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**Using Google Analytics to Improve Your Staffing Website's Performance**






PRESENTED BY  
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Social Media Marketing Advisor

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**Today's Agenda:**

- Intro to Analytics
- Your Dashboard
- Understanding Your Audience
- Analyzing Traffic Data
- Evaluating Traffic Sources
- Gauging Effectiveness and ROI
- Measuring Social Media
- Improving Conversions
- Reporting
- Now what?



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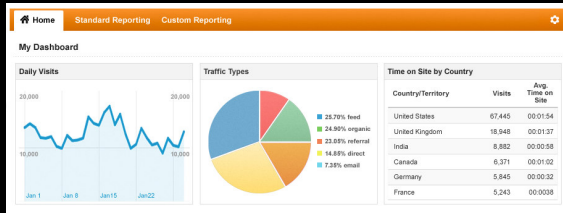
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## What is Google Analytics?



Enterprise Class Web Analytics



## How do I install? What's the cost?



## Why should I care?



Your website is your first impression.  
Make sure it's not your last!



Make more educated marketing,  
business and budgeting decisions.



Your website can be your top  
performing sales rep and recruiter!






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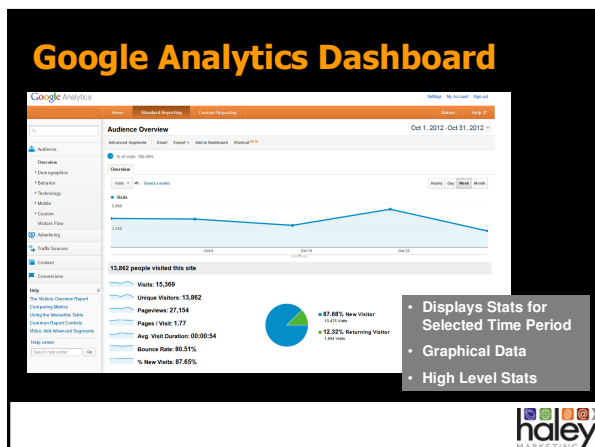
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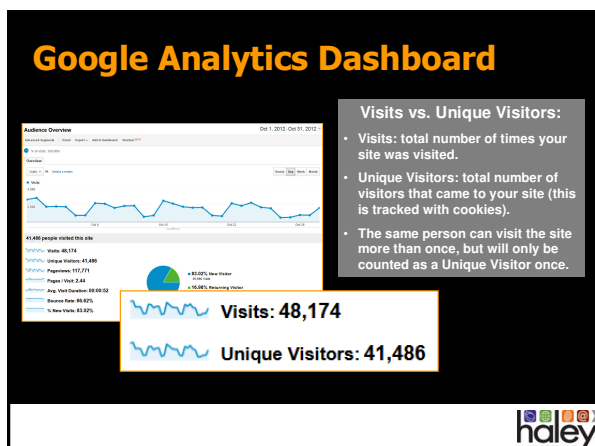
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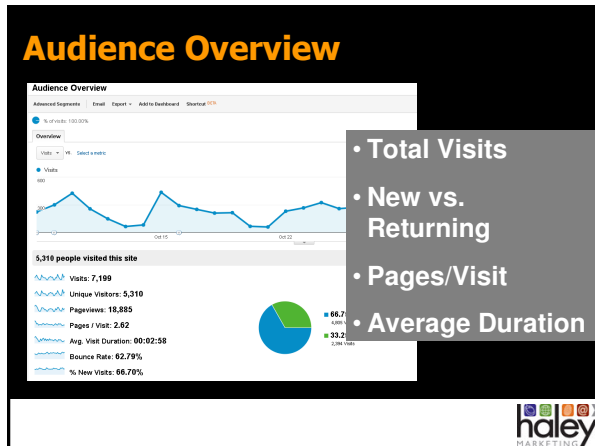
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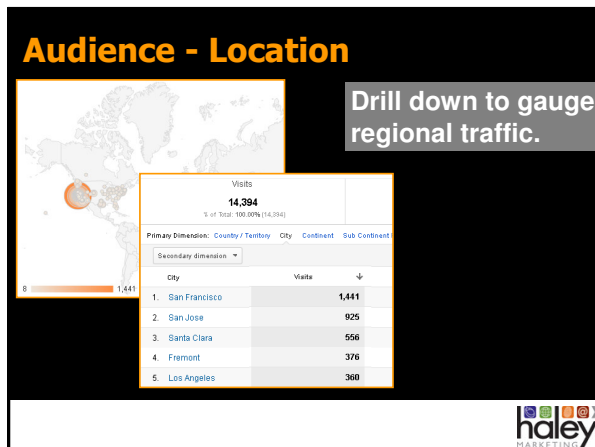
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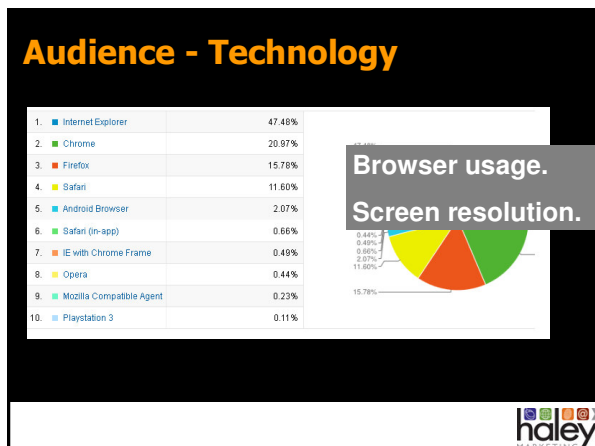
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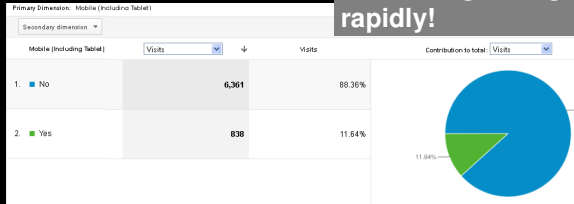
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## Audience - Mobile

