



The Loop Head Peninsula
Digital Academy



Zucca Films



WEEK 9

Google My Business Profile & Google Analytics

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Rialtas na
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Your Google My Business Profile



Do you have a Google My
Business Profile?

What is a Google My Business Profile?

Engage with customers on Google for free

*“With a Google My Business Account, you get more than a business listing. Your **free Business Profile** lets you easily connect with customers across Google Search and Maps.” – Google*

Why have a Google My Business Profile?

- It's another way to be discovered
- Google will reward you with free traffic
- There's a great opportunity that not everyone is taking

167 billion searches performed on Google each month, a BrightLocal study showed that the typical Business Profile only averages 1,260 views during that same period (that's 0.00000075%!). Even worse, only 59 actions are taken from those 1,260 views. That's less than 5%.

How to set up your Google My Business Profile

Step 1: Go to the Create Page

<https://business.google.com/create>

Step 2: Make sure you are logged into your Gmail account linked to your business assets e.g. YouTube, Google Analytics

Step 3: Claim your Business Profile – verification is required, Google will post you a postcard in 20 days with a code. Use this code to verify your profile

Step 4: Complete every section of your Google My Business account

Step 5: Create a short username **g.page/[yourcustomname]**

Complete Every Section

These aspects of your profile should be completed right away:

- Name
- Address
- Phone
- Website
- Hours

These sections take a bit more thought:

- Category and Attributes
- Products and services
- From the business
- Questions and answers (Owner-generated queries)
- These sections are ongoing:
 - Posts
 - Reviews
 - Questions and answers (Consumer-generated)

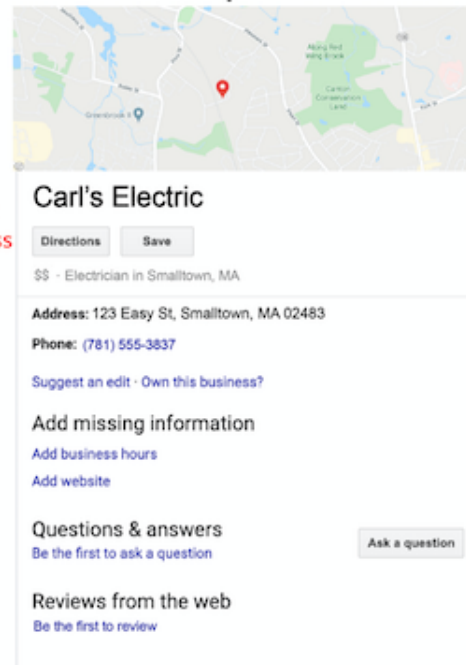
Why have a Google My Business Profile?

- **Google's algorithm** for ranking Business Profiles does not just consider proximity and relevance but also activity and quality of information.
- **Optimizing your Google Business Profile** sends these signals to Google to rank you higher in [local results](#).
- A **higher rank** = means more visibility + engagement with your business + more website traffic + more leads + more conversions

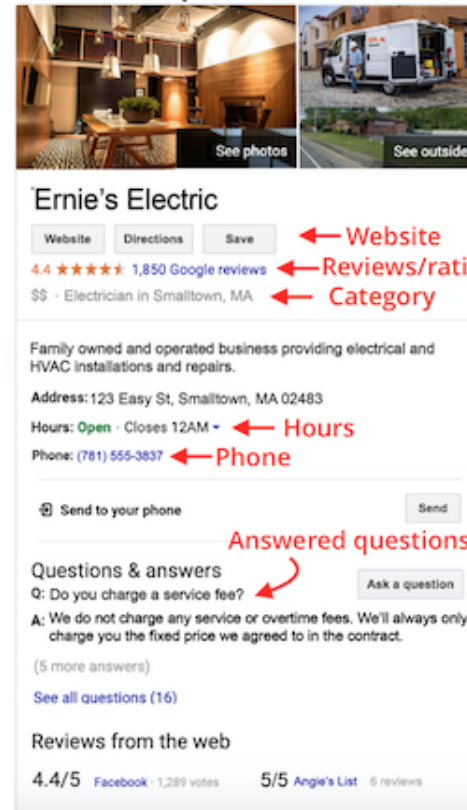
Complete V Incomplete Google My Business Profile

