



DIGITAL DEPLOYMENT



GETTING ACQUAINTED WITH GOOGLE ANALYTICS

Empowering you better understand your website's performance

INTRO TO GOOGLE ANALYTICS

Introductions

Lindsay Hardy

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



INTRO TO GOOGLE ANALYTICS

Introductions

Kerri Ewing

Development Coordinator,
Grossmont-Cuyamaca Community College
District/Foundation for Grossmont &
Cuyamaca Colleges.

Helps with Foundation special events &
programs, event marketing, & district
enrollment marketing

- **Fav Tools:**

- Google Analytics & AdWords
- Adobe Suite
- Facebook Ads Manager



What we'll cover today

- **Baseline Stats**
 - Are people visiting?
 - Are they engaged?
- **Real-Time Stats**
 - What's happening right now?
- **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?

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Today's Example: Alumni Fest



- **What is AlumniFest?**
 - “Get ready to cheer on your San Diego Gulls with fellow community college alumni - March 25, 2017” - Regional event with pre-game party for fun games, exciting giveaways, and family fun.
- **Who is it for?**
 - Anyone who's taken one class at an area community college.
- **How are we marketing the event/website?**
 - FB, paid search, email mktg.
- **What is the goal?**
 - Purchase tickets on the site so we can connect back with alumni and build community.

A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a grey sweater. The laptop screen is open and shows a Google Docs interface with a document titled 'Unbenanntes Dokument'. In the background, another computer monitor is visible but out of focus, displaying some colorful graphics. The overall lighting is soft and indoor.

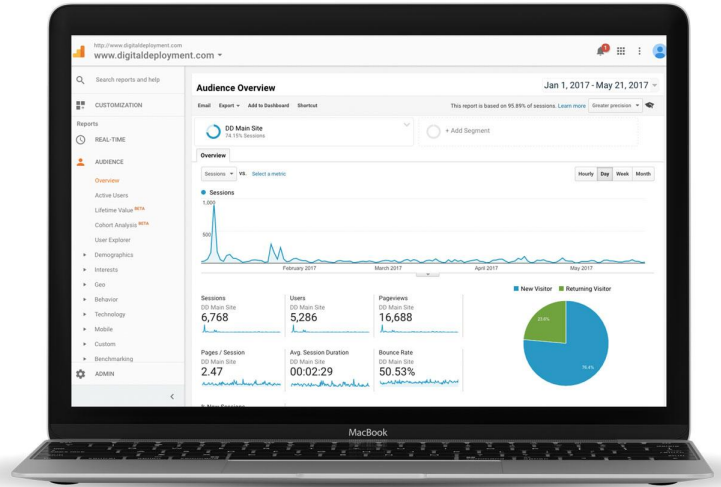
BASELINE STATS

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



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**

A woman with long brown hair is seen from the side, sitting at a wooden desk and working on a laptop. The scene is dimly lit, with warm light coming from a large window in the background, which shows a view of water and a bridge. On the desk, there is a pair of glasses, a white coffee cup on a saucer, and a small black speaker. The text 'REAL-TIME STATS' is overlaid in large, bold, white capital letters.

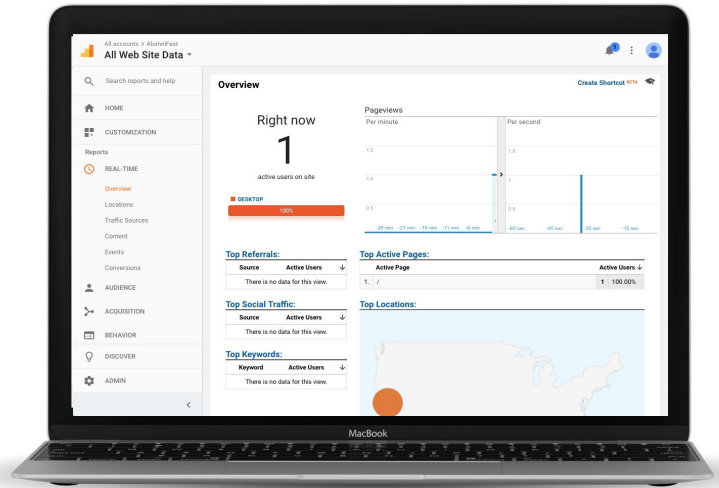
REAL-TIME STATS

What's happening on the site now?

