

Part 4: SEO QUESTIONS

1. What is Google Analytics Goals?

Goals are a configuration setting that allows you to track the valuable actions that happen on your site or mobile app. Goals allow you to measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business. Examples of goals include making a purchase (for an ecommerce site), or submitting a contact information form (for a marketing or lead generation site).

Defining goals is a fundamental component of any digital analytics measurement plan. Having properly configured goals allows Analytics to provide you with critical information, such as the number of conversions and the conversion rate for your site or app. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.

How goals work

Goals are configured at the view level. Goals can be applied to specific pages or screens your users visit, how many pages/screens they view in a session, how long they stay on your site or app, and the events they trigger while they are there. Every goal can have a monetary value, so you can see how much that conversion is worth to your business. Using values for goals lets you focus on the highest value conversions, such as transactions with a minimum purchase amount.

When a visitor to your site or user of your app performs an action defined as a goal, Analytics records that as a conversion. That conversion data is then made available in a number of special-purpose reports, which are described below.

Goal types

Goals fall into one of 4 types, listed in the table below:

Goal Type	Description	Example
Destination	A specific location loads	<i>Thank you for registering!</i> web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation, video play, ad click

Smart Goals

In addition to the goal types described above, Analytics provides an alternative conversion tracking method called Smart Goals. Smart Goals are specifically designed to help Google Ads advertisers who may not have enough conversions to use the Google Ads optimization tools, such as automated bidding. When you have Smart Goals enabled, Analytics automatically evaluates your website or app visits and assigns each a score, with the "best" visits being translated into Smart Goals.

2. What is meant by conversions and how will you track conversions through GA?

Conversions are a completed activity, online or offline, that is important to the success of your business. Examples include a completed sign-up for your email newsletter (a Goal conversion) and a purchase (a transaction, sometimes called an Ecommerce conversion).

A conversion can be a macro conversion or a micro conversion. A macro conversion is typically a completed purchase transaction. In contrast, a micro conversion is a completed activity, such as an email signup, that indicates that the user is moving towards a macro conversion.

How to track Conversions

Google Analytics allows you to track different types of goals or conversions. For example, you can trigger a goal based on the number of minutes a visitor stays on your website. The goals more used are "Destination Goals." A Destination Goal tracks visitors when they view an individual page on your website. For example, to track visitors who complete a contact form, you can set a Destination Goal with the form's "thank you" page as the destination. Creating a new Goal in Google Analytics you can track this type of conversion or other Goal as Events (see question 1 and 5).

For tracking destinations, it is possible to config Google Analytics tags that can be set up from Tag Manager. This feature includes: basic web page activity, measure events, activity across domains, dynamic remarketing, etc. There are different tools that can be used to track Destinations, such as Google Search Console, which is recommended.

3. What is meant by KPI in Analytics? Can you give some examples of KPIs?

A Google Analytics KPIs (Key Performance Indicators) is an objectively measurable performance indicator used to monitor, analyze and optimize user behaviors on websites. A KPI is a metric that helps you understand how you are doing against your objectives. Google Analytics metrics, among other things, help website managers in the operationalization of their marketing goals. There are two types of objectives: macro objectives and micro objectives.

Below is a list with with most important Google Analytics KPIs and metrics:

- Sessions and Users
- New and Returning Visitors
- Bounce Rate
- Goal Conversion Rate
- Time on Page
- Average Page Load Time
- Bounce Rate by Browser
- Pages per Session
- And many more, depending on goals...

4. What is Funnel in Goals?

With a Destination goal, you can specify the path you expect traffic to take. This path is called a funnel. When you specify steps in a funnel, Analytics can record where users enter and exit the path on the way towards your goal. This data appears in the Goal Flow and Funnel reports. You may see, for example, a page or screen in a funnel from which a lot of traffic exits before completing the goal, indicating a problem with that step. You might also see a lot of traffic skipping steps, indicating the path to conversion is too long or contains extraneous steps.

You can set up your Funnel when you create a new Goal. Before you save it, you have the option of adding a Funnel. For example, an ecommerce website will have these steps: product page (with “add to cart” button), checkout page (sign in or create account), payment and delivery information and last the thank you page.

Analyzing the Funnel

It is important, after discovering which pages cause the majority of visitors, you must then determine the reason the visitors have left. Perhaps the page isn’t designed in a “user-friendly” way or there are errors or bugs that have caused a visitor to get stuck, give up and ultimately abandon the page. One way to gain some insight in this regard is through heatmaps. Discovering these details and correcting them appropriately can significantly improve your conversion rate (see question 2).

More info about Funnels:

[Funnel Visualization vs. Goal Flow - Analytics Help](#)

[About the Goal Flow report - Analytics Help](#)

5. Can you explain events in Google Analytics? What are the 4 components of an event?

Events are user interactions with content that can be measured independently from a web-page or screen load. Downloads, link clicks, form submissions, and video plays are all examples of actions you might want to analyze as Events.

An Event has the following components. An Event hit includes a value for each component, and these values are displayed in your reports.

1. Category
2. Action
3. Label (optional, but recommended)
4. Value (optional)

More info about Events::

[About Events - Analytics Help](#)
