



## Cheat Sheet

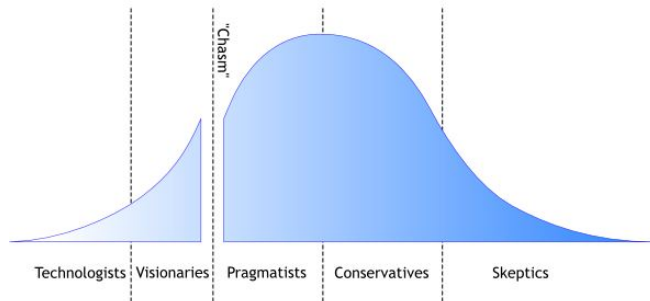
### Google Analytics Glossary

- A **goal** is any action you want your visitors to take: register, download, donate, complete a Newsletter form or stay a certain amount of time on the site.
- **Users (formerly Unique visitors)** refers to the number of distinct visitors to your site. If Jerry visits your site 50 times, it will be counted as one unique visitor.
- **Sessions (formerly Visits)** refers to the total number of visits to your site, including repeat visits from the same visitor. A new session is counted after 29:30 of time passing between actions on the site.
- **Bounce rate** refers to the percentage of people who leave your site without clicking around to reach additional material. They visit, they leave. If your site is a blog, it's common to have a bounce rate of 70 to 80 percent. Traffic from sources like Twitter also have traditionally high bounce rates since users are in a browse mode. Only look at bounce rate in the context of individual pages.
- **Average Visit Duration** refers to the average time in minutes that visitors spend on your site. If you've created a lot of content, you want people to stick around. Note that 0's are averaged into this average due to visits that bounce.
- **Main Types of Traffic**
  - **Direct traffic** refers to visitors coming directly to your site by typing in your URL or via a bookmark. This indicates how many visitors already know you, like your stuff and are coming back for more!
  - **Referral traffic** lets you know which sites are sending you traffic and how engaged visitors from these sites are. Keep watch for the referring sites whose traffic results in high engagement. See which social media channels drive the most traffic, what keywords people are using to land on your site and whether online ad buys are resulting in any visitors.
  - **Search traffic** refers to the amount of traffic that you get from search engines. If you're working on enhancing your site's search engine marketing, this metric lets you see if you're accomplishing your goals. If so, you should see your search traffic increase.
- **URL tagging** lets you employ sophisticated marketing tracking techniques. **utm source** lets you identify an advertiser traffic source by referrer. **utm campaign** lets you identify a campaign name, promotion or slogan. **utm medium** refers to an advertising medium that you used, such as an email, or contact. <http://wholewhale.com/url-tagging-mistakes/>
- **Cookie:** A small amount of text data used to remember information from page to page and visit to visit. Cookies can contain information such as user preferences or shopping cart contents.
- **Google Adwords grant:** Google provides grants of \$10,000 in search advertising per month offered free for nonprofits. Use or lose every month. To apply go to [google.com/nonprofits](http://google.com/nonprofits) then apply for the AdWords grant, which requires that Google Analytics is setup (if you want a better chance).

## Key Concepts

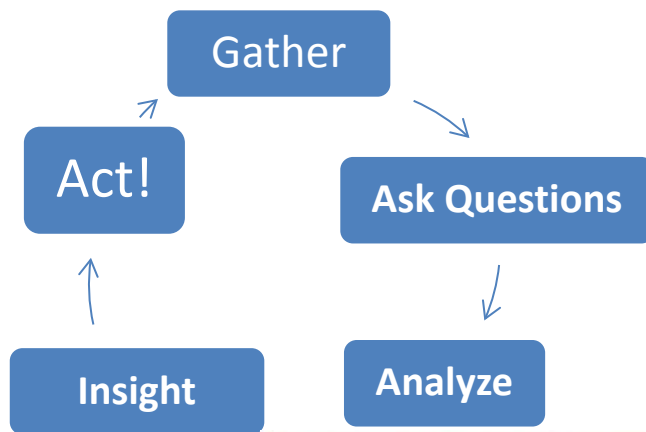
### Focus on the people that matter, forget the skeptics

Starbucks and Apple have done very well by focusing on a narrow range of consumers. Do not try to create a website or web product designed to serve everyone. Focus on getting your biggest fans to help you breach the "Chasm" to reach a broader population.



### Data > Gut

Analytics should constantly be informing your organization through this process. The entire team should have access the data they need and employ this process.



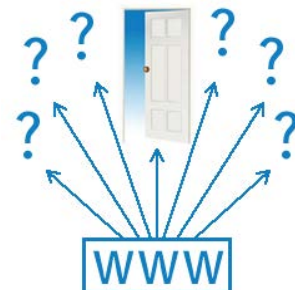
### Acknowledge the Decision Makers

Beware of key decision makers in your organization that may ignore data when making decisions. Drive your entire organization to a culture of data-based decision-making.



### Front Door Disease

Most sites have only around 30% of their traffic coming directly to their home page. This doesn't stop many of us from spending 90% of our time on it – designing and thinking about it, then designing and redesigning it...



### Tech Fiefdoms

A tech fiefdom is built when a tech department closes the walls and doesn't allow the organization to look at Google Analytics, which closes off decision makers from the data. With read only access there are no security issues with allowing everyone to view.

[http://www.huffingtonpost.com/george-weiner/killing-innovation-does-y\\_b\\_538278.html](http://www.huffingtonpost.com/george-weiner/killing-innovation-does-y_b_538278.html)



## Vanity Metrics

Tracking metrics that don't relate to the actual success of your organization – like just looking at visits to a website without quality – doesn't tell the full story.

[http://www.huffingtonpost.com/george-weiner/data-analytics\\_b\\_1315068.html](http://www.huffingtonpost.com/george-weiner/data-analytics_b_1315068.html)

## Additional Resources

- Local SEO ranking <https://moz.com/local/search>
- Building Google Dashboards: <http://wholewhale.com/build-google-analytics-dashboards-like-a-boss>
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## BLOGS + BLOGGERS

- Seth Godin – marketing awesomeness
- Mashable – social trends
- Sproutsocial.com
- Dan Zarella – twitter trends + data
- Beth Kanter – cause networking
- Avinash Kaushik – Google Analytics guru
- SocialBrite.com – cause networking
- ReadWriteWeb.com – tech news

## BOOKS

- The Lean Startup – Eric Ries
- Thank You Economy - Gary Vaynerchuk
- Letting go of the words – web writing book
- Here Comes Everybody (Shirky)
- Measuring The Networked Nonprofit (Kanter)
- Trust Agents – Chris Brogan
- Web Analytics in an Hour a Day – (Avinash)
- Viral Loop: From Facebook to Twitter (Penenberg)
- All Marketers are Liars (Godin)
- Switch: Making Change... (Heath)
- <http://analytics.blogspot.com/>