

# Getting Starting with Google Analytics

---

Summer Durrant

IUPUI University Library

Indiana Library Federation Conference

November 14, 2012



# What is Google Analytics?

---

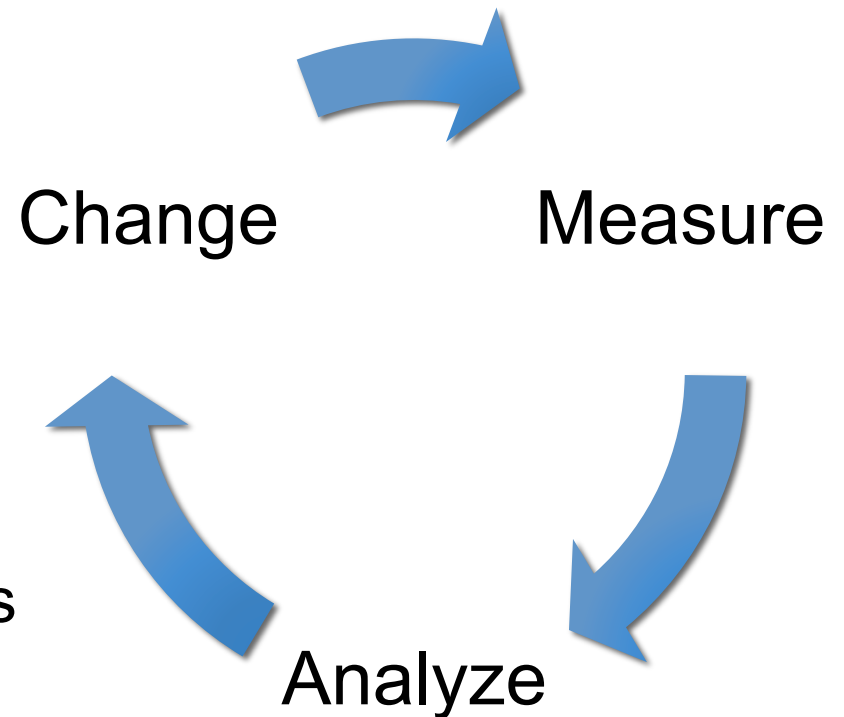
# Google Analytics is...

- *“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:

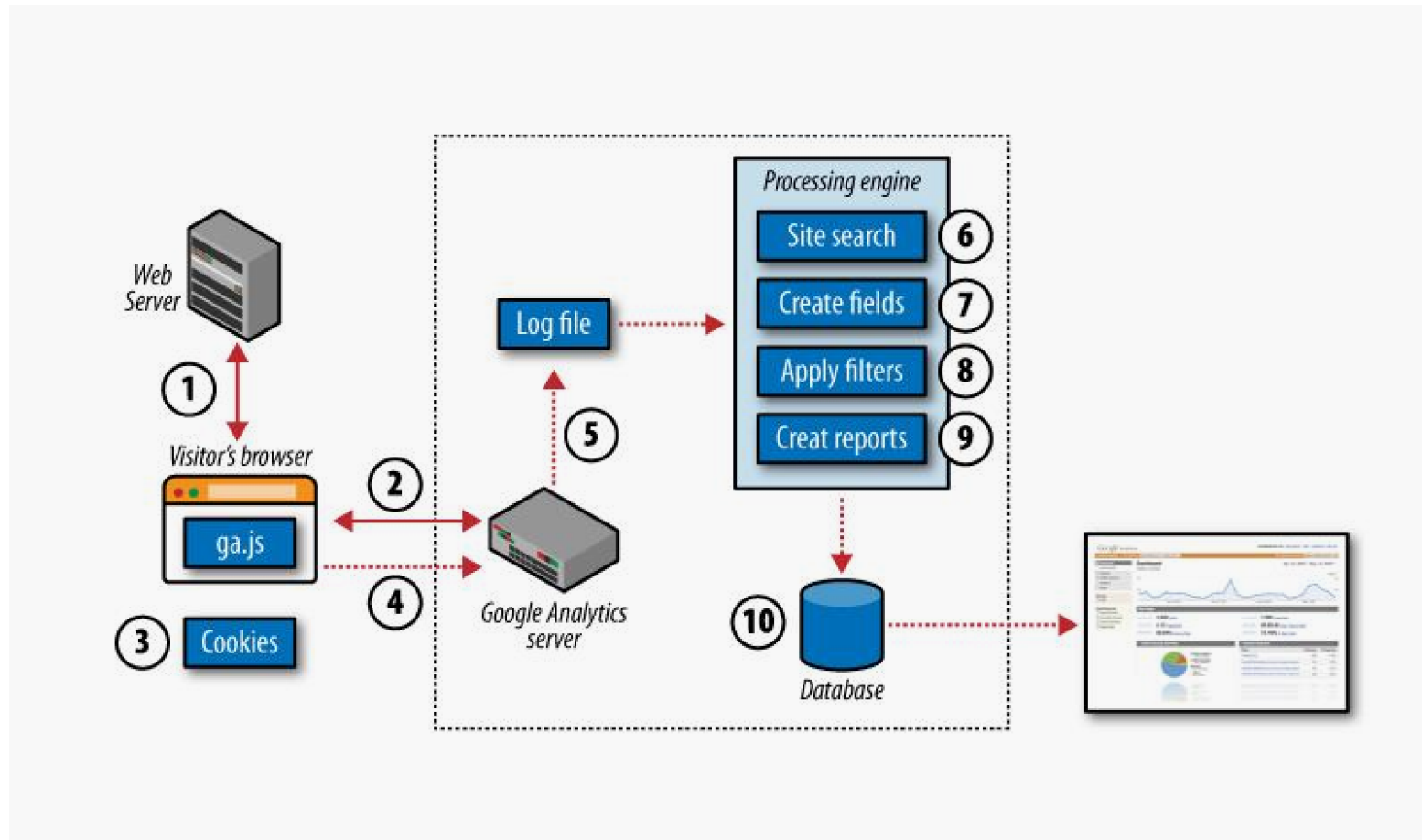
- measure outcomes
- improve page content
- optimize site navigation
- evaluate marketing strategies
- calculate ROI



