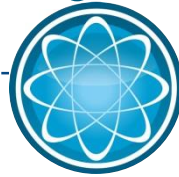


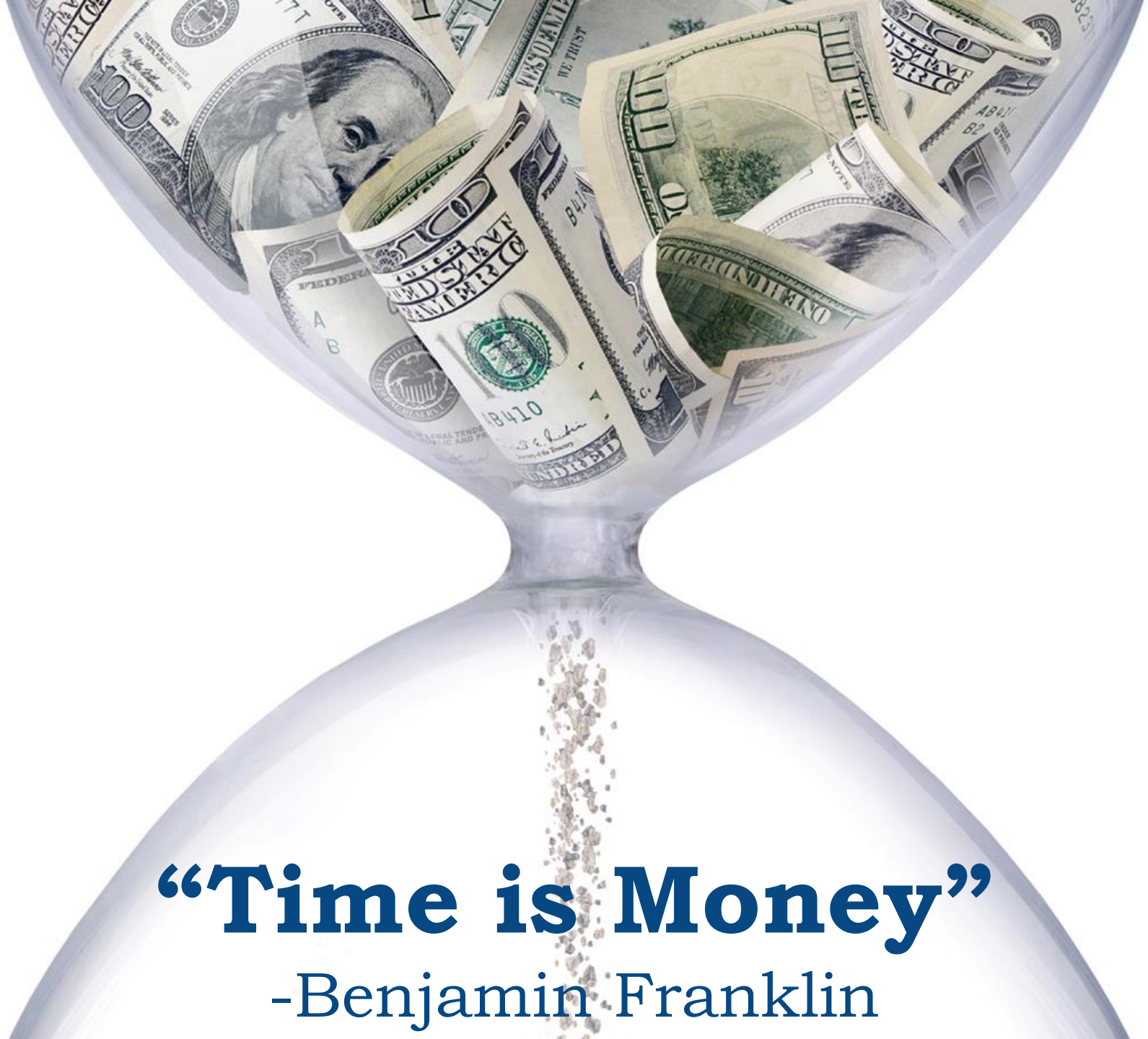
Get Your Marketing Back on Track with 4 Tricks That Save You Time, Money, and Effort



