



RTONZ Online Marketing Program
Capabilities & Benchmarking

Online Analytics

Best Practices

Nick Guebhard and Chris Adams

RTONZ Online Marketing Program Facilitated by: Miles Media

Program Facilitated by:



**Regional Tourism
Organisations
New Zealand**



Session Summary

1. Results Driven Marketing – Chris.
2. Analytics Tool Kit – Chris.
3. Google Analytics intro (Live demo) – Nick.
4. Google Analytics Top tips – Nick.
5. (Optional) Google Analytics Workshop – Nick/Chris



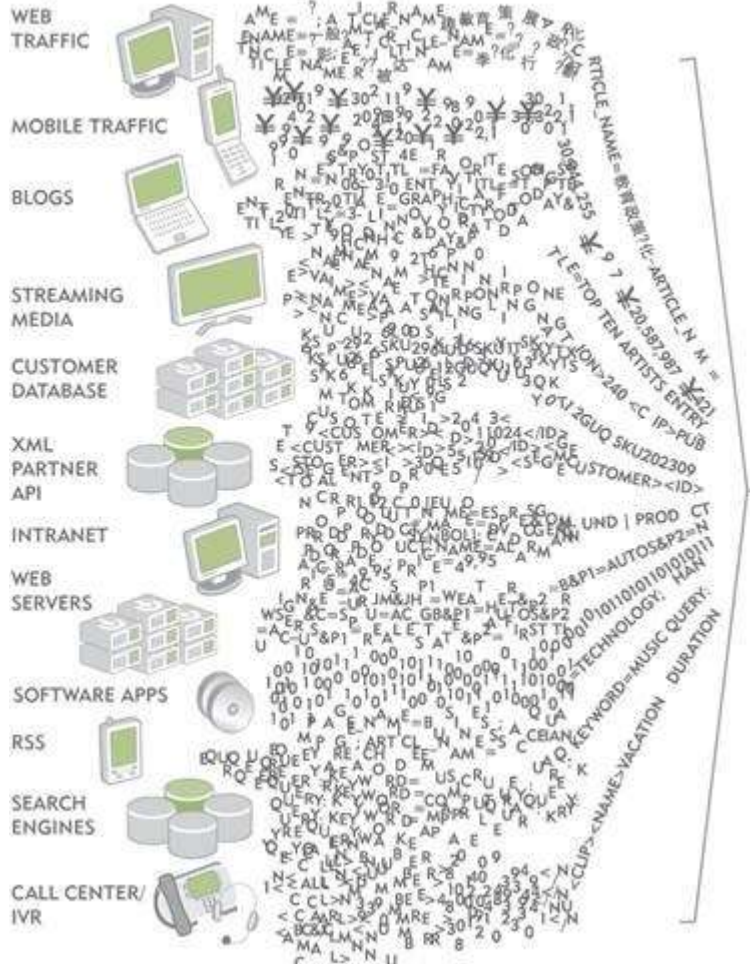
DATA DRIVEN MARKETING



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Capabilities & Benchmarking

Analytics solutions allow critical information to be mined for smart marketing decisions and for constantly improving and refining every part of the marketing mix.

Any Information Source



Source: Omniture.

