Advanced Blog Training

How to Pull Actionable Information Out of Your Google Analytics Reports

April 2019

Interactive
LIMITED LLC

By Dave Foreman

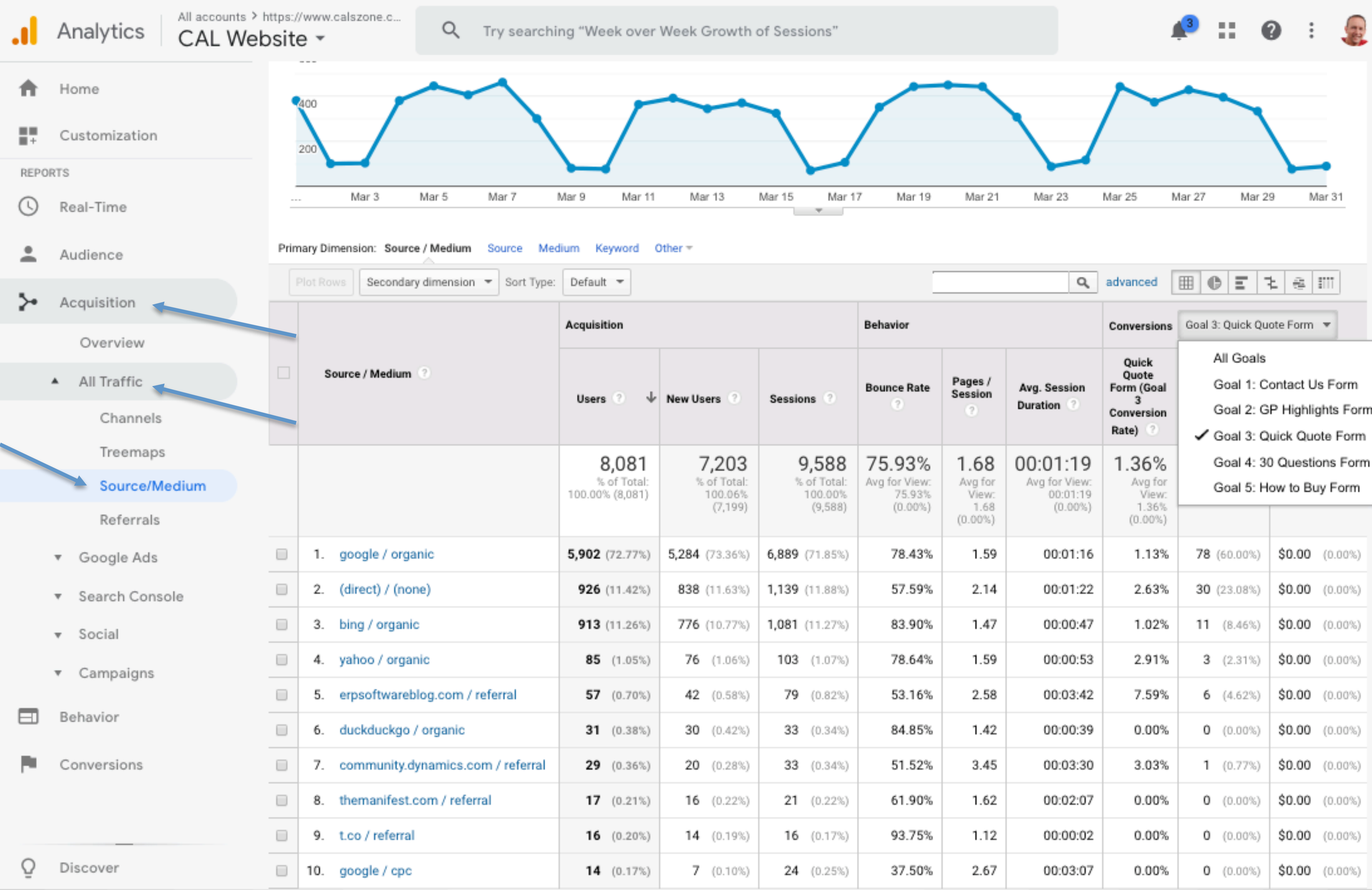
Google Analytics

TRAFFIC SOURCE REPORT

Run this report in Google Analytics to find which sites send you traffic and drill down to specific pages

Interactive
LIMITED LLC

REPORT: OVERALL TRAFFIC – SOURCE/MEDIUM

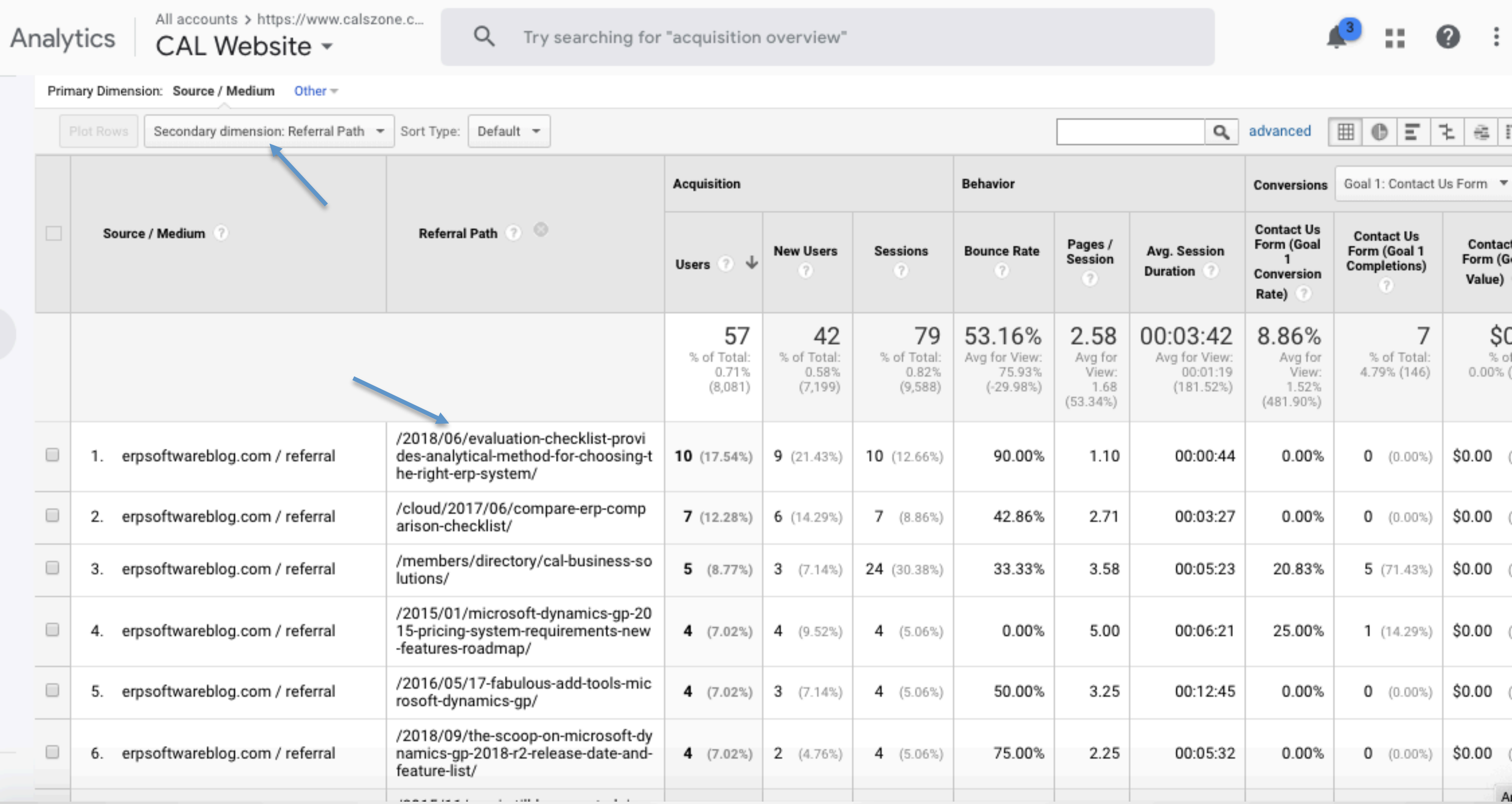

Analytics
All accounts > https://www.calszone.c...
CAL Website
Try searching "Week over Week Growth of Sessions"
3
Home
Customization
REPORTS
Real-Time
Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Campaigns
Behavior
Conversions
Discover
400
200
...
Mar 3
Mar 5
Mar 7
Mar 9
Mar 11
Mar 13
Mar 15
Mar 17
Mar 19
Mar 21
Mar 23
Mar 25
Mar 27
Mar 29
Mar 31
Source
Medium
Keyword
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Goal 3: Quick Quote Form
All Goals
Goal 1: Contact Us Form
Goal 2: GP Highlights Form
✓ Goal 3: Quick Quote Form
Goal 4: 30 Questions Form
Goal 5: How to Buy Form

Primary Dimension: Source / Medium

☐	Source / Medium	Acquisition: Users	Acquisition: New Users	Acquisition: Sessions	Behavior: Bounce Rate	Behavior: Pages / Session	Behavior: Avg. Session Duration	Conversions: Quick Quote Form (Goal 3 Conversion Rate)		
		8,081 % of Total: 100.00% (8,081)	7,203 % of Total: 100.06% (7,199)	9,588 % of Total: 100.00% (9,588)	75.93% Avg for View: 75.93% (0.00%)	1.68 Avg for View: 1.68 (0.00%)	00:01:19 Avg for View: 00:01:19 (0.00%)	1.36% Avg for View: 1.36% (0.00%)		
☐	1. google / organic	5,902 (72.77%)	5,284 (73.36%)	6,889 (71.85%)	78.43%	1.59	00:01:16	1.13%	78 (60.00%)	$0.00 (0.00%)
☐	2. (direct) / (none)	926 (11.42%)	838 (11.63%)	1,139 (11.88%)	57.59%	2.14	00:01:22	2.63%	30 (23.08%)	$0.00 (0.00%)
☐	3. bing / organic	913 (11.26%)	776 (10.77%)	1,081 (11.27%)	83.90%	1.47	00:00:47	1.02%	11 (8.46%)	$0.00 (0.00%)
☐	4. yahoo / organic	85 (1.05%)	76 (1.06%)	103 (1.07%)	78.64%	1.59	00:00:53	2.91%	3 (2.31%)	$0.00 (0.00%)
☐	5. erpsoftwareblog.com / referral	57 (0.70%)	42 (0.58%)	79 (0.82%)	53.16%	2.58	00:03:42	7.59%	6 (4.62%)	$0.00 (0.00%)
☐	6. duckduckgo / organic	31 (0.38%)	30 (0.42%)	33 (0.34%)	84.85%	1.42	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	7. community.dynamics.com / referral	29 (0.36%)	20 (0.28%)	33 (0.34%)	51.52%	3.45	00:03:30	3.03%	1 (0.77%)	$0.00 (0.00%)
☐	8. themanifest.com / referral	17 (0.21%)	16 (0.22%)	21 (0.22%)	61.90%	1.62	00:02:07	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	9. t.co / referral	16 (0.20%)	14 (0.19%)	16 (0.17%)	93.75%	1.12	00:00:02	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	10. google / cpc	14 (0.17%)	7 (0.10%)	24 (0.25%)	37.50%	2.67	00:03:07	0.00%	0 (0.00%)	$0.00 (0.00%)

