Google Analytics 102 - Setting Goals, Tracking Data

Hello everyone and thanks for joining today. We will be talking about Google analytics. If you joined the first session that we did about a month and a half ago we learned about how to get started on how we get started with the settings and see the data. We will pick up from there and learn more about reports, what you can understand from them and how you interpret some of them. My name is Mo Hossain , the founder and owner of DataUp, business we started last year, last year was a great experience for a lot of us obviously, hopefully this year we will get a better state and have a better business experience altogether. In my business, I act as a fractional CTO for growing companies that are trying to understand their business from a technology and business perspective.

To help them combine the two so we can use technology to grow their business in a really great way. And Google analytics, or analytics in general, is a very core part of that. If you have questions about that, Google analytics or anything on the technology side of business I am the person to chat with and you are welcome to shoot me a message on LinkedIn if you would like. There is my LinkedIn URL, you can connect with me and if you would like to schedule a one-on-one with me afterwards you are welcome to do so and the link is there and the email is there as well if you need to reach out to me for any other reason. Let's go ahead and get started for analytics goals and reports. If you have any questions as we're doing the workshop put it into the chat and we will have Q&A at the end where we will talk about the different questions that you have.

Will not be able to get to all of them and so I will do a follow-up Q&A video for everyone interested. I will be doing that and sharing that through the various social media outlets, as well as a Google analytics group we have created on Facebook. We will have a link for that at the end as well as you would like to join.

This workshop is copyrighted for DataUp , it is supposed is a 2021, you're welcome to share this with everyone as you would like. It has to be in the same way it is presented. And the disclaimer is all the information that you are learning from today is meant to be understood as advice perspective from a technical side, not legal advice. So that is where we start. There are various different things we will be talking about today.

We will start off with just a few minutes of quick review, where the Google analytics things are and when you open up the Google analytics homepage how you interpret where to go. Everyone here today, I hope you have had a chance to look at the first presentation or joined the first time so you have the Miliah Radeon that but if not, I would recommend that you go back and review some of that so you have a better understanding and pick up where you left off and then we will dive into the Google analytics report I recommend to a business owner or analyst to look into to get started and where they should look at some of the information about the website.

And then we will talk about what are the goals so in order to understand certain things in the report and use them the right way, you wont have a certain goal in mind. Obviously as a business owner we all want to grow and have a multimillion dollar business but it is important to having specific goals that are time oriented. Like on this week or month or quarter I will achieve this and so on, so we get to the million dollar mark, whatever it is for you in five or 10 or whatever years you are trying to get to it.

We will talk about how you ask questions from the goal you created and finally talk about use cases that might pertain to you. And then obviously we could also have a one-on-one later to see how you can use Google analytics for yourself and then we will wrap it up with Q&A at the end. Without further ado let's get started. This is the quick review portion of the workshop. This is what a Google Analytics view looks like and it is a specific report. This case it is an acquisitions overview but in your case you will drop into the home, the first time or anytime that you sign in, and once you get to home you will see the different reports and different widgets and boxes with information.

They will tell you certain things about your website or data as you connect to Google Analytics so hopefully have it connected, if not go back to the first workshop and review that they can get it connected and see the data coming in. This is what you have on the top if you have multiple accounts, I obviously work with various different clients, so I have many different accounts here. If you click on this it will allow you to see all the accounts and you can go into different views and properties. Again the first workshop will explain that.

On the right and left hand side of your menu options. You can close this out so it will go to the side if you need more space on your reports which is on the right-hand side. You can go to various different reports which we will go to today on the left-hand side as we click on drop-down menus and we will pull out all the different tabs and click on specific things you are interested in looking at. As you go into different sections it will show you different types of information reports on the right-hand side.

If you need to update settings you will find that here in the admin section. Quick on it and when you click on the admin section it will give you a lot more settings that you can update. So hopefully you have a good orientation, kind of a review of what we just talked about and again the left-hand side will give you the reports.

These are the specific reports you will see when you open it up. They are are something made for you so they are curated reports and you cannot change them. But if you're interested in customizing a dashboard you will find options for that down and optimization so you can save some dashboards to create reports and alerts. Again admin is at the bottom.

And once you have understood where you are to go, there are certain reports you can look at understand different things. These are the five, main sections or categories, how Google Analytics breaks it down for you . The first is real-time and that is the one you will see at the very top, if I go back a couple of slides over, the first time, real-time audience. The real-time box has six reports and what that does is it tells you about what is happening to your website right now.

If I tell you to go to dataup.tech it will take you to those locations, so you can find information and about people in your website right at this moment, it shows information from the last half hour so if you need to look at information passed that, so you want to see something from yesterday or the day before or two weeks before or month or whatever, as long as you have the data, you can see all that data and the other four categories you have.

The next one that comes up for you is audience. The audience is where you have information about who your users are. That will tell you information such as where your users are, prospects, customers and so on and where they will go to your website. For example, if I go to your website from Austin using my Internet connection here, then it will show you someone is on your website from Austin. Similarly, you will see for example, Dallas, New York, wherever you are, you will see different parts of the city, the country and potentially the world depending on how global your business is. Location is a great thing to understand about where your users are coming from. A lot of times, especially as your business is growing you may have to upgrade your technology.

Now let's say you want to support your business better on the West Coast or East Coast or maybe Europe, you might have to add things in like CDN or or technical things that will allow your users from different parts of the world to access that better fit that is one of the ways you can find out where people are and what's going on. Overview is something that we will go into today. All the ones I have highlighted in blue we will be going over it, I won't go over it that much but overview is all of it together and some of the highlights and information of all of these things. A couple of other things you might be interested in as you go through reports as demographics. The graphics tell you the age. The age of your user and if they are male or female. So let's say your target and your market is a specific age range for your product.

