

Analytics and Insight

8 Steps to a Better Website

Who is Plaudit Design?

- Plaudit Design is...
 - Web Strategy
 - Custom Web Design
 - Internet Marketing



Matt Dittbenner

Questions

- Are you currently using Google Analytics?
- How often do you review your reports?
- Is anyone else in your company interested in these? Do you report these out to anyone?

Building a ^{MORE} Successful Website

Building a ^{MORE} Successful Website

What is important to your business?

- More sales/revenue
- Better brand recognition
- Better brand perception

Building a ^{MORE} Successful Website

How does this impact your website?

The website is just **one** part of your customer's experience with your organization.

- What role does it play in that experience?
- How should the website contribute to your company's success?



Building a ^{MORE} Successful Website

How does this impact your website?

What are the top 3 things you hope your website does for your audience? How do these help your company achieve “more success?”

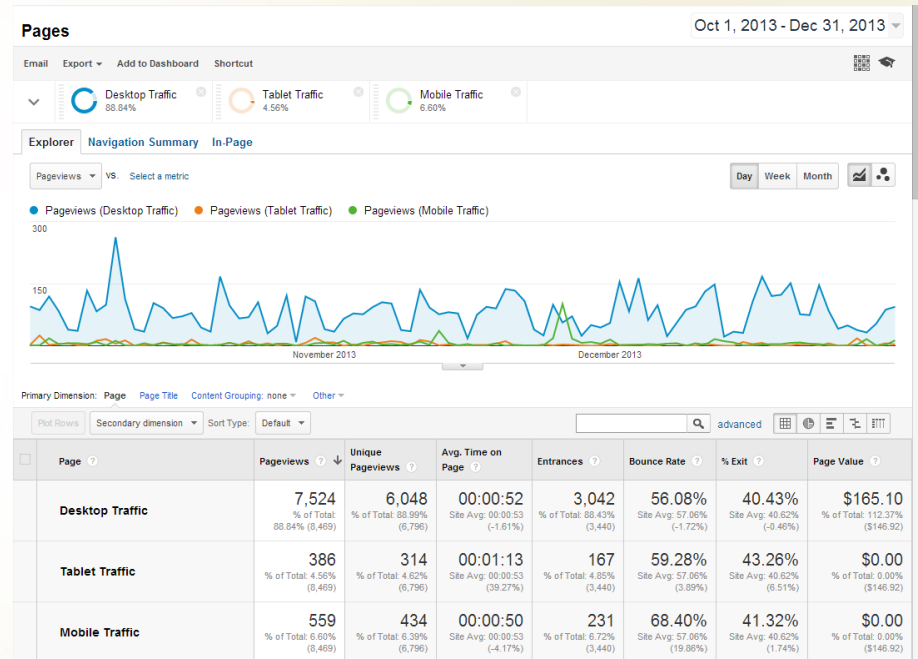
- Learn about our company.
- Learn about our services.
- Get in touch with us.



Successful Measurement

Successful Measurement

Analytics is a tool that can help us discover the factors that impact website performance.



Technique 1: Goals

Set goals for key actions users should perform on the site.

- Choose meaningful goals
- Fulfilling a goal is a “conversion”

✓ Goal description [Edit](#)

Name: *Contact Form Submitted*
Goal type: *Destination*

2 Goal details

Destination

Begins with ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value OPTIONAL

☐ On

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel OPTIONAL

☐ On

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="Contact Form"/>	<input type="text" value="/contact.html"/>	<input checked="" type="checkbox"/> Yes
2	<input type="text" value="Contact Success Page"/>	<input type="text" value="/contact/success.html"/>	<input type="checkbox"/>

[+ Add another Step](#)

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save Goal](#) [Cancel](#)

Technique 2: Filters

Filter out traffic from irrelevant visits.

