GOOGLE ANALYTICS
WHAT WHY HOW

Sander Daniels- Rotterdam Partners

Jack de Vreugd - DutchBlue

17 oktober 2019 | Maassilo Rotterdam

DutchBlue.

ROTTERDAM. MAKE IT HAPPEN.

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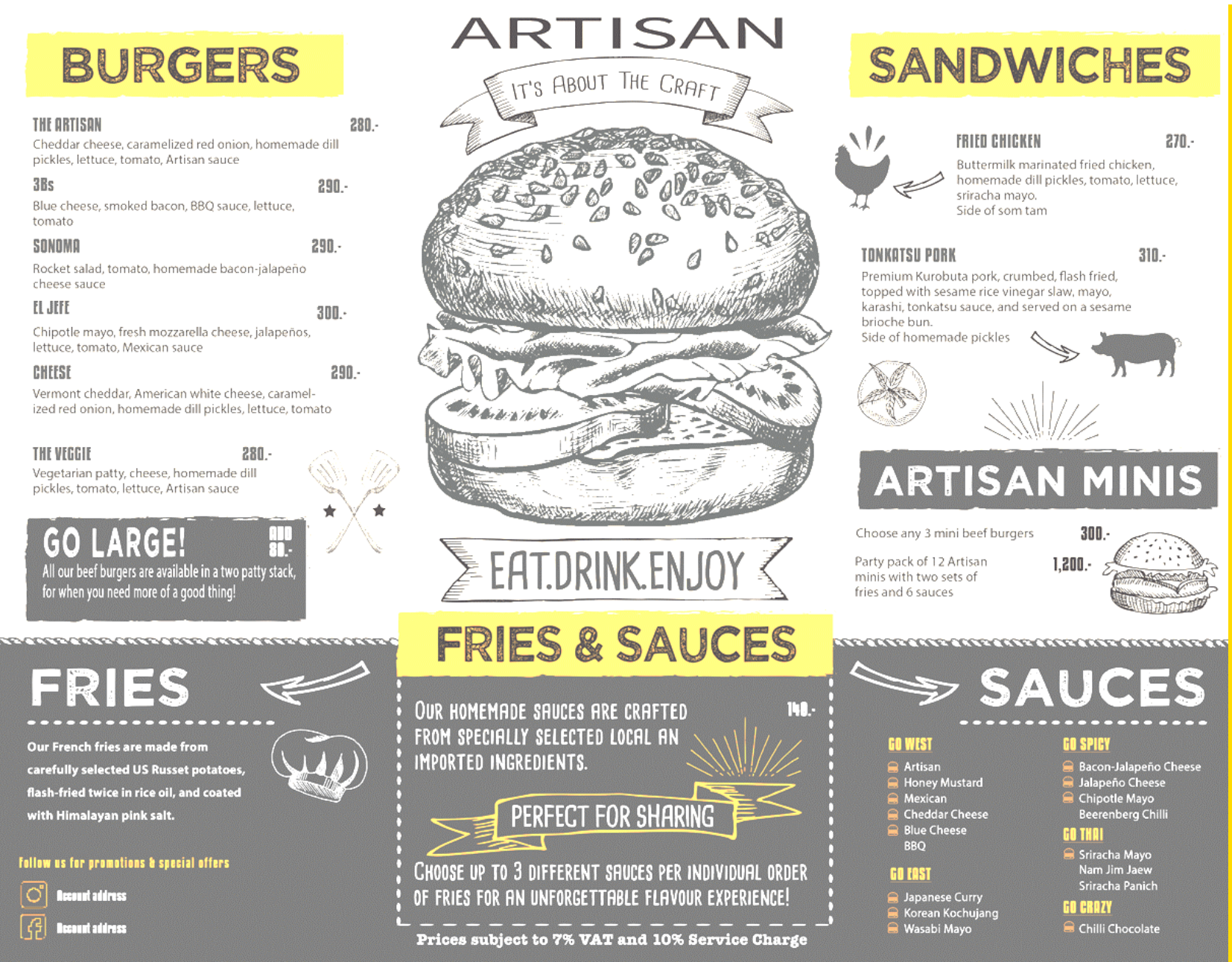

ON THE MENU

- Wat is Google Analytics?
- Waarom Google Analytics?
- Waar te beginnen?
- Belangrijk!
- Dive in…
- Bewijs
- What else?
- Cases
- …. ☺

38 Slides | veel laten zien | veel vragen
Niet alles live laten zien vanwege data klanten

Feeling hungry?

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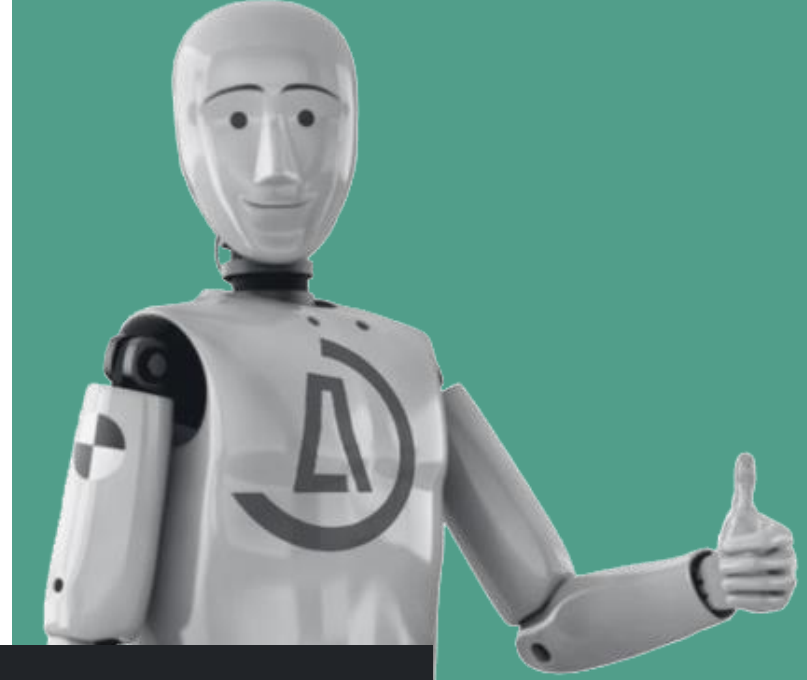
WAT IS GOOGLE ANALYTICS?

OPEN SOURCE STATISTIEKENPAKKET OM TE

MONITOREN

ANALYSEREN

OPTIMALISEREN



LL

ALSO FOR DUMMIES

11

Source: The world

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WAT IS GOOGLE ANALYTICS?

- Heeft heel veel data, erg veel, teveel
- Technische aanpassingen + geld nodig
- Onoverzichtelijk
- Alleen voor
  - Nerds
  - Analysten
  - Profi organisaties
  - Multinationals
- Laatste hulp als onderbuik gevoel niet werkt

- Meest simpele statistiekenprogramma
- Heel eenvoudig te implementeren en gratis
- Zo eenvoudig dat iedereen ermee kan werken
- Basis voor elke organisatie die iets aan marketing doet
- Niet alleen statistieken, maar ook testen
- Koppelen met andere bronnen als
  - Google Adwords
  - Facebook
  - Mailchimp
- Anoniem

WAAROM GOOGLE ANALYTICS?

Van

IK DOE ALLES EN IK WEET NIET OF HET WERKT

Naar

FOCUS, OMDAT IK WEET WAT MEN WIL

‘DON’T THINK…. KNOW!’

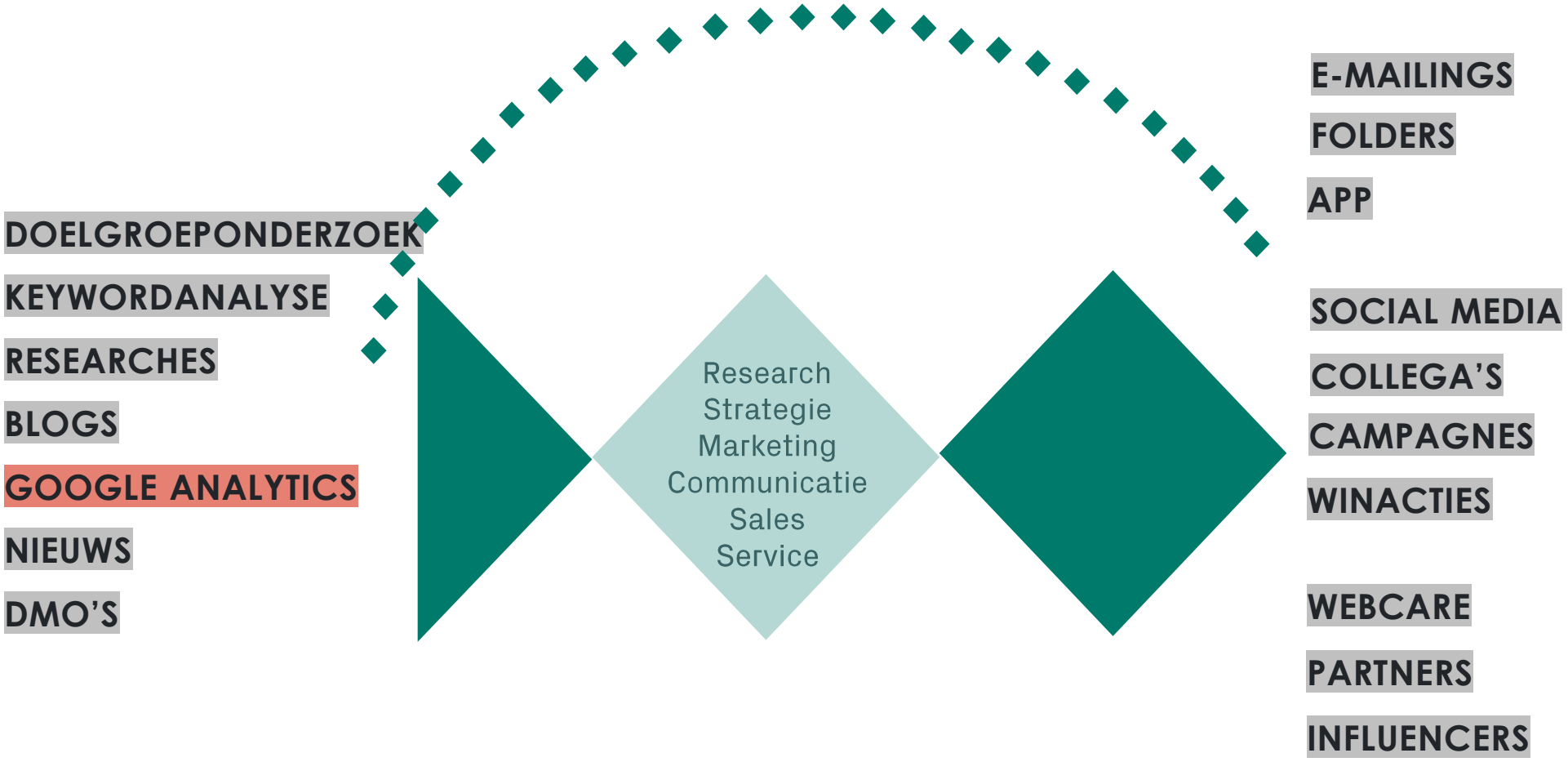
LL

NO PLAN, NO IDEA? NO GOOD!

