DO NOT PRESENT THIS SLIDE

TIPS FOR PRESENTING THIS WORKSHOP

1. RE: the "Interpreting Reports" section. Slides covering Goals, Events, and Tag Manager are skipped by default. If your audience is advanced and you wish to include, unskip slides before the presentation.
2. Test all equipment before your workshop.
3. Make sure you are in presentation mode. Do not show audience speaker notes.
4. The Appendix slides are optional slides that may help answer common questions from the audience. The Google Analytics 4 sub-section is pending.

DO NOT PRESENT THIS SLIDE

CHANGELOG

1. 11/23/2020: Slide 8, new disclaimer. This presentation is based on an older version of Analytics, but the same concepts apply.
2. 11/23/2020: Deleted tracking ID and code slide (no longer applicable)
3. 11/23/2020: Deleted Add Additional Users slide (out of place without property set up slide. Can mention in speaker notes instead.
4. 11/23/2020: the "Interpreting Reports" section. Slides covering Goals, Events, and Tag Manager are skipped by default. If your audience is more advanced and you wish to include, unskip the slides before the presentation.
5. 11/23/2020: clarified speaker notes throughout; updated illustrations; added Appendix for slides that may be useful during Q&A

Grow with Google

Make Better Business Decisions With Google Analytics

grow.google/smallbusinesses

#GrowWithGoogle
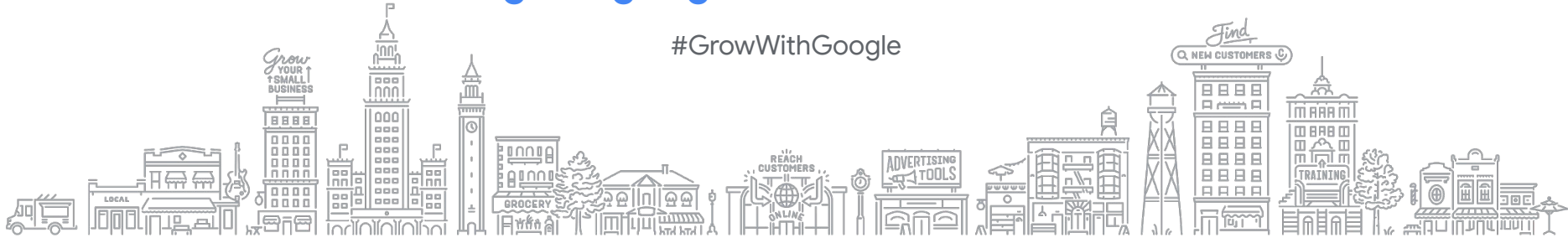
"Data makes your briefcase heavy...insights make you rich."

– Niall Fitzgerald, Former Chairman of Unilever

TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE

Novel

Credible

Actionable

USING DATA

Data: facts or statistics to reference

Analytics: patterns and trends

Insights: actionable value

Use data to make business decisions rather than opinions or gut instincts.

Grow with Google

AGENDA

INTRO TO GOOGLE ANALYTICS

Understand how Google Analytics can help you make business decisions

FIND ANSWERS WITH REPORTS

Ask the right questions to better understand your customers

INTERPRET REPORTS

Filters, segments, dimensions, and more

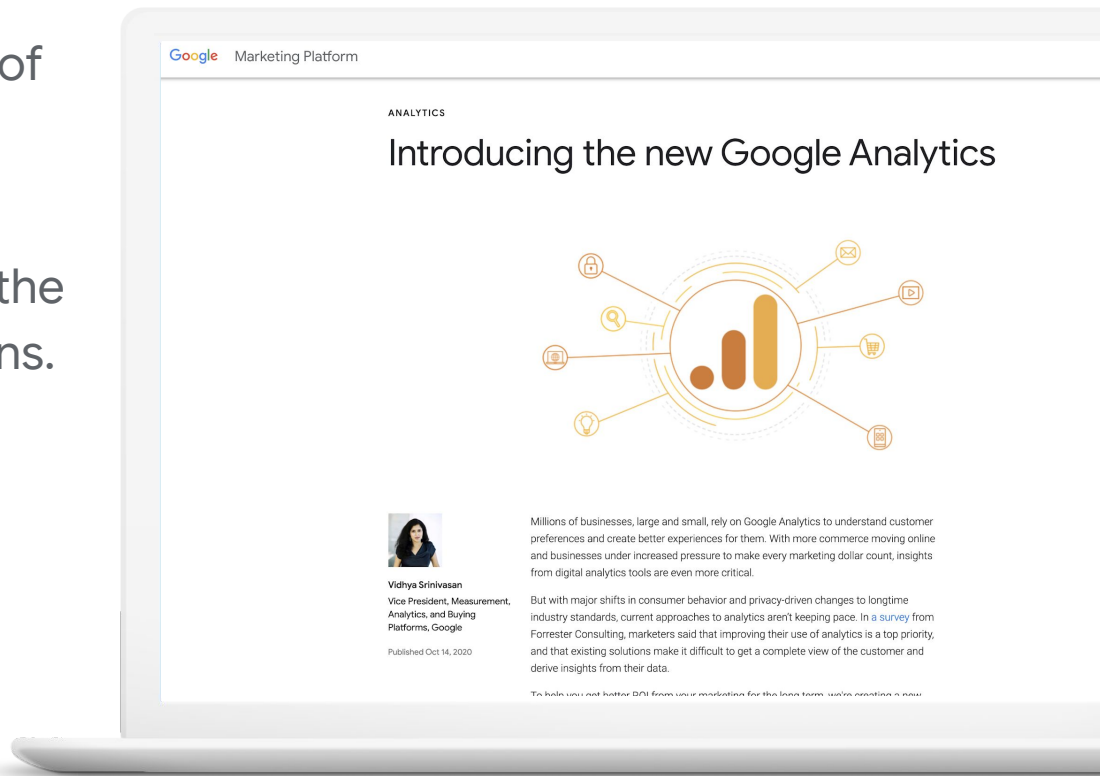**USE GOOGLE ANALYTICS WITH OTHER GOOGLE TOOLS**

RECAP & RESOURCES

Grow with Google

! A NOTE ABOUT GOOGLE ANALYTICS

- On 10/14/2020, a new version of Google Analytics launched.

- This presentation features the older version of Analytics but the concepts apply to both versions.

Quick Tip:
Want more info?
g.co/analytics

Google   Marketing Platform

ANALYTICS

Introducing the new Google Analytics

Vidhya Srinivasan
Vice President, Measurement,
Analytics, and Buying
Platforms, Google

Published Oct 14, 2020

Millions of businesses, large and small, rely on Google Analytics to understand customer preferences and create better experiences for them. With more commerce moving online and businesses under increased pressure to make every marketing dollar count, insights from digital analytics tools are even more critical.

But with major shifts in consumer behavior and privacy-driven changes to longtime industry standards, current approaches to analytics aren't keeping pace. In a survey from Forrester Consulting, marketers said that improving their use of analytics is a top priority, and that existing solutions make it difficult to get a complete view of the customer and derive insights from their data.

To help you get better ROI from your marketing for the long term, we're creating a new

Intro to Google Analytics

GOOGLE ANALYTICS

Google Analytics is free software that you can use to understand visitor behavior on your website and mobile app.
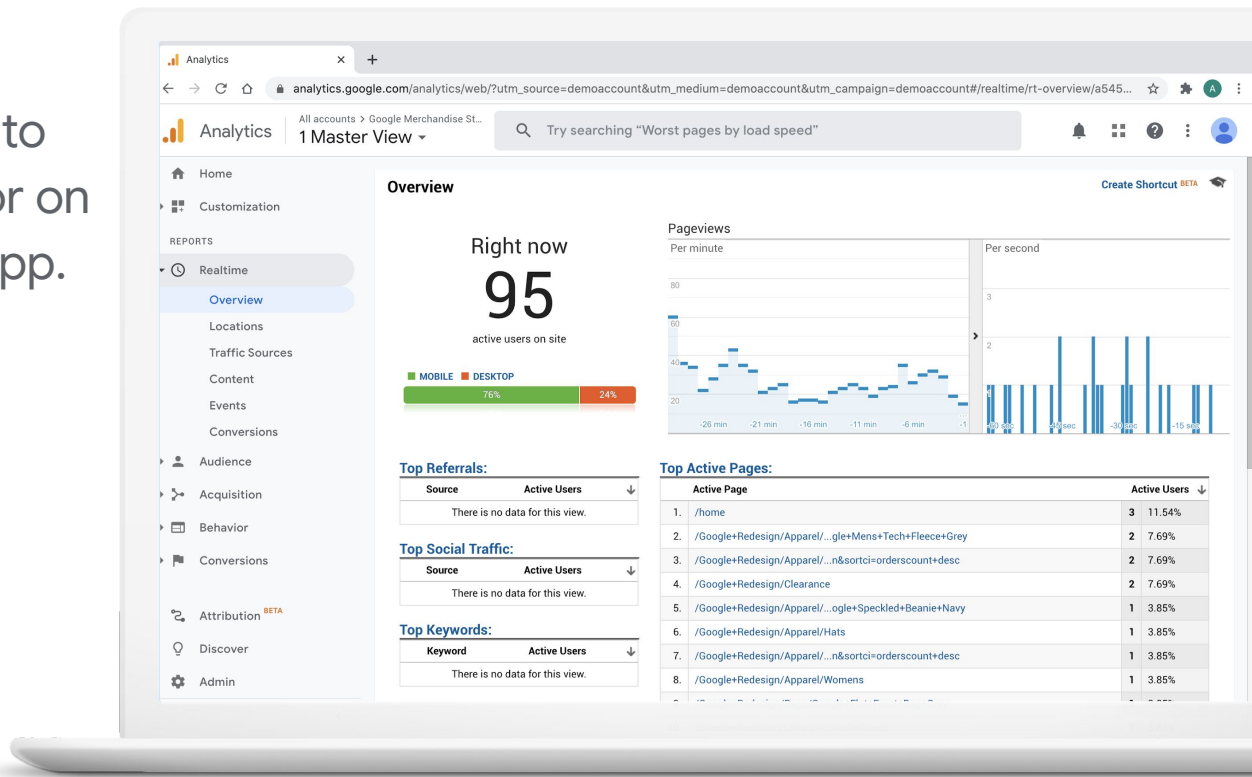
GOOGLE ANALYTICS

Use Google Analytics to gain valuable insights that can help you make strategic business decisions.

