

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.

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



This is Not Automatically Set Up

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

ADMIN USER	ADMIN USER
View + Create View All Web Site Data View Settings View Settings I Goal description Name Nutrition Masterclass	View + Create View All Web Site Data View Settings View Settings C Goal description Edit Name: Nutrition Masterclass Goal details 2 Goal details
View Access Management Goal slot ID Goal I d 9 / Goal Set 2 -	View Access Management Begins with Image: Goals Destination Destination Begins with /masterclass-confirmed Case sensitive Case sensitive For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.
Type Content Grouping Destination Duration ex: 5 minutes or more	Content Grouping Value optional Value optional Value optional Value optional Assign a monetary value to the conversion. Learn more about <u>Goal Values</u> . For a transaction, turn the Goal Value off and use
Filters Pages/Screens per session ex: 3 pages Event ex: played a video Smart Goal Smart Goal not available.	Filters Ecommerce tracking and reports to see Revenue. Learn more about Ecommerce Transactions. T+ Channel Settings Funnel optional
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	 Ecommerce Settings Dd Calculated Metrics BETA 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.
Dd Calculated Metrics BETA Continue Cancel PERSONAL TOOLS & ASSETS Solal details Edit	PERSONAL TOOLS & ASSETS See how often this Goal would have converted based on your data from the past 7 days. Image: Segments Save Cancel
E Segments Cancel Cancel	Cancel
Multi-Channel Funnels Settings Step 1: Create a Goal in	Multi-Channel Funnels Settings Custom Channel Grouping BETA Step 2: Make the Destination
 Settings Custom Channel Grouping BETA Custom Alerts Custom Alerts 	Vour Thank you page.
Scheduled Emails	 Scheduled Emails Saved Reports Saved Reports Step 3: add a value if you want to track revenue.
Saved Reports	Share Assets



After Your Goals Are Setup....

