Visible Firm Online Workshop:
# Track Your Data, Optimize Your Results

Getting Comfortable with Google Analytics

The vast amount of data in Google Analytics can be overwhelming to an inexperienced user. Here we break down step by step how to gather 4 crucial metrics that your firm needs to be tracking.

Metric: Overall Website Traffic

Follow the 4 steps in the screenshot below:

1) Click **Audience**

2) Click **Overview**

3) Input date range

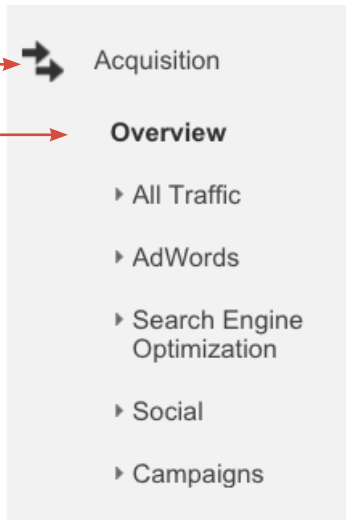4) Click **Apply**
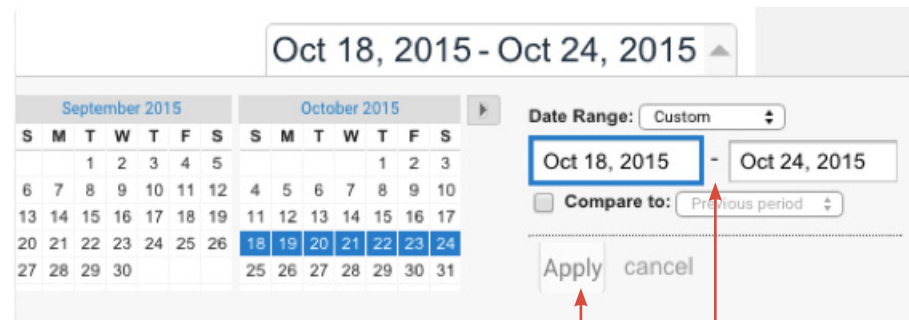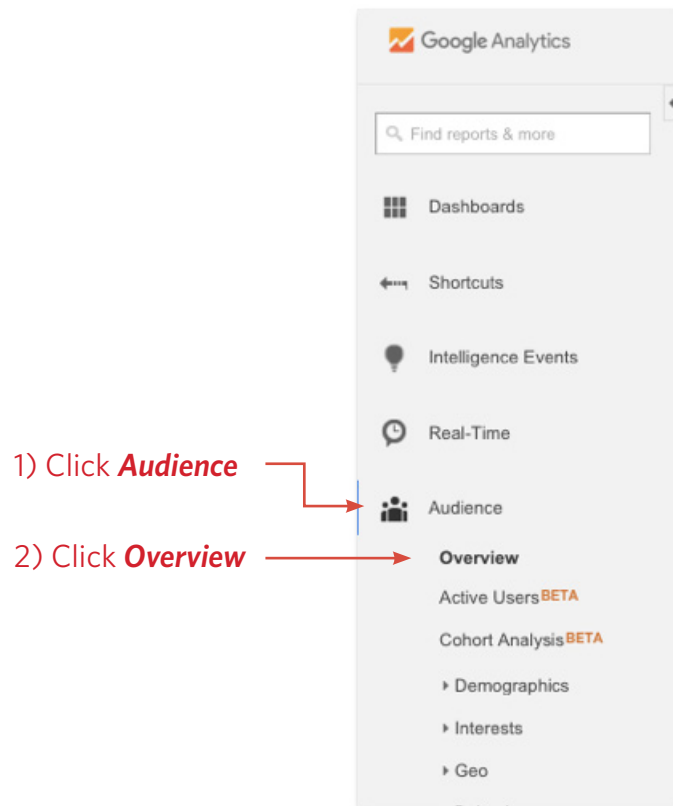
You will then be brought to this screen:
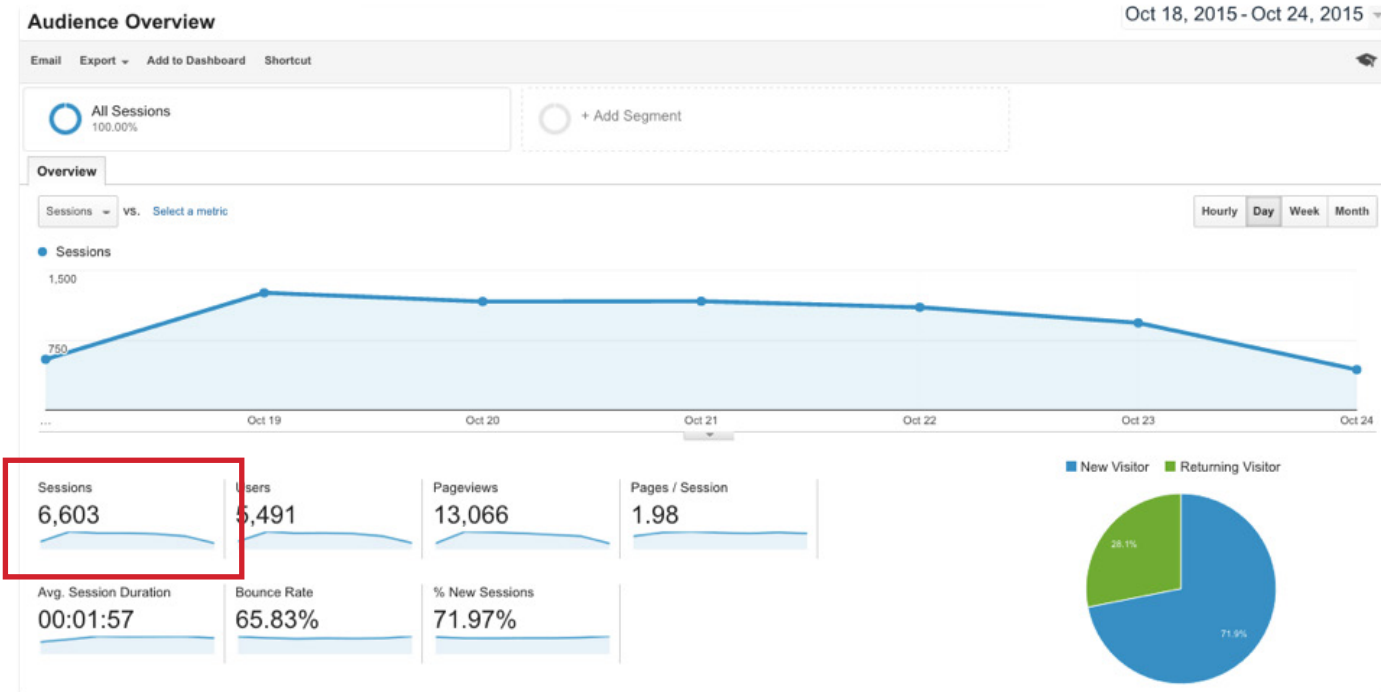
The number under sessions (boxed in red) is the total amount of traffic to your website in the given time frame that you inputted.
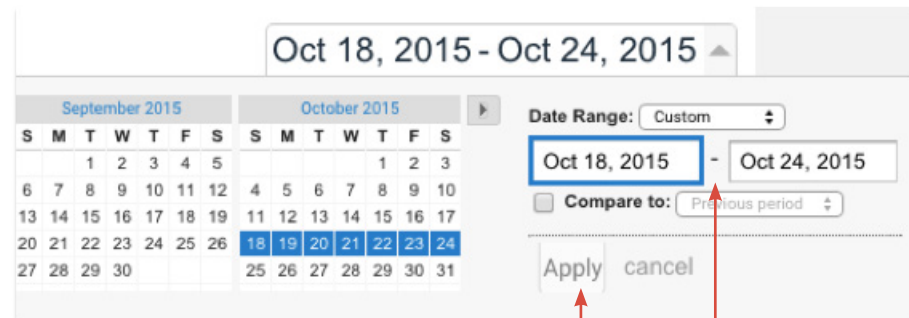
Metric: Traffic by Source

