MEDIA INSTITUTE



Google Analytics

How to Quantify Your Website's Success

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Co-founder and Lead Instructor of the <u>JB Media Institute</u> President of <u>Creative Original, Inc</u>.



Google Analytics

Universal Analytics

This is what most people are familiar with. Visit the <u>website</u>. **Google Analytics 4 - GA4**

This is the newly launched version of GA. Learn more about the <u>next generation of Google tracking</u>.

Google Analytics Academy

Learn Google Analytics and get certified for free. <u>Sign up here</u>. Google Analytics Blog

Product announcements are shared regularly. <u>Read more</u>.





Universal Analytics



Universal Analytics

Real Time - See what is happening on your website in the moment.
 Audience - Learn where people are coming from, how many people (aka users) per month are visiting the site, what devices they use to access your site. A programmer can adjust the code to collect new information.

3. Acquisition - Where do the people who visit your site come from? Organic search, paid ads (aka Adwords), links on other sites, social media? Do they type your website address into the browser?

4. Behavior - How do people on your site behave? Do they visit more than once? How long do they stay on average? How pages do most people visit? Which content is the most popular?
5. Conversions - Create Goals that allow you to see if the people visiting your site are completing the most important calls to action. Are they signing up for your event, completing your contact form, buying a product or reading a particular page?



4 Main Sections of Analytics

Date Ranges

The dates can always be changed or used to compare time frames in the upper right. View All Data

You are always able to display more data than what they are showing. Use the drop down in the lower right to control how much data you see on a page. View Various Reports

Adjust reports to show hourly, daily, weekly, or monthly data. You can also create reports with different segments highlighted.



Audience

Overview - Users is the most accurate for knowing the # of people on your site.

Mobile > Overview - Devices Find out how important mobile traffic is to your site.

Demographics and Interests - are advertising sections that must be enabled.

Geo > Locations - locations, compare states and countries

Behavior - Understand the relationship between New and Returning Visitors and confirm Engagement levels

Real Time Overview

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HomeCustomization	Overview		Create Shortcut BETA
REPORTS	Right now	Pageviews Per minute	Per second
S Realtime		reinninde	
Overview	206	15	1.5
Locations	200		_
Traffic Sources	active users on site	10	> 1
Content	MOBILE DESKTOP [2%]		
Events	98%	5	0.5
Conversions		-26 min -21 min -16 min -11 min -6 min	-1 -1 -min* -60 sec -45 sec -30 sec -15 sec
Audience	Top Referrals:	Top Active Pages:	
≻ Acquisition	Source Active Users	↓ Active Page	Active Users 🗸
Behavior	There is no data for this view.	1. /Google+Redesign/Lifestyle/Bags 2. /Google+Redesign/Lifestyle/Drinkware	2 33.33% 1 16.67%
	Top Social Traffic:	3. /basket.html	1 16.67%
Conversions	Source Active Users	↓ 4. /myaccount.html?mode=billingaddress	1 16.67%
	There is no data for this view.	5. /store.html?tpt=theme1_en&Brand=Google	1 16.67%
	Top Keywords:		
	Keyword Active Users	↓ Top Locations:	
	There is no data for this view.		
C Attribution BETA			
 Attribution BETA Discover 			

Audience Overview



Demographics and Interests



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Interests and Demographics

You must have a Google Ads account and meet other requirements in order to activate this in your account.

<u>Learn how to set this feature up and connect</u> <u>your Google Ads account.</u>



Geo Locations



Behavior Engagement

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ft Home	Engagement 🦻			🗟 SAVE 🕁 EXPORT < SHARE 🛛 🗭 INSIGHTS
Customization	All Users 100.00% Users (100.00% Sessions) + Add S	Segment		Oct 29, 2020 - Nov 4, 2020 -
Realtime	Distribution			
- Audience	Session Duration Bucket Page Depth			
Overview	Sessions		Pageviews	
Active Users	17,547		82,134	
Lifetime Value ^{BETA}	% of Total: 100.00% (17,547)		% of Total: 100.00% (82,134)	
Cohort Analysis BETA	Session Duration Bucket 🕜	Sessions 💿	Deserter O	
Audiences	0-10 seconds	9,014	Pageviews ?	
Demographics	11-30 seconds	1,502	4,034	
▶ Interests	31-60 seconds	1,179	4,272	
	61-180 seconds	2,340	14,045	
• Geo	181-600 seconds	1,980	19,093	
▼ Behavior	601-1800 seconds	1,183	19,681	
New vs Returning	1801+ seconds	349	11,178	
Frequency & Recency				This report was generated on 11/6/20 at 12:00:30 AM - Refresh Report
Engagement				
Session Quality		© 2020 Google Analytics Home Term	s of Service Privacy Policy Send Feedback	
Conversion Probability BETA				
Technology				
Mobile				
Cross Device BETA				
Custom				
 Benchmarking 				
-				
Users Flow				
Acquisition				
2 Attribution BETA				
Q Discover				
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Mobile Overview

