

## Module 8

### Audiences and Analytics

#### Technical Workshop 3:

#### Using Web Analytics to Understand Audiences and Optimize Your Efforts.

November 18, 2021

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>> ZINNIA: Good morning or good afternoon, depending on where you are joining us from and a warm welcome to all. You have joined the third technical session for module eight, Audiences and Analytics. Which will cover using analytics to understand audiences and optimize your efforts. This module is brought to you by the Digital Empowerment Project for Small Museums. A nationwide initiative organized by the six U.S. regional museum associations and dedicated to providing free self-paced training resources for small museums. This inaugural series of training and resource toolkits are focused on digital media and technology topics is made possible by funding from the Institute of Museum and Library Services. My name is Zinnia Willits and I am the Executive Director of the Southeastern Museum Conference. My pronouns are she/her/hers and I am a light-skinned white female with shoulder length reddish-brown hair and I'm wearing black rimmed glasses that are often referred to as cat eyed style. Today I'm wearing a navy blue blouse with three-quarter length sleeves and I'm sitting in front of a backdrop of my home office which consists of a desk and a few computers behind me as the host for today's session I would like to convey a few things to our attendees before we begin the program. In this era of virtual meetings when digital spaces may substitute our physical sense of place it is important to reflect on the land we occupy and honor the Indigenous people who have called it home. Today I'm speaking to you from Charleston South Carolina historical homelands of the Natchez-Kusso peoples, let us acknowledge all Indigenous nations as living communities and their elders both past and present as well as the future generations. We the Digital Empowerment Project team recognize our organizations and those of our members were founded within a colonizing society that perpetuated the exclusions and erasures of many Native peoples throughout the United States and beyond and we ask you to reflect on the place where you reside and work and respect the diversity of cultures and experiences that form the richness of our world and our profession. Thank you.

Now just for a few housekeeping notes. First the best place to view this talk is at Museum learning hub website under the watch live tab at the Museum table. I also like to acknowledge that the ASL interpreter will be on the left side of the screen and just to let you know that captioning for today's program will be embedded in a box just below the YouTube player under our website with controls to adjust your experience. The best way to refine our program is to listen to our attendees and we ask that you share your candid feedback with us. Following today's program you will be sent a link to a satisfaction survey. Sharing your experience through the survey will only take a few minutes and will greatly improve our work. We encourage you to post questions to our presenter which will be addressed at the end of the program after the presentation. Please type your questions in the chat, a Digital Empowerment Team member will be gathering them. We will address as many questions as time allows, however, we may not be able to address all questions and other questions may arise after reflecting on a program. For this reason we have set up an online community form for raising questions, posting answers and connecting with your fellow attendees and between programs. If you are looking for help in between programs, please visit this forum and create a login and post your questions. A member of the community or one of our student technology fellows would get back to you. Finally to stay connected with us and be aware of our future programs, please follow us on social media, links will be posted in the chat.

Now it is my pleasure to introduce today's presenter. Dana Allen-Greil, vice president of marketing at the Monterey Bay Aquarium in Monterey California. Dana has led web and social media efforts at the National Archives, National Gallery of Art, Ogilvy Public Relations, the Smithsonian's National Museum of American History and the Kaiser Family Foundation. Dana holds a BA in English from St. Mary's College in Maryland and an MA in Museum studies from George Washington University and she has taught graduate Museum studies for Johns Hopkins University, Georgetown University, George Washington University and Tufts University and served on the boards of the Museum Computer Network and the Mid-Atlantic Association of Museums. I've enjoyed getting to know Dana and I'm thankful for the time that she's devoted to the session and now I'm pleased to turn the floor over to Dana to begin our session.

>> DANA: Hi everyone. I'm so excited to be here today thank you, for joining us. And let me just get my slides going here. So I'm Dana Allen-Greil and my pronouns are she/her/hers, I'm a white woman in her early 40s with medium brown hair, I'm wearing blue light blocker glasses and contacts which you can't see and I'm coming to you from home, my home office is actually my bedroom, maybe some of you can relate but I'm situated in the Central Coast of California which is Ohlone, Costanoan-Esselen land and we acknowledge those Indigenous people, past, present, and future as part of our work in the Monterey Bay Aquarium. I'm going to be sharing data from the Monterey Bay Aquarium but I'm bringing my 20 years of digital museum work and my teaching skills to you hopefully and I provided my social media account here it is @danamuses as well as my personal email so you can reach out to me if you have any questions and I will show it again in case you miss it here and I'm happy to follow up with you. And one of the things I love about this community is how much we are open and sharing, and helping each other out, and so I'm offering myself to you as a resource if that's helpful.

