

# Intro to Google Analytics



Geoff Marcy | Adfluent Media

# Google Analytics WTF???



Let me help! Get the most current slides at:

#ThrillSeeker



#NewDad



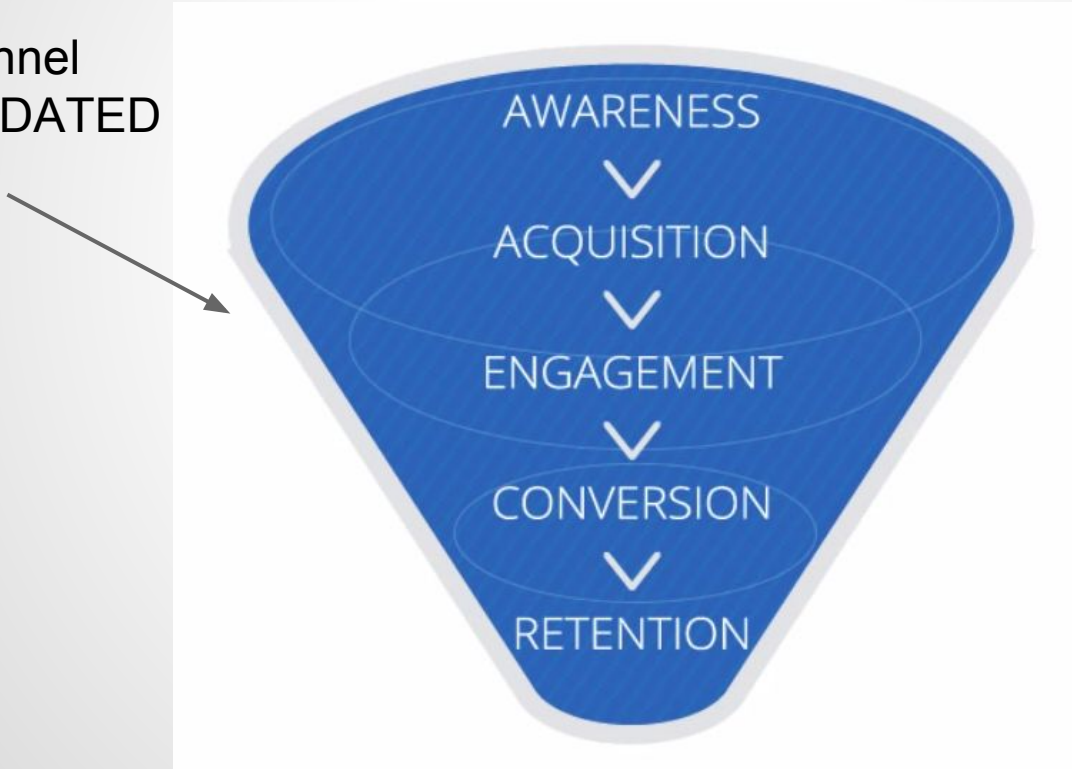
#TakenSeriouslyWithoutASuit  
[www.adfluentmedia.com](http://www.adfluentmedia.com)

# Today's Agenda

- Overview of Analytics
- The Measurement Plan
- Filters and Secondary dimensions
- Tracking Key Goals
- Understanding Reports
- Tagging your Campaigns
- BONUS Resources

# The Linear Purchase Funnel = NO LONGER RELEVANT

This Funnel  
is now OUTDATED



# In 2015, the Customer is at the center of the Universe!



- Customers have more choice and control than ever
- The purchase journey can start at any point along the path
- Anticipate where your customer can appear and what messages they need to hear

# Start with a Measurement Plan

Kick butt with analytics data and polish up your plan with these five steps...

1. Know your Business Objectives
2. Identify Strategies & Tactics
3. Have Key Performance Indicators (KPIs)
4. Choose Segments
5. Create Targets

# Measurement Plan - Objectives

In the online world there are **5 common business objectives**. What is yours?



 Business Objective	Measureable Outcome 
Ecommerce	Sell products
Lead generation	Contact information for sales prospects
Content publishing	Ads shown to visitors
Online info/support	Help customers find information
Branding	Drive awareness and engagement



Think about which **outcomes you want to measure** for your business so we can track them.



# Measurement Plan - Strategies

## Common Digital Strategies



# Measurement Plan - KPIs

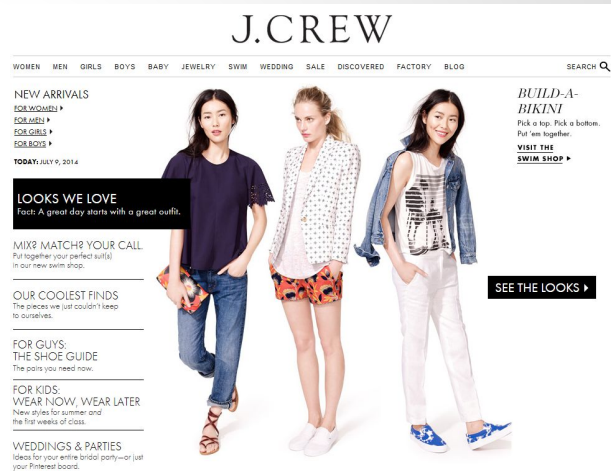
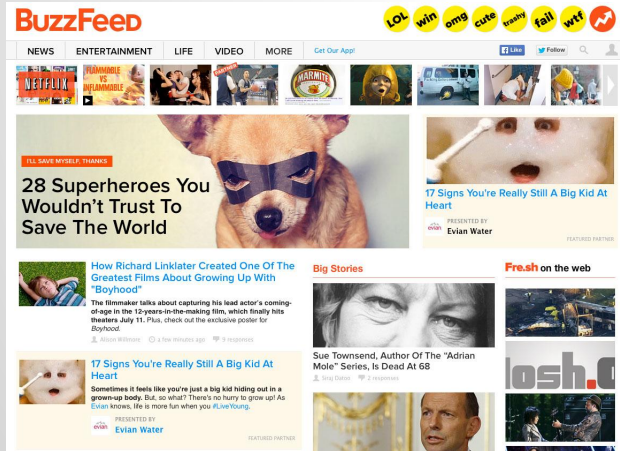
Key Performance Indicators help measure success day to day!



# Examples of KPIs...

For an ecommerce site “selling products”:

- Revenue and Average Order Value
- Membership Signup
- Revenue / Customer



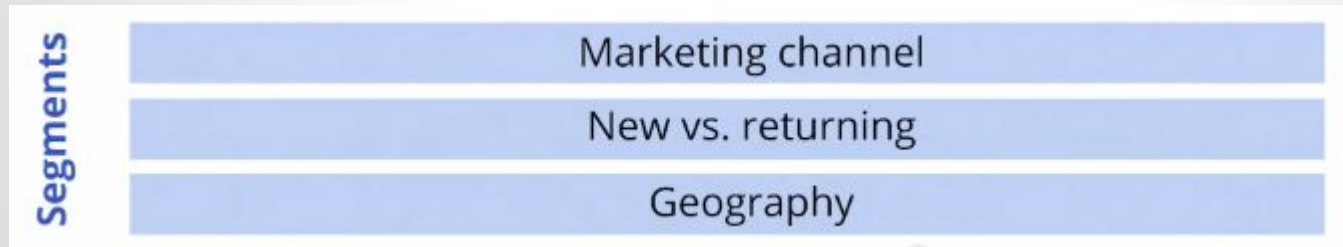
For a content site “measuring engagement”:

- Bounce Rate & Time On Site
- Recency / Frequency
- Social Shares

# Measurement Plan - Segments & Targets

Segments better understand what drives success.

