



Understanding Analytics

Jon Whitehead





Tonight's content

- Overview of Web Analytics and using Google Analytics
- Goals and conversions
- SEO and Google Analytics
- Features of GA you may not have used





Why Web Analytics?

- What is Web Analytics?
- What Does it do?
- How can you use Web Analytics to improve your website?
- Process of Discovery and Optimisation





Your Website

- What are your business goals?
- What is the Purpose of your website
 - Make sales
 - Lead Generation
 - Establish Authority
 - Provide information/content/support





What are Goals ?

Make a Sale

Use Social buttons

Fill in Forms

Click Affiliate ads

Use applications

Write a Review

Support Customers

Generate Leads

... And many other possibilities





Common Terms

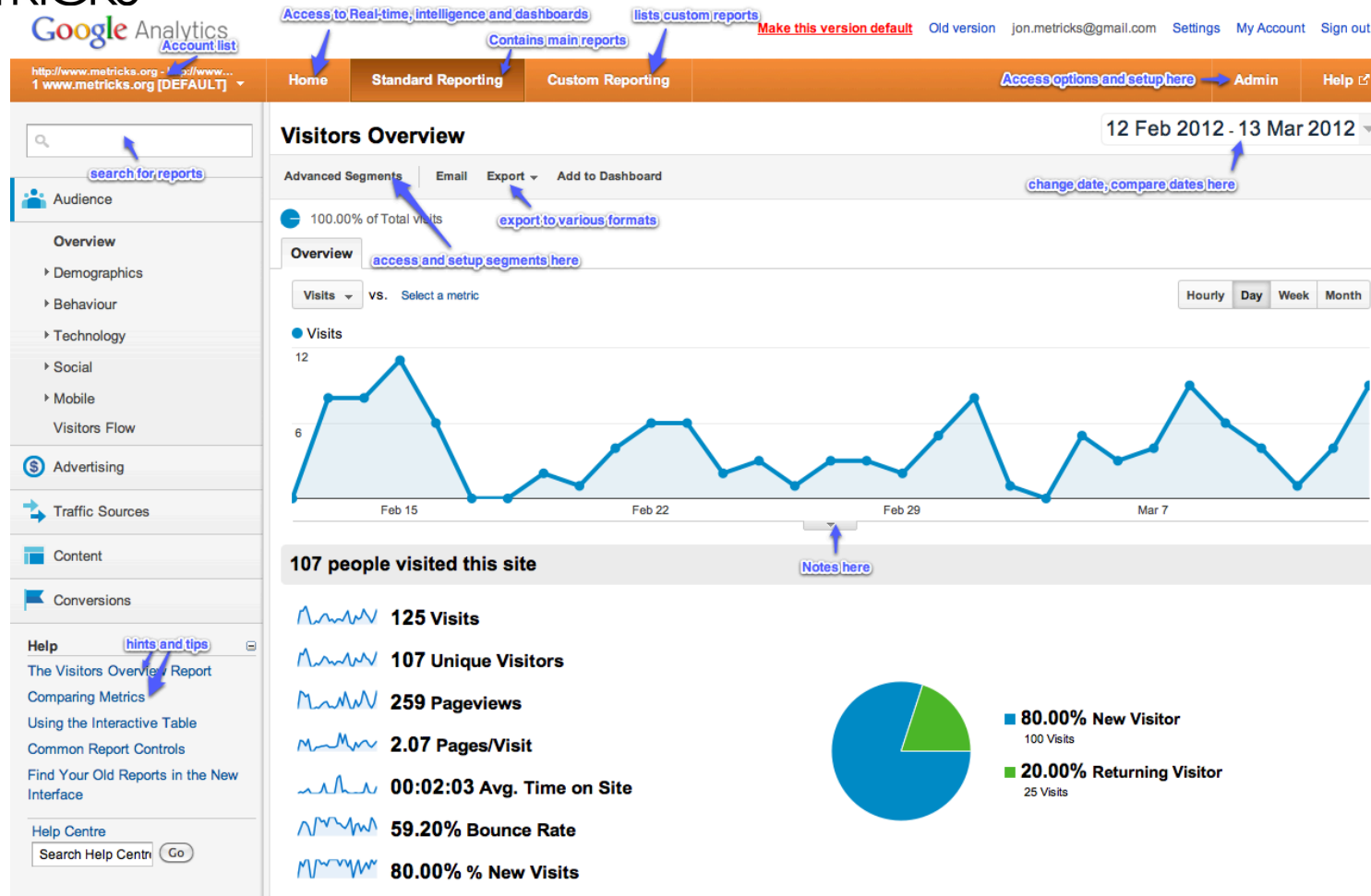
- Unique Visitor
- Visit
- Page View
- Bounce Rate
- Hits
- *A unique visitor first visits your site in the morning. During this visit, they view one or more pages. Each page is made up of many files. Each of these is recorded as a hit on the web server. They bounce if they leave straight a way without doing anything on the site.*





