



Analytics

Monitor, Evaluate and Improve Your Communication Plan

Google Analytics Default Channels

Traffic is delivered to your site through different channels.



Direct

Type URL, go to browser bookmark, or click untracked link in email or pdf



Organic Search

Click link on search results page, excluding paid search advertisements



Referral

Click link on another site including other unl.edu sites (*excludes search and social sites*)



Email

Click email link with tracking code `utm_medium=email`



Social

Click link on social media sites (facebook, google +, pinterest, twitter, linkedin, blogger, etc.)



Paid Search

Click link on pay-per-click Google Adwords ads or ads with tracking code `utm_medium=cpc`



Other

Click link with google tracking code and where `utm_medium` does not equal “email” or “cpc”

Analytics Measurement Plan

1. Goal
2. Strategy
3. Key Performance Indicators (KPI)
4. Reports
5. Benchmarks
6. Evaluate





1. Determine the Goal

- Drive traffic to a webpage
- Download a file
- Register for an event
- Sign up for an email list
- Complete a survey

Google Analytics Goals

✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: *Thank You Page*
Goal type: *Destination*

3 Goal details

Destination

Equals to ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
☐ OFF Assign a monetary value to the conversion.

Funnel optional
☒ ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Email Signup Form	/email-sign-up-form	<input checked="" type="checkbox"/> YES

