



Website essentials and analytics

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Ryan Jones
Marketing Coordinator

About me

- Reformed engineer
- Marketer
- 18 years web development experience
- Recently:
 - **WordPress**
 - **Drupal**
 - **Magento**

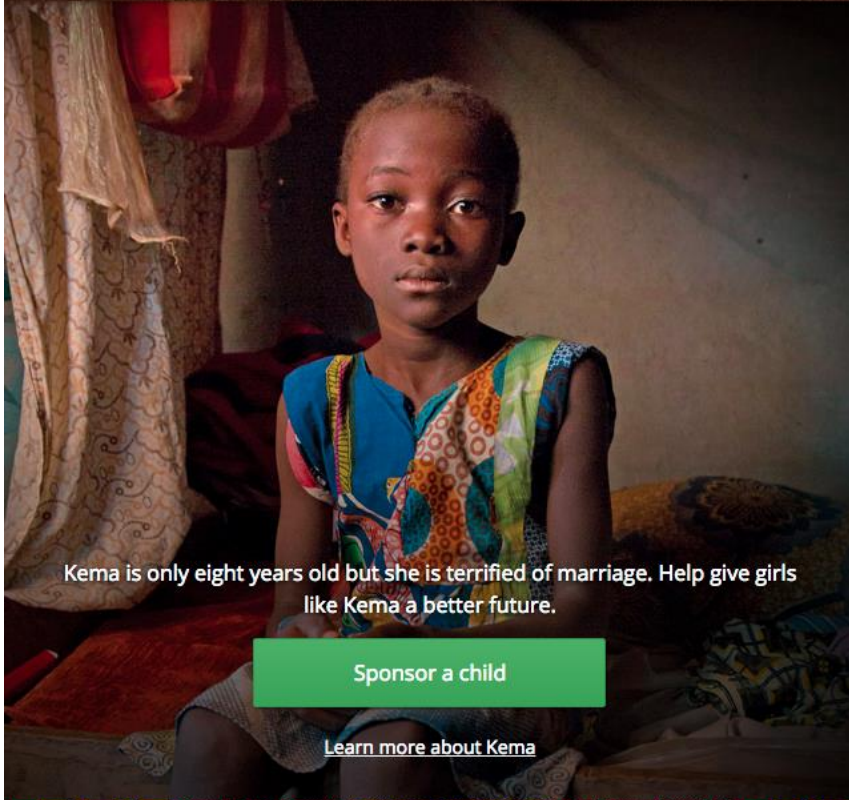


Today's webinar

- What is your website trying to do?
- Accessibility basics
- Content Management Systems
- Images for web
- Are your domains setup correctly?
- Is your website consistent?
- Mobile basics
- Website structure
- Google Analytics – what it can do and how to set it up

What is your website trying to do?

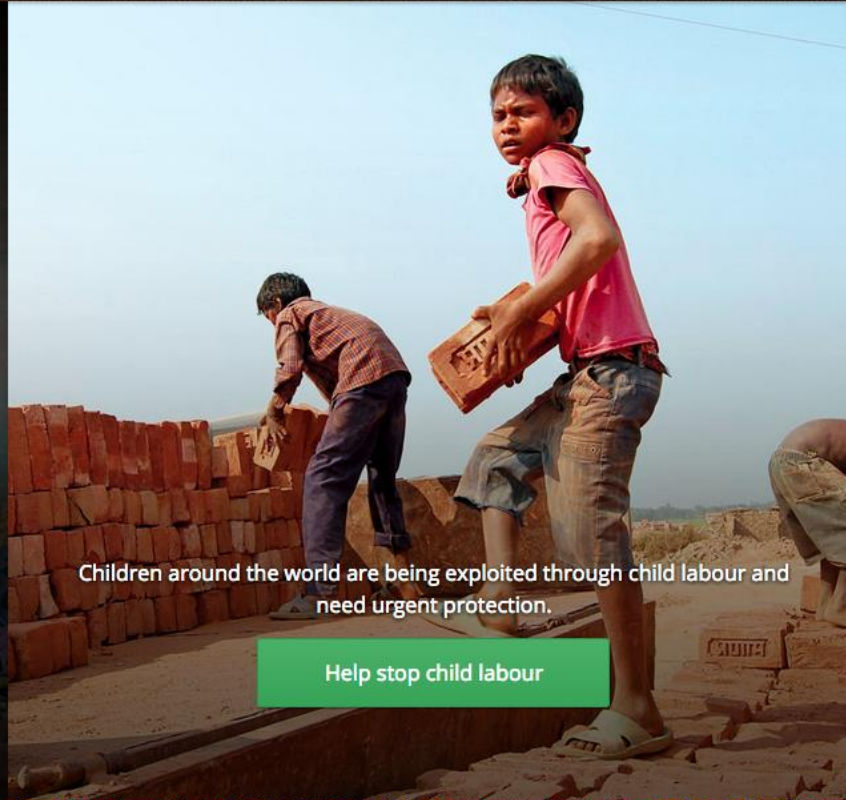
- Does it appeal to the right audience?
- It is easy to use?
- Is it accessible for people with disabilities?
- Is it easy for your desired audience to perform the action you want them to take on the home page?
 - **Donations?**
 - **Newsletter signup?**



