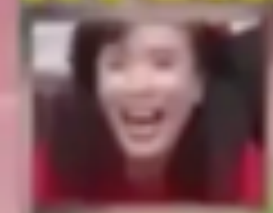


Why I ❤️ Analytics

KYOKUGEN

日本代表は100人から
ゴールを奪えるか？



KYOKUGEN

KYOKUGEN



日本代表 VS 小学生100人



www.orbitmedia.com/blog/abc



Everything we're about to cover

Which blog posts are getting seen the most?



“We publish content. It’s in a directory.”



“We don’t publish content”

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

Experiments

Conversions

Discover

Admin

Filter Rows

Secondary dimension

Sort Type

Default

blog

advanced































	Page	Pages/visits	Unique	Avg. Time on Page	Entrances	Source Rate	% Exit	Page Value
				04:37	272,870	85.53%	85.05%	<\$0.01
				Avg for View: 04:37 (36.67%)	% of Total: 95.34% (298,739)	Avg for View: 83.42% (2.53%)	Avg for View: 79.52% (8.30%)	% of Total: 47.00% (\$0.01)
	1. /blog/how-to-write-testimonials-examples/	32,328 (10.17%)	30,500 (10.32%)	00:06:04	30,329 (11.11%)	90.89%	93.42%	<\$0.01 (12.88%)
	2. /blog/website-footer-design-best-practices/	24,739 (7.78%)	23,300 (7.85%)	00:05:41	22,960 (8.41%)	86.37%	89.79%	<\$0.01 (24.30%)
	3. /blog/what-is-google-tag-manager-and-why-use-it/	24,143 (7.59%)	23,138 (7.83%)	00:09:59	23,037 (8.44%)	89.54%	94.97%	<\$0.01 (32.49%)
	4. /blog/improve-google-rankings/	19,413 (6.10%)	18,363 (6.21%)	00:06:43	18,251 (6.68%)	85.25%	90.01%	<\$0.01 (47.49%)
	5. /blog/perfect-profile-pictures-9-tips-plus-some-research/	16,789 (5.28%)	15,905 (5.38%)	00:07:26	15,883 (5.82%)	90.26%	94.34%	<\$0.01 (4.30%)
	6. /blog/website-navigation/	11,111 (3.49%)	10,257 (3.47%)	00:06:07	10,017 (3.67%)	84.72%	87.08%	<\$0.01 (38.31%)
	7. /blog/seo-best-practices/	10,818 (3.40%)	9,854 (3.33%)	00:04:22	9,475 (3.47%)	79.62%	81.61%	<\$0.01 (58.95%)
	8. /blog/media-pitch-examples/	10,761 (3.38%)	10,072 (3.41%)	00:08:48	10,055 (3.68%)	90.31%	93.32%	<\$0.01 (18.66%)
	9. /blog/	7,774 (2.44%)	5,842 (1.98%)	00:05:54	3,115 (1.14%)	46.03%	32.17%	\$0.05 (121.26%)
	10. /blog/google-analytics-url-builder/	7,423 (2.30%)	6,931 (2.34%)	00:02:12	6,534 (2.39%)	67.25%	67.91%	<\$0.01 (36.70%)
	11. /blog/how-to-market-an-event/	6,255 (1.97%)	5,881 (1.99%)	00:07:43	5,862 (2.15%)	89.68%	92.13%	<\$0.01 (23.24%)
	12. /blog/web-design-standards/	5,937 (1.87%)	5,512 (1.86%)	00:06:06	5,191 (1.90%)	83.35%	86.61%	<\$0.01 (37.20%)
	13. /blog/web-design-tips/	5,199 (1.63%)	4,746 (1.61%)	00:06:56	4,473 (1.64%)	83.19%	84.98%	<\$0.01 (79.20%)

Pageviews
(compared to site average)

Switch to the
"comparison" view

318,026

% of Total: 83.60% (380,392)

Page				
1.	/blog/how-to-write-testimonials-examples/		31,229	 15,462.93%
2.	/blog/website-footer-design-best-practices/		24,739	 11,809.53%
3.	/blog/what-is-google-tag-manager-and-why-use-it/		24,143	 11,522.61%
4.	/blog/improve-google-rankings/		19,413	 9,245.56%
5.	/blog/perfect-profile-pictures-9-tips-plus-some-research/		16,789	 7,982.35%
6.	/blog/website-navigation/		11,111	 5,248.92%
7.	/blog/seo-best-practices/		10,818	 5,107.86%
8.	/blog/media-pitch-examples/		10,761	 5,080.42%
9.	/blog/		7,774	 3,642.46%
10.	/blog/google-analytics-ufi-builder/		7,423	 3,473.49%
11.	/blog/how-to-market-an-event/		6,255	 2,911.20%
12.	/blog/web-design-standards/		5,937	 2,758.11%
13.	/blog/web-design-tips/		5,199	 2,402.84%
14.	/blog/remove-from-your-site/		5,001	 2,307.52%
15.	/blog/ways-to-improve-your-website/		4,245	 1,943.57%

3 Tips for top content (All Pages report)

1. Is everything on these pages up to date?
2. Could you enhance any of these with video?
3. Do these have good internal links and CTAs?

0:30 orbitmedia.com/blog/abc

What phrases does this page rank for?



“We rank and have Search Console connected.”



“We don’t get traffic from search.”

REPORTS

Overview

All Traffic

Google Ads

Search Console

Landing Pages

Countries

Devices

Queries

Social

Campaigns

Behavior

Discover

Admin



This report requires Search Console integration to be enabled.

[Set up Search Console data sharing](#)

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates in search results. These could be pages that people are clicking on but not visiting.
- Identify search queries (keywords) for which your site has good clickthrough rates. These are queries for which your pages get a lot of clicks but not many visitors.

Google Search Console
is not connected!

Search Console not connected?

Search Google for
“How to set up Google Analytics”

You'll find an Orbit Media article...

This post has a video and
step-by-step instructions



Landing Page	Acquisition						Behavior		Conversions
				Average			Bounce Rate	Pages / Session	Goal Completions
	(22,334,868)	100.00% (22,334,868)	View: 0.99% (0.00%)	View: 32 (0.00%)	76.96% (299,438)	9,239 of Total	84.88% Avg for View: 83.42% (1.75%)	1.22 Avg for View: 1.27 (-3.97%)	767 % of Total: 49.87% (1,540)
1. /blog/perfect-profile-pictures-9-tips-plus-some-research/	2,936,924 (13.15%)	15,156 (5.82%)	0.52%	9.4	14,610 (5.37%)		90.23%	1.06	3 (0.39%)
2. /blog/improve-google-rankings/	2,519,610 (11.28%)	15,975 (7.19%)	0.63%	40	16,921 (7.38%)		86.00%	1.13	46 (6.00%)
3. /blog/seo-best-practices/	1,588,312 (7.11%)	7,819 (3.52%)	0.49%	50	8,388 (3.66%)		79.89%	1.28	27 (3.52%)
4. /blog/what-is-google-tag-manager-and-why-use-it/	1,457,373 (6.52%)	21,043 (9.48%)	1.44%	10	21,947 (9.57%)		90.13%	1.06	42 (5.48%)
5. /	1,339,850 (6.00%)	4,300 (1.94%)	0.32%	37	5,305 (2.31%)		44.41%	2.90	161 (20.99%)
6. /blog/google-analytics-url-builder/	763,549 (3.42%)	5,622 (2.53%)	0.74%	21	5,601 (2.44%)		66.90%	1.42	9 (1.17%)
7. /blog/how-to-write-testimonials-examples/	676,362 (3.03%)	29,394 (13.24%)	4.35%	9.6	27,917 (12.38%)		91.16%	1.08	14 (1.83%)
8. /blog/web-design-tips/	603,720 (2.70%)	3,423 (1.54%)	0.57%	42	3,789 (1.65%)		84.93%	1.24	15 (1.96%)
9. /blog/website-competitive-analysis-tools/	538,881 (2.41%)	2,196 (0.99%)	0.41%	44	2,215 (0.97%)		73.86%	1.25	10 (1.30%)
10. /blog/how-to-research-keywords-tips/	436,320 (1.95%)	200 (0.09%)	0.05%	47	440 (0.19%)		74.32%	1.30	0 (0.00%)

Click to "drill down" on the page

Search Query	Acquisition					Behavior		Conversions	
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value
	2,936,924 % of Total: 13.15% (72,334,868)	15,156 % of Total: 6.82% (222,069)	0.52% Avg for View: 0.91% (-48.10%)	9.4 Avg for View: 32 (-70.79%)	14,610 % of Total: 4.88% (299,438)	90.23% Avg for View: 83.42% (8.14%)	1.06 Avg for View: 1.27 (-16.44%)	3 % of Total: 0.19% (1,540)	\$3.1 % of Total: 0.19% (1,540)
1. profile picture	435,222 (14.89%)	722 (0.17%)	0.17%	8.1					
2. profile pic	155,966 (6.84%)	511 (0.25%)	0.33%	6.2					
3. profile pictures	117,428 (5.19%)	118 (0.10%)	0.10%	8.4					
4. profile photo	49,153 (2.14%)	112 (0.23%)	0.23%	6.9					
5. whatsapp dp	48,855 (2.14%)	11 (0.02%)	0.02%	10					
6. profile pics	37,903 (1.64%)	39 (0.10%)	0.10%	7.3					
7. dp images	28,365 (1.24%)	6 (0.02%)	0.02%	6.3					
8. dp pic	27,462 (1.20%)	10 (0.04%)	0.04%	4.9					
9. profile picture ideas	26,857 (1.18%)	1,301 (13.47%)	4.10%	1.1					
10. best profile picture	23,962 (1.05%)	110 (1.35%)	0.46%	7.7					
11. dp image	22,397 (0.98%)	12 (0.05%)	0.05%	5.5					

It ranks this high...
for these phrases...

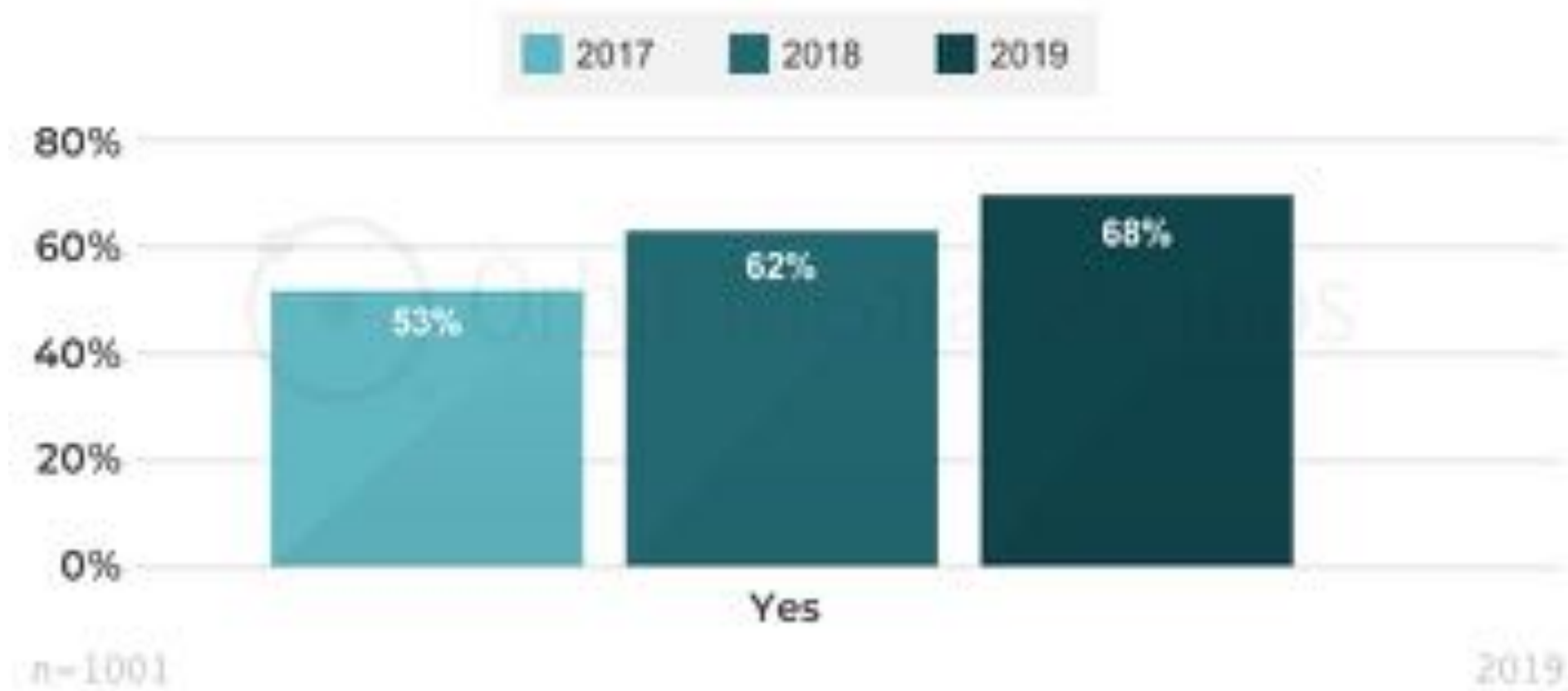
3 Tips for almost-high-ranking-content

1. Reconsider the primary keyphrase (title tag and H1)
2. Make sure that the article incorporates all of these phrases
3. Add detail, length, answers, statistics, contributor quotes and examples to articles that rank but don't rank #1 ...yet

2:30 orbitmedia.com/blog/abc

source: [Blog Optimization](#)

“Is it part of your strategy to update old posts?”



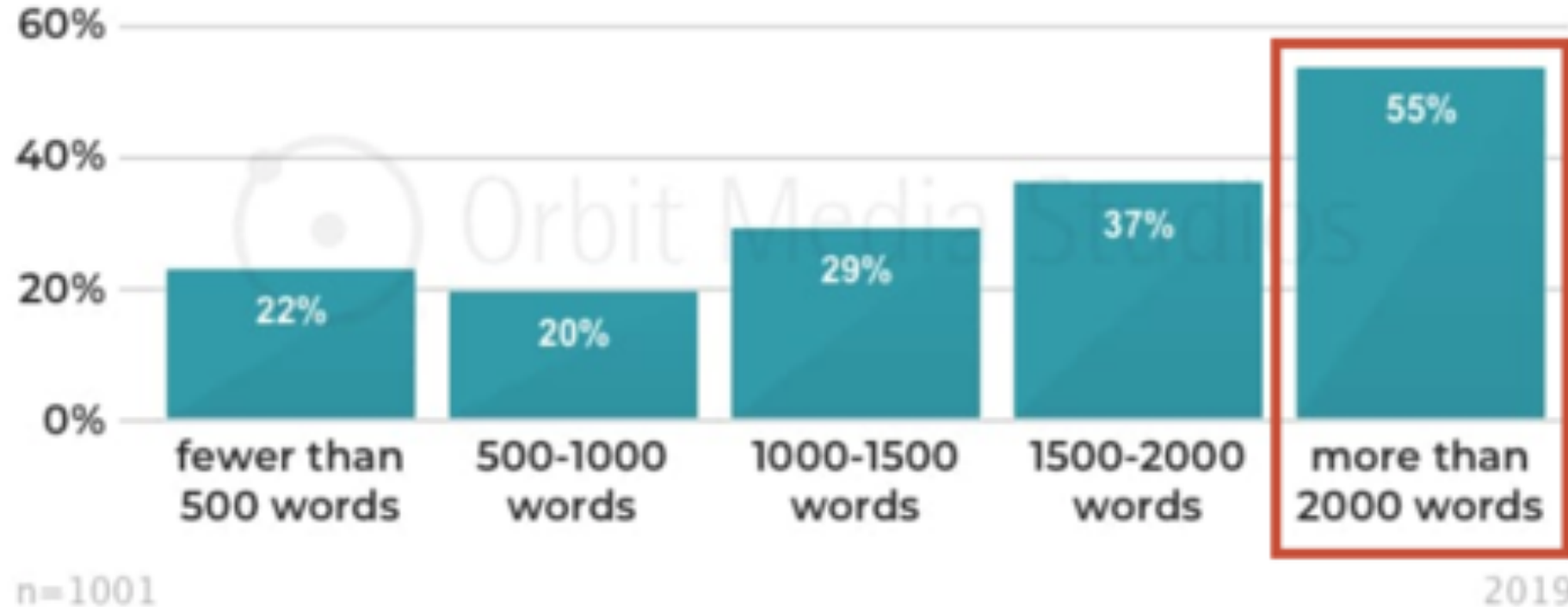
source: [2019 Blogging Survey](#)

*Bloggers who update old content
are 2x more likely to report “strong results”*

source: [2019 Blogging Survey](#)

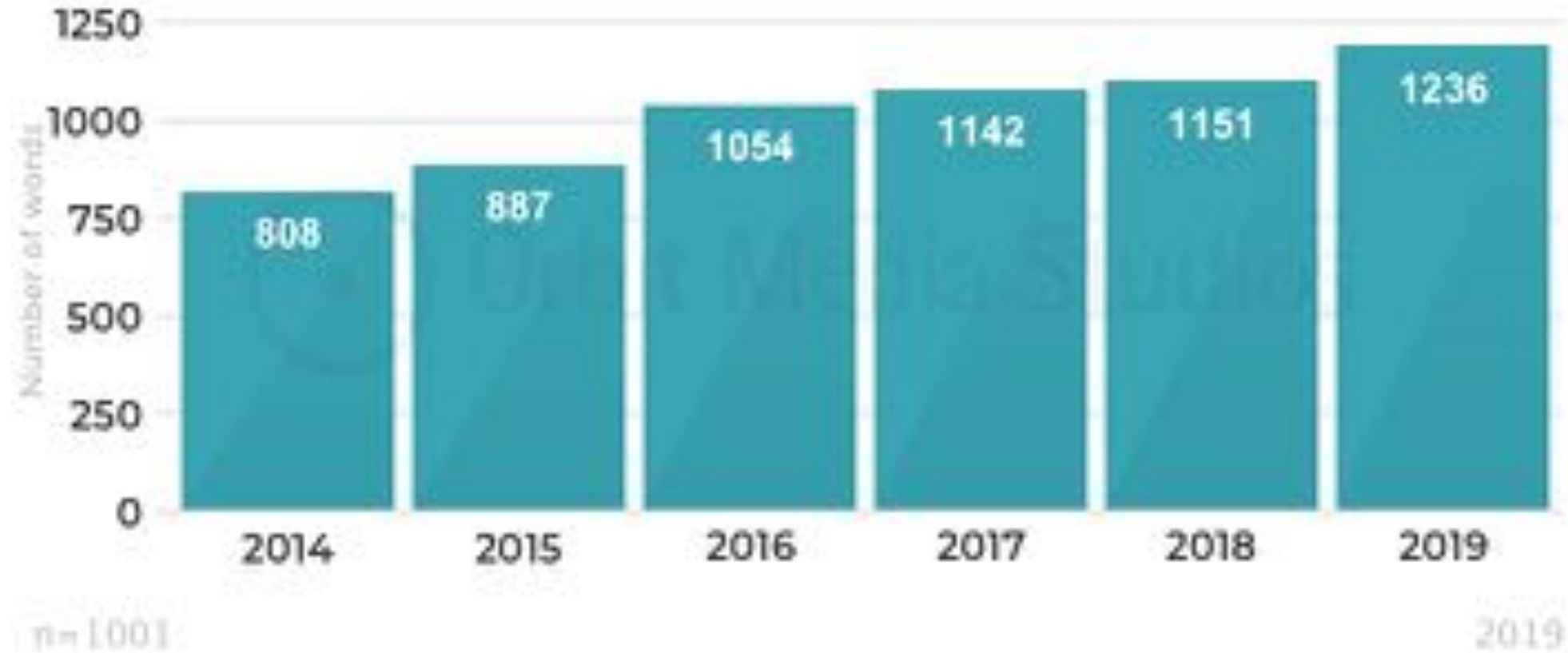
#contentjam

Bloggers who report “strong results” based on content length



source: [2019 Blogging Survey](#)

Length of a typical blog post (2014 - 2019)



source: [2019 Blogging Survey](#)

“

There is no such thing as attention span. There is only the quality of what you are viewing... People have an infinite attention span if you are entertaining them.

”

Jerry Seinfeld
Comedy Legend





*“Write short words, short sentences
and short paragraphs
...but never try to write a short post.”*

They're Searching For It On Your Site



“I have a search tool on my website!”



“My site doesn't have a search box...”

THE ROAD LESS TRAVELED®

Life Changing Travel™

[CONTACT US](#)

[SAVE MY SPOT](#)

Search Site



[2019 TRAVEL PROGRAMS](#)

[PROGRAMS BY TYPE](#)

[WHO WE ARE](#)

[THE RLT EXPERIENCE](#)

[WHY RLT?](#)

[REQUEST A CATALOG](#)



“

All I can say is that it honestly changed my life

[EXPLORE 2019 TRAVEL PROGRAMS -](#)



ADMIN

USER

Account [+ Create Account](#)[www.theroadlesstraveled.com](#) ▾

Account Settings



User Management



All Filters



Change History



Trash Can

Property [+ Create Property](#)[https://www.theroadlesstraveled.com](#) ▾

Property Settings



User Management



Tracking Info

PRODUCT LINKING



Google Ads Linking



AdSense Linking



Ad Exchange Linking



All Data Links

View [+ Create View](#)[The Road Less Traveled \(default view\)](#) ▾

View Settings



User Management



Goals



Content Grouping



Filters



Channel Settings



Ecommerce Settings





ADMIN

USER

View [+ Create View](#)

The Road Less Traveled (default view)



[View Settings](#)

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

☒ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ▾

Site Search Settings

Site search Tracking optional

☒ ON

Turn "Site search Tracking" on

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

☐ Strip query parameters out of URL optional

Site search categories optional

☐ OFF

[Save](#)

[Cancel](#)



ADMIN

USER

View [+ Create View](#)

The Road Less Traveled (default view)



[View Settings](#)

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

☒ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view [?]

Site Search Settings

Site search Tracking [?] optional

☒ ON

Query parameter

Use commas to separate up to 5 parameters (case sensitive)

☐ Strip query parameters out of URL [?]

Site search categories optional

☐ OFF

[Save](#)

[Cancel](#)

Now enter the "Query parameter"

THE ROAD

LESS TRAVELED®

Life Changing Travel™

CONTACT US

SAVE MY SPOT

hawaii



2019 TRAVEL PROGRAMS

PROGRAMS BY TYPE

WHO WE ARE

THE RLT EXPERIENCE

WHY RLT?

REQUEST A CATALOG

SEARCH RESULTS

PAGES

4 RESULTS FOR *HAWAII*

Teen Travel Programs in **Hawaii**

ADVENTURE AHEAD A rainbow, or two, or more, at nearly every turn. An exotic landscape of arches, grottos and sea caves forged long ago by fiery volcanoes. Sapphire waters of the Pacific Ocean teeming with spinner dolphins and the state fish, whose name is nearly unpronounceable. Surf's up! And The Road Less Traveled is on top of the wave. In **Hawaii**, natural...

Teen Travel in **North America**

The Road Less Traveled programs take students outside to seek adventure, find challenges, make friends, build community and understand the world in a different way. In North America, we visit the famous woods, waters, valleys, and mountains of California, we camp under the stars and have close encounters with wolves in Colorado on 5280' and Call of the Wild, dive...

2019 Availability Update

Programs are FILLING RAPIDLY... Don't miss an opportunity to experience A summer TO remember...Forever. Summer will be here before you know it! If your program of choice is closed or on hold, there is a waitlist available! If you are interested in one of the closed or on hold programs, fill out an application with your first-choice trip and we will contact you with...

← → ↻ https://www.theroadlesstraveled.com/search-results?search_term=hawaii&searchSubmit=Go 🔍 ☆ 📧 📱 📷 🌐 🌐 🌐 🌐

**THE ROAD
LESS TRAVELED**

CONTACT US SAVE MY SPOT

2019 TRAVEL PROGRAMS PROGRAM WHY RLT? REQUEST A CATALOG

When you search for a phrase,
it appears here in the URL

hawaii 🔍

SEARCH RESULTS

PAGES

4 RESULTS FOR *HAWAII*

Teen Travel Programs in **Hawaii**

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← → ↻ https://www.theroadlesstraveled.com/search-result/?search_term=hawaii&searchSubmit=Go 🔍 ☆ 📧 📱 📷 🌐 🌐 🌐 🌐 🌐 🌐

THE ROAD LESS TRAVELED

CONTACT US SAVE MY SPOT

hawaii 🔍

2019 TRAVEL PROGRAMS Why RLT? REQUEST A CATALOG

That letter, word or phrase before it?
That's the query parameter!

SEARCH RESULTS

PAGES

4 RESULTS FOR *HAWAII*

Teen Travel Programs in **Hawaii**

ADVENTURE AHEAD A rainbow, or two, or more, at nearly every turn. An exotic landscape of arches, grottos and sea caves forged long ago by fiery volcanoes. Sapphire waters of the Pacific Ocean teeming with spinner dolphins and the state fish, whose name is nearly unpronounceable. Surf's up! And The Road Less Traveled is on top of the wave. In **Hawaii**, natural...

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ADMIN

USER

View [+ Create View](#)

The Road Less Traveled (default view)



View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

☒ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view ▾

Site Search Settings

Site search Tracking optional

ON

Query parameter

Use commas to separate up to 5 parameters (case-sensitive)

search_term

☐ Strip query parameters out of URL optional

Site search categories optional

OFF

Save

Cancel

In this case, it's "search_term"



ADMIN

USER

View [+ Create View](#)

The Road Less Traveled (default view)



View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

☒ Exclude all hits from known bots and spiders

Linked Google Ads Accounts

Google Ads accounts linked to this view [?]

Site Search Settings

Site search Tracking [?] optional

ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

search_term

☐ Strip query parameters out of URL [?]

