

Measuring what matters – Google Analytics Masterclass

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Introduction

Covid-19 presents many challenges to businesses across the world. It is more challenging than ever to connect with the consumer in the physical sense. Over the last number of weeks there has been an increasing shift towards digital solutions as a means of meeting the needs of consumers. Many clients are exploring how they can offer an online solution for their customers. This may be through E-commerce, social media and/or an improved online user experience.

It is crucial that we as business owners understand how our customers are engaging with our online activity. One way in which we can do this is through the use of Google Analytics. This is a free tool that businesses can use to help them measure their performance online and understand how their audience is interacting with their website.

Having a good understanding of Google Analytics allows you to monitor and improve how your brand shows up online. This resource guide is a supporting document to the Think Digital Google Analytics Masterclass webinar. Detailed below are a number of resources that you can use to master Google Analytics so you can measure your website's performance and monitor your digital campaigns to achieve maximum success.

This resource guide is part of Bord Bia's [Think Digital programme](#), which seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst also equipping businesses with the resources and supports needed to deliver best in class digital activation.

For further information on specific [Think Digital](#) marketing supports available to Bord Bia clients please contact:

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This resource guide has been produced in conjunction with Adam Hetherington, Measurement and Attribution Lead of Google Customer Solutions UK & Ireland.

Resource Guide Section 1: What is Analytics?

Setting up Google Tag Manager

Google Tag Manager allows you to quickly and easily update measurement codes and related code fragments collectively known as tags on your website or mobile app.

- Google Tag Manager [Registration Link](#)
- Google Tag Manager [Installation Video](#)



Installing the Google Tag Manager Container Snippet



- Setting up Google Analytics Tag [Instructions](#)

Advanced user set-up:

Learn about the benefits of using a sitewide tag to ensure that you're properly measuring your Google Ads performance. We'll discuss why using a sitewide tag is important and how to choose the right solution (Google Tag Manager, gTag, and Google Analytics)

- Google Sitewide Tagging Video link [here](#)

Learn how offline conversion tracking can help lead generation focused businesses measure the consumer actions you truly care about, by looking at what happens offline after a consumer submits a form or calls your business. Google Analytics Offline Conversion tracking is possible via the Measurement Protocol.

- Google Offline Conversion Tracking Video link [here](#)

Resource Guide Section 2: Understanding Your Data

Grow your business with Google Ads. Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

- Google Ads Account [Link](#)

This video from Google Analytics for Beginners in the Analytics Academy demonstrates how to track marketing campaigns using the URL Builder tool

- Tracking with UTM [Parameters Video](#) for Non Google Media



Many contracts, terms of service, and policies for Google's advertising and measurement products refer to "Personally Identifiable Information" (PII). You may find in such contracts, terms of service, and policies a prohibition against passing information to Google that Google could use or recognize as PII.

This article explains how Google will interpret the term PII in the event PII isn't defined in your existing contract or the applicable product's terms of service or policies.

- What Google Considers PII [Link](#)

Resource Guide Section 3: Google Analytics Reports

This video from the Analytics Academy demonstrates how Audience reports work.

- Google Analytics Audience [Overview Video](#)



Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

- Google Search Console [Link](#)

PageSpeed Insights (PSI) reports on the performance of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved. At the top of the report, PSI provides a score which summarizes the page's performance. A score of 90 or above is considered fast, and 50 to 90 is considered moderate. Below 50 is considered to be slow.

- Google Pagespeed Insights [Link](#)

Resource Guide Section 4: Using Analytics to Drive Business Success

This video from the Analytics Academy demonstrates how to collect data to measure business goals in Google Analytics.

- How to Setup a [Goal Video](#)



This video from the Analytics Academy demonstrates how to evaluate Multichannel funnels in Google Analytics.

- How to use [Multichannel Funnels Video](#)

This is the YouTube page for Google Analytics, where trainings are posted on specific subjects.

- Google Analytics [YouTube Page](#)

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis. This covers basics, advanced, power and GA360 user courses.

- Google Analytics Academy [Link](#)

Grow your career or business at your own pace, with flexible and personalised training courses designed to build your confidence and help you thrive. Discover tools to make your business succeed, improve your interview skills and prepare for the career you want

- Google Digital Garage [Link](#)

