

Google Analytics Overview

By: Eduardo Martinez; Zoe Diskin, Farhan Patel, Rene Cyrille

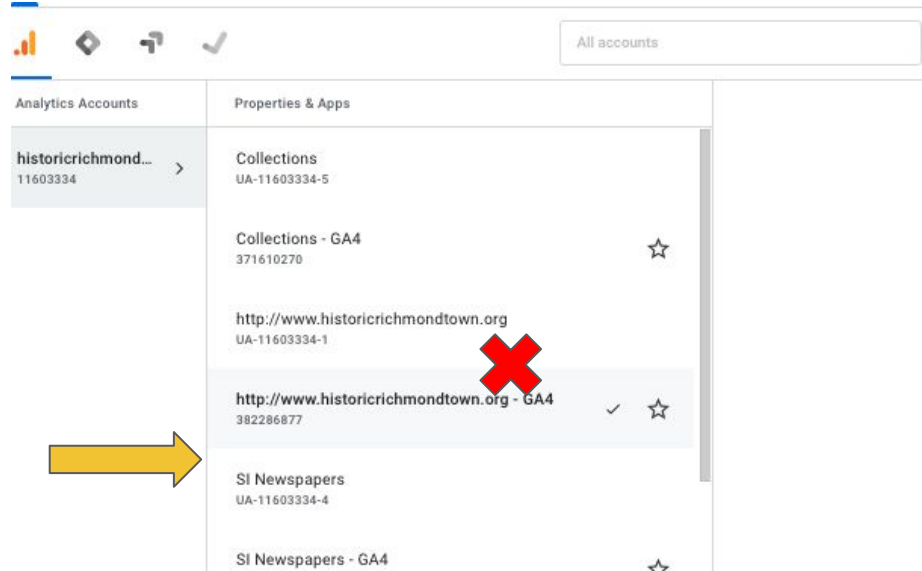
What is Google Analytics G4A & Why it Matters

- Google Analytics G4A is the analytics service google provides to websites to measure website traffic, engagement, and behavior of visitors.
- Tracking your website's Key Performance Indicators (KPI's) is critical for Communication Managers to understand the performance of your website.
- This is particularly important for communication managers at non-profit organizations where limited resources require you to maximize your effectiveness to be successful.
- Identifying and tracking your KPI's can help ensure you can prioritize your projects and provide objective feedback for decisions when asked by stakeholders.

Google Analytics Basics

When you first login to your analytics page, you need to verify your in your GA4 page.

This is critical as your previous Google Analytics page is no longer collecting data. However data previously collected is still available for historical reference only.

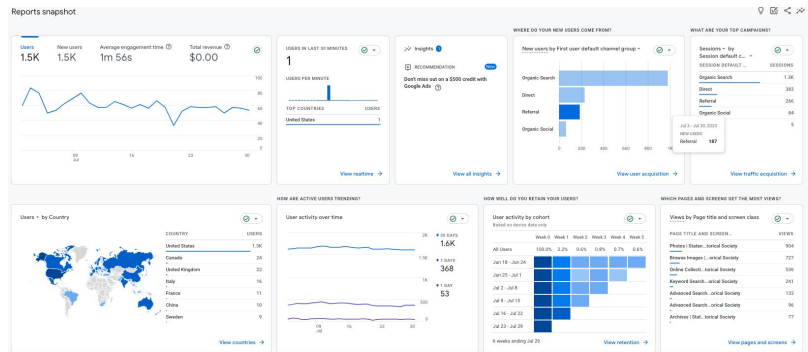


Google Analytics Basics

On the new GA4, you will get a basic overview of what Google thinks are your KPIs.

This includes website traffic over the previous week; origin of page visitors, and traffic acquisition sources, etc.

These are valuable points of information if you can figure out what they are...



KPI's for Non-Profit Websites

KPI's are specific points of data that allow you as a communications manager to easily cut through all the data points provided by Google Analytics to the specific points necessary for your goals. Potential KPI's include:

- Website Traffic
- Click Through Rates
- Conversions by Referral Channel
- Website and Page Bounce Rates
- Average Page and Key Page Engagement Time Lengths

To understand what KPI's could be relevant to your stakeholders it's critical to figure out what the different words used mean in this context.