Justin Cutroni, *Google Analytics*, 2010

**Make data-driven decisions!**

# 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)

# 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



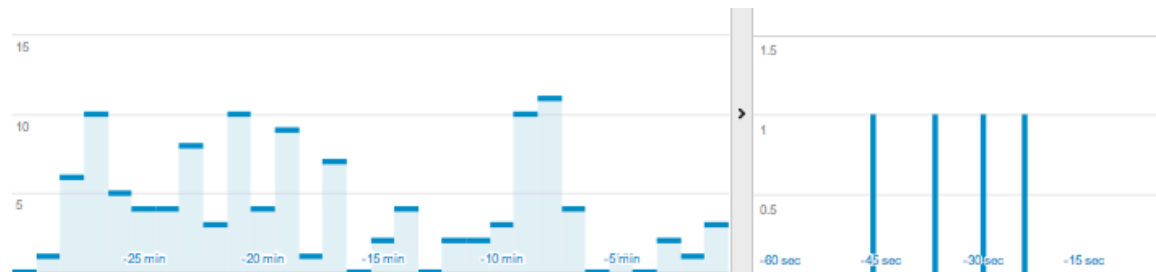
# Reports

---

# Real-Time Overview

3

active visitors on site



## Top Referrals:

Source	Active Visitors ↓
1. ulib.iupui.edu	1

## Top Social Traffic:

Source	Active Visitors ↓
1. Twitter	1

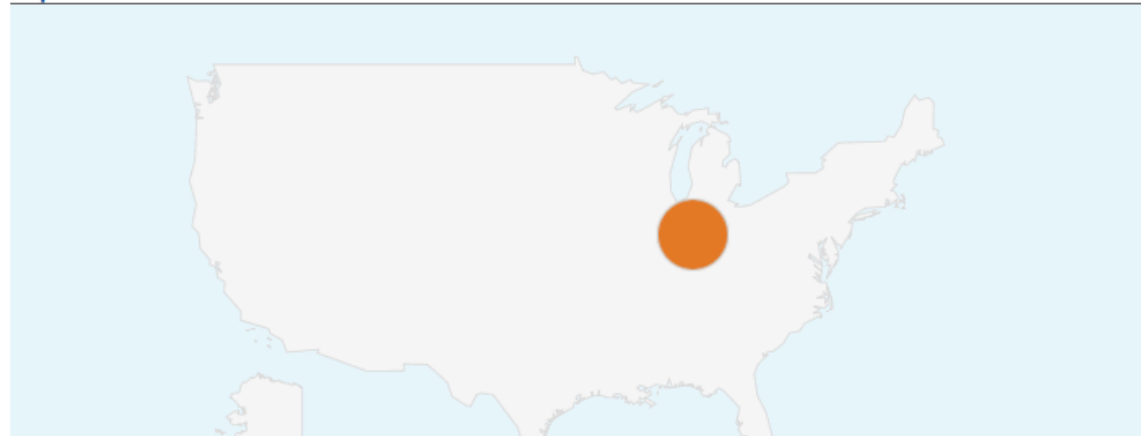
## Top Keywords:

Keyword	Active Visitors ↓
1.	2
2. iupui economics	1

## Top Active Pages:

Active Page	Active Visitors ↓
1. /econ	2 66.67%
2. /content.php?pid=379765&sid=3111287	1 33.33%

