

# Google Analytics Training

Presented by

**empower**



# What challenges do you have?



# What challenges do you have?



1. Understanding who your website visitors are?
2. Understanding your most effective marketing channels?
3. Understanding what content on your website is the most popular?
4. Understanding where people go on your website?

# What organisations often ask for...



“Some of use analytics fairly regularly but on an ad hoc basis, but others have never actually used it before.”

“Even those of us who have used it before have never really had any proper training on it, and have just picked up things along the way.”

“We know how to pull out some stats but don't always know what to do with these and how we can use them to evidence our impact. How can we truly measure the success of what we're doing?”

“User journeys – where do they land on the site, where do they go from there? How can we influence this?”

Goals - how they work, what they really mean and when are they appropriate to use?

Automated reports – a lot of the time we're looking up the same things. How can we set up reports that automatically pull this info for us e.g. on a monthly basis?

# What we're covering today



## 1. Learning to love data

- Why your data is important
- Overview of basic reporting
- Run through of audience overview
- The left hand menu explained
- How Google Analytics categorises data
- Time period and Real Time

## 2. Interpreting your data

- Segmenting your data
- Traffic sources
- Behaviour flow
- Page views
- Comparing stats with last month / last year
- Identifying trends
- Turn data into decisions

## 3. What to report on

- What are the key metrics for your organisation?
- Translating key metrics into goals
- How to create a dashboard
- How to add widgets
- Sharing dashboards
- Adding commentary

## 4. Taking action on your data

- Why should people care?
- Turning information into positive change
- Feeding back into your marketing
- What next?
- Q&A
- Appendix: Understanding the lingo

# Your trainer: Ben Matthews



Director of [empower agency](#), a digital marketing agency, with a focus on causes.

Specialist in paid media campaigns across Google, Facebook, Twitter, Instagram and YouTube.

Certified Google Analytics and Adwords specialist.

## Key roles:

2008-2011 - part of founding team at 33 Digital, one of UK's first social media agencies

2011-2012 - part of social media teams at London 2012 and American Express

2014-2020 - Founded empower, running campaigns for UNICEF, The Wildlife Trusts, RSPCA, UN Refugee Agency, JustGiving, Amnesty, Global Witness, CharityComms...





# Congratulations!



Completed

## Google Analytics Individual Qualification

# Training approach



- Practical examples using your data and website analytics
- Easy to understand - minimal jargon and key concepts explained
- Lots of time for Q&As - keep a note of any questions you have!
- Understandable when reviewing after the session, including links to key parts of Google Analytics
- Opportunity to follow up after training session



# Section 1

## Learning to love data

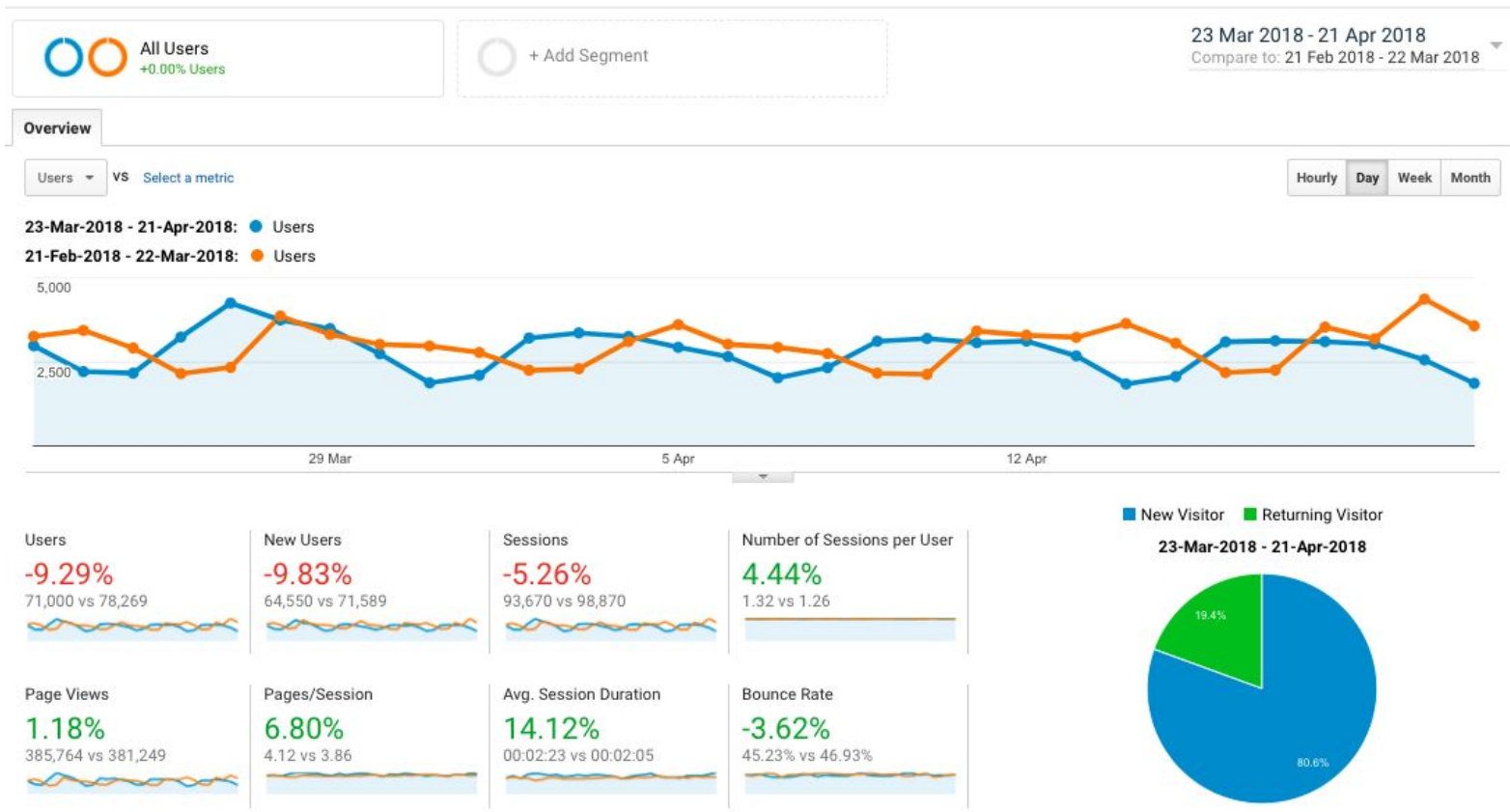


# Why your data is important



1. Proving the impact of your marketing and fundraising activity
2. Showing which marketing channels are the most important by seeing where supporters come from to get to your website
3. Improving content by seeing which parts of the website get the most visits
4. Identifying issues by looking at how supporters navigate through the site
5. Track improvements over time and compare different periods
6. Measure performance of individual fundraising / awareness campaigns
7. Anything else?

# Overview of basic reporting



# Understanding the lingo



**Entrances:** the number of times visitors entered your site through a specific page or set of pages.

**Page Impression:** a page is loaded or reloaded by a user.

**Sessions:** the activity by a unique user in one visit to your site

**Visits:** the total number of visits to your site, from unique or repeat visitors.

**Unique Visitors:** the number of unduplicated visitors to your website over the course of a specified time period.

# Understanding the lingo



**Bounce:** A bounce is reported when a user's session only contains a single pageview. The idea is that someone comes to your website and they 'bounce' away and leave after only viewing a single page.

**Bounce Rate:** Bounce rate is the percentage of sessions with a single pageview

**Channel:** Channels provide top-level groupings of your inbound marketing. For example, the default channel grouping includes 'Organic Search', 'Paid Search', 'Social' and 'Email'.

# Understanding the lingo



**Conversion:** A conversion is reported whenever a user completes a goal or makes a purchase during a session.

**CPC:** Cost-per-click or CPC refers to people clicking through to your website from paid ads.

## Device

Device category allows you to view performance based on the different devices people are using to experience your website. You can see sessions occurring on desktop (which also includes laptop devices), tablet and mobile.

