

Using Google Analytics with HootSuite

Measuring Social Success with HootSuite

The value of your social media efforts is directly related to the organizational goals which you, your team and your department are responsible for achieving. Understanding that the ability to demonstrate social ROI is paramount for any business, HootSuite Enterprise provides measurement solutions for organizations to analyze and report on social media activities in order to amplify success and nimbly adjust weaknesses in messaging or strategy. Our Google Analytics and custom URL parameters are valuable tracking functionalities, essential for any social business looking to tie social to results.

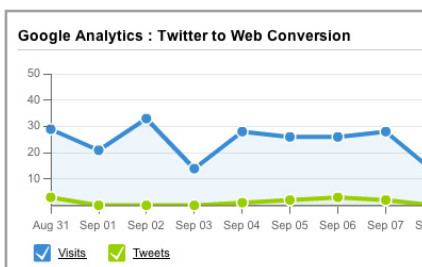
This HootGuide is one of a series dedicated to the advanced functionality and features of HootSuite Enterprise for measurement, collaboration, security and engagement.

Google Analytics to Measure Web Traffic

Google Analytics provides insight into web traffic and campaign results. Use the data to trace sales to specific tactics or keywords. Plus, get metrics for customer loyalty and retention in addition to identifying revenue sources.

Within HootSuite's native Social Analytics Reports you can select the pre-made Google Analytics Report Template or plug individual Google Analytics modules into a custom report. Both give you the statistics you need to accurately analyze social media engagement against destination site traffic.

The following Google Analytics features are built into HootSuite for organizations to measure and share results without leaving the dashboard:



Twitter to Web Conversion:

Measure the effectiveness of tactics on the front-line and see immediately which messages resonate with your audience, so you can adjust your approach accordingly.



HootSuite Social Analytics

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of entire campaigns.

Social Analytics includes over 40 report metrics – including Google Analytics, Google+ Pages modules and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

[Learn More](#)

1. Overview of Social Reporting with HootSuite



Sparklines: A statistical overview to quickly see how campaign elements are performing, enabling you to prioritize the areas that need the most attention.

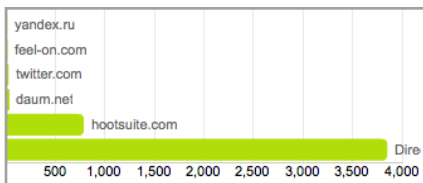
Region	Clicks
United States	34.7% (1,656)
United Kingdom	10.3% (491)
Canada	7.4% (351)
Japan	3.1% (148)
Netherlands	3% (142)

Regional Site Traffic: Learn which areas produce campaign results so you can geo- target your outreach.

Most Popular Links

Rank	Date	Post
1	Sep 12, 2012	http://ow.ly/dBXPFF http://blog.hootsuite.com/6-tips-for-social-bus... RT @hoot_business Need a jumpstart on social business strategy? Read our 6 Top
2	Sep 12, 2012	http://ow.ly/dBRGZ http://blog.hootsuite.com/mcdonalds-social-mana... RT @hootsuite: How did global sponsor McDonalds handle their social media during
3	Sep 7, 2012	http://ow.ly/dwMTY http://blog.hootsuite.com/top-5-lecture-series... #learn RT @hootsuite: Top 5 @hootSuite_U social media webinars from industry le

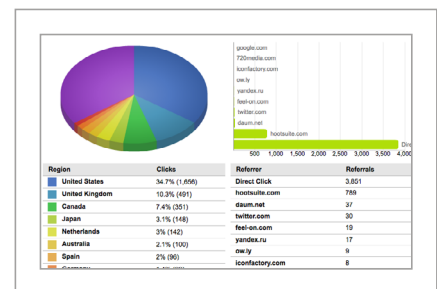
Top Content: Measure page view statistics – including absolute and relative percentages – to determine which content best attracts your audience.



Traffic Sources: Determine which channels provide traffic and fine-tune your outreach efforts using the Top Referrer report in Google Analytics.

HootSuite Social Analytics also include modules for each of the following categories:

- Twitter Profile Stats
- Facebook Insights
- Team Analytics*
- Ow.ly Aggregated Click Stats
- Ow.ly Individual Click Stats
- Google+ Page Analytics



The Value of Integrating Google Analytics

Marketers want to understand whether or not social media activities are having an impact on the company’s site traffic, lead generation and conversion activities. By integrating Google Analytics into a site’s conversion pages and using HootSuite’s Google Analytics, campaign managers can truly understand how outreach translates into results.

In addition to the Google Analytics Reports, HootSuite also provides Ow.ly stats, to showing summary and individual click statistics from URLs shortened in HootSuite, and Facebook Insights which monitor activity on your Facebook Page including daily “Likes”, posts, demographics and more. Together, these reports give you an end-to-end picture of your social efforts.

2. Integrate Google Analytics and HootSuite

How to Add Google Analytics to Your Website

By adding Google Analytics to your website and HootSuite dashboard, you can tap into the vital statistics behind your campaign.

