



Using Google Analytics to Measure Content performance



About Client

“Harris School Solutions” provides software solutions for utilities, healthcare, local government, public safety, and schools throughout The United States and Canada.

Goals

- Make sure Google Analytics is setup correctly across multiple domains
- Make sure Analytics data is correct and trustworthy
- setup the right marketing goals so they can measure the conversions
- Make simple reporting system which can be used by the overall team easily.

Results

- Made sure the analytics implementation is correct across multiple domains
- Used GTM to measure the micro conversions
- setup right marketing goals to track conversions
- Created a Data Studio report to read and analyze data easily

Content marketing is one of the primary methods they use for lead generation, and their very competent content team, is responsible for taking care of creating the compelling drafts.

Our Approach

Initially, we did a complete Google Analytics audit which we mostly do for all our clients. The most crucial of our findings are listed below.

- Their current setup comprised of multiple domains but no cross-domain tracking was setup.
- Conversion tracking was not setup properly
- The existing funnels had some duplicate goals.
- Spam traffic was being recorded, which was diluting the data.

In the analytics audit report, we added our own recommendations to solve the issues. Below are few of our main recommendations

1. Setup Google Tag Manager for measuring micro conversions
2. We suggested to setup custom metrics and dimensions to track additional users
3. The final recommendation was to migrate from the conventional custom reporting in Google Analytics to a more dynamic experience in The Google Data Studio.

Our Efforts

The report we delivered detailed the audit and analysis we conducted and the client was pleased with the progress and satisfied with the recommendations we made to improve their existing set up. Although there are many things involved in data collection and the configuration process, in the following are the two most important ones:

1. Implementation Of The Google Tag Manager:

We started with [migrating their analytics implementation to Google Tag Manager](#) and set up cross domain tracking for all their websites.

The next step was to use [Google Tag Manager for tracking events](#) which were considered to be micro conversions. We set up tracking for all the CTA clicks, form submissions, and social link clicks as per our recommendation in the analytics audit.

Tracking all these events on the website was to help the client get a feel of the user behavior. The goal was to help them understand the performance of their content marketing efforts, so we had to measure what people actually do after landing on the blog.

[Setting up scroll tracking](#) on the blog helped in measuring whether the visitors read the blog posts and if so, what do they do next. What specific actions take them to the contact page and convince them to submit a form

For conversion tracking in Google Analytics, we created eventtype goals. Using Google Tag Manager for conversion tracking helped us set up the required goals in analytics easily.

The next step was to figure out what visitor lands on the blog page, navigates to lead page and, submits a form. Here is why we used sequential segments in Google Analytics.

2. Using Sequential Segments To Measure User Behavior:

Sequential segment is a type of advanced segments, which is used for measuring user actions in a sequence. For a content marketing website, the sequence could be that the users land on the blog page, then click a CTA button, go to the contact us page, and submit a form

The screenshot shows the Google Analytics 'Advanced Segments' configuration interface. On the left, a sidebar lists various segment types, with 'Sequences' selected and marked with a '1'. The main area displays a three-step sequential segment configuration:

- STEP 1:** Page contains /blog
- STEP 2:** Event Action contains CTA Buttons
- STEP 3:** Page contains /contact/lets-talk/

Each step is connected by a vertical line with a downward arrow, and each step has a 'is followed by...' dropdown menu. The 'Summary' panel on the right shows the following data:

- 0.04%** of users
- Users: 13
- Sessions: 60
- 0.15% of sessions

At the bottom, a 'Sequences' section provides a summary of the steps: Page: contains "/blog", Event Action: contains "CTA Buttons", and Page: contains "/contact/lets-talk/".

We created sequential segments to determine the user behavior for different lead pages. This would definitely help the content marketing team to identify which type of blog posts lead to most conversions.

