

Turn Digi

Setting up your Google Analytics for
success and happiness

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Helen is an SEO and analytics specialist with over a decade's experience in digital marketing; working with clients from start-ups to large multinationals. She has led several agency teams before taking the plunge to form her own SEO consultancy. She has spoken at many marketing conferences about SEO and teaches a masters in Web Marketing and Analytics for the University of Kent.

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What does Google Analytics success and happiness look like?

- Easily access the information you want
- Trustworthy data
- Tracking the right things
- Protecting your data

Easily access the information you want

Are you looking after more than one
website for a brand?

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Easily access the information you want

How do you want to
view your site/s?

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Account

Property

View

Properties & Apps	Views
Google Merchand... UA-54516992-1 >	1 Master View 92320289 ✓ ☆
Attribution Projects	2 Test View 92324711 Open ☆
Google Merchandise ... 1839269076	3 Raw Data View 90822334 ☆
Google Merchandise ... 1864999626	

Raw data
Reporting
Test

Easily access the information you want

Do you need to consider custom metrics and dimensions?

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Trustworthy data

Your data will never be completely trustworthy



- Same user on different devices
- Time zone differences
- Data isn't reprocessed
- Cookies timing out/not being accepted
- JavaScript disabled
- Ad-blockers
- Sampling

Trustworthy
data

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- Internal staff using the website
- Bot traffic
- Poorly tagged campaigns
- Misattribution
- Double counting
- Self-referrals
- Incorrect sub-domain tracking
- Lack of tracking code on every page

Trustworthy
data

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Tracking the right things

You're going to need Google Tag Manager



Tracking the right things

Consider a customer journey through your site, what do you want to see if they are interacting with?

Tracking the right things

Make sure you have a GTM plan and process document. ALWAYS label consistently and note down what your triggers, variables and tags mean



Protecting your data

Audit your permission levels
Lock it down as much as possible

Protecting your data

Remember to remove third parties who no longer need to see your data

Annotate everything





Thank you

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