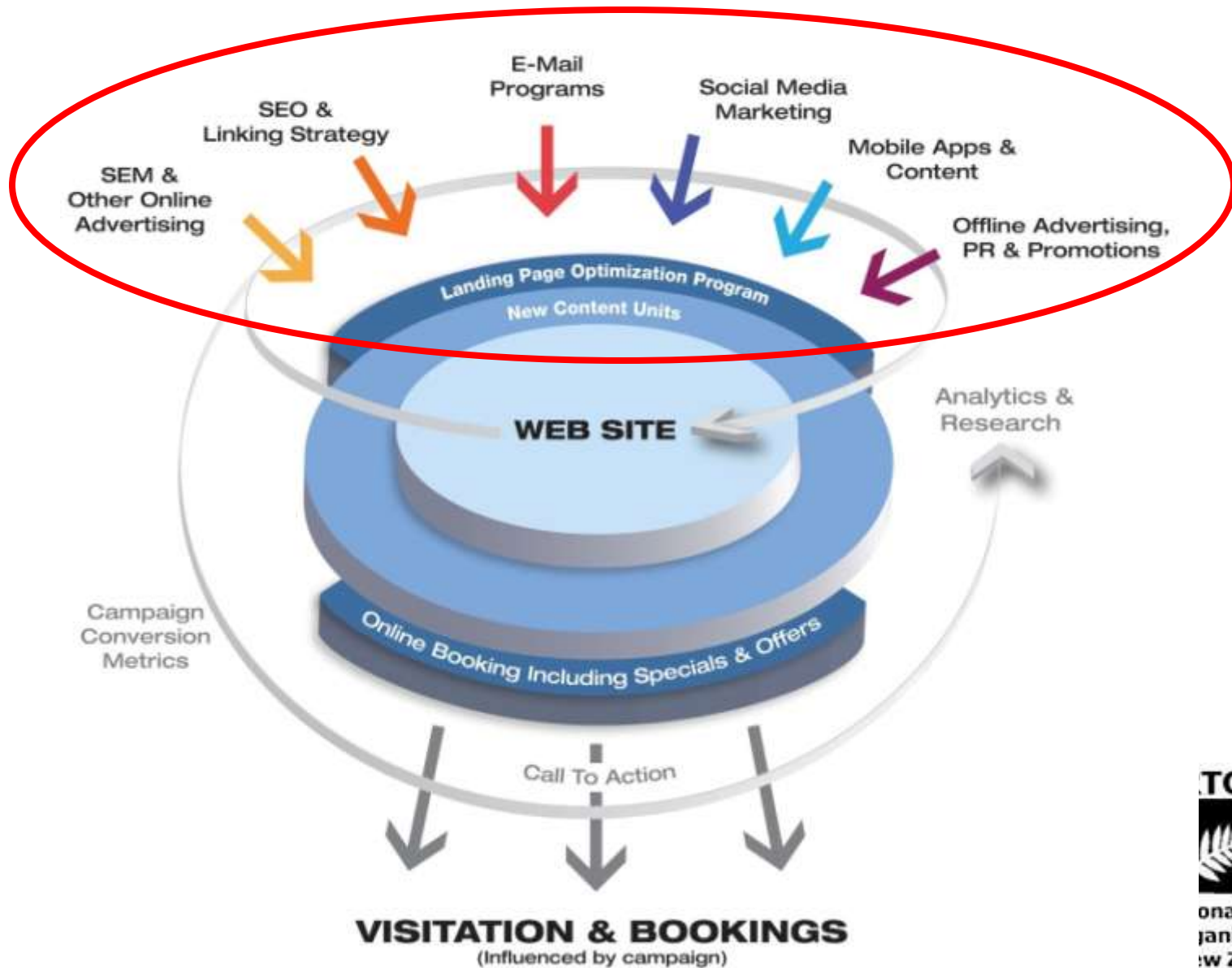


WEB 365





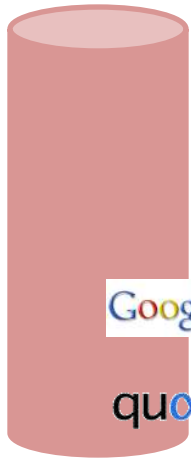
INTEGRATED ONLINE MARKETING PROGRAM



ONLINE PERFORMANCE MEASUREMENT

Measuring the travel process in 4 critical areas

Interest Response Engagement Signals of Intent to Travel TRAVEL Post Travel



1 Audience

2 Engagement

3 Signals of Intent to Travel

4 Travel & Post Travel Sharing



BENCHMARKING PROCESS



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The Three Metrics to Measure



