

# Google Business Solutions

Presented by



NETPRESENCE



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# Attention !



The average  
attention span of a

**GOLDFISH**

SOURCE: STATISTICERAM

# Attention !

WE KNOW HUMAN  
ATTENTION IS DWINDLING



The average human  
attention span in

2000



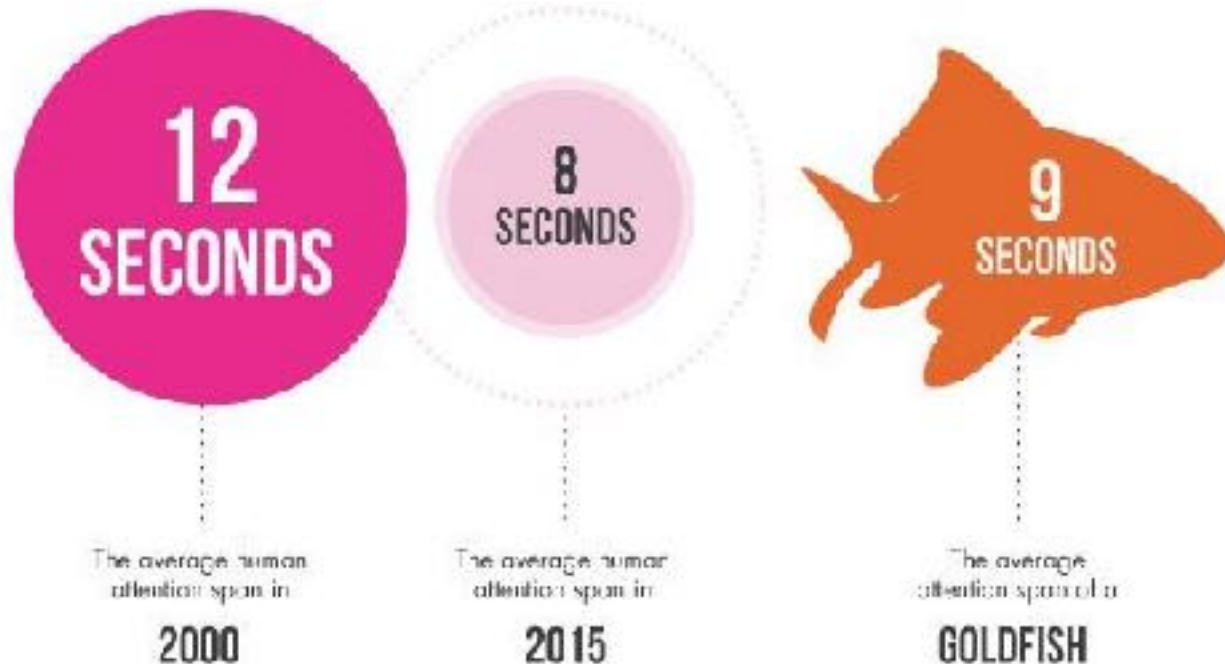
The average  
attention span of a

GOLDFISH

SOURCE: STATISTICBRAIN

# Attention !

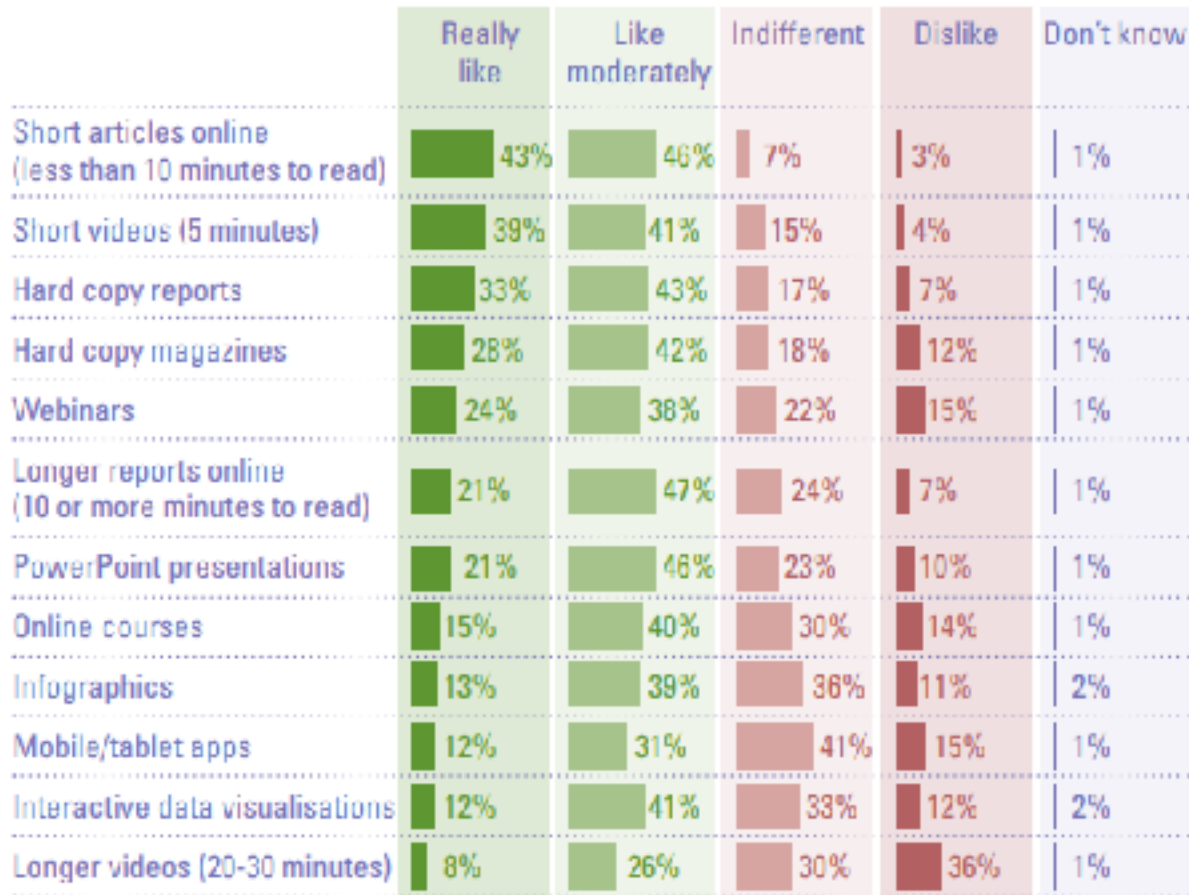
WE KNOW HUMAN  
ATTENTION IS DWINDLING



SOURCE: STATISTICBRAIN

**Figure 18** Every format has its audience

*How do you prefer to consume information about issues relevant to your professional role?*

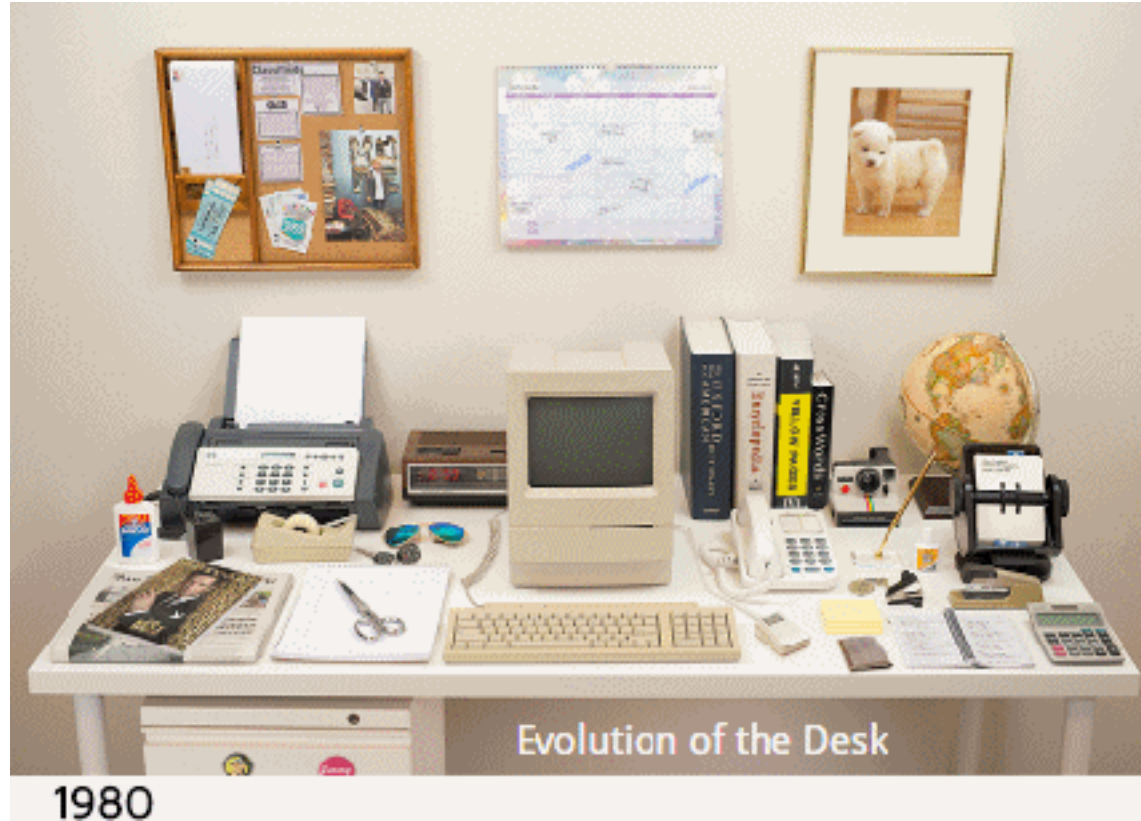


Source: Attention spans are getting shorter. Or are they? By Rachel Ainsworth

# MICRO-MOMENTS



# 1980 - 2015: the evolution of the work desk



We don't go  
online.  
We live online.





