

Using Google Analytics for

Reporting







5 Tips and Tricks to Stay on Track

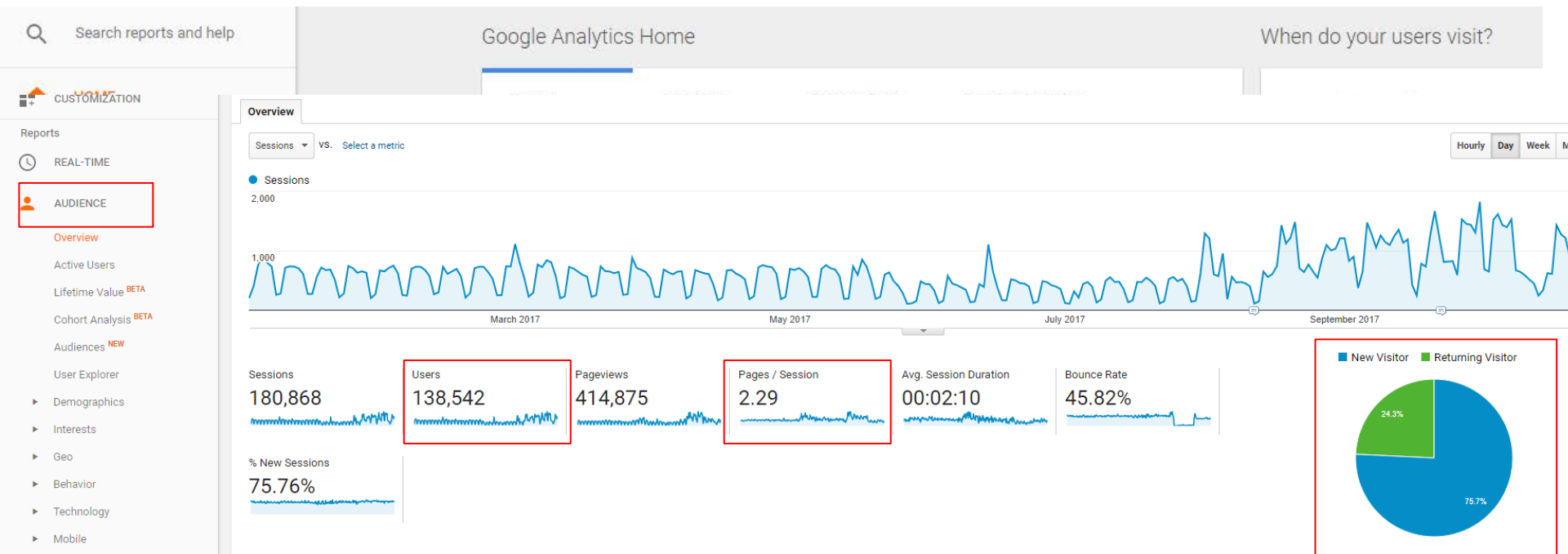


1

Keep an Eye on
the Basics

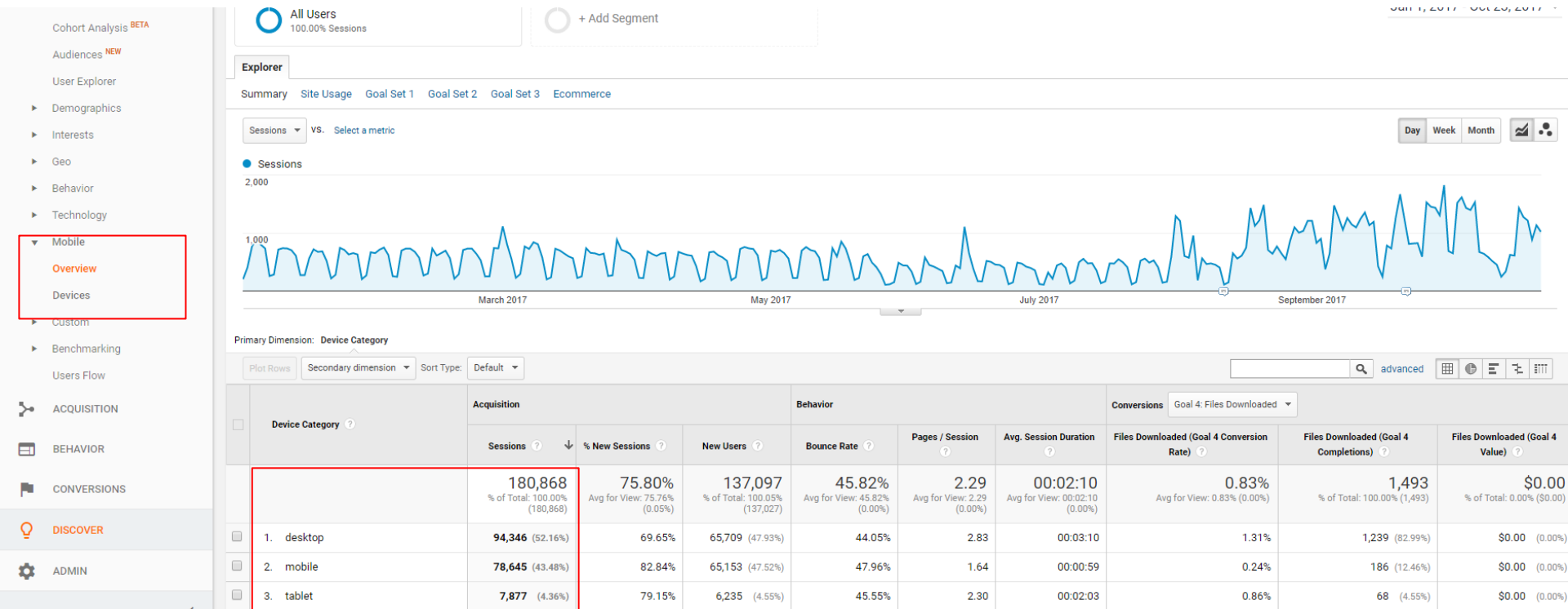
