

# Measuring and Optimizing your Engaging Networks website with Google Analytics

July 22, 2019



**engaging** NETWORKS

**Data Habits**

Eric Squair

# Data Habits

Web analytics for the rest of us.



David  
Suzuki  
Foundation

GREENPEACE



*engaging* NETWORKS

**Data Habits**

# YOUR USE OF GOOGLE ANALYTICS

We don't use Google Analytics yet!

We have it, but we rarely look at the data

We use it often to track goals such as donations and email signups

We use it to track goals, website revenue and our email, ads and social media

# TODAY

Why use Google Analytics?

Who is coming to our site, and what's popular once they get there?

What is the impact of our outreach - email, ads, social?

How can we optimize our fundraising and advocacy pages?

# MORE INFORMATION - DATAHABITS.COM

Don't worry about writing everything down - you can download everything covered today (and more) here:

**[bit.ly/GA-EngagingNetworks](https://bit.ly/GA-EngagingNetworks)**

#EngagingNetworksGoogleAnalytics

# WHY USE GOOGLE ANALYTICS?

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# WHY USE GOOGLE ANALYTICS?

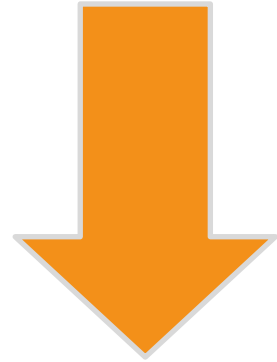
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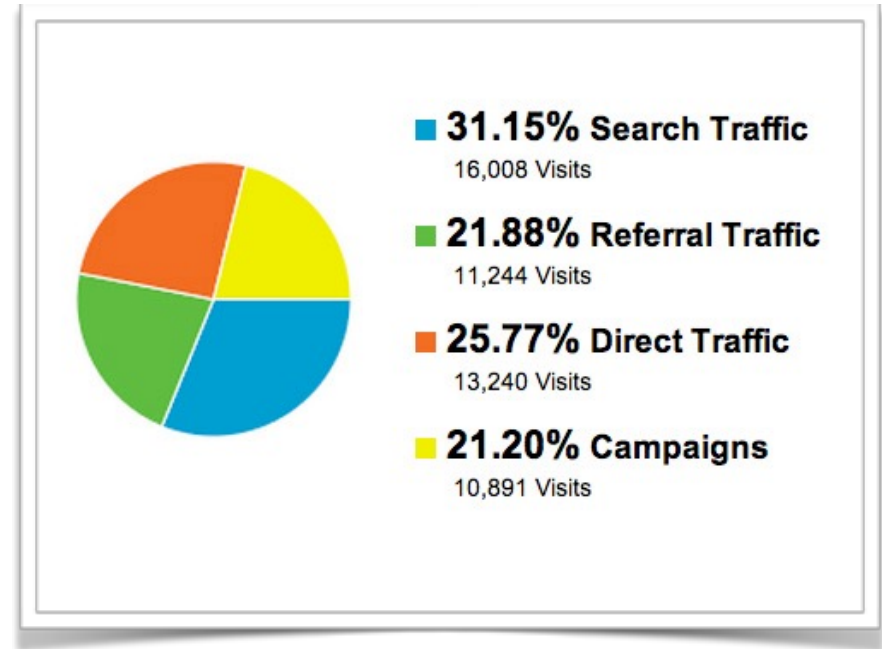
**QUICK TO  
ANSWER**



