



AWA

The Advanced Guide to Google Analytics for better CRO results

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Introduction

Google Analytics (GA) is a massive topic, constantly evolving, part of an ever changing ecosystem of integrations, add ons, upgrades and complementary tools.

This ebook has been put together with this in mind: regardless of the state of GA in the future, or new features and reports, this guide is designed to remain relevant.

This eBook is intended for:

- Managers or Heads of Ecommerce to be an introduction to using GA for optimisation. This may be a primer for an upcoming project or a sanity check to ensure their existing team/project includes these recommendations.
- Optimisers whose GA skills may not be advanced or want to make a business case for expanding GA.
- Junior members of an ecommerce team who may be looking for a resource for themselves or the team.

AWA digital specialise in GA and CRO for ecommerce websites, which is reflected in this guide. That said, you can apply the concepts to any market.

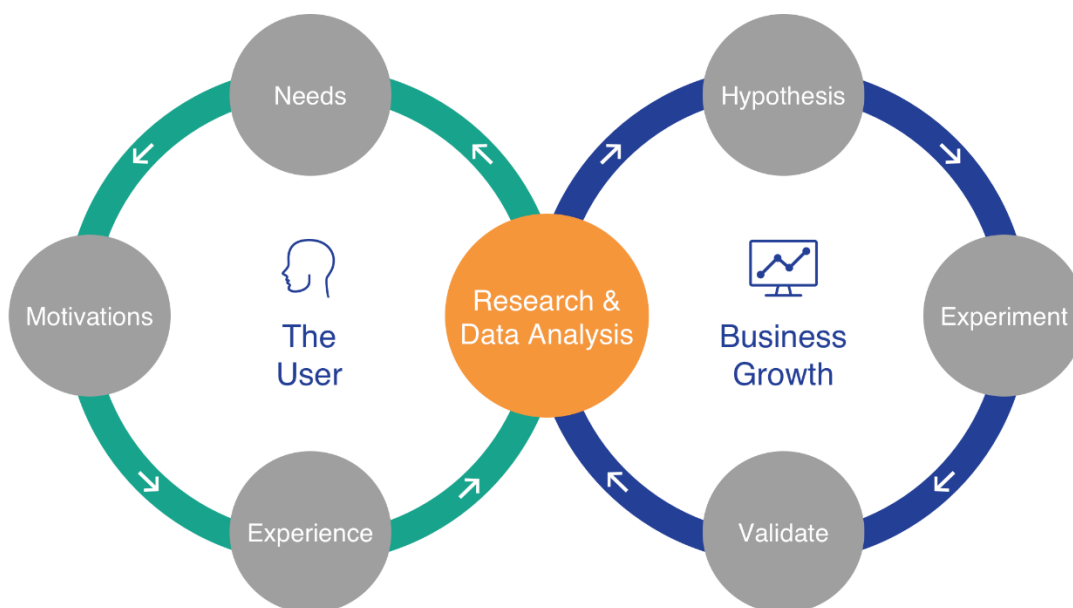


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Where does analytics fit into a testing program?

GA is, unfortunately, often reduced to a data source for turning out often unread reports. Reporting based on habit, lacking focus.

In contrast, successful CRO projects rely on GA to drive growth through measurement.



The image above illustrates our testing methodology at AWA digital.

From that orange circle in the centre, you'll see that Research & Data Analysis are at the heart of our process. While in reality it's more nuanced, it relies on two categories - *quantitative* and *qualitative* data sources.

Very broadly *quantitative* measures; *qualitative* describes.

Qualitative research can be done in a number of ways, most involve speaking to users in some way hence the commonly used term *voice of customer* data. *Quantitative* data comes from a number of sources, most frequently a web analytics platform and that platform will most likely be GA. Quantcast's review of the top 100k most trafficked websites found that 67% use GA.

GA provides core insights and data for the other links in the chain above - *Needs, Hypotheses, Experience and Validate*. GA is equally fundamental to post-test evaluation.

In the context of optimisation, you'll find GA generally used in one of three ways:

- 1 Pre-testing: Identify opportunities for further analysis. For example, GA shows lots of users dropping out of a purchase journey. This is an opportunity that can be illuminated with additional data, typically voice of customer data. It's often said that GA identifies the *what*, *where* and *when*; voice of customer reveals the *why*. Knowing that something is wrong is not enough. Knowing what's behind it means you can target it more precisely.
- 2 Pre-testing: Quantify opportunities discovered elsewhere. Let's say usability testing flagged an issue with site search. GA can add behavioural and revenue data to help determine opportunity size.
- 3 Post-testing: Build a complete picture of how user behaviour changed in the test variations compared to the control.

Summary:

GA shows the what, the where and how much; voice of customer (VOC) tends to add the why. In other words, GA provides the quantitative data; VOC leans more toward the qualitative. In the ideal CRO world you want to join these different perspectives to form a rich picture of potential improvements.

Pre-testing, GA highlights not only where opportunities are but also how valuable they might be. It plays a central role in prioritisation, which means you can optimise things that will actually make a difference to your bottom line.

Post-testing, GA is used to measure the impact of the test in far richer detail than the testing platform is able to provide. By integrating GA with your split tests, you can track metrics throughout the entire funnel across the segments that may be of interest to you.

Using Google Analytics for CRO

Your GA account is probably broken

Chances are your GA account is configured incorrectly. 95% of installations are faulty so, unless you've double checked yours recently, don't be too sure you can trust all the data. Before you start optimising, make sure the picture you paint with GA is accurate and complete.

If your data is inaccurate you risk:

- Pursuing incorrect hypotheses due to flawed data.
- Implementing negative test variations
- The impact of your testing program not being measured or being measured incorrectly
- If there are basic UX issues or site errors you could be limiting the gains from any positive tests. For example, let's say your site is broken in some browsers. If those browsers are part of a winning test then the size of the win is reduced.

These are solely the issues that directly impact CRO. In fact the consequences of inaccurate data are far-reaching and could impact your entire digital strategy.

If your data collection is flawed, incorrect data will permeate throughout your GA account and all levels of your business and online marketing strategy. Clearly, this is a financial risk that should not be ignored.

This stage is also the perfect opportunity to clean up your data and make sure you're tracking the correct users and, for that matter, the correct website and not the development site, for example. (You'll be surprised) Have you blocked internal IPs? External agencies? Are test transactions polluting your ecommerce data? Do you exclude data from countries you do not trade in?

Next step is to create a measurement plan which translates business goals and objectives into a list of user behaviours or site features that are tracked and measured.

In the same way that your ecommerce platform has been tailored to your business, with your categorisation, product images, product description etc, your analytics account should become your bespoke measurement tool. The default configuration of GA will be of limited value.

A simple way to start is to review your site structure. Most ecommerce websites will break down as follows:

- Homepage
- Category page
- Sub-category page

- Product list page (PLP)
- Product display page (PDP)
- Basket
- Checkout (multi-step)
- Confirmation page

Go through each section - what can a user do at each level of the site?
Is it tracked? Should it be tracked? What is the value of that feature?
What happens if we increase or decrease usage of that feature?

So, make sure your analytics tool is working properly **and** configured to collect the data you need to run an effective CRO program.

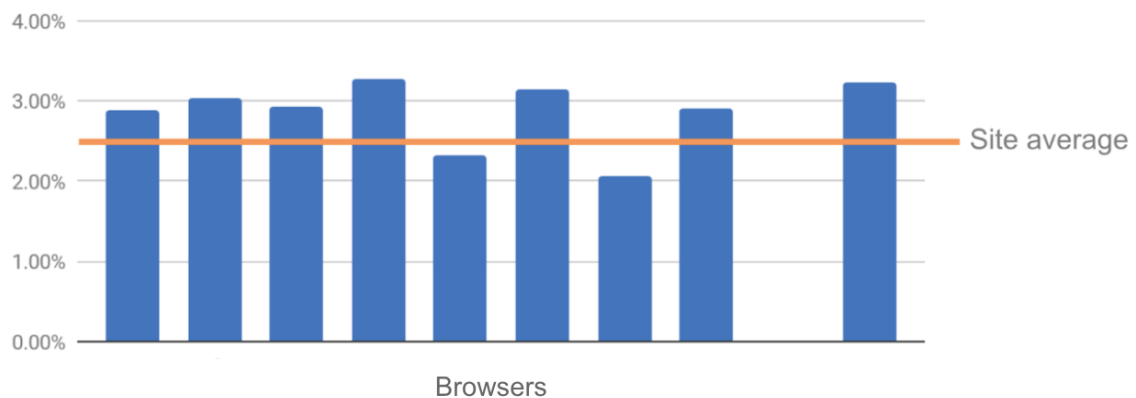
Key takeaway

Before you optimise, invest in your analytics, audit and fix any problems. After your audit, make sure you're measuring everything you need to inform, validate and track a testing program. View your analytics as a constantly evolving resource that needs attention to keep it on track.

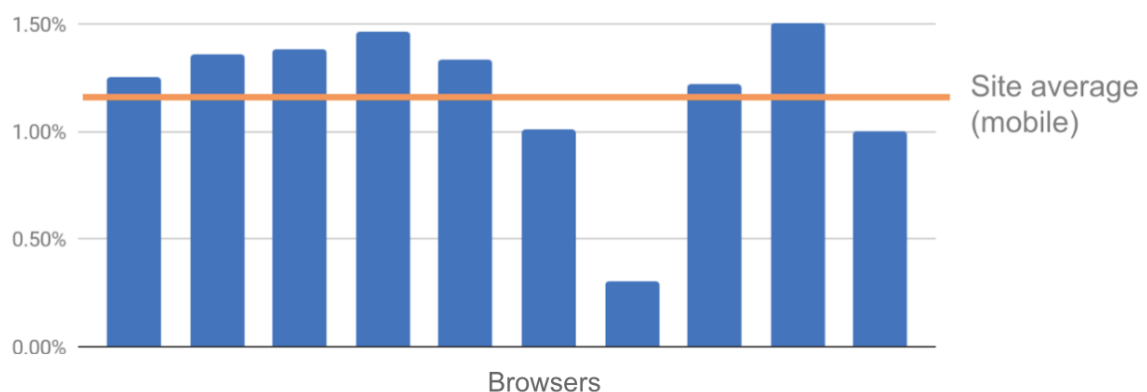
Make an impact now and just do it

You may come across things that are broken. These are rarely tested and instead just fixed the issues are categorised as just do it (or JDI)!

Here's a real example:



The chart shows monthly conversion rates of browsers used on desktop. Each browser had at least 200k users for the month, a sample size large enough to act upon. That gap represents a browser with no conversions. This is just the top ten most popular browsers. **In total there were 7 browsers broken on desktop.**



Monthly conversion rate of browsers used on mobiles. Each browser here had at least 100k users for the time period we looked at (one month). Not quite as alarming as the first but it still highlights an underperforming

browser in the Top 10. There were another 2 similarly underperforming browsers outside the Top 10.

