



# Web Analytics

Simple Tips for a Healthier Online Presence

“To guarantee success, spend 95% of your time defining the problem and 5% of the time solving it.”

*-Avinash Kaushik*  
Digital Marketing Evangelist, Google

# Four Paths to Success





# # 1 Track Your Data

Tracking your data provides a foundation that allows you to measure, report, analyze, test and improve your website. **Tracking your data is the first step in building a healthy online presence.**





## # 2 Define Your Goals

Every website should have macro and micro goals. A **macro goal** is the most important action a visitor can take on your site. **Micro goals** are smaller actions users can take to support the larger goal.

# Examples of Marco Goals



## **Calling your office to make an appointment**

Conversion = Mobile visitors clicking to call



## **Completing an appointment/contact form**

Conversion = Visitors who reach thank you page after completing form

# Examples of Micro Goals



## **Visits to your blog**

Conversion = Visitors who spent X amount of time on your blog or visit X number of pages



## **Video plays**

Conversion = Visitors who played your video from start to finish

**Goals help define your data and help you ...**





## # 3 Ask Questions

Analytics tools offer tons of information, which can be overwhelming if you're unsure of what you're looking for. **Questions help you focus and SEGMENT your data.**

# Know Your ABCs:

## Acquisition, Behavior, Conversions

Question	Helpful Reports	Helpful Data	Helpful Tips
Why is my traffic down?	Acquisition -> Traffic Sources	Users, Source/Medium	Segment your data by source & compare dates
Which content is working/not working?	Behavior -> Landing Pages	Bounce Rate, Pages/Visit, Avg. Visit Duration	A low bounce rate indicates visitors like what they see
Are my visitors converting?	Conversions -> Goals Overview	Goal Completions, Source/Medium, Conversion Rate	Click on source/medium to see which traffic source is sending you the most conversions





## # 4 Take Action

**Form a hypothesis based on the data and start testing** to see if results improve.

# Keys to Solving the Puzzle

- ✦ Always segment your data & have a particular target of improvement in mind
- ✦ Be patient & allow your new implementation to run for at least a week
- ✦ Revisit the data, segment again, compare & ask new questions
- ✦ Refine your results and **never be afraid to experiment and fail**



