



**DEPARTMENT
OF THE
FUTURE.**

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**ANALYTICS
CHECKLIST**

WEBSITE ANALYTICS

For most website Google Analytics is a must, it allows marketers to analyse website traffic, sources, interactions and exits. This information is crucial to understanding how digital audiences view your content online.

For Social Media ads and Retargeting there are key tracking pixels that allow for capturing key information.

	INSTALLED	UPSKILL REQUIRED	CONVINCING REQUIRED
GOOGLE ANALYTICS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOOGLE TAG MANAGER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GOOGLE DATA STUDIO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA TRACKING PIXELS			
FACEBOOK/INSTAGRAM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LINKEDIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TWITTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TIKTOK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

KEY METRICS

It can often be overwhelming to identify what data is most important for digital campaigns. This usually comes down to what the goal and objective is. When building digital campaigns it is recommended to always have a final outcome in mind. So when looking at the data and attribution you can identify if the campaign hit your goals.

AWARENESS

Reach and Impressions

CPM (Cost Per Mile) 1,000 Impressions

CONSIDERATION

Traffic and Engagement

CPC (Cost Per Click)

CTR (Click-through Rate)

CONVERSION

Purchases and Registrations

Products, Events, Services

WEBSITE ANALYTICS

NEXT STEPS

By this stage, you should know what analytics tools and tracking you have set up, are facing roadblocks or need help with.

GOOGLE ANALYTICS

Google Analytics is your first priority. Ensure that this is set up on your website and understand the suite of features it has to offer. Aim to have Google Analytics as your source of truth for all things digital marketing. Get familiar with the dashboards and interfaces, where, how and why certain information matters.

GOOGLE DATA STUDIO

Once you have website data being capture by Google Analytics, you need to be able to provide reports and updates.

GOOGLE TAG MANAGER

When you need to get a little more advanced with your website analytics to start tracking specific web page events and setup more details marketing and sales funnels.

SOCIAL MEDIA

What social media are you using already, how do you measure success on those channels? Is it based on reach, engagement, followers? Knowing your organisation's goal for each social media is crucial.

In most cases, it's to present an online presence to build awareness, consideration and conversion to products, events and services.

Your main objective for all social media is to get users to sign up for your newsletter. This then allows your organisation to send communications directly to their inbox regardless of the platform.

Relying heavily on social media platforms can be catastrophic for organisations trying to reach their audiences. If a platform decides to change their algorithm or block pages you are left stuck.

Google offers
free online
analytics courses
[Click here](#)

KEY METRICS

- Engagement
- Clicks
- Website Visits
- Event Attendance
- Purchases
- Conversions

NICE TO HAVE

- Followers
- Impressions
- Reach

GOOGLE ANALYTICS

WHY USE UTMS

“UTM” stands for “Urchin tracking module”. Urchin Software Corporation was acquired by Google in 2005, and their software laid the groundwork for what we now know as Google Analytics.

UTM codes add bits of text to web URLs and Links. These bits of text provide, when clicked, provide key information to Google Analytics. This information is critical for marketers to analyse where website visitors come from.

It's best practice to have UTMs for all links that go back to your website. This allows Google Analytics to be a single source of truth for all marketing related activities.

Running an omnichannel campaign across several different platforms, UTMs can be created for a reach platform with variations for each type of copy and creative.

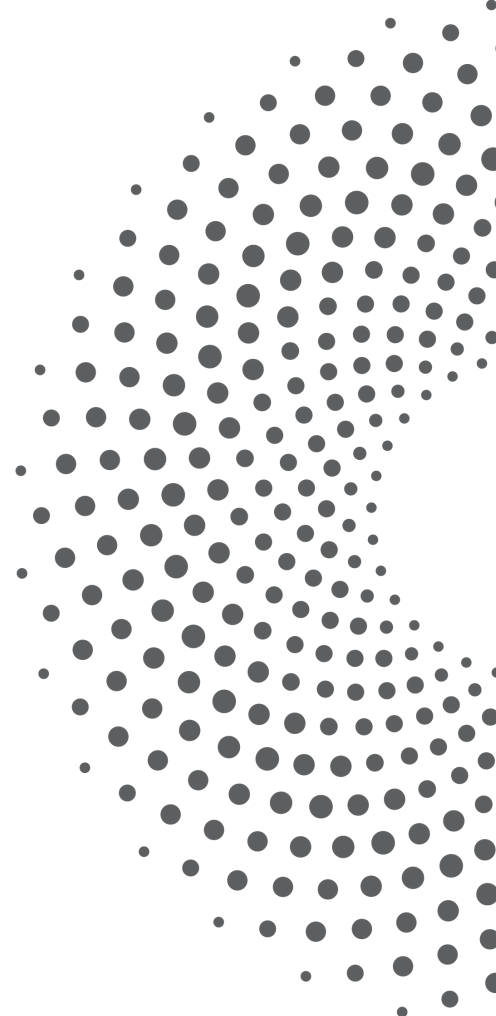
Website URL	dotf.com.au
Campaign Source	facebook
Campaign Medium	paid
Campaign Name	analyticschecklist
Campaign Term	knowyouranalytics
Campaign Content	60secvideo

