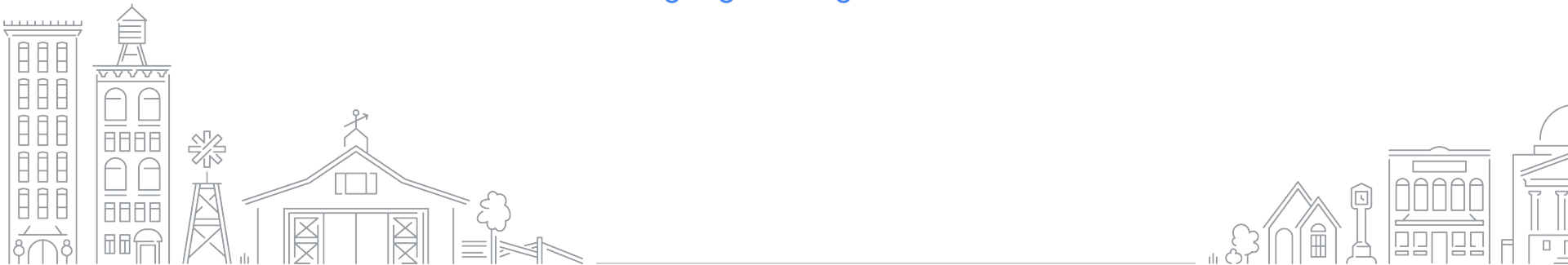


Grow with Google

Using Data to Drive Business Growth

google.com/grow



HI, I'M CORISSA



WEBSITE

corissasaintlaurent.com

EMAIL

hello@corissasaintlaurent.com

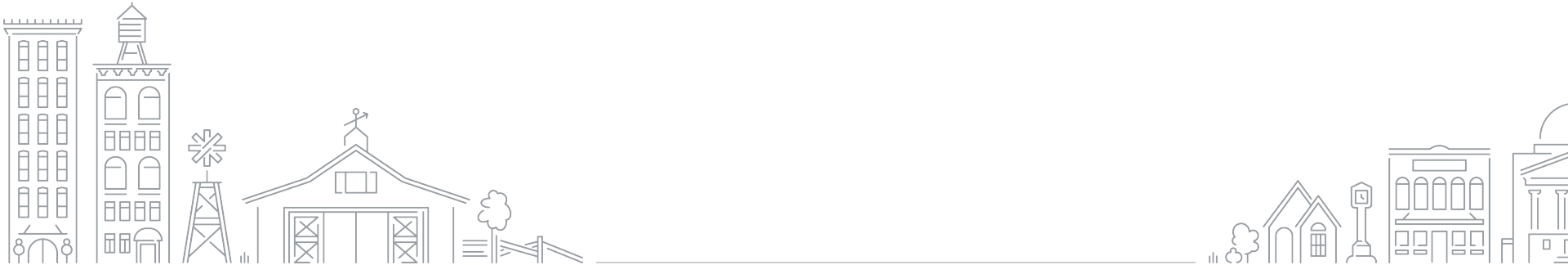
SOCIAL

@corissasaintlaurent



Data makes your briefcase
heavy...insights make you rich.

– Niall Fitzgerald, Former Chairman of Unilever



TO UNLOCK NEW OPPORTUNITIES, TRUE INSIGHTS MUST BE



Novel



Credible



Actionable



Meet Tracey and Dani.



USING GUT INSTINCTS

- Experimented with a new recipe, loved it, and immediately added it to the menu.
- Cut prices when sales were down.
- Assumed target audience was women, age 35-54.



USING DATA



Data = facts or statistics to reference.



Analytics = patterns and trends.



Insights = actionable value.

Look at numbers to make business decisions rather than opinion or gut instinct.



GET STARTED USING DATA



STEP 1: OUTLINE GOALS

What are you trying to achieve?



STEP 2: ASK QUESTIONS

What answers do you need?

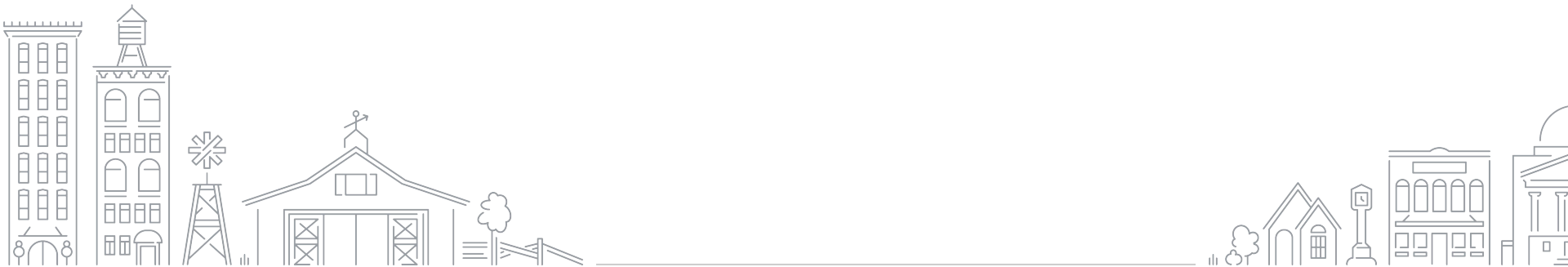


STEP 3: VIEW REPORTS

How can you find the answers?



