



with Google

Tips for Measuring Your Online Success



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Google's Get Your
Business Online

www.Linkedin.com/in/PaigeCahill

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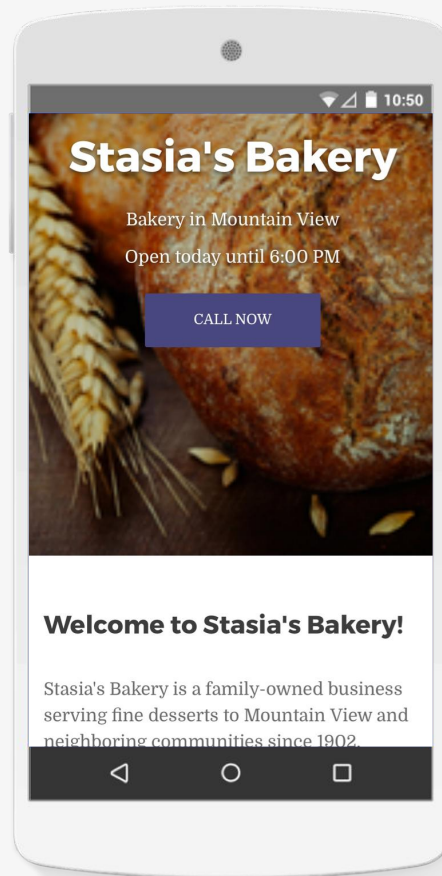
SCORE Omaha

Fremont Chamber

Why measure success?

Why track and measure?

- 1 See which channels lead people to your site
- 2 Understand website or app performance
- 3 Understand your audience
- 4 Use resources wisely



Today we'll cover:

1. **Why measure success?**
2. **What Google tools can measure your success online**
3. **How to evaluate your website.**
4. **How to evaluate your business listing.**
5. **How to evaluate your ad campaigns.**

What to track and measure?

It depends:

1

How many people visit

2

Who and where they are

3

How they found you

4

How much time they spent

5

What they looked at

6

What tasks they completed

Get Your Marketing GAME On

G

Goal

A

Audience/Action

M

Measure

E

Evaluate

How to track and measure?

1

Integrated Tools

Google My Business Insights,
AdWords Express reports,
Email Marketing Reports

2

Standalone Tools

Google Search Console,
Google Analytics,
Test My Site Tool

3

Last But Not Least:

Ask Customers
For Feedback

How to evaluate your website

SEO Webmaster Guide

Three ways to evaluate your website

1 Test My Site

2 Google Analytics

3 Google Search Console

The Search Begins

1. Relevant
2. Location/Distance
3. Prominence
4. User Friendly
5. Keywords
6. Organic
7. Paid Ads

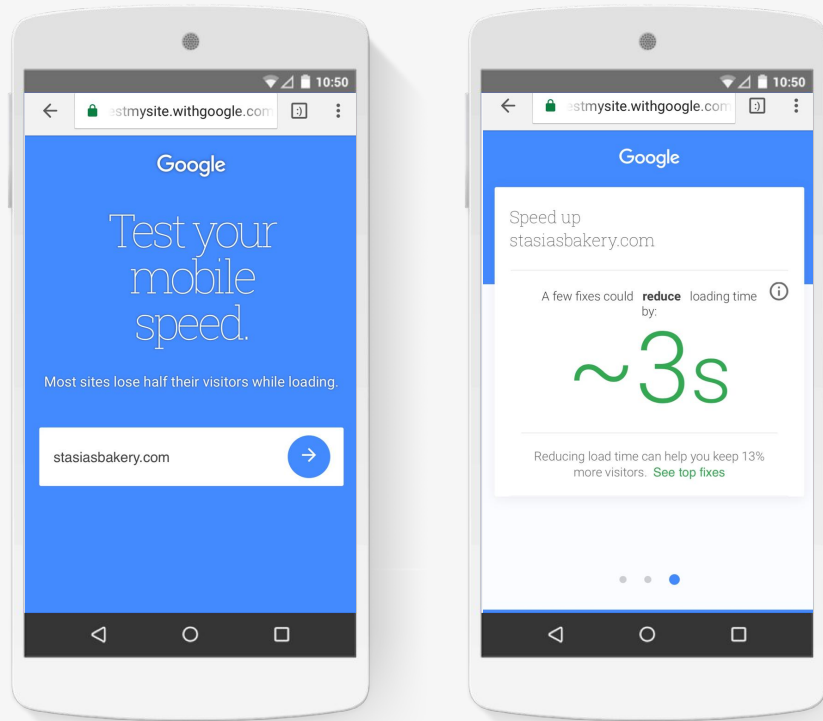


How to evaluate your website

Tool 1

What is the Test My Site tool?

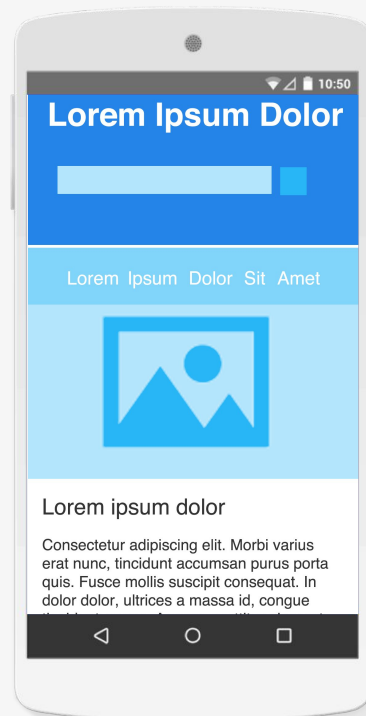
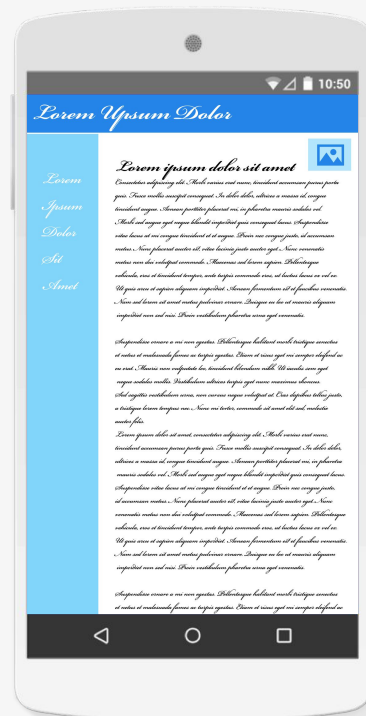
1. Measures Mobile Friendliness
2. Mobile Speed
3. Desktop Speed
4. Suggestions



testmysite.thinkwithgoogle.com

Why use the test?

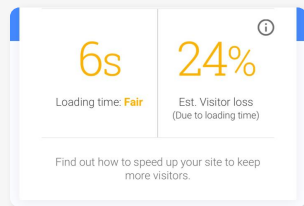
1. More than 50% of all US web traffic is coming from smartphones and tablets.¹
2. 50% of consumers who conduct a local search on their smartphones visit a store within a hour.²



What you can learn

1

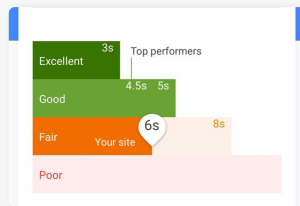
How quick is the site?



Nearly half of all visitors will leave a mobile site if the pages don't load within 3 seconds.¹

2

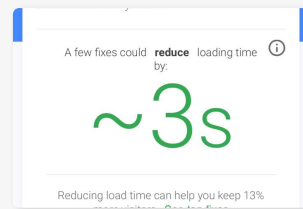
How does it compare?



People are five times more likely to leave a mobile site that isn't mobile-friendly.²

3

How fast can it be?



Reducing load time can help you keep more visitors.¹

How to evaluate your website

Tool 2

What is Google Analytics?

