



## The Perfect Marketing Strategy - Analytics

### Part 1) What's Analytics?

Do you have a Gmail account? Did you create an analytics account - analytics.google.com

What is the UA account number: \_\_\_\_\_

Have you installed a plug-in on your WordPress website?:  Yes -  No -  I Need To?

Have you confirmed that Google Analytics is collecting data?:  Yes -  No -  I Need To?

### Part 2) What's Your Data?

Data Points	Checked	Measurable	Notes
Consumer	<input type="checkbox"/>	More Than 0:00 Sec.	
Bot	<input type="checkbox"/>	0:00 Sec	
Technology	<input type="checkbox"/>	Desktop - Mobile - Tablet	
Location	<input type="checkbox"/>	Country - State - City	
Traffic Source	<input type="checkbox"/>	Acquisition - Sources	
What Pages?	<input type="checkbox"/>	Behavior - Pages	
Other	<input type="checkbox"/>		

How often do you check your data?

Daily -  Weekly -  Monthly -  Almost Never - Why is that?:

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### Part 3) Averages

Data Points	Checked	Measurable	Notes
Users	<input type="checkbox"/>	10 Day - 300 Month	
New Users	<input type="checkbox"/>	50 - 90% of Users?	
Sessions	<input type="checkbox"/>	1.25 x Users	
Pages	<input type="checkbox"/>	2-3 Pages Per Visit	
Duration	<input type="checkbox"/>	2 Minutes	
Bounce Rate	<input type="checkbox"/>	Basic - 33% - Blog - 75%	
Other	<input type="checkbox"/>		

What kind of site are you measuring?

Basic Text -  Blog -  Podcast -  Ecommerce -  Other?:

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### Part 4) Are They Taking Action? (Website)

Are you adding people to your email list? Have you set up Conversion Goals in Analytics?

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Are people commenting and sharing the content on your site? Are you seeing referrals?

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# The BACON System

## The Perfect Marketing Strategy - Analytics

How can you use the data in Analytics to encourage you to update your website regularly?

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## Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

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