More Than Just Collecting Data

Analytics isn't just about gathering data, it's what you do with the data that makes it crucial to businesses. Are your marketing dollars being spent on the right channels? From Social Media to Paid Search to Email Campaigns, knowing what has contributed to customer conversions can help influence and economize future spending.

We can work with your unique environment to find an attribution model that fits, then help to optimize site performance through smart data collection, Content Experiments, and predictive analytics.

Our Happy Clients Include:

The REPUBLIC of TEA®
LEADING PURVEYOR OF PREMIUM TEAS

Quest Diagnostics®

HERSHEY
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LunaMetrics is a consulting company that works in Google Analytics and in search marketing and optimization. Our clients are large and small with customer bases expanding throughout the world. We also offer trainings nationwide in Google Analytics, Google AdWords, and Google Tag Manager.

Contact us today at 412-381-5500 or email morgan@lunametrics.com!

LunaMetrics® — Google Analytics Self-Audit

Set your date range for 1 month, then click through the following reports to do a mini self-audit of your Google Analytics setup and implementation!

Bounce Rate

Bounce Rate ☐ %

Report: Audience > Overview
What to Look For: Is it between 20% - 90%?
Issue: An abnormally low bounce rate can be caused by many things. Look for duplicated code on specific pages. If you have events that fire automatically, take advantage of the non-interaction parameter. An abnormally high bounce rate may be due to missing tracking code or a poor user experience.

Page Depth

Sessions with <1 Page Depth ☐ %

Report: Audience > Behavior > Engagement > Page Depth
What to Look For: Should be zero or very low
Issue: If your number is much higher, you may have an issue with broken sessions, or you may have events or other tags firing with different cookie domain settings. Or, you may need to adjust your default session length.

Sessions with 1 Page Depth ☐ %

What to Look For: Should be one of your highest bars
Issue: If this number is really low, or zero, you're likely having an issue with your bounce rate. See above for tips

Self-Referrals

Report: Acquisition > All Referrals
What to Look For: Generally, we want these percentages to be low
Issue: You're likely having an issue with broken sessions or pages on your site without your tracking code, perhaps different tracking code on different subdomains.

Percent referrals from www.mysite.com ☐ %   *Percent referrals from XYZ.mysite.com* ☐ %

AdWords Not Linked

Report: Acquisition > Keywords > Paid

What to Look For: Do you see *(not set)* appearing?

Issue: You likely have an AdWords account, but you don't have it linked, so you're not receiving valuable keyword or cost data from AdWords.

Page Path Issues

Report: Behavior > Site Content > All Pages

What to Look For: Pages being grouped into *(other)*

Issue: Google Analytics has a limit of unique rows per day in certain reports. You can likely clean up your paths by removing query parameters in the View Settings and the other tips below.

What to Look For: Same page, different capitalization *(ex: /contactus.html and ContactUs.html)*

Issue: Most reports are case sensitive, so if a user can arrive at the same page with different capitalizations, you may be splitting traffic into multiple rows. Look into fixing your server settings or using filters to lowercase your URLs.

What to Look For: Same page, with or without default page name *(ex: / and /index.php)*

Issue: Traffic to the same page may be split into two different rows. You can add a default page name in View Settings or use a filter to remove index page names.

Landing Page

Report: Behavior > Site Content > Landing Pages

What to Look For: Do you see all zeros?

Issue: If you have an internal search box on your website, it's generally easy to add this to Google Analytics. Look into the View Settings for Site Search.

Site Search

Report: Behavior > Site Search > Overview

What to Look For: Do you see *(not set)* appearing?

Issue: You're likely having an issue with broken sessions, or you may have events or other hits firing with different cookie domain settings.

LunaMetrics®

Google Analytics + Google Analytics Premium

Google Analytics Expertise

We've been doing this for a long time and we're part of an elite group known as Google Analytics Certified Partners. Whether we're starting from scratch or working with your existing implementation, we can help uncover and address broken user sessions, missing or duplicate transactions, and misattributed goal or ecommerce conversions.

Smart Implementation

With an ever-changing digital landscape, the need to adapt and move quickly is essential. We work in collaboration with your team to implement the latest technologies, starting with Google Tag Manager, which minimizes data issues and provides a host of agile capabilities for both Marketers and IT departments.

We make sure you've successfully upgraded to Universal Analytics and help you to take advantage of new features like:

- Enhanced E-Commerce for greater insight into purchase flow
- Cross-Device Tracking for tracking users in our multi-screen world
- Offline Data Import for real world customer touchpoints

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