# VISITS

## Audience Overview

May 1, 2013 - Aug 31, 2013 ▾

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

● % of visits: 100.00%

### Overview

Visits ▾ vs. Select a metric

Hourly Day Week Month

● Visits

1,000

500

June 2013

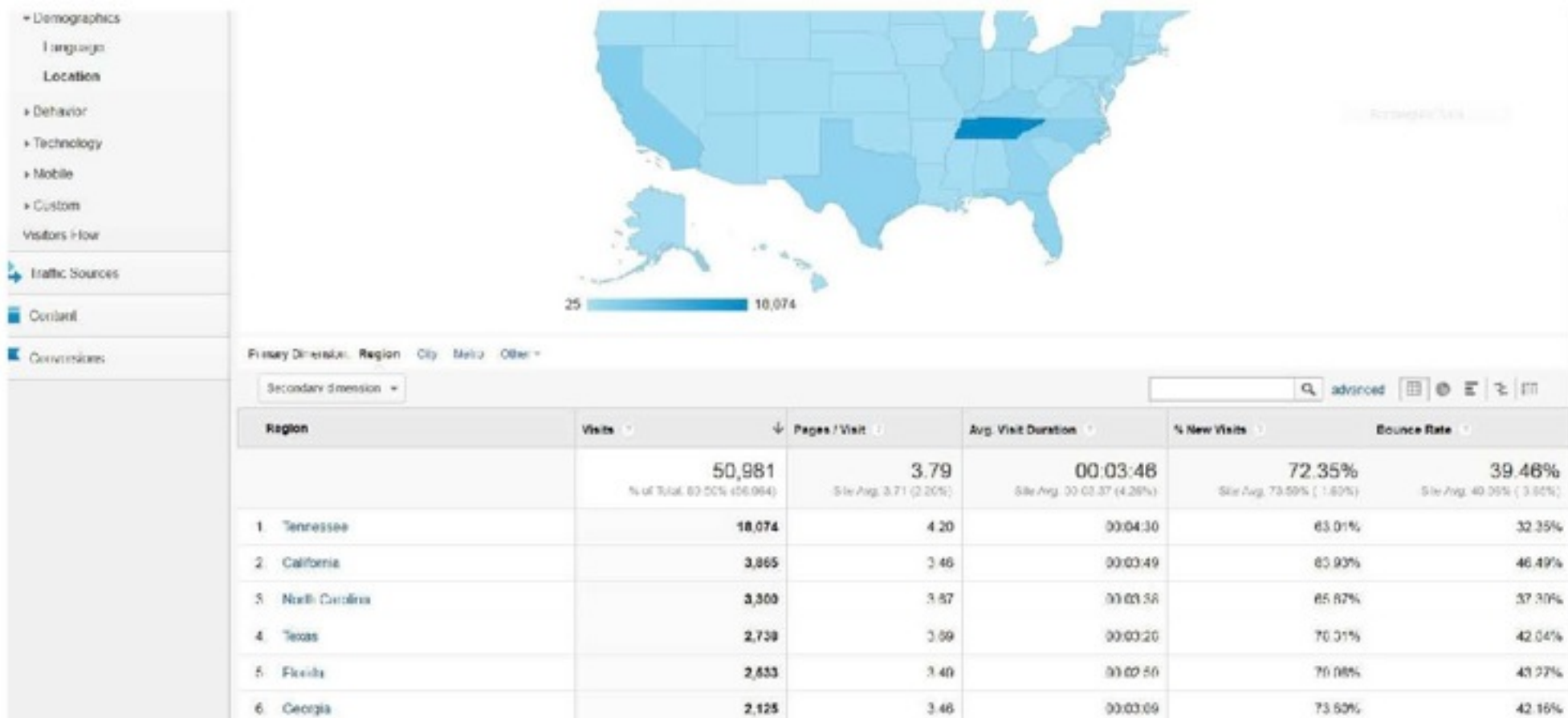
July 2013

August 2013

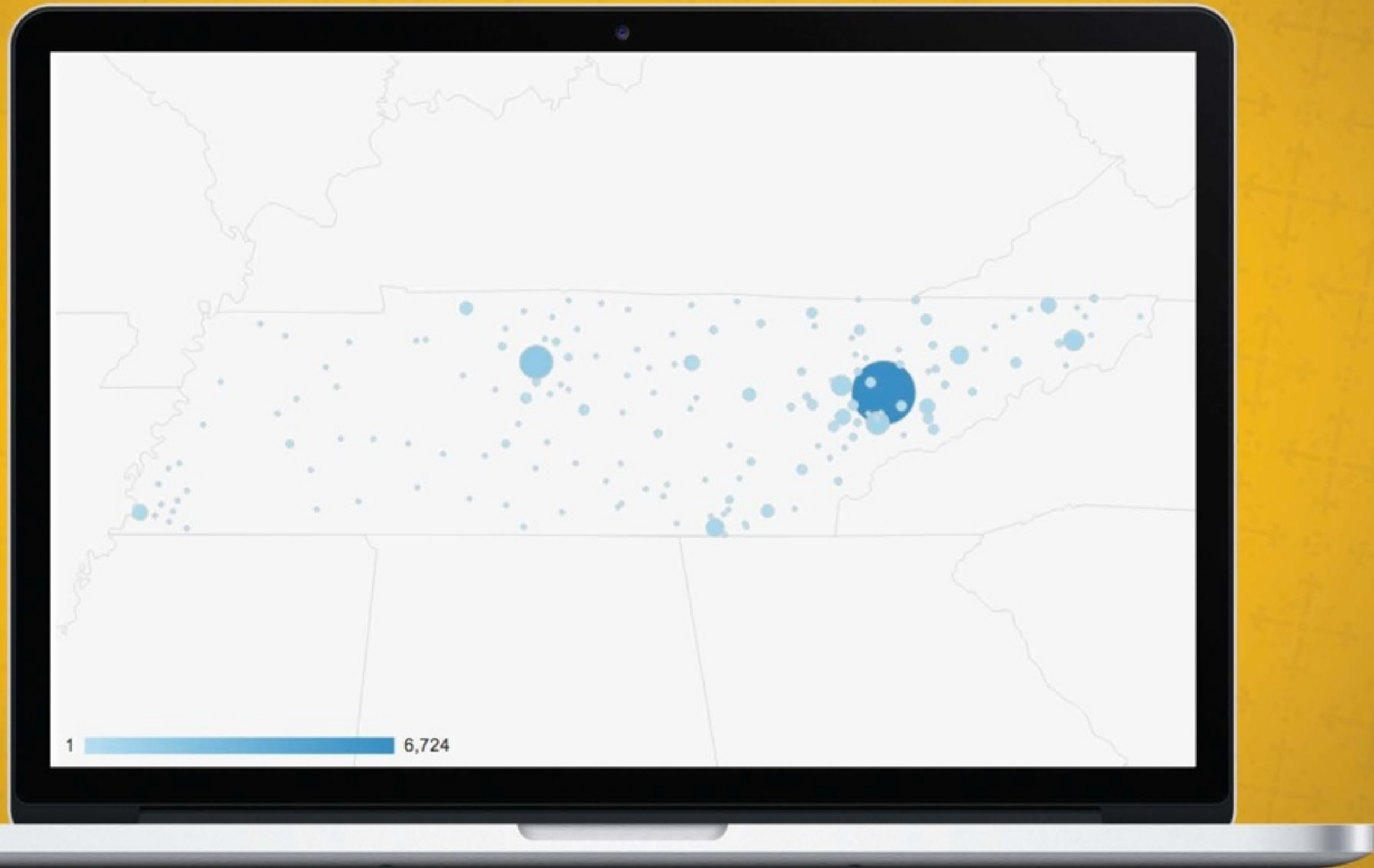




# LOCATION



# LOCATION DRILLDOWN





Should I renew that  
DIRECTORY LISTING?



# TRAFFIC SOURCES: REFERRALS

Source	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?
	<b>14,558</b> % of Total: 25.56% (56,964)	<b>4.79</b> Site Avg: 3.71 (28.97%)	<b>00:04:31</b> Site Avg: 00:03:37 (24.80%)
1. info.dbreath.com	11,841	4.95	00:04:34
2. google.com	585	2.64	00:02:03
3. realself.com	345	4.32	00:05:05
4. m.facebook.com	321	5.10	00:05:15
5. coolsculpting.com	156	4.63	00:05:10
6. facebook.com	130	4.24	00:03:59
7. implantforum.com	69	5.12	00:04:41
8. search.mywebsearch.com	62	3.48	00:03:39
9. justbreastimplants.com	61	5.02	00:05:32
10. smartplasticsurgery.com	59	5.76	00:09:03
11. allaboutplasticsurgery.com	46	2.78	00:02:29
12. allwomenstalk.com	46	4.74	00:03:24
13. www1.plasticsurgery.org	46	5.41	00:06:46



A hand is holding a clear, reflective crystal ball. The crystal ball is held in a way that it is centered in the frame. Inside the crystal ball, the words "SIGNS POINT TO YES" are written in a white, serif font, arranged in three lines. The background is a deep blue with a subtle, repeating pattern of light blue floral or scrollwork motifs. The lighting is soft, highlighting the hand and the crystal ball.

SIGNS  
POINT  
TO YES

Is my Adwords  
spending generating  
QUALITY TRAFFIC?





