

Advanced Blog Training

How to Pull Actionable Information Out of Your Google Analytics Reports

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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 traffic. Optimize these pages in order to keep driving traffic to your website.

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

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

LANDING PAGES

Summary

Site Usage

Goal Set 1

Ecommerce

Sessions ▾ VS. Select a metric

Sessions

500

250

Apr 22

Apr 29

Primary Dimension: **Landing Page** **Other** ▾

Plot Rows

Secondary dimension: **Source / Medium** ▾ Sort Type: **Default** ▾

	Landing Page ?	Source / Medium ?	Acquisition
			Sessions ?
			8,182 % of Total: 100.00% (8,182)
<input type="checkbox"/>	1. /microsoft-dynamics-gp/gp-highlights/	google / organic	499 (6.10%)
<input type="checkbox"/>	2. /	(direct) / (none)	444 (5.43%)
<input type="checkbox"/>	3. /microsoft-dynamics-gp/	google / organic	407 (4.97%)
<input type="checkbox"/>	4. /	google / organic	226 (2.76%)
<input type="checkbox"/>	5. /microsoft-dynamics-gp/module-list/	google / organic	220 (2.69%)
<input type="checkbox"/>	6. /pricing-microsoft-dynamics-gp/software-list-price/	google / organic	202 (2.47%)
<input type="checkbox"/>	7. /microsoft-dynamics-gp/compare-gp-gp-vs-quickbooks/	google / organic	163 (1.99%)

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?
- If the page is a blog post, is the information still relevant to the latest product and information available?
- Is a phone number, email or link to a contact form/page easily accessible?
- Can you provide links to other relevant content on your site?

LANDING PAGES REPORT – Bounce Rates

Pages with tips tend to have a high bounce rate because people typically visit the site, read the tip and move on. These types of blog posts DO tend to drive traffic to a website. It is possible you may be trading off high bounce rates for more traffic to the website. You can compare page traffic and bounce rates with the page content to uncover why people may be bouncing off the page.

	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%)
<input type="checkbox"/>	1. /microsoft-dynamics-gp/gp-highlights/	google / organic	499 (6.10%)	97.19%	485 (8.27%)	68.74%
<input type="checkbox"/>	2. /	(direct) / (none)	444 (5.43%)	64.19%	285 (4.86%)	38.06%
<input type="checkbox"/>	3. /microsoft-dynamics-gp/	google / organic	407 (4.97%)	91.40%	372 (6.35%)	66.58%
<input type="checkbox"/>	4. /	google / organic	226 (2.76%)	29.65%	67 (1.14%)	32.30%
<input type="checkbox"/>	5. /microsoft-dynamics-gp/module-list/	google / organic	220 (2.69%)	70.45%	155 (2.64%)	76.36%
<input type="checkbox"/>	6. /pricing-microsoft-dynamics-gp/software-list-price/	google / organic	202 (2.47%)	84.16%	170 (2.90%)	61.39%
<input type="checkbox"/>	7. /microsoft-dynamics-gp/compare-gp/gp-vs-quickbooks/	google / organic	163 (1.99%)	90.80%	148 (2.52%)	80.37%
<input type="checkbox"/>	8. /2016/08/microsoft-dynamics-gp-tip-how-to-set-up-e-mail-document-options-in-dynamics-gp/	google / organic	159 (1.93%)	61.94%	94 (1.59%)	87.50%
<input type="checkbox"/>	9. /2015/01/dynamics-gp-video-tip-easily-find-records-and-transactions-in-microsoft-dynamics-gp/	google / organic	127 (1.55%)	70.74%	100 (1.71%)	84.25%
<input type="checkbox"/>	10. /2016/07/microsoft-dynamics-gp-tip-cheat-sheet-for-accounts-receivable-month-end-processes-in-microsoft-dynamics-gp/	google / organic	127 (1.55%)	65.85%	88 (1.49%)	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 list of related tips or information at the bottom of the page so users will click on related information once they get the information they came to the current page for.
- 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**



