6 Ways You're Not Using Google Analytics (But Should Be)

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Web Site Optimizers

WSO

www.websiteoptimizers.com

About Me

- Founder/CEO of Web Site Optimizers

- Formerly Online Product Manager at GTE/Verizon

- Helping Organizations Convert More from Their Websites since 1998

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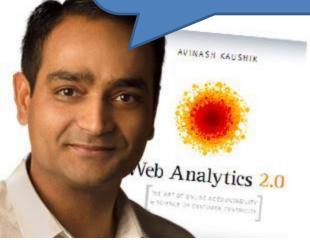What sources of traffic to spend the most money on?

Which site content should be featured & promoted?

Where to focus resources to improve User Experience?

How much is a mobile responsive site worth?
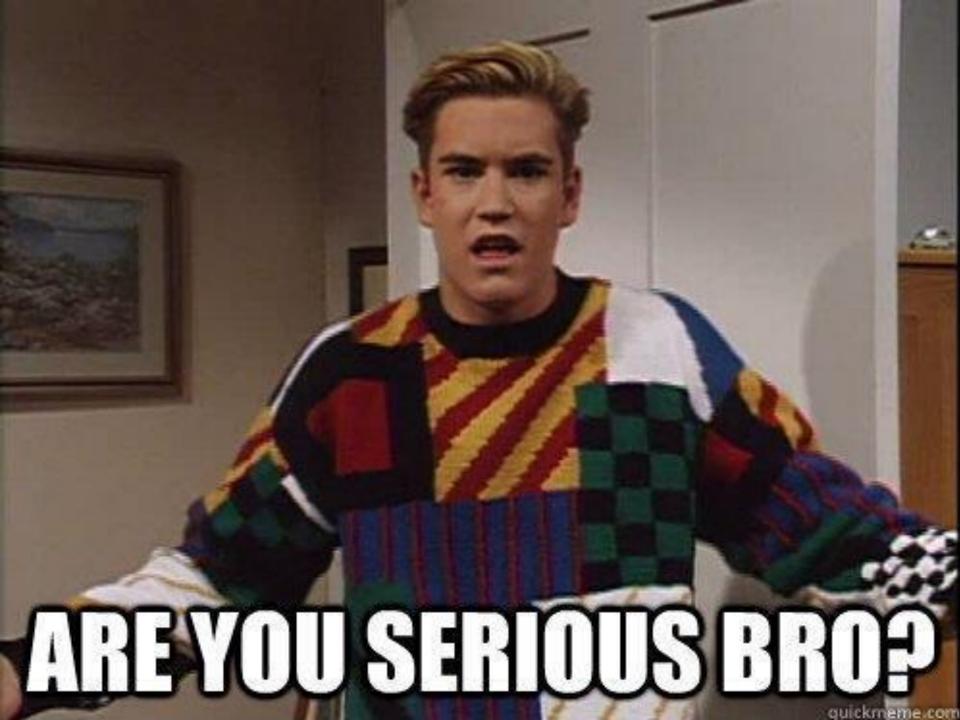
Where to focus SEO efforts?

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Google Analytics Is Your Most Valuable Marketing Tool
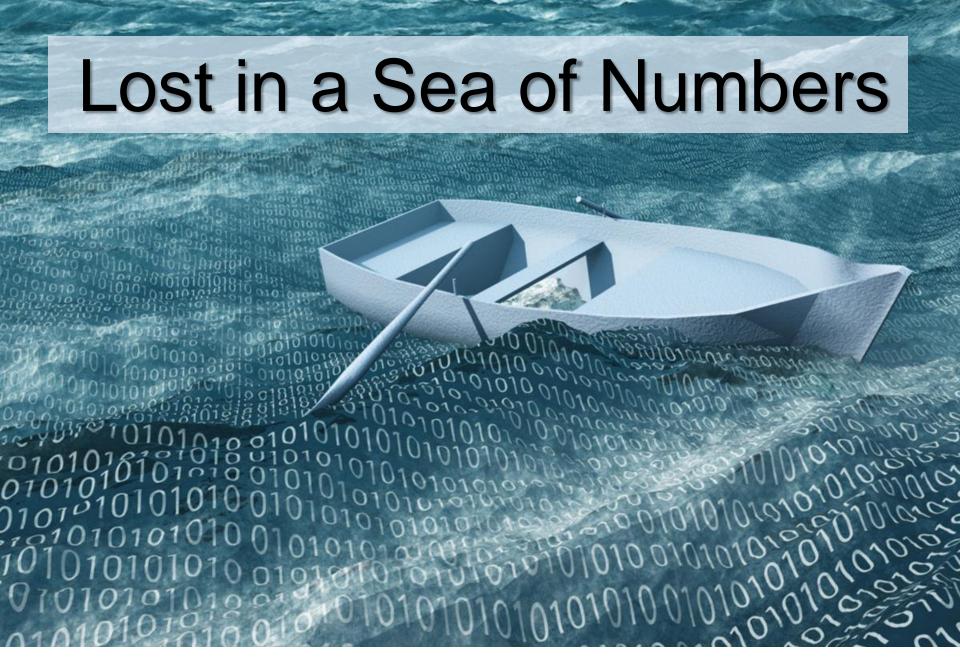
Web Analytics is like Angelina Jolie: It's sexy and it kicks butt.

Analytics Evangelist Avinash Kaushik

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ARE YOU SERIOUS BRO?

Lost in a Sea of Numbers

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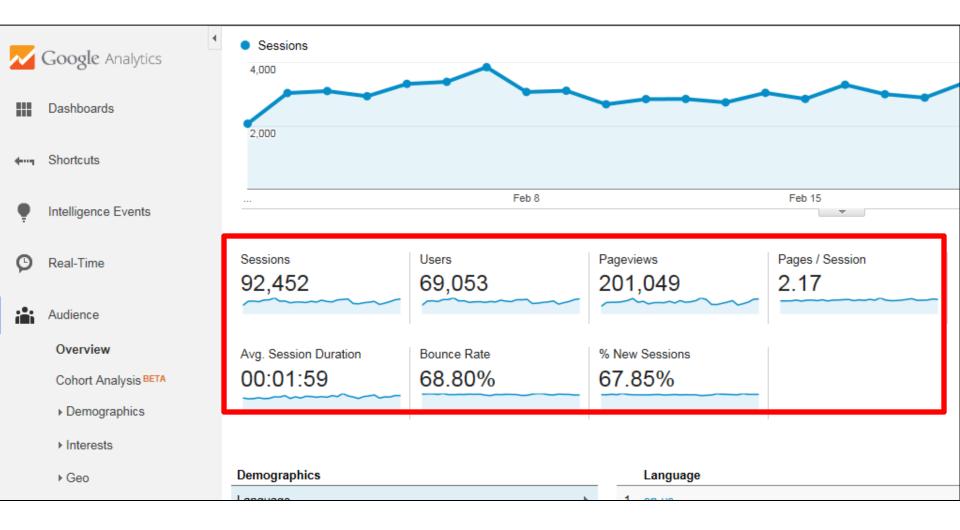
Most Common Use: Vanity Metrics Only