**MORE SETUP  
REQUIRED**

# GOOGLE ANALYTICS IS...

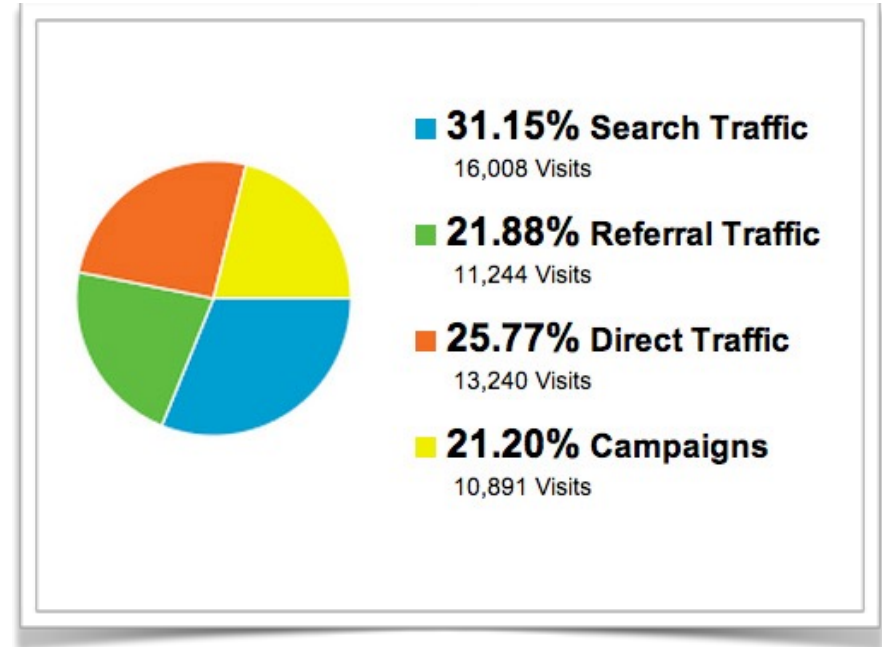
A web-based tool that records (anonymously) visits to your website





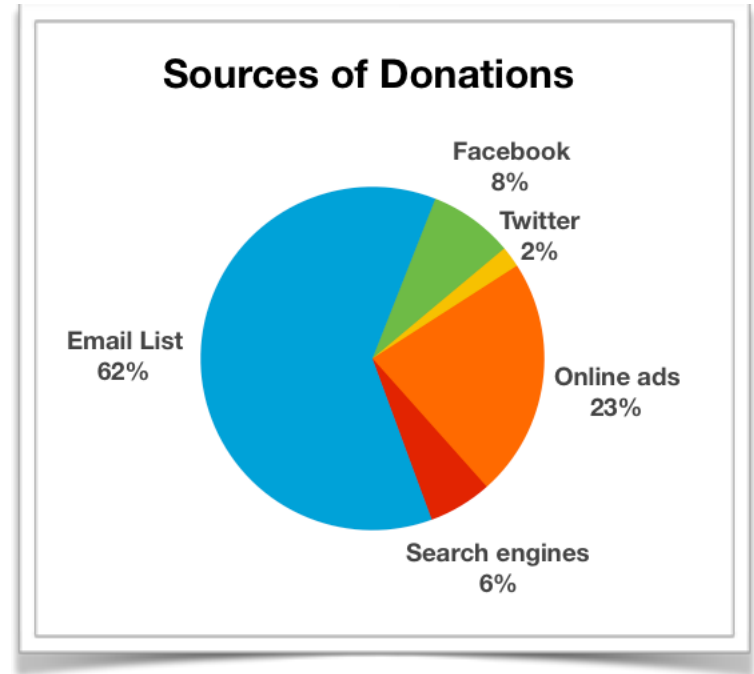
# GOOGLE ANALYTICS IS...

Some code you place on every page of your site, then adjust to track specific behaviors.



# GOOGLE ANALYTICS IS...

Tracking the source of conversions — signups, donations — is the superpower of Google Analytics.



# QUESTIONS ANSWERED

Who is coming to our site, and what content is most popular?

