

Google Analytics

Gain insight into your users

Table of Content

What is Google Analytics	3
Before you get started	4
The ABC of Analytics	5
Audience	6
Behaviour	7
Acquisition	8
More and more insights	9

What is Google Analytics?



Google analytics is a **free** web analytics service that provides data on your site which is useful for insight into web performance, search engine optimisation (SEO), marketing insight and design insight.

So why should I use Google Analytics?

Simply because data is power! The information digital analytics gives you is crucial in helping you understand how your site is performing. Google analytics is a tool that offers you so much insight into your users such as how much incoming traffic you are receiving, which channels are they coming from, are your users returning to your site and are they converting.

“ Data is power ”

This will help you inform you if your marketing strategy is working or if you need to rethink your strategy and improve it. It'll also tell you if your users are engaging with the content that you have on your site or are they leaving as soon as they arrive. Overall this is all valuable data that you can access for free!



Fig.1

Before you get started

First you need to set up 3 different Google Analytics views, whilst doing this you need think about what this view will be used for and who will be using it.

1. The Main View

This is the primary view that will be used by majority of people at your organisation for analysing performance of the site and gaining insight into user behaviour on the site. Therefore, it is crucial that the data presented on this view is accurate and reliable, which is why you should make sure you exclude your organisations IP address, to exclude internal traffic from your employees / colleagues because their behaviour and purpose on the site will be different to your user base. This view is also the main focus because this is where you'll be building custom reports and segments on.

2. The RAW View:

This is the unfiltered view no filters should be applied on this view. This is the backup view in case something happens to your Main View.

3. The Testing View:

The testing view is for when you're implementing new tracking on the site such as hotjar or a new design on your landing page and you want to test that the tracking for the button is working properly. This is a great view to test any changes for your tracking of adding more pages on the site.

...But how do I do this?

- To create your views all you need to do is go to settings then view settings, after you created your first view you simple click on the copy view button and edit it to create your 2 other views.
- First test your filters in your test view before implementing them in your main view.

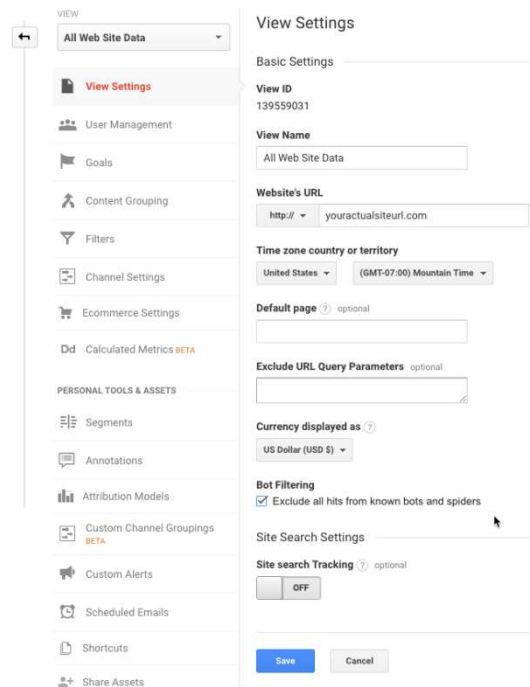


Fig.2

The ABC of Analytics

Real Time Analytics:

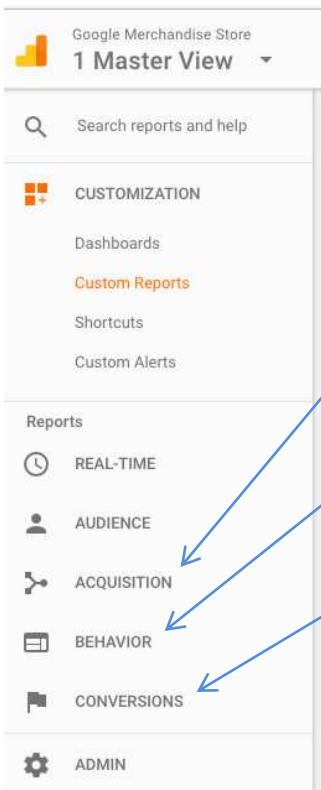
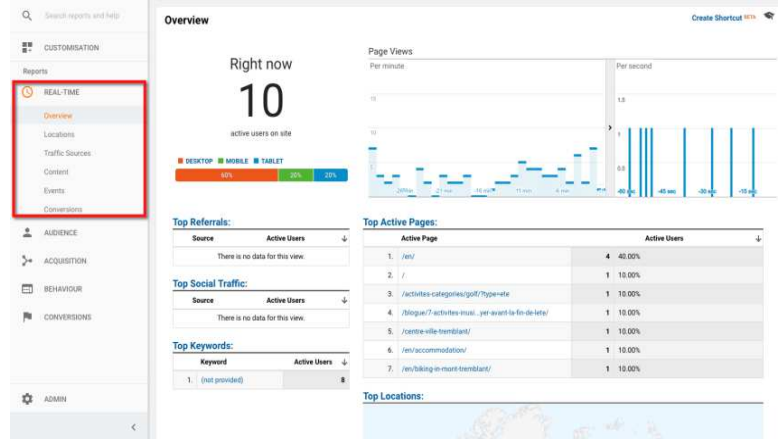
This report gives you a live view of what is happening on the site right now!