11

Source: Everybody!!

WAAROM GOOGLE ANALYTCICS?



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WAAROM GOOGLE ANALYTICS?

RELEVANT IN ELKE FASE VAN HET AANKOOPPROCES

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WAAROM GOOGLE ANALYTICS

BASICS

- Hoeveel bezoekers komen er op mijn website?
- Wanneer bezoeken mensen mijn website?
- Waar komen de bezoekers vandaan?
- Wie zijn mijn bezoekers?
- Wat doen de bezoekers op mijn website
- Welke pagina's (onderwerpen) zijn populair?
- Werkt mijn website optimaal

EXPERT

- Hoe converteert de website
  - Hoeveel tickets zijn er verkocht
  - Hoeveel boekingen zijn er gemaakt?
  - Hoe werkt dat bijvoorbeeld met chatbot

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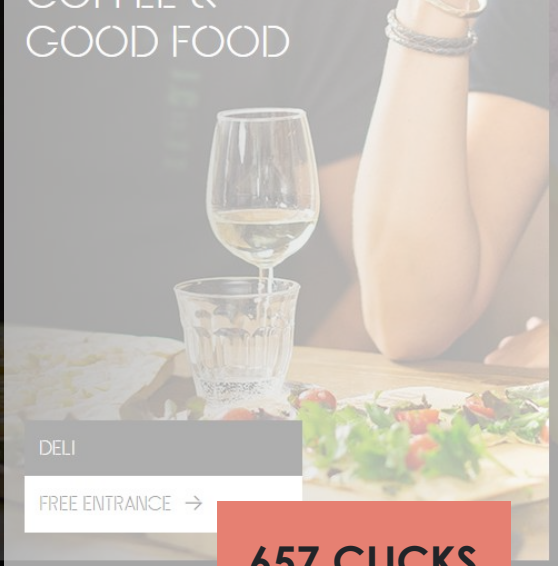
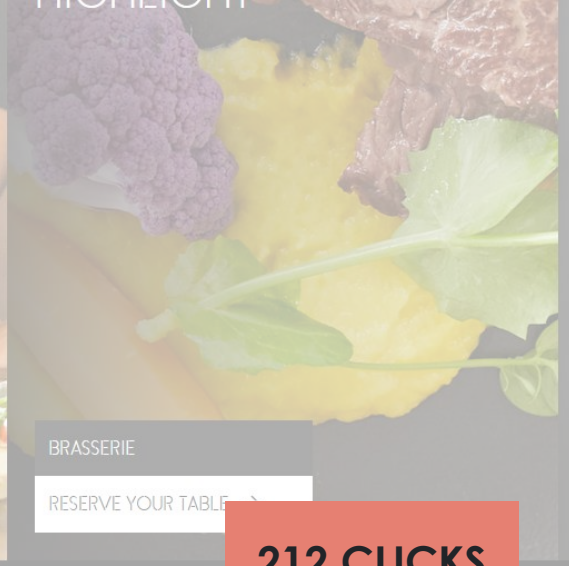
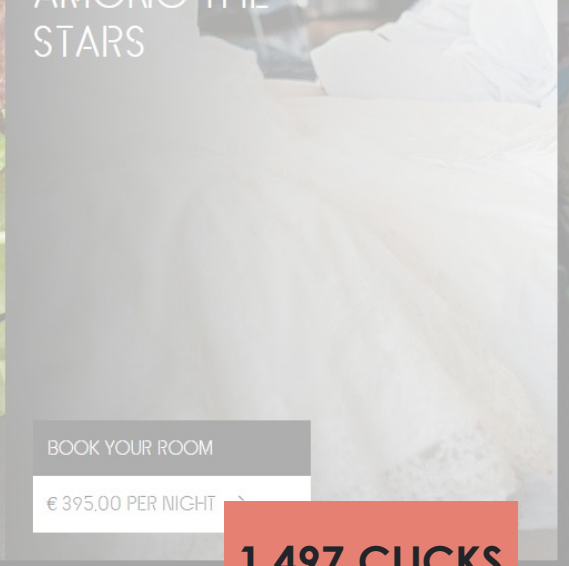


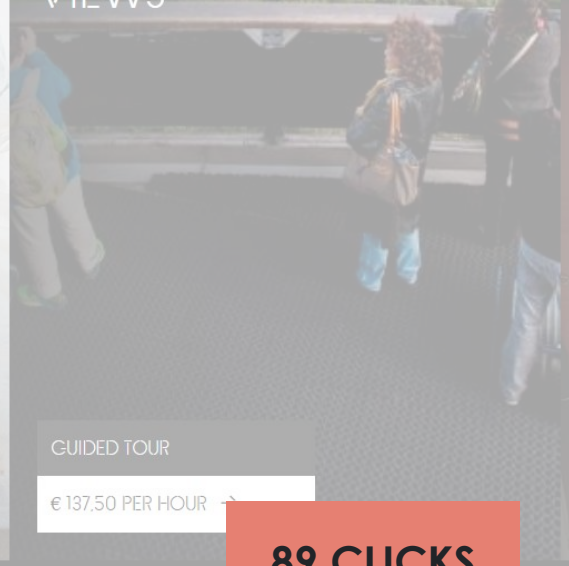
657 CLICKS



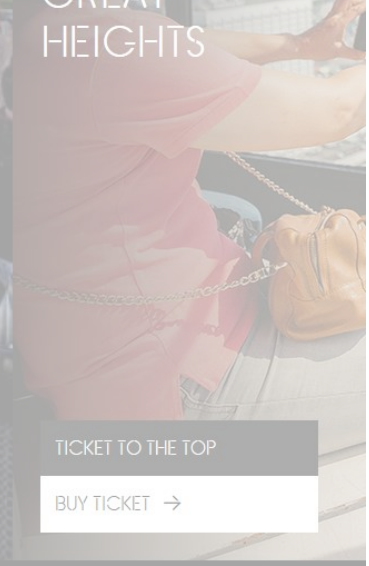
212 CLICKS



1.497 CLICKS



89 CLICKS



EUROMAST

BE ON TOP

The place to be for people who wish to feel like the king of the world for a day. Enjoy a culinary highlight while taking in the greatest view over this beautiful city. Greet the morning with your head in the clouds as you lie next to the love of your life. Raise your glass from 100 metres in the air to toast the best business deals. Or feel your heart race as you jump over the edge and abseil down the highest tower of the Netherlands. At the Euromast, we go to great lengths to reach the absolute top in every way for you during your visit.

