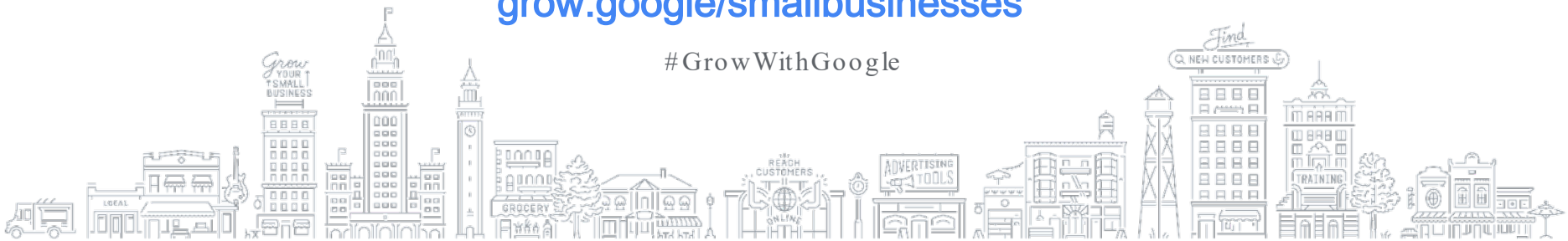
Grow with Google

Make Better Business Decisions with Analytics

grow.google/smallbusinesses

#GrowWithGoogle



“Data makes your briefcase heavy… insights make you rich.”

– Niall Fitzgerald, Former Chairman of Unilever

DATA TELLS A STORY

Data is more than how many visitors you have on your site.

- Where are they from?
- How did they find you?
- What do they find most interesting?
- What sparks their curiosity?

Source: Black Illustrations

AGENDA

INTRO TO GOOGLE ANALYTICS

Understand how Google Analytics can help you make better business decisions

UNDERSTAND YOUR ACCOUNT

Get to know basic features and reports

GOOGLE ANALYTICS SEARCH BOX

Use everyday language to get the information you need

USE GOOGLE ANALYTICS WITH GOOGLE ADS

Link Google tools for better results

RECAP & RESOURCES

Intro to Google Analytics

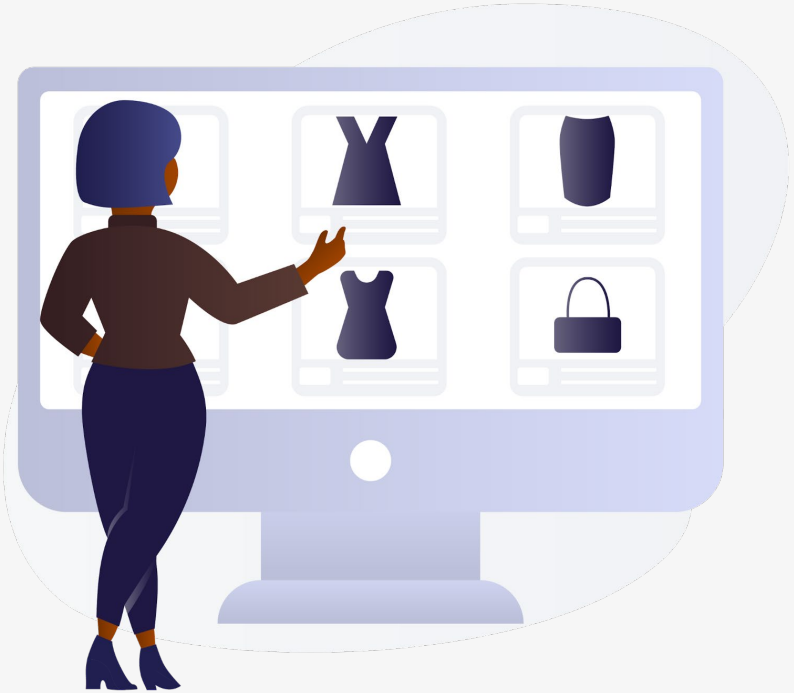
Meet Eva and Ricky

Source: Black Illustrations

GUT INSTINCT VS DATA-DRIVEN DECISIONS

Eva and Ricky:

- Knew their face-to-face customers loved fashion with authentic designs
- Couldn't understand why popular local items weren't selling online
- Started using Google Analytics



SMART GOALS

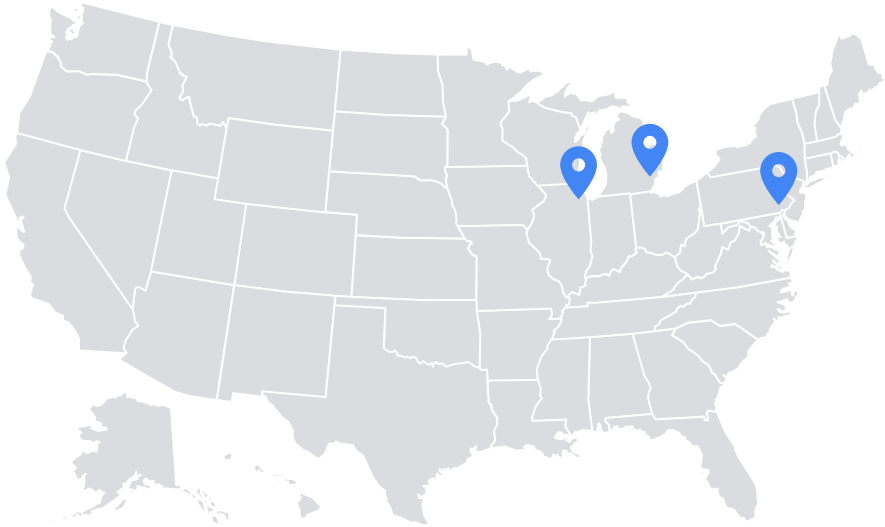
- **S**pecific
- **M**easureable
- **A**ttainable
- **R**elevant
- **T**ime-bound

Source: Black Illustrations

HAVE BUSINESS GOALS

Eva and Ricky set a goal to increase visitors by 10% from three target cities in the next quarter.

- Created city-themed designs
- Focused social media and advertising on those three cities
- Monitored progress with Google Analytics



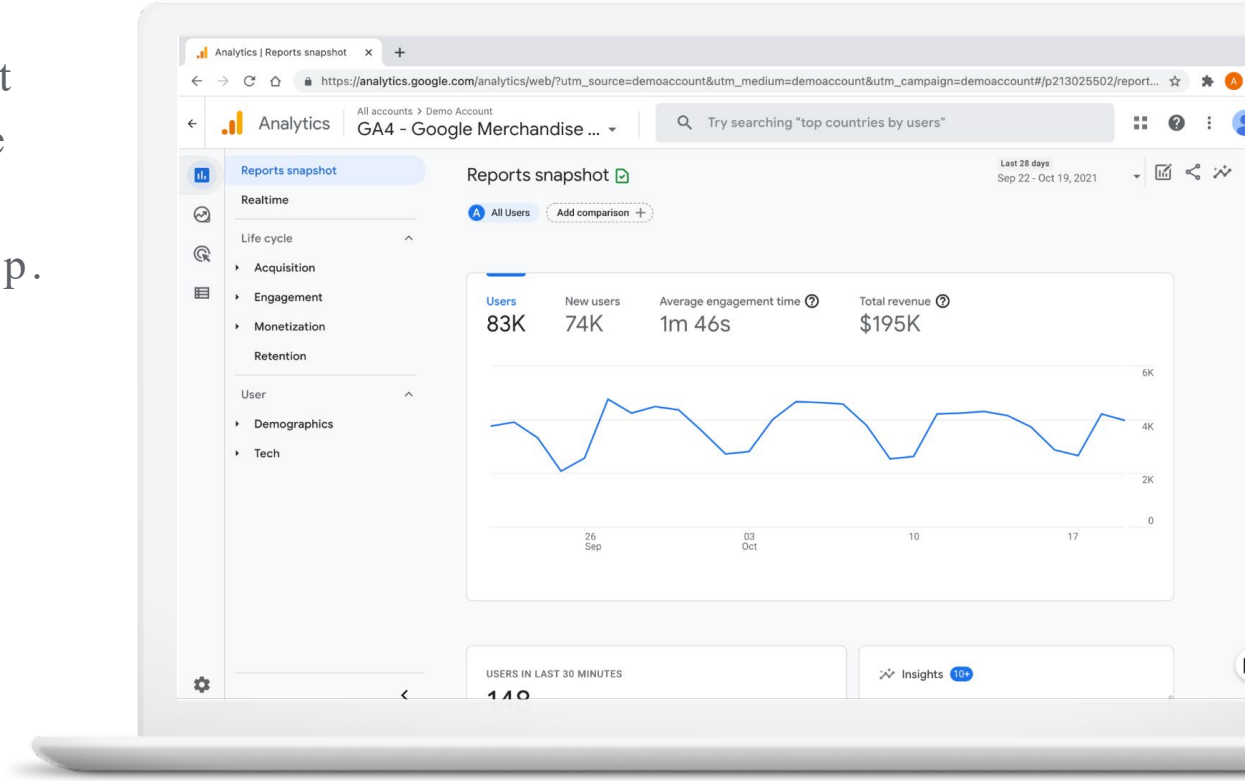
What are your goals?

