Grow with Google

Make Better Business Decisions With Google Analytics



HI, I'M DAVE DELANEY





"Data makes your briefcase heavy...insights make you rich."

- Niall Fitzgerald, Former Chairman of Unilever

TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE



USING DATA



Data: facts or statistics to reference



Analytics: patterns and trends

Use data to make business decisions rather than opinions or gut instincts.



Insights: actionable value

AGENDA

INTRO TO GOOGLE ANALYTICS

Understand how Google Analytics can help you make business decisions

FIND ANSWERS WITH REPORTS

Ask the right questions to better understand your customers

INTERPRET REPORTS

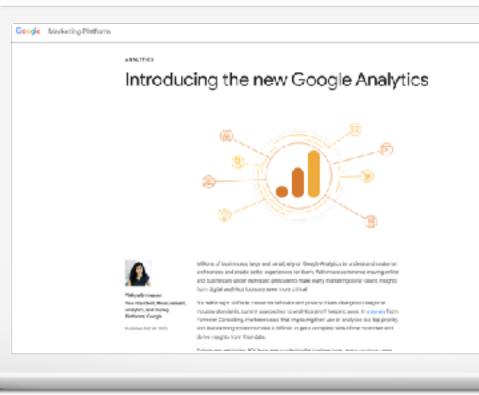
Filters, segments, dimensions, and more

USE GOOGLE ANALYTICS WITH OTHER GOOGLE TOOLS

RECAP & RESOURCES



- On 10/14/2020, a new version of Google Analytics launched.
- This presentation features the older version of Analytics but the concepts apply to both versions.



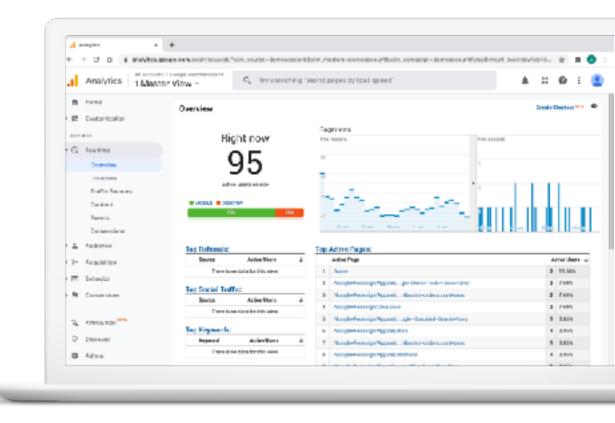
Quick Tip: Want more info? g.co/analytics

Intro to Google Analytics

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GOOGLE ANALYTICS

Google Analytics is free software that you can use to understand visitor behavior on your website and mobile app.



GOOGLE ANALYTICS

Use Google Analytics to gain valuable insights that can help you make strategic business decisions.



Learn which search terms and sources drive the most traffic



See demographic info for your most profitable customers



Understand what content

your audience is most

interested in



Evaluate which channels

drive the most conversions

SET UP GOOGLE ANALYTICS

- Visit **g.co/analytics**
- To create an account, click Start for free
- Set up a property in your Analytics account



Get to know your customers.

Oet a Desper understanding of your customers. Boogle Analytics gives you the free tools you need to energize data for your business in one place.

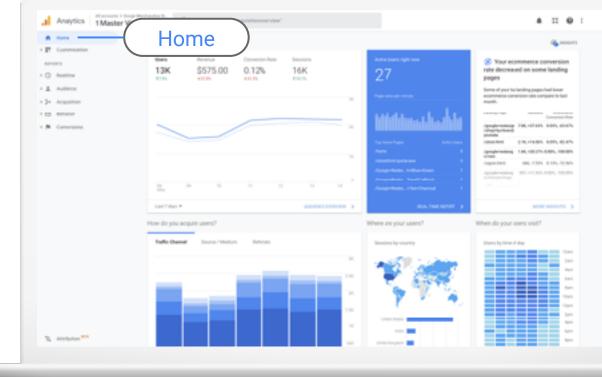
Chart for free

Quick Tip:

Set up Google Analytics g.co/analytics

YOUR GOOGLE ANALYTICS ACCOUNT

- Review the reports and metrics you care about most
- Quickly check the health of your accounts
- Create, customize and share dashboards

