Advanced Blog Training

How to Pull Actionable Information Out of Your Google Analytics Reports

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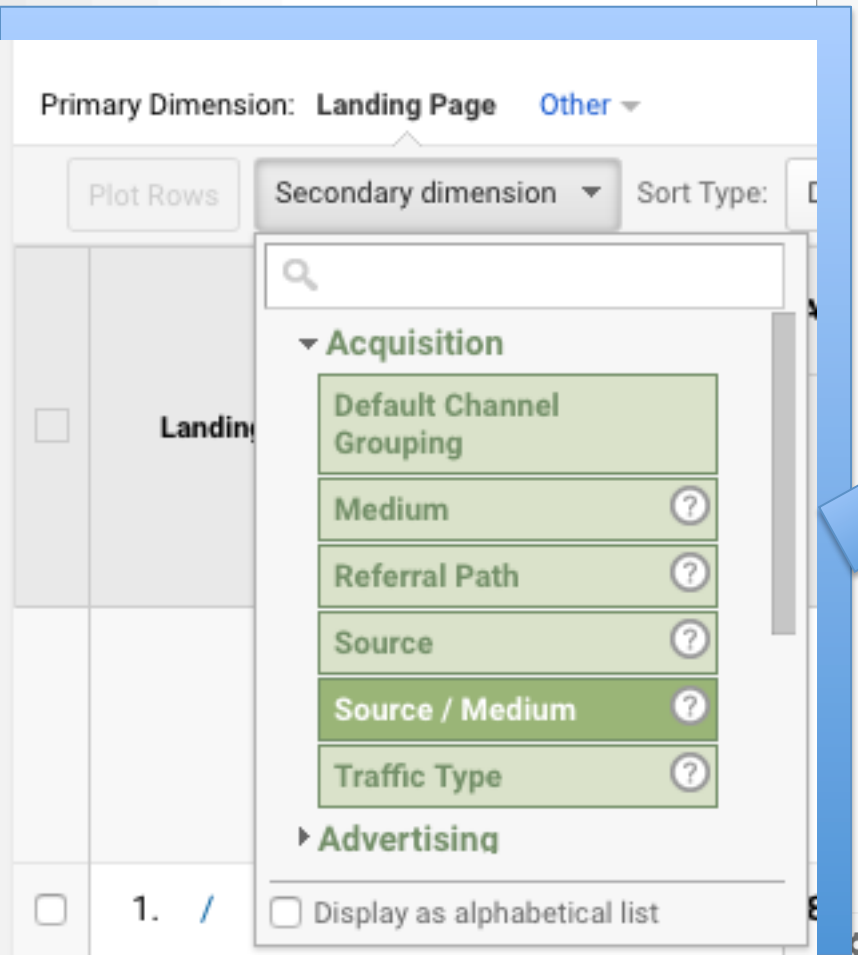
By Dave Foreman

