

Waking Up Your Analytics Strategy!

2014 Interactive Marketing Summit – Laurel Highlands

Presented by Jon Meck



LunaMetrics®

Who We Are



Who We Are

LunaMetrics

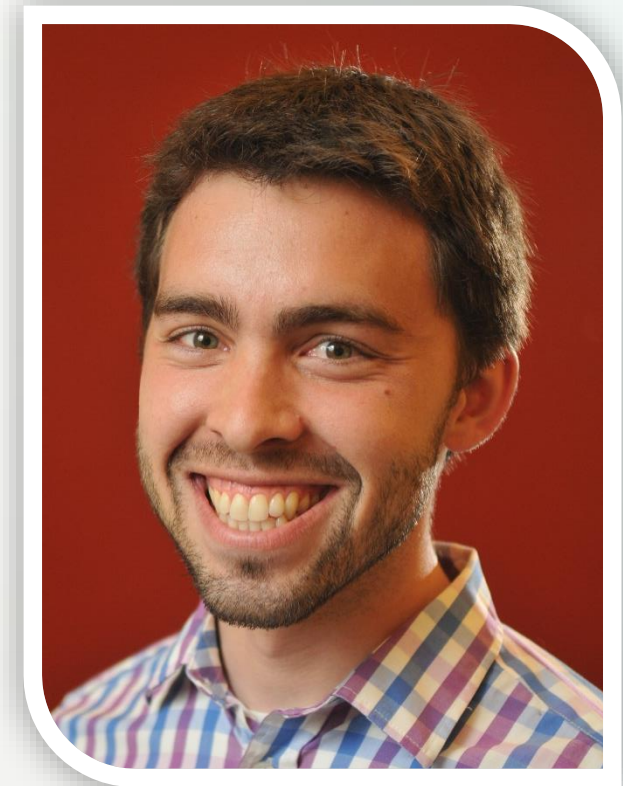
- Established in 2004
- Located in Pittsburgh, PA
- Google Analytics Certified Partner
- Google Analytics Authorized Reseller
- Google Partner for Google AdWords



Who Am I

Jon Meck

- ✚ Technical Marketing Manager
- ✚ Google Analytics Qualified Individual
- ✚ Big Fan of Personal Projects
- ✚ I love:
 - ✚ Puzzles!
 - ✚ Excel!
 - ✚ Google Analytics!





Why Are We Here?

Let's Talk About Analytics.

Let's Go For A Ride





Three Goals

1. Check Your Analytics
2. Put More Into Your Analytics
3. Start Analyzing, For Real

Analytics Doublecheck

A Few Definitions

Google Analytics Metrics

DEFINITION: SESSIONS (VISITS)

- The number of distinct visits during which someone interacted with the site. (If they are inactive for more than 30 minutes, their session is over.) Think of this like the number of times people enter the front door of a store.

A Few Definitions

Google Analytics Metrics

DEFINITION: USER (UNIQUE VISITOR)

- An individual set of cookies; that is, a particular web browser on a particular computer.

A Few Definitions

Google Analytics Metrics

DEFINITION: PAGEVIEWS

- The number of times pages on your site were loaded.

A Few Definitions

Google Analytics Metrics

DEFINITION: BOUNCE RATE

- The percentage of single-hit sessions. The user landed on a page and “bounced” – viewed only that single page before leaving. (Lower is better, meaning fewer visits bounced.)

