

Google Analytics Startup Guide 2020

< ___ > = Google Analytics Tab

First Steps:

1. Installation and setup
 - a. Setup a Google Analytics account by searching [google.com/analytics]
 - b. Click “Start for free”
 - c. Login with a google account (if you do not have one, create one by clicking “create account”)
 - d. After logging in, click “Setup for free”
 - e. Add an account name then read the “Data Sharing Settings” and check the boxes accordingly to how you see fit. (Usually checking all boxes is best for most businesses.)
 - f. Decide what media you’d like to measure (PC and/or app)
 - i. If your business does not have an app, click only PC
 - g. Enter your business name and URL to the homepage.
 - h. Choose industry category and time zone
 - i. Agree to Terms of Service
2. [Tracking Code Installation](#)
 - i. The tracking code collections anonymous information that tells you how users interact with your page
 - a. Different sites install tracking codes differently based on how the website was built. Follow the link above “Tracking Code Installation” for an in quick video of all the installation variations.
3. Excluding your own IP
 - a. If you do not exclude your own IP address, Google Analytics will track all the time you have spent on the site as “user traffic” and inflate your #'s making them inaccurate.
 - b. To change: Go to <Admin> at the bottom left-hand corner of the homepage, <view settings>, <Filter>, <Add Filter> Type name “my IP”
 - c. Click <Exclude> from the drop-down menu, then <“ All traffic from the IP address”>, finally <that begin with>
 - d. Enter the first half of your IP address. (go to google find your IP address by searching “my IP” then hit enter to search your IP address, copy first half), paste IP address in the <IP address> box back on Google Analytics and save.
4. Google Tag Manager: (optional)
 - a. Download Google Tag Manager
 - b. [Google Tag Manager Overview](#)
 - c. [How to install](#)
 - d. This software allows you to quickly edit tags on your webpage, without needing to go into the actual code of the site.

5. Chrome Plug-In: (optional)

- a. Page Analytics (By Google)
- b. Click “Add Extension”
- c. Plug-in works in real time, you can be on your website and click the “Page Analytics” drop down and it will give you all the data you need about your site.
- d. Will tell you % of the traffic in all areas of your site.
- e. Highlights the areas that people aren’t seeing on your page.
- f. [How it works](#)
 - i. This video is a demonstration on what the plug-in looks like and shows you what comes with it. Google Analytics will work just fine without this addition.

6. Scroll tag (optional)

- a. Scroll Depth: A google analytics free plugin for measuring page scrolling. It monitors the 25%, 50%, 75% and 100% scroll points, sending a google analytics event for each one. You can also track when specific elements on the page are scrolled into view, as well as which aren’t being seen.
- b. [Getting started with the scroll depth tag](#)

Key Terms To Know:

1. **Session:** A group of interactions a single user takes within a given time frame. Defaults = 30 mins.
 - a. Whatever a user does on site (purchase, browse, click) all = 1 session
 - b. Over 30 mins? = 2 sessions (reach 30 min mark, analytics reads as session 1 over session 2 begins as soon as the 30 min mark is hit)
 - c. Previously known as “Hits” however industry has switched to the phrase “session”
2. **Pageviews:** # of times users view a page
3. **Landing Page:** a landing page is the first page you “land on” after clicking a link. In this sense, a landing page could be almost anything: your home page, a blog post, a product page, a lead capture page, or anything with a link.
4. **Average session duration:** How long the user spends on site in total averaged across all users who visit.
5. **Time on Page:** Average amount of time a user spends on a page of your site.
6. **Pages PER:** Average # of pages viewed per session.
7. **Bounce Rate:** % of single page visits in which a person leaves your site from the landing page without browsing the page further
 - a. If homepage has high bounce rate = problem, people are not staying on the site at all
 - b. Some pages will have a high bounce rate because they give people the information that they have been looking for. = they find it on your page, then click off because they are done looking for the information that you gave them.
 - c. Time on Site > Pages Per Session > Bounce Rates (**Priority of importance**)

