JSS
MBA Digital Marketing

Google Analytics

Day 3

Understanding the tool

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Google Analytics

www.cameronchapman.com
http://cameronchapman.com | www.cameronchapman.co ▾ | ⚙

REPORTS | INTELLIGENCE

Find a report. 🔍

Visitors ▴
  Overview
  ▾ Demographics
    Location
    Language
    Custom Variables
    User Defined
  ▸ Behavior
  ▸ Technology
  ▸ Mobile

Traffic Sources ▾

Content ▾

Conversions ▾

Help ▾
The Location Report
Viewing Metrics
Find Your Old Reports in the New Interface
Help center
Search help center (Go)

ADVANCED SEGMENTS ▾ | EXPORT ▾

Country/Territory : United States
Location
Mar 1, 2011 - Mar 31, 2011 ▾

39.82% of total visits

Map Overlay Explorer

Site Usage Ecommerce

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
● 878	3.75	00:01:13	91.80%	1.25%
% of Total: 39.82% (2,205)	Site Avg: 3.56 (5.51%)	Site Avg: 00:01:16 (-4.36%)	Site Avg: 89.34% (2.75%)	Site Avg: 1.81% (-30.94%)

Visits
1 ▮▮▮▮▮▮ 130

Viewing: **Region** City Other ▾

Secondary dimension: Select... ▾   🔍 advanced View: ▦ ▾ 1 - 10 of 49 ‹ ›

	Region	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	California	133	3.50	00:01:06	86.47%	0.75%
2.	New York	78	3.38	00:00:52	96.15%	2.56%
3.	Texas	44	3.07	00:00:38	95.45%	2.27%
4.	Florida	39	4.08	00:01:08	94.87%	0.00%
5.	South Carolina	39	2.44	00:00:06	100.00%	2.56%
6.	Illinois	36	4.67	00:02:42	97.22%	0.00%
7.	Pennsylvania	35	4.60	00:01:01	94.29%	2.86%
8.	Massachusetts	34	4.53	00:00:59	97.06%	0.00%
9.	North Carolina	31	3.45	00:00:32	96.77%	3.23%
10.	Washington	31	3.58	00:00:52	93.55%	3.23%

