Digital Marketing for Non-Profits

Generating Insights from 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
Today…

• Tracking more than just page views
• Tracking campaigns more effectively
• Custom reports
• Cleaning up the data
What are you going to do with the data?
Tracking more than just page views
It happens for every page of your website

Home  About  Contact

Google Analytics
The page view only tells you that the page was loaded in the browser.
Building a better picture about how people interact with your website

Each year, more than 29,682 animals turn to us for help.

Adopt your forever friend today.

About the RSPCA

Get Involved!
Tracking if people actual scroll through your content

• How far through the content do people view?
• What content has better read rates?
Tracking links that leave your website

Social sharing & profiles, resources, partners, other websites you control, etc.

• Where do we send traffic?
Tracking other contact options

Phone and email links

• Easy enough to track forms, but do people just call or email?
Tracking content that isn’t a web page

Videos, downloads (e.g. PDFs), FAQ clicks

- What content is viewed / levels of interaction?
Tracking rating / feedback widgets

- Article / content feedback or score
- What is the positive (and negative) feedback rate by page?
Tracking carousel views and clicks

- Impressions, clicks, position
- Click-through rate by message and position
Tracking search that has filter options

Location and service type, search filters, etc.

- What services are people looking for and where?
- Do we have gaps in availability?
Tracking people moving through a multi-step form

- Where do people drop out and can we improve the process? Remarketing opportunities?
All of this additional tracking can be done with Google Analytics Events.
Google Analytics Events - How?

- The browser needs to tell Google when there is an interaction
- JavaScript or Google Tag Manager
- Code examples are in the guide/list of links that we have for this webinar
First step?

Look at your website and think about everything that someone could interact with (click on / view), and document what you want to track.
Second step?

There is a hierarchy for Google Analytics events:

- Category
  - Downloads
  - Reports
  - 2019-report.pdf

- Action
  - Downloads
  - Case Studies
  - Case-study1.pdf
Second step?

There is a hierarchy for Google Analytics events:

- Category
  - Contact Us
  - Phone
  - 1300 131 142

- Action
  - Contact Us
  - Email
  - info@wowow.org
Tracking Campaigns Effectively
Website Traffic

• Where does my traffic come from?
• What does it do?

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users % of Total</td>
<td>New Users % of Total</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>34,671 (53.20%)</td>
<td>31,163 (54.39%)</td>
</tr>
<tr>
<td>2. Direct</td>
<td>11,032 (16.93%)</td>
<td>10,679 (16.64%)</td>
</tr>
<tr>
<td>3. Referral</td>
<td>8,586 (13.18%)</td>
<td>6,098 (10.64%)</td>
</tr>
<tr>
<td>4. Social</td>
<td>3,963 (6.08%)</td>
<td>3,782 (6.00%)</td>
</tr>
<tr>
<td>5. Paid Search</td>
<td>2,909 (4.46%)</td>
<td>2,262 (3.95%)</td>
</tr>
</tbody>
</table>
There are **five** main values relating to where your website traffic comes from
Source

Literally where did you get clicks from (where was someone when they clicked on a link to get to your website).
Medium

If we were to make groups out of our traffic sources, they would be called ‘mediums’.

Not to be confused with channel groups.
Campaign

A field for when you’ve tagged traffic as part of a campaign.
Ad Content

Split-testing ads / links to your website and want to see what happens *after* someone clicks the link?
Term

A way to track the keyword that someone searched for that then led them to your website.
Channels – how we can group traffic

<table>
<thead>
<tr>
<th>Channel</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>34,660   (53.20%)</td>
</tr>
<tr>
<td>Direct</td>
<td>11,034   (16.93%)</td>
</tr>
<tr>
<td>Referral</td>
<td>8,586    (13.18%)</td>
</tr>
<tr>
<td>Social</td>
<td>3,963    (6.08%)</td>
</tr>
<tr>
<td>Paid Search</td>
<td>2,909    (4.46%)</td>
</tr>
<tr>
<td>Affiliates</td>
<td>1,658    (2.54%)</td>
</tr>
<tr>
<td>(Other)</td>
<td>1,593    (2.44%)</td>
</tr>
<tr>
<td>Display</td>
<td>753      (1.16%)</td>
</tr>
</tbody>
</table>
Examples...

Suggested for you

9 News Sydney
22 hrs · 🇦🇺
Level two water restrictions start tomorrow.
Here's what the tough new rules mean for you.
#9News | http://9News.com.au

9NEWS.COM.AU
NSW water restrictions kick off tomorrow
What the tough new rules mean for you

Source  www.facebook.com
Medium referral
Campaign (not set)
Ad Content (not set)
Keyword (not set)
Channel = Social

Leafcutter #32
Examples...

<table>
<thead>
<tr>
<th>Source</th>
<th>mail.google.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>Referral</td>
</tr>
<tr>
<td>Campaign</td>
<td>(not set)</td>
</tr>
<tr>
<td>Ad Content</td>
<td>(not set)</td>
</tr>
<tr>
<td>Keyword</td>
<td>(not set)</td>
</tr>
</tbody>
</table>

Channel = Referral
Examples...