Site search categories optional

OFF

Save

Click "Save" :)

<div> <div>Realtime</div> <div>Audience</div> <div>Acquisition</div> <div>Behavior</div> <div> <div>Overview</div> <div>Behavior Flow</div> <div>Site Content</div> <div>Site Speed</div> <div>Site Search</div> <div> <div>Overview</div> <div>Usage</div> <div>Search Terms</div> <div>Search Pages</div> </div> <div>Events</div> <div>Publisher</div> <div>Experiments</div> </div> <div>Conversions</div> <div>Discover</div> <div>Admin</div> </div>	Secondary dimension ▾		Sort Type: Default ▾		Advanced Filter ON X	
	Search Term ▾	Total Unique Searches ▾	Results Pageviews / Search ▾	% Search Exits ▾	% Search Refinements ▾	Time after Search
		9,399 % of Total: 69.03% (13,615)	1.22 Avg for View: 1.22 (-0.26%)	13.17% Avg for View: 11.30% (16.60%)	22.21% Avg for View: 20.68% (7.39%)	00 Avg for V
	1. bonaire	114 (1.21%)	1.11	1.75%	24.41%	
	2. packing list	102 (1.09%)	1.20	20.59%	20.49%	
	3. colorado	94 (1.00%)	1.38	8.51%	17.69%	
	4. tanzania	94 (1.00%)	1.20	2.13%	17.70%	
	5. tuition	90 (0.96%)	1.24	3.33%	18.75%	
	6. ecuador	85 (0.90%)	1.21	3.53%	18.45%	
	7. peru	84 (0.89%)	1.18	3.57%	17.17%	
	8. iceland	80 (0.85%)	1.09	2.50%	13.79%	
	9. guatemala	74 (0.79%)	1.22	1.35%	24.44%	
	10. price	71 (0.76%)	1.14	9.86%	25.93%	
	11. alaska	68 (0.72%)	1.16	11.76%	15.19%	
	12. cuba	62 (0.66%)	1.34	12.90%	10.84%	
	13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
	14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
	15. prices	47 (0.50%)	1.13	10.64%	30.19%	

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher

Experiments

Conversions

Discover

Admin

Secondary dimension

Sort Type: Default

Advanced Filter ON

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
	9,399 % of Total: 69.03% (73,815)	1.22 Avg for View: 1.22 (-0.26%)	13.17% Avg for View: 11.30% (16.60%)	22.21% Avg for View: 20.68% (7.39%)	00 Avg for View: 00
1. bonaire	114 (1.21%)	1.11	1.75%	24.41%	
2. packing list	102 (1.08%)	1.30	20.59%	20.49%	
3. colorado			8.51%	17.69%	
4. tanzania			2.13%	17.70%	
5. tuition			3.33%	18.75%	
6. ecuador			3.53%	18.45%	
7. peru	84 (0.89%)	1.18	3.57%	17.17%	
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10. price	71 (0.76%)	1.14	9.86%	25.93%	
11. alaska	68 (0.72%)	1.16	11.76%	15.19%	
12. cuba	62 (0.66%)	1.34	12.90%	10.84%	
13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

These are the phrases people are searching for on your website

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher

Experiments

Conversions

Discover

Admin

Secondary dimension

Sort Type

Default

Recommended

Commonly used

Device Category

Source

Medium

Source / Medium

Campaign

Landing Page

Page

Display as alphabetical list

Advanced Filter ON

X

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
			13.17%	22.21%	00
			New: 11.30% (15.60%)	Avg for View: 20.68% (7.39%)	Avg for
			1.75%	24.41%	
	102 (1.09%)	1.20	20.59%	20.49%	
	94 (1.00%)	1.38	8.51%	17.69%	
	94 (1.00%)	1.20	2.13%	17.70%	
5. tuition	90 (0.96%)	1.24	3.33%	18.75%	
6. ecuador	85 (0.90%)	1.21	3.53%	18.45%	
7. peru	84 (0.89%)	1.18	3.57%	17.17%	
8. iceland	80 (0.85%)	1.09	2.50%	13.79%	
9. guatemala	74 (0.79%)	1.22	1.35%	24.44%	
10. price	71 (0.76%)	1.14	9.86%	25.93%	
11. alaska	68 (0.72%)	1.16	11.76%	15.19%	
12. cuba	62 (0.66%)	1.34	12.90%	10.84%	
13. jobs	62 (0.66%)	1.15	12.90%	11.27%	
14. taiwan	50 (0.53%)	1.26	2.00%	22.22%	
15. prices	47 (0.50%)	1.13	10.64%	30.19%	

Click here to add a secondary dimension

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher

Experiments

Conversions

Discover

Admin

Secondary dimension: Sort Type: Default

exit

Recommended

More dimensions

Behavior

Exit Page

Exit Screen

Display as alphabetical list

Advanced Filter ON

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search
	9,399 % of Total: 68.03% (73,815)	1.22 Avg for View: 1.22 (-0.25%)	13.17% Avg for View: 11.30% (16.60%)	22.21% Avg for View: 20.68% (7.39%)	00
1	114		1.75%	24.41%	
2	102		20.59%	20.49%	
3	94		8.51%	17.69%	
4	94 (1.00%)	1.20	2.13%	17.70%	
5	90 (0.96%)	1.24	3.33%	18.75%	
6	85 (0.90%)	1.21	3.53%	18.45%	
7	84 (0.89%)	1.18	3.57%	17.17%	
8	80 (0.85%)	1.09	2.50%	13.79%	
9	74 (0.79%)	1.22	1.35%	24.44%	
10	71 (0.76%)	1.14	9.86%	25.93%	
11	68 (0.72%)	1.16	11.76%	15.19%	
12	62 (0.66%)	1.34	12.90%	10.84%	
13	62 (0.66%)	1.15	12.90%	11.27%	
14	50 (0.53%)	1.26	2.00%	22.22%	
15	47 (0.50%)	1.13	10.64%	30.19%	

Search for "exit"
Select "Exit Page"

<div> <div>Realtime</div> <div>Audience</div> <div>Acquisition</div> <div>Behavior</div> <div> <div>Overview</div> <div>Behavior Flow</div> <div>Site Content</div> <div>Site Speed</div> <div>Site Search</div> <div> <div>Overview</div> <div>Usage</div> <div>Search Terms</div> <div>Search Pages</div> <div>Events</div> <div>Publisher</div> <div>Experiments</div> </div> </div> <div>Conversions</div> <div>Discover</div> <div>Admin</div> </div>	Secondary dimension: Exit Page		Sort Type: Default		Advanced Filter ON		<div> <div>7,849</div> <div>% of Total: 57.65% (13,615)</div> </div>	<div> <div>1.21</div> <div>Avg for View: 1.22 (0.67%)</div> </div>	<div> <div>13.04%</div> <div>Avg for View: 11.30% (15.45%)</div> </div>	<div> <div>23.18%</div> <div>Avg for View: 29.68% (12.09%)</div> </div>	<div> <div></div> </div>
	Search Term	Exit Page	Total Unique Searches	Results: Pageviews / Search	% Search Exits	% Search Refinements					
	1. bonaire	/bonaire	60 (0.76%)	1.07	0.00%	6.25%					
	2. tanzania	/africa-tanzania	52 (0.66%)	1.02	0.00%	0.00%					
	3. guatemala	/guatemala	42 (0.54%)	1.10	0.00%	8.70%					
	4. ecuador	/ecuador	34 (0.43%)	1.21	0.00%	2.44%					
	5. peru	/Peru	30 (0.38%)	1.10	0.00%	9.09%					
	6. colorado	/colorado-call-of-the-wild	24 (0.31%)	1.38	0.00%	9.09%					
	7. packing list	/search-results?searchSubmit=Go	24 (0.31%)	1.21	91.67%	10.34%					
	8. iceland	/europe-iceland	23 (0.29%)	1.04	0.00%	20.83%					
	9. taiwan	/taiwan	20 (0.25%)	1.35	0.00%	3.70%					
	10. Bonaire	/bonaire	19 (0.24%)	1.05	0.00%	5.00%					
	11. colorado	/colorado-5280	19 (0.24%)	1.21	0.00%	0.00%					
	12. alaska	/alaska	16 (0.20%)	1.44	0.00%	0.00%					
	13. peru	/peru	16 (0.20%)	1.00	0.00%	0.00%					
	14. aloha	/Hawaii	15 (0.19%)	1.00	0.00%	0.00%					
	15. bon bini	/bonaire	15 (0.19%)	1.00	0.00%	6.67%					

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher

Experiments

Conversions

Discover

Admin

Secondary dimension: Exit Page

Sort Type: Default

Advanced Filter ON

Search Term	Exit Page	Total Unique Searches	Results Pagesviews / Search	% Search Exits	% Search Refinements
		7,849 % of Total: 57.65% (13,615)	1.21 Avg for View: 1.22 (0.67%)	13.04% Avg for View: 11.30% (15.45%)	23.18% Avg for View: 20.68% (12.09%)
1. bonaire	/bonaire	60 (0.76%)	1.07	0.00%	6.25%
2. tanzania	/africa-tanzania	52 (0.66%)	1.02	0.00%	0.00%
3. guatemala	/guatemala				
4. ecuador	/ecuador				
5. peru	/Peru	30 (0.38%)	1.10	0.00%	9.09%
6. colorado	/colorado-call-of-the-wild	24 (0.31%)	1.38	0.00%	9.09%
7. packing list	/search-results?searchSubmit=Go	24 (0.31%)	1.21	91.67%	10.34%
8. iceland	/europe-iceland	23 (0.29%)	1.04	0.00%	20.83%
9. taiwan	/taiwan	20 (0.25%)	1.35	0.00%	3.70%
10. Bonaire	/bonaire	19 (0.24%)	1.05	0.00%	5.00%
11. colorado	/colorado-5280	19 (0.24%)	1.21	0.00%	0.00%
12. alaska	/alaska	16 (0.20%)	1.44	0.00%	0.00%
13. peru	/peru	16 (0.20%)	1.00	0.00%	0.00%
14. aloha	/Hawaii	15 (0.19%)	1.00	0.00%	0.00%
15. bon bini	/bonaire	15 (0.19%)	1.00	0.00%	6.67%

This is what they're aren't finding!

**What page did they search from?
That could be a clue...**

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher



Search Term

Total Unique
SearchesResults Pageviews /
Search

% Search Exits

% Search
Refinements

Time after Search

Avg. Search
Depth

1,688

% of Total:
100.00% (1,688)

2.23

Avg for View:
2.23 (0.00%)

16.65%

Avg for View:
16.65% (0.00%)

10.17%

Avg for View:
10.17% (0.00%)

00:02:59

Avg for View:
00:02:59 (0.00%)

3.75

Avg for View:
3.75 (0.00%)

1. opt out

83 (4.92%)

2.29

2.41%

1.05%

00:03:32

4.39

2. opt-out form

38 (2.25%)

2.32

0.00%

1.14%

00:03:19

4.68

3. locations

33 (1.95%)

2.06

12.12%

7.35%

00:01:30

3.55

4. opt out form

30 (1.78%)

2.77

0.00%

1.20%

00:04:38

6.20

5. careers

22 (1.30%)

2.18

0.00%

0.00%

00:00:58

2.77

6. boxes

18 (1.07%)

1.94

27.78%

8.57%

00:01:14

3.00

7. [redacted]

14 (0.83%)

3.71

7.14%

0.00%

00:02:27

5.14

8. [redacted]

12 (0.71%)

2.08

16.67%

8.00%

00:04:53

4.92

9. [redacted]

11 (0.65%)

3.09

0.00%

5.88%

00:06:13

7.45

10. forms

10 (0.59%)

2.00

20.00%

20.00%

00:00:54

1.80

11. invoice

10 (0.59%)

1.80

30.00%

0.00%

00:02:22

3.40

12. [redacted]

9 (0.53%)

2.33

0.00%

0.00%

00:01:12

4.78

13. healthcare

8 (0.47%)

2.67

0.00%

4.76%

00:19:31

13.00

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher



Search Term

Total Unique
SearchesResults Pageviews /
Search

% Search Exits

% Search
Refinements

Time after Search

Avg. Search
Depth

1,688

% of Total:
100.00% (1,688)

2.23

Avg for View: 2.23
(0.00%)

16.65%

Avg for View:
16.65% (0.00%)

10.17%

Avg for View:
10.17% (0.00%)

00:02:59

Avg for View:
00:02:59 (0.00%)

3.75

Avg for View:
3.75 (0.00%)

1. opt out

83

(4.92%)

2. opt-out form

38

(2.25%)

3. locations

33

(1.95%)

4. opt out form

30

(1.78%)

5. careers

22

(1.30%)

6. boxes

18

(1.07%)

7. [redacted]

14

(0.83%)

8. [redacted]

12

(0.71%)

9. [redacted]

11

(0.65%)

10. forms

10

(0.59%)

11. invoice

10

(0.59%)

12. [redacted]

9

(0.53%)

13. healthcare

8

(0.47%)

A lot of people are looking
for "opt out" information...

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher



start

Recommended

More dimensions

Behavior

Start Page

Display as alphabetical list

	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	1,688 % of Total: 100.00% (1,688)	2.23 Avg for View: 2.23 (0.00%)	16.65% Avg for View: 16.65% (0.00%)	10.17% Avg for View: 10.17% (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	3.75 Avg for View: 3.75 (0.00%)
1. careers	83 (4.92%)	2.06	12.12%	7.35%	00:03:32	4.39
2. boxes	38 (2.25%)	2.77	0.00%	1.20%	00:03:19	4.68
3. access notifi	33 (1.95%)	2.18	0.00%	0.00%	00:01:30	3.55
4. filebridge	30 (1.78%)	1.94	27.78%	8.57%	00:04:38	6.20
5. notif	22 (1.30%)	3.71	7.14%	0.00%	00:02:27	5.14
6. forms	18 (1.07%)	2.08	16.67%	8.00%	00:04:53	4.92
7. invoice	14 (0.83%)	3.09	0.00%	5.88%	00:06:13	7.45
8. omnirim	12 (0.71%)	2.00	20.00%	20.00%	00:00:54	1.80
9. healthcare	11 (0.65%)	1.80	30.00%	0.00%	00:02:22	3.40
10. forms	10 (0.59%)	2.33	0.00%	0.00%	00:01:12	4.78
11. healthcare	9 (0.53%)	2.67	0.00%	4.76%	00:14:31	13.00

Let's see where they're doing this search...

- Realtime
- Audience
- Acquisition
- Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Overview

Usage

Search Terms

Search Pages

Events

Publisher



Search Term

Start Page

These are the pages that are unsatisfying!

		1,688 % of Total 100.00% (1,688)	2.23 Avg for View: 2.23 (0.00%)	16.65% Avg for View: 16.65% (0.00%)	10.17% Avg for View: 10.17% (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	3
1.	opt out	34 (2.01%)	1.03	0.00%	0.00%	<00:00:01	
2.	locations	14 (0.83%)	1.00	0.00%	0.00%	00:00:18	
3.	careers	10 (0.59%)	1.00	0.00%	0.00%	00:00:02	
4.	opt out	9 (0.53%)	1.11	0.00%	0.00%	<00:00:01	
5.	opt-out form	9 (0.53%)	1.00	0.00%	0.00%	<00:00:01	
6.	opt out	8 (0.47%)	1.00	12.50%	0.00%	00:00:00	
7.	boxes	7 (0.41%)	1.00	14.29%	0.00%	00:00:00	
8.	opt out	7 (0.41%)	1.00	0.00%	0.00%	00:00:00	
9.	opt out form	7 (0.41%)	1.29	0.00%	0.00%	00:00:00	
10.	opt out	6 (0.36%)	1.00	0.00%	0.00%	<00:00:01	

4 Tips from the Search Terms report

1. Search for each phrase yourself. Find it?
2. Your page isn't ranking? Optimize it!
3. You don't have a page? Create it!
4. Tweak your navigation. Help visitors find things faster.

How well is our navigation working?



“We have lots of things in our nav menu.”



“Our navigation has just a few items.”



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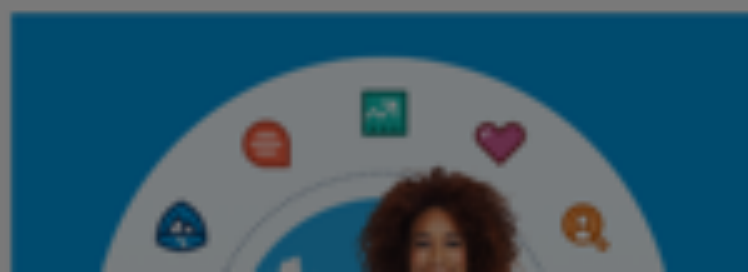
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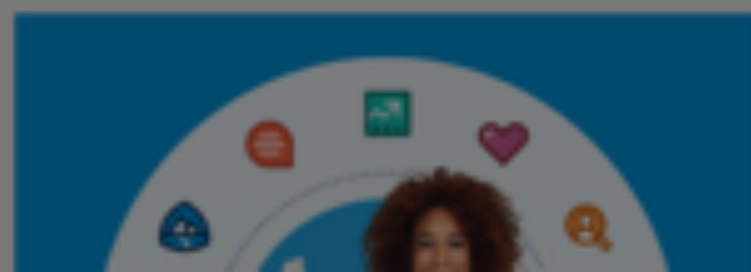
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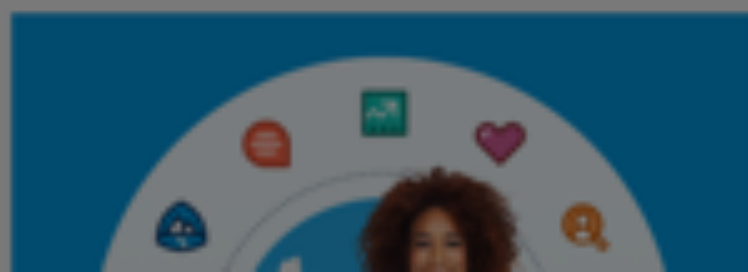
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The Full Conference pass has sold out, but you can still register with a code.

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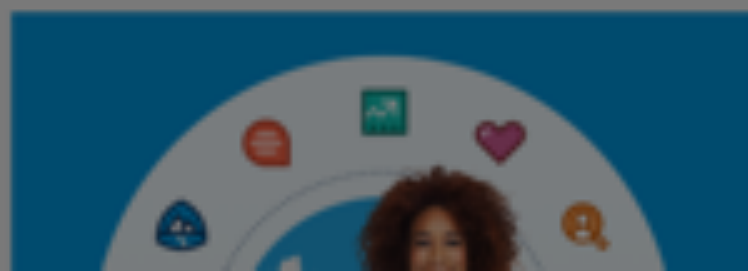
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Piedmont Healthcare finds the right prescription for healthy patient and practitioner relationships.

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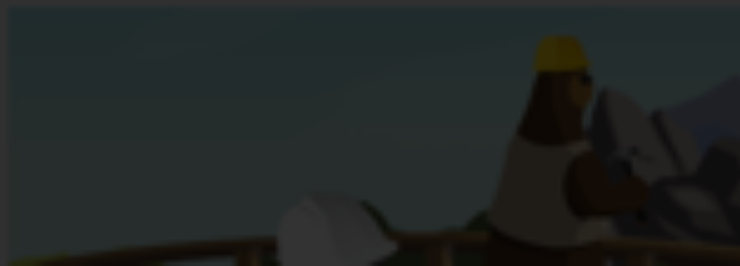
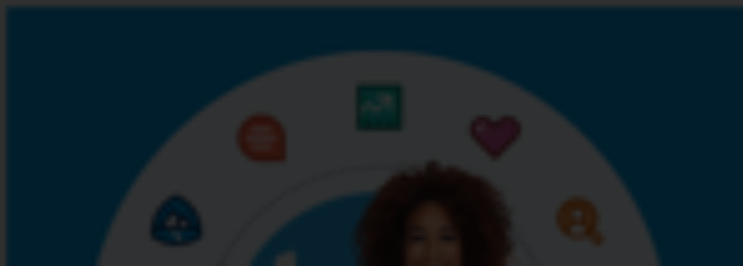
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118 items
in the dropdowns

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Page		Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		23,091 % of Total: 100.00% (23,091)	19,904 % of Total: 100.00% (19,904)	00:02:44 Avg for View: 00:02:44 (0.00%)	14,918 % of Total: 100.00% (14,918)	19.72% Avg for View: 19.72% (0.00%)	64.61% Avg for View: 64.61% (0.00%)
1.	/	8,452 (36.60%)	7,342 (36.89%)	00:03:59	7,142 (47.88%)	12.39%	70.2%
2.	/features	1,573 (6.81%)	1,166 (5.86%)	00:02:32	425 (2.85%)	11.11%	42.0%
3.	/pricing	1,217 (5.27%)	969 (4.87%)	00:00:58	152 (1.02%)	27.33%	30.7%
4.	/blog/	882 (3.82%)	848 (4.26%)	00:09:26	847 (5.68%)	10.73%	94.4%
5.	/contact-us	725 (3.14%)	666 (3.35%)	00:01:40	260 (1.74%)	66.92%	60.9%
6.	/support	546 (2.36%)	455 (2.29%)	00:01:20	81 (0.54%)	27.91%	32.7%
7.	/careers	512 (2.22%)	475 (2.39%)	00:02:39	188 (1.26%)	44.15%	70.7%
8.	/blog/	505 (2.19%)	445 (2.24%)	00:01:24	191 (1.28%)	49.74%	44.7%
9.	/blog/	457 (1.98%)	421 (2.12%)	00:08:18	421 (2.82%)	11.88%	91.9%
10.	/about-us	450 (1.95%)	351 (1.76%)	00:01:16	44 (0.29%)	48.94%	33.1%
11.	/get-my-free-trial	432 (1.87%)	364 (1.83%)	00:01:19	163 (1.09%)	85.89%	52.0%
12.	/blog/	408 (1.77%)	384 (1.93%)	00:06:55	384 (2.57%)	8.83%	90.4%

Page		Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		23,091 % of Total: 100.00% (23,091)	19,904 % of Total: 100.00% (19,904)	00:02:44 Avg for View: 00:02:44 (0.00%)	14,918 % of Total: 100.00% (14,918)	19.72% Avg for View: 19.72% (0.00%)	64.61 Avg for View: 64.61% (0.00%)
1.	/					12.39%	70.2
2.	/features					11.11%	42.0
3.	/pricing					27.33%	30.7
4.	/blog/	882 (3.82%)	848 (4.26%)	00:09:26	847 (5.68%)	10.73%	94.4
5.	/contact-us	725 (3.14%)	666 (3.35%)	00:01:40	260 (1.74%)	66.92%	60.9
6.	/support	546 (2.36%)	455 (2.29%)	00:01:20	81 (0.54%)	27.91%	32.7
7.	/careers	512 (2.22%)	475 (2.39%)	00:02:39	188 (1.26%)	44.15%	70.7
8.	/blog/	505 (2.19%)	445 (2.24%)	00:01:24	191 (1.28%)	49.74%	44.7
9.	/blog/	457 (1.98%)	421 (2.12%)	00:08:18	421 (2.82%)	11.88%	91.9
10.	/about-us	450 (1.95%)	351 (1.76%)	00:01:16	44 (0.29%)	48.94%	33.1
11.	/get-my-free-trial	432 (1.87%)	364 (1.83%)	00:01:19	163 (1.09%)	85.89%	52.0
12.	/blog/	408 (1.77%)	384 (1.93%)	00:06:55	384 (2.57%)	8.83%	90.4

Click on a page to "drill down"

Pages

Sep 1, 2016 - Mar 16, 2017

ALL - PAGE: /

Email Export Add to Dashboard Shortest

This report is based on 100% of sessions. [Learn more](#)

Greater precision



Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month



Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		16,192 % of Total: 36.27% (44,649)	13,992 % of Total: 36.53% (38,302)	00:04:01 Avg for View: 00:02:40 (50.44%)	13,622 % of Total: 46.99% (28,991)	13.65% Avg for View: 22.17% (-38.46%)	70.61% Avg for View: 64.93% (8.74%)	\$0.00 % of Total: 0.00% (\$0.26)
<input type="checkbox"/>	1. /	16,192 (100.00%)	13,992 (100.00%)	00:04:01	13,622 (100.00%)	13.65%	70.61%	\$0.00 (0.00%)



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		16,192 % of Total: 36.37% (44,649)	13,992 % of Total: 36.53% (38,302)	00:04:01 Avg for View: 00:02:40 (50.44%)	13,622 % of Total: 46.99% (28,991)	13.65% Avg for View: 22.17% (-38.46%)	70.61% Avg for View: 64.93% (8.74%)	\$0.00 % of Total: 0.00% (50.26)
	1. /	16,192 (100.00%)	13,992 (100.00%)	00:04:01	13,622 (100.00%)	13.65%	70.61%	\$0.00 (0.00%)

Group pages by:

Ungrouped ▾

Current Selection: / -

Show rows:

10



Entrances Sep 1, 2016 - Mar 16, 2017: 84.13%

Previous Pages Sep 1, 2016 - Mar 16, 2017: 15.87%



Exits Sep 1, 2016 - Mar 16, 2017: 70.61%

Next Pages Sep 1, 2016 - Mar 16, 2017: 29.39%

Previous Page Path		Pageviews	% Pageviews
/features		236	22.04%
/pricing		136	12.70%
/contact-us		98	9.15%
/support		86	8.03%
/get-my-free-trial		81	7.56%
/careers		71	6.63%
/blog/		65	6.07%
/about-us		62	5.79%
/predictable		14	1.31%
/blog/denist-ediscovery/		12	1.12%

Search:

Next Page Path		Pageviews	% Pageviews
/features		718	22.02%
/pricing		577	17.70%
/contact-us		405	12.42%
/careers		364	11.17%
/about-us		356	10.92%
/get-my-free-trial		254	7.79%
/support		218	6.69%
/blog/		101	3.10%
/predictable		38	1.17%
/whitepapers		23	0.71%

Search:



5 Questions to ask your Navigation Summary

1. Are *small links* getting clicked a lot?
2. Are *big buttons* getting missed?
3. Are calls to action effective?
4. What gets clicked the most in the main nav?
5. What *never* gets clicked in the main nav?

11:00 orbitmedia.com/blog/abc

“Everything you remove from a page makes everything that’s left more prominent”

Which social networks do my visitors like?



“We have social icons and use GTM!”



“We’re not active on social media.”

Since 2001, the Orbit web design and development team has been creating custom sites and managing tricky integrations. We're content management experts and work closely with web strategists and project managers to create your perfect site.

TALK TO CHRIS

4043 N RAVENSWOOD AVE, SUITE 316, CHICAGO, IL 60613

773.348.4581

CONTACT

START A PROJECT

SEE OUR WORK

Which of these gets
clicked the most?

Join over 16,000 people who receive bi-weekly web marketing tips.

Email Address

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).

LEARN ABOUT OUR SCORP VALUES





ACCOUNTS

WORKSPACE

VERSIONS

ADMIN

GTM-KK4SZJ

Workspace Changes: 0

PUBLISH



Current Workspace

Default Workspace



Search



Overview



Tags



Triggers

Tags

NEW

Name

Type

Firing Triggers

Last Edited

Zoho CRM Tag

Custom HTML

All Pages

2 months ago

Go to the Tags section, then click NEW



Tag Configuration

Tag type



Tracking ID

UA-2263284-3

Enter your Analytics Tracking ID
Select "Event" as the Track Type

Track Type

- Page View
- ✓ Event
- Transaction
- Social
- Timing
- Decorate Link
- Decorate Form

Event Tracking Parameters

Category

link

Action

click

Label

Type "link" into
the Category field

Type "click" into
the Action field

Click URL

Event

Page Hostname

Page Path

Page URL

Referrer

New Variable...

Click here to set
"Click URL" as the label



Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

 Variables **1**

Folders

Built-In Variables ?

2

CONFIGURE

Name ▲

Click URL

Event

Page Hostname

Page Path

Page URL

Referrer

User-Defined Variables



Configure Built-In Variables ?