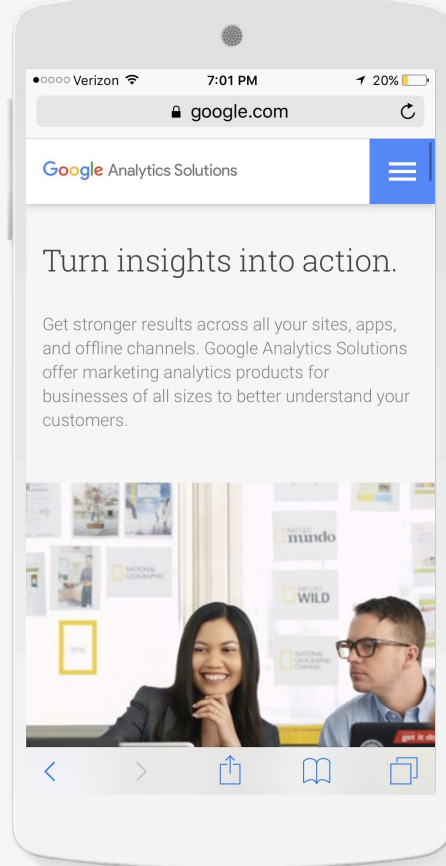
1

Free, powerful web analytics collects data from all touch points, in one place.

2

Measure the effectiveness of your online and offline marketing campaigns.

www.Google.com/analytics



Why Use Google Analytics?

Principles of measurement:

1

Develop a strategy

3

Collect data

2

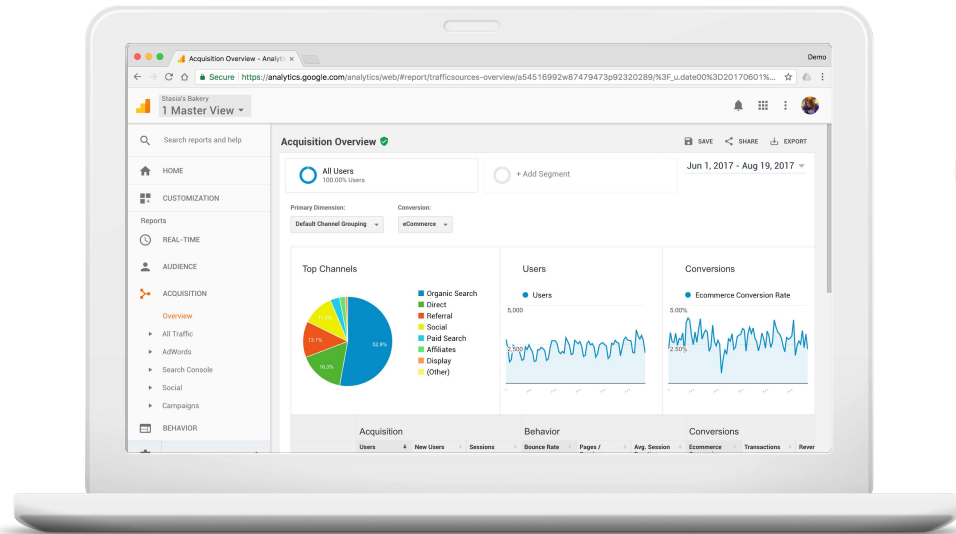
Identify goals and key
performance indicators

4

Learn
(and take action on it)

Example 1:

Google Analytics: Acquisition Report



#1. Learn where sales come from

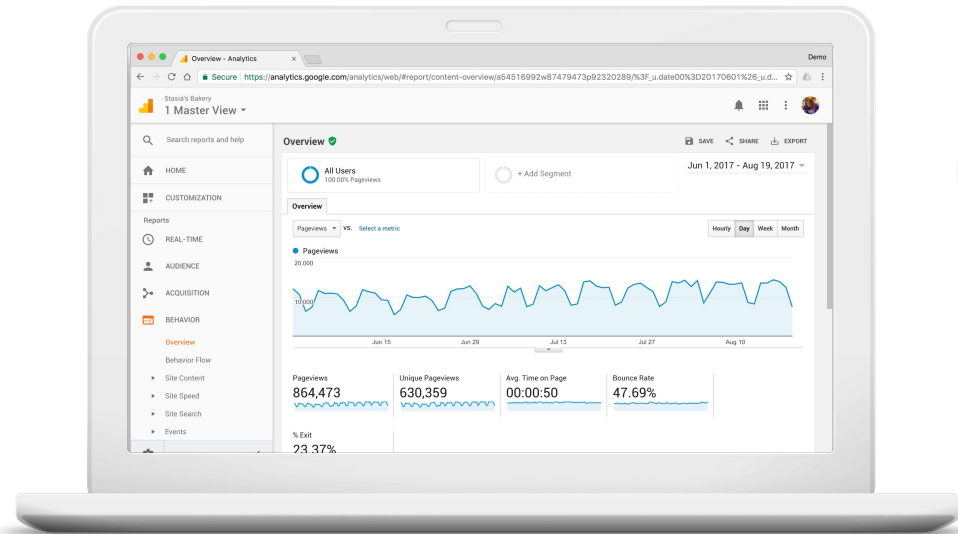


Stasia's Bakery advertises online with Google AdWords, and social media. It's working. They want to know if they should spend more—or less—on some channels.

Use Google Analytics to:
See acquisition reports and learn which channels drive traffic and lead to conversions.

Example 2:

Google Analytics: Behavior Reports



#2. Understand what works

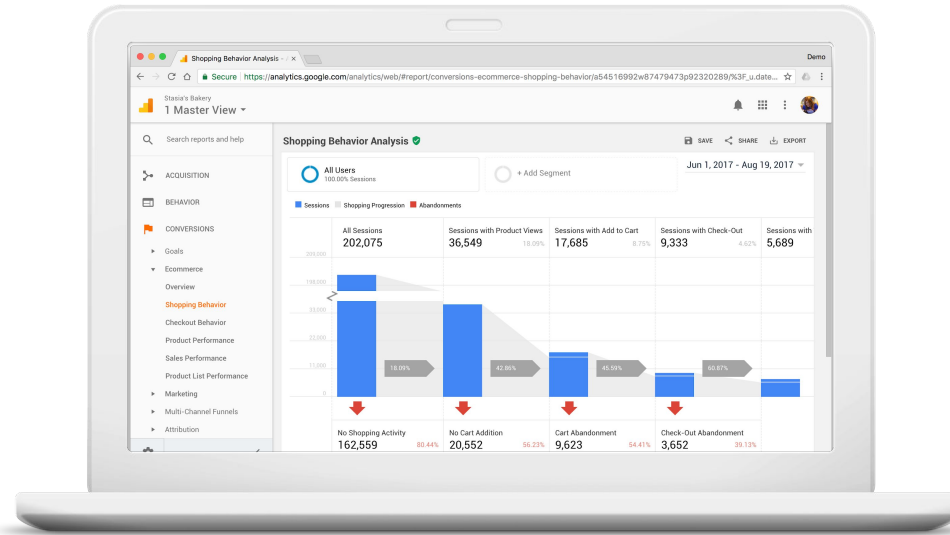


To make the site useful for visitors (and help with SEO), Stasia's Bakery writes blog posts and creates videos... but they wonder if anyone reads or watches.

Use Google Analytics to:
See behavior reports and learn what content website visitors consume, and where they leave.

Example 3:

Google Analytics: Checkout Behavior Analysis



#3. Evaluate the online store



Stasia's Bakery recently added an online store, so people everywhere can order their famous desserts. They want to make sure it's easy for people to place orders.

Use Google Analytics to:
See the checkout behavior analysis and learn how customers move through the checkout steps.

How to evaluate your website

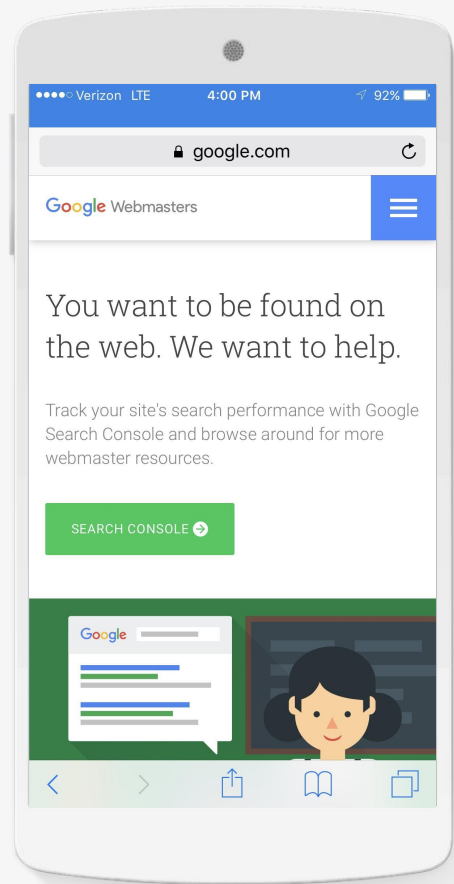
Tool 3

What is Google Search Console?

