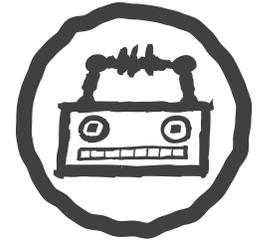


# WHITEPAPER: GOOGLE ANALYTICS CUSTOM DASHBOARD



If you're using Google Analytics, you might find yourself lost in data. In Eric Ries book *"The Lean Startup"* he says that it's always possible to find a graph inside Analytics that starts at the bottom right corner and moves towards the top left.



But, as the author explains, that data might not be important. You see, there are literally hundreds of data points collected from every visitor who visits your website. Automatically, information regarding device use (tablet vs. phone vs. computer), location, time on site, pageviews, lead source, exit page, path through site... this data is all recorded inside Google Analytics so you can dive in and find the right data to make decisions on.

However, it's not always easy. If you're not "in the trenches" weekly, you might lose your edge when it comes to finding the exact data points that you care about. Since Google regularly updates Analytics, you might get lost navigating through the plethora of information, only to find yourself an hour later without much to show for your sleuthing.



Google Analytics

*"If you're not looking at Analytics weekly...you run the risk of missing updates to the search engines that could hurt you."*

## CUT THROUGH THE FOG WITH A CUSTOM DASHBOARD

*There's an easy way to fix that, and it's to identify the Key Performance Indicators you really care about, and putting them in a Custom Dashboard. With an update in Q4 2013, it's now possible to share your Custom Dashboard with your entire organization, so everyone can quickly and easily get the important data they care about. This means you're able to save time by bookmarking one specific page and referencing it whenever needed.*

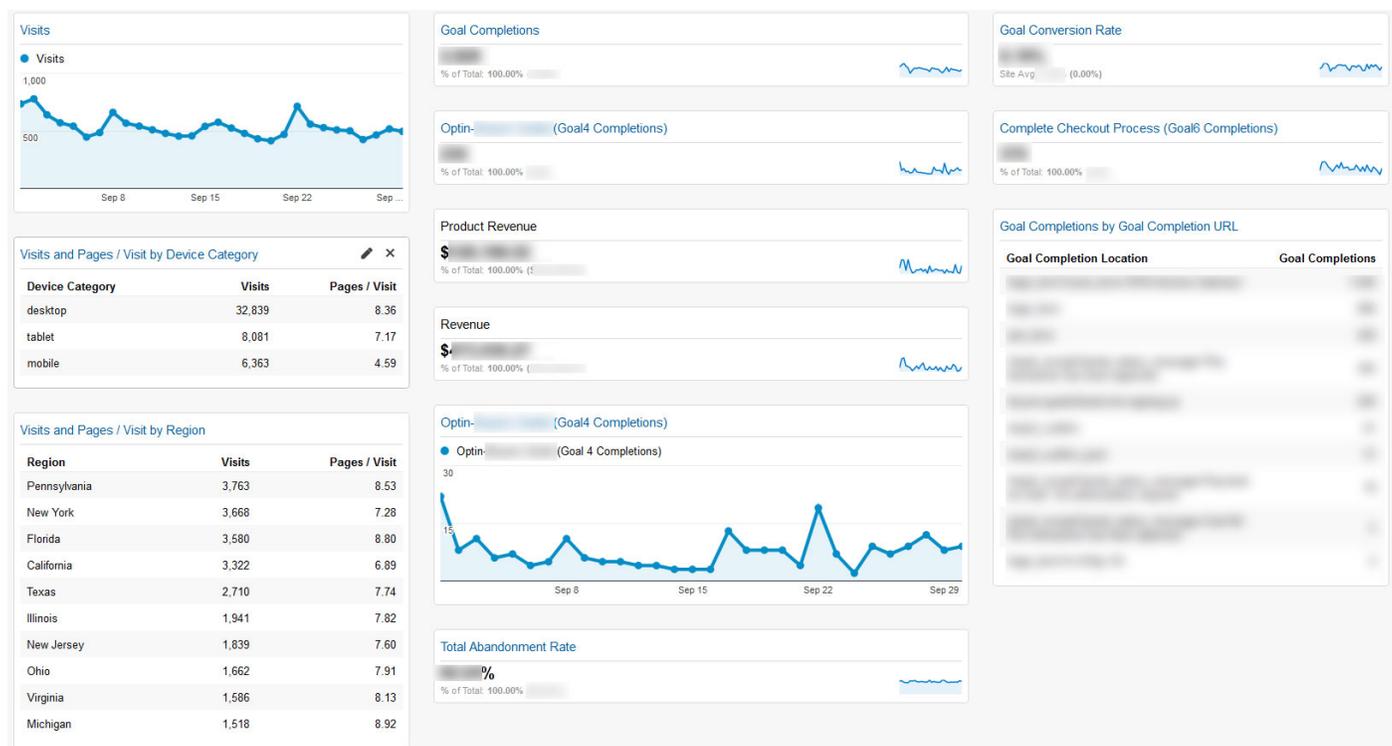
If you're in Marketing, you might want to have a Custom Dashboard that shows the total new visits that came in the last 7 days, what keywords drove that traffic organically, and what the Per Visit Value (in \$) for each keyword is. Or, if you're in Accounting, you might want to see how many products were sold last week vs. this week. If you're running digital product purchases, it can be difficult to go through all of the different pieces of software to get a real understanding of total products purchased; with Google Analytics Custom Dashboards and eCommerce Analytics installed, you'll be able to get that data in one place.

