

CONVERSION MACHINE

MODULE 1

Profit Optimization

VIDEO 6 Transcript

Google Analytics Setup & Audit

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Hey everyone and welcome.

In this video you are going to set up Google Analytics and for existing users perform a google analytics audit.

Even if you've got Google Analytics already setup, make sure to watch this video until the end and double check your settings against the recommendations.

Why web analytics tools?

Now before you dive into Google Analytics I want to give you an example of the types of data you can collect for your business with Google Analytics and why it is so important.

Total site performance

Site performance helps you to understand how many conversions you have had, remember conversions could be leads or sales.

- leads
- sales
- conversion rate
- conversions

Page performance

Page performance help you to understand what is your top content, how people are interacting with it and allows you to see how different pages affect conversion rates.

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It also helps you plan on how to improve these page performance quality signals which when improved can improve your ranking in search engines.

- bounce / exit rate
- top content
- time on page
- page depth
- impact on conversions

Traffic performance

Traffic performance allows you to learn where your sales come from, which channels and which sources drive the most revenue for your business.

In opposition to this it also teaches you which marketing channels are not effective and where marketing investment is being wasted.

- source
- amount
- quality/conversion rate

As you can see digital analytics helps us make much more informed business decisions and allows us to optimize our marketing investments.

Let's jump into Google Analytics and get set up or audited!