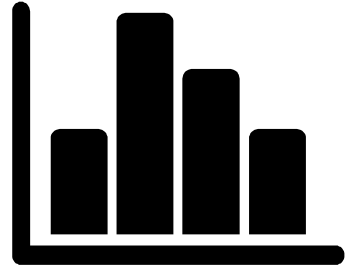
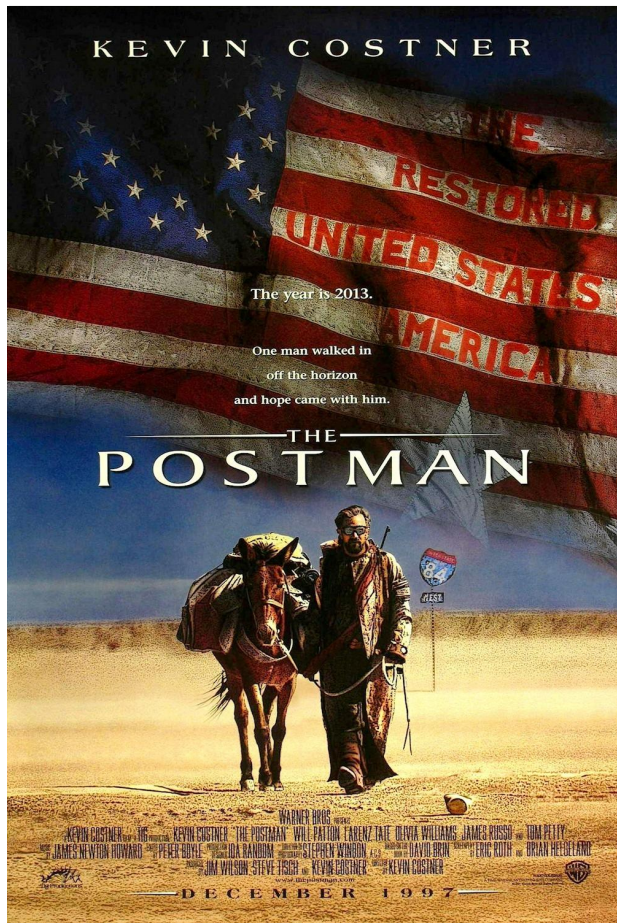
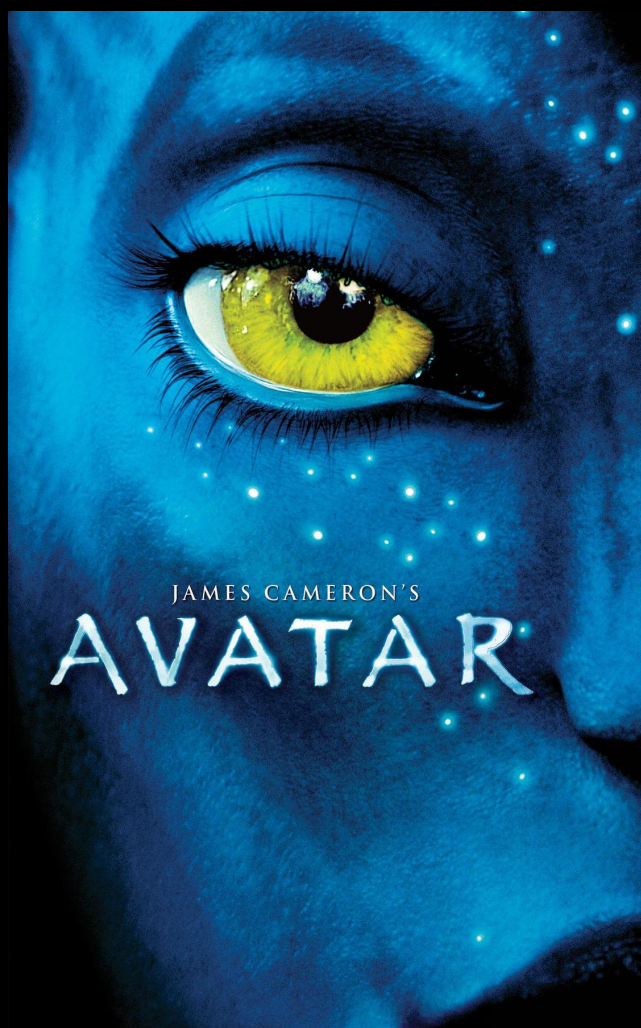


