WEB SOLUTIONS

GROUP TRAINING SESSION NOTES

Moving Women Online 2.0

8- Analytics

July 15, 2021

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PARTICIPANT NOTES

MOVING WOMEN ONLINE 2.0 - GROUP TRAINING NOTES

SESSION 8- ANALYTICS

Measuring Impact: Key Effectiveness Indicators

Using Analytics, you can answer business questions like:
- Is social media driving sales on my website?
- What type of posts lead to sales?
- Are readers of my articles/blogs/resources contacting me?
- Are people downloading the free resource I make available?
- How many people abandon the shopping cart before completing the purchase?
- Where in the checkout process are people abandoning the sale?

Google Analytics is a free product that allows you to track activity on your website. Using this information, you can see what works and adjust your marketing strategies to take advantage of successful tactics.

Key Effectiveness Indicators (KEIs) are a small list of specific things you can measure that are directly tied to the success of your business.

KEIs must be:

- Measurable – something you can quantify
- Critical for success – be part of your marketing strategy
- Limited in number – focussed
- Actionable – something you can use to inform your decisions and take action to change

Examples of Key Effectiveness Indicators:

- Number of subscribers

- Leads generated

- Content downloads

- Total sales

- Average order value
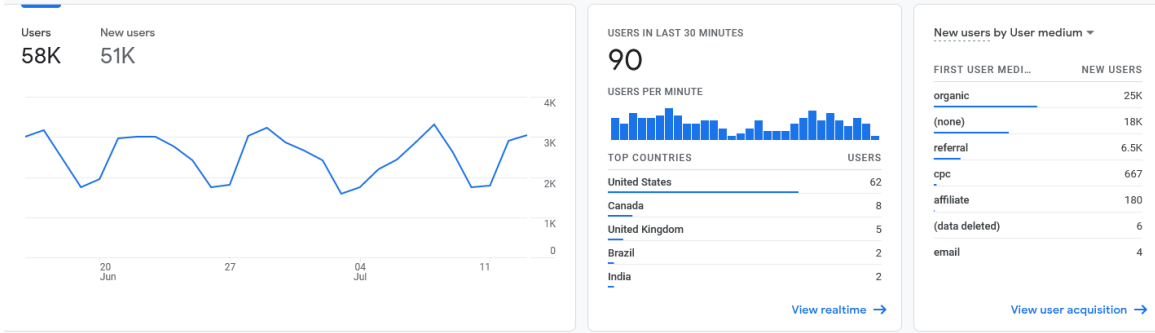
Google Analytics Basics
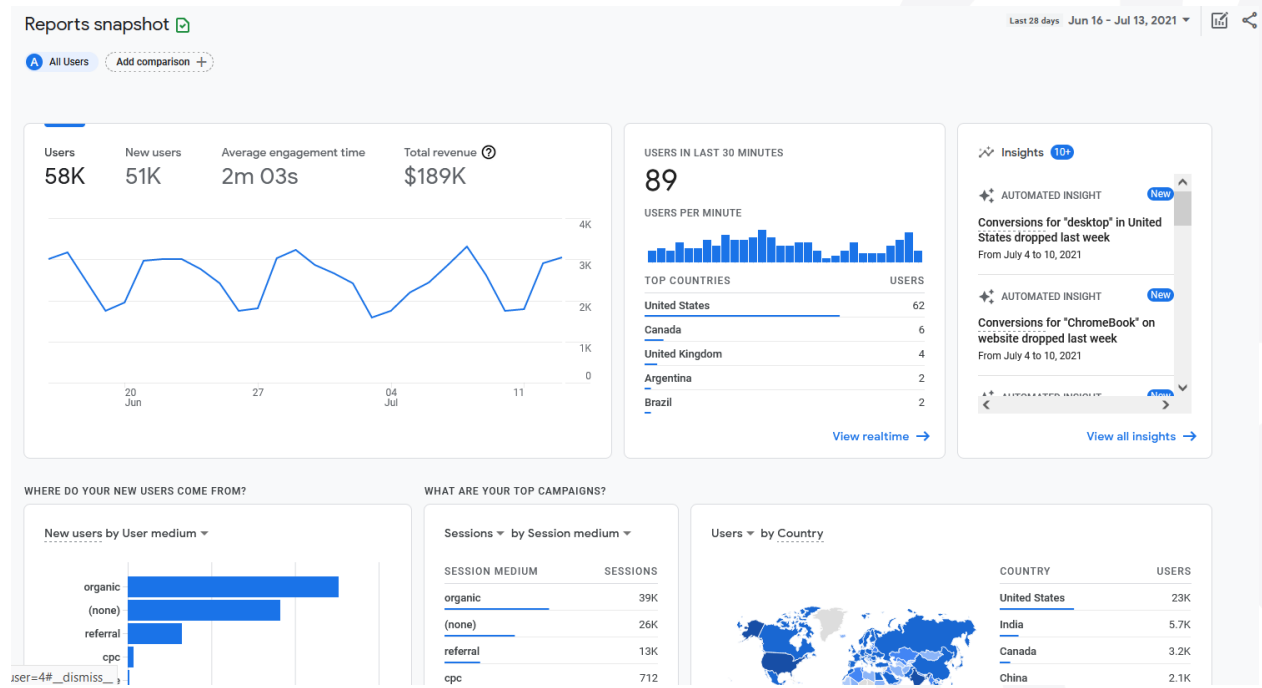
Google Analytics has <u>three</u> main areas of reporting: Acquisition, Experience and Monetization.

