

Dynamisers Solutions

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Web Development, App Development, Social Media, Digital Marketing, Video Development, Workshops

**HOW TO ANALYZE YOUR GOOGLE
ANALYTICS IN 20 MINUTES**

LET'S GET STARTED

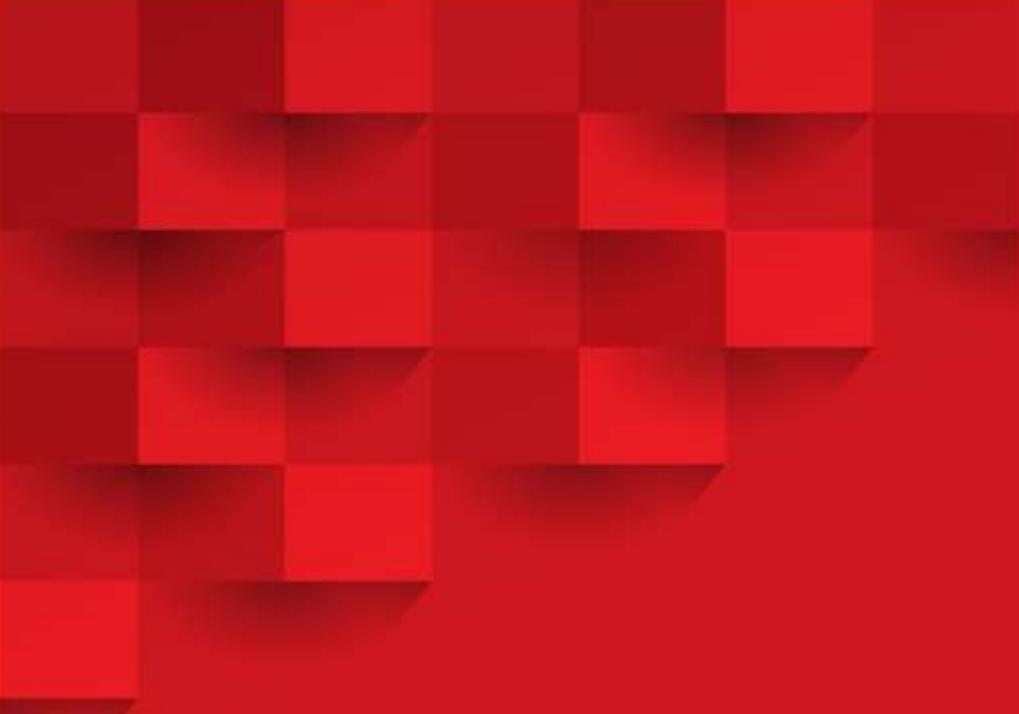
How to Analyze Your Google Analytics in 20 Minutes



What is Google Analytics?

- **Google Analytics** is a free Google product your web developer can install that collects visitor data from your website. This data is used to create reports that provide insight into how visitors are using your website.
- **Sign up:** [Google.com/analytics](https://google.com/analytics)
- **Need help?** Contact me: sudiptidhawan@gmail.com





AUDIENCE OVERVIEW

AUDIENCE OVERVIEW

Audience Overview

Nov 19, 2016 - Dec 19, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

200

Sessions = Visits

How many visitors (new and returning) have been to your website



Sessions

3,165

Users

2,341

Pageviews

7,557

Pages / Session

2.39

Avg. Session Duration

00:01:32

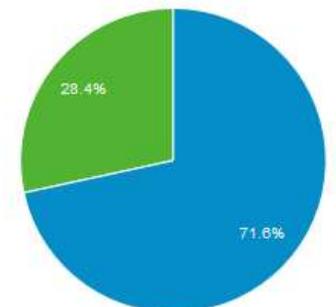
Bounce Rate

62.53%

% New Sessions

71.60%

New Visitor Returning Visitor



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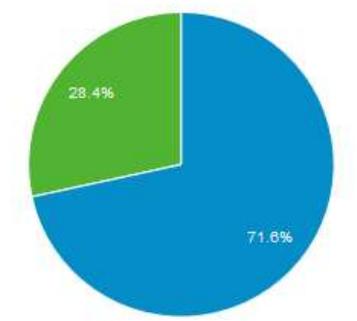
200

Users = Unique Visitors

How many unique visitors (visitors that have not been to your website before)



New Visitor Returning Visitor



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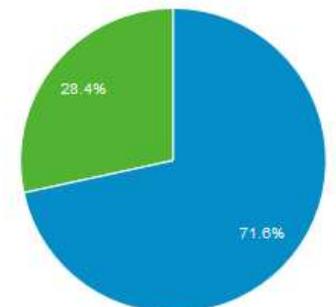
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New Visitor Returning Visitor



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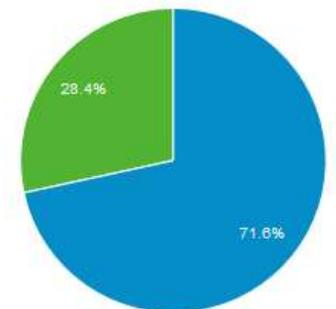
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AUDIENCE OVERVIEW

Audience Overview

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Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Avg. Session Duration

Average amount of time a visitor stays on your website

Note: In order to track, a visitor has to visit another page on your website

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

200



Sessions

3,165

Users

2,341

Pageviews

7,557

Pages / Session

2.39

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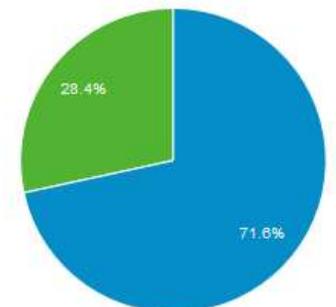
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Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

200



Bounce Rate

Percentage of visitors that come to your website, visit one page, and then leave

Sessions

3,165

Users

2,341

Pageviews

7,557

Pages / Session

2.39

Avg. Session Duration

00:01:32

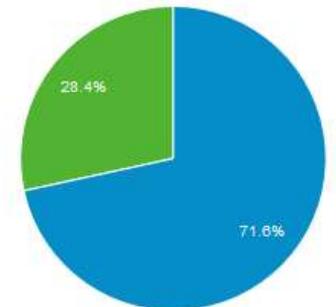
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AUDIENCE OVERVIEW

