

**UNDERSTAND
YOUR VISITOR**





HOW DO WE KNOW WHO WE REACH?





Google
Analytics

<https://analytics.google.com>



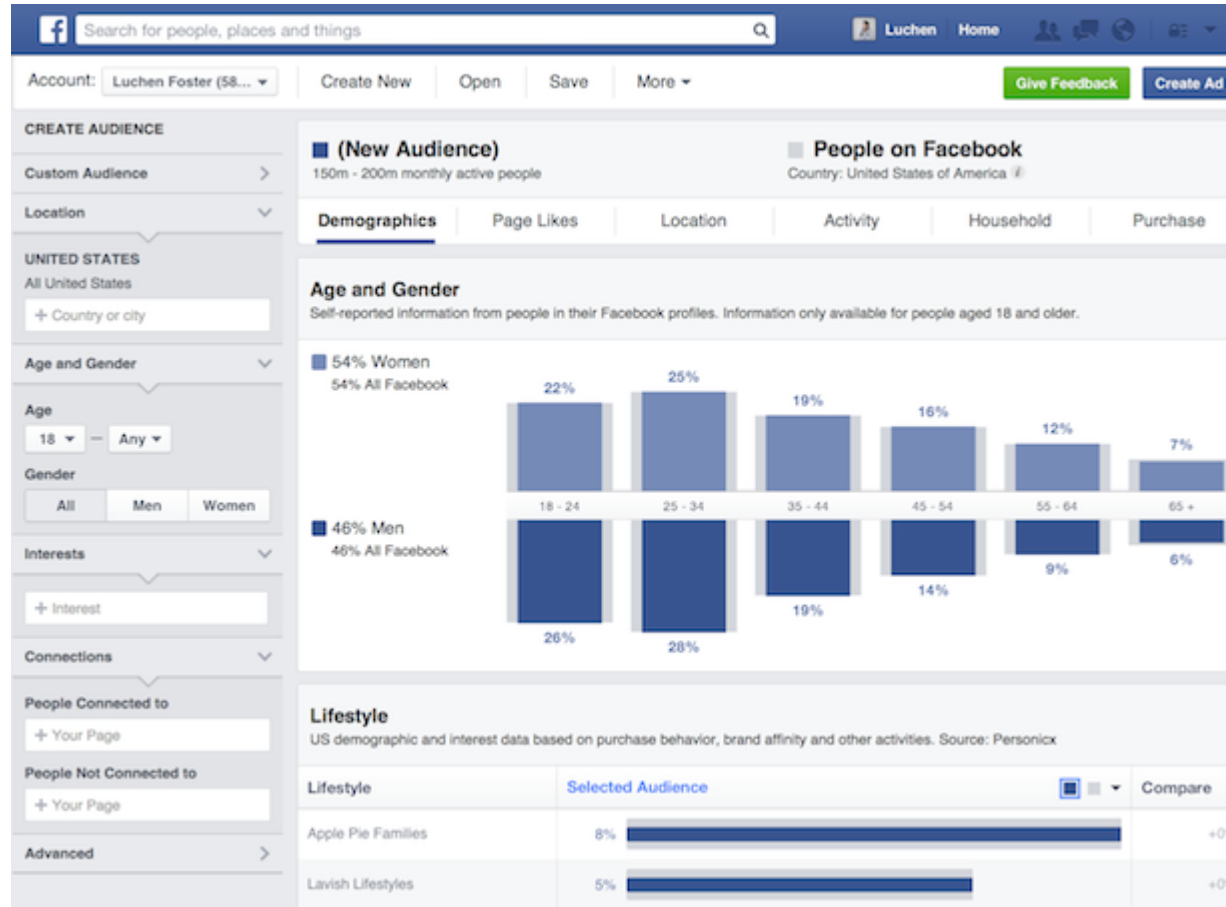
<https://tools.pingdom.com/>



Google Page Speed Insights

<https://developers.google.com/speed/pagespeed/insights/>

Facebook Audience Insights



Questions about social media tracking contact: jarrod@mthoodterritory.com





Let's get started



Google
Analytics

Advantages

- FREE!
- Fairly easy to install
- Has been perfecting itself for many years
- Industry standard
- YouTube tutorials
- MOST OF ALL – IT HAS A DEEP INSIGHT INTO USER BEHAVIOR

Disadvantages

- Growing privacy concerns
- Sucks time
- Super complex
- Sucks time



Home Dashboard

Anti “Time suck” Advice



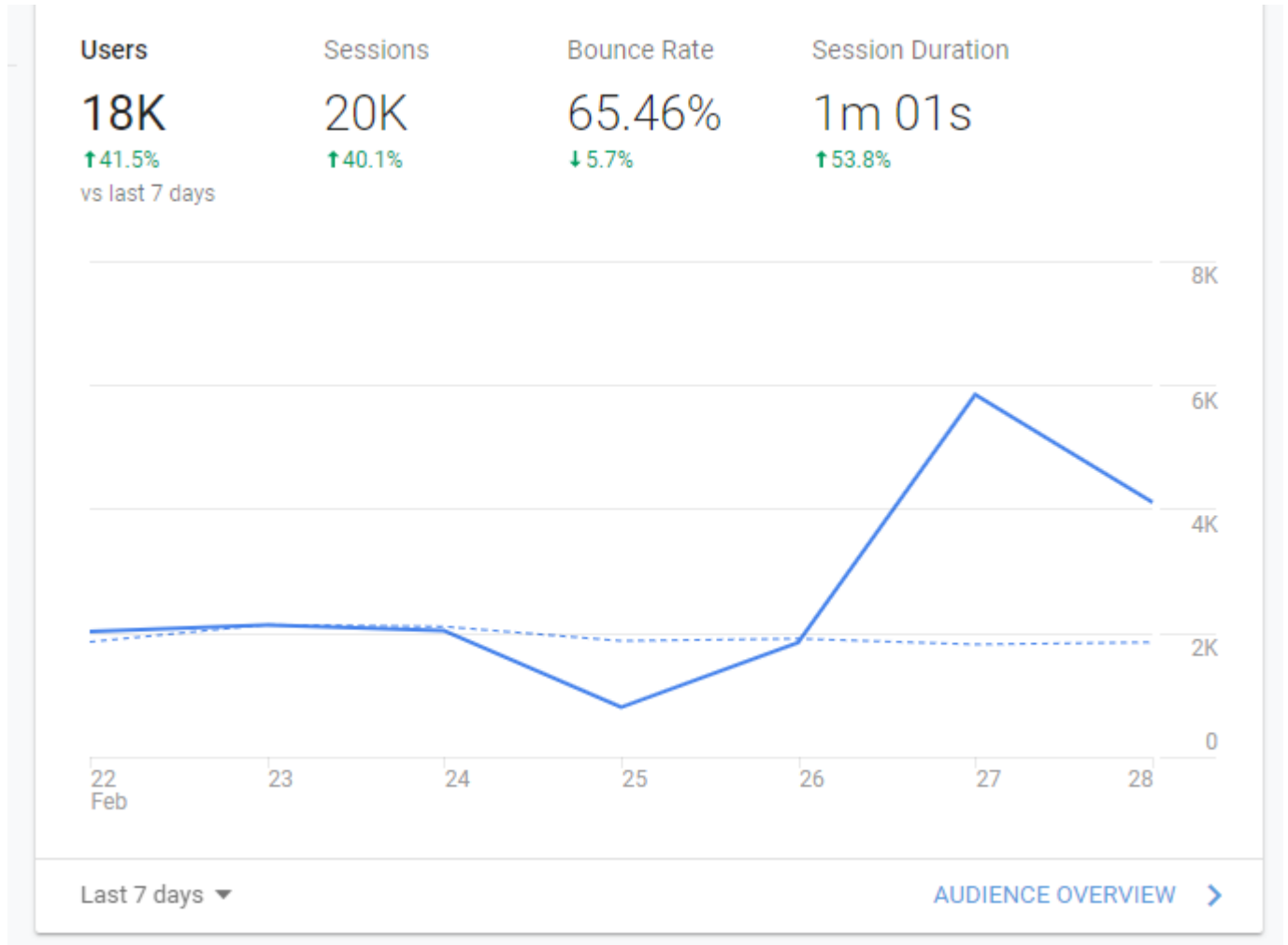
BUSINESS

- 1. Allow for a baseline**
- 2. Don't be disappointed at first**
- 3. Define your goals**
- 4. Start to understand your user**

