



# Stormchasers Digital

“ We make WordPress work ”

WordPress Care  
WordPress Publishing  
Google My Business  
Google Analytics Services



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**Stormchasers** Digital  
“ We make WordPress work ”

# Reasons You Should Use Google Analytics



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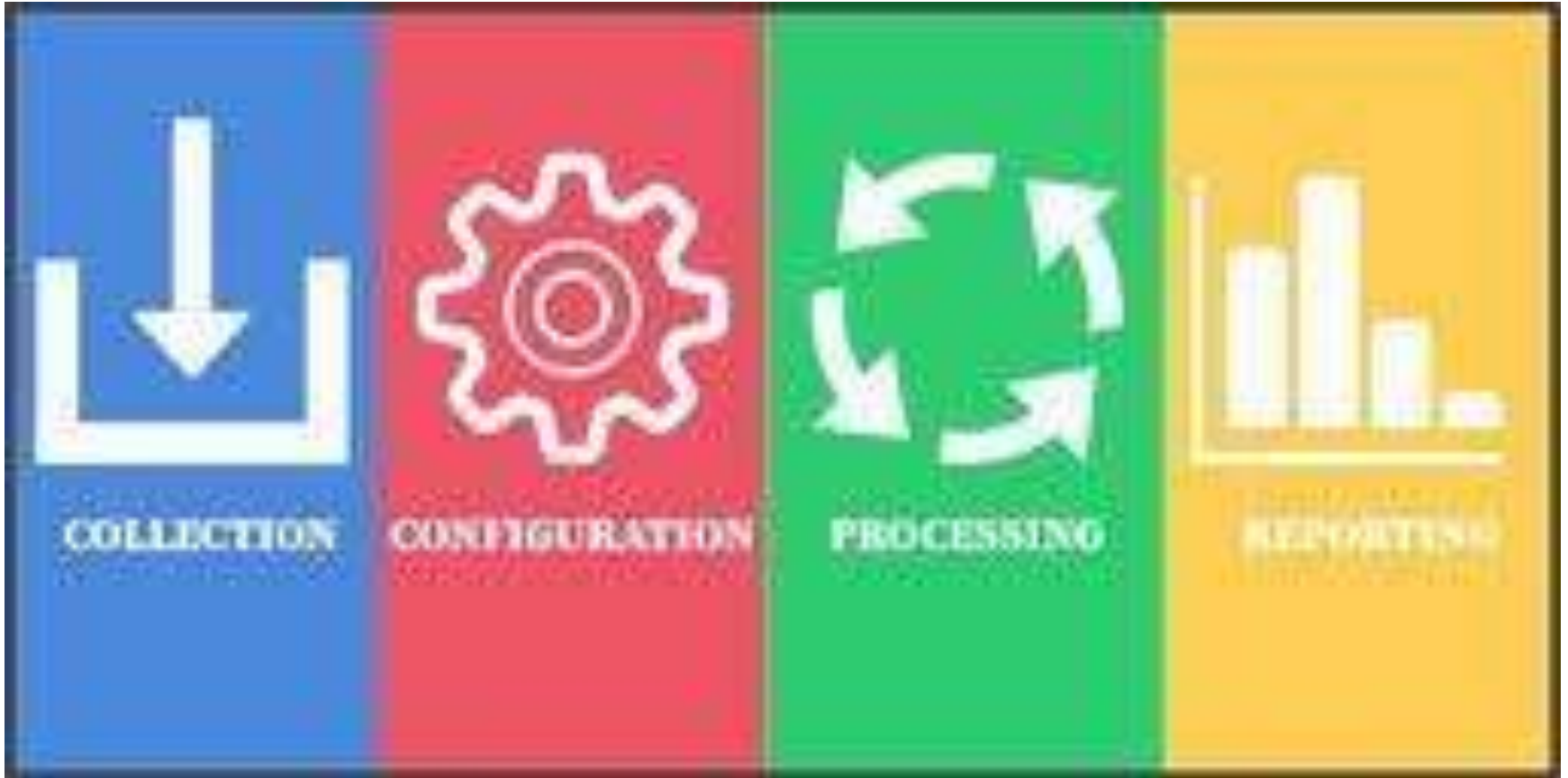
- All you need is a Google Account



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# Your Input

All you need to do is put a small piece of code onto your website

You can then access the data using clear reports or Google Sheets

Within a short period of time you can implement strategies to improve the performance of your website



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# Technical Stuff

Google Analytics reports are made up from:

Dimensions

&

Metrics



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# A Dimension

Is an attribute of a website visitor

Gender, Age, City, Source /Medium, Browser, and Operating System are all labelled as dimensions in Google Analytics



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# Metric

A number used to measure a characteristic of a dimension

e.g. The following are metrics for the dimension Source / Medium



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# Metric

Sessions

% New Sessions

New Users

Bounce Rate

Pages / Sessions

Avg. Session Duration

Goal Conversion Rate

Goal Completions

Goal Value



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John from Maidstone visited your website after clicking on your picture on Facebook



**How will your tyre tread keep your loved ones safe this winter?**



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The following are attributes for John (your visitor)

Gender – male

Age – 25-34

City – Maidstone

Source/Medium - facebook.com / referral

Browser – Chrome

Device Category – desktop

Operating system - windows



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	15,758	12,162	19,519
1	15,758	12,162	19,519
2	15,758	12,162	19,519
3	15,758	12,162	19,519
4	15,758	12,162	19,519
5	15,758	12,162	19,519
6	15,758	12,162	19,519
7	15,758	12,162	19,519
8	15,758	12,162	19,519
9	15,758	12,162	19,519
10	15,758	12,162	19,519
11	15,758	12,162	19,519
12	15,758	12,162	19,519
13	15,758	12,162	19,519
14	15,758	12,162	19,519
15	15,758	12,162	19,519
16	15,758	12,162	19,519
17	15,758	12,162	19,519
18	15,758	12,162	19,519
19	15,758	12,162	19,519
20	15,758	12,162	19,519



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# Drill Down



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# Create Custom Reports

Use one of the reports that Google creates or CUSTOMISE your own.

You can pick the dimensions and metrics and decide how they should be displayed.



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The following are attributes for John (your visitor)

