

# Get The Most Out of Google Analytics

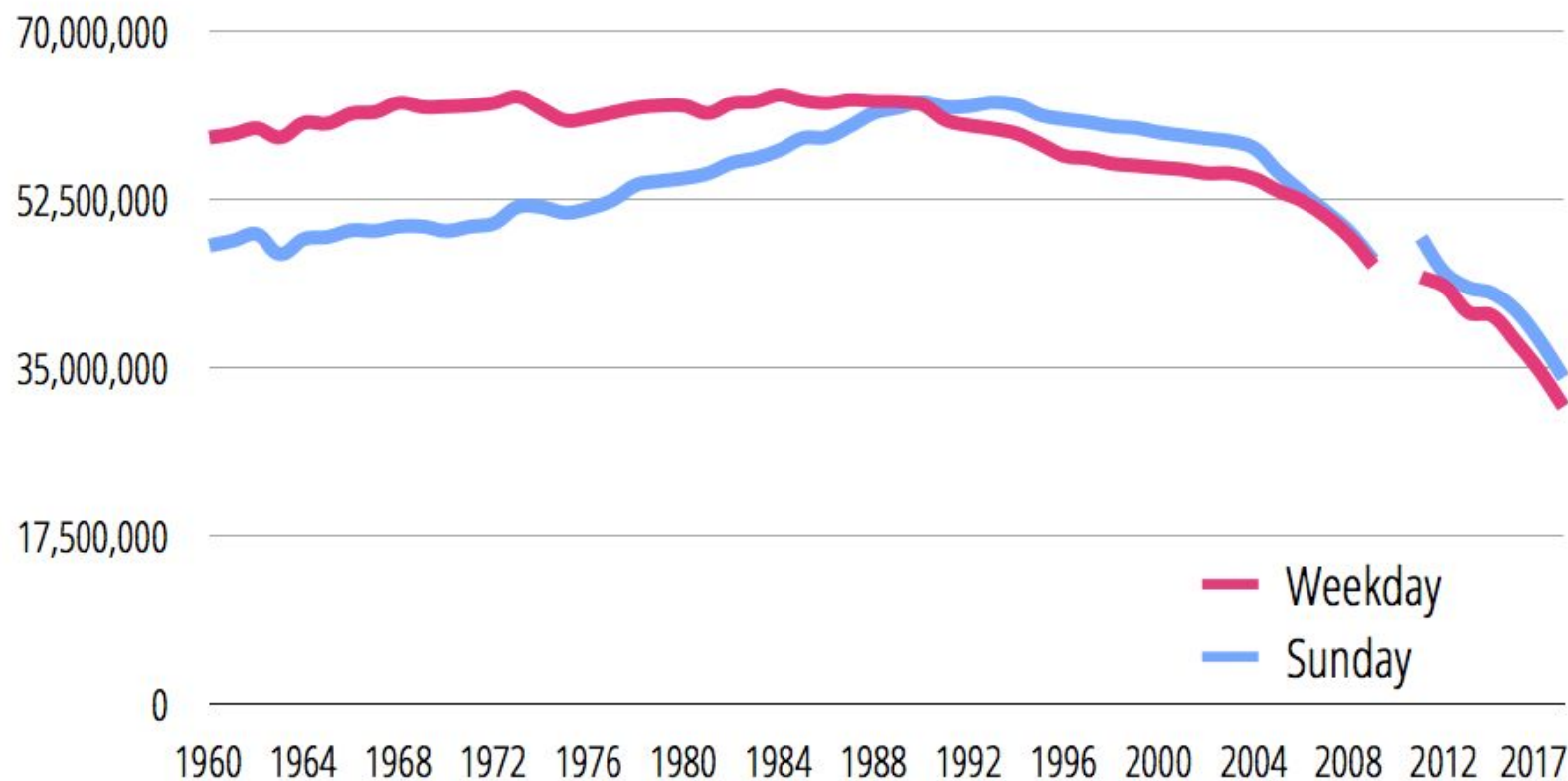
James Corr  
**Seer Interactive**



JamesC@seerinteractive.com  
Twitter: @Jaycohh

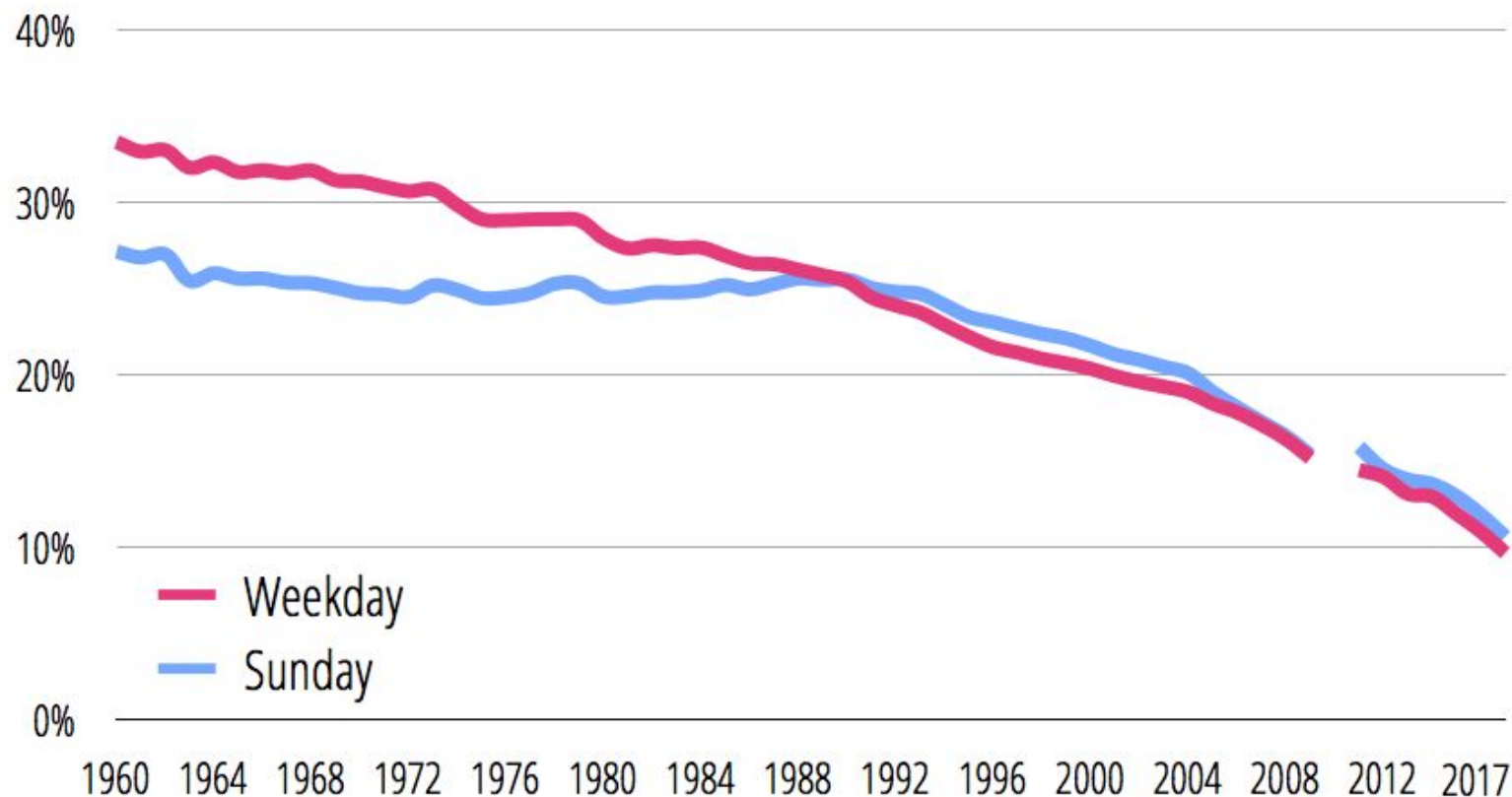
- Analytics Team Lead at Seer Interactive
- Philadelphian turned Californian
- Drexel University graduate
- Talk to me about:
  - Cooking
  - Cryptocurrencies
  - Fortnite

