



DENVER

STARTUP WEEK

HOW TO GET THE MOST OUT OF GOOGLE ANALYTICS

Nico Brooks and Kris Skavish

Two Octobers

9/28/2017



YOUR ILLUSTRIOUS PRESENTERS

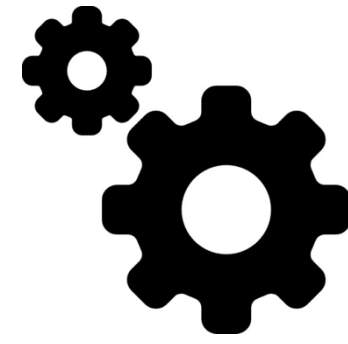
Kris Skavish has been part of the Denver tech startup scene since the early 2000s, including leadership roles at Jabber and Local Matters. Kris oversees the team of fanatically analytical digital marketers at Two Octobers, a Denver digital marketing agency.



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.



WHAT WE ARE GOING TO TALK ABOUT



GETTING GA SET UP RIGHT

WHO
HOW
WHAT



USING GA

WHO
HOW
WHAT

TITLE SPONSORS



TRACK SPONSORS



HEADLINE EVENT SPONSORS

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Reach Further™



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BOLDLEGAL

pear
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Swiftpage





GETTING GA SET UP RIGHT

WHO

GA CONFIGURATION & TROUBLESHOOTING TAKES A CERTAIN KIND OF PERSON



skills:

GAIQ certified

GTM certified

HTML

Javascript

characteristics:

