

Understanding Google Analytics and KPIs

Which Metrics Really Matter?

Management by Exception



Information + Context

- Visitors who searched for **<term>** :
- Who entered at **<page>** :
- Session of more than **<minutes>**:
- Converted at a rate of **<x%>** :

= Visitor Knowledge

What Are Your Goals?

Goals



1. _____

2. _____

3. _____

Google Analytics Lexicon

- **Page Views**
- **Visits**
- **Absolute Unique Visitors**
- **Referring Websites**

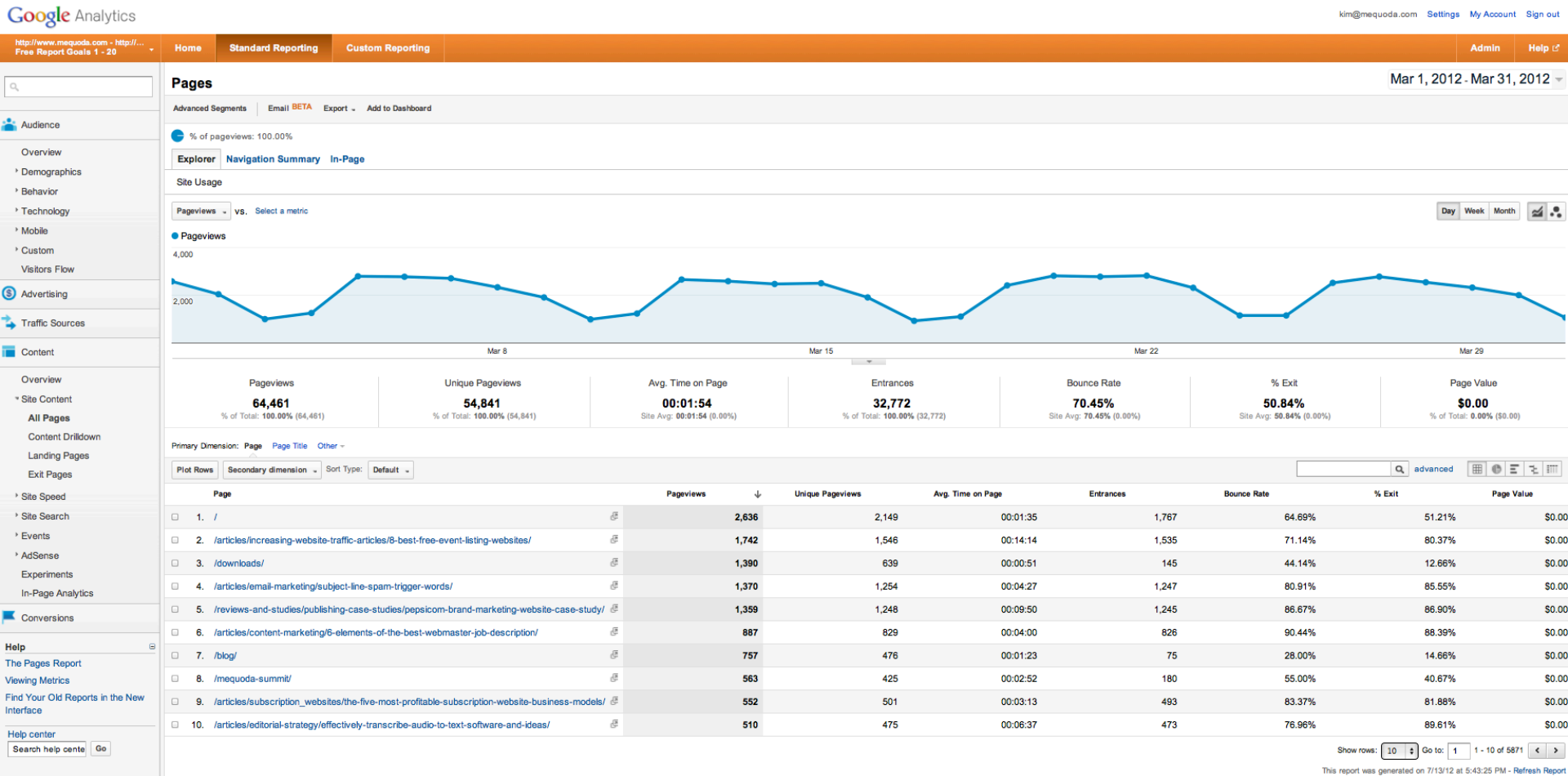
12 Things to Learn from Google Analytics

1. Most Popular Content
2. Page Views for Specific Post
3. Page Views for Specific Topic
4. Top Referring Website
5. Top Keywords
6. Arrivals by Keyword Phrase
7. Arrivals by Keyword Cluster
8. Visits by Country
9. Bounce Rate by Traffic Source
10. Email Conversion Rate by RCLP
11. Most Popular Internal Search Terms
12. Top Landing Pages

