



# Practical Exercises

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Professional Diploma in Digital Marketing

Analytics

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## Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Account Setup</i>
<i>Exercise 1</i>	<p>Create an account on Google Analytics by following the steps below:</p> <ol style="list-style-type: none"><li>(1) Create an email address with a Google account (if you have already used an email address to create a Google AdWords account, use that one)</li><li>(2) Create an Analytics account</li><li>(3) Configure settings</li><li>(4) Accept Google User agreement</li><li>(5) Create Property</li><li>(6) Get the Analytics code</li></ol>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>View &amp; Filter creation</i>
<i>Exercise 2</i>	<p>You would like to be able to view performance for just your PPC traffic within Google Analytics.</p> <p>Create a new View from the Admin tab within Google Analytics, and apply a filter to this view which Includes traffic from the medium 'CPC'.</p> <p>This will show you only CPC, or Cost Per Click, otherwise known as PPC traffic.</p> <p>Give this View a meaningful name.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>User Access</i>
<i>Exercise 3</i>	<p>You are a Web Analytics consultant, working on an Analytics project for your client.</p> <p>The PPC specialist who managed the PPC campaigns for your client would like to see the PPC Campaign performance within Analytics, and your client has asked that you give them access. They only want the specialist to see PPC performance, and no other detail.</p> <p>Grant the PPC specialist access to your newly created PPC View within Analytics, ensuring that their email address is associated with a Google account. Ensure you apply the correct permission settings for the specialist.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Goal Creation – URL Destination</i>
<i>Exercise 4</i>	<p>You run a restaurant that takes bookings both over the phone and online. Your online booking process finishes with users landing on a booking confirmation page, which you would like to use to track the number of bookings coming through your site. The Request URI of this page is <b>/bookingconfirmed</b></p> <p>Create a URL Destination Goal within your default profile for this online booking, and create a funnel for the steps preceding the Goal Completion:</p> <ol style="list-style-type: none"> <li>(1) Choose Date &amp; Time - <b>/choosedate</b></li> <li>(2) Select number of people - <b>/tablesize</b></li> <li>(3) Enter payment options - <b>/payment</b></li> <li>(4) Thank you/booking confirmation - <b>/bookingconfirmed</b></li> </ol>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Event Tracking</i>
<i>Exercise 5</i>	<p>Within your restaurant website, you would also like to track the number of times your Menu was viewed. Unfortunately, the menu is in a pdf format, so you cannot use traditional tracking methods to record this.</p> <p>Using the gaconfig tool, create event tracking code for the menu download. You will need to fill in 'Category', 'Action' and 'Label' on the form to generate your code.</p> <p>Using the names you have assigned to 'Category', 'Action', and 'Label', use this detail to create an Event Tracking goal for Menu Downloads, within the Admin section of your default profile.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Using Web Analytics to improve user experience</i>
<i>Exercise 6</i>	<p>You are redesigning your website, and would like to understand the areas that need improving on your site. Use the Audience report to find the following:</p> <ol style="list-style-type: none"><li>(1) Poorest performing browsers</li><li>(2) Poorest performing operating systems</li><li>(3) How your site performs on Mobile devices</li></ol> <p>Use bounce rate, average session duration and pages per session as the metrics that you use to determine performance.</p>