Sample KPI and Analytic Definitions

User: *A page visitor that* had at least one session within the selected date range. Includes both new and returning users.

Event/ Session: *A specific instance of* a user actively visiting a website. All usage data is associated with a session.

Pageviews: A pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.

Pages per Session: Pages per session is the average number of pages a person views in a given session. This metric is calculated by dividing the number of pageviews by the total number of sessions.

New Users - *Users who* have never been to our website, according to Google's tracking snippet; returning **users** have visited your site before.

Returning Users - Users who have returned to your webpage multiple times.

Engagement Rate: The percentage of sessions where a user engages with the first page by either clicking on a link, scrolling through for a specific amount of time, or some other activity.

Click Through Rates - This is the percentage of users clicked on your ad divided by the number of people it reached.

Conversion Rates - This is the percentage of users who visited your website and completed a specific action that is being tracked as part of a campaign.

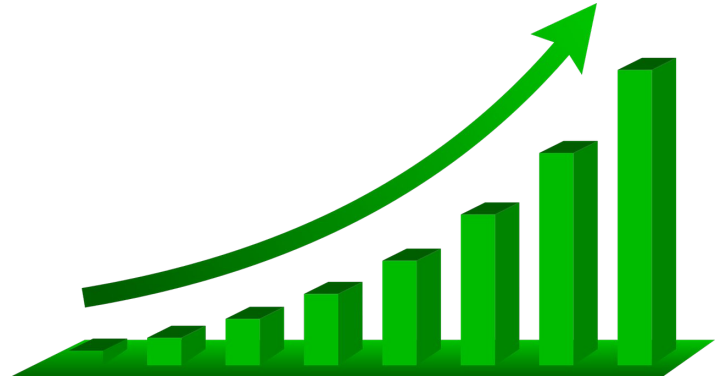
Acquisition Channel - This is the method of how users are finding your website. It could mean from a direct link; organic search (directly looking for it); referral (different website that links to your website), organic social (from your social media channels), email or other.

Stakeholder Interest on KPIs (Why it Matters...)

Stakeholder Interest on KPI's (Why it Matters...)

Fundamentally, the point of Google Analytics and KPI's are to help improve decision making with objective data points.

This especially critical for non-profit organizations that have to maximize the time spent on specific actions.



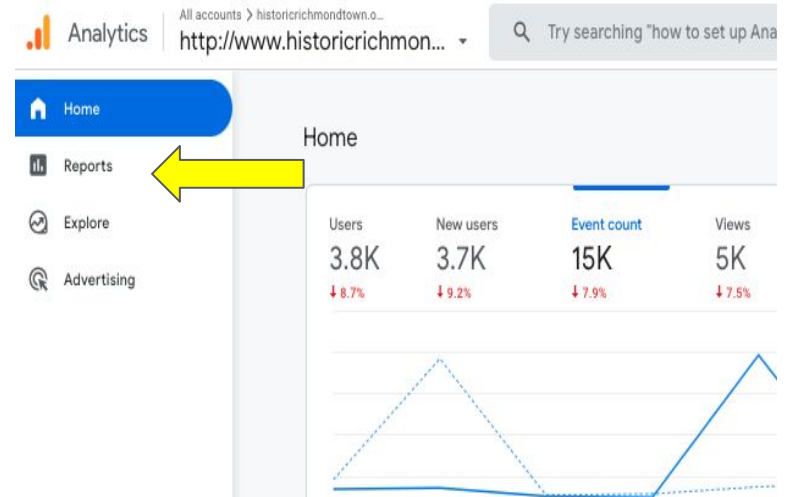
Historic Richmond's Stakeholder Interest in GA4 KPIs