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A Home	Overview 🥏							SAVE	🕁 EXPORT < SHARE	edit 🖉 insights
Customization REPORTS	All Users 100.00% Users	O + Add	Segment						Oct :	29, 2020 - Nov 4, 2020 👻
Realtime	Explorer									
- 💄 Audience	Summary Site Usage Goal Set 1	Ecommerce								
Overview Active Users Lifetime Value ^{BETA} Cohort Analysis Audiences Demographics Interests Geo Behavior Technology	Vs. Select a metric Users Users Users Users Users Users Users Vs. Select a metric Users Vs. Select a metric Secondary dimension Secondary dimensio	Oct 30 Fort Type: Default *	Oct 31		Nov 1		Nov 2		Nov 3	y Week Month 2
Overview	Device Category	Acquisition			Behavior			Conversions eCommerce	•	
Devices		Users ? 🗸 🗸	New Users ③	Sessions	Bounce Rate (2)	Pages / Session 🕜	Avg. Session Duration 📀	Transactions	Revenue 🕐	Ecommerce Conversion Rate
 Cross Device BETA Custom 		14,577 % of Total: 100.00% (14,577)	12,565 % of Total: 100.09% (12,554)	17,547 % of Total: 100.00% (17,547)	47.30% Avg for View: 47.30% (0.00%)	4.68 Avg for View: 4.68 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)	16 % of Total: 100.00% (16)	\$1,166.15 % of Total: 100.00% (\$1,166.15)	0.09% Avg for View: 0.09% (0.00%)
Benchmarking	1. desktop	11,154 (76.04%)	9,264 (73.73%)	13,569 (77.33%)	45.13%	4.94	00:03:24	7 (43.75%)	\$787.40 (67.52%)	0.05%
Users Flow	2. mobile	3,339 (22.76%)	3,143 (25.01%)	3,793 (21.62%)	54.50%	3.80	00:01:49	9 (56.25%)	\$378.75 (32.48%)	0.24%
🕨 🎦 Acquisition	C 3. tablet	175 (1.19%)	158 (1.26%)	185 (1.05%)	58.38%	3.70	00:01:49	0 (0.00%)	\$0.00 (0.00%)	0.00%
🕨 📰 Behavior									Show rows: 10 🗸	Go to: 1 1 - 3 of 3 < >
Conversions								Tł	is report was generated on 11/5	5/20 at 11:45:39 PM - Refresh Report

- 2. Attribution BETA
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Acquisition

Overview - Review your top channels.

All Traffic > Channels - Review Direct, Referral, Organic Search, Social traffic, etc.

All Traffic > Referrals - See what sites are sending you traffic and how much.

Social - Tracks social related traffic in more detail.

Search Console - Review Queries to see average rankings and Landing Pages to see the performance of SEO content. This content streams from the Google Search Console.

Acquisition Overview



All Traffic Channels

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A Home	Channels 🥏							SAVE 🛃	export < share	🖍 EDIT 🛛 🚳 INSIGHTS
REPORTS	All Users 100.00% Users	O + Add	Segment						Oct 29	9, 2020 - Nov 4, 2020 👻
Realtime	Explorer									
Audience	Summary Site Usage Goal Set 1	Ecommerce								
- 🎦 Acquisition	Users - VS. Select a metric								Day	Week Month 🚄 🔒
Overview	Users									
▼ All Traffic	3,000									
Channels										
Treemaps	2,000			-						
Source/Medium	1,000									
Referrals		Oct 30	Oct 31		Nov 1		Nov 2	Nov	13	Nov 4
Google Ads		04.00	0001		*		1107.2			
Search Console	Primary Dimension: Default Channel Groupin	ng 🔻 Source / Medium Source Medi	um Other =							
 Social 	Plot Rows Secondary dimension 👻 S	Sort Type: Default 🔻							advanced	I O E % & III
▶ Campaigns		Acquisition			Behavior			Conversions eCommerce 🔻		
Behavior Conversions	Default Channel Grouping	Users 🕐 🗸	New Users 🕜	Sessions	Bounce Rate 3	Pages / Session ?	Avg. Session Duration ③	Ecommerce Conversion Rate	Transactions	Revenue
L= Conversions		14,577 % of Total: 100.00% (14,577)	12,565 % of Total: 100.09% (12,554)	17,547 % of Total: 100.00% (17,547)	47.30% Avg for View: 47.30% (0.00%)	4.68 Avg for View: 4.68 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)	0.09% Avg for View: 0.09% (0.00%)	16 % of Total: 100.00% (16)	\$1,166.15 % of Total: 100.00% (\$1,166.15)
	D 1. Direct	12,000 (81.15%)	10,984 (87.42%)	13,995 (79.76%)	48.14%	4.49	00:02:51	0.09%	13 (81.25%)	\$975.65 (83.66%)
	2. (Other)	1,072 (7.25%)	651 (5.18%)	1,391 (7.93%)	28.04%	6.33	00:04:52	0.22%	3 (18.75%)	\$190.50 (16.34%)
	3. Display	646 (4.37%)	598 (4.76%)	727 (4.14%)	77.99%	2.55	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
	4. Affiliates	394 (2.66%)	331 (2.63%)	482 (2.75%)	62.24%	2.39	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
	5. Organic Search	363 (2.45%)	0 (0.00%)	518 (2.95%)	37.07%	6.54	00:04:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	6. Referral	283 (1.91%)	0 (0.00%)	400 (2.28%)	24.75%	9.89	00:06:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
°2, Attribution BETA	7. Paid Search	24 (0.16%)	1 (0.01%)	29 (0.17%)	41.38%	4.55	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
0	8. Social	5 (0.03%)	0 (0.00%)	5 (0.03%)	40.00%	2.20	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
Q Discover										