Debug Mode

Clicks



Click Element



Click Classes



Click ID



Click Target

3

Click URL



Click Text

1. Go to the Variables section
2. Click "Configure"
3. Check the box for "Click URL"

×

×

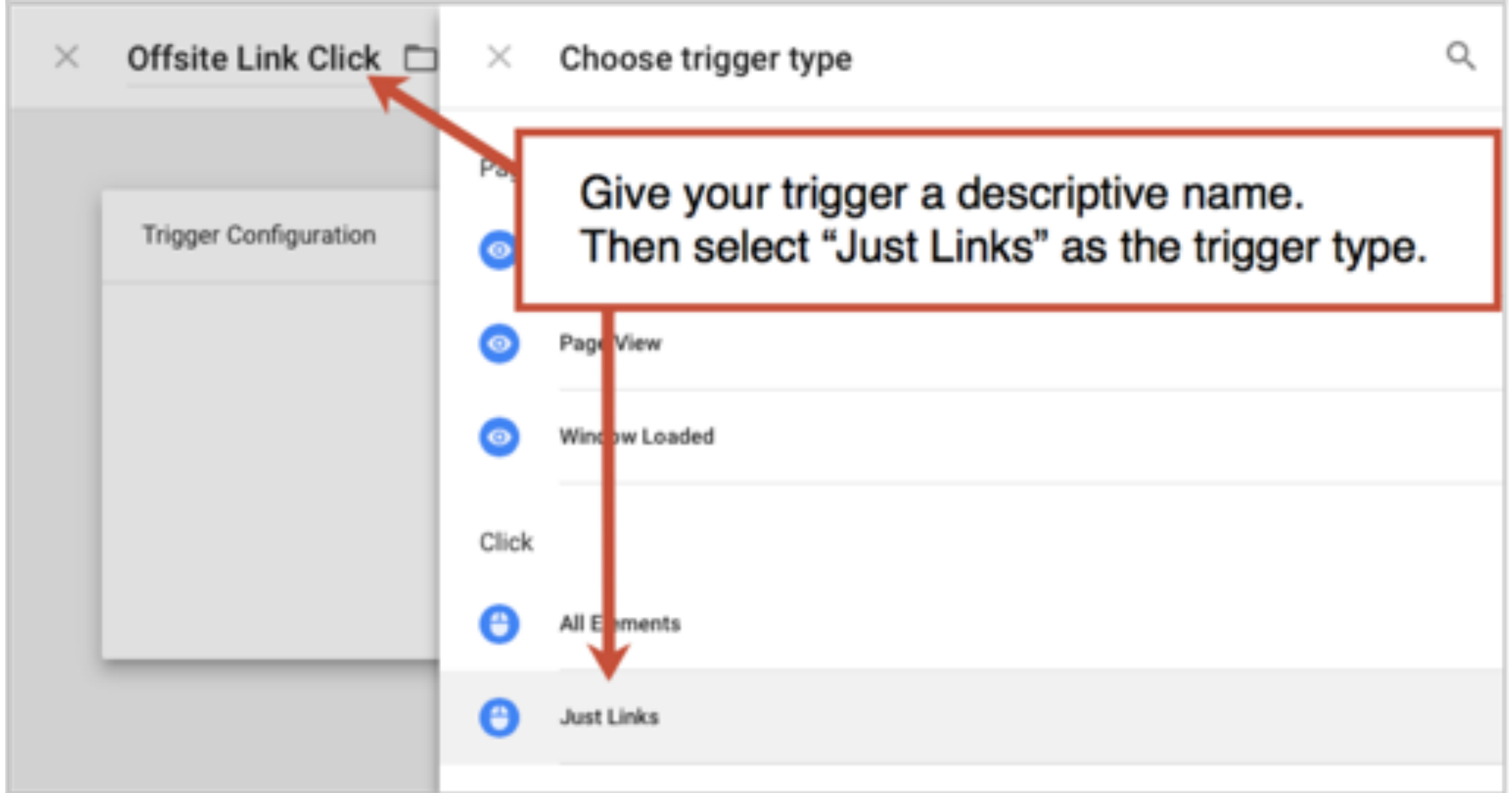
Choose a trigger

🔍

+

	Name	Type	Folder ▲	Filter
👁	All Pages	Page View	–	–

Click to add a new trigger





Trigger Configuration

Trigger type



Click - Just Links



Wait for Tags



Check Validation

This trigger fires on



All Link Clicks



Some Link Clicks

Set the trigger to fire only
when the click URL doesn't
contain your domain.

Fire this trigger when an Event occurs and all of these conditions are true

Click URL



does not contain

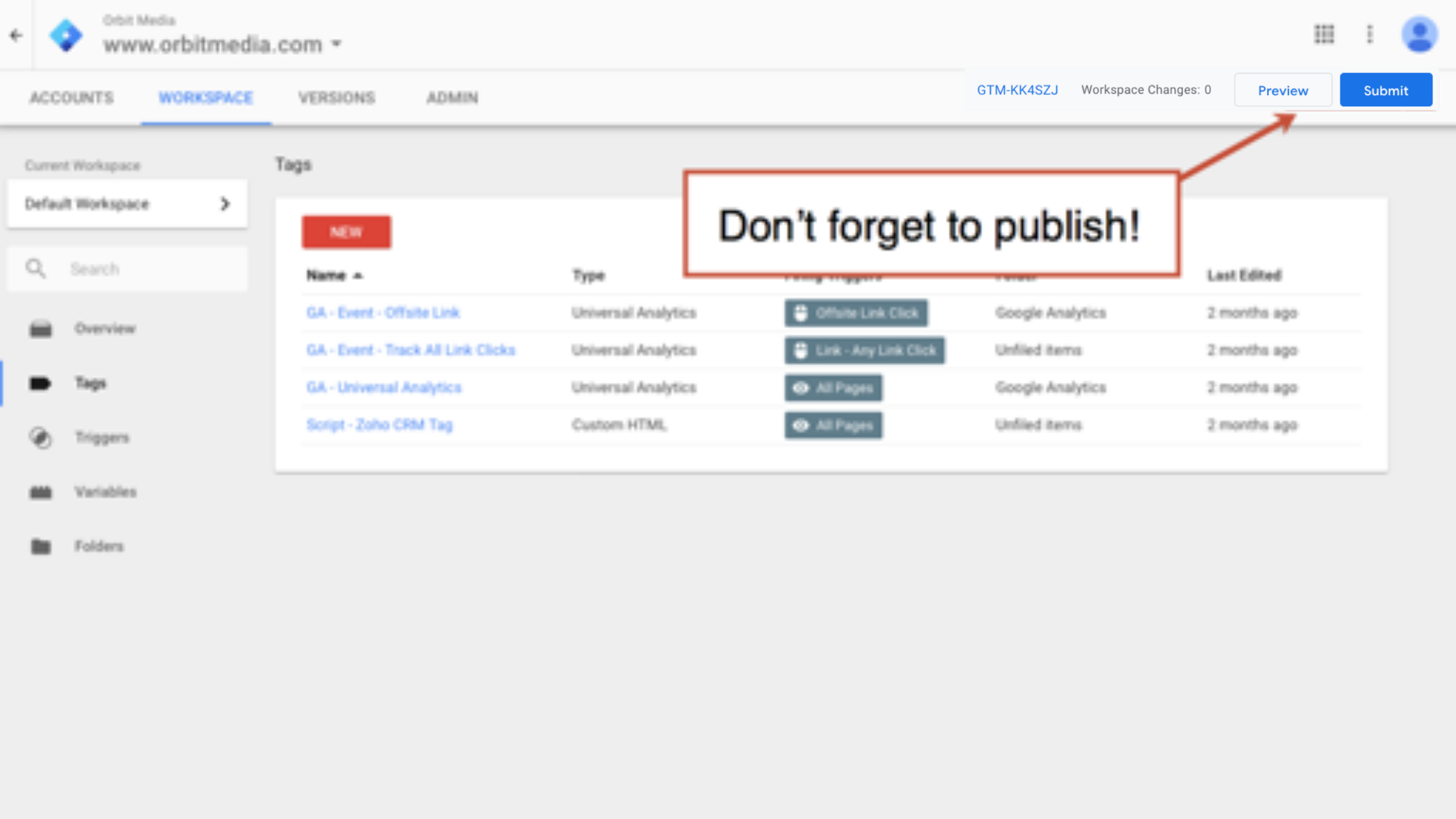


orbitmedia.com



References to this Trigger

Offsite Link Event Tracker
Tag



Don't forget to publish!

NEW

Name

Type

Trigger

Event

Last Edited

GA - Event - Offsite Link

Universal Analytics

Offsite Link Click

Google Analytics

2 months ago

GA - Event - Track All Link Clicks

Universal Analytics

Link - Any Link Click

Unfiled items

2 months ago

GA - Universal Analytics

Universal Analytics

All Pages

Google Analytics

2 months ago

Script - Zoho CRM Tag

Custom HTML

All Pages

Unfiled items

2 months ago

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Overview

Top Events

Pages

Events Flow

Publisher

Experiments

Conversions



Primary Dimension: Event Action Event Label

Plot Rows

Secondary dimension

Sort Type

Default

Here is the answer

Event Label	Total Events	Total Events
	1,399	1,399
	% of Total: 0.25% (556,501)	% of Total: 0.25% (556,501)
1. http://www.linkedin.com/company/orbit-media-studios-inc	269	19.20%
2. https://www.facebook.com/orbitmediastudios	221	15.77%
3. http://twitter.com/orbiteers	173	12.36%
4. https://www.contentjam.com/	125	8.92%
5. https://theroadlesstraveled.com/	90	6.42%
6. https://www.cushingco.com/	67	4.78%
7. https://www.federalistwines.com/	61	4.35%
8. https://www.youtube.com/Orbitmedia	61	4.35%
9. http://www.cabotcheese.coop/	58	4.14%



Since 2001, the Orbit web design and development team has been creating custom sites and managing tricky integrations. We're content management experts and work closely with web strategists and project managers to create your perfect site.

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SEE OUR WORK

Certified



Orbit is a proud member of the Chicago community. We strive to educate and collaborate with like-minded businesses to make a difference environmentally and socially. Let's collaborate.

Join over 16,000 people who receive bi-weekly web marketing tips.

Email Address

SIGN ME UP

By signing up you are agreeing to our [Privacy Policy](#).

31%

24%

37%

8%



[ALL PRODUCTS](#)[SALES](#)[NEW ITEMS](#)[ABOUT US](#)[BLOG](#)[CSR](#)

Tips from your social icon click through rates

1. Remove icons that don't get clicked
2. Get active on the networks that get clicked the most

Which of my pages is unsatisfying?



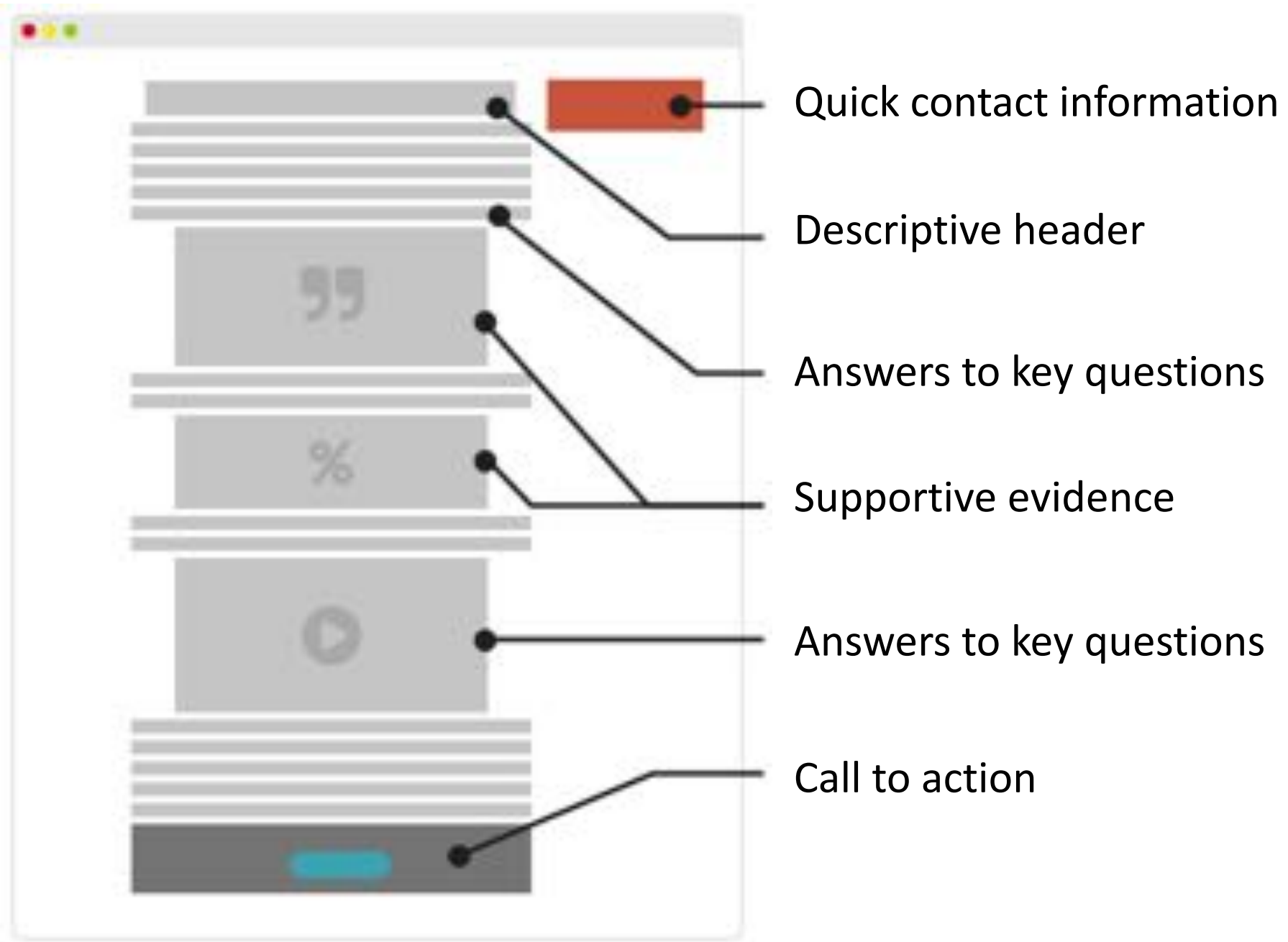
“We have an FAQ page in the main nav.”



“Our site doesn’t have an FAQ page.”

Anatomy of a conversion









Got a little time?



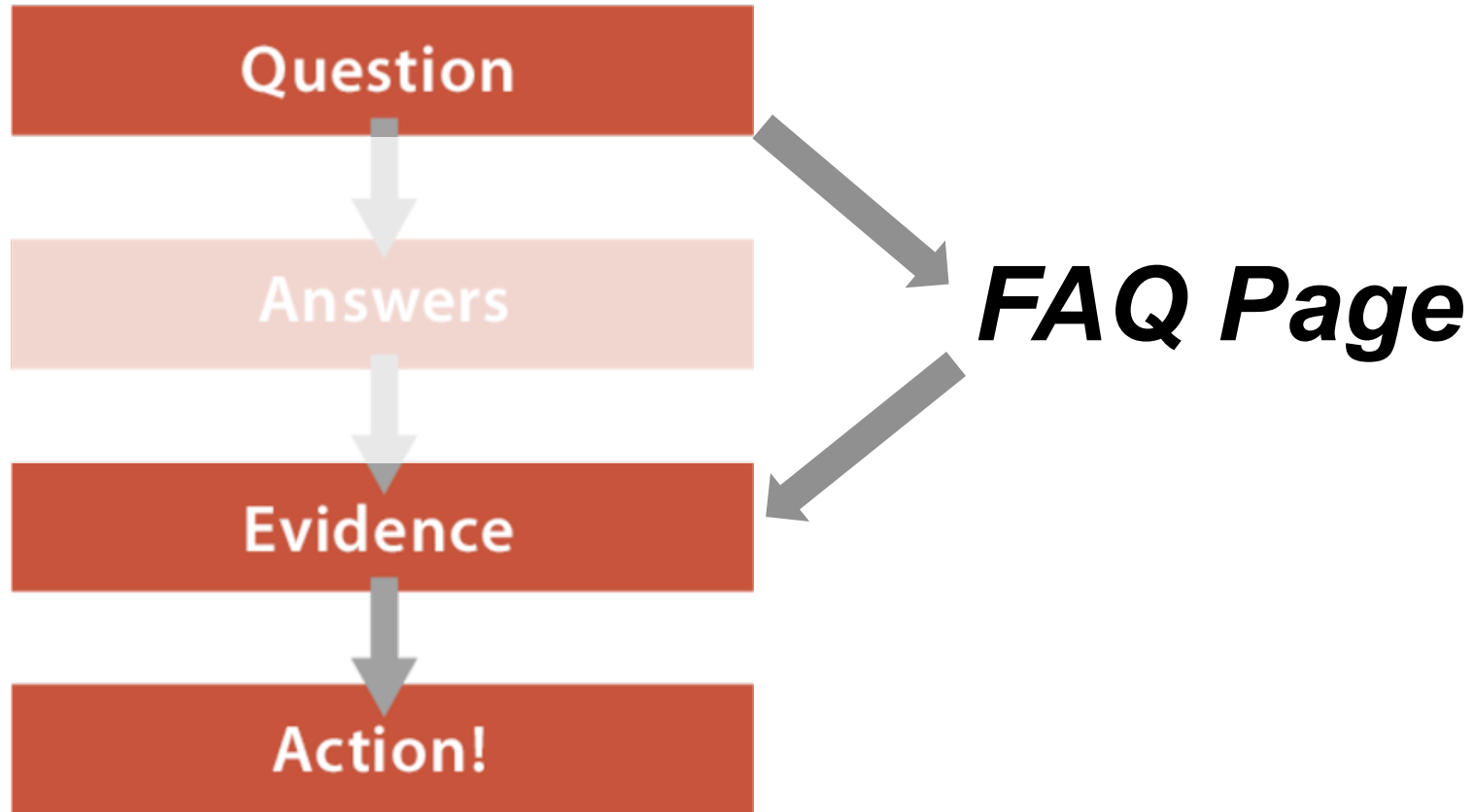
Get a little Shine!

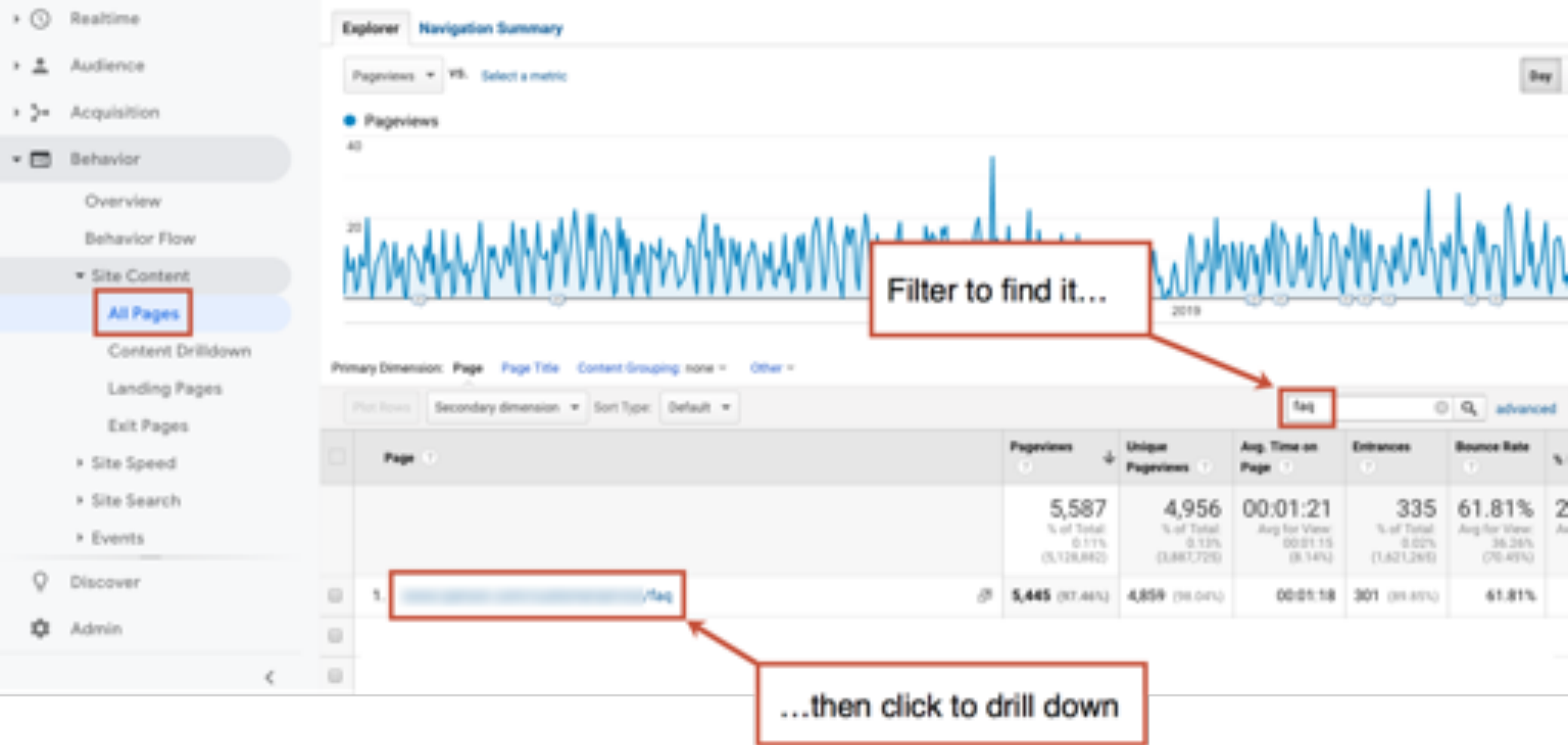


SHOE SHINE \$6 | BOOTS \$8

Mon - Fri 6am - 7:30pm & Sat - Sun 9am - 4pm

Out of context answers





All Users
0.11% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Pageviews

Then click on "Navigation Summary"

Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		5,445 % of Total: 0.11% (5,128,882)	4,859 % of Total: 0.12% (3,887,725)	00:01:18 Avg for View: 00:01:15 (4.79%)	301 % of Total: 0.02% (1,621,265)	61.81% Avg for View: 36.26% (70.46%)	23.51% Avg for View: 31.61% (25.63%)	\$20.39 % of Total: 4.52% (\$450.77)
1.	customerservice/faq	5,445(100.00%)	4,859(100.00%)	00:01:18	301(100.00%)	61.81%	23.51%	\$20.39(100.00%)

Group pages by:

Ungrouped ▾

Current Selection:

/faq

Show rows: 10 ▾

Entrances Aug 8, 2017 - Aug 14, 2019: 11.24%

Exits Aug 8, 2017 - Aug 14, 2019: 21.95%

Previous Pages Aug 8, 2017 - Aug 14, 2019: 88.76%

Next Pages Aug 8, 2017 - Aug 14, 2019: 78.05%

Previous Page Path

Pageviews

% Pageviews

Next Page Path

Pageviews

% Pageviews

.com/	147	17.67%
/digital-asset-management/introduction	111	13.31%
/marketing-operations/introduction	61	7.32%
/digital-asset-management	22	2.68%
/search-results	19	2.28%
/distributed-marketing/introduction	17	2.04%
igital-asset-management/disclaimer-notice	12	1.44%
arketing-operations	12	1.44%
/marketing-operations/rest-api/api-basics	12	1.44%
/marketing-operations/using-external-reporting-tools/report-distribution	12	1.44%

These are the pages that are frustrating your visitors... 😞

	76	10.41%
	73	10.00%
	64	8.77%
	38	5.21%
	24	3.29%
	18	2.47%
	10	1.37%
	9	1.23%
	9	1.23%
	9	1.23%

Search:

Search:

Questions to ask your FAQ's Previous Page Path

1. Are the FAQ questions missing from these pages?
2. Are there other questions these visitors are likely asking?

13:00 orbitmedia.com/blog/abc

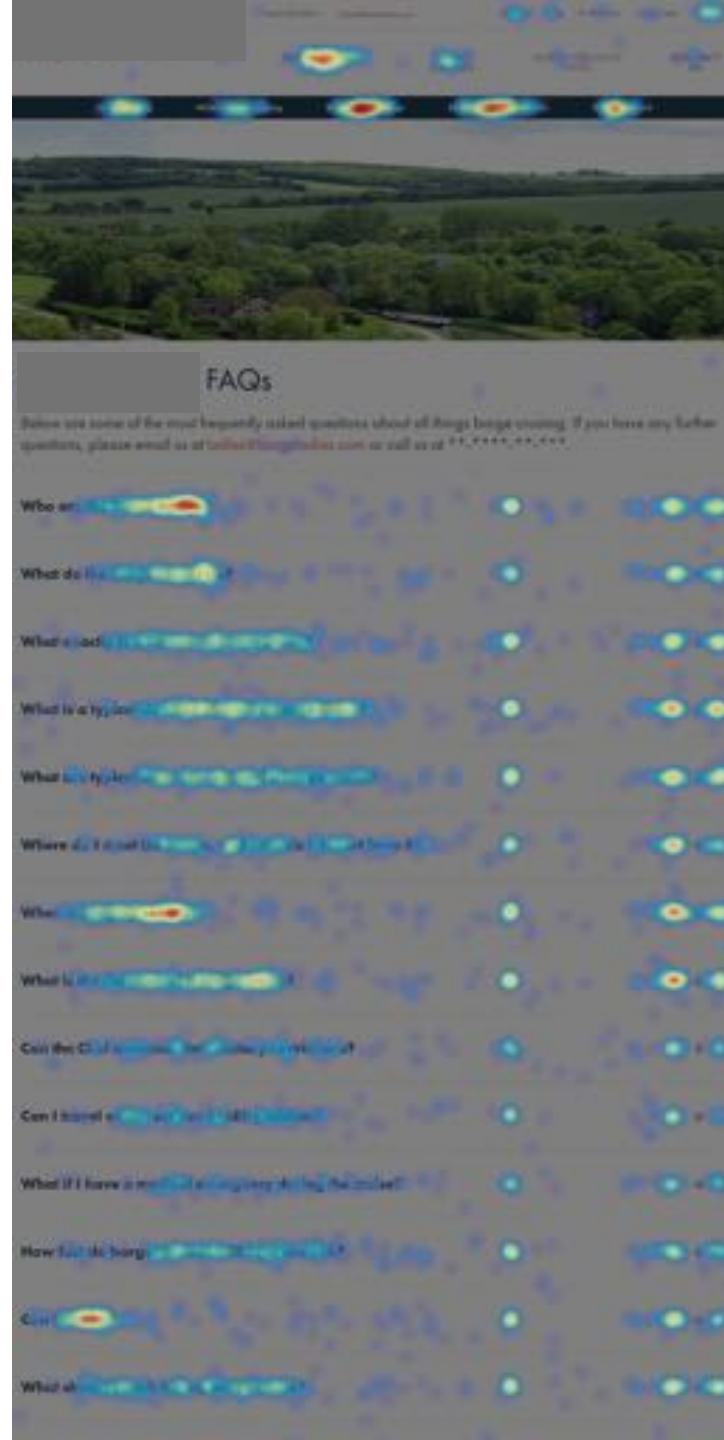
How are they using this FAQ page?



“Our FAQ page has clickable questions.”



“Our FAQ page is just a tall page of text.”



How frequently are these FAQ questions asked?

Frequently Asked Questions

SEARCH THE FAQS

Support

How can we help you? Please use our most frequently asked questions below for more information.

I forgot my email address and password.

