

# Introduction to Google Analytics

**Jun Baranggan**

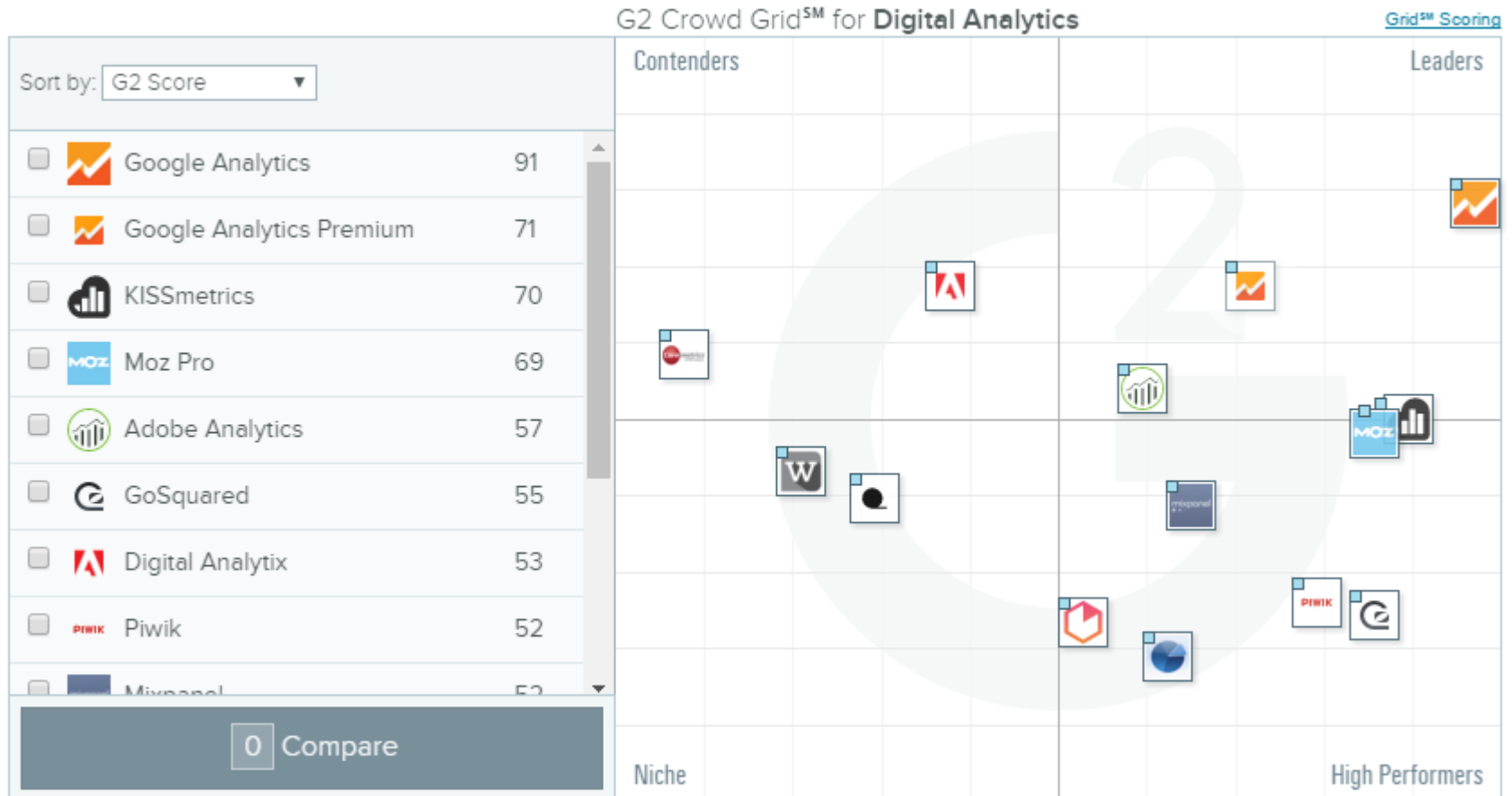
*Chief Digital Marketing Strategist*  
Cebu Digital Hub

# What is Digital Analytics?

Digital analytics is the analysis of qualitative and quantitative data from your business and the competition to drive a continual improvement of the online experience that your customers and potential customers have which translates to your desired outcomes (both online and offline).

