Getting Starting with Google Analytics

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IUPUI University Library

Indiana Library Federation Conference

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ANALYTICS
QUALIFIED
INDIVIDUAL
Google™

What is Google Analytics?

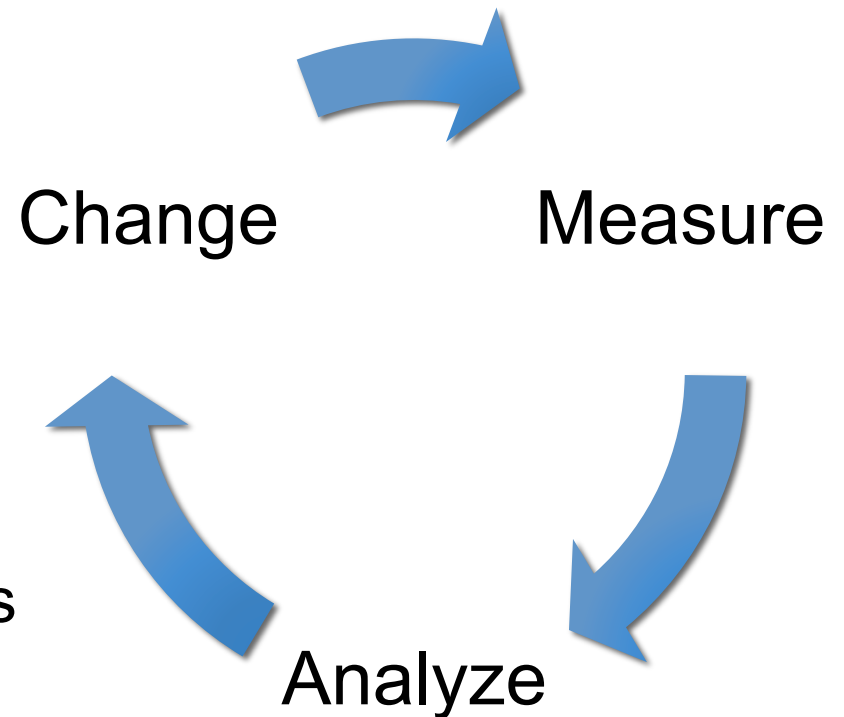# Google Analytics is…

- *"a tool to quantitatively measure what happens on your website." – Justin Cutroni*

- *"a powerful tool for measuring the success of your website, your marketing efforts, and your products and services." – Jerri L. Ledford*

- *"a free data collection and reporting tool." – Brian Clifton*

- *"provides powerful tracking for anyone with a web presence…It's one of the most powerful web analytics solutions on the market—and it's free." – Google*

Why Use Google Analytics?