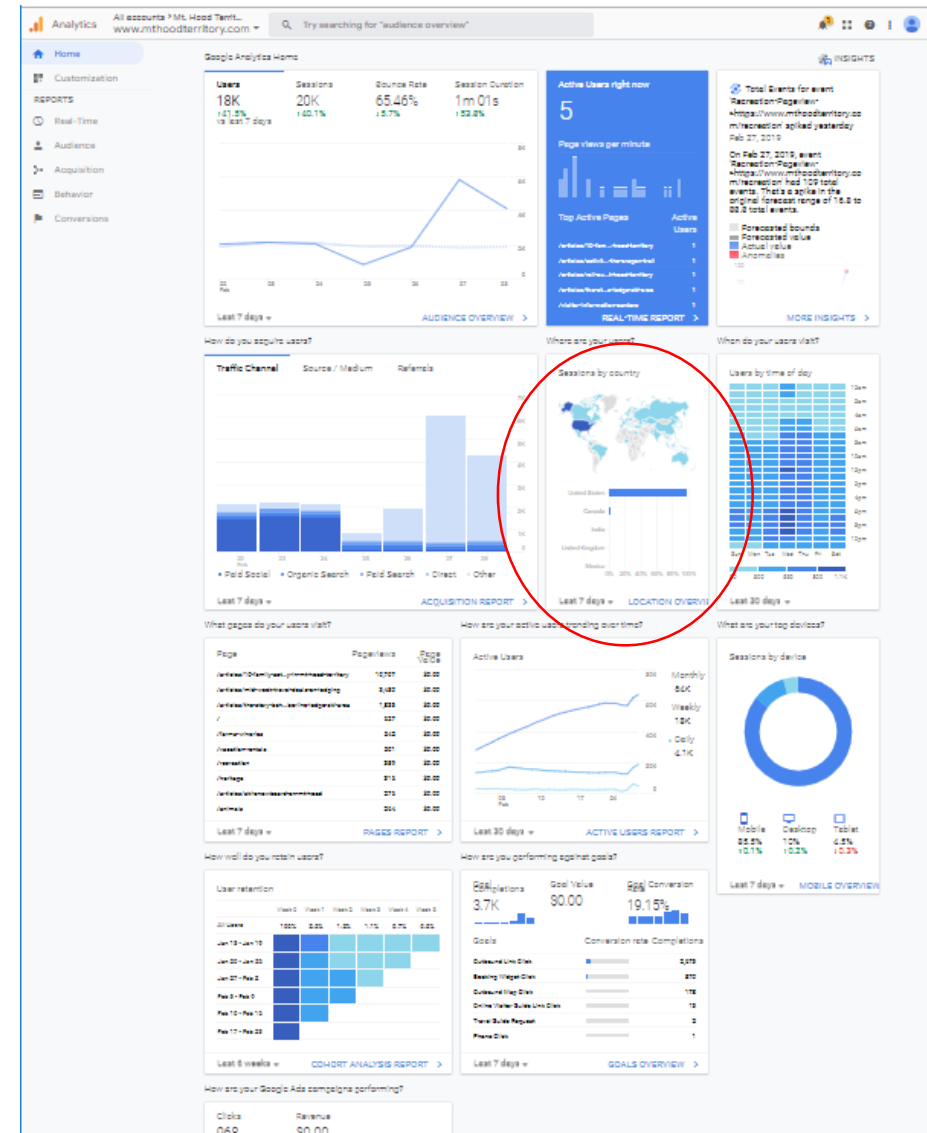
Visitors (aka Users)



Visitors (aka Users)



Where do they come from?



Where do they come from?



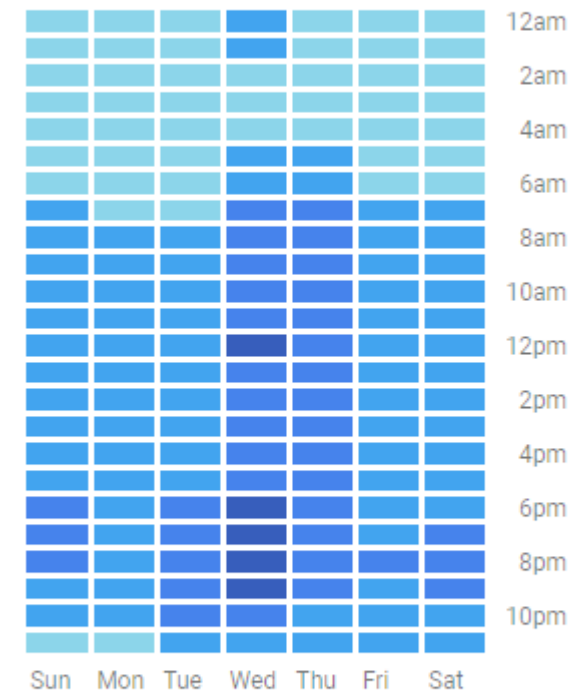
When do they visit the most?



When do they visit the most?

