
GOOGLE ANALYTICS 101

#WOWWEBINAR





ABOUT US

- 20 years of experience
- Marketing Automation
- Personalized Websites
- Cloud-based Solutions
- Mobile Applications
- Data Integration
- Analytics
- SEO/PPC

cf and HOME

imax
WORLDWIDE HOME

SH SAGEBROOK HOME

PARAGON

PORT 68

UTTERMOST

Transpac
From Everyday To Holiday

L
LARGO



Liberty Furniture
INDUSTRIES, INC



BOSCH
Invented for life

MARIPOSA
We Have a Gift for Entertaining

*Bloomington

INTERLUDEHOME

mudpie

CURREY
& COMPANY

COLONIAL CANDLE

tag

creativeco-op
DESIGNED BY US - INSPIRED BY YOU

CRYSTORAMA

PRIMITIVES BY
WHOLESALE
Kathy

CSS
CSS INDUSTRIES, INC.

SULLIVANS

dei

We Bring The FUN!

Cuisinart

tgb

BRANDS

DICKSONS

LADCO
WASHINGTON PARK DESIGN CENTER
+
RESORT DESIGN GROUP

pitney bowes



QUIZEL

DanESCO

Brownlow
— GIFTS —

FEIZY

FERGUSON
Bath, Kitchen & Lighting Gallery

FITZ AND FLOYD

FORESIDE
home · garden

GANZ

Hand Elongate

EVERGREEN
ENTERPRISES, INC.

GIFTCRAFT



NAPA
HOME & GARDEN

GVTC
COMMUNICATIONS

HAPMAN
Ideas that move.

YAMAHA

IBM

ILLUME

ad
ACCENT DECOR

INSTYLER



WHEREOWARE

AGENDA

- What is Google Analytics?
- Learn the Lingo
- Analyze and Use Actionable Data
- Tips + Tricks
- Takeaways



WHEREOWARE

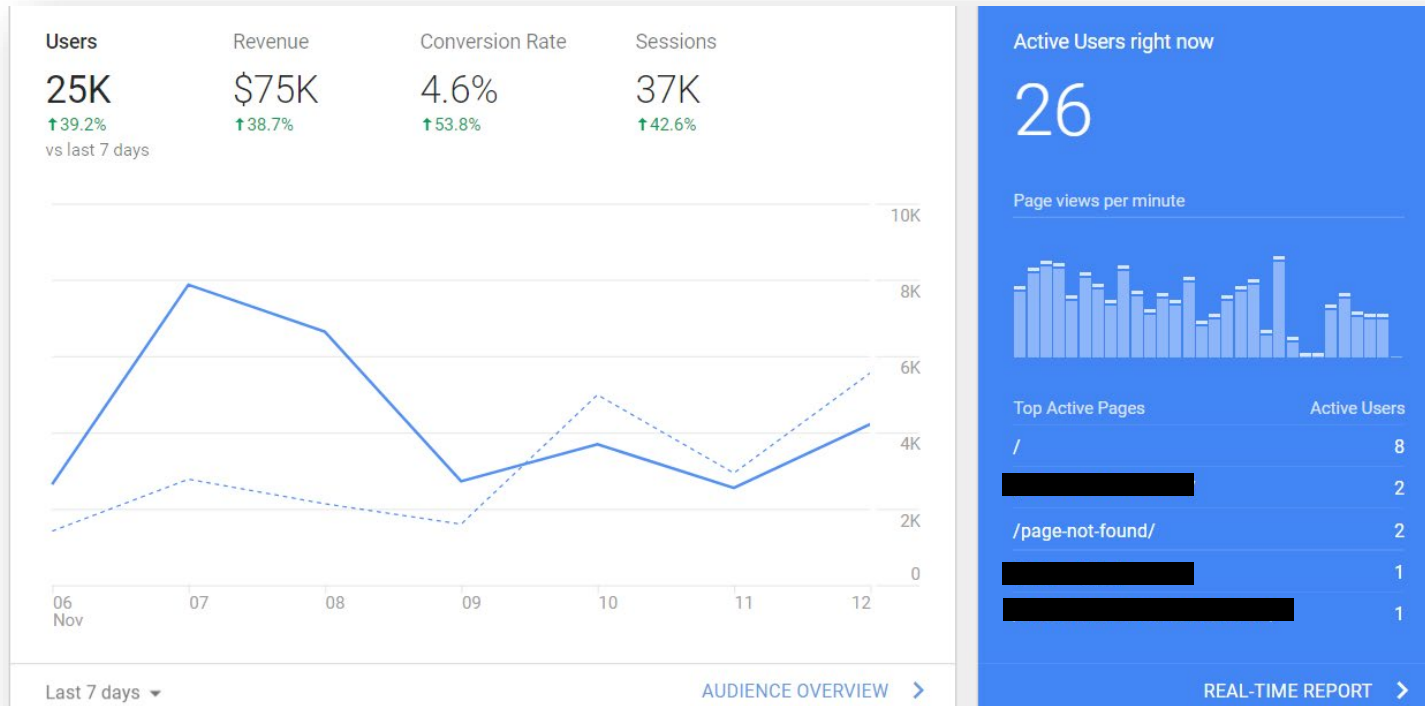
A grayscale photograph of a person's hands typing on a laptop keyboard. The laptop screen displays the Google Analytics interface, featuring a line graph and a pie chart. In the foreground, a white cup of coffee and a small plate with star-shaped cookies are visible on the desk. A teal semi-transparent rectangle is overlaid on the left side of the image, containing the text 'GOOGLE ANALYTICS' in white.

GOOGLE ANALYTICS

“94.9% of the top 200 marketing websites
use Google Analytics.”

-Orbit Media

WHAT IS GOOGLE ANALYTICS?



“Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic.”

WHEREOWARE

A grayscale photograph of a person's hands typing on a laptop keyboard. The person is wearing a white long-sleeved shirt. In the foreground, there is a pen and some papers on a desk. A semi-transparent blue rectangle is overlaid on the left side of the image, containing the text 'NEED TO KNOW TERMS' in white and dark blue.

