

WEBSITE

BOOTCAMP

A better site with very little sweat



STREAMLINE

How to engage

Audio Settings: to set speaker preferences.

Use the Q&A button to ask questions at any time.

Raise your hand if you have any problems.

Don't worry about taking notes.



Audio Settings ^



Chat



Raise Hand



Q&A

Leave Meeting

This is us.



Sloane Dell'Orto

Mac Clemmens

Streamline:
3 years, 190
special district
websites, 500+
local government
agencies using our
free compliance
tools.

**Digital
Deployment:**
14 years, 300+
websites for
associations,
nonprofits, and
institutions.



STREAMLINE

Welcome!



Mac Clemmens



Sloane Dell'Orto



STREAMLINE

Why bother with bootcamp?

- Promote your district / educate the public, media (and sometimes the legislature)
- Provide better, more efficient customer service
- Be transparent
- To be compliant with state mandates
- What else?



Week 8: Site analytics

Introduction to Google Analytics

Basic reporting

Other resources

What we'll cover today

- **Baseline Stats**
 - Are people visiting?
 - Are they engaged?
- **Acquisition**
 - How are visitors finding you?
 - What channels are effective?
- **Top Content - What Pages Matter Most to your Users**
 - Where are people going on your site?
 - What pages are people using to enter your site?
- **Devices**
 - How are people viewing your site? Is it mobile-friendly?

**INTRO TO
GOOGLE
ANALYTICS**


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WEBSITE
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GETTING STARTED

Understanding and Installing Analytics



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Getting Started

Overview

1. Google Analytics is a free* tool that helps organizations understand their visitors better
2. The large majority of your users access only a fraction of your content — we want to make sure that content is only a click away, not buried
3. You may learn interesting things about your users and get a pulse on your community

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Getting Started

1. Do you have Google Analytics installed on your site?
 - a. Find out if you have Google Analytics installed already using builtwith.com
 - b. If not, you can sign up at google.com/analytics and follow these instructions
[Install Analytics \(Streamline\)](#)
[Install Analytics \(non-Streamline\)](#)
2. Do you have access to the account?
 - a. Can you log in at google.com/analytics?
 - b. If so, feel free to follow along with these exercises



Google Marketing Platform

For Small Businesses

For Enterprises

Resources

Blog

Partners

Support

Analytics

Overview

Benefits

Features

Compare

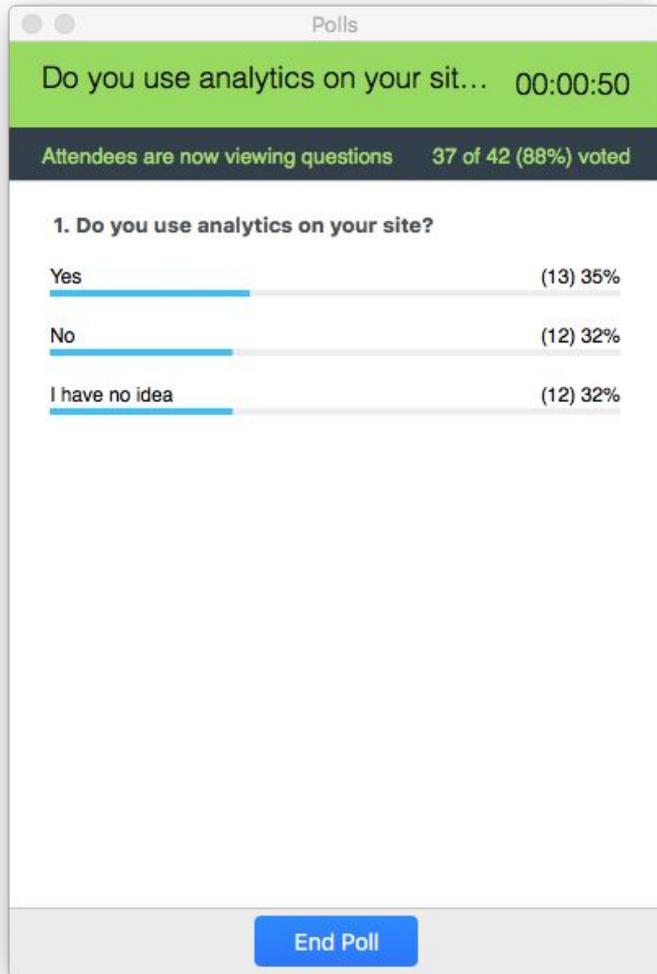
[Sign in to Analytics](#)