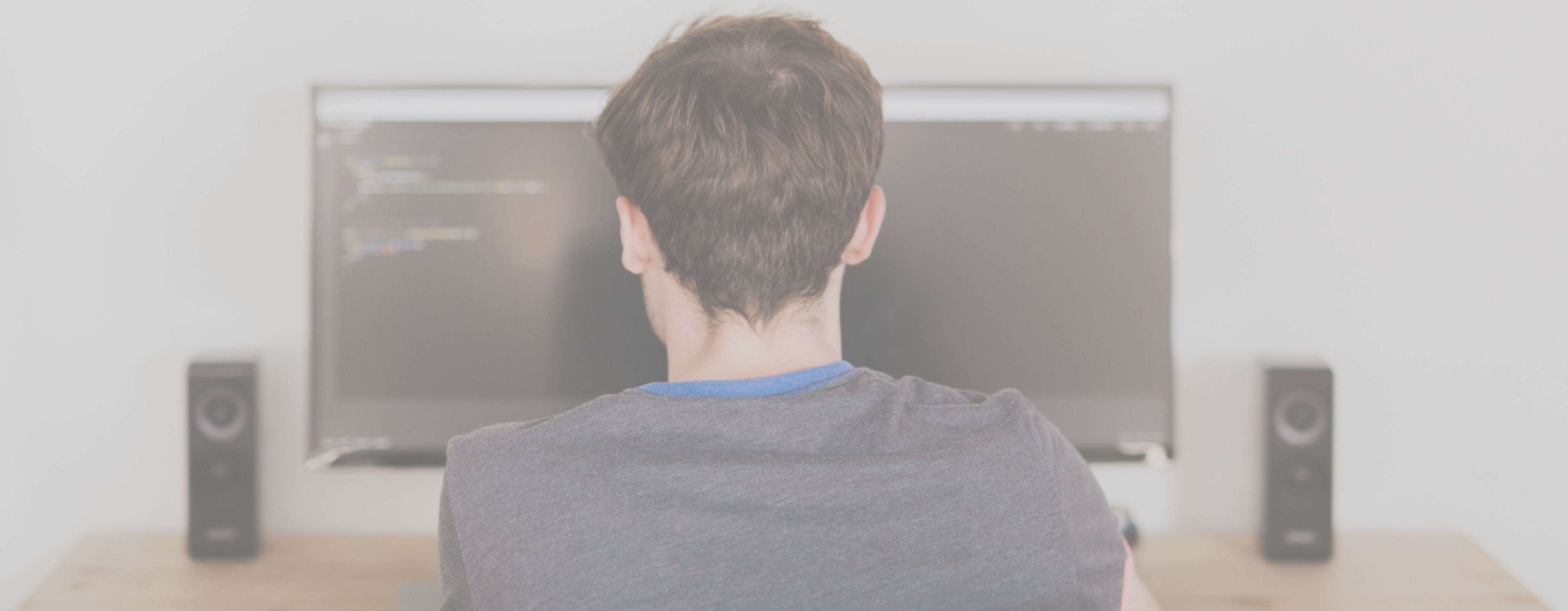
detail-oriented

programmer brain

problem solver



agency vs. in-house vs. consultant?



