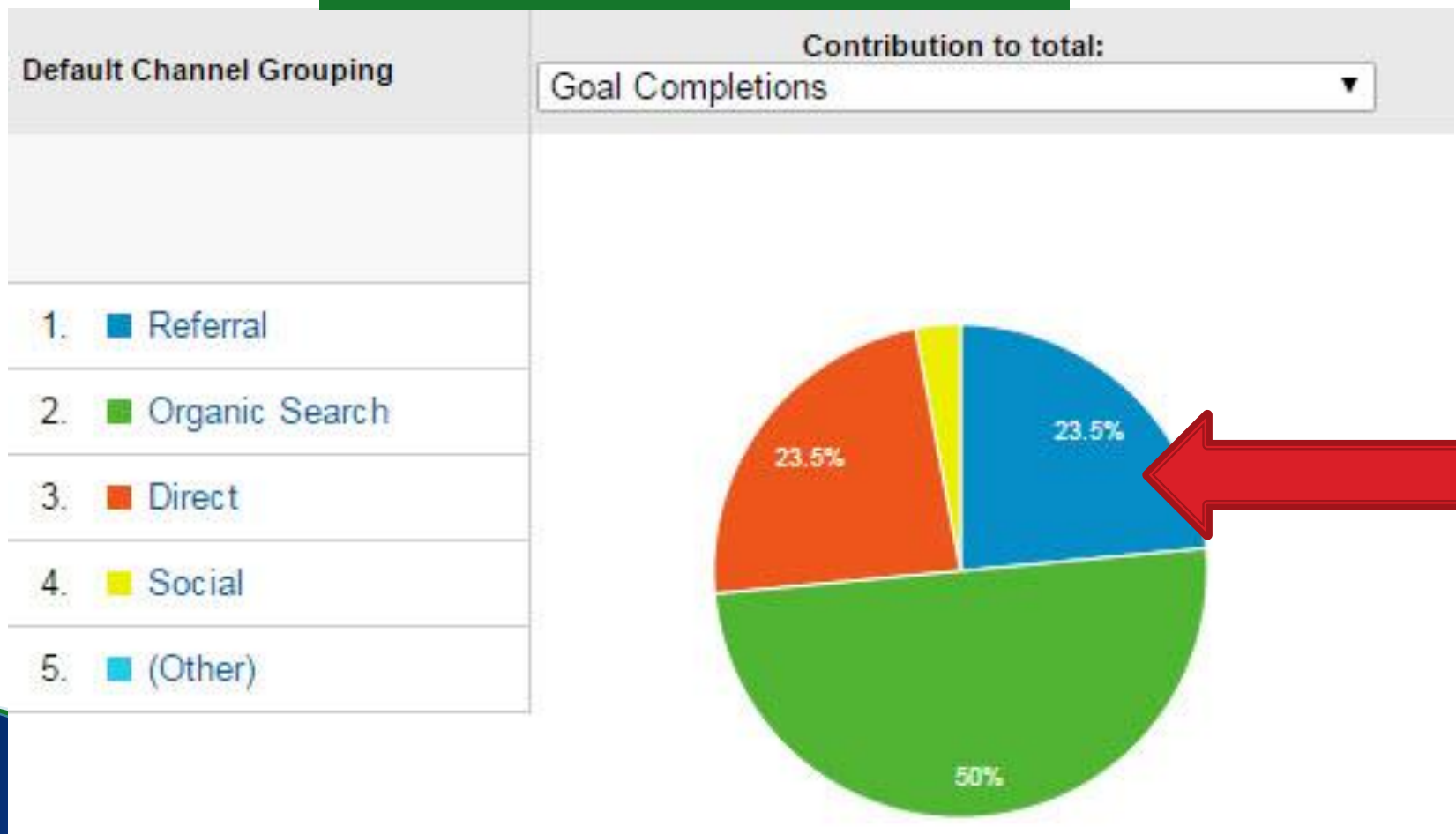
Default Settings



Channel Acquisition Report



With Goals

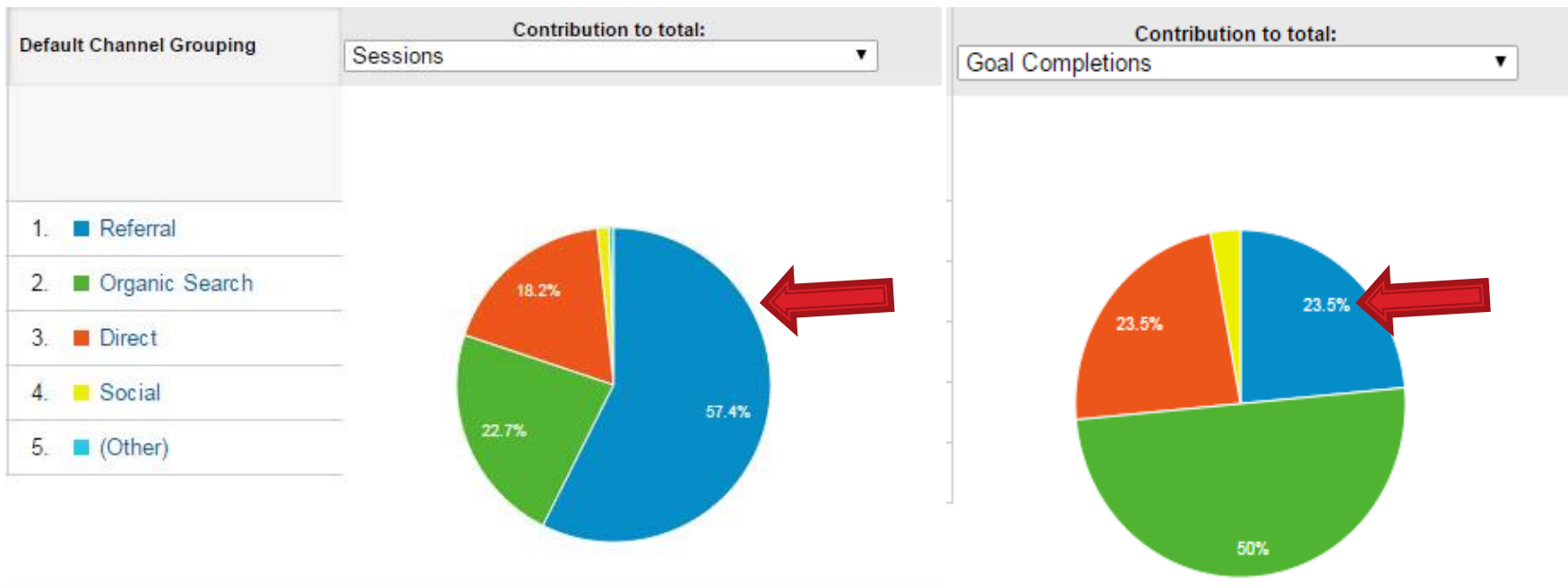


Impact of Goals on Decision Making



Default Settings

With Goals










“B” is For Behaviour

What people do on your website

All Pages Report



Page ?	Pageviews ? ↓	Page Value ?
	1,860 % of Total: 99.47% (1,870)	\$0.95 % of Total: 97.30% (\$0.98)
1. / 	686 (36.88%)	\$0.68 (71.85%)
2. /training-courses-workshops/understanding-your-google-analytics-reports/ 	157 (8.44%)	\$0.06 (6.84%)
3. /internet-strategy-resources/grete-hale-bakers-daughter-book/ 	153 (8.23%)	\$0.00 (0.00%)
4. /about-online-authority/ 	122 (6.56%)	\$0.98(103.21%)
5. /contact-online-authority/ 	68 (3.66%)	\$10.00(1,052.69%)

Goal Values



- ▶ Ranks the pages by contribution to achieving that goal
 - Page with \$0.35 is worth more than one with \$0.15
- ▶ Differentiates between popular and valuable



Role of The Goal



Page ?	Pageviews ?	Page Value ? ↓
	1,860 % of Total: 99.47% (1,870)	\$0.95 % of Total: 97.30% (\$0.98)
1. /announcing-digital-strategy-conference-ott-awa-2013/	6 (0.32%)	\$10.00 (1,052.69%)
2. /contact-online-authority/	68 (3.66%)	\$10.00 (1,052.69%)
3. /content-measurement-beyond-webtrends-google-analytics-and-webtrends/	4 (0.22%)	\$5.00 (526.35%)
4. /internet-strategy-services/website-audits-assessment-services/	9 (0.48%)	\$4.00 (421.08%)
5. /internet-strategy-resources/	6 (0.32%)	\$3.33 (350.90%)



“C” is For Conversion

Did people do what you wanted them to do?

