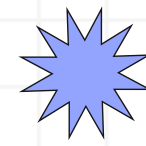
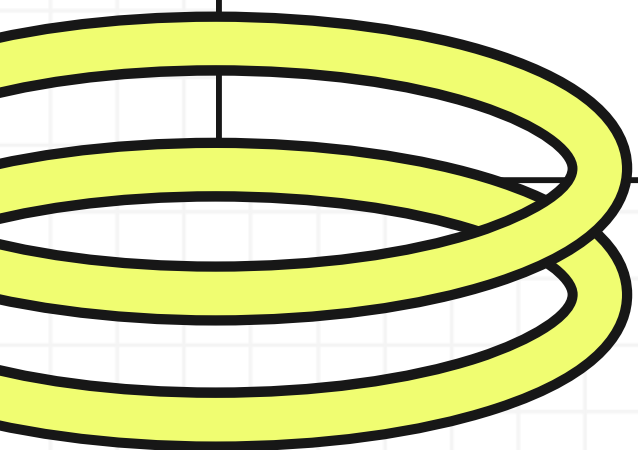




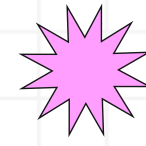
# MASTER GOOGLE ANALYTICS



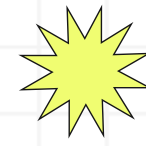
# What Can You Learn From GA?



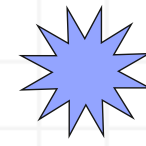
Measure user's interest and engagement with your company as well as their purchasing behaviors.





Understand which behaviors led to purchases.



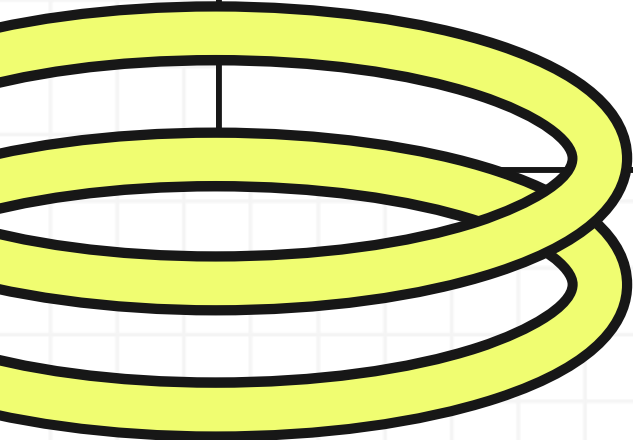

See which campaigns are most effective.



Aggregate Google Analytics data with data from your POS, video games, CMS or apps to learn even more.



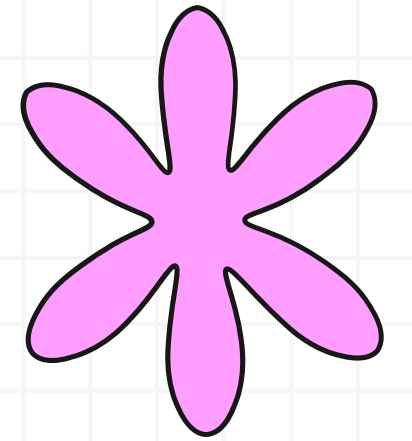
# How does it work?



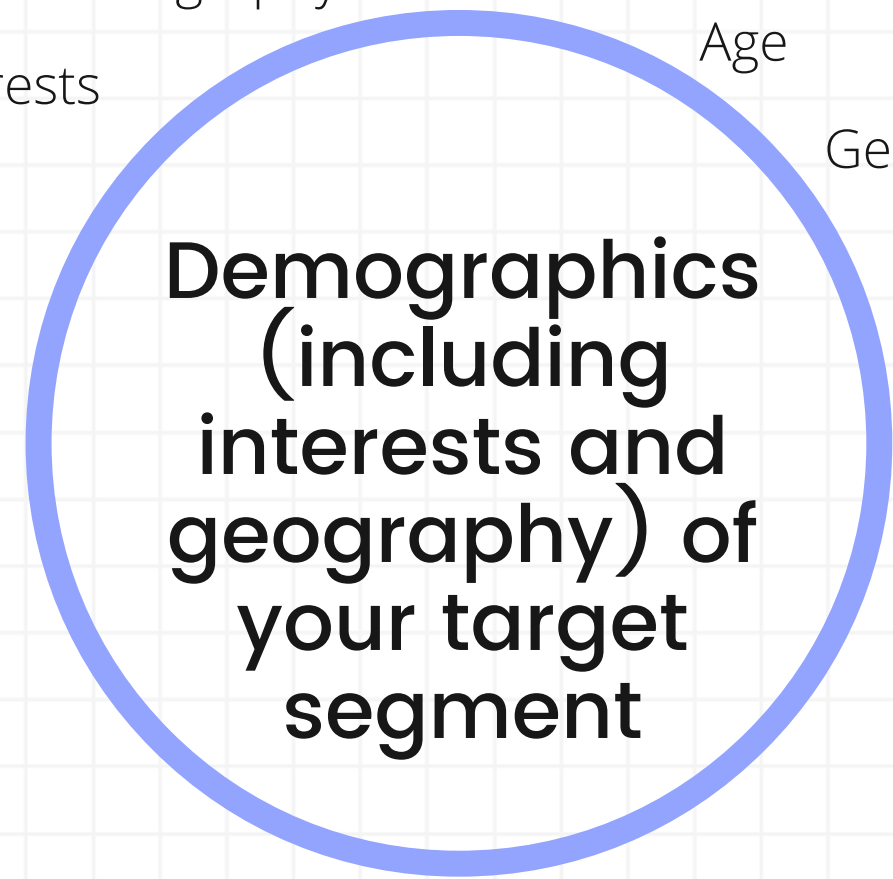
## Google collects information on:

- How people got to your site (search engine, ad, social media, etc)
- Demographic information about users including age, geography, interests and more
- Volume of users including unique users
- Interactions with site (clicks, purchases, etc.)
- Type of device users are on

