Familiarizing Yourself with Google Analytics and Google AdWords

A How-To Guide

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Nehmedia is a Google Analytics Certified Partner
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1. What is Google Analytics?

[Google Analytics](#) is a services that tracks and reports website traffic. It provides several types of data about your website's visitors, including:

- Who visited your site (general demographics)
- When they visited
- How often they visited
- Which pages they visited
- How long they were on your site's pages

2. Why Google Analytics is Useful

Google Analytics can be useful in many ways. The features that are most useful to you will depend upon the goals of your website.

OlmsteadRights.org was created with three major objectives in mind:

1. Share the history of the Olmstead decision and explain what it means for people with disabilities.

2. Empower people with disabilities to advocate for themselves by making them aware of their rights under Olmstead.

3. Provide attorneys with information that allows them to advocate on behalf of people with disabilities.
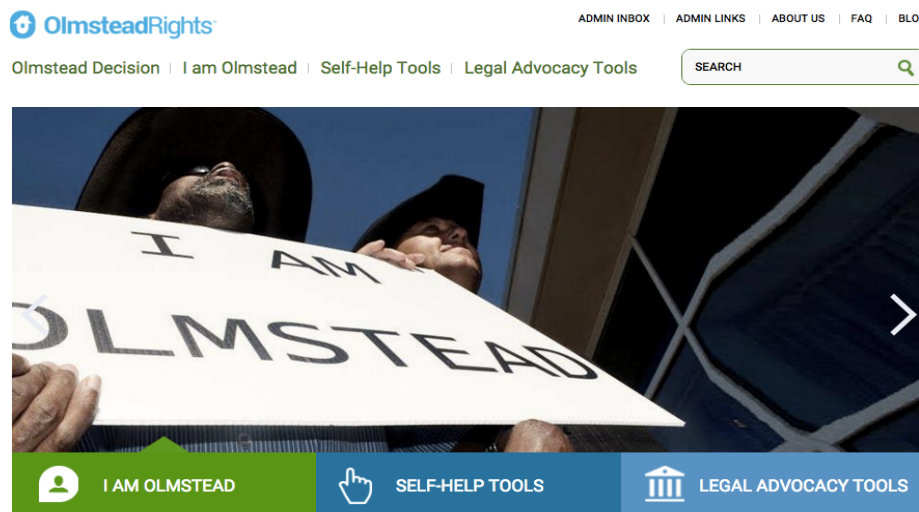
In order to make sure that these objectives were met, Google Analytics was used to do the following:

- Find out where our audience lives
  - Which states yield the most traffic?

- Learn which content is most engaging
  - Which pages are visited most frequently?
  - Are visitors downloading our resources?

- Gauge the effectiveness of social media for driving people to the website
  - Which Facebook posts should we pay money to advertise?
  - What time of day will Facebook and Twitter posts be most effective?

- Learn which events drew people to the website
  - How much does traffic increase on the anniversaries of Olmstead or the Americas with Disabilities Act?

- Help determine keywords for Google AdWords campaigns
  - Which content is associated with spikes in traffic?

3. Getting Started

Step 1: Identify Goals of Website

Goals are measurable, can be fed into a tracking program, and align with the objectives of the organization

Goals for OlmsteadRights.org:

1. Get people to join website
2. Get people to click on links to state-specific resources
3. Encourage people to download PDF files
4. Encourage people to sign up for emails

Step 2: Integrate Goals into Website

Ideally, a site should be designed with goals in mind as part of an initial website plan – what do you want your website to accomplish?

- Aesthetically appealing
- Informative/educational
- Web-based "business card"

Regardless of the current state of a website, implementing Google Analytics and tracking what is actually happening provides insight to help improve a site's functionality.

Step 3: Set Up Analytics

- Install Google Analytics

- Install [Google Tag Manager](#) to manage JavaScript and HTML tags used for tracking and analytics
    - A tag is a piece of HTML code that sends information to third parties (i.e. Google). They let you measure traffic and visitor behavior and help you gauge the effectiveness of online advertising and social media
    - Tag Manager helps you manage how tags are deployed on your website

- Install [Google Search Console](#) to monitor and maintain your website's presence in Google search results
    - It can help you understand how Google views your website so you can make changes (i.e. removing or adding content) that will enhance its appearance in search results

