



What to Look at in Google Analytics to Increase Your Sales



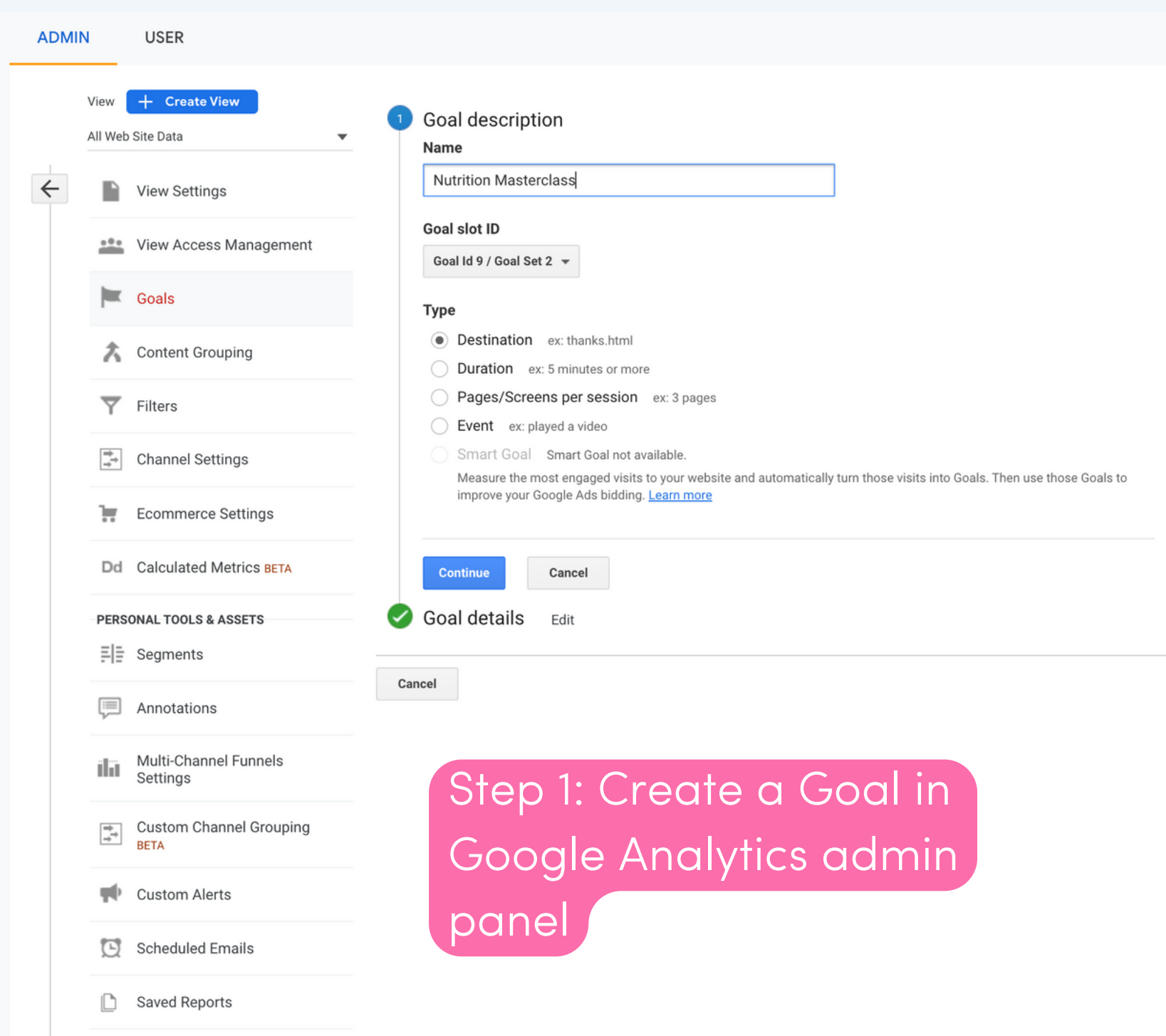
#1 Thing to Track

The number of leads or sales you bring in from each marketing channel.