# Newspaper Circulation (USA) - Total

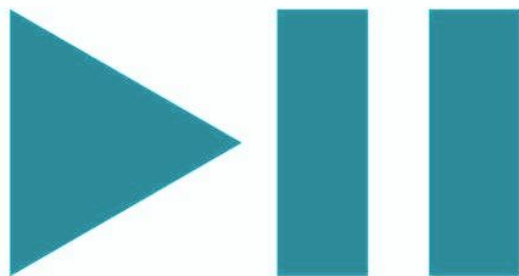


Source: Pew Research Center - Newspaper Fact Sheet (June 2018)

# Newspaper Circulation (USA) - % of population



Source: Pew Research Center - Newspaper Fact Sheet (June 2018)  
US Census Bureau - Historical Households Tables



- A foundational understanding of Google Analytics



- A foundational understanding of Google Analytics
- Setup & Configuration Best Practices



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- Google Analytics Integrations





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- How to use and value Google Analytics Goals (and why)



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- Google Tag Manager & Events





1. Measure Success

2. Make Decisions

Upcoming Campaign



Audience Size 10,000

Response Rate  $\rightarrow 10\%$   
(expect, how?)

Conversion Rate  $\rightarrow 5.3\%$

average buyer purchase  $\rightarrow \$16,000$

responders

8.4% rate  
\$42,000

89%



# Google Analytics (GA) 101



# Before we dive in...

## Dimensions (characteristics)

bing  
or  
Google



- Source of Traffic
- Device Type
- Entrance Page

## Metrics (counters)



- Pageviews
- Bounces
- Goal Completions





# Before we dive in...

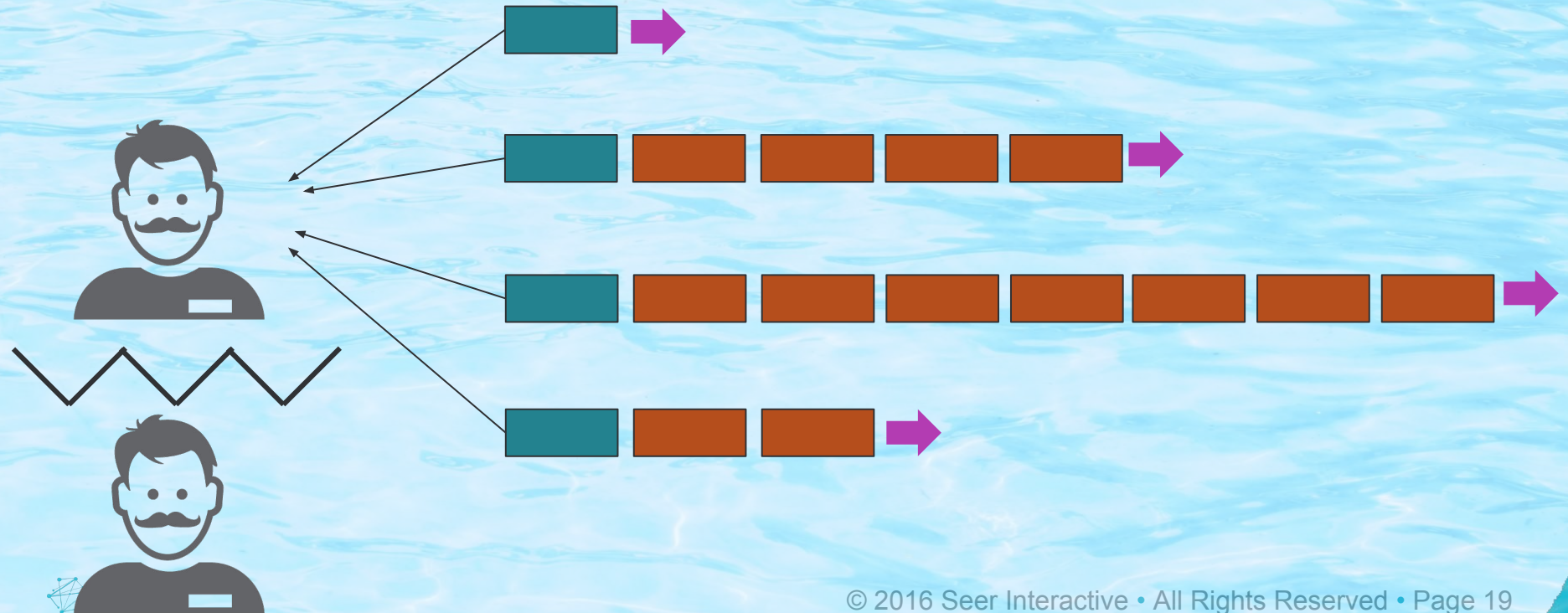
## Pageviews and Sessions



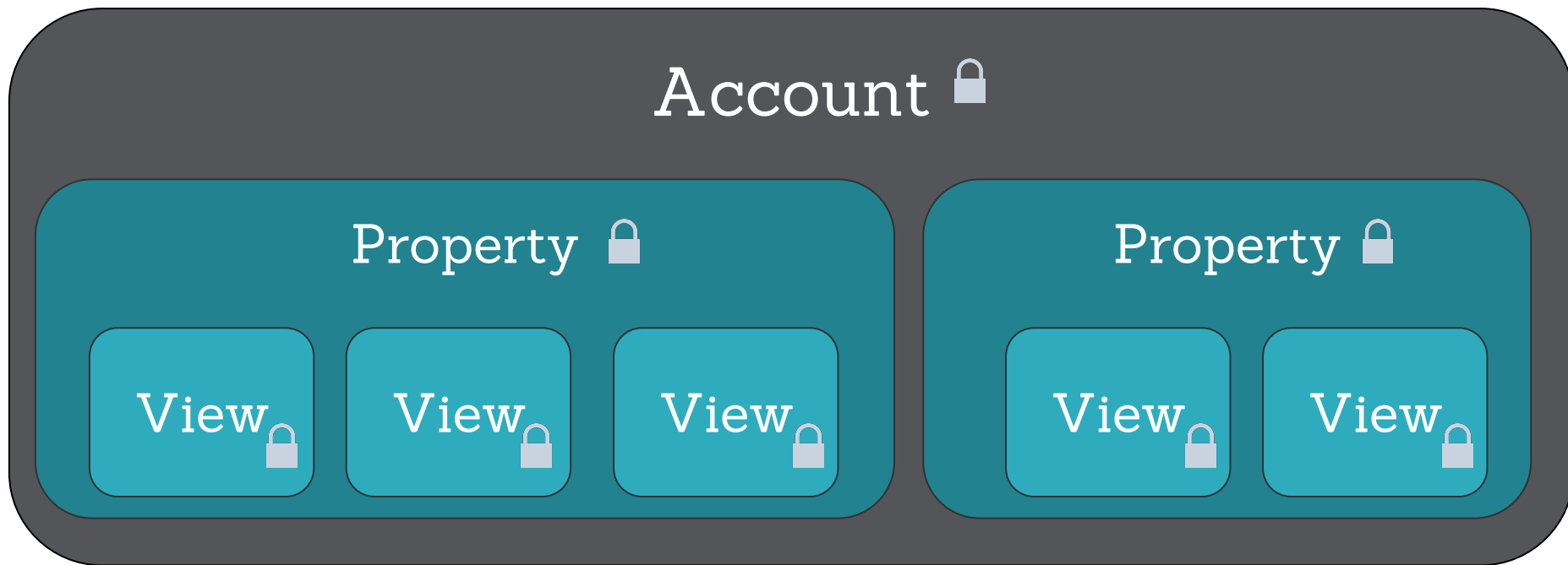


# Before we dive in...

## Sessions and Users



# Google Analytics Structure



([More info can be found here!](#))