+ Add another Step

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel

Cancel

Admin>View>Goals

Goal: Signup for email list

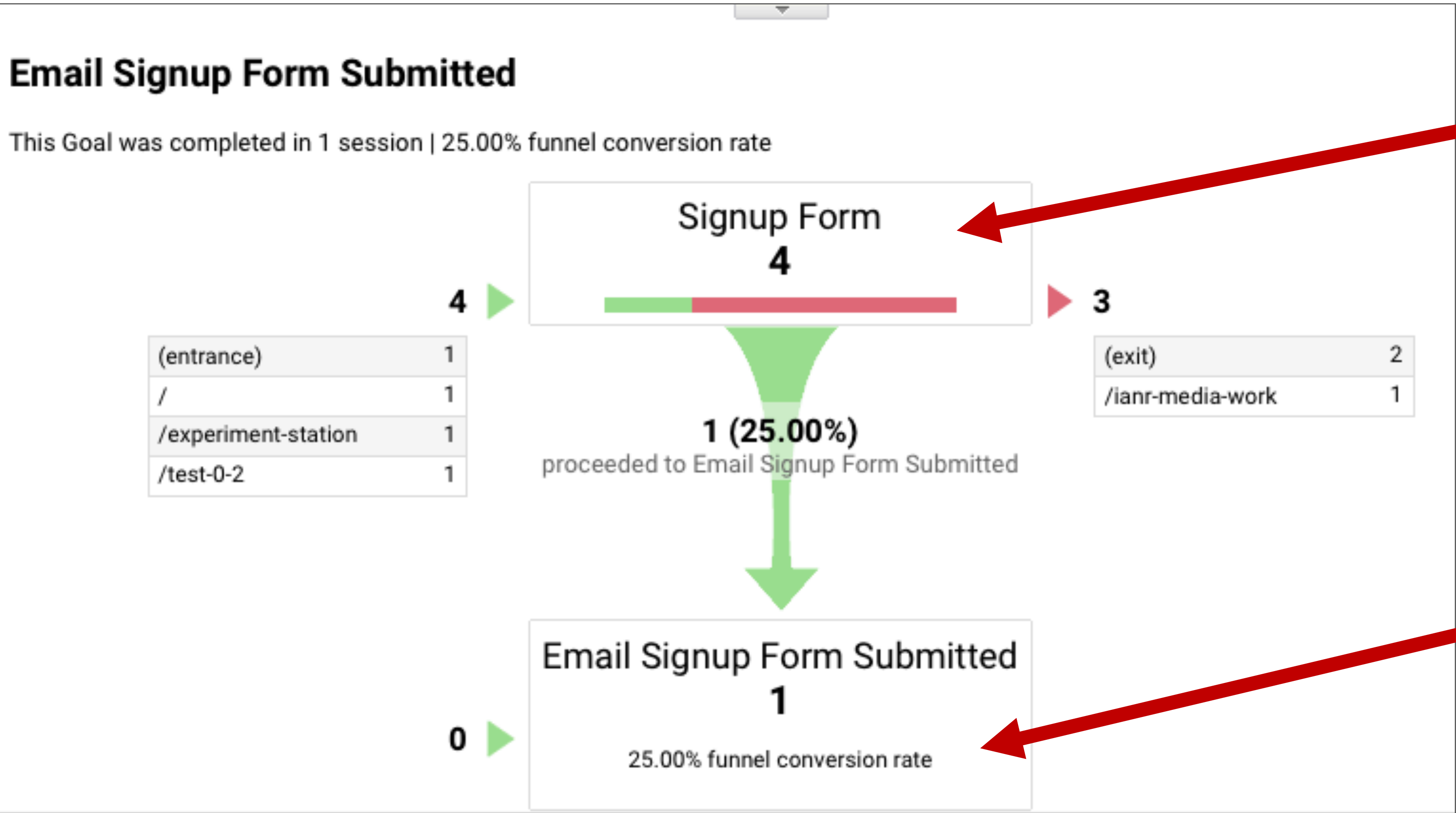
Final step is the destination

First step in the funnel is the email signup landing page

- Destination goal with a funnel
- Funnels are used when there is a sequence of pages the user must hit to achieve the goal
- First step in funnel is usually required

Google Analytics Funnel Visualization

Conversions>Goal>Goal Flow



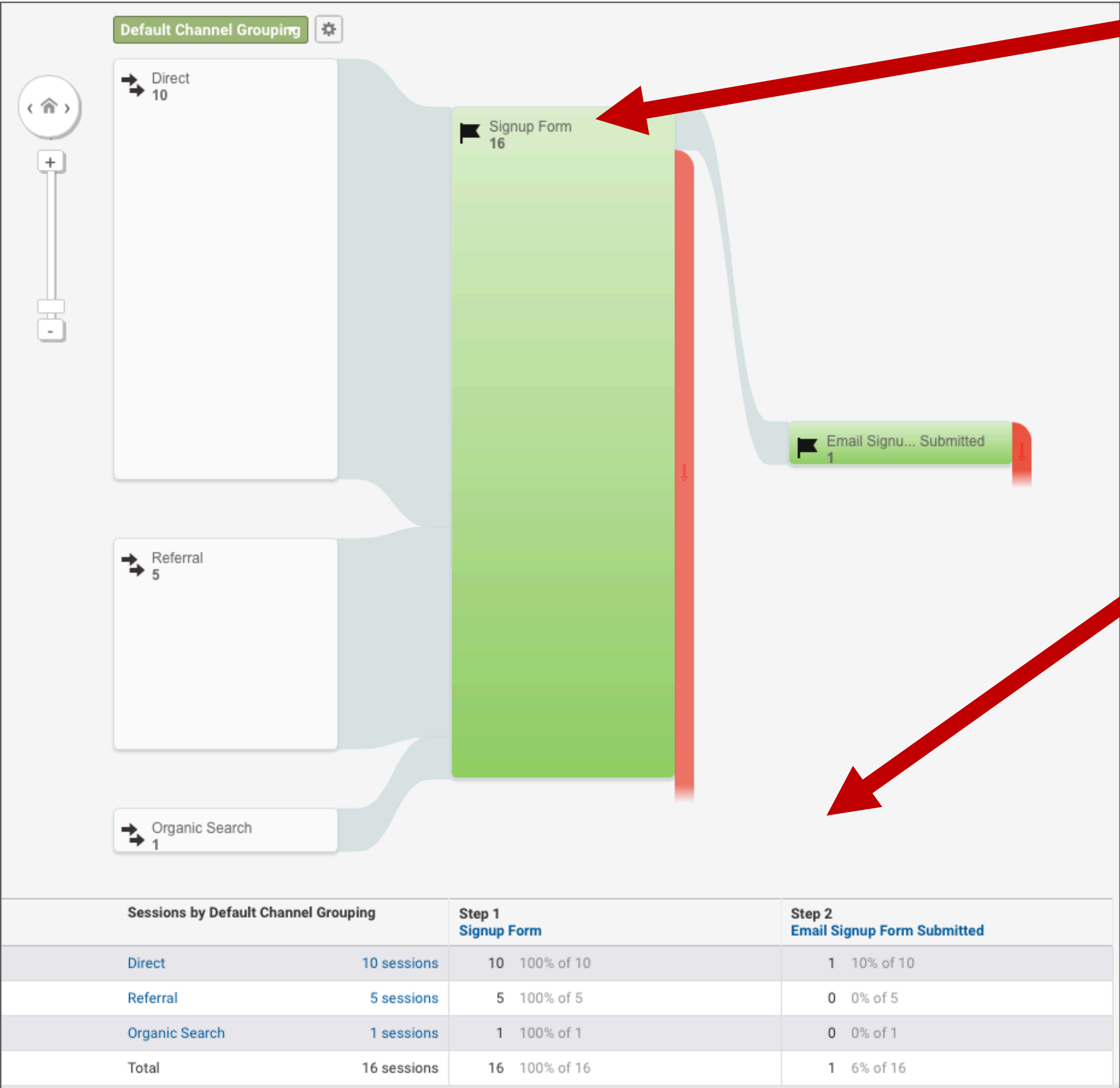
Only counts sessions satisfying required first step