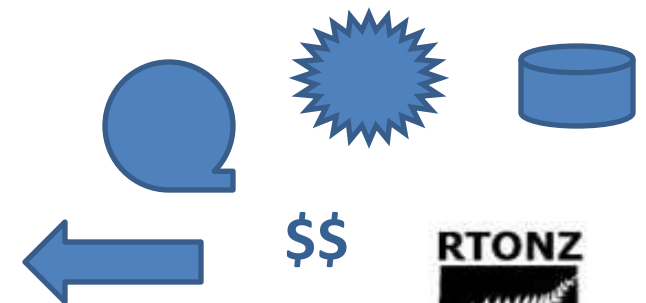
1. Audience



2. Engagement



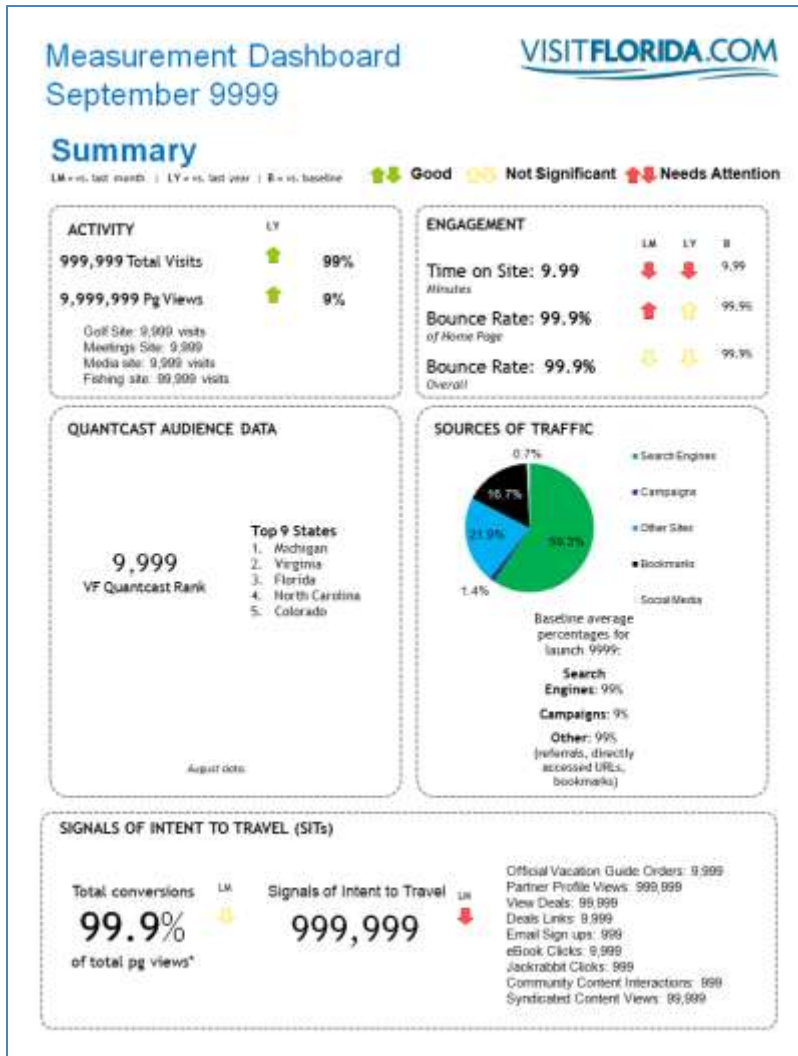
3. Signals of Intent to Travel



Clear, Actionable Reporting



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Campaign Tracking Codes

1. **Create a tracking code** for each platform or campaign.
2. **Use a url shortener** to create a social media link

Web Address of Campaign Landing Page:

www.mywebsite.com/campaign1

Web Address with Tracking Code:

[http://www.mywebsite.com/campaign1
?utm_source=TwitterEvent01](http://www.mywebsite.com/campaign1?utm_source=TwitterEvent01)



URL Shortener: <http://bit.ly/cIUCl3>





Campaign Measures

- Traffic
- Engagement
- Goals, Conversions or ‘Signals of Intent to Travel’





Traffic & Engagement

Traffic

1. Clicks or Referrals
2. Visits
3. Page Views

Engagement

Core:

1. Time on Site – above XX minutes per visit.
2. Page views per Visit – above XX pages per visit.
3. Bounce Rate – bounce rate of campaign landing page(s).
4. Bounce Rate – bounce rate of site's home page overall.
5. Bounce Rate – overall bounce rate of all traffic to site.
6. Facebook Likes

Additional:

1. App download
2. Other Social Media referrals or interactions
3. Optional (via Quantcast) – “People” by market & demographic profile.
4. Other custom traffic or engagement measures appropriate to RTO and/or Campaign





Goals (S.I.Ts)

The Goals or “Signals of Intent to Travel” are a set of important “success events” that indicate strong interest in the destination and specific trip planning activity..

Core:

1. Deals views – view of any deal detail page on the site,
2. Listing detail page – view of any detail page for accommodation or activity
3. Visitor Guide(s) order – complete the order page,
4. Email(s) sign up form: completion of email sign up form
5. Event Listing page – view of event detail page

Optional:

1. Booking information – review pricing & availability or related detail page
2. Booking confirmation page
3. Contact Detail Information
4. Dining Listing page – view of detailed page for dining
5. i Site request form – completion of any of the i Site enquiry forms
6. Others that could be added based on feedback or specific campaigns
7. Other custom goals or conversions



Scoring - ROI



1. Value Signals of Intent To Travel
2. Estimate: actual, surrogate, research
 - Booking: \$50
 - View Pricing/Availability: \$10
 - Email Subscriber: \$5
 - New Fan/Follower: \$2
 - Repost/Re-Tweet: \$4
3. Scoring to calculate ROI
4. Value & validate events: conversion research





GOOGLE ANALYTICS REPORTS & INTERFACE





Reports & Interface Intro (live demo)