Six Things You're Not Doing With Google Analytics (But Should Be)

Number 1:
Setting & Tracking Goals

All Websites Have Goals

Primary Conversions

- Place an Order

- Fill Out Lead Form

- Click an Ad

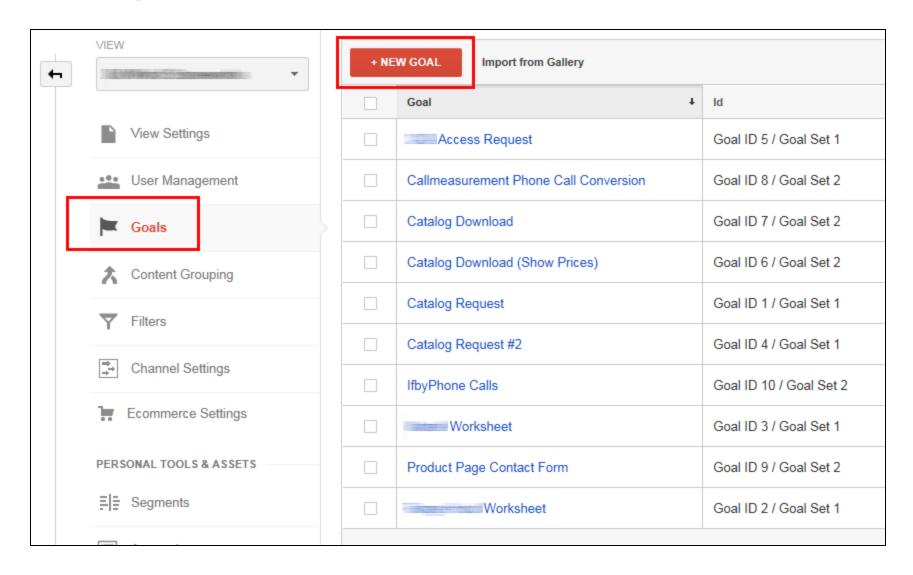- Sign up for Trial

- Phone Call

MicroConversions
- Request a Catalog
- Subscribe to Mailing List
- Download White Paper
- Locator Search
- Print Coupons
- Social Share
- Book Appointment
- Leave a Review
- Watch a Video
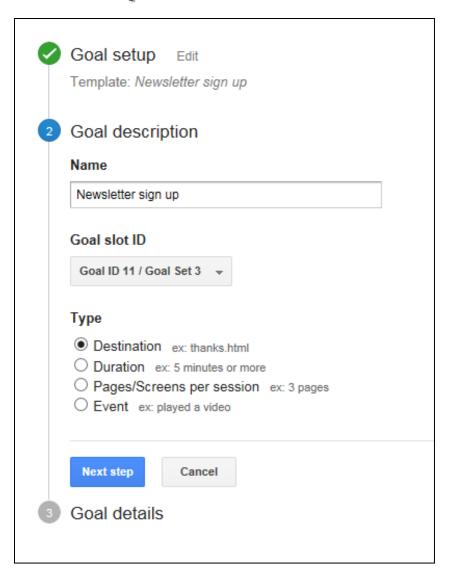
Determine the valuable visits from the not-so-valuable ones.

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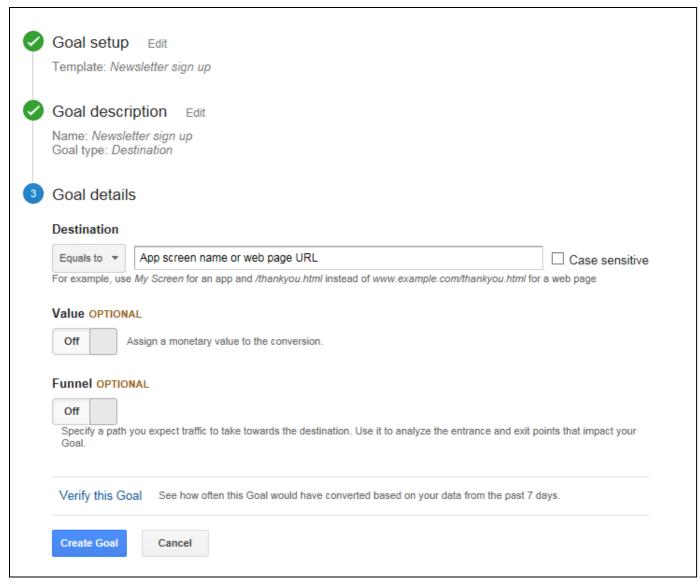
Set Up Goals in Admin Area
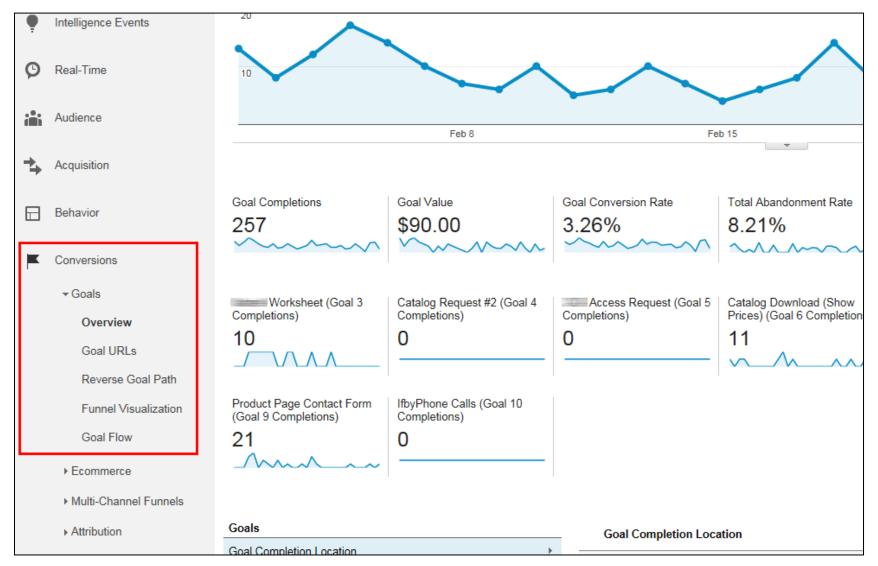
Goal Setup – Step 2