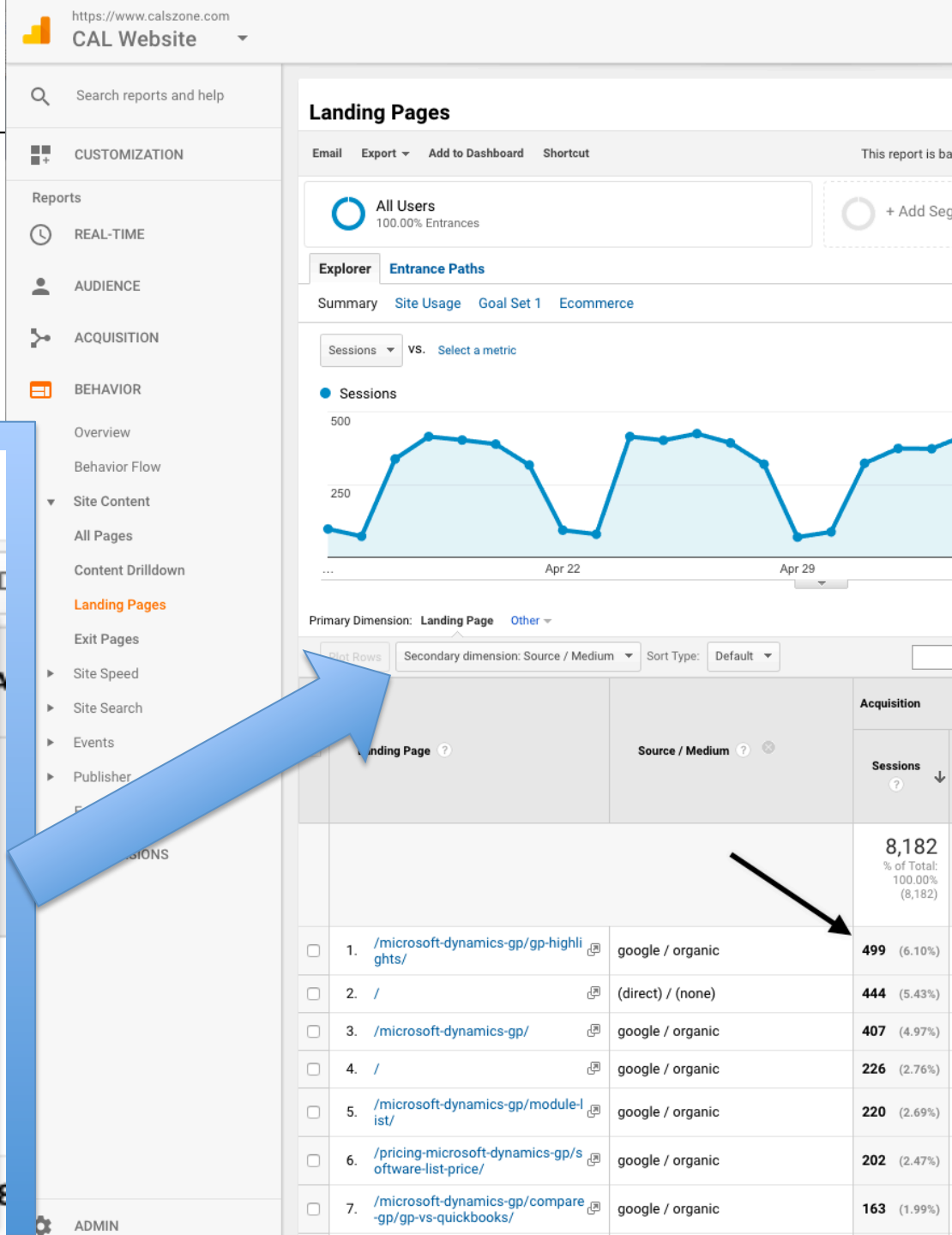
LANDING PAGES REPORT

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.





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%)
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%)	65.85%	88 (1.50%)	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

