

# Google Analytics 4

How to Track and Optimize Your Website's Success





# Meet Your Presenters



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# What We'll Cover



## Overview of GA4

Benefits of using GA4 to optimize your site

## How to Analyze User Behavior

Must-have and overlooked configurations for events, conversions, and reports

## How to Identify Areas for Site Improvement

Key metrics for site optimization

## Best Practices & Tips for Optimization

Fuel for a data-driven performance plan



# Overview of GA4



# Why It Matters

## Google Analytics 4

### Universal Analytics is being mothballed

Google has announced that Universal Analytics (UA) will be going away and will stop processing new hits on July 1, 2023. GA4 is not an upgrade to UA, but an entirely new tool, and data from UA will not be transferred to GA4.

### GA4 is mobile first, uses AI, and has improved data model and privacy features

There are many new features, and an entirely different reporting model. It will take some time to learn GA4, but there are significant benefits to the new platform.

GA4

# Benefits



## Future-focused

Taking a mobile-first approach, GA4 seamlessly integrates web and app tracking.

GA4 utilizes advanced machine learning techniques to automatically categorize and analyze user data, including features like predictive metrics and predictive audiences.

## Data Protection

Anonymizing IP addresses is now the default.

Cookie-less tracking is on the roadmap.

Dealing with data deletion requests is much easier in GA4.

## Enhance User-Centric Analysis, Richer Event Tracking

GA4 focuses on the user journey rather than individual sessions.

With the new event-based data model, GA4 can track virtually any user interaction – and can integrate data from other systems as additional event parameters.

File downloads, outbound links, and video engagement are now out-of-the-box (OOB) features.



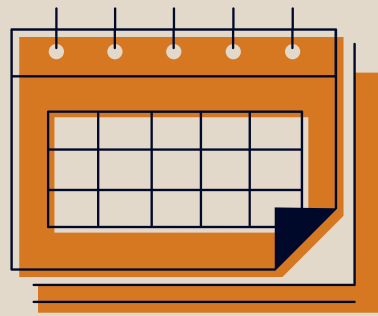


# Analyzing User Behavior

Events, Conversions, Reports



# Understanding The Basics



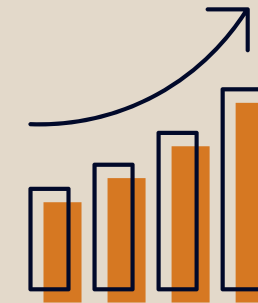
## Events

Events are at the core of GA4's new analytics model. Getting to know the standard events, and creating new custom events specific to your site's goals enables a greater understanding of how users are interacting with your site and how you can improve their online experience.



## Conversions

GA4 makes it easy to track conversions for ecommerce, lead generation, content consumption, and marketing campaign outcomes.



## Reports

GA4 has two unique reporting models – Reports/Custom Reports and Explore/Explorations. They are extremely flexible and customizable, but somewhat confusing, at least initially.



# Events



	Event name +	↓ Event count	Total users
		7,742 100% of total	1,032 100% of total
1	<a href="#">page_view</a>	2,706	1,030
2	<a href="#">session_start</a>	1,667	1,029
3	<a href="#">user_engagement</a>	1,663	412
4	<a href="#">first_visit</a>	1,029	1,029
5	<a href="#">scroll</a>	538	209
6	<a href="#">form_start</a>	35	13
7	<a href="#">form_submit</a>	34	13
8	<a href="#">click</a>	28	15
9	<a href="#">view_search_results</a>	21	12
10	<a href="#">hs_form_submit</a>	12	8
11	<a href="#">video_start</a>	3	3
12	<a href="#">blog_signup</a>	2	1
13	<a href="#">file_download</a>	2	2
14	<a href="#">ga4_interest</a>	2	1

## page\_view

The GA4 page\_view event is similar to UA's Pageviews (or "hits"), but they are not exactly the same.

## user\_engagement

User engagement tracks the amount of time someone spends with your web page in focus or app screen in the foreground – for at least one second.

## New "standard" events

page scrolls, outbound clicks, site search (by configurable query parameters), video engagement, file downloads

# Events



	Event name +	↓ Event count	Total users
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8	<a href="#">click</a>	28	15
9	<a href="#">view_search_results</a>	21	12
10	<a href="#">hs_form_submit</a>	12	8
11	<a href="#">video_start</a>	3	3
12	<a href="#">blog_signup</a>	2	1
13	<a href="#">file_download</a>	2	2
14	<a href="#">ga4_interest</a>	2	1

## Views, not Pageviews

In GA4, Views counts all page\_view events – including repeated page\_views of the same page. OOB reports have “Event count” column, but only some of the events are page\_view events.

## Users

This is the number of “active” users – meaning users that have “engaged”. An engaged user is one that has either triggered a conversion, or has clicked more than one page and spent more than 10 seconds in a session.

## Custom events

hs\_form\_submit, blog\_signup, ga4\_interest are all custom events, set up using Google Tag Manager (GTM). Any Call-To-Action (CTA) interaction (button click, menu selection, form submission, etc.) can be tracked as a unique, custom event.

# Conversions



Session campaign	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	All events	All events
	32,451	51,845	31,346	1m 15s	0.97	11.22	60.46%	581,571	1,078.00
1 (organic)	13,867	21,140	13,088	1m 13s	0.94	11.26	61.91%	238,046	245.00
2 (direct)	12,826	16,749	9,149	0m 53s	0.71	9.54	54.62%	159,767	303.00
3 (referral)	4,129	7,755	5,200	1m 51s	1.26	12.97	67.05%	100,590	214.00
4 Search - Memberships - PMax	647	1,015	741	1m 53s	1.15	17.63	73%	17,897	30.00
5 (not set)	337	370	32	1m 32s	0.09	8.48	8.65%	3,138	13.00
6 Search - Certifications - CDT - PMax	331	513	317	1m 37s	0.96	15.18	61.79%	7,787	18.00
7 Search - Certifications - CCS - PMax	285	443	326	2m 01s	1.14	16.55	73.59%	7,330	16.00
8 Search - Certifications - CCCA - PMax	277	405	270	2m 01s	0.97	16.34	66.67%	6,618	10.00
9 TechTalk	255	384	232	0m 47s	0.91	9.59	60.42%	3,681	93.00
10 WebReach	206	336	180	0m 54s	0.87	7.55	53.57%	2,537	67.00

## Conversions vs. Goals

Conversions in GA4 are similar to Goals in UA – but are based only on event interactions.

## Events and event parameters define a conversion

A conversion can be defined for any user interaction on your site, as captured in an event. For example, a form\_submission event with a form\_id parameter of “x” can be defined as a conversion.

## Marketing campaign success

It’s easy to identify the success rate of your marketing campaigns –across all your channels - when using conversions.