## Top Locations:



# Audience Overview

## Audience Overview

Aug 19, 2012 - Nov 10, 2012

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

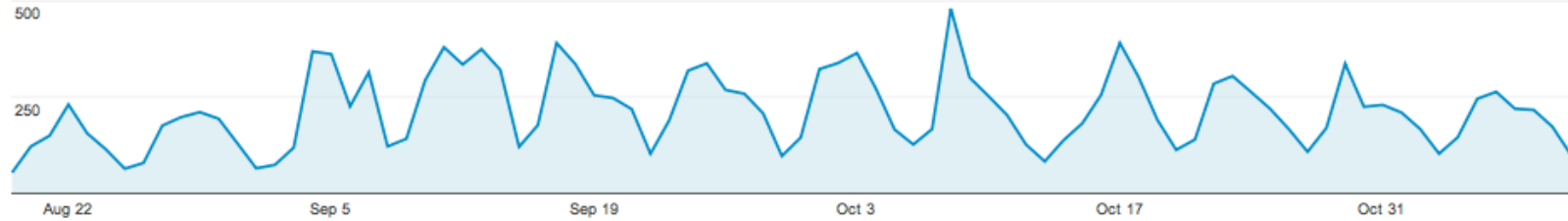
% of visits: 100.00%

### Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits



11,020 people visited this site

Visits: 18,128

Unique Visitors: 11,020

Pageviews: 57,839

Pages / Visit: 3.19

Avg. Visit Duration: 00:05:21

Bounce Rate: 33.06%

% New Visits: 58.73%



58.83% New Visitor

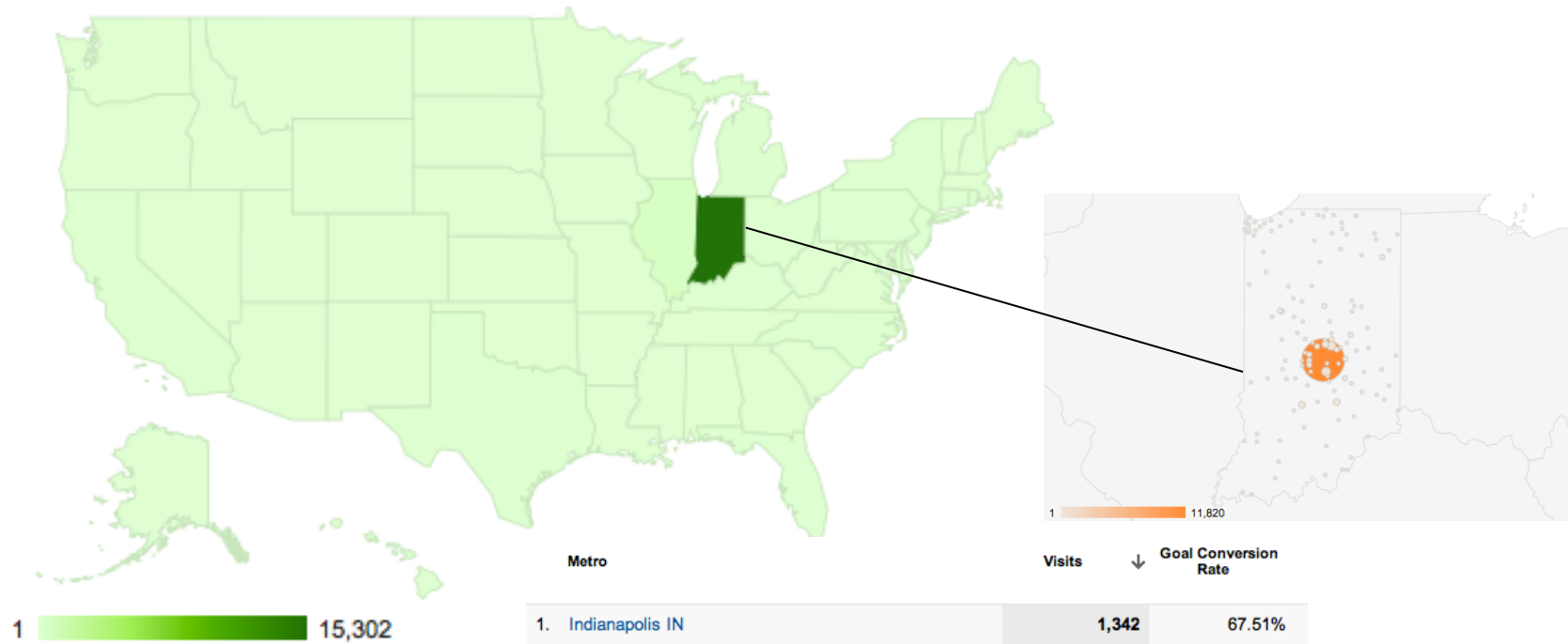
10,664 Visits

41.17% Returning Visitor

7,464 Visits

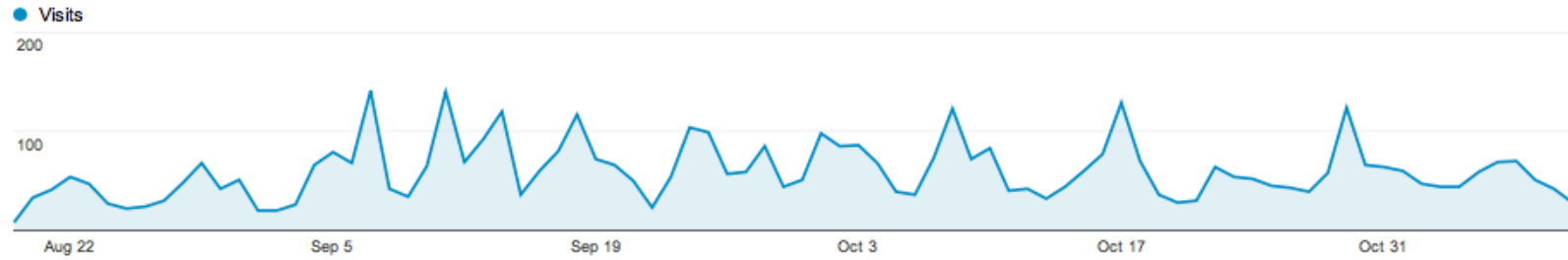
# Audience Location

Demonstrate that distance education students are accessing library resources



Look at goal conversion rate by metropolitan area

# New vs. Returning

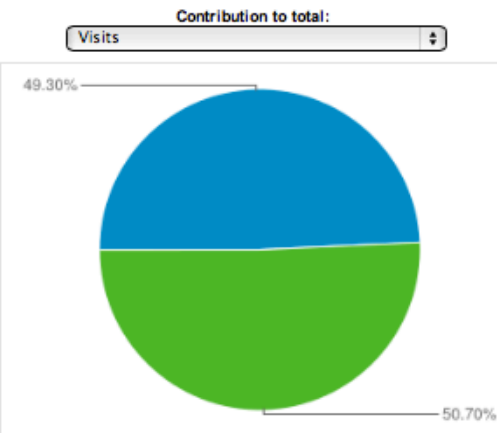


Visits	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
<b>5,008</b> % of Total: 100.00% (5,008)	<b>61.14%</b> Site Avg: 61.14% (0.00%)	<b>\$3.06</b> Site Avg: \$3.06 (0.00%)	<b>52.38%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

Primary Dimension: Visitor Type

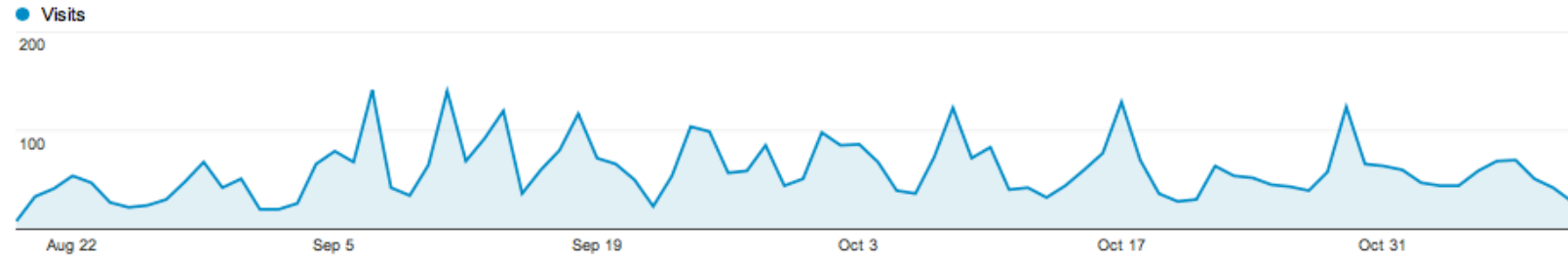
Secondary dimension: [dropdown] Sort Type: Default [dropdown] [search] advanced [grid] [refresh] [print] [list]

Visitor Type	Goal Conversion Rate	Visits	Contribution to total:
1. ■ Returning Visitor	<b>70.11%</b>	49.30%	49.30%
2. ■ New Visitor	<b>52.42%</b>	50.70%	50.70%