# ADWORDS KEYWORDS

Keyword	Visits ?	↓ Pages / Visit ?	Avg. Visit Duration ?
	<b>8,651</b> % of Total: 15.19% (56,964)	<b>3.75</b> Site Avg: 3.71 (0.99%)	<b>00:03:41</b> Site Avg: 00:03:37 (1.55%)
1. coolsculpting	469	2.59	00:03:19
2. (content targeting)	318	1.92	00:00:25
3. implants	313	2.55	00:00:51
4. breast augmentation	251	5.36	00:05:07
5. plastic surgery	250	3.64	00:03:24
6. reath plastic surgery	234	4.85	00:05:58
7. liposuction alternatives	210	2.28	00:02:02
8. breast implants	183	5.94	00:06:28
9. how to lose stomach fat	183	1.74	00:01:11
10. tummy tuck	160	4.48	00:04:26
11. plastic surgeons knoxville tn	122	5.68	00:06:28
12. cosmetic surgery	119	4.67	00:04:51
13. laser fat removal	117	2.09	00:02:44



# SEARCH: OVERVIEW

Traffic Type	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
	<b>30,281</b> <small>% of Total: 53.16% (86,964)</small>	<b>3.45</b> <small>Site Avg: 3.71 (-7.16%)</small>	<b>00:03:26</b> <small>Site Avg: 00:03:37 (-6.27%)</small>	<b>72.22%</b> <small>Site Avg: 73.59% (-1.86%)</small>	<b>44.74%</b> <small>Site Avg: 40.96% (9.24%)</small>
1. organic	21,630	3.33	00:03:20	73.79%	47.74%
2. paid	8,651	3.75	00:03:41	68.30%	37.24%

A hand is holding a large, black, reflective crystal ball. The crystal ball has a glossy finish and shows a clear reflection of the hand holding it. In the center of the crystal ball, the words "MOST LIKELY" are written in a white, serif, all-caps font. The background is a deep blue with a subtle, repeating pattern of light blue floral or scrollwork motifs. The lighting is soft, highlighting the contours of the hand and the reflective surface of the crystal ball.

MOST  
LIKELY



Is my TV commercial  
PAYING OFF?



## Landing Pages

Pages are grouped by Page

ALL » LANDING PAGE: /index.cfm/PageID/17666 ▾

May 1, 2013 - Aug 31, 2013 ▾

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

📌 % of entrances: 5.41%

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



Primary Dimension: Landing Page | Source | Keyword | Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾

🔍 advanced | 📊 | 📈 | 📉 | 📋

<input type="checkbox"/>	Landing Page	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		3,080	2.23	00:02:22	75.45%	61.66%
		% of Total: 5.41% (56,964)	Site Avg: 3.71 (-40.63%)	Site Avg: 00:03:37 (-34.78%)	Site Avg: 73.59% (2.54%)	Site Avg: 40.96% (50.54%)
<input type="checkbox"/>	1. /index.cfm/PageID/17666 📄	3,080	2.23	00:02:22	75.45%	61.66%



A hand is holding a black, reflective crystal ball. The crystal ball is the central focus, with the text "DON'T COUNT ON IT" written in white, sans-serif capital letters in its center. The background is a deep blue with a subtle, repeating pattern of light blue floral or scrollwork motifs. The lighting is soft, highlighting the hand and the reflective surface of the crystal ball.

DON'T  
COUNT  
ON IT



August has been slow.  
SHOULD I BE WORRIED?



