


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

Your Analytics, Your Way: Convert Using Google Analytics

Workshop by FareHarbor

October 20, 2020



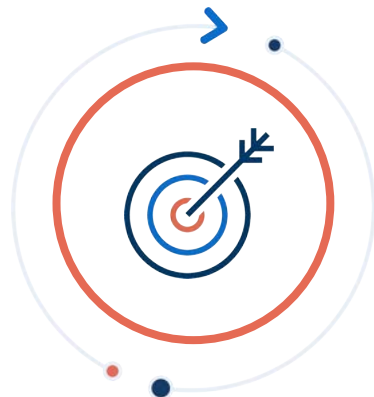
What We'll Cover



**Understanding the
Consumer Journey**



**Using Advanced
Functions to Create
Narratives**



**Applying Your
Findings**



POLL:

How Familiar Are You With Google Analytics?

**I've heard
of it.**

**I've logged
in a few
times.**

**I'm pretty
comfortable
with it.**

**I should
probably be
giving this
presentation!**



Why Should I Use Google Analytics?



It provides powerful and useful data for your business.



It allows you to monitor the effectiveness of online marketing strategies, user experience, and device functionality.



It provides invaluable information, like user behavior, to improve your website.

OUR FOCUS:

MOVING FROM
data **acquisition** TO
data **application**





Understanding Consumer Narratives





Consumer Narratives

*are the stories you can discern
about groups of customers*



Why Should I Care?

Creating Consumer Narratives

- gives you a useful framework to help save time, effort, and money
- allows you to better understand your customers and how to engage with them effectively





The Consumer Journey



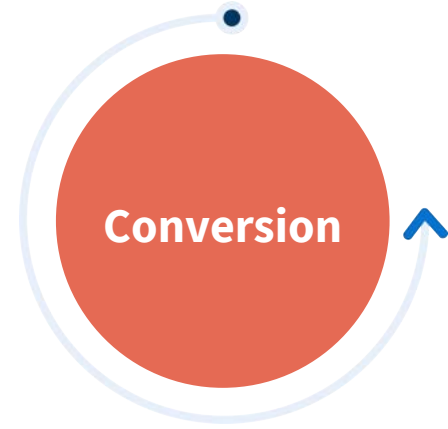
The DQC Framework



Who You Are and
What You Offer



How It Works for Me
(as a Consumer)



Deal or No Deal





**Largest
Acquisition Pool**

- **Starts with SEO**, word of mouth, advertising, and first interaction with website
- **Customers need to know:** what you do, why you are valuable, **why it's important to them**
- **Your task:** have purpose with your content, branding, and SEO

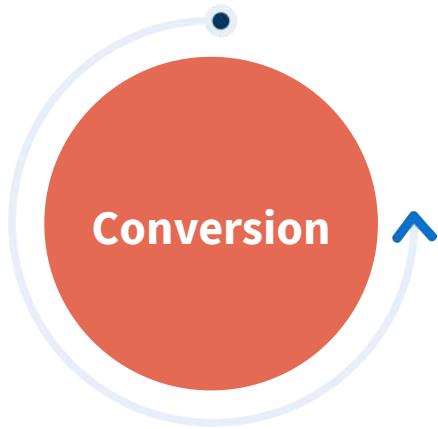




**Leads Become
Customers**

- **Keep customers invested** in your brand and on your site
- **Customers need:** logical paths that create sales. Assume likely decisions and make it easy to get there
- **Your task:** provide key information that the customer needs, such as: product information, costs, accommodations, schedule, emotional buy-in