NEED TO KNOW TERMS

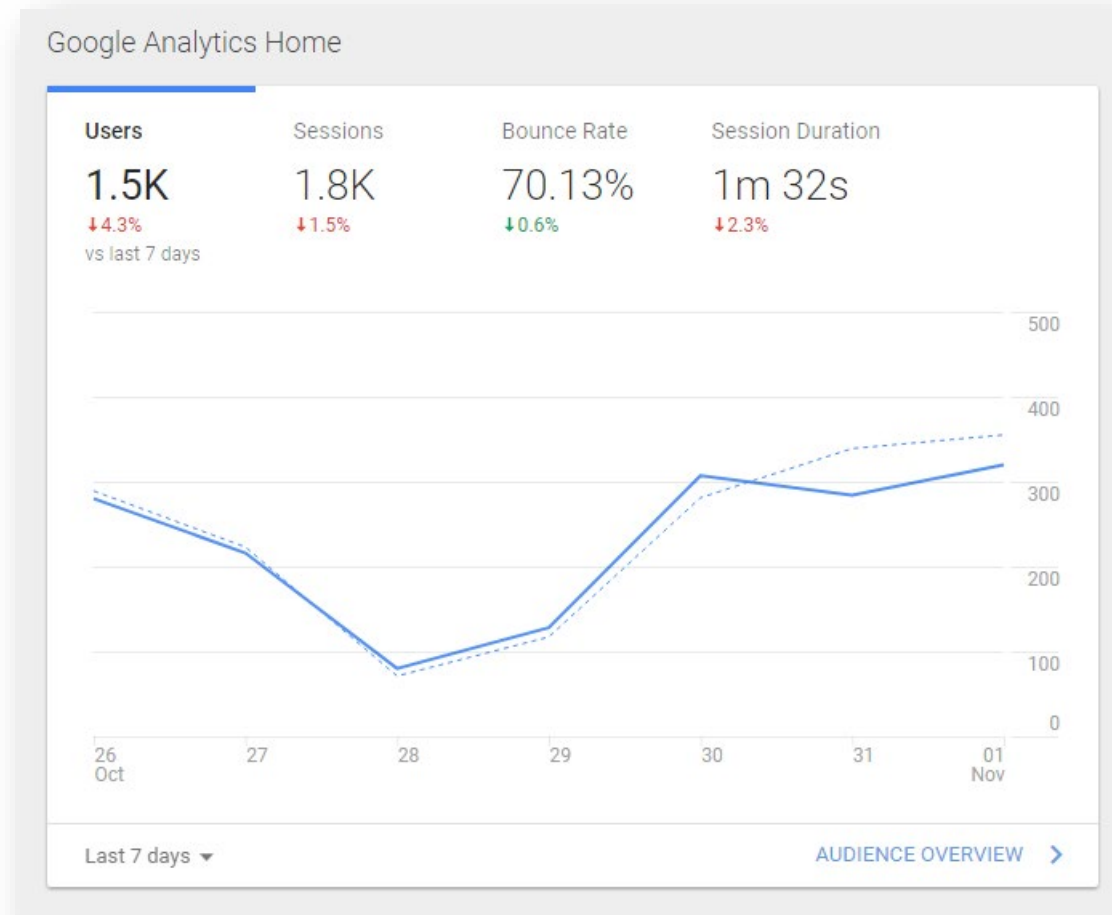
SESSIONS VS USERS



Users



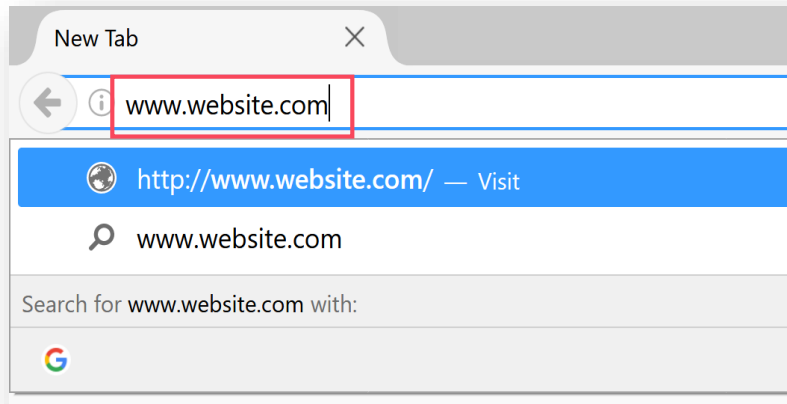
Sessions



WHEREOWARE

ACQUISITION

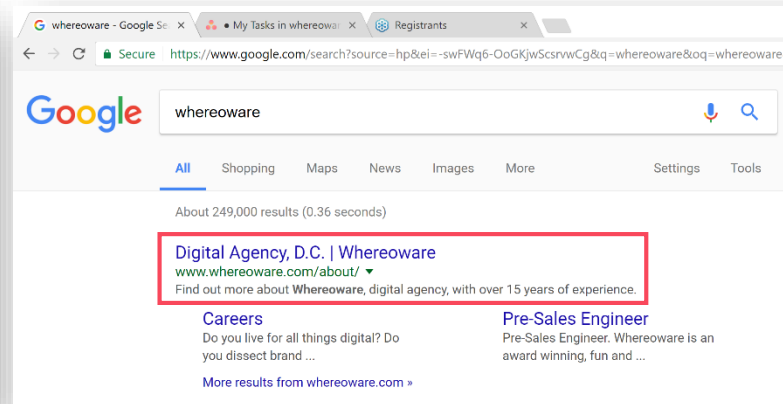
DIRECT



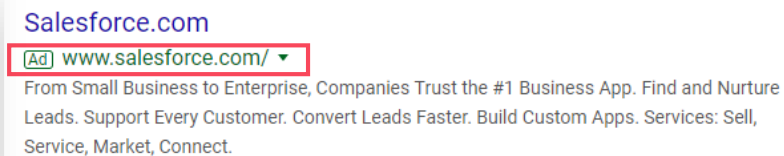
EMAIL



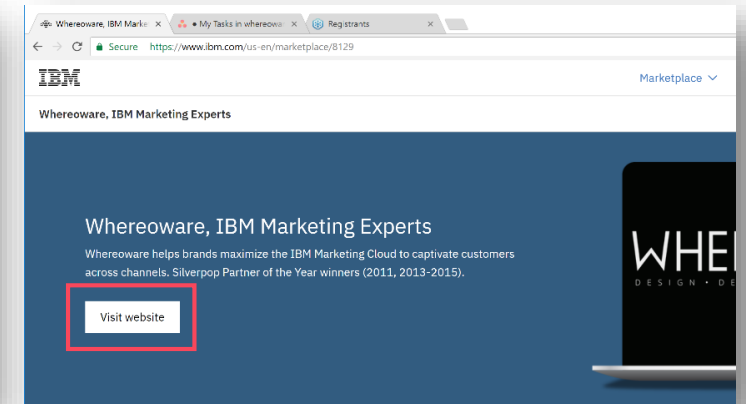
ORGANIC SEARCH



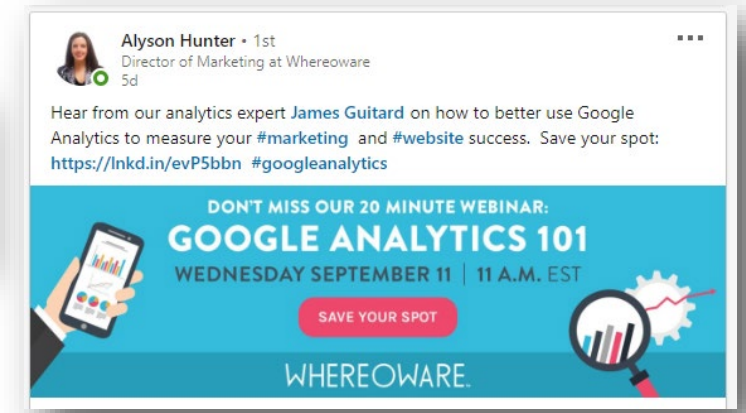
PAID SEARCH













REFERRAL



SOCIAL



BOUNCE RATE

	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		346,279 % of Total: 100.00% (346,279)	247,757 % of Total: 100.00% (247,757)	00:00:40 Avg for View: 00:00:40 (0.00%)	40,125 % of Total: 100.00% (40,125)	34.87% Avg for View: 34.87% (0.00%)	11.59% Avg for View: 11.59% (0.00%)	\$9.80 % of Total: 103.42% (\$9.48)
<input type="checkbox"/>	1. /shopping-cart/ 	29,678 (8.57%)	7,230 (2.92%)	00:00:35	1,279 (3.19%)	40.22%	7.48%	\$10.63(108.42%)
<input type="checkbox"/>	2. /checkout/ 	14,812 (4.28%)	9,346 (3.77%)	00:00:42	137 (0.34%)	49.64%	4.46%	\$29.75(303.52%)
<input type="checkbox"/>	3. / 	12,086 (3.49%)	8,632 (3.48%)	00:00:35	6,765 (16.86%)	12.21%	13.78%	\$4.33 (44.19%)
<input type="checkbox"/>	4. 	10,773 (3.11%)	6,770 (2.73%)	00:00:53	2,516 (6.27%)	41.21%	19.17%	\$3.68 (37.50%)
<input type="checkbox"/>	5. 	8,280 (2.39%)	5,680 (2.29%)	00:00:38	602 (1.50%)	39.70%	11.93%	\$4.14 (42.27%)
<input type="checkbox"/>	6. 	6,446 (1.86%)	4,649 (1.88%)	00:00:13	616 (1.54%)	14.01%	4.75%	\$3.68 (37.51%)
<input type="checkbox"/>	7. /checkout-login/ 	6,446 (1.86%)	2,980 (1.20%)	00:00:20	68 (0.17%)	52.94%	3.60%	\$19.67(200.60%)
<input type="checkbox"/>	8. 	5,292 (1.53%)	3,475 (1.40%)	00:00:13	86 (0.21%)	47.67%	3.46%	\$5.07 (51.74%)
<input type="checkbox"/>	9. 	3,640 (1.05%)	2,624 (1.06%)	00:00:19	11 (0.03%)	18.18%	0.63%	\$28.02(285.88%)
<input type="checkbox"/>	10. 	3,566 (1.03%)	2,487 (1.00%)	00:00:44	1,029 (2.56%)	43.48%	22.46%	\$4.64 (47.29%)