Basic Metrics to Monitor Monthly

- Users



Basic Metrics to Monitor Monthly

- Users
- Devices



Test your mobile speed.

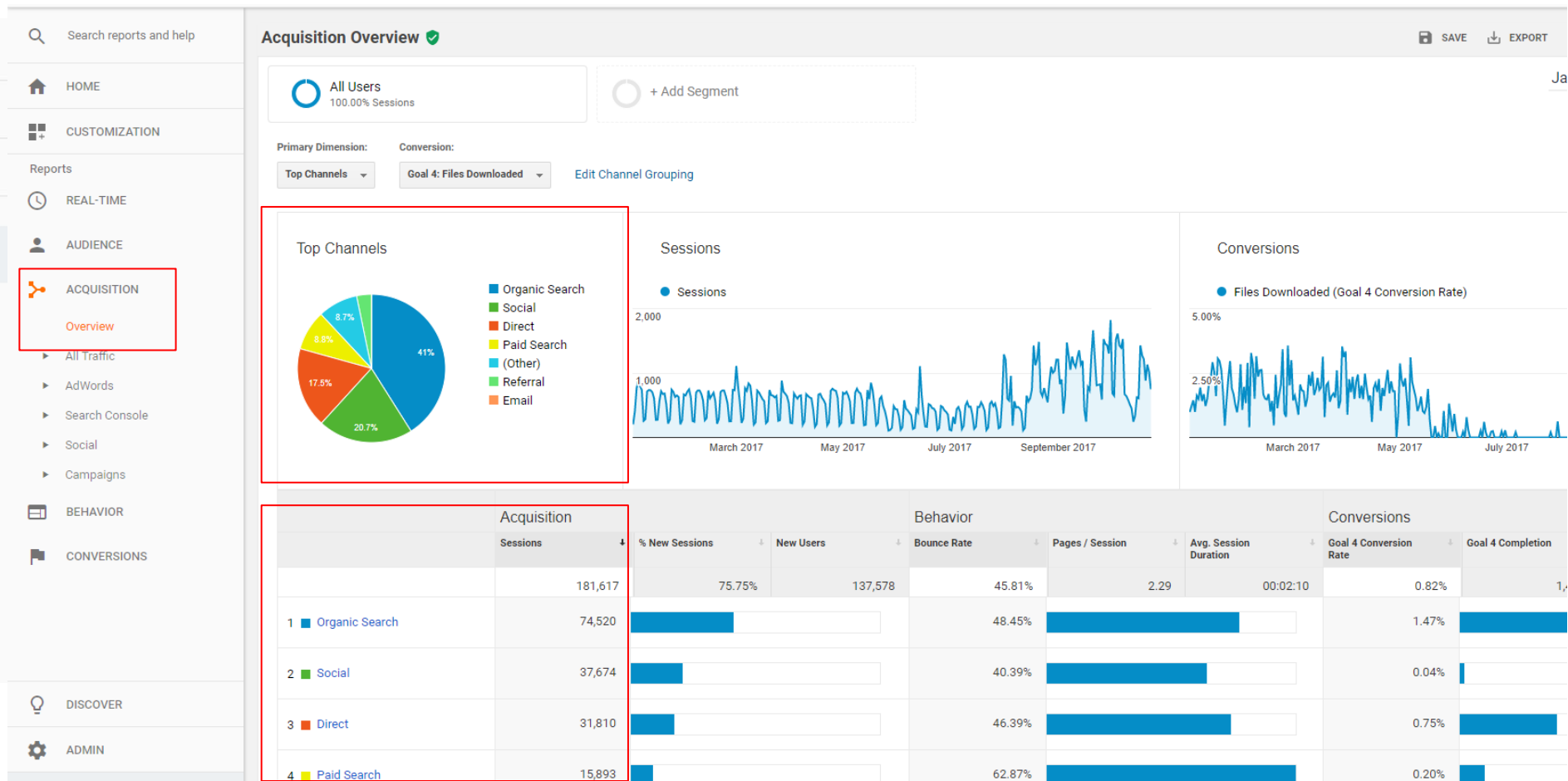
Most sites lose half their visitors while loading.

