SIGMA
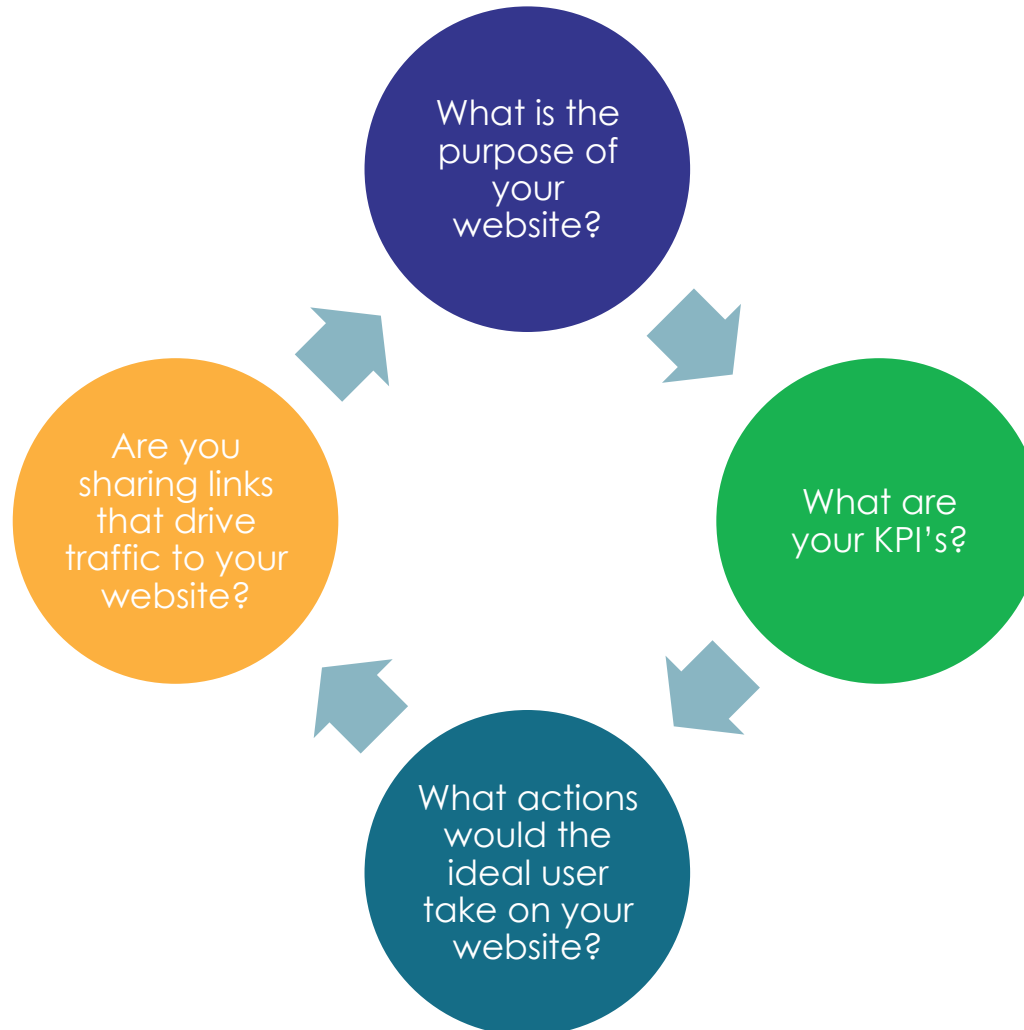## Marketing Insights

Google Analytics: Moving Beyond Sessions and Pageviews

Chris Grant, Marketing Analyst

Key Questions Before You Begin

What is the purpose of your website?

What are your KPI's?

What actions would the ideal user take on your website?

Are you sharing links that drive traffic to your website?

