

Website Analytics

My Camp has had a website for 15+ years
& Nobody knows what is actually occurring there



Attendees



Day Camp



Sleep Away Camp



Other Activities On Your Site

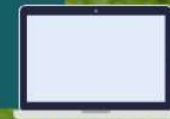
School // Retreats // Other

Session Goals



Understand how to **evaluate** initiatives you undertake both from **internal & external** efforts

Understand how to **use website** as platform to **test out** marketing additional offerings



Choose some **key metrics** of website visitor behavior to monitor



Understand some possible **shortcomings** you may have at present



Marketing Goals



Retention



Referrals



New Campers From
Outside Your
Community

Google Analytics



- 1 Free service offered by Google.
- 2 The most widely used website statistics service.
- 3 Provides statistics and reports about visitors and transactions on a website.

Get Started!

2

1

3

// You may already have but not know //

1

Establish a User ID and password at:
google.com/analytics

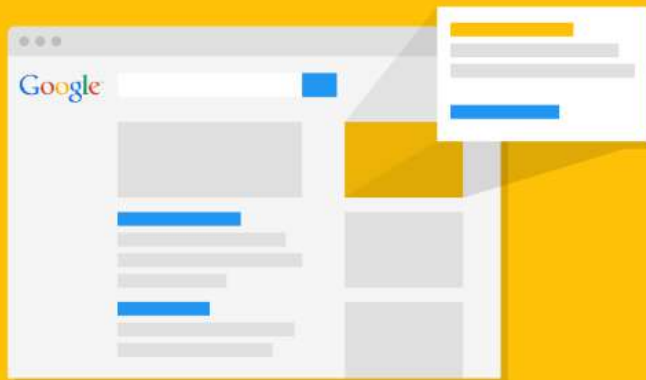
2

Google then provides a "page tag" or Google Analytics Tracking Code that needs to be added to each page of a website.

<https://analyticsacademy.withgoogle.com/>

Google Analytics is not perfect

Adwords



Bing/Yahoo *Tagged on Bing*



Facebook – PPC *Google auto tagging*

Key Analytics Metrics to Consider

At beginning you won't know if metrics are good or bad but you can track over time or compare to others



- **Engagement** Bounce rate & Time on site
- **Traffic Sources** What sites are sending you traffic? How are subscription sites performing?
- **Geography by City** *Are clicks coming from the right locales?*
- **Pageviews** *What pages are most & least viewed/ How long do folks stay?*
- **Landing Pages** *What pages are visitors arriving on? Are they sticking?*
- **Traffic by Device** *How much tablet and especially how much mobile?*
- **Adwords** Engagement/ \$ Invested
- **Matched search queries** Exact search queries that receive clicks
- **Goal Conversions** Completion of an activity on your site important to the success of your business (ordered a brochure, left information, purchased)



What pages are succeeding and which ones are failing?



Page ?		Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		7,057 % of Total: 100.00% (7,057)	5,812 % of Total: 100.00% (5,812)	00:01:21 Avg for View: 00:01:21 (0.00%)	2,976 % of Total: 100.00% (2,976)	48.72% Avg for View: 48.72% (0.00%)	42.17% Avg for View: 42.17% (0.00%)
1. /		1,952 (27.66%)	1,584 (27.25%)	00:00:46	1,515 (50.91%)	28.84%	34.53%
2. /dates-rates/		1,676 (23.75%)	1,278 (21.99%)	00:01:31	396 (13.31%)	60.86%	43.50%
3. /aspen/		479 (6.79%)	400 (6.88%)	00:03:18	129 (4.33%)	75.97%	56.16%
4. /a-typical-day-at-dream-big-day-camp/		384 (5.44%)	298 (5.13%)	00:01:21	25 (0.84%)	60.00%	22.40%
5. /specialty-camps/		271 (3.84%)	238 (4.09%)	00:01:15	35 (1.18%)	65.71%	46.13%
6. /spring-break-camp/		213 (3.02%)	186 (3.20%)	00:02:12	151 (5.07%)	72.85%	67.61%
7. /a-typical-day-dream-big-day-camp/		181 (2.56%)	163 (2.80%)	00:01:43	17 (0.57%)	70.59%	28.73%
8. /staff/staff-positions/		157 (2.22%)	136 (2.34%)	00:02:06	42 (1.41%)	73.81%	60.51%
9. /cool-stuff/unplugged/the-dream-big-day-camp-birthday-song/		140 (1.98%)	124 (2.13%)	00:03:47	121 (4.07%)	88.43%	85.71%



