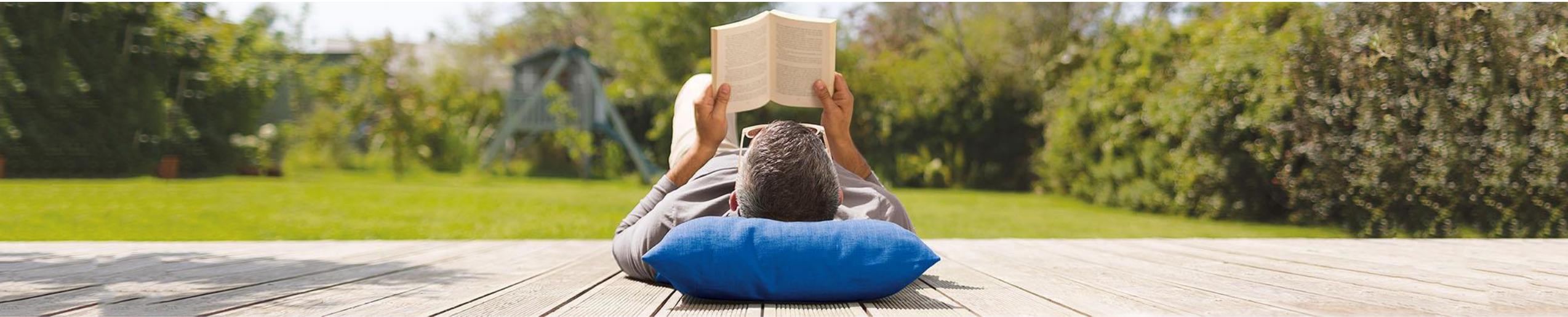# Google Analytics: Part one

# AGENDA

# AGENDA

- What is Google Analytics

- How to set it up

- Important definitions

- Digital marketing & measurement model

- Reporting overview

- Setting up goals

- Creating a dashboard

- Summary

# OBJECTIVES

# OBJECTIVES

- Understand what web analytics is and what it isn't

- Understand how to set Google Analytics up

- Understand the variety of information it can give us

- Understand how to make goals and dashboards

# WHAT IS GOOGLE ANALYTICS?

# WHAT IS GOOGLE ANALYTICS?

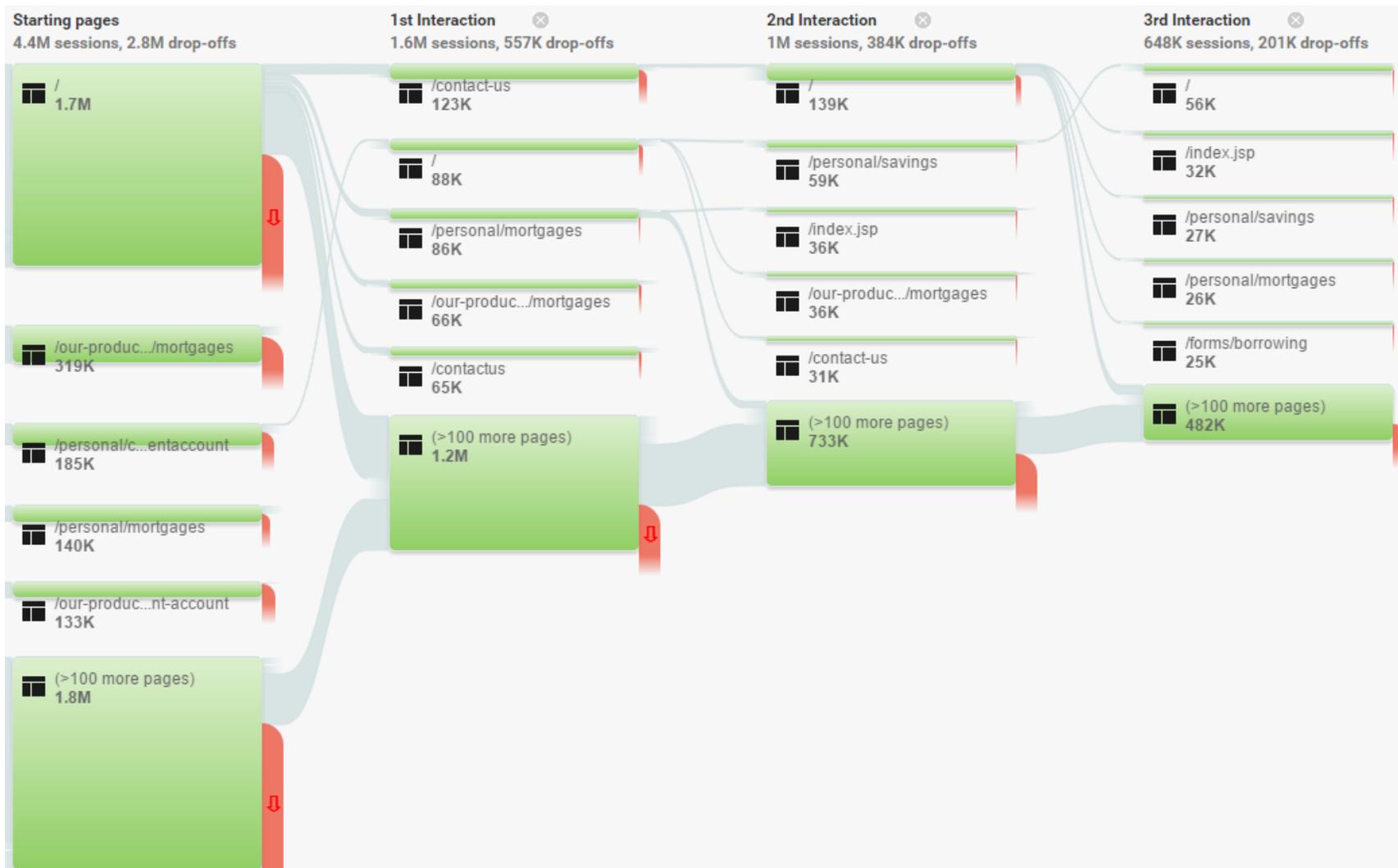It helps with describing visitors

- Female

- Chrome

- Samsung Galaxy S9

- Yoga enthusiast

- Cork

- 25 – 34

- Uses Spanish as a default browser language

- Returning visitor

# WHAT IS GOOGLE ANALYTICS?

It shows us how visitors flow through our site