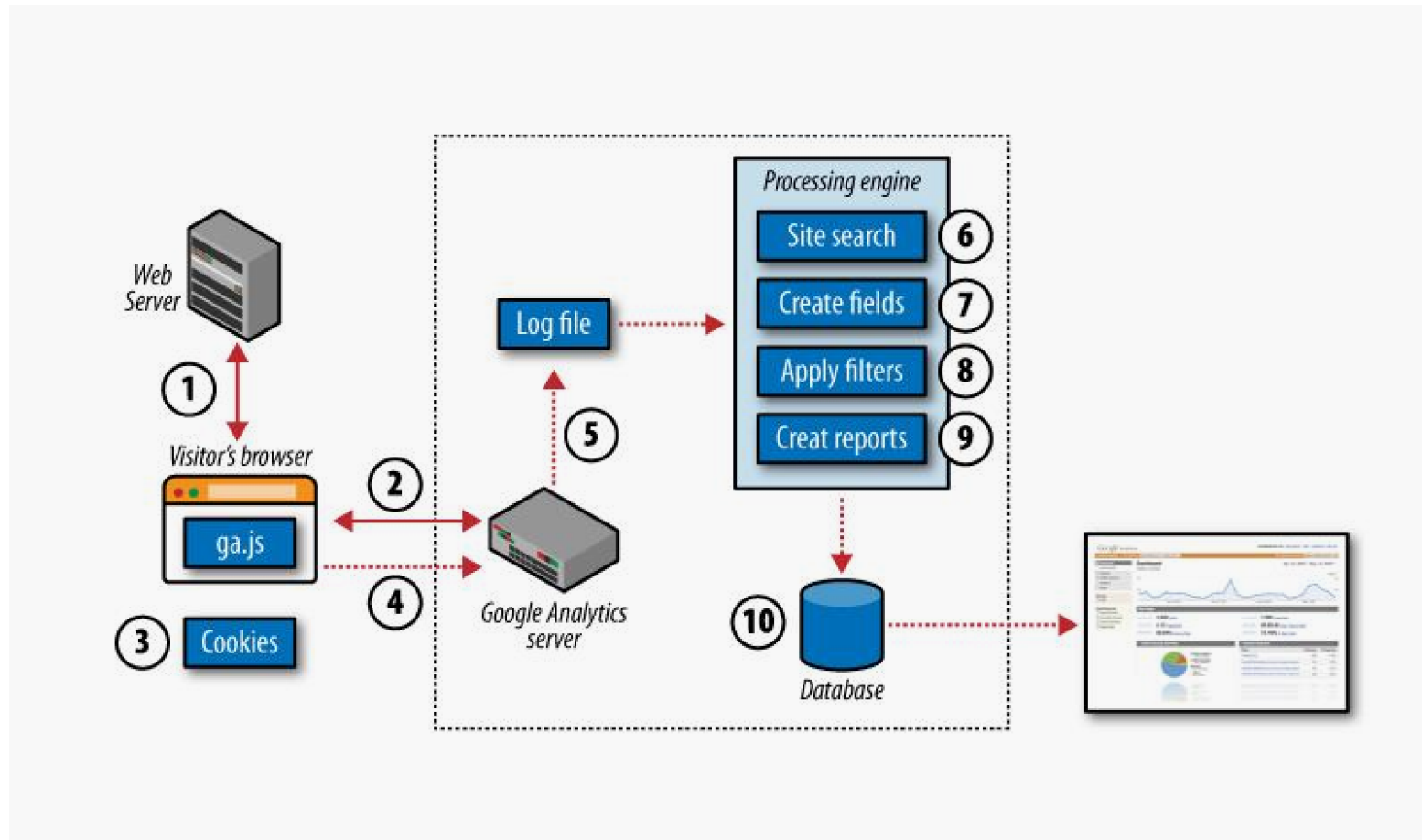To assess your library's online presence:

- measure outcomes
- improve page content
- optimize site navigation
- evaluate marketing strategies
- calculate ROI

Make data-driven decisions!

Change   Measure

Analyze

Justin Cutroni, *Google Analytics,* 2010

How Does it Work?

Justin Cutroni, *Google Analytics,* 2010

Data Accuracy

Data from Google Analytics can never be 100% accurate
Focus on patterns and trends rather than absolute numbers

Technology

- JavaScript not enable on browser
- Legacy mobile devices do not support JavaScript

Visitor Behavior

- Users reject or delete cookies
- Users own and share multiple computers

Privacy

- No personally identifiable information (PII) is reported

- Users can install an Opt-Out Browser Add-On

- Must include a link to privacy policy on website

Implementation

Develop an Implementation Plan

"Do not believe that you can simply slap some tags on the site and collect valid data…There are many configuration steps required to generate accurate, actionable data."
– Justin Cutroni

Implementation Plan

1. Understand the purpose of your website

2. Examine your website's architecture

3. Create a Google Analytics Account

4. Get Google Analytics Tracking Code and install page tags

5. Set up and configure profiles

6. Implement Event Tracking (optional)

7. Tag Marketing Campaigns (optional)

Adapted from Justin Cutroni, *Google Analytics,* 2010.

Understand the Purpose of Your Website

Ask yourself…

- What is your website's **raison d'être**?
- What do you want users to be able to do?
- How do you define and measure success?
- How does your website support the library's mission and values?

Ask stakeholders…

- What data do they need to make better decisions?

Use this information to identify KPIs and define goals

Examine Your Website's Architecture

Does your website have:

- multiple domains
- multiple subdomains
- dynamic content
- Frames or iFrames
- redirects

These all affect how Google Analytics collects and reports data. See Justin Cutroni's *Google Analytics.*

Set Up and Configure Profiles

Profiles define which data are available for reports

Each profile consists of:

- **assets** – annotations, custom alerts, scheduled emails
- **users** – who has access to edit profile and view reports
- **goals** – URL destination, visit duration, pages/visit, events
- **filters** – exclude internal traffic, limit to certain parts of website
- **settings** – default page, e-commerce, site search

Best practice is to maintain one unfiltered profile

You can have a maximum of 50 profiles per account

Establish Goals

Goals
- measure how effectively your website meets its objectives
- track specific user actions
- set at the profile level
- maximum of 5 sets of 4 goals (20 total) per profile

Types of Goals
- URL Destination
- Visit Duration
- Page/Visit
- Event

Goals are used to calculate Conversion Rate

Implement Event Tracking

Records when users interact with website elements:

- **click on outbound links** – databases, websites, etc.
- **download files** – PDF, Word, PPT, etc.
- **play multimedia files** – Flash, AJAX, etc.
- **use widgets** – catalog search
- **submit forms** – materials purchase requests, feedback, etc.

