Google Analytics

Workbook

by Kay Allen-Carr

Hey, I'm Kay

Thank you for joining me in the Marketing, Money & Mindset Membership!

This workbook accompanies the Google Analytics Workshop.

In this workbook I will provide guidance on which metrics to track and how to use them to improve your sales.

If you haven't watched the masterclass yet I highly suggest you do that now before diving into this workbook.

If you have any questions please drop them into the member's only Facebook group.

To your success!

Kay

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Which Three Most Important Metrics

When it comes to increasing your sales you need to know which of your marketing channels are helping you to sell and which ones need more attention / improvement. The only way to know that is by having a way to track sales from each channel, which you can do in Google Analytics.

Conversion Rate	The %of people who come to your site and convert from each marketing channel.
# of sales	The # of conversions you get from each marketing channel.
Revenue	The amount of revenue you make from each marketing channel.
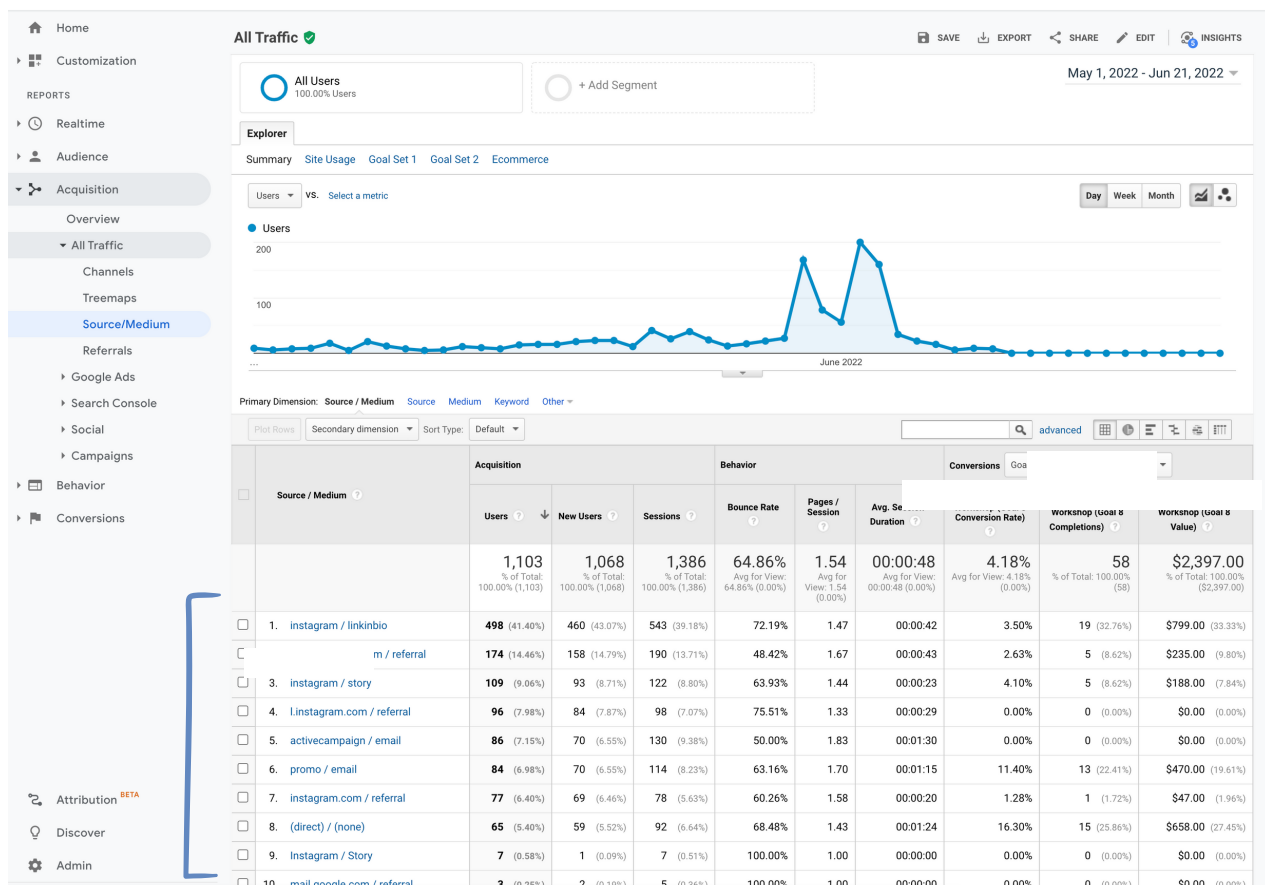
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Other Helpful Metrics to Track

On the next few pages you'll find supporting metrics that are helpful to track. While conversion rate, # of sales, and revenue tell you how you're doing now, the metrics on these pages will tell you how to increase your sales if you know how to use them.