Step 1: Outline goals



WHAT MAKES A GOOD GOAL?



Specific



Relevant



Measureable



Time-sensitive



Attainable

GOAL

Decrease shopping cart abandonment rate to **under 60%**.



ACTIVITY: MAP OUT A SMART GOAL

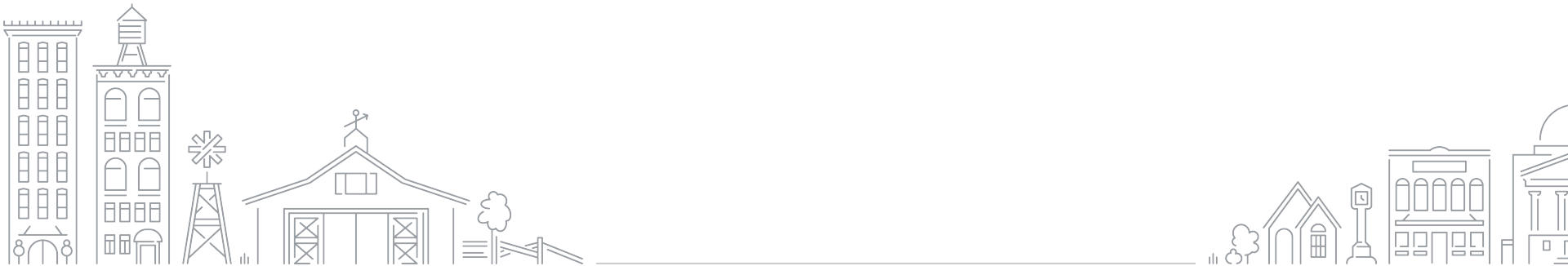
- 1 Find the **SMART goal template** on your handout.
- 2 Use the template to map out your ideas for each section in the SMART goal framework.
- 3 Consolidate your ideas into a single SMART goal at the bottom of your handout.

Need Help? Raise your hand.



Step 2:

Ask questions



DIFFERENT CATEGORIES OF QUESTIONS



Reach

Who is your audience?
How do you reach them?



Engage

Can they find answers?



Convert

Do leads become customers?



Sustain

Are people turning into
loyal customers?

REACH QUESTIONS

- What are people searching for?
- Who is your audience?
- How do they find you online?



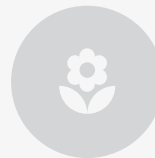
Reach



Engage



Convert



Sustain

ENGAGE QUESTIONS

- What do people do once they find you?
- Where do customers engage you online?
- How do people interact with you online?



Reach



Engage



Convert



Sustain

CONVERT QUESTIONS

- Which channels drive conversions?
- What calls-to-action drive conversions?
- Which channels have a higher ROI?



Reach



Engage



Convert



Sustain

SUSTAIN QUESTIONS

- Do people continue to engage?
Where?
- Do you respond? How quickly?
- Do you give people a reason
to return?



