# ACTIVE
## INTERNET MARKETING | UK

Established in 2010
Active Internet Marketing (UK)
help local businesses
future-proof themselves by
generating more leads from
Google

# Data Capture, Analysis and Management

How to set up Google Analytics (4) to utilise it within your business

# Why You Need Google Analytics

### 1. Better Understanding of Website
Allows you to understand:
- Who your website's visitors are
- What content they want to see from your business
- How they behave when browsing your site

### 2. Understand Website Behaviour
Once implemented it allows you to track and measure your website traffic goals and provide the ROI of your web and social media presence.

### 3. Scalable
It doesn't matter if you're a freelancer with a blog or if you're a large company with considerable traffic.  Anyone can benefit from the information within Google Analytics.

**However,……setting up Google Analytics properly can be hard….**

Google Analytics

# Google Analytics 4

### 1. Google Analytics 4
- Google Analytics 4 in the newest version of Google Analytics.  It is a whole new generation of web analytics that will allow marketers to effectively analyse important customer metrics and not just traffic.

### 2. Benefits
- Improved customer journey tracking.
- Improved user engagement analysis.
- More powerful audiences for your ad campaigns.
- More intelligent user privacy and tracking features.
- Simplified goals and events Setup (now called conversion events.
- Enhanced visualisations and reporting.

### 3. Next Steps
- A great resource for getting started with Google Analytics 4 is:
- https://neilpatel.com/blog/google-analytics-4/

# Data Capture
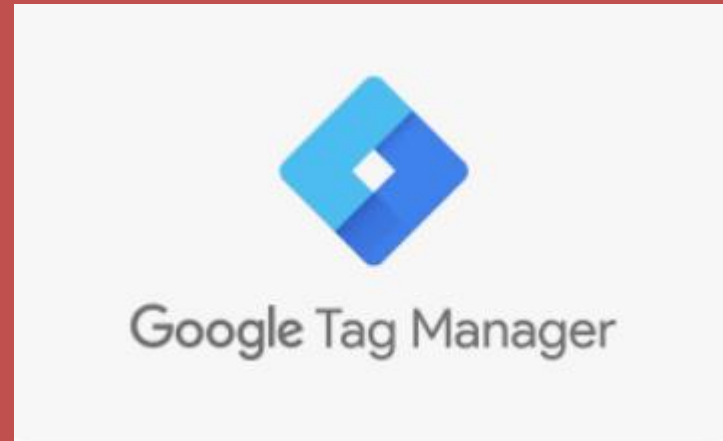
## Google Analytics Setup Basics

The following steps are crucial to any Google Analytics setup:

1. Set up Google Tag Manager

2. Create Google Analytics account

3. Set up analytics tag with Google Tag Manager

4. Set up conversion events and dashboard reports

5. Link to Google Search Console

# Google Tag Manager

- Google Tag Manager is a free tag management system.

- Google Tag Manager takes all the data on your website and sends it to other platforms such as Facebook Analytics and Google Analytics.

- Allows you to easily update and add tags to your Google Analytics code without having to manually write code.

- For example, if you want to be able to track how many people clicked a downloadable PDF link. Without Google Tag Manager, you'd have to go in and manually change all the downloadable links to do this. However, with Google Tag Manager, you can just add a new tag to your tag manager to track the downloads.


Google Tag Manager

# Conversion Events (GA4)

## 1. Conversion Events (formally Goals)

- Google Analytics 4 allows you to setup any action as a conversion event.

- In the screenshot provided the red box highlights some good examples of what can be tracked:

    - File Download

    - New Mobile User

    - Video Complete

- The dashboard / reporting also allows much more…..



| Event name ↑ | Count | % change | Users | % change | Mark as conversion ⑦ |
|---|---|---|---|---|---|
| click | 74 | ↓5.1% | 64 | ↓3.2% | ○ |
| Conversion | 7 | - | 7 | - | ○ |
| file_download | 8 | ↓50.0% | 8 | ↓38.5% | ● |
| first_visit | 3,703 | ↑36.6% | 3,691 | ↑36.4% | ○ |
| Menu_click | 593 | ↑114.9% | 304 | ↑141.3% | ○ |
| new_mobile_user | 9,108 | ↑28.9% | 2,433 | ↑51.1% | ● |
| page_view | 9,164 | ↑6.1% | 4,021 | ↑33.9% | ○ |
| scroll | 1,552 | ↑5.7% | 936 | ↑7.5% | ○ |
| session_start | 5,824 | ↑20.8% | 4,020 | ↑33.8% | ○ |
| video_complete | 289 | ↑1,213.6% | 29 | ↑70.6% | ● |