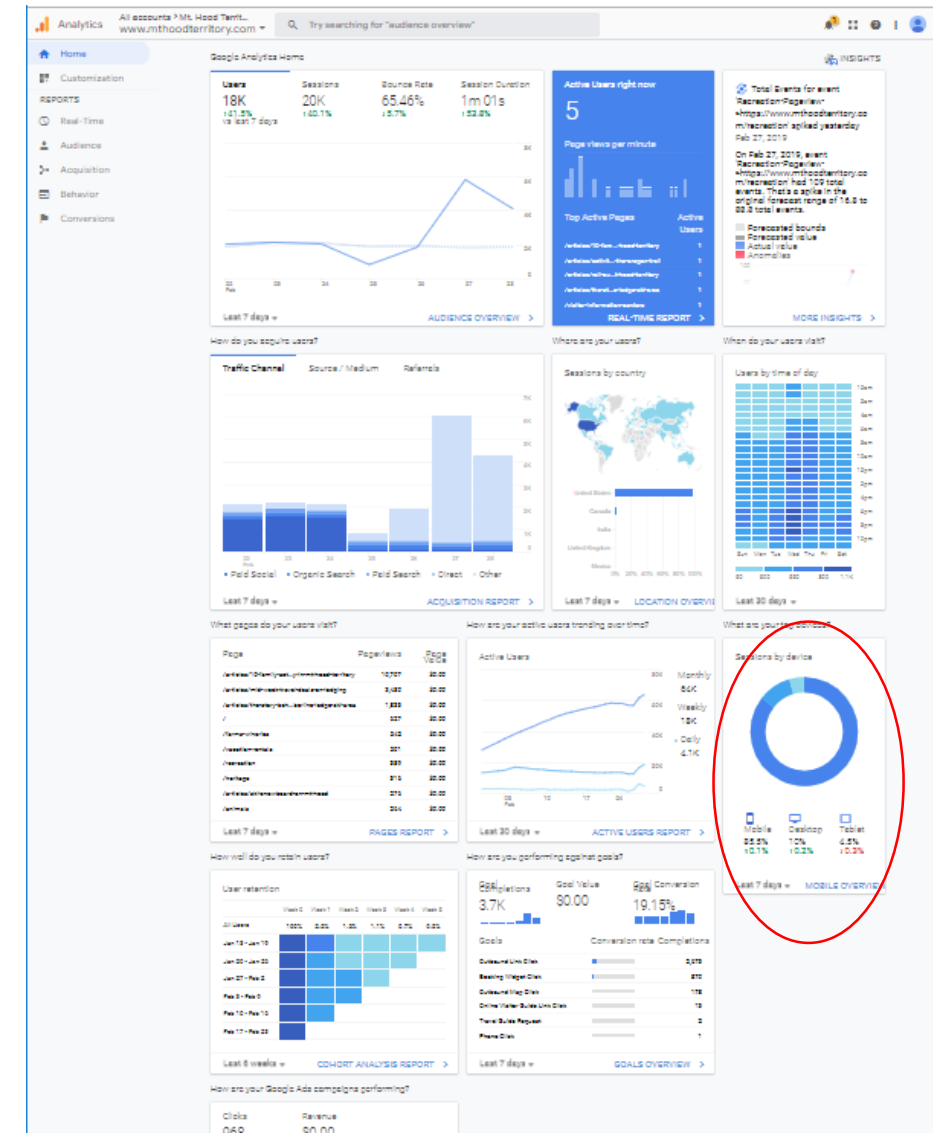
When do your users visit?

Users by time of day



Last 30 days ▼

How Important is Mobile?



How Important is Mobile?

What are your top devices?

Sessions by device



Mobile

85.5%

↑0.1%



Desktop

10%

↑0.2%



Tablet

4.5%

↓0.3%

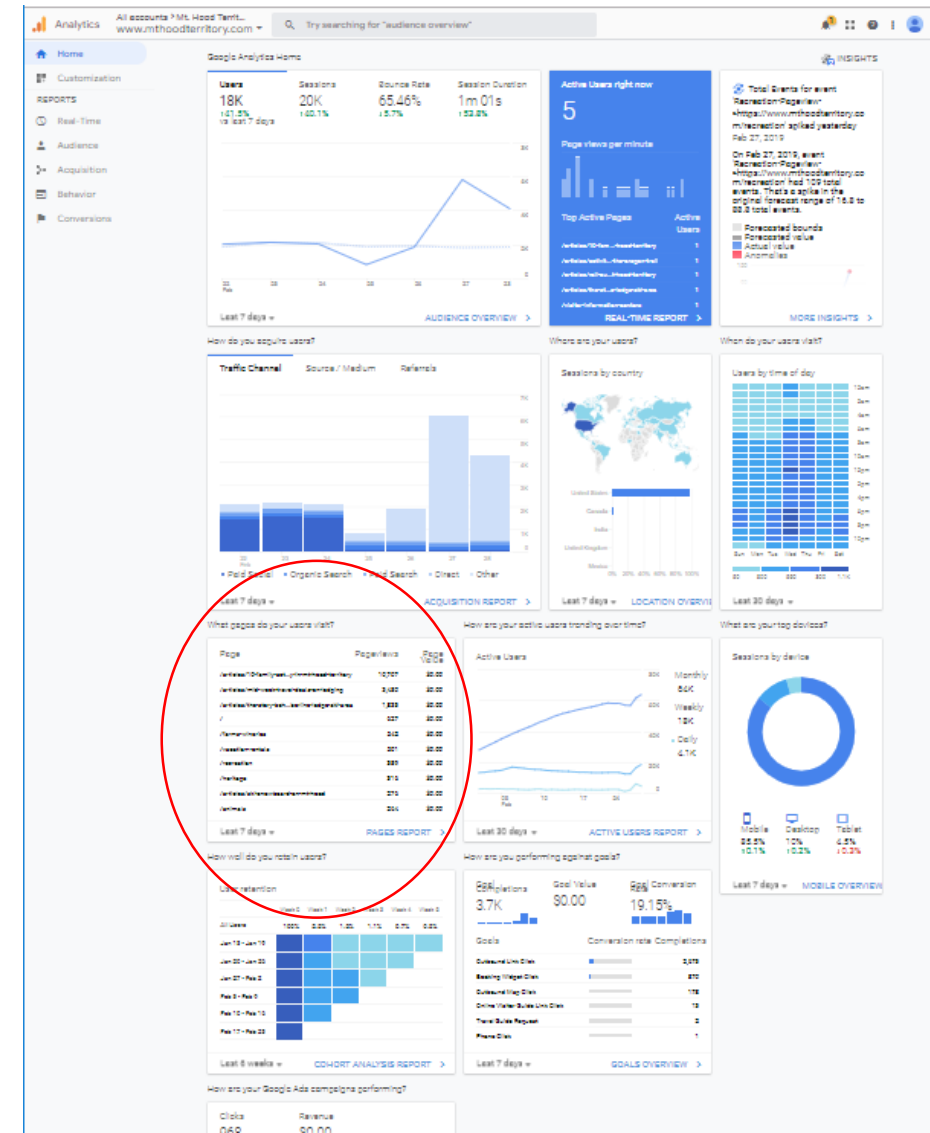
Last 7 days ▼

[MOBILE OVERVIEW](#) >



Audience a little clearer?

Where did they visit?





Where did they visit?