Ideas:

- Sales
- Leads
- Appointments
- Phone calls
- Foot traffic
- Downloads

WHAT IS GOOGLE ANALYTICS?

Google Analytics is no-cost online-tool that you can use to understand behavior on your website and mobile app.

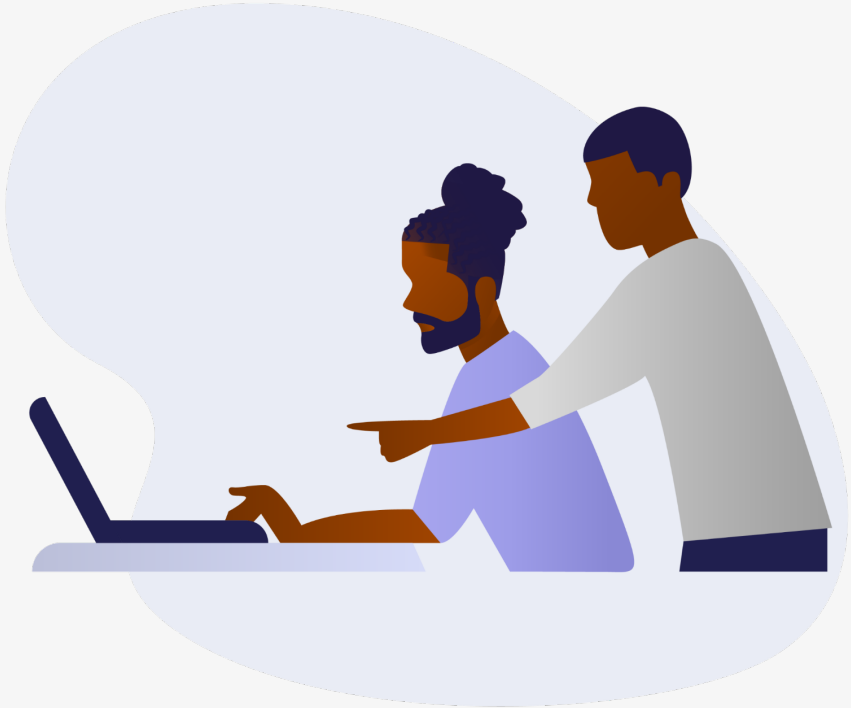


WHY USE GOOGLE ANALYTICS?

Understand what your website visitors are like and how they behave.

Learn which marketing strategies are really working..and which are not.

Make **better decisions** about your business.



Source: Black Illustrations

WHY USE GOOGLE ANALYTICS?

Understand what content
your audience is interested in.

Create more content
that your audience wants.

Evaluate which channels
drive the most conversions.

Focus marketing campaigns
on the right channels.

GOOGLE ANALYTICS IS EVOLVING

Google Analytics 4

Is privacy-focused and reports across websites and apps in one interface.

All new accounts automatically use Google Analytics 4.

Property IDs have numbers only: (XXXXXXXXX).

Universal Analytics

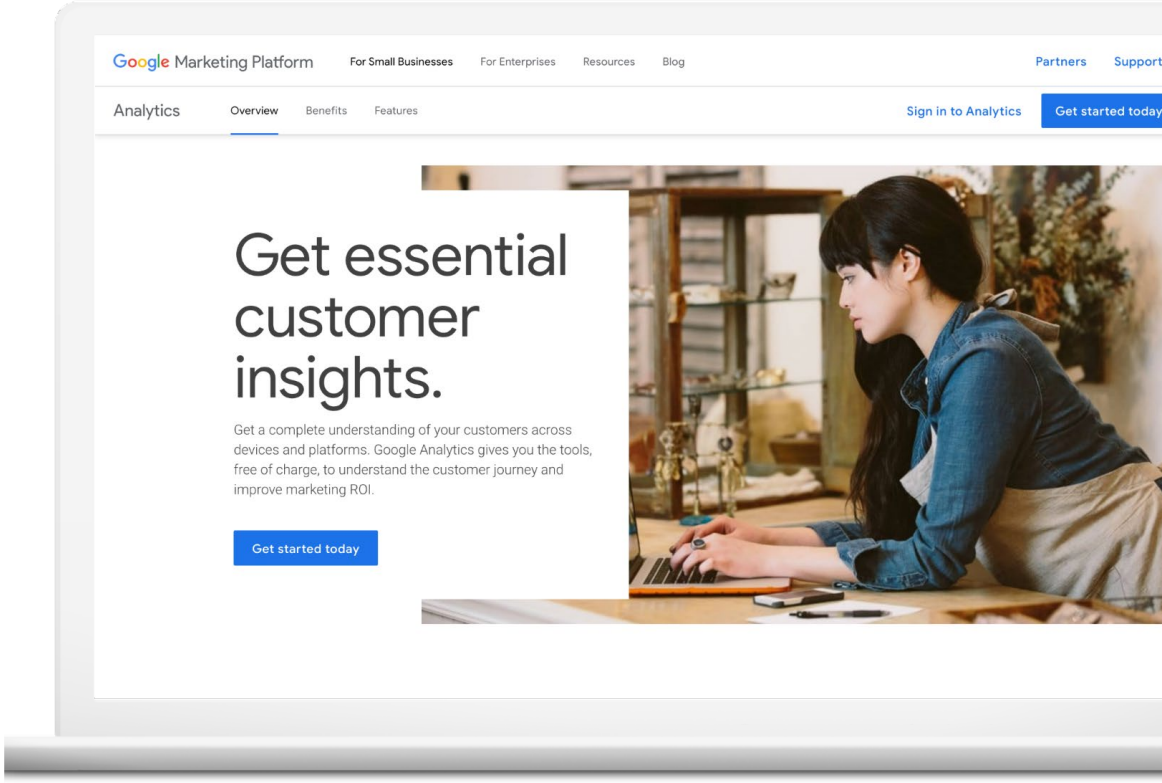
The older version of Google Analytics will stop collecting data on July 1, 2023.

Universal Analytics properties should be migrated to Google Analytics 4.

Property IDs start with UA and end with numbers: (UA-123456789-1).

SET UP GOOGLE ANALYTICS FOR THE FIRST TIME

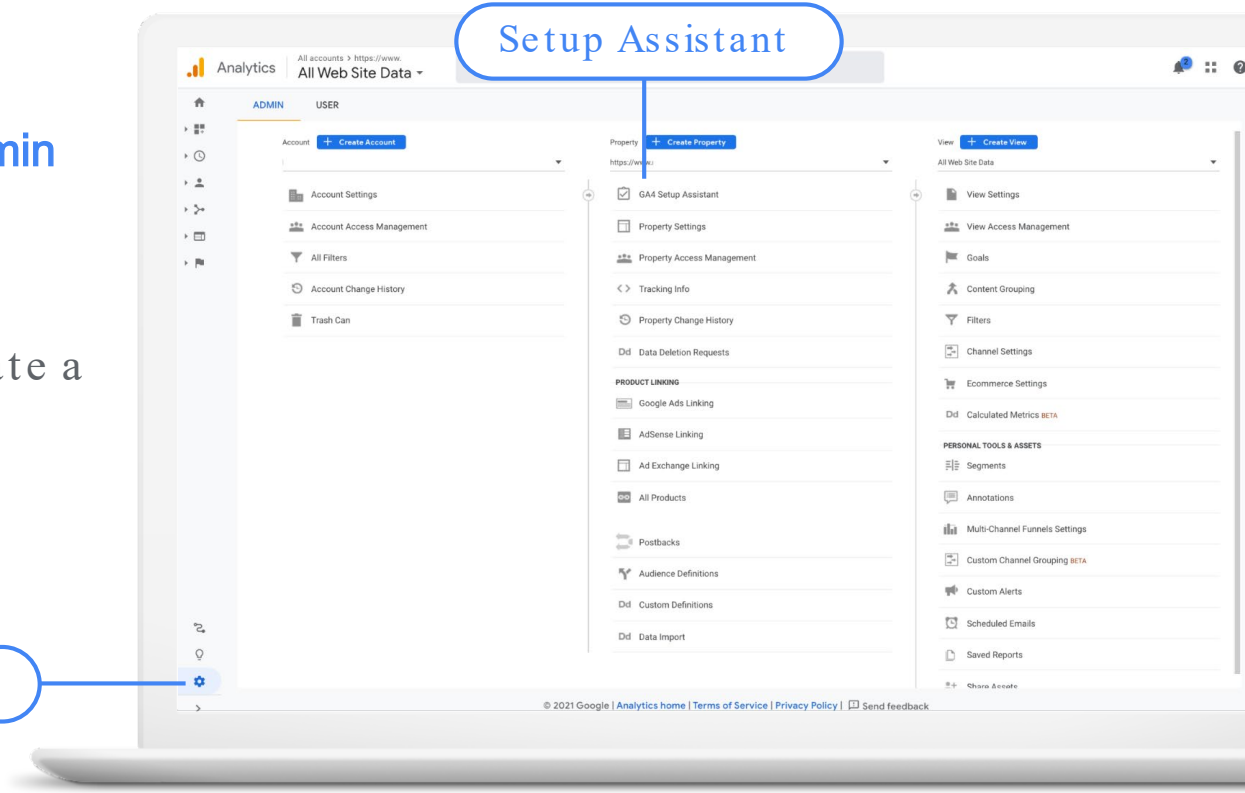
- Visit g.co/analytics .
- To create an account, click Get started today .
- Set up a property in your Analytics account.