Conversion Rate



Google Analytics Goal Flow

Conversions>Goal>Goal Flow



Required first step
is not taken into
consideration

See which
channel results
in the most
signups



2. Develop a Strategy

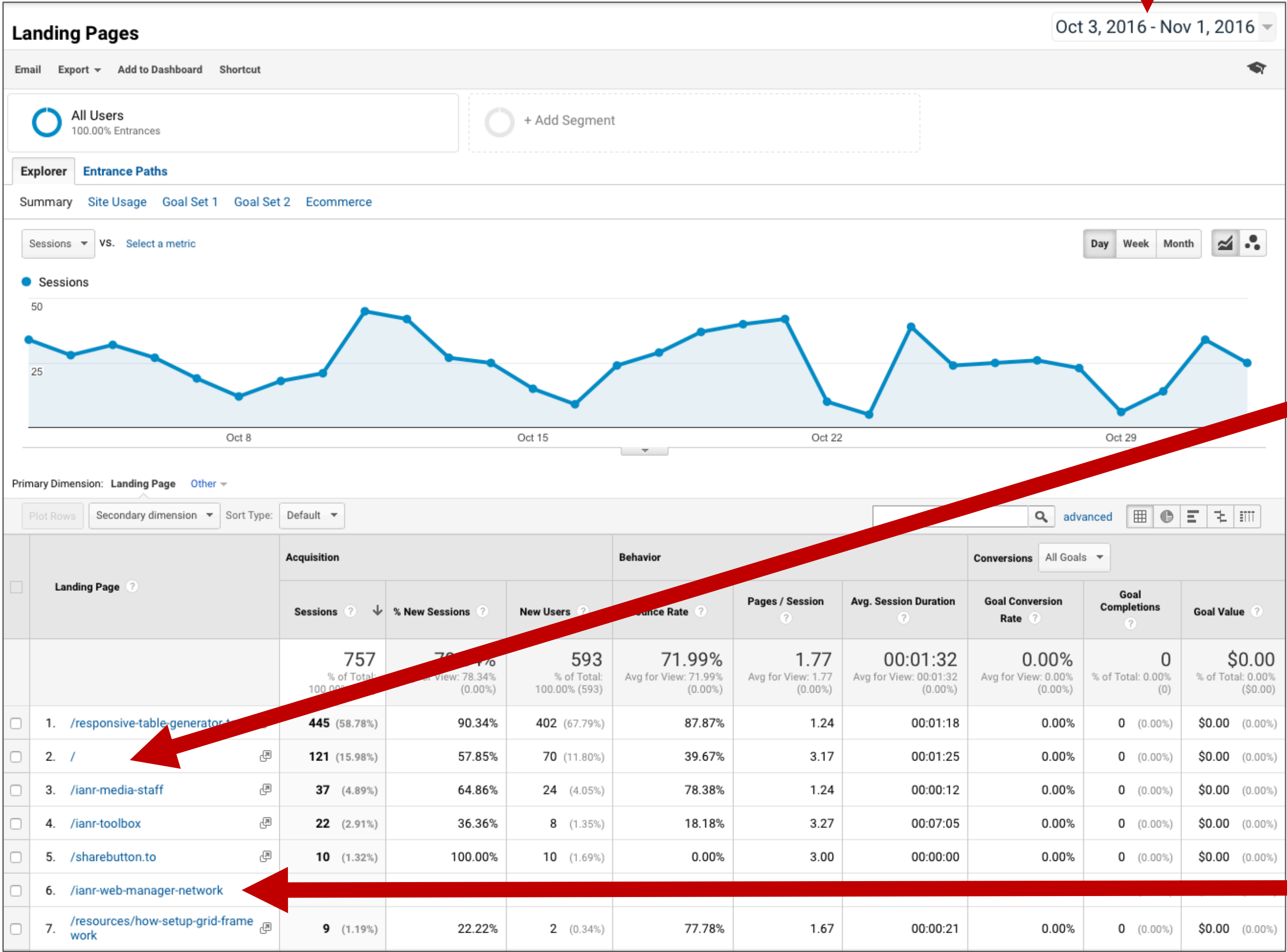
- Create a landing page
- Promote the landing page URL on social media, in print, on related websites, in email campaigns, on the radio, on web videos, on paid online ads, etc.
- Create a Go URL with Google Analytics Campaign Tagging to track offline communication



