

Digital Masterclass Series

# The Importance of Going Digital in a Post COVID World

Topic 9:  
What Are Web Analytics And How  
Can They Help My Business?

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



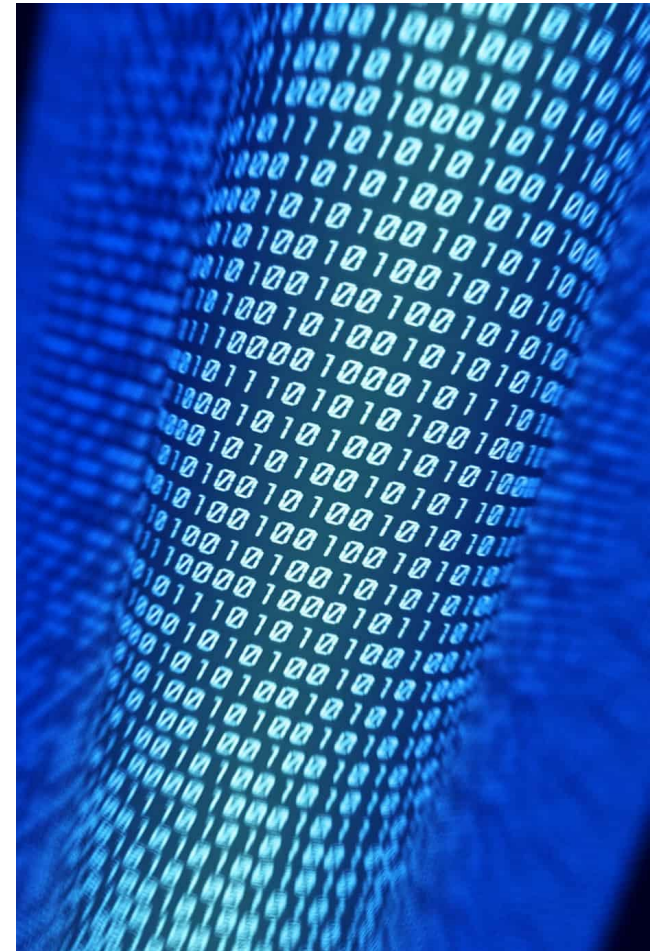
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# Today's topic

## **What Are Web Analytics And How Can They Help My Business?**

An introduction to how web analytics can inform business decisions.



# Agenda



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1. Why web analytics?
2. What are analytics?
3. How can they help my business?
4. What might they look like?
5. Other platforms.
6. Getting started.
7. Useful links.

# Why web analytics?

*“It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.”*

Arthur Conan Doyle's Sherlock Holmes  
in *A Scandal in Bohemia* (1891)



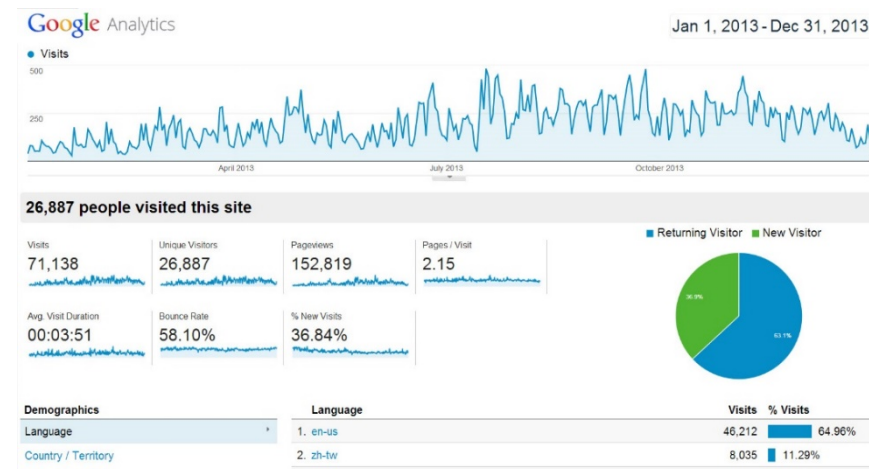
# Why web analytics?



- Unlike 1891, businesses in 2021 have access to more information about their customers than at any previous moment in history.
- This information – derived from websites, social media accounts, apps and elsewhere – can help inform business decisions, from seasonal trends to customer behaviour to where to spend marketing budget... and much more.
- This information is generally free. And yet, many people either don't know about it, or may even feel overwhelmed by it all.