AGENDA

READ MORE →

37 CLICKS

BRUNCH →

55 CLICKS

LUNCH →

82 CLICKS

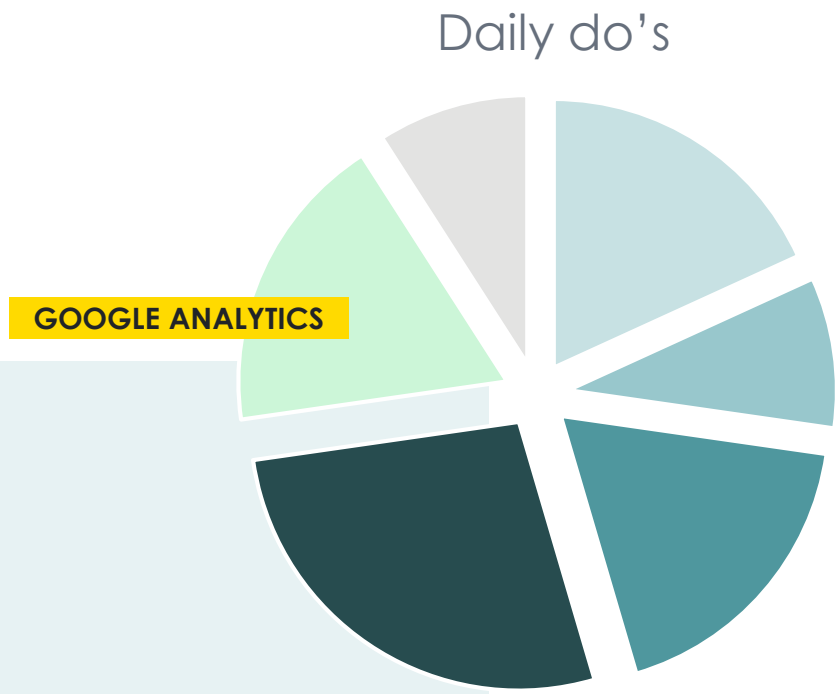
DINNER →

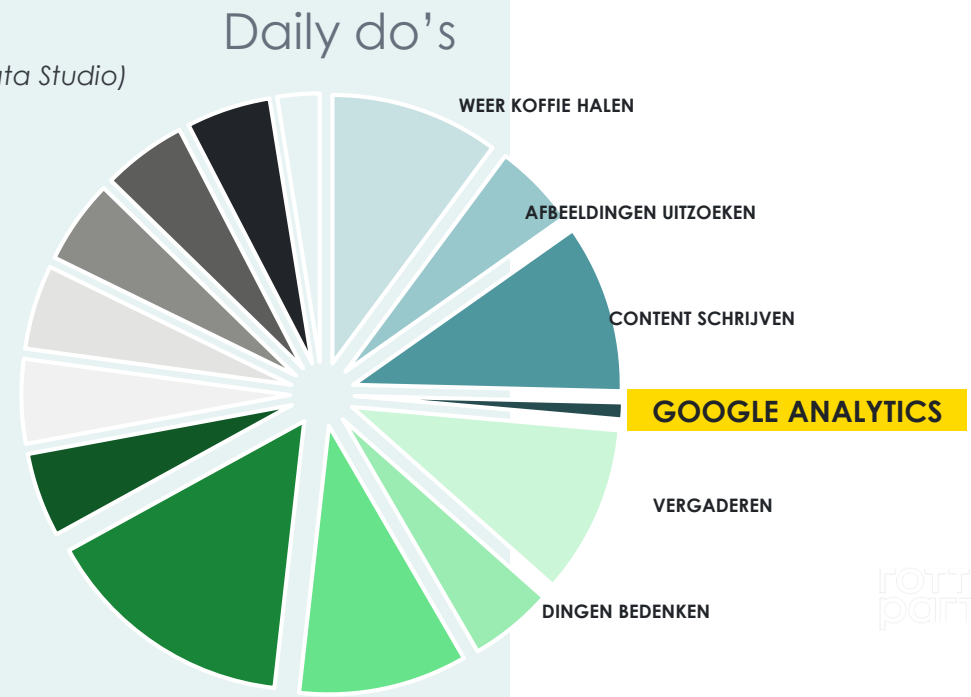
MEETINGS →

39 CLICKS

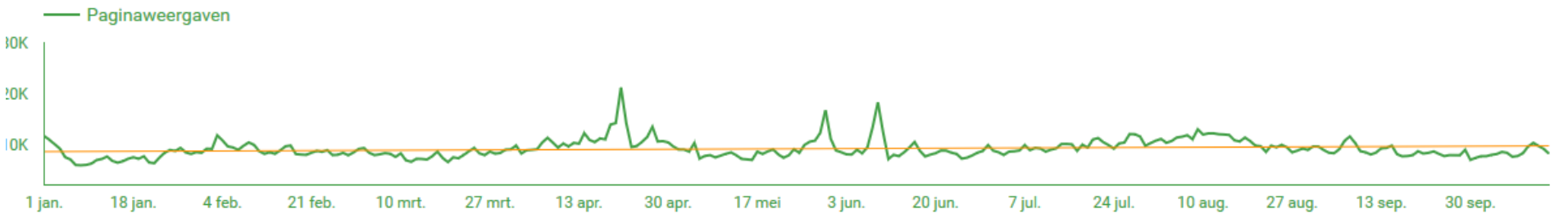
WAAR BEGIN IK?

- Installeer Google Analytics
  - Handout
- Noteer wat je wilt weten en waarom
- Look around
- Maak een dashboard *(zie volgende slide. Gemaakt in Google Data Studio)*
- Blok tijd
- Noteer actiepunten





rotterdam tourist information

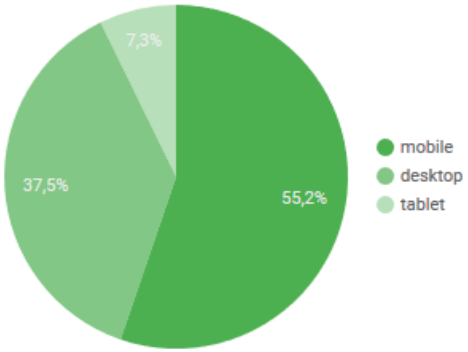


Gebruikers
101.359
-8.0%

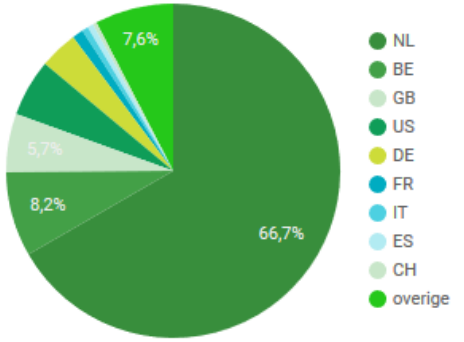
Paginaweergaven
125.677
-6.9%

Sessies
106.261
-17.8%

Mobiel vs desktop



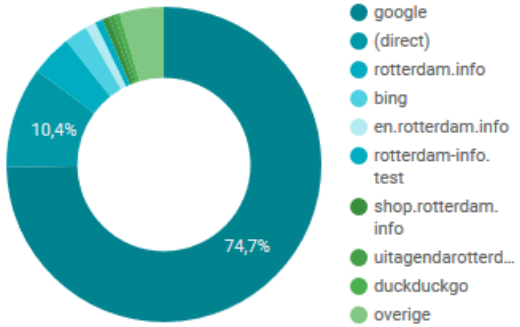
Herkomst

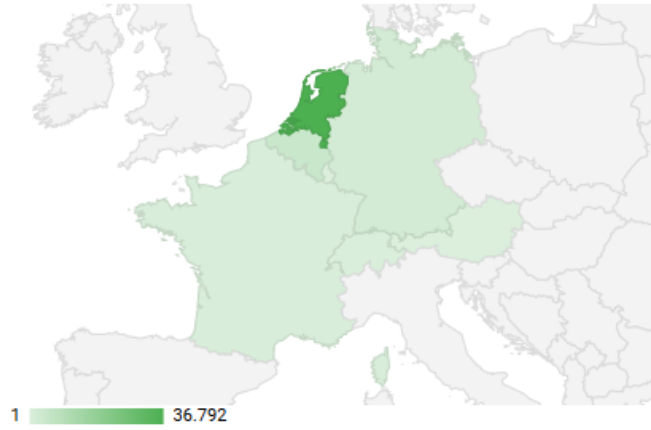


	Bestemmingspagina	Sessies
1.		13.476
2.		8.865
3.		5.320
4.		3.314
5.		2.003
6.		1.600
7.		1.535
8.		1.451
9.		1.358
10.		1.345

1 - 10 / 2906

Bron





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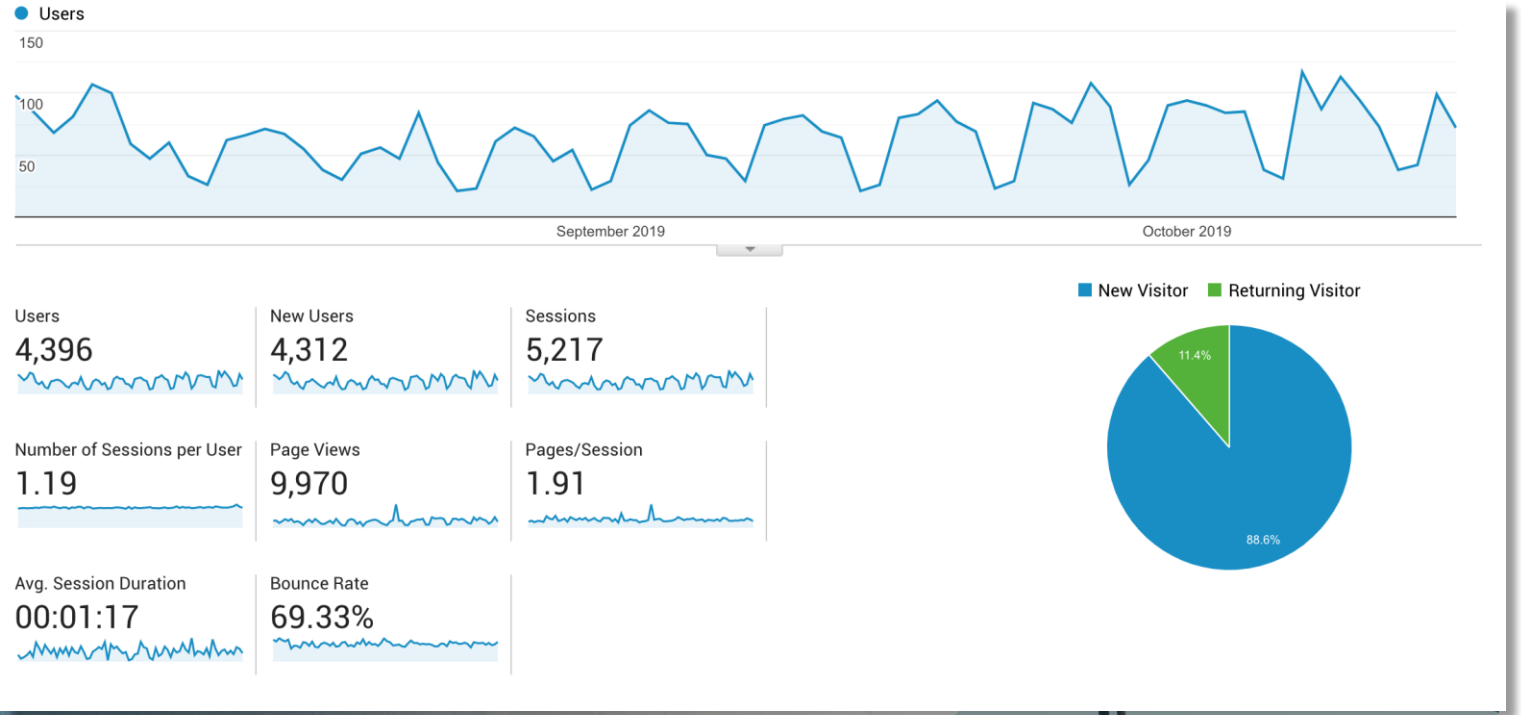
GOOGLE ANAYTICS
THE ESSENTIALS

- Goede instellingen
  - Uitsluiten IP adres
  - Onderscheid NL en andere talen
  - Hoofdletters/kleine letters
- Cookiemelding *(je verzamelt namelijk nu gegevens)*
- Partij ter ondersteuning
- Betrek collega's en maak anderen ook eigenaar
- Neem de tijd
- Stel doelen voor jezelf

		326,458 % of Total: 100.00% (326,458)	231,587 % of Total: 100.00% (231,587)
1.	/default.aspx	**62,461** (19.13%)	44,947 (19.41%)
2.	/basket.html	**19,597** (6.00%)	8,460 (3.65%)
3.	/google+redesign/apparel/mens	**17,830** (5.46%)	12,258 (5.29%)
4.	/google+redesign/shop+by+brand/youtube	**17,145** (5.25%)	13,760 (5.94%)
5.	/Default.aspx	**15,881** (4.86%)	11,569 (5.00%)



VEEL VOORKOMENDE TERMEN

- Bezoeker
- Sessie
- Paginaweergave
- Bron
- Bouncer
- Uitstappagina
- Conversie
- Events & triggers

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READY TO RUMBLE?

