

# How To *Actually* Use Google Analytics



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# Vanity vs Actionable Metrics



- Vanity Metrics: Give you confidence about how your site is doing, but ultimately won't help you to make decisions.
  - Ex. Web Traffic, Social Shares/"Likes"
- Actionable Metrics: Data you can use to measure a specific goal. Metrics that actually lead to new clients.
  - Ex. Newsletter Sign Ups, Phone Calls, Consultation Sign Ups, Chat Conversations



# Navigating Google Analytics



Google Analytics

HomeReportingCustomizationAdmin

david.gregory.waite@gmail.com  
http://www.fosterwebmarketing.com - ...  
www.fosterwebmarketing.com

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

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

VIEW

www.fosterwebmarketing.com

View Settings

Goals

Content Grouping

Filters

Channel Settings



# Filters



## Control Which Traffic You See and Don't See In Your Data

- Assigned at "View" or "Account" level
- Filters permanently change future data when applied but do not change historical data
- Filter your home and office IP address
- Dynamic vs static IP addresses
- Continually exclude bot referral traffic

*A Tutorial on Filters*



# Sample IP Exclusion Filter



Google Analytics

HomeReportingCustomizationAdmin

VIEW

← griffithinjurylaw.com

View Settings

User Management

Goals

Content Grouping

**Filters**

Channel Settings

## Edit Filter

### Filter Information

Filter Name

Jamie Home

Filter Type

Predefined

Custom

Exclude

traffic from the IP addresses

that are equal to

IP address



# View Historic Traffic Trends



Look at multiple date ranges to get the full story of your site's performance

- Year over Year – How is traffic trending compared to last year?
- Month over Month – What changed on a monthly basis?

May 1, 2016 - May 31, 2016  
Compare to: May 1, 2015 - May 31, 2015

March 2016							April 2016							May 2016							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5							1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9		8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16		15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23		22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30		29	30	31				

Date Range: Custom

May 1, 2016 - May 31, 2016

☒ Compare to: Previous year

May 1, 2015 - May 31, 2015

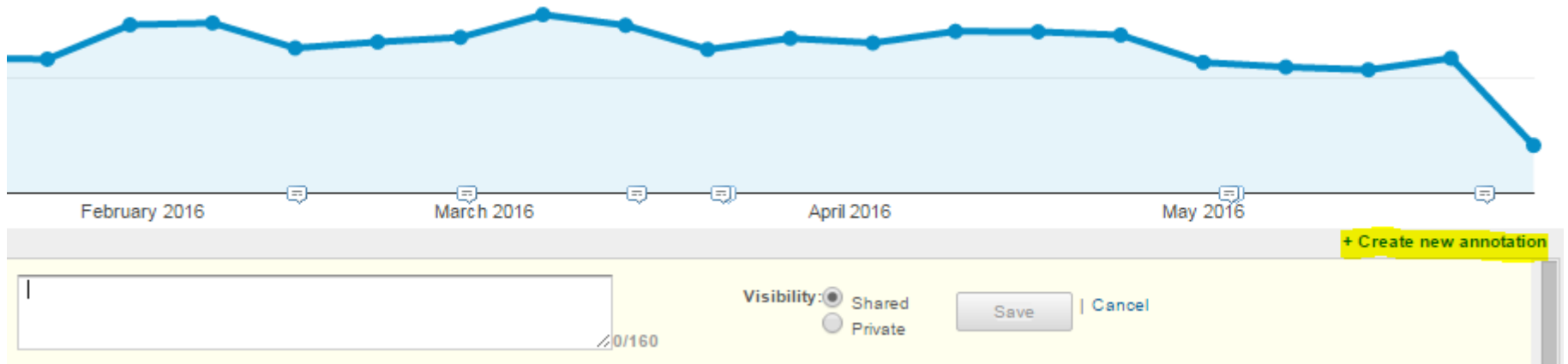
Apply [cancel](#)



# Annotations



- Document all important changes to your site
  - Website redesign
  - Office/location changes
  - Offline campaigns
  - Paid campaigns
  - Optimization efforts