Users vs New Users	Users accounts for the number of users to your site, and New Users accounts for first time visitors to your site.
	How many first time visitors are converting? If you have a low ticket offer or a freebie on your site, first time visitors should be converting.
	If you see low conversions, especially for a freebie then something needs to be changed.
	Either your freebie is not interesting to the people visiting your website, or the way you're presenting the freebie is not engaging.
	I would first try optimizing the freebie before changing it completely.
	This might include making the cover more appealing, describing it in a different way (more results oriented), or making it easier to find.

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Other Helpful Metrics to Track

Avg. Session Duration	This is the amount of time the average person is spending on your site. Remember, this metric is made for tracking people across your primary site, not a dedicated sales page. If all you have is a sales page and a check-out page the data for this metric will not be accurate. On your primary website a very low average session duration (under 30 seconds) means your content is not engaging to the people visiting your site. If your average session duration is very high (more than 5 minutes) with zero conversions (even on your freebie) then your content is confusing and needs to be more clear.

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Other Helpful Metrics to Track

Pages/Session	Pages / session tells you how many pages people are visiting when they come to your primary website.
	(Do not use this metric if you are tracking a dedicated sales page.)
	You should know what your ideal website funnel is (eg: homepage > offer overview page > specific offer page > signup page > thank you page).
	When you know that then you know how many pages someone should visit if they are going through the funnel correctly; in the example above it would be 5 pages.
	Using my example if you see people visiting less than 5 pages then you have a leak in your funnel and need to fix it.
	If you see people visiting more than 5 pages on your site then your visitors are getting confused and trying to find answers to their questions outside of your funnel in which case you need to make changes.

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Other Helpful Metrics to Track

Bounce Rate	Bounce rate is the percentage of people who visit your site and leave without viewing a second page. This is a key metric to track on your primary website, but should not be tracked on a dedicated sales page because on a dedicated sales page they should only be viewing 1 page (the sales page) and then the thank you page. If your bounce rate is high and your conversion rate is low then you need to update your website messaging to be more engaging to move people through your website funnel towards your conversion elements (freebies, offers). A good bounce rate for your primary website is under 40%.

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Other Helpful Metrics to Track

Conversion rate of mobile vs desktop	Many online businesses rely on purchases from people on mobile devices, and yet websites are often designed on desktops. You want to take a look at the conversion rate of mobile vs desktop visitors. Ideally they are both about the same, and ideally they are both above 3%. If you see that your mobile conversion rate is significantly lower than your desktop conversion rate - and yet you get way more visitors from mobile - then you need to optimize your mobile website / sales page experience. If your conversion rate is below 3% for both desktop and mobile, work on making the page and copy more engaging and persuasive to increase the conversion rate. Aim to go from a 3% conversion rate to 5% and then from 5% to 8% and then to 10% and so on.

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Final Words

Marketing optimization is a never ending process.

There is no time when you should think "this is working great, I'm not making any new changes."

In the data-driven marketing profession we live by the phrase "always be testing."

No matter how good your data looks, it can always be better (unless you have achieved a 100% conversion rate).

My advice to you today is to use your most recent launch, or your most recent sales month to set benchmarks.

How many sales did you get? What was your conversion rate? What was your click-through rate on emails? etc.

Create a benchmark report of your key data points, and then during your next launch work towards beating your previous numbers by making strategic changes.

If you're looking for help with this, I offer this level of strategic insight in my DFY Marketing Service package, as well as my Fractional CMO consulting package.

If you'd like to book a call with me to talk more about this please let me know by inquiring at https://kayallencarr.com/inquiry/

Kay