Audience Overview

Nov 19, 2016 - Dec 19, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

200

100

% New Sessions

Percentage of visitors that come to your website for the first time

Nov 22

Nov 29

Dec 6

Dec 13

Sessions

3,165

Users

2,341

Pageviews

7,557

Pages / Session

2.39

Avg. Session Duration

00:01:32

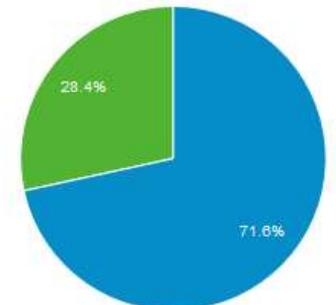
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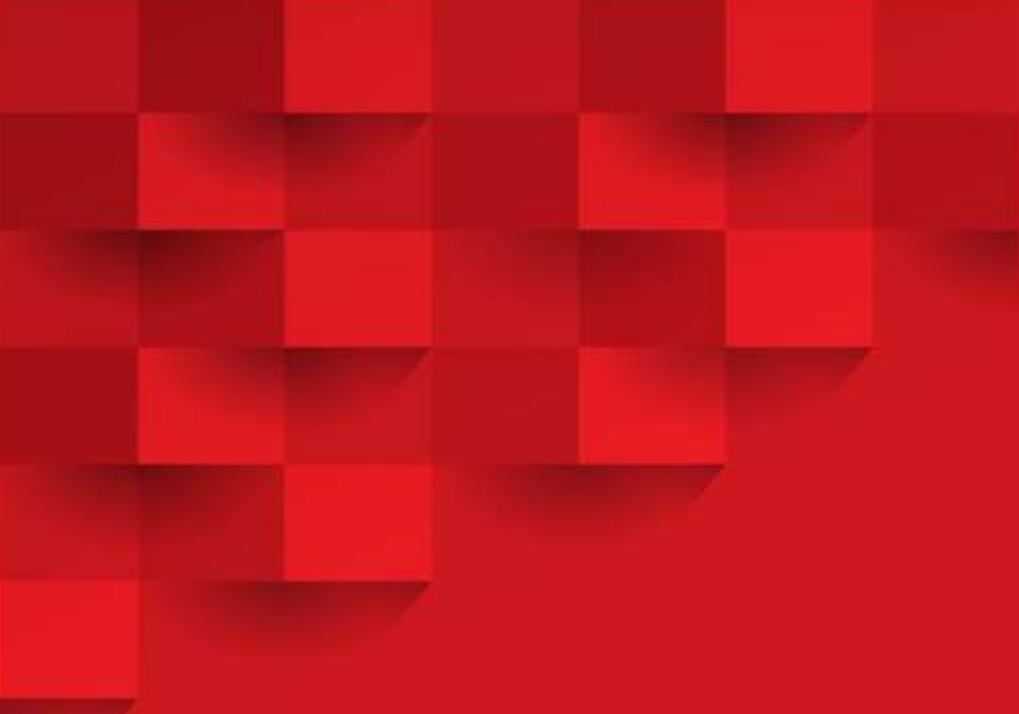
New Visitor Returning Visitor



Few Notes to Remember

- Overall bounce rate benchmarks
 - 26%-40% - Excellent
 - 41%-55% - Average
 - 56%-70% - Needs work or further analysis
- Take spam traffic into account
 - Look at **Audience >> Geo >> Language** for better assessment
- Avg. Session time could be misleading
 - Better overview: **Behavior >> Site Content >> All Pages**





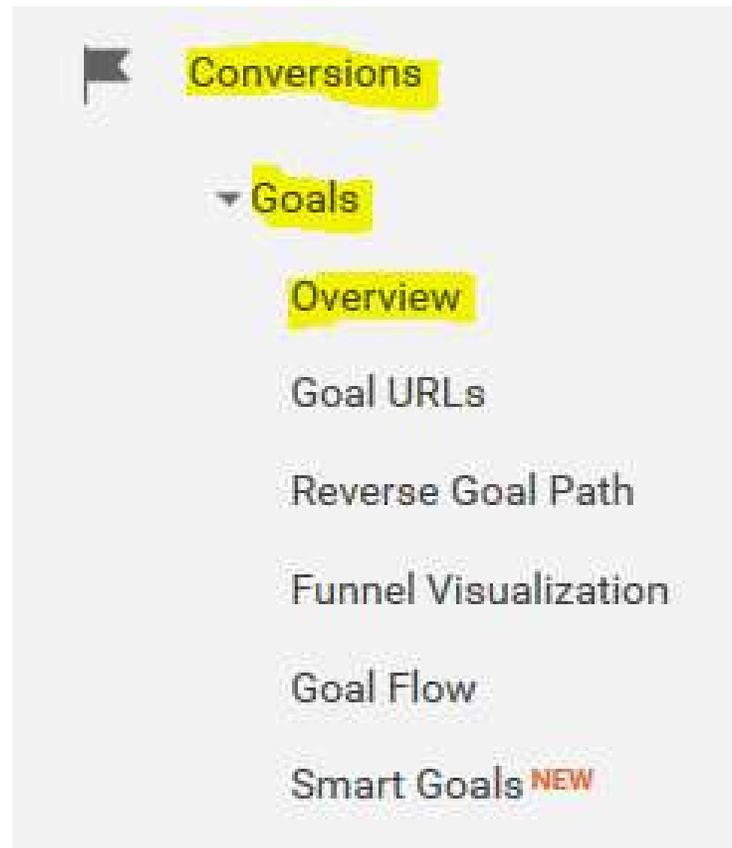
GOALS

What are Goals?

- Google Analytics **doesn't tell you how your business is doing without some additional setup**. You have to tell Google Analytics to keep track of what's critical to your business – and you do this with **goals**.
- **Every business** should be tracking goals!
- In Google Analytics, you have **five ways to track goals**:
 - Revenue (Placing an order / making a payment)
 - Acquisition (Someone signing up for an account)
 - Inquiry (View a product, make an appointment)
 - Engagement (Request a trial, newsletter Signup)
 - Custom (Track whatever you want!)

