

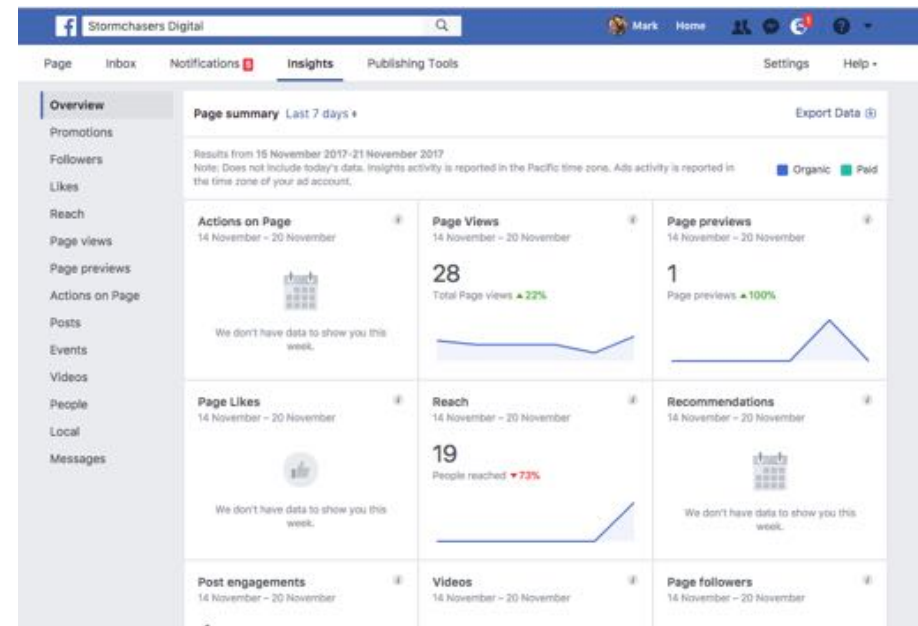
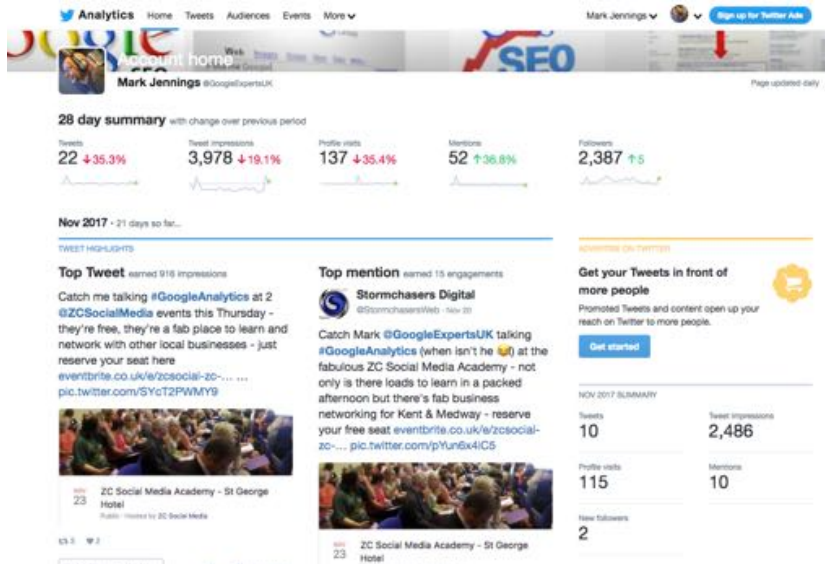
@GoogleExpertsUK