Goal Setup – Step 3

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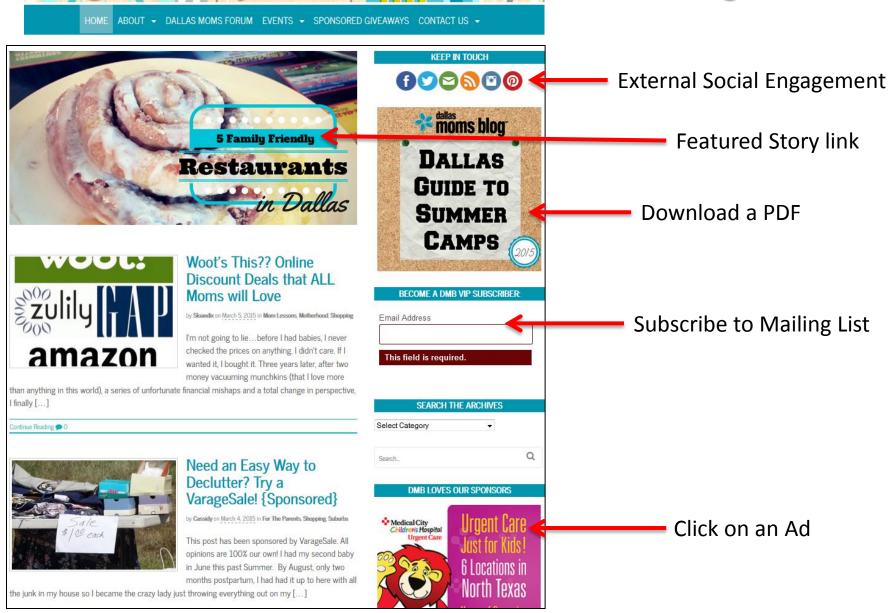
View Goal Results in Conversions Section
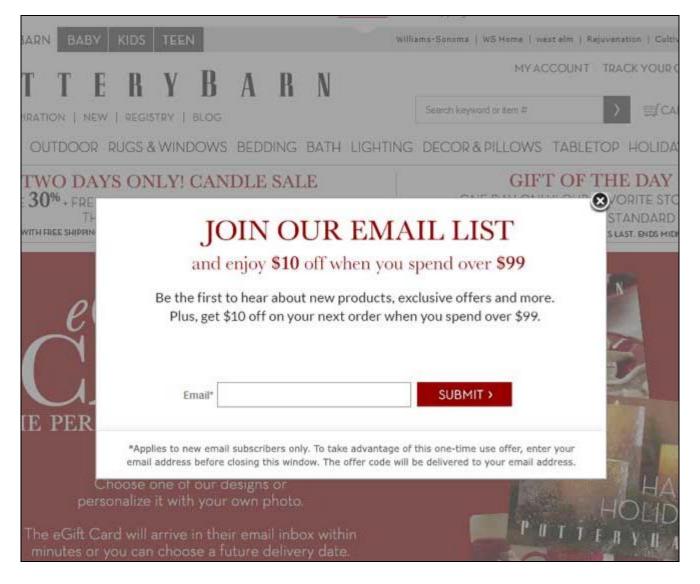
Number 2:
Event Tracking
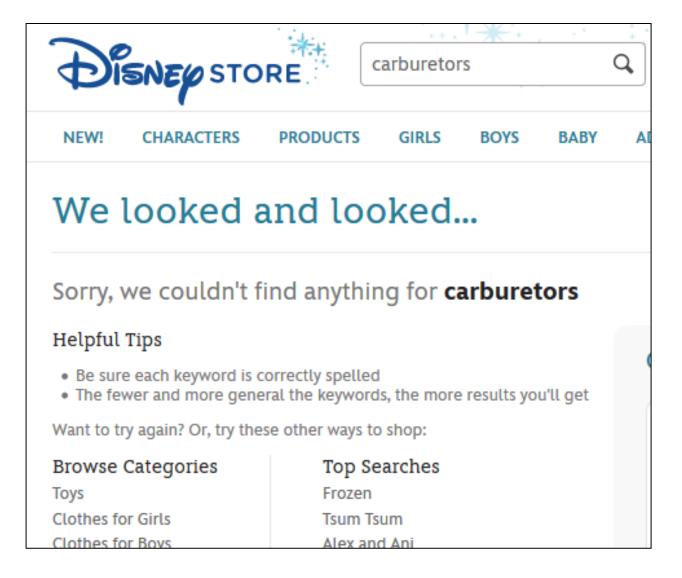
Google Analytics Is Not Just About Page Views

External Social Engagement

Featured Story link

Download a PDF

Subscribe to Mailing List

Click on an Ad
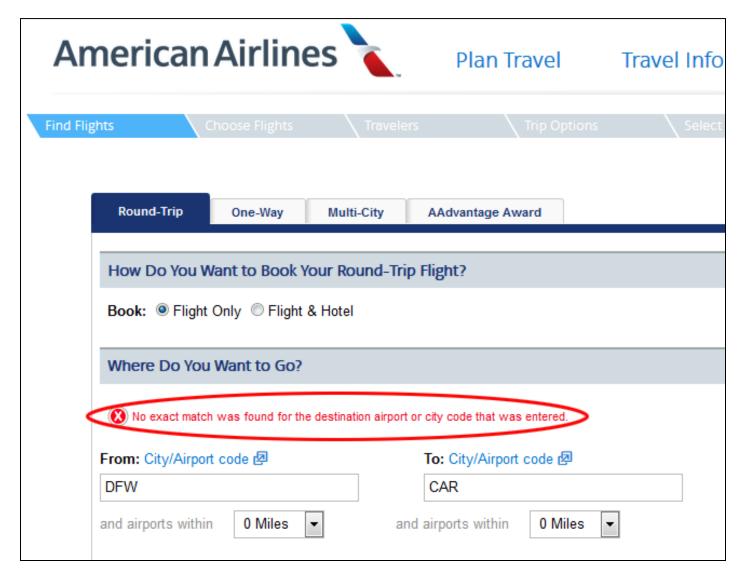
How Many Times Has Your Modal Popped Up?

How Often Does Site Search Show No Results?

Track Error Messages to Find Trouble Spots

Add Short JS Code to One Line to Track Events

"Classic" Google Analytics:
<a href="campguide.pdf"
onclick="_gaq.push([_'trackEvent','PDFs',
'Downloads','CampGuide.pdf']);">
****

Google Universal Analytics:
<a href="campguide.pdf"
onclick="ga('send', 'Event', 'PDFs',
'Downloads','CampGuide.pdf');">
****

Event Tracking Parameters

Category (Required) – What is being acted upon.
Ex: PDFs, Banners, Error Messages, Modals

Action (Required) – What actually happened.
Ex: Downloaded, Clicked, Displayed, etc.
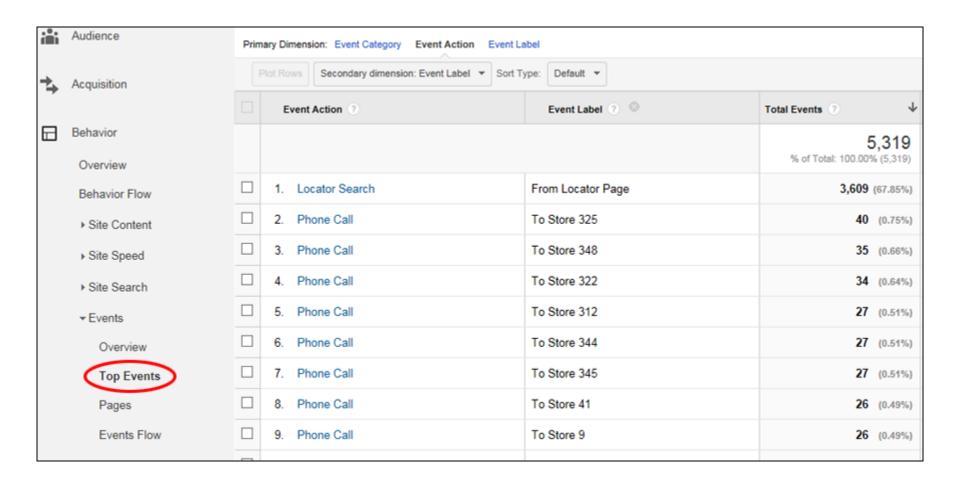
Label (Optional) – Which item on page?
Ex: filename, Error Message, "Sign-up"

Value (Optional) – Numeric value you assign.

