HOW TO GET THE MOST OUT OF GOOGLE ANALYTICS

Nico Brooks and Kris Skavish

Two Octobers

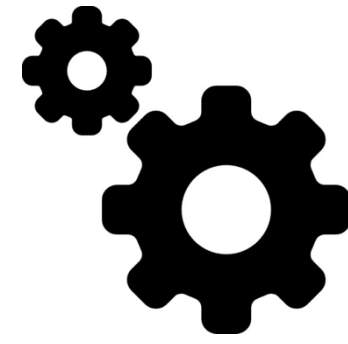9/28/2017

YOUR ILLUSTRIOUS PRESENTERS

Kris Skavish has been part of the Denver tech startup scene since the early 2000s, including leadership roles at Jabber and Local Matters. Kris oversees the team of fanatically analytical digital marketers at Two Octobers, a Denver digital marketing agency.

Nico Brooks has been helping marketers set up and use Google Analytics since the product first launched in 2005. Nico oversees the Analytics practice at Two Octobers. He is also an organizer of the Denver Google Analytics Meetup and an adjunct professor of marketing at the Daniels School of Business.

DEN
STARTUP WEEK

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WHAT WE ARE GOING TO TALK ABOUT

GETTING GA SET UP RIGHT

- **WHO**
- **HOW**
- **WHAT**

USING GA

- **WHO**
- **HOW**
- **WHAT**

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GETTING GA SET UP RIGHT

WHO

GA CONFIGURATION & TROUBLESHOOTING TAKES A CERTAIN KIND OF PERSON

skills:

GAIQ certified
GTM certified
HTML
Javascript

characteristics:

