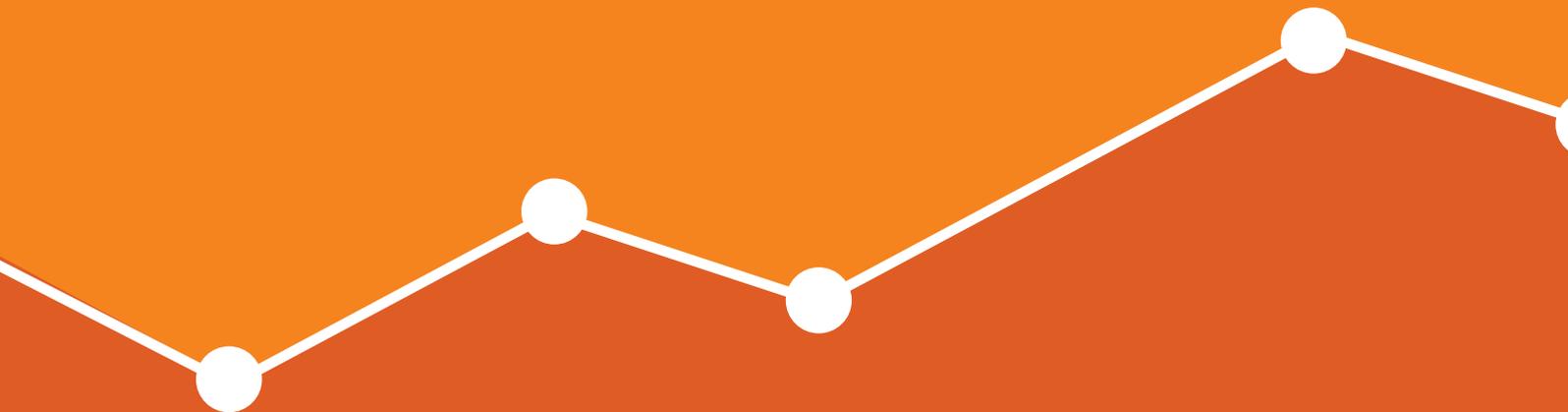
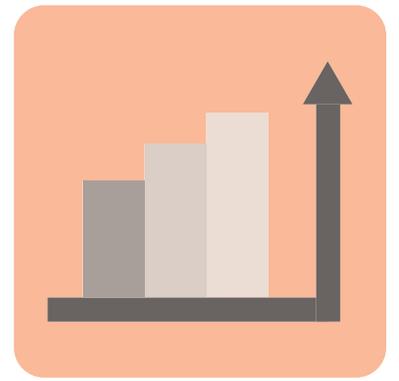


GOOGLE ANALYTICS FOR MARKETERS



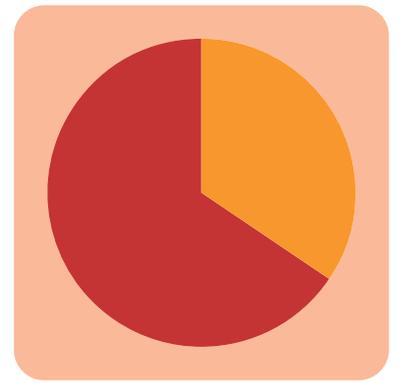


Google Analytics Essentials

While Google Analytics can be a gold mine of information, it can sometimes seem overwhelming, and it can be difficult to find the particular data you need. It can get to the point where many users end up ignoring their analytics altogether because it seems too hard.

We've put together this document based on years of questions from our clients on how to find the information they need.

While Google Analytics can do a whole lot more than what is presented here, we consider that the following are the essentials you need to work effectively and efficiently with Google Analytics as a marketer



The Data Process Model

First things first, before you use any analytics tool you should identify what sort of things your business wants to gauge. In order to know exactly what to measure within your business, it is important to establish a Data Process.





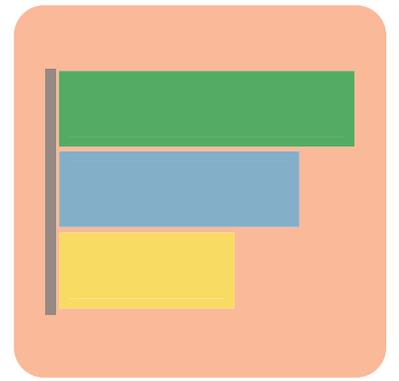
The Data Process Model

This process will help you determine which data you should measure, how to get it, and what to do with it.

Prepare: Identify the questions you want to answer. It's a lot easier to navigate analytics data when you know what you're looking for. It reduces the 'overwhelm' factor.

Analyse: Identify relationships and trends in the data. Segmentation and comparison is important. How does mobile compare to desktop? How does this week compare to the same time last year? Drill down into your data for business insights and opportunities.