	Marketing Channel	# of Sales	Revenue
<input type="checkbox"/>	1. instagram / linkinbio	19 (32.76%)	\$799.00 (33.33%)
<input type="checkbox"/>	2. (direct) / (none)	15 (25.86%)	\$658.00 (27.45%)
<input type="checkbox"/>	3. promo / email	13 (22.41%)	\$470.00 (19.61%)
<input type="checkbox"/>	4. instagram / story	5 (8.62%)	\$188.00 (7.84%)
<input type="checkbox"/>	5. r n / referral	5 (8.62%)	\$235.00 (9.80%)
<input type="checkbox"/>	6. instagram.com / referral	1 (1.72%)	\$47.00 (1.96%)
<input type="checkbox"/>			

This is Not Automatically Set Up

Each time you introduce a (new) offer you'll need to setup sales tracking.



ADMIN USER

View [+ Create View](#)

All Web Site Data

View Settings

View Access Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping **BETA**

Custom Alerts

Scheduled Emails

Saved Reports

1 Goal description

Name

Nutrition Masterclass

Goal slot ID

Goal Id 9 / Goal Set 2

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

☐ Smart Goal Smart Goal not available.

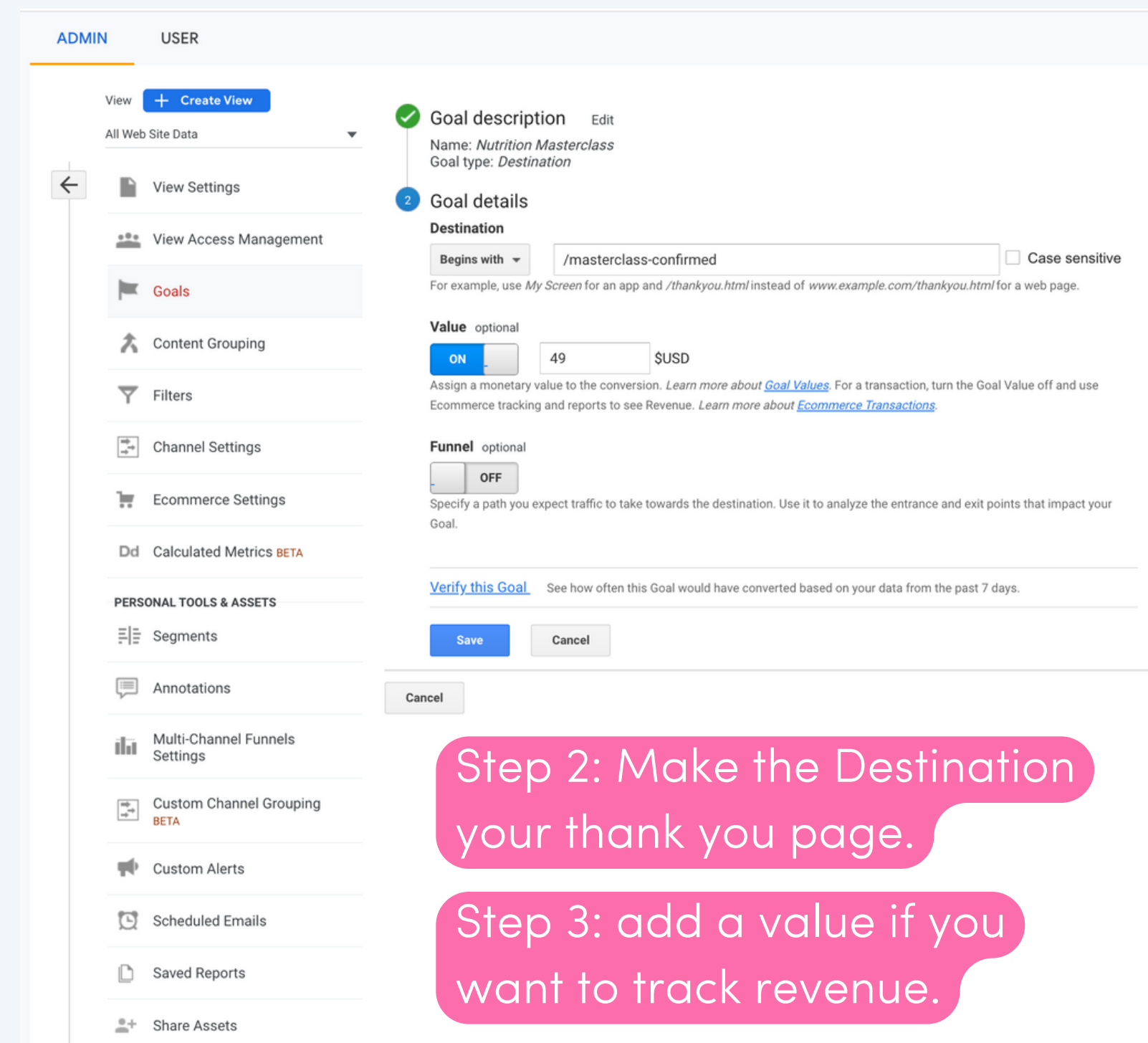
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