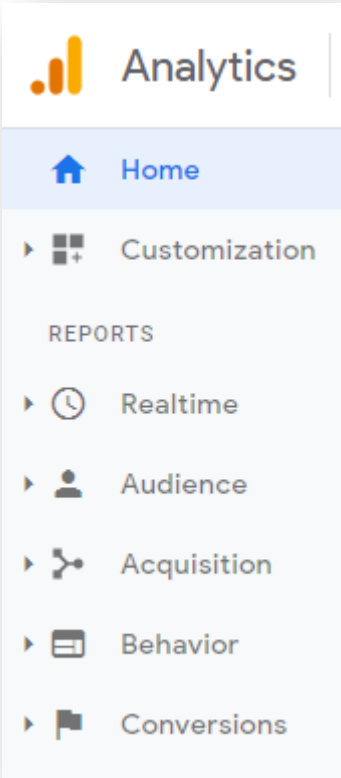
WHEREOWARE

ANALYZE AND USE ACTIONABLE DATA



REPORTS

Measuring Performance



5 Report Categories

Report	Description
Realtime	Current “Snapshot” of activity
Audience	Who is visiting? Demographics, Interests, Geolocation, Device Type
Acquisition	What channels are driving traffic? Search, Social, Referral, Email, Paid Ads
Behavior	How is my site performing? Top pages, Site speed, Search terms
Conversions	How many visitors are completing goals like product purchase or registration?

WHEREOWARE

REALTIME REPORTS

What's Happening Right Now?

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

Overview

LocationsTraffic SourcesContentEventsConversions

Overview

Create Shortcut BETA

Right now

69

active users on site

MOBILE

55%

DESKTOP

32%

TABLET

13%

Pageviews

Per minute

Per second

Top Referrals:

Source	Active Users
1. docviewer.yandex.ru	1

Top Social Traffic:

Source	Active Users
1. Facebook	2

Top Active Pages:

Active Page	Active Users
1. /search/	8 11.43%
2. /	7 10.00%
3. [REDACTED]	4 5.71%
4. [REDACTED]	4 5.71%
5. [REDACTED]	2 2.86%

WHEREOWARE

DEMOGRAPHICS AND INTERESTS

Who are your visitors?