Upon further investigation, each browser was found to have issues that either completely blocked transactions or made it very difficult.

To get a rough idea of what this is costing you, do some basic napkin math and apply the site average conversion rate and AOV to the underperforming browsers.

In this case, our client was losing up to **£500k per month** due to basic browser compatibility issues.

You can check yours by following the same, relatively simple, segmentation hierarchy:

- Device > OS > Browser > Version

Note: 'Version' is needed for browsers like IE, where different browser versions can exhibit remarkably different behaviour.

Here's what you can do today:

- What are your most popular browsers by device? Find out and make a transaction on each.
- Does your site display and function as expected across each major browser on each device? Can you use it easily across all devices? Can you use the site features and read the site copy? Are interactions on mobile optimised for the small screen?
- Load times - how do they compare per device and per browser? How have they changed over time?

- Review browser performance in GA. Any gaps in revenue, start investigating them first.
- What part of the user journey is broken on each device?
- What is the user journey drop off per device / browser?

Don't assume that your customers will tell you this - our experience is that they don't. Find out for yourself.

Look out for data that just looks wrong, or out of place. Metrics that are way off the site average. As with the example graphs above, missing data that indicate a blocked journey or funnel. How do key segments perform - as expected, or is there something odd?

In addition to making an instant impact, this approach can also feed into your testing and implementation program, because it raises questions to explore via other methodologies. By triangulating GA with data points from other tools, you can uncover new test ideas or rank existing ones.

Key takeaway

Make an impact now! Add revenue to your bottom line before you've even tested by analysing key GA reports and placing test transactions to identify obviously broken parts of the user journey. The resulting gains from your testing program will be even greater!

Make an impact now and just do it

GA is an important source of insight for CRO, but it's only one piece of the puzzle. It's good practice to balance this quantitative perspective with a qualitative view. The two work hand in hand: whereas quantitative shows you what is happening, qualitative data will fill in the why. GA can be used to prioritise other data, or to point you in the right direction for further investigation.

Our methodology uses the following core analysis and research methods:

- Usability testing
- Heatmap / click analysis
- Session replay
- Onsite polls
- Email surveys
- Heuristic evaluation

Once any broken areas of the site are fixed, GA takes centre stage in identifying other areas of interest.

To see how you can use these qualitative research methods alongside GA, also read the following ebooks:

- [How to Use Heatmaps to Increase Your Conversion Rate](#)
- [How to Use Usability Testing to Increase Your Conversion Rate](#)

- [How to Use A Copy Review To Increase Your Conversion Rate](#)

Key takeaway

Don't use GA on its own, don't use other tools without GA.
Use GA to help triangulate the issues and validate opportunities.

Make an impact now and just do it

We're often approached by people who are concerned about their aggregate site conversion rate. "Our conversion rate is 1.29% - help!"

Without context, this is not of much use. There is no such thing as an average user. Each segment behaves in a different way and converts at different rates. Some segments may never convert. None of this can be determined by a high-level average.

More helpful questions would be: can we identify an underperforming channel, device or user segment, or one that has suffered a downturn in conversion rate? In the table below that shows conversion rate by traffic sources, analysis flags the paid channel, which turned out to be underperforming due to mismatched landing pages. This means that the Adwords ad copy did not match the content of the landing page, leading users to think they had arrived in the wrong place.

- Organic 1.33%
- Paid 0.89%
- Email 1.45%
- Direct 1.48%

Where all other conversion rates had been fairly stable, there was a clear drop in Paid over time. This could only be identified and resolved with segmentation of the average.

One last real-world example: GA shows a site-wide bounce rate of 37.5%. On its own, not very helpful. Perhaps looking at it over time there may be some pattern, but even then how actionable is this? Segmented by page type you see the following:

- Homepage 37%
- Category pages 60%
- Product listing pages 30%
- Product detail pages 22%

Does anything jump out at you?

Clearly *Category pages* are candidates for further investigation.

Averages can be used to spot high-level trends, but to get actionable data, use:

- Built in segments
- Custom segments
- Report dimension drilldowns
- Secondary dimensions (+ tertiary dimensions + quaternary dimensions)
- Filters

Some core segments that always make an appearance in our optimisation projects are:

- Device
- Browser
- New vs. returning
- Customer vs. prospect
- Whale vs. minnow (splitting users out by spend)

Combine the segmentation methods to drill down to very tightly defined segments - this is how you identify issues to just fix (JDIs) and wider testing opportunities.

Key takeaway

Segment! Segment! Segment!

There is no such thing as an average user. Actionable details are hidden in segments. Caveat: keep an eye on sample sizes - see Is what matters significant? further down.

Measure what matters

You can build reports to track and measure almost everything that happens around your site. But just because something can be measured, should it be measured?

Consider the reports you currently look at. When the KPIs change, what are you going to do about it? If the answer is 'nothing', you can probably stop reporting on it.

To increase the value you offer to your project and team, to increase your own efficiency and productivity, bring some focus to your reporting. Align your reports and everything you track with business goals. Understand how it fits in with the broader business picture. If it doesn't fit, don't bother.

Here's a useful framework to use for each metric or report:

- 1 I am measuring 'A'.
- 2 Its impact on the site is 'B'.
- 3 If it changes, our action is 'C'.

See how it forces you to think about being actionable?

Examples of good KPIs:

- Revenue Per User (RPU) (see section 'We don't actually optimise conversion rates')
- Conversion rate

- Average order value
- Revenue

Dimensions and metrics that help direct a testing program:

- Channel breakdown
- Device
- Browsers
- Bounce
- Landing / exit page

This isn't an exhaustive list, the point is think about what you're measuring and reporting - why are you measuring them? Can you improve them?

Out of the box GA's built in reports are powerful, but no two businesses are the same. Here are some sample customisation considerations:

- If you have a homepage carousel, do users interact with it? If they do, do they take the desired action? What revenue can be attributed to this interaction?
- Filters and sorting options on a product list page are sometimes just a default inclusion on the page. Which ones are being used? Are they displayed in any prioritised order?
- On the product detail page, how do users interact with all the images? If you have tabbed content, how often is it viewed? Does the information lead to more sales?

- Conversely, are users interacting with any site element which seems to be negatively impacting their journey?

A customised measurement strategy that aligns your business goals with on-site tracking can help you in a number of ways:

- Make informed decisions about site features, because you know usage and value. The alternative is guesswork.
- Post-test, when analysing performance, how did user behaviour change?
- Micro-conversions early in the funnel lead users to macro-conversions. If you're not measuring them, you don't know what impact they are having. You could have a site feature that, when used, increases conversion. A potential test hypothesis here could be to direct more users to use the feature and see what impact it has. Of course the opposite could be true - what's on your site that's detrimental to conversion? If you don't measure it, you won't know if it's worth testing or whether changes to it had an impact.

Aligning your business goals with on-site tracking should be led by your measurement plan.

Key takeaway

Focus on the KPIs and metrics that will drive growth in your business. Ignore competitors and industry benchmarks. To find actionable insights, split aggregates into meaningful segments.

Is what matters significant?

There is a downside to all this segmentation. When you start splitting up the audience in this way, sample sizes shrink. The smaller the sample, the more risky it is to draw inferences to extrapolate to the wider population.

A quick example. If you suspected that one of the browsers in the list was broken, which would you fix as a priority?

Audience browser usage (users per browser):

- Chrome: 450,000
- Safari: 250,000
- Firefox: 160,000
- Opera: 40,000

With a good sample size you can make inferences about the wider group of users. If it is too small you may encounter statistical noise in the data, rather than a real observation.

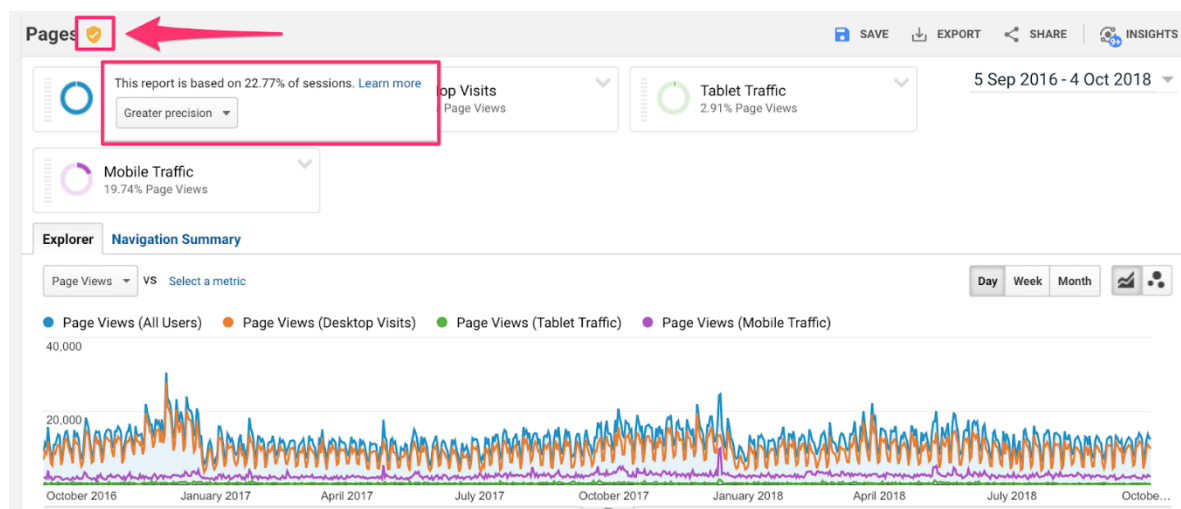
In this instance, the sample size happens to also be linked to investment - invest time and resources to fix a problem that is going to have maximum impact.

It's a far too common mistake to assign meaning to percentage changes in data without also looking at the underlying volume of data. Say GA shows clicks on a widget increasing by double digit percentage points over a given time period. Examining the data, it turns out this was never a well used

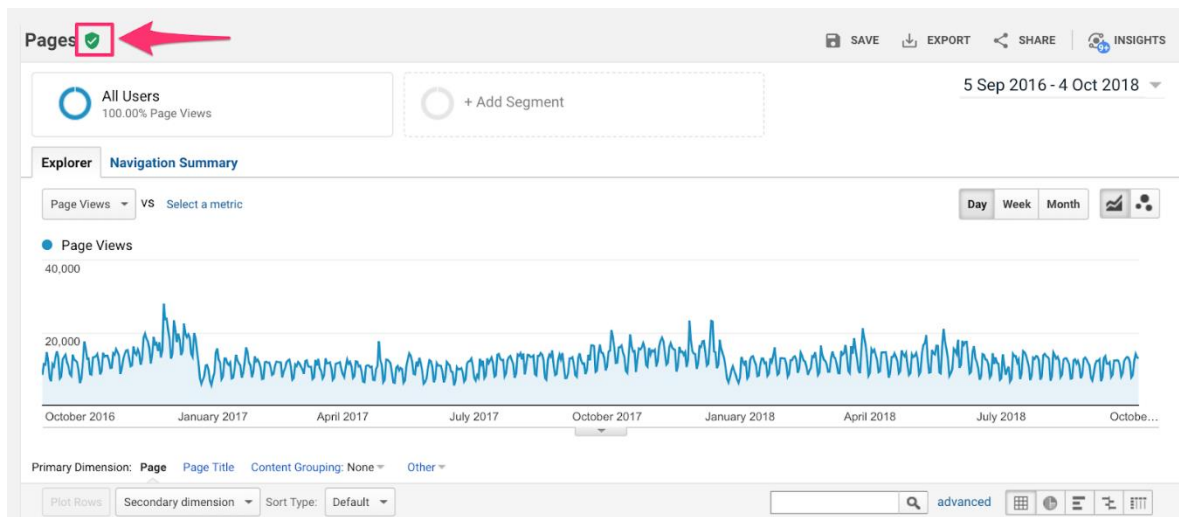
widget in the first place and the actual number of additional users was small. The change is insignificant and should not be the basis for any decisions.