NonInteraction (Optional) – If False, the Event will prevent a Bounce from registering for the session.

View Events in Behavior Section

Number 3: Segmentation

Your Battleship in the Sea of Data

Never View Stats in Aggregate

Segment by Device Type

Device Category	Acquisition		Conversions	eCommerce ▾	
	Sessions ↓	Transactions	Revenue		Ecommerce Conversion Rate
	12,670 % of Total: 100.00% (12,670)	336 % of Total: 100.00% (336)	$21,753.11 % of Total: 100.00% ($21,753.11)		2.65% Avg for View: 2.65% (0.00%)
1. desktop	7,483 (59.06%)	232 (69.05%)	$15,339.49 (70.52%)		3.10%
2. mobile	3,269 (25.80%)	55 (16.37%)	$3,107.10 (14.28%)		1.68%
3. tablet	1,918 (15.14%)	49 (14.58%)	$3,306.52 (15.20%)		2.55%
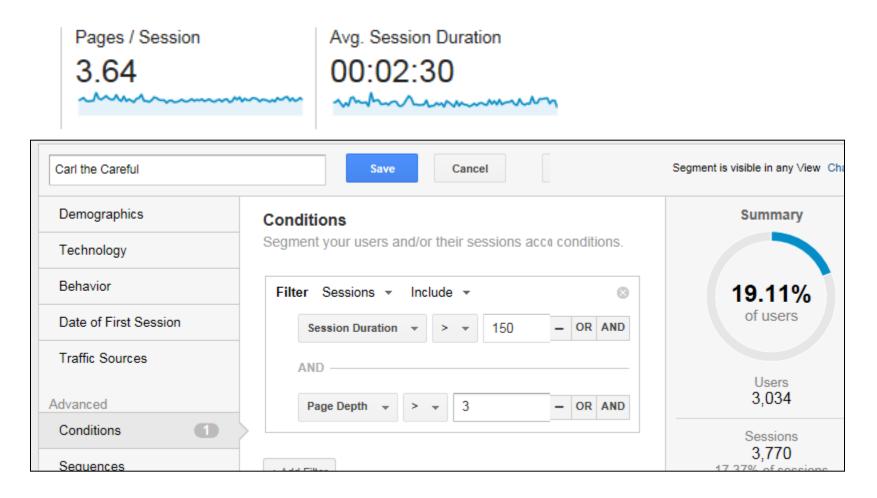
Desktop visits generate about $2.05 per visit.
Smartphone (mobile) visits generate about $0.95 per visit.

Poor mobile UX costing about $3600 per period in lost revenue.

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Segment by Converters & Non-Converters

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Customers by Page Depth & Time On Site

Careful: Page Depth > Avg; Duration> Avg   **Troubled: Page Depth > Avg; Duration< Avg**
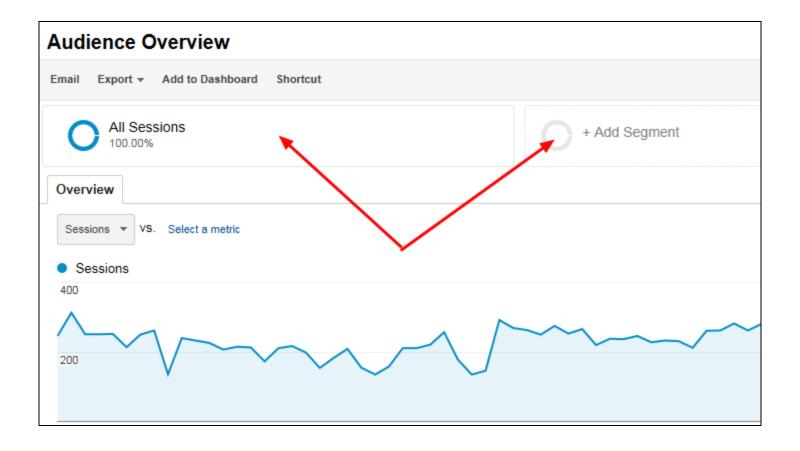
Absorbers: Page Depth<Avg; Duration> Avg   **Unqualified: Page Depth < Avg; Duration< Avg**
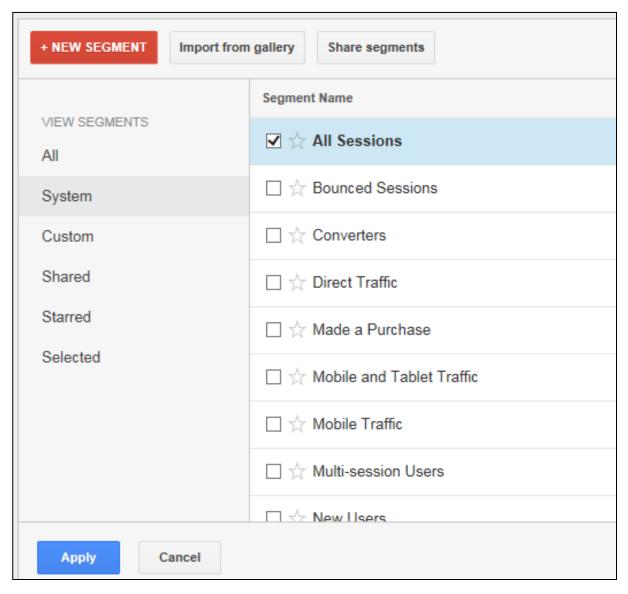
Source: Brian Massey