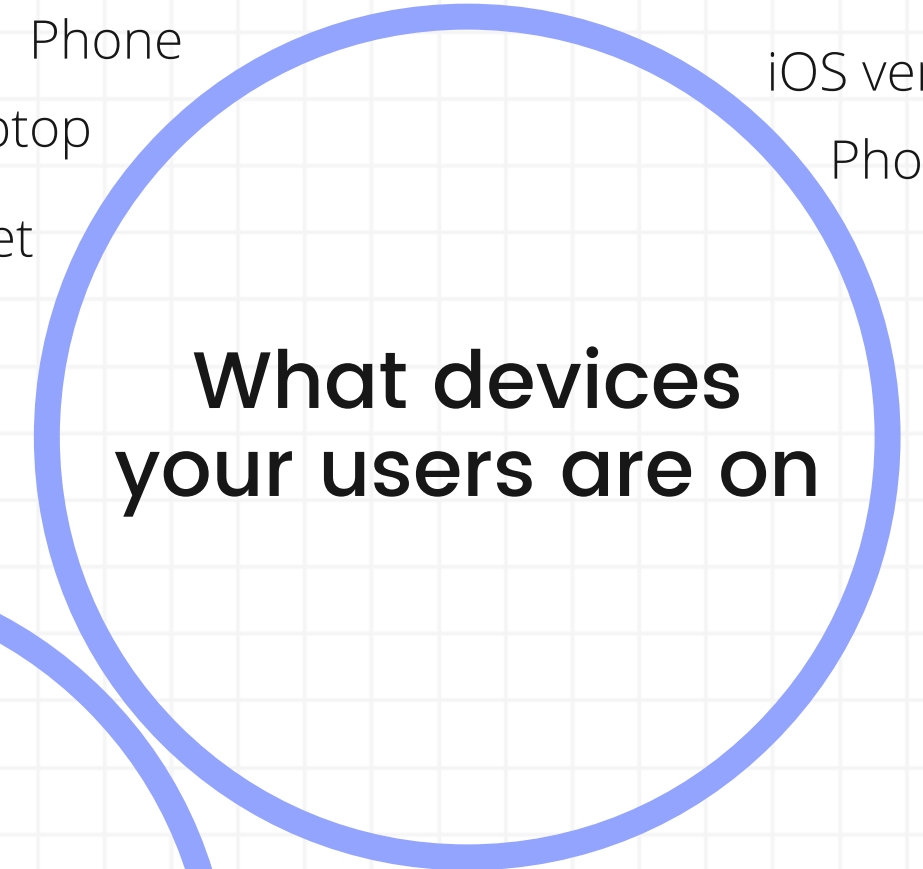
# Find out...



Geography  
Language  
Age  
Gender  
Interests



Desktop  
Phone  
Laptop  
Tablet  
Android Version  
iOS version  
Phone Make

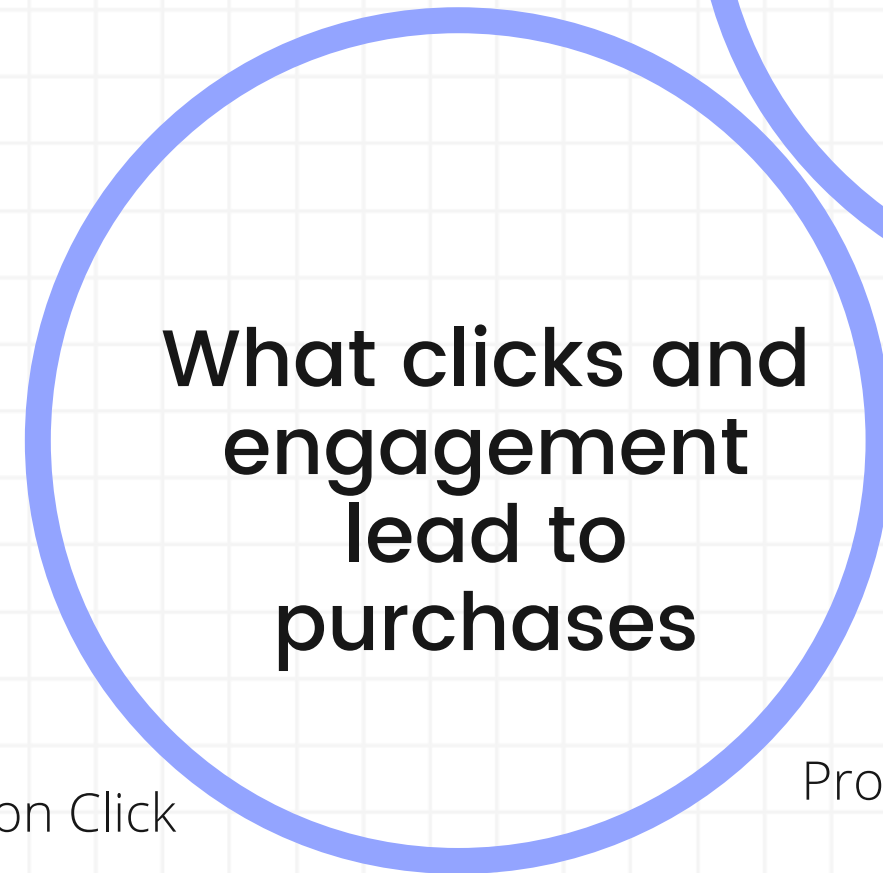


PPC  
Google  
Social Media

Ads



Video play/pause

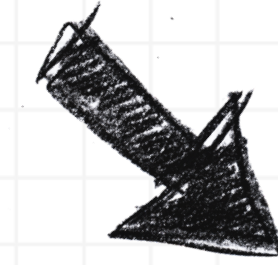
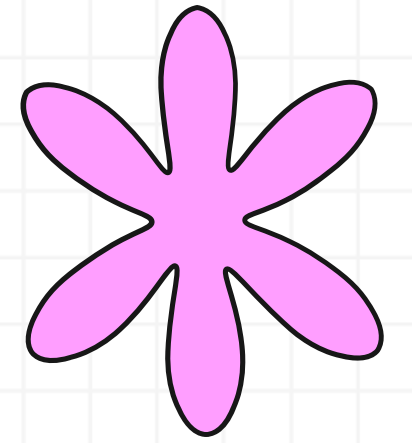