Show rows: 10 ▾ Go to: 1 1 - 10 of 49 ‹ ›

The next sub-report in the visitors section is behavior. This section gives you more information about new vs returning visitors, how frequently and recently visitors are returning to your site, and user engagement. **Looking at how many visitors you have returning frequently gives you an idea of how many true fans you have.** Users who have visited your site a dozen or more times are most likely fans of your site or company. These are the users you can more or less count on when asking for help in promoting a new product or otherwise getting the word out. You can also view the "days since last visit" report, which gives you an idea of how often your return visitors are coming back to your site.
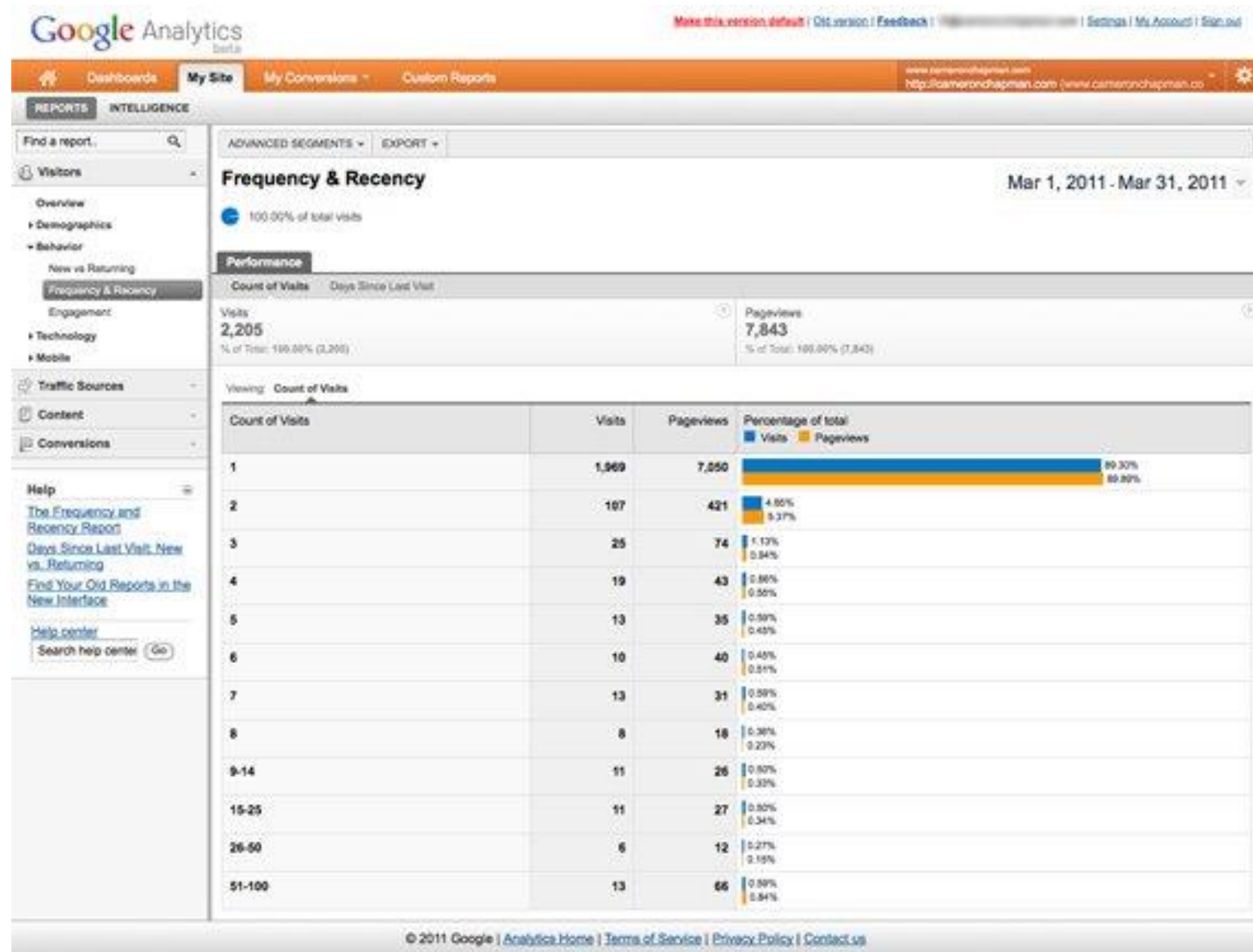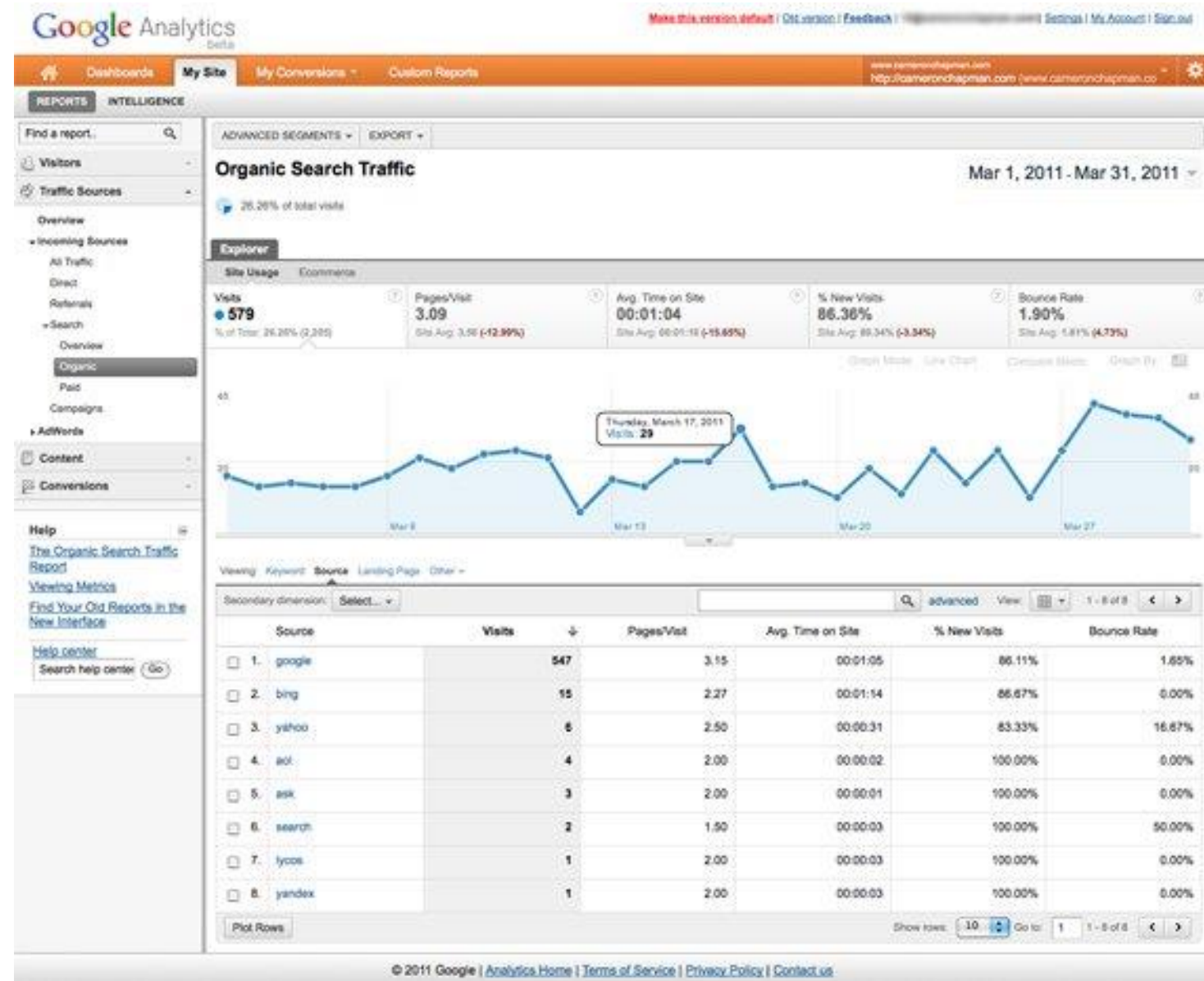
Traffic Source
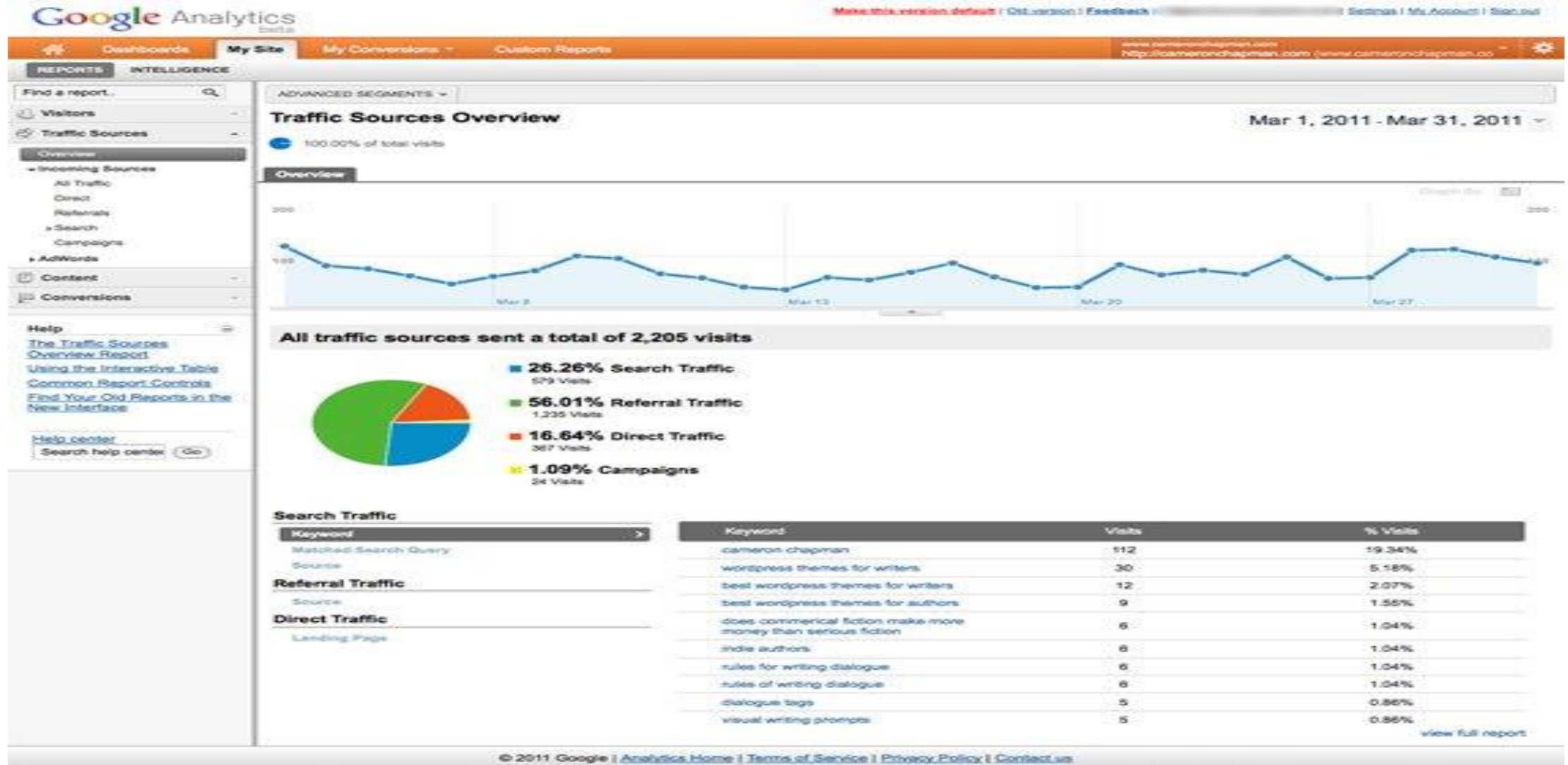
Traffic Sources