Reach



Engage

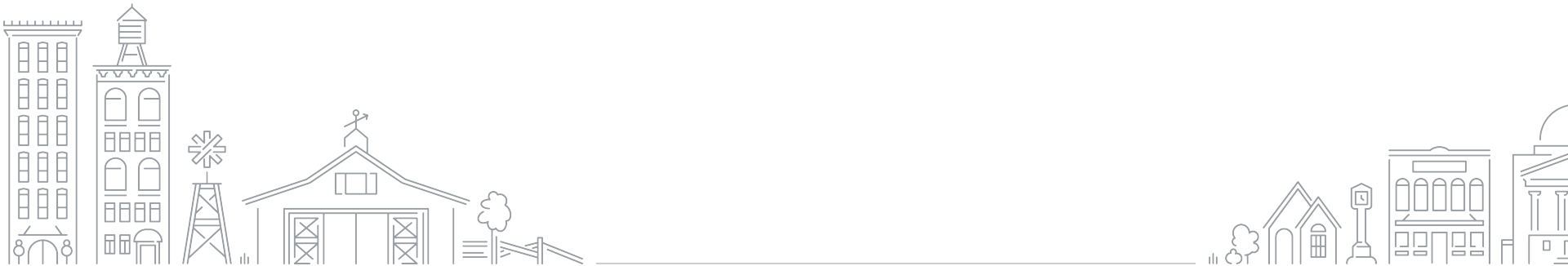


Convert



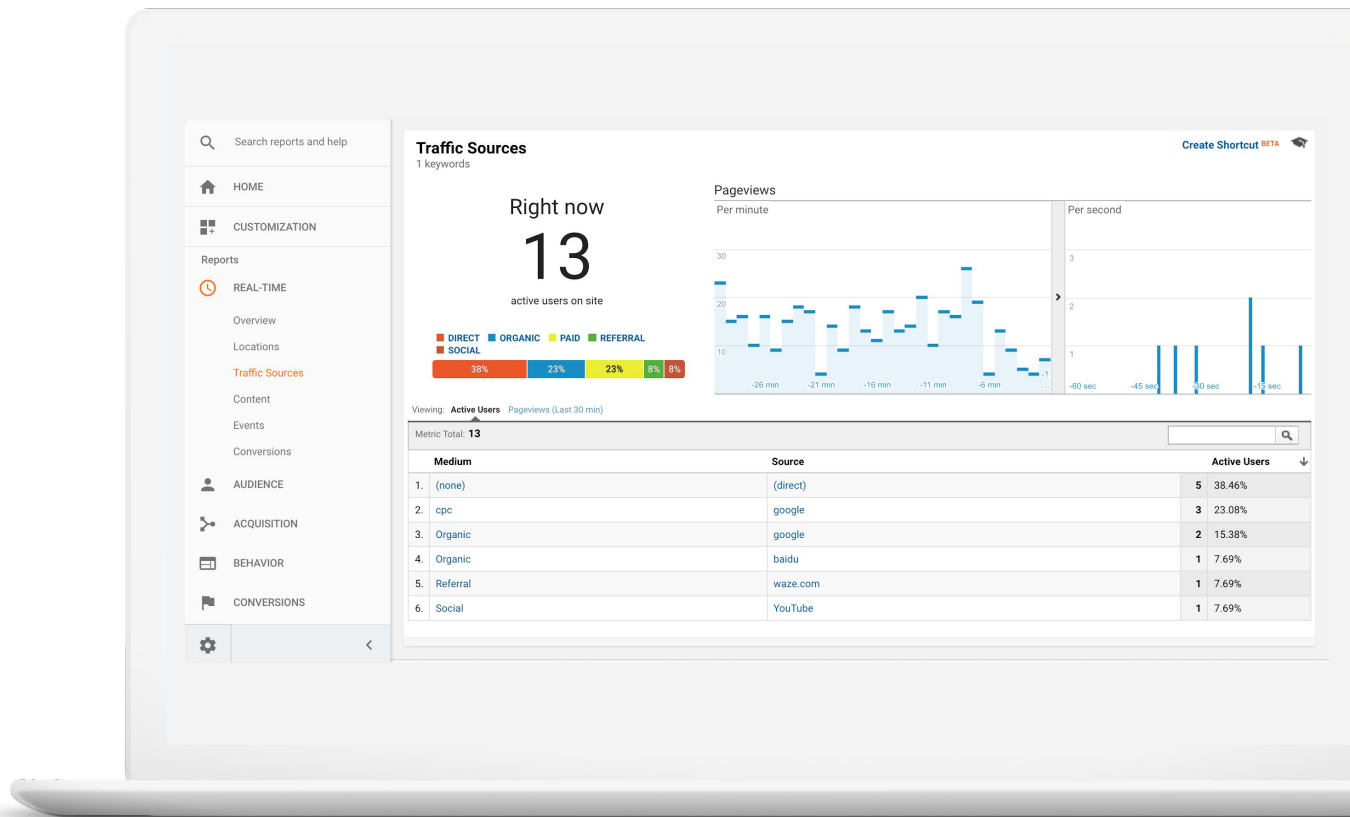
Sustain

Step 3: View Reports



GOOGLE ANALYTICS

google.com/Analytics



TYPES OF INSIGHTS



Real Time

What's happening right now?



Acquisition

Where do they come from?



Conversions

Is the website successful?



Behavior

What do people do on the site?



Audience

Who visits the website?

REAL TIME: WHAT'S HAPPENING RIGHT NOW?

All accounts > http://www.wickedgoodcupcakes.com
www.wickedgoodcupcakes.com

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

Overview

Locations

Traffic Sources

Content

Events

Conversions

AUDIENCE

ACQUISITION

Overview

Right now
152
active users on site

DESKTOP MOBILE

83% 17%

Pageviews

Per minute

Per second

Top Referrals:

Source	Active Users ↓
1. r.search.aol.com	1

Top Social Traffic:

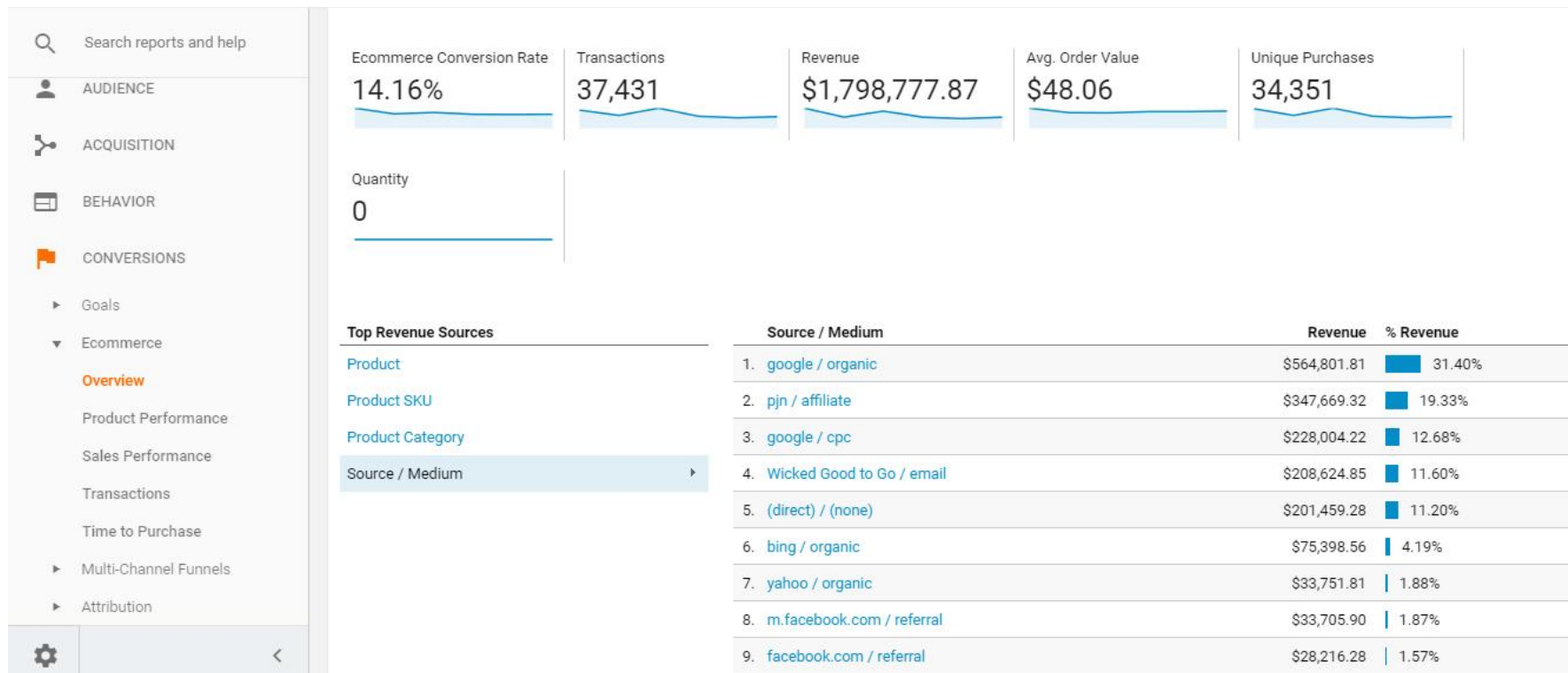
Source	Active Users ↓
1. Facebook	1

Top Active Pages:

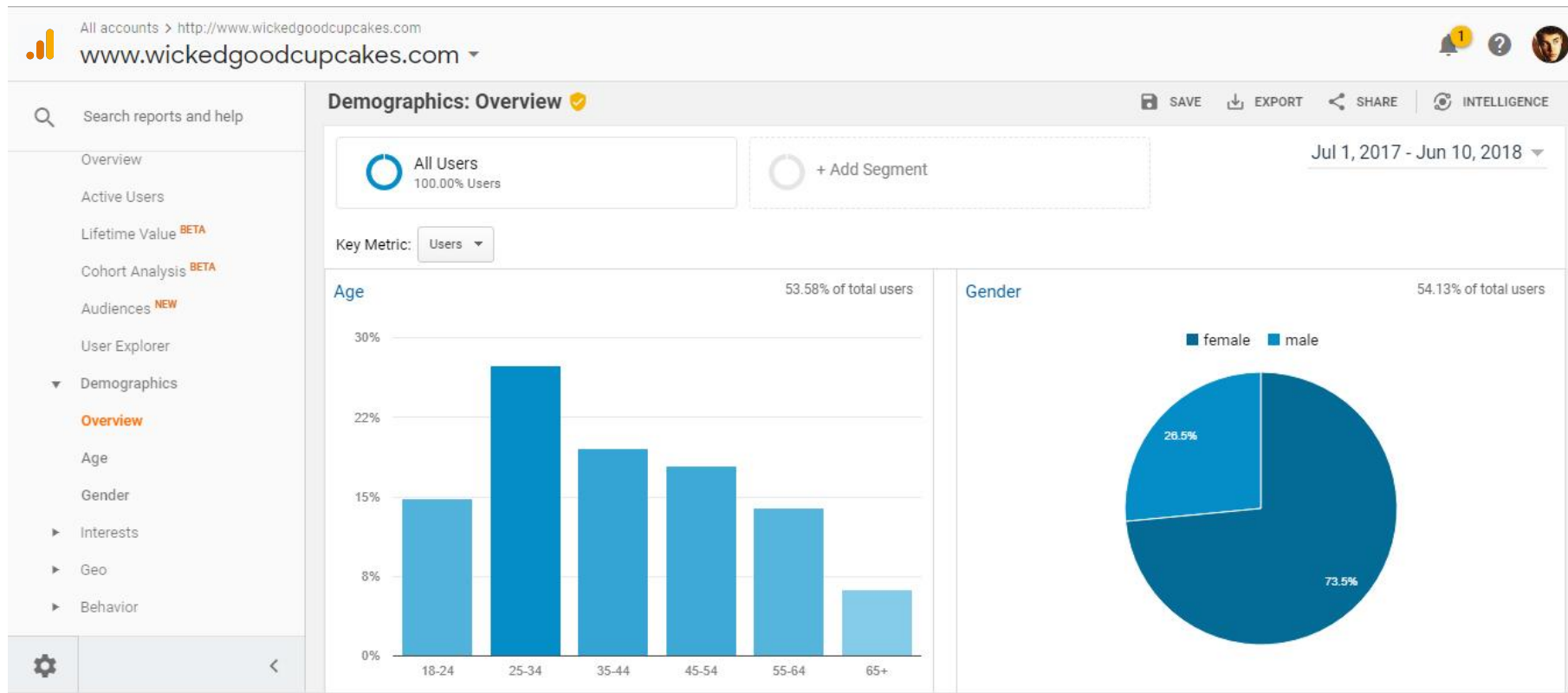
Active Page	Active Users ↓
1. /shop-online/	3 25.00%
2. /Custom 4 Pack Landing id:3	2 16.67%
3. /Custom 4 Pack shipping calendar id:3	1 8.33%
4. /admin/modules/Orders/	1 8.33%
5. /admin/modules/Orders/edit-package?pi=491485	1 8.33%

