How To *Actually* Use Google Analytics

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Vanity vs Actionable Metrics

- <u>Vanity Metrics</u>: Give you confidence about how your site is doing, but ultimately won't help you to make decisions.
  - Ex. Web Traffic, Social Shares/"Likes"

- <u>Actionable Metrics</u>: 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

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

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?

Annotations

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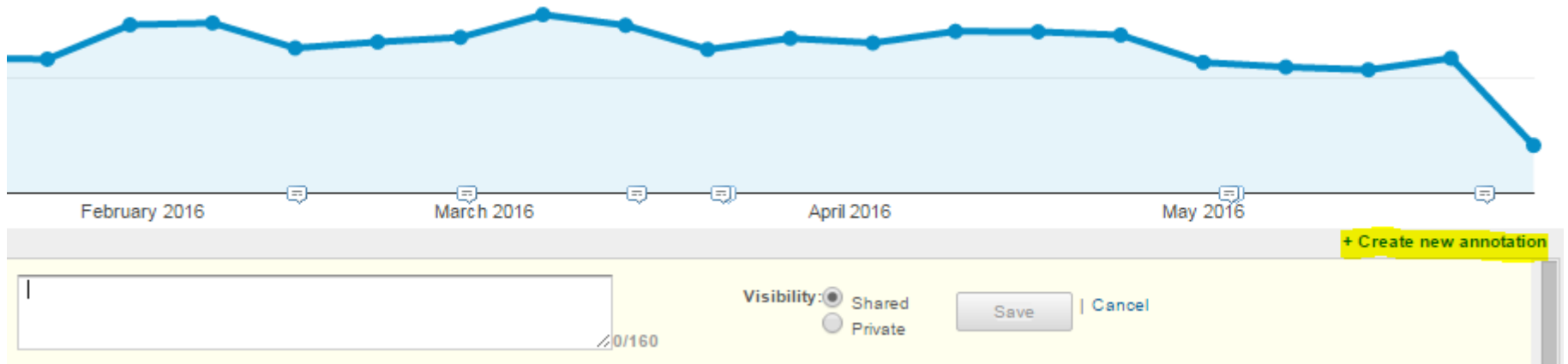
Custom Dashboards

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
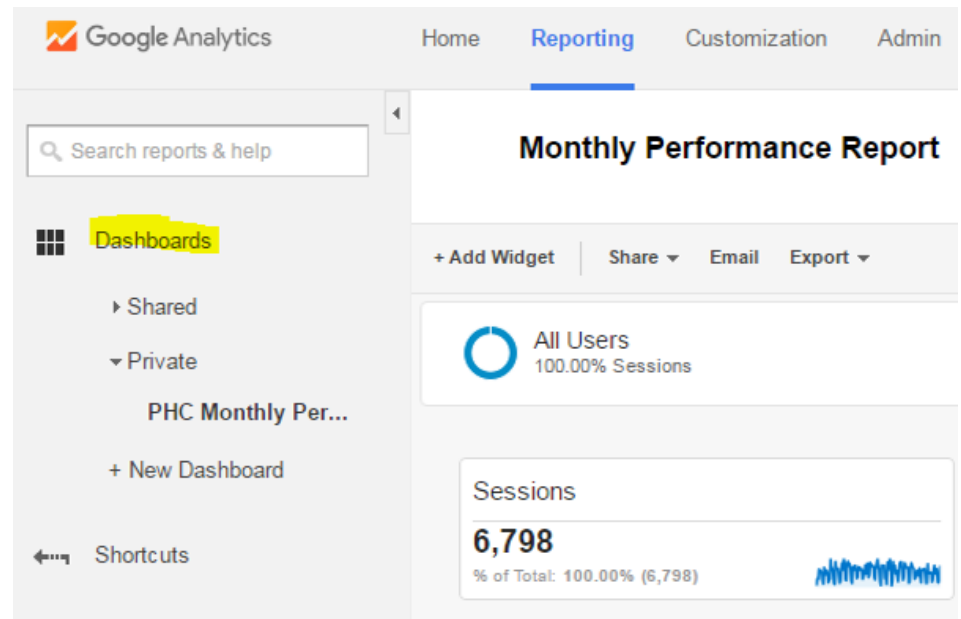
A Tutorial on Custom Dashboards

