



DIGITAL DEPLOYMENT



GETTING ACQUAINTED WITH GOOGLE ANALYTICS

Empowering you better understand your website's performance

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INTRO TO GOOGLE ANALYTICS

Introductions

Lindsay Hardy

Web Strategist at Digital Deployment. Helps clients create meaningful user experiences by talking with internal stakeholders, polling key audience groups, and researching website performance.

- **Fav Tools:**
 - Google Analytics
 - Stakeholder Surveys
 - Exploration Exercises & User Stories
 - Focus Groups



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INTRO TO GOOGLE ANALYTICS

Introductions

Sloane Dell'Orto

COO at Digital Deployment. Sloane oversees the operation of the product team at and its developers. Sloane is also pioneering and improving the company's software-as-a-service strategy and identifying and deploying the platform into new verticals.



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INTRO TO GOOGLE ANALYTICS

What we'll cover today

- **Baseline Stats**
 - Are people visiting?
 - Are they engaged?
- **Acquisition**
 - How are visitors finding you?
 - What channels are effective?
- **Devices**
 - How are people viewing your site?
- **Top Content**
 - Where are people going on your site?
 - What pages are people using to enter your site?

A person's hands are shown typing on a laptop keyboard. The background is a blurred office environment with another computer monitor visible. The overall tone is professional and focused.

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BASELINE STATS

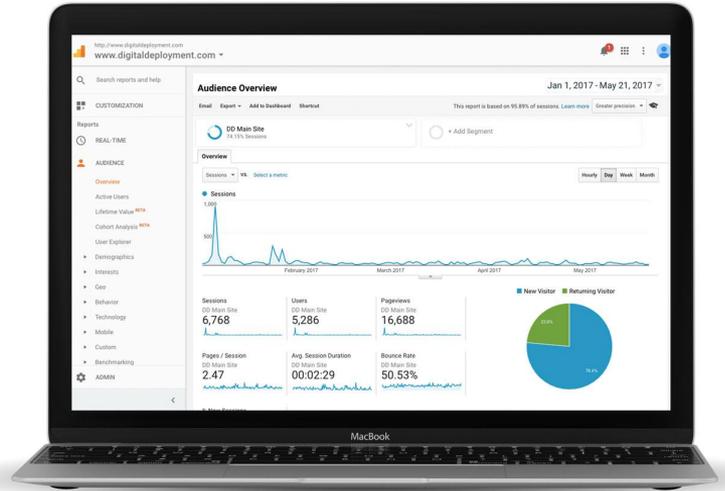
Are people visiting? Are they engaged?

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1. **Log in** to Google Analytics
2. Select the **“Audience”** tab
3. Then select **“overview”**

Finding your baseline stats



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Baseline stats - Tips and definitions

Tips

1. **Set a Date range that makes sense for the questions you want to answer**
2. **Look at year over year data to find trends**
3. **Look at outliers to identify what content excelled**

Definitions

- **Sessions** - Visits to your site
- **Users** - Unique visitors to your site
- **Pageviews** - Individual times a page is viewed
- **Pages / Session** - Average number of pages viewed per visit
- **Avg. Session Duration** - Average time a person spends on their visit to your site
- **Bounce Rate** - A bounce is when someone comes to your site and leaves after the first page. Bounce rate is the % of visitors that leave without visiting a second page.
- **Note** - **A high bounce rate will affect accuracy of session duration, pages per session**

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HOW ARE VISITORS FINDING YOU?