Apply: What decisions would you recommend making based on this data?

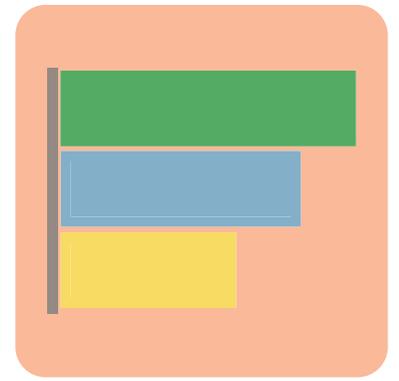


Make Sure the Information is Available

1. If you don't link your Adwords with Analytics, you won't be able to get information on your campaigns, adgroups and keywords. Check out [how to link your Adwords to Analytics](#), or for visual learners [watch this](#)

2. By using URL tracking parameters on all the URLs you share (for example, through email campaigns or social media), you can see exactly how effective your campaigns are. Use this spreadsheet to easily create your URLs, then find out how they performed in the analytics report: Acquisition -> Campaigns.

[Check out Our URL Builder Tool](#)



Make Sure the Information is Available

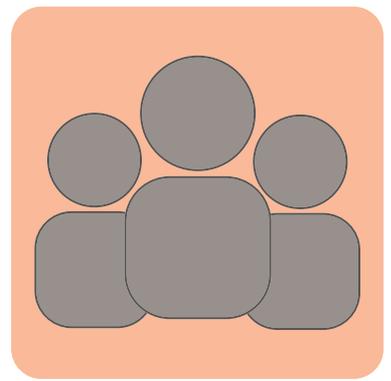
3. If your site has a site-search functionality, a quick adjustment in the Adwords interface means you can track all the things people are searching for, and how satisfied they were with what they found. [Read more about site search.](#)

4. Make sure you are tracking your most valuable events, like contact form submissions or whitepaper downloads. You don't need to touch the code on your site, if you have Google Tag Manager set up.

- For more information on Google Tag Manager, you can go [here](#)

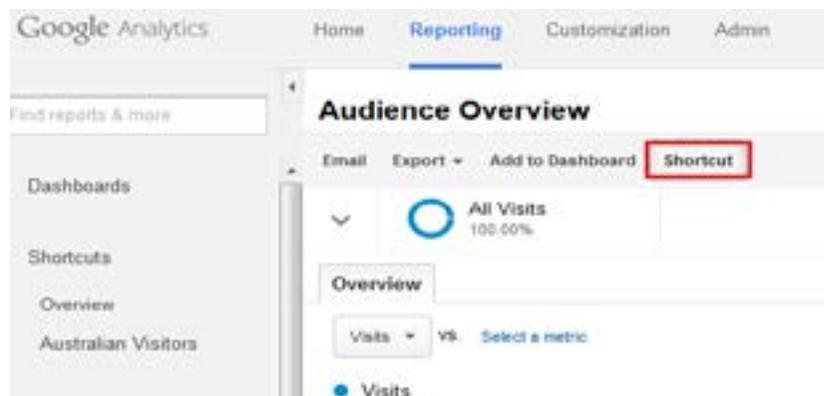
- Once your events are tagged, you can see how they're going in the report: behaviour -> Events . [More about Event Tracking](#)

5. Your website has a purpose. You want customers to download something, submit a form, contact you, make a purchase...whatever you want them to do, make those tasks 'goals', so that you can see which marketing activities are bringing the most valuable customers.



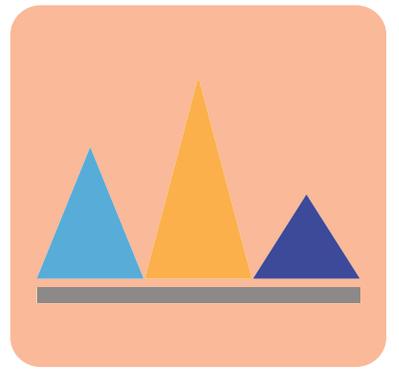
Make it Easy for Yourself

There are a lot of reports in Google Analytics, but most people will only use half a dozen or so on a regular basis. When you find the reports you keep going back to, set a **shortcut** so you don't have to find them over and over again. Shortcuts even work on segments and filters, so if you prefer your report filtered or segmented in a certain way, you only need to set them up once.