# Today, connectivity is all about proximity



30 cm



60 cm



90 cm



across the room



in the other room

# 150x per day



Buy tote  
for next weekend  
11:15pm



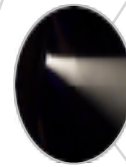
Wake up and  
check today's  
weather  
6:50am



At lunch, play  
Scrabble while  
waiting in line  
1:33pm



Use maps to get  
directions to local  
restaurant  
1:13pm



Use flashlight app to  
find dropped earring  
11:09pm



On the bus,  
read about the  
local news  
8:42am



Browse vacation  
destinations  
YouTube  
7:15pm



At bus stop, listen  
to new music playlist  
8:30am



At work, book  
tickets to an  
upcoming show  
11:36am



On bus, check email  
for sales this  
weekend  
5:29pm

# MICRO-MOMENTS





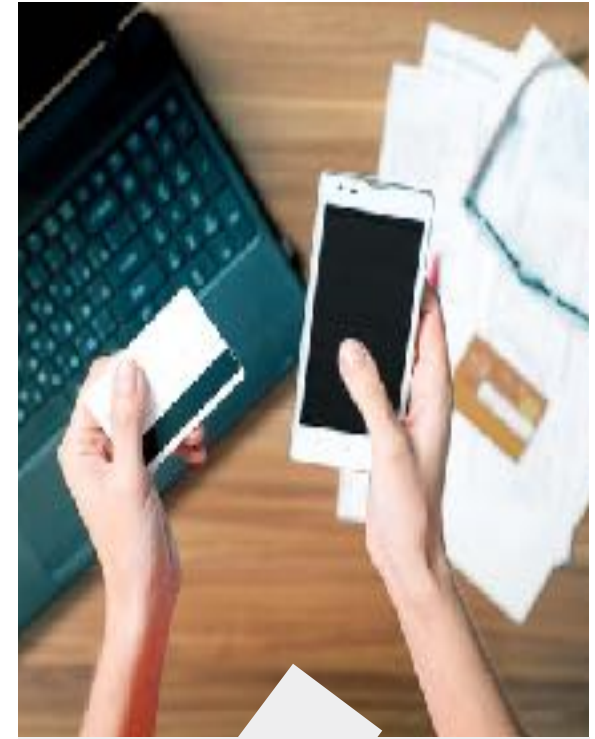
This is actually a video in PPT version (Micromoments vid)



**20%**  
increase in mobile's  
share of online sessions



**18%**  
decrease in time  
spent per visit



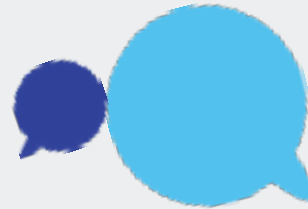
**29%**  
increase in mobile  
conversion rates

## I-WANT-TO-KNOW MOMENTS



95%

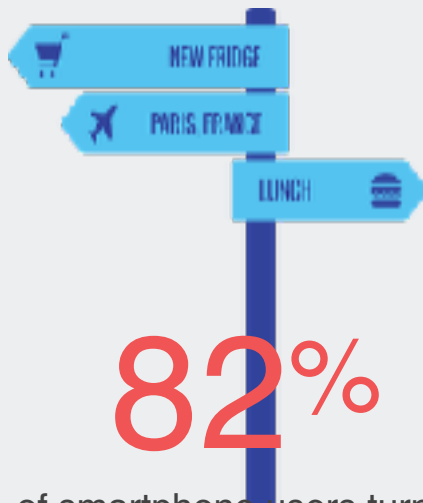
of users will turn to their smartphone for immediate information, ideas or advice



57%

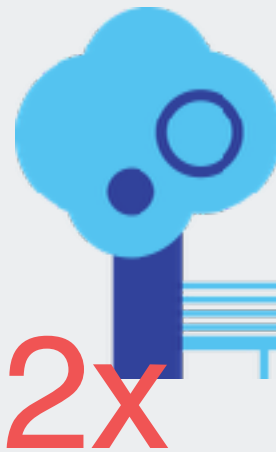
of smartphone users turn to their phones because of a conversation they are having

# I-WANT-TO-GO MOMENTS



82%

of smartphone users turn to  
a search engine when looking  
for a local business



2x

increase in “near-me”  
search interest

# I-WANT-TO-DO MOMENTS



70%

increase in searches  
related to “how-to” on  
YouTube

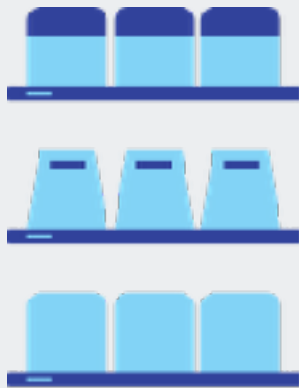


58%

have searched online  
for information on “how-to-fix-  
something” in  
the past 3 months



## I-WANT-TO-BUY MOMENTS



68%

of smartphone users have consulted their phone while in a store to search for information about an item they were looking to buy



37%

of smartphone shoppers report having made a purchase in their kitchen

OUR BIGGEST  
OPPORTUNITIES  
*are in the*  
SMALLEST MOMENTS

# CONNECT THE DOTS

---

1

Identify your  
micro-moments

2

Deliver on needs  
in-the-moment

3

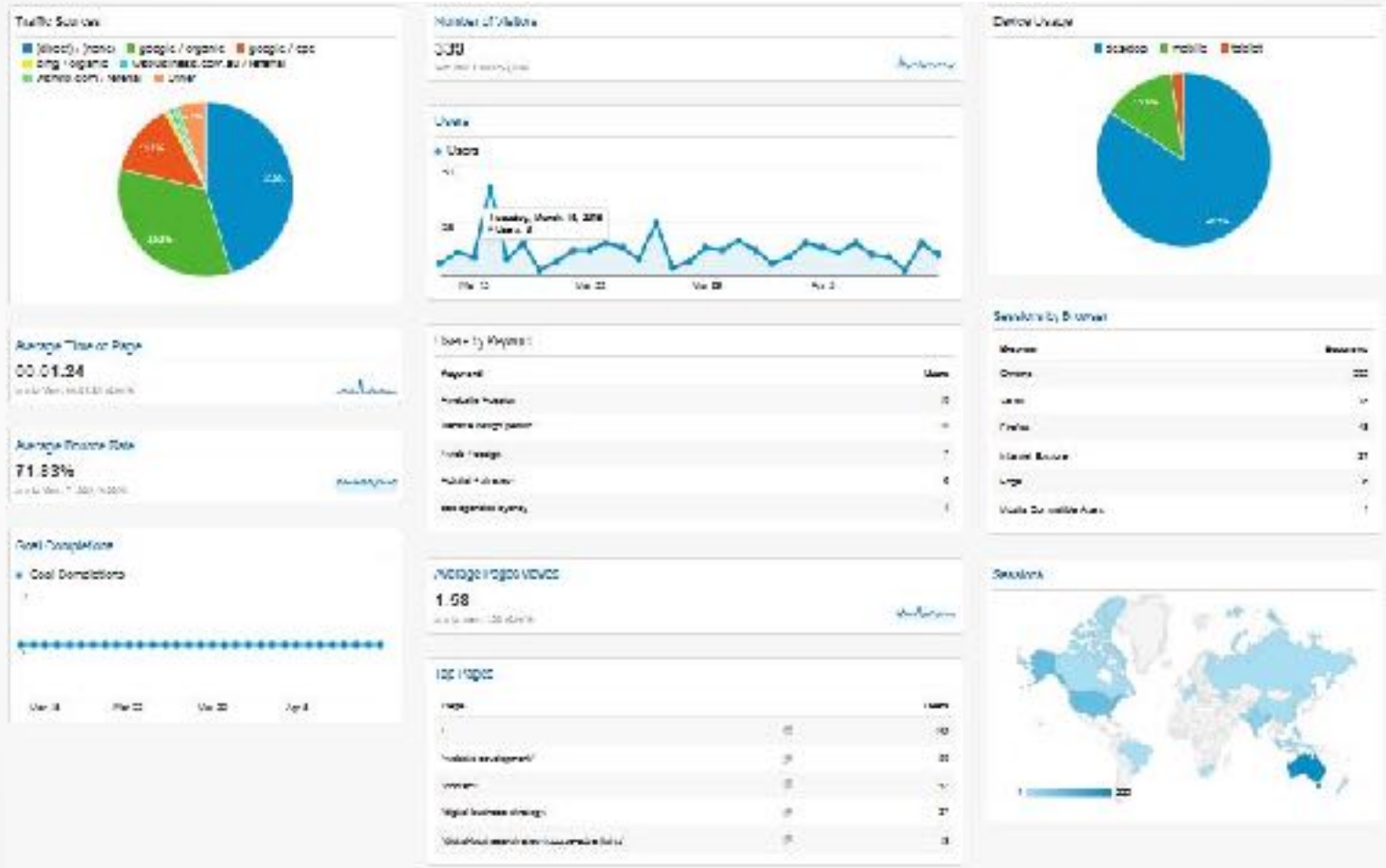
Measure moments  
that matter





Google Analytics

# Ever deleted one of these out of your inbox?





# analytics

/anaˈlɪtiks/ ⓘ

*noun*

the systematic computational analysis of data or statistics.