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GOOGLE ANALYTICS IN A NUTSHELL
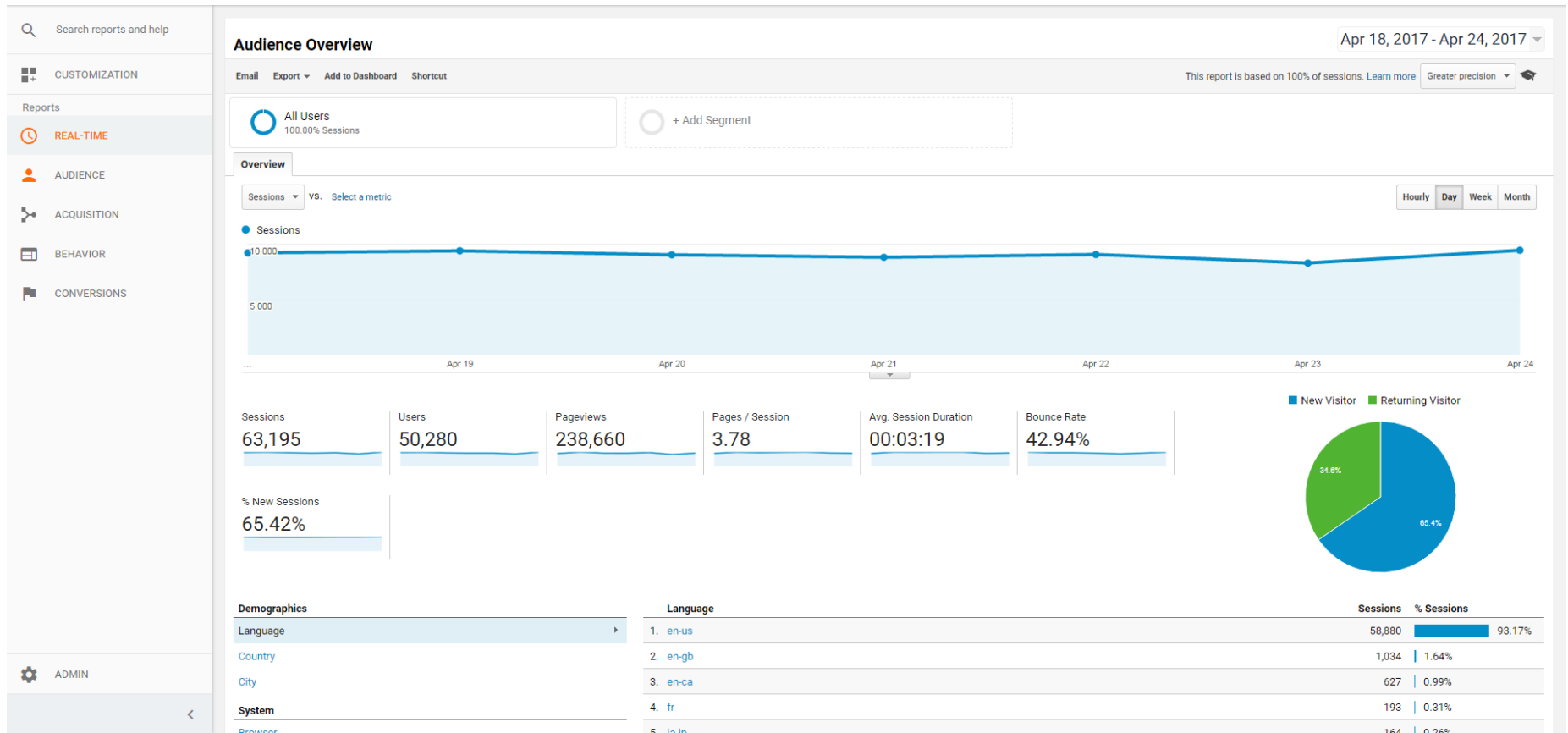
Benefits of Google Analytics