detail-oriented
programmer brain
problem solver

agency vs. in-house vs. consultant?
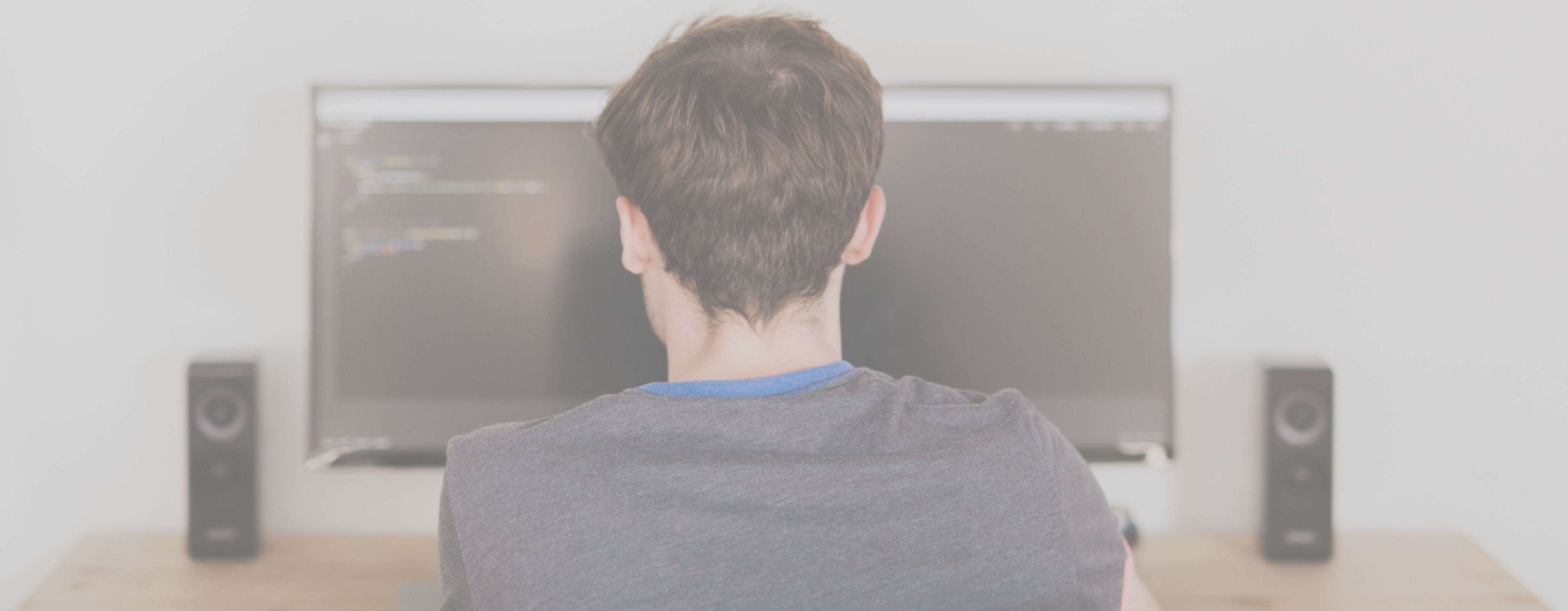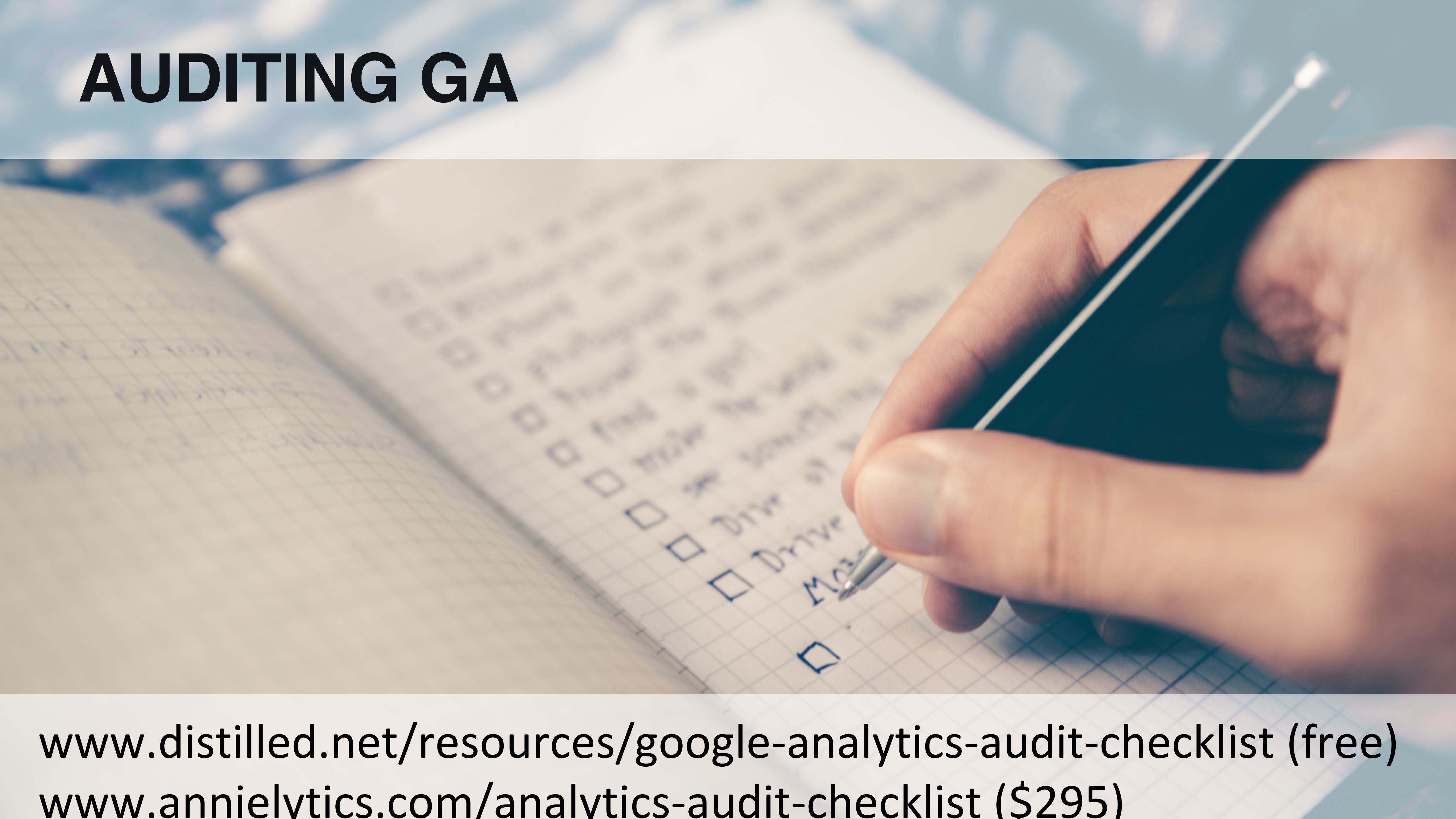
GETTING GA SET UP RIGHT