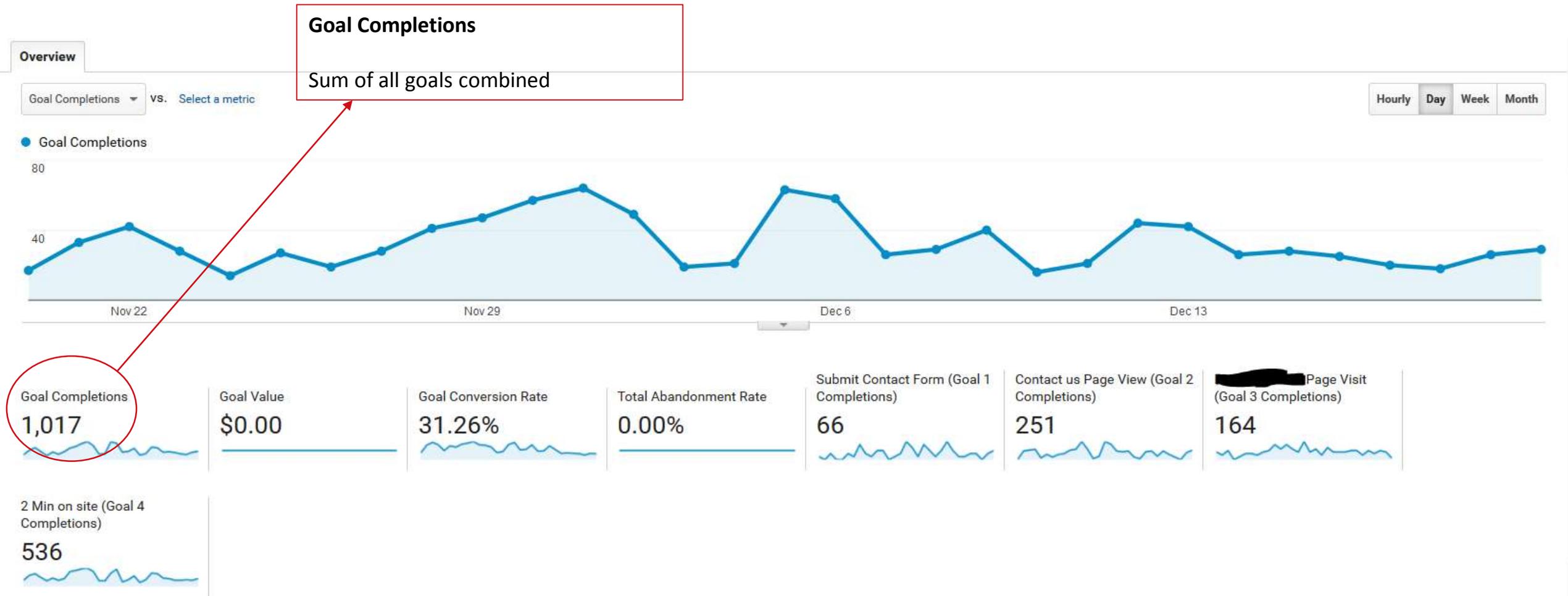


How to Access Your Goals: **Conversions >> Goals >> Overview**



GOALS ARE IMPORTANT

Goal Overview

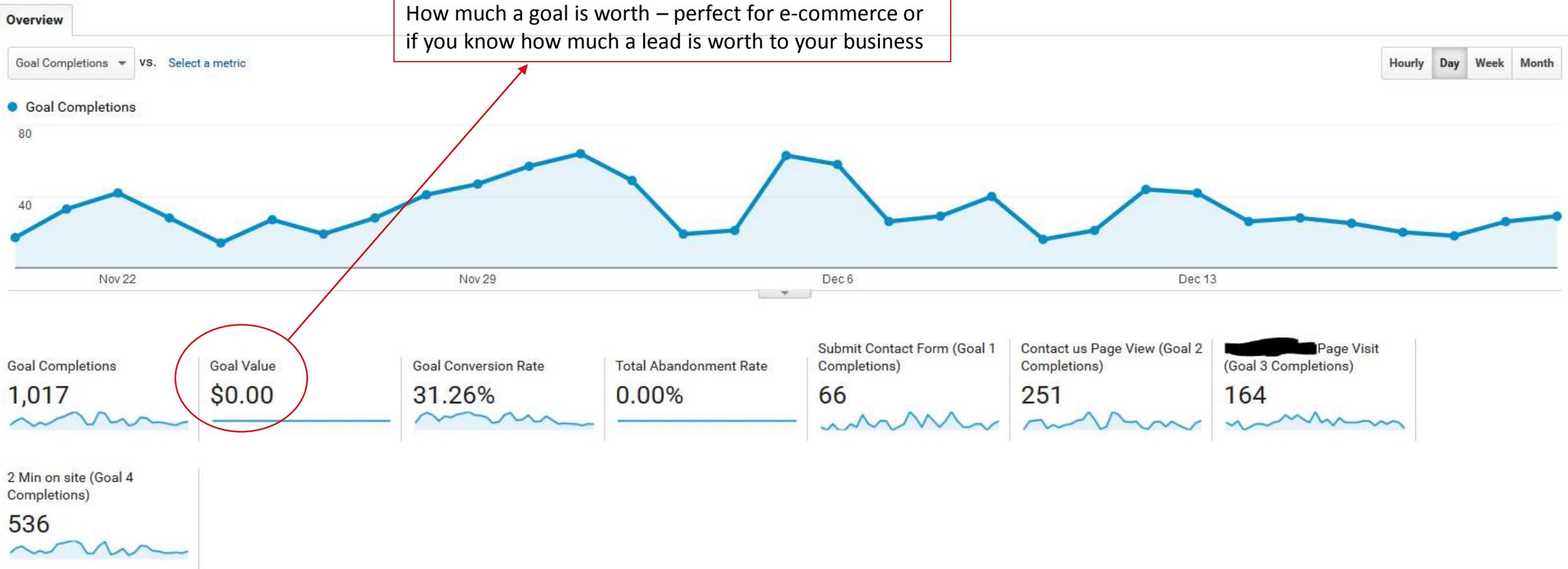


GOALS ARE IMPORTANT

Goal Overview

Goal Value

How much a goal is worth – perfect for e-commerce or if you know how much a lead is worth to your business



GOALS ARE IMPORTANT

Goal Overview

Goal Conversion Rate

Number of goals divided by number of sessions

Hourly Day Week Month

Overview

Goal Completions vs. Select a metric

● Goal Completions



Goal Completions

1,017

Goal Value

\$0.00

Goal Conversion Rate

31.26%

Total Abandonment Rate

0.00%

Submit Contact Form (Goal 1 Completions)

66

Contact us Page View (Goal 2 Completions)

251

██████████ Page Visit (Goal 3 Completions)

164

2 Min on site (Goal 4 Completions)

536

Goal Overview

Total Abandonment Rate

Percentage of those who start a goal, but do not finish it. Abandonment can also be used to analyze drop-offs between stages in a process.

Hourly Day Week Month

Overview

Goal Completions vs. Select a metric

● Goal Completions



Goal Completions

1,017

Goal Value

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31.26%

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251

██████████ Page Visit (Goal 3 Completions)

164

2 Min on site (Goal 4 Completions)

536

GOALS ARE IMPORTANT

Goal Overview

Individual Goal Completions

This will look different based on your goals - could be more or less depending on what you're tracking

Hourly Day Week Month

Overview

Goal Completions vs. Select a metric



Goal Completions

1,017

Goal Value

\$0.00

Goal Conversion Rate

31.26%

Total Abandonment Rate

0.00%

Submit Contact Form (Goal 1 Completions)

66

Contact us Page View (Goal 2 Completions)

251

[Redacted] Page Visit (Goal 3 Completions)

164

2 Min on site (Goal 4 Completions)

536

Ways to Go Deeper – 1. All Traffic

By looking at all traffic channels, you can get a quick picture of what channels are producing the most goal completions.