- Your traffic sources overview is one of the most important parts of your Analytics account. Where your traffic is coming from tells you a lot about the strength of your SEO, your incoming links, and your AdWords and other advertising campaigns. It also shows you where your weaknesses are. Ideally, you want traffic coming from a variety of sources, so that your traffic isn't tied to closely to a single source that's beyond your control. For example, if 80% of your traffic comes from organic Google results, and suddenly Google changes their algorithm and your site ends up on page 10 instead of the top of page 1, you'll see a huge drop in traffic. But if only 40% of your traffic is coming from the same source, it's easier to compensate (in this case you might increase your AdWords spending to compensate for a lack of presence in organic results).

One of the most important reports in your traffic sources is the keyword reports. These are vital to figuring out how your search traffic is finding your site. Because Analytics tracks not only the top keywords driving traffic to your site, but *every* keyword used, you can see all the long-tail search results driving traffic to your site. There's a brief keyword report on your overview page, but more detailed reports can be found under the "Search" sub-report. The search sub-report also tells you which page visitors are landing on most often, and which search engine they're coming from. You can view your paid (AdWords) traffic and organic traffic, or a mix of the two. You can also view traffic in terms of campaigns, including traffic from RSS feeds.

If you use AdWords, you can view detailed reports for traffic driven by your ads, including campaigns, keywords, day parts, destination URLs, placements, keyword positions, and TV ads. These reports show you the number of visits generated, how many pages/visit, the average time spent on the site, the percentage of new visits, the bounce rate, your total goal completions, and the revenue generated from each. The last two are the most important metrics to watch, as you want to make sure that the ads are generating enough revenue or conversions to make them worthwhile. **You may have some ads that only drive a small percentage of traffic, but a large number of those visitors convert (or vice versa).** Without knowing the goal completions or revenue, you might disregard those ads and throw away important revenue sources.

On the content overview page, the graph represents page views rather than visits, so you'll notice the numbers used should be a lot larger than on the visits graph. One thing you'll notice here is that both pageviews and unique pageviews are both shown. The difference is that a pageview is recorded every time a page is loaded (so if a user clicks refresh, a second pageview is logged, or if a user navigates to a different page and then uses their back button, a new pageview is counted), whereas a unique pageview is only logged once per browsing session.

Also on the overview page is a list of AdSense revenue, and the $ Index for a given page (which is the value of that page in your sales funnel). Your bounce rate and average time on each page is displayed here, too. At the bottom of the overview page you'll see options to review your site content by page or page title, to view your site search stats (if you're using Google Site Search), to view your events, and to view AdSense earnings by page.