One of the most important steps of digital analytics is determining what your ultimate business objectives or outcomes are and how you expect to measure those outcomes.

# Popular Digital Analytics Software



# What is Google Analytics?

Google Analytics is a *freemium* web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet. *Freemium* is a pricing strategy by which a product or service (typically a digital offering or application such as software, media, games or web services) is provided free of charge, but money is charged for proprietary features, functionality, or virtual goods.

# Key Benefits of Digital Analytics Software

- Track user behavior on your website
- Understand user demographics and sources
- Maintain quality metrics on site performance
- Evaluate new pages and features
- Evaluate marketing and advertising campaigns
- Increase user conversion rates and retention

# Track User Behavior on Your Website

**Understand your site visitors' behavior:**

- What pages are they looking at
- Where do they go next
- How many pages are they visiting
- How long do they stay on your site

# Google Analytics Behavior Flow

## Behavior Flow

Jan 1, 20

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

All Users  
100.00% Sessions

+ Add Segment



# Google Analytics Visitor Behavior

Primary Dimension: **Default Channel Grouping** [Source / Medium](#) [Source](#) [Medium](#)

Plot Rows Secondary dimension Sort Type: Default

<input type="checkbox"/>	Default Channel Grouping	Acquisition	Behavior		
		Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>5,953</b> <small>% of Total: 100.00% (5,953)</small>	<b>48.38%</b> <small>Avg for View: 48.38% (0.00%)</small>	<b>3.68</b> <small>Avg for View: 3.68 (0.00%)</small>	<b>00:03:37</b> <small>Avg for View: 00:03:37 (0.00%)</small>
<input type="checkbox"/>	1. Organic Search	2,022 (33.97%)	54.70%	3.22	00:03:17
<input type="checkbox"/>	2. Referral	1,456 (24.46%)	36.06%	4.72	00:05:10
<input type="checkbox"/>	3. Direct	1,405 (23.60%)	50.04%	3.47	00:03:41
<input type="checkbox"/>	4. Social	548 (9.21%)	29.01%	4.52	00:02:45
<input type="checkbox"/>	5. Paid Search	514 (8.63%)	74.51%	2.18	00:01:17
<input type="checkbox"/>	6. Email	6 (0.10%)	50.00%	5.83	00:02:34
<input type="checkbox"/>	7. (Other)	1 (0.02%)	0.00%	2.00	00:00:08
<input type="checkbox"/>	8. Display	1 (0.02%)	100.00%	1.00	00:00:00



# Understand user demographics & sources

**Are you hitting the right audience demographics? Who are your site visitors?**

- What is the most dominant age bracket among your site visitors
- Which gender is converting better?