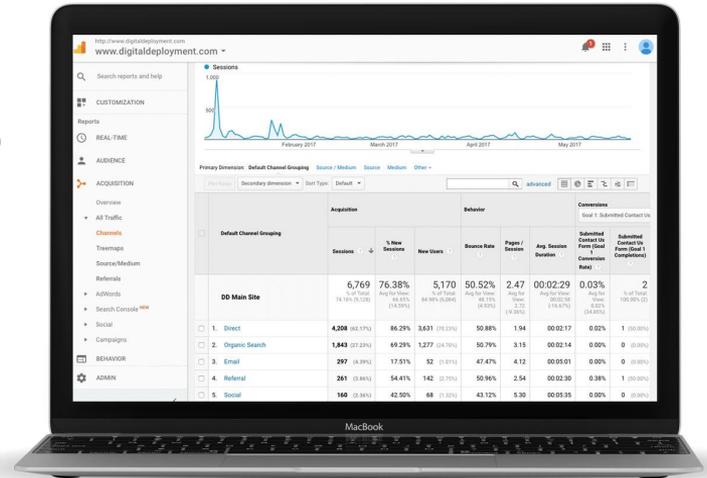
What channels should you focus on?

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1. Go to the **“Acquisition”** tab
2. Select **“All Traffic”**
3. Select **“Channels”**

Finding acquisition info



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Acquisition - Tips and definitions

Tips

1. **Are certain channels growing or shrinking?** How does that align with your communications strategy or marketing efforts?
2. **Each acquisition channel invites a different type of user behavior.** Email and search are typically pretty engaged, while display and social tend to show lower engagement. That is ok. They serve different purposes.
3. **Explore campaigns, referral sources, social networks to find more info about what is effectively driving traffic to your site.**

Definitions

- **Direct** - Arrived at your site by typing in your URL or clicking a bookmark
- **Organic Search** - Searched for keywords on a search engine. Not paid search
- **Paid Search** - Arrived via a google adwords ad
- **Email** - Arrived at your site via email campaign
- **Referral** - Arrived via a link from another site
- **Social** - Arrived via a link from a social network
- [Full list of definitions](#)

A hand holding a smartphone is the central focus, set against a dark background with vibrant, out-of-focus bokeh lights in shades of purple, blue, green, and orange. The number '12' is positioned in the top left corner.

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HOW ARE PEOPLE VIEWING YOUR SITE?

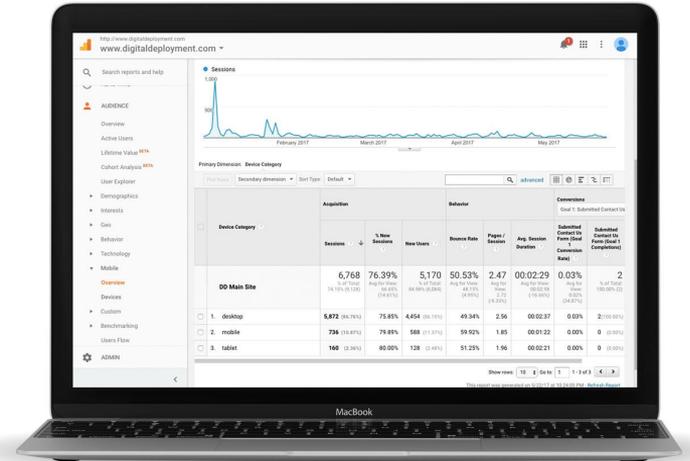
What devices?

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1. Go to the **“Audience”** tab
2. Select **“Mobile”**
3. Select **“Overview”**

Finding device info



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Devices - Tips and definitions

