

GOOGLE ANALYTICS

Measure Twice, Sell Once

5 STEPS TO SUCCESSFULLY USING
GOOGLE ANALYTICS IN LEAD GENERATION



2 MILLION US FARMERS & RANCHERS

TODAY'S AGENDA

- 3 Concepts
- The 5 Steps
- Q&A
- Bonuses

QUICK SURVEY

BEFORE WE BEGIN...



3 CONCEPTS

1

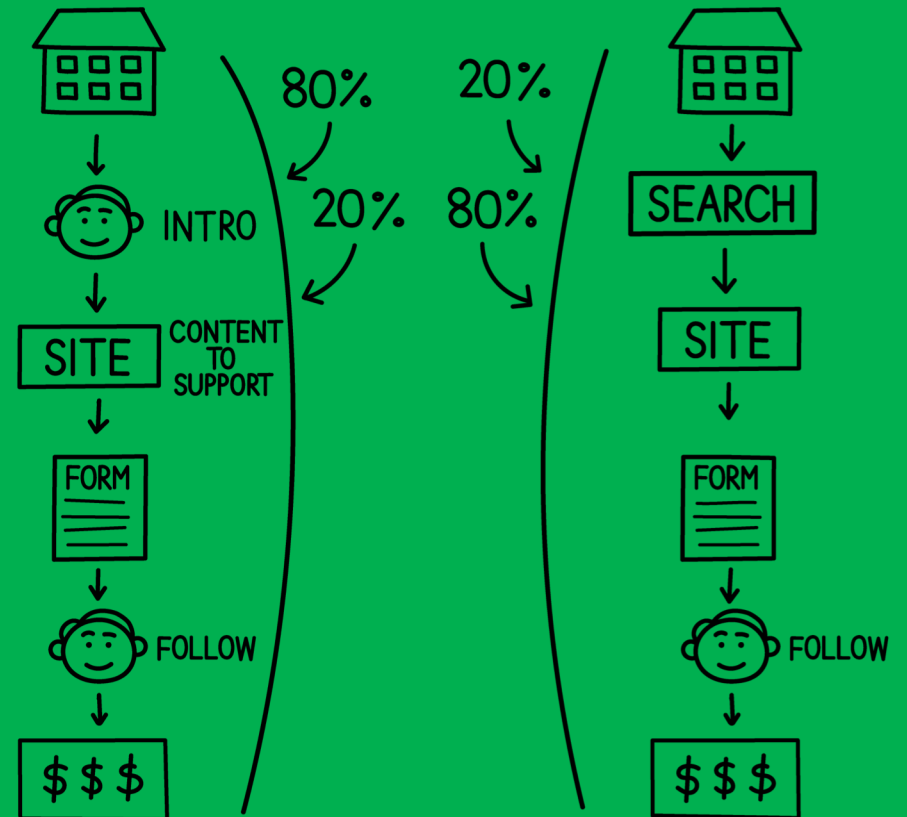
2

3

YOUR WEBSITE IN YOUR SALES CYCLE



WHERE DOES YOUR BUSINESS COME FROM?