Quick Tip:
Google Analytics on CMS platforms
g.co/grow/platforms

HOW TO MIGRATE FROM UNIVERSAL ANALYTICS TO GOOGLE ANALYTICS 4

- Access the **Setup Assistant** from the **Admin** tab, in the property column.
- Follow prompts to create a Google Analytics 4 property.

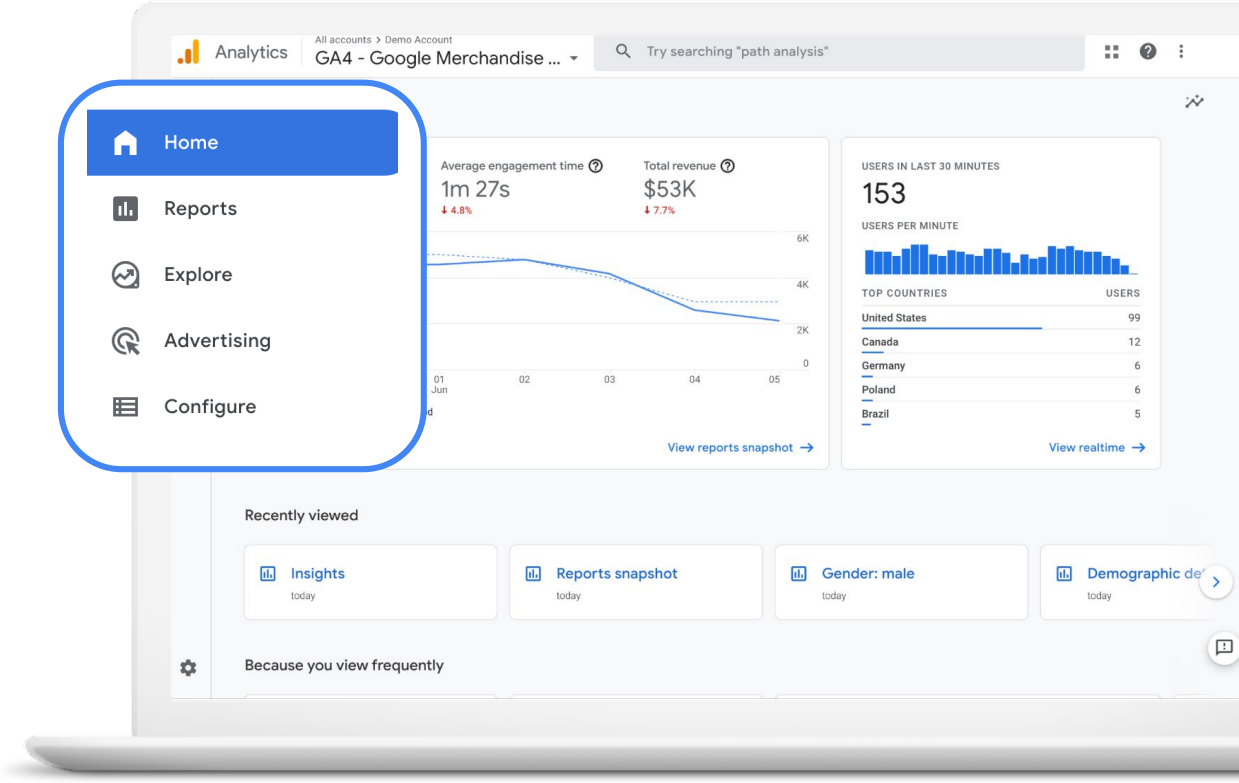


Quick Tip:
Migration support at
support.google.com/analytics

Understand your account

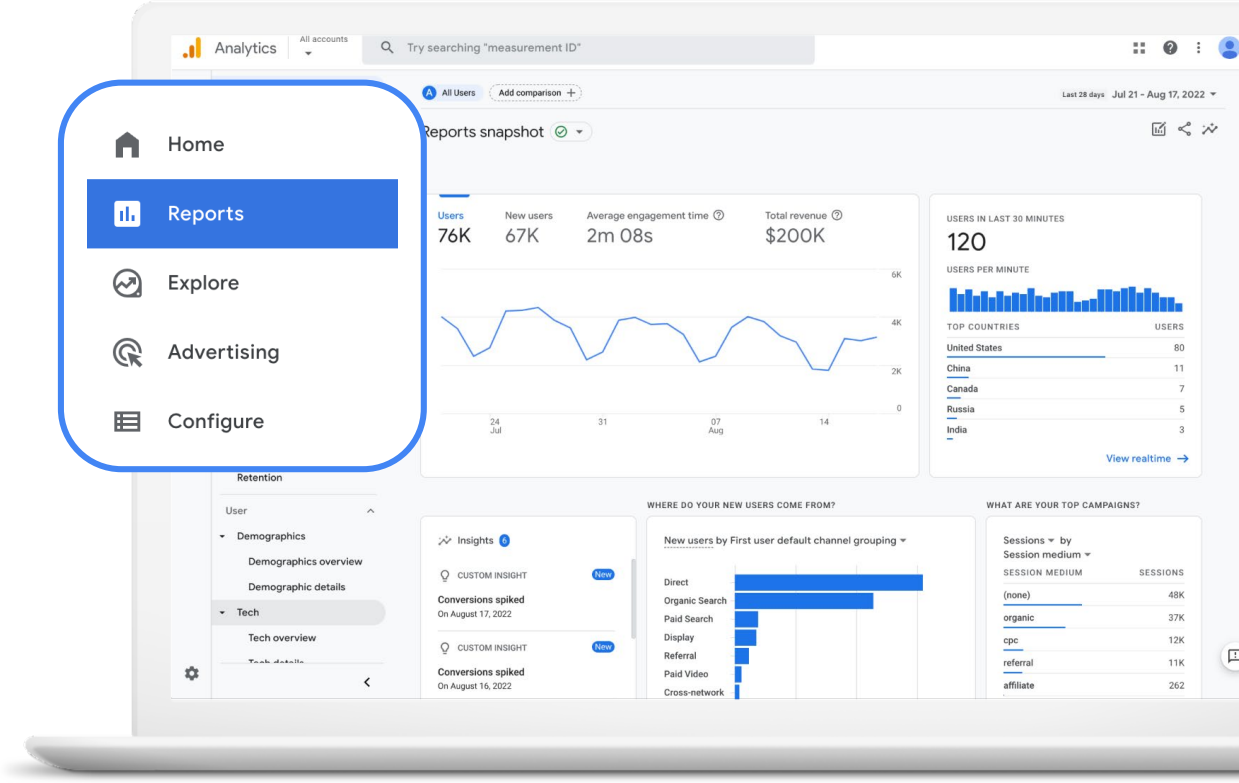
YOUR GOOGLE ANALYTICS ACCOUNT

- The Home page shows information based on your past behavior in your Analytics account.
- Allows you to navigate around Analytics.
- Scroll down to see more.