[Start for free](#)



Real-time Poll

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BASELINE STATS

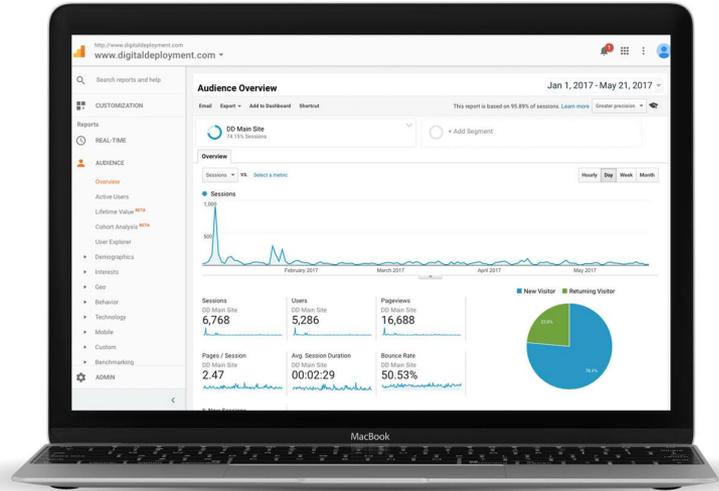
Are people visiting? Are they engaged?

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1. **Log in** to Google Analytics
2. Select the **“Audience”** tab
3. Then select **“overview”**

Finding your baseline stats



Baseline stats - Tips and definitions

Tips

1. Set a Date range that makes sense for the questions you want to answer
2. Look at year over year data to find trends
3. Look at outliers to identify what content excelled

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Baseline stats - Tips and definitions

- **Sessions** - Visits to your site
- **Users** - Unique visitors to your site
- **Pageviews** - Individual times a page is viewed
- **Pages / Session** - Average number of pages viewed per visit
- **Avg. Session Duration** - Average time a person spends on their visit to your site
- **Bounce Rate** - A bounce is when someone comes to your site and leaves after the first page. Bounce rate is the % of visitors that leave without visiting a second page.
- **Note - A high bounce rate will affect accuracy of session duration, pages per session**



HOW ARE VISITORS FINDING YOU?

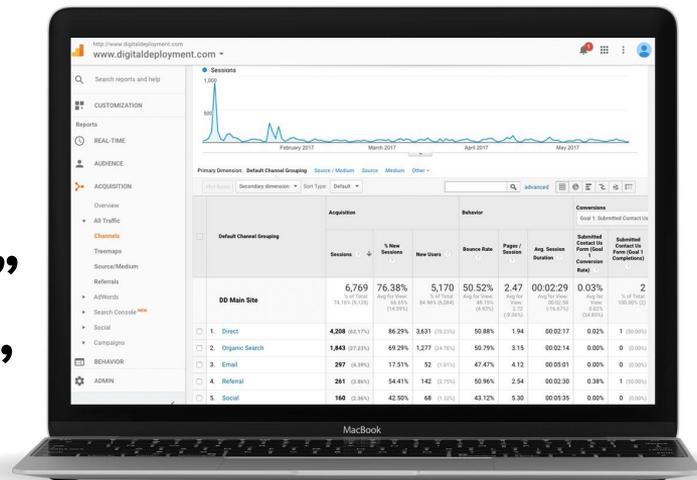
What channels should you focus on?

