

Google Analytics

CHEAT SHEET



Using Google Analytics to Answer
5 QUESTIONS Critical to Success

A PUBLICATION OF



GOOD DATA IS THE FOUNDATION FOR MAKING SMART DECISIONS.

With complete and accurate analytics in hand, organizations are equipped to continually improve their online experiences, so their audience and potential customers have an opportunity to achieve the organizations' desired online outcomes.

Before you can establish these online goals for your team's digital marketing efforts, you must first take a step back and perform a thorough analysis of your website's analytics. A clear snapshot of your organization's online experience today can then be used to determine where you want to be and how to get there.

Google Analytics provides significant online data for your team to review. Within the information that Google Analytics gathers and displays, organizations can easily compare the current and historical website traffic. Key areas for review are:

Sessions (visits)

Users (unique visitors)

Page Views

Pages / Session (pages/visit)

Avg. Session Duration

Bounce Rate

Organizations may easily access information that can help digital teams answer five key questions critical to the success of an organization's digital marketing strategy:

1. WHERE ARE CUSTOMERS COMING FROM?

The Acquisitions navigation within Google analytics provides users a great snapshot to determine:

- Which websites your audience came from to get to your website
- How long the users remained on your website
- How many pages users viewed while on your website

This data identifies the strong referring channels, so digital marketing specialists can focus marketing efforts within those channels.

Acquisition > All Referrals

The overall referrals that are directing the most traffic to your organization's website. URLs listed under the SOURCE column are the specific website pages that are referring people to your website.

Acquisition > Social > Network Referrals

Highlights the visitors that came to your website from a social network platform (i.e.. Facebook, Twitter, etc.). Within this display, further filter the data using these Secondary Dimensions:

TIME: to review any time-of-day trends that will provide efficiencies to your social networking efforts

CITY: to determine if there is a geographic popularity with your site. A large geographical interest could in fact be an emerging market for you to consider testing a PPC advertising campaign.

Acquisition > Social > Landing Pages

Pages that are most frequently accessed by users who clicked a social network link to visit the website. Within this display, further filter the data using these Secondary Dimensions:

Date

Day of the Month

Day of Week Name

Hour

This filtered information helps the organization's identify and schedule optimal content for social media posts and updates.

2. WHAT KEYWORDS DID VISITORS USE TO ACCESS YOUR WEBSITE?

Acquisition > Key Words > Organic

Though most of the keywords used to find your website in Google searches have been hidden within the “(not provided)” field, a few of the identifiable keywords and phrases are still accessible.

Additionally, your organization may access the following tools in order to discover a greater number of keywords and phrases that your website visitors use to access your website:

Google Webmaster Tools: Search Queries

a. **Google Webmaster Tools** - Provides the list of the top keywords and phrases that visitors used to search for your website.

Acquisition > Ad Words > Campaigns

b. **AdWords account to Analytics** - Google Analytics reports the search/clicks from keywords used in your ad campaign.

3. WHAT SITE CONTENT DOES YOUR AUDIENCE LIKE?

Behavior > Overview > Site Content > All Pages

Identifies the landing pages on your website that have received the most visits. These are likely pages/posts that visitors most enjoyed.

4. ARE USERS RETURNING TO THE WEBSITE?

Audience > Behavior > Frequency & Recency

Tabulates the number of sessions/visits from each website visitor. This report helps identify whether users are visiting your website multiple times. This is important information to know, especially if you have noted there are no conversions during this period.

5. WHERE ARE VISITORS EXITING THE WEBSITE?

Behavior > Site Content > Exit Pages

High exit rate pages compared with those pages that are of high value (i.e. sign up page, download the free guide, etc.) can help prioritize the “landing pages” within your current site that need immediate attention.

SUMMARY

Measurement isn't just about understanding data; it's about understanding your audience. Google Analytics puts tools in your hands that give you clues about audience behavior and desire. When you know how people access your site and interact with you online, you can constantly improve the experience for better engagement, return and conversion.

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