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

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

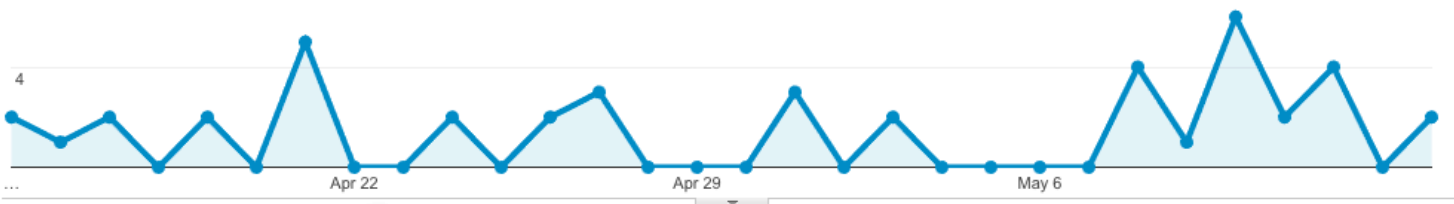
Pageviews VS. Select a metric

Day Week Month



Pageviews

8



Primary Dimension: Page Page Title Other

Plot Rows

Secondary dimension

Sort Type: Default

not found

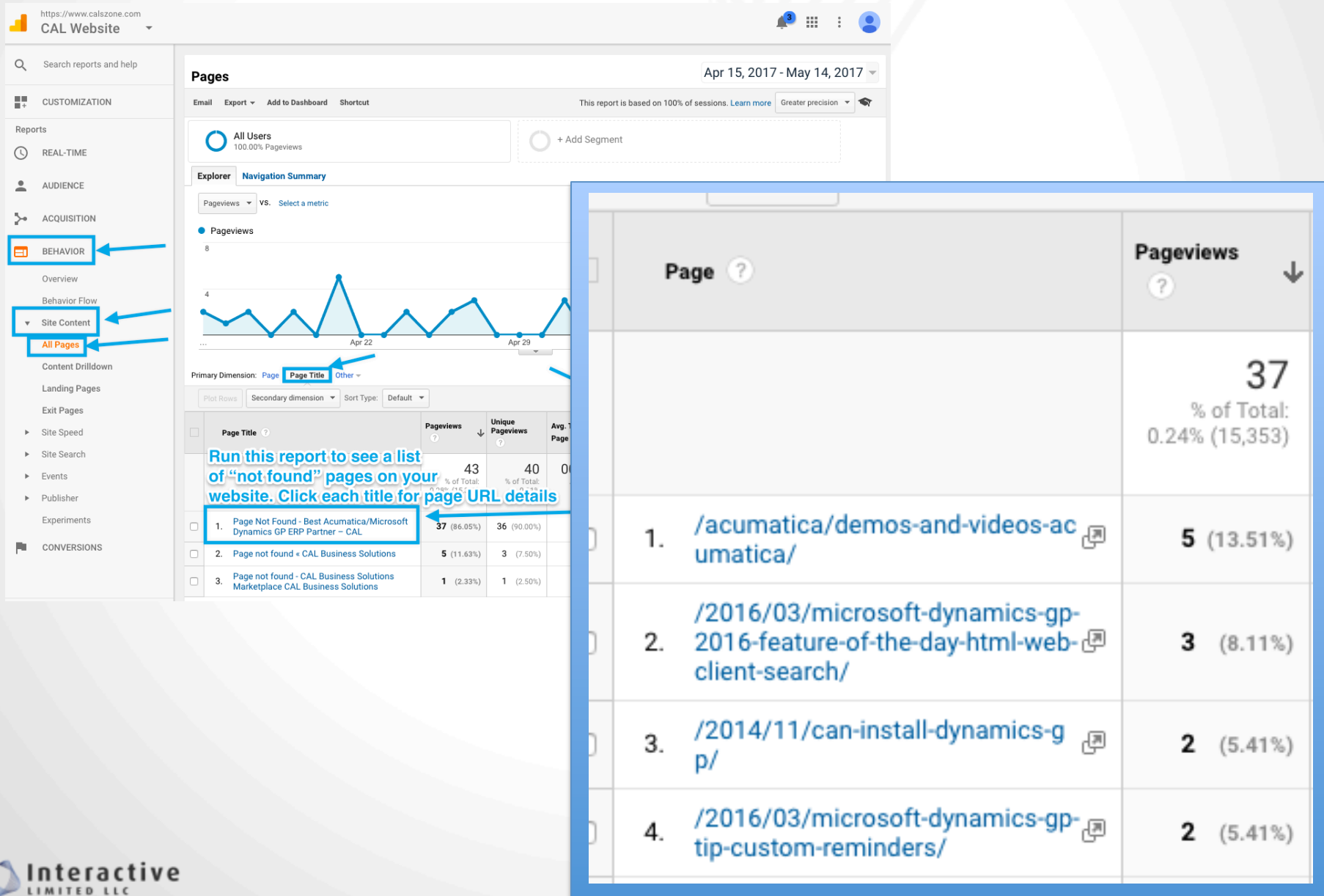
advanced

Grid View Icons

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	40	00:00:43	30	53.33%	48.84%	\$0.00
