Using Google Analytics to Drive Results

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Introductions

- **Dimitri Lundquist**
  Information Architect
  Convio

- **Brett Meyer**
  Communications and Web Manager
  NTEN

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What We'll Cover

- NTEN.org's 2008-2009 Website Goals
- Web Metrics Foundations
- Metrics in Action
- How Google Analytics Informed NTEN.org's Redesign
- Question & Answer

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In the beginning…

Nobody knew what they were doing.

As a result, web sites were simple…

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Your Web Site is Not a Panacea

It will not meet your mission for you, but it can help.

Before you can measure your site's success, you need to articulate what online success means for your organization.

It also depends on what you can (and know how to) analyze.

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NTEN.org 2008-2009 Goals

400,000 Site Visits (60% growth)

10% improvement in bounce rate, year-over-year

Time on site: 3:00 average (2008: 2:43)

New : returning visitors ratio: 3:2 (60% new visitors, 40% returning)

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And now, to complicate things…

- Organizational Goals
  - What Brett said
  - Pertain to what your organization is trying to accomplish online

- Google Analytics Goals
  - Operationalized in a very specific way
  - Pertain to reporting within Google Analytics
  - To be most effective they should correspond to the Organizational Goals above

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Defining Goals in Google Analytics

If you haven't already, **do this**.

1. Conversions: the way that Google Analytics measures conversions is by counting the number of specified target pages reached
   a. Registration Thank You page
   b. Donation Thank You page

2. Engagement: two new goal types are offered, both of which are considered an engagement proxy
   a. Time on site
   b. Number of pages visited

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Bounce Rates

The percentage of visits where the visitor enters your site and then exits without visiting any other pages.

(With rare exceptions) a “bad thing.”

- Indicate:
  - Referrers which are “selling your site short”
  - Low performing landing pages

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Traffic Sources

How people are getting to your site

- Referring URLs
- Search Phrases
- Campaigns
  - Email Campaigns
  - Pay Per Click Campaigns

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Landing Pages

The first pages site visitors reach when visiting your site.

Think beyond the homepage.

Top landing pages are just as important as the homepage, and need to do similar work.

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Site Overlay

Shows the number of clicks on each link within a page.

Take a look at this for all your top landing pages.

What to look for:

- Top clicked links
- Look at links which lead to conversions

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Metrics Don't Work in Isolation…

Aggregate numbers – total bounce rate, top landing pages, top referrers, etc. – are not nearly as informative as comparing multiple dimensions.

- Goals per Referrer
- Bounce Rates per Landing Page

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LET'S TAKE A LOOK

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Advanced Segmentation (brand new!)

Your site does not speak to one single audience.

Break out your site visitors by:

- Sources
- Behavior
- Outcomes

Google has included some preset segments to get you started.

Example segments…

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Selected NTEN.org 2010 Goals

- 10,000 new Newsletter subscribers
- < 50% Bounce Rate for Non-Blog Pages
- > 7% of site traffic from social media
- < 40% Bounce Rate for Event Landing Pages

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Networking with NTEN
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Member Directory
Speaker Directory
> LEARN
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Read the Blog
Take a Webinar
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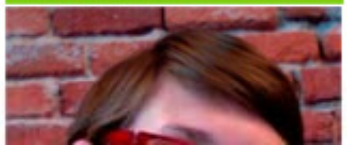

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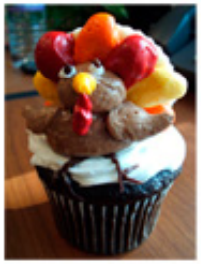

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The Nonprofit Data Ecosystem: How Does Your Data Flow?

Submitted by Annaliese on Mon, 11/02/2009 - 9:06am.

Flickr Photo by Happy smurfday

Over the past couple of years, we've released reports on Donor Management Software, Content Management Systems, and CRMs. As we prepped to conduct the 2009 Constituent Relationship Management Survey and Report, we started to think more deeply about how to define a CRM, how to categorize the increasing number of software systems on the market, and what would be the best way for NTEN to bring an objective, useful report to the nonprofit sector to help you make better-informed software decisions.

