



Analysing and experimenting on web with Google Analytics and Google Optimize

Outline

1	Google Analytics
2	Google Optimize
3	Learned lessons

What is Google Optimize?

Google Analytics is a free Google tool that collects visitor data from your website. This data is used to create reports that provide insight into how visitors are using your website

Sign up via: google.com/analytics



How to implement Google Analytics?

1. Create an Google Analytics account
2. Set up a property in your Analytics account
3. Set up a reporting view in your property
4. Implement Analytics code to your website

Admin > Tracking Info > Tracking Code

Add the following code between **<head>** and replace **XX-XXXXXXXX-X**

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async
src="https://www.googletagmanager.com/gtag/js?id=XX-XXXXXXXX-X"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', ' XX-XXXXXXXX-X ');
</script>
```



How to use Google Analytics?

Audience Overview

Nov 19, 2016 - Dec 19, 2016

Email Export Add to Dashboard Shortcut



All Users
100.00% Sessions



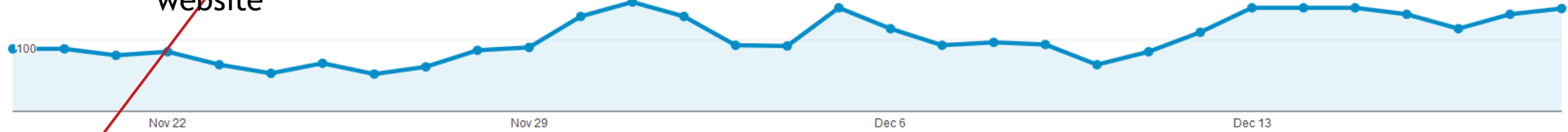
+ Add Segment

Overview

Sessions vs. Select a metric

Sessions

200



Hourly Day Week Month

Sessions

3,165

Users

2,341

Pageviews

7,557

Pages / Session

2.39

Avg. Session Duration

00:01:32

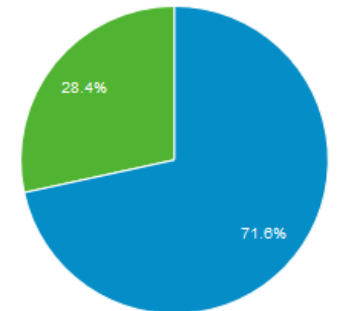
Bounce Rate

62.53%

% New Sessions

71.60%

New Visitor Returning Visitor



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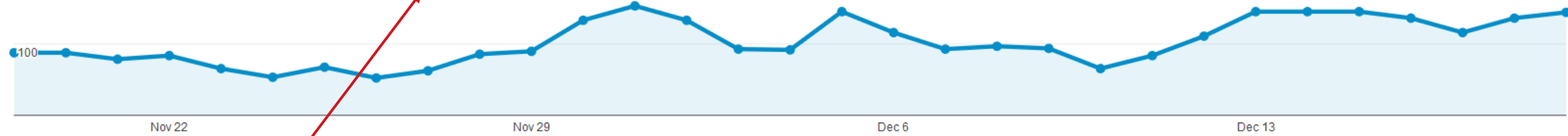