2 Goal details Edit

[Cancel](#)

Step 1: Create a Goal in Google Analytics admin panel



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Share Assets

3 Goal description Edit

Name: Nutrition Masterclass

Goal type: Destination

2 Goal details

Destination

Begins with ☐ Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional

☒ ON ☐ OFF \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel optional

☐ ON ☒ OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save](#) [Cancel](#)

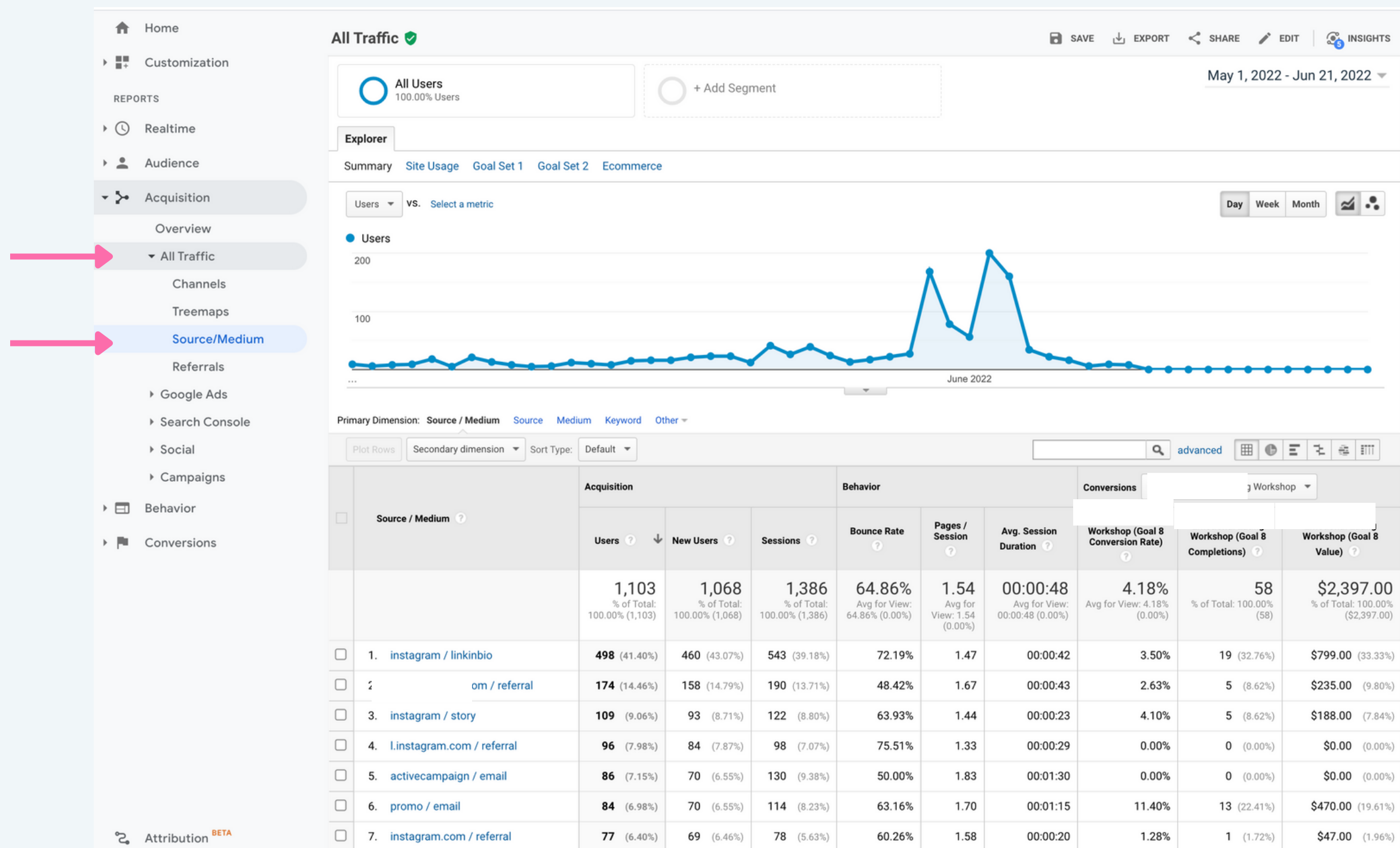
[Cancel](#)