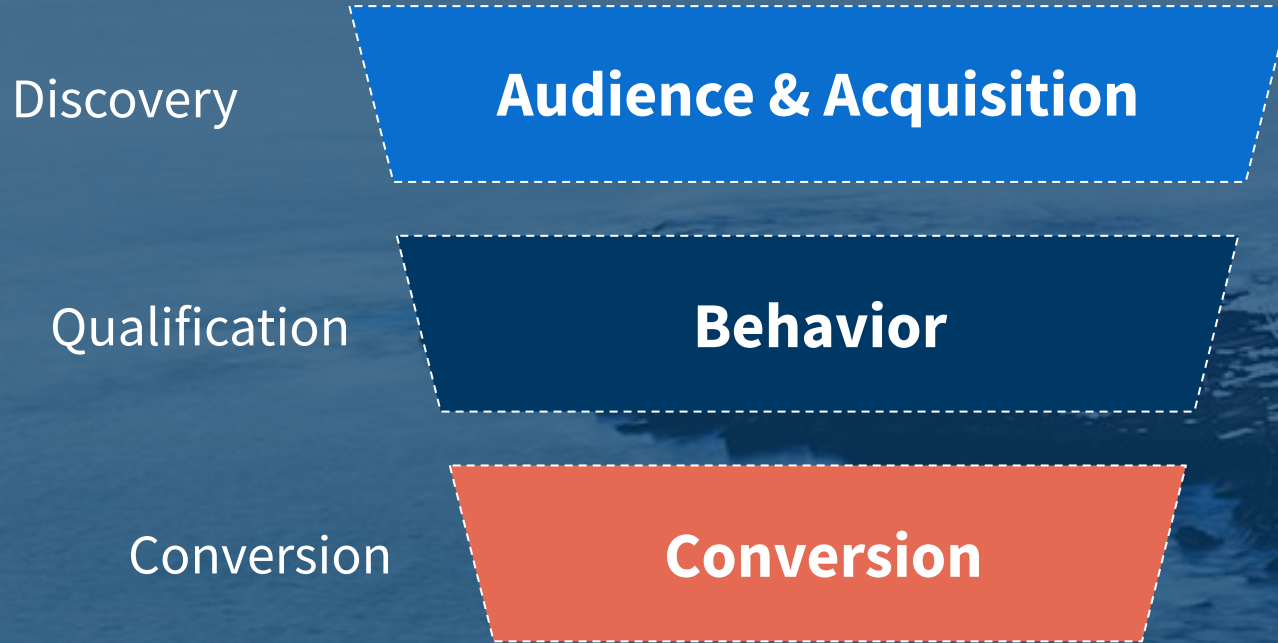


Deal or No Deal

- **This is a binary point:** yes or no
- **Customers need:** that last push. Don't make the customer work - help them make decisions effortlessly
- **Your task:** be consistent and ensure trust!



Google's ABC Funnel



Our Focus Today:

Discovery & Qualification

- Customer spending and behavior has changed substantially during COVID-19
- It's important to understand how successful your outreach is
- Knowing where your customers are coming from remains highly valuable



POLL:

**What Do You Use Most to
Drive Traffic to Your Website?**

**SEO
Projects**

**Google
Ads**

**Facebook
/ Social
Media**

**Word
of Mouth**

**I Don't Do
Anything**





Today's Research:

Are My Marketing Dollars Being Put to Good Use?



Key Concepts & Advanced Functions

Dimensions

Dimensions are categories or characteristics of data that analytics collects and can be used to organize report.

Examples: traffic source, landing page, device category

Secondary Dimensions

A secondary dimension is a subcategory to further divide and organize report. This is often used to expand your reporting data.

Think, show me additional details, let's dive deeper.



Key Concepts & Advanced Functions

Segments

Segments allow you to filter data to include or exclude certain categories. This is often used to contract your reporting data.

Think, let's limit the details to this filter.

Advanced Search

Advanced search is a tool to filter data results by including or excluding certain results.



Key Concepts & Advanced Functions

Metro

Metros can be considered as the areas surrounding a city. More specifically, however, Metro areas in Google Analytics are the same Designated Market Areas (DMAs) created by Nielsen Media Research.

Landing Pages

Landing pages are the first page viewed during a session. In other words, the entrance page

Campaign

A campaign is a set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are used to organize categories of products or services offered by an advertiser.



Ways to Improve Marketing Strategy



**Narrow Down to
Metro/City**



**Develop Your Targeted
Strategy**



**Understand Where to
Optimize Spending**



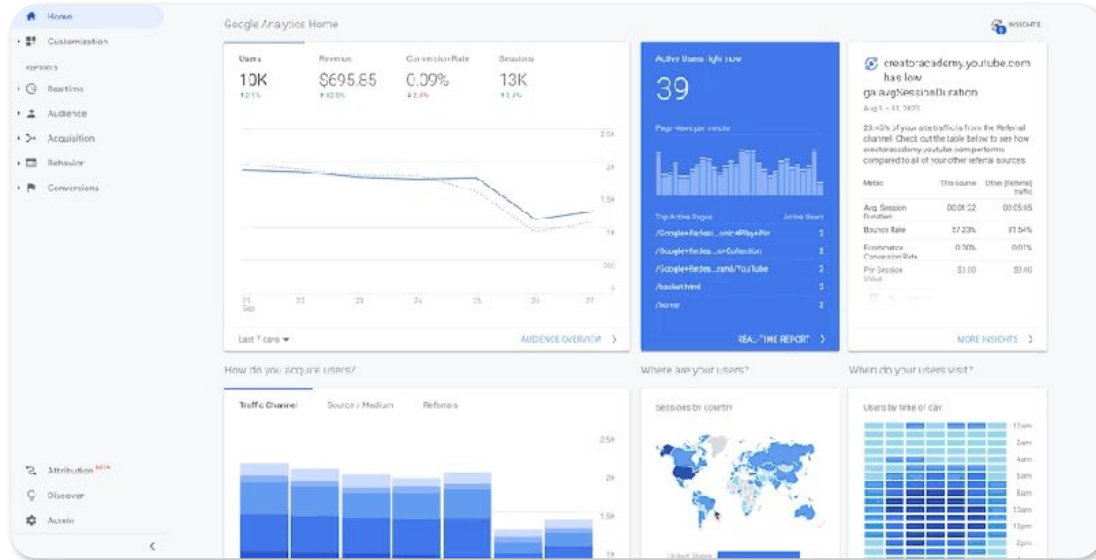


Narratives By Location



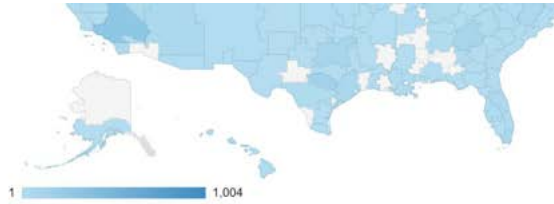
Finding Demographic Information

[Audience > Geo > Location]



