



Prepare your website for 2014



Nikki Rae



Founder Future Insight Analytics

Google Analytics Specialists

Nikki.Rae@futureinsightanalytics.com

[@analyticsgirl](https://twitter.com/analyticsgirl)

The Conference Programme

will cover just the best way to leverage audiences and technologies to provide efficient market research via the Facebook platform and implement actionable strategies based on the data.

Facilitator: Elias Chavando, Business Development Senior Director, Loud Door, USA

→ * **WORKSHOP 3 –Prepare Your Website for 2014**

This workshop will focus what classifieds should be looking for from analytics and the how to's of social/ecommerce analytics.

Facilitator: Nikki Rae, Managing Director and Founder, Future Insight Analytics, UK

→ * **WORKSHOP 4 – Market Innovations**

Back by popular demand, we welcome Odin to share more of the exciting market innovations Autotrader.nl has taken on to run a more lean and efficient business. Learn how one of the leaders in the industry is taking innovation seriously, while enjoying increased revenues and decreased costs.



Prepare your ~~website~~ *Analytics* for 2014



Objectives

Know what can be done now to improve tracking

Understand benefits of Universal Analytics

View key social reports in Google Analytics

Do it Now!

Check your Google Analytics Setup

Ensure tracking is on every page

Ensure campaigns tracked correctly

Ensure internal site search setup

Ensure Adwords and GWT linked

Ensure traffic data is from your own domain

Setup Goals and E-Commerce

Define your goals

Set them up

Verify they work

Track your sales

Transfer to Universal Analytics

Upgrade to Universal Analytics

Universal Analytics is the new operating standard for Google Analytics. When you upgrade, you can still access all of your historical data in the same reports you use today, but you also get:

- Custom Dimensions and Metrics
- New Tracking Code
- More Reporting Features

All Google Analytics properties will soon be required to use Universal Analytics. Properties that aren't transferred will be auto-transferred to Universal Analytics in the future.

Universal Analytics Upgrade Center

 Get details and learn more at the [Universal Analytics Upgrade Center](#).

1 Transfer to Universal Analytics

Click Transfer to transfer this property to the Universal Analytics processing technology. *This is the only action you need to take to complete this step.*

Google Analytics will take 24 - 48 hours to complete the transfer.

To ensure you continue to collect high quality data, don't make any changes to your tracking code until the transfer is complete.

After the transfer is complete, any data you collect using the old tracking code (`ga.js`) will be processed using the Universal Analytics technology. To get all the benefits of Universal Analytics, implement the new tracking code (`analytics.js`).

Any data collected before the transfer will be saved, and will still be available in your reports.

[Transfer](#)

[Cancel](#)

Add Google Tag Manager

Manage tags without bothering (or paying for) development time

Auto Event Tracking

Tracking that persists even if site design/ platform changes

Spend on the setup, and future costs will diminish

Universal Analytics?

Current Data Collection Method

GA uses cookies to collect visitor data - 1 per browser per device

Cookies are browser and device dependent!

Current Data Collection Method

9 sets of cookies means 9 different unique visitors



What does this mean?

Visitor metrics are *unreliable*!