Returning visitors have a much higher goal conversion rate

# Mobile Devices

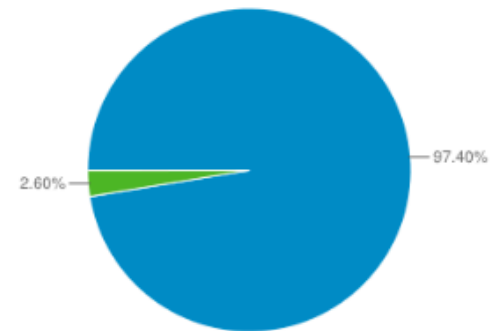


Visits	Goal Conversion Rate	Per Visit Goal Value	Electronic Resources (Goal 1 Conversion Rate)	Instructional Materials (Goal 2 Conversion Rate)	Contact (Goal 3 Conversion Rate)
<b>5,008</b> % of Total: 100.00% (5,008)	<b>61.14%</b> Site Avg: 61.14% (0.00%)	<b>\$3.06</b> Site Avg: \$3.06 (0.00%)	<b>52.38%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

Primary Dimension: Mobile (Including Tablet)

Secondary dimension: [ ] Sort Type: Default [ ] [ ] advanced [ ] [ ] [ ] [ ] [ ]

Mobile (Including Tablet)	Goal Conversion Rate	Visits	Contribution to total:
1. ■ No	61.95%	97.40%	97.40%
2. ■ Yes	30.77%	2.60%	2.60%



Conversion rate is lower for mobile device users

# Traffic Sources Overview

## Traffic Sources Overview

Aug 19, 2012 - Nov 10, 2012

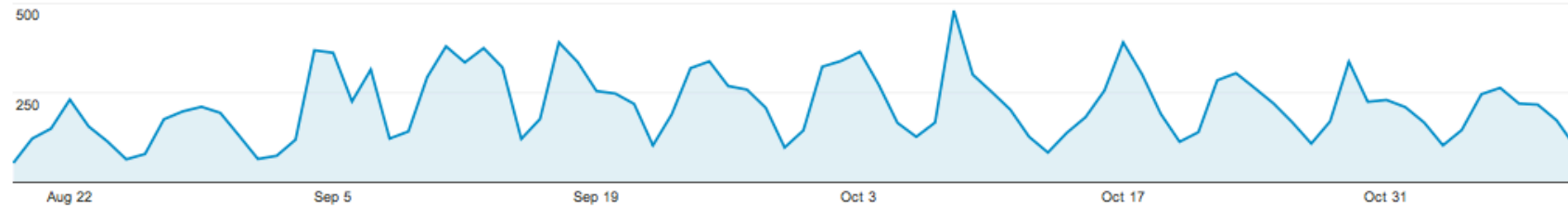
Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

% of visits: 100.00%

### Overview

Hourly Day Week Month

Visits



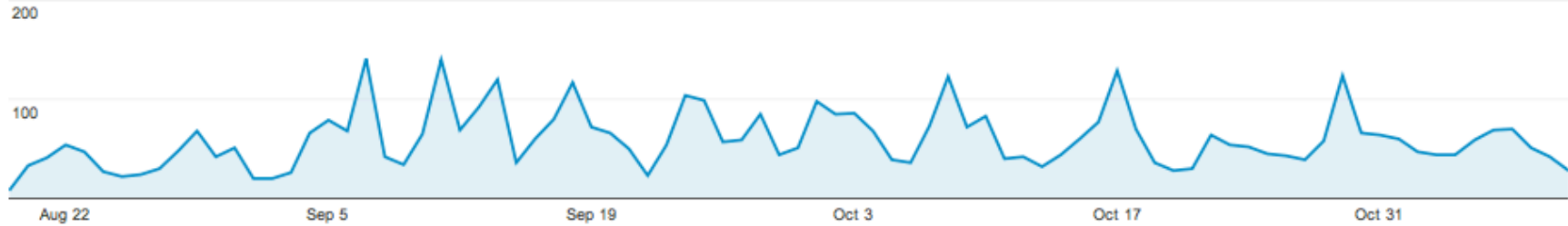
18,128 people visited this site



- 7.44% Search Traffic**  
1,348 Visits
- 65.36% Referral Traffic**  
11,849 Visits
- 27.16% Direct Traffic**  
4,924 Visits
- 0.04% Campaigns**  
7 Visits

# All Traffic

● Visits



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)
<b>5,008</b> % of Total: 100.00% (5,008)	<b>61.14%</b> Site Avg: 61.14% (0.00%)	<b>\$3.06</b> Site Avg: \$3.06 (0.00%)	<b>52.38%</b> Site Avg: 52.38% (0.00%)	<b>8.69%</b> Site Avg: 8.69% (0.00%)	<b>0.08%</b> Site Avg: 0.08% (0.00%)

Primary Dimension: Source / Medium Source Medium Other

Secondary dimension Sort Type: Default advanced [Grid] [Pie] [Bar] [Line] [Table]

Medium	Visits	Goal Conversion Rate (compared to site average)
1. referral	2,777	1.42%
2. (none)	1,906	6.06%
3. organic	325	-47.66%

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



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

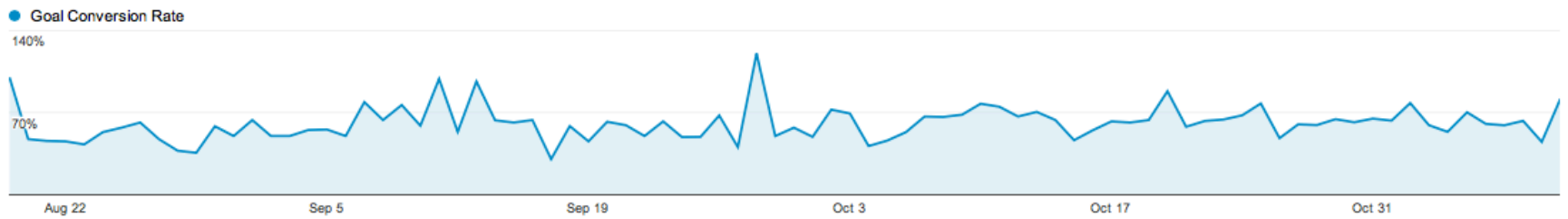
Primary Dimension: [Traffic Type](#) [Source](#) [Keyword](#) [Campaign](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default  advanced