Other reports included in the content section include your more in-depth information about your pages viewed, as well as landing and exit pages. **Pay close attention to the exit pages, as these can provide clues as to where in your sales funnel visitors are getting hung up.** Landing pages can also be important, as you want to make sure that necessary information is included on the pages your visitors are actually viewing.
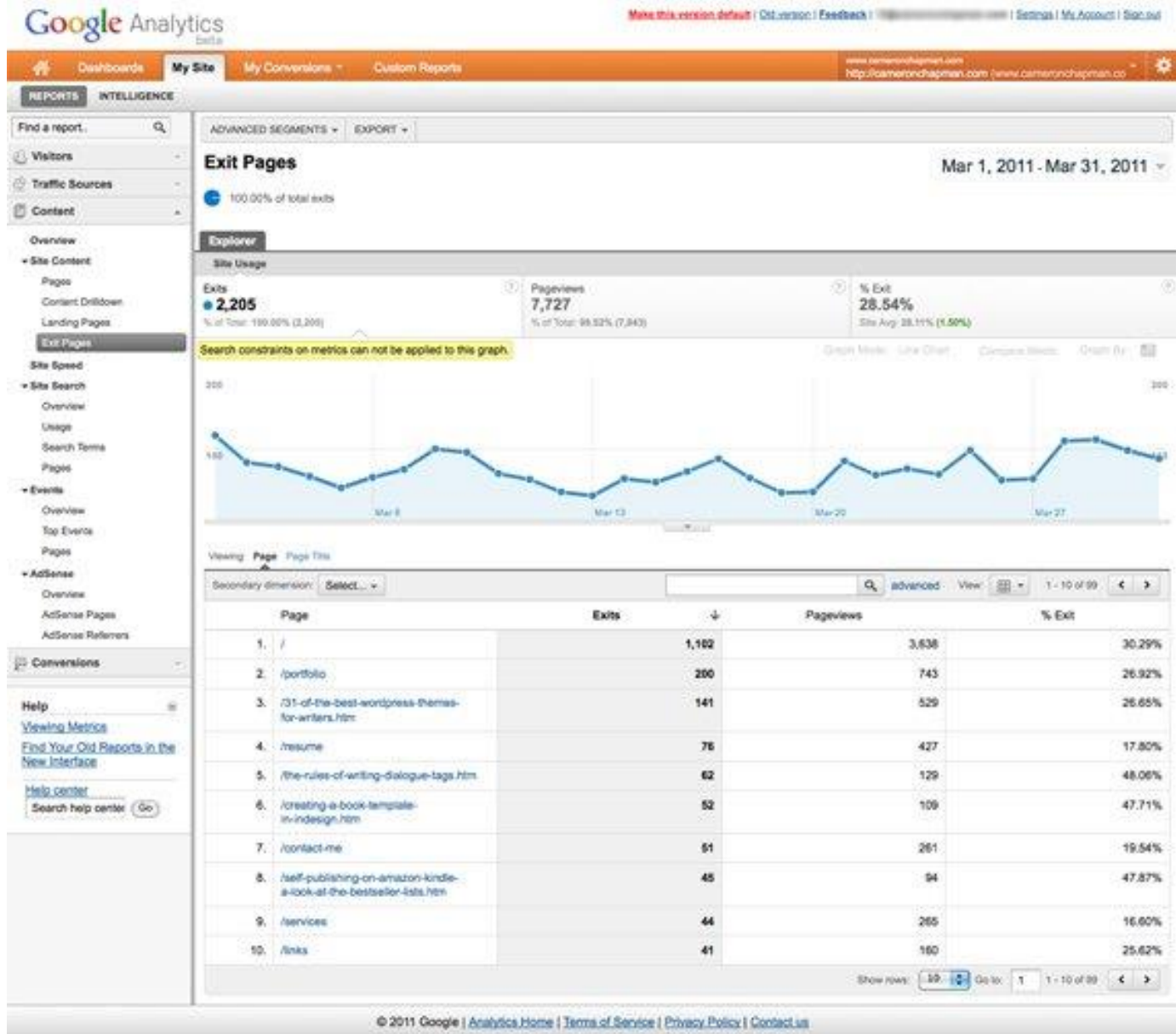
It's a good idea to check your site speed report occasionally to make sure there aren't any pages that are incredibly slow to load. **Slow pages can deter visitors, and can interrupt your conversion process.** Be sure to check the page speed of any of your main exit pages, too, as slow loading times could be one reason people are abandoning your site. The other reports here are a bit more advanced, but if you use Google Site Search, or AdSense, or you've programmed Events into your site's code, you'll be able to monitor those things here.