You can reset your password by clicking the LOG IN button in the top corner of the screen. After being directed to the next screen, select the "Forgot Password" link, enter your email address and hit SEND. This will send an automatic email to your inbox with instructions to reset your password. If you don't get your user name, contact our customer service department at 1-800-828-8282 or email us at customer.service@orbitmedia.com.

What features are available if I sign up for an account?

⊕ How do I search for my Quote?

Can I order on a credit card?

⊕ What is the difference between Express Checkout and Go To Cart?

⊕ Why does my order show different shipping dates?

What items can I cut on my own?

How can I sort for items that I can cut in the catalog?

People really do ask these questions!

Frequently Asked Questions

SEARCH THE FAQS

Support

How can we help you? Please use our most frequently asked questions below for more information.

I forgot my email address and password.

You can reset your password by clicking the LOG IN button in the top corner of the screen. After being directed to the next screen, select the "Forgot Password" link, enter your email address and hit SEND. This will send an automatic email to your inbox with instructions to reset your password. If you forgot your user name, contact our customer service department at 1-800-875-8758 or via email at support@orbitmedia.com.

What features are available if I sign up for an account?

How do I search for my Quote?

Can I order on a credit card?

What is the difference between Express Checkout and Go To Cart?

Why does my order show different shipping dates?

What items can I cut on my own?

How can I sort for items that I can cut in the catalog?

No one really cares about these questions

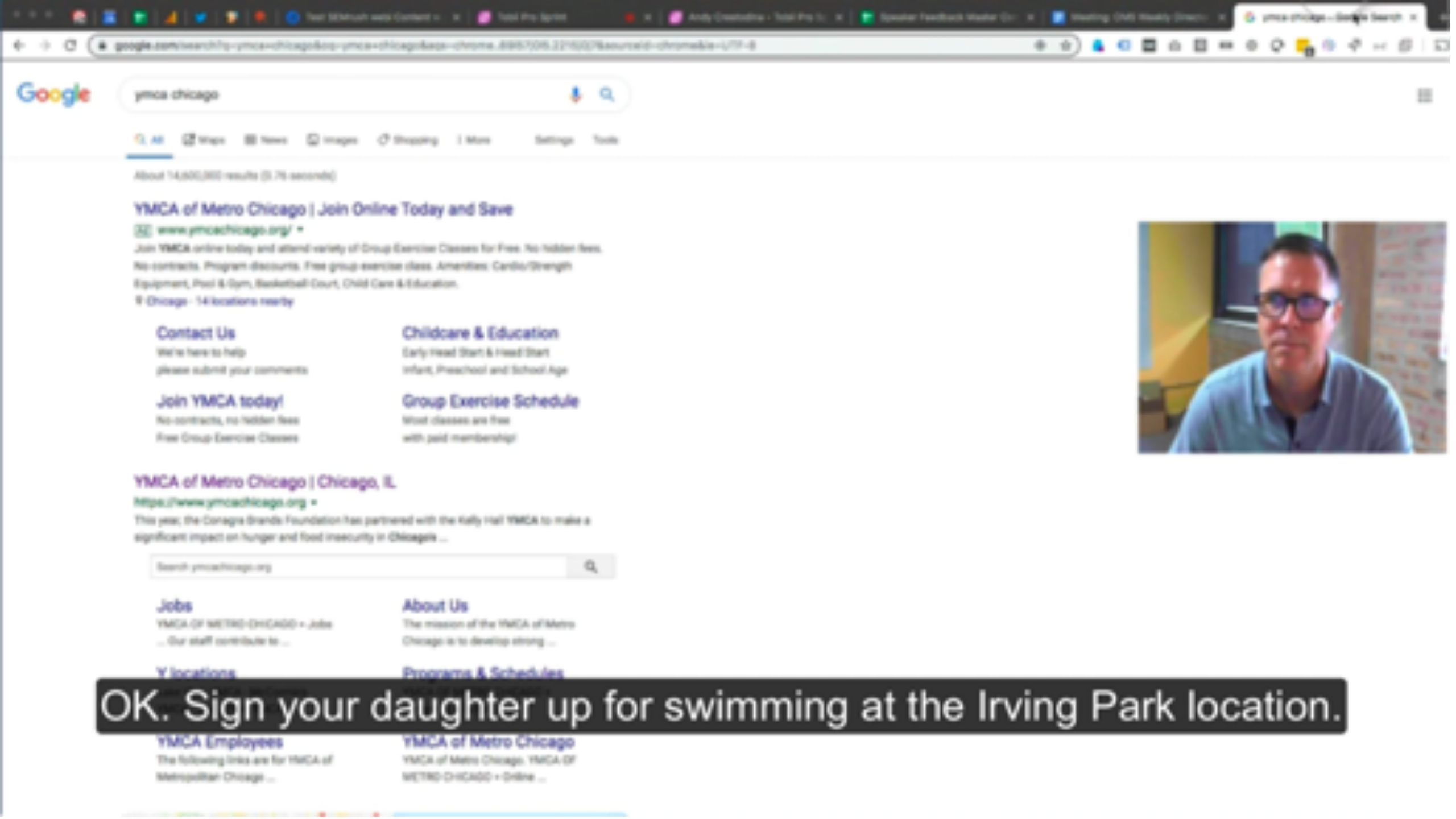
Tips from your FAQ page heatmap

1. Move the top FAQs onto relevant pages
2. Reorder the questions, putting top Qs at the top
3. Remove the FAQs that aren't really frequently asked

15:15 orbitmedia.com/blog/abc

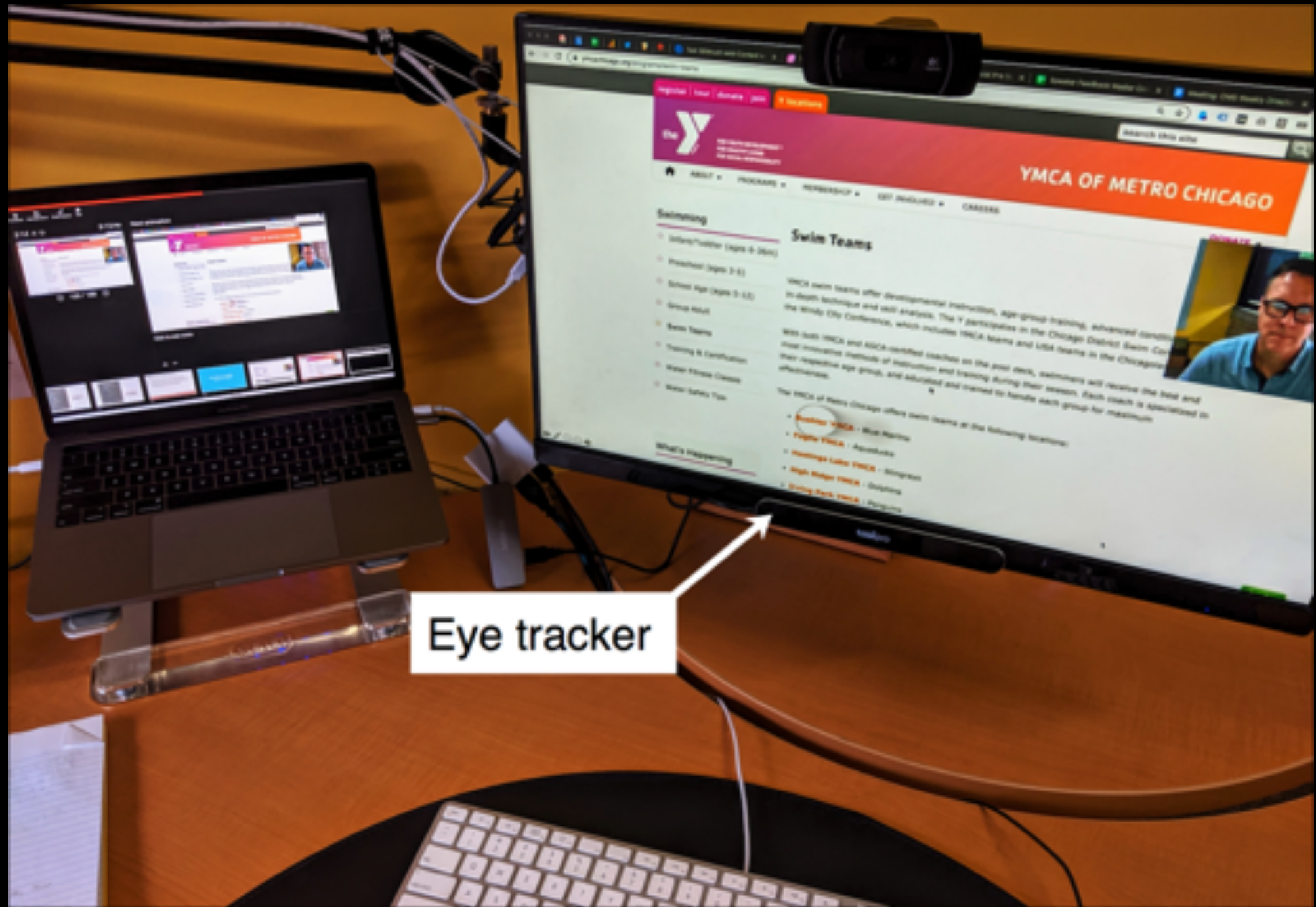
The limits of Hotjar...

Hello, eye tracking!



OK. Sign your daughter up for swimming at the Irving Park location.

	Email Link	Contact Form
Can store a backup in a database	No	Yes
Leads to a thank you page with additional content	No	Yes
Sends an auto-response email with additional content	Mostly No	Yes
Can ask specific questions	No	Yes
Can route message depending on answers	No	Yes
Can route message to multiple people	No	Yes
Works on any computer, no email software necessary	No	Yes
Increases spam	Yes	No



Eye tracker

Google Analytics	Hotjar Recordings	Eye Tracking
On-site	On-site	Anywhere
Pageviews (and events)	Pageviews Clicks Mouse movements	Pageviews Clicks Mouse movements Eye movement Video / Audio
"All visitors"	Random sample	Focus group
Free	\$89/month	\$10,000

How are those videos performing?



“I embed YouTube videos and use GTM!”



“I’m planning to do more with video...”

How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics

ANALYTICS | SEO & CONTENT MARKETING | [113 COMMENTS](#)

SHARE THIS



BY ANDY
CRESTODINA

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search-engine optimization is the slowest form of marketing I know. It really is.

But there's one big shortcut.

This post is a step-by-step guide to improving your Google rankings quickly. It's the only fast SEO tactic that I know of. If you've never done it before, there may be huge opportunities to improve your Google rankings. The key is in your Analytics.




Embedded YouTube video

Update: Since this video, Google Analytics changed the name of the "Search Engine Optimization" report. The "Queries" data is now under Acquisition > Search Console > Queries instead of "Search Engine Optimization."





SHIRT HAPPENS



**This is something very important.
So is the next slide.**



[Jump to Film](#)

[Jump to Our Location](#)

[Jump to Reviews](#)

←

Tag Manager


All accounts > Orbit Media

www.orbitmedia.com

⋮

?

⋮



Workspace

Versions

Admin

GTM-KK4SZJ

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

🔍

Search

📁

Overview

🏷️

Tags

⚙️

Triggers

📊

Variables

📁

Folders

📄

Templates

Built-In Variables ⓘ

🔍

Configure

Name ↑	Type
Click Classes	
Click Element	
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable
Form ID	Data Layer Variable
Form Text	Data Layer Variable

Let's add some new built-in variables

Turn all of these on...

Videos

- ☒ Video Provider
- ☒ Video Status
- ☒ Video URL
- ☒ Video Title
- ☒ Video Duration
- ☒ Video Current Time
- ☒ Video Percent
- ☒ Video Visible

Scrolling

- ☐ Scroll Depth Threshold
- ☐ Scroll Depth Units
- ☐ Scroll Direction

Visibility

←

Tag Manager


All accounts > Orbit Media

www.orbitmedia.com

⋮

?

⋮



Workspace

Versions

Admin

GTM-KK4SZJ

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

🔍 Search

📁 Overview

📁 Tags

🔗 Triggers

📁 Variables

📁 Folders

📁 Templates

Triggers

🔍

New

Name ↑	Event Type	Filter	Folder	Tags	Last Edited
All DOM Ready Events	DOM Read				2 years ago
Call Click Trigger	Just Links				a year ago
Cookie Consent - Marketing	Custom Event		Unfiled items	1	a year ago
Cookie Consent - Preferences	Custom Event		Unfiled items	0	a year ago
Cookie Consent - Statistics	Custom Event		Unfiled items	3	a year ago
Custom Event	Custom Event		Unfiled items	0	2 years ago
GA - Event - Track all links trigger	Just Links	Page URL matches RegEx orbi... Click URL contains /portfolio/	Unfiled items	0	3 years ago
Link - Any Link Click	Just Links	Cookiebot.consent.statistics c...	Unfiled items	1	a year ago
Offsite Link Click	Just Links	Click URL does not contain orb... Cookiebot.consent.statistics c...	Google Analytics	1	a year ago

Next let's make the trigger



YouTube Video



Save



Trigger Configuration

Give it a meaningful name



Choose a trigger type to begin setup...

[Learn More](#)

Trigger Configuration

Choose a trigger

Learn



User Engagement



Element Visibility



Form Submission



Scroll Depth



YouTube Video

Other



Custom Event



History Change



JavaScript Error



Timer



Trigger Group



Search



YouTube Video



Save



Capture

- ☒ Start
- ☒ Complete
- ☒ Pause, Seeking, and Buffering
- ☒ Progress ⓘ

☒ Percentages

25, 50, 75, 100



percent

☐ Time Thresholds

Advanced

- ☒ Add JavaScript API support to all YouTube videos ⓘ

Enable this trigger on: ⓘ

DOM Ready (gtm.dom)



This trigger fires on

☒ All Videos ☐ Some Videos

Check all the boxes

Set to percentages
or time thresholds

References to this Trigger



Search



YouTube Video



Save

Capture

- ☒ Start
- ☒ Complete
- ☒ Pause, Seeking, and Buffering
- ☒ Progress ⓘ

☒ Percentages

25, 50, 75, 100



percent

☐ Time Thresholds

Advanced

- ☒ Add JavaScript API support to all YouTube videos ⓘ

Enable this trigger on: ⓘ

DOM Ready (gtm.dom)



This trigger fires on

☒ All Videos ☐ Some Videos

References to this Trigger

Save your new trigger...

←

Tag Manager


All accounts > Orbit Media

www.orbitmedia.com

⌵

?

⋮



Workspace

Versions

Admin

GTM-KX4SZJ

Workspace Changes: 0

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

Name ↑

Type


Firing Triggers

Folder

Last Edited

Cookie Consent


Custom HTML

 All Page

ear ago

Facebook Tracking Pixel


Custom HTML

 Cookie C

ear ago

GA - Event - Call Click

Google Analytics: Universal Analytics


 Call Click Trigger

Unfiled Items

a year ago

GA - Event - Offsite Link

Google Analytics: Universal Analytics


 Offsite Link Click

Google Analytics

a year ago

GA - Event - Track All Link Clicks

Google Analytics: Universal Analytics


 Link - Any Link Click

Unfiled Items

a year ago

GA - Event - YouTube

Google Analytics: Universal Analytics


 YouTube Video

Unfiled Items

10 days ago

GA - Universal Analytics

Google Analytics: Universal Analytics


 Cookie Consent - Statistics

Google Analytics

a year ago

SCHEMA - Services - Service Orphan Pages

Custom HTML

 SCHEMA - Services Orphans Check

Unfiled Items

a year ago

New

Make a new tag!

Tag Configuration

Give it a meaningful name



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)



Tag Configuration

Choose a tag type

[Learn](#)

Triggering

Choose a trigger type

[Learn](#)



Featured



Google Analytics: Universal Analytics
Google Marketing Platform



Google Analytics: App + Web Configuration
Google Marketing Platform

BETA



Google Analytics: App + Web Event
Google Marketing Platform

BETA



Google Ads Conversion Tracking
Google Ads



Google Ads Remarketing
Google Ads



Floodlight Counter
Google Marketing Platform



Floodlight Sales
Google Marketing Platform



Conversion Linker
Google



Google Optimize
Google Marketing Platform



Google Surveys Website Satisfaction

Track Type

Event

Event Tracking Parameters

Category

Video view

Category: "Video view"

Action

{{Video Title}}

Action, Label and Value:
Use the built-in variables

Label

{{Video Status}}

Value

{{Video Percent}}

Non-Interaction Hit

True

Don't mess up your bounce rate!

Google Analytics Settings ⓘ

Select Settings Variable...

Video view

Action

{{Video Title}}

Label

{{Video Status}}

Value

{{Video Percent}}

Non-Interaction Hit

True

Google Analytics Settings ⓘ

Pull a trigger!

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

	Name	Type	Folder ↑	Filter	
	All DOM Ready Events	DOM Ready	Unfiled items	--	
	All Pages	Page View	--	--	
	Call Click Trigger	Just Links	Unfiled items	Click URL contains tel	
	Cookie Consent - Marketing	Custom Event	Unfiled items	--	
	Cookie Consent - Preferences	Custom Event	Unfiled items	--	
	Cookie Consent - Statistics	Custom Event	Unfiled items	--	
	Custom Event	Custom Event	Unfiled items	--	
	GA - Event - Track all links trigger	Just Links	Unfiled items	Page URL matches RegEx orbitmedia.co... Click URL contains /portfolio/	
	Link - Any Link Click	Just Links	Unfiled items	Cookiebot.consent.statistics contains true	
	Page View - non-blog		Unfiled items	Page URL does not contain blog	
	SCHEMA - Services Orphans C		Unfiled items	Service Page check equals true	
	SCHEMA - Services Parent	Page View	Unfiled items	Page URL contains /services/	
	YouTube Video	YouTube Video	Unfiled items	--	
	Offsite Link Click	Just Links	Google Analytics	Click URL does not contain orbitmedia.co... Cookiebot.consent.statistics contains true	

There it is!

Category

Video view

Action

{{Video Title}}

Label

{{Video Status}}


Value

{{Video Percent}}

Non-Interaction Hit

True

Google Analytics Settings ⓘ

Save your new tag...

Triggering

Firing Triggers

YouTube Video
YouTube Video[Add Exception](#)

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

Name ↑

Type

...and submit your container



New

Last Edited

Cookie Consent

Custom HTML

All Pages

Unfiled items

a year ago

Facebook Tracking Pixel

Custom HTML

Cookie Consent - Statistics

Unfiled items

a year ago

GA - Event - Call Click

Google Analytics:
Universal Analytics

Call Click Trigger

Unfiled items

a year ago

GA - Event - Offsite Link

Google Analytics:
Universal Analytics

Offsite Link Click

Google Analytics

a year ago

GA - Event - Track All Link Clicks

Google Analytics:
Universal Analytics

Link - Any Link Click

Unfiled items

a year ago

GA - Event - YouTube

Google Analytics:
Universal Analytics

YouTube Video

Unfiled items

10 days ago

GA - Universal Analytics

Google Analytics:
Universal Analytics

Cookie Consent - Statistics

Google Analytics

a year ago

SCHEMA - Services - Service Orphan
Pages

Custom HTML

SCHEMA - Services Orphans
Check

Unfiled items

a year ago

SCHEMA - Services - Service Parent
Pages

Custom HTML

SCHEMA - Services Parent

Unfiled items

a year ago

How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics

ANALYTICS | SEO & CONTENT MARKETING | [133 COMMENTS](#)

SHARE THIS      



BY ANDY
CRESTODINA

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search engine optimization is the slowest form of marketing I know. It really is.

But there's one big shortcut.

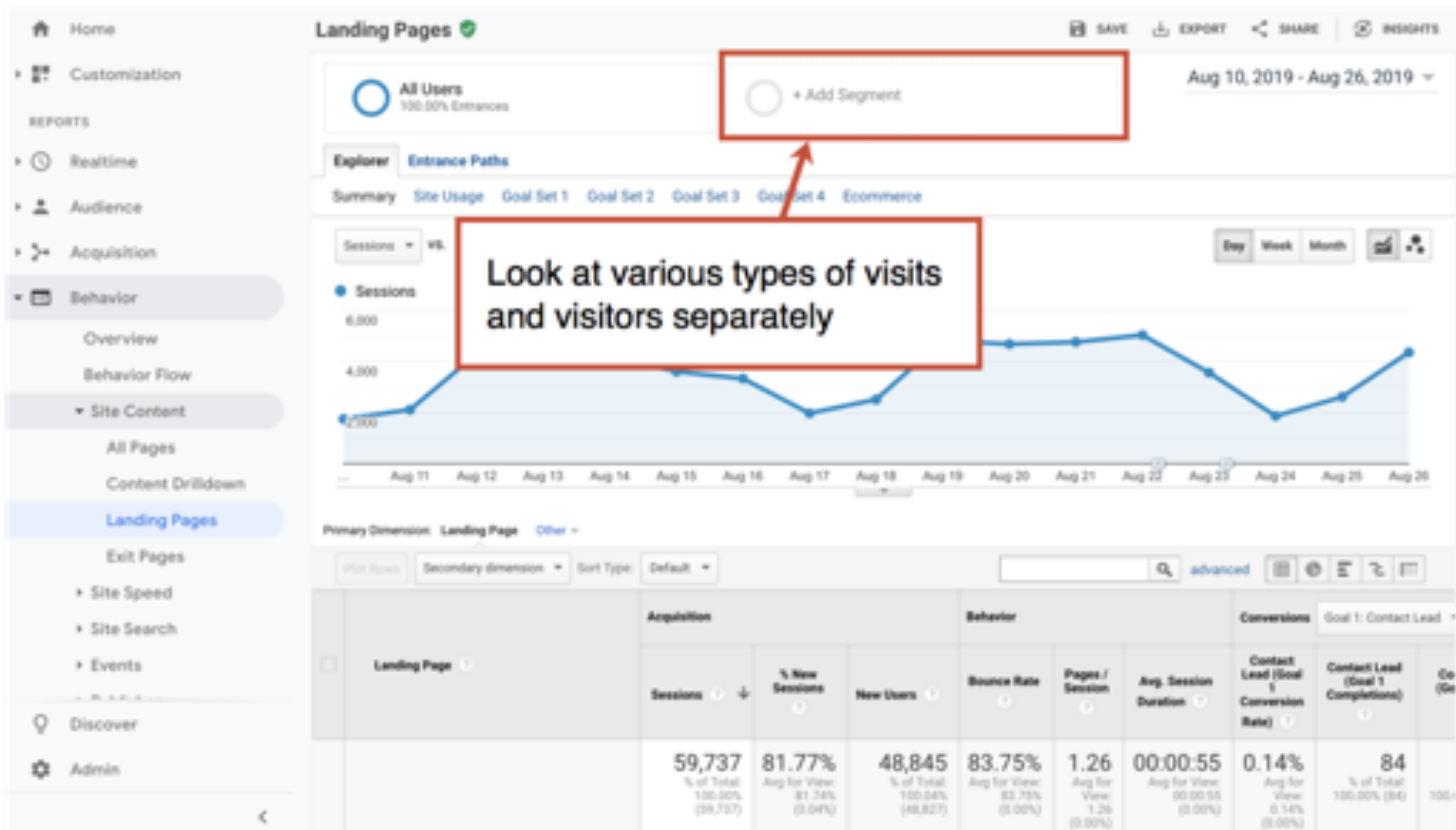
This post is a step-by-step guide to improving your Google rankings quickly. It's the only fast SEO tactic that I know of. If you've never done it before, there may be huge opportunities to improve your Google rankings. The key is in your Analytics.



Update: Since this video, Google Analytics changed the name of the "Search Engine Optimization" report. The "Queries" data is now under Acquisition > Search Console > Queries instead of "Search Engine Optimization."

Now we'll know when people play this!

Let's make a segment
of video viewers



Aug 10, 2019 - Aug 26, 2019

All Users

Choose segment from list

+ NEW SEGMENT

Import from gallery

Share segments

View



Search segments

VIEW SEGMENTS

All

System

Custom

Shared

Starred

Selected

Segment Name

Created

Modified

All Users

Mar 14, 2018

Mar 14, 2018

Actions



Create a new segment

Actions



Blog Readers

Jan 5, 2019

Jan 5, 2019

Actions



Blog Readers

Apr 24, 2018

Apr 24, 2018

Actions



Bounced Sessions

Actions



Converters

Actions



Direct Traffic

Actions



Email Visitors

May 16, 2018

May 16, 2018

Actions



Events

Sep 13, 2018

Sep 13, 2018

Actions

Apply

Cancel



All Users
100.00% Entrances



+ Add Segment

Aug 10, 2019 - Aug 26, 2019

Segment Name

Save

Cancel

Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions

Filter Sessions Include

Ad Content

contains

OR AND

Summary

100.00%
of users

Users

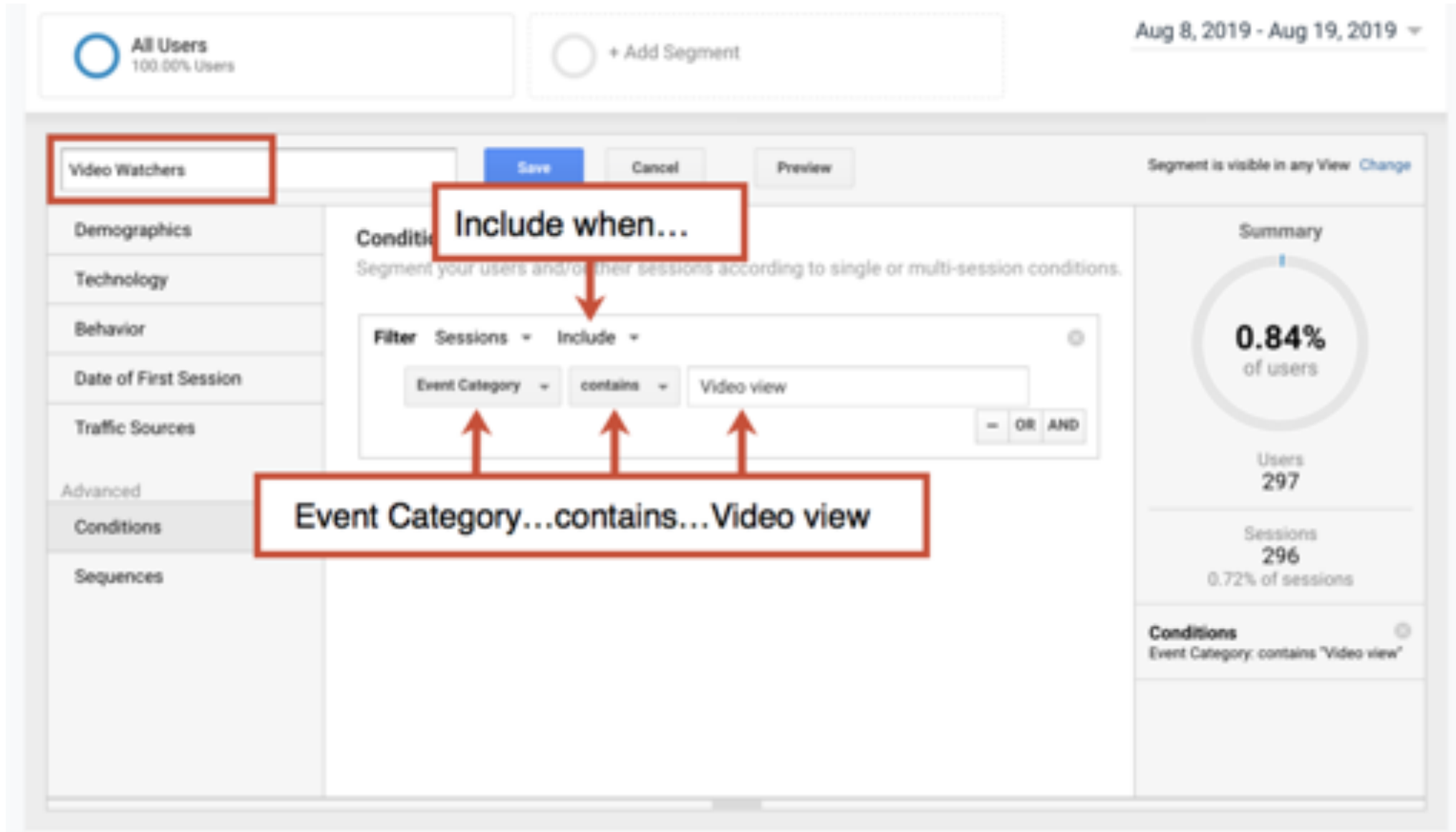
Sessions

100.00% of sessions

No Filters

The only kind of
segments I make!