# Google Search Console

- Google Search Console is a powerful tool to help website owners gain invaluable search metrics and data. With it you can do things like

- Check the website's search crawl rate (highlights crawl issues, including ones specific to mobile)

- Check when Google analyses your website. Allows you to fix indexing problems and request re-indexing of new updated content.

- Find out what internal and external pages link to your website

- Look at keyword queries you rank for in search engine results.

- Receive alerts when google encounters indexing, spam, or other issues on your site.

# Data Analysis & Management

Google Analytics 4 have vastly improved the Insights it provides and if a web owner develops the habit of checking these insights and actioning them it will very likely improve performance.
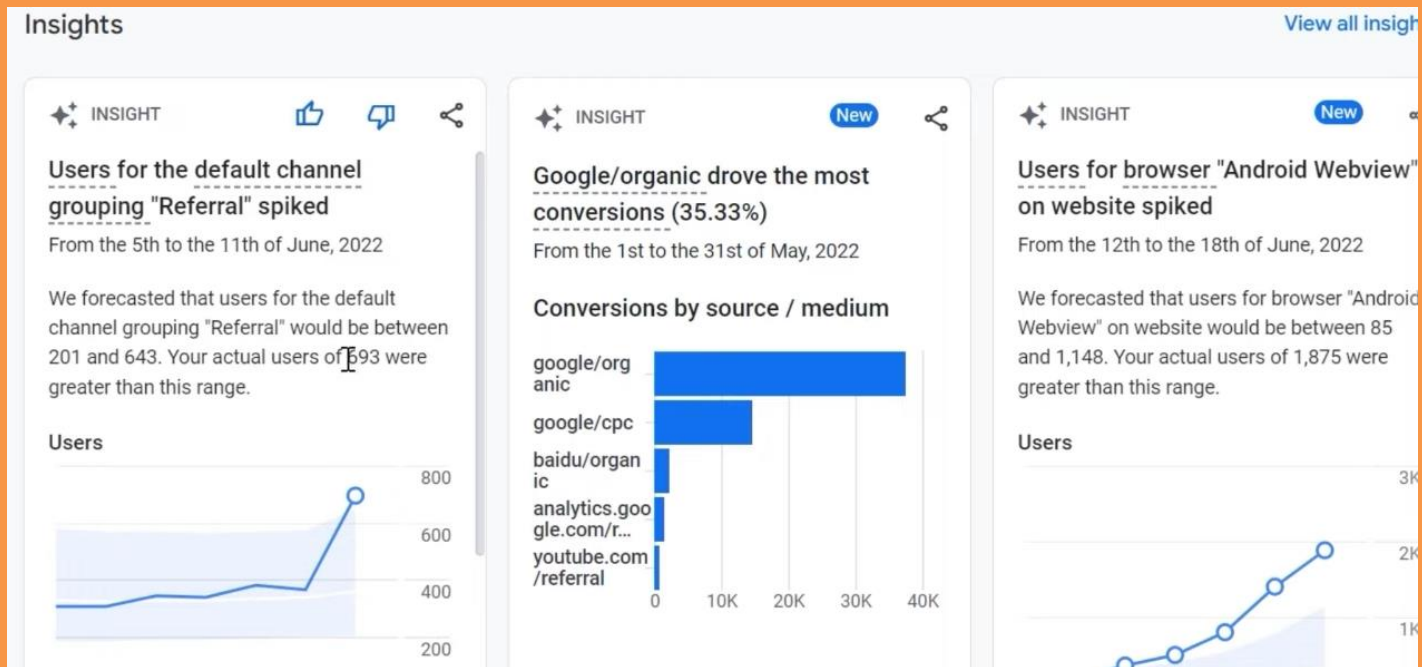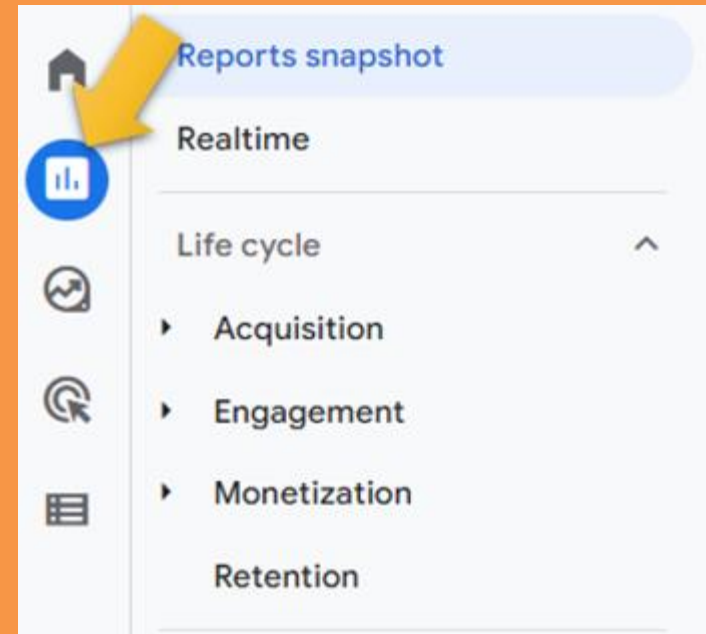
# Reports Dashboard