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Setting Up Segments In Google Analytics
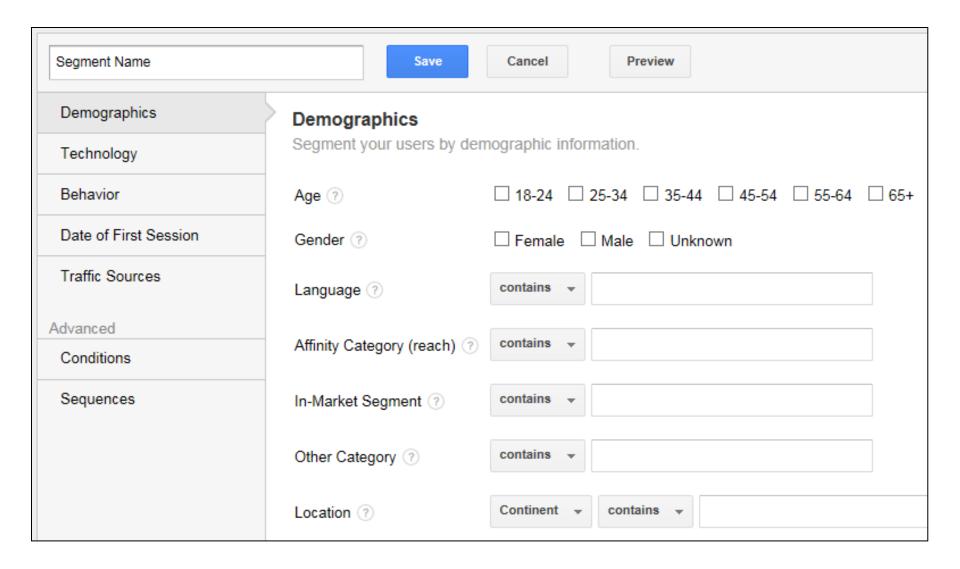
Click inside the Segmentation section of any report
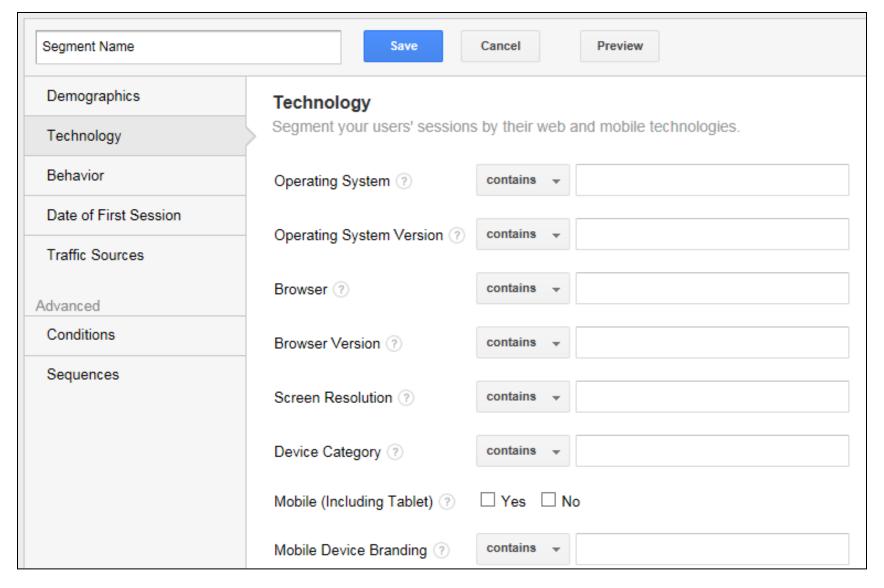
Many Predefined Segments Out of the Box
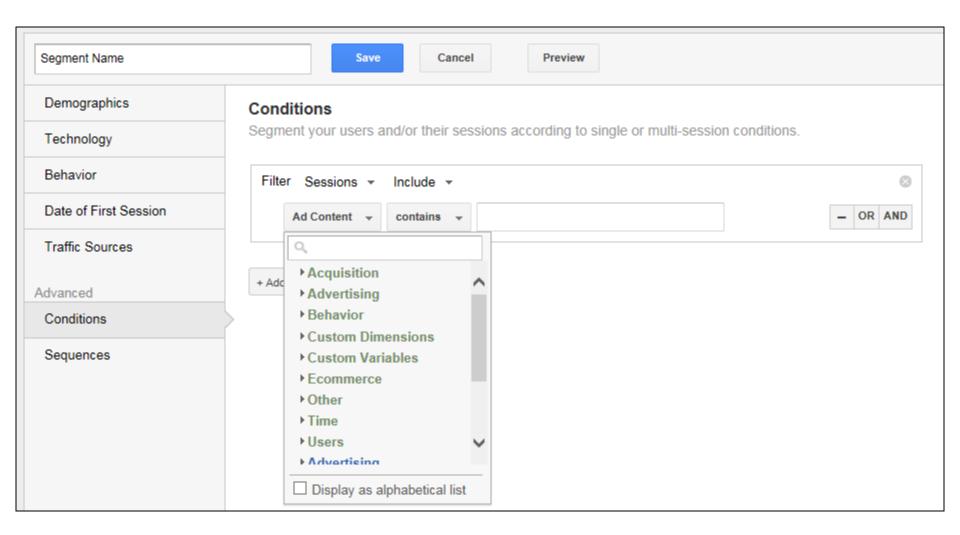
Click "New Segment" to Create Your Own

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Segment Based on User Technology

Segment Name	**Save** Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Technology
Segment your users' sessions by their web and mobile technologies.

Operating System ⑦ — contains ▾ [ ]

Operating System Version ⑦ — contains ▾ [ ]

Browser ⑦ — contains ▾ [ ]

Browser Version ⑦ — contains ▾ [ ]

Screen Resolution ⑦ — contains ▾ [ ]

Device Category ⑦ — contains ▾ [ ]

Mobile (Including Tablet) ⑦ — ☐ Yes ☐ No

Mobile Device Branding ⑦ — contains ▾ [ ]

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Use Most Any Dimension/Metric Tracked

Segment Name [Save] [Cancel] [Preview]

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾   ⊗

Ad Content ▾   contains ▾   [   ]   — OR AND

🔍 [   ]

▸ Acquisition
▸ Advertising
▸ Behavior
▸ Custom Dimensions
▸ Custom Variables
▸ Ecommerce
▸ Other
▸ Time
▸ Users
▸ Advertising

☐ Display as alphabetical list

+ Add

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Number 4:
Site Search Tracking

Look Into The Minds Of Your Visitors
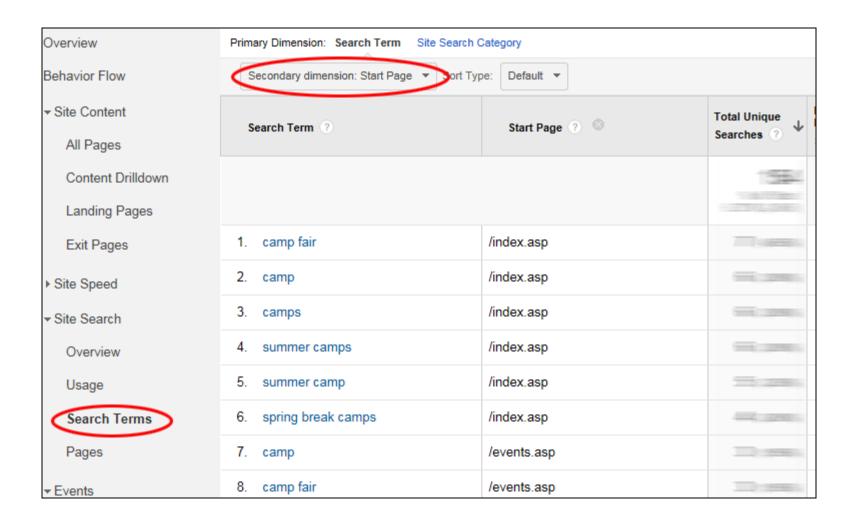
What Are Your Visitors Searching For?

