Nicole BZ: Thank you, Allison and Tiza, for all of the hard work you've done on Community Day. I know we've got some people who have been in there for the long haul, so way to go ladies. You're really putting in the hours. You know we're gonna finish with the best workshop obviously haha. Just kidding, we're gonna kinda blow your minds. So, in the chat I have added the workbook. I'm gonna share the link again because if you joined after the first time you won't have it. This is a Google Doc you'll want to copy it to your Google Drive or download it to your computer so that you can actually fill it out while Christina is making your brain hurt, and I mean that in the best of ways. I can't believe how much value is about to come out you in this workshop and I am so damn excited. When I met Christina, it's not often you meet people that are so passionate about analytics and data and SEO and web design and she's a pretty incredible background as well so we're really really really lucky to get her. I keep checking in to see when she can take on new clients and it's not, it's pretty amazing that we're gonna get this deep dive. Something else you might want to do while we get started and while we let everybody join us and before Christina takes over, if you don't have the Google Analytics App on your phone or the Google Business App on your phone, I would encourage you to download that. You can also just pull it up on your web browser as well. We're gonna be literally we, Christina, let's be real, is going to be teaching you how to build out dashboards to get the best views in terms of your online data. So, if you have questions, if we've got time we'll actually create a dashboard together. It's really just gonna depend on how many questions you guys have. At what point, you know, we go to like overload. So, we're kind of here to support you, support your learning, support your businesses, support your online questions, anything you need to know. Again, Christina is a crazy, crazy expert in this stuff. I was calling her the SEO dominatrix. I encourage all of you to do that as well. So, with that I'm going to be watching the chat. I'm also gonna be on Facebook watching comments, so feel free to put a question in the chat, and also feel free you know how to like raise your hand. I think everybody's now been muted, but we will absolutely answer any questions that you got. Feel free to interrupt because I think Christina and I both talk really fast and a lot. So, with that I'm going to hand it over to the beautiful and incredibly gifted Christina Brodzky, who also has a really good last names long limit on some. Glasses and last names, that's how I filter people. Oh wait, Christina, I bet you're muted now as well. - Yeah let me unmute you. There you go.

Christina: Can you hear me now?

Nicole BZ: Yes ma'am.

Christina: Well, first of all, thank you so much, Nicole, for that really heartwarming introduction, and I want to thank everyone as well for attending our session, especially since we only announced it a couple days ago. So, really appreciative of all of you joining us today. And as Nicole mentioned, the purpose of this session is to introduce Google Analytics to those of you that are brand new to it, or those of you that would classify yourself still as a beginner in GA, but just know that this is a session. We're gonna try to jam pack as much information as we possibly can in ninety-ish minutes, but please feel free to drop your questions in the chat and we'll try to get through as much as we can. And Nicole I'll pass it off to you in case there are folks that don't know who you are.

Nicole BZ: Oh hi. I'm Nicole. I'm a business coach and you can find me at Nicole BZ dot cot. I'm gonna keep it short this week so you can always find me at Charlie Co if you got any questions. Back to you, Christina.

Christina: Thanks, I'm Christina Brodzky. I am an SEO consultant and the founder of MediaSesh. We specialize in search engine optimization and Google Analytics. I have been in the SEO industry since 2009 to some capacity. I've worked with businesses of all sizes, some well-known, some lesser-known, but I've worked with so many different kinds of businesses to help them navigate through search because I really believe that everyone deserves a chance to stand out in SEO and Google and be found by their customers online. So, it's about to go down. There are four main areas that I'll be touching on. The first is just going to be a few slides on a quick introduction to Google Analytics so we can focus the rest of the time on the meat and the rest of the information. I'll go through how you can interpret your online data. There are usually three questions that I ask myself when I look at any analytics platform, doesn't have to be Google Analytics specifically. Then we'll get into just a few of the dashboards that I look at when I'm looking at data on a daily basis, sometimes weekly, monthly, quarterly, or yearly. And then the final thing is on the right questions to ask to create a kick (censored) strategy. This is where you're going to be able to craft some of those next step recommendations based on data. Okay, but before we get into any of that, I won't be able to see you, but Nicole will see your faces. I'm curious to see what you're all hoping to accomplish. And so, by a show of hands or even a smirk, a wink, internal nod, raise your hand if this is one of you. First, raise your hand if your boss wants you to start providing performance metrics data because he or she is a numbers person. Raise your hand again if you want to learn and understand Google Analytics to help - your own business.

Nicole BZ: We got a lot of hands on that one.

Christina: OoO yeah. Also raise your hand if you want to learn a new skill and possibly add this to your resume.

Nicole BZ: OoO yup. Some hands on that one too. Number two is still number one, if that makes sense?

Christina: Yup. Raise your hand if you're curious about this very strange platform called Google Analytics. You have no idea what it is.

Nicole BZ: Yeah. Handfuls there too. You got your work cut out for you, Christina.

Christina: I totally do, but this is the most important hand raise right here. Raise your hand if either Nicole or myself forced you to come here because you're our friend and you love us.

Nicole BZ: I see multiple of you I know.

Christina: Thank you all, friends and family for coming.

Nicole BZ: But she gets double duty up there.

Christina: I appreciate you all being here. All right. So, first I'm only gonna cover a few slides to introduce Google Analytics, what it is and why it's important. First, Google Analytics is a web analytics service provided by Google, and it collects website data, but it actually also collects mobile app data as well. And there are five reasons why I love using the platform. The first is that it allows you to define key metrics that are important to your business. This is where you would have to ask yourself why your business exists, or why the business you work at, or why your clients business exists and why you want to track performance data. And I have sample questions that you could ask yourself later on in the presentation. Maybe you're curious to know how many people are signing up for your newsletter, how many people purchase the product.

It really helps you to become a little bit more laser focused on your business goals and objectives. The second thing that I like is that it allows you to spot threats and opportunities faster than if you hadn't. So, this is where you can look for any potential anomalies. So, for example you discover there's an influx of traffic coming to your website and it was caused by spam. That can have an impact on your next step recommendations if it's not an accurate depiction of how visitors are engaging with your website. The third thing is it helps to provide insights into what's happening in the business. I don't know about many of you but oftentimes my clients don't always notify me of the kind of work that they're doing and to no fault of their own. They don't really know what they should keep me privy on. This allows me to within my monthly reports to tell them what I've discovered and they can tell me then what they have worked on. By doing this, by this more proactive approach of reaching out to them and finding out what happened, it shows my value and allows me to become more of a trusted adviser. The fourth thing is that it helps to create a framework for making smarter decisions. As a small business owner you wear many hats. If you're part of an internal marketing team, you are tasked with a lot of stuff, and when you're creating a framework for making smarter decisions, this helps you to prioritize the tasks in which you want to accomplish all based on data. And then the final thing is you can now learn from your successes and your failures. So, you can run some tests see what's working, see what's not working. You may have updated your website completely with

a whole new rebrand, maybe you went through a second migration, this will help you to see what worked and what didn't work, and if you need to go back, or maybe you could go ahead and forge forward.