# Reports



The screenshot displays the GA4 interface for an exploration named 'Home Page Activity'. The left sidebar contains sections for 'Variables' (Exploration Name, Custom date range: Jan 1 - Feb 18, 2023), 'SEGMENTS' (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), and 'DIMENSIONS' (Event name, Gender, Country, Device category, First user medium, City, Link URL, Outbound, Link text, CTA click text). The 'Tab Settings' panel on the right includes 'TECHNIQUE' (Free form), 'VISUALIZATION' (Table), 'SEGMENT COMPARISONS', 'ROWS' (Event name, CTA click text, CTA click URL), and 'COLUMNS' (Month). The main table shows data for two months (02 and 01) and a Totals column.

Event name	CTA click text	CTA click URL	02	01	Totals
Totals			89 63.1% of total	52 36.9% of total	141 100.0% of total
1	HP Learn More Clicks	(not set)	0	48	48
2	HP Learn More Clicks	GET INVOLVED	39	1	40
3	HP Learn More Clicks	LEARN MORE	36	3	39
4	HP Learn More Clicks	LET'S CHAT	14	0	14

## GA4 standard reports

There are 20 OOB reports in GA4 – where UA has 40+. Standard reports almost always need customizing in order to be of value.

## Reports, custom reports, library, and realtime

The reports tab gives you access to all the standard reports – each of which can then be customized and added to your Library. You can also add custom reports to the left-hand menu to make them easier to get to.

## Explore/Explorations

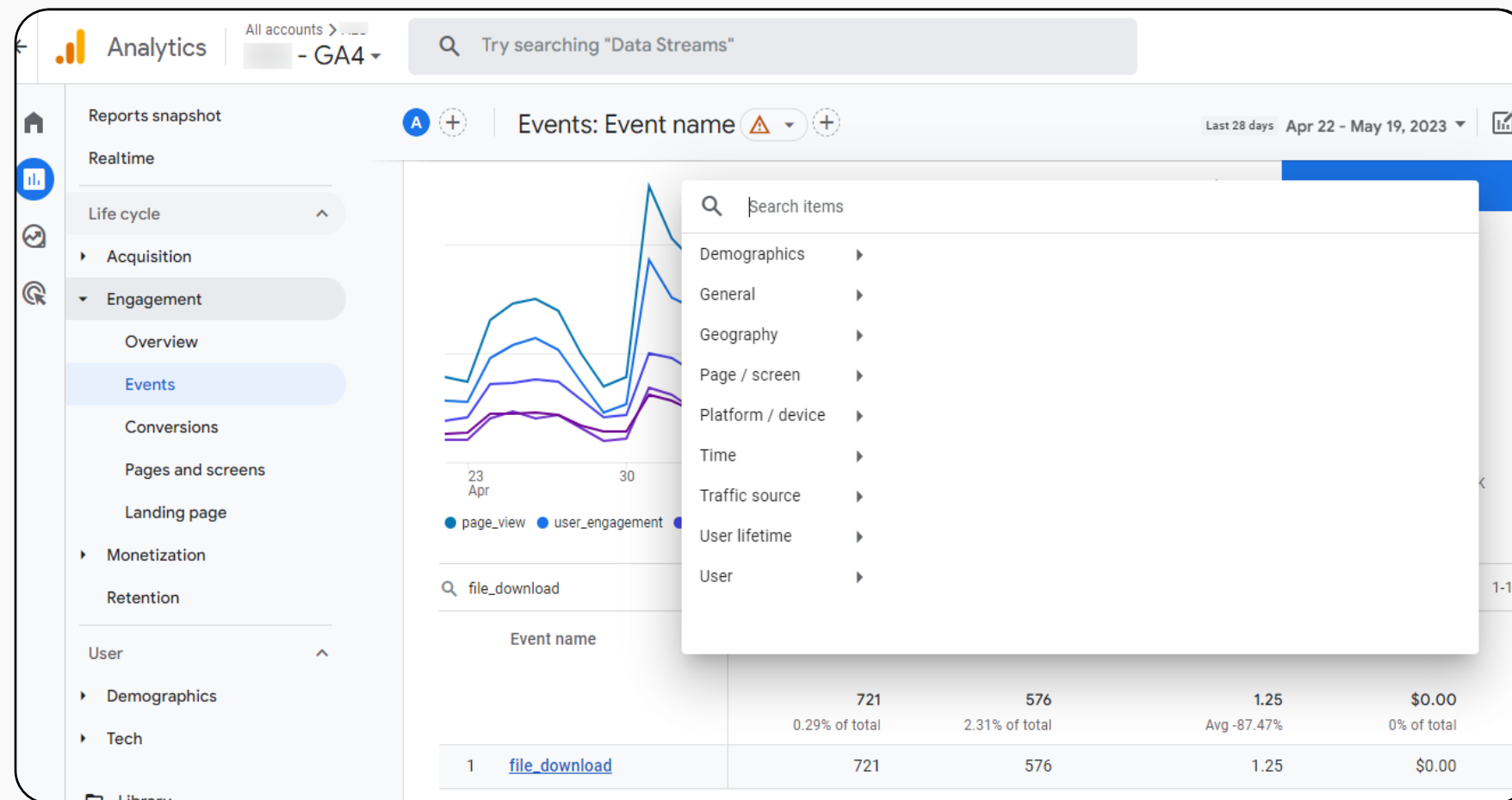
The Explore tab gets you to your library of highly customizable data explorations. They give you full access to all of the dimensions and metrics of all available events – for you to filter, sort, and display.

# Reports



## Custom Dimensions and standard reports

Without any custom dimensions defined, it's a lot harder to get the details you want from even the customized standard reports



# Reports



Event name	Date	File extension	Page title	File name	Event count
Totals					334 100% of total
1 file_download	20230424	pdf	Economic Impacts of Commercial Real Estate, 2023 U.S. Edition   NAIOP   Commercial Real Estate Development Association	/globalassets/research-and-publications/report/economic-impacts-of-commercial-real-estate-2023-u.s.-	9
2 file_download	20230425	pdf	Economic Impacts of Commercial Real Estate, 2023 U.S. Edition   NAIOP   Commercial Real Estate Development Association	/globalassets/research-and-publications/report/economic-impacts-of-commercial-real-estate-2023-u.s.-	7
3 file_download	20230509	pdf	Economic Impacts of Commercial Real Estate, 2023 U.S. Edition   NAIOP   Commercial Real Estate Development Association	/globalassets/research-and-publications/report/economic-impacts-of-commercial-real-estate-2023-u.s.-	7

## Example: PDF file downloads

Most organizations want to be able to track the number of times various PDFs (and XLXS, DOCX, PPTX, etc.) are downloaded. OOB GA4 report on file\_download event is too limited. UA only allowed primary and secondary dimension reporting, GA4 is much more robust.

## Example: Outbound links

Similar to the file\_download event report, the OOB click event report does not provide enough detail.