<input type="checkbox"/>	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)
<input type="checkbox"/>	1. google	299	32.78%	\$1.64	28.76%	4.01%	0.00%
<input type="checkbox"/>	2. bing	11	45.45%	\$2.27	18.18%	27.27%	0.00%
<input type="checkbox"/>	3. yahoo	6	0.00%	\$0.00	0.00%	0.00%	0.00%
<input type="checkbox"/>	4. babylon	4	0.00%	\$0.00	0.00%	0.00%	0.00%
<input type="checkbox"/>	5. search-results	2	50.00%	\$2.50	50.00%	0.00%	0.00%
<input type="checkbox"/>	6. aol	1	0.00%	\$0.00	0.00%	0.00%	0.00%
<input type="checkbox"/>	7. ask	1	0.00%	\$0.00	0.00%	0.00%	0.00%
<input type="checkbox"/>	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



Visits <b>2,777</b> % of Total: 55.45% (5,008)	Goal Conversion Rate <b>62.01%</b> Site Avg: 61.14% (1.42%)	Per Visit Goal Value <b>\$3.10</b> Site Avg: \$3.06 (1.42%)	Electronic Resources (Goal 1 Conversion Rate) <b>53.84%</b> Site Avg: 52.38% (2.79%)	Instructional Materials (Goal 2 Conversion Rate) <b>8.07%</b> Site Avg: 8.69% (-7.14%)	Contact (Goal 3 Conversion Rate) <b>0.11%</b> Site Avg: 0.08% (35.25%)
--	---	---	--	--	--

Primary Dimension: [Source](#) [Landing Page](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default

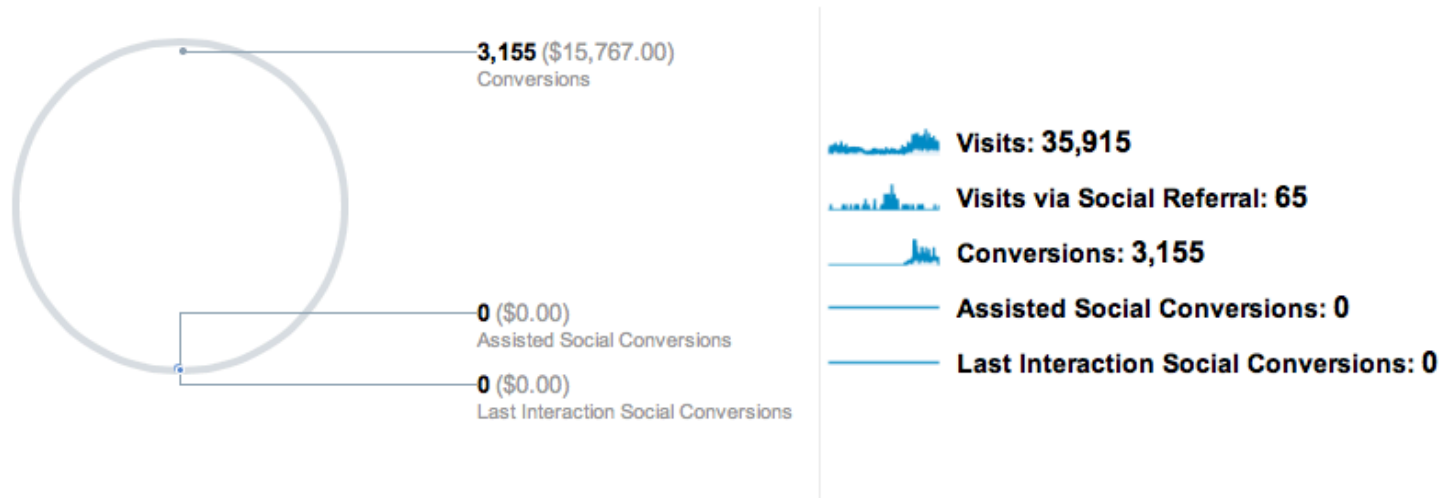
advanced

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. [REDACTED]	1,766	58.89%	\$2.94	48.92%	9.91%	0.06%
2. [REDACTED]	721	73.93%	\$3.70	69.35%	4.44%	0.14%
3. [REDACTED]	104	61.54%	\$3.08	58.65%	2.88%	0.00%
4. [REDACTED]	86	37.21%	\$1.86	31.40%	4.65%	1.16%
5. [REDACTED]	63	58.73%	\$2.94	47.62%	11.11%	0.00%

# 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



### Social Sources

Social Network ▶

### Pages

Shared URL

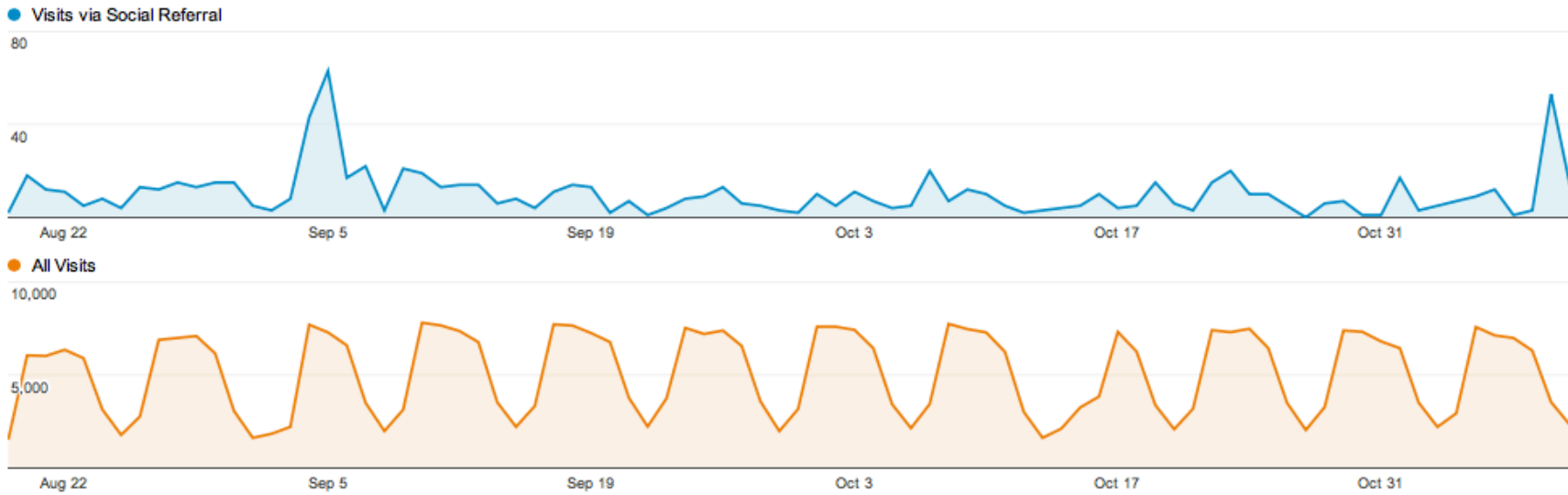
### Social Plugins

Social Source

### Social Network

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



Primary Dimension: Social Network

[advanced](#) 🔍 📊 🌐 ☰ 🔗

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?