Nicole BZ: Christina, I have a question. You mentioned Google data and online data. What's the difference between the two?

Christina: Between, what was the two that you said?

Nicole BZ: Global data and I think the first term you used. What's the global data that Google Analytics is tracking?

Christina: Oh, I don't think I said global data. I might have blurred my words a little bit.

Nicole BZ: My video connection is also not great. I guess what I was trying to say, is like can Google Analytics track your Facebook and your Instagram and where all the traffic is coming from, and if you've got ads going, and all that kind of stuff?

Christina: It will track the engagement once someone gets to your website. I'll get into all of those buckets a little bit later on, but it will tell you where your visitors came from and how they engage with your website.

Nicole BZ: Awesome, thank you.

Christina: All right, Nicole, I'm gonna pass this one over to you.

Nicole BZ: Okay, so I was just looking at everybody's pretty faces. So, for those of you who aren't at Charlie Co, I've been leading a series of workshops called "Create" and I'm a huge fan of Creative Confidence because with Creative Confidence you are able to truly look at the world from an optimistic perspective instead of looking for challenges you just find, I'm sorry, instead of looking for problems you find challenges with opportunities. So, what Creative Confidence really allows you to do is innovate. Do what you do best because authenticity is always going to be greater than originality. I think it's pretty easy to feel like you need to reinvent the wheel. The reality is you are already so unique and do things so differently from everybody else. All you need to do is just be confident about how you solve the problems for the people that you're supporting. Creative Confidence is an amazing way to approach problem solving because you really start with the design thinking process, which we'll get into it the next slide. It's a way to be continually improving so you're never really done, and I think that's a really helpful approach for the perfectionist because we kind of let go of the end product knowing that we're always going to be improving. It's a naturally expansive way of doing business. So, again you're constantly growing, you're starting with a growth mindset, which really believes that there's always an opportunity to improve, as opposed to a fixed mindset, which just says we're stuck exactly the way we are and we should just keep repeating the same thing over and over again. It kind of goes without saying, but what I got really excited about the Creative Confidence is Stanford Business School created an entire postgraduate program based on this exact process. So, you can skip to the next slide, Christina. Thank you. Oh, that one's back to you I think.

Christina: Yes, so what I love about Creative Confidence is mostly how much Nicole loves Creative Confidence, and if you've ever met her before, she will tell you about it. But there are a few things that Creative Confidence does for Google Analytics. The first is that it will help encourage a way to experiment with new approaches and solutions. I had mentioned on it earlier slide how Google Analytics can help with learning from your successes and your failures, and this has a little bit to do with that, and to see what works for your business and what doesn't. The second thing is that it will create a new mindset to enhance the life of your business, which for me has meant thinking about my website visitors and how they're engaging with my website and what I could do next to offer them value. Then the final thing is Google Analytics to me is both an art and a science. It's a science because it provides the numbers. It gives you the the data, but it's also an art because now you could get creative and think about what next step recommendations you can provide your business or your clients to see how that pans out. And Nicole, we can't hear you if you're on mute.

Nicole BZ: I muted myself, too. I was gonna say I've just unmuted Jamie. She had a question, so Jamie do you want to just throw that out to the group because I'm not sure I understand it correctly?

Jamie: Oh no, it's just more enthusiasm for the scope of the workshop now that I understand more about it.

Nicole BZ: Okay, cool, well thank you for sharing. Okay, so back to the informed intuitive process aka Design Thinking. So, this is how I kind of approach everything in business, whether it's the home page on your website, setting up a dashboard, launching a new product, trying to sell or find more people to buy your product. It's all about this Design Thinking. So, first things first, you're gonna start with inspiration, and this is really where we're drawing ideas and brainstorming. There's no stupid idea or no dumb question. This is where we're just really trying to bring in as much information and I think one of the ways I heard it described is anytime there's a gap in expectation, that's an awesome opportunity to seek out inspiration. So, why is this problem, where is this problem coming from, why aren't people finding the solution elsewhere, how can I solve this problem, what do I love about solving this problem. It's all that kind of brainstorming that you can do in the beginning of trying to figure out is this something that I need to really be investing in? Is this fertile ground to water my business? So, once you get to that step, it's the synthesis step or sense-making. This is I think, you know, we've got a whole bunch of data that we've gathered and now it's about looking for the patterns. Looking for the questions that this data can answer for us. Is my Facebook page bringing people to my website, which is converting to sales? You know, the first half or the second half of that phrase isn't particularly useful, but when you link it all together, you start to get some real answers and the ability to create some real strategy in your business, which is where we get to part three, which is the ideation and experimentation phase. Once we have a particular concept we believe it's worth investing in, then it's time to create a strategy around it. How are we going to structure this? Then we might create a Facebook ad testing particular words or testing a particular image or testing a particular offer. Then we launch it, right? Once we've got that strategy, we're gonna put it out in the world, knowing that we're gonna go right back just number one to improve this strategy.

It's always about gathering more information, finding patterns, making sense of it, figuring out where to from here, creating a structure and a strategy around that, and then launching it. So, that's where I think when we sort of let go of this idea that we're gonna be done or it's gonna be finished or it's gonna be perfect. We can start to get really creative and also be able to adapt to changing market situations very quickly, which is incredibly useful, especially in small business. That's how I really think that the data can tell a story that's incredibly useful in terms of your creative confidence and design thinking, because this is sort of the very like high level concept that then can get distilled into a strategy, which you can then build out tactics, which is the day-to-day work you're doing in your business to create sales or build your audience or become an expert and a recognizable sort of industry known expert. That's how I think it all ties together, but any questions? I'm looking at all of ya. We hanging in there? Does everyone have the workbook kind

of pulled up? I don't know if that's helpful at all to kind of be taking notes. It definitely follows along with the with the slideshow as well. And in the chat window there should be a a link there. Just let me know if you need it, just hit me up in the chats. I will hand it back over to Christina.