# Google Analytics Visitor Demographics

## Demographics: Overview

Mar 30, 2

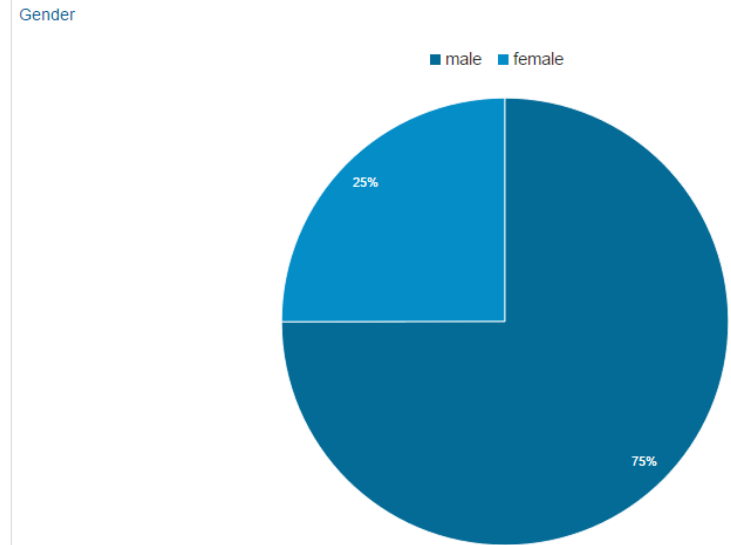
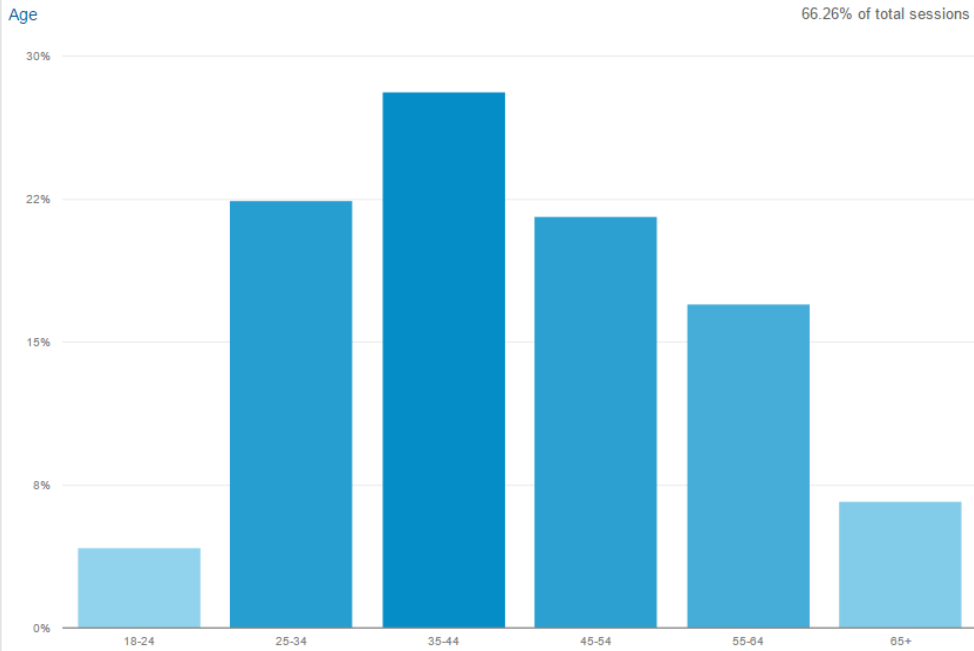
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

+ Add Segment

Key Metric: Sessions



# Maintain Quality Metrics

**Understand how visitors came to visit your site, what they look for when they are there and what prompts them to leave:**

- Where do visitors usually land on your website
- Are they interested on what they saw first on your site and convert
- Or do they leave right away

# Google Analytics Landing Pages

Plot Rows		Secondary dimension	Sort Type: Default	advanced	
Landing Page ?	Acquisition		Behavior		
	Sessions ? ↓	% New Sessions ?	Bounce Rate ?	Contact us (Goal 1 Completions) ?	
	<b>168</b> % of Total: 100.00% (168)	<b>75.60%</b> Avg for View: 75.00% (0.79%)	<b>51.19%</b> Avg for View: 51.19% (0.00%)	<b>4</b> % of Total: 100.00% (4)	
1. /	85 (50.60%)	70.59%	41.18%	1 (25.00%)	
2. /google-adwords-fundamentals-adwords-training/	32 (19.05%)	84.38%	62.50%	0 (0.00%)	
3. /adwords-advanced-search-training-course/	15 (8.93%)	100.00%	46.67%	1 (25.00%)	
4. /adwords-certification-training-program/	10 (5.95%)	90.00%	70.00%	1 (25.00%)	
5. /seo-training-and-ppc-training/	10 (5.95%)	90.00%	40.00%	1 (25.00%)	
6. /digital-marketing-real-estate-industry/	4 (2.38%)	75.00%	100.00%	0 (0.00%)	
7. /about-cebu-digital-hub/	3 (1.79%)	0.00%	66.67%	0 (0.00%)	
8. /adwords-shopping-training-course-outline/	2 (1.19%)	0.00%	100.00%	0 (0.00%)	
9. /google-analytics-training-and-certification/	2 (1.19%)	50.00%	50.00%	0 (0.00%)	
10. /blog/	1 (0.60%)	100.00%	100.00%	0 (0.00%)	

Show rows: 10 Go to:

# Google Analytics Exit Pages

Primary Dimension: Page

Plot Rows

Secondary dimension

Sort Type:

Default

<input type="checkbox"/>	Page ?		Exits ?	↓	Pageviews ?
			416		1,079
			% of Total: 100.00% (416)		% of Total: 100.00% (1,079)
<input type="checkbox"/>	1. /		138 (33.17%)		334 (30.95%)
<input type="checkbox"/>	2. /about-cebu-digital-hub/		62 (14.90%)		145 (13.44%)
<input type="checkbox"/>	3. /google-adwords-fundamentals-adwords-training/		34 (8.17%)		70 (6.49%)
<input type="checkbox"/>	4. /adwords-certification-training-program/		25 (6.01%)		56 (5.19%)
<input type="checkbox"/>	5. /google-analytics-training-and-certification/		25 (6.01%)		45 (4.17%)
<input type="checkbox"/>	6. /paid-search-and-organic-campaigns-integrated-strategy-that-work		20 (4.81%)		23 (2.13%)
<input type="checkbox"/>	7. /seo-training-and-ppc-training/		20 (4.81%)		71 (6.58%)
<input type="checkbox"/>	8. /contact/		19 (4.57%)		74 (6.86%)
<input type="checkbox"/>	9. /pay-per-click-services/		17 (4.09%)		65 (6.02%)
<input type="checkbox"/>	10. /adwords-advanced-search-training-course/		15 (3.61%)		40 (3.71%)

This re

# Evaluate New Pages and Features

**Are your website's contents engaging enough for your target audience?**

- How does each of your site's page perform
- Do visitors enjoy reading each page
- What are the top entrance pages

# Google Analytics Site Content

Plot Rows		Secondary dimension	Sort Type: Default	
<input type="checkbox"/>	Page ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
		<b>882</b> % of Total: 100.00% (882)	<b>00:01:38</b> Avg for View: 00:01:38 (0.00%)	<b>416</b> % of Total: 100.00% (416)
<input type="checkbox"/>	1. /	258 (29.25%)	00:01:43	233 (56.01%)
<input type="checkbox"/>	2. /about-cebu-digital-hub/	125 (14.17%)	00:02:12	29 (6.97%)
<input type="checkbox"/>	3. /contact/	60 (6.80%)	00:01:05	4 (0.96%)
<input type="checkbox"/>	4. /search-engine-optimization-services/	60 (6.80%)	00:00:44	3 (0.72%)
<input type="checkbox"/>	5. /seo-training-and-ppc-training/	49 (5.56%)	00:01:27	25 (6.01%)
<input type="checkbox"/>	6. /google-adwords-fundamentals-adwords-training/	58 (6.58%)	00:02:45	39 (9.38%)
<input type="checkbox"/>	7. /pay-per-click-services/	57 (6.46%)	00:01:18	5 (1.20%)
<input type="checkbox"/>	8. /adwords-certification-training-program/	49 (5.56%)	00:03:21	15 (3.61%)
<input type="checkbox"/>	9. /blog/	39 (4.42%)	00:00:58	1 (0.24%)
<input type="checkbox"/>	10. /google-analytics-training-and-certification/	42 (4.76%)	00:01:43	26 (6.25%)

# Evaluate Marketing Campaigns

**What's your site's performance per marketing channel?**

- Are your paid advertisements profitable
- Is your time spent on social media platforms worthwhile
- Are you ranking on search engines for the right keywords thus bringing in qualified traffic to your site



# Google Analytics Conversion by Channel

Primary Dimension: Default Channel Grouping Source / Medium Source Mediu

Plot Rows

Secondary dimension

Sort Type:

Default

<input type="checkbox"/>	Default Channel Grouping	Acquisition	Behavior	Conversions <span>eCommerce</span>
		Sessions ? ↓	Bounce Rate ?	Ecommerce Conversion Rate ?
		<b>5,953</b> % of Total: 100.00% (5,953)	<b>48.38%</b> Avg for View: 48.38% (0.00%)	<b>3.76%</b> Avg for View: 3.76% (0.00%)
<input type="checkbox"/>	1. Organic Search	2,022 (33.97%)	54.70%	3.21%
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<input type="checkbox"/>	5. Paid Search	514 (8.63%)	74.51%	2.14%
<input type="checkbox"/>	6. Email	6 (0.10%)	50.00%	16.67%
<input type="checkbox"/>	7. (Other)	1 (0.02%)	0.00%	0.00%
<input type="checkbox"/>	8. Display	1 (0.02%)	100.00%	0.00%

