Bird's Eye Marketing

WEBSITE CREATION WORKSHOP™

Getting Started with Google Analytics

What a Business Owner Needs to Know

David Bird

What You Will Learn Today

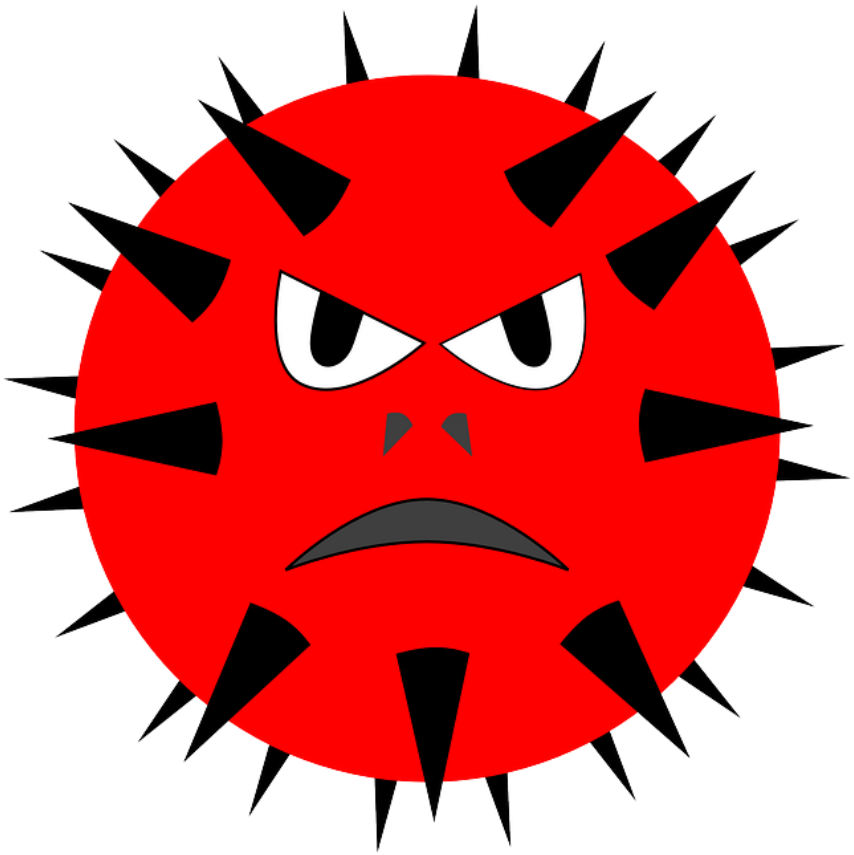
- How to install Google Analytics
- Goals and goal values
- ABC's of Google Analytics reporting

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

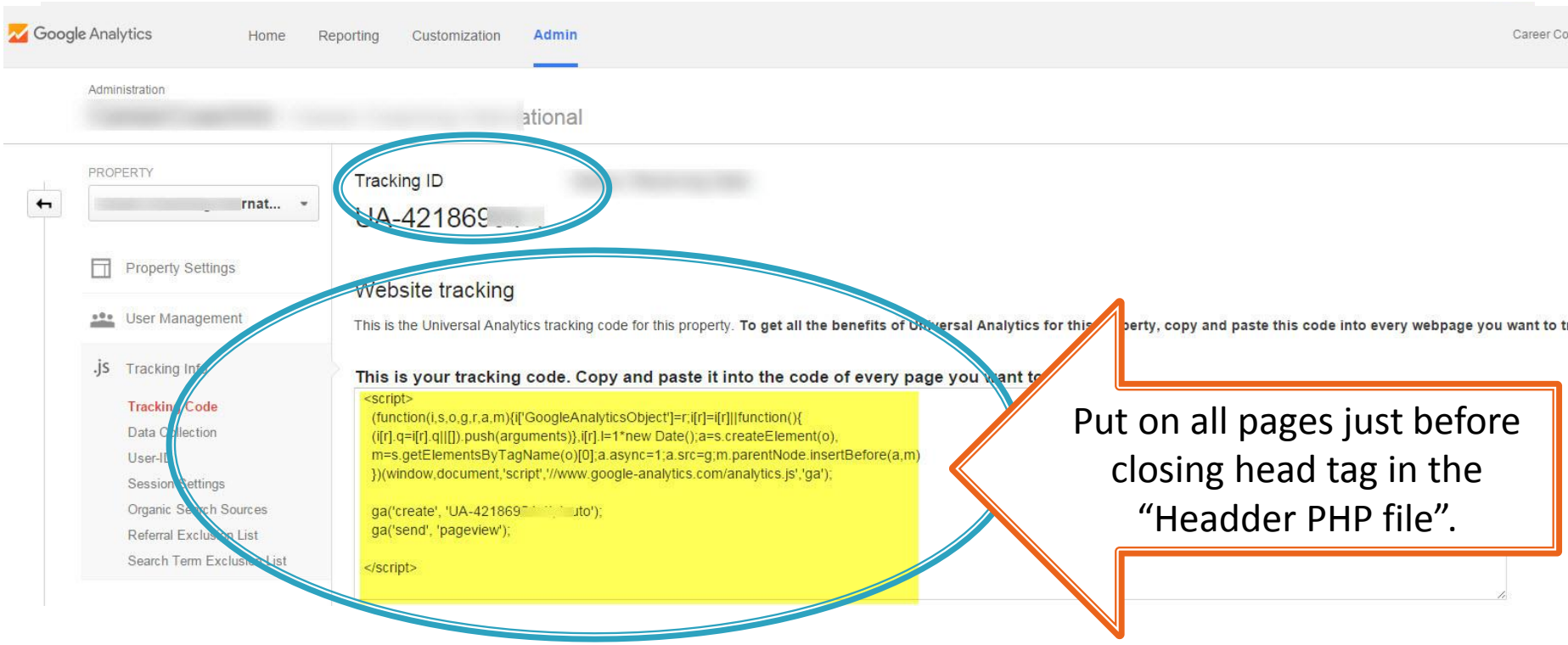
1. Go to: www.google.com/analytics

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



Closing “what tag”?

