Module 10: Assignment 5: Google Analytics Study

Google Analytics will be a useful tool for Tolkien Treasures, and there would be numerous ways for us to use its tool to better improve our company. The main use would be to see how long users are staying on the site, and what page users stay on the longest. We could use that information to make sure the pages the users are staying on have the key things they would need to see. Another thing we can use Google Analytics for it to see what the top searched key words are, what pages are ignored or not hit often, and what pages are considered the top hit landing pages. In order to better improve the relationship between our users and ourselves, we can use the user demographics information to see what country a majority of our users are located. This can be used to adjust the price of shipping based on the users’ locations. Based on the age of the users, we can better adjust the advertising plan (ex: if they are younger then focus more on social media). We can use the information on the types of devices used to access our site to better improve the usability of the website. If more users are viewing the site on mobile, we can make sure the website is responsive for mobile viewing (stack images, clean and easy to read content, etc.), or if more people are viewing it on a desktop / tablet browser, we can make sure the content is easily read on a full screen. Google Analytics can be used in order to see how many visitors return visitors versus how many are new visitors, and where the advertisements we put out are sending the visitors from. By getting the referral statistics, we can see if the advertisements we paid for are effective, where they are the most effective, and what type of advertisements are drawing in the most visitors (for example video ads versus static ads). Another version of advertisement we may use is sponsoring YouTubers if they have a channel related to what we sell in our store. We can get analytics based on the referrals from the creator link we send to the sponsored channel and see if we are getting any traffic from their subscribers. We can use Google Analytics to measure how many visitors we get from our various social media accounts. Based on how many visitors have come to our site based on our social media will determine which accounts we direct our attention to. For example, if more people are coming to the store website from our Instagram account, we can focus on our presence on Instagram. Some social medias like Instagram allow for posts to have store links within the pictures. If we post a picture of a new sculpture with the link within the picture, we can track how many users click on the link to be directed to our store’s website with that item. Overall, Google Analytics will be extremely useful in showing my company how effective our advertisement, social media posts, and store layout is working, and how we can better improve our customer-to-business interaction.