BCCST power up your business

GUIDE TO WEBSITE DATA ANALYTICS

Entry Level





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IMPORTANCE OF STATS/ANALYSIS

ata analytics is the analysis of qualitative and quantitative data from your business and the competition to drive continual improvement of your users' online experience to enable you to achieve your organisational goals. *It allows you to measure, manage and analyse marketing performance to maximise effectiveness.*

Understanding data analytics allows you to discover useful information, gather insights, suggest conclusions and support decision-making. All from a standpoint of statistical certainty that the activities you conduct have either a positive or negative effect on your all-important conversions.

Most importantly, *conversions are what should drive your data analytics activity* – the point at which a user takes a specific action that contributes to your overall business objective. Conversions should cover any number of points throughout the customer life cycle.

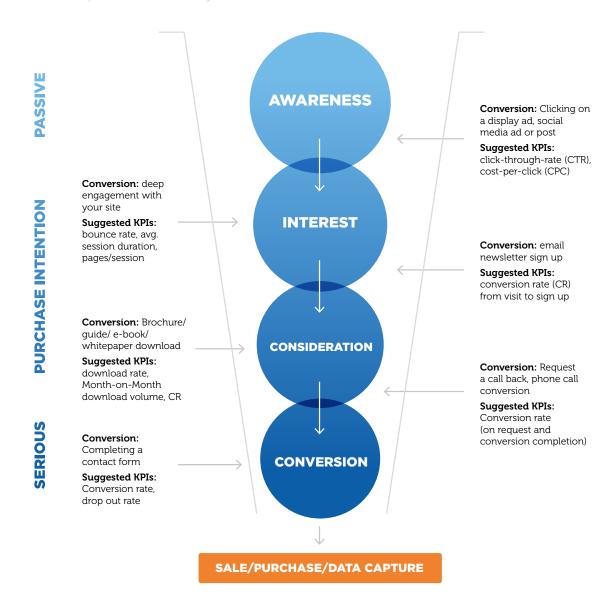
EXAMPLE CONVERSIONS:

- Signing up to receive your email newsletter
- Downloading a brochure, guide, whitepaper or e-book
- Completing a contact form
- Requesting a callback
- Emailing or calling you
- A full sale or purchase

Signing up to a newsletter and engaging with that email signifies an interest in what you have to say. Requesting a callback or completing a contact form shows they actively want to speak to you or hear from you about your product or service.

While all of these example conversion points represent intention of some kind, the ultimate conversion is a sale or purchase, as it represents the end point of the traditional conversion funnel:





But no matter what your conversion is, at any stage of the consumer life cycle – Awareness / Interest / Consideration / Conversion – it should be tracked through your analytics.

Ultimately, conversions tell you whether your marketing activities are actually working or not. Without them, marketing becomes a hope-based strategy, and hope is not a marketing strategy. But with data analytics this does not have to be the case.

This guide will take you through the basics of analytics platforms, how to get set up and start tracking data, and importantly how to understand this data. Learn how to ask the right the questions, know where to look to find the answers, all to get better results for your business.



HOW/WHERE DO I TRACK MY MARKETING ACTIVITIES

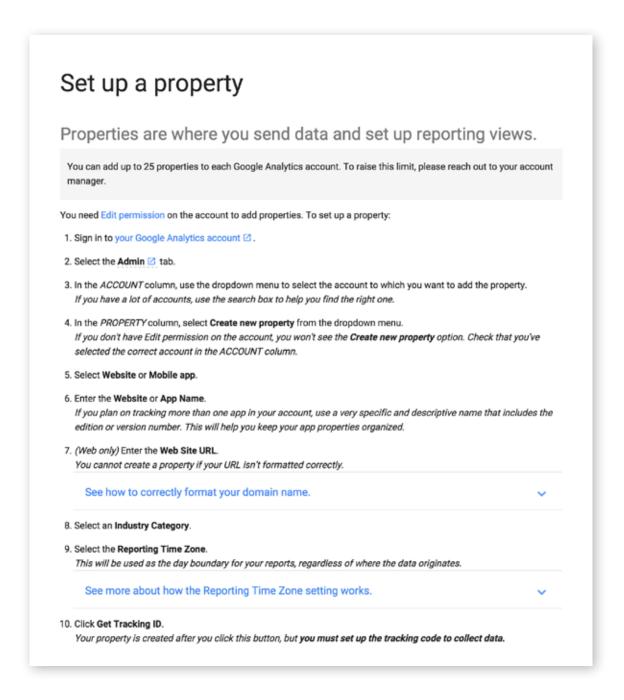
There are countless analytics platforms available to your business and your website. The most widely used platform by the majority of websites today is Google Analytics (GA). GA is free, easy to understand and is an extremely powerful tool. Such is the prevalence of GA, this guide will focus its examples around this platform.