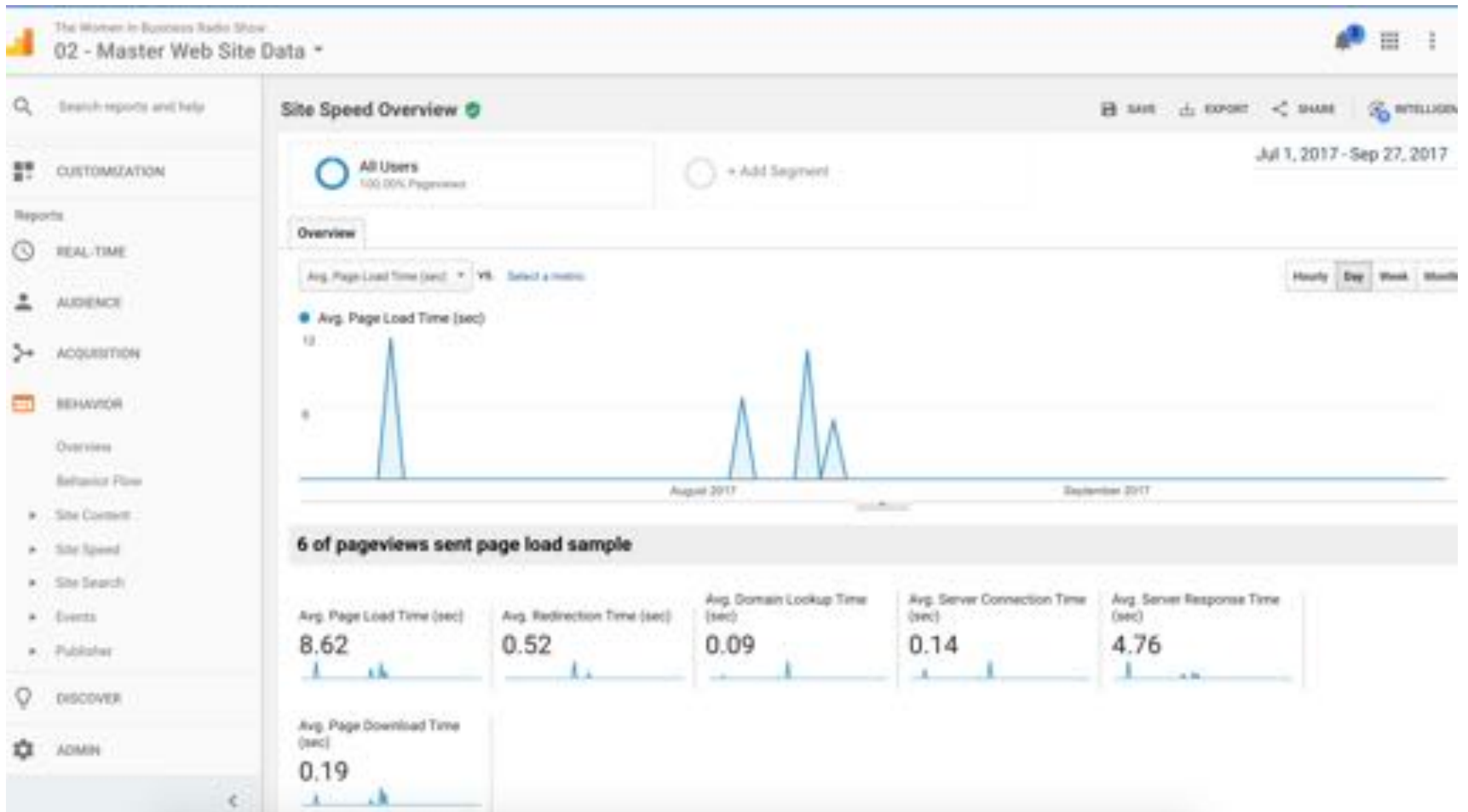
mark@stormchasersdigital.com

# Analytics – Social Media

- Understanding how people are interacting with our stuff



# Google Analytics



# Your Audience

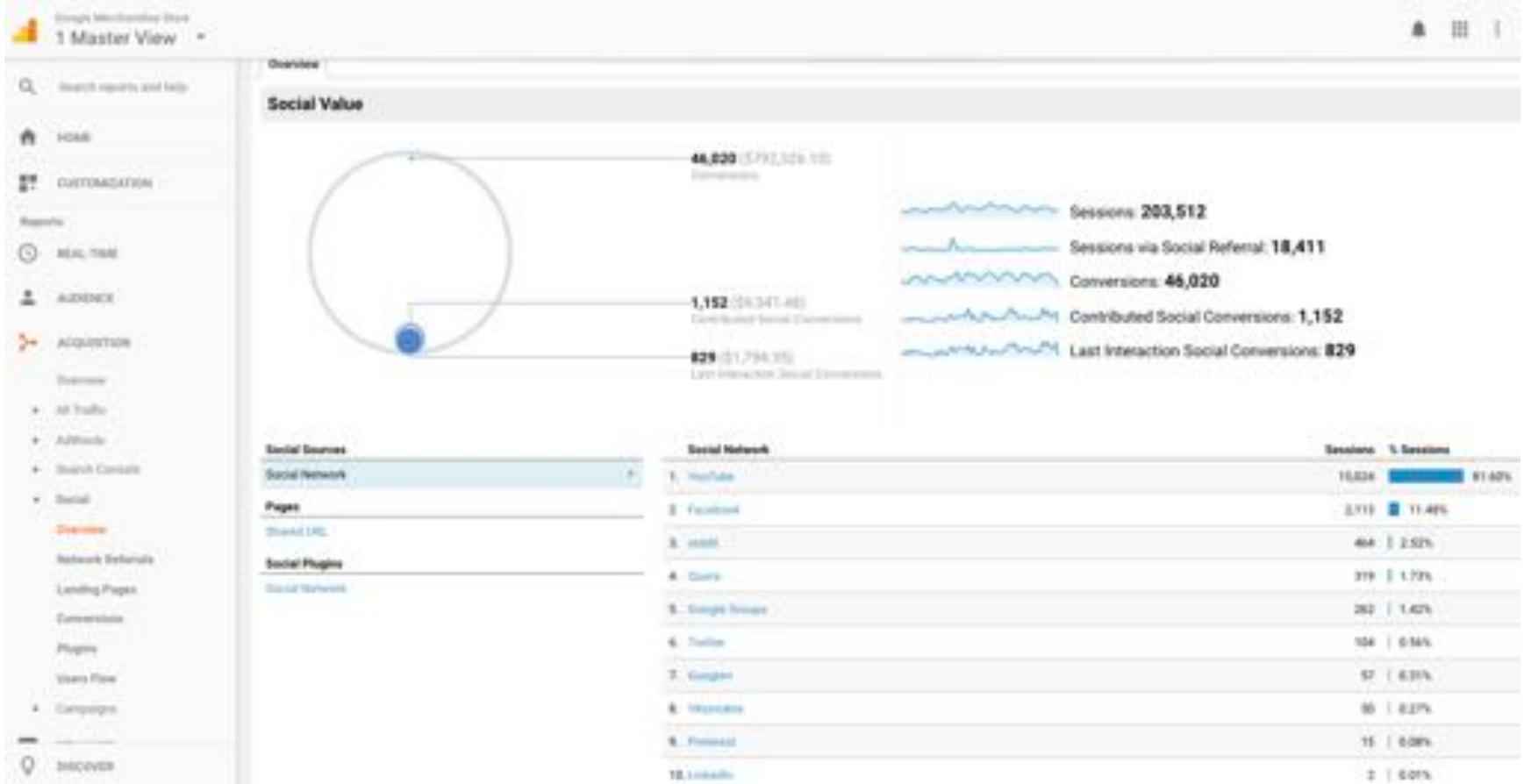


Audience>Overview

# Your Audience

- The language they use
- Countries and/or cities
- Which browser
- Operating system