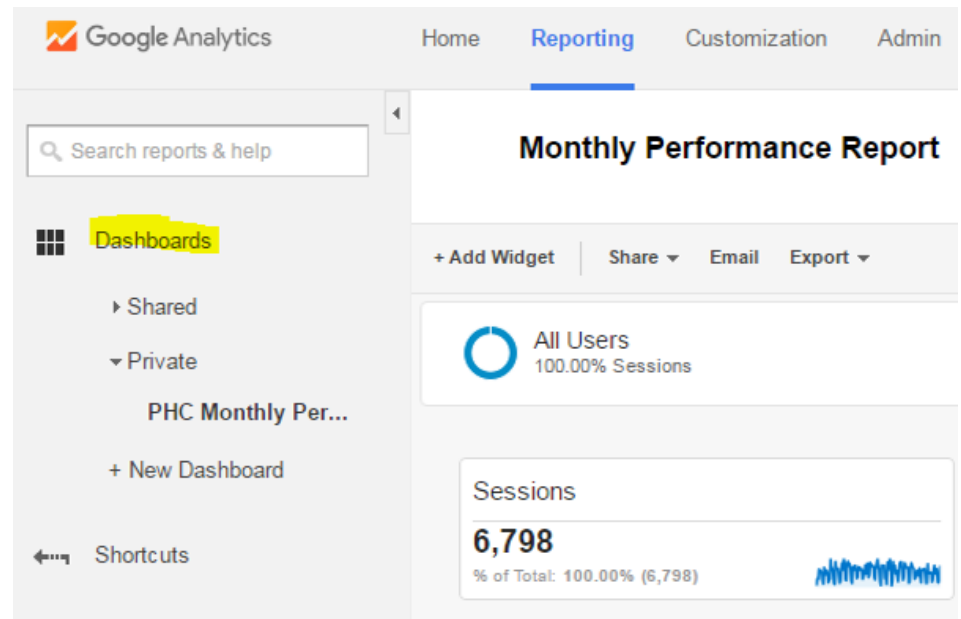


# Custom Dashboards



## Mold Analytics to Show the Data You Need Right Away

- Get a snapshot of your most important metrics every time you log in
- Easily customize widgets
- Schedule automatically emailed reports