Enter URL to test your speed.



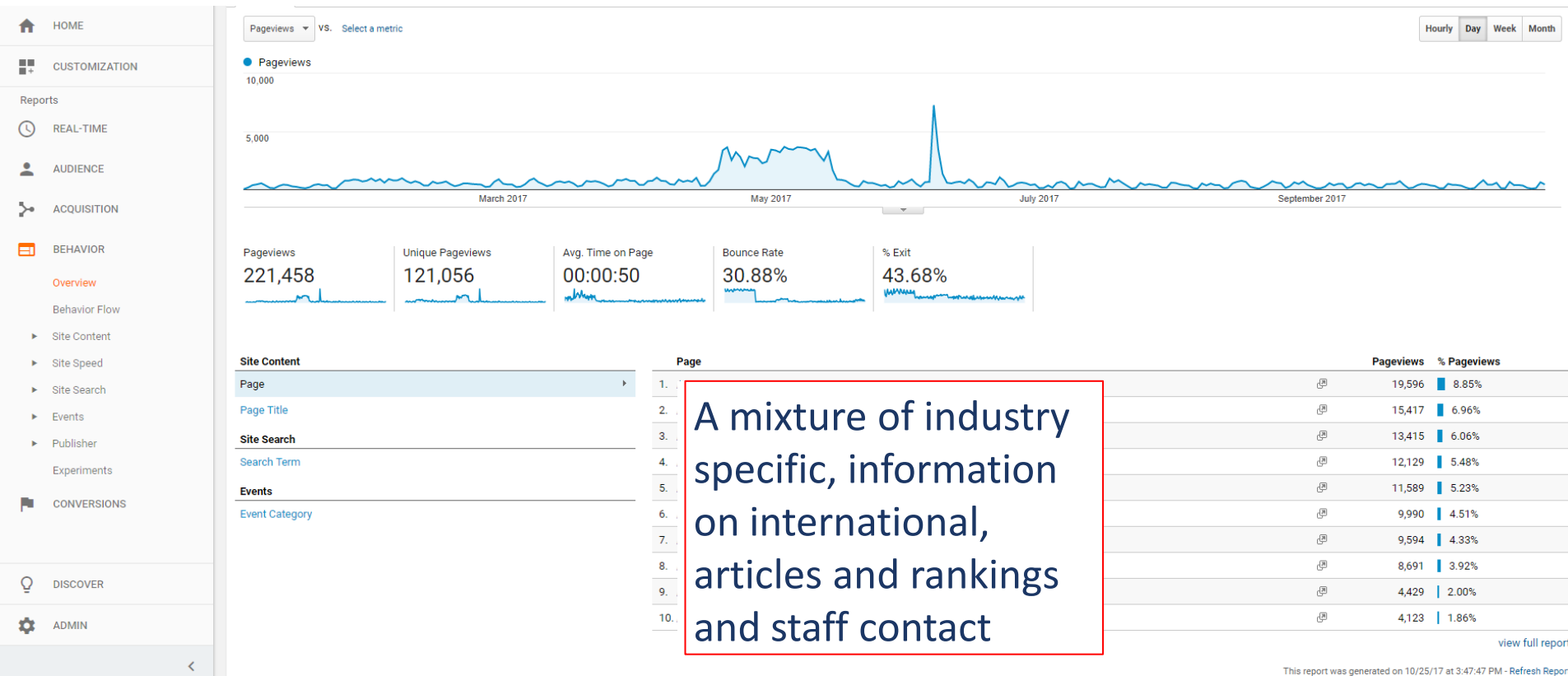
Basic Metrics to Monitor Monthly

- Users
- Devices
- Sources



Basic Metrics to Monitor Monthly

- Users
- Devices