Image/Icon Click

Product Views

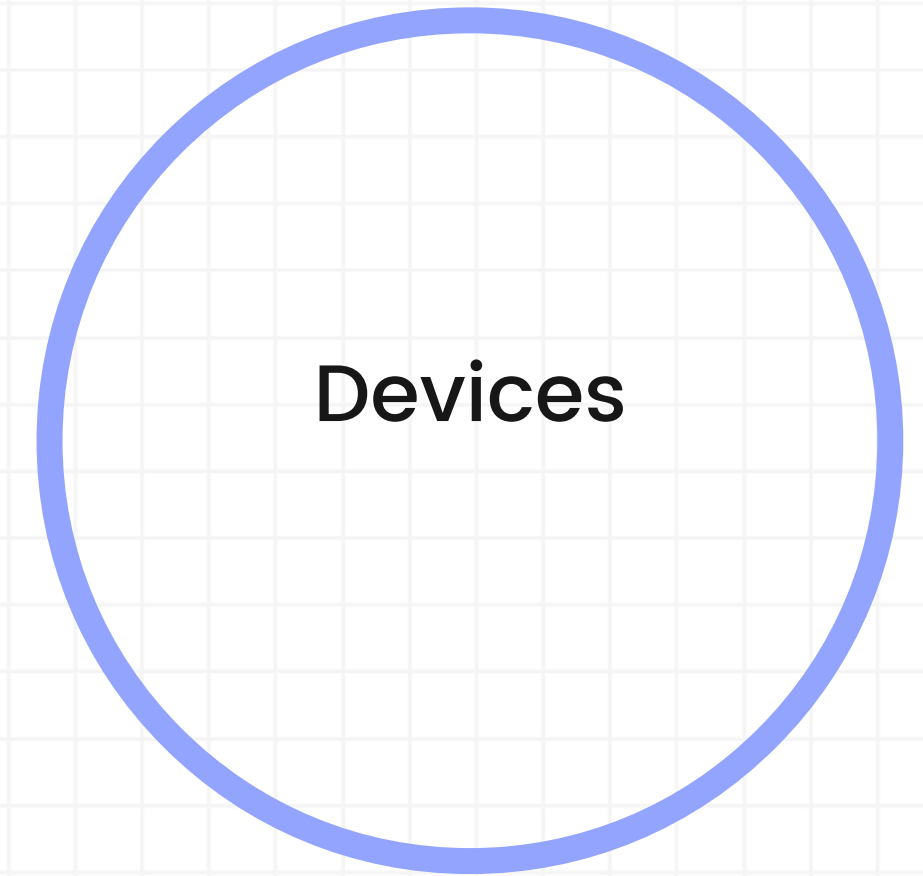
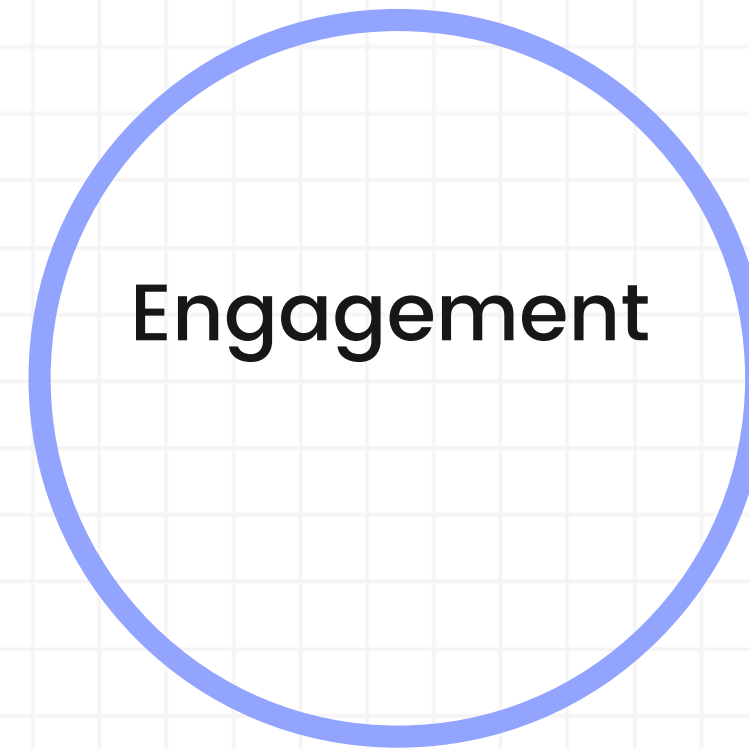
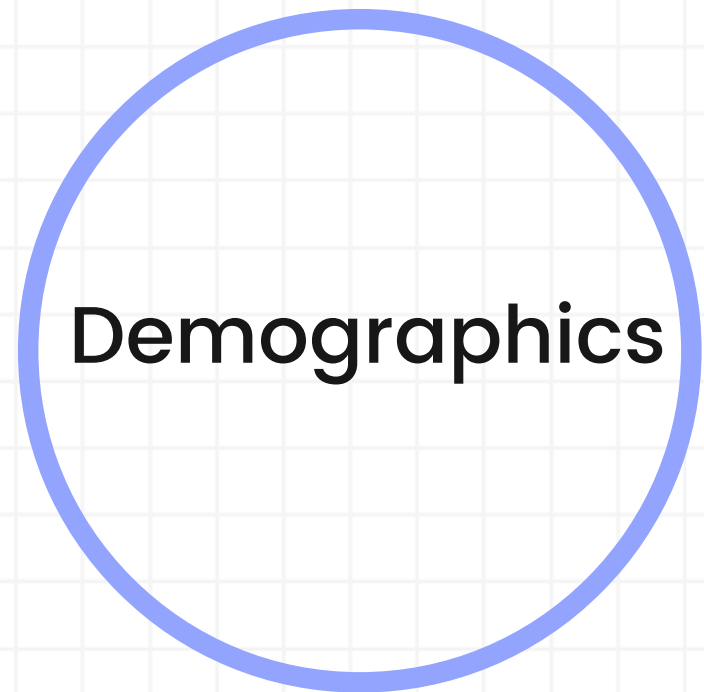
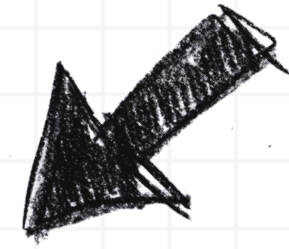
Pages visited/Time on Pages

# Find out...



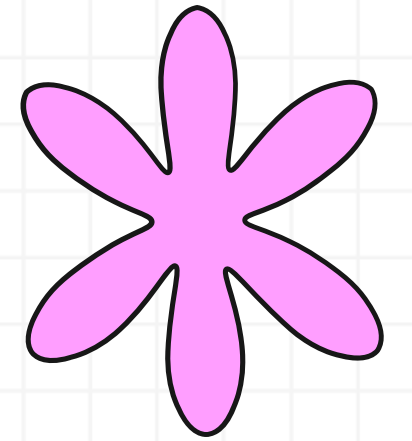
What marketing campaigns are most/lead effective for which devices & invest/trouble shoot accordingly (may have to do with UX/UI)

What marketing Campaigns are most/least effective for which demographics & invest accordingly.



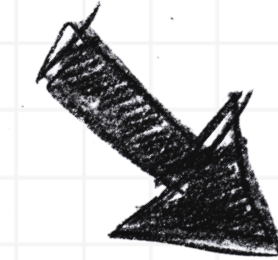
What landing pages for which campaigns is most effective and structure accordingly.

# Find out...

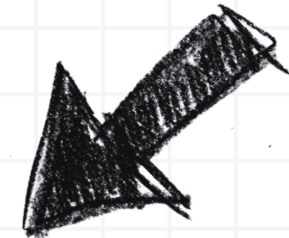


## Demographics

Invest in most profitable campaigns



What marketing Campaigns are most/least effective for which demographics & invest accordingly.