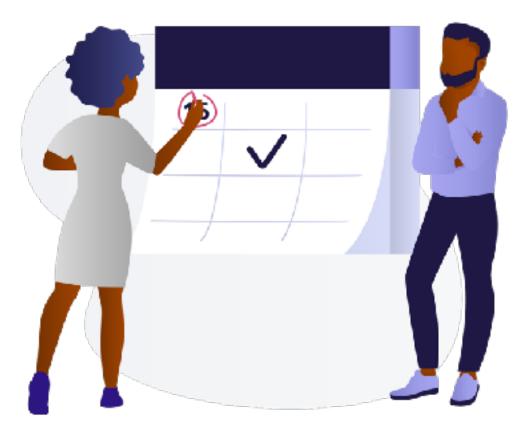


Find Answers

With Reports



Meet Eva and Ricky

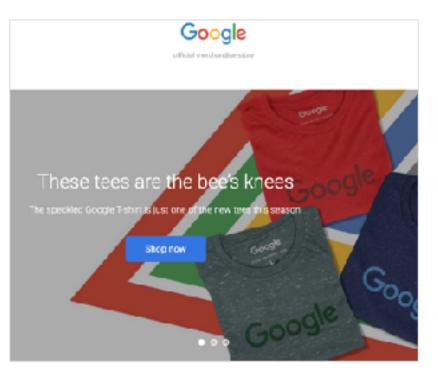


Source: Black Illustrations



USING GUT INSTINCTS

- Created a new t-shirt design, loved it, and immediately added it to the website banner
- Cut prices when sales were down
- Assumed target audience was women, age 35-44

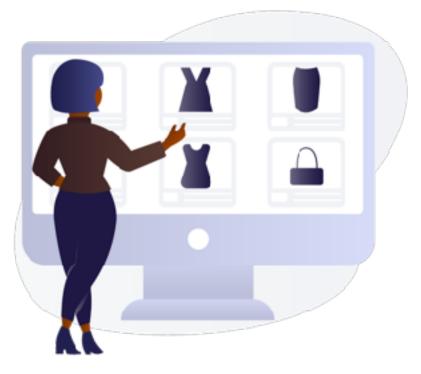


GET STARTED USING DATA

STEP 1: OUTLINE GOALS

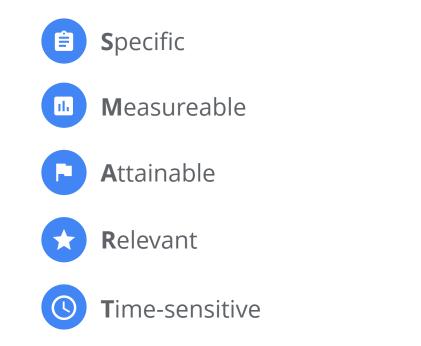
What are you trying to achieve?

- STEP 2: ASK QUESTIONS What answers do you need?
- STEP 3: VIEW REPORTS How can you find the answers?



Source: Black Illustrations

STEP 1: DEFINE GOALS





Source: Black Illustrations

RICKY & EVA'S GOAL

Decrease shopping cart abandonment rate to under 60%.



What are your goals?

Ideas:

Leads, appointments, sales, phone calls, foot traffic, downloads, etc.

STEP 2: ASK QUESTIONS



Reach

Who is your audience?

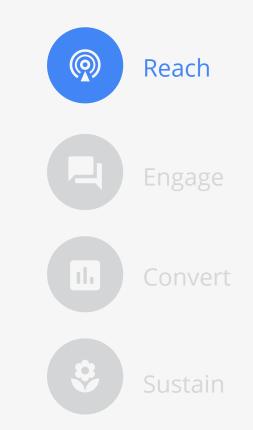






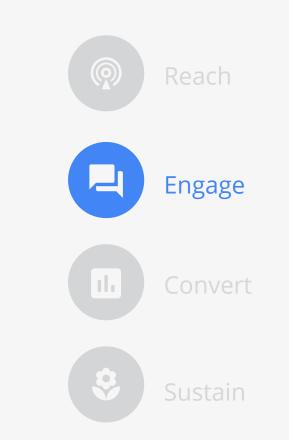
REACH QUESTIONS

- What are people searching for?
- Who is your audience?
- How do they find you online?