Kema is only eight years old but she is terrified of marriage. Help give girls like Kema a better future.

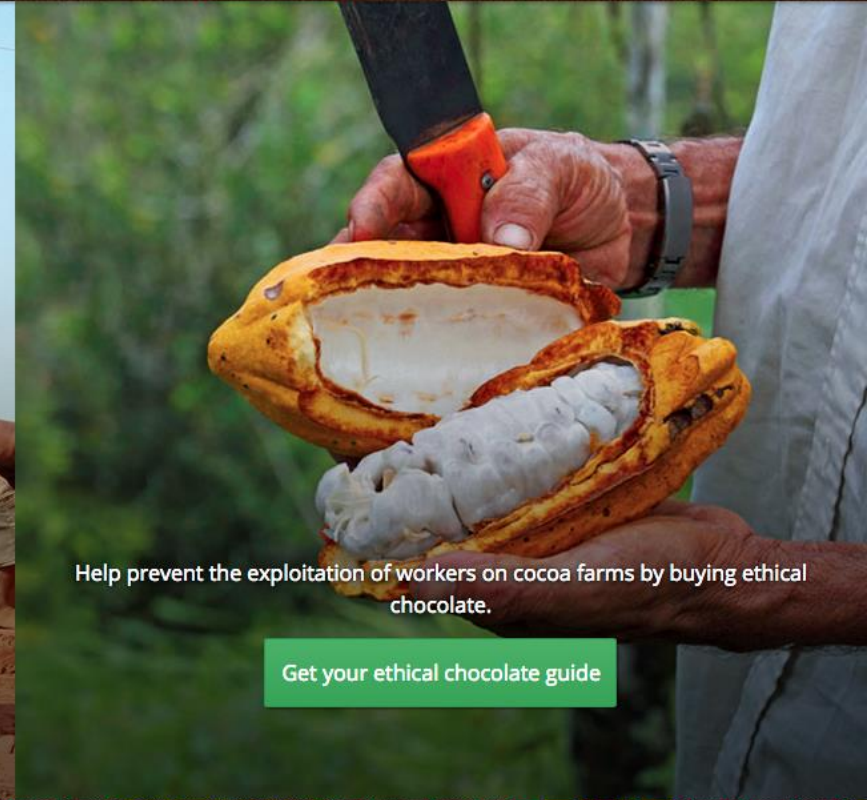
[Sponsor a child](#)

[Learn more about Kema](#)



Children around the world are being exploited through child labour and need urgent protection.

[Help stop child labour](#)



Help prevent the exploitation of workers on cocoa farms by buying ethical chocolate.

[Get your ethical chocolate guide](#)

World Vision is working with children, families and communities to overcome poverty and injustice

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Latest stories



Accessibility basics

Web Content Accessibility Guidelines (WCAG) 2.0

- Provide text alternatives for non-text content, e.g. videos, images
- Good contrast between foreground/text and background
- Avoid designing in a way that is known to cause seizures
- Ensure sufficient time allowed (e.g. session time limits)
- Avoid PDFs, or correctly markup PDFs
- Ensure forms can be used by keyboard control only

Find out more at <http://www.w3.org/WAI/WCAG20/quickref/>

Content Management Systems

- Separate content, design and functionality
- Can redesign a website with little/no work required on content
- Modules available for most major functions:
 - **SEO**
 - **Shopping Carts**
 - **Image Galleries**
- Free and open source:
 - **Wordpress**
 - **Drupal**
 - **Joomla**



Images for web

- PNG, JPG or GIF
 - GIF – low resolution, 256 colours, can be animated
 - JPG – perfect for photos
 - PNG – high resolution alternative to GIF
- Keep file sizes low
- Photoshop - “Save for Web”



.gif - 11.7 KB



8 bit .png - 6.39 KB



.jpg - 19.3 KB

Are your domains setup correctly?