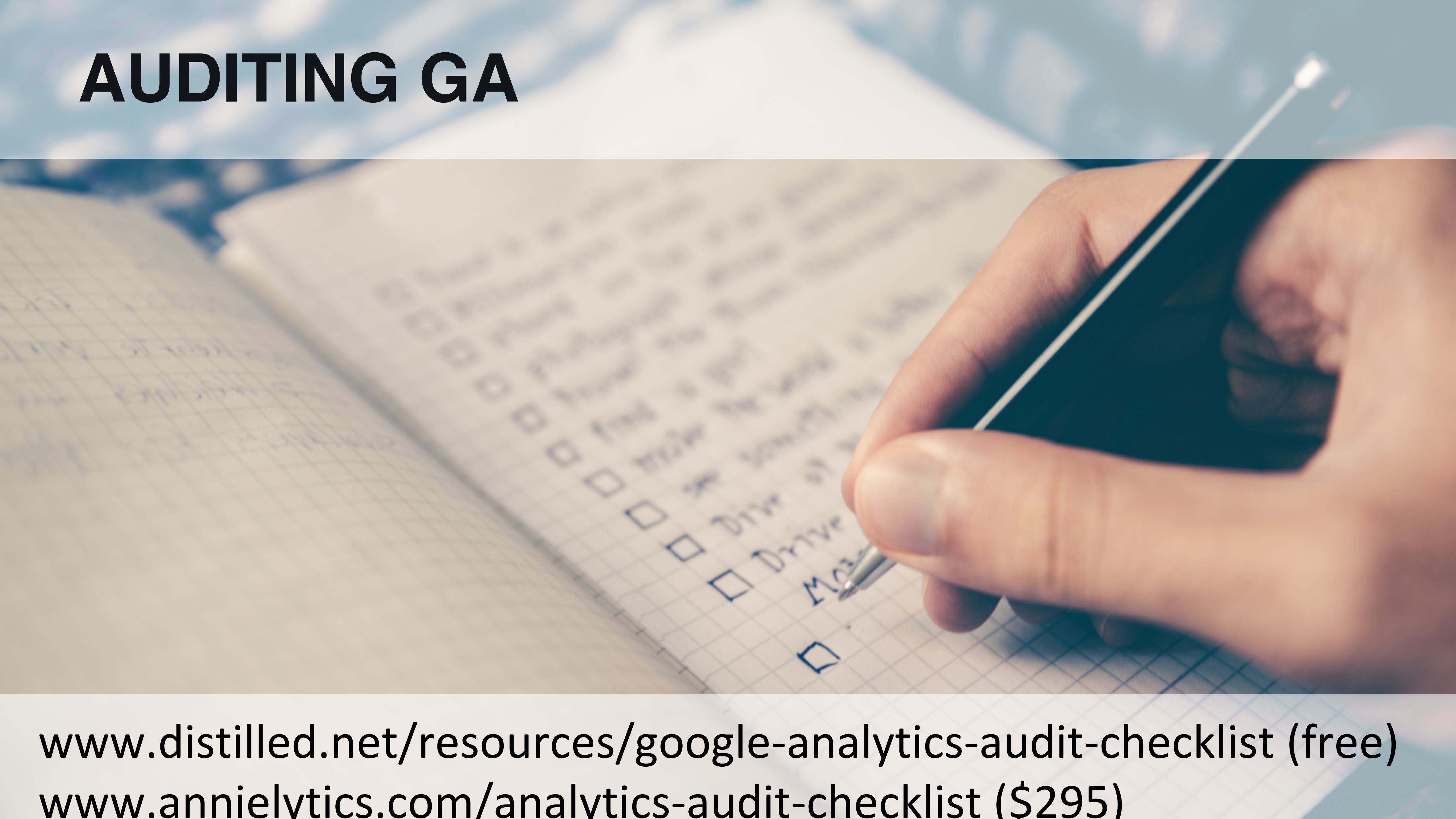
GETTING GA SET UP RIGHT

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)

www.distilled.net/resources/google-analytics-audit-checklist (free)

www.annielytics.com/analytics-audit-checklist (\$295)

www.annielytics.com/analytics-audit-checklist (\$295)

