

Intro to Google Analytics | April 25, 2016

Download this handout and the presentation at: <http://tunnel7.com/msbdc-apr2016>

Top 3 goals for my website:

Reports to help me track these goals:

Ideas for improving my website:

Takeaways

- ★ All websites have room for improvement - Google Analytics will show the way
- ★ Set up goals to more accurately (and easily) track successes and failures
- ★ Focus only on those reports that are relevant to your website
- ★ Make data actionable to improve your site

Tips & Tricks

- ★ Reports can be automatically emailed / added to custom dashboards
- ★ Custom segments can be added (mobile, etc.)
- ★ Compare timeframes to see improvements / set annotations when changes happen
- ★ Apply monetary values to your goals
- ★ Review on a regular basis (or else it's just a tool)

Additional Resources

Advanced Web Metrics with Google Analytics
by Brian Clifton

Web Design for ROI
by Lance Loveday & Sandra Niehaus

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DESIGN MARKETING OPTIMIZATION