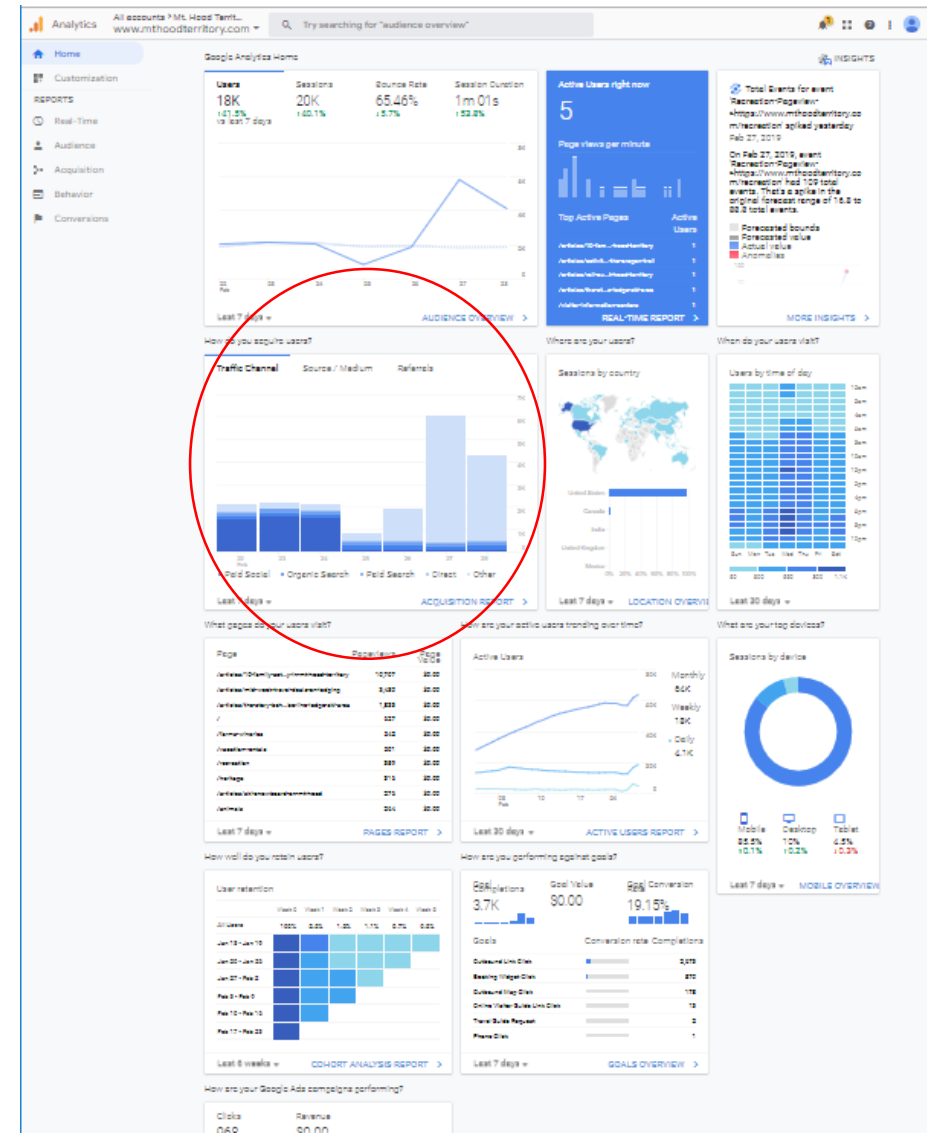
What pages do your users visit?

Page	Pageviews	Page Value
/articles/10-family-act...y-in-mt-hood-territory	10,707	\$0.00
/articles/mid-week-travel-deals-on-lodging	3,480	\$0.00
/articles/the-story-beh...berline-lodge-ski-area	1,833	\$0.00
/	627	\$0.00
/farms-wineries	542	\$0.00
/vacation-rentals	501	\$0.00
/recreation	389	\$0.00
/heritage	316	\$0.00
/articles/ski-snowboard-on-mt-hood	276	\$0.00
/animals	264	\$0.00

Last 7 days ▼

[PAGES REPORT](#) ➤

Why did they visit?

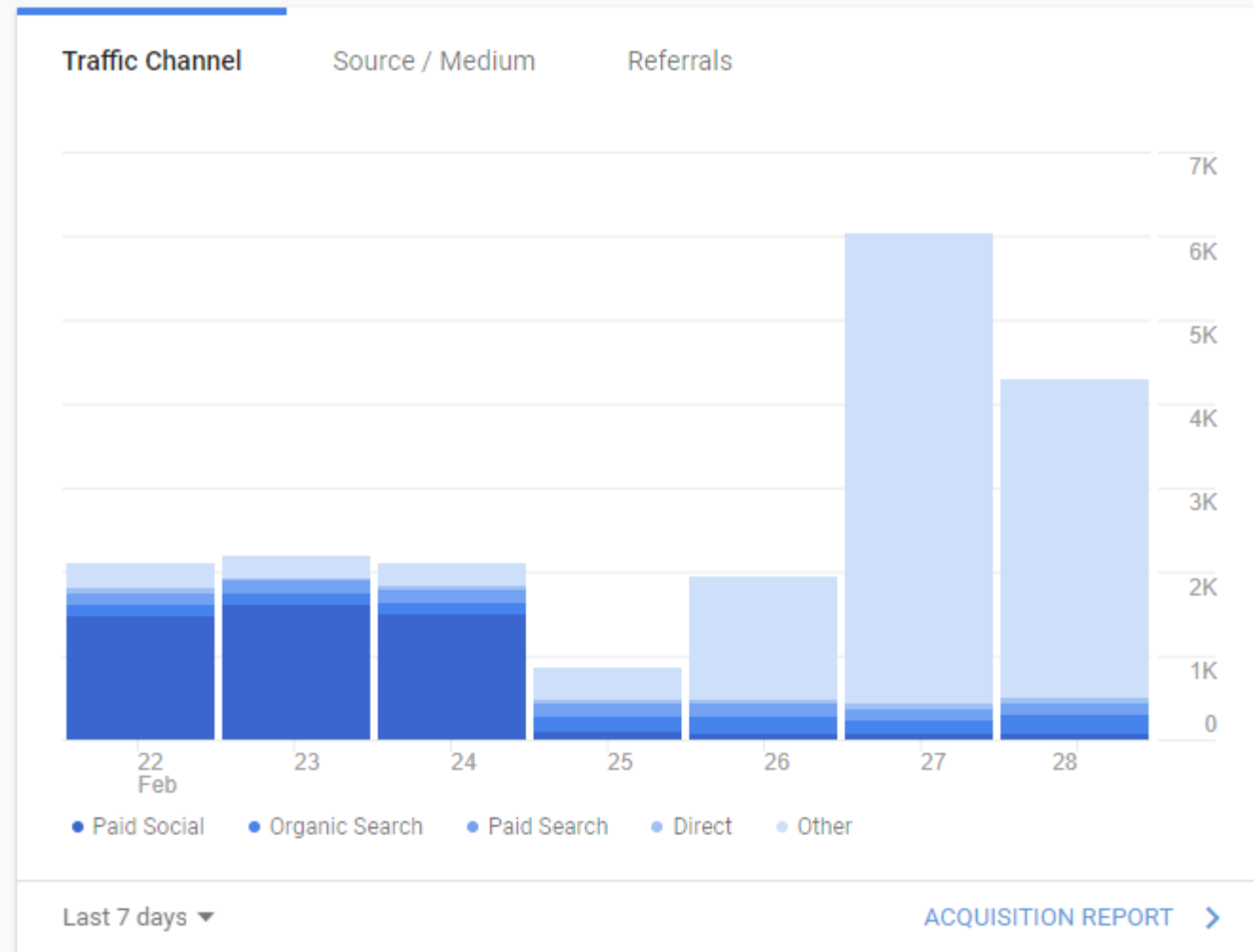




Now We Start to Understand
Who Is Our Visitor



How do you acquire users?



