



Google Analytics and your NPO

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Are you a Modern Nonprofit?

- Website
- Google AdWords Grant
- SEO
- YouTube
- Google+

Pageviews vs Unique Pageviews

A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. ... A unique pageview represents the number of sessions during which that page was viewed one or more times - source: Google

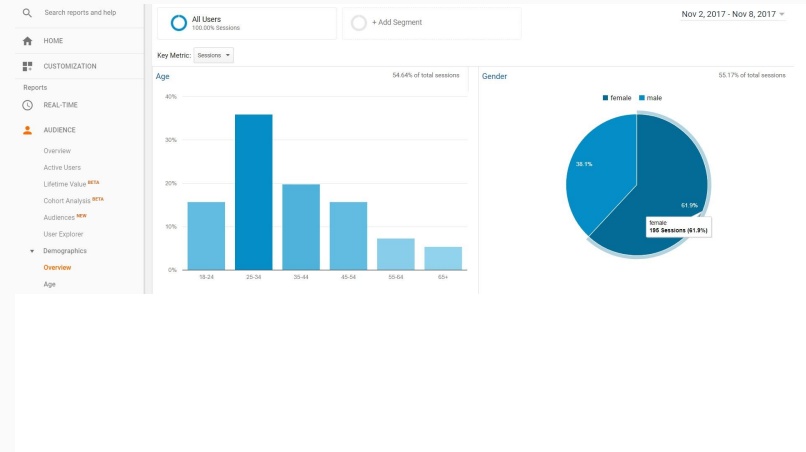
Bounce Rate

noun

1. the percentage of visitors to a particular website who navigate away from the site after viewing only one page.
2. "a rising bounce rate is a sure sign that your homepage is boring or off-putting"

Audience

- Age
- Gender
- Behaviour
- Interests



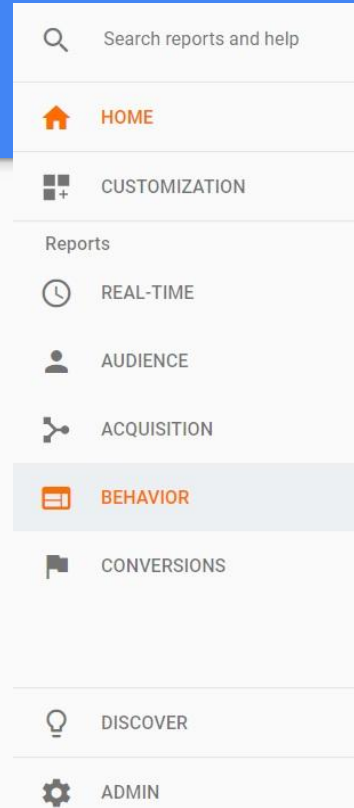
Sources

- Referral Traffic
- Amount of Visits
- New Visits
- Bounce Rate
- Avg. Duration

Source ?	Acquisition			Behavior		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	13,277 % of Total: 10.00% (132,816)	74.64% Site Avg: 85.03% (-12.22%)	9,910 % of Total: 8.77% (112,935)	79.78% Site Avg: 86.49% (-7.75%)	1.50 Site Avg: 1.31 (15.17%)	00:01:23 Site Avg: 00:00:52 (59.05%)
1. magazine.joomla.org	2,780 (20.94%)	70.76%	1,967 (19.85%)	81.69%	1.31	00:01:37
2. t.co	1,557 (11.73%)	62.62%	975 (9.84%)	79.58%	1.53	00:01:10
3. joomlanl.nl	1,344 (10.12%)	88.54%	1,190 (12.01%)	79.09%	1.50	00:01:14
4. pinterest.com	1,255 (9.45%)	96.41%	1,210 (12.21%)	94.50%	1.08	00:00:13
5. facebook.com	722 (5.44%)	62.88%	454 (4.58%)	81.02%	1.50	00:01:25
6. linkedin.com	585 (4.41%)	68.38%	400 (4.04%)	75.73%	1.75	00:02:10
7. blog.tecnycy.info	565 (4.26%)	84.78%	479 (4.83%)	86.19%	1.28	00:00:58
8. clickz.com	198 (1.49%)	77.27%	153 (1.54%)	80.81%	1.41	00:01:19
9. m.facebook.com	191 (1.44%)	85.86%	164 (1.65%)	87.96%	1.40	00:01:02
10. plus.url.google.com	178 (1.34%)	68.54%	122 (1.23%)	81.46%	1.88	00:01:19

Landing / Exit Pages

- **Lead Magnets**
- **Bounce Rate**
- **Call to Action / Goals**
- **Why are they exiting?**
- **Time spent before exiting**



Resources

- NetSquared Facebook Group : www.facebook.com/groups/net2cpt
- Google for Nonprofits AdWords Application:
<http://www.phambano.org.za/social-media/apply-google-nonprofits-grant-south-africa/>
- Google Terms:
<https://searchenginewatch.com/2016/04/11/google-analytics-a-guide-to-confusing-terms>
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