Google Analytics Landing Page Report

Behavior>Site Content>Landing Page

Date range



A landing page is the first page a user hits when they enter your site.

The home page is usually a top landing page that displays as a forward slash /

Campaigns usually direct users to a landing page specifically designed for that campaign. *For example, an event registration page could be a landing page.*

Click on landing page URL



Google Analytics Landing Page Report

Behavior>Site Content>Landing Page

Primary Dimension: Landing Page			Secondary dimension: Default Channel Grouping					
Landing Page			Acquisition			Behavior		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
			119 % of Total: 1.07% (11,113)	41.18% Avg for View: 67.82% (-39.29%)	49 % of Total: 0.65% (7,537)	40.34% Avg for View: 68.43% (-41.06%)	4.00 Avg for View: 2.19	00:05:36 Avg for View: 00:02:20
1.	/ianr-web-manager-network	Direct	64 (53.78%)	100.00%	39 (79.59%)	40.62%	4.52	00:07:34
2.	/ianr-web-manager-network	Organic Search	32 (26.89%)	21.88%	7 (14.29%)	46.88%	2.69	00:02:12
3.	/ianr-web-manager-network	Referral	14 (11.76%)	7.14%	1 (2.04%)	21.43%	5.07	00:06:40
4.	/ianr-web-manager-network	Social	6 (5.04%)	33.33%	2 (4.08%)	50.00%	2.50	00:01:06
5.	/ianr-web-manager-network	Email	3 (2.52%)	0.00%	0 (0.00%)	33.33%	5.00	00:04:15

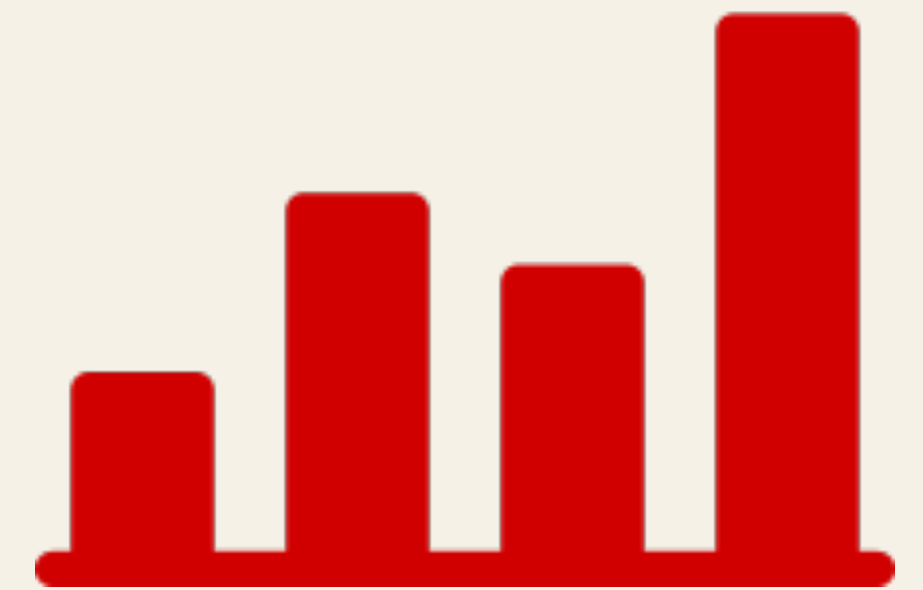
Select “Default Channel Grouping” in the secondary dimension dropdown.