ACQUISITION

 - how traffic arrives on your website

How do people get to your website? What prompts them to come? What page do they enter on?

Use Acquisition to help answer questions like: Are my social media posts generating traffic to my site?
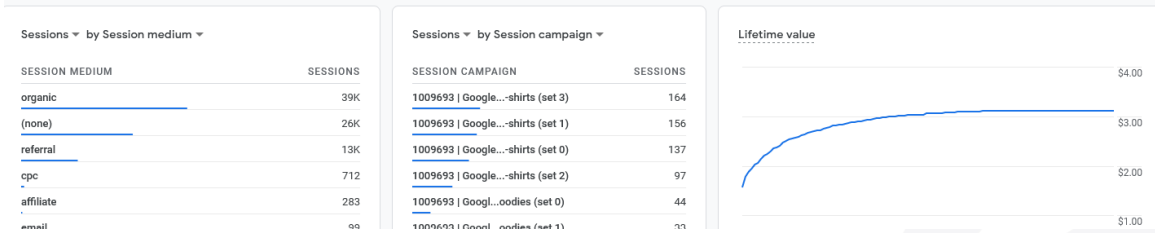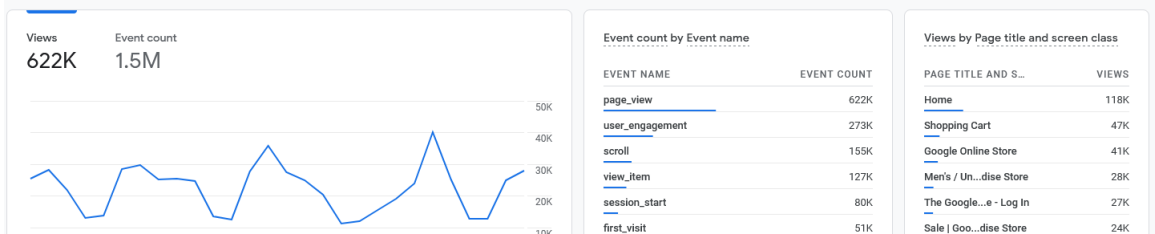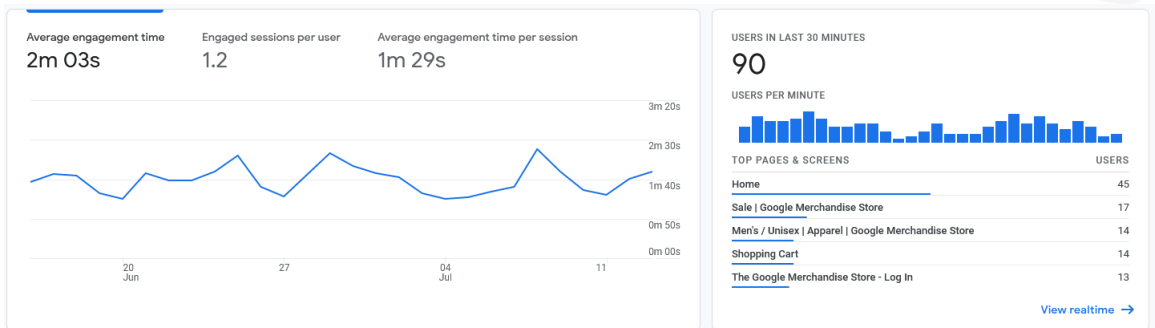
ENGAGEMENT

- What happens once people are on your site

What pages do they visit? How long are they on each page? What do they do on each page?