Additional Reads

Audience Analysis

As the name suggests, audience analysis gives you an overview of the audience who visit your site along with their session history, page-views, bounce rate, etc. You can trace the new as well as the returning users along with their geographical locations. You can track −

• The age and gender of your audience under **Demographics**.

• The affinity reach and market segmentation under **Interests**.

• Language and location under **Geo**.

• New and returning visitors, their frequency, and engagement under **Behavior**.

• Browsers, Operating systems, and network of your audience in **Technology**.

• Mobile device info under **Mobile**.

• Custom variable report under **Custom**. This report shows the activity by custom modules that you created to capture the selections.

• Benchmarking channels, locations, and devices under **Benchmarking**. Benchmarking allows you to compare your metrics with other related industries. So, you can plot what you need to incur in order to overtake the market.

• Flow of user activity under **Users flow** to see the path they took on your website.

Acquisition Analysis

Acquisition means 'to acquire.' Acquisition analysis is carried out to find out the sources from where your web traffic originates. Using acquisition analysis, you can −

•Capture traffic from all channels, particular source/medium, and from referrals.

•Trace traffic from **AdWords** (paid search).

•See traffic from **search engines**. Here, you can see Queries, triggered landing pages, and geographical summary.

•Track **social media traffic**. It helps you to identify networks where your users are engaged. You can see referrals from where your traffic originates. You can also have a view of your hub activity, bookmarking sites follow-up, etc. In the same tab, you can have a look at your endorsements in details. It helps you measure the impact of social media on your website.

•See which plug-ins gave you traffic.

•Have a look at all the campaigns you built throughout your website with detailed statistics of paid/organic keywords and the cost incurred on it.

Behavior Analysis

Behavior analysis monitors users' activities on a website. You can find behavioral data under the following four segments −

•**Site Content** − It shows how many pages were viewed. You can see the detailed interaction of data across all pages or in segments like content drill-down, landing pages, and exit pages. **Content drill-down** is breaking up of data into sub-folders. **Landing page** is the page where the user lands, and **exit page** is where the user exits your site. You can measure the behavioral flow in terms of content.

•**Site Speed** − Here, you can capture page load time, execution speed, and performance data. You can see how quickly the browser can parse through the page. Further, you can measure page timings, user timings, and get speed suggestion. It helps you to know where you are lagging.

•**Site Search** − It gives you a full picture of how the users search across your site, what they normally look for, and how they arrive at a particular landing page. You can analyze what they search for before landing on your website.

•**Events** − Events are visitors' actions with content, which can be traced independently. Example − downloads, sign up, log-in, etc.

Conversion Analysis

Conversion is a goal completion or a transaction by a user on your website. For example, download, checkout, buy, etc. To track conversions in analytics, you need to define a goal and set a URL that is traceable.

•**Goals** − Metrics that measure a profitable activity that you want the user to complete. You can set them to track the actions. Each time a goal is achieved, a conversion is added to your data. You can observe goal completion, value, reverse path, and goal flow.

•**Ecommerce** − You can set ecommerce tracking to know what the users buy from your website. It helps you to find product performance, sale performance, transactions, and purchase time. Based on these data, you can analyze what can be beneficial and what can incur you loss.

•**Multi-channel funnels** − Multi-channel funnels or MCF reports the source of conversion; what roles the website plays, referrals' role in that conversion; and what all slabs did when users pass through landing page to conversion. For example, a user searched for a query on Google search page, he visited the website, but did not convert. Later on, he directly typed your website name and made a purchase. All these activities can be traced on MCF.