So in that case you might be going to Facebook and say I want to market to the 30 and 40-year-olds and I wanted to be mostly female we are marketing towards. As you are marketing you can verify in your demographics, you can verify and see whether it is true or not and you have other marketing things you're doing and you need to verify other things. So that is where you will see information about age and sex. You can see other information, interest is another potential thing that may come up. Device, so for example all of us on the mobile's nowadays and we visit many websites, as long as your website is responsive and doing all the right things you may want to go there. And then we go into the acquisitions.

So far audience is who are the users? The acquisition is where those users coming from to my website? In this case, the main one that we will look into is the All Traffic, which helps you understand as a hole where the users are coming from and whether it is an email campaign, a Facebook ads campaign that you have been running it could be referrals, but with Google ads it is another one you will see, that report tells about information about your campaigns in Google ads. If you're running them it is important that you look into that and see what you find out. And then search counsel you have people going into Google and typing in your service or business name and they get to your business. Social is information, or people coming from Facebook, LinkedIn, Instagram, twitter and those kinds of things. And campaigns is a deeper dive of Google ads. The Mac in this case we will look at the overview of all of that and the all traffic. The next you see is the behavior so the first is the audience, who are they? Where are they coming from? And their behaviors, once I get to the website what are they doing? It is critical that you understand this because once you understand what is happening on your website have a better way to improve the experience you have.

For example a lot of people are leaving on the website and that might mean you do not have the right information or marketing is not really working out super well. Because whatever that you are saying in the ad may not reflect what is on the website and that is why things like landing pages are created. So if you have a specific ad you have people go specifically to that landing page so were talking about this thing, this thing in this thing and this is what you care about. We will talk about the behavior flow and the side content where you can see a lot of information about different pages on your side. And the others are what you might want to look into depending on what you are doing with your business. If you're bigger business and your growing, and if we work together, one of the things we would do is use this advanced report that basically allows us to send additional information to your website or from the website to Google Analytics so we can track specific information that tells us more than what is already in Google Analytics by default .

That might be something useful. This is a good way to complement another tool. There is a technology that we talked about at the last workshop called heat map technology. So when you look at this information you can look at the numbers and see who is doing what and who is going to what page. But when you use a heat map technology helps you understand even further from where you are just to see what people are doing even more on your website.

If you're not going to custom events way, you would want to go to the heat map technology, which is interesting. I recommend the tool Hotjar and go to hotjar.com, and they will recommend upgrade. The last is conversion report. We will talk about it quite a bit as well today and it has goals and e-commerce.

So with the goals let's say we talk about what the goal is for your business, and let's say one of the goals is for you to have 100 people looking at your product every single day. You need to do a lot of marketing, obviously, and as you get to the website you can track and see as people are doing more XYZ things. And e-commerce is a advanced version of Google Analytics you can allow more information to go into Google Analytics and track things with e-commerce websites and track sales, how many purchases, how many orders and so on.

These are different categories and different reports within the categories you have available to you. You can access that. Let's dig into some of these reports I just mentioned. In this section we will talk about audience overview. In the audience overview this is what it looks like. When you get to your Google Analytics , you will drop it the home, click on audience and then go into overview. Once you get to that point you will see this. Obviously your numbers will be different. In this case we can see that within a certain time, this specific time we are showing, have 86 users and part of them are new users, so seven users are actually coming back to the website which is interesting. We know people are returning which is always good. You want people to come back and read your blog posts or whatever it is you are doing.

You want them to come back and track with you. And then you can see sessions and that is of these users how many times are they coming back or refreshing the page? So sessions, after about 30 minutes of people going to your website, if they leave, you come back again, the sessions numbers go up. A lot of times it could be returning users but it could be new users. And that tells you the number of sessions per user which is good. You want that to be higher as it means they're interacting more with your website and page views is when I go to page 1 or two or whatever and out of 86 users we have noticed about 200 page views.

And then there is other information that could be relevant for your business so you want understand your goal and understand what you want to do and improve upon that. We want this average session duration to be as high as possible and a lot of times you see about one or two minutes people drop off of the website which isn't unusual. If you get a lot of people to your blog they may stay longer and read specific things more so you may see three 3 to 5 minutes which is awesome. And then there is bounce rate, there is various information packed into this and with valves rate, what we understand is when people get to the website do they leave immediately or not? It is critical to know so basically what we need to do is okay, the marketing this week we have been running maybe is not as good as it can be because people are getting to the website within they are saying okay maybe this isn't the right thing. There are multiple things you can do especially looking at the website from a holistic perspective.

I would advise you to look into these various metrics to understand whether or not your users are growing. You want to look at this information over a long time depending what you trying to do at the moment. Obviously this is one week, but you can also look at it from a year perspective, a month or a quarter or whatever you would like. And the idea is we are doing marketing and XYZ things. It is causing our user numbers to go out. But to the state user numbers don't mean a whole lot unless they are purchasing set don't focus solely on the user number but track the conversion and you are seeking tracking of the sales which is supercritical.