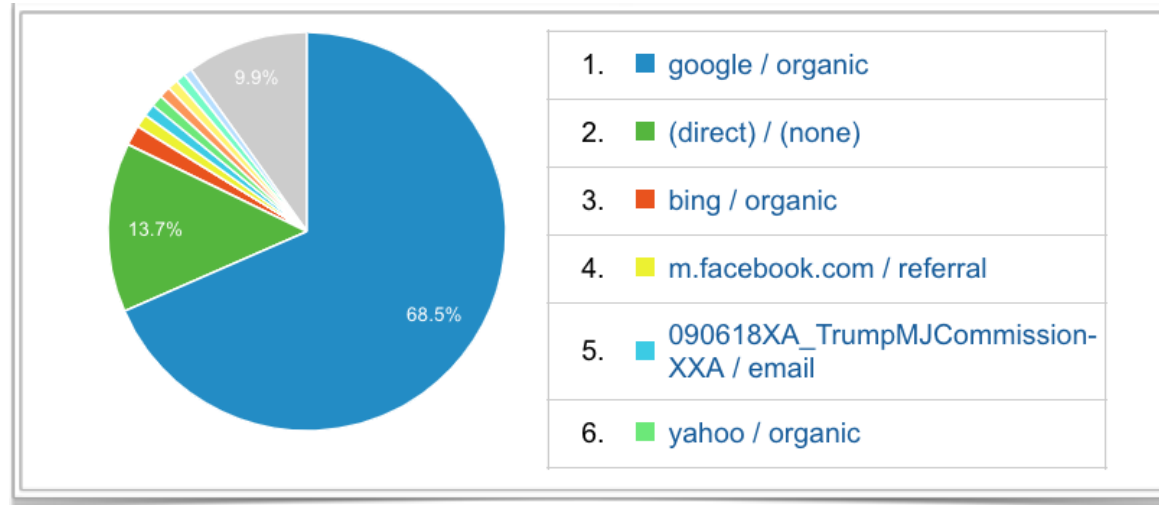
This is answered once you have tracking code on every page.

# PAGEVIEWS

Page Title ?	Pageviews ? ↓
	<b>497,466</b> % of Total: 100.00% (497,466)
1. <a href="#">Home   The Trust for Public Land</a>	<b>50,865</b> (10.22%)
2. <a href="#">Urge your Senators to cosponsor S. 569 - The Trust for Public Land</a>	<b>25,175</b> (5.06%)
3. <a href="#">Underway: An all-out fight - The Trust for Public Land</a>	<b>22,891</b> (4.60%)
4. <a href="#">Monuments review evidence ignored! Take action now - The Trust for Public Land</a>	<b>19,243</b> (3.87%)
5. <a href="#">Donate Today - The Trust for Public Land</a>	<b>18,106</b> (3.64%)

Google Analytics automatically records a 'pageview' every time someone loads a page with tracking code.

# SOURCE / MEDIUM



Google Analytics automatically records what brought people to the site: the source and the medium

# DASHBOARD: TOP CONTENT

## TOP CONTENT DASHBOARD bit.ly/popularcontentandsources

Click to add this dashboard to your account.



# WHY USE GOOGLE ANALYTICS?

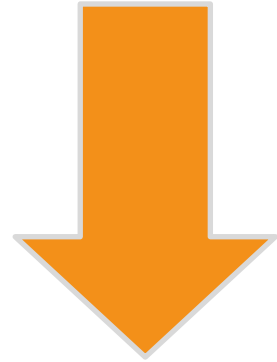
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# QUICK QUESTIONS?





# MARKETING MEASUREMENT

WHAT IS THE IMPACT OF OUR OUTREACH?

Add some information to each link you send out via email, social media, ads etc.

These “campaign tags” and source codes tell Google Analytics which link is being clicked.

# UTM OR 'CAMPAIGN' TAGS

The objective and timeframe	<b>CAMPAIGN</b>	utm_campaign	<i>Eoyfundraising2019</i>
The method of communication	<b>MEDIUM</b>	utm_medium	<i>cpc, social, email</i>
The audience	<b>SOURCE</b>	utm_source	<i>google, facebook, subscribers</i>
The specific message	<b>CONTENT*</b>	utm_content	<i>ad1b, 1009_1, 10082019a</i>

