

The 25% of Google Analytics Nonprofits Need to Know

What we'll cover today...

- Google Analytics Basics
- Best place to start to learn more about:
 - your audience
 - how they get to your site
 - what they're DOING on your site
- Articulating our goals
- Some tips and tricks along the way



Please note:

- I'm covering "Universal" not new "GA4"
- GA does not affect page-rank/SEO
- GA cannot track new features retroactively
- Incognito, Ad-blockers, etc aren't counted
- It's not perfect... we are the guinea pigs
and algorithms/math is used

New to GA? Access their demo account

- Sign into GA and then access the link below
- This is the analytics of the Google Merch Store!
- Great way to see all the features GA offers

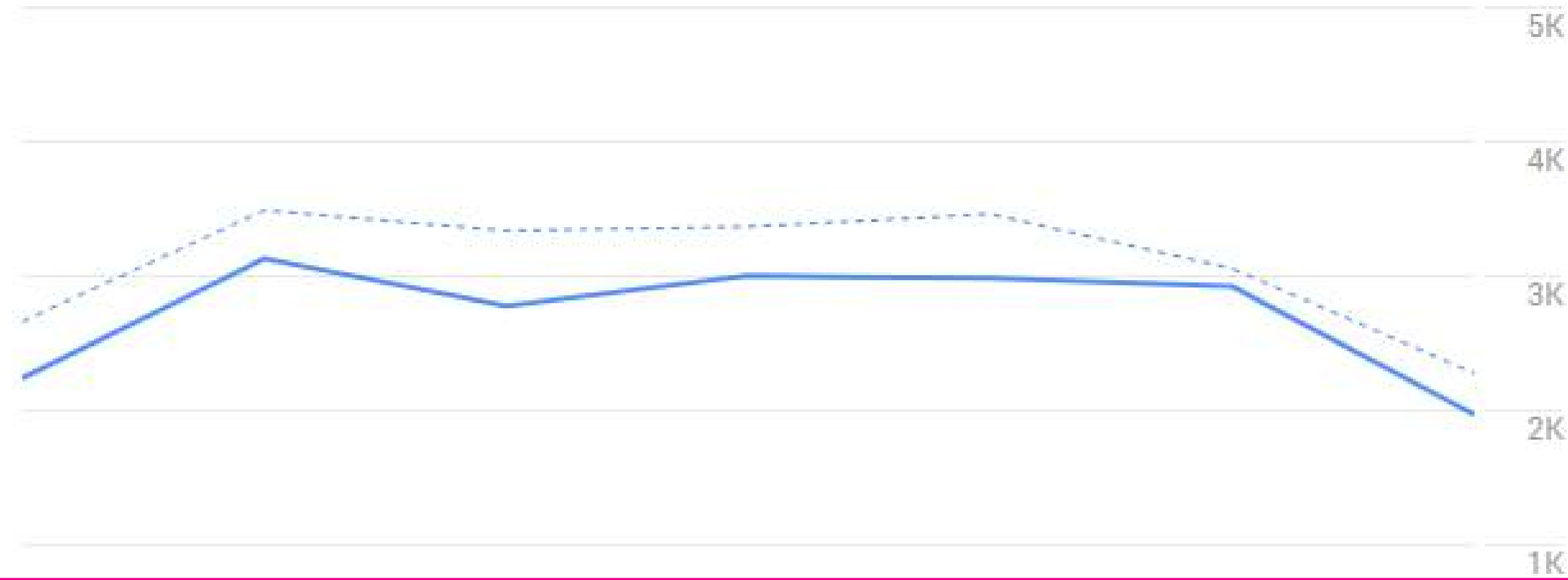
<https://support.google.com/analytics/answer/6367342?hl=en>

18K
↓12.4%
vs last 7 days

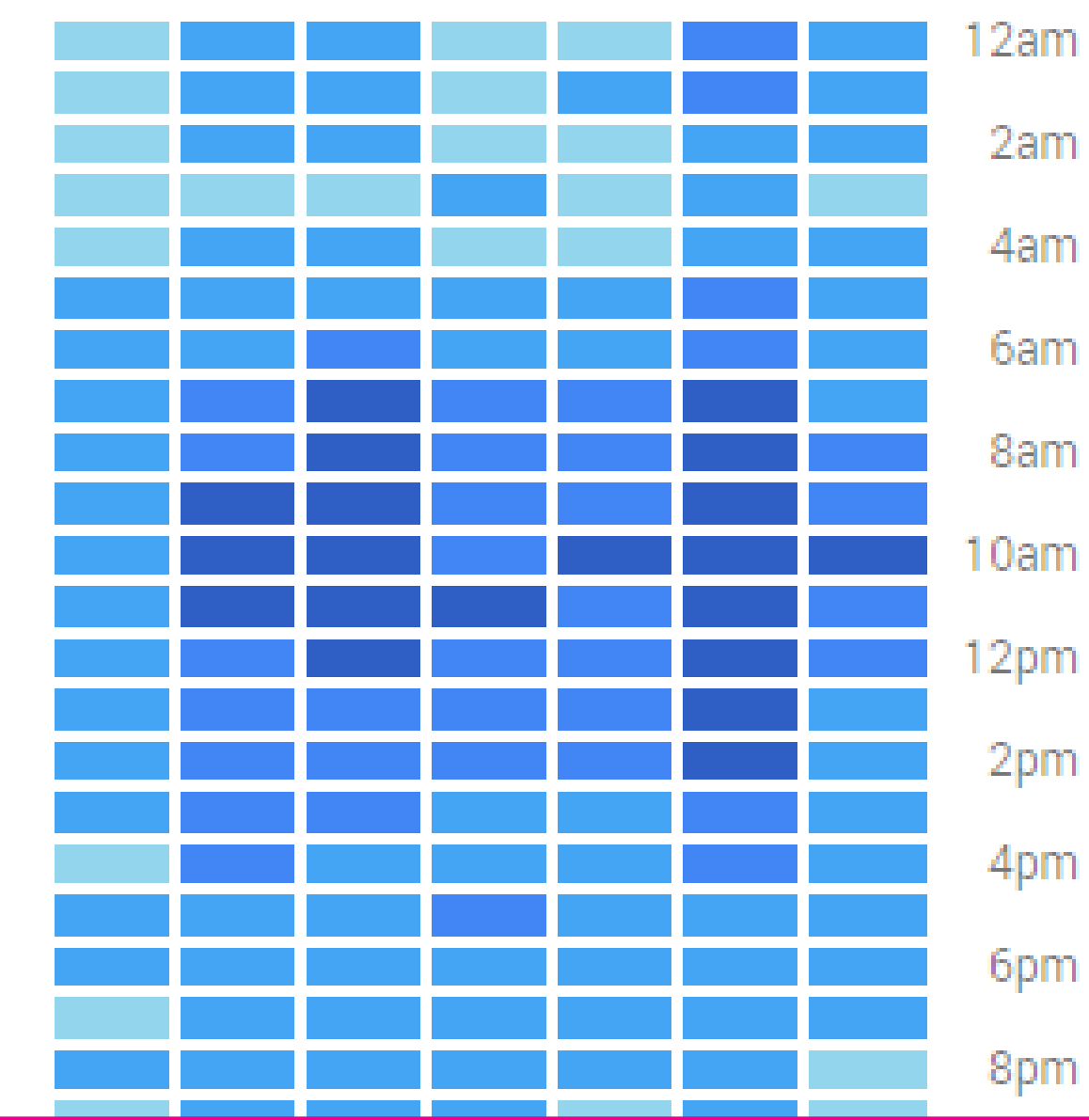
\$101K
↑6%

2.29%
↑5.3%

21K
↓12.3%



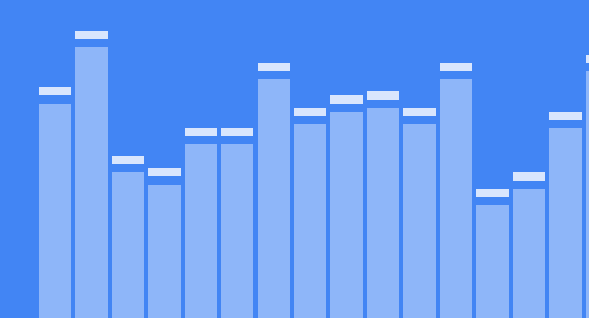
Users by time of day



Users right now

6

Page views per minute



Top Active Pages

/Google+Redes...ens+T+

Clicks

3.4K



Revenue

\$414.75



Top Campaigns

	Clicks	Cost	Adwords Revenue
1000557 GA ... / 910118587	1,539	\$74.04	\$0.00
1000557 GA ... / 930944576	1,303	\$2,061.15	\$63.25
AW - Dynamic... / 301191558	535	\$152.50	\$351.50
AW - Accesso...s / 272290518	0	\$0.00	\$0.00
"google + redes...rs / (not set)	0	\$0.00	\$0.00
"google + redes...es / (not set)	0	\$0.00	\$0.00