Shows which channels performed the best at sending traffic to the landing page.

Direct is highest because of clicks on untagged email links.

3. Determine Key Performance Indicators (KPI)

- Sessions
- New vs Returning
- Bounce rate
- Time on page
- Unique events
- Conversions



4. Create Reports

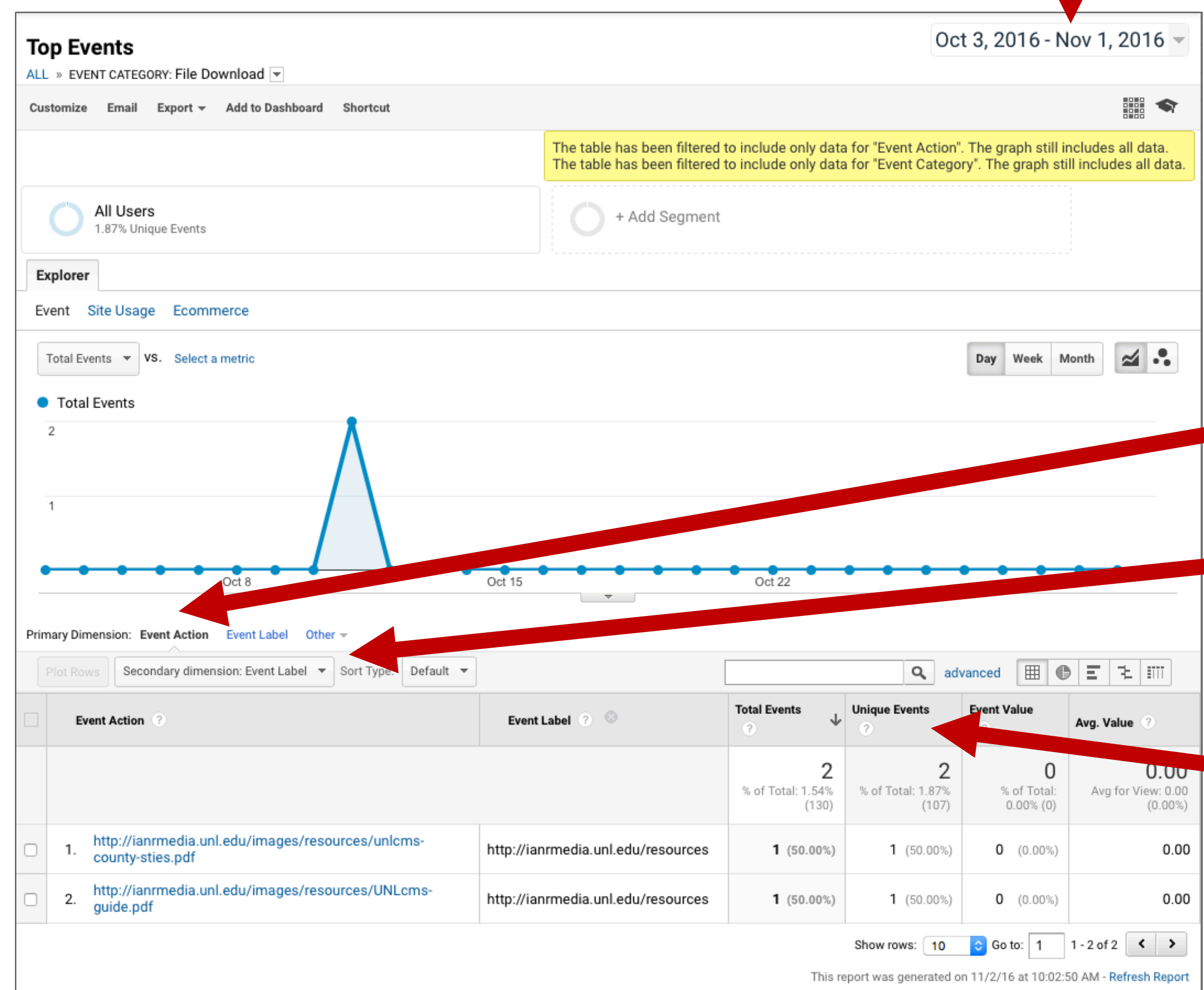
- Channel Report
- Landing Page Report
- Event Report



