



SESSION 4: GOOGLE ANALYTICS

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SESSION 4: GOOGLE ANALYTICS

1. Sign In
 2. Create/Add Property
 3. Data Parts
 4. Manage Accounts
 5. Final Thoughts
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SECTION 1 - INTRODUCTION

Do you know how to sign into your account and sign into google.com/analytics?

SECTION 1 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 2 - CREATE/ADD PROPERTY

Do you know how to find a menu of all your pages under “home?”

Can you locate the “Admin” section to manage your accounts?

What accounts do you have?

What properties do you have under each of these accounts?

What settings do you have for your properties?

Are you comfortable creating a new property?

SECTION 2 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 3 - GOOGLE ANALYTICS

Google analytics: Audience Overview

You can select data ranges to explore and compare information relevant to you.

What factors are important to you?

How often do you want to review data?

What period of time should the date cover?

What do you want to compare?

What actions will you take, based on the data?

Audience activity generally peaks due to blogs or other activity.

Bounce rates in general are in the 40% to 60% range. Your bounce rate: _____

How does this compare?

What do you attribute this to?

What options can you consider to improve this?

What are your next steps?

What is your visitor profile?

Age and sex are estimates; do these match your expectations?

Are there any gross surprises?

Do you need to take action? What action do you see?

Location is important.

Does the location profile match your expectations?

Do you have significant activity in your targeted geographic market?

What action do you need to take, if any?

What is the duration of visits to your site?

How long do visits last?

Do you have a number of very brief visits, indicating these visits are “bot” activity?

When you eliminate these from consideration, what does your profile look like?

If you have a blog on your website, expect visits to last about one minute.

If you do not have a blog, effective visits should last about two minutes.

What is your plan of action, if any, to improve this?

What is your visitor flow profile?

Where are visitors coming from?

What is the general flow?

How successful are you at getting visitors to your contact page?

How successful are you at getting them to actually make contact?

What is your plan to improve conversions?

CHAPTER 3 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 4 - MANAGE ACCOUNTS

Do you have a need to set up additional users on your account?:

What permissions do you want to give them?

Why is it critical that you do not allow other users to add or remove people?

What is the risk in working with people who say they can "Make you #1 on Google?"

SECTION 4 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 5 - FINAL THOUGHTS

Do you understand the data presented in Google analytics?

Do you review the data at least weekly?

What is the most effective time to post a blog?

What day or days of the week generate the best response?

How does your website activity compare to your own historic trends?

How does your activity compare to general benchmarks?

Indicator	Benchmark	Your Experience
Visitors per day	10 Visitors	
Pages seen per session	2 Pages	
Time spent on the site	2-3 Minutes	
Other		

What statistics are important to you?

What action will you take to improve your website's effectiveness?

CHAPTER 5 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