Get data, tools, and diagnostics for a healthy, Google-friendly website.

www.google.com/webmasters

How to Use Google Search Console



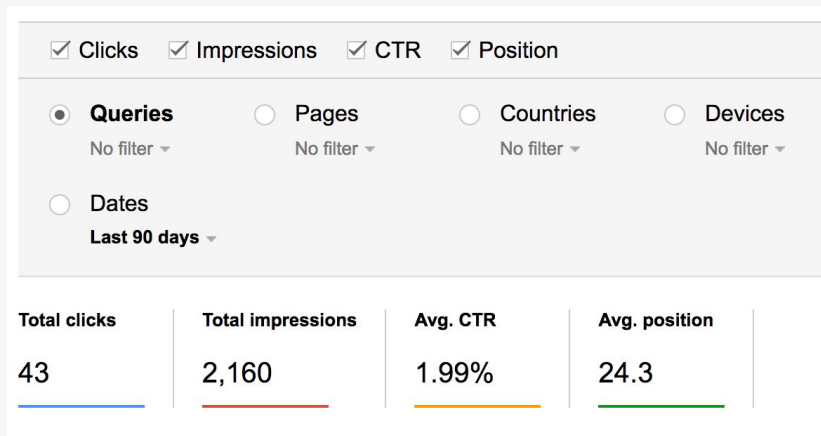
Why Use Search Console?

1. Measure and monitor performance of your site
2. What search queries made your website appear in organic search
3. What Your Site Looks Like to Google and Online Consumers.
4. See what websites link to your website

1. Monitor performance
2. Sends email notifications if site has been hacked
3. Monitors SPAM and Malware Issues
4. Website Errors
5. Allow Google to crawl and index new content
6. Helps you REMOVE content from Google Search
7. Mobile Site Performance

Why Use Google Search Console?

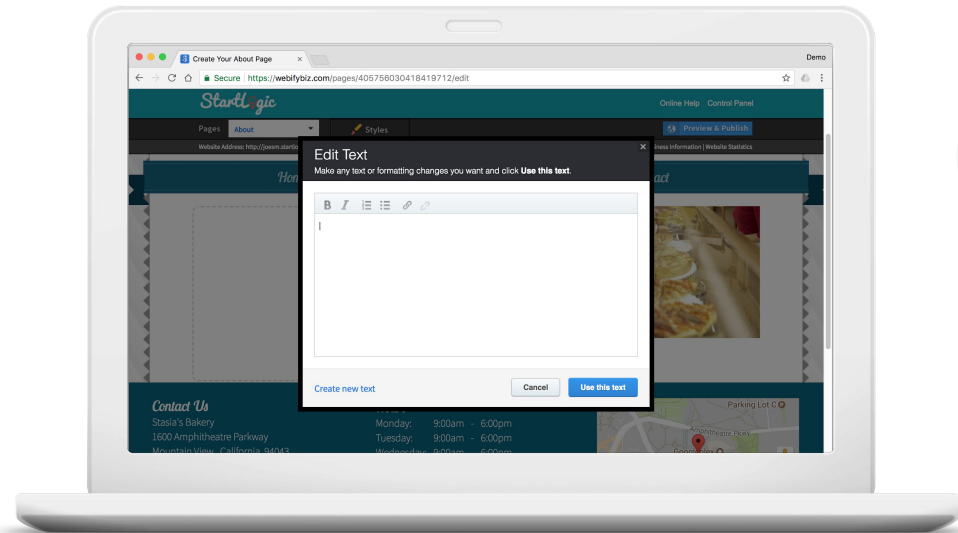
www.google.com/webmasters



[How to Use Google Search Console](#)

[Help with Google Search Console](#)

Scenario #1



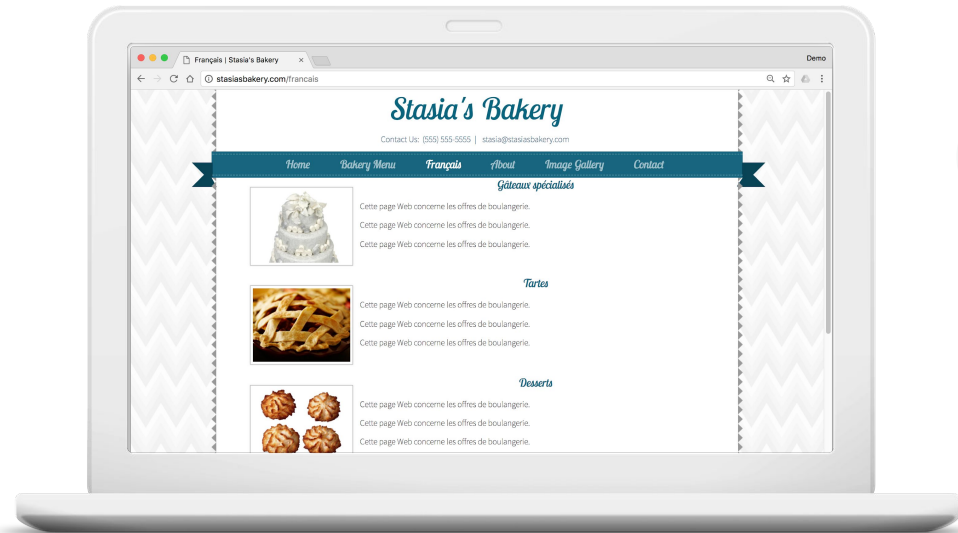
#1. Major site update



After leaving this presentation, you decide to overhaul your site and focus on different content.

Use Search Console to:
Submit new content and remove content you don't want shown in search results.

Scenario #3



#3. New international content



You have many customers in the U.S. and Mexico. You create content for both audiences.


Use Search Console to:
Help Google confirm that your international pages are displaying correctly.


How to evaluate your business listing

Tool 4


Google My Business Listing

Proprietary + Confidential


PetSmart
 4.2 ★★★★★ (298) · Pet Supply Store
11501 Metcalf Ave · (913) 338-5544





Woof Gang Bakery & Grooming Overland Park
4.4 ★★★★★ (23) · Pet Groomer
Quivira Crossing
11876 W 135th St · (913) 897-8258
Open · Closes 7PM



Froggwoods Holistic Pet Spa
4.9 ★★★★★ (23) · Pet Groomer
11600 Metcalf Ave · (913) 491-3764
Open · Closes 5:30PM



Pawz at Play
4.7 ★★★★★ (37) · Pet Groomer
11200 Mastin St · (913) 451-7299
 "The grooming is really convenient if you need it. Kill two birds with..."



Woof Gang Bakery & Grooming Overland Park ★



4.4 ★★★★★ 23 Google reviews

Pet store in Overland Park, Kansas

Website

Directions

Located in: [Quivira Crossing](#)

Address: 11876 W 135th St, Overland Park, KS 66221

Hours: Open · Closes 7PM ▼

Phone: (913) 897-8258

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

[See all questions \(1\)](#)

