First Google Analytics, and then we will GAB:
The power of benchmarking
Thanks for showing up early!
And, for that, you get a special treat…

What percentage of websites* are using Google Analytics?
(*top one million websites)

Use the chat to send me your answer…

The first 3 people to who get closest to the correct answer will win a Google Analytics Book!
Answer: 50%
CF Insights responds to a hunger for shared knowledge and greater impact among U.S. community foundations.

Community foundations grow stronger when their decisions are based on timely, accurate, and complete information. Through CF Insights, community foundations improve performance and sustainability – individually and collectively.
Embolden is a full-service digital communications group providing community foundations with a tailored approach to online strategy.
Webinar controls

• *6 to mute
• *7 to unmute
• Have a question burning question? Jump in and ask!
• Please say your name and where you are from when asking a question or making a comment.
• Click the “raise hand” button (located top left above the chat box)
• Or type your question in the chat box – I can answer now or after the webinar.
Who’s there & here?

Ann-Marie Embolden
Becca CF Insights
Diana CF Insights
Have a question?
How many?
Today

• Google Analytics Overview: 30 minutes
• GAB: 40 minutes
• Q & A: 20 minutes
What is Google Analytics?
What is Google Analytics?

Google Analytics is a free tool that allows you to see:

• **Who** is visiting your website

• **How** they found you

• **What** they are doing when they get there.
Measures outcomes...

ROI, or...

ROE
So you can continually improve your efforts
Google Analytics was built for ecommerce businesses to help drive Google search revenue
What else can Google Analytics do?

100+ reports
Custom reports
Advanced segments
What else can Google Analytics do?

Abandonment funnels
Advanced audience segmentation
Browser statistics
Campaign tracking
Content experiments
Engagement metrics
Custom reporting
Goals and value

Intelligence alerts
Mobile usage
Onsite search statistics
Social engagement
User locations
Visitor flow
Site speed
Social trackbacks

…and more
But what good is data...

Without great strategy?
Traffic & Engagement
And...one more important piece...Outcomes!
Why use Google Analytics?
Why use Google Analytics?

It is one of the best methods for tracking and analyzing your online communications strategy over time.
Why use Google Analytics?

1. **Curiosity**: “I wonder how many hits my website is getting?”
Why use Google Analytics?

1. Curiosity

2. Reporting: “My Executive Director wants to know how the website is doing.”
Why use Google Analytics?

1. Curiosity

2. Reporting

3. Strategy: “How can we make our website better?”
Why use Google Analytics?

- It provides a way to measure results of your work/strategy over time.
  - Email strategy
  - FB strategy
  - Twitter strategy
  - Blog strategy
  - Story/content strategy
<table>
<thead>
<tr>
<th>Campaign</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 12, 2012</td>
<td>Facebook Status Update</td>
<td>Puppy &amp; cat photo</td>
<td>2,125</td>
<td>2.08</td>
<td>00:03:16</td>
</tr>
<tr>
<td>June 14, 2012</td>
<td>Facebook Status Update</td>
<td>Golf tournament promo - no photo</td>
<td>62</td>
<td>2.43</td>
<td>00:00:49</td>
</tr>
<tr>
<td>June 16, 2012</td>
<td>Facebook Status Update</td>
<td>donor story video - the Bryant family</td>
<td>1,456</td>
<td>4.00</td>
<td>00:07:48</td>
</tr>
<tr>
<td>June 19, 2012</td>
<td>Facebook Status Update</td>
<td>announce new grantmaking guidelines</td>
<td>360</td>
<td>1.00</td>
<td>00:00:01</td>
</tr>
<tr>
<td>June 22, 2012</td>
<td>Facebook Status Update</td>
<td>press release on annual report release</td>
<td>18</td>
<td>3.00</td>
<td>00:00:17</td>
</tr>
<tr>
<td>June 23, 2012</td>
<td>Facebook Status Update</td>
<td>press release on changes in charitable tax deductions</td>
<td>67</td>
<td>3.00</td>
<td>00:00:17</td>
</tr>
<tr>
<td>June 25, 2012</td>
<td>Facebook Status Update</td>
<td>photos from annual event</td>
<td>478</td>
<td>2.00</td>
<td>00:06:38</td>
</tr>
<tr>
<td>June 27, 2012</td>
<td>Facebook Status Update</td>
<td>Homeless stats with video on homelessness</td>
<td>475</td>
<td>1.00</td>
<td>00:00:00</td>
</tr>
</tbody>
</table>
Why use Google Analytics?