**WHAT'S THE
BIG DEAL?**

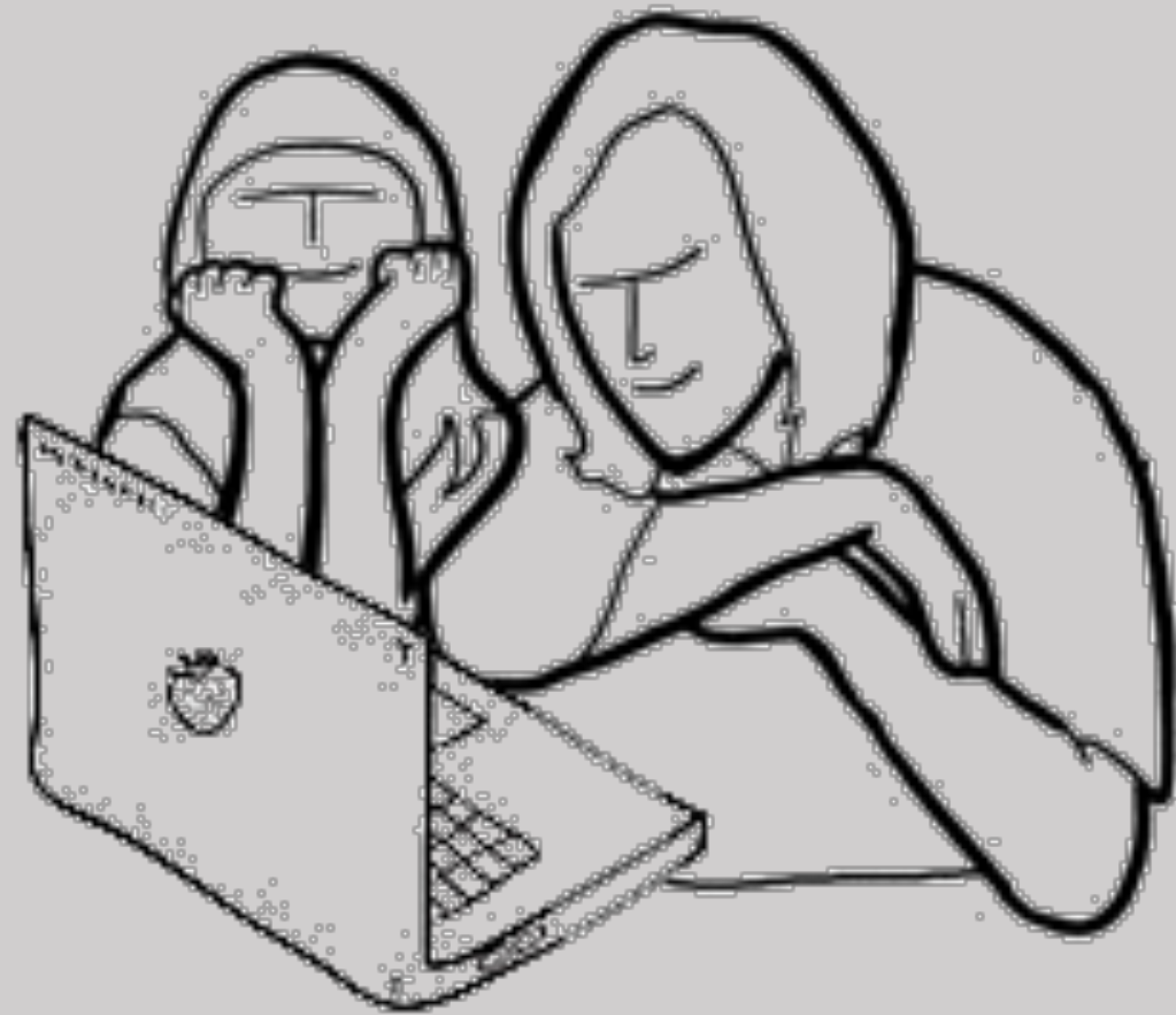
Garbage In, Garbage Out



**YOUR ANALYSIS IS ONLY
AS GOOD AS YOUR DATA**

$f(\text{garbage}) = \text{garbage}$

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





Google Tag Manager

A cartoon illustration of a man with dark hair, wearing a green suit, white shirt, and black tie. He is pointing his right index finger towards the viewer.

Still not convinced?

#1

- Ensure consistency between tags
- Use Javascript event triggers without writing code
- All tags are visible in one place
- Ability to preview and test tags
- Did I mention it's free?

#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 important 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

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

GOOD GOALS

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



switches # based on traffic source



(303) 993-0048



SEARCH



SCHEDULE NOW

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



Warranty and Specs

Tile warranty
Infinity, or the lifetime of your house, whichever comes first

Power warranty
30 years

Weatherization warranty
30 years

Roof Pitch
3:12 to vertical

Hail rating
Class 4 ANSI FM 4473 (best hail rating)

Wind rating
Class F ASTM D3161 (best wind rating)

Fire rating
Class A UL 790 (best fire rating)

ORDER

REQUEST A CALL

Questions about ordering a Solar Roof? Fill out our form [here](#).




Track off-site link clicks as events

Category	Driving Directions
Action	Click
Label	Cherry Creek

#3

Cherry Creek

[Back to list](#)

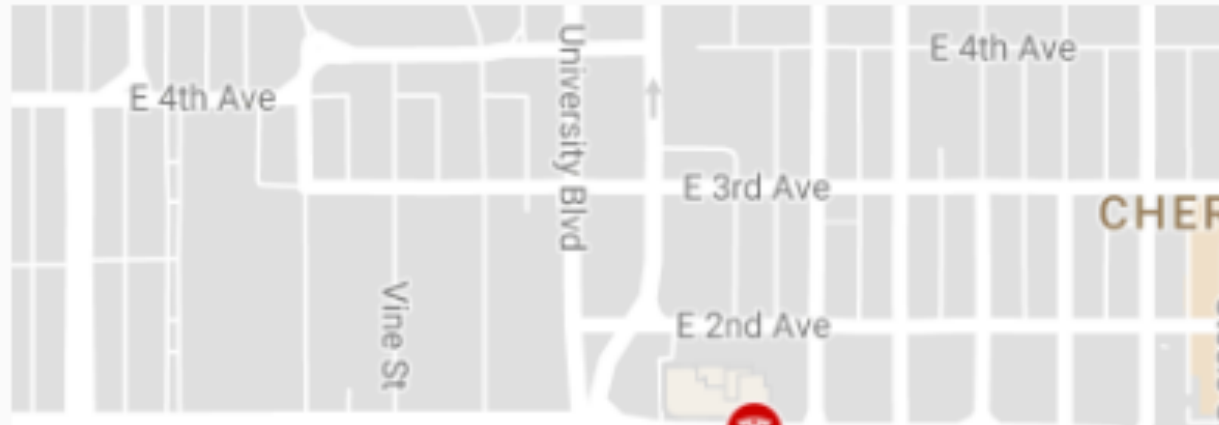
 Store

3000 E 1st Ave Space #148
Denver, CO 80206

[Driving Directions](#)

