

Tracking Conversions in Google Analytics



By Ryan Masterson, Green Hat Web Solutions

Welcome

Ryan Masterson

- CEO and Co-founder of Green Hat Web Solutions
- My focus is on user interface and user experience design
- Worked in web development since 1997
- Worked for these Denver/Boulder agencies:
 - Volume Nine (SEO, Internet Marketing)
 - Blue Moon Digital (SEO, Internet Marketing)
 - Room 214 (SEO, Social Media Marketing)



How often do you use?

- A. I look at reports from Google Analytics at least four times per year.
- B. I look at reports less than four times per year.

Who has an ecommerce site?

1. Ecommerce is main objective of business?
2. Ecommerce is only a part of business?

Even if you don't have an ecommerce site, this workshop is for you. In fact, there are perhaps more surprises in here for you specifically.

Is this true?

Tracking your website's visitors and number of pages visited is one of the most important things you can learn from Google Analytics or an SEO expert.



Is this true?

Tracking your website's visits and number of pages visited are not the most important things you can learn from Google Analytics. — SEO expert.

FALSE

Conversion is KING





Search reports and help



HOME



CUSTOMIZATION

Reports



REAL-TIME



AUDIENCE



ACQUISITION



BEHAVIOR



CONVERSIONS

► Goals

▼ Ecommerce

Overview

Product Performance

Sales Performance

Transactions



January 2017

April 2017

July 2017

October 2017

Primary Dimension: **Product** [Product SKU](#) [Product Category](#)

Secondary dimension ▾

[advanced](#)

Product ?	Quantity ? ↓	Unique Purchases ?	Product Revenue ?	Avg. Price ?	Avg. QTY ?
	556 <small>Total: 100.00%</small>	492 <small>Total: 100.00%</small>	\$60,512.72 <small>Total: 100.00%</small>	\$108.84 <small>Avg: 100.00%</small>	1.13 <small>Avg: 100.00%</small>
1. Advanced Training System	98 (17.63%)	95 (19.31%)	\$16,888.40 (27.90%)	\$171.20	1.04
2. Bandaid Power Hip Trainer	76 (13.67%)	75 (15.24%)	\$7,288.00 (12.04%)	\$97.19	1.01
3. Intermediate Training System	66 (11.87%)	64 (12.99%)	\$7,619.20 (12.59%)	\$118.56	1.00
4. Complete Bandaid Training System	57 (10.25%)	56 (11.38%)	\$11,262.96 (18.77%)	\$199.34	1.00
5. Arm & Leg Cuffs	38 (6.84%)	12 (2.44%)	\$494.67 (0.82%)	\$41.19	0.75
6. Black Resistance Band	28 (5.03%)	15 (3.05%)	\$255.72 (0.42%)	\$16.99	1.07
7. Power Hip Trainer	25 (4.50%)	17 (3.45%)	\$1,688.00 (2.79%)	\$75.00	1.24
8. Orange Resistance Band	15 (2.70%)	10 (2.03%)	\$164.00 (0.27%)	\$16.40	1.00
9. Golf Simple Swing Hip Trainer	14 (2.52%)	14 (2.84%)	\$1,288.00 (2.13%)	\$92.00	1.00
10. Grey Resistance Band	14 (2.52%)	10 (2.03%)	\$115.00 (0.19%)	\$7.00	1.00

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Search reports and help



HOME



CUSTOMIZATION

Reports



REAL-TIME



AUDIENCE



ACQUISITION



BEHAVIOR



CONVERSIONS

- Goals
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Primary Dimension: **Product** [Product SKU](#) [Product Category](#)