Google Analytics

Zach Stone

Foster Web Marketing
Senior Web Strategist



“Time is Money”

-Benjamin Franklin

4 Google Analytics Tricks That Save You Time, Money & Effort



- Events
- Goals
- Custom Segments
- Custom Dashboards



Effect

Cause

Patient Experience

Reviews

Content

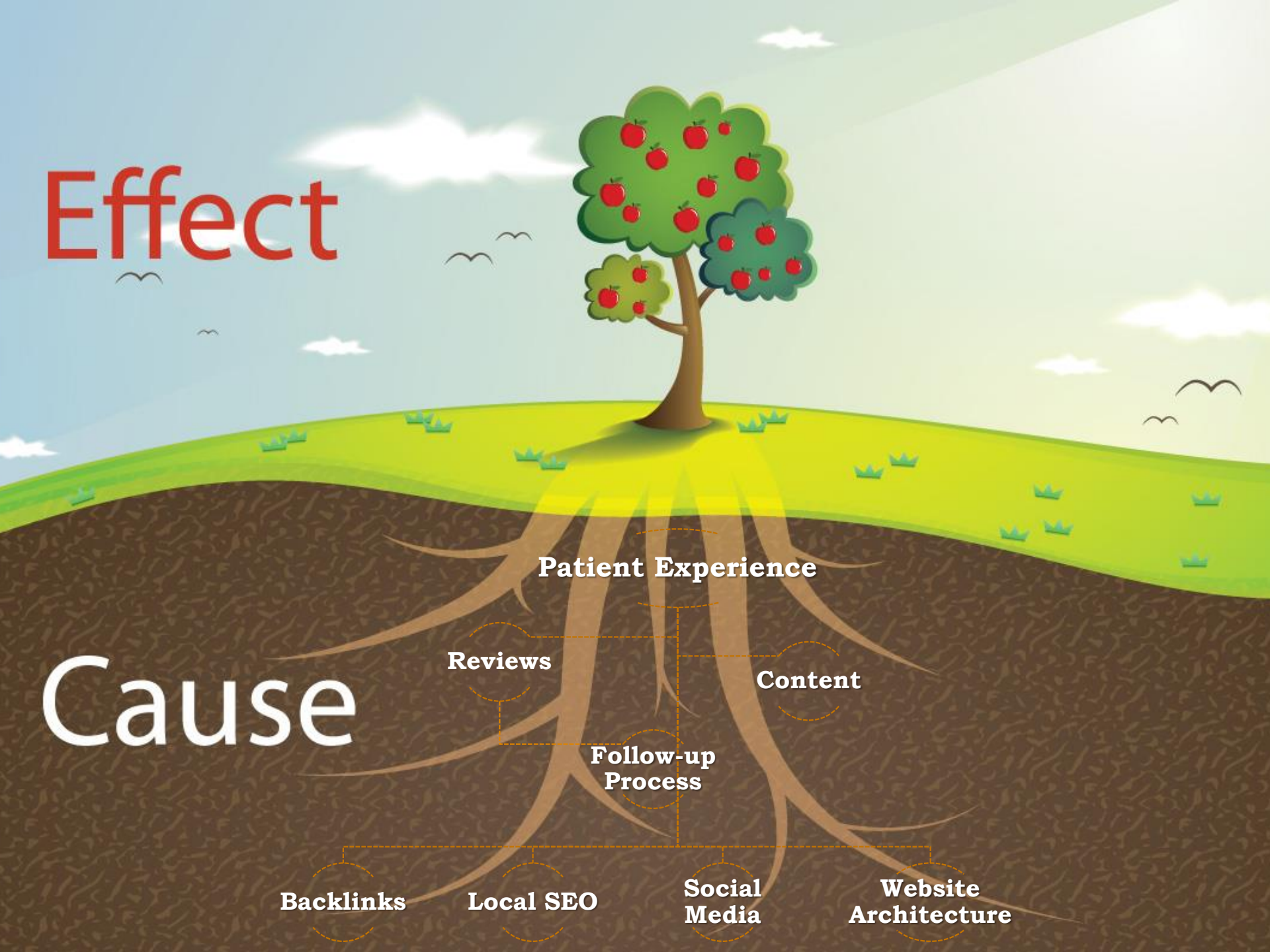
**Follow-up
Process**

Backlinks

Local SEO

**Social
Media**

**Website
Architecture**

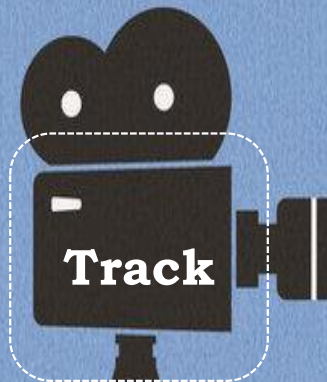




**Set
Goals**

Lights

Camera



Track

Analyze



Action

What Are Events in Google Analytics?



- An Event has the following
 - Category
 - Action
 - Label (optional)
 - Value (optional)



Behavior

Overview

Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

▼ Events

Overview

Top Events

Pages

Events Flow

Event Categories



- The name that you supply as a way to group objects you want to track

Event Category ?	Total Events ? ↓
	14.75% ↑ 13,077 vs 11,396
1. ScrollEvent	
Jun 1, 2015 - Sep 11, 2015	11,606 (88.75%)
Feb 18, 2015 - May 31, 2015	10,619 (93.18%)
% Change	9.29%
2. Calls	
Jun 1, 2015 - Sep 11, 2015	1,465 (11.20%)
Feb 18, 2015 - May 31, 2015	744 (6.53%)
% Change	96.91%
3. Chat	
Jun 1, 2015 - Sep 11, 2015	6 (0.05%)
Feb 18, 2015 - May 31, 2015	33 (0.29%)
% Change	-81.82%

Event Actions



- Type of event or interaction you want to track

Event Action ?	Total Events ?	↓
	5,666	% of Total: 29.13% (19,454)
1. Answer	5,449 (96.17%)	
2. Conversion	217 (3.83%)	

Event Labels



- Used for additional information for events you want to track

Event Label ?	Total Events ? ↓
	5,666 % of Total: 29.13% (19,454)