HOW

GA IS FREE, GOOD PEOPLE AREN'T

BUDGET MONEY AND/OR TIME

AUDITING GA

www.distilled.net/resources/google-analytics-audit-checklist (free)
www.annielytics.com/analytics-audit-checklist ($295)

WHAT'S THE BIG DEAL?
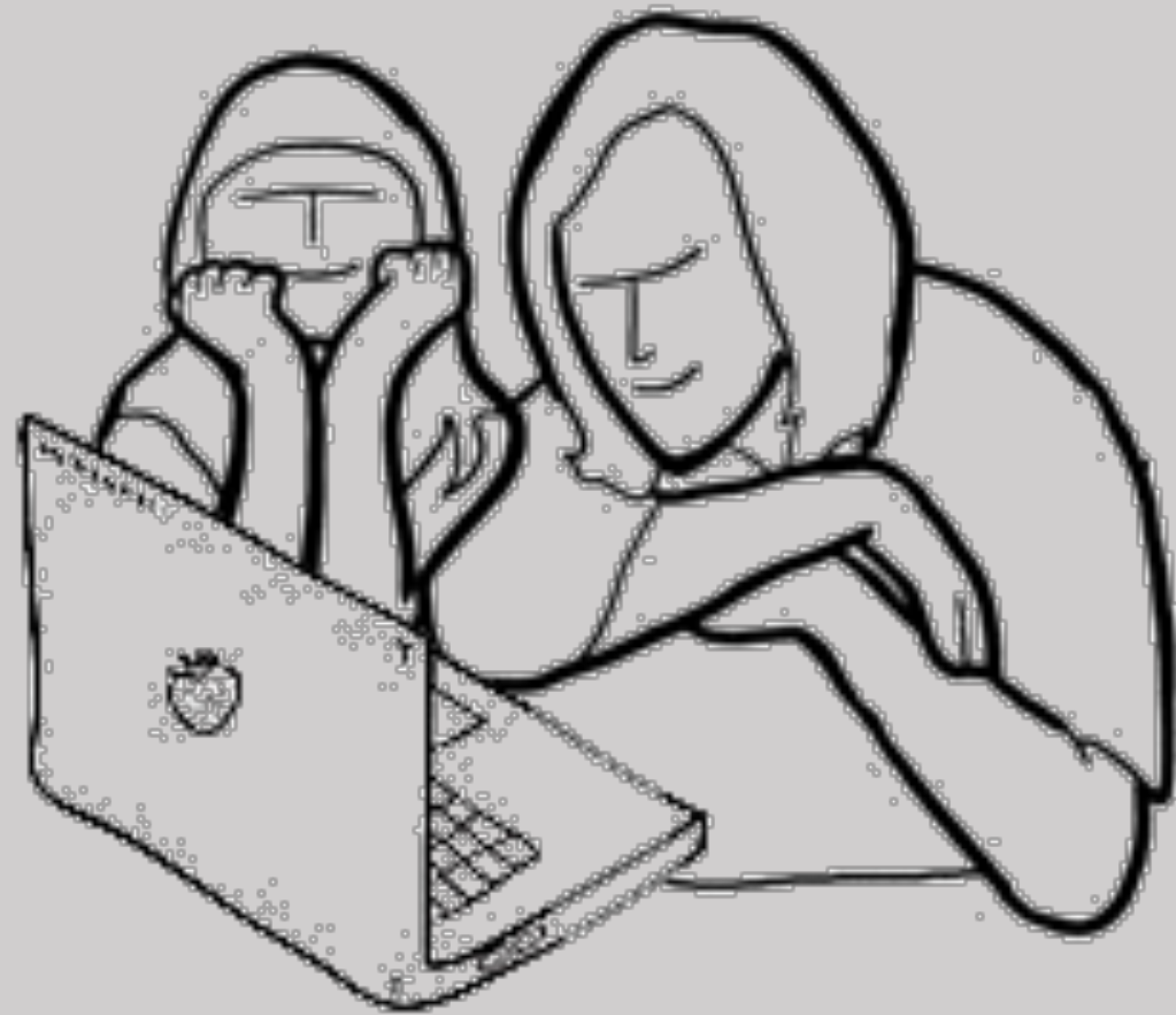
USE THE DATA!