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

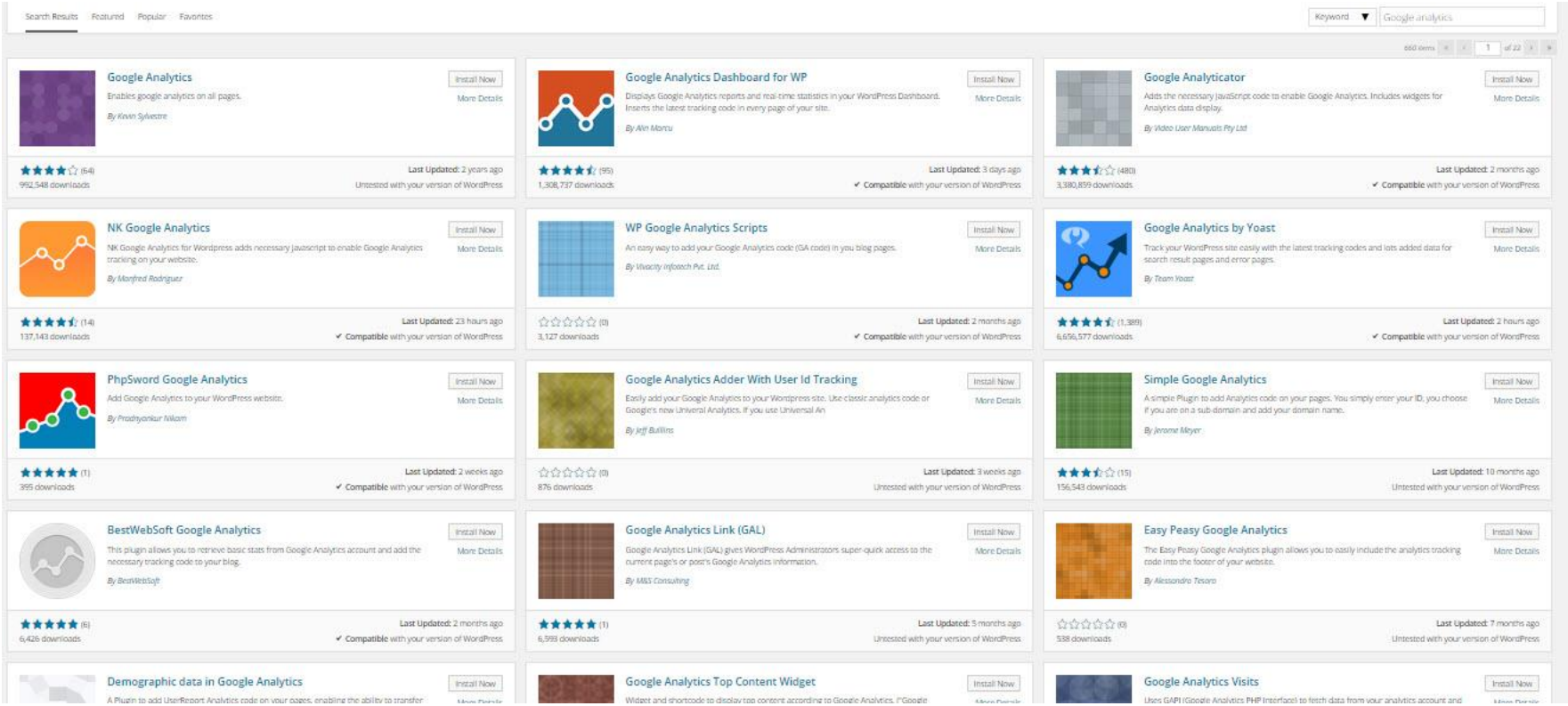
Closing head tag

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

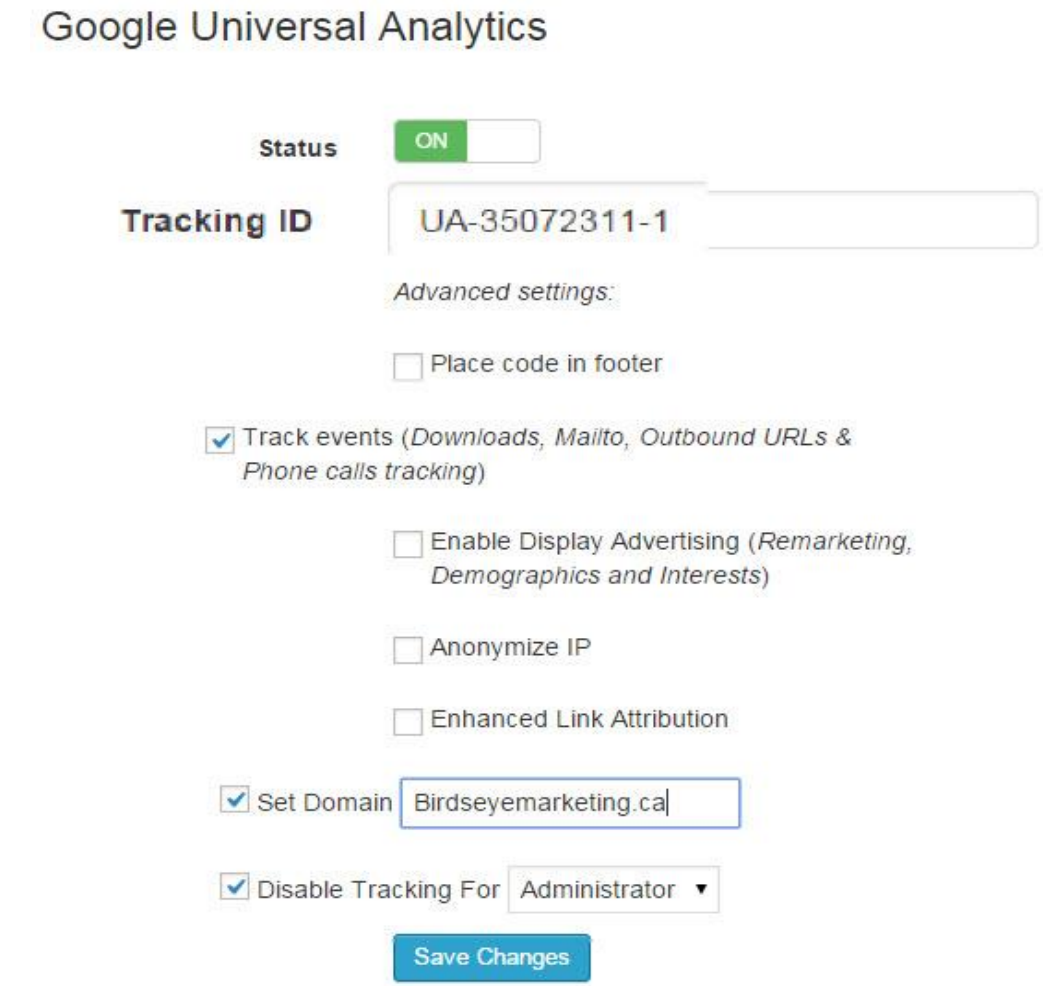
Download Google Analytics

Image from ZERO TO WORDPRESS HERO
Ben Lobaugh

Lots of Google Analytics Plug-ins Available



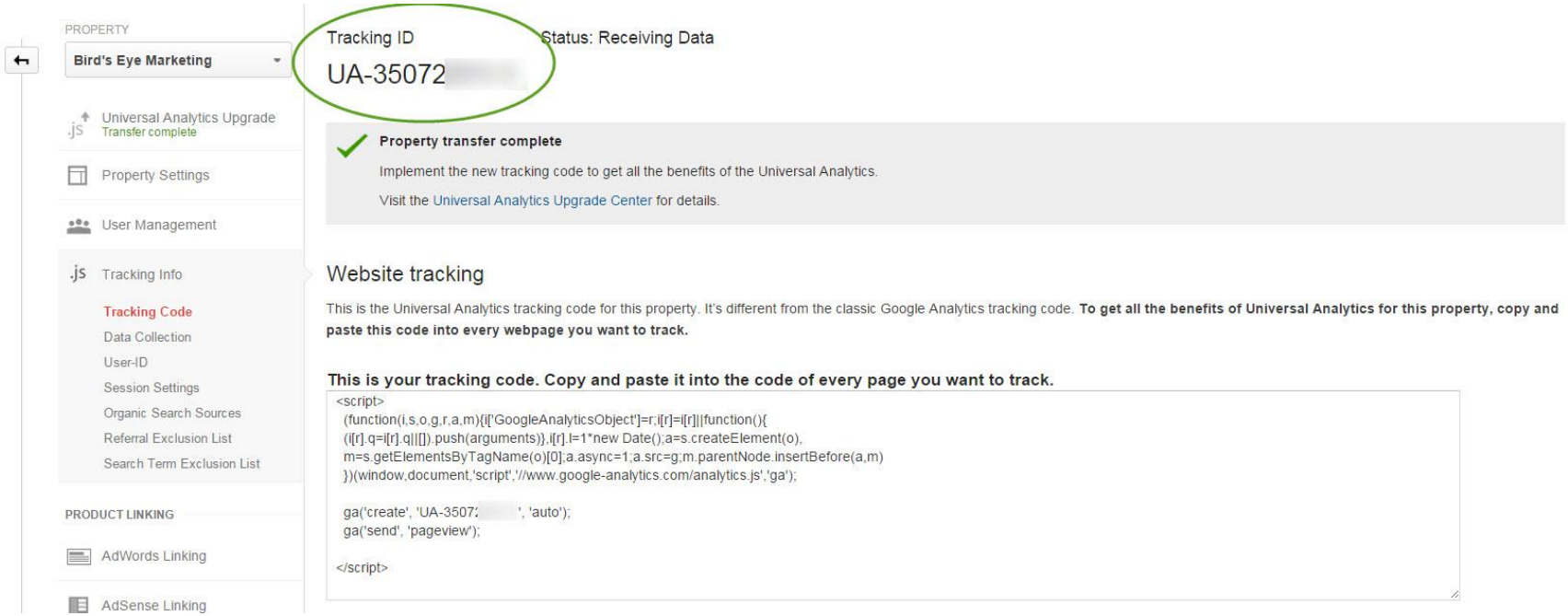
Insert Your UA Number



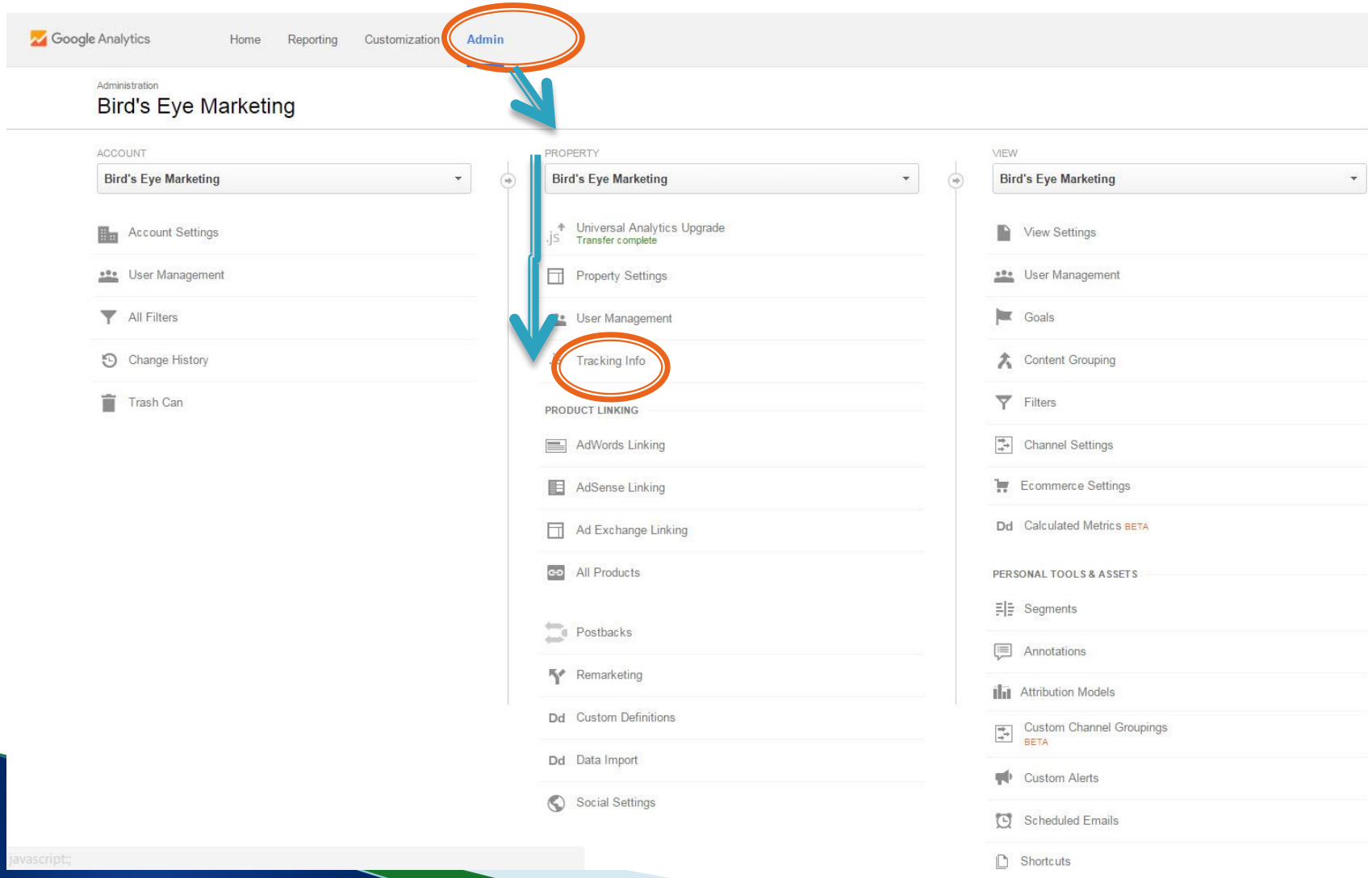
Insert Your UA #

Google Universal Analytics
By Andrius Dobilinskas