Christina: Perfect. So, Nicole, I think this is going to answer one of your earlier questions as far as what Google Analytics measures and how to know where your audience is coming from. But first, there are several sections that are in Google Analytics, but I would say there are four main ones, which are listed here. I like to think that Google Analytics is only as good as the person that's going to use it. It doesn't have to be just Google Analytics, it could be any platform, it's only going to be as good as the person using it. So, while beginners are fixated maybe on the number of visits or the number of page views, if page views go up or down, what do you do with it? This is where it's time to really start to derive actionable next steps based on the data and understand how your audience is engaging with your website so you can craft those next steps based on information. The first section is going to be audience and this helps to answer the questions of who your website visitors are. Questions could be are they male or female? Where they located? What devices are they using? Devices meaning desktop, tablet or mobile. And a few other items as well. The next bucket I would say is acquisition and this looks at how people got to your website. Nicole, this would be how you can find out how many visitors you got from Facebook or social media in general. Did people find your website because of SEO, PPC, email marketing, referral, a few others. After that, the next thing is behavior, which looks at what visitors did once they got to your website. This could include the pages that they looked at. It can include if they had touched your search box and what sort of keywords they inputted since that can also help with some content generation. It can also tell you if your visitors had a good user experience and potentially ways in which you can correct it in the future. And did they engage with your website. Then the fourth thing is conversions and this is going to tell us the action that visitors took when they were on your website. If you're new to Google Analytics, this section is normally blank and that's because Google Analytics doesn't know what's important to your business. You have to go in and add the criteria so then this data can begin to populate. It begins to add layers to your data and help to really shape what story is being told. Okay, so I included this slide because it's mostly as a disclaimer. I sometimes don't realize that the words I'm saying are buzzwords because they're so engrained into my vocabulary. If that happens I'm really sorry in advance, but feel free to reference this sheet later on you will get a copy of the presentation later that whenever you see one of these buzzwords throughout the presentation, come back and this is what I mean. I will try to define them throughout if they come up, so please reference this whenever they come up. All right, now let's get into it. Prepare yourself. Here we go. How do you interpret data? Now, usually when I look at data and it doesn't again have to be Google Analytics, it could be Facebook Analytics, Omniture, etc., etc., basically there are three questions that I'm always going to ask. They are what happened, what caused it to happen, and what should I do next. Let me give you the first example. One could be let's say you were looking in Google Analytics and you noticed a very noticeable spike and pick on February 28th. So, you started to dig a little bit deeper and then you realize there was a correlation to traffic increasing because you decided to launch, or someone within the organization, had launched a paid social campaign on that exact day. What should you do now? Well, you discovered that this had resulted in 50 new leads, which maybe that says that you want to run this campaign again because you had generated this number of interested parties, but depending on your business, you might also decide that 50 new leads wasn't enough and that you might want to change the campaign. It really all depends on your goals and objectives for launching different marketing campaigns.

Then the second example that I have for you is let's say you started to notice that organic traffic, SEO, had started to decrease in November of 2019. You might start to do a little bit of digging and you had noticed that this correlated to around the same time that Google announced a major algorithm update. So, as far as what next steps are, it could be you a visit content so it follows the new best practices that Google had set forth, or it might suggest new content. There are a number of creative next steps that could come out of the data that's coming out of Google Analytics. so it just will sometimes warrant you digging a little bit deeper to find the why so we could help inform the what happens next.

Nicole BZ: Well, what I think is so important about this is often times, as an example on LinkedIn, I'm using LinkedIn sales navigator right now, which basically just kind of, it's like a bot that'll send out a bunch of messages, and I started getting a ton of replies and engagement. I was like, this is amazing! I got 50 new leads, but they were all online fitness pros, and I was like what is happening? These aren't people that I'm probably gonna work with. So, I looked, you know, I had to go back through my search settings and some thing turned on. I forget what it was it was, a specific search term that all of these people were coming up ,and so I just clicked that off and I got a lot less leads, but they were a lot more in line with my business. So, rather than just letting something that kind of looks successful, yeah I was getting a ton of leads, but they weren't going to be people that we're gonna be worth my while. in terms of following up with, so that's a really great, I think, example at this site first one. The second one you see so often where people will put together, will have a new product, or a new launch they create a whole marketing campaign around it and it's like all the sudden tanks. They'll think, okay well no one wants to buy this anymore, this is totally unsuccessful, I have to come up with a whole new product or a whole new marketing campaign. And really one of the links just expired. Or you know it's just a simple matter kind of going back through. I've heard us an example with Facebook Ads, sometimes they have like a seven-day kind of life span and Facebook will just kind of stop prioritizing it. So, if you just simply duplicate the ad, kill the original one, you'll see the same increasing growth that you did for the first 6 days repeated for the second 6 days. It's just like weird little tweaks like that, that you know, you don't have to throw the baby out with the bathwater if you're going back through and asking these questions and really checking, you know, where in the process, because it's like, going back to the design theory as well. It doesn't mean the whole thing is broken. It's usually one variable that when you ask the right questions, you're able to discover and you save so much time and energy. I don't know if anyone has an experience like this that they could share. I'm watching all of you. No? Ok. Well, if anyone ever has any fun stories to share, because

you know, data. It would be fun to hear your stories.

Christina: What I love about what you just said, Nicole, is that with your LinkedIn campaign, you launched it as best as you could, but you can still see that there was some learning because of the data and the untargeted-ness of it, and that because of the results, that informed what you did next. That's what data did for you.

Nicole BZ: Yep, totally. It was such a quick and easy... it's also the kind of thing, um data is not my like, I'm not a super detail-oriented person. So, I tell myself this story that data is not my thing, right? And so like, I don't you know, a year ago I wouldn't have even looked at it. I would have been like, yay 50 leads. It sucks they're not who I want to talk to. Probably not done anything about it because I just didn't understand it...

Christina: And who wants to spend all that time, money and energy on something that's not going to bear truthful results?

Nicole BZ: Totally, especially if I'm not the right person then I'm also wasting other people's time. How it sucks when someone hits you up and they're like, hey I have a new Ferrari for you. You're like, I don't, I'm not, why would you think I would even buy that car? It's just a waste of everybody's time.

Christina: Yup. Okay, so when you are asking yourself those three questions, I want you to keep a few things in mind because I believe this will inevitably come up during the course of your GA journey. Now, normally when I'm looking at Google Analytics, I look for those metrics that jump out. They are very noticeable. Usually I will tell myself this looks interesting. Whenever I use the word "interesting" it means that I'm about to do a deeper dive because it stands out. It has caught my attention. So, look for that. Usually when traffic is fly, it really won't tell you a whole lot, maybe, but when things are noticeable and there is significant increases, significant decreases, that's when you want to start to really pay attention. The next thing is sometimes there isn't a clear next up recommendation. You may be racking your brain, scratching your head, on why did traffic do what they just did. You probably started your deep dive analysis and for some reason nothing is abundantly clear as to why something happened. Usually when that happens, I will just keep an eye on metrics. I may not do anything right away because there's not enough information or the reasoning is not very clear for me to start to make any significant changes just yet. So, we'll keep an eye on it. Sometimes it might just be an anomaly with the data or something really wonky had happened. When I am answering that second question, which is what caused it to happen, this can sometimes take me a very long time to answer. It doesn't come just looking at the data initially. Sometimes they could take me even an hour to come up with a recommendation or uncover why certain things had happened. If it takes you that long, please note that that's completely normal. It might even take you longer as you begin and where some insights are a little bit more clear and it could take you a little bit less time.

Nicole BZ: Could you give us an example, Christina, of a recent snafoo like that?