# Understanding the lingo



**Goal:** Goals are used to track desired actions on your website. For example, subscribing to your email newsletter, submitting an inquiry or registering as a member. Goals can be configured inside Google Analytics and can be based on people traveling to a particular page (or pages), triggering an event, sessions of a certain duration or viewing a certain number of pages.

**Keyword:** Google Analytics provide details about the keywords people use to find your website. The organic keywords report shows you the terms people used to find your website when clicking on a free result from a search engine.

# Understanding the lingo



**Landing Page:** The landing page is the first page viewed during a session, or in other words, the entrance page. It can be useful to review your landing pages to understand the most popular pages people view.

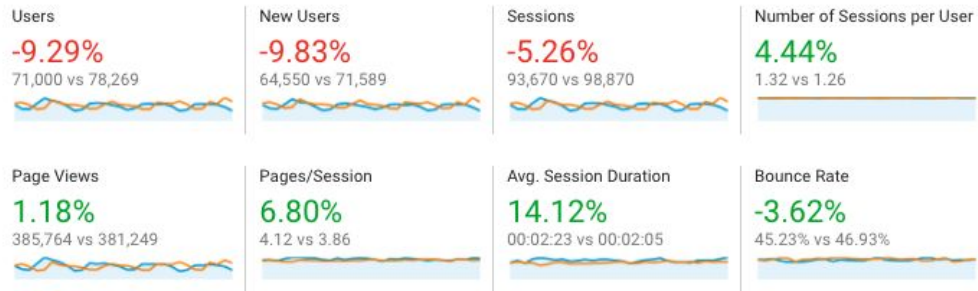
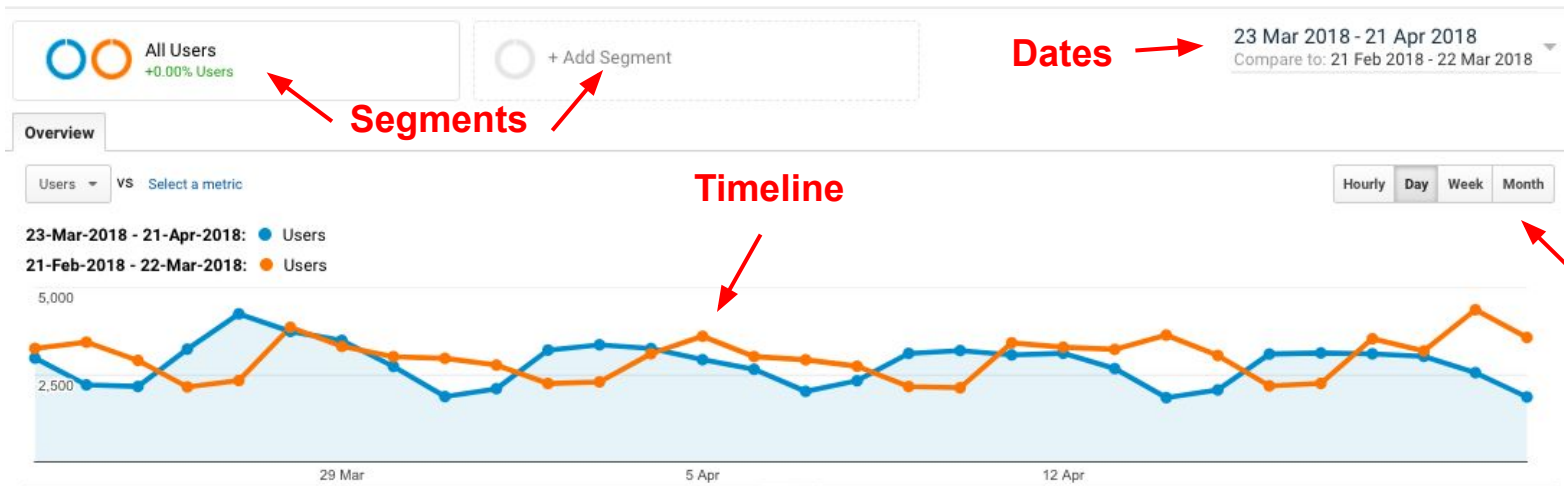
**Referral:** A referral is reported when a user clicks through to your website from another third-party website. The referrals report allows you to see all of the websites (by domain) that are sending you traffic.

**UTM Tag:** UTM tags are the individual query parameters used to make up a campaign tagged URL. UTM stands for 'Urchin Traffic Monitor' (Urchin was the precursor to Google Analytics).