**Gender** – male

**Age** – 25-34

**City** – Maidstone

**Source/Medium** - [facebook.com](https://www.facebook.com) / referral

**Browser** – Chrome

**Device Category** – desktop

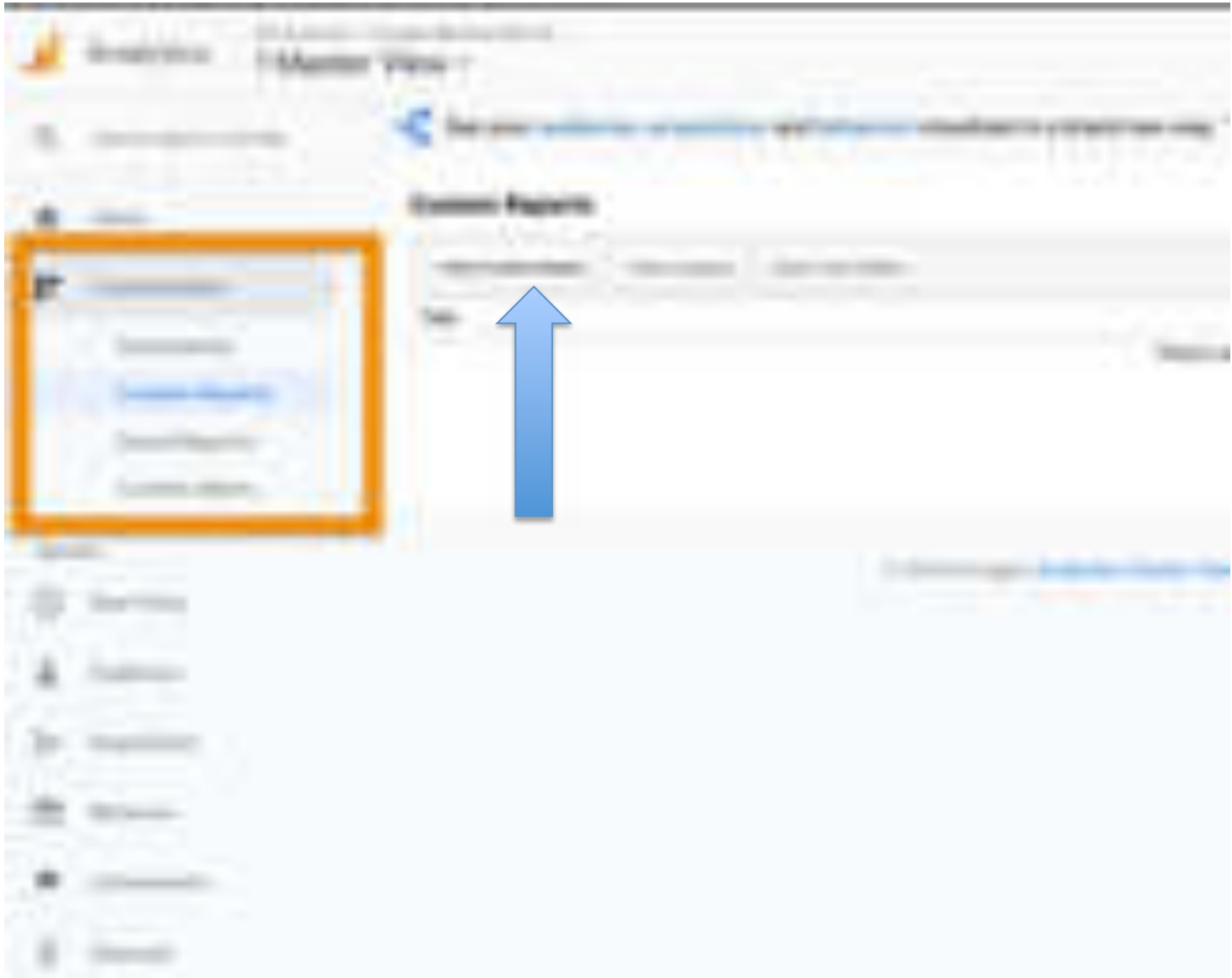
**Operating system** - windows



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Explorer – this is the standard report, with a line graph and a data table

Flat Table – static, sortable table of data displayed in rows

Map Overlay – world map with areas in darker colours to indicate traffic and engagement



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# Create Custom Report

## General Information

Title

## Report Content

**Report Tab** [+ add report tab](#)

Name

Type  Explorer  File Table  Map Overlay

Media Group   
[+ add media](#)



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Dimension = 5

Metrics = 10



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# Explorer



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# Flat Table

The image shows a screenshot of a web application interface. At the top, there is a header with a logo on the left and navigation links on the right. Below the header, there is a main content area displaying a table. The table has four columns: 'Item Name', 'Qty', 'Price', and 'Amount'. There are 10 rows of data in the table, with alternating light and dark grey row colors. The text is blurred, but the structure is clear. At the bottom right of the table, there are some controls like a search bar and a 'Filter' button.

Item Name	Qty	Price	Amount
1. ...	10	100	1000
2. ...	5	200	1000
3. ...	2	500	1000
4. ...	10	100	1000
5. ...	5	200	1000
6. ...	20	50	1000
7. ...	10	100	1000
8. ...	20	50	1000
9. ...	5	200	1000
10. ...	100	100	10000



