



DIGITAL TOOL BOX CONFERENCE – GOOGLE ANALYTICS

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Please find below Julian Erbsloeh's speaker's notes for his presentation and his two breakout sessions. We recommend reviewing these notes in conjunction with the presentation slides.

PRESENTATION: WEBSITE ANALYTICS - GOOGLE ANALYTICS with Julian Erbsloeh, Fresh Egg

Slide 2

Web analytics is not something a tool or platform can offer you, they are merely the vehicle that enables an analyst to do his work – to produce actionable insight from a set of data.

With this presentation we will look at some of the most popular tools for tracking and measuring user behaviour on websites and highlight their strengths and weaknesses where appropriate.

Many of these tools are available to use for free and basic implementation is fairly simple. However, to get most from your analytics platform of choice some investment of maybe money but definitely time is required to make it happen.

Most importantly though, the organisation needs to identify a data champion who shows a natural curiosity in data and who enjoys searching for answers.

Slide 3

Google Analytics is the first tool we want to look at, it's free and actually really good as well. Even with the most basic implementation you will quickly be

able to track visits to your site, understand where they come from and which devices they use, measure some level of conversions and start comparing data sets to better understand trends and seasonality.

To get started visit www.google.com/analytics/ To learn more about the platform and how to get most out of it, visit the Analytics Academy. A free GA individual qualification is available called the GAIQ, it is certainly worth getting your data champion qualified.

Slide 4

Google Analytics allows analysts to look at data in many different ways, 'slice and dice it' as they say. The ever-evolving platform offers a variety of standard reports and data visualisations... for example this report which immediately highlights problem landing pages – those with a higher than average bounce rate.

Slide 5

Treemap reports – an old data visualisation format, these reports are particularly useful when trying to quickly assess the relationship between two metrics.

The size of the squares represents the first metric, the colour of each area the second one.

Looking at sessions and conversion rate for example we quickly see which channels are under-performing in September. These reports are available for channel performance analysis as well as AdWords campaign analysis and work well for users who are more visual than number-driven.

Slide 6

Goal flow reports, useless for looking at the overall website and all traffic but powerful when drilling into small segments of traffic. They are particularly useful to identify traffic drop-off points, here pictured in red.

Arranging the flow reports by landing page is a good starting point to understand where users hit the site first and how they move deeper into the website from there.

Slide 7

The goal funnel reports are another often under-used feature of Google Analytics which in most cases will be straight forward to set up. This report will analyse a conversion such as a product purchase or registration process step-by-step and highlight points at which users drop out of the funnel.

What's more, it provides data on where these users went to when dropping out, information that often allows us to hypothesise about their reasons for leaving.

Did we ask them for information they did not have to hand or add unexpected shipping charges?

These funnels work best when the conversion flow has multiple steps of individual pages but they can also be tweaked to capture individual form fields on a single page checkout if required.

Slide 8

Shopping behaviour reports are a feature of 'enhanced ecommerce', a custom feature that requires a bit more coding to implement. But the extra effort is worth it, additional features provided by enhanced ecommerce are shopping behaviour reports, detailed product and category performance reporting and easy re-marketing audience creation.

In this screen shot we can see that 61% of visitors to the site are not viewing products and that 80% of those viewing products are not adding a product to the cart but that the drop-out rate at the check-out is only 49%. This suggests that the top of the funnel should get some attention first.

What's more, re-marketing audiences of users who dropped out at each stage can be created and sent to AdWords with two clicks.

Slide 9

Heat mapping tools are useful but can be costly, depending on the features they offer.

www.crazyegg.com is a more basic tool that provides a number of heat- and click-maps, it can also create heat-maps for mega-menus that expand upon mouse roll-over.

www.clicktale.com is the industry heavyweight that offers all the heat mapping but also provides full session recording, more detailed funnel reports and other useful features.

If you decide to spend the money, do your research thoroughly and make sure you check the T&Cs carefully for exit clauses, these companies have a habit of trying to hold on to you once you have signed up.

Slide 10

Facebook (FB) Insights are quite limited but provide a good top level overview of how a FB Page has been performing. Pages are FB properties for business – Insights are not available for personal accounts. They are particularly useful

when running paid campaigns on Facebook but also provide some useful guidance when analysing the performance of organic posts.