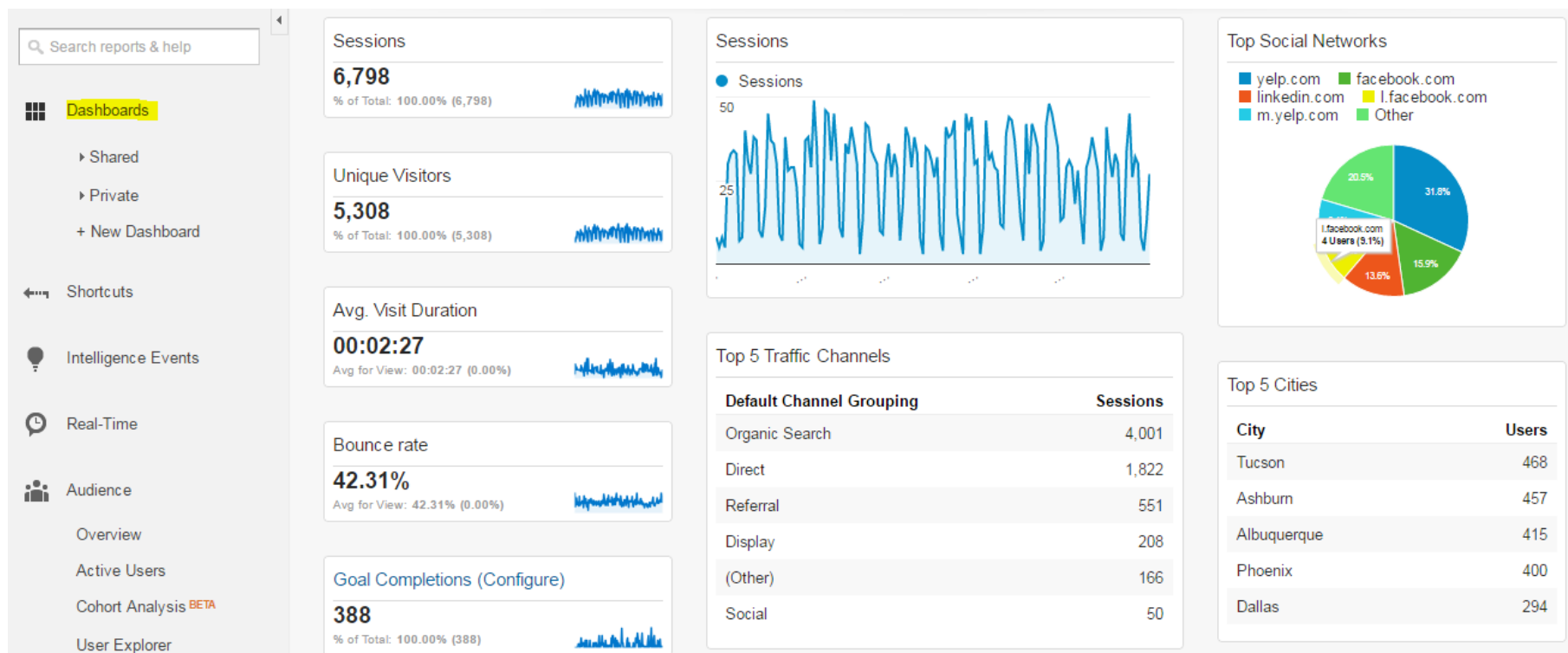


*A Tutorial on Custom Dashboards*





# Sample Custom Dashboard





# Goals & Events



## Goals

- Created at the “View” Level
- Measure success of KPIs
- Destination (/thank-you.cfm), Duration (time spent on site), Pages/Session

## Events

- Any action taken by a user
- Video play, scroll to bottom of page, clicks



# Setting Up Goals



## Use Goals to Track Who's Requesting Your Books, Chatting, Completing Forms, and More

Google Analytics

HomeReportingCustomizationAdmin

Administration > View Goals

Foster Web Marketing 2008-01 (Jan) / http://www.turleylawfirm.com / www.turleylawfirm.com

VIEW

www.turleylawfirm.com

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

+ NEW GOALImport from Gallery

☐

Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/> Book Download	Goal ID 2 / Goal Set 1	9	<input checked="" type="checkbox"/>
<input type="checkbox"/> Chat	Goal ID 5 / Goal Set 1	10	<input checked="" type="checkbox"/>
<input type="checkbox"/> Contact Form	Goal ID 3 / Goal Set 1	7	<input checked="" type="checkbox"/>
<input type="checkbox"/> Report Download	Goal ID 4 / Goal Set 1	3	<input checked="" type="checkbox"/>
<input type="checkbox"/> Verify	Goal ID 1 / Goal Set 1	9	<input checked="" type="checkbox"/>

15 goals left



# Setting Up Goals



## 1 Goal setup

### ☒ Template

Select a template to start with a pre-filled configuration

#### REVENUE

- ☐ Make a payment Completed online payment
- ☐ Donate Completed online donation

#### ACQUISITION

- ☐ Create an account Successful sign up, account, or view created

#### INQUIRY

- ☐ Contact us Viewed phone number, directions, chat or email
- ☐ Get directions Viewed location, map, or directions
- ☐ Upcoming events Viewed calendar or list of events
- ☐ Download or print Downloaded or printed brochure information

#### ENGAGEMENT

- ☐ Share / social connect Shared to a social network or emailed
- ☐ Use calculator Used online calculator or other tool
- ☐ Sign up Subscribe to newsletter, update alerts, or join group

### ☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

### ☐ Custom

## 2 Goal description

### Name

Goal #1

### Goal slot ID

Goal Id 6 / Goal Set 2 ▾

### Type

- ☒ Destination ex: thanks.html
- ☐ Duration ex: 5 minutes or more
- ☐ Pages/Screens per session ex: 3 pages
- ☐ Event ex: played a video



# Setting Up Goals



**3** Goal details

**Destination**

Equals to ▾

☐ 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.

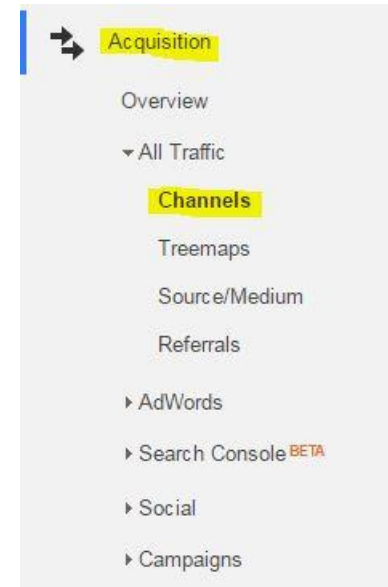
*A Tutorial on Setting Up Goals*



# Which Sources Of Traffic Are Converting?



- Track conversion rates per traffic source for all goals or individual goals by viewing *Channels*.