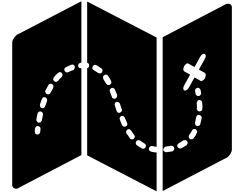
**Sell better
using web
metrics that
matter**





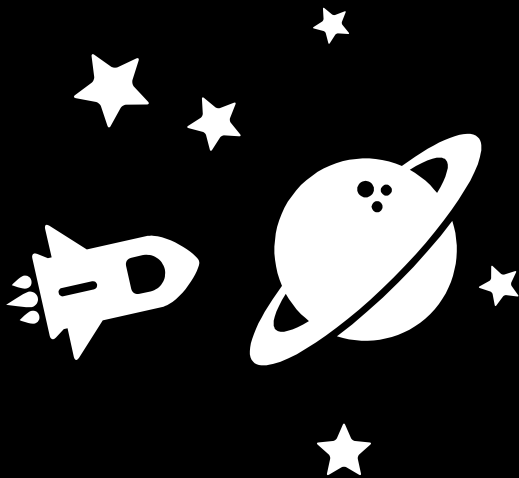


A good website is like a good movie



- It should open strong and grab a visitor's attention
- Take them on a journey, wanting more until the end
- The grand ending is your site's goal

METRICS



Shine a light on the most important activities on your site and where to make improvements

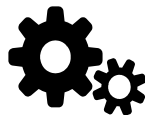


- It's free and simple to set up on your site
- Automatically collects data
- Provides numerous reporting options

GA report categories



Audience



Behavior



Acquisition

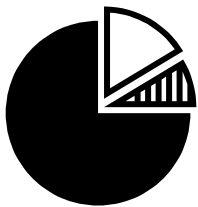


Conversions

Audience

Understand your
audience and their
interests





Audience

Overview >
Language

Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

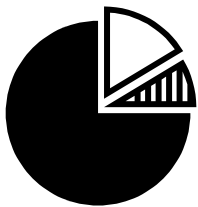
Language

Users

% Users

1.	en-us	7,934	<div></div>	59.94%
2.	en-gb	1,075	<div></div>	8.12%
3.	zh-cn	456	<div></div>	3.45%
4.	es-es	402	<div></div>	3.04%
5.	fr-fr	248	<div></div>	1.87%
6.	de-de	243	<div></div>	1.84%
7.	zh-tw	228	<div></div>	1.72%
8.	pt-br	160	<div></div>	1.21%
9.	en-ca	154	<div></div>	1.16%
10.	ru-ru	151	<div></div>	1.14%

[view full report](#)



Audience

Overview >
City

Demographics

[Language](#)

[Country](#)

[City](#)

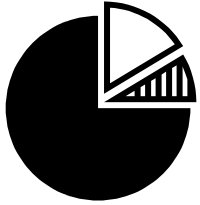
System

[Browser](#)

[Operating System](#)

City

	Users	% Users
1. (not set)	1,821	11.71%
2. New York	536	3.45%
3. Sunnyvale	368	2.37%
4. London	364	2.34%
5. San Francisco	240	1.54%
6. Bengaluru	231	1.49%