Learn which search terms and sources drive the most traffic

See demographic info for your most profitable customers
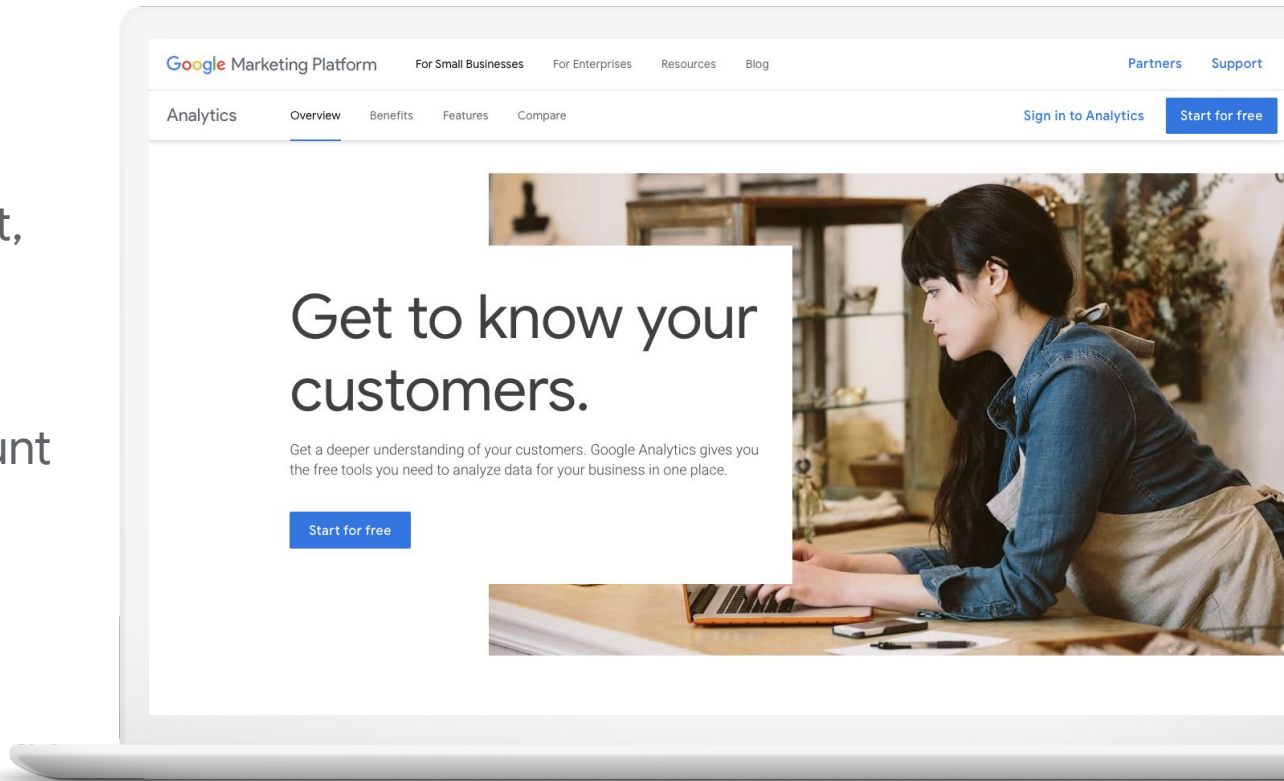
Understand what content your audience is most interested in

Evaluate which channels drive the most conversions

SET UP GOOGLE ANALYTICS

- Visit **g.co/analytics**

- To create an account, click Start for free

- Set up a property in your Analytics account

Quick Tip:
Set up Google Analytics
g.co/analytics

YOUR GOOGLE ANALYTICS ACCOUNT

- ### Review the reports and metrics you care about most

- ### Quickly check the health of your accounts

- ### Create, customize and share dashboards

Find Answers With Reports

Grow with Google

Meet Eva
and Ricky

Grow with Google
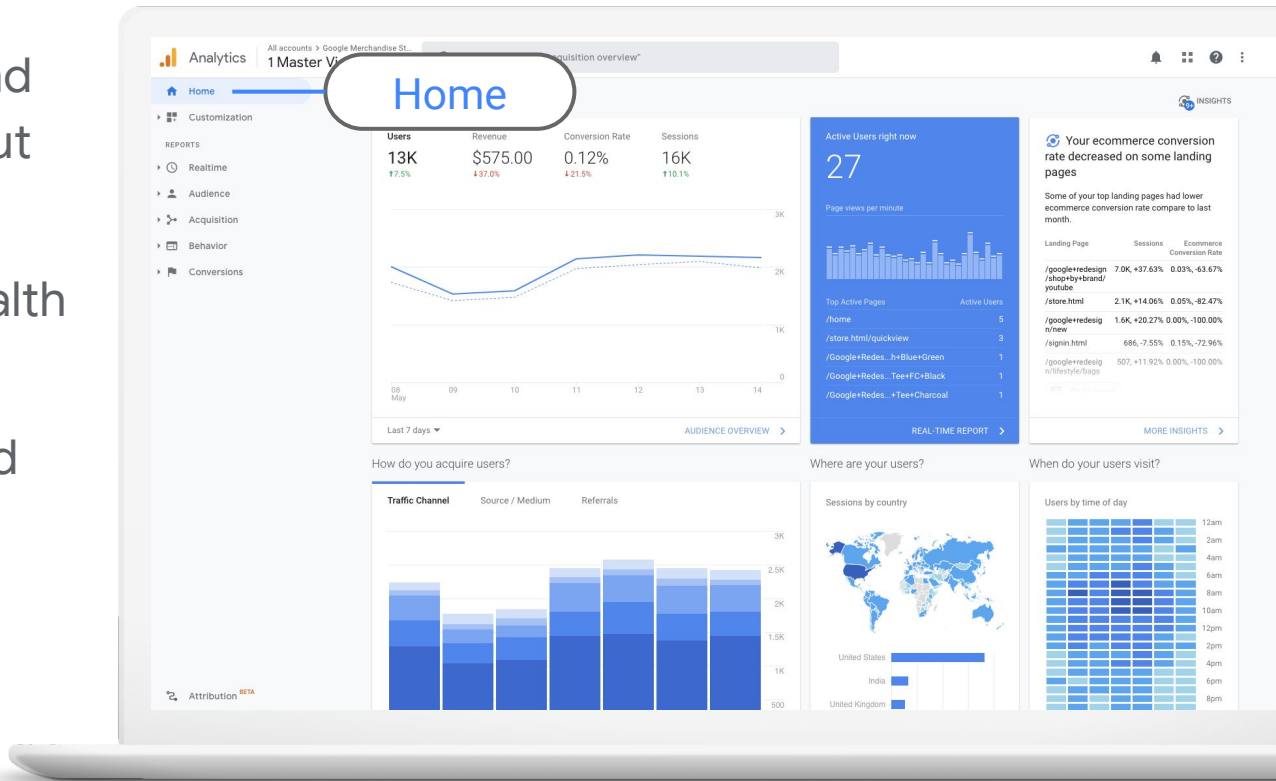
USING GUT INSTINCTS

- Created a new t-shirt design, loved it, and immediately added it to the website banner

- Cut prices when sales were down

- Assumed target audience was women, age 35-44
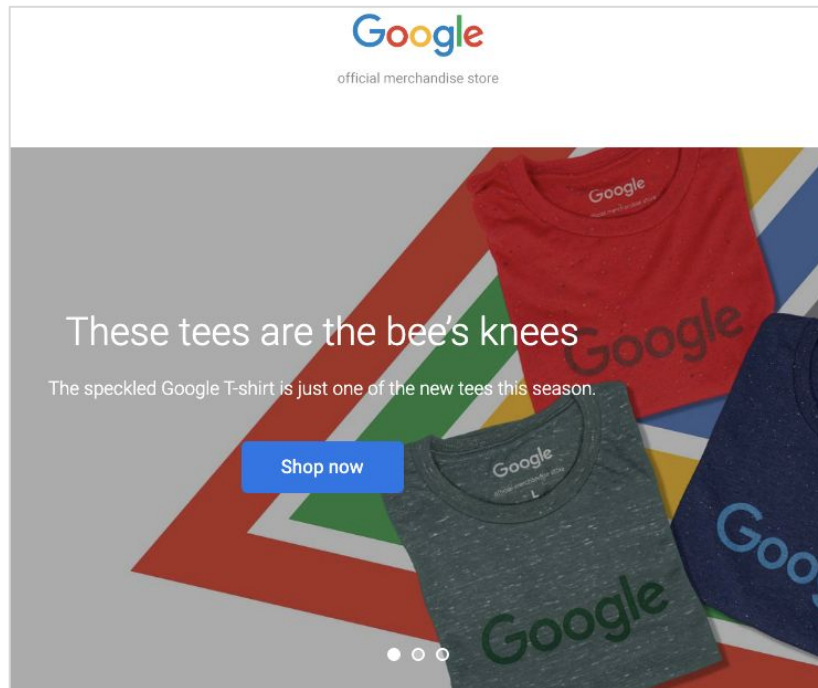
GET STARTED USING DATA

STEP 1: OUTLINE GOALS
What are you trying to achieve?

STEP 2: ASK QUESTIONS
What answers do you need?

STEP 3: VIEW REPORTS
How can you find the answers?

Source: Black Illustrations

Grow with Google
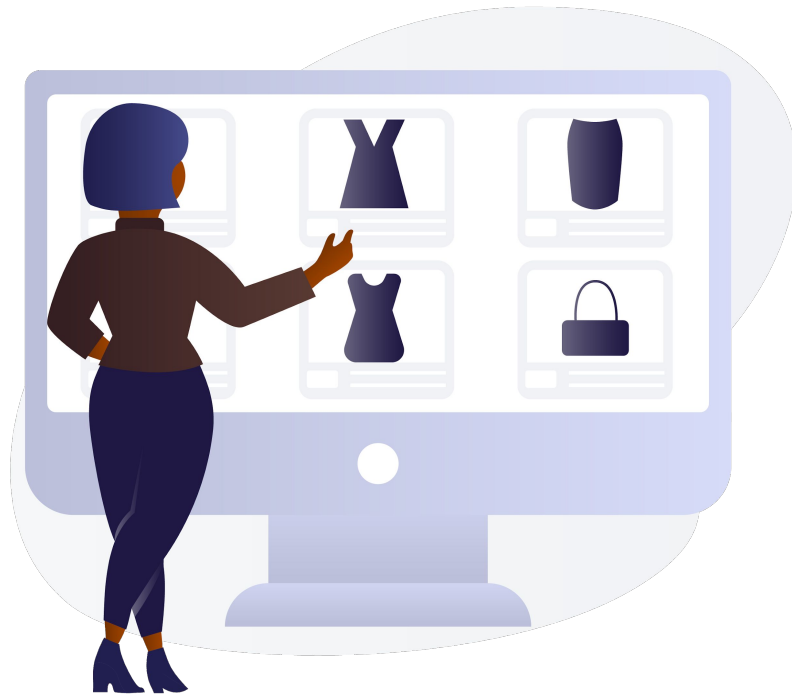
STEP 1: DEFINE GOALS

Specific

Measureable

Attainable

Relevant

Time-sensitive

Grow with Google

RICKY & EVA'S GOAL

Decrease shopping cart
abandonment rate to
under 60%.

What are your goals?

Ideas:
Leads, appointments, sales, phone calls, foot traffic, downloads, etc.

STEP 2: ASK QUESTIONS

Reach
Who is your audience?

Convert
Do leads become customers?

Engage
Can visitors find answers?

Sustain
Are customers loyal?

REACH QUESTIONS

- What are people searching for?

- Who is your audience?

- How do they find you online?

Reach

Engage

Convert

Sustain

ENGAGE QUESTIONS

- What do people do once they find you?

- Where do customers engage you online?

- How do people interact with you online?

Reach

Engage

Convert

Sustain

CONVERT QUESTIONS

- Which channels drive conversions?

- What calls-to-action drive conversions?

- Which channels have a higher ROI?

Reach

Engage

Convert

Sustain

SUSTAIN QUESTIONS

- Do people continue to engage? Where?

- Do you respond? How quickly?

- Do you give people a reason to return?

Reach

Engage

Convert

Sustain

STEP 3: USE REPORTS TO FIND ANSWERS

Realtime
What's happening now?

Behavior
What do people do?

Audience
Who visits the website?

Conversions
Is the website successful?