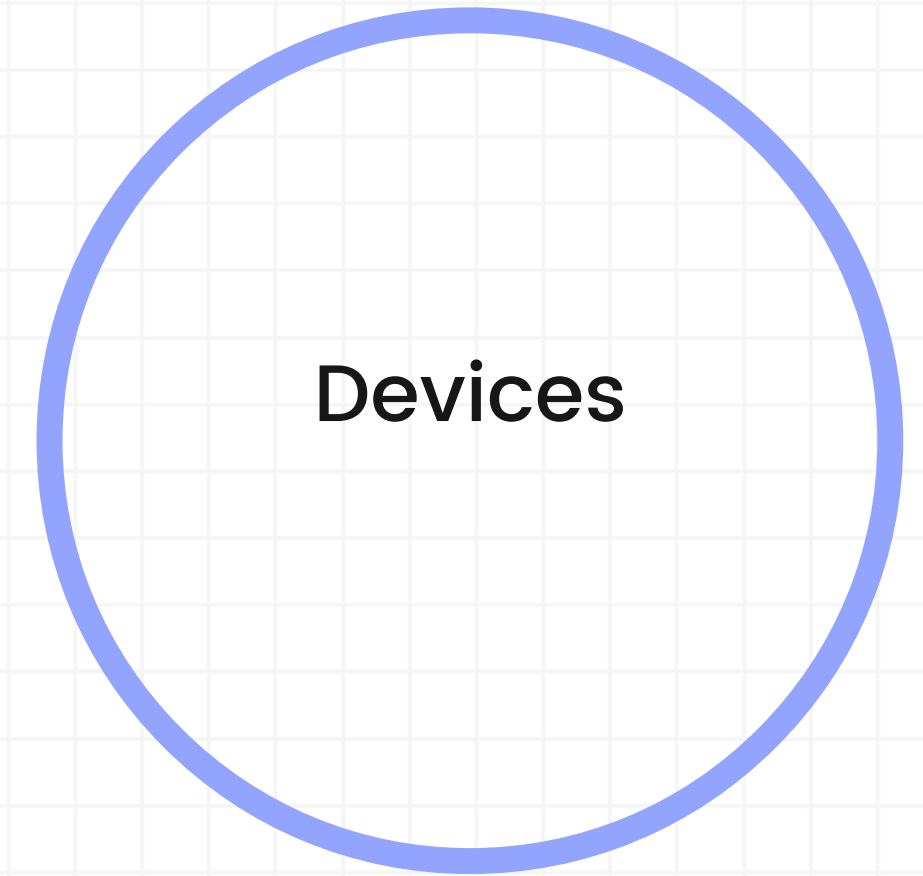
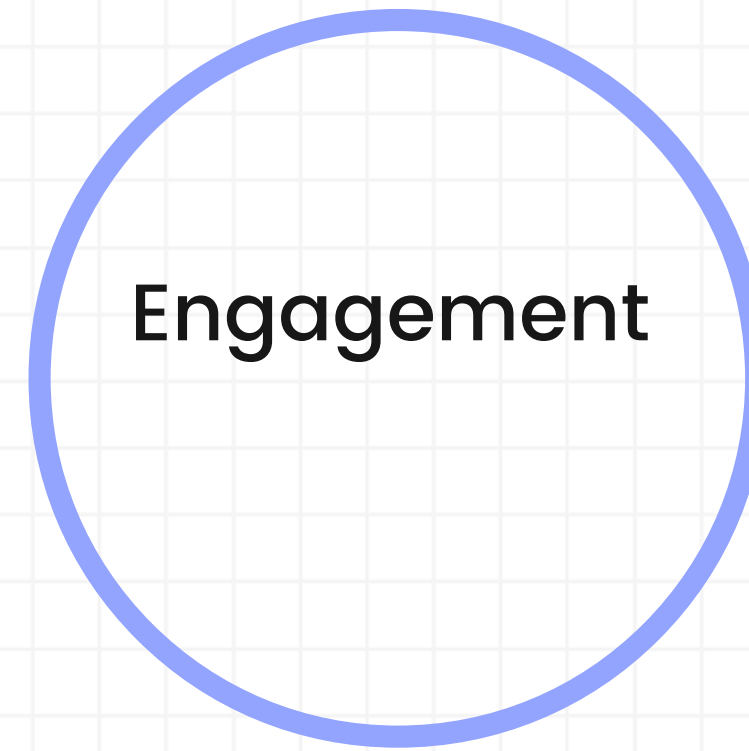
**Marketing Campaign Data**

What types of devices is your target demographic on?

**Engagement**

What landing pages for which demographics is most effective and structure accordingly with marketing campaigns.

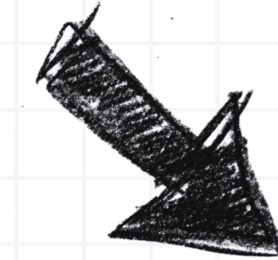
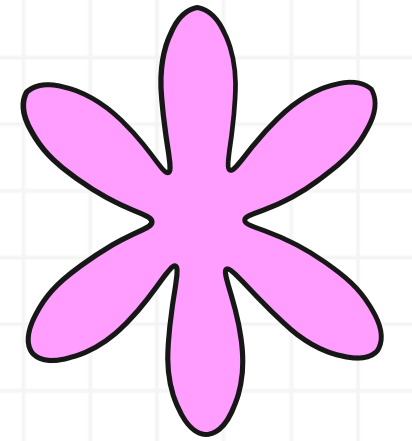
**Devices**



# Find out...

## Engagement

Invest in most profitable  
Engagement items



What types of engagement is most profitable sorted by  
devices?

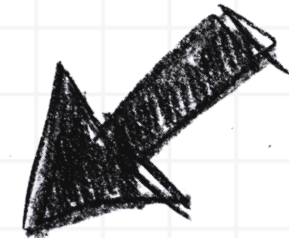
What landing pages for which marketing campaigns is most  
effective  
and structure accordingly with marketing campaigns.

## Marketing Campaign Data

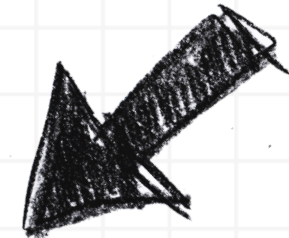
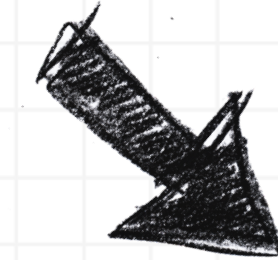
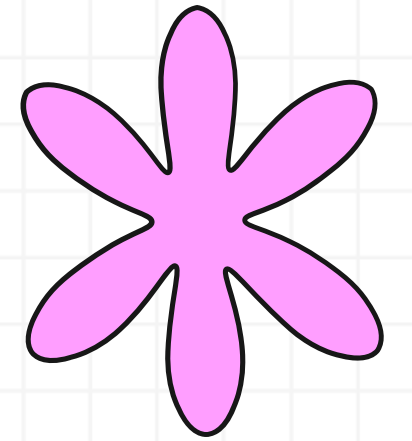
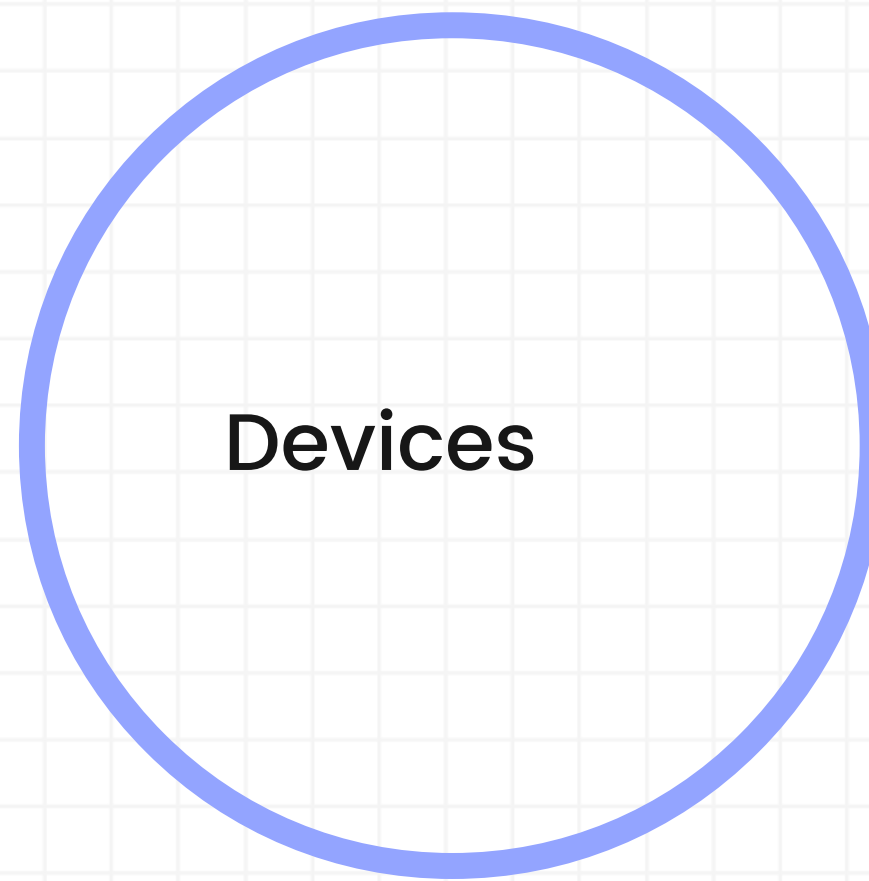
## Demographics

What engagement is most/least effective  
for which demographics & invest  
accordingly.