Your GOALS

If Goals Are NOT Set-up



This report requires goals to be enabled for the view.

What are goals?

Goals are a versatile way to measure how well your site or app fulfills targeted objectives. You can set up individual Goals for discrete actions like sessions to a Thanks for registering! page, a Download completed screen, a minimum session duration, or a specific purchase amount.

Why set up goals?

You can measure conversions, or completion rates, for each Goal you set up. Combine Goals with Funnels to analyze user actions leading up to a Goal. If you set a monetary value for a Goal, you can also see the value of conversions.

Examples of goals include:

- "Thank you for registering" pages
- flight itinerary confirmations
- "Download completed" page

[Set up goals](#)

[Learn more](#)

A decorative graphic at the bottom left corner consisting of overlapping geometric shapes in dark blue, green, and light blue.

Top Conversions Report



MCF Channel Grouping Path ?	Conversions ↓
1. Direct × 2	46 (23.12%)
2. Organic Search → Direct	22 (11.06%)
3. Direct → unavailable	12 (6.03%)
4. Direct → Referral	8 (4.02%)
5. Paid Search → Direct	7 (3.52%)
6. Direct × 3	6 (3.02%)
7. Organic Search → Direct × 2	6 (3.02%)

The A B C's of Google Analytics Reporting



The Value of Setting up Google Analytics Goals



Better Planning



Organize Data into Spreadsheet



▶ Marketing performance on what matters:

- Revenue
- Email sign ups
- Contact forms
- Etc.

Traffic Channels														
KPI	SEO		Direct		Adwords		Email		Paid Media		Social Media		Other	
	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg
CONTACTS	5	3 +2	0	1 -1	2	1 +1	0	0	0	1 -1	1	0 +1	0	0 -0
CONTACT RATE	0.6%	0.5% -0.1%	0.0%	0.6% -0.6%	1.7%	0.4% +1.3%	0.0%	0.0% 0.0%	0.0%	2.7% -2.7%	9.1%	0.4% +8.7%	0.0%	0.2% -0.2%
EMAIL SIGN UPS	0	0	0	1 -1	0	0 -0	0	0	0	0	0	0	0	0
SESSIONS	824	624 +200	141	145 -4	117	172 -55	8	43 -35	25	25 +0	11	21 -10	17	37 -20
% TOTAL SESSIONS	64%	50.1% +13.6%	11%	11.7% -0.7%	9%	13.8% -4.8%	1%	3.5% -2.8%	1.9%	2.0% -0.1%	1%	1.7% -0.9%	1%	3.0% -1.7%
NEW SESSIONS	61%	61% -0.8%	68%	67% +1.2%	53%	55% -2.3%	0%	20% -20.1%	65%	82% -16.9%	91%	81% +10.2%	76%	77% -0.6%
BOUNCE RATE	21%	23% -1.3%	34%	46% -12.0%	33%	37% -3.8%	50%	43% +6.8%	36%	39% -3.1%	36%	52% -15.6%	29%	50% -20.2%

Use The Data to Guide Decisions



Traffic Channels																			
															Green Threshold	15%	Red Threshold	-15%	For percentage lift from previous p
KPI	SEO		Direct		Adwords		Email		Paid Media		Social Media		Other						
	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg					
CONTACTS	5	3 +2	0	1 -1	2	1 +1	0	0	0	1 -1	1	0 +1	0	0 -0					
CONTACT RATE	0.6%	0.5% +0.1%	0.0%	0.6% -0.6%	1.7%	0.4% +1.3%	0.0%	0.0% 0.0%	0.0%	2.7% -2.7%	9.1%	0.4% +8.7%	0.0%	0.2% -0.2%					
EMAIL SIGN UPS	0	0 0	0	1 -1	0	0 -0	0	0	0	0 0	0	0 0	0	0 0					
SESSIONS	824	624 +200	141	145 -4	117	172 -55	8	43 -35	25	25 +0	11	21 -10	17	37 -20					
% TOTAL SESSIONS	64%	50.1% +13.6%	11%	11.7% -0.7%	9%	13.8% -4.8%	1%	3.5% -2.8%	1.9%	2.0% -0.1%	1%	1.7% -0.9%	1%	3.0% -1.7%					
NEW SESSIONS	61%	61% -0.8%	68%	67% +1.2%	53%	55% -2.3%	0%	20% -20.1%	65%	82% -16.9%	91%	81% +10.2%	76%	77% -0.6%					
BOUNCE RATE	21%	23% -1.3%	34%	46% -12.0%	33%	37% -3.8%	50%	43% +6.8%	36%	39% -3.1%	36%	52% -15.6%	29%	50% -20.2%					

