

# E-MARKETING WITH GOOGLE ANALYTICS

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# Who am I?

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# Where can you find the material?

- Workshop Notes and Exercises
  - ▣ <http://www.Peter-Lo.com/Teaching/SPEED-GA/>
- Academy for Ads
  - ▣ <https://landing.google.com/academyforads/>
- Google Analytics Academy
  - ▣ <https://analytics.google.com/analytics/academy/>

# What is Web Analytics?

- Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.



# What can Web Analytics do?

- Assess and improve the effectiveness of a website.
- Estimate how traffic to a website changes after the launch of a new advertising campaign.
- Provides information about the number of visitors to a website and the number of page views.



# What is Google Analytics?

- Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic.
- Google Analytics is now the most widely used web analytics service on the Internet.

Google Analytics



# Why use Google Analytics?

- Google Analytics is the most popular tool you can use to measure those visitors.
  - ▣ It is really powerful (“enterprise-class”) software.
  - ▣ The standard version is free.
  - ▣ Google’s tremendous cloud infrastructure allows them to rip through very large data sets rather quickly.
  - ▣ It has a nice, clean user interface.
  - ▣ They want to use data to make informed business decisions.



# How do Google Analytics Work?

- Once the browser requests the page, it gets loaded with all the content including tracking scripts from Google Analytics.
- They will send a request to own platforms with the information on a loaded page, such as page URL, and pageview event.
- With page load it usually happens automatically, while later interactions on the page, like video views, page scroll or link clicks, need to be additionally configured to trigger other requests with new data.

Browser loads the tracking script



Event / Interaction occurs and generates Data



Data is sent to Analytics platforms



Analytics platforms record interaction



# What Information Google Capture?

- The tracking code will collect all information and package it:
  - ▣ **Location Information:** Country, City, Language (such as China, Beijing, English)
  - ▣ **System Information:** Browser, Device, OS (mobile, desktop, tablet, Chrome, Windows)
  - ▣ **Traffic Source:** Search engine, social media (Facebook, IG, google M website, email, advertisement click)
  - ▣ **User Activities:** 30 minute per session, google can be track the user real time,



# What can Google Analytics tell you?

- ❑ Study the behavior of your audience
- ❑ Analyze the progress of your website
- ❑ Learns the impact from your publicity campaigns on Social Networks
- ❑ Study the performance of your Internet Advertisements
- ❑ Analyze the effect of mobile devices in your business
- ❑ Learn the behavior of your client on your site
- ❑ Learn your sales volume and the path of purchase

# Account Hierarchy

- An **Account** is your access point for Analytics, and the top-most level of organization.
- A **Property** is a website, mobile application, or device (e.g. a kiosk or POS device.)
- A **View** is your access point for reports; a defined view of data from a property. You give users access to a view so they can see the reports based on that view's data.



# Google Analytics Standard Report

- When you log-in to Google Analytics and access your site's dashboard, on the left hand side you will see a Standard Reports section.
- It is broken down into 5 parts:
  - ▣ Real-Time
  - ▣ Audience
  - ▣ Acquisition
  - ▣ Behavior
  - ▣ Conversions.

## GA Report Overview

### Audience- Who came to our site?

- Where geographically?
- Have they been here before?
- How often do they come back?
- What devices do they use?

### Acquisition- How did they get here?

- What channels are driving the most traffic?
- Which sites are sending traffic to your site?
- Which campaigns are driving the most traffic?

### Behavior- What did they look at?

- Which pages?
- Where did they enter and leave?
- What did they search for?
- What actions did they take?

### Conversions- Were they successful?

- Did they complete our goals?
- Did they complete a transaction?
- If not, where did they drop out?

# What is Google AdWords?

- Google AdWords is an online advertising service, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.



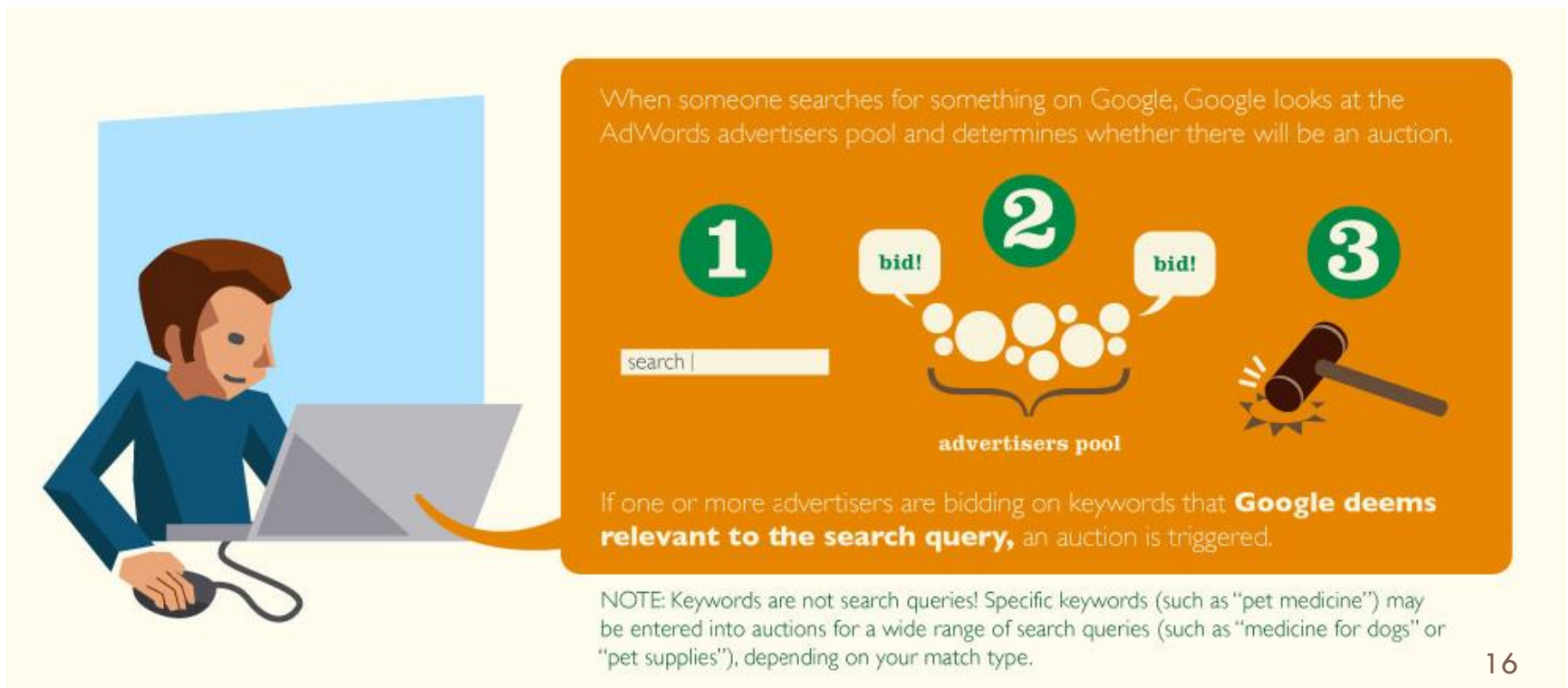
# Why use Google AdWords?