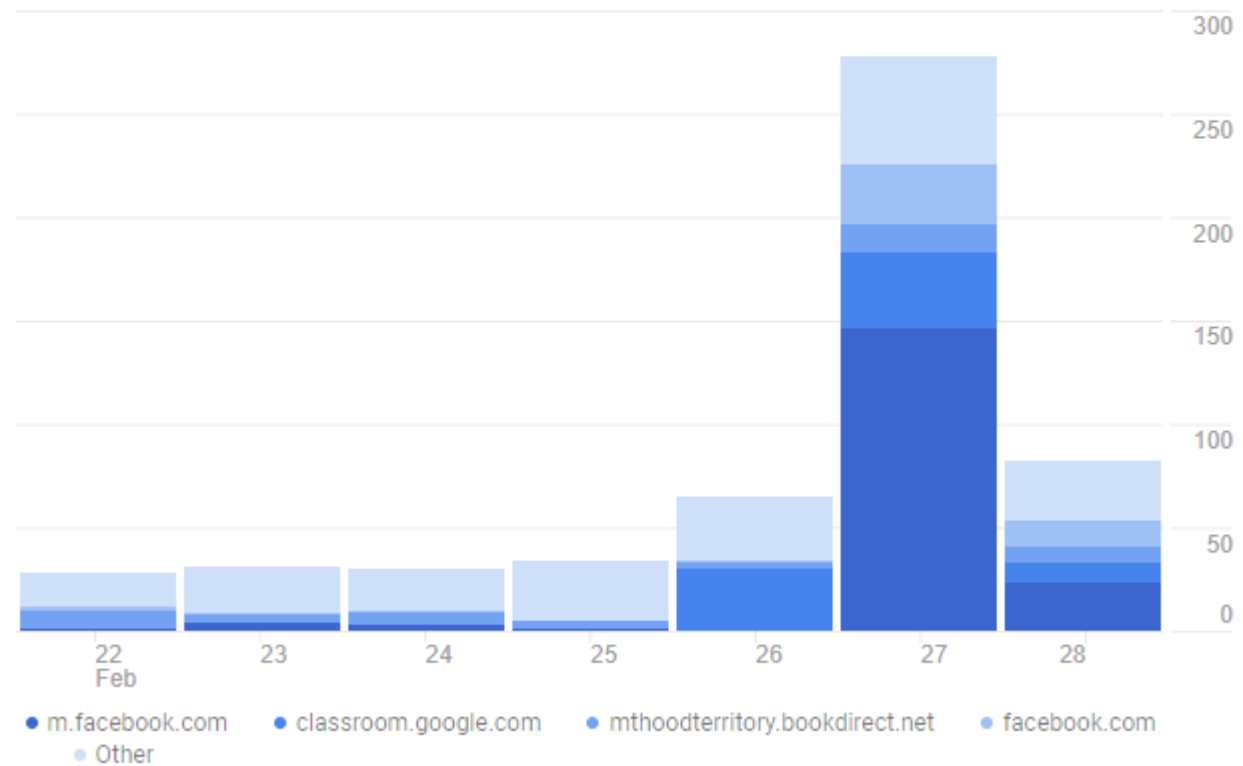


How do you acquire users?