Search Console

A Home	Queries					
 Customization 	Google Search: Top 1,000 daily Landing Pages.				SAVE 🕁 I	EXPORT < SHARE / EDIT 🐼 INSIGH
REPORTS	All Users 100.00% Clicks	+ Add Segment				Oct 29, 2020 - Nov 4, 2020 -
C Realtime	100.00% Clicks	U mar dig				
Audience	Explorer					
	Clicks - VS. Select a metric					Day Week Month 🔬 🕄
 Acquisition 	• Clicks					
Overview	1,000					
Ill Traffic	•					
▶ Google Ads	500					
 Search Console Landing Pages 						
Countries	Oct 30	Oct 31	Nov	1	Nov 2 Nov	v 3 Nov 4
Countries				T		
Devices						
Devices	Primary Dimension: Search Query					
Devices Queries > Social	Primary Dimension: Search Query Secondary dimension *					Q advanced ⊞ ⊕ Ξ ≵ ⊛ iiii
Queries		Clicks 🕥	↓ Impressions (CTR 0	Q advanced Ⅲ ● Ξ T ⊕ Ⅲ Average Position 0
Queries Social	Secondary dimension 👻		2,192	246,424	0.899	Average Position 0
Queries • Social • Campaigns I Behavior	Secondary dimension Search Query		2,192 otal: 60.50% (3,623)	% of Total: 81.93% (300,777)	0.899 Avg for View: 1.20% (-26.151	Average Position (*) % %) Avg for View: 19 (-1.78
Queries • Social • Campaigns I Behavior	Secondary dimension Search Query 1. youtube merchandise		2,192 tal: 60.50% (3,623) 156 (7,12%)	% of Total: 81.93% (300,777) 707 (0.29%)	0.899 Avg for View: 1.20% (26.15) 22.07	Average Position Average Posi
Queries	Secondary dimension Search Query 1. youtube merchandise 2. google merchandise store		2,192 tral: 60.50% (3,623) 156 (7.12%) 121 (5.52%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%)	0.899 Avg for View: 1.20% (-22.5% 22.07 4.14	Average Position Average Posi
Queries	Search Query Search Query Search Query Search Query Search Addise Search Addise Store Search Addise St		2,192 stal: 60.50% (3,623) 156 (7,12%) 121 (5.52%) 101 (4,61%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%) 723 (0.29%)	0.899 Avg for View: 1.20% (26.15 22.07 4.14 13.97	Average Position 1 % 1 %) Avg for View: 19 (1.72) %% 1 %% 1 %% 1 %% 1 %% 1 %% 1 %% 1 %% 1 %% 1 %% 1 %% 1
Queries • Social • Campaigns I Behavior	Secondary dimension Search Query Search Query Search Query Search andise Secondary dimension Secondary		2,192 tral: 60.50% (3,623) 156 (7,12%) 121 (5,52%) 101 (4,61%) 82 (3,74%)	% of Total: 81.93% (300,777) 707 (0,29%) 2,925 (1,19%) 723 (0,29%) 364 (0.15%)	0.899 Avg for View: 1.20% (-22.5% 22.07 4.14	Average Position Image: Control of the second
Queries	Secondary dimension Search Query Search Query Search Query Search Query Search andise Secondary dimension Secondary dime		2,192 vtal: 60.50% (3,623) 156 (7,12%) 121 (5,52%) 101 (4,61%) 82 (3,74%) 55 (2,51%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%) 723 (0.29%) 364 (0.15%) 573 (0.23%)	0.89 Avg for View: 1.20% (26.15) 4.14 13.97 22.53 9.60	Average Position Image: Control of the second
Queries	Search Query Search Query Search Query Search Query Search Query Search andise Search andise Search Se		2,192 156 7.12% 121 (5.52%) 101 (4.61%) 55 (2.51%) 49 (2.24%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%) 723 (0.29%) 364 (0.15%) 573 (0.23%) 45,863 (18.41%)	0.89 Avg for View: 1.20% (26.15 22.07 4.14 13.97 22.53 9.60 0.11	Average Position Image: Control of the second
Queries	Secondary dimension Search Query Search Query Search Query Search Query Search Addise Search Addise Search Addise Search Sear		2,192 btal: 60.50% (2,623) 156 (7,12%) 101 (4,61%) 82 (3,74%) 49 (2,24%) 49 (2,24%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%) 723 (0.29%) 364 (0.15%) 573 (0.23%) 45,363 (18.41%) 322 (0.13%)	0,899 Avg for View: 1.20% (26.15* 22.07 4.14 13.97 22.53 9.60 0.11 15.22	Average Position Image: Control of the second
Queries • Social • Campaigns I Behavior	Search Query Search Query Search Query Search Query Search Query Search andise Search andise Search Se		2,192 156 7.12% 121 (5.52%) 101 (4.61%) 55 (2.51%) 49 (2.24%)	% of Total: 81.93% (300,777) 707 (0.29%) 2,925 (1.19%) 723 (0.29%) 364 (0.15%) 573 (0.23%) 45,863 (18.41%)	0.89 Avg for View: 1.20% (26.15 22.07 4.14 13.97 22.53 9.60 0.11	Average Position Image: Control of the second

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Social Network Referrals

A Home	Overview			Oct 29, 2020 - Nov 4, 2020 -
+ Customization	Add to Dashboard Shortcut		This report is based on 100% of session	ns. Learn more Greater precision 👻 🌀 Insights(7)
C Realtime	Conversion:			
Audience	All -			
> Acquisition	% of sessions: 100.00%			
Overview All Traffic 	Overview Social Value			
 Google Ads 				
 Search Console 	-	2,148 (\$1,166.15) Conversions		
▼ Social			Sessions: 17,547	
Overview			Sessions via Social Referral; 5	
Network Referrals				
Landing Pages			Conversions: 2,148	
Conversions		O (\$0.00) Contributed Social Conversions	Contributed Social Conversions: 0	
Plugins	e	0 (\$0.00)	Last Interaction Social Conversions: 0	
Users Flow		Last Interaction Social Conversions		
Campaigns				
Behavior	Social Sources	Social Network		Sessions % Sessions
Conversions	Social Network	1. YouTube		3 60.00%
	Pages	2. Google Groups		1 20.00%
	Shared URL	3. LinkedIn		1 20.00%
	Social Plugins Social Network	_		view full repo
		© 2020 Google Analytics Home Terms of Service Pr	ivacy Policy Send Feedback	