REPORT: OVERALL TRAFFIC – SOURCE/MEDIUM

Drill down into each referring traffic source to identify exactly which pages sent the most traffic and which referring pages generated the most leads


Analytics
All accounts > https://www.calszone.c...
CAL Website
Try searching for "acquisition overview"
3
Plot Rows
advanced

Primary Dimension: Source / Medium Other

Secondary dimension: Referral Path

Sort Type: Default

Conversions: Goal 1: Contact Us Form

			Acquisition			Behavior			Conversions		
☐	Source / Medium	Referral Path	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us Form (Goal 1 Conversion Rate)	Contact Us Form (Goal 1 Completions)	Contac Form (G Value)
			57 % of Total: 0.71% (8,081)	42 % of Total: 0.58% (7,199)	79 % of Total: 0.82% (9,588)	53.16% Avg for View: 75.93% (-29.98%)	2.58 Avg for View: 1.68 (53.34%)	00:03:42 Avg for View: 00:01:19 (181.52%)	8.86% Avg for View: 1.52% (481.90%)	7 % of Total: 4.79% (146)	$0 % of 0.00% (
☐	1. erpsoftwareblog.com / referral	/2018/06/evaluation-checklist-provides-analytical-method-for-choosing-the-right-erp-system/	10 (17.54%)	9 (21.43%)	10 (12.66%)	90.00%	1.10	00:00:44	0.00%	0 (0.00%)	$0.00 (
☐	2. erpsoftwareblog.com / referral	/cloud/2017/06/compare-erp-comparison-checklist/	7 (12.28%)	6 (14.29%)	7 (8.86%)	42.86%	2.71	00:03:27	0.00%	0 (0.00%)	$0.00 (
☐	3. erpsoftwareblog.com / referral	/members/directory/cal-business-solutions/	5 (8.77%)	3 (7.14%)	24 (30.38%)	33.33%	3.58	00:05:23	20.83%	5 (71.43%)	$0.00 (
☐	4. erpsoftwareblog.com / referral	/2015/01/microsoft-dynamics-gp-2015-pricing-system-requirements-new-features-roadmap/	4 (7.02%)	4 (9.52%)	4 (5.06%)	0.00%	5.00	00:06:21	25.00%	1 (14.29%)	$0.00 (
☐	5. erpsoftwareblog.com / referral	/2016/05/17-fabulous-add-tools-microsoft-dynamics-gp/	4 (7.02%)	3 (7.14%)	4 (5.06%)	50.00%	3.25	00:12:45	0.00%	0 (0.00%)	$0.00 (
☐	6. erpsoftwareblog.com / referral	/2018/09/the-scoop-on-microsoft-dynamics-gp-2018-r2-release-date-and-feature-list/	4 (7.02%)	2 (4.76%)	4 (5.06%)	75.00%	2.25	00:05:32	0.00%	0 (0.00%)	$0.00 (

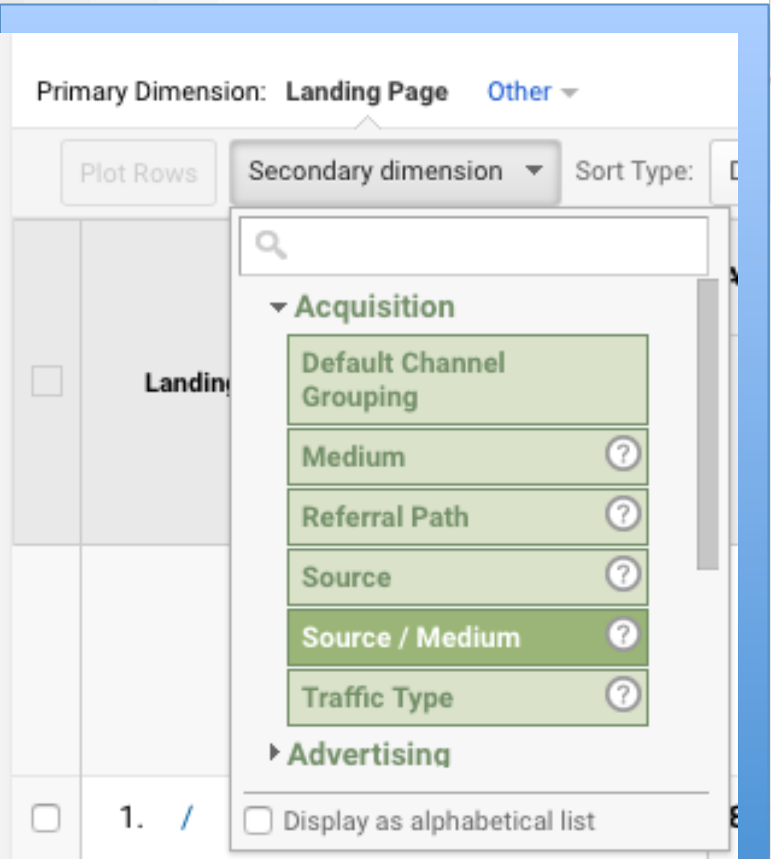
Google Analytics

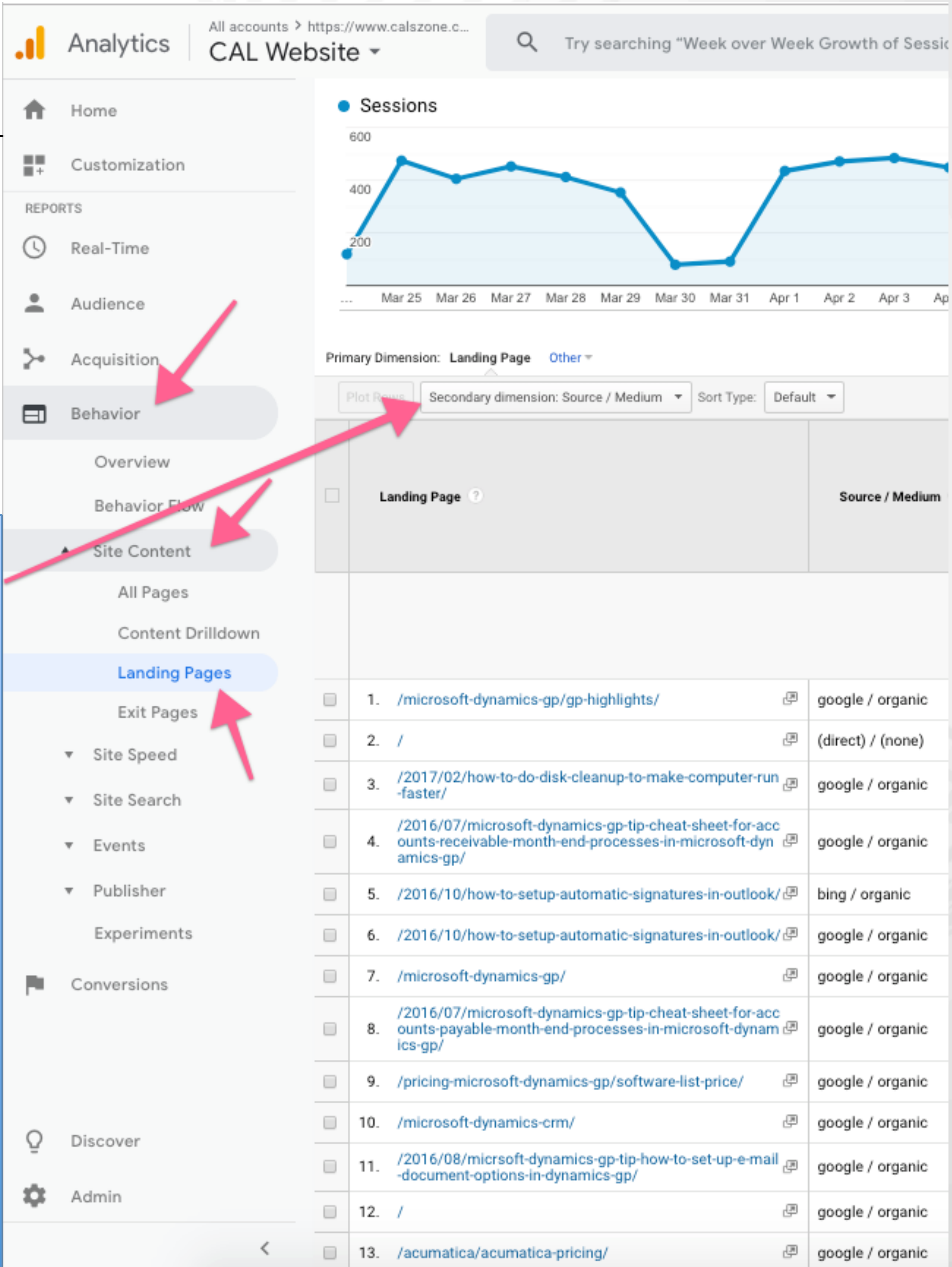
LANDING PAGES REPORT

Run this report in Google Analytics to find the pages on your website with the most traffic

LANDING PAGES REPORT

This landing page report shows the pages on your website with the most inbound traffic. Optimize these pages in order to further improve traffic and make sure your CTA's are in place.