Reports

- Visitors
 - Map Overlay
 - New and repeat visits
 - Mobile Devices
- Traffic sources
 - All traffic sources
 - Keywords
 - AdWords
 - Campaigns
- Content
 - Top content
 - Top landing pages
 - Site search
- Goals
 - Overview
 - Funnel visualisation
- Ecommerce (where applicable)

Interface

- Date ranges
- Date range comparison
 - Previous month
 - Year-on-year comparison
- Report graphs
 - Day, month, year
 - Compare two metrics/against site total
- Views (table, pie chart, bars, etc)
- Tabs
 - Site usage
 - Goal sets
 - Ecommerce
- Export and Email
- Filters

RTONZ



Program Facilitated by:



TOP 10 GOOGLE ANALYTICS TIPS





Tip #1 – Track website events



BANKSIA GARDENS RESORT MOTEL



Contact Information

Address 212 Albany Highway, Albany, 6330
Phone +61 08 9842 4111
Fax +61 08 9842 5222
Email admin@banksiagardens.com.au
Website <http://www.banksiagardens.com.au>



[Contact Us](#) [View Website](#)

Examples of events you can track:

- Links to 3rd party providers.
- Email links
- Brochure downloads
- Form interactions
- “Print this page” clicks
- “email this page” clicks
- “bookmark this page” clicks
- Facebook “Likes”

Conveniently located close to Albany city centre and Middleton Beach, Banksia Gardens Resort Motel offers luxurious serviced apartments.

Your choice of one, two or three bedroom apartments all nestled within beautiful landscaped gardens and meandering paved driveways.

Each apartment is self-contained including a kitchen, attractive lounge, dining area and most units have a two person spa allowing you to relax and unwind. There is a large dining area with table and chairs, living area with a two seater couch, two armchairs, gas heater and large colour television with free in-house movies showing regularly.

All linen is provided and for more than a one night stay the units are made up each day with fresh towels if required and bathroom supplies such as soaps, shampoo/conditioner etcetera. Each unit has its own covered carport and direct-dial telephone and internet access.

Track on-page events using either:

1. Event tracking
2. Virtual pageviews





Tip #2 – Setup Goals & Funnels

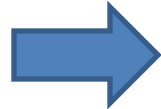
Goal type

Goal Type

- URL Destination
- Time On Site
- Page/Visit
- Event

Goal value (optional)

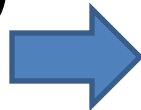
Goal Value optional



Estimated or calculated

Goal URL (url destination only)

Goal URL
e.g. For the goal page <http://www.my.com>



```
_gaq.push(['_trackPageview',
  '/virtual/accom-links/Banksia-
  Gardens']);
```

Goal funnel (optional)

	URL(e.g. "/step1.html")	Name
Step 1	<input type="text" value="/Accommodation_Search."/>	<input type="text" value="Accom Search"/>
Step 2	<input type="text" value="/Accommodation_Search_"/>	<input type="text" value="Accom Search results"/>
Step 3	<input type="text" value="/Accommodation.aspx?n="/>	<input type="text" value="Accom provider"/>
+ Goal Funnel Step		



- 1./search/Accommodation_Search.aspx
- 2./search/Accommodation_Search_results.aspx?d=19&m=4&y=11&stay=2
- 3./Pages/Accommodation.aspx?n=Banksia_Gardens_Resort_Motel





Tip #3 – Consider e-commerce tracking

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals
- E-commerce
- Overview
- Total Revenue
- Conversion Rate
- Average Order Value
- Product Performance
- Transactions
- Visits to Purchase
- Days to Purchase

Sales of 12 products generated \$30,169.50

- 5.22% Conversion Rate**
- 98 Transactions**
- \$307.85 Average Order Value**
- 571 Purchased Products**

Revenue Analysis

- Visitors Profile:** languages, network locations, User-defined
- Traffic Sources:** keywords, paid keywords, non-paid keywords, all traffic sources
- Map Overlay**
Geolocation visualisation


Top Revenue Sources

	Products	Items	Revenue
Visits to Purchase	Toyota Vitz/Starlet 1000/1300cc or similar	166	\$4,882.48
Days to Purchase	Nissan Sunny 1500cc or similar	154	\$5,613.00
	Toyota Corolla Sedan 1800cc Automatic or s	47	\$2,363.00
	Toyota Camry 2400cc or similar	46	\$1,978.00
	Toyota Corona 1800cc or similar	38	\$1,498.00

Sources / Medium	Revenue	% Revenue
google (organic)	\$15,050.50	49.89%
(direct) ((none))	\$6,376.00	21.13%
google (cpc)	\$4,367.00	14.47%
newsletter4 (email)	\$1,658.00	5.50%
ask (organic)	\$894.00	2.96%

Why?