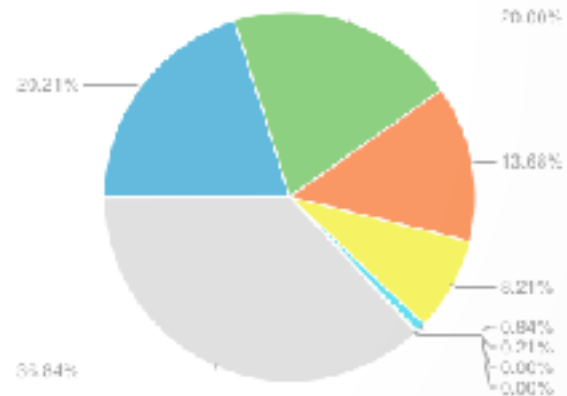
"content analytics is relevant in many industries"

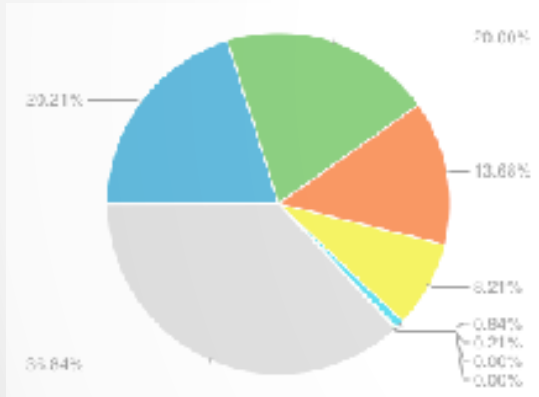
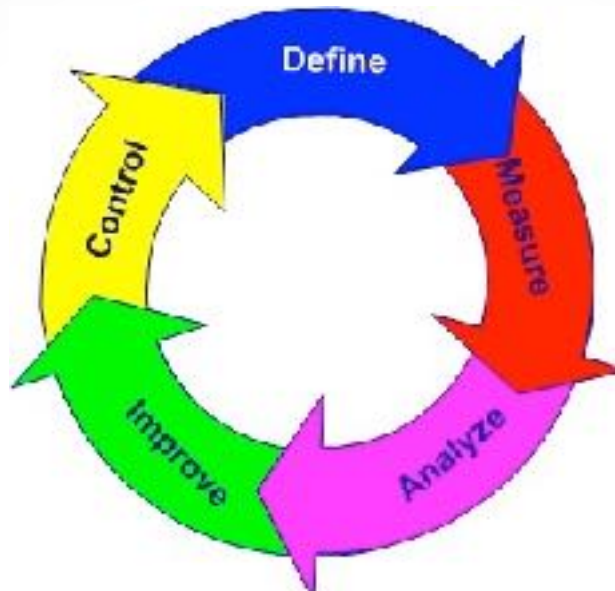
- information resulting from the systematic analysis of data or statistics.  
"these analytics can help you decide if it's time to deliver content in different ways"

## What is Google Analytics

Google Analytics is the standard in website reporting tools for monitoring key performance indicators on your website.

- Monitor website traffic
  - Review Demographics of users
  - Understand behavior
  - Track sales & conversions
  - Drive improvements using insights
  - Grow your online success.
- 
- It's FREE & probably already available to you