You can easily track a number of variables, including but not limited to where visitors came from, what marketing ad actually drove a sale, how many copies of your free product were downloaded, where you recently got that surge of traffic from, and other important trending data.

Finally, if you're not looking at Analytics weekly, even for just a 2-minute check-in with the data, you run the risk of missing updates to the search engines that could hurt you. The image below is from a client of ours who wasn't keeping a keen eye on the right metrics inside Google Analytics. He was "slapped" by Google after they released the Penguin updates, cutting his organic traffic in HALF.



*If he was looking at this data weekly, he would have seen this dramatic traffic drop and would have been able to resolve the actual cause of a drop in sales. It took over 18 months for him to realize that he had been slapped, and is now working to fix the problem. Losing half of his traffic for 18+ months hurt his revenue, and would have been avoidable if he had a Custom Dashboard to look at.*



Do you think having a Custom Dashboard would help you and your company with driving marketing efforts by actual metrics? If you do, we'd love to help. More than just setting up the dashboard, Tech Guys Who Get Marketing can help you identify your Key Performance Indicators and get the data reporting correctly. We're a company that helps clients across the world *build smart processes for both lead generation, nurturing and converting with both marketing and elegant technology in mind.*

Profitability is measured in customer retention, overall increases in customer lifetime value, and direct impacts from each project they implement.

If you're interested in getting the true metrics of your sales and marketing processes defined and reporting so you can efficiently check the health of your company, contact Ryan at (888) 372-8823 or email him at [Ryan@TechGuysWhoGetMarketing.com](mailto:Ryan@TechGuysWhoGetMarketing.com). Ryan will learn more about your company, and if this, or another solution, would best support your business goals.

Here's an example of a Custom Dashboard we set up for one of our very busy clients. He's able to look at it regularly and know exactly the health of the business. It has everything important to him, including Revenue, Conversion Rates, Opt-In Rates, as well as a snapshot of traffic. He can quickly see if anything has dramatically changed, and can catch problems before they get out of control. His weekly check-in with the data keeps him satisfied with his marketing efforts, and gives him the real data that matters most.

See some of the raving fans of Tech Guys Who Get Marketing:

<http://www.techguyswhogetmarketing.com/our-clients>

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