

5 Google Analytics Tips to Increase Sales

Google Analytics is colloquially known as the gold mine of data. It can tell you almost anything you need to know about your online marketing activities, including your organic SEO efforts, your website visitors, and your PPC campaigns. One of the best things about inbound marketing is its measurability. Being able to track, measure, and analyze your efforts and results can dramatically increase sales.

Naturally, this type of intelligence can be highly valuable, allowing you to prevent problems, adjust strategies, and realize opportunities, but only review your analytics and use Google Analytics to its maximum advantage.

You probably already know the Google Analytics basics by now, but these expert tips will allow you to use your data to increase sales and revenue.

1. Set up Conversion Funnels

Want to know exactly what steps your visitors are taking when they buy things? Google Analytics conversion funnels can give you the answers. These funnels are the journeys that consumers take online when they search for information, when they visit websites, when they look at online ads, and when they make purchases. Being able to see what steps your website visitors are taking can help you nurture them more effectively with the right content at the right time, while also helping you fix any snags that are leading visitors to drop out of the funnel

2. Figure out Which Pages Have a High Conversion Rate

Knowing which specific web pages or what particular content on your site is producing the highest conversion rate can be highly valuable. Knowing what works to convert and increase sales can help you create new content that will turn web visitors into paying customers. It can also help you reduce costs and maximize the effects of your best web pages by knowing which pages should be marketed more heavily and which ones shouldn't. Simply use Google Analytics' Reverse Goal Path to uncover your top performing web pages and content and better understand what type of content your audiences appreciate the most.

It's pretty simple, really. Reverse Goal Path shows you the pages that were viewed right before customers opted into your newsletter list, contacted you for a consultation, or took the leap to purchase one of your products or services online, for example.

3. Gauge Effectiveness

With custom Google URLs, you can measure the success, or lack of success, of your specific campaigns, email blasts, PPC ads, and other content. Custom URLs can let you know who ended up on your landing pages as a result of your specific campaigns and what actions visitors took after looking at your web pages, so you can better understand how effective they are. Use Google's URL builder to start measuring effectiveness.

4. Identify Your Best Referral Sites

You know that referrals from other websites (like through guest blogging) can help you increase sales, but not all referral sites are alike. Some will send you more traffic than others. It pays to know which ones to aggressively pursue and which ones to ditch. Google Analytics has a Referrals section in Reporting which will highlight your top referral traffic sources.

5. Find High-Conversion Keywords

Keywords are critical to successful inbound marketing. Identifying and using the best keywords and phrases for your goals can increase sales by improving the visibility of your blog and other web pages and by boosting your search engine rankings for those keywords.

But how do you know if your keywords are driving conversions? Create an AdWords campaign with your targeted keywords and then go to Google Analytics to see which ones led to purchases and which ones didn't convert. Armed with this knowledge, you can then build more relevant and effective content to increase sales.

Source: Mike Lieberman, Square2