

The Google logo is positioned in the top left corner of the slide. It consists of the word "Google" in its signature multi-colored font: blue for 'G', red for 'o', yellow for 'o', blue for 'g', red for 'l', and green for 'e'.

Google

Know your business with Google Analytics

From insights to action

#DigitalGarage



Agenda

01 Set up an analytics account and define business goals

02 Discover insights through Google Analytics reports

03 Learn how to take action on real business questions

Google

Set up a Google Analytics account and define your business goals

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Google

What is Google Analytics?

A free, powerful web analytics tool

Shows how visitors found your website, and what they did when they got there

Measures the effectiveness of your online and offline marketing efforts



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Answer those important business questions

Who are my visitors?

How did they find me?

What are they doing on my site?

What are they worth to me?





Path to success with Google Analytics





How to set up a Google Analytics account

Go to google.co.uk/analytics

Choose a name for your account

Choose an industry category



How to install the tracking code

When using a website builder or blog there may be a simple field where you can add the Tracking ID for your website

The screenshot shows a settings interface with a dark top navigation bar containing 'format', 'Pages', 'Blog', 'Design', 'Settings', and 'Earn more images'. The main content area is divided into sections: 'Format Account' (change email, password, manage subscriptions), 'Site' (change domain, favicon, general settings), 'Subscription' (edit payment info, switch plans, billing history), and 'Blog' (control display, social sharing, SEO). On the right, the 'Google Analytics' section is highlighted with a red border, showing a text input field containing the tracking ID 'UA-59422139-1'. Below this is the 'Custom <head> Include' section with a code block containing the Google Analytics tracking script.

```
<script>
(function(i,s,o,g,r,a,m)
({i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(
){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date().getTime();})();

```



Path to success with Google Analytics





What are your business goals



Build your
brand



Generate more
business



Sell your
products

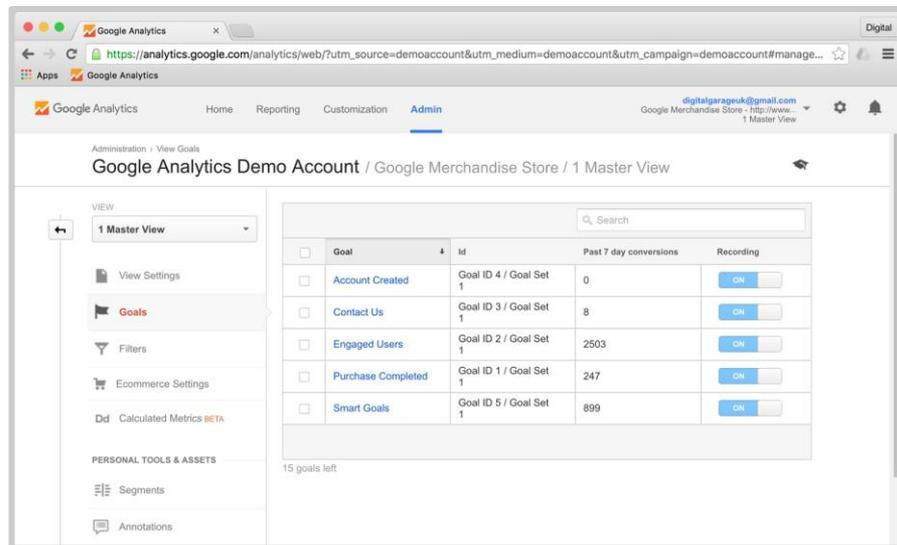


Help customers
find you



Translate your business goals into website goals

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





You can use templates or create your own

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Place an order Completed purchase or pre-order request

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- Refer a friend Emailed link
- Contact us Viewed phone number, directions, chat or email
- Find a location Viewed location or dealer information
- See deals Viewed current sales or promotions
- Click to call Contacted with a single click or interaction
- Read reviews Viewed reviews and ratings