BE DATA INFORMED, NOT DATA DRIVEN

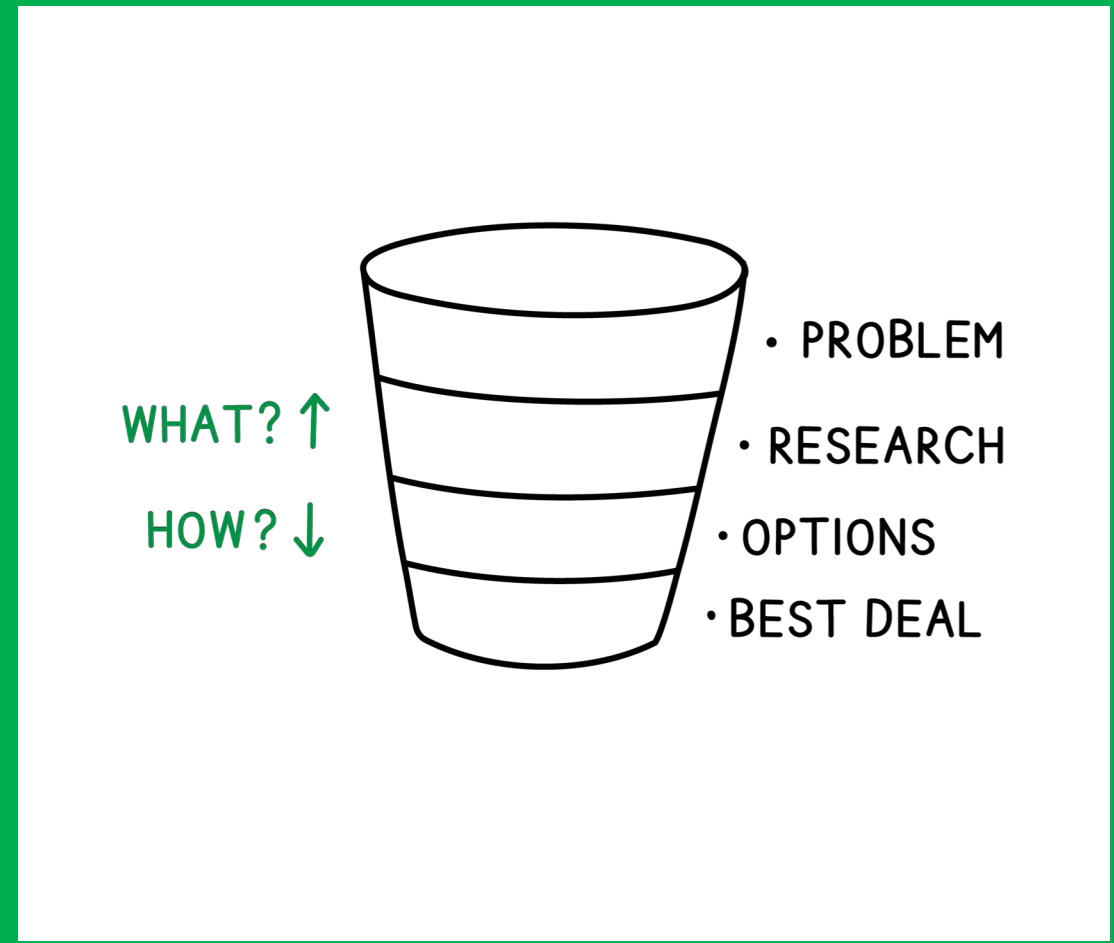