Mobile is growing rapidly!




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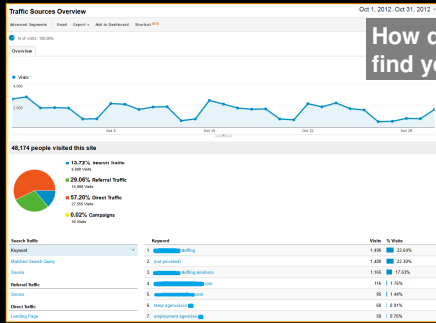
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## Traffic Sources - Overview

How do people find you?




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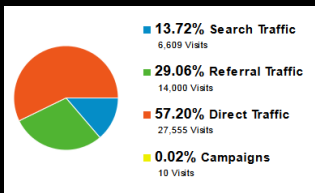
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## Traffic Sources – Types of Traffic



- Search: visitor used a search engine to find you (Google, Bing, Yahoo)
- Referral: visitor clicked on a link on another website that was pointing to your site
- Direct: went directly to your site (typed in URL, have your site bookmarked, etc.)
- Campaigns: visitors from online advertising (e.g. Google AdWords)




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## Traffic Sources - Keywords

Primary Dimension	Traffic Type	Source	Keyword	Campaign	Other
Plot Rows	Secondary dimension	Advanced Filter ON	Sort Type	Default	
Keyword	Visits	Pages / Visit			
1. (not provided)	1,480	3.00			
2. temp agencies in nj	60				
3. employment agencies nj	50				
4. staffing agencies in nj	38				
5. [REDACTED]	16				
6. [REDACTED]	13				
7. job agencies in nj	11	3.00			
8. temp agencies nj	11	4.36			
9. employment agencies in nj	10	2.20			

- Keywords visitors are searching.
- Visitor behavior for each keyword.



## Traffic Sources - Keywords



More keywords = more traffic!

Keywords help determine what keyword searches are driving traffic to your site (shows the ROI on blogging and SEO).



## Traffic Sources - Source

Primary Dimension	Source / Medium	Source	Medium	Other
Plot Rows	Secondary dimension	Sort		
Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	
1. google / organic	50,224	3.17	00:03:27	
2. (direct) / (none)	33,332	2.81	00:03:11	
3. bing / organic	6,162	3.24	00:03:48	
4. yahoo / organic	4,957	3.50	00:04:09	
	1,408	1.84	00:01:19	
	810	3.46	00:03:59	
	806	3.09	00:05:17	
	690	3.89	00:03:48	
	679	3.35	00:03:37	
	634	3.61	00:04:17	

Traffic by source.

Time on site.

Pages per visit.



## Social

Social Network	Visits	% Visits
1. LinkedIn	3,242	67.22%
2. Facebook	1,028	21.31%
3. Twitter	342	7.09%
4. Pinterest	88	1.82%
5. StumbleUpon	41	0.85%
6. Google+	21	0.44%
7. HootSuite	16	0.33%
8. WordPress	14	0.29%
9. tinyURL	8	0.17%
10. Spoke	4	0.08%

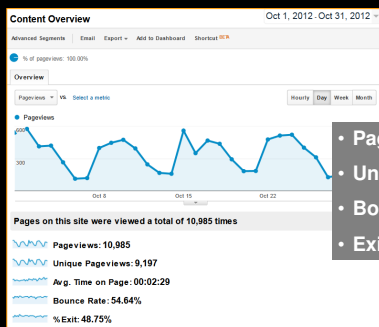
[view full report](#)

Start sharing content!