How to get to your traffic channels: **Acquisition >> All Traffic >> Channels**

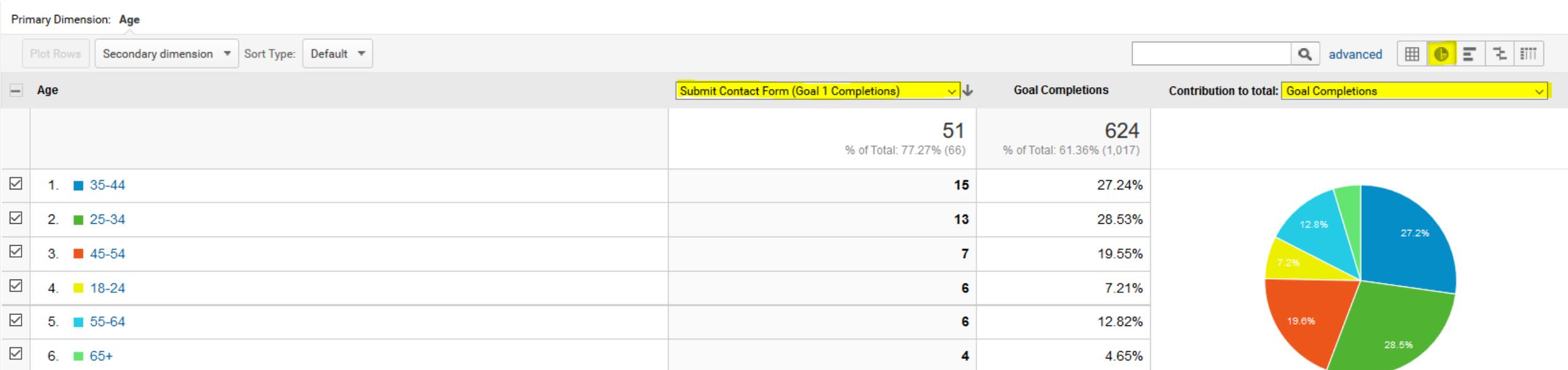
Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: Submit Contact Form
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Submit Contact Form (Goal 1 Conversion Rate) ?	Submit Contact Form (Goal 1 Completions) ?
	3,253 % of Total: 100.00% (3,253)	71.63% Avg for View: 71.63% (0.00%)	2,330 % of Total: 100.00% (2,330)	63.26% Avg for View: 63.26% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)	2.03% Avg for View: 2.03% (0.00%)	66 % of Total: 100.00% (66)
1. (Other)	1,724 (53.00%)	75.58%	1,303 (55.92%)	82.66%	1.30	00:00:22	0.41%	7 (10.61%)
2. Paid Search	614 (18.87%)	77.85%	478 (20.52%)	52.28%	3.15	00:01:53	4.40%	27 (40.91%)
3. Organic Search	535 (16.45%)	70.47%	377 (16.18%)	35.33%	4.46	00:02:50	4.67%	25 (37.88%)
4. Direct	211 (6.49%)	71.09%	150 (6.44%)	46.45%	3.57	00:03:20	3.32%	7 (10.61%)
5. Referral	114 (3.50%)	19.30%	22 (0.94%)	15.79%	2.09	00:05:50	0.00%	0 (0.00%)
6. Social	55 (1.69%)	0.00%	0 (0.00%)	12.73%	1.87	00:05:00	0.00%	0 (0.00%)

Ways to Go Deeper – 2. Age and Gender

By looking at your age and gender demographics, you're able to start creating a profile of what type of audience is best converting.

How to get to your age demographics:

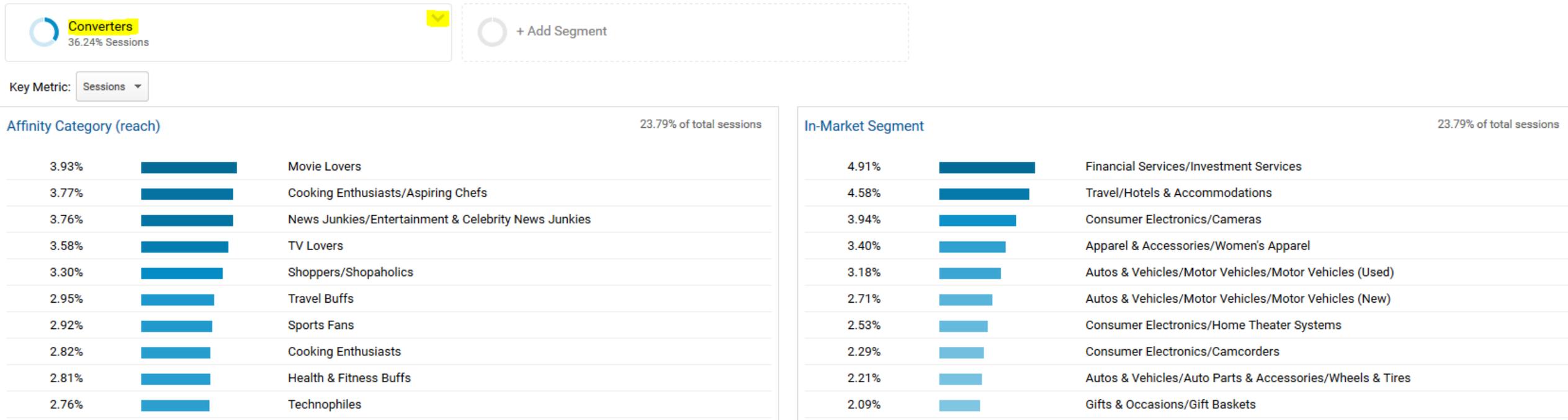
Audience >> Demographics >> Age



Ways to Go Deeper – 3. Interests

Google Analytics can also show us what our audience is interested in elsewhere on the web. This can help you identify advertising targets, cross-selling opportunities, new marketing strategies, content ideas, and much more.

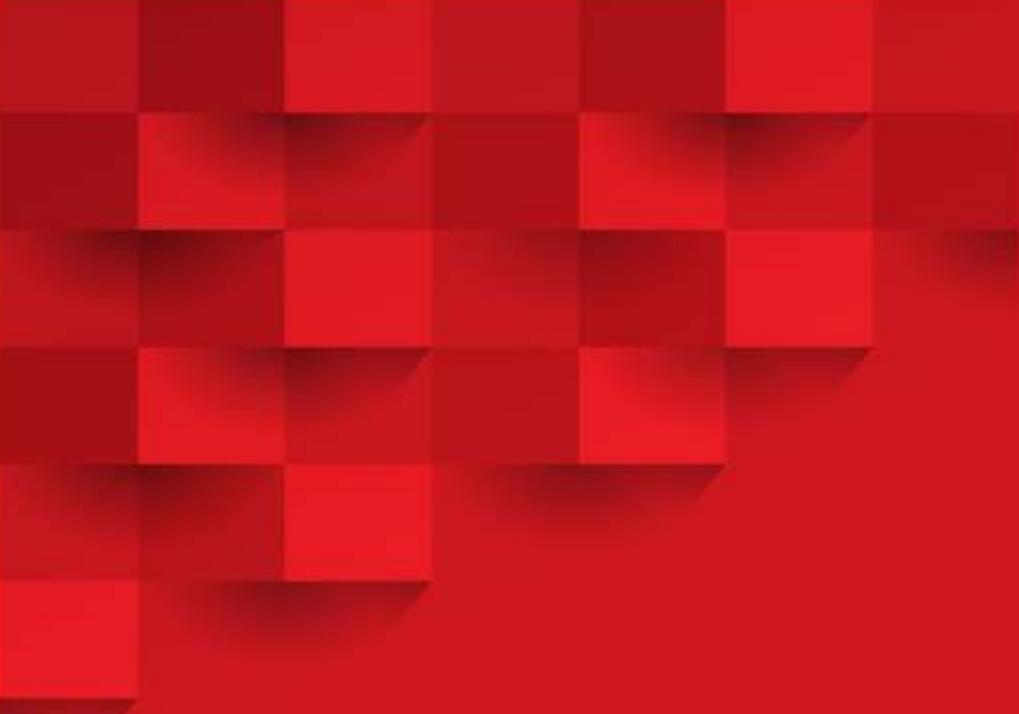
How to get to your interests: [Audience >> Interests >> Overview](#)



A Few Notes to Remember

- Use URLs, time, pages/visits, and events to set up goals so you can track the essential metrics of your site. The closer these metrics are to activities that generate revenue, the better. **You should definitely start tracking:**
 - Leads
 - Trial signups
 - Account creations
 - Newsletter signups
 - White paper downloads
 - E-book downloads
 - Anything else that helps you generate income
- When accessing your goals, analyze **conversion rate** on a monthly basis instead of number of conversions. Focus on increasing conversion rate each month.