# Increase User Conversion Rate

**Are you reaching your business goals:**

- Are you getting enough sales to be profitable
- Are you getting qualified business leads
- How long before each visitor to your site converts
- Are you tracking conversions efficiently

# Five Common Online Business Objectives

## Five Common Online Business Objectives

1. For ecommerce sites, an obvious objective is selling products.
  - REVENUE
2. For lead generation sites, the goal is to collect user information for sales teams to connect with potential leads.
  - LEADS

# Five Common Online Business Objectives

3. For content publishers, the goal is to encourage engagement and frequent visitation. – PAGES PER SESSION, SESSION DURATION, RETURNING VISITORS.
4. For online informational or support sites, helping users find the information they need at the right time is of primary importance. – SEARCH QUERY, SITE SEARCH
5. For branding, the main objective is to drive awareness, engagement and loyalty. – SOCIAL METRICS, NEW VISITORS

# Two Types of Conversions

1. There are key actions on any website or mobile application that tie back to a business' objectives. The actions can indicate an objective, like a purchase on an ecommerce site, has been fully met. These are “**macro**” conversions.

# Two Types of Conversions

- 
2. Some of the actions on a site might also be behavioral indicators that a customer hasn't fully reached your main objectives but is coming closer, like, in the ecommerce example, signing up to receive an email coupon or a new product notification. These are “**micro**” conversions.

# Two Types of Conversions

It's important to measure both micro and macro conversions so that you are equipped with more behavioral data to understand what experiences help drive the right outcomes for your site.