**AUDIENCE** - Who is visiting your Website?

**ACQUISITION** - Where do they come from?

**BEHAVIOUR** - Understanding what they are doing on your website

**CONVERSIONS** - Goals & desired actions happening on your website



# Audience

**Demographics**

**Geography**

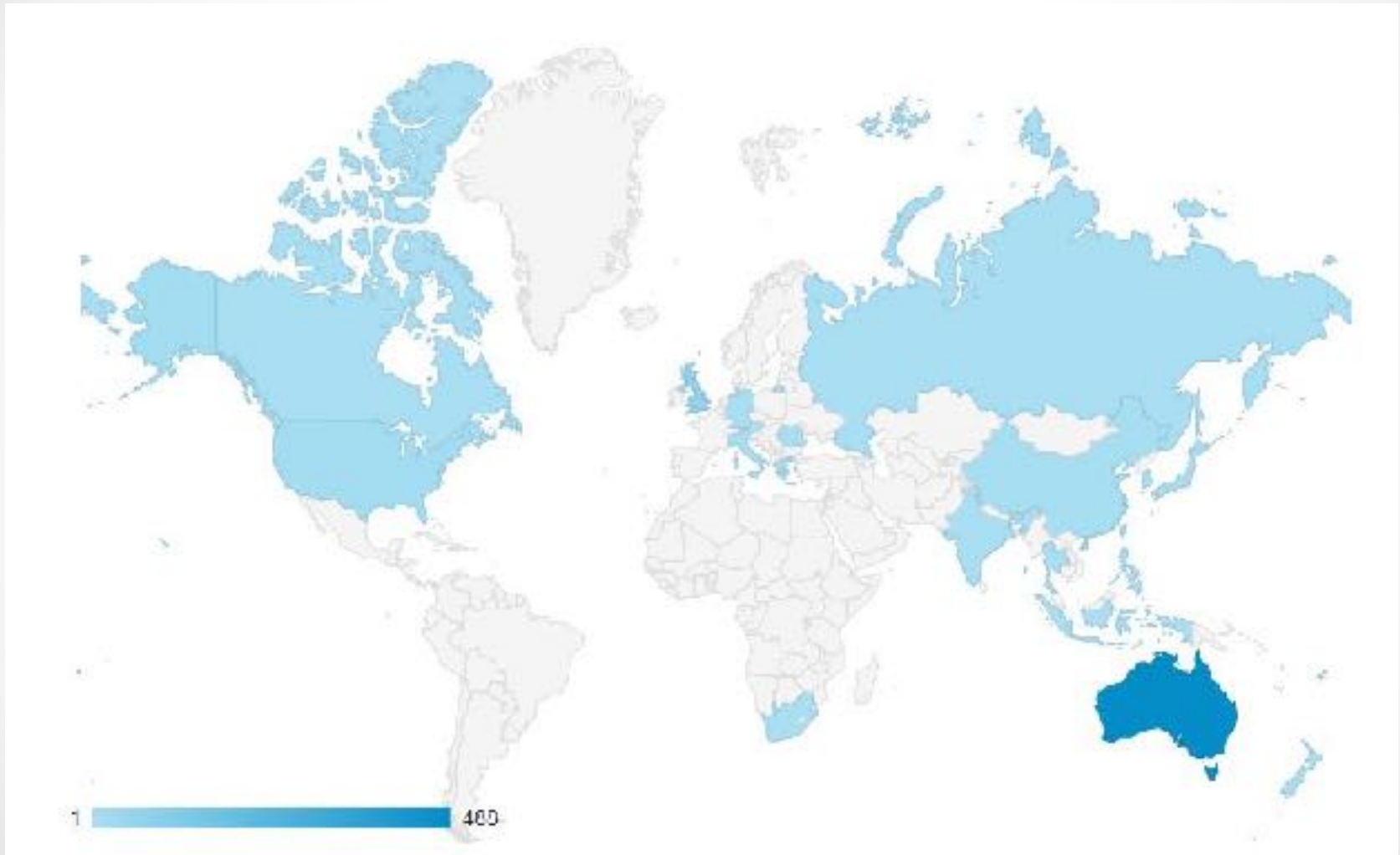
**Technology**

**Mobile**

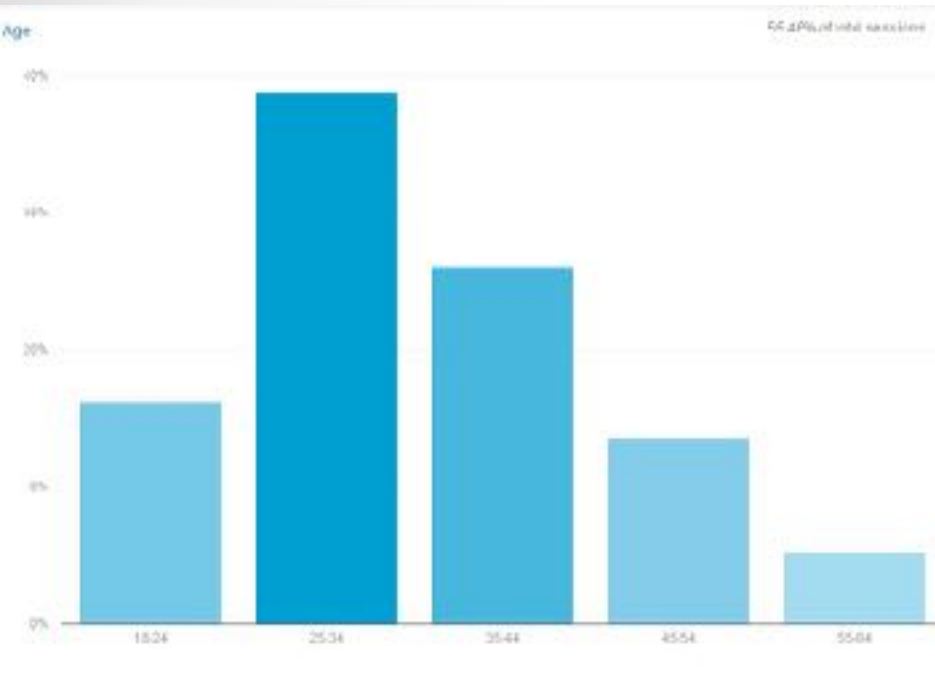
**User Flow Report**



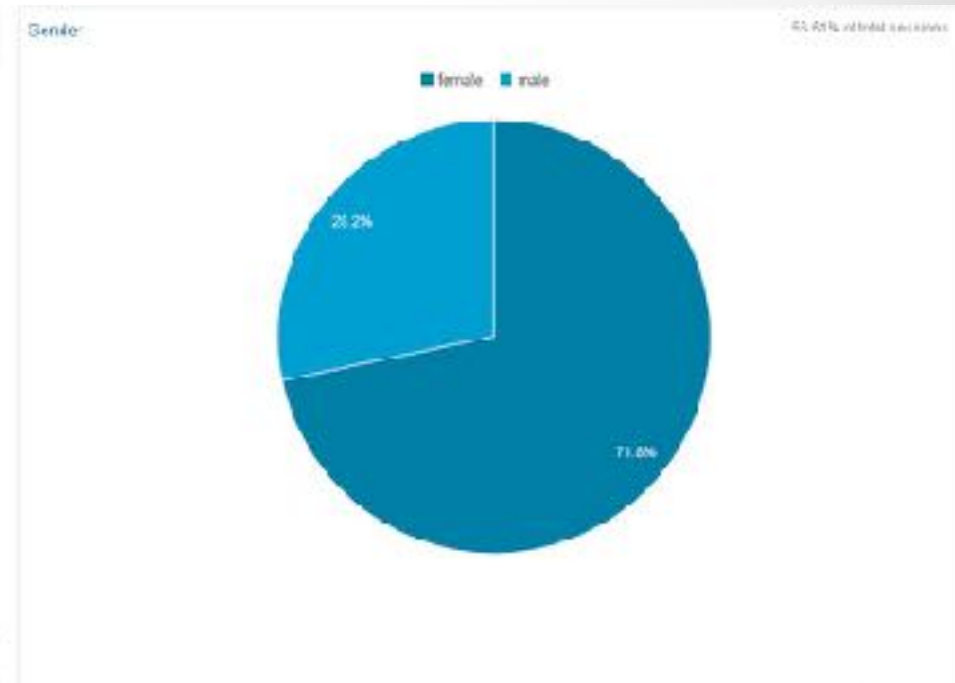
# Geographic Location



# Demographics



Age



Gender

# Device Type Report


Device Category

Sessions

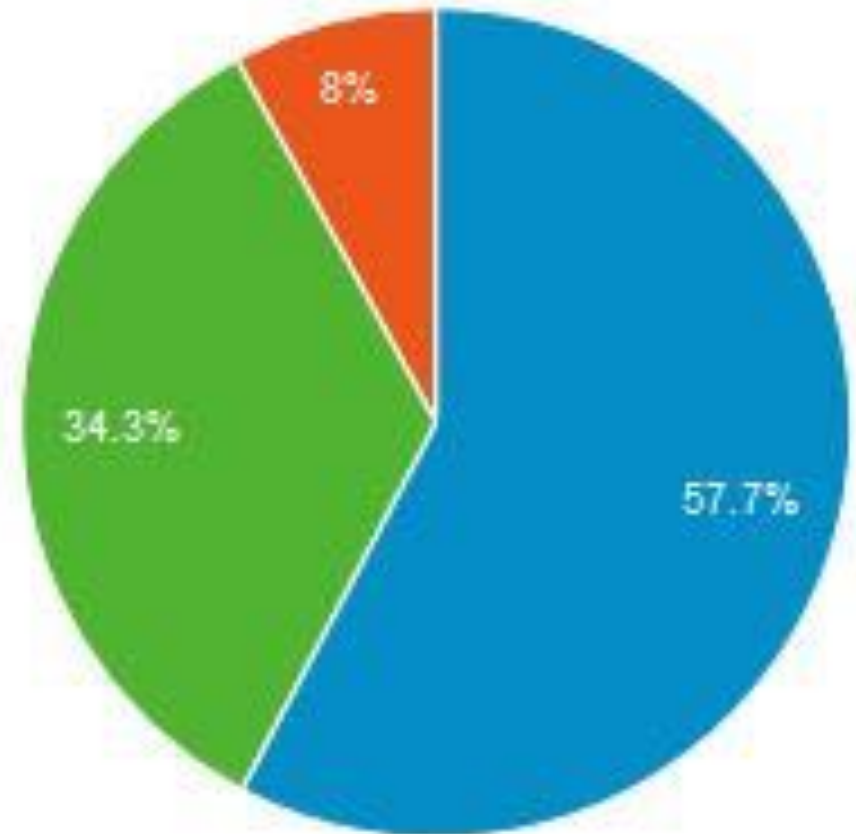


Sessions

1.  mobile

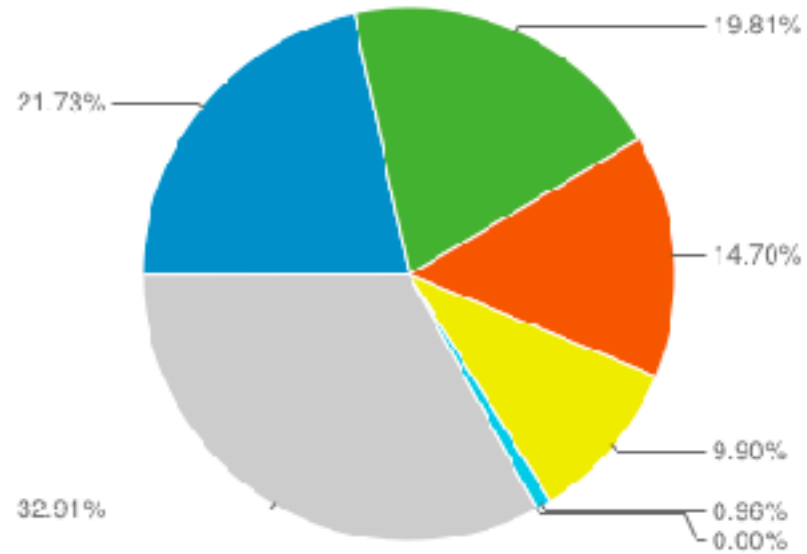
2.  desktop

3.  tablet



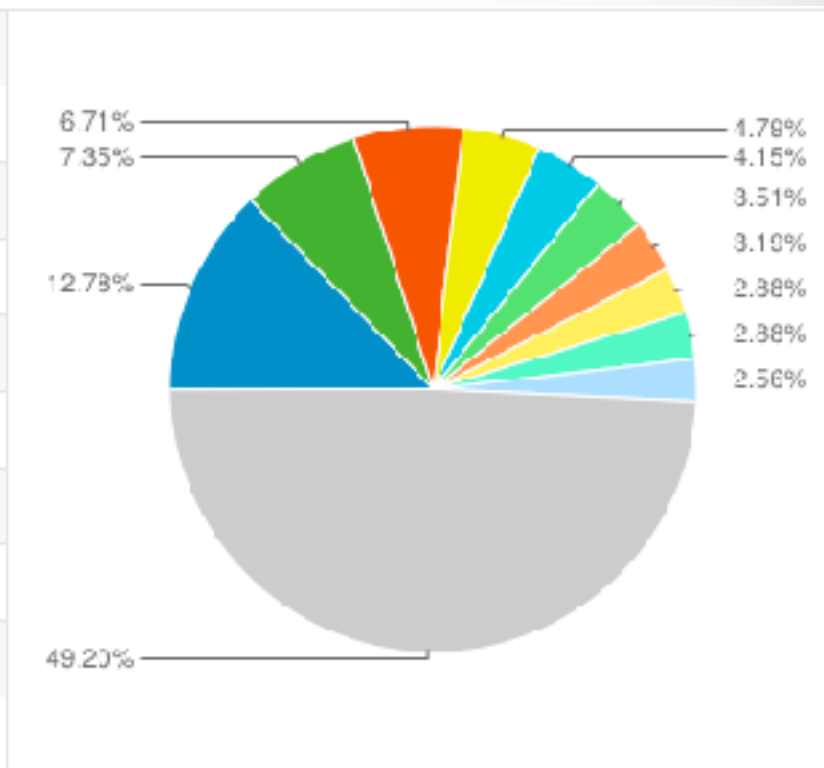
# Devices - OS

1.	Internet Explorer	68	21.73%
2.	Chrome	62	19.81%
3.	Firefox	46	14.70%
4.	Safari	31	9.90%
5.	Android Browser	3	0.96%
6.	PagePeeker.com	0	0.00%



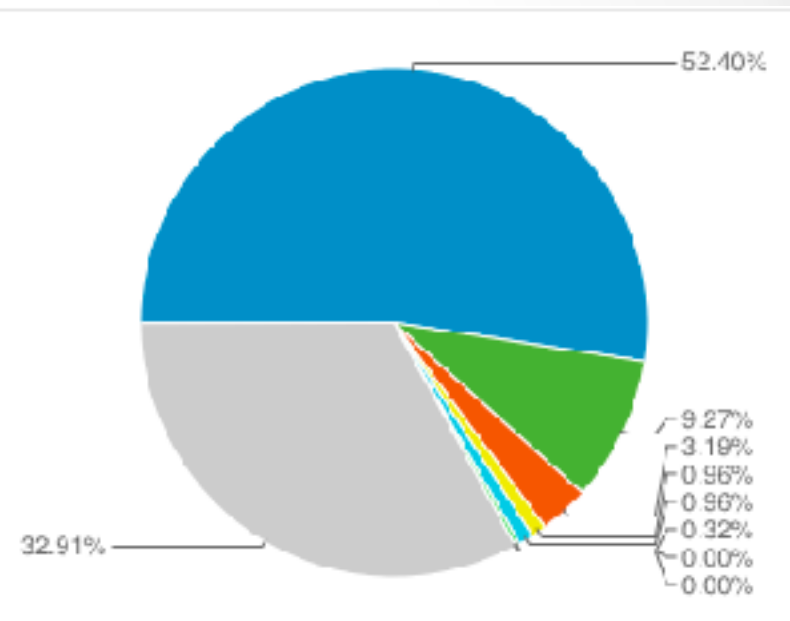
# Screens

1.	■ 1366x768	40	12.78%
2.	■ 1280x800	23	7.35%
3.	■ 1920x1080	21	6.71%
4.	■ 1680x1050	15	4.79%
5.	■ 1440x900	13	4.15%