Google Analytics Event Report

Behavior>Events>Overview

Date range



File Downloads

Click "Event Action" to display a list of files that were downloaded

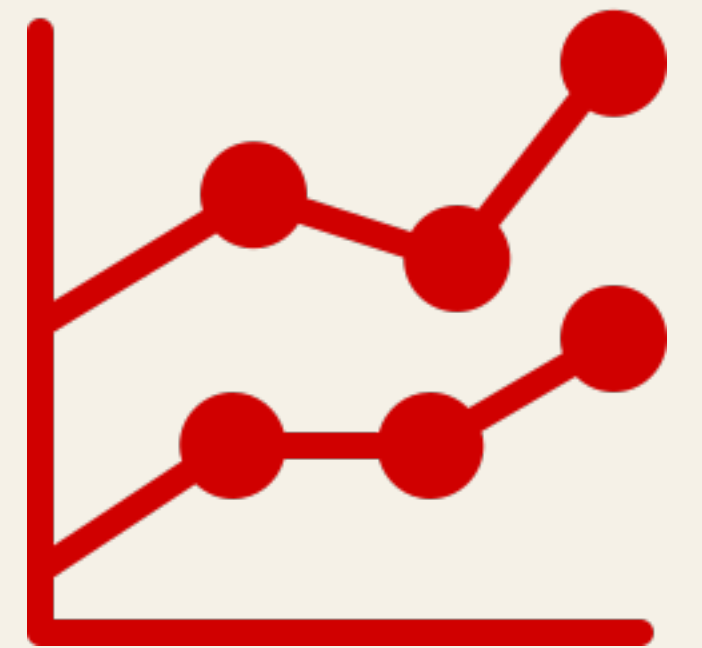
Select "Event Label" to display the page containing the link to the downloaded file.

"Unique Events" displays the number of downloads, counting only one per session.