# Which Social Media?

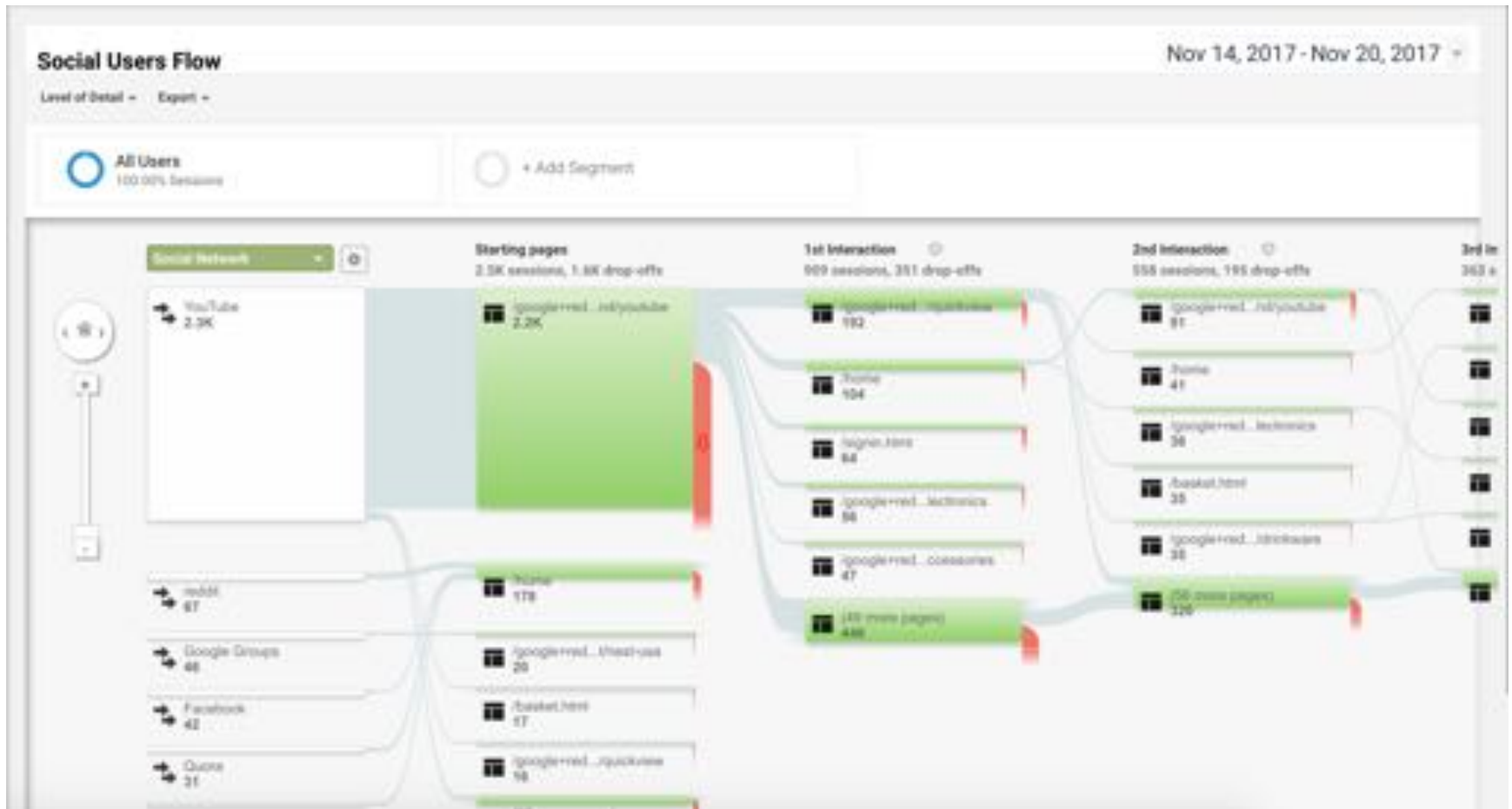


Acquisition>Social>Overview

# Which Social Media?

- Which social media channel
- Percentage of sessions
- Set a goal to monitor the value