Sample size has to be large enough to identify real trends rather than random blips in behaviour. This can lead to incorrect assumptions about the entire audience. If you look at a week's data and see a spike in revenue on a Friday, you won't conclude that Friday is your peak trading day and alter your strategy around it.

If you are using the free version of GA, and running large reports, GA itself will sample data to keep processing load down. You will know when your data is being sampled as you'll see this warning in your reports:



Sampled report shows an orange notification.



Unsampled report shows a green notification.

Also be careful when viewing secondary dimensions, check the site-wide significance of the reports you're looking at:

<input type="checkbox"/>	Page ?	Source ?	Page Views ? ↓
	All Users		9,194,294 % of Total: 99.98% (9,195,727)
	Desktop Visits		7,111,254 % of Total: 77.33% (9,195,727)
	Tablet Traffic		267,684 % of Total: 2.91% (9,195,727)
	Mobile Traffic		1,814,841 % of Total: 19.74% (9,195,727)
<input type="checkbox"/>	1. /home	google	
	All Users		1,044,055 (11.36%)
	Desktop Visits		646,841 (9.10%)
	Tablet Traffic		61,127 (22.84%)
	Mobile Traffic		336,087 (18.52%)
<input type="checkbox"/>	2. /home	(direct)	
	All Users		307,443 (3.34%)
	Desktop Visits		179,376 (2.52%)
	Tablet Traffic		13,920 (5.20%)
	Mobile Traffic		114,146 (6.29%)

The highlighted numbers show how that particular combination of dimension and metric breaks down and what proportion of overall site traffic are in that segment. The higher this number, the larger the segment meaning a greater number of the site's users.

Default GA sampling can be applied when:

- Looking at very large volumes of data
- Including a complex segment
- Adding a secondary dimension

- Viewing details reports such as Ecommerce Overview
- User flow reports

There are multiple methods of avoiding sampling. For example, use the API or access the reports you want in alternative ways, such as changing the date range or using a focused custom report.

Segmenting is encouraged, but keep in mind that it involves sampling. As you drill down and move further away from the complete data set, the risk of encountering sampling error is increased.

The smaller the sample, the greater the risk of it being less representative of the broader population. Err on the side of caution by not reading too much into smaller samples.

Key takeaway

Sampling can be introduced to your data in different ways. Always consider the sample size when drawing conclusions from Google Analytics.

Switch to user based metrics

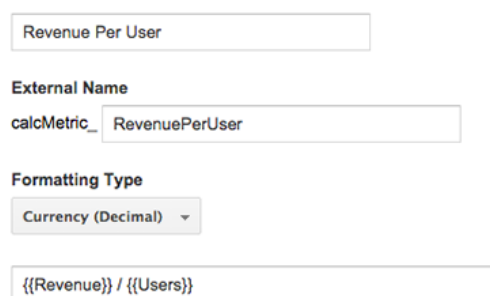
Historically GA has operated on sessions being the root metric which is used to calculate other key metrics in GA.

For example, ecommerce conversion rate is based on sessions by default. The problem with that is a single user can generate multiple sessions before they buy. So it doesn't show you what percentage of people are buying your products, but rather what percentage of sessions result in a purchase.

Most ecommerce transactions require multiple sessions before a purchase so session-level data may be inherently misleading. A single session conversion is unusual and, by using session based conversion rates, each session is treated equally when there was never any chance that early sessions would convert.

The user-based approach wraps all sessions together and tells you how many users converted. This also ties into the user-based model that most popular split testing tools use.

For both standard Google Analytics and Google Analytics 360 (the paid-for version of GA) you can define your own user-based conversion rate via a calculated metric.



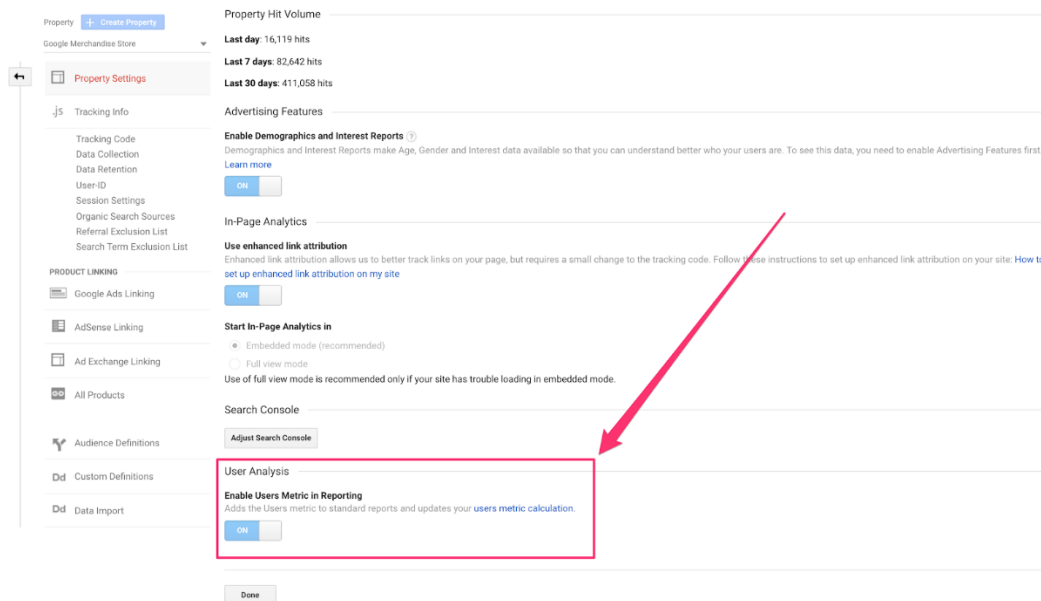
The image shows a screenshot of the Google Analytics custom metric configuration interface. It includes the following fields and options:

- Revenue Per User** (Metric Name)
- External Name**: calcMetric_ RevenuePerUser
- Formatting Type**: Currency (Decimal)
- Formula**: {{Revenue}} / {{Users}}

Defining a custom metric in GA

User-based metrics also allow for advanced analysis, for example buying frequency, time to purchase and so on. All of which can be looked at alongside conversion rate to build a more accurate and insightful model of user behaviour.

You can also change your primary metric in GA from sessions to users. This is done in the property settings section in your admin panel, see below:



Enabling this option reorders all reports to be focused on users, not sessions. This switches focus to the actual users using your site and more accurately reflects your audience.

You can undo this if you want - no underlying data is changed.

Key takeaway

Focus on user-based metrics, such as user conversion rate, to determine how many people actually buy, rather than how many sessions result in a conversion.

Why Conversion Rate Optimisation is a misnomer

Would you rather have a higher conversion rate or more revenue? Here's a hint: you can't bank conversion rate.

A higher conversion rate doesn't necessarily equate to more revenue. In fact, quite the opposite is often true.

Conversion rate may not be the best primary KPI because:

- A rising conversion rate does not mean you're making more money; a falling conversion rate does not mean you're losing money.
- Aggregate conversion rate treats all traffic the same and assumes that all visitors are likely buyers. This is not the case. Just think how many non-purchase related reasons a user may have to visit your site. You don't want to include these in your KPI.
- Conversion rates by segment will differ. New vs returning, channel, device type are all segments that could have hugely different conversion rates. A figure that includes all of these groups is meaningless.
- Conversion rate can mislead: increasing conversion rate in a declining market may not reflect through to, for example, GA revenue data.

This is why our preference at AWA digital is to align KPIs with revenue, rather than conversion rate. Our objective is to get as close to revenue as possible. For this reason, our preferred metric is Revenue per User (RPU)

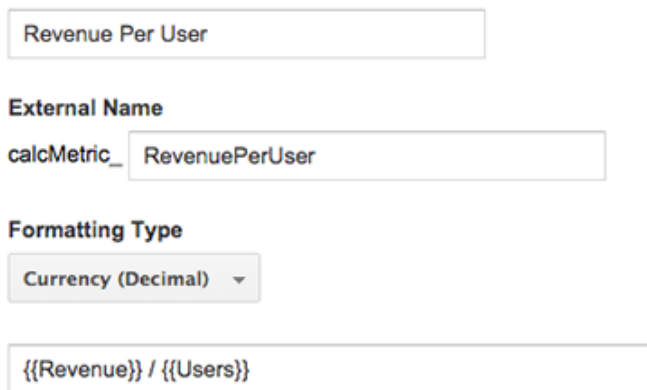
RPU or 'average revenue per user' (ARPU), is calculated by dividing revenue by users. Another name for this metric is Revenue per Visitor (RPV). It's a

semantic difference which also reflects naming convention within GA. In 2014 GA changed the name of the metric *Unique Visitors* to *Users*.

$$(Re / Us) = RPU$$

How to configure GA to measure RPU

By leveraging *Calculated Metrics* in GA, you can measure RPU and apply it to your day-to-day reports, custom reports and dashboards and split test result reports.



The screenshot shows the configuration for a calculated metric in Google Analytics. It includes a text input field for the metric name, a dropdown for the external name, a dropdown for the formatting type, and a text input field for the formula.

Revenue Per User

External Name
calcMetric_ RevenuePerUser

Formatting Type
Currency (Decimal) ▾

{{Revenue}} / {{Users}}

Above: RPU shown as a Google Analytics calculated metric

Despite our preference for RPU, there are instances where conversion rate is a valid metric.

