

Increasing marketing efficiency with Google Analytics

The OBJECTIVE of the lab work:

Prepare the PRESENTATION FOR ROUND TABLE DISCUSSION of the Web data INITIATED IN YOUR BLOGGER by applying Google Analytics tools. The quality of the presentation will be evaluated by:

- 1) All tasks done
- 2) For each task several tools (menu items) of Google analytics are used
- 3) The answer to the problem-question of the Lab work is illustrated by 3-5 screen captures from your Google Analytics Account
- 4) The answers can included screenshots of your two properties: your own blogger, and the Google Merchandise store data (Demo account)
- 5) EACH visual answer (screenshot) is commented by your observations and insights, telling about the behaviour of website users, channels, events & goals, and other business –related topics.
- 6) your Google Analytics certificate screenshot as an Appendix)

Google analytics Labwork

- **The main elements of blogger** (registered in the Google Sheets area): website address, the registration code for Google Analytics, screenshots of total number of visits during entire period of since its registrations, Layout showing the elements of the blogger (according to the requirements placed in course Google Sheets)
- Practical task 1: Analysis of users: select user segments from standard list: comparative evaluation of returning visitors, new visitors, bounced sessions, and comparing two periods of time
- Practical task 2: Efficiency of channels, sources, media, keywords, popularity of landing pages of website. Adding columns of data by using secondary dimensions and metrics Channels with different aims: for increasing awareness or generating conversions (i.e. branding versus performance)
- Practical task 3: Set the (4 goals: duration, pages no. +value, destination, scenario) Analyse conversions, elect appropriate visualizations: flow, funnel, statistics
- Practical task 5: Setting assisted conversions and their analysis. Analysis of the performance principles of the flow, reflection of different marketing activities in statistics. Concepts: goal, last click, assisted conversion. Place of reaching goal (channel) and of the ass.conv.
- Practical task 6: Create your own channel for attracting visitors by email, by using URL Builder. Show the flow in all channels, including the email (your identification should e visible here
- Practical task 7: Reporting. Three ways of making reports: Exporting adjusted reports, creating your own reports, data export-based report. Where you can find your customized reports?
- Practical task 8: Create “Advanced segments”- additional extended segmentation of data by including four condition of different types.
- Practical task 9: Creating your own Dashboard Functions of Custom reports and Dashboards (blank canvas) Presenting important data in one place – no less than 6 widgets included.
- Practical task 10: Using Real time reporting dashboard: initiate activity in the website and describe it by illustrating Real Time screenshots