Decision Requirements



Traffic Channels														
Green Threshold 15% Red Threshold -15% For percentage lift from previous p														
KPI	SEO		Direct		Adwords		Email		Paid Media		Social Media		Other	
	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg
CONTACTS	5	3 +2	0	1 -1	2	1 +1	0	0	0	1 -1	1	0 +1	0	0 -0
CONTACT RATE	0.6%	0.5% -0.1%	0.0%	0.6% -0.6%	1.7%	0.4% +1.3%	0.0%	0.0% 0.0%	0.0%	2.7% -2.7%	9.1%	0.4% +8.7%	0.0%	0.2% -0.2%
EMAIL SIGN UPS	0	0 0	0	1 -1	0	0 -0	0	0	0	0 0	0	0 0	0	0 0
SESSIONS	824	624 +200	141	145 -4	117	172 -55	8	43 -35	25	25 +0	11	21 -10	17	37 -20
% TOTAL SESSIONS	64%	50.1% +13.6%	11%	11.7% -0.7%	9%	13.8% -4.8%	1%	3.5% -2.8%	1.9%	2.0% -0.1%	1%	1.7% -0.9%	1%	3.0% -1.7%
NEW SESSIONS	61%	61% -0.8%	68%	67% +1.2%	53%	55% -2.3%	0%	20% -20.1%	65%	82% -16.9%	91%	81% +10.2%	76%	77% -0.6%
BOUNCE RATE	21%	23% -1.3%	34%	46% -12.0%	33%	37% -3.8%	50%	43% +6.8%	36%	39% -3.1%	36%	52% -15.6%	29%	50% -20.2%

Configuration:

- Tell Google Analytics what's important to your business!

Setting Up Goals



How to Find Goals



bemottawa@gmail.com

Bird's Eye Marketing - http://birdseyem...
Bird's Eye Marketing

Google Analytics

Home

Reporting

Customization

Admin

Administration

Bird's Eye Marketing

ACCOUNT

Bird's Eye Marketing

Account Settings

User Management

All Filters

Change History

PROPERTY

Bird's Eye Marketing

Universal Analytics Upgrade
Transfer complete

Property Settings

User Management

Tracking Info

VIEW

Bird's Eye Marketing

View Settings

User Management

Goals

Content Grouping

Goal Set-up



VIEW

← Bird's Eye Marketing ▾

 View Settings

 User Management

 **Goals**

 Content Grouping

 Filters

+ NEW GOAL

Import from Gallery

<input type="checkbox"/>	Goal ↓	Id
<input type="checkbox"/>	Contact us - email to david	Goal ID 3 / Goal Set 1
<input type="checkbox"/>	Email subscriptions	Goal ID 1 / Goal Set 1
<input type="checkbox"/>	Form Completion	Goal ID 2 / Goal Set 1
<input type="checkbox"/>	Free consultation pageview	Goal ID 4 / Goal Set 1

Name Your Goal



✓ Goal setup [Edit](#)

Custom

2 Goal description

Name

Goal ID 1 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

[Next step](#)

[Cancel](#)

3 Goal details

Pick Your Goal Type



✓ Goal setup [Edit](#)

Custom

2 Goal description

Name

Goal ID 1 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

[Next step](#)

[Cancel](#)

3 Goal details

Four Types of Goals



- ▶ Duration / time on site



- ▶ Pages / session



- ▶ Destination

Thank you for your order

Order number is: 308512033

You will receive an email confirmation shortly at info@baymard.com

[Print Receipt](#)

Save your information for next time

Create Password: Required Verify Password: Required [Create Account](#)
(4-18 characters)

[▶ Detailed Order Receipt](#)

[▶ Return Policy](#)

- ▶ Event



Goal Set-up is Easy



1. Admin > Views > Goals
2. Name the goal
3. Select goal type you need:
 - Destination = specific page on your website (thank you, order confirmation)
 - Pages / Session = viewed a specific number of pages
 - Duration = spent a specific amount of time on your site
4. Follow the steps for the selected goal type
5. Insert a goal value
6. Save



Other Benefits of Setting Up Goals

About Bird's Eye Marketing



- ▶ Help business leaders with marketing:
 - Messaging
 - Social Media
 - Advertising



Bird's Eye
Marketing



Bird's Eye Differentiator.....