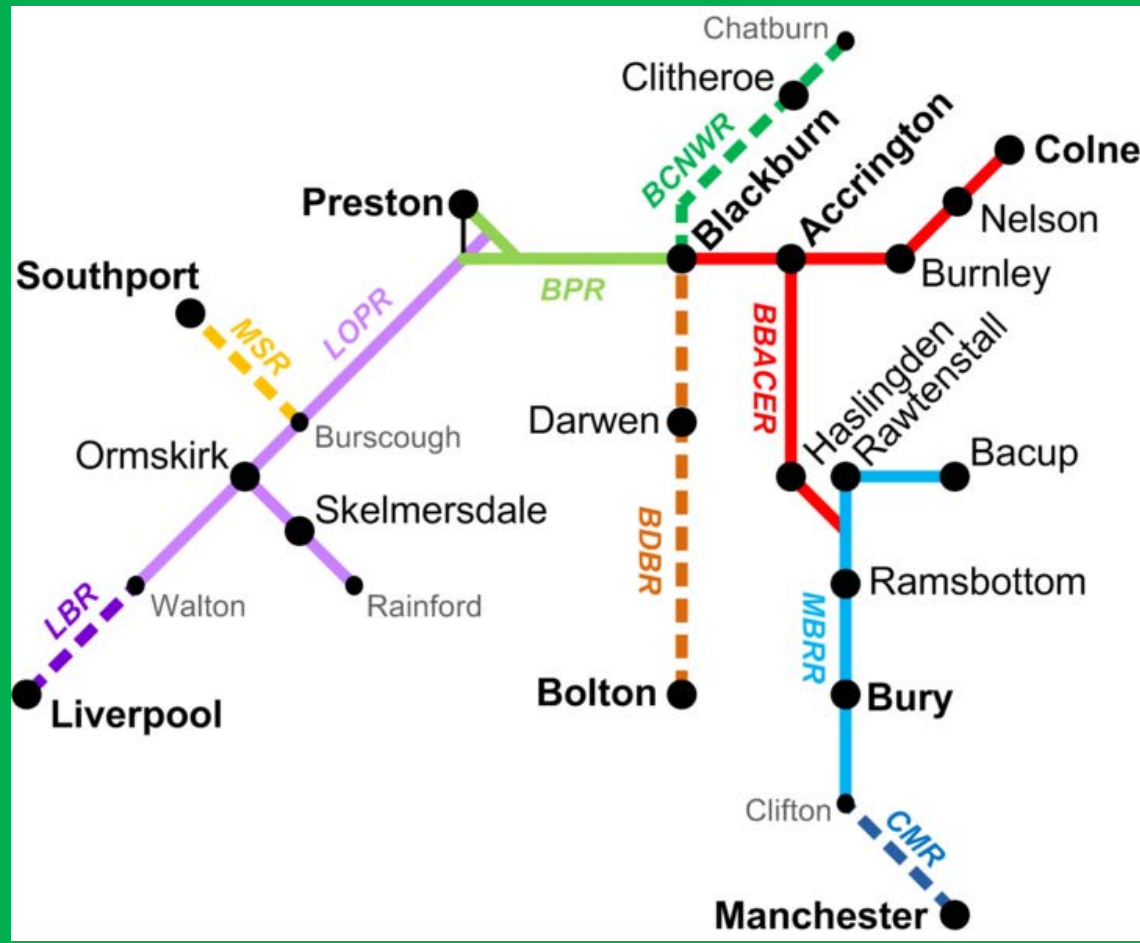