Acquisition
Where do they come from?

REALTIME: WHAT'S HAPPENING RIGHT NOW?

- Watch goal completions as you test changes

- Monitor immediate effects on site traffic from new content

- Determine if a promotion drives traffic
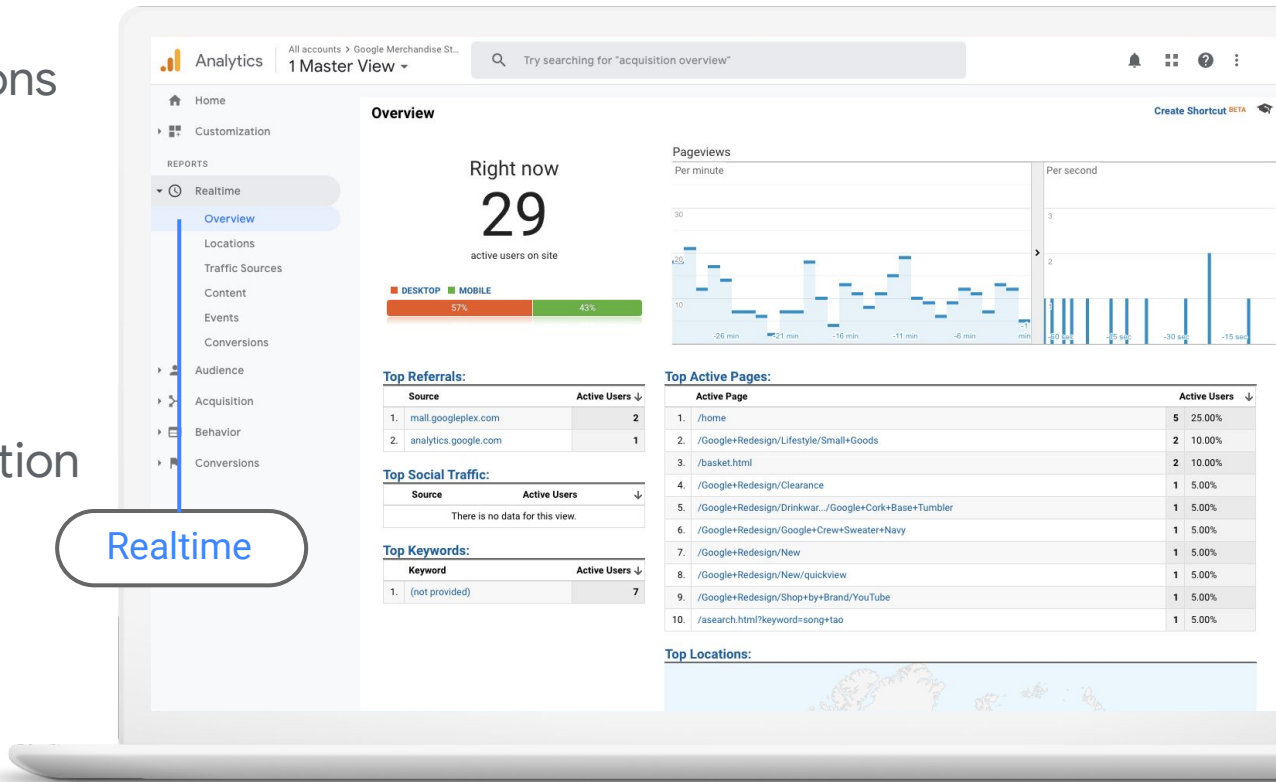
Realtime

AUDIENCE: WHO VISITS YOUR WEBSITE?

- Understand the characteristics of users

- View demographics, interests, geo, language, and devices

Demographics

25 - 34

Male
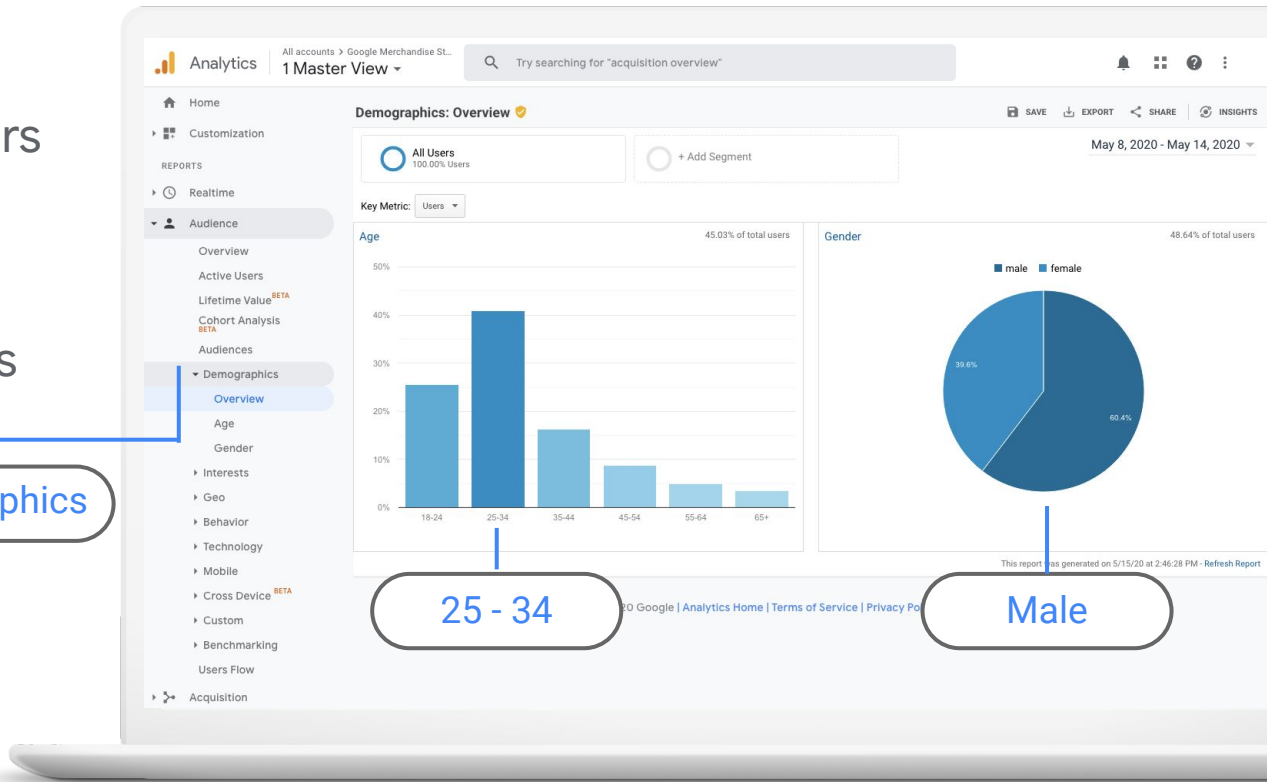
ACQUISITIONS: WHERE DO YOUR CUSTOMERS COME FROM?

- Understand how you acquire users

- Recognize patterns

- Find out how people find you through search
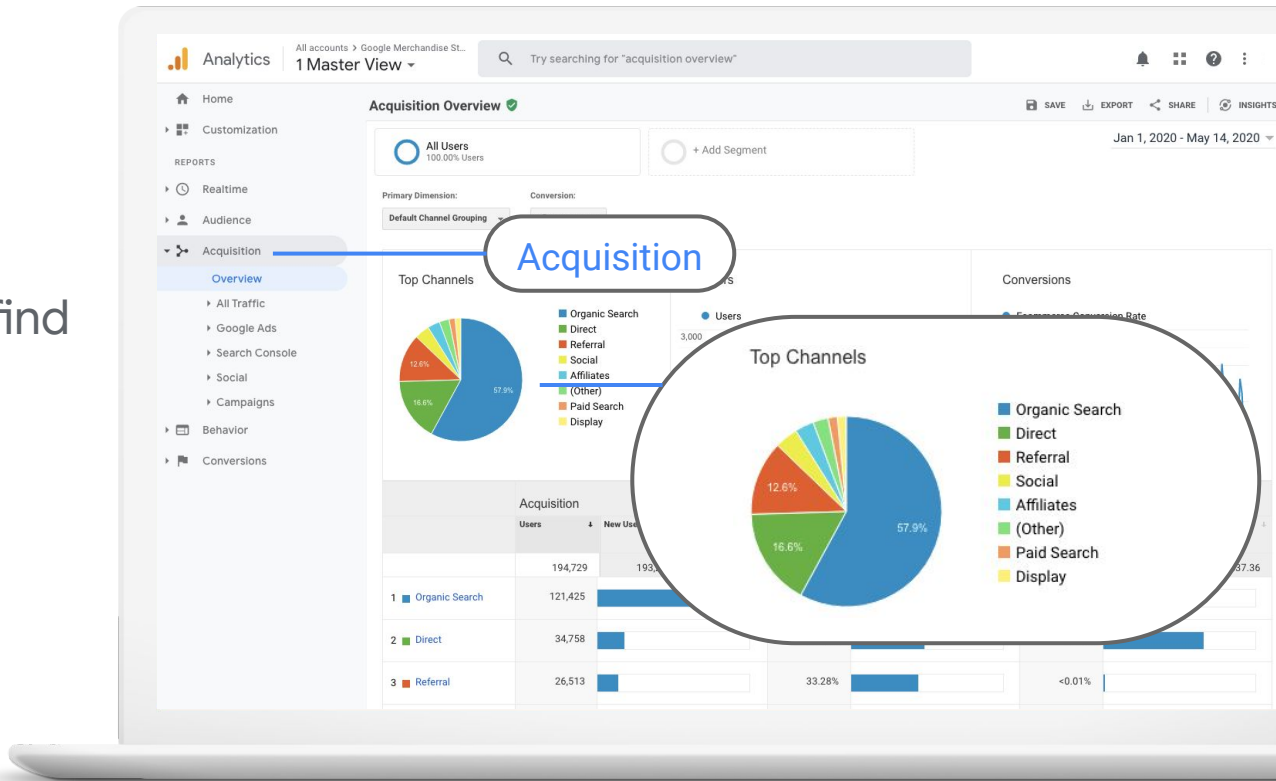
BEHAVIOR: WHAT DO PEOPLE DO ON THE SITE?