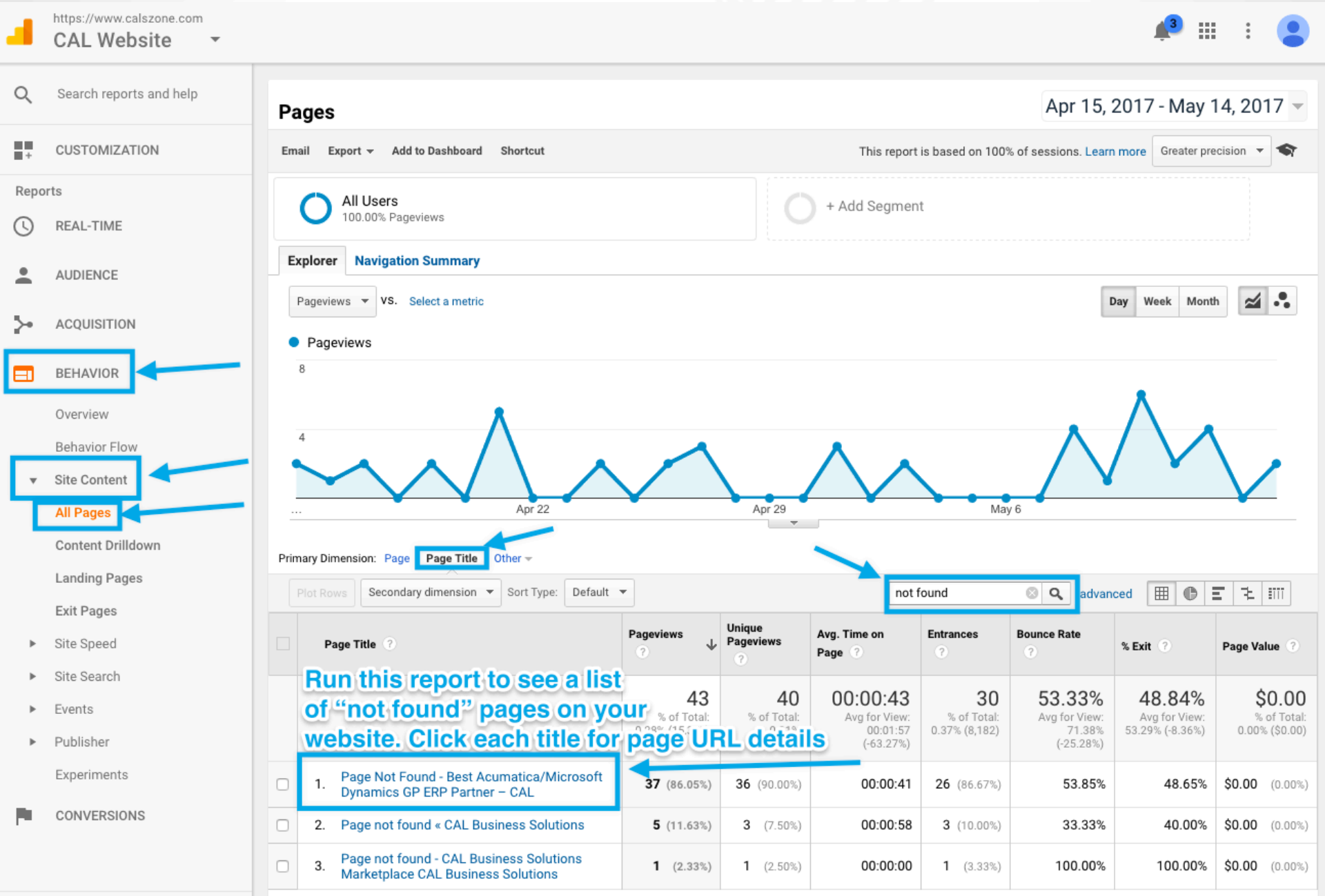
Google | Search Console

Google Analytics

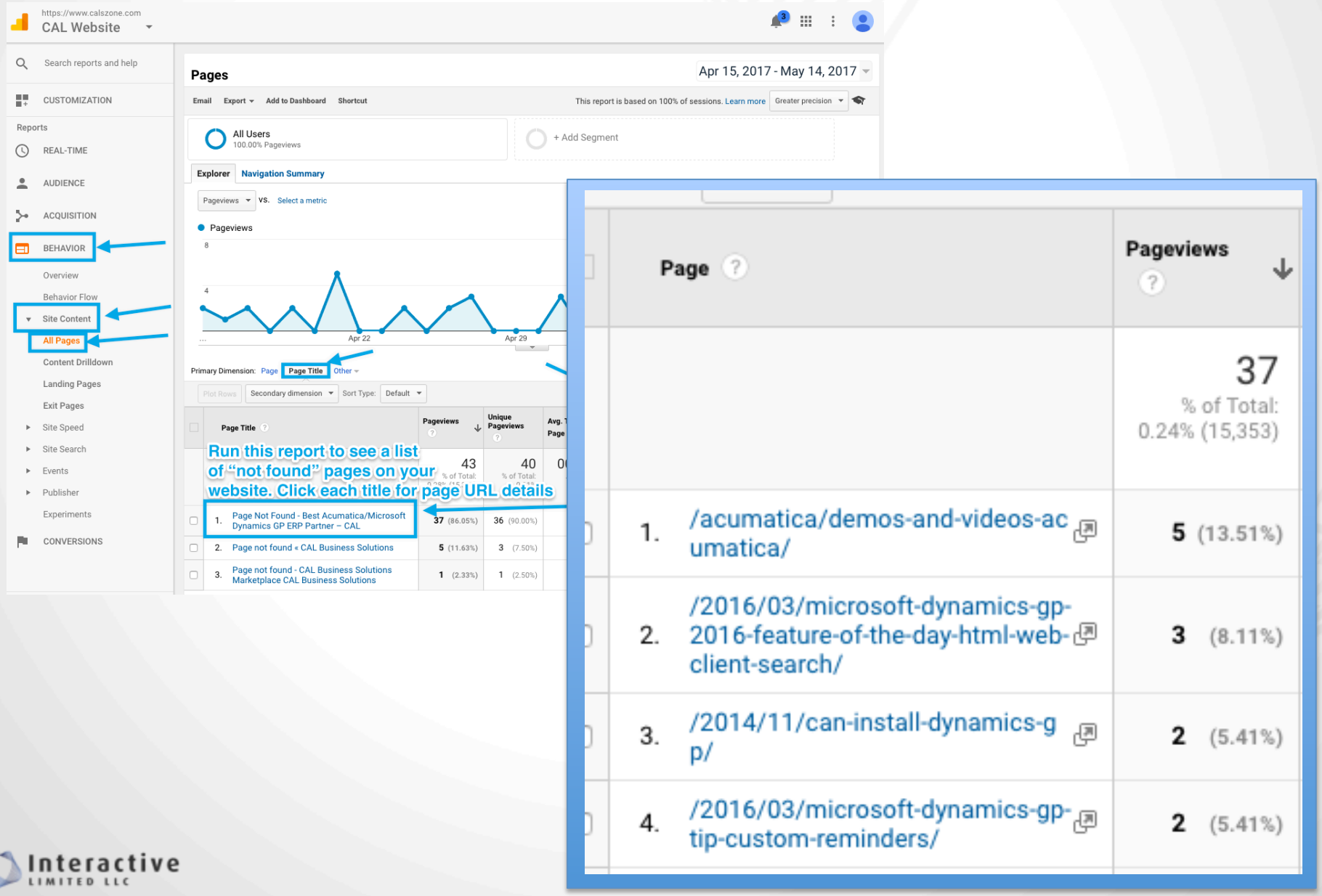
FIXING “NOT FOUND” PAGES

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

REPORT: “NOT FOUND” PAGES / 404 ERROR PAGES



REPORT: “NOT FOUND” PAGES / 404 ERROR PAGES