Real time report is useful for when you have just released new content and you want to sit back and watch the incoming traffic fly in.

Immediate traffic is crucial if you've posted on social media or a blog. However, if the new post is not bringing in the traffic you expected real time report lets you monitor the effect straight away, so you can make immediate changes deemed necessary.

For the test view the real time report allows you to:

- Verify that the new tracking is firing on the site
- Test the changes you made on your site and view how this is being recorded on analytics.



A B C:

Acquisition:

This report will provide you with insight into which channels provide you with traffic and the specific sources and medium that are driving this traffic.

Behaviour:

This report informs you with information about the top content on the site, the top landing pages...

Conversion:

Once you set up goals you want to measure that are crucial to your KPI's and measuring site performance by. This report will let you see how many conversions you've achieved and, which path converts the best.

Audience Overview:

The Audience report gives you information concerning your users demographic, behaviours and interests.

Section	What will you find?
Overview	User metrics
Demographic	<ul style="list-style-type: none">• Age• Gender
Interest	Users sorted into affinity and in-market categories
Geo	<ul style="list-style-type: none">• Language• Location
Behaviour	<ul style="list-style-type: none">• New vs. returning users• Engagement• Frequency and recency
Technology	<ul style="list-style-type: none">• Browser• Network
Mobile	<ul style="list-style-type: none">• Overview• Device

Why is this important?

Understanding who your users are allows you to engage them more efficiently and increase retention. This report gives you insight into your traffic such as incoming traffic by year, month, week, day and hour and the average time users spends on your site and certain pages. However all of this information can be overwhelming one advice for this:

“Focus on the questions you are asking from the data.”

When we are given so much information and option we can feel overwhelmed, which is why its important to focus on the question that you want answer from , this will help guide you to the relevant information.

This report gives you information on your users demographic which will help you with forming marketing strategies, branding and improve communication with your users.

The technology area is useful for information concerning where the focus on the design of your user interface should be on. For example if more users are accessing your site through mobile devices vs. desktop then you should focus on improving the mobile user experience.



Fig.5

Behaviour

Behaviour Report

This report is filled with information about the content of your site:

- Top pages on your site
- Top landing pages
- Top exit pages
- Site speed: this is especially important since research done by google found that if your site takes a long time to load users will abandon your site.



[Fig. 6](#)

Also, quick tip: if you set up site search you can see what your users are searching for and the pages they searched on.

Why is this useful?

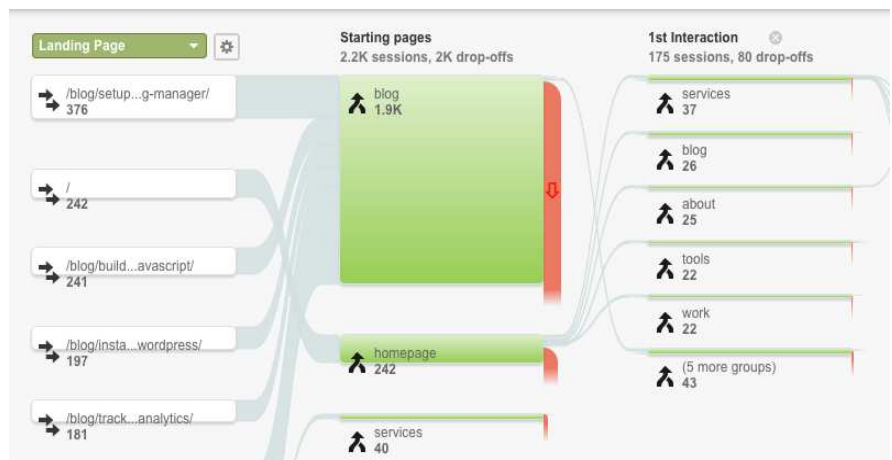
This section in google analytics is all about how your users are behaving on your site. You'll be able to find out which is your most popular page that your users are engaging with versus which page users are abandoning as soon as they arrive, and the average time that your users spend engaging with your content.