# UTM OR 'CAMPAIGN' TAGS

mywebsite.com/link?s\_src=facebook



mywebsite.com/link?  
s\_src=facebook&utm\_source=facebo  
ok&utm\_medium=social&utm\_conten  
t=09102019&utm\_campaign=Eoyfun  
draising2019

**UTM GENERATOR SHEET**

<http://bit.ly/UTMSheet1>

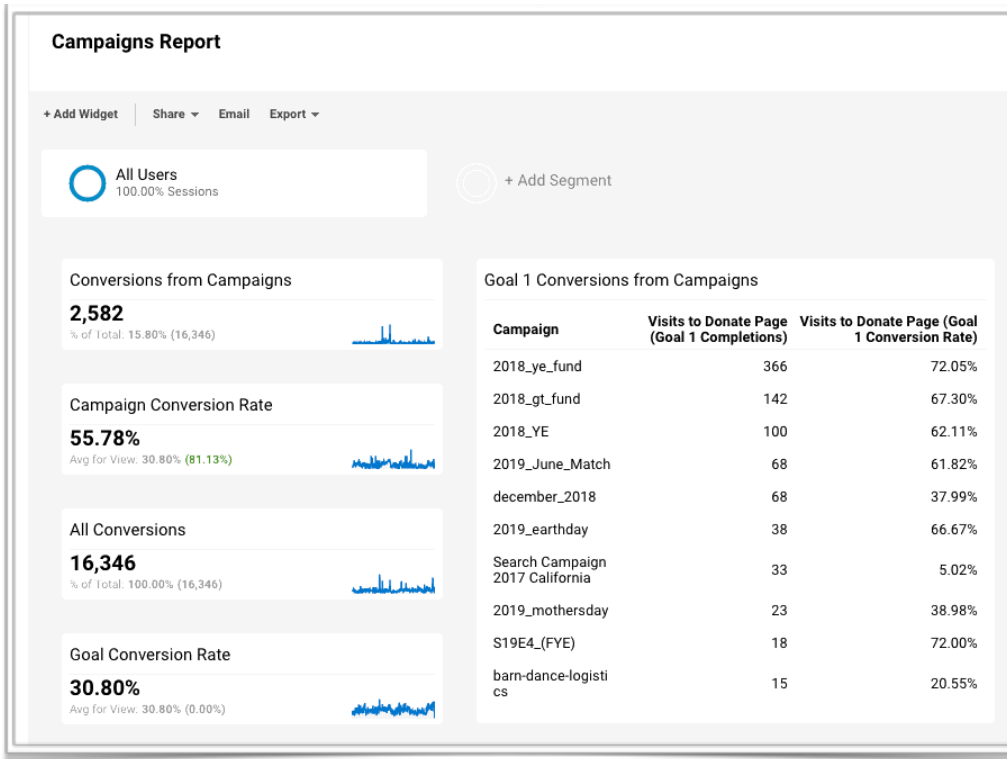
**STEP-BY-STEP HOW TO**

[bit.ly/tracking-fb-post](http://bit.ly/tracking-fb-post)

# Good to know:

- Tags should be consistent (including case sensitive) to allow for easy automatic reporting
- Most ad platforms (Google, Facebook, Bing) can automatically add campaign tags if set properly.
- DO NOT add utm codes to links or buttons on your website: these are only used for links you send out via email, social, ads etc.

# CAMPAIGNS DASHBOARD



## CAMPAIGN DASHBOARD

[bit.ly/campaignsdash](https://bit.ly/campaignsdash)

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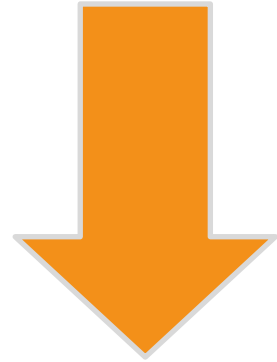
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# QUICK QUESTIONS?



# SITE OPTIMIZATION

How can we optimize our fundraising and advocacy pages?

Send extra information to Google Analytics

- Petition signups
- Donation details (amount, type)
- Conversion funnels



# GOOGLE TAG MANAGER

A free tool that can be used with many different technologies, not just Google.