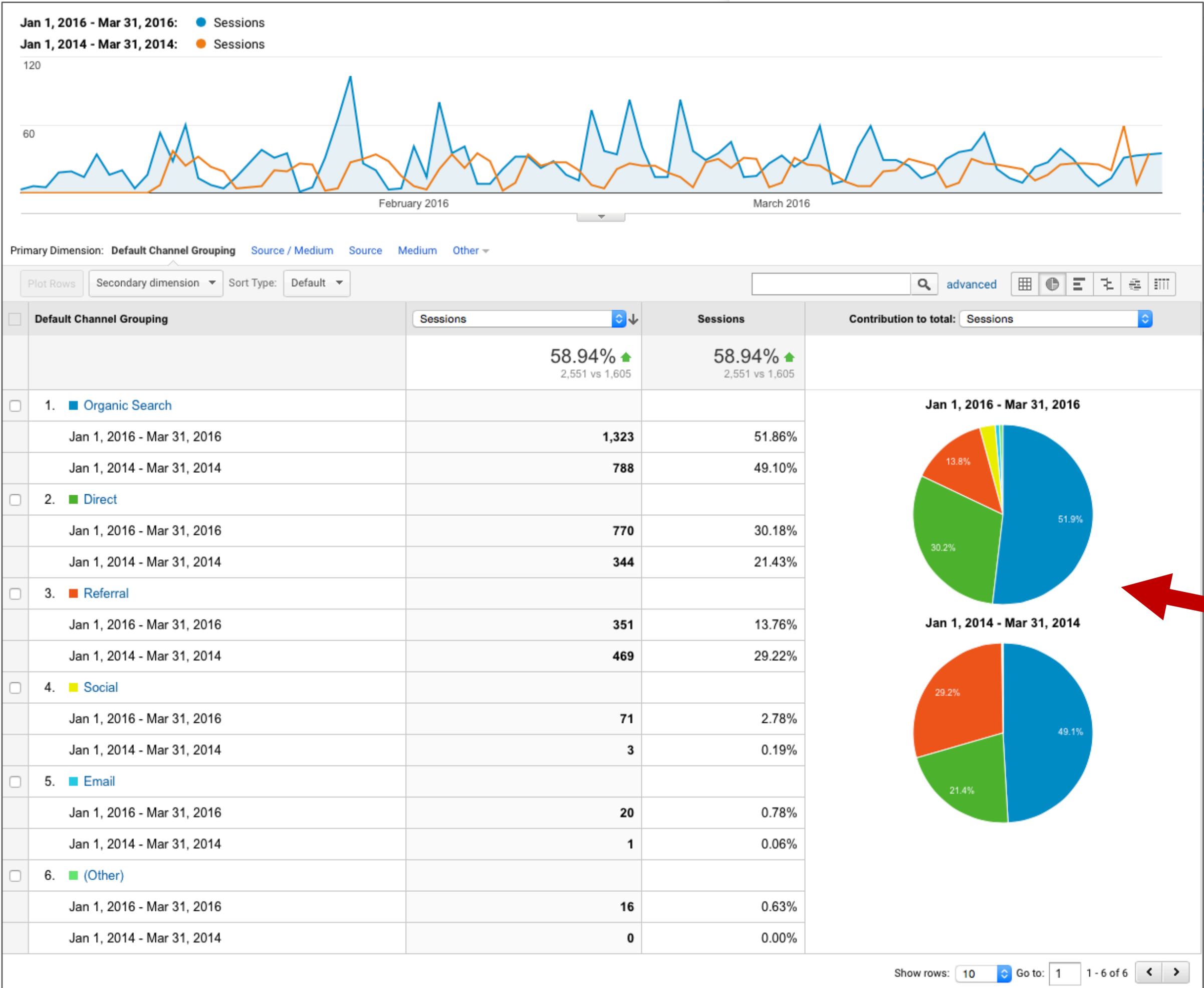
5. Determine Benchmarks

- Compare stats to previous (internal)
- Compare stats to industry benchmarks (external)



Google Analytics Compare to Report

Acquisition>All Traffic>Channels



This screenshot shows the 'Compare to' date range selection interface. It includes a calendar for March 2016 and a dropdown menu for 'Date Range' set to 'Custom'. The selected date range is 'Jan 1, 2016 - Mar 31, 2016'. A red arrow points to the 'Compare' checkbox, which is checked.

Date range compared to same date range in a previous year

Check box to compare

Organic and direct traffic increased. Referral traffic decreased.