Some examples:

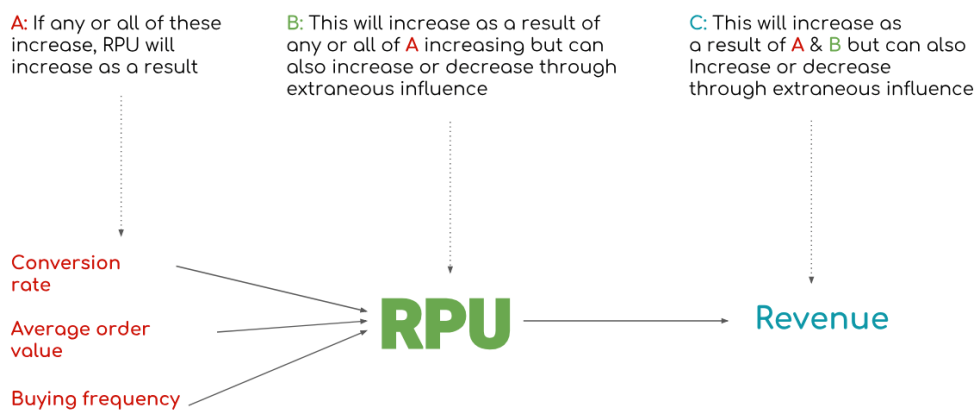
- A secondary metric for a test with RPU as a primary metric
- Acquisition channel analysis
- User type (new vs returning, whale vs. minnow, high value vs. low value, etc.)
- Landing page performance
- Lead generation

- Ecommerce sites where there are large variances in product price / revenue

Just as micro conversions (eg. click-through) can impact an overall macro conversion (eg. a sale), those larger conversions still drive RPU. in the absence of RPU, you could track a macro conversions, i.e. transactions, to get closer to revenue.

Even highly impactful testing campaigns can fall flat at the finish line when revenue increase cannot be linked back to conversion rate uplift due to a lack of clarity. Whilst conversion rate can struggle against extraneous noise, RPU, with a little help from its friends conversion rate, average spend and buying frequency can cut through it to show you are observing a real revenue increase?

Pad out testing programs with context metrics to answer why has conversion rate increased? Context metrics are secondary measurements for a split test. For example, user interactions with key site features should be tracked to understand how user behaviour has changed. If revenue has been lifted, let's establish the change that helped boost it. With this in mind, the diagram below illustrates how child metrics contribute to an overall lift in RPU, which in turn directly feeds hard top line revenue. Child metrics are the constituent metrics which are used to calculate the parent metric - this is illustrated below. Child metrics are in red, parent metric is in green.



Conclusion

Conversion rate has its place in your reporting dashboard, but be aware of its weaknesses. For all the hype around it, it may not be the best metric. RPU is a KPI that incorporates conversion rate, and is widely recognised by businesses as a measure of success.

Key takeaway

If possible, use a metric that is more closely tied to your bottom line: RPU.

The most valuable GA reports for CRO

These reports will help you identify where users are struggling and what the impact of those struggles is, both in terms of revenue and user behaviour. You can even quantify the potential uplift in revenue when the issue is addressed.

Once a split test has been run, review these reports segmented by test audience to evaluate the impact the test had on user behaviour and site performance. Segmenting by test audience will allow you to view the users that were included in the experiment. This will then be further segmented by which variation of the test they saw.

How you segment will depend on the testing platform you use and the integration method. This will most likely be via a custom dimension. You can segment with a custom dimension by applying a secondary dimension to any report, or creating a custom report based on the custom dimension.

First, to cover a couple of basics.

1 **Segments** (primary, secondary, tertiary etc.) – custom segments, built in segments

GA's default is to report data for the entire universe. This aggregate view hides important insights about your users and their behaviour. Segmentation lets you identify and isolate users of your site, based on their characteristics. This allows you to understand the value of these groups and how their

behaviour differs across the site. This is the starting point to optimising the site for your users.

Potentially valuable segments:

- Acquisition channel
- Device
- Browser / Browser version
- New vs. returning visitors
- Customers vs. non-customers
- High value vs. low value purchasers
- Users that completed specific actions on the site
- Users that visited a certain page
- Users that completed a specific series of actions
- Users / device who add to cart but don't convert
- Users / sessions with transactions
- Users / sessions with more than 1 transaction
- Device with transactions
- Lots of pageviews but no add to basket
- Landing followed by site search

These can be used on their own or combined together to make specific and complex segments. Use them as a starting point for your own custom segments.

For example, a custom segment can be created to identify users that have made a purchase and are high value. Then you may ask: What device did they use? What channel did they come from? Is there any on-site behaviour specific to this segment? In turn, this insight might lead you to test merchandising high value products to look-alike users.

Does any segment perform far outside site averages? Does the segment and date range represent a large enough sample size? Does the size and value of the segment justify further research and split test?

2 Goals

Goals are aligned to your KPIs, which should be aligned to your business goals. Whatever the action you want users to take on your site, generally the actions that impact your revenue, can be tracked with goals. By setting up goals, you can see at a glance how your users are behaving on site in relation to the actions you want them to take. These goals should be segmented to understand how different user groups behave differently.

Funnels - When defining goals above, the steps required to complete the goal can be tracked so that progression through the funnel can be measured. High volume drop off points along the funnel are obvious opportunities for further investigation and possibly testing.

Enhanced Ecommerce is an optional, but highly recommended, upgrade for Google Analytics. It provides detailed information about user behaviour and product performance early in the funnel and how this is impacting revenue. It broadens the insight opportunity for ecommerce websites from the 'thank you' page to sitewide. Enhanced Ecommerce provides as standard many

reports that would require a great deal of effort to create in standard ecommerce. For example:

- Product 'look-to-book' ratios
- Funnels
- Internal promotion measurement
- Better refund management
- And so on...

In *Enhanced Ecommerce* two additional standard reports become available - *Shopping Behaviour* and *Checkout Behaviour*. These are configured as part of the Enhanced Ecommerce upgrade. *Shopping Behaviour* shows end to end funnels with total sessions > sessions with product views > sessions with add to cart > sessions with checkout > sessions with transactions.

Checkout Behaviour, when configured, is a key user journey because intent to buy at this stage is high, so checkout drop off is expected to be minimal. This report expands the *sessions with checkout* stage above by mapping out the individual steps of the checkout process.

The aim of these reports is to provide a summary of user progression through the site and then a focused view of checkout progression. Blockages or friction in each journey can be easily identified. Further research, for example usability testing or surveys, can add an important context.

Horizontal funnels can also be set up and tracked. Take the aggregate *Unique Pageviews* for each section of your site (homepage, category page, PLP, product pages, checkout) and drop them into a spreadsheet. You can now calculate the percentage difference between each section and quickly identify any areas of interest.

- 3 Events** - *Events* are used to track user behaviour across the entire funnel. They require more implementation steps but are a huge source of insight. They are useful for numerous reasons:
- Measure usage of site features
 - Track user behaviour
 - Measure the value of site features and user behaviours. For this you would use custom segments to isolate users who did, or did not trigger one or more events. Applying this segment to your favourite reports will then provide the metrics and KPIs for that group.

By analysing users who triggered particular events, you can build a more complete picture of how your website is used.

When split testing you can also analyse events for the control and variation to see how user behaviour was impacted. This will tell you why a test did, or did not, perform as expected.

Event reports provide a count of user interactions, giving you an overview of how popular certain site features are. To make this data actionable, understand the value of these events. Events can be used as conditions within custom segments.

Suppose you have a video on your product pages. When it is viewed an event is sent to GA, a session-based custom segment can be defined to identify users who watched the video and made a transaction in the same session. This information could support further testing by either encouraging more or fewer users to watch the video.

Where to start digging in GA

There are many approaches to test prioritisation. Using only GA, here is a simple one: identify the key pages that form your users' journey to conversion. For an ecommerce site, these pages could be:

- Homepage
- Category pages
- Product list page
- Site search results page
- Basket page
- Checkout page(s)

Some of these are groups of pages so additional tracking will be needed to consolidate metrics for them. This can be done via *Content Grouping*, regex based segmentation or page type identification utilised via *Custom Dimensions*.

This could also be done for other segmented dimensions such as acquisition channels, devices, paid campaigns and so on.

Whatever dimension is chosen, map them to a revenue value. In GA this can be done by looking at the *Page Value* or by segmenting revenue by users or sessions that include a visit to the homepage. Once this is done you can forecast what impact an improvement would have to your bottom line.

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	327,630 <small>% of Total: 100.00% (327,630)</small>	238,685 <small>% of Total: 100.00% (238,685)</small>	00:00:46 <small>Avg for View: 00:00:46 (0.00%)</small>	72,151 <small>% of Total: 100.00% (72,151)</small>	42.77% <small>Avg for View: 42.77% (0.00%)</small>	22.02% <small>Avg for View: 22.02% (0.00%)</small>	US\$8.04 <small>% of Total: 100.00% (US\$7,958)</small>
1. /home	89,231 (27.19%)	57,019 (23.89%)	00:00:55	4,002 (5.55%)	42.00%	16%	US\$1.47 (18.30%)
2. /basket.html	19,089 (5.83%)	8,301 (3.48%)	00:00:56	1,073 (1.49%)	34.60%	18.35%	US\$15.29 (190.28%)
3. /signin.html	17,061 (5.21%)	10,769 (4.51%)	00:00:32	2,701 (3.74%)	23.50%	11.56%	US\$9.56 (118.91%)
4. /store.html	13,697 (4.18%)	11,200 (4.69%)	00:00:32	3,656 (5.07%)	36.26%	17.23%	US\$6.29 (78.22%)
5. /google+redesign/bags	11,820 (3.61%)	9,047 (3.79%)	00:00:39	1,740 (2.41%)	46.21%	18.28%	US\$5.88 (73.19%)
6. /google+redesign/apparel/mens	11,393 (3.48%)	8,483 (3.55%)	00:00:51	1,311 (1.82%)	42.19%	20.78%	US\$2.58 (32.15%)
7. /google+redesign/shop+by+brand/youtube	9,992 (3.05%)	7,787 (3.26%)	00:00:57	6,064 (8.40%)	54.98%	46.07%	US\$1.42 (17.63%)
8. /google+redesign/nest/nest-usa	8,818 (2.69%)	5,402 (2.26%)	00:01:27	1,444 (2.00%)	28.69%	23.79%	US\$0.72 (8.98%)
9. /google+redesign/apparel/mens/mens+shirts	8,484 (2.59%)	6,516 (2.73%)	00:00:51	2,937 (4.07%)	39.90%	26.33%	US\$3.61 (44.92%)
10. /google+redesign/accessories	6,025 (1.84%)	4,653 (1.95%)	00:00:59	780 (1.08%)	65.35%	21.59%	US\$3.04 (37.86%)

The *All Pages* report shows the *Page Value* for a page or group of pages. [Google's](#) definition of *Page Value* is as follows: "Page Value is the average value for a page that a user visited before landing on the goal page or completing an Ecommerce transaction (or both). This value is intended to give you an idea of which page in your site contributed more to your site's revenue."

Revenue-driven prioritisation

Using page groups as an example, look for high traffic areas with low page value or low conversions. Then project what impact a 5% increase in improvement will have (in revenue or conversion rate).

