

Google Analytics

Google Analytics

This workshop will cover the top tips for analysing your statistics and using some of the features within Analytics:

Features: tracking actions

1. Goal set up
2. Event tracking
3. In Page Analytics
4. Campaign tracking
5. E-commerce tracking

Stats to analyse

- Content
- Segmenting markets
- SEO
- Mobile



Goal tracking

What is goal tracking?

- Tracking actions on the site for:
 - Specific URL destination
 - Time on site
 - Pages/visit

Getting started

1. Decide what the goal is that you would like to track
2. Assign a value to the goal (optional but recommended).
3. Figure out the final destination page for goal URL.
4. Optional: Add a goal funnel for steps people must take to complete the goal.

Brainstorming actions to track

- Newsletter sign ups
- Campaign page views
- Contact forms submitted

Goal tracking: Setup

Goal: Track the number of times someone subscribes to a newsletter on the site.

1. Click the edit button when you log into Analytics.
2. Click add a goal
3. Fill out the form with the relevant information:
 - a. Goal value = 1
 - b. Final destination URL after someone signs up for the newsletter they are taken to a thank you page that has a URL like www.example.com/newsletter-subscription-confirmed.html. The final destination URL is </newsletter-subscription-confirmed.html>.
 - c. Goal funnel: to complete the goal the user must:
 - Use the newsletter subscription button is listed on the homepage.
 - Sign up for the newsletter on the newsletter subscription page.
 - See the thank you page after submitting the subscription.
4. Monitor your data in the “Goals” section of Analytics.

Goals (set 1): Goal 4

Enter Goal Information

Goal Name: Newsletter subscription
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position: Set 1, Goal 4 ▼
Changing goal position will not move historical data for this goal

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Goal Details

Match Type: ▼

Goal URL: /newsletter-subscription (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Case-sensitive: URLs entered above must exactly match the capitalisation of visited URLs.

Goal Value: optional

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you to the thank you page.

Please note that the funnels that you've defined here only apply to the Funnel Visualisation Report.

Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

Step	URL (e.g. "/step1.html")	Name	Required step
Step 1	/	Homepage	<input checked="" type="checkbox"/>
Step 2	/newsletter-subscription	Newsletter subscribe	<input type="checkbox"/>

+ Add Goal Funnel Step

Event tracking

What is event tracking?

- Tracking interactions users take on your site

Getting started

1. Decide what event to track.
2. Determine what action people are taking
3. Think of a relevant label for the action.
4. Install code on your site to track the event

Brainstorming events to track

- Outbound link clicks
 - Email links
 - Clicks to external websites (social media profiles, etc.)
 - Shares of content
- PDF downloads
 - Visitor guide/map downloads
- Video views
 - Play, pause, stop, download time

52,917 total events were recorded via 9 event labels

Events		Site Usage		Views	
Visits	Pages/Visit	Avg. Time on Site	% New Visits		
50,424	2.56	00:03:19	94.88%		
% of Site Total: 19.85%	Site Avg: 1.76 (45.74%)	Site Avg: 00:04:28 (-25.87%)	Site Avg: 0.93% (10,070.82%)		
Event Label	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits
1. video started		42,230	2.51	00:02:41	95.65%
2. video completed		7,923	2.80	00:06:19	91.76%

Event Label Reporting in Google Analytics

Event tracking: Setup

1. Set up event tracking for

- Tracking all videos that are viewed on the site and the actions that people take while watching them. The category becomes “video.”

2. What actions people are taking

- Press play, stop, or pause while watching the video. These become my actions.

3. Label each action

- There are three videos on my site all with different names. Label the videos (i.e. winter video, ski video, snowboarding video).

4. Install code on my site

5. Check my data in Analytics

- Category = video, Actions = play, pause, stop, download, label = winter video, ski video, snowboarding video



In-page analytics

What is it?

- Shows where people click on pages of your site

How do I use it?

1. To view the data go Content > In-Page Analytics
2. Hover over links to see data

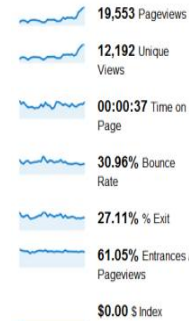
What do I do with the data?