Last 7 days

ADWORDS CAMPAIGNS

Sep 24 - Sep 30

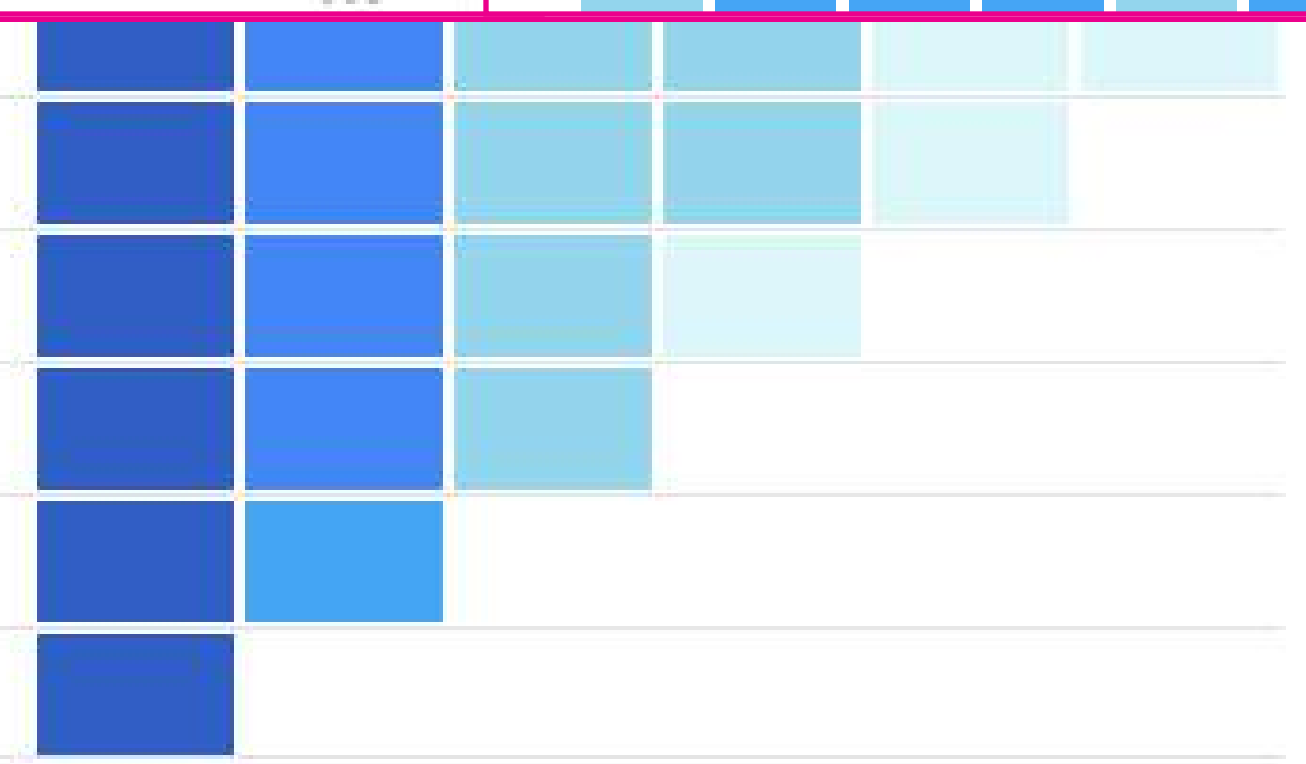
Oct 1 - Oct 7

Oct 8 - Oct 14

Oct 15 - Oct 21

Oct 22 - Oct 28

Oct 29 - Nov 4



Last 6 weeks

COHORT ANALYSIS REPORT

How are your AdWords campaigns performing?

Clicks

3.4K

Revenue

\$414.75

What are your top selling products?

Product



Getting Started

Filter Yourself Out!

- GA cannot tell if you're on your site or not
- Need to do this for library, coffee shop, home, etc
- Admin > Account > All Filters > Add Filter

<https://neumarkets.com/exclude-ip-google-analytics/>

Filter Information

Filter Name

Filter Type

Predefined

Custom

Exclude

traffic from the IP addresses

that are equal to

IP address

e.g. 74.125.19.103 or 2001:db8::1 (for IPv6)

Apply Filter to Views

Filter Out Known Spam

- We can never escape spam
- The sooner this is done, the less disappointment
- Get rid of known: Admin » Views » View Settings

Bot Filtering

☒ Exclude all hits from known bots and spiders

Link your Google Search Console

- Search Console helps monitor crawl errors
- Is separate product from GA, great together!
- User queries (what they searched to find you)
- Number of times you appeared in search results (impressions)
- Did they click through to your site (CTR)

<https://support.google.com/analytics/answer/1308617?hl=en>

Turn on Site Search

- See what people are looking for on your site
- For WordPress: View Settings » Site Search Tracking » add “s”
- Squarespace gathers data once Search Console is added

Site Search Settings

Site search Tracking optional



Query parameter

Use commas to separate up to 5 parameters (case insensitive)

☐ Strip query parameters out of URL optional

Site search categories optional



Search Term ?	?	↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
	5		2.20	40.00%	9.09%	00:03:36	1.40
otal: 100.00% (5)		Avg for View: 2.20 (0.00%)		Avg for View: 40.00% (0.00%)		Avg for View: 00:03:36 (0.00%)	
1. backups	1 (20.00%)		1.00	0.00%	0.00%	00:16:47	3.00
2. budget	1 (20.00%)		2.00	0.00%	0.00%	00:00:23	2.00
3. contact form	1 (20.00%)		4.00	100.00%	0.00%	00:00:18	2.00
4. finance	1 (20.00%)		2.00	0.00%	50.00%	00:00:34	0.00
5. Plugins	1 (20.00%)		2.00	100.00%	0.00%	00:00:00	0.00