Example: for ecommerce sites it can measure performance by product category, traffic sources and customer type (new vs returning).



Setting up Targets for each KPI lets you know if you are hitting your goals.

# Key Actions support your Objectives



Macro conversion



Micro conversion

**Macro conversions** = objective fully met  
Ex. a purchase (if you are selling products) or a qualified lead (if you have a service).

**Micro conversions** = behavior indicators they are *aroused* but not quite ready.  
Ex. coupon download or email signup

Measure BOTH with Analytics!

# Key Metrics & Dimensions Defined

There are TWO types of data in every report

Dimensions



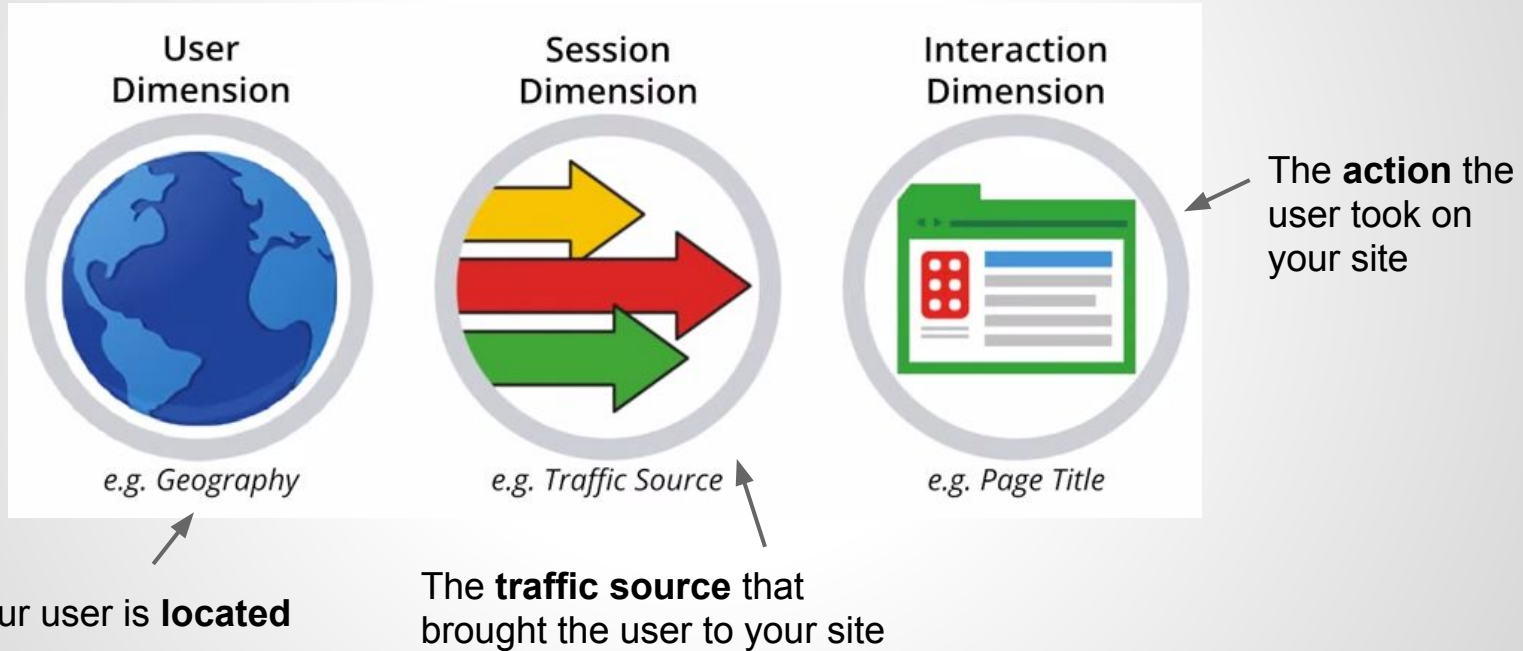
Characteristics of  
your Users, their  
Sessions  
& Actions

Metrics

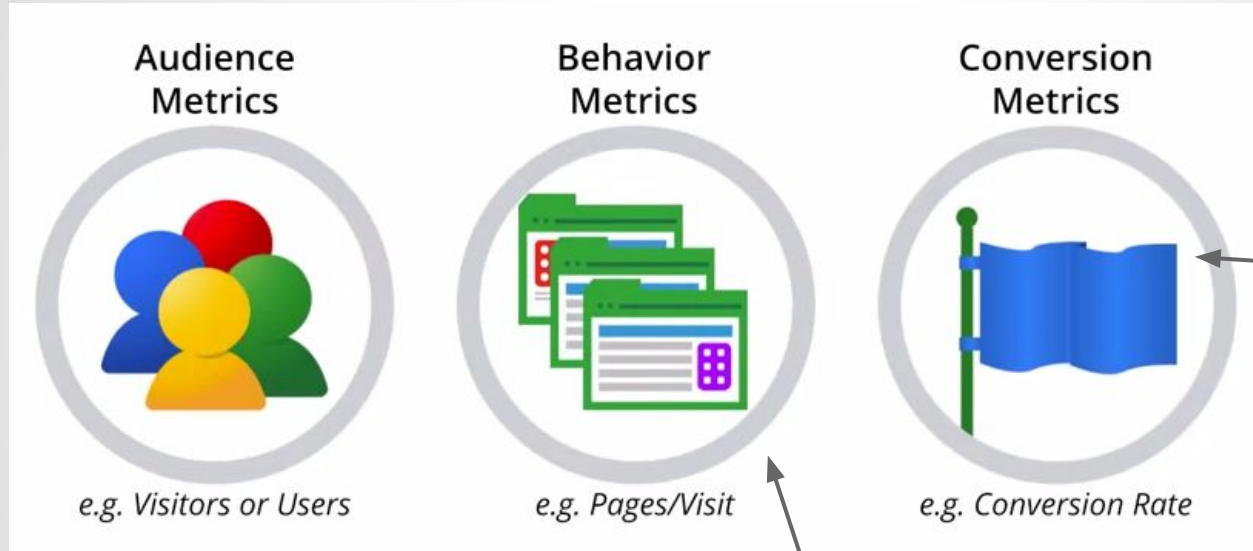


Numerical dates  
for Users,  
their Sessions  
& Actions

# Common Types of Dimensions



# Common Types of Metrics



Configured to measure both **micro & macro conversions!**  
(Ex. # of signups on your website)

**Total # of users** on a website during a certain time period.

Measure **engagement**.  
(Ex. Avg # of pages users see in a session)

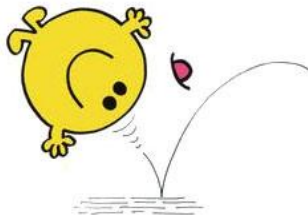


# Bounce Rate...

Example: 100 people come to your landing page and 65 of them don't view another page.

$$BR = 65 / 100 = 65\%$$

**MR. BOUNCE** *Rate*



- High BR is generally bad, unless you have a one page site like a small business or blog.
- High BR can mean there is something wrong with the landing page (bad expectations or poor experience).

