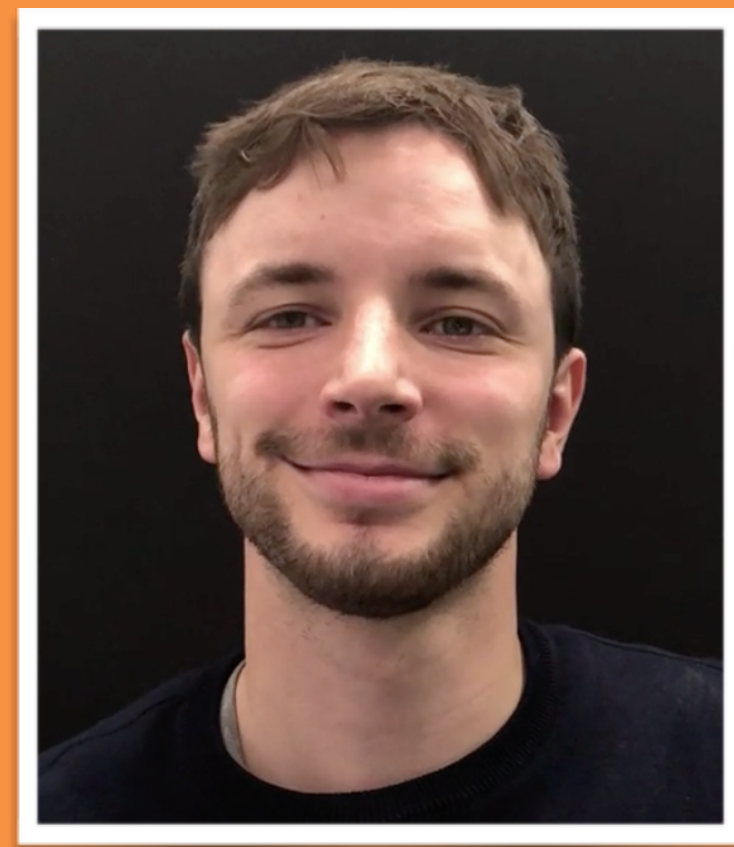


Google Analytics For Growth

Reports You Need To Know



Director, Session Media
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What is Google Analytics?

Google Analytics



Website

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin. [Wikipedia](#)

Date launched: 14 November 2005

Why GA is Amazing

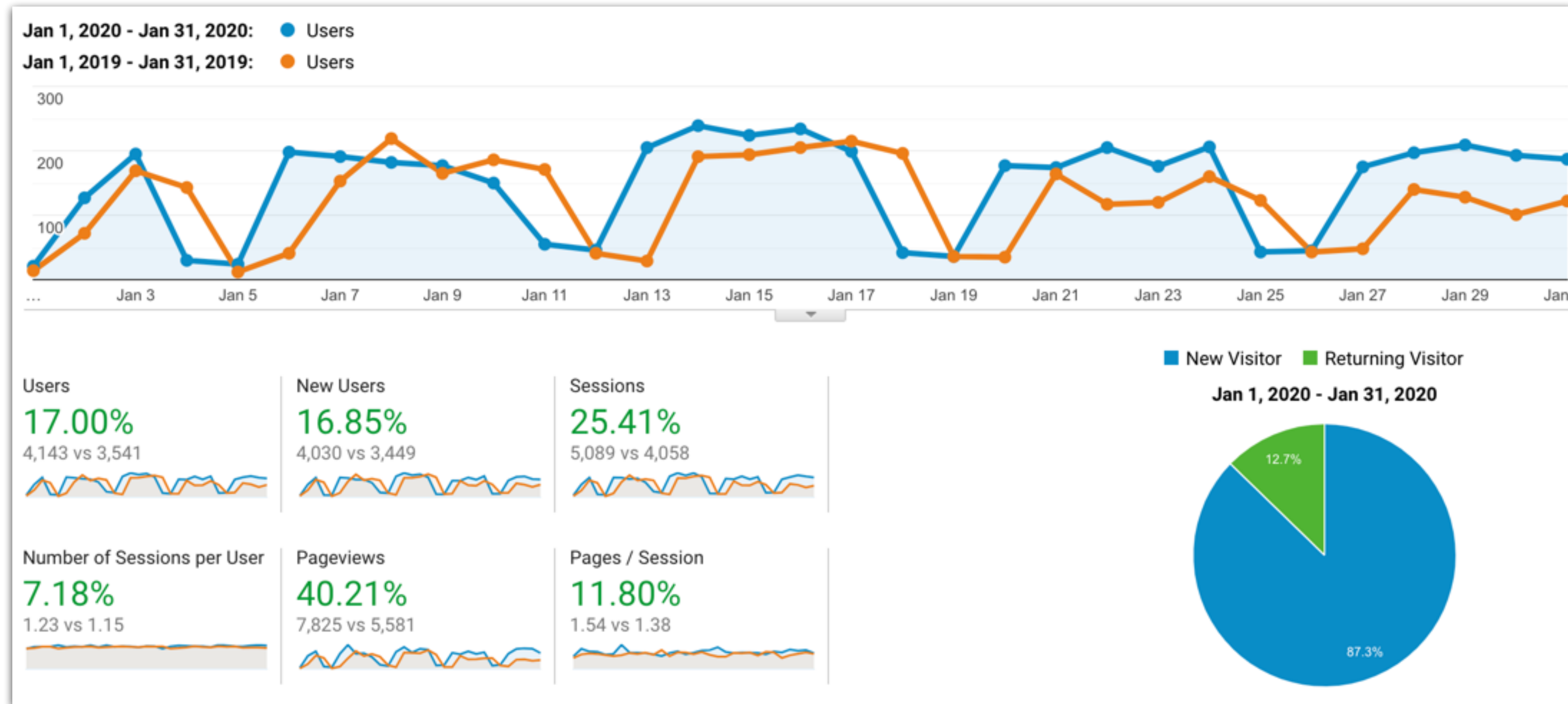
- It's FREE.
- Enterprise-level solution.
- Use data to make informed business decisions.
- Most accurate data source.