Secondary dimension



advanced



Product ?	Quantity ? ↓	Unique Purchases ?	Product Revenue ?	Avg. Price ?	Avg. QTY ?
	556 Total: 100,000 (2017)	492 Total: 100,000 (2017)	\$60,512.72 Total: 100,000 (2017)	\$108.84 Avg: 100,000 (2017)	1.13 Avg: 100,000 (2017)
1. Advanced Training System	99 (2017)	99 (2017)	\$16,899.49 (2017)	\$169.99	1.04
2. Bandaid Power Hip Trainer	76 (2017)	76 (2017)	\$7,299.99 (2017)	\$96.19	1.01
3. Intermediate Training System	66 (2017)	66 (2017)	\$7,619.26 (2017)	\$115.44	1.00
4. Complete Bandaid Training System	57 (2017)	56 (2017)	\$11,262.96 (2017)	\$197.57	1.00
5. Arm & Leg Cuffs	38 (2017)	12 (2017)	\$694.67 (2017)	\$18.28	0.75
6. Black Resistance Band	28 (2017)	15 (2017)	\$255.72 (2017)	\$9.19	1.07
7. Power Hip Trainer	25 (2017)	17 (2017)	\$1,699.99 (2017)	\$79.99	1.24
8. Orange Resistance Band	19 (2017)	19 (2017)	\$164.99 (2017)	\$10.99	1.00
9. Golf Simple Swing Hip Trainer	14 (2017)	14 (2017)	\$1,286.00 (2017)	\$92.00	1.00
10. Gray Resistance Band	14 (2017)	19 (2017)	\$175.99 (2017)	\$7.99	1.40

Show rows:

10 ▼

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“Goals” in Google Analytics

There are four types of goals. A goal can be:

1. URL (destination)
2. Time (duration)
3. Pages per visit
4. Events

Examples of goals

1. URL (destination): Email newsletter signup, contact form submission
2. Time (duration): Games, chat rooms, forum
3. Pages per visit: Completed all pages of a tutorial, Read multiple news stories
4. Events: Watched your video, clicked on a social media icon, shared a post on social media

Events vs goals

- Event = a specific interaction with your website that you must program into your website

Field Name	Value Type	Required	Description
eventCategory	text	yes	Typically the object that was interacted with (e.g. 'Video')
eventAction	text	yes	The type of interaction (e.g. 'play')
eventLabel	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
eventValue	integer	no	A numeric value associated with the event (e.g. 42)

- Goal = any conversion that you define



Administration

Property 360

ACCOUNT

Property 360

Account Settings

User Management

All Filters

Change History

Trash Can

PROPERTY

Property 360

Property Settings

Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

VIEW

All Web Site Data

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments





Annotations

Time to get our hands dirty!

- Set up a goal
- Turn on ecommerce tracking





Analyzing the goal conversions

Default view of Acquisition > Overview

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	3,888	3,875	4,436	85.21%	1.21	00:00:52
1  Organic Search	2,561	<div><div></div></div>		85.54%	<div><div></div></div>	
2  Direct	1,187	<div><div></div></div>		85.50%	<div><div></div></div>	
3  Referral	115	<div><div></div></div>		80.00%	<div><div></div></div>	
4  Social	53	<div><div></div></div>		79.71%	<div><div></div></div>	

Analyzing the goal conversions

Acquisition > Overview with goal tracking turned on

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	3,888	3,875	4,436	85.21%	1.21	00:00:52	1.24%	55	\$0.00
1  Organic Search	2,561	<div><div></div></div>		85.54%	<div><div></div></div>		0.45%	<div><div></div></div>	
2  Direct	1,187	<div><div></div></div>		85.50%	<div><div></div></div>		2.33%	<div><div></div></div>	
3  Referral	115	<div><div></div></div>		80.00%	<div><div></div></div>		2.78%	<div><div></div></div>	
4  Social	53	<div><div></div></div>		79.71%	<div><div></div></div>		10.14%	<div><div></div></div>	