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1. Go to the **“Acquisition”** tab
2. Select **“All Traffic”**
3. Select **“Channels”**

Finding acquisition info



Acquisition - Tips and definitions

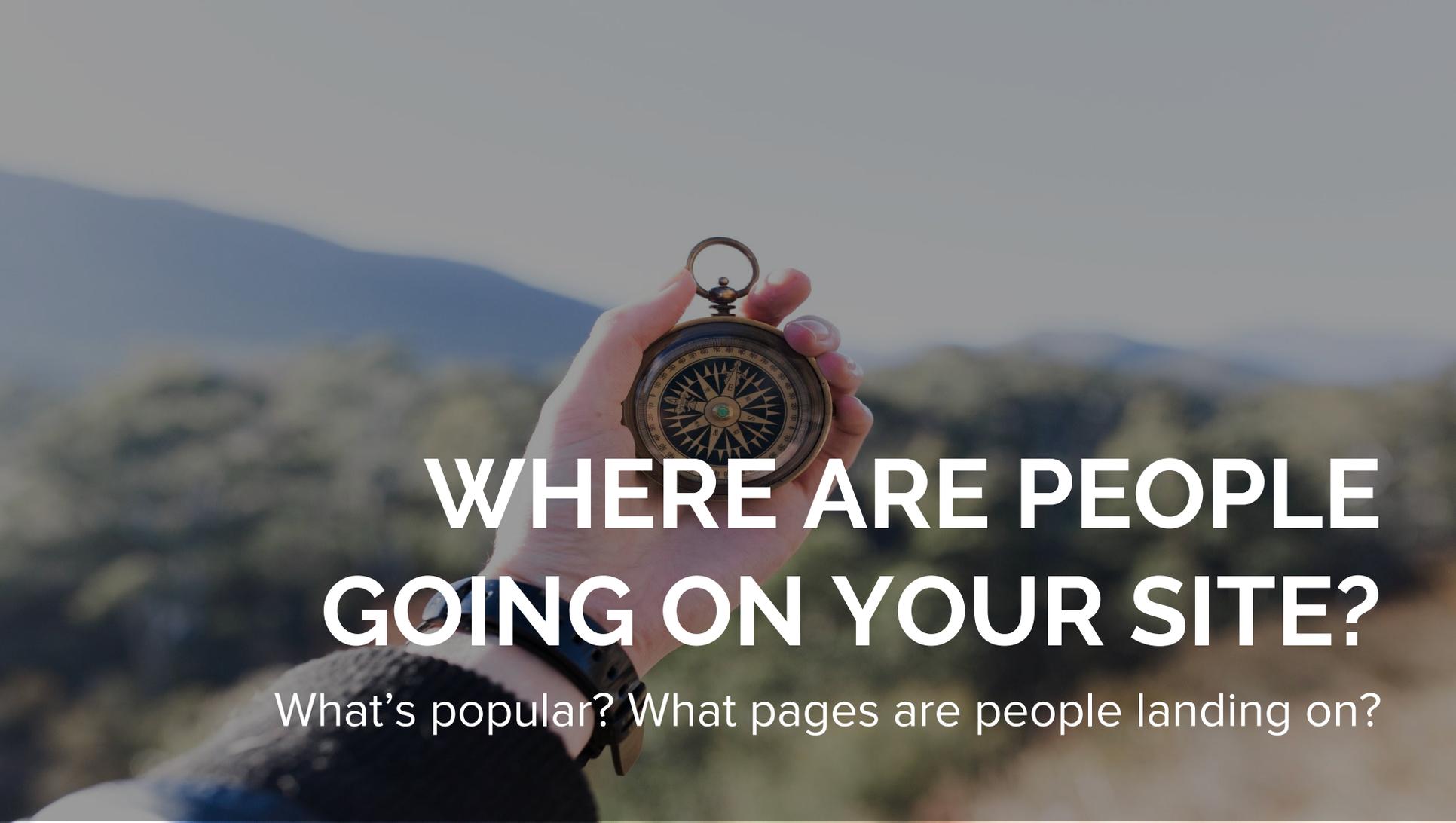
Tips

1. **Are certain channels growing or shrinking?** How does that align with your communications strategy or marketing efforts?
2. **Each acquisition channel invites a different type of user behavior.** Email and search are typically pretty engaged, while display and social tend to show lower engagement. That is ok. They serve different purposes.
3. **Explore campaigns, referral sources, social networks to find more info about what is effectively driving traffic to your site.**

Acquisition - Tips and definitions

Definitions

- **Direct** - Arrived at your site by typing in your URL or clicking a bookmark
- **Organic Search** - Searched for keywords on a search engine. Not paid search
- **Paid Search** - Arrived via a google adwords ad
- **Email** - Arrived at your site via email campaign
- **Referral** - Arrived via a link from another site
- **Social** - Arrived via a link from a social network
- [Full list of definitions](#)

A hand holding a vintage brass compass against a blurred background of mountains and a valley. The compass is the central focus, with its intricate face and ring clearly visible. The background is a soft-focus landscape of rolling hills and mountains under a hazy sky.