Tag Marketing Campaigns

Assess your multichannel marketing efforts:

Online

- Emails
- Banner Ads
- Newsletters
- Social Media
- Paid Search

Offline

- Print materials – posters, brochures, handouts
- QR Codes

Reports

Real-Time Overview

Audience Overview
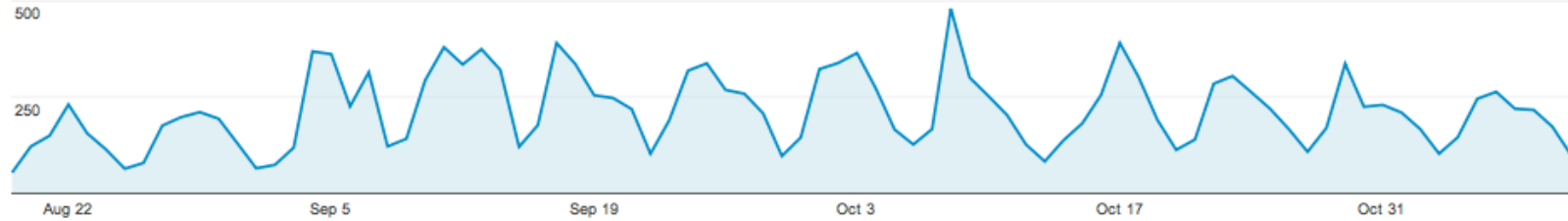
Audience Location

Demonstrate that distance education students are accessing library resources
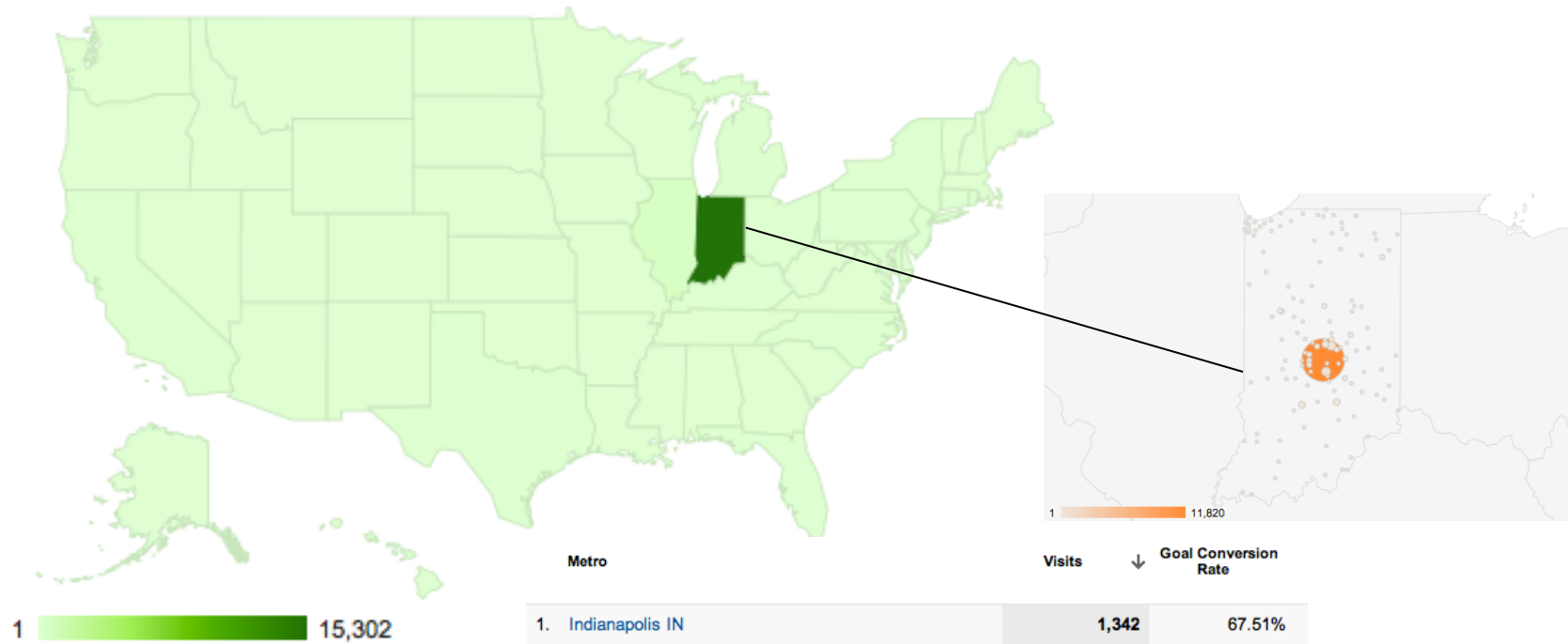
Look at goal conversion rate by metropolitan area