And then average session duration, we want to make sure that when people get to our website that they stay and they come back so returning users are important. So this tells you about the basics of your website so you can understand different metrics. Once you understand that it will help you say what do I need to do? Do I need to get more people to the website? There are 86 users for example which is a whole lot but were not doing a lot of marketing. Now let's say we are doing Facebook marketing or Google ads, when we do that a lot more people should go into the website and there will be a lot more activity. There are a few more metrics down here you might be interested in. Now let's say you are interested in figuring out what part of the country people are visiting from. If you click here you will see we have about 6% of users from New York and 5% from Austin.

This might help you do more marketing in that specific area, and there just might be various different use cases you might have for going into each of these categories to find out information about your website. The idea is not to say I have 1000 users on my website is that doesn't mean a whole lot. It is the idea of who are the people who are converting to become customers on your website? Focus on those people and people like them. For example maybe there's a specific demographic that is fitting the audience, you want to go after more of those types of people. Because if were going after young people and that is not our ideal customers, it will not matter and people go to the to the website and they will bounce off and it will not be interesting to them.

There various things that might be relevant but make sure it is relevant for your business. That is the audience overview report and you can find that in the overview section. Next we will talk about the all traffic report which is under acquisitions. Go into all traffic and then click on channels. In this section you will see information from where users are coming from. It could be a lot of different things depending on the marketing you are doing. The first you will notice is direct. You will see in direct people that are typing in your website directly into the URL and going to it. This case there are 30 or excuse me, 33. 33 people. And then there is paid search and that is people going to the website from Google ads. And the organic search is where we have gotten people to go to the website, they haven't paid for it, like they type something similar on Google and then the website pops up and then they go in. You may have heard of SCO before and that is what it is. And then social is if you're doing activity on social media then you may see people coming in from referrals from other websites are referring traffic to you.

Let's say that maybe you work with a partner business a lot, you can say hey, can you put our website on your business because we have similar businesses? Maybe people will go to our site and to purchase things or services or whatever it might be.

Another example could be potentially Door. If you have a profile, and they go to your website that could be a referral for you. To understand the highlights of information, you see various different metrics here, you can dig into it a little more by clicking on one of these other reports. In this case we will look at the source and medium next. There you will see a little more detail after what we just looked at. So before it was a category of Google ads or social or whatever it might be. In this case we are seeing more specifically where they are coming from. Google CBC, that is Google ads. If you go into the campaign section you will see more detail about that. Organic is again SCO work, the breakdown becomes the other sections, the referrals and socials, Facebook is one of them and we have the Facebook referral, PayPal and so on. So various other things are coming through that are going from at overview and to detail and he has a this is what we are seeing and for each category you will see the session duration, transactions, pages and so on. Helps you understand where our users are coming from and was working the best. Once you understand the channel working best than you do more of that kind of work.

Usually it turns out to be marketing. And then you have the behavior report. This case we can get into the behavior category by clicking on that. Then we will click on site content and then all pages. In the side content and all pages report of a see all the different pages on your website. Let's say your website has 100 pages, you'll see them all listed here. There will be a button to go to the next page or see 100 pages together and one of you one view. Here the ideas to see which patients, excuse me which pages are most important. Most people go to the homepage unless you're doing a landing page marketing and then you may see something like this, a different URL which gets people directly onto those sites. This helps identify the pages that people are going to most and then you figure out what are people doing once they get to that page. Speaking of information about the exit page in the entrance page, percentages and so on to help you identify what pages are the most critical. So we say the FAQ page is something that we want to push out more because people keep asking all these different questions. You can market the FAQ page or put it on the homepage and more go to that. So they get their questions answered. That is available under those pages.

This is a zoomed in view. But you can understand which pages are the most critical and if you're trying to make another page more critical make sure that you market that are put it on the homepage or somewhere that it will help your users get to that quicker and stay more. The other interesting thing in the behavior category is the behavior flow.

And in the behavior flow you can see how people are going from one page to another. You can help them maneuver. Call to action, or CTA, you may have heard of or have been using it in the behavior flow you can see where people are coming in and this is a landing page, right now it is right there. And from the landing page, where are people going? They're staying here and some people are going from wherever these pages are to the landing page, the homepage, or from these pages to hear or whatever it might be. So we go to the zoomed view. So from the homepage you see they're going to the specific product and that product and doing various different things. If you want people to do different things you can understand, okay these people are going to this page but I want them to do this thing. You can make that a bigger CTA, or more than urgent thing they need to do to get them to go to the next part of where you want them to go.

There are various different reasons you would want to do this and the idea is you would understand the goal first and then go from there. Then we talk about the goals. In the conversion category you have the goals and the goals you also have similar things as to other sections but overview gives a good perspective of what's going on. And in this case in the goals you can see we have two goals set up. And we have view more, which basically we want people from the homepage or wherever they are in the website to go to specific pages to do different things. Mostly just look at the product. And then we can see they are going to the backbone cushion, more people are going to this backbone chair cushion. And more people are checking out so it is a thank you page and that means those people are the ones that are ordered.

In this case you can see we are tracking two goals and you can have many goals if you would like, we will get into other examples of different goals that you have. That is also on the left-hand side under conversions, goals and overview. This is a quick overview of all the different reports that exist and a deeper dive into some of the reports I just talked about.

A quick shout out, this information, the Google Analytics information is courtesy of backbone cushion.com, that is their website if you want to take a look and support them. The next portion of our workshop are the goals. In this case we are going to talk about SMART goals which we will get into in just a minute. But it is important for us to know about what it is we are trying to do or get to before we try to do something. So unless you have a business plan that is like this is what my business will do this is what I'm going to do in this quarter and next quarter, it will be hard for you to reach that goal because you are doing things potentially because it is coming up and it is one of those things, it happens because you are acting reactively and not proactively. Having a business plan and quarter plans will help you understand where you are going and that eventually trickles down into things like Google analytics or other tools where you can then say I'm doing this or I need to know this because of this reason. So let's look into what a good goal is.