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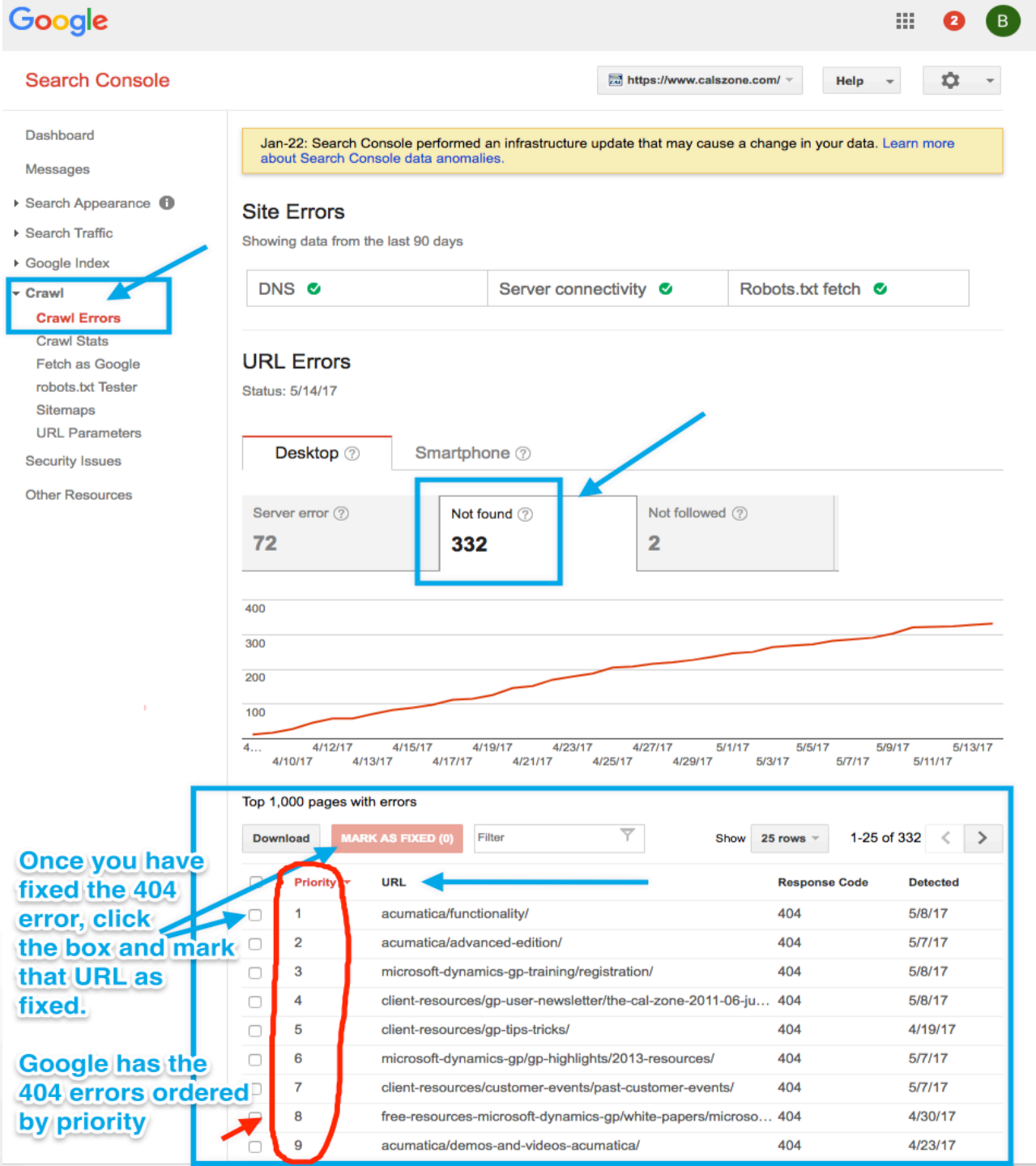
Fix:
Site Errors in

Google Search Console

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



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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