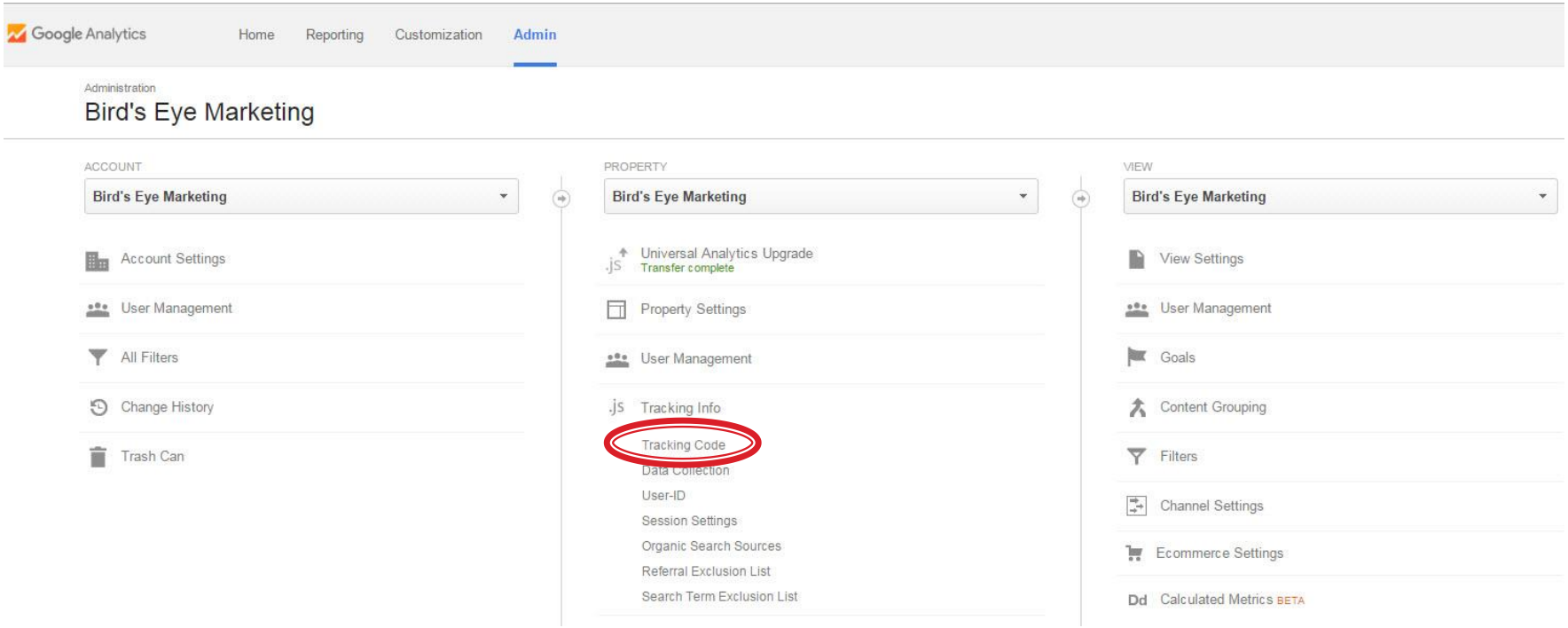
Tracking ID = 8 digit number, begins with UA-



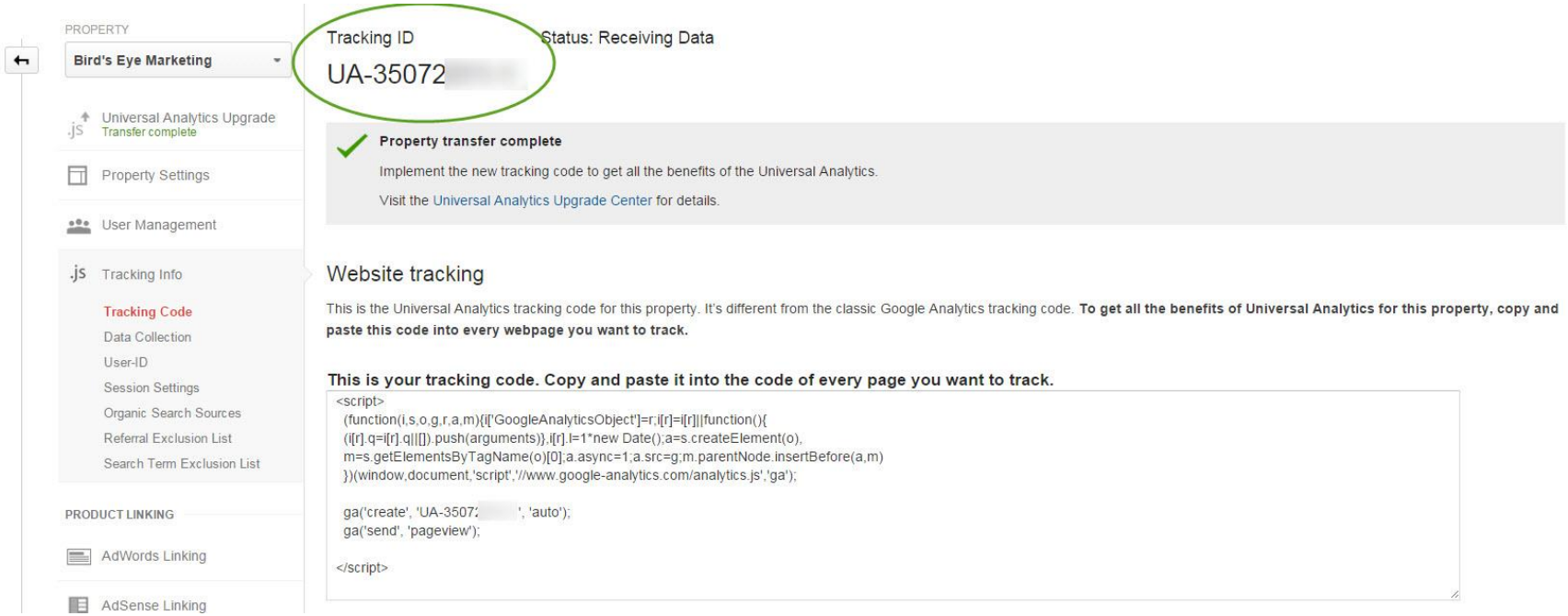
Where to find your UA number / Tracking ID



Tracking ID Under Tracking Info

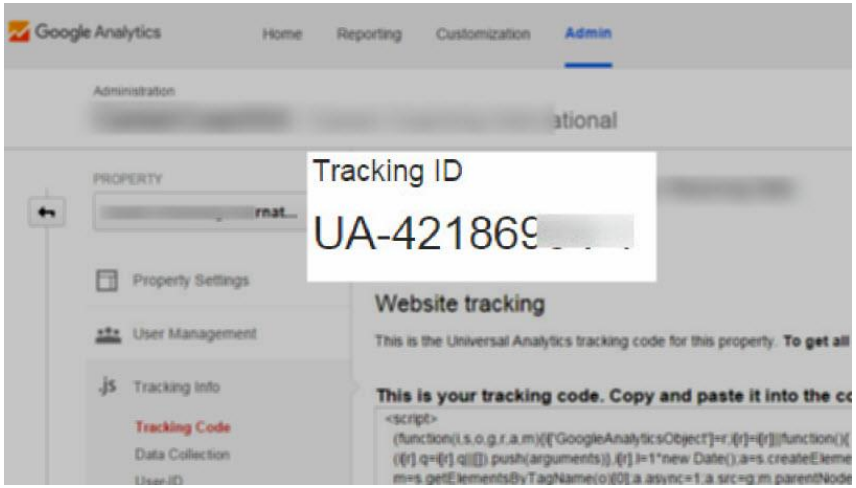


Tracking ID = 8 digit number, begins with UA-



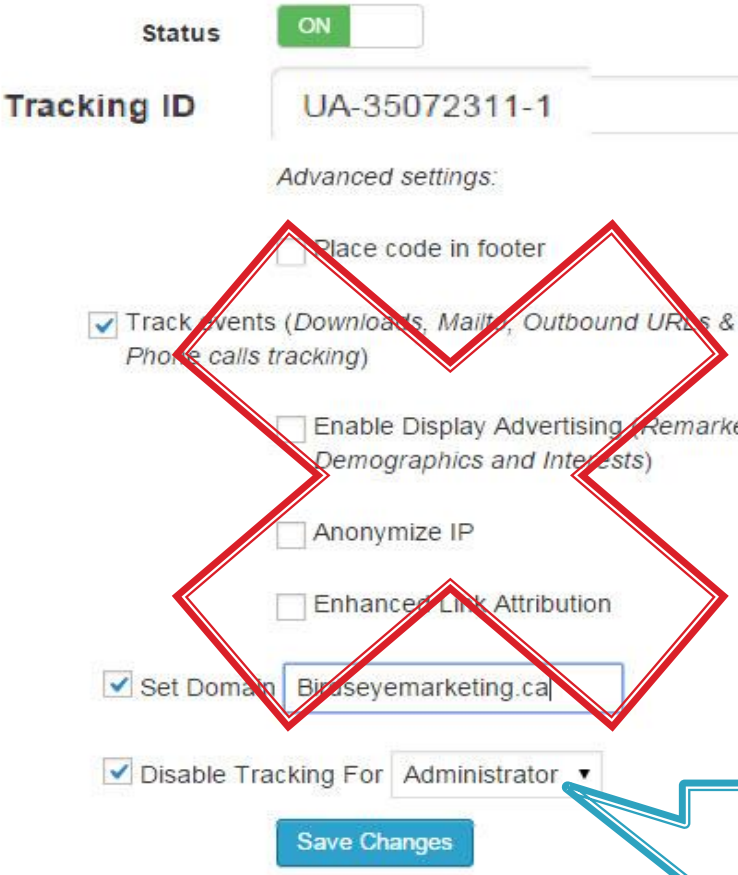
Your Tracking ID

- Insert your UA number where the plug in requests



Many Plug-in Features

Google Universal Analytics



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

So What Works?