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Hourly Day Week Month

Users = Unique Visitors

How many unique visitors (visitors that have not been to your website before)

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3,165

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2,341

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00:01:32

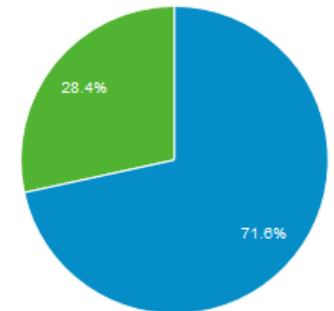
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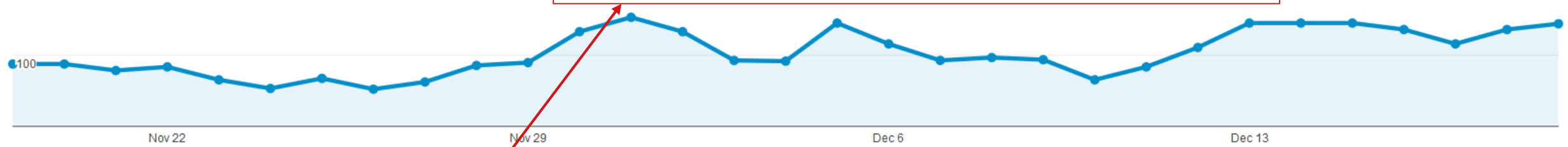
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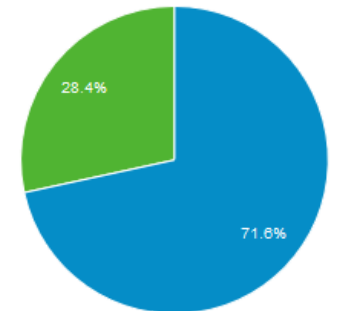
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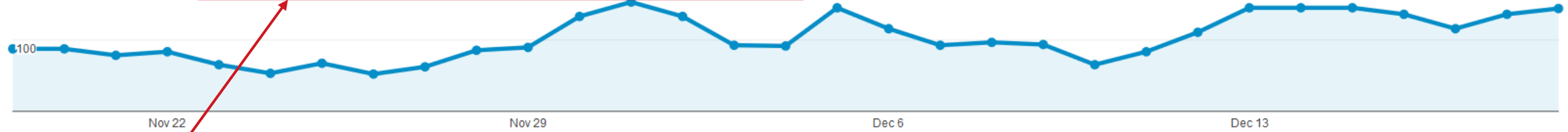
Hourly Day Week Month

Sessions

200

Bounce Rate

Percentage of visitors that come to your website, visit one page, and then leave



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2,341

Pageviews

7,557

Pages / Session

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00:01:32

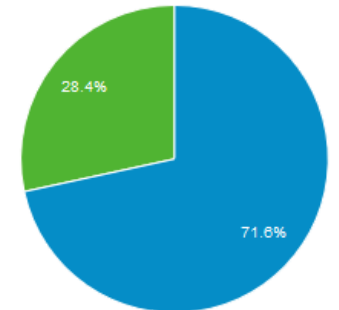
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How to use Google Analytics?

Traffic

- Paid Search
- Organic Search
- Direct
- Referral
- Social

Devices

- Desktop
- Mobile Phones
- Tablets

Location / Pages / Site speed and many more..



What are Goals?

Why? Goals measure how well your site fulfils your target objectives. It will help you keep track on the success of your business.

How to set it up?

1. Events need to be created on your page
2. Example: Form submission
 - Create a JavaScript function for your event



Form code between `<body>`

