

# Measurement and analytics

and how to use to grow you business

# Questions, questions...

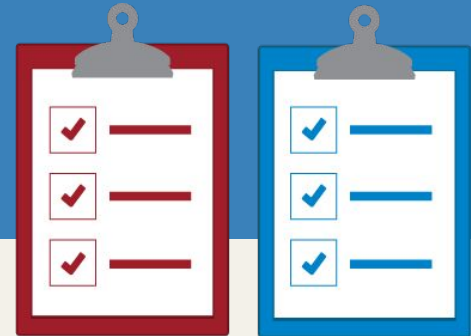


# What should I report?

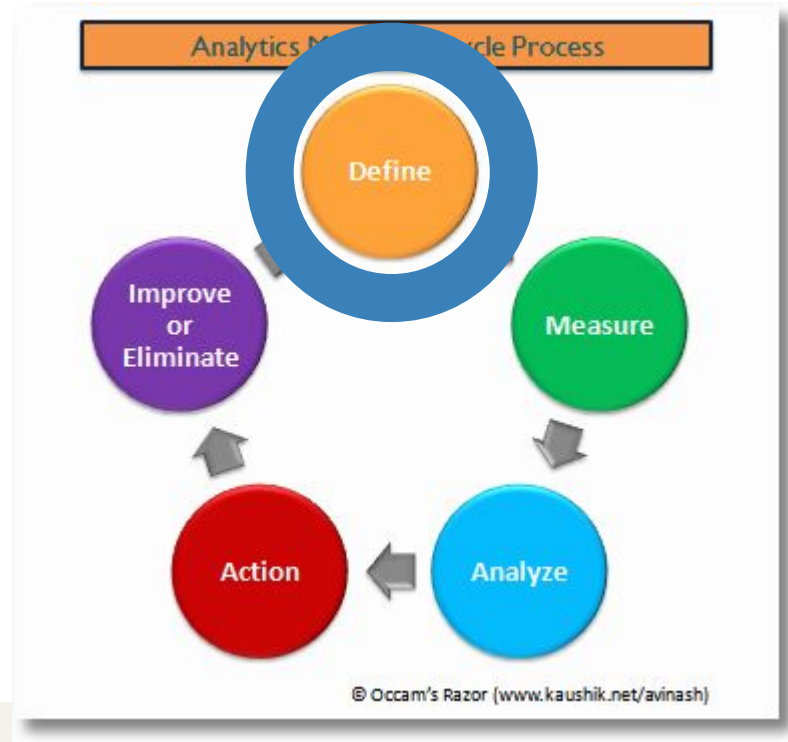
- KPIs: uncomplex, relevant, timely, £ and instantly useful.
- **‘Critical few’**: instantly know if things going well or badly

Always include metrics for:

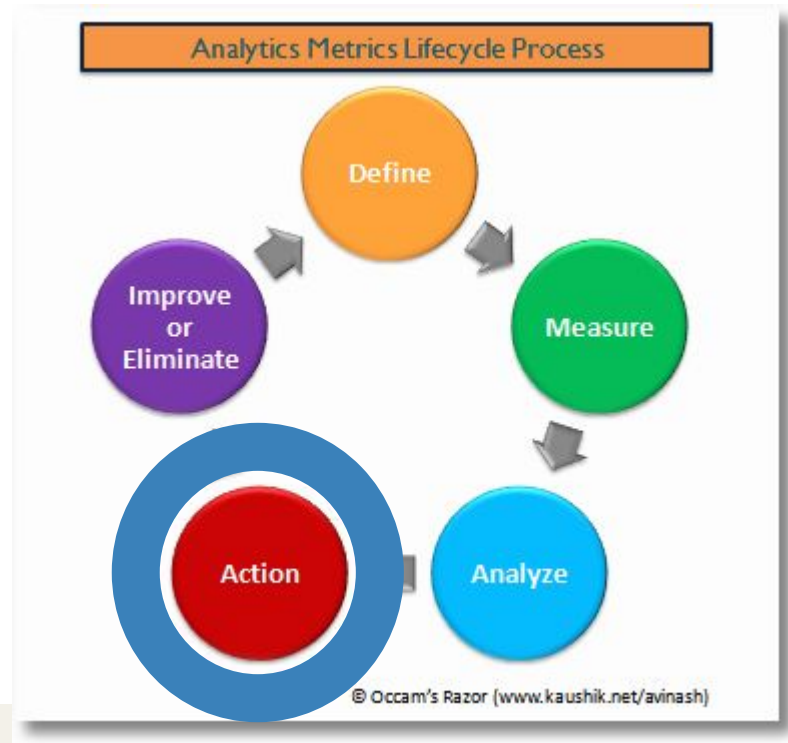
- Acquisition
- Behaviour
- Outcome



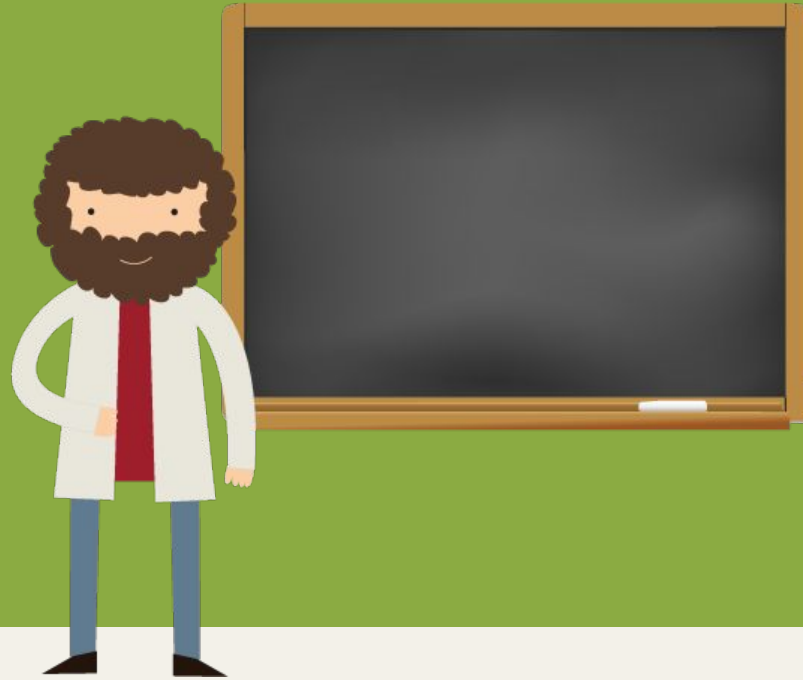
# What's my question/hypothesis?



# Is there an action?



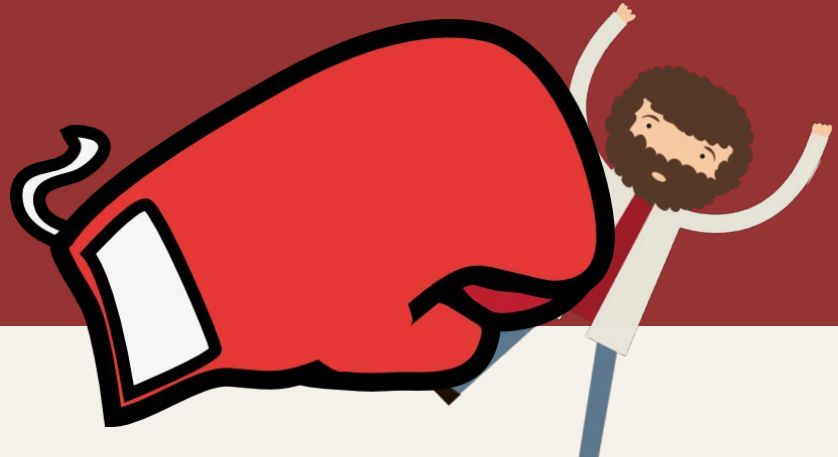
# Some basics



# Don't say 'hit'

**Hit:** A request for a file  
(in Analytics a small, invisible image file)

Mostly irrelevant: more useful metrics available!