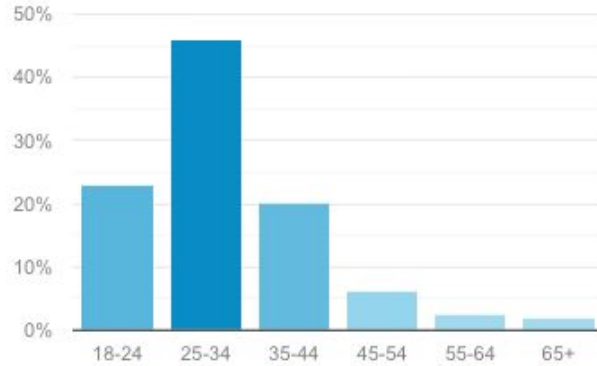


Demographics Overview

Key Metric: Sessions ▾

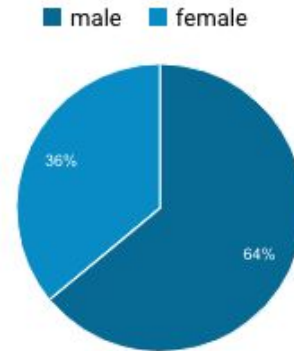
Age

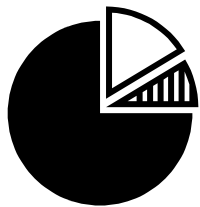
43.37% of total sessions



Gender

45.13% of total sessions





Interests

Overview >
Affinity
category

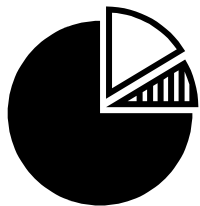
Key Metric:

Users ▼

Affinity Category (reach)

52.59% of total users

3.81%		Shoppers/Value Shoppers
3.65%		Media & Entertainment/Movie Lovers
3.46%		Technology/Technophiles
2.46%		Media & Entertainment/Music Lovers
2.38%		Travel/Business Travelers
2.33%		Media & Entertainment/Light TV Viewers
2.29%		Lifestyles & Hobbies/Green Living Enthusiasts
2.28%		Sports & Fitness/Health & Fitness Buffs
2.25%		Travel/Travel Buffs
2.24%		Lifestyles & Hobbies/Shutterbugs



Interests

Overview >
In-market
segment

In-Market Segment

47.98% of total users

2.93%		Employment
2.79%		Employment/Career Consulting Services
2.46%		Software/Business & Productivity Software
2.25%		Business Services/Advertising & Marketing Services
2.22%		Travel/Hotels & Accommodations
2.16%		Consumer Electronics/Mobile Phones
2.06%		Business Services/Business Technology/Web Services/Web Design & Development
1.89%		Financial Services/Investment Services
1.86%		Travel/Air Travel
1.46%		Business Services/Business Technology/Enterprise Software

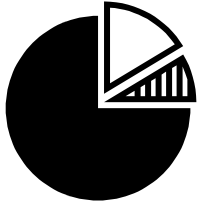
Review audience

- Is this the type of customer I expect?
- If so, how can I better serve them?
- If not, what can I do to get the traffic I want?

A large, realistic illustration of a shark swimming towards the viewer underwater. The shark's mouth is wide open, revealing rows of sharp, white teeth. The water is a deep blue with some bubbles visible. The entire scene is framed by a white border.

Visitor engagement

Review your most popular
content and top exit pages



Site Content

All Pages

Secondary dimension		Sort Type: Default		advanced	
Page		Pageviews		Bounce Rate (compared to site average)	
		68,896		44.75%	
		% of Total: 100.00% (68,896)		Avg for View: 44.75% (0.00%)	
1.	/home	14,891	-3.08%		
2.	/basket.html	3,377	-15.62%		
3.	/store.html	2,866	-7.87%		
4.	/google+redesign/apparel/mens/mens+t+shirts	2,714	-15.24%		
5.	/google+redesign/shop+by+brand/youtube	1,839	24.78%		
6.	/google+redesign/apparel	1,659	-18.65%		
7.	/signin.html	1,639	-19.87%		
8.	/google+redesign/bags/backpacks/home	1,632	-18.13%		
9.	/asearch.html	1,303	31.57%		
10.	/google+redesign/bags	1,103	10.48%		



Add a call to action



Update with latest info



Add similar content

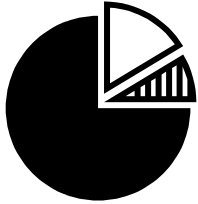
Visitor experience

Optimize content and
site performance





A ***one-second delay*** in
page load speed can
reduce conversions by **7**
percent.