1. No	4,699 (82.93%)
2. Requested Chat	410 (7.24%)
3. Yes	340 (6.00%)
4. Visitor Chats	121 (2.14%)
5. Email Received	96 (1.69%)

Event Values



- A numeric value associated with the event

Event Action ?	Total Events ?	Unique Events ?	Event Value ?
	483 % of Total: 12.15% (3,976)	475 % of Total: 7.26% (6,541)	114,733 % of Total: 100.00% (114,733)
1. FWM Main Number	335 (69.36%)	335 (70.53%)	83,814 (73.05%)
2. Google Organic	43 (8.90%)	39 (8.21%)	7,602 (6.63%)
3. Direct	28 (5.80%)	25 (5.26%)	7,019 (6.12%)
4. Referral	21 (4.35%)	20 (4.21%)	5,292 (4.61%)
5. DSS Help Number	17 (3.52%)	17 (3.58%)	5,399 (4.71%)
6. TP Book	12 (2.48%)	12 (2.53%)	701 (0.61%)
7. DSS Video Tour	5 (1.04%)	5 (1.05%)	729 (0.64%)
8. Shock & Awe	4 (0.83%)	4 (0.84%)	136 (0.12%)
9. Content Campaign	3 (0.62%)	3 (0.63%)	912 (0.79%)
10. Fisher NL	3 (0.62%)	3 (0.63%)	707 (0.62%)

More Information



- Once set up your event data will automatically start pulling into the “Events” section of GA.
- Look at “Unique Events” because total will count a user who does multiple events.
- These events are not perfect like all data in GA, so expect 5 – 10% less events than actual
- We will add code to your website. Just let us Know what you want to track

For Example



- We have 3 offers on our homepage
- We want to track who is requesting these different offers from the homepage



Event Category: Offer Request, Book Download, or Free Offer

Event Action: Download or Request

Event Label: 9 Mistakes Doctors, 5 Mistakes Lawyers, 8 Mistakes Video

Event Value: 10

What are Goals in Google Analytics?