Primary Dimension: Landing Page
Other
Plot Rows
Secondary dimension
Sort Type:
Acquisition
Default Channel Grouping
Medium
Referral Path
Source
Source / Medium
Traffic Type
Advertising
☐ Display as alphabetical list
Landin
1. /


Analytics
All accounts > https://www.calszone.c...
CAL Website
Try searching "Week over Week Growth of Sessi
Home
Customization
REPORTS
Real-Time
Audience
Acquisition
Behavior
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
Conversions
Discover
Admin
Sessions
600
400
200
Mar 25
Mar 26
Mar 27
Mar 28
Mar 29
Mar 30
Mar 31
Apr 1
Apr 2
Apr 3
Ap
Plot Rows
Sort Type:
Default

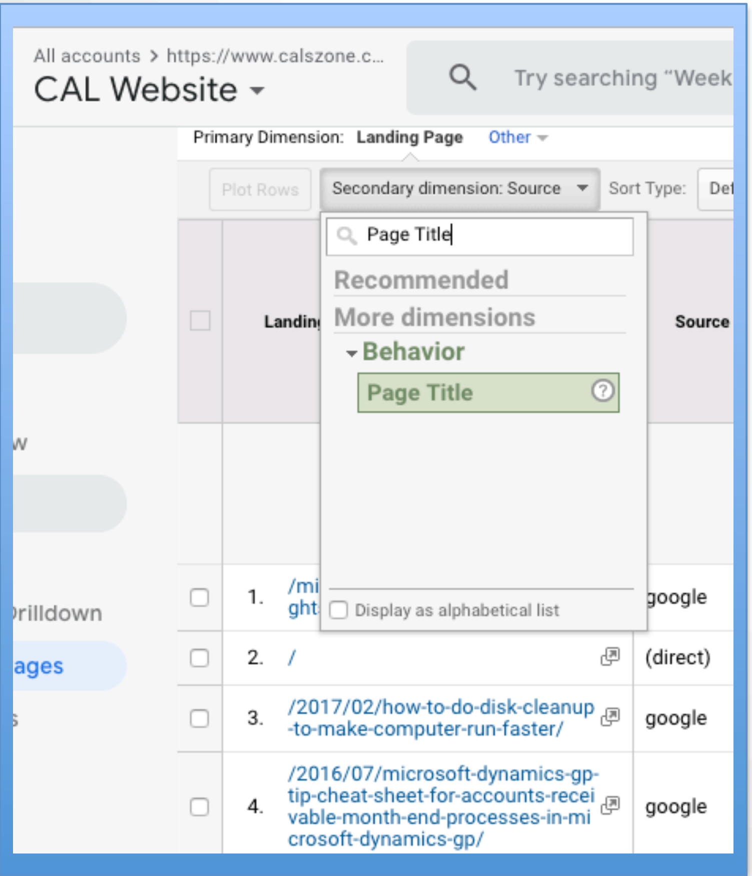
Primary Dimension: Landing Page Other

Secondary dimension: Source / Medium

	Landing Page	Source / Medium
1.	/microsoft-dynamics-gp/gp-highlights/	google / organic
2.	/	(direct) / (none)
3.	/2017/02/how-to-do-disk-cleanup-to-make-computer-run-faster/	google / organic
4.	/2016/07/microsoft-dynamics-gp-tip-cheat-sheet-for-accounts-receivable-month-end-processes-in-microsoft-dynamics-gp/	google / organic
5.	/2016/10/how-to-setup-automatic-signatures-in-outlook/	bing / organic
6.	/2016/10/how-to-setup-automatic-signatures-in-outlook/	google / organic
7.	/microsoft-dynamics-gp/	google / organic
8.	/2016/07/microsoft-dynamics-gp-tip-cheat-sheet-for-accounts-payable-month-end-processes-in-microsoft-dynamics-gp/	google / organic
9.	/pricing-microsoft-dynamics-gp/software-list-price/	google / organic
10.	/microsoft-dynamics-crm/	google / organic
11.	/2016/08/micrsoft-dynamics-gp-tip-how-to-set-up-e-mail-document-options-in-dynamics-gp/	google / organic
12.	/	google / organic
13.	/acumatica/acumatica-pricing/	google / organic

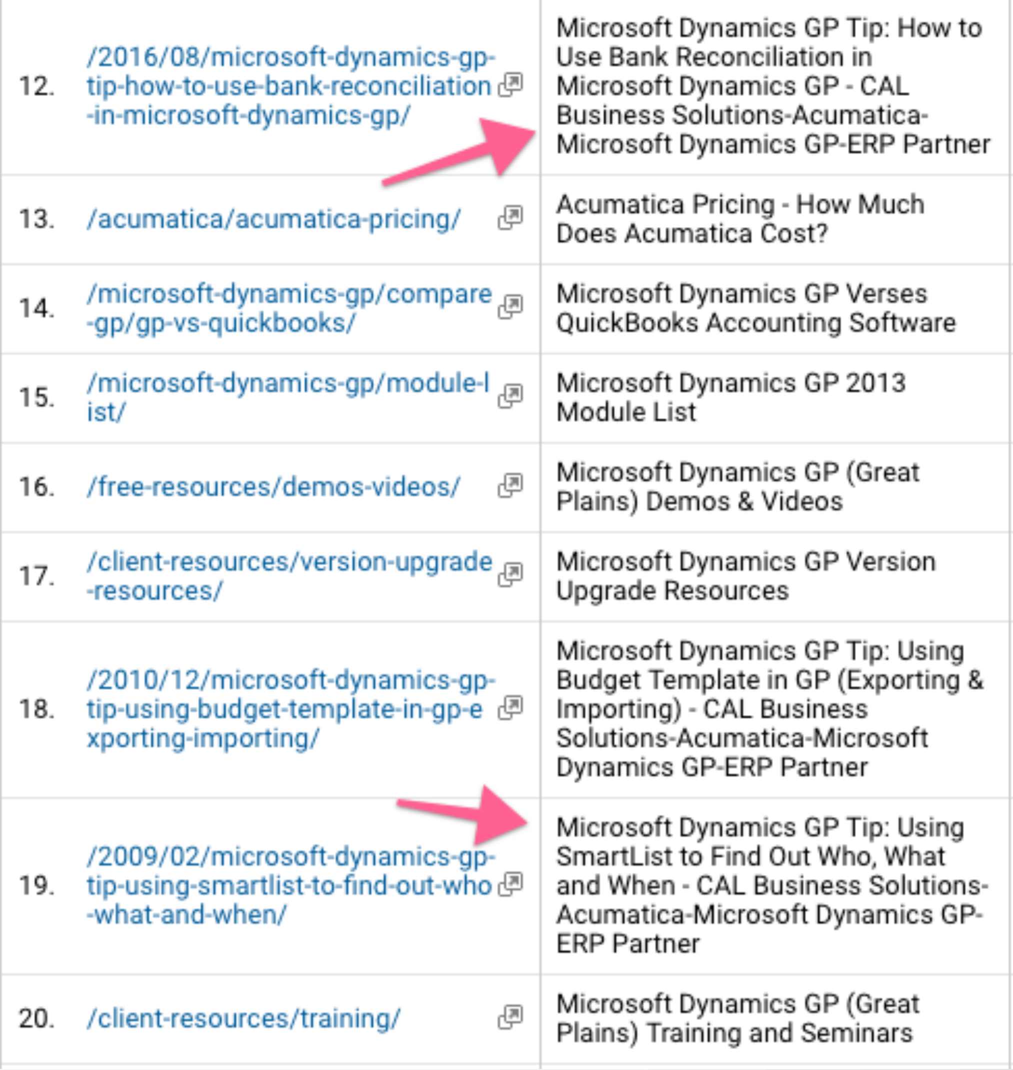
LANDING PAGE TITLE REPORT

This landing page report shows the title tag of each page so you can check for titles that are too long or are not optimized properly.


All accounts > https://www.calszone.c...
CAL Website
Try searching "Week
Plot Rows
Secondary dimension: Source
Sort Type: Def
Page Title
Recommended
More dimensions
Behavior
Page Title
☐ Display as alphabetical list
Landin
Source
Drilldown
ages

Primary Dimension: **Landing Page** Other

1.	/mi ght	google
2.	/	(direct)
3.	/2017/02/how-to-do-disk-cleanup-to-make-computer-run-faster/	google
4.	/2016/07/microsoft-dynamics-gp-tip-cheat-sheet-for-accounts-receivable-month-end-processes-in-microsoft-dynamics-gp/	google



12.	/2016/08/microsoft-dynamics-gp-tip-how-to-use-bank-reconciliation-in-microsoft-dynamics-gp/	Microsoft Dynamics GP Tip: How to Use Bank Reconciliation in Microsoft Dynamics GP - CAL Business Solutions-Acumatica-Microsoft Dynamics GP-ERP Partner
13.	/acumatica/acumatica-pricing/	Acumatica Pricing - How Much Does Acumatica Cost?
14.	/microsoft-dynamics-gp/compare-gp/gp-vs-quickbooks/	Microsoft Dynamics GP Verses QuickBooks Accounting Software
15.	/microsoft-dynamics-gp/module-list/	Microsoft Dynamics GP 2013 Module List
16.	/free-resources/demos-videos/	Microsoft Dynamics GP (Great Plains) Demos & Videos
17.	/client-resources/version-upgrade-resources/	Microsoft Dynamics GP Version Upgrade Resources
18.	/2010/12/microsoft-dynamics-gp-tip-using-budget-template-in-gp-exporting-importing/	Microsoft Dynamics GP Tip: Using Budget Template in GP (Exporting & Importing) - CAL Business Solutions-Acumatica-Microsoft Dynamics GP-ERP Partner
19.	/2009/02/microsoft-dynamics-gp-tip-using-smartlist-to-find-out-who-what-and-when/	Microsoft Dynamics GP Tip: Using SmartList to Find Out Who, What and When - CAL Business Solutions-Acumatica-Microsoft Dynamics GP-ERP Partner
20.	/client-resources/training/	Microsoft Dynamics GP (Great Plains) Training and Seminars