## Example: Campaign Attribution

Campaign attribution is one of the most highly valued outcome from analytics tracking. GA4 OOB gets you close, but a little customization gives you more insight, and a LOT of customization (using the Exploration feature) can derive tremendous insights.

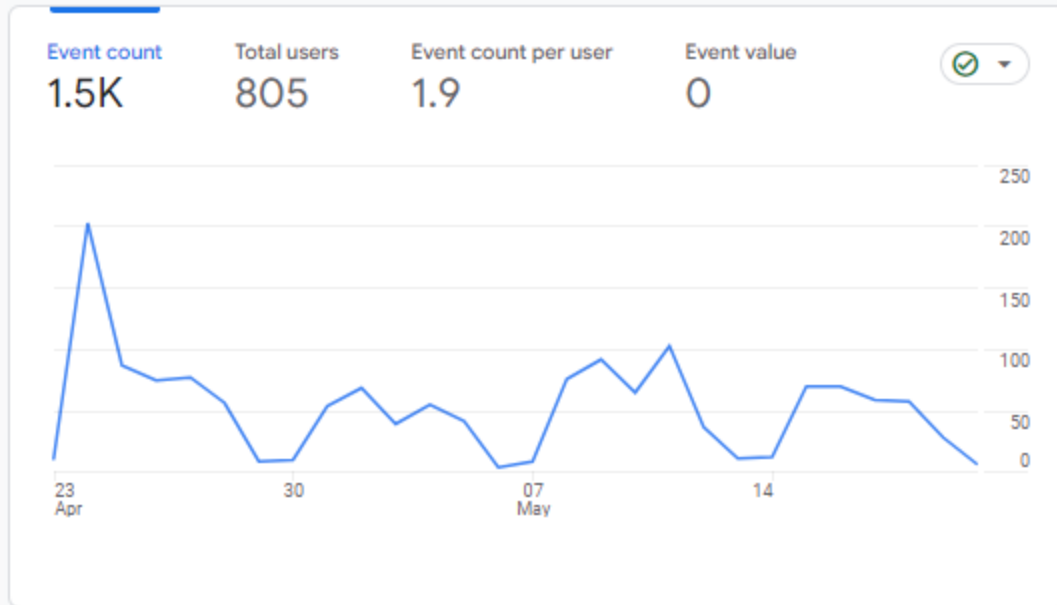
# Reports

## Example: Outbound links



Link URL	Page path and screen class	Event count All events	Total users	Event count per user	Total revenue
		1,480 0.33% of total	805 2.36% of total	1.85 Avg -86.01%	\$0.00 0% of total
1 <a href="https://www.hyatt.com/en-US/group-booking/NEWJP/G-3H93">https://www.hyatt.com/en-US/group-booking/NEWJP/G-3H93</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-icon-east-the-industrial-conference/hotel/	180	89	2.02	\$0.00
2 <a href="https://my.reviewr.com/s2/site/DLA23">https://my.reviewr.com/s2/site/DLA23</a>	/events-and-sponsorship/awards/developing-leaders-award/	128	101	1.31	\$0.00
3 <a href="https://www.hyatt.com/shop/lgaxj?location=Hyatt%20House%20Jersey%20City&amp;checkinDate=2023-06-06&amp;check">https://www.hyatt.com/shop/lgaxj?location=Hyatt%20House%20Jersey%20City&amp;checkinDate=2023-06-06&amp;check</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-icon-east-the-industrial-conference/hotel/	88	56	1.57	\$0.00
4 <a href="https://flic.kr/s/aHBqjzQCRi">https://flic.kr/s/aHBqjzQCRi</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-National-Forums-Symposium/	59	56	1.09	\$0.00
5 <a href="https://events.rdmobile.com/Events/Enter/16103">https://events.rdmobile.com/Events/Enter/16103</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-National-Forums-Symposium/app/	46	30	1.53	\$0.00
6 <a href="https://www.hyatt.com/en-US/hotel/new-jersey/hyatt-regency-jersey-city-on-the-hudson/newjp/special-e">https://www.hyatt.com/en-US/hotel/new-jersey/hyatt-regency-jersey-city-on-the-hudson/newjp/special-e</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-icon-east-the-industrial-conference/hotel/	29	23	1.26	\$0.00
7 <a href="https://be.synxis.com/?Hotel=38115&amp;Chain=28394&amp;config=initialConfig&amp;locale=en-US&amp;arrive=2023-05-16&amp;d">https://be.synxis.com/?Hotel=38115&amp;Chain=28394&amp;config=initialConfig&amp;locale=en-US&amp;arrive=2023-05-16&amp;d</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-National-Forums-Symposium/hotel/	28	24	1.17	\$0.00
8 <a href="https://naiopsurvey.celassociates.com/">https://naiopsurvey.celassociates.com/</a>	/compsurvey23	19	11	1.73	\$0.00
9 <a href="http://www.linkedin.com/groups?gid=43555&amp;trk=hb_side_g">http://www.linkedin.com/groups?gid=43555&amp;trk=hb_side_g</a>	/membership/developing-leaders/meet-developing-leaders-members/	15	11	1.36	\$0.00
10 <a href="https://www.marriott.com/en-us/hotels/atlwb-the-westin-buckhead-atlanta/overview/">https://www.marriott.com/en-us/hotels/atlwb-the-westin-buckhead-atlanta/overview/</a>	/events-and-sponsorship/corporate-events-list/conferences/2023-icon-cold-storage/	13	13	1.00	\$0.00



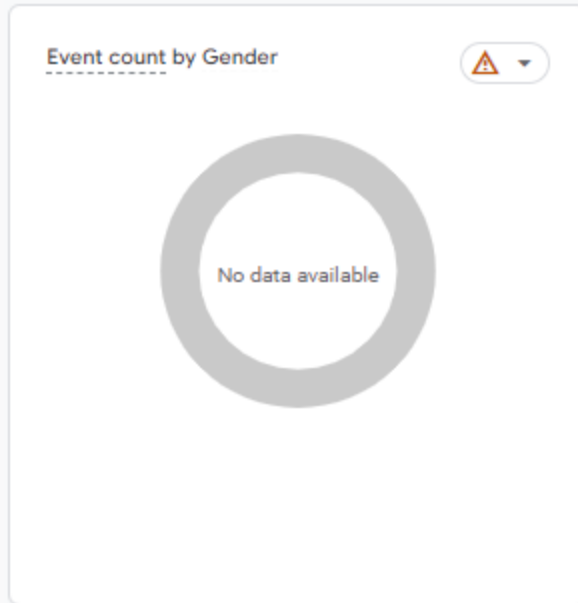


EVENTS IN LAST 30 MINUTES 0

PARAMETER NAME

PARAMETER VALUE COUNT %

[View realtime →](#)



page\_referrer

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 136 items	1.5K	805
(not set)	317	238
https://www....conference/	255	110
https://www.google.com/	180	147
https://www....org/	82	43
https://www...Symposium/	69	47
https://www...g/chapters/	56	6

link\_url

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 200 items	1.5K	805
https://www...WJP/G-3H93	180	89
https://my....site/DLA23	137	110
https://www...6-06&check	88	56
https://flic.../aHBqjzQCRi	63	59
https://eve...nter/16103	52	34
https://www....p/special-e	29	23

page\_title

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 162 items	1.5K	805
I.CON East ...Association	374	156
National Fo...Association	172	131
Developing ...Association	138	111
I.CON Cold ...ssociation	71	41
Find a Loca...Association	61	7
Directory Detail	48	18

page\_location

CUSTOM PARAMET...	EVENT COUNT	TOTAL USERS
(total) 200 items	1.5K	805
https://www...ence/hotel/	297	110
https://www...ders-award/	129	102
https://www...Symposium/	70	65
https://www...al-chapter/	61	7
https://www....conference/	52	26
https://www...osium/app/	51	31