After some good conversations with NTEN Members and consultants who have their heads in these systems, we began thinking about the links -- or the missing ones -- between the different systems nonprofits use to track any number of tasks on a daily basis.

The more we talked, the more we saw a relationship to the natural world, and the more the analogy of an ecosystem seemed to encompass what we're all trying to understand: how nonprofits should think about how all of the data they collect can be interconnected and all the factors that play into a healthy environment.

(If you're like our communications manager, you'd compare a healthy environment to Hobbiton, an unhealthy one to Mordor. But that's probably just him.)

The nonprofit ecosystem is a way of thinking about how data is shared

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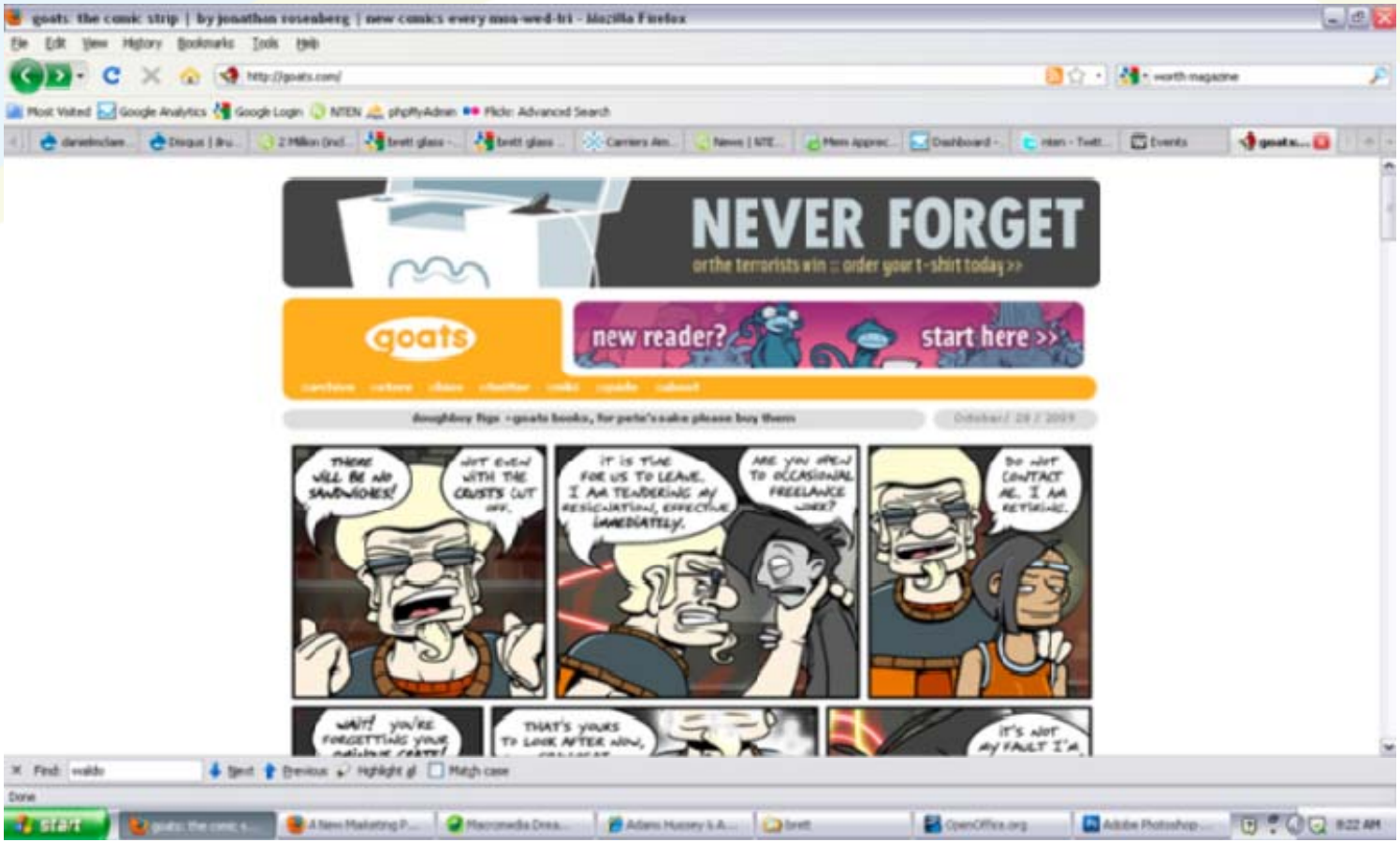
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NOT EVEN WITH THE CRUSTS CUT OFF.
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ARE YOU OPEN TO OCCASIONAL FREELANCE WORK?
DO NOT CONTACT ME. I AM RETURNING.
WAIT! YOU'RE FORGETTING YOUR
THAT'S YOURS TO LOOK AFTER NOW,
IT'S NOT MY FAULT I'M,