## Devices



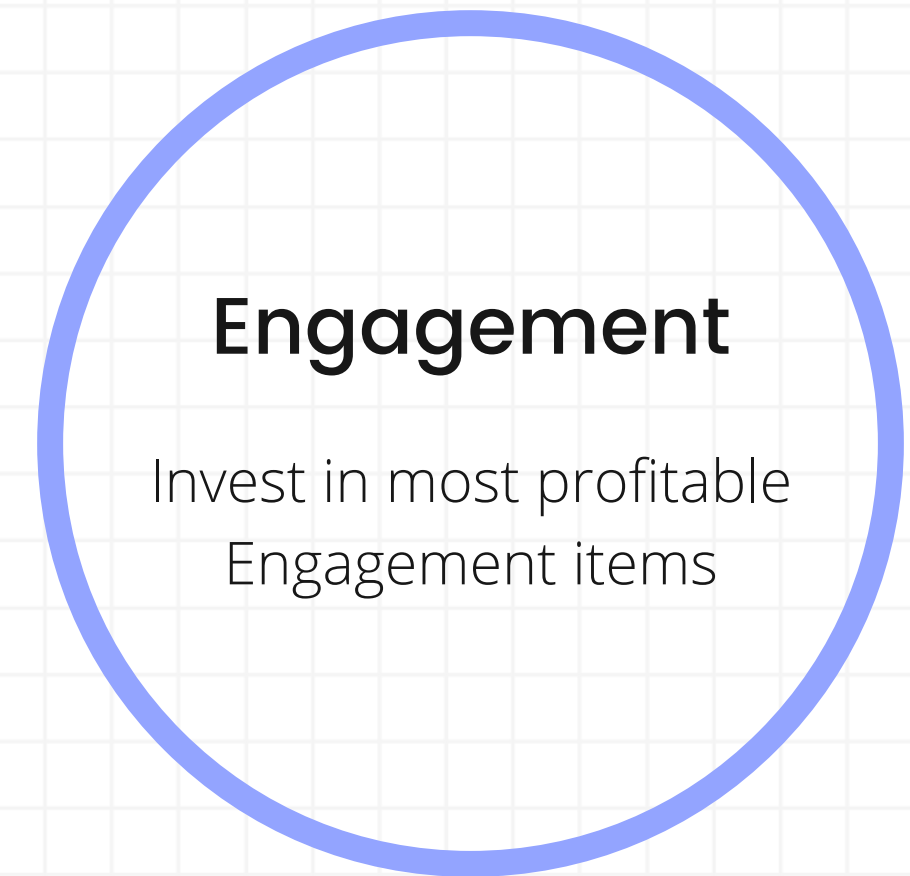
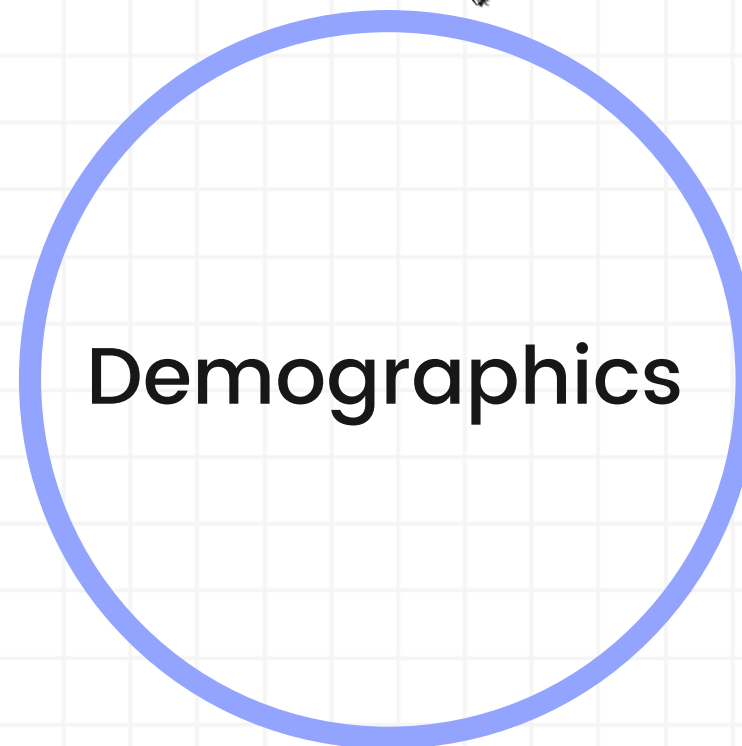
# Find out...



What marketing campaigns are most/lead effective for which devices & invest/trouble shoot accordingly (may have to do with UX/UI)



What types of engagement is most profitable sorted by devices?

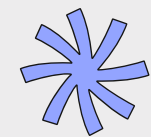


What types of devices is your target demographic on?