1: Most Popular Content



1: Most Popular Content



2: Page Views for Specific Post



2: Page Views for Specific Post

Google Analytics kim@mequoda.com Settings My Account Sign out

http://www.mequoda.com - http://... Free Report Goals 1 - 20 Admin Help

Home Standard Reporting Custom Reporting Mar 1, 2012 - Mar 31, 2012

Landing Pages

Advanced Segments | Email BETA | Export | Add to Dashboard

% of entrances: 100.00%

Explorer Entrance Paths

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits vs. Select a metric Day Week Month

Visits 32,809 <small>% of Total: 100.00% (32,809)</small>	Pages / Visit 1.96 <small>Site Avg: 1.96 (0.00%)</small>	Avg. Visit Duration 00:01:51 <small>Site Avg: 00:01:51 (0.00%)</small>	% New Visits 77.12% <small>Site Avg: 77.12% (0.00%)</small>	Bounce Rate 70.37% <small>Site Avg: 70.37% (0.00%)</small>
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Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

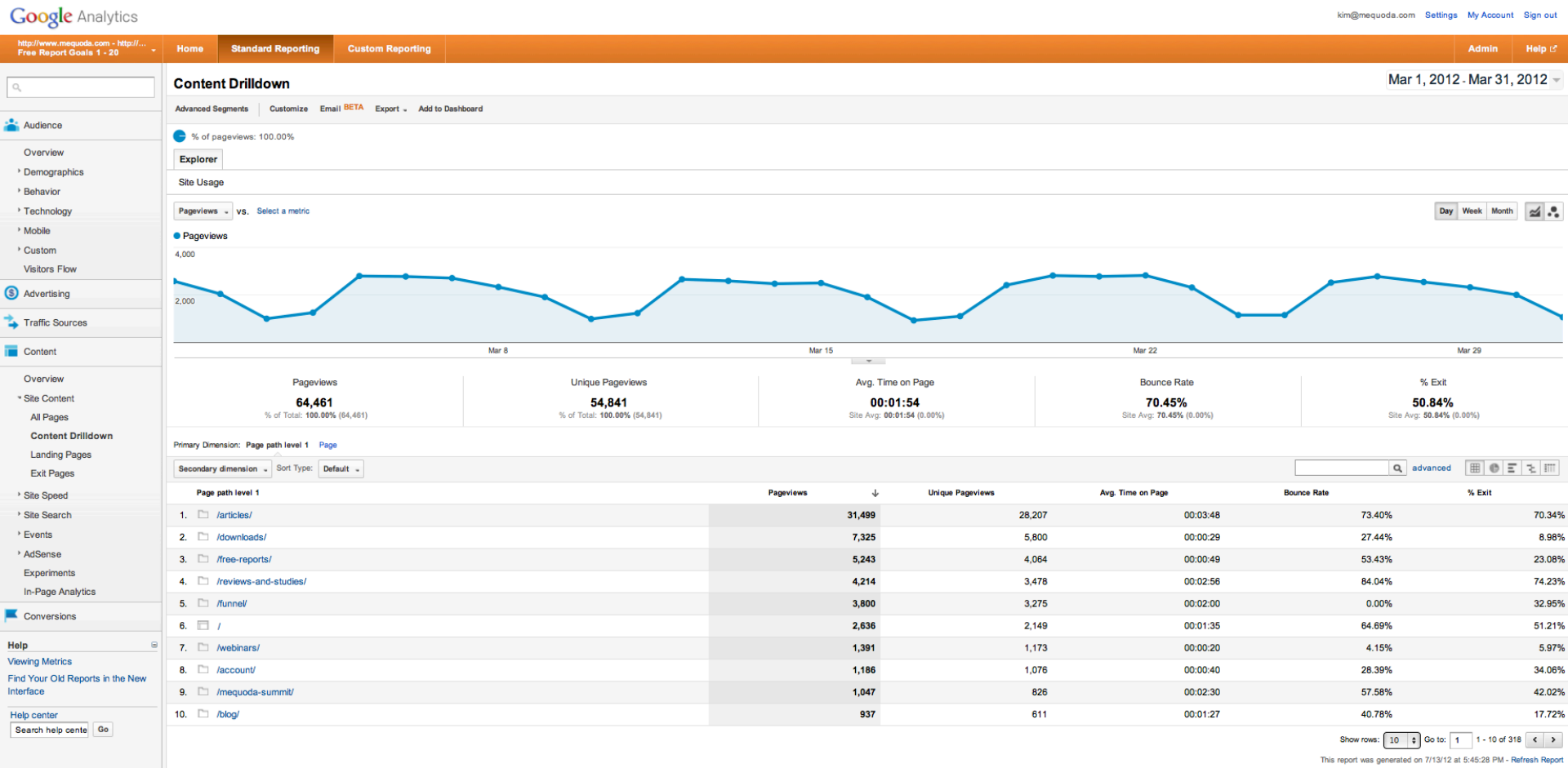
Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /	1,767	3.10	00:03:00	56.76%	64.69%
2. /articles/increasing-website-traffic-articles/8-best-free-event-listing-websites/	1,535	1.34	00:03:32	87.43%	71.14%
3. /articles/email-marketing/subject-line-spam-trigger-words/	1,247	1.34	00:00:52	89.33%	80.91%
4. /reviews-and-studies/publishing-case-studies/pepsicom-brand-marketing-website-case-study/	1,245	1.48	00:01:34	89.88%	86.67%
5. /articles/content-marketing/6-elements-of-the-best-webmaster-job-description/	826	1.23	00:00:35	92.62%	90.44%
6. /articles/subscription-websites/the-five-most-profitable-subscription-website-business-models/	493	1.75	00:00:53	87.63%	83.37%
7. /articles/editorial-strategy/effectively-transcribe-audio-to-text-software-and-ideas/	473	1.18	00:00:46	97.04%	76.96%
8. /articles/membership-websites/10-wordpress-membership-plugins-that-work/	414	1.30	00:04:07	90.58%	65.94%
9. /articles/email-marketing/10-email-feedback-loop-lists/	354	1.30	00:04:26	82.49%	64.12%
10. /articles/content-marketing/statistics-on-mobile-app-users/	335	1.27	00:01:57	90.75%	76.42%