By understanding the day of the week, time of day and content of a well performing posts we should be able to recognise patterns and optimise the type of content we push out as well as the time we do it, ultimately leading to better engagement. Google Analytics can provide audience insight which can then be applied to Facebook targeting.

By tagging our FB campaigns with Google campaign tracking parameters we can then analyse the performance of our FB visitors once they've hit our website.

Facebook Insights are free but are only available for Facebook Pages, not personal accounts.

Slide 11

Facebook Insights provide a very detailed view into our audience demographics and unlike those found in Google Analytics, these are highly accurate.

Why does any of this matter? Because of marketing – Facebook offers one of the most targeted audience segmentations for paid advertising.

Slide 12

YouTube reporting is also quite advanced these days, providing a long list of reports on engagement, traffic sources as well as the actual viewers.

Since YouTube started asking users to log in, the quality of the demographic information has improved dramatically.

If your business is actively using YouTube to communicate with their target audience, these reports will tell you if the material you are producing is attracting the right audience, how engaged they are with your content and whether or not they are sharing it with others.

When it comes to measuring the impact of video it is really important to look past the first click (to play). What really matters is how long did users stick around to watch the video, were they put off by the adverts shown during the clip and did they share it or watch another video after they finished the first one or did they leave the channel altogether?

Slide 13

YouTube performance can also be tracked in Google Analytics, the integration is simple and robust. By setting up a specific YouTube view which only shows YouTube engagement we can start to track and analyse engagement from within GA.

Slide 14

A lesser-known but powerful analytics platform in the market is Yandex Metrica – the 'Russian Google Analytics'. Like GA, Yandex Metrica is free to use and relatively simple to implement on your website.

It offers a vast list of standard reports on traffic sources, users, content and technology, advanced segmentation, cohort analysis, custom reports – many of which are very easy to read and understand. All of the reports are customisable to make them more meaningful within the context of your organisation.

To get started visit:

<https://metrica.yandex.com>

Slide 15

What makes Yandex Metrica most attractive is a number of additional features GA does not offer, we therefore often run it in parallel with Google Analytics on client websites.

Our favourite features are free heat maps, click maps, scroll maps and form analysis – all working straight out of the box with no extra configuration or tracking code required.

Slide 16

Detailed form analysis that works straight out of the box – how many users completed the form, which fields did they last fill in before dropping out and much more.

The slight downside of Yandex Metrica is the lack of online resources in English, especially once you want to customise the implementation and do something a bit more advanced. While the documentation of how to use Metrica is fairly sound, advanced implementations rely on trial and error and getting involved with the various analytics forums.

Slide 17

The most amazing feature of Yandex Metrica are full length session recordings, for free.

No need to hire expensive recording software like 'Session cam' – Yandex can be implemented in a few minutes using Google Tag Manager.

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Slide 18

Tag management providers such as Tag Man and Qubit have been around for quite some time now. They allow the marketer to manage all their tags from the outside via a JavaScript container added to the site.

This dramatically simplifies and streamlines the process, improves agility and cuts out cost by cutting out the involvement of the development team.

In 2012 Google disrupted this specialist market by offering Google Tag Manager (GTM) – for free. Implementation of all Google products such as AdWords and Analytics work straight out of the box, this year Google made the tag templates public which means that anyone can now write their own tags and submit them to GTM for review.

Slide 19

The next time your organisation is planning to make any changes to your tracking code I recommend that you consider implementing a tag management system like GTM instead and run all your marketing and tracking scripts through that container. This will ensure that you can make any changes like adding new tags, adding or removing tracking or fixing tracking that has been broken without your development team.

This is especially useful when code changes are difficult to push through and there is a long list of development cycles and testing involved each time.

Slide 20

There are a number of ways to get started, organisations work with agencies, freelancers or they can of course hire an analyst.

Good web analysts are hard to find and usually not cheap so the best way to get started is to identify someone within your organisation who is showing an interest in data analysis, the internet and digital marketing as a whole, someone who never stops learning or looking for answers and make them your internal data champion.

Give them ownership of web analytics, get them platform certified and if necessary give them some budget to engage specialists to support them with the initial setup or training.

The key element for success here is the individual, a natural curiosity and interest in data are critical – everything else can be learned quite quickly.