# What are analytics?

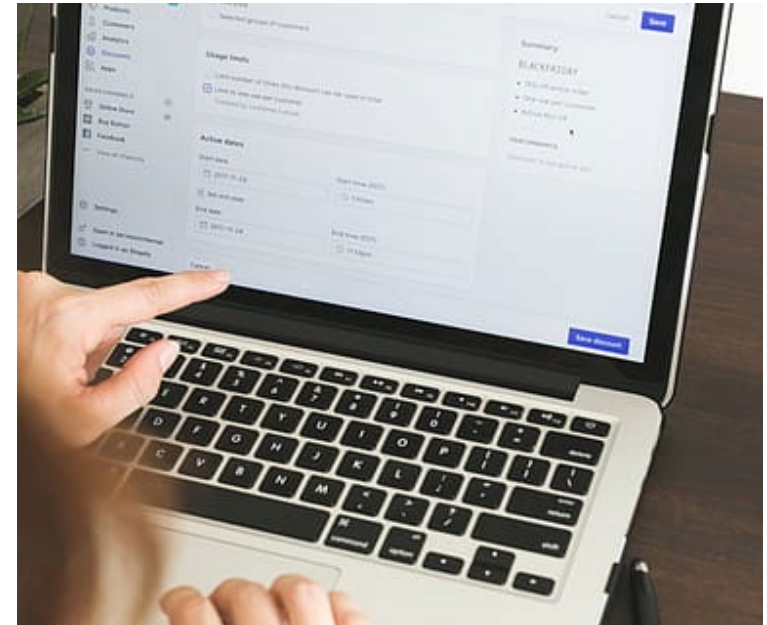
- In digital marketing, analytics refers to *measuring and drawing conclusions* about *user behaviour*. In short: monitoring and acting on information about the behaviour of customers and prospects.
- This can occur on websites, social media, apps, ecommerce platforms, etc.
- Today we'll introduce the concept with Google Analytics, a free and popular tool that measures website traffic and engagement.





# How can analytics help my business?

- Would anyone like to have a crack at guessing how information about website users could help with business decisions?
- Knowing what your website visitors do can lead to better business decisions. Google Analytics can help you measure and understand things like:
  - ☐ How many visitors come to your website.
  - ☐ What pages they click on.
  - ☐ What pages they **don't** click on.
  - ☐ How long they spend on your site
  - ☐ What pages they look at the longest (and shortest).
  - ☐ What brings them to your site. Email? Facebook? Google? Links from other sites?
  - ☐ The commercial effectiveness for each channel.
  - ☐ And much, much, more.



# How can analytics help my business?

- The following fictitious example will help illustrate how analytics data can steer business decisions.
- **Lee's Drop Bear Repellent** runs a promotion to coincide with the impending drop bear season.
- Although this example is clearly not real, consider how something like it may apply to your business.





# How can analytics help my business?

- Lee's website features a page with a special offer to coincide with the season.
- A promotion runs across email, social media and Google Ads. A local mail campaign with a QR code also directs people to the page.
- Here are some of the ways in which Google Analytics could help you acquire more customers and get a better return on marketing spend.



# How can analytics help my business?

- Google Analytics could reveal:

- ☐ What channel sent the most visitors?
  - **Important because:** each channel has a promotional cost. Knowing which sent the most visitors can help inform where to allocate marketing budget.
- ☐ How many people used the QR code?
  - **Important because:** you can track QR code interactions, showing whether this was an effective medium.
- ☐ How many return visitors were there?
  - **Important because:** this implicitly shows how many visitors already knew about Lee's product.