# WHAT IS GOOGLE ANALYTICS?

It tracks actions visitors perform on our site

| | Event Category | Total Events | % Total Events | |
|---|---|---|---|---|
| 1. | Scroll Depth | 10,353,363 | | 63.79% |
| 2. | Enhanced Ecommerce | 1,044,384 | | 6.43% |
| 3. | Calculator | 525,350 | | 3.24% |
| 4. | Online Banking | 505,884 | | 3.12% |
| 5. | Mortgage Calculator Button | 348,959 | | 2.15% |
| 6. | Contact Us | 295,309 | | 1.82% |
| 7. | Form: /forms/borrowing/application.aspx | 230,910 | | 1.42% |
| 8. | Call To action | 226,071 | | 1.39% |
| 9. | Form: /forms/borrowing/application.aspx?product=1 | 156,593 | | 0.96% |
| 10. | Mortgages Calculator | 156,556 | | 0.96% |

# WHAT IS GOOGLE ANALYTICS?

It helps with identifying trends and seasonality
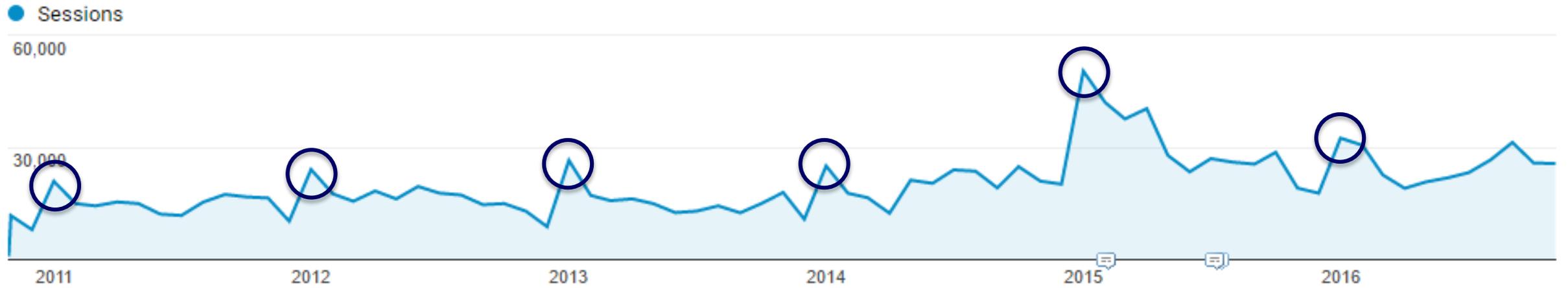
# WHAT IS GOOGLE ANALYTICS?