BREAKOUT SESSION A: PERFORMANCE REPORTING WITH GOOGLE ANALYTICS with Julian Erbsloeh, Fresh Egg

Slide 2

Before diving into the weeds we should do some planning and define what it is that we are actually trying to report on. One way to do this is to create a 'measurement plan'.

We talk about macro conversions – the big ones that directly impact how we do as a business – and micro conversions - which are the small ones that may not directly affect the bottom line or our targets but that facilitate conversion of macro objectives.

For example signing up to a newsletter which then allows us to reach out to that prospective student and engage in a positive conversation with them.

Slide 3

Create a measurement plan – map out how the key performance indicators of your website can be measured, then ensure they are being tracked and reported on.

It is at this stage that we also define what success looks like and which of these metrics should be included in the reporting. Different departments have different reporting needs, they look at different metrics.

The best way to get people involved with data is to regularly provide them with data that really matters to them and their job. The acquisition team for example cares about how many new users their campaigns and emails have brought to the site while the alumni team will be more concerned about email response rates, event attendance and support received from the alumni community.

For more information on how and a template please see the Fresh Egg website:

<http://bit.ly/1VWCD4H>

Slide 4

Ensure your data has integrity – one of the biggest threats to web analytics and performance reporting today is non-human traffic that exists in many forms.

'Bot traffic' and 'analytics spam' are two of the main culprits, these data sources dilute the real user data in your analytics platform resulting in inaccurate reporting and potentially poor decision making.

However, there are ways to ensure your Google Analytics data is free from bot traffic, here's a useful blog post on this:

<http://bit.ly/1NMVLCT>

Slide 5

GA offers a wealth of standard reports that can be quite daunting for new users.

Slide 6

Audience reports – this is the default report that opens, this report already contains some good basic information about what's happening on the website.

Traffic patterns, number of visits and users, how much time they spent on the site and how many pages they viewed on average.

By changing the date range to compare against the previous period or same period Year over Year (YoY) we can immediately get some indication of performance and trend.

Slide 7

The acquisition overview provides a performance snapshot by channel. Which channel is driving the most traffic and which one drives the most conversions?

Slide 8

The behaviour overview provides a quick overview of what's happening on the website – page views, average time on site, bounce rate and a few more.

But if we want to know what's really going on we need to dive a bit deeper into some of the more specific reports in this section – the landing pages, the exit pages or the events report for example.

Each of these reports provide a range of metrics for one single dimension.

Slide 9

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Slide 10

Custom reports – create meaningful custom reports for each area of your business, have these delivered by email to your top stakeholders.

Before we create a new report, think about who the recipient of that report is – do all the metrics matter to him/her, is the report easy to understand?

Examples include: a report on the most popular courses by page views, syllabus download and registration, a report on resource downloads, a report on the performance of the website (page load speed, error pages etc.)

Slide 11

Dashboards – create dashboards to report on key performance indicators for each area of the business, a more visual way to present top line data.

Each dashboard can contain up to 12 individual ‘widgets’ – these can be a simple metric, a small timeline, a map, a table or a bar chart. Dashboards can be sent automatically by email to all stakeholders.

Example: create a dashboard for the acquisition team, one for the retention team, one for the social media team and one for finance.

Slide 12

As Slide 11.

Slide 13

Scheduled Emails – changing ‘pull to push’ and receiving the data that matters to you delivered into your inbox.

This can be done for each and every report in Google Analytics, the email option is always available and is a great time saver. If you find yourself looking for the same reports every Monday, end of the month or quarter why not automate it?

Delivering data straight into users inboxes can also be a very effective way to get people in other parts of the business into the habit of looking at data.

Slide 14

Taking data out of Google Analytics (GA) – building custom reporting dashboards using Google Sheets and the GA plugin can be a great time saver for those plucking individual numbers out of GA and adding them into excel but it also offers the more advanced user an option to build some truly beautiful dashboards that answer all the key business questions in one simple page.

A dashboard created with Google Sheets uses the API to extract data from GA every time you change the date range or open the file. See below for a link to a 'how to' video to get you started if you're interested. But a word of warning, the first few will take a bit of time and dedication.