UTM Link below;

dotf.com.au#utm_source=facebook&utm_medium=paid&utm_campaign=analyticschecklist&utm_term=knowyouranalytic
s&utm_content=60secvideo

You can build your own UTMs using this URL builder. When you start tracking everything spreadsheets are your ally.

Campaign URL Builder - <https://ga-dev-tools.appspot.com/campaign-url-builder/>



GOOGLE ANALYTICS

WHY USE UTMS

The below aims to show how a particular campaign can be broken down across multiple channels.

Campaign - Your product, event or service.

e.g. Exhibition A, Analytics Checklist.

Source - The source is the brand the traffic is coming from.

e.g. facebook, linkedIn, artist-website, guest-website.

Medium - The medium type of traffic.

e.g. organic, paid, social-media, email, blog, banner, cpc.

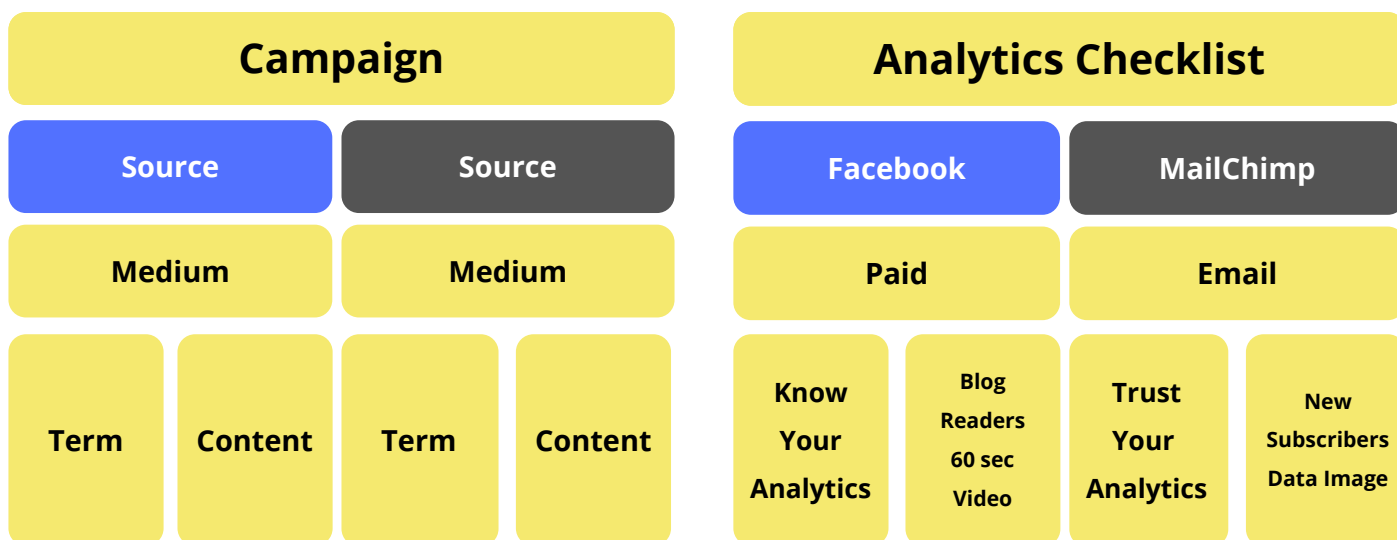
Term - The term is the headline used for the content.

e.g. know-your-analytics, trust-your-analytics

Content - The specific details about the traffic.


e.g. blog-readers-60sec-video, new-subscribers-data-img

Naming conventions for UTMs are critical, if there are alterations or differences Google Analytics will have the data separated and it won't be tracked under the same tag. This means if you had your source as "facebook" and had another source as "FB" the data would be separate and you will have to consolidate it.



WHERE CONTENT MEETS
CONTEXT.

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 0425 887 100

 nick@dotf.com.au

 dotf.com.au

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