# Social Media Engagement



Acquisition>Social>User Flow



# Social Media Engagement

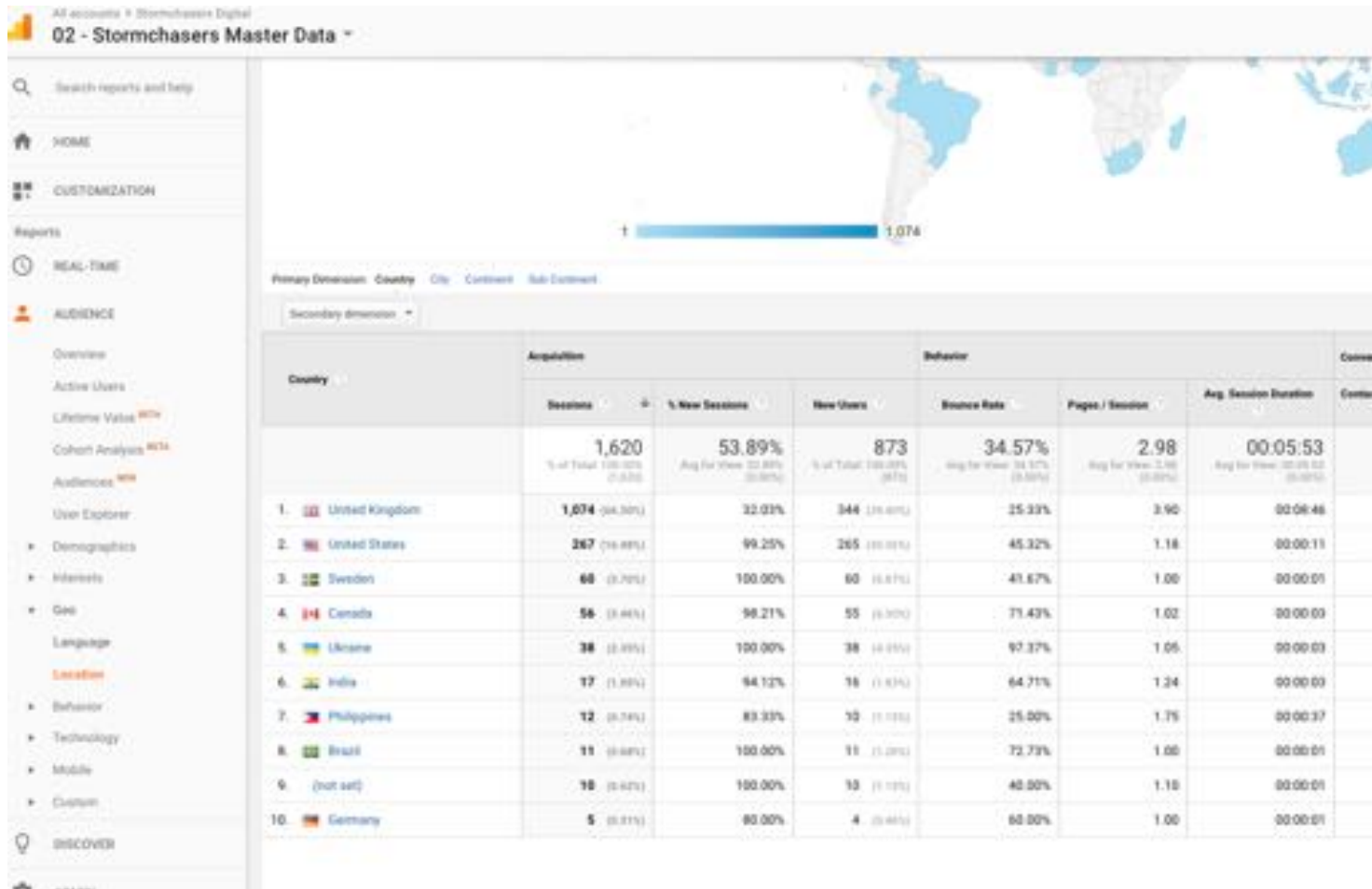
- Level of engagement
- Which channels need a bit of love
- Or be abandoned