6.	■ 1600x900	11	3.51%
7.	■ 320x480	10	3.19%
8.	■ 1024x768	9	2.88%
9.	■ 1280x1024	9	2.88%
10.	■ 1360x768	8	2.56%



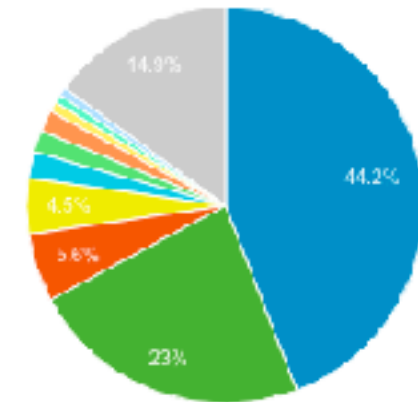
# Devices

1.	Windows	164	52.40%
2.	Macintosh	29	9.27%
3.	iPhone	10	3.19%
4.	Android	3	0.96%
5.	iPad	3	0.96%
6.	Windows Phone	1	0.32%
7.	(not set)	0	0.00%
8.	Linux	0	0.00%



# Phones

1.	Apple iPhone	325	44.16%
2.	Apple iPad	169	22.96%
3.	Samsung SM-G930F Galaxy S7	41	5.57%
4.	Samsung SM-G935F Galaxy S7 Edge	33	4.48%
5.	Samsung SM-G900I Galaxy S6	16	2.17%
6.	Microsoft Windows RT Tablet Windows RT Tablet	13	1.77%
7.	Samsung SM-G920I Galaxy S6	13	1.77%
8.	Samsung SM-G950F Galaxy S8	6	0.82%
9.	HTC M9 OPJJA10 One M9	5	0.68%
10.	LG K520 Stylus 2 Plus	5	0.68%





# Acquisition

Traffic Sources

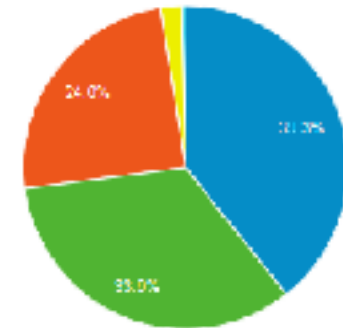
Social Channels

AdWords



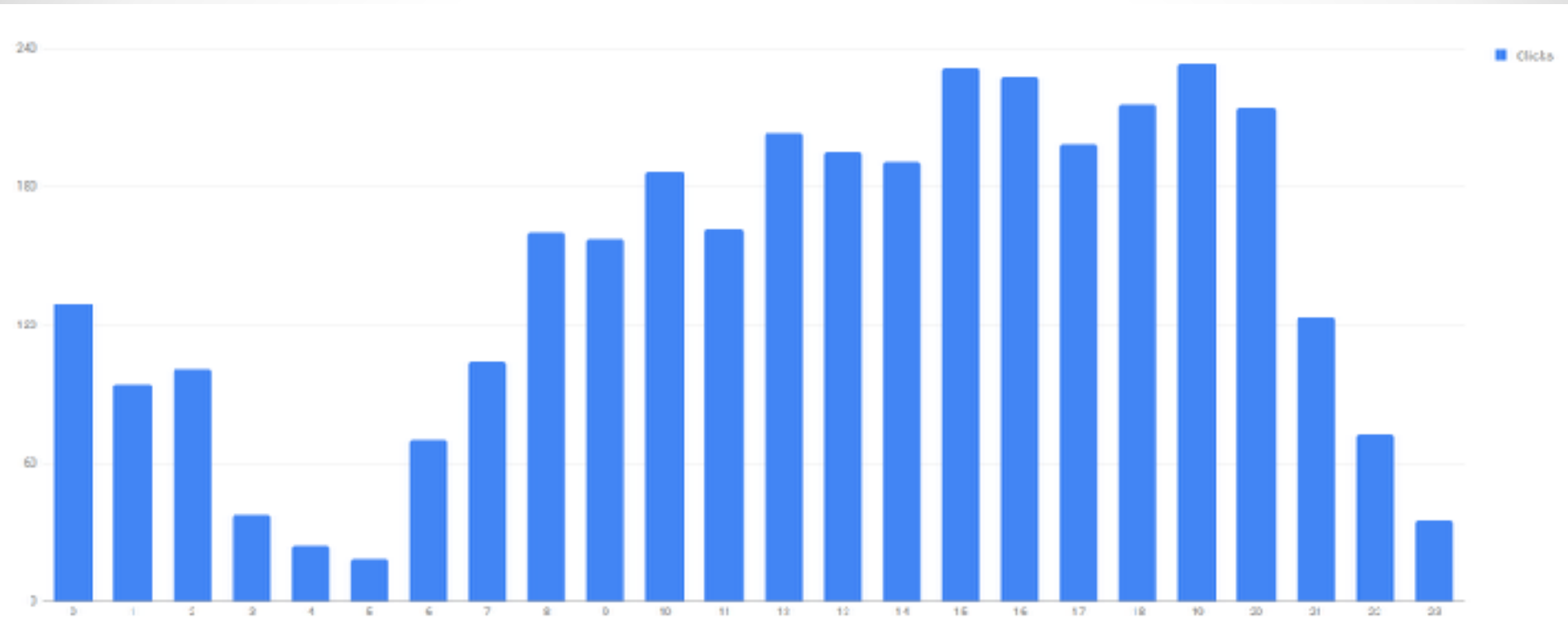
# Traffic Source

	755 % of Total: 100.00% (755)	755 % of Total: 100.00% (755)
1. Paid Search	301	39.35%
2. Organic Search	257	33.69%
3. Direct	100	24.00%
4. Referral	16	2.09%
5. Social	3	0.39%