Step 2: Make the Destination your thank you page.

Step 3: add a value if you want to track revenue.

After Your Goals Are Setup....

The only report you really need to look at is your Acquisition> Source/Medium report.



You Can Drill Down Even Further

To specific IG story slides or emails using UTM's

A UTM is a Urchin Tracking Module...

aka just an extra bit of words you add to the end of links to make them trackable.

Example:

<https://kayallencarr.com/>

Becomes

https://kayallencarr.com/?utm_source=instagram&utm_medium=linkinbio&utm_campaign=masterclass

https://kayallencarr.com/?utm_source=promo&utm_medium=email&utm_campaign=masterclass

https://kayallencarr.com/?utm_source=facebook&utm_medium=ad&utm_campaign=masterclass

UTMBuilder.net



Website URL *



UTM Source *

(utm_source)

e.g. newsletter, twitter, google, etc.

UTM Medium *

(utm_medium)

e.g. email, social, cpc, etc.

UTM Campaign *

(utm_campaign)

e.g. promotion, sale, etc.

UTM Content

(utm_content)

Any call-to-action or headline, e.g. buy-now.

UTM Term

(utm_term)

Keywords for your paid search campaigns

GENERATED UTM TRACKING URL

Copy URL

Website URL *

https://kayallencarr.com/



UTM Source *

(utm_source)

e.g. newsletter, twitter, google, etc.

UTM Medium *

(utm_medium)

e.g. email, social, cpc, etc.

UTM Campaign *

(utm_campaign)

e.g. promotion, sale, etc.

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(utm_term)

Keywords for your paid search campaigns

GENERATED UTM TRACKING URL

https://kayallencarr.com/?utm_source=email&utm_medium=promo&utm_campaign=masterclass