# Cookies

- Text file stored on a computer by a web browser
  - Identify first time visitors vs. returning visitors
  - Determine sequences of interaction
  - See channels and campaigns
  - Categorize and segment
- 1st party = from the site you're on
- 3rd party = set by other sites and partners  
e.g. advertising





# Analytics overview

**Dashboards:** Customised overviews of data

**Shortcuts:** Get to your favourite stuff quickly

**Intelligence events:** Alerts for data trends

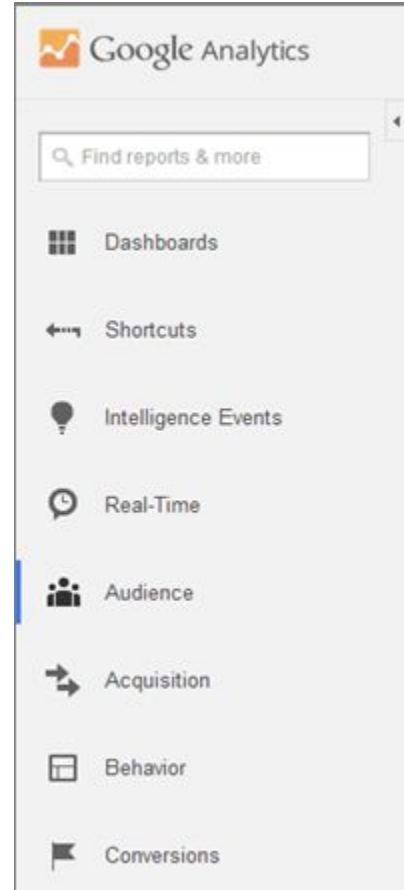
**Real-time:** See who's on your site now(ish)

**Audience:** Info about your site's visitors

**Acquisition:** How visitors reached your site

**Behaviour:** What visitors did on your site

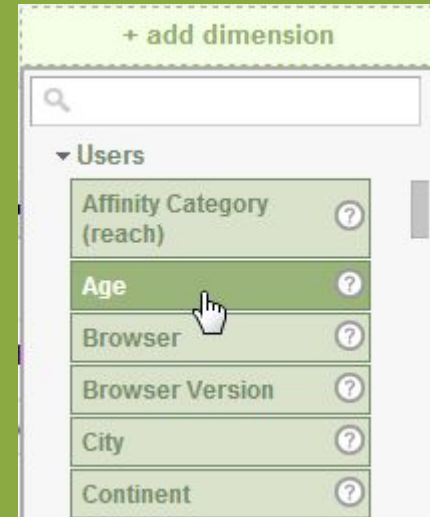
**Conversions:** Info on goals and transactions



# Dimension or metric?

## Dimensions

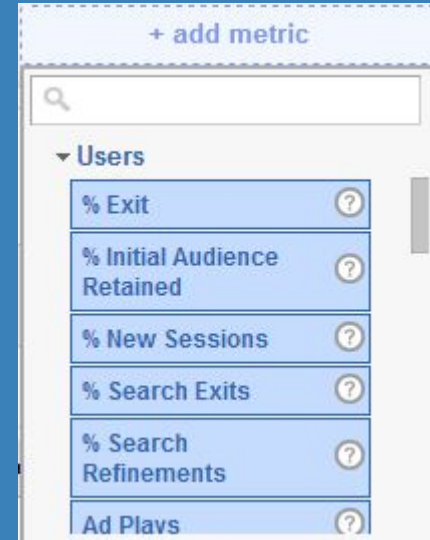
descriptions – “what” browser, source, keyword, page, time spent etc.



# Dimension or metric?

## Metrics

measurements – “how many” new users, “how long” a session etc.