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

Setting Up Goals

Goal setup ①

⦿ Template

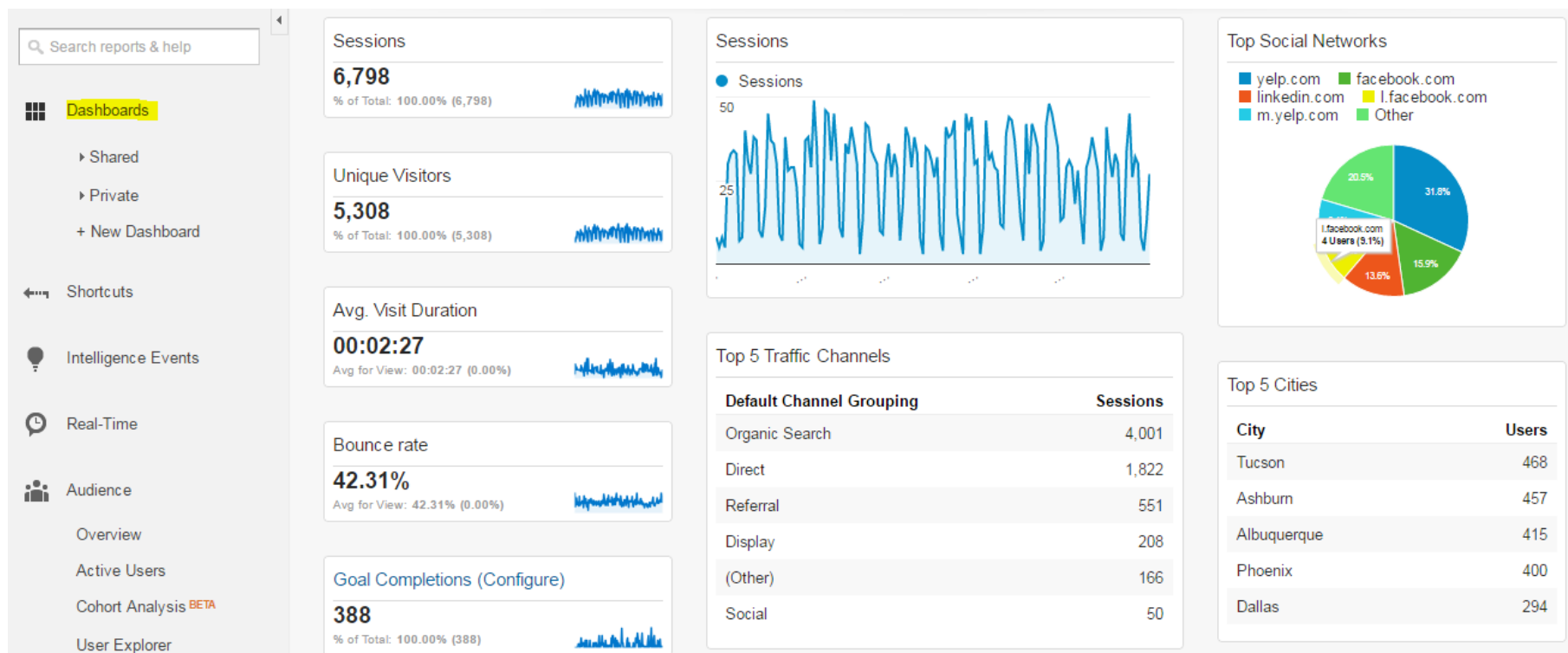Select a template to start with a pre-filled configuration

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 or 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