Christina: I can't think of a recent one, but maybe an example would be you noticed that there was a one day spike of traffic, and you had checked in with your other team members, you looked at maybe some of the other tools that you're using, and there's just no real reason as to why traffic happened. Or maybe there is a reason, but you haven't uncovered it and you've already invested a lot of time in trying to uncover it. Maybe at this point it's just time to move on. Maybe stop being the perfectionist

and just keep on moving. And usually when that happens, we'll just keep an eye on it in the future. If it does not happen again then okay let's just move on, and if it does then it is going to warrant some really deep investigation. The next thing is I can usually only derive good insights if there is a good sample size of data. If your website is generating cumulatively 50 visits, and that's a very arbitrary number right now, it's small where I might not make any significant changes on my website with that small of a sample size enough to really impact my business. Just keep that in mind when you traffic to your website relatively low. Maybe don't make those changes so abruptly because of the data. Wait until there's enough information. Maybe you need to wait several months until you can gather up all of those numbers to really start to make changes. The other thing is sometimes there's no next step recommendation. Like I said, at that point I might just monitor traffic. Or let's say there were no changes really made to your website for the month, and there's no seasonality, there's no algorithm updates, no campaigns were launched, and traffic just remained flat, you may not have any insights. Maybe the only insight is to do something, but otherwise it might not warrant any sort of deep dive investigation. And then the final thing is Google Analytics sometimes on its own is not enough to answer the questions that you have. This is where you may need to look at other tools and I have a slide on this later on with tool examples that you'll want to look into. The example I have here is Google Trends, maybe it's social media, there's so many other tools that you'll have to look at in conjunction with Google Analytics to help in answering "what happened" and help to derive those "what caused

it to happen" and "what I do next."

Nicole BZ: So, what I'm hearing is that until you start getting a big enough data set, which is probably consistent views, like let's say into the hundreds?

Christina: Possibly.

Nicole BZ: What you're really focusing on that it's just driving traffic to your website to get those numbers up, so just have a website, have something holding the space online, and really be focusing on driving traffic there because it's not until you see what happens when someone gets to your website that you can really start actually manipulating your strategy within your website. Does that sound about right?

Christina: Yes it does and what I would add to that as well is often for businesses that are are in the launch phase or really haven't touched their website in quite some time, I find that the tactic that will help them to get more traffic is content writing that offers value to your visitors. So, if you're a let's say a chiropractor, you can start to craft blog posts that answer the who, what, where, when, why, how, are, if, all those prepositions, and type questions and offer value to your visitors. That also offers additional opportunities for you to amplify that content on social media, email marketing, it can increase your chances of being found in Google. But from my experience, content is going to be one of the bigger drivers of traffic for your website.

Nicole BZ: That's awesome. Would that also, like if you sell products, would that qualify like putting up new pictures of products?

Christina: Sure. So, one client that I'm working with is a toy company and they are going to be starting a blog section hopefully very soon, and one topic idea is "What are sensory toys," "Why are sensory toys important," "What are the different kind of sensory toys," "Top five sensory toys." There are all these different kind of content pieces that you can write as it relates to SEO. I usually prioritize content that people are searching for, but you can also generate content based on what your sales team told you that a lot of people are calling questions about. So, if you have the content on your website, maybe that'll help to alleviate the number of people that are calling in. Maybe you don't necessarily need to have as many call support staff and that could save you money in the long run. Also maybe on social media, there's a lot of comments that your audience has, then maybe you could craft some content around that. That's another way to help to keep your Facebook or social media audience engaged with you.

Nicole BZ: Awesome, gold nuggets. Jamie had some interesting points and I'm gonna call her out. I just told her I was gonna do that, so what are you saying?

Jamie: It's kind of covered in this slide, but another of the reasons for answering "what caused it," one of the reasons it can take a little longer is because you need to look outside what's in your direct influence. So, taking in mind context, so if there's a change to a platform, like an algorithm update for Google, or local events, or you know national news, things like COVID might change traffic - for certain businesses as well.

Nicole BZ: Oh yeah, 100%.

Christina: Perfect, and I do have a COVID example later on in the presentation, so you're bringing up a really good point.

Nicole BZ: Yeah, I think this is like when something goes viral and everybody, like this word suddenly starts trending or when people are trying to create content to hit that trend. Yeah you can see huge jumps that are, they're kind of not that helpful, I don't think, because they're like this outlier that it just so happened that the stars aligned in your business, but for people like Jenna Kutcher as an example, like her business took off because she posted a picture of like her cellulite on a beach. Everyone was like "I love that" and suddenly her wedding photography business became a personal branding business. So, if you're probably keeping an eye on your analytics and you see that spike and then you really like you can connect those dots, it would

be a super powerful opportunity.

Christina: Absolutely. Thank you, Jamie. All right, so I'm gonna give you a couple of examples. These screenshots are from actual client accounts with Google Analytics. So, in this first example I had discovered, I had started working with this particular client last July, and after I onboarded I wanted to see what their organic traffic looked like over the last couple of years. What I noticed -- this blue line only talks about organic search, it doesn't look like anything else -- I had noticed that organic search started to slowly trend down way before I had even started with them. I started to ask "well, what caused this to happen?" After digging deeper, I noticed that there was one page in particular that was generating a lion's share of the visits from organic search and that's highlighted here in the orange bar. So, you can see it was bringing in about half of the traffic and it started to go down. What I had done is I recommended that they revisit this page because it was written in 2014. A lot could have happened from then until now. Let's think about updating it. Let's add some fresh content. Let's also re-optimize it. Then let's monitor it to see if there are additional next step recommendations after that.

I had crafted potential things that we can do and you might have pitched different things to do, but the goal here is really to come up with next step recommendations that you think are going to help that page in improving performance metrics going forward. The second example I'll give you here for this particular client, again, I had looked at their analytics over the last couple of years. I had actually been working with this particular client since 2013, so very long time. Goes to show that SEO is not a set it and forget it kind of strategy, but if you'll notice there's something very interesting happening in this screenshot and that there are two peaks that occurred right there in the middle of the chart. After digging a little bit deeper into Google Analytics, I realized, and you'll see the little orange box, it's around something known as "not set." You'll probably see this in your own Google Analytics data. Tt could come up for any number of reasons, but what I opted to do during a monthly reporting call with this client was to find out what happened outside of SEO because as much as I would like to say that this traffic came to your website because of me, I've gotten my heart broken before and I didn't believe it. And so they were able to confirm that one of their other advertising vendors had accidentally missed tagged one of their ad campaigns and it was going into organic traffic versus their advertising traffic. The reason why we want to have that corrected so it doesn't happen again is because my insights, my next step recommendations are being crafted because of the data and so we wanted to be as close of an accurate depiction of how sitters are engaging with your website. Also, it's important for this other advertising vendor as well to know that they are able to craft next up recommendations, see how visitors are engaging with their campaigns and craft next step strategic decision and going forward as well. Alright, so there are so many dashboards in Google Analytics, but I'm going to just cover three of them to get you started for when you start or continue in your GA journey. Now, I'm gonna go slow on this slide because I think it does have a lot of information and I want to go over how important it is to add layers to your data in order to see what story is being told here. So, one example is, let's think about the question that you're trying to answer. One is maybe your boss or you are interested in how many visits you got from Facebook. So, in Google Analytics, you go to a dashboard that will tell you the visits that came to your website from Facebook. But that alone is not going to tell you a whole lot. What you next need to do is add timeframes and comparative data to see how one timeframe is different than the other timeframe. In this example, I only use February versus, excuse me --