# View and Filter Best Practices

- Recommended Views:
  - A Production or Master View - this will be the place you go to, and point others to

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  - A Raw View - no filters, acts as a safety net



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*Bonus - we put the date the View was created in the name of the View*

*ie: 1) Seer Master View - 07.25.18*

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  - IP Address(es) - block traffic from your office(s)

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    - *ie: GA will think: /thispage and /thisPage are different pages*

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- Master or Production View Filters:
  - IP Address(es) - block traffic from your office(s)
  - Lowercase URI - force lowercase all URIs
    - *ie: GA will think: /thispage and /thisPage are different pages*
  - Hostname - block traffic that isn't coming from your hostname (domain)

[+ Create Account](#)

Seer Interactive

Account Settings

 User Management

 All Filters

 Change History Trash Can

[+ Create Property](#)

1a) 2018 - seerinteractive.com

 Property Settings

 User Management

.js Tracking Info

## PRODUCT LINKING

 Google Ads Linking

AdSense Linking

 Ad Exchange Linking

 Google Marketing Platform

 Optimize and Tag Manager Linking

 All Products

 Postbacks

[+ Create View](#)

[seer2015] 1) Overall - 1.20.2015

 [View Settings](#)

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings Ecommerce Settings

**Dd** Calculated Metrics **BETA**

## PERSONAL TOOLS & ASSETS

Segments

Annotations





Property Settings



User Management



Tracking Info

#### PRODUCT LINKING



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All Products



Postbacks

## Google Analytics Product Linking

Link Google Analytics to your other accounts to get the most out of your data.

### Linked Products



#### Google Ads

✓ Actively linked. Sending and receiving data.

Google Ads is an online advertising program that helps you reach customers and grow your business. Improve your ad the entire customer journey - from ad click to conversion.

Learn more [about Google Ads](#).

[Adjust Link](#)



#### Google Optimize and Tag Manager for website and app optimization

✓ Actively linked. Receiving data.

Google Optimize lets you test and personalize your website using your Google Analytics data for measurement and targeting.

With a Google Tag Manager integration, you can run tests on your mobile apps powered by Google Analytics Content Experiments.

Learn more about [Google Optimize](#), [mobile experiments with Google Tag Manager](#), and [Content Experiments in Google Analytics](#).



#### Search Console

✓ Actively linked. Receiving data.

Search Console can help you understand how users find your site through Google search. Identify ways to attract more visitors and prioritize development efforts.

# Recommended Tools & Integrations

- **Google Ads (formerly AdWords)** - see campaign and cost/spend data alongside GA data




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  - Google Optimize - A/B test your website, experience, copy, etc.
  - Google Tag Manager - Centralize and simplify adding marketing related tags & code to your site
  - **Google Search Console (GSC, formerly Google Webmaster Tools)** - see what's bringing users from Google to your site alongside GA data
- 

G<sup>4</sup>

O<sup>3</sup>

A<sup>2</sup>

L<sup>4</sup>



# A Framework for Goal Setting

- Why do **people** use your service/product/website?  
*What's the purpose of your business?*

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*What's the purpose of your business?*

- What business objectives exist?

*What's your business working towards this year/next year?*

*What decisions are you aiming to make with your data?*



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*What's your business working towards this year/next year?*

*What decisions are you aiming to make with your data?*

- What goals/KPIs and metrics support these objectives?

*How can we measure it?*

 View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics **BETA**

## PERSONAL TOOLS &amp; ASSETS

 Segments Annotations Attribution Models Custom Channel Grouping **BETA** Custom Alerts Scheduled Emails

## 1 Goal setup

☒ Template

Select a template to start with a pre-filled configuration

## REVENUE

☐ Place an order Completed purchase or pre-order request

## ACQUISITION

☒ Create an account Successful sign up, account, or view created

## INQUIRY

☐ Contact us Viewed phone number, directions, chat or email☐ Read reviews Viewed reviews and ratings☐ Get callback Requested service or a phone call☐ Live chat Contacted via chat☐ Update Downloaded or installed new version

## ENGAGEMENT

☐ Compare information Compared features, products, or options☐ Add to favorites Saved product or information to a list☐ Media play Played interactive media, like a video, slideshow, or product demo☐ Share / social connect Shared to a social network or emailed☐ Sign up Subscribe to newsletter, update alerts, or join group☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

☐ Custom[Continue](#)[Cancel](#)



View [+ Create View](#)

[seer2015] 1) Overall - 1.20.2015

 View Settings

 User Management

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#### ENGAGEMENT

☐ Compare information Compared features, products, or options

☐ Add to favorites Saved product or information to a list

☐ Media play Played interactive media, like a video, slideshow, or product demo

☐ Share / social connect Shared to a social network or emailed

☐ Sign up Subscribe to newsletter, update alerts, or join group

☐ Smart Goal Smart Goal not available.

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☐ Custom

[Continue](#)

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# Four Types of Goals in GA

- **Destination Based** - did a user reach a given URL?

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- Destination Based - did a user reach a given URL?
- **Duration** - did a user stay on site for a given amount of time\*?

# Time in GA is Flawed

GA calculates *time on site* and *time on page* by subtracting the current time (timestamp) from the most previous timestamp

*Turning Time on Site from a Vanity Metric to an Actionable Metric*

# Time in GA is Flawed

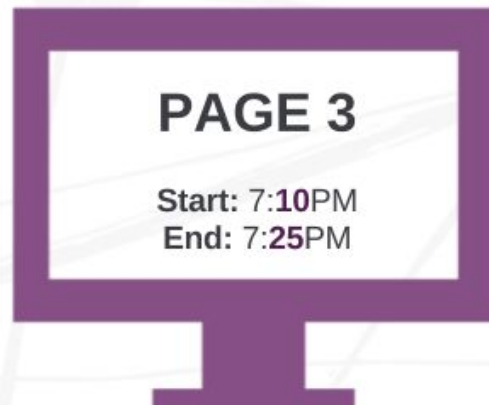
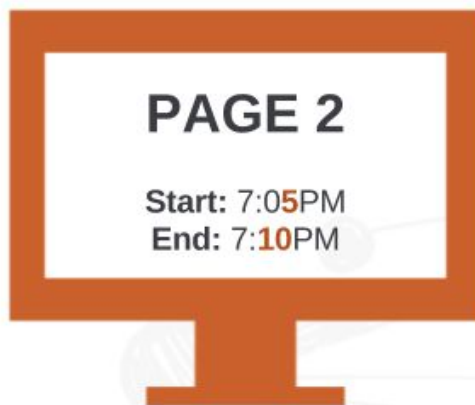
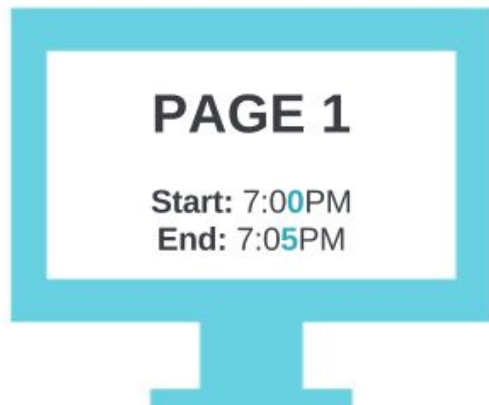
GA calculates *time on site* and *time on page* by subtracting the current time (timestamp) from the most previous timestamp