Future Data Collection Method

Universal Analytics does not rely on cookies

**Cookies can be deleted or disabled and
UA can still collect visitor data!**

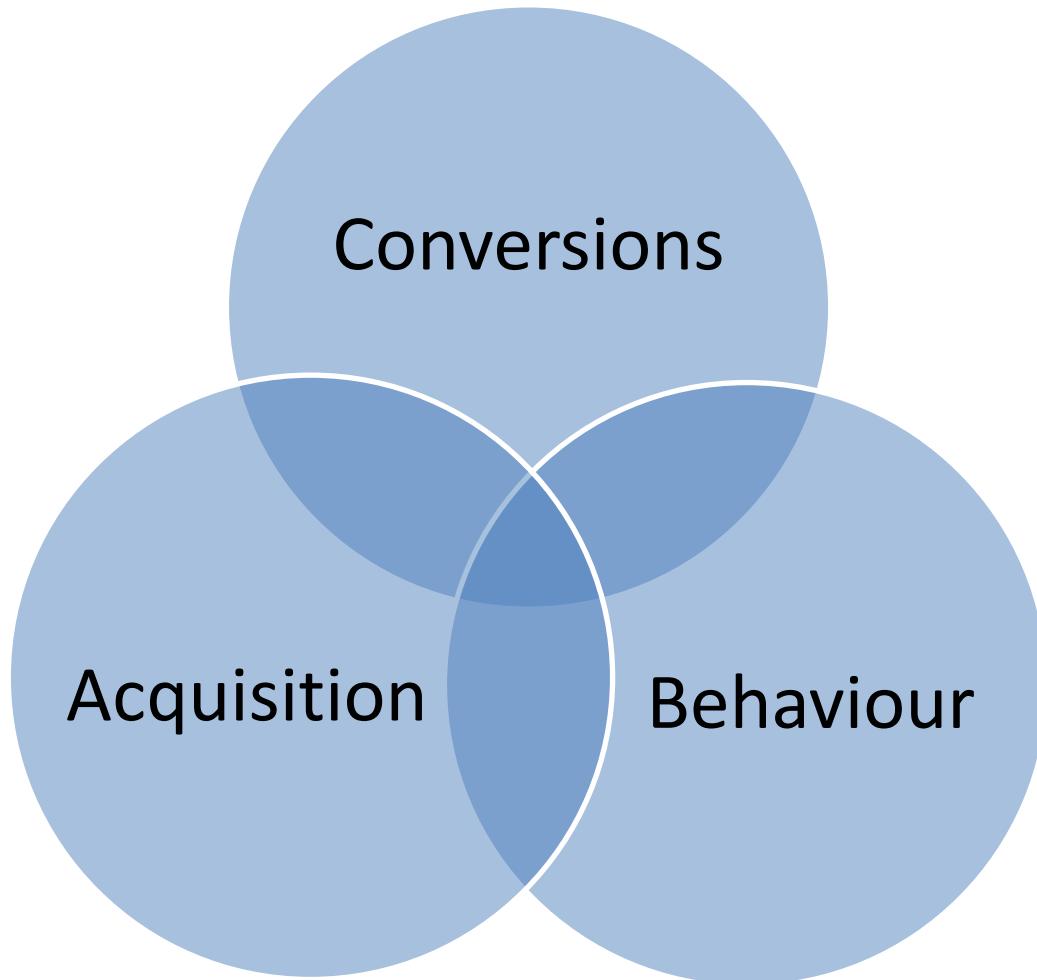
What does this mean?

Visitor metrics will be more *reliable*!

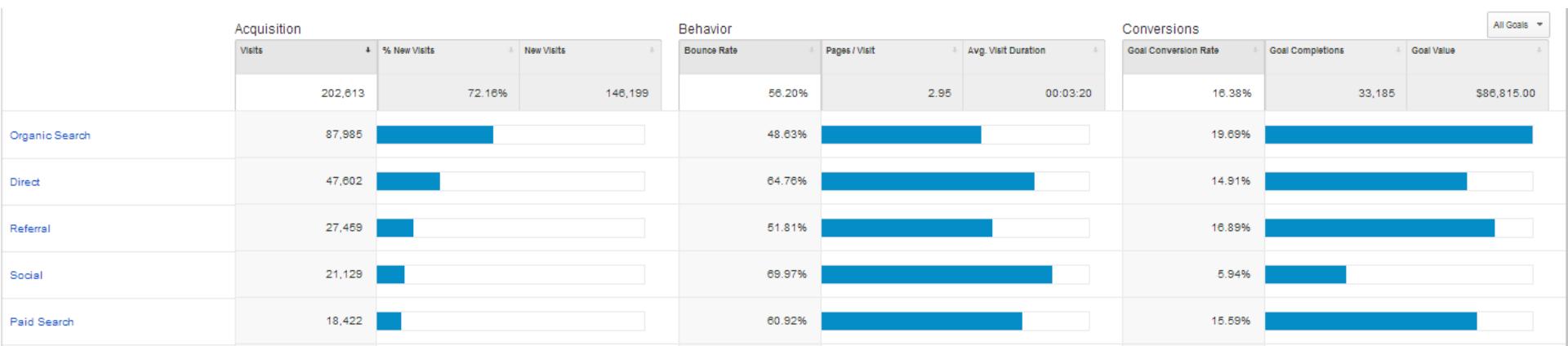
What does this mean?