# Popular Pages

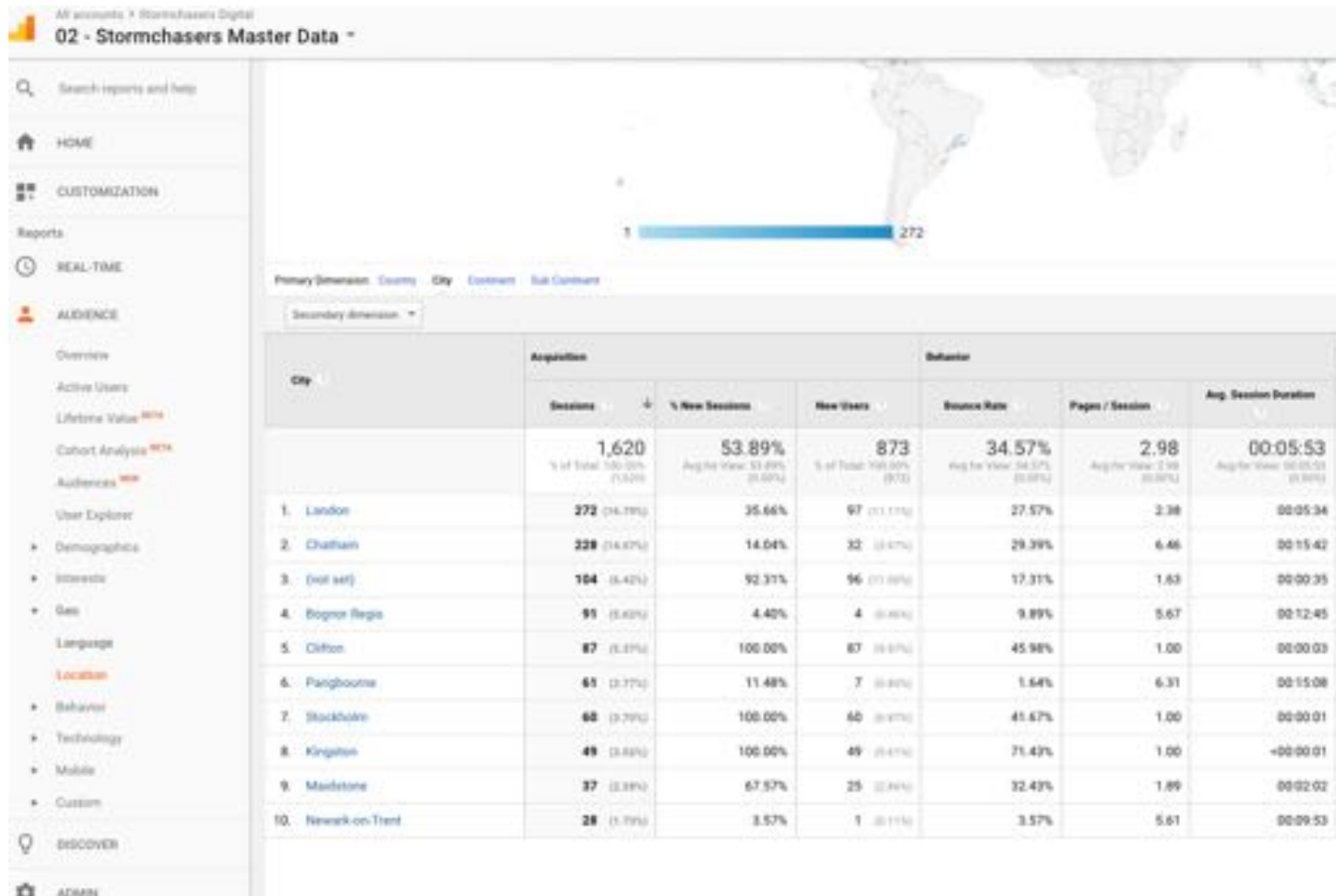
- Everyone that interacts with your site
- What information they are consuming
- Type of content to share