However, that is not to say there are not other platforms available that can also provide useful data insight. This article lists out 31 potential alternatives to GA, complete with pros, cons and any associated costs (not all are free like GA!). Depending on your business or site objective, there may be a better option, but be aware there may not be as much documentation and support available as compared to GA.



HOW DO I SET UP GOOGLE ANALYTICS FOR MY WEBSITE?

Setting up for Google Analytics is a short and simple step-by-step process. See below for Google's official set up documentation:



Source: https://support.google.com/analytics/answer/1042508



HOW DO I ADD MY TRACKING ID TO MY WEBSITE?

At this point you just have a few more steps to get through before being able to track your website. Depending on the platform or CMS your site has been built on, you might need access to your source code or have someone who can help you with this.

Your tracking ID is a small snippet of code that starts with <script> and ends with </script>. This is a unique line of code corresponding to your website. It is important you do not edit the code, just copy it.

Paste the code in its entirety into every web page you want to track, immediately before the closing </head> tag.

At this stage you should now be ready to start monitoring traffic to your website. You will be able to see how visitors found your site, what pages they visited, how long they stayed on your site, among many other interesting reports.

Properly understanding all of GA's metrics and terminology will allow you to improve your website and marketing activities, increase conversions and increase your website's effectiveness.

But before covering tracking conversions, it is important to understand the terminology that Google uses.



WHAT YOU NEED TO KNOW TO GET STARTED

n first impressions, the Google Analytics platform can seem a little overwhelming – bounce rate, source/medium, and events – all unfamiliar terms if you are new to data analytics.

This section will take you through a rundown of basic GA terms and their definition. This is not an exhaustive list, but a quick-start guide for new users or a refresher for those with an already basic understanding of GA.

SESSIONS

Also known as "Visits", are the individual periods of time that users spend actively engaged on your site. A session includes all activity that is taken in a single visit, i.e. page views, completing goals etc.

USERS

Those that have had at least one session. This includes both new and returning users.

SESSIONS VS. USERS EXPLAINED

Sessions is measured by interactions with a website with a session timed out after 30 minutes of non-activity. If you were to browse a website today, and return to the same website tomorrow, you begin a new session, but you are still the same user. You can be one user but count for multiple sessions.

PAGE VIEWS

The total number of pages viewed. Repeated views of a single page are counted. This is why your page view count will almost always be higher than sessions.



PAGES/SESSION

The average number of pages viewed during a session. Repeated views of a single page are also counted within this metric.

AVG. SESSION DURATION

The average length of a session.

BOUNCE RATE

The percentage of users who have visited your site and left without visiting another page or interacting with your site in any way, regardless of time spent on that initial entrance page; also see Exit Rate.

SOURCE

Is the place users are before arriving on your site, like Google, Facebook or bbc.co.uk for example.

MEDIUM

Describes how users arrived at your site. For example, traffic that comes from a search on Google, Yahoo! or Bing is all grouped as "Organic". If you are running an advertising campaign across various sites, this traffic might be tagged as "Display", although the Source would change depending on which site the user came from. If users come directly to your site, this is identified as (none).

REFERRALS

Are an extension of the Source. External/third party websites that direct traffic to your site are known as "Referrals".

CAMPAIGNS

These are the names of your Adwords or custom advertising campaigns that you have manually tagged to be able to track effectiveness. See Chapter 5 for more information on tagging your inbound traffic.

ALL PAGES

Are the pages visited on your site during all sessions, listed by URL. The Page is displayed according to the URL path following your domain name. So www.yoursite.com/page-content would be displayed in GA as / page-content.



LANDING PAGES

The most popular pages, listed by URL, that users entered your site on. You will tend to find the most popular landing page is normally the homepage, identified in all GA reports as " / "

EXIT PAGES

The last page users visited before leaving the site.

EXIT RATE (% EXIT)

Is the percentage of site visitors who actively click away to a different site from that specific page. Visitors just exited on that specific page.

BOUNCE RATE VS. EXIT RATE EXPLAINED

These two metrics can often be confused. For all page views to a specific page, Exit Rate is the percentage who left a page where this page was the last one in a session. On the other hand, Bounce Rate for a page is based only on sessions that start with that page.

EVENTS

Help you to measure activity that is not captured by the original tracking code and is usually used to track specific actions and on-site interactions such as when a user plays a video, downloads a document or clicks on a button.

The majority of these metrics are tracked automatically by GA "out of the box", and while they are important to understand, on their own they do not tell you the full story on true website performance.

WHAT GA TRACKS AS STANDARD:

- Sessions
- Page views
- Traffic sources
- Geolocation data



WHAT GA CANNOT TRACK:

- Individually identifiable data, i.e. IP address
- Interaction with ads prior to site entry (impressions, CTR etc.)
- Interaction with email prior to site entry (open rate, email bounce rate etc.)