	755 % of Total: 100.00% (755)	729 % of Total: 100.00% (729)	853 % of Total: 100.00% (853)	65.89% Avg for View: 65.89% (0.00%)	1.88 Avg for View: 1.88 (0.00%)	00:01:08 Avg for View: 00:01:08 (0.00%)
1. Paid Search	301 (39.35%)	291 (39.92%)	337 (39.51%)	66.77%	1.77	00:00:14
2. Organic Search	257 (33.69%)	237 (32.61%)	299 (35.05%)	51.51%	2.27	00:01:18
3. Direct	100 (24.00%)	184 (25.24%)	192 (22.51%)	87.50%	1.46	00:00:31
4. Referral	16 (2.09%)	11 (1.52%)	22 (2.60%)	54.55%	2.05	00:00:22
5. Social	3 (0.39%)	3 (0.41%)	0 (0.00%)	100.00%	1.00	00:00:00

# Hour of the Day (AdWords)



## Search Queries (AdWords)

1. custom car stickers
2. car signage
3. gumtree cars for sale
4. advertising trailer local
5. backlit display
6. car business stickers
7. car decals australia
8. car window decal australia
9. custom car stickers australia
10. hire vehicle display sign sticker
11. hoarding hire
12. hoarding signage
13. how did the traditional land owners feel about the building of the sydney harbour bridge
14. magnetic van signs
15. open and close light up sign
16. personalised car stickers
17. rear window one way vision car decal sticker
18. roof sign for driving school
19. signwriters campbelltown
20. solar signs

<b>Query</b>	<b>Impressions</b>	<b>↓</b>
1. google advertising	70	
2. google apps reseller	60	
3. google adwords management	50	
4. internet marketing icon	50	
5. adwords advertising	35	
6. managed it services	35	
7. online marketing icon	35	
8. facebook twitter google plus icons	30	
9. google adwords advertising	30	
10. adwords management	22	

# Behaviour

Site Content

Landing Pages

Exit Page

Site Search

Events



The collage includes several key elements:

- Analytics Chart:** A line graph showing a peak in activity around March 11, with a magnifying glass icon above it.
- YouTube Icon:** A large red rounded square with a white play button in the center.
- Contact Form:** A light blue form with input fields for Name, Email, and Phone, and a 'Contact Us' button. The 'Current Website URL' field is also present.
- PDF Icon:** A white document icon with a red Adobe logo and the word 'Adobe' at the bottom, with a red 'PDF' label on top.
- Phone Icon:** A green rounded square with a white telephone handset icon.
- Analytics Metrics:** A row of four data cards: 'Pageviews' (224), 'Unique Pageviews' (539), 'Avg. Time on Page' (00:02:25), and 'Bounce Rate' (71.83%).

# Site Content

Page	Pages	Unique Pageviews	Avg. Time on Page	Entrances	Source Ratio
	8,286 % of Total: 100.00% (8,286)	7,275 % of Total: 100.00% (7,276)	00:02:09 Avg for View: 00:02:09 (0.00%)	6,136 % of Total: 100.00% (6,136)	81.63% Avg for View: 01.62% (0.00%)
1. <a href="#">[Redacted]</a>	1,260 (15.21%)	1,067 (14.67%)	00:02:24	989 (16.11%)	79.07%
2. <a href="#">[Redacted]</a>	1,115 (13.46%)	900 (12.47%)	00:03:12	977 (15.92%)	86.61%
3. <a href="#">[Redacted]</a>	1,052 (12.70%)	996 (13.68%)	00:03:31	844 (13.75%)	81.18%
4. /	870 (10.50%)	687 (9.44%)	00:00:48	628 (10.23%)	46.50%
5. <a href="#">[Redacted]</a>	854 (10.31%)	620 (8.52%)	00:02:11	620 (10.26%)	95.00%
6. <a href="#">[Redacted]</a>	783 (9.45%)	712 (9.78%)	00:01:40	679 (11.07%)	90.72%
7. /contact us/	420 (5.07%)	380 (5.22%)	00:04:05	113 (1.84%)	76.65%
8. /about/start-here/	110 (1.34%)	106 (1.45%)	00:03:04	17 (0.28%)	76.47%
9. <a href="#">[Redacted]</a>	116 (1.40%)	100 (1.38%)	00:02:10	93 (1.52%)	74.19%
10. <a href="#">[Redacted]</a>	112 (1.35%)	106 (1.44%)	00:02:58	93 (1.52%)	86.02%

# Site search

Site Search Usage		Goal Conversion
<b>Total Unique Searches</b> <b>1,014</b> % of Site Total: 100.00%	<b>Results Pageviews/Search</b> <b>1.23</b> Site Avg: 1.23 (0.00%)	<b>% Search Leads</b> <b>17.36%</b> Site Avg: 17.36% (0.00%)
Search Term		Total Unique Searches ↓
1.	survey	24
2.	bounce rate	23
3.	estimate search traffic Yahoo	23
4.	omnitara	12
5.	engagement	10
6.	(not set)	9
7.	kpi	9
8.	Unity	9
9.	analytics	7
10.	benchmark	7
Find Search Term containing <input type="text"/>		<input type="button" value="Go"/>



# Event Tracking

Forms

PDF Downloads

Click to call phone

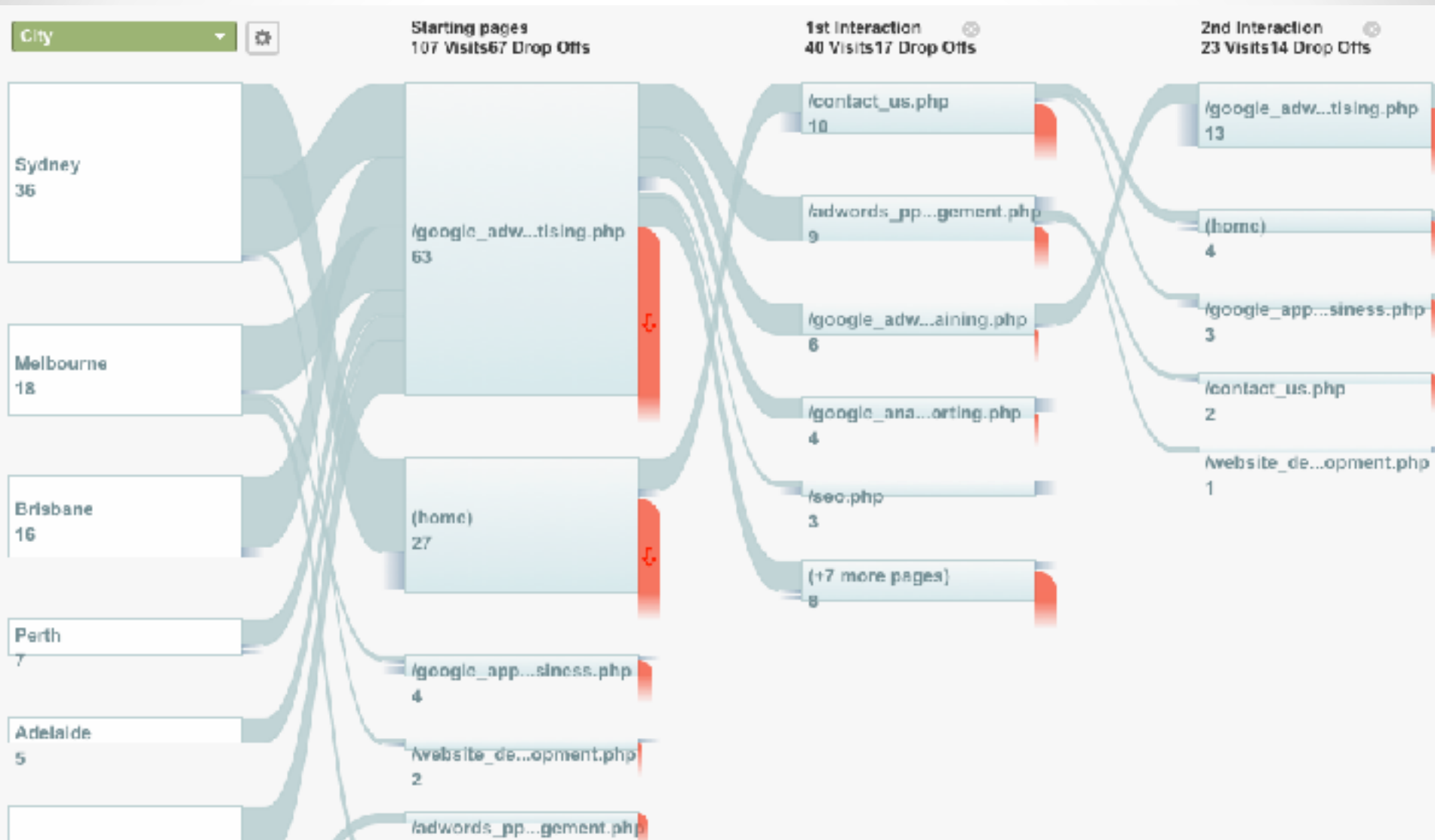
Time on page

Video



Name	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>
Current Website URL	<input type="text"/>
<input type="button" value="Contact Us"/>	

# Journey



# Conversions





### **Conversions**

This part of Google Analytics is often overlooked and forgotten. Typically this is not even set up.