Traffic Channel

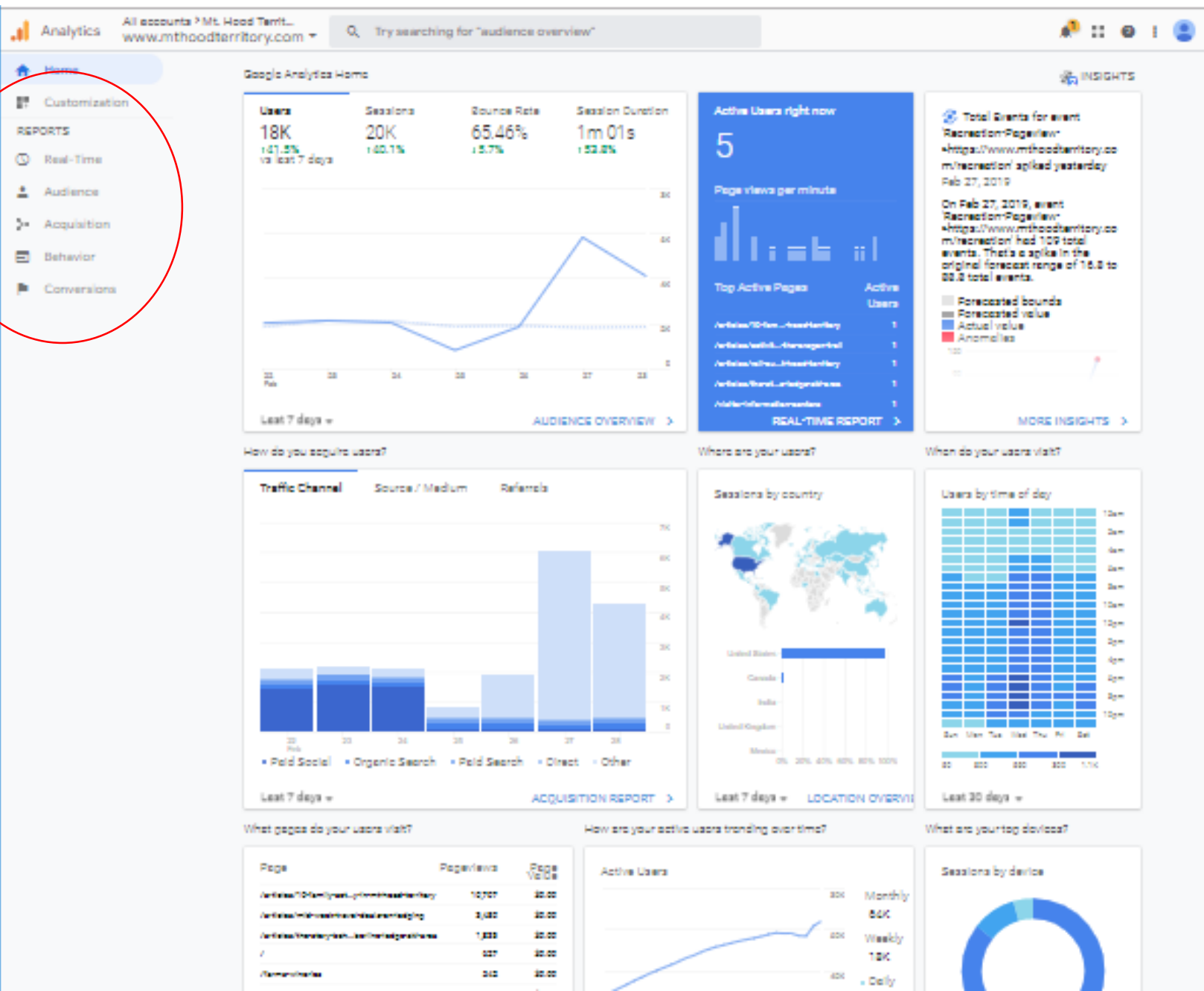
Source / Medium

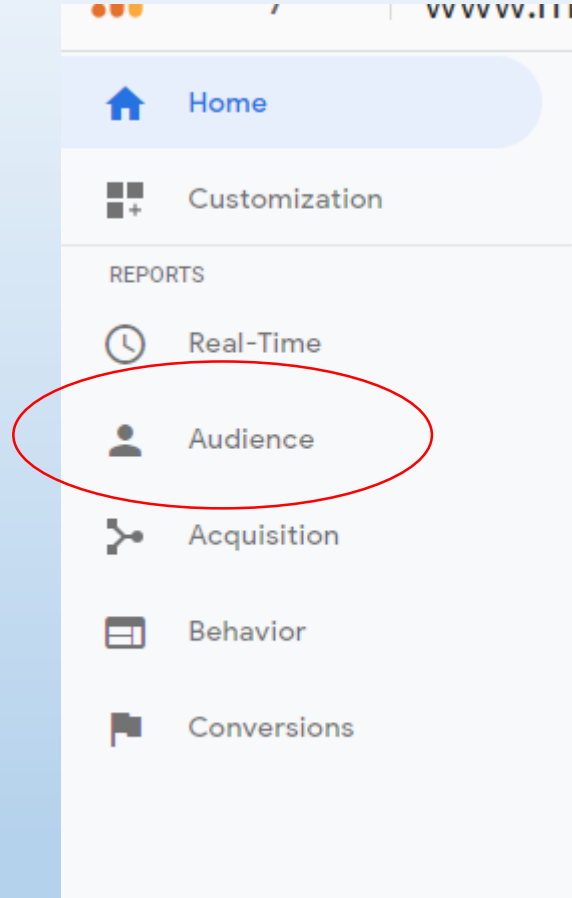
Referrals

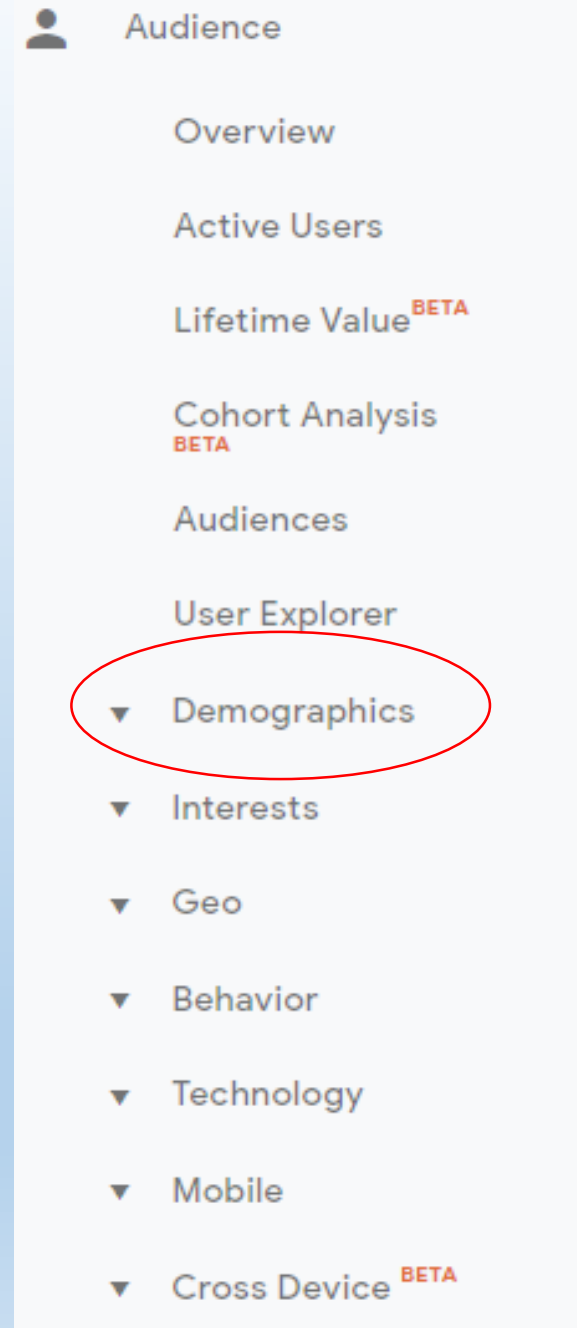
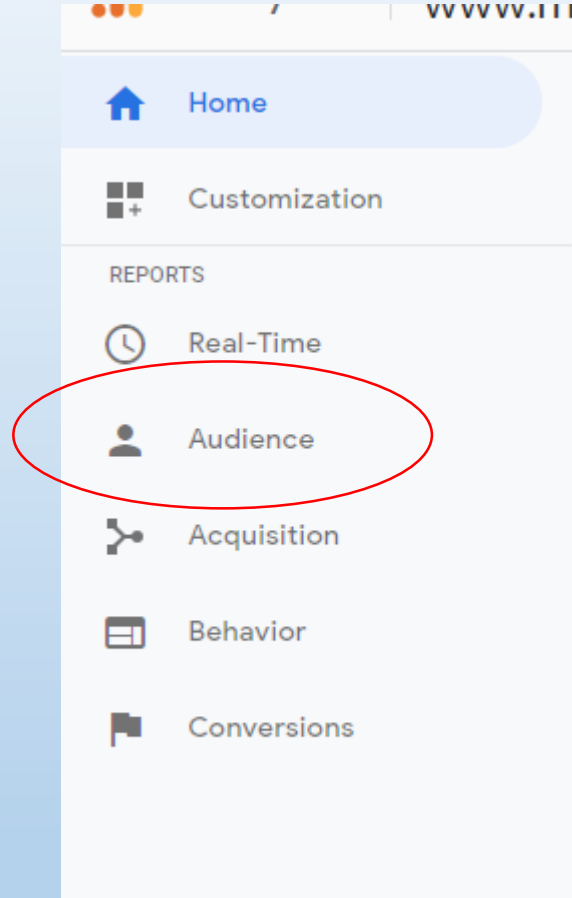