Step 4: Get Traffic

Traffic = real people visiting your website

- Traffic comes from Google, Bing, Yahoo, Twitter, Facebook, advertisements, etc.
- All traffic can be measured in Google Analytics
- It can also filter out traffic that is actually spam (referrer spam) and not useful

4. Collecting and Utilizing Data

Step 1: Measure Traffic and Goals

You want to know who is coming to your site (visitors) and if they're doing what you want them to do (goals). Dashboards contain widgets that give you an overview of various dimensions and metrics.
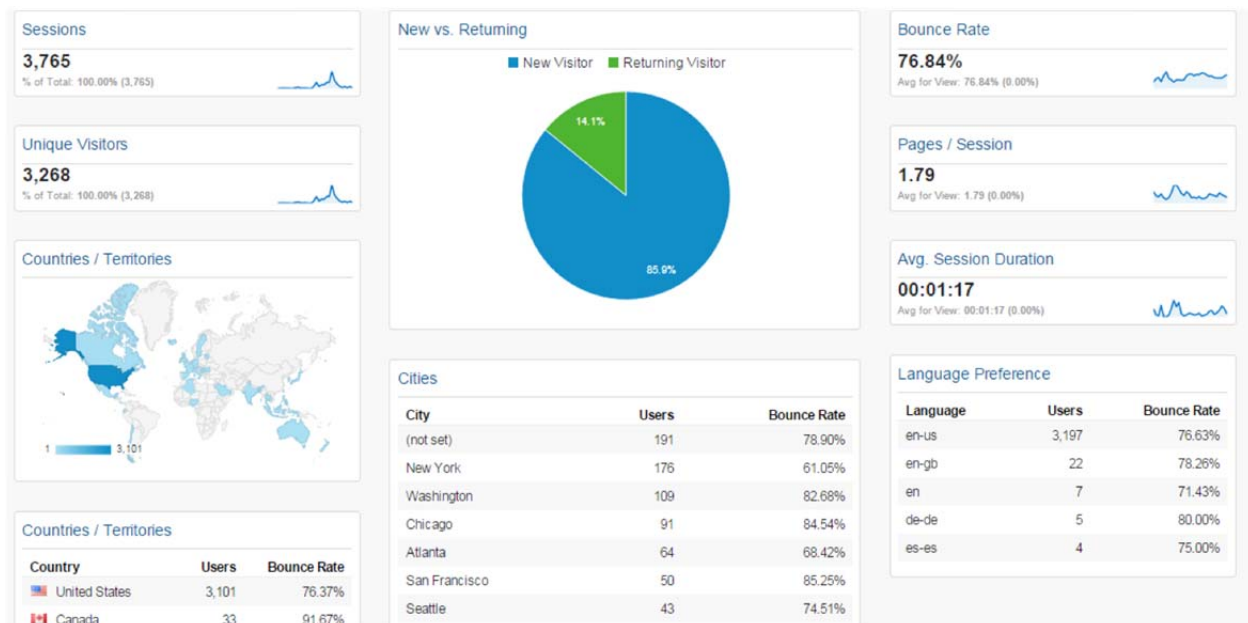
Metrics are quantitative measurements (i.e. Sessions). Dimensions describe characteristics of your users and their sessions and actions (i.e. Cities).

Widgets provide you with an overview of various metrics and dimensions.

- For example, you could add a table widget to your dashboard that would show you the cities from which sessions originated and how many sessions originated in each city.

Sessions by City

City	Sessions
New York	430
Houston	173
Los Angeles	114
Atlanta	102
Washington	101
(not set)	100
Decatur	88
Phoenix	75
San Francisco	72
San Antonio	72

Dashboards can be customized with various widgets (i.e. timelines, pie charts, tables) to show you the information you care about most. For example, you can:

- Highlight visitor attributes
    - Age
    - Gender
- View sources of traffic
    - Google search
    - Facebook
    - Twitter
    - Entering web address directly into browser
- See where visitors live
    - City, state, country
- View details on organic and paid searches
    - Organic searches = Listings on search engine results pages that appear because they are relevant to the search terms entered
    - Paid searches = Advertising
- Track engagement
    - Number of pages visited
    - How much time is spent on the site
- Track goal completion
    - How many visitors joined the site
    - How many times PDFs were downloaded

Step 2: Adjust Design and Content

Adjusting the design and content of your website to increase your goal completions.