```
<form onSubmit="trackSignup()">
  Enter email: <input type="text">
  <input type="submit">
</form>
```

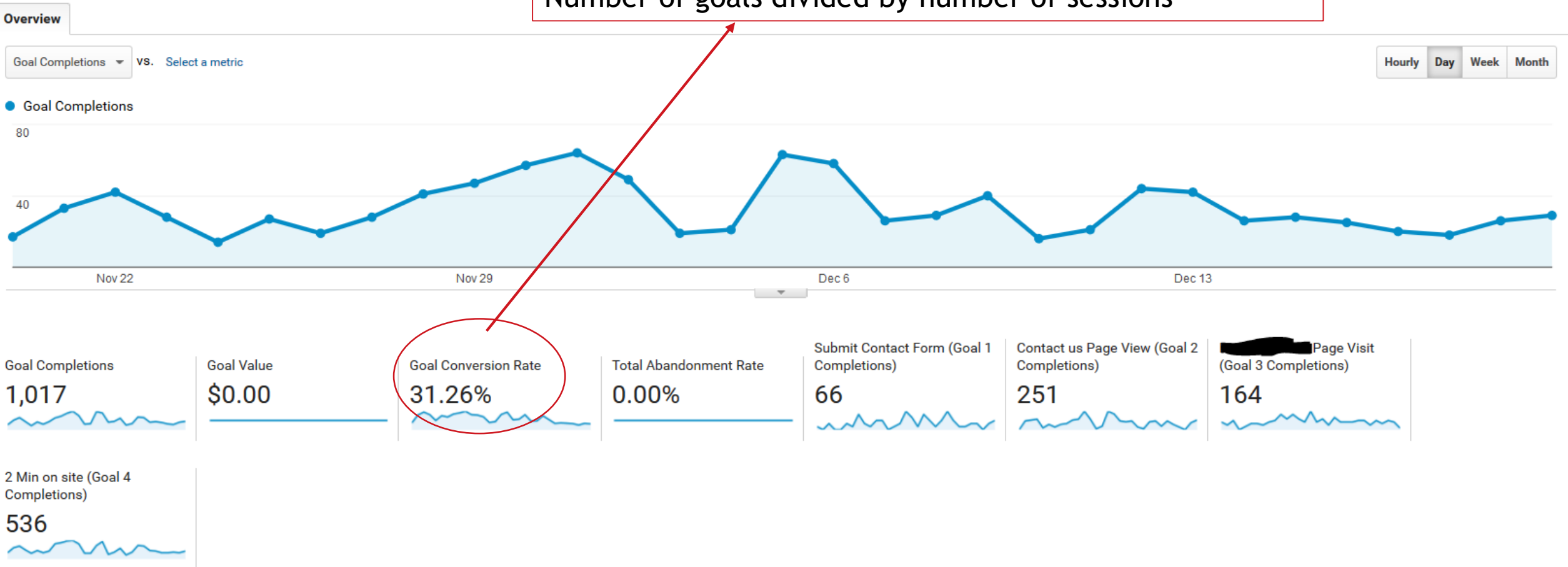
Form code between `<head>`, but after Google Analytics code