- Measure how well your site fulfills your target objectives
- Goals to use on your website:
 - Contact Form Submissions
 - Report Downloads
 - Chats
 - Calls



Setting Goals in Google Analytics



Google Analytics

Home Reporting Customization **Admin**

Administration

Foster Web Marketing

ACCOUNT

Foster Web Marketing

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

PROPERTY

http://www.fosterwebmarketing.com

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

- AdWords Linking

VIEW

www.fosterwebmarketing.com

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters

Contact Form Submission Goal



✓ Goal setup [Edit](#)

Custom

✓ Goal description [Edit](#)

Name: *Contact Form*

Goal type: *Destination*

3 Goal details

Destination

Equals to ▾

/thank-you.cfm

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

☐ OFF

Assign a monetary value to the conversion.

Funnel optional

☐ OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

This Goal would have a 0.59% conversion rate based on your data from the past 7 days.

[Re-verify](#)

Report Download Goal



✓ Goal setup [Edit](#)

Template: *Sign up*

✓ Goal description [Edit](#)

Name: *Report Download*

Goal type: *Destination*

3 Goal details

Destination

Equals to ▾

/reports/thank-you.cfm

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF

Assign a monetary value to the conversion.

Funnel optional

ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Analysis Survey	/reports/survey.cfm	YES

+ Add another Step

This Goal would have a 0.68% conversion rate based on your data from the past 7 days.
[Re-verify](#)

Chats Goal



✓ Goal setup [Edit](#)
Custom

✓ Goal description [Edit](#)
Name: *Chat*
Goal type: *Event*

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered.

You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	<div>Equals to ▾</div>	Chat
Action	<div>Equals to ▾</div>	Conversion
Label	<div>Equals to ▾</div>	Email Received
Value	<div>Greater than ▾</div>	Value

Use the Event value as the Goal Value for the conversion

☒ YES ☐

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

This Goal would have a 0.08% conversion rate based on your data from the past 7 days.

[Re-verify](#)

Calls Goal



✓ Goal setup [Edit](#)

Custom

✓ Goal description [Edit](#)

Name: *Call - Main Number*

Goal type: *Event*

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered.

You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▾	Calls
Action	Equals to ▾	FWM Main Number
Label	Equals to ▾	Label
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