Primary Dimension: Social Entity Social Source Social Source and Action

Social Source	Social Actions	Social Actions	Contribution to total: Social Actions
1. facebook	9	20.45%	20.45%
2. ShareThis_evernote	9	20.45%	20.45%
3. ShareThis_diigo	8	18.18%	18.18%
4. ShareThis_google_bmarks	7	15.91%	15.91%
5. Google	5	11.36%	11.36%
6. ShareThis_email	3	6.82%	6.82%
7. ShareThis_facebook	2	4.55%	4.55%
8. ShareThis_twitter	1	2.27%	2.27%

20.45%

20.45%

18.18%

15.91%

11.36%

6.82%

4.55%

2.27%

# Content Overview

## Content Overview

Aug 19, 2012 - Nov 10, 2012

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

100.00% % of pageviews

### Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Pageviews

2,000

1,000

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

Pages on this site were viewed a total of 57,839 times

Pageviews: 57,839

Unique Pageviews: 41,528

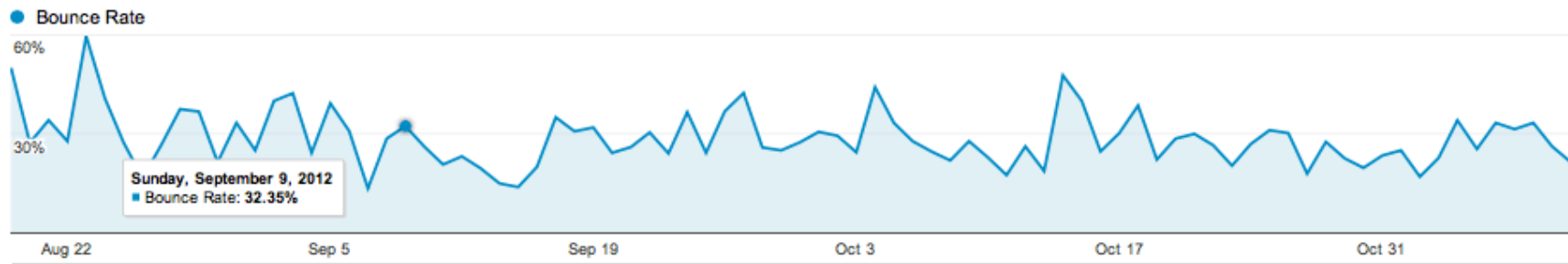
Avg. Time on Page: 00:02:20

Bounce Rate: 33.26%

% Exit: 31.16%

# 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)
<b>5,008</b> % of Total: 100.00% (5,008)	<b>61.14%</b> Site Avg: 61.14% (0.00%)	<b>\$3.06</b> Site Avg: \$3.06 (0.00%)	<b>52.38%</b> Site Avg: 52.38% (0.00%)	<b>8.69%</b> Site Avg: 8.69% (0.00%)	<b>0.08%</b> Site Avg: 0.08% (0.00%)

Primary Dimension: **Landing Page** Other ▾

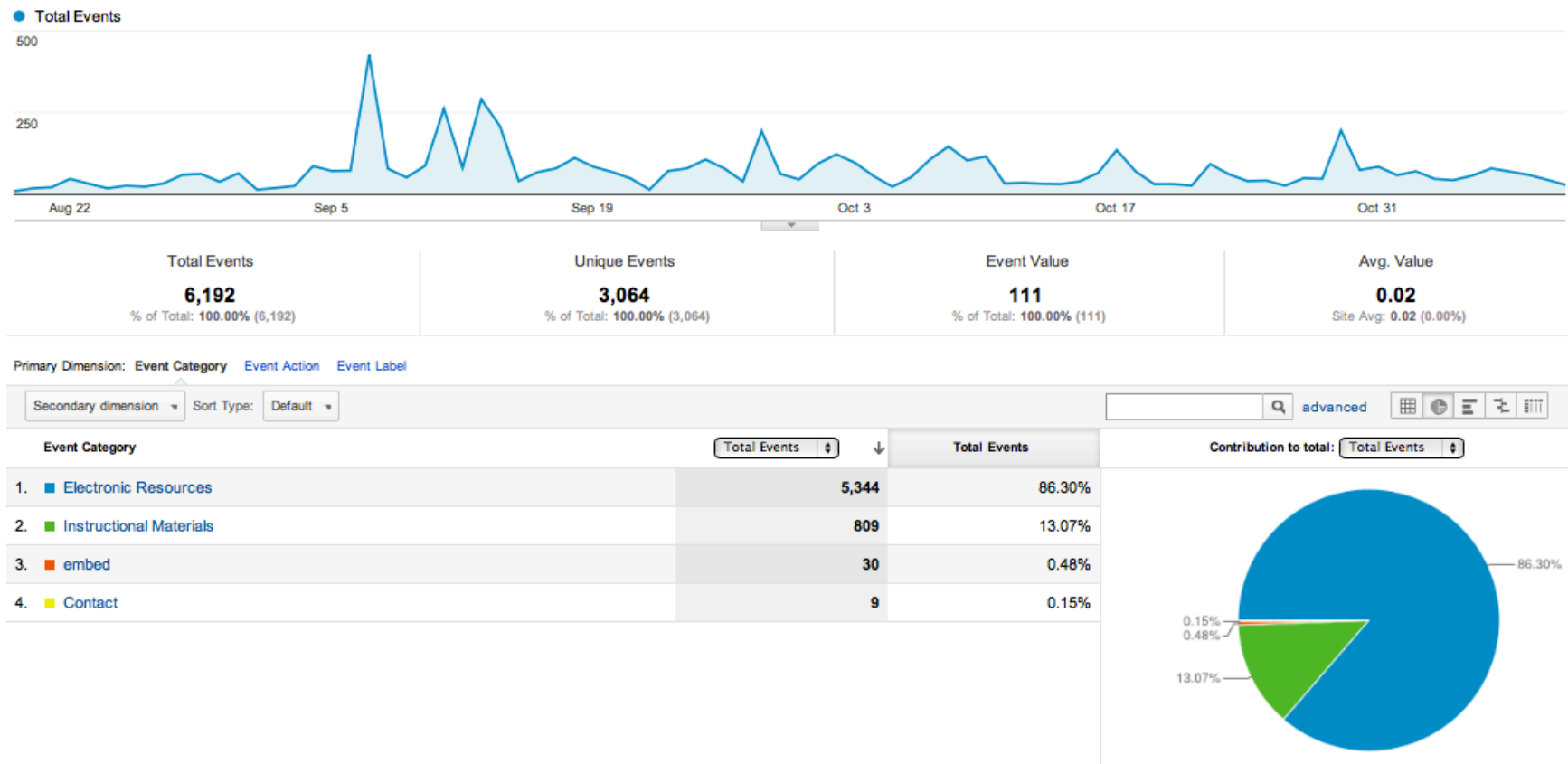
Plot Rows Secondary dimension ▾ Sort Type: Default ▾