Google Analytics:

- Can't show you exactly what visitors wanted or had issues with

- Can't show whether visitors left feeling happy or frustrated

- Doesn't know what happens outside of the website

- Doesn't reveal the identity of your visitors

- Doesn't record visitors in private browsing or using blockers

- Doesn't execute on resources that don't support Javascript (PDFs)

- Doesn't track users beyond the cookie (yet, for the most part)

# HOW TO SET UP GOOGLE ANALYTICS?

# HOW TO SET UP GOOGLE ANALYTICS?

Create a Google Analytics account

1. Go to https://marketingplatform.google.com/about/analytics/

2. Click the 'Start for free' button
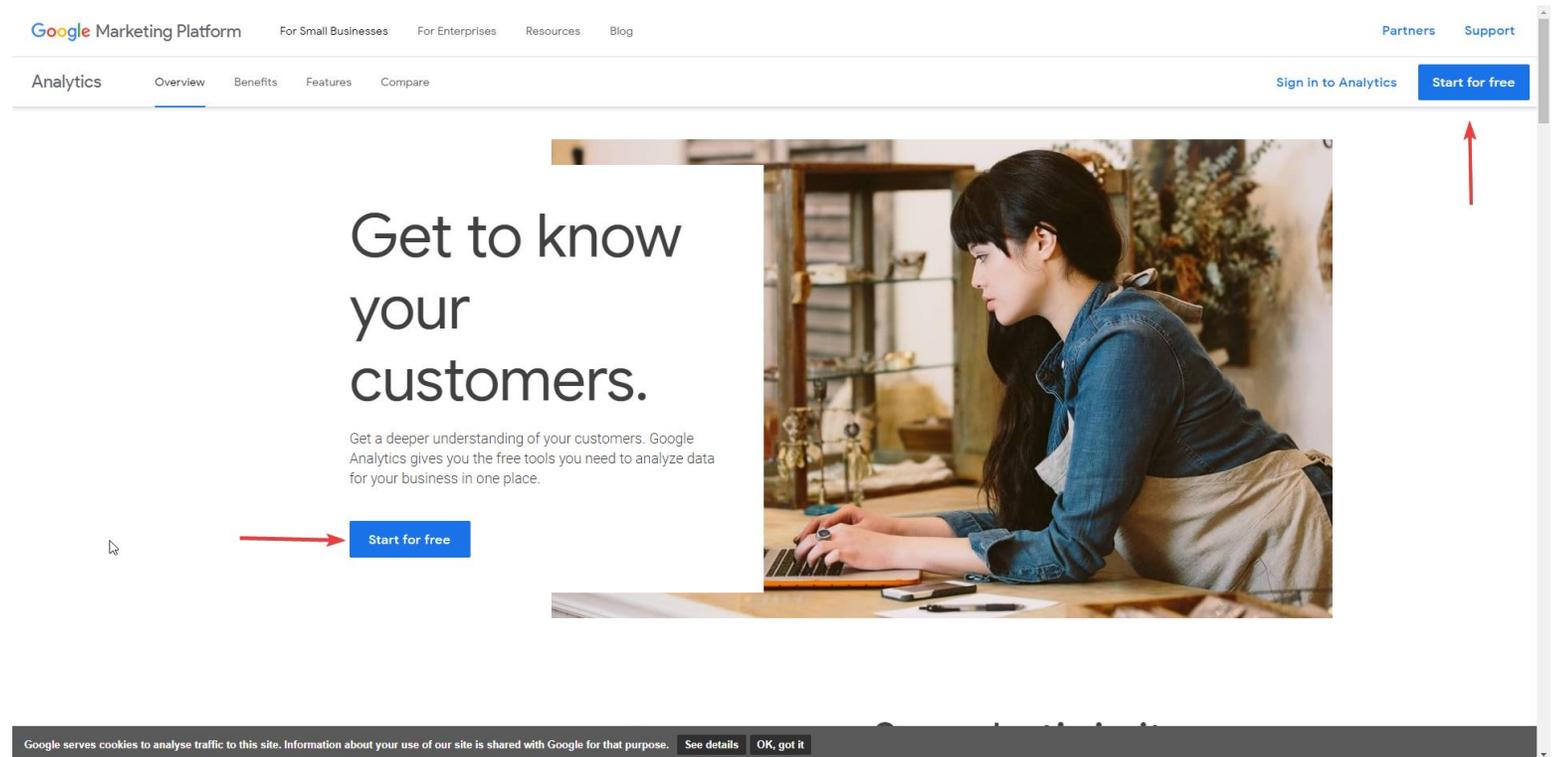
# HOW TO SET UP GOOGLE ANALYTICS?

Create a Google Analytics account

- Set up your account and property by filling out the form

# HOW TO SET UP GOOGLE ANALYTICS?

Get the tracking code

- Navigate to Admin / Tracking Info / Tracking Code

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code directly onto the website

