

COM 460: Tools Boot Camp

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Google Analytics Assignment

The purpose of this assignment is to refresh and expand your knowledge of Google Analytics and explore how the tools can be used to improve site traffic through social referrals and paid/organic search. In this assignment, you will use the Google Analytics Demo Account to learn the structure, vocabulary and features of Google Analytics. The Demo Account is a fully functional Google Analytics account linked to the company's online merchandise store.

About the Google Analytics Demo Account:

https://support.google.com/analytics/answer/6367342?utm_source=GA%20Education&utm_medium=affiliate&utm_content=GA%20blog&utm_campaign=Demo%20Account

Part 1: Set up Google Analytics Demo Account

Google Analytics Demo Account: <https://analytics.google.com/analytics/web/demoAccount>

If you do not already have a Google Analytics account you will be prompted to create one. The information you see on the Demo Account provides a view of the data you would have access to from a Google Analytics account connected to an active website.

Part 2: Google Analytics Scavenger Hunt

1. Audience
 - a. What day in 2017 had the highest number of active users?
 - b. In 2017 there were 12,857 visits to the site by users in what country?
 - c. Look at the data from Monday, Feb. 5 2018 to Friday, Feb. 9 2018. What are the highest and lowest traffic times during the work week?
 - d. What 2 primary measures does Google Analytics use to show audience engagement?
 - e. What percentage of users in 2017 accessed the site using a mobile device? In 2016?
2. Acquisition
 - a. What was the overall Ecommerce Conversion Rate in Dec. 2017?
 - b. What was the top referral site in Dec. 2017?
 - c. What was the most successful Ad Words campaign in 2017 (hint – compare cost of campaign to revenue).
 - d. How much did the Google Store spend in 2017 on paid search queries?
 - e. Which of the following Google brand merchandise had the highest number of sales in 2017? Google, Google+, YouTube, Android, or Alphabet?

3. Behavior

- a. What was the average bounce rate in Jan. 2018?
- b. What day in Jan. 2018 had the highest number of unique pageviews?
- c. What was the most popular site search term (i.e. – term users searched for using the onsite search engine) in January 2018?

Part 3: Google Analytics Report

You have been asked to evaluate the Google AdWords strategy for 2017 and provide recommendations for search term purchases for 2018. Draft a memo (no longer than 1 pg double spaced) with your recommendation. Create and print a custom report showing the data you used to support your recommendation.

*Assignment is due at the start of class on Wednesday, Feb. 21. All pieces of the assignment should be submitted in hard copy.