March versus February. Then on top of that, I added another layer of data, this time I wanted to see the landing pages that visitors got to from Facebook and how that differed in March versus February. What that can help to do is tell us what pages were popular, why were they popular, did we run some kind of campaign, is there seasonality, and what should I do next. The next example you –

Nicole BZ: Hey, Christina, can I ask you a question? Do you have to have a Facebook pixel set up to be able to do that level of analytics or can Google Analytics handle all that just from your website?

Christina: So, Google Analytics will tell you when visitors got to your website. As far as pixels, that may be a different tool and maybe some of our social media strategist on the call could get into that a little bit more as well, but it won't tell you exactly maybe some of the data that you would get solely from Facebook Insights. It mostly is going to tell you how visitors got to your website, which in this case will be Facebook, the pages that they looked at collectively, maybe not that one person in particular because you can't do that, but in conjunction with Facebook Insights you can really start to see what that story is, what's being told and what you should do next.

Nicole BZ: I mean I think it's really cool that it could just, it can do that without the pixels because when you start adding pixels into the mix, things get really fun. So, yeah I wasn't aware that Google could actually track that stuff. That's cool.

Christina: Yeah and I'm sure the pixel data is gonna be really great for any kind of retargeting and that will help our social strategists, but we can in Google Analytics measure how many new visitors we got, how many returning visitors we got, and then hone in on Facebook, and you can sometimes make certain assumptions about the behaviors of your audience, what they're doing, and why it is they're doing what they're doing. So, the next example, the next question that you might want to answer is "What devices were used to view my site?" Devices would be desktop, tablet, or mobile devices. There is a section in Google Analytics where you can get to a dashboard that'll tell you the breakdown of what that looks like, but now, what do I do with that information? What you do is you add layers to it. It helps to make your story more three-dimensional and in this case I'm going to use quarter-over-quarter, Q2 versus Q1. For those of you that work in very large companies, you often have to put together what's known as a Quarterly Business Review report, or a QPR. And this is an example of how you can do that. Then on top of that I might want to see the landing pages that people are looking at from their devices quarter-over-quarter. Now I'm starting to see what the picture is and now I'm seeing how people are engaging with the website and now I can start to derive next up recommendations. The final example that I'll give you here is maybe the question you have is "How many conversions did my site get?" Conversion is the same thing as saying goal completion. It's the same thing as saying what action did my audience or my customer take when they were on my website. An example of that could be they signed up for email marketing or maybe they clicked on a form submission. The example I'll give you here is I want to look at the top landing pages because I want to know exactly which pages resulted in which goal completions since that can help be very valuable in case we want to amplify that or maybe duplicate it in other forms. The time frame comparison I'm going to use in this example is all of 2019 versus all of 2018. You can really use almost any kind of time frame comparisons and I encourage you to try different comparisons since there might be different stories with each one. Then in this example the extra layer that I'm going to add is I want to know how many people did fill out the "request more information (RMI) form submission," which pages, and the time frame. So, you can see now that okay the only way I'm able to really derive some stories here is when I add players add layers, add layers, and usually I'll maybe go two layers deep. You could go deeper than that, but that usually won't be very impactful or valuable if you don't have enough of a sample size.

If you have a very site with a lot of traffic, you might be able to dig deeper and you might be able to drive even more information that way.

Nicole BZ: I'm going to ask you to do another example with those three layers. Sorry, if you want to go back to that slide. So, like let's say you find that your Facebook visitors went down between February and March. Most of your people are finding your business on a cell phone and your top landing page is your "About Me" section. What might you do to like bring those Facebook things back up? I'm just curious,

how you use those to build recommendations, you know what I mean?

Christina: So, if I notice that traffic from Facebook had gone down on my mobile device, what I might do is get on my phone and go to my Facebook page and see what I'm posting or if I have a social strategist working on behalf of my company, I might look to see what they're doing. And, this actually did happen to a client before. I clicked on a link and it led to an error page. That told me we need to get rid of this post because anyone that clicks on it automatically is hit with a poor user experience. They're kind of messing up my data and now going forward let's make sure that any posts that we put up there leads to a valuable page, and let's keep an eye on URLs going forward that you don't take down a page so quickly or you change a URL so quickly soon after you have posted it and amplified it everywhere.

Nicole BZ: Thank you.

Christina: So, to summarize everything that I just said on that previous slide, always make sure in order to add depth to your data you have the right dashboard, the right comparison, and the right dimensions. I'm going to throw in a pro tip because if you had used Google Analytics in the past this has probably most likely happened to you, or if you're new to Google Analytics, chances are this is definitively going to happen to you at least in the foreseeable future, unless Google Analytics changes something, if you notice you're hitting the back button and it is not going back, what you should do is click on a different dashboard and then just come back to it. If you notice that the data is still not going back or populating the way that it was in previous screens before you started to dig deeper, just start over. Sometimes it's easier to do that. Okay, so now we're going to get into the three dashboards that I usually will look that when I'm investigating or providing monthly reports for my clients. The first is traffic breakdown and this helps to answer the question "How were visitors finding my website?" Are they finding it through SEO, social media, email marketing? I just want to know how they're finding me. Potential macro analytics, and you'll notice at the bottom of the screen, I don't know if you can see my mouse going over it, this is instructions for how you can find this dashboard, along of course, with the screenshot here. Here's the dashboard that'll let you see all your visits from all the traffic sources. To get there, in your left navigation, click on Acquisition, All Traffic, Channels. Now, how do I add layers to my information? Let's go ahead and add a time frame. In this example I'm just going to

use February versus January. M-O-M stands for month over month. I often always report on M-O-M and Y-O-Y, year over year. In this case I'm gonna do one full month of data compared to another month of data, understanding that one month is shorter than the other. Then in this case I did, but I don't usually add another layer, but sometimes I do, but in this case I'm not. Now,

when I input all of these little data points, this is what my screen is going to look at. You'll notice that it tells me all of the different traffic sources. We have organic, we have social, we have direct, and there's all these comparisons. Again, you want to start looking for those data points that look interesting. The three that I thought were interesting here, and you might find different interesting data points, and that's okay, but the ones that I caught were organic traffic. It had gone up 52 percent month-over-month. The other thing that I usually like to include sometimes, especially if the sample size is still small-ish is I'll put the numbers the hard numbers in there, 100 versus 66. The reason why and the best example I can give is let's say one month you have one visitor, and then the following month you two visitors, well your month-over-month change is a hundred percent. So, sometimes those numbers can look inflated. Depending on the client, depending on a number of things, I will include mostly just the percentages, but if it's a small sample size, I'll include the percentage and the hard number. The second thing I thought was very interesting here was --

Nicole BZ: I'm going to interrupt, I'm sorry. You like I just make workshops for me so that I can get expert advice? I'm sorry everybody that's watching. So, with that, the data set is small, but you're building out this dashboard because this is a crucial data set to be monitoring. So, even though right now an increase in one could throw your numbers off by a hundred percent, which to your point is not like we're not building a business off of this particular like leap and percentage of growth, but knowing that once we start really tracking, this is going to be a crucial thing to be monitoring.