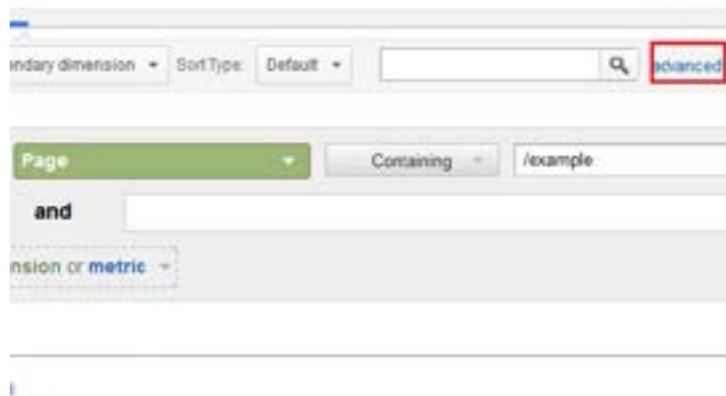
Dashboards are a great way of getting a quick overview of the most important metrics for your particular business.

[Here are some dashboards](#) you might be interested in, or that can at least get you started. The most important thing is to make sure your business goals are represented.

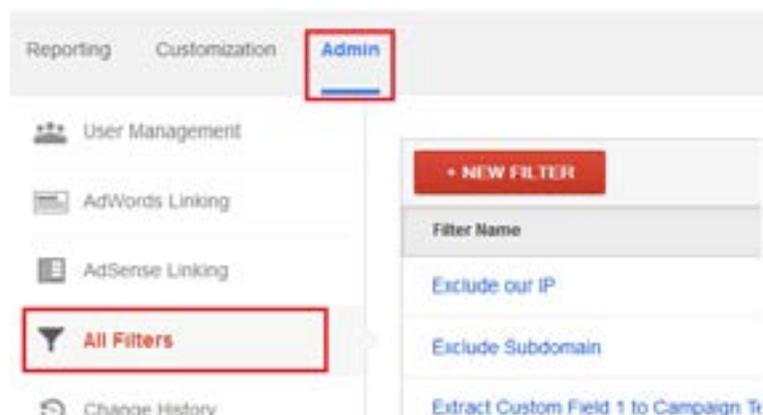


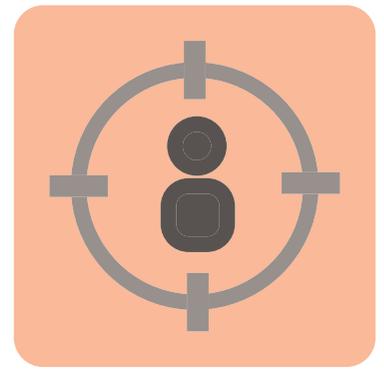
Help See Through The Noise

Every report can be manipulated with filters. Use these to find out what you really want to know. For example, filter out those 'Not provided' keywords or unimportant URLs



Filter your IP address – and your agencies IP addresses – so that visits from people working on the site don't show up in your reports. (**Pro Tip** – If you use filters on a profile you should also remember to keep a clean version of the original data in a separate profile)





Hot Tips for Marketing Managers

Top Content

Find the content your visitors find most interesting.

Referrer's Report

Uncover relationships you didn't even know you had.

Device Usage

How is device use changing over time?

Geographic

Are some areas more valuable to your business than others?

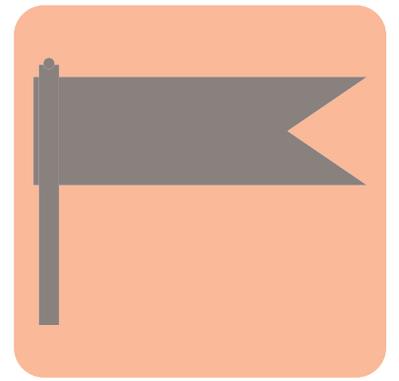
Over Time

Compare time periods - same period last week, last month, last year. Use longer periods to pick up trends

If you see a fall in a metric, investigate by segmenting.

Was the fall in:

- All referrers, or only one?
- A particular device?
- A particular browser?
- A geographic location?
- Certain keywords?
- Certain pages?



Extra Resources

Blogs

[Avinash Kaushik](#)

[Annie Cushing](#)

[Justin Cutroni](#)

Online Training

[Data Analysis: Coursera](#)

[Google Analytics Academy](#)

Books

[Web Analytics 2.0](#)

[Web Analytics: An Hour a Day](#)

Ask Us For Help

You would be surprised at the amount of customised information available in Google Analytics. If you don't know how to get a certain piece of information, or even if it's possible to do so, consider Googling it or asking an expert, like us.

Email: Analytics.Questions@moomumedia.com

SOCIAL MEDIA

MooMu Media offers digital marketing consulting services including Search Engine Optimisation, Pay-Per-Click Marketing, Social Media and Web Analytics.

Our current clients include online retail, professional services, recruitment, media and finance, and we work on sites across Australia, the UK, North America, Europe and Asia.

If you need more information about any advice provided in this document, please visit our website, www.moomumedia.com, or contact us at:

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