Drive Your Nonprofit Success with Intel From

Google Analytics

Featuring Guest Speaker:
George Weiner
Founder & CEO

WHOLE WHALE

Brought to you by America’s Charities
Use #DataCents
Drive Nonprofit Success with Intel from Google Analytics

Use #DataCents
Who is Whole Whale?

We leverage data and tech to increase nonprofit impact.

Some of Our Clients
My Goals

1. Increase your knowledge of GA
2. Provide a framework for using GA
3. Improve your marketing & fundraising

Questions?
@WholeWhale  #DataCents
(or chat)
Poll: How much do you know?

A. No Google Analytics knowledge
B. Beginner
C. Intermediate
D. Enough to be dangerous
E. Advanced
Contents

Gather
● Setup
● Google Analytics terms
● Basics of metrics
● Goals

Analyze
● Misleading Metrics (M&Ms)
● Case Study Examples

Act
● Dashboards
What is it?

Google.com/analytics

- Free
- Web analytics for your website
- Javascript that lives on every page
- Every website codebase can handle this
- Takes less than 30min to install
- Shows what/where/how/when activities on your website (not so much why)
How do we measure behavior?

I'd like to cut back on my drinking enough that I can keep a straight face when I lie to my doctor.
How do we measure behavior?
Gather
Poll: Is your site using Analytics?

A. No clue - how do I check?
B. No we aren’t
C. Yes - outdated Analytics code
D. Yes - Universal Analytics
E. I wandered into this webinar by accident and just like clicking buttons
Getting Started Checklist

- Setup: is it installed?
- Staff: who is monitoring?
- Access: are there tiers of access?
- Goals: are they setup/defined?
- Webmaster tools: is it connected?
- AdWords: Connected?
- Dashboards: (WW bundle)
Getting Started Checklist

Everything can be found in Admin
Google Analytics Terms

- Users (formerly Unique Visitors)
- Sessions (formerly Visits)
- Pageviews
- Bounce Rate (Bounces)
- Average Visit Duration
- Exit Rate (Exits)
- Goal
- Event

Simple Glossary @ WholeWhale.com/Google
Basics: Users, Sessions, Pageviews

Sessions: 194,135
Users: 153,187
Pageviews: 608,319

Simple Glossary @ WholeWhale.com/Google
Basics: Bounces and Exits

1 Session, 1 Pageview

enter → 1 bounce
1 exit

1 Session, 2 Pageviews

enter → 1 exit
no bounce
Demographic Info

Upgrade to Universal Analytics for...

How to tell in Code
Universal Analytics = Analytics.js
Old Analytics = ga.js
Measuring the Logic Model

**GOALS!**

**Input:** what you invest
- Free PDFs
- Free Photos
- Free Classes

**Output:** what you make
- Downloads
- Pageviews
- Signups

**Outcome:** what you expect to happen
- Informed Programs
- Health Literacy
- Healthier World
Goals
Analyze
M&M: Users

- How is this possible?
  - Selected together: Total = 2,000
    - June-August: 2,000 users
  - Selected month by month: Total = 3,700
    - June: 1,500 users
    - July: 1,000 users
    - August: 1,200 users
M&M: Users

Cookies are used to track unique users over time.
Quiz: A user visits nonprofit.org homepage, 5 minutes browsing 2 pages. They leave the site for 20 minutes, return and spend another 5 minutes browsing 2 pages. How many sessions and pageviews are recorded?

A. 2 Sessions - 4 Pageviews
B. 1 Session - 4 Pageviews
C. 1 Session - 2 Pageviews
D. Other
M&M: Counting Sessions

B: Correct answer
- 1 Session - 4 Pageviews - 1 User
Session cookies last 30 minutes
M&M: Avg. Session Duration

• **Quiz**: A user visits nonprofit.org homepage, spends **3 minutes** scrolling through the page, and then bounces (leaves the site).

How long does GA record for session duration?

A. 3m
B. More than 3m
C. 0m
M&M: Avg. Session Duration

How long does GA record for session duration?
C. 0m is Correct

1 Session, 1 Pageview

enter → ? time → 1 bounce
1 exit
M&M: Avg. Session Duration

Add a non-bounce segment to see true time

<table>
<thead>
<tr>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sessions</td>
<td>All Sessions</td>
</tr>
<tr>
<td>1.58</td>
<td>00:01:04</td>
</tr>
<tr>
<td>Non-bounce Sessions</td>
<td>Non-bounce Sessions</td>
</tr>
<tr>
<td>3.63</td>
<td>00:04:49</td>
</tr>
</tbody>
</table>

But… Averages are misleading (they can also hurt kittens)
# M&M: Avg. Session Duration

## Session Duration

<table>
<thead>
<tr>
<th>Session Duration</th>
<th>Sessions</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 seconds</td>
<td>151,648</td>
<td>4,444</td>
</tr>
<tr>
<td>11-30 seconds</td>
<td>7,000</td>
<td>7,000</td>
</tr>
<tr>
<td>31-60 seconds</td>
<td>6,195</td>
<td>6,195</td>
</tr>
<tr>
<td>61-180 seconds</td>
<td>9,907</td>
<td>9,907</td>
</tr>
<tr>
<td>181-600 seconds</td>
<td>8,444</td>
<td>8,444</td>
</tr>
<tr>
<td>601-1800 seconds</td>
<td>5,134</td>
<td>5,134</td>
</tr>
<tr>
<td>1801+ seconds</td>
<td>838</td>
<td>838</td>
</tr>
</tbody>
</table>

## Audience > Behavior > Engagement
Quiz: A user visits nonprofit.org homepage, spends **3 minutes** scrolling through 1 page, then **2 minutes** on the next page and then leaves the site. How long does GA record for session duration?