Data geeks hanging out in their data-geek hidey hole.

The people running the business.

USE THE DATA!

Everyone gathered together around the warm glow of data.

GETTING GA SET UP RIGHT

WHAT

#1 USE GOOGLE TAG MANAGER

GTM is a free product offered by Google that makes implementing and managing tracking tags much easier.

It is what's known as a 'container tag'. The GTM tag itself is a snippet of Javascript code. Once placed on the site, it loads any other tags that have been placed in the container via the web interface. It has built-in support for Google Analytics events, ecommerce tracking, cross-domain tracking, and other Google Analytics features that otherwise require development hours to implement.

Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Tags

NEW

Name	Type ↓	Firing Triggers	Folder	Last Edited
eCommerce Transaction	Universal Analytics	‹› ecommerceTransaction event	Unfiled items	13 days ago
GA - Event - Scroll Tracking	Universal Analytics	‹› Event - Scroll Tracking	LunaMetrics Scroll Tracking Plugin	4 months ago
Google Analytics No Ads	Universal Analytics	👁 Code Page 👁 HOC Pages 👁 Icon Editor Page 👁 Youtz	Unfiled items	2 months ago
Sign Up Event	Universal Analytics	🖱 sign up click	Unfiled items	3 years ago
Get a Free Account Event	Universal Analytics	🖱 get a free account click	Unfiled items	3 years ago
Try It For Free Event	Universal Analytics	🖱 try it for free click	Unfiled items	3 years ago
Video Click Event	Universal Analytics	🖱 video click	Unfiled items	3 years ago
Checkout Click Event	Universal Analytics	🖱 checkout click	Unfiled items	3 years ago
Universal Analytics	Universal Analytics	👁 All Pages	Unfiled items	2 months ago

#1

#2 REVIEW GOALS

Goal conversions can be triggered by specific page views, events, pages per visit, or session durations. Goal conversion are displayed as a metric in most GA reports.

Use your most imporant user actions as goals.

- Steps in the purchase funnel
- Form submissions
- Calls
- Downloads

If you can describe something you want people to see or do on your website, it can be tracked as a goal.

(Don't believe me? Come on, let's do this!)

#2

BAD GOALS

GOOD GOALS

Are of insignificant value

Don't work

Are named incorrectly or misleading

Are for pages/events that no longer exist

Trigger for most of your users

Measure something of business value that happens on your website

Work

Anyone can understand from their name

#2

#2

Navigate the website. Note the things people can do that correlate to business value.

List what you think makes sense to track as a goal.

Share with stakeholders to get validation and input.

A good goal in GA has value to the business:
We have the goal "contact form fills" *because it* tracks submissions from the contact us page *which is important to the business* in gauging interest in the company.

CALL TRACKING IN GA

dialogtech   CallRail

switches # based on traffic source

(303) 993-0048 SEARCH SCHEDULE NOW

DENVER CARPET & FLOORING
Colorado's Flooring Peak

CARPET   FLOORING   TILE   IDEAS   ANSWERS   RESIDENTIAL   COMMERCIAL   ABOUT US   CONTACT

#2

#3 SET UP EVENTS

Events send data (category, action, label) based on what a visitor does on a page.

Events provide a window into what visitors do on a page. They also give you the ability to collect structured data.

Events are triggered by something that happens on a page, usually driven by a JavaScript event.