		% of Total: 0.22% (15.5%)	% of Total: 0.13% (9.1%)	Avg for View: 00:01:57 (-63.27%)	% of Total: 0.37% (8,182)	Avg for View: 71.38% (-25.28%)	Avg for View: 53.29% (-8.36%)	% of Total: 0.00% (\$0.00)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)
<input type="checkbox"/>	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%)

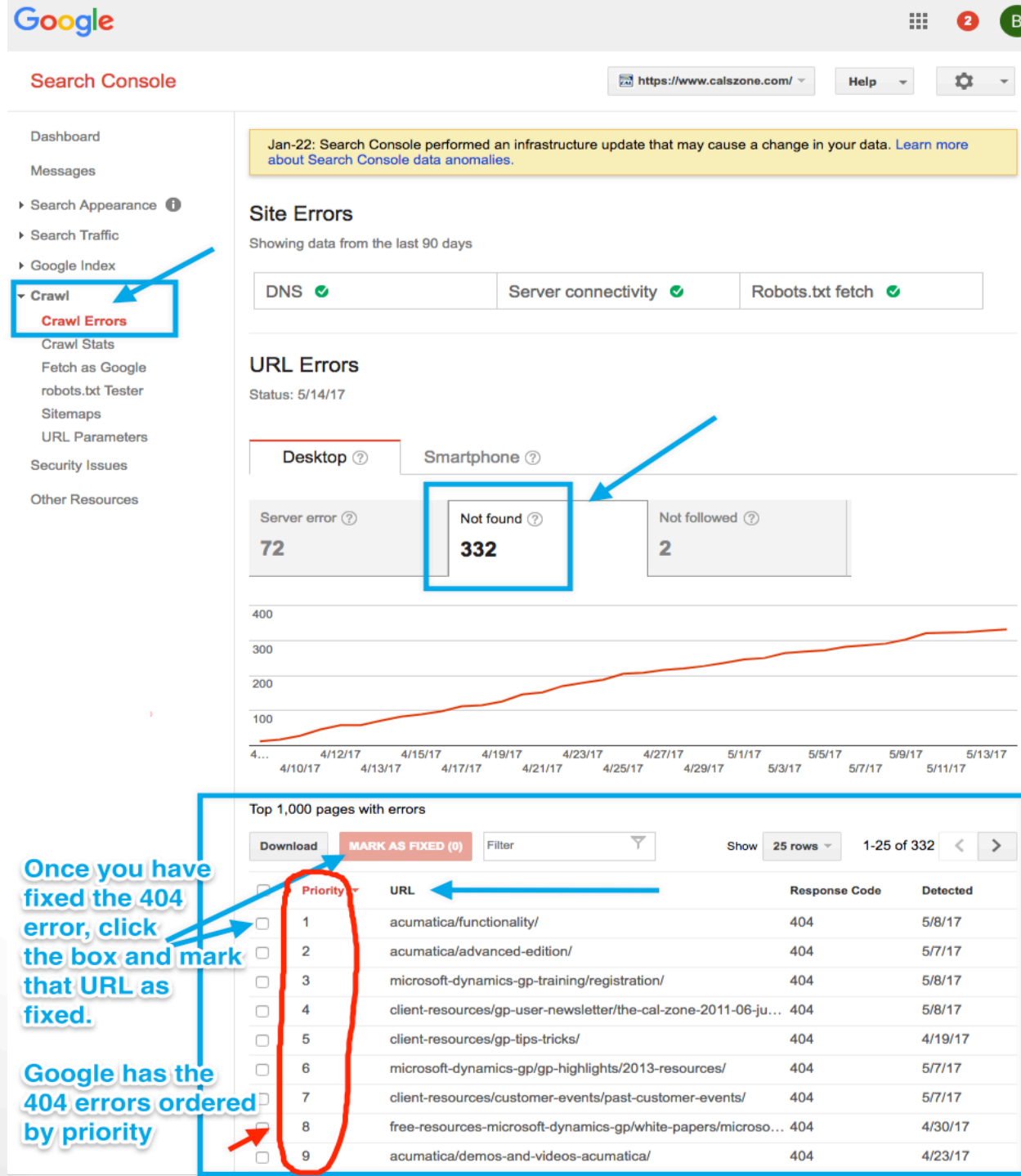
REPORT: "NOT FOUND" PAGES / 404 ERROR PAGES