…WHAT YOU AL BEEN WAITING FOR

Photo for hotel

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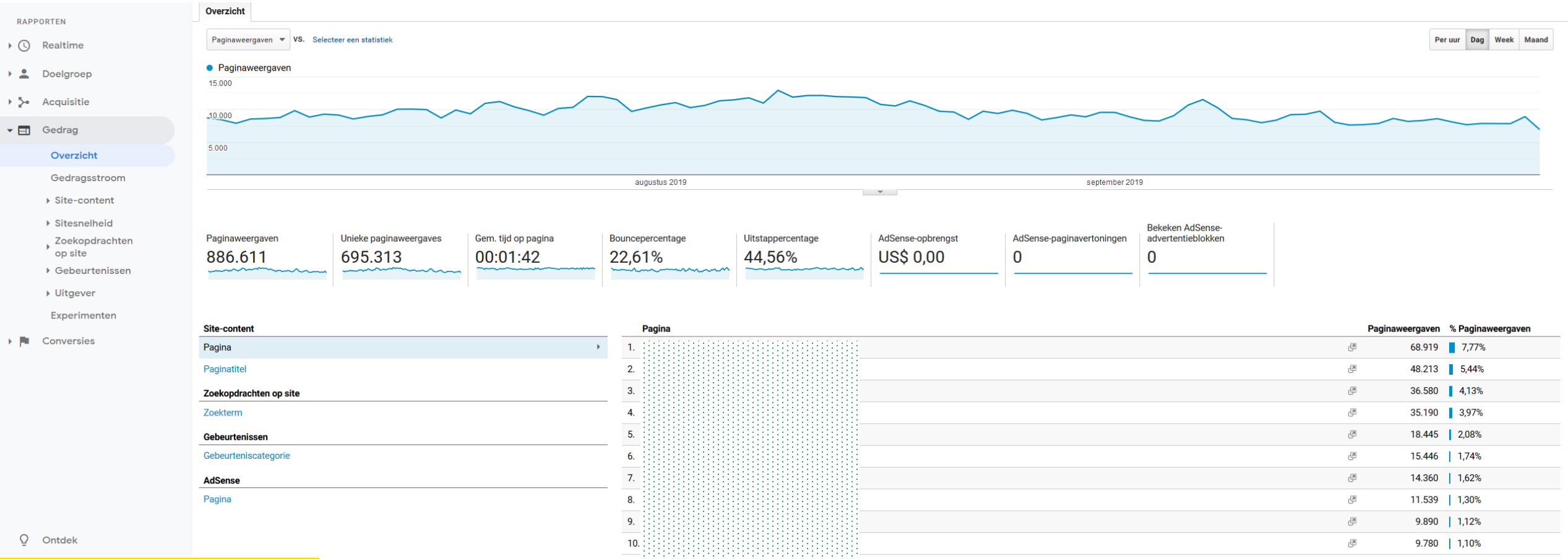

BASICS

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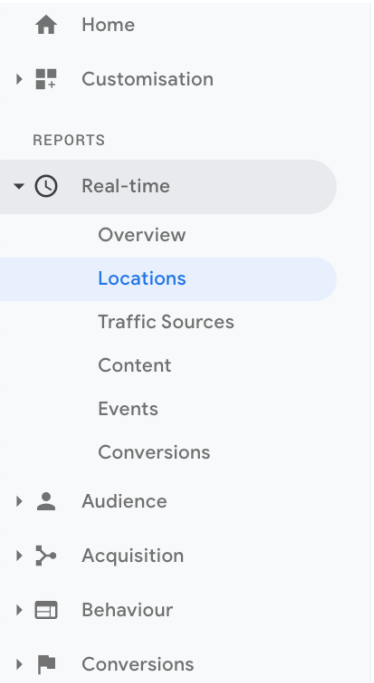
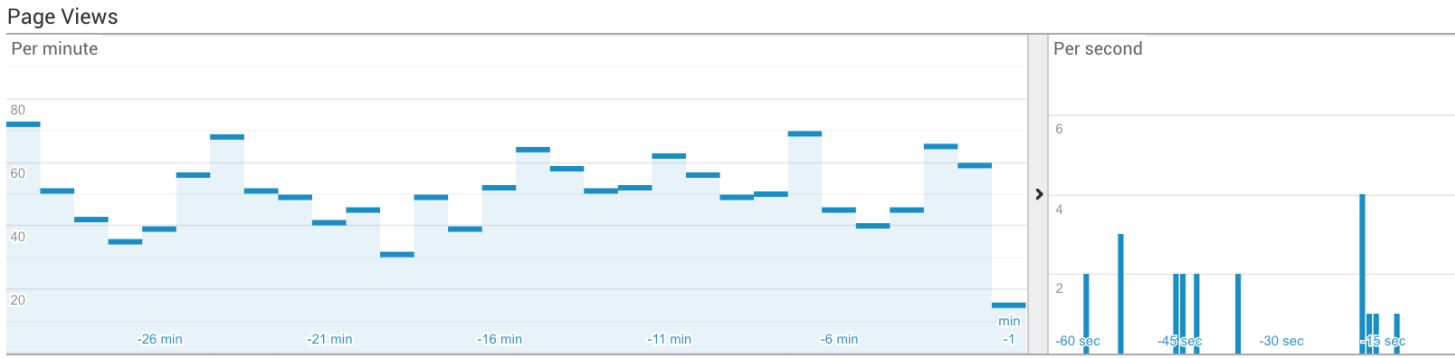
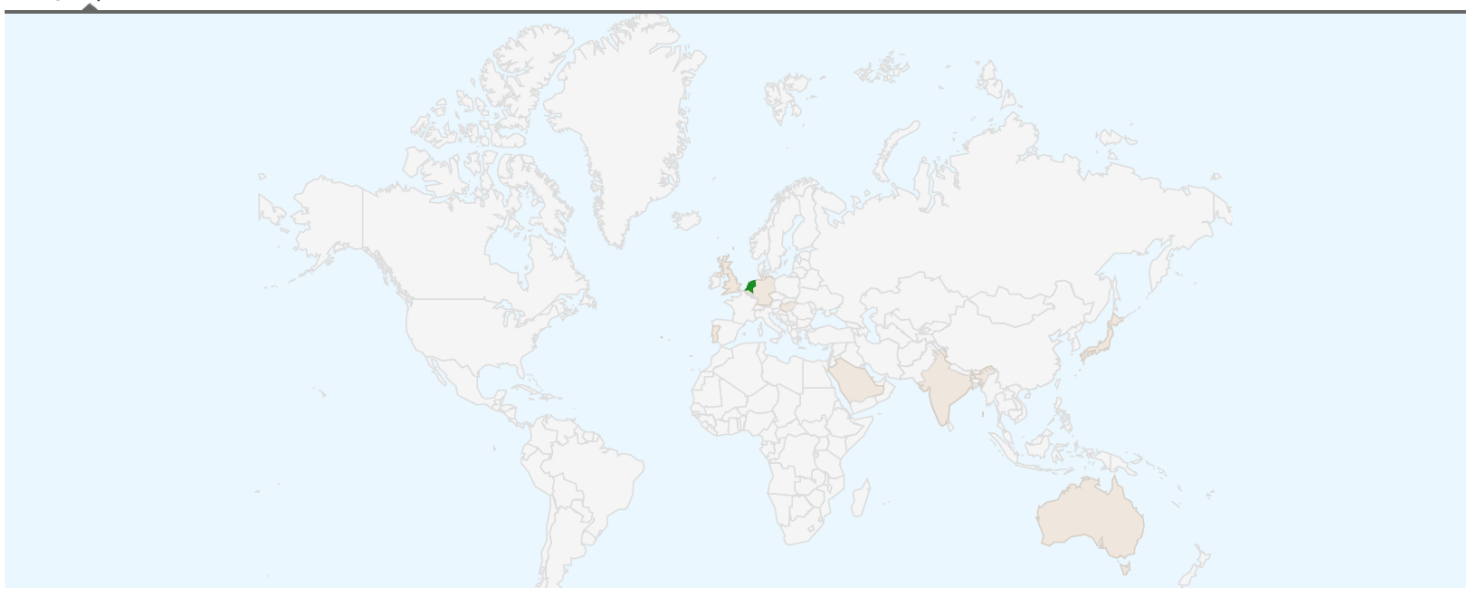




Metric Total: **44**

	Country	Active Users	
1.	Netherlands	29	65.91%
2.	Belgium	3	6.82%
3.	Spain	2	4.55%
4.	Australia	1	2.27%
5.	Germany	1	2.27%
6.	Hungary	1	2.27%
7.	India	1	2.27%
8.	Japan	1	2.27%
9.	Jordan	1	2.27%
10.	Portugal	1	2.27%
11.	Saudi Arabia	1	2.27%
12.	Syria	1	2.27%
13.	United Kingdom	1	2.27%