IS THE PROSPECT AWARE OF THE SOLUTION?

IS THE SOLUTION VALUABLE TO PROSPECT?

	MINOR	SIGNIFICANT	GAME CHANGING
YES	SQL/MQL	SQL/MQL	SQL
NO	MQL	MQL	MQL/SQL

MAP YOUR CUSTOMER'S DECISION PROCESS



THE 5 STEPS



1

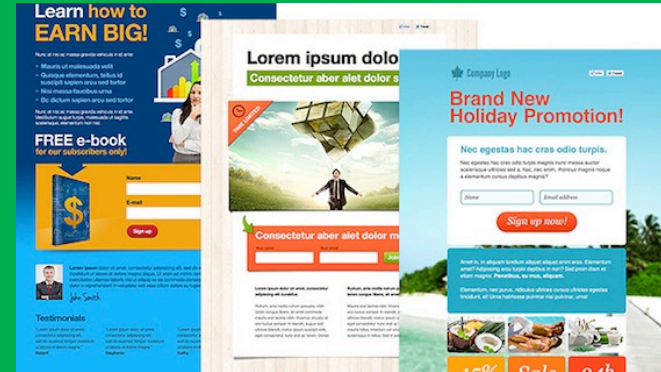
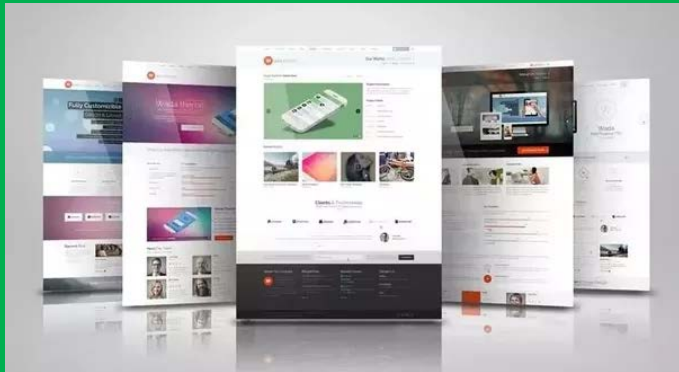
INSTALL TRACKING ON EVERY PAGE

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<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga
.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```