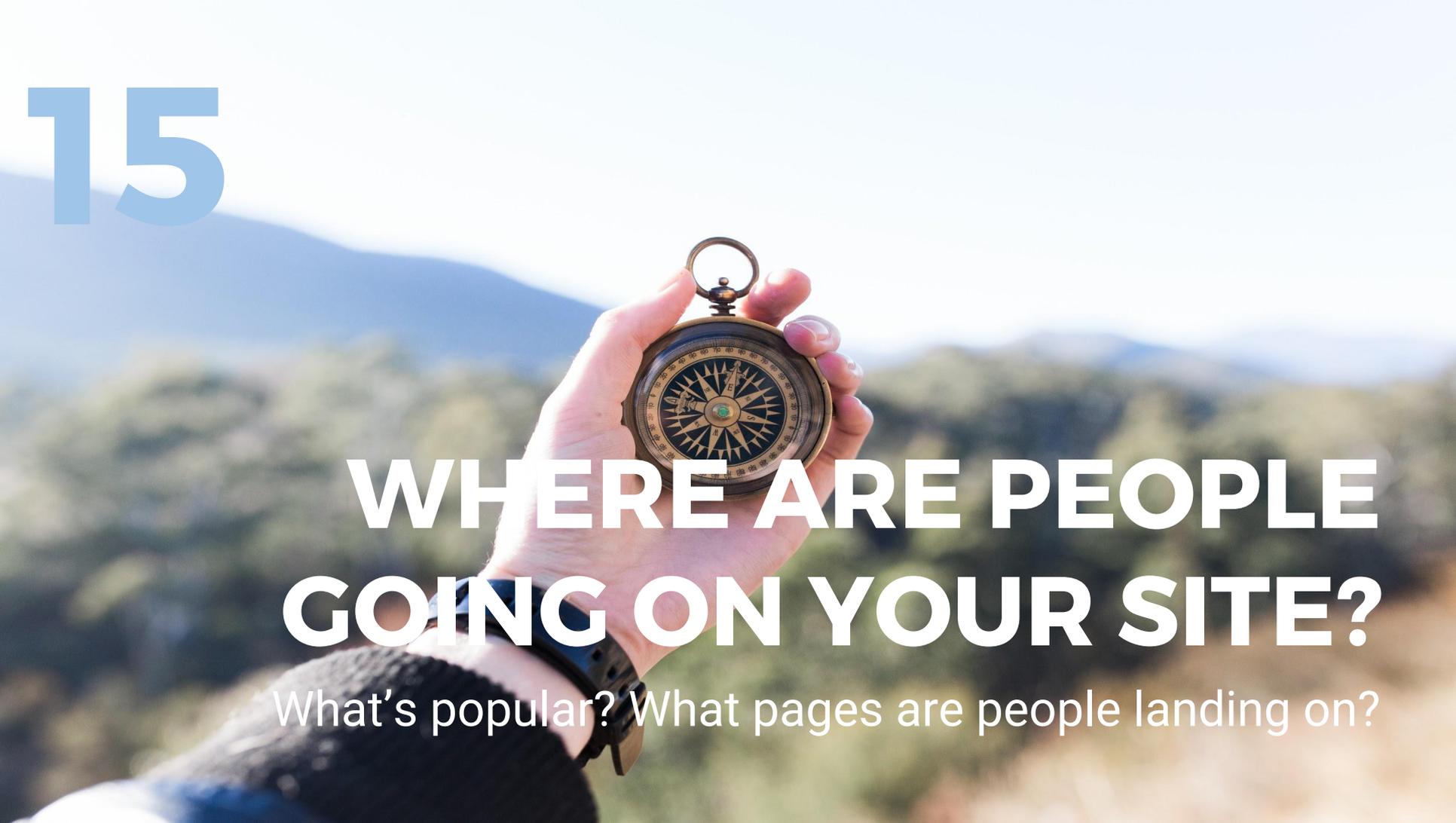
Tips

1. **Are certain device categories growing or shrinking?** How does that align with your communications strategy or marketing efforts?
2. **Is your website optimized for the screen your visitors are using?** Is your site responsive? Are you calling your users to action in the right places. Are you structuring your content for success?

Definitions

- **Desktop** - Desktop or notebook computer
- **Mobile** - Mobile phone
- **Tablet** - iPad or other tablet

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A hand holding a vintage compass against a blurred landscape background. The compass is the central focus, held in a hand that is partially visible. The background shows a vast, hazy landscape with rolling hills and mountains under a bright sky. The overall tone is bright and airy, suggesting a sense of exploration and discovery.

WHERE ARE PEOPLE GOING ON YOUR SITE?