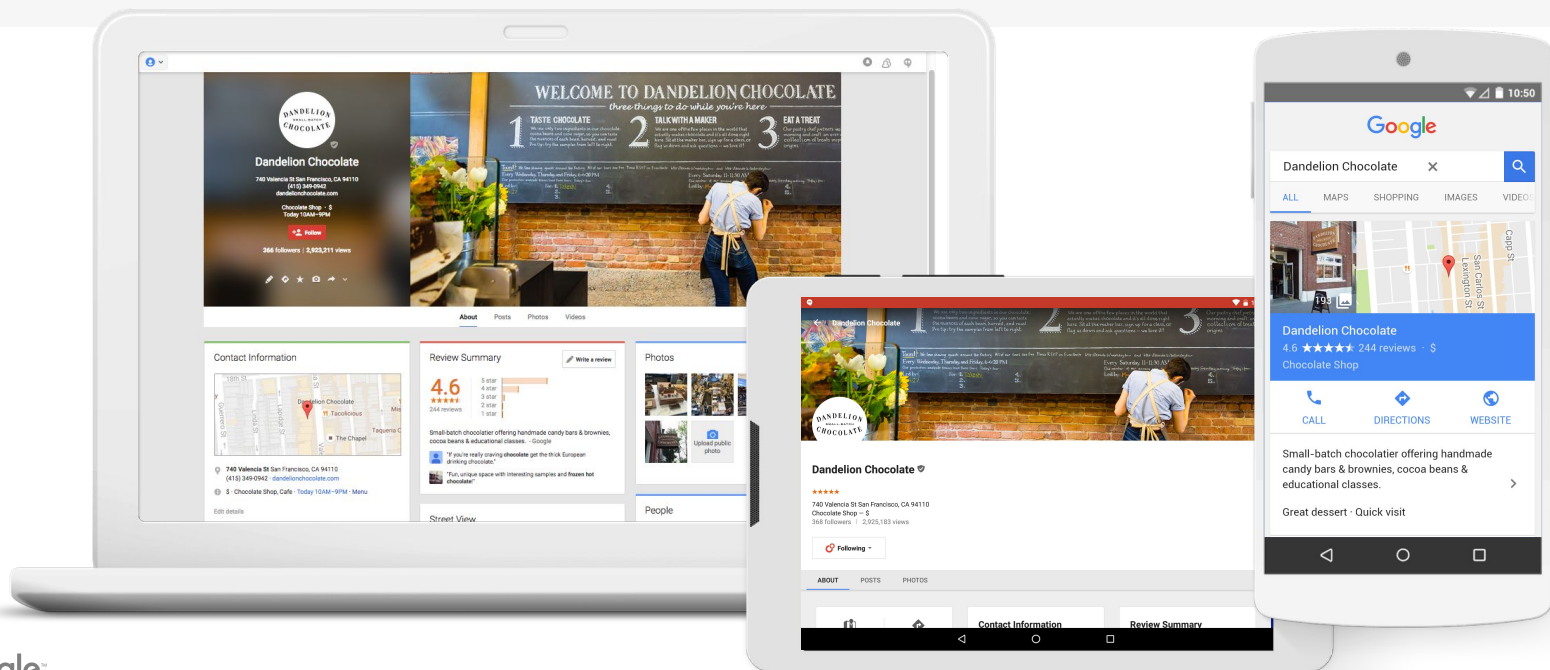
Ask a question

Plan your visit

People typically spend 10 min to 1 hr here

What is Google My Business?

Info appears on desktops, laptops, tablets, and mobile phones.



BE FOUND BY LOCAL CUSTOMERS

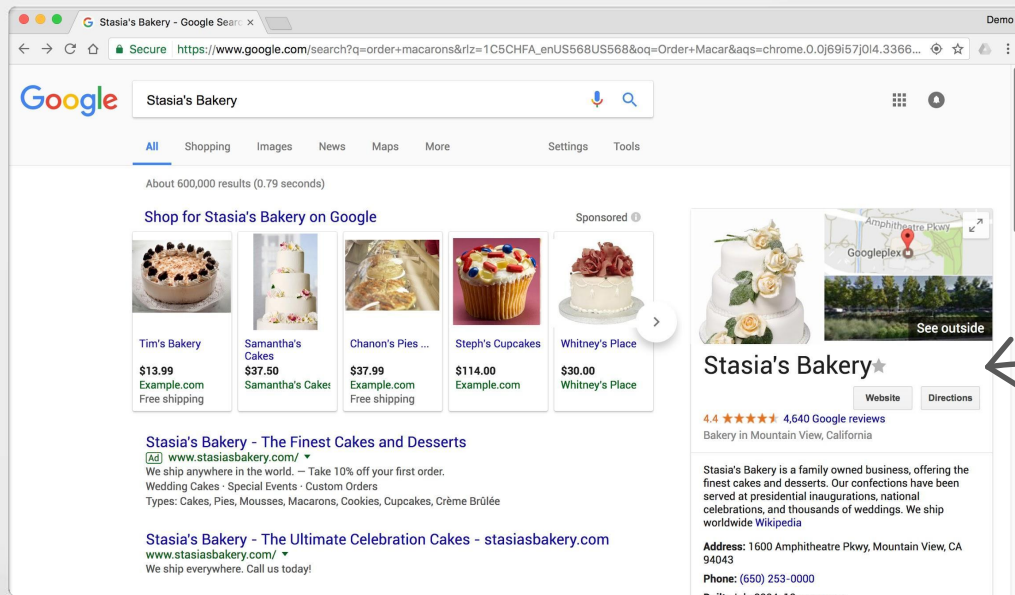
Google My Business

www.gybo.com/business

[Learn More
About Google
My Business](#)

[Claim and Verify
Your Google My
Business Listing](#)

[Get More Out of
Your Google My
Business](#)



This is a
business
listing

Claim Your Google My Business

www.gybo.com/business

1

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

socialpaige

Not Showing Up? Add your business info

2



Your business doesn't have a free Google listing.

When people search for businesses on Google they see listings like the one below. Make sure your business shows up with hours, phone number, and other info so people are able to reach you. It's free and easy to do.

GET STARTED

3

Search by business name and address



Claim Your Google My Business

4

socialpaige 10003 w 120th street overland park ks

We could not find **socialpaige 10003 w 120th street overland park ks**

Make sure your search is spelled correctly.
Try adding a **business name** and full address including city, state, and zip code.

I've correctly entered the name and address
Let me enter the full business details

5

Business name

Country / Region

United States

Street address

City

Enter the full city name

State

Please select

ZIP code

Main business phone



Category

Enter a category

Website

Enter a URL

I deliver goods and services to my customers at their location – [Important information](#)

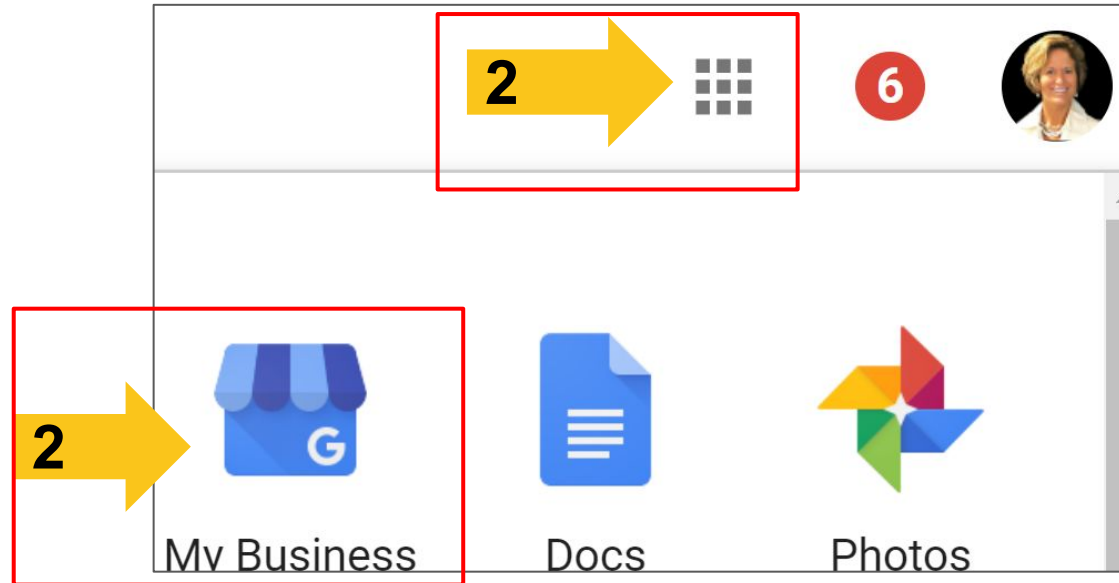
☐ Yes ☒ No

Continue

Edit Your Google My Business

1-Business.google.com

3-Google My Business
Phone App



Three things you can learn (and do)

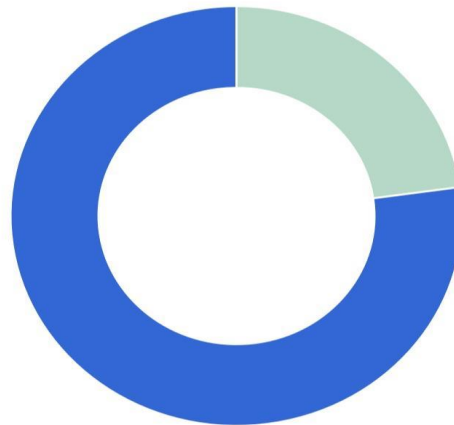
1

How did customers **search** for your business?