current timestamp - previous timestamp = time on site/page

ie: 4:05 - 4:00 = 5 minutes spent

*Turning Time on Site from a Vanity Metric to an Actionable Metric*

Sessions = 1  
Pageviews = 3



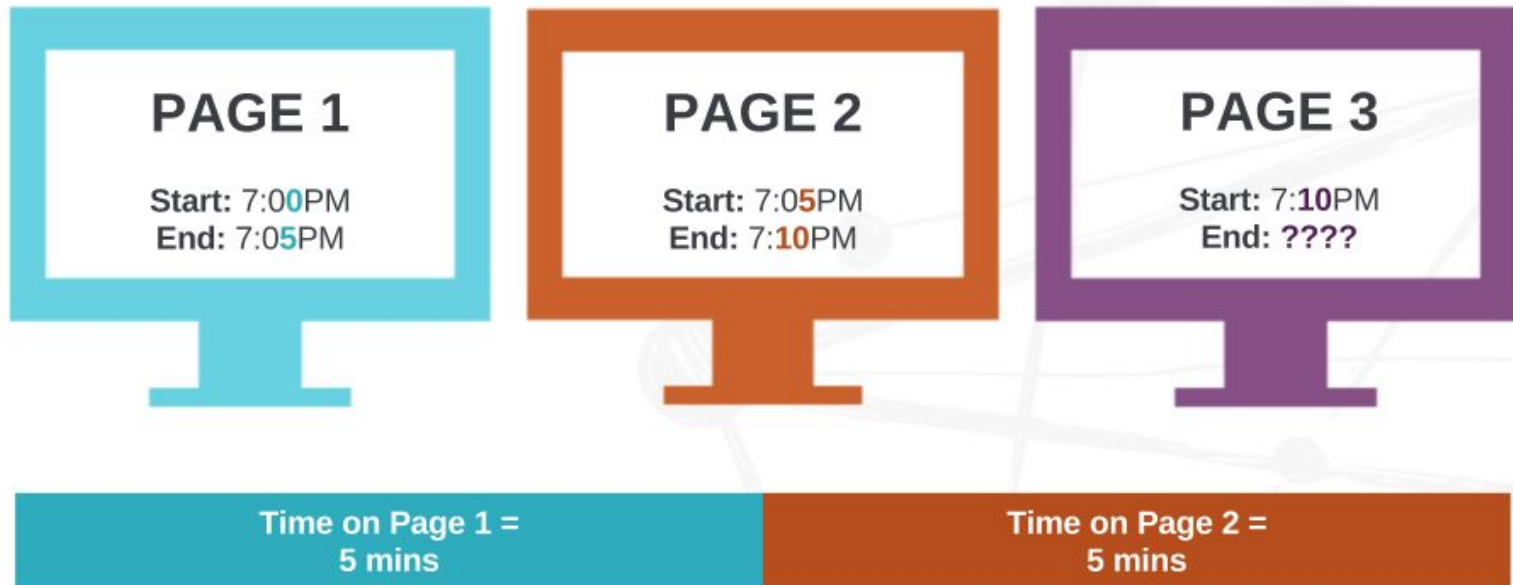
Time on Page 1 =  
5 mins

Time on Page 2 =  
5 mins

Time on Page 3 =  
15 mins

Time On Site = 25 mins ??

Sessions = 1  
Pageviews = 3



Time On Site = 10 mins



# Four Types of Goals in GA

- Destination Based - did a user reach a given URL?
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- **Pages/Screens per session** - how many pages/screens did a user view within a session?

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- **Event** - did a user perform a specific action?



How much is a conversion worth?

# Setting Values for Goals in GA

- **Just do it.**

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- **Work backwards with math.**
  - If you know that out of every **1,000 users**,

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# Setting Values for Goals in GA

- Just do it.
- **Work backwards with math.**
  - If you know that out of every 1,000 users, 100 of them sign-up for your newsletter, and your newsletter generates about **10 new subscriptions worth \$500,**



# Setting Values for Goals in GA

- Just do it.
- **Work backwards with math.**
  - If you know that out of every 1,000 users, 100 of them sign-up for your newsletter, and your newsletter generates about 10 new subscriptions worth \$500, then each sign-up is worth about **\$5**.

# Setting Values for Goals in GA

- Just do it.
- Work backwards with math.
  - If you know that out of every 1,000 users, 100 of them sign-up for your newsletter, and your newsletter generates about 10 new subscriptions worth \$500, then each sign-up is worth about \$5.
- **Estimate it using bounds. \$1,000? \$5? \$50?**

# Setting Values for Goals in GA

- Just do it.
- Work backwards with math.
  - If you know that out of every 1,000 users, 100 of them sign-up for your newsletter, and your newsletter generates about 10 new subscriptions worth \$500, then each sign-up is worth about \$5.
- Estimate it using bounds. \$1,000? \$5? \$50?
- **No really, do it. Even if it's \$1.**

# What is Page Value?

Page value = (Total Goal Value/Unique Pageviews)

- It's a measure of that page's contribution to conversions or transactions.

*Understanding and Using Page Value*



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- Pages with a high Page Value are more influential than pages with a low Page Value.

*Understanding and Using Page Value*







[About](#)[Services](#)[Blog](#)[Labs](#)[Events](#)[Careers](#)[Contact](#)

[About](#)[Services](#)[Blog](#)[Labs](#)[Events](#)[Careers](#)[Contact](#)

## Search Results For

xmen

---

Sorry, no results matched your search

[About](#)[Services](#)[Blog](#)[Labs](#)[Events](#)[Careers](#)[Contact](#)

## Search Results For

tacos

---

### Careers

At Seer we share a passion for data, discovery, and dogs in the office. We also love **tacos** & wearing jeans to work. Sound like your dream job? Check out our open positions and apply to join the team!...

---

[About](#)[Services](#)[Blog](#)[Labs](#)[Events](#)[Careers](#)[Contact](#)

## Search Results For

pizza

---

## Blog Post Results For

pizza

---

**GOOGLE** • AUG 26, 2014

A Hack to Track Local

**BUSINESS THOUGHTS** • MAR 25, 2016

Help with Yelp for

**SEO** • APR 15, 2011

Top 11 Reasons to Work at

## Search Results For

donald trump

---

## Blog Post Results For

donald trump

---

SEO • JAN 17, 2007

SEO Training Courses =

SEO • JUN 24, 2016

The Revolution of

SEO • SEP 21, 2017

New Google Search





Knowing and understanding what users are searching for means we can better serve their needs.