Fix: Site Errors in

Google | Search Console

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



Search Console

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

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 **72**

Not found **332**

Not followed **2**

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

Top 1,000 pages with errors

Download MARK AS FIXED (0) Filter

Show 25 rows 1-25 of 332

	Priority	URL	Response Code	Detected
<input type="checkbox"/>	1	acumatica/functionality/	404	5/8/17
<input type="checkbox"/>	2	acumatica/advanced-edition/	404	5/7/17
<input type="checkbox"/>	3	microsoft-dynamics-gp-training/registration/	404	5/8/17
<input type="checkbox"/>	4	client-resources/gp-user-newsletter/the-cal-zone-2011-06-ju...	404	5/8/17
<input type="checkbox"/>	5	client-resources/gp-tips-tricks/	404	4/19/17
<input type="checkbox"/>	6	microsoft-dynamics-gp/gp-highlights/2013-resources/	404	5/7/17
<input type="checkbox"/>	7	client-resources/customer-events/past-customer-events/	404	5/7/17
<input type="checkbox"/>	8	free-resources-microsoft-dynamics-gp/white-papers/microso...	404	4/30/17
<input type="checkbox"/>	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

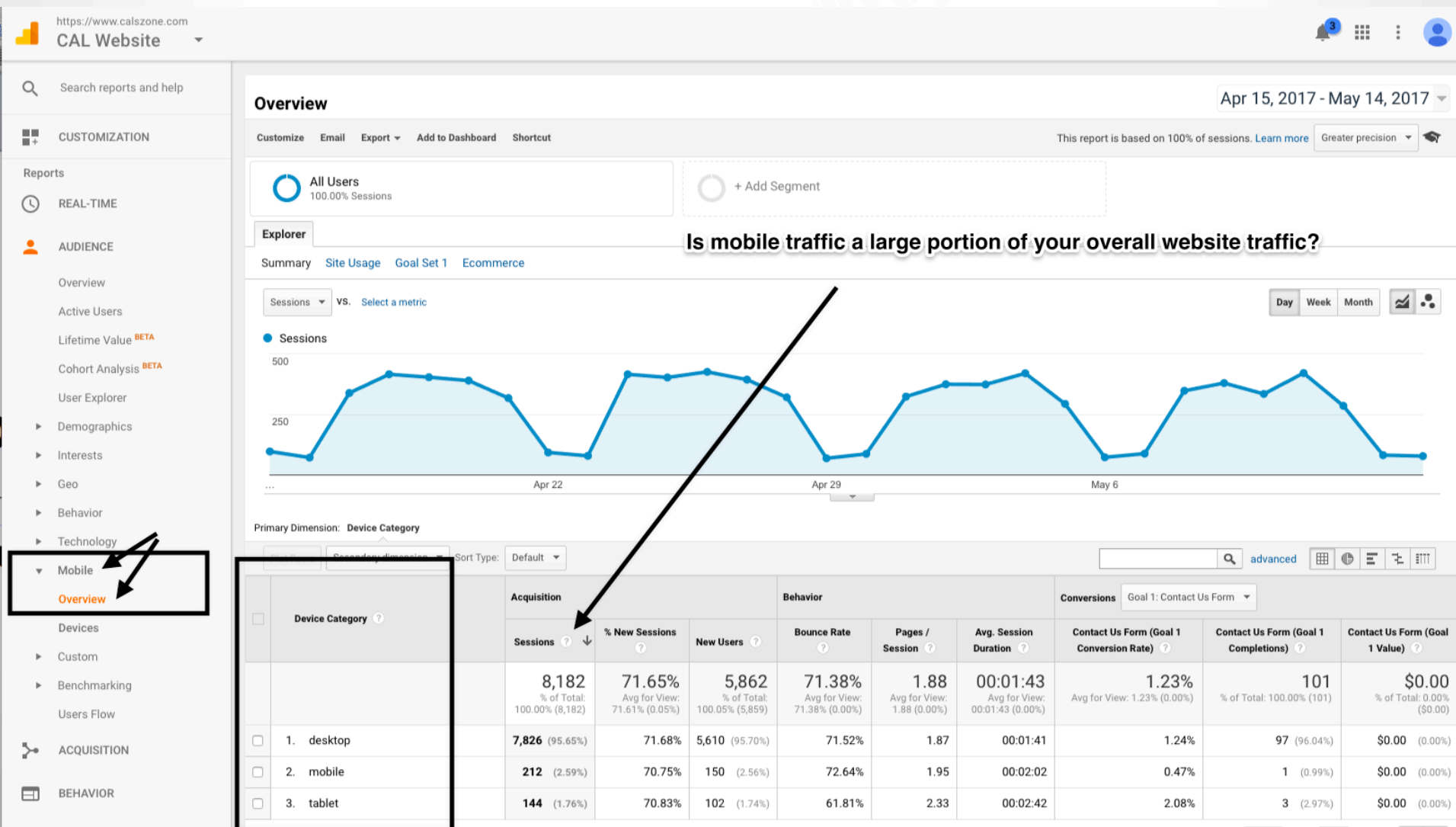


MOBILE TRAFFIC REPORT

What devices are people using to browse your website?

IS IT IMPORTANT FOR YOUR WEBSITE TO BE OPTIMIZED FOR MOBILE?

Consult this report to determine if it is important to take the next step with your website and optimize for mobile. If you don't have a lot of traffic from mobile devices, a mobile-optimized website may be lower on your priority list.