ENGAGEMENT

- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings

Custom



Save your goals and start recording data

The screenshot displays the Google Analytics Admin interface for a demo account. The left sidebar contains navigation options: View Settings, Goals (highlighted), Filters, Ecommerce Settings, Calculated Metrics BETA, PERSONAL TOOLS & ASSETS (Segments, Annotations, Attribution Models, Custom Channel Groupings BETA, Custom Alerts, Scheduled Emails). The main content area shows the configuration for a goal named 'Clicked Buy Button'. The 'Goal setup' section is marked as 'Custom'. The 'Goal description' section shows the name 'Clicked Buy Button' and goal type 'Destination'. The 'Goal details' section includes a 'Destination' field set to '/Buy/' with a 'Case sensitive' checkbox. Below this are optional settings for 'Value' (OFF) and 'Funnel' (OFF). A 'Verify this Goal' section provides a link to see conversion frequency over the last 7 days. At the bottom, there are 'Save' and 'Cancel' buttons.

Google

Discover insights through Google Analytics reports

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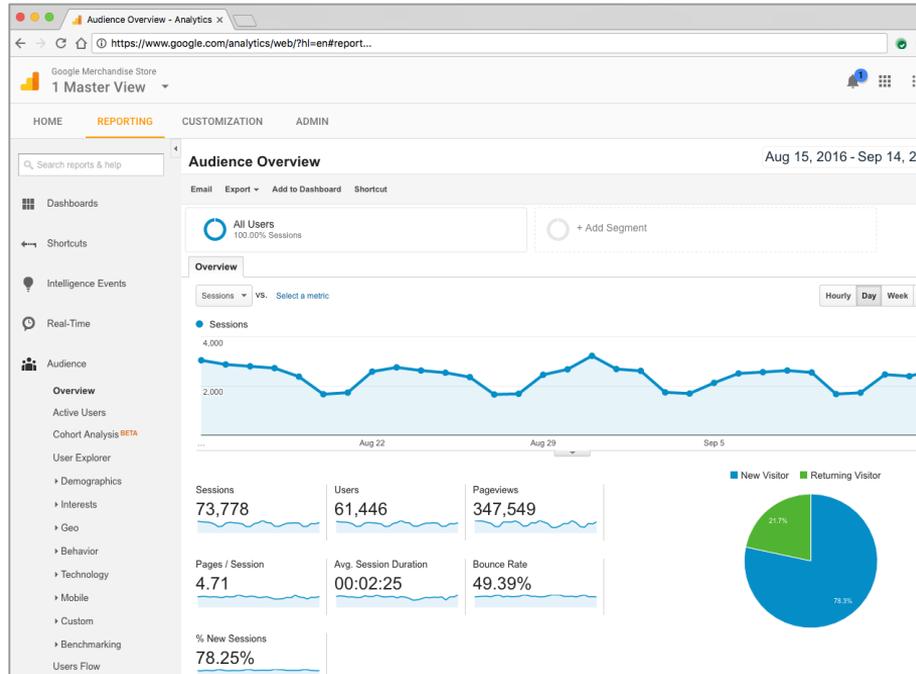
Path to success with Google Analytics







Google Analytics dashboard



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Understand the 4 main areas of reporting

The screenshot shows the Google Analytics Reporting menu. The menu items are:

- Audience
- Acquisition
- Behavior
- Conversions

Each menu item is accompanied by a blue arrow pointing to the right, which points to a corresponding question:

- Audience** → Who are they?
- Acquisition** → How did they find me?
- Behavior** → What are they doing?
- Conversions** → What are they worth to me?

What are the units of measurement?