Now let's make segments for video watchers and non-watchers



The screenshot shows the Google Analytics segment creation interface. At the top, there's a header with 'All Users 100.00% Users' and a '+ Add Segment' button. The date range is 'Aug 8, 2019 - Aug 19, 2019'. The segment name 'Video Watchers' is highlighted with a red box. Below the name, there are buttons for 'Save', 'Cancel', and 'Preview'. The left sidebar lists various categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions (selected), and Sequences. The main area is titled 'Include when...' and contains a condition builder. The condition is 'Event Category...contains...Video view'. The right sidebar shows a summary: '0.84% of users', 'Users 297', 'Sessions 296', and '0.72% of sessions'. The conditions list shows 'Event Category: contains "Video view"'. A red box highlights the condition text 'Event Category...contains...Video view' with arrows pointing to the individual components in the builder.

Video Watchers

Save Cancel Preview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Include when...

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Event Category contains Video view

OR AND

Event Category...contains...Video view

Summary

0.84% of users

Users 297

Sessions 296 0.72% of sessions

Conditions

Event Category: contains "Video view"

Now let's make segments for video watchers and non-watchers

The screenshot displays the Google Analytics segment creation interface. At the top, the current segment is 'All Users' (100.00% Users). A date range of 'Aug 8, 2019 - Aug 19, 2019' is selected. The new segment is named 'Video No-Watchers'. The 'Conditions' tab is active, showing a condition: 'Event Category...contains...Video view'. This condition is set to 'Exclude' sessions. A summary on the right shows that 99.45% of users (35,127 users, 40,961 sessions) are included in the segment. The 'Conditions' list shows 'Event Category: contains "Video view"'. Red boxes and arrows highlight the 'Exclude when...' text and the condition itself.

Video No-Watchers

Save Cancel Preview

Segment is visible in any View [Change](#)

Exclude when...

Condition

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Exclude

Event Category contains Video view

OR AND

Event Category...contains...Video view

Summary

99.45% of users

Users 35,127

Sessions 40,961 99.28% of sessions

Conditions

Event Category: contains "Video view"

Video No-Watchers
4.74% Entrances

Video Watchers
0.50% Entrances



Explorer Entrance Paths

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions YR. Select a metric

Day

Week

Month



Sessions (Video No-Watchers) Sessions (Video Watchers)



Primary Dimension: Landing Page Source Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

	Landing Page	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Lead (Goal 1 Conversion Rate)	Contact Lead (Goal 1 Completions)	Contact Lead (Goal 1 Value)
	Video No-Watchers	12,433 % of Total: 4.73% (262,902)	82.71% Avg for View: 82.28% (8.52%)	10,283 % of Total: 4.75% (216,311)	86.84% Avg for View: 83.66% (3.80%)	1.12 Avg for View: 1.26 (11.08%)	00:00:47 Avg for View: 00:00:55 (13.74%)	0.07% Avg for View: 0.13% (-64.35%)	9 % of Total: 2.63% (342)	\$9.00 % of Total: 2.63% (\$342.00)
	Video Watchers	1,316 % of Total: 0.50% (262,902)	90.05% Avg for View: 82.28% (9.44%)	1,185 % of Total: 0.55% (216,311)	71.05% Avg for View: 83.66% (-15.08%)	1.35 Avg for View: 1.26 (6.77%)	00:02:41 Avg for View: 00:00:55 (194.30%)	0.15% Avg for View: 0.13% (16.83%)	2 % of Total: 0.58% (342)	\$2.00 % of Total: 0.58% (\$342.00)

10% of visitors watch

Landing Page 	Acquisition						Conversions 	
	Sessions  	% New Sessions 	New Users 	Bounce Rate 	Pages / Session 	Avg. Session Duration 	Goal Conversion Rate 	Goal Completions 
Video No-Watchers	12,433 % of Total: 4.73% (262,962)	82.71% Avg for View: 82.28% (-0.52%)	10,283 % of Total: 4.75% (216,311)	86.84% Avg for View: 83.66% (-3.80%)	1.12 Avg for View: 1.26 (-11.08%)	00:00:47 Avg for View: 00:00:55 (-13.74%)	0.25% Avg for View: 0.53% (-53.11%)	31 % of Total: 2.22% (1,398)
Video Watchers	1,316 % of Total: 0.50% (262,962)	90.05% Avg for View: 82.28% (9.44%)	1,185 % of Total: 0.55% (216,311)	71.05% Avg for View: 83.66% (-15.08%)	1.35 Avg for View: 1.26 (8.77%)	00:02:41 Avg for View: 00:00:55 (194.30%)	0.91% Avg for View: 0.53% (71.48%)	12 % of Total: 0.86% (1,398)

Landing Page ▾	Acquisition			Behavior				+
	Sessions ▾ ↕	% New Sessions ▾	New Users ▾	Bounce Rate ▾	Pages / Session ▾	Avg. Session Duration ▾	Goal Conversion Rate ▾	
Video No-Watchers	12,433 % of Total: 4.73% (262,962)	82.71% Avg for View: 82.28% (-0.52%)	10,283 % of Total: 4.75% (216,311)	86.84% Avg for View: 83.66% (-3.80%)	1.12 Avg for View: 1.26 (+11.58%)	00:00:47 Avg for View: 00:00:55 (+13.74%)	0.25% Avg for View: 0.53% (+53.11%)	31 % of Total: 2.22% (1,298)
Video Watchers	1,316 % of Total: 0.50% (262,962)	90.05% Avg for View: 82.28% (+9.44%)	1,185 % of Total: 0.55% (216,311)	71.05% Avg for View: 83.66% (+15.08%)	1.35 Avg for View: 1.26 (+6.77%)	00:02:41 Avg for View: 00:00:55 (+194.30%)	0.91% Avg for View: 0.53% (+71.48%)	12 % of Total: 0.86% (1,298)

Watchers are 20% less likely to bounce



Watchers spend 3.5x
more time on page

Landing Page 	Acquisition						Conversions  All Goals	
	Sessions  	% New Sessions 	New Users 	Bounce Rate 	Pages / Session 	Avg. Session Duration 	Goal Conversion Rate 	Goal Completions 
Video No-Watchers	12,433 <small>% of Total: 4.73% (262,962)</small>	82.71% <small>Avg for View: 82.28% (-0.52%)</small>	10,283 <small>% of Total: 4.75% (216,311)</small>	86.84% <small>Avg for View: 83.66% (-3.80%)</small>	1.12 <small>Avg for View: 1.26 (+11.68%)</small>	00:00:47 <small>Avg for View: 00:00:55 (+13.74%)</small>	0.25% <small>Avg for View: 0.53% (+53.11%)</small>	31 <small>% of Total: 2.22% (1,298)</small>
Video Watchers	1,316 <small>% of Total: 0.50% (262,962)</small>	90.05% <small>Avg for View: 82.28% (+7.44%)</small>	1,185 <small>% of Total: 0.55% (216,311)</small>	71.05% <small>Avg for View: 83.66% (-15.08%)</small>	1.35 <small>Avg for View: 1.26 (+6.77%)</small>	00:02:41 <small>Avg for View: 00:00:55 (+194.30%)</small>	0.91% <small>Avg for View: 0.53% (+71.48%)</small>	12 <small>% of Total: 0.86% (1,298)</small>

Watchers are 350% more likely to convert

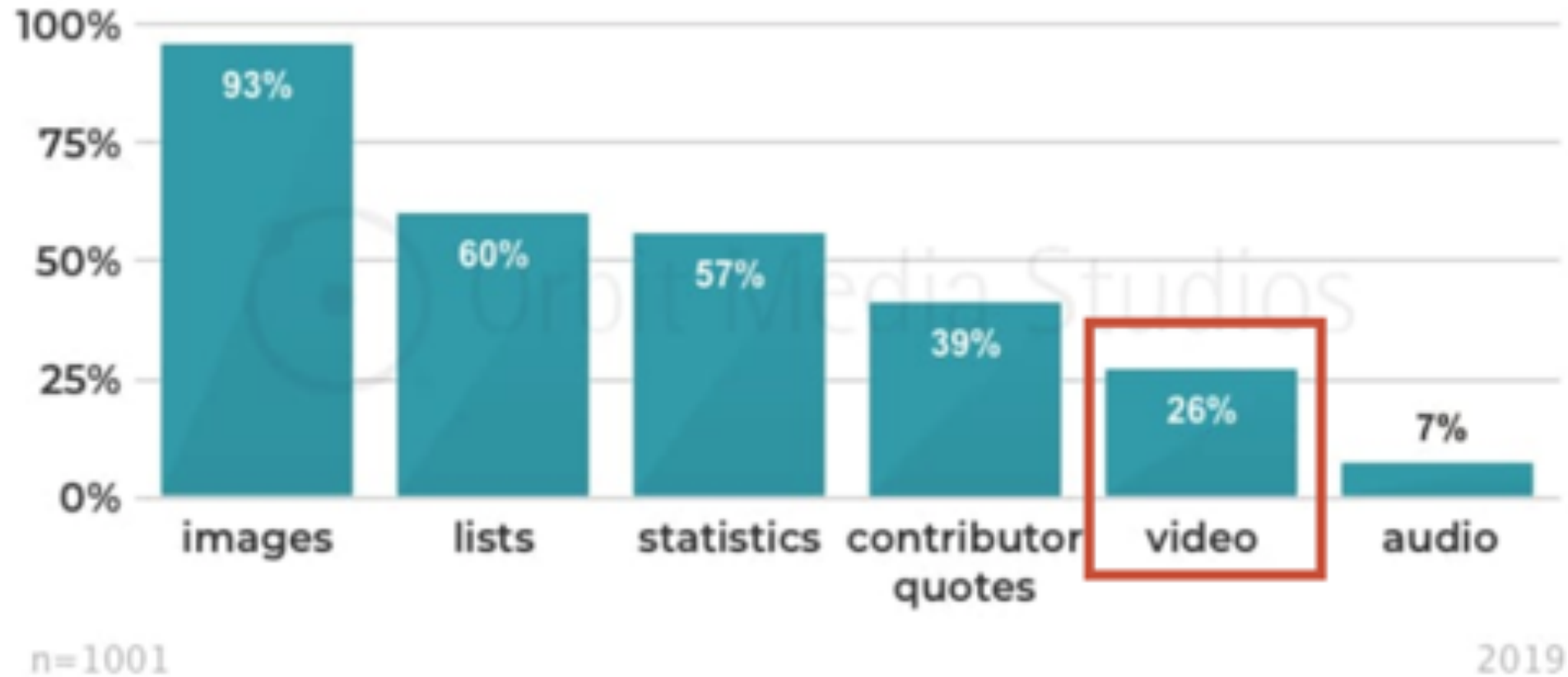
Landing Page	Acquisition						Conversions	All Goals
	Sessions	% New Sessions	New Users	Bounce Rate	Avg. Session Duration	Engagement Rate	Goal Conversion Rate	Goal Completions
Video No-Watchers	12,433 % of Total: 4.73% (262,962)	82.71% Avg for View: 82.28% (-0.52%)	10,283 % of Total: 4.75% (216,311)	86.84% Avg for View: 83.66% (-3.80%)	1.12 Avg for View: 1.26 (-11.88%)	00:00:47 Avg for View: 00:00:55 (-13.74%)	0.25% Avg for View: 0.53% (-53.11%)	31 % of Total: 2.22% (1,398)
Video Watchers	1,316 % of Total: 0.50% (262,962)	90.05% Avg for View: 82.28% (9.44%)	1,185 % of Total: 0.55% (216,311)	71.05% Avg for View: 83.66% (-15.08%)	1.35 Avg for View: 1.26 (8.77%)	00:02:41 Avg for View: 00:00:55 (194.30%)	0.91% Avg for View: 0.53% (71.48%)	12 % of Total: 0.86% (1,398)

Bloggers who report “strong results” by content format



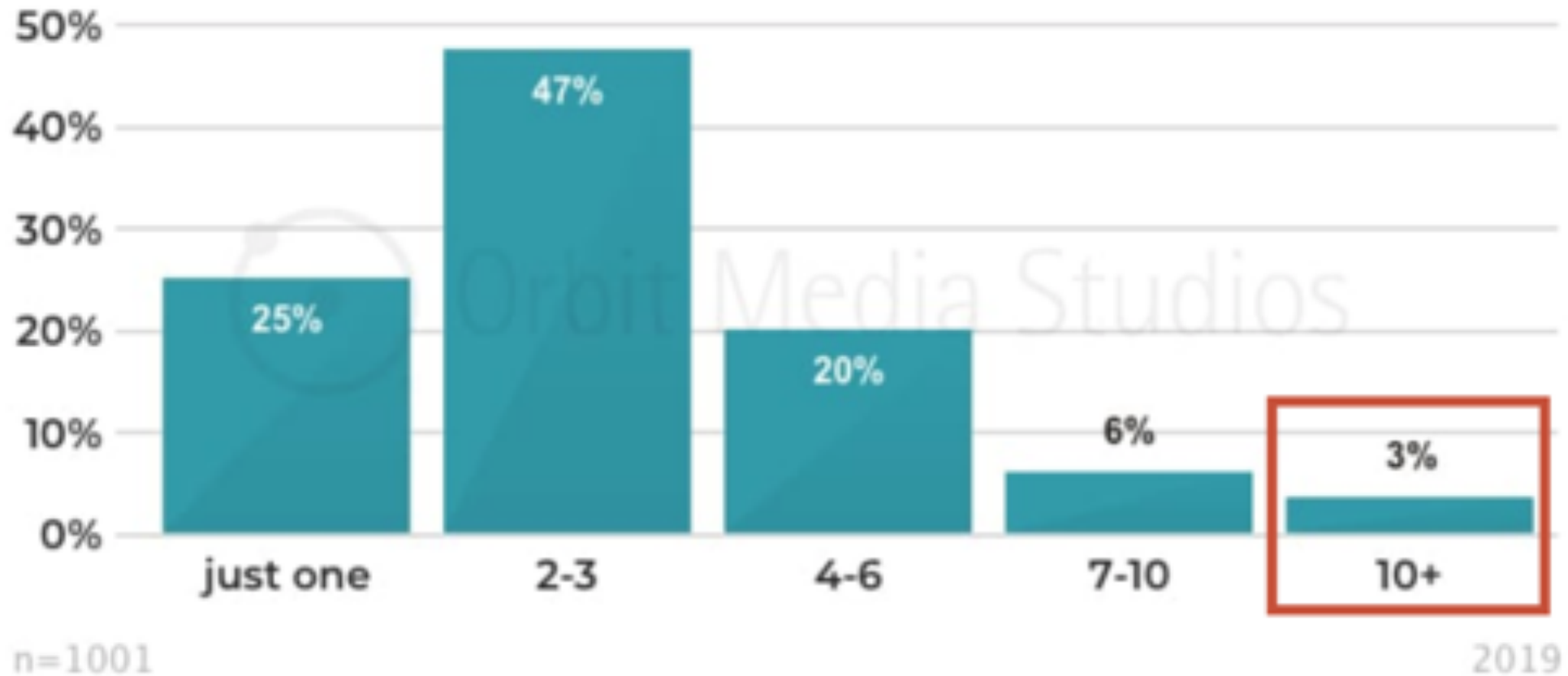
source: [2019 Blogging Survey](#)

The typical blog post includes the following elements



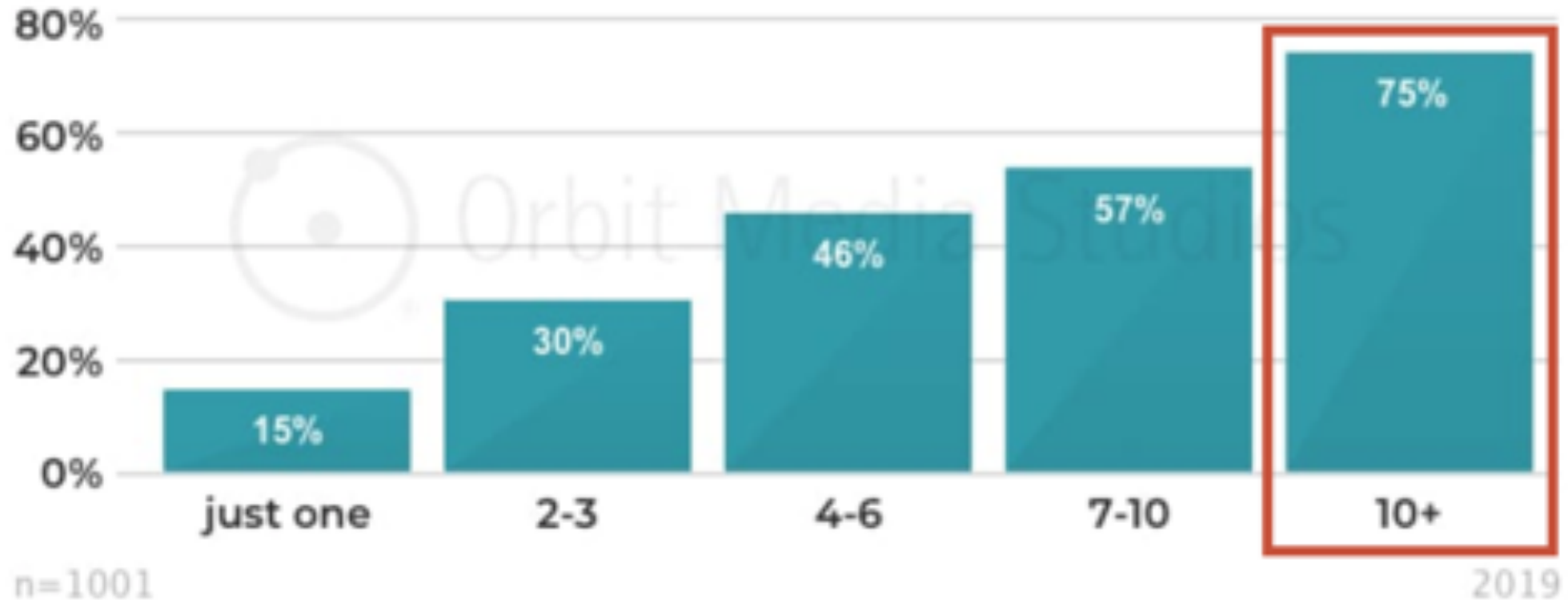
source: [2019 Blogging Survey](#)

How many images do you include in a typical post?



source: [2019 Blogging Survey](#)

Bloggers who report “strong results” based on the number of images in a typical post



source: 2019 Blogging Survey

5 Questions to ask your video play event reports

1. Where do videos perform best? On-site or YouTube?
2. Could other high-bounce/low time-on-page pages use videos?
3. Could we improve the play-rate? (better thumbs)

19:45 orbitmedia.com/blog/abc

Great video thumbnails have two things...

Human face



Great video thumbnails have two things...



- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming

FILTER



How to Get Higher Google Rankings in 2019 [New Checklist]

Brian Dean · 346K views · 1 year ago

Want higher Google rankings in 2019? Then make sure to check out this new case study. In today's video you'll see how my SEO ...

CC



How to Rank for a Keyword in Google (Even the Tough Ones!)

The Deep End · 19K views · 8 months ago

Ranking for profitable keywords will help your business grow. But how can it be done? In this video I'll show you my exact method ...



SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2019

Neil Patel · 1.2M views · 1 year ago

SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2019 Are you new to SEO and want to rank #1 on google this ...

CC



How to Improve Your Google Rankings Fast: 9 Steps to Rank Higher Using Analytics

Orbit Media Studios · 285K views · 4 years ago

SEO is slow. It can take years to build up the authority of a domain and the rankings of pages. Search engine optimization is the ...



Video SEO - How to Rank #1 in YouTube (Fast!)

Brian Dean · 836K views · 2 years ago

This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos ...

CC

Which articles inspire visitors to subscribe?

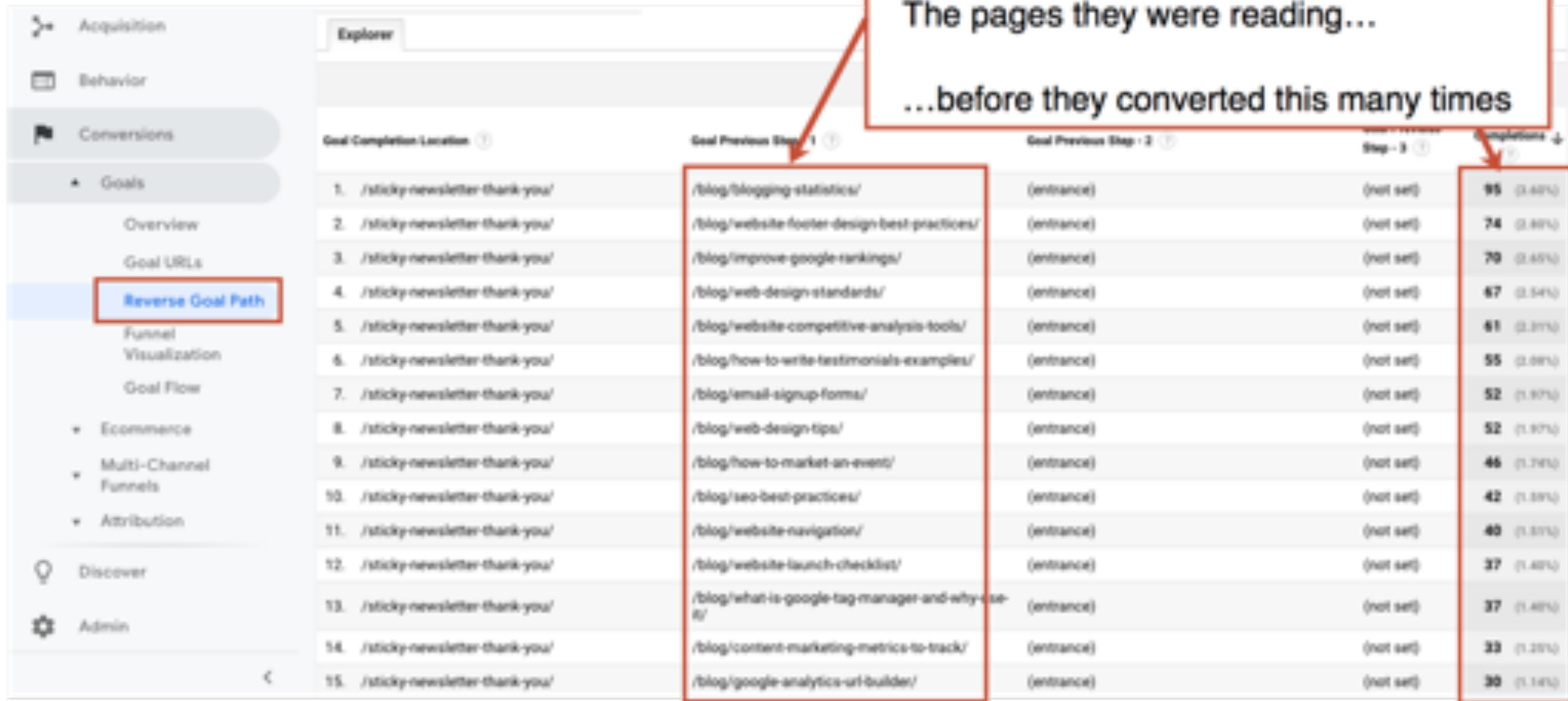


“We have content and email sign up CTAs.”



“We don’t have a blog or newsletter.”