# E-Commerce Conversions

## MACRO

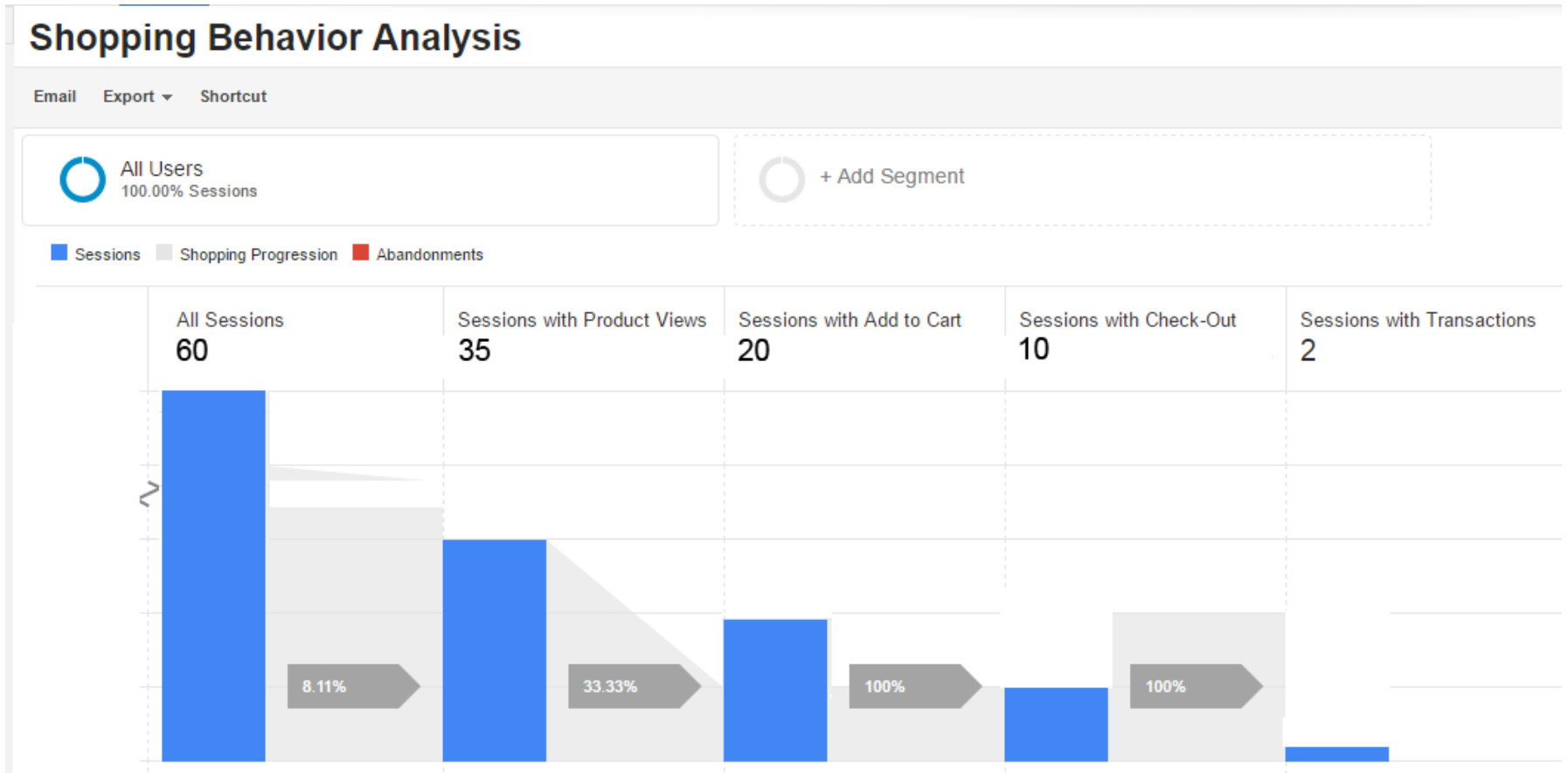
- Sales

## MICRO

- Newsletter/E-mail List Signup
- Store Locator
- Inquiry (Contact Us or Chat)
- Catalog Request



# Google Analytics E-commerce Funnel



# Non E-commerce Conversions

## MACRO

- Lead Form Signup

## MICRO

- Visit/Session Duration
- Video View
- Visit to a Specific Page
- Pages per Session

# The Path to Conversion

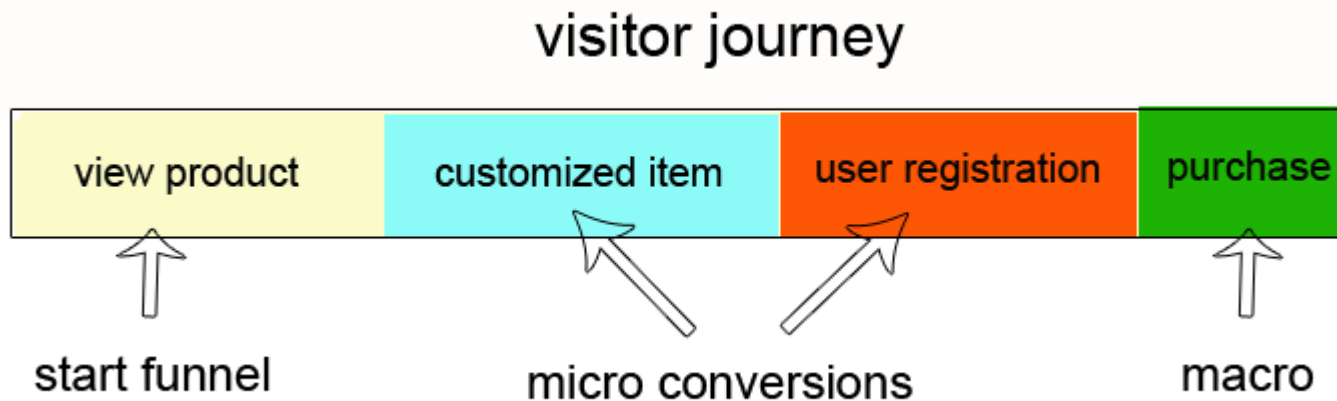
People don't just come to your site to Buy or Fill Out a lead form.

They are there to Research products and services (and might buy offline). They are looking to get Support. They might be there to look at your latest Blog Post, etc.