A Few Definitions

Google Analytics Metrics

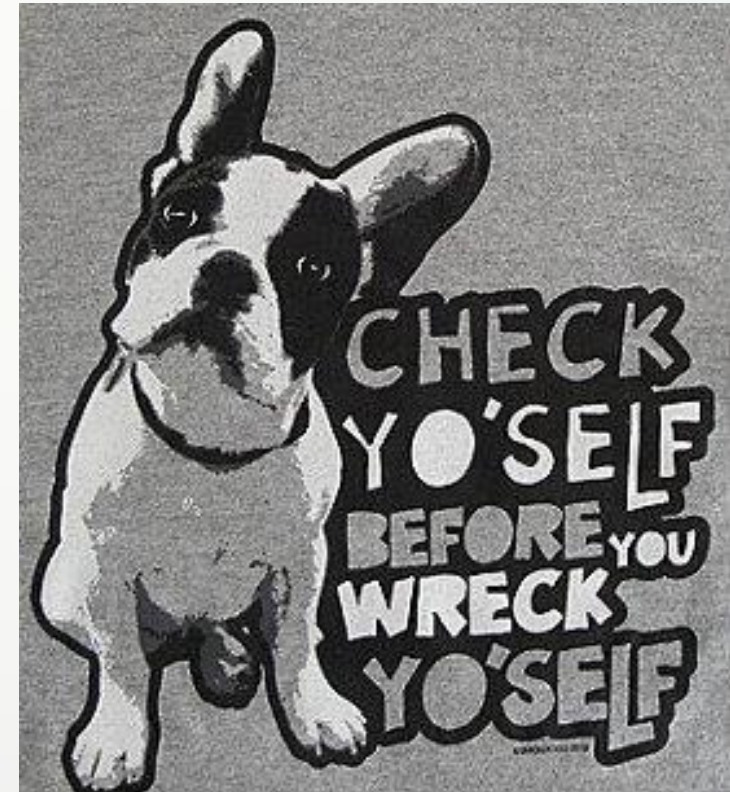
DEFINITION: AVG. SESSION DURATION

- The length of time a session lasted, from the first pageview to the last pageview.

Check Your Analytics

Implementation is Difficult

- ✚ Know the risk factors:
 - ✚ Size of site
 - ✚ Subdomains
 - ✚ Auto-Events
 - ✚ Third-Party Sites
 - ✚ Ecommerce
 - ✚ Ajax-y Website (Hashes)




Check Your Analytics

Implementation is Difficult

Perform a Self-Audit:

- Redesigns
- New Site Sections
- New Functionality
- TODAY!