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Social Users Flow

Home					
Customization	Social Users Flow				Oct 29, 2020 - Nov 4, 2020 -
DRTS	Level of Detail v Export v				S Insights(7)
Realtime	All Users	+ Add Segment			
	All Users 100.00% Sessions	O + Add Segment			
Audience					
Acquisition	Social Network	Starting pages 5 sessions, 3 drop-offs	1st Interaction 2 sessions, 0 drop-offs	2nd Interaction S 2 sessions, 2 drop-offs	
Overview	YouTube	asearch.html	accessoriesc+play+pin	basket.html	
All Traffic				n in the second s	
Google Ads	+				
Search Console					
 Social 					
Overview		light traffic through here asket.html	new/quickview	google+redesign/new	
Network Referrals		only this segment		0	
Landing Pages					
Conversions					
Plugins					
Users Flow		google+redesign/new			
Campaigns					
ehavior	Google Groups				
onversions					
		google+redend/youtube			
		0			
	LinkedIn				
ttribution BETA		home 1			
		4			
iscover					

Behavior

Site Content - Review the Content Drilldown to see your most popular pages. Landing pages and Exit pages also show you where people enter and leave the site.

Site Speed - Helps ensure that your site load time for various pages is appropriate. Read suggestions if possible and review with your designer or developer.

You can also use Google Pagespeed Insights: <u>https://developers.google.com/speed/pagespeed/insights/</u>

Sitespeed

	unts > Google Merchandise St ster View - Q Try searching "Any anomalies in ses	sions this month?"		A :: @ : 👹
A Home	Site Speed Overview 🤡		8	SAVE 🛃 EXPORT < SHARE 🛛 🏹 INSIGHTS
 Customization REPORTS 	All Users + Add Ser	gment		Oct 29, 2020 - Nov 4, 2020 -
Realtime	Overview			
Audience	Avg. Page Load Time (sec) + VS. Select a metric			Hourly Day Week Month
+ 🎦 Acquisition	Avg. Page Load Time (sec)			
- E Behavior	6			
Overview Behavior Flow > Site Content	2			
▼ Site Speed	Oct 30	Oct 31 Nov 1	Nov 2	Nov 3 Nov 4
Overview Page Timings	975 of pageviews sent page load sample			
Speed Suggestions User Timings > Site Search > Events	Avg. Page Load Time (sec) 3.50 0.04 0.02 4vg. Redirection Time (sec) 0.02	Avg. Server Response Time (sec) 0.05 4vg. Server Response Time (sec) 0.71 0.1	age Download Time	
Publisher	Site Speed	Browser		Avg. Page Load Time (sec)
Experiments	Browser	 1. Safari 		3.01
Conversions	Country	2. Chrome		3.54
	Page	3. Firefox 4. Android Webview		3.96
		5. Mozilla Compatible Agent		4.20
		6. Edge		5.42
		7. Samsung Internet		5.77
				view full report
			This re	eport was generated on 11/6/20 at 12:15:08 AM - Refresh Report
2, Attribution BETA				
Q Discover		© 2020 Google Analytics Home Terms of Service Privacy P	olicy Send Feedback	
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Site Content