# The Visitor Journey

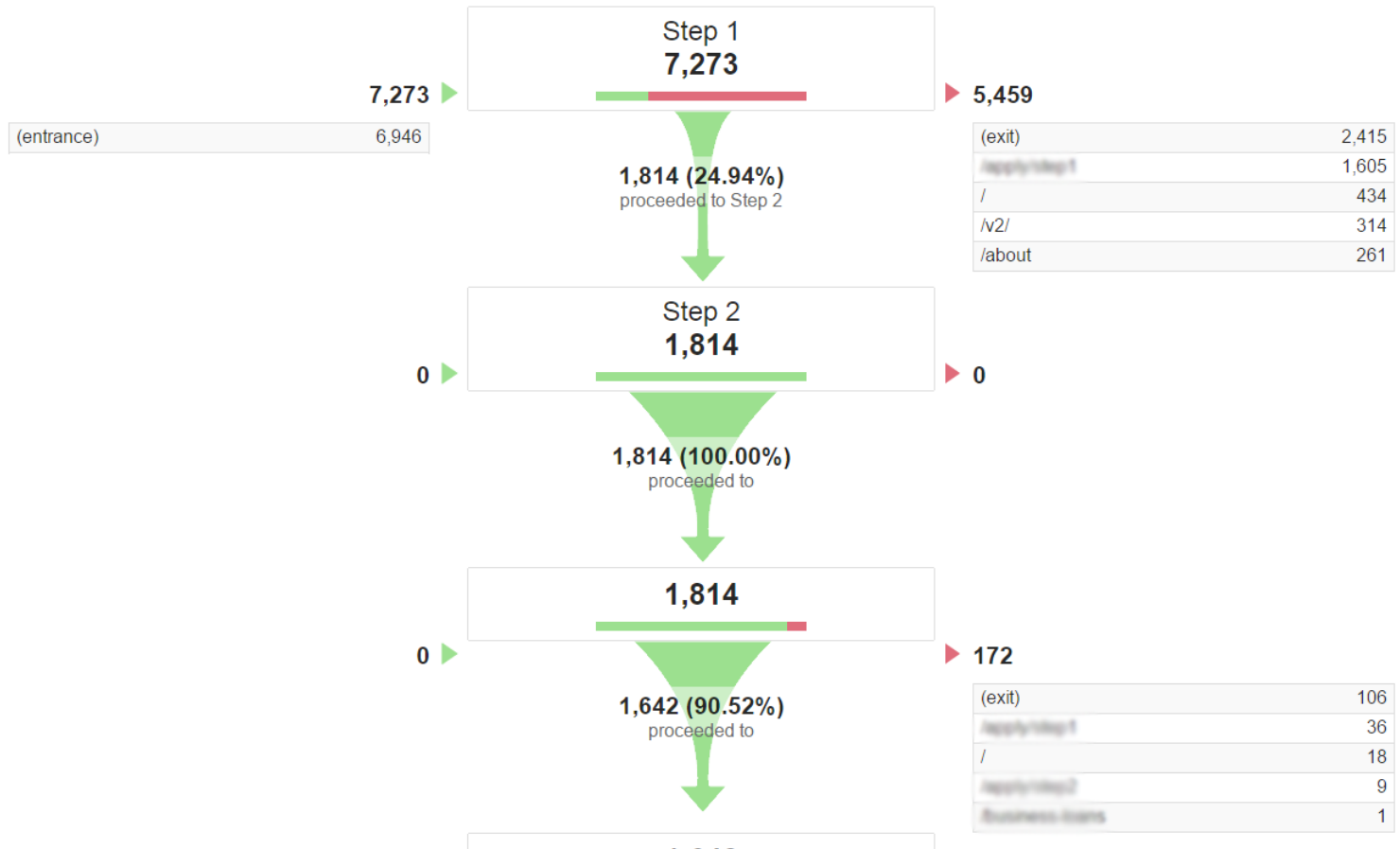
Every step your site visitors make though not equally important are parts of the visitor journey. Make each one of these important steps your Micro Conversions. Use your Web Analytics tools to measure success.