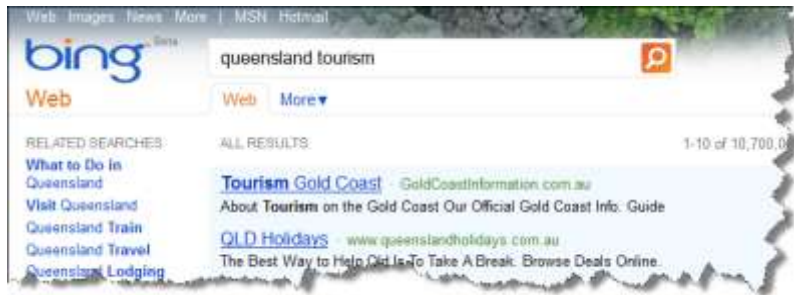
Connect actual revenue to different traffic sources and marketing activities.



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Tip #4 – Tag non-AdWords marketing campaigns



Example of campaign tagging at the end of URL:

http://www.mywebsite.co.nz/destinations?utm_source=autumn%2Bnewsletter&utm_medium=email&utm_campaign=Autumn%2Bin%2BNew%2BZealand

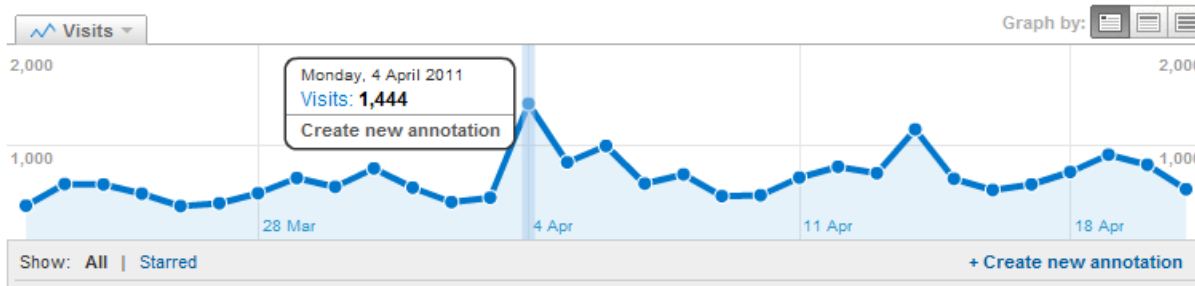




Tip #5 - Annotate Important Events

Uses:

- Explain peaks/troughs
- Mark campaign start and end dates
- Mark site changes
- Mark changes to GA tracking code
- Mark important events





Tip #6 – Setup dashboards

- Find the reports that you use on a regular basis and add them to your dashboard

The screenshot shows a Google Analytics dashboard with several reports. A red arrow points to the 'Add to Dashboard' button in the top navigation bar. The reports displayed are:

- All Traffic Sources**: A line chart showing visits over time, with a peak of 2,000 and a low of 1,000. The date is 28 Mar.
- Map Overlay**: A world map showing traffic distribution, with Australia highlighted in green. Below the map is a 'view report' link.
- Total Conversions**: A line chart showing conversions over time, with a peak of 200 and a low of 100. Below the chart is '1,512 Goal1 Completions' and a 'view report' link.
- All Traffic Sources**: A table showing traffic by medium.
- Visitors Overview**: A line chart showing the number of visitors over time, with a peak of 2,000 and a low of 1,000. Below the chart is '23,422 Visitors' and a 'view report' link.

Medium	Visits	% visits
cpc	17,316	63.49%
referral	4,149	15.21%
(none)	3,706	13.59%
organic	1,747	6.41%
(not set)	357	1.31%



Tip #6 – Setup Dashboards (addendum)

- The new GA interface dashboards are better:
 - Build your own widgets
 - Filter data

Add a Widget ×

2.1
METRIC

PIE CHART

TIMELINE

TABLE

Display the following columns:

Country/Territory

Visits

Register (visits reaching the register pg) (Goal1 Completions)

Show a table with 10 rows

Filter this data:

Don't show Country/Territory exactly matching new zealand

Add a filter

Widget title:
Overseas Registrations

Save Cancel





Tip #7 – Monitor bounce rates

Bounce rates may be the first indication that:

- A marketing activity is not working for you.
- Your content can be improved

	Source/Medium <input type="text" value="None"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google / organic	15,180	4.72	00:05:48	48.48%	32.80%
2.	google / cpc	8,972	4.35	00:05:31	54.86%	36.86%
3.	(direct) / (none)	5,076	3.67	00:04:24	59.34%	45.00%
4.	stumbleupon.com / referral	3,573	1.08	00:00:07	99.30%	93.25%
5.	travelzoo.com / referral	2,595	1.82	00:01:46	91.83%	70.52%
6.	facebook.com / referral	1,204	3.51	00:04:39	46.59%	55.98%
7.	bing / organic	596	5.78	00:06:09	70.13%	18.62%





Tip #8– Set-up custom reports

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Customised Reporting

- Country/Medium Report
- [Manage Custom Reports](#)

Site Usage		Goal Set 1	Goal Set 2	Goal Set 3	Goal Set 4	Goal Set 5
Visits 13,822 % of Site Total: 100.00%	Goal1: Register (visits reaching the register pg) 5.84% Site Avg: 5.84% (0.00%)	Goal2: Live chat 1.83% Site Avg: 1.83% (0.00%)	Goal3: Call Us 0.73% Site Avg: 0.73% (0.00%)	Goal4: Email Us 0.51% Site Avg: 0.51% (0.00%)	Goal5: forum viewed 1.8% Site Avg: 1.8% (0.00%)	
Detail Level: Country/Territory		Visits ↓	Register (visits reaching the register pg)	Live chat	Call Us	
1.	New Zealand	11,943	5.95%	1.49%	0.63%	
2.	Australia	565	6.37%	1.42%	0.00%	
3.	China	562	0.53%	5.16%	3.30%	

New tab edit + Add Tab

Visits	Goal1 Completions	metric
--------	-------------------	--------

Dimension: **Country/Territory**

1.		
----	--	--

Visits		Goal1: Register (visits reaching the register pg)
13,822 % of Site Total: 100.00%	807 % of Site Total: 100.00%	
Country/Territory	Visits ↓	Register (visits reaching the register pg)
1. New Zealand	11,943	711
2. Australia	565	36
3. China	562	3
4. Russia	186	48
5. United States	123	0



Tip #9 – Embrace advanced segments

Advanced Segments: All Visits

011 - 23 Apr 2011

Graph by: [Table Icon] [Line Icon] [Bar Icon]

900

type to filter

list view

Dimensions

- Visitor Type
- Count of Visits
- Town/City
- Language
- Mobile
- Region
- Country/Territory
- Continent
- Subcontinent Region
- User-Defined Value

Metrics

- Site Usage
- E-commerce

Out of a total of 1,876 visits...

Dimension	Condition	Value	Visits
Country/Territory	Matches exactly	Australia	426
or			
Add "or" statement			
and			
Medium	Matches exactly	cpc	403
or			
Add "or" statement			
and			
Add "and" statement			

...this segment matches 144 visits

Common tourism examples:

- Visitor country (setup for each main country)
- Traffic source (add segments for different marketing activities)
- Site section visitors (e.g. accommodation, activities, tours)





Tip #10 – Be/find an analytics ninja

- Visit GA regularly
- Investigate your data – drill-down, segment, slice and dice
- Do the free GAIQ online course (Google Analytics Individual Qualification)
- Act on your data!





Takeaways

1. Ensure your GA is setup correctly
2. Make sure you are tracking all the web events/actions that are important to you.
3. Learn what GA can do
4. Customise reports to fit your needs & schedule regular updates
5. Take action!



Resources & Links



RTONZ Online Marketing Program
Capabilities & Benchmarking

- **Workshop Materials & Resources @ www.RTONZ.org.nz**
- **Campaign tagging URL builder**
<http://www.google.com/support/analytics/bin/answer.py?answer=55578>
- **GAIQ course**
http://www.google.com/support/conversionuniversity/bin/request.py?hl=en&contact_type=indexSplash&rd=1
- **Analytics Blogs (Occam's Razor & Official GA blog)**
<http://www.kaushik.net/avinash/> <http://analytics.blogspot.com/>
- **Books:**
 - *Web Analytics 2.0* by Avinash Kaushik <http://www.webanalytics20.com/>
 - *Advanced Web Metrics With Google Analytics* by Brian Clifton <http://www.advanced-web-metrics.com/blog/about-the-book/>

Program Facilitated by:





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Google Analytics Workshop

1. **Using advanced filters** - Select March in your all traffic sources report and filter the data to show traffic sources with a bounce rate above 50% and over 100 visits during the month.
2. **Advanced segments** - Set-up an advanced segment that shows visitors from New Zealand compared to All Visits
3. **Customised reports** - Create a custom report showing visits and conversion completions for Goal 1.
4. **Report scheduling** –
 - i. Create a monthly schedule to email non-paid Keywords report in PDF to you and a colleague on the first day of each month
 - ii. Add a Top Content report to the scheduled email you just created.
5. **Dimensions tabs** – Use the dimensions tab in the New vs Returning visitors report see what medium returning visitors use most often to return to your site.
6. **Annotations** – Create a private annotation for today.