Reading Stats

What the data says

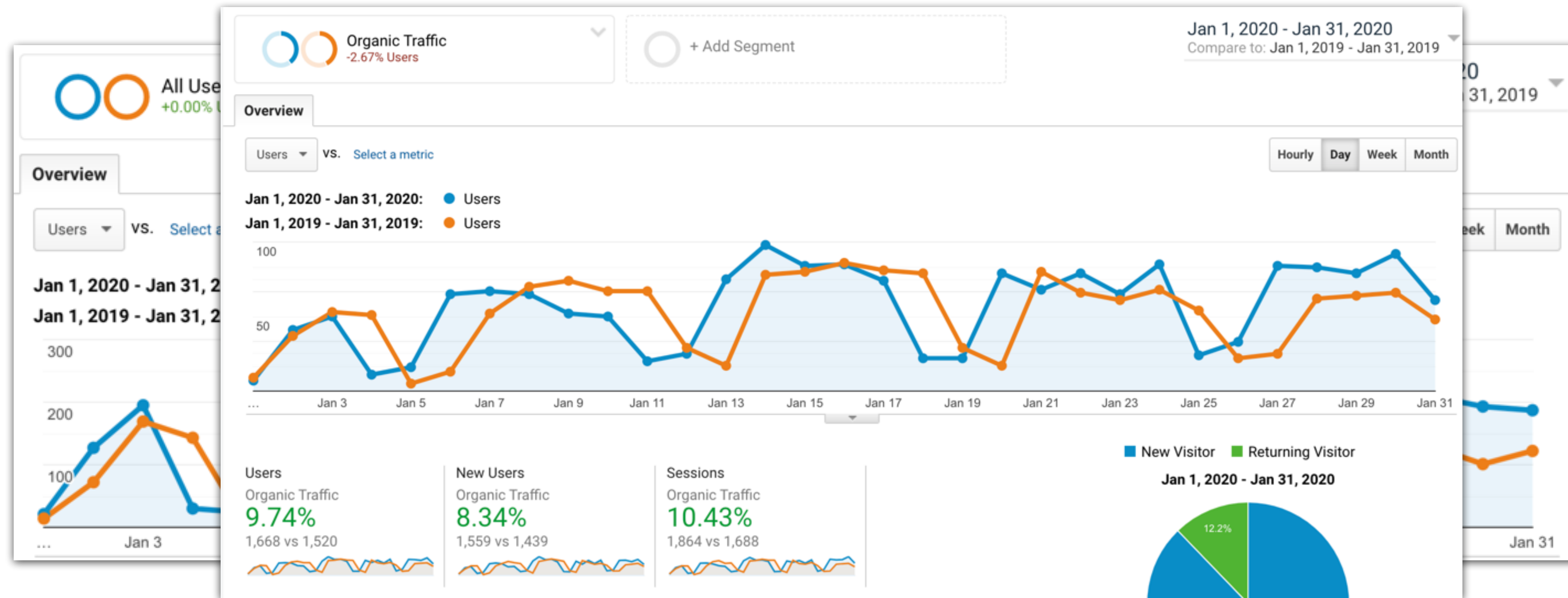
Reading Stats - Overview



Reviewing Stats

By Channel

Reviewing Stats - Traffic Source



Analysing Stats

Plan of action

Analysing Stats - Plan of Action

- ▶ Audience
- ▶ Acquisition
- ▼ Behavior
 - Overview
 - Behavior Flow
 - ▼ Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages**
 - Exit Pages
 - ▶ Site Speed
 - ▶ Site Search
 - ▶ Events
 - ▶ Publisher
 - Experiments

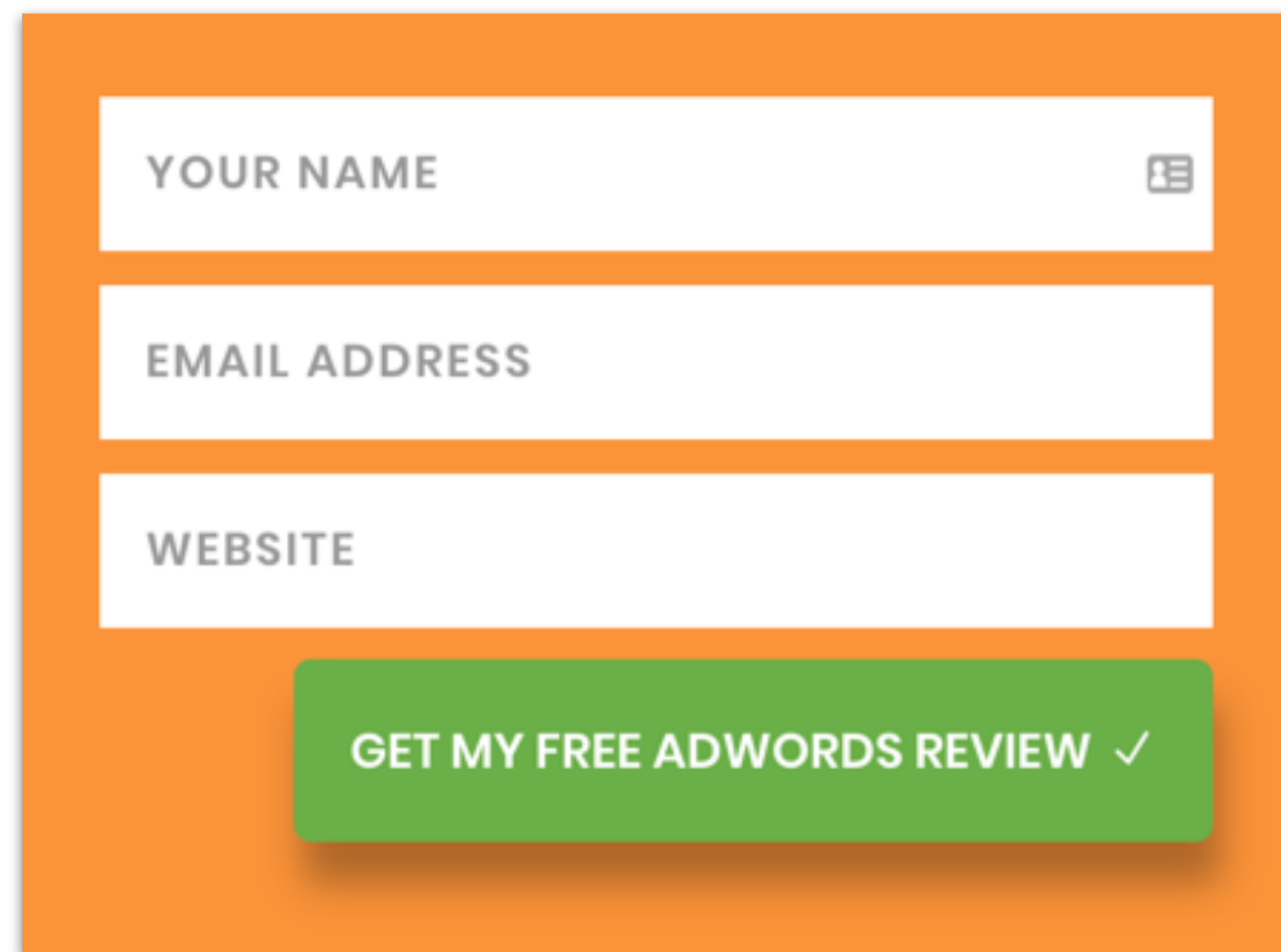
Landing Page ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Organic Traffic	10.43% ↑ 1,864 vs 1,688	1.89% ↓ 83.64% vs 85.25%	8.34% ↑ 1,559 vs 1,439
3. [Redacted]			
Jan 1, 2020 - Jan 31, 2020	201 (10.78%)	84.08%	169 (10.84%)
Jan 1, 2019 - Jan 31, 2019	66 (3.91%)	84.85%	56 (3.89%)
% Change	204.55%	-0.91%	201.79%
4. [Redacted]			
Jan 1, 2020 - Jan 31, 2020	102 (5.47%)	94.12%	96 (6.16%)
Jan 1, 2019 - Jan 31, 2019	117 (6.93%)	94.87%	111 (7.71%)
% Change	-12.82%	-0.79%	-13.51%
5. [Redacted]			