Conversions > Goals > Reverse Goal Path



The pages they were reading...
...before they converted this many times

Goal Completion Location	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3	Completions
1. /sticky-newsletter-thank-you/	/blog/blogging-statistics/	(entrance)	(not set)	95 (3.40%)
2. /sticky-newsletter-thank-you/	/blog/website-footer-design-best-practices/	(entrance)	(not set)	74 (2.80%)
3. /sticky-newsletter-thank-you/	/blog/improve-google-rankings/	(entrance)	(not set)	70 (2.65%)
4. /sticky-newsletter-thank-you/	/blog/web-design-standards/	(entrance)	(not set)	67 (2.54%)
5. /sticky-newsletter-thank-you/	/blog/website-competitive-analysis-tools/	(entrance)	(not set)	61 (2.31%)
6. /sticky-newsletter-thank-you/	/blog/how-to-write-testimonials-examples/	(entrance)	(not set)	55 (2.08%)
7. /sticky-newsletter-thank-you/	/blog/email-signup-forms/	(entrance)	(not set)	52 (1.97%)
8. /sticky-newsletter-thank-you/	/blog/web-design-tips/	(entrance)	(not set)	52 (1.97%)
9. /sticky-newsletter-thank-you/	/blog/how-to-market-an-event/	(entrance)	(not set)	46 (1.74%)
10. /sticky-newsletter-thank-you/	/blog/seo-best-practices/	(entrance)	(not set)	42 (1.59%)
11. /sticky-newsletter-thank-you/	/blog/website-navigation/	(entrance)	(not set)	40 (1.53%)
12. /sticky-newsletter-thank-you/	/blog/website-launch-checklist/	(entrance)	(not set)	37 (1.40%)
13. /sticky-newsletter-thank-you/	/blog/what-is-google-tag-manager-and-why-use-it/	(entrance)	(not set)	37 (1.40%)
14. /sticky-newsletter-thank-you/	/blog/content-marketing-metrics-to-track/	(entrance)	(not set)	33 (1.26%)
15. /sticky-newsletter-thank-you/	/blog/google-analytics-utl-builder/	(entrance)	(not set)	30 (1.14%)

Behavior > Site Content > All Pages

Acquisition		Plot Rows	Secondary dimension	Sort Type: Default	advanced				
Behavior		Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
Overview			590,962	541,910	00:03:26	465,490	83.41%	78.77%	\$0.01
Behavior Flow			% of Total: 100.00% (590,962)	% of Total: 100.00% (541,910)	Avg for View: 00:03:26 (0.00%)	% of Total: 100.00% (465,490)	Avg for View: 83.41% (0.00%)	Avg for View: 78.77% (0.00%)	% of Total: 100.00% (\$0.01)
Site Content		1. /blog/how-to-write-testimonials-examples/	48,653 (8.22%)	46,003 (8.49%)	00:06:00				
Content Drilldown		2. /blog/website-footer-design-best-practices/	38,742 (6.56%)	36,267 (6.69%)	00:05:30				
Landing Pages		3. /blog/what-is-google-tag-manager-and-why-use-it/	37,009 (6.26%)	35,465 (6.54%)	00:10:00				
Exit Pages		4. /blog/improve-google-rankings/	30,532 (5.17%)	28,867 (5.33%)	00:06:40				
Site Speed		5. /blog/perfect-profile-pictures-9-tips-plus-some-research/	25,176 (4.26%)	23,893 (4.41%)	00:07:15	23,856 (5.12%)	90.39%	94.47%	+\$0.01 (2.76%)
Site Search		6. /	22,019 (3.72%)	19,043 (3.51%)	00:01:49	16,323 (3.51%)	49.23%	48.77%	\$0.03 (206.83%)
Events		7. /blog/website-navigation/	17,474 (2.96%)	16,018 (2.96%)	00:05:44	15,652 (3.36%)	84.54%	86.53%	+\$0.01 (17.07%)
Publisher		8. /blog/seo-best-practices/	16,688 (2.82%)	15,174 (2.80%)	00:04:21	14,590 (3.13%)	79.36%	81.35%	+\$0.01 (27.27%)
Experiments		9. /blog/media-pitch-examples/	16,477 (2.79%)	15,441 (2.85%)	00:08:36	15,416 (3.31%)	90.28%	93.45%	+\$0.01 (7.49%)
Conversions		10. /blog/	12,011 (2.03%)	9,050 (1.67%)	00:01:15	4,790 (1.03%)	47.05%	32.44%	\$0.05 (422.43%)
Discover		11. /blog/google-analytics-utm-builder/	11,749 (1.99%)	10,976 (2.00%)	00:02:14	10,341 (2.22%)	66.84%	67.73%	+\$0.01 (27.08%)
Admin		12. /blog/how-to-market-an-event/	9,929 (1.68%)	9,328 (1.72%)	00:07:42	9,296 (2.00%)	89.72%	92.18%	+\$0.01 (8.85%)

The unique pageviews to each of those pages

	A	B	C	D	E
1	Page	Pageviews	Newsletter Subs	Conversion Rate	
2	/blog/email-signup-forms/	4,098	39	0.95%	
3	/blog/free-seo-advice/	3,367	27	0.80%	
4	/blog/blogger-trends/	6,434	49	0.76%	
5	/blog/how-to-start-a-blog/	2,400	18	0.75%	
6	/blog/great-writing-higher-search-rankings/	2,354	14	0.59%	
7	/blog/web-content-checklist-17-ways-to-publish-better-c	2,818	13	0.46%	
8	/blog/questions-to-ask-your-homepage/	4,157	19	0.46%	
9	/blog/how-to-research-keywords-tips/	5,190	21	0.40%	
10	/blog/social-media-seo/	4,065	15	0.37%	
11	/blog/lead-generation-website-practices/				
12	/blog/remove-from-your-site/				
13	/blog/writing-headlines/				
14	/blog/increase-conversion-rate/				
15	/blog/email-into-high-ranking-articles/				
16	/blog/neuromarketing-web-design/				
17	/blog/how-to-setup-google-analytics/				
18	/blog/seo-best-practices/	18,697	52	0.28%	
19	/blog/what-to-blog-about/	8,707	24	0.28%	
20	/blog/content-promotion-strategy/	3,318	9	0.27%	
21	/blog/ways-to-improve-your-website/	14,681	37	0.25%	
22	/blog/content-marketing-mission-statement/	3,621	9	0.25%	
23	/blog/increase-website-traffic/	7,667	19	0.25%	

Move everything into a spreadsheet
and manually do the calculation...





Untitled spreadsheet

File Edit View Insert Format Data Tools Add-ons Help

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Do more with Sheets

Looking for even more
Sheets features? Get a few
add-ons.

Document add-ons

Get add-ons...

Manage add-ons...

Add-ons

All —

Search add-ons

flubaroo

Flubareo

Google Analytics



Access all of your Google Analytics data in Google Spreadsheets.

+ FREE

 Power Tools

Power Tools
569,800 users.



YetAnotherMailMerge

Yet Another Mail Merge

 Vertex42
Template Gallery



Template Gallery



Conversion Rate Per Post

File Edit View Insert Format Data Tools

Add-ons

Help

All changes saved in Drive

100% \$ % .0 .00 123

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Document add-ons

Google Analytics

Get add-ons...

Manage add-ons...

Create new report

Run reports

Schedule reports

Help

Conversion Rate Per Post Demo

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Create a new report

1) Name your report

Name

Conversions

2) Select a view

Account

OrbitMedia.com

Property

https://www.orbitmedia.com

View

Orbit Media

3) Choose configuration options

Metrics

Goal Completions

Dimensions

Goal Previous Step - 1

Name of the report? **Conversions**

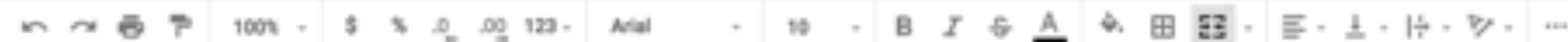
Where to get the data? **Account**

Property

View

Which metric? **Goal Completions**

Which dimension? **Goal Previous Step**



fx

	A	B	C	D	E	F
1	Configuration Options	Your Google Analytics Reports				
2	Report Name	Conversions				
3	View ID	4239547				
4	Start Date	150daysAgo				
5	End Date	yesterday				
6	Metrics	ga-goalCompletionsAll				
7	Dimensions	ga-goalPreviousStep1				
8	Order					
9	Filters					
10	Segments					
11	Limit	10000				
12	Spreadsheet URL					
13	Skip Report		https://develo...dsheet-add-on			
14		For help with this add-on:	https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on			
15						
16						
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22						

100% \$ % .0 .00 123 Arial 10

Create a new report

1) Name your report

Name

Pageviews

2) Select a view

Account

OrbitMedia.com

Property

https://www.orbitmedia.com

View

Orbit Media

3) Choose configuration options

Metrics

x Unique Pageviews

Metrics Reference

Dimensions

x Page

Dimensions Reference

Configuration Options

Report Name

View ID

Start Date

End Date

Metrics

Dimensions

Order

Filters

Segments

Limit

Spreadsheet URL

Skip Report

Name of the report? **Pageviews**

Where to get the data? **Account**

Property

View

Which metric? **Unique Pageviews**

Which dimension? **Page**

Report Configuration



100% - \$ % .0_ .00 123 - Arial - 10 - B I G A

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	A	B	C	D	E	F
1	Configuration Options	Your Google Analytics Reports				
2	Report Name	Conversions	Pageviews			
3	View ID	4239547	4239547			
4	Start Date	150daysAgo	150daysAgo			
5	End Date	yesterday	yesterday			
6	Metrics	ga:goalCompletionsAll	ga:pageviews			
7	Dimensions	ga:goalPreviousStep1	ga:pagePath			
8	Order					
9	Filters					
10	Segments					
11	Limit	10000	10000			
12	Spreadsheet URL					
13	Skip Report					
14		For help with this add-on: https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on				
15						
16						
17						
18						
19						
20						
21						
22						



Conversion Rate Per Post Demo

File

Edit

View

Insert

Format

Data

Tools

Add-ons

Help

All changes saved in Drive

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	A	B	C	D	E
1	Configuration Options	Your Google Analytics Reports			
2	Report Name	Conversions			
3	View ID	4239547			
4	Start Date	150daysAgo			
5	End Date	yesterday			
6	Metrics	ga:goalCompletionsAll			
7	Dimensions	ga:goalPreviousStep1			
8	Order				
9	Filters				
10	Segments				
11	Limit	10000			
12	Spreadsheet URL				
13	Skip Report				
18		For help with this add-on: https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on			
19					
20					
21					
22					

Report Configuration

Sheet1



Pageviews

	A	B	C	D	E
1	Pageviews				
2	Last Run On	2019-01-22 6:38			
3	View Name	Orbit Media			
4	Total Results Found	5255			
5	Total Results Returned	5255			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Pageviews			
12		697702			
13					
14	Results Breakdown				
15	Page	Pageviews			
16	/	27255			
17	/ -	1			
18	/ website (the "Service	1			
19	/?_scpsug=crawled,5824054,SeJ piGIBa99ecTspmW9W	1			

Report Status

2 reports completed successfully

Conversions

Pageviews

OK



	A	B	C	D	E
1	Conversions				
2	Last Run On	2019-01-22 6:10:24			
3	View Name	Orbit Media			
4	Total Results Found	419			
5	Total Results Returned	419			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Goal Completions			
12		3240			
13					
14	Results Breakdown				
15	Goal Previous Step - 1	Goal Completions			
16	(entrance)	331			
17	(not set)	0			
18	/	103			
19	/?fbclid=IwAR17_OPsXjvv_ShrnWcpW7bbrdyhfTCdWFRLTyM3yTnhIHUJRObnLsOT_hck	1			
20	/?s=2010	0			
21	/?s=2010\	0			
<div> <div>+</div> <div>Report Configuration -</div> <div>Conversions -</div> <div>Sheet1 -</div> </div>					

	A	B	C	D	E
1	Conversions				
2	Last Run On	2019-01-22 6:14:39			
3	View Name	Orbit Media			
4	Total Results Found	235			
5	Total Results Returned	235			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Goal Completions			
12		3240			
13					
14	Results Breakdown				
15	Goal Previous Step - 1	Goal Completions			
16	(entrance)	331			
17	/	103			
18	/?fbclid=IwAR17_OPsXjvv_ShrWcpW7bbdyhfTCdWFRlTyM3yTnNHURObnLsOT_hck	1			
19	/about/	18			
20	/about/b-corp/	2			
21	/about/careers/	4			

All of the pages from which people converted

The number of those conversions

Report Configuration - Conversions - Sheet1 -

	A	B	C	D	E
1	Pageviews				
2	Last Run On	2019-01-22 6:38:09			
3	View Name	Orbit Media			
4	Total Results Found	5255			
5	Total Results Returned	5255			
6	Contains Sampled Data	No			
7					
8					
9					
10	Totals For All Results				
11		Pageviews			
12		697702			
13					
14	Results Breakdown				
15	Page	Pageviews			
16	/	27255			
17	/ -	1			
18	/ website (the "Service	1			
19	?_scpsug=crawled,5824054,SeJ pIGIBa89rcTspm/W9W	1			
20	?_scpsug=crawled,6267976,SeJ pIGIBa89rcTspm/W9W	2			
21	?d_ufk=1c609801-5ca6-4961-98 5-521521-1-0	1			


All of the pages on the website

The number of unique pageviews to each

+
Report Configuration
Pageviews
Conversions
Sheet1

	A	B	C	D	E	F	G
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Create a new tab...
"Conversion Rate Per Post"



Report Configuration ▾

Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾



	A	B	C	D	E	F	G
1							
2	Page						
3	/						
4	/ -						
5	/ website (the "Service						
6	/?_scpsug=crawled,5824054,SeJj						
7	/?_scpsug=crawled,6267976,SeJj						
8	/?d_uik=1c609801-5ca6-4961-98a						
9	/?fbclid=IwAR0-ynCMQndM4fVipf						
10	/?fbclid=IwAR02dOYct2pmIWM3C						
11	/?fbclid=IwAR05nmmBK6UbGnnll						
12	/?fbclid=IwAR0LBkdjaZYZUm3NC						
13	/?fbclid=IwAR0SWNzX2xFdyevly						
14	/?fbclid=IwAR17_OPsXjvw_ShnlW						
15	/?fbclid=IwAR1Ax5a8XJVzVawkz						
16	/?fbclid=IwAR1eL_QAkCqd8HDfV						
17	/?fbclid=IwAR1iFPNKnE51TxjV5C						
18	/?fbclid=IwAR1Yj8inuNea2R71pP						
19	/?fbclid=IwAR1Yj8inuNea2R71pP						

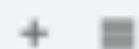
fx =Pageviews!A16

=Pageviews!A16

Bring in the pages
from the Pageviews tab

	A	B	C	D	E	F	G
1							
2	Page	Pageviews					
3	/						
4	/ -						
5	/ website (the "Service						
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_ufr=1c609801-5ca6-4961-98						
9	/?fbclid=IwAR0-ynCMQndM4tVlpl						
10	/?fbclid=IwAR02dOYct2pmWM3C						
11	/?fbclid=IwAR05nm8BK6UbGnnll						
12	/?fbclid=IwAR0LBkdjaZYZUm3NK						
13	/?fbclid=IwAR0SWNzX2xFdyevly						
14	/?fbclid=IwAR17_OPsXjvv_ShnW						
15	/?fbclid=IwAR1Ax5a8XJVzVawkz						
16	/?fbclid=IwAR1eL_QAkCqd8HdfV						
17	/?fbclid=IwAR1iFPNKnE51TxjV5C						
18	/?fbclid=IwAR1Yj8inuNea2R71pP						
19	/?fbclid=IwAR1Yj8inuNea2R71pP						

Make a column for
"Pageviews"



Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

Oc



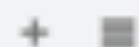
	A	B
1		
2	Page	Pageviews
3	/	27266
4	/ -	1
5	/ website (the "Service	1
6	/?_scpsug=crawled,5824054,SeJj	1
7	/?_scpsug=crawled,6267976,SeJj	2
8	/?d_ufr=1c609801-5ca6-4961-98&	1
9	/?fbclid=IwAR0-ynCMQndM4tVlpX	1
10	/?fbclid=IwAR02dOYct2pmWM3C	1
11	/?fbclid=IwAR05nmBk6UbGnnil	2
12	/?fbclid=IwAR0LBkdjaZYZUm3NK	1
13	/?fbclid=IwAR0SWNzX2xFdyevlyr	1
14	/?fbclid=IwAR17_OPsXjrv_ShrnW	1
15	/?fbclid=IwAR1Ax5a8XJVzVawkz:	1
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1
17	/?fbclid=IwAR1iFPNKnE51TxjV5C	1
18	/?fbclid=IwAR1YiRinuNaa2R71nP	1

=Pageviews!B16

Bring in the pageviews
from the Pageviews tab

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page			
3	/	27268					
4	/ -	1					
5	/ website (the "Service	1					
6	?_scpsug=crawled,5824054,SeJj	1					
7	?_scpsug=crawled,6267976,SeJj	2					
8	?d_uik=1c609801-5ca6-4961-98a	1					
9	?fbclid=IwAR0-ynCMQndM4fVipf	1					
10	?fbclid=IwAR02dOYct2pmWM3C	1					
11	?fbclid=IwAR05nmmBK6UbGnnll	2					
12	?fbclid=IwAR0LBkdjaZYZUm3NC	1					
13	?fbclid=IwAR0SWNzX2xFdyevfy	1					
14	?fbclid=IwAR17_OPsXjvv_ShnW	1					
15	?fbclid=IwAR1Ax5a8XJVzVawkz	1					
16	?fbclid=IwAR1eL_QAkCqd8HDfV	1					
17	?fbclid=IwAR1IFPNKnE51TxjV5C	1					
18	?fbclid=IwAR1YiRinuNua7R71nP	1					

Make a new column for
"Converting Page"

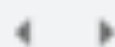


Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

Oc



fx **=Conversions!A16**

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page			
3	/	27266		(entrance)			
4	/ -						
5	/ website (the "Service			7_OPsXjwv_Shnl			
6	/?_scpsug=crawled,582						
7	/?_scpsug=crawled,626						
8	/?d_uik=1c609801-5ca6						
9	/?fbclid=IwAR0-ynCMQ			employment-appl			
10	/?fbclid=IwAR02dOYct2pmWM3C	1		/about/chicago-cause/			
11	/?fbclid=IwAR05nmmBK6UbGnnll	2		/about/content-chemistry/			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/team-bios/			
13	/?fbclid=IwAR0SWNzX2xFdyevlyc	1		/association-web-design/			
14	/?fbclid=IwAR17_OPsXjwv_ShnlW	1		/bank-website-design/			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1		/blog-newsletter-thank-you-page			
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/blog/			
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1		/blog/?fbclid=IwAR2MpgH_GsC			
18	/?fbclid=IwAR1YiRlnuNna2R71nP	1		/blog/10-things-to-make-your-bl			

=Conversions!B16

Bring in the conversions from the Conversions tab

Conversions Pageviews Conversion Rate Per Post

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions			
3	/	27266	(entrance)				
4	/ -	1	/				
5	/ website (the "Service						
6	/?_scpsug=crawled,5824054,SeJ						
7	/?_scpsug=crawled,6267976,SeJ						
8	/?d_utm=1c609801-5ca6-4961-98	1	/about/careers/				
9	/?fbclid=IwAR0-ynCMQndM4tVipC	1	/about/careers/employment-appl				
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/				
11	/?fbclid=IwAR05nmmBK6UbGnnll	2	/about/content-chemistry/				
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/team-bios/				
13	/?fbclid=IwAR0SWNzX2xFdyevly	1	/association-web-design/				
14	/?fbclid=IwAR17_OPsXjvv_ShnlW	1	/bank-website-design/				
15	/?fbclid=IwAR1Ax5a8XJvzVawkz	1	/blog-newsletter-thank-you-page				
16	/?fbclid=IwAR1eL_QAkCqd8HDfV	1	/blog/				
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpghH_GsC				
18	/?fbclid=IwAR1YiRinuNea2R71cP	1	/blog/10-things-to-make-your-hir				

Make a new column for
"Conversions"



Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

Oc



fx		=Conversions!B16							
	A	B	C	D	E	F	G		
1									
2	Page	P			Conversions				
3	/				331				
4	/ -				104				
5	/ website (the "Service				1				
6	/?_scpsug=crawled,5824054,SeJj	1	/about/		18				
7	/?_scpsug=crawled,6267976,SeJj	2	/about/b-corp/		2				
8	/?d_utfk=1c609801-5ca6-4961-98a	1	/about/careers/		4				
9	/?fbclid=IwAR0-ynCMQndM4tVipf	1	/about/careers/employment-appl		22				
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/		1				
11	/?fbclid=IwAR05nmmBK8UbGnnll	2	/about/content-chemistry/		16				
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/team-bios/		5				
13	/?fbclid=IwAR0SWNzX2xFdyevlyi	1	/association-web-design/		1				
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/		1				
15	/?fbclid=IwAR1Ax5a8XJVzVawkzi	1	/blog-newsletter-thank-you-page		1				
16	/?fbclid=IwAR1eL_QAkCqd8Hd0fV	1	/blog/		425				
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpgHH_GsK		1				
18	/?fbclid=IwAR1Y8inuNaa7R71cP	1	/blog/10-things-to-make-your-bic		2				

=Conversions!B16

Bring in the conversions from the Conversions tab

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews		
3	/	27266	/blog/blogging-statistics/	100			
4	/ -	1	/about/careers/employment-appl	22			
5	/ website (the "Service	1		1			
6	/?_scpsug=crawled,5824054,SeJ	1		425			
7	/?_scpsug=crawled,6267976,SeJ	2		3			
8	/?d_ufk=1c609801-5ca6-4961-98	1	/blog/author-websites/	3			
9	/?fbclid=IwAR0-ynCMQndM4tVip	1	/about/content-chemistry/	16			
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/	1			
11	/?fbclid=IwAR05nmmBK6UbGnnl	2	/blog/blogger-trends/	5			
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/b-corp/	2			
13	/?fbclid=IwAR0SWNzX2xFdyevlyi	1	/association-web-design/	1			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/	1			
15	/?fbclid=IwAR1Ax5a8XJVzVawkz	1	/blog-newsletter-thank-you-page	1			
16	/?fbclid=IwAR1eL_QAkCqd8HdFV	1	/	104			
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpghH_Gs	1			
18							

Make a new column for "Pageviews"

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Conversions

Pageviews

Conversion Rate Per Post

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Explore

fx		=VLOOKUP(D3,A\$3:B\$1000,2,0)					
	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews		
3	/	27266	/blog/blogging-statistics/	100	1		
4	/ -						
5	/ website (the "Ser						
6	/?_scpsug=crawler						
7	/?_scpsug=crawler						
8	/?d_uik=1c609801						
9	/?fbclid=IwAR0-yn						
10	/?fbclid=IwAR02dC						
11	/?fbclid=IwAR05nr						
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/b-corp/	2			
13	/?fbclid=IwAR0SWNzX2xFdyevlyi	1	/association-web-design/	1			
14	/?fbclid=IwAR17_OPsXjvv_ShnW	1	/bank-website-design/	1			
15	/?fbclid=IwAR1Ax5a8XJVzVawkzi	1	/blog-newsletter-thank-you-page	1			
16	/?fbclid=IwAR1eL_QAkCqd8HdFv	1	/	104			
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpgH_GsC	1			
18							

=VLOOKUP(D3,A\$3:B\$1000,2,0)

Show the pageviews (data from column B)
when the page (data from column A)
matches the converting page (from column C)

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Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾

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➕ Explore

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews		
3	/	27266	/blog/blogging-statistics/	100	1		
4	/ -	1	/about/careers/employment-appl	22	103		
5	/ website (the "Service	1	/?fbclid=IwAR17_OPsXjvv_Shnl	1	1		
6	/?_scpsug=crawled,5824054,SeJl	1	/blog/	425	12885		
7	/?_scpsug=crawled,6267976,SeJl	2	/blog/author/andycrestodina/	3	92		
8	/?d_ufk=1c609801-5ca6-4961-98a	1	/blog/author-websites/	3	280		
9	/?fbclid=IwAR0-ynCMQndM4tVlpf	1	/about/content-chemistry/	16	1667		
10	/?fbclid=IwAR02dOYct2pmWM3C	1	/about/chicago-cause/	1	937		
11	/?fbclid=IwAR05nmmBK8UbGnnl	2	/blog/blogger-trends/	5	618		
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1	/about/b-corp/	2	388		
13	/?fbclid=IwAR0SWNzX2xFdyevlyi	1	/association-web-design/	1	318		
14	/?fbclid=IwAR17_OPsXjvv_ShnlW	1	/bank-website-design/	1	828		
15	/?fbclid=IwAR1Ax5a8XJVzVawikz	1	/blog-newsletter-thank-you-page	1	982		
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1	/	104	27266		
17	/?fbclid=IwAR1IFPNKnE51TxjV5C	1	/blog/?fbclid=IwAR2MpghH_GsC	1	1		
18							



Conversions ▾

Pageviews ▾

Conversion Rate Per Post ▾



Explore

fx

	A	B	C	D	E	F	G
1							
2	Page	Pageviews	Converting Page	Conversions	Pageviews	Conversion Rate	
3	/	27266	/blog/blogging-statistics/	100	1		
4	/ -	1	/about/careers/employment-appl	22	103		
5	/ website (the "Service	1	/?fbclid=hwAR1		1		
6	/?_scpsug=crawled,5824054,SeJj	1	/blog/		12885		
7	/?_scpsug=crawled,6267976,SeJj	2	/blog/author/an		92		
8	/?d_utm=1c609801-5ca6-4961-98x	1	/blog/author-websites/	3	280		
9	/?fbclid=hwAR0-ynCMQndM4tVlpk	1	/about/content-chemistry/	16	1667		
10	/?fbclid=hwAR02dOYct2pmWM3C	1	/about/chicago-cause/	1	937		
11	/?fbclid=hwAR05nmmBK6UbGnnll	2	/blog/blogger-trends/	5	618		
12	/?fbclid=hwAR0LBkdjaZYZUm3NK	1	/about/b-corp/	2	388		
13	/?fbclid=hwAR0SWNzX2xFdyevlyx	1	/association-web-design/	1	318		
14	/?fbclid=hwAR17_OPsXjvv_ShrnW	1	/bank-website-design/	1	828		
15	/?fbclid=hwAR1Ax5a8XJVzVawkz:	1	/blog-newsletter-thank-you-page	1	982		
16	/?fbclid=hwAR1eL_QAkCqd8HDFV	1	/	104	27266		
17	/?fbclid=hwAR1iFPNKnE51TxjV5C	1	/blog/?fbclid=hwAR2MpgHH_GsC	1	1		

Make a new column for "Conversion Rate"

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Conversions -

Pageviews -

Conversion Rate Per Post -

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 Explore

fx		=E6/F6					
	A	B	C	D	E	F	G
1							
2	Page			Page	Conversions	Pageviews	Conversion Rate
6	/?_scpsug=crawled,582				425	12885	3.30%
7	/?_scpsug=crawled,626			/andycrestodina/	3	92	3.26%
8	/?d_u&k=1c609801-5ca			-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQn...			/about/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnrill	2		/blog/blogger-trends/	5	618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3NK	1		/about/b-corp/	2	388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/	104	27266	0.38%
18	/?fbclid=IwAR1Yj8iruNea2R71pP	1		/about/	18	5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDC	1		/blog/blog-keywords/	4	1332	0.30%
26	/?fbclid=IwAR21-2LJ_mKQwiJZss	1		/blog/blog-optimization/	4	1344	0.30%
28	/?fbclid=IwAR2ru36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS0X	1		/blog/10-things-to-make-your-bic	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-Rv	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%

=E3/F3

Divide the conversions by the pageviews

+

☰

▼

Conversions ▼

Pageviews ▼

Conversion Rate Per Post ▼

◀

▶

➕ Explore

	A	B	C	D	E	F	G
1							
2	Page	Pageviews		Converting Page	Conversions	Pageviews	Conversion Rate
6	/?_scpsug=crawled,5824054,SeJj	1		/blog/	425	12885	3.30%
7	/?_scpsug=crawled,6267976,SeJj	2		/blog/author/andycrestodina/	3	92	3.26%
8	/?d_utm=1c609801-5ca6-4961-98x	1		/blog/author-websites/	3	280	1.07%
9	/?fbclid=IwAR0-ynCMQndM4tVlpX	1		/about/content-chemistry/	16	1667	0.96%
11	/?fbclid=IwAR05nmmBK6UbGnrill	2		/blog/		618	0.81%
12	/?fbclid=IwAR0LBkdjaZYZUm3NC	1		/about/		388	0.52%
16	/?fbclid=IwAR1eL_QAkCqd8HDFV	1		/		27266	0.38%
18	/?fbclid=IwAR1Yj8inuNea2R71pP	1		/about/		5634	0.32%
24	/?fbclid=IwAR2cNox7ocz16mEDC	1		/blog/		1332	0.30%
26	/?fbclid=IwAR2i-2LJ_mKQwUJZss	1		/blog/		1344	0.30%
28	/?fbclid=IwAR2nu36CnP8GovzW3	1		/about/careers/	4	1766	0.23%
29	/?fbclid=IwAR3Kh_KCNmSTHS0X	1		/blog/10-things-to-make-your-bic	2	1016	0.20%
30	/?fbclid=IwAR3RTWqFPnrF-bt-RV	1		/blog/blog-image-best-practices/	9	5092	0.18%
31	/?FORM=UCIAST&pname=shenn	1		/about/team-bios/	5	3020	0.17%
32	/?p=123	1		/blog/add-tags-blog/	2	1653	0.12%

The conversion rate for every page on your website!