Audience

Overview

Active Users

Lifetime Value BETA

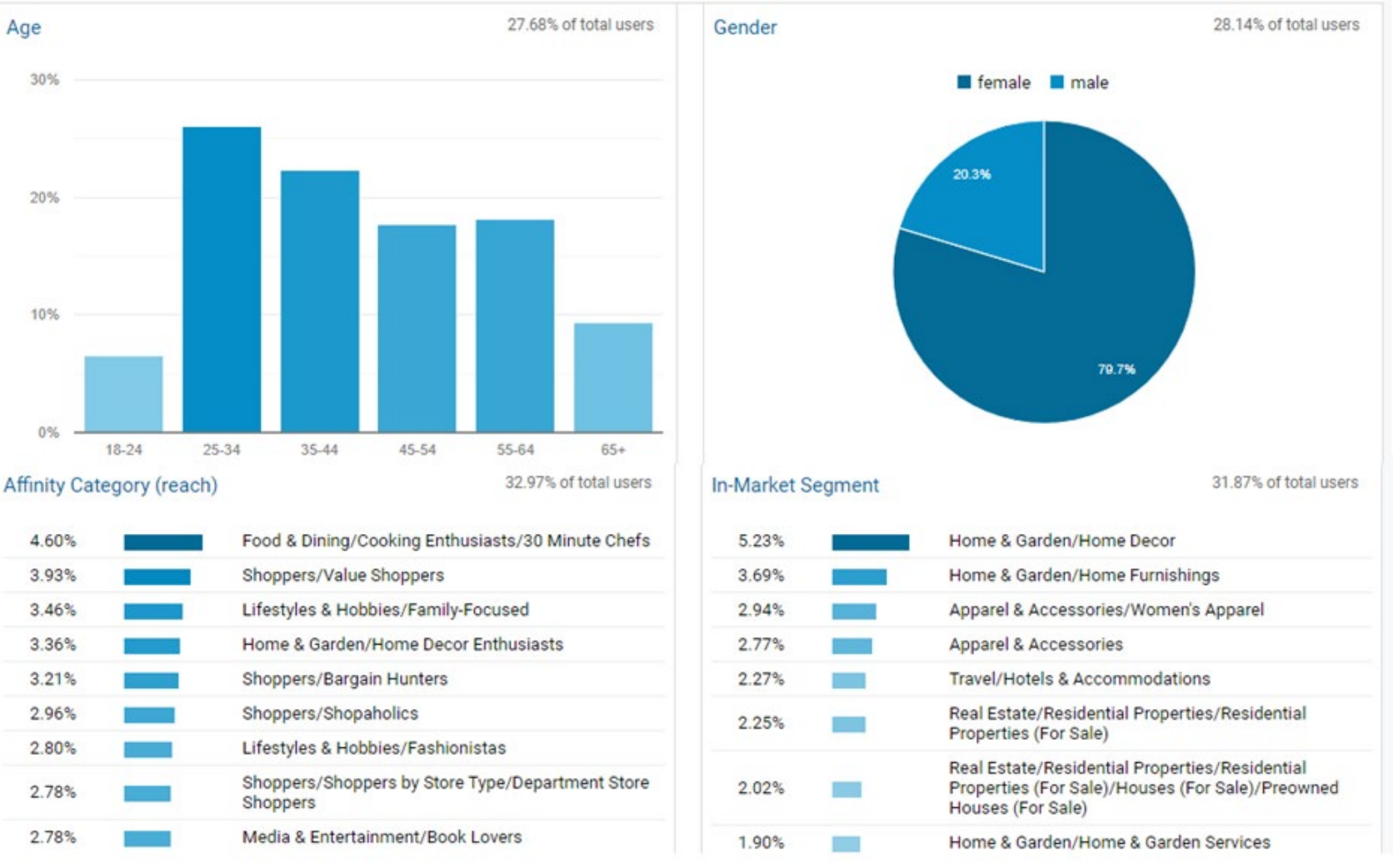
Cohort Analysis BETA

Audiences

User Explorer

Demographics

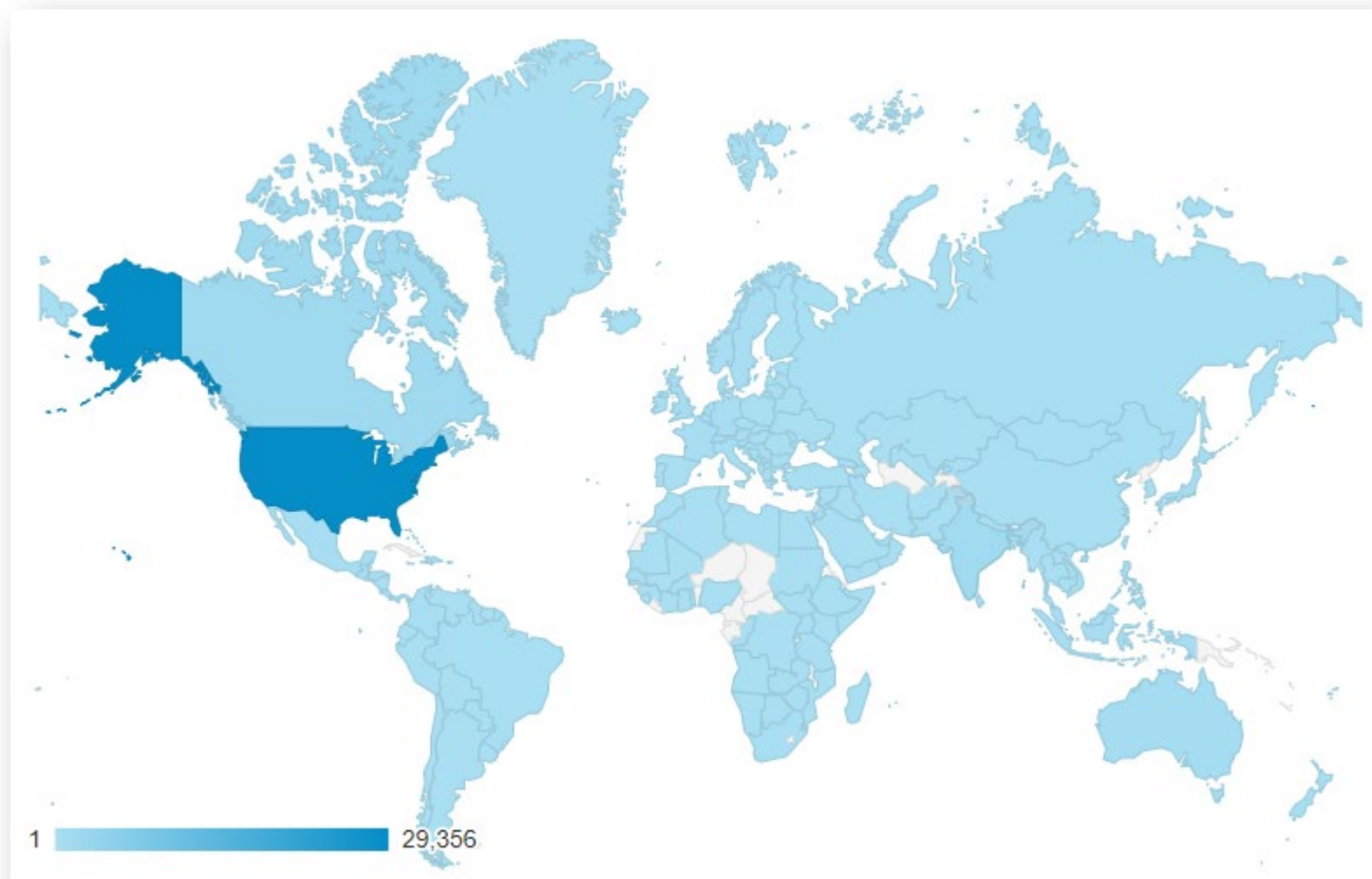
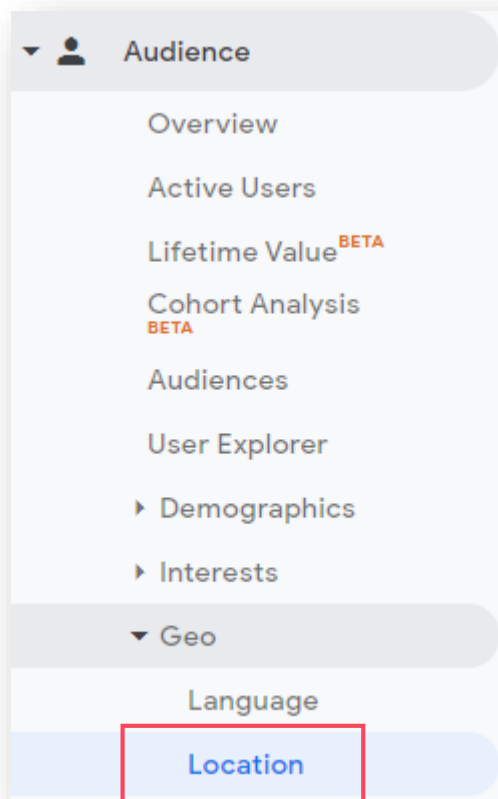
Interests



WHEREOWARE

GEO











Where are your visitors located?



WHEREOWARE

GEO

Where are your visitors located?

Country ?	Acquisition			Behavior			Conversions	eCommerce ▾
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	40,224 % of Total: 100.00% (40,224)	33,154 % of Total: 100.00% (33,154)	52,206 % of Total: 100.00% (52,206)	42.91% Avg for View: 42.91% (0.00%)	4.41 Avg for View: 4.41 (0.00%)	00:02:54 Avg for View: 00:02:54 (0.00%)	143 % of Total: 100.00% (143)	\$40,186.56 % of Total: 100.00% (\$40,186.56)
1.  United States	29,356 (72.74%)	23,788 (71.75%)	38,689 (74.11%)	41.90%	4.64	00:03:03	141 (98.60%)	\$39,452.67 (98.17%)
2.  Canada	1,746 (4.33%)	1,362 (4.11%)	2,402 (4.60%)	42.84%	3.76	00:02:54	0 (0.00%)	\$0.00 (0.00%)
3.  India	1,519 (3.76%)	1,433 (4.32%)	1,675 (3.21%)	47.40%	2.88	00:01:21	0 (0.00%)	\$0.00 (0.00%)
4.  Australia	761 (1.89%)	659 (1.99%)	906 (1.74%)	48.34%	3.57	00:02:09	0 (0.00%)	\$0.00 (0.00%)
5.  Japan	451 (1.12%)	339 (1.02%)	558 (1.07%)	46.95%	4.58	00:02:50	0 (0.00%)	\$0.00 (0.00%)
6.  United Kingdom	450 (1.12%)	399 (1.20%)	508 (0.97%)	51.18%	2.96	00:01:44	0 (0.00%)	\$0.00 (0.00%)
7.  Philippines	397 (0.98%)	360 (1.09%)	456 (0.87%)	46.93%	3.26	00:02:03	0 (0.00%)	\$0.00 (0.00%)
8.  Mexico	259 (0.64%)	170 (0.51%)	381 (0.73%)	37.01%	5.52	00:03:35	0 (0.00%)	\$0.00 (0.00%)
9.  Malaysia	244 (0.60%)	225 (0.68%)	261 (0.50%)	51.34%	3.05	00:02:07	1 (0.70%)	\$175.94 (0.44%)
10.  Sweden	205 (0.51%)	180 (0.54%)	247 (0.47%)	49.80%	3.62	00:02:00	0 (0.00%)	\$0.00 (0.00%)

WHEREOWARE

GEO

Where are your visitors located?