Manages 'tags': bits of code you place on your site to send information to different platforms: Google analytics, Facebook Ads, Wiland, Quantcast, etc.



Tag Manager

# BEFORE GOOGLE TAG MANAGER

## “Tag Management” before



# AFTER GOOGLE TAG MANAGER

## “Tag Management” after



Web developer

1. Places Google Tag Manager code on every website page one time.



Marketing

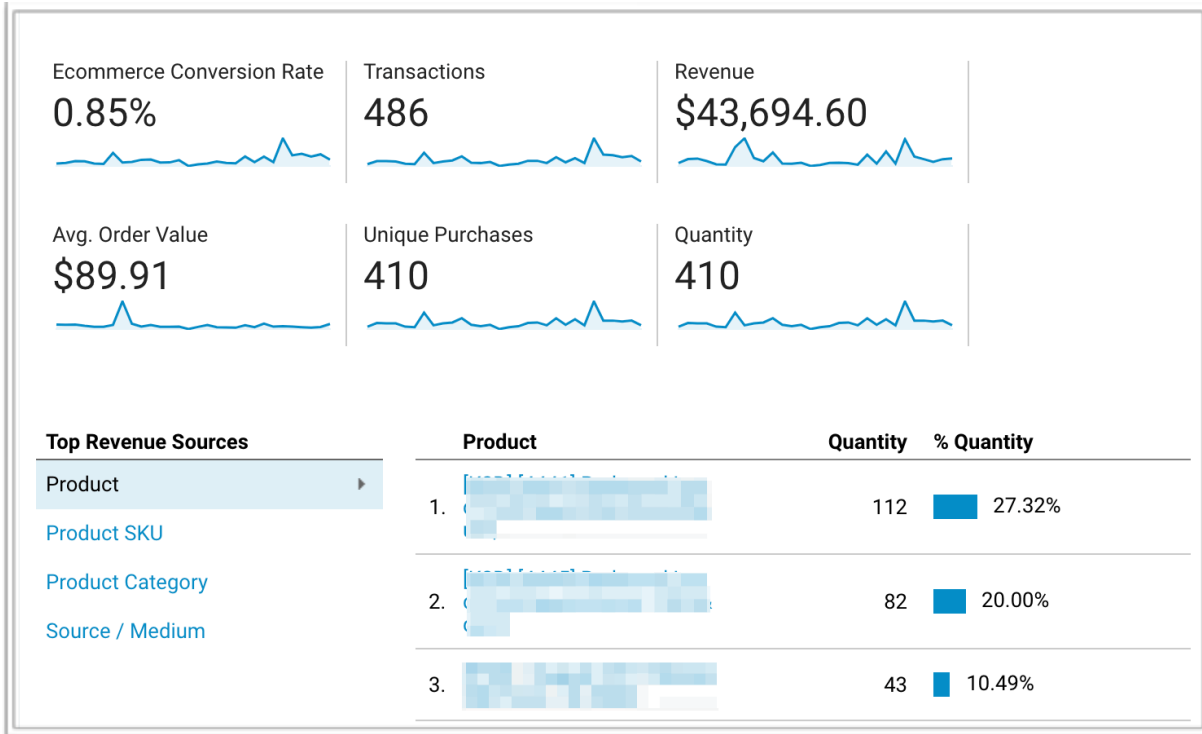


Vendor

1. Place tags on relevant pages
2. Test tags are working properly
3. Fixes tags based on tests

# ECOMMERCE TRACKING

Sends detailed donation and sales data to Google Analytics



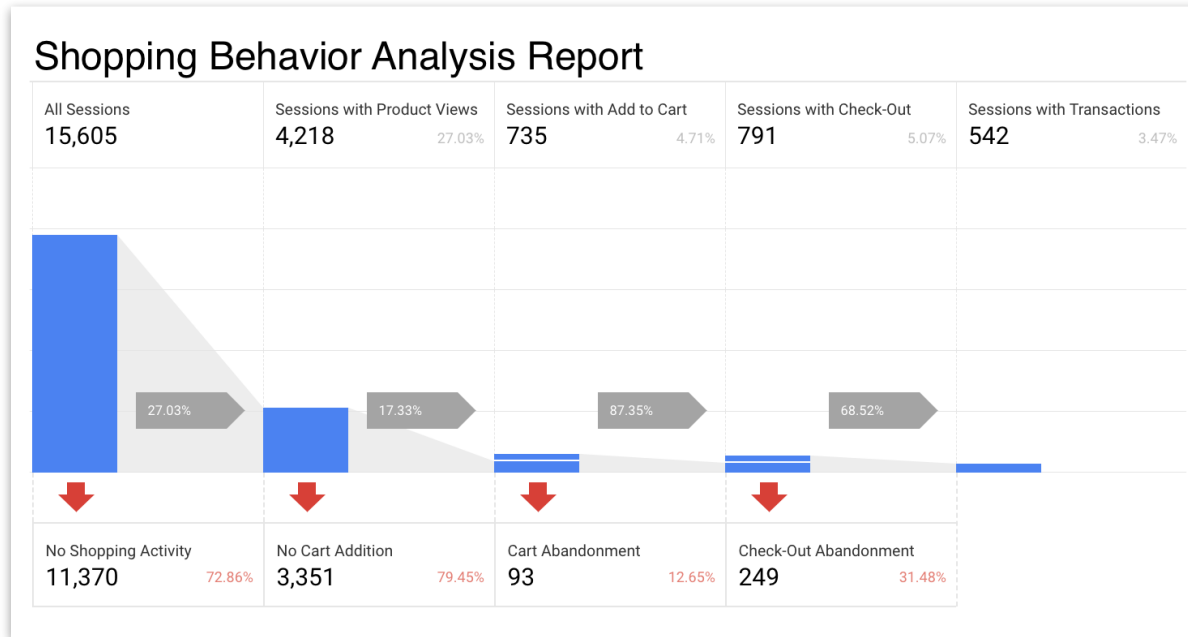
# ECOMMERCE TRACKING

Tracks donations, with dollar value, donation form name and gift type (recurring or one-time)

When paired with UTM tracking, it can help calculate ROI on email, ads, SMS, and social

Helpful, but doesn't give the granular data around donor behavior that Enhanced Ecommerce does...