- What happens if you visit www.yourdomain.com.au?
- What happens if you visit yourdomain.com.au?

Both should point to the same website.



Consistency

- Navigation
- Footer
- Search position – users look in top right
- Headings
- Fonts
- Colour
- Alignment and spacing – of fonts and objects

Get on the mobile train

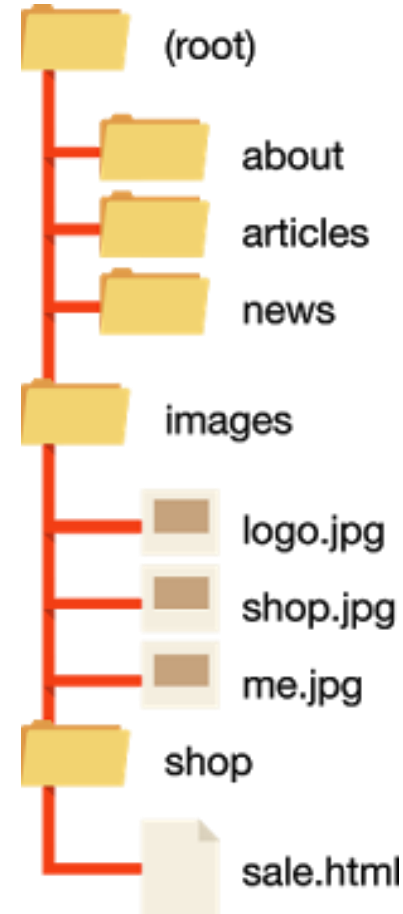
- Mobile internet use continues explosive growth
- Google now give preference to mobile friendly sites
- Two options:
 - **Mobile site (e.g. connectingup.org)**
 - **Responsive site**

What is responsive design?



Website structure

- Clean and simple
 - **Must be easy to navigate, and easy for search engines to crawl**
- URL structure
 - **Clean, clear**
 - **URLs should contain relevant keywords**
- Breadcrumbs assist with navigation
- Sitemaps
 - **XML for search engines**
 - **HTML for people**



THE PRESIDENT'S DAILY SCHEDULE

The President's Day: 4/20/15

WE WANT YOUR FEEDBACK

We're revamping WhiteHouse.gov: Tell us what you think.

PHOTO OF THE DAY

Explore the White House Photo Office's past picks of the day.



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- Audience
 - Overview
 - Cohort Analysis BETA
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Benchmarking
- Users Flow

- Acquisition
- Behavior
- Conversions

Audience Overview

Mar 21, 2015 - Apr 20, 2015

Email Export Add to Dashboard Shortcut

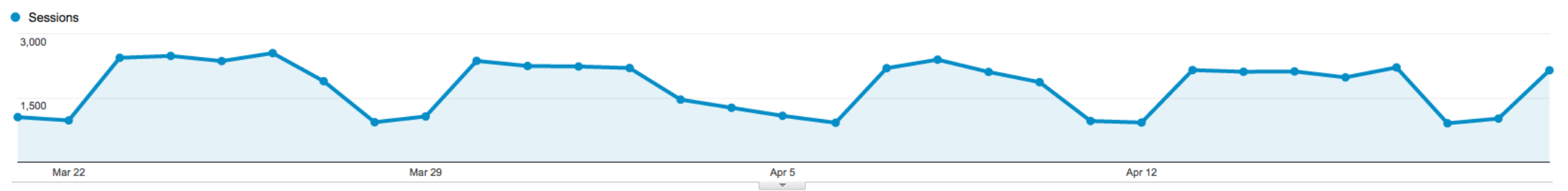
 All Sessions
100.00%

 + Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month



Sessions

54,644



Users

43,659



Pageviews

179,963



Pages / Session

3.29



Avg. Session Duration

00:02:47



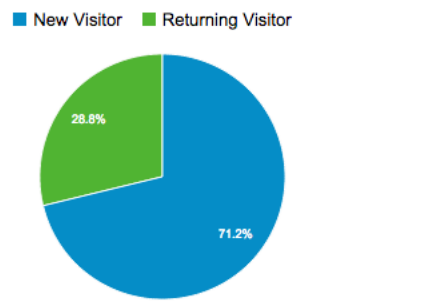
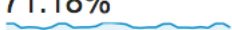
Bounce Rate