Last 90 days ▾

Total searches 1.2K

Discovery 925 77%



Direct

Customers who find your listing searching for your business name or address.



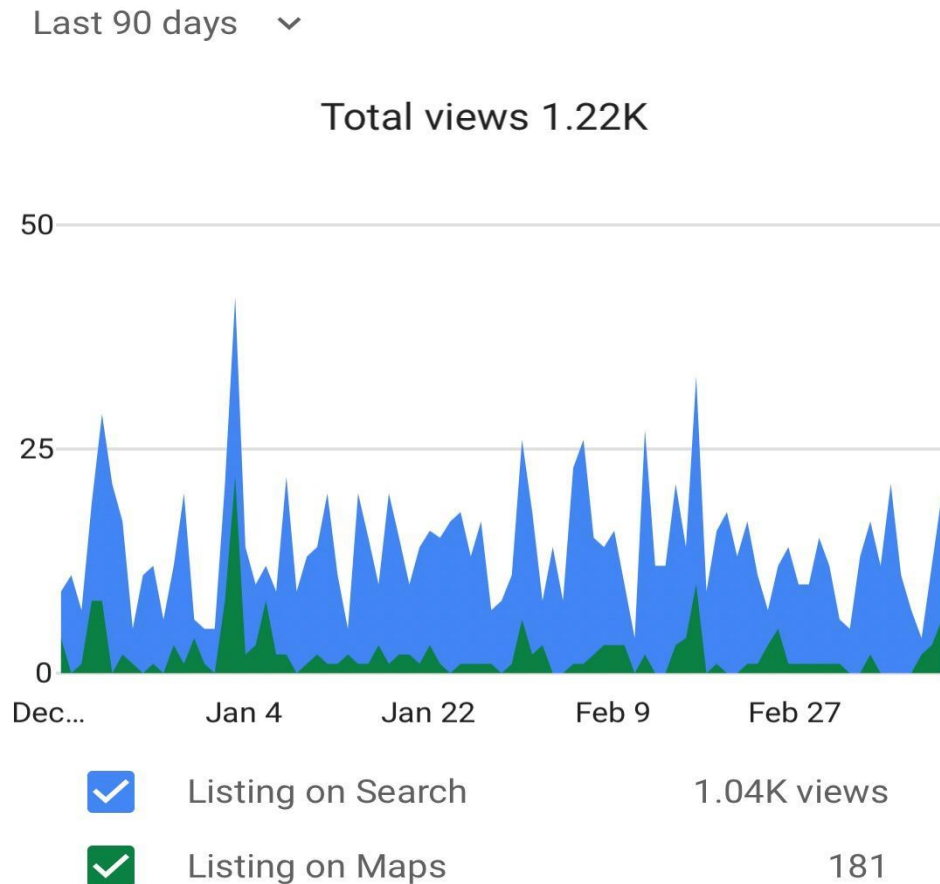
Discovery

Customers who find your listing searching for a category, product, or service.

Three things you can learn (and do)

2

Where did customers **View** your business info

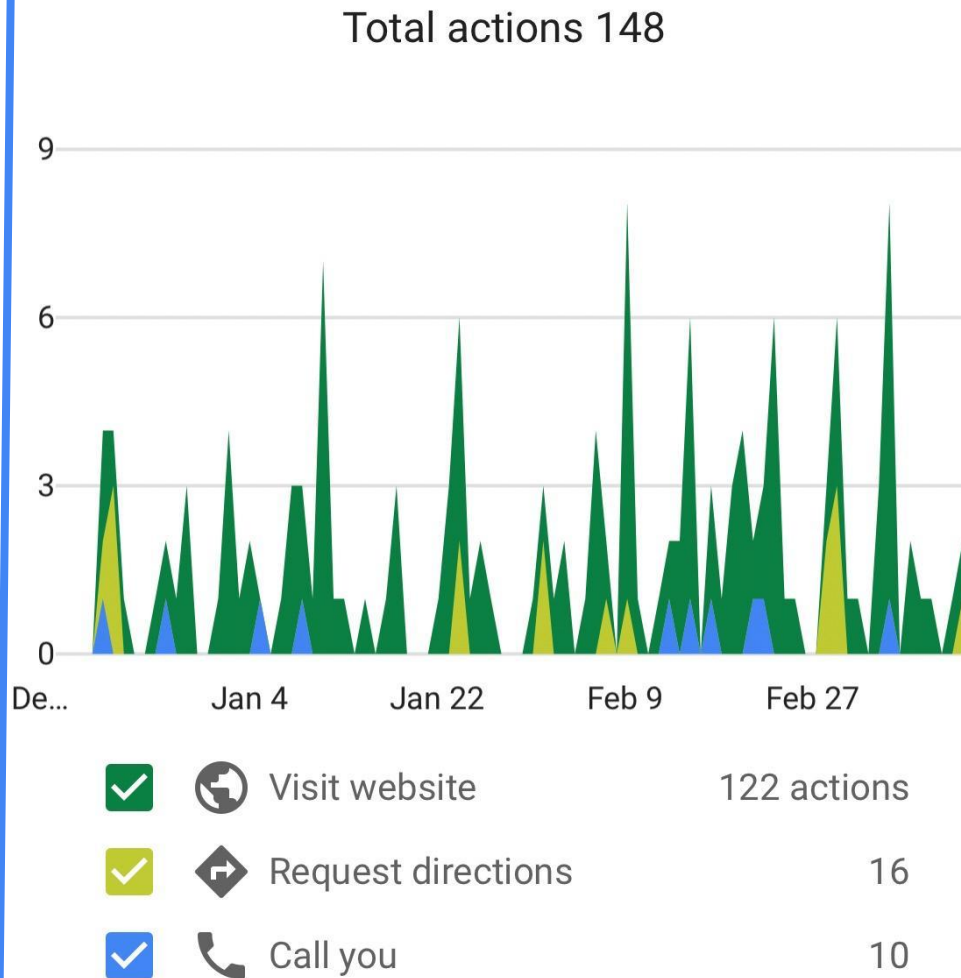


Three things you can learn (and do)

3

What **Actions** Did Customers Take

Google™



Three things you can learn (and do)

