



Google Analytics

**THE FREE TOOL THAT'S COSTING
YOU THOUSANDS**



Let's Start With A Story
(It's about a printer
maintenance technician)



The
Economist

The world's most valuable resource is no longer oil, but data





//TEN YEARS AGO...

I was a
graphic designer



They said good graphic designers
“ALWAYS ASK WHY”



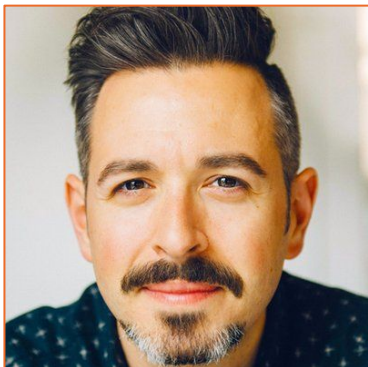
Google Analytics



// ENTER DIGITAL MARKETING



//KNOW YOUR AUDIENCE



“Marketers who fail to know their audience well before targeting them fail to reach them in the right places, with the right messages, or hit upon the right pain points.

That lack of knowledge can make even the best marketers earn subpar returns. Don't make this mistake: understand where your audience spends time, what resonates with them, and who/what influences them *before* you craft your strategy.”

Rand Fishkin
Founder of Moz & SparkToro



//2013



//2014



2/18/2015



Richard Purvis • 10:57 AM

Connecting to Digital People in Wales

Hi Louis,

[Redacted text block]

Regards

Richard



SIMPLY DIGITAL

//2014



**// web
marketer**

// 2018



// PROJECTS LIKE THESE

With results like these

Google Analytics led us to some valuable insights. As a result, Jessica Draws now receives one free lead every 18 days. Without lifting a finger. And 50% are converting to business.



1,750%

conversion rate improvement

447%

Lead frequency improvement

171%

ROI



Understand decision making forwards, then...

// REVERSE ENGINEER





// BUILD TOWARDS ONE SINGULAR GOAL



B2B



B2C



**//KNOW YOUR
PRIMARY GOAL**



Our audience wants to...

//SEARCH FOR SOMETHING





Our audience wants to...

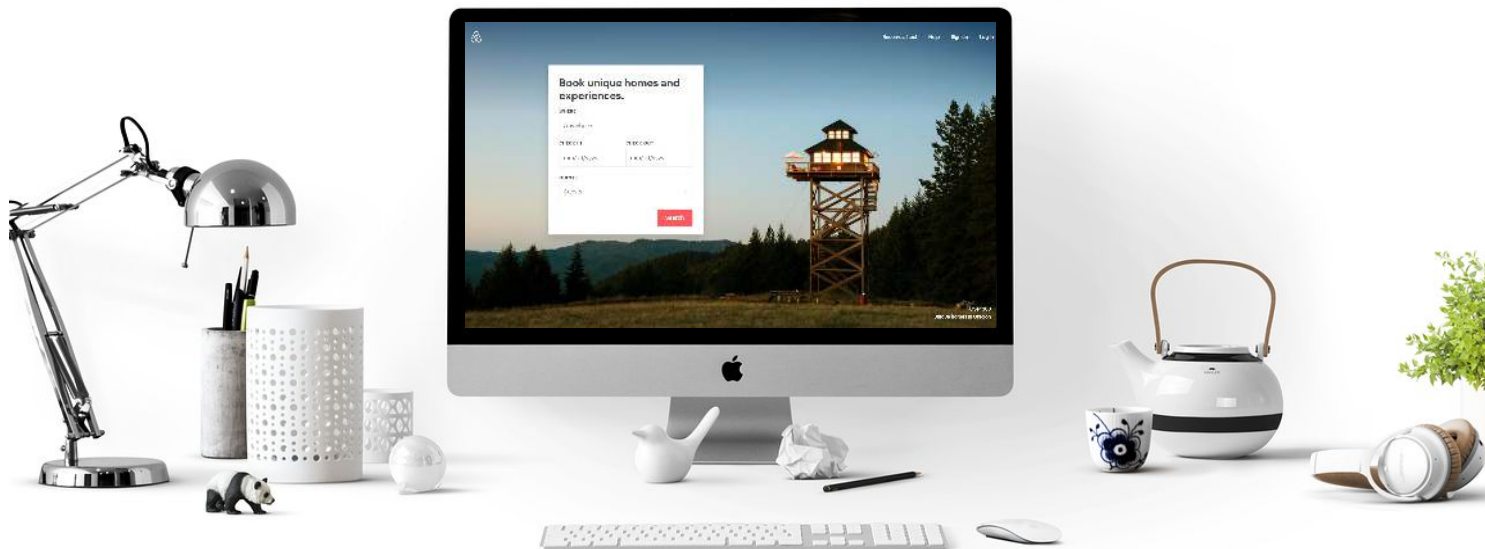
//BUY SOMETHING





Our audience wants to...

//STAY SOMEWHERE





**//HOW DO WE
KNOW WHAT OUR
AUDIENCE WANTS?**



ONE//ASK THEM.



TWO//DATA.



TWO//DATA.





// IT ALL STARTS HERE:



The Audit

The Fix Up



PAY PER CLICK
(PPC)



LEAD
GENERATION



CONVERSION RATE
OPTIMISATION (CRO)



//THE AUDIT



webmarketeruk.com/

google-analytics-audit



//THANKS

webmarketeruk.com

[@webmarketeruk](https://www.instagram.com/webmarketeruk)

[/webmarketeruk](https://www.youtube.com/webmarketeruk)