# Example: Campaign Attribution

**Variables**

SEGMENTS +

None

DIMENSIONS +

- Event name
- Is conversion event
- Item ID
- Item name
- Transaction ID
- Date + hour (YYYY...
- Item category
- Session campaign
- Session campaign ID
- Session default cha...
- Session source / m...
- Session medium
- Session source
- Local item price
- Page path + query s...
- Page title
- Page path and scre...
- Hostname

**Tab Settings**

ROWS

- Transaction ID
- Item name
- Item category
- Session source / m...
- Session campaign

Start row 1

Show rows 500

Nested rows No

COLUMNS

Drop or select dimension

Start column group 1

Show column groups 5

VALUES

- Item revenue

Drop or select metric

Cell type Plain t...

FILTERS

- Event name exactly ...

Drop or select dimension or metric

Items purchas... F I +

Transaction ID	Item name	Item category	Session source / medium	Session campaign	Item revenue	
<b>Totals</b>					<b>\$953,618.67</b> 100% of total	
1	SC-129 241-N0 IWY	Rules of Thumb for Distribution/Warehouse Facilities Design, Second Edition	Event/ Publication	(direct) / (none)	(direct)	\$150.00
2	SC-130 491-2CIC2	Full Registration - Johnson, ( )	Event/ Publication	(direct) / (none)	(direct)	\$0.00
3	SC-130 514-SE1IU	Full Registration - Wagn...	Event/ Publication	(direct) / (none)	(direct)	\$725.00
4	SC-130 561-BA 12Z	Full Registration - Brac...	Event/ Publication	rasa_io / email	newsletter	\$0.00
5	SC-130 640-DC 57A	Complimentary FORUM - Killough	Event/ Publication	rasa_io / email	newsletter	\$0.00
6	SC-130 802-9Z MNB	Full Registration - Riley, ( )	Event/ Publication	(direct) / (none)	(direct)	\$725.00
7	SC-130 844-BV VSR	Full Registration - Sm P.	Event/ Publication	rasa_io / email	newsletter	\$725.00
8	SC-130 883-TY CFD	Complimentary FORUM - Lange,	Event/ Publication	(direct) / (none)	(direct)	\$0.00
9	SC-130 942-XZ EZL	Full Registration - Todisco, Jay	Event/ Publication	(direct) / (none)	(direct)	\$725.00



# 5 Overlooked (but essential) Configurations



## 1. Data Retention Policy

2 months is the default! Be sure to update it to 14 months.

## 2. “Hidden” Configuration Settings

It’s easy to overlook these additional configuration settings.  
(List unwanted referrals and Define internal traffic in particular)

## 3. Always check your Enhanced measurement settings – in the Web Stream details under Events

Form interactions and Site search often need to be updated.

## 4. Custom Dimensions

Add these 7 custom dimensions for easier/enhanced reporting

## 5. Reporting “cards” can be configured

Some of the cards on the Home dashboard and Reports snapshot are configurable!



# 1. Data Retention Policy

2 months is the default! Be sure to update it to 14 months.

The screenshot shows the Google Analytics Admin interface. The 'ADMIN' tab is selected, and the 'Data Retention' option under 'Data Settings' is highlighted. A dropdown menu is open, showing '14 months' as the selected option, with '2 months' also visible. A red arrow points to the '14 months' option, and another red arrow points to the 'ADMIN' tab. A red exclamation mark is also present next to the dropdown.

## Web stream details

✔ Data collection is active in the past 48 hours.

Stream details

STREAM NAME

Brightfind - GA4

Events

### Enhanced measurement

Automatically measure interactions and content on your sites. Data from on-page elements such as links and embedded videos.

Measuring: Page views Scrolls Outbound clicks

### Modify events

Modify incoming events and parameters. [Learn more](#)

### Create custom events

Create new events from existing events. [Learn more](#)

### Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into your Google Analytics account.

Google tag

### Configure tag settings

Configure your Google tag behavior, including cross-domain linking and session timeouts.

### Manage connected site tags

Load tags for additional properties or products using this stream.

Google tag | Brightfind - GA4  
G-1D1PKF18FS

Configuration | History | Admin



The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. [Learn more](#)

Dismiss

Your Google tag

Installation instructions

Google tag

Destinations

Brightfind - GA4  
IDs: G-1D1PKF18FS, GT-WKRLGVB

Brightfind - GA4

Settings

Some tag settings apply only to specific destinations

Show less

**Manage automatic event detection**  
Configure which types of events your Google tag should automatically detect for measurement in associated destinations

**Configure your domains**  
Specify a list of domains for cross-domain measurement

**Allow user-provided data capabilities**  
Configure whether your Google tag should allow user-provided data to be included in measurement for destination products that accept such data.

**Collect Universal Analytics events**  
Collect an event each time a ga() custom event, timing, or exception call from Universal Analytics occurs on your website

**Define internal traffic**  
Define IP addresses whose traffic should be marked as internal

**List unwanted referrals**  
Specify domains whose traffic should not be considered to be referrals

**Adjust session timeout**  
Set how long sessions can last

**Override cookie settings**  
Change how long cookies last and how they are updated



## Web stream details

✔ Data collection is active in the past 48 hours.