# Point of Origin



Audience>Geo>Location

# Point of Origin



# Point of Origin

- Location of visitors when they checked in
- Which areas perform best; Country/  
Continent/City
- Allows you to tailor campaigns

# Can I Track Individual Posts?



<https://ga-dev-tools.appspot.com/campaign-url-builder/>

# URL Builder

The screenshot shows the Google Analytics Campaign URL Builder interface. On the left is a dark sidebar with a navigation menu. The main content area is white and contains the tool's title, a brief description, and a form to create a campaign URL. The form includes fields for Website URL, Campaign Source, Campaign Medium, Campaign Name, Campaign Term, and Campaign Content, each with a text input and a small explanatory tooltip. Below the form is a section for sharing the generated URL, which includes a text area with the full URL and two buttons: 'Copy URL' and 'Convert URL to Short Link'.

HOME

Demos & Tools

- Autotrack
- Account Explorer
- Campaign URL Builder**
- Dimensions & Metrics Explorer
- Embed API
- Basic Dashboard
- Multiple View
- Interactive Charts
- Working with Custom Components
- Third Party Visualizations
- Server-side Authorization
- Enhanced Ecommerce
- HR Builder
- Polymer Elements
- Query Explorer
- Request Composer
- Spreadsheet Add-on
- Tag Assistant
- Usage Trends **new!**

Resources

- About this Site
- Help & Feedback

Google Analytics | Demos & Tools

## Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

### Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL   
The full website URL (e.g. `https://www.example.com`)

\* Campaign Source   
The referrer (e.g. `google`, `newsletter`)

Campaign Medium   
Marketing medium (e.g. `cpc`, `banner`, `email`)

Campaign Name   
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term   
Identify the paid keywords

Campaign Content   
Use to differentiate ads

### Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`www.stormchasersdigital.com?utm_source=email&utm_medium=promotion&utm_campaign=WordCamp&utm_content=profile`

(?) Set the campaign parameters in the fragment portion of the URL (not recommended)