# AUGUST 2013 VS 2012

## All Traffic

Aug 1, 2013 - Aug 31, 2013

Compare to: Aug 1, 2012 - Aug 31, 2012

Advanced Segments Customize Email Export Add to Dashboard Shortcut

change in % of visits: +0.00%

### Explorer

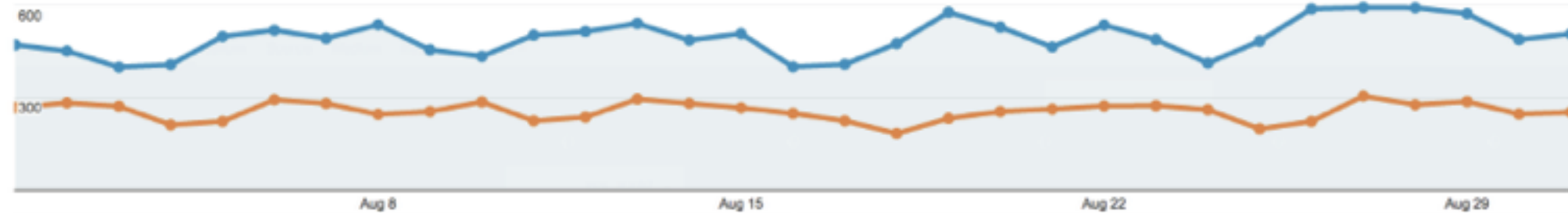
Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Visits VS. Select a metric

Day Week Month

Aug 1, 2013 - Aug 31, 2013: Visits

Aug 1, 2012 - Aug 31, 2012: Visits





A hand is holding a crystal ball against a dark blue background with a subtle floral pattern. The crystal ball is dark and reflective, with the text "MY SOURCES SAY NO" written in white capital letters in the center. The hand is positioned at the bottom, with the thumb and fingers visible, supporting the ball from underneath.

MY  
SOURCES  
SAY NO



Do I really need a  
MOBILE WEBSITE?



# AUDIENCE: MOBILE OVERVIEW

<input type="checkbox"/>	Device Category	Visits <sup>?</sup>	↓	Pages / Visit <sup>?</sup>	Avg. Visit Duration <sup>?</sup>
		<b>56,964</b> <small>% of Total: 100.00% (56,964)</small>		<b>3.71</b> <small>Site Avg: 3.71 (0.00%)</small>	<b>00:03:37</b> <small>Site Avg: 00:03:37 (0.00%)</small>
<input type="checkbox"/>	1. desktop	25,489		3.74	00:03:35
<input type="checkbox"/>	2. mobile	21,923		3.50	00:03:28
<input type="checkbox"/>	3. tablet	9,552		4.11	00:04:06



A hand is holding a black, reflective crystal ball. The crystal ball has the words "ASK AGAIN LATER" written in white, capital letters in the center. The background is a dark blue surface with a subtle, repeating floral or scrollwork pattern. The lighting is soft, highlighting the hand and the reflective surface of the crystal ball.