Store (312) 200-4240
Roadside Assistance (781) 798-3752




Store Hours
Monday - Saturday 10:00am - 9:00pm
Sunday 11:00am - 6:00pm



Track on-page
view option
clicks as
events

Category	Design
Action	Price-View
Label	Cash

#3



20" Sonic Carbon Wheels \$3,000

Paint

Wheels

Interior

Model X

First SUV to Achieve 5-Star Safety Rating in Every Category

75D

75 kWh

237 miles

EPA range

100D

100 kWh

295 miles

EPA range

P100D

Zero to 60 in 2.9 sec

289 miles

EPA range

P100D

The Ultimate Tesla. Max Performance. All Premium.

Model X P100D is the world's fastest accelerating production SUV and the safest ever. It comes standard with our best options and upgrades including **Ludicrous Speed Upgrade**, our **best interior**, and the **Premium Upgrades** package.

Lease

Loan

Cash

\$132,300

Cost After Estimated Savings

[Learn More](#)

- \$7,500

Federal Tax Credit

- \$5,000

Colorado Incentive

[Change State](#)

- \$5,400


Estimated gas savings over 5 years

[Customize](#)

Track pop-up windows as events

Category	Contact
Action	Open
Label	Chat





20" Sonic Carbon Wheels \$3,000

Paint

Wheels

Interior

Model X

First SUV to Achieve 5-Star Safety Rating in Every Category

75D

75 kWh
237 miles
EPA range

100D

100 kWh
295 miles
EPA range

P100D

Zero to 60 in 2.9 sec
289 miles
EPA range

P100D

The Ultimate Tesla. Max Performance. All Premium.

Model X P100D is the world's fastest accelerating production SUV and the safest ever. It comes standard with our best options and upgrades including **Ludicrous Speed**, our **best interior**, and the **Premium Upgrades** package.

Lease

Loan

Cash

\$132,300

Cost After Estimated Savings

[Learn More](#)

- \$7,500
Federal Tax Credit

- \$5,000
Colorado Incentive
[Change State](#)

- \$5,400
Estimated gas savings over 5 years

Have a question? [Chat with us.](#)

Event Category ?		Event Action ?	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
Behavior > Events > Top Events			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

#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

#4

“the fold”

50%
down the page

75%
down the page

UtahStateUniversity

Apply

Visit Campus

Costs & Scholarships

Academics

Admitted, What's Next

General Info

BEST HOMECOURT ADVANTAGE IN THE WEST

WATCH A VIDEO

AGGIE

UTAH STATE

Resident Freshmen Scholarships

Deadlines

Academic

December 1 - Logan & Regional Campuses
May 1 - Eastern (Priced & Standing)

Student Involvement, Need-based, Alumni

February 1 - All Campuses

Academic scholarships are limited and will only be awarded to students who apply and qualify by the advertised deadline. Improvements to a GPA, ACT/SAT, or index score will not be considered after the deadline.

Academic scholarships can be used across all Utah State University campuses, as described below:
To be considered for scholarships, applicants must:

- Complete online application to USU for fall 2016
- Be a U.S. Citizen or a Permanent Resident Status
- Have intent to graduate from Utah State University
- Be a new, first-time student to Utah State University. Returning students and 2nd bachelor students do not qualify for academic scholarships. Concurrent enrollment students are still eligible for scholarships.
- Student planning to defer admission to a later semester should apply for fall 2016 to be eligible for scholarships.

Scholarships are effective for fall 2016 only and are subject to change. Index scores are determined using the unweighted GPA without rounding up. ACT/SAT superscores will not be accepted. Academic scholarship will not be awarded to students who apply after the deadline. ACT test scores received after the deadline will NOT be eligible for scholarship consideration.