Take your list of pages or groups of pages and make a table of data, recording the following:

- Number of *Users* that visit the page/page group
- Number of conversions generated after that page/page group is visited
- Take a conservative uplift, say 5%
- Apply this 5% uplift to your data (conversion rate or revenue)
- Sort by this estimated uplift and you now have a revenue prioritised list of site areas to test

	Users	Orders	AOV	Revenue
Page X	20,000	500	£200	£100,000
Page y	35,000	800	£200	£160,000
Page Z	45,000	200	£200	£40,000

Now what if we increased orders by 5%

	Users	Orders	AOV	Revenue	Increase
Page X	20,000	525	£200	£105,000	£5,000
Page y	35,000	840	£200	£168,000	£8,000
Page Z	45,000	210	£200	£42,000	£2,000

This gives you a starting point for prioritisation.

The same principle can be applied to bounce rate. What would be the potential impact for a landing page if bounce rate was reduced?

Valuable Report 1: Where are your visitors coming from?

<https://analytics.google.com/analytics/web/#/report/acquisition-channels/>

Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	53,814 <small>% of Total: 100.00% (53,814)</small>	47,822 <small>% of Total: 100.00% (47,822)</small>	70,902 <small>% of Total: 100.00% (70,902)</small>	41.90% <small>Avg for View: 41.90% (0.00%)</small>	4.60 <small>Avg for View: 4.60 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	1.35% <small>Avg for View: 1.35% (0.00%)</small>	955 <small>% of Total: 100.00% (955)</small>	US\$100,673.37 <small>% of Total: 100.00% (US\$100,673.37)</small>
1. Organic Search	27,661 (49.90%)	25,021 (52.32%)	33,404 (47.11%)	48.61%	4.11	00:02:26	0.94%	313 (32.77%)	US\$32,012.47 (31.80%)
2. Direct	10,524 (18.99%)	9,655 (20.19%)	13,412 (18.92%)	40.01%	4.57	00:02:46	0.94%	126 (13.19%)	US\$15,276.01 (15.17%)
3. Referral	8,814 (15.90%)	5,871 (12.28%)	13,926 (19.64%)	19.84%	6.57	00:04:02	3.08%	429 (44.92%)	US\$46,413.35 (46.10%)
4. Paid Search	2,922 (5.27%)	2,418 (5.06%)	3,599 (5.08%)	41.57%	4.48	00:02:23	1.78%	64 (6.70%)	US\$5,642.66 (5.60%)
5. Social	2,387 (4.31%)	2,152 (4.50%)	2,606 (3.68%)	55.26%	3.11	00:01:30	0.23%	6 (0.63%)	US\$514.30 (0.51%)
6. Display	1,763 (3.18%)	1,510 (3.16%)	2,330 (3.29%)	66.27%	2.74	00:01:12	0.69%	16 (1.68%)	US\$792.59 (0.79%)
7. Affiliates	1,355 (2.44%)	1,194 (2.50%)	1,621 (2.29%)	52.75%	3.10	00:02:19	0.06%	1 (0.10%)	US\$21.99 (0.02%)
8. (Other)	3 (0.01%)	1 (0.00%)	4 (0.01%)	75.00%	1.50	00:01:10	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 of 8 | Refresh Report
 This report was generated on 19/09/2018 at 16:57:53

Acquisition is expensive so it's important to understand how each channel performs. This can help you make smarter decisions about buying traffic.

Differences in performance could mean that a channel is referring low quality, unqualified traffic. For channels such as paid, this is comparatively easy to remedy, less so for organic.

For Paid, the landing page for your search ads should be optimised to match the message introduced by your ad copy. Key landing pages are opportunities for split testing. If you have the traffic, split testing ad copy can be a source of great incremental improvement.

Valuable Report 2: Where are visitors entering the site?

<https://analytics.google.com/analytics/web/#/report/content-landing-pages/a54516992w87479473p92320289/>

Landing Page	Acquisition			Behaviour			Conversions E-commerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	70,902 <small>% of Total: 100.00% (70,902)</small>	67.45% <small>Avg for View: 67.35% (0.10%)</small>	47,822 <small>% of Total: 100.00% (47,776)</small>	41.90% <small>Avg for View: 41.90% (0.00%)</small>	4.60 <small>Avg for View: 4.60 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:54 (0.00%)</small>	955 <small>% of Total: 100.00% (955)</small>	US\$100,673.37 <small>% of Total: 100.00% (US\$100,673.37)</small>	1.35% <small>Avg for View: 1.35% (0.00%)</small>
1. /home	38,462 (54.25%)	70.40%	27,079 (56.62%)	40.59%	4.81	00:02:53	523 (54.76%)	US\$49,649.93 (49.32%)	1.36%
2. /google+redesign/shop+by+brand/youtu	6,431 (9.07%)	87.20%	5,608 (11.73%)	54.59%	3.05	00:01:28	16 (1.68%)	US\$412.59 (0.41%)	0.25%
3. /store.html	3,837 (5.41%)	70.25%	2,696 (5.64%)	38.60%	4.67	00:02:29	86 (9.01%)	US\$9,106.55 (9.05%)	2.24%
4. /signin.html	2,914 (4.11%)	40.12%	1,169 (2.44%)	22.10%	5.20	00:02:53	19 (1.99%)	US\$4,210.68 (4.18%)	0.65%
5. /google+redesign/apparel/mens/mens	2,884 (4.07%)	81.59%	2,353 (4.92%)	39.63%	5.09	00:02:58	29 (3.04%)	US\$2,501.44 (2.48%)	1.01%
6. /google+redesign/bags	1,791 (2.53%)	66.11%	1,184 (2.48%)	47.52%	4.11	00:02:06	18 (1.88%)	US\$2,094.50 (2.08%)	1.01%
7. /google+redesign/apparel/mens	1,343 (1.89%)	54.88%	737 (1.54%)	41.10%	4.92	00:03:13	19 (1.99%)	US\$2,578.54 (2.56%)	1.41%
8. /google+redesign/nest/nest-usa	1,326 (1.87%)	31.67%	420 (0.88%)	27.15%	5.25	00:03:39	4 (0.42%)	US\$230.27 (0.22%)	0.30%
9. /google+redesign/apparel	1,102 (1.55%)	71.14%	784 (1.64%)	31.31%	5.53	00:03:12	13 (1.36%)	US\$981.26 (0.97%)	1.18%
10. /basket.html	1,051 (1.48%)	21.69%	228 (0.48%)	34.25%	6.28	00:04:09	74 (7.75%)	US\$8,344.19 (8.29%)	7.04%

Landing page optimisation was a forerunner of CRO. This report is one of the easiest to start an optimisation program with as it clearly highlights opportunity. Look at individual pages or consolidated reports, or focused reports that show performance of a specific group of pages. I.e. landing pages which are category pages.

Consider the following:

- Use filters to view pages with a significant number of Users. Look at conversion rate, bounce rate and revenue/page value. Anything stand out? If they are above or below average, why? What would be the impact of lowering bounce or increasing page value?
- Where are users entering the site?
- Which channels are they coming from?
- Segmenting by site area will yield even more useful information

High traffic landing pages which are underperforming (high bounce, low revenue or low conversion rate) are clear opportunities for optimisation. They can then be prioritised by the size of the opportunity.

Valuable report 3: Where are visitors leaving?

<https://analytics.google.com/analytics/web/#/report/content-exit-pages/>

The *Exit Pages* report, as well as the % *Exit* metric included in other reports shows where users leave the site.

Remember, *all bounces are exits but not all exits are bounces*.

When analysing user journeys through the site, Exit Rate helps to identify points of friction and where users are leaving the site. Exit Rate is especially valuable for high traffic pages and, when viewed in context of a defined user journey, for example the checkout funnel. No pages in the checkout process, where user motivation is high, should have a high exit rate. If there are any, they should be prioritised for further investigation.

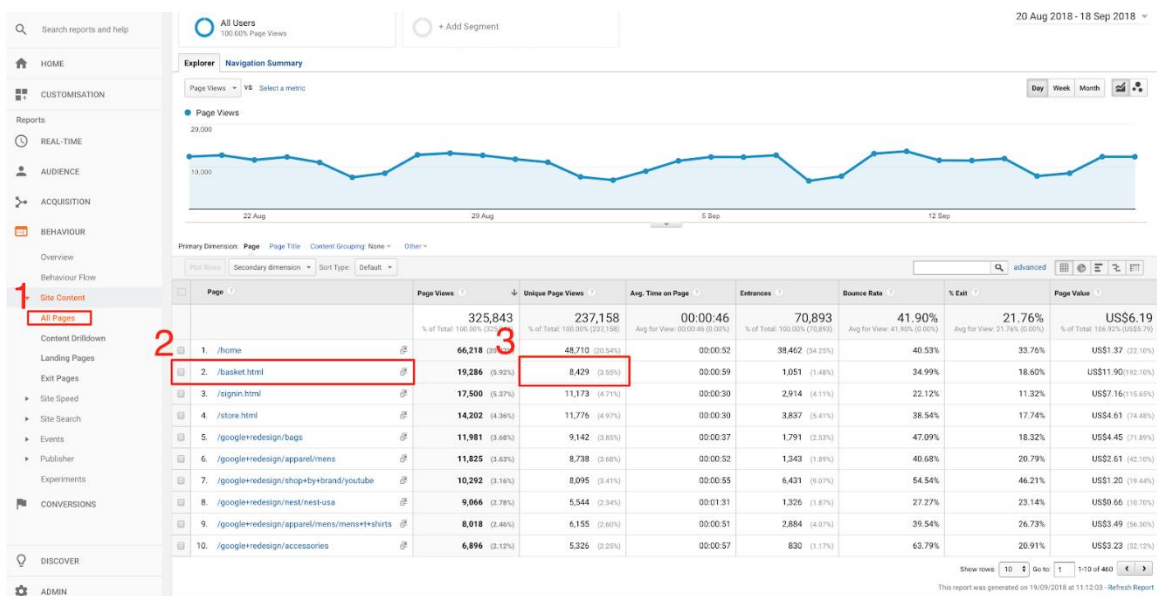
High exit rates should be expected on some pages, for example on the payment confirmation page.

Valuable report 4: Where in the checkout funnel are your users dropping out?

The previous report introduced funnel exits as a defined metric which is applied to individual pages. There are other ways to map checkout funnel progression.

The quickest way to implement this report, which requires no additional configuration or set-up is via *Unique Pageviews*:

- Step 1: Step through your checkout funnel from the basket page to the payment confirmation page and make a note of the URL.
- Step 2: Go to the *All Pages* report in Google Analytics and filter by each URL in your list. Note down the *Unique Pageviews* for each URL.
- Step 3: Once complete apply a simple formula to calculate percentage change between the *Unique Pageviews* for each step.
- Step 4: Look for high drop off rates between stages and dig deeper by segmenting by device, browser or user type. This may require some qualitative research via on-site surveys triggered to display on exit at a pain point in the funnel.