```
<script>
function trackSignup(){
  _gaq.push(['_trackEvent', 'Forms', 'Submit',
    'Signup']);
}
</script>
```

What are Goals?

Goal overview

Goal Conversion Rate
Number of goals divided by number of sessions

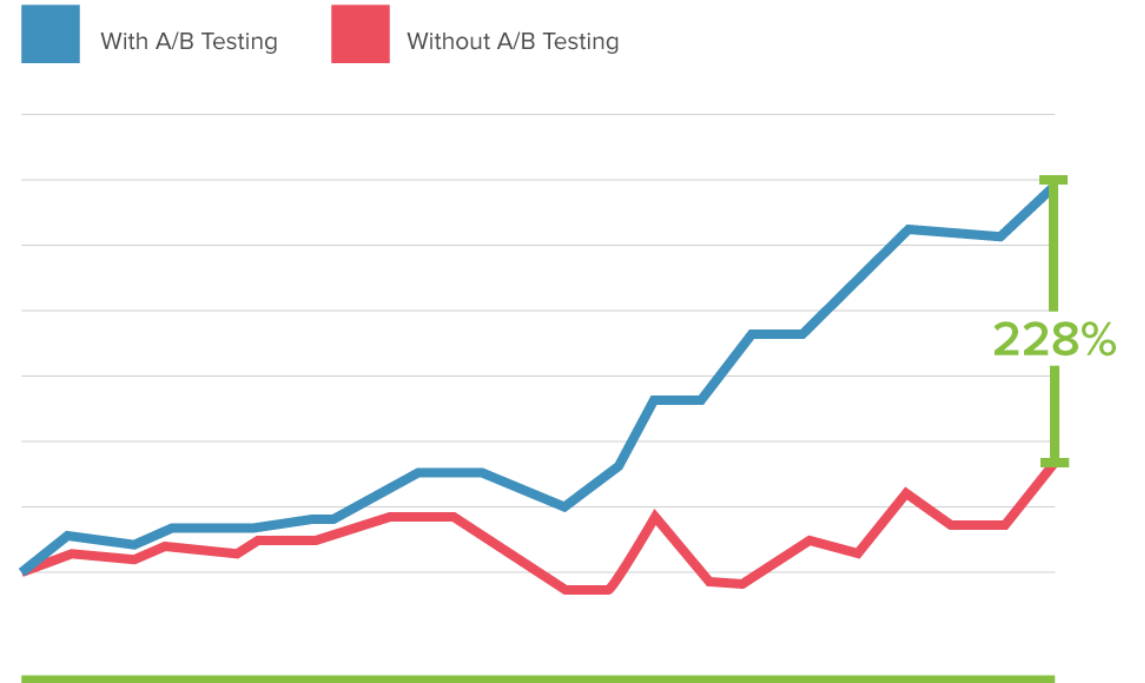
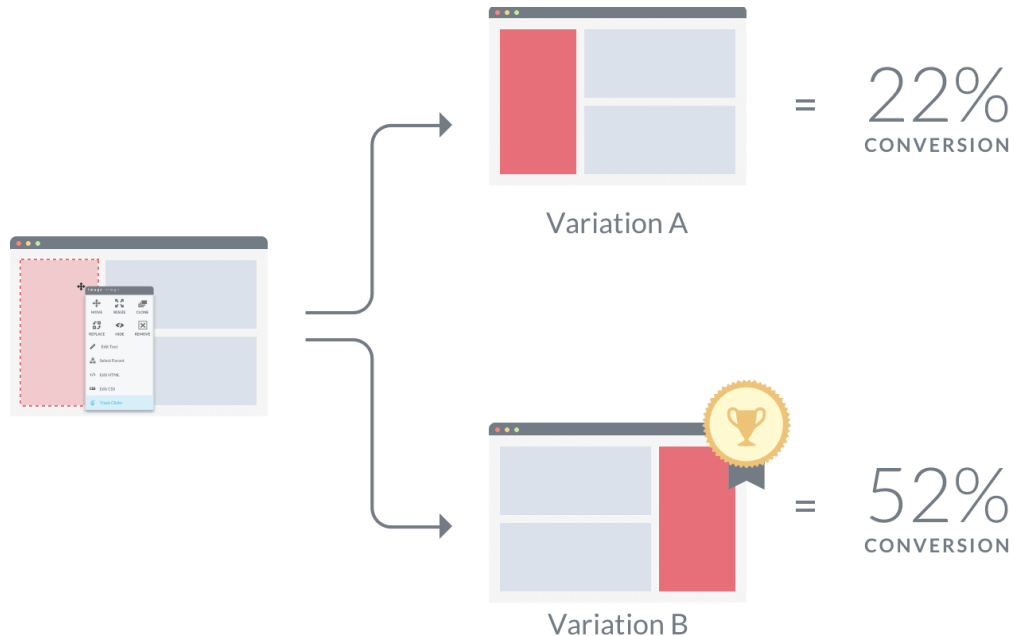


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Why run experiments on your website?

Experimenting helps you to improve your website based on data. By letting different designs compete against each other.



What is Google Optimize?

Google Optimize is a Google product build on *Google Analytics* which allows you to experiment with different design changes to determine what works best.

Sign up via: google.com/analytics/optimize/



How to implement Google Optimize?

1. Create an Optimize Account and Container
2. Download the [Optimize Chrome extension](#)
3. Link Container to Google Analytics
4. Implement Optimize on the site



How to create experiments in Google Optimize?