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2

BASIC REPORTING

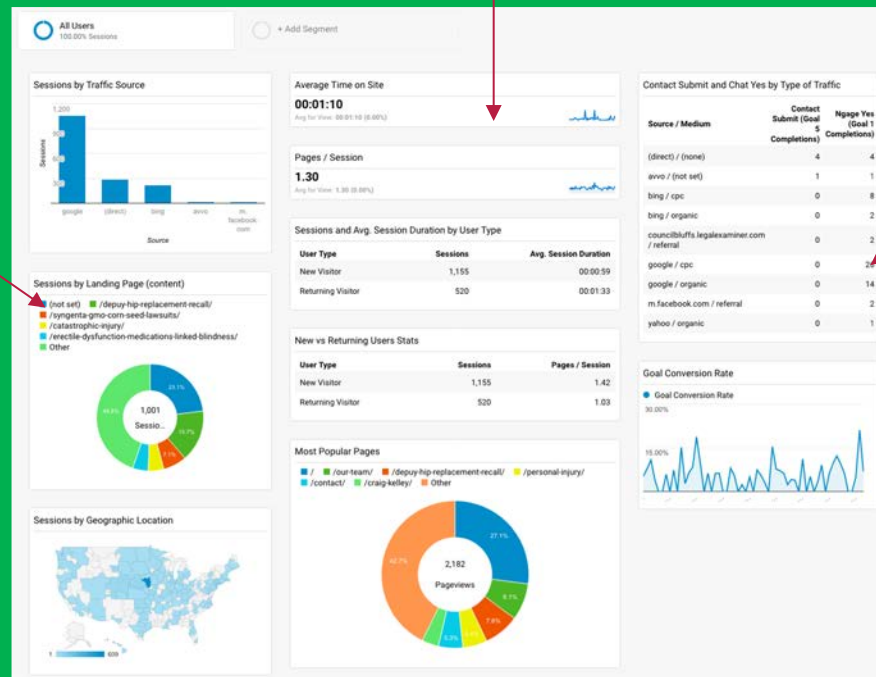
SITE TRAFFIC



SITE ACTIVITY

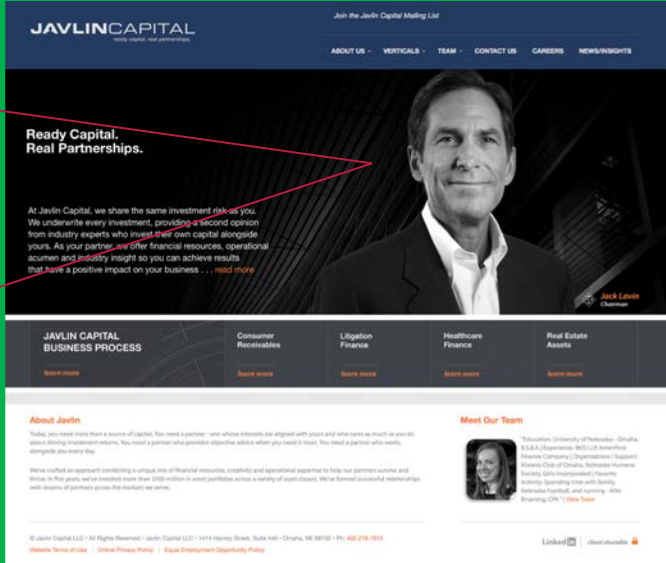
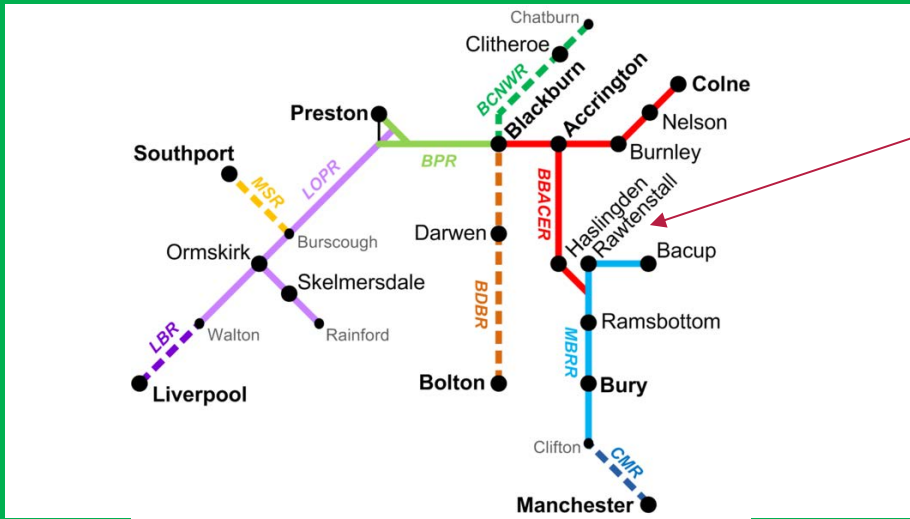
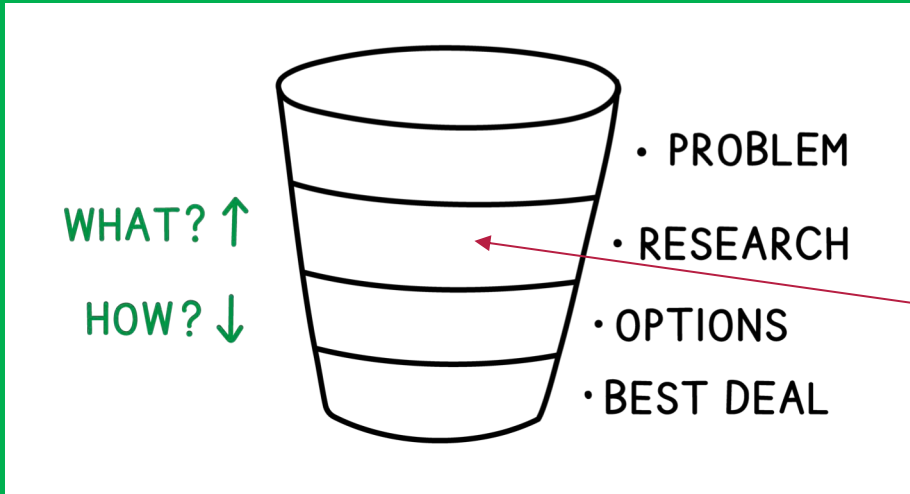