WHEN GA REQUIRES CUSTOM TRACKING SET UP:

- Views on pages that do not have a separate URL, known as "virtual page views"
- Ecommerce transactions
- Video views (plays, pause, complete)
- Interactive elements
- Use of/clicks on buttons
- Internal site search
- Clicks on external links from your site
- Clicks on email 'mailto' links on your site
- Downloads
- Clicks on external links into your site –
 via email campaigns, ad campaigns etc.
- Tracking key interactions as 'goals' within the reports

To fully analyse your website there is some additional set up required to properly track key interactions, goals and conversions. Tracking these key interactions do vary in their set up in terms of difficulty and whether developer time/input is required.

This guide will only cover how to set up and start tracking onsite goals and conversions. Our Intermediate guide starts to cover off some other key interaction elements however if you are looking for more information on tracking the interactions listed above, see this help section from Google Developers on Page Tracking, Event Tracking and Social Interactions, among other more advanced topics.

Being able to set goals and track conversions is where data analytics can really come into its own, moving your marketing from "hit and hope" to being statistically certain whether your strategy is working.



GOALS AND CONVERSIONS

WHAT ARE "GOALS" AND CONVERSIONS?

Before you can look to improve the effectiveness of your marketing efforts and activities, and while there are some basic reports that can be run to point you in the right direction, conversions need to be set and tracked as "Goals" within Google Analytics.

While it is important to understand the basic terms used in GA, on their own they do not tell you the full story on true website performance.

Say for example you were in the initial stages of implementing an email strategy, and one of your objectives was to build your email database. Your newsletter sign up would need to be tracked on your site to be able to tell which channel or external site or tactic was driving the most sign ups.

Generally conversions can be broken down to micro and macro conversions

WHAT ARE MICRO AND MACRO CONVERSIONS?

Macro conversions are those that deliver on the business's main objectives and are the primary desired actions you should be looking for a user to take.

On the other hand, *micro conversions only provide a part of the picture,* one step in the overall conversion journey, but taken in isolation to the overall journey they generally do not drive revenue at their own point of conversion.

In the above example, signing up to join the mailing list is the micro conversion; a purchase or sale that comes further down the line as a result of this sign up is the macro conversion.



Consider the following scenario for an e-commerce customer journey:



Micro conversions, much like your standard GA metrics, only provide part of the picture. They assist in helping the user moving along the path to the eventual sale. Through data analytics we can better understand and establish where these key points lie and create campaigns and individual objectives to prompt them to take the next step.

And while you cannot take micro conversions in isolation at face value, equally you should not do the same for macro conversions either, even though it is the ultimate goal.

Generally speaking, the macro conversion cannot happen without the support of the micro conversions along the way, the points in the customer journey that encourage them to move from a passive user, to being aware of your existence, to establishing an interest, actively considering a purchase and then completing that purchase.

In analysing your data, it is key to analyse all of the steps in your conversion process, looking at both micro and macro conversions.

When setting up your analytics, not every conversion should be tracked as a Goal. In Google Analytics, there are a limited number of Goals you can set up, and some micro conversions can be found through standard reporting methods that you should just be aware of when conducting website analysis.

See below for a sample list of both micro and macro conversions. The points marked as bold are the conversions that you might want to start tracking as Goals within Google Analytics, where applicable.



MICRO CONVERSIONS:

User navigation:

- Viewing a product page
- Entering the checkout process
- Reaching an application form
- Click-through from search results or an ad

Completion-based actions:

- Adding product to basket
- Downloading a brochure or e-book
- Watching a video
- Social action, i.e. following on Twitter, liking a Facebook page, sharing content
- Email newsletter sign up
- Requesting a call back

Engagement-based:

- Time on site over a certain target threshold
- Number of pages viewed above a certain target threshold

MACRO CONVERSIONS

Revenue based

Product order completion

Subscription sign up, e.g. Amazon Prime, Spotify Premium

Member acquisition

Application form completion, e.g. credit card application Sign up, e.g. social media platforms (who in turn make their revenue from users clicking on ads)

Enquiry (for non-ecommerce sites)

Contact form completion

Inbound phone call



SETTING UP GOALS IN GOOGLE ANALYTICS

Now we have gathered an understanding of the different kinds of conversions, it's time to set a plan into action. If you know what your site conversions are, you can use goals to actually measure how often site visitors complete those actions, can measure how well your site is fulfilling your objective and how well your visitors are moving along their journey to become a full customer.

Without this information, it becomes near impossible to evaluate the effectiveness of your website and marketing activities. It's one of our reasons why data analytics is so useful to your business.