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

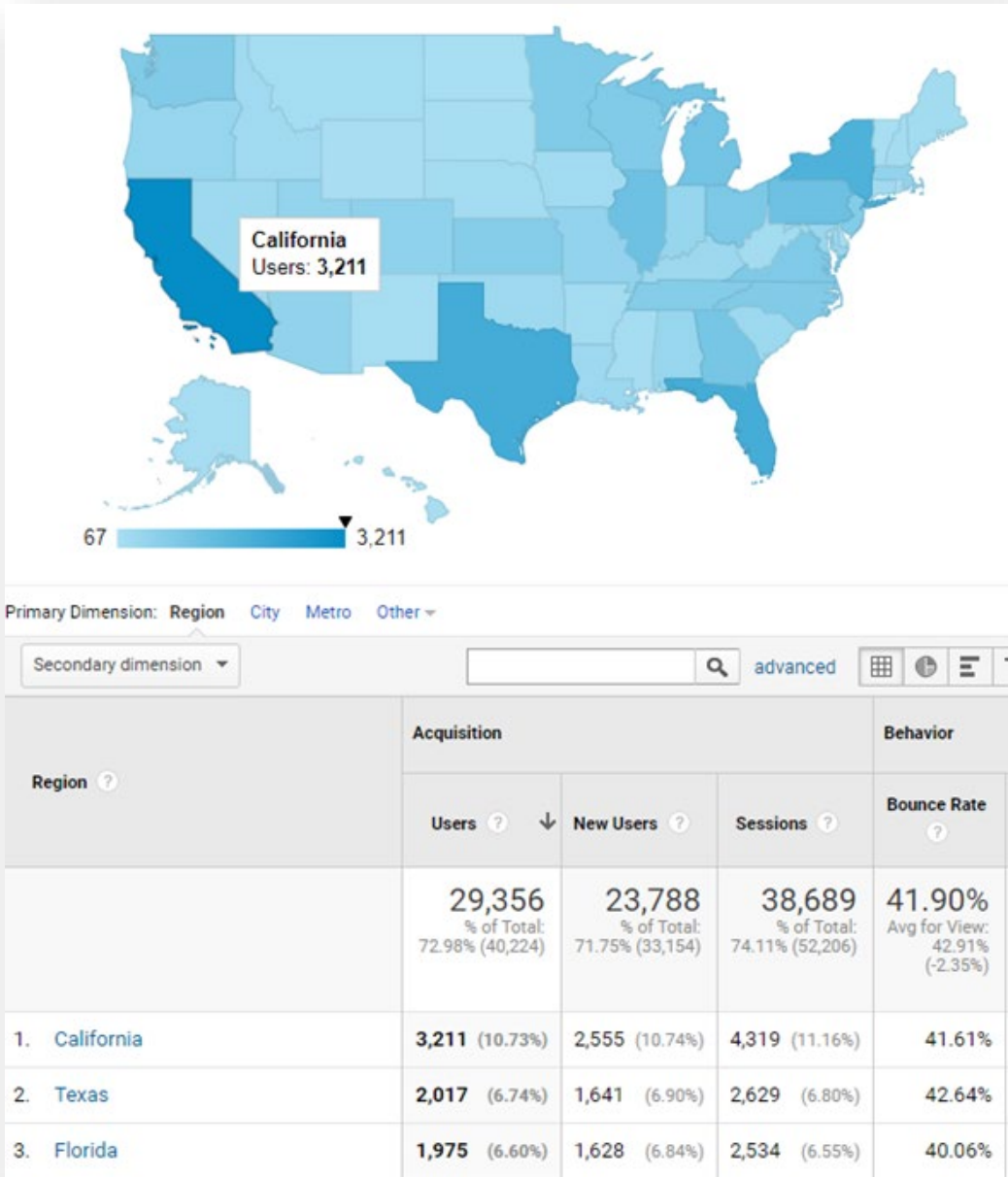
Interests

Geo


Language

Location

WHEREOWARE



MOBILE DEVICES



AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▼ Mobile

Overview

Devices

	Device Category ?	Acquisition			Behavior			Conversions eCommerce ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
		40,150 % of Total: 100.00% (40,150)	43.88% Avg for View: 43.82% (0.13%)	17,617 % of Total: 100.13% (17,594)	34.87% Avg for View: 34.87% (0.00%)	8.62 Avg for View: 8.62 (0.00%)	00:05:04 Avg for View: 00:05:04 (0.00%)	1,755 % of Total: 100.00% (1,755)	\$81,087.80 % of Total: 100.00% (\$81,087.80)	4.37% Avg for View: 4.37% (0.00%)
<input type="checkbox"/>	1. mobile	26,254 (65.39%)	40.89%	10,734 (60.93%)	37.19%	7.63	00:04:28	846 (48.21%)	\$36,305.94 (44.77%)	3.22%
<input type="checkbox"/>	2. desktop	9,916 (24.70%)	51.86%	5,142 (29.19%)	28.84%	11.31	00:06:22	737 (41.99%)	\$34,988.94 (43.15%)	7.43%
<input type="checkbox"/>	3. tablet	3,980 (9.91%)	43.74%	1,741 (9.88%)	34.57%	8.49	00:05:44	172 (9.80%)	\$9,792.92 (12.08%)	4.32%

WHEREOWARE

CHANNELS

How visitors are getting to your site

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
		Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
		40,150 % of Total: 100.00% (40,150)	43.88% Avg for View: 43.82% (0.13%)	17,617 % of Total: 100.13% (17,594)	34.87% Avg for View: 34.87% (0.00%)	8.62 Avg for View: 8.62 (0.00%)	00:05:04 Avg for View: 00:05:04 (0.00%)	4.37% Avg for View: 4.37% (0.00%)	1,755 % of Total: 100.00% (1,755)	\$81,087.80 % of Total: 100.00% (\$81,087.80)
<input type="checkbox"/>	1. Email	21,052 (52.43%)	34.23%	7,206 (40.90%)	35.96%	8.19	00:05:00	4.21%	887 (50.54%)	\$40,176.82 (49.55%)
<input type="checkbox"/>	2. Paid Search	5,940 (14.79%)	59.43%	3,530 (20.04%)	38.38%	8.66	00:04:43	4.53%	269 (15.33%)	\$12,960.89 (15.98%)
<input type="checkbox"/>	3. Organic Search	3,707 (9.23%)	45.97%	1,704 (9.67%)	28.03%	11.13	00:06:22	5.96%	221 (12.59%)	\$10,622.63 (13.10%)
<input type="checkbox"/>	4. (Other)	3,188 (7.94%)	48.31%	1,540 (8.74%)	39.27%	6.05	00:03:17	2.82%	90 (5.13%)	\$2,724.14 (3.36%)
<input type="checkbox"/>	5. Direct	2,433 (6.06%)	70.20%	1,708 (9.70%)	40.98%	9.06	00:05:27	5.51%	134 (7.64%)	\$6,375.91 (7.86%)
<input type="checkbox"/>	6. Referral	2,351 (5.86%)	49.68%	1,168 (6.63%)	20.29%	12.89	00:07:19	5.40%	127 (7.24%)	\$7,116.44 (8.78%)
<input type="checkbox"/>	7. Social	1,471 (3.66%)	51.19%	753 (4.27%)	26.10%	6.44	00:03:33	1.84%	27 (1.54%)	\$1,110.97 (1.37%)
<input type="checkbox"/>	8. Display	8 (0.02%)	100.00%	8 (0.05%)	12.50%	4.25	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)