Link: <https://empower.agency/google-analytics-glossary/>

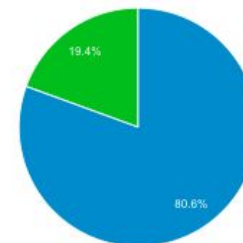


# Audience overview



■ New Visitor ■ Returning Visitor

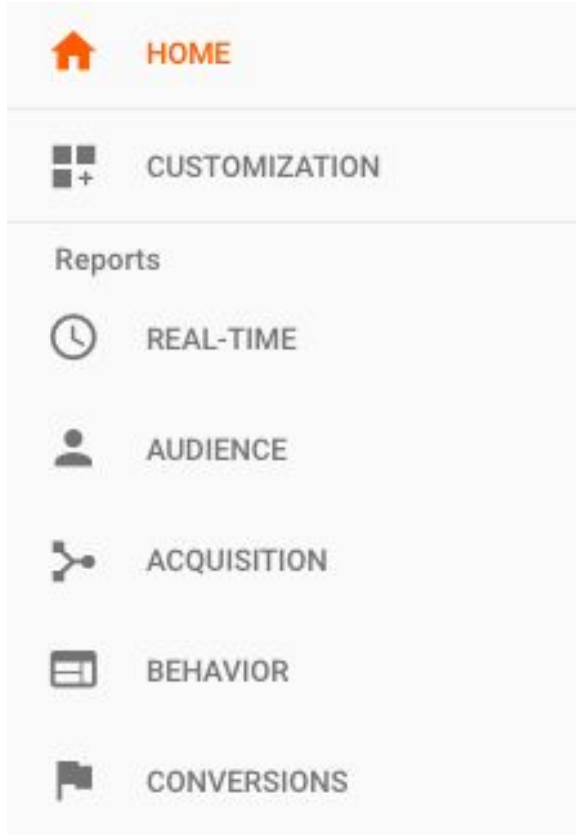
23-Mar-2018 - 21-Apr-2018



21-Feb-2018 - 22-Mar-2018

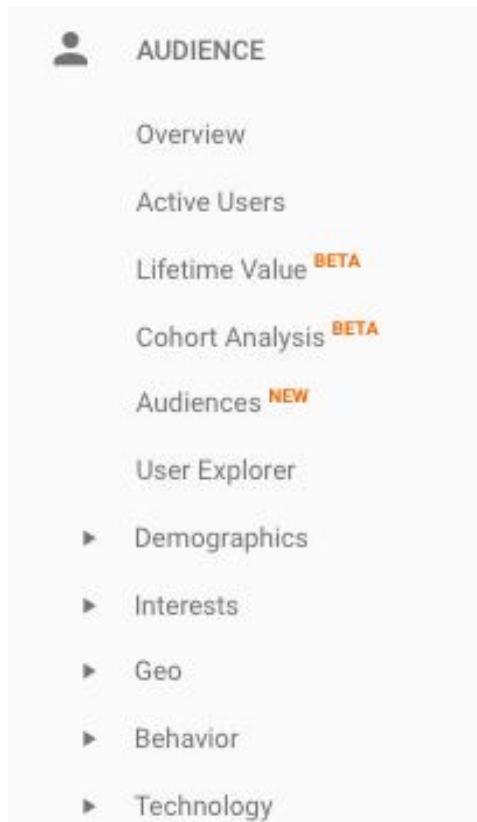
**Visitor Chart**

# The left-hand menu



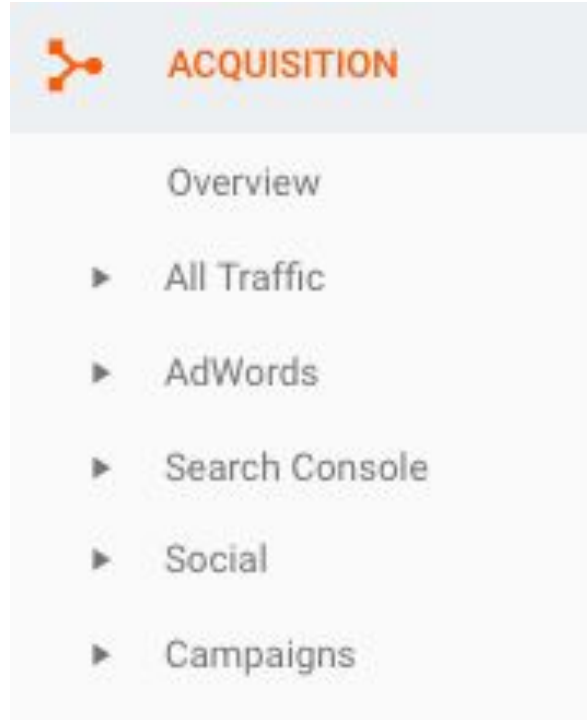
- Useful summary of key metrics
- Create your own reports
- What's happening on the site right now?
- Who is visiting the site?
- How did they get to the site?
- Where did they go on the site?
- What actions did they take on the site?

# The left-hand menu



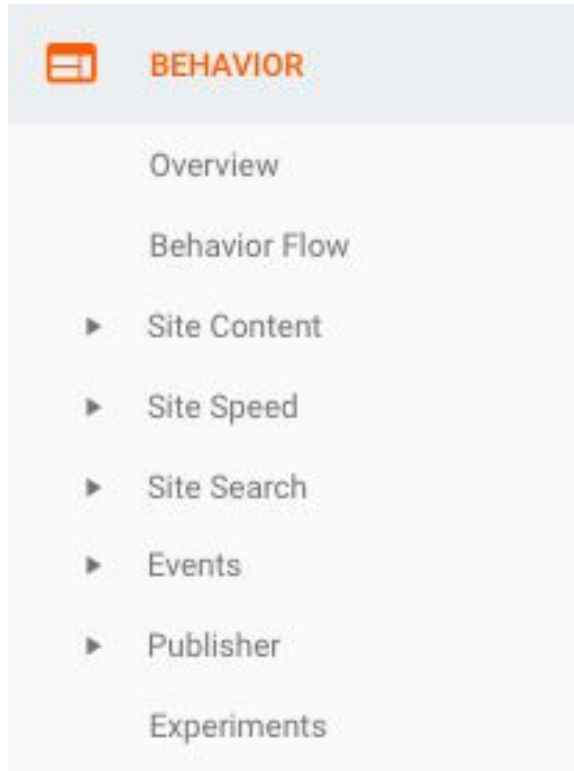
**Audience reports:** Understand who your audience members are, what their content interests are, and how they interact with the content you publish.

# The left-hand menu



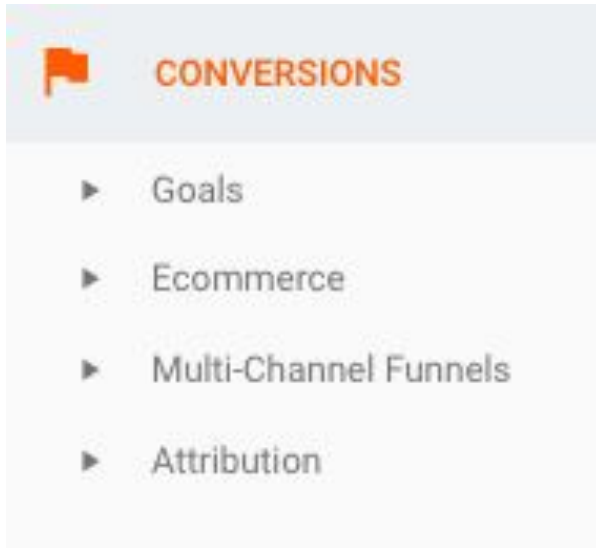
**Acquisition reports:** Glean insights on the search terms visitors are using to discover your content, and the specific sources of your traffic.

# The left-hand menu



**Behavior reports:** Evaluate the actions of your site visitors, uncover ways to improve their user experience, and optimize the engagement potential of your content.

# The left-hand menu



**Conversion reports:** Determine whether your content is helping your business achieve its marketing goals, and discover which content efforts are achieving the best results.

# How Google Analytics categorises data



- By location - city / country
- By user segments - custom / predefined
- By device - mobile / tablet / desktop
- By channel - medium / source
- By behaviour - pages / goals
- By time - real time / day / week / month / year

# Time Period



February 2018							March 2018							April 2018						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3					1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28				25	26	27	28	29	30	31	29	30					

**Date Range:** Custom ▾

Jan 1, 2018 - Apr 22, 2018

**Compare to:** Previous period ▾

Sep 11, 2017 - Dec 31, 2017

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Apply [cancel](#)



# Time Period

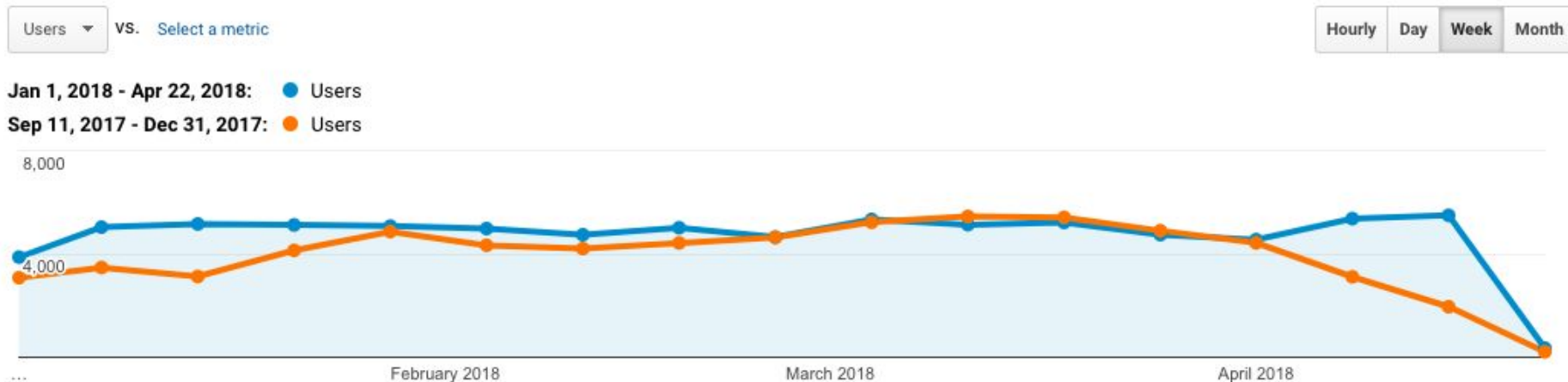


**Hourly** = Individual days

**Days** = Over a shorter period (weeks and months)

**Weeks** = Over a longer period (6 months+)

**Month** = Over a very long period (2 years+)



# Real Time



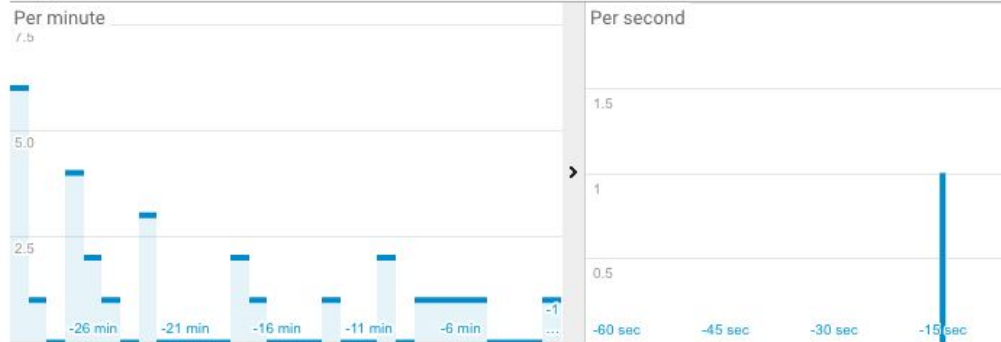
Right now

# 3

active users on site



## Pageviews



## Top Referrals:

Source	Active Users	↓
There is no data for this view.		

## Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

## Top Keywords:

Keyword	Active Users	↓
1. (not provided)	1	

## Top Active Pages:

Active Page	Active Users	↓
1. /commissioning-support	1	33.33%
2. /practice_blog/night-police-scotland	1	33.33%
3. /practice_blog/role-socia...ffectively-domestic-abuse	1	33.33%

## Top Locations:



## Section 2

# Interpreting your data



# Segmenting your data



Segment Name	Created	Modified	
<input checked="" type="checkbox"/> ☆ All Users			Actions ▾
<input type="checkbox"/> ☆ Bounced Sessions			Actions ▾
<input type="checkbox"/> ☆ Converters			Actions ▾
<input type="checkbox"/> ☆ Desktop	Apr 20, 2015	Apr 20, 2015	Actions ▾
<input type="checkbox"/> ☆ Direct Traffic			Actions ▾
<input type="checkbox"/> ☆ Made a Purchase			Actions ▾
<input type="checkbox"/> ☆ Mobile + tablet	Apr 20, 2015	Apr 20, 2015	Actions ▾
<input type="checkbox"/> ☆ Mobile and Tablet Traffic			Actions ▾
<input type="checkbox"/> ☆ Mobile Traffic			Actions ▾

# Segmenting your data



[All Solutions](#) [Type: Segments X](#)

**Sort by**

- Most popular
- Latest
- Highest rating

**Filter by ranking**  
  
 Show unrated

**Filter by category**

- Show all categories
- Acquisition
- Analytics Academy
- Branding
- Campaign
- Conversion
- Display Advertising
- Ecommerce
- Engagement
- Enhanced Ecommerce
- Lead Generation

### Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★☆ (348) + 259,136

A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

[Import](#)

### New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★☆ (149) + 247,375

A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

[Import](#)

### Social Media Traffic

By Rachel W (GA team) Mar 1, 2013

★★★★☆ (23) + 28,789

Captures as many major social media channels and common social URL

[More by Rachel W](#)

# Traffic sources



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Goal 1: Completed Wufoo application form								
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Completed Wufoo application form (Goal 1 Conversion Rate) ?	Completed Wufoo application form (Goal 1 Completions) ?	Completed Wufoo application (Goal 1 Value) ?
	19,124 % of Total: 100.00% (19,124)	16,430 % of Total: 100.01% (16,428)	26,199 % of Total: 100.00% (26,199)	54.80% Avg for View: 54.80% (0.00%)	2.34 Avg for View: 2.34 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	<0.01% Avg for View: <0.01% (0.00%)	2 % of Total: 100.00% (2)	\$0.00 % of Total: 0.00% (0)
1. Organic Search	11,241 (56.76%)	9,201 (56.00%)	15,295 (58.38%)	52.70%	2.45	00:02:37	<0.01%	1 (50.00%)	\$0.00 (0)
2. Direct	3,699 (18.68%)	3,362 (20.46%)	4,570 (17.44%)	55.30%	2.23	00:02:16	0.02%	1 (50.00%)	\$0.00 (0)
3. Paid Search	2,780 (14.04%)	2,319 (14.11%)	3,446 (13.15%)	56.38%	2.26	00:01:54	0.00%	0 (0.00%)	\$0.00 (0)
4. Social	1,499 (7.57%)	1,137 (6.92%)	2,085 (7.96%)	70.94%	1.64	00:01:38	0.00%	0 (0.00%)	\$0.00 (0)
5. Referral	477 (2.41%)	348 (2.12%)	618 (2.36%)	43.37%	2.93	00:03:05	0.00%	0 (0.00%)	\$0.00 (0)
6. Email	107 (0.54%)	63 (0.38%)	184 (0.70%)	41.85%	2.73	00:03:50	0.00%	0 (0.00%)	\$0.00 (0)
7. (Other)	1 (0.01%)	0 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0)

Analytics link: <https://analytics.google.com/analytics/web/?authuser=7#/report/acquisition-channels/a59016003w93100341p96952650/>

# Traffic sources - medium



Search reports and help		Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<input type="checkbox"/>	Source / Medium ?						
		<b>67,717</b> % of Total: 100.00% (67,717)	<b>63,553</b> % of Total: 100.03% (63,534)	<b>99,272</b> % of Total: 100.00% (99,272)	<b>52.54%</b> Avg for View: 52.54% (0.00%)	<b>2.43</b> Avg for View: 2.43 (0.00%)	<b>00:02:25</b> Avg for View: 00:02:25 (0.00%)
<input type="checkbox"/>	1. google / organic	<b>35,084</b> (49.04%)	<b>31,111</b> (48.95%)	<b>49,702</b> (50.07%)	<b>52.59%</b>	<b>2.41</b>	<b>00:02:30</b>
<input type="checkbox"/>	2. google / cpc	<b>14,389</b> (20.11%)	<b>12,770</b> (20.09%)	<b>18,272</b> (18.41%)	<b>54.99%</b>	<b>2.29</b>	<b>00:01:51</b>
<input type="checkbox"/>	3. (direct) / (none)	<b>12,500</b> (17.47%)	<b>12,055</b> (18.97%)	<b>16,347</b> (16.47%)	<b>54.22%</b>	<b>2.27</b>	<b>00:02:18</b>
<input type="checkbox"/>	4. bing / organic	<b>3,977</b> (5.56%)	<b>3,220</b> (5.07%)	<b>6,637</b> (6.69%)	<b>37.32%</b>	<b>3.56</b>	<b>00:03:36</b>
<input type="checkbox"/>	5. m.facebook.com / referral	<b>1,331</b> (1.86%)	<b>1,082</b> (1.70%)	<b>1,696</b> (1.71%)	<b>70.58%</b>	<b>1.27</b>	<b>00:00:51</b>
<input type="checkbox"/>	6. t.co / referral	<b>1,317</b> (1.84%)	<b>1,066</b> (1.68%)	<b>2,485</b> (2.50%)	<b>62.17%</b>	<b>2.09</b>	<b>00:02:26</b>
<input type="checkbox"/>	7. SafeLives news / email	<b>305</b> (0.43%)	<b>188</b> (0.30%)	<b>478</b> (0.48%)	<b>43.31%</b>	<b>2.47</b>	<b>00:03:27</b>
<input type="checkbox"/>	8. yahoo / organic	<b>205</b> (0.29%)	<b>182</b> (0.29%)	<b>286</b> (0.29%)	<b>47.90%</b>	<b>2.45</b>	<b>00:02:39</b>
<input type="checkbox"/>	9. uk.search.yahoo.com / referral	<b>169</b> (0.24%)	<b>140</b> (0.22%)	<b>271</b> (0.27%)	<b>47.23%</b>	<b>2.46</b>	<b>00:02:51</b>
<input type="checkbox"/>	10. facebook.com / referral	<b>145</b> (0.20%)	<b>104</b> (0.16%)	<b>305</b> (0.31%)	<b>46.89%</b>	<b>2.99</b>	<b>00:04:56</b>

