

Analytics & Audiences Tip Sheet 2

From visits to value: 4 ways to track conversion on your arts organisation's website

This Tip Sheet will help you to better understand which online marketing activity is driving the most engaged audiences to your website. Still learning about this tool? View Google Analytics' useful starter information at <http://bit.ly/23nYYLY> or download Tip Sheet 1 at <http://bit.ly/1W6o8j1>

1. Which of your online channels are sending you quality website visitors?

The **Channels** report is where you can see which traffic sources are driving the most engaged traffic to your website. The report shows traffic in Google's default groupings - **Organic Search**, **Direct** (user typed URL or clicked bookmark), **Referral** (from other sites), **Email** (from campaigns deployed in your Email Management System, e.g. MailChimp), **Social**, **Display** (paid online display advertising) and **Paid Search** (from paid search advertising).

Default Channel Grouping	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	259,891 <small>% of Total: 100.00% (259,891)</small>	60.48% <small>Avg for View: 60.48% (0.00%)</small>	157,178 <small>% of Total: 100.00% (157,177)</small>	58.44% <small>Avg for View: 58.44% (0.00%)</small>	2.29 <small>Avg for View: 2.29 (0.00%)</small>	00:01:57 <small>Avg for View: 00:01:57 (0.00%)</small>	3.29% <small>Avg for View: 3.29% (0.00%)</small>	8,554 <small>% of Total: 100.00% (8,554)</small>
1. Organic Search	124,485 (47.90%)	56.03%	69,746 (44.37%)	44.71%	2.83	00:02:38	2.19%	2,728 (31.89%)
2. Direct	56,650 (21.80%)	73.41%	41,585 (26.46%)	71.58%	1.84	00:01:22	1.93%	1,095 (12.80%)
3. Referral	25,567 (9.84%)	66.48%	16,998 (10.81%)	65.89%	1.84	00:01:22	1.36%	347 (4.06%)
4. Email	18,133 (6.98%)	21.18%	3,840 (2.44%)	61.66%	2.06	00:01:54	6.31%	1,145 (13.39%)
5. Social	18,093 (6.96%)	67.16%	12,151 (7.73%)	71.04%	1.71	00:01:16	17.21%	3,114 (36.40%)
6. Display	14,307 (5.51%)	78.31%	11,204 (7.13%)	92.35%	1.14	00:00:18	0.24%	35 (0.41%)
7. Paid Search	1,752 (0.67%)	59.30%	1,039 (0.66%)	51.66%	2.88	00:01:59	2.91%	51 (0.60%)
(Other)	904 (0.35%)	68.03%	615 (0.39%)	75.66%	1.71	00:01:00	4.31%	39 (0.46%)

Google knows the traffic source from the **medium** in the tracking information. Not only can you see numbers of sessions, but you can view behaviour and conversion metrics to understand which traffic is most valuable to you. It's very important to note that if you do not connect your Email Management System with your Google Analytics account all your email traffic will turn up in **Direct**. Typically this is an option in account settings, e.g. in MailChimp it is under Account>Integrations. Check this out today!

2. Which of your promotions generate the most traffic and conversions?

URL builder form

Step 1: Enter the URL of your website.

Website URL *

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

Campaign Content

Campaign Name *

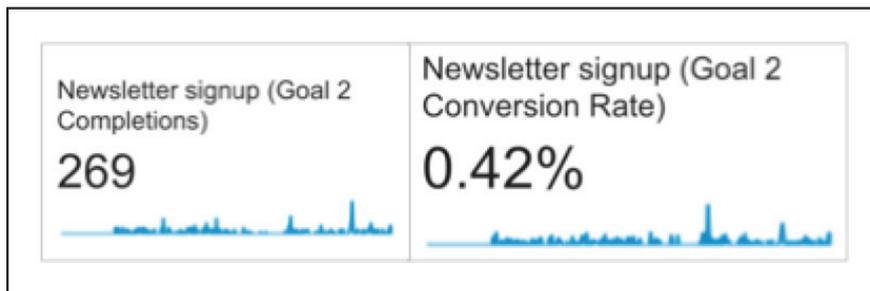
(product, promo code, or slogan)

* Required field

Google Analytics URL Builder enables you to tag individual URLs with custom campaign variables. It's so simple to use and gives you such useful insights! It means you can view the behaviour of just those visitors who clicked on that link, which could be a link in a particular Facebook post, email story or online ad. The variables are those you may have seen automatically generated in Google Adwords or email management systems such as MailChimp. Once you find the online URL Builder form at <http://bit.ly/12RNimp> you must fill in the URL for the page you want to link to, then the three mandatory fields - **Campaign Source** (the referrer, e.g. Stuff, Facebook, Newsletter), **Campaign Medium** (the marketing medium e.g. ad, story, email) and **Campaign Name** (the product, event, artist, promotion name or similar). This generates a URL that contains this tracking information and the results then turn up in the **Campaigns** area of Google Analytics reporting. Wherever possible, add tracking URLs to inbound links coming into your website and your data will be far more relevant and segmented.