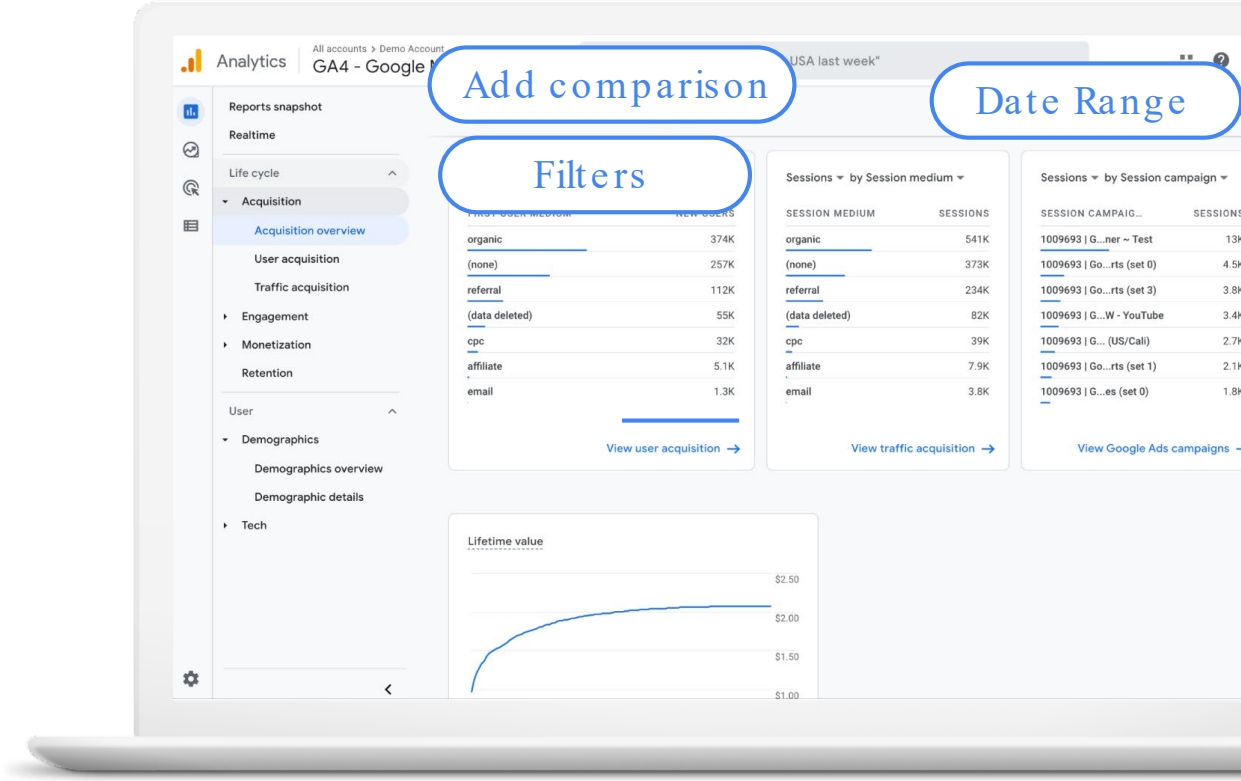
GOOGLE ANALYTICS REPORTS

- Get to know different reports.
- Customize so the info you want to see most often is highlighted.



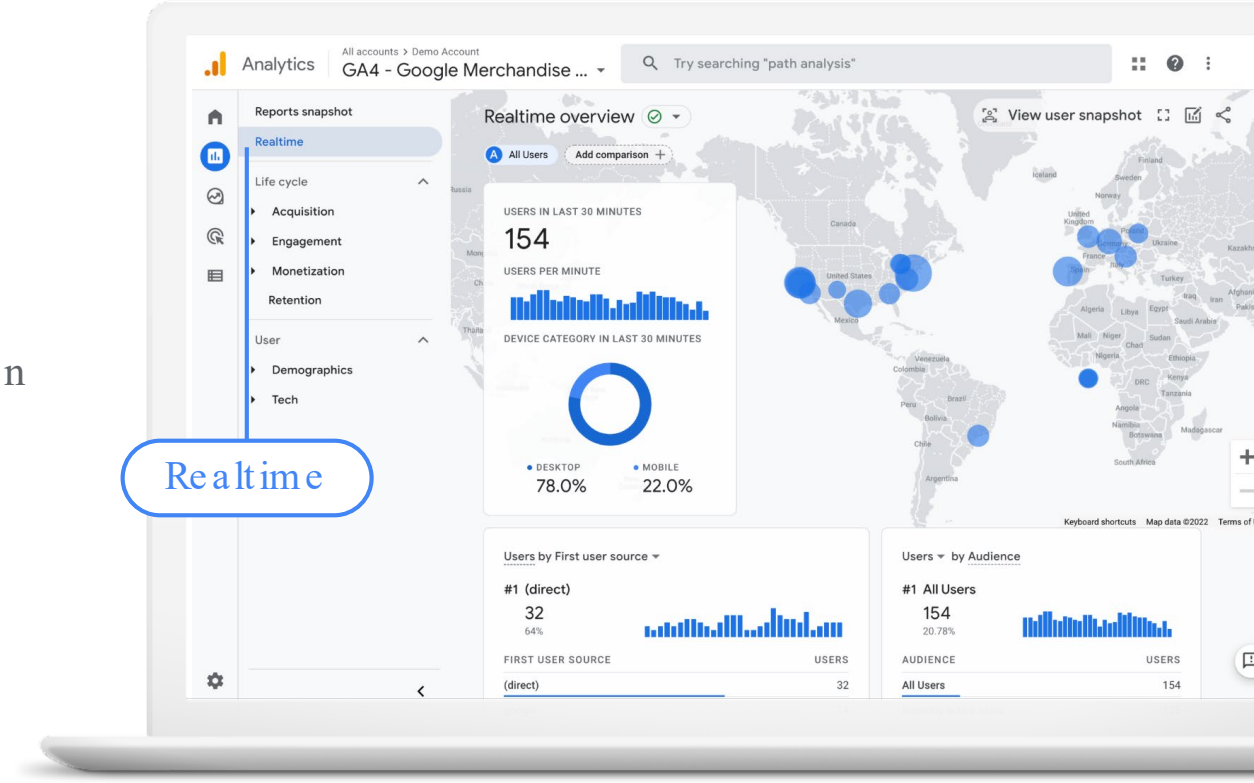
STANDARD REPORT OPTIONS

- Select date range.
- Customize filters.
- Add comparison.
- Customize and save.



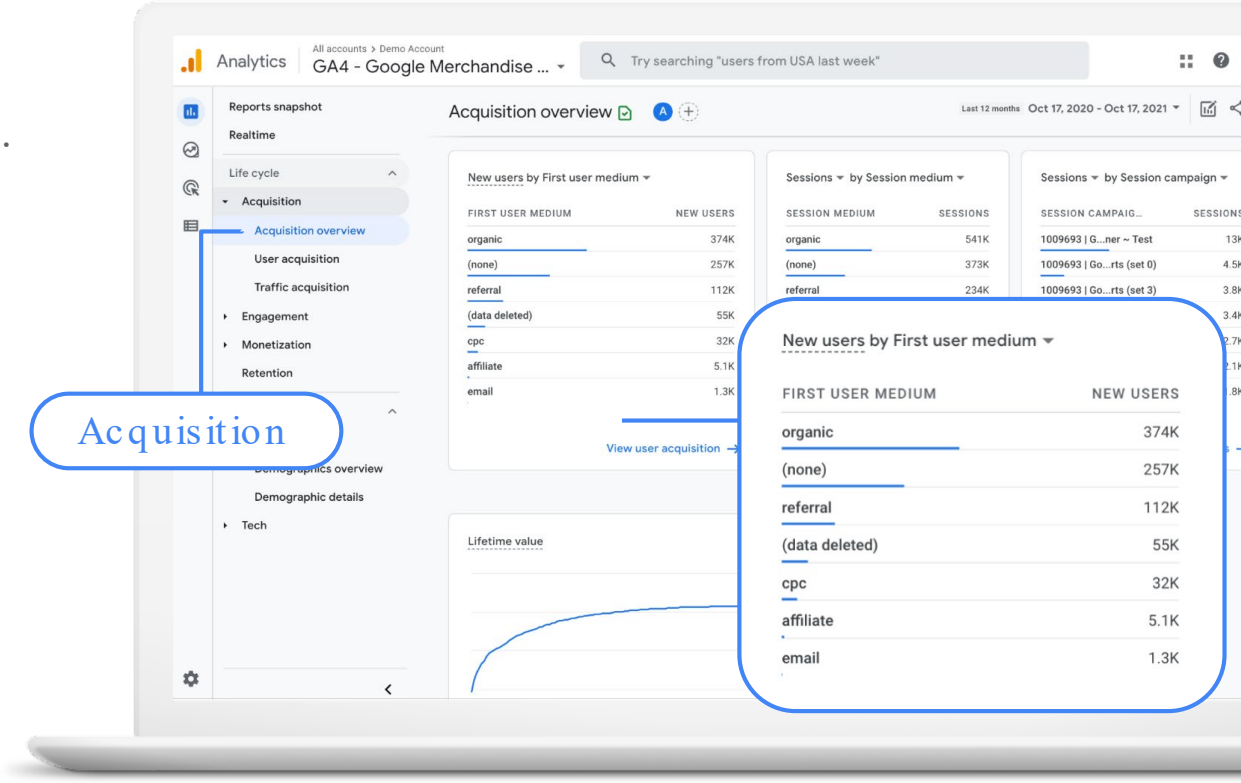
REALTIME: WHAT'S HAPPENING RIGHT NOW?

- Watch results as you test changes.
- Monitor immediate effects on site traffic.
- Determine if a promotion drives traffic.