advanced [Grid] [Refresh] [Print] [Full Screen]

<input type="checkbox"/>	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)
<input type="checkbox"/>	1. [REDACTED]	3,066	62.26%	\$3.11	56.29%	5.90%	0.07%
<input type="checkbox"/>	2. [REDACTED]	312	81.73%	\$4.09	53.53%	28.21%	0.00%
<input type="checkbox"/>	3. [REDACTED]	249	67.87%	\$3.39	60.24%	7.63%	0.00%
<input type="checkbox"/>	4. [REDACTED]	241	78.84%	\$3.94	71.78%	7.05%	0.00%
<input type="checkbox"/>	5. [REDACTED]	227	39.65%	\$1.98	31.28%	8.37%	0.00%

# Top Event Categories

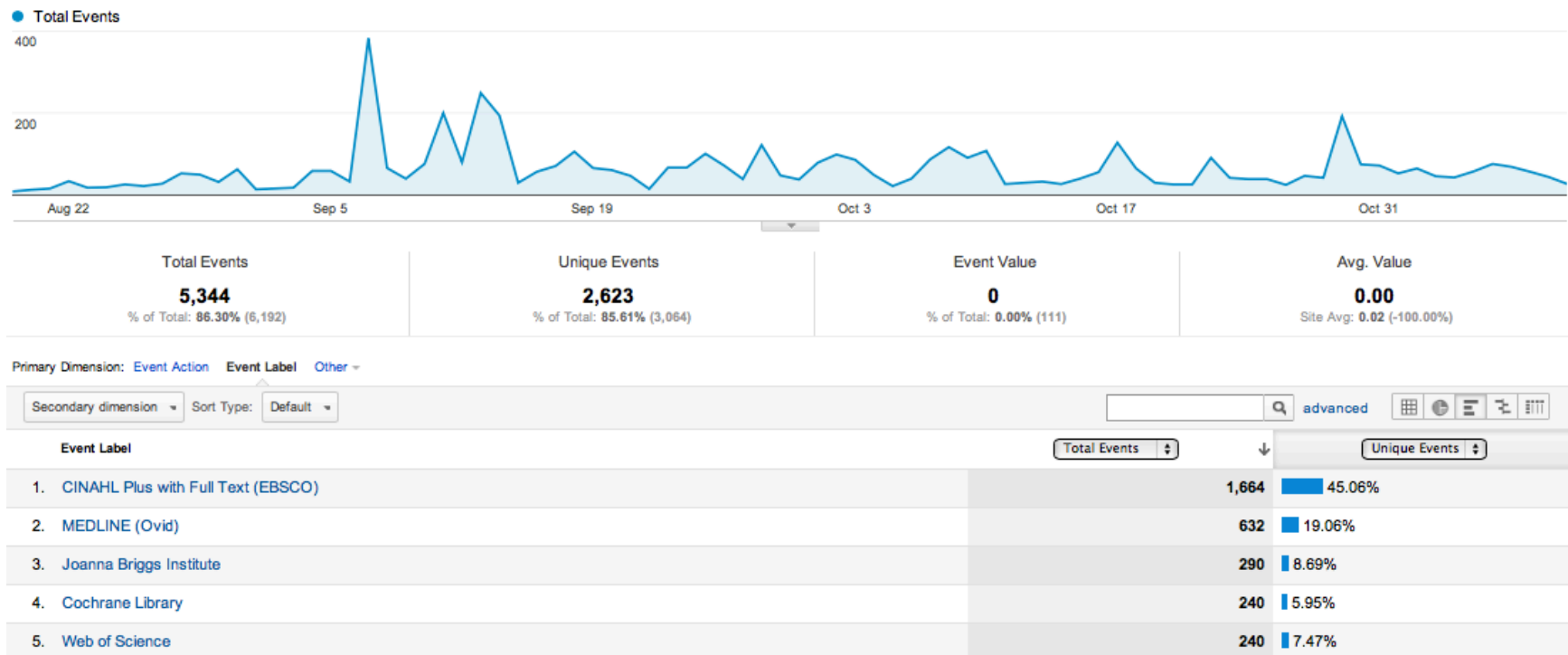
Understand how users engage with certain categories of content.





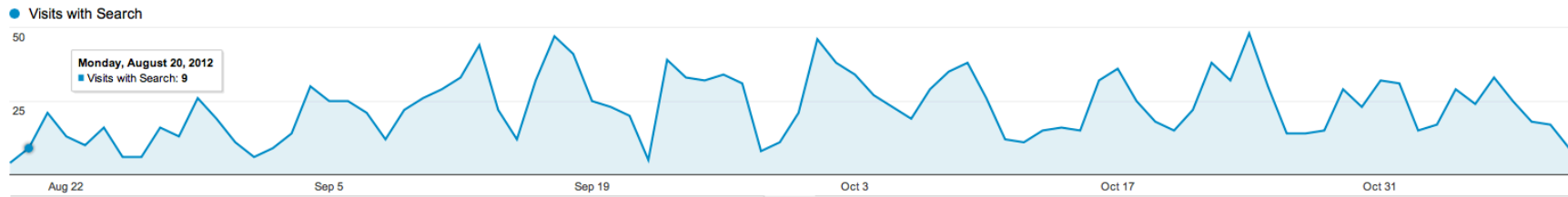
# Top Event Labels

What are the most accessed resources on your website?