Here is a quick outline of what we are going to cover today. Our topic is using analytics to understand audiences and optimize your efforts and I want to do a quick review about what I've learned in the previous sessions in this module because there are some great takeaways that help frame what we are going to be talking about and then we will dig into how we can set goals and define indicators of success and I'll give you a couple of examples from my work at the aquarium and then we're going to do a deep dive into Google Analytics and what I'm going to try to emphasize is to explore with a research question in mind to prevent from being overwhelmed. And then we will talk about how to use dashboards for some of your key initiatives, and I'll share some resources that are helpful to consult beyond Google Analytics as you think about optimizing your efforts. So that's our outline for today so a quick review, if you haven't had a chance to watch the other sessions in this module, maybe this will give you reason to do so, or if you have, this is just a

recap. For me I loved Emily Robertson's diagram of the process of using data and she really emphasized the importance of setting goals collecting data, analyzing that data, making decisions and that this is a process that continues, right?

This is the cycle we are never done with analytics. So thank you for that takeaway, Emily. Arturo Garcia shared this beautiful metaphor about what it feels like to go into a grocery store without an idea in mind of what you're going to cook, versus going into a grocery store with a recipe in mind and being really targeted with what you're looking for. He also really shared the importance of setting your intention for success and yes the metrics are important and we are going to talk a lot about that but what is it that you are trying to achieve and all the ways you can think about what success looks like in helping you set your goals? Thank you Arturo for sharing that.

Elena shared an amazing session about all of the tools to help you collect data and if you haven't watched that session I really highly recommend that one. She is just such a great resource for understanding all of the ways that you can understand what's working and what's not, who you're serving and who you're not. I wanted to share a list of what she provided which is how data can help you. It can help you improve user experience on your website or app and it can help you optimize the impact of the products you're making or the campaigns you're running. It can also help you expand that so you can try something, look at the metrics, try something else and see what changed. And iterate. Data can help you understand your audience and can also help you increase revenue so I've got a lot of those in mind for today's presentation, again thank you Elena for sharing all of the many tools to help you get at this data and then Acacia Berry focused on social media but what I love is how she framed how to think about your digital strategy, how to build it, and how you can implement it and analyze it. And this is just one of the many slides from her presentation I found useful which is comparing kind of what's the user experience and in this case she's talking about Twitter or social media and how to map that up with goal setting.

Things like someone on Twitter you want them to stop scrolling, you want them to look at your image and read your caption and you want them to like or follow and how does that match up to your KPIs or your key performance indicators. Are you trying to engage or reach a large amount of people, both? And how that maps up with the actual metrics that Twitter provides. I found that to be a great framework and if you're interested in measuring social media, that's a great session to take a look at. So let's transition now, I'm going to mostly talk about web analytics because that hasn't been covered in super great depth so far in this module. I'll touch on some other things like email and SMS as we go but let's talk first about that first step, setting goals and defining indicators of success.

So this is an example of a subset actually of goals for the Monterey Bay Aquarium. We just recently drafted our 2022 goals. This is for the whole marketing team, just for context. And what we've got on the left-hand side are five key goals for us as a marketing team. What you don't see here in our document was all of the strategies or tactics, and things that we are going to do to try to achieve that goal. And next to that is the indicators of success. So the framework is: what are we trying to do? How are we going to try to do it? And how are we going to know if we are being successful? So today what we are digging into is this indicator of success but that overall framework is really important for you to think about. For us, in marketing we need to meet or exceed our attendance and earned revenue projections. That's a really important foundation for us. We need financial resources to do our work and we are responsible for that. How do we know if we are being successful? The ones highlighted in yellow are the ones we are going to be talking about today and showing you how to find that in tools like Google Analytics but I wanted you to see the overall context. We're not just looking at how much money did we make in the shop, we're also looking at our market research. Are we top of mind and do people have intent to visit? So there's always this kind of holistic view of how we're achieving our goal and web analytics is a piece of that. And then moving on to the second goal here converting audiences into members and donors. What we do in

marketing is help support the goals of our membership and development team so we want to see that when people land on our donate page that they're actually donating that's conversion. We want to see that when people are buying a ticket that they're not abandoning the cart which I will show you more about later.

I know this is a lot of information on the screen here but what I wanted you to see is what I'm talking about today is just a piece of how you overall want to think about success and how you will know if you are successful. So let's talk a little bit about how to create those indicators of success in a way that makes sense for you.

For me using baselines and benchmarks are really important for this. And here's what I mean by that. First I want you to capture where you are right now, or at a specific point in time. That's our baseline. How many people are visiting our website right now? I need to know that if I'm going to set a target for how many people I want to visit in the future. Compare yourself to yourself. You are your most important competitor. How are you-- how are your metrics changing over time? You can just do this and that would be fine. Just to understand how your efforts are making an impact over time compared to yourself.

And the other dimension here is you can try to understand how are you performing compared to your peers or to the industry-standard and that's what I mean by a benchmark. My baseline may be way off from the benchmark or it might be really close and it's up to you to decide where you're trying to get but it's helpful to know for example an email click through rate I can say I want a 20% email click through rate. Well guess what in the industry a 4% click through rate is amazing so it's highly unlikely that you're going to achieve 20% click through rate and therefore that's not an achievable goal for you so making sure that your indicators of success are actually things that are accomplishable. This is where benchmarks can help you.