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



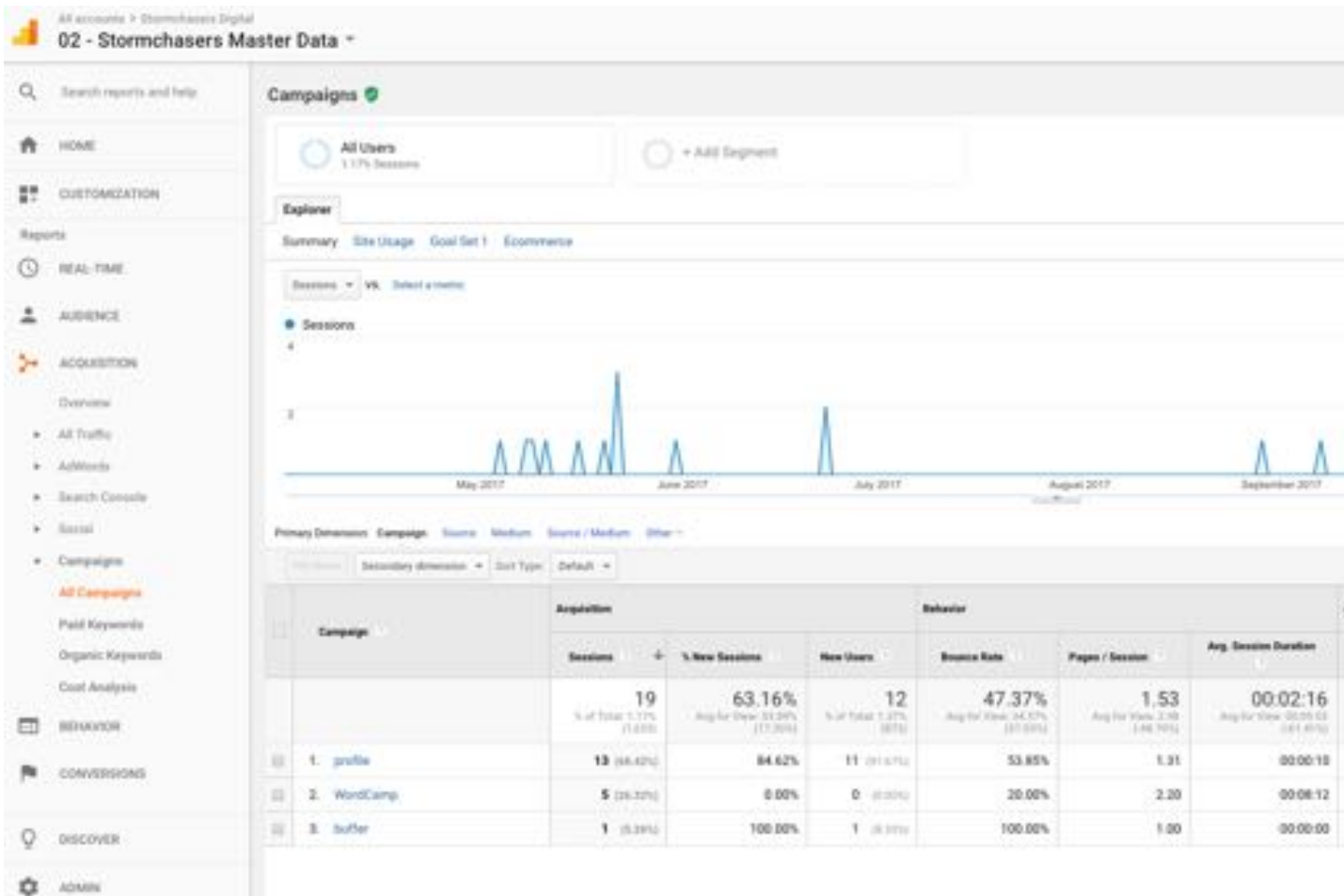
# URL Builder

- Website URL\* (make this the specific page)
- Campaign Source\*(Facebook, Twitter)
- Campaign Medium (email, cpc, banner)
- Campaign Name (Product, promo)
- Campaign Term (Identify paid keywords)
- Campaign Content (use to differentiate ads)