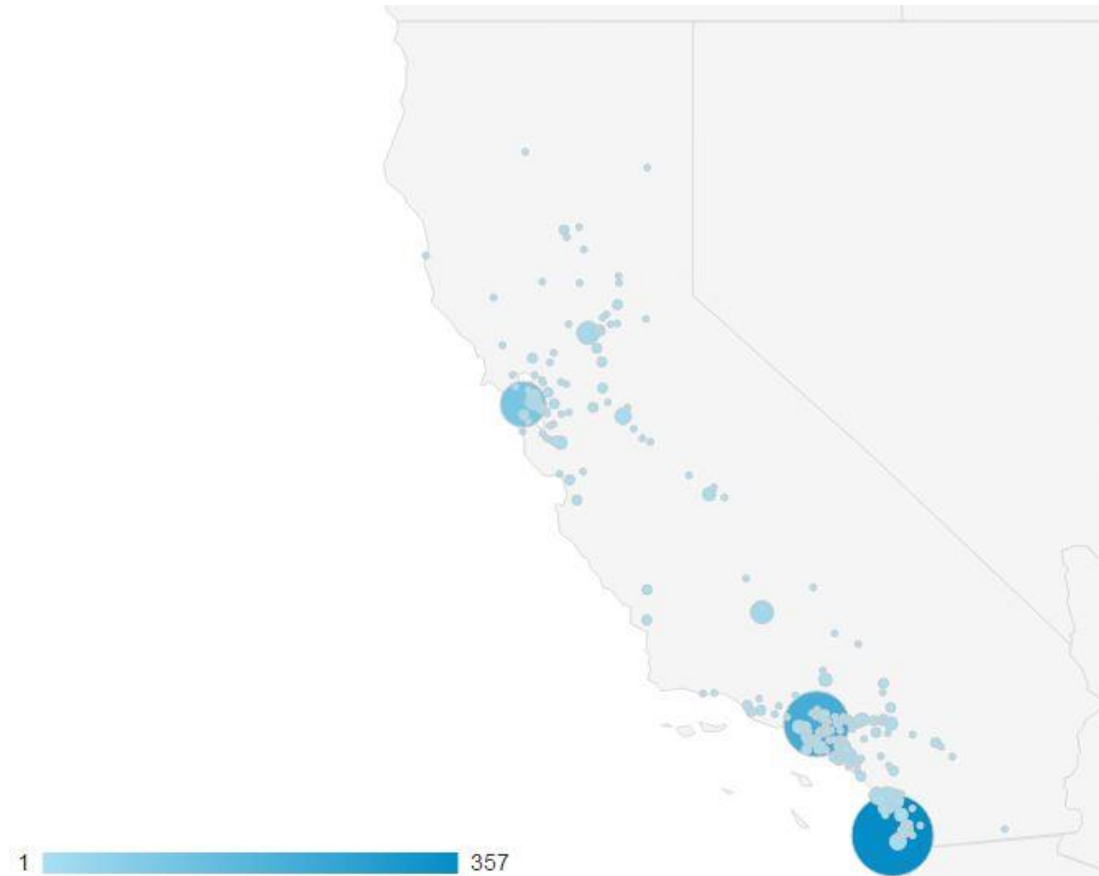
Default Channel Grouping	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	2,777 % of Total: 100.00% (2,777)	73.10% Avg for View: 72.99% (0.15%)	2,030 % of Total: 100.15% (2,027)	29.06% Avg for View: 29.06% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	4.54% Avg for View: 4.54% (0.00%)	126 % of Total: 100.00% (126)
1. Organic Search	2,182 (78.57%)	73.60%	1,606 (79.11%)	26.21%	2.24	00:02:30	3.94%	86 (68.25%)
2. Direct	456 (16.42%)	77.41%	353 (17.39%)	40.57%	2.11	00:02:15	7.46%	34 (26.98%)
3. Referral	113 (4.07%)	49.56%	56 (2.76%)	37.17%	1.29	00:01:13	2.65%	3 (2.38%)
4. Social	26 (0.94%)	57.69%	15 (0.74%)	30.77%	2.04	00:02:08	11.54%	3 (2.38%)