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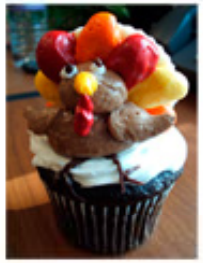

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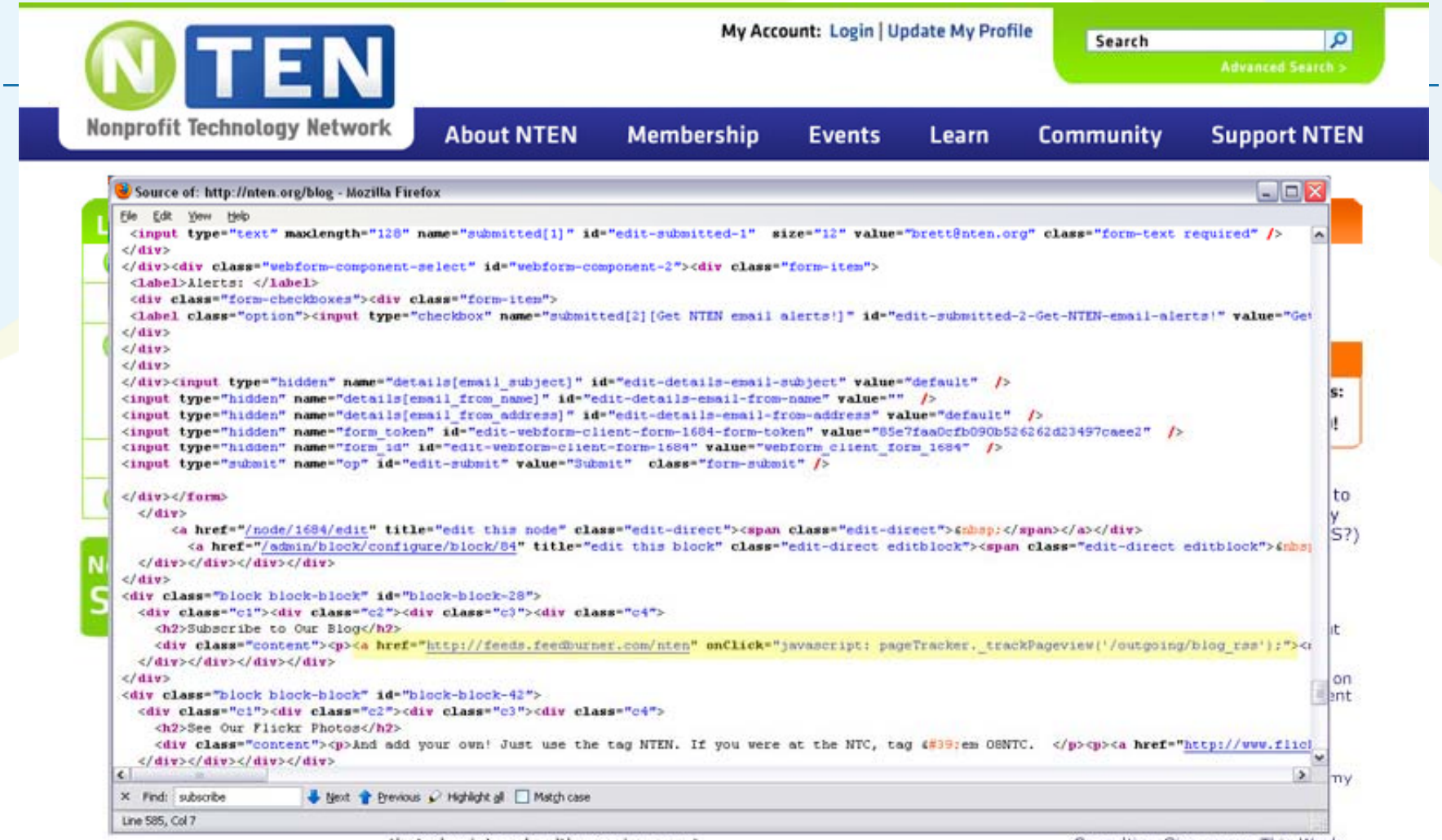
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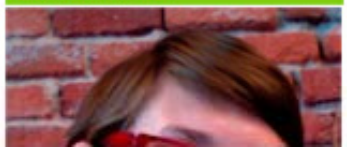