Name	Position	Organization	Interest Level	Why?
Elizabeth Wilson	Director of Development & Philanthropy	Historic Richmond Town	High Interest	Website numbers are a potential selling point for corporate sponsorship opportunities and can contribute to small dollar donors.
Andrew Andron	Director of Business Development	Historic Richmond Town	High Interest	Website traffic numbers can be a selling point about the value of partnering with Historic Richmond Town for the county fair and retaining vendors with the marketing value provided.
Grace Selogy	Visitor Services Manager	Historic Richmond Town	High Interest	Can potentially better able to allocate staff with the trends being noticed in ticket sale conversions.
Historical House Trust	Building Advocates	City of New York Public Private Partnership	Low Interest	Interested in the end result numbers translated to visitors to Historic Richmond Town
Local Elected Officials	Community Leaders	New York City Government	Medium Interest	Wants to see the community impact of Historic Richmond House be expanded and reported to it.
Members of the Board of Directors	Board of Directors	Historic Richmond Town	High Interest	Wants to maintain and develop opportunities for growing the audience of the Historic Richmond Town resonates with.
Surrounding Residents		Staten Island Residents	Low Interest	Will want to be kept in the conversation for any new types of events that take place.
Journalists		Local Media Outlets	Low Interest	Interested in reporting local community developments and events.

How to Find the KPI's on GA4

When you go on Google Analytics 4, you will find your KPI's in the Reports Section.

In there you will find reports on acquisition, engagement, monetization, and retention.



Industry KPI's on GA4

In trying to understand your KPIs it's critical that Historic Richmond Town identify the industry standards you should compare yourself too.

In this case, Historic Richmond Town should primarily focus in on its Non-Profit status while acknowledging that it is also an educational website. Below are some potential KPIs to think about.

Acquisition Channels	New/Returning Visitor Rates	Time on Page	Bounce/ Engagement Rates
Conversion Rate	Page Views	Top Pages	Visitor Demographics

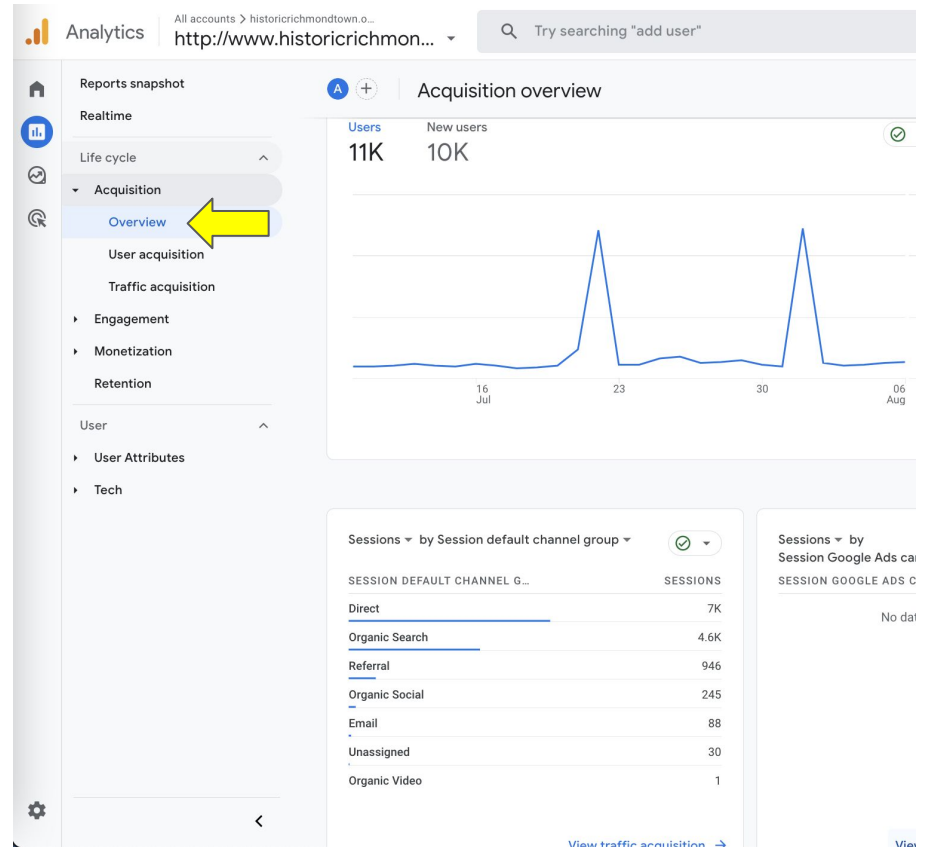
Source: <https://4agoodcause.com/wp-content/uploads/2022/09/4aGC-Website-Metrics-Checklist-0922.pdf>

Finding Acquisition Channels

Acquisition channels can be found in two places.