### Stream details

STREAM NAME	STREAM URL	STREAM ID
Brightfind - GA4	https://www.brightfind.com	4280533459

### Events

#### Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks [+ 4 more](#)

**Modify events**  
Modify incoming events and parameters. [Learn more](#)

**Create custom events**  
Create new events from existing events. [Learn more](#)

**Measurement Protocol API secrets**  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

### Google tag

**Configure tag settings**  
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

**Manage connected site tags**  
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

**View tag instructions**  
Get instructions for how to implement your Google tag for this data stream. [Learn more](#)

## Enhanced measurement

Save

**Page views**  
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)

**Scrolls**  
Capture scroll events each time a visitor gets to the bottom of a page.

**Outbound clicks**  
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

**Site search**  
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Show advanced settings](#)

**Search Term Query Parameter**   
Specify up to 10 parameters in order of precedence, separated by commas. Only the first matching parameter will be used.

s,term,q

**Additional Query Parameters**   
Specify up to 10 parameters separated by commas. (Case insensitive)

**Form interactions**  
Capture a form interaction event each time a visitor interacts with a form on your website.

**Video engagement**  
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

**File downloads**  
Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

Gear Icon

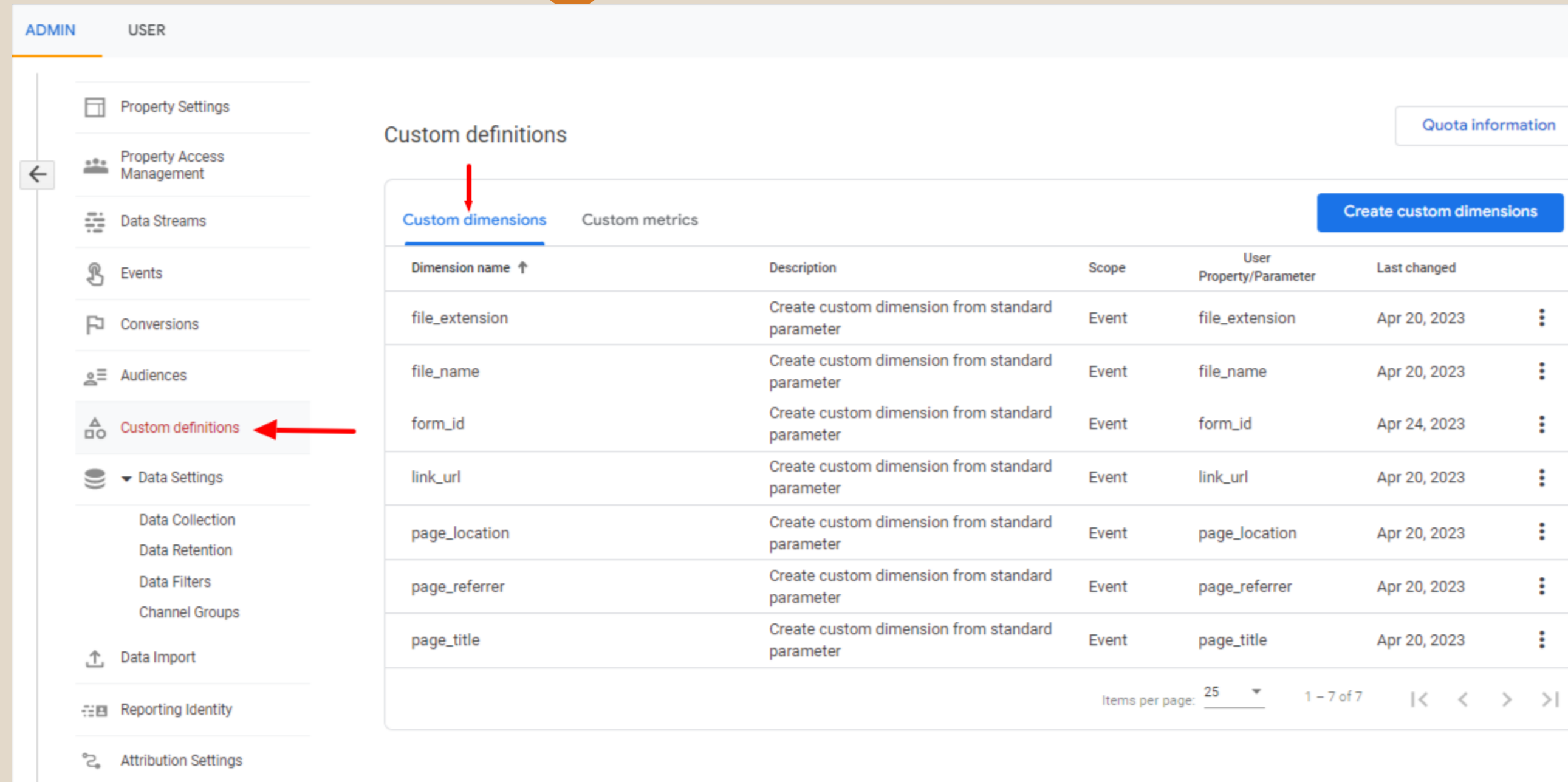
Check search on all platforms



## 4. Custom Dimensions

Add these 7 custom dimensions for easier/enhanced reporting:

file\_extension  
file\_name  
form\_id  
link\_url  
page\_location  
page\_referrer  
page\_title



The screenshot shows the Google Analytics Admin interface. The left sidebar contains a navigation menu with the following items: ADMIN, USER, Property Settings, Property Access Management, Data Streams, Events, Conversions, Audiences, Custom definitions (highlighted with a red arrow), Data Settings (expanded to show Data Collection, Data Retention, Data Filters, and Channel Groups), Data Import, Reporting Identity, and Attribution Settings. The main content area is titled 'Custom definitions' and has two tabs: 'Custom dimensions' (selected, with a red arrow pointing to it) and 'Custom metrics'. A blue button labeled 'Create custom dimensions' is in the top right. Below the tabs is a table with the following columns: Dimension name ↑, Description, Scope, User Property/Parameter, and Last changed. The table lists seven custom dimensions, all with a description of 'Create custom dimension from standard parameter' and a scope of 'Event'. The dimensions are: file\_extension, file\_name, form\_id, link\_url, page\_location, page\_referrer, and page\_title. The bottom of the table shows 'Items per page: 25' and '1 - 7 of 7'.

Dimension name ↑	Description	Scope	User Property/Parameter	Last changed
file_extension	Create custom dimension from standard parameter	Event	file_extension	Apr 20, 2023
file_name	Create custom dimension from standard parameter	Event	file_name	Apr 20, 2023
form_id	Create custom dimension from standard parameter	Event	form_id	Apr 24, 2023
link_url	Create custom dimension from standard parameter	Event	link_url	Apr 20, 2023
page_location	Create custom dimension from standard parameter	Event	page_location	Apr 20, 2023
page_referrer	Create custom dimension from standard parameter	Event	page_referrer	Apr 20, 2023
page_title	Create custom dimension from standard parameter	Event	page_title	Apr 20, 2023



Reports snapshot

Realtime

Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

User

- Demographics
- Tech

### WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

Channel Group	Count
Direct	~550
Organic Search	200
Email	100
Referral	80
Organic Social	80
Unassigned	20

View user acquisition →

### WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

Session default channel group	SESSIONS
Session source	939
Session medium	287
Session source / medium	92
Session source platform	89
Session campaign	9

View traffic acquisition →

### Users by Country

### HOW ARE ACTIVE USERS TRENDING?

User activity over time

1.2K 30 DAYS 919

1K 7 DAYS

### HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	5.7%	3.2%	2.5%	0.0%	0.0%
Apr 2 - Apr 8						

### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN...	VIEWS
Home - Brightfind	727
Careers - Brightfind	364



# How to Identify Areas for Site Improvement







# Where to Look

## Entire Funnel

Map out the entire user journey from start to finish and note key conversion points at every stage. Where do users start to drop off?