•**Attribution** − Attribution modeling credits sales and conversions to touch points in conversion tracking. It lets you decide what platforms or strategy or module is the best for your business. Suppose a person visited your website through AdWords ad and made no purchase. A month later, he visits via a social platform and again does not buy. Third time, he visited directly and converted. Here, the last interaction model will credit direct for the conversion, whereas first interaction model will assign credit to paid medium. This way, you can analyze what module should be credited for a conversion.

Optimizely is an optimization platform to test and validate changes and the present look of your webpage. It also determines which layout to finally go with. It uses **A/B Testing, Multipage**, and **Multivariate Testing** to improve and analyze your website.

A wonderful feature of Optimizely is that you do not need to be a technical expert. You just need to insert a deployed code provided by Optimizely in your HTML. After putting it, you can trace anything, take any action, and make any changes in your website.

Optimizely provides you administrative and management functionality to let you create account, organize projects, and experiment. This facility helps you in tracking clicks, conversions, sign-ups, etc.

You are allowed to run tests and use custom integrations with Optimizely interface. All you need is –

•Set up an account on Optimizely and add a generated script.

•Once you are done with it, select your test pages. It implies the factors you want to run test on.

•Set Goals. To set goals, click on the flag icon at the top right of the page and follow up the instructions. Check metrics you are looking for. Click Save.

•You can create variations with the usual editor like changing text and images.

•Next step is monitoring your tests. You need to test which landing pages are performing well. What is attracting the visitors? What is the bounce rate? Understand the statistics, filter the non-performing areas, and conclude the test.

•You can run multipage tests using javascript editors.

Optimizely gives you a better understanding of conversion rate optimization and running tests.

KISSmetrics is a powerful web analytics tool that delivers key insights and user interaction on your website. It defines a clear picture of users' activities on your website and collects acquisition data of every visitor.

You can use this service free for a month. After that, you can switch on to a paid plan that suits you. KISSmetrics helps in improving sales by knowing cart-abandoned products. It helps you to know exactly when to follow up your customers by tracking the repeat buyers activity slot.

KISSmetrics helps you identify the following −

•Cart size

•Landing page conversion rate

•Customer activity on your portal

•Customer bounce points

•Cart abandoned products

•Customer occurrence before making a purchase

•Customer lifetime value, etc.

KISSinsights: Home Page Sign Up Funnel

[Edit Report]

Of the **19,364 people** people who *Viewed home page*, **4.3%** of those people eventually *Completed sign up.*

May 1, 2010 - June 30, 2010 Edit ▾

① 19,364 people
9,682 people
0 people

19,364

7,278

37.0%

24.3%

1,765

47.3%

835

4.3%

②

Funnel Overview	Viewed home page	Viewed sign up page	User signed up	Completed sign up	+
③ Search terms	100.0% (19,364)	37.6% (7,278)	9.1% (1,765)	4.3% (835)	
None	100.0% (18,595)	36.6% (6,807)	8.4% (1,560)	4.0% (753)	
kissinsights	100.0% (400)	60.6% (248)	27.9% (114)	10.3% (42)	
kiss insights	100.0% (261)	61.3% (160)	23.4% (61)	10.3% (27)	
kissinsight	100.0% (22)	68.2% (15)	18.2% (4)	13.6% (3)	
kissinsights.com/...	100.0% (10)	40.0% (4)	30.0% (3)	--	

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Summarizing KISSmetrics

•It gets you more customers by not letting you lose potential customers and maintaining brand loyalty.

•It lets you to judge your decisions where you are playing right.

•It helps you identify data and trends, which contribute in customer acquisition.

Best Features of KISSmetrics

•Ability to track effective marketing channels.

•Figure out how much time a user takes to convert.

•Determine a degree of which user was engaged with your site.

•A convenient dashboard. You do not need to run around searching for figures.

Tracking

Add a java snippet under <head> tag of the source code of your website.

Event Setting

By default, KISSmetrics sets two events for you – **visited site** and **search engine hit**. To add more events, click on **new event**, add an attribute and record an event name.

Setting up Metrics

Click on create a new metric. Select your metric type from the list. Give metric name, description, and event. Save metric.

Define Conversions

Define your conversion and track them. Select **number of times event happened**. Give metric name and description and select event. Save metric again.

KISSmetrics can track web pages, mobile apps, mobile web, facebook apps, and can blend all data into one. You don't need the multiple analytics platforms.