 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.mvsite.com

%

Percent referrals from XYZ.mvsite.com

%

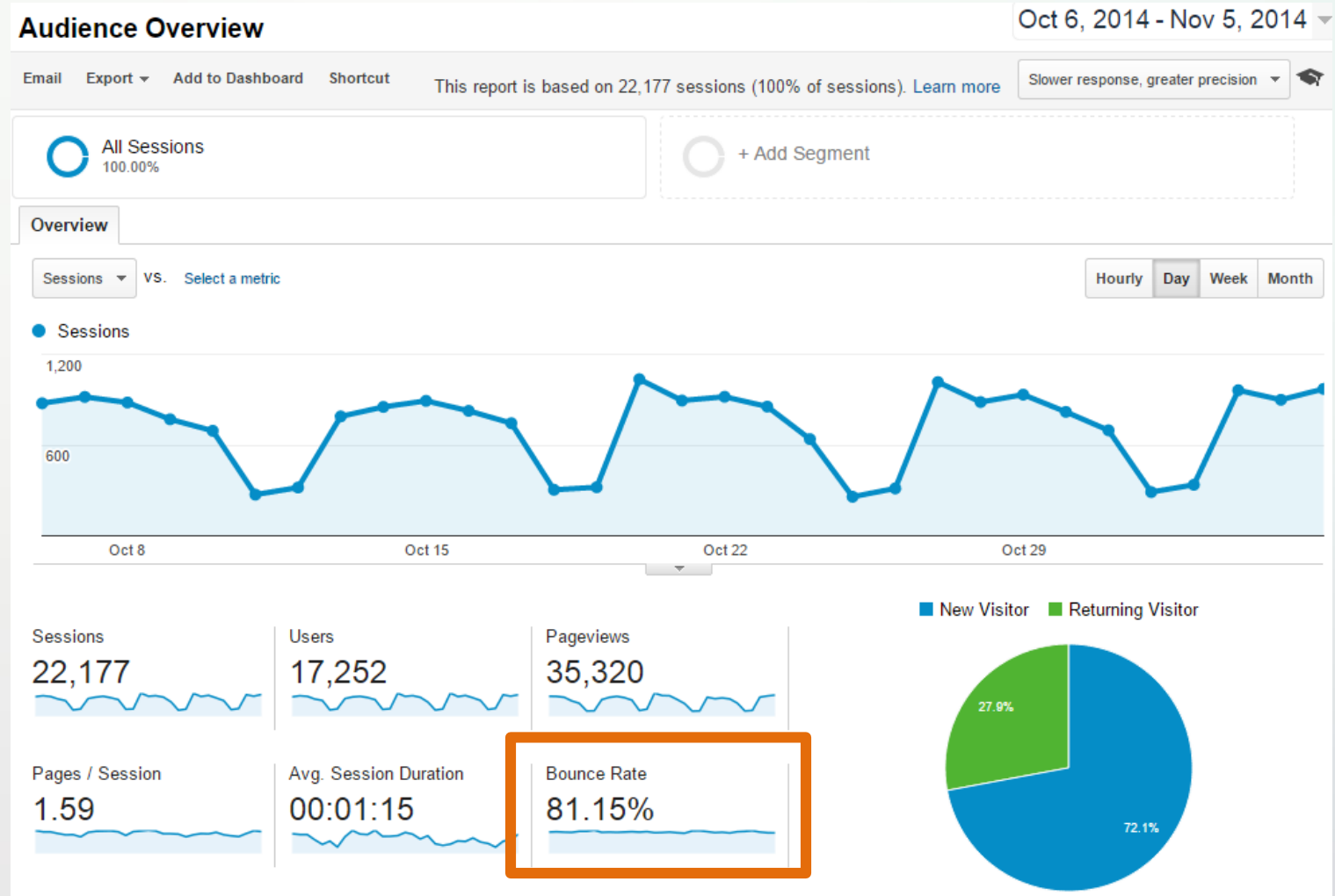
Quick Self-Audit

Bounce Rate

Should be:

✚ Greater than 20%

✚ Less than 90%



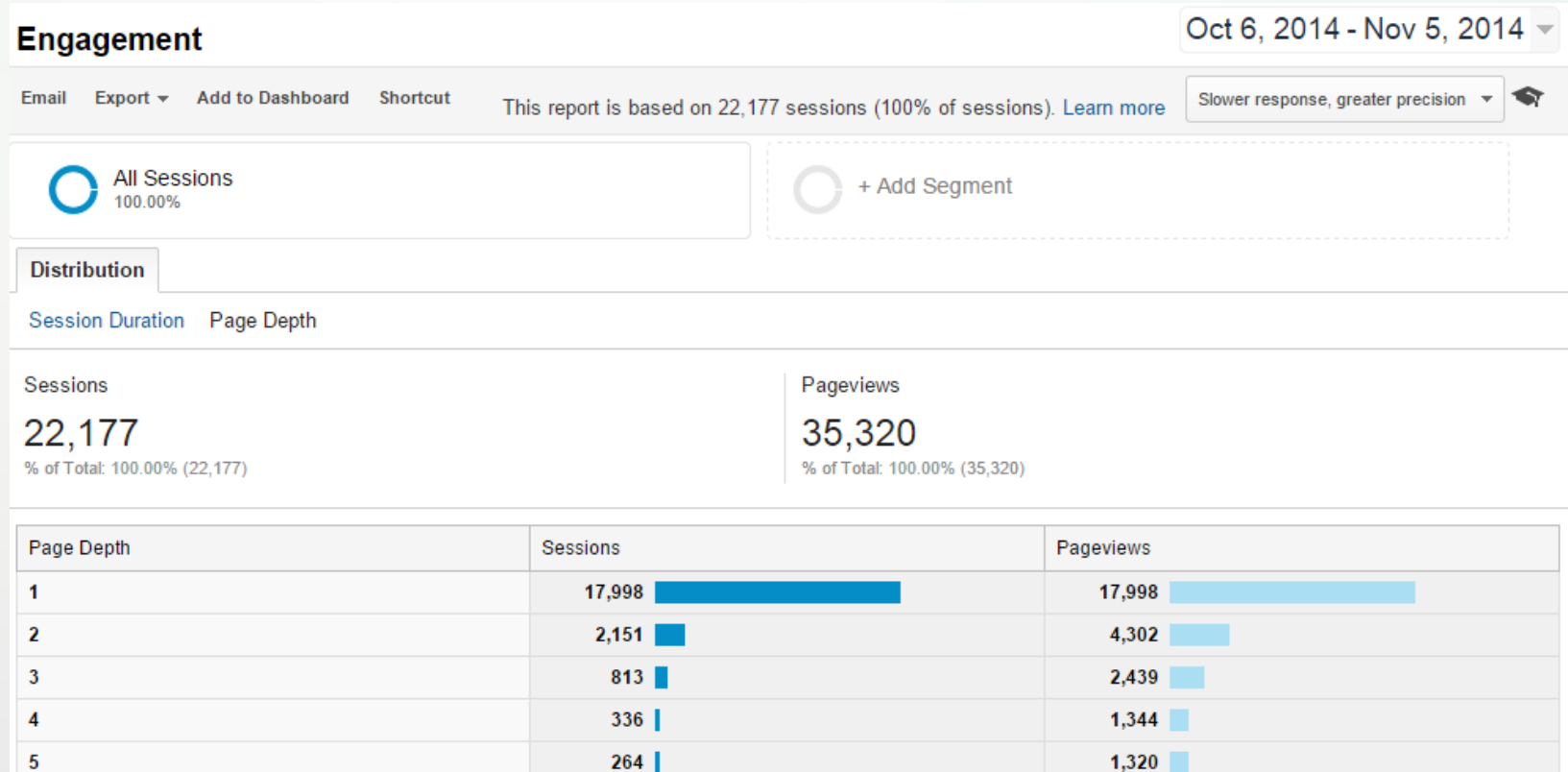
Quick Self-Audit

Page Depth

Look for:

✚ “> 1” should be low

✚ “=1” should be high



Quick Self-Audit

Self-Referrals

Look for:

- Self-referrals indicate a problem
- New visitors from your own site or subdomain

Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	7,544 % of Total: 7.19% (104,938)	61.31% Site Avg: 71.65% (-14.43%)	4,625 % of Total: 6.15% (75,187)	81.30% Site Avg: 83.51% (-2.66%)	1.41 Site Avg: 1.35 (5.08%)	00:01:06 Site Avg: 00:01:04 (4.18%)
1. t.co	1,024 (13.57%)	56.74%	581 (12.56%)	87.30%	1.29	00:00:47
2. feedly.com	681 (9.03%)	32.01%	218 (4.71%)	78.71%	1.37	00:01:21
3. plus.url.google.com	584 (7.74%)	68.15%	398 (8.61%)	78.60%	1.54	00:00:49
4. www.MYSITE.com	382 (5.06%)	63.87%	244 (5.28%)	85.86%	1.23	00:00:59
5. SUB.MYSITE.com	230 (3.05%)	27.83%	64 (1.38%)	84.78%	1.29	00:01:11
6. facebook.com	196 (2.60%)	55.10%	108 (2.34%)	87.24%	1.17	00:00:24

Quick Self-Audit

Why Does It Matter?

Users and Sessions are based on Cookies

- ✚ Broken sessions can inflate your Sessions/Users
- ✚ Misplaced tracking can inflate your Pageviews
- ✚ Auto-events can make your Bounce Rate wrong

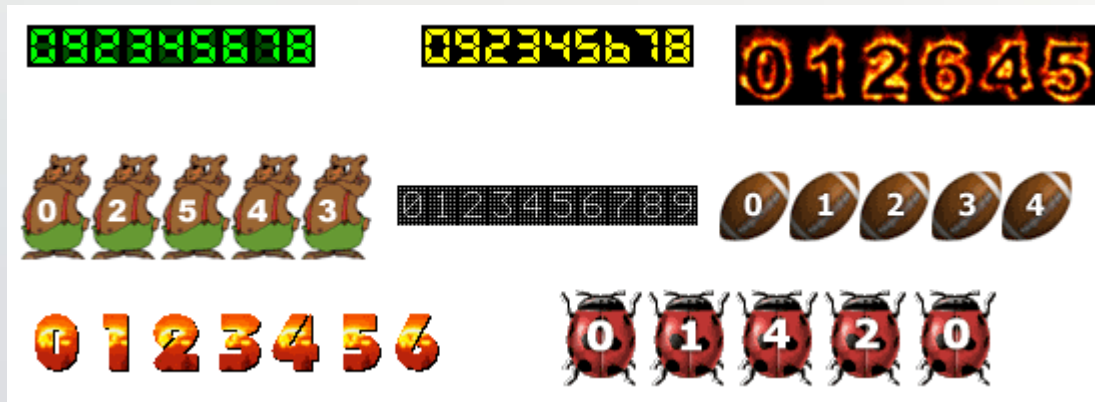


Make The Investment

Invest In Your Analytics

We've Evolved

- ✚ We used to just watch
- ✚ Remember hit counters?
- ✚ We're way beyond those now