- Adjust the design of your site
  - Include clear, unique calls to action (i.e. Click here to join)
  - Make it easy for visitors to navigate your site
  - Clearly state what your organization does

- Adjust the content of your site
  - Create more pages that are relevant to your organization's focus and target audience
  - Provide engaging/informative content that will be useful to your site's current visitors

- Include keywords that your audience is likely to use in order to increase "search engine optimization" (SEO)
    - SEO is the process of getting traffic from organic search results

For example, OlmsteadRights.org uses person-first language ("person with a disability" instead of the terms disabled or handicapped).

However, because many people still use those terms, it was important to find a way to incorporate them into state-specific resource pages so the pages would appear in search results that included those terms.

> Note: this website attempts to use people first language and thus uses the term "person with a disability" rather than disabled or handicapped.

Step 3: Continually Repeat the Process

Review your analytics regularly and find ways to improve your website to complete your goals.

- Make sure your goals reflected in the site design
- Confirm that you're tracking all relevant information
- Explore ways to acquire more traffic
- Monitor your goals as users visit the site
- Adjust design and content to improve goals
- Review the goals of your organization at least monthly

5. What is Google AdWords?

Google AdWords is an online advertising service that allows your organization to set a budget for advertising and pay each time each time someone clicks on one of your ads **(cost-per-click, or CPC)**.

You create ads that include the keywords people use when searching Google for the types of services your organization offers. When those keywords are searched, a link to your website appears in the ads section of the search results and you pay whenever someone clicks on the ad.

Google Ad Grants provides free Google AdWords advertising to eligible non-profit organizations. It helps organizations expand the reach of messages about their services to make a greater positive impact. Grand recipients build their own AdWords campaigns and are given **up to $10,000 per month in free advertising**.

Organizations in the United States must have a 501(c)(3) designation to be eligible. After applying to the Google for Nonprofits program, organizations must sign up for Google Ad Grants and create an account which will be activated once it's set up correctly.

Learn more about applying for Google Ad Grants.

6. Creating an AdWords Campaign

Setting up an AdWords campaign involves several steps, including choosing a marketing objective, creating keywords and ads, and setting your bids for clicks.

Your maximum **cost-per-click bid** is the most you're willing to pay for a click on your ad. Your campaign is likely to receive more clicks and conversations with higher bids.

A **conversion** occurs when someone clicks on your ad and then takes an action that you've determined is valuable (i.e. someone signs up to receive emails).

Google has created a [comprehensive guide](#) to AdWords basics and creating ads and campaigns.

OlmsteadRights.org used Google AdWords to advertise pages that contain links to state-specific disability resources and advocacy organizations.

GEORGIA DISABILITY RESOURCES AND ADVOCACY ORGANIZATIONS 📝 ❌

Scroll down for links to government agencies and disability rights organizations in Georgia. They may be able assist you with:

- disability advocacy
- home health services
- home care
- nursing aide services
- Medicaid
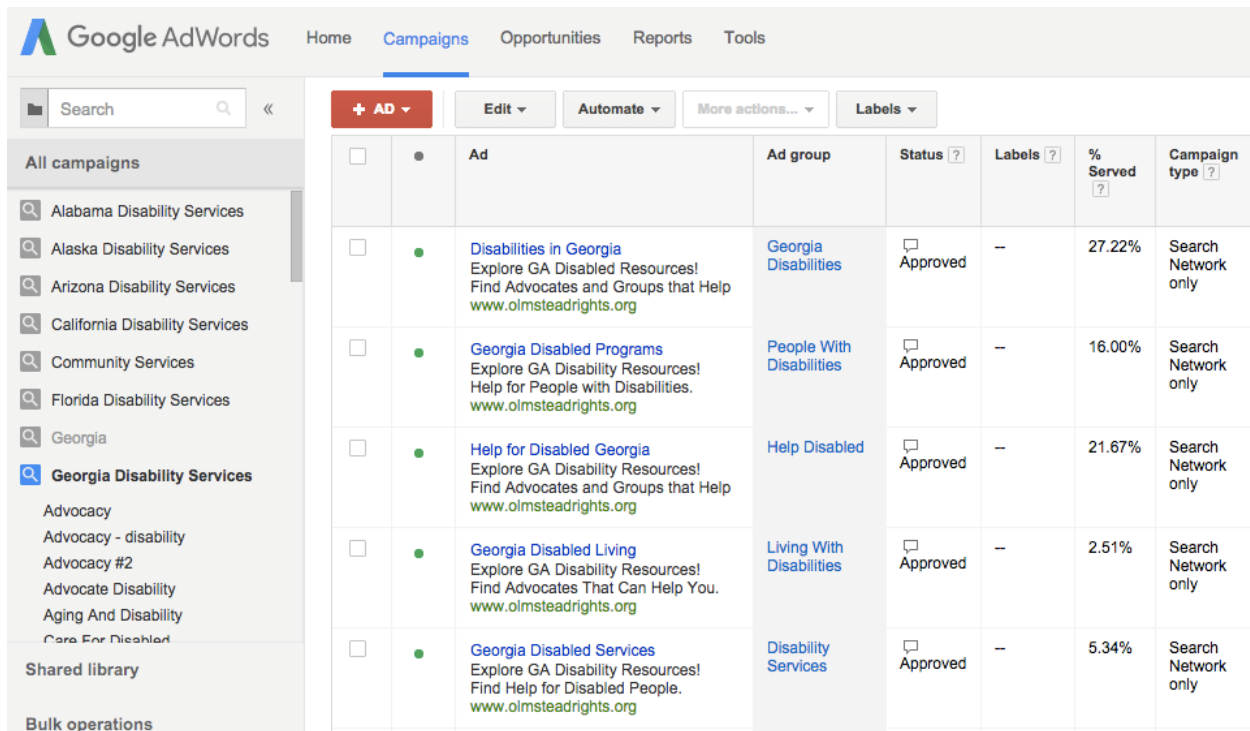- accessing other community resources to help people with disabilities.