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

Unoptimized



Optimized



Photos

Website

Reviews/ratings

Category

Hours

Phone

Answered questions

Website

Complete your Google My Business Profile

Optimising your Business Profile can help your business to rank higher on Google Maps and on the first page of Google Search results

The screenshot shows the Google search results for 'Clare'. On the left is a sidebar with navigation icons for Trips, Things to do, Flights, Hotels, and Holiday homes. The main content area features a large hero image of a cliff overlooking the ocean, with the title 'Clare' and a subtitle 'Irish county with dramatic terrain like the Cliffs of Moher and Burren, plus castles like Bunratty.' Below this is a 'Top sights' section with three featured cards: 'Cliffs of Moher' (4.8 stars, 2,234 reviews), 'Bunratty Castle & Folk Park' (4.5 stars, 7,602 reviews), and 'Burren National Park' (4.7 stars, 915 reviews). Each card includes a thumbnail image, title, rating, review count, and a brief description. At the bottom of the main content area are three more thumbnail images. On the right side of the page is a map of Ireland with a blue pin marking the location of Clare. The map includes labels for various towns and cities, and a 'Search this area' button at the bottom.

Google

Trips

Things to do

Flights

Hotels


Holiday homes

Clare


Irish county with dramatic terrain like the Cliffs of Moher and Burren, plus castles like Bunratty.

Top sights


Based on traveller visits and local insights






Cliffs of Moher
4.8 ★★★★★ (2,234)
Popular cliffs with a visitor centre



Bunratty Castle & Folk Park
4.5 ★★★★★ (7,602)
Medieval & Victorian history attraction



Burren National Park
4.7 ★★★★★ (915)
Huge area of limestone, lakes & cliffs



Map data ©2020 Google Terms of Use Report a map error

Are you happy your profile is complete? Now it's time to manage it

- Seek customer reviews
- Monitor and respond to reviews
- Post an update once a week:
announcements, offers, events, and
products
- Answer questions and set up alerts
- Set up messaging and be responsive





Let's Create our GMB Profiles

Google Analytics

Why website analytics are important

- To measure the impact of your content
- To understand who is going to your website
- To understand what digital marketing (and traditional) tactics are working
- To get insights into what content they are most engaging with
- To understand if you are converting (responding to calls to actions)
- To help you improve search engine optimisation
- To give you useful insights into the needs and wants of your customers

IMPORTANT: *The more organic traffic your business site receives, the more leads and conversions it gains. **Website analytics** help your site's SEO in various ways. By knowing your visitors' demographics and interests, you can create targeted content and get better visibility on search engines.*

Are you measuring you web stats?

- Remember your website stats have a commercial value
- You need to be measuring at least monthly (daily/weekly if selling online)
- You need to be able to understand what story your Google Analytics data tells for your business/organisation

Web metrics tell a story

Audience Data

- number of visits, number of unique visitors
- new vs. returning visitor ratio
- what country they are from
- what browser or device they are on (desktop vs. mobile)

Audience Behaviour

- common landing pages
- common exit page
- frequently visited pages
- length of time spent per visit
- number of pages per visit
- Bounce rate