1. Create a new experiment via “Create Experiment”
2. Give it a name, e.g. “Button color experiment”
3. Select the experiment type:
 1. “A/B Test” - Test two or more variants of a page.
 2. Multivariate Test - tests variants with two or more different sections on the same page
 3. Redirect Test - Test separate webpages
4. Configure your experiment
5. Create a variant Use the WYSIWYG-editor
6. Run your experiment!

Lets create an experiment!

×

Create experiment

CREATE

Name your experiment *

e.g. My experiment

Required


0 / 255


What is the URL of the page you'd like to test? This is called your **editor page**. *


e.g. <http://www.example.com> or www.example.com

Required

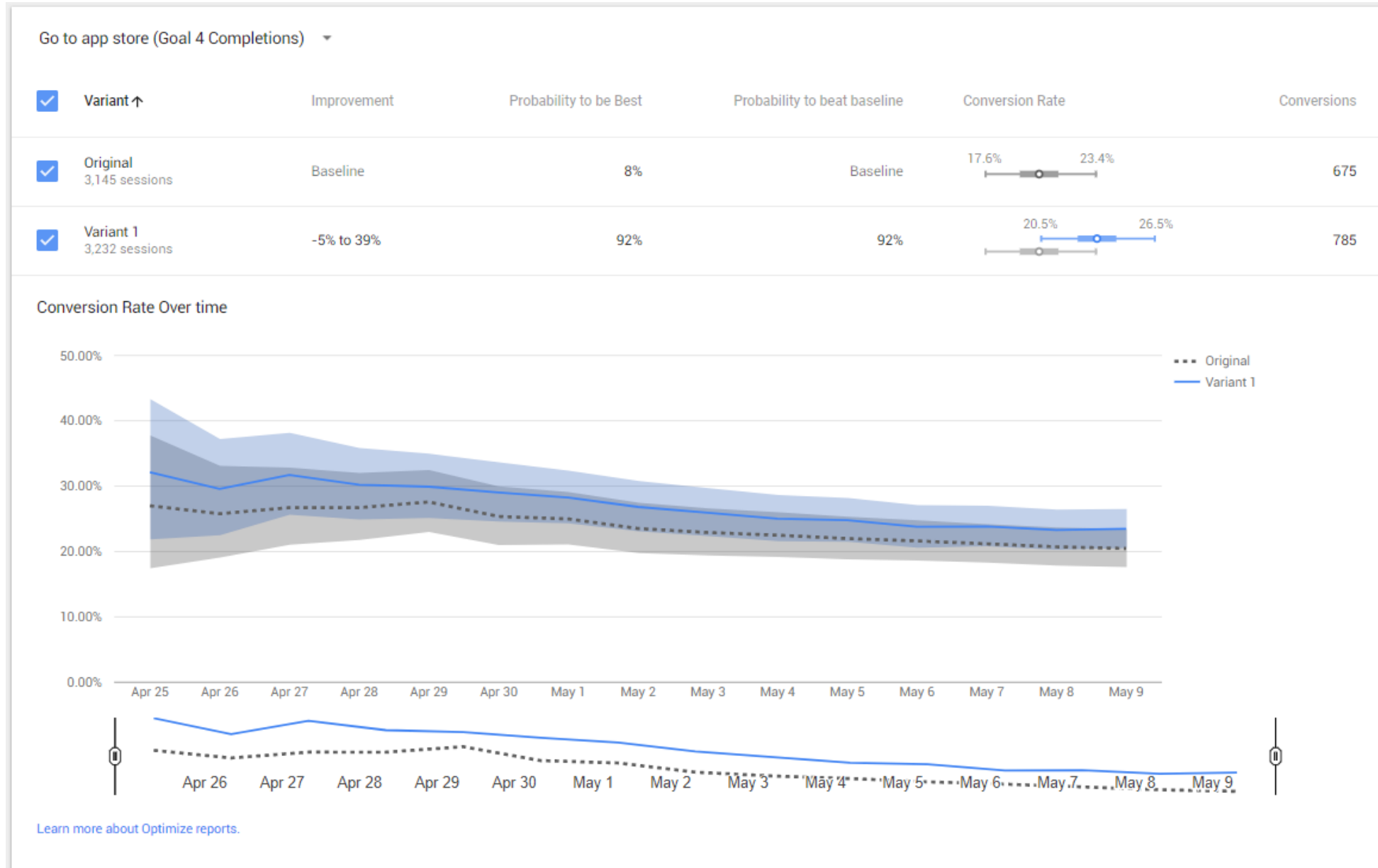
What type of experiment would you like to create?

 **A/B test**
Tests two or more variants of a page. Also called an A/B/n test.

 **Multivariate test**
Tests variants with two or more different sections.