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

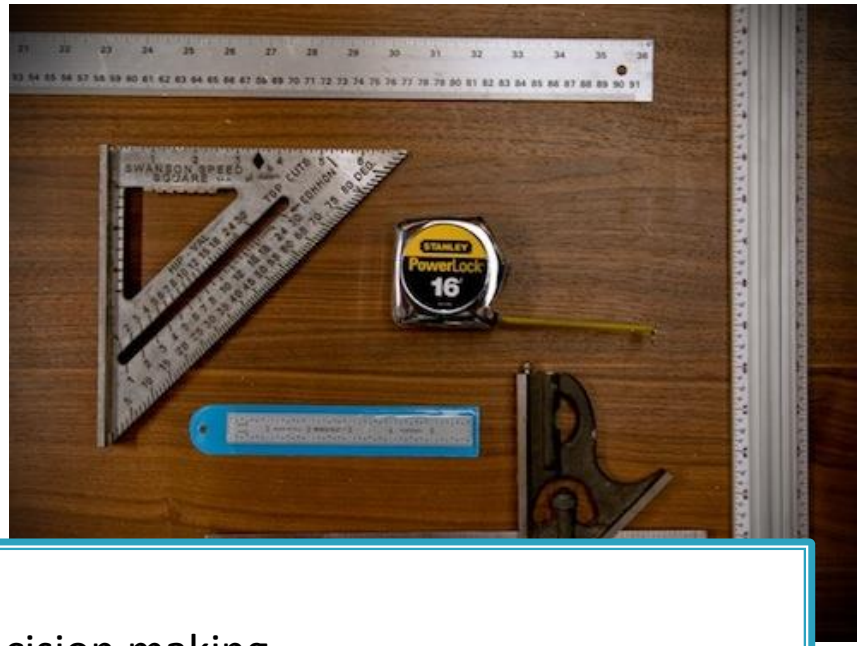
When Your Marketing is Done

We always ask…..

Did it work?

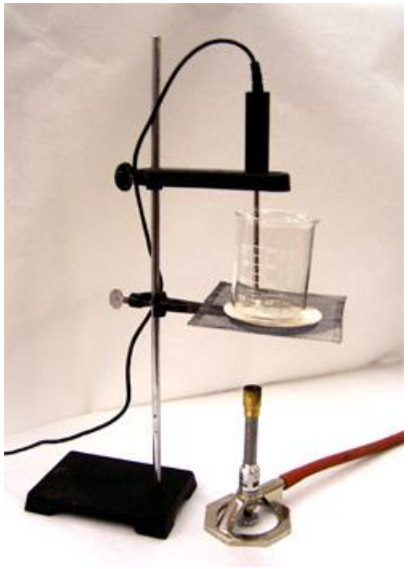
Should we do it again?

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…..

Images are thanks to: Visit Love Boice (Comment), Yankee-shelties (Contact), Globaicy (Read our blog), Marketing Digit Pro (social like),

Make Your Own List

What do I want people to do on my website?

What Ever You Want Users To Do….

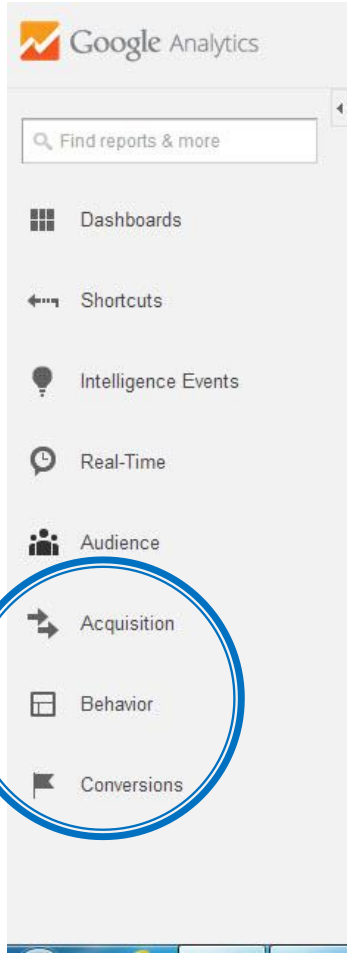
- **Tell Google Analytics ……**

Why tell Google Analytics ……

- Most valuable:
  - Pages
  - Traffic sources

The A B C's of Google Analytics Reporting

Left Side Menu of GA



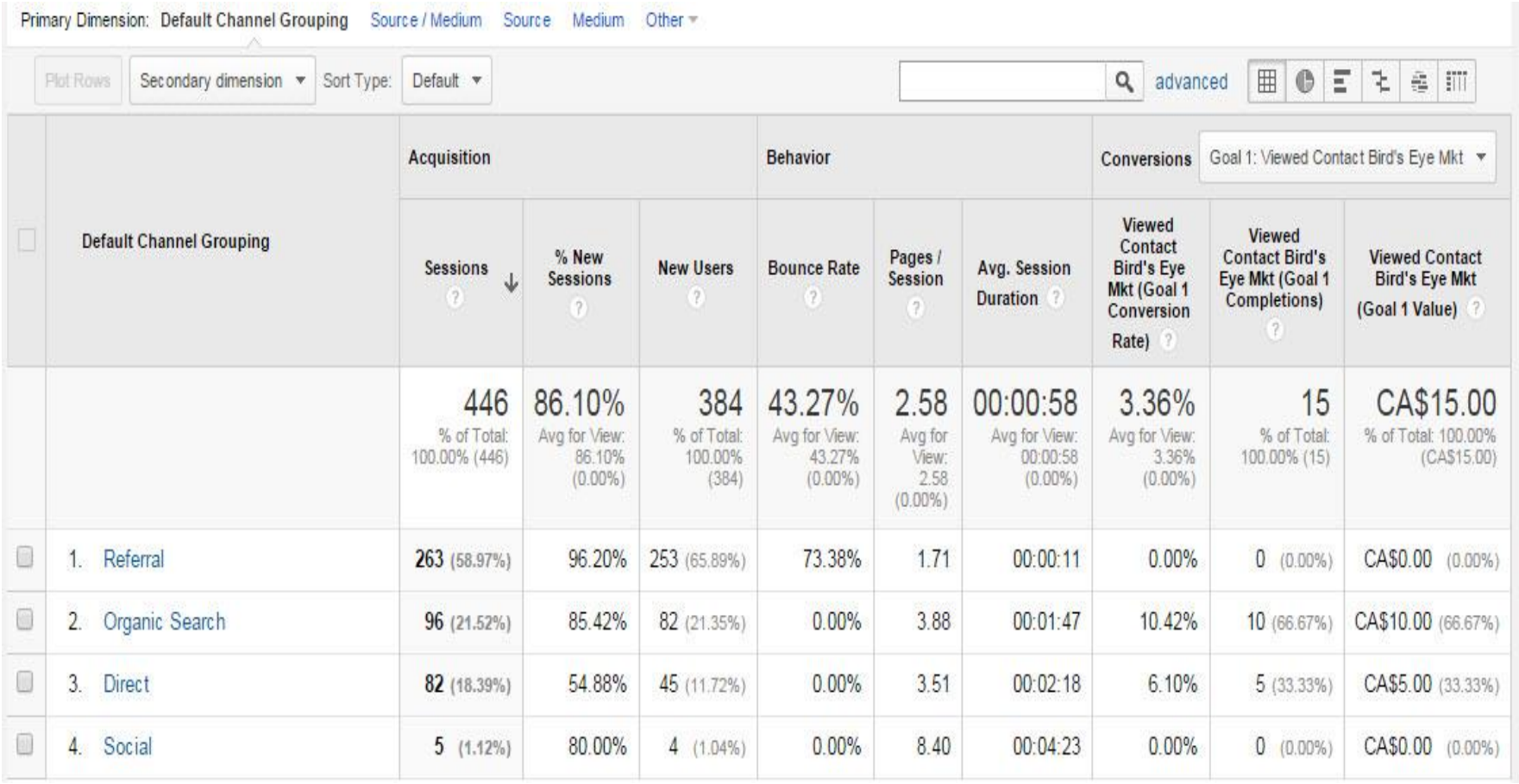
- Acquisition
- Behaviour
- Conversions

“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: Goal 1: Viewed Contact Bird's Eye Mkt		
	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