	Metro	Visits ↓	Goal Conversion Rate
1.	Indianapolis IN	1,342	67.51%
2.	Louisville KY	25	80.00%
3.	Chicago IL	19	31.58%
4.	South Bend-Elkhart IN	18	66.67%
5.	Lafayette IN	10	0.00%
6.	Evansville IN	10	70.00%
7.	Terre Haute IN	9	55.56%
8.	Ft. Wayne IN	5	20.00%
9.	Dayton OH	3	66.67%

New vs. Returning

Returning visitors have a much higher goal conversion rate

Mobile Devices

Conversion rate is lower for mobile device users

Traffic Sources Overview

All Traffic

Visitors from search engines do not convert. Most likely the content does not match their keywords

Search Engine Traffic

Investigate SEO strategies to improve goal conversion rate

● Goal Conversion Rate

	Visits	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
	325 % of Total: 6.49% (5,008)	**32.00%** Site Avg: 61.14% (-47.66%)	**$1.60** Site Avg: $3.06 (-47.66%)	**27.38%** Site Avg: 52.38% (-47.72%)	**4.62%** Site Avg: 8.69% (-46.86%)	**0.00%** Site Avg: 0.08% (-100.00%)

Primary Dimension: Traffic Type   **Source**   Keyword   Campaign   Other ▾

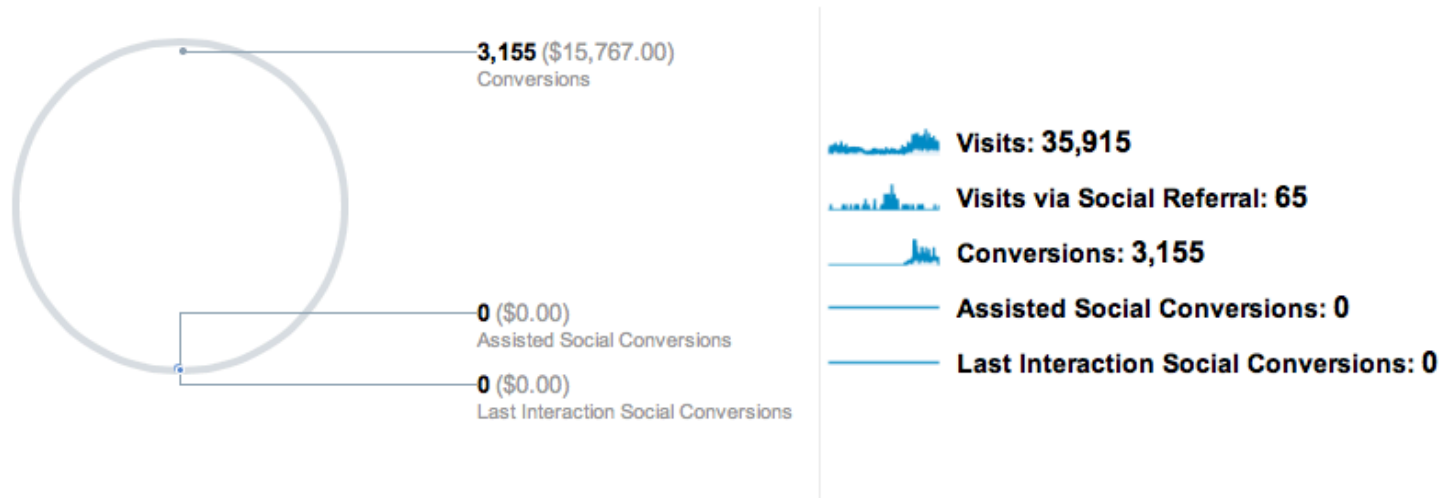Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | 🔍 advanced

