

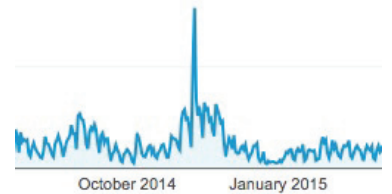
Analytics & Audiences Tip Sheet 1

Audience Insights from Google Analytics

Google Analytics can offer us important insights into user behaviour on our websites – where our visitors come from, how they engage with our website content and which pathways they take to buying tickets, consuming our art, or attending our venues. Vicki Allpress Hill from [The Audience Connection](#) shares some of the standard reports and features that can kick start your use of Google Analytics to gain audience insights. Not yet familiar with Google Analytics? Go to [www.google.co.nz/analytics/learn/setupchecklist.html](http://www.google.co.nz/analytics/learn/setupchecklist.html)

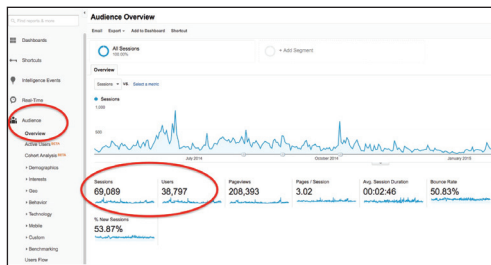
QUICK TIPS

**Interpreting the data**  
It is important to understand that the data from Google Analytics is never going to be a completely accurate picture of your website visitors. For one thing, it tracks devices, not individuals, not necessarily distinguishing between those using the computer to access your site. Google Analytics reports are most useful when used to make comparisons over time and highlight indicators and trends, such as activity peaks.

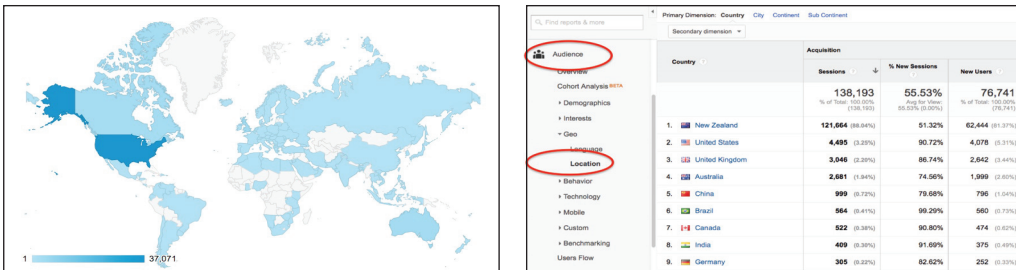


1. How many website visitors do you have? Audience Overview Report

Here you can view the number of “Sessions” (each time someone actively engages with your site) and “Users” (in simple terms an individual on one device) during your selected date range (see “Setting the date range” tip at right). The reason there are typically more sessions than users is that some people visit more than once. The number of users on a website is very dependent on the type of arts organisation you are and your contextual activity. It is best to compare your data to other organisations of a similar type or against your own results over time. Many organisations look at their visits monthly or quarterly and do a comparison with the same period the previous year to account for seasonal activity, such as membership campaigns.

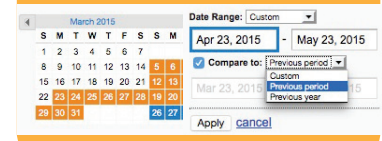


2. Where are your website visitors located? Location Report

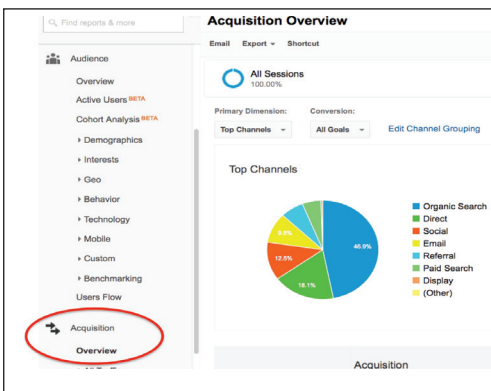


This report shows where your visitors are viewing your site – by continent, country or city. Google Analytics determines location from visitor’s IP address. Valuable insights can be gleaned from this report if you are looking to achieve an international profile, reach national or global audiences (e.g. for live streaming) or undertake touring activity. Some arts organisations are surprised to find where their online audiences are actually located.