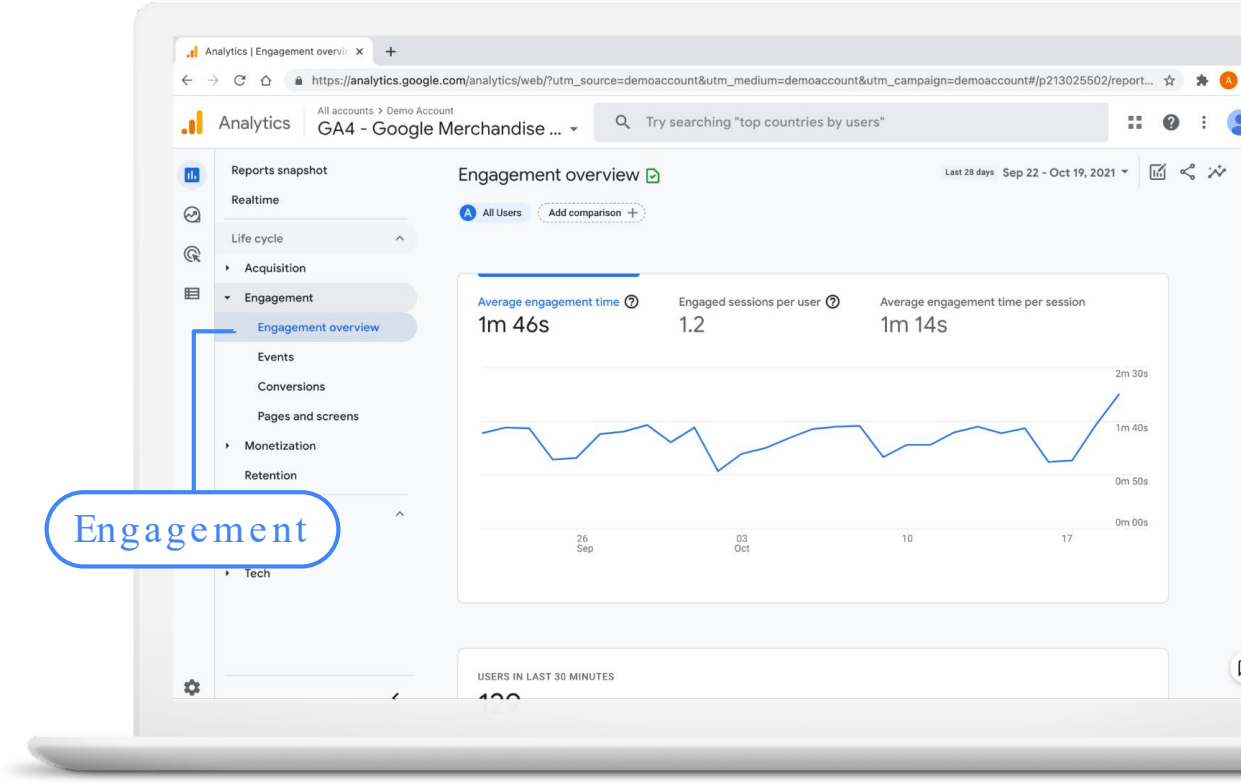
ACQUISITION: WHERE DO CUSTOMERS COME FROM?

Understand how visitors arrive on your website or app.



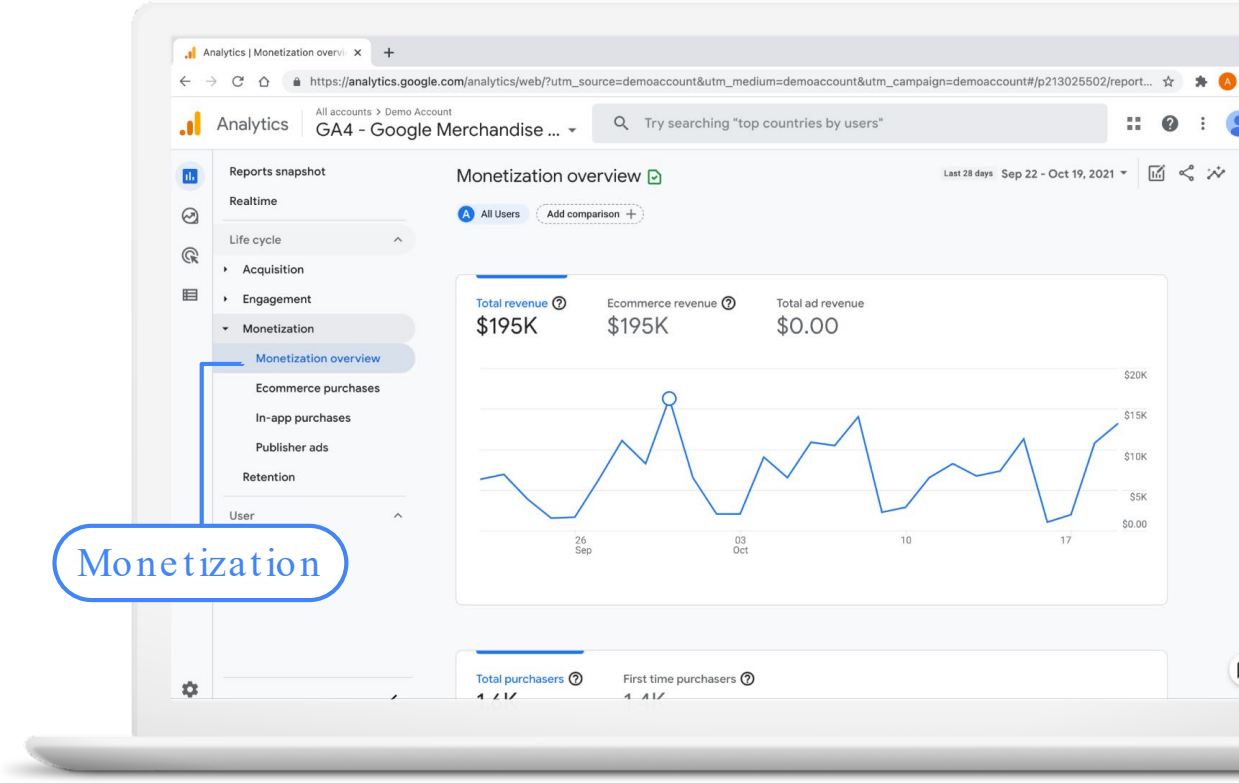
ENGAGEMENT: WHAT DO PEOPLE DO ON THE SITE?

- Engaged sessions
- User stickiness
- Conversions
- Pages and screens



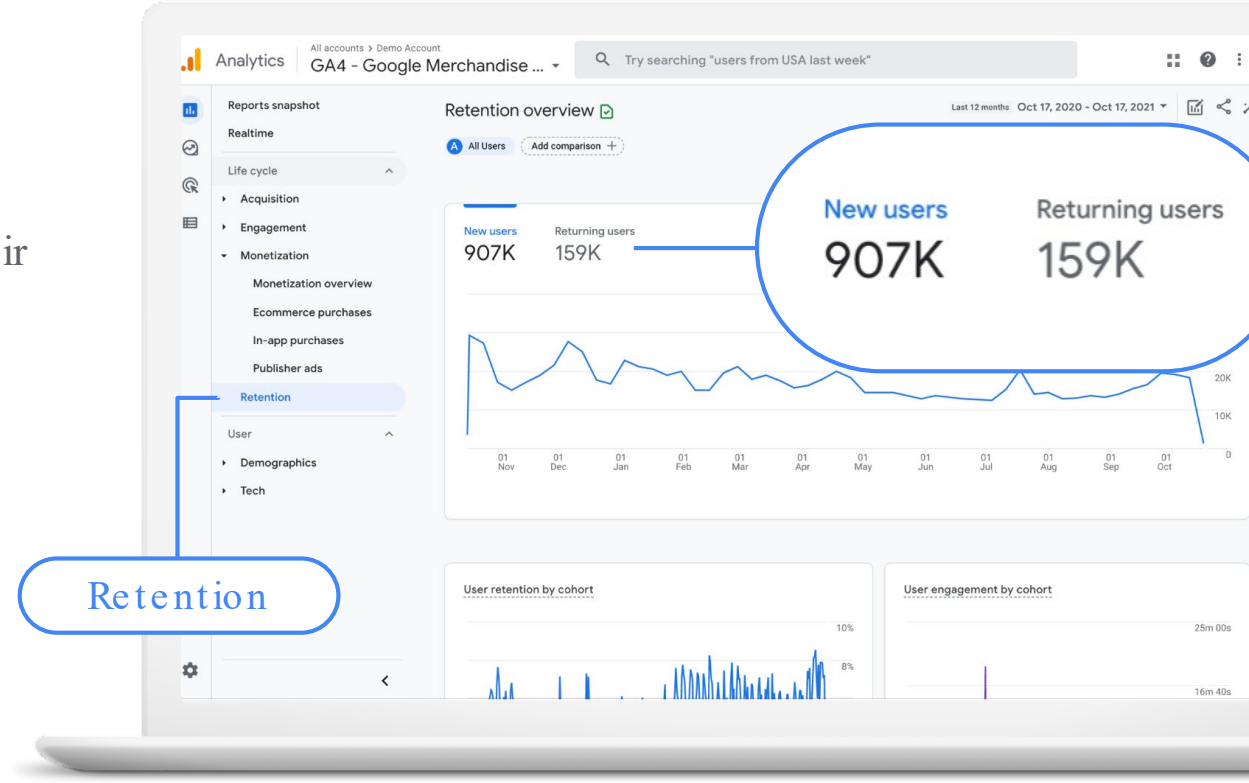
MONETIZATION: ARE PEOPLE BUYING?

If you have an e-commerce site, you can learn which of your marketing activities are most effective.



RETENTION: HOW LOYAL ARE YOUR CUSTOMERS?