# Getting Started - New Account

- Free account at [google.com/analytics](https://google.com/analytics)
- Go to Admin > Account > Create New Account
- New accounts automatically use Universal Analytics
- If you have an old account (not coded UA), then upgrade!  
Go to Admin > Property > Tracking Info

## Upgrade to Universal Analytics



Upgrade to get a deeper understanding of your users through new tools and more accurate data.  
Learn more at the [Universal Analytics Upgrade Center](#).

**Select an account and a property, then click *Universal Analytics Upgrade*.**

Only users with [edit permission](#) can transfer a property. Each property must be transferred individually.

# Getting Started - New Account

## Grab your tracking code:

Admin > Property > Tracking Info > Tracking Code

- **Manual:** copy & paste code into every header on your website
- **Easiest way:** copy the tracking ID into your websites settings
- **Wordpress:** see the template settings or use GA Yoast plugin
- **Blogger:** Settings > Other and enter the Tracking ID

# Account Structure - 3 levels

## Account

High level settings  
(Hip & Urban Girl)



## Property

Each website has a property  
(www.hipurbangirl.com)



## View

Create filters, goals, segments.  
Best practice to create 2 extra  
views (Ex. Master and Test)  
on top of the default

The screenshot shows the HUG website interface. At the top, there is a navigation bar with links for Home, About, Contact, Advertise, and Holiday, along with a search box. Below the navigation bar is a red header with the HUG logo and the tagline "The Hip and Urban Girl's Guide". A dark grey navigation bar contains categories: FOOD, TRAVEL, LIFE, EVENTS, STYLE, and CONTESTS. Below this is a promotional banner for SHOP.CA with the hashtag #REINVENTTHEMALL and a "START HERE" button. The main content area shows the date "Monday, February 23, 2015" and a featured article titled "WIN Tickets to 2015 OOAKS Spring Show". The article text mentions "We can't wait to shop the handmade creations of more than 450 artisans on March 25-29." and lists other events like "late night shopping" and "Etsy section". Below the article is a large promotional graphic for the "oneofakind MARCH 25-29 SPRING SHOW & SALE" at the "DIRECT ENERGY CENTRE EXHIBITION PLACE, TORONTO". The graphic includes a fingerprint icon and the text "ONEOFKINDSHOW.COM #OOAKS15". A small photo of two women is shown to the right of the article. At the bottom right, there is a small text block: "Founded in 2010 by Wendy and Lisa, HUG is a lifestyle website for the ambitious city girl. We write about food, travel, style & events. We are also Ambassadors for American Express." The URL "www.hipurbangirl.com/2015/02/win-tickets-to-2015-oo" is visible at the bottom right of the page.

# Creating New Views (Ex. Test)

The image shows a screenshot of the Google Analytics interface. On the left, there are three main sections: ACCOUNT (www.hellodj.ca), PROPERTY (http://www.hipandbangirl.bl...), and VIEW (www.hipandbangirl.blogspo...). Each section has a list of settings options. The VIEW section is expanded, showing options like View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Personal Tools & Assets, Segments, Annotations, and Attribution Models. An arrow points from the text 'View Settings' to the 'View Settings' option in the VIEW section. Another arrow points from the text 'Then Copy It' to the 'Copy view' button in the 'Reporting View Settings' panel. The 'Reporting View Settings' panel is open, showing details for the selected view, including View ID (25071255), View Name (www.hipandbangirl.blogspot.com/), Website's URL (http:// www.hipandbangirl.blogspot.com/), Time zone country or territory (Canada, GMT-05:00 Eastern Time - Toronto), and Default page (optional).

# Name that View!

Let's create a **Master View**

Select it so we can **add a Filter & Goals**

**Copy View**

Copying view [www.hipandurbangirl.blogspot.com/](http://www.hipandurbangirl.blogspot.com/). Please enter a name for the new view.

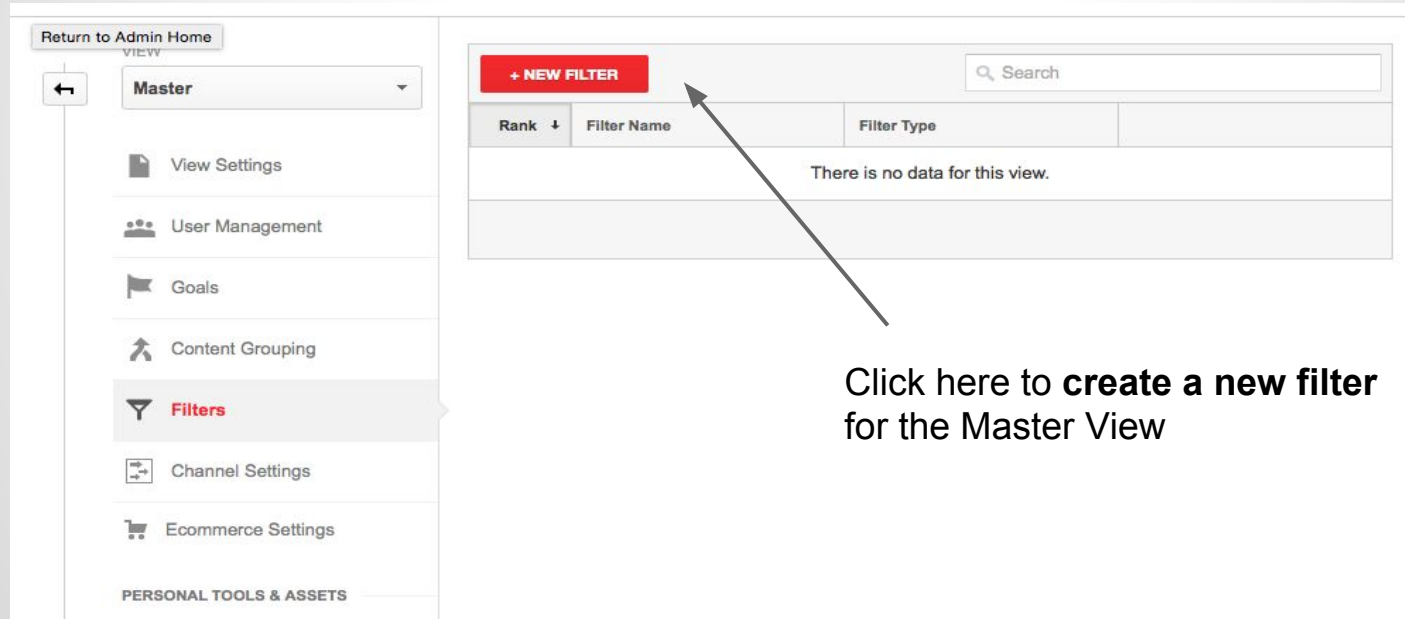
**New view name**

**Copy view** **Cancel**

The screenshot shows the Google Analytics interface with three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column shows 'www.hellodj.ca'. The PROPERTY column shows 'http://www.hipandurbangir...'. The VIEW column shows 'Master' selected in the dropdown menu. Below the dropdown menu, there are several menu items: View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Segments. The 'Goals' item is highlighted with a red arrow pointing to it from the text 'Select it so we can add a Filter & Goals'.