Academic Scholarships

Presidential

133-142 index
100% tuition & student fees, 4 years
Applies to all campuses

Dean's

129-132 index
100% tuition, 2 years
Applies to all campuses

Scholar

126-128 index
65% tuition, 2 years
Applies to all campuses

Merit

120-125 index
50% tuition, 1 year
Eastern Campus only

Achievement

117-119 index
Logan/Regional Campuses: 30% tuition, 1 year
Eastern: \$1,250, 1 year

Chancellor

106-116 index
Eastern only: \$1,000, 1 year

Eastern

90-105 index
Eastern only: \$800, 1 year

Other Scholarships

Need-Based

Application closed February 1, 2016
Amount varies, 1 year
In addition to online application, student required to complete FAFSA by March 15.
Applies to all campuses
[Learn More](#)

Involvement/Service

Application closed February 1, 2016
Amount varies, 1 year
Applies to all campuses
[Learn More](#)

University Ambassador

Application closed February 1, 2016
108 index/20 ACT minimum
Full tuition & student fees
1 year, renewable up to 4 years
Online application and electronic upload of portfolio required. Students can apply to be a University Ambassador at the Logan Main Campus and/or Eastern Campus in Price.
[Learn More](#)

Alumni Legacy

Application closed February 1, 2016
Amount varies, 1 semester
At least one parent or grandparent must have graduated from Utah State University
Applies to USU Logan Main Campus and Eastern Campus in Price.
[Learn More](#)

Admission Index - Resident

SAT CR+WR	ACT Comp	GPA
1600	36	4.0
1540	35	3.9
1480	34	3.8
1440	33	3.7
1400	32	3.6
1360	31	3.5
1320	30	3.4
1280	29	3.3
1240	28	3.2
1200	27	3.1
1170	26	3.0
1130	25	2.9
1090	24	2.8
1050	23	2.7
1020	22	2.6
980	21	2.5
940	20	2.4
900	19	2.3
860	18	2.2
820	17	2.1
770	16	2.0
720	15	1.9

Scholarships

Presidential

133-142 index: 100% tuition & student fees, 4 years | All campuses

Dean's

129-132 index: 100% tuition, 2 years | All campuses

Scholar

126-128 index: 65% tuition, 2 years | All campuses

Merit

120-125 index: 50% tuition, 1 year | All campuses

Achievement

117-119 index: 30% tuition, 1 year | Logan/Regional Campuses
\$1,250, 1 year | Eastern