Show rows: 10 ▼

Go to: 1

1 - 5 of 5

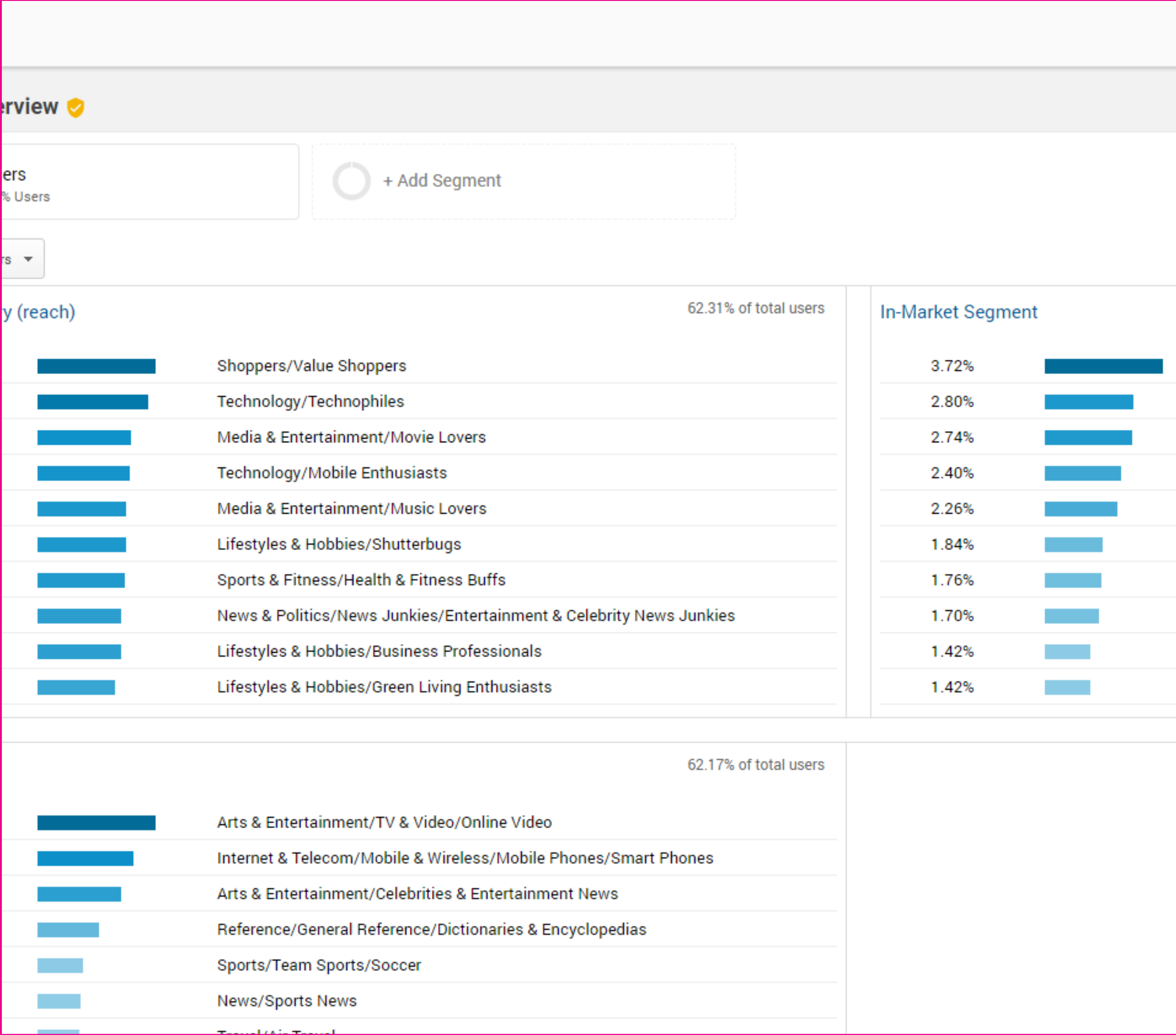
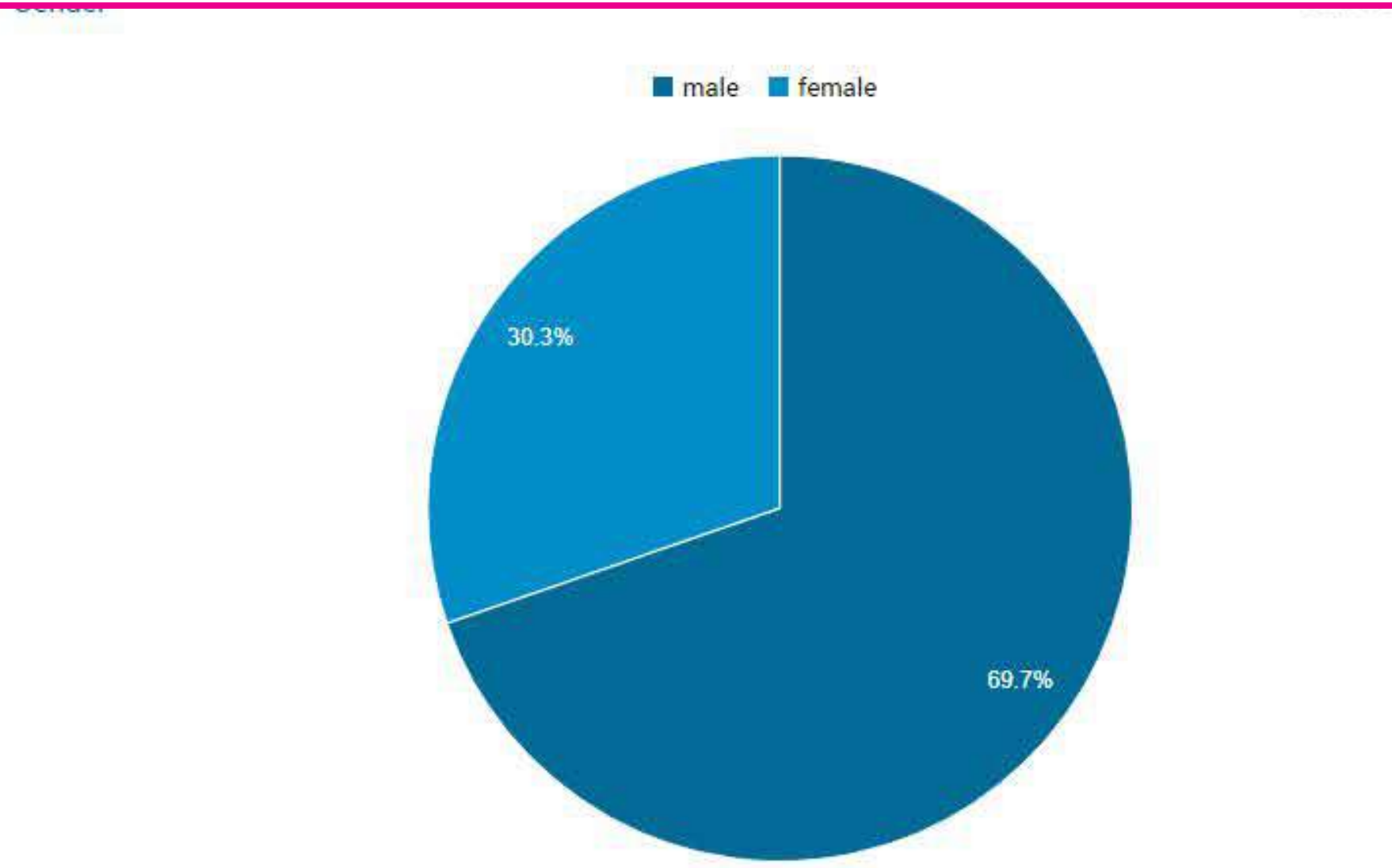
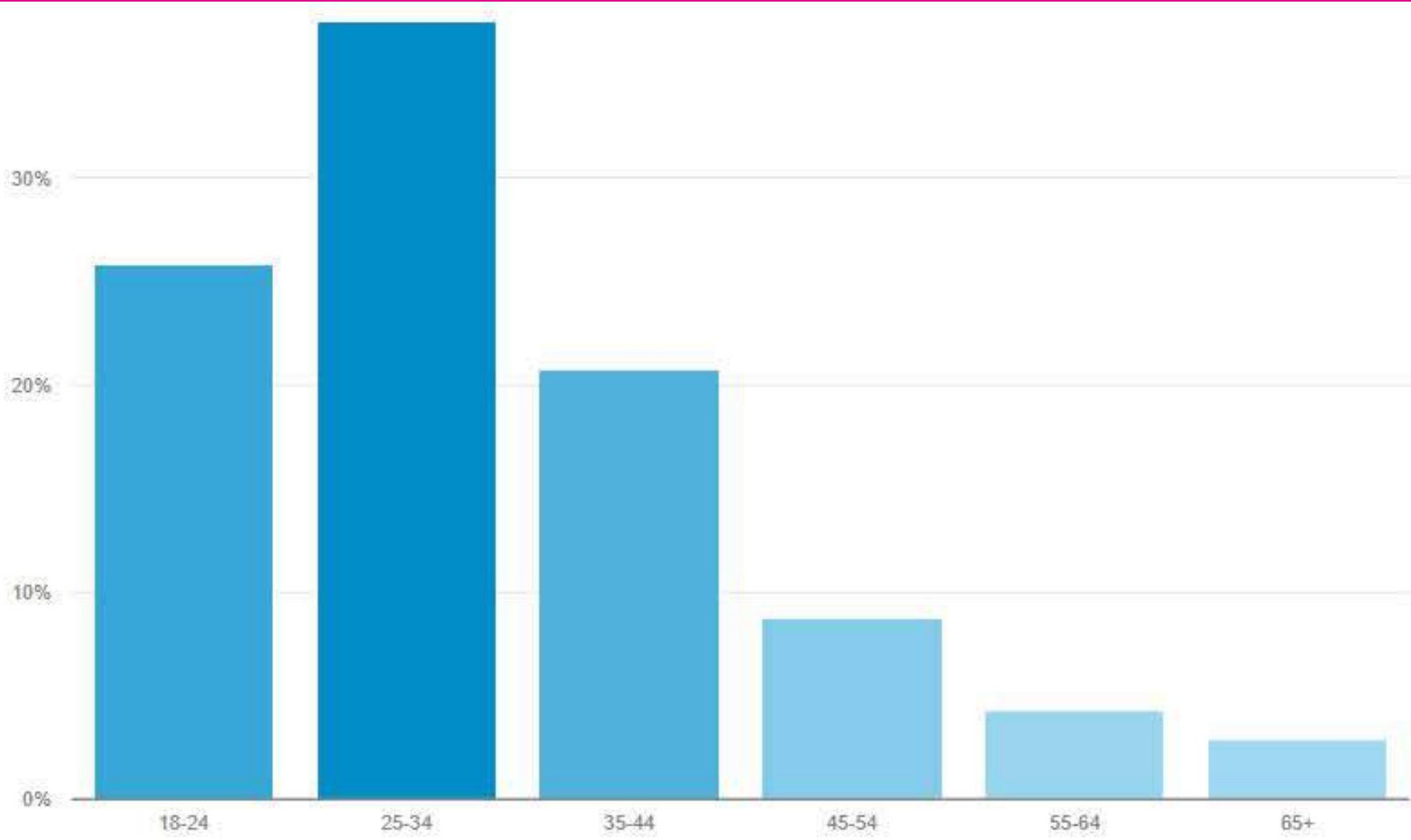
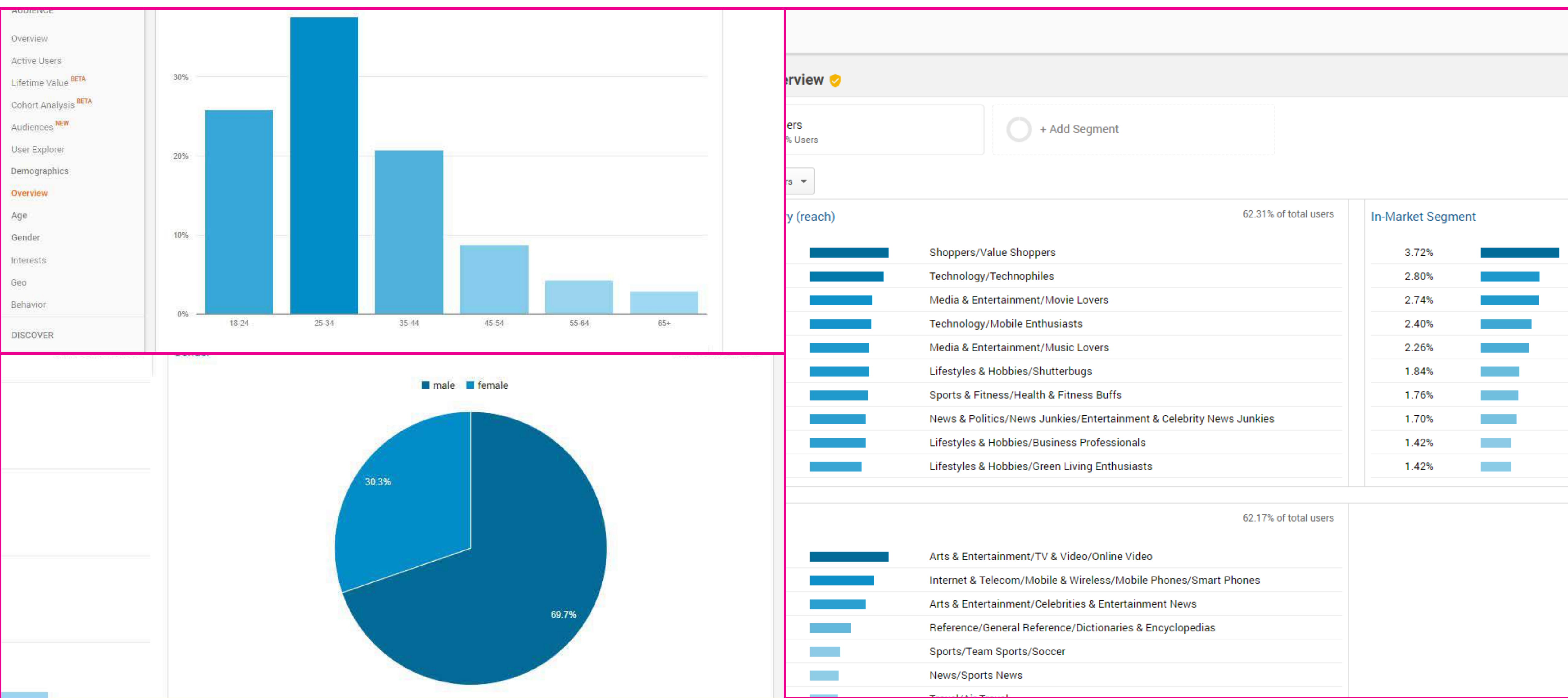
< >