YES ☐

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

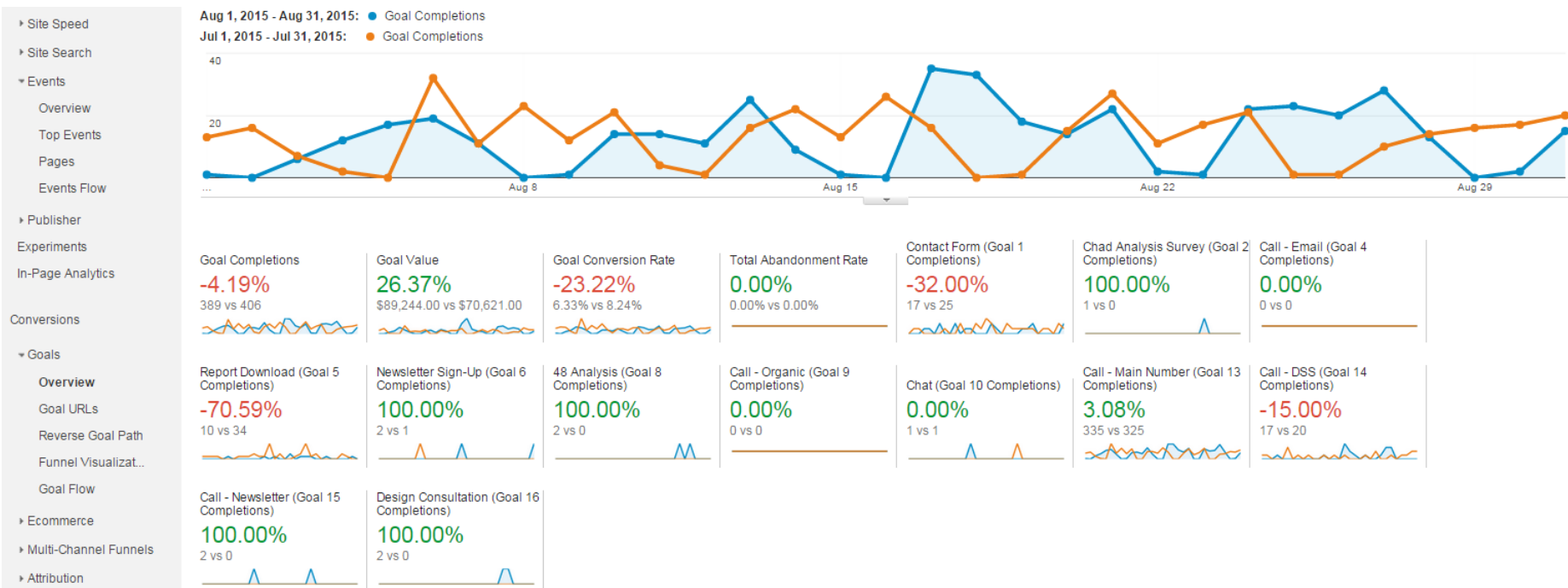
This Goal would have a 4.14% conversion rate based on your data from the past 7 days.

[Re-verify](#)

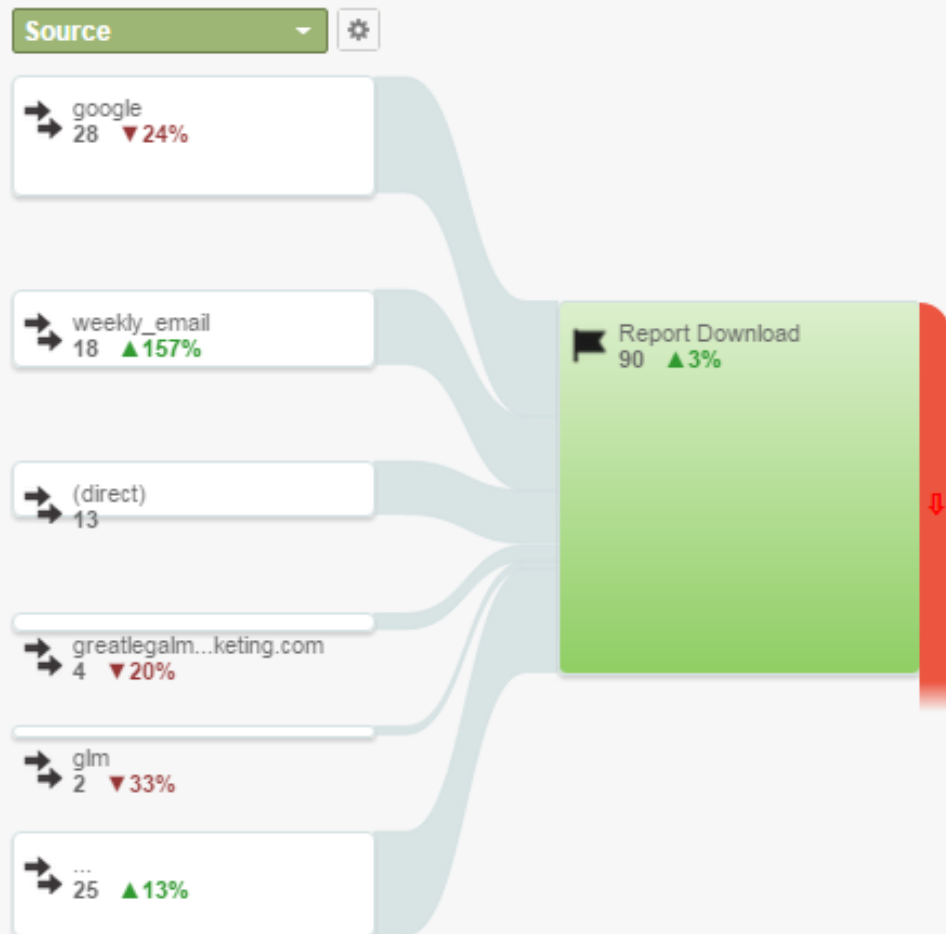
Goals Are Set, Now What?