Site Speed Page Timings

Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
	68,896 % of Total: 100.00% (68,896)	4.36 Avg for View: 4.36 (0.00%)
/home	14,891	13.24%
/basket.html	3,377	-30.01%
/store.html	2,866	50.63%
/google+redesign/apparel/mens/mens+t+shirts	2,714	73.23%
/google+redesign/shop+by+brand/youtube	1,839	11.56%
/google+redesign/apparel	1,659	-23.46%
/signin.html	1,639	-61.67%
/google+redesign/bags/backpacks/home	1,632	-14.96%
/asearch.html	1,303	-1.69%
/google+redesign/bags	1,103	34.50%



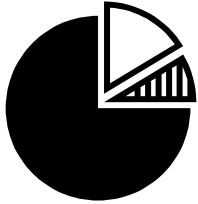
Optimize images



Optimize CSS



Optimize Javascript

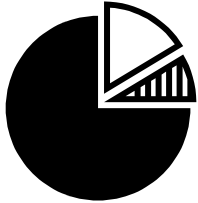


Site Speed Speed Suggestions

BEHAVIOR FLOW

[Site Content](#)[Site Speed](#)[Overview](#)[Page Timings](#)[Speed
Suggestions](#)[User Timings](#)[Site Search](#)

	Page ?	Pageviews ? ↓	Avg. Page Load Time (sec) ?	PageSpeed Suggestions ?
1.	/home	17,880	4.52	8 total ?
2.	/basket.html	3,636	1.93	9 total ?
3.	/store.html	3,502	6.71	9 total ?
4.	/google+redesign/apparel/mens/mens+t+shirts	2,833	4.40	7 total ?
5.	/google+redesign/shop+by+brand/youtube	1,938	7.22	7 total ?
6.	/google+redesign/apparel	1,869	3.45	7 total ?
7.	/signin.html	1,779	1.68	8 total ?
8.	/google+redesign/bags/backpacks/home	1,693	3.20	8 total ?



Mobile Overview



4.

Conversion rate

Set up custom goals that are measurable



*Every aspect of your
marketing is entirely
useless unless it
produces conversions.*

Company strategy

Website goal

Site KPIs

Increase revenue

**Generate more
leads**

**Increase form
submissions**

**Improve market
share**

**Increase online
visibility**

**Improved search
engine visibility**



Destination



Duration



Pages/screens per session

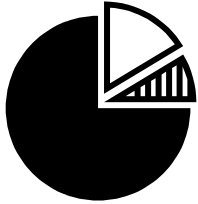


Events



Destination goal

- Goal is completed when someone visits a specific URL
- Pro-tip: List out each page the customer is expected to visit prior to that destination page



Custom Goal

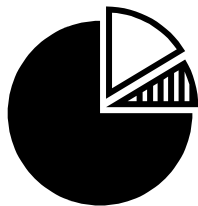
Destination >
Funnel
enabled

Funnel optional



Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Previous Goal Destination Here	/category-page	<input type="checkbox"/> NO
+ Add another Step			