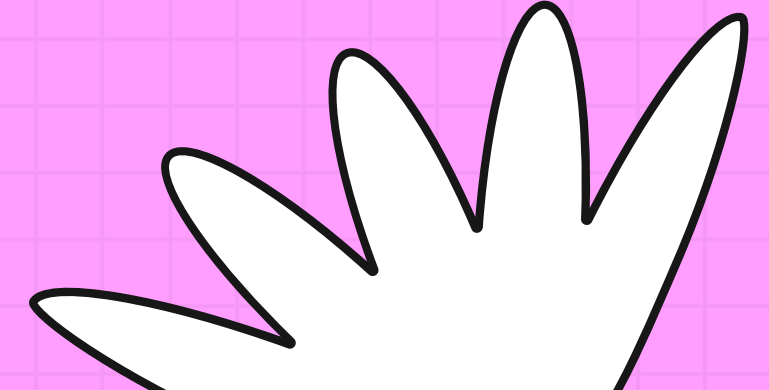




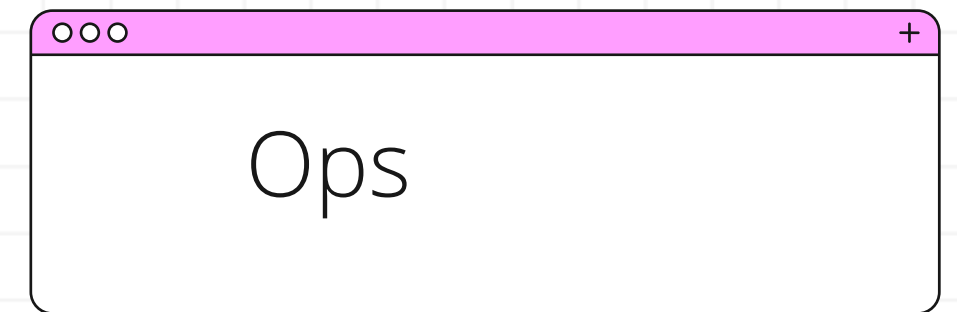
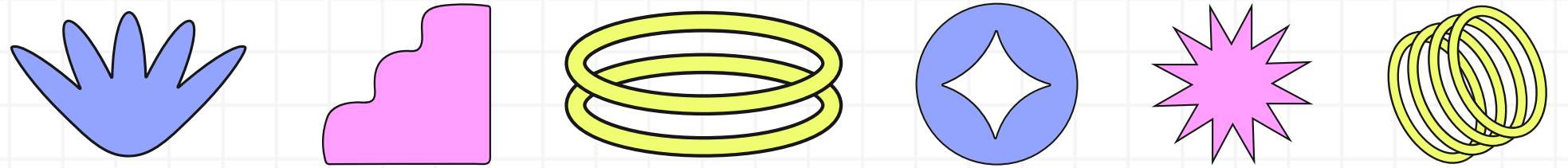
# How Business' Understand Analytics



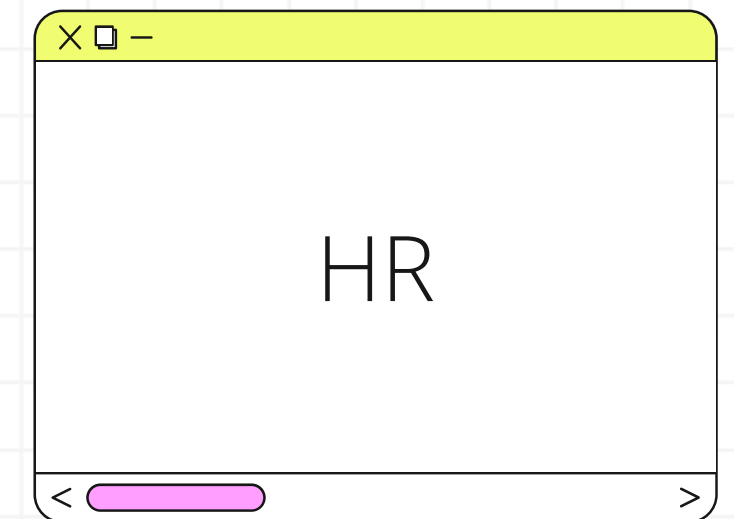
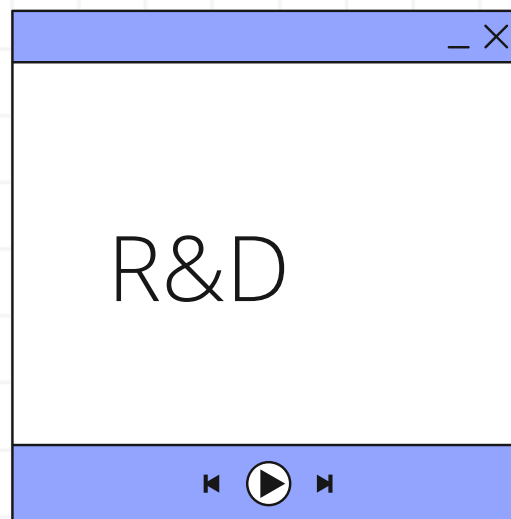
There's lots of different sectors of the business that stand to benefit from Google Analytics insights. But how can they understand these insights and translate them into actionable strategies within their departments?



# Business Segments

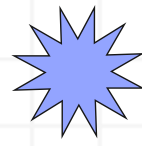


Helpful & actionable analytics



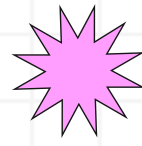


# Marketing

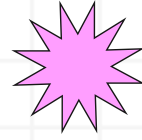


What are my buyer personas?

- geography
- age
- interests
- gender
- language



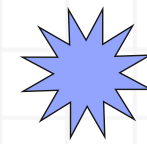
Which campaigns are most effective for which audiences?



What does the buyer's journey//funnel look like?



# How To Get Started



There is SO much information you can collect and analyze on Google Analytics. It's really important to nail down the business strategy and goals before diving in because it is easy to get lost in the numbers.

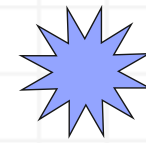
Be sure to have clear goals and KPIs before setting up your account.

Work with a Google Analytics professional to translate your business goals into your Google Analytics dashboard.

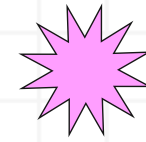
It's important to work with someone that understands the intricacies of your KPIs so they can create the correct filters (not an easy task)!