ACQUISITION

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

WHEREOWARE

BEHAVIOR

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

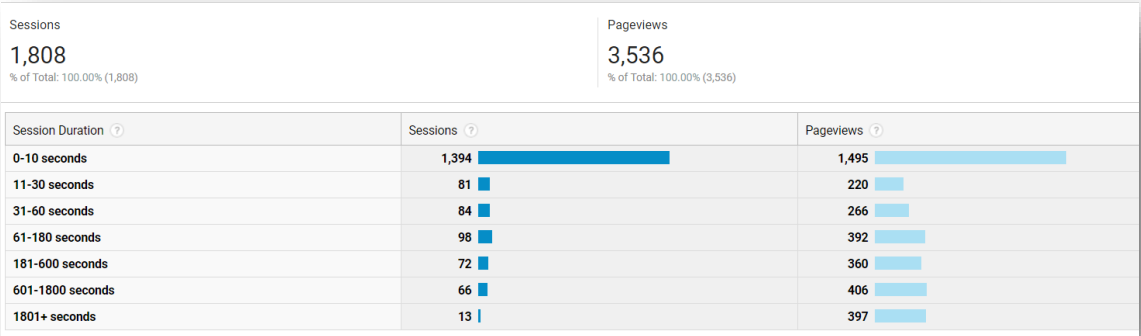
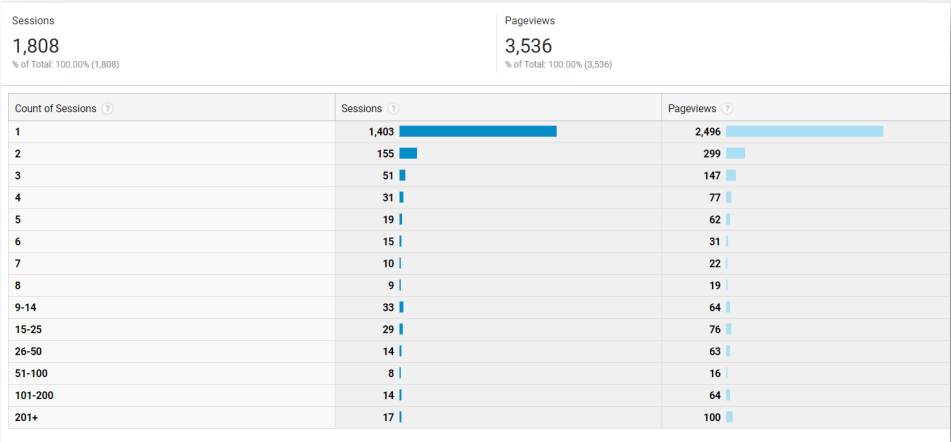
New vs. Returning

Frequency + Recency

Engagement

WHEREOWARE

User Type ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,808 % of Total: 100.00% (1,808)	77.60% Avg for View: 77.60% (0.00%)	1,403 % of Total: 100.00% (1,403)	72.57% Avg for View: 72.57% (0.00%)	1.96 Avg for View: 1.96 (0.00%)	00:01:23 Avg for View: 00:01:23 (0.00%)
1. New Visitor	1,403 (77.60%)	100.00%	1,403(100.00%)	78.26%	1.78	00:01:07
2. Returning Visitor	405 (22.40%)	0.00%	0 (0.00%)	52.84%	2.57	00:02:17



ASSISTED CONVERSIONS

CONVERSIONS
Goals
Ecommerce
Multi-Channel Funnels
Overview
Assisted Conversions
Top Conversion Paths
Time Lag

<input type="checkbox"/> 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 ?
<input type="checkbox"/> 1. Direct	6,748 (37.09%)	\$149,922.52	9,369 (45.10%)	\$200,601.15	0.72
<input type="checkbox"/> 2. Paid Search	4,705 (25.86%)	\$95,314.00	6,297 (30.31%)	\$84,862.02	0.75
<input type="checkbox"/> 3. Organic Search	3,359 (18.46%)	\$79,976.40	2,451 (11.80%)	\$71,164.54	1.37
<input type="checkbox"/> 4. Email	2,294 (12.61%)	\$35,484.60	2,005 (9.65%)	\$25,963.58	1.14
<input type="checkbox"/> 5. Referral	426 (2.34%)	\$5,085.20	280 (1.35%)	\$7,386.47	1.52
<input type="checkbox"/> 6. Social Network	341 (1.87%)	\$4,680.78	220 (1.06%)	\$2,724.79	1.55

WHEREOWARE

BENCHMARKING

Compare yourself to others in the industry

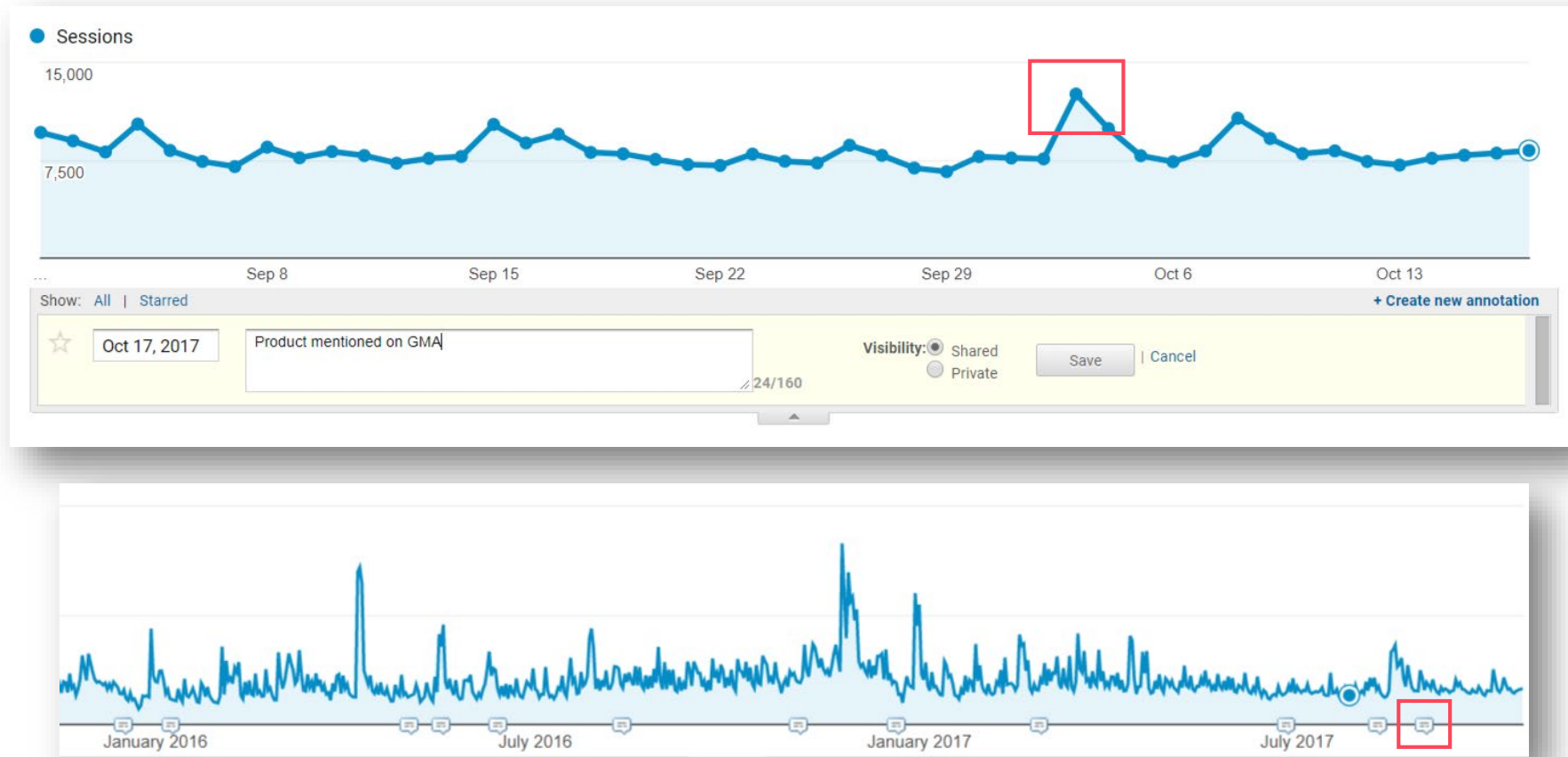
<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
		59.48% ↑ 25,693 vs 16,110	21.56% ↓ 43.42% vs 55.36%	25.10% ↑ 11,156 vs 8,918	92.63% ↑ 8.98 vs 4.66	75.39% ↑ 00:05:13 vs 00:02:59	25.72% ↑ 33.58% vs 45.21%
<input type="checkbox"/>	1. Email	1,024.87% ↑ 12,936 vs 1,150	18.91% ↑ 34.12% vs 28.70%	1,237.58% ↑ 4,414 vs 330	62.17% ↑ 8.68 vs 5.35	50.09% ↑ 00:05:15 vs 00:03:30	-15.02% ↓ 33.03% vs 38.87%
<input type="checkbox"/>	2. Paid Search	77.42% ↑ 4,849 vs 2,733	1.82% ↑ 60.05% vs 58.98%	80.65% ↑ 2,912 vs 1,612	73.01% ↑ 8.48 vs 4.90	65.28% ↑ 00:04:44 vs 00:02:52	-11.86% ↓ 39.12% vs 44.38%
<input type="checkbox"/>	3. Referral	46.42% ↑ 1,492 vs 1,019	-13.92% ↓ 38.94% vs 45.24%	26.03% ↑ 581 vs 461	176.79% ↑ 13.95 vs 5.04	119.68% ↑ 00:07:54 vs 00:03:36	-55.88% ↓ 18.83% vs 42.69%
<input type="checkbox"/>	4. (Other)	2.95% ↑ 1,150 vs 1,117	-21.43% ↓ 36.43% vs 46.37%	-19.11% ↓ 419 vs 518	59.73% ↑ 6.80 vs 4.26	35.18% ↑ 00:03:35 vs 00:02:39	-17.05% ↓ 37.65% vs 45.39%
<input type="checkbox"/>	5. Direct	-26.04% ↓ 1,744 vs 2,358	14.96% ↑ 70.99% vs 61.75%	-14.97% ↓ 1,238 vs 1,456	93.67% ↑ 8.69 vs 4.49	53.85% ↑ 00:04:52 vs 00:03:10	-16.39% ↓ 39.68% vs 47.46%
<input type="checkbox"/>	6. Social	-40.82% ↓ 735 vs 1,242	-20.24% ↓ 45.85% vs 57.49%	-52.80% ↓ 337 vs 714	68.48% ↑ 6.85 vs 4.07	53.96% ↑ 00:03:22 vs 00:02:12	-34.54% ↓ 30.88% vs 47.18%
<input type="checkbox"/>	7. Organic Search	-43.42% ↓ 2,769 vs 4,894	-29.09% ↓ 44.67% vs 63.00%	-59.88% ↓ 1,237 vs 3,083	109.19% ↑ 10.25 vs 4.90	84.54% ↑ 00:05:53 vs 00:03:12	-32.11% ↓ 29.58% vs 43.56%
<input type="checkbox"/>	8. Display	-97.90% ↓ 18 vs 857	136.74% ↑ 100.00% vs 42.24%	-95.03% ↓ 18 vs 362	35.08% ↑ 4.06 vs 3.00	3.19% ↑ 00:01:39 vs 00:01:36	-45.79% ↓ 33.33% vs 61.49%
<input type="checkbox"/>	9. Other Advertising	-100.00% ↓ 0 vs 740	-100.00% ↓ 0.00% vs 51.62%	-100.00% ↓ 0 vs 382	-100.00% ↓ 0.00 vs 4.70	-100.00% ↓ 00:00:00 vs 00:03:06	-100.00% ↓ 0.00% vs 42.84%