Goals

Types of Goals / Conversions

Form



YOUR NAME

EMAIL ADDRESS

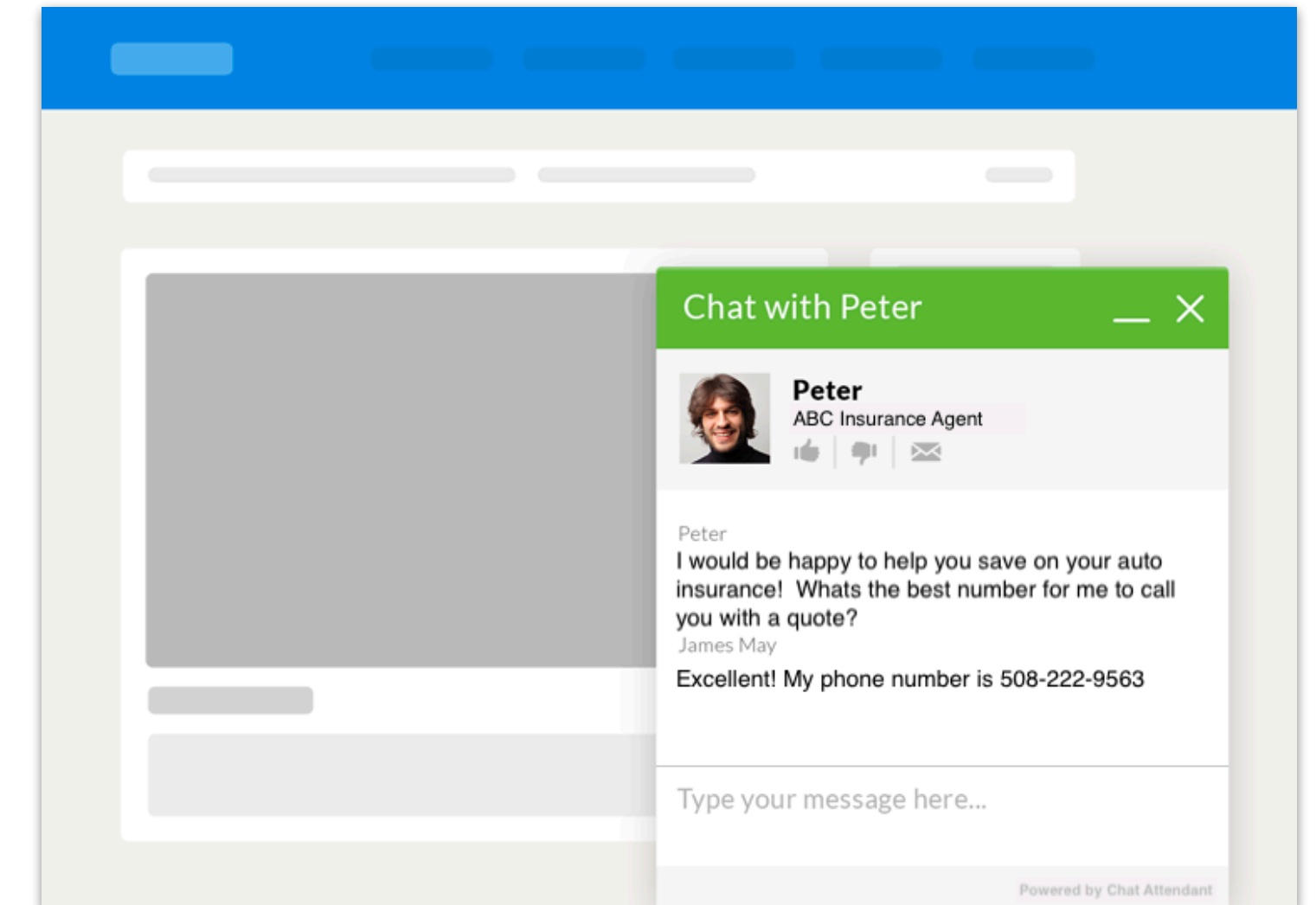
WEBSITE

GET MY FREE ADWORDS REVIEW ✓

Phone Number



Instant Chat



Analytics > Admin > Goals > New Goal > Custom > Destination > Insert 'thank you' page URL > Save

Types of Goals / Conversions

Default Channel Grouping	Acquisition			Behavior			Conversions	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
								331 % of Total: 100.00% (331)