**Setting the date range**  
The date range in Google Analytics automatically defaults to the last 30 days ending on yesterday. Use the dropdown arrow to the right of the date range to customise the date range. You can also easily compare to the past (previous period, previous year or custom range). These settings are applied to all reports until you uncheck the “Compare to the past” box.

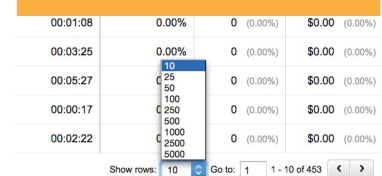


3. What’s driving traffic? Acquisition Report



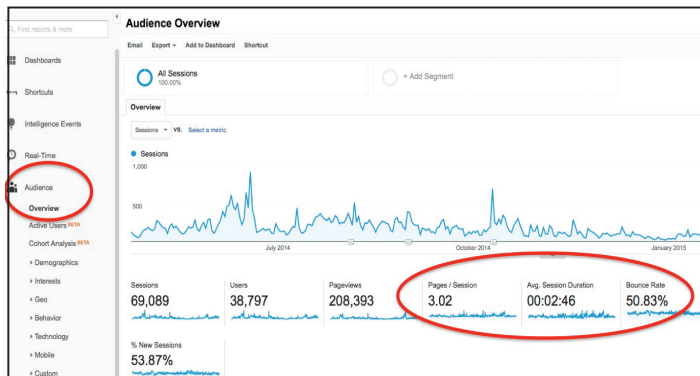
View your website’s traffic source mix in these reports to start to understand the value of your online activity. The pie chart shows you visually what proportion of your visitors come from **Organic Search** (links in search results), **Direct** (typing URL or clicking on a bookmark in their browser), **Referral** (links on other sites such as event listings), **Paid Search** (Adwords & similar), **Social** (social media sites – yours and others’), **Email** (if you have your email campaigns connected to Google Analytics) and **Campaigns** (other online activity linked to Google Analytics).

**Display more results**  
In reports with multiple rows, don’t limit yourself to the default display of 10 rows. Use the “Show rows” dropdown at bottom right of the report to expand and add rows, or the “Go to” box to jump to a specific page of results.



#### 4. How engaged are your website visitors? Audience Overview Report

Three simple metrics in the Audience Overview report can show you how engaged your audiences are with your website. These are the **Pages/Session**, **Avg. Session Duration** and **Bounce Rate** metrics. “**Pages/Session**” is the average number of pages viewed during a session. Repeated views of a single page are counted. This is an indicator that users are engaging with the content on your website, giving you more opportunity to build a relationship and convert them to an action. “**Avg. Session Duration**” is the average length of a session, again indicating the depth of connection with your content. “**Bounce Rate**” is

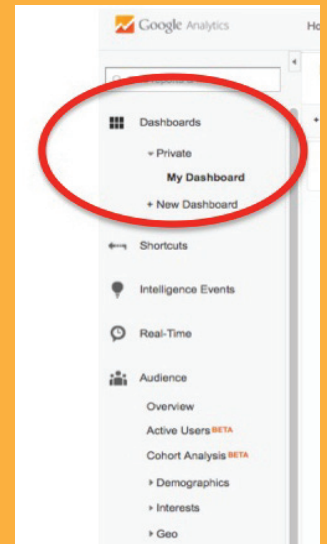


the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting further with the site). Except in scenarios where visitors are looking for quick answers, such as contact numbers, a high bounce rate can indicate poor engagement – or disappointment when the

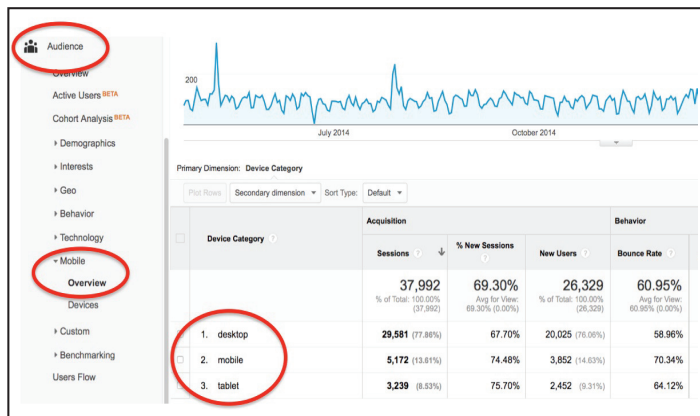
destination page did not meet the promise of the ad or search listing. If you have a high bounce rate, it's important to look more closely at the bounce rate for individual pages. Results from our Optimiser online marketing benchmarking programme show that 50.72% is the average bounce rate for New Zealand arts sector websites.

