The Web Analytics Guide For Small Businesses

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Contents

An Introduction To Web Analytics

The world of web analytics can feel very overwhelming.

There are many metrics to recognize and analyze when tracking the progress of any campaign or website. This is normally done through the use of web analytics.

Chapter 1: Starting Out

Web analytics involves monitoring the marketplace and making sense of the vast quantities of data available. This data is crucial for successful digital marketing as web analytics is how we track our progress to determine a ROI (Return-On-Investment).

Calculation

✓ ROI (return on investment) = [(Payback - Investment)/Investment)]*100

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

ROI tools

✓ Google analytics
✓ Google webmasters tools
✓ Basic google search
✓ Google adwords
✓ Social media monitoring tools
✓ Sentiment analysis tools

It is important to recognize that there are two categories of Web Analytics!

<u>Off-Site Web Analytics</u> refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and overall buzz (comments, trends) that is happening on the internet as a whole.

<u>On-Site Web Analytics</u> measure a visitor's behavior once on your website. This includes its drivers and conversions. This data is typically compared against key performance indicators for performance, and used to improve a website or marketing campaign.
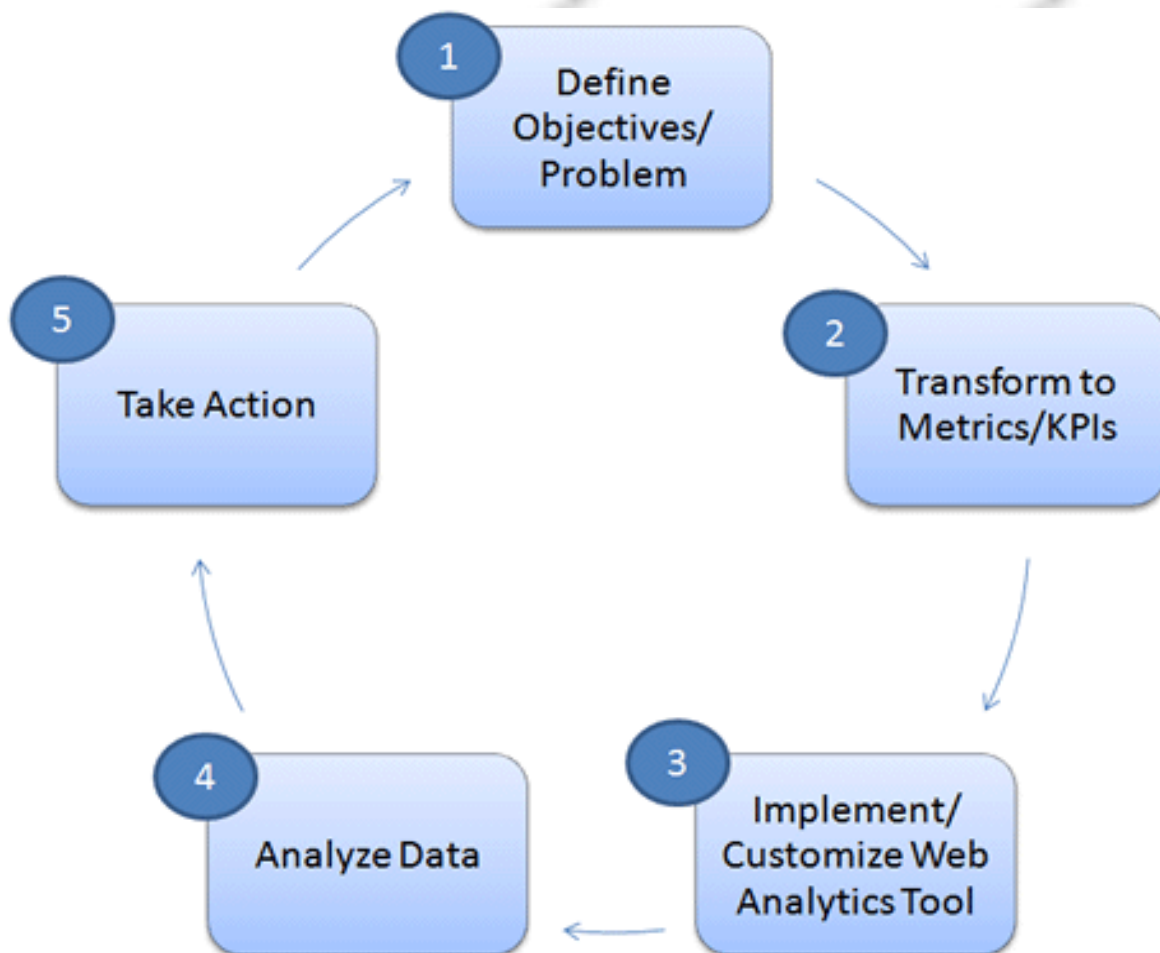
Chapter 2: Google Analytics