Analytics link: <https://analytics.google.com/analytics/web/?authuser=7#/report/trafficsources-all-traffic/a59016003w93100341p96952650/>

# Page views

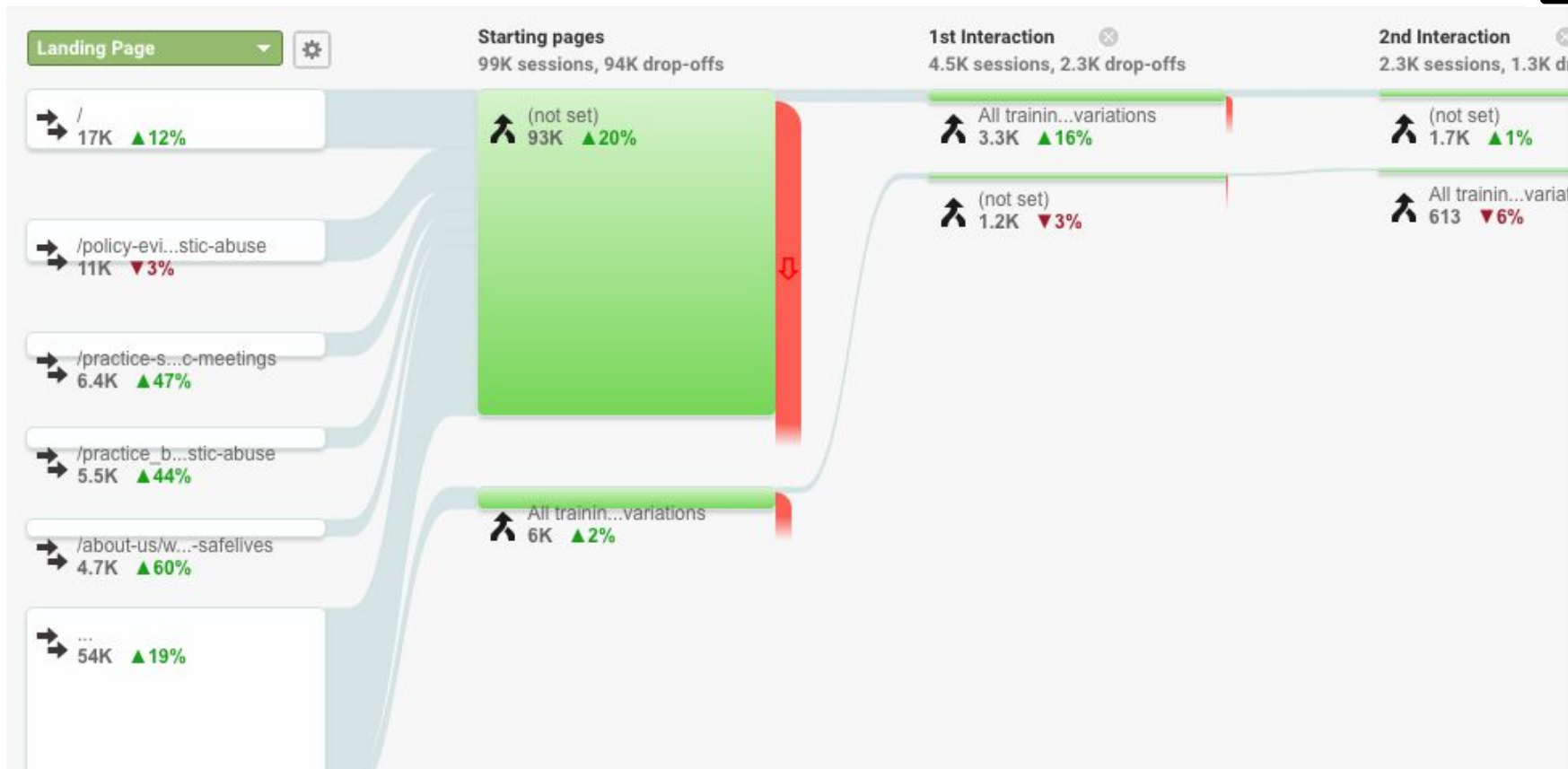


Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	<b>240,972</b> % of Total: 100.00% (240,972)	<b>191,488</b> % of Total: 100.00% (191,488)	<b>00:01:41</b> Avg for View: 00:01:41 (0.00%)	<b>98,849</b> % of Total: 100.00% (98,849)	<b>52.54%</b> Avg for View: 52.54% (0.00%)	<b>41.02%</b> Avg for View: 41.02% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>22,944</b> (9.52%)	<b>18,682</b> (9.76%)	<b>00:01:08</b>	<b>17,258</b> (17.46%)	<b>26.74%</b>	<b>32.19%</b>	<b>\$0.00</b> (0.00%)
2. /policy-evidence/about-domestic-abuse	<b>15,680</b> (6.51%)	<b>12,299</b> (6.42%)	<b>00:01:25</b>	<b>11,015</b> (11.14%)	<b>55.40%</b>	<b>56.19%</b>	<b>\$0.00</b> (0.00%)
3. /practice-support/resources-marac-meetings	<b>9,325</b> (3.87%)	<b>7,747</b> (4.05%)	<b>00:01:28</b>	<b>6,403</b> (6.48%)	<b>63.38%</b>	<b>53.09%</b>	<b>\$0.00</b> (0.00%)
4. /about-us/work-safelives	<b>6,988</b> (2.90%)	<b>6,082</b> (3.18%)	<b>00:03:16</b>	<b>4,506</b> (4.56%)	<b>64.20%</b>	<b>71.18%</b>	<b>\$0.00</b> (0.00%)
5. /practice_blog/role-social-workers-responding-effectively-domestic-abuse	<b>6,189</b> (2.57%)	<b>5,588</b> (2.92%)	<b>00:05:46</b>	<b>5,526</b> (5.59%)	<b>83.09%</b>	<b>86.44%</b>	<b>\$0.00</b> (0.00%)
6. /practice-support/resources-identifying-risk-victims-face	<b>5,572</b> (2.31%)	<b>4,278</b> (2.23%)	<b>00:02:55</b>	<b>2,608</b> (2.64%)	<b>48.08%</b>	<b>53.70%</b>	<b>\$0.00</b> (0.00%)
7. /training/if-you-work-idva/idva-training	<b>5,215</b> (2.16%)	<b>4,427</b> (2.31%)	<b>00:03:10</b>	<b>2,886</b> (2.92%)	<b>49.93%</b>	<b>55.15%</b>	<b>\$0.00</b> (0.00%)
8. /training	<b>5,190</b> (2.15%)	<b>4,024</b> (2.10%)	<b>00:00:44</b>	<b>2,258</b> (2.28%)	<b>28.49%</b>	<b>25.30%</b>	<b>\$0.00</b> (0.00%)
9. /news-views/real-life-stories	<b>4,291</b> (1.78%)	<b>2,754</b> (1.44%)	<b>00:00:43</b>	<b>2,245</b> (2.27%)	<b>41.65%</b>	<b>36.08%</b>	<b>\$0.00</b> (0.00%)
10. /training/frontline-professionals	<b>4,207</b> (1.75%)	<b>3,145</b> (1.64%)	<b>00:00:28</b>	<b>417</b> (0.42%)	<b>21.58%</b>	<b>9.65%</b>	<b>\$0.00</b> (0.00%)

Analytics link: <https://analytics.google.com/analytics/web/?authuser=7#/report/content-pages/a59016003w93100341p96952650>



# Behaviour flow



Analytics link: <https://analytics.google.com/analytics/web/?authuser=7#/report/content-engagement-flow/a59016003w93100341p96952650/>