- To track conversions go to Conversion > Goals
- Quickly see where conversions come from



Goal Flow Report

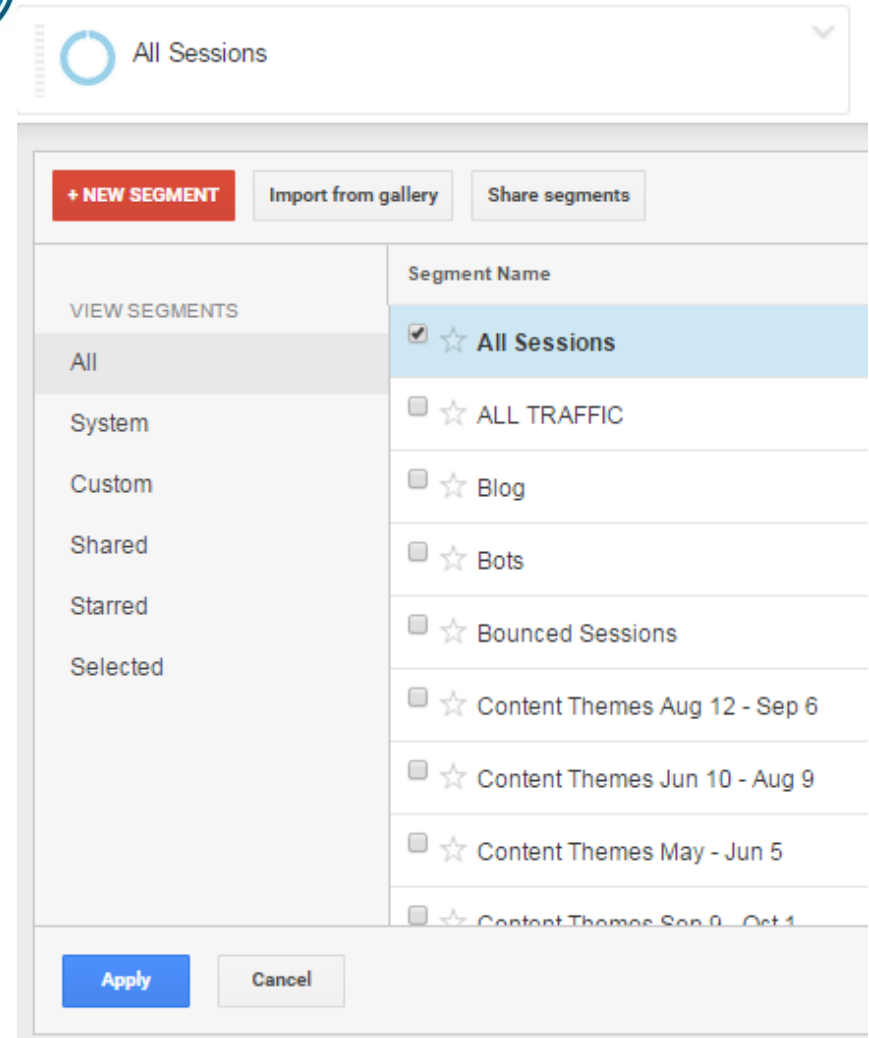


Sessions by Source		Step 1 Report Download	
google			
6/1/15 - 9/11/15	28 sessions	28	100% of 28
2/18/15 - 5/31/15	37 sessions	37	100% of 37
weekly_email			
6/1/15 - 9/11/15	18 sessions	18	100% of 18
2/18/15 - 5/31/15	7 sessions	7	100% of 7
(direct)			
6/1/15 - 9/11/15	13 sessions	13	100% of 13
2/18/15 - 5/31/15	13 sessions	13	100% of 13
greatlegalmarketing.com			
6/1/15 - 9/11/15	4 sessions	4	100% of 4
2/18/15 - 5/31/15	5 sessions	5	100% of 5
glm			
6/1/15 - 9/11/15	2 sessions	2	100% of 2
2/18/15 - 5/31/15	3 sessions	3	100% of 3
...			
6/1/15 - 9/11/15	25 sessions	25	100% of 25
2/18/15 - 5/31/15	22 sessions	22	100% of 22
Total			
6/1/15 - 9/11/15	90 sessions	90	100% of 90
2/18/15 - 5/31/15	87 sessions	87	100% of 87

What Are Custom Segments?



- Segments let you isolate and analyze subsets of your data
- Use Segment builder to set individual filters that together constitute a Segment
- Apply Segments to your reports and dashboards and see only that specific data



Custom Demographic Segments



Female Visitors > 35

SaveCancelPreview

Segment is visible in any View Change

Demographics2

Technology

Demographics
Segment your users by demographic information.

Summary

Female Visitors >35 in New York

SaveCancelPreview

Segment is visible in any View Change

Demographics3

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Demographics
Segment your users by demographic information.

Age ?
☐ 18-24 ☐ 25-34 ☒ 35-44 ☒ 45-54 ☒ 55-64 ☒ 65+

Gender ?
☒ Female ☐ Male ☐ Unknown

Language ?
contains

Affinity Category (reach) ?
contains

In-Market Segment ?
contains

Other Category ?
contains

Location ?
City contains New York

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Gender ?
☐ Female ☐ Male ☐ Unknown

Language ?
contains

Affinity Category (reach) ?
contains

In-Market Segment ?
contains

Other Category ?
contains

Location ?
City contains New York

Summary

0.26%
of users

Users
35

Sessions
48
0.30% of sessions

Demographics
Age: 35-44, 45-54, 55-64, 65+
Gender: Female
City: contains "New York"