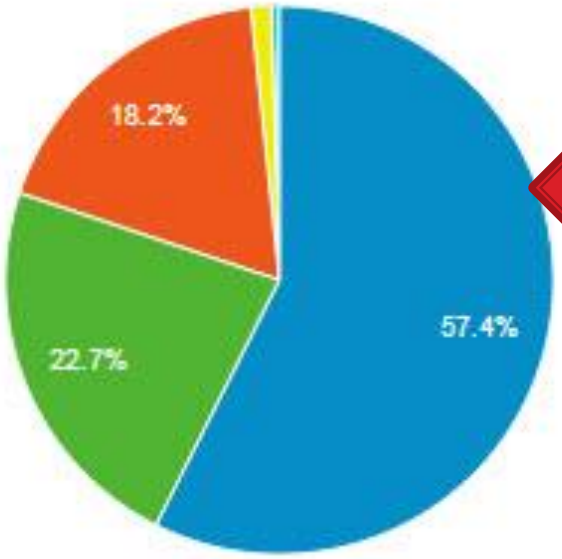
Plot Rows | Secondary dimension | Sort Type: Default

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%)
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%)

Channel Acquisition Report

Default Settings

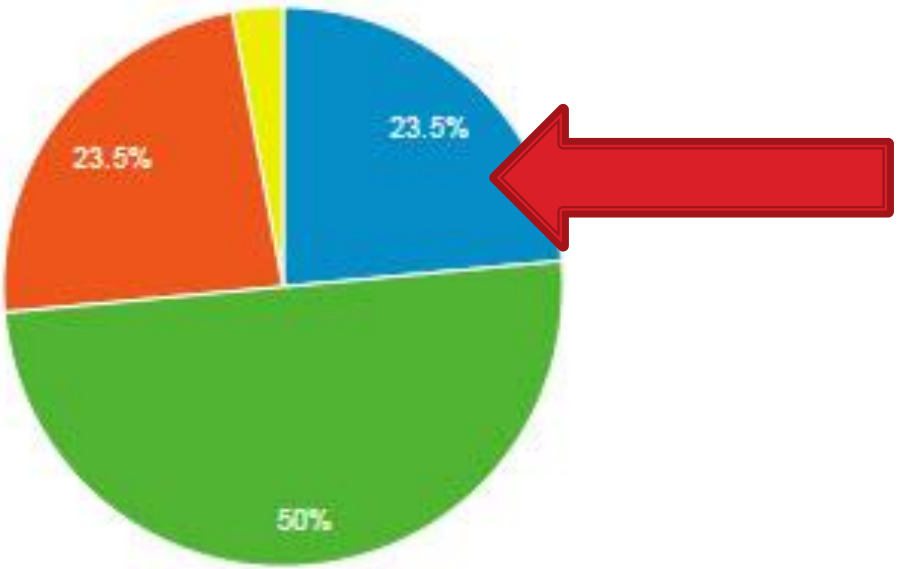
Default Channel Grouping	Contribution to total: Sessions
1. Referral	
2. Organic Search	
3. Direct	
4. Social	
5. (Other)	



Channel Acquisition Report

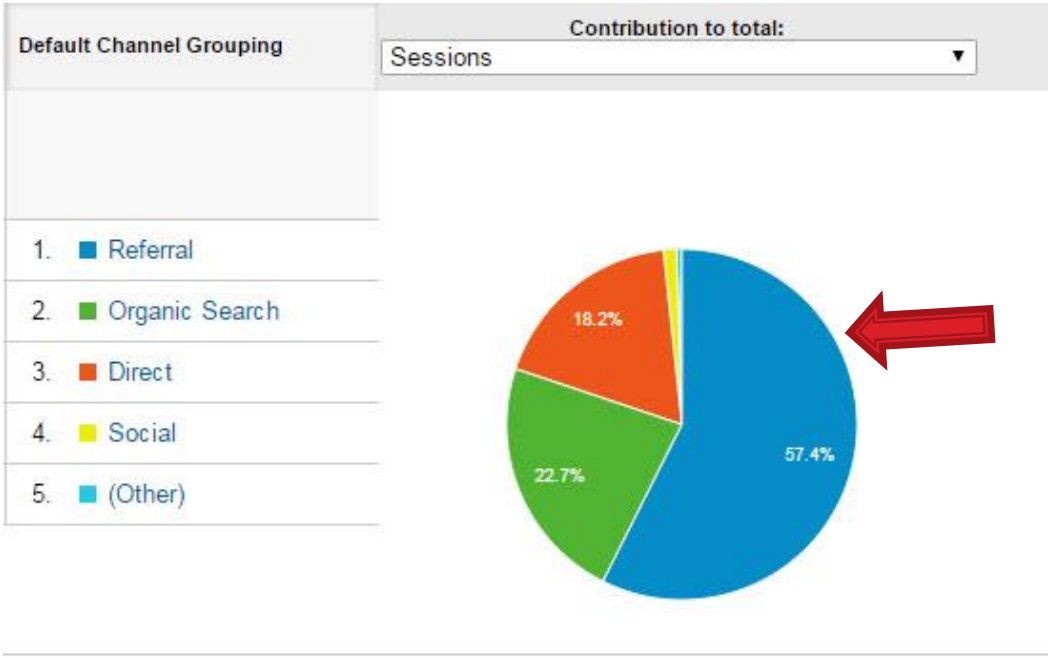
With Goals

Default Channel Grouping	Contribution to total: Goal Completions
1. Referral	
2. Organic Search	
3. Direct	
4. Social	
5. (Other)	

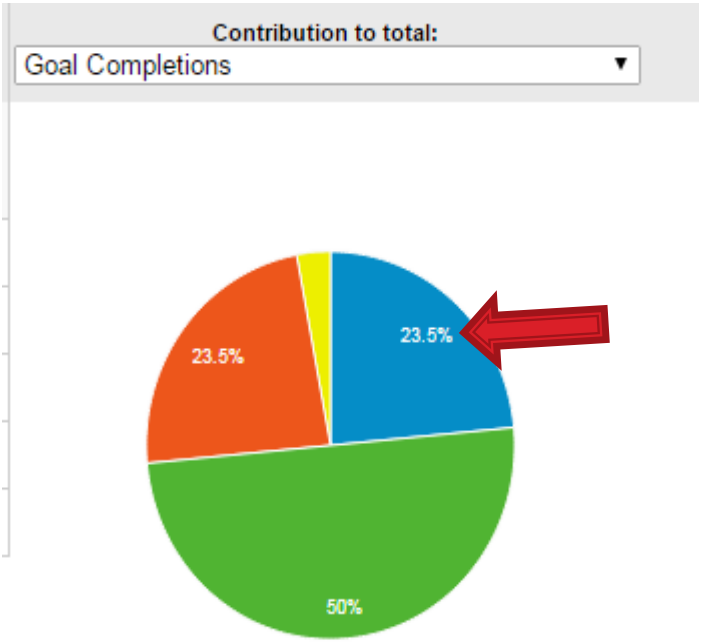


Impact of Goals on Decision Making

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-ottawa-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

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%)

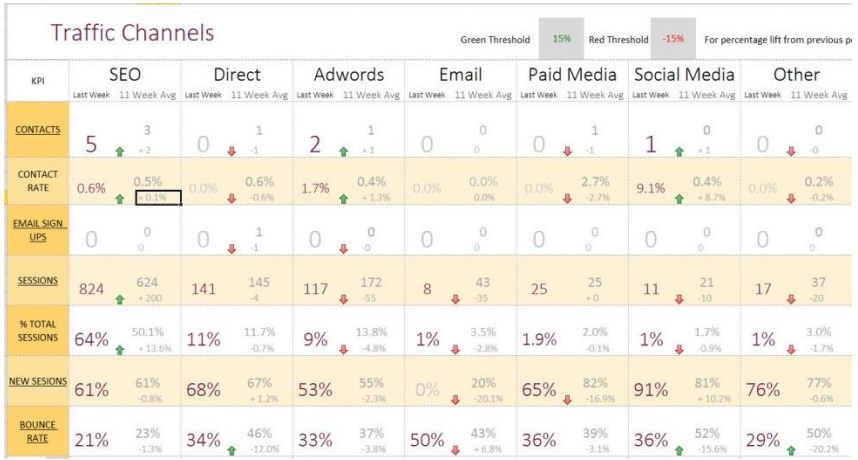
The A B C's of Google Analytics Reporting

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.

