

# UNDERSTANDING GOOGLE ANALYTICS

## PART 1: INTRODUCTION TO GOOGLE ANALYTICS FOR NONPROFITS

Nalini Goolsarran

EdgeSpace Marketing

[www.edgespacemktg.com](http://www.edgespacemktg.com)

# AGENDA

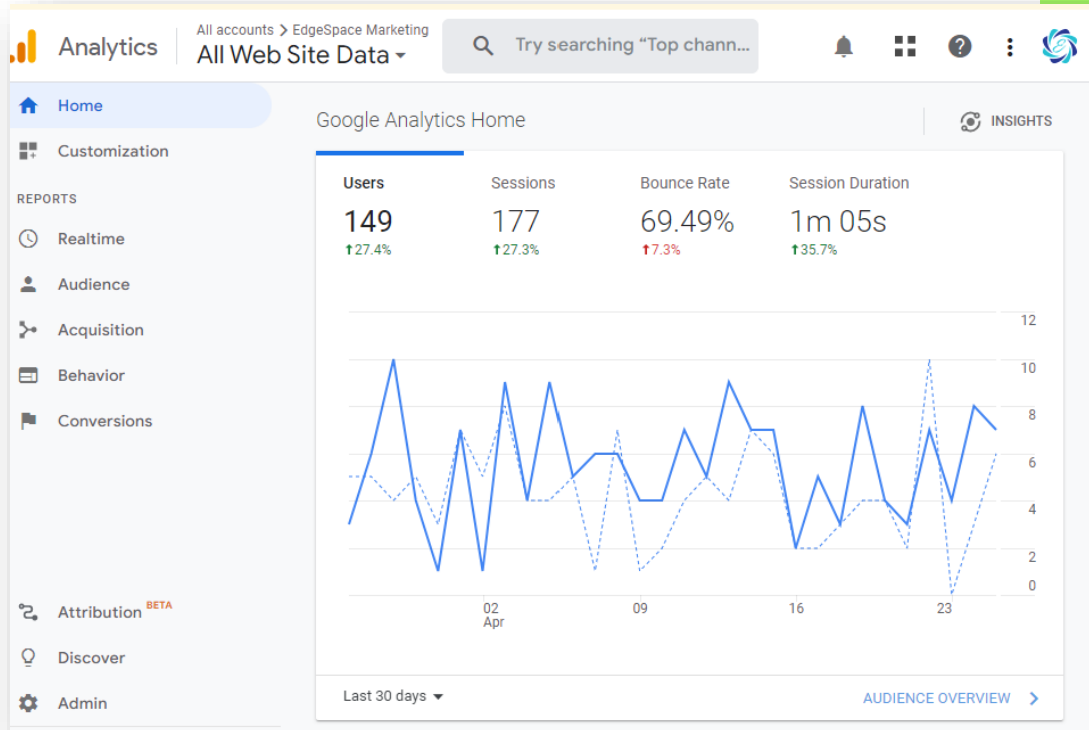
- Purpose of Google
- Google Analytics 4
- Reports & Metrics

# WHAT IS GOOGLE ANALYTICS

# SEO BY THE NUMBERS

- 68% of online experiences begin with a search engine
- 53% of all website traffic comes from organic search
- 75% of people never scroll past the first page of search engines
- 86% of people ignore paid banner ads, choosing to only click on organic search results
- 61% of desktop searches and 34% of mobile searches result in no-clicks
- 69% of search queries contain four words or more
- 8% of search queries are phrased as questions
- 92% of global traffic comes from Google search, Google Images, and Google Maps (Google My Business Listings appear here)