Last 7 days ▼

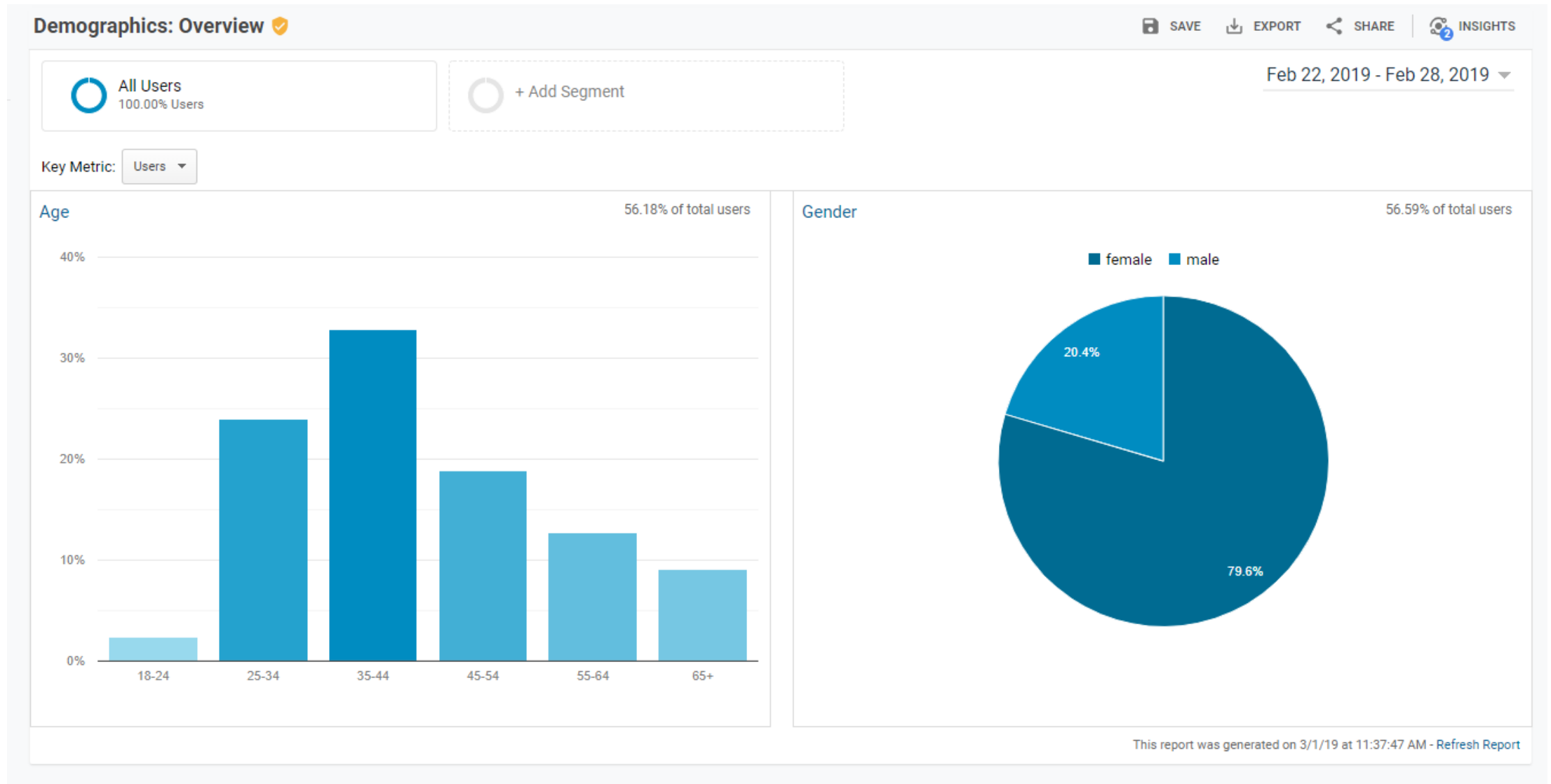
[ACQUISITION REPORT](#) >



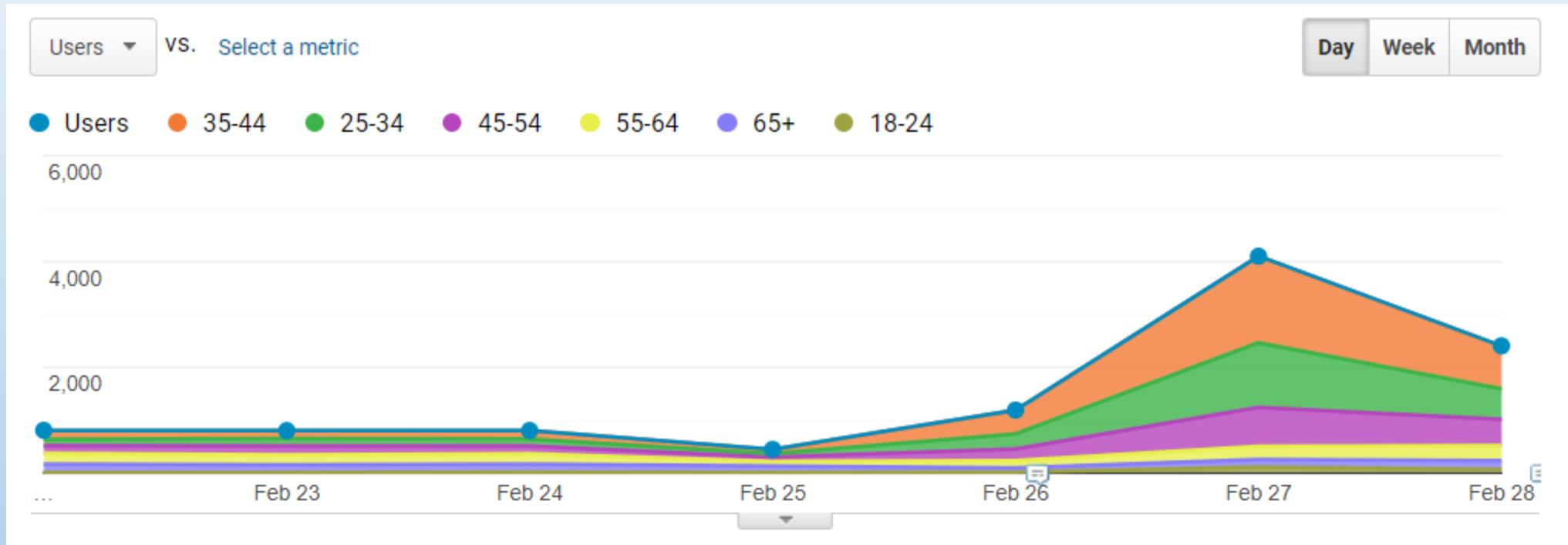




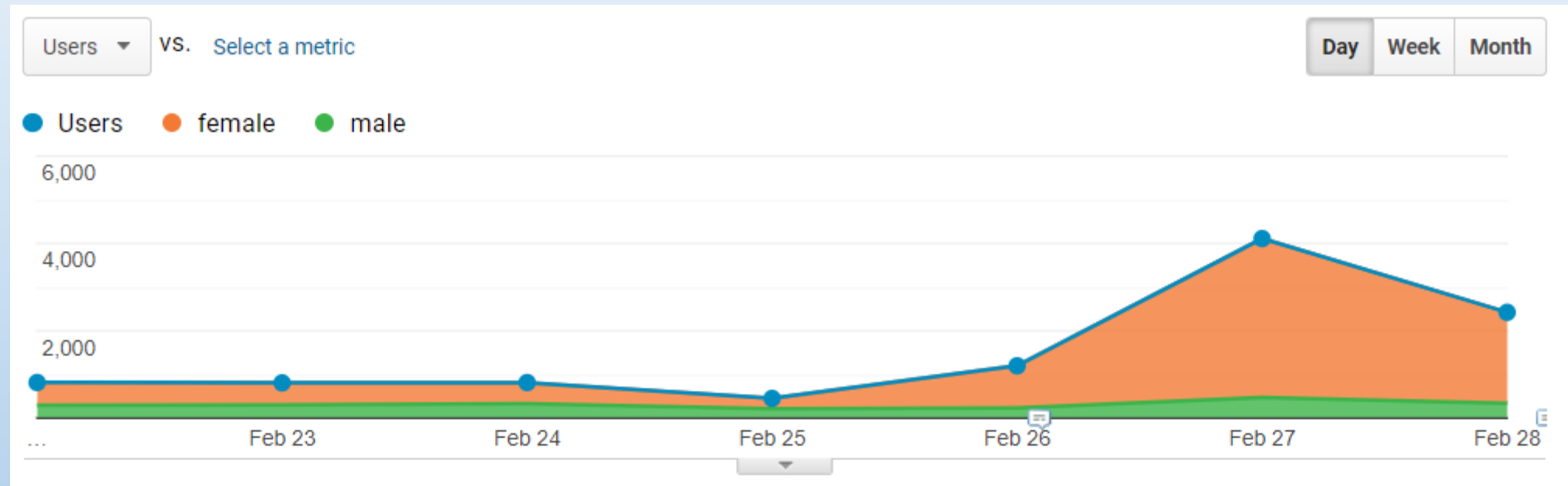
Demographics Overview

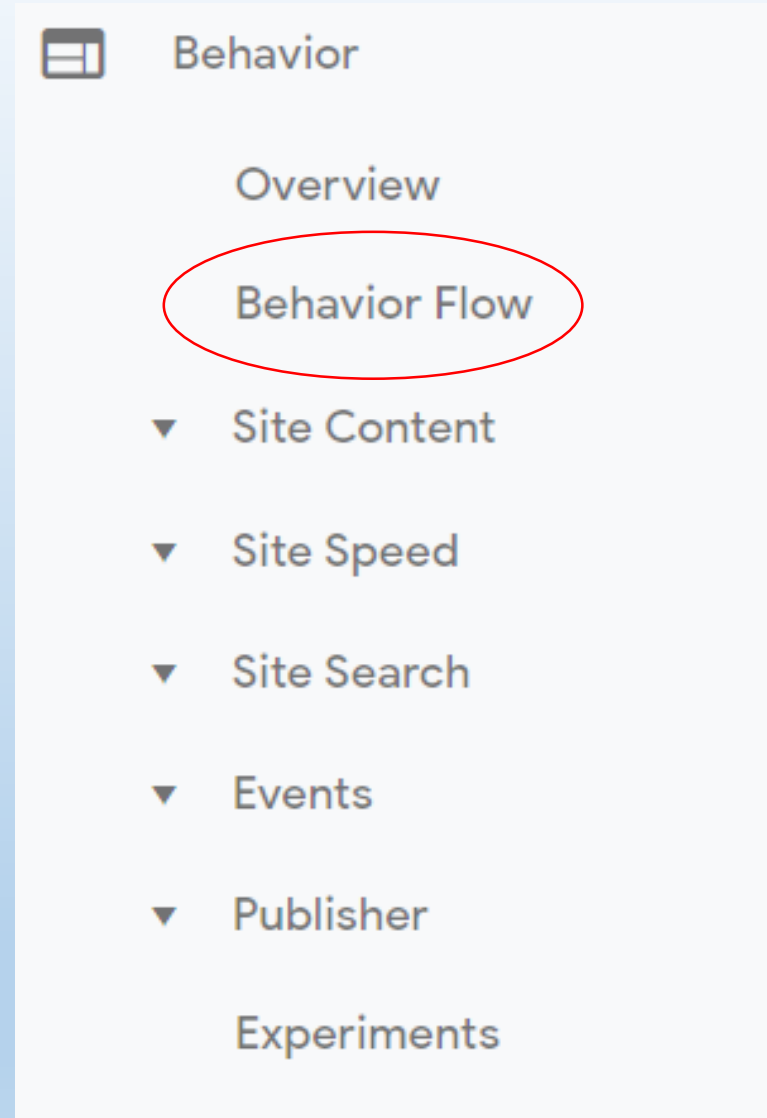
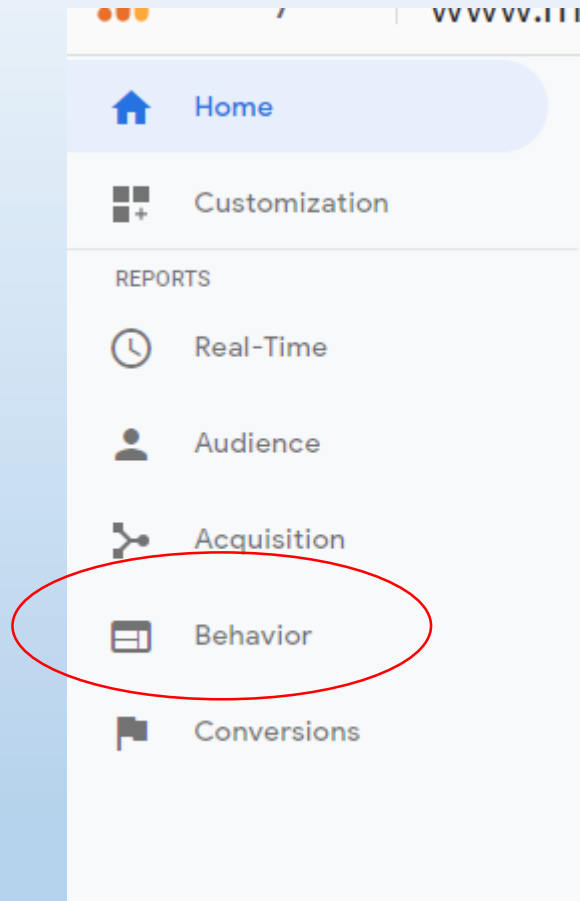


Demographics Overview



Demographics Overview





Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

Insights(2)

All Users
100.00% Sessions

+ Add Segment



Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

Insights(2)



All Users
100.00% Sessions



+ Add Segment

Landing Page ▾ ⚙

→ /articles/1...-territory
9.4K

→ /articles/m...on-lodging
3.3K

→ /articles/t...e-ski-area
1.7K

→ /
434

→ /farms-wineries
416

→ ...
4.2K

Starting pages
19K sessions, 18K drop-offs

→ /articles/1...-territory
9.5K

→ /articles/m...on-lodging
3.3K

→ /articles/t...e-ski-area
2K

→ /
696

→ /farms-wineries
420

→ (>100 more pages)
3.5K

1st Interaction
1.2K sessions, 470 drop-offs

→ /recreation
191

→ /
106

→ /articles
89

→ /places-to-stay
71

→ /articles/t...ood-resort
57

→ (59 more pages)
641

2nd Interaction
685 sessions, 384 drop-offs

→ /
86

→ /other-outd...activities
75

→ /articles/1...-territory
74

→ /farms-wineries
32

→ /vacation-rentals
31

→ (83 more pages)
387

3rd Interaction
301 sessions

→ /recreation
53

→ /
28

→ /articles
24

→ /login
17

→ /farms-wineries
16

→ (43 more pages)
163

Behavior Flow

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

Insights(2)



All Users
100.00% Sessions



+ Add Segment

Landing Page ▾



→ /articles/1...-territory