- In the Reports Snapshot and in Reports under Acquisition Report.
- Both options allow you to view a traffic acquisition report that tells you about your acquisition channels and how they interact with your page.

This metric is among the easiest to find and can be found in the acquisition overview tab.

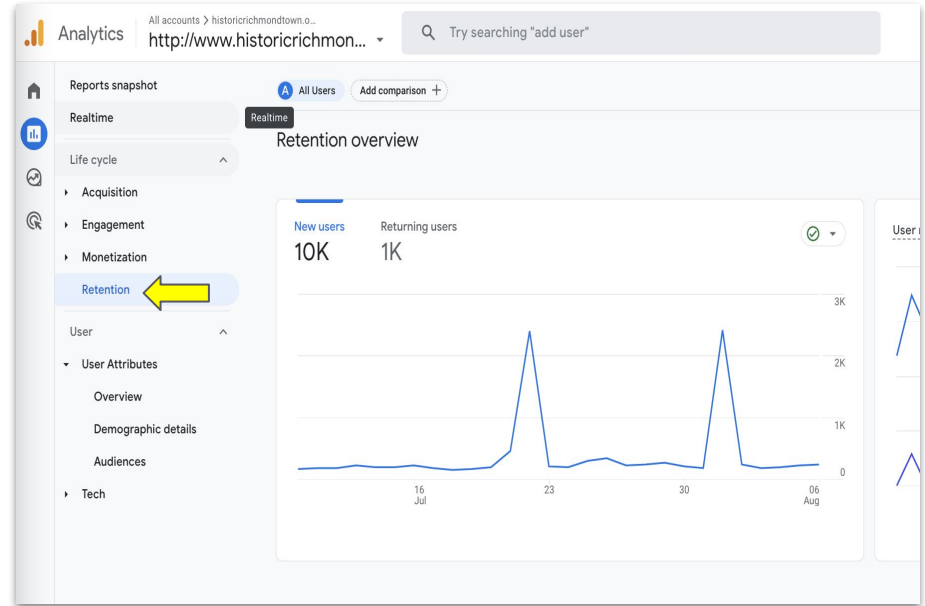


New/Returning Users

Measuring New and Returning users is critical for measuring the traffic the website is receiving and how many are returning for some reason or another.

- When these numbers are annualized, they constitute the aggregate reach that Historic Richmond Town's website can offer; and,
- And can be used to evaluate behavioral trends on visitors willingness to return to your website after their initial visit.

This metric can be found by clicking on the "Retention" tab.

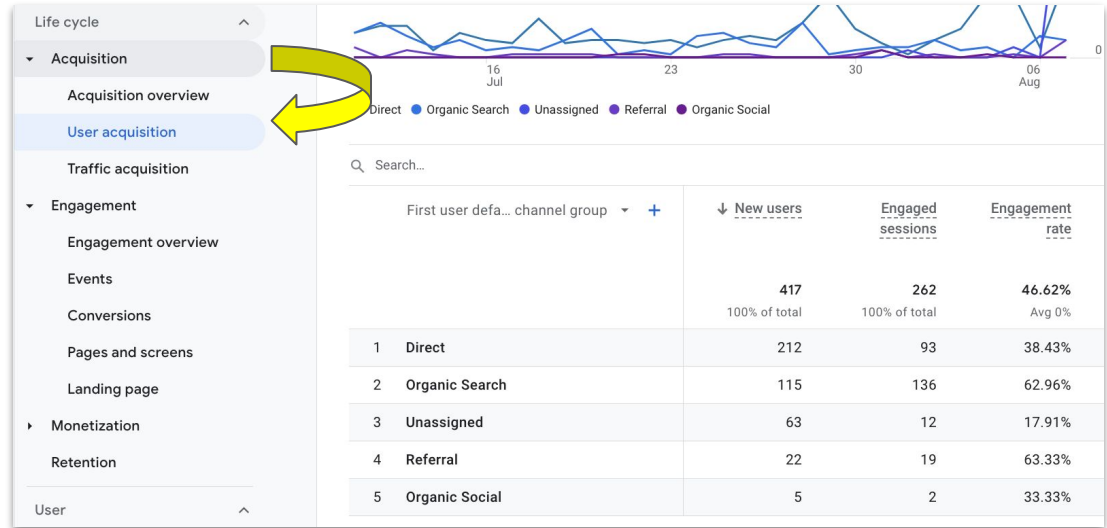


Source: <https://databox.com/new-vs-returning-visitors>

Engagement Rate

Currently on Historic Richmond Town's GA4 Account, engagement Rate is found in the acquisition folder tab for user acquisition. The rates are then divided according to the acquisition channel reflecting how user from each interact with your page.