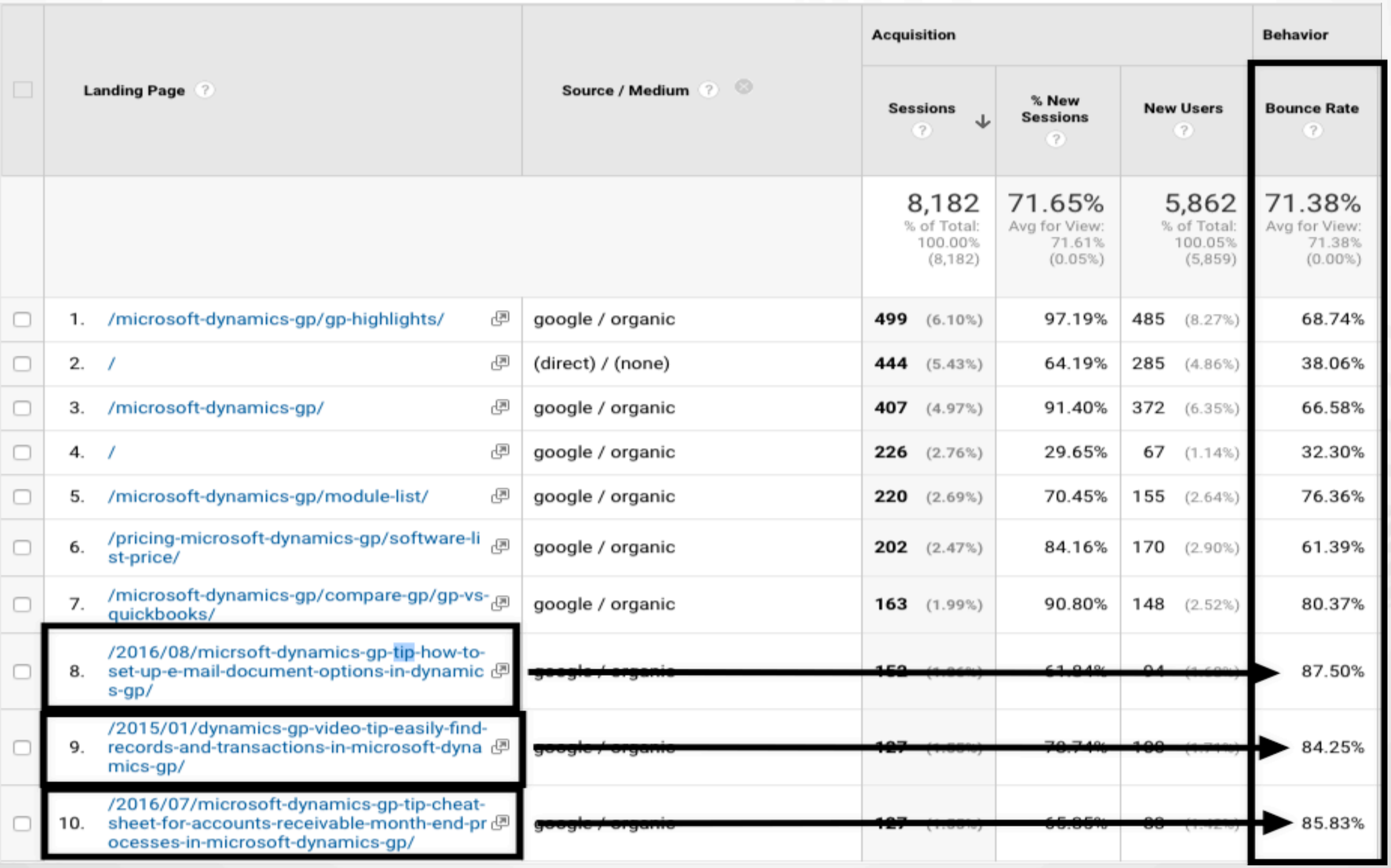
LANDING PAGES REPORT

OPTIMIZE LANDING PAGES WITH HIGH TRAFFIC:

- Do you have or can you write a better call to action?
- Can the metadata (title tag or description tag) be improved?
- Can you improve the quality of the post?
- Is the information still relevant to the latest product and information available?
- Are there prominent CTAs within the page ore post?
- Can you provide links to other relevant content within the last para of the text of the post?

LANDING PAGES REPORT – Bounce Rates

Pages with tips have a high bounce rate because people typically visit the site, read the tip and move on. If you are going to offer tips offer a subscription to your tip feed using MailChimp. If you have a high bounce rate on a high traffic prospect-focused post try to lower it by adding more and better CTAs



☐	Landing Page	Source / Medium	Acquisition			Behavior
			Sessions ↓	% New Sessions	New Users	Bounce Rate
			8,182 % of Total: 100.00% (8,182)	71.65% Avg for View: 71.61% (0.05%)	5,862 % of Total: 100.05% (5,859)	71.38% Avg for View: 71.38% (0.00%)
☐	1. /microsoft-dynamics-gp/gp-highlights/	google / organic	499 (6.10%)	97.19%	485 (8.27%)	68.74%
☐	2. /	(direct) / (none)	444 (5.43%)	64.19%	285 (4.86%)	38.06%
☐	3. /microsoft-dynamics-gp/	google / organic	407 (4.97%)	91.40%	372 (6.35%)	66.58%
☐	4. /	google / organic	226 (2.76%)	29.65%	67 (1.14%)	32.30%
☐	5. /microsoft-dynamics-gp/module-list/	google / organic	220 (2.69%)	70.45%	155 (2.64%)	76.36%
☐	6. /pricing-microsoft-dynamics-gp/software-list-price/	google / organic	202 (2.47%)	84.16%	170 (2.90%)	61.39%
☐	7. /microsoft-dynamics-gp/compare-gp/gp-vs-quickbooks/	google / organic	163 (1.99%)	90.80%	148 (2.52%)	80.37%
☐	8. /2016/08/micrsoft-dynamics-gp-tip-how-to-set-up-e-mail-document-options-in-dynamics-gp/	google / organic	152 (1.86%)	61.84%	94 (1.60%)	87.50%
☐	9. /2015/01/dynamics-gp-video-tip-easily-find-records-and-transactions-in-microsoft-dynamics-gp/	google / organic	127 (1.55%)	78.74%	100 (1.71%)	84.25%
☐	10. /2016/07/microsoft-dynamics-gp-tip-cheat-sheet-for-accounts-receivable-month-end-processes-in-microsoft-dynamics-gp/	google / organic	127 (1.55%)	65.35%	83 (1.42%)	85.83%

IMPROVE BOUNCE RATES ON ‘TIPS’ BLOG POSTS

When you discover a page has a high bounce rate, there are changes you can implement to that page to try to keep people on your website longer.

For example, when you see a ‘tips’ blog post has a high bounce rate, you can try to drive visitors further into your website by:

- Providing a MailChimp signup form for visitors to get all posts categorized with “GP Tip” via email.
- Placing an eye-catching banner at the bottom of the page with content such as, “Read Our 30 Tips for Microsoft Dynamics GP Users” and link to a complete list of all of your Dynamics GP tips.

Other ideas, depending on the page’s content, could include a link to a related case study or white paper.

DON’T BE ALARMED IF YOU SEE A HIGH BOUNCE RATE

IMPROVE BOUNCE RATES ON ‘PROSPECT TARGETED’ POSTS

When you discover a prospect targeted post has a high bounce rate or low time on site, there are changes you can implement to that page to try to keep people on your website longer.

- Improve or update the content so that it meets the quality expectations of the visitor
- Embed a short video from a webinar out-take or demo that ads to the written content
- Provide links from within the body copy to other relevant posts or pages on your site
- Improve or add CTA’s

OPTIMIZE HIGH QUALITY POSTS WITH LOW BOUNCE RATES BUT LOW TRAFFIC

Sometimes the highest quality posts on your site have low traffic because they were never optimized properly, or they are just targeted to very narrow niches

- If a high quality post has low traffic, check to make sure the title tag and description tags are properly optimized
- If the post/page has optimized meta-tags and low bounce rates and high time on site but is targeted to a very narrow niche, spend some time creating rewrites to post on other sites linking back to the original post.