A Home	Content Drilldown 🥏				🗃 SAVE 🛃 EXPORT	< SHARE 🎤 EDIT 🛛 🏹 INSIGHTS
Customization REPORTS	All Users 100.00% Pageviews	+ Add Segment				Oct 29, 2020 - Nov 4, 2020 -
C Realtime	Explorer					
Audience	Pageviews - VS. Select a metric					Day Week Month 🗹 🔒
> Acquisition	Pageviews					
Behavior	1 5:000					
Overview	10.000					
Behavior Flow						
▼ Site Content	5,000					
All Pages	Oct 30	Oct 31	Nov 1	Nov 2	Nov 3	Nov 4
Content Drilldown	Primary Dimension: Page path level 1 Page					
Landing Pages						
	Secondary dimension * Sort Type: Default *					
Exit Pages	Secondary dimension 👻 Sort Type: Default 💌					advanced
Site Speed	Secondary dimension Sort Type: Default Page path level 1		ique Pageviews 🕜	Avg. Time on Page 📀	Bounce Rate ?	% Exit
 Site Speed Site Search 		Pageviews ○ Un 82,134 % of Total: 100.00% (82,134)	ique Pageviews	Avg. Time on Page 00:00:50 Avg for View: 00:00:50 (0.00%)		
Site Speed		82,134	51,885	00:00:50	Bounce Rate ? 47.30%	% Exit 21.36% Avg for View: 21.36% (0.00%)
 Site Speed Site Search Events 	Page path level 1	82,134 % of Total: 100.00% (82,134)	51,885 % of Total: 100.00% (51,885)	00:00:50 Avg for View: 00:00:50 (0.00%)	Bounce Rate	s Exit ○ 21.36% Avg for View: 21.36% (0.00%) 15.728
 Site Speed Site Search Events Publisher Experiments 	Page path level 1	82,134 % of Total: 100.00% (82,134) 49,019 (59.68%)	51,885 % of Total: 100.00% (51,885) 29,791 (57,42%)	00:00:50 Avg for View: 00:00:50 (0:00%) 00:00:42	Bounce Rate 47.30% Arg for View.47.30% (0.50%) 46.54%	S Exit 0 21.36% Avg for View: 21.36% (0.00%) 15.729 44.139
 Site Speed Site Search Events Publisher Experiments 	Page path level 1 I. /google+redesign/ 2. /home	82,134 % of Total: 100.00% (82,134) 49,019 (59.68%) 13,208 (16.08%)	51,885 % of Total: 100.00% (51,885) 29,791 (57.42%) 10,798 (20.81%)	00:00:50 Avg for View: 00:00:50 (0.00%) 00:00:42 00:01:28	Bounce Rate • 47.30% Ang for View. 47.30% (0.00%) 46.54% 48.25%	* Exit 0 21.36% Avg for View: 21.36% (0.00%) 15.723 44.133 30.223
 > Site Speed > Site Search > Events > Publisher Experiments 	Page path level 1	82,134 % of Total: 100.00% (82,134) 49,019 (59.68%) 13,208 (16.08%) 4,560 (5.55%)	51,885 % of Total: 100.00% (51,885) 29,791 (57,42%) 10,798 (20,81%) 2,328 (4,49%)	00:00:50 Avg for View: 00:00:50 (0:00%) 00:00:42 00:01:28 00:01:26	Bounce Rate 47.30% Ang for View: 47.30% 46.54% 48.25% 37.05%	▶ Exit ○ 21.36% Avg for View: 21.36% (0.00%) 15.723 44.133 30.223 15.123
 > Site Speed > Site Search > Events > Publisher Experiments 	Page publicerel 1 Page publicerel 1	82,134 % of Total: 100.00% (82,134) 49,019 (59.68%) 13,208 (16.08%) 4,560 (5.55%) 3,610 (4.40%)	51,885 % of Total: 100.00% (51.885) 29,791 (57.42%) 10,798 (20.81%) 2,328 (4.49%) 2,096 (4.04%)	00:00:50 Avg for View: 00:00:50 (0.00%) 00:00:42 00:01:28 00:01:26 00:00:53	Bounce Rate 47.30% Avg for View.47.30% (0.00%) 46.54% 48.25% 37.05% 41.03%	N Exit 21.36% Avg for View: 21.36% Avg for View: 21.36% 15.723 44.133 30.229 15.123 3.643
 Site Speed Site Search Events Publisher Experiments 	Page publievel 1 1. /google+redesign/ 2. /home 3. /basket.html 4. /store.html 5. /store.html/	82,134 % of Total: 100.00% (82,134) 49,019 (59,68%) 13,208 (16.08%) 4,560 (5.55%) 3,610 (4.40%) 3,404 (4.14%)	51,885 % of Total: 100.00% (51.885) 29,791 (57.42%) 10,798 (20.81%) 2,328 (4.49%) 2,096 (4.04%) 786 (1.51%)	00:00:50 Avg for View. 60:00:30 (0:00%) 00:01:28 00:01:28 00:00:53 00:00:53	Bounce Rate	* Exit 21.36% Arg for View: 21.36% Arg for View: 21.36% 15.729 44.133 30.229 15.129 3.649 21.189
 Site Speed Site Search Events Publisher Experiments 	Page path level 1 1. /google+redesign/ 2. /home 3. /basket.html 4. /store.html 5. /store.html/ 6. /signin.html	82,134 % of Total: 100.00% (82,134) 49,019 (59,68%) 13,208 (16.08%) 4,560 (5.55%) 3,610 (4.40%) 3,404 (4.14%) 2,252 (2.74%)	51,885 % of Total: 100.00% (\$1.388) 29,791 (\$7.42%) 10,798 (20.81%) 2,328 (4.4%) 2,096 (4.4%) 2,096 (4.4%) 786 (1.51%) 1,799 (3.4%)	00:00:50 Avg for View: 60:00:30 (0:00%) 00:00:42 00:01:28 00:01:26 00:00:51	Bounce Rate	* Exit 21.36% Avg for View: 21.36% (0.00%) 44.133 30.223 15.123 3.643 21.189 25.509
 Site Search Site Search Events Publisher Experiments 	Page path level 1 1. /google+redesign/ 2. /home 3. /basket.html 4. /store.html 5. /store.html 6. /signin.html 7. /asearch.html	82,134 % of total: 100.00% (82,134) 49,019 (59.68%) 13,208 (16.08%) 4,560 (5.55%) 3,610 (4.40%) 3,404 (4.14%) 2,252 (2.74%) 1,506 (1.83%)	51,885 % of Total: 100.00% (51.888) 29,791 (57.42%) 10,798 (20.81%) 2,328 (4.4%) 2,096 (4.0%) 2,096 (151%) 786 (151%) 1,799 (3.47%) 1,029 (198%)	00:00:50 Avg for View: 60:00:30 (0:00%) 00:00:42 00:01:28 00:01:26 00:00:53 00:00:21 00:00:54 00:00:53	Bounce Rate	★ Exit 21.36% Avg for View 21.36% (0.00%) 15.723 44.133 30.224 15.123 3.649 21.189 25.509 49.603

This report was generated on 11/6/20 at 12:14:58 AM - Refresh Report

🏟 Admin



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

Funnels <u>https://neilpatel.com/blog/ga-conversion-funnels-video/</u>

Ecommerce

https://support.google.com/analytics/answer/1009612?hl=en Requires additional coding on the website.