• It helps you make informed site improvements (innovation, usability, content and design).
I AM A PHILANTHROPIST

Since the Kalamazoo Community Foundation was established in 1925, we have invited people from all walks of life to be philanthropists. Countless community members have accepted our invitation in a variety of ways: they give, they volunteer, they are involved in causes that are important to them. Click on the pictures below to read how and why these philanthropists choose to give of themselves to help our community thrive. We hope their stories inspire you to be a philanthropist too.

SAVA
I am a philanthropist because I care about everyone around me and I help out by walking around my neighborhood and picking up trash.

ERIC
I am a philanthropist because I recognize the importance of having love for humanity. It makes our world a better place.

DEBORAH
Much of who I have become as an activist/educator I owe to the community of Kalamazoo having spent many of my formative years here being mentored by several people. As the Executive Director of the Media Arts Academy, I get a chance to give back as a mentor, equipping youths with skills that help them find and express their voices.

SUPROTIK
I am a philanthropist because I am continually inspired by our community's extraordinary legacy of philanthropy. People and organizations here find ways, often innovative and groundbreaking, to create meaning by improving another's life. I feel fortunate to be a part of and contribute to our unique cultural legacy.

ANTHONY
I am a philanthropist because I want to make a difference in the homeless community. There are people struggling to survive for a lot of reasons. Since I've been there, I think it is important for me to give back. And with support and prayer, someone else might be able to find their way out of the grip.

REBECCA
I am a philanthropist because I believed I could help make the world a better place. That led me to a 32-year career as a teacher, and from there I evolved to become an entrepreneur. Our cookie business fuels the Cookie Jar Fund, which provides grants to classrooms. I still believe.
I AM A PHILANTHROPIST

Since the Kalamazoo Community Foundation was established in 1925, we have invited people from all walks of life to be philanthropists. Countless community members have accepted our invitation in a variety of ways: they give, they volunteer, they are involved in causes that are important to them. Click on the pictures below to read how and why these philanthropists choose to give of themselves to help our community thrive. We hope their stories inspire you to be a philanthropist too.

Sava  Eric  Deborah  Suprotik

Anthony  Rebecca  Wes  Stephanie
Why use Google Analytics?

- It tells us how readers interact with your website.
TRIVIA: Which Worcester photographer made the Santa Claus Christmas photograph famous?

What’s New

Now Hiring: Senior Accounting Officer
Join our Team! We have an opening for a new position of senior accounting officer.

How to Help with Tornado Recovery
The June 1 tornadoes impacted many towns throughout western and central Massachusetts. Assistance is needed in these communities, click here to find out how you can help.

Grant Program Announcements
Unsure of a grant deadline? A complete listing can be found on the Deadlines for Competitive Grants page.
Applications are now being accepted for hockey scholarships through the John Carter "High Five" Youth Hockey Fund and the Christopher J. Paskell Memorial Fund. All materials must be received by 5:00pm on Thursday, September 15.

2011 Renaissance Award announced at Annual Meeting
Greater Worcester Community Foundation Presents 2011 Renaissance Award to William D. Wallace, Executive Director of Worcester Historical Museum.

Foundation releases 2010 Annual Report
To request a copy of the 2010 annual report by mail, please call 508-755-0980 or email us.