1. Go to the *All Pages* report; 2. Find the URL; 3. Note the *Unique Page Views*

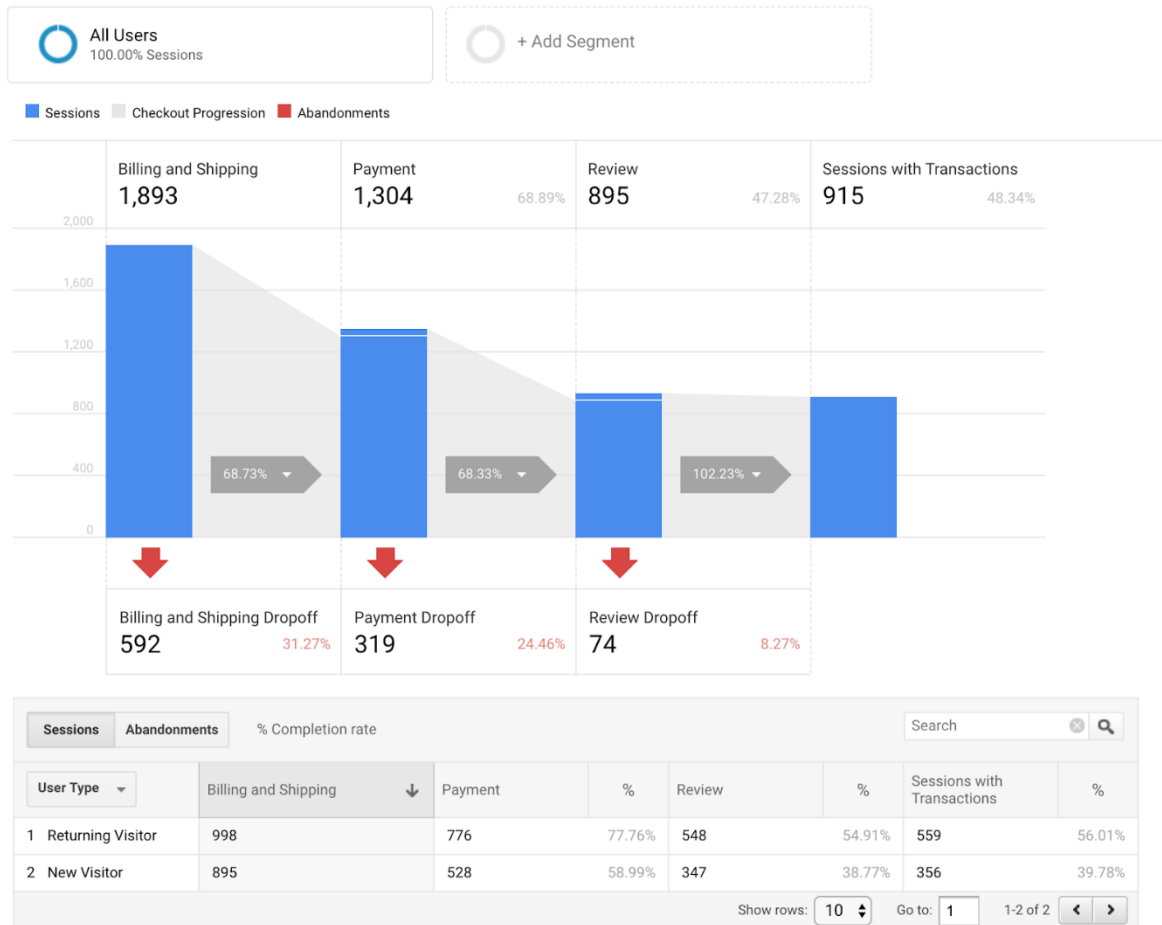
Some caveats to this approach:

- If you have a one-page checkout or your checkout is part of an ajax or iframe widget, then some additional configuration is needed. For example, virtual pageviews or page type tracking via Google Tag Manager (if available).
- If you use AmazonPay|GPay|PayPal etc. at any point in your funnel, this may skew your funnel drop off. Make sure you also track clicks to these payment providers, as well as payment type on the confirmation page, so these journeys can be included and analysed too.

Other methods that can be used to map user journeys:

- Destination-based *Goals*. A goal can be defined as the confirmation page, with the checkout pages defined as steps to this goal. Potential problems to this approach is that it needs to be configured before it is used. If it is already configured, it needs to be checked to make sure it has been set up correctly. These are easy to address, however a more difficult issue to address is that goal tracking automatically backfills early steps in the funnel if you enter at a later stage in the funnel. For example if you have a 5 step checkout process and enter it at step 3, GA will increment the session count for steps 1 and 2 by default. There may be legitimate reasons a user may enter the funnel at a later stage, this user behaviour would be missed by using Goals.
- The recommended approach for funnel visualisation *if it is set up and it is set up correctly* is to use the checkout funnel *report Checkout Behaviour* which is part of the *Enhanced Ecommerce* upgrade - <https://analytics.google.com/analytics/web/#/report/conversions->

[ecommerce-checkout-behavior/](#) (you must have *Enhanced Ecommerce* activated for this link to work). See below:



Enhanced Ecommerce standard checkout funnel showing progression and user drop-off.

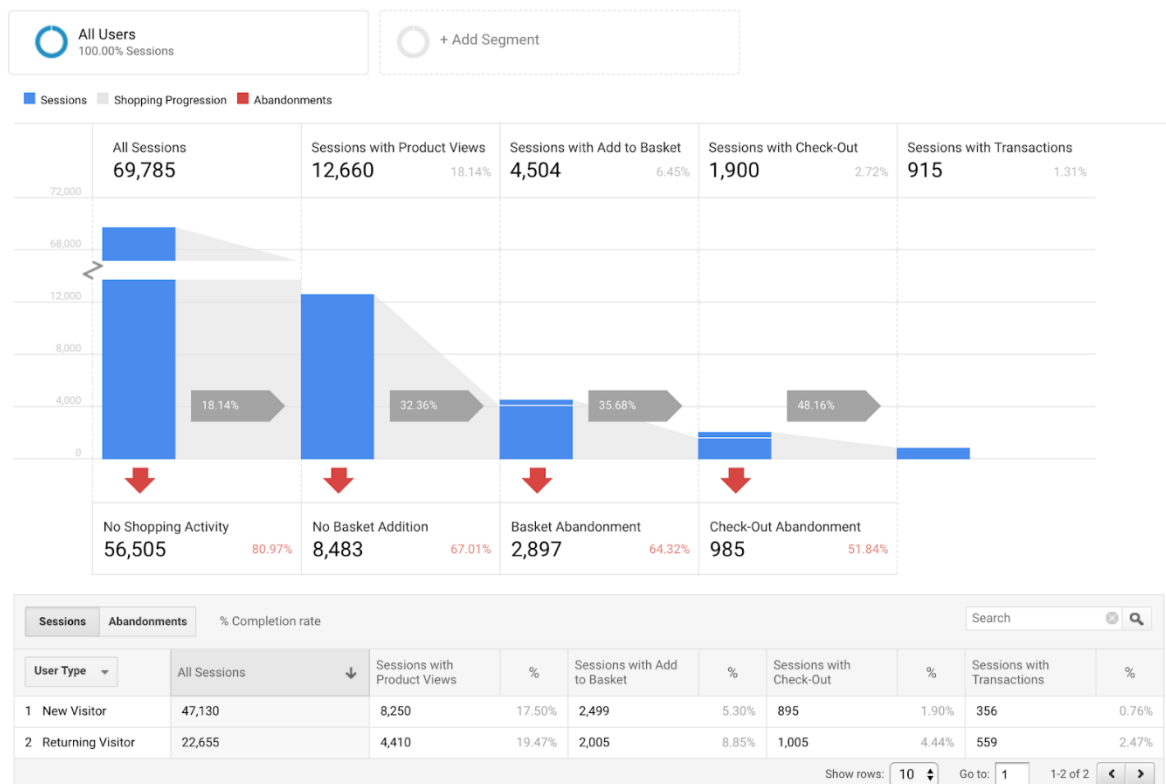
Once configured, this report:

- Segments by user type *New vs. Returning* by default.
- Allows segmentation by any built in or custom *Segment*.
- Shows progression and drop off for each part of the checkout funnel
- Shows overall count of sessions with transactions

- Visualised where and by how much users enter the funnel at later stages

As a bonus *Enhanced Ecommerce* also provides funnel analysis for user behaviour even earlier in the purchase funnel –

<https://analytics.google.com/analytics/web/#/report/conversions-ecommerce-shopping-behavior> (you must have *Enhanced Ecommerce* activated for this link to work).



Enhanced Ecommerce standard purchase funnel across the whole site, not just checkout.

This funnel includes the same level of detail and segmentation as the checkout funnel but instead focuses on user behaviour earlier in the funnel. This presents additional opportunities and will likely require different approaches for optimisation. For example, if you see large numbers of sessions with relatively few product views there may be an issue with site navigation or search. Perhaps there is a more fundamental issue with value

proposition or trust that puts users off. Expect to see a large number of product views vs add to basket though.

As a very general guide:

- Pre-checkout optimisation:
 - Value proposition
 - Navigation
 - Usability

- Checkout optimisation:
 - Usability
 - Form optimisation
 - Trust assurances

Valuable report 5: Look-to-book (at any point in the funnel)

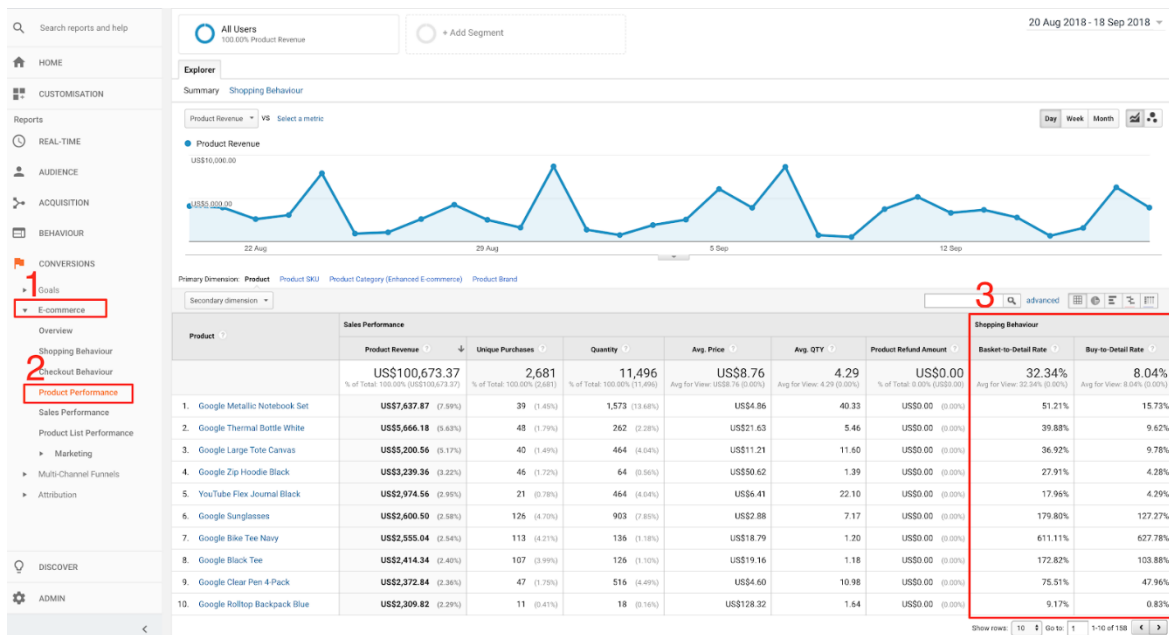
The *look-to-book* figure is a metric borrowed from the travel industry - it's the percentage of people who look at a product compared to those that then go on to buy it.