Google Analytics is one of the most important and useful software programs when it comes to tracking your digital marketing efforts.

Google Analytics is a tool used for collecting and integrating data in order to report on activities, both past and present. This data can then be used to predict the future!

This tool allows staff to pull relevant data from a company database where it can then be viewed on a computer screen using a data visualization tool known as a dashboard.

This data can then be utilized to predict a future scenario. Web analytic tools such as Google Analytics allows businesses to forecast with a high degree of confidence (as long as the data collected is accurate).

1 Define Objectives/ Problem

2 Transform to Metrics/KPIs

3 Implement/ Customize Web Analytics Tool

4 Analyze Data

5 Take Action

Chapter 3: Key Metrics To Begin

Key Performance Indicators

Conversion Rates
- Measure of site's effectiveness in persuading visitors to take a desired action.
- Here conversion means sale of products.

Cost/Conversion/ROI
- Cost of acquiring a customer by which company can measure the success of marketing initiatives.
- ROI and Return on Ad-spend can be calculated.

Visitor Numbers & 'Stickiness'
User's demographic details such as their location, mindset, demand, and frequency of visits are recorded along-with duration of visit & pages visited.

YOUR LANDING PAGE

If you're just a beginner when it comes to using software like Google Analytics, have no fear! Don't get all confused with all the different metrics located within the dashboard. Although each of these metrics are important, the five key metrics listed below are the most important when beginning to use tools like Google Analytics. Once you begin to understand each of these five metrics more clearly, then you can begin to explore the other measurement tools that Google Analytics has to offer.

5 Key Metrics To Analyze!

1) Visits:

Paying attention to how many website visits you get is a good starting point!

2) Traffic Sources:

Seeing where your website traffic comes from is another good metric to analyze when assessing your analytic reports.

3) Bounce Rate:

What percentage of visitors leave your website within a few seconds?

4) Time On Website:

How long did your visitors stay on your website? What pages held the longest time?

5) Pages Per Visit:

How many pages did your traffic visit?

Chapter 4: Web Analytics Toolbox

The principles and practices of web analytics can also be displayed visually as well. Therefore, we have gathered a variety of different visual aids to assist you in your journey in learning and utilizing web analytics! Check out the following infographics, also known as our 'Web Analytics Toolbox.' Each of these visuals contain helpful information for when beginning to use web analytics as part of your digital marketing strategy.

Unlocking Big Data!

Business Intelligence Importance!

Making the Case for
Business Analytics and Intelligence

Business Intelligence and Analytics

Business intelligence

Business analytics

StoneGate Senior Living

Goal

ROI: **2800%**   Average Benefit Annually: **$2,088,677**

The cost-to-benefit ratio for this endeavor was: **1: 40.7**

$1,740,000 of savings annually.

$91,520 in savings per year.

$9,720 annually.

THE INITIAL COST OF ALL THIS?

$75,500 and **1,000** HOURS OF WORK

Business Intelligence Maintenance Expenses

Up-front Cost	Year 1	Year 2	Year 3
$75,500	$39,730	$39,730	$2,730

THEY STAND TO GAIN **$2,141,240** annually.

Healthcare

Industries and Adoption

Marketing and Sales

Conclusion

Brought To You By **Slashdot**

SOURCES

Google Rankings Guide!

UNDERSTANDING GOOGLE
AVERAGE POSITION RANKINGS

AVERAGE POSITION is the most accurate and realistic way for Google to track how your website ranks for search queries.
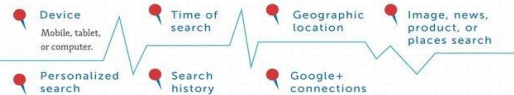
WHY IS THE DATA "AVERAGED" AND NOT "EXACT?"