# URL Builder

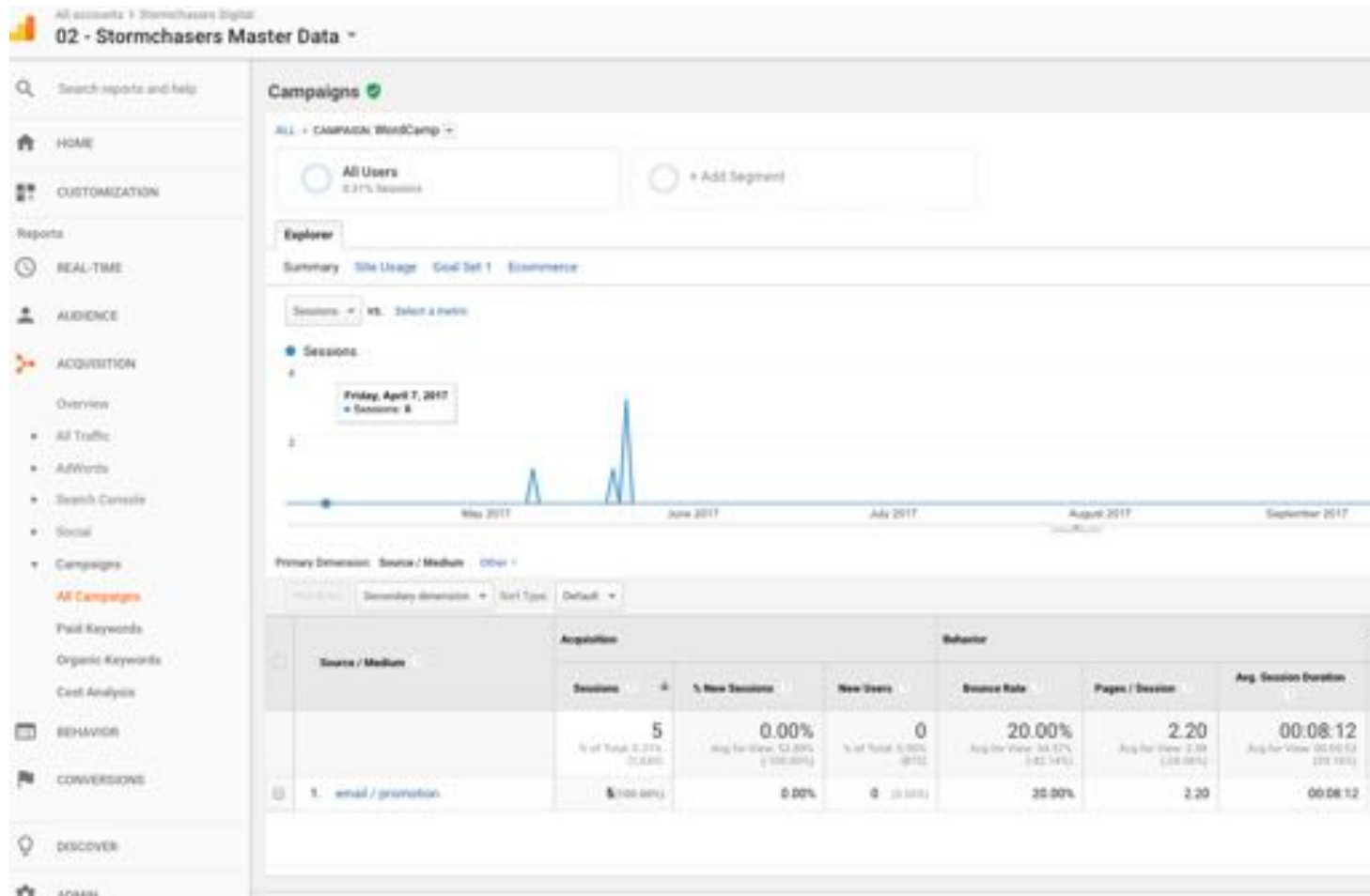
- Website URL\* (make this the specific page)
- Campaign Source\*(Facebook, Twitter)
- Campaign Medium (Appears on 2<sup>nd</sup> Analytics)
- Campaign Name (Appears on 1<sup>st</sup> Analytics)
- Campaign Term
- Campaign Content

# 1<sup>st</sup> Analytics



Acquisition>Campaigns>All Campaigns

# 2<sup>nd</sup> Analytics



# Profile URL's

The image shows a Twitter profile for Mark Jennings (@GoogleExpertsUK). The profile picture is a circular image of a man wearing headphones. The header banner is a collage of various Google SEO-related graphics, including the Google logo with 'SEO', 'AdWords', and 'SEM' text, a red arrow pointing up, a magnifying glass over the Google logo, and a red arrow pointing down. The profile statistics are: Tweets: 12K, Following: 1,463, Followers: 2,387, Likes: 1,649, Lists: 11, Moments: 0. The bio reads: "Google Analytics & WordPress Business Consultant, Founder of @stormcheersweb & Leicester Tigers Fan". The location is "Rochester, Kent UK" and the website is "stormcheersdigital.com". The user joined in April 2009 and was born on December 31, 1983. There are 711 photos and videos. A recent tweet from 2 hours ago says "Our biggest fans this week: @karoncoveart, Thank you via aurl.com/thankyouTubn\_s...". The tweet features a "Thank You" graphic with a profile picture of a woman. The right sidebar shows "Your Tweet activity" with a bar chart and "Who to follow" with a suggestion for @lighthouse14.



**I'm sorry.**

**My responses are limited.**

<https://stormchasersdigital.com/resources/>



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mark@stormchasersdigital.com