Christina: Yes and I won't say that 100 visits is nothing. There are still potential insights that could come out of it so for this. So, for this particular client, traffic had gone up and that correlated to one hiring me, the timing of it could not have been perfect, but also we started pumping out more content, and again, content is a great way to get visitors to your website, position you as a thought leader, and increase traffic. So, fifty two percent, that's nothing to sneeze at because our goal is to go up from there.

Nicole BZ: No, no, I guess I just meant it's not like you're tracking what's important in this moment, you're tracking what needs to be tracked for the growth of the business.

Christina: Yeah, yup. So, another insight that I got from this was how social traffic had increased nine hundred fifty percent, which sounds amazing. It's sixty three versus six visits, that's not nothing. It is a fairly small sample size, but for this particular client it had correlated to more posts going up on social media for the kind that we had written. Even though we were really focusing on SEO, they were also benefiting from social. Then the third thing here is the social bounce rate, a bounce rate means when someone comes to the first page of your website, doesn't matter what it is, and they bounce, meaning they leave they don't even go to a second page. It went from a hundred percent in the previous month, which meant that everyone that landed on this particular page left, to 71 percent. So, we're starting to see some correlations.

We're starting to see that more content, more engaging valuable content rather is leading to better performance metrics. A potential next step is let's keep pumping out some content.

Nicole BZ: What I also think is really interesting is that this is quick. I always heard of SEO it can take months and months and months for  this stuff to start really making a difference, but I'm seeing with a relatively small data set, nothing to sneeze at, but you can make significant impact in your business growth very quickly with the right strategy.

Christina: Yeah and I will say that it can take SEO quite some time. If I want to take all the credit for this, though, I will be amiss if I said that maybe some of their other strategies had also resulted in this and maybe because it's really soon with this particular client that maybe seasonality played a part in it too and that February just so happens to be a month that you generate more traffic, but when looking at the year-over-year data for this client, it definitely was up, so it's partially me, but also partially some of the other things they were doing.

Nicole BZ: Sweet, thank you.

Christina: Yep. All right. The second dashboard that I usually will look at are top landing pages. A question that I'm trying to answer here are "What are the top landing pages?" May want to see what blog posts are resonating well. So, the dashboard I will go to, in your left navigation, you will go to Behavior, Site Content, Landing Pages. Now, you have to add some layers to that. The time frame I'm just going to use February 2020 versus February of 2019, so that's year-over-year. Then for this particular one, I am going to add an additional layer on top of that. I want to know what the top landing pages are from each of the traffic sources. What's the top landing page from Facebook? Top landing page for SEO? Etc. etc. When I input these data points, I'm brought to a screen that looks like this. You can see the different landing pages and it's organized according to sessions, visits. It's telling me the home page from organic search generated the most traffic and it goes in that order, unless you want to fudge around and click on some of these other columns to reorganize the data. There were two things that I thought were very interesting with this dashboard. The first is that organic traffic to the home page had increased 79% year of year, so that's the difference of 77 versus 43. Maybe the insight is let's go to the home page. Did anything change? This is also a case where maybe there is no next step recommendation. Just monitor it. There's not enough of a sample size. There's not enough information to really craft that next step, but the fact that there were increased visits to the home page, that's something I'm gonna keep my eye out on. Then the second thing I thought was very interesting is the bounce rate for referral traffic, well actually it should say, oh yeah referral traffic, sorry, it increased 254 percent year-over-year, which is very interesting for the bounce rate ,again, excuse me, pages per session, that is incorrect, pages per section, that's the thing I wanted to correct, it went from someone looking at one-and-a-half pages to four and a half pages, but again, I might not craft any next steps. Maybe I will, but maybe not because when you look at the sessions, the difference is five visits a month over a month, so this is where you can start to pick and choose and say maybe that's not a priority right now, but I am going to keep an eye on it to see if there's any nuggets of information I can pull from it in the future.

Nicole BZ: So, I'm like looking at my Google Analytics app on my phone and I think it's interesting to be like, so I'm just gonna watch this and not, cuz I'm the kind of person that like I'll check it regularly, and then I'll get overwhelmed, and then I won't look at it for three months. So, how often would you suggest someone who's just kind of trying to wrap their head around this process and start using data to make decisions in their business? How often should they be checking these dashboards?

Christina: So, I look at analytics every day because I want to spot those anomalies, but sometimes if you're not getting traffic every day, I'll check it every day just because, again, I want to spot any threats or opportunities, but as far as deriving next steps, I will usually only compare month-over-month data and year over year data, but in each I'll just check it really quickly to see if there's anything that warrants next steps right away. Usually that's not the case, but every now and then, it is the case. It's not the case until it is sort of thing, but I will definitively the beginning of the month, I will always look at the data to see what happened.

Nicole BZ: Thank you. Does anyone else have any questions since I keep interrupting? I'll give you the opportunity as well to do it.

Christina: You're probably asking the questions that everyone has so jump in.

Nicole BZ: Thank you.

Christina: All right, the third dashboard that I will usually look at will be goal completion. The question I'm trying to answer here is "How many visitors are engaging and are converting with my website?" Meaning, what action did they take when they were on my website. The primary dimension here, and there are several ways for which you can get this information, but the dashboard that I'm going to look at for this is one that we already looked at. It's with dashboard number one. So, in your left navigation you will go to Acquisition, All Traffic, Channels. Then again, add your layer, which this case I'm gonna look at all of 2019 versus all of 2018. I'm not going to add another layer here just yet When I and put that information, I'm brought to a dashboard that looks like this. There was one insight that really jumped out to me. Very interesting is for my client, and in order to see the goal data, again, you have to input this into the admin console of Google Analytics or use a platform like Google Tag mManager in order to start to keep track of how visitors are engaging with your website. Another session for another time, but that data if you're on this dashboard will appear all the way to the right side. I thought it was very interesting that goal completions for -- and this is the direct traffic -- so I made a little typo here, but that had increased 48 percent year-over-year and that is the difference between around a hundred and forty five thousand conversions in 2019 versus ninety eight thousand conversions the previous year. What's even more interesting is that the number of visits from direct traffic had actually decreased. So, visits had gone down, conversions had gone up, now I've got the questions of what happened and how do we do that again. Nicole, any questions?