A good goal is something that is specific, measurable, attainable, relevant and time sensitive. This you may have heard before if you have been in the business world for a bit, it stands for SMART , you may have heard the term SMART goals and that is what it is . So in this case with specific, when you are thinking of a goal you want to make sure that it is specific enough, it's not like well am I want my business to get $1 million revenue and whatever.

You can say okay, I want my business to earn a lot of money but that is not specific enough. You want to say 1 million or $100,000, whatever your goal is. Something measurable. And when we are talking about analytics everything has to be measurable and if it isn't it does not make sense. So things like how many sales did you get on your website? That is are simple for the e-commerce website. So there have been two orders this last hour or day or whatever it may be, that is measurable. Whatever your goal is make sure it is measurable.

Attainable. This is interesting because if you have a new business, and say your goal is to earn $1 million, it is possible. But if you're trying to do that very quickly, I want to happen the next six months that is not attainable but you can say I want that to happen in two years, five years or whatever, depending on what you are doing it may be possible. That is where it is attainable comes. And relevant, that is to make sure it doesn't detract what it is you have is an overall objective. If your long-term goal is to sell your business, what are the important things that need to happen to get to that point I need to sell my business versus I need to grow my business? And then time-based, you put time to it like by saying at March 31 so have three goals accomplished.

It is always important to say at a specific date because that helps you go and start that in a good way where you are moving on little by little towards that goal. This is an example of questions you can ask to get to your smart goals. You have this PDF later on C can do a workbook kind of thing so you say what should my business accomplish? Whatever it is you are trying to do. And what are the things were doing to keep track of the school. I recommend that you go through the exercise and then get to the goal you have. Some examples would be we want our business to do really well and earn a lot of money.

A great goal but not specific, not measurable and not time-based. Now let's say we have another example, our e-commerce business should have 500 business orders by January 31, 2021. That will happen over the next 25 days and it is specific because it is 500 so it is measurable. A great goal. A few other examples, this helps you identify what should your goals be. So we say our goal is for our business to earn $500 in monthly recurring revenue by the end of February. When we say that we say what is it we need to do in order for that to happen?

We need to get XYZ clients, we need to make sure that we are marketing our products and services to the right places so that we are getting intake from different prospects. So when that happens you look at it every week. Of the goal of $5000 a month recurring revenue so you say for the first week hour we tracking, do have enough clients? Do you have enough clients in the first two weeks, three weeks, a month? We look at this information over time that helps us identify what it is we're trying to achieve. And when you have identified these things, for example, maybe our goal is to have 500 orders by the end of the month, you can measure that in Google Analytics as you have the number of orders you are incurring.

And then a number of people, that is something that you can track within Google Analytics . If you're tracking numbers like business revenue in Google analytics, and there are different ways to do that, you can track things like this. So like every month how much are we earning or tracking through Google Analytics ? Not everything has to be within Google Analytics that there will be specific information that will help you for your overall goal to say this is how many people contacted us through the website and these are the people interested. So this is causing us to get XYZ amount every month. Those are examples of how you can use Google Analytics was you have a smart goal. I would recommend you again to go through this section and look at examples of goals if you don't have an example of a goal, have that set and review this every quarter if possible and make sure you have a good plan to get to that. So once you have your goal you have to say I have it. Whatever it is and then in order to get to that goal, how do I make it happen?

It will be different for every business. For your business what are the questions you ask? Here are examples that I have, some will be relevant to you and some will not. Depending on what you are doing. In this case the example is let's say you are a very new business and you do have a business idea and you are excited. Our people actually interested in my product? Is it something that matters? If you're trying to sell something that nobody wants you will not have a good experience. If you go to trends.google.com, which is separate from a Google Analytics, that will help you understand what people are searching for in specific areas . I am in Austin and a lot of people like barbecue. I'm sure people are going into Google and they say barbecue restaurants. That is something very obvious and very important. But when we put analytics behind it and we see these many are looking to go to barbecue restaurants.

We say this is great because some of you are interested in barbecue so we will open up a new barbecue restaurant. There could be a lot of different examples but that is one. So here is the ideal client. And in this case it is not just Google Analytics , you need to do a lot of research, especially if you are opening up a new business, or maybe have a new product in your set of products. In that case you need to do a lot of market research to see what people are interested in and what are the things that get them to buy, what categories, age, male, female? You can market to this people and confirm in the demographics and interest reports, and they will help you say we have a lot of visitors on the website that are converting that are in the age range of 30 up to 40, then we market more towards them.

There will be various other questions you may have based on what your goal is. Based on those look into specific things that might be relevant. Another example is your online presence and engaging. One of the ways to find out is to review your balance right if you log on to your website and there is that maybe there is a disconnect so maybe that is the marketing side so maybe the ads need to say something different or maybe need different images on your website to get people engaged. That is one thing you can look into. A couple of other examples could be how many new accounts do we have? Let's say your new business relies on getting people to the website and logging in and doing certain things. That is the case we set up a goal for the account. That will help you identify I have this many people signed up for an account today. And if you have things like a product such as backbone cushion, you can create that and set it up like we had it set up where we see 39 people went to the more products and their doing XYZ things.