66.31%



% New Sessions

71.18%



Demographics
Language
Country
City
System
Browser
Operating System

Language	Sessions	% Sessions
1. en-us	32,642	59.74%
2. en-au	10,721	19.62%
3. en-gb	8,471	15.50%
4. en	336	0.61%
5. ru-ru	237	0.43%
6. pt-br	196	0.36%

Google Analytics

- Understand your audience through data
 - Where they are – country, state, city
 - What browser they use
 - Whether they use mobiles, tablets or desktop computers, and what kind
 - Demographics – age, gender, interests

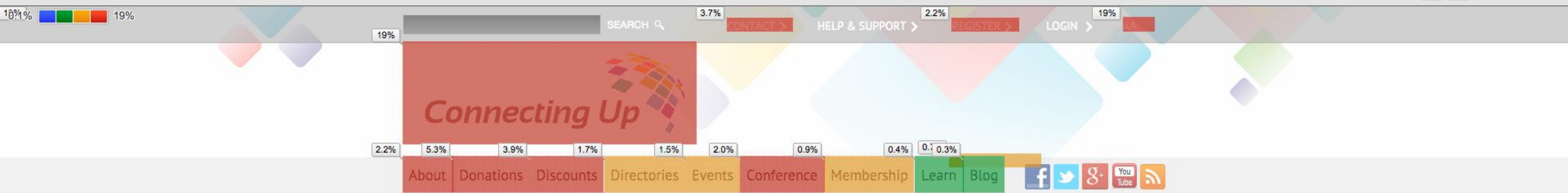
Google Analytics

- Understand how your audience got to your website
 - Landing pages
 - Social media
 - Search queries
 - Keywords
 - AdWords campaigns
 - Source

Google Analytics

- Understand what your audience did on your website
 - **Popular content**
 - **Navigation flow**
 - **Where they exited**
 - **Whether they 'converted' to become a member, donor or customer**

Segments	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	Real-time
All Sessions	9,831 % of Total: 5.54% (177,407)	6,763 % of Total: 5.04% (134,131)	0:01:17 Site Avg: 0:01:13 (6.48%)	24.64% Site Avg: 66.23% (-62.79%)	25.33% Site Avg: 30.18% (-16.07%)	21 Visitors right now



Google for Nonprofits



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Who we are

Connecting Up is a not-for-profit organisation that works to unleash the power of not-for-profits in Australia and New Zealand.

We help develop relationships with business, community and government sectors, and provide a variety of information, products, resources and programs for

Get Google Analytics

- Free, signup at <http://analytics.google.com>
- Setup Analytics Property
- Will get a Tracking ID
 - E.g. UA-123456-1

Install Google Analytics on your website

- Tracking code
 - **Place immediately before the closing </head> tag**

```
<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(
a,m)  })(window,document,'script','//www.google-
analytics.com/analytics.js','ga');  ga('create', 'UA-123456-4', 'auto');
ga('send', 'pageview');

</script>
```

Install Google Analytics on your website (for content management systems)

- Modules!
- Wordpress
 - **Google Analytics by Yoast**
 - <https://wordpress.org/plugins/google-analytics-for-wordpress/>
- Drupal
 - **Google Analytics**
 - https://www.drupal.org/project/google_analytics

Track campaigns with Google Analytics

- Source (utm_source)*
 - **Where the link was published, e.g. June Newsletter**
- Medium (utm_medium)*
 - **Medium the link was published in, e.g. email**
- Term (utm_term)
 - **For paid search, the keyword used e.g. adopt a dog**
- Content (utm_content)
 - **Used for A/B testing and content targeted ads, e.g. logolink or textlink**
- Name (utm_campaign)*
 - **name of campaign e.g. June Donations**

End result: http://www.rspca.org.au/adopt-a-dog?utm_source=june_newsletter&utm_medium=email&utm_campaign=june_donations