## Forms

Look for landing pages with high views and low form submissions. This should be an indicator that something needs changed or tested.

## Calls-to-action

Similarly, look for call-to-action buttons with high impressions or views, but low clicks. Why aren't users interested in clicking?



# Metrics To Know & Monitor



Average engagement time



Bounce rate



Page exits



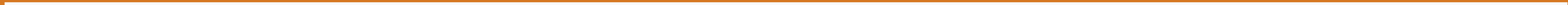
New users vs return users



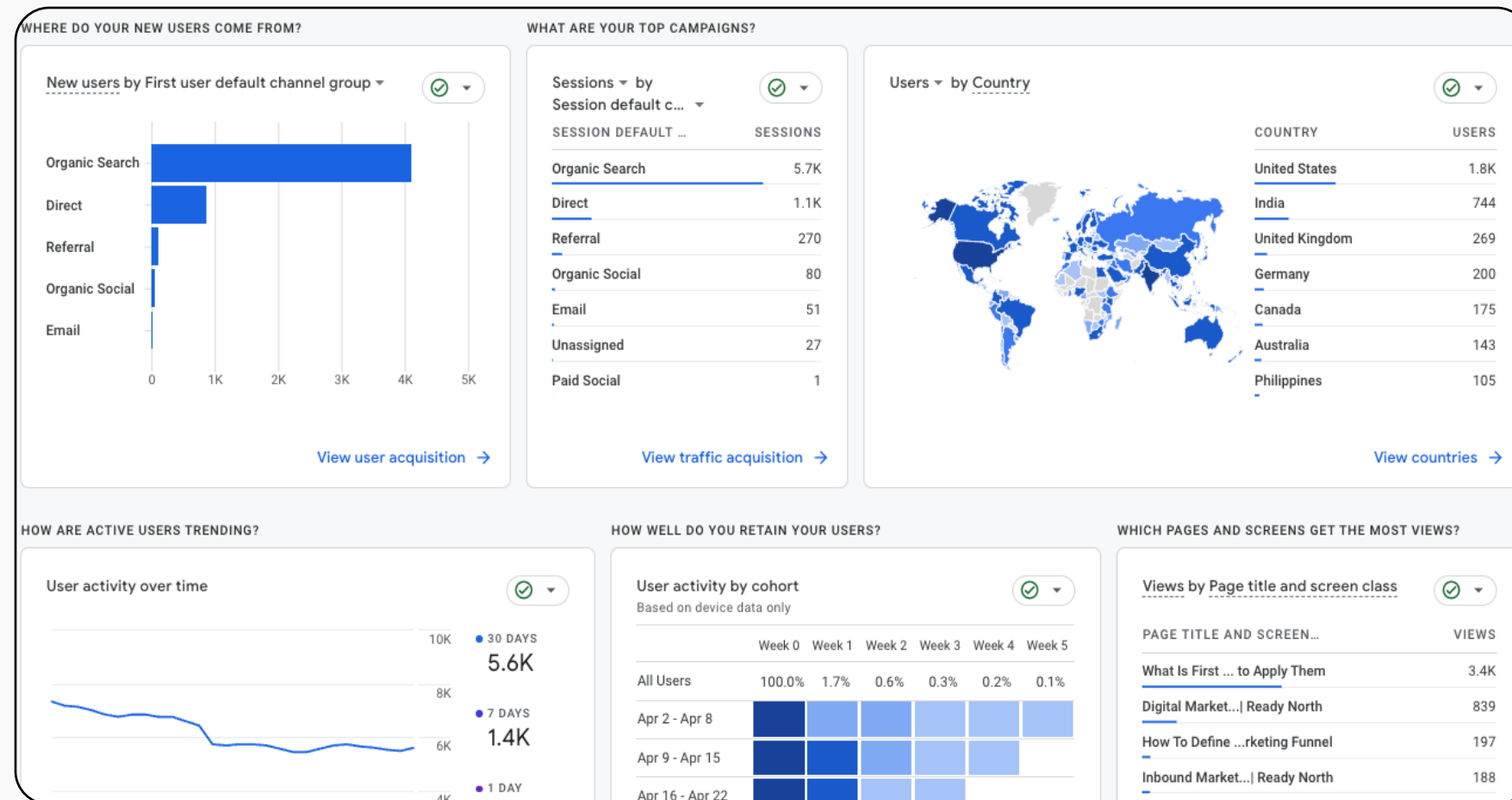
Event conversion rates



# Optimization Best Practices & Tips



# Tip #1



## Set Up Your Reports

It might sound obvious, but without the right reports and data collection tools in place, it is extremely challenging to make informed changes.

# Tip #2



**READY NORTH BLOG**

The screenshot shows a blog layout with three article cards. Each card includes a featured image, the author's name, the date, and a '5 MIN READ' or '3 MIN READ' indicator. The first article is by Becky Breedon, dated May 9, 2023, with a 5-minute read time. The second is by Elizabeth Juran, dated April 29, 2023, with a 3-minute read time. The third is by Madison Filiptak, dated April 29, 2023, with a 6-minute read time. An orange subscription pop-up is overlaid on the right side of the grid, containing the text 'Join Thousands of Your Peers', 'Receive actionable marketing tips directly to your inbox.', and a 'Subscribe now' button. Below the grid, there are three blue wavy lines.

Author	Date	Read Time	Title
BECKY BREEDEN	MAY 9, 2023	5 MIN READ	4 CRUCIAL ELEMENTS TO A PURPOSEFUL MARKETING STRATEGY FOR YOUR BUSINESS
ELIZABETH JURAN	APRIL 29, 2023	3 MIN READ	3 WAYS TO CHOOSE STRONG CONTENT TOPICS THAT RESONATE WITH YOUR AUDIENCE
MADISON FILIPTAK	APRIL 29, 2023	6 MIN READ	HOW TO USE LIFE STAGES TO IMPROVE YOUR MEMBERSHIP MARKETING

## Identify Your Key Conversion Actions

Understand your user's journey and the conversions that should occur at each stage of the marketing and sales funnel.