Metrics

A metric is a measurement



Number of visits



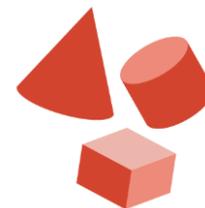
Number of visitors



Page views



Time on site



Dimensions

Dimensions describe attributes



Visitor city or region



Browser type



Referring traffic source



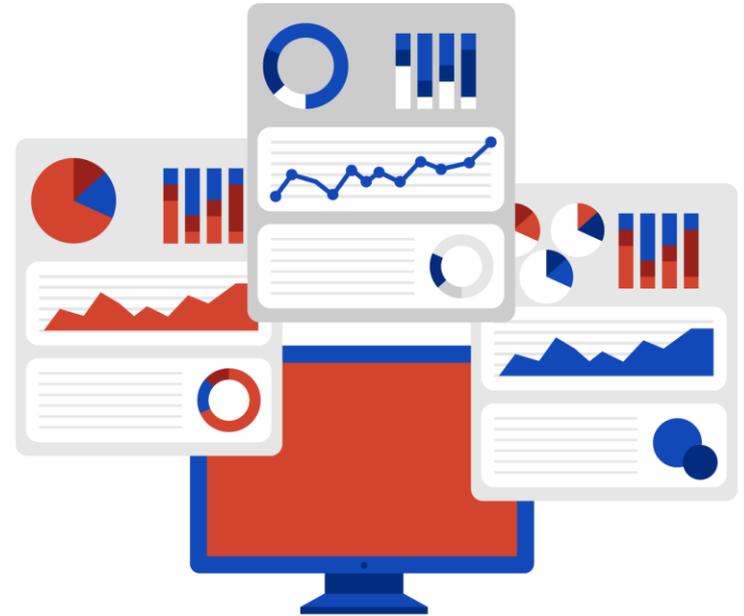
Operating System

Google

How the reporting is delivered

Google Analytics can help you understand:

- Traffic sources
- Landing pages
- Device type
- Location
- Social referrals



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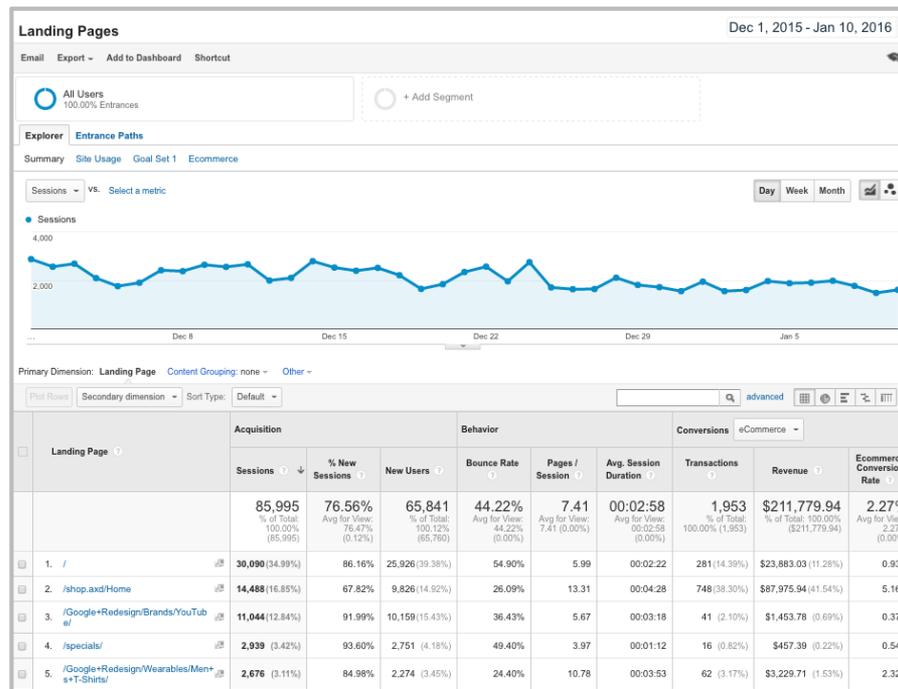


Landing Page Report

Identify the most popular page on your site.

Understand how visitors are navigating between the pages.