- Paste the tracking code as the first item into the <head> tag on every page of the site

```
<!doctype html>
<html lang="hr" class="no-js gr__fightsite_hr" xml:lang="hr">
▼<head>
    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://www.googletagmanager.com/gtag/js?id=UA-110933017-1"></script>
  ▼<script>
        window.dataLayer = window.dataLayer || [];
        function gtag(){dataLayer.push(arguments);}
        gtag('js', new Date());

        gtag('config', 'UA-110933017-1');
    </script>
```
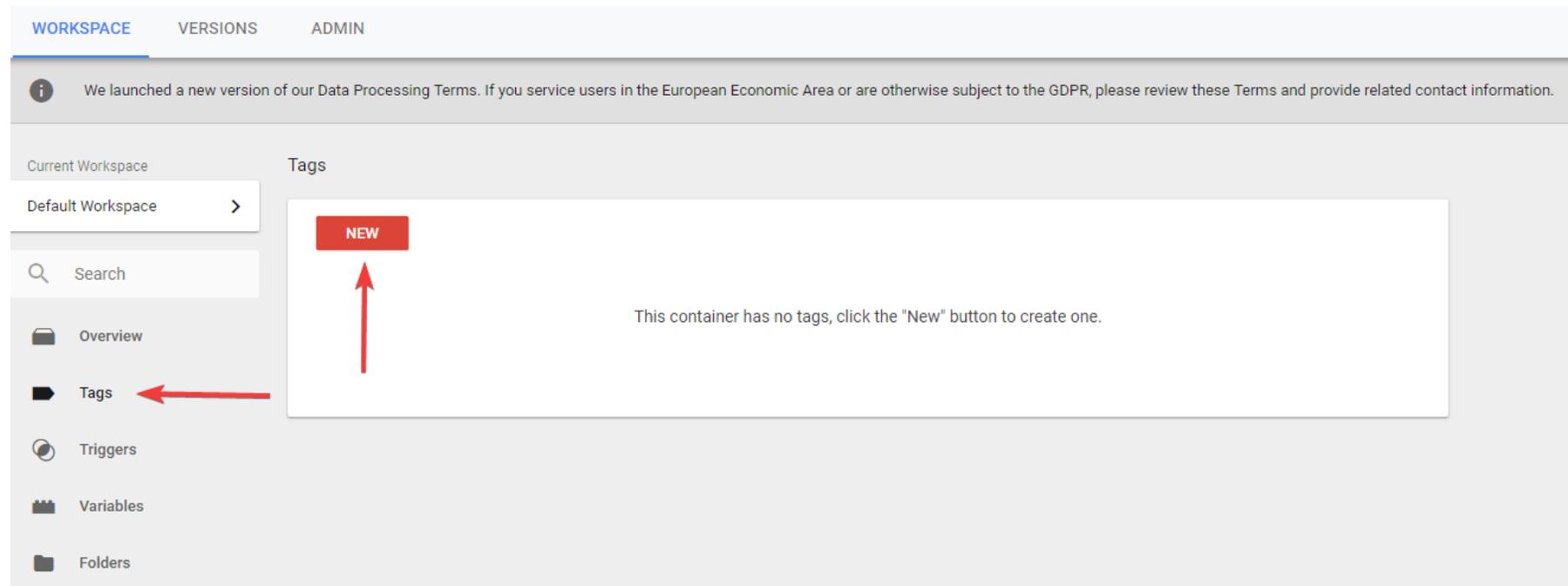
# HOW TO SET UP GOOGLE ANALYTICS?