Highly customizable

Analyze how visitors use your site

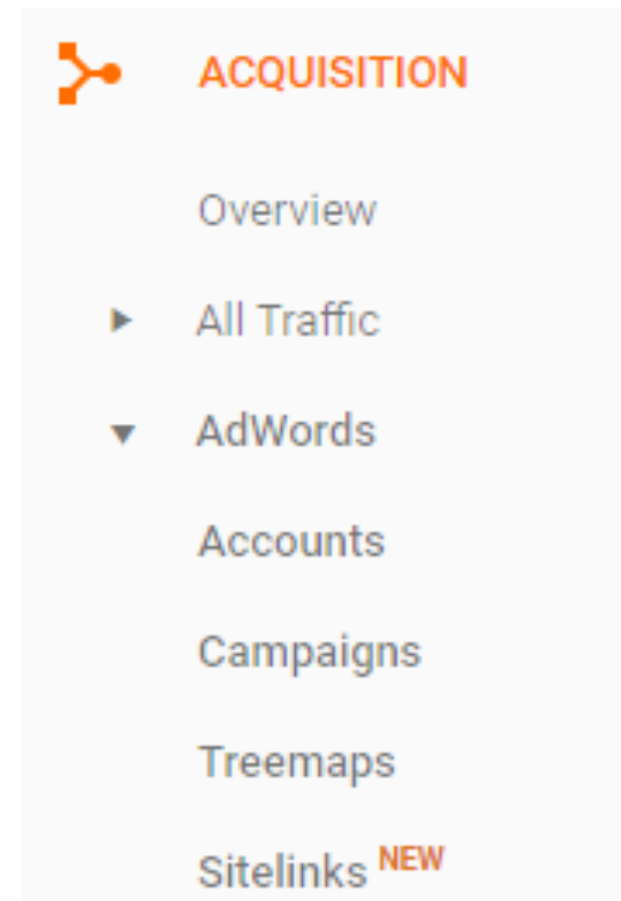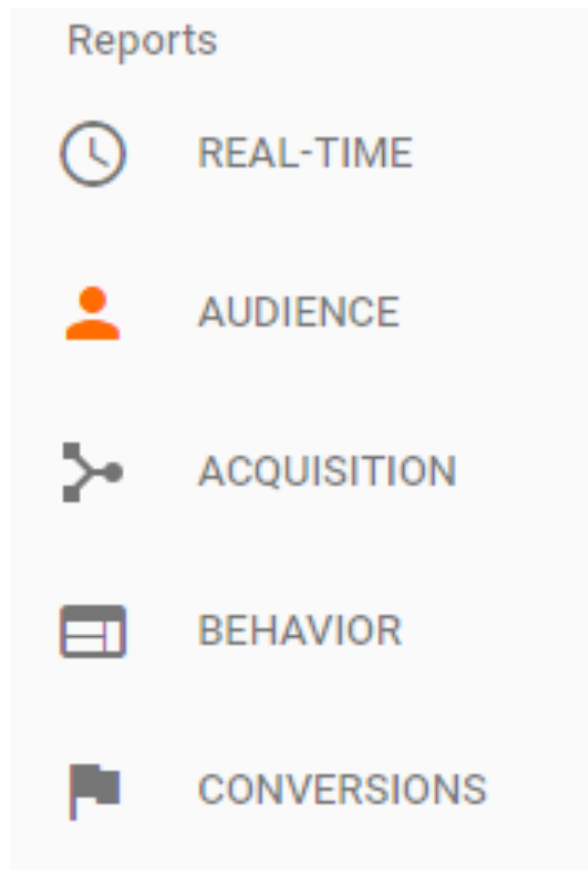Differentiate between traffic sources

Lets you see what happens "after the click" for digital campaigns

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Google Analytics

The key to understanding how users engage with your website!

Google Analytics – Default Reports

Google Analytics Caveats

Does not capture all relevant data without proper setup

Interface can be daunting

Data is anonymized

Private browsing and cookie deletion can skew results

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MAKING GOOGLE ANALYTICS WORK FOR YOU

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URL Tagging

Used to identify traffic from the links you are sharing
http://www.sigmamarketing.com/?
utm_source=facebook&utm_medium=social&utm_campaign=AMA