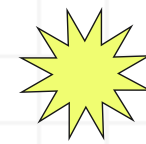
# How To Get Started



Create a Google Analytics Account

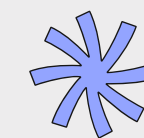
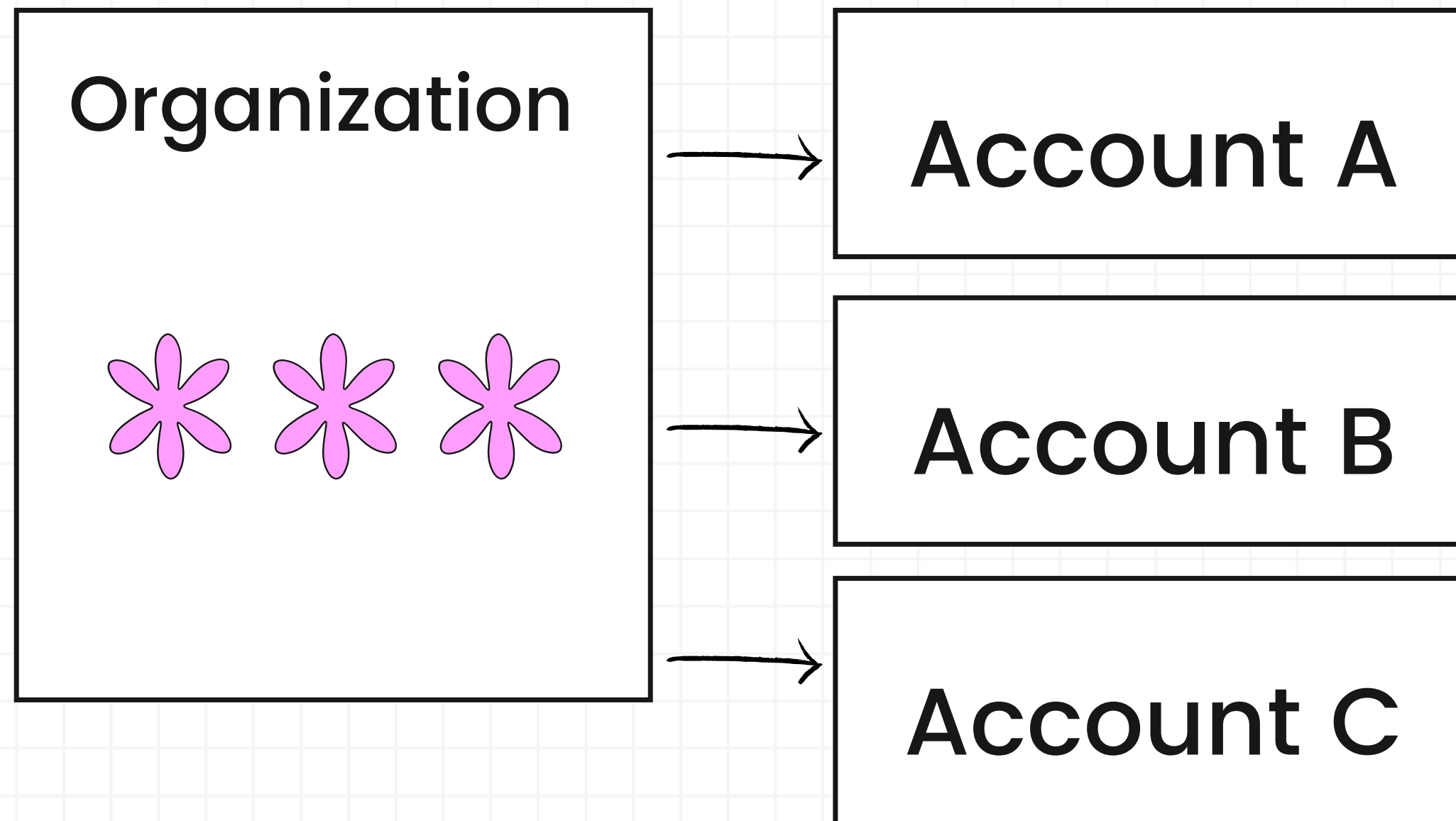
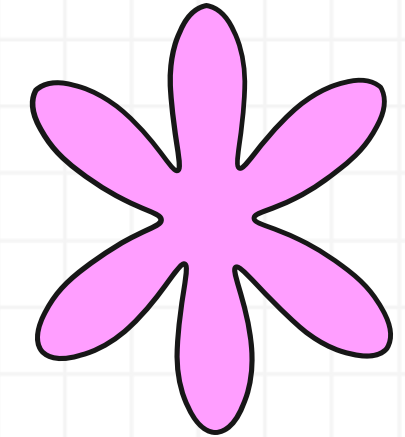


Add small bit of javascript tracking code to each page in your site (consult with IT professional)



Each time a user is on your page their path to your page, their demographics, their device and their interactions on the page are tracked by google and accessible to you.

# Accounts

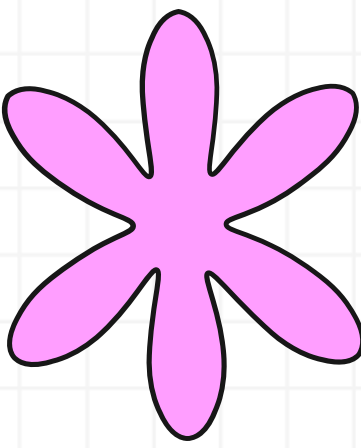


\*Optional to have more than 1 Account  
Small businesses usually have 1.

Small businesses usually have 1.

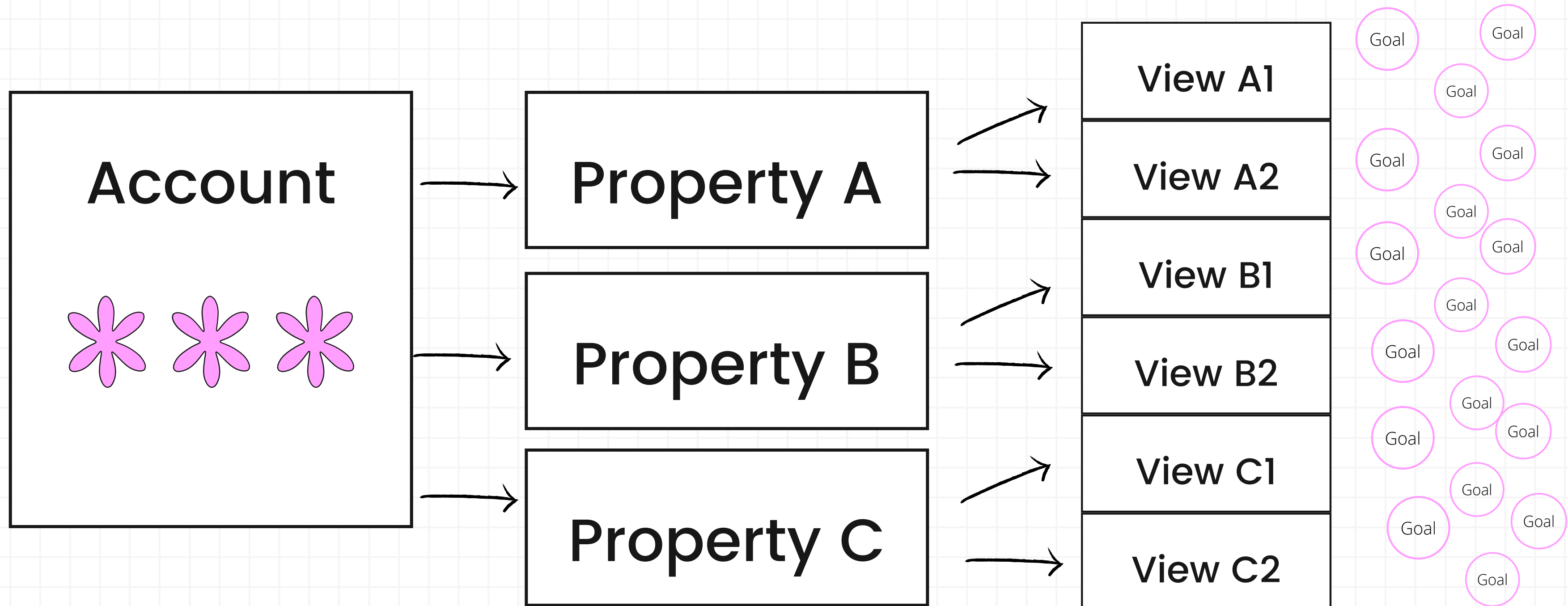
# Accounts

\*Properties can be separated by things such as different geographies or brands

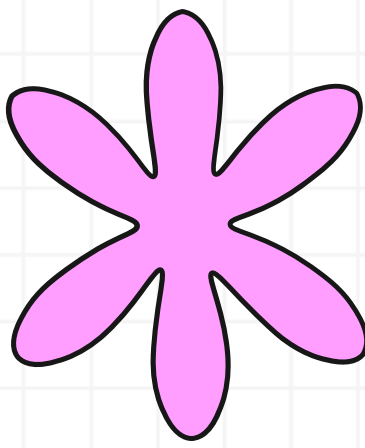


\*Views can be separated by different geographies, in-house views vs external views,