Tracking customer journeys will be easier!

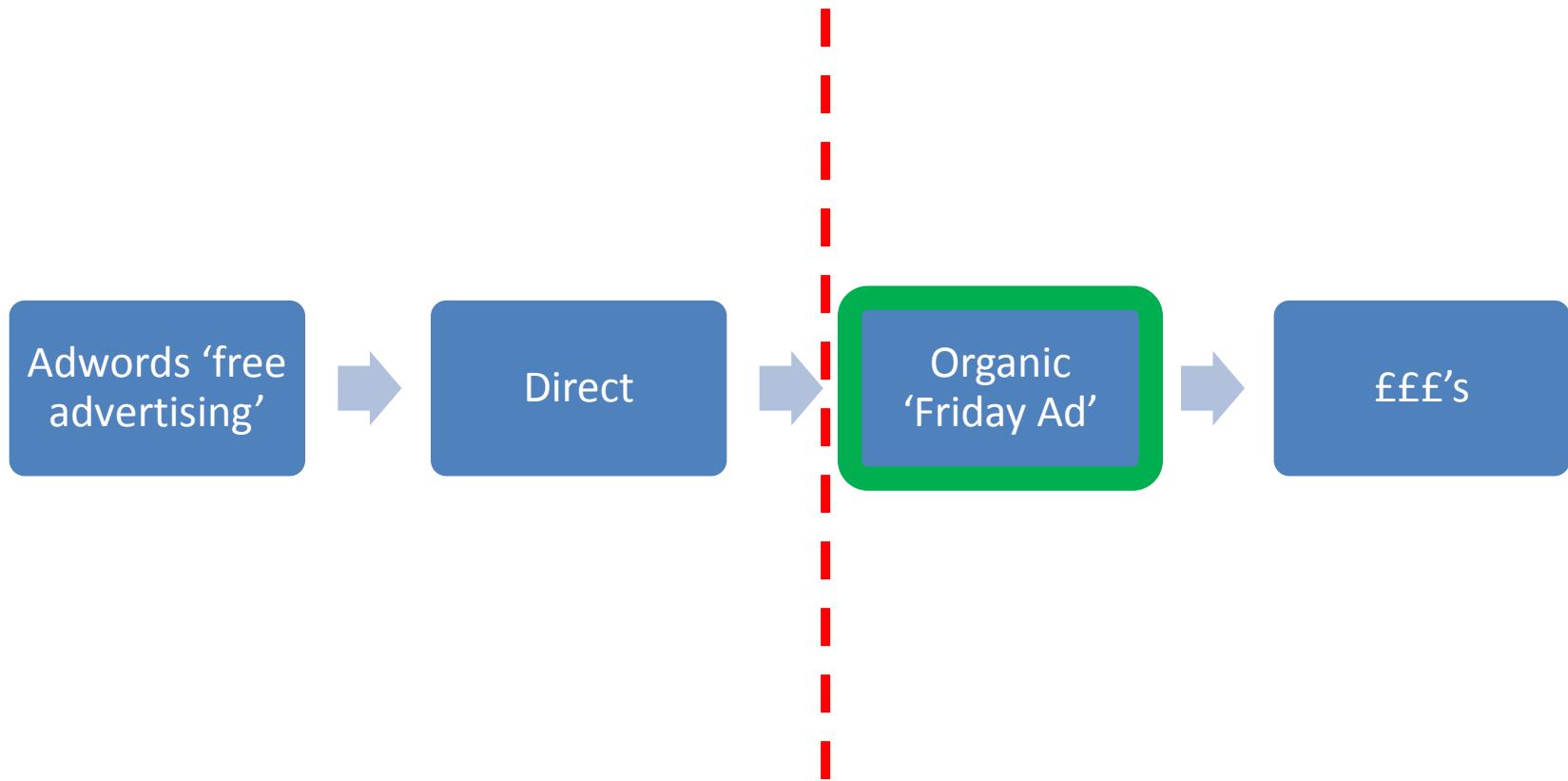
What do we want to know about our visitor?



How are visitors getting to your site?

