

eCourse Outline

A Practical Approach to Website Analytics

1. **Why are analytics essential?**
 - a. Track user behavior & measure visitor engagement
 - b. Track your investments in online marketing
2. **Planning your analytics strategy**
 - a. **Define your goals.**
 - i. What does success look like? Depending on your business, it could be measured by:
 1. Online sales
 2. Increased email contacts
 3. Mailing list subscriptions
 4. Website engagement
 - ii. How can you connect website visitors to important business metrics?
 1. How do you capture your business metrics?
 2. How can you capture website leads in your customer relationship management (CRM) software?
 - a. Consult the documentation
 - b. Google for help and how-tos
 - c. Consult with a marketing professional
 - b. **Define website user behavior and engagement.**
 - i. What do you want your users to do on your website?
 - ii. How will your ideal users interact with the site?
 - iii. How often would you like visitors to return to the site?
 - iv. How much time should users spend on your website?
 - c. **Define your expectations.**
 - i. How many lead-generating activities do you expect per week?
 - ii. How many do you need for your business to be viable?
 - iii. Define activities according to your business goals.
3. **Tools to implement your analytics strategy**
 - a. **Google Analytics**
 - i. Free and provided by Google

- ii. Might be the only tool you need

b. Reasons you might want to expand beyond Google Analytics:

- i. You want your data packaged differently.
- ii. You want an analytics platform that interprets the data for you.
- iii. You want data or features that Google Analytics doesn't offer.

c. Types of analytics tools

- i. Usability/user experience
- ii. A/B or multivariate testing
- iii. Content analytics & SEO (search engine optimization)-focused tools
- iv. Customer analytics & product analytics
- v. Social media analytics

4. Analytics terms

a. Session

- i. A single visit to your website
- ii. At least one pageview
- iii. All user events that occur throughout the person's interaction

b. Pageview

- i. Reported when a page has been viewed by a user as part of a session
- ii. Related metrics
 - 1. Pages per session
 - 2. Average session duration

c. Bounce Rate

- i. The percentage of sessions with a single pageview
- ii. High bounce rate is bad (more users are leaving the site without clicking through to another page)
- iii. Target bounce rates
 - 1. Blogs: 70-80%
 - 2. Business websites: 40-60%

d. Types of traffic

- i. Direct traffic – user typed your URL directly into browser or clicked a link from an email
- ii. Organic/search traffic – user clicked on a free, unpaid link from a search results page
- iii. Referral traffic – user clicked through to your website from another third-party website
- iv. Paid traffic – user clicked on a pay-per-click online ad

e. Goals

- i. Used to track specific desired actions on your website, for example:

1. Newsletter subscriptions
2. Contact form submissions
3. Member registration
4. Product sales

ii. Set goals based on:

1. Visits to a page or set of pages
2. Session reaches a specific duration of time
3. User visits a specific number of pages
4. \$\$\$ value