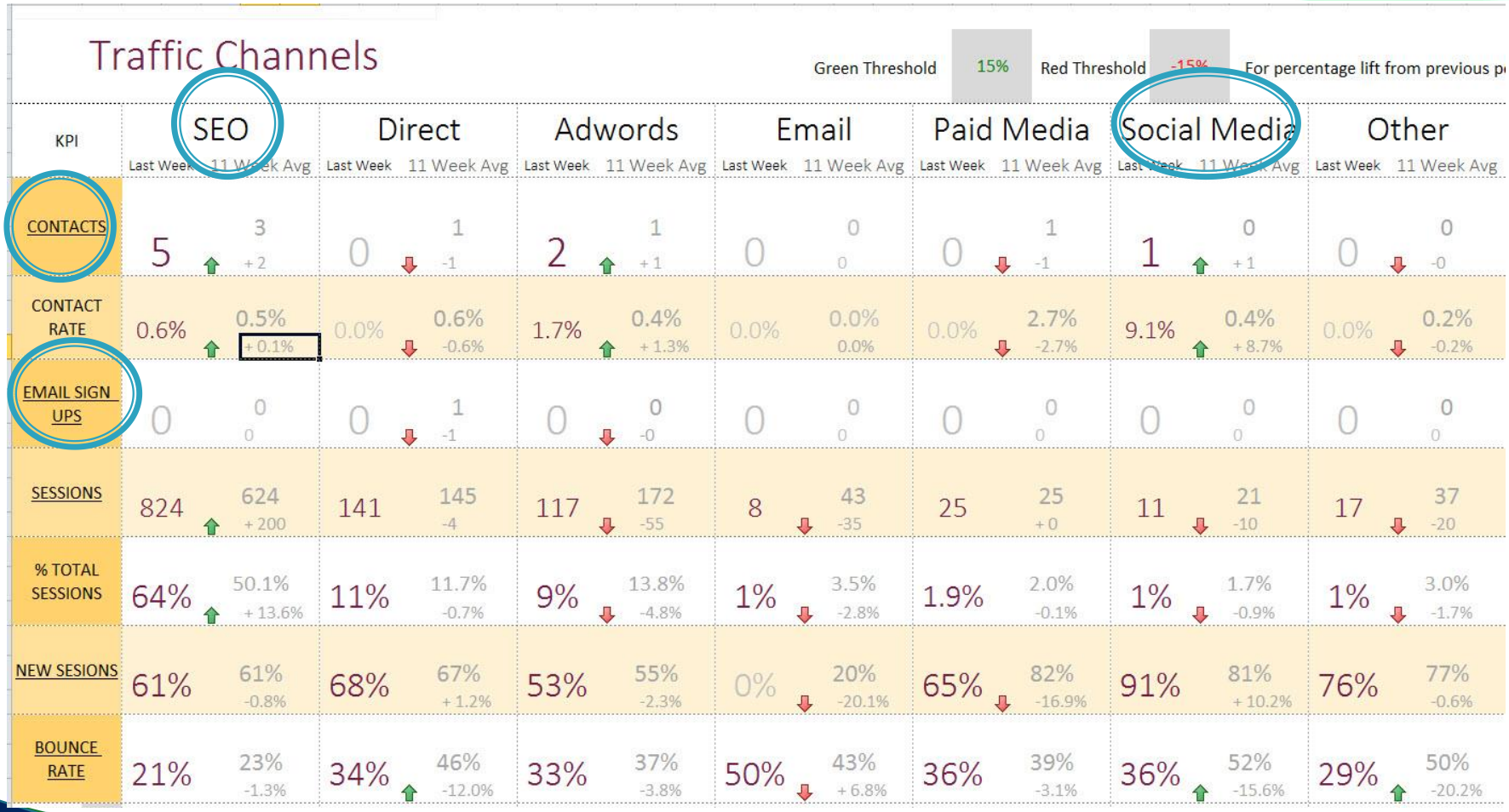


Traffic Channels

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	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 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 SESIONS	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

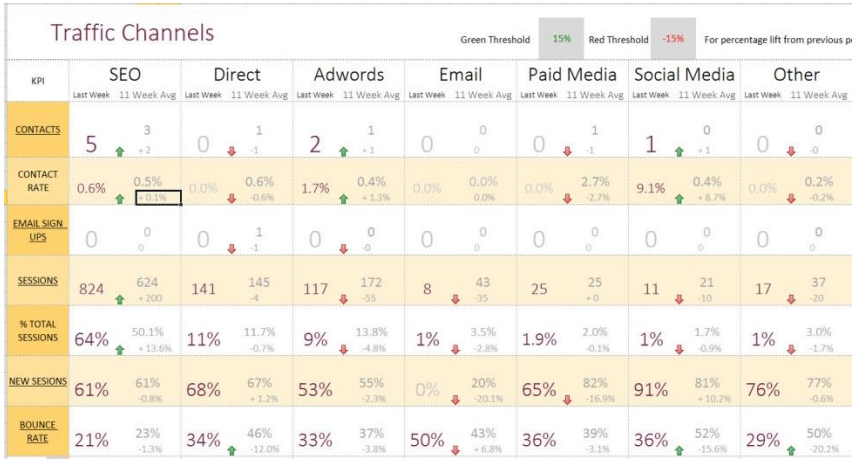


Traffic Channels

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	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 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 SESIONS	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

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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	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 0
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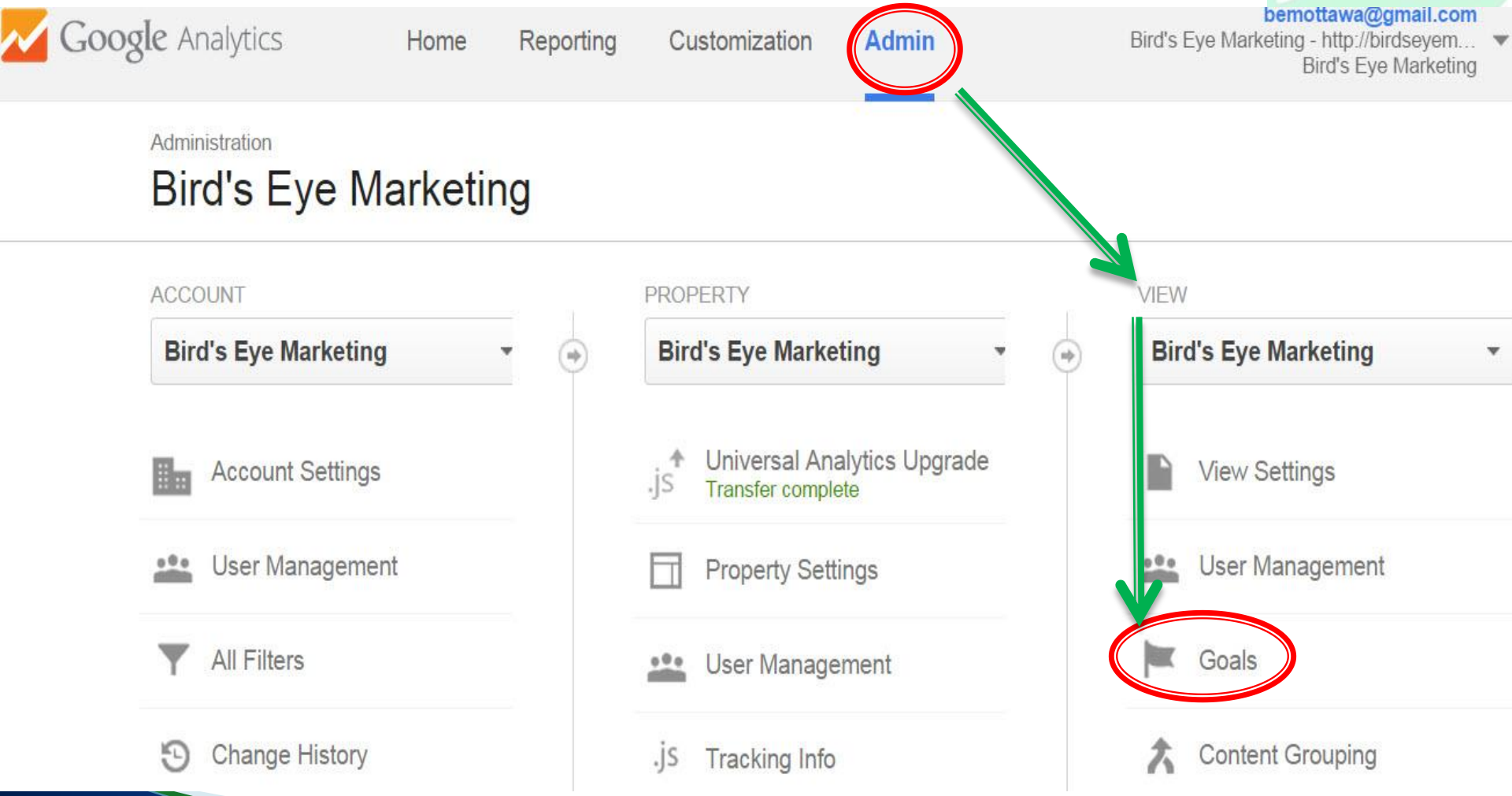
NEW SESIONS	61%	61% -0.8%	68%	67% +1.2%	53%	55% -2.3%	0%	20% -20.1%	65%	82% -16.9%	91%	81% +10.2%	76%	77% -0.6%
BOUNCE RATE	21%	23% -1.3%	34%	46% -12.0%	33%	37% -3.8%	50%	43% +6.8%	36%	39% -3.1%	36%	52% -15.6%	29%	50% -20.2%

Configuration:

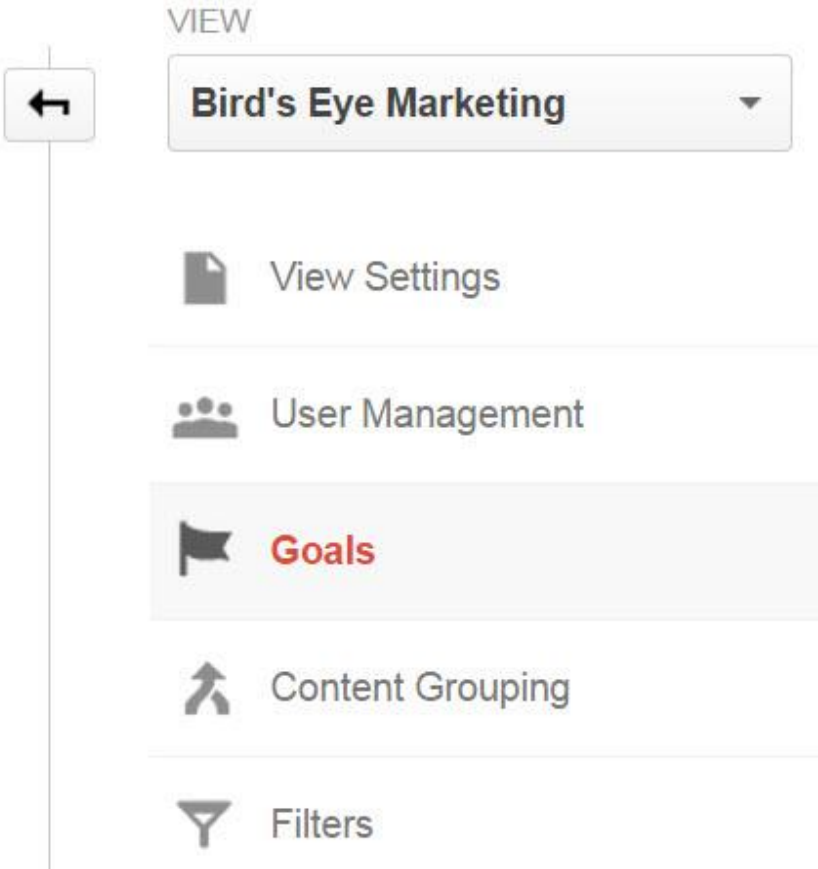
- Tell Google Analytics what's important to your business!