And then finally you are setting a target. So that indicator of success- and you usually want a specific time period for that. So we will have this many people perform this action by the end of the year for example. So let me give you a few. These are real life examples for us and hopefully these help you think about what yours might look like. In 2022 we want to enroll 12,000 people in our online courses. What's the context of this goal?

This is based off our 2021 baseline. Our 2021 baseline was actually higher than this and so the second piece is how much can we invest in promoting those online courses next year. Our budget for advertising for our online courses next year is going to be lower. So I've set an indicator of success that is lower than this year because I will have less resources to promote it.

Here's another one, reach 20% conversion rate on donation pages that means the number of people that went to my donate page, 20% of them actually donate. Does that sound low to you? Well, there's a benchmark and I'll show you... I apologize my mouse is here. There's a benchmark provided by M+R which I will talk about, that helps me understand what the conversion rate is for similar nonprofits. 20% is the benchmark for other types of organizations that participate in this particular report and ours is far lower than that. So this is a stretch goal for us and so right now we are capturing what our baseline is so we can understand where we can improve over time. Final one is maintain a 4% click through rate on ocean action emails, this is a specific subscription that we introduced last year and this is based off of our 2021 performance so we are seeing about a 4% click rate this year so next year we want to maintain it and we know based on benchmarks that is sort of an average benchmark for click through rate on an advocacy email.

The reason why I wanted to bring this one up for you is that indicators don't always have to be growth. Limitless growth is not realistic. And it is okay to say I just want to maintain the success that we have. Or in my first example, I'm actually going for a lower goal because it matches my resources. So understanding your own baselines and where you are, your trends over time and benchmarks can help you set goals that make sense for you.

So hopefully that helps with constructing some of these and will give you some thoughts on how to do this for yourself. Now let's look at that benchmark report that I was talking about. M+R is an organization that works with a lot of nonprofits on fundraising but also their digital engagement strategies. This resource is at [mrbenchmarks.com](http://mrbenchmarks.com) anyone can access it and see what they've learned. Each year they collect data from about 200 nonprofits about how they are fundraising and about how they are advertising, texting, email messaging and social and web is going and they take all of that data in aggregate it and they have segmentation by sector. So you can look at just cultural nonprofits or environmental or animal welfare or a couple of other types that participate in this so anyone can go to that website and see that data in aggregate and it has great information. Like okay as a group these 200 nonprofits saw their email list grow by 3% and that's a good benchmark for you. If you say you want to grow it by 100%, maybe that's unrealistic. So that's one way you can interact with this.

They do a call every year for organizations to participate so if you have a little more bandwidth, I think you need four or five hours to pull the data, they will give you a spreadsheet and instructions on how to pull the data from your web analytics, and your social media and you can give them your data and be part of this and what you get out of this, from participating in that way is a personalized report each year that shows your data compared to your segment. So two ways to participate, it's open for anyone for free from [mrbenchmarks.com](http://mrbenchmarks.com) or if you have bandwidth and an ability to share your data, we found that really valuable because we get things like this... This shows all of the nonprofits who participated, what their main donation page conversion rate is and that's how I learned that 20% is the benchmark for other nonprofits and ours is 4%. So we are really off here. This makes me wonder what's going on, on our donate page that we are converting so few people compared to the rest of the industry.

I also got a report like this. On the left, you see home page load times, on the right, donation page load times and in yellow you see the Monterey Bay Aquarium, and what I'm seeing here... This is an instance where more is not better. I do not want my homepage to take twice as long to load as the industry standard and the same thing for my donate page. So that gives me a sense of what might be going on with conversions if people are landing on the page and they're not waiting for it to load or they're frustrated by the user experience they're not going to stay and make a donation. So this is really useful for me to understand how we're performing and it's also useful, I can bring this to my leadership at budget time to say that this is something we need to invest in and here's how I know we're not performing as well as we need to be.

Another really great source of information for benchmarking and just overall trends is Pew research. They have a whole segment of research that is focused on how people in the United States are interacting with technology and they have data that goes back decades and so this is really useful for understanding trends about platforms, how people use platforms etc. and can help you with your strategy.

Another resource I found really helpful is the Museum Social Media Managers Facebook group. I know it says social media managers and it is largely focused on social media but a lot of folks that do social media for museums as you may be familiar with yourself, do a lot of other things. They may also work on websites or email marketing or PR, so this group really kind of covers the gamut and you'll see a lot of posts like this where people say "hey what's working for you?" Or you could even say, "This is my baseline, how does this compare to what you're doing?" It's a really great community for understanding trends and also how to measure your performance.

Another similar type of community that is just fantastic at supporting each other is MCN, and you can join the MCN email list where you see things like this. This is a question from someone asking "Hey, how are you counting virtual program visitors? Who counts as an attendee if a group is participating by a computer, are you counting one person or the entire group of students? Again this is a great community for sharing

challenges you have with measuring or understanding how you're performing alongside other organizations.