Campaign Data

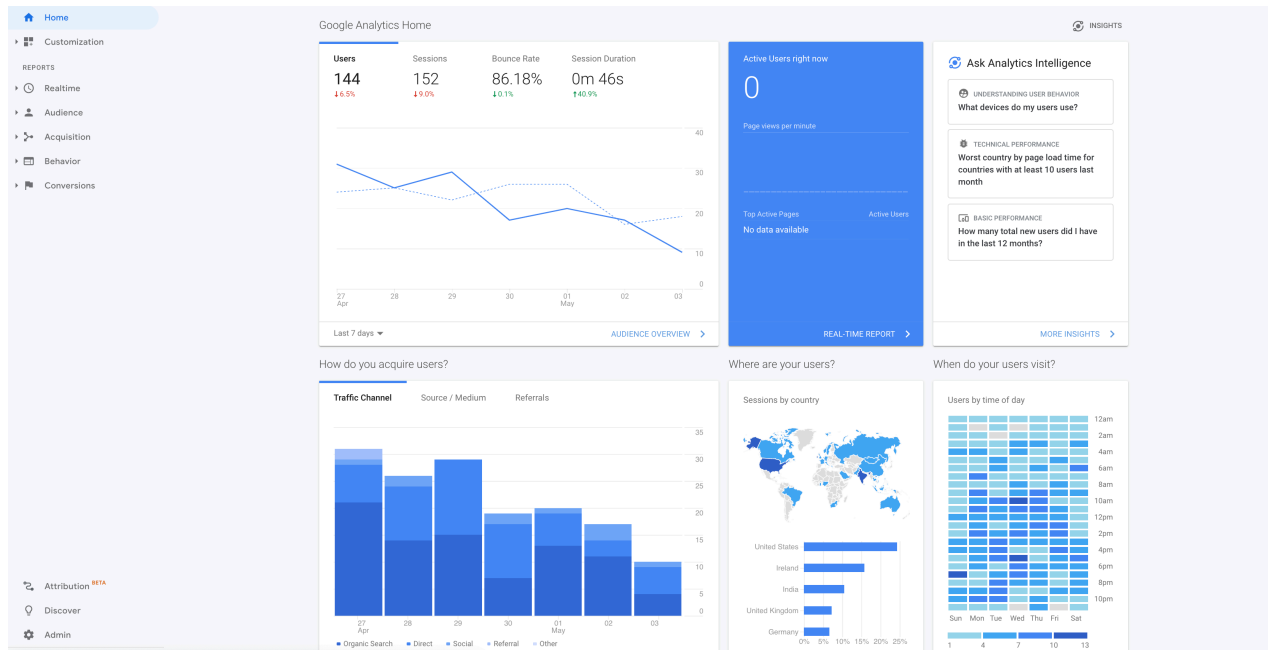
- which campaigns drove the most traffic
- which websites referred the most traffic
- which keyword searches resulted in a visit
- campaign medium breakdown, such as email vs. social media

Introduction to Google Analytics (GA)

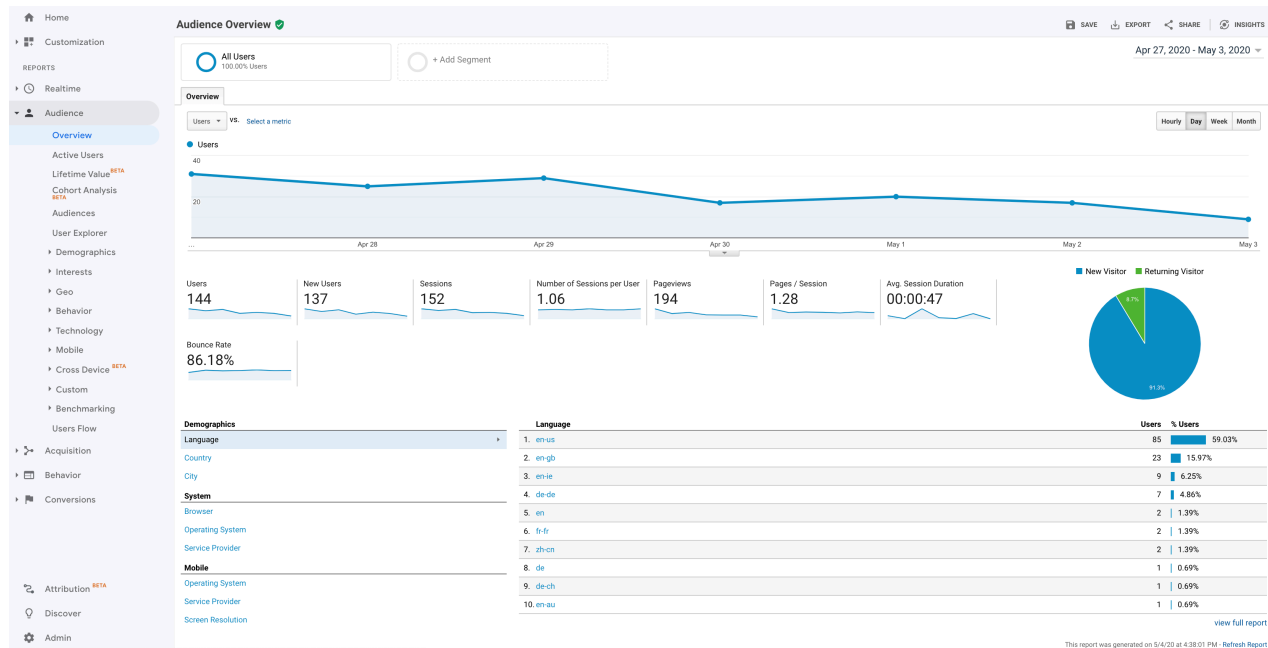
First you need to install your GA code into your website