This report was generated on 4/28/18 at 4:35:34 PM - [Refresh Report](#)

Behaviour » Site Search » Search Terms

Turn on Demographics

- Audience » Demographics » enable
- Age, gender, interests... but subjective to user's search history and other interactions with Google



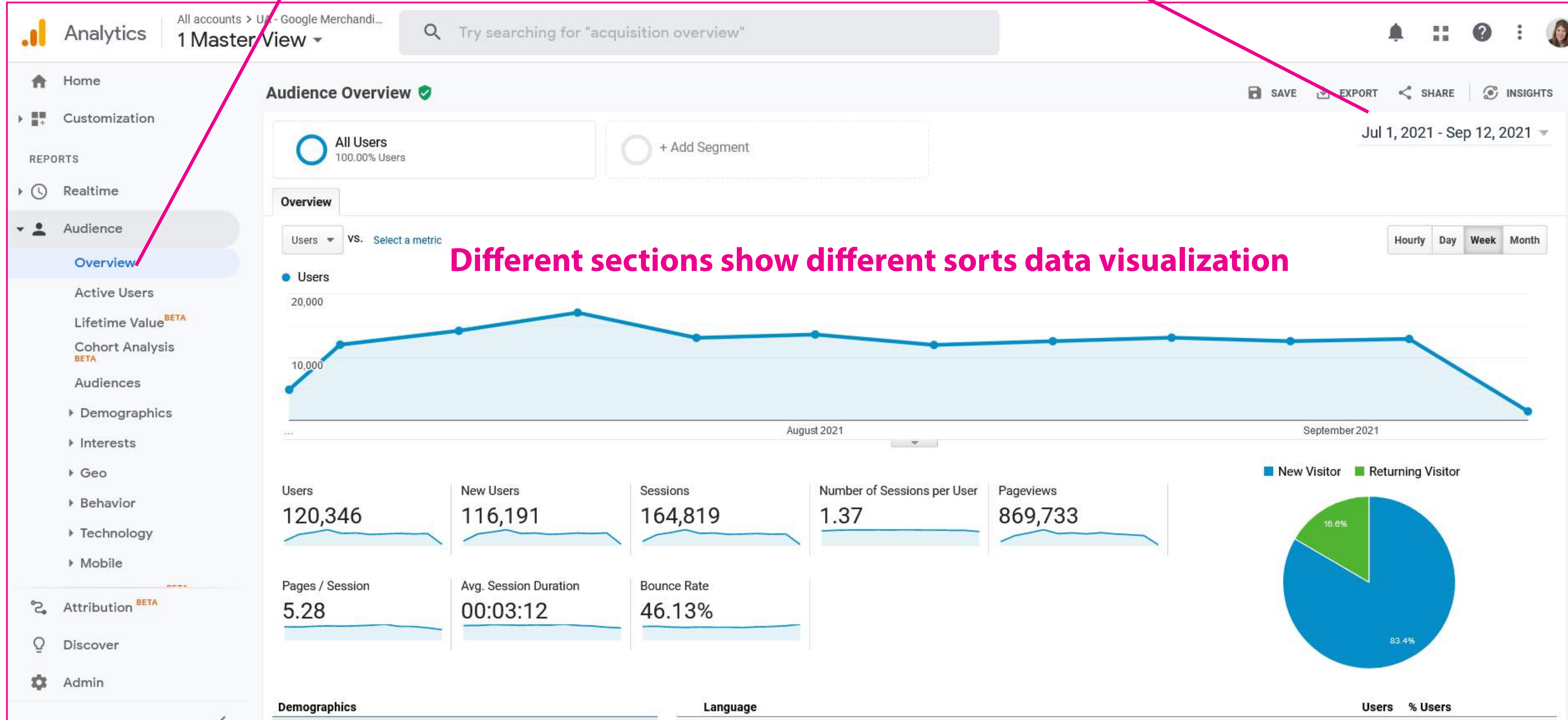


Basic Jargon

The Dashboard

Sections I'll talk about

Time frames



How we measure:

- **Dimension:** attribute to a piece of data (ie: city or page)
- **Metric:** results attributed to dimension
- **Users:** really means cookies (if person switches device or browser they are a new user)
- **Segment:** subset of your data (ie: users from a particular country or city; organic traffic only)

What we measure:

- **Pageview:** each time user is on a page. A repeat view during a session is counted (ie: home + about + home = 3) or reload (5 refresh = 5 pageviews)
- **Unique pageviews:** calculated on a session basis. If user loads a page 5 times in a given session, it's only calculated as 1 unique pageview.
- **Session:** group user interacts with site before leaving (page views, downloads, etc.) Ends after 30 mins of inactivity.
- **Conversion:** someone does the thing you want (via Goals or ecommerce)
- **Bounce rate:** % of single page visit (like at parties)

A close-up photograph of a person's arm and hand painting a mural on a wall. The person is wearing a white apron with colorful paint splatters and dark clothing. They are holding a paintbrush and applying blue paint to a dark surface. The background shows a wall with white and blue painted lines, suggesting a mural or street art project. The text "About your audience and their behaviour" is overlaid on the right side of the image in a large, white, bold font with a black outline.

**About your
audience and
their behaviour**



Home



Customization

REPORTS



Realtime



Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

Demographics

Interests

Geo

Behavior

Technology

Mobile



Attribution BETA



Discover



Admin

Audience Overview

SAVE

EXPORT

SHARE

INSIGHTS

Jul 1, 2021 - Sep 12, 2021



All Users
100.00% Users



+ Add Segment

Overview

Users

vs. [Select a metric](#)