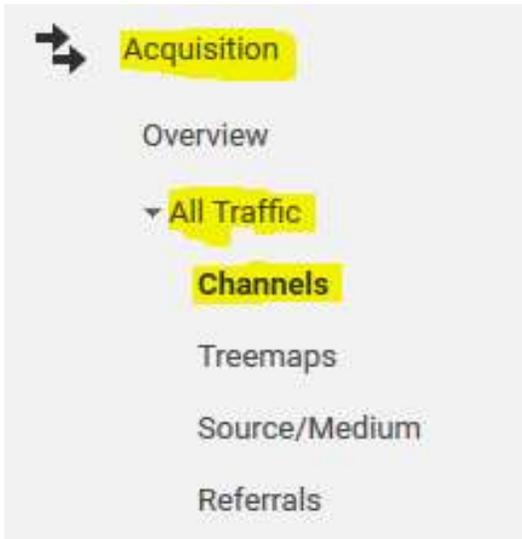




TRAFFIC SOURCES

What are Traffic Sources?

- Users arrive at your website through a variety of **sources**, including search engines, social networks, and advertising campaigns. By using **Analytics** to measure these campaigns and **traffic sources**, you can improve your marketing efforts and user experiences.



How to Access Your Traffic Sources:

Acquisition >> All Traffic >> Channels

HOW DID I GET THIS TRAFFIC?

Other

Any traffic that doesn't fit the other channel groupings.
Could also be a custom grouping such as media buys.



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

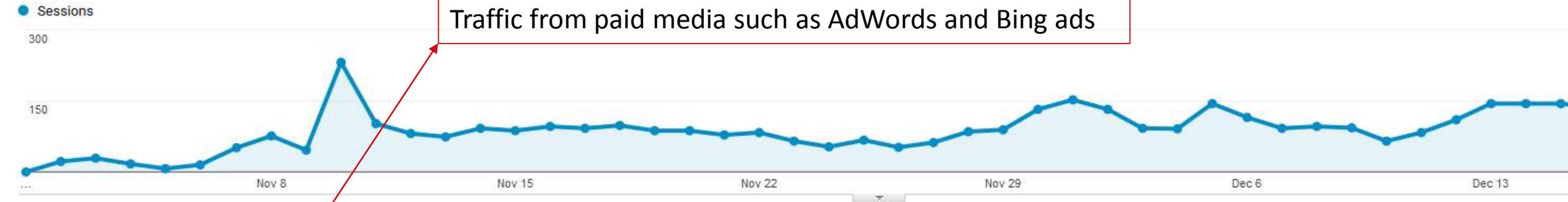
advanced

Default Channel Grouping	Acquisition			Behavior			Conversions	
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Submit Contact Form (Goal 1 Conversion Rate) ?	Submit Contact Form (Goal 1 Completions) ?
	4,556 % of Total: 100.00% (4,556)	72.54% Avg for View: 72.52% (0.03%)	3,305 % of Total: 100.03% (3,304)	62.05% Avg for View: 62.05% (0.00%)	2.50 Avg for View: 2.50 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	2.22% Avg for View: 2.22% (0.00%)	101 % of Total: 100.00% (101)
1. (Other)	2,221 (48.75%)	75.19%	1,670 (50.53%)	84.29%	1.27	00:00:19	0.36%	8 (7.92%)
2. Paid Search	914 (20.06%)	76.59%	700 (21.18%)	49.78%	3.30	00:01:57	5.03%	46 (45.54%)
3. Organic Search	856 (18.79%)	75.47%	646 (19.55%)	35.98%	4.34	00:02:38	4.21%	36 (35.64%)
4. Direct	358 (7.86%)	71.51%	256 (7.75%)	43.30%	3.92	00:03:18	3.07%	11 (10.89%)
5. Referral	150 (3.29%)	20.67%	31 (0.94%)	18.67%	2.09	00:05:24	0.00%	0 (0.00%)
6. Social	57 (1.25%)	3.51%	2 (0.06%)	15.79%	1.84	00:04:50	0.00%	0 (0.00%)

HOW DID I GET THIS TRAFFIC?

Paid Search

Traffic from paid media such as AdWords and Bing ads



Primary Dimension: **Default Channel Grouping** Source Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

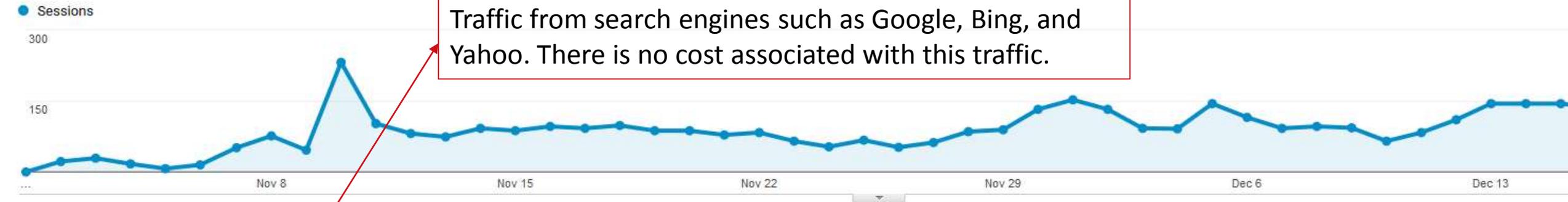
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HOW DID I GET THIS TRAFFIC?

Organic Search

Traffic from search engines such as Google, Bing, and Yahoo. There is no cost associated with this traffic.



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type Default

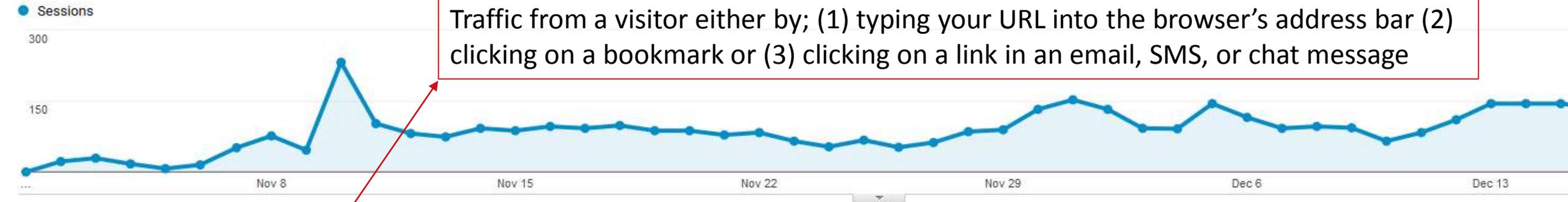
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6. Social	57 (1.25%)	3.51%	2 (0.06%)	15.79%	1.84	00:04:50	0.00%	0 (0.00%)

HOW DID I GET THIS TRAFFIC?