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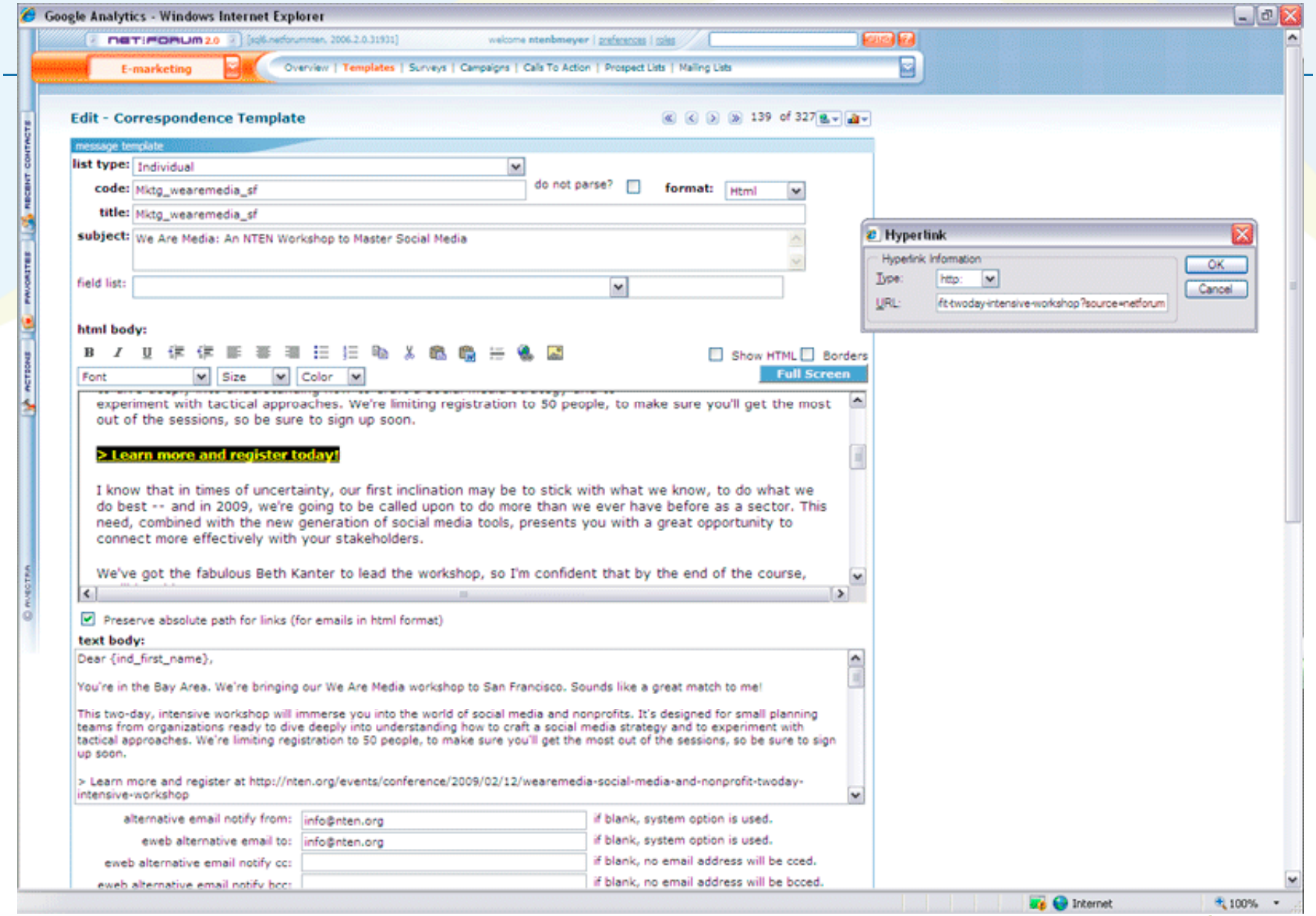
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Edit - Correspondence Template
139 of 327
message template
list type: Individual
code: Mktg_wearemedia_sf
do not parse?
format: Html
title: Mktg_wearemedia_sf
subject: We Are Media: An NTEN Workshop to Master Social Media
field list:
html body:
Show HTML
Borders
Full Screen
Font
Size
Color
experiment with tactical approaches. We're limiting registration to 50 people, to make sure you'll get the most out of the sessions, so be sure to sign up soon.
> Learn more and register today!
I know that in times of uncertainty, our first inclination may be to stick with what we know, to do what we do best -- and in 2009, we're going to be called upon to do more than we ever have before as a sector. This need, combined with the new generation of social media tools, presents you with a great opportunity to connect more effectively with your stakeholders.
We've got the fabulous Beth Kanter to lead the workshop, so I'm confident that by the end of the course,
Preserve absolute path for links (for emails in html format)
text body:
Dear {ind_first_name},
You're in the Bay Area. We're bringing our We Are Media workshop to San Francisco. Sounds like a great match to me!
This two-day, intensive workshop will immerse you into the world of social media and nonprofits. It's designed for small planning teams from organizations ready to dive deeply into understanding how to craft a social media strategy and to experiment with tactical approaches. We're limiting registration to 50 people, to make sure you'll get the most out of the sessions, so be sure to sign up soon.
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eweb alternative email to: info@nten.org if blank, system option is used.
eweb alternative email notify cc: if blank, no email address will be cced.
eweb alternative email notify bcc: if blank, no email address will be bcced.
Hyperlink
Hyperlink Information
Type: http:
URL: /t-twoday-intensive-workshop?source=netforum
OK
Cancel
Internet
100%