Investigate Effectiveness of Marketing Spend

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics
 - Interests
 - Geo**
 - Language
 - Location**
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
 - Users Flow
- Attribution BETA
- Discover
- Admin



Primary Dimension: Region City Metro Other

Secondary dimension: Traffic Type

Advanced Filter ON

Metro	Traffic Type	Acquisition			Behavior			Conversions <small>eCommerce</small>		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		4,568 <small>% of Total: 1.21% (378,405)</small>	3,494 <small>% of Total: 0.93% (377,214)</small>	6,612 <small>% of Total: 1.25% (530,893)</small>	31.11% <small>Avg for View: 44.57% (33,214)</small>	6.18 <small>Avg for View: 4.60 (34,293)</small>	00:03:56 <small>Avg for View: 00:02:59 (31,422)</small>	15 <small>% of Total: 2.07% (723)</small>	\$822.21 <small>% of Total: 2.02% (\$40,747.92)</small>	0.24% <small>Avg for View: 0.14% (77.01%)</small>
1. New York, NY	paid	504 (10.74%)	383 (10.96%)	683 (10.33%)	28.70%	6.02	00:03:53	4 (26.67%)	\$88.36 (10.75%)	0.59%
2. Washington DC (Hagerstown MD)	paid	135 (2.88%)	109 (3.12%)	182 (2.75%)	35.71%	6.48	00:03:48	2 (13.33%)	\$20.73 (2.52%)	1.10%
3. Atlanta GA	paid	94 (2.09%)	75 (2.15%)	123 (1.86%)	33.33%	7.11	00:03:56	2 (13.33%)	\$167.71 (20.40%)	1.63%
4. Chicago IL	paid	160 (3.41%)	122 (3.49%)	225 (3.40%)	29.78%	6.99	00:03:56	2 (13.33%)	\$217.95 (26.51%)	0.89%
5. Seattle-Tacoma WA	paid	136 (2.90%)	105 (3.01%)	189 (2.86%)	33.86%	5.34	00:03:32	2 (13.33%)	\$191.11 (23.24%)	1.06%
6. Houston TX	paid	65 (1.39%)	55 (1.57%)	86 (1.30%)	43.02%	4.78	00:03:00	1 (6.67%)	\$36.54 (4.44%)	1.16%
7. New Orleans LA	paid	8 (0.17%)	5 (0.14%)	10 (0.15%)	30.00%	8.90	00:05:31	1 (6.67%)	\$47.45 (5.77%)	10.00%
8. San Francisco-Oakland-San Jose CA	paid	1,004 (21.40%)	705 (20.18%)	1,527 (23.09%)	27.96%	6.32	00:03:56	1 (6.67%)	\$52.36 (6.37%)	0.07%
9. (not set)	paid	217 (4.63%)	134 (3.84%)	325 (4.92%)	27.08%	6.58	00:05:08	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Portland-Auburn ME	paid	7 (0.15%)	7 (0.20%)	12 (0.18%)	58.33%	3.92	00:00:51	0 (0.00%)	\$0.00 (0.00%)	0.00%

Show rows: 10 Go to: 1 1-10 of 168



Use Comparison To Create Action

Now that we have our report we can investigate narratives using comparison.

Ask yourself: By location, where are my dollars best spent? Are they being well spent?



What Should I Consider?



1

Which metros convert at the highest rate?
Quality of users vs. quantity of users

2

Set geotargeting for your Ads, even
going as far to set your bid sensitivity
based on location

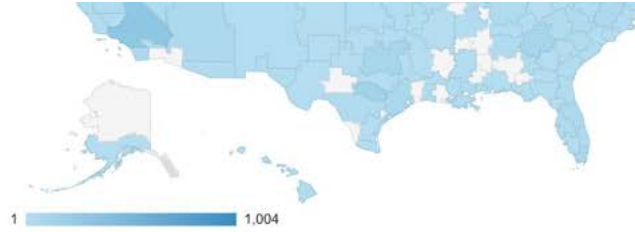
3

Understanding exactly where
to target will help you spend the
right money for your outreach



Utilizing Your Findings

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
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 - Cohort Analysis BETA
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 - Geo**
 - Language
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 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
 - Users Flow
 - Attribution BETA
 - Discover
 - Admin