1. Direct								35 (10.57%)
2. Paid Search								163 (49.24%)
3. Organic Search								100 (30.21%)
4. Referral								4 (1.21%)
5. Social								5 (1.51%)
6. Email								5 (1.51%)
7. (Other)								19 (5.74%)

User Experience (UX)

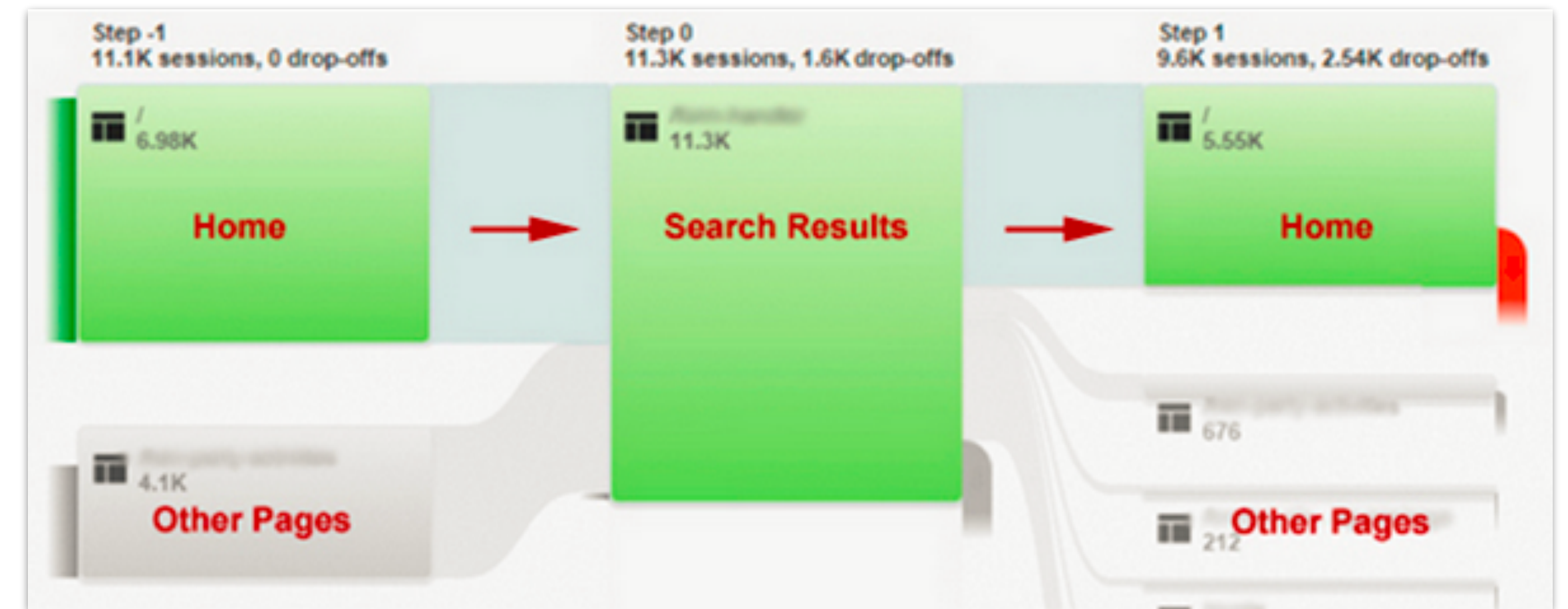
Exit Pages & Popups

- High exit rates with low 'dwell time', means the copy needs work.
- High exit rate, with high 'dwell time' is perfect for a popup CTA.