This is the area where you can really track the performance of your website & quickly monitor how everything is going from week to week or month to month.

For conversions to work, you need to set up goals. Your Google Analytics specialist can help you get started.

Goals are anything that you deem of value.

Some examples of Google Analytics goals are.

- Completion of a contact form
  - Completed payment in Ecommerce
  - PDF file download
  - View of a key page (contact / product )
  - View of a video
  - Amount of time spent on a page
  - Number of pages view per visit
  - Amount spent on your shopping cart
- Anything that is important to you

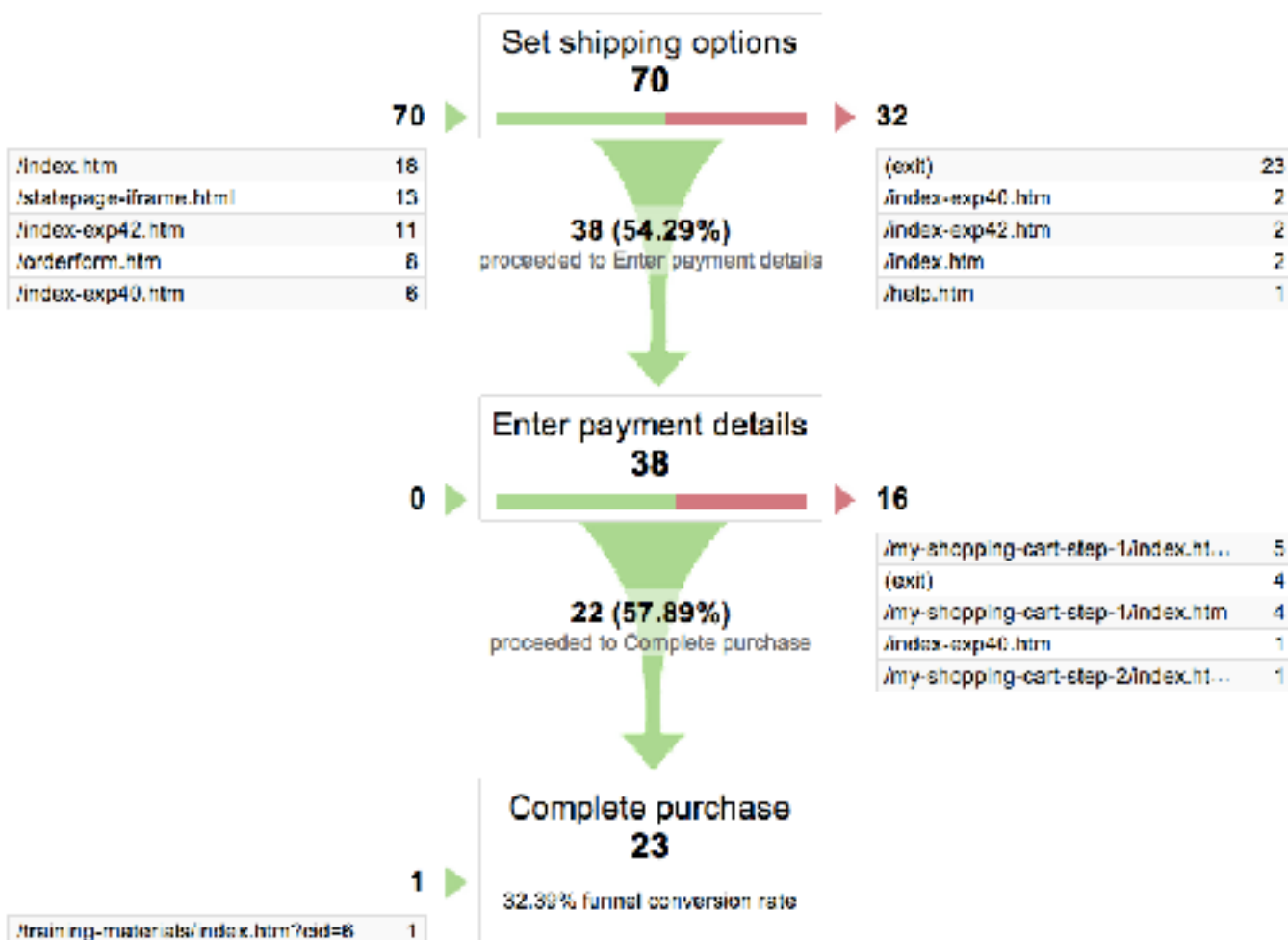


Google Analytics

# Conversion Funnels

## Complete purchase

23 visitors finished | 32.39% funnel conversion rate



## What should I look at?

Some common metrics (measurements) include

- Number of unique visitors
- Average time on pages
- Bounce Rates
- Mobile vs Desktop device percentages
- Top keywords
- Website traffic sources
- Conversion goals & event tracking

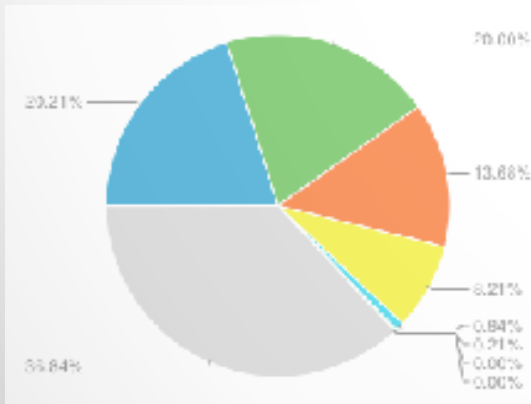
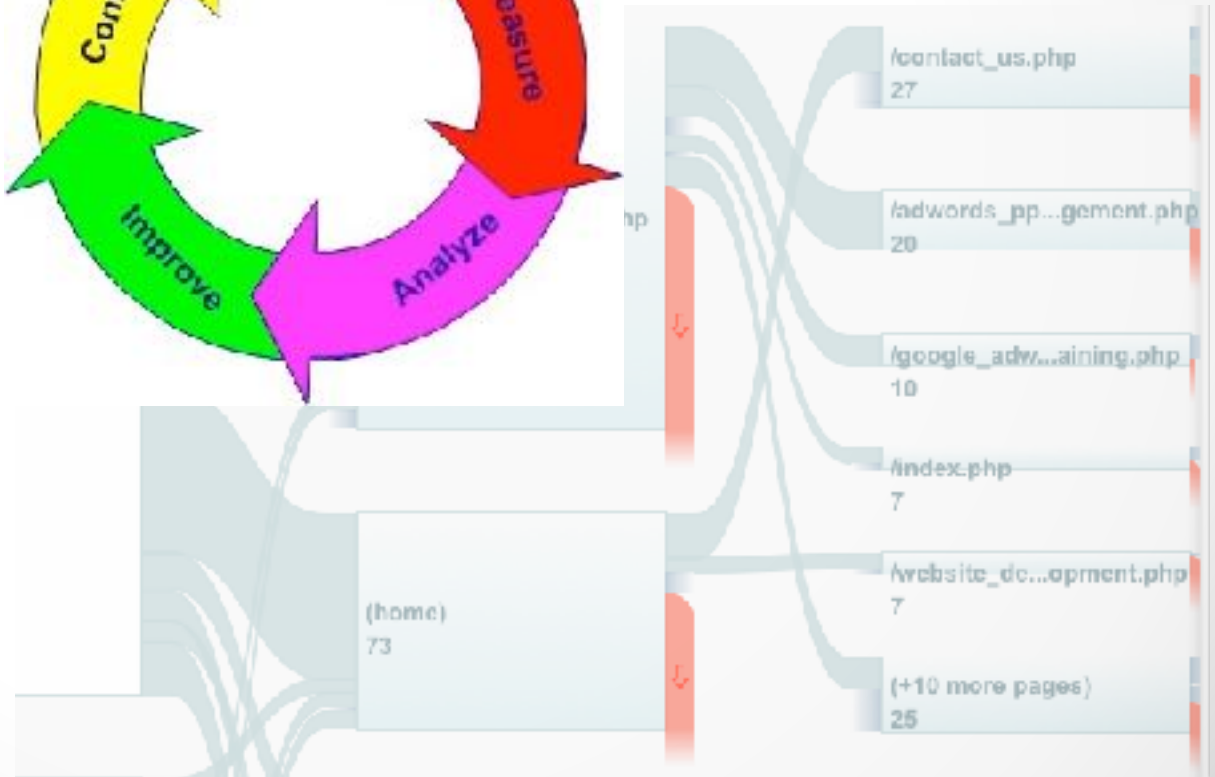
## What is a bounce rate?