Search Term	Total Unique Searches ↓	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	2,416 % of Total: 98.29% (2,458)	1.67 Avg for View: 1.67 (0.50%)	20.32% Avg for View: 20.34% (-0.09%)	16.96% Avg for View: 17.31% (-2.05%)	00:04:03 Avg for View: 00:04:01 (0.84%)	2.63 Avg for View: 2.61 (0.77%)
1. kids eat free						
2. camp fair						
3. camp						
4. model						
5. model search						
6. spring break						
7. summer camp						
8. birthday						
9. calendar						
10. Kids eat free						
11. camps						
12. summer camps						

Many visitors looking for info on summer camps, model search
(Report: Behavior > Site Search > Search Terms)

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Zero In On Pages Searched From
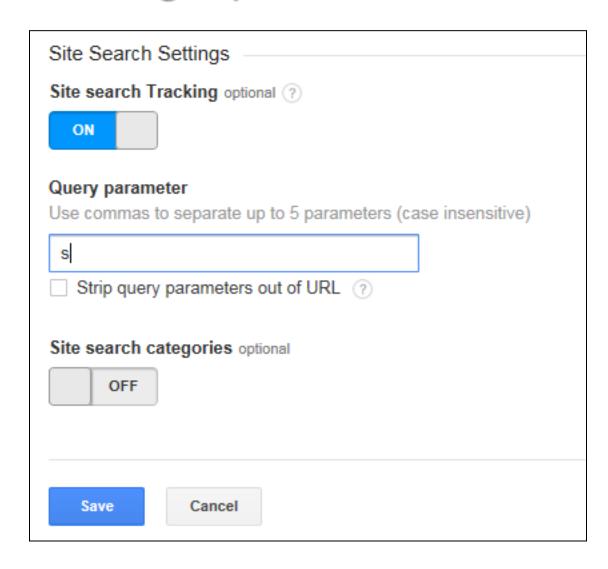
Check Search Results for Trouble Terms

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	2,458 % of Total: 100.00% (2,458)	**1.67** Avg for View: 1.67 (0.00%)	**20.34%** Avg for View: 20.34% (0.00%)	**13.19%** Avg for View: 17.31% (-23.84%)	**00:04:01** Avg for View: 00:04:01 (0.00%)	**2.61** Avg for View: 2.61 (0.00%)
1. camp	16 (9.30%)				00:03:45	6.38
2. calendar	11 (6.40%)				00:05:20	5.91
3. birthday	11 (6.40%)				00:07:14	5.55
4. summer camp	12 (6.98%)				00:02:13	3.25
5. spring break	12 (6.98%)				00:01:39	3.17
6. kids eat free	24 (13.95%)				00:07:24	2.75
7. model	14 (8.14%)				00:02:30	2.64
8. camp fair	17 (9.88%)				00:04:14	2.47

Advance Filter: Total Unique Searches > 10

Sort on Avg Search Depth and/or Time After Search

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Setting Up Site Search Tracking

Site Search Settings

Site search Tracking optional ⓘ

| ON |

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

s|

☐ Strip query parameters out of URL ⓘ

Site search categories optional

| OFF |

Save Cancel

In Admin Area:
Set Up For Each View
In View Settings

Identify the Query Parameter

- Search your site for something (analytics)
- Look for your search term in the resulting url
- Look for the parameter to the left of the search term

Example: CNN.com

www.cnn.com/search/?text=analytics

Example: Typical WordPress Site

www.websiteoptimizers.com/blog/?s=analytics&submit=Search

Number 5:
Identifying High Potential & High Performing Pages

Which Pages Are Your Low-Hanging Fruit?

You Rank High On Page 2 For These Searches
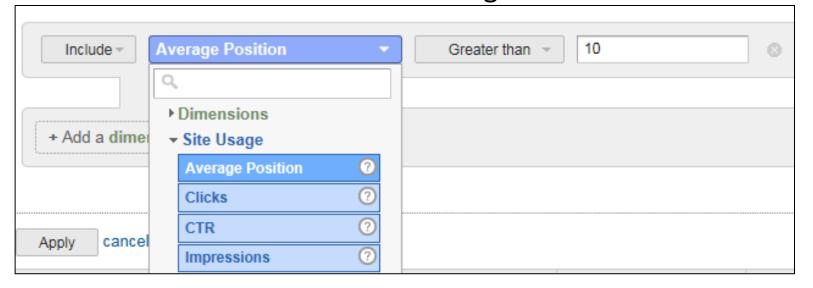
Query	Impressions	Clicks	Average Position ↑	CTR
	13,756 % of Total: 27.51% (50,000)	**115** % of Total: 19.17% (600)	**51** Avg for View: 61 (-15.25%)	**0.84%** Avg for View: 1.20% (-30.33%)
1. mysql reviews	22 (0.16%)	5 (4.35%)	**11**	22.73%
2. website to find where someone lives	5 (0.04%)	0 (0.00%)	**11**	0.00%
3. best confirmation email	150 (1.09%)	0 (0.00%)	**11**	0.00%
4. mysql review	70 (0.51%)	0 (0.00%)	**11**	0.00%
5. google analytics exit rate	22 (0.16%)	5 (4.35%)	**11**	22.73%
6. order confirmation email sample	22 (0.16%)	5 (4.35%)	**11**	22.73%
7. stripe authorization	5 (0.04%)	0 (0.00%)	**11**	0.00%
8. websitebox promo code	12 (0.09%)	0 (0.00%)	**11**	0.00%
9. google analytics track submit button	5 (0.04%)	0 (0.00%)	**11**	0.00%
10. subject for confirmation email	5 (0.04%)	0 (0.00%)	**11**	0.00%

Queries Report with Advanced Filter for "Average Position" set to Greater than 10

(Thanks to Andy Crestodina for this technique).

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How'd You Do That Again?

1. Report: Acquisition > Search Engine Optimization > Queries
(Note: Your Analytics account must be linked to your Webmaster Tools account.)

2. Create an Advanced Filter: Average Position > 10

3. Sort Results By Average Position (Ascending)

4. Identify the Page By Searching for the Phrase

Which Pages Are Your Top Performing?