Identical web searches can return different results.

Searches made on a smartphone versus a computer, in two different locations, or at different times will return different results.

1 www.resulta.com	3 www.resulta.com
2 www.resultb.com	1 www.resultc.com
3 www.resultc.com	

THESE FACTORS PRODUCE VARIATIONS ACROSS IDENTICAL SEARCH QUERIES:

- **Device** Mobile, tablet, or computer.
- **Time of search**
- **Geographic location**
- **Image, news, product, or places search**
- **Personalized search**
- **Search history**
- **Google+ connections**

HOW IS AVERAGE POSITION CALCULATED?

Since search results differ due to the above factors, Google looks at a blend of how your site ranks across different people's searches.

Google asks, "What are the two highest positions across each searcher?"

PERSON A #1

Tucson Chiropractor
1. **www.YourWebsite.com**
2. www.result2.com
3. www.result3.com
4. www.result4.com
5. www.result5.com
6. www.result6.com
7. www.result7.com
8. www.result8.com
9. www.result9.com
10. www.result10.com

PERSON B #5

Tucson Chiropractor
1. www.result1.com
2. www.result2.com
3. www.result3.com
4. www.result4.com
5. **www.YourWebsite.com**
6. www.result6.com
7. www.result7.com
8. www.result8.com
9. www.result9.com
10. www.result10.com

For Person A, the website's highest position is #1.

For Person B, the website's highest position is #5.

GOOGLE FINDS THE AVERAGE OF THE HIGHEST POSITIONS:

$$(1 + 5) \div 2 = 3 \text{ AVERAGE POSITION}$$

HOW IS AVERAGE POSITION DIFFERENT FROM SNAPSHOT OR SCRAPED SEARCH RANKINGS?

Regular ranking reports are misleading and inaccurate

because they show scraped data from search results or a snapshot of search results at a single moment in time. Google average position rankings are more than just a snapshot.

☑ **AVERAGE POSITION** is based on real-life searches.

☑ **AVERAGE POSITION** accounts for search variations due to location, personalization, and more.

☑ **AVERAGE POSITION** is more accurate and comprehensive than scraped or snapshot rankings.

Social Analytics Guide!

Google Analytics Guide!

THE SMALL BUSINESS GUIDE TO
Google Analytics

Do you know what's driving leads/sales to your website? Google Analytics can tell you.

The trouble is many small businesses struggle to get Google Analytics set up, let alone use it to pull meaningful data. This easy to follow guide will take you through the set-up process and help you understand how your website's performing.

HAVE YOU USED GOOGLE ANALYTICS BEFORE?	NO	Beginner's guide to Google Analytics
YES		
HAVE YOU INSTALLED GOOGLE ANALYTICS?	NO	Get started with Google Analytics / Installing Google Analytics tutorial
YES		
HAVE YOU SET UP GOAL TRACKING?	NO	Setting up Goal Tracking
YES		
HAVE YOU SET UP E-COMMERCE TRACKING?	NO	How to use Ecommerce Tracking / Setting up Ecommerce Tracking
YES		
HAVE YOU SET UP SITE SEARCH?	NO	Set up and configure Site Search
YES		
KNOW YOUR WAY AROUND THE INTERFACE?	NO	Interface navigation
YES		
DO YOU KNOW HOW TO USE ANNOTATIONS?	NO	Google Analytics Annotations
YES		
DO YOU KNOW WHICH METRICS TO TRACK?	NO	3 Metrics beginners should watch / Web Metrics & KPIs for Small Businesses
YES		
KNOW HOW TO TRACK EMAIL &/OR ADVERTISING?	NO	Creating custom campaigns
YES		
KNOW WHAT ADVANCED SEGMENTS ARE FOR?	NO	Single segment reporting
YES		
HAVE YOU SET UP A USEFUL DASHBOARD?	NO	5 insightful Google Analytics dashboards / Download Small Business Dashboard
YES		
HAVE YOU SET UP CUSTOM ALERTS?	NO	Using Custom Alerts
YES		
DO YOUR ANALYTICS REPORT DRIVE ACTION?	NO	Drive more traffic to your website / Improve your Online Checkout
YES		
KNOW HOW TO CHECK IT'S ALL SET UP RIGHT?	NO	Check you've got Analytics on every page / Troubleshooting Tracking setup
YES		
KNOW WHAT TO DO IF YOUR TRAFFIC DROPS?	NO	What to do when Google traffic drops / SEO Diagnosis for non-SEOs

Simply Business

Marketing Acronyms Guide!