Hourly

Day

Week

Month

Users

20,000

10,000

August 2021

September 2021

Users

120,346

New Users

116,191

Sessions

164,819

Number of Sessions per User

1.37

Pageviews

869,733

Pages / Session

5.28

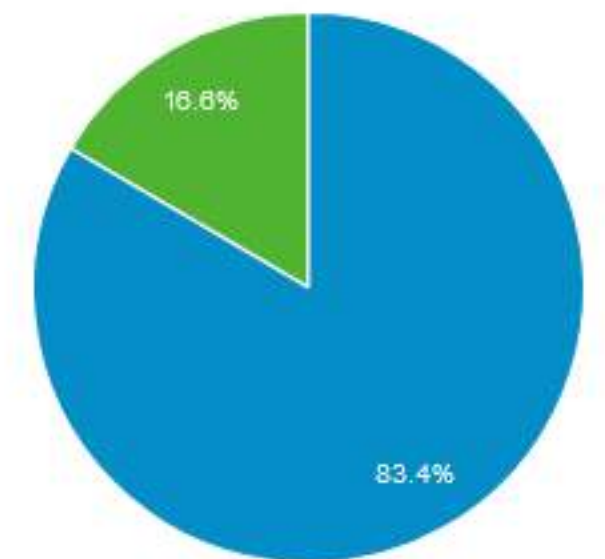
Avg. Session Duration

00:03:12

Bounce Rate

46.13%

New Visitor Returning Visitor



Demographics

Language

Language

1. en-us

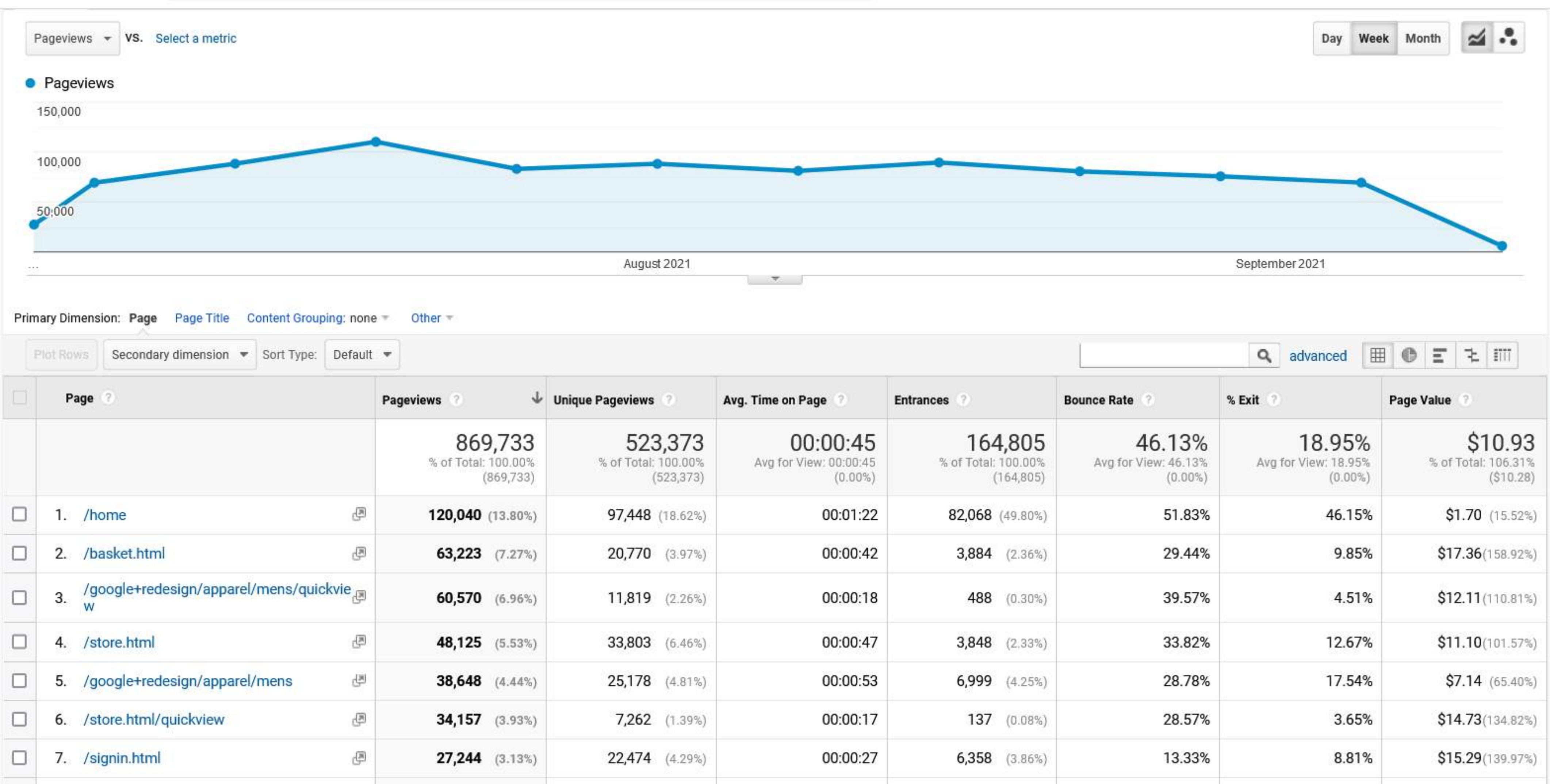
Users % Users

74,319

60.73%

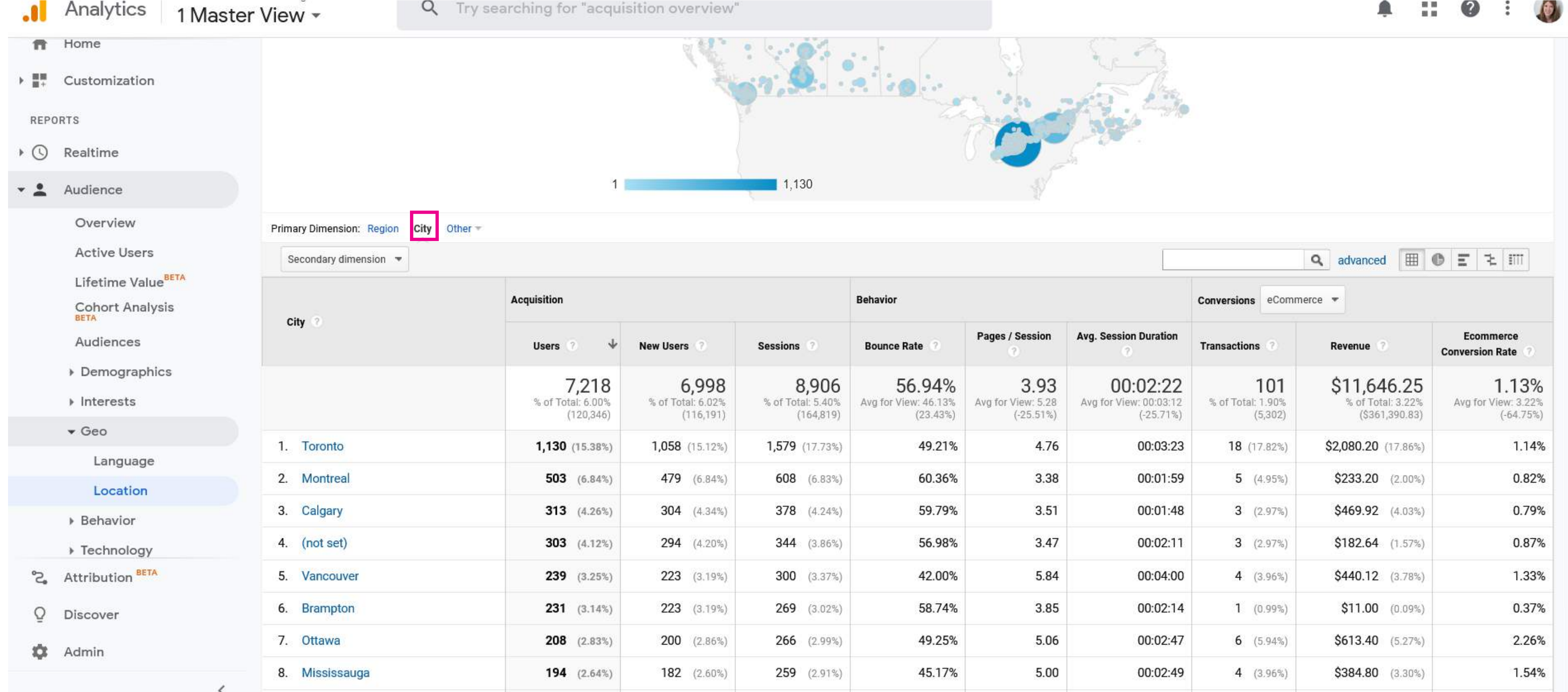


**If you only remember
ONE slide...**



Behavior » Site Content » All Pages

Gives you SO MUCH GOOD STUFF, eh?



Geo » Location: can drill down to city level!

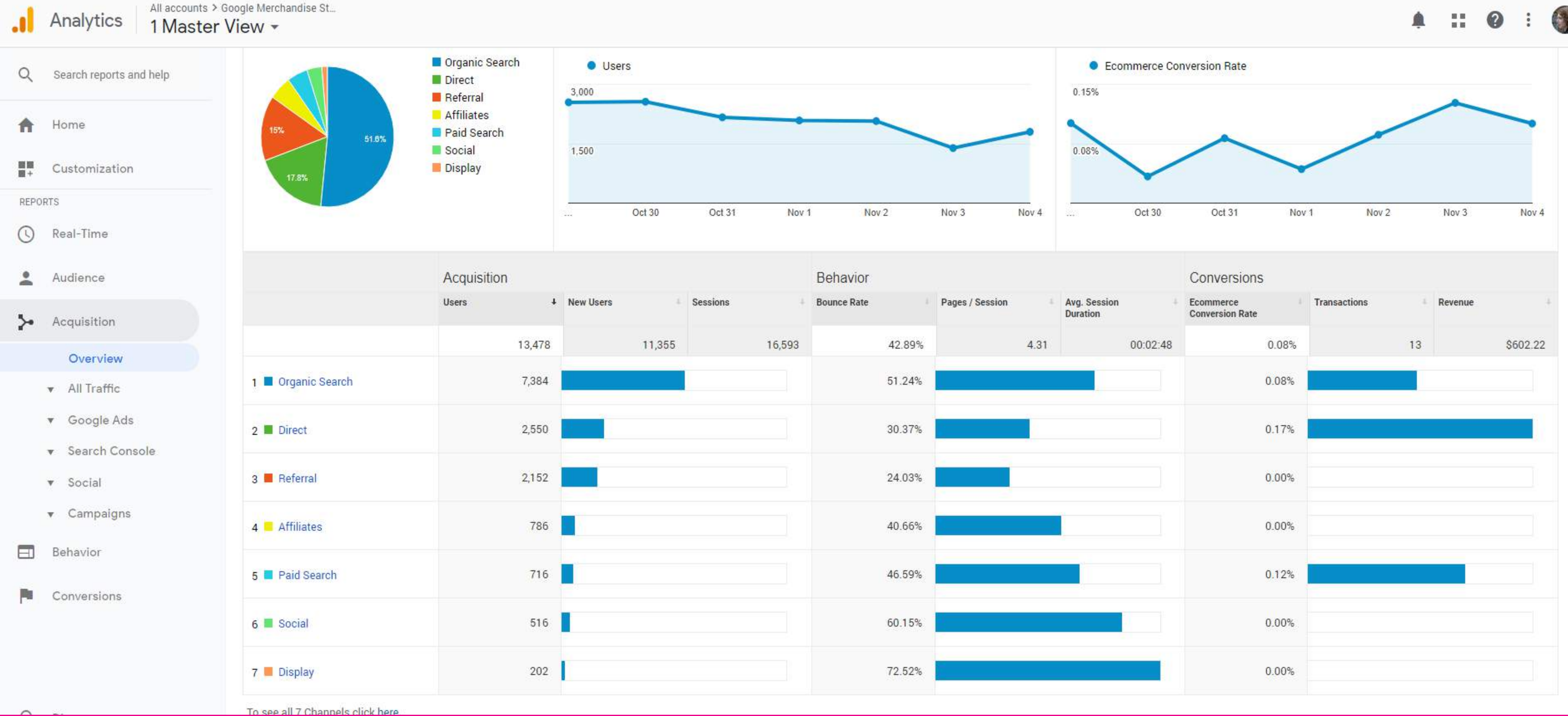
Plot Rows		Secondary dimension ▾		Sort Type: Default ▾				Q advanced		<div><div></div><div></div><div></div><div></div><div></div></div>	
	Landing Page ?	Acquisition			Behavior			Conversions eCommerce ▾			
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
		20,969 % of Total: 100.00% (20,969)	69.06% Avg for View: 69.01% (0.08%)	14,482 % of Total: 100.08% (14,471)	45.30% Avg for View: 45.30% (0.00%)	4.12 Avg for View: 4.12 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	549 % of Total: 100.00% (549)	\$125,765.19 % of Total: 100.00% (\$125,765.19)	2.62% Avg for View: 2.62% (0.00%)	