FP/GETTY IMAGES

London 2012

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Blog Posts With Most Conversions

Goal Completion Location ⓘ	Goal Previous Step - 1 ⓘ	Goal Previous Step - 2 ⓘ	Goal Previous Step - 3 ⓘ	Goal Completions
1. /signup-thankyou.php	/blog/avoid-these-shipping-cost-usability-mistakes-that-even-the-big-ecommerce-sites-make/	(entrance)	(not set)	16
2. /signup-thankyou.php	/blog/8-fabulous-uses-of-google-analytics-events-tracking-to-better-understand-your-customers/	(entrance)	(not set)	13
3. /signup-thankyou.php	/blog/dont-make-9-mistakes-google-analytics-implementation/	(entrance)	(not set)	12
4. /signup-thankyou.php	/blog/analytics-focus-exit-rate/	(entrance)	(not set)	9
5. /signup-thankyou.php	/blog/get-started-with-google-analytics-events-tracking/	(entrance)	(not set)	8
6. /signup-thankyou.php	/blog/10-tips-make-email-sign-process-effective-possible/	(entrance)	(not set)	7
7. /signup-thankyou.php	/blog/stop-promo-code-search-leaks-once-and-for-all-to-increase-conversions/	(entrance)	(not set)	5
8. /signup-thankyou.php	/blog/boost-your-repeat-orders-with-solid-order-confirmation-emails/	(entrance)	(not set)	5
9. /signup-thankyou.php	/blog/google-analytics-bot-spider-filtering-enable-filter/	(entrance)	(not set)	5
10. /signup-thankyou.php	/blog/oops-10-user-survey-design-mistakes-how-to-avoid-them/	(entrance)	(not set)	4

Report: Conversions > Goals > Reverse Goal Path

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Blog Posts With Most Page Views

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	22,197 % of Total: 77.45% (28,660)		
1. /blog/8-fabulous-uses-of-google-analytics-events-tracking-to-better-understand-your-customers/	2,779 (12.52%)		
2. /blog/how-to-avoid-multiple-clicks-of-your-order-submit-button/	2,471 (11.13%)		
3. /blog/analytics-focus-exit-rate/	2,036 (9.18%)		
4. /blog/get-started-with-google-analytics-events-tracking/	1,757 (7.92%)		
5. /blog/stripe-com-offers-the-best-of-both-worlds-in-accepting-online-payments/	1,276 (5.74%)		
6. /blog/dont-make-9-mistakes-google-analytics-implementation/	1,113 (5.01%)		
7. /blog/google-analytics-bot-spider-filtering-enable-filter/	1,085 (4.89%)		
8. /blog/product-review-navicat-mysql-database-management-tool/	1,017 (4.57%)		
9. /blog/avoid-these-shipping-cost-usability-mistakes-that-even-the-big-ecommerce-sites-make/	860 (3.88%)		
10. /blog/boost-your-repeat-orders-with-solid-order-confirmation-emails/	833 (3.75%)		

Report: Behavior > Site Content > All Pages

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Combine Data for Conversion Rate per Post

Post	Views	Conversions	Conv. Rate
/blog/avoid-these-shipping-cost-usability-mistak	860	16	1.86%
/blog/dont-make-9-mistakes-google-analytics-im	1113	12	1.08%
/blog/oops-10-user-survey-design-mistakes-how-	386	4	1.04%
/blog/4-methods-utilize-social-proof-build-trust-	302	3	0.99%
/blog/10-tips-make-email-sign-process-effective-	740	7	0.95%
/blog/stop-promo-code-search-leaks-once-and-f(	562	5	0.89%
/blog/improve-conversions-by-upgrading-your-f(	127	1	0.79%
/blog/is-your-website-mobile-friendly-dont-be-s(	277	2	0.72%
/blog/boost-your-repeat-orders-with-solid-order	833	5	0.60%
/blog/8-fabulous-uses-of-google-analytics-events	2779	13	0.47%
/blog/google-analytics-bot-spider-filtering-enabl	1085	5	0.46%
/blog/get-started-with-google-analytics-events-t(	1757	8	0.46%

Combine data from two previous reports in Excel.

These Are Your Top-Performing Blog Posts!

Now Go Promote Those Top-Performers!

- Promote it regularly in your Social Media activities

- Feature the post on your site's Home page

- Link to it in comments you leave on similar posts in other blogs

- Link to it from other high-traffic pages on your own site

- Consider PPC ads or Promoted Tweets linking to it

- Make a video on the subject & post to YouTube, linking back

- Send link to Influencers for use in Roundups of Top Posts

- Write Guest Posts on subject and link back to the post

How's That Go Again?

1. Report: Conversions > Goals > Reverse Goal Path

2. Create Advanced Filter: Goal Previous Step -1 contains /blog/

3. Sort by Goal Completions & Export to Excel

4. Report: Behavior > Site Content > All Pages

5. Filter on pages containing only /blog/

6. Combine with Excel data to calculate Conversion Rate

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Number 6: Campaign Tracking

Be Sure You Can Measure
Your Site-Promotional Efforts

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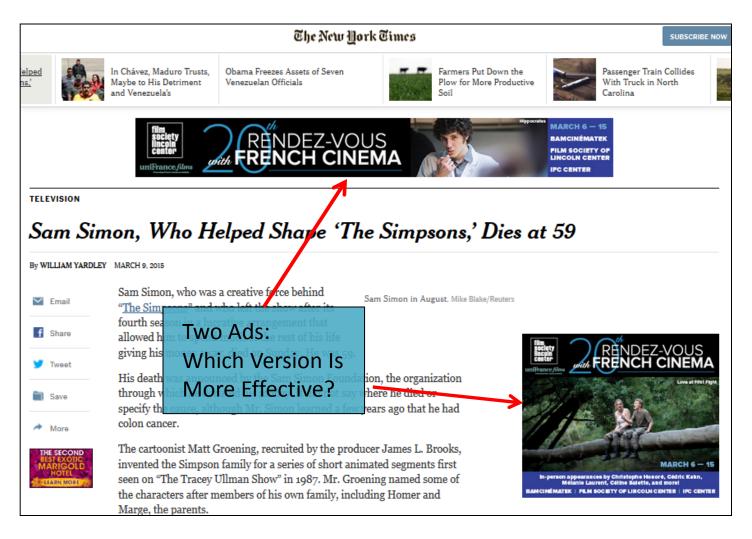
Without Campaign Tagging…

Incoming Traffic Often Gets Attributed to Wrong Bucket

- Traffic from Email Marketing often included in Direct or (Other) traffic.

- PPC Ads from search engines other than Google can show up in Organic traffic.

- Banner ads on others sites will show up as Referral traffic.

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Without Campaign Tagging…

You cannot differentiate between two ads on same site

Two Ads:
Which Version Is
More Effective?

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How Does Campaign Tagging Work?

Real Email from World Market

Logo links to:
http://www.worldmarket.com/
?utm_medium=email
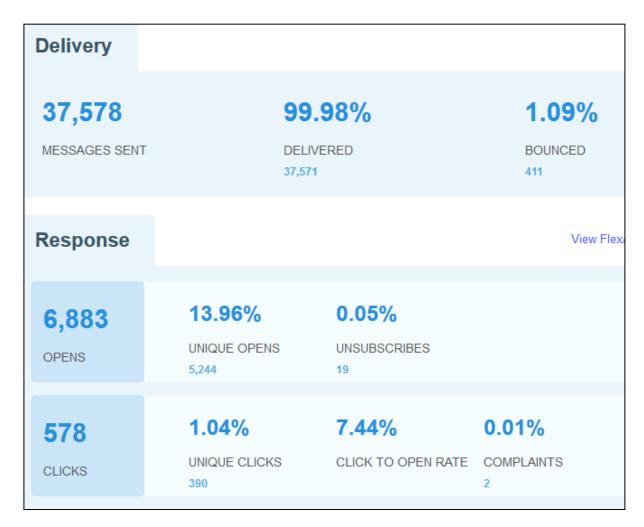&utm_campaign=wk2_ldbedbath
&utm_source=hp

Medium: "Delivery Vehicle" for your link
(email, social, banner, feed, etc.)