Copy URL



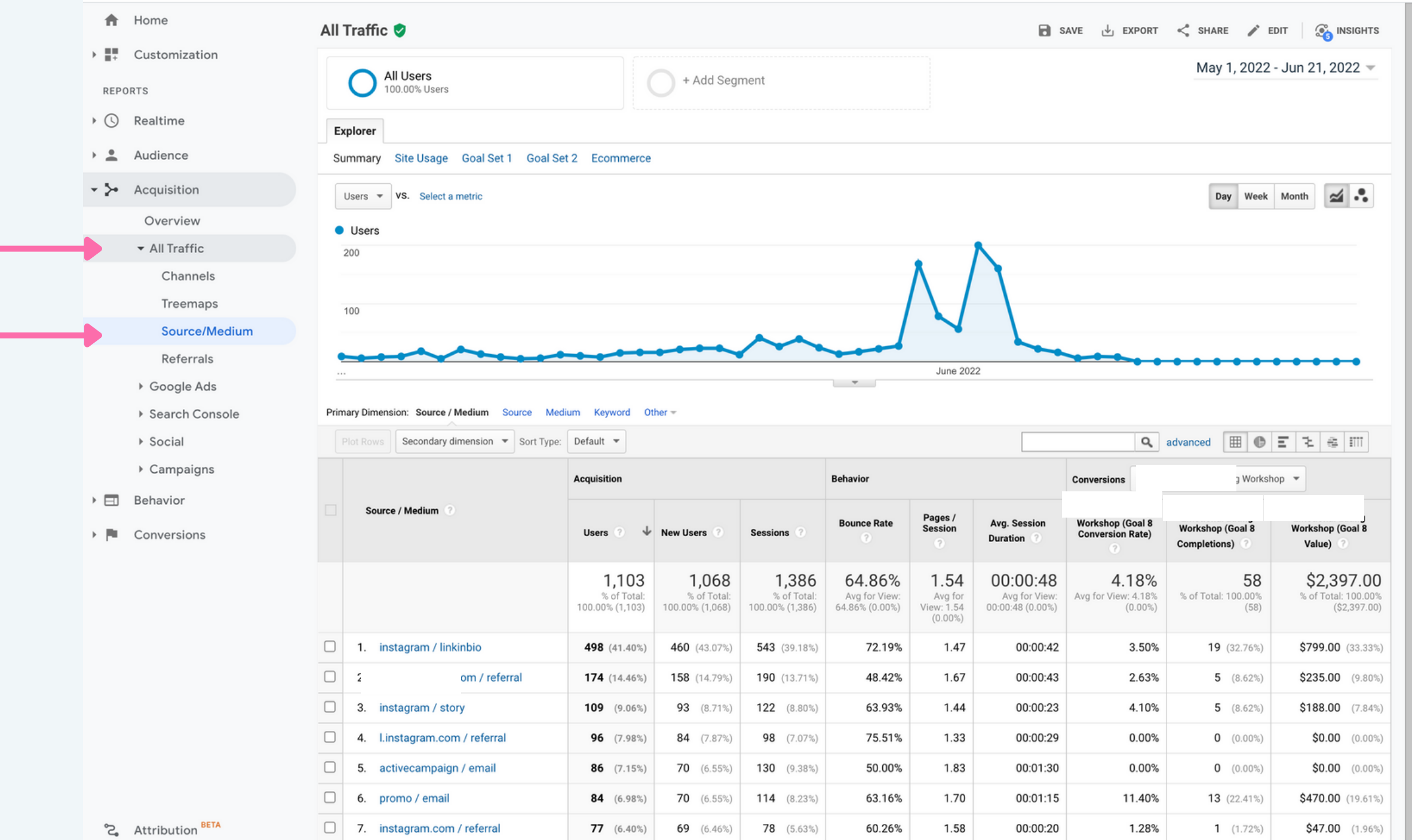
You Can Drill Down Even Further

How UTMS look in Google Analytics reporting.