Track link clicks as events

Category	Request a Call
Action	Click
Label	Solar Shingles

#3

Track off-site link clicks as events

Category	Driving Directions
Action	Click
Label	Cherry Creek

#3
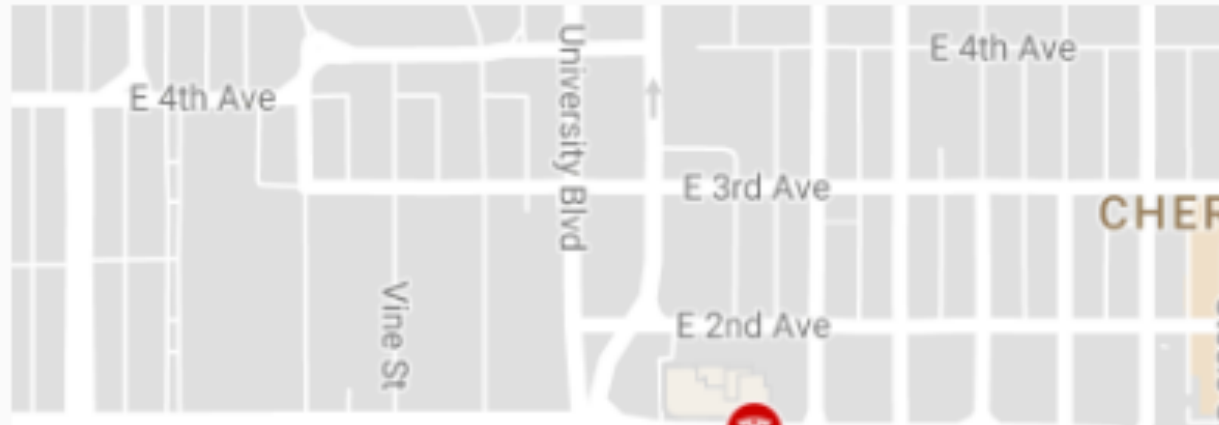
Track on-page view option clicks as events

Category	Design
Action	Price-View
Label	Cash

#3

Track pop-up windows as events

Category	Contact
Action	Open
Label	Chat

#3

Event Category	Event Action	Total Events ↓	Unique Events	Event Value	Avg. Value
		100,393 % of Total: 100.00% (100,393)	82,692 % of Total: 100.00% (82,692)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. Scroll Tracking	25%	40,230 (40.07%)	32,118 (38.84%)	0 (0.00%)	0.00
2. Scroll Tracking	50%	29,947 (29.83%)	24,482 (29.61%)	0 (0.00%)	0.00
3. Scroll Tracking	75%	21,970 (21.88%)	19,210 (23.23%)	0 (0.00%)	0.00
4. Scroll Tracking	100%	6,436 (6.41%)	5,956 (7.20%)	0 (0.00%)	0.00
5. Add to Cart	undefined	1,287 (1.28%)	547 (0.66%)	0 (0.00%)	0.00
6. Complete Purchase	undefined	252 (0.25%)	155 (0.19%)	0 (0.00%)	0.00
7.	Social	163 (0.16%)	120 (0.15%)	0 (0.00%)	0.00
8.	Talk to Us	27 (0.03%)	23 (0.03%)	0 (0.00%)	0.00
9.	Play	20 (0.02%)	20 (0.02%)	0 (0.00%)	0.00
10. Video	25% Watched	16 (0.02%)	16 (0.02%)	0 (0.00%)	0.00

Behavior > Events > Top Events

#3

#4 SET UP SCROLL TRACKING

Scroll tracking tells you what percentage of users scrolled down a page. This is especially important for parallax-style, single-page websites.

Bonus: more accurate picture of bounce rates

"the fold"

38% of visitors

50%
down the page

32% of visitors

75%
down the page

6% of visitors

#4

LunaMetrics created a
'recipe' that makes setting
up scroll tracking super-
easy, if you are using Google
Tag Manager

GOOGLE   scroll tracking recipe for GTM

All   Shopping   Images   Videos   News   More ▾   Search tools

About 26,000 results (0.74 seconds)

Scroll Tracking Recipe for GTM | LunaMetrics
www.lunametrics.com/labs/recipes/scroll-tracking/ ▾
Instructions. Download Container File. Download the container JSON file. Import JSON File into GTM.
Log into your own Google Tag Manager container and head to the Admin section of the site. Update
With Your Own Tracking ID. Preview & Publish.