Depending on the questions you have see if it relates to these potential questions and their digestions on the right-hand side where you can look into how to use that goal and go forward. So obviously if you have a questions reach out and I will help you figure out what it might mean for your business. Let's say you have a specific goal and in this case you want to set the contact up as a specific goal. Want to know how many people are reaching out to us on a daily basis. In this case you can say in the goals set up, which is in your settings within Google Analytics , go to view settings, go to goals, and once you get to goals you have certain options and you will have goal set up and on the template you see various different things. Contact us is easy to set up and you can see him and field are going to that page and you can have a thank you for the contact page and see how many people send you messages and so on. You can track that. There are various other examples as you see, placing an order is a very obvious one like with e-commerce you want to know how my orders are coming through.

Create an account, read reviews and look at various other things. Those are important things for you to track. So the idea is let's say we have a goal of 500 orders by the end of March. It is March 31. So what we do is we have orders coming into the website, or people coming to the website and making orders. We track with the goal and we say every week we have 100 orders this week and so we get up to the 500 mark by the end of March or whatever the goal might be. There are steps you can go through to make sure that you can set up. And I would recommend that you work with website developer. Certain things you may need help with this I would recommend that you hire a developer that you are already talking to and that will help you track your conversions. Some of the examples of the goals of that might be helpful for your business is ordering revenue. I mentioned e-commerce and this could be supercritical for you, if you have e-commerce as a business you want to track it so you see how many orders are coming through and if the revenue is going up, and if it is not then what do we need to do? Maybe reach out to more people or get marketing up.

You can also do newsletter sign-ups to see how many are signing up on your website over a time frame which shows engagement. You can track video or other content. So if you have a call to action button is a sign up for my service, you can get Google Analytics gone to that and say every time people click on it you count how many times it is happening. That will require a developer.

So it is about asking the right questions after you set up your SMART goal and in order for that happen I need these free things to happen or I can track those through Google Analytics . Those are the to sections we just went through.

And the very last section, or almost last section, are the use cases. So we learned a lot about Google analytics already so we know where to go and what to look into we have looked at goals and we have said this is Michael and you have questions you can ask yourself for the business or Google analytics for your business, so now we will talk about use cases it might be something that you want your business to be like. So in this case it is number one. It can be any revenue-generating website. So my business is a revenue-generating website because I want people to go to my website and see what services I have and they will say they are interested in Google Analytics consulting, they will get in touch with me and maybe set up a meeting and then we talk and that turns into revenue for my business. So what that means is I have a revenue-generating business. Any service-oriented business is that an e-commerce essentially the same thing. Any business that has a website where they are pulling money for their service or products. In this business were doing online advertising for products or services and then we have prospects visiting our website, forgetting some conversion so it is working. But we want to increase that for our business. So what do we do.

In this use case we have three steps that you can take to get to more revenue area. A lot of things I am talking about I am talking about here will not happen overnight. You analyze information, do certain things, analyze again. It is always test and measure, test and measure. And once you get to a good streamlined set you can make sure that your business is running smoothly. So with step one with acquisitions report and see what channels are converting. Step two we create a custom audience and verify certain information to make sure we have the right information and that we are doing the right things and when we understand that we will advertise more for our business. So step one can look at the acquisition, source and medium report and we went through that before.

In this case we go to this section and we say which are working well? Maybe it is Google ads or maybe it is organic people going to the website turning into a lot more profit for us. If that is the case you've identified this is the channel so Google ads or Facebook ads are working well, you identify which channel works the best and you may have to do various steps and maybe do test for Google ads one week and Facebook as another week or whatever channels your marketing to NUC what's working best. You can do these simultaneously if you would like soaking print is fine. So you identify this is when they come from X channel and so on Google ads they stayed on this much time that's causing us to get as much revenue.

That means the channel is working, for Facebook ads might be working better for you. Once you identify that verify certain information in that category and that will help you hone that down further. So in step two you create a custom audience and there already some prebuilt so in this case I'm looking at the make it purchase audience. So an audience is a portion of overall audience or custom audience, the audience is everyone on your website, all users, by default you see all users within Google Analytics . So then you say I want to see this overlaid, side-by-side on top of each other, with other information. And in this case it is make a purchase. So for the backbone fission I'm analyzing what makes people purchase more? So if you click on this segment it pops the box out and you can scroll through and maybe make a purchase within an e-commerce website, there are various other sets of information that you choose what you are interested in from and you apply.

And when you apply you will see this happen in the graph. Everything will have more information. You see all users and then make a purchase so within this time we can see that for people out of 33 are making a purchase so we say that's great, we want to make sure we understand who are those going directly to our website. So were doing off-line marketing and maybe the SEL is working well. So again just depending on the goal you have an information you're trying to find out, you can create a custom audience and you can say based on this, this is what I found out. So for this revenue-generating website, looking into acquisitions report to understand where people are visiting from and what is working best. And then we verify that information with custom audience to make sure we understand that this is the case, have a lot of Facebook users going to the website and purchasing some basic marketing is working quite well.

Depending on what you find out you do more of that. If you notice off-line marketing is working well, maybe you're going to a networking group and telling people about your service, maybe that's working really well and they go to the website and sign up for your service or maybe your Facebook Google marketing is working well so you do more. And the things not working so well you just reduce your spend, you don't want to maybe reduce or stop it altogether business and it's not important for you stop it altogether but otherwise just reduce it and then you look and say Facebook works really well so we stopped Google ads altogether or maybe it's both hand-in-hand. That is how you can go to 1 to 3 steps and you get to that point where your website is generating more revenue for your business.