Direct

Traffic from a visitor either by; (1) typing your URL into the browser's address bar (2) clicking on a bookmark or (3) clicking on a link in an email, SMS, or chat message



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

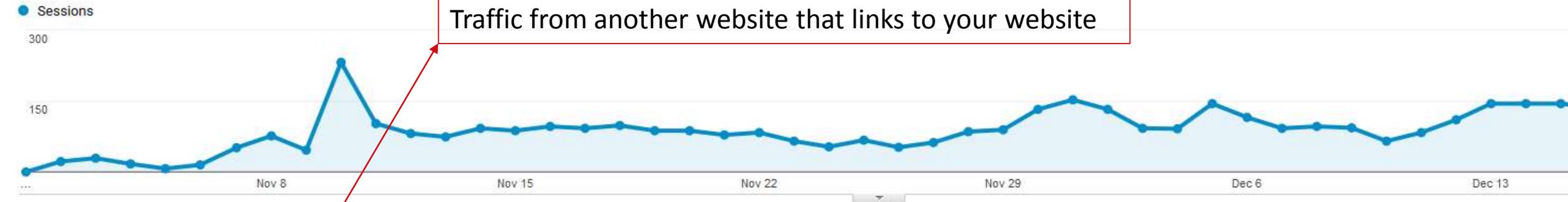
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HOW DID I GET THIS TRAFFIC?

Referral

Traffic from another website that links to your website



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

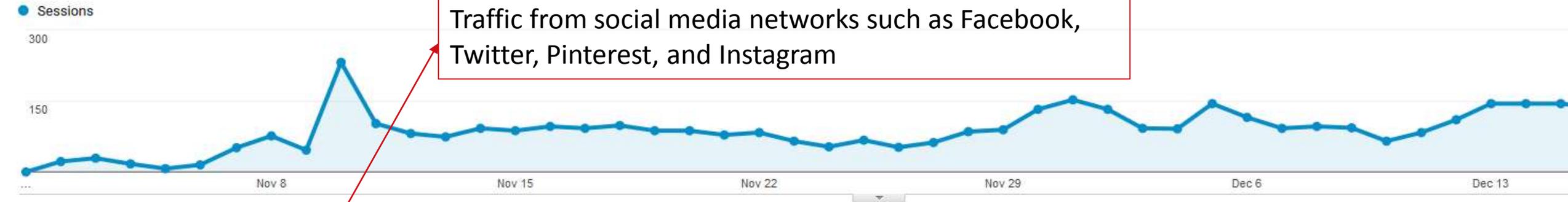
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HOW DID I GET THIS TRAFFIC?

Social

Traffic from social media networks such as Facebook, Twitter, Pinterest, and Instagram



Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

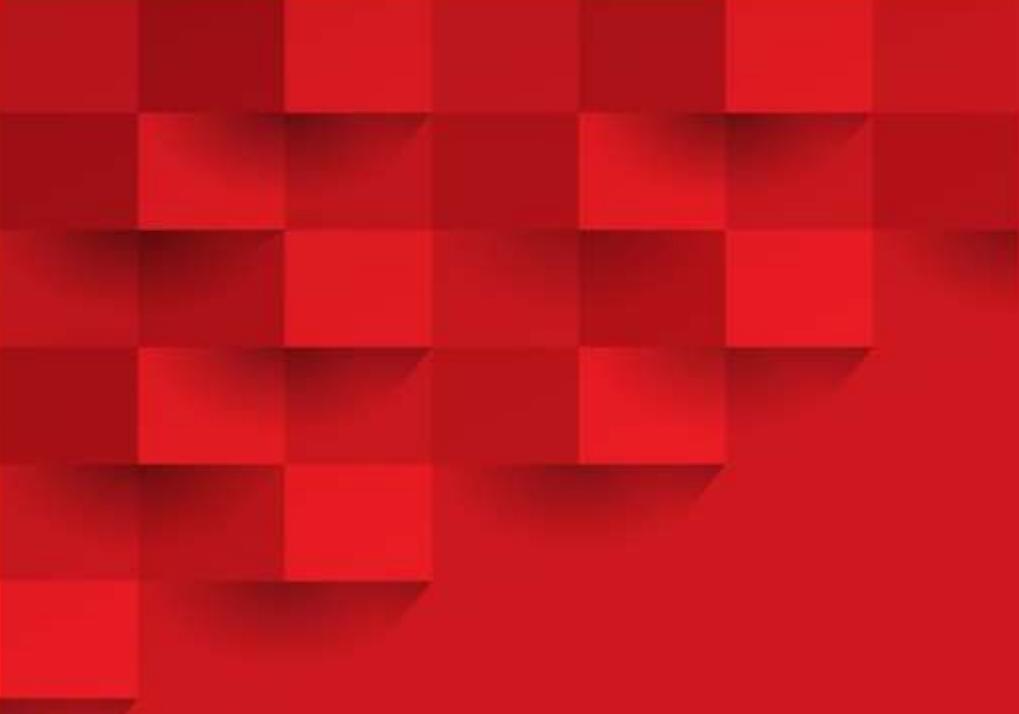
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Default Channel Grouping	Acquisition			Behavior			Conversions	
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Submit Contact Form (Goal 1 Conversion Rate) ?	Submit Contact Form (Goal 1 Completions) ?
	4,556 % of Total: 100.00% (4,556)	72.54% Avg for View: 72.52% (0.03%)	3,305 % of Total: 100.03% (3,304)	62.05% Avg for View: 62.05% (0.00%)	2.50 Avg for View: 2.50 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	2.22% Avg for View: 2.22% (0.00%)	101 % of Total: 100.00% (101)
1. (Other)	2,221 (48.75%)	75.19%	1,670 (50.53%)	84.29%	1.27	00:00:19	0.36%	8 (7.92%)
2. Paid Search	914 (20.06%)	76.59%	700 (21.18%)	49.78%	3.30	00:01:57	5.03%	46 (45.54%)
3. Organic Search	856 (18.79%)	75.47%	646 (19.55%)	35.98%	4.34	00:02:38	4.21%	36 (35.64%)
4. Direct	358 (7.86%)	71.51%	256 (7.75%)	43.30%	3.92	00:03:18	3.07%	11 (10.89%)
5. Referral	150 (3.29%)	20.67%	31 (0.94%)	18.67%	2.09	00:05:24	0.00%	0 (0.00%)
6. Social	57 (1.25%)	3.51%	2 (0.06%)	15.79%	1.84	00:04:50	0.00%	0 (0.00%)

A Few Notes to Remember

- Look for link/partnership opportunities with your referrals.
 - Find out who is referring you by clicking [Referral](#) for more details.
- Discover more about your organic search including the keywords that are driving traffic to your website by clicking [Organic Search](#) for more details.
- Seeing a lot of (**not set**) for organic searches? Google is hiding them based on privacy concerns. Learn more: <https://goo.gl/Awv8Qt>
- Want to see hidden (**not set**) keyword data? Just sign up for Google Webmaster Tools, which gives you key insights about your website – including data that Google doesn't show in Google Analytics!
 - How to set up Webmaster Tools: <https://goo.gl/Kx22bL>
- Goal conversion rate is **more important** than number of conversions.





DEVICES

What are Devices?