#### Set up a dashboard

Google Analytics Dashboards are a great way to view the data most important to you, or create specific report views for members of your team. You can have up to 20 dashboards with 12 widgets in each for each view / property in your Google Analytics account.



#### 5. How many of your visitors are on mobile? Mobile Overview Report

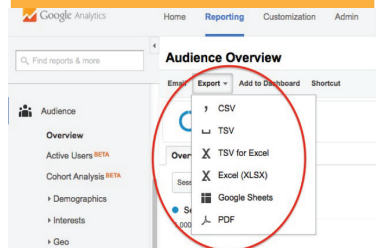


Understanding how many of your website visitors are on mobile is easy! This report breaks down “sessions” by **Desktop**, **Mobile** and **Tablet**, giving you key engagement metrics for each one. Set the date range comparison to see how your mobile visits are growing and use the engagement metrics to understand what sort of experience your visitors might be having on mobile.

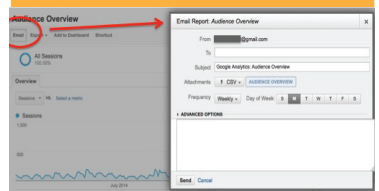
Is your website not mobile responsive yet? This is the data to help you argue internally for one of the most important investments you can make right now.

#### Export & email reports

Almost all Google Analytics reports can be exported in a variety of formats, including PDF.



Setting up scheduled emails of reports is an efficient way of getting the right reports to the right people at the right time.



#### 6. What pages & content are they viewing? All Pages Report

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
All	29,200	12,978	00:00:26	10,282	3.29%
1. /	16,643 (57.00%)	7,563 (58.28%)	00:00:16	7,457 (72.52%)	3.84%
2. #node/realtime/2014-10-28/realtime/2014-10-28	4,318 (14.79%)	1,677 (12.93%)	00:00:45	1,520 (14.79%)	1.71%
3. #node/realtime/2014-10-28/realtime/2014-10-28	1,109 (3.80%)	511 (3.94%)	00:00:27	422 (4.10%)	0.24%
4. #node/realtime/2014-10-28/realtime/2014-10-28	992 (3.40%)	261 (2.01%)	00:00:27	32 (0.31%)	0.00%
5. #node/realtime/2014-10-28/realtime/2014-10-28	631 (2.16%)	271 (2.09%)	00:00:30	117 (1.14%)	0.00%
6. #node/realtime/2014-10-28/realtime/2014-10-28	311 (1.07%)	140 (1.08%)	00:00:20	9 (0.09%)	11.11%
7. #node/realtime/2014-10-28/realtime/2014-10-28	233 (0.80%)	99 (0.76%)	00:00:47	19 (0.18%)	0.00%
8. #node/realtime/2014-10-28/realtime/2014-10-28	232 (0.79%)	112 (0.86%)	00:00:20	81 (0.79%)	2.47%
9. #node/realtime/2014-10-28/realtime/2014-10-28	224 (0.77%)	100 (0.77%)	00:00:32	29 (0.28%)	0.00%
10. #node/realtime/2014-10-28/realtime/2014-10-28	216 (0.74%)	85 (0.65%)	00:00:49	26 (0.25%)	0.00%

This report gives you a clear sense of the most and least popular pages on your website. You can easily change the view to gain different insights by clicking on the column headers to sort by **Page Views**, **Avg. Time on Page**, **Entrances**, **Bounce Rate** and **% Exit**. Once you gain confidence with Google Analytics, you can start to segment this report by traffic source, location and device to understand their impact on content consumption too.

Who's on your site now? Real-Time reports show you!