# Let's Create a Filter

Why? Filters **omit traffic from IP addresses** (like your office and home).  
This will increase the accuracy of your reporting!



The screenshot displays a dashboard with a left-hand navigation menu and a main content area. The navigation menu includes options like 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters' (highlighted), 'Channel Settings', and 'Ecommerce Settings'. The main content area shows a table with columns 'Rank', 'Filter Name', and 'Filter Type'. A red button labeled '+ NEW FILTER' is located at the top left of the table area. An arrow points from the text 'Click here to create a new filter for the Master View' to this button. The table currently contains no data, with a message 'There is no data for this view.' displayed below the header.

Click here to **create a new filter** for the Master View

# Let's Create a Filter

VIEW

Master

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

### Add Filter to View

Filter Information

Filter Name

Office IP Address

Filter Type

Predefined Custom

Exclude traffic from the IP addresses that are equal to

IP address

e.g. 74.125.19.103 or 2001:db8::1 (for IPv6)

Filter Verification ?

Analytics cannot provide a preview for this filter: previews for advanced filters and location-based filters (e.g. IP address, Country) are not supported at this time.

Save Cancel

Label it for the **IP** you are excluding

Select “Exclude”, “IP address” and “equal to”

If you don't know your IP, go to: <http://whatismyipaddress.com/>



# Ready, Set, Goals!

My goal in 2015  
is to accomplish  
the goals of 2014  
which I should  
have done in 2013  
because I made a  
promise in 2012 and  
planned in 2011.

somee cards  
user card



# Four main types of goals...

1. Destination - orders/leads, thank you page
2. Duration - time on site
3. Page/Screens per visit - 3 pages
4. Event - played a video, downloaded an ebook  
(need to set up Event Tracking First)

# Setting up a Duration Goal

Let's find users who spend at least 5 minutes on the site

Go to View > Goals > New Goal

VIEW  
www.hipandurbangirl.blo...  
View Settings  
User Management  
**Goals**  
Content Grouping  
Filters  
Channel Settings  
Ecommerce Settings

1 Goal description

Name  
Spends 5 Minutes On Site

Goal slot ID  
Goal ID 2 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

Next step Cancel

2 Goal details

Label it for the action

Choose Duration and then Next Step

✓ Goal description Edit  
Name: Spends 5 Minutes On Site  
Goal type: Duration

2 Goal details

Enter Value of 5

Duration Greater than

Hours	Minutes	Seconds
0	5	0

Value OPTIONAL  
Off Assign a monetary value to the conversion.

Verify this Goal See how often this Goal would have converted based on your...

Create Goal Cancel

Create Goal!

# Setting Up a Destination Goal

Let's setup a goal to track a completed form submission

Go to View > Goals > New Goal

Label it for the action

Choose Destination and then Next Step

Enter the url after the action is done

Ex. You can assign a value for a lead and track ROI

Create the Goal!

# Setting Up Event Goals

Let's setup a goal to track a downloaded file on your site

Go to View > Goals > New Goal

1 Goal description

Name

Goal slot ID

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

This action needs to be setup in Event Tracking and fields must match in the code (see next slide)

2 Goal details

Goal description Edit  
Name: *Downloaded Brochure*  
Goal type: *Event*

**Event conditions**  
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to	<input type="text" value="Category"/>
Action	Equals to	<input type="text" value="Action"/>
Label	Equals to	<input type="text" value="Label"/>
Value	Greater than	<input type="text" value="Value"/>

**Use the Event value as the Goal Value for the conversion**

Yes

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

# Event Tracking

**Requires additional code placed on the action you want to track  
(Ex. link, video or button on your site)**

**Generate your custom event code here:** <https://raventools.com/gaconfig/google-analytics-event-tracking/>

**Ex. Code For File Download:** `onClick="ga('send', 'event', { eventCategory: 'downloaded', eventAction: 'brochure'})";"`

**Full Download Link:** `<a href="/downloads/example-whitepaper.pdf" onClick="ga('send', 'event', { eventCategory: 'downloaded', eventAction: 'brochure'})";">Download PDF</a>`

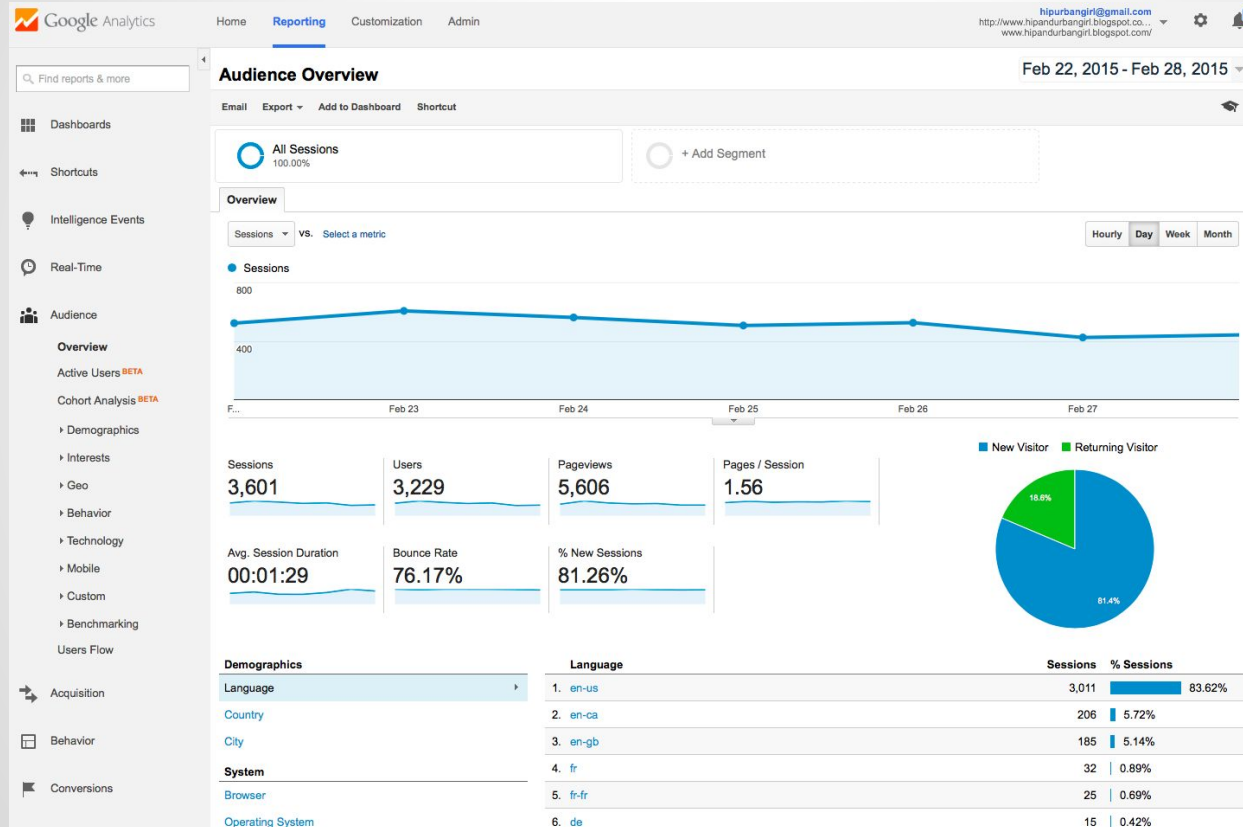
# Save some fun for Reporting!