METRICKS

Google Analytics





Account setup

- Setup using Client group email
- Add yourself as admin/user
- This avoids breaking Google T&C's
- Cannot move properties and profiles between accounts
- Property is website, app etc





What Should I focus on?

ABC of Web Analytics



- Acquisition - How do they get there
- Behaviour - what are they doing on the site
- Consequence – what proportion are doing what you want them to





ABC of GA

Acquisition


 Advertising
▸ AdWords
 Traffic Sources
Overview
▸ Sources
▸ Search Engine Optimisation
▸ Social

Audience


Overview

- Demographics
- Behaviour
- Technology
- Social
- Mobile
- Visitors Flow

Behaviour

 Content
Overview
▸ Site Content
▸ Site Speed
▸ Site Search
▸ Events
▸ AdSense
In-Page Analytics

Consequence

 Conversions
▸ Goals
▸ E-commerce
▸ Multi-Channel Funnels





Many Standard Reports

- All Traffic Sources - Acquisition
- Landing Pages - Behaviour
- Content Drilldown – Behaviour
- Conversions – Goals and Ecommerce
- Mobile Traffic – Acquisition/Behaviour





BUT....



EXTRA SETTINGS

- Conversions
 - Goals
- Campaign tracking
- Site search and parameters
- Advance segments
- Custom Reports
- Dashboards
- Filters
- Adwords/Adsense connected
- Webmaster tools connected

CODING

- Conversions
 - Ecommerce
- Events
- Advance segments
- Filters
- Custom Variables
- Sub and Cross domain tracking
- Social tracking
- Mobile traffic
- Regex
- API
- Server side





Settings

Top right hand corner



[All Accounts](#) > [1 Metricks](#) >

http://www.metricks.org

Property ID: UA-16468538-1

default URL: <http://www.metricks.org>

Profiles

Tracking Code

Property Settings

Social Settings

Profile: 1 [www.metricks.org](#)

[+ New Profile](#)

Assets

Goals

Users

Filters

Profile Settings

Configure the assets that are available in this profile.

 [Advanced Segments](#)

 [Annotations](#)

 [Multi-channel Funnels Channel Groupings](#)

 [Custom Alerts](#)

 [Scheduled Emails](#)





Goals

4 Goal types

- Url – eg mysite.com/emailssubscribe/thankyou
- Events – category, action, label, value – e.g. subscribe button
- Page views per visit – **tip** more than the average
- Time