# Too much confusing data?



# Look for

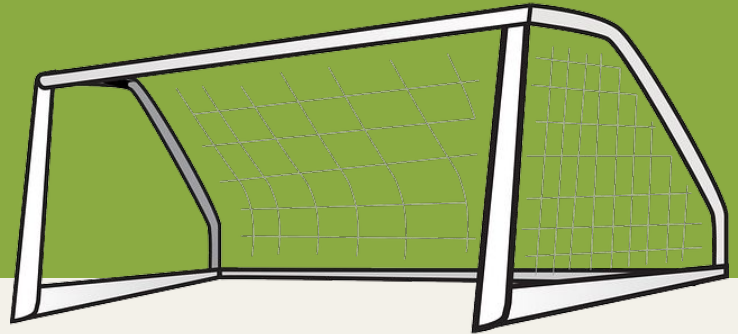
- Trends
- How are things doing recently?
- How does that compare to previously?
- Identify strengths to replicate

# Goals are vital

Completion of a desired objective e.g.

- Spending a certain amount of time on a site
- Viewing certain pages
- Viewing a certain number of pages
- Completing a transaction
- Signing up to something
- Downloading something

OR



# Ecommerce tracking is vital

Tracking online purchases and revenue

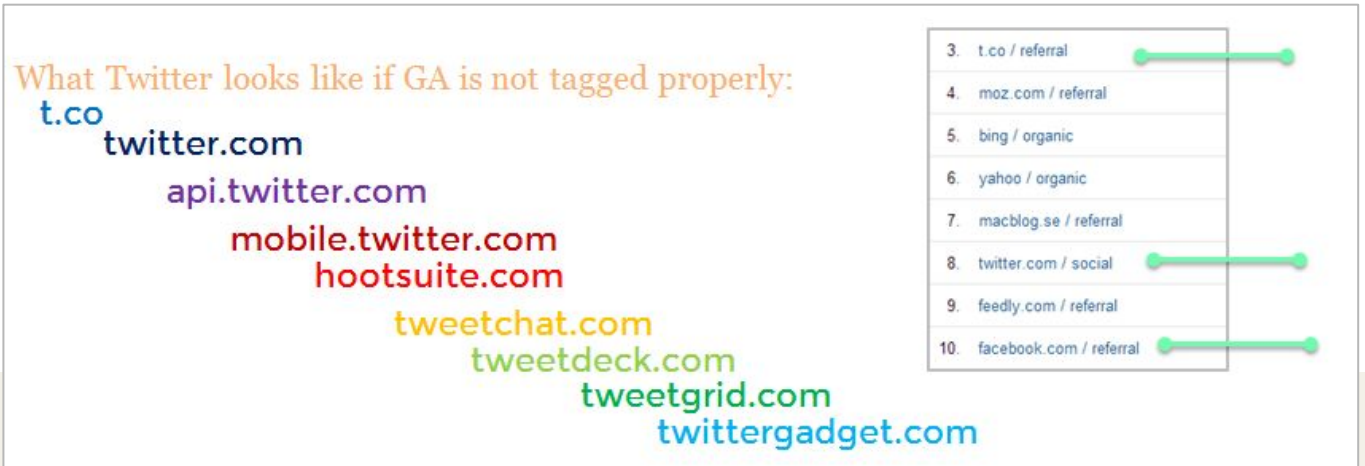


# Where's the traffic from?

- Traffic sources

<https://support.google.com/analytics/answer/1033867?hl=en-GB>

- Tell Analytics what campaigns traffic has come from  
Be careful with capitalisation