"Report writing is fun", said no one ever.



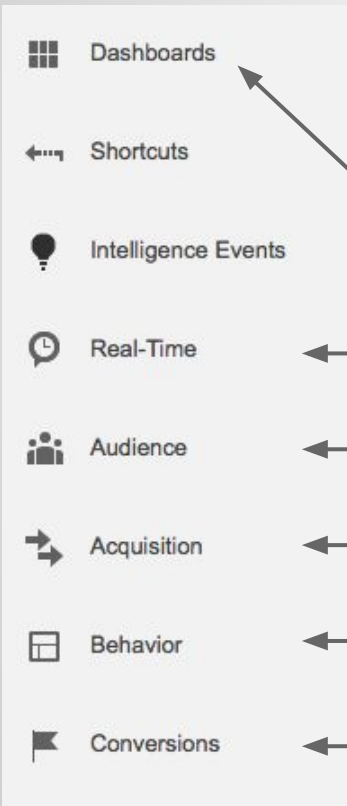
someecards  
user card

# Lots of REPORTS!





# Sections of the Interface



**Date Range** (stays active as you navigate and applies to all reports)

Set up **Custom Ones**

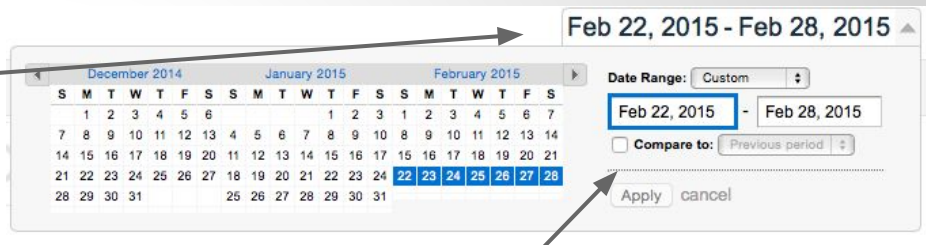
**Live snooping** on your visitors can be fun but addictive

**Who's coming to your site** (enough hipsters?)

**How they got here** (hopefully its not all from Facebook!)

**What they did** (or tried to do)?

See what's happening with **your goals**



**Comparison date range** can show you month over month or year over year

**Can you guess what the  
most popular report is???**

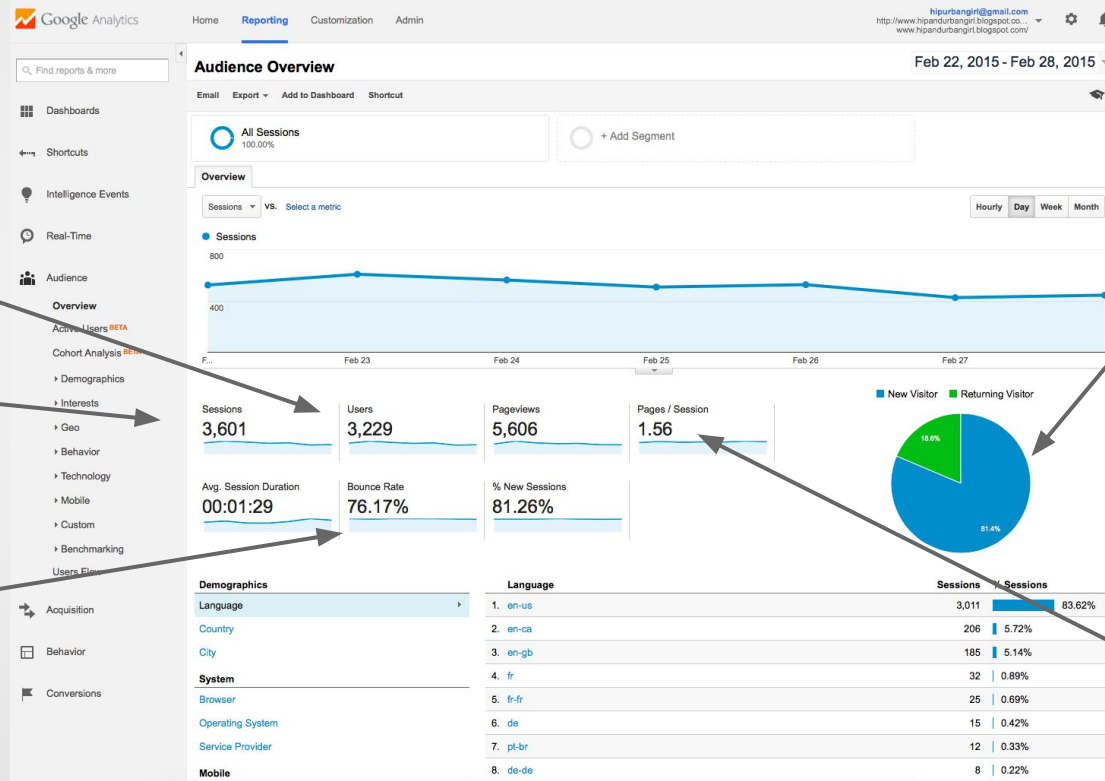


# Most Popular Report - Audience!

Unique visitors for the date range

Sessions or Total Visits

People who came and left on the same page



New vs Returning can show you how loyal your users are

Can be low or high depending on your site

# Acquisition Reports

Acquisition > All Traffic > Source / Medium

Add a secondary dimension to learn more about those traffic sources

Primary Dimension: **Source / Medium** Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