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1. Go to the **“Real-Time”** tab
2. Then select **“Overview”**

Finding real-time stats



A close-up photograph of a person's hands holding a paper map of a city. The map shows a grid of streets with labels like 'Marszałkowska' and 'Poznańska'. A large, semi-transparent blue number '12' is overlaid in the top left corner. The background is blurred, showing a person's arm and a dark surface.

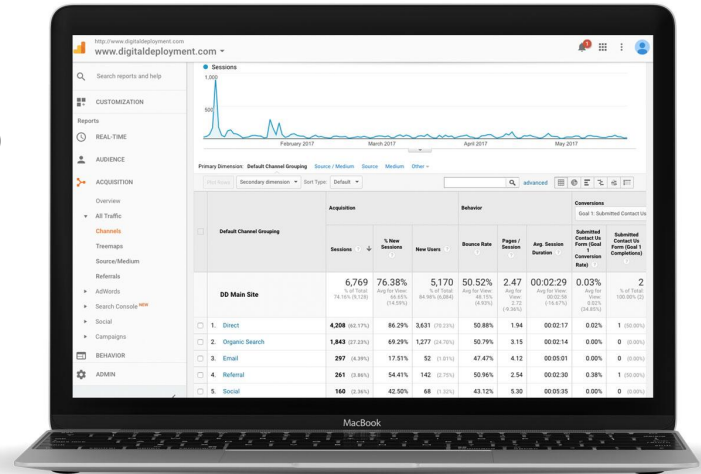
12

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”**



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, with a bokeh background of colorful lights. The phone screen is visible, showing a blurred image. The text is overlaid on the phone and the background.

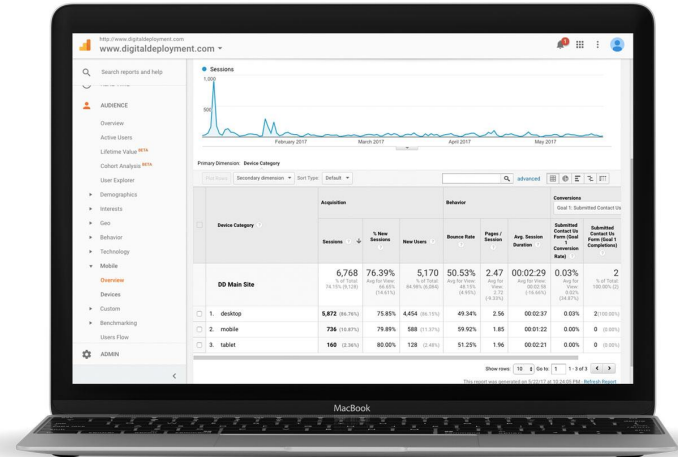
HOW ARE PEOPLE VIEWING YOUR SITE?

What devices?

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

Finding device info



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



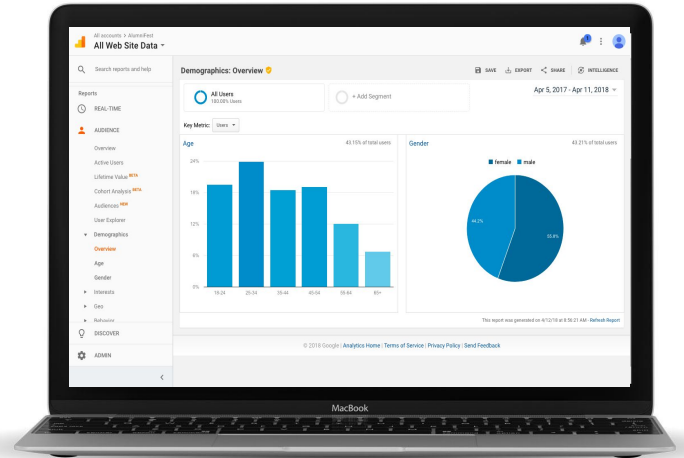
WHO IS VIEWING YOUR SITE?