Google Tag Manager

	Event Category	Total Events	% Total Events	
1.	Ecommerce	246,714		43.98%
2.	Multi Gallery	158,051		28.18%
3.	Featurette	41,618		7.42%
4.	Card	33,678		6.00%
5.	Event Info Banner	13,313		2.37%
6.	Attraction Info Banner	12,979		2.31%
7.	Teaser Carousel	12,435		2.22%
8.	Mosaic Tile	9,563		1.70%
9.	Multi Gallery Slide	7,291		1.30%
10.	Hero	6,185		1.10%

view full report

	Event Action	Total Events	% Total Events	
1.	Nav	171,545		30.58%
2.	Product Impression	109,527		19.53%
3.	CTA Click	97,909		17.45%
4.	Product Click	46,432		8.28%
5.	Product Details	46,429		8.28%
6.	Flip	26,459		4.72%
7.	Checkout Option	13,644		2.43%
8.	undefined	12,290		2.19%
9.	Add to Cart	9,913		1.77%
10.	Promotion Impression	9,860		1.76%

view full report

Using Custom Segments

Create your segments based on what matters to your business

Custom Segments

Analyze and compare segments
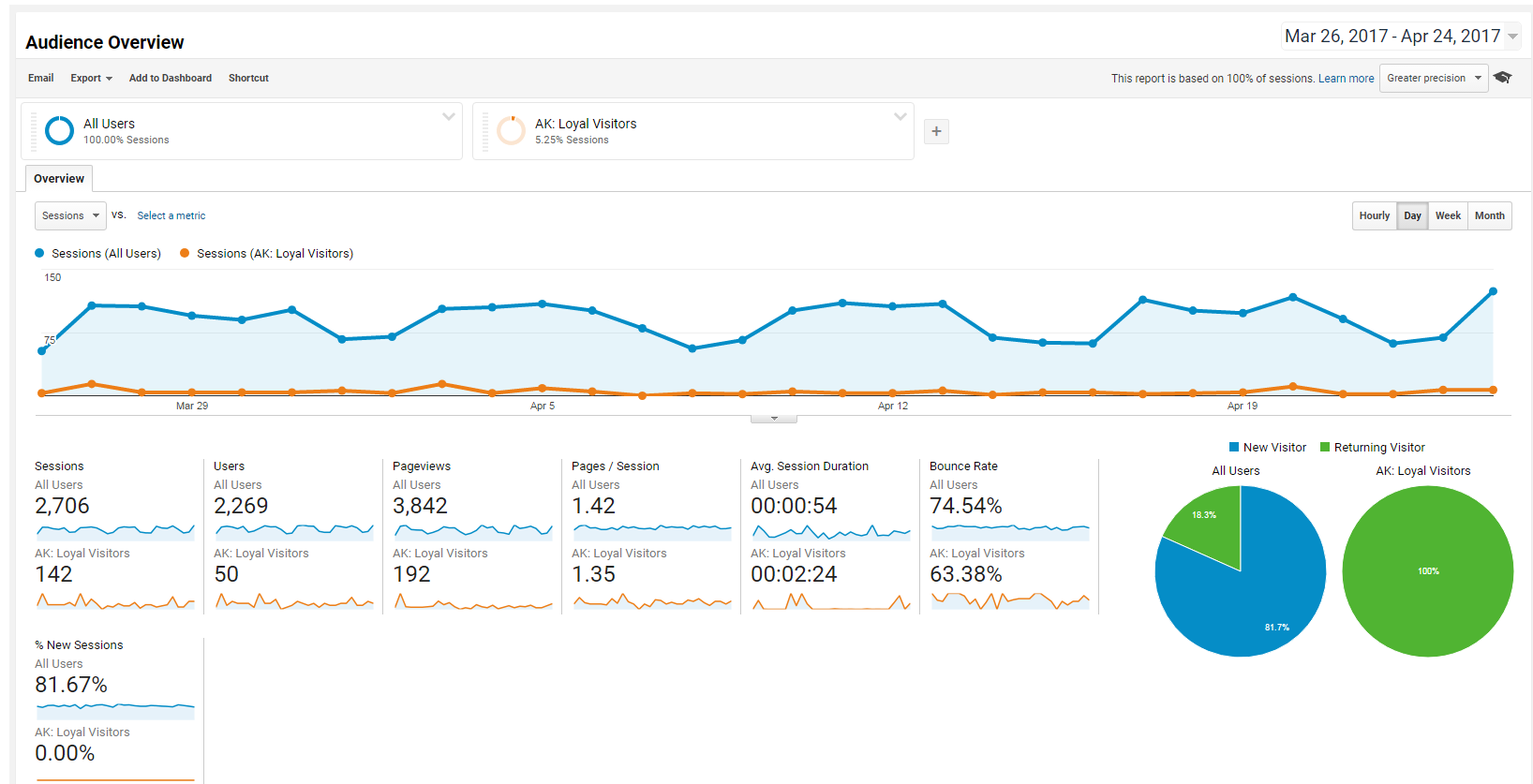
Google Search Console