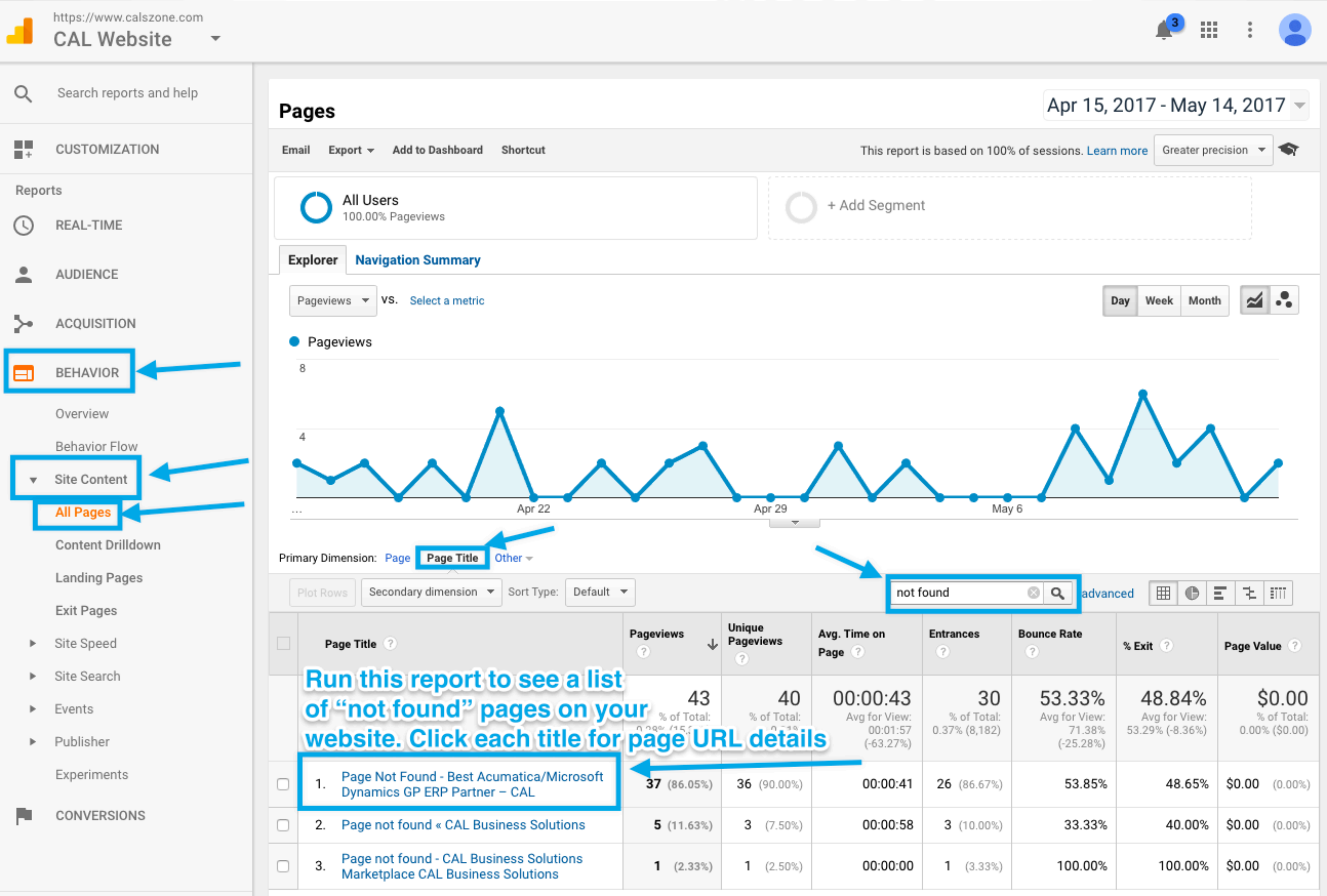
Google Search Console

Google Analytics

FIXING “NOT FOUND” PAGES

Run this report in Google Analytics to find 404 (not found) error pages on your website

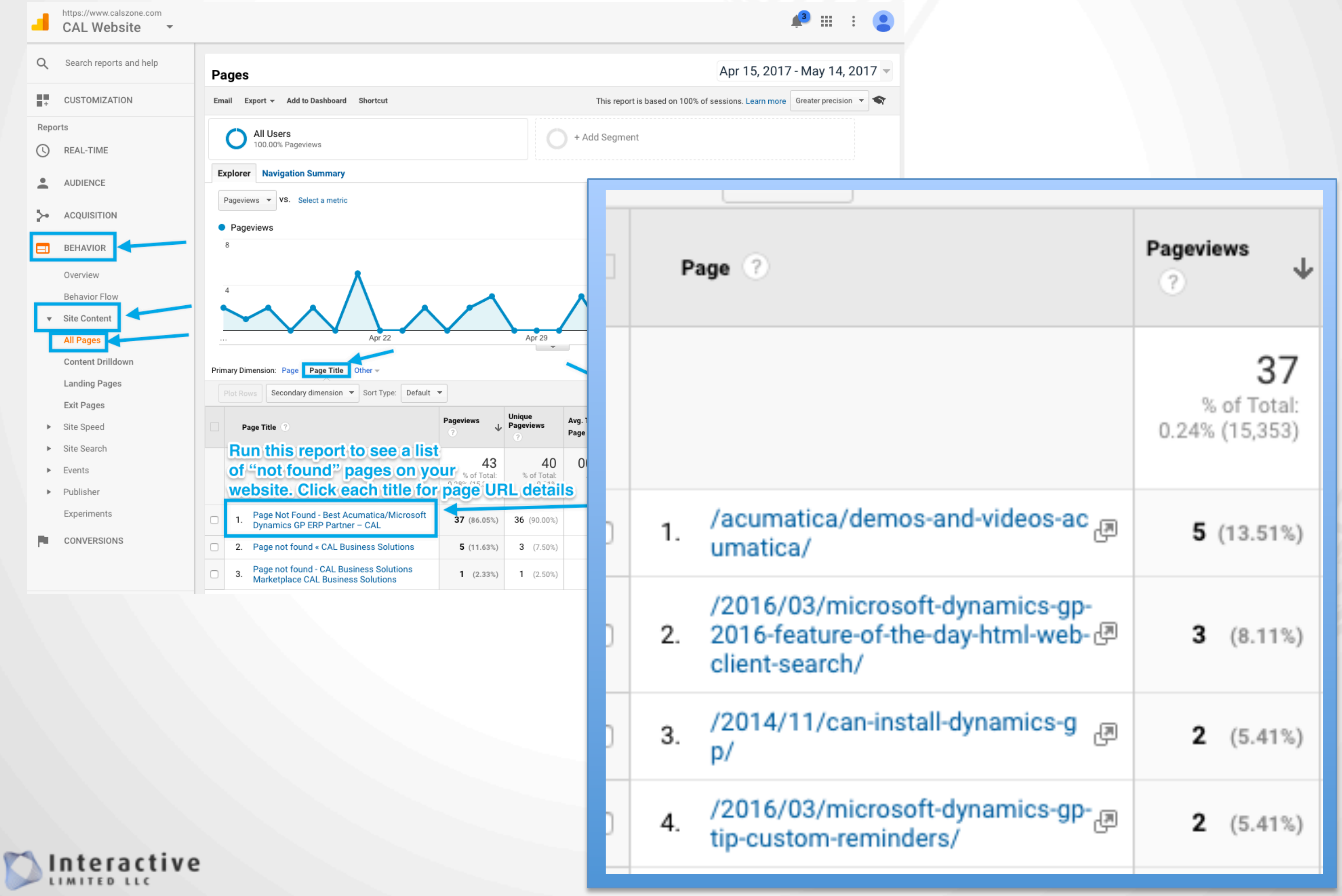
REPORT: “NOT FOUND” PAGES / 404 ERROR PAGES


https://www.calszone.com
CAL Website
Search reports and help
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
CONVERSIONS
Pages
Apr 15, 2017 - May 14, 2017
Email
Export
Add to Dashboard
Shortcut
This report is based on 100% of sessions. Learn more
Greater precision
All Users
100.00% Pageviews
+ Add Segment
Explorer
Navigation Summary
Pageviews
VS.
Select a metric
Day
Week
Month
Pageviews
8
4
Apr 22
Apr 29
May 6
Primary Dimension:
Page
Page Title
Other
Plot Rows
Secondary dimension
Sort Type:
Default
not found
advanced

Run this report to see a list of “not found” pages on your website. Click each title for page URL details

	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		43 % of Total: 0.28%	40 % of Total:	00:00:43 Avg for View: 00:01:57 (-63.27%)	30 % of Total: 0.37% (8,182)	53.33% Avg for View: 71.38% (-25.28%)	48.84% Avg for View: 53.29% (-8.36%)	$0.00 % of Total: 0.00% ($0.00)
☐	1. Page Not Found - Best Acumatica/Microsoft Dynamics GP ERP Partner – CAL	37 (86.05%)	36 (90.00%)	00:00:41	26 (86.67%)	53.85%	48.65%	$0.00 (0.00%)
☐	2. Page not found « CAL Business Solutions	5 (11.63%)	3 (7.50%)	00:00:58	3 (10.00%)	33.33%	40.00%	$0.00 (0.00%)
☐	3. Page not found - CAL Business Solutions Marketplace CAL Business Solutions	1 (2.33%)	1 (2.50%)	00:00:00	1 (3.33%)	100.00%	100.00%	$0.00 (0.00%)

REPORT: "NOT FOUND" PAGES / 404 ERROR PAGES



https://www.calszone.com
CAL Website
Search reports and help
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
CONVERSIONS
Pages
Email
Export
Add to Dashboard
Shortcut
Learn more
Greater precision
+ Add Segment
Explorer
Navigation Summary
Pageviews
VS.
Select a metric
8
4
Apr 22
Apr 29
Plot Rows
Secondary dimension
Default

Apr 15, 2017 - May 14, 2017

This report is based on 100% of sessions.

All Users
100.00% Pageviews

Primary Dimension: Page **Page Title** Other

Sort Type: Default

Page Title	Pageviews	Unique Pageviews
	43	40
1. Page Not Found - Best Acumatica/Microsoft Dynamics GP ERP Partner – CAL	37 (86.05%)	36 (90.00%)
2. Page not found « CAL Business Solutions	5 (11.63%)	3 (7.50%)
3. Page not found - CAL Business Solutions Marketplace CAL Business Solutions	1 (2.33%)	1 (2.50%)

Run this report to see a list of "not found" pages on your website. Click each title for page URL details

Page	Pageviews
	37 % of Total: 0.24% (15,353)
1. /acumatica/demos-and-videos-acumatica/	5 (13.51%)
2. /2016/03/microsoft-dynamics-gp-2016-feature-of-the-day-html-web-client-search/	3 (8.11%)
3. /2014/11/can-install-dynamics-gp/	2 (5.41%)
4. /2016/03/microsoft-dynamics-gp-tip-custom-reminders/	2 (5.41%)