The amount of default dashboard reports GA4 provides will more than likely be more than enough for all those present today.

The main dashboard section that will be relevant is Lifestyle Report and this is split into the following sections:

*- Acquisition Reports*
*- Engagement Reports*
*- Monetisation Reports*
*- Retention Reports*

# Acquisition Reports

The Acquisition Reports section of the dashboard provides details on how users are arriving to your page.

Important Sections from Acquisition includes:
- Channels: This is the section where you can see the performance of each of your channels i.e. Organic, PPC, Social Direct.

- User Acquisition: How your users are getting to your website for the FIRST time.

- Traffic Acquisition: How your new and returning customers are interacting with your website.

- Device Performance: See how your website performs on different devices such as mobile and desktop.  GA4 much better at detecting user journey over several devices.

# Engagement Reports

The Engagement Reports section of the dashboard provides details on how users are interacting with the content of your website.

Important metrics includes:

- Average Engagement Time (how long a visitor stays engaged on your site)

- Engaged Sessions per User (summation of the total number of sessions per user average by the total user count)

- Average Engagement per Session ( the length of time that your web page was in focus on a visitors screen).

# Engagement Report (continued)

The Pages & Screen section of the dashboard allows you to track events relating to each channel and then detail the performance per page.
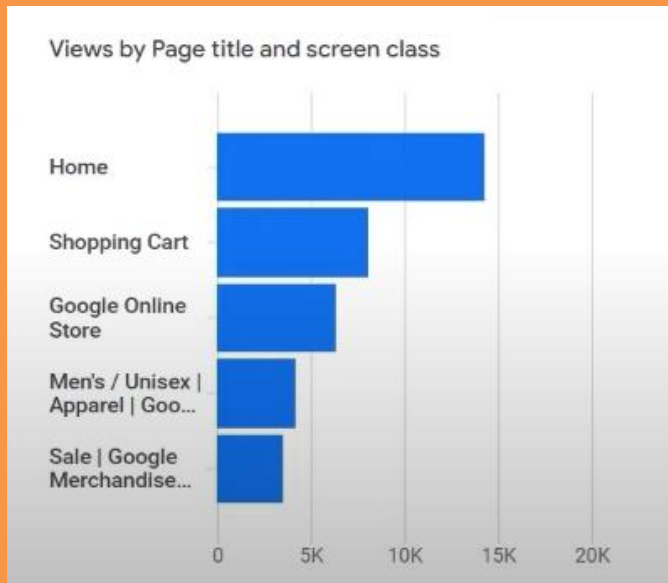
The screenshot below shows how the first visit performance differs per channel.

# Engagement Reports (continued)

It is also very useful to see at a glace what pages on your site get the most traffic to make sure there are no surprises and to really concentrate on conversion for the most popular pages.