It is a valuable because it can identify blockages at key stages in the user funnel. Consider the following:

- Do product pages persuade users to add to basket?
- Which products are users more likely to buy once they have seen them? What happens if we push more people through those product pages?
- Do users from specific campaigns or devices add to basket or buy at different rates? How can you capitalise on this if they do?
- What's special about products that have high add to basket or high purchase rates? Can this be replicated on pages with lower ratios?
- What is happening with products where add to basket is high, but purchase is low? Is this due to a specific segment or more of a general trend?

If you have correctly implemented *Enhanced Ecommerce* you will have two *look-to-book* metrics available for analysis and optimisation:

- *Basket-to-Detail Rate* - this is the number of product views vs. the number of times that product was added to basket (an average of all is also given).
- *Buy-to-Detail Rate* - the number of product views vs. the number of times that product was then bought (again, an average is also available).



1. Open the E-commerce report group;
2. Select Product Performance;
3. Shopping behaviour metrics show the look-to-action ratios.

If *Enhanced Ecommerce* has not been configured, you have the following options:

- **Basket-to-Detail Rate:** To implement this you will need to add *Event* tracking to your add to cart buttons.

Once this is done you will need to export the data to a spreadsheet, or Google Data Studio, and calculate the ratio.

- **Buy-to-Detail Rate:** The process here is similar to Basket-to-Detail above but is easier to obtain as no event configuration is needed. Export your ecommerce product reports and your product pageview report using a HLookup.

We would recommend this is done either by using Google Sheets and the Google Analytics API, or Google Data Studio. Please drop us a note if you'd be interested in seeing this content - john@awa-digital.com.

In addition to the aggregate reports, take a look at how the numbers change when segmented by channel, device, browser and so on.

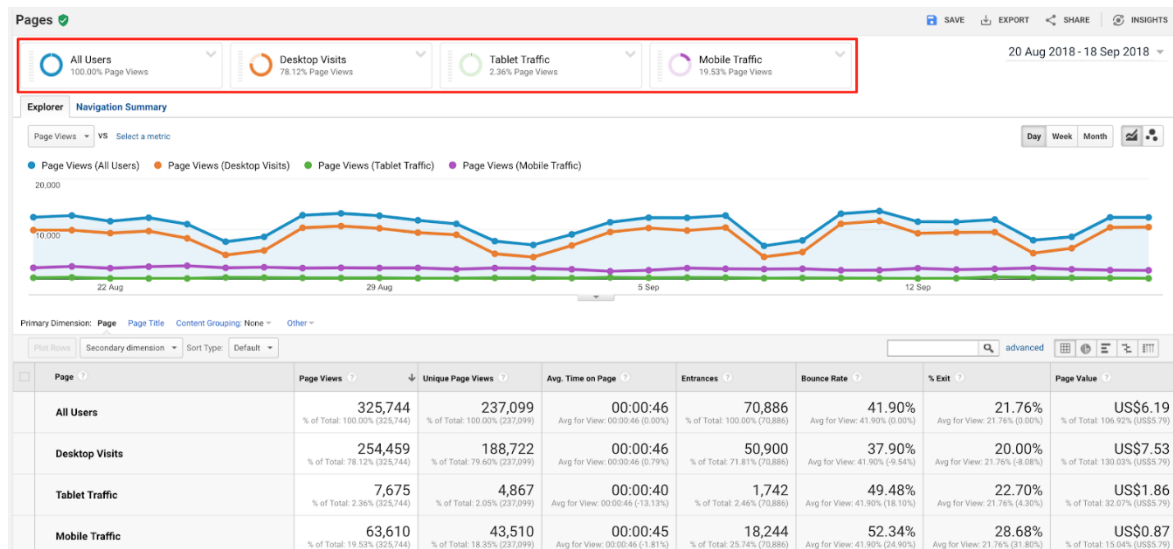
Valuable report 6: What devices are visitors using?

Understanding the device mix your audience has, and how their intent and behaviour changes per device, is a fundamental understanding you need to have.

There will be a huge difference in site performance by device:

- How are visitors using the site differently according to the device they are using?
- How can the experience per device be optimised to match user behaviour and intent?
- Don't assume that intent is the same across device, or that you'll be able to match, say, ecommerce performance across devices. Your users may not want to transact on mobile.

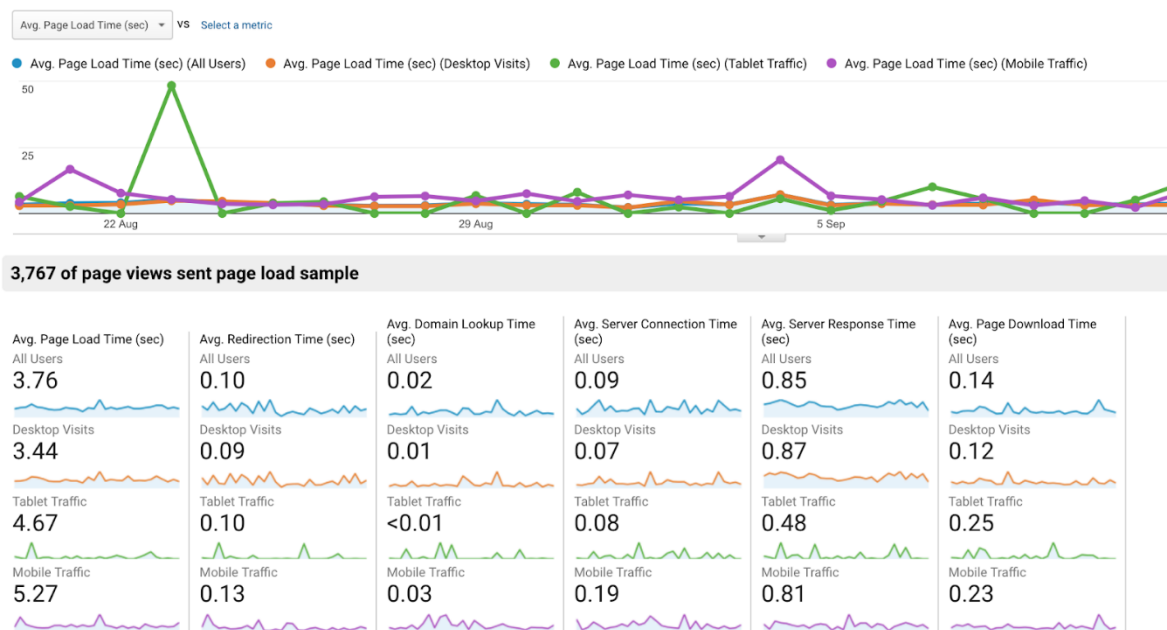
The simplest, and most flexible, approach to viewing device split is to apply the built in custom segments to any report, for example acquisition, landing page, exit page, site speed, ecommerce and so on:



The *All Pages* report segmented by device, including *All Users*. See red highlighted area at the top of the screenshot. The device segments are built in but they can be used as a template to create more complex segments. For example, mobile users who made a purchase, for example.

Valuable report 7: How quickly does your site load?

<https://analytics.google.com/analytics/web/#/report/content-site-speed-overview/>



Site speed overview segmented by device.

Site speed has a well documented impact on conversion with a straightforward correlation: high load speeds are generally associated with lower conversion.

The site overview (in the link above) is useful to get an overall summary of site performance. It should be segmented by device and, browser.

In addition to this report, the *Page Timings* should also be analysed - <https://analytics.google.com/analytics/web/#/report/content-site-speed/>.

See below:

Page	Page Views	Avg. Page Load Time (sec) (compared to site average)
	325,843 % of Total: 100.00% (325,843)	3.76 Avg for View: 3.76 (0.00%)
1. /home	66,218	25.70%
2. /basket.html	19,286	-38.85%
3. /signin.html	17,500	-44.04%
4. /store.html	14,202	53.70%
5. /google+redesign/bags	11,981	36.43%
6. /google+redesign/apparel/mens	11,825	-11.94%
7. /google+redesign/shop+by+brand/youtube	10,292	80.50%
8. /google+redesign/nest/nest-usa	9,066	-37.86%
9. /google+redesign/apparel/mens/mens++shirts	8,018	5.07%
10. /google+redesign/accessories	6,896	16.33%

The *Page Timings* report which shows how individual pages on your site compare to site average load speeds. This report makes it easy to find slow pages on the site.

This shows page level load times in comparison to the site average. This report shows clearly which pages are driving up site average load times. Focus on the site areas that will make the biggest impact - slowest pages which are landing pages, high volume or are otherwise important part of the user journey to conversion.

Site speed impacts every aspect of your digital strategy so do pay attention to it. As well as conversion, site speed also impacts Adwords quality score and is a ranking signal for both desktop and mobile SEO.

Valuable report 8: What are your visitors looking for?

<https://analytics.google.com/analytics/web/#/report/content-site-search-usage/>

Site search is a fantastic resource for gaining insight into user intent. It also offers opportunities for optimisation as part of the user journey to conversion.

- Generally speaking, users who search are more motivated to buy, but by how much? Is there an opportunity to push more users through search?

- What do users do after search? If they leave, additional research like session replay or usability testing might give you more insights. Does site search work as expected? Perhaps it does not provide a good user experience or relevant results? Maybe it's just broken.
- If users are searching for products you don't stock, can you recommend a close alternative? Or can you feed this into merchandising?
- What language do they use to describe products? Are you using the same language as your users? Can this be reflected in product page copy or ad copy?
- How do searchers compare to non-searchers?
- Where do users initiate search?

Site search is a default report but it needs to be configured in the Admin section to work alongside your particular site search feature. What you enter here:

Site Search Settings


Site search Tracking ? optional

ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL ?



Should match your site search implementation. For example, when you initiate a site search, your URL may look something like this:

<http://www.yoursite.com/search=jeans>

In this case, enter 'search' in the query parameter box.

If your site search does not use a query parameter in the URL or does not place the search term in the URL at all, it can still be tracked. Get in touch and we can show you how.

Valuable report 9: Which are your high bounce pages?