3

What **Actions**
Customers Take

Phone calls

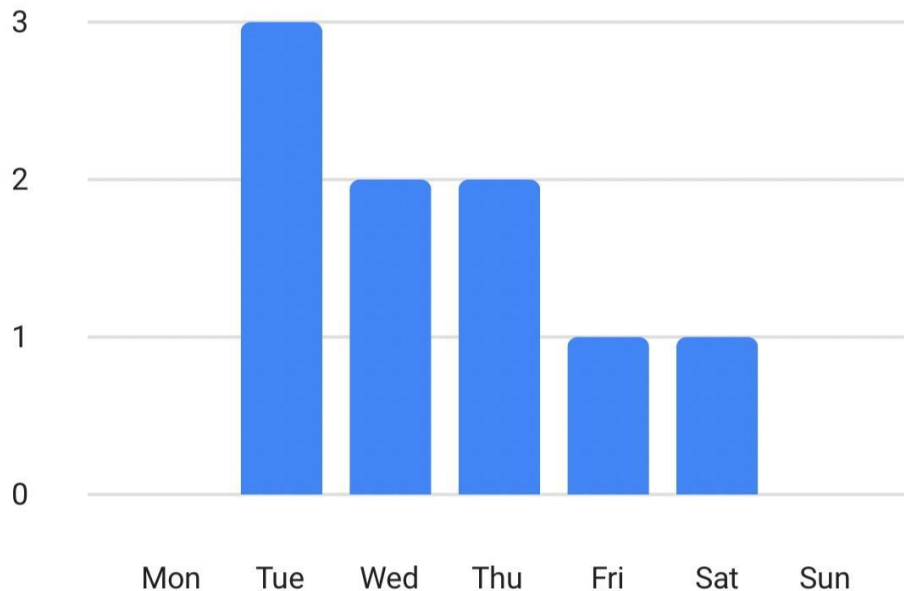


Day of week ▾

Last 12 weeks ▾

Total calls 9

Tap chart for more info

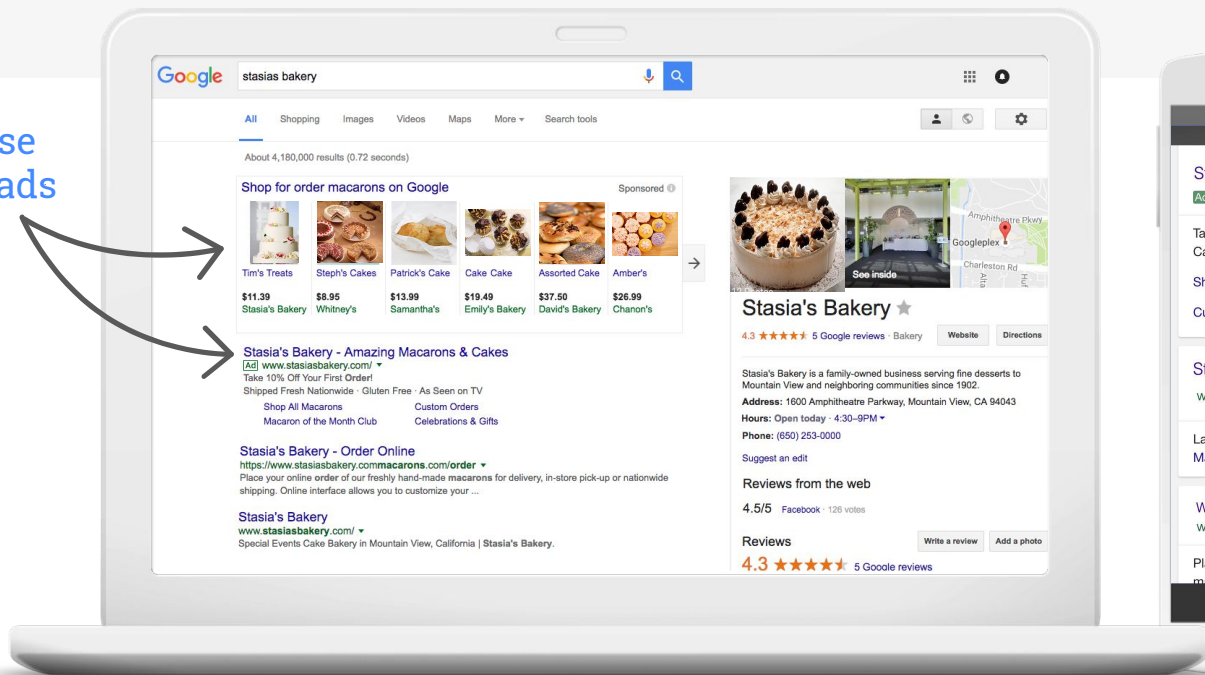


How to evaluate your ad campaigns

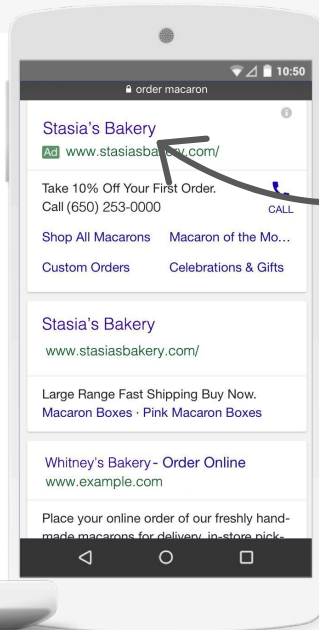
Tool 5

Ads appear on Google...

These
are ads

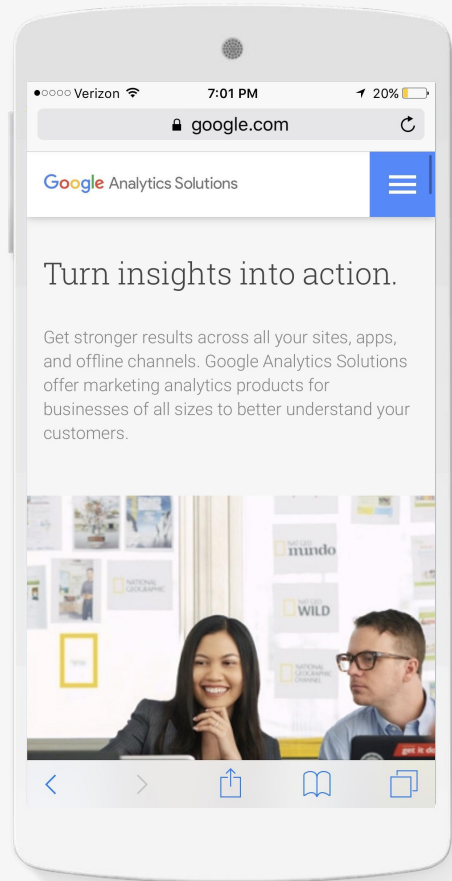


This is an ad



Google AdWords Keyword Planner

1. Free tool within AdWords
2. Generate Keyword Ideas and Bid estimations
3. Help Plan Your Marketing Strategy



Google AdWord Campaigns

1

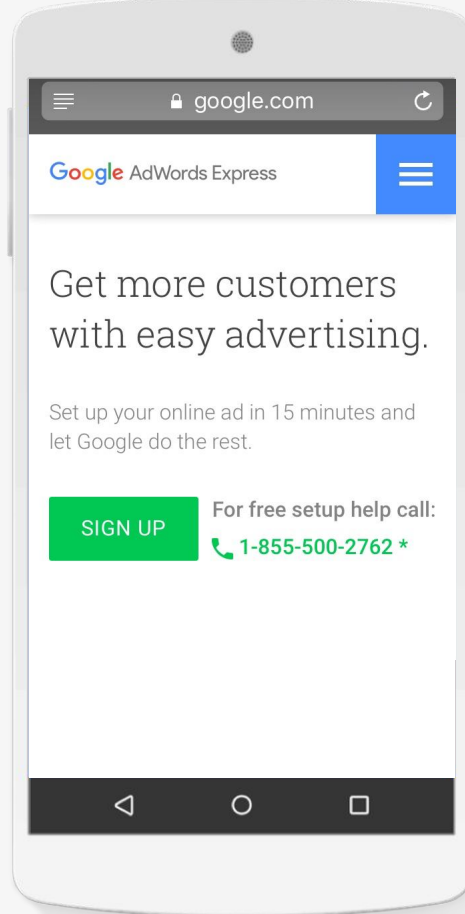


2



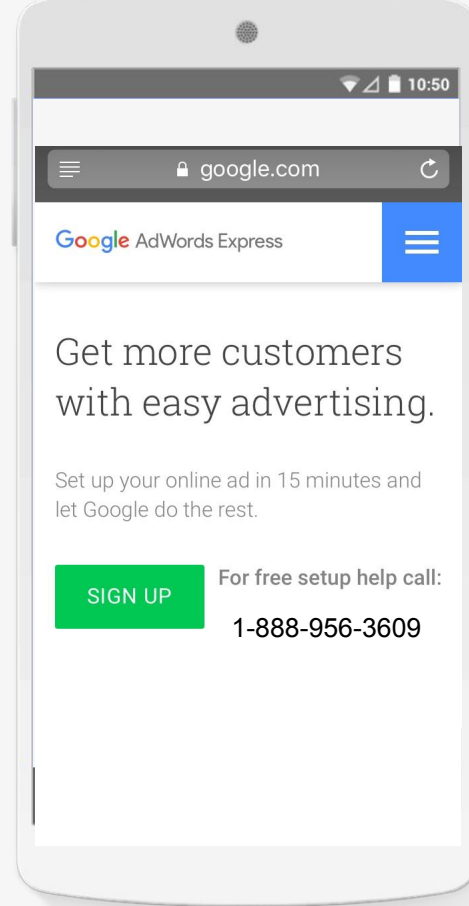
AdWords Express

- Start at gybo.com/awexpress and enter business details.
- Choose a category.
- Write an ad.
- Decide where to display ads.
- Set a budget.
- Launch!
- **Want help?** Call (855) 607-0426



