



**BROKER BITESIZE:
GROWING YOUR
BUSINESS WITH
GOOGLE ANALYTICS**

1

WHAT IS GOOGLE ANALYTICS?



So, you've got a fantastic website, you love the content, you think it's really engaging and informative; but what do your customers really think? What might your potential customers think?

Google Analytics is available as a free tool that allows you to analyse the performance of your website, not in a boring techy way, but in an interesting, informative and business essential way. It will allow you to enhance your website, by optimising your customer's journey.

2

WHAT GOOGLE ANALYTICS CAN DO



Google Analytics can provide you with key information about how your website is being used and when. Specifically, you can:

- Track your online traffic e.g. how did your visitors come to your website, and what pages are they visiting?
- Understand user behaviour e.g. what actions the visitor takes on your website
- Get data reports and put numbers behind your hard work
- Improve online advertising with marketing analytics
- Improve search engine optimisation (SEO) by making sure your website is listed on the first page when people search online
- Track conversions, whether that be purchasing a policy or signing up to your newsletter
- Learn more about the demographic of your audience so you can target your marketing activity

3

CONCENTRATING YOUR MARKETING EFFORTS



Google Analytics will automatically tell you where your website traffic is coming from. Knowing where your website visitors are coming from tells you where to concentrate your marketing efforts. For example, if a lot of the traffic is coming from Facebook but not Twitter, then maybe you should concentrate your marketing efforts on Facebook and consider some paid ads to widen your audience. You can do this using Facebook Audiences by targeting people who have similar interests to your customers.

Where your website traffic is coming from is known as the source and the type of traffic is called the medium. You can group certain types of traffic into Channels e.g. Direct is when the customer comes directly to your website by typing the address into the web address bar, or Paid Search is when you have paid a fee for advertising on a search engine.

You can also see how many customers are viewing each of the pages on your website, and how long they are staying on the page. You can even see what they are clicking on with the correct tracking in place.

By capturing this information, you can build customer funnels, that track how many visitors are making it to an end goal e.g. signing up to your newsletter or purchasing a policy. This allows you to track your customer's online journey, and also identify potential pain points for your visitors on your website.

4 THE ABC OF GOOGLE ANALYTICS



In marketing, a purchase funnel shows the different stages of customer engagement:

- **Acquisition** – a term for building brand awareness, and essentially where your customers come from.
- **Behaviour** – what people are doing on your website, what pages they are interacting with and if they are taking the actions you want them to take.
- **Conversion** – when a user actually becomes a customer, and makes a transaction. Your goal will depend on what you want that customer to do, whether that be sign up to a newsletter or purchase a product or policy.

5 MEASURING HOW YOUR CUSTOMERS ENGAGE WITH YOU



Google Analytics can also tell you what type of devices your customers are using. This can highlight if your website is having problems on a particular device e.g. if people are having issues viewing your website on a particular mobile device, it might mean investing in making sure it works well on all types of devices.

You can also see what time of day people are accessing your website e.g. are they likely on their mobile phone on their morning commute to work? Or are they on their desktop during the working day? This can also allow you to optimise your workforce e.g. do you need more staff on during peak activity times?

You can also build engaging dashboards from Google Analytics to show how you are adding value to your business and highlight the impact of your marketing efforts.

6 UNIVERSAL GOOGLE ANALYTICS MOVE TO GOOGLE ANALYTICS (GA4)



It is important to be aware that Universal Google Analytics, the version that has been used for some years now, was 'turned off' at the end on 30 June 2023. A new version known as GA4 has been introduced and is now the sole version of Google Analytics.

GA4 does track things slightly differently to Google Analytics but it will futureproof the tracking as it collects both website and app data to better understand the customer journey across both. You can add the GA4 tag to ensure you can track your website going forward.

SUMMARY

Google Analytics is a highly useful web analytics tool and used effectively, can help maximise the impact of your website. You can use this tool to inform your website development decisions, identify sales and marketing opportunities and support your overall marketing strategy. It is a fantastic must-have for any business.





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Registered in England and Wales No. 613259

Authorised by the Prudential Regulation Authority and regulated by the
Financial Conduct Authority and the Prudential Regulation Authority No. 202277