**An alternative method:** Install the tracking code via Google Tag Manager

1. Go to http://tagmanager.google.com/

2. Create a Google Tag Manager account

3. Install the GTM tracking code on every page of the website

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager

1. Navigate to the 'Tags' section
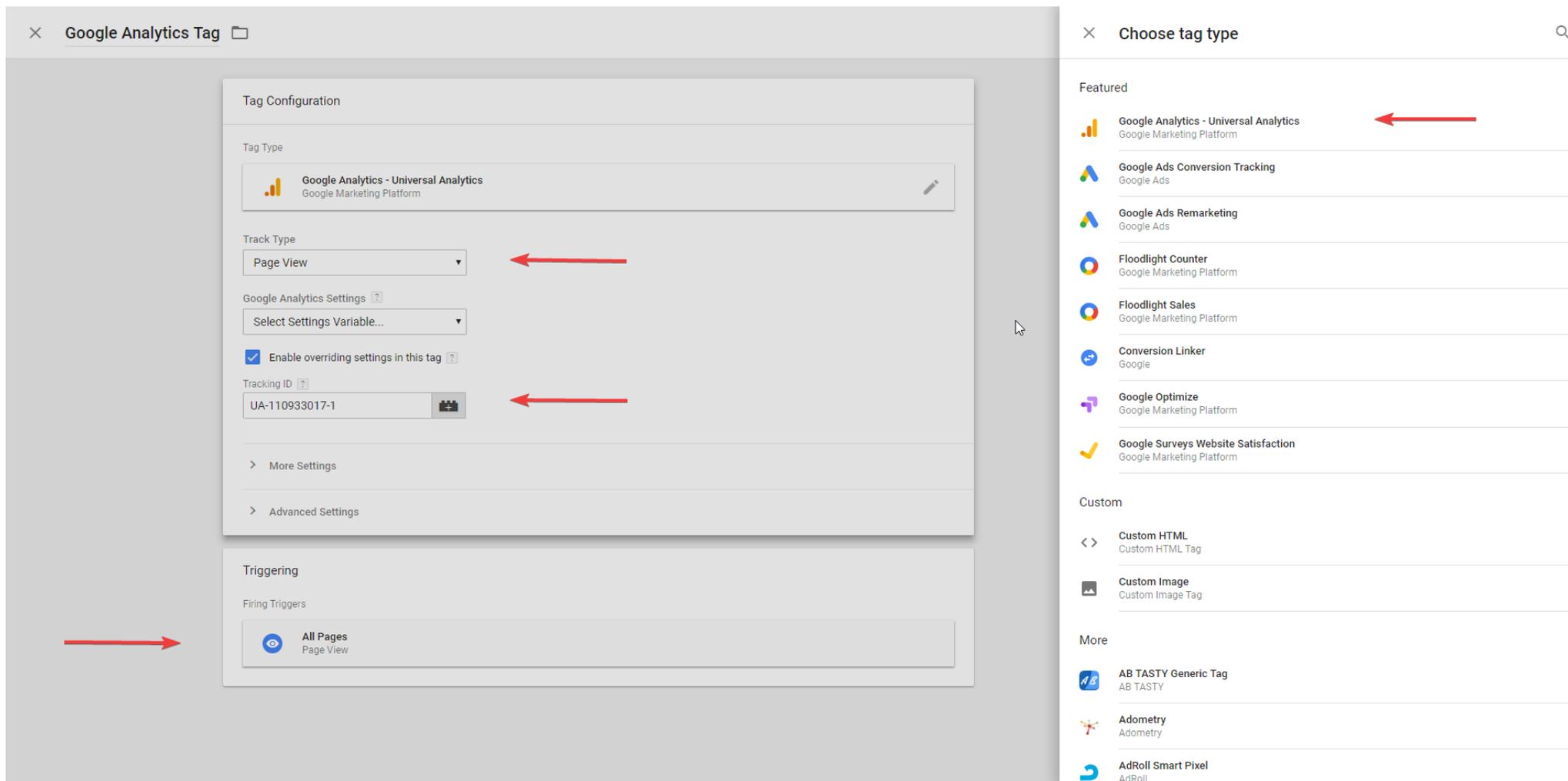
2. Click the 'NEW' button

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager

1. Choose the 'Google Analytics – Universal Analytics' tag type

2. Choose the 'Page View' as the Track Type

3. Tick the 'Enable overriding settings in this tag'

4. Paste the Tracking ID from the Google Analytics account tracking code section

5. Add the trigger 'All pages'

6. Save the tag and publish the changes

# HOW TO SET UP GOOGLE ANALYTICS?

Install the tracking code via Google Tag Manager
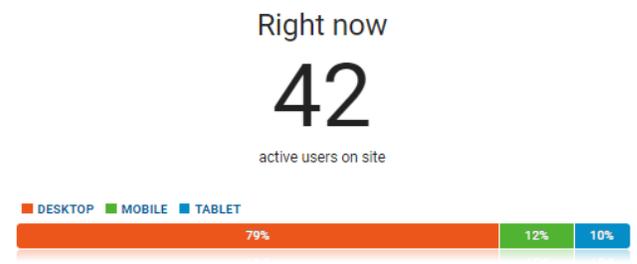
# HOW TO SET UP GOOGLE ANALYTICS?