## BEHAVIOR

Overview

Behavior Flow

► Site Content

► Site Speed

▼ Site Search

Overview

Usage

Search Terms

Search Pages

► Events

► Publisher



ANALYSIS BETA



DISCOVER



ADMIN

Search Term ?	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Ref
	112 % of Total: 95.73% (117)	1.08 Avg for View: 1.09 (-0.47%)	23.21% Avg for View: 23.08% (0.60%)	Avg
1. <a href="#">how do they make money</a>	4 (3.57%)	1.00	0.00%	
2. <a href="#">adwords scripts</a>	3 (2.68%)	1.00	33.33%	
3. <a href="#">seo</a>	3 (2.68%)	1.00	0.00%	
4. <a href="#">brand bids</a>	2 (1.79%)	1.00	50.00%	
5. <a href="#">finance</a>	2 (1.79%)	1.00	100.00%	
6. <a href="#">google data studio</a>	2 (1.79%)	1.00	0.00%	
7. <a href="#">website review</a>	2 (1.79%)	1.00	0.00%	
8. <a href="#">wil</a>	2 (1.79%)	1.00	0.00%	
9. <a href="#">"adobe analytics"</a>	1 (0.89%)	1.00	0.00%	
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► Publisher



ANALYSIS **BETA**



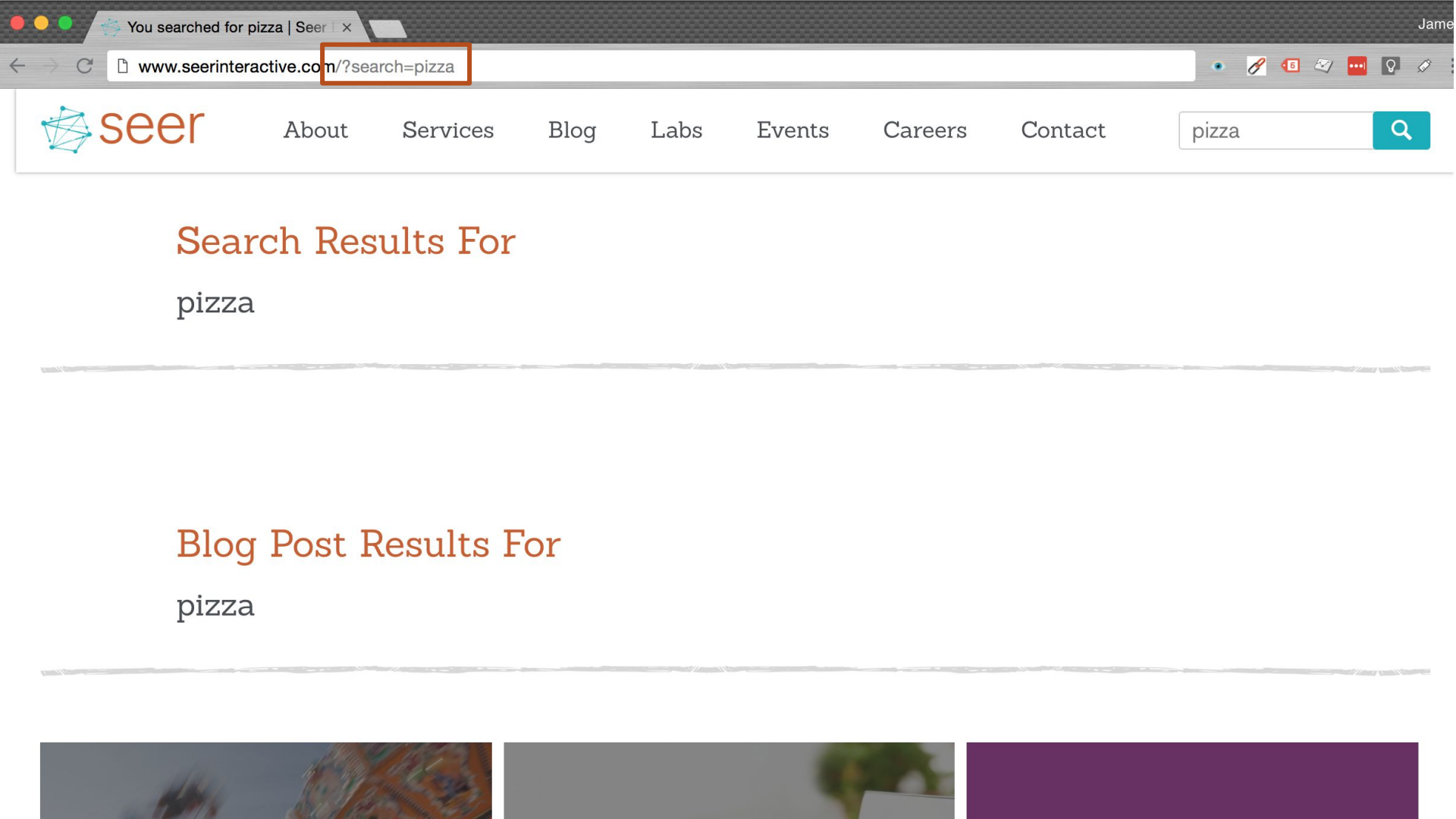
DISCOVER



ADMIN

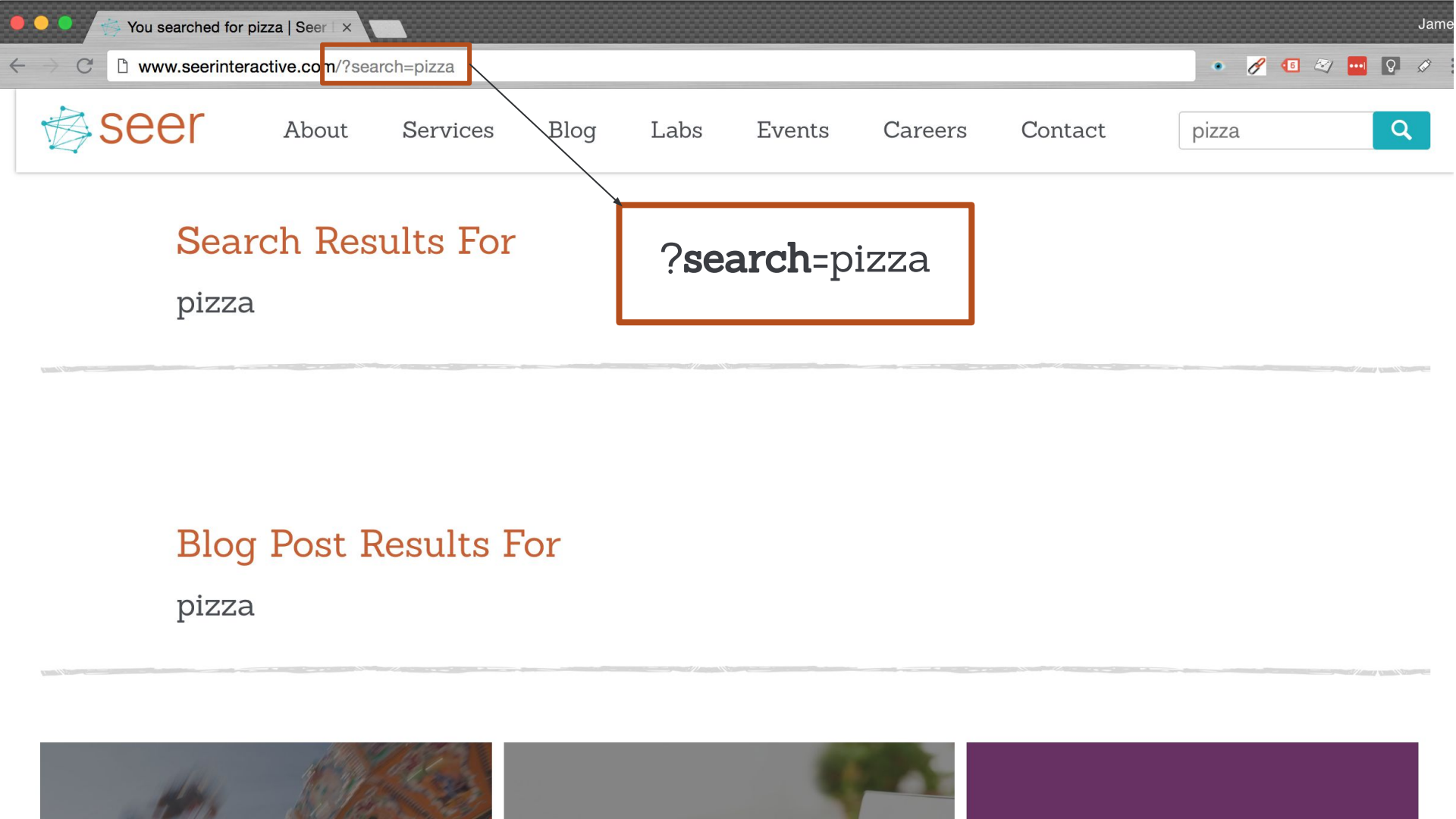
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## Search Results For pizza