Show rows: 10 Go to: 1 1 - 10 of 3034 This report was generated on 7/13/12 at 5:44:46 PM - Refresh Report

3: Page Views for Specific Topic



3: Page Views for Specific Topic



4: Top Referring Website



4: Top Referring Website

- Audience
- Overview
- Demographics
- Behavior
- Technology
- Mobile
- Custom
- Visitors Flow
- Advertising
- Traffic Sources
- Overview
- Sources
- All Traffic
- Direct
- Referrals
- Search
- Campaigns
- Search Engine Optimization
- Social
- Content
- Overview
- Site Content
- All Pages
- Content Drilldown
- Landing Pages
- Exit Pages
- Site Speed
- Site Search
- Events
- AdSense
- Experiments
- In-Page Analytics

Referral Traffic

Mar 1, 2012 - Mar 31, 2012

Advanced Segments Customize Email BETA Export Add to Dashboard

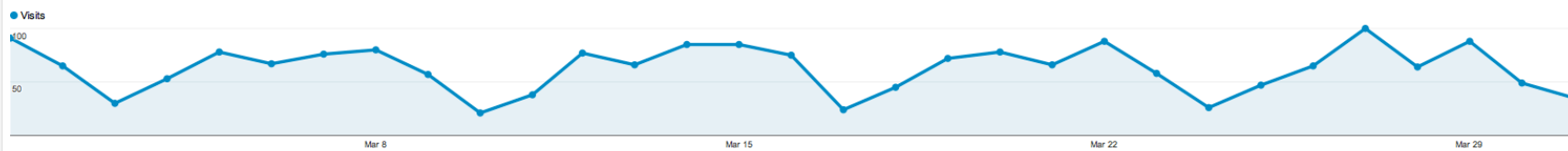
% of visits: 5.94%

Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits vs. Select a metric

Day Week Month



Visits 1,949 % of Total: 5.94% (32,809)	Pages / Visit 2.41 Site Avg: 1.96 (22.61%)	Avg. Visit Duration 00:02:15 Site Avg: 00:01:51 (21.14%)	% New Visits 69.42% Site Avg: 77.12% (-9.98%)	Bounce Rate 59.62% Site Avg: 70.37% (-15.28%)
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Primary Dimension: Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. t.co	289	2.11	00:02:22	65.40%	59.52%
2. google.com	202	1.75	00:00:44	92.57%	60.40%
3. 360hk6dgmcd1n-c.yom.mail.yahoo.net	97	3.63	00:03:38	44.33%	35.05%
4. masternewmedia.org	71	1.15	00:00:29	100.00%	91.55%
5. mequoda.mequodaprojects.com	54	3.09	00:03:03	0.00%	55.56%
6. facebook.com	51	2.98	00:06:54	84.31%	70.59%
7. linkedin.com	48	2.21	00:01:03	64.58%	56.25%
8. copyblogger.com	43	3.51	00:04:48	72.09%	48.84%
9. cpafix.com	39	1.08	00:00:21	25.64%	94.87%
10. daily.mequoda.com	38	4.84	00:04:54	31.58%	28.95%

Show rows: 10 Go to: 1 - 10 of 389

This report was generated on 7/13/12 at 5:45:59 PM - Refresh Report

5: Top Keywords



5: Top Keywords

- Audience
- Overview
- Demographics
- Behavior
- Technology
- Mobile
- Custom
- Visitors Flow
- Advertising
- Traffic Sources

