Business Insights Using Google Analytics

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- ❖ Google Analytics
  - ➢ Google Analytics help you determine and quantify if people are doing what you want them to do.
- ❖ 80/20 approach
  - ➢ Pareto Principle - 80 percent of your results are really driven by often 20 percent of your marketing efforts.
- ❖ Google Analytics in Determining Business Questions
  - ➢ Where are my leads actually coming from?
    - ■ In Google Analytics, you can look at the traffic sources to see which are generating as well as the location of your leads.
  - ➢ Is my marketing actually working?
    - ■ With Google Analytics, you'll be able to determine which channel is working and equally important which channel is not working.
  - ➢ How effective is your website? Is it doing its job of converting people?
    - ■ Analytics will help you determine why people are leaving your website and then not doing what you want them to do.
  - ➢ Is social media actually working in your business?
    - ■ You'll also be able to determine if social media is actually working in your business through quantifying in Google Analytics.
- ❖ Using Google Analytics for Your Business
  - ➢ Determine what specifically you want to track
    - ■ Identify what specifically you want to track within Google Analytics.
    - ■ Classic kind of things that you might want to track would be:
      - ● somebody filling in a contact form
      - ● phone calls
      - ● somebody signing up to your newsletter
  - ➢ Setting up the goals
    - ■ Manually set-up the goals by going to the admin section and then in the view panel you click on goals and you can create your goals there.
  - ➢ Create trackable links
    - ■ Create trackable links for all your marketing to help you in the classification of your marketing channels so that when you go into analyzing your reports then the data is really useful and it can help you make some really good decisions.
  - ➢ Analysing your reports
    - ■ Once you've kind of set up your goals and done creating trackable links in all your marketing, now you can start analysing your reports.

- ❖ Sample kinds of reports you can create
  - ➢ Traffic Channel's report
    - ■ This categorizes the traffic sources that somebody has come to your website. So a classic channel definition might be:
      - ● Google organic - that's what you ranked for organically in SEO.\
      - ● Social - so they're all your social channels group by that channel
      - ● Direct - which somebody has typed in your website URL into the search bar.
    - ■ Go into traffic Channel report and we analyze those channels and the associated number of leads that those channels have generated as well as the channel conversion rate.
      - ● Conversion rate - the amount of people that have done the goal based on the number of people who have come to the website.
  - ➢ Location Report
    - ■ Analytics will tell you the location of your leads through location report and you can see that where the leads are coming from based on country and certain regions and even cities.
  - ➢ Funnel Visualization Report
    - ■ Funnel - the steps that need to be satisfied before people land on that payment confirmation page.
    - ■ Setting up funnel will help you run what's called a funnel visualization report in analytics to see just how many people started at the funnel and at various points, where did they fall off but the important information is to know that if they didn't fall off.
    - ■ Another helpful information that you can get is where did they go, did they leave your website or did they go and visit another page?
  - ➢ Goal Report
    - ■ This will tell you just how many goals have been achieved as well as the traffic sources that have generated those leads.
  - ➢ New versus returning report
    - ■ This report will help you analyze how did you bring your visitors back.
    - ■ It splits up the traffic between a new visitor vs. a returning visitor and importantly you want to see how the goals are tracking for each of those different types of users and you most likely will see that a returning visitor will convert much much higher than a new visitor.
  - ➢ Segment
    - ■ This report enables you to slice and dice your account by pulling out a certain group of people and to see how they behave.
    - ■ Samples of Segment

- Whales - "The best customers". The people who spend the most. So you can create a segment for such people by their revenue per user being greater than a certain amount.
- Age and Gender - You could also have a look at the age and gender of such of your best customers so that maybe if you're running Facebook ads you know exactly which age and demographic of people you want to target as well as the specific products that such people buy and then maybe in your email marketing, you would offer those specific products because you know that the people who spend the most buy those specific products.
- Engaged users - Another kind of segment you might have a look at your engaged users and then see the pages at your engages users are looking at as well as where they're specifically coming from. With social media being such an important component to everyone's marketing you can create a segment for social media to see the e-commerce activity for example of your social media traffic as well as the specific products that have been purchased by just the social media group of people. And then when you continue to run maybe some social media ads you know exactly the products you want to show them as well as where they're located.
- Time spent on your website - Segment based on the time spent on your website and this is really to compare the difference in behaviour of such people.
- ➢ Site Speed
  - Improve the website load speed and Google Analytics has a whole section on site speed
  - You can see exactly the various load time of certain pages and you might find that there is just a handful of pages that are really slowing things down for people and maybe they just need some images compressed or you could possibly change your hosting provider to try and improve the overall website speed.