<table>
<thead>
<tr>
<th>Source</th>
<th><a href="http://www.google.com">www.google.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>organic</td>
</tr>
<tr>
<td>Campaign</td>
<td>(not set)</td>
</tr>
<tr>
<td>Ad Content</td>
<td>(not set)</td>
</tr>
<tr>
<td>Keyword</td>
<td>(not provided)</td>
</tr>
</tbody>
</table>

Channel = Organic Search
The default values aren’t that helpful.

We can override them with **UTMs / campaign tags**.
Example...

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<tr>
<th>Source</th>
<th><a href="http://www.google.com">www.google.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>organic</td>
</tr>
<tr>
<td>Campaign</td>
<td>(not set)</td>
</tr>
<tr>
<td>Ad Content</td>
<td>(not set)</td>
</tr>
<tr>
<td>Keyword</td>
<td>(not provided)</td>
</tr>
</tbody>
</table>

Channel = **Organic Search**
Add the UTM values to links to your website


- utm_source
- utm_medium
- utm_campaign
- utm_content
Example…

Source: www.google.com.au

Medium: cpc

Campaign: NSW GA 2019

Ad Content: ad2

Keyword: rspca nsw

Channel = Paid Search
Some benefits of campaign tagging

- See what happens after the click at the campaign / specific link level
- Separate paid and organic social
- See what traffic comes from email
- Measure traffic from SMS, radio, tv, etc.
You can also customise the channel groups

<table>
<thead>
<tr>
<th></th>
<th>Channel Group</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organic Search</td>
<td>34,660</td>
<td>(53.20%)</td>
</tr>
<tr>
<td>2</td>
<td>Direct</td>
<td>11,034</td>
<td>(16.93%)</td>
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<td>4</td>
<td>Social</td>
<td>3,963</td>
<td>(6.08%)</td>
</tr>
<tr>
<td>5</td>
<td>Paid Search</td>
<td>2,909</td>
<td>(4.46%)</td>
</tr>
<tr>
<td>6</td>
<td>Affiliates</td>
<td>1,658</td>
<td>(2.54%)</td>
</tr>
<tr>
<td>7</td>
<td>(Other)</td>
<td>1,593</td>
<td>(2.44%)</td>
</tr>
<tr>
<td>8</td>
<td>Display</td>
<td>753</td>
<td>(1.16%)</td>
</tr>
</tbody>
</table>

UTMs / Campaign?

Search? Social?

Referral?

Previous values

Direct
Custom reports
Default reports are good, but sometimes you want to choose

<table>
<thead>
<tr>
<th>Medium</th>
<th>Acquisition</th>
<th>Behaviour</th>
<th>Conversions</th>
<th>E-commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>Down</td>
<td>New Users</td>
<td>Session</td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% of Total: 100.03% (61,977)</td>
<td>% of Total: 100.13% (57,211)</td>
<td>100.00% (80,045)</td>
<td>Avg. for View: 45.47% (0.00%)</td>
</tr>
<tr>
<td>1. organic</td>
<td>34,667 (53.32%)</td>
<td>31,153 (54.38%)</td>
<td>41,592 (51.96%)</td>
<td>53.94%</td>
</tr>
<tr>
<td>2. referral</td>
<td>12,405 (19.08%)</td>
<td>9,880 (17.25%)</td>
<td>16,509 (20.62%)</td>
<td>39.51%</td>
</tr>
<tr>
<td>3. (none)</td>
<td>11,034 (16.97%)</td>
<td>10,682 (18.65%)</td>
<td>13,461 (16.82%)</td>
<td>35.27%</td>
</tr>
<tr>
<td>4. cpc</td>
<td>2,908 (4.47%)</td>
<td>2,262 (3.95%)</td>
<td>3,867 (4.83%)</td>
<td>27.44%</td>
</tr>
<tr>
<td>5. affiliate</td>
<td>1,658 (2.55%)</td>
<td>1,492 (2.60%)</td>
<td>1,895 (2.37%)</td>
<td>60.63%</td>
</tr>
<tr>
<td>6. (not set)</td>
<td>1,593 (2.45%)</td>
<td>1,133 (1.98%)</td>
<td>1,869 (2.33%)</td>
<td>32.00%</td>
</tr>
<tr>
<td>7. cpm</td>
<td>753 (1.16%)</td>
<td>685 (1.20%)</td>
<td>854 (1.07%)</td>
<td>80.09%</td>
</tr>
</tbody>
</table>
Custom reports

- Works the same way as the default reports
- You choose what metrics and dimensions you want in the report

Demo
Cleaning up some of the data in your account
Another messy place in the reports

We’ve already looked at UTMs, which can be a good way of cleaning up data in the reports.

Content reports also tend to have duplication / weird things going on.
Cleaning up the content reports

- Way more content listed than what you have on your website
- Google Analytics saves the whole URL in the reports
How to find problems with the content

• You might have weird values like ‘fbclid’

```
/?fbclid=iwar0v3eqabysqqvrkmei3kznydkyh_fafeid-b3d26r5gd6cbu4o6ogxf4s
```

• Upper/lower case for the same page

• Search for ‘?’ in your All Pages report
Google Analytics & Tag Management Services
Increase visibility of your website analytics

- Setup and configuration
- Auditing
- Ongoing management
- Training & coaching
- Dashboards & reports
Questions or checklist? Email events@leafcutter.com.au

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