Need Goals for new features – multichannel & goal visualisation flow





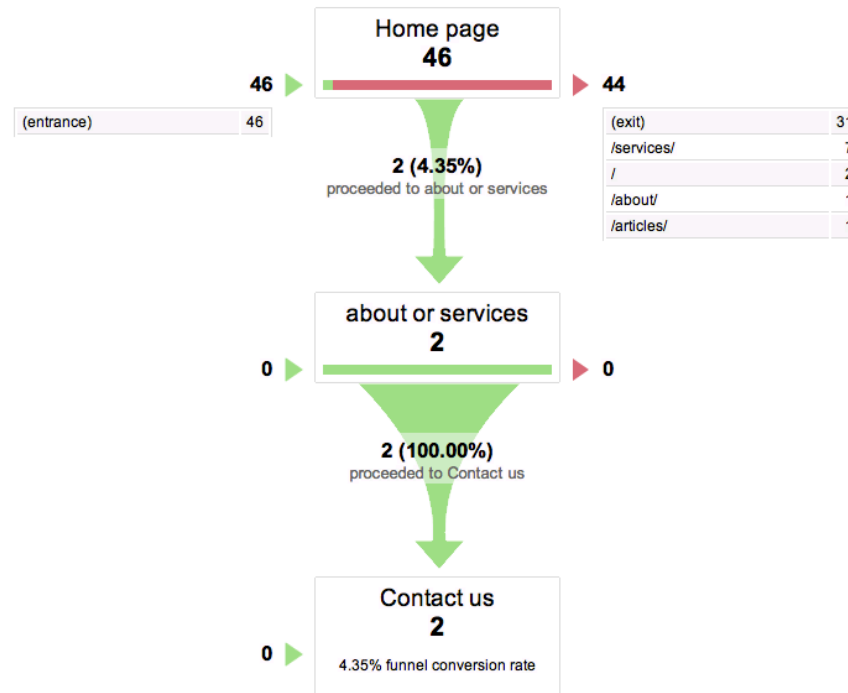
Goal Funnel

Marketing channels



Contact us

2 visitors finished | 4.35% funnel conversion rate





Ecommerce code

```
_gaq.push(['_setAccount', 'UA-XXXXX-X']);  
_gaq.push(['_trackPageview']);  
_gaq.push(['_addTrans',  
  '1234',      // order ID - required  
  'Womens Apparel', // affiliation or store name  
  '28.28',     // total - required  
  '1.29',      // tax  
  '15.00',     // shipping  
  'San Jose',  // city  
  'California', // state or province  
  'USA'       // country  
]);  
_gaq.push(['_addItem',  
  '1234',      // order ID - necessary to associate item with transaction  
  'DD44',      // SKU/code - required  
  'T-Shirt',   // product name  
  'Olive Medium', // category or variation  
  '11.99',     // unit price - required  
  '1'         // quantity - required  
]);  
_gaq.push(['_trackTrans']);
```

<http://code.google.com/apis/analytics/docs/tracking/gaTrackingEcommerce.html>

<http://code.google.com/apis/analytics/docs/gaJS/gaJSApiEcommerce.html>





Goals vs Ecommerce

- 1 goal per visit – calculate visit value
- multiple 'goals' for ecommerce,
 - revenue,
 - average order value,
 - time to purchase
- Therefore ecommerce better for selling, goals for other conversions eg leads, downloads
- Either will show conversion for search terms





Campaign Tracking

Added parameters

- Utm_campaign – is the name of the campaign
- Utm_medium – is the channel e.g. email, print, Social
- Utm_source – is the property where link appears e.g. Facebook, Couriermail, postcard
- Utm_term – for other PPC channels e.g. Yahoo & Bing, but can also be used for more specific identification of an ad
- Utm_content – further define the ad – the version - so for online news can be run-of-site, banner, MREC

The first three are required, last 2 optional

http://www.metricks.org?utm_campaign=2012-presentations&utm_medium=presentation&utm_source=document-seomeetup-presentation





Campaign traffic reports

Before

Viewing: Source/Medium Source Medium Other ▾

Secondary dimension: Select... ▾

Medium	
<input type="checkbox"/>	1. organic
<input type="checkbox"/>	2. (none)
<input type="checkbox"/>	3. referral

After

<input type="checkbox"/>	1. BannerAd
<input type="checkbox"/>	2. (none)
<input type="checkbox"/>	3. print
<input type="checkbox"/>	4. referral
<input type="checkbox"/>	5. email
<input type="checkbox"/>	6. organic
<input type="checkbox"/>	7. cpc
<input type="checkbox"/>	8. Social