Many of these organizations work to address the unique needs associated with different disabilities, including but not limited to physical, intellectual, and developmental disabilities, and mental illness. Others focus on issues such as access to housing and legal assistance based on the Americans with Disabilities Act (ADA).

If you live in Georgia and are a person with a disability, learning about state-specific resources to support people with disabilities can help you advocate for yourself. If you are a friend, family member, or caregiver of a person with disabilities in Georgia, these resources can help you in supporting your loved one.

Note: this website attempts to use people first language and thus uses the term "person with a disability" rather than disabled or handicapped.

We hope you will check out the rest of OlmsteadRights.org to learn about critical rights of people with disabilities.

With the assistance of Nehmedia, OlmsteadRights.org began building individual campaigns for each of the states.

The ads for these pages include specific keywords and phrases that people are likely to search for (i.e. help for people with disabilities).

Although OlmsteadRights.org uses person-first language, the common search term "disabled" was included in many of the ads.

The ads are also tailored to include the name of each state and its abbreviation.

By using the Locations setting, state page ads were targeted to users in each geographic location. Focusing ads on the location of the target audience increases the likelihood that people will click on the ad, visit the website, and engage with content.

Locations [?] Targeted locations:
- **Georgia, United States (state)**

Edit   View location info »

<u>The Benefits of Hiring a Consultant</u>

If your organization's budget allows for it, hiring a Google AdWords consultant is highly recommended.

Google Ad Grants accounts have a monthly budget of $10,000 per month, which comes out to **daily budget of $329**.

When OlmsteadRights.org started using Google Ad Grants in July 2015, it was spending between $10 and $40 of its daily budget. After partnering with Nehmedia in August 2015, the site's daily spending markedly increased. With the guidance of Nehmedia, OlmsteadRights.org was consistently maxing out its daily budget of $329 by October 2015.

Google Ad Grants recipients who consistently spend $9,900 or more per month may be eligible for the [Grantspro program](#), which offers an increased budget cap of $40,000 per month.

6. Lessons Learned

1. Plan ahead
   - Educate yourself
   - Budget
   - Include time for corrections

2. Engage with others
   - Brainstorm within your organization
   - Seek constructive criticism from outside sources
   - Ask members of your target audience for feedback

3. Evaluate and re-evaluate
   - Managing a website is a continuous process
   - Reassess how your site is being used to maintain engagement

4. Partner with a Google Analytics and Google AdWords expert
   - Implementing data-driven changes to your site is crucial to accomplishing goals
   - Avoid spinning your wheels and get the results you want
   - Clearly communicate your organization's goals and make sure your partner understands them

For more information about using Google Analytics and Google AdWords to attract visitors to your organization's website, please visit the Legal Services National Technology Assistance Project (LSNTAP) and watch [Web Analytics: Tracking for Success](.).

Featuring presentations by:
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