Edit Filter

Filter Information

Filter Name

Filter Type ☒ Predefined filter ☐ Custom filter

Exclude



traffic from the IP addresses



IP address

☐ IPv6

(e.g. 74.125.19.103 or 2001:db8::1)

Save

Cancel

ABC's of Google Analytics

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Acquisition

<input type="checkbox"/>	Source / Medium ?	Acquisition		
		Visits ? ↓	% New Visits ?	New Visits ?
		4,387 % of Total: 100.00% (4,387)	56.94% Site Avg: 56.92% (0.04%)	2,498 % of Total: 100.04% (2,497)
<input type="checkbox"/>	1. google / organic	1,830	63.11%	1,155
<input type="checkbox"/>	2. (direct) / (none)	1,543	49.97%	771
<input type="checkbox"/>	3. bing / organic	244	62.70%	153
<input type="checkbox"/>	4. linkedin.com / referral	203	27.59%	56
<input type="checkbox"/>	5. yahoo / organic	98	67.35%	66
<input type="checkbox"/>	6. uwlax.edu / referral	55	70.91%	39
<input type="checkbox"/>	7. mncpa.org / referral	51	78.43%	40

- Source
- Medium

Technique 3: Campaigns

Use campaigns to assess external marketing efforts.

3.	TCBMag / cpc	92	98.91%
4.	MPR / radio	8	75.00%
5.	event / qr-code	3	66.67%
6.	etrends Nov 2013:2 / email	2	100.00%
7.	mnsearch / sponsor	2	100.00%
8.	EMS / email	1	100.00%
9.	etrends Oct 2013:3 / email	1	100.00%
10.	Jan 2014 Business Event: 2 / email	1	100.00%

- Email
- Newsletters
- Printed Materials
- Social Media
- More!

Technique 3: Campaigns

Use campaigns to assess external marketing efforts.

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

- Email
- Newsletters
- Printed Materials
- Social Media
- More!