Nicole BZ: So, you're gonna tell us the story?

Christina: Nope, no I I don't remember what that story was, but if you come across this with your client's data, definitely investigate it a little bit more. For something like this I'm almost positive there's an insight. There's a nugget that maybe goal data hadn't started

to be tracked until the middle of 2018, so okay, you know, skew data just a little bit.

Or maybe some of your other tactics, maybe you amplified your budget for Facebook, maybe you have additional resources for SEO. Sometimes your other marketing tactics help each other and that might have been the case here where you were utilizing other marketing tactics, and it was also helping Direct, because let's say someone sees you on a paid ad on Facebook, let's say they don't want to click on your sponsor ad, they might then just go straight to your website to avoid that ad, maybe because they don't want to be retargeted. There's a few different things you want to ask yourself and think about the behavior of your audience to help with making these correlations. I use

the word correlation because just because X happened we don't necessarily know if that is the exact reason as to why happened.

Nicole BZ: Then I just want to reiterate, so just set up, because like, I don't have some of these metrics in my Google Analytics, and so I go into the admin section on -- I haven't have to log in online to do that and sort of add these goals and add these, what was the other word, just different ways of looking at these dashboards.

Christina: Yes and you want to define what your goals are before you input it into Google Analytics, so if capturing the number of email subscribers is important, if you have a page that ends in thank you, so www dot website dot com, slash, thank you, there's an easy way to input that into Google Analytics and the admin dashboard. That way going forward, whenever somebody hits that you'll now be able to see how many people hit it because of social media, organic search, and it it just gives you an added layer of data.

Nicole BZ: OoO that's a pro tip right there.

Christina: Okay, all right in the last section we have for you is the right questions to ask to create a kick (censored) strategy. This is how you're going to be crafting impactful next step decisions based on the data. So, usually when I am trying to think of why, oops sorry about that, went a little too far. So, some of the questions you can ask yourself when you're thinking of what can I do better, how can I improve the experience that my visitors are having on my website, these are some questions. It's not an exhaustive list, so feel free to use this as a starting point, but keep asking more and more questions. One could be is there enough content on the page. So, no matter how someone gets to your website, whether it's social, email, doesn't matter, once they land on that page, is there enough content? Is there enough value that you're providing them? If it's a short blog with one paragraph, chances are it's not really enticing to maybe look at a second page. You may have lost or maybe they got what they needed and they left. They didn't need any more information. The other thing is is content skimmable? Aka is it readable and visually engaging? So, let's say you have a wonderful article, a lot of content, sometimes it's not what you say, but how you say it. You'll want to think about how can I make this article look more visually appealing. Maybe I add quote blocks. Maybe more images. Maybe a video. Just another way for my audience to absorb the content. Maybe you break down those big paragraphs into smaller paragraphs. Maybe you add bullet points, sub headlines, because as much as we want everyone to read every single word of our article, chances are they're not going to. So, we want to make it easy for them to get the nuggets, get the value, and if they feel

so behooved, they will sign up for your e-newsletter going forward because you provided an outstanding experience and they wouldn't mind getting more content from you in the future. The other thing is is the content relevant to what the visitor would expect to see. Let's say you post something on Facebook and you say this article is about this, if someone clicks through and it's about something else, that's a poor user experience and you run the risk of them leaving your website right away. The next thing is is there a clear next step for the user to take? This is where you want to have your noticeable call-to-action. Could be that a e-newsletter box. It could be download an ebook or a white paper, contact us for more information, here are related articles. There a number of different things you can test, but think about having added features on the website to keep your audience engaged once you have them. They're finally here and if they're here, that impression needs to be good to keep them there even longer. The next thing is is your page may be something that is searchable? When I worked at a B2B publishing company, the content was outstanding; however, the titles never told me what the article was about, so if I'm typing something into Google, I am not looking for maybe the exact headline that they have because maybe they got really creative and that sort of stuff might work very well if it's in a magazine, since you know what you're reading, and you know what you're getting, and it's okay to have a really creative title, but when it comes to SEO, usually you want to just get straight to the point. No fudging around. Then the final thing is is the keyword -- and this is very SEO specific -- is the keyword and the page name mentioned throughout the content. So, when I have the very targeted focused keywords mentioned several times throughout the body of my copy, that helps to tell search engines and visitors what this pages is about. It reinforces the topic, the topical nature of what I'm discussing.

Nicole BZ: You know I got a question. This is probably like a how long is a piece of string question, but so sometimes you see people that just have that one huge long scrolling website and they'll have anchors in it ,so if you click to the About Me section it just sort of scrolls down to the About Me section, and like I've heard that the reason you do that is because a little tick all of these boxes pretty easily, but you know like I don't know if it's just that I'm old school, I like having different pages with different sections, and so is it kind of like test one, test the other and see what works best for you, or is it can you sort of stay on top of these trends and know that right really favoring long page websites, and then you know, so Google does an update, you can switch to like, different pages?

Christina: So as it relates to -- Oh, I'm sorry oh I'm sorry ,you keep cutting out so I apologize that I cut you off here -- but as it relates to SEO, long-form content is always desirable because that keeps your visitors engaged. I think it helps to position you as a thought leader because you have so much to say about the topic that you have it written here. It also provides ample opportunities for me the SEO strategist to incorporate the focused keywords several times throughout the body copy without it looking like I'm trying to do that as far as what's better, you mentioned that you have a preference for maybe more short form content and that's where it's important to know who your audience is and how they like to absorb your content. Maybe it's quick snackable bites versus long-form content. You also want to think about do people tend to read long form content on desktop versus mobile devices and crafting different content to cater to how your audience usually likes to receive their information.

Nicole BZ: Cool, thank you.