So hopefully those are useful resources for you getting started. Let me get some water here. Okay. So now we're going to do a deep dive-- sorry. Now we're going to do a deep dive into Google Analytics and the key take away here is with a research question in mind. So I'm just going to say, fair warning here I'm going to run through a lot of slides really quickly. Not all of these are going to be relevant to you. What I want you to be listening for is: Is this a question I've had? Or is this a question someone has asked me? Then those are the slides you want to pay most attention to or come back to, in terms of how to get that data. Don't feel like you have to keep up with every single thing I'm about to show. I wanted to show a breadth of what you can see with Google Analytics but first let's talk about questions. There are good questions and maybe better questions and what I encourage you to think about is what you really want to know.

A good question is what content is popular on our website? And that is really easy to answer with Google Analytics and I'll show you how to do that but a better question that takes you further is: Okay are we creating the kind of content that people want? Once I know what is popular then I can think about: Is that where I'm spending my resources? Am I spending my time on the content that people are asking for? Am I spending my time writing a bunch of stories on my website that people are not visiting and what do we do with that information? Another good question is: How do people find our website? A better question or one that takes you further is: Are the things that I'm investing in, my ads, my emails, my social are those things driving people to my website? How are these things matching up? What do people do on my website? That's a great question and Google Analytics will tell you what people do on your website but a better question is: Is that what I want them to do? Am I meeting the goals I set for myself? A good question: How many people donated on my website? 11,000. What do I do with that? A better question might be: Why isn't my donation page converting people at the same rate as other nonprofits? Is 11,000 good? How does that compare with how many people went to that page? Just push yourself to think about a good question and what do I do with that because there may be more questions that follow.

Let's start with that good question: What content is most popular? In Google Analytics once you are set up, you want to go to behavior, site content, all pages and you'll get a list like this. This is my top 10 most popular pages on my website. All of the data I'm showing you is for calendar year 2021 up until yesterday or two days ago when I pulled the screenshots. And this helps me understand where people are spending the most time in terms of pages on my website that are most popular. I'm sorry not the most time but what pages are most popular. If you're not familiar with this that forward slash on line two, this is your homepage. What I want to point out here that often surprises people is your homepage is not always your most visited page. We spend a lot of time thinking about our homepages and what's on them how do we use that precious space and everyone wants their link on the homepage and I think it's useful to just remind people that it's not always the most popular page. For us it's actually 10% of our page views so that means if you look at all of our pages on our site that people are spending time on only 10% is the homepage. That might give you an indication of how much effort to spend on your homepage versus other pages on the site.

Remember to dig deeper with what you really want to know. Okay now I know what's most popular does this match our expectation. Did I think our ticket page would be the most visited page not the live cam? Did I hope to see more views on certain content? Did I just spend so much time creating an online exhibition and I'm not seeing it here? Am I putting my effort in the right places? If I want to make sure I'm making the biggest impact with the limited resources that I have for web content or design am I paying attention to the pages that are getting the most eyeballs?

Another good question that takes you a little further is: has this page always been popular? That live cam page why is that #1? Has it always been the case and I just didn't notice? If you click on a specific page it'll show you the trend over time.

So what I'm seeing here is actually this page has gotten less and less eyeballs overtime and it looks like it went down in July and it has not come back up, I wonder why? That brings me back to: Is this a pattern? So what I did is you can compare time periods in Google Analytics. There is a compared to in the drop-down upper right and so I clicked compared to previous year and I want to know is it that every July and August we see a dip in our web traffic, maybe people are outside enjoying the sunshine and going to the beach. And that does seem to be true somewhat so this orange line here is 2020 and I'll just say our live cams were incredibly popular during the pandemic because it gave people calm and joy and delight, often times people were home and they have a second screen up and were not out and about as much, so live cams were popular and they waned in July 2020. So that kind of pattern of dipping down in the summer looks like a seasonal pattern but what I'm noticing on the right side of the diagram is that it started to pop up a little bit in 2020 and that hasn't happened for us this year. September and October I'm still seeing decline. So what's going on there?

Okay so that just gives you an example of the rabbit hole that you can go down in Google Analytics and how questions can guide you to more questions but let's back up a little bit and ask: How are people finding our website? So if you go in Google Analytics into acquisition and then overview you will get a pie chart like this and what I will say about this, the biggest slice of the pie is 45% direct traffic. So I'll tell you about that in a moment. But let's talk about the other ones. Almost 40% is organic search. Organic search is different from paid search. If you're paying for advertising with Google, to be high up in that advertising section of their search results, that is paid search, every thing else is organic search so that's fairly high for us as well. That red slice, a much smaller section that's referral traffic so those are people that are following a link on another website to our website.