Behaviour > Site Content > Landing Pages



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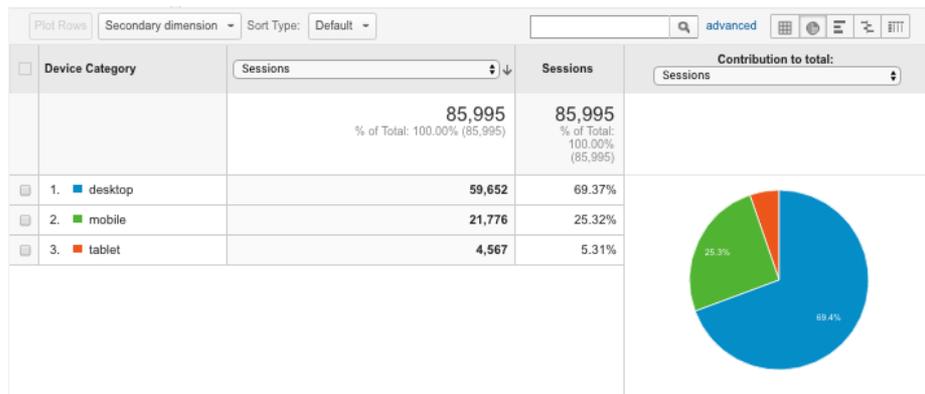


Device report

Learn which devices your customers use to access your website.

Provide them with the best experience on your website.

Audience > Mobile > Overview

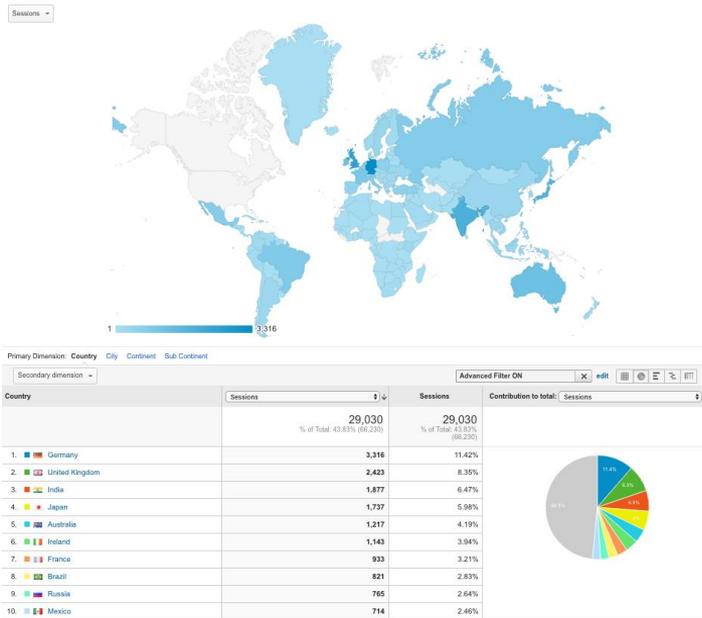




Location report

Learn where your visitors are coming from when they visit your site.

Audience > Geo > Location





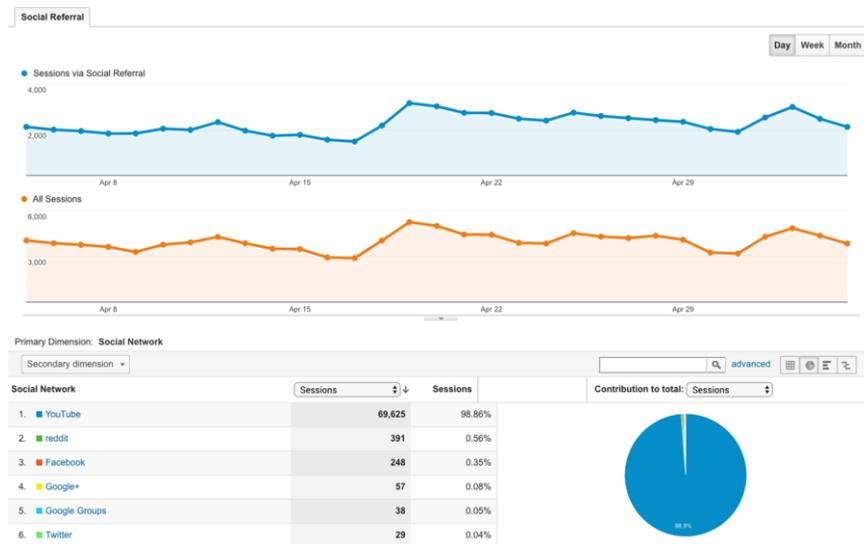
Social report

Social analytics measures the impact of social media.