REALTIME

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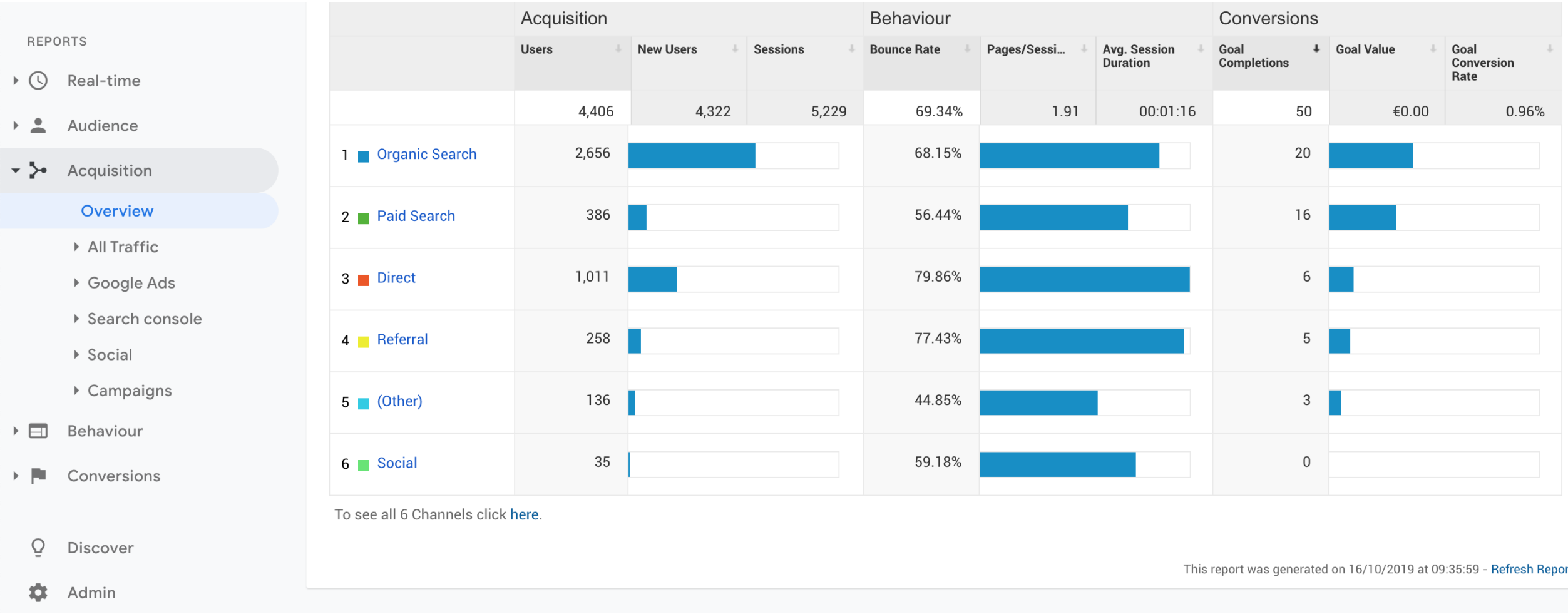

	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Sessi…	Avg. Session Duration	Goal Completions	Goal Value	Goal Conversion Rate
	4,406	4,322	5,229	69.34%	1.91	00:01:16	50	€0.00	0.96%
1 Organic Search	2,656			68.15%			20		
2 Paid Search	386			56.44%			16		
3 Direct	1,011			79.86%			6		
4 Referral	258			77.43%			5		
5 (Other)	136			44.85%			3		
6 Social	35			59.18%			0		

To see all 6 Channels click here.

This report was generated on 16/10/2019 at 09:35:59 - Refresh Report

BRONNEN

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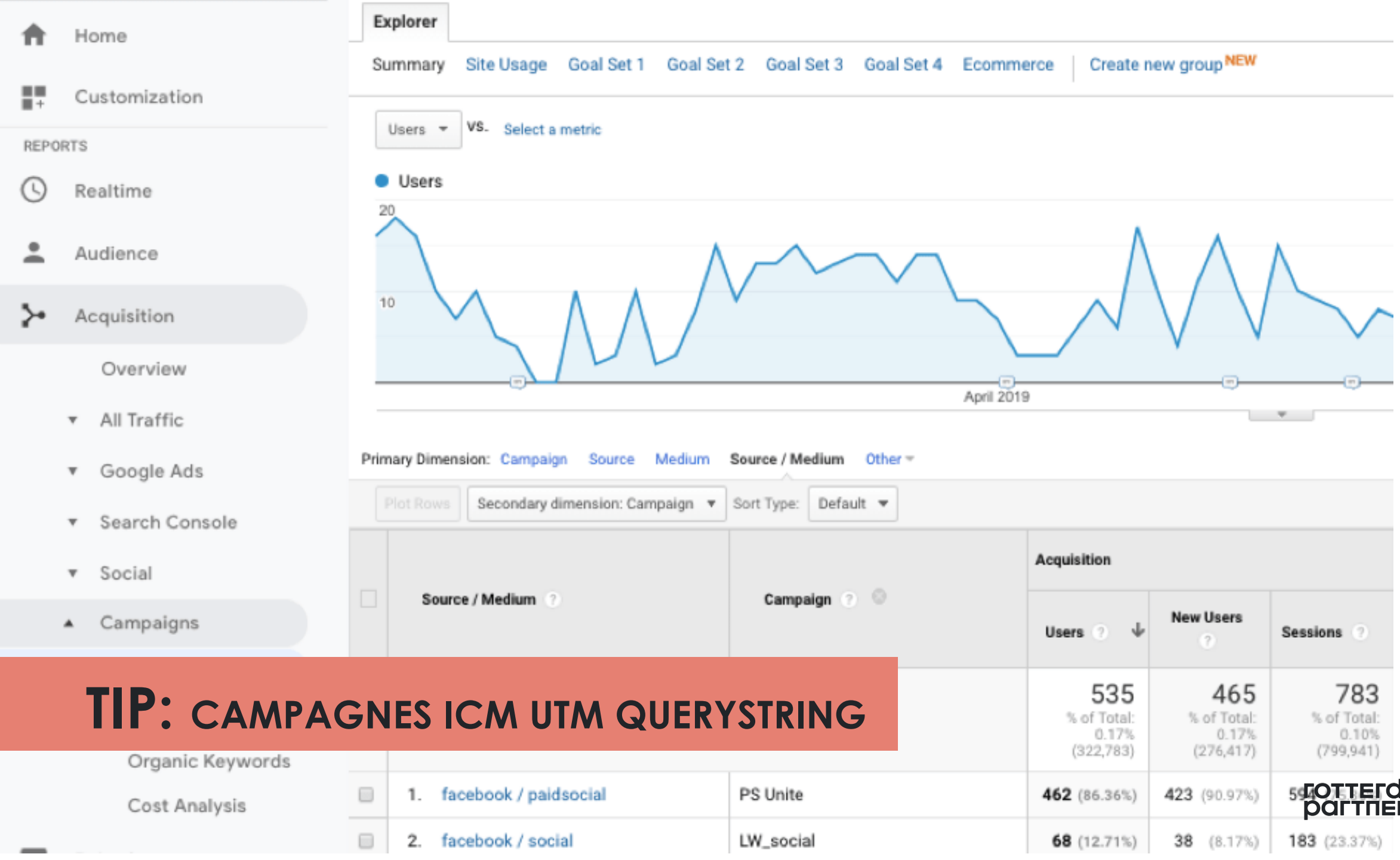

TIP: CAMPAGNES ICM UTM QUERYSTRING

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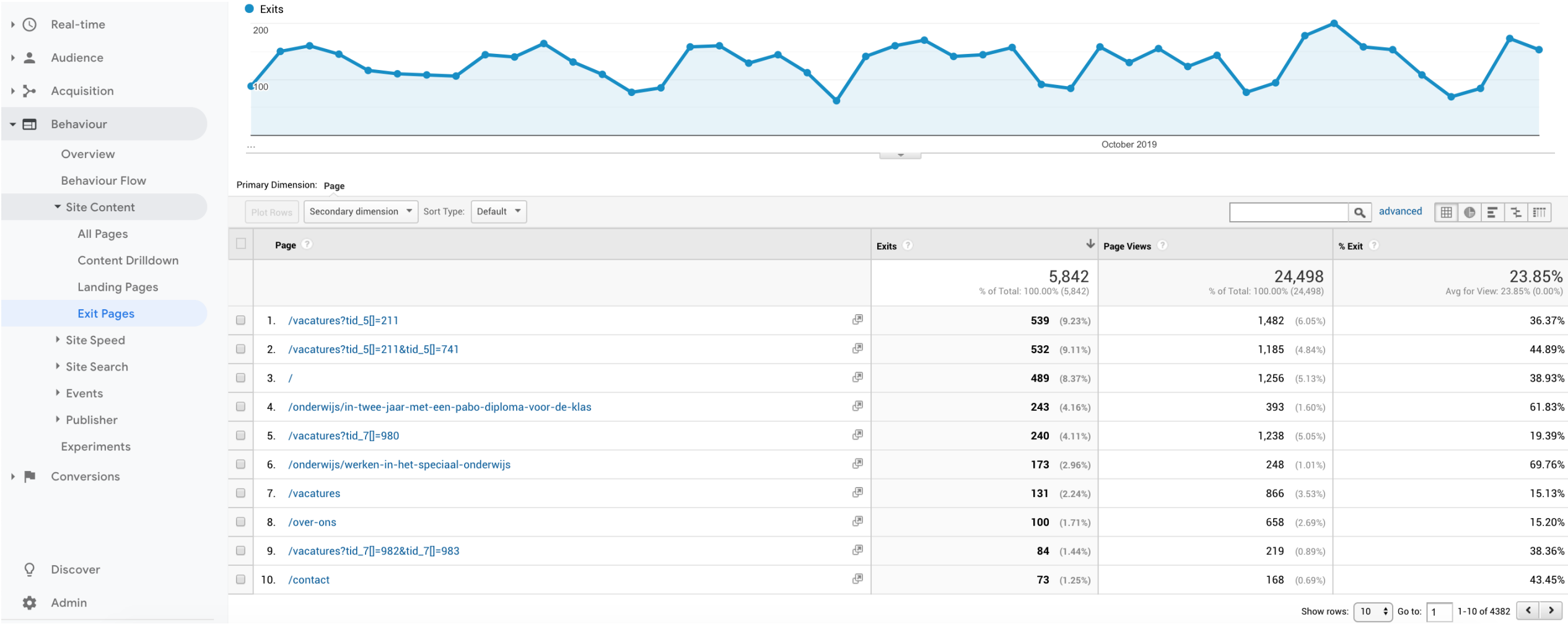

UITSTAPPAGINA'S

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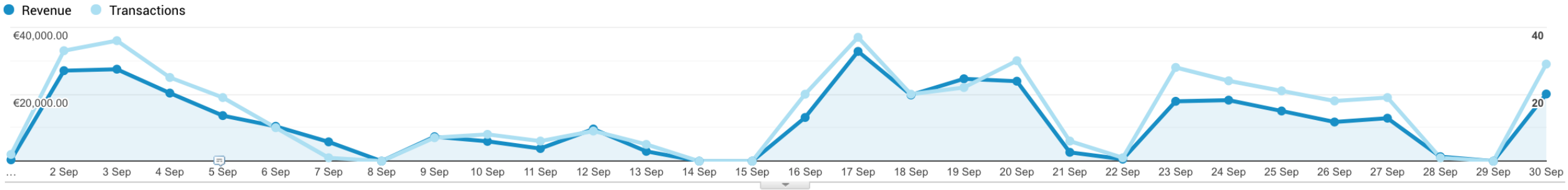
Overview

Revenue vs Transactions

Hourly | Day | Week | Month



Revenue & Conversion Rate

Revenue	E-commerce Conversion Rate
€348,877.00	1.84%

Transactions

Transactions	Avg. Order Value
437	€798.35

Marketing

Campaigns
166 Transactions
€135,079.00 Revenue
€813.73 Avg. Order Value

Internal Promotion
0 Impressions

Order Coupon Code
0 Transactions
€0.00 Revenue
€0.00 Avg. Order Value

Affiliation
0 Transactions
€0.00 Revenue
€0.00 Avg. Order Value

E-COMMERCE

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WAT LEVERT HET OP
…CONCREET GRAAG!