## Blog Post Results For pizza



www.seerinteractive.com/?search=pizza



About

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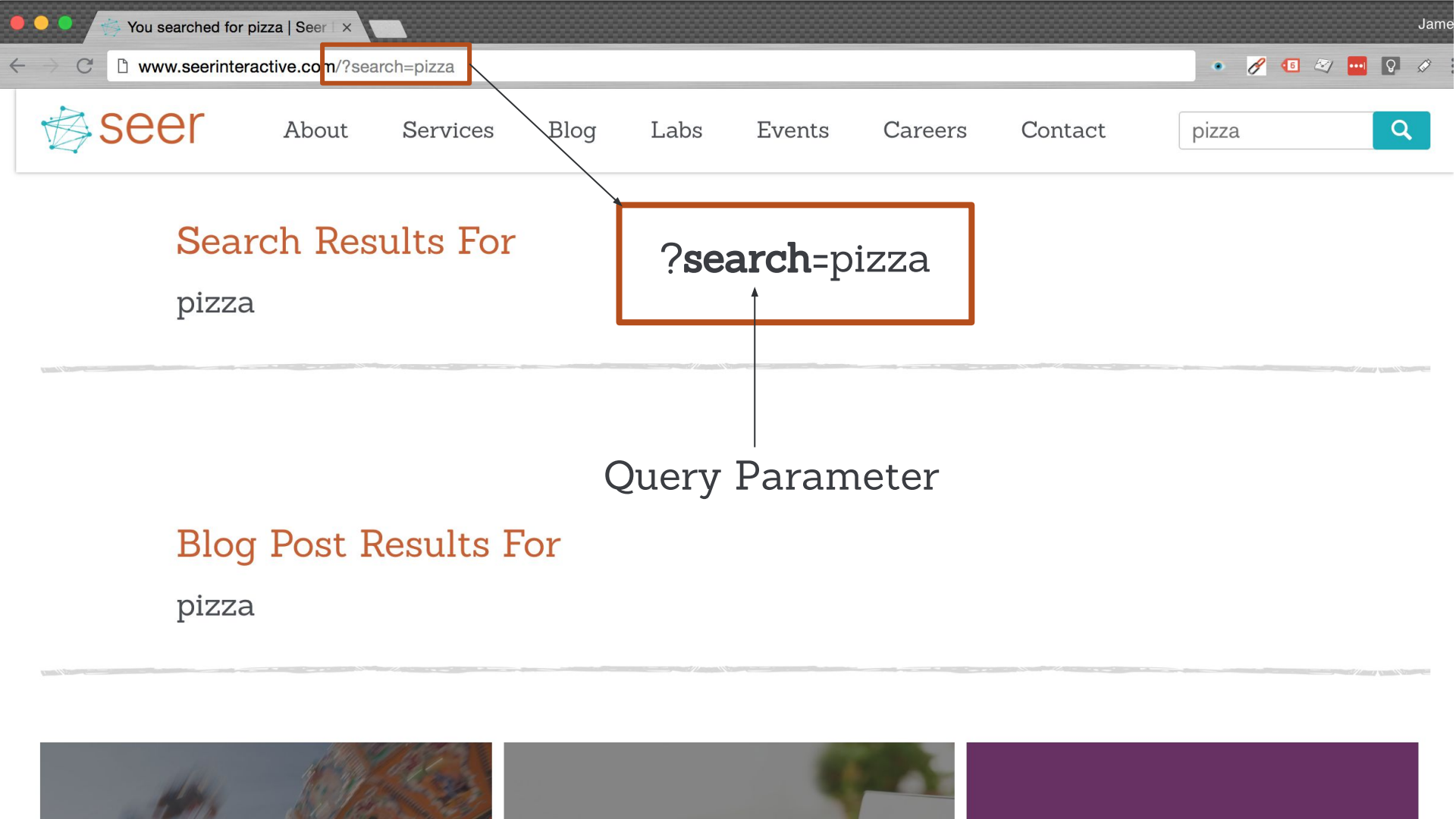
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Search Results For  
pizza

?search=pizza

Blog Post Results For  
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Search Results For  
pizza

?search=pizza

Query Parameter

Blog Post Results For  
pizza

View [+ Create View](#)

[seer2015] 1) Overall - 1.20.2015


  [View Settings](#)

 User Management

 Goals

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 Ecommerce Settings

 Calculated Metrics **BETA**

#### PERSONAL TOOLS & ASSETS

 Segments

 Annotations

 Attribution Models

 Custom Channel Grouping **BETA**

 Custom Alerts

 Scheduled Emails

 Saved Reports


US Dollar (USD \$) ▾

#### Bot Filtering

☒ Exclude all hits from known bots and spiders

#### Linked Google Ads Accounts

##### Google Ads accounts linked to this view <sup>?</sup>

 (588-689-3988)

#### Modeling Settings

##### Enable Data-Driven Models optional

ON

Select up to 20 Ad Manager/Campaign Manager Floodlight conversion types for which DDA models will be generated. Numbers denote 30-day conversion volume.

Note: DDA models will always be generated for Ecommerce transactions and Goals.

[Select up to 20 activities](#) ▾

#### Site Search Settings

##### Site search Tracking <sup>?</sup> optional

ON

##### Query parameter

Use commas to separate up to 5 parameters (case insensitive)

search

☒ Strip query parameters out of URL <sup>?</sup>

##### Site search categories optional

OFF

Save

Cancel



 [View Settings](#) [User Management](#) [Goals](#) [Content Grouping](#) [Filters](#) [Channel Settings](#) [Ecommerce Settings](#) [Calculated Metrics](#) BETA

## PERSONAL TOOLS &amp; ASSETS

 [Segments](#) [Annotations](#) [Attribution Models](#) [Custom Channel Grouping](#) BETA [Custom Alerts](#) [Scheduled Emails](#) [Saved Reports](#)

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A dramatic photograph of a Space Shuttle launching from a launchpad. The shuttle is ascending vertically, leaving a massive, billowing plume of white and orange smoke and fire behind it. The launchpad's service structure is visible on the left, and the top of the launch complex is in the foreground. The sky is a mix of blue and white clouds. A dark grey rectangular box with white text is superimposed over the center of the image.

Remember those Event things?