	Source	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
☐ 1.	google	299	32.78%	$1.64	28.76%	4.01%	0.00%
☐ 2.	bing	11	45.45%	$2.27	18.18%	27.27%	0.00%
☐ 3.	yahoo	6	0.00%	$0.00	0.00%	0.00%	0.00%
☐ 4.	babylon	4	0.00%	$0.00	0.00%	0.00%	0.00%
☐ 5.	search-results	2	50.00%	$2.50	50.00%	0.00%	0.00%
☐ 6.	aol	1	0.00%	$0.00	0.00%	0.00%	0.00%
☐ 7.	ask	1	0.00%	$0.00	0.00%	0.00%	0.00%
☐ 8.	comcast	1	0.00%	$0.00	0.00%	0.00%	0.00%

Referral Traffic

Know which websites refer high-quality traffic and cultivate relationships

Social Referral Traffic

What is the impact of your presence on social media sites? Do they attract high-quality visitors to your website?

Social Value

3,155 ($15,767.00)
Conversions

0 ($0.00)
Assisted Social Conversions

0 ($0.00)
Last Interaction Social Conversions

Visits: 35,915

Visits via Social Referral: 65

Conversions: 3,155

Assisted Social Conversions: 0

Last Interaction Social Conversions: 0

Social Sources	
Social Network	▸

Pages
Shared URL

Social Plugins
Social Source

	Social Network	Visits	% Visits
1.	Twitter	43	66.15%
2.	Facebook	9	13.85%
3.	Blogger	7	10.77%
4.	WordPress	5	7.69%
5.	Diigo	1	1.54%

Visits via Social Referral

● Visits via Social Referral

80

40

Aug 22   Sep 5   Sep 19   Oct 3   Oct 17   Oct 31

● All Visits

10,000

5,000

Aug 22   Sep 5   Sep 19   Oct 3   Oct 17   Oct 31
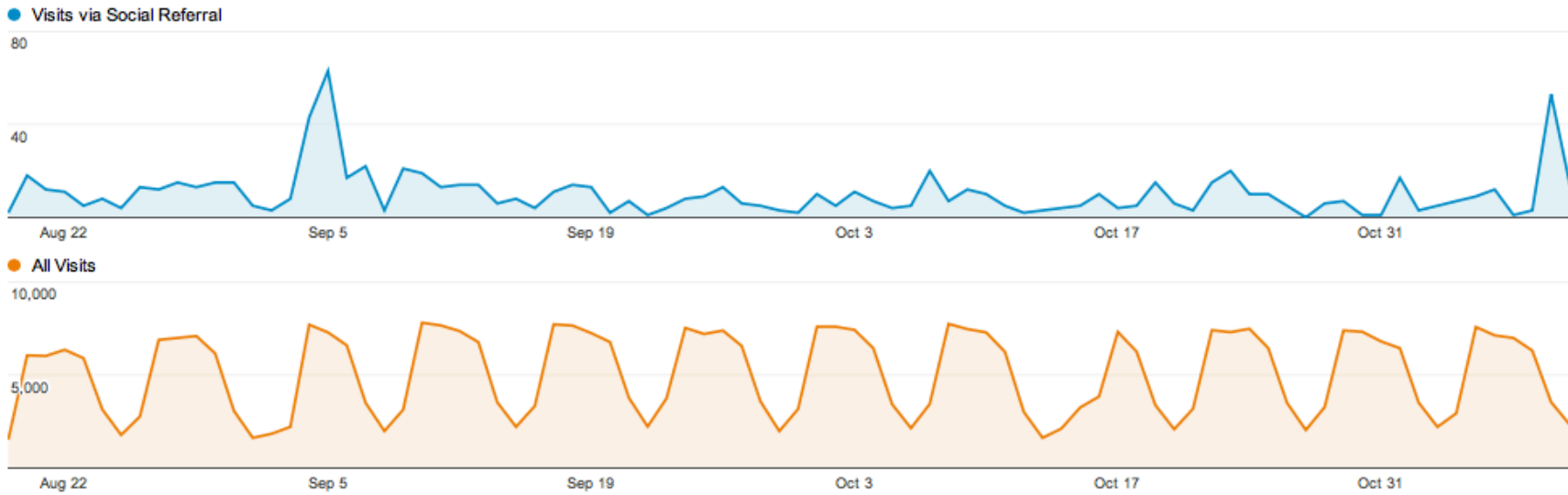
Primary Dimension: Social Network

	Social Network	Visits ↓	Pageviews	Avg. Visit Duration	Pages / Visit
1.	Facebook	417	739	00:02:35	1.77
2.	Naver	135	195	00:00:27	1.44
3.	Blogger	75	147	00:00:37	1.96
4.	Tumblr	64	69	00:01:11	1.08
5.	Twitter	40	76	00:02:21	1.90

Social Plugins

How do visitors use social plugins to engage your website's content?