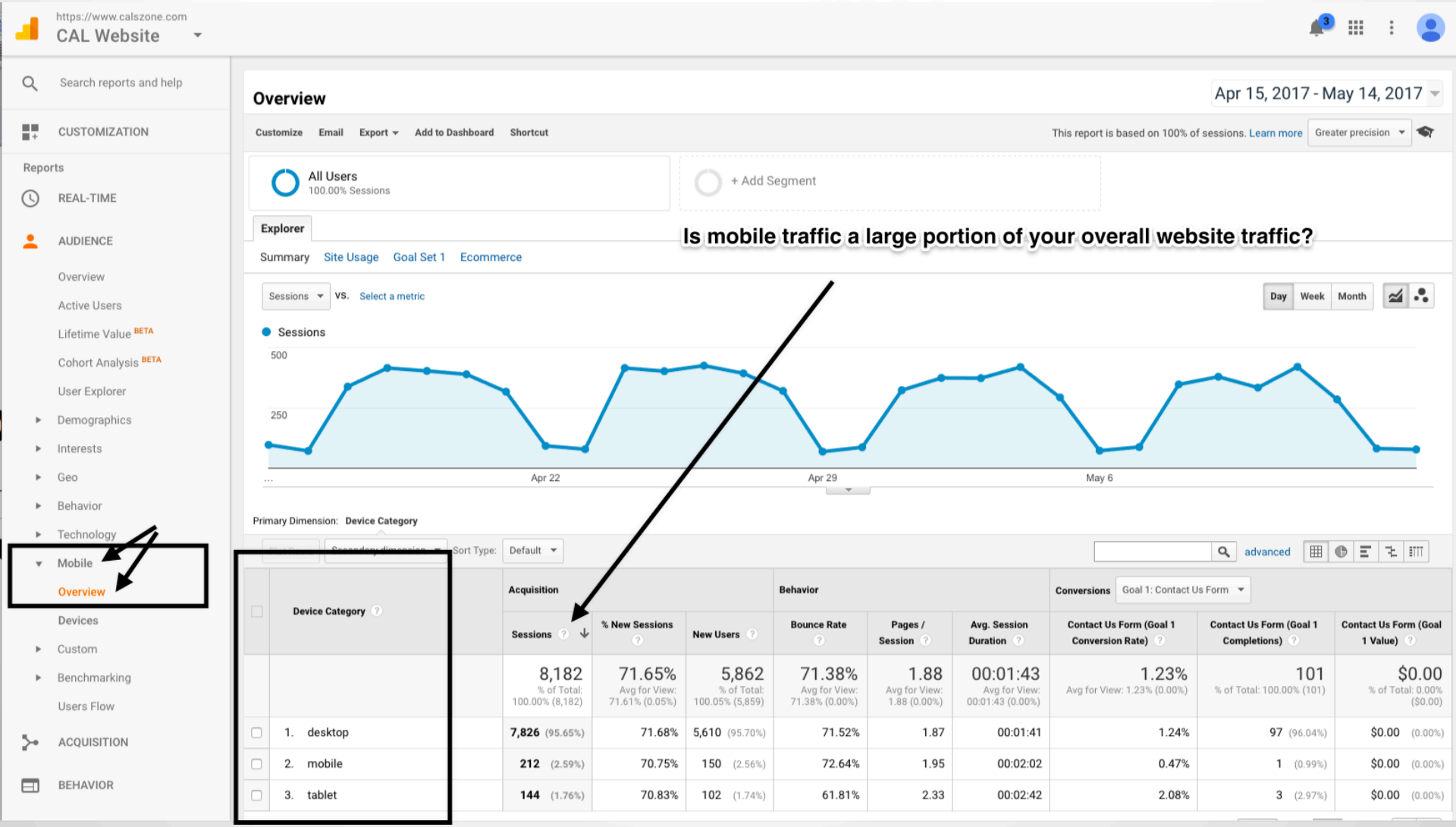
- Fixing all broken links can be a huge task – don't try to fix all of your broken links, just fix the most important ones
- Google prioritizes the crawl error report by a number of unknown factors so we don't completely trust that priority (see slide #10).
- The most important links to fix are links 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.