- Minder stress door inzichten en dus keuzes
- Meer verkeer naar je website door focus op juiste kanalen
- Profilering: Welk effect hebben je efforts?
- Inzicht in en match met je doelgroep
- Hogere ranking Google
- Verbeterde experience door geoptimaliseerde pagina’s

WHAT ELSE?
SO MUCH MORE

- Google Tag Manager
- Google Search Console
- Firebase (voor app)
- Profielen opbouwen
- Testing / Hotjar
- Custom Dashboards

“IF…’BEEN THERE, DONE THAT’”

You…maybe?!

Menu

Let's meet at IMEX America!

Make an appointment by clicking below, or send me a message.

Catherine Kalamidas

Accountmanager Congresses

c.kalamidas@rotterdampartners.nl

linkedin.com/in/catherinekalamidas/

657 CLICKS

212 CLICKS

Make an appointment

1.497 CLICKS

Discover the floating venues of Rotterdam

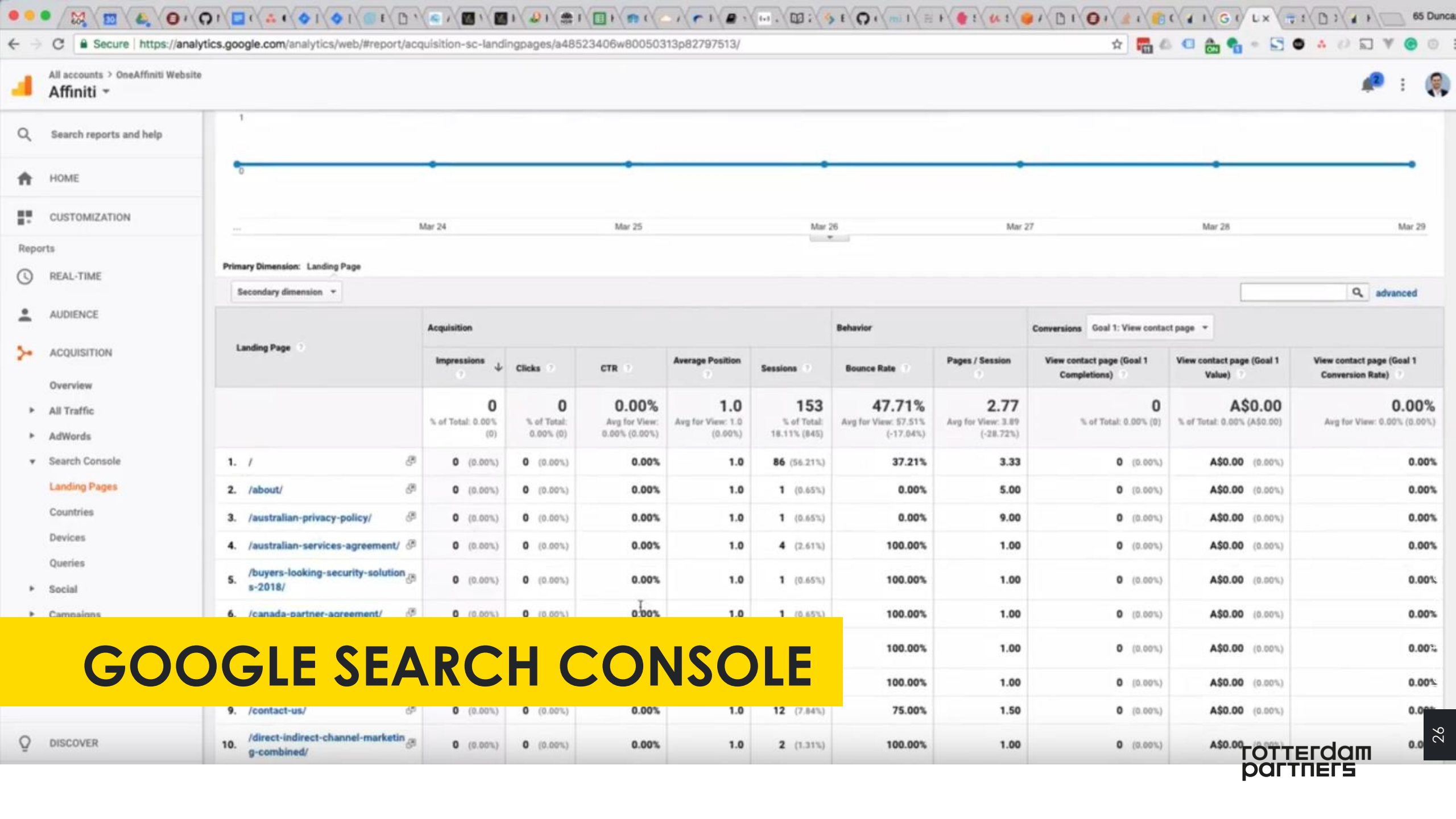
going steamer ever built in the Netherlands.

iking
of
three transparent half spheres floating on the surface of the water.

'Welcome to 'Floating Farm': A New Wave of Urban Farming'

Weather.com

GOOGLE TAG MANAGER


Secure https://analytics.google.com/analytics/web/#report/acquisition-sc-landingpages/a48523406w80050313p82797513/
All accounts > OneAffiniti Website
Affiniti
Search reports and help
HOME
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
Overview
All Traffic
AdWords
Search Console
Landing Pages
Countries
Devices
Queries
Social
DISCOVER
Mar 24
Mar 25
Mar 26
Mar 27
Mar 28
Mar 29
Primary Dimension: Landing Page
Secondary dimension
advanced
Landing Page
Acquisition
Behavior
Conversions
Goal 1: View contact page
Impressions
Clicks
CTR
Average Position
Sessions
Bounce Rate
Pages / Session
View contact page (Goal 1 Completions)
View contact page (Goal 1 Value)
View contact page (Goal 1 Conversion Rate)
0
% of Total: 0.00% (0)
0
% of Total: 0.00% (0)
0.00%
Avg for View: 0.00% (0.00%)
1.0
Avg for View: 1.0 (0.00%)
153
% of Total: 18.11% (845)
47.71%
Avg for View: 57.51% (-17.04%)
2.77
Avg for View: 3.89 (-28.72%)
0
% of Total: 0.00% (0)
A$0.00
% of Total: 0.00% (A$0.00)
0.00%
Avg for View: 0.00% (0.00%)
1. /
2. /about/
3. /australian-privacy-policy/
4. /australian-services-agreement/
5. /buyers-looking-security-solutions-2018/
6. /canada-partner-agreement/
9. /contact-us/
10. /direct-indirect-channel-marketing-combined/
GOOGLE SEARCH CONSOLE
26
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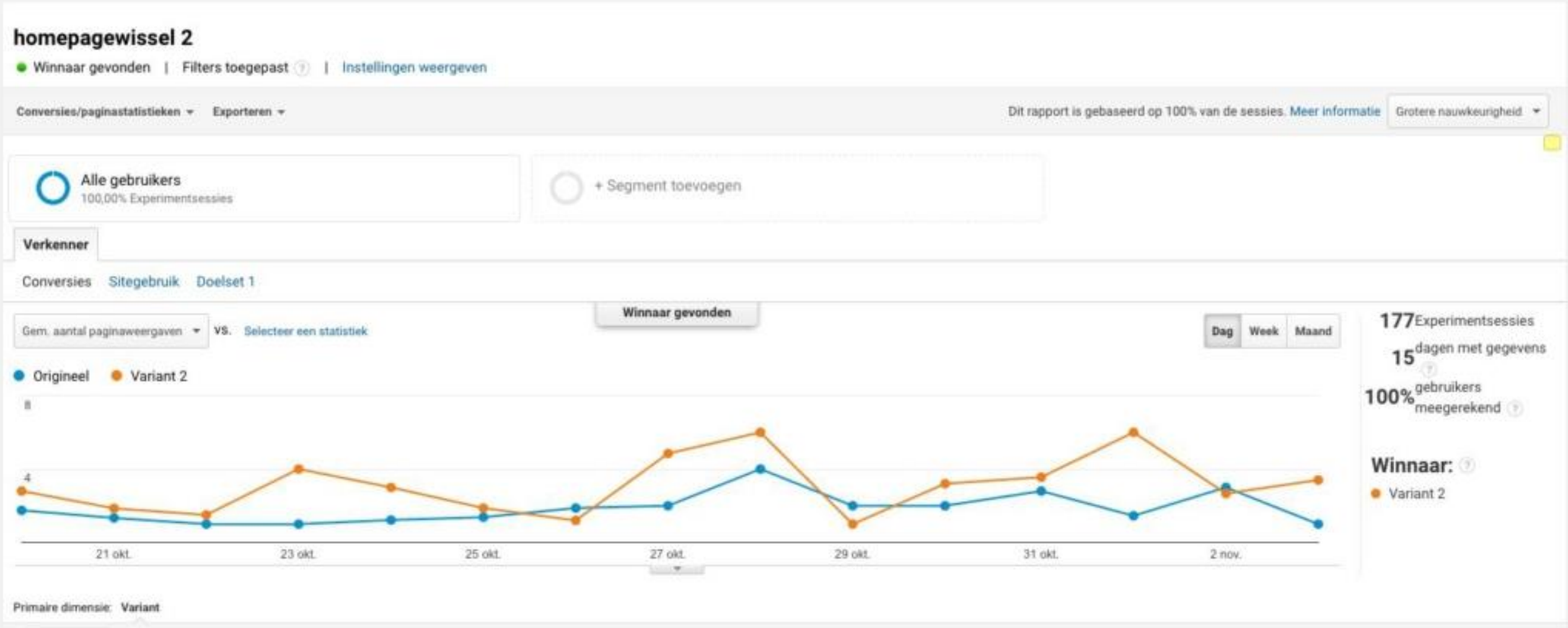

