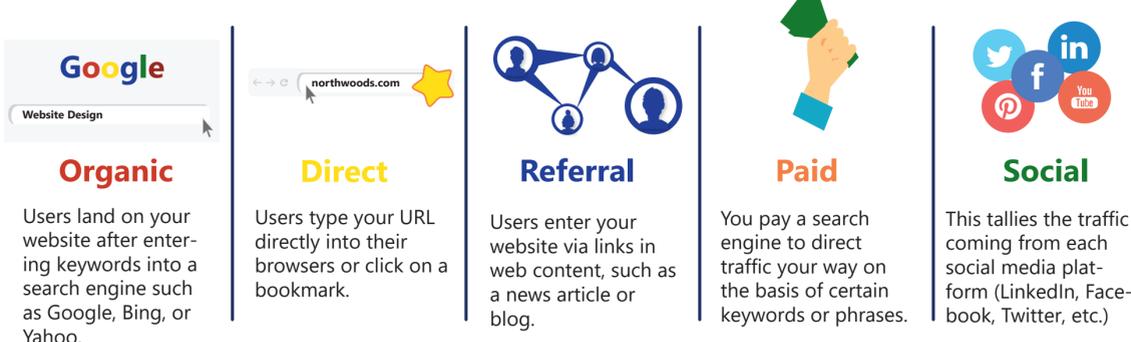


Google Analytics 101

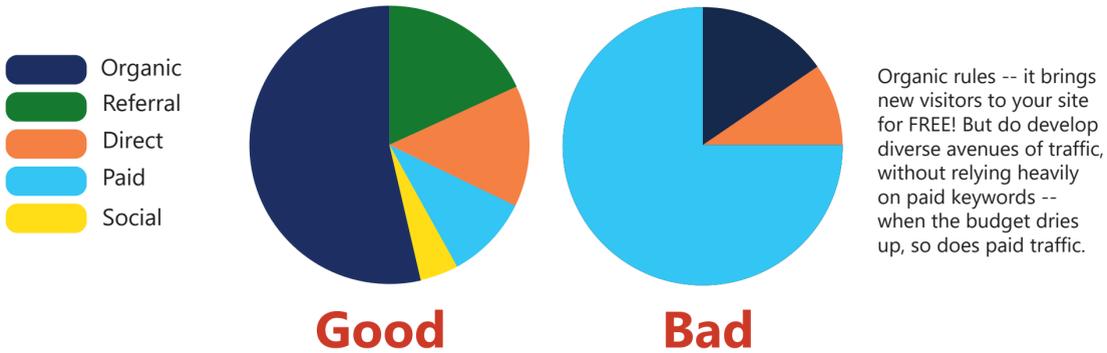
Google gives you a wealth of information, but what does it all mean? Northwoods is here to help, by putting the basics of GA terminology and interpretation in a nutshell.

Traffic Acquisition

How do users find you? Knowing the answers can help you shape a smarter digital marketing strategy.



Traffic Distribution



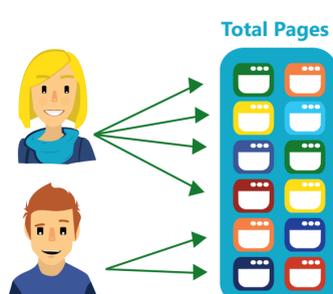
TIP: Don't inflate your numbers with internal web traffic. Set up a filter to prevent routine employee visits from tallying in Google Analytics.

Sessions



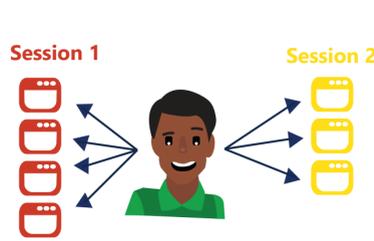
Users start a session each time they arrive at your website. The session ends when they leave or after 30 minutes of inactivity.

Page Views



This is the total number of pages visited by all users. The same page viewed five times by the same user would count as five page views, but one *unique* page view.

Pages Per Session



This is a per-session average. If one user views four pages and another views eight, the page-per-session average would be six.

Setting Goals

GA can measure any conversion, from event registrations to whitepaper downloads. Prioritize and establish conversion goals to make sure your website is performing to your satisfaction.

Goal

Bounce Rates



Users bounce from your site when they enter and exit without moving on to a second page. A high bounce rate might not be so bad; if users find what they need on the first try, that's good.

Check It Out



≤15%

Bounce rates below 15% might mean you've set up analytics incorrectly. Double check that backend setup.

Keep Your Cool



16 - 55%

A 16-55% bounce-rate range is the norm, with slight variation by industry.

Something's Up!



≥56%

A bounce rate much over 56% calls for some research. Find out why visitors don't stick around.

TIP: Which pages bounce the most? The contact-us page? Maybe they got your phone number and left -- no problem. Your home page? Problem. Your navigation and calls to action might need some work.

Queries Vs. Keywords

Once you know something about GA, get to know Google Search Console, another tool to monitor your site's rankings and user experience. Search Console reveals search queries, the actual words or phrases -- complete with spelling errors -- that users type into search fields. Think of keywords as distillations of those queries.

Queries

- b2b website design
- best web design
- Top business website design
- Great site design
- Professional looking web design
- Manufacturer website design
- Good manufacturing site design
- Professional manufacturing web design

Keywords

- Website Design**
- Manufacturing website design**

TIP: If you recently updated your website or metadata but see no difference in search rankings, ask Google to crawl your website. Use the Fetch as Google tool in Search Console to allow Google to register your changes and display your information accordingly.

Metric Vs. Dimensions

Metric data takes the form of percentages and numbers.

Examples include:

- Bounce Rates
- Page Views
- Visitors
- Time on Page
- New Visits

"I like numbers and statistics."



Dimensional data describes characteristics of users or actions and isn't quantifiable.

Examples include:

- Page Titles
- Browser Preference
- Language
- City Locations
- Visitor Type

"I like labels and characteristics."



A deep grasp of your website's analytics should underpin your digital marketing strategies. Companies that don't understand GA are likely to fall behind in their digital marketing.

