




GOOGLE ANALYTICS

WHY IT MATTERS

WHAT WE'RE COVERING

- 01 What exactly is Google Analytics?
- 02 Transferring to GA4 from GA3 (UA)
- 03 What can Google Analytics do?
- 04 How small businesses should use GA?

- 05 Setting up goals.
- 06 Things to think about with your website.
- 07 Questions.
- 08 Miller time. 



WHAT IS IT?

GA is a web analytics service provided by Google that helps track and analyze website and app traffic. Some features include:

- Advanced website analytics tracking platform
- Tracks behavior, traffic sources, and conversions
- Offers a variety of metrics and reports
- Real time traffic viewer
- E-commerce sales and tracking
- Free and paid versions are available

TRANSFERRING VS NEW PROPERTY

July 1, 2023 is the deadline to transfer to Google Analytics 4. If you don't transfer, you will lose the ability to track website traffic from July 1 until a new property is setup. There are two main ways to setup a GA4 property.

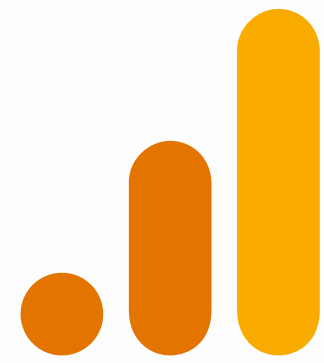
MIGRATE

Follow the setup wizard inside of your existing GA-4 account and ensure all tags are setup properly.

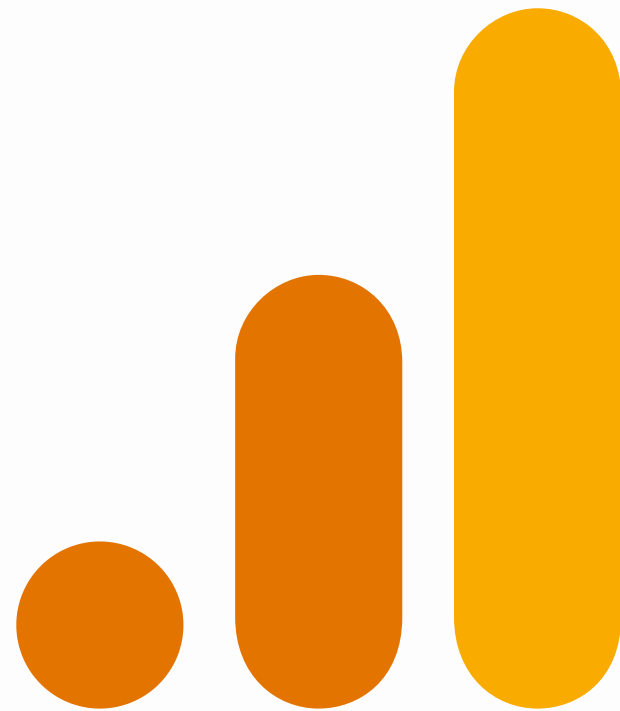
CREATE NEW

Create a new property inside of your GA account and link to your existing website using manual install options.





DEMO



WHAT CAN IT DO?

GA is similar to most tools in our lives because it has tremendous capabilities, but most users take advantage of 5% of its capabilities. Truth is, a lot of small business owners don't have time to utilize or explore all that GA has to offer, and that's okay.

- Advanced website analytics tracking platform
- Powered by Google services
- Tracks behavior, traffic sources, and conversions
- Offers a variety of metrics and reports
- Real time traffic viewer
- E-commerce sales and tracking
- Free and paid versions are available

HOW SMBs SHOULD USE GOOGLE ANALYTICS

Small businesses should use Google Analytics to gain valuable insights into their website or app performance, user behavior, and marketing effectiveness. It provides data-driven decision-making capabilities, helping businesses optimize their online presence, understand customer preferences, and maximize their return on investment.



LEARN

Learn the analytics that matter most to you. Be sure to explain *why* they matter to you.

TRACK

Keep a consistent record of these analytics (write them outside of GA if you'd like), and review them periodically.

EXECUTE

Use that data to inform changes to your website's content and see if it makes a difference. A/B testing is important. Give it time.



GOALS TALK

WEBSITE CONSIDERATIONS

A lot of people fail to invest into their website and then wonder why it's not working for them. It's like having a sports car, but you never take it out of the subdivision.



THINK ABOUT USERS

What do you want consumers to think about your business when they visit your website? How should that experience be?

BE YOURSELF

No stock allowed. Your website needs to reflect your business. Take photos and videos that capture who you are as an organization.

KEEP UPDATING

Websites should be considered a living document. Don't let them grow stagnant. Upload blogs, new images, and anything relevant to your company!



QUESTIONS