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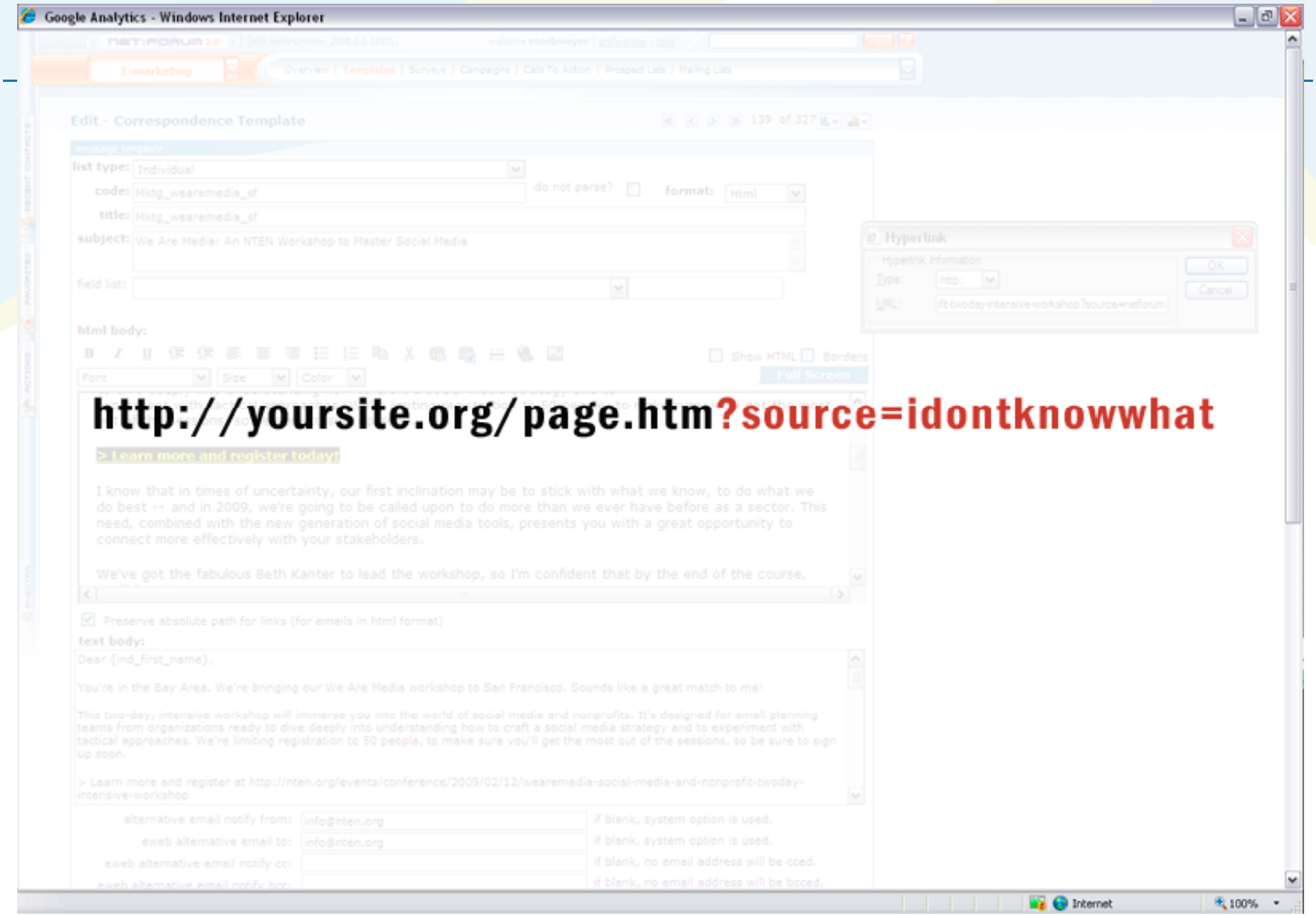
Google Analytics - Windows Internet Explorer
Edit - Correspondence Template
http://yoursite.org/page.htm?source=idontknowwhat
> Learn more and register today!
I know that in times of uncertainty, our first inclination may be to stick with what we know, to do what we do best -- and in 2009, we're going to be called upon to do more than we ever have before as a sector. This need, combined with the new generation of social media tools, presents you with a great opportunity to connect more effectively with your stakeholders.
We've got the fabulous Beth Kanter to lead the workshop, so I'm confident that by the end of the course,
Hyperlink

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QUESTIONS?

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Text **CNV136** to **30644**
to take a quick survey
about this session.

Don’t forget to visit the Expert Lab!

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