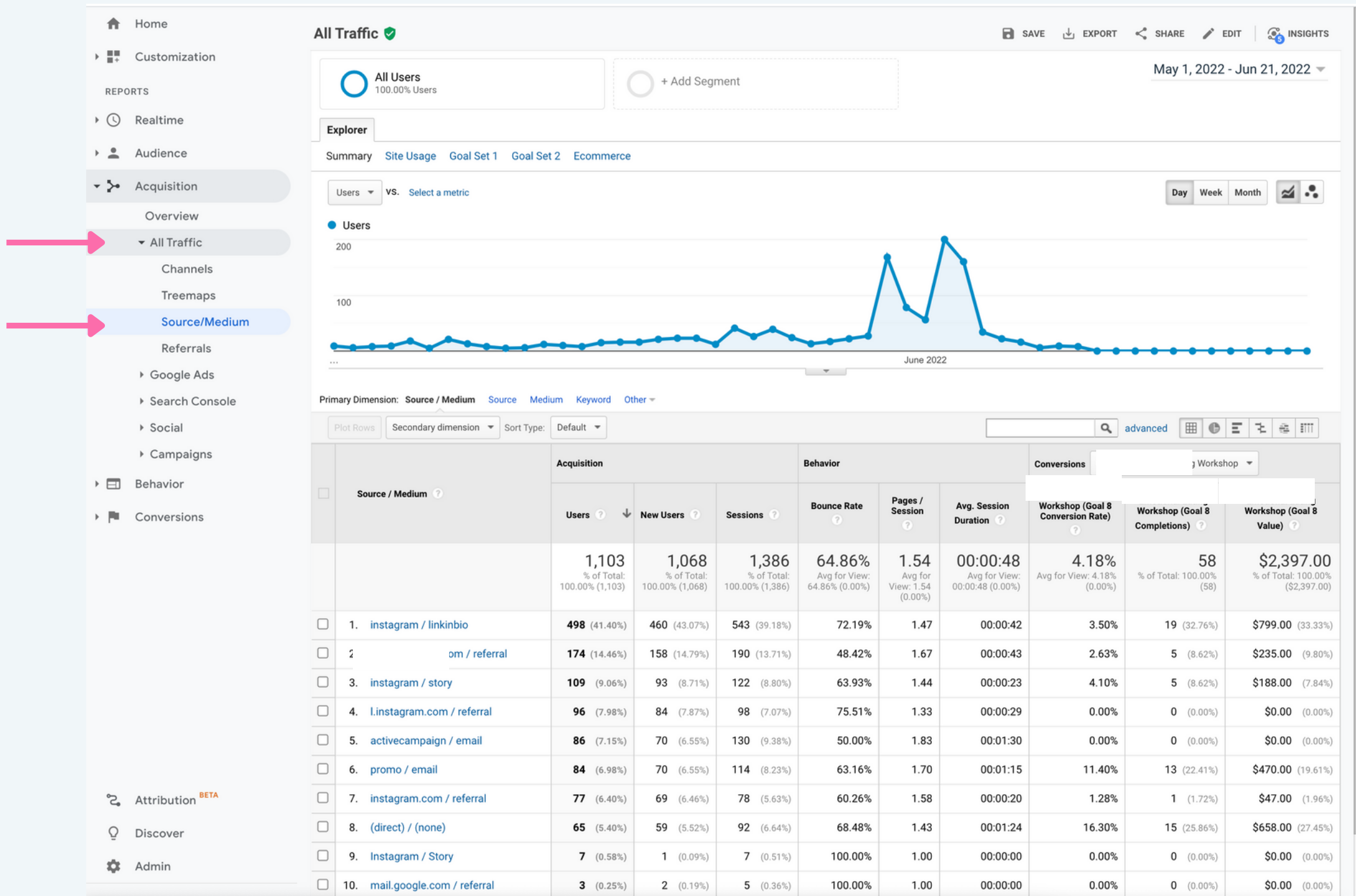
<input type="checkbox"/>	Source / Medium ?	Campaign ? x		
<input type="checkbox"/>	1. promo / email	firestarter1	5 (38.46%)	\$94.00 (20.00%)
<input type="checkbox"/>	2. promo / email	firestarter2	4 (30.77%)	\$188.00 (40.00%)
<input type="checkbox"/>	3. promo / email	firestarter3	2 (15.38%)	\$94.00 (20.00%)
<input type="checkbox"/>	4. promo / email	firestarter4	2 (15.38%)	\$94.00 (20.00%)
<input type="checkbox"/>	5. promo / email	firestarter5	0 (0.00%)	\$0.00 (0.00%)

Here You'll See Other Data

Not just your # of sales and revenue; these other data points can be very insightful.

