Google Analytics

1. Quick recap
Last week we dug into SEO
How did you find your **SEO** Sessions last week?
Give me one thing you took from last week.

2. Today's to-do list
Today we are going to look at **Google Analytics** and how to set them up on our website

Analytics is one of the massive range of tools and resources we use to help us manage our online business and digital marketing.

3. Learning objectives
By the end of this session you will be able to:
Setup Analytics on our website
Understand how to access and use the reports
How to setup on other platforms

4. Whip round
Show of hands, who has Used Google Analytics?
And who has a google business account

5. Analytics lets you view pretty much every part of your website's traffic. Where it comes from, the route it takes, where people leave, how long they have been on there and more.

6. What is Google Analytics?
Google Analytics is a web-based service provided by Google. It provides in-depth insights into website and app performance. We can track and analyse user behaviours, traffic sources, conversion rates and more. The data is presented in a user-friendly dashboard, helping us make informed decisions about our strategies and performance.

7. Why is it important?

Data-Driven Insights	Analytics helps organizations make decisions based on objective data rather than intuition or gut feelings. It provides a structured approach to understanding patterns, trends, and relationships in data.
Improved Accuracy	By analysing data, decision-makers can reduce the likelihood of making errors or biases that can result from subjective judgment. This leads to more accurate and reliable decisions.

Better Strategic Planning	Analytics provides valuable insights into past and current performance, enabling organizations to develop informed strategies for the future. This is particularly important for long-term planning and setting achievable goals.
Identification of Opportunities	Analytics can uncover new opportunities and market trends that might not be evident through casual observation. It allows organizations to identify areas for growth and innovation.
Risk Management	Analytics can help in identifying and mitigating risks by assessing potential threats and vulnerabilities. This is vital for industries like finance and insurance.
Cost Efficiency	By analysing operational data, organizations can identify areas where cost savings can be realized. This could include optimising processes, reducing waste, or improving resource allocation.
Customer Insights	Analytics helps in understanding customer behaviour and preferences. This enables businesses to tailor their products, services, and marketing strategies to better meet customer needs.
Personalisation	For marketing and customer service, analytics allows for personalized recommendations and communication, enhancing customer satisfaction and engagement.
Competitive Advantage	Organisations that leverage analytics effectively can gain a competitive edge by making more informed and timely decisions than their competitors.
Performance Evaluation	Analytics provides a means to measure and evaluate the success of strategies and initiatives. This is really important for assessing the impact of decisions and making adjustments as needed.
Resource Optimisation	Analytics can optimize the allocation of resources, whether it's human resources, budgets, or inventory. This leads to efficient resource management.
Informed Public Policy	In government and public policy, analytics can inform decisions about resource allocation, social programs, and infrastructure development, leading to better outcomes for citizens.
Continuous Improvement	By continually analysing data, organizations can identify areas for improvement and innovation, leading to ongoing development and growth

8. What does it look like?
The data you can see here is data from the Official Google Merch store:
(https://shop.googlemerchandisestore.com/)
Google lets us access it with our own google business account giving us a sandbox environment to test with. This will be your first activity, but let me show you around first

10–15-minute demo using google merch store:
https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502

9. Activity 1
Using data from the Google Merch Store, in the LAST 28 DAYS:
What is the highest acquisition channel?
What is the lowest as shown on the dashboard?
What is the most sold product?
What is the average purchase per user?

10. Quick Quiz
Google Analytics
A – Only works for large businesses
B – Tracks Usernames and IP Addresses
C – Shows where traffic is acquired from
Well done everyone, the correct answer is: **C - Shows us where traffic is acquired**

Any Questions?

11 GA4 over UA
Google Analytics used be Universal Analytics, and the rebuilt it from the ground up.

Google shutdown **Universal Analytics (UA)** in July 2023, and replaced it with **Google Analytics 4 (GA4)** which is Google's next-generation measurement solution.
Universal Analytics no longer collects data but data will remain accessible for at least 6 months (end of 2023).

12. Analytics Plugins (8 slides)
There are multiple analytics tools available as plugins for WordPress. One of the easiest is Googles own Site Kit. You connect to your Google account and it creates the property

13. Demo Time
Demo logging into the wordpress site and installing site kit plugin
Connect to your google business account. Screenshots show the full process
When done show the property in your analytics account

14. Add a GA4 Property
Site Kit is really clever and create the property for us, but often we create the property manually from within Google Analytics, and it is very easy.

DEMO OR GO THROUGH SLIDES

15. Slides:
In Google Analytics click on the Admin cog
Click Create a property
Name it and describe the business
Choose your objectives and chose web to start collecting data
The Tag will appear for you to copy

Once we have the tag we can use that in any of the analytic plugins, but we can also use it with other website platforms, like Wix, Shopify, Squarespace and more

16. WooCommerce Integration
If we install the WooCommerce plugin, in the settings, on the Integration tab you enter your GA4 tag.

17. Wix
On the site dashboard go to Marketing & SEO and select Marketing Integrations
Under Google Analytics click Connect

With Wix you need to be on a paid version to connect your analytics, as you need your own
        domain.

Once you hace connected the Analytics & Reports section will now be using Google Data
The info is Also available in Google Analytics

18. Shopify
In your Shopify dashboard, go to **Online Store** and then **Preferences**
Search the App Store for Google & YouTube
Connect your account
Shopify will show you which properties are in your analytics account and you select the one you created.
Now the data showing in Shopify comes from your analytics, and your Shopify store will be in your Google analytics account.

19. Activity 2
Create a property.

Use Google Analytics to create a property for your domain

NOTE TO TRAINER
We need to spread the server load.
They can use Site Kit or WooCommerce Integration, and maybe Analytics Cat but spread the installs out if you can. The workshop is 20 mins. No install should take more than 5 mins.

20. Quick Quiz

Since July 2023 Analytics are now:
A – Universal Analytics
B – Google Analytics 4
C – Both

Well done everyone, the answer is **B – Google Analytics 4**

21. Using Google Analytics?
Once our connection has been made, there is lots we can do with the data, but we don't have any yet.
Lets go back to the Google Merch Shop Data and Explore

22.
At the Top of the screen select Free Form and chose how you want to display the data

DEMO Showing the Free Form

23. Linking Google Ads
To make the most out of your Google Ads, make sure you link your Google Analytics property to you Google Ads Account(s).

When you link to your Google Ads, your advertising section reports contain detailed Google Ads Campaign Data.

24. Final Activity (If there is enough time)
Using the Google Merch shop data in analytics create a free form exploration

Use this link to see what configurations you can use, or free style it! Send a couple of screen shots to show what you did.

24. Remove Access to Demo Account
The last thing we need to do is remove our access to the Google Merch Shop:

Sign in to Google Analytics.
Click Admin.
In the **ACCOUNT** menu, select the **Demo Account**.
In the **ACCOUNT** column, click **Account Access Management**.
Click **REMOVE MYSELF**.

Any Questions?

Final thoughts
Any comments on today?

What one thing do you feel you have taken from or improved upon from today?

Don't forget
Make sure you submit your workbooks, once you do you will get a copy to your email.
That email will have the links to download today's slides and notes.

Extra help
If you need any help with anything from today's session feel free to message me in the WhatsApp group.
If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana,
they are here to help you.