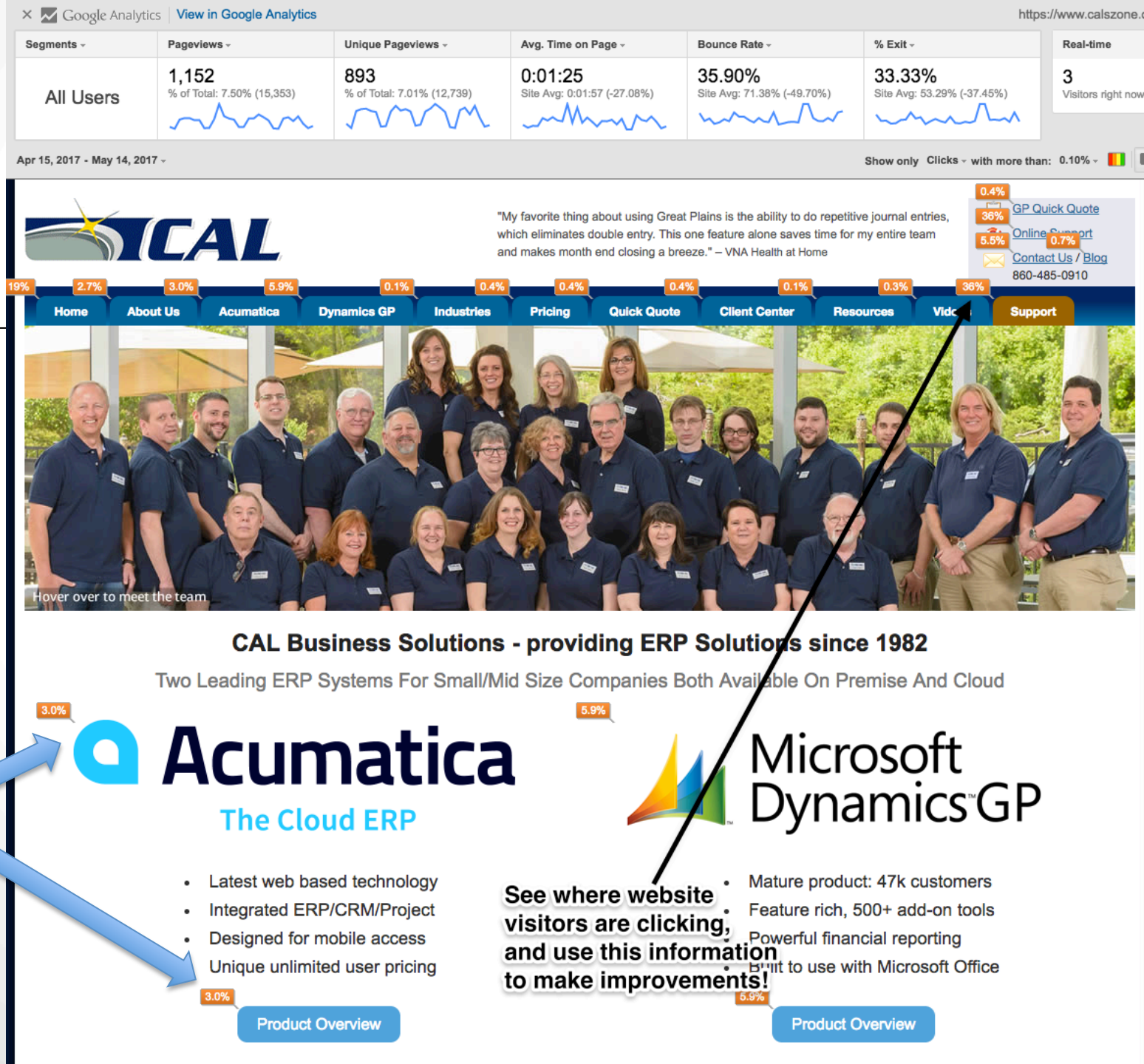


PAGE ANALYTICS (BY GOOGLE)

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%.



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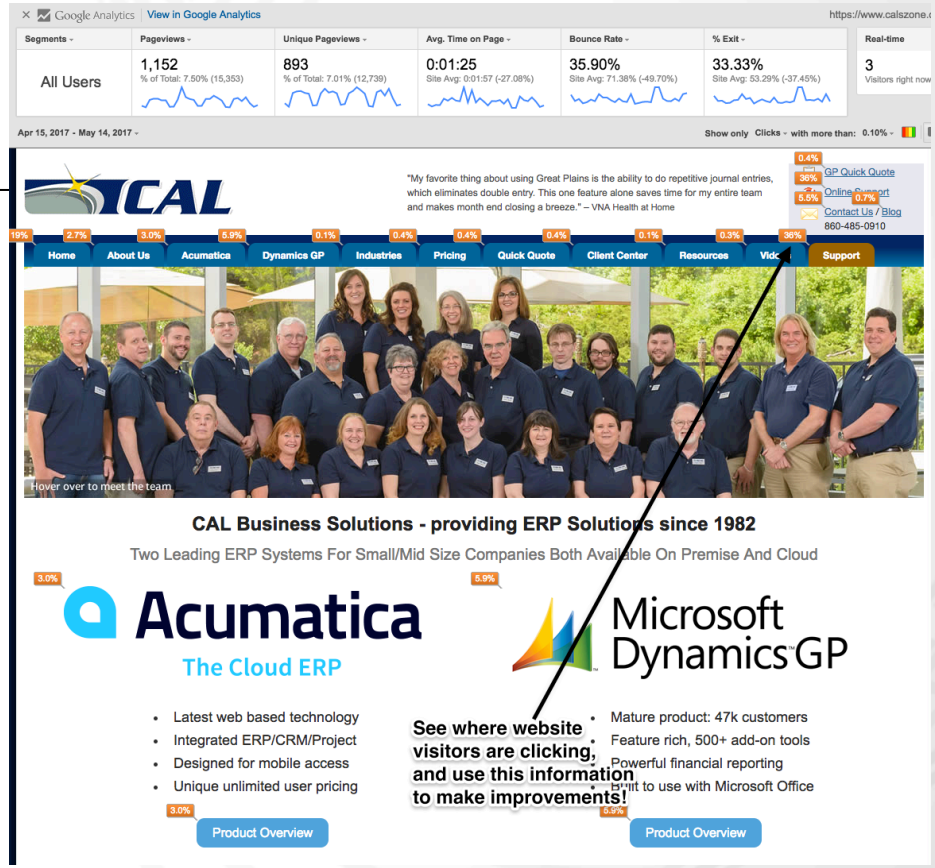
SEE HOW CUSTOMERS ARE INTERACTING WITH YOUR WEB PAGES

- 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.



SETTING UP GOALS

Use goals to measure how often users complete specific actions.