# Comparing stats with last month / year



All Users  
+0.00% Users

+ Add Segment

Jan 1, 2017 - Dec 31, 2017  
Compare to: Jan 1, 2016 - Dec 31, 2016

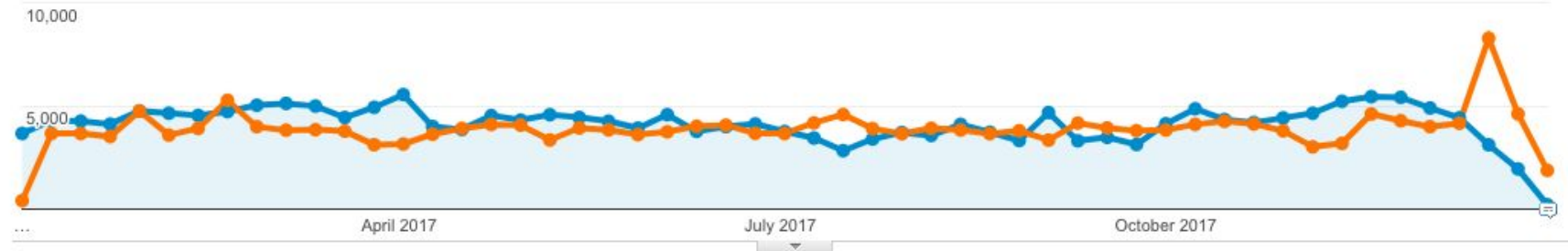
## Overview

Users vs. [Select a metric](#)

Hourly Day **Week** Month

Jan 1, 2017 - Dec 31, 2017: ● Users

Jan 1, 2016 - Dec 31, 2016: ● Users



Users  
**8.15%**  
178,198 vs 164,767



New Users  
**5.87%**  
172,478 vs 162,911

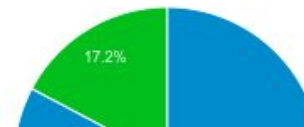


Sessions  
**6.24%**  
273,450 vs 257,377



■ New Visitor ■ Returning Visitor

Jan 1, 2017 - Dec 31, 2017



# Identifying trends



- Has there been an increase in traffic to certain pages?
- Has there been an increase in enquiries generated from certain pages?
- Has there been an increase in traffic from certain social media channels?
- Which channels generate the highest ROI?

## **Remember:**

- Track trends over 3 months minimum
- Add comparison to your data trends
- Segment data where possible
- Add commentary and annotations

# Turn data into decisions



Follow this 5-step decision making process:

1. Formulate an idea about your content performance.
2. Determine a question you can ask to support this idea.
3. Create the report that will provide the data to answer that question.
4. Take action based on your analysis of that data.
5. Measure the results of the actions you take against the data you gathered.

# Examples of analysing data



All Users +0.00% Users

+ Add Segment

Jan 1, 2017 - Dec 31, 2017  
Compare to: Jan 1, 2016 - Dec 31, 2016

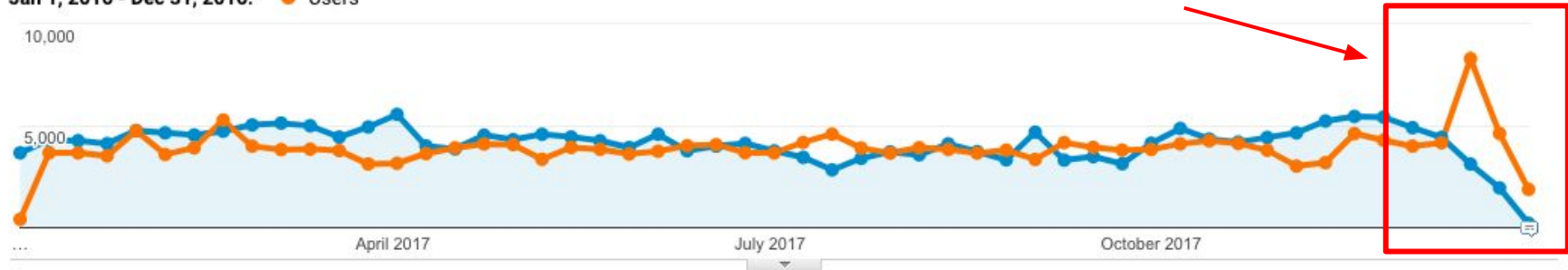
## Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2017 - Dec 31, 2017: Users  
Jan 1, 2016 - Dec 31, 2016: Users

What does this mean?



Users  
8.15%  
178,198 vs 164,767

New Users  
5.87%  
172,478 vs 162,911

Sessions  
6.24%  
273,450 vs 257,377



# Examples of analysing data



**Monday, December 18, 2017**  
■ Users: 694  
**Saturday, December 17, 2016**  
■ Users: 4,933  
Change: -85.93%

ACQUISITION

- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium

Acquisition	
Source / Medium ?	Users ? ↓
	<b>4,932</b> % of Total: 100.00% (4,932)
1. (direct) / (none)	<b>4,718</b> (95.56%)
2. google / cpc	<b>114</b> (2.31%)
3. google / organic	<b>80</b> (1.62%)

# Top pages changes



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	9.18% <span style="color: green;">▲</span> 193,840 vs 177,542	10.40% <span style="color: green;">▲</span> 154,003 vs 139,501	0.20% <span style="color: green;">▲</span> 00:01:39 vs 00:01:39	13.20% <span style="color: green;">▲</span> 79,081 vs 69,861	1.65% <span style="color: red;">▼</span> 52.14% vs 51.30%
1. / <span style="float: right;">📄</span>					
Jan 1, 2018 - Mar 31, 2018	<b>18,457</b> (9.52%)	15,058 (9.78%)	00:01:09	13,925 (17.61%)	27.32%
Oct 3, 2017 - Dec 31, 2017	<b>15,507</b> (8.73%)	12,809 (9.18%)	00:01:07	11,871 (16.99%)	27.77%
<b>% Change</b>	<b>19.02%</b>	<b>17.56%</b>	<b>2.99%</b>	<b>17.30%</b>	<b>-1.64%</b>
2. /policy-evidence/about-domestic-abuse <span style="float: right;">📄</span>					
Jan 1, 2018 - Mar 31, 2018	<b>13,531</b> (6.98%)	10,642 (6.91%)	00:01:24	9,592 (12.13%)	55.85%
Oct 3, 2017 - Dec 31, 2017	<b>15,613</b> (8.79%)	12,202 (8.75%)	00:01:27	11,268 (16.13%)	54.91%
<b>% Change</b>	<b>-13.34%</b>	<b>-12.78%</b>	<b>-4.32%</b>	<b>-14.87%</b>	<b>1.71%</b>
3. /practice-support/resources-marac-meetings <span style="float: right;">📄</span>					
Jan 1, 2018 - Mar 31, 2018	<b>7,601</b> (3.92%)	6,325 (4.11%)	00:01:27	5,224 (6.61%)	63.27%
Oct 3, 2017 - Dec 31, 2017	<b>5,861</b> (3.30%)	4,849 (3.48%)	00:01:21	3,806 (5.45%)	62.09%
<b>% Change</b>	<b>29.69%</b>	<b>30.44%</b>	<b>8.14%</b>	<b>37.26%</b>	<b>1.90%</b>