A-B TESTEN

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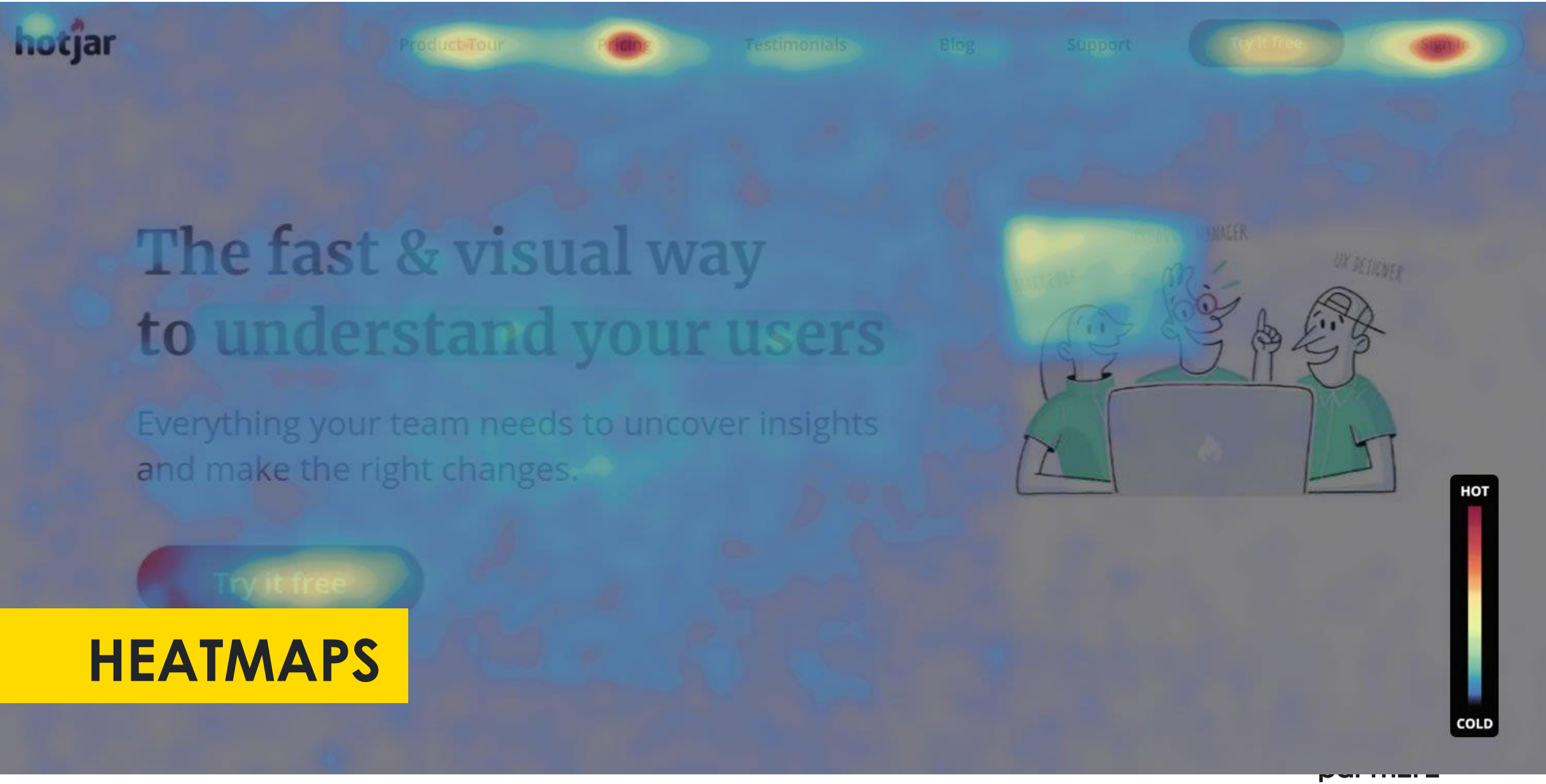

hotjar
Product Tour
Pricing
Testimonials
Blog
Support
Try it free
Sign in
The fast & visual way
to understand your users
Everything your team needs to uncover insights
and make the right changes.
Try it free
HOT
COLD

HEATMAPS

No credit card required.
91.8% OF VISITORS REACHED THIS POINT
AVERAGE FOLD
75.0%
What our users are saying:
HOT
COLD

SCROLLMAPS

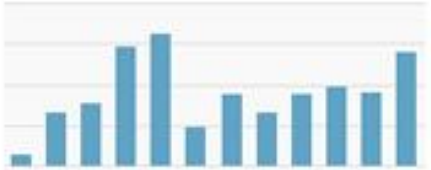
dashthis

CUSTOM DASHBOARD

ONLINE TRANSACTIONS

CONVERSION RATE

9.1%



Previous month	Previous year
10%	17%

ORGANIC - BRANDED

845

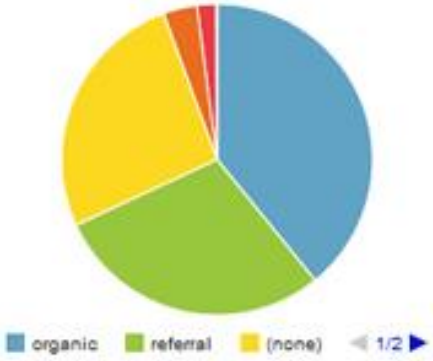
Previous month	Previous year
7%	-90%

AVERAGE VISIT TIME

00:01:02

Previous month	Previous year
-11%	-7%

TRAFFIC SOURCES



SITE CONSUMPTION - TREND

TOP KEYWORDS - NON BRANDED (VISITS)

[blurred]	35	9
	21	-4
	11	-6
	10	-4
	9	-5
	8	-4
	8	8
	7	-5
	7	-3
	6	4

TOP MOBILE DEVICES BRANDING (VISITS)

Apple	194	34
Samsung	21	1
(not set)	18	2
Nokia	9	-5
Google	6	4
Asus	2	=
HTC	2	1
LG	2	NEW
Acer	1	=
BlackBerry	1	5

VOORBEELDEN
THE TRUTH

- Conversies gemeten
- Calls getracked
- Gedrag gemeten

	MCF Channel Grouping Path	Conversions
1.	Paid Search > Social Network	16 (21.33%)
2.	Paid Search > Direct	6 (8.00%)
3.	Direct × 2	4 (5.33%)
4.	Organic Search > Direct	4 (5.33%)
5.	Paid Search > Direct × 2	3 (4.00%)
6.	Paid Search × 2	3 (4.00%)
7.	Direct > Social Network	3 (4.00%)
8.	Paid Search > Direct > Social Network	2 (2.67%)
9.	Paid Search > Organic Search	2 (2.67%)
10.	Direct > Paid Search	2 (2.67%)

CONVERSIEPADEN

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OPROEPEN	UNIEK	SESSIES	OPROEPEN NAAR ANALYTICS	CONVERSIE-RATIO	GEM. DUUR	GEMIST
39	35	1.463	35	2,39%	3:21	4

advanced

									Conversions	All Goals	
		267 % of Total: 100.00% (267)	€256.97 % of Total: 100.00% (€256.97)	€0.96 Avg for View: €0.96 (0.00%)	249 % of Total: 43.30% (575)	300 % of Total: 40.27% (745)	57.67% Avg for View: 56.24% (2.53%)	2.18 Avg for View: 2.37 (-7.74%)	4.67% Avg for View: 4.30% (8.65%)	14 % of Total: 43.75% (32)	
								Pages/Session	Goal Conversion Rate	Goal Completions	
1.	2. Asfaltwerken 1068967416	241 (90.26%)	€252.13 (98.12%)	€1.05	228 (91.57%)	274 (91.33%)	58.76%	2.05	4.74%	13 (92.86%)	
2.	1. Brandname 1074718055	23 (8.61%)	€0.55 (0.21%)	€0.02	20 (8.03%)	25 (8.33%)	48.00%	3.60	4.00%	1 (7.14%)	
3.	2. Terrein 1068956343	3 (1.12%)	€4.29 (1.67%)	€1.43	1 (0.40%)	1 (0.33%)	0.00%	3.00	0.00%	0 (0.00%)	