Analyzing the ecommerce info

Default view of Acquisition > Source/Medium

<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		116,726 % of Total: 100.00% (116,726)	113,927 % of Total: 100.00% (113,927)	154,792 % of Total: 100.00% (154,792)	11.13% Avg for View: 11.13% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:01:19 Avg for View: 00:01:19 (0.00%)
<input type="checkbox"/>	1. m.facebook.com / referral	89,798 (75.89%)	87,703 (76.98%)	113,755 (73.49%)	11.63%	2.18	00:00:41
<input type="checkbox"/>	2. (direct) / (none)	8,455 (7.15%)	8,341 (7.32%)	12,569 (8.12%)	12.32%	3.27	00:02:33
<input type="checkbox"/>	3. google / organic	7,733 (6.54%)	7,263 (6.38%)	12,741 (8.23%)	7.95%	4.55	00:03:43
<input type="checkbox"/>	4. google / cpc	2,473 (2.09%)	2,427 (2.13%)	2,915 (1.88%)	6.00%	3.14	00:01:24
<input type="checkbox"/>	5. facebook.com / referral	2,421 (2.05%)	2,336 (2.05%)	3,064 (1.98%)	6.10%	3.20	00:04:52
<input type="checkbox"/>	6. l.facebook.com / referral	1,805 (1.53%)	1,546 (1.36%)	2,193 (1.42%)	8.66%	3.38	00:01:58
<input type="checkbox"/>	7. instagram.com / referral	1,029 (0.87%)	1,001 (0.88%)	1,180 (0.76%)	10.51%	2.83	00:01:33
<input type="checkbox"/>	8. lm.facebook.com / referral	953 (0.81%)	869 (0.76%)	1,303 (0.84%)	27.71%	2.59	00:01:13
<input type="checkbox"/>	9. l.instagram.com / referral	571 (0.48%)	549 (0.48%)	614 (0.40%)	1.79%	4.49	00:01:20
<input type="checkbox"/>	10. YT / links	377 (0.32%)	366 (0.32%)	453 (0.29%)	3.75%	5.51	00:05:25

Analyzing the ecommerce info

Acquisition > Source/Medium with ecommerce tracking turned on

	Source / Medium ?	Acquisition			Behavior			Conversions	eCommerce ▾	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		116,726 % of Total: 100.00% (116,726)	113,927 % of Total: 100.00% (113,927)	154,792 % of Total: 100.00% (154,792)	11.13% Avg for View: 11.13% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:01:19 Avg for View: 00:01:19 (0.00%)	0.26% Avg for View: 0.26% (0.00%)	405 % of Total: 100.00% (405)	\$66,362.26 % of Total: 100.00% (\$66,362.26)
<input type="checkbox"/>	1. m.facebook.com / referral	89,798 (75.89%)	87,703 (76.98%)	113,755 (73.49%)	11.63%	2.18	00:00:41	0.03%	31 (7.65%)	\$3,925.02 (5.91%)
<input type="checkbox"/>	2. (direct) / (none)	8,455 (7.15%)	8,341 (7.32%)	12,569 (8.12%)	12.32%	3.27	00:02:33	0.41%	51 (12.59%)	\$9,135.91 (13.77%)
<input type="checkbox"/>	3. google / organic	7,733 (6.54%)	7,263 (6.38%)	12,741 (8.23%)	7.95%	4.55	00:03:43	1.33%	169 (41.73%)	\$29,524.89 (44.49%)
<input type="checkbox"/>	4. google / cpc	2,473 (2.09%)	2,427 (2.13%)	2,915 (1.88%)	6.00%	3.14	00:01:24	0.10%	3 (0.74%)	\$534.93 (0.81%)
<input type="checkbox"/>	5. facebook.com / referral	2,421 (2.05%)	2,336 (2.05%)	3,064 (1.98%)	6.10%	3.20	00:04:52	0.29%	9 (2.22%)	\$1,370.54 (2.07%)
<input type="checkbox"/>	6. l.facebook.com / referral	1,805 (1.53%)	1,546 (1.36%)	2,193 (1.42%)	8.66%	3.38	00:01:58	0.23%	5 (1.23%)	\$715.00 (1.08%)
<input type="checkbox"/>	7. instagram.com / referral	1,029 (0.87%)	1,001 (0.88%)	1,180 (0.76%)	10.51%	2.83	00:01:33	0.08%	1 (0.25%)	\$99.00 (0.15%)
<input type="checkbox"/>	8. lm.facebook.com / referral	953 (0.81%)	869 (0.76%)	1,303 (0.84%)	27.71%	2.59	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. l.instagram.com / referral	571 (0.48%)	549 (0.48%)	614 (0.40%)	1.79%	4.49	00:01:20	0.16%	1 (0.25%)	\$209.95 (0.32%)
<input type="checkbox"/>	10. YT / links	377 (0.32%)	366 (0.32%)	453 (0.29%)	3.75%	5.51	00:05:25	1.32%	6 (1.48%)	\$717.47 (1.08%)

How to increase conversions

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We're hiring! Do you know anyone who'd be awesome for this role?



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