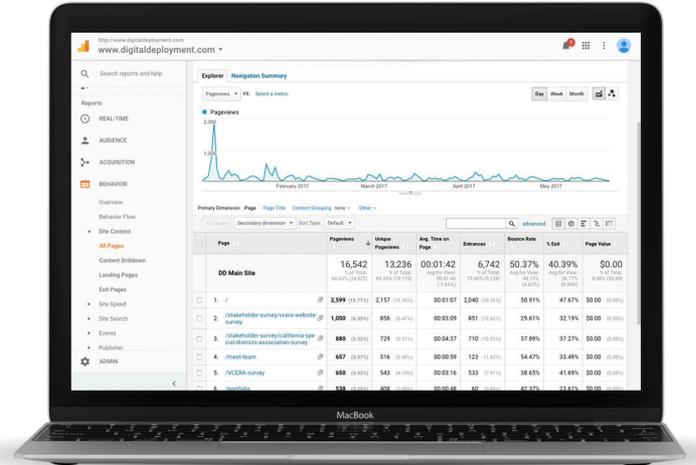
What's popular? What pages are people landing on?

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1. Go to the **“Behavior”** tab
2. Select **“Site Content”**
3. Select **“All Pages”**

Top content info



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Top content - Tips and definitions

Tips

1. **Look at top content to find what content is getting the most pageviews.** Contrast pageviews vs engagement.
2. **Look at top landing pages to understand where people are entering your site.** Look for trends and assess how that affects the overall session.

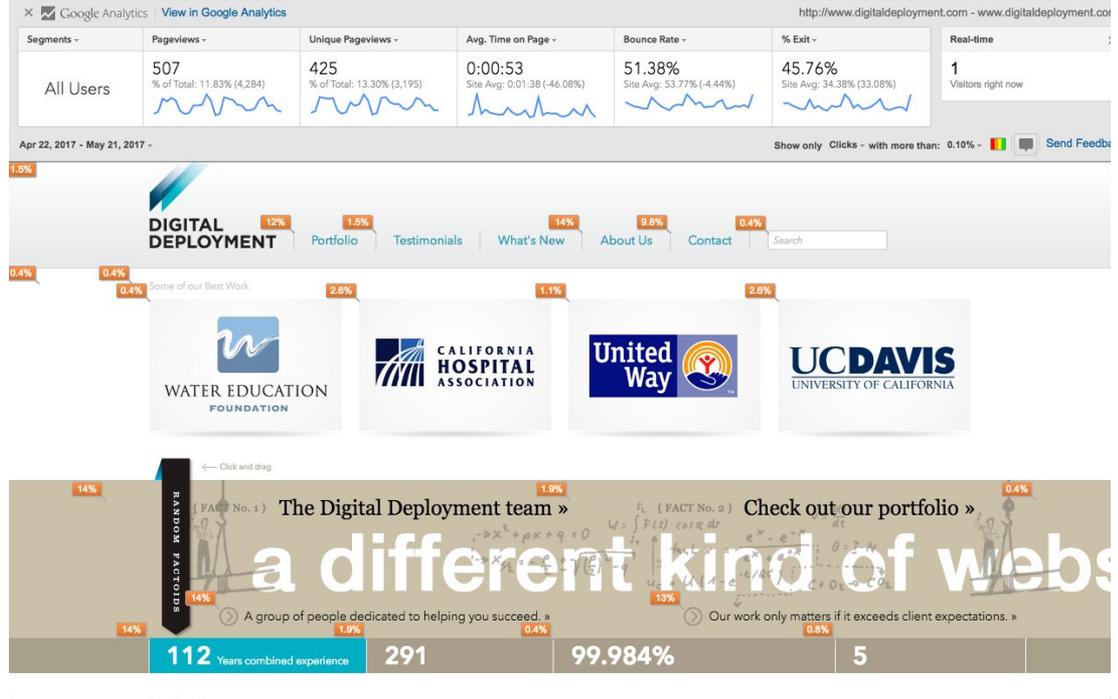
Notable Definitions

- **Entrances** - An entrance is the number of times visitors entered your site through a specified page.
- **% Exit** - %Exit is $(\text{number of exits}) / (\text{number of pageviews})$ for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

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Extra - Page analytics extension



Chrome extension: [Page Analytics \(by Google\)](#)