Show rows: 10 Go to: 1 1-3 of 3

CALL TRACKING

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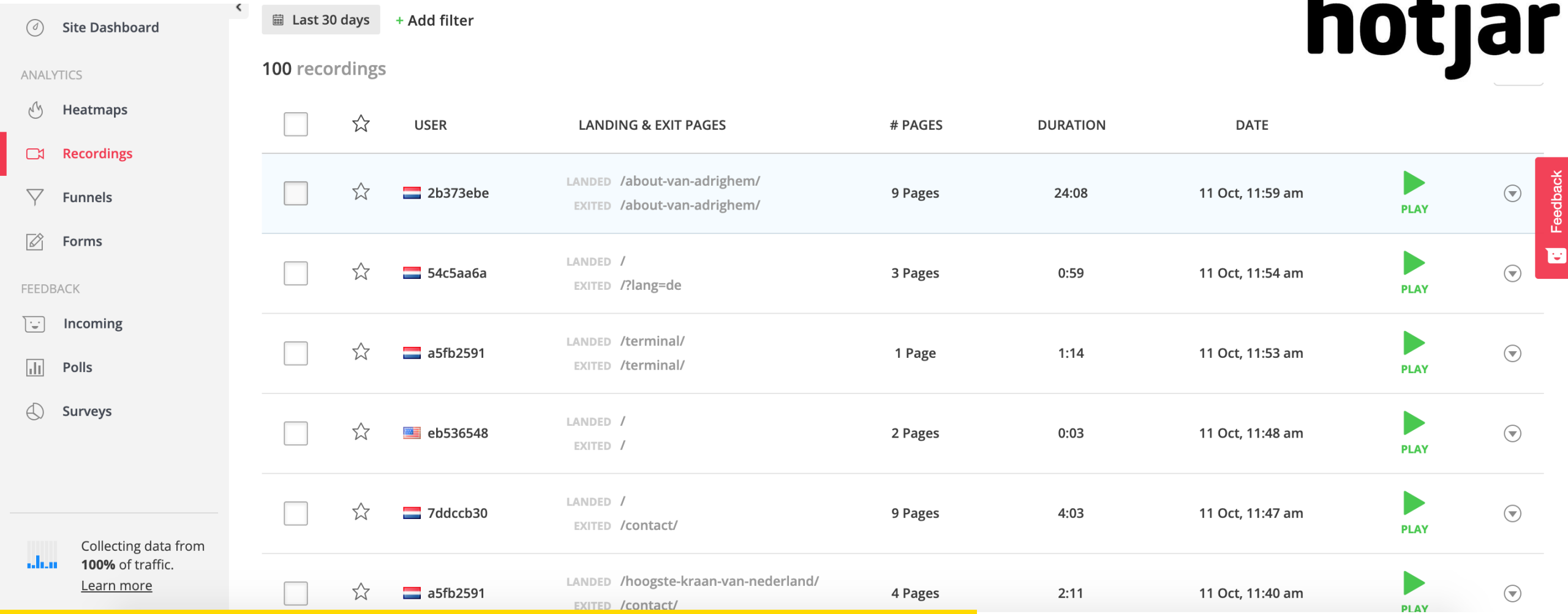
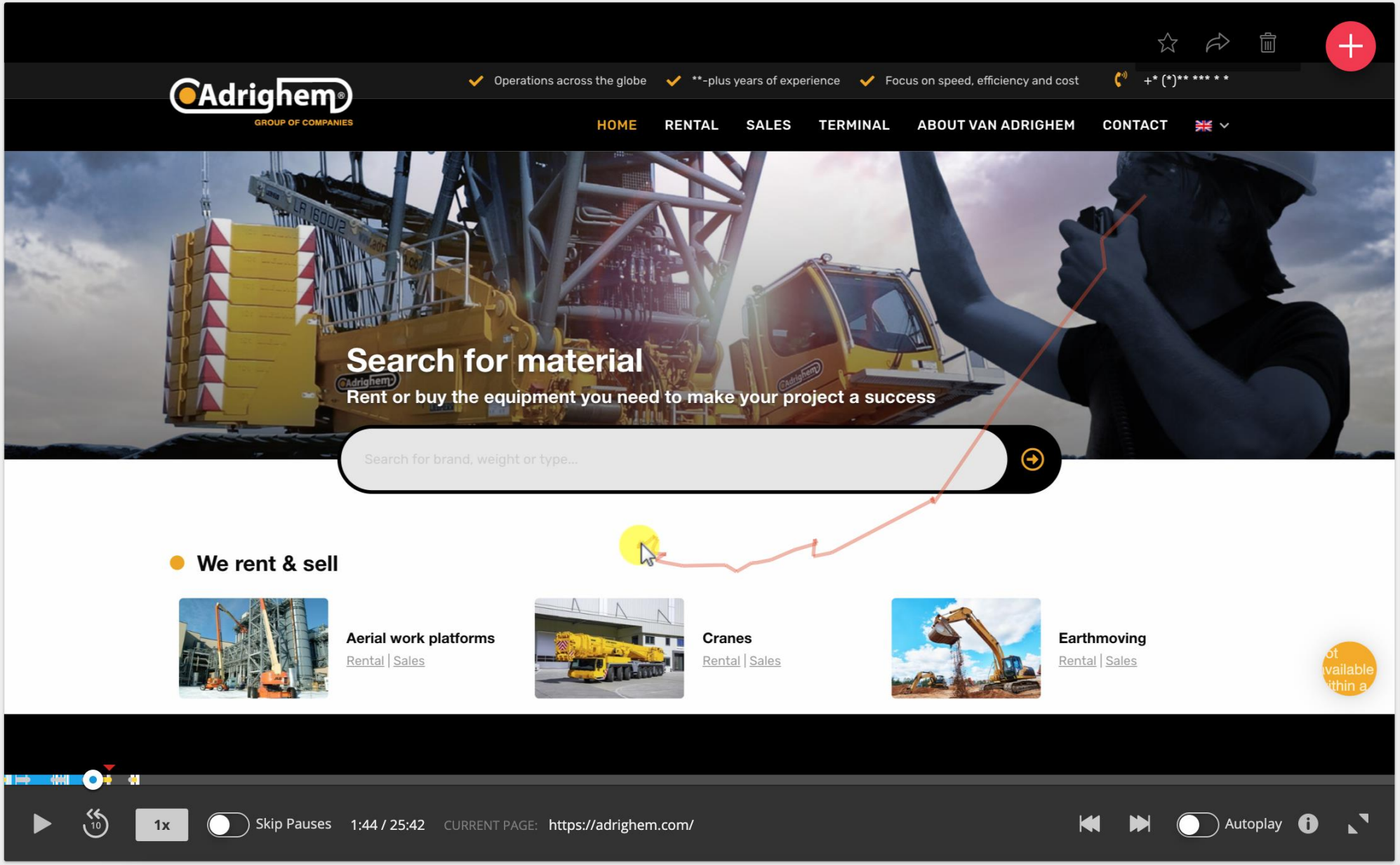


CONVERSIE OPTIMALISATIE



Session Info | Actions & Notes

1:44 Enter text and hit enter.

Notes can be added on the PLUS and BUSINESS plans.

Show user actions

- **Visited:** https://adrighem.com/rental/li... 1:53
- **Behavior:** u-turn 1:56
- **Visited:** https://adrighem.com/cat_rent... 1:57
- **Visited:** https://adrighem.com/cat_rent... 1:57
- **Clicked:** html 2:20
- **Clicked:** html>body>header.header>se... 2:24
- **Visited:** https://adrighem.com/contact/ 2:24
- **Clicked:** html 2:25

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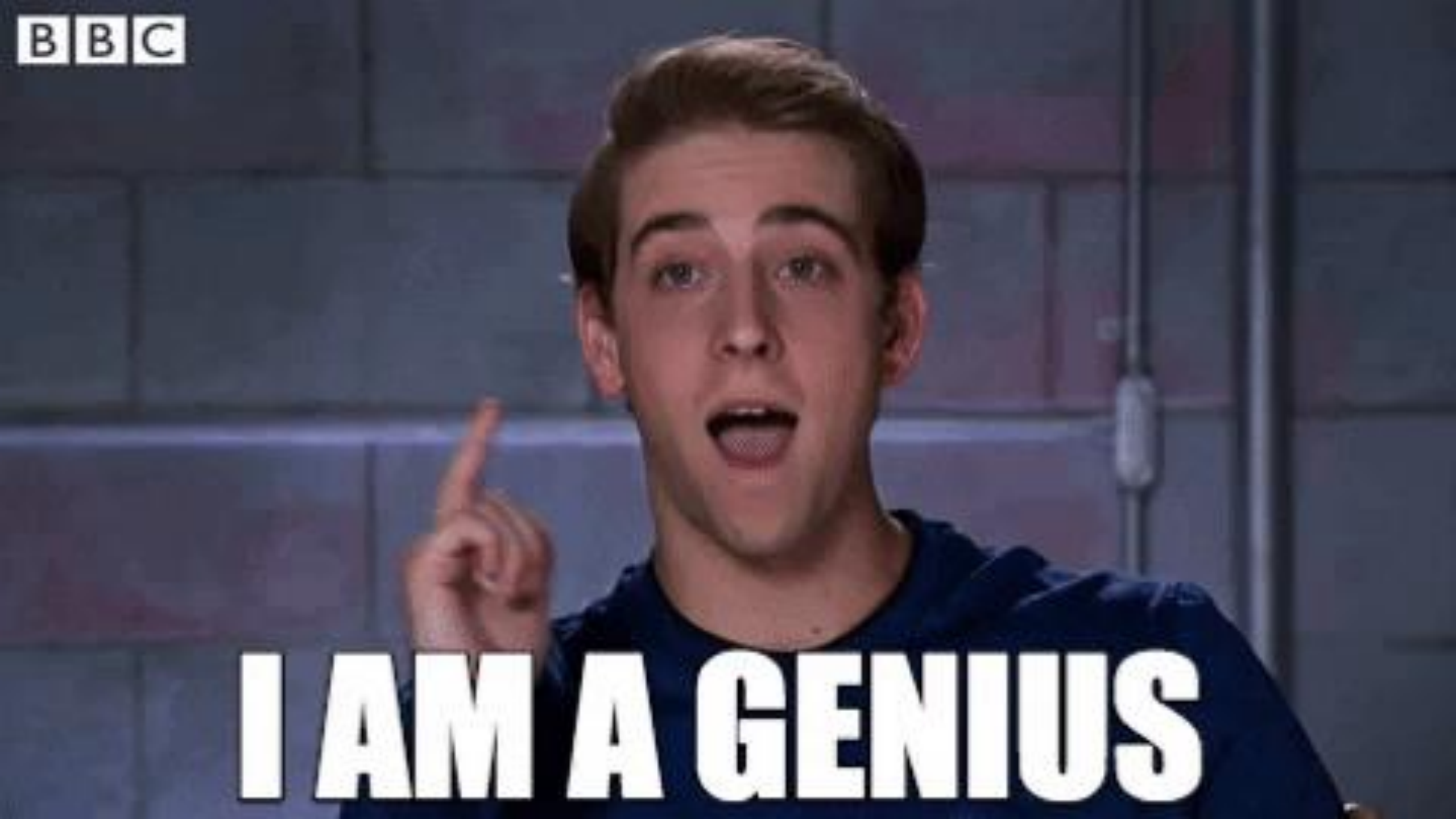
BBC
I AM A GENIUS

THANKS
A MILLION… AND MORE

Rotterdam Partners | Dutch Blue
Sander Daniels | Jack de Vreugd
06 1424 1527 | 085 018 7292