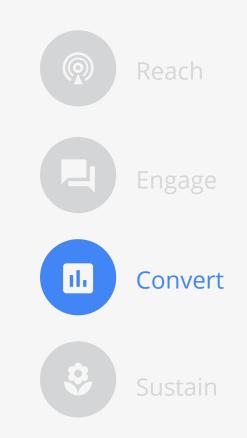
ENGAGE QUESTIONS

- What do people do once they find you?
- Where do customers engage you online?
- How do people interact with you online?



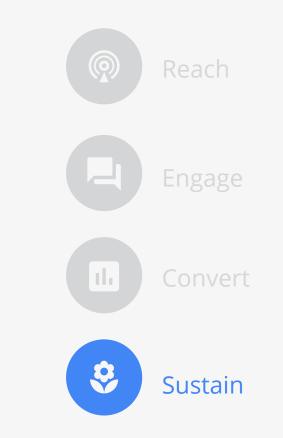
CONVERT QUESTIONS

- Which channels drive conversions?
- What calls-to-action drive conversions?
- Which channels have a higher ROI?



SUSTAIN QUESTIONS

- Do people continue to engage? Where?
- Do you respond? How quickly?
- Do you give people a reason to return?

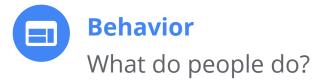


STEP 3: USE REPORTS TO FIND ANSWERS



Realtime

What's happening now?





Audience

Who visits the website?

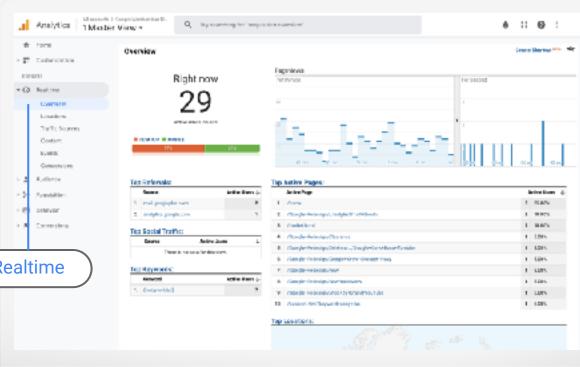




Where do they come from?

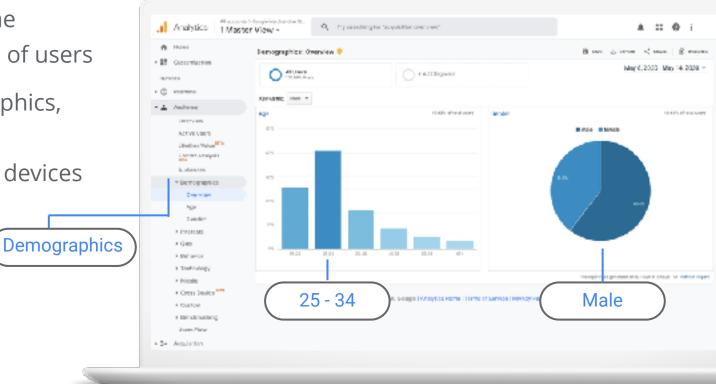
REALTIME: WHAT'S HAPPENING RIGHT NOW?

- Watch goal completions as you test changes
- Monitor immediate effects on site traffic from new content
- Determine if a
 promotion drives traffic Realtime



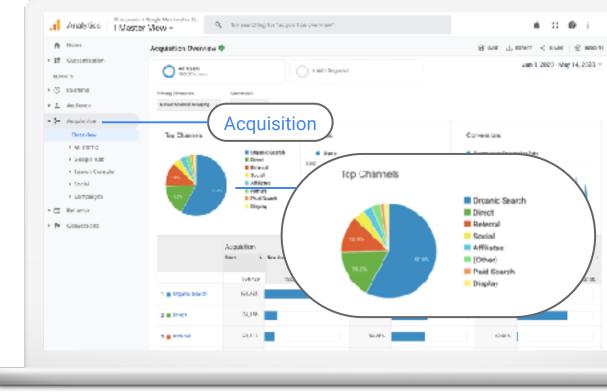
AUDIENCE: WHO VISITS YOUR WEBSITE?