Build your own: <https://support.google.com/analytics/answer/1033867?hl=en>

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Overview

Cohort Analysis BETA

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Overview

All Traffic

AdWords

Search Engine Optimization

Social

Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis

Behavior

Conversions

Summary

Site Usage

Goal Set 1

Goal Set 2

Ecommerce

Sessions

vs. Select a metric

Day Week Month

Sessions

300

150

Mar 22

Mar 29

Apr 5

Apr 12

Primary Dimension: Campaign

Source

Medium

Source / Medium

Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Campaign	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Multiple pages (Goal 1 Conversion Rate)	Multiple pages (Goal 1 Completions)	Multiple pages (Goal 1 Value)
		2,240 % of Total: 4.10% (54,644)	25.49% Avg for View: 71.18% (-64.19%)	571 % of Total: 1.47% (38,897)	32.41% Avg for View: 66.31% (-51.12%)	9.66 Avg for View: 3.29 (193.39%)	00:08:42 Avg for View: 00:02:47 (212.41%)	39.20% Avg for View: 14.00% (179.91%)	878 % of Total: 11.47% (7,652)	\$0.00 % of Total: 0.00% (\$0.00)
☐	1. Connecting Up Branding	555 (24.78%)	30.27%	168 (29.42%)	23.78%	7.91	00:06:56	47.75%	265 (30.18%)	\$0.00 (0.00%)
☐	2. DonorTec	392 (17.50%)	39.03%	153 (26.80%)	30.87%	7.45	00:05:56	43.11%	169 (19.25%)	\$0.00 (0.00%)
☐	3. 47a9327154- _AU_Connecting_Up_Newsletter_April_15_2015	209 (9.33%)	32.06%	67 (11.73%)	44.02%	7.11	00:05:11	22.49%	47 (5.35%)	\$0.00 (0.00%)
☐	4. 0ea9aac947- _AU_Connecting_Up_Newsletter_March_4_2015	141 (6.29%)	11.35%	16 (2.80%)	27.66%	12.97	00:20:02	45.39%	64 (7.29%)	\$0.00 (0.00%)
☐	5. 07721ef75d- _AU_Connecting_Up_Newsletter_April_1_2015	135 (6.03%)	25.19%	34 (5.95%)	53.33%	14.38	00:11:29	21.48%	29 (3.30%)	\$0.00 (0.00%)
☐	6. g4np	111 (4.96%)	10.81%	12 (2.10%)	11.71%	9.82	00:10:02	63.06%	70 (7.97%)	\$0.00 (0.00%)
☐	7. 05cd9efc57- _AU_Donations_Discounts_08_04_15	77 (3.44%)	45.45%	35 (6.13%)	48.05%	3.99	00:03:02	20.78%	16 (1.82%)	\$0.00 (0.00%)
☐	8. product	65 (2.90%)	1.54%	1 (0.18%)	40.00%	5.02	00:04:26	33.85%	22 (2.51%)	\$0.00 (0.00%)
☐	9. 91733756bb- _AU_Donations_Discounts_25_03_15	58 (2.59%)	18.97%	11 (1.93%)	43.10%	3.19	00:02:42	20.69%	12 (1.37%)	\$0.00 (0.00%)
☐	10. 17cbfac3ee- _AU_CU15_SAcommunity	57 (2.54%)	77.19%	44 (7.71%)	35.09%	2.75	00:02:27	24.56%	14 (1.59%)	\$0.00 (0.00%)

**So we have heaps of data...
now what?**

Prioritise

- Find out which pages are most popular
 - **Are they easy to find in navigation?**
- Are your visitors finding it easy to navigate?
 - **Check the In Page Analytics heat map**
- Are your visitors performing the behaviours you need them to?
 - **Are you getting a lot of traffic to your donations page but no donations?**

What else?

- See the performance of your campaigns
 - **Is your marketing working? Which campaigns and mediums work best?**
- Is your demographic on your website what you expect?
 - **Does your content relate to your demographic?**
- Who is driving traffic to your website?
- Are people getting lost in your navigation?
- Is your content being read? Are people reading for a short time and leaving your website?

U HAVE A QUESTION

I HAVE AN ANSWER

Troll.me

Next...

Friday 24 April

Search Engine Optimisation Basics

- Site speed
- Webmaster Tools
- Sitemaps
- Keywords
- Content
- Structure
- Bing and Google

FREE - <http://www.connectingup.org/events/webinars/webinar-search-engine-optimisation>

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Next...

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- Get to know your audience with Google Analytics – Learn the basics of website usage statistics

Purchase two fulltime conference registrations and get the third FREE!

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Next...

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- Social media Tools
- Facebook content that attracts positive interaction
- Get to know your audience with Google Analytics – Learn the basics of website usage statistics

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