Primary Dimension: Region City Metro Other

Secondary dimension: Traffic Type

Advanced Filter ON

Metro	Traffic Type	Acquisition			Behavior			Conversions			eCommerce
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	
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1. New York, NY	paid	504 (10.74%)	383 (10.96%)	683 (10.33%)	28.70%	6.02	00:03:53	4 (26.67%)	\$88.36 (10.75%)	0.59%	
2. Washington DC (Hagerstown MD)	paid	135 (2.88%)	109 (3.12%)	182 (2.75%)	35.71%	6.48	00:03:48	2 (13.33%)	\$20.73 (2.52%)	1.10%	
3. Atlanta GA	paid	94 (2.00%)	75 (2.15%)	123 (1.86%)	33.33%	7.11	00:03:56	2 (13.33%)	\$167.71 (20.40%)	1.63%	
4. Chicago IL	paid	160 (3.41%)	122 (3.49%)	225 (3.40%)	29.78%	6.99	00:03:56	2 (13.33%)	\$217.95 (26.51%)	0.89%	
5. Seattle-Tacoma WA	paid	136 (2.90%)	105 (3.01%)	189 (2.86%)	33.86%	5.34	00:03:32	2 (13.33%)	\$191.11 (23.24%)	1.06%	
6. Houston TX	paid	65 (1.39%)	55 (1.57%)	86 (1.30%)	43.02%	4.78	00:03:00	1 (6.67%)	\$36.54 (4.44%)	1.16%	
7. New Orleans LA	paid	8 (0.17%)	5 (0.14%)	10 (0.15%)	30.00%	8.90	00:05:31	1 (6.67%)	\$47.45 (5.77%)	10.00%	
8. San Francisco-Oakland-San Jose CA	paid	1,004 (21.40%)	705 (20.18%)	1,527 (23.09%)	27.96%	6.32	00:03:56	1 (6.67%)	\$52.36 (6.37%)	0.07%	
9. (not set)	paid	217 (4.63%)	134 (3.84%)	325 (4.92%)	27.08%	6.58	00:05:08	0 (0.00%)	\$0.00 (0.00%)	0.00%	
10. Portland-Auburn ME	paid	7 (0.15%)	7 (0.20%)	12 (0.18%)	58.33%	3.92	00:00:51	0 (0.00%)	\$0.00 (0.00%)	0.00%	