This KPI can be found by going into acquisition and selecting the "user acquisition option".



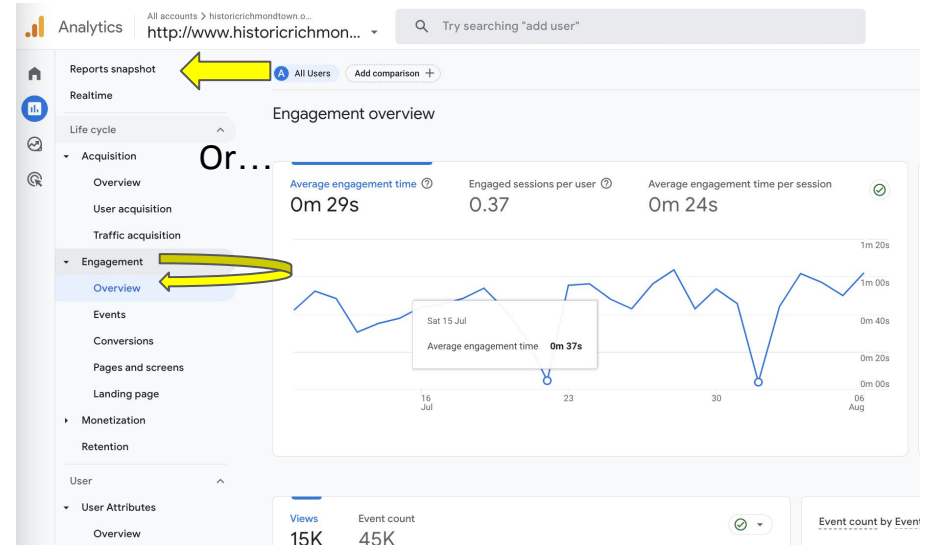
Source:

<https://usefathom.com/blog/engagement-rate-google-analytics#:~:text=Engagement%20rate%20%3D%20Number%20of%20Engaged,engagement%20rate%20expressed%20in%20percentages.>

Time on Page

The measure of Time on Page is useful for helping website managers to evaluate the behavior of page visitor as they spend time on the website and specific pages.

This metric can be found by going to the Reports Snapshot or by going to “Engagement” tab and clicking on on the Overview option.



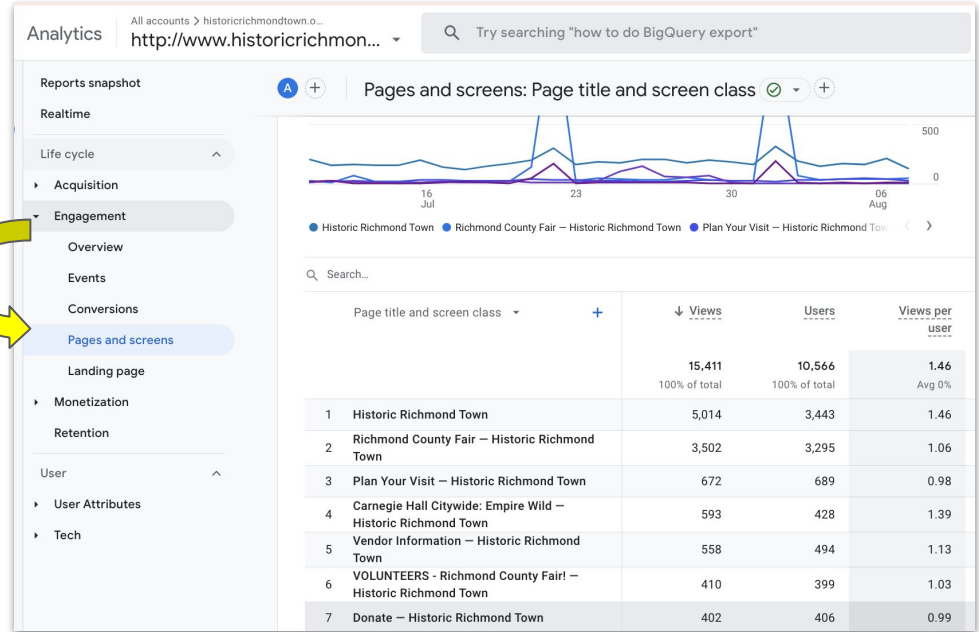
Source: <https://www.globalmediainsight.com/blog/avg-time-on-page-vs-session-duration/>