Who We Are
Giving & Donor Services
Grants & Scholarships
Press & Publications
Services for Nonprofit Staff and Boards
Special Projects
For Professional Advisors
Site Map

370 Main Street
Suite 650
Worcester, MA 01608
(508) 755-0980

Contact Us

designed by
MALCOLM GREAR DESIGNERS
Why use Google Analytics?

- It uncovers which content is resonating most...and least.
Contact Information

Waco Foundation
Wells Fargo Building
1105 Wooded Acres Drive, Suite 701
Waco, Texas 76710

Main Office Line: 254-754-3404
Main Fax Line: 254-753-2887
MAC Scholarship Program: 254-752-9457

Office Hours are Monday - Friday from 9:00 a.m. to 5:00 p.m.

Waco Foundation is located on Wooded Acres Drive just east of Bosque Boulevard in the Wells Fargo Building on the 7th floor.

Parking is available at the rear of the building on the east side right next to H-E-B.
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Why use Google Analytics?

- It gives us some insight into how your readers think and act.
Why use Google Analytics?

- It’s a great way to see how you “measure up” with other Community Foundation sites (GAB!).
Three key things to remember about Google Analytics data:

Who, how and what
Analytics Reports: An overview

- **Audience**: Who and how many are visiting?
- **Traffic sources**: How are they finding you?
- **Content**: What are they viewing / doing?

2,064 people visited this site

- 2,917 Visits
- 2,064 Unique Visitors
- 8,366 Pageviews
- 2.87 Pages/Visit
- 00:02:40 Avg. Visit Duration
- 53.79% Bounce Rate
- 60.88% New Visits

60.95% New Visitor
39.05% Returning Visitor
The Dashboard
The Analytics Dashboard

Quick view of your key metrics and reports.

Easily customized.
Key tool: The Timeline

Visual display of report metrics over the selected timeframe.
1. Audience: Who and how many are visiting?
Traffic/ Acquisition
Pageviews, visits and visitors

• **Pageviews:** Every time someone looks at a page on your site, it counts as one *pageview.*
Pageviews, visits and visitors

• **Pageviews:** Every time someone looks at a page on your site, it counts as one *pageview*.

• **Visits:** Every time a user comes to your site, that counts as one *visit*, regardless of the number of pages the user viewed.
Pageviews, visits and visitors

- **Pageviews:** Every time someone looks at a page on your site, it counts as one *pageview*.

- **Visits:** Every time a user comes to your site, that counts as one *visit*, regardless of the number of pages the user viewed.

- **Visitors:** An individual who comes to your site is considered a *visitor*. 
1a. Audience: How engaged are they?
Engagement
Page Views, Time on Site, and Bounce Rate

• **Average Pageviews**: How many pages a user reads during the visit (average 2-3 pages).
Page Views, Time on Site, and Bounce Rate

- **Average Pageviews**: How many pages a user reads during the visit (average 2-3 pages).
- **Time on Site**: How long a user spends on your website (average 2-3 minutes).
Page Views, Time on Site, and Bounce Rate

- **Average Pageviews:** How many pages a user reads during the a visit (average 2-3 pages).

- **Time on Site:** How long a user spends on your website (average 2-3 minutes).

- **Bounce Rate:** The percentage of visits that consist on only one page, without exploring the rest of your site (average 35-45%).
Search, referral and direct traffic

**Bounce Rate:** A high bounce rate can mean different things.

– On a content page, it may mean that most users link directly to this page and find exactly what they need.

– On the home page, it may indicate a content mismatch or a website that is difficult to use.
2. Traffic sources: How are they finding you?
Search, referral and direct traffic

• **Search:** Through a search engine.
Search, referral and direct traffic

- **Search**: Through a search engine.
- **Referral**: By a link on another site.
Search, referral and direct traffic

• **Search**: Through a search engine.

• **Referral**: By a link on another site.

• **Direct traffic**: From URL typed into a browser, from a link in an email, or from a bookmarked site.
Search, referral and direct traffic

• **Search:** Through a search engine.

• **Referral:** By a link on another site.