Show rows: 10 Go to: 1 1 - 10 of 168

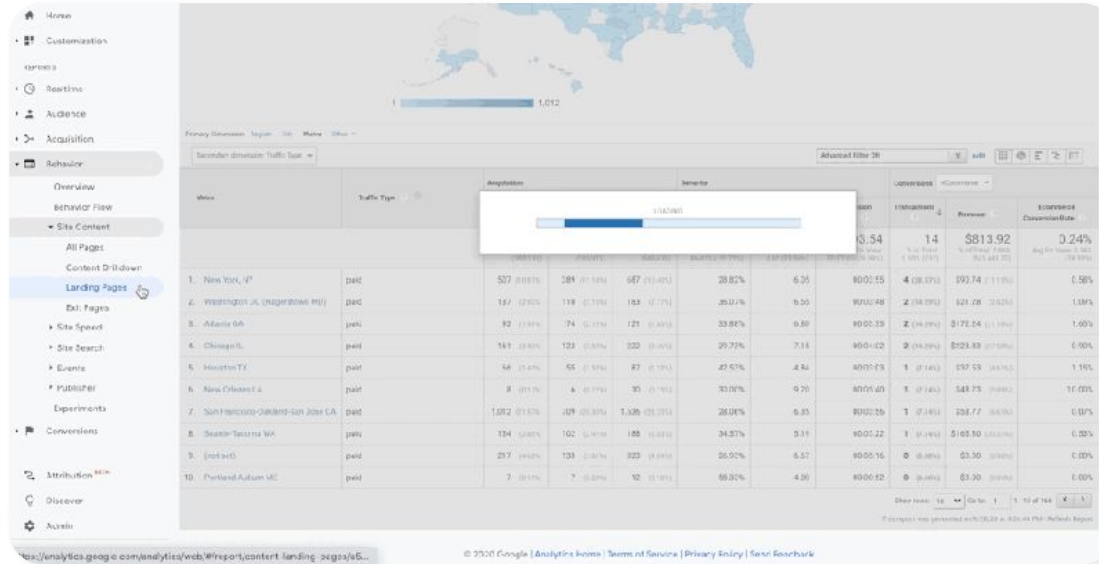


Narratives By Landing Page

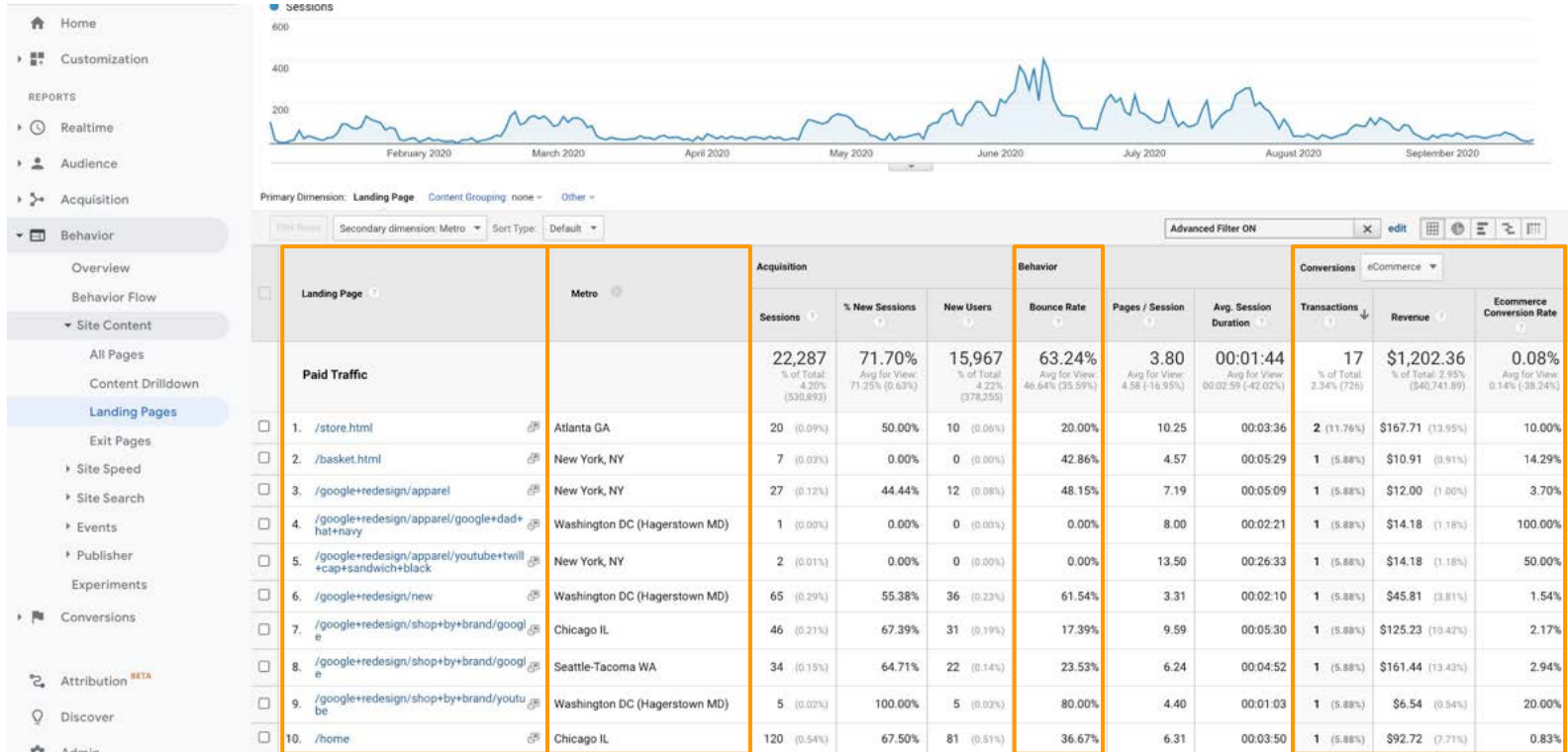


Finding Landing Page Information

[Behavior > Site Content > Landing Pages]



Investigate Effectiveness of Marketing Spend



A person with a backpack walking down a narrow, cobblestone street in a city. The street is lined with buildings and a bicycle is parked on the left. The person is wearing a light-colored hoodie and dark pants. The scene is captured from behind, showing the person walking away from the camera.

Use Comparison To Create Action

We're now looking at customer behavior when they begin on our website. Let's create a narrative through these different terms of comparison.

Ask yourself: What pages are other locales getting to? Am I targeting the right audience and pages?



What Should I Consider?



1

Which landing pages convert the highest?

2

Consider different landing pages for your ads based on customer location

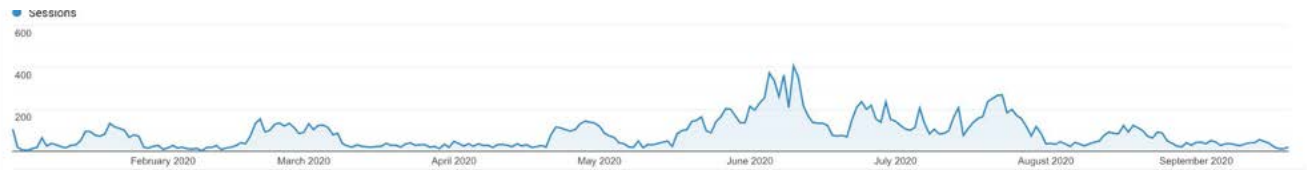
3

This information can help you determine the best behavior for your potential customers



Utilizing Your Findings

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior
- Overview
- Behavior Flow
- Site Content
- All Pages
- Content Drilldown
- Landing Pages
- Exit Pages
- Site Speed
- Site Search
- Events
- Publisher
- Experiments
- Conversions
- Attribution BETA
- Discover
- Admin