Banner ad on other site

Direct traffic – typed url, bookmark

Paper, TV ad – redirect to tag page

From another site

Email campaign – Mailchimp, CM auto

Organic Search

PPC – Adwords and CPC tagged Bing

Tagged from Social campaigns

Saved \$20,000 using combination of goals and campaign tagging





Segment

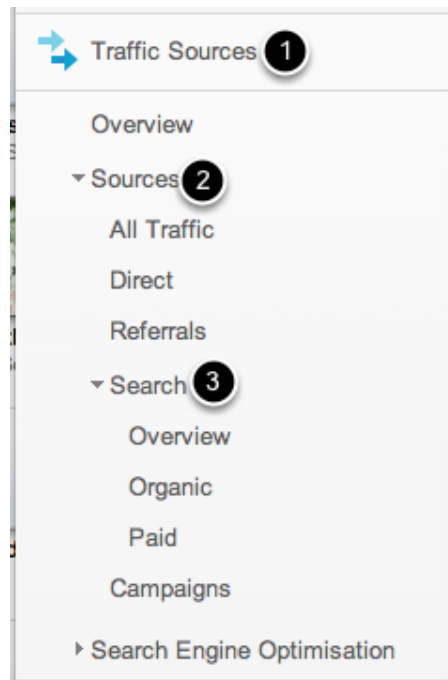
- Site usage, goals and ecommerce
- Create Funnels
- Second dimension
- Pivot chart
- Advanced Segments
- Custom Reports
- Dashboards
- Filters – NEW PROFILE





GA and SEO

Where is the keywords report?





GA and SEO

Interface tips for keywords report

Remove brand terms – jon or whitehead or metricks

Exclude Keyword Matching RegExp jon|whitehead|metricks

Term Cloud



BUT....

(not provided)

"@metricks.org"+ emails adwords analytics integration all about google

analytics menu analytics settings analytics keywords report new version analytics menu analytics training brisbane aussie web analytics austral
politics negative advertising change google analytics page title cookies internal staff create new analytics account create new google analytics accou
create new google analytics account creating a new account in google flow visualization google adwords call centre where in australia is it googl
analytics change url google analytics menu google analytics menu style google analytics new account google analytics no menu google goals flo
google new account google search keyword report how do i find keywords on the new google analytics interface how to create a new account in goog





GA and SEO

Head terms that convert

Include **Lead (Goal1 Conversion Rate)** Greater than 20

and

Include **Visits** Greater than 20

and

+ Add a dimension or metric



Greater than site average

	Keyword	Visits	↓ Goal Conversion Rate	Per Visit Goal Value	Lead (Goal1 Conversion Rate)
<input type="checkbox"/>	1. [blurred]	950	22.11%	\$2.21	22.11%
<input type="checkbox"/>	2. [blurred]	422	23.93%	\$2.39	23.93%
<input type="checkbox"/>	3. [blurred]	345	26.38%	\$2.64	26.38%
<input type="checkbox"/>	4. [blurred]	319	29.47%	\$2.95	29.47%
<input type="checkbox"/>	5. [blurred]	248	27.02%	\$2.70	27.02%
<input type="checkbox"/>	6. [blurred]	138	26.09%	\$2.61	26.09%





