

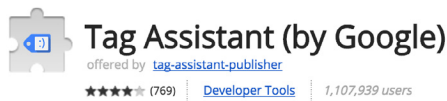
# 12 ESSENTIAL google analytics reports



A supplement to the Miles White Papers: “The Power of Travel – Travel & Tourism Marketing Essentials”, “Measure What Matters” and “Data Driven Destinations”.

To get started, visit [support.google.com/analytics](http://support.google.com/analytics), where you can access the entire Google Analytics help center. For more information and resources from Miles, check out our online library at [www.milespartnership.com/library](http://www.milespartnership.com/library).

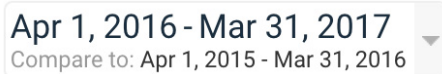
## 1 CHECK IF A SITE HAS GOOGLE ANALYTICS



### Download Google Tag Assistant

Not sure if your site is tagged for Google Analytics? You can use a simple, free tool called Tag Assistant from Google – which is a simple plug in to your Chrome Browser. It quickly validates if Google Analytics is running and if the site has Google online advertising tags.

## 2 DATE RANGE

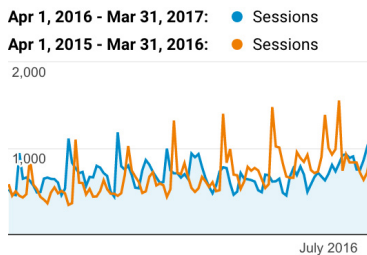


### Be sure to select the right date range

SEE TOP RIGHT OF SCREEN FOR DATE RANGE – USE THE PULL-DOWN OPTIONS

- » Make sure to select the right Analytics account
- » Select a date range for a relevant period
- » A year-on-year comparison looks at longer-term trends

## 3 AUDIENCE OVERVIEW

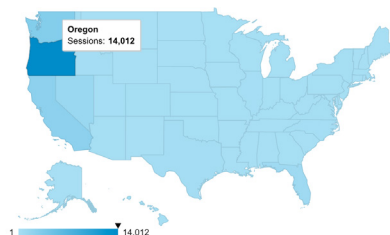


### Evaluate your audience

AUDIENCE - OVERVIEW & AUDIENCE - DEMOGRAPHICS

- » Look at the size, seasonal trends and year-on-year performance of their audience (website visits)
- » Is there year-on-year growth in audience and seasonal trends that match their visitation and/or campaign spend?
- » Demographics (if enabled) will show gender, age, etc.

## 4 GEOGRAPHIC MARKETS



### Look at where your audience is located

AUDIENCE - GEO - LOCATION

- » The website audience should broadly match the key markets you are trying to reach
- » Locals (city or region) traffic should be balanced against out-of-state visitation (depending on local and in-market use)
- » Are you reaching key domestic and international markets?

## 5 MOBILE USAGE

	278,406 % of Total: 100.00% (278,406)
1. desktop	130,947 (47.03%)
2. mobile	115,732 (41.57%)
3. tablet	31,727 (11.40%)

### What is the importance of mobile vs. desktop?

AUDIENCE - MOBILE - OVERVIEW

- » Is the site responsive or is there a separate mobile site? (Check your website on your smartphone or use Google’s Mobile-Friendly Test)
- » What is the share of usage on desktop, mobile (smartphone) and tablet?

BENCHMARK: MOBILE/ TABLET 35-55%, DESKTOP 45-65%

## 6 ENGAGEMENT METRICS

Pages / Session <b>2.63</b>	Avg. Session Duration <b>00:02:01</b>	Bounce Rate <b>48.47%</b>
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### Assess your site's engagement metrics

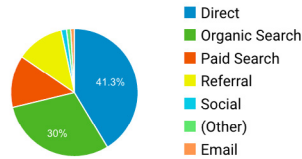
AUDIENCE – OVERVIEW (ALSO AVAILABLE IN ALL REFERRAL AND CAMPAIGN REPORTS)

- » Look at the audience overview report to quickly review the site's key engagement metrics "beyond the click"

BENCHMARK: PAGES PER SESSION 2-4, SESSION DURATION 2-4 mins, BOUNCE RATE (overall) 45-55%, HOME PAGE BOUNCE RATE 30-40%

## 7 SOURCE OF TRAFFIC

Top Channels



### Review your site's sources of traffic

ACQUISITION – OVERVIEW OR ACQUISITION – ALL TRAFFIC - CHANNELS

- » What is the mix of traffic coming to the site?
- » Is there a smart balance of paid and organic traffic?
- » How do they compare to the benchmarks below?