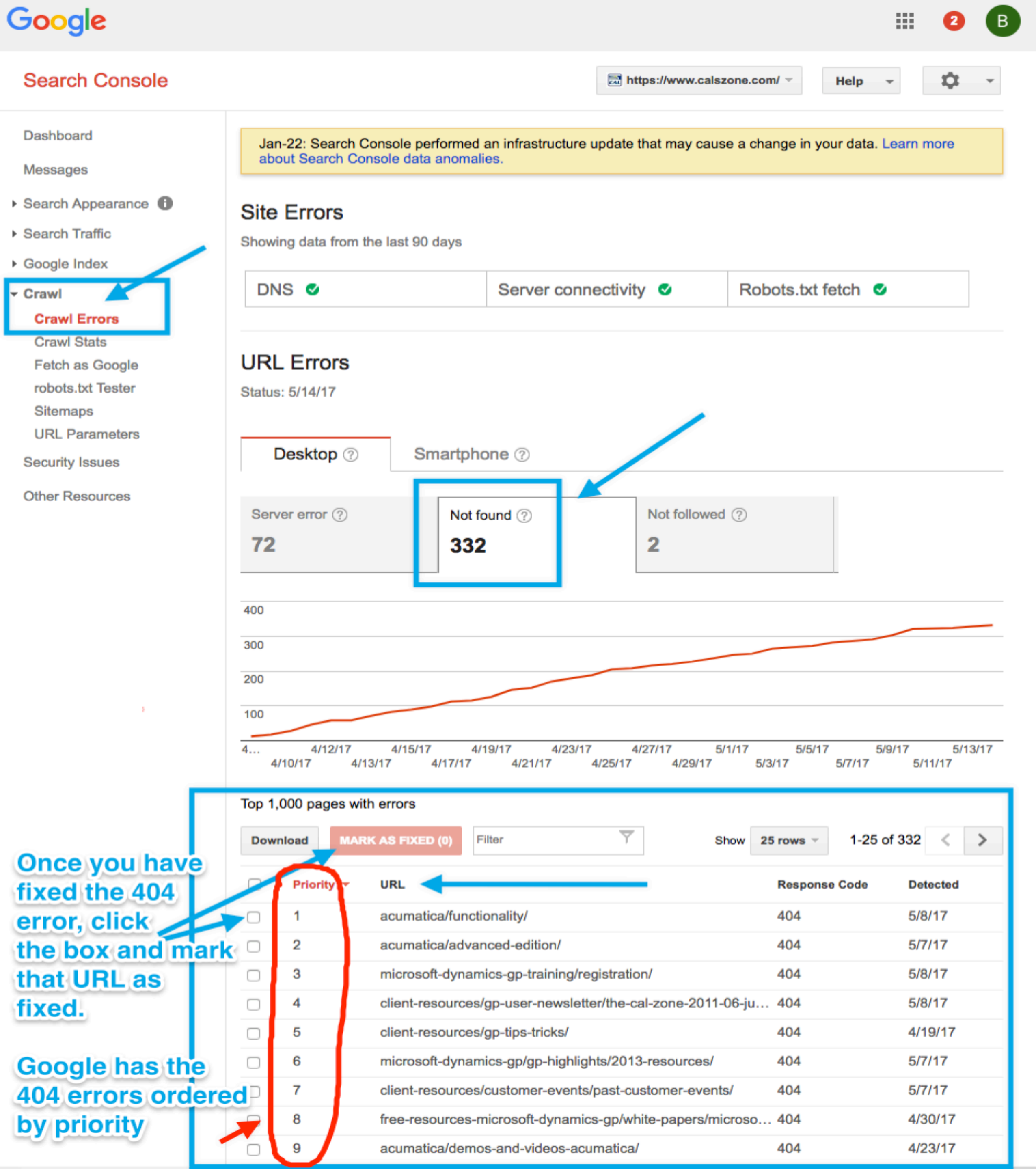
Interactive
LIMITED LLC

Fix:
Site Errors in

Google Search Console

Find a complete explanation of how to fix errors [here.]()

Interactive
LIMITED LLC


Google
Search Console
https://www.calszone.com/
Help
Dashboard
Messages
Search Appearance
Search Traffic
Google Index
Crawl
Crawl Errors
Crawl Stats
Fetch as Google
robots.txt Tester
Sitemaps
URL Parameters
Security Issues
Other Resources
400
300
200
100
4…
4/10/17
4/12/17
4/13/17
4/15/17
4/17/17
4/19/17
4/21/17
4/23/17
4/25/17
4/27/17
4/29/17
5/1/17
5/3/17
5/5/17
5/7/17
5/9/17
5/11/17
5/13/17
Download
MARK AS FIXED (0)
Filter
Show
25 rows

Jan-22: Search Console performed an infrastructure update that may cause a change in your data. Learn more about Search Console data anomalies.

Site Errors

Showing data from the last 90 days

DNS ✓	Server connectivity ✓	Robots.txt fetch ✓

URL Errors

Status: 5/14/17

Desktop | Smartphone

Server error	Not found	Not followed
72	332	2

Top 1,000 pages with errors

1-25 of 332

☐	Priority	URL	Response Code	Detected
☐	1	acumatica/functionality/	404	5/8/17
☐	2	acumatica/advanced-edition/	404	5/7/17
☐	3	microsoft-dynamics-gp-training/registration/	404	5/8/17
☐	4	client-resources/gp-user-newsletter/the-cal-zone-2011-06-ju…	404	5/8/17
☐	5	client-resources/gp-tips-tricks/	404	4/19/17
☐	6	microsoft-dynamics-gp/gp-highlights/2013-resources/	404	5/7/17
☐	7	client-resources/customer-events/past-customer-events/	404	5/7/17
☐	8	free-resources-microsoft-dynamics-gp/white-papers/microso…	404	4/30/17
☐	9	acumatica/demos-and-videos-acumatica/	404	4/23/17

Once you have fixed the 404 error, click the box and mark that URL as fixed.

Google has the 404 errors ordered by priority

WHY IS THIS SITE ERROR REPORT SO IMPORTANT?

It is important to run this report quarterly so you can fix “not found” pages and prevent a negative impact on your website’s SEO and user experience.

“Not found” pages are created when:

- Your website is redesigned or restructured and links to a page are changed.
- An old blog post, press release, or article links to a page like a webinar page or a piece of outdated content that was removed from your site.
- A marketer creates an incorrect link to a page in AdWords, marketing emails, directory listings etc.

When you change your website’s URL structure or take down a page that other sites link to, you lose PageRank, resulting in a decreased level of search visibility and a website that isn’t quite as powerful as it once was in terms of SEO. It is important to implement 301 redirects to a related page or the page’s new URL when a page is not found. When a user lands on a “not found” page they are also likely to bounce from your website and experience frustration when they aren’t able to access the content they were looking for.

Fixing Not Found Pages

- If you have access to the broken link that is creating the Not Found page just change the URL
- If you don’t have access to change the URL create a 301 redirect to the correct page or any relevant page on your site
- If you don’t have a relevant page on your site and it’s a good external link, create a new page on that URL

Prioritizing Fixing Not Found Pages

- Fixing all broken links can be a huge task − don’t try to fix all of your broken links, just fix the most important ones
- Google prioritizes the crawl error report by a number of unknown factors so we don’t completely trust that priority (see slide #10).
- The most important links to fix are links that are showing up as getting traffic of 5 or more clicks per month in your Google Analytics report (see slide #9)
- Also important are links from strong external sites even if they have only one click per month or less in the GA report
- Unimportant links are from spam sites or are from pages which appear to have no current link to your site

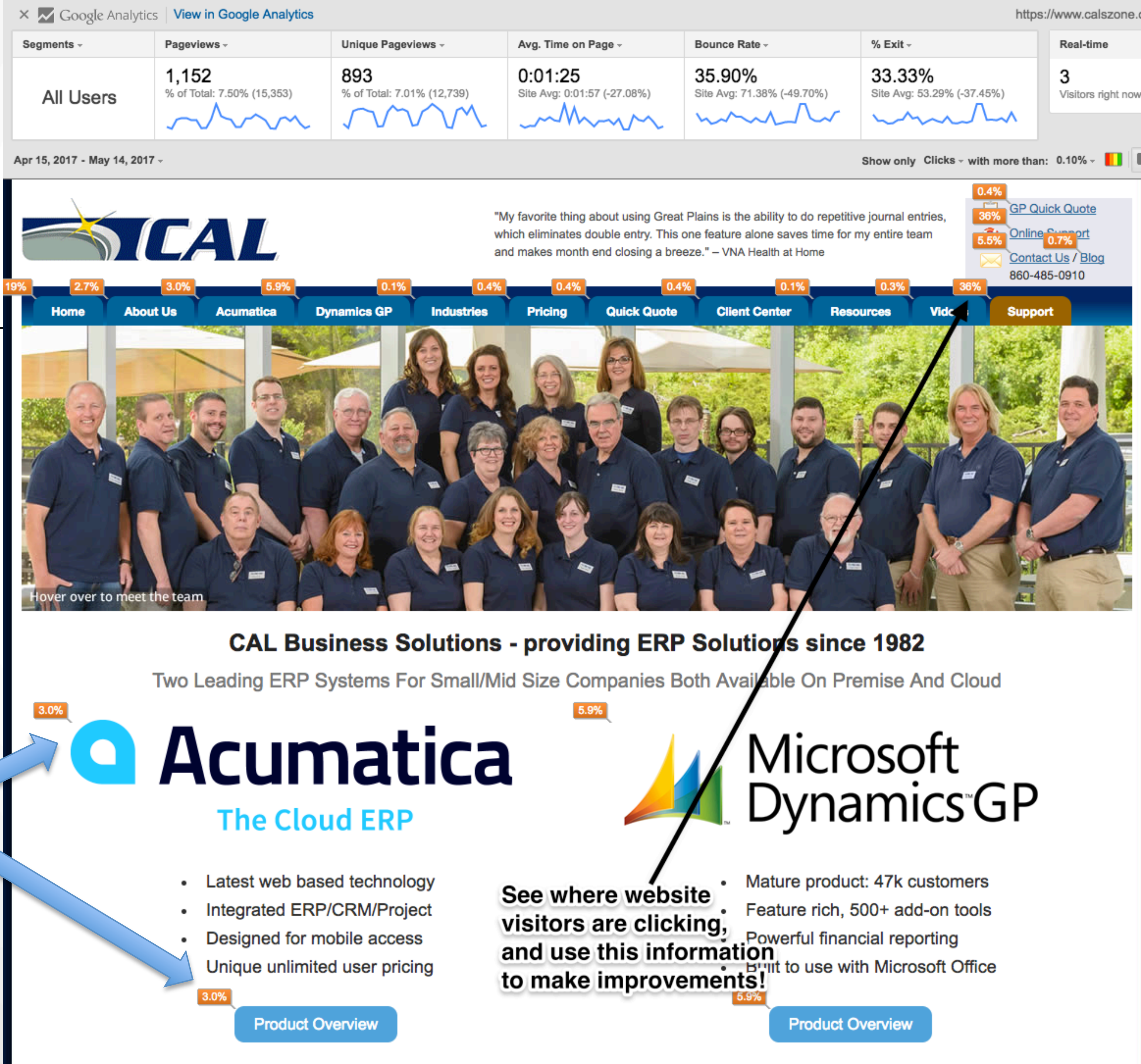
Google Analytics

PAGE ANALYTICS (BY GOOGLE)

Add this browser extension on Google Chrome to get a click map and more detailed website insight

SEE HOW CUSTOMERS ARE INTERACTING WITH YOUR WEB PAGES

NOTE: *The percentages do not add up to 100%.* When multiple links to the same destination are present on a single page, all instances of that link show the same percentage of the total 100%.