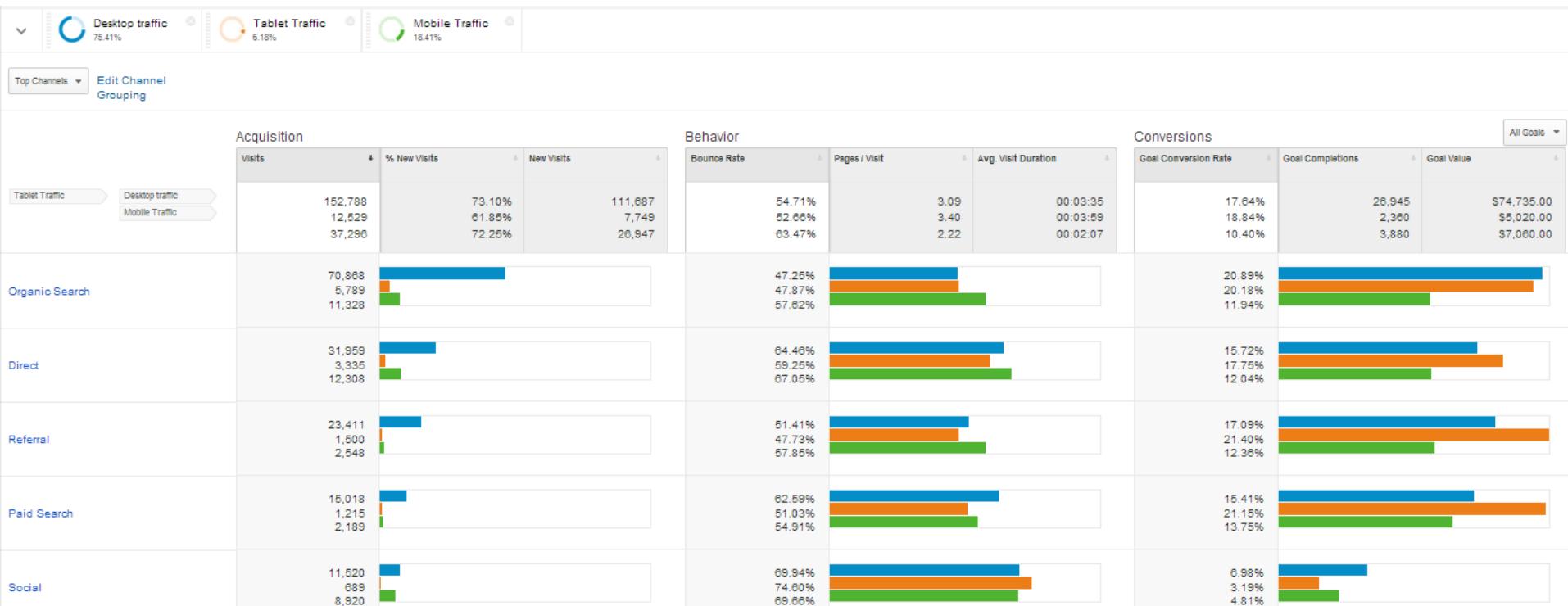


Which source gets the credit?