9.4K

→ /articles/m...on-lodging
3.3K

→ /articles/t...e-ski-area
1.7K

→ /
434

→ /farms-wineries
416

→ ...
4.2K

Customize Dimension Items



Landing Page ▾

Enter up to 5 items

Match type

Expression

Name (optional)

+ Add an item

Apply

Cancel

Reset

2nd Interaction



685 sessions, 384 drop-offs

→ /
86

→ /other-outd...activities
75

→ /articles/1...-territory
74

→ /farms-wineries
32

→ /vacation-rentals
31

→ (83 more pages)
387

3rd Interaction

301 sessions

→ /recreat
53

→ /
28

→ /articles
24

→ /login
17

→ /farms-
16

→ (43 mor
163

Behavior Flow

Feb 22, 2019 - Feb 28, 2019

Automatically Grouped Pages ▾ Level of Detail ▾ Export ▾

Insights(2)



All Users
100.00% Sessions



+ Add Segment

Starting pages
9.4K sessions, 9.1K drop-offs

1st Interaction
252 sessions, 106 drop-offs

2nd Interaction
146 sessions, 87 drop-offs

3rd Interaction
59 sessions, 26 drop-offs

4th Interaction
33 sessions, 20 drop-offs



articles/10...-territory
9.4K

/recreation
95

/articles/o...-territory
18

/articles/t...ood-resort
17

/vacation-rentals
15

/bed-breakfast
12

(28 more pages)
95

/articles/1...-territory
63

/other-outd...activities
58

/recreation
4

/indoor-recreation
3

/parks
2

(15 more pages)
16

/recreation
21

/articles/1...-territory
9

/articles/m...the-summer
4

/other-outd...activities
4

/oregon-tra...ivity-book
3

(16 more pages)
18

/articles/1...
11

/other-outd...
6

/recreation
3

/biking
2

/farms-win
2

(9 more pa
9

events
2

vacation-rentals
1



Vision is much clearer now?

Any Questions?