Conversions Overview

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Ecommerce

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2. Attribution BETA

Q Discover

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UTM Codes

If more detailed tracking is important to your organization adding UTM codes to various campaigns and content is extremely useful.

Learn more about UTM codes and Google Analytics.

"UTMs are codes made up of letters and characters that are added to the end of regular URLs. They are designed to tell Google Analytics (as well as other analytics tools) more information about the link, and which marketing campaign the link relates to.

UTM codes are made up of what we call "parameters." These are the tags that you add to a URL which together communicate to Google Analytics detailed information about the URL. When a user clicks a tagged URL, the tags are automatically sent back to your website's Google Analytics profile."





Google Analytics 4



The NEW Google Analytics 4

Universal Analytics

If you have Universal Analytics you can still add GA4.

Google Analytics 4 - GA4

Watch this video to <u>set up GA4</u>. If you are using Google Tag Manager <u>watch this video</u>.



Why Google Analytics 4?

What makes GA4 different? How is Google changing the nature of tracking and reporting?

Key areas of consideration:

- 1. Privacy & Security
- 2. Laws & Legislation
- **3**. Cross platform experience

Integrated reporting

More and more, people expect to interact with businesses however is most convenient for them – for example, researching a product on their phone and then purchasing it later on their computer. Getting insight into these user journeys is critical for you to predict your customers' needs and provide great experiences. This is why the latest Analytics experience is built to handle your various data streams.

Full reporting across devices

Users often switch devices or profiles as they interact with your website. The latest Analytics experience can de-duplicate users across data from different devices. This means Analytics can measure a single user journey across devices based on the best available user identifiers. You can use Google's signed-in data, bring your own identifier for signed-in users, or seamlessly use both, and Analytics will always choose the best available option for each situation.






Integrated reporting and analysis

Given the many different ways people interact with your business, you need flexible tools to make sense of many streams of data. The latest Google Analytics experience can seamlessly and intelligently combine all your data streams to report key insights unique to your business.

You can even go beyond pre-defined reports with the Explorations tool, which gives you new and more flexible ways to examine your data.

Unified web and app reporting

The latest Analytics experience can add value to your business if you only have a website, or you only have an app. But if you have both, it can give you insight into cross-platform journeys.

This experience allows you to measure apps and websites together across all reports for the first time in Analytics.





	Universal Analytics properties	Google Analytics 4 properties
Measurement	Session-based data model	Flexible event-based data model
Reporting	Limited cross-device and cross- platform reporting	Full cross-device and cross- platform reporting
Automation	Limited automation	Machine learning throughout to improve and simplify insight discovery



Some more key differences





An audience is a set of users you define based on different attributes that are important to your business — for example, fans of sports and travel, people shopping for cars, or users who have already engaged with your company's products or services.

With GA4 properties, it's easy to create new audiences, and you have more options when defining and segmenting your audiences.

If your business creates IDs for signed-in users, GA4 properties allow you to use this data when building audiences. You can now define your audiences based on IDs sent to Analytics to create audiences based on signed-in users.

Advanced features available to all Analytics accounts

Several powerful features are available to everyone using the latest Google Analytics experience. These include:

- **Explorations:** Interpret your data with greater freedom using the Explorations tool. Use a variety of techniques, like funnel exploration, path exploration, and free form exploration to uncover insights.
- BigQuery Export: Export your Analytics data to BigQuery so you can securely store your data in the cloud, combine it with data from other sources, and run queries across all your data sets. Or move your data to any other system where you want to use it.







The session-based model

In UA properties, Analytics groups data into *sessions*, and these sessions are the foundation of all reporting. A session is a group of user interactions with your website that take place within a given time frame.

During a session, Analytics collects and stores user interactions, such as pageviews, events, and eCommerce transactions, as hits. A single session can contain multiple hits, depending on how a user interacts with your website.

The event-based model

In GA4 properties, you can still see session data, but Analytics collects and stores user interactions with your website or app as *events*. Events provide insight on what's happening in your website or app, such as pageviews, button clicks, user actions, or system events.

Events can collect and send pieces of information that more fully specify the action the user took or add further context to the event or user. This information could include things like the value of purchase, the title of the page a user visited, or the geographic location of the user.





Key takeaways

- With GA4 properties, it's easy to create new audiences, and you have more options when defining and segmenting these audiences.
- GA4 properties collect and store user interactions with your business as events instead of sessions. This allows Analytics to be more flexible and scalable, and to perform more custom calculations, faster.
- GA4 properties combine the use of several different user identity spaces. This gives better insight into user journeys, with more robust cross-device and cross-platform data and reporting that reflects de-duplicated users.



"With the push for user privacy, it's becoming increasingly difficult to track users as they travel across multiple platforms, using multiple devices.

GA4 is a forward-thinking solution using enhanced machine learning techniques to help fill in the missing data gap. Creating a single user journey for all data linked to the same identity." <u>https://www.searchenginejournal.com/google-analytics-4-guide/407452/</u>

"It promises to be the future of analytics, with cross-platform tracking, AI-driven data, and privacy-centric design." <u>https://cxl.com/blog/google-analytics-4/</u>



When you first log in Your home page report will quickly answer:

- Where do new users come from?
- What are your top-performing campaigns?
- Which pages and screens get the most views?





• Click View user snapshot in the top right corner of the Realtime report to see a literal snapshot for a single user.

USER

EVENTS

 This includes information about the user's device, location, and real-time engagement with the site/app through events triggered.





Life Cycle reporting mirrors the funnel of acquiring, engaging, monetizing, and retaining users.