A. 5m  
B. 3m  
C. 0m

B is Correct - 3m
M&M: Session Duration

- **Problems**
  - Metric underestimates true session duration
  - Bounced sessions have durations of 0

- **Solutions**
  - Look at non-bounce visitors
  - Goal tracking
Internal Traffic can inflate sessions

the call is coming from...
inside the house
M&M: No Filters

• Problems
  o internal traffic can overestimate traffic numbers

• Solutions
  o Create filters to exclude traffic from internal IP address
  o Also exclude traffic from “dev” sites
What else can Google Analytics Track?

- **Goals!**
  - Newsletter signups
  - Donations
  - Sales Funnels
  - 5 minute visits
  - Any click on the site

- **Events**
  - Outbound referrals
  - Scroll depth
  - Video interaction
Event: Outbound Referrals

Q: Where do people go when they click to leave our site?

<table>
<thead>
<tr>
<th>Event Action</th>
<th>Event Label</th>
<th>Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.huffingtonpost.com/george-weiner/using-the-whole-whale_b_809716.html">http://www.huffingtonpost.com/george-weiner/using-the-whole-whale_b_809716.html</a></td>
<td>/about/</td>
<td>34</td>
</tr>
<tr>
<td><a href="http://blog.crazyegg.com/2013/01/31/why-is-google-analytics-inaccurate/">http://blog.crazyegg.com/2013/01/31/why-is-google-analytics-inaccurate/</a></td>
<td>/google-analytics-wrong/</td>
<td>27</td>
</tr>
<tr>
<td><a href="https://www.google.com/analytics/gallery/#landing/start/">https://www.google.com/analytics/gallery/#landing/start/</a></td>
<td>/build-google-analytics-dashboards-like-a-boss/</td>
<td>23</td>
</tr>
<tr>
<td><a href="mailto:Letstalk@WholeWhale.com">mailto:Letstalk@WholeWhale.com</a></td>
<td>/services/</td>
<td>17</td>
</tr>
<tr>
<td><a href="http://givingtuesday.org/join">http://givingtuesday.org/join</a></td>
<td>/29-ideas-for-givingtuesday-2014/</td>
<td>15</td>
</tr>
</tbody>
</table>

Note: this requires advanced configuration via Google Tag Manager
Example: Social Media Traffic

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce Rate</td>
<td>Conversions</td>
</tr>
<tr>
<td>Site Avg: 64.02%</td>
<td>Site Avg: 64.02%</td>
</tr>
<tr>
<td>63.56%</td>
<td>2.94</td>
</tr>
<tr>
<td>63.07%</td>
<td>3.02</td>
</tr>
<tr>
<td>62.27%</td>
<td>3.05</td>
</tr>
</tbody>
</table>
Assisted Conversions

Q: What if people don’t convert on first visit?
Example: Demo Conversion

Q: Do Millennials like us? Are we AARP friendly?

<table>
<thead>
<tr>
<th>Age</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>29,285</td>
<td>30.59%</td>
<td>158,246</td>
<td>42.25%</td>
<td>39.71%</td>
<td>18-24</td>
</tr>
<tr>
<td>25-34</td>
<td>14,226</td>
<td>36.07%</td>
<td>34.26%</td>
<td>5.42%</td>
<td>-27.26%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>9,002</td>
<td>40.61%</td>
<td></td>
<td></td>
<td>-34.52%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>7,159</td>
<td>42.81%</td>
<td></td>
<td></td>
<td>-30.95%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td>4,508</td>
<td>45.39%</td>
<td></td>
<td></td>
<td>-31.45%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>2,678</td>
<td>48.28%</td>
<td></td>
<td></td>
<td>-37.66%</td>
<td></td>
</tr>
</tbody>
</table>

Goal Conversion Rate (compared to site average)

24.50%

Avg for View: 29.11% (-15.83%)
Example: Boost Subscriptions

How many new subscriptions are we getting? How can we increase that?