http://nzsq.org.nz/?utm_source=Facebook&utm_medium=PagesPostAd&utm_campaign=Pah

3. Are you converting your website visitors into more highly engaged audiences?



Goals are how you track whether your website is doing the job you need it to. They can be set up in your Google Analytics account (20 goals per **View**) to align with your organisation and audience goals. Goals enable you to see what % of your website visitors reached a particular destination, completed a specific action or engaged for a defined length of time. The great thing about goals is you can set them up in your Google Analytics account - no further code needs to be applied to your website. Once goals are set up and tracking correctly, they turn up in most of the standard Google Analytics report tables. So you can see, for example, how engaged the traffic is from each channel (such as social media) or how many users converted to a goal from mobile phone vs. tablet or desktop. There are four types of goals, as you can see from the image to the right. You set these up in the **Admin** area of your Google Analytics account and you can view the reporting in **Conversions**.

1 Goal description

Name

Goal slot ID
Goal Id 1 / Goal Set 1

Type

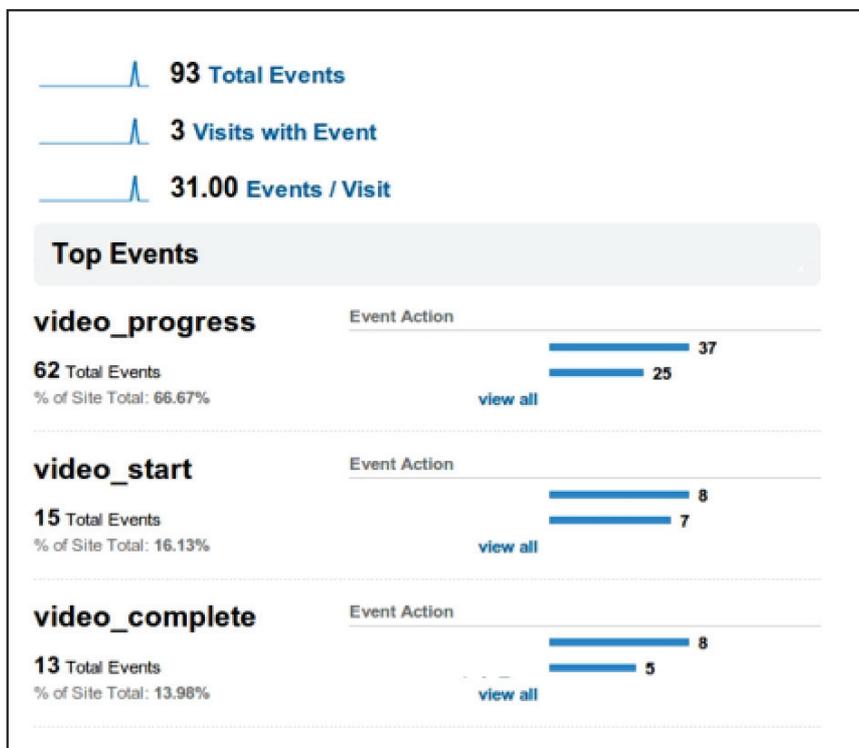
- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

What types of goals can be useful for an arts organisation website? A typical **Destination** goal is the completion of an email signup form, as is shown in the example above left. **Duration** and **Pages/Screens per session** are useful goals to track for websites with deep and rich content, such as Museums or Galleries offering online collections. **Event** goals can tell you the % of sessions that included an interaction such as a video play or a link click. See the next section for information on **Event Tracking**.

4. How can event tracking help you to track user interactions?

Events in Google Analytics enable you to track user interactions with content that take place independently from a web page or a screen load. These sorts of interactions include **downloads, video plays, social shares and clicks on outbound links**. Even the % of page scrolled can now be tracked in **Events**. This is a more advanced Google Analytics function that requires us to modify the HTML code so that Google Analytics knows what specific event has been triggered. You will need help from your web developer (or a web savvy team member) to put this tracking in place. Once set up, the reporting on **Events** can be found in **Behavior** in Google Analytics.

Many New Zealand arts organisations struggle to track the entire audience conversion journey on their websites. This is because we are often sending our website traffic to different domains (third party websites) to complete conversion activity such as ticket purchase or donation. Utilising **Events** to collect data on outbound link clicks (e.g. the % of visitors clicking on a Buy Tickets link) can help provide a bit more of the picture. Other useful interactions for arts organisations to track can include downloads of subscription brochures or education resources and completion of forms.



For more updates on how to use these tips, sign up to the Optimise blog at <http://optimisenz.com>

View Vicki Allpress Hill's From My Desk video on **Audience Insights from Analytics** at <http://bit.ly/21QMMEem>

View Optimise webinar **Audience insights from online analytics** at <http://bit.ly/1WkwSCI>

Download **Analytics and Audiences Tip Sheet 1** at <http://bit.ly/1W6o8j1>