You have to work with your developers or maybe an analyst and marketing person to make sure that you are in sync. Let's talk about another use case. Have a lot of pages on the website and there might be some blocked content and were not sure what content to advertise more to people. You don't know which is the most engaging in what should advertise more too. A lot of companies don't actually advertise their service but there log content because it is really good are they advertised maybe a workshop what I'm doing. Maybe that is the channel that works well for you.

If that is the case you can understand that through Google analytics and do more of that. Step one you go to All Pages Report. And here you can see whether people are leaving right away, which again is the bounce rate, and then if they are saying on how long are they spending time on that website, or rather, the page? Here we identify which pages are interesting. So we create a custom audience and find out more information about those specific users, baby there in a specific region of the country. We identify that better. And similar to what you were doing before with use case one we are advertising through social media or Google ads.

May be going to a referral site and saying this is an interesting blog post we made last year about 5000 have read it and they love it so you advertise it more. Let's dive into that step one real quick. With the all Pages report which we have reviewed before that would be under behavior under the left-hand side and then on-site content click on all pages.

When you get here it will automatically be sorted by the most viewed page and it is usually your homepage unless you are doing marketing for a specific landing page, and the homepage is just a/if you see that do not be concerned or confused, that just means it is the homepage.

So in the homepage we see that many people and they stayed on for that much time and the bounce rate. If a lot of people go to our blog pages will see that coming up as well. In this case is the this product is quite interesting, a lot of people are visiting that so maybe we do more marketing on that versus this other product. That is an example of how you can use that information. And I mentioned Hotjar before. So once you get to a certain point you will hit a wall with Google Analytics and whatever cremation or information comes. At that point you may say I understand you have a lot of people on this specific product or page.

So when they are there what are they doing on the page? If you have a developer you're working with you can do custom events and I'll deal with code and so give more information in the event section so we can see how may fuel or clicking on this thing and whether they are scrolling, I don't more information.

A heat map technology tool like Hotjar will make that strange for you. The that is the case you say on this page what are the people doing and are they scrolling to the end of the page? If not maybe the content is borne by the end of the page. What else can you put in that will make it interesting? Maybe a video. I look at a video and maybe that will cause them to make a purchase at the end of the day. Those are the different things you can do and you can install Hotjar if it is relevant.

So once you've identified the product pages on the website then go be more specific with that information. In this case you click on add segment again. I showed you before another screenshot where we are selecting a segment. So it is already prebuilt. In this case we have that it is custom. In this case we went into create new segment. And here we can say I want to look at information only in the state of Texas because I want to market more in taxes.

If you do that if it in the specific thing you're interested in, the various other information that you have available to you here and you can ticket or put it into information and you see that data here. The idea is once you filter it down you will understand better what is happening on your website for the people that you are trying to target or the region you're trying to target.

A quick note here, you may not always have the demographics information so if you select 18 to 24 or 25 to 34, you may not see all the data because there's not enough information about this people because Google doesn't know information about every person or whatever they are doing every time. If that happens and check some of those things so you can ensure it is information you can see on a broader scale. Once you've identified the custom audience verify information and make sure your understanding a better and when you figured it out work with your developer or marketing team and get those out to more places like social media, LinkedIn, so many places that you can promote your content or your service that will help you get to that point where your revenue is going. The ideas not to sell your service necessarily but to be helpful enough in a way that is really interesting enough that helps them say okay this is an interesting topic or business and that makes me purchase.

Our last use case which is the e-commerce website, we've already more or less reviewed this but just a refresher, so you have a lot of products in your shop and you're doing online advertising and spending a lot of money on advertising in one of her how to make conversion better. This is a similar stuff and is somewhat different. The first thing to make sure is if you do have e-commerce website install a plug-in that allows you to collect more information on your e-commerce site.

When you have installed that it will help you get more into the shopping behavior and recover it better. Step one you can use a couple of these options. There is Tatvic and there is a link here for a free version, you can install that and see if you want to collect more of those events I would mention, this is a great place for businesses just starting. And another option would be WooCommerce Google Analytics Pro by SkyVerge, like if you have shop if I or other platforms, you don't have to have these plug-ins, you just connect it to their system and have the enhanced and e-commerce enabled. And when you do that they will send your information to Google analytics and it does the work of the plug-in for you.

So install the plug-in and you get the information in Google Analytics and then review based on information coming in what is happening. So in this case we are saying that a lot of people are going to the website and no shopping activity. In that case they may be looking at different pages or maybe they are going for information purposes. A lot of people go to your website to learn about the product but maybe they purchase from Amazon or you have it in different places and they do it for various reasons. See how many people are doing this in this. The idea is you understand how many people are purchasing and where the drop-offs are. If you see there is X amount of cart abandonment, Eisai will maybe those people thought it was too expensive.

May be the shipping cost you much. In that case you send an email and you say here is a 10% coupon say get them over the hump of purchasing if you feel there are a lot of people in that section. There are a lot of tools that exist to recover cart, depending on your platform talk to your marketing team or development team to install those tools so you can take advantage of that.

You can do a lot of things in this case. You can have more call to action that is very specific to purchase, or give incentives, make it time sensitive, a lot of things can be helpful if this is something people interested in how you can get them to go over that line. So that is the e-commerce use case and how you can get them from understand what people are doing using the plug-in and then get them to recover the cart or whatever it is you're trying to do.

We are almost at the end of the workshop so this is the wrap up portion and I have some action items for you. So hopefully all of you have installed Google Analytics and understand some of the things from the last workshop. And hopefully this made sense because you've done some of the research. So now when you are ready, go into the acquisitions report and see where your traffic is coming from.

