Hands on with Google Analytics

Google

for Nonprofits

KPI Worksheet

1. List 3 business objectives. You can be as broad or as specific as you'd like.

2. Which pieces of your business objectives are related to your website?

3. What have you listed that can be tracked by Google Analytics?

4. Which reports in Google Analytics will help you track that? List 3-4.

Mobile Worksheet

Understand how people use your site on mobile devices

1. From the left menu, go to **Audience** > **Mobile** > **Overview**.
2. On the right side, make sure the date range reflects **October 1 - October 31, 2016**.

In the last 30 days, how many new users came from mobile?

What was the bounce rate of visitors on mobile devices?

What was the pages/session of mobile users? What was avg. session duration?

How do those statistics compare to users on desktop? Users on tablets?

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3. From the left menu, go to **Audience** > **Mobile** > **Devices**.

(If tracking) Which mobile device type drives the most conversions?

What does mobile traffic look like over time?

Next, update the date range to compare to previous period (October compared to September) and review the metrics again. Past performance lends context to your data.

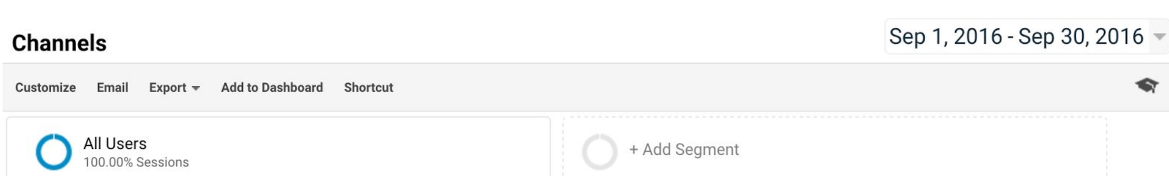
What changes do you observe?

Do you know what caused changes to your data (if significant changes existed)?

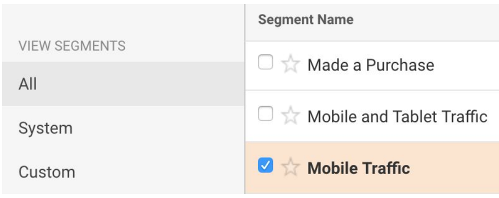
Practice segmenting traffic

So far, we've been looking at mobile traffic so by looking at specific mobile reports. We can also look at mobile traffic by adding a "Mobile Traffic" segment that will be applied to all reports in Analytics.

1. From the left menu, go to **Acquisition** > **All Traffic** > **Channels**.
2. At the top of the report, click **+ Add Segment**.



3. Scroll down and check the box next to **Mobile Traffic**.



4. Scroll down and click the blue **Apply** button. The channels report (further down on the page) will now show data for Mobile traffic and All traffic.

Which channel drives the most mobile traffic to your site?

Which channel has the most engaged mobile traffic?
(Hint: look at pages/session and avg. session duration, or goal completions if you have them)

Click into the Social channel. Which social channels send the most mobile traffic?

Which social channel has the most engaged mobile traffic?

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5. From the left menu, go to **Behavior** > **Site Content** > **Landing Pages**.

Which landing page gets the most traffic from mobile devices?

How does the bounce rate on mobile compare to the bounce rate for All Users?

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6. To remove the "Mobile Traffic" Segment, scroll back up to the segments at the top and click the **down arrow** in the **Mobile Traffic** box, and then **Remove**.

Social Worksheet

Understand how social media drives traffic to your site

1. From the left menu, go to **Acquisition** > **Overview**.
2. On the right side, make sure the date range reflects **October 1 - October 31, 2016**.

In the last 30 days, what percentage of traffic to your site came from social?
(Hint: use the pie chart)

3. Scroll down and click the blue **Social** link in the table.

Which social channel is sending the most traffic to your site? Is this the social channel you put the most effort into?

Which social channel is sending the most engaged traffic?

(Hint: look at pages/session and avg. session duration, or goal completions if you have them)

(If tracking) Which social channel drives the most conversions?

What does social traffic look like over time?

Next, update the date range to compare to previous period (October compared to September) and review the metrics again. Past performance lends context to your data.

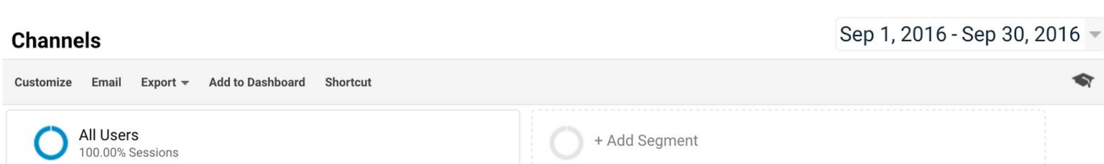
What changes do you observe?

Do you know what caused changes to your data (if significant changes existed)?

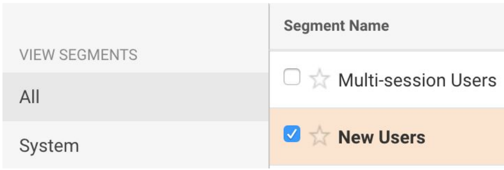
Practice segmenting traffic

Next, we'll practice overlaying a segment of users onto the Analytics reports. We'll choose "New Users" for this exercise, but you can play around with other user segments as well.