Content Overview

Top Landing Pages

How do your top pages perform? They should have a high conversion rate!

	Visits	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
	5,008 % of Total: **100.00%** (5,008)	**61.14%** Site Avg: **61.14%** (0.00%)	**$3.06** Site Avg: **$3.06** (0.00%)	**52.38%** Site Avg: **52.38%** (0.00%)	**8.69%** Site Avg: **8.69%** (0.00%)	**0.08%** Site Avg: **0.08%** (0.00%)

Primary Dimension: Landing Page   Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | | advanced

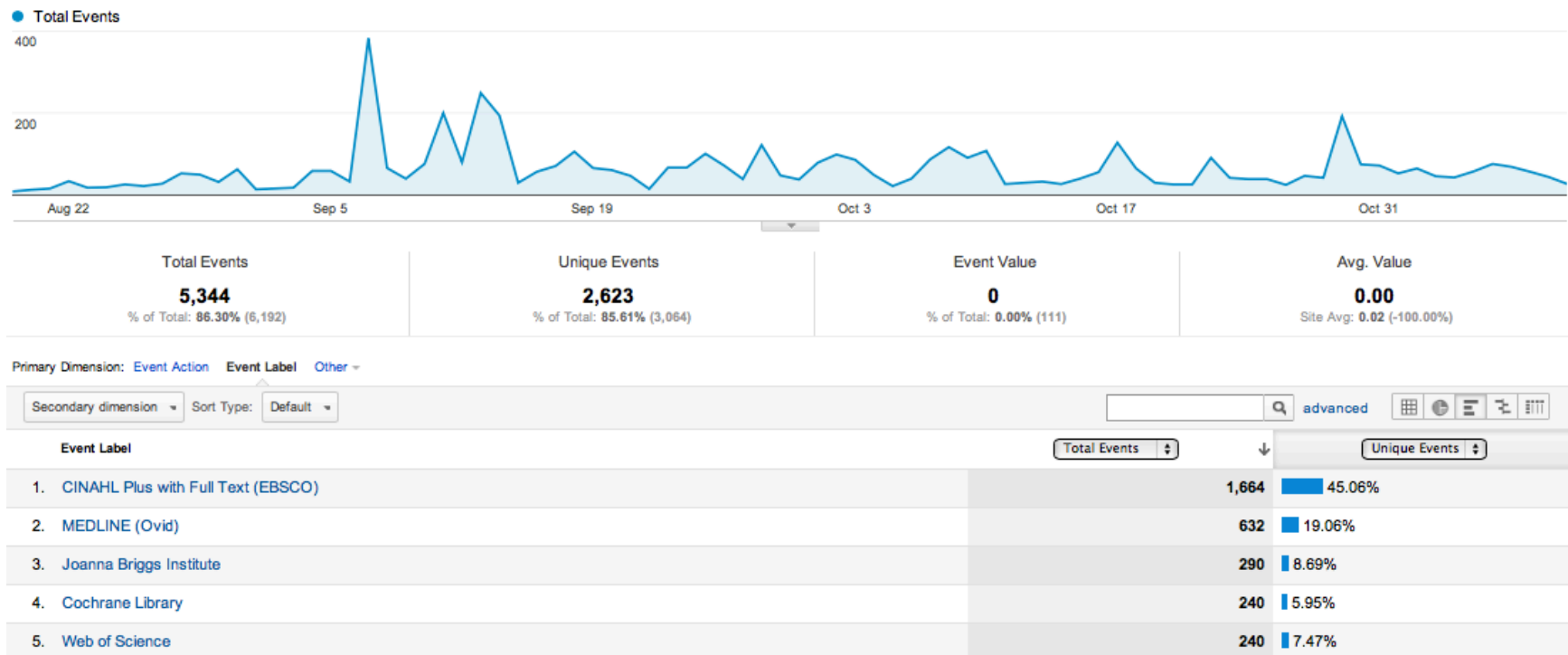|	Landing Page	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
☐ 1.	▓▓▓▓▓▓▓▓▓	3,066	62.26%	$3.11	56.29%	5.90%	0.07%
☐ 2.	▓▓▓▓▓▓▓▓▓	312	81.73%	$4.09	53.53%	28.21%	0.00%
☐ 3.	▓▓▓▓▓▓▓▓▓	249	67.87%	$3.39	60.24%	7.63%	0.00%
☐ 4.	▓▓▓▓▓▓▓▓▓	241	78.84%	$3.94	71.78%	7.05%	0.00%
☐ 5.	▓▓▓▓▓▓▓▓▓	227	39.65%	$1.98	31.28%	8.37%	0.00%