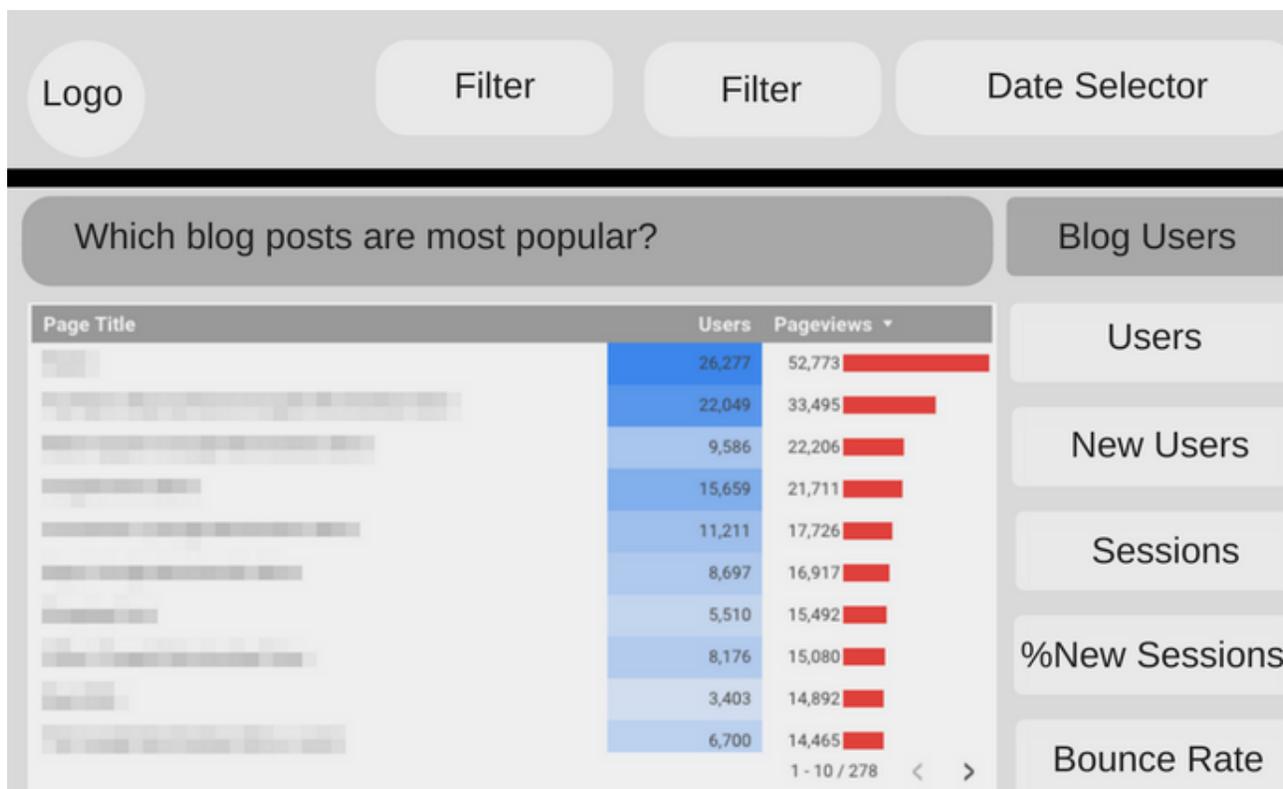
Data Studio Blog Performance Report

For the content marketing team, we had to create a simple and easy to understand report that would help them understand the blog's performance. When it comes to reporting, we have to be careful about displaying only the data that is important for the business.

We focused on creating a simple report that would display the following data:

1. Blog users important metrics (users, new users, sessions, avg. session duration..)
2. The most popular blog posts
3. How people found the blog (source/medium)
4. How far do users scroll down the blog posts
5. Blog reader location and the devices used
6. Blog to contact us conversions on each domain.

The following is how the final blog performance report looked like.



How did people find your blog?

Source / Medium	Users	New Users	% New Sessio...	Avg. Session Durati...
[blurred]	29,554	27,525	77.82%	00:02:03
[blurred]	13,926	13,614	91.89%	00:00:48
[blurred]	9,178	8,411	72.75%	00:02:24
[blurred]	4,210	2,539	39.87%	00:03:47
[blurred]	1,988	1,650	64.96%	00:01:08
[blurred]	1,969	1,463	58.9%	00:03:19
[blurred]	1,606	692	25.1%	00:05:12
[blurred]	1,364	1,227	68.86%	00:03:47
[blurred]	1,088	518	30.91%	00:03:51
[blurred]	345	326	88.59%	00:02:25
[blurred]	212	189	82.17%	00:00:50