That acquisitions report will help you understand whether people are coming from social media and converting to becoming customers or LinkedIn, whatever that you are doing. You want to understand the acquisition and improve upon that.

Behavior report is the other action item I have for you. When people get to your website what are they doing and can you make them stay longer, but more interesting content, or can you get them to come back and do email marketing, and one of the more interesting data points is it takes 7 to 9 times for someone to trust your business. Don't be discouraged, and when they trust your business and they see your views from other customers, maybe have guarantees in place, those are the things to help your business get more revenue because people are trusting your business.

If you feel you understand those you can go a step further and check your goal and Google Analytics of you more pages and so on . Now here I will offer some limited 30 minute sessions for you. If you have questions from this we will not cover the next 20 minutes you can sign up to have a meeting with me. There will be a 30 minute complementary session, and you can go to www.dataup.tech/go , if you're interested sign up and I will be sure to give you more information. And to reiterate there is no obligation and you don't have to purchase anything or anything like that but to help out our SCORE members were here for you . We have a Google Analytics tips and tricks this book group and if you're interested the link for that is here.

That should get you to the group join up location and we will help you with any questions you may have. I ask if you are joining the group to please ask your questions and be interactive so it is not just sitting there. Be sure you are asking questions and helping others are asking questions if you can. I will be around helping out as well. Maybe you're at a point where you are trying to make analytics easier because it is too much for you. If you're on a platform like wicks they held built-in tools for analytics and it will not be as detailed as Google analytics, it will help you get moving. And then I've already mentioned Hotjar, they have that heat map and they will help you see where people are clicking which is cool. Needle and Lexie O'Connor have tools to connect with Google Analytics . If your business is growing he might be able to hire someone that is an analyst so there are some websites here. You can see these websites here. We also do in-house work if interested in finally it will be questions or terms you may not be familiar with. There are some here and you can go to my website to see a list.

Again if you have any questions asked in the Facebook group or send me an email, whatever's easiest. I always like to end my workshops with an interesting picture of me, I love to travel and this is a picture of me and Antarctica. It is a great place, amazing place so if you get a chance to go I recommend it if you'd like to connect with me on LinkedIn, schedule a meeting with me or email me. Tanks for joining, I appreciate everyone sticking with this in learning more about Google Analytics, joined the group and let me know if you have questions. Thank you.

Wonderful. We will move into the Q&A segment of this webinar. We will have as many audience questions as we can, thank you all for them and we will jump right in as we have so many. The first thing I want to address is a lot of folks are asking about where to access Google 101 webinar that Mo did in November. It is on the SCORE, so you can go to www.score.org/recorded-webinars and I also provided a link and access for you all within the web portal. You can look at the top of your screen, there are tabs that you can click upon and one of the tabs says Google Analytics 101C can go and access that if you would like to go back and watch it again, or if you have not had an opportunity to view it.

With that we did have a lot of questions Mo during the presentation from folks mentioning that some of the screens that you are showing did not look like the ones that they have access to. So the main question is are you using a different version? Or is there a paid service? What is the difference and why might your screen look different that some of the shots shown today?

There may be various different reasons for it and the first reason is Google Analytics is now offering what they call version 4 of Google Analytics so your version may look different than mine. We will do a follow-up workshop at some point it looks at a new view and will show you how to interact with that better in that view. If you are seeing something that is newer looking that means you are in Google Analytics 4. It will be similar but not the exact same so watch out for that workshop.

If you are seeing different numbers or different information coming, the informational be different for your website. If you have specific questions and if it looks extremely different than mine, shoot me an email and we can look at that together. The main reason is maybe you installed Google Analytics recently and you are in the new version of Google Analytics , which we will do in the near future.

The last thing is there is a paid version of Google Analytics , but it is not called Google Analytics . It is called Google 360. They do have a marketing platform but I imagine none of us are on that. It is for an enterprise business and there is an lot more information. It is Google analytics for it if you are seeing different views of the screenshot and I took my screenshot just a few days ago so it will not be different if it is the same version.

And then Mo , now let's say they downloaded the newest version, is there a way to go back to use the version before hand? Or, are the features and processes similar enough they could go ahead and stick with this newer version and of course attend the webinar held on the newer version the next coming months?

I think it depends on the person. I am an analyst, it can come easy to me so I can figure it out but if you feel that you need to see what idea then it needs to be the same exact way, then it will look different. There are the similar names for the categories in the reports. If you feel like you can find the report go ahead and do that. But it might not be as close if it is difficult for you to maneuver.

Okay. The next question is from Cody. And Cody wants to know that out of all the reports, there are two reports in particular that you feel are very important to pay attention to? Especially for those just starting off, what would you recommend?

The last two reports on the action items which is the acquisition and behavior report. Acquisition of understand where it is coming from and behavior is what they are on the website, what are they doing? So how you can do that better so the experience they have when they are on the website is more improved.

The next question is from Claudia. Now this is regarding the audience report. Claudia is asking would people using a VPN, would they show up as a different geographic location?

A good question. They would. Wherever the VPN is that is what would show up so if I am in Austin but using a VPN out of New York I was show up as that location. And there is not anything much to do their and it is what it is.

Okay. The next question is from Leah. It appears that you can see a customer's location in real-time but can you see location data in other reports within the audience?

Yes there is a report called GEO and if you go there you with information about the people who visited your website before 30 minutes.