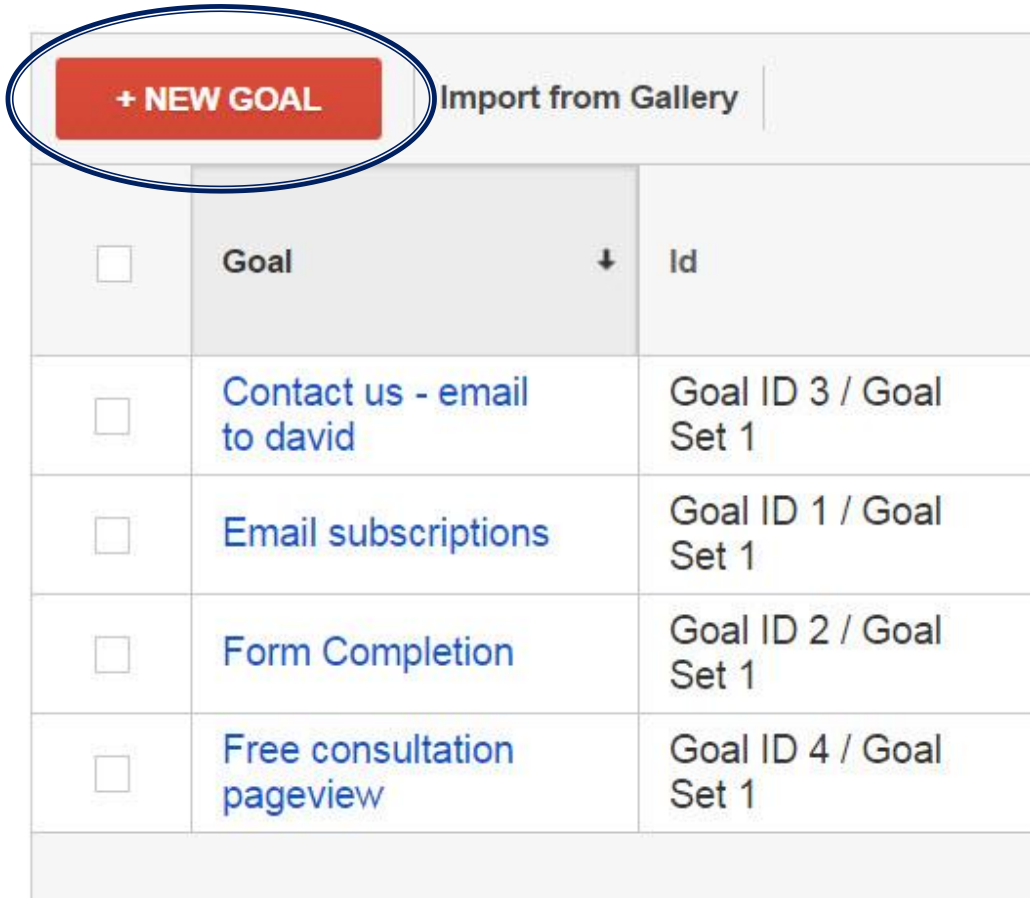
Setting Up Goals

How to Find Goals

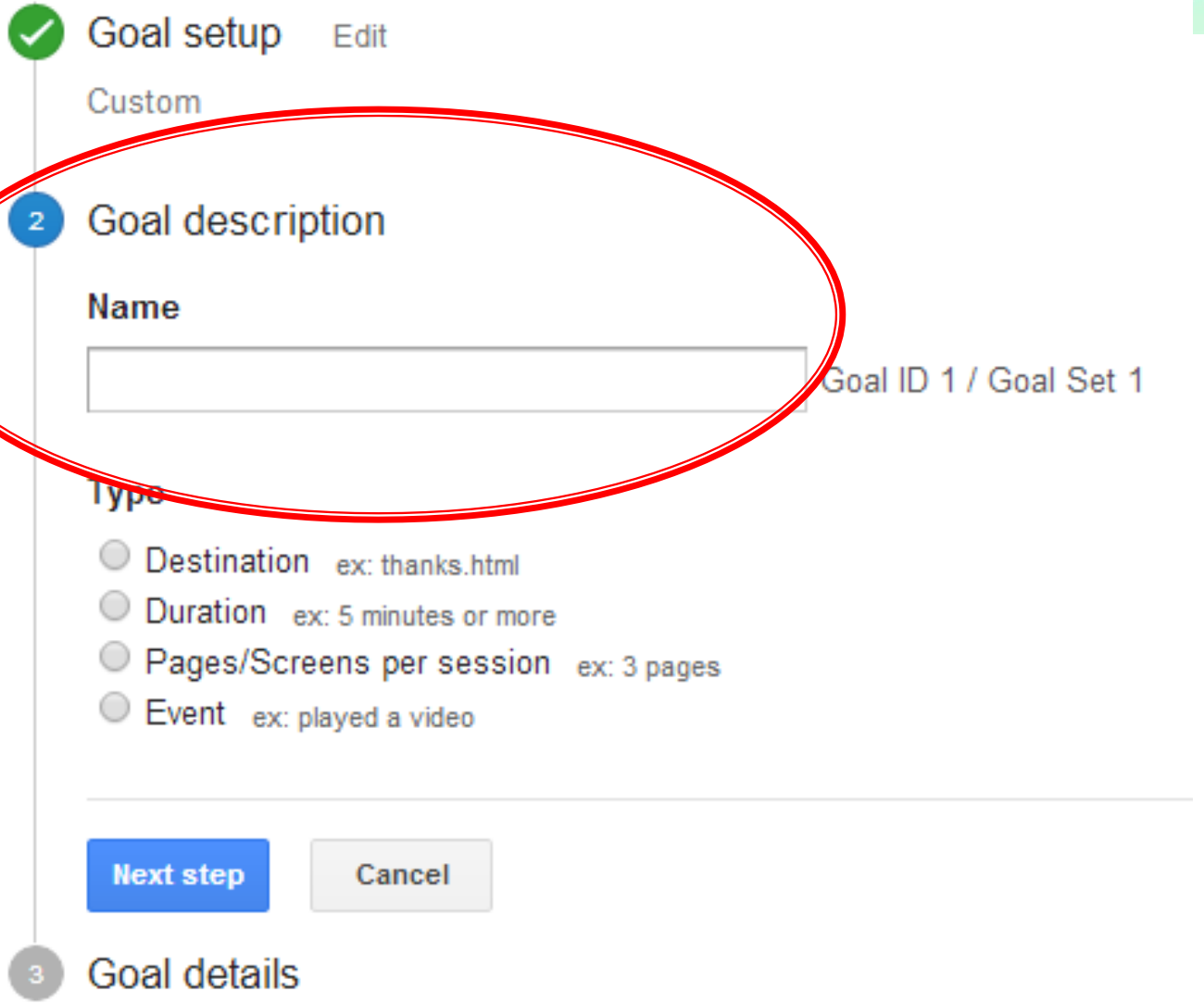


Goal Set-up

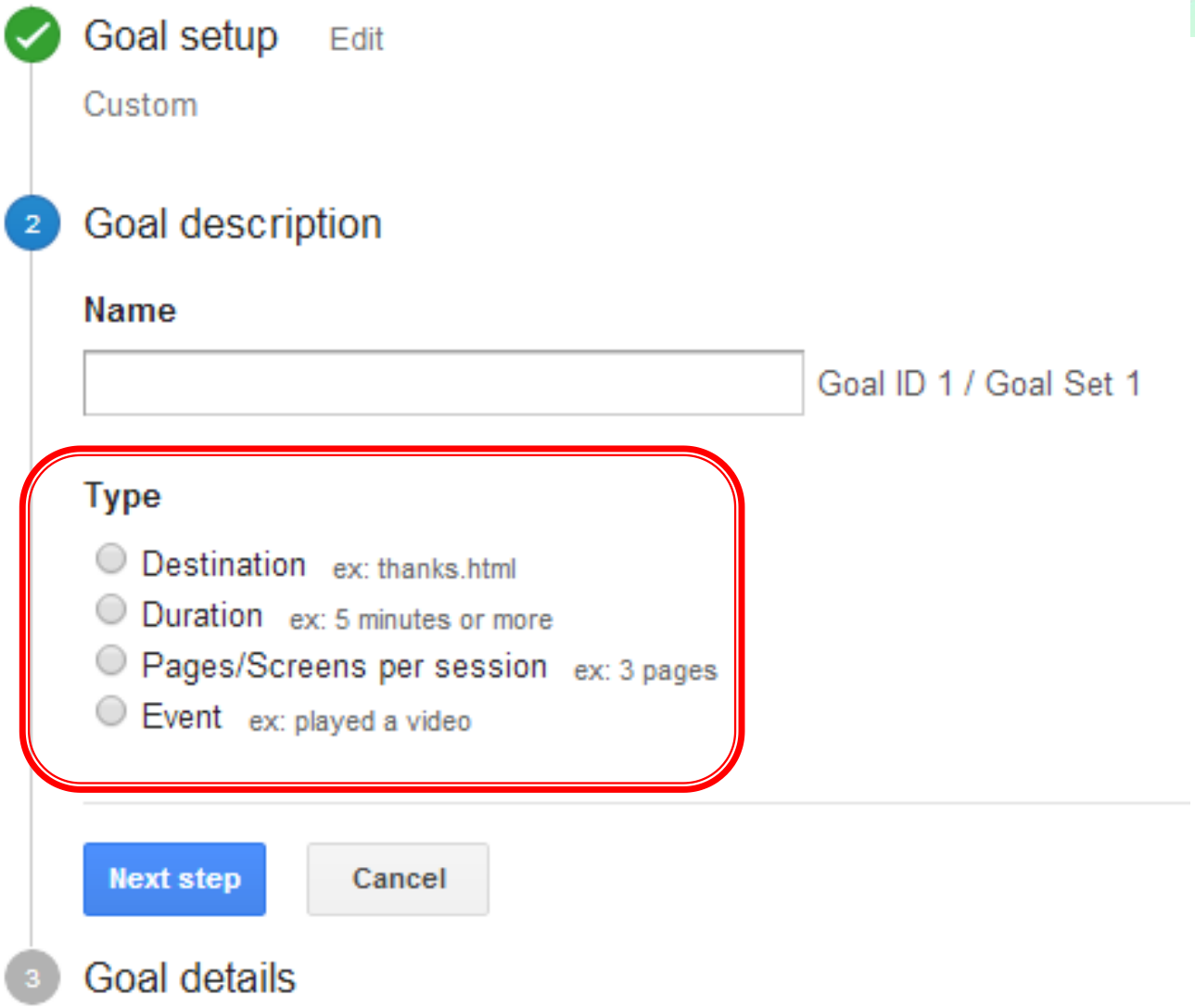

VIEW
Bird's Eye Marketing
View Settings
User Management
Goals
Content Grouping
Filters


+ NEW GOAL
Import from Gallery
Goal
Id
Contact us - email to david
Goal ID 3 / Goal Set 1
Email subscriptions
Goal ID 1 / Goal Set 1
Form Completion
Goal ID 2 / Goal Set 1
Free consultation pageview
Goal ID 4 / Goal Set 1

Name Your Goal



Pick Your Goal Type

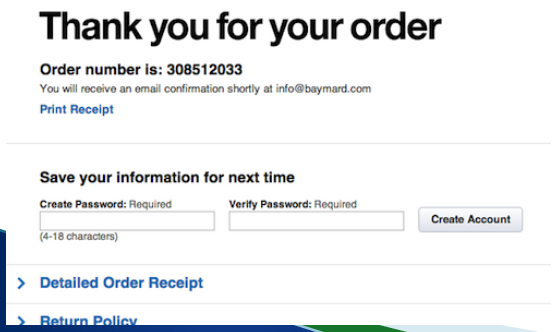


Four Types of Goals

- Duration / time on site

- Pages / session

- Destination



- 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

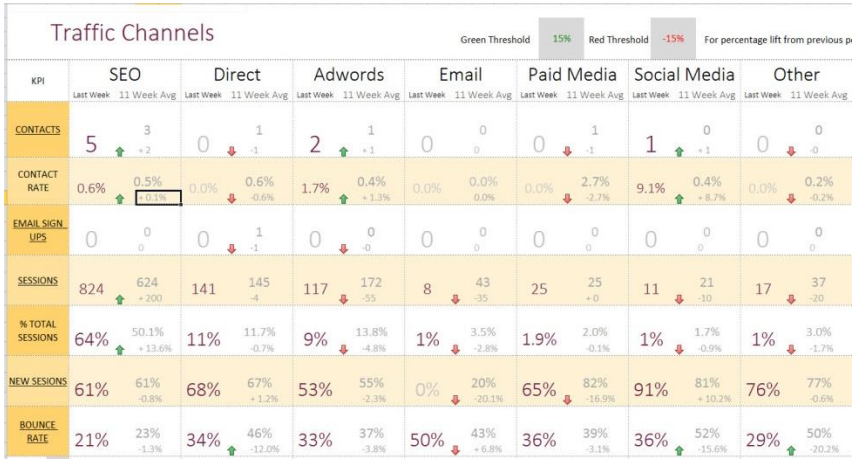
- Help business leaders with marketing:
  - Messaging
  - Social Media