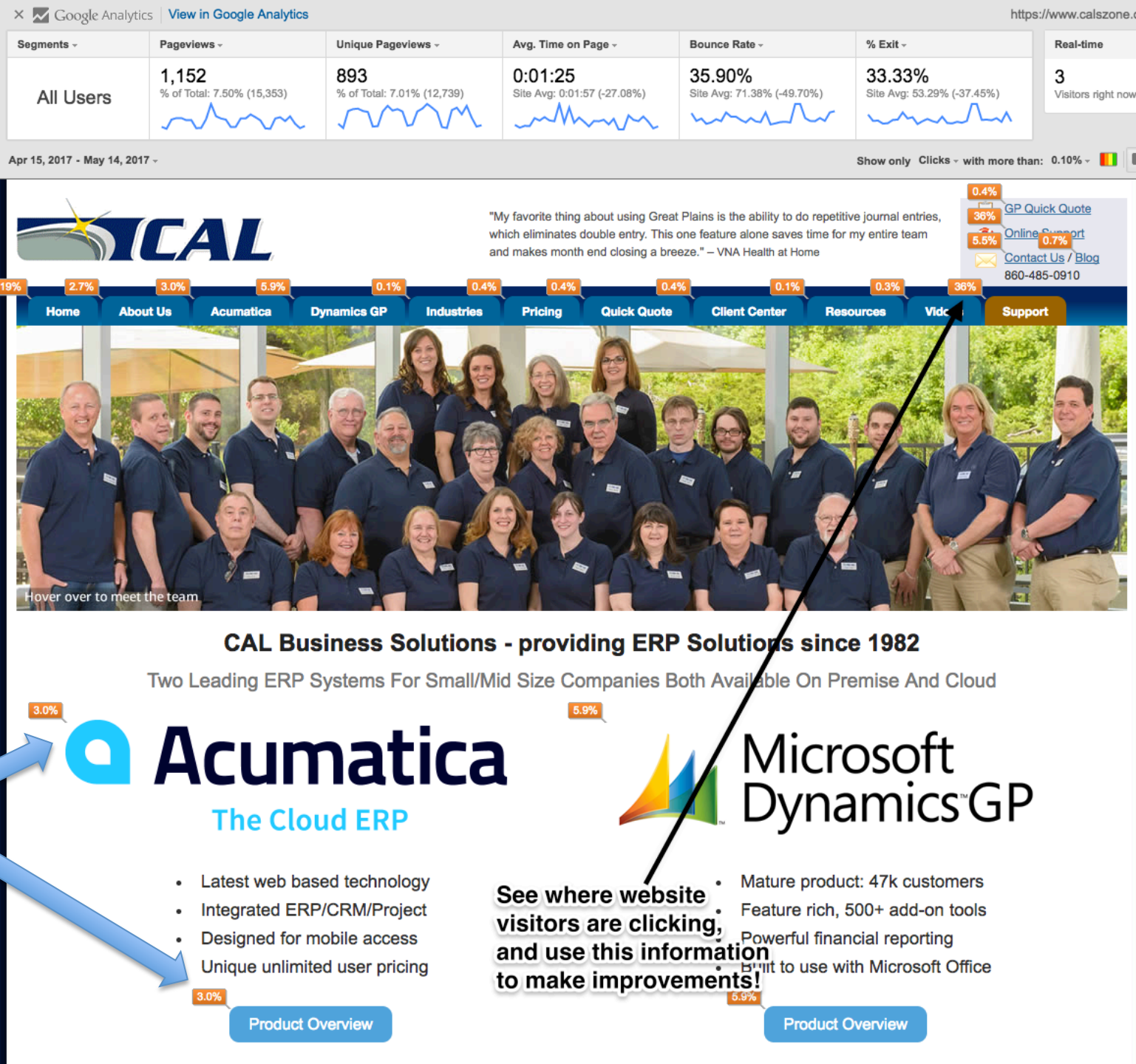


PAGE ANALYTICS (BY GOOGLE)

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

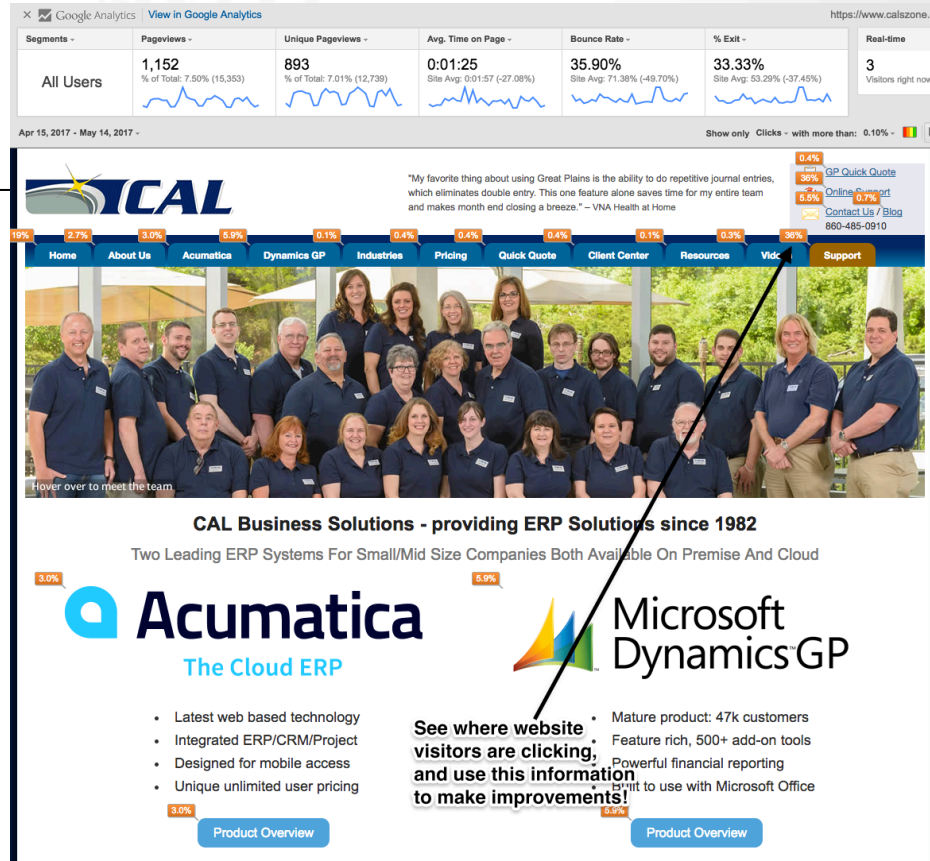
NOTE: The percentages do not add up to 100%. When multiple links to the same destination are present on a single page, all instances of that link show the same percentage of the total 100%.