WHERE ARE PEOPLE GOING ON YOUR SITE?

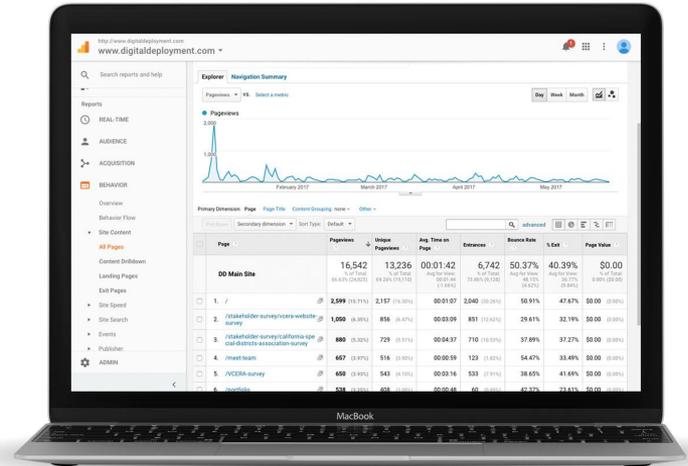
What's popular? What pages are people landing on?

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1. Go to the **“Behavior”** tab
2. Select **“Site Content”**
3. Select **“All Pages”**

Top content info



Top content - Tips and definitions

Tips

1. **Look at top content to find what content is getting the most pageviews.**
Contrast pageviews vs engagement.
2. **Look at top landing pages to understand where people are entering your site.** Look for trends and assess how that affects the overall session.

Definitions

- **Entrances** - An entrance is the number of times visitors entered your site through a specified page.
- **% Exit** - %Exit is $(\text{number of exits}) / (\text{number of pageviews})$ for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

A hand holding a smartphone with colorful bokeh lights in the background. The phone screen is dark, and the background is a dark purple/blue gradient with out-of-focus light spots in shades of pink, orange, and yellow.

HOW ARE PEOPLE VIEWING YOUR SITE?

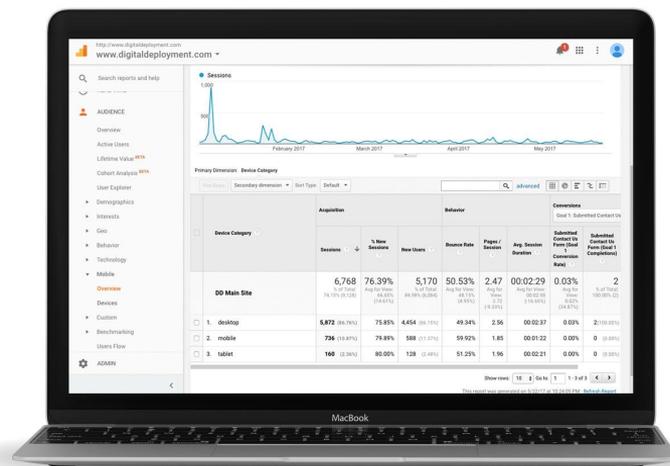
What devices?

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1. Go to the “**Audience**” tab
2. Select “**Mobile**”
3. Select “**Overview**”

Finding device info



Devices - Tips and definitions

Tips

1. **Are certain device categories growing or shrinking?** How does that align with your communications strategy or marketing efforts?
2. **Is your website optimized for the screen your visitors are using?** Is your site responsive? Are you calling your users to action in the right places. Are you structuring your content for success?

Definitions

- **Desktop** - Desktop or notebook computer
- **Mobile** - Mobile phone
- **Tablet** - iPad or other tablet

Questions?

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This is our last session! :(

**Please watch for the Bootcamp survey coming
next week, to complete the course and
receive your certificate.**

We'd love your feedback!



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