- d. Some pages will have higher/lower “engagement rates” adjust the pages accordingly to either highlight the pages that get a lot of traffic or spruce up the pages that don’t get much attention
- 8. Audience:** “Who is visiting our site?”
- a. <Audience>, <Counter graphics>
 - b. The overview allows you to see age, gender, and who is most engaged.
 - c. Now you know
 - i. Where your audience lives
 - ii. Who they are (age, gender, etc.)
- 9. Acquisition:** “Where are they coming from?”
- a. <Acquisition>, <All Traffic>, <Source and Medium>
 - b. Here you can see referrals, and how ad campaigns work on the site. If people click off the ad, you will see that data here. = stop paying for the ad if it is not driving engagement
 - c. Social tab: will show how your social media pages engage with your audience. If certain social media are doing better than others, continue to drive more traffic to the areas that are doing well. Use this to make a “content calendar”. Use this to also refine approaches to media that aren’t doing so well.
 - d. “What are they using to find our site?”
 - i. <Audience>, <Mobile>
 - ii. This will show what devices people will use to find you. PC, phone, tablet, etc.
- 10. Behavior:** “What are they doing once they are on the site/what are their interests?”
- a. **Affinity categories:** You can add audience targeting to ad groups and reach people based on who they are, their interests, and habits, what they’re actively researching, or how they have interacted with your business.
 - b. **In-Market Segments:** are a group of people who share one or more common characteristics, lumped together for marketing purposes. Each market segment is unique, and marketers use various criteria to create a target market for their product or service. Marketing professionals approach each segment differently, after fully understanding the needs, lifestyles, demographics, and personality of the target consumer.
 - c. <Audience>, <Interests>, Affinity categories. This will link you to all the other interests that people who search your page are looking for.
- 11. Utm Codes:**
- a. A simple code that you can attach to a custom URL in order to track a source, medium, and campaign name. This allows Google Analytics to tell you where searchers came from as well as what campaign directed them to you.

Key Metrics to Pay attention to:

- Audience > Geo > Location
- Audience > Demo > Location
- Acquisition > All Traffic > Source/Medium
- Acquisition > All Traffic > Referrals
- Acquisition > Social > Network Referrals
- Audience > Mobile > Overview
- Audience > Interests > Affinity Categories
- Audience > Interests > In-Market Segments
- Behavior > Site Search > Search Terms
- Behavior > Site Content > All Pages
- Behavior > Behavior Flow

Tips for being successful in Google Analytics and getting the most out of it:

- ❖ **How to Export Data and settings for the data to be exported**
 - EXPORT Button (CSV files or Excel)
 - Best way of sorting through the data – EXCEL – “Sort Button” – sort by:
 - AVG. Session Duration (Largest to smallest)
 - Pages/Session (Largest to smallest)
 - Bounce Rate (Smallest to largest)
- ❖ **Think about why people are visiting your site. -They are looking for information.**
 - HIGHLIGHT THE PAGES THAT GET A LOT OF TRAFFIC! High traffic is a good indicator that a page is working and helps users find what they are looking for. Use Facebook, Twitter, etc. to let people know what page has helped others get the answers to questions they had and promote people to visit that page.
 - Demand <> Fulfillment
 - This can change, don't get down on yourself if a page that once did well is now beginning to down tick.
 - Google Analytics is a full time job, everyday the demand **can** change, listen to your audience.
 - Making assumptions will hurt your page. Don't assume certain people will go to certain pages on our site. Analytics will give you data that will determine what the people want to see or don't want to see, adjust the site accordingly.
- ❖ **Think about your site's appearance on multiple platforms. - It will look different on a PC than it does on a phone.**
 - When you build a new page on your website don't look at it on a huge monitor or tv. Look at the page on your phone, tablet, tv, or any other way you can access the site. Mobile browsing is where most of the traffic will come from, so don't neglect to take into account how the site will appear on smaller screens.

❖ **Recycle and reuse content. - You already have the content, don't waste time recreating another (slightly-different) version.**

- For example: "2014 Golf Outing, 2015 Golf Outing, 2016....."
 - If you look up "golf outings", you will get one of these links. However, instead of renaming it after each sequential year just name it "Golf Outing". This will keep your site from competing with itself, while also keeping the content up to date. No need to write the same thing repeatedly.
 - Take all the time it would normally take to rewrite the same content and put it towards ad campaigns and marketing for the event.
 - Take post down after the event has passed, change date and any other info that needs to change, then repost when the event comes back around.

❖ **Every second counts - load time should be 4 seconds or less.**

- 2 ½ to 3 seconds to grab their attention. If it isn't attention grabbing or loads fast enough, they are gone and probably won't come back.
- Page load times matter
 - <Behavior>, <Site Speed> will tell you what pages are fast, and which are slow. Video, pictures or any kind of media (including words) will slow down the site. Must balance out content and loading speed.
 - Do we have something on the page that would work better on another page? If we move it will the page run faster?
 - Click the blue text in the <Site Speed> to open Google's "Page Speed Insights/Suggestions"

❖ **Call to action.**

- Visitor guide/Newsletters request email sign up. Often found at the bottom of the page. Why do we spend so much money on something that is barely seen? One of the most important parts of our page is not highlighted.
- Make these ads as pop ups rather than just let it sit at the bottom of the page.
- While pop ups are annoying, it is better than having the guide sit at the bottom of the page possibly unseen (some people won't scroll to the bottom of the page = wasted money on ad.)