- Sources
- Pages





2

Set Destination Goals

Set URL Destination Goals

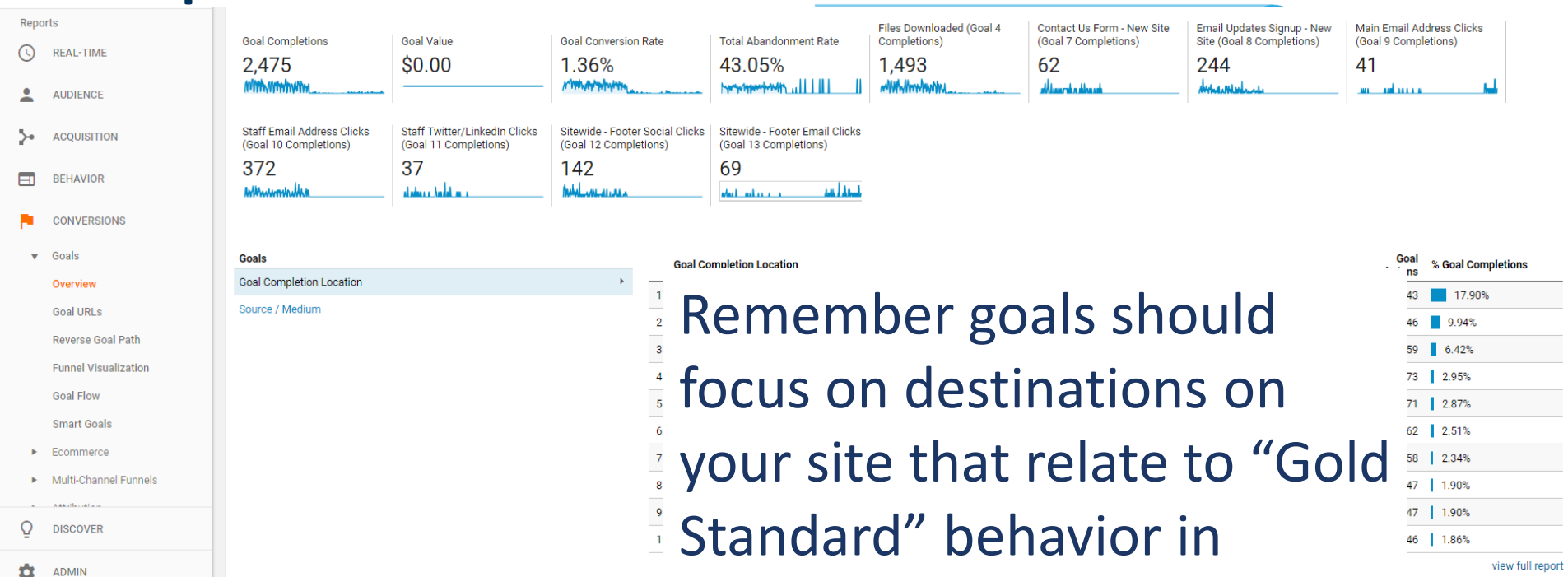
- Goals allow you to track the pages that matter
- Up to 20 allowed