Top Event Categories

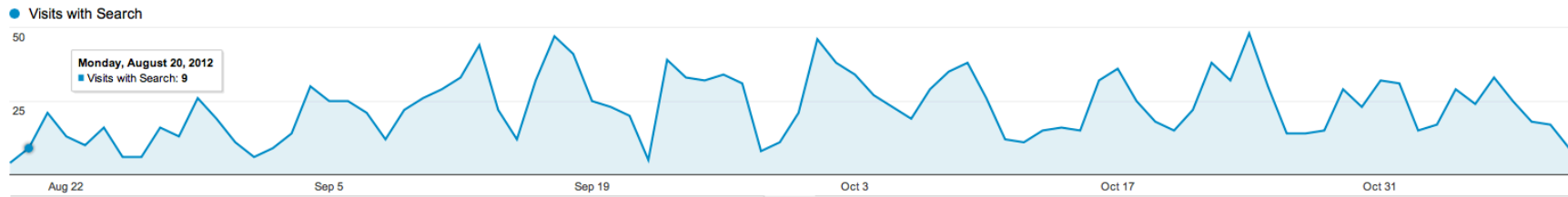Understand how users engage with certain categories of content.
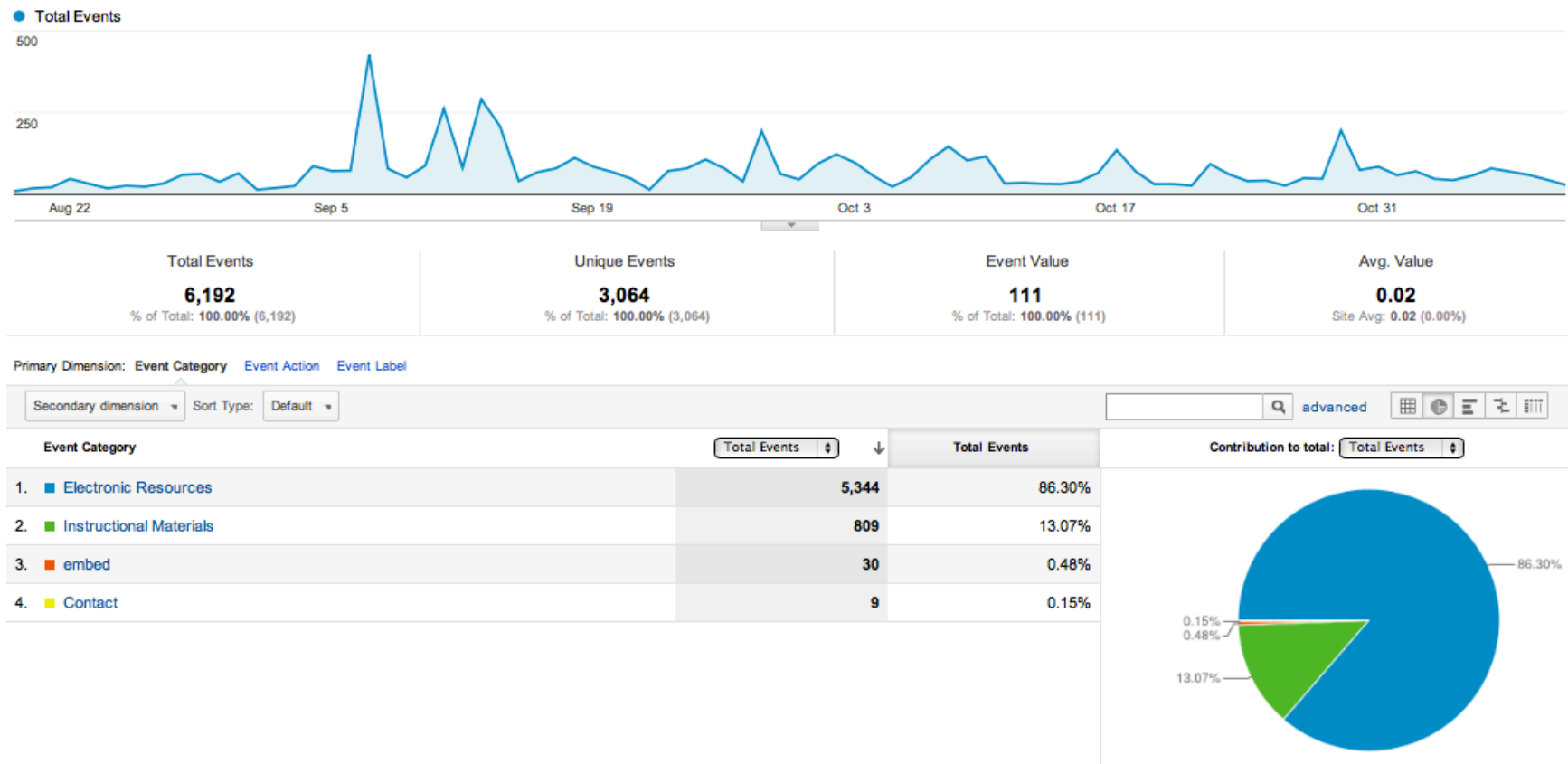
Top Event Labels