Chancellor

106-116 index: \$1,000, 1 year | Eastern Only

Eastern

90-105 index: \$800, 1 year | Eastern Only

UTAH STATE UNIVERSITY

ABOUT

ADMISSION

ACADEMICS

CAMPUS LIFE

RESEARCH

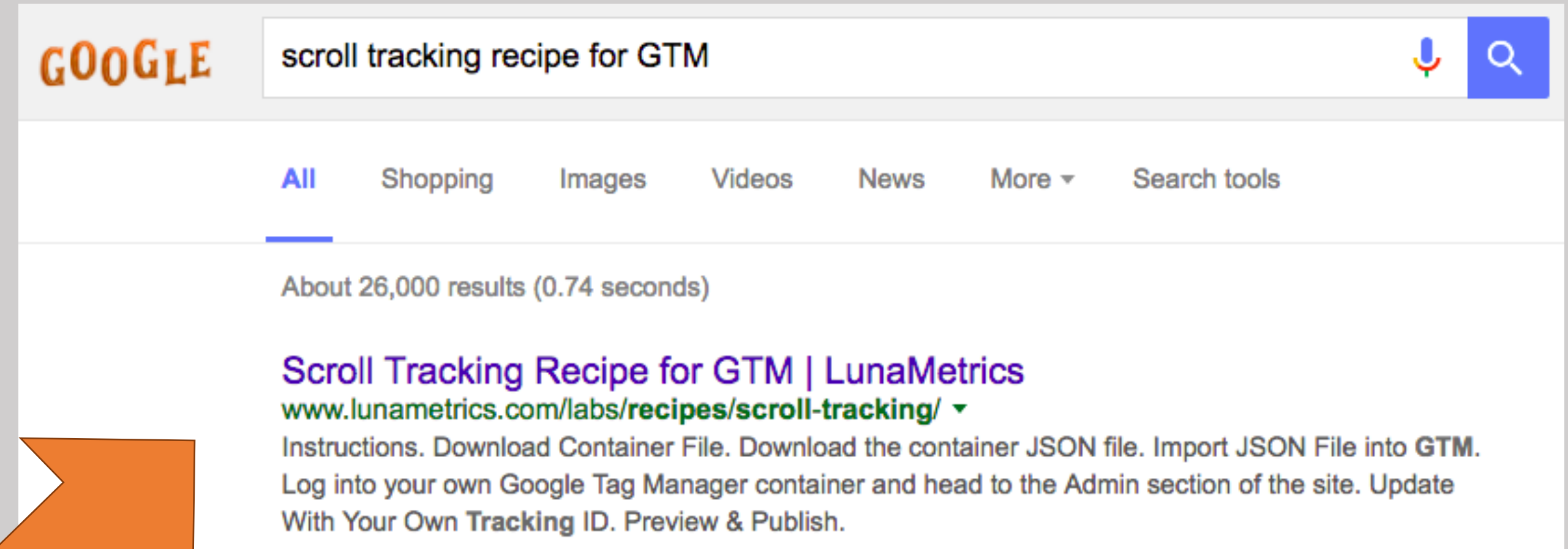
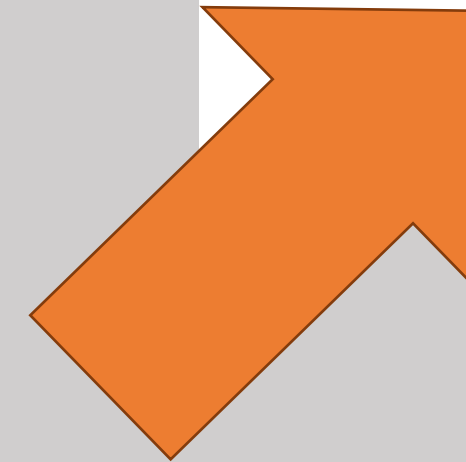
CAMPUSES

38% of visitors

32% of visitors

6% of visitors

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



#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`



DIGITAL MARKETING SERVICES

ABOUT

#5

DIGITAL MARKETING V
HUMAN TOUCH



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. Session 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 View: 00:00 (0.00%)
<input type="checkbox"/>	1. (direct) / (none)	10 (66.67%)	90.00%	9 (75.00%)	100.00%	1.00	00:00
<input type="checkbox"/>	2. google / organic	4 (26.67%)	50.00%	2 (16.67%)	75.00%	1.25	00:00
<input type="checkbox"/>	3. awesome / sauce	1 (6.67%)	100.00%	1 (8.33%)	100.00%	1.00	00:00

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](#)

Demos & Tools

Autotrack

Account Explorer

Campaign URL Builder

Dimensions & Metrics Explorer

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server

Enhance

Hit

Polym

Query Ex

Request Composer

Campaign URL Builder

Search
“Google Analytics
Campaign URL
Builder”