- Overview
- Sources
- All Traffic
- Direct
- Referrals
- Search
- Overview
- Organic
- Paid
- Campaigns
- Search Engine Optimization
- Social
- Content
- Overview
- Site Content
- All Pages
- Content Drilldown
- Landing Pages
- Exit Pages
- Site Speed
- Site Search
- Events

Organic Search Traffic

Mar 1, 2012 - Mar 31, 2012

Advanced Segments Customize Email BETA Export Add to Dashboard

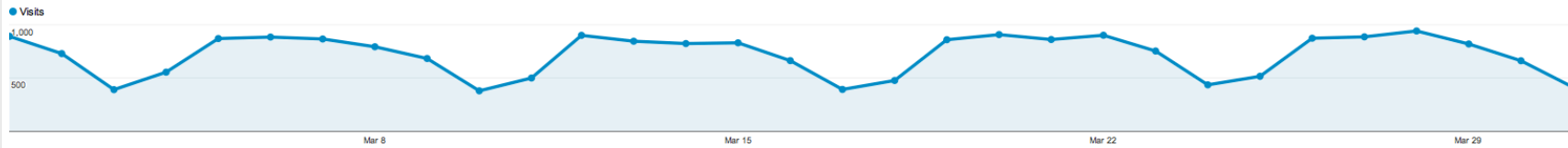
% of visits: 67.97%

Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits vs. Select a metric

Day Week Month



Visits 22,300 % of Total: 67.97% (32,809)	Pages / Visit 1.60 Site Avg: 1.96 (-18.38%)	Avg. Visit Duration 00:01:33 Site Avg: 00:01:51 (-15.93%)	% New Visits 87.03% Site Avg: 77.12% (12.86%)	Bounce Rate 77.45% Site Avg: 70.37% (10.05%)
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Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. (not provided)	7,972	1.61	00:01:48	87.08%	76.33%
2. webmaster job description	305	1.43	00:00:42	91.48%	89.84%
3. mequoda	111	4.81	00:03:33	51.35%	26.13%
4. lending tree business model	79	1.03	00:00:01	8.86%	98.73%
5. event websites	78	1.31	00:06:29	85.90%	71.79%
6. pepsi target market	54	1.30	00:00:40	61.48%	63.33%
7. benefits of online advertising	49	1.14	00:00:11	97.96%	93.88%
8. digital magazine publishing	49	6.73	00:18:07	4.08%	16.33%
9. digital native survey	49	5.57	00:14:58	2.04%	32.65%
10. subject lines that get opened	41	1.85	00:01:19	85.37%	78.05%

Show rows: 10 Go to: 1 1 - 10 of 9390 This report was generated on 7/13/12 at 5:51:03 PM - Refresh Report

6: Arrivals by Keyword Phrase

Google Analytics kim@mequoda.com Settings My Account Sign out

http://www.mequoda.com - http://... Free Report Goals 1 - 20

Home Standard Reporting Custom Reporting Admin Help

Organic Search Traffic Mar 1, 2012 - Mar 31, 2012

Advanced Segments Customize Email BETA Export Add to Dashboard

% of visits: 67.97%

Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits vs. Select a metric

Metric	Value	Site Avg
Visits	139	% of Total: 0.42% (32,809)
Pages / Visit	1.69	Site Avg: 1.96 (-13.95%)
Avg. Visit Duration	00:01:00	Site Avg: 00:01:51 (-45.86%)
% New Visits	84.89%	Site Avg: 77.12% (10.08%)
Bounce Rate	71.22%	Site Avg: 70.37% (1.21%)

Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. subscription website	34	1.35	00:00:19	94.12%	82.35%
2. subscription websites	29	1.52	00:00:51	89.66%	72.41%
3. best subscription websites	6	2.50	00:01:06	100.00%	66.67%
4. subscription website ideas	6	1.00	00:00:00	100.00%	100.00%
5. top subscription websites	5	1.60	00:00:21	60.00%	60.00%
6. subscription website business model	4	2.25	00:03:23	50.00%	25.00%
7. subscription website examples	3	2.00	00:00:39	66.67%	66.67%
8. monthly subscription websites	2	1.50	00:11:28	100.00%	50.00%
9. most profitable subscription websites	2	6.00	00:09:41	50.00%	0.00%
10. paid subscription website business model	2	1.00	00:00:00	50.00%	100.00%