What are the most accessed resources on your website?

Site Search

What are visitors looking for? Are they able to find it?

Visits with Search

Monday, August 20, 2012
Visits with Search: 9

Aug 22   Sep 5   Sep 19   Oct 3   Oct 17   Oct 31

10.63% of your visits used site search

Visits with Search: **1,927**

Total Unique Searches: **3,047**

Results Pageviews / Search: **1.44**

% Search Exits: **19.33%**

% Search Refinements: **34.32%**

Time after Search: **00:02:27**

Search Depth: **1.72**

89.37% Visits Without Site Search
16,201 Visits

10.63% Visits With Site Search
1,927 Visits
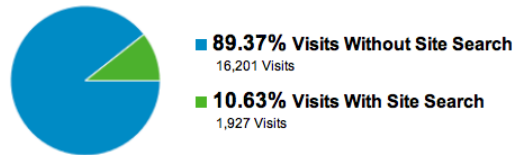
Site Content	
Search Term	▶
Site Search Category	
Start Page	

	Search Term	Total Unique Searches	% Total Unique Searches
1.	encyclopedia of social work	24	0.79%
2.	ebsco	10	0.33%
3.	nursing	10	0.33%
4.	informatics	7	0.23%
5.	ninja	7	0.23%
6.	occupational therapy	7	0.23%
7.	peer reviewed journals	7	0.23%
8.	social work	6	0.20%
9.	animation	5	0.16%
10.	APA	5	0.16%

Goal Conversion Overview
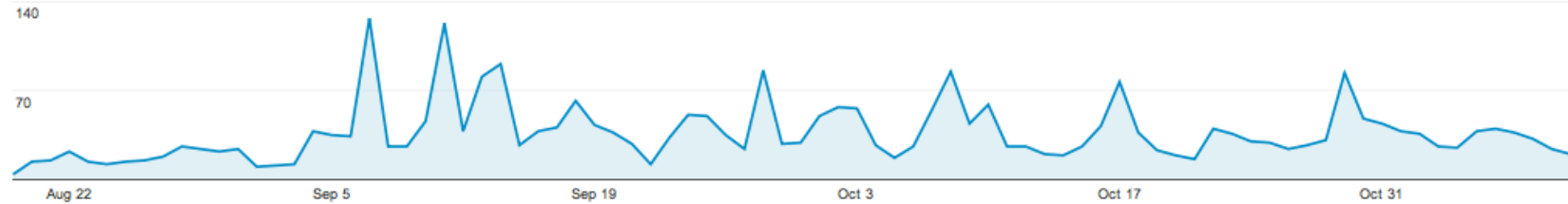
Goal URLs

These pages have the highest goal conversion rate. They are top performers!

Multi-Channel Funnels

Wrap Up

- Define and measure goals

- Look for patterns and trends in the data

- Focus on actionable insights

- Assessment is an iterative process

- Consider qualitative measures