❖ **UTM Codes.**

- Often people send the homepage URL to the AD companies, this is bad practice. Make a custom URL to follow that specific ad campaign. This will also give us transparency to see if the AD is actually doing well rather than just the homepage itself is doing well.
- URL to create these codes:
 - <https://ga-dev-tools.appspot.com/campaign-url-builder/> or google "campaign URL builder"
- Once there:
 - Paste Website URL

- Fill Campaign Source URL:
- Campaign Name:
- It will build the URL for you
- Copy the newly built URL and send that to the AD company
- <Homepage> , <Acquisition>, <Campaigns>, <All Campaigns> will give you all the information you need on every AD campaign that you have on your site.
- BE SPECIFIC ON THE UTM CODES. Should have a name that will remind you of the company/ad they are linked to.
- Anything paid on your site should have a UTM code

❖ Create Goals.

- What are your goals?
- <Admin Controls> , <View Settings>, <Goals>
- Variety of ways to set goals.
- Want to drive up welcome guide requests? Copy and paste the URL from the “Thank You” page that the viewer is relocated to after they have agreed to sign up.
- Under Goal Details: paste the URL. This will tell google, every time someone views this site it means they signed up for the welcome guide. Track the # of viewers this page gets. The goal is then established and tracked.

❖ Landing Pages.

- “Listings” = Landing Pages
- “Hits” = Sessions
- Refer to these accordingly, “listings and hits” = red flag. Industry does not use those words anymore, be on the side of correct word usage.
- Keep the content changing. (Video, pictures, blogs) anything to EXTEND THE STORY. Keep people on the site looking at the other pages, send them down the rabbit hole with content.
- To find out how your blog did (or any other form of media)
 - Copy the URL, go to the <Homepage>, <Behaviors>, <All Pages>, then paste URL into the search bar. This will show all activity on this URL.
 - Secondary Dimensions:
 - This is a dropdown navigator that will specify what data you want to look at (you can choose the data in the dropdown menu)

❖ Get an SEO/SEM analysis done for your site

- ~ how our site performs (Search Engine Optimization)
- Will most likely cost money, “best money your company will have ever spent, have to spend money to make money.”
- People are searching for answers, you need to be relevant in providing the answers to those questions.
- This will tell you if you are answering/providing content related to searches that are related to your business. (First links that pop up when you use a search

engine. High SEO = first page, top of page. Low SEO = any page after the first page of links that the engine gives the user based on their search.)

- How to fix your SEO without paying money?
 - Think of website viewers as rats in a maze. Follow their path to find what is most valuable. What are they looking at and how can we be the most useful source for them to find what they need?”
 - Once you have the answer to that question, adjust your site's content to adhere to your audience.
- <Behavior>, <Behavior Flow>, here you can see how people are entering the site and where they are going throughout the site. We want there to be movement throughout the site. If there is no movement, the box will have a red box next to it, indicating that the session ended on that page.
- ❖ How to handle awards and notoriety
 - “Forbes 10 coolest cities to visit”, rather than screenshotting the acknowledgement and throwing it up on your homepage, make a piece of content out of it.
 - Create a blog explaining why your city is cool, how you made it onto that list. If your city or business was highlighted for a certain aspect, highlight that even more with additional content that the acknowledgement didn't mention.
 - Also link the article where you were acknowledged, this will “double up” your content. Having the “Forbes article” or whatever source of outside notoriety link inside of a blog post about the article itself (written by one of you) gives you double exposure. You are promoting yourself by showing off an outside source who took the time to also promote you.
- ❖ If your site has a search feature
 - Keyword Research:
 - <Behavior>, <Site Search>, this will show the terms that people are looking up on your site and how much of a specific content people are looking for.
- ❖ What works on your page and what doesn't?
 - <Behavior>, <Site Content>, <All pages> this will show where people are spending the most time on your page.

Takeaways & Goals:

1. Install Google Analytics
2. Start using exports to better analyze data
3. **Develop a consist process for analysis**
4. Familiarize yourself with the different menus
5. Exclude your IP address to ensure accurate data (at the office)
6. Use custom dates to ensure your measuring applies to what you intend to compare
7. Leverage Site Search Data to meet the needs of your site visitors
8. Identify your best/worst content pages
9. **Recycle your best content**

10. Deploy the 12-month plan
11. Develop a system to give content within content “related videos, pages, pictures, etc.”
12. Measure the performance of your shared pages
13. Use secondary dimensions to drill into your data for more specific data
14. Pay attention to user flows on the site
15. Content wrap articles
16. Conduct an SEO analysis
17. Leverage SEM
- 18. Be Useful**
19. Conduct Site Speed Tests
20. Install a Scroll Depth Plugin
21. Position your major call to actions for success
22. Create a series of goals in Google Analytics
23. Action items to help accomplish the goal
24. Install the Page Analytics Plugin on your Chrome Browser
25. Start using UTM codes aggressively
- 26. KEEP LEARNING**
 - a. [Google Analytics Academy](#)