# IMPORTANCE OF GOOGLE ANALYTICS



Free tool from Google that helps you track and analyze website traffic



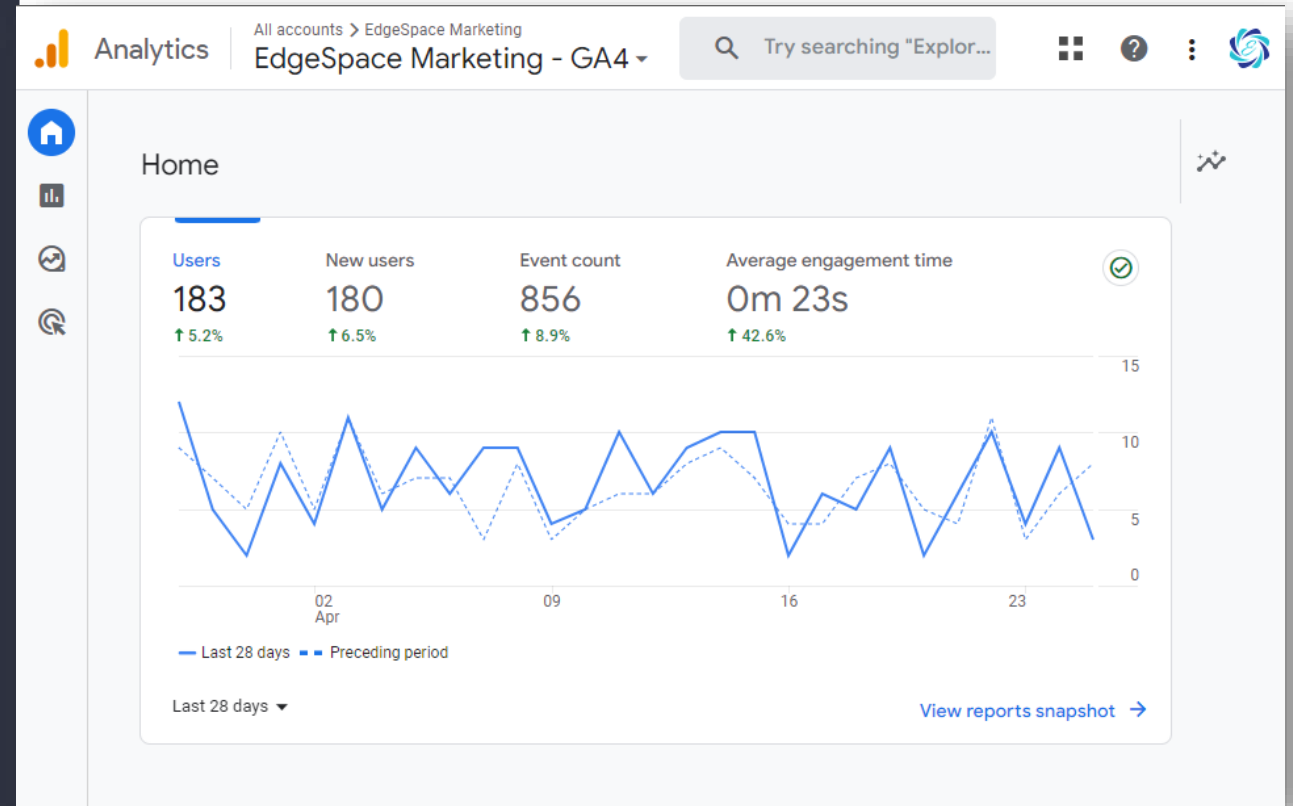
Understanding how visitors interact with your website to improve performance and engagement



Measure success of marketing campaigns, track conversion rates, and identify areas for improvement

# GOOGLE ANALYTICS 4

- Universal Analytics sunsetting July 2023
- A more comprehensive and modern approach to analytics
- Compliance with data protection regulations
- New Features
  - Enhanced machine learning and AI-powered insights
  - More flexible event tracking



# REPORTS & METRICS

# UNIVERSAL ANALYTICS METRICS

- **Sessions:** Number of overall visits to your website
- **Bounce Rate:** Percentage of users who leave without interacting with any other pages or elements
- **Session Duration:** Length of time on site
- **Conversion Rate:** Clicks or purchases
- **Traffic Sources:** Where users come from
- **Top Pages:** Popular pages
- **Pageviews:** Number of page visits during a session

Google Analytics Home

Us

How do you acquire users?

What pages do your users visit?

Page	Pageviews	Page Value
/	32	\$0.00
/contact-us/	7	\$0.00
/digital-marketing-services/	3	\$0.00
/portfolio/	3	\$0.00
/about/	2	\$0.00
/web-build-cost-estimator/	2	\$0.00
/affiliate-disclosure/	1	\$0.00
/blog/	1	\$0.00
/events/	1	\$0.00
/favorite-products/	1	\$0.00