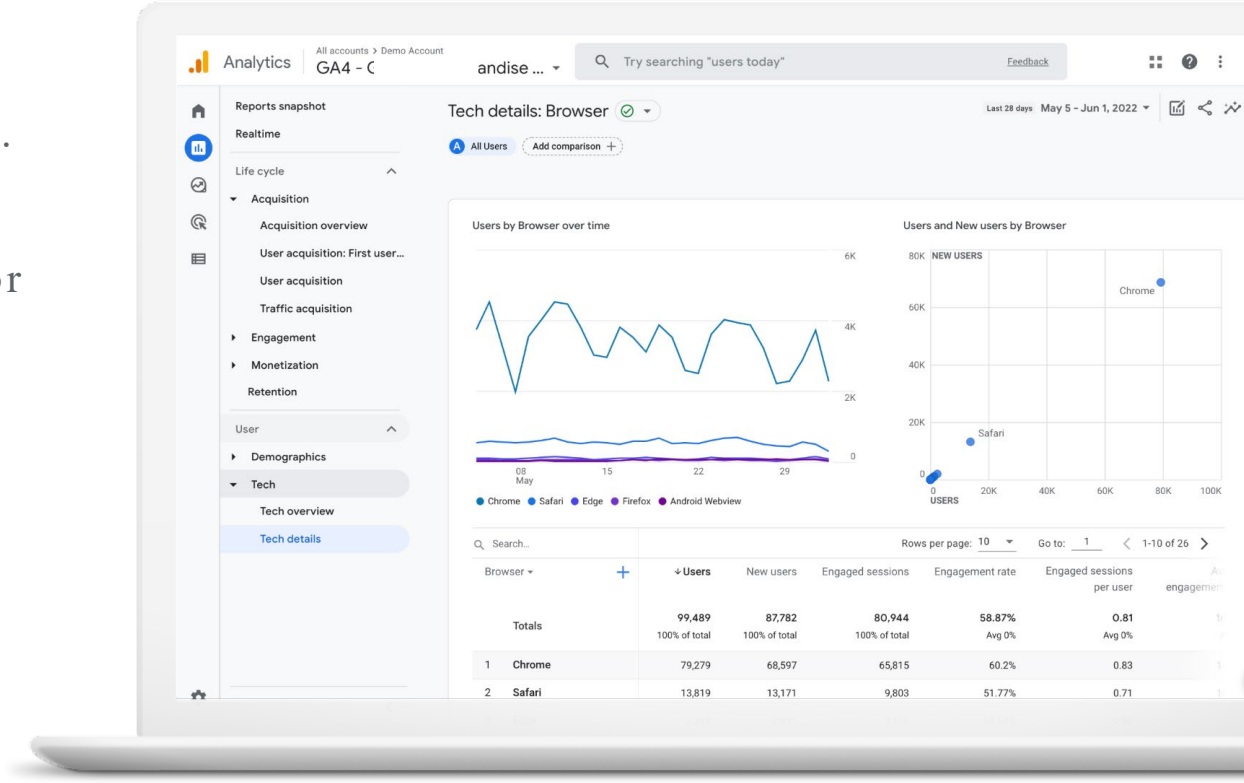
- How frequently and for how long do users engage with your website or app after their first visit?
- How valuable are users after their first visit?



TECH: KEEP UP WITH YOUR AUDIENCE

Know what devices and browsers your audience uses.

Keep up with the technology changes to ensure your site or app works on all devices.



Google Analytics Search Box

HOW THE SEARCH BOX WORKS

Type questions into the search box in plain language.

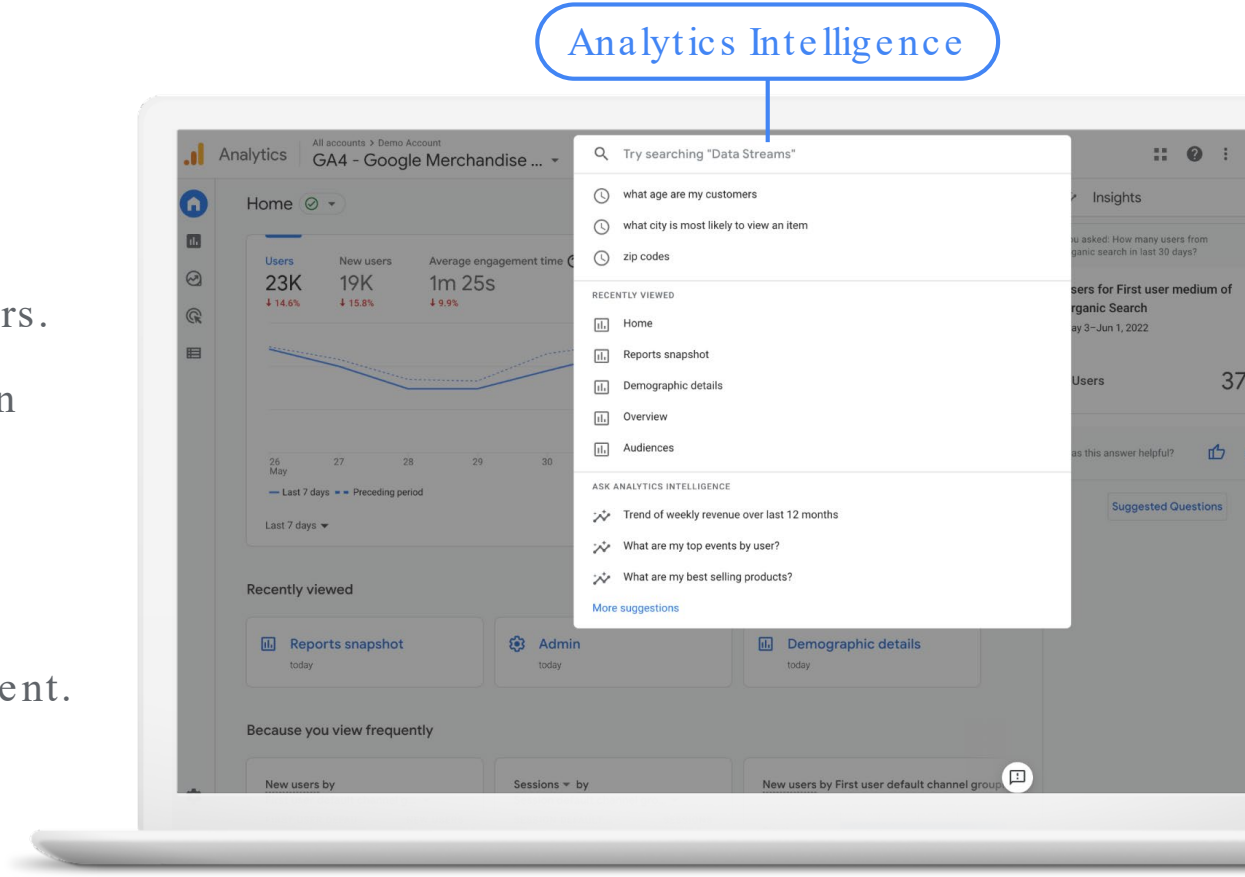
The search box is a feature of Analytics Intelligence. The features that make up Analytics Intelligence help you understand and act on your data.

Source: Black Illustrations

GET ANSWERS FAST

Type a word, phrase or basic question into the search box.

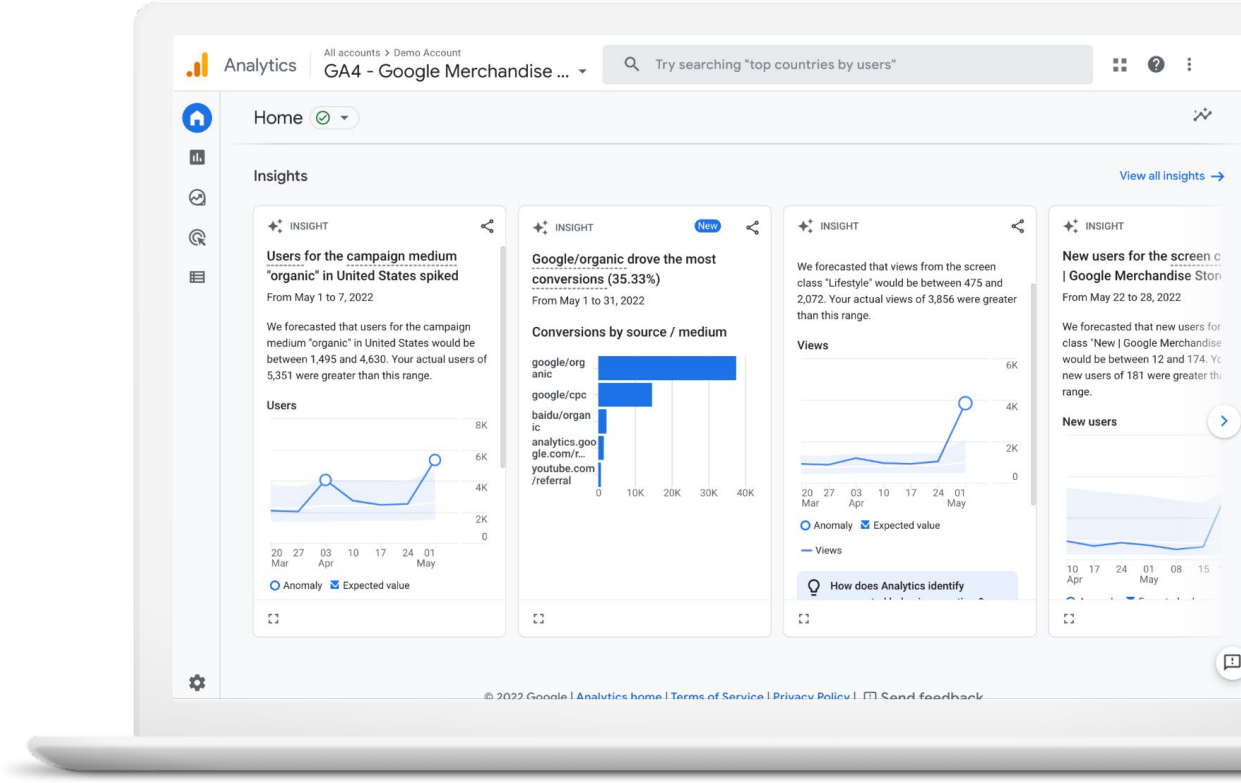
- Search for instant answers.
- Search for reports, admin pages, or insights.
- Search for account or property configuration.
- Search Help Center content.