	1. /home	10,277 (49.01%)	68.04%	6,992 (48.28%)	39.39%	4.70	00:02:50	303 (55.19%)	\$64,648.05 (51.40%)	2.95%	
	2. /google+redesign/shop+by+brand/youtu be	4,291 (20.46%)	90.35%	3,877 (26.77%)	60.50%	2.58	00:01:08	1 (0.18%)	\$85.96 (0.07%)	0.02%	
	3. /signin.html	774 (3.69%)	28.68%	222 (1.53%)	23.39%	4.98	00:03:06	69 (12.57%)	\$16,470.70 (13.10%)	8.91%	
	4. /google+redesign/apparel/mens/mens+t +shirts	738 (3.52%)	88.48%	653 (4.51%)	37.94%	4.25	00:02:11	5 (0.91%)	\$325.31 (0.26%)	0.68%	
	5. /google+redesign/nest/nest-usa	446 (2.13%)	27.58%	123 (0.85%)	30.72%	5.84	00:03:21	56 (10.20%)	\$16,604.18 (13.20%)	12.56%	
	6. /google+redesign/accessories	403 (1.92%)	65.01%	262 (1.81%)	65.01%	2.61	00:01:20	3 (0.55%)	\$738.96 (0.59%)	0.74%	
	7. /google+redesign/apparel/mens	344 (1.64%)	39.24%	135 (0.93%)	46.80%	4.31	00:03:18	9 (1.64%)	\$2,181.10 (1.73%)	2.62%	
	8. /google+redesign/bags	322 (1.54%)	64.91%	209 (1.44%)	37.89%	4.16	00:02:17	1 (0.18%)	\$63.99 (0.05%)	0.31%	
	9. /google+redesign/apparel	311 (1.48%)	75.56%	235 (1.62%)	34.08%	4.53	00:02:33	2 (0.36%)	\$280.79 (0.22%)	0.64%	
	10. /google+redesign/drinkware	274 (1.31%)	58.76%	161 (1.11%)	48.54%	3.92	00:02:54	2 (0.36%)	\$1,968.17 (1.56%)	0.73%	
Show rows: 10 ▾ Go to: 1 1 - 10 of 177 < >											
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Behaviour » Site Content » Landing Pages