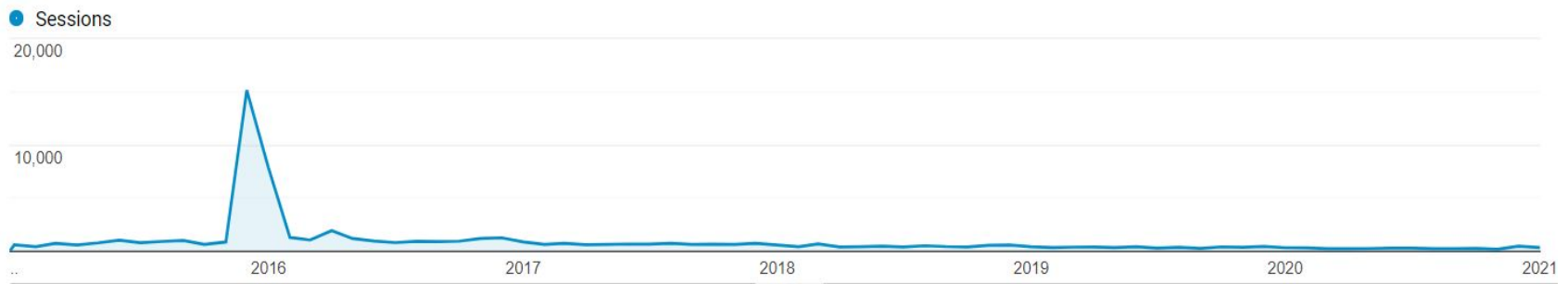
# How can analytics help my business?

- Google Analytics could reveal:
  - ❑ What proportion of people clicked on the promotional page, but then left immediately?
    - **Important because:** driving customers to a website is often just half the battle. Too many customers dropping off before they transact suggests the page layout or some other element may need improving.
  - ❑ What is the most cost effective channel?
    - **Important because:** it may be that social media sent the highest overall number of visitors, but Google Ads recorded the most transactions (something that can often be accurately measured).



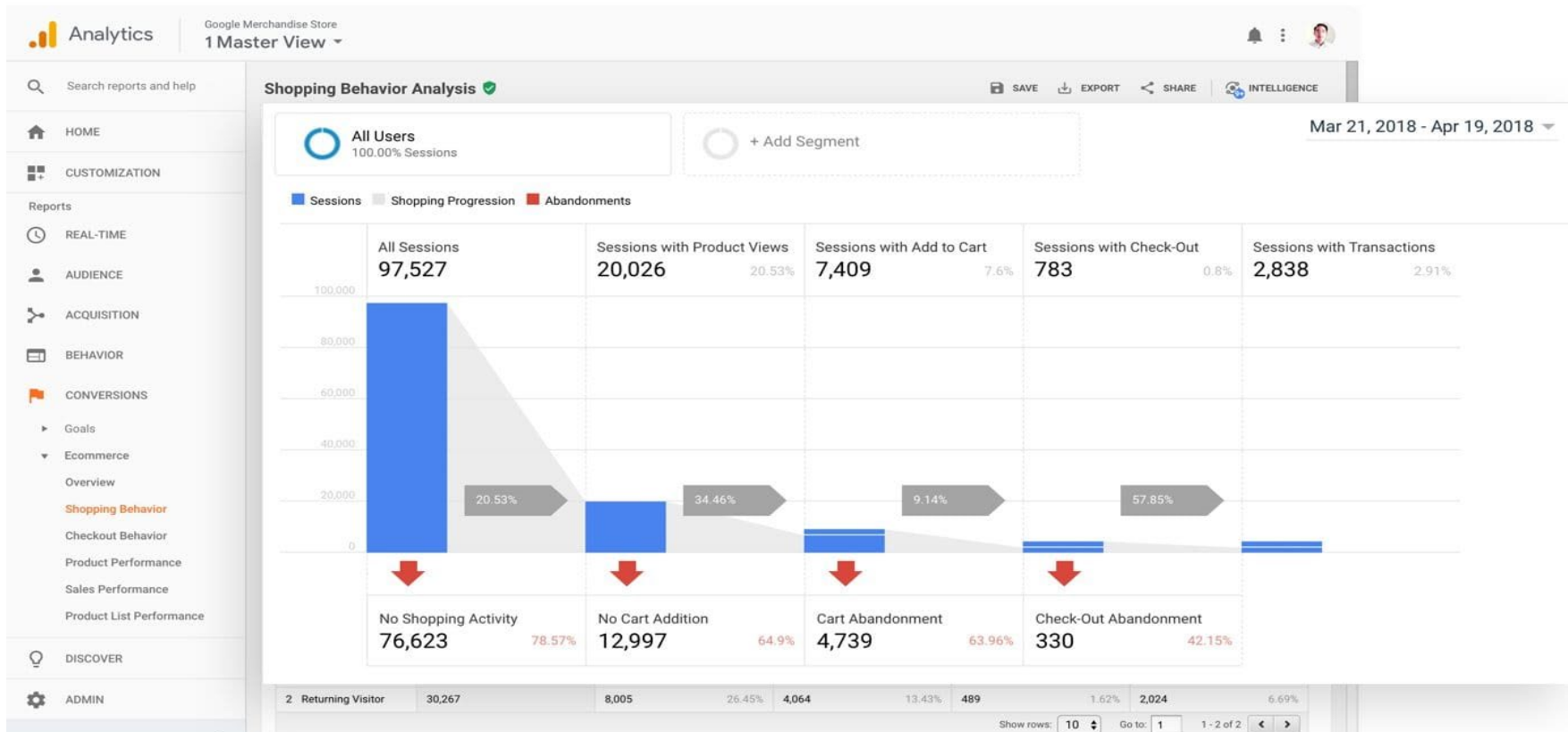
# What might it look like?