- Understand the characteristics of users
- View demographics, interests, geo, language, and devices



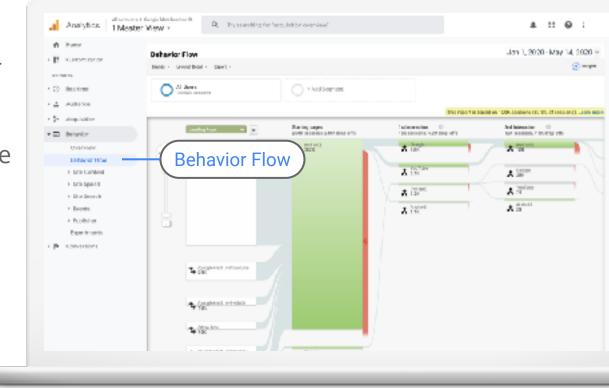
ACQUISITIONS: WHERE DO YOUR CUSTOMERS COME FROM?

- Understand how you acquire users
- Recognize patterns
- Find out how people find you through search



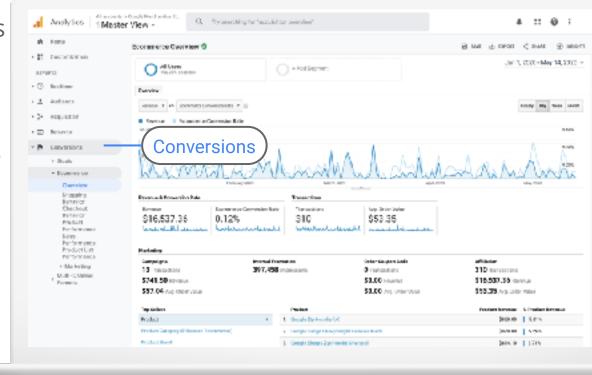
BEHAVIOR: WHAT DO PEOPLE DO ON THE SITE?

- Visualize the path users travel, from one page or Event to the next
- Understand how website changes affect the conversion funnel



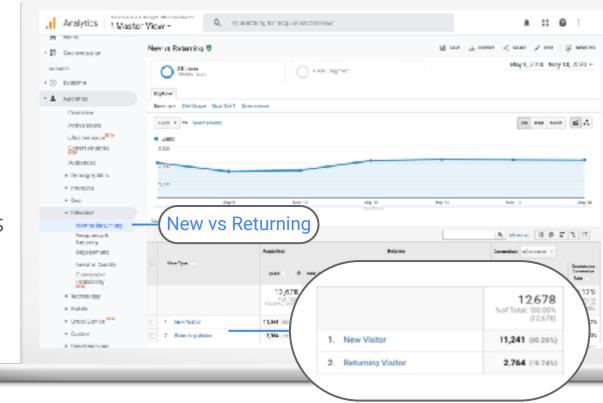
CONVERSIONS: IS THE WEBSITE SUCCESSFUL?

- See how all your channels work together towards conversions
- Understand how changes impact conversions



NEW VS RETURNING: HOW LOYAL ARE YOUR CUSTOMERS?

- Learn how many customers come back after a first visit
- Gain insight into the behavior of new visitors versus returning visitors



Gut Insights

Top audience is 35-44 years old and primarily female.

The primary driver of traffic to their website is paid ads.

Most purchases are from repeat customers, not first-time visitors.

Google Analytics Data

Top audience is 25-34 years old and primarily male.

The primary driver of traffic to their website is organic search.

Most purchases are from firsttime visitors to the site.

Interpreting Reports



DEFINITIONS

- **Dimensions**: A description or characteristic of data. **Browser**, **Landing Page**, and **Campaign** are examples.
- **Segments**: A subset of sessions or users that share common attributes
- **Goals**: Settings to track actions or conversions on your site or mobile app
- **Events**: A type of hit that tracks an interaction with site content

WHAT ARE DIMENSIONS?

Dimensions describe your data. Each dimension can be given a different value.

You can use **secondary dimensions** to view your data with more granularity by adding another dimension to your report.