Because not everyone will come in via your homepage.
Also great insight on SEO-based activitiy.



**How do
people get
to your site?**



Acquisitions » Overview

Quickly see where everyone is coming from

Acquisition

- **Organic Search:** people searching on Google, Bing, etc. Google Search Console is best for actual keywords.
- **Referral:** sources outside its search engine. Are your community partners sending you traffic????
- **Direct:** type directly into browser or bookmarks (already know about you -or- GA can't tell)

Acquisition

- **Social:** Youtube, Facebook, Instagram, Reddit, Quora, Twitter, Linkedin, Pinterest
- **Paid Search:** your Google Ads
- **Email:** generally newsletter platforms, sometimes email clients (Outlook, etc) but only if campaign is set up correctly



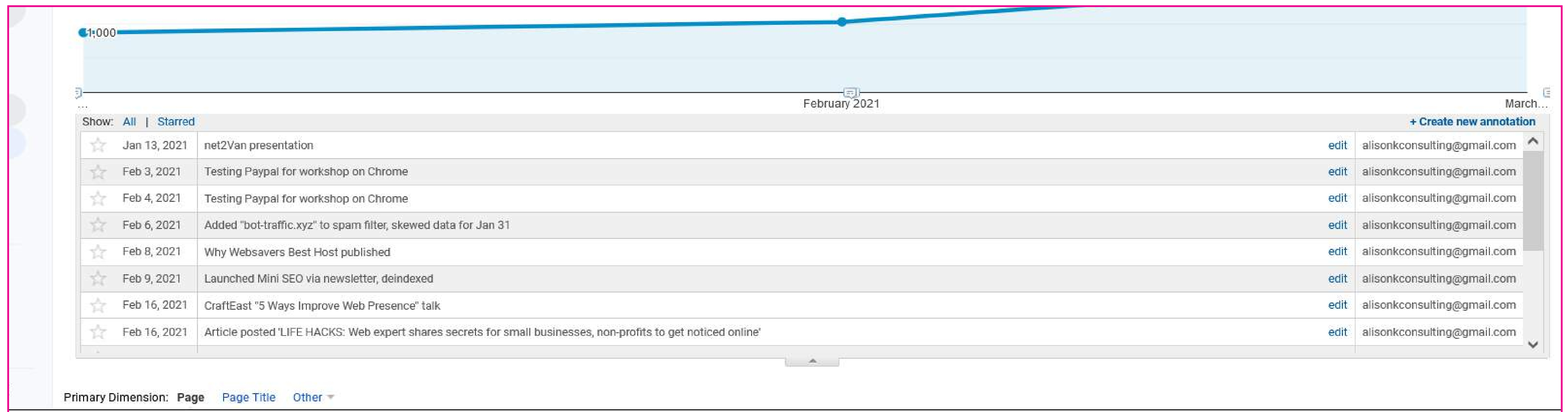
Putting it
all together...

What to focus on when starting out:

- Who is your audience and how does their behaviour align with your goals/ ROI?
- What pages/posts perform best... or worst?
- What impact do new functionalities or changes have (popups, donation system, design, events, etc)

Annotations: keep notes on what you do!

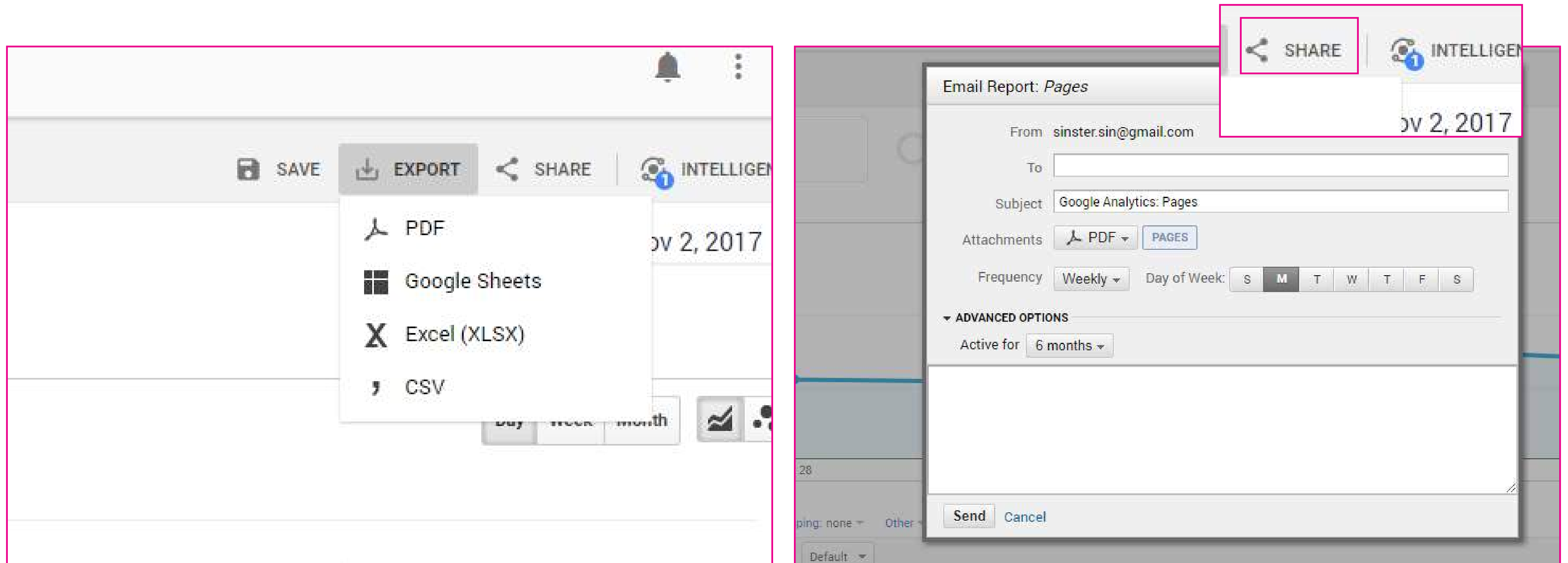
- Can be added when you have a timeline
- Can be private or collaborative (depends on user setting)



