



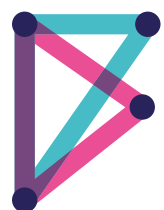
GOOGLE ANALYTICS WORKSHOP

How to Measure, Report & Make More Money Online

WORKBOOK

MAKE MORE MONEY ONLINE /

**FOOTPRINT
DIGITAL**



WHAT IS THE VISION FOR YOUR BUSINESS?

Why do you exist?

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WHAT ARE OUR GLOBAL BUSINESS OBJECTIVES?

What are you looking to achieve?

Business Objectives



HOW DO YOUR OBJECTIVES RELATE TO YOUR WEBSITE?

What do you want people to do on each of your pages? What are you currently tracking?

Core Website Objectives/Outcomes	Tracking (Y/N)



WHAT ARE THE WIDER OUTCOMES YOU WANT FROM YOUR WEBPAGES?

What do you want people to do on each of your pages? What are you currently tracking? What should you be tracking?

Page Name	Objectives/Outcomes	Tracking (Y/N)



BUSINESS & ONLINE GOALS (EXAMPLE)

Objective	Website Goal	KPI	Segment	Benchmark (June)	Target (September)	Tactics to improve performance
Increase new business enquiries	Complete contact form	<ul style="list-style-type: none"> - # of submissions - Conversion Rate 	<ul style="list-style-type: none"> - Exclude internal traffic and registered users 	<ul style="list-style-type: none"> - # of submissions (2 per week) - Conversion Rate (1.17%) 	<ul style="list-style-type: none"> - # of submissions (5 per week) - Conversion Rate (2.5%) 	<ul style="list-style-type: none"> - Set up contact form tracking! - Clearer sign posting to contact form. - Less form fields. - Conversion test form.
Increase new business enquiries	Pick up the phone and call us	<ul style="list-style-type: none"> - # calls - # call conversion rate 	<ul style="list-style-type: none"> - Exclude internal traffic and registered users 	14 per week	25 per week	<ul style="list-style-type: none"> - Get phone number on every page of the website. - Set up call tracking - Ask team to record outcomes of call in lead sheet.
Increase brand awareness in France	Drive and convert new users from France. Educate on our offering.	<ul style="list-style-type: none"> - % New Visitors - # Contact Forms - Conversion Rate - Avg time on site 	<ul style="list-style-type: none"> - filter to visitors from France only - Exclude internal traffic and registered users 	<ul style="list-style-type: none"> - % New Visitors (0.3%) - # Contact Forms (0 per week) - Conversion Rate (0%) - Avg time on site (1.2 mins) 	<ul style="list-style-type: none"> - % New Visitors (5%) - # Contact Forms (2 per week) - Conversion Rate (2.0%) - Avg time on site (2.5 mins) 	<ul style="list-style-type: none"> - translate key pages in French - set up paid search campaign targeting French users - e-shot to French contacts - stand at French trade show
Increase customer engagement & loyalty	Increase engagement with customers	<ul style="list-style-type: none"> - Return Rate - Avg time on site - Avg pages perview - Blog Comments 	<ul style="list-style-type: none"> - Exclude internal traffic and segment by registered users ONLY 	<ul style="list-style-type: none"> - Return Rate (- Avg time on site (3.5 mins) - Avg pages perview (4.3) - Blog Comments (0.1%) 	<ul style="list-style-type: none"> - Return Rate - Avg time on site - Avg pages perview - Blog Comments 	<ul style="list-style-type: none"> - bi-weekly e-shot out to existing customers - Improve links between related blog content - Introduce video content - message at end of blogs to encourage comments
Increase email database	Get visitors to sign up to our newsletter.	<ul style="list-style-type: none"> - # Newsletter sign ups - Newsletter conversion rate 	<ul style="list-style-type: none"> - Exclude internal traffic 	<ul style="list-style-type: none"> - # Newsletter sign ups (1 per week) - Newsletter conversion rate (0.5%) 	<ul style="list-style-type: none"> - # Newsletter sign ups (5 per week) - Newsletter conversion rate (1.5%) 	<ul style="list-style-type: none"> - promote newsletter sign up on all pages in the blog - hold monthly competition for subscribers - Promote awareness through social channels



BUSINESS & ONLINE GOALS

Objective	Website Goal	KPI	Segment	Benchmark (June)	Target (September)	Tactics to improve performance



IMPROVING CONVERSION

What is our conversion rate?

Date	Conversion Rate

What is our average value per visitor?

Date	Avg value per visitor

WHAT CAN YOU DO TO INCREASE THE LIKELIHOOD OF CONVERSION TAKING PLACE?

What is our conversion funnel and where are people dropping out? Is something broken, unclear or unnecessary difficult for the user? Are you addressing the customer's needs, fears and anxieties? Where are you frustrating people?

Page Name	Customer barriers and frustrations



CAMPAIGNS PERFORMANCE & ROI

Which channel is bringing you the best return on investment? Are you missing any channel opportunities? Where should you be spending your money and time? Where can you improve ROI?

Channel	Costs	#Conversions	Conversion Value	CPA	ROI
DIRECT					
REFERRAL					
ORGANIC					
PPC					
EMAIL					
SOCIAL					