Use Engagement to answer questions like: what pages are visited the most? What downloads are most popular?
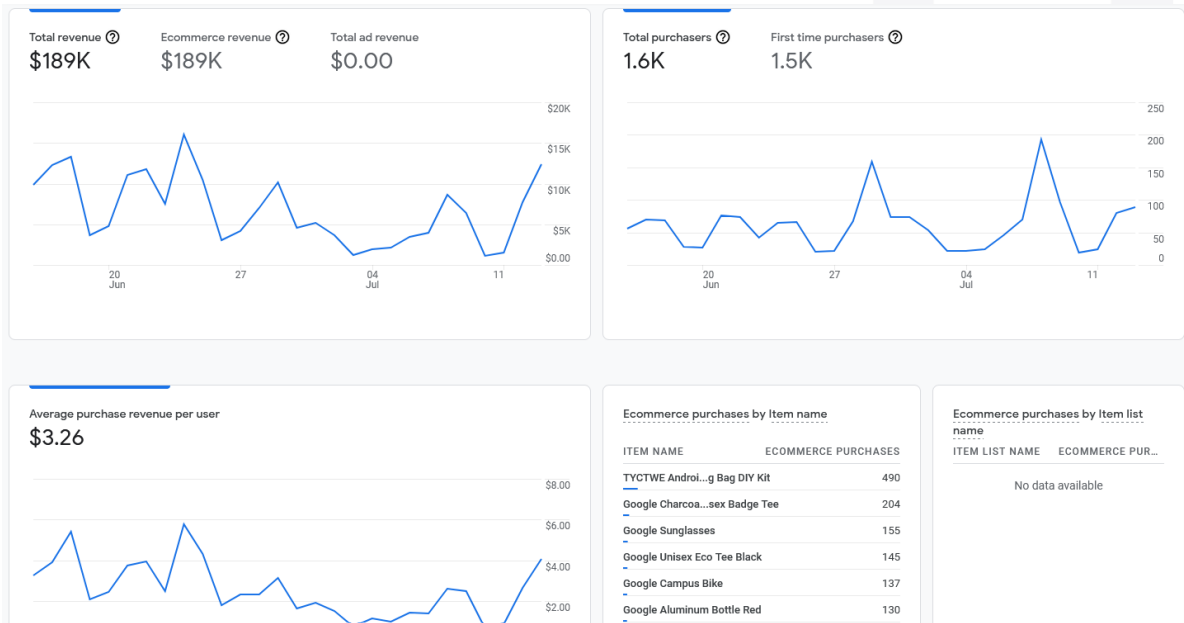
MONETIZATION

- How the site generates revenue

How many repeat customers? How much is the average order value?

Use Monetization to answers questions like: Which products are most popular? How much is purchased per person?

UNDERSTANDING USER VERSUS SESSION IN GOOGLE ANALYTICS

A **user** is a unique device.

A **session** is a series of activities on the site from one user with no break of 30 minutes or more

Example 1:

8 a.m.   1 p.m.   7 p.m.

One person uses a computer at 8am to visit your site. This is counted as one user and one session.

The same person uses the same computer at 1pm to visit your site again. This gives us one user and two sessions.

The same person uses their smartphone at 7pm to visit your site again. We now have two users and three sessions. Even though it is the same person, they are counted as a second user.

Example 2:

One person uses your computer starting at 11:30 pm and browses a number of pages. At 12 noon, they stand up and go for lunch, leaving their computer on and with your site open. At 1pm they return and pick up where they left off, browsing a number of other pages. This is counted as one user and two sessions, because there was a period of inactivity more than 30 minutes.

EVENTS AND CONVERSIONS

Events

Actions taken by users on the site that can be captured.

Conversions

Events that indicate a successful interaction.

All three key sections of Google Analytics use these basic terms. Actions taken on your site that are considered a success are called conversions. A site may have macro-conversions like the purchase of an item or micro-conversions, like signing up for a monthly sales e-newsletter.

Google Analytics will capture many events, but it can be configured to capture many more events then the basic reporting.

As an example, when a user adds an item to the cart, this is an event Analytics can capture and can be considered a micro conversion (as they have not yet made the purchase). A macro conversion would be that user then completing the purchase. Other activities (events) on a website that might be considered a conversion include:

- Newsletter sign up
- Watch a video
- Add to a wish list
- Share on social media

FUNNELS

By tracking the events that lead up to a conversion (for example a purchase), analytics can give you valuable information about your sales funnel.

A funnel looks at sequences of events that naturally follow each other.For example items are viewed, then added to a cart, then purchased. This can be used to improve site performance by noting where there are large drop-offs, and can it be improved.

THANK YOU!

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