WHEREOWARE

The background of the image is a light gray field filled with a pattern of white binary code (0s and 1s) and various white numbers (0-9). A solid teal-colored rectangle is positioned on the left side of the image, serving as a backdrop for the text.

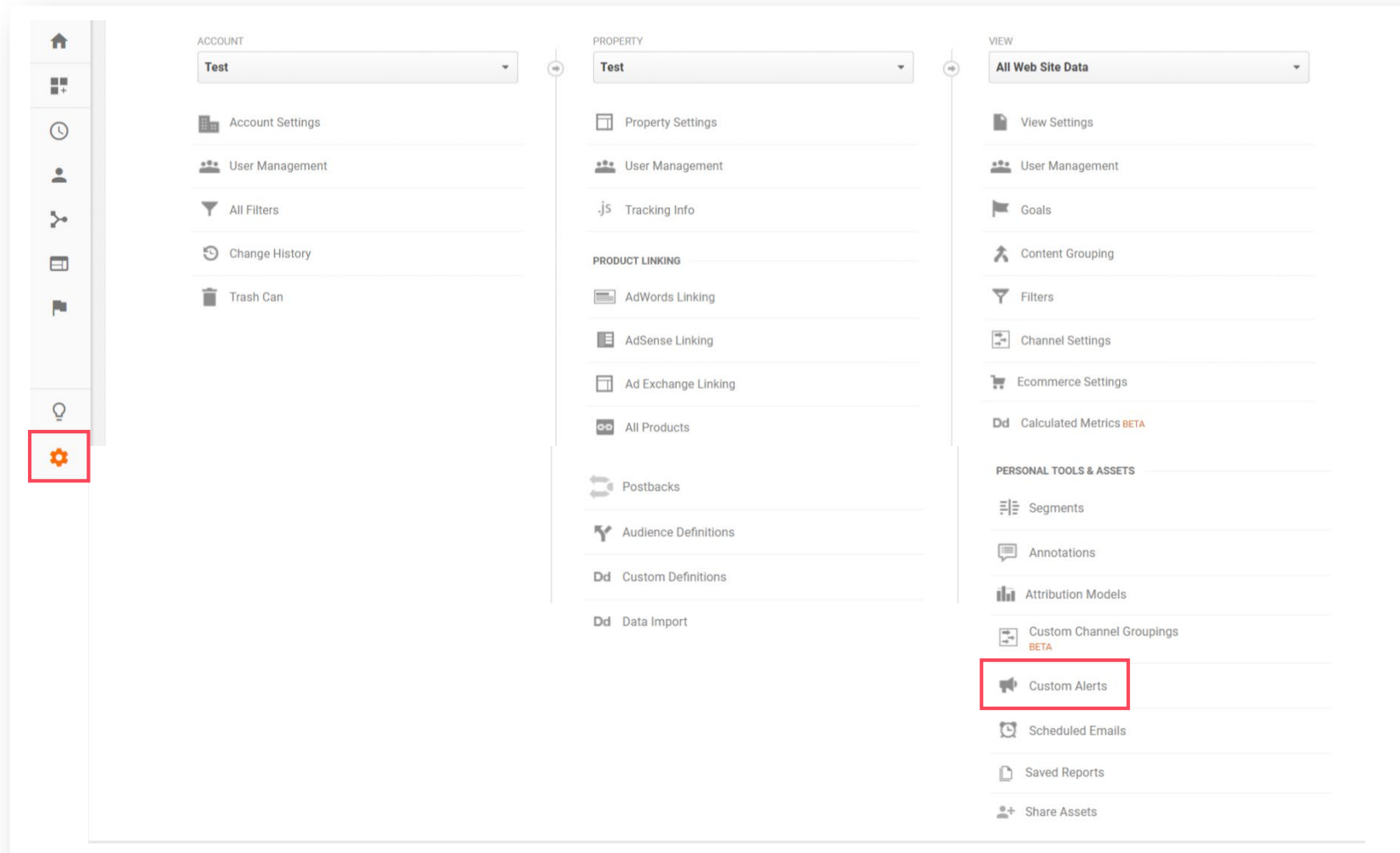
HELPFUL TIPS + TRICKS

ANNOTATIONS



WHEREOWARE

CUSTOM ALERTS



WHEREOWARE

CUSTOM ALERTS

Home

Grid

Clock

User

Phone

ACCOUNT

Test

Account Settings

User Management

All Filters

PROPERTY

Test

Property Settings

User Management

Tracking Info

VIEW

All Web Site Data

View Settings

User Management

Goals

+ NEW ALERT

Search

Name	Period	
No Order Alert	Day	remove

Data Import

Custom Channel Groupings

BETA

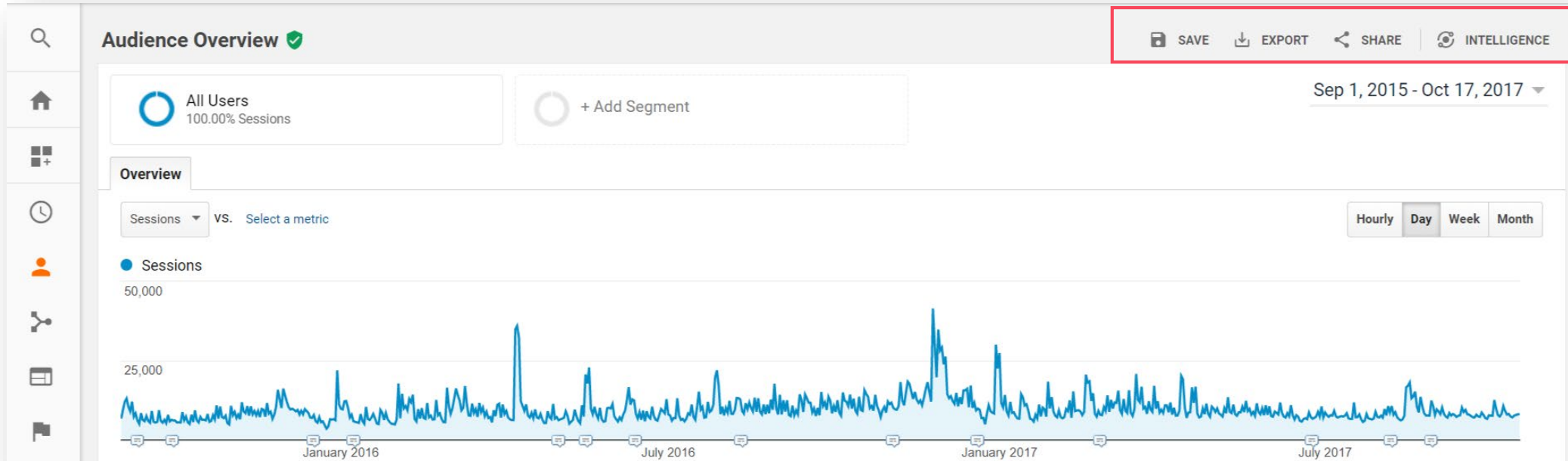
Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

WHEREOWARE



WHEREOWARE

SHARE & AUTOMATE REPORTS

The image shows a screenshot of the Whereoware 'Audience Overview' dashboard. A modal window titled 'Email Report: Audience Overview' is open in the center. The modal contains the following fields and options:

- From:** whereoware@gmail.com
- To:** [Empty text field]
- Subject:** Google Analytics: Audience Overview
- Attachments:** PDF icon, a dropdown menu showing 'AUDIENCE OVERVIEW', and a blue button labeled 'AUDIENCE OVERVIEW'.
- Frequency:** A dropdown menu currently set to 'Once', which is highlighted with a red box.
- ADVANCED OPTIONS:** A section with a collapsed arrow icon.
- Buttons:** 'Send' and 'Cancel' at the bottom left, and 'Add to an existing email' at the bottom right.