Top Pages

Reviewing your top pages is incredibly important as it allows you to to key on specific points of interest your visitors are looking for. In particular, it allows you to see:

- What topics they're interested in;
- To compare how much they engage with different topics; and,
- And develop internal best practices.

This KPI can be found by going to the Engagements tab and clicking on the “Pages and Screens option”.

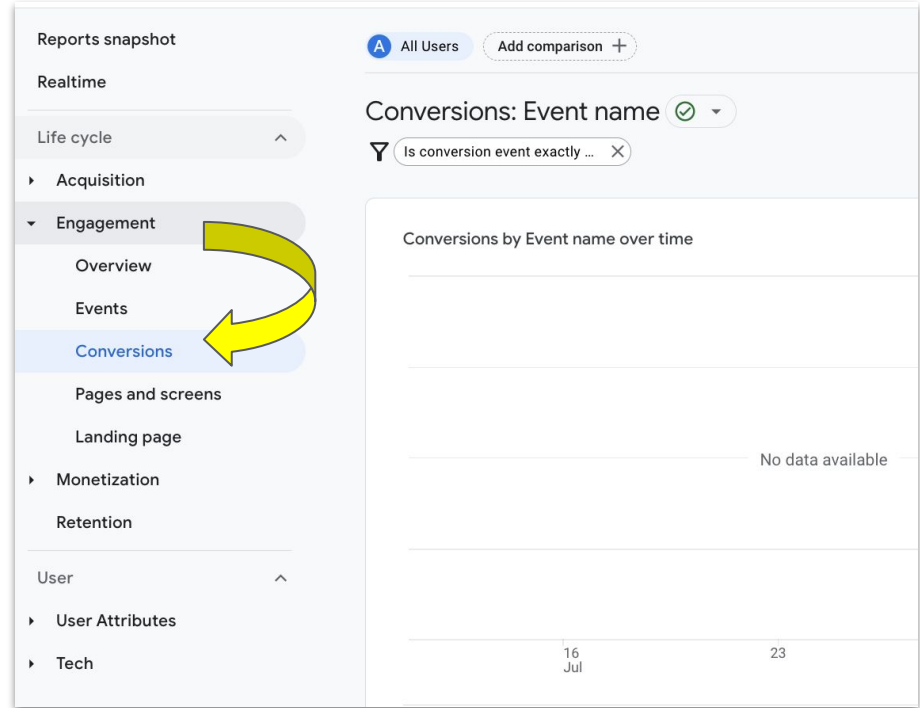


Source: <https://databox.com/analyzing-google-analytics-popular-pages>

Conversion Rates

Conversion Rates are a specific KPI that measures the number of visitors that complete a specific end goal you are trying to achieve. For Historic Richmond Town, this could be the purchase of a visitor's ticket or a digital donation through your webpage.

Because this KPI is a specific measure of engagement, it can be found in the engagement tab by clicking on the "Conversions" option.

