Lunabean Media

SLWT - Google Analytics Webinar

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GENERAL DEFINITIONS

Audience

- Users - The number of unique people visiting your site in the time period chosen
- Sessions - A user's visit to the site starts a session. Sessions last until there are 30 minutes of inactivity.

Note - A single user can open multiple sessions.

Example: I visit SLWT. I'm one user opening one session. I visit tomorrow. I'm still one unique user, but now I have two sessions.

Acquisition

- Source - The place users are before they get to your site. Example: A search engine or Facebook.
- Medium - How they arrived at your site:. Example: Paid vs. Organic.
- Referral - List of other domains that have sent your website traffic.

Behavior

- Bounces - Single page sessions.

Note - A high bounce rate is not necessarily a good or bad thing.

Example: Your map/visit page may have a high bounce rate because people looking for map and directions visit that page, get what they need and leave.

BASIC NAVIGATION

- Left side has all your choices
- Upper right is your date selection and "compare to"
- Above date selection is menu to save/share/export any given report

REPORTS TO CARE ABOUT

Real Time

- Visit https://senecalakewine.com/ when I tell you

Audience

Weekly

- Overview
  - Pull it out for a year
  - Look for anomalies

Monthly

- Demographics > Overview
  - Who are your users?
- Geo > Location
  - Where are your users coming from?
    - Secondary Dimension – Source/Medium
    - Secondary Dimension – Age
- Behavior > New vs. Returning
  - How many people have visited your site before? What kind of marketing can you do to get people back? What kind of marketing are you doing to get new people?
- Mobile > Overview
  - How much of your traffic is mobile?
  - If you have ecommerce set up, how is the mobile ecom conversion rate compared to desktop? Is there an issue with your mobile shopping?

Acquisition

Monthly

- All traffic > Source/Medium
  - What is the source of your traffic?
- All traffic > Referral
  - What websites are referring traffic?
    - You can use the search box to isolate.

As Needed

- Campaigns > All Campaigns
  - Take a look at these after you send emails

Behavior

Weekly

- Site Content > All Pages
  - What are you most popular pages?
    - Secondary dimension – Source/Medium
    - You can use the search box to isolate.

FREE TOOL - PUT REPORTS IN PLAIN ENGLISH

https://www.quillengage.com/

WEBSITE BEST PRACTICES THAT CAN AFFECT SEO

- SSL certificate (https://)
- Good alt tags
- Site speed
- Google Webmaster Tools set up (free)
- Update your Google My Business listing

ECOMMERCE TRACKING

- Conversions > Ecommerce > Overview
    - If you don't have this, go ahead and enable it
    - If you are on WineDirect and don't have it, open a ticket with them and they will get it going for you
    - If you are on another ecommerce system, reach out to a developer (we do this) and they will create the script needed to get this working