Primary Dimension: **Landing Page** Content Grouping: none - Other -

Filter Rows Secondary dimension: Metro Sort Type: Default Advanced Filter ON

Landing Page	Metro	Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Paid Traffic		22,287 <small>% of Total: 4.20% (530,893)</small>	71.70% <small>Avg for View: 71.25% (0.63%)</small>	15,967 <small>% of Total: 4.22% (378,255)</small>	63.24% <small>Avg for View: 46.64% (35.99%)</small>	3.80 <small>Avg for View: 4.58 (-16.95%)</small>	00:01:44 <small>Avg for View: 00:02:59 (-42.02%)</small>	17 <small>% of Total: 3.34% (725)</small>	\$1,202.36 <small>% of Total: 2.95% (\$40,741.89)</small>	0.08% <small>Avg for View: 0.14% (-38.24%)</small>
1. /store.html	Atlanta GA	20 (0.09%)	50.00%	10 (0.06%)	20.00%	10.25	00:03:36	2 (11.76%)	\$167.71 (13.95%)	10.00%
2. /basket.html	New York, NY	7 (0.03%)	0.00%	0 (0.00%)	42.86%	4.57	00:05:29	1 (5.88%)	\$10.91 (0.91%)	14.29%
3. /google+redesign/apparel	New York, NY	27 (0.12%)	44.44%	12 (0.08%)	48.15%	7.19	00:05:09	1 (5.88%)	\$12.00 (1.00%)	3.70%
4. /google+redesign/apparel/google+dad+hat+navy	Washington DC (Hagerstown MD)	1 (0.00%)	0.00%	0 (0.00%)	0.00%	8.00	00:02:21	1 (5.88%)	\$14.18 (1.18%)	100.00%
5. /google+redesign/apparel/youtube+will+cap+sandwich+black	New York, NY	2 (0.01%)	0.00%	0 (0.00%)	0.00%	13.50	00:26:33	1 (5.88%)	\$14.18 (1.18%)	50.00%
6. /google+redesign/new	Washington DC (Hagerstown MD)	65 (0.29%)	55.38%	36 (0.23%)	61.54%	3.31	00:02:10	1 (5.88%)	\$45.81 (3.81%)	1.54%
7. /google+redesign/shop+by+brand/google	Chicago IL	46 (0.21%)	67.39%	31 (0.19%)	17.39%	9.59	00:05:30	1 (5.88%)	\$125.23 (10.42%)	2.17%
8. /google+redesign/shop+by+brand/google	Seattle-Tacoma WA	34 (0.15%)	64.71%	22 (0.14%)	23.53%	6.24	00:04:52	1 (5.88%)	\$161.44 (13.43%)	2.94%
9. /google+redesign/shop+by+brand/youtube	Washington DC (Hagerstown MD)	5 (0.02%)	100.00%	5 (0.03%)	80.00%	4.40	00:01:03	1 (5.88%)	\$6.54 (0.54%)	20.00%
10. /home	Chicago IL	120 (0.54%)	67.50%	81 (0.51%)	36.67%	6.31	00:03:50	1 (5.88%)	\$92.72 (7.71%)	0.83%