  - Advertising

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.

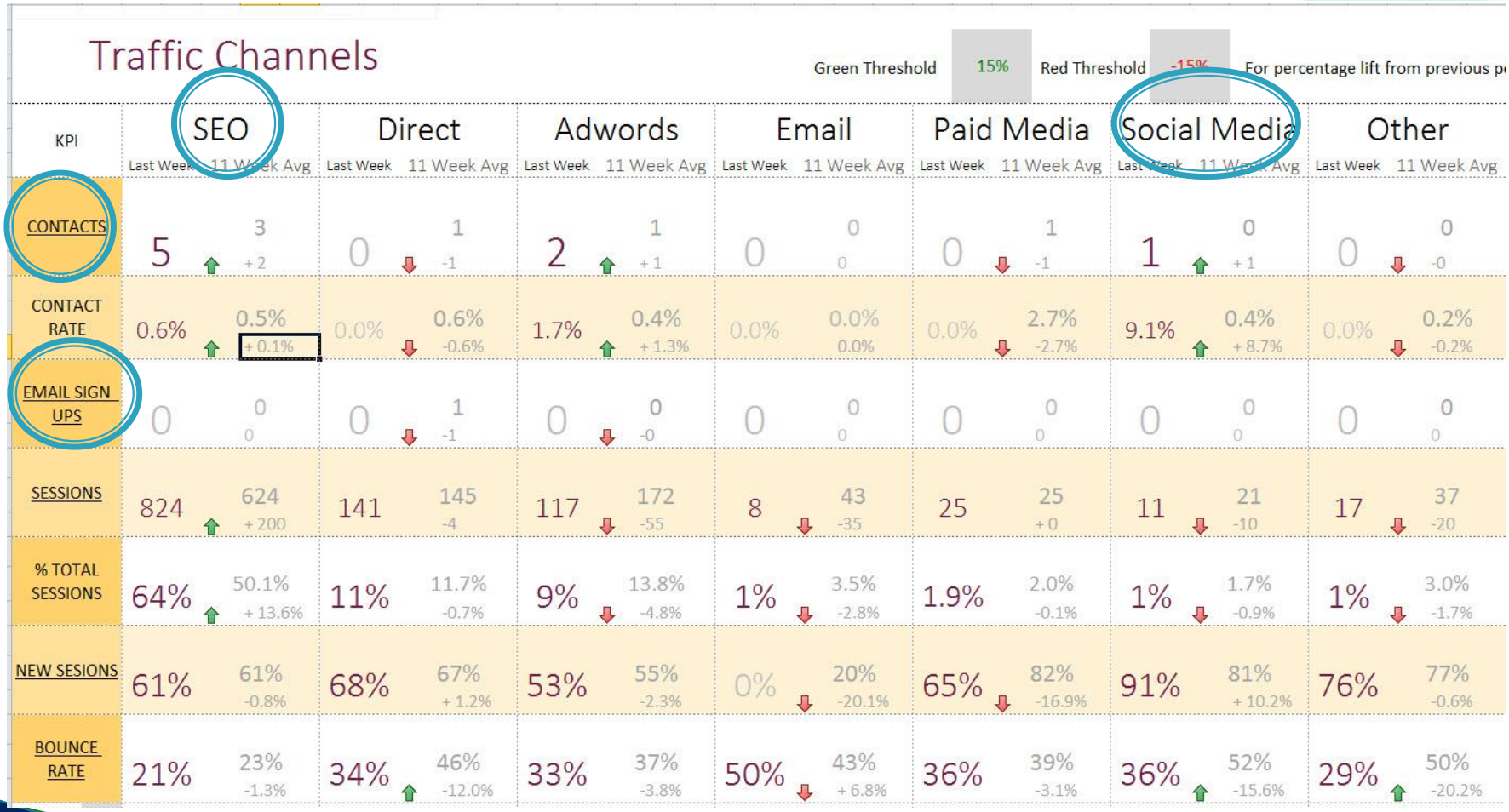


Traffic Channels

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	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 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 SESIONS	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



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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 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%
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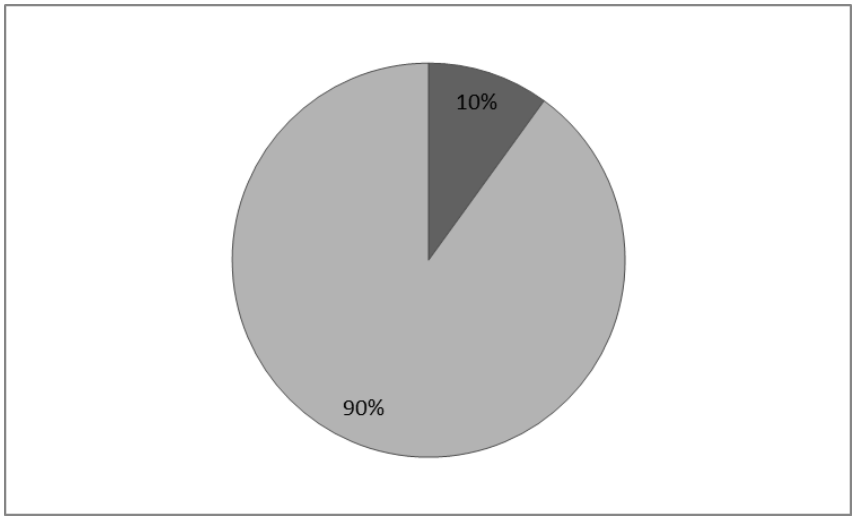
Interesting (but useless) Statistics

- 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

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Thank you

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