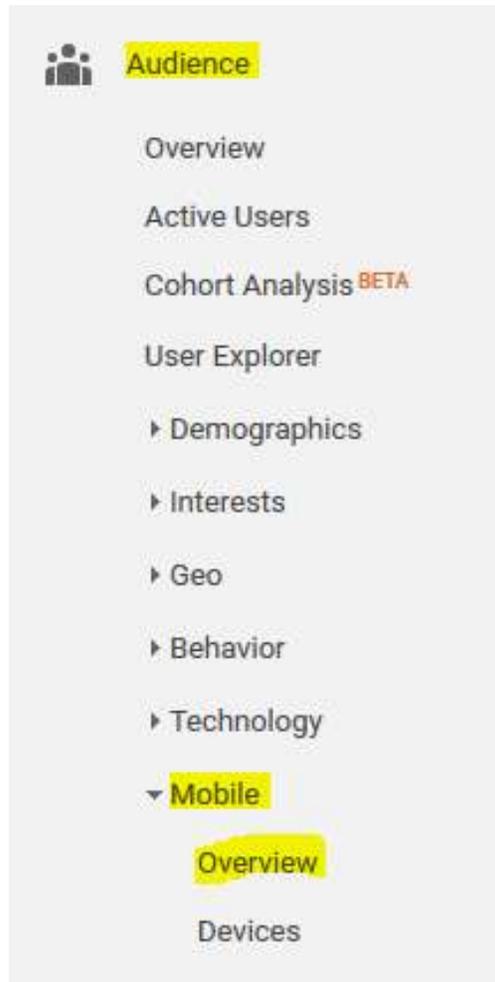
Google Analytics tracks the type of device a visitor uses to visit your website.

Devices are broken down into 3 data segments:

- **Desktop** contains laptops, netbooks, and games consoles such as Playstation 3 and the Nintendo Wii / Wii U.
- **Mobile phones** covers smartphones and handheld game consoles such as the Nintendo 3DS and PlayStation Vita.
- **Tablets** includes standard iPads, Google Nexus, Galaxy Tabs, and e-readers such as the Kindle Fire.



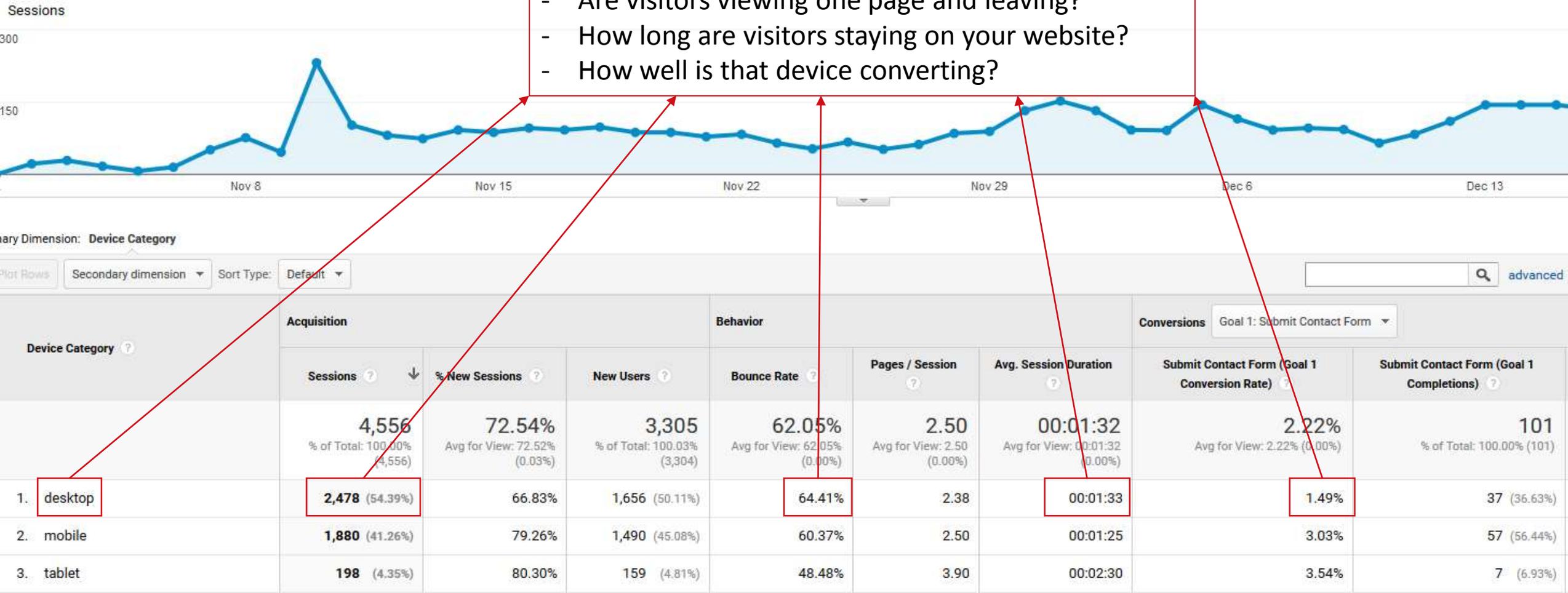
How to Access Your Devices: Audience >> Mobile >> Overview



MOBILE, DESKTOP, OR TABLET?

Most important data points to analyze.

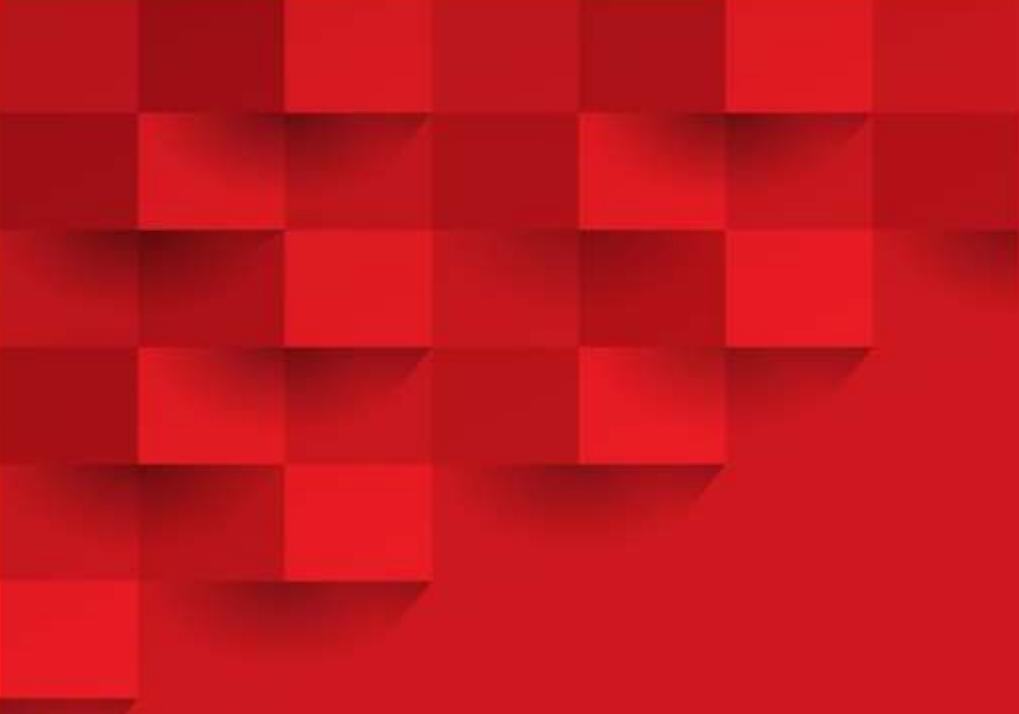
- What device is your traffic coming from?
- How much traffic is that device generating?
- Are visitors viewing one page and leaving?
- How long are visitors staying on your website?
- How well is that device converting?