- Determine if layout is appropriate for important information
- Consider utilising A/B and multivariate testing
- Use other forms of tracking for clicks ([Crazy Egg](#), [Click Tale](#))

In-Page Analytics

http://www.snowreports.co.nz/

Content Detail

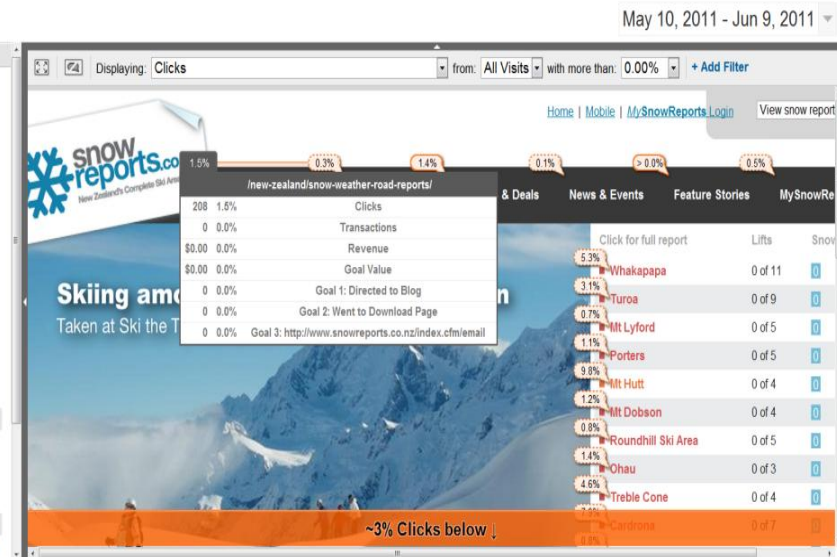


Top Demographic

Language 16,948 en-us (86.7%)
Country/Territory 12,598 Australia (84.4%)

Top Technical

Screen Resolution 4,115 1280x800



Campaign tracking

What is it?

Tagging URLs for Google Analytics to check your other marketing activities performance

Useful for:

- Tracking online adverts placement performance
- Email newsletter links
- Advertorials
- Media releases

How to tag URLs for campaigns:

1. Use the [Google URL builder](#)
2. Enter the information for the campaign details.
3. Click generate URL!
4. To view this data in Analytics go Traffic Sources > Campaigns.

Tool: URL Builder

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1: Enter the URL of your website.

Website URL: *
(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)
Campaign Medium: * (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name*: (product, promo code, or slogan)

Step 3

E-Commerce tracking

- **What is it?**
 - Tracking bookings made on the site
- **Benefits**
 - Measurable ROI
 - View sources/medium where people purchased
 - Shows conversion rate

Site Usage		Goal Set 1	Goal Set 2	E-commerce	Views: [Grid] [List] [Compare] [Filter]			
Visits 135,498 % of Site Total: 100.00%	Revenue \$ % of Site Total: 100.00%	Transactions 163 % of Site Total: 100.00%	Average Value \$ Site Avg: \$ (0.00%)	E-commerce Conversion Rate 0.12% Site Avg: 0.12% (0.00%)	Per Visit Value \$0.62 Site Avg: \$0.62 (0.00%)			
Source/Medium	None	Visits	Revenue ↓	Transactions	Average Value	E-commerce Conversion Rate	Per Visit Value	
1. (direct) / (none)		56,586	\$	119	\$	0.21%	\$1.19	
2. google / organic		46,665	\$	20	\$	0.04%	\$0.18	
3. / email		455	\$	7	\$	1.54%	\$5.92	
4. google / cpc		2,575	\$	4	\$	0.16%	\$0.88	
5. bing / organic		1,431	\$	2	\$	0.14%	\$0.65	
6. Facebook / CPC Facebook		1,074	\$	3	\$	0.28%	\$0.69	
7. facebook.com / referral		3,094	\$	4	\$	0.13%	\$0.17	
8. newzealand.com / referral		1,009	\$	1	\$	0.10%	\$0.46	
9. / email		445	\$	2	\$	0.45%	\$0.83	
10. / referral		35	\$	1	\$	2.86%	\$7.94	

