

Know Your Digital Audience, November 2015

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This document is available at <http://webteam.parksconservancy.org/>

Google Analytics

See document [Learning Google Analytics](#) for key concepts and training links.

Example Conservancy Report

[Volunteer Department Report](#)

About Campaign tags

These tags will let us track how successful (or not) our marketing efforts for our content are. We add extra parameters on to a URL, and then that data is picked up by Google Analytics and allows us to generate reports based on user engagement through a particular effort.

Lesson: <https://analyticsacademy.withgoogle.com/course01/unit?unit=4&lesson=5>

Note -- you need to be consistent with your terms' case, because it is case-sensitive.

campaign tag	query string name	example value	Use for	Report
source	utm_source	somesite		Source dimension & All Traffic Sources report
medium	utm_medium	web_ad or email		Medium dimension & All Traffic Sources report
campaign	utm_campaign	summersale		Campaign dimension & Campaign Report
term	utm_term	marketing+software		Keywords
content	utm_content	newsletter1	testing versions	Ad Content Dimension & All Traffic Sources report

build it with: Tool: Google Analytics [URL builder](#)

→ Find the data by going to Acquisition/Campaigns in Google Analytics

Keep track of the URLs and terms here:

<https://docs.google.com/spreadsheets/d/1Zhv48U-ndFP3mPe-hCBc606AMeWPOEL6tVo287LsfNQ/edit#gid=1628912455>

This will allow you to know when a campaign was started and how long it took/whether it was effective.

From email

Example: For PEV usage

build it with: Tool: Google Analytics [URL builder](#)

Required

URL: use the one in the newsletter

medium*: email

source*: PEV

campaign name*: march-2015

Optional

content: could be used for different links or for A/B testing

keywords: appropriate to the story, and we need to keep track of these

PEV example:

http://www.parksconservancy.org/about/newsletters/park-e-ventures/2015/03-birdseye.html?utm_source=pev&utm_medium=email&utm_term=birds%2BAlcatraz&utm_campaign=march-2015

Donation links

Example using Google UTM codes and Convio:

http://support.uwkc.org/site/Donation2?df_id=2280&2280.donation=form1&utm_source=wave#msg#&utm_medium=email&utm_campaign=YearEnd_2013

or generic example:

http://www.mysite.com/landingpage?utm_source=newsletter&utm_medium=email&utm_content=promo1&utm_campaign=sale

- About [custom campaign tagging](#)
- How to [link AdWords and Analytics](#)

Link tagging -- adding extra information to links to override defaults.

Special additional tagging for Convio forms:

<https://docs.google.com/document/d/1X4E-v9KKQHiNtIB4pQUSz2NfSbQXAQQCrPSH850l3mg/edit>

AdWords

No need to use these with AdWords, it's done automatically.

Social

Already has a channel, but can be further defined.

Required

URL: use the one to link to

medium*: social

source*: facebook etc.

campaign name*: hphp-comment-fb

term: keywords like birds

Optional

content: could be used for different links or for A/B testing

keywords: appropriate to the story, and we need to keep track of these

Facebook example:

http://www.parksconservancy.org/about/publications/multimedia/about-healthy-parks-healthy-people.html?utm_source=facebook&utm_medium=social&utm_term=hphp&utm_campaign=hphp-comment-fb

Example report, Tagged Campaigns January - November 2015

Campaign	Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue
Crissy Field	google / cpc	7,343	3,348	81%	1.4	0:00:49	0	\$0
August-2015	pev / email	6,702	4,256	75%	1.54	0:01:06	2	\$1,055
Golden Gate Bridge Visit	google / cpc	3,856	3,341	77%	1.61	0:00:50	0	\$0
Visit - General	google / cpc	3,750	2,241	53%	2.62	0:02:39	2	\$185
Visit - Muir Woods	google / cpc	3,107	2,507	57%	2.2	0:01:40	0	\$0
April-2015	pev / email	2,865	1,246	71%	1.78	0:01:57	0	\$0
September-2015	pev / email	2,772	1,290	68%	1.92	0:01:34	0	\$0
October-2015	pev / email	2,585	1,578	68%	1.82	0:01:23	0	\$0
May-2015	pev / email	2,579	1,204	69%	1.82	0:01:33	0	\$0
July-2015	pev / email	2,384	1,247	73%	1.71	0:01:27	0	\$0
hottopics-july-2015	hottopics / website	2,197	43	45%	2.87	0:03:11	1	\$200

November-2015	pev / email	1,799	1,021	73%	1.59	0:01:10	0	\$0
June-2015	pev / email	1,714	928	72%	1.77	0:01:19	0	\$0
hottopics-august-2015	hottopics / website	1,467	340	54%	2.44	0:01:54	0	\$0
hottopics-september-2015	hottopics / website	1,305	40	53%	2.49	0:02:12	0	\$0
facebook-post-round+house-promotion	facebook / social	1,207	1,080	89%	1.17	0:00:31	0	\$0
Membership/Development	google / cpc	821	497	58%	2.25	0:01:50	2	\$160
Visit - Ocean Beach	google / cpc	635	455	80%	1.5	0:00:53	0	\$0
facebook-ad-fogg-event-listing	facebook / social	483	404	92%	1.16	0:00:14	0	\$0
Visit - Alcatraz	google / cpc	460	381	90%	1.2	0:00:22	0	\$0
rovingranger-august-2015	verbal / outreach	405	156	65%	1.97	0:02:58	0	\$0
facebook-ad-fogg-registration	facebook / social	354	307	95%	1.05	0:00:08	0	\$0
hottopics-october-2015	hottopics / website	339	21	62%	2.07	0:01:13	0	\$0
august-2015-atlarge-aiweiwei	newsletter / email	322	229	32%	2.87	0:02:24	0	\$0
September-2015	ggnpc-home / slideshow	237	10	57%	2.92	0:03:34	0	\$0
August-2015	ggnpc-home / slideshow	228	0	61%	1.72	0:01:39	0	\$0

SEO/SMO Tips

[Good document from NTEN](#)

Traditional SEO

- SEO does matter for traditional searches (traffic goes to those on the first page of the search)

- Keyword research
- Optimizing content for the right keywords
- Backlinks (increase PageRank and authority)
- Back end website configuration (XML sitemap, meta description, meta tags)

Algorithm changes

- Reward continued stream of fresh, new content (search engines don't want to serve up old content; also gives your site more keywords)
- Favor mobile-friendly websites—somewhat transparent/somewhat hidden, but for sure Google is favoring mobile-friendly websites
 - <http://googlewebmastercentral.blogspot.com/2015/02/finding-more-mobile-friendly-search.html>
 - More info: <http://searchengineland.com/google-mobile-friendly-ranking-factor-runs-real-time-page-page-basis-216100>
- Penalize sites with slow load speeds (and mobile users will usually not wait more than 3 seconds for a site to load)

Social Cues Help SEO (high value placed on social signals – *reach out to influencers!*)

A bunch of mentions on social media can in fact boost your page

Use Natural Wording

- Voice search via mobile increasingly important (“Siri, how can I help save the dolphins from being killed by navy sonar?”)
 - Very different from keyword searching in a browser
 - Try asking questions in your page headlines to match people's voice search

Incorporate keywords into content strategy

- Share keyword research with your content development team
- Add SEO modules/plugin-ins to website
- Content team builds around research
- Use Adwords - Google Grant for researching keywords and optimizing content on landing pages