Create Shortcut BETA

CONVERSIONS: IS THE WEBSITE SUCCESSFUL?



AUDIENCE: WHO VISITS YOUR WEBSITE?



ACQUISITIONS: WHERE DO CUSTOMERS COME FROM?

All accounts > http://www.wickedgoodcupcakes.com
 www.wickedgoodcupcakes.com

Search reports and help

Plot Rows Secondary dimension Sort Type: Default

advanced

	Search Query	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
		53,301 % of Total: 14.99% (355,638)	68,875 % of Total: 13.03% (528,637)	\$219,825.99 % of Total: 12.22% (\$1,798,777.87)	8,819 % of Total: 11.78% (74,861)	\$24.55 Avg for View: \$24.03 (2.17%)	12.81% Avg for View: 14.16% (-9.55%)	\$3.14 Avg for View: \$3.40 (-7.58%)
<input type="checkbox"/>	1. wicked cupcakes	5,304 (9.71%)	7,473 (10.85%)	\$26,332.86 (11.98%)	1,060 (12.02%)	\$24.84	14.18%	\$3.52
<input type="checkbox"/>	2. wicked good cupcakes	3,096 (5.67%)	5,162 (7.49%)	\$45,050.19 (20.49%)	1,853 (21.01%)	\$24.31	35.90%	\$8.73
<input type="checkbox"/>	3. cupcake in a jar	2,725 (4.99%)	3,709 (5.39%)	\$8,802.01 (4.00%)	431 (4.89%)	\$20.42	11.62%	\$2.37
<input type="checkbox"/>	4. cupcakes in a jar	2,276 (4.17%)	3,035 (4.41%)	\$16,690.02 (7.59%)	613 (6.95%)	\$27.23	20.20%	\$5.50
<input type="checkbox"/>	5. cupcake delivery	2,162 (3.96%)	2,475 (3.59%)	\$5,846.79 (2.66%)	277 (3.14%)	\$21.11	11.19%	\$2.36
<input type="checkbox"/>	6. gluten free cupcakes	1,485 (2.72%)	1,587 (2.30%)	\$555.89 (0.25%)	23 (0.26%)	\$24.17	1.45%	\$0.35
<input type="checkbox"/>	7. wickedgoodcupcakes	1,401 (2.56%)	2,098 (3.05%)	\$13,624.77 (6.20%)	535 (6.07%)	\$25.47	25.50%	\$6.49
<input type="checkbox"/>	8. cake in a jar	1,047 (1.92%)	1,365 (1.98%)	\$3,370.29 (1.53%)	136 (1.54%)	\$24.78	9.96%	\$2.47
<input type="checkbox"/>	9. wicked cupcakes in a jar	379 (0.69%)	474 (0.69%)	\$1,197.12 (0.54%)	49 (0.56%)	\$24.43	10.34%	\$2.53
<input type="checkbox"/>	10. wicked good to go	362 (0.66%)	604 (0.88%)	\$314.02 (0.14%)	20 (0.23%)	\$15.70	3.31%	\$0.52
<input type="checkbox"/>	11. cupcakes delivery	354 (0.65%)	393 (0.57%)	\$683.14 (0.31%)	30 (0.34%)	\$22.77	7.63%	\$1.74
<input type="checkbox"/>	12. chad took cupcakes	207 (0.38%)	270 (0.39%)	\$1,226.04 (0.56%)	40 (0.46%)	\$30.65	17.70%	\$3.54

AUDIENCE

ACQUISITION

- Overview
- All Traffic
- AdWords
- Campaigns
- Treemaps
- Sitelinks **NEW**
- Bid Adjustments
- Keywords
- Search Queries**
- Hour of Day
- Final URLs
- Display Targeting

BEHAVIOR: WHAT DO PEOPLE DO ON THE SITE?