Age? Demographic? Interests?

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

Finding demographics



A hand holding a vintage compass against a blurred background of mountains and a clear sky. The compass is a classic design with a black face, gold-colored casing, and a ring at the top. The hand is wearing a black watch with a black strap. The background shows a vast landscape with green hills and blue mountains under a bright, clear sky.

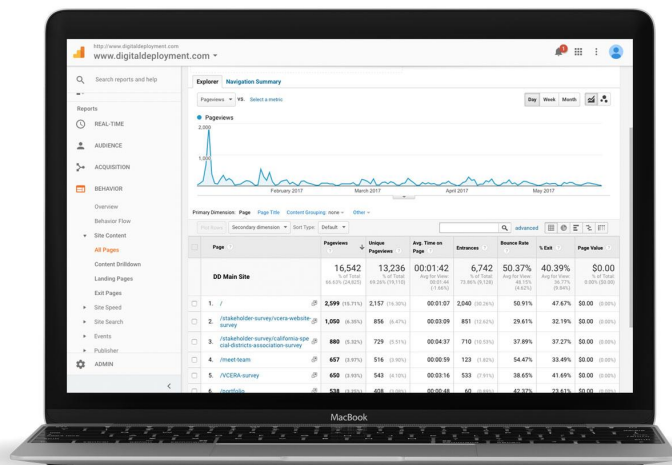
WHERE ARE PEOPLE GOING ON YOUR SITE?

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



Top content - Tips and definitions

Tips

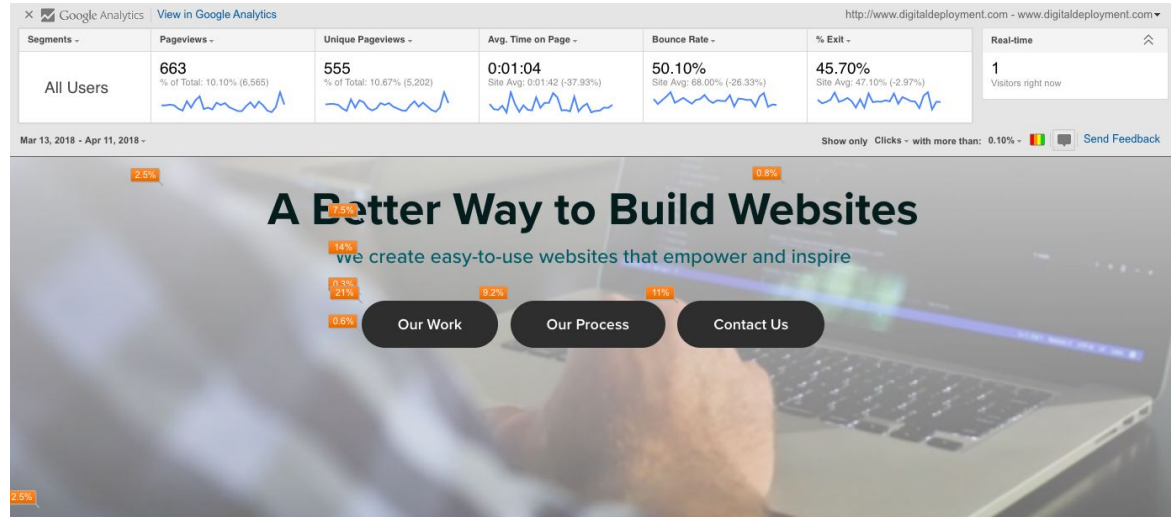
1. **Look at top content to find what content is getting the most pageviews.** Contrast pageviews vs engagement.
2. **Look at top landing pages to understand where people are entering your site.** Look for trends and assess how that affects the overall session.

Notable Definitions

- **Entrances** - An entrance is the number of times visitors entered your site through a specified page.
- **% Exit** - $\%Exit = (\text{number of exits}) / (\text{number of pageviews})$ 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 \(by Google\)](#)

ADDITIONAL QUESTIONS



DIGITAL DEPLOYMENT

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