- The information you see in Google Analytics can be as simple or sophisticated as you need it to be.
- Here's a very simple example, showing a single metric. This shows Google search traffic to the author's (now defunct) personal blog. A single article about a famous musician recorded a sharp increase in Google traffic after the subject died in late 2015.
- Basic information like this could give you a general idea of how many people click on your website. For instance, you could see if your website records seasonal traffic changes, or whether an important article is getting traffic.



# What might it look like?

Here is a sophisticated example for an e-commerce site. It summarises the total number of visitor vs visitors who made a purchase, using site-wide metrics.



# What might it look like?

- This site had 97k visits. 20k looked at a product and 7k used the site's online shopping cart. However, 4k did not complete their purchase.
- Detailed information like this can help you make better business decisions. In this instance, why did almost half of prospective purchasers not finish their transaction?
- Google Analytics allows you to see the exact pages from where they drop off.
- Are they dropping off from the shipping page? Perhaps postage rate is a factor.
- Are they dropping off from the credit card payment screen? Perhaps an unidentified bug is stopping people from completing their transaction.



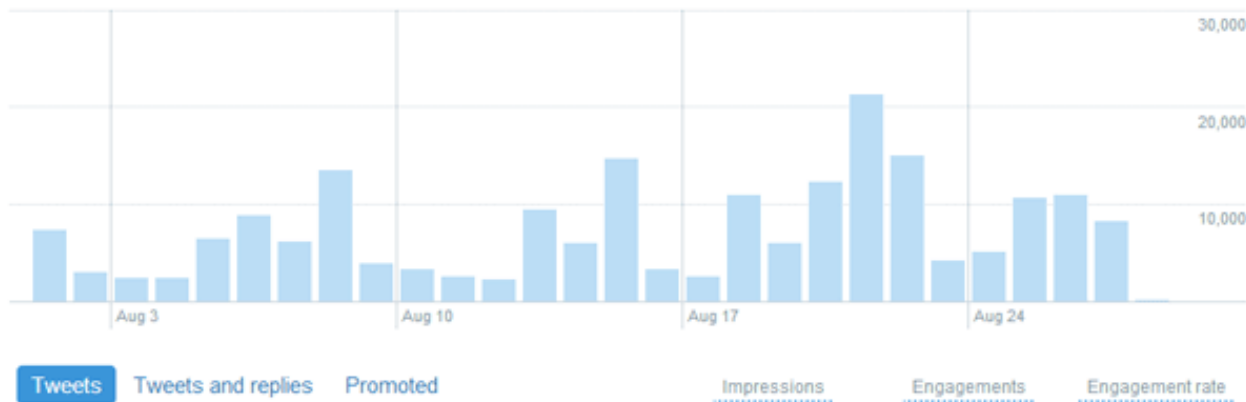
# Other analytics platforms

- Google Analytics is one of the most common applications for websites. However, numerous other analytics platforms are available for websites, social media, ecommerce and even huge, multi-channel 'big data' business applications.