UNDERSTANDING GOAL TYPES

There are 4 goal types, summarised below:

Goal Type	Description	Example
Destination	A specific location loads	Thank you for registering! web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

Source: https://support.google.com/analytics/answer/1012040?hl=en

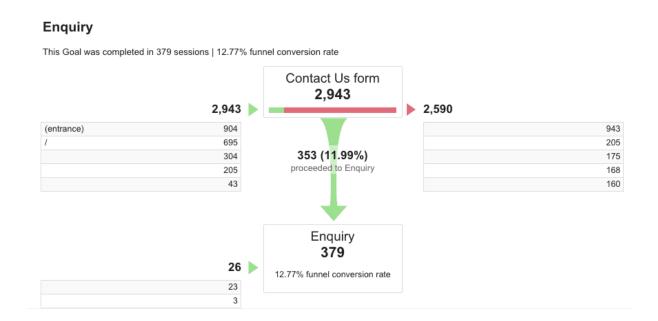
In the case of a destination goal URL, it might also be applicable to apply a goal funnel, where you can specify the exact path you would expect traffic to take. This is a very popular analytics tactic for e-commerce based sites whereby the user might have a few steps to take before actually reaching the destination URL.

What adding a goal funnel does is allows you to see where users enter and exit the specified path on the way to your goal and helps you to identify any problems and optimise the conversion process to minimise drop outs along the way.



The screenshot below is an example of a basic goal funnel as it is shown in GA, where an initial form page is a required step before reaching Contact Form Submission, i.e. the destination URL.

You can see that of the 541 visits to the first step in the funnel [1], 22 users actually went on to submit the contact form [2], 520 users left the page [3] of which 237 left the site altogether [4], returning a conversion rate of just over 4%.



Not every destination goal will require implementation of a funnel like this. If you had the ability to sign up for a newsletter at various points throughout the site, there is no specific path you would expect users to take, therefore a funnel would not be appropriate.

Do you have a list of goals that you want to be able to track on your website?

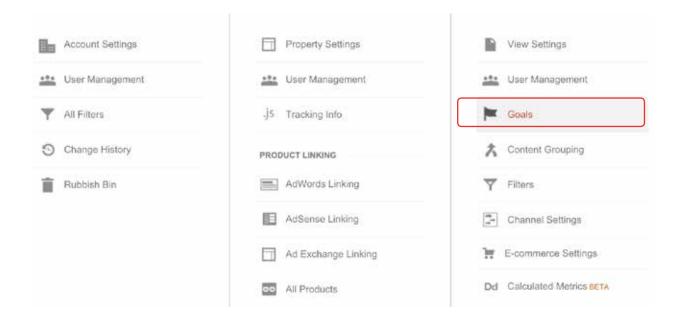


CREATING YOUR GOAL

Sign in to your Google Analytics account, and navigate to the Admin tab at the top of the page:



On the next screen, in the third column under View, select Goals:



On the next screen, select New Goal. When creating your goal, make sure you give it an intuitive and descriptive name, as once your goal is created, this name will be dotted about your reporting in GA. You might forget what *Goal Number 1.2c* actually referred to!

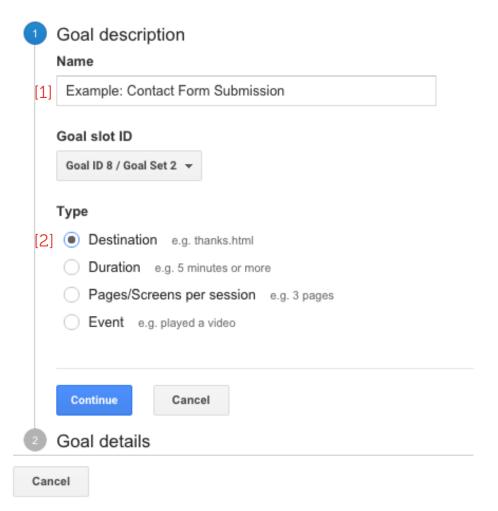
Using the description of goal types mentioned previously to help you, select your goal type of *Destination, Duration, Page/Screens per session* or *Event*.

The *Duration and Page/Screens per session* goals are very straightforward, where a successful conversion is determined simply when the user spends a certain amount of time on the site or views a pre-specified number of pages per session.