Source: Usually the website the link is
coming from, or the type of email.

Campaign: What promotional campaign is
associated with this item.

Further differentiation with utm_term
and utm_content.

Example: Email Marketing

Without Campaign Tagging:

- Traffic from the email shows up under "Direct" or "(Other)".

- Rely on metrics from Email Service Provider.

- Typically limited to opens & clicks.

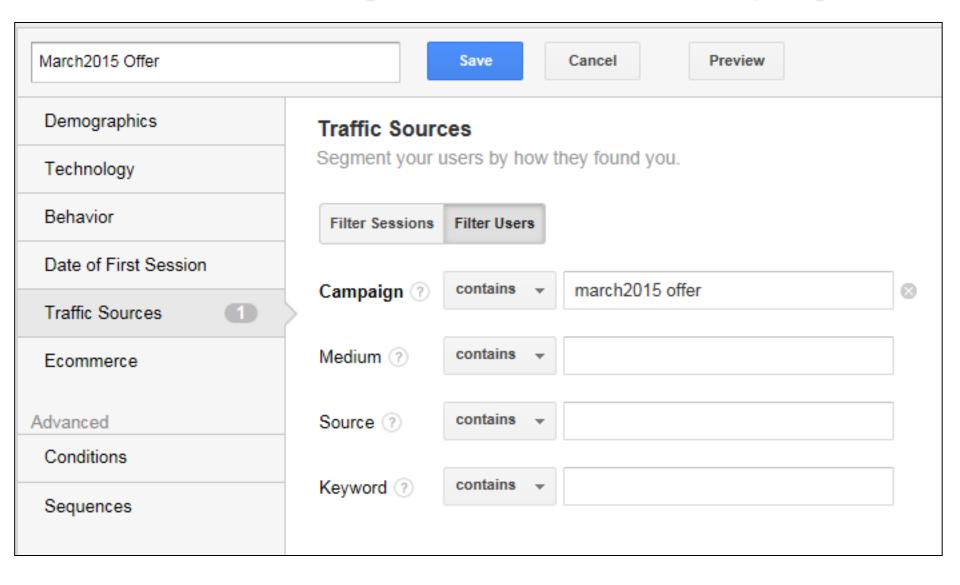- No info on conversions or behavior on site.

Example: Email Marketing

Source / Medium	Campaign	Acquisition			Behavior			Conversions	eCommerce ▾	
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		434 % of Total: 5.78% (7,507)	38.25% Avg for View: 64.22% (-40.44%)	166 % of Total: 3.44% (4,821)	50.92% Avg for View: 45.90% (10.93%)	4.67 Avg for View: 4.67 (0.11%)	00:03:32 Avg for View: 00:03:31 (0.51%)	6.91% Avg for View: 2.82% (144.77%)	30 % of Total: 14.15% (212)	$1,960.92 % of Total: 13.71% ($14,302.18)
1. eblast / email	february15 promo	80 (18.43%)	16.25%	13 (7.83%)	40.00%	4.72	00:04:19	7.50%	6 (20.00%)	$399.98 (20.40%)
2. eblast / email	march2015 offer	78 (17.97%)	38.46%	30 (18.07%)	33.33%	8.56	00:06:46	19.23%	15 (50.00%)	$987.04 (50.34%)
3. eblast / email	february2015 newsletter	51 (11.75%)	45.10%	23 (13.86%)	29.41%	7.84	00:06:08	11.76%	6 (20.00%)	$349.91 (17.84%)
4. pinterest / social	Pinterest	46 (10.60%)	95.65%	44 (26.51%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
5. blogosphere / social	Guest Posts	42 (9.68%)	40.48%	17 (10.24%)	69.05%	2.48	00:00:55	0.00%	0 (0.00%)	$0.00 (0.00%)
6. eblast / email	march newsletter	41 (9.45%)	12.20%	5 (3.01%)	53.66%	3.12	00:01:18	0.00%	0 (0.00%)	$0.00 (0.00%)
7. spatrends.com / publications	spa+trends+2015	36 (8.29%)	44.44%	16 (9.64%)	19.44%	4.44	00:03:45	0.00%	0 (0.00%)	$0.00 (0.00%)
8. eblast / email	march15 promo	30 (6.91%)	33.33%	10 (6.02%)	80.00%	1.53	00:01:21	0.00%	0 (0.00%)	$0.00 (0.00%)
9. eblast / email	december14 promo	10 (2.30%)	0.00%	0 (0.00%)	70.00%	2.60	00:02:09	20.00%	2 (6.67%)	$145.99 (7.44%)

With Campaign Tagging, Centralized Campaign Report shows you:

- Orders
- Revenue
- Conversion Rate
- Bounce Rate
- Session Length
- Pages per Session

Now Create A Segment For That Campaign

Use The Segment To View By Device Type

Device Category	Acquisition			Behavior			Conversions eCommerce ▼		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
March2015 Offer	82 % of Total: 8.29% (989)	37.80% Avg for View: 64.11% (-41.03%)	31 % of Total: 4.89% (634)	34.15% Avg for View: 46.41% (-26.43%)	8.24 Avg for View: 4.95 (66.56%)	00:06:27 Avg for View: 00:03:28 (85.57%)	15 % of Total: 37.50% (40)	$987.04 % of Total: 42.27% ($2,335.22)	18.29% Avg for View: 4.04% (352.29%)
1. mobile	34 (41.46%)	26.47%	9 (29.03%)	41.18%	6.35	00:04:37	4 (26.67%)	$286.02 (28.98%)	11.76%
2. desktop	29 (35.37%)	41.38%	12 (38.71%)	27.59%	9.66	00:07:34	6 (40.00%)	$296.65 (30.05%)	20.69%
3. tablet	19 (23.17%)	52.63%	10 (32.26%)	31.58%	9.47	00:08:00	5 (33.33%)	$404.38 (40.97%)	26.32%

Use The Segment To Gain More Insights

- Did Landing Pages correspond to featured offers in email?
- Were products featured in the email the ones that were purchased?
- Did users get distracted and go to other pages, or stay focused on the offer?

Tom Bowen | @WSOMarketing

For More Information

Learn More About These GA Techniques

Setting & Tracking Goals in Google Analytics

http://goo.gl/hvwShO
http://goo.gl/4OvJN5

Event Tracking

http://goo.gl/23gZO2
http://goo.gl/9mZmNx

Google Analytics Segmentation

http://goo.gl/UwO7n6
http://goo.gl/yM84lb

Tracking & Analyzing Internal Site Search Data

http://goo.gl/iamfF2

Google Analytics Campaign Tagging & Analysis

http://goo.gl/Y3BpzQ
http://goo.gl/IixtbU

Thank You!

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