Acquisition

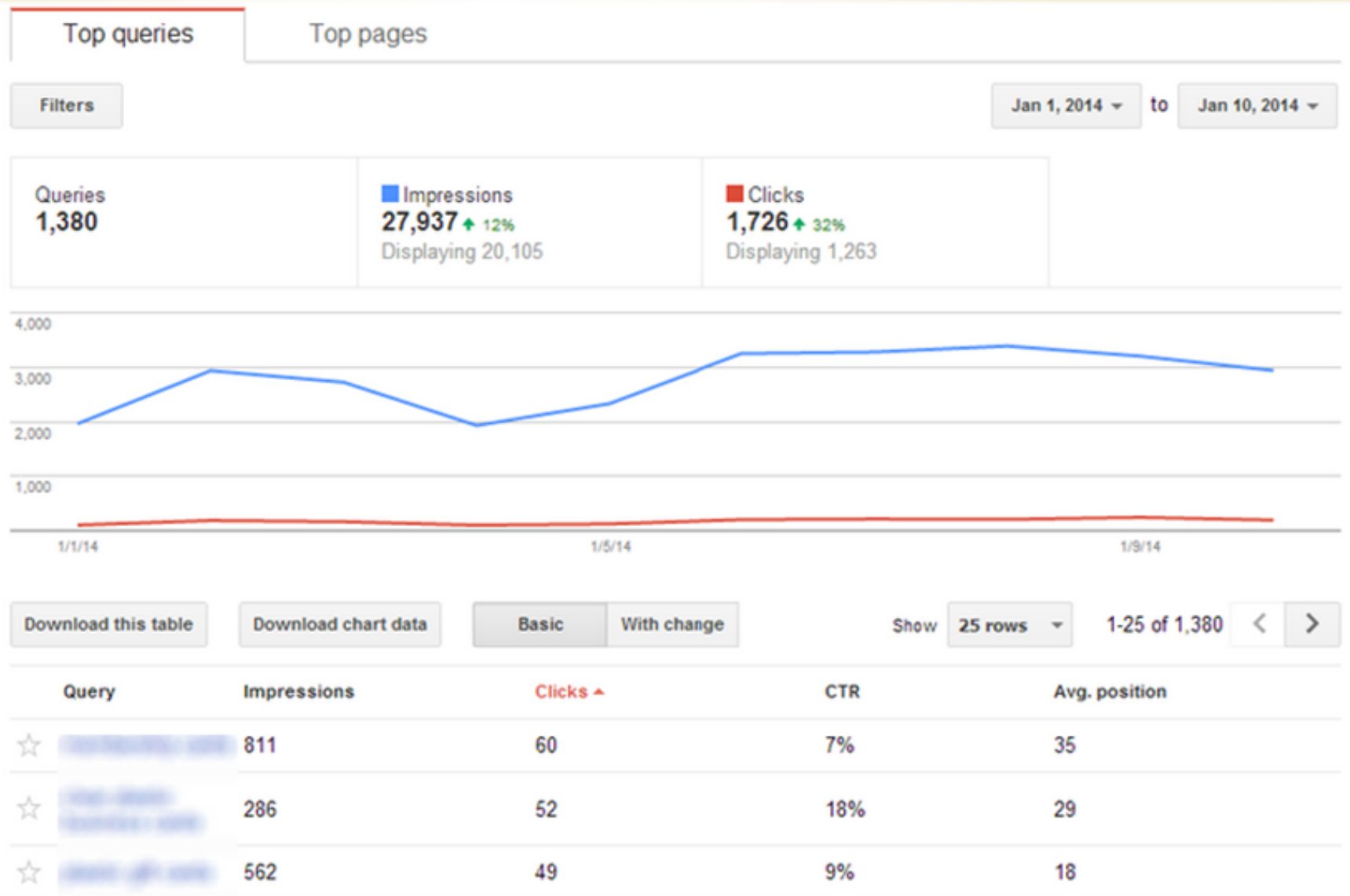
<input type="checkbox"/>	Keyword ?	Acquisition			Behavior			Conversions		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact Form Success (Goal 1 Conversion Rate) ?	Contact Form Success (Goal 1 Completions) ?	Contact Form Success (Goal 1 Value) ?
		16,176 % of Total: 30.84% (52,457)	74.35% Site Avg: 73.66% (0.94%)	12,027 % of Total: 31.13% (38,640)	34.04% Site Avg: 37.99% (-10.38%)	5.01 Site Avg: 4.67 (7.33%)	00:03:53 Site Avg: 00:03:38 (6.94%)	0.37% Site Avg: 0.36% (2.41%)	60 % of Total: 31.58% (190)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. (not set)	15,314 (94.67%)	74.13%	11,353 (94.40%)	32.77%	5.11	00:03:59	0.38%	58 (96.67%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. [blurred]	29 (0.18%)	6.90%	2 (0.02%)	17.24%	6.55	00:04:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. [blurred]	9 (0.06%)	100.00%	9 (0.07%)	77.78%	1.22	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. [blurred]	9 (0.06%)	0.00%	0 (0.00%)	55.56%	1.56	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. [blurred]	8 (0.05%)	0.00%	0 (0.00%)	50.00%	4.12	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. [blurred]	8 (0.05%)	100.00%	8 (0.07%)	50.00%	2.12	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. [blurred]	7 (0.04%)	28.57%	2 (0.02%)	42.86%	2.57	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. [blurred]	7 (0.04%)	28.57%	2 (0.02%)	14.29%	2.14	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. [blurred]	6 (0.04%)	16.67%	1 (0.01%)	66.67%	2.50	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)

Technique 4: Webmaster Tools

Gain access to additional SEO information.

Query	Impressions ? ↓	Clicks ?	Average Position ?	CTR ?
	108,719 % of Total: 98.84% (110,000)	1,694 % of Total: 169.40% (1,000)	140 Site Avg: 130 (1.18%)	1.56% Site Avg: 0.91% (71.40%)
1. cell design	10,000	200	230	2.00%
2. plaudit	8,000	70	18	0.88%
3. cell design	3,000	50	440	1.67%
4. cell	3,000	5	83	0.17%
5. plaudit design	2,500	90	15	3.60%
6. plaudit design cell design	2,000	22	10	1.10%
7. cell design site	1,600	5	52	0.31%
8. plaudit design cell design	1,300	5	10	0.38%
9. plaudit design	1,300	5	76	0.38%
10. plaudit design	1,000	5	7.3	0.50%

Technique 4: Webmaster Tools



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Technique 5: Site Search

Identify information that visitors are looking for on your site.