- Find the tracking code snippet for your website
 - Sign in to your Analytics account: google.com/analytics, and select the Admin tab.
 - From the ACCOUNT and PROPERTY columns, select the property you're working with. Click **Tracking Info > Tracking Code**.
- Find your tracking code snippet. It starts with `<script>` and ends with `</script>`.
- Copy the snippet.
- Paste your snippet (unaltered, in its entirety) into every web page you want to track. Or into the `<head> </head>` area of your website. Most WordPress Themes have some type of option for scripts or you can edit the CSS file.

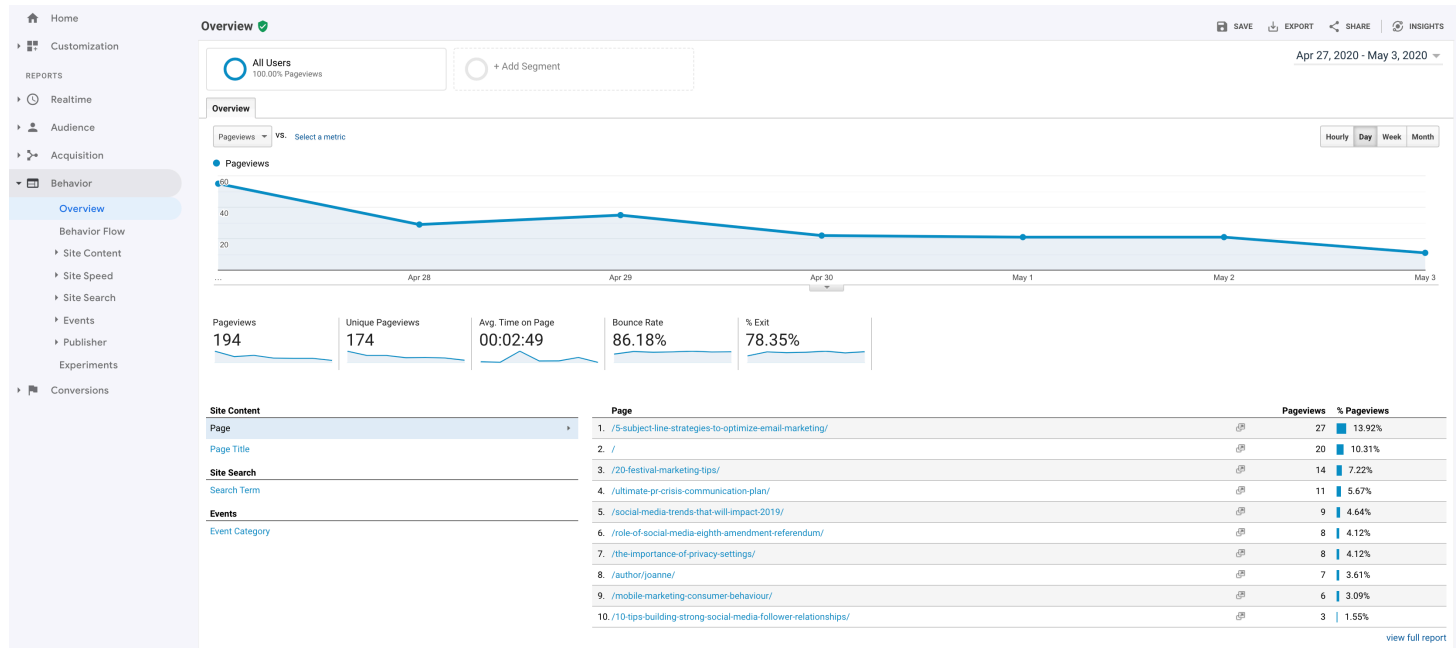
Your GA Dashboard: Home



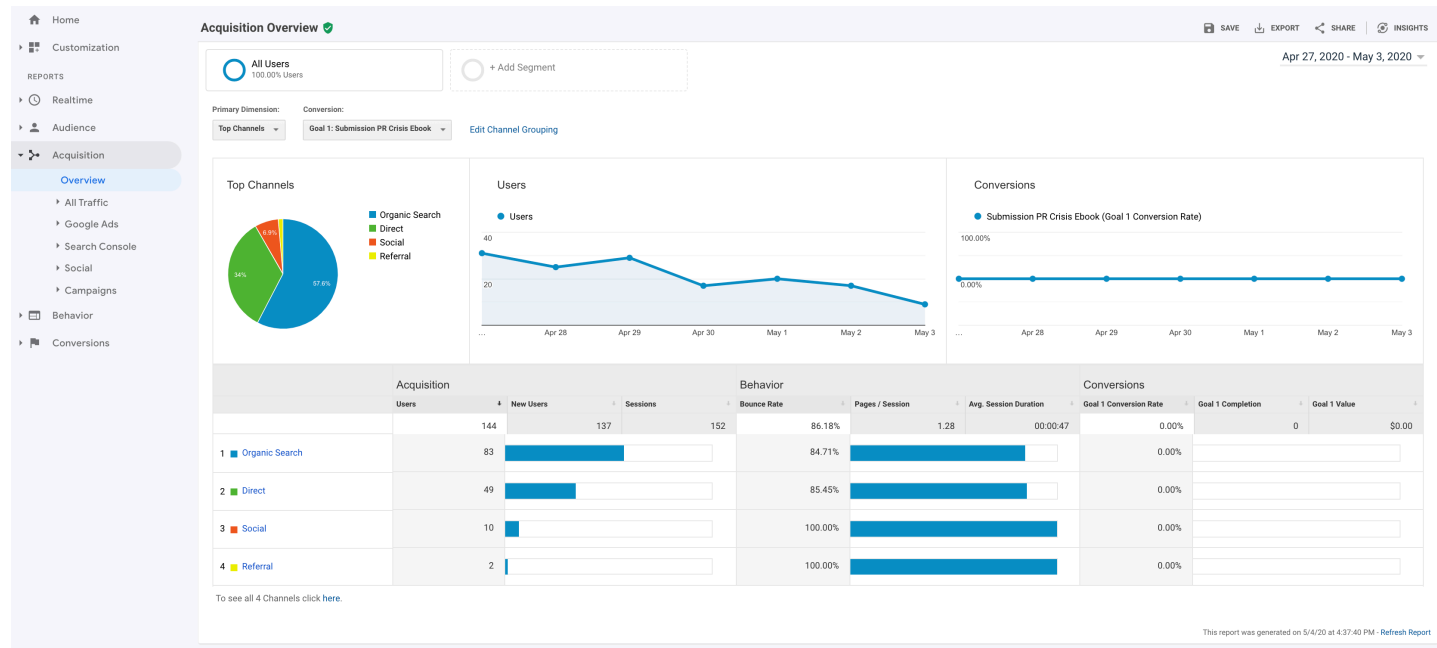
Your GA Dashboard: Audience



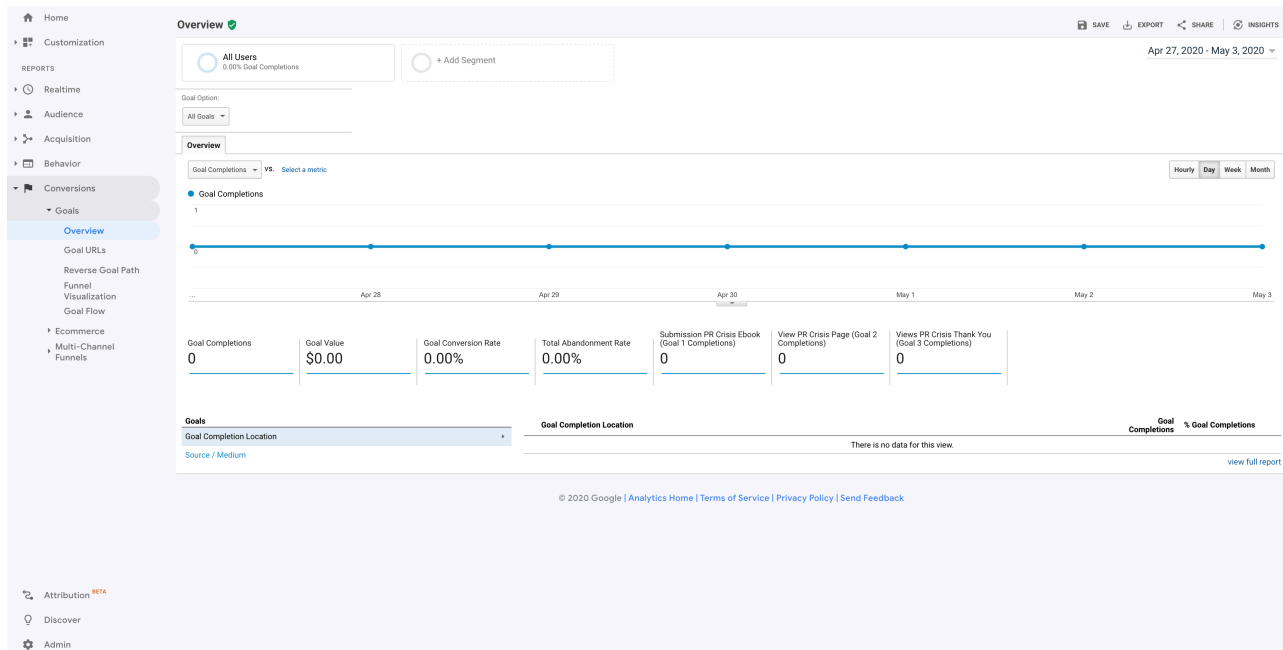
Your GA Dashboard: Behaviour



Your GA Dashboard: Acquisition



Your GA Dashboard: Conversions