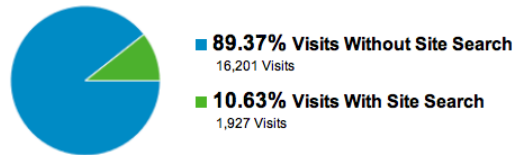
# Site Search

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



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



## Site Content

Search Term

Site Search Category

Start Page

## Search Term

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

## Overview

Aug 19, 2012 - Nov 10, 2012

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

% of goal completions: 100.00%

Goal Option:

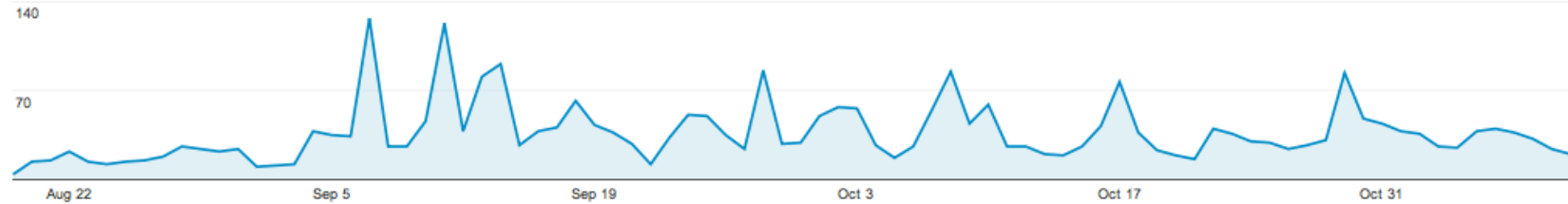
All Goals


### Overview


Goal Completions vs. Select a metric


Hourly Day Week Month


Goal Completions





 **Goal Completions: 3,062**

 **Goal Value: \$15,310.00**

 **Goal Conversion Rate: 61.14%**

 **Total Abandonment Rate: 0.00%**

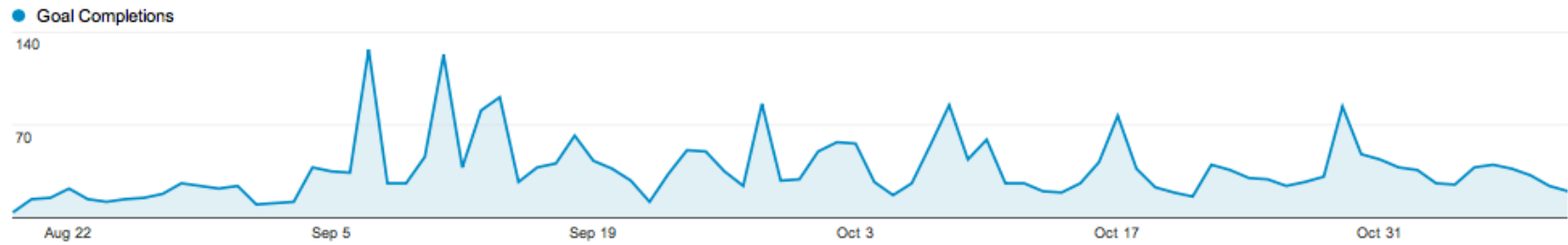
 **Electronic Resources (Goal 1 Completions): 2,623**

 **Instructional Materials (Goal 2 Completions): 435**

 **Contact (Goal 3 Completions): 4**

# Goal URLs

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



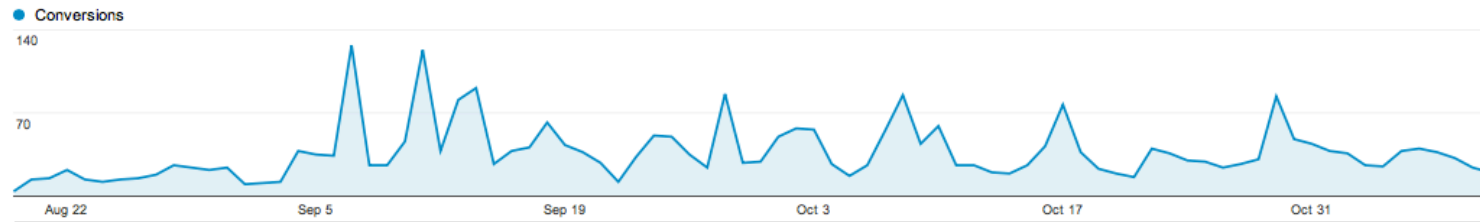
Goal Completions  
**3,062**  
% of Total: 100.00% (3,062)

Goal Value  
**\$15,310.00**  
% of Total: 100.00% (\$15,310.00)

Primary Dimension: Goal Completion Location


Goal Completion Location	Goal Completions	Goal Completions
1 [REDACTED]	1,213	39.61%
2 [REDACTED]	588	19.20%
3 [REDACTED]	210	6.86%
4 [REDACTED]	147	4.80%
5 [REDACTED]	140	4.57%
6 [REDACTED]	139	4.54%
7 [REDACTED]	128	4.18%
8 [REDACTED]	46	1.50%
9 [REDACTED]	44	1.44%
10 [REDACTED]	44	1.44%

# Multi-Channel Funnels



There were **3,062** total conversions

 **Conversions: 3,062**

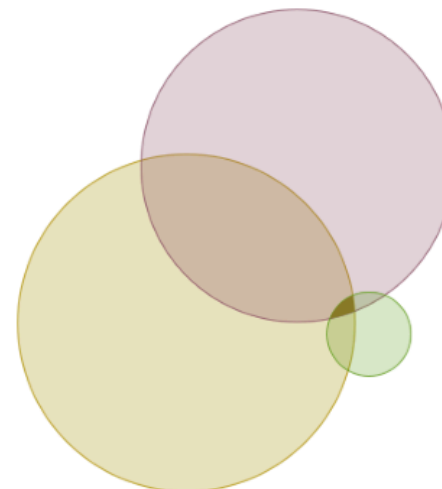
 **Assisted Conversions: 1,528**

## Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	58.23%
<input checked="" type="checkbox"/> Referral	50.03%
<input checked="" type="checkbox"/> Organic Search	3.63%

Direct & Referral & Organic Search: 0.23% (7)





# 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