# Determine Where Your Visitors Are Located



Audience > Geo > Location > US > State





# Determine Where Your Visitors Are Located



Audience > Geo > Location > US > State

City ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	1,273 % of Total: 45.84% (2,777)	67.79% Avg for View: 72.99% (-7.12%)	863 % of Total: 42.58% (2,027)	27.65% Avg for View: 29.06% (-4.85%)	2.69 Avg for View: 2.18 (23.66%)	00:02:50 Avg for View: 00:02:24 (18.03%)	3.22% Avg for View: 4.54% (-29.02%)	41 % of Total: 32.54% (126)
1. San Diego	357 (28.04%)	54.62%	195 (22.60%)	20.73%	4.20	00:04:43	2.52%	9 (21.95%)
2. Los Angeles	220 (17.28%)	65.00%	143 (16.57%)	35.00%	1.73	00:01:23	1.36%	3 (7.32%)
3. San Francisco	109 (8.56%)	74.31%	81 (9.39%)	36.70%	1.50	00:01:46	3.67%	4 (9.76%)
4. Bakersfield	29 (2.28%)	79.31%	23 (2.67%)	34.48%	2.03	00:02:24	3.45%	1 (2.44%)
5. Sacramento	23 (1.81%)	73.91%	17 (1.97%)	34.78%	2.13	00:01:39	13.04%	3 (7.32%)

What if you want to view traffic from several cities as one group? Get detailed reporting by creating an *advanced segment*!





# Get the Details With Advanced Segments



## Leverage the Full Power of Analytics on a Smaller Defined Audience with Advanced Segments

- Define a specific geographic area to track
- Filter by mobile, converters, or any other combination

[A Tutorial on Advanced Segments](#)

### Audience Overview

Email Export ▾ Add to Dashboard Shortcut

All Users ▾

**+ NEW SEGMENT** Import from gallery Share segments

VIEW SEGMENTS	Segment Name
All	<input checked="" type="checkbox"/> ☆ All Users
System	<input type="checkbox"/> ☆ Bounced Sessions
Custom	<input type="checkbox"/> ☆ Converters
Shared	<input type="checkbox"/> ☆ Direct Traffic
Starred	<input type="checkbox"/> ☆ Facebook Example
Selected	<input type="checkbox"/> ☆ Facebook Referrals
	<input type="checkbox"/> ☆ Firefox Visitors
	<input type="checkbox"/> ☆ Foster Example
	<input type="checkbox"/> ☆ Local Colleville Traffic

Apply Cancel



# Get the Details With Advanced Segments



- Create a geographic/demographic profile to see detailed data on visits from audience segment of your choice!

Your Cool New Segment Save Cancel Preview

**Demographics**

Segment your users by demographic information.

Age <sup>?</sup> ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender <sup>?</sup> ☐ Female ☐ Male ☐ Unknown

Language <sup>?</sup>

Affinity Category (reach) <sup>?</sup>

In-Market Segment <sup>?</sup>

Other Category <sup>?</sup>

Location <sup>?</sup>

<sup>?</sup>

<sup>?</sup>

<sup>?</sup>

<sup>?</sup>

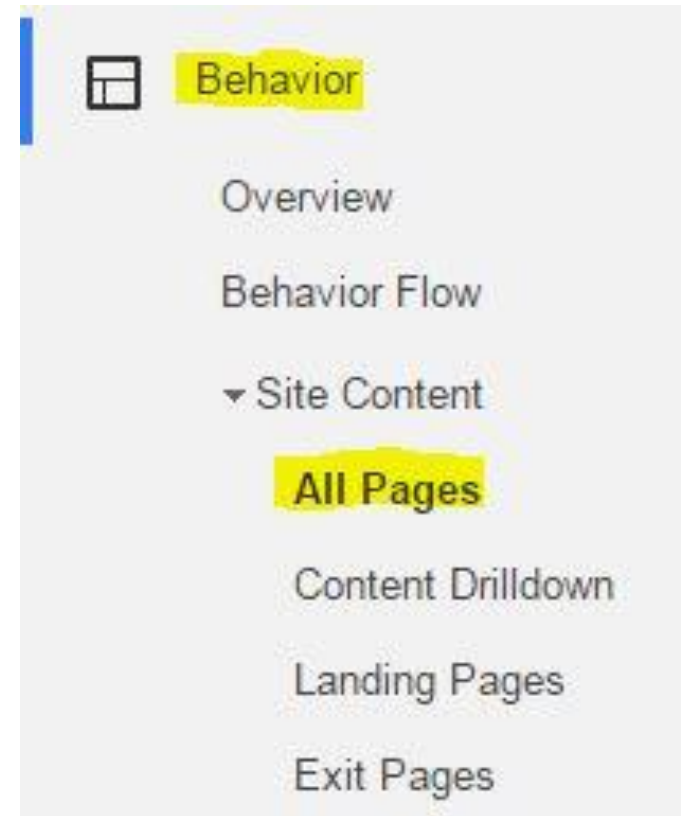
<sup>?</sup>



# Uncover Your Best Content...



- Sort your pages by total visits
- Look for well-performing pages:
  - Most visits
  - Best engagement
  - High conversions
  - Fewest bounces/exits
- Sort by overall landing(entrance) pages or organic landing pages for a more complete picture