- Visualize the path users travel, from one page or Event to the next

- Understand how website changes affect the conversion funnel

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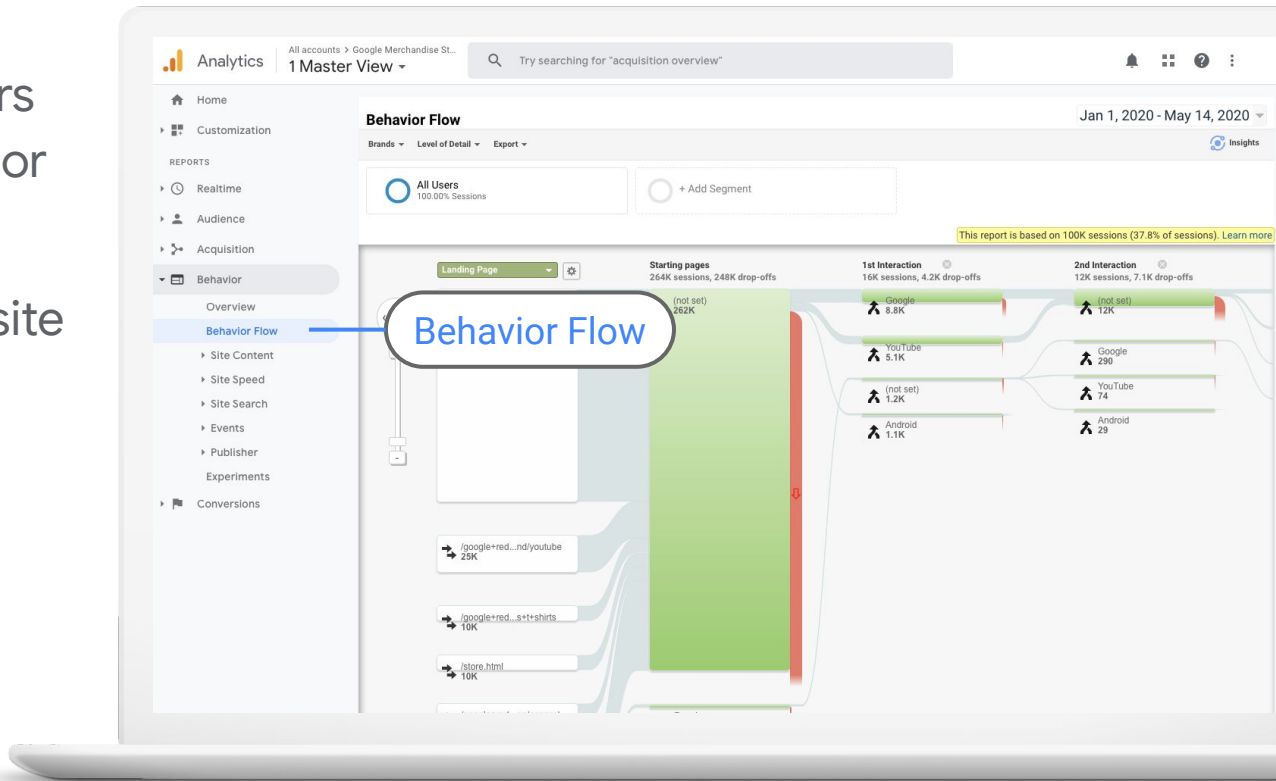
CONVERSIONS: IS THE WEBSITE SUCCESSFUL?

- See how all your channels work together towards conversions

- Understand how changes impact conversions
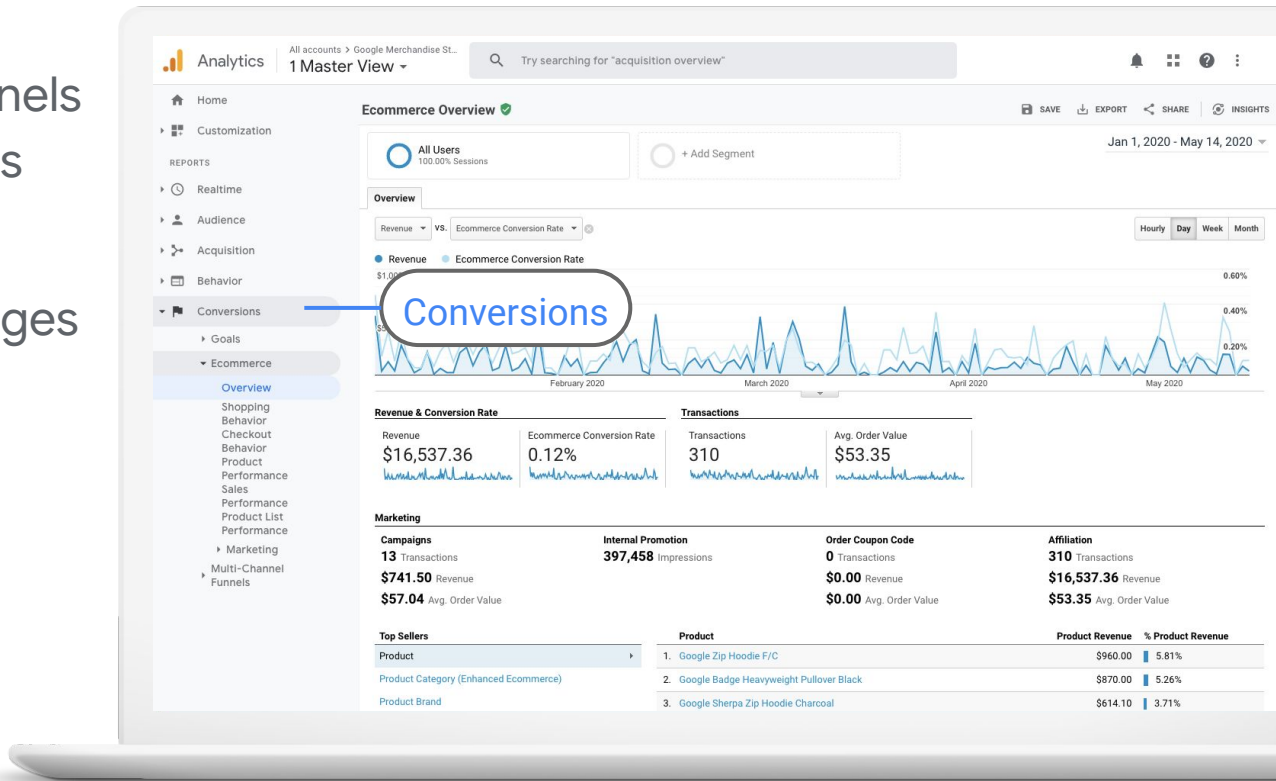
NEW VS RETURNING: HOW LOYAL ARE YOUR CUSTOMERS?

- Learn how many customers come back after a first visit

- Gain insight into the behavior of new visitors versus returning visitors
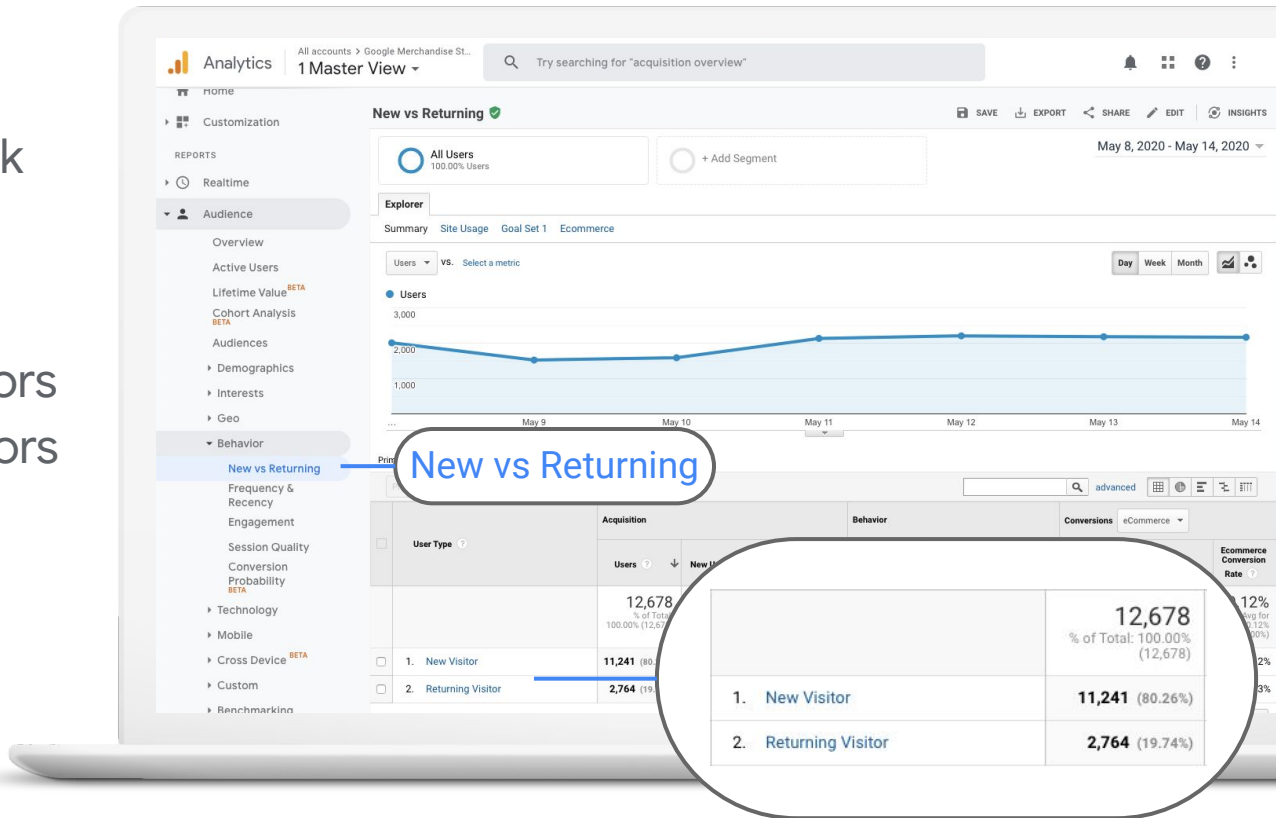
GOOGLE ANALYTICS: WHAT THEY LEARNED

Gut Insights

Top audience is 35-44 years old and primarily female.

The primary driver of traffic to their website is paid ads.

Most purchases are from repeat customers, not first-time visitors.

Google Analytics Data

Top audience is 25-34 years old and primarily male.

The primary driver of traffic to their website is organic search.

Most purchases are from first-time visitors to the site.

Interpreting Reports

DEFINITIONS

- **Dimensions**: A description or characteristic of data. **Browser**, **Landing Page**, and **Campaign** are examples.

- **Segments**: A subset of sessions or users that share common attributes

- **Goals**: Settings to track actions or conversions on your site or mobile app

- **Events**: A type of hit that tracks an interaction with site content
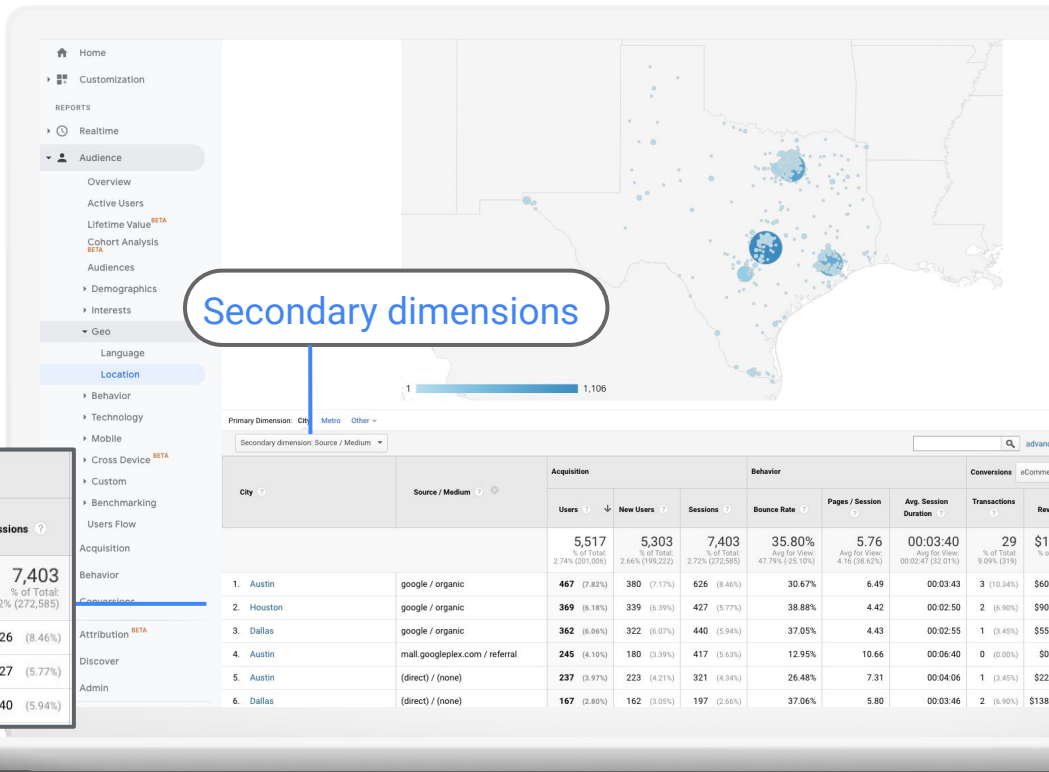
WHAT ARE DIMENSIONS?