#4

#5 USE UTM PARAMETERS

When linking to your website in Facebook, Twitter, emails, or any other marketing channels, appending UTM parameters to the destination URL gives you the ability to specify the source, medium, campaign and other attributes that appear in GA when a person clicks on the link.

xyz.com/?utm_source=newsletter&utm_medium=email

Search reports and help

AUDIENCE

ACQUISITION

Overview

▾ All Traffic

Channels

Treemaps

Source/Medium

#5

Sort Type: Default ▾

	Source / Medium ❓	Acquisition			Behavior		
		Sessions ❓ ↓	% New Sessions ❓	New Users ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Ses: Duration
		15 % of Total: 100.00% (15)	**80.00%** Avg for View: 80.00% (0.00%)	**12** % of Total: 100.00% (12)	**93.33%** Avg for View: 93.33% (0.00%)	**1.07** Avg for View: 1.07 (0.00%)	**00:00** Avg for 00: (0
☐	1. (direct) / (none)	10 (66.67%)	90.00%	9 (75.00%)	100.00%	1.00	00:0
☐	2. google / organic	4 (26.67%)	50.00%	2 (16.67%)	75.00%	1.25	00:0
☐	3. awesome / sauce	1 (6.67%)	100.00%	1 (8.33%)	100.00%	1.00	00:0

Show rows: 10 ⇕ Go to: 1 1 - 3 of 3 ‹ ›

This report was generated on 9/24/17 at 3:48:43 PM - Refresh Report

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#6 USE ANNOTATIONS

Record traffic-affecting events for easy recall.

When did that email campaign go out?

When did we eliminate that product/offering?