# Where's the traffic from?

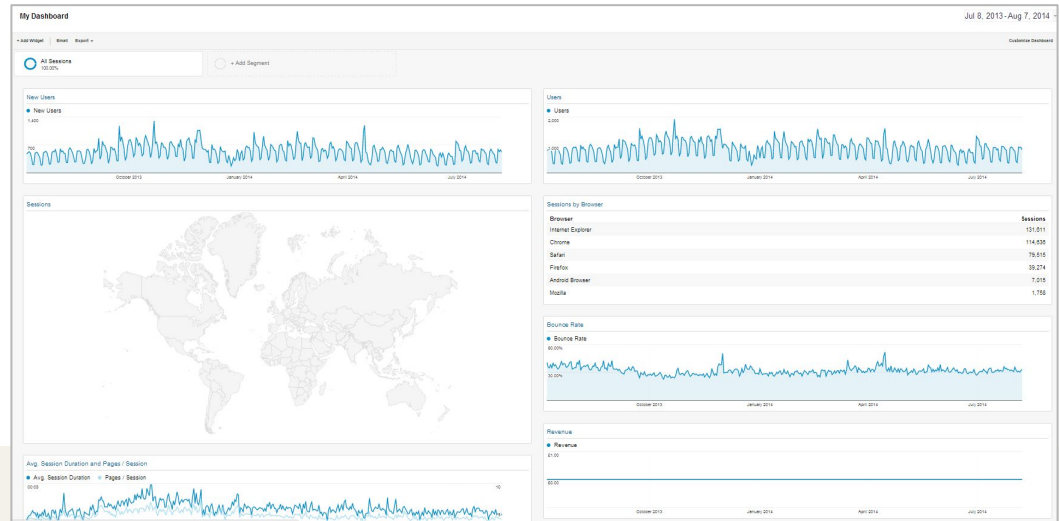
- Is it **valid**? Referral spam can be a big problem
  - semalt.com, free-blog-buttons.com etc.
- Block using free tool, hostname filter or custom segment

# Useful reports

1. Landing pages
2. Goals / ecommerce
3. Behaviour flow

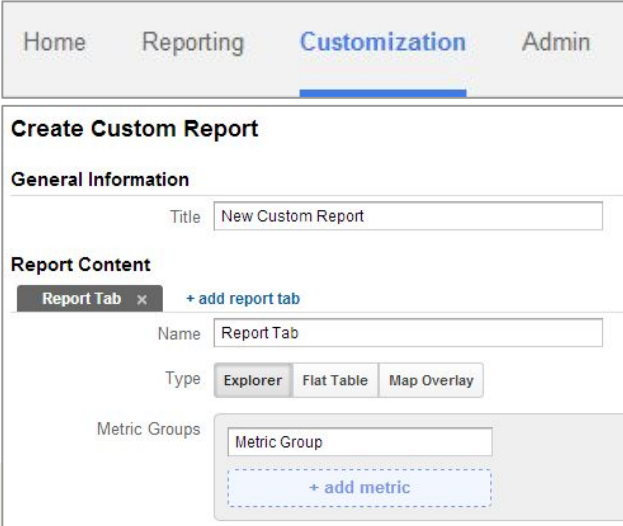
# Custom dashboards

- Get just the information you need at a glance
- Presets at <https://www.google.com/analytics/gallery/#landing/start/>



# Custom reporting

- Just see the data you need
- In customisation menu
- Set up a report for the important KPIs you need to track



The screenshot shows a web application interface for creating a custom report. At the top, there is a navigation bar with four tabs: 'Home', 'Reporting', 'Customization' (which is active and highlighted with a blue underline), and 'Admin'. Below the navigation bar is the main content area titled 'Create Custom Report'. This area is divided into two sections: 'General Information' and 'Report Content'. In the 'General Information' section, there is a text input field for 'Title' containing the text 'New Custom Report'. The 'Report Content' section features a tabbed interface with one active tab labeled 'Report Tab' and a '+ add report tab' button. Below the tab, there is a 'Name' input field containing 'Report Tab' and a 'Type' section with three buttons: 'Explorer' (selected), 'Flat Table', and 'Map Overlay'. At the bottom of the 'Report Content' section, there is a 'Metric Groups' section with a text input field containing 'Metric Group' and a '+ add metric' button.

# Content groupings

Categorize content together

- e.g. press releases, products, blog pages...
- Make reporting more understandable
- Easier to comprehend overviews of content performance