1. At the top of the report, click **+ Add Segment**.



2. Scroll down and check the box next to **New Users**.



3. Scroll down and click the blue **Apply** button.
4. From the left menu, go to **Acquisitions** > **Social** > **Network Referrals**.
   The Network Referrals report will now show data for All Users and New Users.

Which social channel is sending the most engaged New Users?

5. Click on one of the Social networks on the list (should be blue hyperlinks). The report will show you a list of “Shared URLs,” or the URLs that were talked about on the social media platform.

Which pages of your website have been shared the most?

Which Shared URL has the best engagement metrics?

6. To remove the "New User" Segment, scroll back up to the segments at the top and click the **down arrow** in the **New Users** box, and then **Remove**.

Goals & Behavior Worksheet

See how users flow through your site

1. From the left menu, go to **Behavior** > **Site Content** > **All Pages**.
2. On the right side, make sure the date range reflects **October 1 - October 31, 2016**.

What are the most popular pages on your site?

Which page do people spend the most time on?

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3. Select your homepage from the list. It might look like "/" or "/home" or "Homepage" (it's likely your most popular page).

What percent of people leave your site after visiting your homepage?

What pages do people visit after going to your homepage?

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4. From the left menu, go to **Behavior** > **Behavior Flow**.

What is the most common flow through your site?
(i.e. google > homepage > contact us)

Use Goals to see which traffic leads to high priority actions

Goals let you conveniently track whether people are getting to the most important parts of your site or taking high value actions like donating. We'll create a simple goals using the URLs of particular pages we want people to get to.

Example: If people who donate land on a thank you page afterwards, we can add the URL of the "Thank you for donating" page as a Goal so we can track people who donated.

If haven't added a Goal yet, take this time to add a couple goals (see the last page of this worksheet for directions). Goals aren't applied to historical data, so after adding a goal you'll have to wait a few days or so to see new data coming in.

If you added a Goal (or if you aren't sure), you'll be able to see if you have data ready in the first couple steps:

1. Go to **Conversions** > **Goals** > **Overview**.
2. Towards the top, there's a **Goal option** drop-down menu. Make sure it's set to **All Goals**, or you can choose to look at one goal at a time.

What's your current "Goal conversion rate"?

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Are the number of conversions higher or lower than you expected in this time frame? (Remember, this data starts recording after you set up the goal)

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3. Go to **Behavior** > **Site Content** > **Landing Pages**.

Which landing page led to the most conversion?

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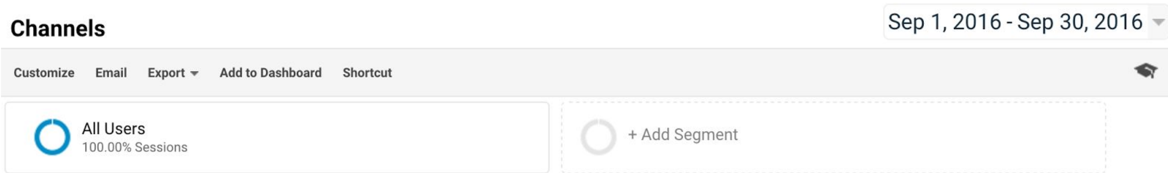
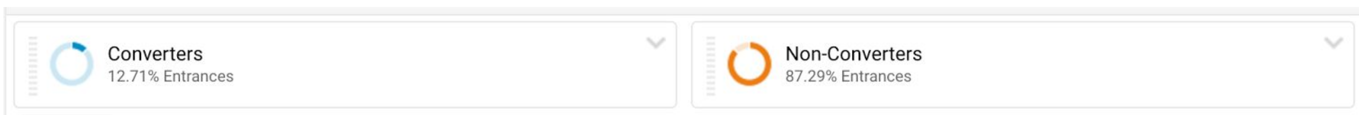
See the differences between "converters" and "non-converters"

1. At the top of the page, click the box where it says **All Users**.



2. Uncheck the box for **All Users** and check the box for **Converters** instead. Click **Apply**.
3. Now click the **+Add Segment** box.
4. Scroll down and check the box for **Non-Converters**. Click **Apply**.



5. Now click around Analytics and compare converters and non-converters. Check out the **Audience** section as well.

Can you find any differences between visitors that converters and non-converters?

How to add a Goal

1. Sign in to Google Analytics.
2. In the bottom left corner, click **ADMIN**.
3. In the "VIEW" column, click **Goals**.
4. Click **+ NEW GOAL**.
5. For "Goal Setup," choose **Custom** and then **Continue**.
6. Give your goal a name, like "**Donated"** or "**Visited Donation page"**
   (i.e. if you don't have a thank you page to be sure that someone actually donated).
7. Leave the "Goal slot ID" as is.
8. For "Type," choose **Destination**, then **Continue**.
9. Put in the URL for the page you want to track.
   For example, if the url is www.your-nonprofit.ca/donations/thankyou, just put **/donations/thankyou** in the box.
10. Click **Save** at the bottom.

You'll start to see data coming in for your goals if you go to **Conversions** on the left, and choose **Goals** > **Overview**.

Repeat these steps for any other pages you want to add in Goals.