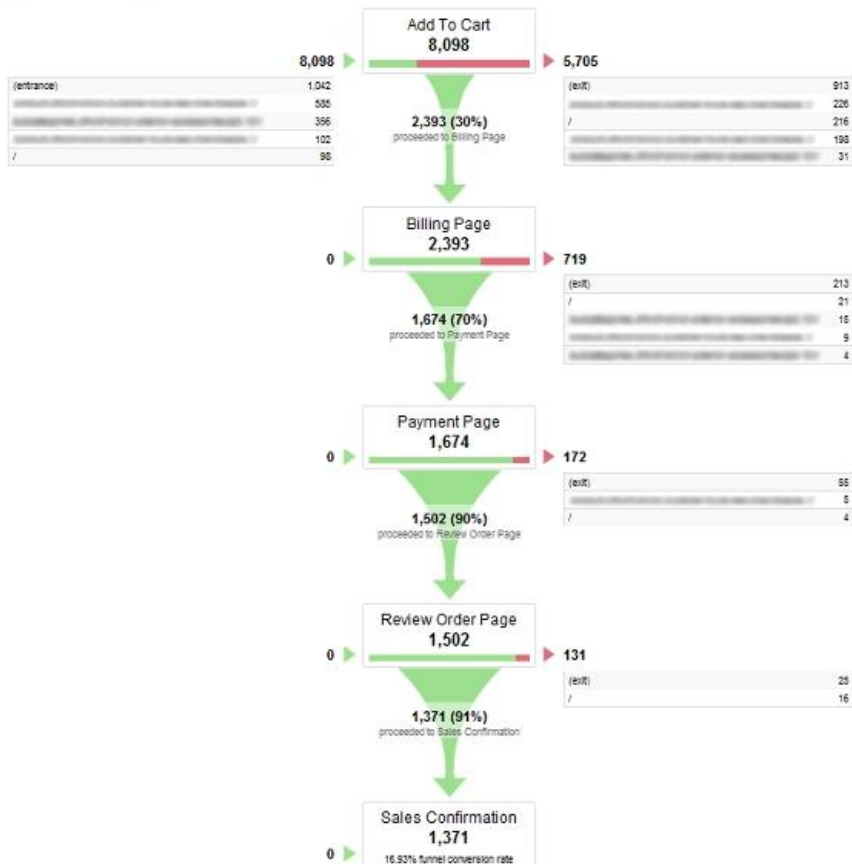


Custom Goal

Destination >
Funnel
visualization

Sales Confirmation

1,371 visitors finished | 16.93% funnel conversion rate





The CTA isn't clear



The visitor got bored



The content's not unique

Event goals

- Click a specific link
- Log into your site
- Press play on a video
- Watch an entire video
- Scroll to the end of a long blog post
- Fill out a form on your site but not click submit

Please note



Requires JavaScript

You'll need to add a snippet to your page, like:

```
onClick="ga('send', 'event', {  
  eventCategory: 'Lead Form',  
  eventAction: 'Submit', eventLabel:  
  'Contact Page Form', eventValue: 110});"
```

Set up a connected goal

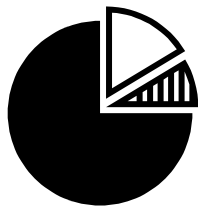
2

Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▼	Lead Form
Action	Equals to ▼	Action
Label	Equals to ▼	Label
Value	Greater than ▼	100



Goals

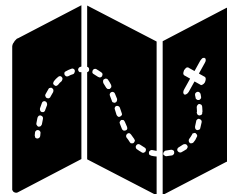
Overview

Source / Medium ?	Conversions Goal 2: Lead Form ▾		
	Lead Form (Goal 2 Conversion Rate) ?	Lead Form (Goal 2 Completions) ?	Lead Form (Goal 2 Value) ?
	0.08%	101	\$25,200.00
1. google / organic	1.08%	60 (75.07%)	\$15,600.00 (61.19%)
2. bing / organic	0.30%	19 (10.02%)	\$5,400.00 (21.42%)
3. twitter / social	3.37%	4 (3.96%)	\$400.00 (3.96%)

A close-up shot of Tom Cruise as Maverick from the movie Top Gun. He is wearing his signature aviator sunglasses and a flight jacket with a fur collar. The background is a blurred outdoor setting with palm trees and a clear sky. The text is overlaid on the center of the image.

The #1 technique for improving conversions?
Use a call to action.

CTA recommendations:



- Big buttons
- Bold colors
- Clear direction
- Don't offer more than two options