Here's a link to a 'how to' video provided by Google:

https://youtu.be/N_Ok0rJwj2U

BREAKOUT SESSION B: ANALYSING USER BEHAVIOUR WITH GOOGLE ANALYTICS with Julian Erbsloeh, Fresh Egg

Slide 2

Google Analytics (GA) provides a wealth of information and can produce really valuable insight to those who know where to look.

The huge variety of reports and data visualisation options can quickly become overwhelming. Spending hours and hours clicking around different reports without producing any actionable insight is easily done.

However, with a structured approach and a sound understanding of where to find the information you are looking for you can save time and ensure you use your data to your organisations benefit.

- Frame of mind, approaching each piece of analysis with a purpose (formulate a question).
- Wasting time in Google Analytics, understanding audiences and cohorts and how to identify them.

Slide 3

Standard reports, data visualisation options and understanding when to use them.

Slide 4

As Slide 4.

Slide 5

And this is where you find the ABC reports.

To learn more about all the metrics, dimensions and available reports within Google Analytics I highly recommend visiting the Analytics Academy at <https://analyticsacademy> with www.google.com/explorer and working through the platform principles videos.

Slide 6

But the real power of Google Analytics lies in combining metrics and dimensions across the ABC reports.

Slicing and dicing – applying filters, secondary dimensions and how there are usually more than one way to find an answer.

For example, we want to analyse the landing pages for our organic search visitors to identify the ones that need to be improved.

One starting point to find this data could be the channel report where we get a breakdown of all channels.

Slide 7

By setting the filter to only include channels containing 'organic', we remove any distraction caused by the other channels.

Now we add a secondary dimension of 'landing page' which creates a second column breakdown of all landing pages for organic traffic now.

We could drill down even further now by adding a second condition to the filter to only include landing pages beginning with the sub-folder /courses/ if we wanted a list of the best performing courses landing pages.

Once we have the data we were looking for, we can use the metric columns by clicking on them to sort by bounce rate, time on site or conversion.

Slide 8

Google Analytics offer a number of standard report formats, some of which can be very helpful. By now selecting the Comparison report and picking bounce rate as the comparison metric in the report, we can immediately see which pages need our attention due to showing much higher bounce rates than the site average.

Bounce rate by landing page, conversion rate by AdGroup, blog posts by time on page or page load speed by mobile device, the number of possible and useful combinations is virtually endless.

Slide 9

Segmenting data into users or visits that share certain behaviours allows us to dissect the website's traffic and to understand user behaviour in clear detail.

Most websites have a number of audiences with very different requirements and therefore behaviours. Therefore, looking at aggregated data that includes existing students, teachers, prospective students and alumni can be meaningless at best and misleading at worst. The same applies for users

visiting the site from mobile phones, desktop computers or tablets – only by splitting them out we can understand if there are problems with certain areas of the site or what the overall conversion rate really means.

Slide 10

Google Analytics allows us to compare up to four different segments at a time, segments can be selected from a long list of native segments or customised by setting a series of conditions. The usability of this is really good so that even inexperienced users of GA will quickly get the hang of it.

Slide 11

From data to actionable insight – look at the data in the context of the site, use your imagination to recreate the user's experience and journey. Start building hypotheses for user behaviour and how this can be influenced or confirmed.

Gather user feedback by asking questions / setting up user surveys.

Slide 12

Custom segments allow us to combine a set of conditions to the data, creating smaller and more meaningful data sets.

Once created, custom segments will always be available. They can be applied to almost any report including reporting dashboards and custom reports.

Custom segments are created on login-level but can be shared via email link.

Slide 13

Recap: focus, know where to go and segment, segment, segment.

From data to actionable insight – look at the data in the context of the site, use your imagination to recreate the user's experience and journey.

Start building hypotheses for user behaviour and how this can be influenced or confirmed.

Gather user feedback by asking questions / setting up user surveys.

Slide 14

Google consumer surveys allow you to ask your users questions, basic surveys are free.

Start asking your users simple questions such as 'How do you rate your experience on our website' or 'Were you able to find what you were looking for today?' before going into more detail.

The implementation is simple, if you have Google Tag Manager (GTM) installed you can get started within a few minutes.

The survey can be as simple or advanced as you want it to be. Define rules and triggers in GTM to fire the survey only for certain users or those who exhibited certain behaviours and get to the bottom of why users do what they do.

Slide 15

Surveys and questionnaires are another simple way to get some first hand user feedback.

