Getting Started with Google Analytics
Tim Brack: DM Lead @ Leafcutter

Leafcutter
Your Digital Partner

Technology partner to non-profits and purpose-driven organisations in Australia.

Helping you to succeed online and run smarter.

www.leafcutter.com.au

DIGITAL MARKETING LEAD

• 15 years digital marketing experience
• Search, analytics, tag management, data visualisation
• In-house, freelance, agency

Questions?

events@leafcutter.com.au
Why do we have website analytics?
Why do we have website analytics?

- Report on **campaigns** – where did traffic come from and what did it do?
- Report on **content** – what did people look at on our website?
- Report on “**conversions**” – did people do the things we wanted?
Purpose of analytics

• Continually optimising your website / content / campaigns

• Maximise the return on time and/or money
Purpose of analytics

**IDEALLY**

- Continually optimising your website / content / campaigns
- Maximise the return on time and/or money

**REALITY**

- Reports for the sake of it
- Reports with no insight / action
- No reporting
Data about...
What data is in Google Analytics?

1. **Who** comes to your website?

2. **How** do they get there?

3. **What** do they do?
What data is in Google Analytics?

1. **Who** comes to your website?
2. **How** do they get there?
3. **What** do they do?
Default reports
Default reports

Demo

REPORTS

- Real-time
- Audience
- Acquisition
- Behaviour
- Conversions

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Audience Reports: “Who”

- Overview
- Demographics & Interests
- Geo
- Technology & Mobile
- Cross Device (disabled on demo)
Acquisition Reports: “How”

• Overview

• All Traffic > Channels

• All Traffic > Source/Medium
Behaviour Reports: “What”

- Site Content > All Pages
- Site Content > Content Drilldown
- Site Content > Landing Pages
- Site Search > Search Terms
- Events > Top Events
Conversion Reports: “What”

- Goals > Overview
- Ecommerce > Various reports
- Multi-Channel Funnels > Top Conversion Paths
- Multi-Channel Funnels > Model Comparison Tool
How does Google Analytics work?
How does Google Analytics work?

Google Analytics provides a little bit of JavaScript to go on your website.
How does Google Analytics work?
Metrics & Dimensions
Metrics & Dimensions

Google Analytics reports are made up of:

- **Metrics** – measure the data (numbers)
- **Dimensions** – describe the data (descriptive labels that segment the data)
## Metrics & Dimensions

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>/home</td>
<td>68,260</td>
<td>53,780</td>
<td>00:01:08</td>
<td>42,842</td>
</tr>
<tr>
<td>/store.html</td>
<td>24,982</td>
<td>16,156</td>
<td>00:00:53</td>
<td>3,104</td>
</tr>
<tr>
<td>/store.html/quickview</td>
<td>16,302</td>
<td>4,996</td>
<td>00:00:20</td>
<td>109</td>
</tr>
<tr>
<td>/google+redesign/apparel/mens/quickview</td>
<td>16,243</td>
<td>3,668</td>
<td>00:00:19</td>
<td>155</td>
</tr>
<tr>
<td>/basket.html</td>
<td>16,031</td>
<td>7,644</td>
<td>00:01:35</td>
<td>1,288</td>
</tr>
</tbody>
</table>
What is a metric?

A metric measures the data, and are either about:

- Scale / volume, or
- Efficiency (e.g. average or ratio)
What is a metric?

How many donations were there in December? scale

What was the average donation amount in December? efficiency
Dimensions

**Dimensions** – describe the data (descriptive labels that segment the data)

**Donations by Month**

*metric*  *dimension*
### Dimensions: pro tip

**Change the dimension**

Add a second dimension to the report

<table>
<thead>
<tr>
<th>Primary Dimension: Page</th>
<th>Page Title</th>
<th>Content Grouping: None</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secondary dimension</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Page</th>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>/home</td>
<td>331,256</td>
<td>218,062</td>
<td>00:00:54</td>
<td>78,532</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.00%)</td>
<td>(100.00%)</td>
<td></td>
<td>(100.00%)</td>
</tr>
</tbody>
</table>

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The metrics change depending on which default reports you look at.

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Behaviour</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>Bounce Rate</td>
<td>Goal Conversion Rate</td>
</tr>
<tr>
<td>New Users</td>
<td>Pages/Session</td>
<td>Goal Completions</td>
</tr>
<tr>
<td>Sessions</td>
<td>Avg. Session Duration</td>
<td>Goal Value</td>
</tr>
</tbody>
</table>

Some of the Audience and Acquisition reports

Some of the Behaviour reports
What do these metrics mean?

• **Users** – People? Web browser on a particular device.

• **Sessions** – Visit to the website.

Users? Sessions?

- Monday 9am
- Tuesday 10am
- Monday 3pm
- Monday 6pm
- Tuesday 9am
Pages Views

- **Page Views** – The number of times a page is loaded.

- **Unique Page Views** – The number of sessions in which a page is loaded.

Home ➔ About ➔ Home ➔ Contact
Avg. Session Duration

The average length of a website visit (total session duration time divided by the number of sessions).

Does not include any sessions that bounce.

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:02:53</td>
<td>46.34%</td>
</tr>
</tbody>
</table>
Bounce Rate

The percentage of visits that only had one interaction.

For most websites this will mean when the visitor looks at one page.

Not about leaving the website “straight away”
Bounce Rate

“What is a good bounce rate?”

Super hard to answer because it depends on how people come to your website and why they’re there.
Metrics are easier to understand when there is context

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Total:</td>
<td>% of Total:</td>
<td>% of Total:</td>
<td>Avg for View:</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>100.12%</td>
<td>100.00%</td>
<td>46.34% (0.00%)</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>60,621</td>
<td>56,178</td>
<td>78,543</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(60,621)</td>
<td>(56,108)</td>
<td>(78,543)</td>
<td></td>
</tr>
<tr>
<td>2. Direct</td>
<td>34,205</td>
<td>30,744</td>
<td>41,139</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(53.65%)</td>
<td>(54.73%)</td>
<td>(52.38%)</td>
<td></td>
</tr>
<tr>
<td>3. Referral</td>
<td>10,549</td>
<td>10,270</td>
<td>13,082</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(16.55%)</td>
<td>(18.28%)</td>
<td>(16.66%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,227</td>
<td>5,884</td>
<td>11,637</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(12.90%)</td>
<td>(10.47%)</td>
<td>(14.82%)</td>
<td></td>
</tr>
</tbody>
</table>

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definitions of google analytics metrics

About 60,200,000 results (0.64 seconds)
Google Analytics & Tag Management Services
Increase visibility of your website analytics

- Setup and configuration
- Auditing
- Ongoing management
- Training & coaching
- Dashboards & reports
Closing thoughts
Closing thoughts

• Look at all the reports at least once

• Ask the question “so what?” when looking at the data

• Set up conversions

• We have a ‘part two’ next week 😊
Questions?

Questions or checklist? Email events@leafcutter.com.au

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