Incentive information



Demographic information



Remember goals should focus on destinations on your site that relate to “Gold Standard” behavior in economic development

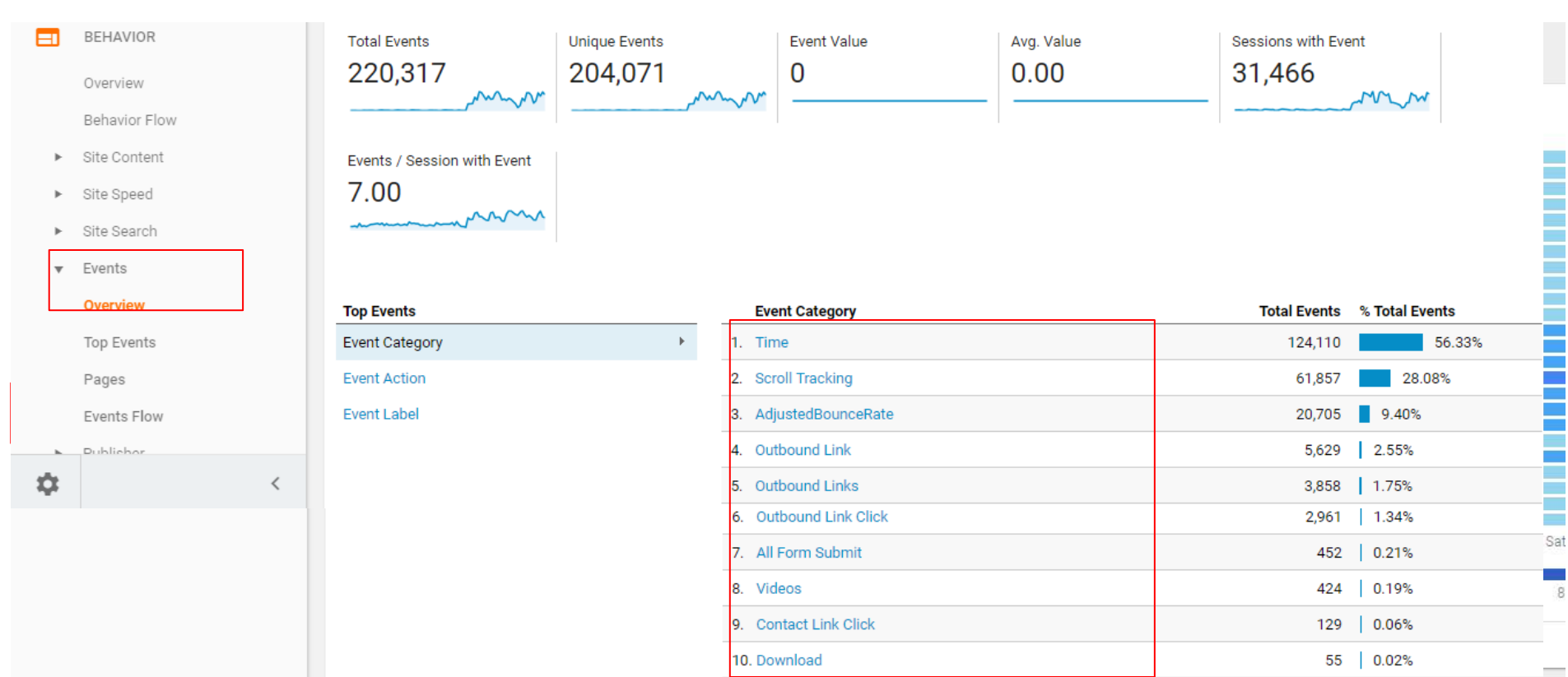


3

Focus on Actions
that Matter

Focus on the Events

- Events track actions
- You have an unlimited set of events you can track
- Track events that are indicative of Gold Standard Behavior





4

Observe
Campaigns

Analyze Your Marketing Tactics

Search reports and help									
Reports									
REAL-TIME									
AUDIENCE									
ACQUISITION									
Overview									
All Traffic									
AdWords									
Search Console									
Social									
Campaigns									
BEHAVIOR									
CONVERSIONS									