**> 75%**


**50%-75%**

**< 50%**





# Let's have a look



NETPRESENCE  
AUSTRALIA

**What do you know about your visitors?**

**Demographics**

Male \_\_\_\_ % Female \_\_\_\_ %

18-24 \_\_\_\_ %  
 25-34 \_\_\_\_ %  
 35-44 \_\_\_\_ %  
 45-54 \_\_\_\_ %  
 55-64 \_\_\_\_ %  
 65+ \_\_\_\_ %

**Devices**

**Mobile**

- Percentage \_\_\_\_ %
- Bounce Rate \_\_\_\_ %
- Average Session Duration \_\_\_\_m \_\_\_\_s

**Desktop**

- Percentage \_\_\_\_ %
- Bounce Rate \_\_\_\_ %
- Average Session Duration \_\_\_\_m \_\_\_\_s

**Tablet**

- Percentage \_\_\_\_ %
- Bounce Rate \_\_\_\_ %
- Average Session Duration \_\_\_\_m \_\_\_\_s

**Acquisition**

- Paid Search - \_\_\_\_ % Bounce \_\_\_\_ % Time - \_\_\_\_m \_\_\_\_s
- Direct - \_\_\_\_ % Bounce \_\_\_\_ % Time - \_\_\_\_m \_\_\_\_s
- Organic Search \_\_\_\_ % - Bounce \_\_\_\_ % Time - \_\_\_\_m \_\_\_\_s
- Social - \_\_\_\_ % Bounce \_\_\_\_ % Time - \_\_\_\_m \_\_\_\_s
- Referral - \_\_\_\_ % Bounce \_\_\_\_ % Time - \_\_\_\_m \_\_\_\_s

**AdWords**

- Hour of the Day
- Top Search Queries

**Behaviour**

Top Pages / Landing Pages / Exit Pages

Page	Bounce Rate	Average Time on Page

# Let's have a look

## Demographics

Male **22.5** % Female **77.5** %

18-24 **2.12** %  
25-34 **11.85** %  
35-44 **15.56** %  
45-54 **18.82** %  
55-64 **25.72** %  
65+ **25.93** %

## Devices

### Mobile

- Percentage **67.55** %
- Bounce Rate **84.00** %
- Average Session Duration **00m 35s**

### Desktop

- Percentage **14.57** %
- Bounce Rate **70.54** %
- Average Session Duration **01m 24s**

### Tablet

- Percentage **17.88** %
- Bounce Rate **81.28** %
- Average Session Duration **00m 53s**

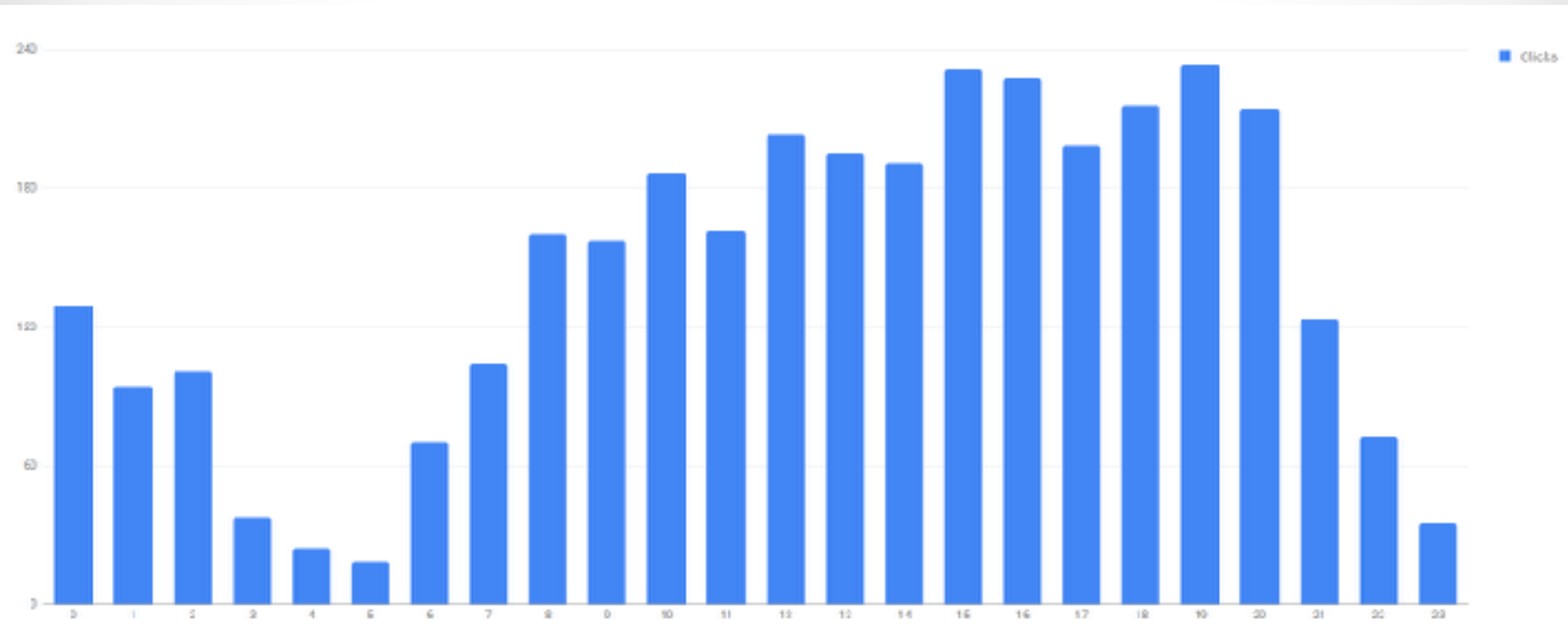
# Let's have a look

## Acquisition (All Traffic – Channels)

- Social - **42.31%** (Bounce **86.21%** **00m 27s**)
- Paid Search - **27.52%** (Bounce **79.44%** **00m 56s**)
- Organic Search - **15.69%** (Bounce **69.29%** **01m 22s**)
- Direct - **12.21%** (Bounce **86.94%** **00m 32s**)
- Display – 1.39% (Bounce 97.30% **00m 02s**)
- Referral - 0.88% (Bounce 52.73% **02m 59s**)
- Other - 0.02% (Bounce 0.00% **01m 44s**)

# Let's have a look

## Hour of the Day (AdWords)



# Let's have a look

## Behaviour (Site Content – All Pages) Top 10

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Source Ratio
	<b>8,286</b> % of Total: 100.00% (8,286)	<b>7,275</b> % of Total: 100.00% (7,275)	<b>00:02:09</b> Avg for View: 00:02:09 (0.00%)	<b>6,136</b> % of Total: 100.00% (6,136)	<b>81.63%</b> Avg for View: 01.62% (0.00%)
1. <a href="#">/</a>	1,260 (15.21%)	1,067 (14.67%)	00:02:24	989 (16.11%)	79.27%
2. <a href="#">/about/start-here/</a>	1,115 (13.46%)	900 (12.47%)	00:03:12	977 (15.92%)	86.61%
3. <a href="#">/contact-us/</a>	1,052 (12.70%)	996 (13.68%)	00:03:31	844 (13.75%)	81.18%
4. <a href="#">/</a>	870 (10.50%)	687 (9.44%)	00:00:48	628 (10.23%)	46.50%
5. <a href="#">/about/start-here/</a>	854 (10.31%)	620 (8.52%)	00:02:11	620 (10.10%)	95.00%
6. <a href="#">/contact-us/</a>	783 (9.45%)	712 (9.77%)	00:01:40	679 (11.07%)	90.72%
7. <a href="#">/contact-us/</a>	420 (5.07%)	380 (5.22%)	00:04:05	113 (1.84%)	76.65%
8. <a href="#">/about/start-here/</a>	110 (1.34%)	106 (1.46%)	00:03:04	17 (0.28%)	76.47%
9. <a href="#">/about/start-here/</a>	116 (1.40%)	100 (1.38%)	00:02:10	93 (1.52%)	74.19%
10. <a href="#">/contact-us/</a>	112 (1.35%)	106 (1.46%)	00:02:58	98 (1.60%)	86.62%

# You don't have to be a TECH nerd to benefit from Google Analytics!



**If you could understand who your website  
visitors are  
Could better connect with them?**

**If you could understand who your website  
visitors are**

**Could better connect with them?**

**If you know what devices are using**

**Wouldn't you design to suit them?**



**If you could understand who your website  
visitors are**

**Could better connect with them?**

**If you know what devices are using**

**Wouldn't you design to suit them?**

**If we can give you something to help you grow  
your business**

**Do you think that would be useful?**

# Website Insight

You can understand

- Who are you visitors (**Audience**)
- What devices do they use (**Audience**)
- Where do they come from (**Acquisition**)
- What are they doing or not on you website (**Behaviour**)
- Test and measure (**Conversions**)
- How to Respond and improve (**Action Items / PDFs**)

**\$ 247 inc GST**

# Thank you!



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