Invest In Your Analytics

Don't Get Stuck on the Left

Source / Medium ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	55,544 % of Total: 100.00% (55,544)	71.26% Site Avg: 71.24% (0.03%)	39,583 % of Total: 100.03% (39,570)	84.17% Site Avg: 84.17% (0.00%)	1.36 Site Avg: 1.36 (0.00%)	00:01:05 Site Avg: 00:01:05 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	40,737 (73.34%)	73.06%	29,763 (75.19%)	84.63%	1.31	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	7,092 (12.77%)	78.24%	5,549 (14.02%)	84.87%	1.34	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. twitter.com / social	1,054 (1.90%)	44.21%	466 (1.18%)	81.21%	1.30	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. amazon.com / referral	652 (1.17%)	57.21%	373 (0.94%)	89.26%	1.29	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

Invest In Your Analytics

Don't Get Stuck on the Left

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ? ↓
	16,338 % of Total: 91.01% (17,951)	13,269 % of Total: 91.67% (14,474)	00:02:19 Site Avg: 00:02:00 (15.52%)	11,300 % of Total: 97.04% (11,645)	81.71% Site Avg: 80.73% (1.21%)	68.83% Site Avg: 64.87% (6.10%)	\$4.65 % of Total: 38.47% (\$12.09)
1. /rabbit-hole-locations/los-angeles/ 📄	167 (1.02%)	120 (0.90%)	00:01:38	69 (0.61%)	62.32%	46.71%	\$28.29(608.24%)
2. /rabbit-hole-locations/washington-dc/ 📄	361 (2.21%)	220 (1.66%)	00:01:37	142 (1.26%)	56.55%	42.66%	\$24.82(533.56%)
3. /rabbit-hole-locations/boston/ 📄	207 (1.27%)	128 (0.96%)	00:01:37	81 (0.72%)	60.49%	40.58%	\$24.14(518.99%)
4. /rabbit-hole-locations/denver/ 📄	40 (0.24%)	22 (0.17%)	00:01:19	5 (0.04%)	80.00%	27.50%	\$24.09(517.93%)
5. /rabbit-hole-locations/ 📄	623 (3.81%)	303 (2.28%)	00:01:00	139 (1.23%)	52.24%	19.90%	\$23.83(512.27%)

Invest In Your Analytics

Set Up Conversions!

- What are some of the goals of your website?
 - Sign up for more information - **Goals**
 - Fill out a form - **Goals**
 - Download a PDF - **Goals**
 - Place an order - **Ecommerce**
 - Make a donation - **Ecommerce**
- These give your numbers relevance and context

Invest In Your Analytics

Measure Everything

✚ User Experience

- ✚ Changes to navigation
- ✚ Design changes

✚ Interactions with your site

- ✚ Downloads
- ✚ Social Shares
- ✚ Video Plays

✚ Engagement with your site

- ✚ Scrolling
- ✚ Time on Site



Invest In Your Analytics

Tag Everything

- ✚ If you control the link, you should tag it
 - ✚ Social Media
 - ✚ PDFs
 - ✚ Email Marketing
 - ✚ Flash Drives
- ✚ Use Google Analytics URL Builder

```
www.example.com/page  
?utm_medium=social  
&utm_source=twitter  
&utm_campaign=fall-sale
```


Invest In Your Analytics

Push data into Google Analytics

✚ If you know who the person is, you can add info

- ✚ Gender
- ✚ Salary Range
- ✚ Age Range
- ✚ Type of Visitor

✚ Use Custom Dimensions! (Universal Only)



Invest In Your Analytics

Stay Up To Date

- Upgrade to Universal Analytics
- You WILL need to change code on your site
- New features available



Invest In Your Analytics

Look into Google Tag Manager

- ✚ Makes the managing process easier
- ✚ Great for the basics!
- ✚ Pre-built Templates for Google Analytics



Really Start Analyzing

Don't Be A Reporter

Analysis Tips

- ✚ Don't get hung up on tiny details
- ✚ Look for **trends**
- ✚ Dig deeper into **segments**



Start Investigating

Analysis Tips

Use Google Analytics to answer questions

Are people
actually
downloading my
PDFs?