APPENDIX I - TOP 5 GA SETUP ISSUES





Issue #1 – Self-referrals

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources**
 - Overview
 - Direct Traffic
 - Referring Sites**
 - Search Engines
 - All Traffic Sources
 - Keywords
 - Campaigns
 - Ad Versions
- AdWords
- Content
- Goals
- E-commerce

	Source	None	Visits ↓
1.	MYWEBSITE.CO.NZ		5,833
2.	MY-SECOND-DOMAIN.CO.NZ		2,007
3.	google.co.nz		1,098
4.	facebook.com		916
5.	SUBDOMAIN.MYWEBSITE.CO.NZ		866
6.	facebook		766

MYWEBSITE.CO.NZ only – GA code not on all pages of the website.

MYWEBSITE.CO.NZ + SUBDOMAIN.MYWEBSITE.CO.NZ
– GA code not customised for subdomains.

MYWEBSITE.CO.NZ + MY-SECOND-DOMAIN.CO.NZ

- GA code not customised for cross-domain tracking.





Issue #2 – URLs not changing



Solution:
- Virtual Pageview

Asynchronous code:

```
_gaq.push(['_trackPageview', '/en/Pages/ContactUs.aspx/Confirmed']);
```

Traditional code:

```
pageTracker._trackPageview("/en/Pages/ContactUs.aspx/Confirmed");
```





Issue #3 =

Site Search Keywords not in URL

The screenshot shows a web browser window with the URL www.destinationqueensland.com/iss/america/site-information/site-search.cfm. The page header features the Queensland logo and the text "Welcome to Queensland, Australia". A navigation menu includes "HOME", "DESTINATIONS", "EXPERIENCES", "TRAVEL INFO", and "TRA". The breadcrumb trail reads "You are here: Home > Site Information > Site Search". The search results section shows "Search Results" for the keyword "great barrier", indicating 16 matches. A "Show:" dropdown is set to "10 results per page" and a "Search Again" button contains the text "great barrier". The first result is "Cairns & the Great Barrier Reef", with a breadcrumb trail "Home > Trade > Queensland Regional info". The second result is "Islands of the Great Barrier Reef", with a breadcrumb trail "Home > Destinations > Islands of the Great Barrier Reef".

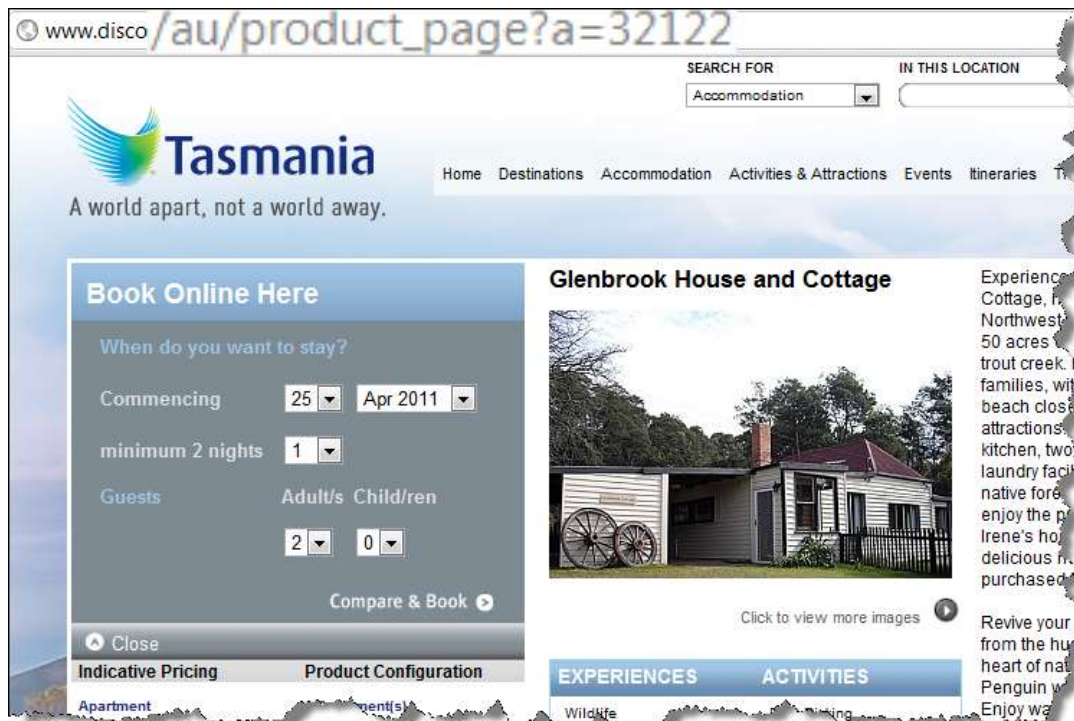
Solution:

- Include the keyword in the URL of site search results pages, e.g. /site-search.cfm?**keyword=great+barrier**





Issue #4 – Unreadable URLs



Solutions:

- Update URLs for SEO (use 301 redirects)
- Virtual URL

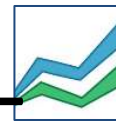
Asynchronous code:

```
_gaq.push(['_trackPageview', '/accommodation/b-n-b/id=glenbrook-house-and-cottage']);
```

Traditional code:

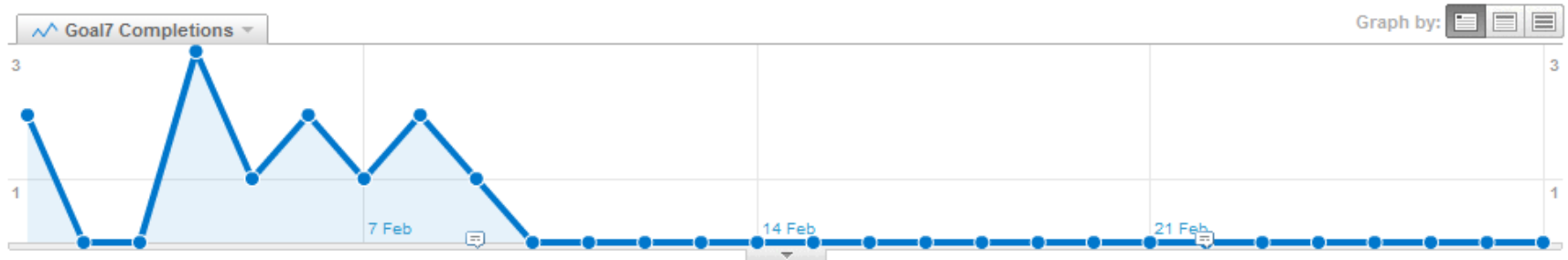
```
pageTracker._trackPageview("/accommodation/b-n-b/id=glenbrook-house-and-cottage");
```





Issue #5

Site changed but GA not updated



Web development changes made to the site but GA not updated at the same time.

Solution:

Ensure that the person in charge or your GA setup knows what changes are being made to the site and can advise whether GA will also need to be updated.





APPENDIX II - MORE TOP TIPS





Tip #11 – Schedule email reports

Export | **Email** | Add to Dashboard | Visualise

Overview » **All Traffic Sources** **Set Up Email: Dashboard** [Back to report](#)

Visits

2,000

1,000

Send Now | **Schedule**

Send to others: (Separate multiple addresses with a comma)
colleague1@mywebsite.co.nz
colleague2@mywebsite.co.nz

Send to me

Subject: Marketing Report

Description: Monthly marketi conversions bre top countries.

Format: CSV PDF TSV XML CSV for Excel

Date Range/Schedule: Monthly (sent first day of each month) ▼

Include date comparison:

Send Now | **Schedule** | Add to Existing

(sent monthly)
Reports: All Traffic Sources AdWords Campaigns
Recipients: nickg@surefiresearch.com
Attachment: csv_excel

Add Report

Schedule





Tip #12 - Track site search (and check reports)

Benefits:

- What's popular?
- Is content missing from your site?
- Is it easy to find?
- Is your site search showing good results?

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content**
 - Overview
 - Top Content
 - Content by Title
 - Content Drilldown
 - Top Landing Pages
 - Top Exit Pages
 - In-Page Analytics Beta
- Site Search

www.visitcanberra.com.au/en/Footer/Site-Search-Results.aspx?keyword=concerts

HOME | BROCHURES AND MAPS | CONTACT US | PRINT THIS PAGE | - A A +

GETTING HERE AND AROUND CANBERRA AND SURROUNDINGS

Home | Site Search Results

Site Search Results

1 - 5 of 5 total results for "concerts"

Theatre
<p>Catch the limelight at one of several great theatres. Choose from international productions and local professional productions and community and youth theatre. Theatre Centre and The...

Site Search

Do Track Site Search
 Don't Track Site Search

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

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