# Top channels changes

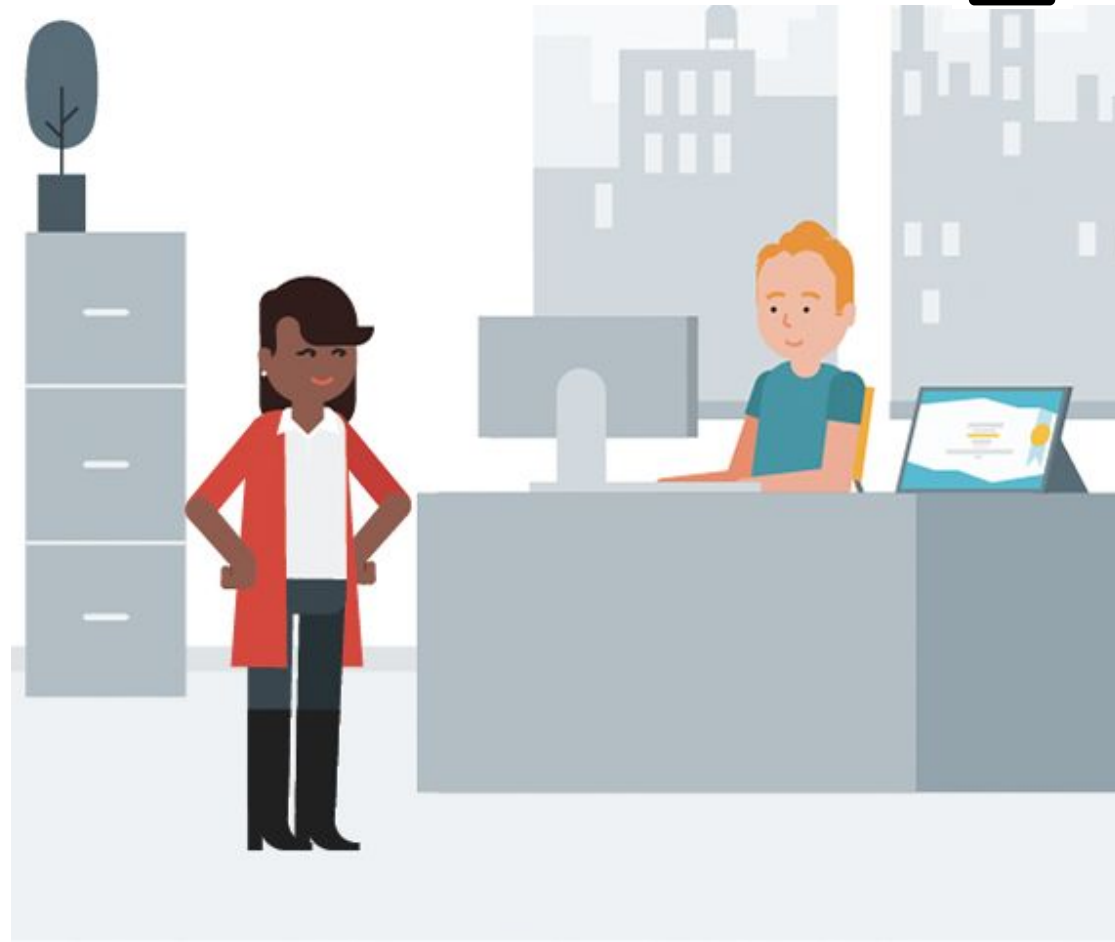


Source / Medium	Acquisition			Behavior			Conversions <span>Goal 1: Completed Wufoo application form</span>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Wufoo application form (Goal 1 Conversion Rate)	Completed Wufoo application form (Goal 1 Completions)	Completed Wufoo application form (Goal 1 Value)
	13.02% <span>↑</span> 55,818 vs 49,386	13.69% <span>↑</span> 51,296 vs 45,121	13.22% <span>↑</span> 79,405 vs 70,134	1.65% <span>↓</span> 52.14% vs 51.30%	3.57% <span>↓</span> 2.44 vs 2.53	5.57% <span>↓</span> 00:02:24 vs 00:02:33	87.96% <span>↓</span> 0.03% vs 0.22%	86.36% <span>↓</span> 21 vs 154	0.00% \$0.00 vs \$0.00
1. <a href="#">google / organic</a>									
Jan 1, 2018 - Mar 31, 2018	28,567 (48.97%)	24,959 (48.66%)	39,600 (49.87%)	52.30%	2.43	00:02:28	0.01%	4 (19.05%)	\$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	21,998 (42.95%)	19,218 (42.59%)	31,179 (44.46%)	49.64%	2.59	00:02:47	0.20%	61 (39.61%)	\$0.00 (0.00%)
% Change	29.86%	29.87%	27.01%	5.36%	-6.38%	-11.45%	-94.84%	-93.44%	0.00%
2. <a href="#">google / cpc</a>									
Jan 1, 2018 - Mar 31, 2018	12,470 (21.37%)	11,056 (21.55%)	15,730 (19.81%)	55.02%	2.28	00:01:50	0.03%	4 (19.05%)	\$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	13,106 (25.59%)	11,997 (26.59%)	16,475 (23.49%)	54.31%	2.36	00:01:54	0.05%	8 (5.19%)	\$0.00 (0.00%)
% Change	-4.85%	-7.84%	-4.52%	1.31%	-3.16%	-3.17%	-47.63%	-50.00%	0.00%
3. <a href="#">(direct) / (none)</a>									
Jan 1, 2018 - Mar 31, 2018	9,912 (16.99%)	9,520 (18.56%)	12,836 (16.17%)	54.19%	2.25	00:02:17	0.08%	10 (47.62%)	\$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	8,595 (16.78%)	8,218 (18.21%)	11,235 (16.02%)	54.96%	2.34	00:02:25	0.21%	24 (15.58%)	\$0.00 (0.00%)
% Change	15.32%	15.84%	14.25%	-1.40%	-3.72%	-5.62%	-63.53%	-58.33%	0.00%
4. <a href="#">bing / organic</a>									
Jan 1, 2018 - Mar 31, 2018	3,273 (5.61%)	2,602 (5.07%)	5,279 (6.65%)	36.75%	3.64	00:03:42	0.06%	3 (14.29%)	\$0.00 (0.00%)
Oct 3, 2017 - Dec 31, 2017	2,545 (4.97%)	1,999 (4.43%)	3,969 (5.66%)	35.25%	3.57	00:03:38	0.78%	31 (20.13%)	\$0.00 (0.00%)
% Change	28.61%	30.17%	33.01%	4.26%	1.95%	1.90%	-92.72%	-90.32%	0.00%



# Section 3

## What to report on



# What are the key metrics for you?



- Donations
- Contacts made through website
- Training enquiries
- Newsletter signups
- Traffic to certain pages
- New user acquisition
- Performance of marketing channels
- Overall growth in traffic over time

# Translating key metrics into goals



The screenshot shows a web analytics dashboard with a sidebar on the left and a main content area on the right. The sidebar contains navigation options such as 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', and 'Annotations'. The main content area displays a table of goals with the following columns: Goal, Id, Goal Type, Past 7 day conversions, and Recording. The table contains six rows of goal data, each with a checkbox in the first column and a toggle switch in the last column.

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Completed Wufoo application form	Goal ID 1 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Cry for Health - report download	Goal ID 2 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Cry for Health - shared page	Goal ID 3 / Goal Set 1	Destination	74	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Smart Goal	Goal ID 5 / Goal Set 1	Smart Goal	169	<input checked="" type="checkbox"/>
<input type="checkbox"/>	View Cry for Health page	Goal ID 4 / Goal Set 1	Destination	74	<input checked="" type="checkbox"/>

Analytics link: <https://analytics.google.com/analytics/web/?authuser=7#/a59016003w93100341p96952650/admin/goals/>

# Translating key metrics into goals



## 1 Goal setup

### Template

Select a template to start with a pre-filled configuration

#### REVENUE

- Register online Signed up for a class or scheduled an appointment

#### ACQUISITION

- Create an account Successful sign up, account, or view created
- Submit content Submitted or uploaded a file

#### INQUIRY

- Refer a friend Emailed link
- Read reviews Viewed reviews and ratings
- Upcoming events Viewed calendar or list of events
- Download or print Downloaded or printed brochure information

#### ENGAGEMENT

- Share / social connect Shared to a social network or emailed
- Contribute content Submitted or uploaded a picture, story, or other

# How to create a dashboard



## Example Dashboard

Apr 15, 2018 - Apr 21, 2018

+ Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Users  
100.00% Sessions

+ Add Segment

### New Users

New Users

Date	New Users
Apr 16	850
Apr 17	900
Apr 18	880
Apr 19	800
Apr 20	600
Apr 21	350

### Users

Users

Date	Users
Apr 16	1,200
Apr 17	1,200
Apr 18	1,150
Apr 19	1,050
Apr 20	850
Apr 21	450

### Sessions

### Sessions by Browser

Browser	Sessions
Chrome	2,719
Internet Explorer	1,610
Safari	1,400
...	...