Google AdWords

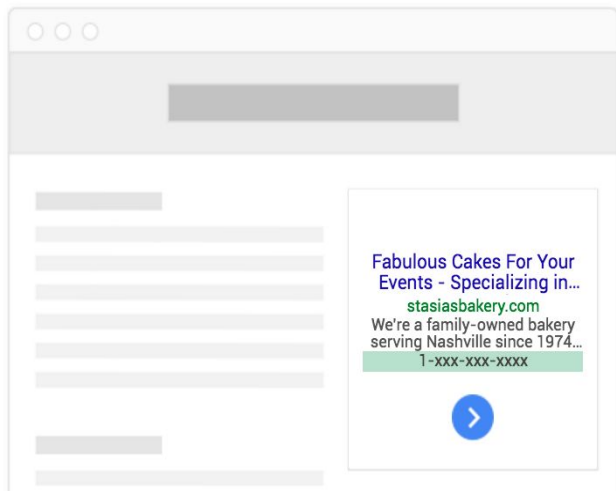
1. Attract More Customers
2. Advertise Locally or Globally
3. Reach the Right People at the Right Time
4. No Contracts



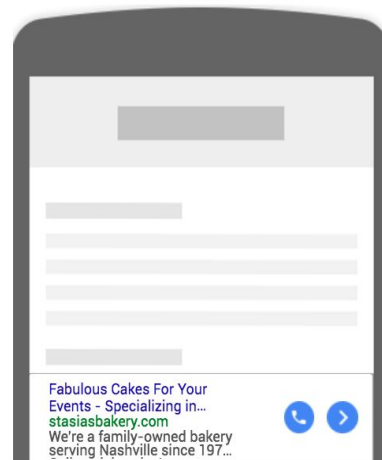
...and partner websites

Ads are targeted to the right customers.

Ad on desktop sites



Ad on mobile sites



Three ways to track performance



Ad views: How often your ad is shown on Google Search, Google Maps, and websites that show Google ads.



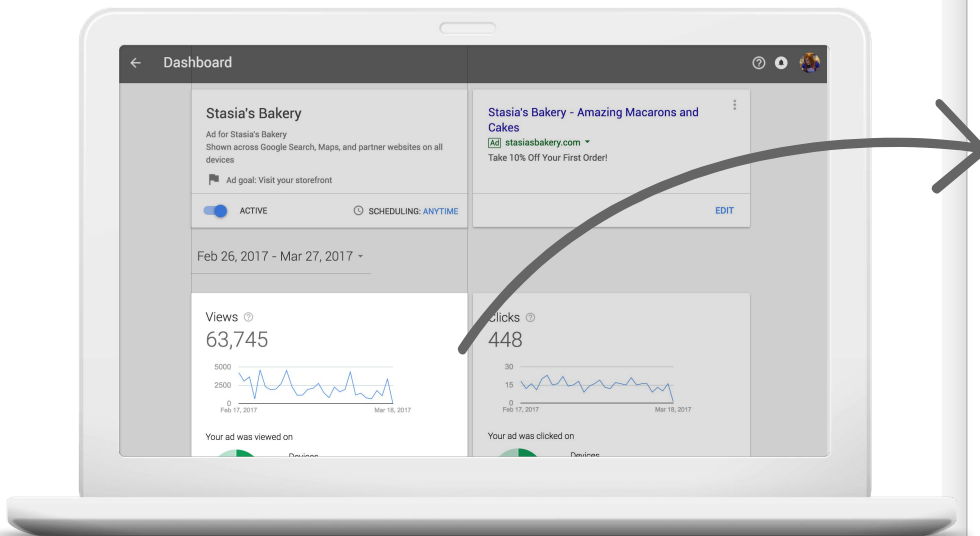
Ad clicks: How often your ad was clicked.



Phone calls: How often you received calls via your ad (available if you turned on call reporting).

#1: Ad views

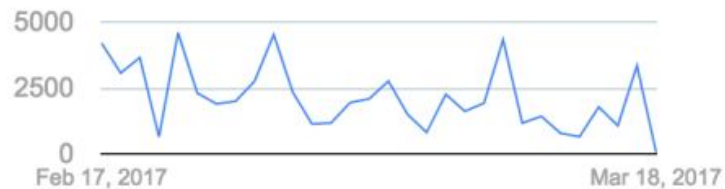
Once the ad runs you see how many views it receives.



Google™

Views ?

63,745



Your ad was viewed on



Devices

Smartphones	77%
Tablets	9%
Computers	13%

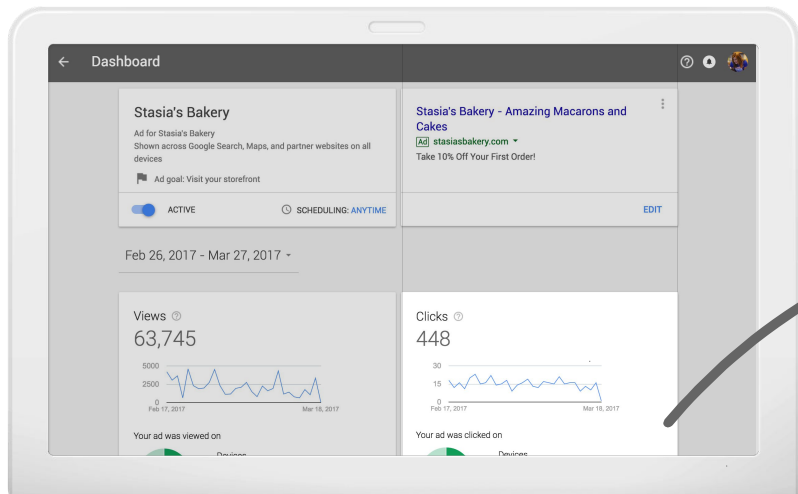


Google sources

Google Search	20%
Google Partner Sites	80%
Other Sources	0%

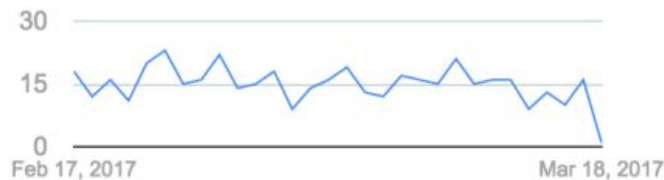
#2: Ad clicks

Once the ad runs you see how many clicks it receives.



Clicks ?

448



Your ad was clicked on



Devices

Smartphones	71%
Tablets	8%
Computers	22%

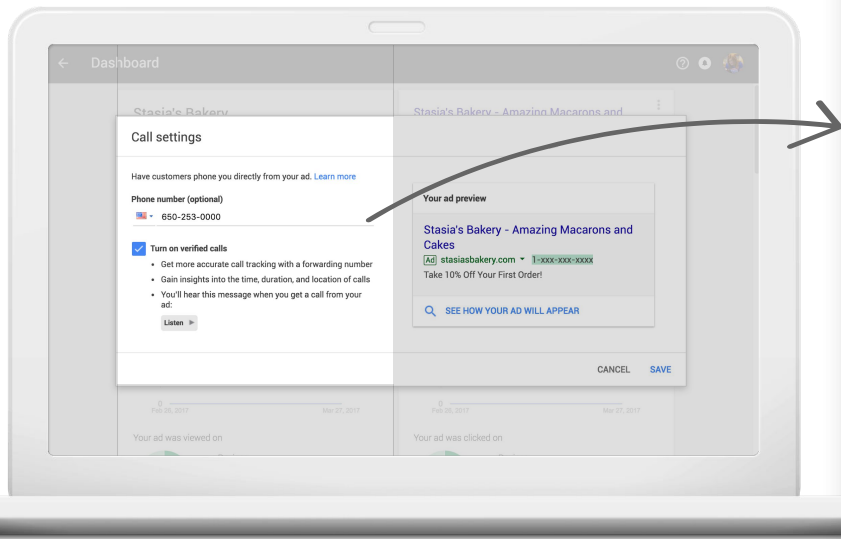


Google sources

Google Search	66%
Google Partner Sites	34%
Other Sources	0%

#3: Call reporting


This feature shows how many phone calls came from ads.