Dimensions describe your data. Each dimension can be given a different value.

You can use **secondary dimensions** to view your data with more granularity by adding another dimension to your report.

Source: Black Illustrations

Grow with Google

USING SECONDARY DIMENSIONS

1 Click the report of choice

2 Select **Primary Dimension**

3 Click the drop-down menu to select **Secondary Dimension**

Secondary dimensions

Grow with Google

HOW TO USE FILTERS IN THE REPORTS

Use **Filters** to specify what you want to display in the report.

HOW TO USE SEGMENTS

Segments are subsets of your Analytics data. You can isolate segments to analyze and respond to the trends in your business.

Use segments to understand the activities of a specific audience, or remarket to groups based on their trending actions.
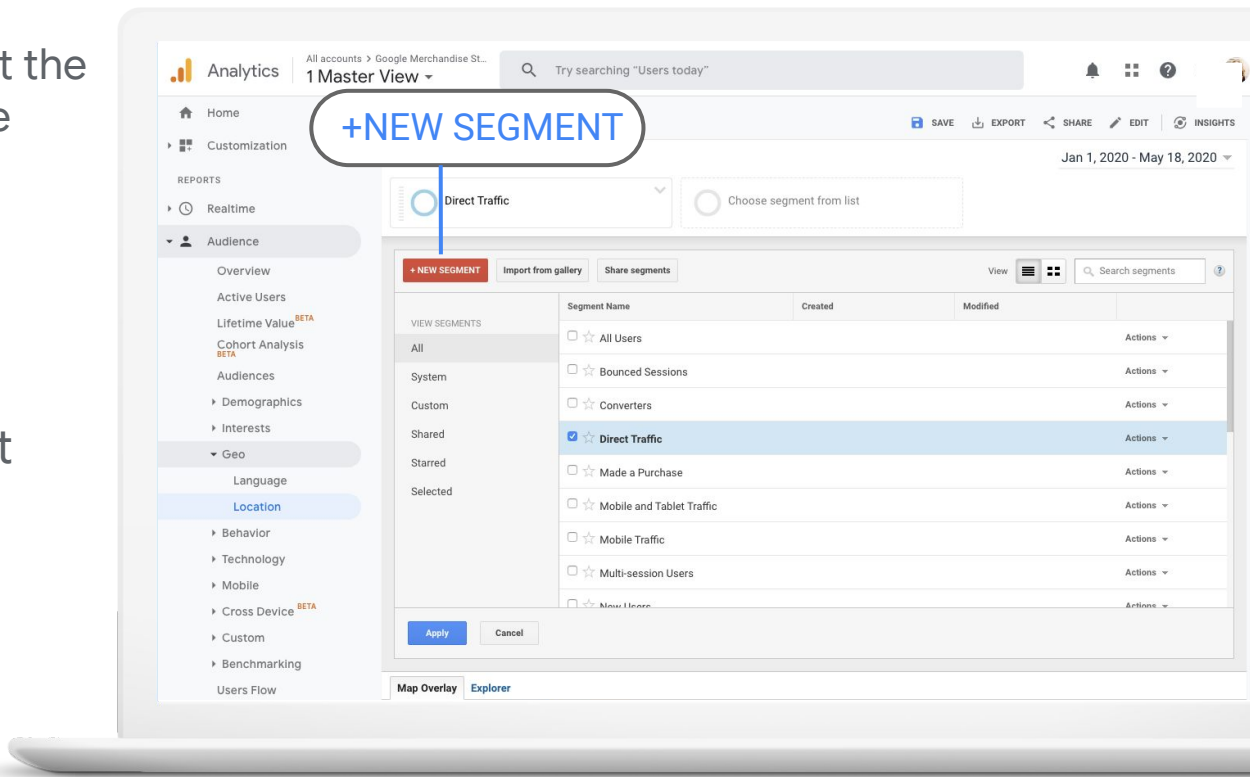
SEGMENT TYPES

- **Users**: people who interact with your website

- **Sessions**: interactions by a single user, grouped together

- **Hits**: interactions during a session, such as pageviews, events, and transactions

Grow with Google
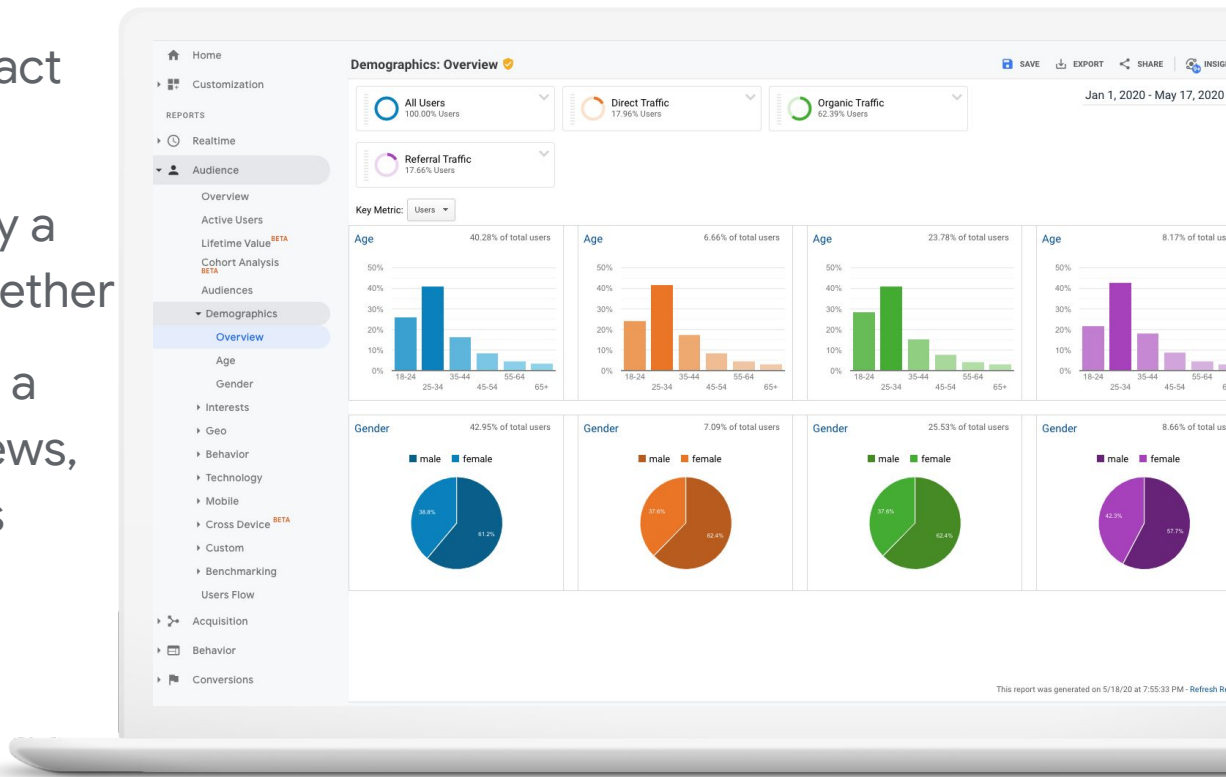
BUILD NEW SEGMENTS

1 Click **+Add Segment** at the top of your report page

2 Click **+New Segment**

3 Name the segment

4 Define your segment

5 Click **Save**

ABOUT GOOGLE ANALYTICS GOALS

Goals measure how well your site or app fulfills your target objectives.

They represent completed activities, called conversions, that contribute to the success of your business.

Grow with Google

GOAL TYPES

What are your business goals and how can you measure them?

- Purchases
- Subscriptions
- Page Views
- Clicks
- Form Submissions

Destination when a specific website location is loaded

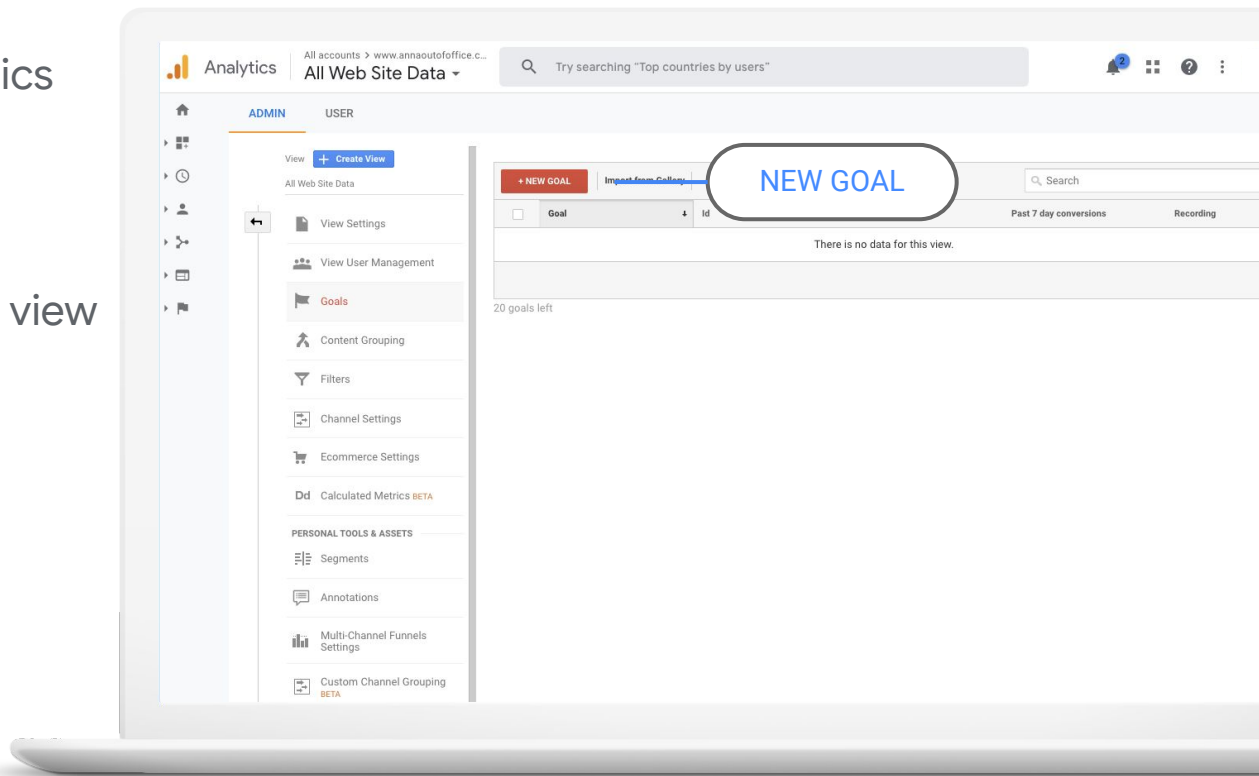**Duration** sessions that last a minimum amount of time