Then you've got other, paid search, email, social and display ads. So let's talk a little bit about direct traffic, this is the one that's always puzzling and that's because direct traffic is basically unknown traffic, that means Google can't tell where that person came from. And there's lots of reasons why. And I just want to say this for us has been growing over time. And there's lots of reasons for that. It can be really frustrating because it's like these are the mystery folks but here are some reasons why someone could come in as direct traffic. They could have typed in <https://www.montereybayaquarium.org/> into their browser. They're not coming from somewhere so there's no referral so that's direct, they could have bookmarked our website, we know that's true for our live cams people come every day and they have it bookmarked and that doesn't count as coming from somewhere else, that's direct. Links from PDF, links from a text message that someone sent someone else, links from an app or dark social like Whatsapp, Facebook Messenger and I will talk later about how UTM codes can help you better understand that traffic. Bots there can be lots of bots that are running up traffic on your site and they are not being referred from somewhere else, and also folks that are visiting on a private browser if you use Chrome incognito or you have a browser where you've turned off the ability for analytics to track you, you are going to show up as direct traffic.

Another big reason for this is if you are using redirects or link shorteners without using a UTM code the refer is going to be broken. And they're going to show up as direct traffic. So pretty URLs are great but you need to understand pros and cons to using them. So if you're not familiar with this already, there's a tool that Google offers, the URL is a little hard so if you just want to search for U TM builder or campaign URL builder you can pull this up which just helps you build out a URL with a UTM code in it. I apologize this is really small at the very bottom you can see this is a URL with montereybayaquarium.org... You've probably seen this if you've ever clicked on a link in a newsletter. The New York Times has these just bananas long URLs because they are putting data elements in to help understand where the traffic is coming from. You can do this too if you're not already. This builder can help you, you can have spreadsheets that will do this for you. This is a free tool from Google. When should you use URLs with a UTM code? I say pretty much always except when you are linking from your website. If you are sending a link to your website from an ad or an email, QR code, social post, texting program, use the UTM code so you can understand who is clicking through. You may say that they are so long and ugly. That is true so you can create your URL with your UTM code and then shorten

it and make it pretty and when it resolves to that long URL you can track the traffic.

Okay which campaigns sent traffic to my website? This is where UTM codes are super helpful. How to get to this in Google Analytics is acquisition, campaigns, all campaigns and then you want to add the secondary dimension source medium and there's a drop-down for that. Here I'm showing you my top 10 campaigns for the year. On the left that's my campaign name, [Referring to slide] Reopening, remember it said UTM campaign equals it would say reopening 2020, source onsite, medium QR code. This shocked me that 80,000 people scanned a QR code that was outside of our entrance to go to our website. But here's the data. And it's sending more traffic than any other campaign that I've done this year. So this is a really good kind of gut check for you. You can see Google cost per click is our second and third and then some of the email campaigns and social campaigns below that. This is where the value of the UTM codes comes in and this is going to be a theme throughout the presentation. What's the first thing that people usually see on my website? This is another really good question. It's not always the same thing as your most popular pages so again how do you get to that behavior, site, content, landing pages. Here what I'm seeing is, remember my homepage was not my most popular page, but it is my number one landing page. Landing pages are important because it is the first thing that people see, it's their first impression of you.

So again, lots of different ways to kind of look at data, and this helps me understand, "okay only 10% of my overall page views were going to my homepage, but for almost 30% of the people entering my site, they are entering through the homepage., So I need to think of that page as where people are coming to my organization for the first time.

So let's talk a little bit about the relationship between landing pages and SEO. SEO means search engine optimization. And when you're looking at your landing pages you need to be thinking about where do I want people to land and how can I make my pages on the website work well for search. So here are some of the tips. Think about what keywords or phrases would someone search in order to find this page? Once you have that in mind, you want to include those keywords and phrases in the URL, in the title, in the headings and even in the image file names on that page. Those are all things that are going to help you rank higher when somebody does that search.

Another thing you can do is answer commonly asked questions. For us for example, we have super cute sea otters and we have tons of knowledge and research about sea otters and how important they are to the environment. We wanted our sea otter pages to rank better. We looked at what are people asking and searching for. So one of the top things is: what do sea otters eat? We had that information on our web page but not in the form of a question. We literally put what do sea otters eat: crabs and crustaceans and not fish. So literally putting the question-and-answer on your page can help you rank higher when people are searching for a question like that.

My last tip on this is to be really clear about the purpose of that landing page and try to focus users on a specific call to action. On our live cam pages, they are some of our most popular landing pages, we want people to watch, that's the first thing that you see, how'd you watch that live cam, on a donate page you want people to donate. Think about removing distractions and really focusing on the specific thing you want people to do. Since we are talking about search let's also talk about Google search console insights. If you go to this URL, [search.google.com/search-console/insights](https://search.google.com/search-console/insights) and make sure your site domain name is registered there you can start to get insights on how your site is performing in Google search. This screenshot on the right is showing me 164,000 people clicked through from Google to my website in this month that is showing me. It's showing me what the most searched queries that are leading people to my site and how many people clicked and it also tells me what rank I am. You want to be in the top five results from the keywords that are most important for you and this is a good tool for you to understand what's happening on Google that sends people to your site. Remember back to that pie chart? Organic searches are really important for us and so we



want to make sure our website is performing in a healthy way on Google.