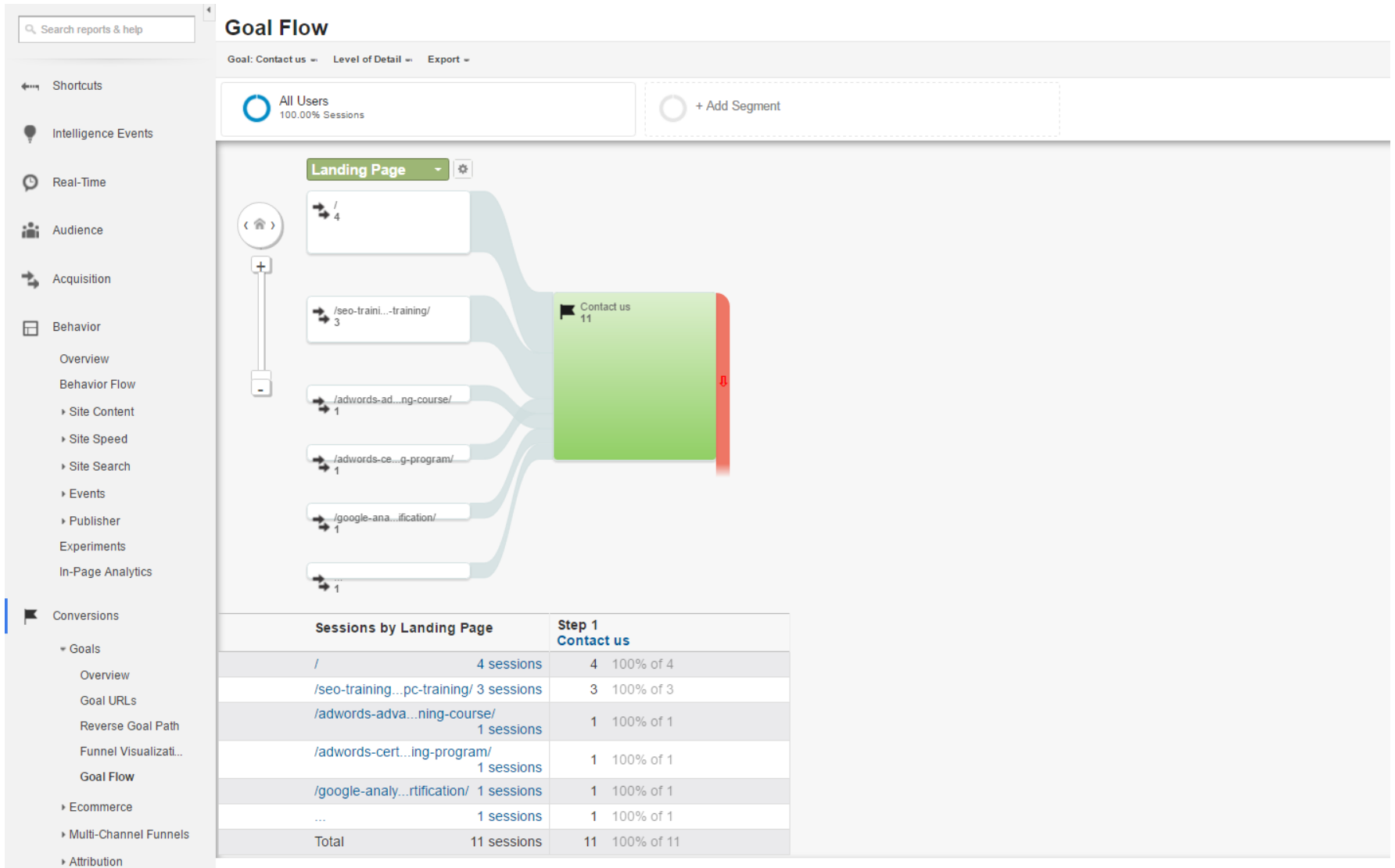
# Google Analytics Goal Funnel

## Funnel V2

This Goal was completed in 457 sessions | 6.28% funnel conversion rate



# Google Analytics Goal Flow



# The Value of Digital Analytics

- Track user behavior on your website
- Understand user demographics and sources
- Maintain quality metrics on site performance
- Evaluate new pages and features
- Evaluate marketing and advertising campaigns
- Increase user conversion rates and retention

**THANK YOU**

**Jun Baranggan**  
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