		Acquisition			Behavior		
<input type="checkbox"/>	Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>3,601</b> % of Total: 100.00% (3,601)	<b>81.37%</b> Avg for View: 81.26% (0.14%)	<b>2,930</b> % of Total: 100.14% (2,926)	<b>76.17%</b> Avg for View: 76.17% (0.00%)	<b>1.56</b> Avg for View: 1.56 (0.00%)	<b>00:01:29</b> Avg for View: 00:01:29 (0.00%)
<input type="checkbox"/>	1. <a href="#">google / organic</a>	<b>2,549</b> (70.79%)	85.01%	2,167 (73.96%)	77.01%	1.53	00:01:32
<input type="checkbox"/>	2. <a href="#">(direct) / (none)</a>	<b>380</b> (10.55%)	71.32%	271 (9.25%)	75.00%	1.62	00:01:11
<input type="checkbox"/>	3. <a href="#">pinterest.com / referral</a>	<b>73</b> (2.03%)	90.41%	66 (2.25%)	91.78%	1.10	00:00:26
<input type="checkbox"/>	4. <a href="#">stumbleupon.com / referral</a>	<b>73</b> (2.03%)	63.01%	46 (1.57%)	79.45%	1.36	00:02:10
<input type="checkbox"/>	5. <a href="#">yahoo / organic</a>	<b>71</b> (1.97%)	81.69%	58 (1.98%)	69.01%	1.72	00:01:39

# Acquisition Reports

Acquisition > All Traffic > Source/Medium, with Secondary Dimension Landing Page

Primary Dimension:  
Source & Medium

Secondary Dimension:  
Landing Page

	Source / Medium ?	Landing Page ?	Acquisition			Behavior		
			Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
			<b>3,601</b> % of Total: 100.00% (3,601)	<b>81.37%</b> Avg for View: 81.26% (0.14%)	<b>2,930</b> % of Total: 100.14% (2,926)	<b>76.17%</b> Avg for View: 76.17% (0.00%)	<b>1.56</b> Avg for View: 1.56 (0.00%)	<b>00:01:29</b> Avg for View: 00:01:29 (0.00%)
<input type="checkbox"/>	1. google / organic	/2010/07/condo-size-furniture.html	<b>692</b> (19.22%)	<b>82.95%</b>	<b>574</b> (19.59%)	<b>63.73%</b>	<b>1.95</b>	<b>00:02:47</b>
<input type="checkbox"/>	2. google / organic	/2012/01/our-top-10-unique-wedding-venues.html	<b>634</b> (17.61%)	<b>87.22%</b>	<b>553</b> (18.87%)	<b>88.33%</b>	<b>1.16</b>	<b>00:00:45</b>
<input type="checkbox"/>	3. google / organic	/2012/06/our-bachelorette-party-ideas-toronto.html	<b>241</b> (6.69%)	<b>89.63%</b>	<b>216</b> (7.37%)	<b>73.86%</b>	<b>1.51</b>	<b>00:01:23</b>
<input type="checkbox"/>	4. (direct) / (none)	/	<b>121</b> (3.36%)	<b>38.84%</b>	<b>47</b> (1.60%)	<b>75.21%</b>	<b>1.64</b>	<b>00:01:08</b>
<input type="checkbox"/>	5. google / organic	/	<b>97</b> (2.69%)	<b>43.30%</b>	<b>42</b> (1.43%)	<b>52.58%</b>	<b>2.19</b>	<b>00:02:20</b>
<input type="checkbox"/>	6. google / organic	/2012/01/torontos-best-bridesmaid-dress.html	<b>97</b> (2.69%)	<b>81.44%</b>	<b>79</b> (2.70%)	<b>91.75%</b>	<b>1.10</b>	<b>00:00:26</b>
<input type="checkbox"/>	7. google / organic	/2012/05/wonderfully-weird-things-to-do-in.html	<b>76</b> (2.11%)	<b>94.74%</b>	<b>72</b> (2.46%)	<b>84.21%</b>	<b>1.22</b>	<b>00:00:44</b>

# Behavior Reports - Find Popular Content

Behavior > Site Content > All Pages with Secondary Dimension: Source/Medium

Plot Rows: Secondary dimension: Source / Medium Sort Type: Default

advanced

Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		5,606 <small>% of Total: 100.00% (5,606)</small>	4,332 <small>% of Total: 100.00% (4,332)</small>	00:02:39 <small>Avg for View: 00:02:39 (0.00%)</small>	3,601 <small>% of Total: 100.00% (3,601)</small>	76.17% <small>Avg for View: 76.17% (0.00%)</small>	64.23% <small>Avg for View: 64.23% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /2010/07/condo-size-furniture.html	google / organic	1,318 (23.51%)	699 (16.14%)	00:03:00	692 (19.22%)	63.73%	51.90%	\$0.00 (0.00%)
2. /2012/01/our-top-10-unique-wedding-venues.html	google / organic	723 (12.90%)	638 (14.73%)	00:04:41	634 (17.61%)	88.33%	86.31%	\$0.00 (0.00%)
3. /2012/06/our-bachelorette-party-ideas-toronto.html	google / organic	265 (4.73%)	245 (5.66%)	00:02:48	241 (6.69%)	73.86%	73.96%	\$0.00 (0.00%)
4. /	(direct) / (none)	143 (2.55%)	128 (2.95%)	00:02:48	121 (3.36%)	75.21%	74.83%	\$0.00 (0.00%)
5. /	google / organic	142 (2.53%)	121 (2.79%)	00:02:08	97 (2.69%)	52.58%	47.89%	\$0.00 (0.00%)
6. /2012/01/torontos-best-bridesmaid-dresses.html	google / organic	102 (1.82%)	97 (2.24%)	00:04:59	97 (2.69%)	91.75%	92.16%	\$0.00 (0.00%)
7. /2010/07/condo-size-furniture.html	(direct) / (none)	97 (1.73%)	56 (1.29%)	00:02:37	54 (1.50%)	66.67%	49.48%	\$0.00 (0.00%)