Key Definitions

- **Audience** – who is visiting your site, demographics, interests, what device they are on
- **Acquisition** – where did they come from (website, search, social referral)
- **Behaviour** – what did they do (pages visited first, then what)
- **Conversions** – did they do what you wanted them to do? Purchase, optin, etc – must have Google Goals set up

Key Definitions

- **Sessions** - the number of individual sessions initiated by all the users to your site (30 minutes of inactivity starts a new session)
- **Pageviews** - a view of a page on your site that is being tracked by the Analytics tracking code
- **Pages/Session** – average number of pages viewed during a session
- **Bounce Rate** - the percentage of single-page sessions (the person left your site from the entrance page)

Understanding success with metrics

Key Website Metrics
Unique users
Page views
Sessions
Pages per Sessions
Average session duration
Page views per user
Bounce rate
Returning visitor
New visitor
Source of traffic % from organic search
Source of traffic % from social media
Source of traffic % from direct traffic
Source of traffic % from referral traffic
Facebook page view referrals
Twitter page view referrals
Instagram page view referrals
LinkedIn page view referrals
YouTube page view referrals
Mobile traffic % of total
Desktop traffic % of total
Tablet traffic % of total
Busiest time on site

Pages Report (of total unique page views)
X Sales Page
Home
Blog
Reviews
About
X Sales Page

Male / Female
45-54
25-34
35-44
55-64
65+
18-24



#1 Takeaway Today



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THANK YOU!

See you on the next session...

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