# Troubleshooting

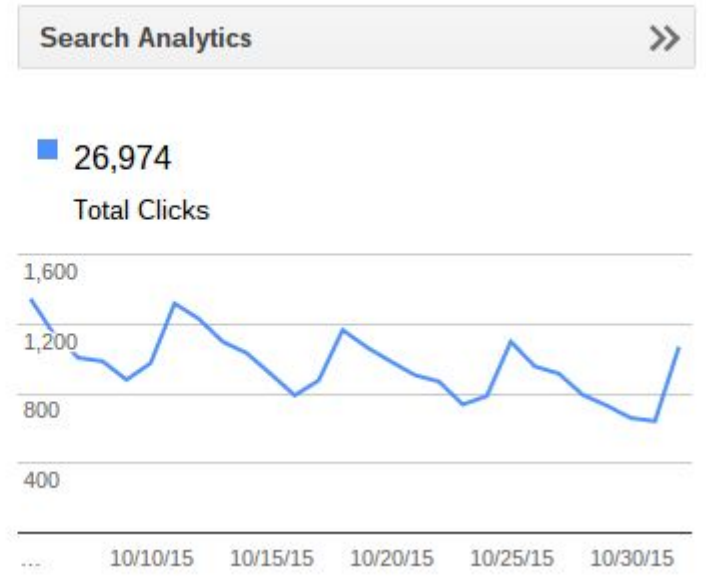
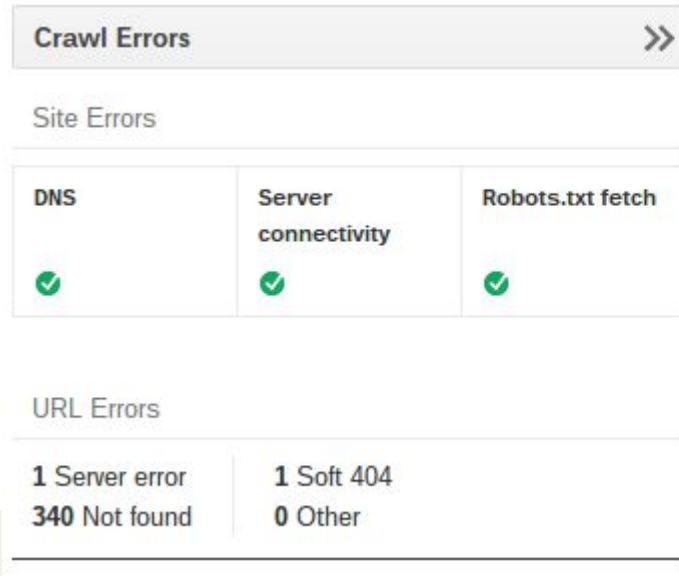
- **Referrals from your own domain / payment gateways**
  - Ignore referral source in site settings
- **Recording your own visits**
  - You can find out your IP and block using a preset filter
- **Page links lead to error page?**
  - Probably a filter in place to change the URL
- **Duplicate pages**
  - Query parameters, upper/lower case URLs etc. remove with filters



# Don't stop at Google Analytics

# Webmaster tools (search console)

- This is where you get data on search terms (keywords)
- Need to verify ownership of domain





# Other analytics

- Marketing automation
  - Single users rather than aggregated
- User testing (5 sec test)
- Form analytics

 <p><b>Email Automation</b> Send highly personalised emails based on triggers and visitor behaviour, enabling you to build relationships that last.</p>	 <p><b>Personalised Content</b> Personalise your website's content based on a user's previous behaviour.</p>	 <p><b>Behaviour Tracking</b> Know what web pages and other marketing touch points a user has interacted with and personalise your communications accordingly.</p>
 <p><b>Lead Scoring</b> Prioritise your pipeline and reach out to the visitors that are close to converting.</p>	 <p><b>Sales Analytics</b> Inform your sales team with key insights about each prospect.</p>	 <p><b>CRM Integration</b> Fully integratable with all well known CRM systems.</p>
 <p><b>Sales Notifications</b> Email or text sales team when a prospect indicates they are ready to buy.</p>	 <p><b>VisitorID</b> Triple your leads by identifying anonymous visitors. Know which companies have visited your site, even if they haven't interacted.</p>	 <p><b>Campaign Optimisation</b> Eliminate waste and identify opportunities.</p>

# Useful resources

<https://www.google.com/analytics/gallery/#landing/start/>

<http://www.customreportsharing.com/>

<http://www.tatvic.com/blog/>

<http://cutroni.com/blog/>

<http://www.kaushik.net/>



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