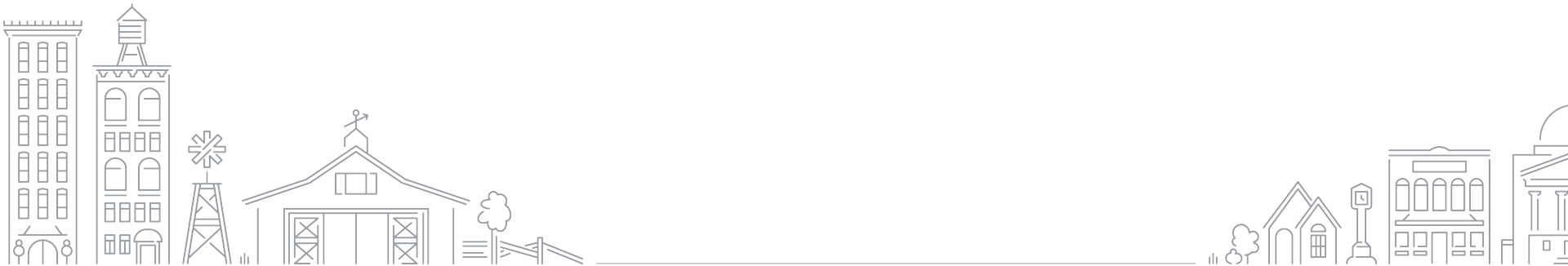
ACTIVITY: NAVIGATE REPORTS IN GOOGLE ANALYTICS

- 1 Go to g.co/grow/AnalyticsDemo
- 2 Review activities shown on your workshop handout.
- 3 Complete all three activities by navigating your way through Audience, Acquisition, and Behavior reports.

Need Help? Raise your hand.



Recap and resources



WHERE TO GO FROM HERE?



Outline goals



Choose tools



Ask questions



Measure results,
take action

GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

Google Primer Suggested Minicourses

Make Your Website Work Hard for Your Business

Get Online with a Strong Business Website

Connect with Customers by Taking Your Business Online

Quick Tip:

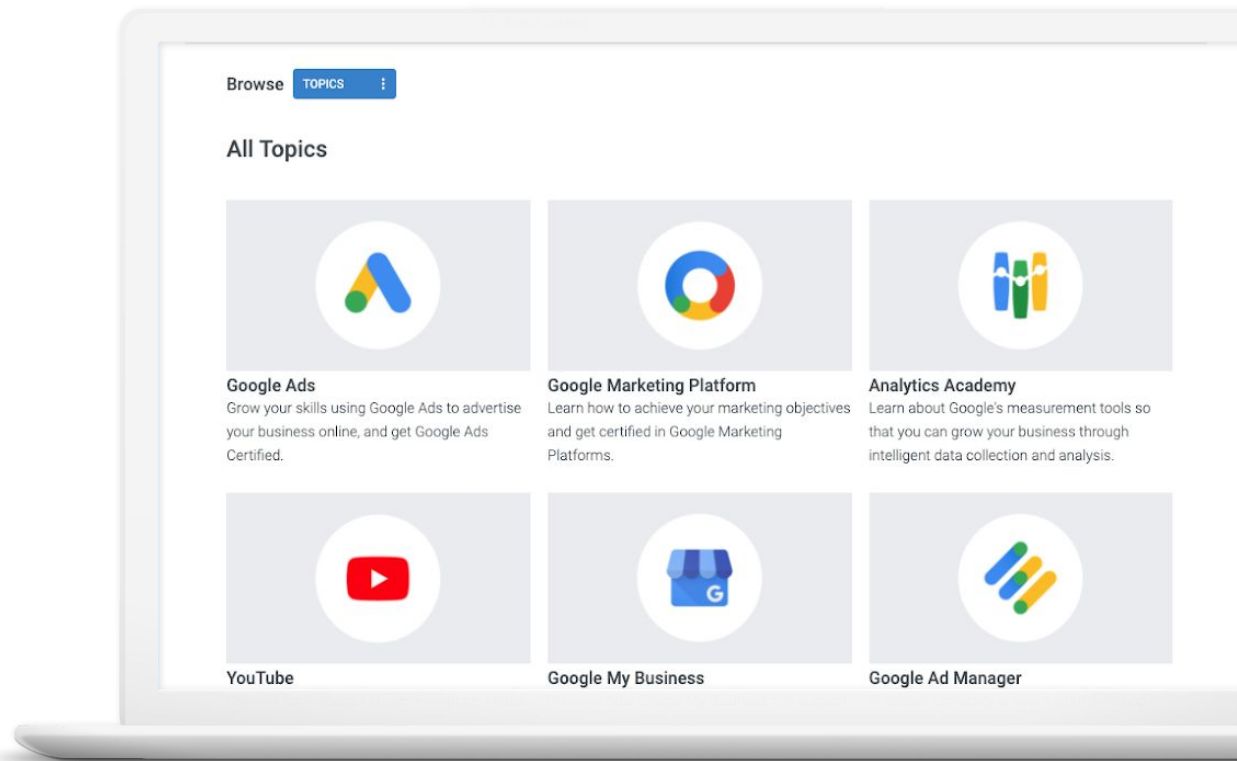
Download the Primer app

g.co/primer/fromhome



SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

Develop skills you can apply right away with free e-learning courses. Learn at your own pace and get Google product certified.