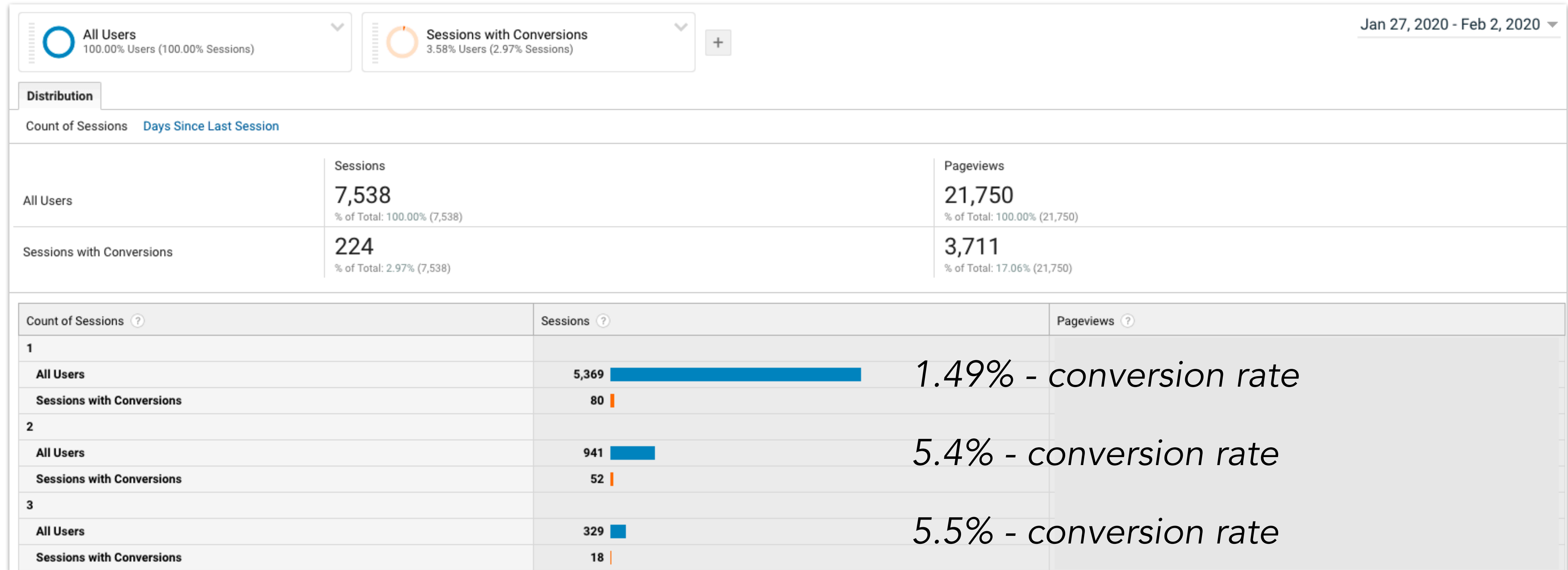
Exits ?	↓ Pageviews ?	% Exit ?
6,870 % of Total: 100.00% (6,870)	12,253 % of Total: 100.00% (12,253)	56.07% Avg for View: 56.07% (0.00%)
2,503 (36.43%)	4,024 (32.84%)	62.20%
609 (8.86%)	1,118 (9.12%)	54.47%
450 (6.55%)	800 (6.53%)	56.25%
291 (4.24%)	348 (2.84%)	83.62%
136 (1.98%)	447 (3.65%)	30.43%
132 (1.92%)	273 (2.23%)	48.35%
99 (1.44%)	119 (0.97%)	83.19%
97 (1.41%)	234 (1.91%)	41.45%
95 (1.38%)	110 (0.90%)	86.36%
95 (1.38%)	230 (1.88%)	41.30%

Behaviour Flow & Missing Content

- High levels of 'Pogoing' means there is high probability you're missing content.
- Segment by different campaigns (email, PPC etc).