Drill into the sections prospects will look at



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	45,691 % of Total: 6.41% (712,536)	38,480 % of Total: 7.38% (521,094)	00:01:20 Avg for View: 00:01:37 (-18.17%)	3,469 % of Total: 1.85% (187,327)	56.27% Avg for View: 25.69% (119.00%)	24.64% Avg for View: 26.29% (-6.27%)
1. /prospective-families/	10,045 (21.98%)	7,562 (19.65%)	00:00:34	455 (13.12%)	40.00%	12.99%
2. /prospective-families/take-the-virtual-tour/	5,733 (12.55%)	4,798 (12.47%)	00:01:55	254 (7.32%)	44.49%	27.72%
3. /prospective-families/dates-tuition/	5,384 (11.78%)	4,706 (12.23%)	00:01:20	1,183 (34.10%)	55.62%	40.47%
4. /prospective-families/watch-the-videos/	4,624 (10.12%)	3,758 (9.77%)	00:03:29	511 (14.73%)	71.29%	41.74%
5. /prospective-families/why-6-weeks/	2,022 (4.43%)	1,831 (4.76%)	00:00:53	66 (1.90%)	59.09%	14.64%
6. /prospective-families/bunk-life/	1,832 (4.01%)	1,639 (4.26%)	00:01:26	66 (1.90%)	60.61%	16.32%
7. /prospective-families/activities/	1,718 (3.76%)	1,472 (3.83%)	00:01:20	109 (3.14%)	57.80%	23.11%
8. /prospective-families/a-day-at-camp/	1,446 (3.16%)	1,280 (3.33%)	00:01:12	60 (1.73%)	53.33%	16.94%



If you are advertising Retreats on a Camp Website drill into that section only



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	9,524 % of Total: 1.34% (712,536)	7,123 % of Total: 1.37% (521,094)	00:01:23 Avg for View: 00:01:37 (-14.92%)	2,378 % of Total: 1.27% (187,327)	54.54% Avg for View: 25.69% (112.29%)	34.44% Avg for View: 26.29% (31.00%)
1. /facility-rental/	5,551 (58.28%)	3,875 (54.40%)	00:01:14	1,756 (73.84%)	52.65%	35.62%
2. /facility-rental/facilities-tour/	1,210 (12.70%)	975 (13.69%)	00:02:04	305 (12.83%)	62.75%	39.67%
3. /facility-rental/sample-menus/	598 (6.28%)	528 (7.41%)	00:01:10	34 (1.43%)	44.12%	21.91%
4. /facility-rental/weddings/	519 (5.45%)	418 (5.87%)	00:01:13	72 (3.03%)	48.61%	32.95%
5. /facility-rental/facility-rental-inquiry/	487 (5.11%)	377 (5.29%)	00:01:40	24 (1.01%)	45.83%	33.88%
6. /facility-rental/facilities-tour/map/	414 (4.35%)	310 (4.35%)	00:01:54	117 (4.92%)	62.39%	40.10%
7. /facility-rental/virtual-tour/	331 (3.48%)	285 (4.00%)	00:01:30	11 (0.46%)	36.36%	22.05%
8. /facility-rental/visit-us/	185 (1.94%)	159 (2.23%)	00:01:13	24 (1.01%)	66.67%	28.65%
9. /facility-rental/testimonials/	161 (1.69%)	140 (1.97%)	00:01:24	19 (0.80%)	73.68%	27.95%

Where are visitors coming from geographically?

Country, State, Metro, City



City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	934 % of Total: 31.38% (2,976)	74.20% Avg for View: 69.22% (7.19%)	693 % of Total: 33.64% (2,060)	42.18% Avg for View: 48.72% (-13.42%)	2.44 Avg for View: 2.37 (2.76%)	00:01:27 Avg for View: 00:01:51 (-21.76%)
1. Denver	417 (44.65%)	69.54%	290 (41.85%)	38.85%	2.45	00:01:29
2. Aurora	60 (6.42%)	78.33%	47 (6.78%)	40.00%	2.27	00:01:10
3. Lakewood	41 (4.39%)	80.49%	33 (4.76%)	41.46%	2.34	00:01:26
4. Centennial	29 (3.10%)	79.31%	23 (3.32%)	24.14%	3.45	00:01:48
5. Dallas	28 (3.00%)	67.86%	19 (2.74%)	42.86%	2.50	00:01:10
6. Littleton	20 (2.14%)	55.00%	11 (1.59%)	15.00%	2.95	00:03:33
7. Thornton	18 (1.93%)	88.89%	16 (2.31%)	38.89%	2.17	00:00:55
8. Greenwood Village	16 (1.71%)	81.25%	13 (1.88%)	31.25%	3.44	00:03:53

What websites are supplying you with visitors and what is the quality of those visitors?




Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	45,635 % of Total: 100.00% (45,635)	75.87% Avg for View: 75.80% (0.08%)	34,621 % of Total: 100.08% (34,593)	44.22% Avg for View: 44.22% (0.00%)	4.58 Avg for View: 4.58 (0.00%)	00:02:13 Avg for View: 00:02:13 (0.00%)
1. google / organic	16,163 (35.42%)	70.38%	11,376 (32.86%)	36.06%	4.97	00:02:29
2. (direct) / (none)	10,183 (22.31%)	75.54%	7,692 (22.22%)	53.25%	3.61	00:01:55
3. google / cpc	6,276 (13.75%)	74.44%	4,672 (13.49%)	53.15%	4.31	00:01:58
4. mysummercamps.com / referral	2,599 (5.70%)	92.07%	2,393 (6.91%)	52.83%	4.37	00:01:42
5. summercamps.com / referral	1,497 (3.28%)	78.96%	1,182 (3.41%)	31.40%	6.17	00:03:02
6. camppage.com / referral	960 (2.10%)	87.50%	840 (2.43%)	31.04%	6.07	00:02:56
7. bing / organic	942 (2.06%)	73.14%	689 (1.99%)	28.45%	6.54	00:03:02
8. yahoo / organic	892 (1.95%)	69.39%	619 (1.79%)	34.75%	5.14	00:02:32
9. kidscamps.com / referral	749 (1.64%)	84.38%	632 (1.83%)	35.25%	6.03	00:02:36

How do I know what I am actually
getting from **referring** camp directory
and or **retreat** directory websites?



Value From Various Paid Sources Summer 2016

Value From Various Paid Sources Summer 2016

Summer 2016						
Platform	Paid Visits	Average Time	Total Costs	Value	% Visits	% Spend
google paid	5,602	1:58	\$10,869	\$60.82	48.4%	36.8%
bing paid	413	2:04	\$652	\$78.55	3.6%	2.2%
my summercamps	2,905	1:47	\$11,000	\$28.26	25.1%	37.3%
kids camps	847	2:36	\$3,500	\$37.75	7.3%	11.9%
summercamps	1,812	3:03	\$3,500	\$94.74	15.6%	11.9%
total visits	11,579		\$29,521			
Google paid & Bing paid include management fees						
Value is Total Cost / Average Time of a Paid Visitor (the higher the better)						





Are people **leaving** before they even **arrive** at the website because the **loading speed** is **slow**?



53% of mobile site visitors leave a page that **takes longer than 3 seconds to load.**

[FIND OUT MORE](#)

<https://developers.google.com/speed/pagespeed/>
<https://testmysite.thinkwithgoogle.com/>

ACA
Tri-State
2017

Online

Paid Search



**Social Media-
Facebook &
Other**



**Website Content
& Blog**



**Web
Marketing
Toolkit**

SEO



**Newsletters
e-mail Marketing**



**Directory/
Referral
Websites**





**Social
Media**

Traffic to Website



**Paid
Search**

Bids

Quality Score

Click Through Rate (CTR)

Ad Relevance

Landing Page Quality (Load Speed partially)

Ad Extensions



**Why aren't
more people
filling out my
lead forms?**



1%-35%

Remarket with incentives

Hidden Fees Discovered

Safety regarding information

Fatigue / Something is broken

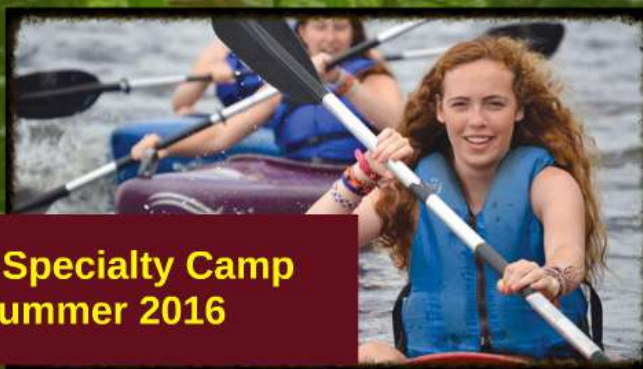
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s broken

ACA
Tri-State
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Teen Specialty Camp Summer 2016






Page ?	Pageviews ? ↓	Unique Pageviews ?
	2,884 % of Total: 1.38% (208,839)	2,637 % of Total: 1.92% (137,643)
1. /contactThankYou_camper.htm 📄	1,998 (69.28%)	1,804 (68.41%)
2. /contactThankYou_staff.htm 📄	885 (30.69%)	832 (31.55%)
3. /contactThankYou.htm 📄	1 (0.03%)	1 (0.04%)