Conversions

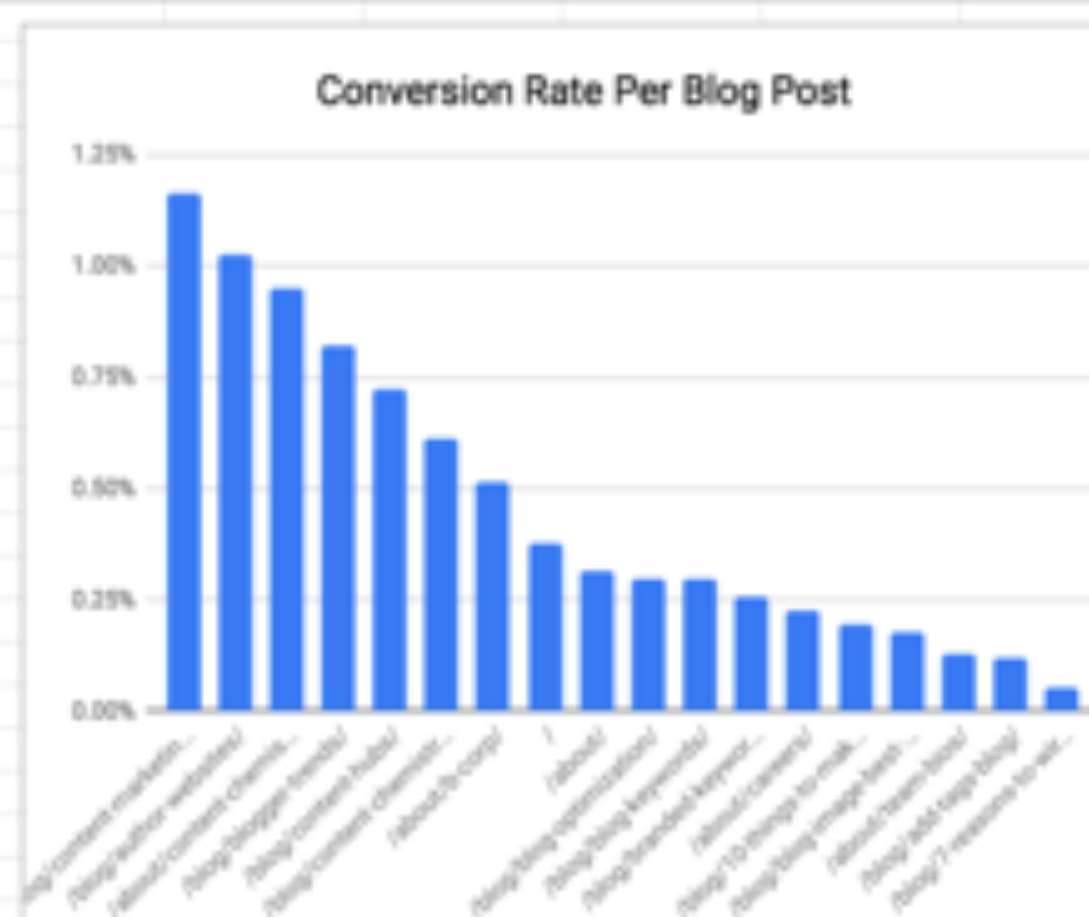
Pageviews

Conversion Rate Per Post

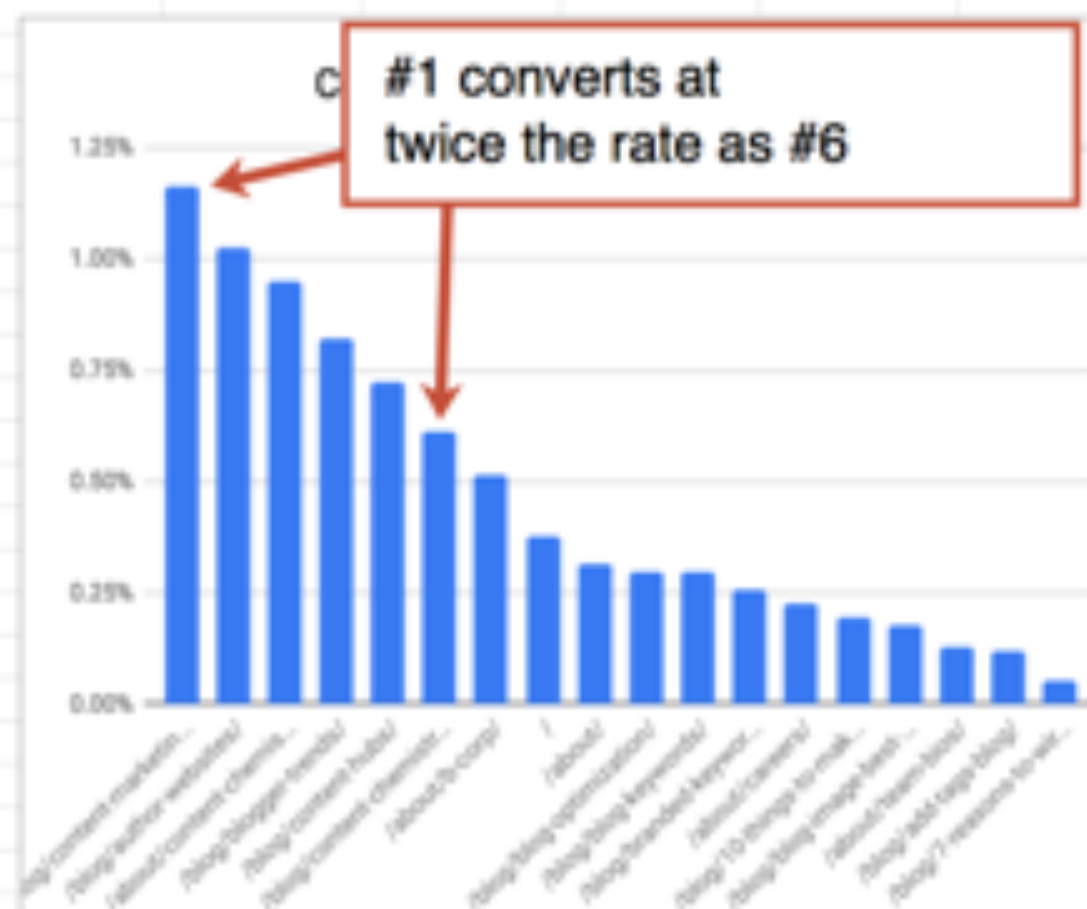


Explore

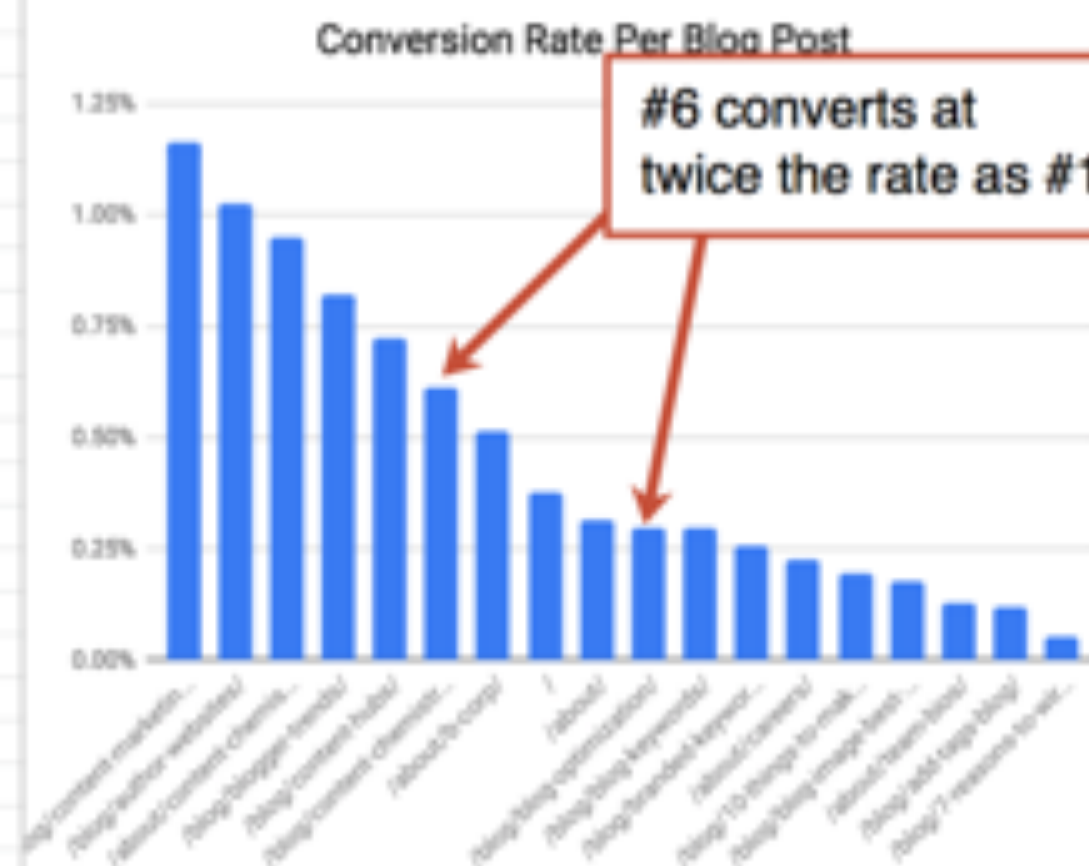
Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Converting Page	Conversions	Pageviews	Conversion Rate
/blog/blogging-statistics/	100	1	10000.00%
/about/careers/employment-application/	23	104	22.12%
/blog/category/analytics/page/2/	2	18	11.11%
/blog/	432	13034	3.31%
/blog/author/andycrestodina/	3	95	3.16%
/blog/content-marketing-metrics-to-track/	43	3699	1.16%
/blog/author-websites/	3	292	1.03%
/about/content-chemistry/	16	1686	0.95%
/blog/blogger-trends/	5	609	0.82%
/blog/content-hubs/	9	1240	0.73%
/blog/content-chemistry/	5	815	0.61%
/about/b-corp/	2	389	0.51%
/	104	27447	0.38%
/about/	18	5714	0.32%
/blog/blog-optimization/	4	1338	0.30%
/blog/blog-keywords/	4	1344	0.30%
/blog/branded-keywords-seo/	4	1558	0.26%
/about/careers/	4	1775	0.23%
/blog/10-things-to-make-your-blog-awesomer/	2	1013	0.20%
/blog/blog-image-best-practices/	9	5107	0.18%
/about/team-bios/	4	3072	0.13%
/blog/add-tags-blog/	2	1649	0.12%
/blog/7-reasons-to-wireframe/	4	7452	0.05%



Yay!

	C	D	E	F	G	H	I	J	K
1									
2		Converting Page	Conversions	Pageviews	Conversion Rate				
939		/blog/	432	10107	4.27%				
938		/blog/content-marketing-audit/	8	673	1.19%				
943		/blog/blogger-trends/	5	639	0.86%				
947		/blog/content-m							
950		/blog/content-ch							
951		/blog/using-goal							
955		/blog/types-of-m							
966		/blog/blog-optim							
967		/blog/how-to-lau							
968		/blog/blog-keyw							
969		/blog/increase-w							
970		/blog/content-pr							
973		/blog/website-co							
974		/blog/ways-to-improve-your-website	23	9635	0.24%				
975		/blog/social-media-post-examples-checklist/	14	6082	0.23%				
976		/blog/improve-google-rankings/	50	21804	0.23%				
981		/blog/how-to-market-an-event/	24	13559	0.18%				
983		/blog/blog-image-best-practices/	8	4727	0.17%				
985		/blog/what-to-put-on-your-homepage/	15	9647	0.16%				
993		/blog/website-navigation/	25	21654	0.12%				

Top Converting Blog Posts

Schedule Reports

☒ Enable reports to run automatically.

Schedule reports to run every week on Monday between 4 a.m. - 5 a.m.

Save

Cancel



Orbit Media Studios

3 Questions to ask your new calculated metric

1. Are we promoting our top-converting content?
2. Can we publish more on high-performance topics?
3. Are the high-traffic pages guiding visitors to high-converting pages?

26:45 orbitmedia.com/blog/abc

The other reason to use data...

to have better meetings!



“

*The work of aligning stakeholders
isn't a big fat obstacle to your job.
It literally is your job.*

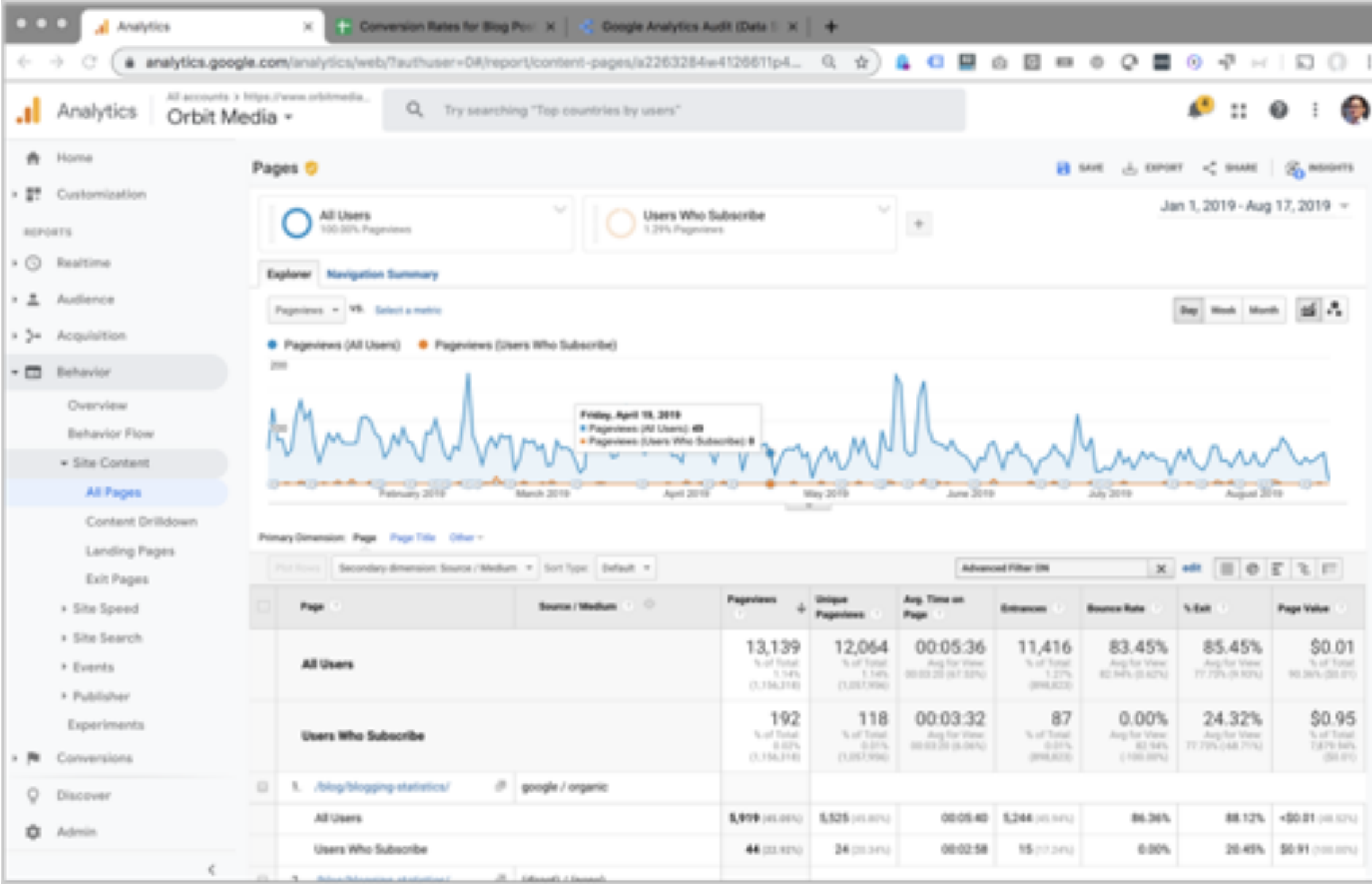
”

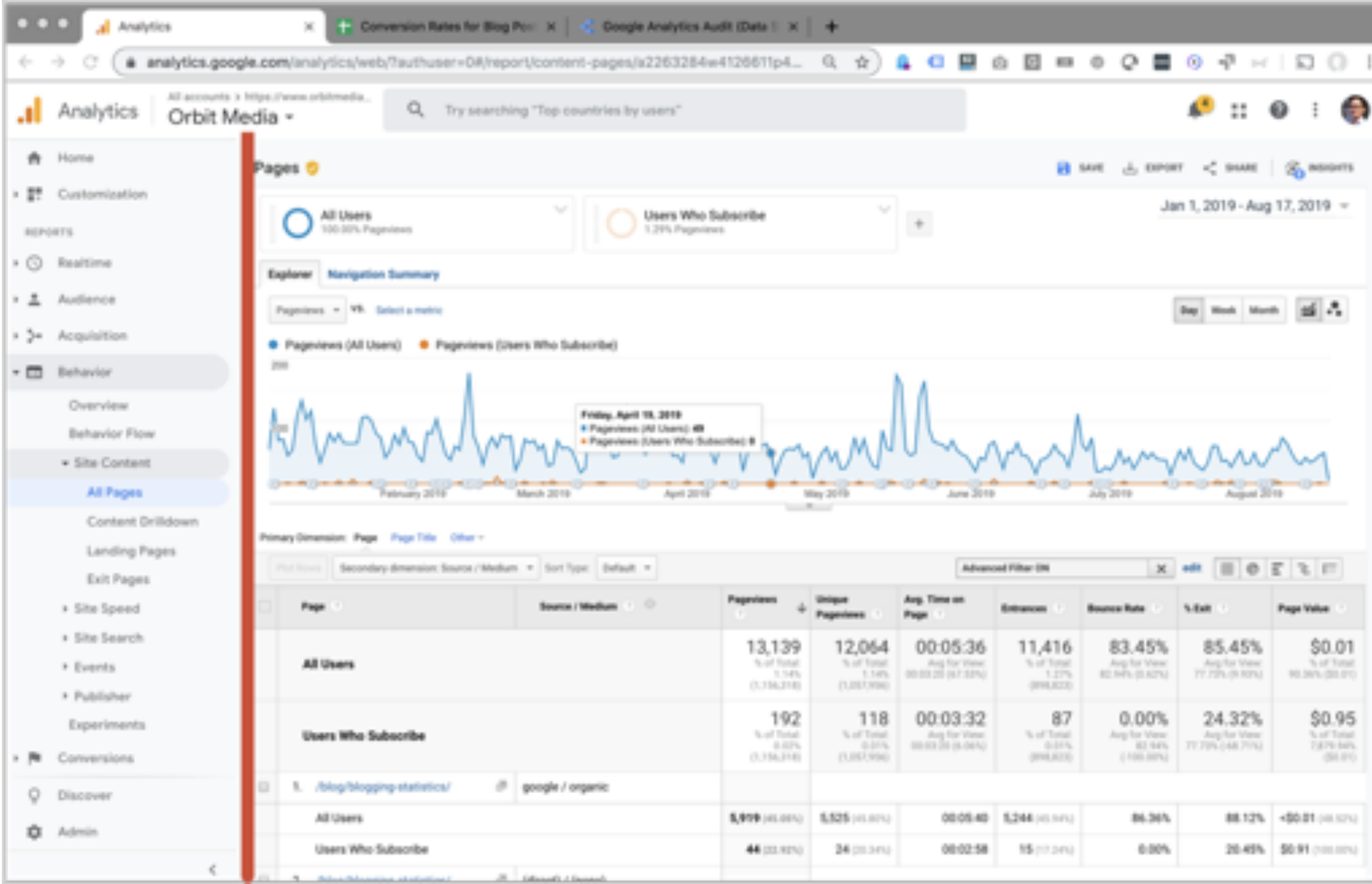
Ann Handley
CCO, Marketing Profs

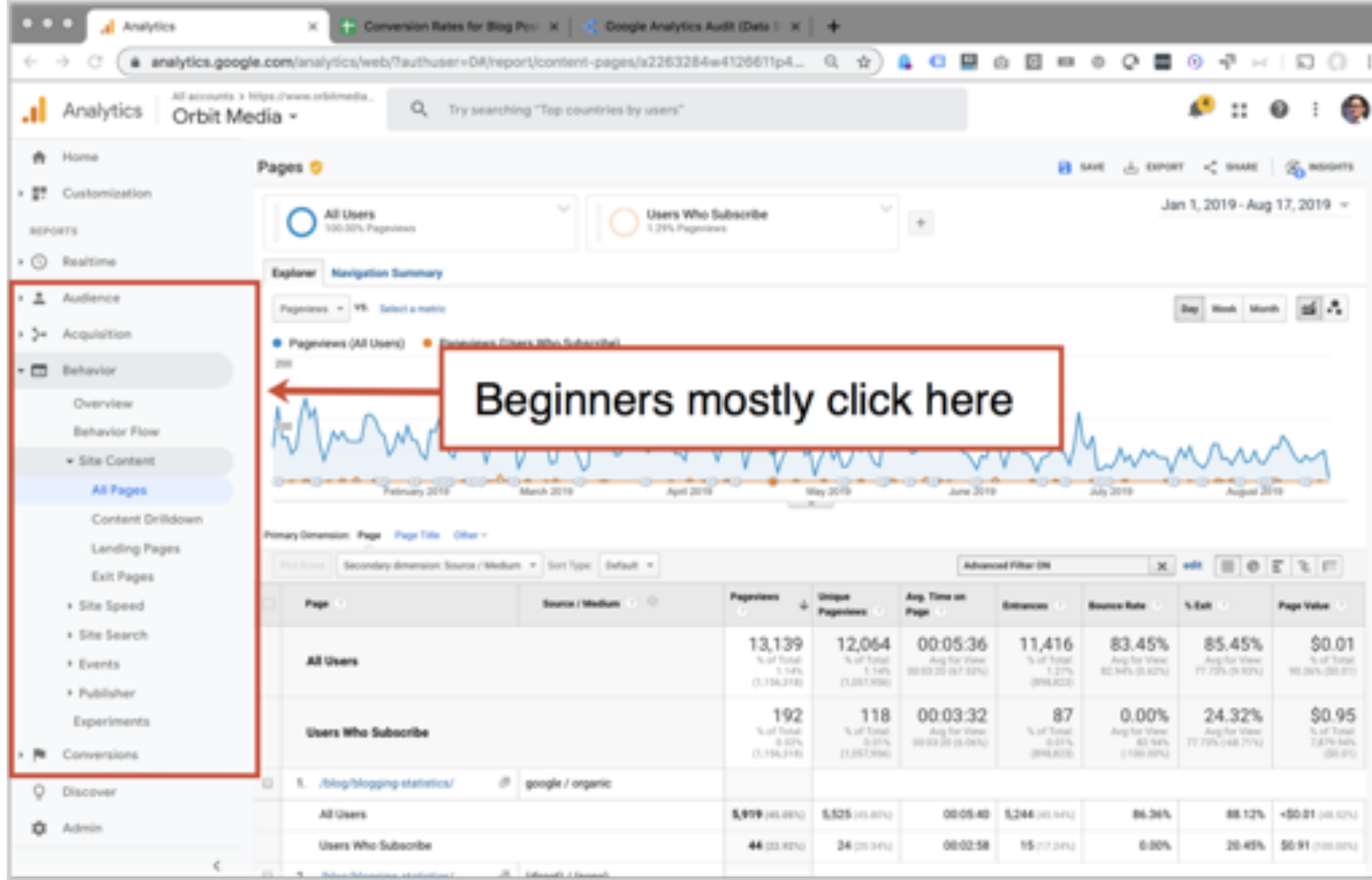


Crossing the Line

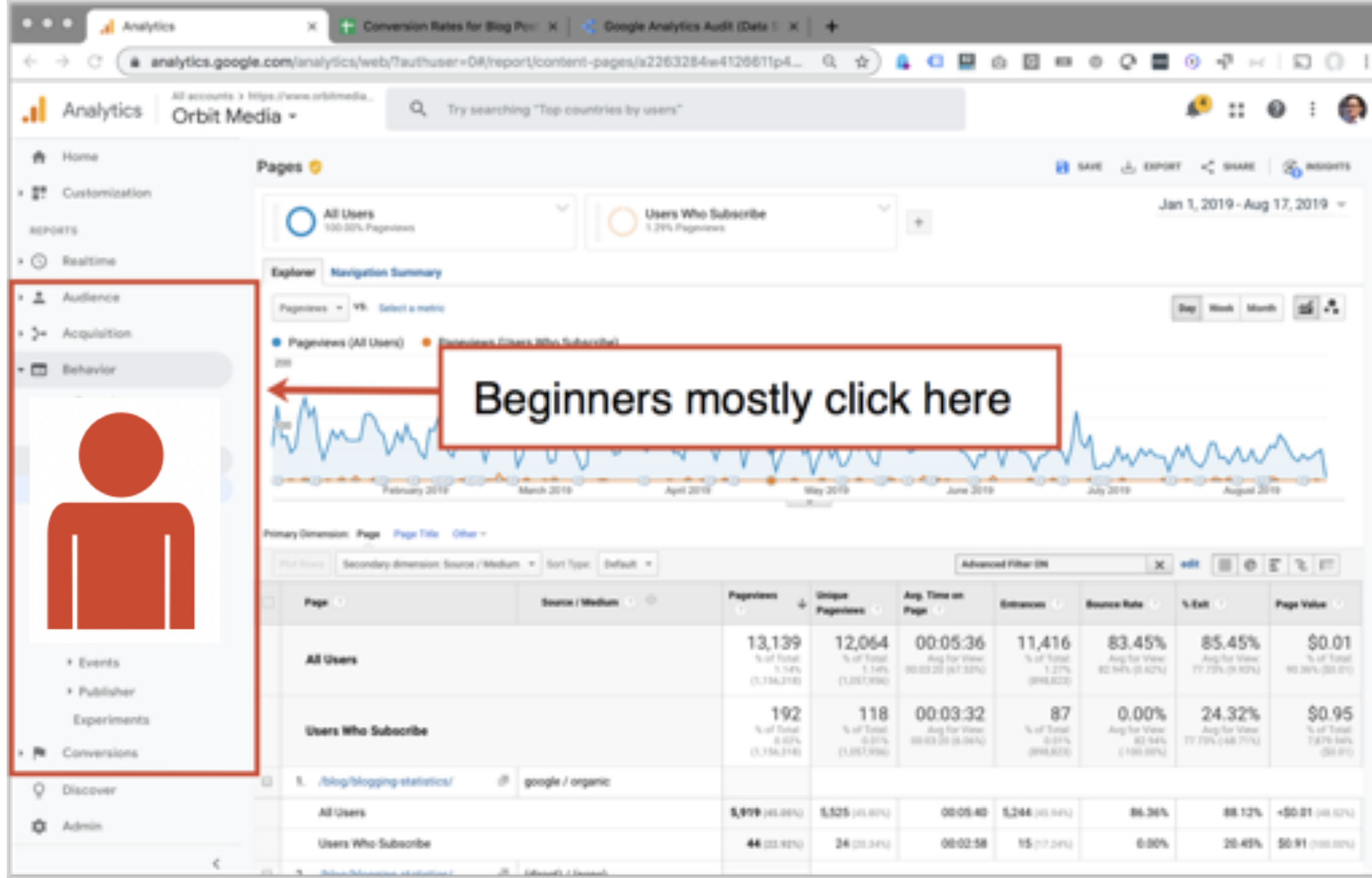
From beginner... to advanced... to expert