While default reports help you monitor key business metrics, the GA4 Analysis Hub gives you access to several advanced techniques and a template gallery that isn't available anywhere else.





<u>The focus in GA4 is very much on users, with each interaction labeled as an event</u>. This means sessions and pageviews are now events. For instance, a *page_view* event contains the parameters *page_location*, *page_referrer*, and *page_title*.

Events in GA4 are grouped into four categories:

- 1. Automatically collected events. Events that are automatically tracked after installing the GA4 base code. These include initial actions, such as *page_view*, *session_start*, and *first_visit*.
- 2. Enhanced measurement events. Automatically collected events such as scrolls, site search, video engagement, and outbound clicks that can be enabled or disabled to suit your website or app. These allow you to go deeper than page views to measure user behavior and content success.
- 3. **Recommended events.** Events that Google recommends you set up based on your industry. For example, recommended events for ecommerce stores include *add_to_cart*, *purchase*, and *begin_checkout*.
- 4. **Custom events.** Events and parameters that you can set up yourself depending on your needs. For example, if you run an ecommerce store, you might decide to set up an error event after *begin_checkout* to see what users do when they face an error. Their activity can then be used to improve your checkout process

Aside from custom events, GA4 can log the majority of relevant events automatically without the need to configure them separately using the global site tag (gtag.js) or Google Tag Manager.



With machine learning, GA4 makes the need for cookies obsolete.

"With the introduction of GDPR laws in Europe and enhanced privacy online, it's becoming more difficult to track users with cookies. As a result, third-party cookies are being phased out. Firefox and Safari already block them by default. By 2023, Google plans to do the same. Google's AI-powered insights automatically alert you to product data trends. It also gives you access to predictive metrics to help identify users and actions that may lead to a purchase. These are:

- 1. **Purchase probability:** The probability of a user who was active in the last 28 days making a purchase in the next seven days.
- 2. **Churn probability:** The probability of a user who was active in the last seven days not being active in the next seven days.
- **3. Revenue prediction:** The predicted revenue from purchases in the next 28 days from users active in the previous 28 days.



Set up conversions and event tracking.

- **1.** Using the Setup Assistant will help you measure common events and track them as conversions.
- 2. You can also manage conversions and events manually in the "Events" report. From here, all existing events can be easily tracked as conversions by toggling the switch under *Mark as conversion*. The results will then be shown in the "Conversions" report.
- **3.** If you want to create a new event to track a specific page, you'll need to click on *Create Event* in the "Events" report.
- 4. For example, if you want to track users viewing a thank-you page, you can configure an event with *page_location* as the parameter and *thank_you* as the value.
- 5. When a user views that page, it will show up as an event in your report. From there you can mark it as a conversion.
- 6. Finally, you can track events and conversions by using a GA4 event tag in Google Tag Manager. This can be useful if you want to track a specific action such as a button click.
- 7. To do this, you'll first need to configure GTM.



Events in Google Analytics 4

Google Analytics 4 - GA4 How to set up events. Automatically collected events. Enhanced Measurement events.



Events in Google Analytics 4

[GA4] Enhanced measurement events

Enhanced measurement lets you measure interactions with your content by enabling options (events) in the Google Analytics interface. No code changes are required. When you enable these options for a web stream, your Google Analytics tag starts sending events right away.

Before turning on the enhanced measurement feature, be sure you understand each option and what data will be collected. You can also turn off specific measurement options in settings.

You're required to ensure that no personally-identifiable information is collected.

Enable or disable enhanced measurement

- 1. Sign in to Google Analytics. 2 .
- 2. Click Admin \square , and navigate to the property you want to edit \square .
- 3. In the *Property* column, click Data Streams > Web.
- Under Enhanced measurement, slide the switch On to enable all options. Click to edit individual options as needed.





Events in Google Analytics 4

Events and parameters

The following table explains when events are triggered, and which parameters are collected for each event. You can find data about each triggered event in the Events report within the Engagement topic. Click the event name in the report for more information on the event.

Measurement option / event	Triggered	Parameters
Page views page_view	each time the page loads or the browser history state is changed by the active site This event is collected automatically. You cannot turn off collection. An advanced setting on this option controls whether the event is sent based on browser-history events. This measurement option listens for pushState, popState, and replaceState.	page_location (page URL), page_referrer (previous page URL)
Scrolls scroll	the first time a user reaches the bottom of each page (i.e., when a 90% vertical depth becomes visible)	No parameters are collected
Outbound clicks click	each time a user clicks a link that leads away from the current domain By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement will not trigger outbound click events.	link_classes, link_domain, link_id, link_url, outbound (boolean)
Site search view_search_results	each time a user performs a site search, indicated by the presence of a URL query parameter By default, the event is triggered based on the presence of one of the following 5 parameters in the URL: • q • s • search • query • keyword	search_term, optionally 'q_ <additional key="">' (where <additional key=""> matches an additional query parameter you specify to be collected under advanced settings)</additional></additional

Video engagement video_start video_progress video_complete	 For embedded videos that have JS API support enabled, the following events are triggered: video_start when the video starts playing video_progress when the video progresses past 10%, 25%, 50%, and 75% duration time video_complete when the video ends 	video_current_time, video_duration, video_percent, video_provider, video_title, video_url, visible (boolean)
File downloads file_download	<pre>when a user clicks a link leading to a file (with a common file extension) of the following types: document text executable presentation compressed file video audio File extensions that match the following regex will trigger the event: pdf xlsx? docx? [txt]rtf csv exe key pp(slt tx) 7z pkg rar gz zip avi mov mp4 mpe? g wmv midi? mp3 wav wma</pre>	file_extension, file_name, link_classes, link_domain, link_id, link_text, link_url





First Party Data





- Outline your goals. How do you define success?
- Connect your goals to specific tracking data
 Review and evaluate reports every week, month, or quarter





The Value of First Party Data "First-party data, or primary data, is information collected directly by the company making use of it.