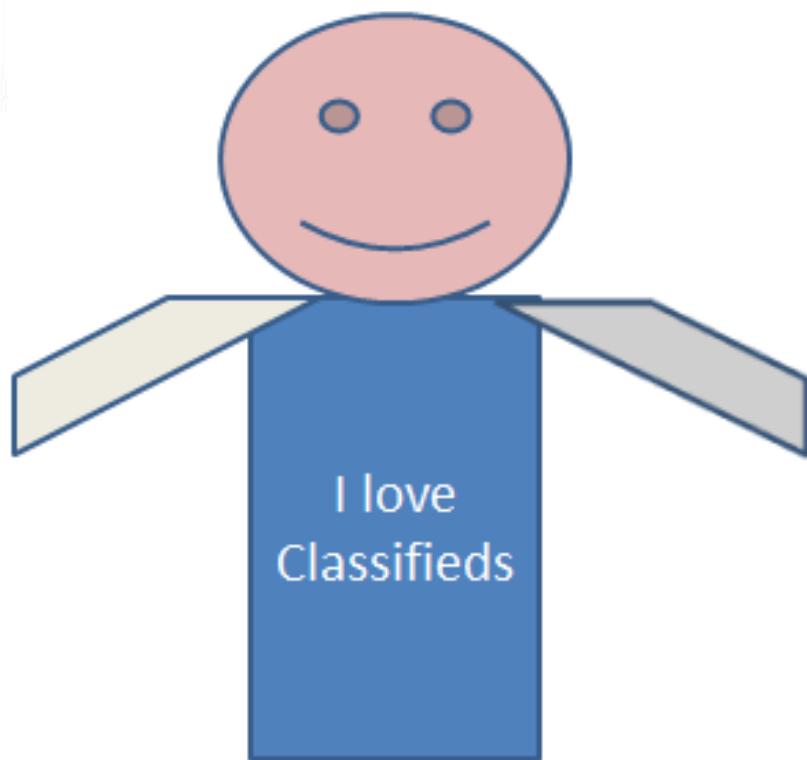


How are visitors getting to your site?

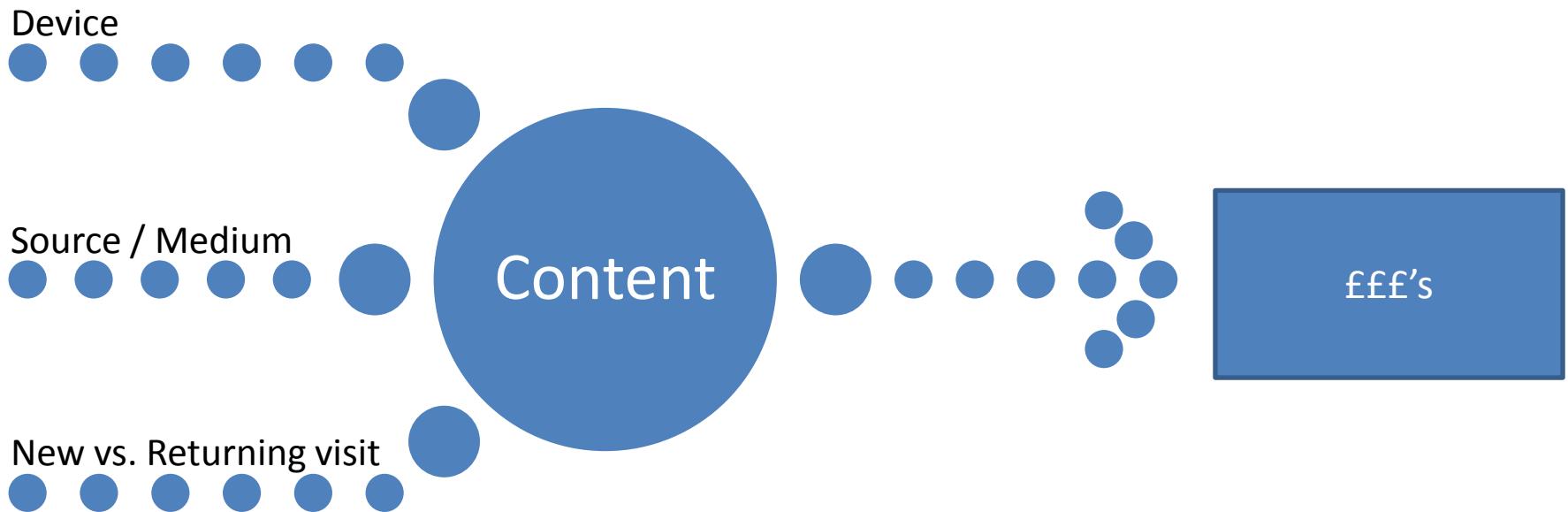
Devices being used?