ASK  
AGAIN  
LATER



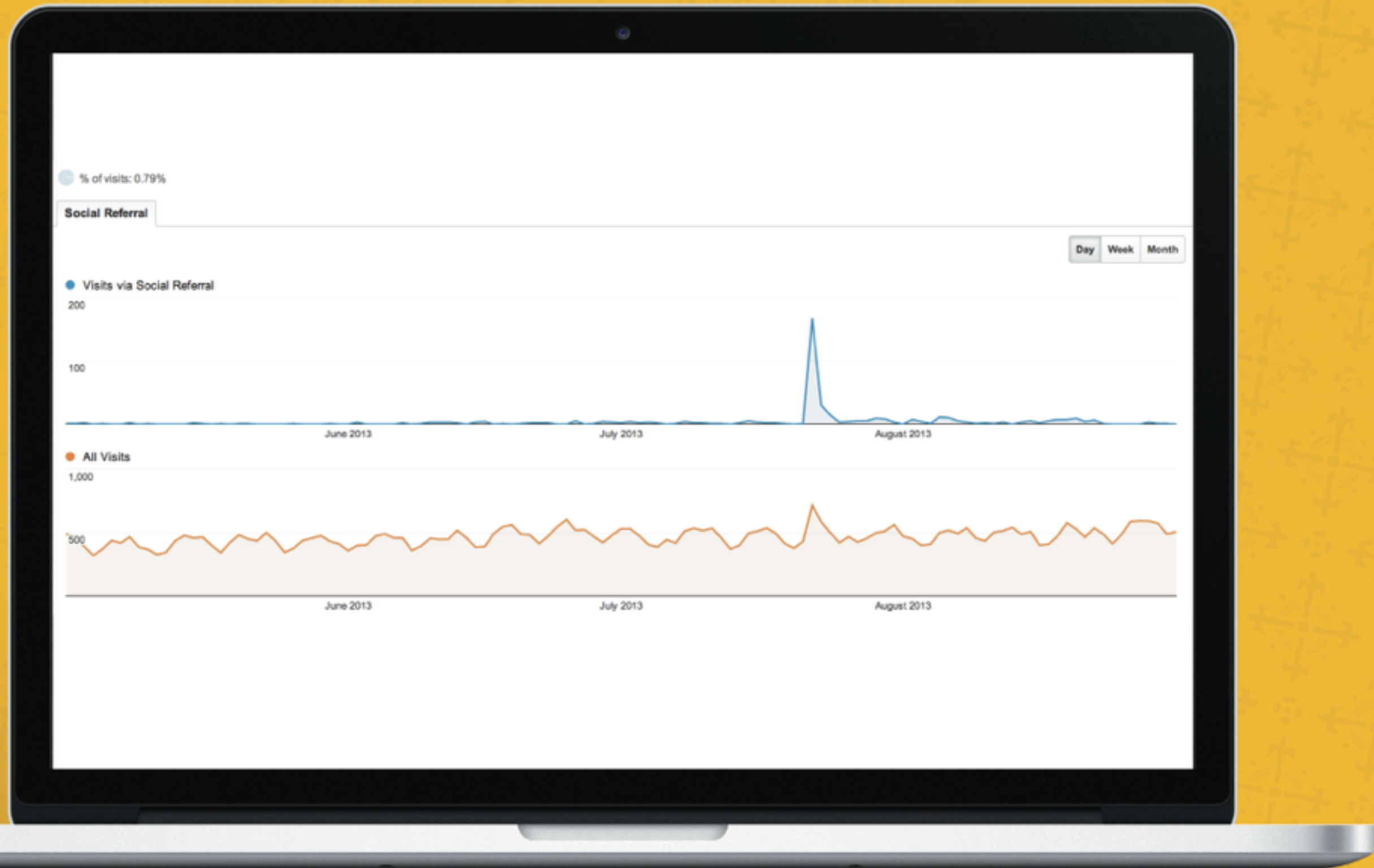
# Is Social Media PAYING OFF?



# TRAFFIC SOURCES: SOCIAL

Social Network	Visits	% Visits
1. Facebook	451	<div><div></div></div> 87.07%
2. YouTube	43	<div><div></div></div> 8.30%
3. Pinterest	8	1.54%
4. Google+	5	0.97%
5. Blogger	3	0.58%
6. Twitter	3	0.58%

# SOCIAL REFERRAL DRILLDOWN







**David Reath – Knoxville Plastic Surgeon**

July 22 near Knoxville, TN 🌐

Back in the office today and my staff has been busy updating the before and after photos on our website. There are 3 new tummy tuck patients, 2 women who had CoolSculpting and a bunch of others on there as well. When you have a minute, you might want to check them out.

<http://www.dbreath.com/index.cfm/PageID/7256>

A hand is holding a large, dark, reflective crystal ball. The crystal ball is held in the palm of a hand, with the fingers visible at the bottom and sides. The background is a deep blue with a subtle, repeating pattern of stylized floral or scrollwork motifs. The crystal ball has a bright white reflection on its right side. In the center of the crystal ball, the text "IT IS DECIDEDLY SO" is written in a white, serif, all-caps font.

IT IS  
DECIDEDLY  
SO



# Helpful Resources

- ✦ If you have any questions, please contact Dustin Harris at [dharris@plasticsurgery.org](mailto:dharris@plasticsurgery.org) or call (847) 709-7502.
- ✦ For more information on Google Analytics, please visit [Google.com/Analytics](https://Google.com/Analytics).
- ✦ To get started installing Google Analytics, setting up goals and analyzing your data, check out [Google's Set Up Checklist](#).