Another thing you might be curious about is what do people search on my site? The slide I just showed you is what are people doing on Google but what are they doing on my website? the caveat is Google Analytics tells me 2% of my visits include a site search and that's a small percentage so this can be useful for understanding what people are looking for in your site but it's helpful to know how many people are actually using the search this may be really different for museums with online collections and other searches that are frequently used. One of the things I look at here and how to get to this is behavior, site search, search terms. One of the things I look at here is if someone's searching for something they probably didn't find it by scanning the navigation. For me live cams are surprising because that is in our mega nav. Something like sharks is not surprising to me because sharks aren't in our navigation. So if you're seeing things in your search terms that you feel like people should be able to find without having to search, this is a good place to look at that.

I'm going to take a quick break here. And again I apologize I'm speaking quickly. I wanted to get the lay of the land of what you can do in Google Analytics. We'll dive in more during Q&A.

So I'm switching over here to what you can learn from the e-commerce section of Google Analytics, and so if you're selling anything on your website, tickets, memberships, online store you want to enable e-commerce module on Google Analytics and it will give you information like this. And the happy faces are just to protect the privacy of our revenue data. Those are purposeful. So what this is showing me here is just overall how my site is performing. You're going to see this trend graph. This does not surprise me because in May is when we announced reopening and there's a big spike there because all of a sudden people wanted to come visit and spend money with us. The other things you can see here are the conversion rates. So how many people are going to your e-commerce pages and actually completing a transaction. For us it is 4% I can see the average order value I can see by product category so I can see how much of my revenue was tickets versus membership, versus donations.

This is one of the most powerful reports in e-commerce I think in Google Analytics. This shows you what happens to people in the purchase path. And so this can be called cart abandonment, or drop-off report but basically what you're seeing from left to right, if you imagine a slide with holes in it, water going down a slide. How much of the water is making it all the way to the end of the slide and where are people falling out of that slide because they're falling through a hole? So here I've got my cart page, my health screening which is basically saying yes I understand I need to wear a mask and tickets are not refundable. I've got a screen that asks people to add a donation and I have a payment summary and a confirmation page and so that's the path here and I can see people are dropping off from the cart page only 74% of them are making it. So somewhere between 20 and 25% are not going from that cart page to the health screening page. What's going on there?

Then from between the health screening and add donation, and payment I'm not seeing a lot of drop off. That's good. That helps us know that asking for a donation in the middle isn't making people say "oh forget it. I don't want to do this and I'm not going to visit and buy a ticket." Overall this is showing me is where people drop off and I'm also seeing that 73% of the people who make it to the cart do complete the purchase. So this is really an important diagnostic for you to understand how your checkout process works and where you might need to make other designs or changes and you can kind of benchmark over time, am I improving the number of people who make it all the way through? okay we talked about UTM codes and campaigns. Here is another example and I'm sorry this is very tiny but for a specific goal you can set up goals in Google Analytics and this is a goal of ticket purchases. I can see here that Google is my number one driver, direct, and that QR code which still shocks me [Light Chuckle] And finally our Google ads, email etc. and this is helping me understand how our campaigns mapped to revenue. You can also do this with other types of calls to action and here is a screenshot that is showing a form that we have to contact your legislator about a piece

of plastic pollution legislation. And so I can see little spikes and that's when we did emails or did social media posts and I can understand from using UTM codes that email sent the most people and then Instagram and then Facebook and this can help me understand in the future where to invest my time. Another thing you can do with Google Analytics is understand what parts of your website are leading to those conversions. Here's one where we were checking how people are signing up for emails, is it in the footer? Is it in the checkout?

Okay I'm going to quickly move into how to use dashboards I want to get through our Q&A so I'll run through this pretty quickly. The key take away here is Google Data Studio is a great free product to build dashboards. You can choose what widgets you want to display and you can use Google Analytics data, Google ads data, and you can feed it any data you want through Google Sheet or CSV and bring it all together. This example is for our education team they wanted to understand without having to bug the marketing team over and over how it's going getting people to go to our online courses and register so they can quickly see the users per month, where they are coming from what channels are sending them to enroll. What are the most popular pages in that section, what are the biggest referrers? Here Google Classroom was a big referrer. And so that was good to know what states people are enrolling from? What kind of devices are people using? This is all Google Analytics data that you can get but putting it in a dashboard helped them understand what is really relevant to them. And finally this is something they used over and over in reporting on their success and you can see they got a lot of coverage across the entire United States for online courses and that's something that was a big strategic goal-- we mostly focused on California, local for our education efforts in the past. So seeing a spread in all 50 states represented was really important for them. Here's another example of a dashboard again using Google Data Studio and this is helping us track our online store. We are new to selling things online. We launched that last year and one of the things I want to point out here is we set a goal, and that's what this little semicircle arc is- we are not even halfway to our goal although the year is almost over. We know November and December are big shopping months but it feels like we're not going to achieve our goal, but this helps us to see super quickly how close we are. The other one I want to point out is here on the bottom right, the site conversion rate. This is benchmarking us against the average U.S. conversion rate and what you can see here-- that dotted gray line is showing between two and 3% conversion. For the most part we are not meeting that. So that's a good benchmark for us and it shows us where we need to learn and do better.