Summary

of users

Users
466

Sessions
541
3.04% of sessions

Demographics
City: contains "New York"

Custom Technology Segments



Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Technology 1

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Technology

Segment your users' sessions by their web and mobile technologies.

Operating System ?

contains

Operating System Version ?

contains

Browser ?

contains

Browser Version ?

contains

Screen Resolution ?

contains

Device Category ?

contains

mobile

Mobile (Including Tablet) ?

☒ Yes ☐ No

Mobile Device Branding ?

contains

Mobile Device Model ?

contains

Summary

24.72%

of users

Users
3,624

Sessions
4,619
26.00% of sessions

Technology

Mobile (Including Tablet): Yes

Summary

18.79%

of users

Users
2,755

Sessions
3,506
19.73% of sessions

Technology

Device Category: contains "mobile"

Mobile (Including Tablet) ? ☒ Yes ☐ No

Custom Traffic Source Segments



Traffic Sources

Segment your users by how they found you.

Filter Sessions Filter Users

Campaign ? contains

Medium ? contains organic

Source ? contains

organic

Keyword ? contains

Traffic Sources

Segment your users by how they found you.

Filter Sessions Filter Users

Campaign ? contains august_2015

Medium ? contains

Source ? contains

Keyword ? contains

Traffic Sources

Segment your users by how they found you.

Filter Sessions Filter Users

Campaign ? contains

Medium ? contains

Source ? contains (direct)

For Example



- You want to see all visitors who visited your website on a mobile device in you're area from your email campaigns

Save Cancel Preview Segment is visible in any View [Change](#)

Demographics 1

Technology 1

Behavior

Date of First Session

Traffic Sources 1

Advanced

Conditions

Sequences

Traffic Sources

Segment your users by how they found you.

Filter Sessions Filter Users

Campaign ?

contains

Medium ?

contains

 ✕

Source ?

contains

Keyword ?

contains

Summary

1.03%

of users

Users

138

Sessions

231

1.43% of sessions

Demographics

Country: contains "United States"

Technology

Device Category: contains "mobile"

Traffic Sources

Medium: contains "email"

What Are Custom Dashboards?