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

twooctobers.com

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

awesome

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

sauce|

#5

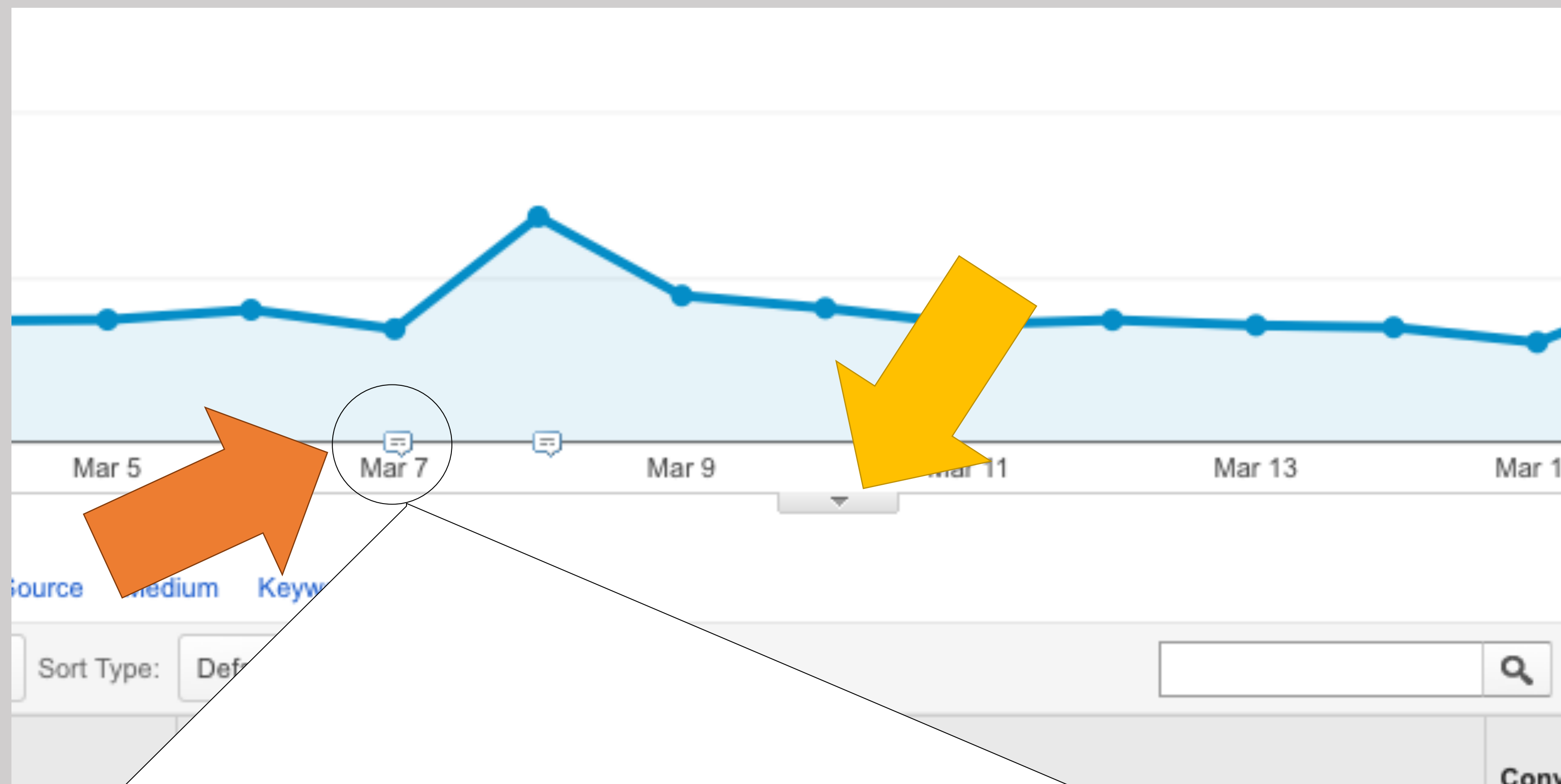
#6 USE ANNOTATIONS

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?



Show: [All](#) | [Starred](#) [+ Create new annotation](#)

Mar 6, 2016	Social: 4 Hr Online Sale Wednesday
Mar 7, 2016	Homepage: 4 Hr Online Sale Wednesday
Mar 8, 2016	RJ Takeover: 4 Hr Online Sale Wednesday

#6

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

Budget for
and make
it part of
someone's
job

*These people aren't
free either*



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.

USE THE DATA!

*data is dead,
people aren't*

*Everyone
gathered together
around the warm
glow of data.*



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 <i>Enable in goal setup:</i> Admin > View: Goals > Goal Details

**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

 Edit  Cancel  Feature  Copy  Ticket  Export
 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?

THANK YOU!!!