Again, you can see where people are shopping from, you can tie that to age, demographics and other types of demographic, location etc. using Google Analytics data. So in these last few minutes I'm just going to share a couple of other ways you might want to round out what you're learning from Google Analytics and then we will go into Q&A.

So Google page speed. This is super important and you can see it here I'm airing all of our dirty laundry, our website does not load fast and we saw that in the benchmark report from M+R and here is another way to measure that directly and Google is the one that decides how you rank on Google so go right to the source and understand how fast is your page loading. What Google is doing now is even if your page is super relevant, if it loads slowly, especially on mobile devices, they're starting to push it down further in the results. So this is a really important metric to pay attention to. And what you'll get is a lot of- in addition to just a score, you want to be in that 50, 90, or even better 90-100 and when you are not it will tell you what's wrong and what to do. So I can take this information to my web developers and say, "We need to work on XYZ." And then I would expect my page speed to improve. Elena talked about this in her presentation so I'll just skip quickly through to say that Google Analytics shows you data in aggregate but if you want to understand an individual user's experience recordings are super important. We use Lucky Orange, you can also use Hotjar, or CrazyEgg. You could do it just for a period of time looking at certain parts of your website but it really helps you see in this case this is a video from someone going to our live cam page to our donate page and it takes them 10 minutes to make a donation and this helps me understand why and it has to do with

passwords.

Okay another source of data that I think a lot of organizations don't pay enough attention to is comments as data. What are people saying on social? What are they telling you on your contact us emails? What are they commenting on for the surveys? If they are replying SMS, how are they replying? You can do a simple word cloud. This shows last month. At the top is when we announced we are requiring vaccines or negative COVID tests so a lot of talk about not the ocean. And then in the second part you see kelp forest, bay, sea otters, and COVID is a little smaller. This helps me understand what people are saying it helps me understand sentiment. We can see a lot of emoji's in that top area.

Finally a really wonderful resource for understanding other big trends is Colleen Dilenschneider's website, Know Your Own Bone. Here's two screenshots showing what's going on with median income of visitors another one showing the increased importance of digital engagement for museums across the board. This helps you understand what's happening with cultural organizations. We work with Impacts, the organization that Colleen works for on our own market research, but before I worked here I used her website all of the time to understand what market research is telling us about what is happening in the field. So recap. Set your goals to find your indicators of success, try to use questions when you are navigating Google Analytics because it can be really overwhelming. If you can create dashboards for some of your key initiatives, that just help you get a snapshot quickly of how it's performing, think about other sources of data as you go.

Thank you.

>> ZINNIA: Awesome, thank you Dana. I always say when I am watching these that I am the target audience for these technology trainings, because my organization has two staff and neither one of us come from a technology background but we have a website and we have all of the things that you've just talked about. I also say that I can't walk and chew gum so as you were talking my inclination was to immediately go to start looking at these analytics but that's what I hope the sessions are really doing to inspire people watching is that the tools are there. So one of the first questions that came in, I really identify with, this one is for you, first of all it's very complementary, thank you for this incredible presentation and sharing so much of it. I wish I could learn how to wield Google Analytics and dashboard like you do. But this person would like to know: Do you have any recommendations on next steps? Courses or reading? How do we put this into practice?

>> DANA: Yes you will have access to this slide deck and this presentation you can go back through and navigate yourself if you are already set up in Google Analytics, Google offers a lot of really great tutorials themselves so there's a lot of self-paced videos and learnings out there, I might have to follow-up to get you the link to this but there's a group of folks who work in government-- so when I was at the National Archives and the Smithsonian and the National Gallery of Art, I was a government employee-- there's a lot of government employees creating resources to help each other understand what's most important. I only have an hour a week, so what can I spend an hour on in Google Analytics, I can get you the links to that information and we can share that in the forum. But I would say your first next step is: What is that key question? Either you get asked all of the time and you never know how to answer it or it's been bugging you. Am I doing the right thing in this area? Start with that. Measure that over time and start small and build up and eventually you'll get to the point where you know what you want in a dashboard. I wouldn't start with the dashboard until you know, what are the questions I'm trying to answer?

So hopefully that helps. I think benchmarking yourself is a good place to start as well. Don't just make up a goal, make sure that you have a sense of what's already happening out there and try to see: do I want to be the best? Do I want to be good? Do I just want to be better than I already am? Or do I want to maintain and that's fine?

