



# GOOGLE ANALYTICS

Overview of Web Metrics Monitoring & Tracking

REBECCA L. COONEY, MS  
Clinical Associate Professor

# What is Google Analytics?

- Identifies a website's target audience members for users,
- Articulates what “success” means to a site's visitor,
- Tells a story about user behavior (why they are there)
- Identifies information about a website that metrics can't reveal – and the types of tools companies can use to fill in the gaps.



# What does it measure?

AUDIENCE	ACQUISITION	BEHAVIOR	CONVERSIONS
Visitor info including demographics, location, language, behavior, technology used, mobile use	What drove visitors to the site? – channels, source, medium, social channels, paid ads, organic search results	Information about activities on select pages – top entry vs. exit pages, top pages viewed, length of time spent on pages, search results within pages	Reports goal performance, path users took while on the site (pages visited, links click on, etc.), conversions by audience type and location, landing pages report, etc.
<ul style="list-style-type: none"><li>• Who came to the site?</li><li>• What did they look at?</li><li>• Did they convert?</li><li>• What browser did they use?</li><li>• Did they use a desktop or mobile device?</li><li>• What path did visitors follow with each click?</li></ul>	<ul style="list-style-type: none"><li>• How did they get to the site?</li><li>• What campaigns are generating traffic?</li><li>• What key words did they use in organic and paid searches?</li><li>• How are my Adwords performing</li><li>• How is social media driving traffic?</li></ul>	<ul style="list-style-type: none"><li>• What pages were visited?</li><li>• What were the top landing pages?</li><li>• What key words were searched?</li><li>• Where did users come into the site vs. exit?</li><li>• How long did visitors stay on the site vs. individual pages?</li></ul>	<ul style="list-style-type: none"><li>• Goals measure how well your site fulfills objectives.</li><li>• Here individual goals are set up for specific actions like visits to at thanks for registering! page, a download completed screen, minimum visit duration, or a specific purchase amount.</li></ul>

# Role of the practitioner

## Big picture, our role is to...

- Understand what is important [and what isn't]
- Put data in context
- Segment and analyze data
- Find actionable insights [what is happening in the data]

## We define and create...

- KPI's [key performance indicators] – OR – goals for the website (what = success?)
- SEO items – key words, key phrases, positioning statements, consistency in message throughout EVERY page
- Reports for your boss [monthly, quarterly]
- Presentations and progress reports for your boss
- New [re-framed] messages throughout site and materials based on analytics

# Key Performance Indicators (KPIs)

Realistic, achievable goals such as:

- **Conversion rate:** Focused on outcomes ... percentage of those who complete desired actions
- **Referral sources:** Where are visitors coming from? Search, social media, email, paid sources?
- **Visitor loyalty and frequency:** Are people visiting the site and are they coming back?
- **Page views:** What pages are visitors spending the most time on? Are they going to more than one page?
- **Engagement and sentiment:** Are visitors sharing, liking, commenting?

## Website Engagement

- No. of visitors
- Opt-in, subscribing
- Return visits to the website
- Time spent on site
- Popular pages (page views)
- Heat maps and click patterns

## Traffic Sources

- Direct traffic (site URL)
- Referral traffic (outside URL)
- Organic traffic (search)
- Campaign traffic (social media post, ad link, microsite)

## Reach

- Unique visitors
- Geography
- Mobile access

# Creating a metrics plan

**Goals:** What are the desired main outcomes of the campaign? To generate sales? Build database? Increase awareness? Get donations? Get sponsors?

**KPI's:** Key performance indicators are specifically attached to user behavior on the website and subsequently, social channels. KPI's are identified for activities such as search rankings, pages visited, calls to action or conversion points completed, user engagement, etc.

**Review & Adjust:** Companies should have a constant tracking mechanism for user behavior and engagement on websites, social media, email response and advertising. Adjustment for campaigns may be daily, weekly or monthly depending on how long a given campaign runs.