Christina: Sure. Then on top of that, say there's room for opportunity. A few other reasons why traffic may have moved and these could be the questions that you ask yourself, this is both online and offline, so some reasons why a traffic may have moved is maybe there was a Google algorithm update. Or maybe you had launched, started or expanded budget for your email marketing campaigns or your paid search campaigns. Maybe you've decided to start or increase your budget for a paid social. And it's not just what happens online that could impact your website traffic, it's also what happens offline as well. So, think about if you or a member of your team had attended a trade show, you gave out a whole lot of business cards or you your CEO presented at a conference, that may correlate to some reasons why traffic had increased. Also, if you had attended an amazing Google Analytics session that could also impact the visits that come to your website as well. I had mentioned earlier that sometimes Google Analytics on its own is not enough to tell you what happened. You may need to use some other tools. Some of these may look familiar to you based on your line of work, but I've included screenshots for some tools that helped me from an SEO perspective. There's also tools from email marketing, as well as social media. So, an example would be with email marketing, while I can see how many visitors you got because of email marketing, I cannot see how many people clicked on your email from their inbox. I cannot see how many impressions there were. That's where you're going to want to look at those other tools and merge them with some of your insights from Google Analytics to help in painting a more comprehensive fuller picture. Now, the last thing I have for you today are client examples and these are actual client examples that I had crafted for my clients. You can see that it's shaped in a way that is similar to the three what questions, so what happened, what caused it to happen, and what do I do next. That's exactly what I'm answering here and feel free to replicate this format as well. Example one, visits from organic search decreased 21% month over a month, but it increased 2% year over year. Ok, why did that happen? Well, I had seen that the decrease correlated, not caused, to

seasonality and this was expected because this same trend happened last year. So, now I'm starting to see how people typically work. I've seen visit my web site throughout different parts of the year. Google also announced a potential bug with Google Analytics that impacted performance metrics, which can be found at SEO Roundtable, so in addition to the analytics tools that we're looking at, I also follow the thought leaders and the experts in your particular industry to see if there is anything noteworthy, newsworthy, that you can fold into your insights, which in this case for me was what at SEO Roundtable had said. As a next step, organic traffic is expected to increase again in January based on historical data in Google Analytics and we'll keep an eye on it and provide an update. Fast forward for this particular client the following month when traffic was expected to increase, it did not increase and so I had to do with even deeper dive to uncover what really caused it and what we should do now. So, you can see that even when you come up with one potential reason or our next step, come back to it, revisit it, and see if you have the answer now to answer that or if you need to keep an eye on it. Then example two that I have here for this client, they're in the higher education space. Visits from organic search increased 47 percent month-over-month, which always looks great, but it decreased 6 percent year-over-year.

Again, using another tool I discovered when I was using a tool called Google Trends that January is peak time for students looking for summer programs for high school student searches, but that peak every January over the last five years, it was here five years ago, but then the next January was here, was here, is here. So, now I'm correlating that year over year decrease to less interest in the program overall and it really doesn't have much to do with my client, but more so to do with search behavior. Then as far as a next up recommendation, I'll go ahead and review the section to make sure it's fully optimized and provide content topic ideas to help maximize the number of inbound visits we get from organic search. Really, this will help me to make sure that we're reaching our fullest potential in Google and even though traffic is going down, let's still try to capture what traffic we can get. The final actual example, this is the COVID-19 related insight. This was added shortly after the original GA session was canceled, but for this client visits from organic search decreased thirteen percent month-over-month and fifty nine percent year-over-year, which please don't fire me yet, right? I had two potential correlations to that. The first thing is that Google had announced an algorithm update as they usually do and that occurred in February. As far as the next step, per usual, Google saying create great content, highlighting experience, be an index in your industry, but I believe that the traffic decrease year-over-year mostly correlated to this next bullet point, which was that there's a strong correlation to traffic decreasing because of COVID since this year traffic was trending lower than the same time frame last year. Then when I was looking at months passed, I started to see what the picture was finally telling me. I didn't get it right away in January and I didn't even see it in February. I had to see it in March to go back to see what the data was trying to tell me, and I noticed that traffic in January and February may have decreased because other countries were dealing with COVID before the U.S. And for this for this particular client half of their website traffic is not from the U.S. Then additionally, I noticed that traffic patterns started to falter around the middle of March, which coincided when the U.S. declared date of emergency and the World Health Organization declared we're in a pandemic. Traffic had not recovered since then, so as far as a next step, I said I'm gonna keep an eye on performance metrics and keep them updated, but separately I also provided them some recommendations for how to, I don't want to use the word pivot around Nicole, but just some additional recommendations for what they can do. What I have discovered is while a lot of search engine users or a lot of people are not making purchases right now, they're absorbing a lot of content, so most of my recommendations were around content creation and different forms in which could be created.

Nicole BZ: Oh yeah, just talking about what you do in a way that people are looking for right now. So, what I wanted to ask about this time was the algorithm because I think it's so easy to blame the algorithm or like game the algorithm. To me feels like that would just be a never-ending process and so it's being aware, I don't know if anyone's tried to upload anything to Instagram this week it's been amazing. So, it's like I'm not gonna stop making video content because all of my videos have been uploading upside down. I'm just gonna sort of take a step back, recognize that there's something going on with algorithm with the Instagram's back-end. So, how do you as someone who's obviously, you've mentioned the Google algo several times, do you feel as if you're creating strategy for it or you're responding to its updates?

Christina: Sometimes, it really depends. Sometimes, if I just start working with a client, they've had content around for many years and it's me having to go back retroactively to see how we can improve the content, but if they are looking for content ideas, I will tell them the kind of content they should create, provide recommendations for how they should structure the content, long-form, what kind of keywords we want to include. That allows us to be a little bit more proactive, so it mostly depends on the client. I will say with algorithm updates, Google changes its algorithm dozens of times a month, but every now and then it announces an algo update pretty significant that you want to keep an eye out. And even though you may not want to default to an algorithm update as your insight every time, it's a way just to inform the client that you know that something is happening, you're going to keep an eye on on it. Oftentimes for clients, they're not impacted by the algorithm update, but we never know exactly what that percentage is, if there is any, but we'll just keep an eye on out on it and it's just letting them know that I'm aware of it and we'll just monitor and see if we need to go from there.

Nicole BZ: Thank you. I feel like we're there.

Christina: Ha, we're there! So, final section, final thoughts before you leave,

and this is it, you're done, you're free. This is a beginners course to Google Analytics and whenever you learn something new there's going to be a steep learning curve. So, if you're new to Google Analytics, my only ask of you is for you to be kind to yourself. Give yourself patience. Take the time to learn. This is only a 90 minute session, but look at where you are today and compare that to where you are next year and you're gonna see a world of difference. Then on the flip side, if you thought this was absolutely terrible, then my request is for you to be kind to me. And my final, final ask of everyone is please provide feedback. If there was something you liked or didn't like, please let us know because it'd be great to evolve this to provide more value to those we present it to in the future. And also let us know actually if you think a full day training or half day training would be valuable because as I said this is just a session. This is not a workshop where I would be able to walk around the classroom, sit down with you, and tell you exactly how I would do something. The second request I have of you is if you like this session, please leave me a review on either Google My Business, Facebook, Clutch, anywhere there's a review box, please feel free to leave it. If you thought this was terrible, please don't leave anything. Finally, please follow me if you're looking for information on SEO or Google Analytics. I'm on Facebook, Twitter, Linkedin, and Instagram. That's it, thank you.

Nicole BZ: Thank you. Does anyone have any questions and kind of keeping an eye on everybody. I'll unmute everyone as well if people just want to chime in.