It is generated through marketing campaigns, website and social media monitoring tools, surveys, and others.

The main characteristic of first-party is that its information is collected from the company's domains: the channels in which it operates and the resources it adopts to capture data.

Its major advantages are reliability, accuracy, and confidentiality. The company establishes its own parameters and metrics in its analyses and can keep its reports protected."

rockcontent.com

Why first-party data matters

Why First Party Data Matters Trust between advertisers, publishers, and users is critical to an open and safe internet. Today's consumers prefer and expect relevant, tailored experiences whenever they interact with a brand online — but not at the expense of their personal privacy. Searches for "online privacy" have grown more than 50% year-over-year globally, which shows us that people are becoming increasingly aware of, and concerned about, how their data is used.

Our industry is responding by increasing transparency and offering users more control. New regulation ensures technology platforms, such as browsers and mobile operating systems, will phase out third-party cookies within two years, by which point we expect new, privacy-safe alternatives to be available.

https://www.thinkwithgoogle.com/ qs/documents/10682/First-party data playbook for marketing.pdf



How Will Marketing Strategy Change? Your strategies may need to shift going forward:

- 1. Create and implement more lead generation campaigns.
- 2. Ask specific custom questions.
- 3. Spend more time focusing on brand-building.

Wordstream

- 4. Add user registration.
- 5. Collect the bare minimum about people when they register. Then integrate additional data collection as they engage with your website.



Be a Steward of First Party Data

Trust, transparency, and first-party data stewardship

The two-way value exchange between the customer and the brand



Brands

The brand gets the opportunity to deliver relevant experiences for their customers, which leads to a positive impact on the business metrics like conversion rate, retention rate and life-time value. The brands can also use first-party data to prospect new customers by finding look alikes with similar attributes.

Data stewardship and transparency

Value Exchange Trust and permission to use data

Consumers The consumer gains a better experience, including personalization at all points in their shopping journey and relevant ads.

Increasing consumer trust increases size of value exchange

The best use of first-party data involves a two-way value exchange between consumers and brands. People who trust brands with their data enjoy a more personalized shopping journey. And in return, brands get the opportunity to lift business metrics and reach new users who are likely to be interested in their products. To kick off these relationships, brands must ask consumers permission to use their data by adhering to these two best practices:

- Transparency: Ask users permission to use their first-party data and give them control by making it easy for them to withdraw consent.
- Value: Highlight incentives such as the relevant personalized experiences that come with sharing first-party data.

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Content and Ownership First-party data is data that a company collects with customers' consent and therefore owns. It comes from multiple online and offline sources (e.g. web interactions, customer relationship management (CRM) databases, in-store purchases) and can include information such as demographics and customer purchase history. Below are examples of first-party data:



Email response data, point of sale, and customer spend are cost-effective ways to quickly understand consumer interest. Brands can experiment with offers and product recommendations to gauge consumer interest and use a self-learning system to improve results.



First-party cookies assess volume and patterns of consumer activity. This data is specific to a brand's properties, such as apps or websites. Brands can analyze changes in customer browsing behavior, engagement, and shopping patterns and subsequently alter website and app content to personalize offers.

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- Downloads ebooks, guides, templates, itineraries, maps, coupons, workbooks, case studies, etc.
 Audio and video - password protected, download link shared in automated email, educational/informational.
- 3. Interactive, virtual events webinars, classes, coaching sessions, brainstorms, networking events, etc.

Create a Resource page with multiple options.



Content Hubs

Content hubs...

- Build SEO authority
- Improve usability
- Increase engagement
- Feature your free content
- Generate subscriptions

Examples: **ETSY** Journal **Aesthetica** Magazine **Frieze Brooklyn Street** Art Pikaland



Contests and Giveaways

Make the email sign up required.

- Put together a valuable package, something people want.
- Provide clear rules and instructions.
- Make sign up available on all devices.
- Collaborate with partners.
- Promote on a variety of channels.



What Tools Are the Most Popular?

The Best CRMs for Small Business in 2020

<u>The 10 Best Email Automation</u> <u>Software 2020</u>

Best Email Marketing Services

Email newsletter and marketing platforms like:

- MailChimp
- AWeber
- Constant Contact
- ActiveCampaign
- SendinBlue

CRM's (customer relationship managers and databases) like:

- Zoho
- HubSpot
- PipeDrive
- Salesforce
- Drip



Google Search Console

https://www.google.com/webmasters/tools/



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"Google Tag Manager is a tag management system (TMS) that allows you to quickly and easily update measurement codes and related code fragments collectively known as tags on your website or mobile app. Once the small segment of Tag Manager code has been added to your project, you can safely and easily deploy analytics and measurement tag configurations from a web-based user interface."



Google Tag Manager

<u>Google Tag Manager</u> <u>Beginner's Guide to Google Tag Manager</u>



Resources

Free Learning

- Free Monthly Webinar: Our next Digital Drop-in is Thurs. May 5, 2022
- Free Digital Marketing Toolkit

Online Learning

• <u>Content Strategy Roadmap</u> On demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing. 2 options: DIY \$69/month or +coaching \$99/month

Use code NorthAlabama to get \$50 off



AND LOCAL MARKETING WORKSHOP

DIY Tourism Marketing Workshop





Thank you!

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