Goal description ②

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

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*.
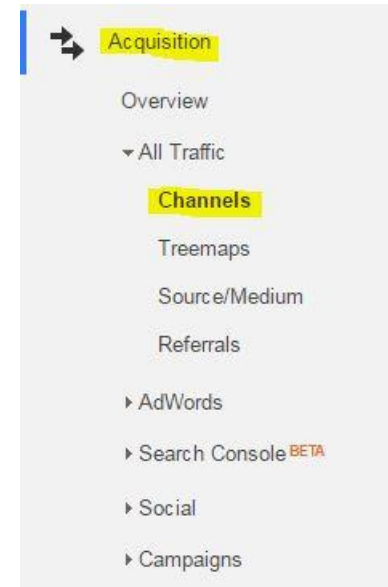
Default Channel Grouping	Acquisition			Behavior			Conversions All Goals ▼	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	2,777 % of Total: 100.00% (2,777)	73.10% Avg for View: 72.99% (0.15%)	2,030 % of Total: 100.15% (2,027)	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
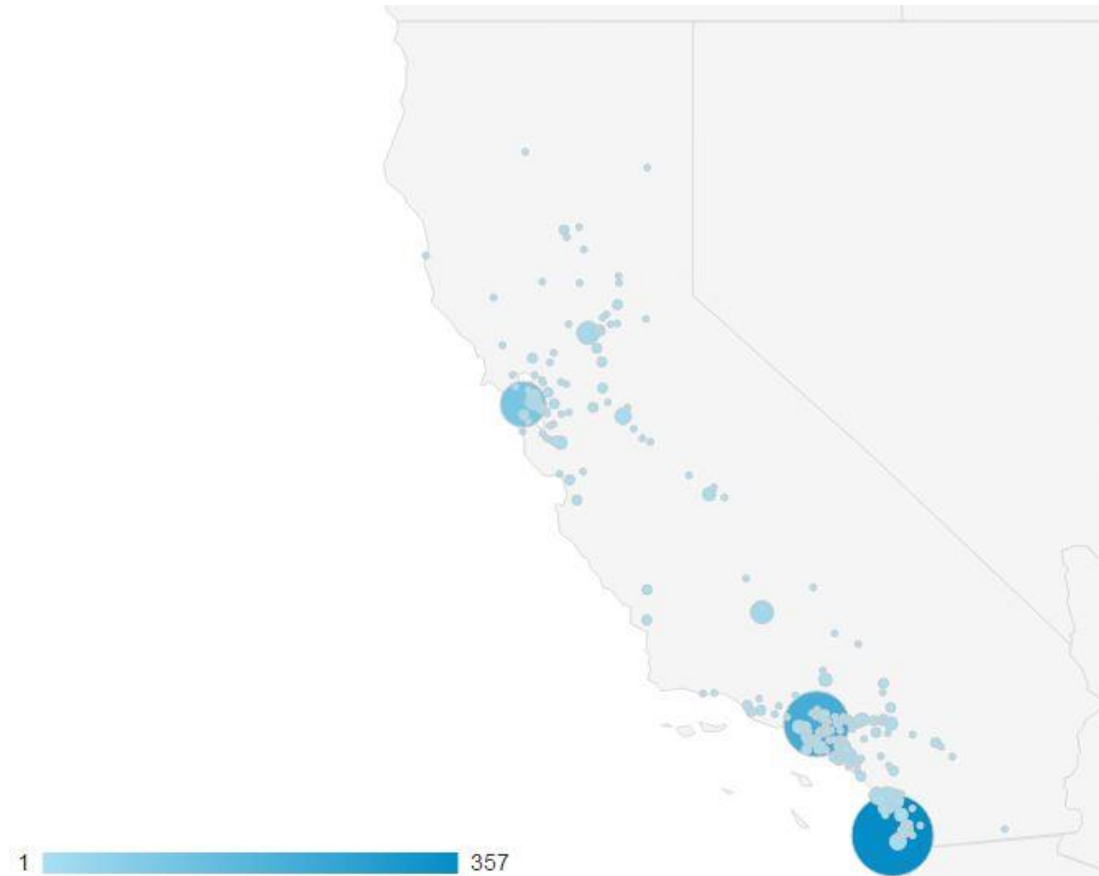
Determine Where Your Visitors Are Located

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](#)

Get the Details
With Advanced Segments

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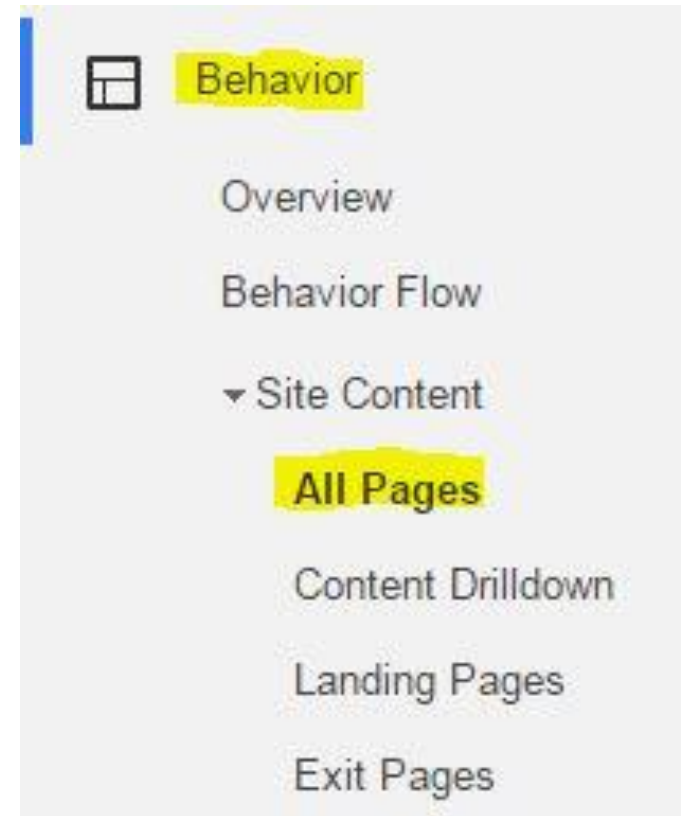
Uncover Your Best Content...

- 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   **Landing Page**   Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | | Q advanced ▦ ◑ ☰

	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)
☐	1. /	1,044 (20.04%)	73.95%	772 (18.54%)	17.15%	3.19	00:02:46	5.17%	54 (18.06%)
☐	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%)
☐	3. /bio.cfm	132 (2.53%)	59.09%	78 (1.87%)	19.70%	2.82	00:02:57	4.55%	6 (2.01%)
☐	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%)
☐	5. /contact.cfm	131 (2.51%)	70.23%	92 (2.21%)	33.59%	1.69	00:02:09	9.16%	12 (4.01%)
☐	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%)
☐	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%)
☐	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%)
☐	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%)
☐	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?

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