When to annotate

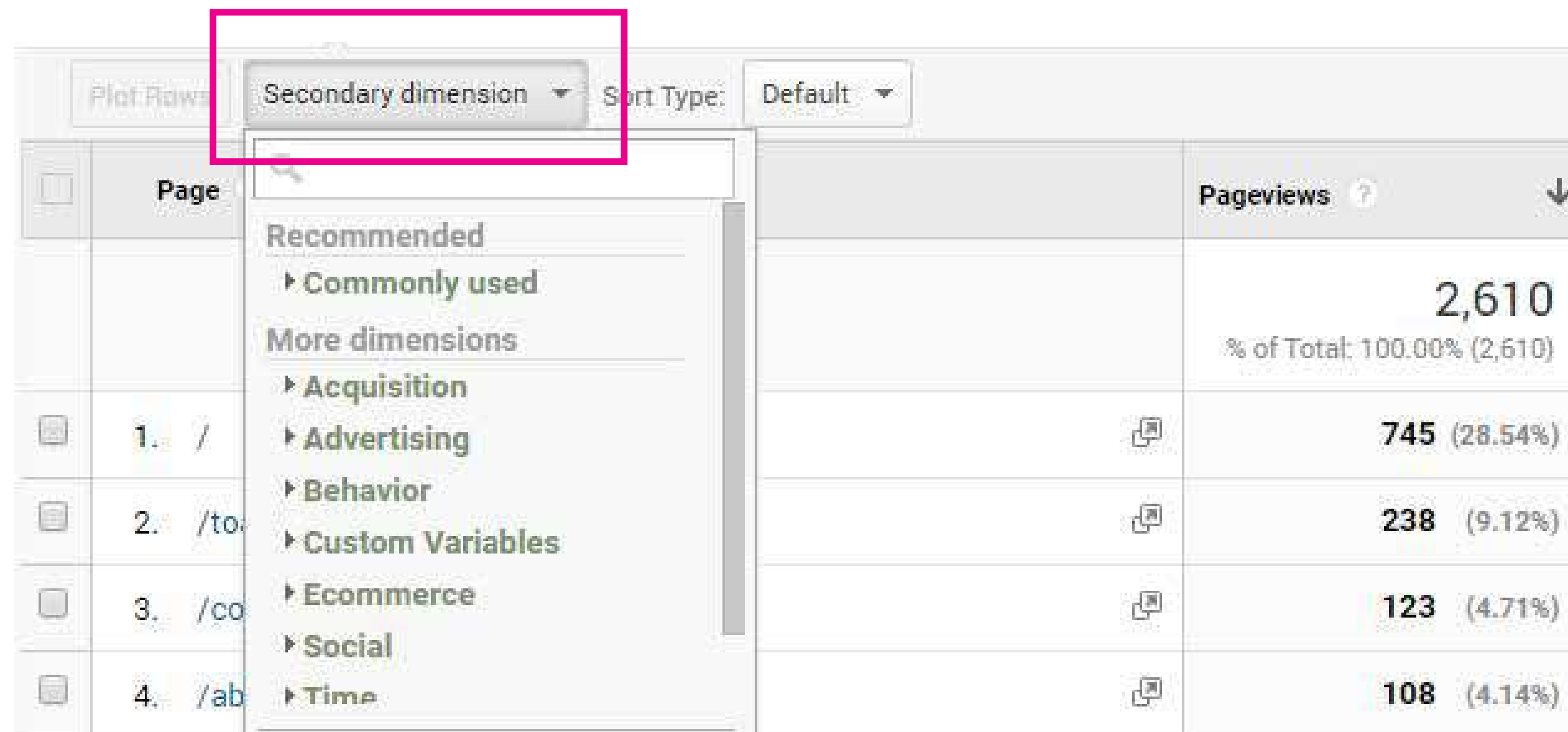
- Published new content
- Marketing, email campaigns, digital advertising
- Offline advertising (TV, radio, print etc)
- Major website changes (design, new content)
- Website/server problems
- Any other notes of interest

Reports are easy and can be scheduled...



Diving deeper with secondary dimensions

- Most reports let you use secondary dimension
- Source/Medium is great (what acquisition by how)



Page	Pageviews
1. /	2,610
2. /to	745 (28.54%)
3. /co	238 (9.12%)
4. /ab	123 (4.71%)
	108 (4.14%)

Page	Source / Medium	Pageviews
		2,610 % of Total: 100.00% (2,610)
1. /workshops/	(direct) / (none)	5 (0.19%)
2. /workshops/	google / organic	4 (0.15%)
3. /wordpress-design-pricing/	(direct) / (none)	5 (0.19%)
4. /wordpress-design-pricing/	google / organic	6 (0.23%)
5. /wordpress-design-pricing/	l.facebook.com / referral	2 (0.08%)
6. /wordpress-design-pricing/	search.google.com / referral	4 (0.15%)
7. /wordpress-design-pricing/	t.co / referral	2 (0.08%)
8. /winter-2017-workplace-shadow/	expressvpn.pitchbox.com / referral	2 (0.08%)
9. /when-should-your-install-google-analytics/	(direct) / (none)	1 (0.04%)

Diving deeper with secondary dimensions

Traffic Source » All Traffic » Source/Medium(D#1) + Landing Page (D#2)

Top content/landing pages in terms of top sources/medium. Did they come from Facebook? Google? This is how you break it down!

Behavior » Site Content » Landing Page (D#1) + Device Category (D#2)

Which pages are being viewed on desktop, tablet or mobile phones?

Diving deeper with goals

- It's important to track conversion via 'goals'.
- Most common is 'destination goal'. A page on your site someone is sent after they do the thing you want.
 - Enewsletter signup
 - Donation completion
 - Downloaded opt-in

Diving deeper with goals

- Now that there are goals, there's more data to dive into

	Landing Page ?	Acquisition			Behavior			Conversions Goal 3: Registrations ▾		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Registrations (Goal 3 Conversion Rate) ?	Registrations (Goal 3 Completions) ?	Registrations (Goal 3 Value) ?
		14,948 % of Total: 100.00% (14,948)	74.77% Avg for View: 74.75% (0.03%)	11,176 % of Total: 100.03% (11,173)	49.95% Avg for View: 49.95% (0.00%)	4.65 Avg for View: 4.65 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)	2.99% Avg for View: 2.99% (0.00%)	447 % of Total: 100.00% (447)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /home ?	8,104 (54.21%)	82.23%	6,664 (59.63%)	54.59%	3.80	00:02:25	2.04%	165 (36.91%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. /google+redesign/shop+by+brand/youtube ?	729 (4.88%)	90.53%	660 (5.91%)	55.56%	3.19	00:01:22	1.92%	14 (3.13%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. /google+redesign/apparel/mens ?	539 (3.61%)	48.98%	264 (2.36%)	28.76%	8.70	00:04:13	5.38%	29 (6.49%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. /google+redesign/apparel ?	514 (3.44%)	76.26%	392 (3.51%)	36.96%	4.76	00:03:57	2.92%	15 (3.36%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. /google+redesign/apparel/mens/mens+t+shirts ?	422 (2.82%)	90.52%	382 (3.42%)	47.87%	4.32	00:02:02	3.79%	16 (3.58%)	\$0.00 (0.00%)



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- Get today's slides
- Optional: access my Google Analytics Cheat Sheet