Top five searches for the reporting period:

1. careers	10	1.20	0.00%	0.00%	00:00:49	2.00
2. career	9	1.11	0.00%	10.00%	00:01:48	1.89
3. client portal	5	1.00	0.00%	0.00%	00:01:03	3.00
4. portal	5	1.60	0.00%	0.00%	00:10:25	6.20
5. employment	3	1.00	33.33%	0.00%	00:00:53	2.33

Technique 6: Events

Use events to track actions that don't trigger pageviews.

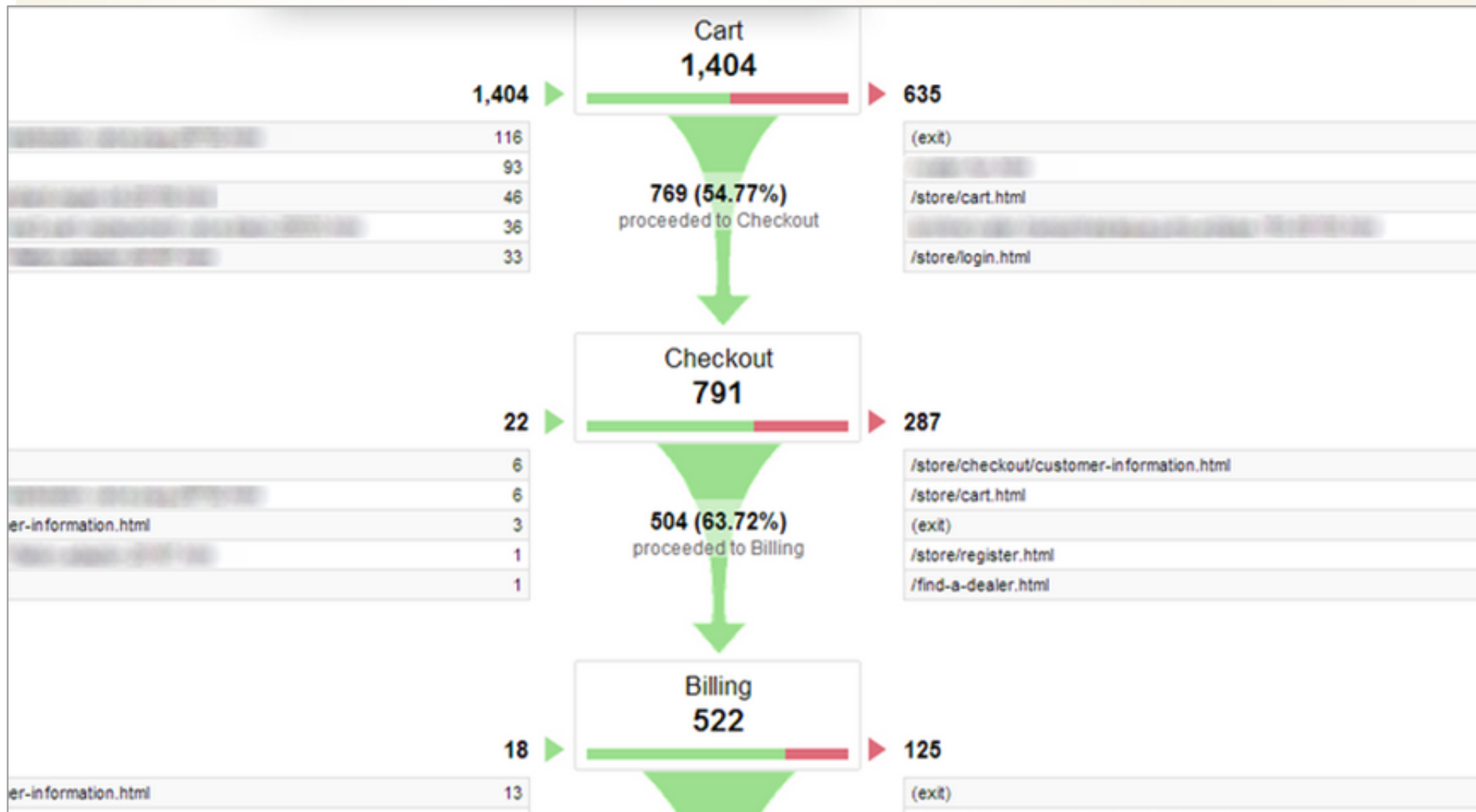
<input type="checkbox"/>	Event Category ?	Event Action ?	Total Events ?	Unique Events ?	Event Value ?	Avg. Value ?
			81,004 % of Total: 100.00% (81,004)	30,227 % of Total: 100.00% (30,227)	2,000 % of Total: 100.00% (2,000)	0.02 Site Avg: 0.02 (0.00%)
<input type="checkbox"/>	1. Viewed	Window Scroll: Viewed Bottom	33,879	15,250	0	0.00
<input type="checkbox"/>	2. Viewed	Document Ready: Viewed Bottom	26,405	12,156	0	0.00
<input type="checkbox"/>	3. Outbound Link	Click	6,967	6,051	0	0.00
<input type="checkbox"/>	4. Viewed	Category	5,296	1,056	0	0.00
<input type="checkbox"/>	5. Download Link	Click	3,268	2,196	0	0.00
<input type="checkbox"/>	6. Viewed	Product	3,239	1,688	0	0.00