GOAL



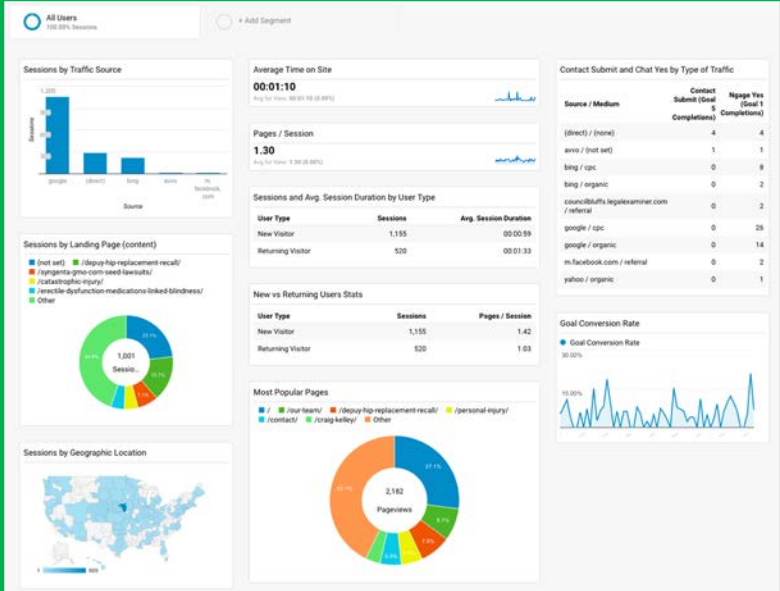
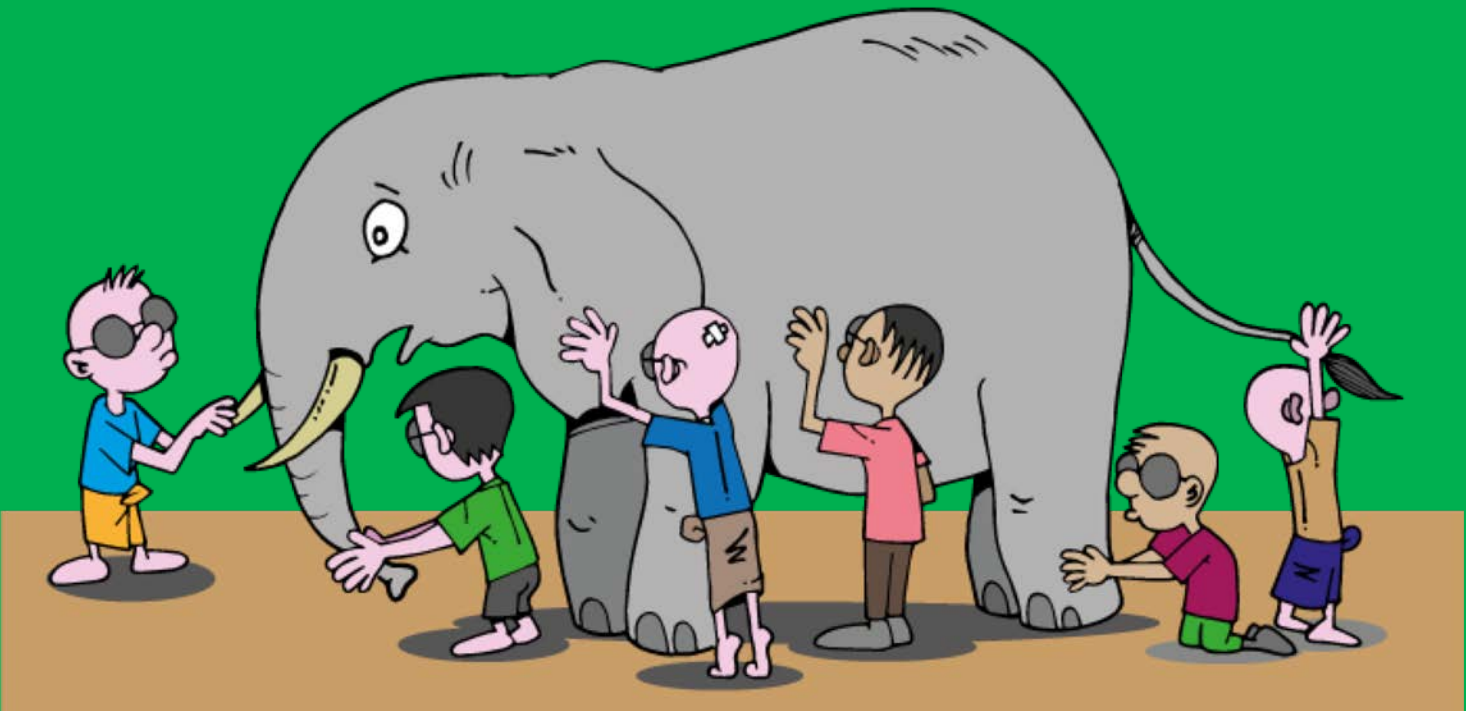
3