## Notifications

[Mark All as Read](#) · [Settings](#)



**Kristen Julia** invited you to her event **Come to my event!!!**

f\*&@\*#^\$\*



a few seconds ago







I'm glad you asked.







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Event tracking is one of the main reasons  
why GA is so powerful.





**Events are a large part of what make GA so powerful.**





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**Default GA tracking tracks things such as:**

- **Pageviews (aka pageview tracking)**



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- **Landing pages**
- **Attribution info - Source / medium**
- **Acquisition info**
  - **Geo**
  - **Browser**
  - **Desktop vs. Mobile**



Events are a large part of what make GA so powerful.

### **Default GA tracking tracks things such as:**

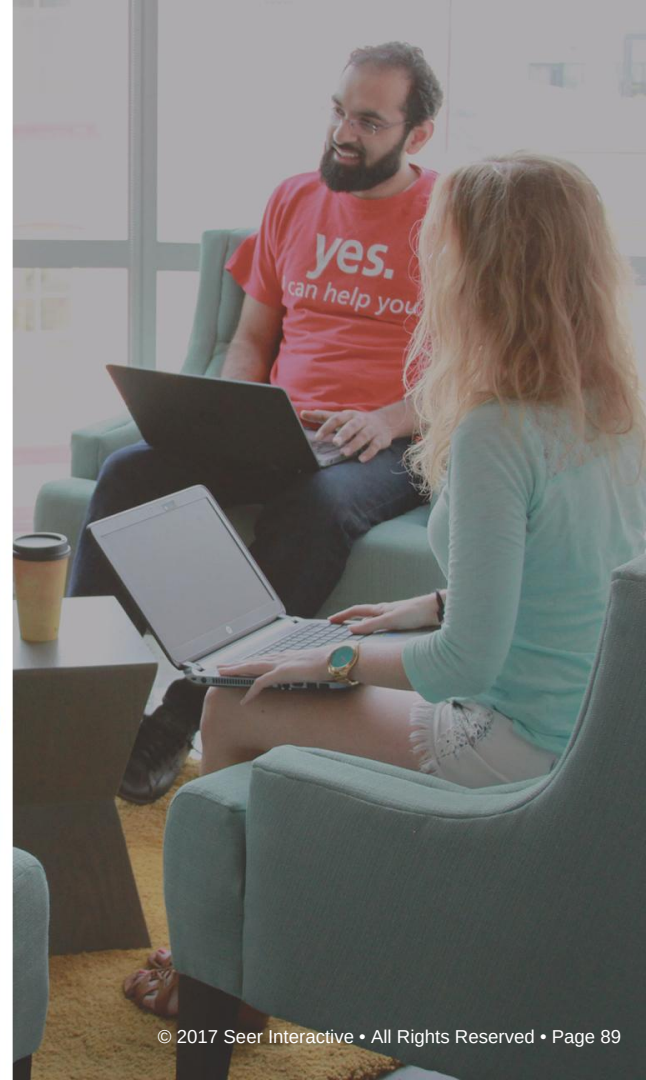
- **Pageviews (aka pageview tracking)**
- **Landing pages**
- **Attribution info - Source / medium**
- **Acquisition info**
  - **Geo**
  - **Browser**
  - **Desktop vs. Mobile**
- **And the list goes on...**

A faint, light-orange network diagram is visible in the background, consisting of several circular nodes connected by thin lines, creating a web-like structure.

# What's the problem here?



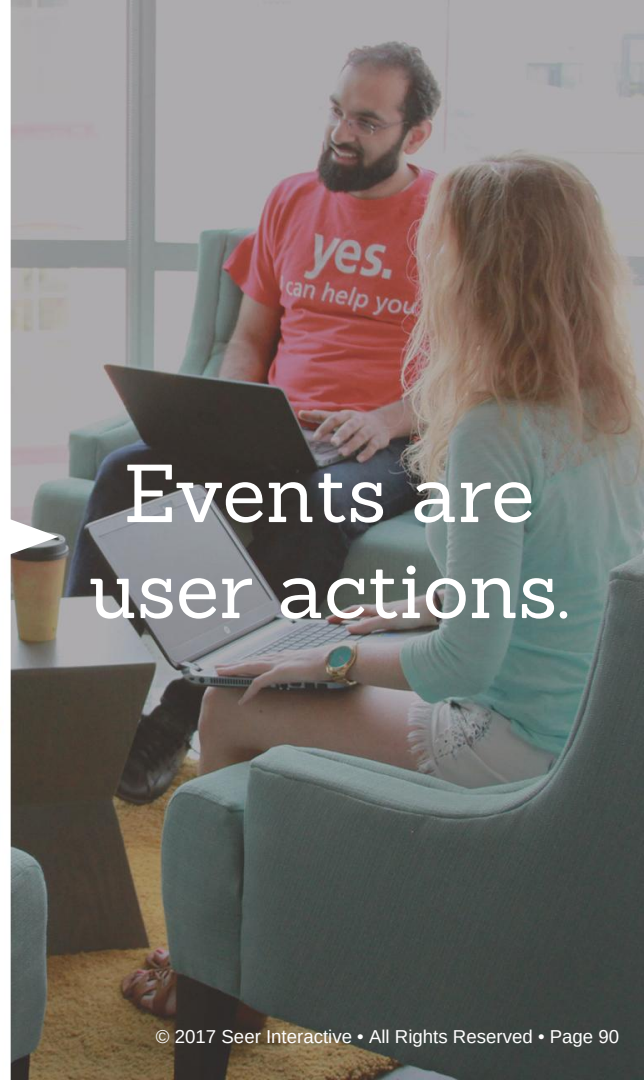
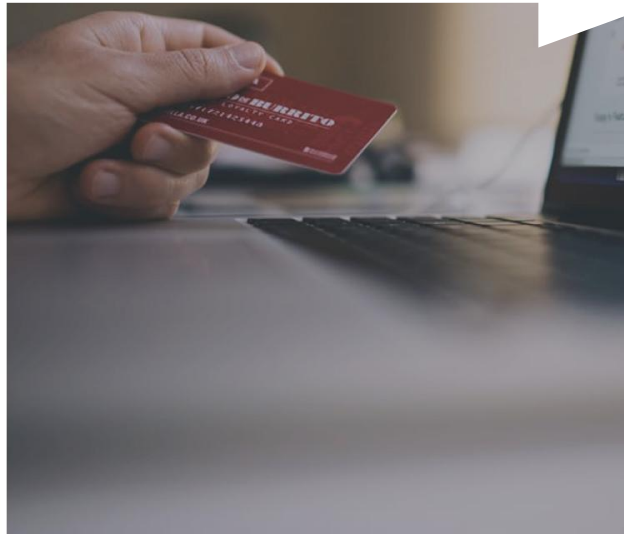
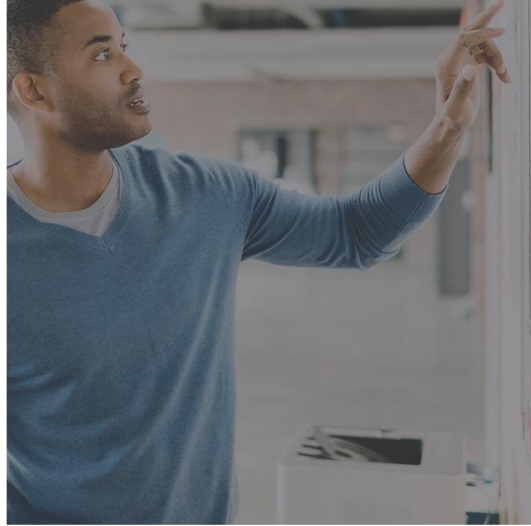
# User Actions.