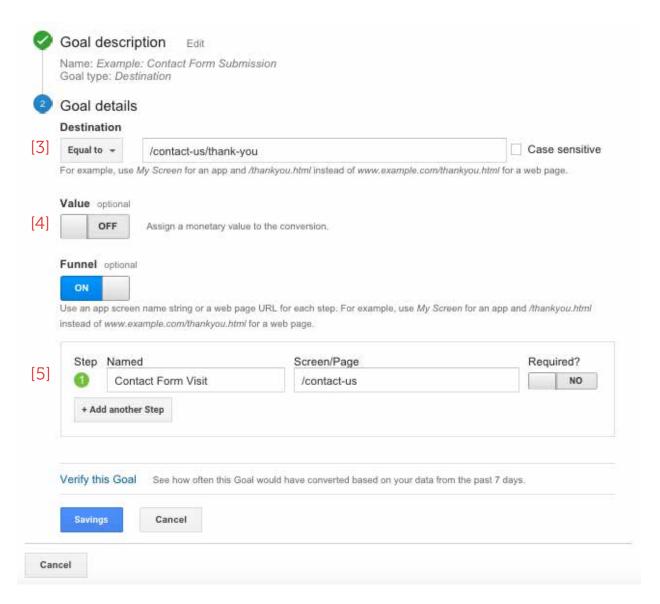
In the case of a *Destination* goal set up, using our previous Contact Form Submission as an example, your steps would look something like this:

- Set the name of the goal [1]
- Select Destination as the type [2]
- Click Continue





- Enter your goal destination URL, i.e. the page that signifies when a user has successfully converted; enter everything after your domain name, including the
 - "/"; e.g. www.yoursite.com/contact-us/thank-you [3]
- Switch the Funnel slider to on [4]
- Name your step(s) and the page URL of that step [5]
- Click Save



You have now successfully set up your goals, and you are ready to start analysing your data!



IDENTIFYING MARKETING ACTIVITY IN GOOGLE ANALYTICS WITH CAMPAIGNS

We've looked at setting up your site with Google Analytics and setting up your goals. But remember back to what GA cannot track out of the box? Specifically this section looks at enabling you to identify incoming traffic from any external marketing activity, such as email newsletters, social media posts or ad campaigns.

Google Analytics on its own can identify a source and medium, but it cannot identify specific activity without a prompt to categorise this activity in a way that can be isolated in GA.

Say for example you had a very specific social media post or newsletter focus highlighting the launch of a new product. How would you be able to tell if your promotion of that product resulted in any conversions?

The answer is by tagging your inbound links with a Campaign name that can then be identified in Google Analytics under Acquisition -> Campaigns -> All Campaigns on your navigation menu. And the good thing about this step is that Google does most of the work for you.



To create a tracking URL that pulls in this information, go to this link for the <u>Google URL Builder</u>. This straightforward form creates custom parameters for your advertising URLs that you can then place on all of your marketing channels and activity.

See below for each field, complete with example data entered for the launch of a new product to be advertised through Facebook:

WEBSITE URL

http://www.yoursite.com

- Campaign Source: Facebook
- Campaign Medium: Social
- Campaign Term (not required)
- Campaign Content (not required)
- Campaign Name: ProductLaunchX
- Generated URL: http://www.yoursite.com/?utm_source=Facebook&utm_medium=Social&utm_campaign=ProductLaunchX

The resultant URL is a little complex, but all you need to do is copy and paste and use the full URL to direct people to your site. In doing so, all website visitors who have clicked on this link will be identified as coming from the ProductLaunchX campaign.

One additional step you might want to take – if for example within ProductLaunchX you had multiple variations of that product, you could then use the Campaign Content parameter in the URL Builder form to differentiate different links or ads within the same campaign.



HOW TO START INTERPRETING YOUR DATA/KEY QUESTIONS TO ASK

A t this point, you have set up your website with analytics, you understand what a session vs. a user is, the bounce rate vs. exit rate, you have managed to set up some goals to track your website conversion points...now what? What does the data actually mean? What do I do with it?

These are all critical, yet common questions to have. The following list of questions and scenarios will help you delve below the surface of data analytics:

ARE USERS ENGAGING WITH MY SITE?

You might be receiving hundred's of visitors to your site every month, but are they actually listening to what you are saying?

Find out if users are engaging with your site by first looking at Pages/ Session, Avg. Session Duration and Bounce Rate:

- If Pages/Session is 1 or 2 in a site with hundreds of pages, this may be a little low
- If your site has a lot of content and interactive elements, but users are only reacting for 30 seconds, again something may not be matching up
- For Bounce Rate, there is no "ideal" per se, but the lower the better; if this number is anywhere above 50-60%, it would show that the majority of users to your site are leaving before engaging with any key elements



If you see this in your site it might mean that:

- Users are not being able to find what they are looking for quickly enough
- Website content is not engaging or interesting
- The call-to-action (CTA) or logical next step in the users website experience is not clear

ARE THERE ANY LONG-TERM TRAFFIC TRENDS?

Another scenario to consider would be if traffic has declined gradually over time. This could possibly indicate a weakening natural search position, i.e. those users who find your site through keywords and phrases.

However it could also indicate an increase in competition, a result of a drop in your overall marketing activity or a general loss of interest in your product or service, among other things. An analysis of all of these factors will be necessary to determine the cause of this.