Pages/Screens per session when a visitor views a minimum number of pages or screens

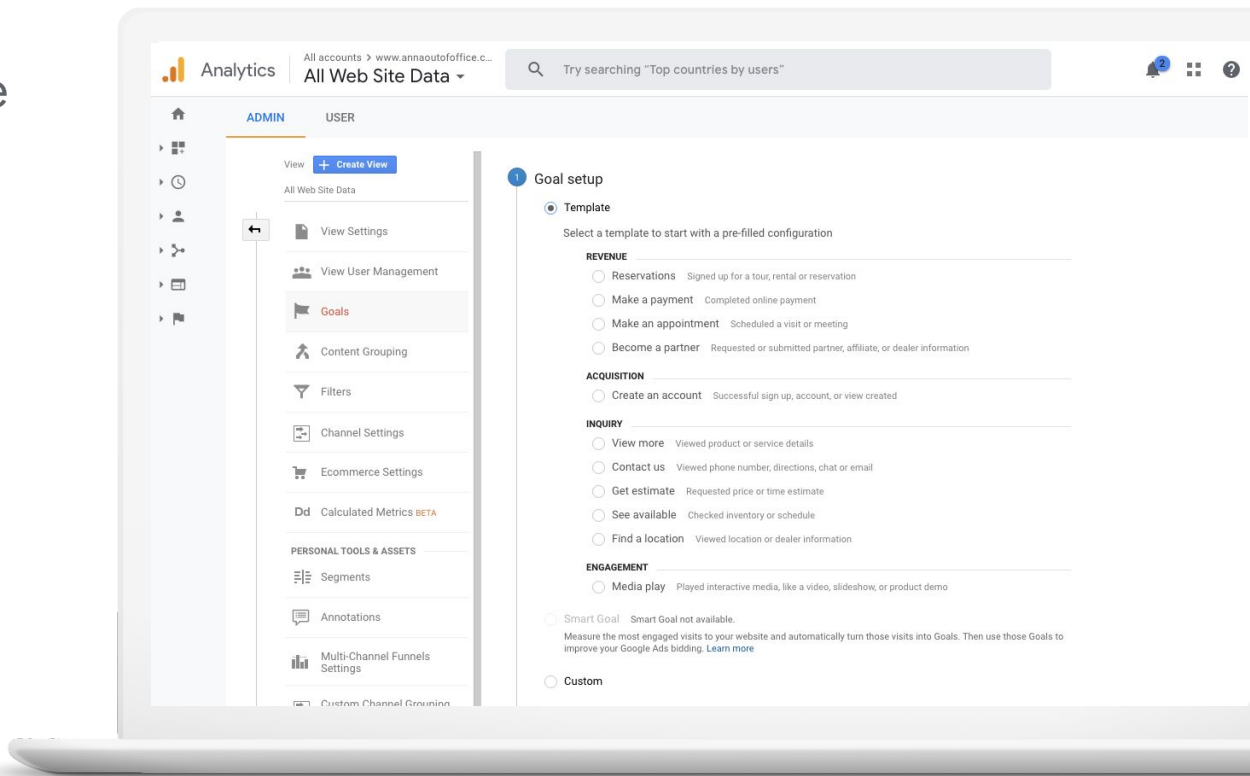**Event goals** when an action defined as an event is triggered

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SETTING UP GOALS

1 Sign into Google Analytics

2 Click **Admin**

3 Navigate to the desired view

4 Click **Goals**
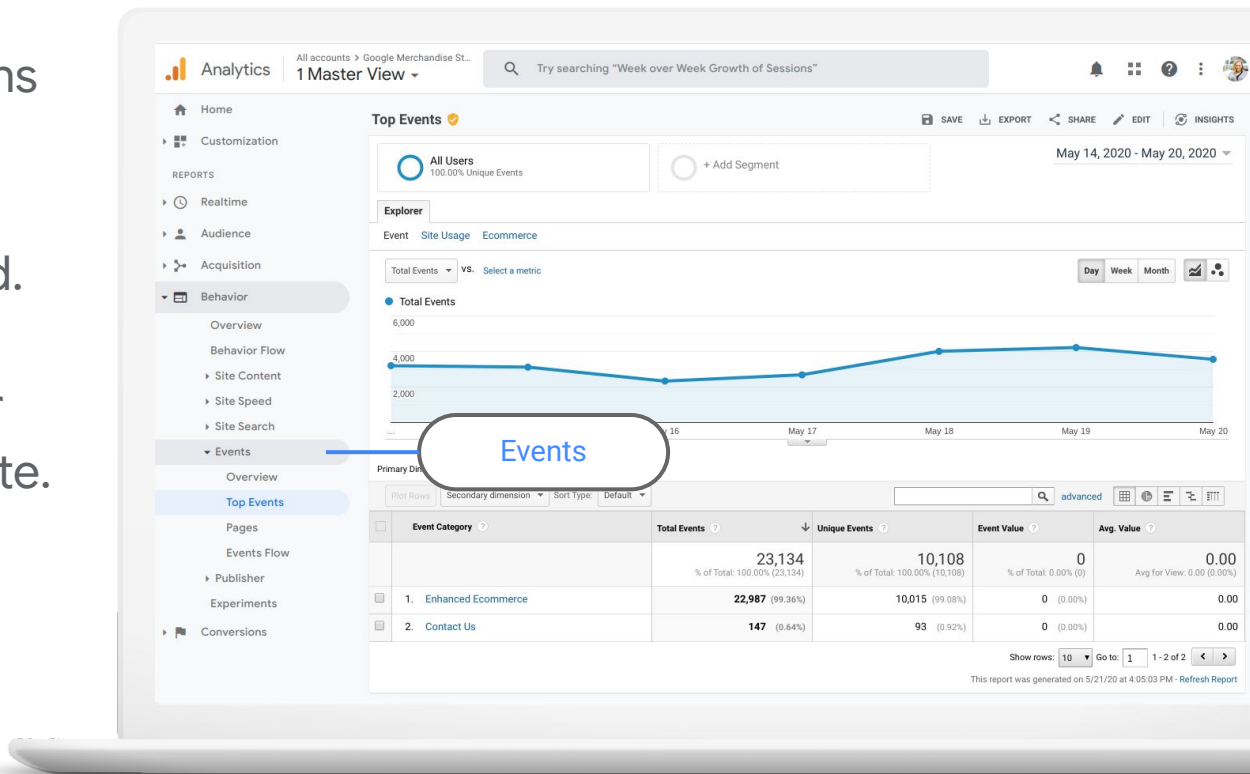
5 Click **+NEW GOAL**

GOAL TYPES

- Goals from a template
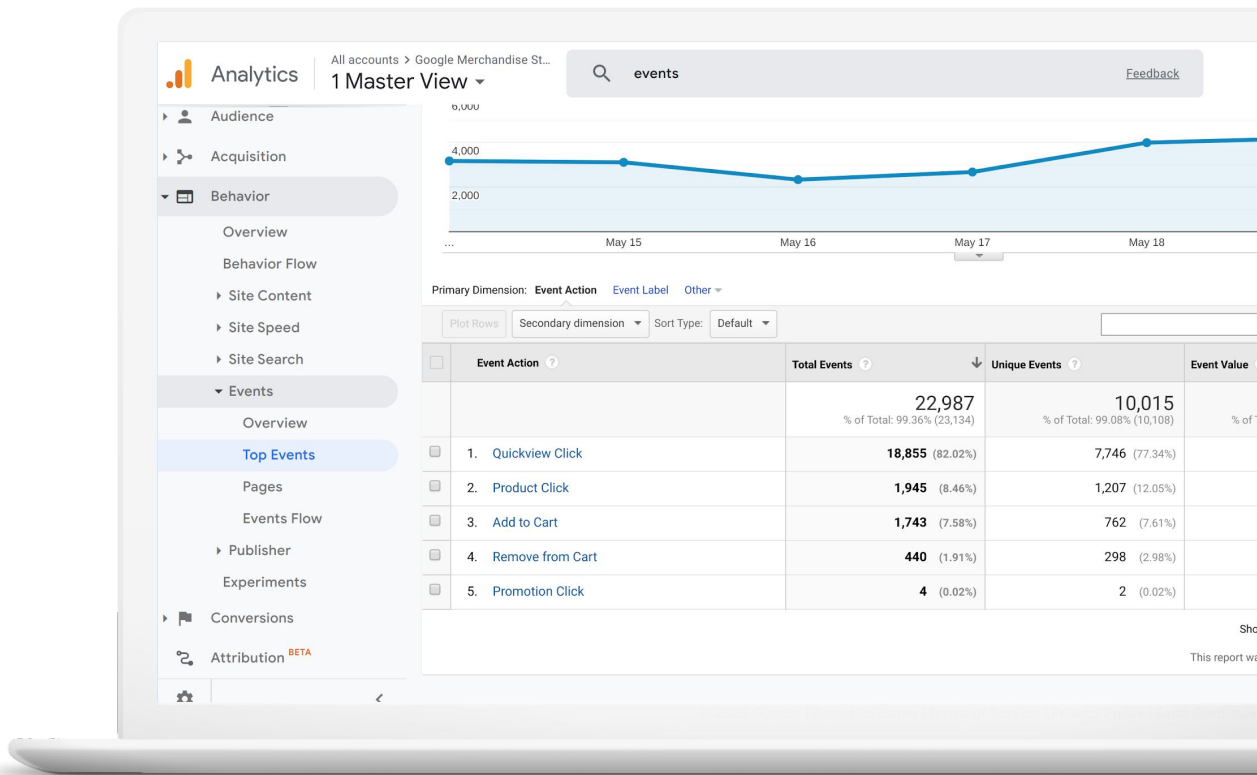
- Custom goals

- Smart Goals

ABOUT EVENTS

Events are user interactions with content that can be measured independently from a page or screen load.