GLOSSARY OF ACRONYMS

Acronym	Definition	Definition	Acronym
AIDA	Attention, Interest, Desire, Action	Modified Tweet	MT
AJAX	Asynchronous Javascript and XML	Net Promoter Score	NPS
AOV	Average Order Value	Operating System	OS
API	Application Programming Interface	PHP Hypertext Preprocessor	PHP
ARR	Annual Recurring Revenue	Point of Sale	POS
ASP	Application Service Provider	Pay Per Click	PPC
B2B	Business to Business	Page Ranking, Public Relations or Press Release	PR
B2C	Business to Consumer	Page Views	PV
BANT	Budget, Authority, Need, Timeline	Request for Proposal	RFP
BDR	Business Development Representative	Return on Investment	ROI
CAN-SPAM	Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003	Run of Network	RON
CGI	Common Gateway Interface	Run of Site	ROS
CMS	Content Management System	Really Simple Syndication	RSS
CPA	Cost Per Acquisition	ReTweet	RT
CPC	Cost Per Click	Real Time Data	RTD
CPL	Cost Per Lead	Software as a Service	SaaS
CPM	Cost Per Thousand (Mille)	Search Engine Marketing	SEM
CPO	Cost Per Opportunity	Search Engine Optimization	SEO
CR	Conversion Rate	Search Engine Results Page	SERP
CRM	Customer Relationship Management	Service Level Agreement	SLA
CSS	Cascading Style Sheets	Small-Medium Business	SMB
CTA	Call To Action	Small-Medium Enterprise	SME
CTR	Click Through Rate	Social Media Marketing	SMM
DM	Direct Message (or Mail)	Social Media Optimization	SMO
DNS	Domain Name System	Social Media Platform	SMP
EPC	Earnings Per Click	Share of Voice	SOV
ESP	Email Service Provider	Sales Qualified Lead	SQL
FAQ	Frequently Asked Questions	Strengths, Weaknesses, Opportunities, Threats	SWOT
FB	Facebook	Total Cost of Ownership	TCO
FTP	File Transfer Protocol	Terms of Service	TOS
GA	Google Analytics	User-Generated Content	UGC
HTML	HyperText Markup Language	User Interface	UI
HTTP	HyperText Transfer Protocol	Uniform Resource Locator	URL
HTTPS	HyperText Transfer Protocol Secure	Unique Visitor (or View)	UV
IAB	Interactive Advertising Bureau	Unique Value Proposition	UVP
IMAP	Internet Message Access Protocol	User Experience	UX
IP	Internet Protocol	Values, Attitudes, and Lifestyles	VALS
ISP	Internet Service Provider	Value Added Reseller	VAR
KPI	Key Performance Indicator	Word of Mouth Marketing	WOMM
LTV	Lifetime Value	What You See Is What You Get	WYSIWYG
MA	Marketing Automation	Extensible Markup Language	XML
MOM	Month on Month	Year on Year	YOY
MQL	Marketing Qualified Leads	Year to Date	YTD
MRR	Monthly Recurring Revenue	Zero Moment of Truth	ZMOT

Conclusion: Assess & Progress!

Tracking and measuring your digital marketing efforts is a must in order to improve. Utilize free tools out there like Google Analytics to track your digital marketing efforts. Even if you are not an online marketer, tools like Google Analytics have made it possible for anyone to progress in their digital marketing efforts.

The world of digital marketing changes every second. Make sure to utilize web analytic tools to be caught up with the changes. This is the most important concept to understand in order to survive in the digital world today!

Was Our Web Analytics Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

Contact Us Today!

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A Publication Of:
T&R Solutions: Define. Design. Progress.

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