Identify the networks and communities where people engage with your website.

Learn about each community, and identify what works best on each social media site

Acquisition > Social > Overview



Google

Learn how to take
action on real
business questions

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Path to success with Google Analytics





Get stuck into a live business

The screenshot shows the Google Merchandise Store homepage. At the top, there is a navigation bar with the store name, a search bar, a shopping cart icon with '0' items, and links for 'Account' and 'Help'. Below this is a secondary navigation bar with categories: 'Lifestyle and Tech', 'Office', 'Apparel', 'Brands', 'Last Chance To Buy', and 'Tee Time'. There are also three circular icons labeled 'new', 'EU made', and 'green'. A red 'Sale' badge is positioned on the left. The main content area features a large banner for 'Apparel' showing a person in a grey hoodie with the Google logo, holding a game controller. Below the banner are three smaller product categories: 'YouTube' (showing a desk with multiple YouTube logos), 'Wearables' (showing a person in a black and white '98' t-shirt), and 'Lifestyle' (showing a dog with a red Google-branded bowl). At the bottom, there is a footer with the text 'Google Online Store' and 'This website and all orders are maintained and fulfilled through Brand Addition.'

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Meet our business owner

Adrian is the owner of this ecommerce website. He uses GA data to influence many decisions for his business. Such as:

How many visitors come to my website from mobile devices? Should I optimise my site?

Which other countries should I expand my business to other than UK?

Which pages on my site are the slowest and need improving?



Adrian, Owner

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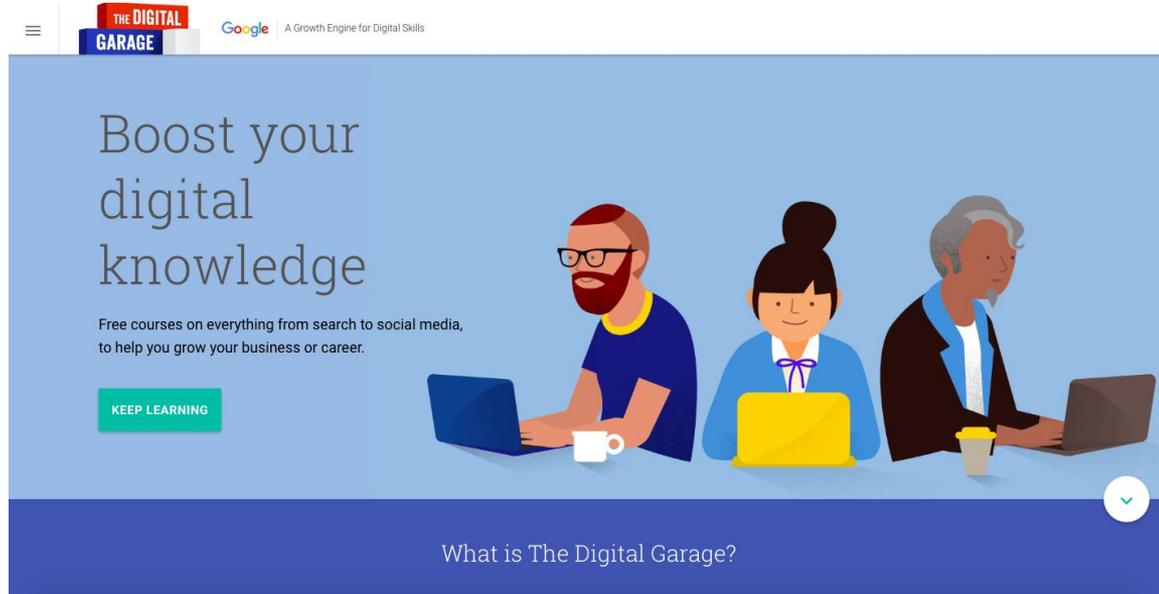
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Opportunities for further learning

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Digital Garage online platform - g.co/digitalgarage



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Google

Thank you

Upcoming Google events:

bit.ly/DGOTevents

Request free training:

bit.ly/DGOTRequest

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Access these slides:
bit.ly/DGAnalytics

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