SET GOALS THAT MATCH THE BUSINESS DEVELOPMENT PROCESS



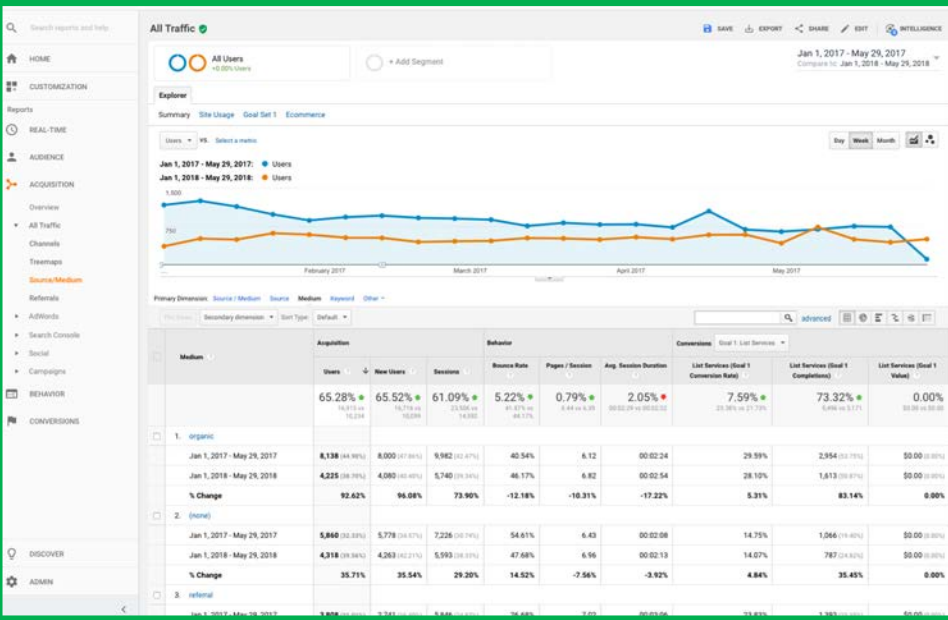
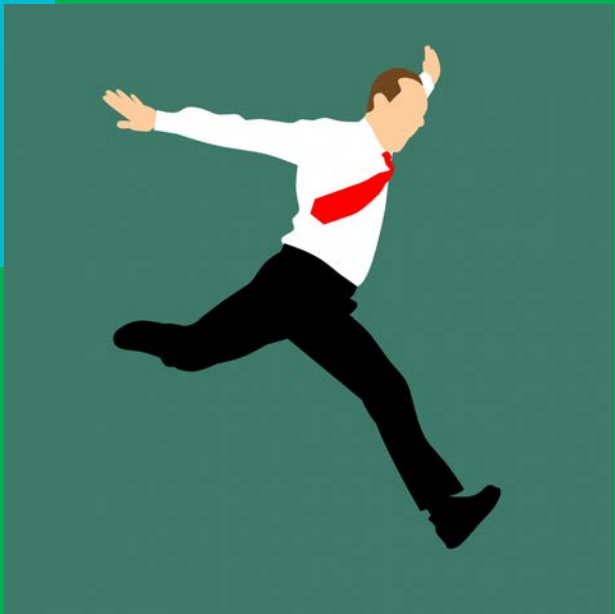
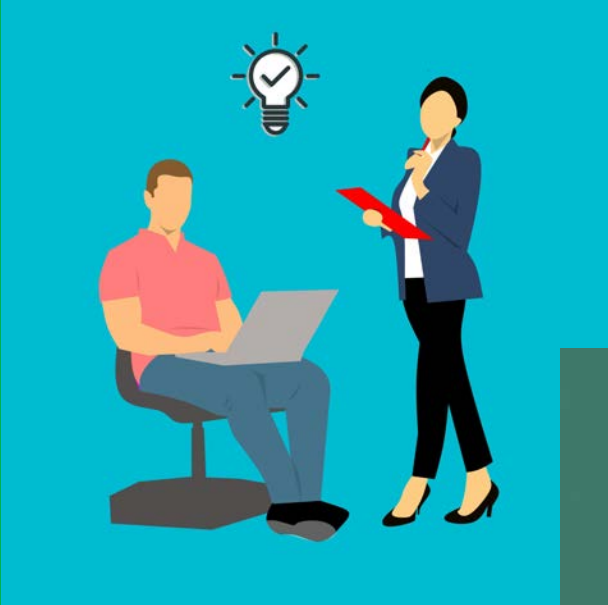
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SEPARATE IMPORTANT FROM INTERESTING INFORMATION