Verify tracking is working via the Real Time report in Google Analytics

# IMPORTANT DEFINITIONS

# IMPORTANT DEFINITIONS

Pageview vs Session vs User
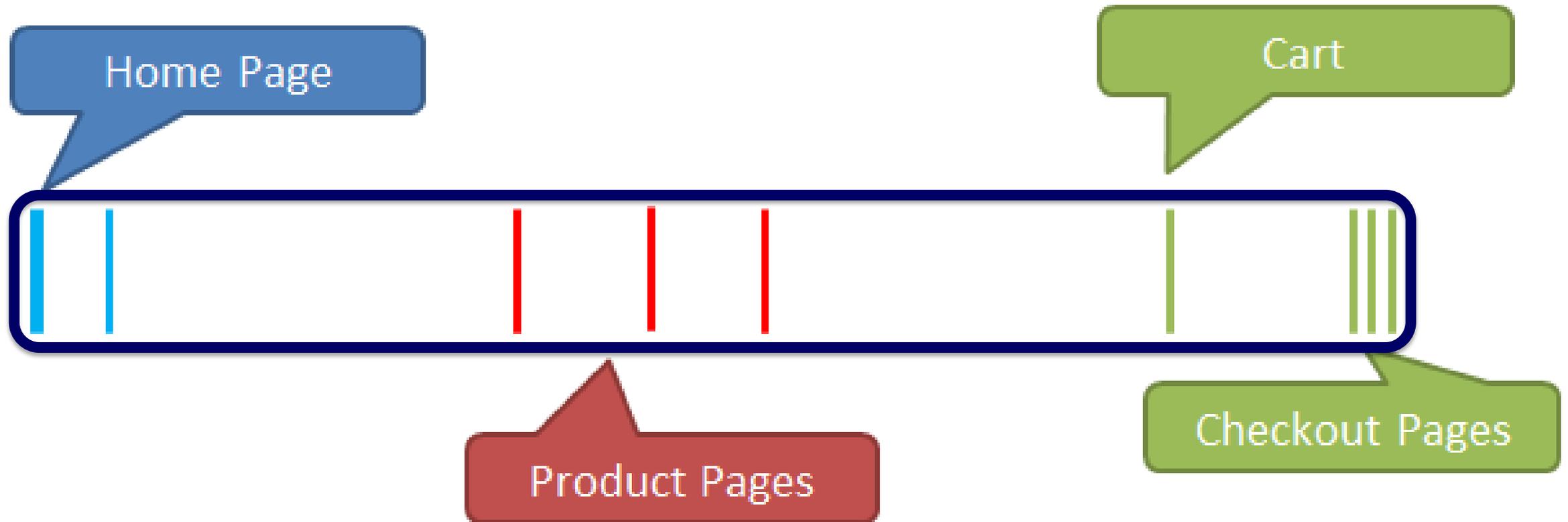
# IMPORTANT DEFINITIONS