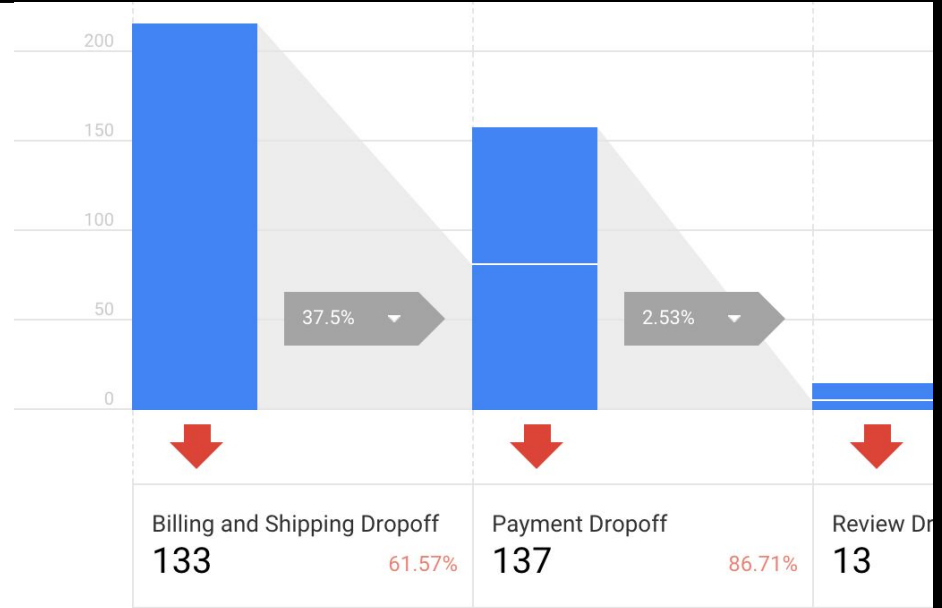
5.

Sales revenue

Boost conversions by optimizing your site

High abandonment rate

The typical shopping cart abandonment rate varies between 60% and 80%, with an average of 68%.

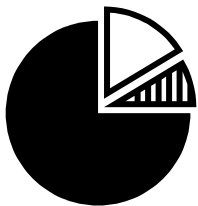


Sessions Abandonments % Abandonment rate				
User Type	Billing and Shipping	%	Payment	%
1 New Visitor	74	64.91%	56	86.15%
2 Returning Visitor	59	57.84%	81	87.10%



Check for usability issues

A conversion funnel report can tell you exactly where customers fail to convert.

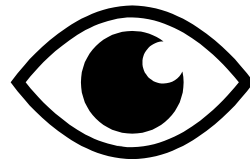


Goals

Reverse Goal Path

Goal Completion Location ?	Goal Previous Step - 1 ?	Goal Previous Step - 2 ?	Goal Previous Step - 3 ?	Entered Checkout (Goal 4 Completions) ?
1. /yourinfo.html	/basket.html	/store.html	/registersuccess.html	117 (11.23%)
2. /yourinfo.html	/basket.html	/basket.html	/basket.html	90 (8.64%)
3. /yourinfo.html	/basket.html	/signin.html	/basket.html	40 (3.84%)
4. /yourinfo.html	/basket.html	/signin.html	/signin.html	26 (2.50%)
5. /yourinfo.html	/basket.html	/basket.html	/signin.html	13 (1.25%)
6. /yourinfo.html	/basket.html	/basket.html	/store.html/quickview	13 (1.25%)
7. /yourinfo.html	/basket.html	/basket.html	/google+redesign/apparel/mens/mens+t+shirts	12 (1.15%)
8. /yourinfo.html	/basket.html	/asearch.html/quickview	/asearch.html	11 (1.06%)
9. /yourinfo.html	/basket.html	/basket.html	/store.html	11 (1.06%)
10. /yourinfo.html	/basket.html	/basket.html	(entrance)	10 (0.96%)

Let's review key metrics



Demographics and interests

Keep an eye on who visits your site as well as their key interests to create engaging content.

Visitor engagement

Track pages that have high engagement and low bounce rates. What works and how can you create more such content?

Conversion rate

Set up custom goal reports to track specific events, page visits, and URLs. Include a call to action on each page.

Visitor experience

Ensure your site is optimized for speed and mobile devices.

Sales revenue

The abandonment rate, conversion funnel, and reverse goal path reports help identify areas needing improvement.

Thanks!

I'm Tabitha Turton. You can find me at **tabitha@jilt.com**.

Jilt

Email marketing
built for eCommerce.