# How to add widgets






Add a Widget ✕

**Widget title:**

**Standard:**


<b>2.1</b> METRIC	 TIMELINE	 GEOMAP	 TABLE	 PIE	 BAR
----------------------	---	---	--	--	--

**Real-time:**

<b>2.1</b> COUNTER	 TIMELINE	 GEOMAP	 TABLE
-----------------------	---	---	--

**Show the following metric:**

**Filter this data:**  
[Add a filter](#)

**Link to Report or URL:** 

[Clone widget](#)

# Sharing dashboards



Example Dashboard

Mar 23, 2017 - Apr 21, 2018

+ Add Widget Share **Email** Export

All Users  
100.00% Sessions

Create new annotation

New Users

New Users

2,000

1,000

A... July 2017 October

Email Report: *Example Dashboard*

From safelivescharity@gmail.com

To

Subject Example Dashboard

Attachments



PDF

EXAMPLE DASHBOARD

Frequency

Weekly

Day of Week:

S

M

T

W

T

F

S

Change day and frequency

ADVANCED OPTIONS

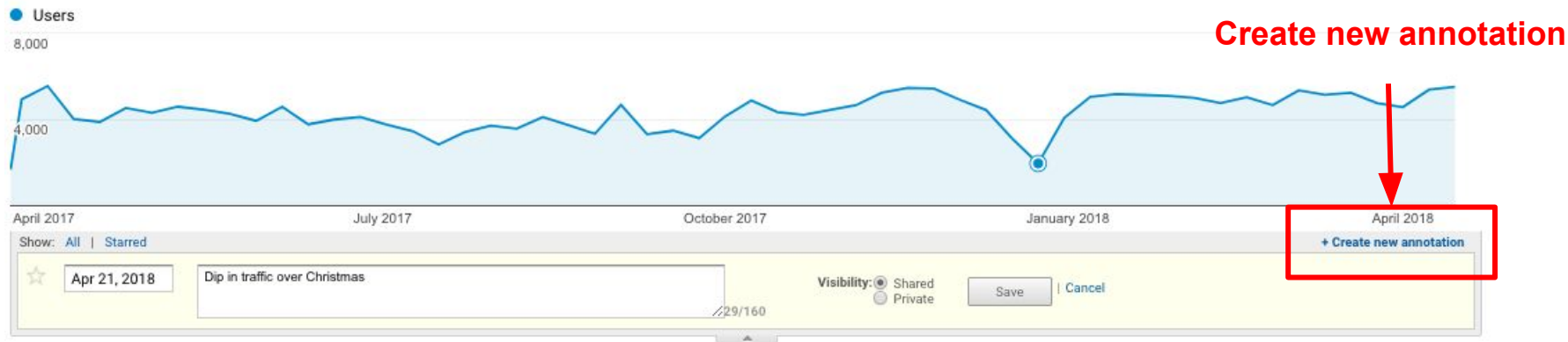
Enter email text...

Send

Cancel

January 2018 April 2018

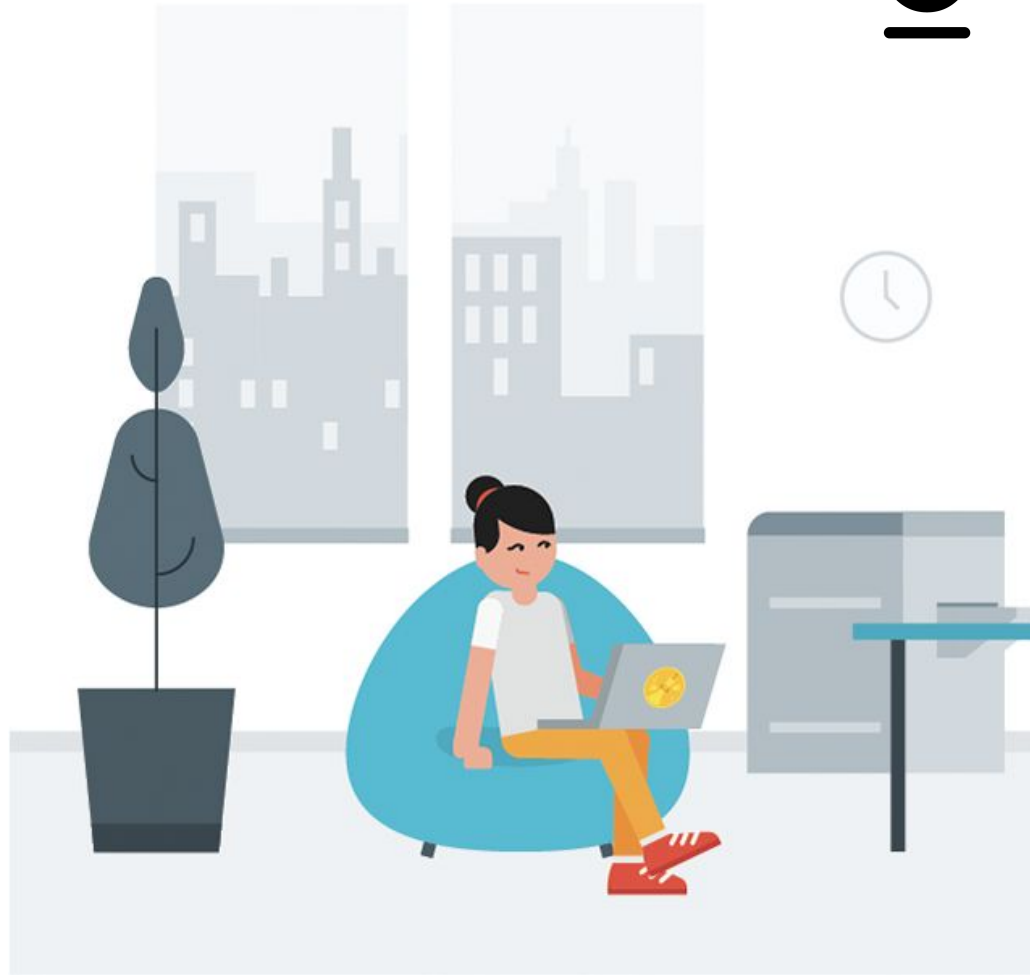
# Adding commentary





# Section 4

## Taking action on your data



# Why should people care?



- Prove the impact of your marketing and fundraising activity
- Show which marketing channels are the most important by seeing where supporters come from to get to your website
- Improve content by seeing which parts of the website get the most visits
- Identify issues by looking at how supporters navigate through the site
- Track improvements over time and compare different periods
- Measure performance of individual fundraising / awareness campaigns and benchmark performance for future campaigns

# Feeding back into your marketing



- Which channels are driving the right traffic?
- Which channels are underperforming?
- Which pages are generating traffic?
- Which pages are losing traffic?
- What content gaps are there?
- Who is your average user?
- What has been the ROI of marketing activity?

# Turning information into positive change



- Empower your teams
- Report across functions
- Regularly review data
- Regularly assess ROI / impact
- Show improvements in results
- Give feedback on strongly performing content
- Encourage wider team to ask questions

# What next?



- Create goals for your team
- Create a dashboard for your team
- Review key metrics as part of monthly review
- Dig into data to see what has worked before
- Look at underperforming content and track improvements
- Look at behaviour flow and identify issues
- Educate your wider team on the analytics work you are doing

Thank you!  
empower



# empower

## Say hello

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