 **Redirect test**
Tests separate web pages identified by different URLs or paths.

How to analyze experiments?



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Experiment example: Changes to the layout

Control



Alle boodschappen; Laagste prijs

Picnic is een volledige supermarkt waar je alle boodschappen kunt bestellen. Tegen de laagste prijs!



Altijd gratis thuisbezorgd

We hebben geen dure winkels, maar vriendelijke elektrische autootjes. Daardoor hebben wij geen kosten voor de bezorging.



Nooit wachten op je boodschappen

Wij hebben korte, handige bezorgmomenten en met de Picnic app kun je exact zien hoe laat wij voor je deur staan.

Variant



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23 %

of users went to the app store

Variant



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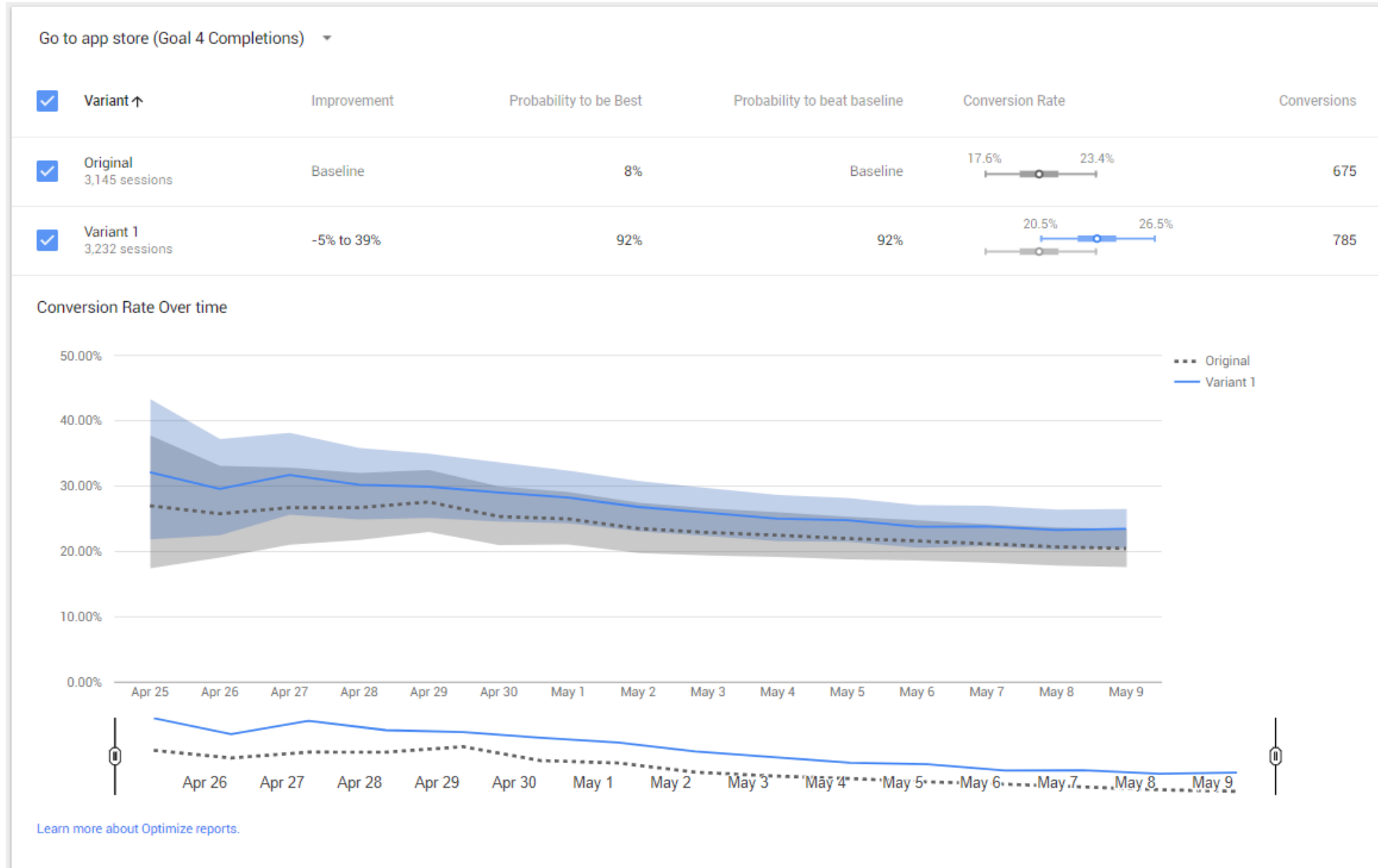
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26 %

of users went to the app store

Experiment example: Changes to the layout





Any questions?