User Actions.



Events are  
user actions.





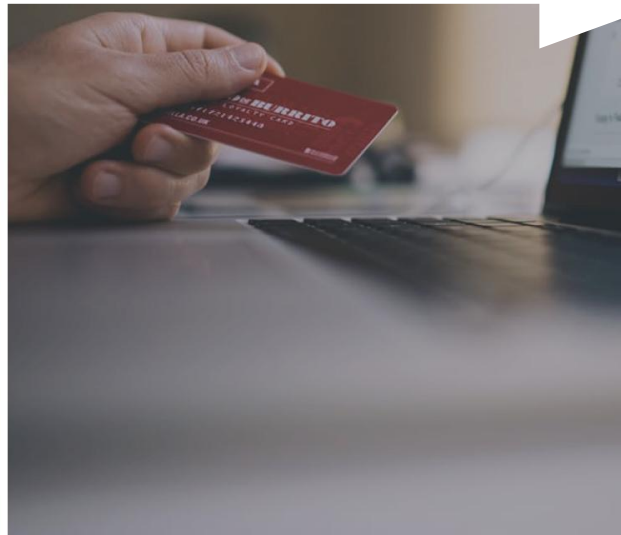
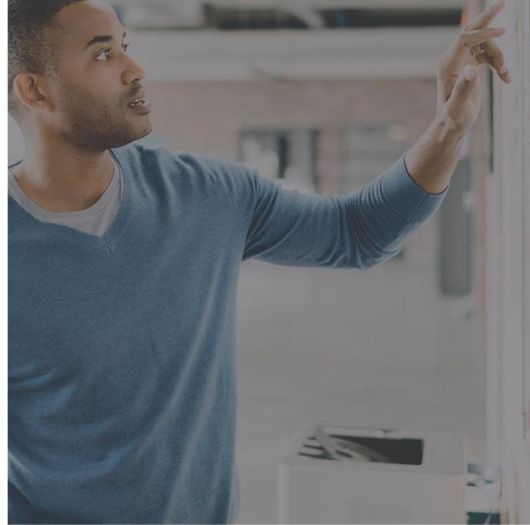
User Actions.

Events are  
user actions.\*





User Actions.



Events are  
user actions.\*

\*most of the time





Events go beyond  
the surface of the  
click.

**Events occur when a specific action  
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Events occur when a specific action happens on the page.

**Usually it's a direct interaction or a click from the user. Like:**

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- **Video interaction**
- **Button click**



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But it can be more passive things. Like:

- **Scrolling**
- **Highlighting/copying text**
- **Hovering over something (like a menu or button)**
- **An impression (of a product or an offer served on page)**





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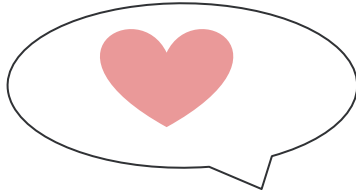
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But it can be more passive things. Like:

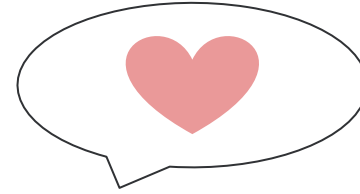
- Scrolling
- Highlighting/copying text
- Hovering over something (like a menu or button)
- An impression (of a product or an offer served on page)

***Note: Non-interaction events don't affect bounce rate!***

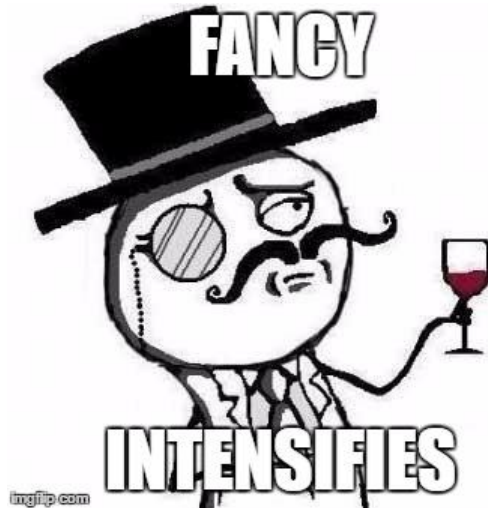
# Tag Management System - Google Tag Manager



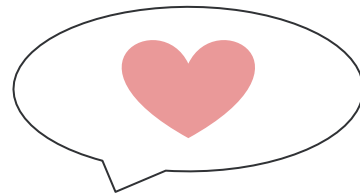
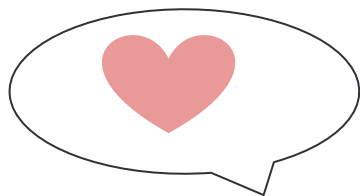
Google  
Tag Manager



Google  
Analytics

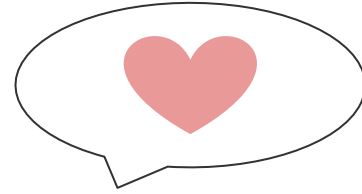
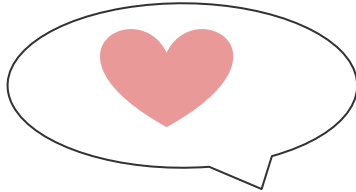


# Tag Management System - Google Tag Manager



- Centralize all tags onsite (GA + others!)

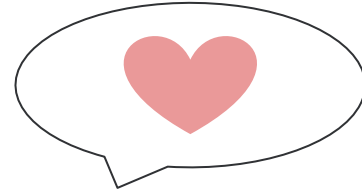
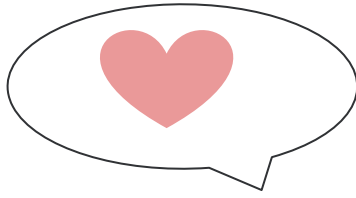
# Tag Management System - Google Tag Manager



- Centralize all tags onsite (GA + others!)
- Remove bottlenecks

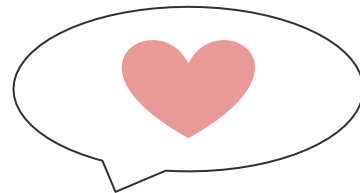
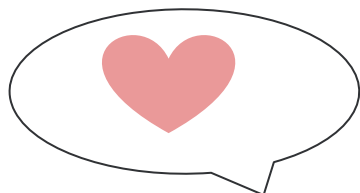


# Tag Management System - Google Tag Manager



- Centralize all tags onsite (GA + others!)
- Remove bottlenecks
- Transparency & Responsibility

# Tag Management System - Google Tag Manager



- Centralize all tags onsite (GA + others!)
- Remove bottlenecks
- Transparency & Responsibility
- Kickass Data

# Additional Analytics Resources

Google Analytics Academy

jamesc@seerinteractive

## Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.



## Analytics Academy Courses



### Google Analytics for Beginners

Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic



### Advanced Google Analytics

Learn about advanced Google Analytics features including data collection, processing and configuration, and more complex



### Ecommerce Analytics: From Data to Decisions

Discover how to use Enhanced Ecommerce reports in Google Analytics to make informed ecommerce business decisions



### Google Tag Manager Fundamentals

Discover how Google Tag Manager can simplify the tag implementation and management process for marketers, analysts

Thanks for your time!  
Questions?

Contact me at:  
[JamesC@SeerInteractive.com](mailto:JamesC@SeerInteractive.com)  
Twitter - @Jaycohh