Google Analytics Benchmark Channel Report

Audience>Benchmarking>Channels

Date range

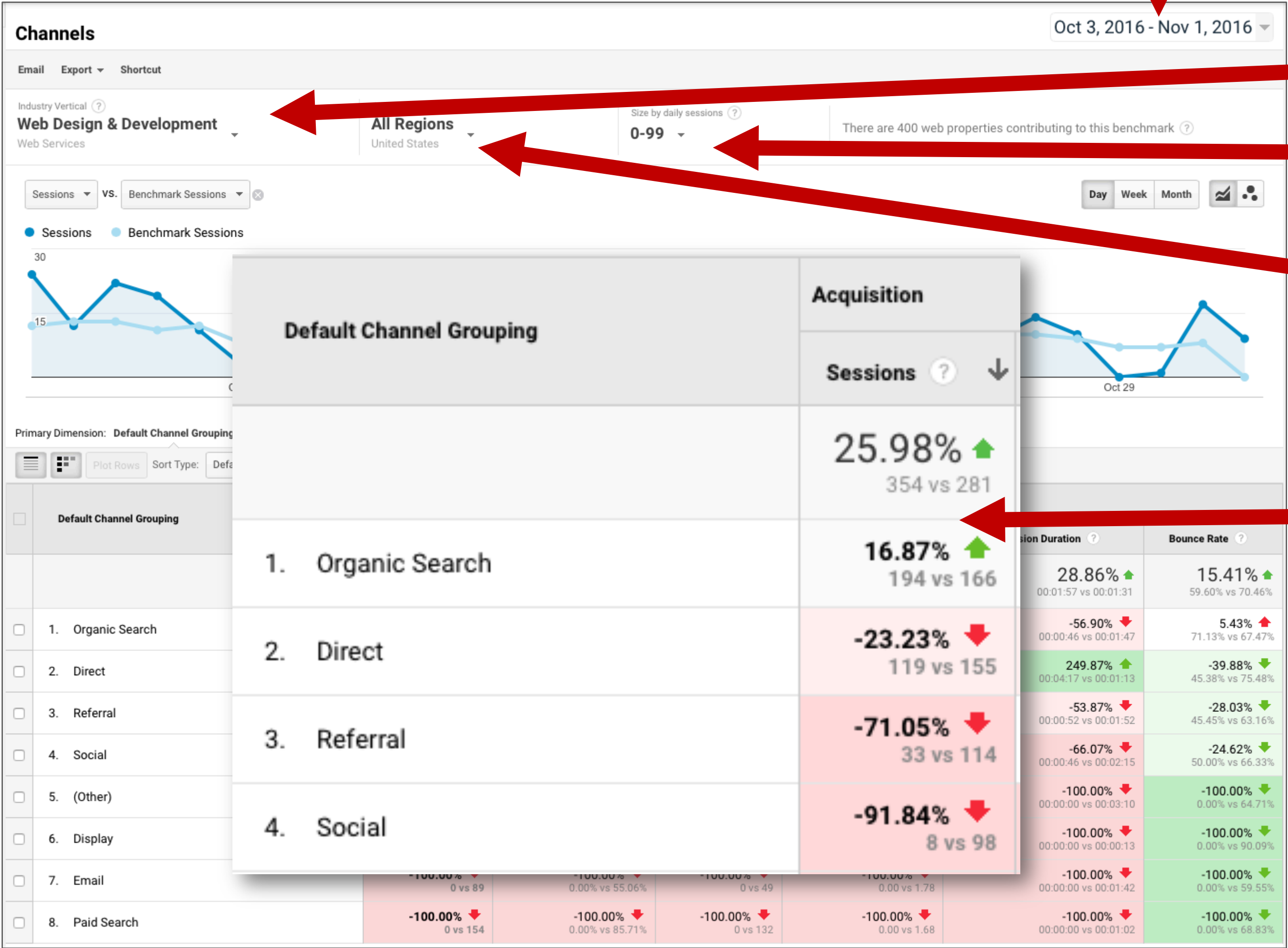
Compare your site's traffic to similar sites

Industry

Number of daily sessions

Region (countries/states)

Displays % increase or decrease compared to industry average



Analytics Measurement Plan

1. **Goal** – Get email signups
2. **Strategy** – Create form landing page that goes to a thank you page after signing up and to promote signup page in email, on social media and on other sites
3. **Key Performance Indicators (KPI)** – sessions and conversions
4. **Reports** – Landing page, goal funnel visualization and goal flow reports
5. **Benchmarks** – Compare to last year

Evaluate, Make Changes and Test Changes

- Are you using best practices?
- Are you putting the best effort into it?
- Is there a technical problem with the page?
- Is the creative engaging?
- Is there enough information for the user?
- Is the information easily understood by the user?

Resources

Google Analytics

<https://www.google.com/analytics/>

Google Analytics Help

<https://support.google.com/analytics/?hl=en#topic=3544906>

Google Analytics Academy Courses

<https://analyticsacademy.withgoogle.com>

Create a Go URL

<https://go.unl.edu>

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