# Uncover Your Best Content...



## Acquisitions > Channels > Organic Search > Landing Page

Primary Dimension: Keyword Source <b>Landing Page</b> Other ▾									
Plot Rows Secondary dimension ▾ Sort Type: Default ▾ <input type="text"/> advanced									
<input type="checkbox"/>	Landing Page ?	Acquisition			Behavior			Conversions All Goals ▾	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		5,209 % of Total: 34.05% (15,296)	79.92% Avg for View: 76.00% (5.16%)	4,163 % of Total: 35.81% (11,625)	19.31% Avg for View: 34.89% (-44.65%)	2.97 Avg for View: 2.50 (18.70%)	00:02:27 Avg for View: 00:01:57 (26.08%)	5.74% Avg for View: 11.43% (-49.77%)	299 % of Total: 17.11% (1,748)
<input type="checkbox"/>	1. /	1,044 (20.04%)	73.95%	772 (18.54%)	17.15%	3.19	00:02:46	5.17%	54 (18.06%)
<input type="checkbox"/>	2. /library/how-to-protect-your-baby-after-a-car-accident.cfm	177 (3.40%)	93.22%	165 (3.96%)	10.17%	1.06	00:00:44	0.00%	0 (0.00%)
<input type="checkbox"/>	3. /bio.cfm	132 (2.53%)	59.09%	78 (1.87%)	19.70%	2.82	00:02:57	4.55%	6 (2.01%)
<input type="checkbox"/>	4. /offices/personal-injury-attorney-rockford-il.cfm	132 (2.53%)	74.24%	98 (2.35%)	15.15%	2.40	00:04:03	9.09%	12 (4.01%)
<input type="checkbox"/>	5. /contact.cfm	131 (2.51%)	70.23%	92 (2.21%)	33.59%	1.69	00:02:09	9.16%	12 (4.01%)
<input type="checkbox"/>	6. /offices/des-moines-iowa-auto-accident-attorney.cfm	129 (2.48%)	81.40%	105 (2.52%)	21.71%	2.91	00:03:55	13.18%	17 (5.69%)
<input type="checkbox"/>	7. /faqs/teen-motorcycle-license-requirements-in-iowa-illinois-and-wisconsin.cfm	126 (2.42%)	82.54%	104 (2.50%)	11.90%	1.13	00:00:54	0.00%	0 (0.00%)
<input type="checkbox"/>	8. /offices/madison-wi-personal-injury-lawyers.cfm	124 (2.38%)	79.03%	98 (2.35%)	12.90%	2.73	00:03:45	12.10%	15 (5.02%)
<input type="checkbox"/>	9. /offices/milwaukee-personal-injury-attorneys.cfm	122 (2.34%)	85.25%	104 (2.50%)	19.67%	2.88	00:02:51	6.56%	8 (2.68%)
<input type="checkbox"/>	10. /reports/get-your-watch-for-motorcycles-sticker.cfm	101 (1.94%)	97.03%	98 (2.35%)	37.62%	1.82	00:00:50	21.78%	22 (7.36%)



# ...And Your Worst



- Few visits
- Low conversions
- High bounce rates
- High exit rates
- Mobile/browser issues

Look at your best-performing pages for inspiration to improve those that need help!

- Optimize title/headline and content
- Strong call to action
- Optimize for conversions

## Audience > Mobile > Overview

Device Category ?	Acquisition			Behavior			Conversions	All Goals ▾
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	2,777 % of Total: 100.00% (2,777)	73.10% Avg for View: 72.99% (0.15%)	2,030 % of Total: 100.15% (2,027)	29.06% Avg for View: 29.06% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	4.54% Avg for View: 4.54% (0.00%)	126 % of Total: 100.00% (126)
1. desktop	1,551 (55.85%)	74.15%	1,150 (56.65%)	27.92%	2.55	00:02:57	5.61%	87 (69.05%)
2. mobile	1,050 (37.81%)	71.33%	749 (36.90%)	30.57%	1.63	00:01:39	3.62%	38 (30.16%)
3. tablet	176 (6.34%)	74.43%	131 (6.45%)	30.11%	2.14	00:02:08	0.57%	1 (0.79%)



# Questions?



**[FWMAnalysis.com](http://FWMAnalysis.com)**