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

SETTING UP GOALS

Use goals to measure how often users complete specific actions.

Use goals to measure how often users complete specific actions.

http://www.erpsoftwareblog.com
www.erpsoftwareblog.com

Set up GOALS under the Admin tab

Administration
89Blogs ERPSoftwareBlog, and Others

ACCOUNT

89Blogs ERPSoftwareBlog, a

PROPERTY

http://www.erpsoftwareblog..

VIEW

www.erpsoftwareblog.com

Account Settings

User Management

All Filters

Property Settings

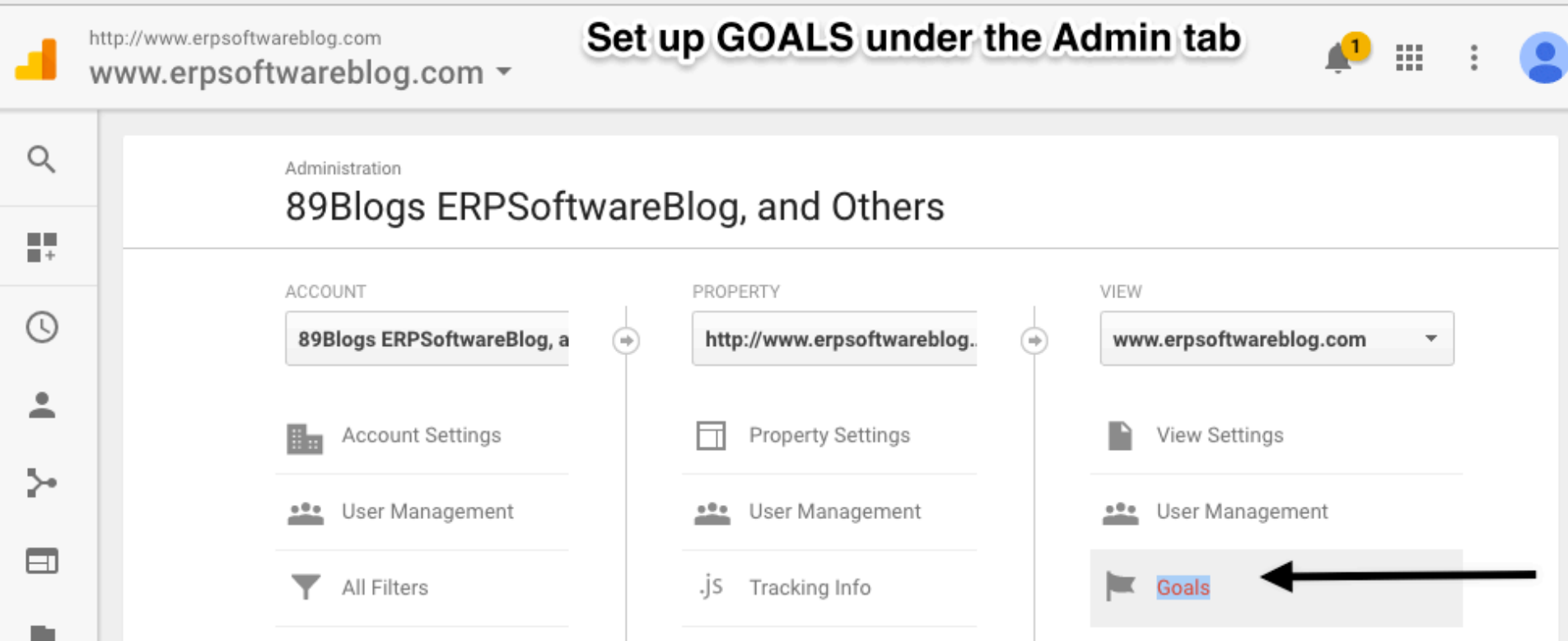
User Management

.js Tracking Info

View Settings

User Management

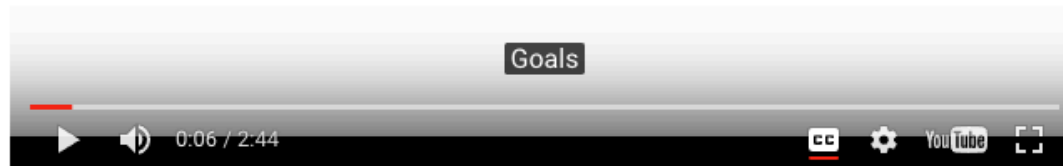
Goals



Watch the goals video overview

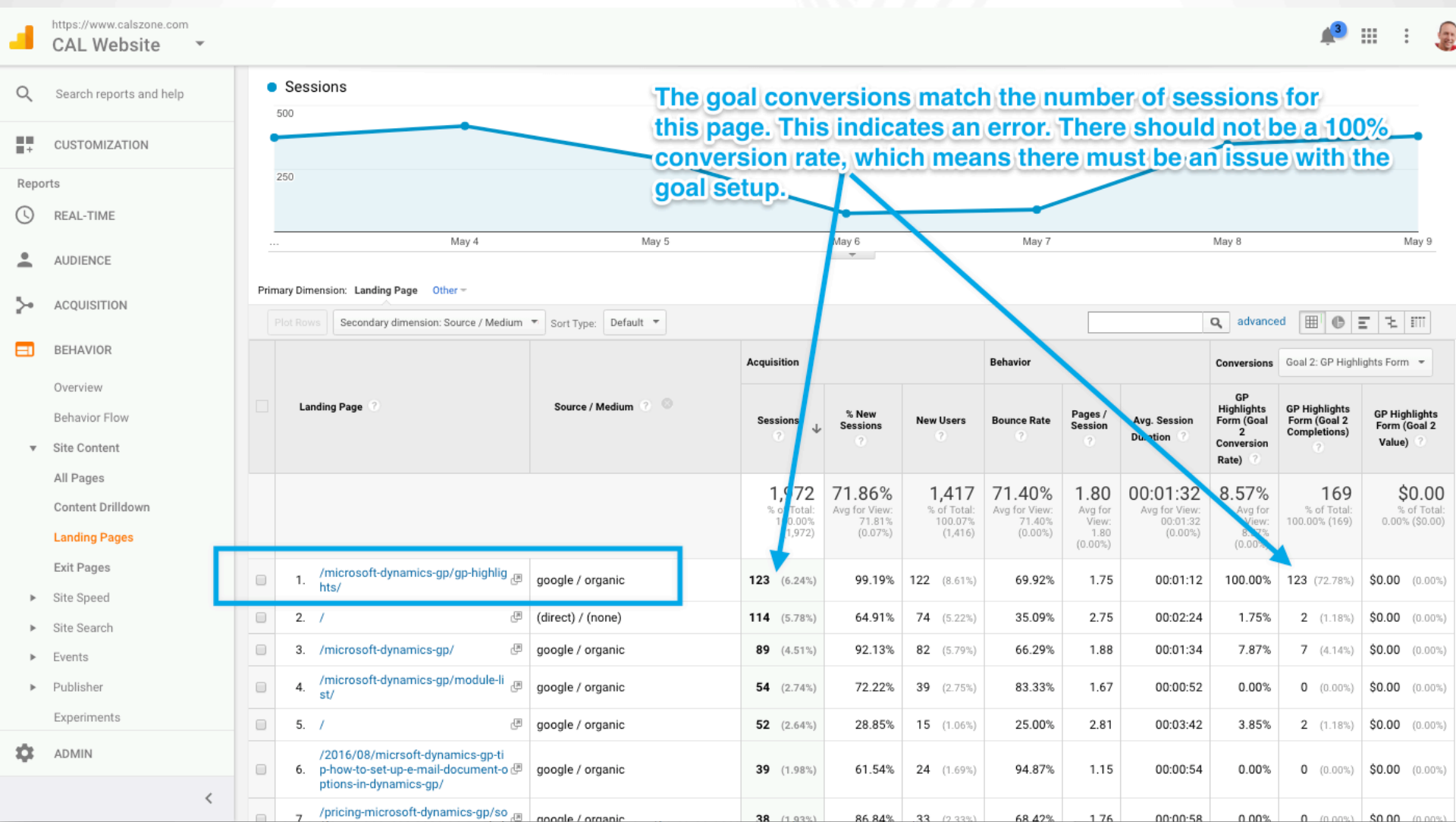


Goals



Learn more about goals [here](#). Need help setting up goals? Contact dave@interactivelimited.com

ARE YOUR GOALS SET UP PROPERLY?





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

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