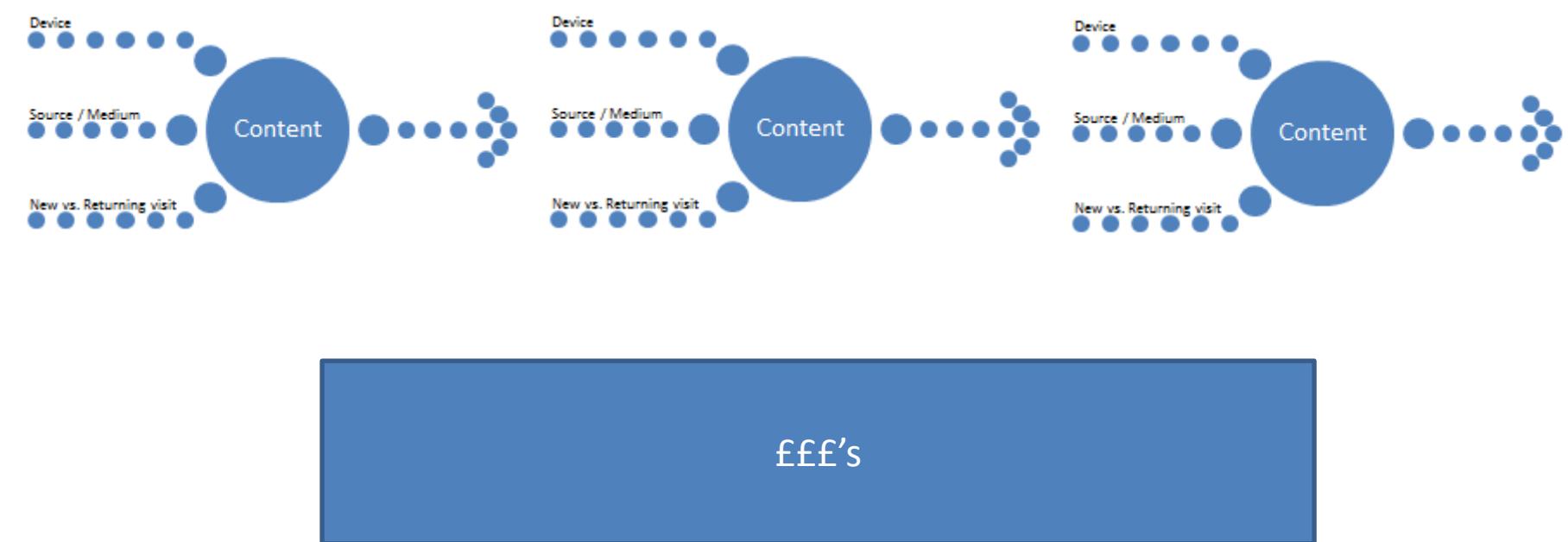
It's all about the Visitor!



Full Credit Measurement



Full Credit Measurement



Full credit measurement

Different impact of different channels
Giving credit to each of the channels

More detailed Analysis

Visitors visits are linked together across devices...

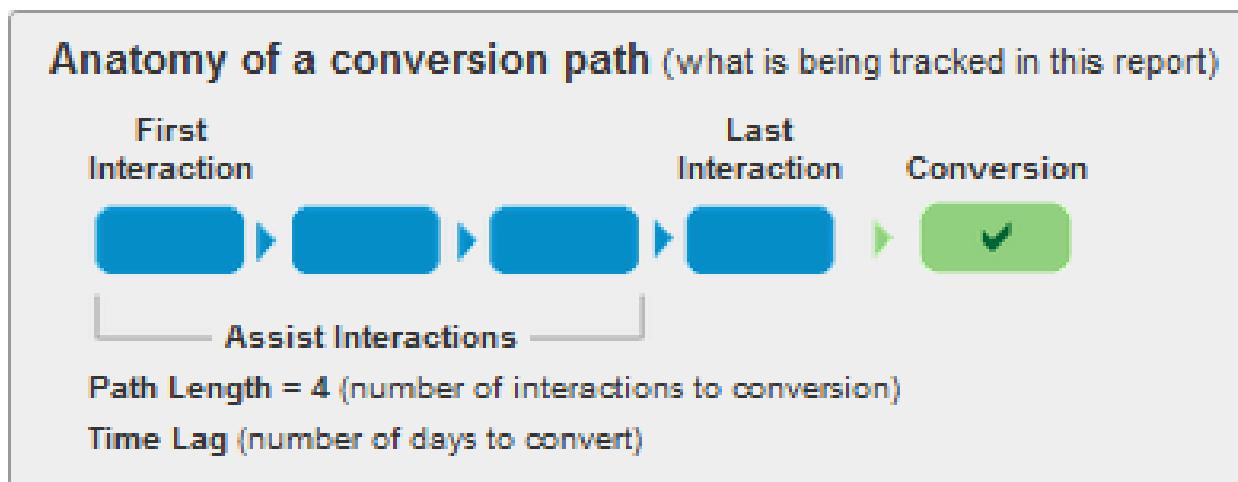
Mobile on Monday between 10am and 4pm

Returned via desktop after 5:30pm and converted

Multi Channel Funnels!