Google Analytics
View in Google Analytics
https://www.calszone.c

Segments	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	Real-time
All Users	1,152 % of Total: 7.50% (15,353)	893 % of Total: 7.01% (12,739)	0:01:25 Site Avg: 0:01:57 (-27.08%)	35.90% Site Avg: 71.38% (-49.70%)	33.33% Site Avg: 53.29% (-37.45%)	3 Visitors right now

Apr 15, 2017 - May 14, 2017

Show only Clicks with more than: 0.10%

CAL
0.4%
36% GP Quick Quote
5.5% Online Support 0.7%
Contact Us / Blog
860-485-0910
19% Home
2.7% About Us
3.0% Acumatica
5.9% Dynamics GP
0.1% Industries
0.4% Pricing
0.4% Quick Quote
0.4% Client Center
0.1% Resources
0.3% Videos
36% Support
Hover over to meet the team
3.0%
Acumatica
The Cloud ERP
5.9%
Microsoft Dynamics GP
3.0% Product Overview
5.9% Product Overview

"My favorite thing about using Great Plains is the ability to do repetitive journal entries, which eliminates double entry. This one feature alone saves time for my entire team and makes month end closing a breeze." – VNA Health at Home

CAL Business Solutions - providing ERP Solutions since 1982

Two Leading ERP Systems For Small/Mid Size Companies Both Available On Premise And Cloud

- Latest web based technology
- Integrated ERP/CRM/Project
- Designed for mobile access
- Unique unlimited user pricing

- Mature product: 47k customers
- Feature rich, 500+ add-on tools
- Powerful financial reporting
- Built to use with Microsoft Office

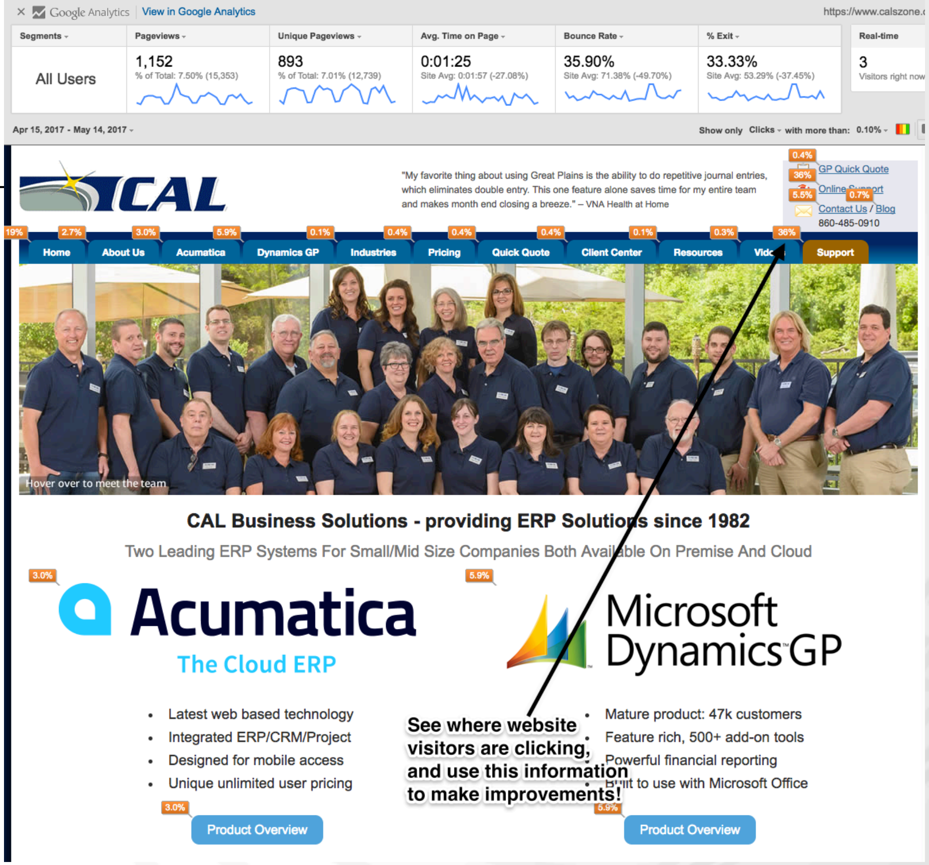
See where website visitors are clicking, and use this information to make improvements!

Interactive
LIMITED LLC

SEE HOW CUSTOMERS ARE INTERACTING WITH YOUR WEB PAGES

- Which areas of the page are website visitors gravitating to?
- Are certain areas of the page getting more clicks than others?
- Is the content you want people to see getting clicks?

These are just some of the questions this browser extension can help answer. Use insights from this report to optimize your website layout.



× Google Analytics | View in Google Analytics https://www.calszone.

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860-485-0910

Hover over to meet the team

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About Us
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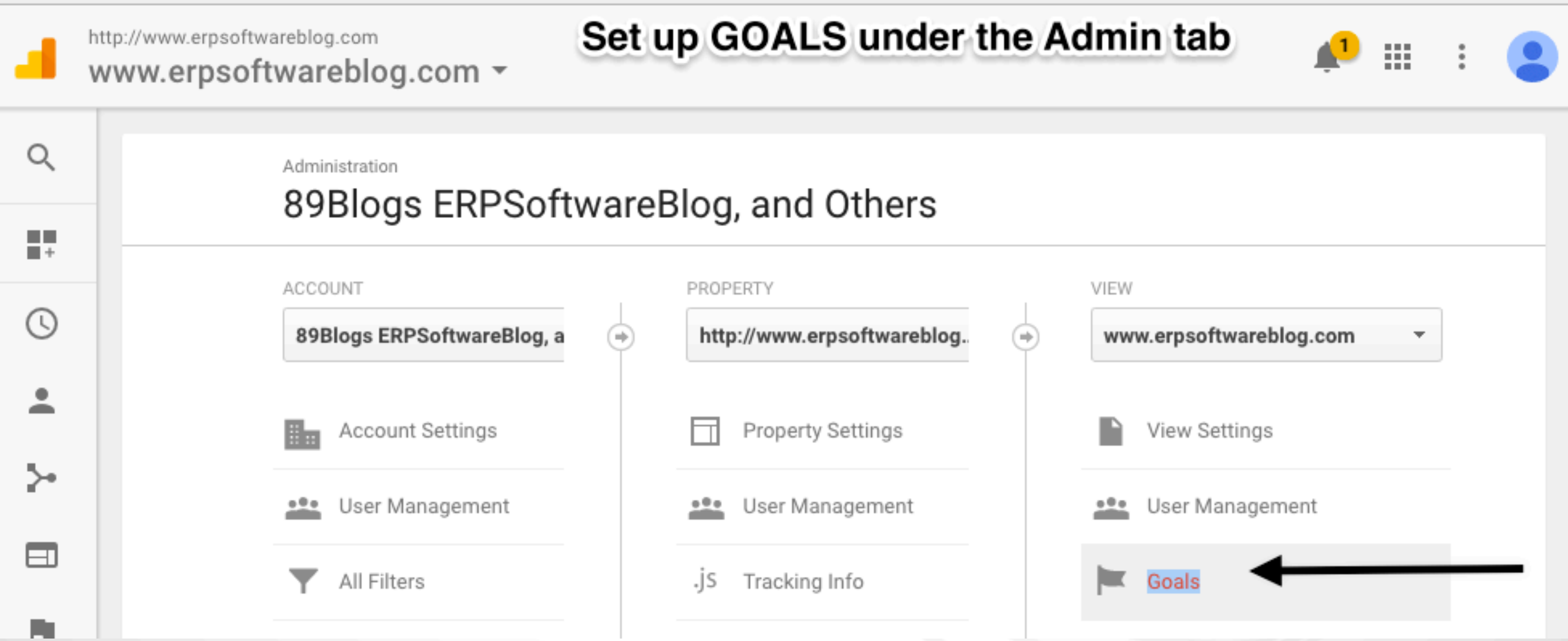
Acumatica
5.9%
Dynamics GP
0.1%
Industries
0.4%
Pricing
0.4%
Quick Quote
0.4%
Client Center
0.1%
Resources
0.3%
Vide
36%
Support
3.0%
5.9%
3.0%
Product Overview
5.9%
Product Overview

Google Analytics

SETTING UP GOALS

Use goals to measure how often users complete specific actions.

Use goals to measure how often users complete specific actions.