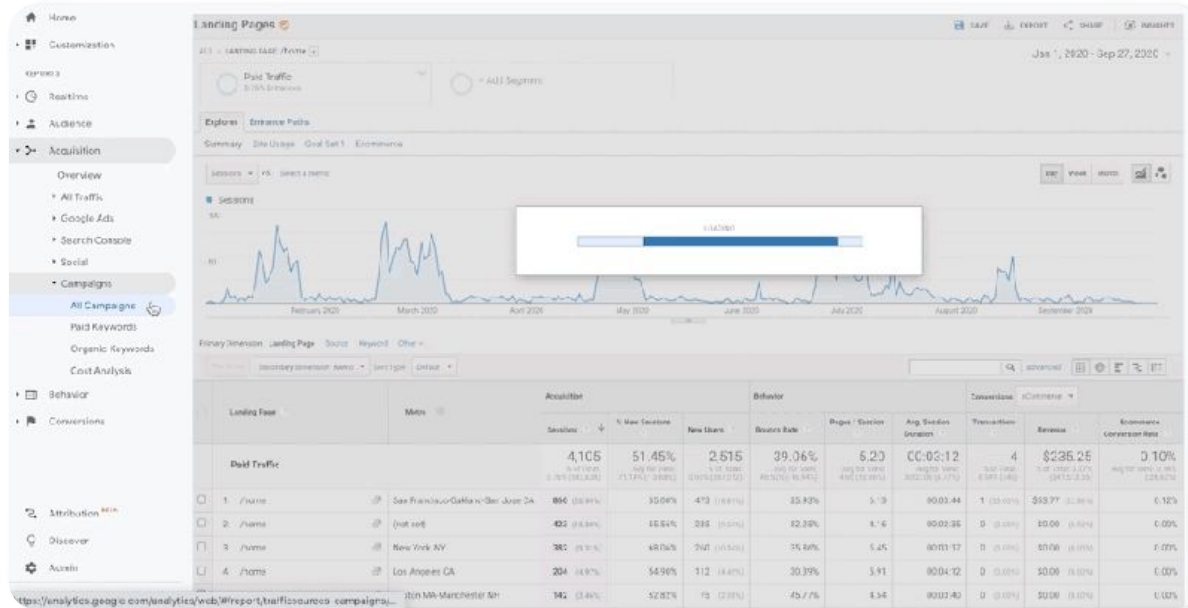


Narratives By Campaign

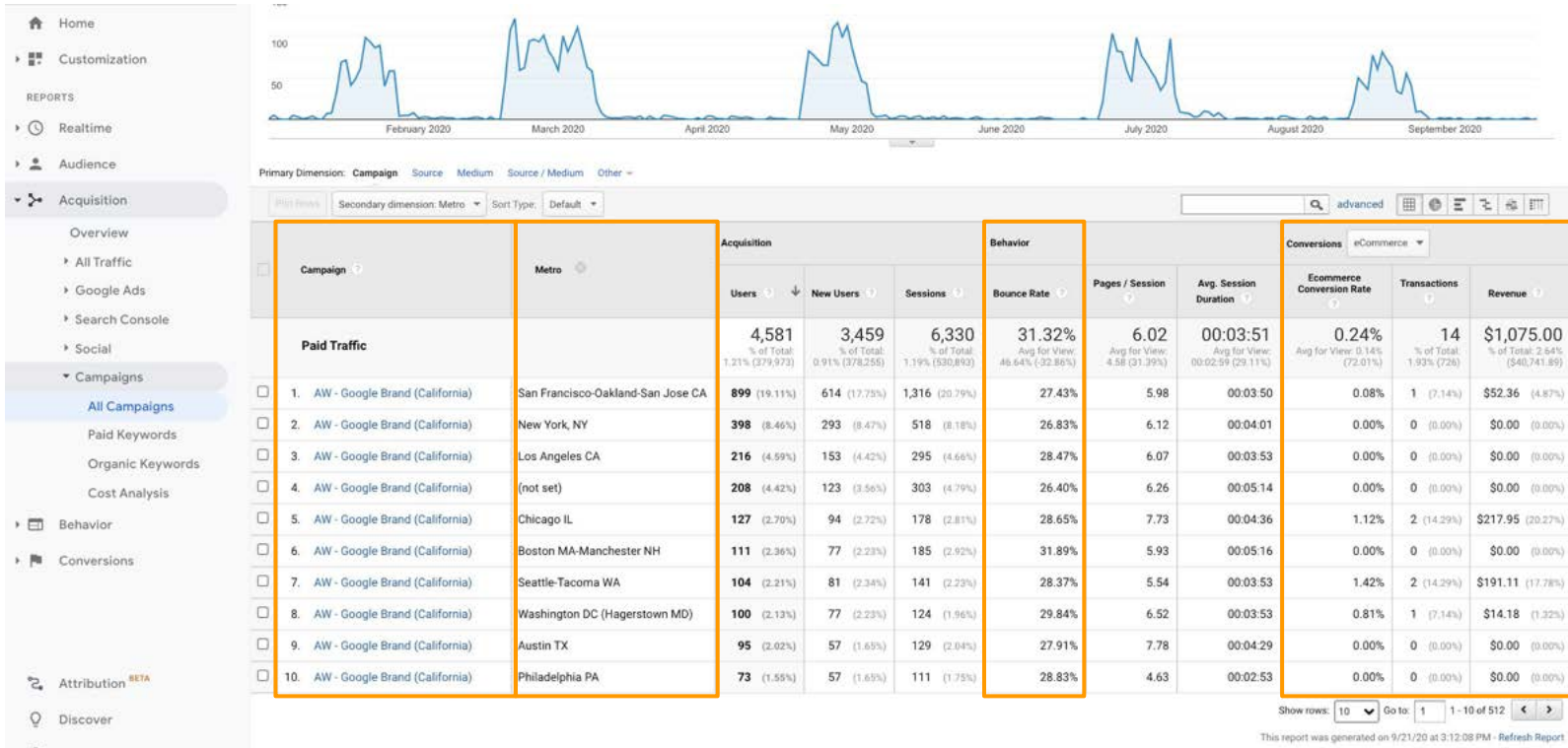


Finding Campaign Information

[Audience > Location > Metro]



Investigate Effectiveness of Marketing Spend





Use Comparison To Create Action

Take this information to the source.
Develop a plan of action to identify where
you should make your adjustments by
campaign.

Ask yourself: Which specific campaigns
need adjustments, by location?



What Should I Consider?

1

Am I spending more on a Campaign than I am earning?

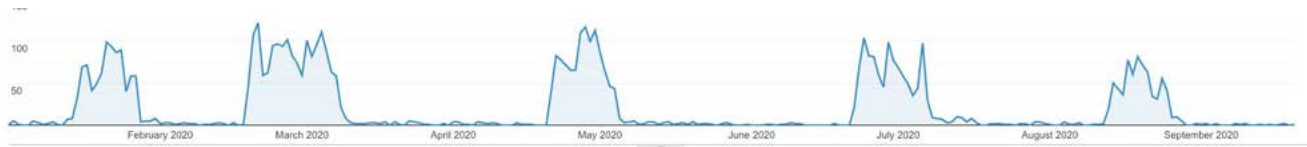
2

Can I incorporate location insights to make these campaigns more effective?