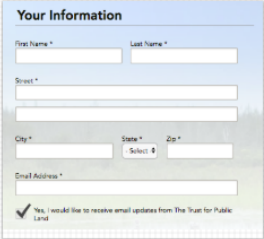
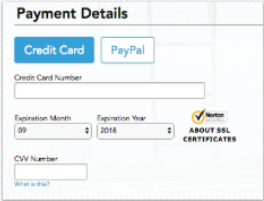
# ECOMMERCE TRACKING



Allows you to identify and designate custom tracking points on your forms: donation, advocacy, signup

# ECOMMERCE TRACKING

- Track specific donation forms to optimize page completion rates
- Enhanced Ecommerce + Google Data Studio make reporting much easier!

Donation Page Views	Donations	Page Conversion Rate
668	18	2.69%
		
		Select an Amount 39
		
		Enter information 35
		
		Payment details 28
		Paypal Clicks 1
		Make my Gift 33
	Conversion Rate 2.69%	Donations 18

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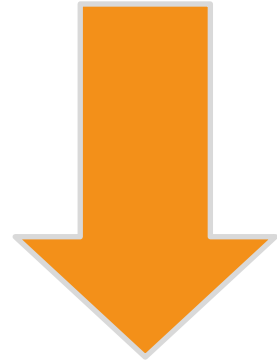
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# THANK YOU!

QUESTIONS? COMMENTS?

[eric@datahabits.com](mailto:eric@datahabits.com)

Download these slides and more here :

[bit.ly/GA-EngagingNetworks](http://bit.ly/GA-EngagingNetworks)

- Intro to Google Analytics online course
- Invitations to free webinars