A Few Notes to Remember

- If you're noticing a high bounce rate for mobile, you'll want to analyze your mobile website.
 - Visitors want content quickly via mobile. Review your mobile user interface and page load speeds to help lower the bounce rate.
- If you're noticing a low average session duration, this means a particular device is not keeping the visitor engage.
 - View how your content is laid out on mobile and tablet and put the most important elements (ex. a video, which increases session time) first before content.





TOP PAGES

What's the Big Deal with Page Overview?

Google Analytics tracks how each page performs individually on your website.

You're able to use this data to determine:

- Pages that are popular (most visits, long session duration)
- Pages that need a revamp (high bounce rate, short session duration)
- Where visitors are abandoning your website (high bounce rate, high exit rate)
- Pages that are producing the most conversions



WHICH PAGES MATTER

Pageviews

How many times a page has been viewed

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11,373 % of Total: 100.00% (11,373)	8,385 % of Total: 100.00% (8,385)	00:01:02 Avg for View: 00:01:02 (0.00%)	4,556 % of Total: 100.00% (4,556)	62.05% Avg for View: 62.05% (0.00%)	40.06% Avg for View: 40.06% (0.00%)
1. /	4,709 (41.41%)	3,666 (43.72%)	00:01:20	3,632 (79.72%)	62.72%	60.73%
2. /our-services/	991 (8.71%)	695 (8.29%)	00:00:59	90 (1.98%)	31.11%	18.97%
3. /events-calendar/	847 (7.45%)	313 (3.73%)	00:00:27	15 (0.33%)	26.67%	10.51%
4. /██████████	509 (4.48%)	408 (4.87%)	00:00:55	185 (4.06%)	62.70%	34.38%
5. /contact-us/	485 (4.26%)	395 (4.71%)	00:02:11	105 (2.30%)	79.05%	55.88%
6. /resources/	423 (3.72%)	279 (3.33%)	00:01:08	49 (1.08%)	55.10%	23.40%
7. /██████	360 (3.17%)	287 (3.42%)	00:01:14	13 (0.29%)	38.46%	20.00%
8. /██████████	345 (3.03%)	293 (3.49%)	00:00:56	148 (3.25%)	68.92%	41.16%
9. /██████████	319 (2.80%)	268 (3.20%)	00:01:32	7 (0.15%)	71.43%	19.44%
10. /our-team/	314 (2.76%)	199 (2.37%)	00:00:27	59 (1.29%)	50.85%	20.70%

WHICH PAGES MATTER

Unique Pageviews

How many unique visitors have visited a page

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11,373 % of Total: 100.00% (11,373)	8,385 % of Total: 100.00% (8,385)	00:01:02 Avg for View: 00:01:02 (0.00%)	4,556 % of Total: 100.00% (4,556)	62.05% Avg for View: 62.05% (0.00%)	40.06% Avg for View: 40.06% (0.00%)
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WHICH PAGES MATTER

Avg. Time on Page

The average time spent on a specific page

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11,373 % of Total: 100.00% (11,373)	8,385 % of Total: 100.00% (8,385)	00:01:02 Avg for View: 00:01:02 (0.00%)	4,556 % of Total: 100.00% (4,556)	62.05% Avg for View: 62.05% (0.00%)	40.06% Avg for View: 40.06% (0.00%)
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WHICH PAGES MATTER

Entrances

How many times a visitor landed on a page from an outside traffic source

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11,373 % of Total: 100.00% (11,373)	8,385 % of Total: 100.00% (8,385)	00:01:02 Avg for View: 00:01:02 (0.00%)	4,556 % of Total: 100.00% (4,556)	62.05% Avg for View: 62.05% (0.00%)	40.06% Avg for View: 40.06% (0.00%)
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WHICH PAGES MATTER

Bounce Rate

Percentage of visitors that come to your website, visit one page, and then leave

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	11,373 % of Total: 100.00% (11,373)	8,385 % of Total: 100.00% (8,385)	00:01:02 Avg for View: 00:01:02 (0.00%)	4,556 % of Total: 100.00% (4,556)	62.05% Avg for View: 62.05% (0.00%)	40.06% Avg for View: 40.06% (0.00%)
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WHICH PAGES MATTER

% Exit

Percentage of visitors that come to your website, visit multiple pages and then leave from a specific page

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
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A Few Notes to Remember

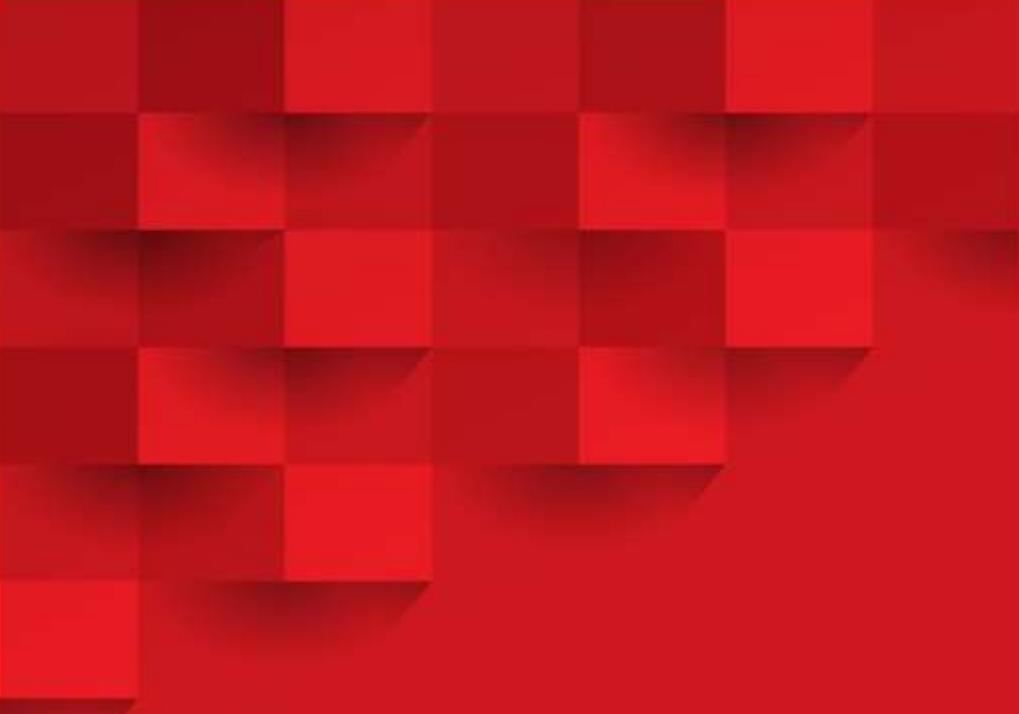
- Pages with a high bounce rate and low average session time should be analyzed further
 - Adding video content or adding quality content could lower bounce rate and increase session time.
- You can use exit percentage to help you pinpoint areas on your website where visitors leave, before converting.
 - For some pages on your site, a high exit percentage might not be a big issue such as “contact us” pages and “thank you” pages shown after a form has been submitted.



Most Important Aspects of Google Analytics to Analyze

- Audience Overview – Quick overview of your statistics
- Goals – Conversion & important event tracking
- Traffic Sources – Where a visitor came from before visiting your website
- Devices – What device a visitor uses to visit your website
- Top Pages – Most popular pages on your website





Thank You

Dynamisers

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