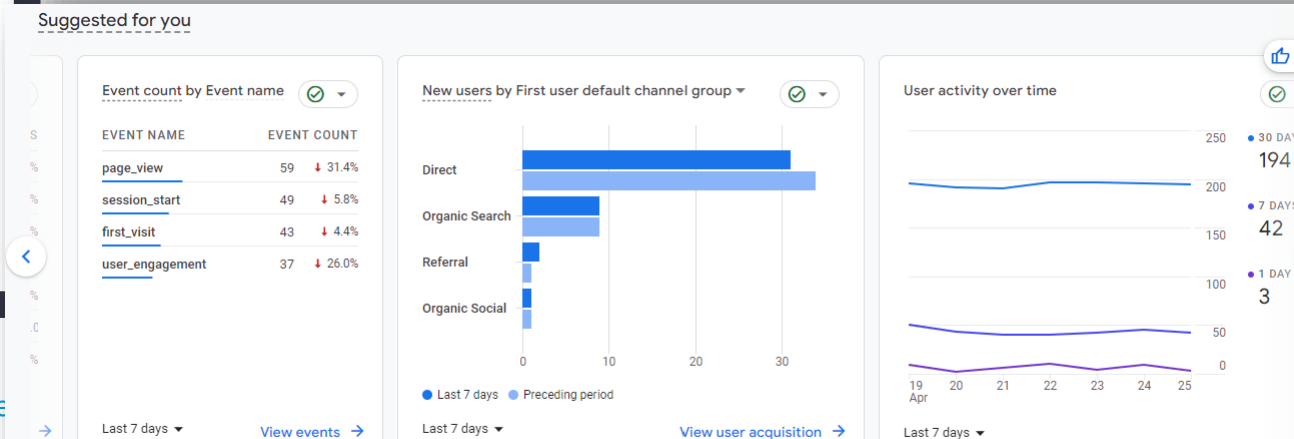
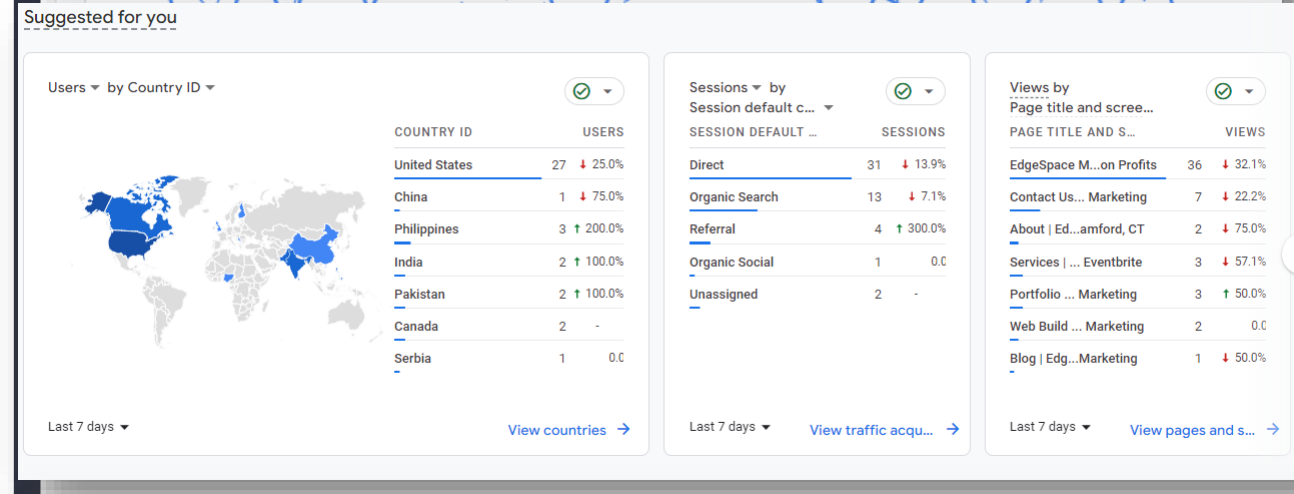
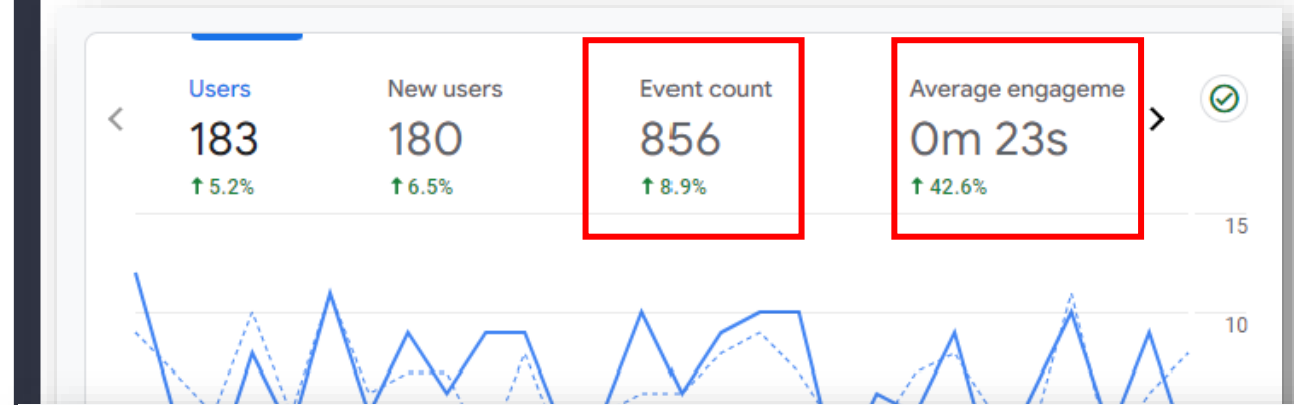
Last 7 days ▼

[PAGES REPORT >](#)