When did the redesign go live?
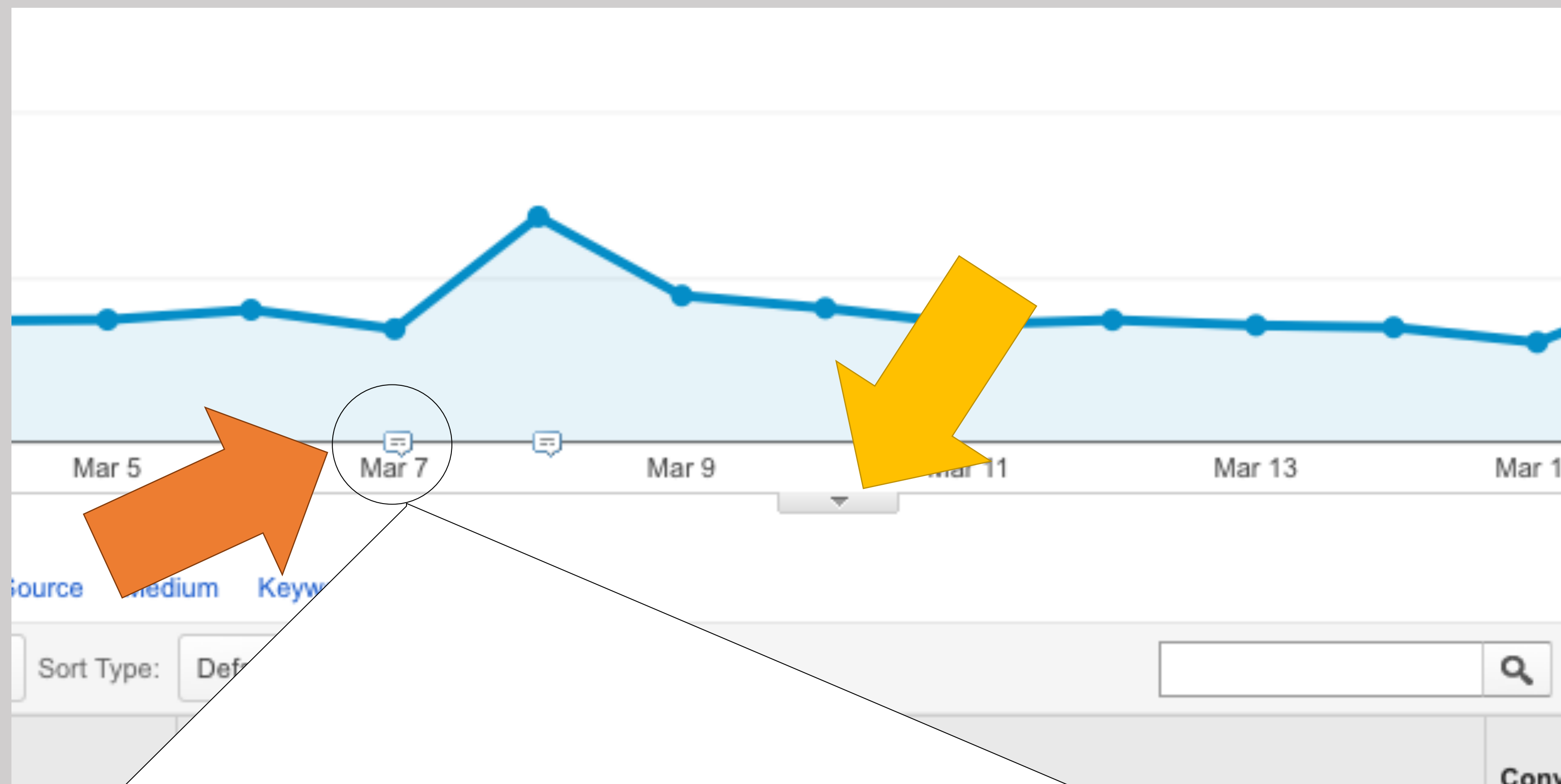
RECAP

1. *Use Google Tag Manager*
2. *Review goals*
3. *Set up events*
4. *Set up scroll tracking*
5. *Use UTM parameters*
6. *Use annotations*

SO HOW DO YOU GET THERE?

USING GOOGLE ANALYTICS

WHO

**GA REPORTING
& ANALYSIS
TAKES A CERTAIN
KIND OF PERSON**

skills:

GAIQ certified

advanced Excel/Sheets

data visualization

characteristics:

curious

wants to understand why

data-scientist brain

business-literate

marketing knowledge

in-house

USING GOOGLE ANALYTICS

HOW

Get with stakeholders and understand the KPIs that matter to them.

Invest the time to reconcile GA numbers with other metrics used in decision making*.

Deliver the data in a format and frequency that integrates with their decision making.

Always ask for feedback when you deliver data/reports. Is it being used? What would make it better/more useful?

* CRM systems, email tools, social media, eCommerce platform, 3rd-party advertising, etc.

USING GOOGLE ANALYTICS

WHAT

LIVE DEMO

1	Compare traffic volume, engagement metrics, and conversion metrics across categories of traffic.	Acquisition > All Traffic > Source/Medium Add advanced segments
2	How multi-visit users are coming to your site. What campaigns contributed most to the customer journey.	Conversions > Multi-Channel Funnels > Top Conversion Paths Conversions > Multi-Channel Funnels > Assisted Conversions
3	See how different performance looks with different models.	Conversions > Attribution > Model Comparison Tool
4	Tells you more about your visitors and converters.	Audience > Interests > Affinity Categories
5	Follow exactly what individual users do.	Audience > User Explorer
6	See the steps people take to get to your goal, and where they fall off.	Conversions > Goals > Funnel Visualization *Enable in goal setup:* Admin > View: Goals > Goal Details

Google Analytics demo account: https://support.google.com/analytics/answer/6367342

SO HOW DO YOU
GET THERE?

Just whet your appetite? Want to drop some GA knowledge of your own?

Join the Denver Google Analytics Meetup!

5-minute Analytics Audit

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f Tell a friend 🐦 Share

🕐 **Tuesday, October 10, 2017**
6:00 PM

📍 **Two Octobers**
1060 Bannock St. Suite 200 , Denver, CO (edit map)

For this month's meetup, Ronnie Guidry will be leading off with a run through of a five-minute Analytics audit. After that, we'll have a few people doing audits, so please bring an account to look at if you would like some free help. There will also be the usual chatting and bonding over our mutual love* of GA.

Note that this meetup will be held at Two Octobers, who will also be sponsoring snacks and beer!

* like any relationship, there's also an occasional WTF?