In the background, the 'Audience Overview' dashboard is visible. It features a sidebar with navigation icons, a main content area with a line chart showing sessions over time, and a top navigation bar with 'SAVE', 'EXPORT', 'SHARE', and 'INTELLIGENCE' options. The 'SHARE' option is highlighted with a red box. The dashboard also displays a date range 'Sep 1, 2015 - Oct 17, 2017' and a time interval selector with 'Hourly', 'Day', 'Week', and 'Month' options.

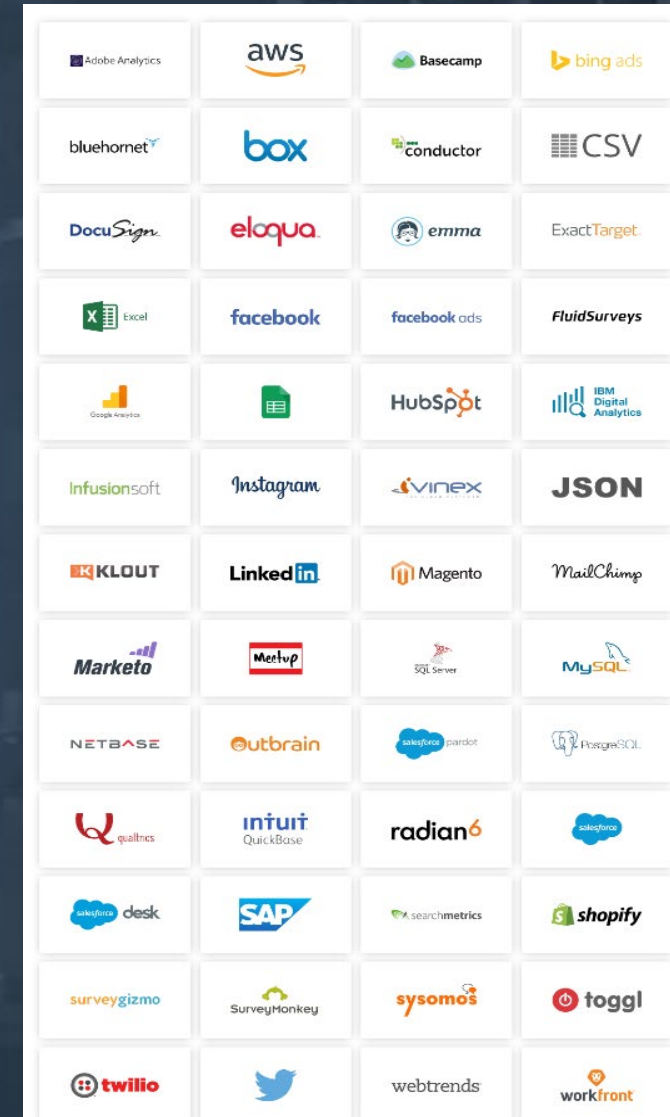
WHEREOWARE

ADVANCED ANALYTICS WITH BI



Combine and integrate multiple data sources:

- Google Analytics
- CRM (Salesforce, HubSpot)
- Email (Silverpop, Mailchimp)
- Ecommerce (Shopify, Stripe, Square)
- SQL Database
- Excel





UNLEASH YOUR DATA SUPERPOWERS

- Generate 360° View Reports
- Customize cards and dashboards
- Drill Down to user-level performance
- Set alerts and automate reports to marketing & sales teams, IT service desk, management, clients & stakeholders



RESOURCES

- **Whereoware Blog**
<http://blog.whereoware.com/category/analytics/>
- **GA Academy**
<https://analytics.google.com/analytics/academy/>
- **Official Documentation**
<https://support.google.com/analytics>



WHEREOWARE

KEY TAKEAWAYS

- ✓ Ready your website and set goals
- ✓ Customize and manage reports you want and *need*
- ✓ Track activity on all channels, including desktop, mobile, and tablet
- ✓ Pay attention to your audiences' behavior
- ✓ Get started + play around!



WHEREOWARE



NEED HANDS-ON HELP?






Email sales@whereoware.com to set up a free 30-minute consult with our Customer Insights team.

Limited time offer expires on September 25.

THANKS FOR WATCHING!

Contact us:

-  14399 Penrose Pl #450
Chantilly, VA 20151
-  (877) 521-7448
-  info@Whereoware.com

Follow us on:

-  facebook.com/whereoware
-  [@whereoware](https://twitter.com/whereoware)

WHEREOWARE