\*each view can have goals ex. how many users purchased a product

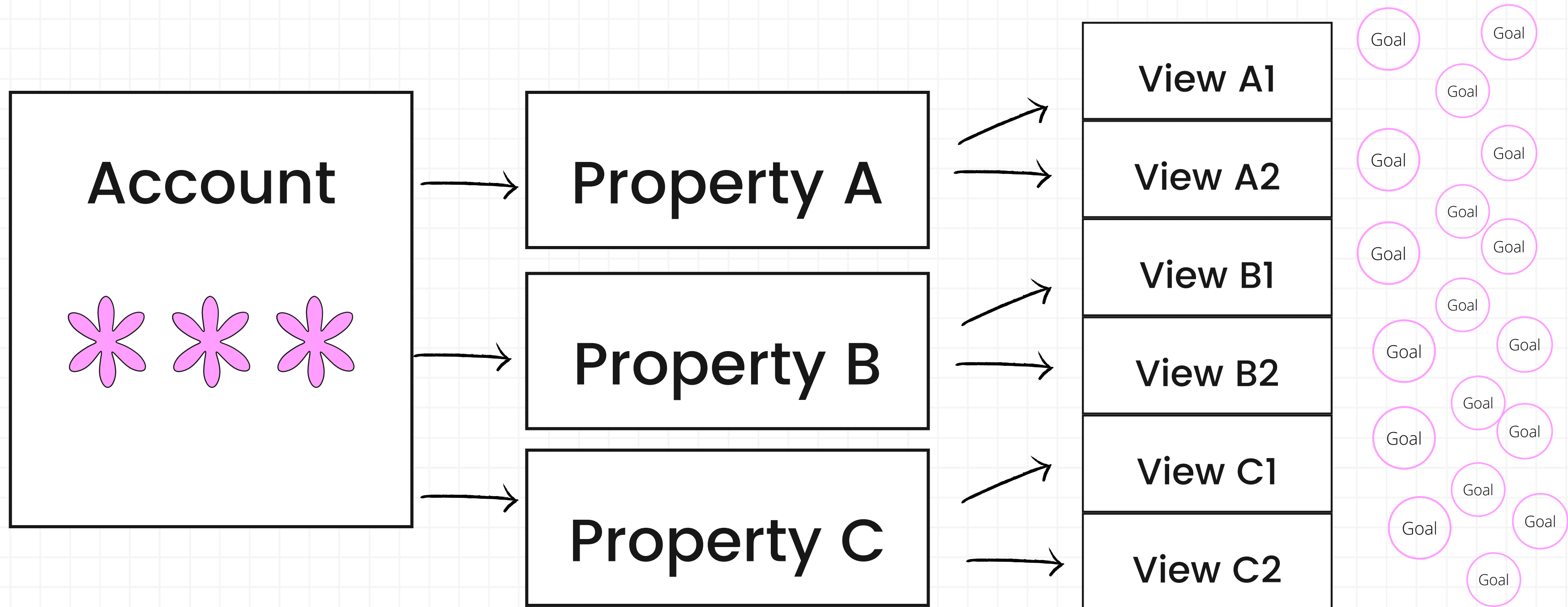


You can set user permissions so users can only read reports OR they can edit.

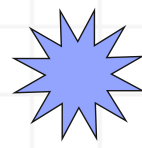
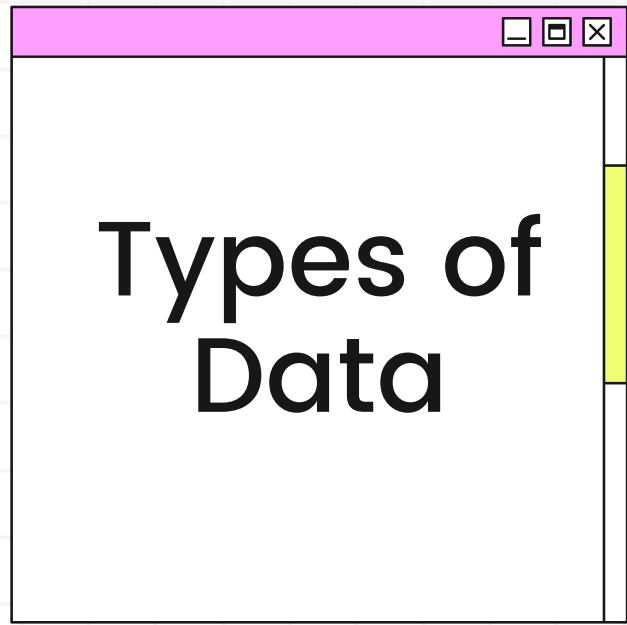


# Access

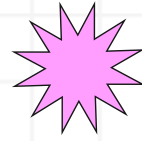
You can set permissions at the account, property or view level. Keep in mind that if you allow someone access to an account they have access to all properties and views, as well if you allow someone access to a property they have access to all views for that property but do not have access to views for other properties in the same account.





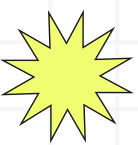


**Real-Time Reports (live)**- look at live user behavior on your website (where your users are coming from and if they are converting)



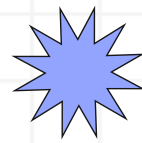
**Audience Reports (demo)**-show you characteristics of your users like:

- age and gender, where they are from, interests, how engaged they were, whether they're new or returning, what technology they are using



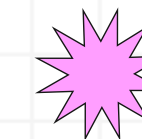
**Acquisition Reports (marketing)**- show which channels (ads or marketing campaigns) brought users to your site like:

- Organic unpaid search
- CPC
- Referral traffic from other web pages
- Social
- Other

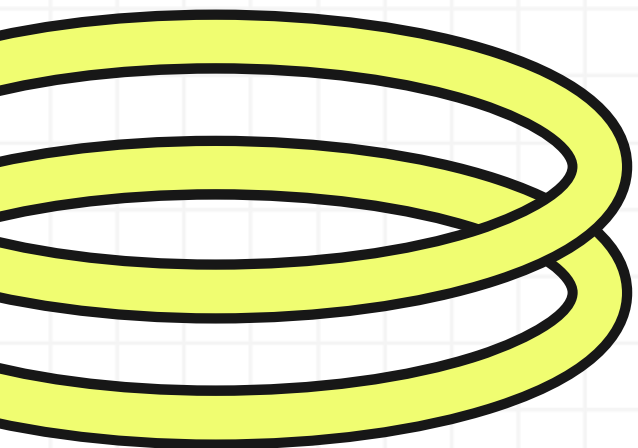


**Behavior Reports (beh)**- show how people engaged on your site including

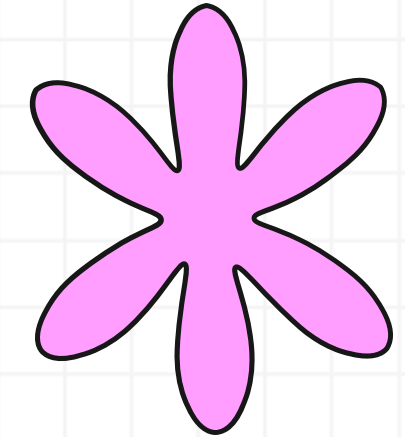
- which pages were views, their landing and exit pages.
- You can track what your users search for on your site and whether they interacted with specific elements



**Conversion Reports (goals)**- track website goals based on your business objectives



# Live Reports



- Users in the last 30 minutes

- Source
- Medium
- Platform
- Campaign

- Users per minute for the last 30 minutes

- Types of users (you set)
- how many times each page was viewed

- Where users on your site right now are located (map)

- number of engagements
- number of conversions
- By property