	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 4 Conversion Rate ↓	Goal 4 Completion ↓	Goal 4 Value ↓
	80,949	79.67%	64,492	29.71%	2.31	00:01:33	0.05%	37	\$0.00
1 ■ Social	34,251	<div><div></div></div>		35.97%	<div><div></div></div>		0.00%	<div><div></div></div>	
2 ■ Organic Search	16,698	<div><div></div></div>		20.72%	<div><div></div></div>		0.12%	<div><div></div></div>	
3 ■ (Other)	14,682	<div><div></div></div>		25.91%	<div><div></div></div>		0.01%	<div><div></div></div>	
4 ■ Direct	8,155	<div><div></div></div>		24.77%	<div><div></div></div>		0.16%	<div><div></div></div>	
5 ■ Paid Search	5,695	<div><div></div></div>		37.01%	<div><div></div></div>		0.00%	<div><div></div></div>	
6 ■ Referral	1,458	<div><div></div></div>		23.05%	<div><div></div></div>		0.14%	<div><div></div></div>	
7 ■ Email	10	<div><div></div></div>		10.00%	<div><div></div></div>		0.00%	<div><div></div></div>	

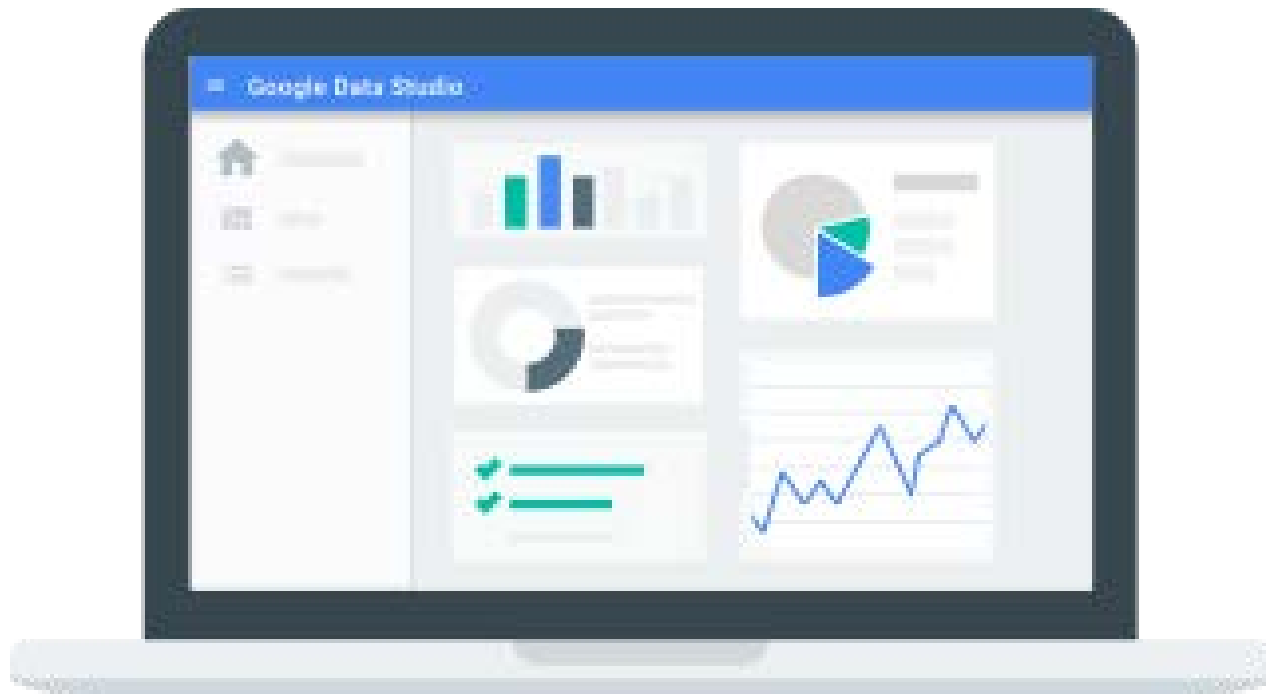


5

Build Customized Reports

Build Custom Reports

- **Google Data Studios to the rescue**
- **Allows you to connect your account and create live, interactive dashboards**





Bonus

A Bonus Tip: Invest in Education

**Training teaches how.
Education teaches why.**

Nido R. Qubein

Have a Question? Shoot me a Note



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