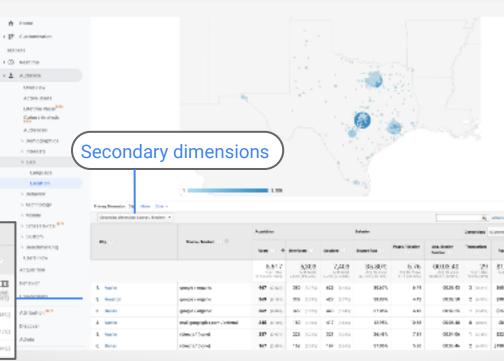
USING SECONDARY DIMENSIONS

Click the report of choice

Select Primary Dimension

Click the drop-down menu to select **Secondary Dimension**

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HOW TO USE FILTERS IN THE REPORTS

Use **Filters** to specify what you want to display in the report.

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HOW TO USE SEGMENTS

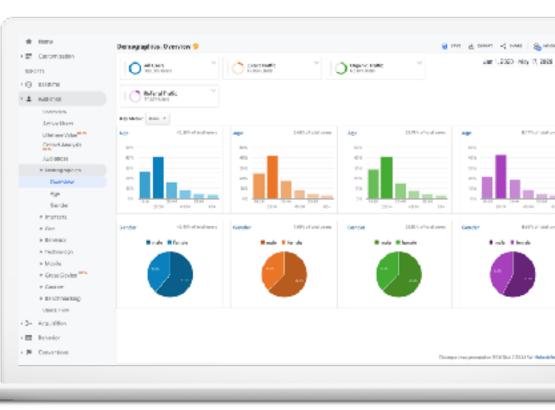
Segments are subsets of your Analytics data. You can isolate segments to analyze and respond to the trends in your business.

Use segments to understand the activities of a specific audience, or remarket to groups based on their trending actions.



SEGMENT TYPES

- Users: people who interact with your website
- Sessions: interactions by a single user, grouped together
- Hits: interactions during a session, such as pageviews, events, and transactions



BUILD NEW SEGMENTS

- Click **+Add Segment** at the top of your report page
- Click +New Segment
- 3 Name the segment
- 4 Define your segment
- 5 Click Save

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ABOUT GOOGLE ANALYTICS GOALS

Goals measure how well your site or app fulfills your target objectives.

They represent completed activities, called conversions, that contribute to the success of your business.



Source: Black Illustrations

GOAL TYPES

What are your business goals and how can you measure them?

- Purchases
- Subscriptions
- Page Views
- Clicks
- Form Submissions



Destination when a specific website location is loaded



Duration sessions that last a minimum amount of time



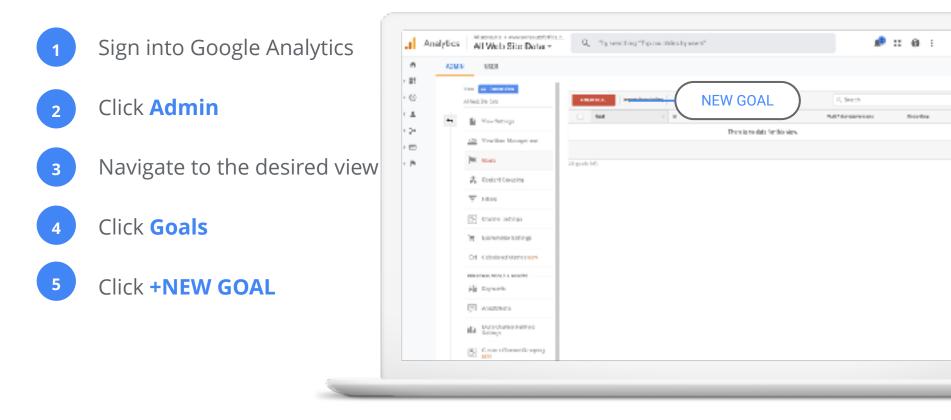
Pages/Screens per session

when a visitor views a minimum number of pages or screens



Event goals when an action defined as an event is triggered

SETTING UP GOALS



GOAL TYPES

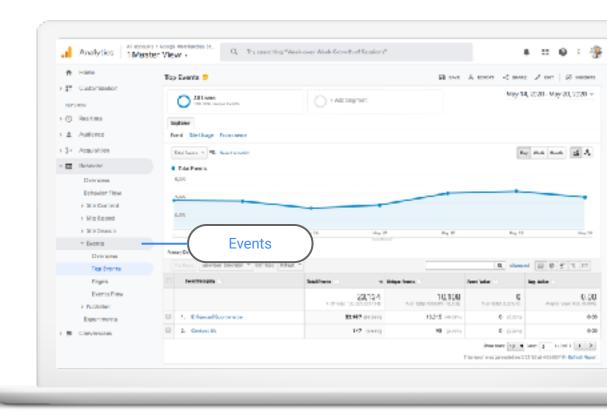
- Goals from a template
- Custom goals
- Smart Goals

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ABOUT EVENTS

Events are user interactions with content that can be measured independently from a page or screen load.