Content

Key stats to evaluate:

- Bounce rate
 - Page factors to evaluate to improve:
 - Do the links on the page go to external sites?
 - What is the purpose of the page?
 - What action does the page lead the visitor to take?
- Top landing pages
 - Page factors to evaluate to improve
 - If this is the first page a person lands on what will they think?
 - Can the user easily navigate to other pages on the site?
- Top exit pages
 - Page factors to evaluate to improve
 - Is there a final action people have completed on the page?
- Site search
 - Things to consider from top searches
 - For popular searched terms do we have content on the site for it?
 - Is it easy to find the pages of content for popular search terms?



Content by markets

Exercise: How to create an advanced segment to see the pages people view from key geographical markets.

Google Analytics

New Version | cabbagetree@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports | Fourcorners

My Analytics Account | Fourcorners

Manage Advanced Segments » Create Advanced Segment

Type to filter

Est view

Dimensions

- Page Depth
- Days Since Last Visit
- Visit Duration
- Visitor Type
- Count of Visits
- City
- Language
- Mobile
- Region
- Country/Territory

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Drag and drop dimensions and metrics into the boxes to create a visit segment.

Learn More about Advanced Segmentation and how to build a custom advanced segment.

Out of a total of ? visits...

Country/Territory Condition Matches exactly Value New Zealand

City Condition Matches exactly Value

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Name segment:

Visible in Fourcorners and 0 other profiles

Test Segment

Report Cancel

SEO

- **Keywords**
 - What are the top non-paid keywords that deliver traffic to your site?
 - What keywords do your key markets use to visit your site?
 - For keywords that are not driving traffic to your site, do you have topical content on your site?
- **Search engines**
 - Which search engines are driving traffic to my site?
 - Do I have my site entered into webmaster tools?



“

Despite frustration about overseas roaming charges for mobiles, 45% of travellers are still using their devices to plan and research trips when in-resort.

Source: [Toonz](#)

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Mobile

Considerations for development:

- Mobile site vs. applications
- Key markets using mobile devices
- Content being viewed

Site Usage | Goal Set 1 | AdSense Revenue | Views: [Grid] [List] [Table] [Full Screen]

Operating System	Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. iPhone	New Zealand	2,799 ±4%	1.46	00:00:36	87.74%	79.46%
2. iPhone	Australia	1,584 ±5%	1.67	00:01:03	89.69%	71.99%
3. iPad	New Zealand	1,573 ±5%	1.86	00:01:04	86.67%	67.86%
4. iPhone	United States	1,107 ±0%	1.50	00:00:52	88.83%	77.67%
5. iPhone	United Kingdom	856 ±7%	1.58	00:01:04	88.40%	72.04%
6. iPod	New Zealand	854 ±7%	2.05	00:01:17	88.63%	76.10%
7. iPad	Australia	756 ±8%	3.03	00:02:22	84.38%	51.82%
8. iPad	United States	660 ±8%	2.71	00:02:25	91.14%	56.35%
9. Android	United States	468 ±11%	1.71	00:02:54	83.96%	70.52%
10. iPhone	Singapore	358 ±11%	1.75	00:01:31	83.08%	70.77%

Filter Operating System: containing [] Go: [] Advanced Filter | Go to: 1 | Show rows: 10 | 1 - 10 of 314

Takeaways

1. Track actions on your site and test to see what works best
2. Continually monitor the data
3. Take action! Make improvements to your site.
4. Check out some useful tools...



Useful tools

Google Tools

- [Google URL builder](#): Useful when tagging URLs to track campaigns
- [Goo.gl](#): Useful for QR code generation and URL shortening
- [Google Website Optimiser](#): Useful for A/B and multivariate testing on pages of your site
- [Google Webmaster Tools](#): Useful for finding out how Google crawls your site

Suggested reading

- [Google Analytics Blog](#): The latest updates from Google
- [Matt Cutts](#): Blogger who is the head of Google's web spam team providing tips on the ins and outs of Google