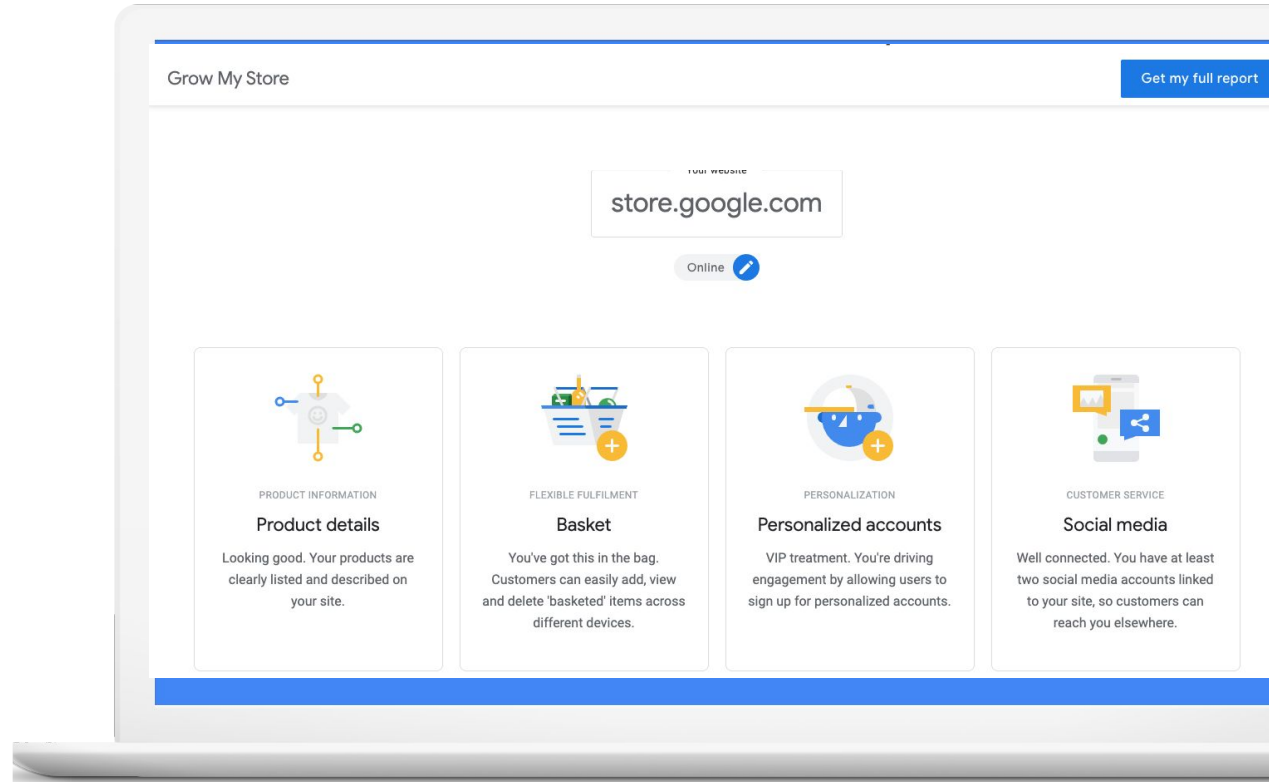
Quick Tip:

Master Google tools

g.co/skillshop

GROW MY STORE: PERSONALIZED TIPS FOR IMPROVING YOUR ONLINE STORE

Whether you sell online or in-store, boost your business with a quick and easy evaluation of your retail website.