- Every view in Google Analytics comes with a default "My Dashboard."
- While the default Dashboard may suffice, the real usefulness of Dashboards lies in your ability to create and customize them the way you want.

How to Create Custom Dashboards



The screenshot displays the Google Analytics 'Audience Overview' dashboard. The top navigation bar includes 'Home', 'Reporting' (which is highlighted), 'Customization', and 'Admin'. On the left sidebar, there is a search bar labeled 'Find reports & more', a 'Dashboards' section with options for 'Shared', 'Private', and '+ New Dashboard', and a 'Shortcuts' section. A red box highlights the '+ New Dashboard' button in the Dashboards section. The main content area is titled 'Audience Overview' and includes buttons for 'Email', 'Export', 'Add to Dashboard', and 'Shortcut'. Below these buttons, there is a circular progress indicator for 'All Sessions' at '100.00%'. The 'Overview' tab is selected, showing a dropdown menu for 'Sessions' and a comparison option 'VS. Select a metric'. A legend at the bottom indicates that the blue dot represents 'Sessions'.

Add a Widget



Widget title:

Standard:

2.1

METRIC



TIMELINE



GEOMAP



TABLE



PIE



BAR

Real-time:

2.1

COUNTER



TIMELINE



GEOMAP



TABLE

Show the following metric:

Add a [metric](#)



% Exit



% Initial Audience
Retained



% New Sessions



% Search Exits



Clone widget

Call - DSS

27

% of Total: 100.00% (27)



Analysis Requests

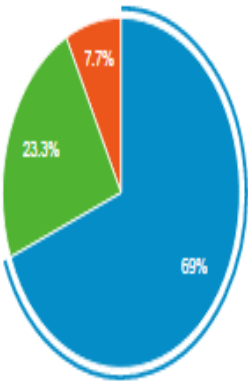
12

% of Total: 100.00% (12)



Visits by Device

desktop mobile tablet



Direct Traffic

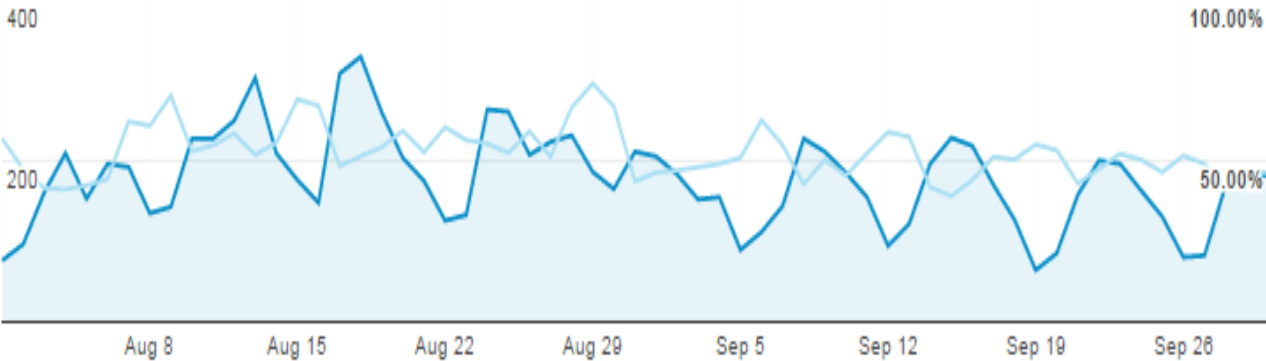
Sessions Bounce Rate

50 100.00%



All Traffic

Sessions Bounce Rate



Email Traffic

Source	Sessions	Bounce Rate
weekly_email	550	24.91%
email_signature	244	45.90%
boot_camp_email	4	75.00%
weely_email	4	50.00%
email	1	0.00%
weeklyemail	1	100.00%

Top 10 Landing Page

Landing Page	Sessions	Bounce Rate
--------------	----------	-------------