- Online advertising lets you target your ads to the type of customers you want, and filter out those you don't.
- When you advertise online with AdWords, you can use different targeting methods to reach potential customers right when they're searching for your products or services.



# How does Google AdWords Work?

- Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results.





# How does Google Earn Money?

- Since advertisers have to pay for these clicks, this is how Google makes money from search.

Advertisers **identify keywords they want to bid on**, how much they want to spend, and create groupings of these keywords that are paired with ads.

Google then enters the keyword from your account it deems **most relevant** into the auction with the maximum bid you've specified as well as the associated ad.

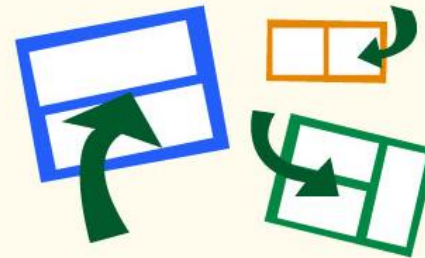
NOTE: You can only have one entry into any query auction from your account.



# Which Advertisement will be Shown?

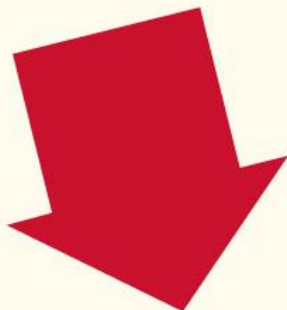
## HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.



$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined **CPC Bid x Quality Score** gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.



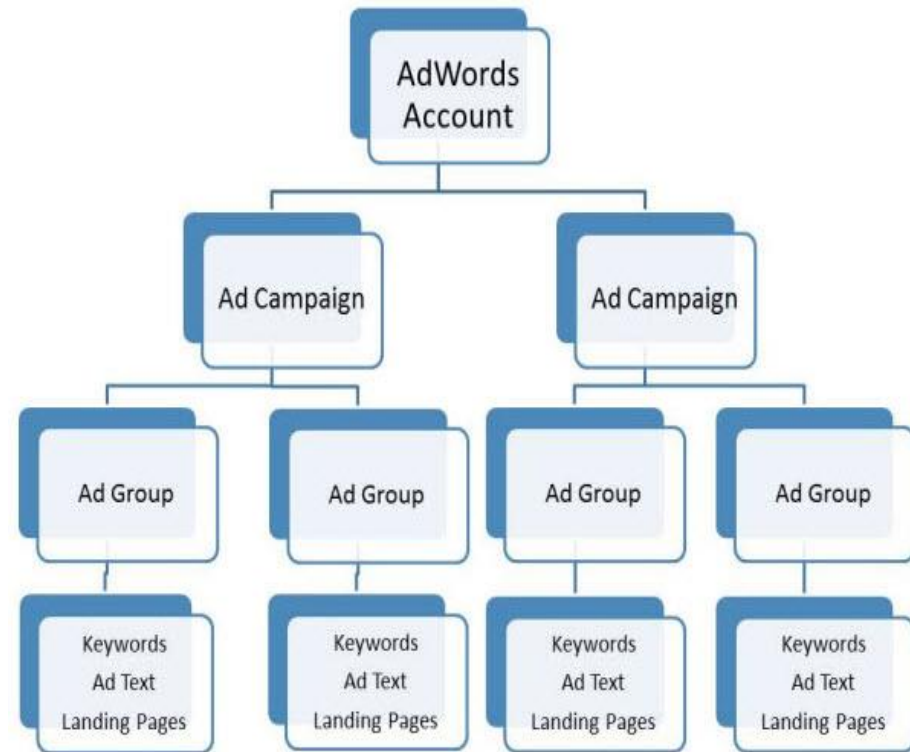
$$\text{Max Bid} \times \text{Quality Score} = \text{Ad Rank} \rightarrow \text{Position}$$

# What is Ad Ranking?



# Campaign

- AdWords campaign is an ad campaign within an AdWords account.
- AdWords campaign is usually composed of several ad groups.
- Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.



# What is the company's goals in using Google Analytics?

- To keep existing viewers coming back for more and to increase the readership