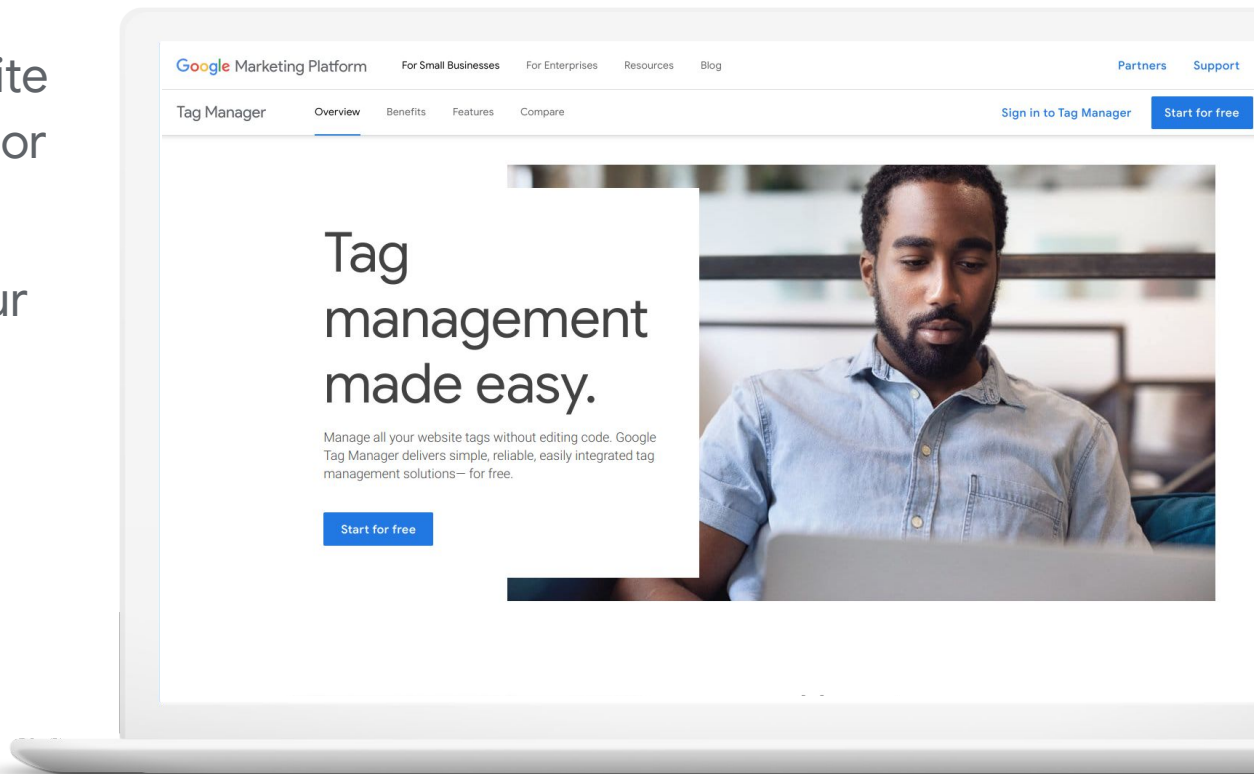They offer insight into user interactions on your website.

- Product previews

- Tracking engagement with embedded maps

- Video interactions

- Tracking form errors

ABOUT TAG MANAGER

- Manage all your website tags without creating or editing code.

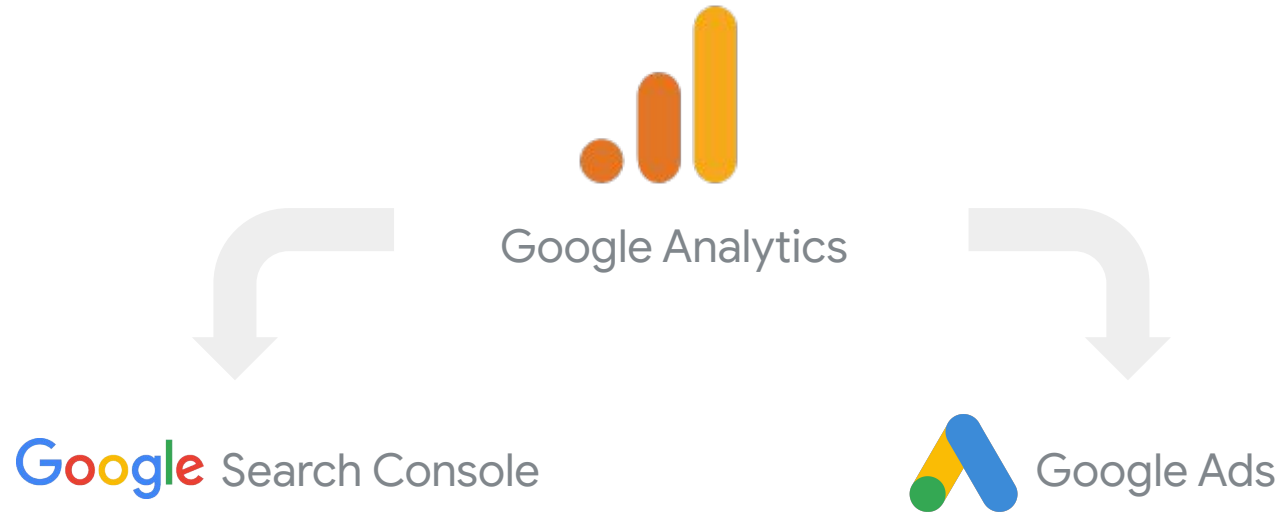- Better understand your conversions, site analytics and more.

Google Marketing Platform   For Small Businesses   For Enterprises   Resources   Blog   Partners   Support

Tag Manager   Overview   Benefits   Features   Compare   Sign in to Tag Manager   Start for free

Tag management made easy.

Manage all your website tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management solutions— for free.

Start for free

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Using Analytics With Other Google Tools

CONNECT ACROSS YOUR GOOGLE PRODUCTS
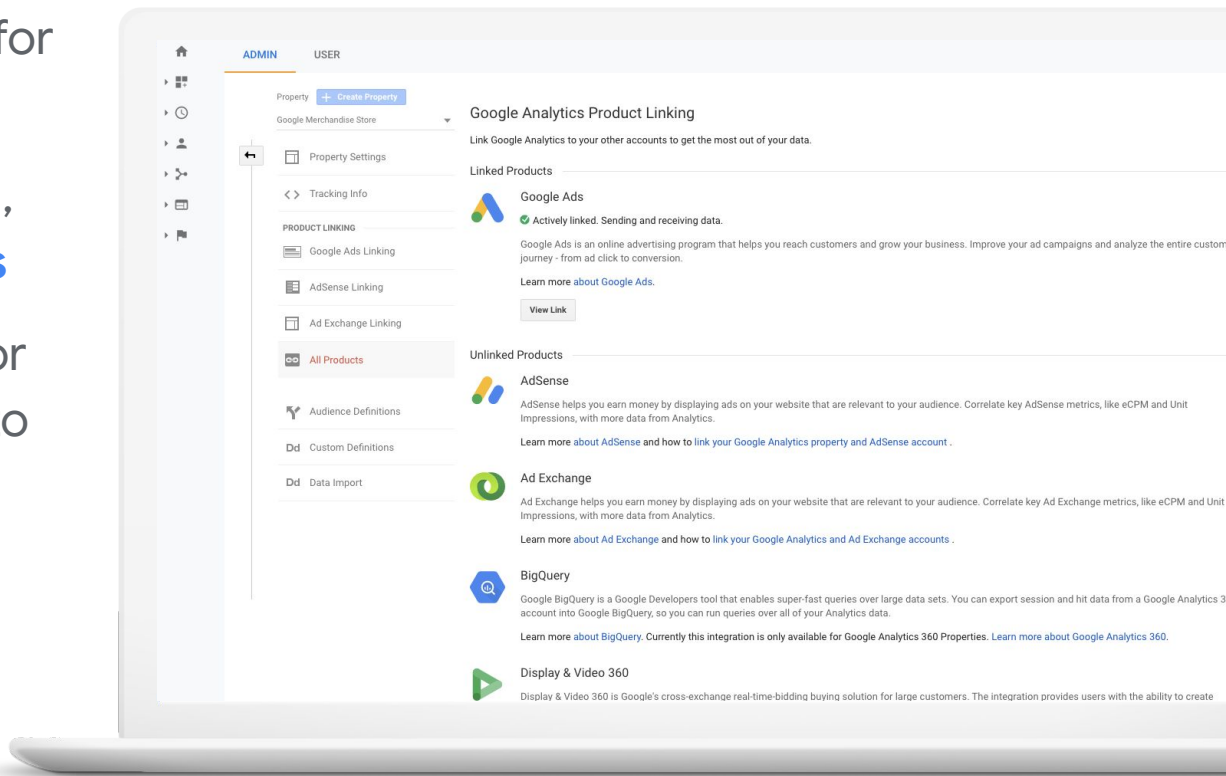

Google Analytics

Google Search Console

Google Ads

WHY LINK TO GOOGLE ANALYTICS?

- Learn what happens after users click on your ad

- Target specific users based on their previous behavior

- Use advanced machine learning

- Understand organic traffic and if keywords convert (or not)

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GOOGLE ANALYTICS PRODUCT LINKING

- First: create an account for each product

- In Analytics, click **Admin**, then select **All Products**

- Select the **Link** button for each product you want to link to Google Analytics

Recap & Resources

GOOGLE ANALYTICS: NEXT STEPS

Potential Actions:

1

Review creative to represent the audience demographic.

2

Consider product changes to tailor merchandise to all demographics.

3

Review search queries and adjust bids and creative accordingly.

4

Consider offering promotions or a loyalty program to encourage repeat customers

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WHERE TO GO FROM HERE?

Outline goals

Choose tools

Ask questions

Measure results, take action

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BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone

- Learn whenever you have a few minutes free

- Practical, personalized next steps
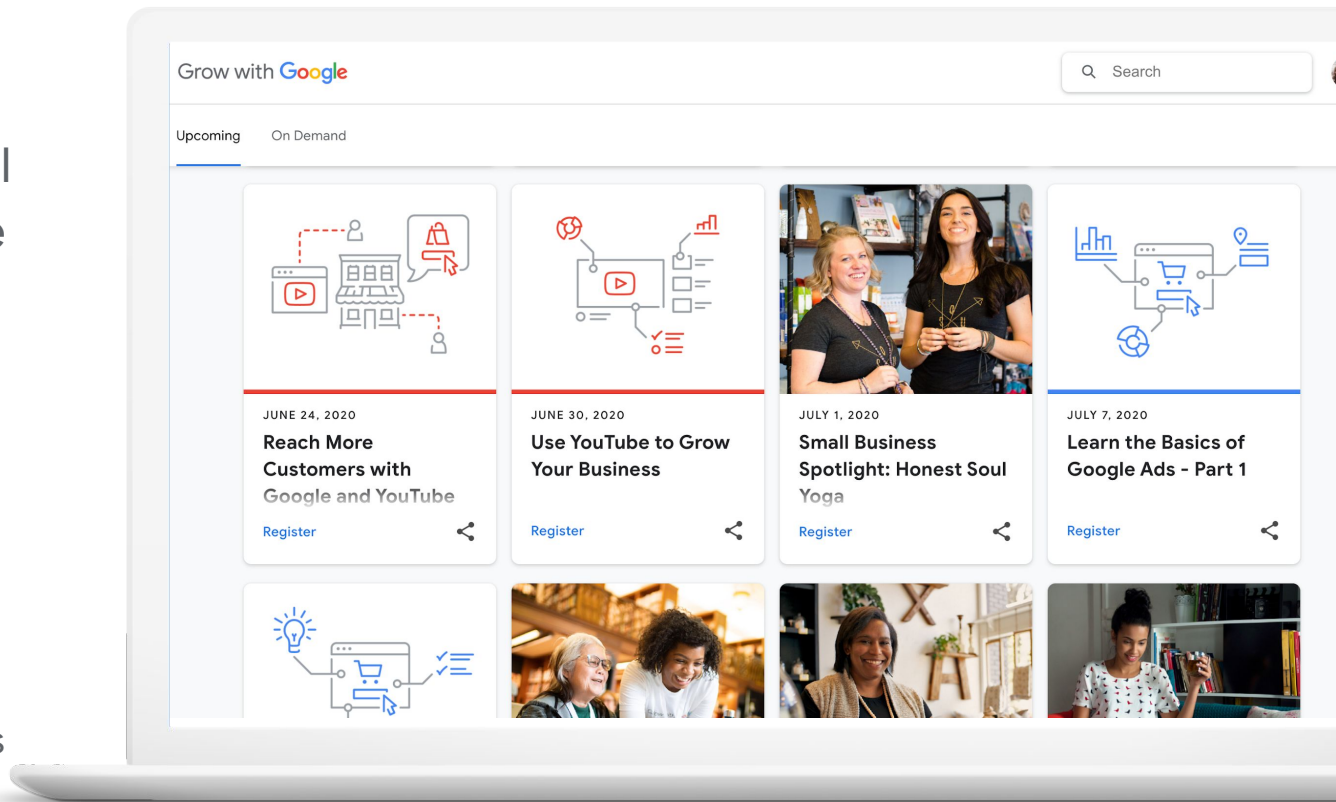

Quick Tip:
Download the Primer app
g.co/primer

GET IT ON Google Play

Download on the App Store

Grow with Google

CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

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Search

Upcoming   On Demand

JUNE 24, 2020
Reach More Customers with Google and YouTube
Register

JUNE 30, 2020
Use YouTube to Grow Your Business
Register

JULY 1, 2020
Small Business Spotlight: Honest Soul Yoga
Register

JULY 7, 2020
Learn the Basics of Google Ads - Part 1
Register

Quick Tip:
Register for virtual workshops
g.co/GrowOnAir

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FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
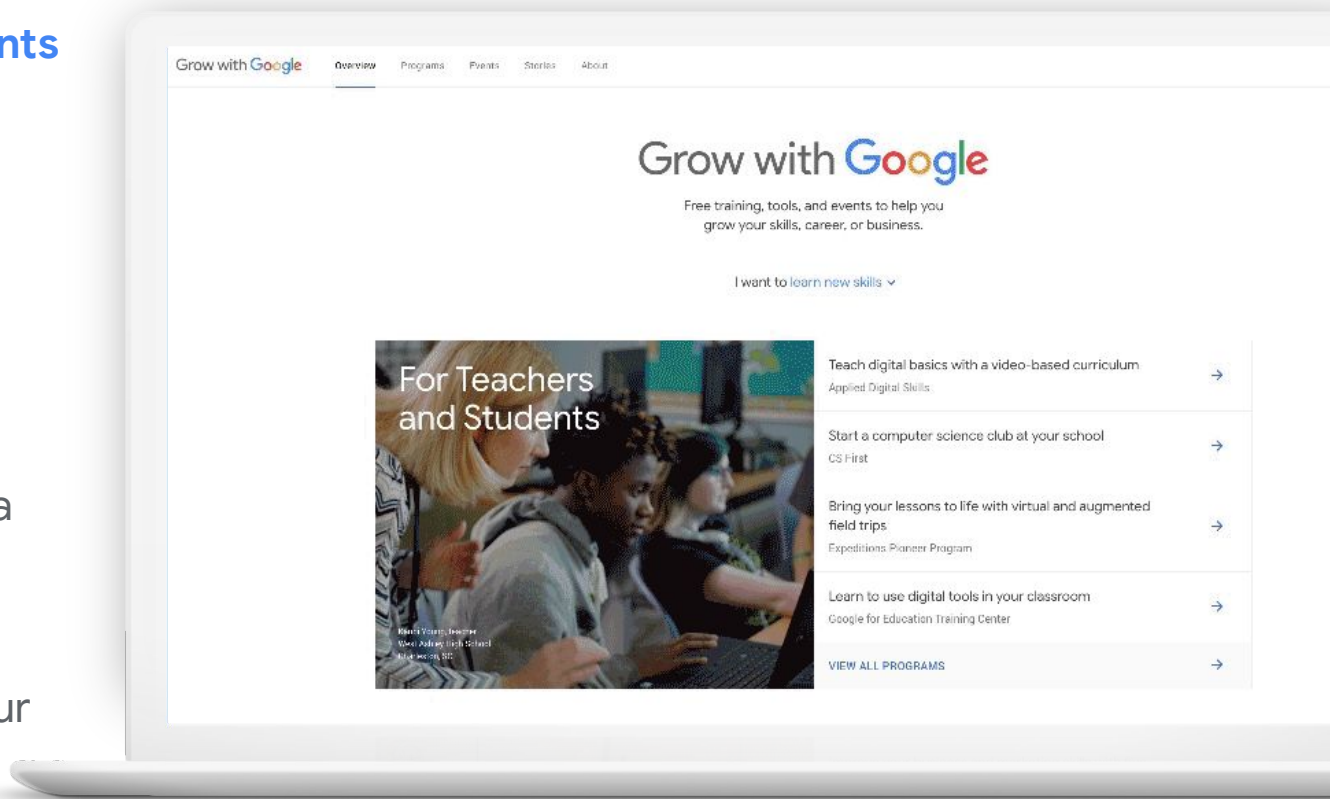Bring digital tools into
your classroom

For local businesses
Help new customers find
you online

For job seekers
Boost your resume with a
new certification

For developers
Learn to code or take your
skills to the next level

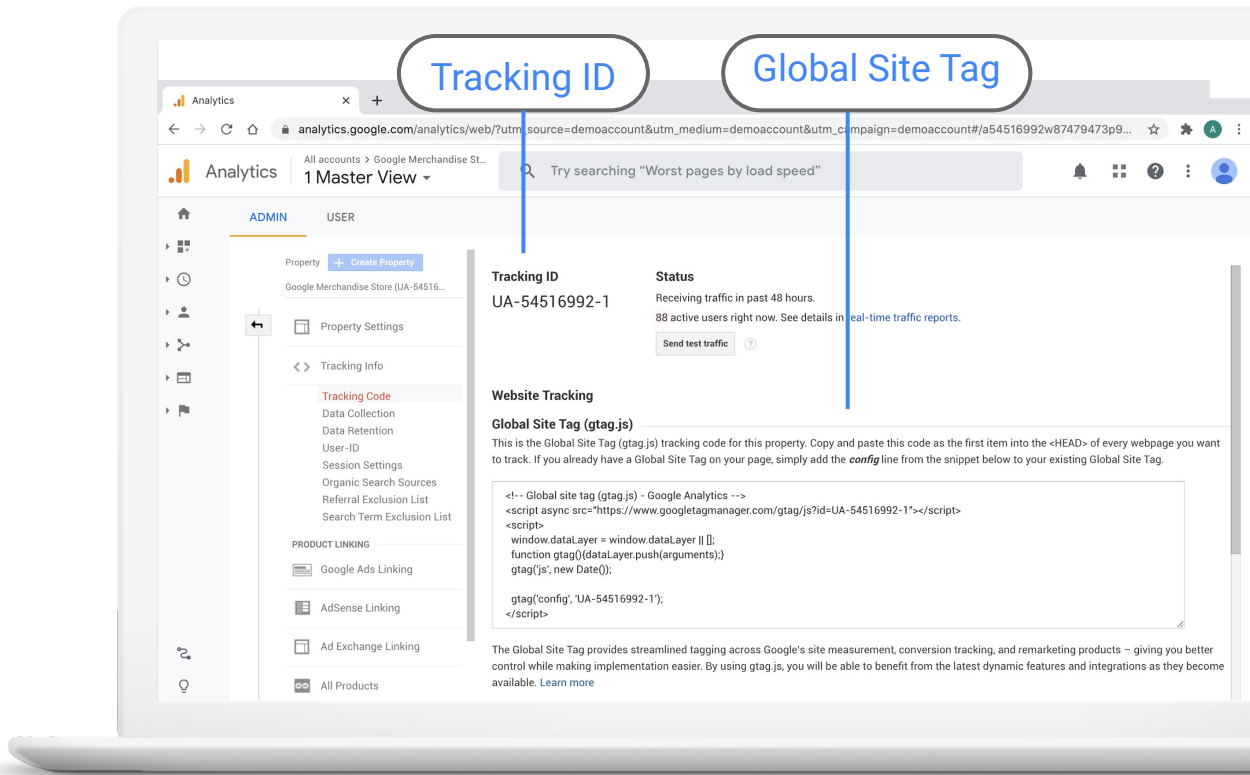Grow with Google

Appendix

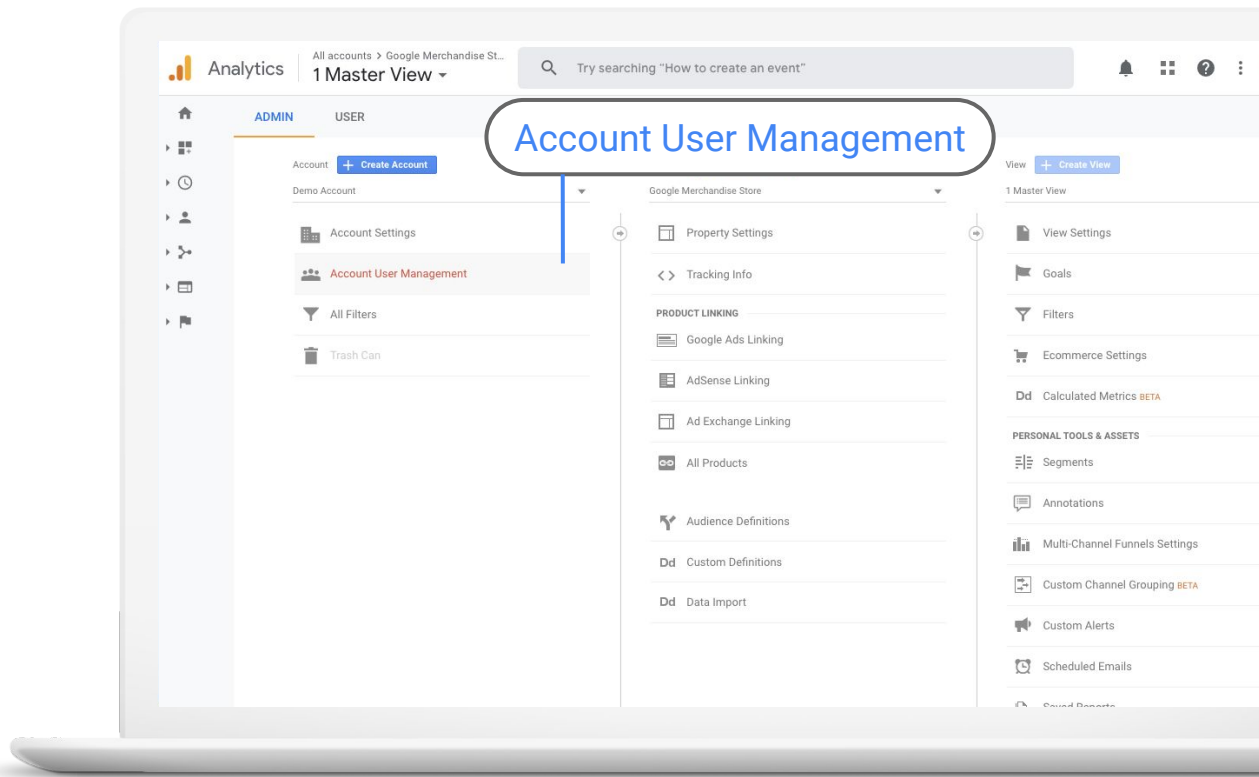Grow with Google

Universal Analytics

TRACKING ID AND CODE

- From your new account, click **Admin**

- Select a property from the menu in the **Property** column

- Click **Tracking Info** > **Tracking Code**

Tracking ID

Global Site Tag

ADD ADDITIONAL USERS

- Invite collaborators to access your reports

- Click **Admin** > **Account User Management**; you can also add users for properties

Google Analytics 4 Properties