First, you'll need to set-up Google Analytics in your website. Create a free account using your website's URL(s) at google.com/analytics.

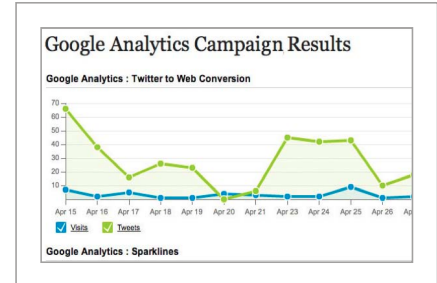
To set up Google Analytics campaign tracking, here are some additional resources:

- [How does campaign tracking work?](#)
- [How do I tag my links?](#)

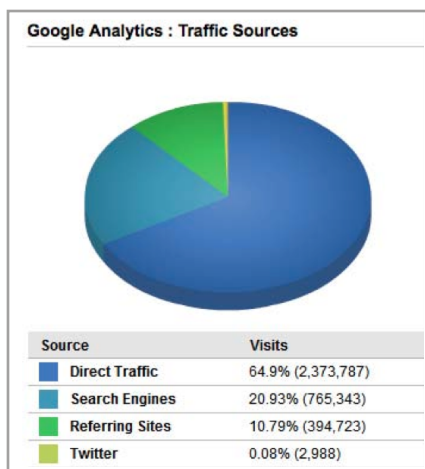
Once set-up, connect Google Analytics to HootSuite. To do this:

1. Click the Launch bar, then Analytics and select Quick Analytics. Click the Google Analytics option and select Add Google Profile to begin.
2. A window from Google will pop-up saying, "A third party is requesting permission to access your Google account." Select your preferred social network profile which is associated with an active Google Analytics account. When you've selected the profile, click Continue.
3. Google will send you to another page. Click Grant access to finish connecting Google Analytics to HootSuite.

Now you can access Google Analytics without leaving the HootSuite dashboard. The next step is to add goal tracking and campaigns.



Set and Forget: Automated report sharing allows team members to create reports and schedule them to be delivered daily, weekly, bi-weekly or monthly, depending on your reporting needs, so clients, stakeholders and colleagues are kept in the loop.



1. Add Goal Tracking and Campaigns to Google Analytics

Goal Tracking for End to End Reporting Capability

Show how social activities contribute to corporate goals. By utilizing the combination of Ow.ly URLs, campaign tracking, Facebook Insights, and Google Analytics you can accurately report on the results of your efforts. To enhance Google Analytics reporting, add goal tracking in order to learn how and where social media traffic is converting, giving you an end-to-end view of what is happening to social traffic on your website.

How to Add Goal Tracking and Campaigns to Google Analytics

Adding goal tracking to your Google Analytics campaign will provide accurate conversion numbers from the links you create in HootSuite. You can track visitors from the source, such as a Tweet or Facebook Page link, to sign-ups or transactions on your site.

To begin, sign into your Google Analytics account at google.com/analytics/ and add goals to your selected profile(s). Remember to enter goal names so you can easily identify each one in your reports. For more detailed information, visit these Google Analytics pages:

- [How do I set up goals and funnels?](#)
- [How does campaign tracking work?](#)

Here are some recommendations for getting started with Goal Tracking:

- 1.** Decide one of the three types of goals you want: URL Destination, Time on Site, or Pages/Visit, and add the conversion code to the pages you'll be tracking conversions from.
- 2.** For tracking Lead Forms, it's best to select the thank you page that follows once customers enter information. This provides clear conversion numbers because visitors will only land on this page if they clicked submit. This thank you page will need the code provided in Google when you set up the goal.
- 3.** To report on drop off, set the goal and put the code on the landing page as well as the thank you page. This will show you your funnel, and where you're losing customers, allowing you to pinpoint areas and hopefully draw more of your audience further down the funnel.

1. Add Goal Tracking and Campaigns to Google Analytics

There are three levels of variables recommended for social media campaign tracking: channel, user profile and campaign name.

Be sure to tag Tweets and status updates with campaign URLs to measure where traffic is originating from. For example, the channel could be Twitter, the profile, HootSuite, and the campaign might be Social Analytics.

Once you've completed these steps, add your campaign to your shortened Ow.ly links using custom parameters for Google Analytics.

Getting Started

HootSuite provides premium packages to help enterprises maximize the reach and efficiency of their social media initiatives.

To learn more about HootSuite Enterprise and the features included in this HootGuide, request a personalized demo from one of our Account Executives at [HootSuite.com/Enterprise](https://hootsuite.com/enterprise).

HootSuite Enterprise

Enterprise is HootSuite's top tier plan, with the most advanced functionality, training and support available. Built for business, Enterprise allows organizations to securely and effectively integrate social media throughout the organization, allowing them to become truly social. Request a demo of our enhanced engagement, collaboration, security and analytics functionality today.