Don't underestimate social's impact on search rankings & traffic.



## Content - Overview



- Pageviews
- Unique Pageviews
- Bounce Rate
- Exit Rate



## Content – Individual Pages

Page	Pageviews	Unique pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /	49,461	40,295	00:00:56	38,623	49.69%	45.04%
2. /index.html	33,290	24,568	00:00:30	13,497	97.99%	52.51%
3. /employment-agencies/	11,174	8,406	00:01:04	1,622	50.80%	37.61%
4. /index.html?arg=js_search	10,124	6,734	00:00:16	3,571	97.51%	38.63%

- Most frequently visited pages on your site.
- Your homepage, then your job board!
- Average time on page.



## Content – Exit Pages

	Exit Page	Exits	Pageviews	% Exit
1.	/	22,279	36,528	60.99%
2.	/index.shtml	17,482	37,635	46.45%
3.	/employment-agencies/	4,203	11,889	35.36%
4.	/contact	4,143	12,622	32.82%
5.	/index.shtml?arg=b_search	3,912	6,121	63.91%
6.	/template.shtml	2,088	4,407	47.38%

- Examine exit rates.
- Determine why people are leaving.
- Take action.




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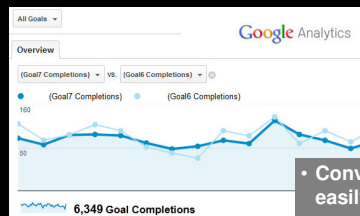
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## Conversions / Goals



- Conversions quickly and easily track any action you would like visitors to complete (e.g. complete the Contact form).




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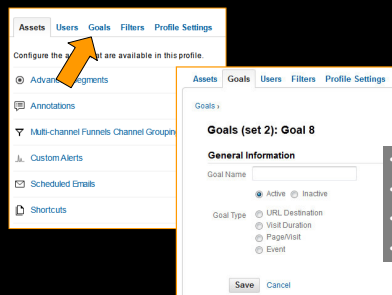
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## Setting Up Goals



- URL Destination
- Visit Duration
- Page/Visit
- Event




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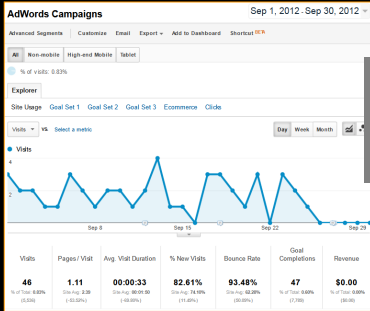
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## Goals – Online Advertising



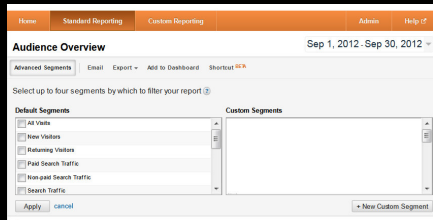
- Connects Google AdWords and Google Analytics
- Visitor behavior
- Campaign results



## Advanced Segments

Advanced Segments = Focused Reporting in GA

- Isolate specific visitors/behavior quickly
- Create custom segments or use preloaded ones



## Advanced Segments

Default Advance Segments we suggest using:

- New Visitors
- Returning Visitors
- Paid Search Traffic
- Search Traffic



## Automated Reporting

The screenshot displays the 'Audience Overview' report in Google Analytics. An 'Email Report' dialog box is open, allowing the user to schedule and export the report. The dialog includes fields for 'From' (smithbrad14@gmail.com), 'To', 'Subject' (Google Analytics: Audience Overview), and 'Attachments' (Audience Overview). The 'Frequency' is set to 'Daily' with a dropdown menu showing options for CSV, TSV, TSV for Excel, and PDF. The background shows a line graph of visits over time, with a peak in February 2012.

**haley**  
MARKETING

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## Questions?

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www.linkedin.com/in/bradsmith  
www.facebook.com/HaleyMarketing

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## Special Offer!

**FREE**

**1:1 Google Analytics Review/Training**  
**1.888.696.2900**  
**bsmith@haleymarketing.com**

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Coming Next Month:  
Special Guest Presenter Scott Wintrip

The Avoidant Economy  
Tuesday, December 4, 2012 at 2 p.m. EDT

Reserve your seat: [www.lunchwithhaley.com](http://www.lunchwithhaley.com)

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