If you don't know of any external factors that would effect this, i.e. you are doing the same amount of marketing activity, and general interest and market share are relatively constant with previous months, then a good place to look for answers would be in your 'traffic sources' report within Google Analytics.

Is any one traffic medium causing this drop off – for example, organic search? This may indicate that you need to look at optimising your site for search engine optimisation (SEO).

SEO is the technique to establish your site in the search engine rankings. If you have no dedicated SEO strategy, this would be an important tactic to consider building long-term traffic to your site.

If you have a SEO strategy and you still see a drop off, perhaps there has been an adjustment in the search algorithms that have negatively affected your site?



HOW DOES TRAFFIC VOLUME AND TOPLINE PERFORMANCE COMPARE MONTH-ON-MONTH?

To find this out, focus on Sessions and Users during the desired time period vs. the last period.

On your Audience Overview [1], select the date range in the top right [2], and select your starting baseline date range [3] and comparison date range [4], and click apply [5]:

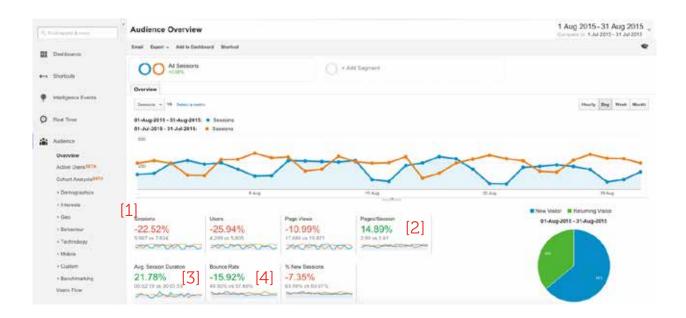


* Analyse similar time periods to ensure accurate comparison data; for example, comparing a 2-week period of traffic to a previous 3-month period of traffic is not a direct comparison; similarly, comparing a Saturday to a Tuesday could have a big difference depending on the weekly traffic trend.

On the resulting screen, you can see all your metrics are now repeated twice for each time period, with the percentage increase calculated for at-a-glance reporting on your topline metrics. Throughout GA, everything will now be compared according to your selected date ranges.



What are you looking for here? Are visitors growing or declining? In the example below you can see that Sessions are down 22% [1], which on initial impressions would be a negative thing. However, all onsite engagement metrics – Pages/Session [2], Avg. Session Duration [3] and Bounce Rate [4] – have all positively increased:



The questions to ask at this point firstly – Why have sessions dropped 22%? What have you done (or stopped doing) recently that would cause this? Have you paused any ad campaigns, or has an ad campaign reached its natural end?

The scenario you see here would be a common result to see on the back of a PPC Display campaign for example. How do we know this?

Display advertising by its nature can direct large amounts of traffic, so it would be normal to see traffic dropping if the campaign was not running anymore. Despite the large volume of traffic however, it is not usually as qualified based on the kind of sites ads appear on, which affects performance of the site in terms of user engagement. Again, to not have this traffic present anymore, it would be natural to see engagement-based metrics to rise.



WHO IS VISITING MY SITE? WHAT CAN I FIND OUT ABOUT THEM?

Remembering that GA cannot track identifiable data, like an IP address or email address of those who visit your site, but there is still a lot to find out that can inform your wider marketing strategy.

For more insight, look at your proportion of new vs. returning visitors and your map overlay / geo-location reports.

First of all are your visitors new or returning? You can find this out on your Audience Overview dashboard, where it is displayed as a pie chart. If you have a high proportion of returning visitors, how can you keep the site current and interesting for them? Or maybe you need to run an ad campaign to get more new visitors if you have a "one time only" kind of product or service.

By finding out which country or city your website users originated from enables you to determine whether you need any modified copy or images for specific audiences. To find your geographical insights, under Audience -> Geo -> Location [1], you will find your map overlay [2], along with a list of countries, cities, continents and sub-continents [3], which are displayed in a table below the fold:





Geographical insights can also dictate advertising campaigns. If for example you were to find out that there is a concentration of users in the Glasgow area, you would know to tailor or target an ad to that region.

WHAT WEBPAGES ARE THE MOST POPULAR? LEAST POPULAR?

Perhaps on your site you have one page that details exactly what your business does or provides. It is probably well written and focused on your unique selling points... but do your website users agree with you?

To find out more on this area, focus on your reports that look at All Pages, Landing Pages, Exit Pages and Bounce Rate, which can all be found under the Behaviour -> Site Content dropdown in your GA navigation menu.

A good starting point would be the top most frequently visited pages as determined by the All Pages report. However, remember that just because a page is visited frequently does not necessarily mean that it also performing well. Alongside the Page view volume, also consider Avg. Session Duration and Bounce Rate. If the bounce rate is high and the time on page is low, there is likely something on the page that is not quite working for the visitor.