- Top-of-funnel: Blog or newsletter subscribe
- Middle-of-funnel: Ebook download, webinar signup
- Bottom-of-funnel: Free trial, contact form

# Tip #3

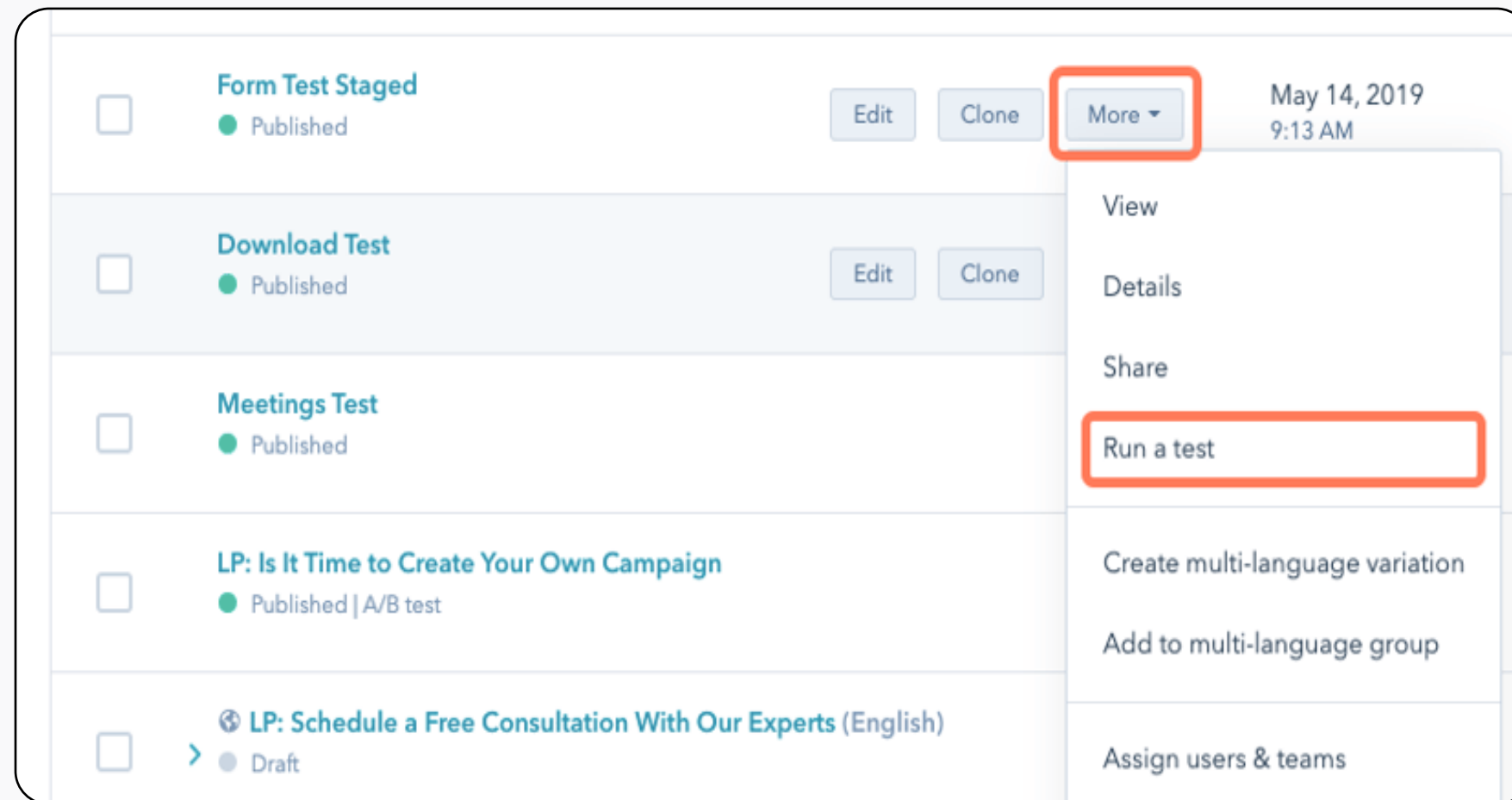


	Page path and screen class ▾	+ ↓ Views -----	Users -----	Views per user -----
		9,208 100% of total	5,596 100% of total	1.65 Avg 0%
1	/blog/what-is-first-principles-thinking	3,640	2,870	1.27
2	/	880	526	1.67
3	/blog/how-to-define-critical-kpis-across-the-marketing-funnel	211	182	1.16
4	/blog	185	64	2.89
5	/blog/your-top-google-analytics-4-questions-answered	139	122	1.14

## Know Where To Start Optimizing

Prioritize your highest trafficked pages and/or your most impactful pages. Then, consider actions that will have the greatest impact on your website conversions.

# Tip #4



## Run A/B Tests

Identify a problem, form a hypothesis, then run an A/B test to confirm its effectiveness in boosting conversion rates. Test features like headlines, call-to-action messaging, number of form fields, page layout, etc.

# Tip #5



Why did you decide to leave?

- I couldn't find enough information on the product
- I clicked on an ad and I was just browsing to explore your product
- The pricing is too high
- The product doesn't have the features I'm looking for
- Something else

[Skip](#) [Next >](#)

Would you be interested in having a call with someone from our team?

Yes  
 No

[Skip](#) [Next >](#)

Photo credit: Hotjar

## Collect Feedback Directly

If you're seeing high bounce rates and/or low conversion rates, add an exit-intent pop-up form to those pages, asking users for the reason why they're leaving.