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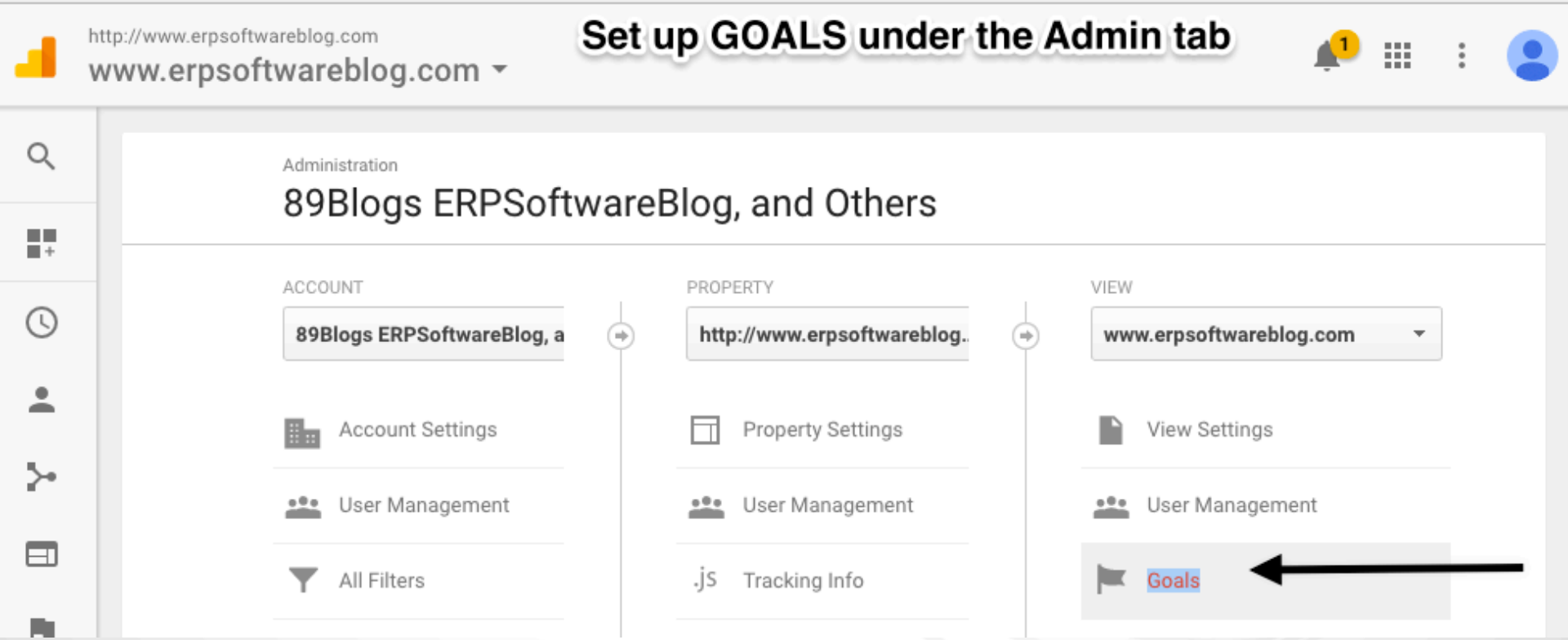
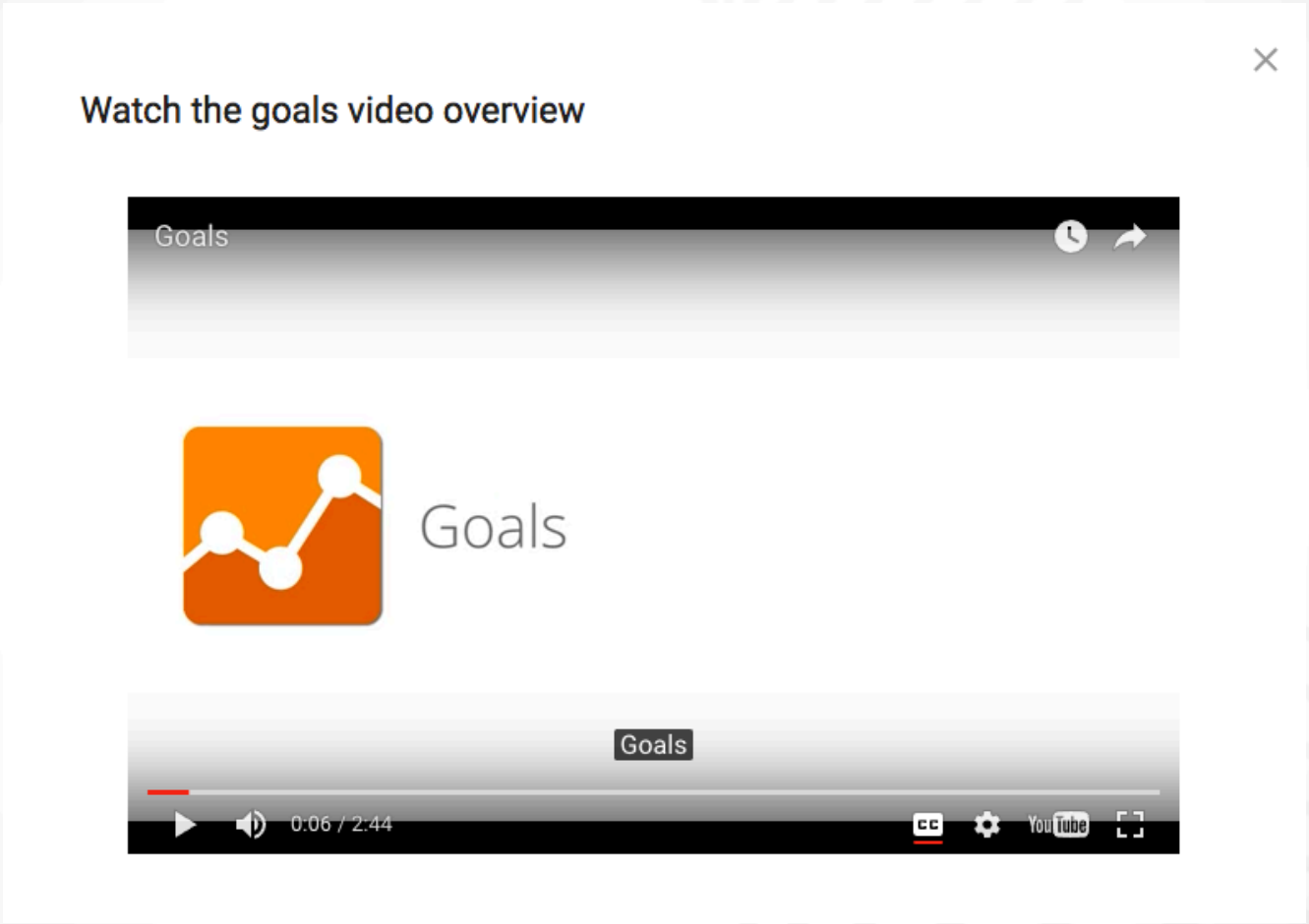
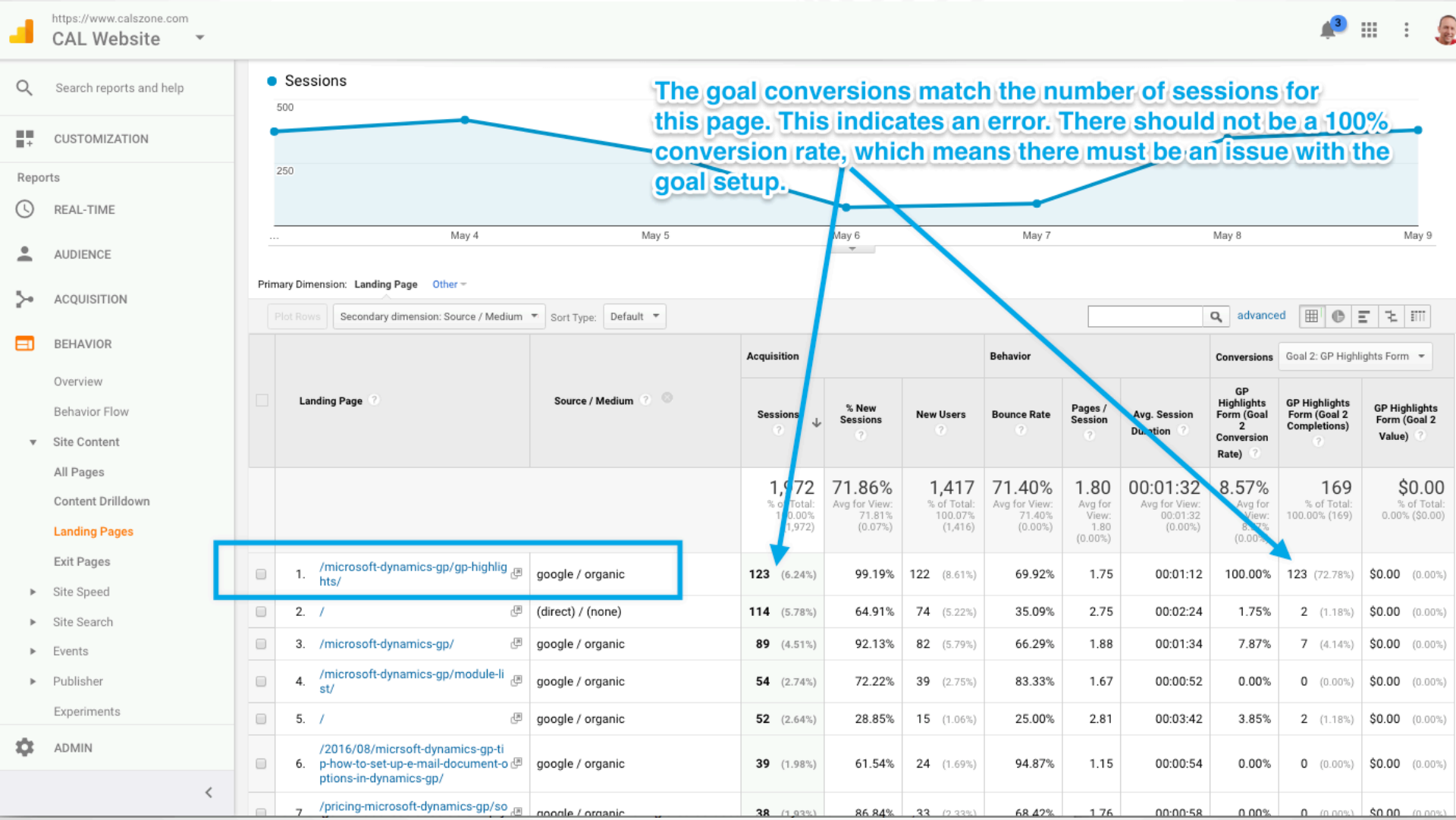




Learn more about goals here. Need help setting up goals? Contact dave@interactivelimited.com

ARE YOUR GOALS SET UP PROPERLY?



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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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