## Tweet activity

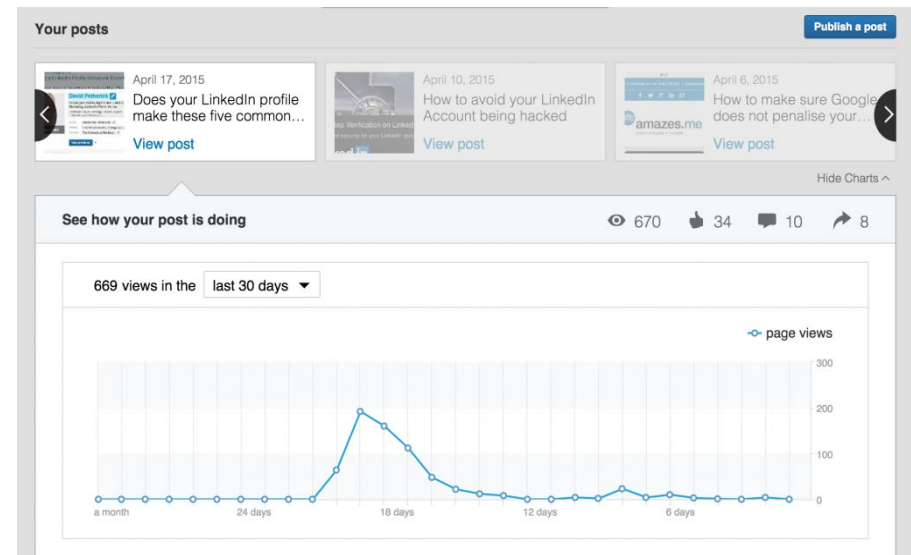
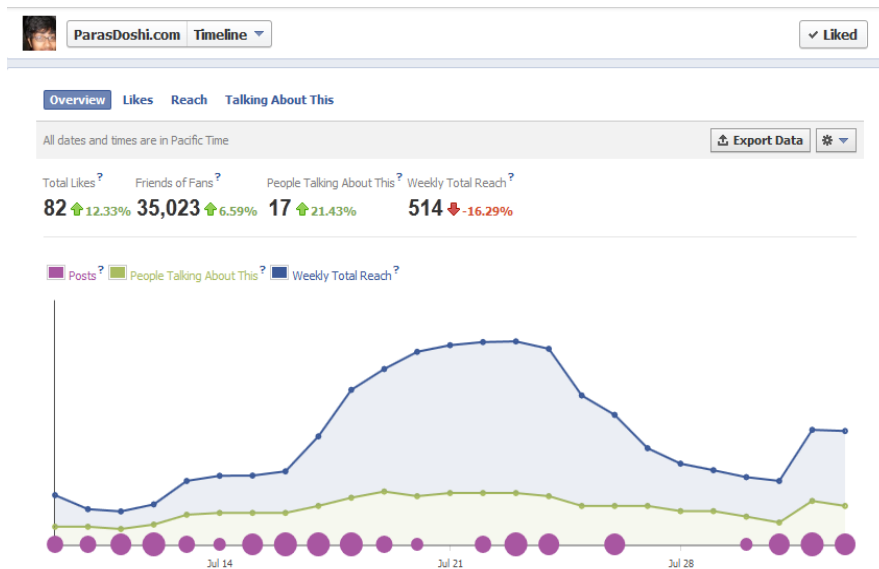
Your Tweets earned **203.4K impressions** over the last 28 days

That's **71.3% more impressions** than the previous 28-day period



- Like all social media platforms, Twitter Analytics provides extensive engagement data.

# Other analytics platforms



- Facebook Insights and LinkedIn analytics views. These can help users establish what content works best, amongst many other metrics.
- Many tools that monitor activity across different social media platforms are also available.

# Get started with web analytics

- Don't have (or you're not sure) if you have Google Analytics installed on your website? Ask your web person, agency or uni student offspring to install it.
- Ask the person who installed it to provide what is called a dashboard i.e. a condensed version of your data. This is typically via a web page or app. You can also have customised traffic reports regularly emailed to yourself.
- Do some tutorials, watch instructional videos, and start looking into your data. There are many excellent resources suitable for beginners that explain the terminology and shortcuts.
- Start making more informed decisions about your web presence.

# Useful links

- How to install and get started with Google Analytics:  
[support.google.com/analytics/answer/1008015?hl=en](https://support.google.com/analytics/answer/1008015?hl=en)
- Google Analytics for beginners:  
[analytics.google.com/analytics/academy/course/6](https://analytics.google.com/analytics/academy/course/6)
- Beginner's guide to analytics:
- [uxbooth.com/articles/complete-beginners-guide-to-web-analytics-and-measurement/](https://uxbooth.com/articles/complete-beginners-guide-to-web-analytics-and-measurement/)
- Overview of most commonly used analytics platforms on the web:  
[trends.builtwith.com/analytics](https://trends.builtwith.com/analytics)