# Monetisation Reports

The Monetisation Reports section of the dashboard details how your making sales and it allows you to quantify your conversions in real terms.

It is only applicable to e-commerce websites but one of the new features in GA4 is that it also tracks in-app purchases from apps.

# Retention Reports

The Retention Reports section of the dashboard details how frequently and how long users engage with your web pages.

Useful comparisons include:
- New Users v Returning Users
- Lifetime Value of customers
- User Retention via cohorts.  For example, how does premium, standard and new users retention compare.

# Management of Data

The important aspect of managing data is to decide on a list of KPIs and then track and them over time.

As an example of a weekly (or monthly) KPI's that if tracked and improved over time could improve the performance of you site:

- eCommerce Revenue (for those of you with ecommerce shops).

- Average Order Value (can typically be improved by offering popular products more and upselling).

- Number of downloads / Shopping Cart Abandonment.

- Website Speed

- Customer Lifetime Value (new feature on GA4)

- Advertising Cost / Revenue

- Newsletter Form Conversions

- Top Conversion Source and Path

If this list of KPI's was monitored over a number of months and appropriate changes were made then it is very likely your site would improve its performance. Additional metrics would be required for an e-commerce site.

# Management of Tasks

- Once you do your review of the KPI's a number of tasks are likely to arise.

- We would recommend the use of a CMS such as Trello.

- Trello has an excellent free service that will allow you to progress a number of boards and tasks and managing you web tasks via one board will not result in any charges.

- The constant iteration and improvement of the site via tracked KPIs is what will make your website successful over time.
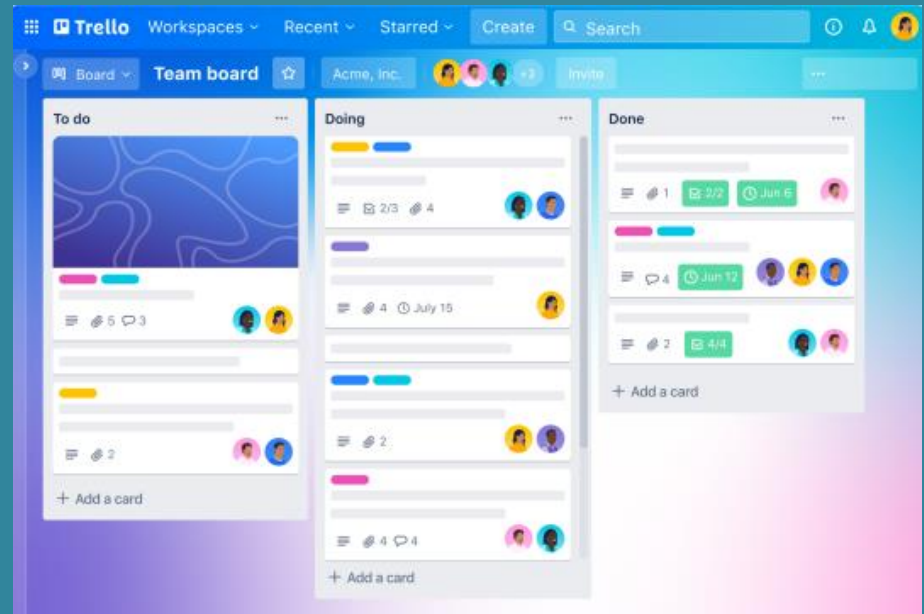
# Summary

- Google Analytics is the best way to track and analyse your website data.

- Google Analytics 4 is the latest version, and it is a very significant upgrade, introducing many improvements.

- Google Tag Manager is a key part of ensuring your data from other platforms (i.e. Facebook Ads, Google Ads) is sent to Google Analytics and hence can be tracked.

- Google Search Console allow web owners to track important search term metrics and highlights web issues and can be linked to GA4.

- Google provides a wealth of data via its dashboard that allows a web owner to decide on a list of trackable KPIs.

- A weekly/monthly routine should then be implemented where the KPI data is checked, and tasks are created to progress any issues or areas that can be improved.

- Trello is an excellent CMS system that allows you to track tasks and ensure that they are completed.

Download here: https://activeinternetmarketing.co.uk/digital-marketing-white-papers/

# Questions?