They offer insight into user interactions on your website.



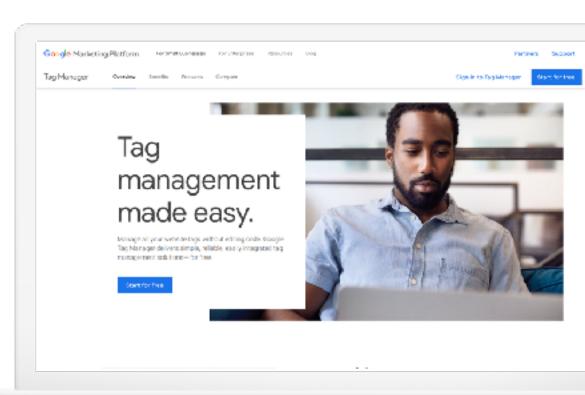
USING EVENTS

- Product previews
- Tracking engagement with embedded maps
- Video interactions
- Tracking form errors

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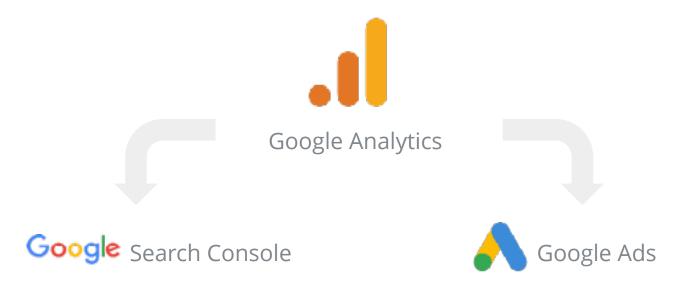
ABOUT TAG MANAGER

- Manage all your website tags without creating or editing code.
- Better understand your conversions, site analytics and more.



Using Analytics With Other Google Tools

CONNECT ACROSS YOUR GOOGLE PRODUCTS



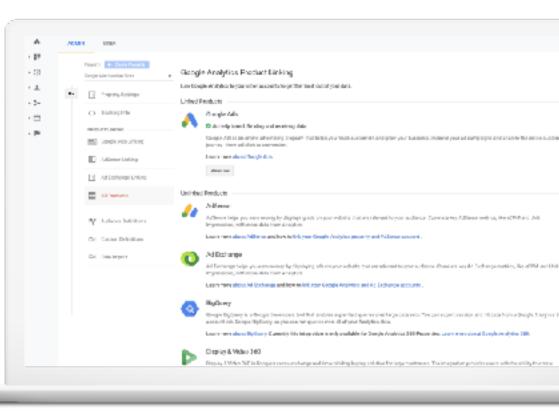
WHY LINK TO GOOGLE ANALYTICS?

- Learn what happens after users click on your ad
- Target specific users based on their previous behavior
- Use advanced machine learning
- Understand organic traffic and if keywords convert (or not)



GOOGLE ANALYTICS PRODUCT LINKING

- First: create an account for each product
- In Analytics, click Admin, then select All Products
- Select the Link button for each product you want to link to Google Analytics



Recap & Resources



GOOGLE ANALYTICS: NEXT STEPS

Potential Actions:







Review creative to represent the audience demographic. Consider product changes to tailor merchandise to all demographics.

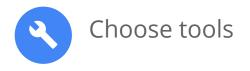
Review search queries and adjust bids and creative accordingly.

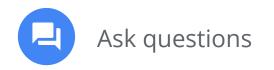


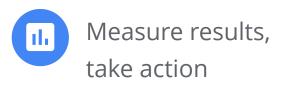
Consider offering promotions or a loyalty program to encourage repeat customers

WHERE TO GO FROM HERE?











BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps



Download the Primer app

g.co/primer







CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

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Quick Tip:

Register for virtual workshops

g.co/GrowOnAir

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

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Grow with Google

Thank You