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Magazine Signup (Goal 8 Completions)</th>
<th>Magazine Signup (Goal 8 Completions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. google / cpc</td>
<td>594</td>
<td>23.76%</td>
</tr>
<tr>
<td>2. google / organic</td>
<td>526</td>
<td>21.04%</td>
</tr>
<tr>
<td>3. (direct) / (none)</td>
<td>494</td>
<td>19.76%</td>
</tr>
<tr>
<td>4. strokesmart.org / referral</td>
<td>440</td>
<td>17.60%</td>
</tr>
<tr>
<td>5. bing / organic</td>
<td>113</td>
<td>4.52%</td>
</tr>
</tbody>
</table>
Interesting - Paid traffic is #winning

<table>
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<tr>
<th>Source / Medium</th>
<th>Magazine Signup (Goal 8 Completions)</th>
<th>Magazine Signup (Goal 8 Completions)</th>
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<tr>
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<td>3. (direct) / (none)</td>
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<td>4. / referral</td>
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</tr>
<tr>
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</tr>
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</table>
Dig a little deeper...

Which keywords are driving the most conversions?

1. free magazine
2. warning signs of a stroke
3. stroke
4. free magazine subscription
5. warning signs for a stroke

**ACTION:** Tell marketing team to pursue these for higher quality traffic
Find your impact sabermetrics
Act
Using Dashboards

Download the free Whole Whale starter pack
WholeWhale.com/google
Donors}

Gather Data

Ask Questions

Analyze

Insights

Learn & Act
Q: Where are donor’s coming from?
Q: What path did they actually take?

- **Goal Value**: $432,705.00
- **Goal Conversion Rate**: 7.07%
- **Total Abandonment Rate**: 68.02%
- **General Donation Thank You (Goal 1 Completions)**: 1,031

**MCF Channel Grouping Path**

1. Organic Search → Direct
2. Direct × 2
3. Organic Search × 2
4. Organic Search → Direct × 2
5. Direct × 3
6. Organic Search → Direct × 3
7. Referral → Direct
8. Direct → Organic Search
9. Organic Search × 2 → Direct
10. Organic Search → Referral
Q: What about donor’s by location?

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>Goal Conversion Rate</th>
<th>Per Session Goal Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Total: 64.56% (278,340)</td>
<td>Avg for View: 7.05% (17.14%)</td>
<td>Avg for View: $1.55 (32.91%)</td>
</tr>
<tr>
<td>New York</td>
<td>12,212 (6.80%)</td>
<td>6.73%</td>
<td>$1.78</td>
</tr>
<tr>
<td>Houston</td>
<td>3,719 (2.07%)</td>
<td>6.32%</td>
<td>$1.09</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3,668 (2.04%)</td>
<td>9.02%</td>
<td>$2.43</td>
</tr>
<tr>
<td>Chicago</td>
<td>3,340 (1.86%)</td>
<td>7.07%</td>
<td>$1.75</td>
</tr>
<tr>
<td>(not set)</td>
<td>2,798 (1.56%)</td>
<td>6.36%</td>
<td>$1.60</td>
</tr>
<tr>
<td>Boston</td>
<td>2,521 (1.40%)</td>
<td>3.65%</td>
<td>$0.48</td>
</tr>
<tr>
<td>San Francisco</td>
<td>2,436 (1.36%)</td>
<td>8.05%</td>
<td>$1.80</td>
</tr>
<tr>
<td>Washington</td>
<td>2,426 (1.35%)</td>
<td>5.69%</td>
<td>$1.16</td>
</tr>
<tr>
<td>San Diego</td>
<td>1,966 (1.09%)</td>
<td>7.07%</td>
<td>$1.30</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,878 (1.05%)</td>
<td>4.53%</td>
<td>$0.85</td>
</tr>
</tbody>
</table>
Q: How is our Donation funnel doing?

Step 1: Enter Donation Amount/Type Page 1,136

130 (11.44%)

proceeded to Step 2: Enter Personal Information Page (One-off) 130

10 (7.69%)

proceeded to One-off Donation - Main 10

0.88% funnel conversion rate
Act: What can be improved?

Less **ALWAYS** gets more. Fewer pages, fewer fields = more $
Numbers are people too

How do we talk about #s internally?

1. There were **315 newsletter signups** during the month of September, an average of 10.5 per day.

2. In September, **10.5 people per DAY** told us they care about the cause and want to hear more about our work.

3. During September, 315 people signed up to hear more from us, this *should* lead to **31 new donors** in the next 6 months.
Things we didn’t cover

1. Assisted Conversions  
   http://www.wholewhale.com/tips/assisted-conversions-like-a-boss/

2. Google Tag Manager  
   http://www.wholewhale.com/tips/googletagmanager/

3. Campaign Tagging  
   http://www.wholewhale.com/tips/url-tagging-mistakes/
Q&A?
Analytics Academy

Increase your Google Analytics aptitude with easy-to-follow video lessons from experts.

ENROLL FOR FREE
Whole Whale Resources

Google Resources - WholeWhale.com/Google
Tons of helpful training articles

Video Trainings - WholeWhale.com/TV
Free digital strategy YouTube series

Online course - WholeWhale.com/University
Google AdWords for Nonprofits

Nonprofit Podcast - WholeWhale.com/podcast
Stories of tech in the nonprofit world podcast
Thank You!

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