On pages that are showing these kinds of characteristics, what can be changed to make these pages more engaging, more accessible or convert better? Does the design need refreshed if users can't find what they need?

Or now that you know what the most frequently visited pages are, can you adjust content on these pages to keep users engaged for even longer? Add a call-to-action if it doesn't already exist?

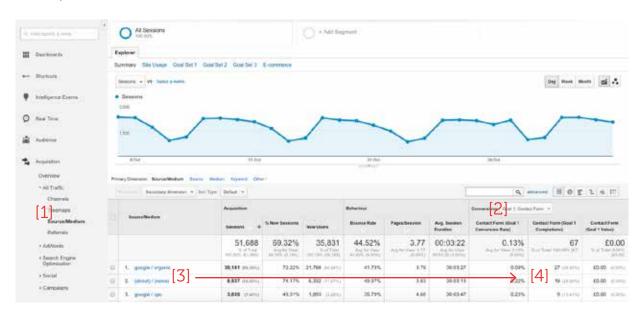
In terms of Landing Pages, in most cases this is going to the homepage, but beyond this, first impressions are key. What opportunities exist on your top landing pages to keep people engaged for longer on the site, to prevent them from turning into a bounce, driving up your bounce rate and lowering overall website performance? Similarly, what content can you change on your top exit pages to positively affect exit rate?



ARE USERS CONVERTING? WHAT ARE THE TOP TRAFFIC SOURCES DRIVING TRAFFIC AND CONVERSIONS TO MY SITE?

In order to correctly optimise your advertising channels and direct spend in the correct areas, matching your conversions to traffic sources is an important report to look at on a regular basis.

In your Google Analytics, go to Acquisition -> All Traffic -> Source/ Medium [1]. On this view, any goals you have set up will appear in a dropdown menu in the conversions column of GA [2]. Here you can analyse the traffic sources [3] that drive the most conversions [4]. See this example below:



From here you can now directly identify the traffic sources that delivered the most number of conversions, and at what rate. *Conversion rate is a percentage calculated by – Goal Completion Volume / Sessions.*

Just because a traffic source returns a high volume of conversions, doesn't necessarily make that source the highest performing. Consider the rate at which those users converted as well, along with how that traffic behaved onsite (Bounce Rate, Pages/Session, Avg. Session Duration – are these metrics ahead or behind the site average?). By using these standard metrics that determine onsite engagement you can use this as an indication as to which source drive the highest quality traffic, and equally the lower quality sources.



To action your data, look at your top conversion rates. Which sources are converting at the highest rate? This could present an opportunity to maximise spend on pay-per-click channels, drive more email traffic, or contact specific referral sites that are sending high quality traffic.

Similarly, what is not working? Which sources are sending high volumes of traffic but not converting that traffic at a satisfactory rate? In this case, you could consider a number of options – reduce spend if paid advertising, adjust targeting parameters if the traffic is of a low quality, or consider a more focused approach to where you direct that traffic on your site.

HOW DO CONVERSIONS PERFORM MONTH-ON-MONTH?

By utilising the steps detailed in the previous example, you should also analyse how your goals convert over time, especially if your product or service is not specific to a particular season or time of the year. If your product is time-dependent, how does your current performance compare to the same period last year? Is this inline with your marketing and business objectives?

If not, use the indicators summarised in the previous section to optimise your marketing activities.



REGULAR REPORTING AND DRAWING REGULAR INSIGHTS

ne of the best things about GA is that it can be tailored towards your individual situation or scenario. Your sign in dashboard can be customised to display at-a-glance what your most important metrics or reports are. You can also set up recurring reports to send you exported data to your email every day/week/month.

While you shouldn't need to sit in front of GA every day for hours on end, it is well worth checking in regularly to stay on top of any immediate issues with your site, and importantly any changes that might impact on your all-important conversions.

One of the most important things is to use the data available to match against your key business objectives and use it to provide key insights that you can take actionable decisions against. If you cannot see what benefit your data has as it relates to your business, perhaps you need to look at GA again.

The depth of data analysis available today means those who do not analyse their data for actionable insights will invariably fall behind those who are able to identify trends, better segment and target their target audience.



USEFUL RESOURCES

The internet has what seems to be an endless list of blogs, websites, guides, sources and influencers, and it can be difficult to know where to turn for reliable information. The following is by no means an exhaustive list but are considered some of the most widely recommended sources on analytics if you are looking to advance your knowledge in the field quickly beyond the basics:

- analytics.blogspot.com
- google.com/support/analytics
- <u>advanced-web-metrics.com/blog</u>
- kaushik.net/avinash
- lunametrics.com/blog
- roirevolution.com/blog

DIGITALBOOST

power up your business

CONTACT YOUR LOCAL BUSINESS GATEWAY OFFICE

Get expert advice on this and a wide range of topics for free at your local Business Gateway office.

bgateway.com/local-offices



GLOSSARY

Avg. session duration

The average length of a session.