Quick Tip:
Learn more about the search box
g.co/grow/ai

CUSTOM INSIGHTS VIA ANALYTICS INTELLIGENCE

- Set up alerts to notify you when conditions change.
- Create custom alerts for changes that are important to you.
- See alerts in your account, or have them emailed to you.



WANT TO DO MORE YOURSELF?

Dimensions describe your data. Each dimension can be given a different value.

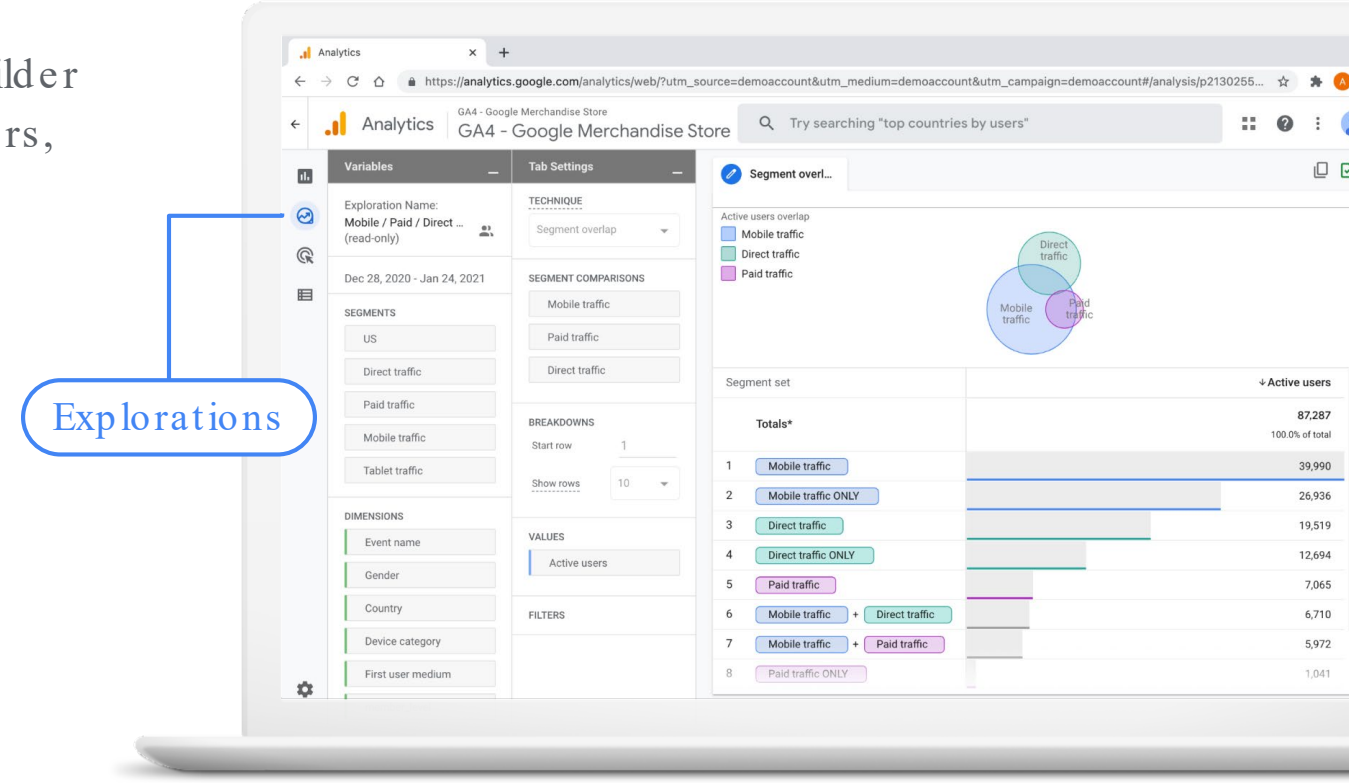
You can use **secondary dimensions** to view your data with more granularity by adding another dimension to your report.

Segments are subsets of your Analytics data.

Source: Black Illustrations

USE “EXPLORATIONS” FOR IN-DEPTH INSIGHTS

Access the segment builder to create subsets of users, sessions, and events.



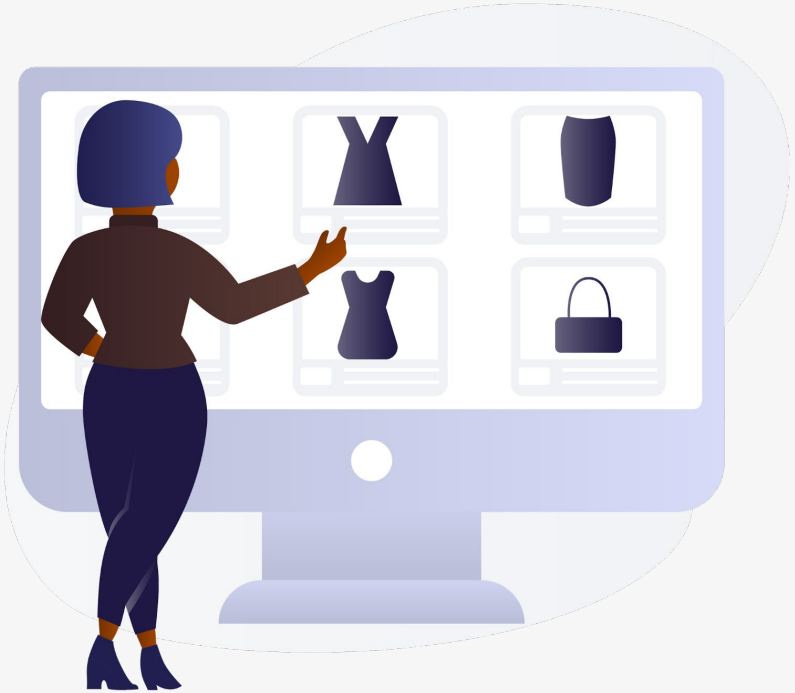
Back to Eva and Ricky

Source: Black Illustrations

WHAT DID THEY LEARN?

Eva and Ricky:

- Learned that they did achieve their SMART goal with their three target cities.
- Discovered the three cities didn't all perform the same way.
- Decided to keep their marketing focus on the two more profitable cities.



Using Analytics with Google Ads

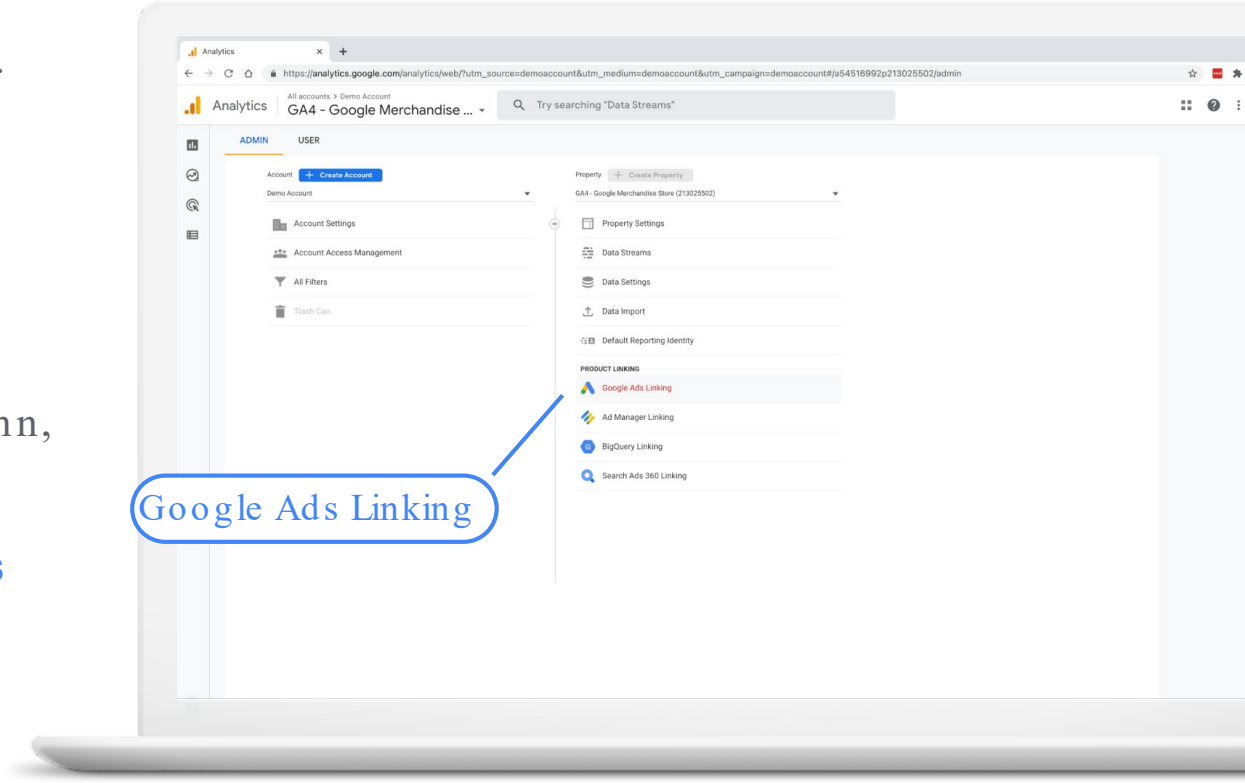
WHY LINK TO GOOGLE ANALYTICS?