Page ?	Source / Medium ?	Pageviews ? ↓	Unique Pageviews ?
		1,998 % of Total: 0.96% (208,839)	1,804 % of Total: 1.31% (137,643)
1. /contactThankYou_camper.htm 📄	google / organic	591 (29.58%)	539 (29.88%)
2. /contactThankYou_camper.htm 📄	(direct) / (none)	410 (20.52%)	383 (21.23%)
3. /contactThankYou_camper.htm 📄	google / cpc	319 (15.97%)	275 (15.24%)
4. /contactThankYou_camper.htm 📄	summercamps.com / referral	130 (6.51%)	119 (6.60%)
5. /contactThankYou_camper.htm 📄	mysummercamps.com / referral	119 (5.96%)	106 (5.88%)
6. /contactThankYou_camper.htm 📄	kidscamps.com / referral	69 (3.45%)	63 (3.49%)
7. /contactThankYou_camper.htm 📄	bing / organic	59 (2.95%)	51 (2.83%)
8. /contactThankYou_camper.htm 📄	campage.com / referral	48 (2.40%)	43 (2.38%)

ACA
Tri-State
2017

Teen Specialty Camp Summer 2016



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8. /contactThankYou_camper.htm	camppage.com / referral	48 (2.40%)	43 (2.38%)

Quickly & Affordably Test Alternative Programs for Your Organization



Build a page(s) in your website describing your offering



Broadcast this to your website community – social media/newsletters/emails <your most receptive group>



Run **Paid Search** on **Google**
<this gets you those mainly outside your community>



Track via **Analytics** the engagement on the website for this



Lather, Rinse, Repeat



Make Go/ No Go Decision



Build a page(s) in
your website
describing your
offering



Broadcast this to your
website community – social
media/newsletters/emails
<your most receptive
group>



Run **Paid Search**
on **Google**
<this gets you those
mainly outside your
community>