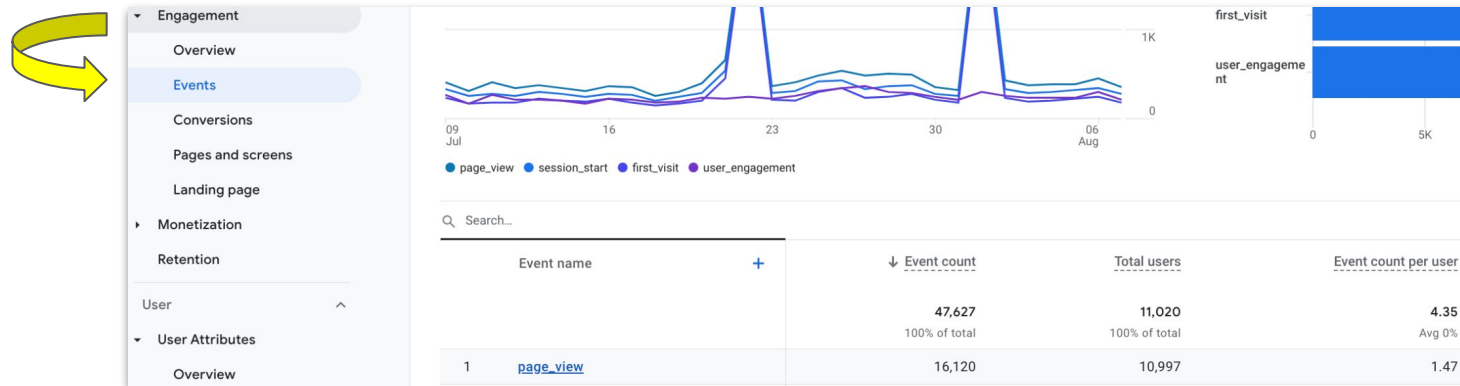


Source: <https://www.analyticsmania.com/post/conversion-rate-in-google-analytics-4/>

Average Page Views

Average Page views as a metric are useful to identify whether visitors are interested in what you have to offer on your website. Higher averages tend to correlate with more engagement.

This KPI can be found by going to the Engagements Tab and clicking on the “Events” option.



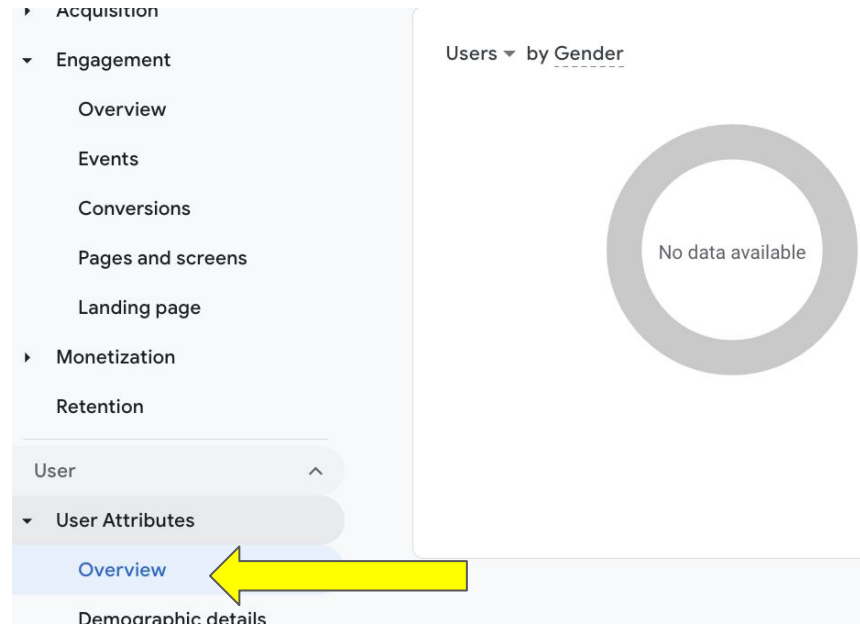
Source:

<https://www.dataflo.io/metricbase/pageviews-in-google-analytics#:~:text=The%20Average%20pageviews%20in%20Google,visitor%20interacts%20with%20the%20site.>

Visitor Demographics

One key piece of data for everyone is Visitor Demographics. Understanding the make up of your primary audience helps you better understand if you are truly connecting with your target audience.

Visitor Demographics can be found under user attributes.



Source: <https://support.similarweb.com/hc/en-us/articles/115005835169-Website-Demographics>

How to Compare KPIs

When trying to evaluate the performance of your website; the communications manager needs to have identified the specific goals and objectives the website is being leveraged to help achieve. Through you can identify what KPIs should be compared to individually to industry standards, across time, or to each other to understand the story it is telling you.

Examples Include:

Time on page vs. Engagement Rate	Average Page View vs. Time on page	New & Returning Visitors across time
Top Pages across time	Effectiveness of Conversion Paths	Acquisition Channel Trends