- Learn what happens after users click on your ad
- Advertise to specific user groups based on their previous behavior
- Use advanced machine learning
- Understand Google Ads traffic and if keywords convert (or not)

Source: Black Illustrations

GOOGLE ANALYTICS PRODUCT LINKING

- You need an account for Google Analytics and Google Ads.
- Click the **Admin** tab in Google Analytics.
- From the property column, click **Google Ads Links** .
- Choose your **Google Ads** account and follow the prompts.



Recap &resources

WHERE TO GO FROM HERE?

Set up Google Analytics, or migrate to GA4

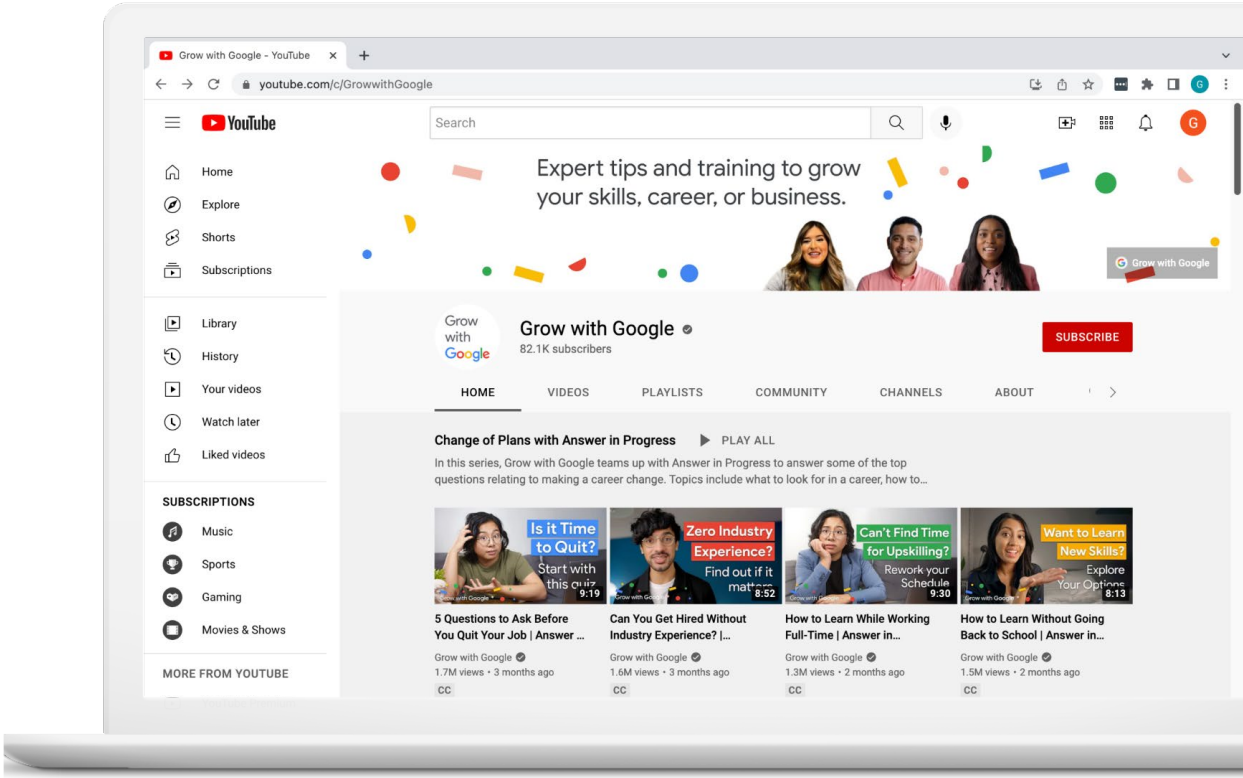
Learn what's most valuable to your business.

Set goals and test marketing strategies

Measure results, set new goals and take new actions

KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.



Quick Tip:

Subscribe on YouTube YouTube.com/GrowWithGoogle

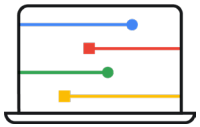
GOOGLE CAREER CERTIFICATES

Prepare for a new career in six months with professional training designed by Google.

- No experience necessary
- Learn at your own pace
- Stand out to employers
- A path to in-demand jobs

Data Analytics

Digital Marketing & E-commerce



IT Support

Project Management

UX Design

Get started at
grow.google/ certificates

FREE ONLINE TRAINING AND TOOLS ATGOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

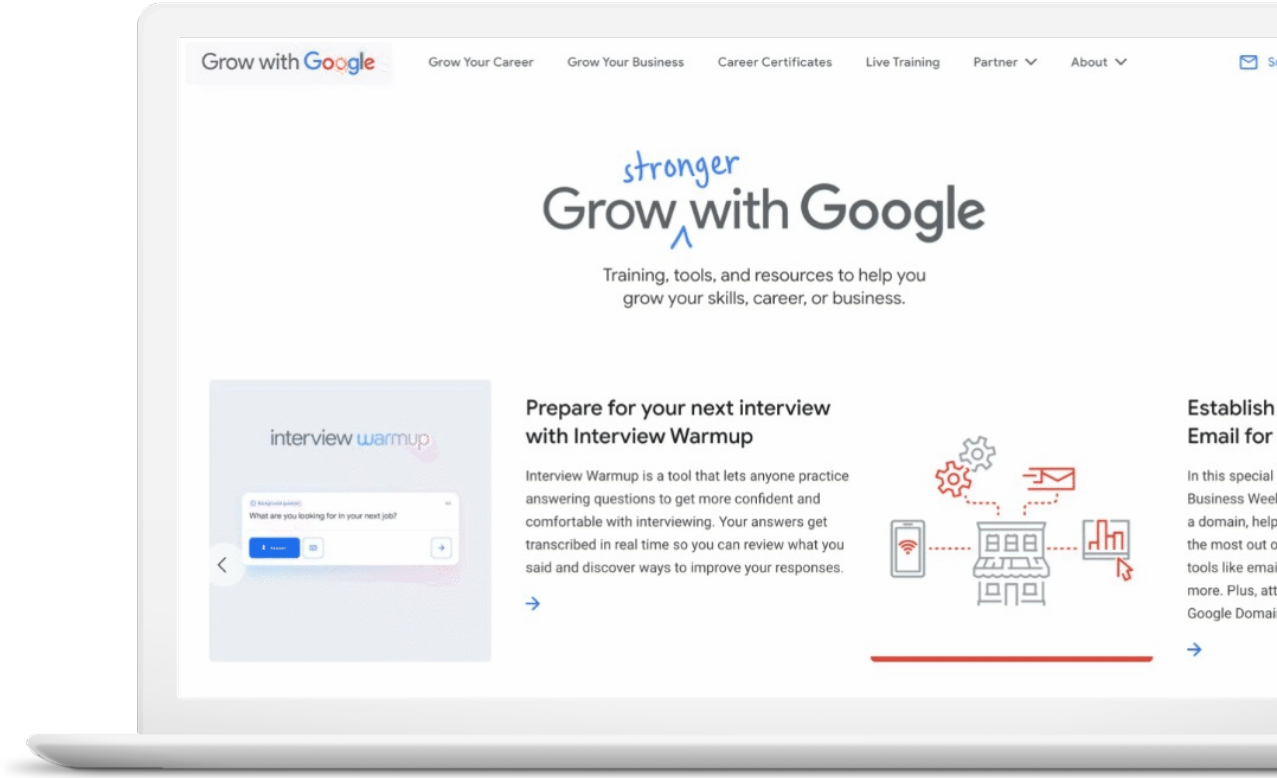
Help new customers find you online.

For job seekers

Boost your résumé with a new certification.

For developers

Learn to code or take your skills to the next level.



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Thank You

Share your feedback

g.co/grow/feedback

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