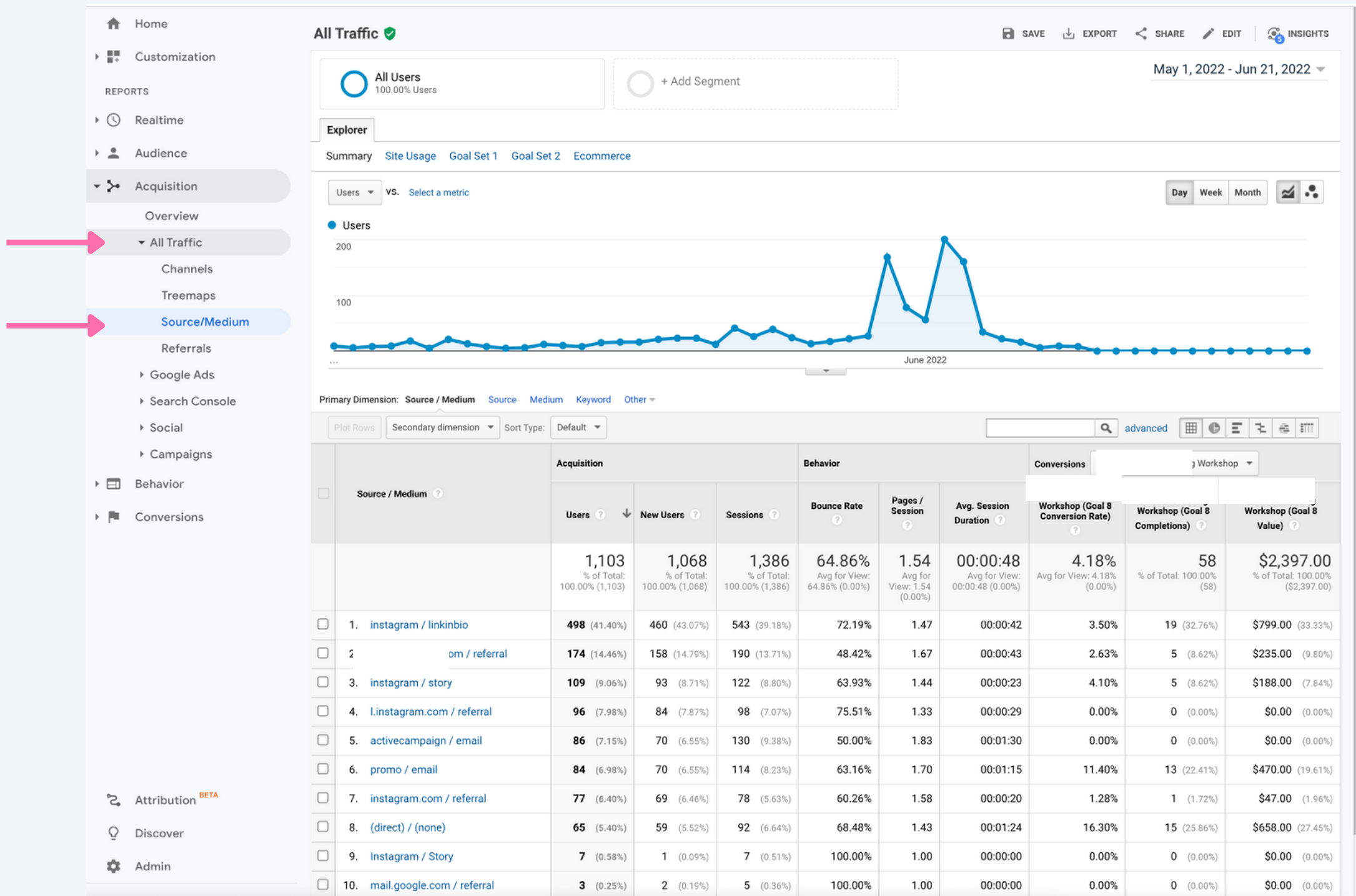


Here's What You Want to Review



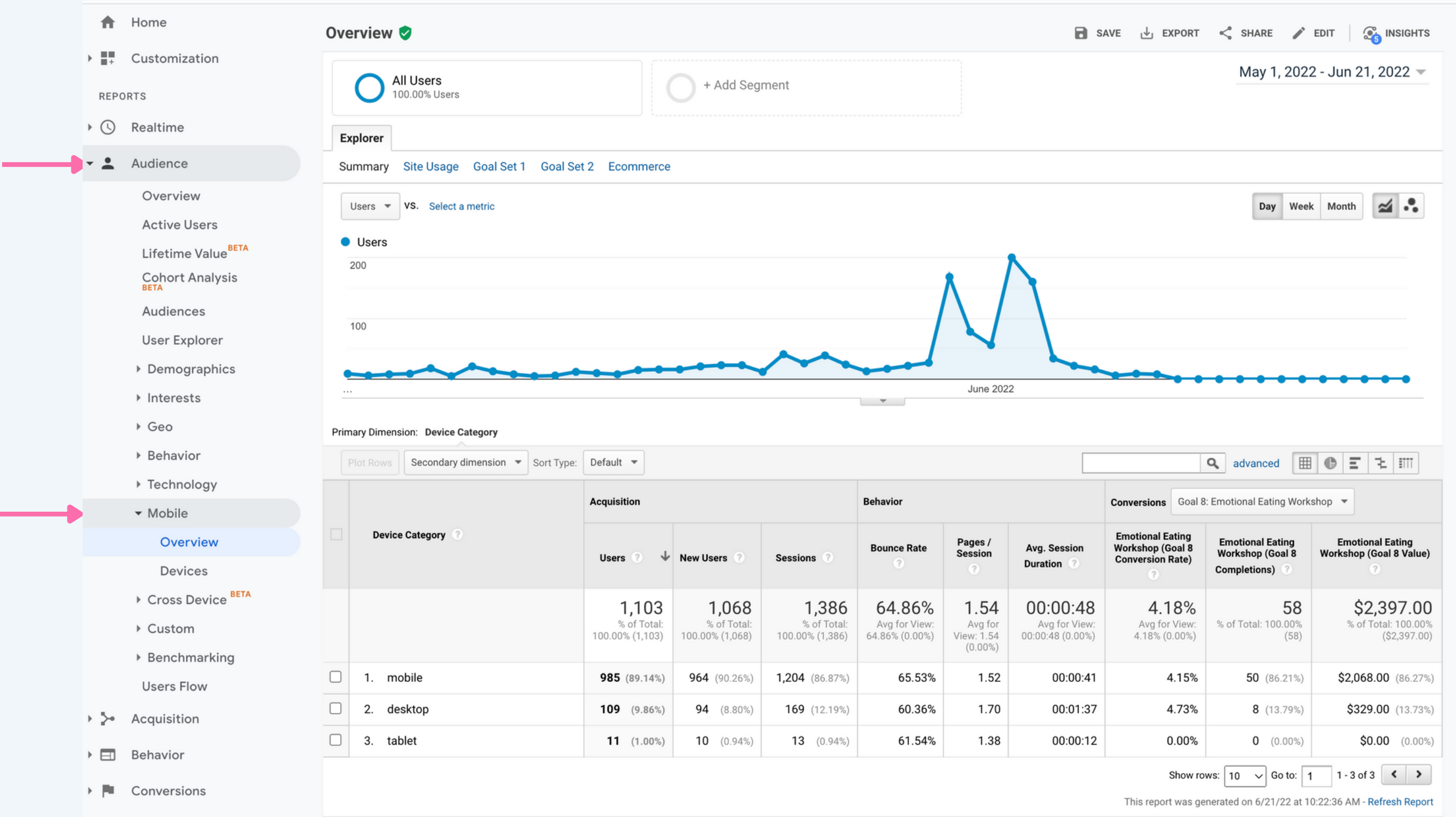
- Number of Users vs New Users
- Average session duration
- Conversion rate
- Bounce rate (not always)
- Pages/session (not always)

Here's What You Want to Review



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- Average session duration
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- Bounce rate (not always)
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Other Metrics You Might Find Insightful



- Mobile vs Desktop



Google Analytics is Very Robust

- It can track practically anything on your site
- And provides deep insights if you know how to look for and interpret them
- This is best done by someone with knowledge and training in marketing data analysis
- For most 6-figure business owners without a marketing strategist and analyst the Acquisition > Source/Medium report will give you the most important info you need