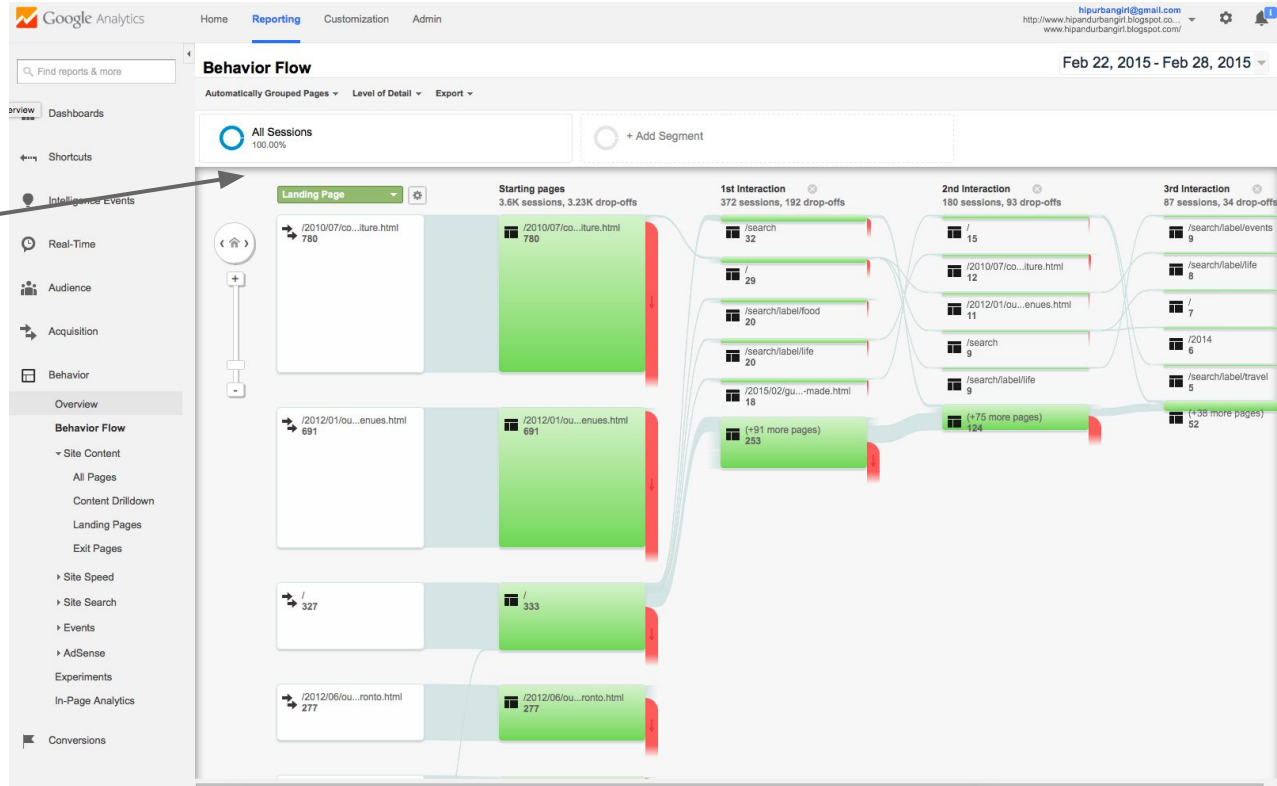
Secondary Dimension



# How are people moving through my site?

Behavior > Behavior Flow

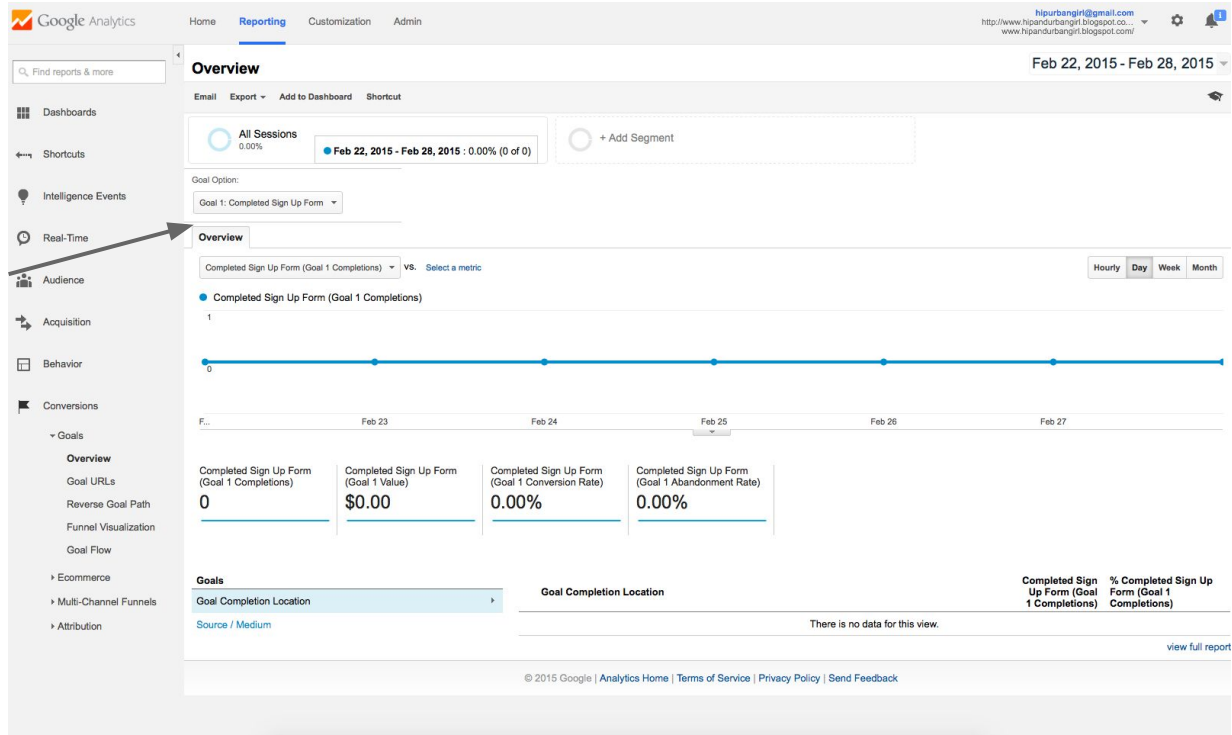
See what happens when you change this to Traffic Type, Source/Medium Geographic or a Custom Dimension



# What about those Goals?

Conversions > Goals > Goals Overview

Choose from the goals you set up and want to analyze





# Track your Campaign ROI

Acquisitions > Campaigns

Tag your Campaign links (Ex. Email Blast, Facebook Boosts or Twitter) see your Paid & Organic Results

Primary Dimension: Campaign Source Medium Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

Goals show up here

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Sign Up Form (Goal 1 Conversion Rate)	Completed Sign Up Form (Goal 1 Completions)	Completed Sign Up Form (Goal 1 Value)
	36 % of Total: 1.00% (3,601)	30.56% Avg for View: 81.26% (-62.40%)	11 % of Total: 0.38% (2,926)	55.56% Avg for View: 76.17% (-27.07%)	1.97 Avg for View: 1.56 (26.69%)	00:01:06 Avg for View: 00:01:29 (-25.87%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Hip Urban Girl's Guide List / email	33 (91.67%)	24.24%	8 (72.73%)	51.52%	2.06	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. buffer / twitter	3 (8.33%)	100.00%	3 (27.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 2 of 2

# Custom Reports!

Ex. What if you wanted to know the busiest day and hour on your site?

1. Go to Customization > New Custom Report
2. Give it a name!
3. Add the Metric “Users” and the Dimension “Day of week”
4. Select the View and Save!

# Building Proper URLs

Use Google's URL builder tool for generating your campaign urls:

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

Fill in the  
fields and  
click submit  
to generate  
your link...