Did moving my
Donate button
affect clickthrough
rate?

Which Landing
Page do I need to
work on
improving?

Start Investigating

Analysis Tips

🔍 Use Google Analytics to learn about your users

How are people
finding out about
my site?

Where are my
users coming
from?

Should I be
advertising on
mobile?

Start Investigating

Analysis Tips

✚ Use Google Analytics to **attribute value**

In which Social Media platform should I invest?

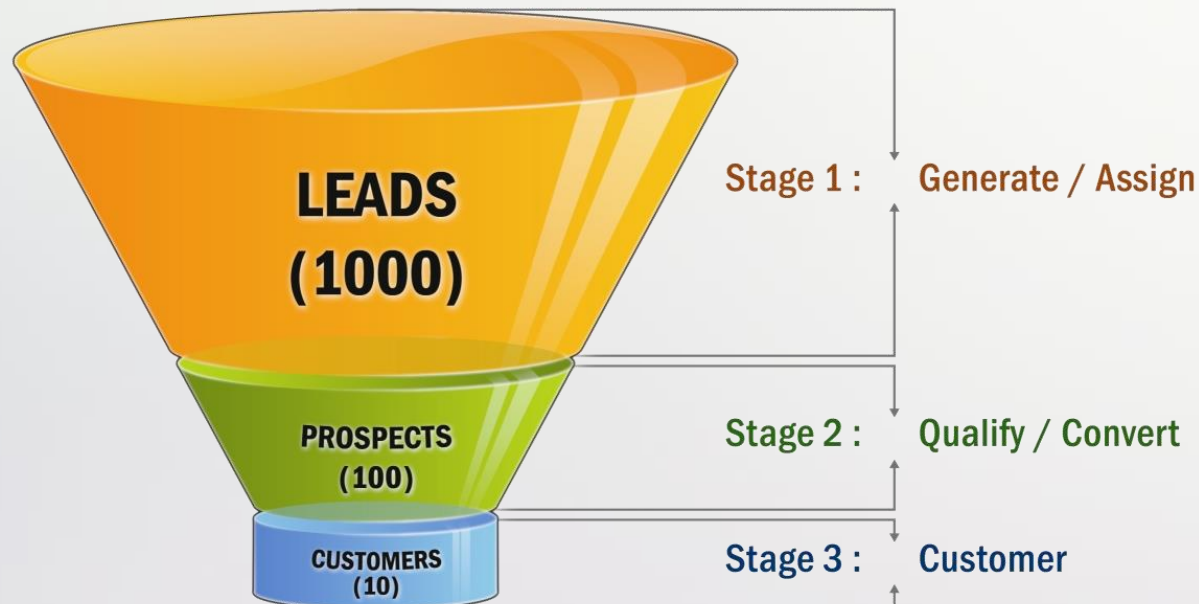
Which types of Blog Posts drive the most donations?

Is there a page in my checkout funnel where people drop off?

Think About Attribution

Who Gets the Credit?

- Now we're getting really tricky
- Standard Reports use "Last-Click Attribution"
- We know that's not necessarily the best method



MCF Channel Grouping Path ?		
1.	Organic Search	Direct
2.	Direct × 2	
3.	Organic Search	Direct × 5
4.	Organic Search	Direct Organic Search
5.	Organic Search × 4	Paid Search
6.	Paid Search	Direct
7.	Paid Search	Direct × 3
8.	Paid Search	Direct × 12
9.	Paid Search	Direct Organic Search
10.	Paid Search × 6	

Analytics should help you
**answer questions and
make business decisions.**