BENCHMARK: ORGANIC SEARCH 40-60%, DIRECT 10-20%, REFERRAL 10-20%, PAID SEARCH 2-15%, DISPLAY 1-5%, SOCIAL 2-8%, EMAIL 1-5%

## 8 REFERRALS

1. visitbend.com	15,290 (40.65%)
2. mtbachelor.com	4,187 (11.13%)
3. m.facebook.com	2,200 (5.85%)
4. usatf.org	1,318 (3.50%)
5. reservations.ihotelier.com	854 (2.27%)

### Look at your site's referral traffic

ACQUISITION – ALL TRAFFIC - REFERRALS

- » Referrals are the click throughs from all sites – excluding paid campaigns set up with campaign tracking codes
- » This may include DMO referrals from both unpaid links in listings and editorial plus our paid online advertising

## 9 CAMPAIGNS I Response & Engagement

	Sessions	% New Sessions	New Users
	41,285 % of Total: 14.83% (278,406)	62.61% Avg For View: 72.69% (113,908)	25,849 % of Total: 12.77% (202,394)
1. Riverhouse_Brand	21,188 (51.32%)	60.64%	12,848 (49.70%)
2. Riverhouse_Offers	9,793 (23.72%)	60.17%	5,892 (22.79%)
3. Riverhouse_NonBrand	2,827 (6.85%)	79.84%	2,257 (8.73%)
4. family_ski_stay	1,943 (4.71%)	84.46%	1,641 (6.35%)
5. Riverhouse_Brand_RLSA	1,686 (4.08%)	60.56%	1,021 (3.95%)

### Renew your online advertising campaigns

ACQUISITION – CAMPAIGNS – ALL CAMPAIGNS

- » Paid online advertising campaigns using campaign tracking codes are reported here including Display, PPC, etc.
- » Advertising appears here if set up with tracking codes
- » Look at quantity and quality of campaigns including beyond-the-click metrics such as bounce rate and time on site

## 10 CAMPAIGNS II Goal Completions

	Sessions	Goal Conversion Rate
	41,285 % of Total: 14.83% (278,406)	29.25% Avg For View: 23.91% (22,323)
1. Riverhouse_Brand	21,188 (51.32%)	30.51%
2. Riverhouse_Offers	9,793 (23.72%)	30.94%
3. Riverhouse_NonBrand	2,827 (6.85%)	40.50%
4. family_ski_stay	1,943 (4.71%)	1.03%
5. Riverhouse_Brand_RLSA	1,686 (4.08%)	25.74%

### Review goals and goal completion rate

ACQUISITION – CAMPAIGNS – ALL CAMPAIGNS

- » If goals are set up then the goal completion rate complements the engagement metrics in understanding the quality of campaigns beyond the click
- » The cost per goal completion (and cost per booking revenue) for each campaign is the most powerful way to understand and compare the quality and ROI of campaigns.

## 11 WEBSITE CONTENT - TOP PAGES

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	732,130 % of Total: 100.00% (732,130)	563,349 % of Total: 100.00% (563,349)	00:01:14 Avg For View: 00:01:14 (0.00%)
1. /index	147,422 (20.14%)	122,749 (21.79%)	00:01:06
2. /rooms	54,936 (7.50%)	43,033 (7.64%)	00:01:07
3. /booking.html	51,083 (6.98%)	19,096 (3.39%)	00:00:33
4. /guest-wifi-login	48,490 (6.62%)	46,780 (8.30%)	00:02:31
5. /select_rooms.jsp	43,958 (6.00%)	32,105 (5.70%)	00:02:26

### Evaluate Top Pages

BEHAVIOR – SITE CONTENT – ALL PAGES &

BEHAVIOR – SITE CONTENT – LANDING PAGES

- » Review the top pages and landing pages on the site to determine where users are currently visiting and identify those pages with the best engagement and goal completion rates; identify content that may need better exposure

## 12 GOALS – SIGNALS OF INTENT TO TRAVEL

All Goals	66,570
<a href="#">Goal 3: 2016 - Booking button</a>	59,252
<a href="#">Goal 4: 2016 - Enewsletter signup</a>	783
<a href="#">Goal 5: 2016 - Meeting RFP</a>	123

### Set up

CONVERSIONS – GOALS - OVERVIEW

- » Goals or Signals of Intent to Travel (SITs) are powerful signals of interest and complement engagement metrics and online booking revenue to provide a fuller picture of results