Download Google Analytics Data into a Spreadsheet



- ▶ Marketing performance on what matters:
 - Revenue
 - Email sign ups
 - Contact forms
 - Etc.

Traffic Channels														
KPI	SEO		Direct		Adwords		Email		Paid Media		Social Media		Other	
	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg	Last Week	11 Week Avg
CONTACTS	5	3 +2	0	1 -1	2	1 +1	0	0	0	1 -1	1	0 +1	0	0 -0
CONTACT RATE	0.6%	0.5% -0.1%	0.0%	0.6% -0.6%	1.7%	0.4% +1.3%	0.0%	0.0% 0.0%	0.0%	2.7% -2.7%	9.1%	0.4% +8.7%	0.0%	0.2% -0.2%
EMAIL SIGN UPS	0	0	0	1 -1	0	0 -0	0	0	0	0	0	0	0	0
SESSIONS	824	624 +200	141	145 -4	117	172 -55	8	43 -35	25	25 +0	11	21 -10	17	37 -20
% TOTAL SESSIONS	64%	50.1% +13.6%	11%	11.7% -0.7%	9%	13.8% -4.8%	1%	3.5% -2.8%	1.9%	2.0% -0.1%	1%	1.7% -0.9%	1%	3.0% -1.7%
NEW SESSIONS	61%	61% -0.8%	68%	67% +1.2%	53%	55% -2.3%	0%	20% -20.1%	65%	82% -16.9%	91%	81% +10.2%	76%	77% -0.6%
BOUNCE RATE	21%	23% -1.3%	34%	46% -12.0%	33%	37% -3.8%	50%	43% +6.8%	36%	39% -3.1%	36%	52% -15.6%	29%	50% -20.2%

Interesting (but useless) Statistics

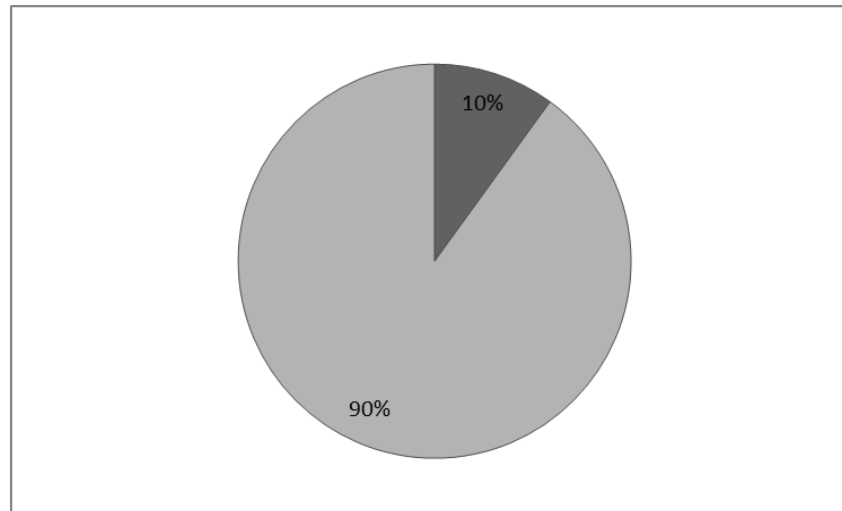


- ▶ 29 Million + websites use Google Analytics

Source: <http://marketingland.com/as-google-analytics-turns-10-we-ask-how-many-websites-use-it-151892>

- ▶ Rumour has it.....

- <10% have done any kind of set-up..... Just using default settings



Summary



- ▶ **Installing Google Analytics**
 - Do that “closing head tag” thing if you can, or,
 - Use a WordPress plug in.

- ▶ **Set up Google Analytics goals**
 - Organizes your data around what matters to your business

Before End of Day Friday....



- ▶ Install Google Analytics
- ▶ Set-up 3 goals
 - Destination
 - Duration
 - Pages / Session

613-875-4987

Use it or lose it with Google Analytics

- ▶ Take time to get used to Google Analytics
- ▶ Try what you learned
- ▶ Don't be afraid to make mistakes





Thank you



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