Call settings

Have customers phone you directly from your ad. [Learn more](#)

Phone number (optional)

 650-253-0000



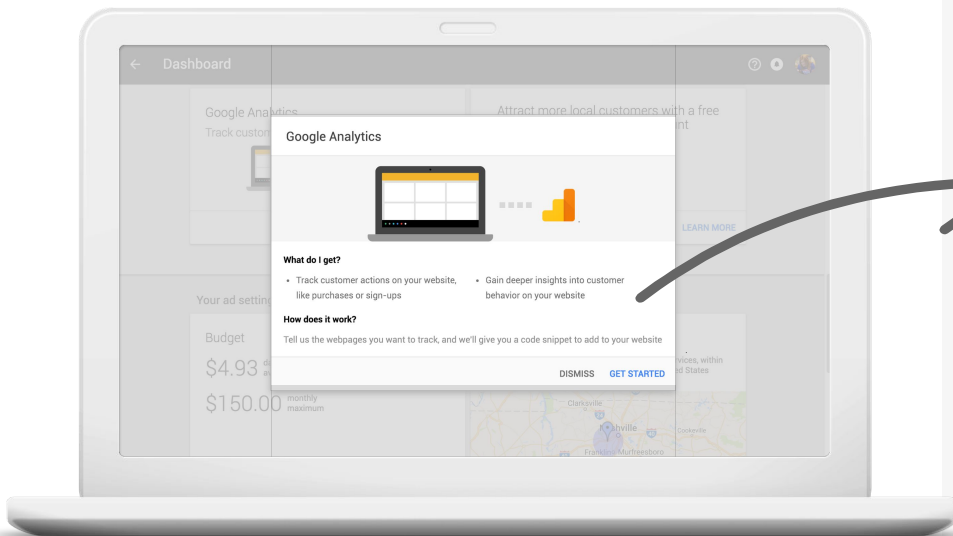
Turn on verified calls

- Get more accurate call tracking with a forwarding number
- Gain insights into the time, duration, and location of calls
- You'll hear this message when you get a call from your ad:

Listen 

Bonus! Connect to Google Analytics

Setup Analytics and add goals via AdWords Express.



Google Analytics



What do I get?

- Track customer actions on your website, like purchases or sign-ups
- Gain deeper insights into customer behavior on your website

How does it work?

Tell us the webpages you want to track, and we'll give you a code snippet to add to your website

DISMISS GET STARTED

What's next?

Four things to do

1

Create a Search
Console account:

google.com/webmasters

2

Create a Google
Analytics account:

google.com/analytics

3

Create an AdWords
Express account:

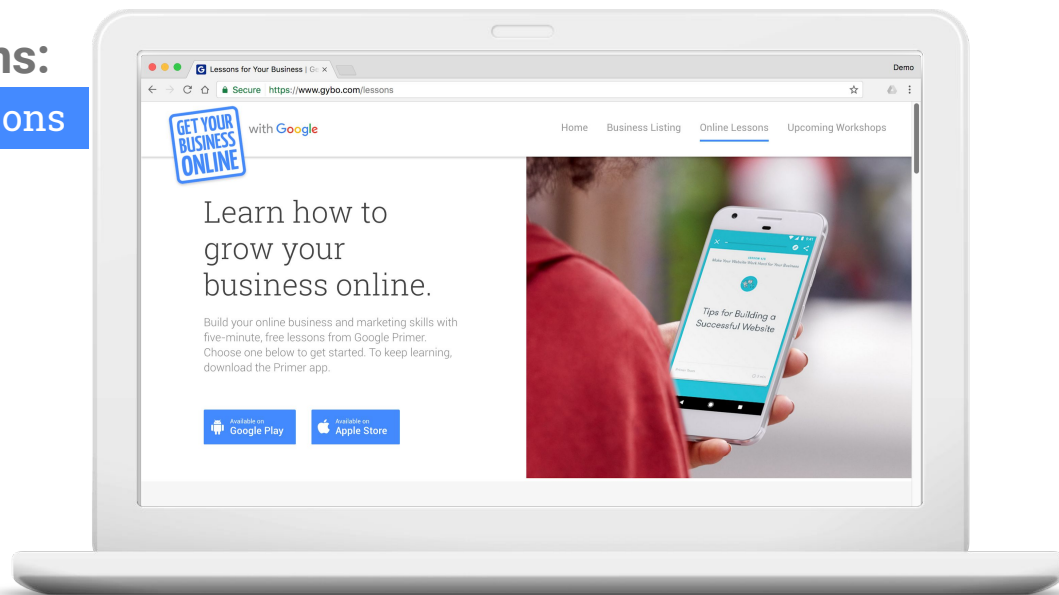
gybo.com/awexpress

READY FOR MORE?

Want to learn more?

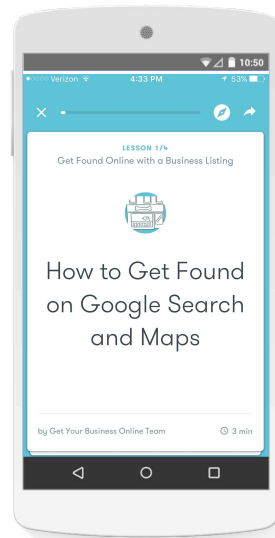
Google Help

Web lessons:
[gybo.com/lessons](https://www.gybo.com/lessons)



Google™

Google Primer App
Mobile lessons:



Want to learn more?

Google Analytics Academy

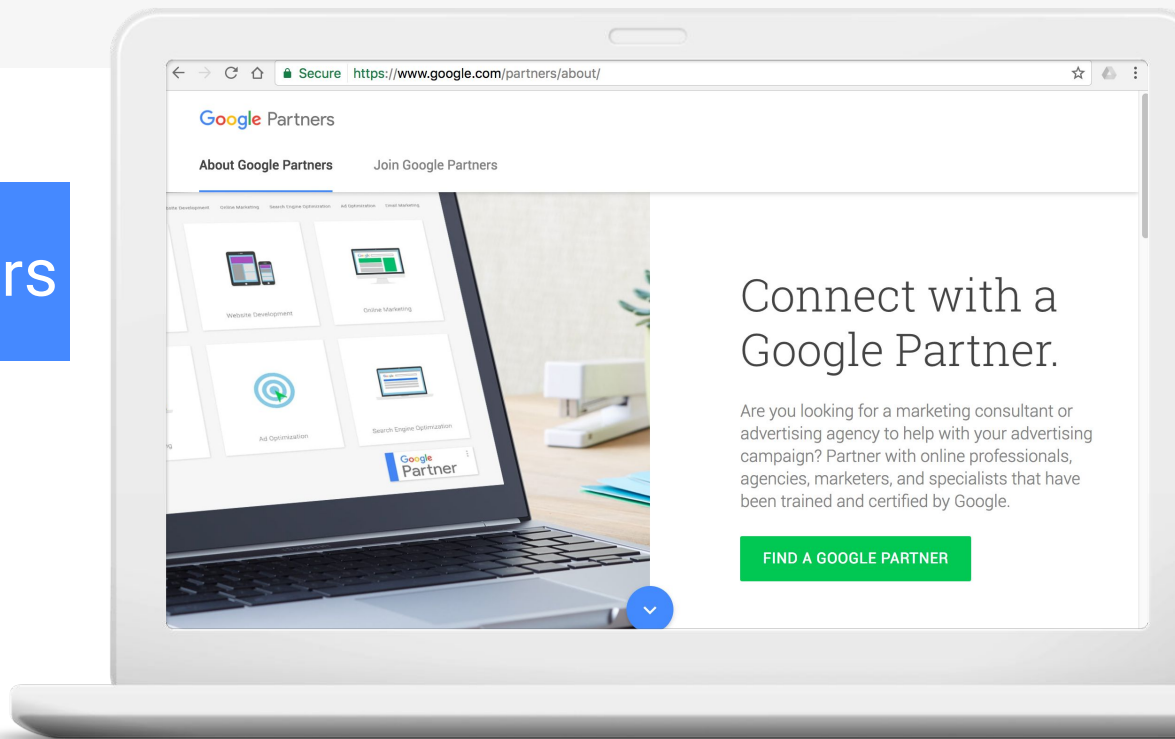
1. Google Digital Garage Provides Online [Tutorials](#)
2. Mobile App: Access 5-minute online marketing tutorials by downloading the android or Apple phone app called [Google Primer](#)
3. Google Academy for Google AdWords Training [click](#)
4. Google Best Practices [click](#)
5. More ONLINE lessons [click](#)

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Want an expert to manage your online ads?

www.google.com/partners

Google™



Thank you