• **Direct traffic:** From URL typed into a browser, from a link in an email, or from a bookmarked site.

• **Campaign:** A special URL used to track traffic.
Search, referral and direct traffic

**Direct traffic:** From URL typed into a browser, from a link in an email, or from a bookmarked site.

- If your direct traffic is high, make sure your office is filtered out of Analytics.

- Email newsletter links may show up as either *Referral* or *Direct Traffic*. Constant Contact can make email traffic show as a *Campaign*. 


Campaigns

2,027 people visited this site

- **56.39% Search Traffic**: 1,143 visits
- **12.97% Referral Traffic**: 263 visits
- **25.31% Direct Traffic**: 513 visits
- **5.33% Campaigns**: 108 visits

**Search Traffic**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matched Search Query</td>
<td>199</td>
<td>17.41%</td>
</tr>
<tr>
<td>Campaign</td>
<td>Visits</td>
<td>Pages / Visit</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------</td>
<td>---------------</td>
</tr>
<tr>
<td>1. June 12, 2012</td>
<td>Facebook Status Update</td>
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</tr>
<tr>
<td>2. June 14, 2012</td>
<td>Facebook Status Update</td>
<td>Golf tournament promo - no photo</td>
</tr>
<tr>
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<td>Facebook Status Update</td>
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<tr>
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<td>Facebook Status Update</td>
<td>press release on annual report release</td>
</tr>
<tr>
<td>6. June 23, 2012</td>
<td>Facebook Status Update</td>
<td>press release on changes in charitable tax deductions</td>
</tr>
<tr>
<td>7. June 25, 2012</td>
<td>Facebook Status Update</td>
<td>photos from annual event</td>
</tr>
<tr>
<td>8. June 27, 2012</td>
<td>Facebook Status Update</td>
<td>Homeless stats with video on homelessness</td>
</tr>
</tbody>
</table>
Donation made

10 visitors finished | 26.32% funnel conversion rate

Donation Form

38

10 (26.32%)
proceeded to Donation made

Donation made

10

26.32% funnel conversion rate
3. Content:
What are they viewing / doing?
### On the Dashboard: Top Content