# Tip #6

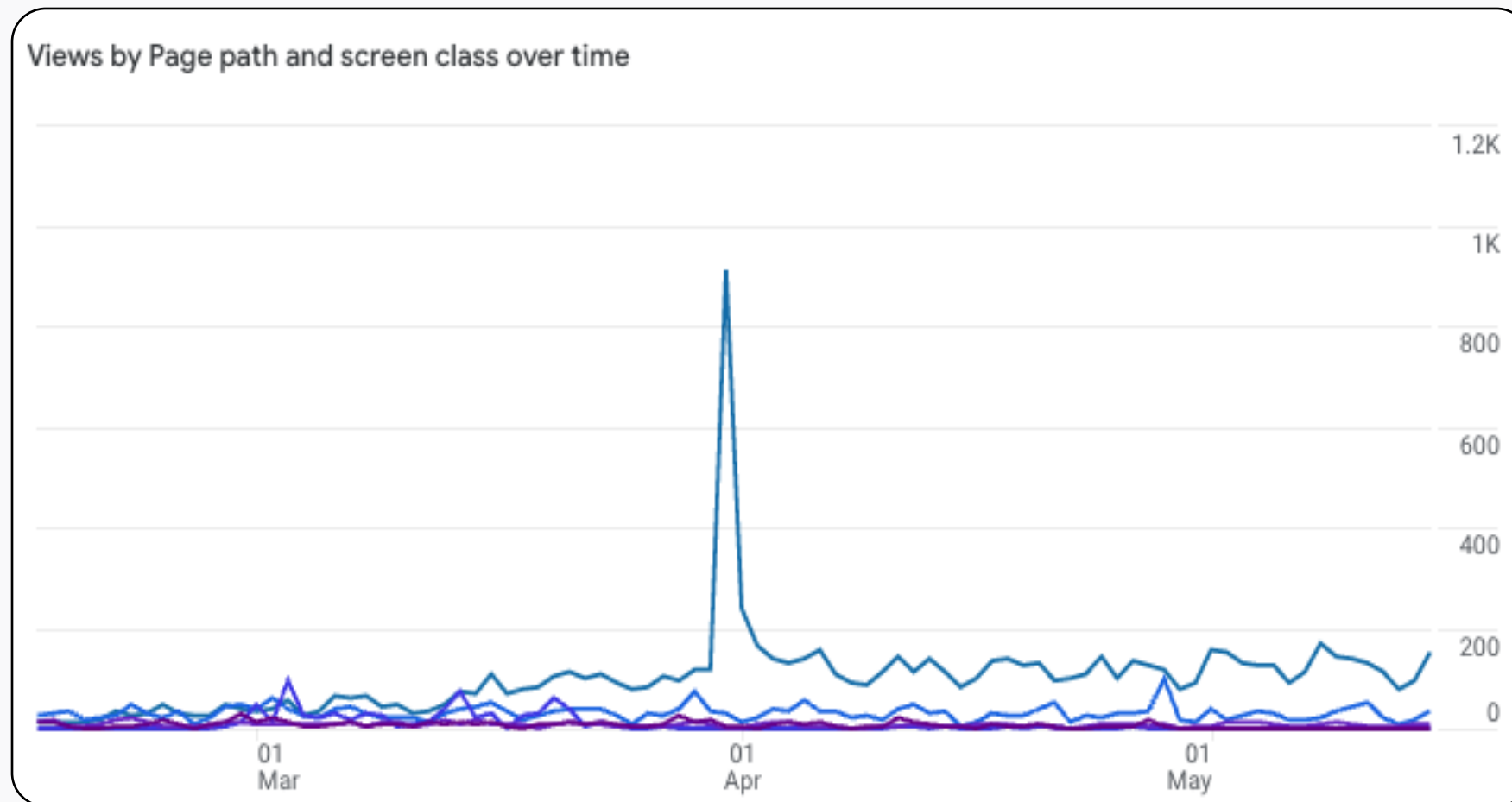


	5,596 100% of total	7,638 100% of total	3,648 100% of total
1 Organic Search	4,466	6,007	2,971
2 Direct	929	1,112	441
3 Referral	128	277	180
4 Organic Social	58	86	33
5 Email	36	54	30
6 Unassigned	24	29	0

## Monitor the KPIs That Matter

Separate vanity metrics from ones that truly matter to your organization. Establish benchmarks for those KPIs and measure any changes in performance.

# Tip #7



## Remove Outliers From Your Data

You may have some blog posts or pages that perform uncharacteristically well. If these pages will seriously skew the rest of your data, don't include them when benchmarking and monitoring other page performance.

# Tip #8

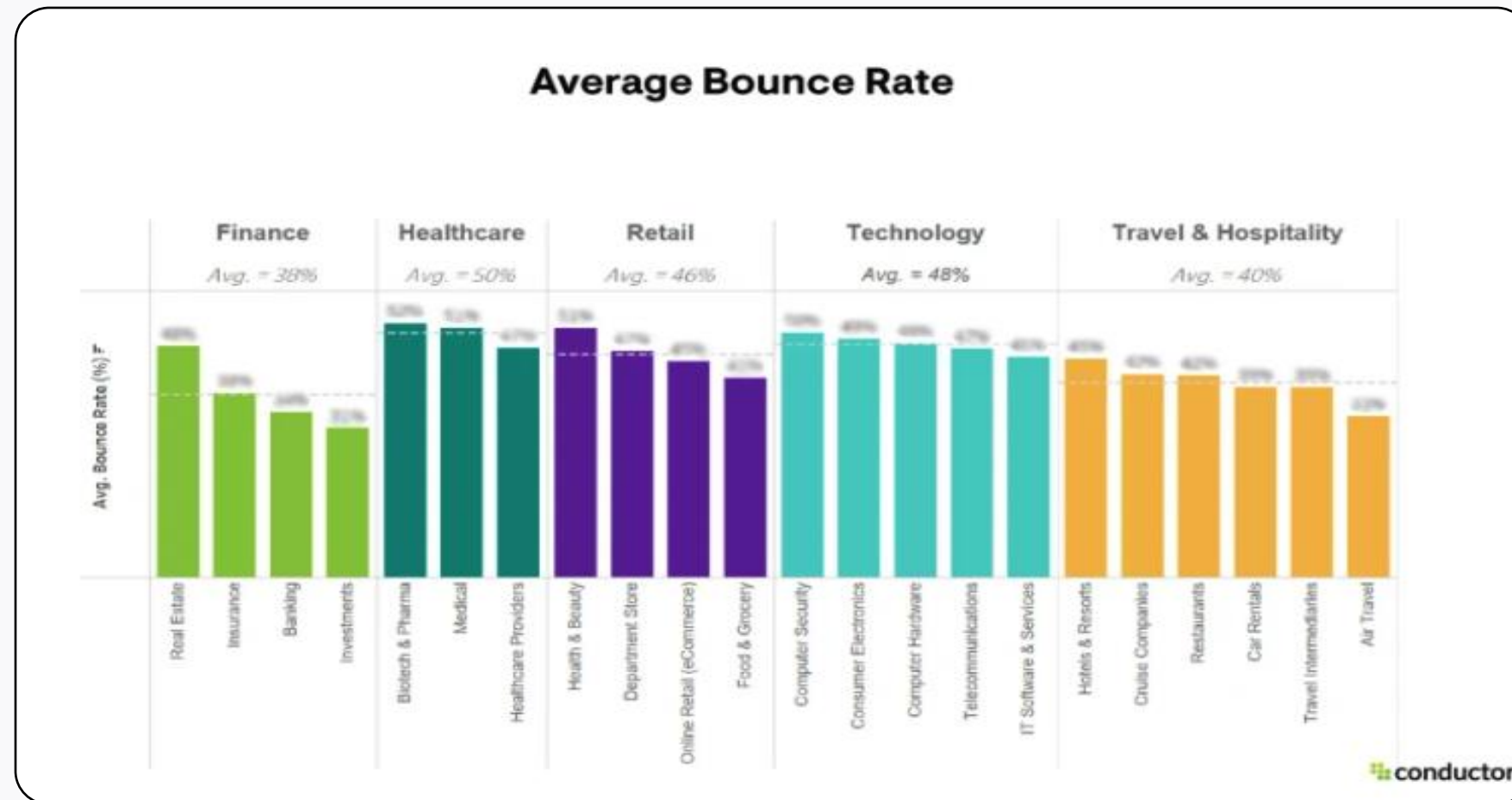


Photo credit: Conductor

## Compare Against Industry Benchmarks

What is a “good” average engagement time? What about landing page bounce rate? Use a combination of your organization’s historical performance **and** industry standards to contextualize the metrics you’re monitoring.

Let's work together.



# Questions?



**Email**

hello@brightfind.com