Multi-Channel Funnels

How traffic sources work together to reach a conversion



Assisted Conversions Report

MCF Grouping

MCF Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. Direct	6,719	\$30,450.00	11,946	\$39,890.00	0.56
2. Organic Search	6,531	\$29,105.00	13,135	\$31,310.00	0.50
3. Referral	2,502	\$10,240.00	3,718	\$7,305.00	0.67
4. Paid Search	1,037	\$4,325.00	2,435	\$4,110.00	0.43
5. Social Network	182	\$855.00	634	\$655.00	0.29

Top Conversion Paths

Which acquisition sources are used most commonly in the path to a conversion

MCF Channel Grouping Path	Conversions	Conversion Value
1. Direct x 2	12	£720.00
2. Direct x 3	7	£420.00
3. Organic Search → Direct	4	£240.00
4. Organic Search → Direct x 5	4	£240.00

Social Conversions!

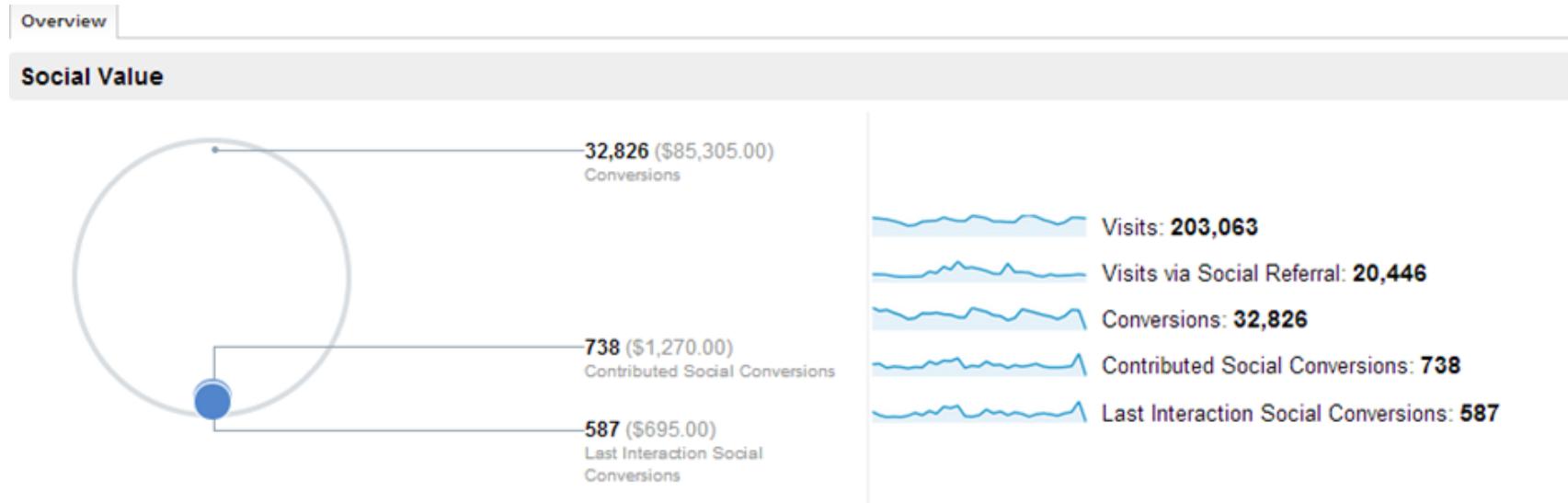
Social Reports (acquisition reports)

Social marketing often helps a sale indirectly rather than directly

We want to know if any sales came from someone who came straight from social and converted

Or, did they visit at an earlier time, leave, and then come back and convert?

Social Conversions Overview



Let's Do It!

Walk thru steps 1-4

Basic Tool Set



Google Analytics Login Information

Google Analytics URL Builder

Chrome DeBugger

Set of Eyeballs

Common Sense