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# Map Overlay



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# Different Tabs / Report



Still Source / Medium

But now Users & Pages / Session



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# Drill Down

## Dimension Drilldowns



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# Drill Down



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# Pick A Gender - Female

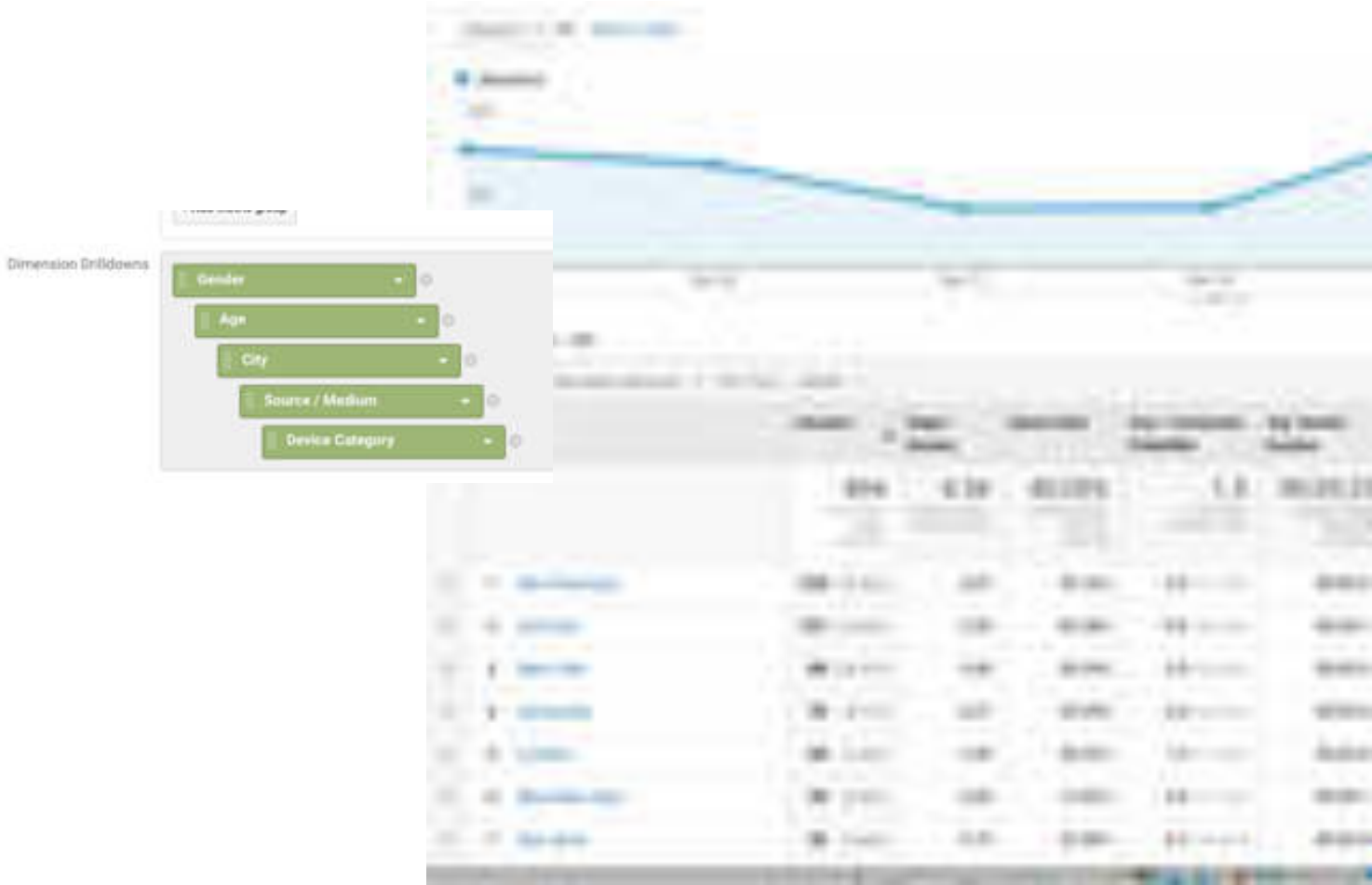


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# Pick - Age Group



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# Pick - City



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# Pick - Source / Medium

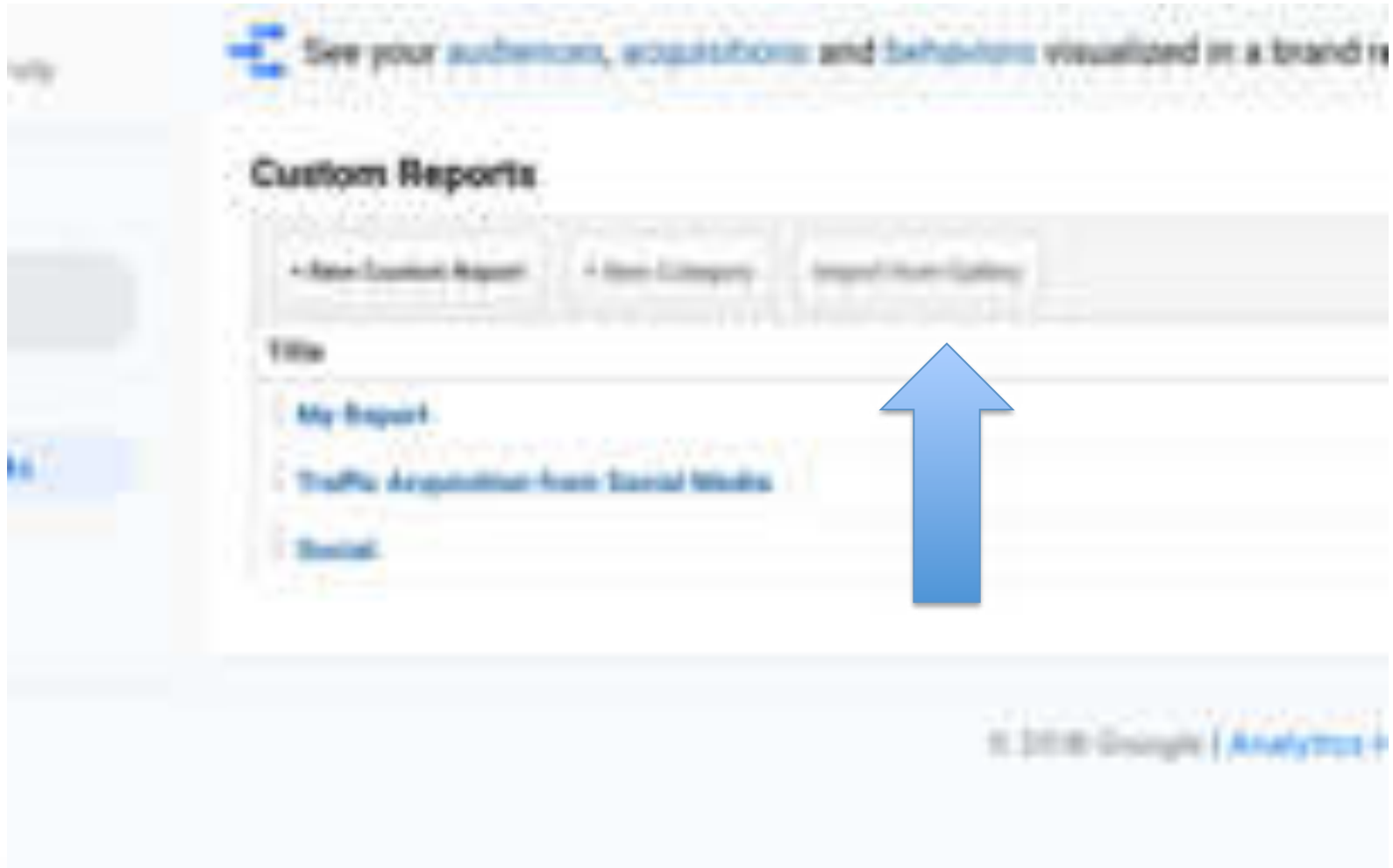


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# Easy Way



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# Easy Way



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# Social Media

Marketing Plan

Summary of Social Media Performance

Platform	Followers	Reach	Engagement	Conversion Rate
Facebook	50,000	500,000	5%	1.5%
Twitter	25,000	250,000	3%	0.8%
Instagram	15,000	150,000	2%	0.5%
LinkedIn	8,000	80,000	1%	0.3%
YouTube	12,000	120,000	1.5%	0.4%
TikTok	3,000	30,000	0.5%	0.1%
Snapchat	5,000	50,000	0.8%	0.2%
Overall	113,000	1,130,000	1.5%	0.4%

Detailed description: A blurred screenshot of a social media dashboard. The table above is an interpretation of the data visible in the dashboard, showing various social media platforms and their associated metrics. The data is presented in a clean, structured format.



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# Drill Down 1 Level