**Step 1:** Enter the URL of your website.

Website URL \*

www.hipurbangirl.com

(e.g. http://www.urchin.com/download.html)

**Step 2:** Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source \*

camptech

(referrer: google, citysearch, newsletter4)

Campaign Medium \*

banner

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

adv1

(use to differentiate ads)

Campaign Name \*

febhugpromo

(product, promo code, or slogan)

Submit

\* Required field

# Example of a “tagged” URL

`http://hipurbangirl.com/?`

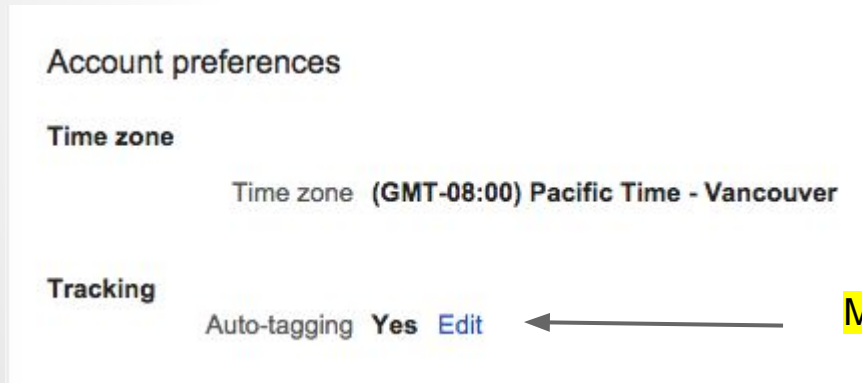
`utm_source=camptech&utm_medium=banner&utm_content=adv  
1&utm_campaign=FebHUGBlast`

- **3 Required Fields** - Source, Medium, Name
- **Term & Content** are optional - use what you need
- **Organic keywords** from search engines can't be tagged

# Adwords URL “Auto-Tagging”

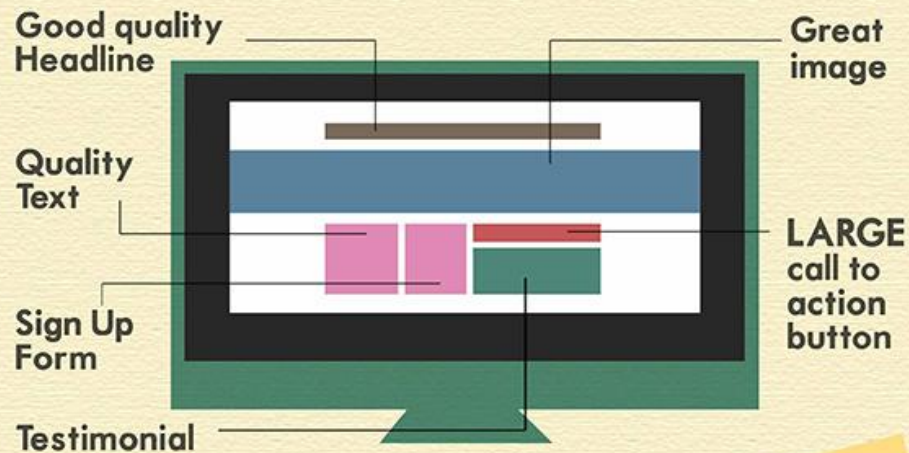
Adwords > Account Settings > Preferences

If you have linked Adwords to Analytics, implement **Adwords “auto tagging”** then you’re good to go!



Make sure this is YES!

# THE RECIPE FOR A PERFECT LANDING PAGE



# Landing Page Tips

## #1 Relevant, useful and original content

**Is the page featuring what you promised in the ad?**

- Your landing page needs to be relevant to your ad copy and keyword.
- Provide useful information about whatever you're advertising.
- Offer useful features or content that are unique to your site.



# Landing Page Tips

## #2 Transparency and trustworthiness

- Make it easy for visitors to find your contact info.
- If you request personal information, make it clear why you're asking for it and what you'll do with it.
- Distinguish sponsored links, like ads, from the rest of your site content.
- Openly share information about your business and clearly state what your business does.

# Landing Page Tips

## #3 Ease of Navigation

**Can people easily find what they are looking for?**

- Don't make people hunt around for the information.
- Make it quick and easy to order the product mentioned in your ad.
- Don't annoy customers with pop-ups or other features that interfere with their navigation.
- Ensure customers can easily find information to learn more about the advertised product.

# Return On Investment (ROI)

$$\frac{\text{Revenue} - \text{Cost of Goods Sold}}{\text{Cost of Goods Sold}}$$

Ex. You have a gizmo that costs \$100 to make and sells for \$200. You sell 5 of them using Adwords with \$200 in spend. Your total sales are \$1000 (5 x \$200).

**Your ROI is  $(\$1000 - (\$500 + \$200)) / (\$500 + \$200) = 43\%$**

# Geoff's Treasure Trove of Resources...



## Google Related

- Google Analytics <http://google.com/analytics>
- Analytics Event Tracking <http://gaconfig.com/google-analytics-event-tracking>
- Analytics Academy <https://analyticsacademy.withgoogle.com/explorer>
- URL Builder <https://support.google.com/analytics/answer/1033867?hl=en>
- Analytics Blog <http://analytics.blogspot.ca/>
- Adwords Fundamentals <https://support.google.com/partners/answer/3045820>
- Adwords Keyword Planner <https://adwords.google.com/KeywordPlanner>
- Google Trends <http://www.google.ca/trends/>

## Landing Page Optimization

- Optimizely [www.optimizely.com](http://www.optimizely.com)
- Unbounce [www.unbounce.com](http://www.unbounce.com)

## User Behavior

- Crazy Egg [www.crazyegg.com](http://www.crazyegg.com)
- Kiss Metrics [www.kissmetrics.com](http://www.kissmetrics.com)

## Tracking

- CPV Lab [www.cpvlab.com](http://www.cpvlab.com)
- HasOffers (for Affiliate Programs) [www.hasoffers.com](http://www.hasoffers.com)

## Research & Competitive Intelligence Tools

- Quantcast [www.quantcast.com](http://www.quantcast.com)
- SimilarWeb [www.similarweb.com](http://www.similarweb.com)
- WhatRunsWhere [www.whatrunswhere.com](http://www.whatrunswhere.com)
- MixRank [www.mixrank.com](http://www.mixrank.com)
- AdClarity <http://www.adclarity.com/>
- Twitter Search <https://twitter.com/search-home>

## Website Templates & Hosting

- Wordpress [www.wordpress.org](http://www.wordpress.org)
- Namecheap [www.namecheap.com](http://www.namecheap.com)

## Retargeting

- Perfect Audience [www.perfectaudience.com](http://www.perfectaudience.com)
- Adroll [www.adroll.com](http://www.adroll.com)

## Marketing Platforms

- Hubspot [www.hubspot.com](http://www.hubspot.com)

## Books

- Ca\$hvertising: **How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone** [www.cashvertising.com](http://www.cashvertising.com)



# Q&A

Geoff Marcy

Founder, Adfluent Media

[geoff@adfluentmedia.com](mailto:geoff@adfluentmedia.com)

[www.adfluentmedia.com](http://www.adfluentmedia.com)

Twitter: [geofferson](https://twitter.com/geofferson)

<http://www.linkedin.com/in/geoffmarcy>