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Technique 7: Goal Funnels

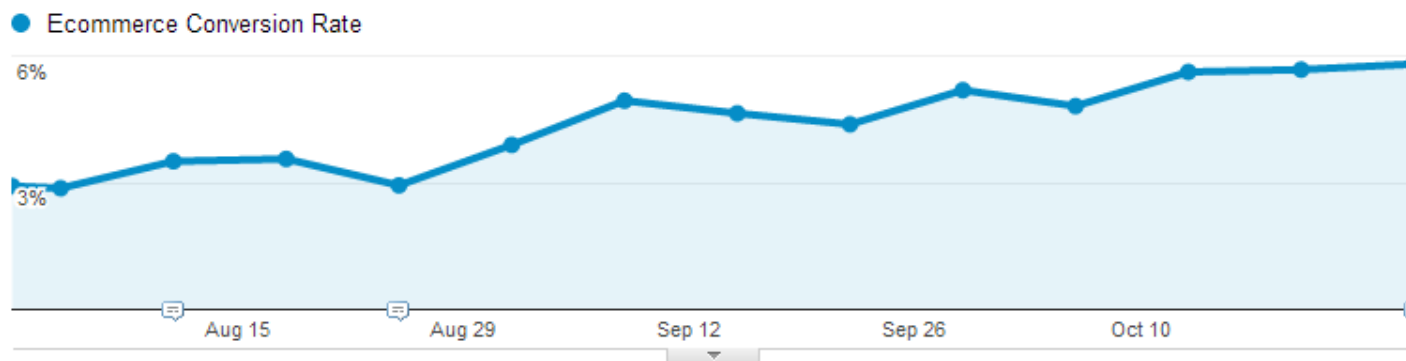
Configure and use the funnel to optimize your goals.



Technique 8: Ecommerce

Configure eCommerce to better understand your services.

Days to Transaction	Transactions	Percentage of total
0	31	81.58% <div><div></div></div>
2	1	2.63% <div><div></div></div>
4	2	5.26% <div><div></div></div>
7-13	1	2.63% <div><div></div></div>
21-27	1	2.63% <div><div></div></div>
28+	2	5.26% <div><div></div></div>



Thanks for coming!