SilverStripe

Analytics Cheat Sheet
Inform your decisions with data rather than opinion

Implementing analytics into your website can be both exciting and terrifying. Google Analytics can be overwhelming, too much data can be an overload, and knowing how to use the data can be difficult.

But it's all worth it! We've summarised what to consider when jumping into analytics, starting with the question, "what are we trying to achieve with data?" Choose a small number of high value metrics, be agile in your experiments, test often, measure and iterate.

What is the purpose of your website?

Transactional
• Collect donations
• Complete tasks
• Collect emails

Informational
• Communicate relevant content
• Organisation information
• Generate ad revenue

Your goal

Increase conversions
» Referring traffic
» Exit pages
» New vs. returning visitors

Onsite performance
» Page views
» Bounce rate
» Time on site
» % new users

Strategies to achieve your goal
Paid search and SEO can be implemented independently but are most effective when used together.

Paid traffic to site
» Impressions
» CPC (cost per click)
» CPA (cost per aquisition)
» CTR (click-through rate)

SEO
» Page rank
» Page load speed
» Organic traffic sources

DATA AND CONTENT

Content on your site is how visitors decode your intended message and ultimately drive on-site actions. Data will help to inform you what existing content is resonating with audiences, what content could be missing from your site and what underutilised content you could surface to the top of your site.

Auditing a site
Take the time to comb over the entire site, identify where easy opportunities are and note where the bloat is that you can cut or make easier to find.

Migrating a site
It's tempting but don't blindly copy over all of your old site's content to the new one. Look to only bring over the high performing and business critical content. Everything else should be carefully reviewed.

New website
This is your time to shine. Research what keywords, headings, and topics are going to have the greatest penetration when it comes to SEO and engaging your website visitors.

Maintaining a site
Dashboard important metrics that help you and your team determine the success of your content in real time. Set aside time in the week to review and action the dashboard to avoid the set-and-forget trap.
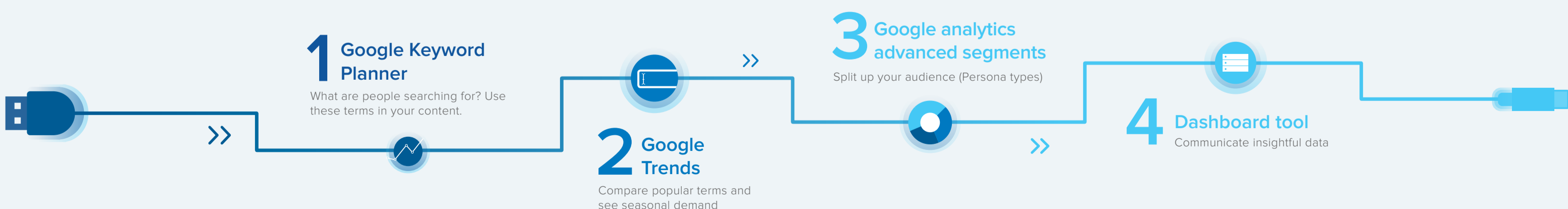
TOP 10 TIPS
REMEMBER:
IF YOU CAN MEASURE IT, YOU CAN IMPROVE IT

1. Only track data that is relevant to your organisation and audience

2. Identify what content your audience might be interested in engaging with using **Google Keyword Planner** and **Google Trends**

3. Avoid being overwhelmed with data and only track a few pages or actions to start with

4. Use the data you gather to prompt actions, events and content creation from your team

5. Concentrate marketing and PR efforts by mapping out where your website traffic comes from

6. Identify what is being searched for on your website to identify missing information or content visibility

7. Understand the age, gender, and interest categories of your audience with Google Analytics Demographics reports

8. Clearly communicate the data you are tracking with simple dashboards or spreadsheets

9. Identify when a desired action is made on your website with Google Analytics Conversion Tracking

10. Test the effectiveness of your content with A/B testing

YOUR DATA JOURNEY
Getting started with analytics tools

1 Google Keyword Planner
What are people searching for? Use these terms in your content.

2 Google Trends
Compare popular terms and see seasonal demand

3 Google analytics advanced segments
Split up your audience (Persona types)

4 Dashboard tool
Communicate insightful data

Harness the power of data

Analytical data is more than just numbers and percentages - it's a way to gain high value insight into what works on your website and what doesn't. If you want to take steps towards being more data driven in your organisation, please contact us:

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