Bounce rate

The percentage of users who have visited your site and left without visiting another page or interacting with your site in any way, regardless of time spent on that initial entrance page.

Campaign

These are the names of your Adwords or custom advertising campaigns that you have manually tagged to be able to track effectiveness.

Click through rate

The percentage of users who follow a particular link on an advertisement or link.

Conversion

The point at which a user reaches or completes a particular targeted action.

Conversion funnel

Used to describe a specific journey from an intial visit to completed sale. Commonly used in tracking e-commerce checkout processes.

Conversion rate

The percentage of users who have taken a specific action or reached a specific point (email newsletter, purchase etc.).

Customer lifecycle

The process a user goes through when researching, considering, purchasing, using and maintaining engagement with a particular product, service or brand.

Destination URL

The URL address of the webpage when a user clicks on an ad, or where they end up after filling out a form.

Event

Helps you to measure activity that is not captured by the original tracking code and is usually used to track specific actions and on-site interactions such as when a user plays a video, downloads a document or clicks on a button.

Exit page

The last page users visited before leaving the site.

Exit rate

Is the percentage of site visitors who actively click away to a different site from that specific page. Visitors just exited on that specific page.

Geo-location data

Information that is used to determine where a user's physical location is.

Goal

Goals measure how well your site fulfils target objectives.

Goal funnel

Shows the path your traffic took to get to a specific goal, destination or conversion point.

Goal type (destination)

A specific URL location loads.

Goal type (duration)

Sessions that lasts a specific amount of time.

Goal type (event)

An action defined as an Event (video play, download, button click etc.) is triggered.

Goal type (pages/screens per session)

A user views a specific number of pages.

Google Analytics

The web analytics service that tracks and reports on website traffic.



Google URL builder

Assists in the building of custom URLs for use in ad campaigns to be able to better track and identify incoming traffic.

Impression

The measure of the number of times an ad has been seen or served. Clicking is not taken into account.

IP address

A numerical label assigned to a computer that uses the Internet.

Landing page

The most popular pages listed by URL that users entered your site on. You will tend to find the most popular landing page is normally the homepage, identified in all GA reports as " / ".

KPI

The metric used to evaluate factors relevant to the success of a business, website or ad campaign.

Macro conversion

Those conversions that deliver on the business's main objectives and are the primary desired actions you should be looking for a user to take.

Map overlay

A feature in Google Analytics that allows you to see on a map where in the world traffic to your site comes from.

Medium

Describes how users arrived at your site. For example, traffic that comes from a search on Google, Yahoo! or Bing is all grouped as "Organic". If you are running an advertising campaign across various sites, this traffic might be tagged as "Display", although the Source would change depending on which site the user came from. If users come directly to your site, this is identified as (none).

Micro conversion

Micro conversions provide a part of the overall conversion journey, but taken in isolation to the overall journey they generally do not drive revenue at their own point of conversion.

Pages/session

The average number of pages viewed during a session. Repeated views of a single page are also counted within this metric.

Page view

The total number of pages viewed. Repeated views of a single page are counted. This is why your page view count will almost always be higher than sessions.

Qualitative data

Exploratory research used to gain an understanding and insight into customer problems, motivations and pain points.

Quantitative data

Used to quantify the problems highlighted in qualitative research by way of generating numerical data or data that can be transferred into actionable stats.

Referrals

Are an extension of the Source. External/third party websites that direct traffic to your site are known as "Referrals".

Search algorithms

The computer algorithm that enables search engines to rank the importance of webpages according to relevancy and popularity.

Sessions

Also known as "Visits", are the individual periods of time that users spend actively engaged on your site. A session includes all activity that is taken in a single visit, i.e. page views, completing goals etc.

Source

The place users are before arriving on your site, like Google, Facebook or bbc.co.uk for example.



Tracking ID

The uniquely generated line of code that is placed on every page on your website that enables traffic data to be tracked and recorded in Google Analytics.

User experience

A person's overall experience in using a particular site, product, service or system. It should always be the aim to meet and exceed the needs of the user when it comes to using your platform or process.

User path

The defined journey that a user takes through a site, service or system.

Users

Those that have had at least one session. This includes both new and returning users.

Virtual page view

Is just like a regular page view but are used where content is loaded on a webpage with the reload of that page.

Visitor (new)

A user arriving on a site with no previous Google Analytics cookie data. If a visitor deleted their cookie data and arrived on a site, this will count as a new visitor.

Visitor (returning)

A user returning to a site with existing Google Analytics cookies data from a previous session.