**Action**
- Get a quick glimpse of your top pages by URL.

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rhode Island Coalition for the Homeless</td>
<td>20,927</td>
<td>16,238</td>
<td>00:01:24</td>
<td>38.80%</td>
<td>37.95%</td>
</tr>
<tr>
<td>2. Homelessness Statistics</td>
<td>4,126</td>
<td>2,990</td>
<td>00:02:07</td>
<td>66.48%</td>
<td>46.87%</td>
</tr>
<tr>
<td>3. Street Sheets</td>
<td>3,134</td>
<td>2,259</td>
<td>00:01:59</td>
<td>66.57%</td>
<td>40.91%</td>
</tr>
<tr>
<td>4. Housing &amp; Shelter</td>
<td>3,112</td>
<td>2,211</td>
<td>00:01:47</td>
<td>55.83%</td>
<td>35.70%</td>
</tr>
<tr>
<td>5. Staff</td>
<td>2,803</td>
<td>2,366</td>
<td>00:01:30</td>
<td>63.87%</td>
<td>43.13%</td>
</tr>
<tr>
<td>6. Search Results</td>
<td>2,485</td>
<td>866</td>
<td>00:00:27</td>
<td>29.17%</td>
<td>11.19%</td>
</tr>
<tr>
<td>7. Take Action</td>
<td>1,890</td>
<td>1,320</td>
<td>00:01:47</td>
<td>76.98%</td>
<td>43.07%</td>
</tr>
<tr>
<td>8. Contact Us</td>
<td>1,817</td>
<td>1,449</td>
<td>00:01:07</td>
<td>62.14%</td>
<td>31.10%</td>
</tr>
<tr>
<td>9. Our Mission &amp; Vision</td>
<td>1,573</td>
<td>1,190</td>
<td>00:01:11</td>
<td>34.04%</td>
<td>16.65%</td>
</tr>
<tr>
<td>10. Our Programs</td>
<td>1,456</td>
<td>990</td>
<td>00:00:32</td>
<td>26.67%</td>
<td>10.44%</td>
</tr>
<tr>
<td>11. Volunteer &amp; Internship Opportunities</td>
<td>1,447</td>
<td>1,196</td>
<td>00:01:13</td>
<td>48.89%</td>
<td>27.16%</td>
</tr>
<tr>
<td>12. Our Work</td>
<td>1,295</td>
<td>985</td>
<td>00:00:38</td>
<td>28.12%</td>
<td>10.12%</td>
</tr>
<tr>
<td>13. Homeless Legal Clinic</td>
<td>1,217</td>
<td>842</td>
<td>00:01:12</td>
<td>61.68%</td>
<td>37.63%</td>
</tr>
<tr>
<td>14. Trainings &amp; Workshops</td>
<td>921</td>
<td>608</td>
<td>00:01:54</td>
<td>61.02%</td>
<td>36.81%</td>
</tr>
<tr>
<td>15. Spread the Word</td>
<td>899</td>
<td>721</td>
<td>00:02:13</td>
<td>87.97%</td>
<td>70.97%</td>
</tr>
<tr>
<td>16. Tenant Rights</td>
<td>855</td>
<td>703</td>
<td>00:02:03</td>
<td>79.79%</td>
<td>60.35%</td>
</tr>
<tr>
<td>17. Our Board</td>
<td>852</td>
<td>732</td>
<td>00:00:49</td>
<td>83.50%</td>
<td>28.87%</td>
</tr>
<tr>
<td>18. Map of Rhode Island Shelters</td>
<td>836</td>
<td>521</td>
<td>00:01:41</td>
<td>70.00%</td>
<td>31.70%</td>
</tr>
<tr>
<td>19. Our Role</td>
<td>812</td>
<td>664</td>
<td>00:00:44</td>
<td>41.94%</td>
<td>11.33%</td>
</tr>
<tr>
<td>20. Press Room</td>
<td>799</td>
<td>571</td>
<td>00:01:15</td>
<td>29.41%</td>
<td>20.90%</td>
</tr>
</tbody>
</table>
Top Content vs. Top Content by Title

• **Top content:** Shows every URL on your site. Multiple URLs that reach the same page (i.e. example.org/ and example.org/index.html) will be recorded separately.

• **Top content by title:** Groups together all URLs that point to pages with the same title (i.e. RI Coalition for the Homeless–Home).
Take some time (10 – 20 hours) to set up your account, dashboards and get to know the system.
Time commitment...

How much time do you spend measuring your ROE?
Time commitment…

5-10% of your total online marketing budget
mashable.com
analytics.blogspot.com
google.com/support/googleanalytics
youtube.com/googleanalytics
GAB
Analytics are not perfect

Compare you...to YOU, over time
Benchmark, over time
Web Analytics Benchmarking for Community Foundations

You asked how your community foundation's web analytics compare to those of other community foundations. You wanted to know, for instance, how your website measures up in terms of the number of visitors, the length of time people spend on your site or how often they return. Embolden created this tool to give you answers.

Our GAB application pulls in data from Google Analytics and, along with information we gather from you, allows participants to compare key indicators with one another.

What you can do:
Community Foundation one year-averages

Total Visits: 47,352
Unique Visitors: 29,205
Average Page Views: 3
Homepage Bounce Rate: 33.28%
Average Time on Site: 3 minutes
Page Views: 162,968
Return Visit %: 36.95%
Mobile %: 5.74%
Homepage Bounce Rate

RIF: 27.36%
WACO: 26.78%
CFSCC: 42.99%
RICH: 33.86%
CFFC: 40.8%
YCCF: 51.02%
PACF: 8.96%

Bounce Rate %
Average of all GAB CFs (36.27)
Q & A
Thank you!

Contact Ann-Marie Harrington - 877.723.7720
amharrington@embolden.com