Set up GOALS under the Admin tab

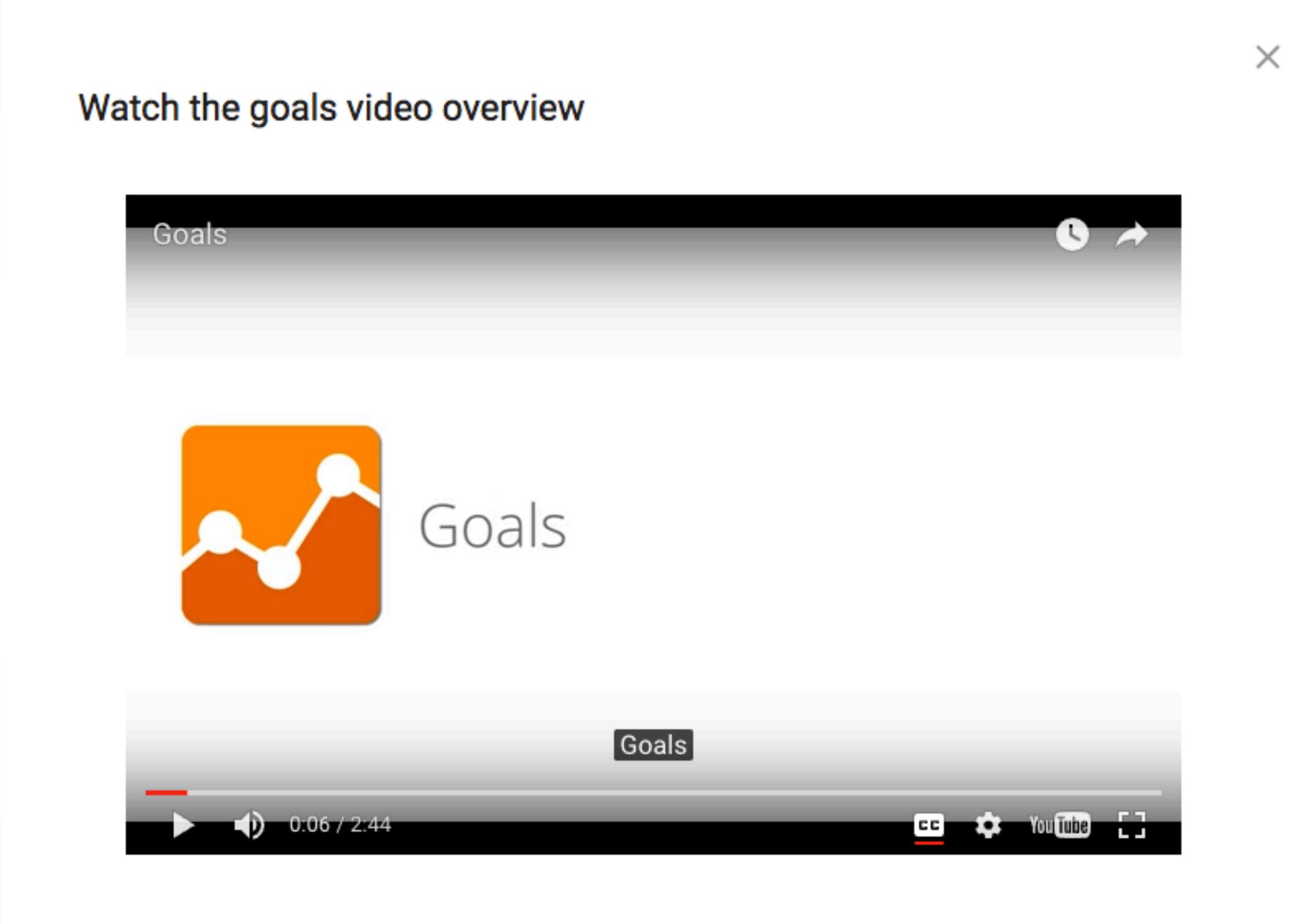
http://www.erpsoftwareblog.com
www.erpsoftwareblog.com
1
Administration

89Blogs ERPSoftwareBlog, and Others

ACCOUNT	PROPERTY	VIEW
89Blogs ERPSoftwareBlog, a	http://www.erpsoftwareblog..	www.erpsoftwareblog.com
Account Settings	Property Settings	View Settings
User Management	User Management	User Management
All Filters	.js Tracking Info	Goals

Interactive LIMITED LLC

Google Analytics

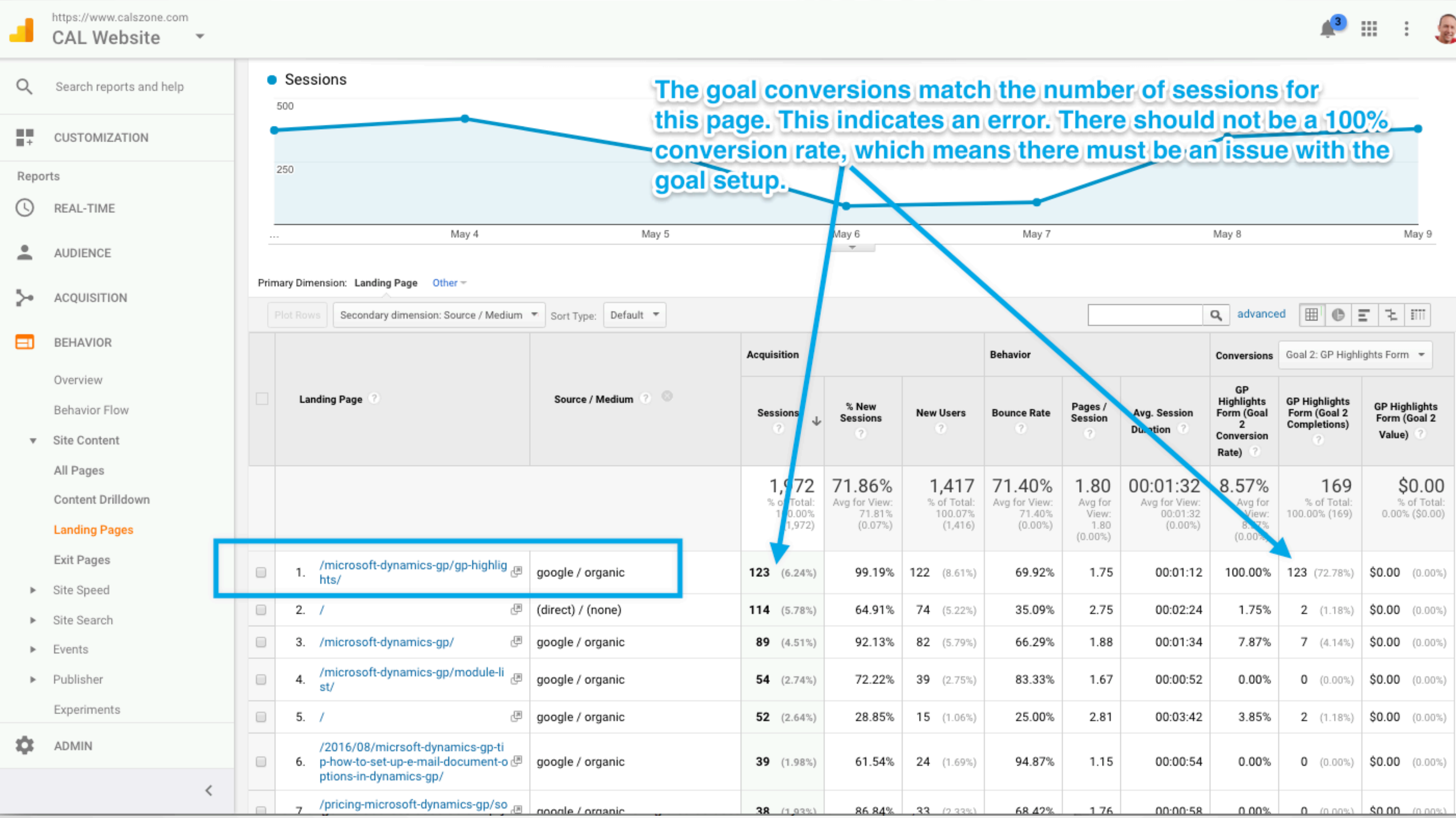


Watch the goals video overview

Goals
Goals
Goals
0:06 / 2:44
CC
YouTube

Learn more about goals here. Need help setting up goals? Contact dave@interactivelimited.com

ARE YOUR GOALS SET UP PROPERLY?


https://www.calszone.com
CAL Website
Search reports and help
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
ADMIN
Sessions
500
250
May 4
May 5
May 6
May 7
May 8
May 9
Plot Rows
Sort Type:
Default
advanced

The goal conversions match the number of sessions for this page. This indicates an error. There should not be a 100% conversion rate, which means there must be an issue with the goal setup.

Primary Dimension: Landing Page Other

Secondary dimension: Source / Medium

Conversions: Goal 2: GP Highlights Form

	Landing Page	Source / Medium	Acquisition			Behavior			Conversions		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	GP Highlights Form (Goal 2 Conversion Rate)	GP Highlights Form (Goal 2 Completions)	GP Highlights Form (Goal 2 Value)
			1,972 % of Total: 100.00% (1,972)	71.86% Avg for View: 71.81% (0.07%)	1,417 % of Total: 100.07% (1,416)	71.40% Avg for View: 71.40% (0.00%)	1.80 Avg for View: 1.80 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	8.57% Avg for View: 8.57% (0.00%)	169 % of Total: 100.00% (169)	$0.00 % of Total: 0.00% ($0.00)
☐	1. /microsoft-dynamics-gp/gp-highlights/	google / organic	123 (6.24%)	99.19%	122 (8.61%)	69.92%	1.75	00:01:12	100.00%	123 (72.78%)	$0.00 (0.00%)
☐	2. /	(direct) / (none)	114 (5.78%)	64.91%	74 (5.22%)	35.09%	2.75	00:02:24	1.75%	2 (1.18%)	$0.00 (0.00%)
☐	3. /microsoft-dynamics-gp/	google / organic	89 (4.51%)	92.13%	82 (5.79%)	66.29%	1.88	00:01:34	7.87%	7 (4.14%)	$0.00 (0.00%)
☐	4. /microsoft-dynamics-gp/module-list/	google / organic	54 (2.74%)	72.22%	39 (2.75%)	83.33%	1.67	00:00:52	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	5. /	google / organic	52 (2.64%)	28.85%	15 (1.06%)	25.00%	2.81	00:03:42	3.85%	2 (1.18%)	$0.00 (0.00%)
☐	6. /2016/08/micrsoft-dynamics-gp-tip-how-to-set-up-e-mail-document-options-in-dynamics-gp/	google / organic	39 (1.98%)	61.54%	24 (1.69%)	94.87%	1.15	00:00:54	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	7. /pricing-microsoft-dynamics-gp/so	google / organic	38 (1.93%)	86.84%	33 (2.33%)	68.42%	1.76	00:00:58	0.00%	0 (0.00%)	$0.00 (0.00%)

TRACKING CONVERSIONS

We often see a discrepancy in data between Google AdWords and Google Analytics. We recommend relying on Google AdWords data for AdWords advertising performance metrics.

DATA USED IN THIS PRESENTATION FROM CAL BUSINESS SOLUTIONS

For questions, contact:

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dave@interactivelimited.com

Brittany Farley
brittany@interactivelimited.com

Phone: 888-800-0999