The image shows a blurred screenshot of a data table. The table has several columns and rows. The columns are labeled with numbers 1 through 5. The rows contain data points, some of which are highlighted in a light blue color. The overall appearance is that of a data visualization or report.

	1	2	3	4	5
1	1000	1000	1000	1000	1000
2	1000	1000	1000	1000	1000
3	1000	1000	1000	1000	1000
4	1000	1000	1000	1000	1000
5	1000	1000	1000	1000	1000
6	1000	1000	1000	1000	1000
7	1000	1000	1000	1000	1000
8	1000	1000	1000	1000	1000
9	1000	1000	1000	1000	1000
10	1000	1000	1000	1000	1000
11	1000	1000	1000	1000	1000
12	1000	1000	1000	1000	1000
13	1000	1000	1000	1000	1000
14	1000	1000	1000	1000	1000
15	1000	1000	1000	1000	1000
16	1000	1000	1000	1000	1000
17	1000	1000	1000	1000	1000
18	1000	1000	1000	1000	1000
19	1000	1000	1000	1000	1000
20	1000	1000	1000	1000	1000



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# Secondary Dimension



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# Prefer Visual? Use Dashboard



The image shows a screenshot of a dashboard interface. On the left, there is a navigation menu with several options, including 'Dashboard' which is highlighted. The main content area displays a table with a red header bar. The table has two columns: 'Name' and 'Status Date'. The data rows are as follows:

Name	Status Date
Storm Mobile Equipment	Feb 22, 2019
Storm	Feb 6, 2019
Mobile Unit	Feb 27, 2019
Mobile Equipment	Feb 27, 2019
Storm	Feb 27, 2019
Mobile Equipment	Feb 27, 2019
Storm	Feb 27, 2019



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# Prefer Visual? Use Dashboard



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# Prefer Visual? Use Dashboard



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# Any Questions?



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