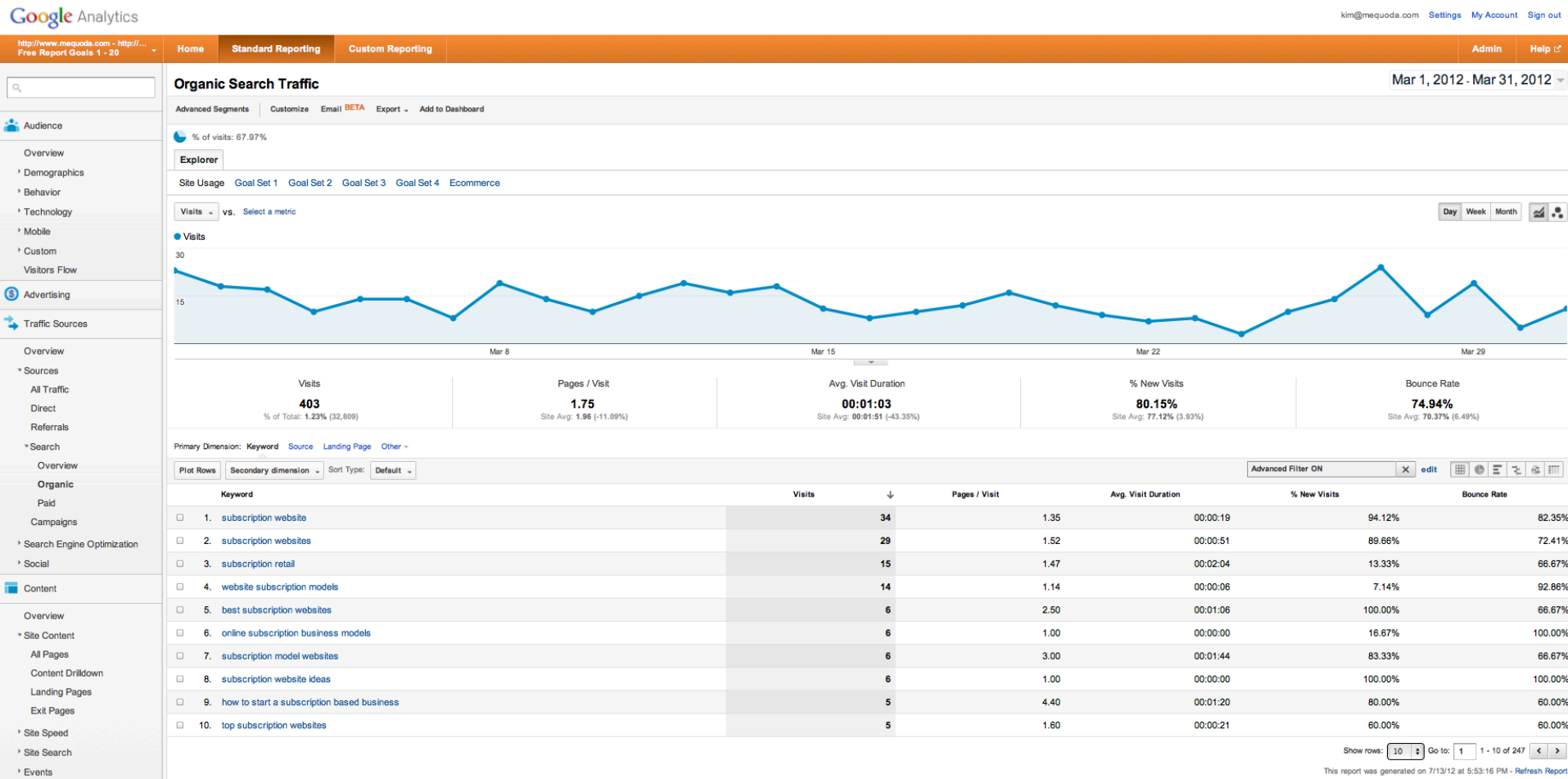
Show rows: 10 Go to: 1 - 10 of 54

This report was generated on 7/13/12 at 5:52:57 PM - Refresh Report

7: Arrivals by Keyword Cluster



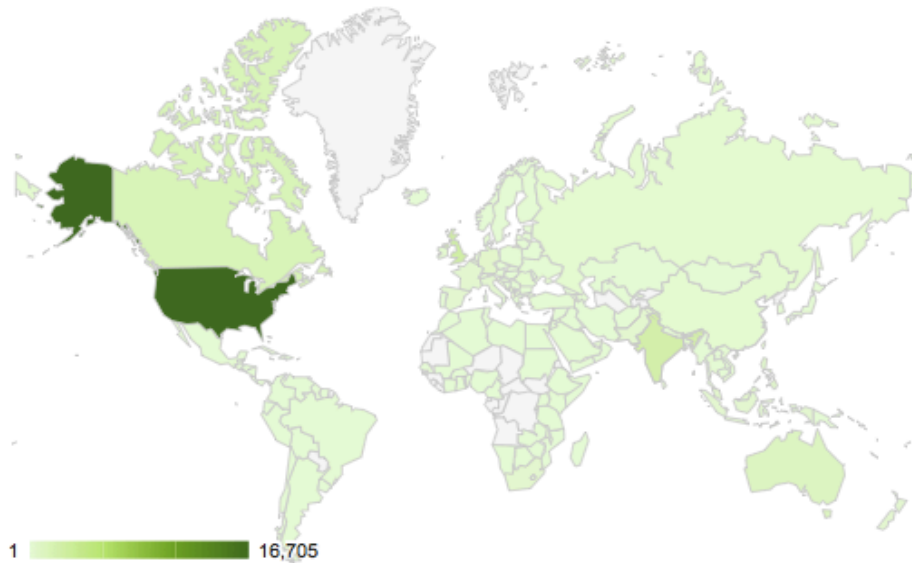
7: Arrivals by Keyword Cluster



8: Visits by Country



8: Visits by Country



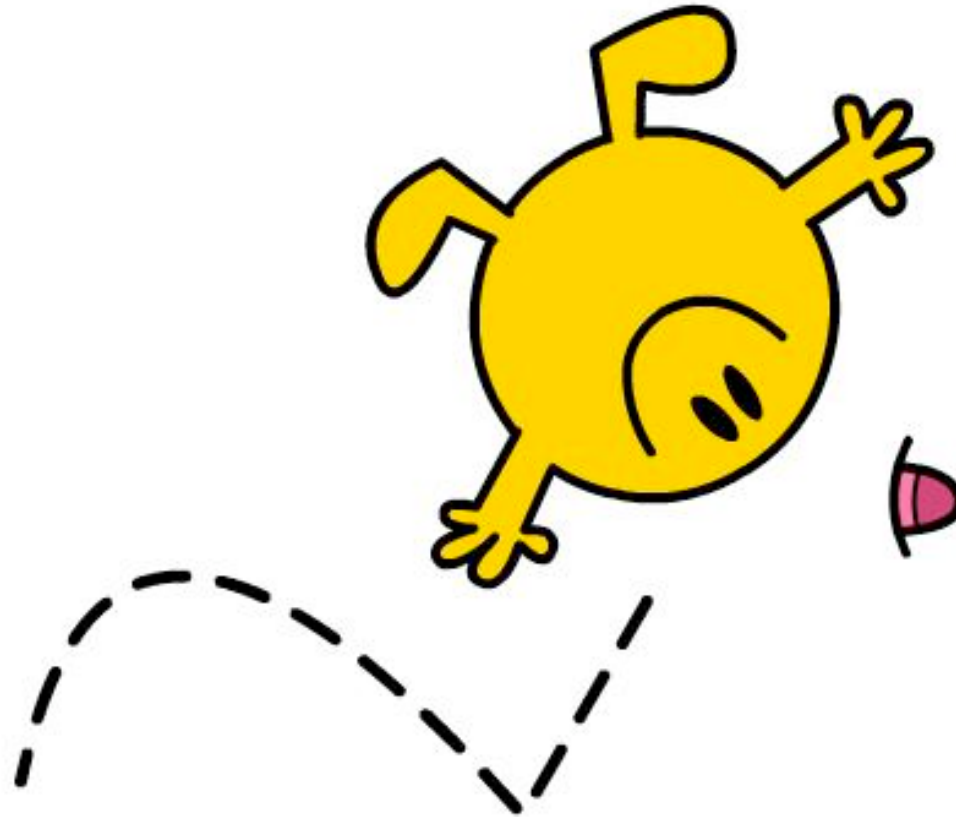
Visits 32,809 <small>% of Total: 100.00% (32,809)</small>	Pages / Visit 1.96 <small>Site Avg: 1.96 (0.00%)</small>	Avg. Visit Duration 00:01:51 <small>Site Avg: 00:01:51 (0.00%)</small>	% New Visits 77.12% <small>Site Avg: 77.12% (0.00%)</small>	Bounce Rate 70.37% <small>Site Avg: 70.37% (0.00%)</small>
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Primary Dimension: [Country / Territory](#) [City](#) [Continent](#) [Sub Continent](#) [Region](#)

Secondary dimension [advanced](#)

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. United States	16,705	2.12	00:01:55	72.91%	67.63%
2. United Kingdom	2,571	1.75	00:01:21	81.33%	72.54%
3. India	2,308	1.50	00:01:58	87.09%	75.87%
4. Canada	1,566	2.08	00:01:51	80.78%	68.52%
5. Australia	1,070	1.95	00:01:37	78.04%	73.64%
6. Philippines	560	1.58	00:04:09	86.43%	75.89%

9: Bounce Rate by Traffic Source



Mr. Bounce

9: Bounce Rate by Traffic Source

Direct Traffic

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Advanced Segments Customize Email **BETA** Export Add to Dashboard