<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Google AdWords Reporting</i>
<i>Exercise 7</i>	<p>Your Google AdWords budget has been reduced this year, due to budget constraints. As a result, you have to find ways to reduce spend without impacting performance. Using the Google AdWords reports under 'Channels', find the following:</p> <ol style="list-style-type: none"><li>(1) Poorest performing keywords</li><li>(2) Poorest performing campaigns</li><li>(3) Poorest performing time of day</li></ol> <p>Use total number of goal completions as the metric for performance measurement.</p> <p>These are the areas you would look to reduce spend in, once you have defined them.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Channels reporting</i>
<i>Exercise 8</i>	<p>Use the 'Channels' report to see which Channel performs the best when looking at Bounce Rate, Average Session duration and Pages per Session.</p> <p>Use the date range selector to change the time period you are viewing the data for, to see if the Channel performance changes at any point.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Referral Reporting</i>
<i>Exercise 9</i>	<p>Within the 'Channels' tab, find the top 10 Referring sites to your website (by total sessions) within the last 30 days.</p> <p>Analyze the performance of the traffic from these sites, looking at:</p> <ol style="list-style-type: none"><li>(1) Bounce rate</li><li>(2) Average session duration</li><li>(3) Pages per session</li></ol> <p>to see which referring site sends the most engaged traffic to your website.</p> <p>You may then wish to reach out to these top performing sites to establish more permanent links to your site (if appropriate) for SEO purposes.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Google URL Builder</i>
<i>Exercise 10</i>	<p>You are an electronic goods retailer, running a 3-day flash sale on all items online this weekend. You are planning to run an email marketing campaign promoting the sale, and would like to understand how the email campaign impacted upon online sales.</p> <p>Create a bespoke URL for the link in your email that leads to your website, using the Google URL builder. Ensure that you name your Campaign in a way that can be consistently used for future campaigns, filling in:</p> <ul style="list-style-type: none"><li>(1) Source</li><li>(2) Medium</li><li>(3) Campaign</li><li>(4) URL</li></ul> <p>Ensure that you test the URL that is generated for you.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Webmaster Tools</i>
<i>Exercise 11</i>	<p>Link your webmaster tools account to Google Analytics, from the 'Search Engine Optimization' section of 'Channels' within the Google Analytics interface.</p> <p>Ensure that you meet the conditions to link the accounts:</p> <ol style="list-style-type: none"> <li>(1) Same email address on both accounts</li> <li>(2) Email address has 'Edit' or higher access on Google Analytics</li> <li>(3) Email address is 'Website Owner' on Webmaster Tools</li> </ol>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Site Content</i>
<i>Exercise 12</i>	<p>View the top 10 pages on your website by total sessions, within the 'Site Content' report in the 'Behavior' section.</p> <p>Analyze the performance of these 10 pages to decide the top performing pages, based on bounce rate, average session duration, and pages per session metrics.</p> <p>Change the time period you are viewing the data for, to see if the page performance, or top 10 pages change based on the time of year.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Conversion Rate improvement</i>
<i>Exercise 13</i>	<p>You are the website manager for an online fashion retailer, and you have noticed lately that your purchases have decreased significantly, despite seeing the same volume of sessions coming through to your site. You would like to understand why this is happening, so you need to look at where users are leaving the site. Run the following reports:</p> <ol style="list-style-type: none"> <li>(1) Look at the Top Exit Pages (within Behavior) to see where users are most often leaving the site</li> <li>(2) View the Funnel Visualization report under 'Conversions' to see where users are dropping off on the path to purchase</li> </ol> <p>You can then decide where to take action from this data.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Assisted Conversions</i>
<i>Exercise 14</i>	<p>Your Search Engine Optimization budget is due to be decreased this year, because your manager believes that your SEO efforts are not driving any sales. However, you believe strongly that while SEO does not generate 'last click' sales, it does have a key role as an introducer/ awareness channel.</p> <p>To prove your point, use the 'Assisted Conversions' report to see the total number of Assisted Conversions from Organic Search in the last 30 days. Compare it to the 'last click' Conversions from Organic Search (found under Channels) to make your case.</p>



<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>User Journey</i>
<i>Exercise 15</i>	<p>You are trying to create a digital marketing plan for an updated version of one of your products, and would like to understand what channels you should invest in, and when, to reach your target audience at the right time.</p> <p>Use the Top Conversion Paths report under 'Conversions' to see the channels that users interact with on their journey to purchase.</p> <ol style="list-style-type: none"> <li>(1) Look at the 'introducer' channel (first channel in the path) vs. the 'last click' (final) channel in the path. Are they consistent?</li> <li>(2) Use this information to make your plan as to how you will go about targeting your users, and what message you might serve to them based on their stage in the path to purchase.</li> </ol>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Real-Time Reporting</i>
<i>Exercise 16</i>	<p>You have just launched a new TV ad campaign which is airing at this very moment. Use the Real-Time report to see:</p> <ol style="list-style-type: none"><li>(1) the users currently on your site right now</li><li>(2) What channels they have come from</li><li>(3) What pages they are viewing</li></ol> <p>Wait for the refresh in 10 seconds, to see if this number changes.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Attribution</i>
<i>Exercise 17</i>	<p>You have presented your argument to your manager that your SEO efforts are generating sales, but are not getting the credit for those sales due to the 'last click' attribution model that your company are currently using.</p> <p>Your manager now wants you to present alternative attribution models that could be used in place of last click, with your reasoning behind the decision.</p> <p>Based on your knowledge of the user journey, you feel that the 'Time Decay' and 'Position Based' models are the strongest.</p> <p>Using the 'Attribution Model Comparison' tool, compare these two models to the original 'Last Click' model, analyzing the difference in credit given to each channel when using the new model vs. Last Click.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Intelligence Reporting</i>
<i>Exercise 18</i>	<p>You are the website manager for your company, and have been asked by your I.T. team to ensure that they are aware of any problems with the site, so that they can rectify it immediately.</p> <p>Set up a custom alert to notify you by email/ text message when the bounce rate increases to above 60%, as this would indicate a problem with the site for your team.</p>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Custom Reports</i>
<i>Exercise 19</i>	<p>You have just been asked to report on website sales performance by hour at your Friday morning sales meeting.</p> <ol style="list-style-type: none"><li>(1) Create an 'Hour of Day' custom report within Google Analytics</li><li>(2) Schedule this to be emailed to you every week, on a Thursday, so you can prepare the data in advance of your meeting</li></ol>

<i>Module</i>	<b>Web Analytics</b>
<i>Learning Item</i>	<i>Annotations</i>
<i>Exercise 20</i>	<p>A major press release has just been launched, regarding a positive development for one of your product lines. As a result, you have seen significant increases in traffic to your site, much higher than your daily or monthly averages.</p> <p>To ensure you take this into account when analyzing performance in the future, add an Annotation to today's data with a note about the press release. When you look at this data in a year or even three years' time, you will not be confused about the change in traffic as you'll have the annotation to remind you.</p>