Module 13
Analytics You Need to Know
JACK ZAVORAL
MY EYES GLAZED OVER
What Matters to Clients?
What (Should) Matter to Clients?

- Overall traffic
- Source of traffic
- Bounce rate
- Time on site
- New vs repeat visitors %
- If selling social: engagement, visits, audience value, sales
- If selling search: conversions, clicks, sales
What Matters to Clients?

- Overall traffic
- Source of traffic
- Time on Site
- Conversions, clicks, form fills, appointments, sales, etc
## Key Site Metrics

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Sessions</strong></td>
<td>15,758</td>
<td>17,233</td>
<td>16,553</td>
<td>9,171</td>
<td>23,498</td>
<td>25,771</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New</strong></td>
<td>68%</td>
<td>74%</td>
<td>72%</td>
<td>62%</td>
<td>73%</td>
<td>78%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Repeat</strong></td>
<td>32%</td>
<td>26%</td>
<td>28%</td>
<td>38%</td>
<td>27%</td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Direct</strong></td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>12%</td>
<td>18%</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organic</strong></td>
<td>68%</td>
<td>72%</td>
<td>73%</td>
<td>68%</td>
<td>71%</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Site Referral</strong></td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Paid Ad</strong></td>
<td>8%</td>
<td>5%</td>
<td>1%</td>
<td>10%</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Overall Traffic

- Sessions
- Page Views
- Unique Users
Source of Traffic

- Direct
- Organic
- Paid Ad
- Paid Search
- Site Referral
## Acquisition

<table>
<thead>
<tr>
<th>Rank</th>
<th>Source</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organic Search</td>
<td>2.54%</td>
<td>-</td>
<td>1.66%</td>
</tr>
<tr>
<td>2</td>
<td>Direct</td>
<td>12.26%</td>
<td>-</td>
<td>0.85%</td>
</tr>
<tr>
<td>3</td>
<td>Email</td>
<td>142.31%</td>
<td>-</td>
<td>2.96%</td>
</tr>
<tr>
<td>4</td>
<td>Referral</td>
<td>22.54%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Social</td>
<td>13.59%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>(Other)</td>
<td>15.81%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Display</td>
<td>92.31%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Paid Search</td>
<td>100.00%</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
Direct Traffic

- Including “Branded Search” – when a user types your business name directly into the browser
- Every Biz thinks that’s how they are found
- TV, Radio, Print are all great ways to get people to type your name directly in the browser
- Maximize the number of people who search directly for you or type your name into the browser
Direct Traffic Example
Organic Traffic

- Largest source of traffic
- Often the most qualified source of traffic
- Determined by Google’s “Quality Score” for specific keywords
- SEO work is designed to help improve your Q Score – onsite and offsite
- Can’t overstate the ROI of solid SEO for most local businesses
Paid Ads

- Clicking on ads from emails, videos, banners, social media or search
- Usually less than 1% of impressions get clicked
  - 100,000 impressions and .2% click rate = 200 clicks
  - What about the other 99.8%??
- Real value in paid ads is attribution to organic
- In social and search, can be linked to commerce
Paid Search

- PPC = Pay per Click
- With the growth in mobile search, even more important to be top of the search results page
- Certain keywords cost more than others
- Often competing with national companies on the local level
- Questions about qualified traffic
- Should be done by experts; Adwords Certified
Site Referral

- One website has links to another website
- Facebook most common example – make sure all social channels are set up to measure referral
- Cars.com, Yelp, Angie’s List, Urban Spoon, etc are also referral sites
- Moz.com lists the best referral and directory sites by business
Moz Knows

The Best Local Citations by Category

Accounting
Advertising
Agricultural Services
Apartments
Architects
Assisted Living
Attorneys
Auto Repair Shops
BallBonds
Bakeries
Banks
Bars
Beauty Salons
Car Dealers
Car Insurance
Car Rental
Carpet Cleaners
Catering Services
Chiropractors
Churches
Clothing
Coffee Shops
Communications
Computer Services
Construction
Contractors
DaySpas
Dentists
Doctors
Education
Electricians
Electronics
Employment Agencies
Engineering
Event Planning
Financial Services
Flooring Companies
Florists
Furniture
Golf Courses
Grocery Stores
Hardware
Home Services
Hotels
Industrial Equipment
Insurance Agencies
Internet Services
Jewelers
Lawn Services
Locksmiths
Medical Services
Movie Theaters
Moving Companies
Nightclubs
Opticians
Pest Control
Pet Stores
Photographers
Plumbers
Psychologists
Real Estate Agencies
Restaurants
Roofing Contractors
Security
Shopping
Sporting Goods Stores
Storage
Travel Agencies
Veterinarians
YogaStudios

Top Citation Sources for Carpet Cleaners

- yellowpages.com
- servicemagic.com
- superpages.com
- yelp.com
- angieslist.com
- chem-dry.net
- local.yahoo.com
- bbb.org
- youtube.com
- dexknows.com
Bounce Rate

- The percentage of site visitors who leave a website after only viewing one page
- Measures how interested/qualified a site visitor is in the content on the site
- Especially important with mobile visitors
Questions?

If you have any questions about this course or individual modules, contact Jack Zavoral, Director of Member Development

salescert@localmedia.org