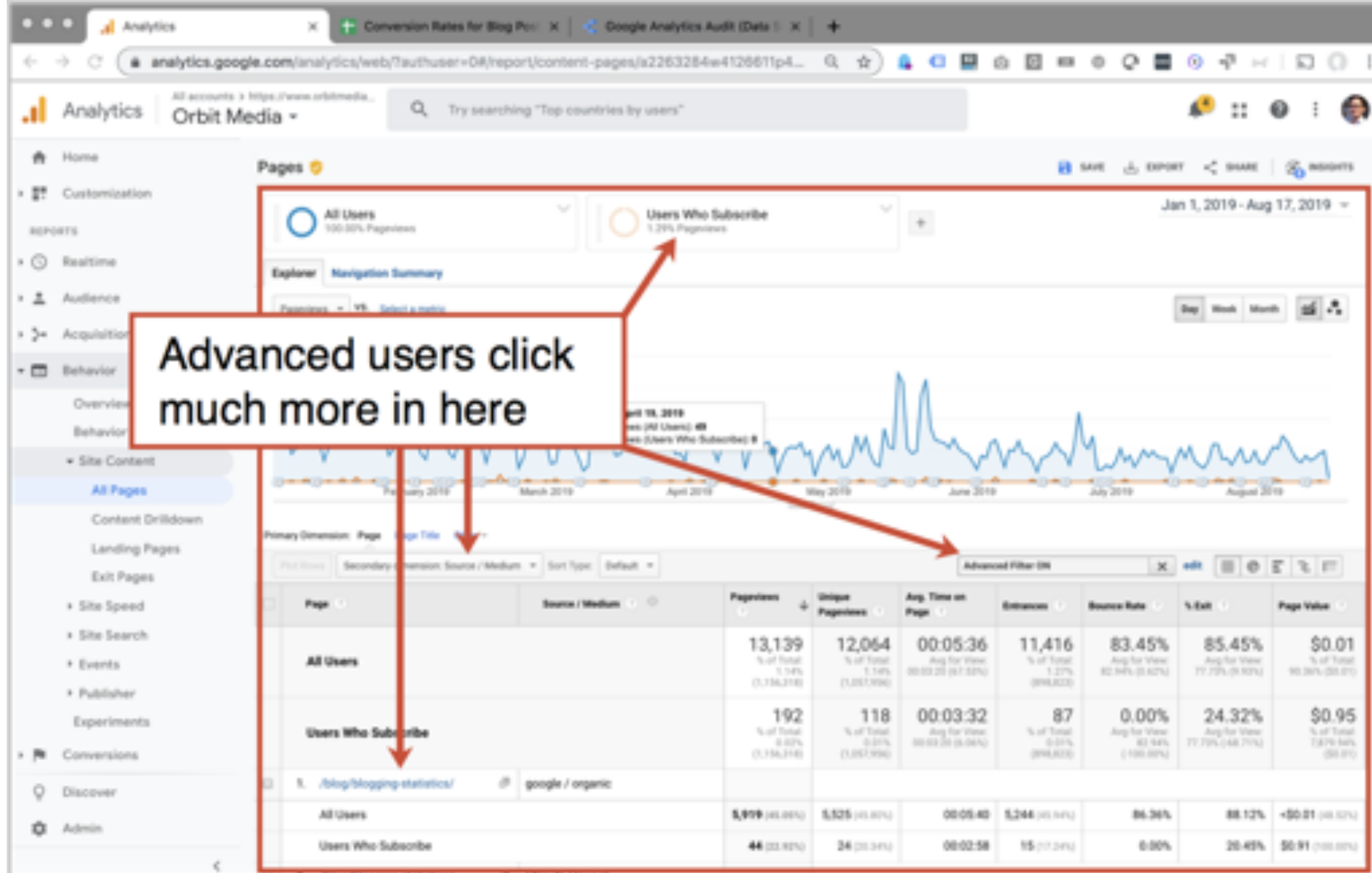


Beginners mostly click here



Beginners mostly click here





Analytics Conversion Rates for Blog Post Google Analytics Audit (Data)

analytics.google.com/analytics/web/?authuser=0#/report/content-pages/a2263284w4126611p4...

Analytics Orbit Media

Try searching "Top countries by users"

Home Customization EXPORTS Realtime Audience Acquisition Behavior Site Content All Pages Content Drilldown Landing Pages Exit Pages Site Speed Site Search Events Publisher Experiments Conversions Discover Admin

Pages

All Users 100.00% Pageviews Users Who Subscribe 1.21% Pageviews

Explorer Navigation Summary

Pageviews VS Select a metric

Jan 1, 2019 - Aug 17, 2019

Day Week Month

Advanced users click much more in here

Primary Dimension: Page Page Title

Secondary Dimension: Source / Medium Sort Type: Default

Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Source Rate	% Exit	Page Value
All Users		13,139 % of Total: 1.14% (1,156,218)	12,064 % of Total: 1.14% (1,057,996)	00:05:36 Avg for View: 00:03:28 (97.52%)	11,416 % of Total: 1.21% (998,823)	83.45% Avg for View: 82.94% (9.62%)	85.45% Avg for View: 77.72% (9.50%)	\$0.01 % of Total: 90.26% (98.87)
Users Who Subscribe		192 % of Total: 0.02% (1,156,218)	118 % of Total: 0.01% (1,057,996)	00:03:32 Avg for View: 00:03:28 (9.06%)	87 % of Total: 0.02% (998,823)	0.00% Avg for View: 82.94% (1.00.00%)	24.32% Avg for View: 77.72% (4.68.71%)	\$0.95 % of Total: 78.76.64% (98.87)
1. /blog/blogging-statistics/	google / organic							
All Users		5,919 (45.00%)	5,525 (45.00%)	00:05:40	5,244 (45.04%)	86.26%	88.12%	+\$0.01 (48.52%)
Users Who Subscribe		44 (22.00%)	24 (20.34%)	00:02:58	15 (17.24%)	0.00%	20.43%	\$0.91 (200.00%)

Analytics Conversion Rates for Blog Post Google Analytics Audit (Date: ...)

analytics.google.com/analytics/web/?authuser=0&report=content-pages/...63284w4126611p4...

Analytics Orbit Media

Try searching "Top countries by users"

Home Customization EXPORTS Realtime Audience Acquisition Behavior Overview Behavior Flow Site Content All Pages Content Drilldown Landing Pages Exit Pages Site Speed Site Search Events Publisher Experiments Conversions Discover Admin

Pages

All Users 100.00% Pageviews

Explorer Navigation Summary

Pageviews - VS. Select a metric

Pageviews (All Users) Pageviews (Users Who Subscribe)

200

Friday, April 19, 2019
 Pageviews (All Users) 40
 Pageviews (Users Who Subscribe) 9

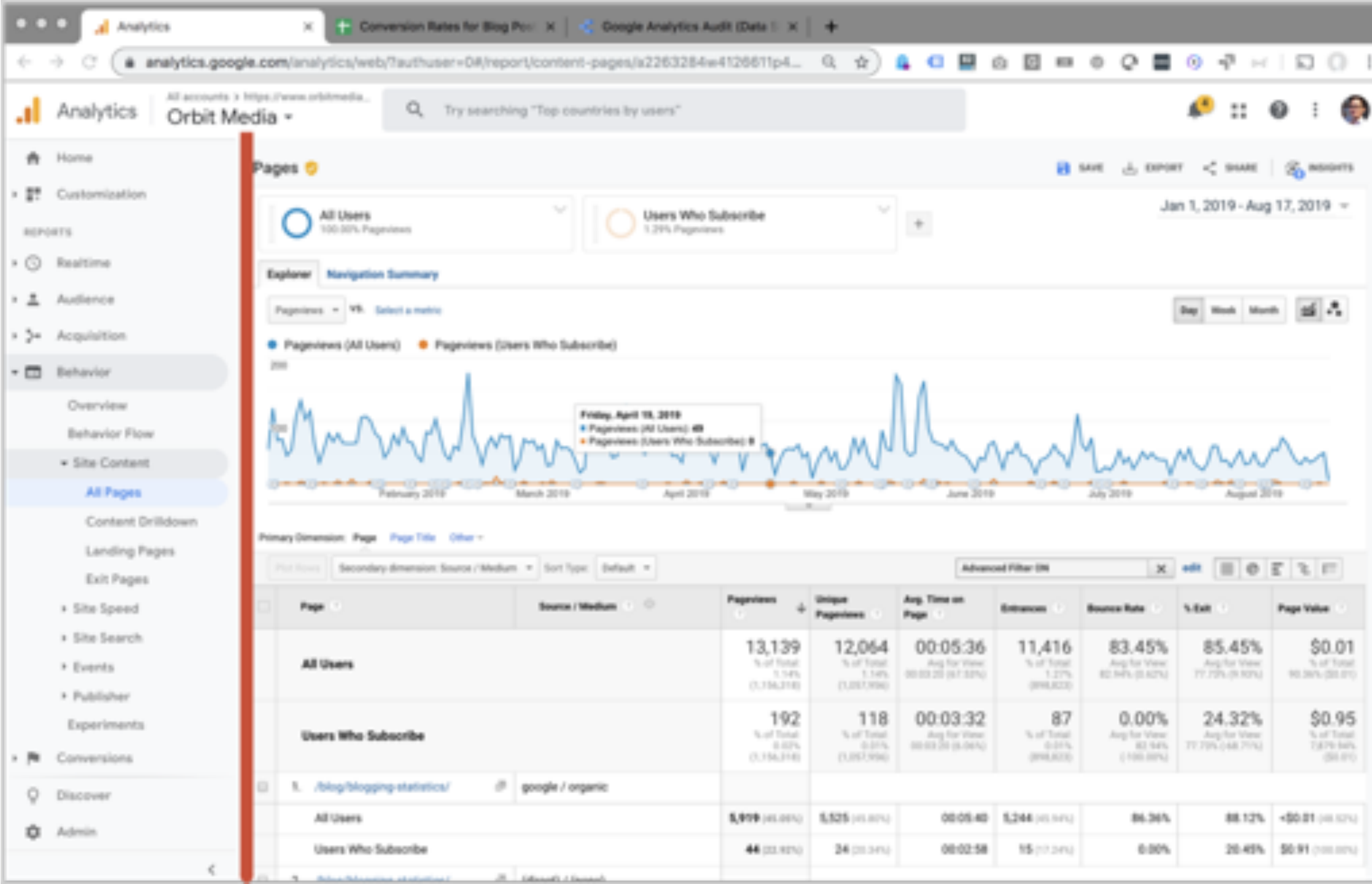
Primary Dimension: Page Page Title Other

Secondary dimension: Source / Medium Sort Type: Default

Advanced Filter ON

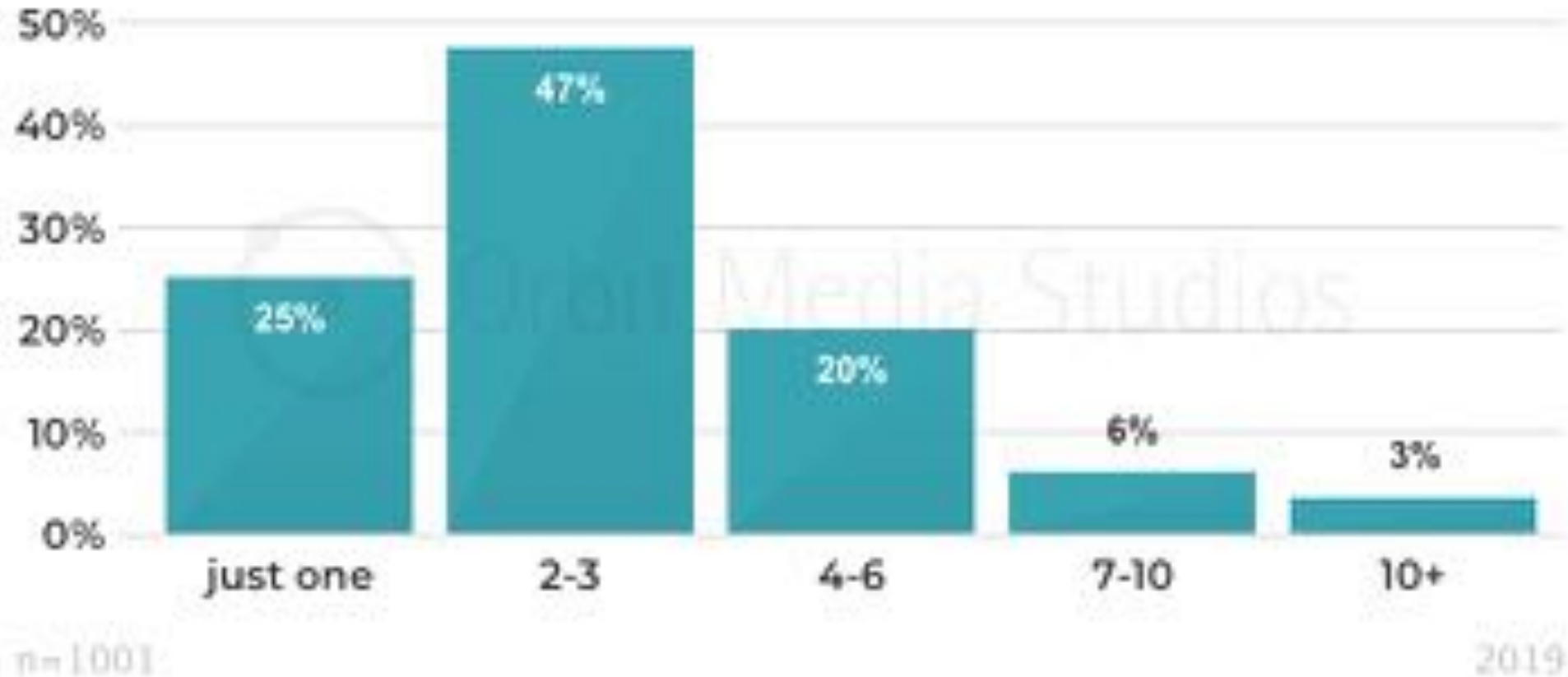
Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Source Rate	% Exit	Page Value
All Users		13,139 % of Total: 1.14% (1,156,216)	12,064 % of Total: 1.14% (1,057,996)	00:05:36 Avg for View: 00:03:20 (97.52%)	11,416 % of Total: 1.21% (998,623)	83.45% Avg for View: 82.94% (9.62%)	85.45% Avg for View: 77.72% (9.50%)	\$0.01 % of Total: 90.36% (98.87)
Users Who Subscribe		192 % of Total: 0.02% (1,156,216)	118 % of Total: 0.01% (1,057,996)	00:03:32 Avg for View: 00:03:20 (9.06%)	87 % of Total: 0.01% (998,623)	0.00% Avg for View: 82.94% (1.00.00%)	24.32% Avg for View: 77.72% (4.671%)	\$0.95 % of Total: 78.76.64% (98.87)
1. /blog/blogging-statistics/	google / organic							
All Users		5,919 (45.89%)	5,525 (45.89%)	00:05:40	5,244 (45.94%)	86.36%	88.12%	+\$0.01 (48.52%)
Users Who Subscribe		44 (23.92%)	24 (20.34%)	00:02:58	15 (17.24%)	0.00%	20.45%	\$0.91 (200.00%)

True experts click a lot in these places



Final thoughts...

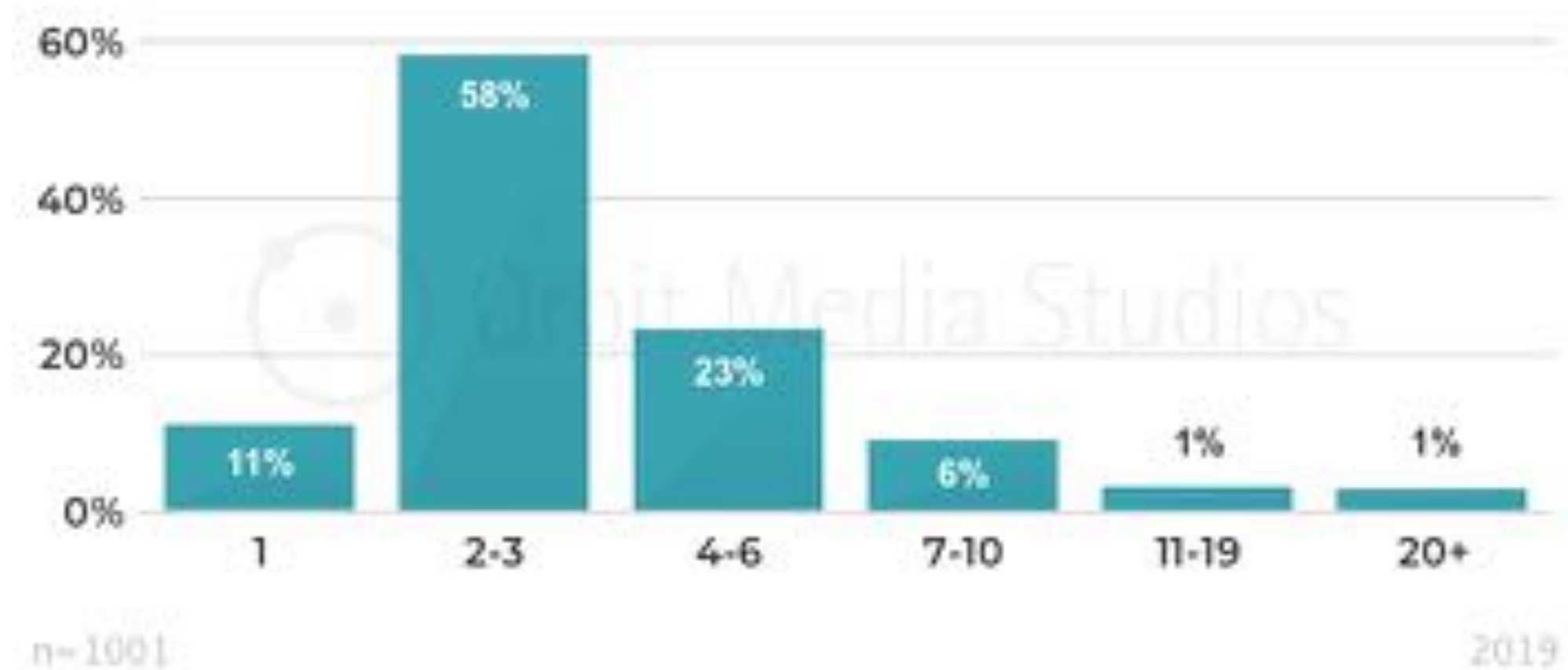
...they use more images



“How many images do you include in a typical post?”

source: 2019 Blogging Survey

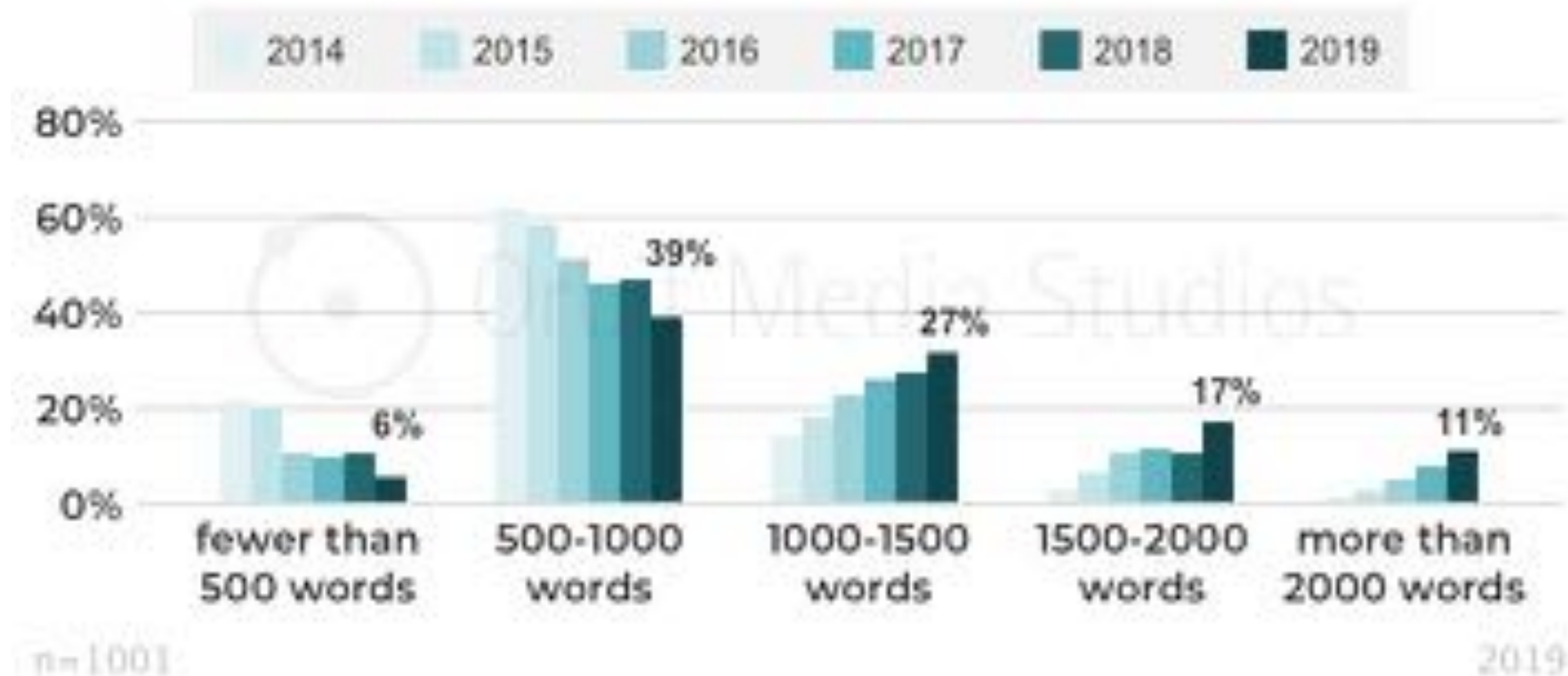
...they consider more draft headlines



“How many draft headlines do you write before choosing one?”

source: 2019 Blogging Survey

...they write more words



source: 2019 Blogging Survey

Experience after writing one article...



 **750 words**

Headlines x3



 **2000 words**

Headlines x20



Experience after writing five articles...



3,750 words

Headlines x15



10,000 words

Headlines x100





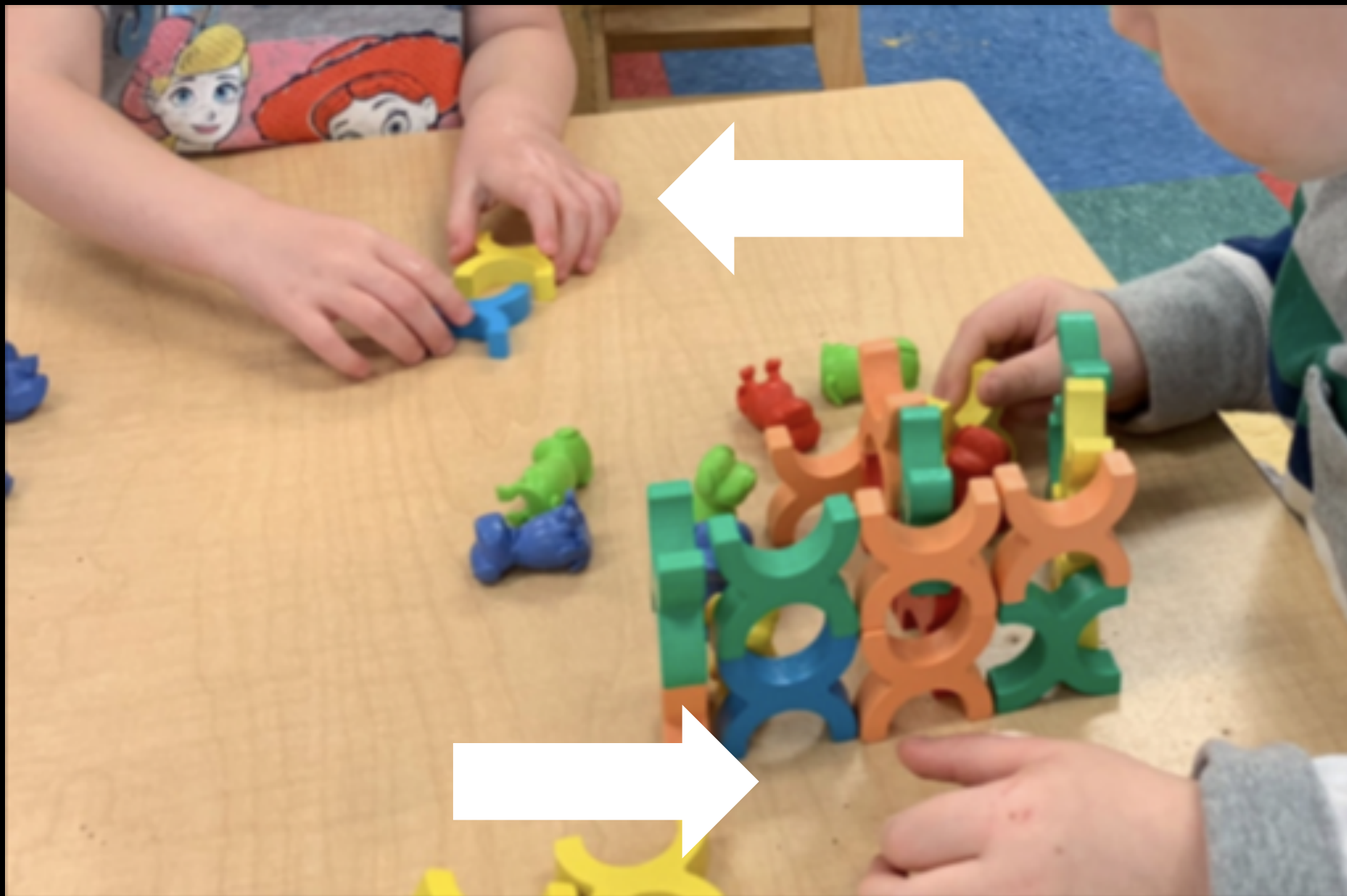
I enjoy seeing Eli build with various materials. He's the first and only thus far to use these blocks to build three dimensional like this.














PRESS ON

NOTHING IN THE WORLD CAN
TAKE THE PLACE OF PERSIS-
TENCE. TALENT WILL NOT;
NOTHING IS MORE COMMON
THAN UNSUCCESSFUL MEN
WITH TALENT. GENIUS WILL
NOT; UNREWARDED GENIUS
IS ALMOST A PROVERB. 
EDUCATION ALONE WILL NOT;
THE WORLD IS FULL OF ED-
UCATED DERELICTS. PER-
SISTENCE AND DETERMINATION
ALONE ARE OMNIPOTENT.

THANK YOU!

..here's everything in one place 🙌



#contentjam