% of visits: 13.88%

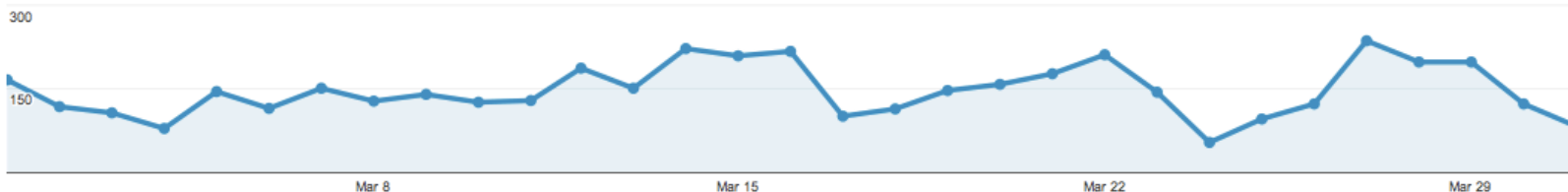
Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits vs. Select a metric

Day Week Month

Visits



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
4,553 % of Total: 13.88% (32,809)	2.19 Site Avg: 1.96 (11.30%)	00:01:44 Site Avg: 00:01:51 (-6.61%)	77.49% Site Avg: 77.12% (0.48%)	69.58% Site Avg: 70.37% (-1.13%)

Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
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- Audience
 - Overview
 - Demographics
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Visitors Flow
- Advertising
- Traffic Sources
 - Overview
 - Sources
 - All Traffic
 - Direct
 - Referrals
 - Search
 - Overview
 - Organic
 - Paid

10: Email Conversion Rate by RCLP



10: Email Conversion Rate by RCLP

Search

- Audience
- Advertising
- Traffic Sources
- Content
- Conversions
- Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
- Ecommerce
- Multi-Channel Funnels
- Help
 - The Funnel Visualization Report
 - Find Your Old Reports in the New Interface
 - Help center

Goal Funnel

Mar 1, 2012 - Mar 31, 2012

Email BETA Export Add to Dashboard

% of goal completions: 100.00%

Goal Option:
Goal 1: Subscription Website Design

Goal Funnel

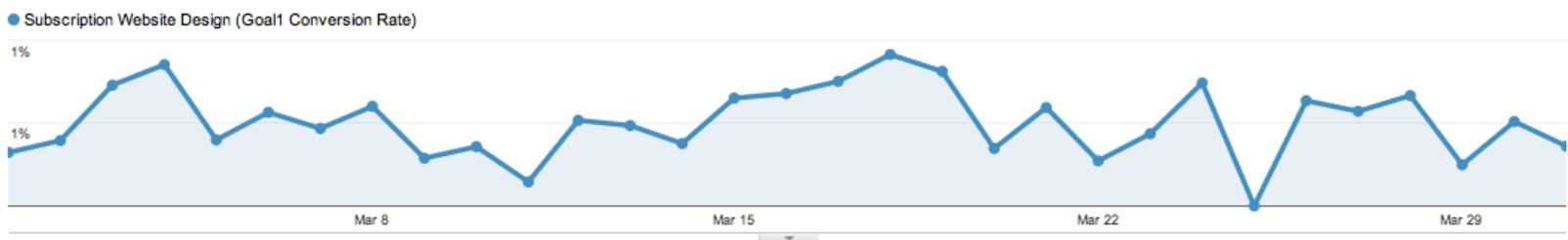
Conversions

Subscription Website Design (Goal1 Conversion Rate)

0.50%
Site Avg: 0.50% (0.00%)

Subscription Website Design (Goal1 Conversion Rate)

Day Week Month



Subscription Website Design

163 visitors finished | 52.24% funnel conversion rate

11: Most Popular Internal Search Terms



11: Most Popular Internal Search Terms

Search Terms

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% of total unique searches: 100.00%

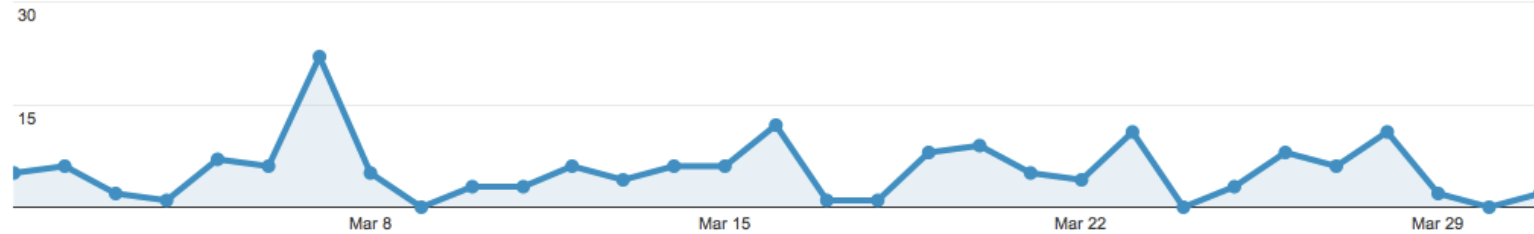
Explorer

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Total Unique Searches vs. Select a metric