Pageview vs Session vs User

# IMPORTANT DEFINITIONS

Typical Session vs Bounce

# IMPORTANT DEFINITIONS

## Acquisition – Behaviour - Conversions

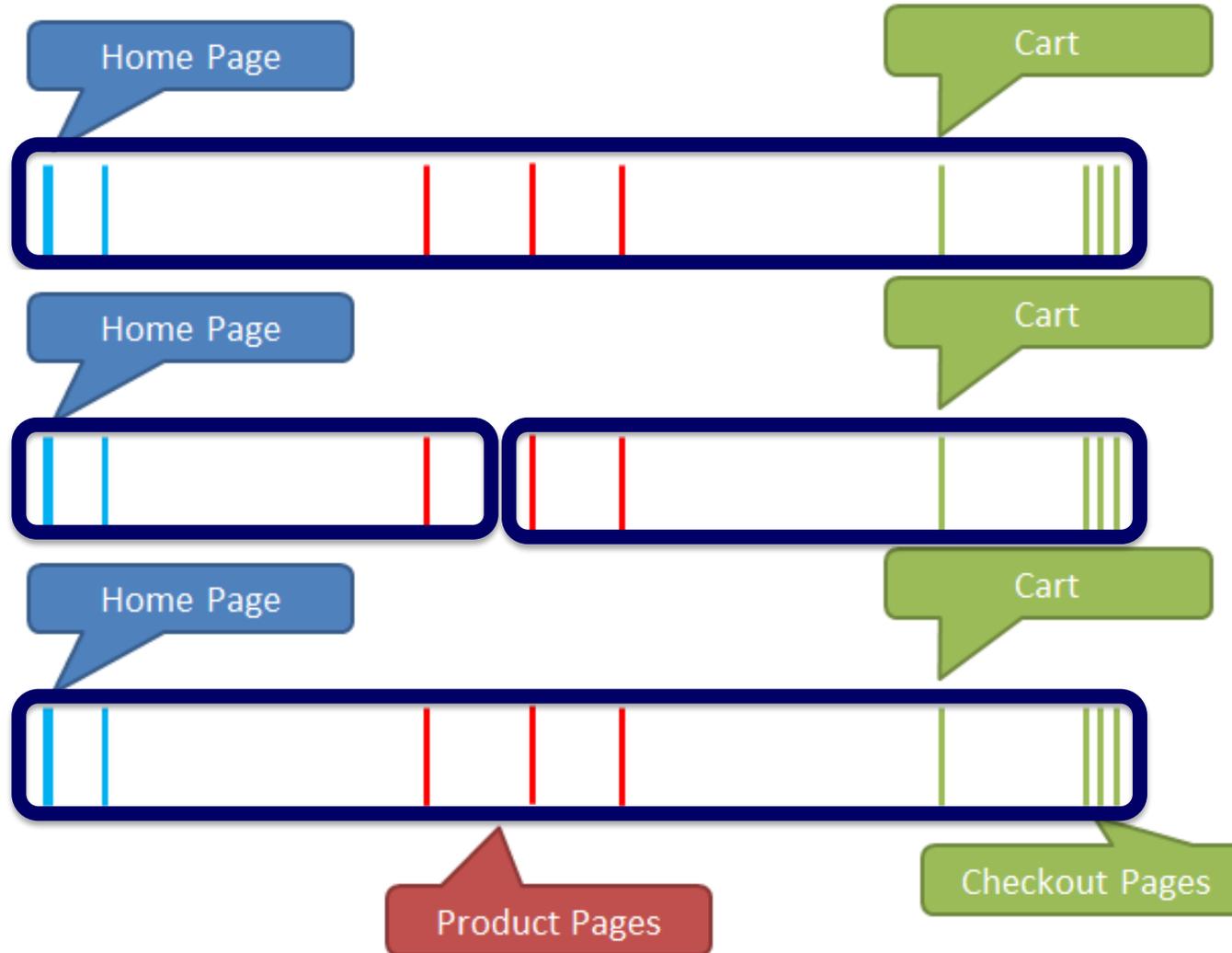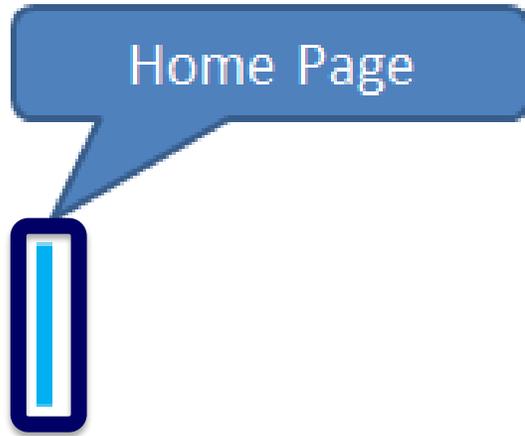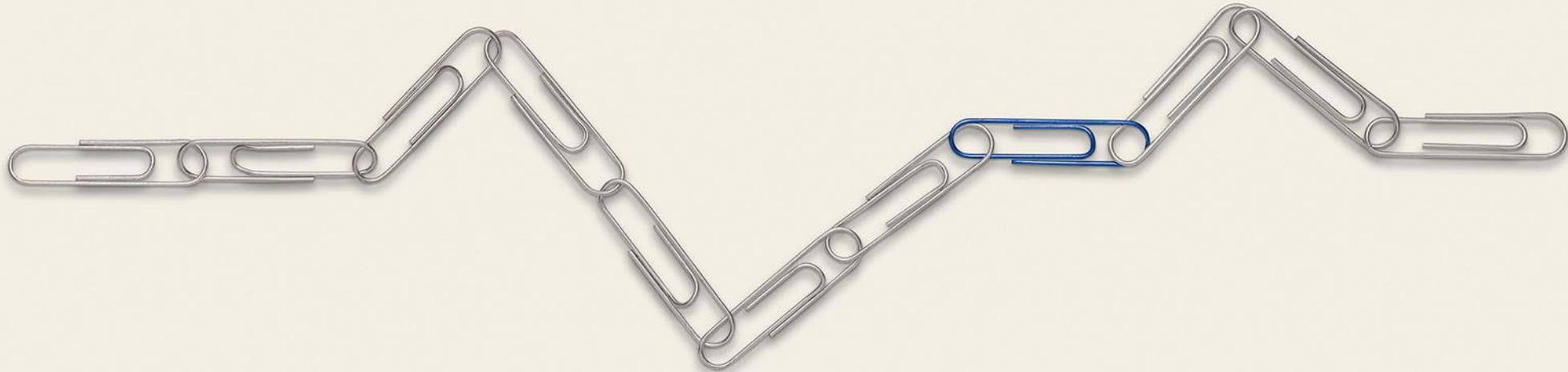| Source / Medium | Acquisition | | | Behavior | | | Conversions eCommerce | | |
|---|---|---|---|---|---|---|---|---|---|
| | Sessions ↓ | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Ecommerce Conversion Rate | Transactions | Revenue |
| | 4,366,494<br>% of Total: 100.00%<br>(4,366,494) | 55.97%<br>Avg for View: 55.94%<br>(0.06%) | 2,443,836<br>% of Total: 100.06%<br>(2,442,408) | 54.57%<br>Avg for View: 54.57%<br>(0.00%) | 2.78<br>Avg for View: 2.78<br>(0.00%) | 00:02:17<br>Avg for View: 00:02:17<br>(0.00%) | 1.12%<br>Avg for View: 1.12% (0.00%) | 48,917<br>% of Total: 100.00%<br>(48,917) | €2,087,314,065.39<br>% of Total: 100.00%<br>(€2,087,314,065.39) |
| 1. google / organic | 1,531,477 (35.07%) | 50.22% | 769,092 (31.47%) | 43.60% | 3.31 | 00:02:50 | 0.81% | 12,365 (25.28%) | €540,669,818.06 (25.90%) |
| 2. google / cpc | 998,331 (22.86%) | 51.25% | 511,633 (20.94%) | 49.60% | 2.93 | 00:02:24 | 1.96% | 19,611 (40.09%) | €860,311,640.19 (41.22%) |
| 3. (direct) / (none) | 754,300 (17.27%) | 59.36% | 447,730 (18.32%) | 57.68% | 2.67 | 00:02:15 | 0.73% | 5,518 (11.28%) | €406,062,810.32 (19.45%) |
| 4. bing / organic | 88,215 (2.02%) | 50.63% | 44,659 (1.83%) | 42.91% | 3.42 | 00:02:36 | 1.03% | 906 (1.85%) | €49,624,280.00 (2.38%) |