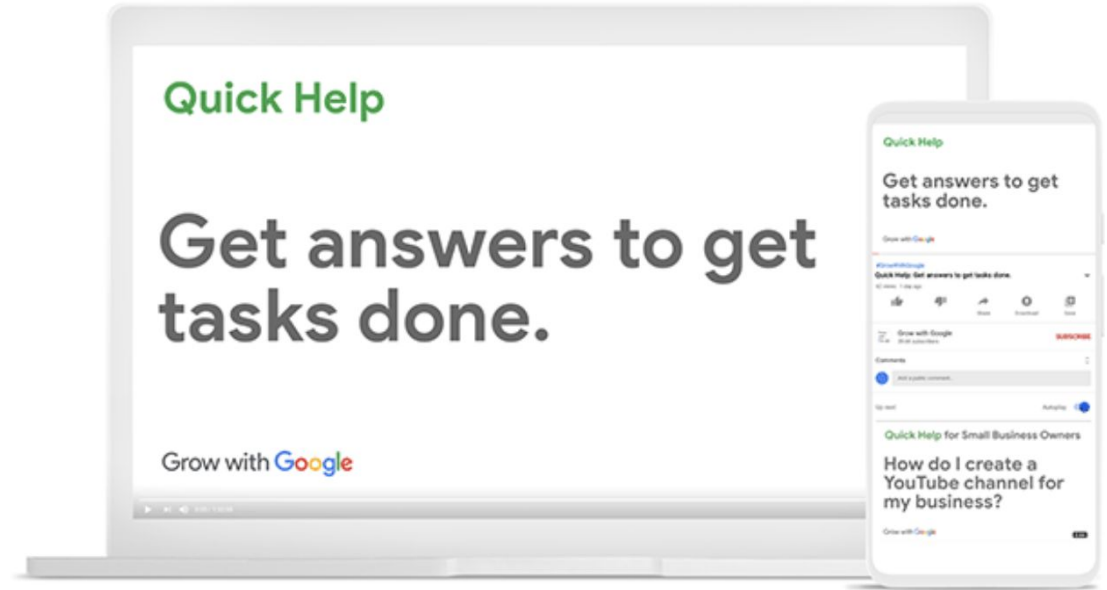
Quick Tip:

Get your report

g.co/growmystore

QUICK HELP VIDEOS FOR SMALL BUSINESSES

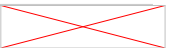
- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features



Quick Tip:

Watch on Youtube

g.co/grow/quickhelp



FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

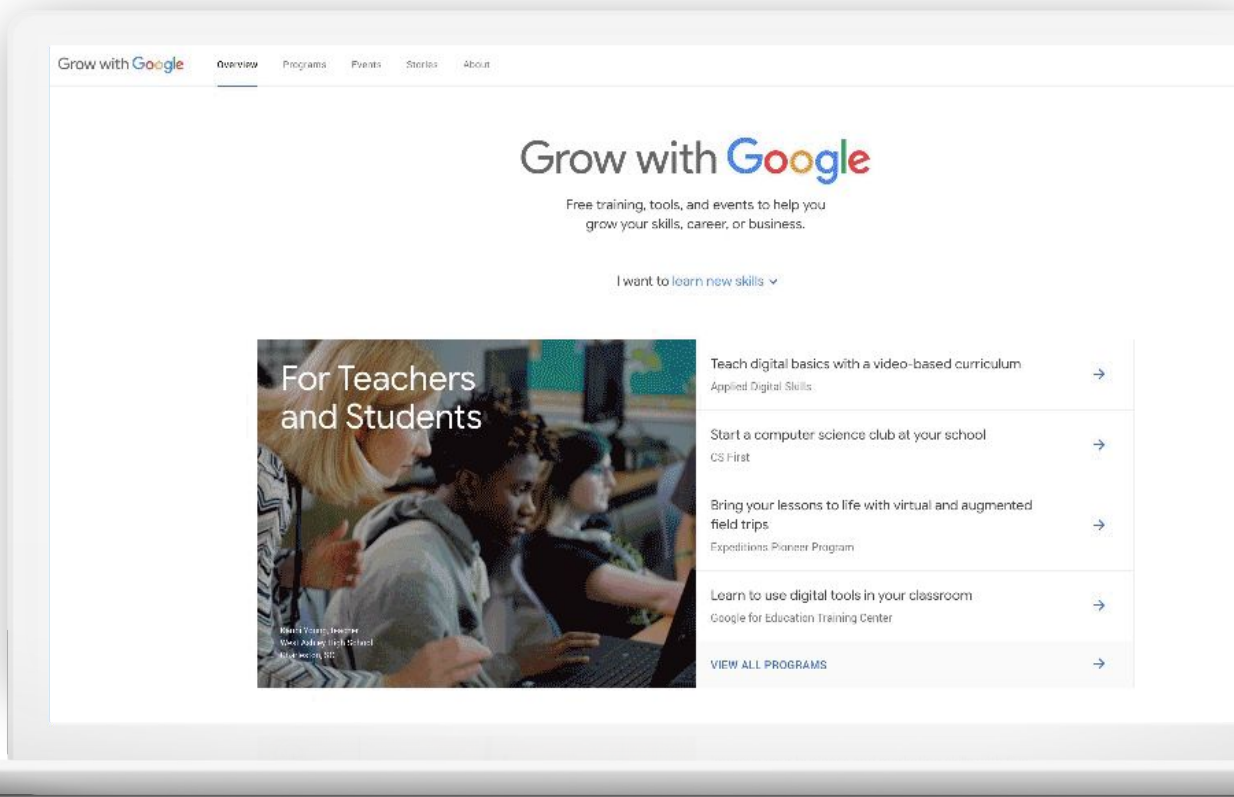
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

For developers

Learn to code or take your skills to the next level.



Grow with Google

Thank You

corissasaintlaurent.com/events

#GrowWithGoogle