Day Week Month

Total Unique Searches

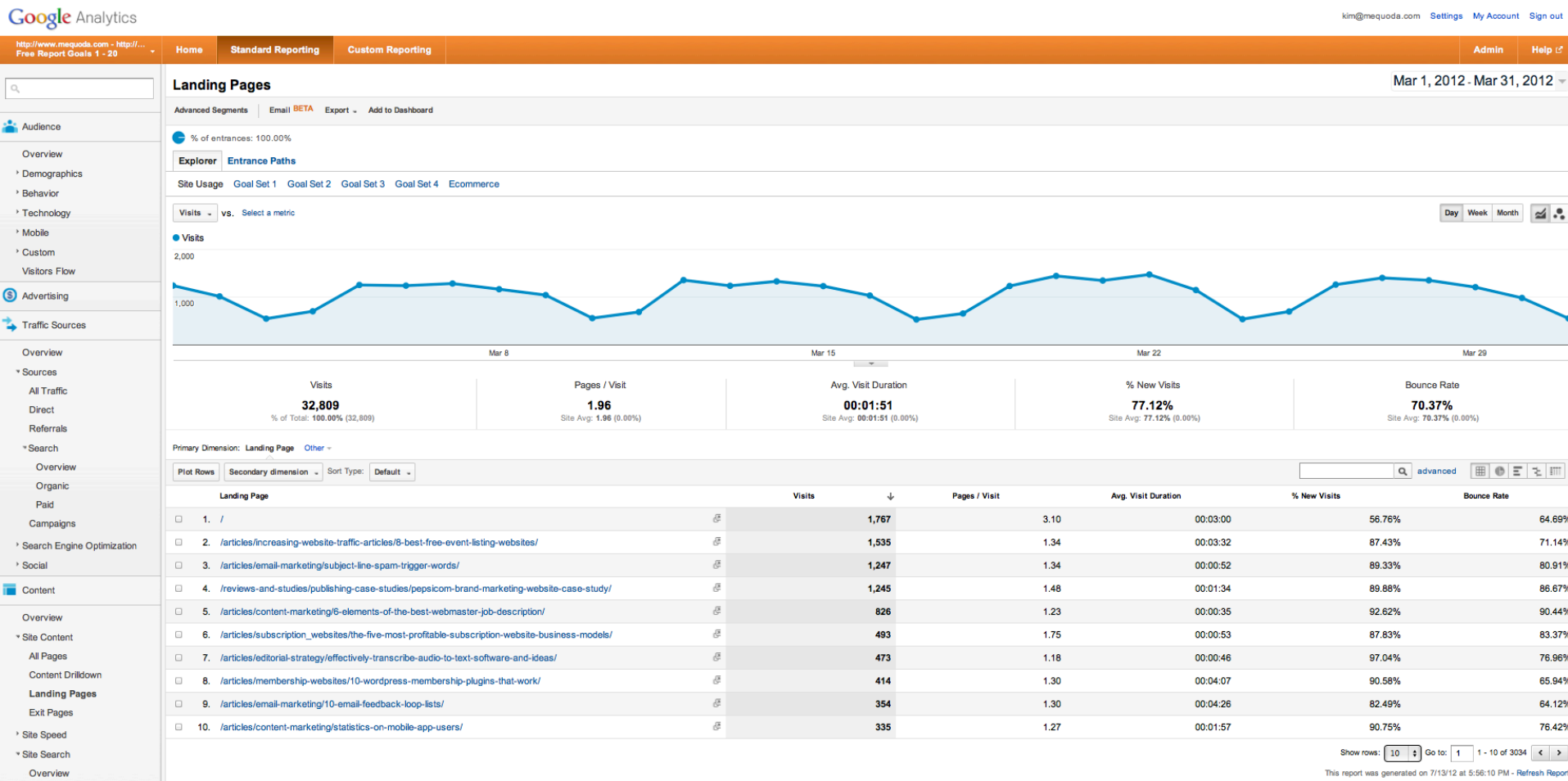


Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
165 % of Total: 100.00% (165)	1.24 Site Avg: 1.24 (0.00%)	21.21% Site Avg: 21.21% (0.00%)	10.29% Site Avg: 10.29% (0.00%)	00:04:39 Site Avg: 00:04:39 (0.00%)	3.66 Site Avg: 3.66 (0.00%)

12: Top Landing Pages



12: Top Landing Pages



12 Things to Learn from Google Analytics

1. Most Popular Content
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8. Visits by Country
9. Bounce Rate by Traffic Source
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Success.



Thank You

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