“How are my users behaving?”

This information will give you insight into what kind of content your users are engaging with and finding valuable, this information will also help you with marketing strategies concerning how to engage with your users furthermore it'll be a guide for what your content should contain to keep engagement high and bounce rate low.

Behaviour flow:

Behaviour flow visualises the journey your user is on whilst they are on your site. This lets you see the path of your users on your site. In this visualisation it offers you a view into which page your users are landing on, where on they site they end up going and where they are leaving. This helps you discover what users are finding to be the most engaging content of your site and also helps you identify the areas that users are not engaging with.



[Fig. 7](#)

Acquisition

Acquisition Report:

This is arguably the most important report and where you'll be focusing the most on, because it tells you everything concerning what drove your traffic to your site.

Traffic is categorised into channels there are usually four main sources of traffic which are:

- **Direct:** this is when they type your site's url in the address bar and land directly on your site
- **Organic:** users have found your site using search site such as google, yahoo, bing
- **Referral:** users have landed on your site from a link on another site
- **Social:** users have found you through social network platforms such as Facebook, twitter, LinkedIn



This report gives you insight about where your site ranks in google search results and how many times someone clicked through to your site – this is useful insight if you want to track your SEO efforts.

The key thing to remember about this sections is that your being informed about where your traffic is coming from informs you a lot about several factors:

- The effectiveness of your SEO
- Where your incoming links are from
- Performance of your AdWords and advertising campaigns

It's generally recommended that your traffic sources for your site should come from a variety of sources, for example if majority of your traffic is coming from organic, if google decides to change it's algorithms this can impact the kind of traffic you receive.

“Don't rely mainly on one traffic source!”

For this reason it is recommended to not be reliant on incoming traffic from one source, because if changes occur in the channel that are out of your control you can strategies quickly for how to compensate for the loss in traffic.

Campaigns:

This section allows you to see if your campaigns running from google AdWords and other web advertising to measure performance and conversion rate, this will allow you to make decisions concerning how well your campaigns are performing.

Conversion

Conversion Report:

Conversions are based on 2 categories: ecommerce and goals.

Conversion is a critical metric that you should create and keep an eye on, this is achieved by setting up your goals in Google Analytics and from this you can see the percentage of your users converting based on them achieving the goals you set.

Setting up your goals is a easy process to set up, you can base you goals on different outcomes this is depends on what you want your users to achieve on your site. Your goals can be based on:

- Visiting a specific page e.g. a thank you page after they've completed registration
- Length of time spent on your site
- Clicking on a specific button such as 'complete transaction' button

To set up a goal:

1. Select which goal group you want to use
2. Name your goal
3. Define the goal type

For more in depth insight into conversion you can also view the path that visitors took to completed the goal, this will allow you to monitor at what point do your users abandon conversion process.

Channel Grouping Path	Conversions	Conversion Value
Display Advertising > Paid Search > Direct	7,514	\$100,712.19
Organic Search > Paid Search	5,377	\$117,319.55
Display Advertising > Paid Search	3,716	\$182,264.71
Paid Search > Referral > Direct	3,015	\$58,779.31
Social > Organic Search	2,746	\$190,549.19
Display Advertising > Display Advertising	2,729	\$59,692.22
Organic Search > Social > Direct	2,588	\$39,751.97
Referral > Organic Search	2,557	\$31,964.93
Email > Paid Search	2,329	\$58,277.85
Referral > Display Advertising > Direct	1,631	\$40,072.25

[Fig. 9](#)

Top reasons to choose Google Analytics

- Examine your bounce rates and see which pages need to be improved
- Analyse the geographic breakdown of your users, this will let you identify potential new markets
- Look into behaviour flow of your users, this will help you understand your users intentions on your site
- Discover where your traffic is coming from, this lets you know if the money spending on advertising is successful or not
- Identify keywords that are driving traffic to your site versus the ones that aren't effective
- Identify content that is engaging versus disengaging content
- Examine user flow in Google Analytics this will help in understanding user behaviour on your site
- Google analytics tells you which device are your users using to access your device. This will allow you to decide which device should be a priority for improving user experience.
- Learn more at:
<https://analytics.google.com/analytics/academy/>



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