Utilizing Your Findings

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
 - Social
 - Campaigns
 - All Campaigns
 - Paid Keywords
 - Organic Keywords
 - Cost Analysis
 - Behavior
 - Conversions
 - Attribution BETA
 - Discover



Primary Dimension: Campaign Source Medium Source / Medium Other -

advanced

Campaign	Metro	Acquisition			Behavior			Conversions <small>eCommerce</small>		
		Users <small>% of Total</small>	New Users <small>% of Total</small>	Sessions <small>% of Total</small>	Bounce Rate <small>Avg for View</small>	Pages / Session <small>Avg for View</small>	Avg. Session Duration <small>Avg for View</small>	Ecommerce Conversion Rate <small>% of Total</small>	Transactions <small>% of Total</small>	Revenue <small>% of Total</small>
Paid Traffic		4,581 <small>1.21% (379,973)</small>	3,459 <small>0.91% (378,255)</small>	6,330 <small>1.19% (530,893)</small>	31.32% <small>46.64% (-32.86%)</small>	6.02 <small>4.58 (31.39%)</small>	00:03:51 <small>00:02:59 (29.11%)</small>	0.24% <small>72.01%</small>	14 <small>1.93% (726)</small>	\$1,075.00 <small>2.64% (\$40,741.89)</small>
<input type="checkbox"/> 1. AW - Google Brand (California)	San Francisco-Oakland-San Jose CA	899 (19.11%)	614 (17.73%)	1,316 (20.79%)	27.43%	5.98	00:03:50	0.08%	1 (7.14%)	\$52.36 (4.87%)
<input type="checkbox"/> 2. AW - Google Brand (California)	New York, NY	398 (8.46%)	293 (8.47%)	518 (8.18%)	26.83%	6.12	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 3. AW - Google Brand (California)	Los Angeles CA	216 (4.69%)	153 (4.42%)	295 (4.66%)	28.47%	6.07	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 4. AW - Google Brand (California)	(not set)	208 (4.42%)	123 (3.56%)	303 (4.79%)	26.40%	6.26	00:05:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 5. AW - Google Brand (California)	Chicago IL	127 (2.70%)	94 (2.72%)	178 (2.81%)	28.65%	7.73	00:04:36	1.12%	2 (14.29%)	\$217.95 (20.27%)
<input type="checkbox"/> 6. AW - Google Brand (California)	Boston MA-Manchester NH	111 (2.36%)	77 (2.23%)	185 (2.92%)	31.89%	5.93	00:05:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 7. AW - Google Brand (California)	Seattle-Tacoma WA	104 (2.21%)	81 (2.34%)	141 (2.23%)	28.37%	5.54	00:03:53	1.42%	2 (14.29%)	\$191.11 (17.78%)
<input type="checkbox"/> 8. AW - Google Brand (California)	Washington DC (Hagerstown MD)	100 (2.13%)	77 (2.23%)	124 (1.96%)	29.84%	6.52	00:03:53	0.81%	1 (7.14%)	\$14.18 (1.32%)
<input type="checkbox"/> 9. AW - Google Brand (California)	Austin TX	95 (2.02%)	57 (1.63%)	129 (2.04%)	27.91%	7.78	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/> 10. AW - Google Brand (California)	Philadelphia PA	73 (1.55%)	57 (1.63%)	111 (1.75%)	28.83%	4.63	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 512

This report was generated on 9/21/20 at 3:12:08 PM - Refresh Report





Let's Recap



3 Key Takeaways



**Importance of
the Consumer
Journey**



**Using Advanced
Functions for
Narratives**



**Applying Your
Findings to
Your Strategy**





Importance of the Consumer Journey

- Learn the stages of the DQC Framework
- Know which stage you are targeting
- Save time in Analytics using the right reports





Using Advanced Functions for Narratives

- **Ask questions to narrow your scope**
- **Break the report down using advanced functions**
- **Ask: are you reaching the right customers and spending marketing dollars wisely?**



Applying Your Findings to Your Strategy

- Use comparison!
- Form hypotheses based on what you control
- Implement and test



Three Narrative Options!



**Adjust Your
Strategy By
Location Itself**



**Adjust Your
Landing Pages
By Location**



**Adjust Your
Campaigns
By Location**





SEO WEBSITES

Google Analytics Checklist

Last Updated: April 16, 2020

Google Analytics (GA) is one of the most useful and popular digital analytics tools you can implement on your website. GA allows you to see high-level insights as well as to drill down deep into...

[VIEW CHECKLIST](#)

All Skill Levels



10 MINUTE READ

SEO WEBSITES

Using Google Analytics Data to Maximize Opportunity

Last Updated: June 1, 2020

There are a lot of how-tos on navigating Google Analytics. Other third parties and industry experts have endless blogs and tutorials on what each report means and how to properly set up various filters, custom...

[VIEW ARTICLE](#)

Intermediate, Advanced



10 MINUTE READ

WEBSITES

BUSINESS MANAGEMENT TIPS DIGITAL MARKETING

Mapping Your Customer's Digital Journey

Last Updated: April 23, 2020

Booking vacations can be an exciting experience, but it can also require a lot of research from the traveler's perspective. Customer journey maps are a great tool to visually represent your customers' experience from beginning...

[VIEW ARTICLE](#)

Intermediate, Advanced





Questions?





Thank You!