5

PRIORITIZING ACTIONS



SUMMARY

3 CONCEPTS

1. Your website in your sales cycle
2. Be data informed, not data driven
3. Map your customer's decision process

THE 5 STEPS

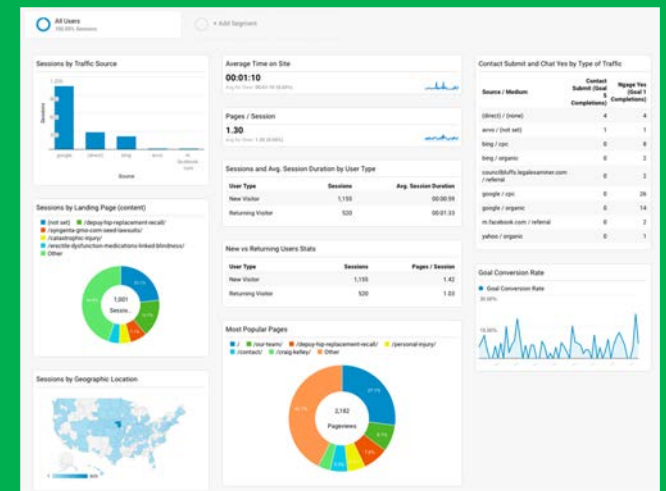
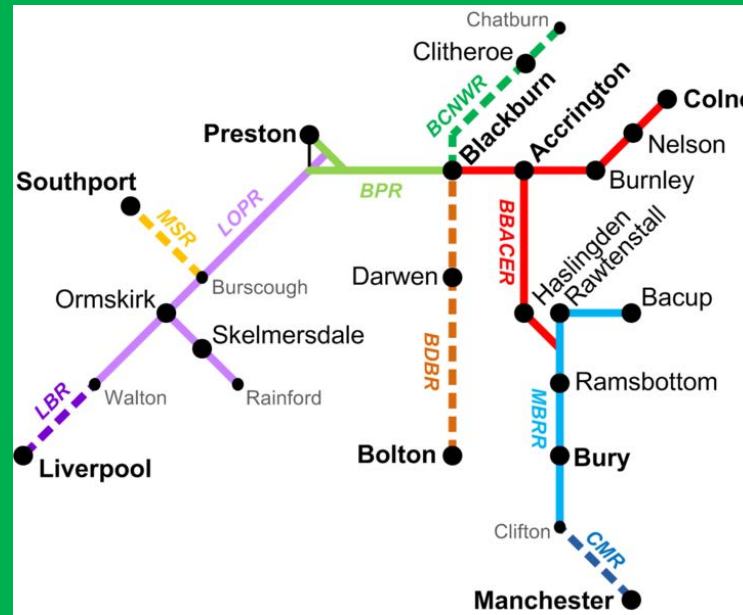
1. Install tracking on every page
2. Basic reporting
3. Set goals that match the business development process
4. Separate important from interesting information
5. Prioritizing actions

BIGGEST MISTAKES

IMMEDIATE NEXT STEPS



Google Analytics



ANALYTICS ON EVERY PAGE

MAP THE DECISION PROCESS

BUILD A CUSTOM REPORT



Q&A

ANALYTICS IS A TOOL WE CAN HELP WITH

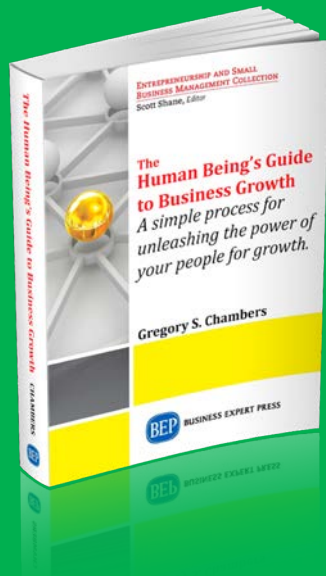


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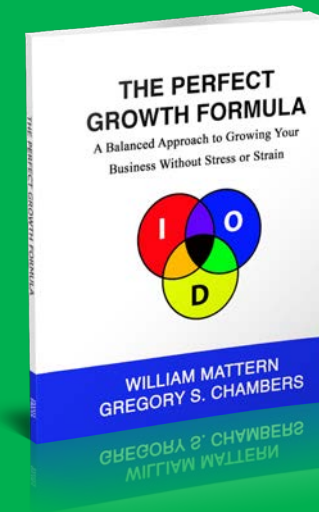


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Pilot Program



Link to the slides,
recording, and handouts



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A Balanced Approach to Growing Your Business Without Stress or Strain”