GA and SEO

Long tail terms that convert

Include **Lead (Goal1 Conversion Rate)** Equals 100

Select Goal

100 = 100% conversion

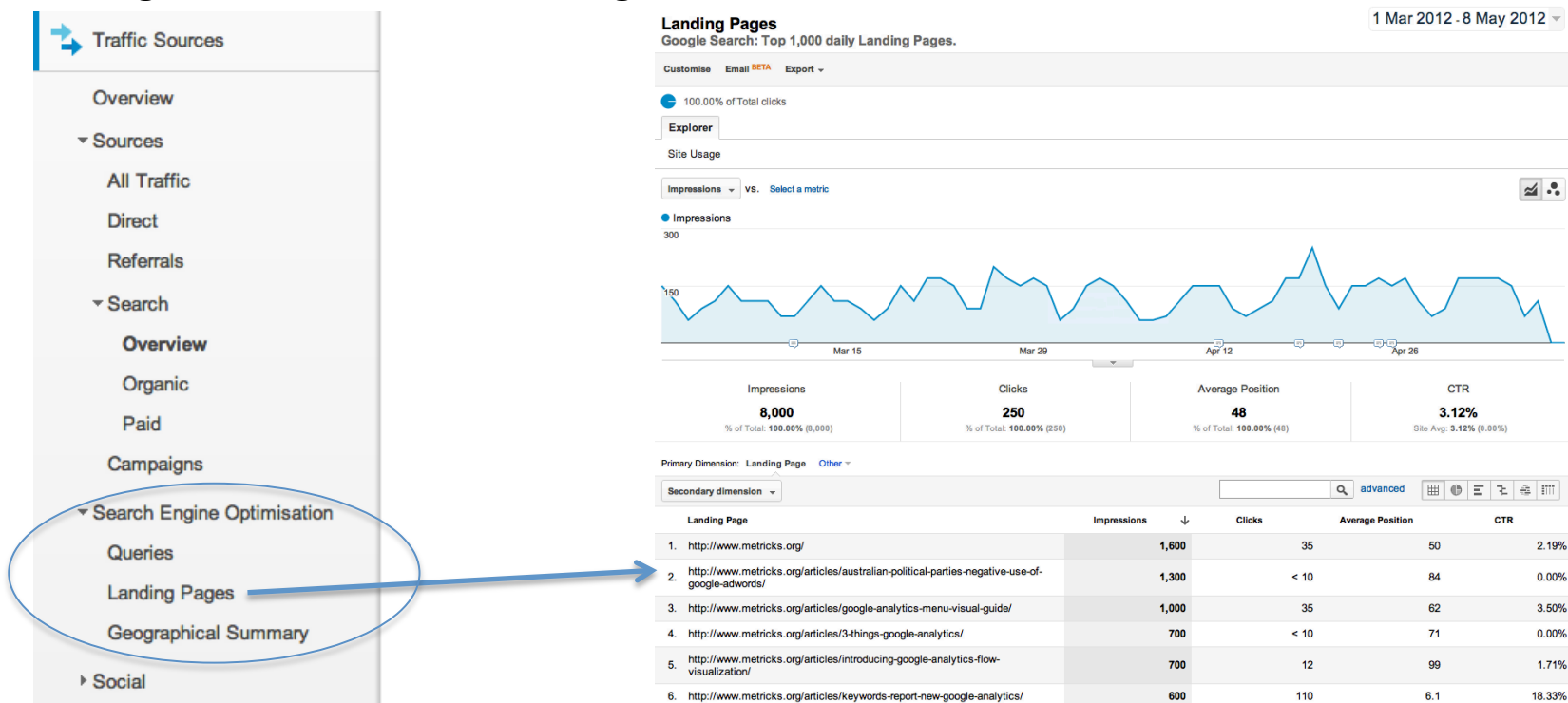
	Keyword	Visits	↓	Goal Conversion Rate	Per Visit Goal Value	Lead (Goal1 Conversion Rate)
<input type="checkbox"/>	1. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	2. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	3. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	4. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	5. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	6. [blurred]	2		100.00%	\$10.00	100.00%
<input type="checkbox"/>	7. [blurred]	1		100.00%	\$10.00	100.00%