Returning User Behaviour



Google Ads Integration

Remarketing Audiences

Remarketing Group

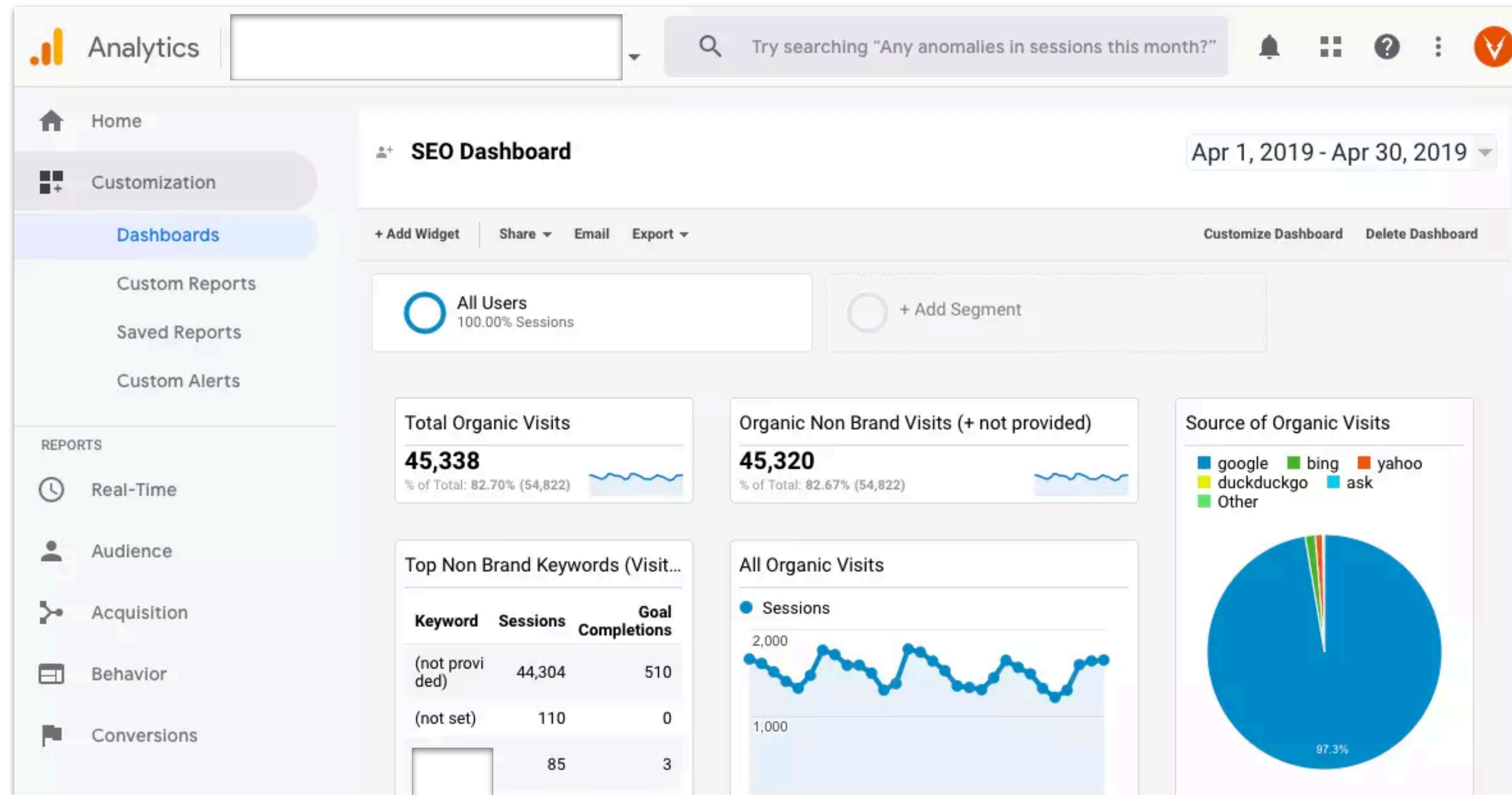
Audiences

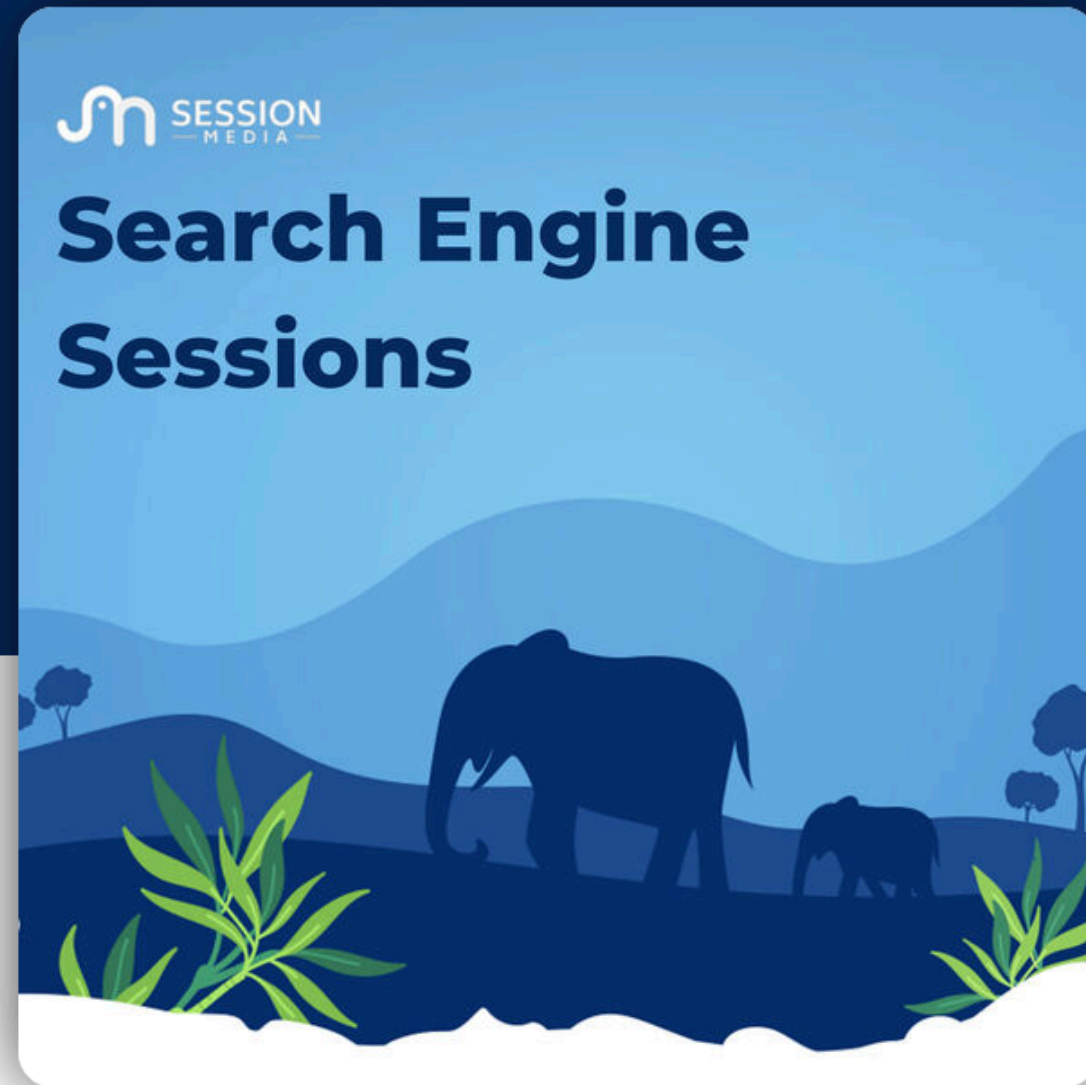
Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Remarketing Display Network, or with users who return to your site with Google Optimize 360. [Learn More](#)

- ✓ **Audience source** [Edit](#)
View: *All Web Site Data*
- ✓ **Audience definition** [Edit](#)
Audience name: *New Users*
Estimated display audience size (active last 7 days): -
Membership duration: *30*
Audience definition:
- 3 **Audience destinations**
Choose the destinations where you'd like to publish your audience.
Note: You cannot change the destination account for Google Ads/Google Marketing Platform destinations after publishing. [?](#)
 You have selected 0 destinations.

GA Dashboard

Dashboards

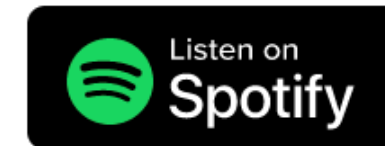




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Session Media

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