Follow the 4 steps in the screenshot below:

1) Click **Acquisition**

2) Click **Overview**

Acquisition

Overview

▸ All Traffic

▸ AdWords

▸ Search Engine Optimization

▸ Social

▸ Campaigns

Oct 18, 2015 - Oct 24, 2015

September 2015							October 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Date Range: Custom

Oct 18, 2015 - Oct 24, 2015

☐ Compare to: Previous period

Apply   cancel

3) Input date range

4) Click **Apply**

You will then be brought to this screen, showing the breakdown of where your website visitors came from:

	Acquisition	
	Sessions ↓	% New Sessions ↓
	31,128	72.09%
1 ■ Organic Search	15,507	
2 ■ Direct	7,184	
3 ■ Social	3,819	
4 ■ (Other)	2,322	
5 ■ Referral	2,207	

Organic Search → Search engines

Direct → No referral source (i.e. typing in your URL or using a bookmark on their browser)

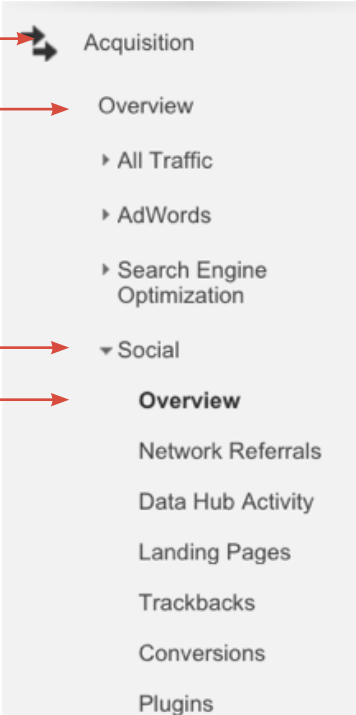Social → Social networks

(Other) → Custom campaign tracking

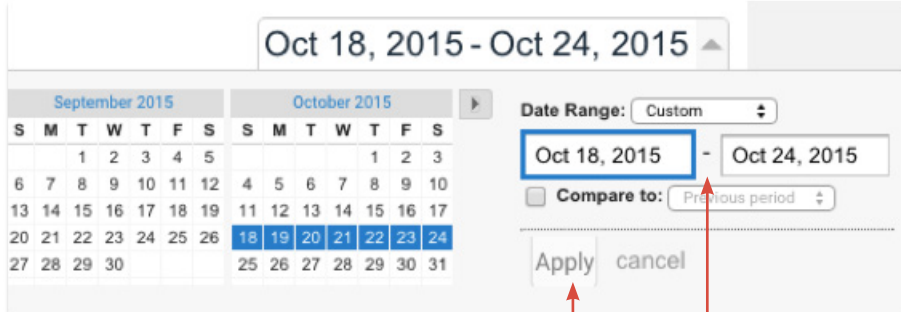Referral → Another website by clicking on a link to your site

Metric: Social Media Traffic

When you break down the source of your website traffic (on page 5), social media is one of the categories that Google Analytics automatically tracks. To dig deeper and find out the breakdown of the amount of traffic each social network is driving, follow the 6 steps in the screenshot below:

1) Click **Acquisition**

2) Click **Overview**

3) Click **Social**

4) Click **Overview**

5) Input date range

6) Click **Apply**

You will then be brought to this screen, as you see below:

Social Network	Sessions	% Sessions
1. LinkedIn	3,043	79.70%
2. Twitter	437	11.45%
3. Facebook	193	5.06%
4. Google+	77	2.02%
5. paper.li	27	0.71%
6. Pinterest	10	0.26%
7. Glassdoor	6	0.16%
8. SlideShare	5	0.13%
9. goo.gl	4	0.10%
10. reddit	3	0.08%

The number of sessions next to each social network is the amount of traffic that was driven to your website from that network. So using the example above, this firm received 3,043 of their 3,819 total social visits from LinkedIn.

Metric: Conversions

This is one of the most important metrics to understand how to set up and track. If you only know how many visitors are coming to your website and have nothing set up to track their behavior on your website, you are missing a lot of crucial information. In order to do this, you have to set up what Google Analytics calls a "goal." This allows you to easily determine how many websites visitors are doing what you want them to do – i.e. downloading a piece of premium content, filling out the contact us form, newsletter sign-ups, etc. For each conversion you want to track, you have to set up a different goal. Follow these steps to create a goal:

1. Click **Admin** in the navigation on the top of your screen.
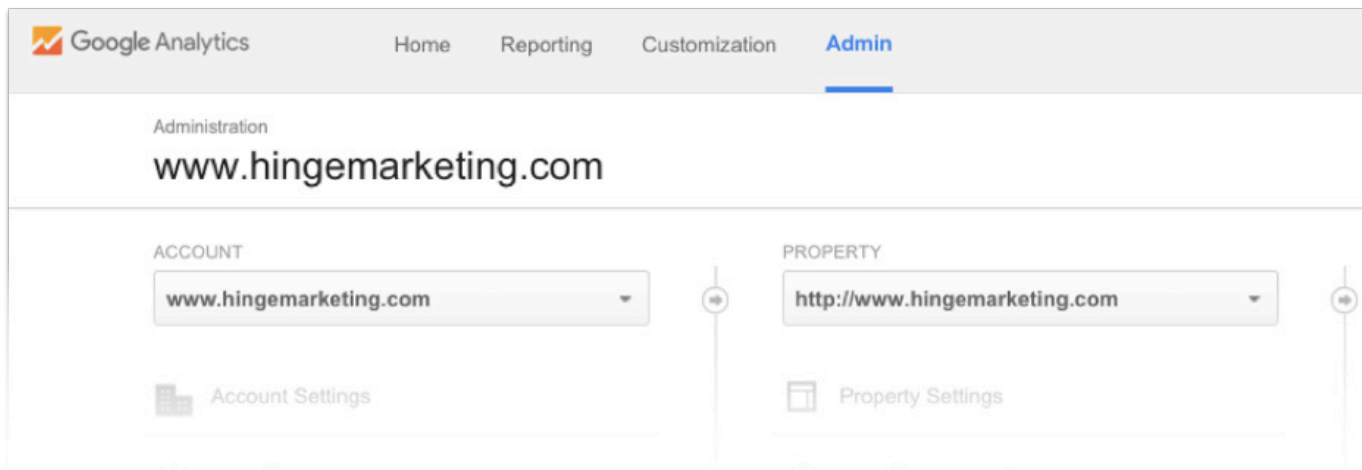
2. Click *Goals* on the left hand side then click the red *+New Goal* button

3. Enter the name of your goal. (i.e. the title of the content, 'contact us form' etc.)

4. Select the type. For most goals, you'll select destination.

5. In the destination box, copy and paste the link to the page that indicates the visitors has done what you want them to do (if it's a content download, then insert the link to the thank you page)

6. Press *Save*

To view your conversions, follow the 5 steps in the screenshot below:

1) Click **Conversions**

2) Click **Goals**

3) Click **Overview**

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

Goal Flow

Oct 18, 2015 - Oct 24, 2015

September 2015 | October 2015

S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

Date Range: Custom

Oct 18, 2015 - Oct 24, 2015

Compare to: Previous period

Apply   cancel

4) Input date range

5) Click **Apply**

You will then be brought to this screen shown below:

Total Amount of Conversions

Converters/Total Website Visitors

Goal Completions	Goal Value	Goal Conversion Rate	Total Abandonment Rate
1,083	$0.00	3.48%	0.00%

Visible Expert Book Download (Goal 1 Completions)	Visible Expert Book Download (LinkedIn Test 1) (Goal 2 Completions)	Visible Expert Book Download (LinkedIn Test 2) (Goal 3 Completions)	Visible Expert Book Download (LinkedIn Test 3) (Goal 4 Completions)
261	0	0	0
Visible Expert Book Download (RAIN Group) (Goal 5 Completions)	2015 Marketing Priorities Research Report (Goal 6 Completions)	Referral Marketing Research Report Download (Goal 7 Completions)	VE Research Report: Acct/Fin (Goal 8 Completions)
0	43	36	7

Conversions for each goal

We would recommend tracking the number of conversions you get per month or per week in a separate Excel spreadsheet so you can easily see the change over time.

Determining Which Metrics You'll Track

In this workshop, we'll go over 20 metrics that your firm can monitor to help you optimize your marketing results. Follow along with this worksheet and in the 'Tracking" column, check off the metrics you are already tracking or plan on tracking. For those you check off, write in how frequently you'll be tracking the metric (i.e. weekly, monthly, quarterly). There are also 3 blank rows for each domain in case you are tracking metrics that we don't cover in the workshop.

Metric	Domain	Tracking	Frequency
Website Traffic	Visibility		
Website Traffic by Source	Visibility		
Social Media Traffic	Visibility		
Social Media Followers	Visibility		
Email List Size	Visibility		
	Visibility		
	Visibility		
	Visibility		
Premium Content Downloads	Expertise		
Premium Content Download Rate	Expertise		
Blog Traffic	Expertise		
Guest Posts/Articles Published	Expertise		
Social Shares	Expertise		
Inbound Links	Expertise		

Metric	Domain	Tracking	Frequency
Speaking Engagements	Expertise		
	Expertise		
	Expertise		
	Expertise		
Number of Leads	Impact		
Number of Proposals	Impact		
Cumulative Proposal Value ($)	Impact		
Proposals to New Clients	Impact		
Proposals to Existing Clients	Impact		
Cumulative Value of Wins ($)			
Firm Growth	Impact		
Firm Profitability	Impact		
	Impact		
	Impact		
	Impact		

Summary

Start using analytics to optimize your marketing results and improve your strategy. Refer back to your worksheet when compiling your data to ensure you are tracking your firm's visibility, expertise and impact metrics.

About the Visible Firm℠ Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Firm Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth firms ever conducted, the Visible Firm Program will ground your marketing in science and leverage your firm's expertise to draw in the right audiences.