GA and SEO

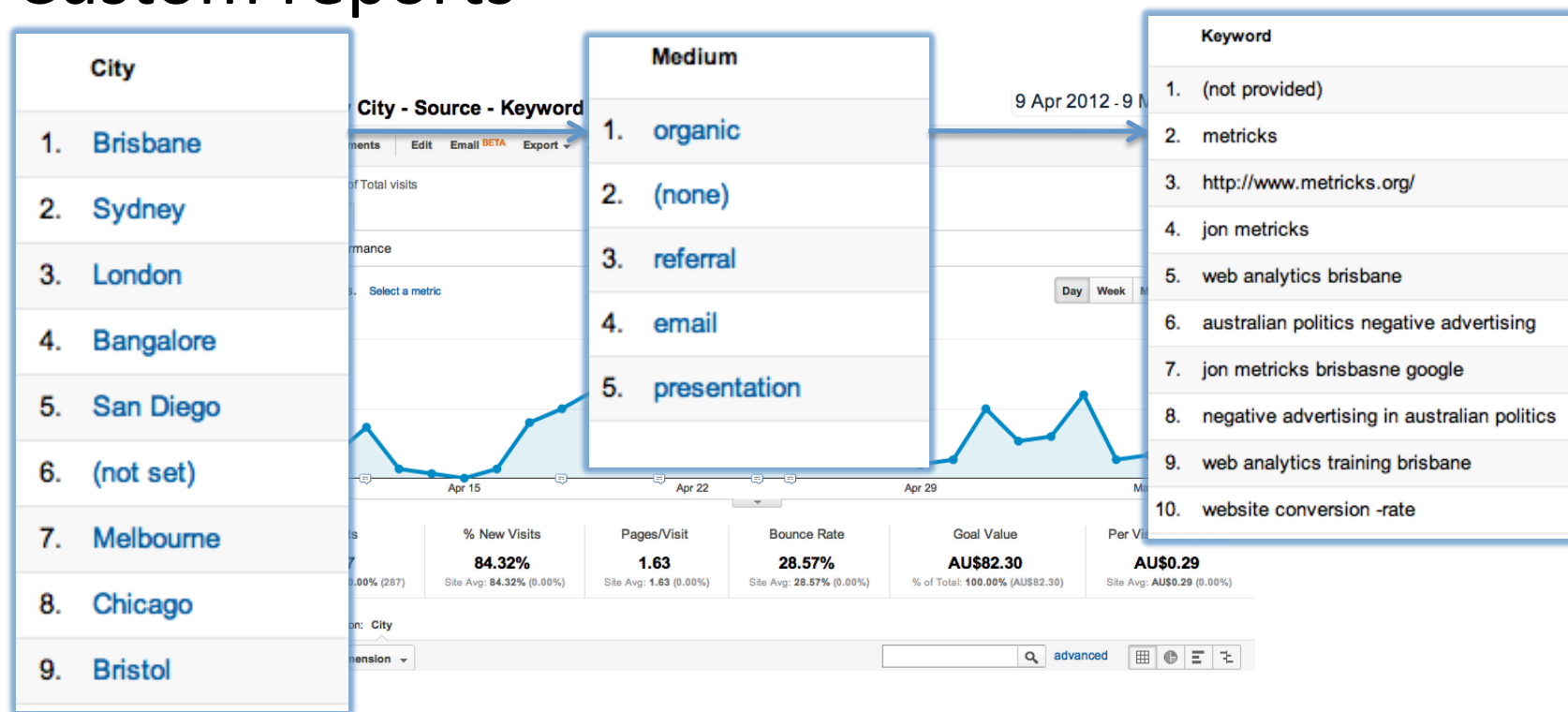
Linking Webmaster Tools to GA gives share of search





GA and SEO

Custom reports





GA and SEO

Site Search

<http://www.randomsite.com/search?s=publication>

Admin > profile settings

Site Search Settings

Site search Tracking optional [?](#) ☐ Don't track Site Search
☒ Do Track Site Search

Query parameter
Use commas to separate multiple parameters (5 max)
☐ Strip query parameters out of URL [?](#)

Site search categories optional ☐

Shows what people expect to see on the site and their language





New features

- Multi-Channel
- Visualisations
- Interface Improvements
- Social
- Extra Filter dimensions





Reporting and Analysis

Reporting

- Export – PDF, csv
- Email
- Dashboard

Analysis

- Several to many page document
- Recommendations
- Less numbers!





Custom Code

- Wordpress – Google Analytics for Wordpress – events, custom variables, cross domain
<http://wordpress.org/extend/plugins/google-analytics-for-wordpress/>
- GAS – GA on steroids – events, forms, video, scrolling <https://github.com/CardinalPath/gas>





Other tools

List of alternatives to Google Analytics that are free or reasonably priced and have different focus

- **Piwik** – Similar to Google Analytics but can be hosted locally and integrates log files – useful for intranets
<http://piwik.org/>
- **Woopra** – free to quite pricy depending on volume, again allows more detail than GA
<http://www.woopra.com/plans/>
- **Clicktale** and other recorders – monitors activity by recording actual activity on the site
<http://www.clicktale.com/>
- **Lucky Orange** - site monitor, heat maps, recordings, polls and chat! <http://luckyorange.com/>
- **Tynt** – records copying text, adds a link wherever it is pasted – excellent for SEO. Yes the link can be removed, but scrapers wouldn't and it reports what content has been copied – a metric not normally available, but common practice.
<http://www.tynt.com/>

There are hundreds of others, but these are complimentary – also consider survey tools (4q, surveymonkey) and testing tools (Google website optimizer, unbounce, etc)





We have covered

- ABC of web analytics
- Importance of Goals and conversions
- SEO and Google Analytics
- Google Analytics settings and coding





... That's All Folks ...

jon@metrics.org

Twitter: @jonny_whitehead

[linkedin.com/in/jonnywhitehead](https://www.linkedin.com/in/jonnywhitehead)

Training:

<http://in-a-day.com.au/workshops/website-training/web-analytics-in-a-day/>