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Conversions

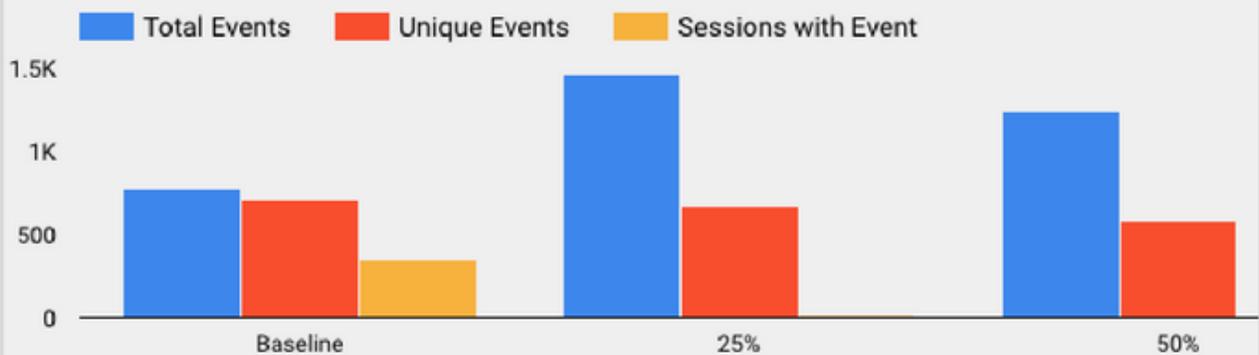
Blog to Contact us Domain 1

Blog to Contact us Domain 2

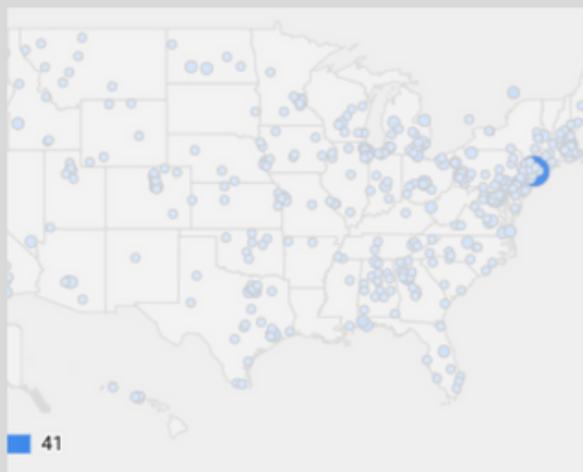
Blog to Contact us Domain 3

Blog to Contact us Domain 4

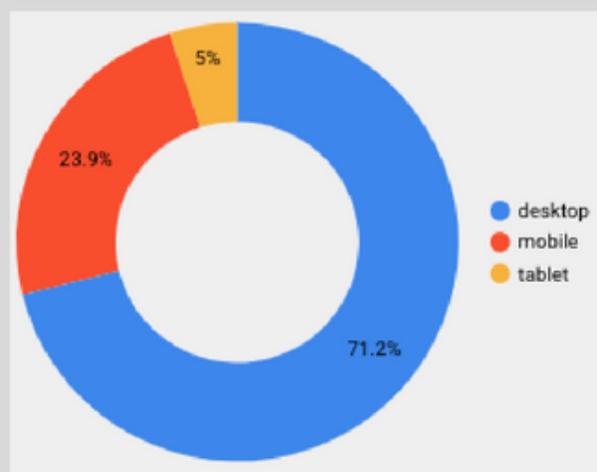
How much users are scrolling on your page?



Blog Readers Location?



Devices Blog Readers Use?



We applied a single filter to all widgets displayed in the aforeposted dashboard, apart from conversions, which were added using sequential segments, created and imported into the report shown. The filter we applied was intended for viewing data specific to blog pages only

"Working with MarketLytics gave us what we were looking for: confidence. Not only can we now answer the questions we need to answer in our reporting, but throughout the collaboration process Hussain at MarketLytics was patient, knowledgeable, and reassuring."

Dan Reidmiller

Content Writer/Strategist , Harris School Solutions

We delivered the report that the content marketing team was eagerly waiting for. They can now easily view the performance of their content and the report also helps them develop engaging content better tuned to generate the most conversions. They have the data they needed and can now focus more on their content marketing process rather than wonder about the inaccurate data they had in analytics.

This process can be applied to any content marketing team who wants to measure their content performance. In a nutshell, having the right analytics team to handle analytics for your website can help you focus more on the things you are good at.

MarketLytics can help!

MarketLytics is a Google Analytics certified agency specializes in web & mobile analytics consulting to startups, founders, Marketers, and online businesses. Founded in 2010, MarketLytics has delivered 400+ successful projects.

Get in touch with us today, if you are interested in a similar project we done for Harris School Solutions or any other analytics related project.

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