>> ZINNIA: That was really good advice and we just had our annual conference and in the evaluation we asked people: Where did you find the most information about the conference? And the website was the number one response and I just didn't think that would be at the top because- I don't know, I've been more focused on social media and email communications. Now that I know that; it drives me back to the website to begin digging deeper to see how people are using it so I definitely see it as a step process for those of us that are inching our way into using it.

>> DANA: I think that was something that came up in the first presentation too to trust your gut and also the data may tell you something your gut will be surprised about. Like ours was the QR code being one of them. I was like what? I didn't realize that 90,000 people showed up without tickets this summer. You used to be able to just walk up and buy a ticket and right now with COVID we have timed entry and you have to buy a ticket in advance and that shows me I'm not doing a good enough job communicating that you needed to buy a ticket before you came.

>> ZINNIA: There's something exciting about finding a reveal like that within the data. So I was looking at some of the other questions that came in. One of them is: what can our site analytics specifically tell us about our current audiences and the ones that we want to target and what are some of the ways that organizations have addressed these needs?

>> DANA: The most important thing that Google Analytics tells us is what you're currently doing. It doesn't tell you anything about the opportunities, right? And it can tell you things like-- this is based on sampling but it can tell you what the age demographics are? What are the locations? What devices are people visiting from? It even has some psychographic or lifestyle types of cohorts that they put people into so you can understand that I'm reaching people who are into gaming or I'm reaching people who are into healthy eating. There's categories like that but again it doesn't tell you who you could be reaching and that's where market research is really important in understanding what else is happening and that's why I tried to include some of those other resources to help you understand. Colleen Dilenschneider's blog is a great way to understand Okay I'm not reaching young people, are other museums reaching young people and, if they are then start talking to your colleagues. What are you doing to reach those young people? So it gives you an indicator what's happening but it doesn't tell you what's possible.

>> ZINNIA: Yeah I remember in the early days of the pandemic, each time an email would come out from Colleen Dilenschneider about how people are feeling about returning to museums, we all just looked at it to see what was going on so I totally see that as a resource completely. Okay we're running out of time here, but this one was more... And you touched some on this more specific question about ticket sales but which analytics are best to watch when seeking to improve or increase program and ticket sales on an informational page of a website? And any tips for someone wishing to optimize these pages to do better.

>> DANA: Yeah so a couple of things. Conversion rate is super important because just looking at the raw number of people who purchased doesn't help you understand, is that informational page helping convert people to that? So if you've got a ton of interest on that page, lots of eyeballs and not a lot of conversions, that can tell you either that page needs to be clearer, more compelling, maybe your product needs to be clearer, or more relevant to your audience, so I would say that conversion rate is super important. And then that kind of drop off funnel page, I think is so useful. If you've got a multistep checkout process, there could be something happening there that is standing in the way of people completing a purchase and you want to fix that right away. And again if you're seeing lots of people entering the funnel and not exiting the funnel, what is going on there? Why are people interested and then not completing their purchase?

>> ZINNIA: It's like people like me who are multitasking and they're trying to buy something online and do an email and there's not much you can do about that but I think that is such a useful insight to see where-- and

I have to think about myself, where in the process do I usually drop off?

>> DANA: Yeah and depending on how sophisticated your tools are, I'm sure if that's the kind of shopper you are. Like me I put a T-shirt in my GAP Cart and I forget about it and then they send me an email, so there's that abandoned cart technology that can be helpful. It can also feel icky so it depends on your brand and what you're comfortable with but that can be a tool, if you see people put things in the cart and not finish, maybe something like an abandoned cart email could be helpful for you.

>> ZINNIA: Or start to donate and not finish. "Hey did you want to finish that donation?"

>> DANA: We would really love it.

>> ZINNIA: Okay we are really at time and I would just really like to thank you for all that you have conveyed today and I'm excited to go back and rewatch lots of really wonderful information and thank you to all of our audience who have been here attending the session about using analytics to understand audiences and thank you Dana for walking us through it. Much appreciate it.

>> DANA: Thank you so much for having me. Sorry for talking so fast there's a lot I wanted to share. My username is @danamuses on Twitter and my email is danaallengreil@gmail.com if you want to email me.

>> ZINNIA: And now just a few final reminders for those with us. If you enjoyed this program please do us a favor and share with your network. We really appreciate participation and hope to see you in the chat for future programs. Also please remember to visit the forum on the website and ask additional questions follow us our social media pages that is where we push out a lot of the future program information.

After this module is complete, which is now, all four videos will be available on our website as well as a complete toolkit of the resources provided by our presenters. So check often on museum – Museum hub.org for information on that and please remember to visit the form on the website and ask additional questions. Follow us on our social media pages and that's where we pushed out a lot of future program information. And then please complete that post event satisfaction survey.

And then finally, please join us in December; that's the next time we will see you. Thursday, December 2 will be the introductory session of module nine, I can't believe we are at module nine which will focus on social media. All of December we'll be talking about different aspects of social media and technology and where museums fit in. So thank you all for attending today's session. As always I've enjoyed being your host and I hope you all have a fabulous day. Bye

[End of session]