This next question is from Lisa, but we have had many folks in the audience asking if there is a way that you can segment out auto bought or spider traffic, or even your own traffic, if you're going and checking the site, can you filter that out of the reports?

Yes. There are various ways to do that and the best way is to keep it simple, especially if you don't have a lot of development help. So you go into the settings of Google Analytics which is the admin section on the bottom left-hand corner. And once you get there that will be where you can find a filter to apply on the very end of the admin so the views section. So in the filter you can say I want to take out this entire IP which is the address that identifies you on the Internet. You can say my IP doesn't matter so you filter it out. The quickest way to find out your IP is to go into Google and type what is my IP?

And then you put that number, and it is just numbers. Filter that out then and let's say you have office and you're trying to filter out the entire office, filter out that office IP. If you have a business you are moving around a lot, you may have to add multiple IP's for where you are at different times. That usually you will not add 100 IP's for different places you're going so the main thing is wherever you access the website from most so that is the one you want to block so you're not seeing that data. In terms of spiders and bots, there is a setting with Google Analytics under the admin panel that you can check off and by default it is not so you can check it off so you can make sure that traffic isn't coming through. That will take care of some of the basic bots but then it will get into more advanced things or there are still bots coming through but then you would have to work with an analyst to do more advanced filtering.

Okay next question, this is a question on the heat map feature, and if you find the heat map feature, is this a necessary function and can you talk about how it impacts analyzing your website?

We talked about the heat map quite a bit more the last workshop so if you have not seen that already I would advise going into 101 and checking out the heat map and how it will be helpful. But in a sense it helps you identify what people are doing in a visual way. So let's say you don't like looking at numbers as much and it overwhelms you, it obviously does for a lot of people, so you look at a heat map and so on the website you see this person scrolled this much and they went to the spinning, they went to this link or this call to action, that is what heat map technology does. And then Hotjar has another option which is a recording feature of the website. It is interesting because what that does is within the recording section you see how people are using the website in a visual way it seems or it is like you are reverse engineering with someone did and you say they went to the first page and went to the second page and they clicked on this thing and had a problem with this thing, they were trying to click on this link and it wasn't working. There are two different options that you have within Hotjar , recording and heat map.

Okay the next is from Anthony and also other folks, Anthony is saying in audience overview under the city tab, there is a setting that is not set and folks are asking if you could talk a little bit about what is not set?

So not set is when we do not know about your user. Let's say you have 1000 users visit your website last week. And out of 1000 you always have a portion where their information isn't available. That could be potentially because they were using a masking technology to hide information about themselves. The way that information works is I go through my home, through the router, through the Internet and to me I have spectrum, I have ISP, and from there Internet service providers any information, that pipe is essentially the way we find out. So you have the IP, which is assigned to the home or the modem. So within that IP, using that IP, you look up where that location is. It is not always super accurate but it more or less tells the story of what is going on.

For example I might be in North Austin but I see you are seeing it in South Austin but that is okay because it will not be very specific and we don't want it to be. Analytics is supposed to be something in a broad sense understanding what is happening. Like not exactly this were we know where Mo is at this moment . So in certain cases not set means that information wasn't available to Google analytics, or maybe it was a privacy issue, so Google Analytics did not show it to you, so you will see information like that. There are ways to add certain information which gets into the more advanced areas of Google analytics. If it is five or 10% it is not that big a deal, but if it is coming up is a lot more, I would advise you to work with an analyst to see if there is anything that can be done.

This next question is from Rowena. Multiple folks from the audience have asked about source and medium. Is one better than the other? She said for example, I see more visits from my site coming from direct rather than referrals. Similar questions around source and medium so if you could elaborate a little further.

Sure. Source and medium is similar to information you get, there is essentially a hierarchy of how Google analytics presents the data to you. In this case you see the overall information of where people are coming from and so that could be overall paid ads. There is referral traffic and so on. Once you click inside one, so let's say source or medium, you will see information, like we have information about this category. So in the social we have information from Google, LinkedIn, Instagram, Twitter. Before it was just social but now you can see specific ones and what is happening for those.

And the referral traffic you can see the same. The point is to look at them both and to see for source and mediums what is working for you better and in focus from that point on. So if Instagram is working better for you or Facebook is in terms of ad or social engagement, once you get to the website focus more on that platform. The weather it is pushing out more engagement with things like images and videos and adds that is what you use to source the report. We are out of time for today's live webinar. I do want to thank everyone for attending today.

Yes.

We have many more questions.

Yes. I do want to remind you all that we will be sending everyone a link to the recording of this webinar and the presentation slide deck. And in the slide deck it contains the contact information for Mo , the Facebook group page, and Mo has offered a complementary conversation to answer your questions as well. We will get that slide deck out to you within the next 30 minutes after the webinar ends. I would also like to recommend reaching out to your SCORE tour who can assist you in applying these strategies and getting you in the right place and in touch with the right resources and for getting more acquainted with Google Analytics , if you are not already working with a mentor, just get further information and request to do so by going to the SCORE website , www.score.org/find-mentor. And on behalf of SCORE I would like to thank you all for being here today at a special thanks to Mo for being back with us to resent this on Google Analytics .

You're welcome and thanks for joining everyone, happy new year.

And a quick reminder about Google Analytics 101 the 70 were asking about, just in case you missed it, go to the score website were all the webinar recordings are located and that is www.score.org/recorded-webinars. You can access the Google 101 webinar that was held back in November. Ask again everyone. Thanks. We hope you have a really nice rest of your day and you take good care. We will look forward to seeing you back next time.

[ Event concluded ]