Track via **Analytics**
the engagement on
the website for this

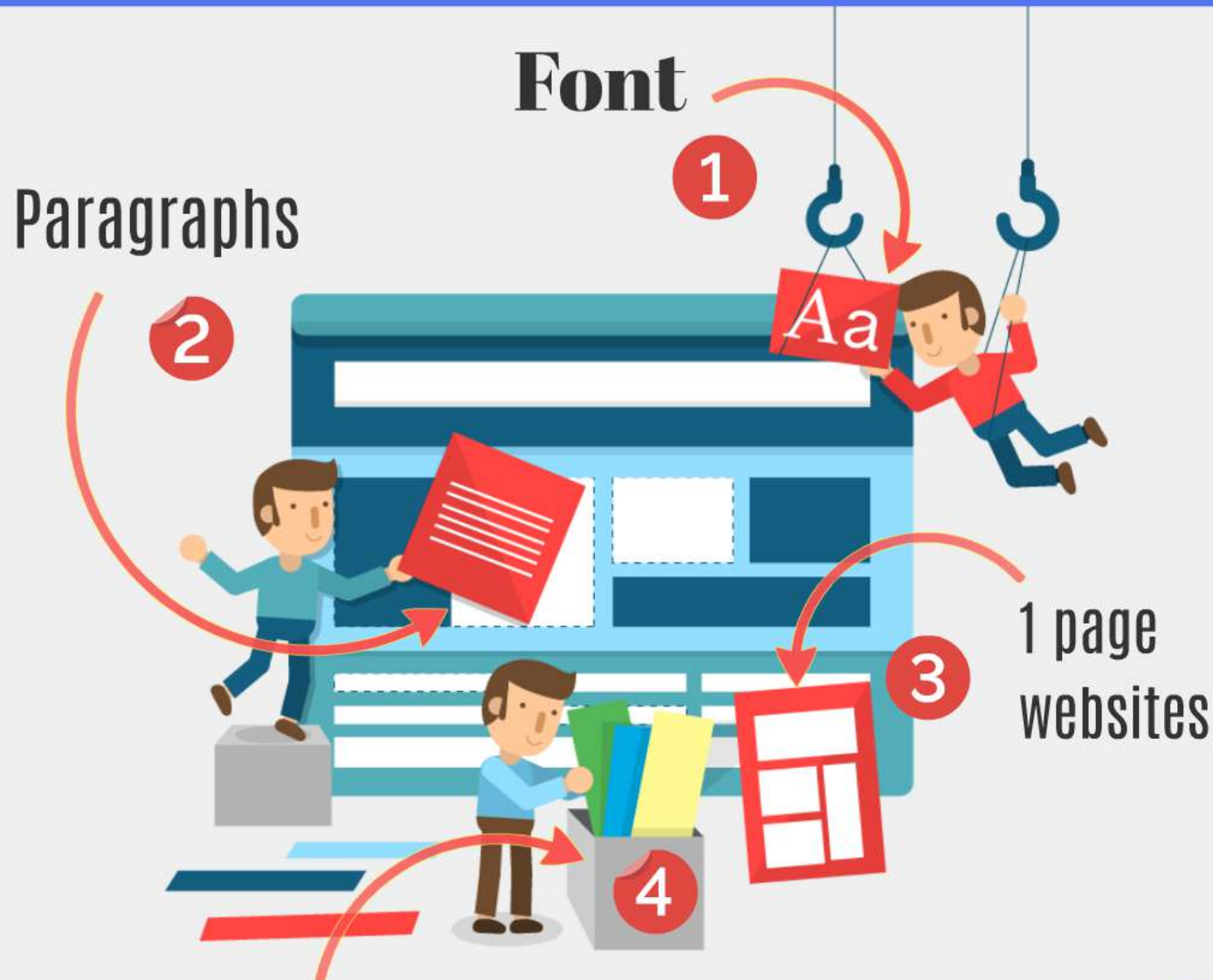


**Lather, Rinse,
Repeat**



**Make Go/
No Go
Decision**

Issues & Best Practices

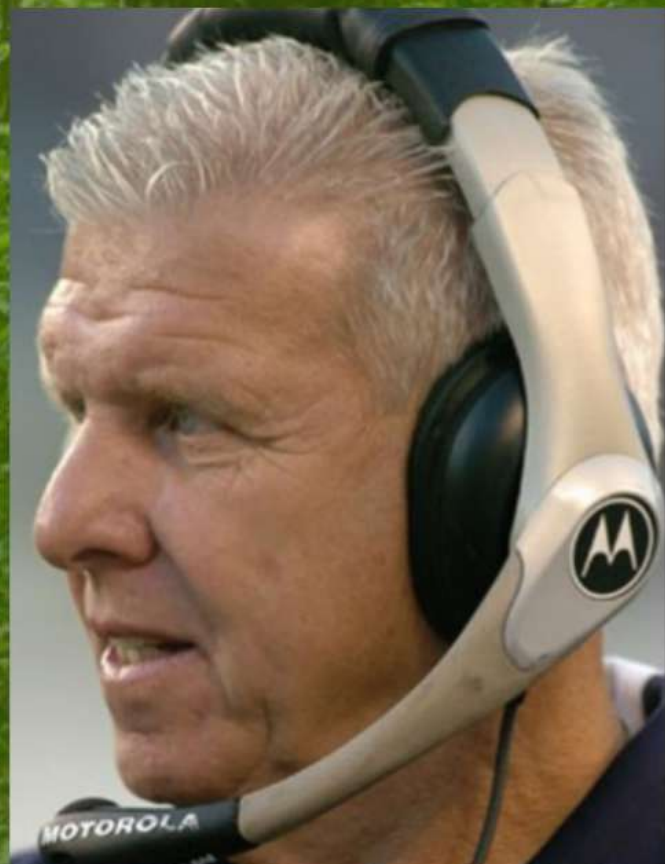


- Remarketing
- Drill into traffic

The background of the slide is a photograph of a forest. In the upper half, a person in a dark blue jacket is seen from the back, looking up at the trees. In the lower half, the legs and feet of several people are visible as they walk on a dirt path covered with fallen leaves. The overall scene is a lush green forest with sunlight filtering through the trees.

Issues & Best Practices

The firm works with employers and plans of all kinds and sizes, for example: 401(k), profit sharing, defined benefit, ESOP, nonqualified deferred compensation, 457(b), 457(f), 403(b), governmental plans, 125/cafeteria plans, and health and welfare plans. The firm represents public and private employers, governments, tax-exempt entities, fiduciaries, and various plan service providers and professionals. We solve problems and minimize risks that arise from benefit plans. We assist with plan design efforts and the establishment of new plans.



If they want you to cook the dinner,
at least they ought to let you shop
for some of the groceries.

— *Bill Parcels* —

AZ QUOTES

ACA
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2017



To Get Slides

Leave me your card

*I will be on
ground floor next
few hrs*

*I do not keep mailing list so contacting me is not fraught with unintended consequences.
You are not going to be chased all over the web.*