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

	All Traffic 🤡							AVE 🕁 EXPORT	< share 🧨 e	EDIT 🚳 INSIGHTS
Customization	All Users		+ Add Seg	nent					May 1, 2022	- Jun 21, 2022 🔻
REPORTS	100.00% Users									
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Google Ads					Ŧ					
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Social	Plot Rows Secondary dimension - Secondary dimension	ort Type: Default 🔻						-		
								Q,	advanced 🖽 🕒	E 12 & IIII
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Behavior	Source / Medium ?	Acquisition Users ? ↓ 1,103 % of Total: 100.00% (1,103)	1,068 % of Total: 100.00% (1,068)	1,386 % of Total: 100.00% (1,386)	Bounce Rate 7 64.86% Avg for View: 64.86% (0.00%)	Session 7 1.54 Avg for View: 1.54 (0.00%)	Duration (?) 00:00:48 Avg for View: 00:00:48 (0.00%)	Conversions Workshop (Goal 8 Conversion Rate)	Workshop (Goal 8 Completions) ? 58 % of Total: 100.00% (58)	hop Workshop (Goal 8 Value) \$ \$ 2,397.00 % of Total: 100.00% (\$2,397.00) \$ \$ 799.00 (33.33%)
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Behavior	Source / Medium ? 1. instagram / linkinbio 2 om / referral	Acquisition Users ↓ 1,103 % of Total: 100.00% (1,103) 498 (41.40%) 174 (14.46%) 174 (14.46%)	1,068 % of Total: 100.00% (1,068) 460 (43.07%) 158 (14.79%)	1,386 % of Total: 100.00% (1,386) 543 (39.18%) 190 (13.71%)	Bounce Rate 3 64.86% Avg for View: 64.86% (0.00%) 72.19% 48.42%	Session 7 1.54 Avg for View: 1.54 (0.00%) 1.47 1.67	Duration (?) 00:00:48 Avg for View: 00:00:48 (0.00%) 00:00:42 00:00:43	Conversions Workshop (Goal 8 Conversion Rate) 4.18% Avg for View: 4.18% (0.00%) 3.50% 2.63%	Workshop (Goal 8 Completions) ? % of Total: 100.00% (58) 19 (32.76%) 5 (8.62%)	Workshop (Goal 8 Value) ⑦ \$2,397.00 % of Total: 100.00% \$799.00 (33.33%) \$235.00 (9.80%) \$188.00 (7.84%)
Behavior	Source / Medium ? Image: Source /	Acquisition Users ↓ 1,103 % of Total: 100.00% (1,103) 498 (41.40%) 174 (14.46%) 109 (9.06%)	1,068 % of Total: 100.00% (1,068) 460 (43.07%) 158 (14.79%) 93 (8.71%)	1,386 % of Total: 100.00% (1,386) 543 (39.18%) 190 (13.71%) 122 (8.80%)	Bounce Rate 64.86% Avg for View: 64.86% (0.00%) 72.19% 48.42% 63.93%	Session 7 1.54 Avg for View: 1.54 (0.00%) 1.47 1.67 1.44	Duration (*) 00:00:48 Avg for View: 00:00:48 (0.00%) 00:00:42 00:00:43 00:00:23	Conversions Workshop (Goal 8 Conversion Rate) 4.18% Avg for View: 4.18% (0.00%) 3.50% 2.63% 4.10%	Workshop (Goal 8 Completions) (*) % of Total: 100.00% (58) 19 (32.76%) 5 (8.62%) 5 (8.62%)	hop ▼ Workshop (Goal 8 Value) ⑦ \$2,397.00 % of Total: 100.00% (\$2,397.00) \$799.00 (33.33%) \$235.00 (9.80%) \$188.00 (7.84%) \$0.00 (0.00%)
Behavior	Source / Medium ? Image: Source /	Acquisition Users ? ↓ 1,103 % of Total: 100.00% (1,103) 498 (41.40%) 174 (14.46%) 109 (9.06%) 96 (7.98%)	1,068 % of Total: 100.00% (1,068) 460 (43.07%) 158 (14.79%) 93 (8.71%) 84 (7.87%)	1,386 % of Total: 100.00% (1,386) 543 (39.18%) 190 (13.71%) 122 (8.80%) 98 (7.07%)	Bounce Rate 64.86% Avg for View: 64.86% (0.00%) 72.19% 48.42% 63.93% 75.51%	Session 7 1.54 Avg for View: 1.54 (0.00%) 1.47 1.67 1.44 1.33	Duration (?) 00:00:48 Avg for View: 00:00:48 (0.00%) 00:00:42 00:00:43 00:00:23 00:00:29	Conversions Workshop (Goal 8 Conversion Rate) 4.18% Avg for View: 4.18% (0.00%) 3.50% 2.63% 4.10% 0.00%	Workshop (Goal 8 Completions) ⑦ % of Total: 100.00% (58) 19 (32.76%) 5 (8.62%) 5 (8.62%) 0 (0.00%)	hop • Workshop (Goal 8 Value) • \$2,397.00 % of Total: 100.00% (\$2,397.00)





You Can Drill Down Even Further

To specific IG story slides or emails using UTMs

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 *	8	Website URL *
UTM Source * (utm_source)	e.g. newsletter, twitter, google, etc.	UTM Source * (utm_source)
UTM Medium * (utm_medium)	e.g. email, social, cpc, etc.	UTM Medium * (utm_medium)
UTM Campaign * (utm_campaign)	e.g. promotion, sale, etc.	UTM Campaign * (utm_campaign)
UTM Content (utm_content)	Any call-to-action or headline, e.g. buy-now.	UTM Content (utm_content)
UTM Term (utm_term)	Keywords for your paid search campaigns	UTM Term (utm_term)

GENERATED UTM TRACKING URL



습 Copy URL

[] Copy URL



Website URL *	https://kayallencarr.com/	
UTM Source * (utm_source)	e.g. newsletter, twitter, google, etc.	
UTM Medium * (utm_medium)	promo 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		
https://kayallencarr.com/?utm_s	source=email&utm_medium=promo&utm_campaign=masterclass	11

You Can Drill Down Even Further

How UTMS look in Google Analytics reporting.