The technical definition of a bounce is any session that consists of a single hit. A hit is any data that is sent to GA. When a user lands on your website, a pageview hit is sent to Google. If they close the browser or hit the back button, this is a bounce.

If a user lands on the site, clicks a button fires a GA event and then leaves the site, this is not a bounce (but it is an *Exit*).

Bounce is easily misused or misunderstood. A high bounce rate isn't always bad. Consider the following:

- You have a store location page, or contact page, where lots of users land. Once they have the information they need, they navigate away. This page will have a very high bounce rate.
- A user may land on your product page and call you to convert.
- All bounces are treated the same. Should a user who immediately hits the back button be considered the same as a user who lands on a page, scrolls all the way to the bottom, reads all of that page's content and then navigates away? There are different causes driving the bounce. These will require different approaches to remedy. It could be argued that the second case should not be considered a bounce as the user has engaged with the site. Additional measurement, for example scroll tracking or a timer, can be used to trigger an event. This will stop

this user being classed as a bounce. Users who land, scroll or spend a set period of time can still be identified and analysed. However, using time to create an 'Adjusted Bounce Rate' is not recommended as it is effectively manipulating the core metric. Measuring scroll is a more valid approach to understanding bounce as it allows you to understand what your users are doing. In turn this allows you to take appropriate action to remedy.

Bounce is not a report in its own right, but an important metric to look at when viewing other reports. In particular the landing, acquisition channel, paid campaigns, device and page reports. Since overall bounce rate for the site provides little opportunity for optimisation, segmentation is needed.

Landing Page	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	70,902 <small>% of Total: 100.00% (70,902)</small>	67.45% <small>Avg for View: 67.28% (0.10%)</small>	47,822 <small>% of Total: 100.00% (47,776)</small>	41.90% <small>Avg for View: 41.30% (0.00%)</small>	4.60 <small>Avg for View: 4.60 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	955 <small>% of Total: 100.00% (955)</small>	US\$100,673.37 <small>% of Total: 100.00% (US\$100,673.37)</small>	1.35% <small>Avg for View: 1.35% (0.00%)</small>
1. /home	38,462 (54.25%)	70.40%	27,079 (56.62%)	40.59%	4.81	00:02:53	523 (54.76%)	US\$49,649.93 (49.32%)	1.36%
2. /google+redesign/shop+by+brand/youtu	6,431 (9.07%)	87.20%	5,608 (11.73%)	54.59%	3.05	00:01:28	16 (1.68%)	US\$412.59 (0.41%)	0.25%
3. /store.html	3,837 (5.41%)	70.25%	2,695 (5.64%)	38.60%	4.67	00:02:29	86 (9.01%)	US\$9,106.55 (9.05%)	2.24%
4. /signin.html	2,914 (4.11%)	40.12%	1,169 (2.44%)	22.10%	5.20	00:02:53	19 (1.99%)	US\$4,210.68 (4.18%)	0.65%
5. /google+redesign/apparel/mens/mens	2,884 (4.07%)	81.59%	2,353 (4.92%)	39.63%	5.09	00:02:58	29 (3.04%)	US\$2,501.44 (2.48%)	1.01%
6. /google+redesign/bags	1,791 (2.53%)	66.11%	1,184 (2.48%)	47.52%	4.11	00:02:06	18 (1.88%)	US\$2,094.50 (2.08%)	1.01%
7. /google+redesign/apparel/mens	1,343 (1.89%)	54.88%	737 (1.54%)	41.10%	4.92	00:03:13	19 (1.99%)	US\$2,578.54 (2.56%)	1.41%
8. /google+redesign/mens/nest-usa	1,326 (1.87%)	31.67%	420 (0.88%)	27.15%	5.25	00:03:39	4 (0.42%)	US\$230.27 (0.23%)	0.30%
9. /google+redesign/apparel	1,102 (1.55%)	71.14%	784 (1.64%)	31.31%	5.53	00:03:12	13 (1.36%)	US\$981.26 (0.97%)	1.18%
10. /basket.html	1,051 (1.48%)	21.69%	228 (0.48%)	34.25%	6.28	00:04:09	74 (7.75%)	US\$8,344.19 (8.29%)	7.04%

Bounce rates for site landing pages.

On pages that are made for engagement, a high bounce rate suggests that there is something putting your users off or there is unclear path to progression on the site (lack of CTAs).

When reviewing bounce rates:

- Focus on the important, high traffic pages / devices / campaigns etc with high bounce rates.
- If your bounce rate has gone up, has this coincided with a new site release or increased page load time?

- High bounce for the mobile segment will likely have a different cause and solution to high bounces for paid landing pages. Depending on the dimension being analysed, high bounce rates may have different implications. Always consider the context of the bounce:
 - A paid campaign: ad copy sets expectations that the landing page doesn't meet
 - Landing page: again, expectations are not matching. Alternatively, key value proposition or trust proofs may be missing.
 - Product or category pages: perhaps something is missing or putting your users off?
 - Store location or contact page: don't be surprised if these have a high bounce.
- If your bounce rate is very low, in the single digits, unfortunately this means you've likely got a configuration issue. Please get in touch and we can fix that for you.
- Reconsider using bounce metrics as a KPI, instead use them as a flag to focus further analysis.

Valuable Report 10: Custom Reports

Use the built in reports as a starting point for creating your own focused custom reports and answer very specific questions about your business.

Remember your sample sizes - filter your results to only include a large number of sessions or users (or whatever metrics you're looking at). If you need more data in the segment, increase the date range.

1 Device specific performance:

<https://analytics.google.com/analytics/web/template?uid=a1ImKf7QRVaMrV4hGBXcUg>

These can represent easy wins by finding tech-related bugs that are blocking conversion. Look for devices with a large proportion of your users with below-average performance.

Segment this report, or add a secondary dimension, for Operating System, to split by Apple and Android.

2 Browser performance:

<https://analytics.google.com/analytics/web/template?uid=7EmMYzX9RweloOHaOhtuYQ>

A breakdown of browser version ecommerce, bounce and page load performance. Segment by device and look for browsers that are way over or below average, then drill down into versions if applicable. Any browsers showing 0 for the ecommerce metrics need urgent attention (provided the sample size is big enough to make it worthwhile). Calculate what that browser is worth had it performed as per site average.

These low hanging fruit can boost revenue in a relatively quick and easy way.

A note of caution, always consider demographics. In general, Apple users are considered to be in a difference economic bracket to Android users. This can go some way to explain conversion differences.

Other resources:

<https://www.browserstack.com/>

<https://aws.amazon.com/device-farm/>

Conversions by browser and OS: Look for underperforming dimensions.

3 Landing Load times:

https://analytics.google.com/analytics/web/template?uid=ByoFgZIRS4q1_S6CMYIHgg

Load times impact user experience, conversion and also cross-device organic ranking (Google).

Segment this report by device, consider only pages with significant user levels and/or page value. Do you see pages with high load times also have high bounce rates? For similar page types, do this appear to impact page value?

Your load times likely differ across your site. If your URL structure allows it, REGEX can be used to easily filter this report by site area. Alternatively if you have content groups or another method of segmentation it's worthwhile putting the effort in.

This report can be amended to also look at page level, simply edit the custom report and change *Landing Page* to *Page*.

About the author



John is AWA digital's Head of Analytics. His 10+ years of measurement planning, tracking implementations and analysis with Google Analytics to drive digital marketing performance has resulted in him working for some of the most recognisable brands online, such as Canon Europe, TK Maxx, River Island and P&O Ferries. Every year John travels to San Francisco to participate in the Google Marketing Platform Summit and especially enjoys tasting the Napa Valley wines.

As a Google Marketing Platform Partner, AWA digital offers expertise, flexibility and a complete toolbox.

Expertise: We have been vetted by Google and meet their high standards of technical ability and customer service so you can trust you're working with a company who knows Google's products and solutions and can provide the expertise you are looking for.

Flexibility: We offer a broad array of services and multiple engagement models - from audits, one-off project to retainers - to meet the specific needs of your business.

A complete toolbox: Whatever help you're looking for help - strategy, configuration, measurement plans or training - AWA offer you right combination of tools, expertise, and services.

Got a question? Reach out to John who loves talking about data, analytics and Californian wine.

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Next steps

Running a successful CRO programme relies on correct data, but the truth is 80% of Google Analytics accounts are incorrectly set up. Is yours one of them? Our Google Analytics Healthcheck quickly helps you to understand what you need to fix the issues in your account and get the most from your CRO efforts.

Poorly configured accounts can cause you a whole host of problems:

- Inaccurate and incomplete data result in misinformed business decisions and investment choices
- You could be violating privacy legislation, such as GDPR, breaking Google's Terms of Service and potentially your account could be closed
- Revenue data could be wrong, resulting in over- or under-counting
- Your colleagues might stop trusting your GA reports and dashboard, compromising your credibility
- You will struggle to properly optimise your website for higher sales

As one industry expert put it: "Don't blame Google Analytics if you aren't seeing the right data. If you think free and unconfigured tools are responsible for data quality within an organisation, you're doomed."

Our Google Analytics Healthcheck costs £500+VAT and is a thorough review of your account (we'll need access) and you'll get 23-page report written in plain language on what you need to fix, why it is important and what should

be at the top of your priority list. John will talk you through every point, answer your questions and guide you as what to do next.

Google Analytics Healthcheck

If you are serious about your online business, optimising your website for higher sales and using data correctly to drive your conversion efforts then you need our Google Analytics Healthcheck.

**Order your Google Analytics
Healthcheck today**

P.S Don't worry. No sales people on the call. Just John and his expertise.

P.P.S. We take client confidentiality very seriously so we'll get an NDA in place before we access your data.



AWA digital is a leading conversion rate optimisation and analytics agency with offices in Europe, North America and Africa. We help demanding businesses increase online sales, expand their market share and deliver on growth plans. Our clients include Canon, AVIS, Interflora and smaller, ambitious businesses.

Our CRO services are underpinned by our unique methodology, the AWA Conversion System. We never forget that every sale depends on a human being. Our guiding philosophy is that user experience (UX) doesn't take place on the page, as is commonly preached. In fact, UX happens in the user's heart and mind. Everything we do, from research and analysis to hypothesis creation and A/B testing, is geared towards helping us get into the consumer's mindset and emotional state. You may be surprised by the amount of time and effort we put into research and analysis... and you'll likely be blown away by the insights we uncover about your customers.

One of our core beliefs is evidence over opinion, and making sure that the evidence we collect and analyse is accurate is fundamental. Our analytics services help to achieve this level of accuracy, and provide an important source of insight.

AWA digital has specialised in analytics since the beginning and it remains at the core of all the CRO work we do.

Our most popular analytics services include:

- Audits and configuration
- On-going analytics support
- One-off analytics project
- Enhanced Ecommerce
- Training and coaching

If you are interested to find out how quickly we can grow your business, then get in touch.

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