ACQUISITION

Overview

▶ All Traffic

▶ AdWords

▼ Search Console NEW

Landing Pages

Countries

Devices

Queries

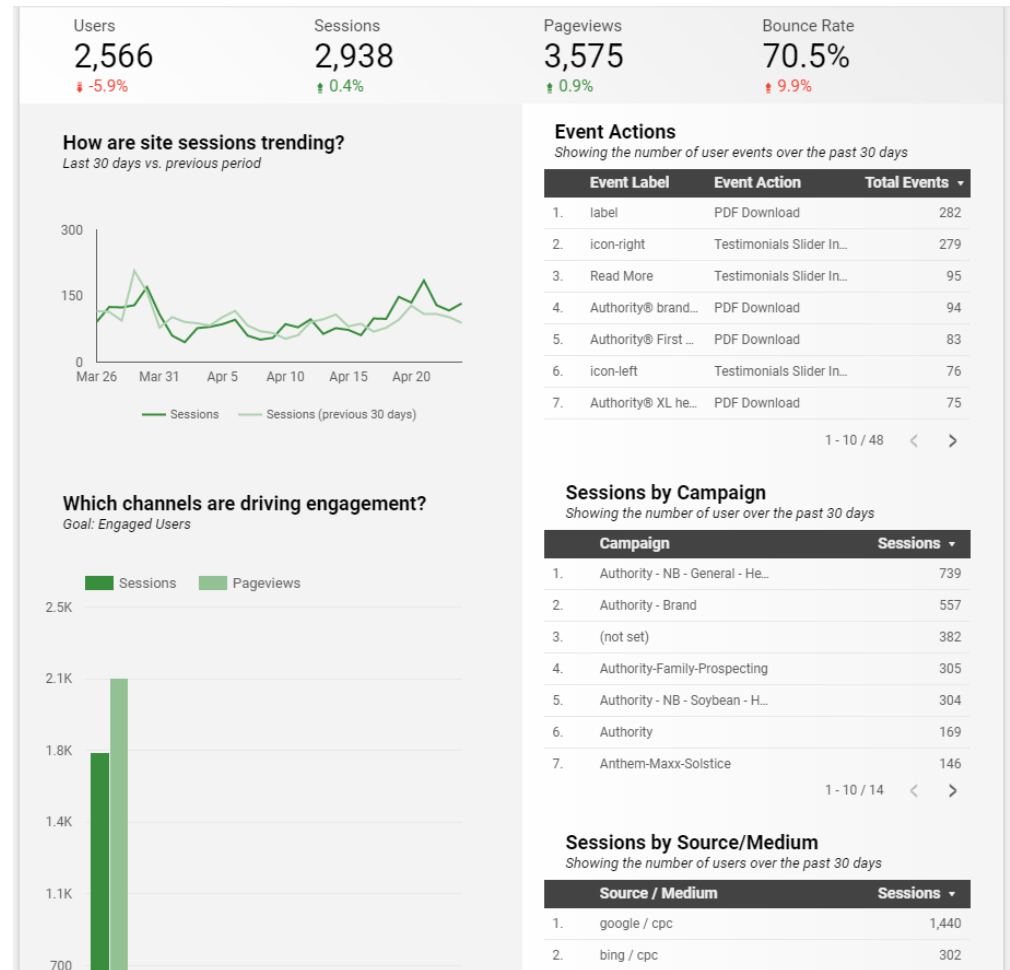## Integrate SEO analytics

- What are visitors searching for when they find your site?

- What landing pages are they visiting?

Google Data Studio

Create customized dashboards containing the key metrics you need

- Easily see what is happening at a glance

- Share reports with others

- FREE!

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Takeaways

Understanding the purpose of your website

Set up event tagging for the specific things you want to track

Standardize URL tagging

Utilize dashboards to quickly and easily understand your data

QUESTIONS?