Source / Medium 🕜	Campaign 🕜 💿		
1. promo / email	firestarter1	5 (38.46%)	\$94.00 (20.00%)
2. promo / email	firestarter2	4 (30.77%)	\$188.00 (40.00%)
3. promo / email	firestarter3	2 (15.38%)	\$94.00 (20.00%)
4. promo / email	firestarter4	2 (15.38%)	\$94.00 (20.00%)
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.

th ⊢	lome											
	lonie	All	Traffic 🥏							AVE 🕁 EXPORT	< share 🎤 e	EDIT 🚳 INSIGHTS
	Customization										May 1, 2022	- Jun 21, 2022 🔻
REPORTS			All Users 100.00% Users		+ Add Segr	nent						
R	Realtime	Ex	plorer									
A	Audience	Su	mmary Site Usage Goal Set 1 Goal	Set 2 Ecommerce								
A	Acquisition		Jsers VS. Select a metric								Day Week	Month 🔬 🕄
	Overview											
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	 Google Ads 						Ŧ		_			
	Search Console	Primary Dimension: Source / Medium Source Medium Keyword Other										
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	 Social Campaigns 	P	lot Rows Secondary dimension Sort Ty	pe: Default -			Behavior			Conversions	advanced 🔳 🜑	
1		P	lot Rows Secondary dimension Sort Ty Source / Medium					Pages /		Conversions		
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- - - -	 Campaigns Behavior 			Acquisition	New Users • 1,068 % of Total: 100.00% (1,068)	Sessions • 1,386 % of Total: 100.00% (1,386)	Bounce Rate	Session		Conversions Workshop (Goal 8 Conversion Rate)	3 Workst Workshop (Goal 8	Workshop (Goal 8 Value) ⑦ \$2,397.0 % of Total: 100.0
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- B	 Campaigns Behavior 		Source / Medium 1. instagram / linkinbio 2 om / referral 3. instagram / story	Acquisition Users ↓ 1,103 % of Total: 100.00% (1,103) ↓ 498 (41.40%) ↓ 174 (14.46%) ↓ 109 (9.06%) ↓	1,068 % of Total: 100.00% (1,068) 460 (43.07%) 158 (14.79%) 93 (8.71%)	1,386 % of Total: 100.00% (1,386) 543 (39.18%) 190 (13.71%) 122 (8.80%)	Bounce Rate (************************************	Session 7 1.54 Avg for View: 1.54 (0.00%) 1.47 1.67 1.44	Duration (?) 00:00:48 Avg for View: 00:00:48 (0.00%) 00:00:42 00:00:43 00:00:23	Conversions Workshop (Goal 8 Conversion Rate) 4.18% Avg for View: 4.18% (0.00%) 3.50% 2.63% 4.10%	Workshop (Goal 8 Completions) () % of Total: 100.00%. (58) 19 (32.76%) 5 (8.62%) 5 (8.62%)	workshop (Goal 8 Value) ⊘ \$2,397.0 % of Total: 100.0 (\$2,397.0 \$799.00 (33.33) \$235.00 (9.80) \$188.00 (7.84) \$0.00 (0.00)
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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





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

Other Metrics You Might Find Insightful



This report was genera



< SHARE 🎤	EDIT					
May 1, 2022	2 - Jun 21, 2022 👻					
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Day Week	Month					
	• • • • •					
advanced	• E 2 III					
notional Eating Works	shop 🔻					
Emotional Eating	Emotional Eating					
Workshop (Goal 8 Completions) ⑦	Workshop (Goal 8 Value)					
58	\$2,397.00					
% of Total: 100.00% (58)	% of Total: 100.00% (\$2,397.00)					
50 (86.21%)	\$2,068.00 (86.27%)					
8 (13.79%)	\$329.00 (13.73%)					
0 (0.00%)	\$0.00 (0.00%)					
: 10 → Go to: 1	10 v Go to: 1 1 - 3 of 3 < >					
ated on 6/21/22 at 10	0:22:36 AM - Refresh Report					

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