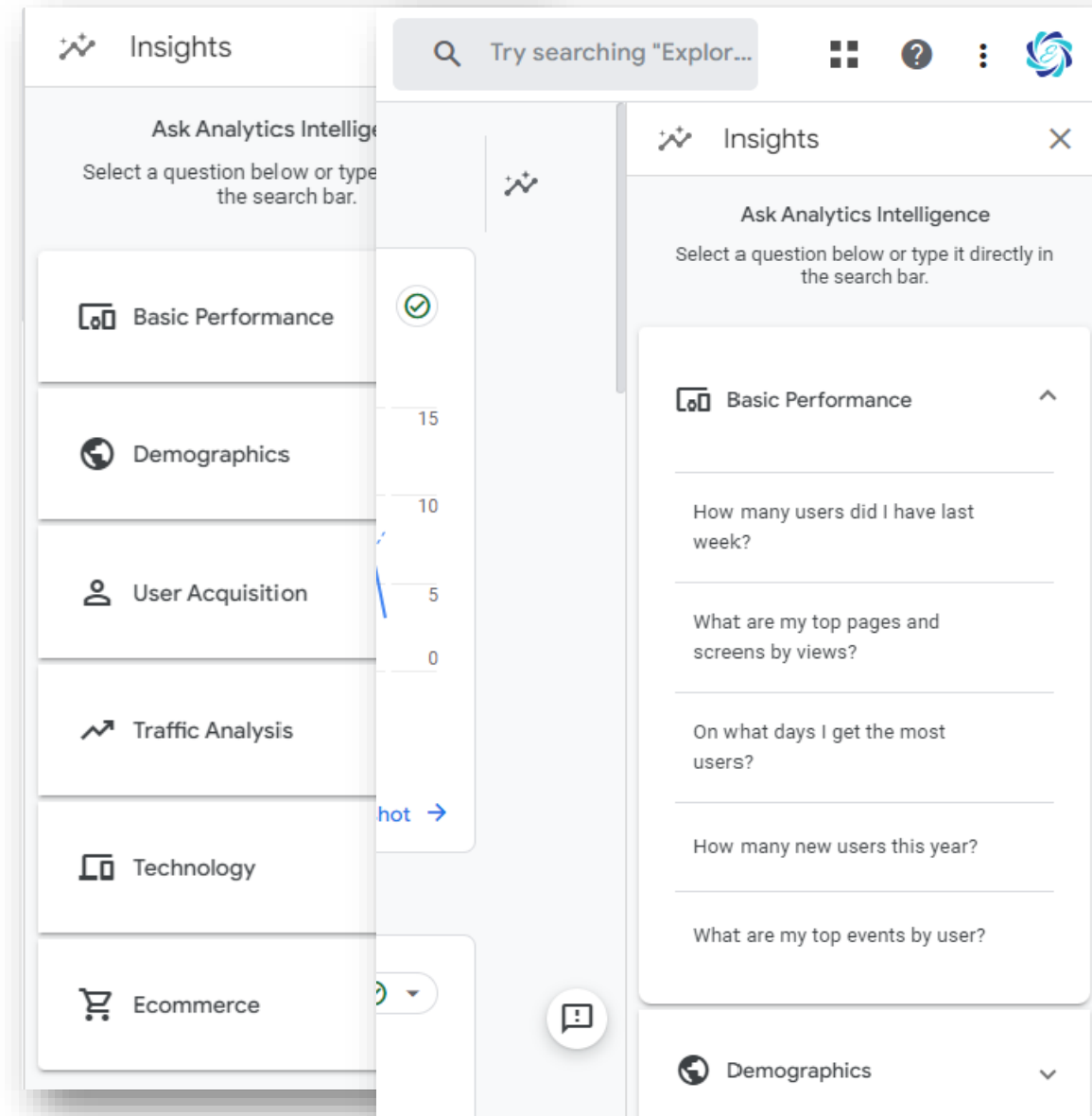
# GOOGLE ANALYTICS 4 METRICS

- **Event Count:** User interaction with your site
  - Scroll, button clicks, video views, forms
- **Average Engagement:** Time users spent interacting with your site beyond a simple pageview
- **User Acquisition:** Where users come from
- **Engagement Rate:** Percentage of engaged sessions
- **Conversion Rate:** Purchases or Forms
- **User Behavior:** Page interactions such as clicks, pages visits and how long they are spending



# AI POWERED INSIGHTS

- Machine learning algorithms
  - Analyze your data
  - Identify patterns and trends
- Pre-built reports and dashboards highlight important trends and changes in user behavior
  - Increases or decreases in traffic, engagement, or conversion rates
- Automated alerts notify you when it detects significant changes in your data



# QUESTIONS?

# THANK YOU

[info@edgespacemktg.com](mailto:info@edgespacemktg.com)

(203) 548-0459

[www.edgespacemktg.com](http://www.edgespacemktg.com)