| 5. N5457.134426.GOOGLEDISPLAYNETWOR / display | 80,901 (1.85%) | 61.40% | 49,677 (2.03%) | 86.44% | 1.24 | 00:00:57 | 0.06% | 46 (0.09%) | €437,650.00 (0.02%) |
| 6. N5457.375584.THEJOURNAL.IE5 / display | 74,310 (1.70%) | 71.83% | 53,380 (2.18%) | 90.75% | 1.17 | 00:00:29 | 0.10% | 77 (0.16%) | €5,723,100.00 (0.27%) |
| 7. N5457.1750088.IRISHMIRROR.IE3 / display | 72,985 (1.67%) | 84.80% | 61,889 (2.53%) | 97.42% | 1.05 | 00:00:05 | 0.04% | 31 (0.06%) | €26,500.00 (0.00%) |
| 8. N5457.151082.DAFT.IE1 / display | 55,699 (1.28%) | 77.17% | 42,982 (1.76%) | 68.28% | 1.87 | 00:01:23 | 0.70% | 389 (0.80%) | €72,010,700.00 (3.45%) |
| 9. yahoo / organic | 44,402 (1.02%) | 55.01% | 24,425 (1.00%) | 48.14% | 3.07 | 00:02:30 | 0.59% | 264 (0.54%) | €12,524,620.00 (0.60%) |
| 10. online.kbc.ie / referral | 36,668 (0.84%) | 7.67% | 2,812 (0.12%) | 61.45% | 2.24 | 00:02:28 | 1.42% | 521 (1.07%) | €7,001,024.42 (0.34%) |

# DIGITAL MARKETING & MEASUREMENT MODEL

# DIGITAL MARKETING & MEASUREMENT MODEL

The importance of a model



*"There is one difference between winners and losers when it comes to web analytics. Winners, well before they think data or tool, have a well structured Digital Marketing & Measurement Model. Losers don't."*

Avinash Kaushik

# DIGITAL MARKETING & MEASUREMENT MODEL

Steps

1. Identify business **objectives**

2. Identify a **goal** for each business objective

3. Define **key performance indicators**

4. Set **targets** for each key performance

   indicator

5. Identify **segments** of

   people/behavior/outcomes

# Thank you