

5 BASIC MARKETING QUESTIONS

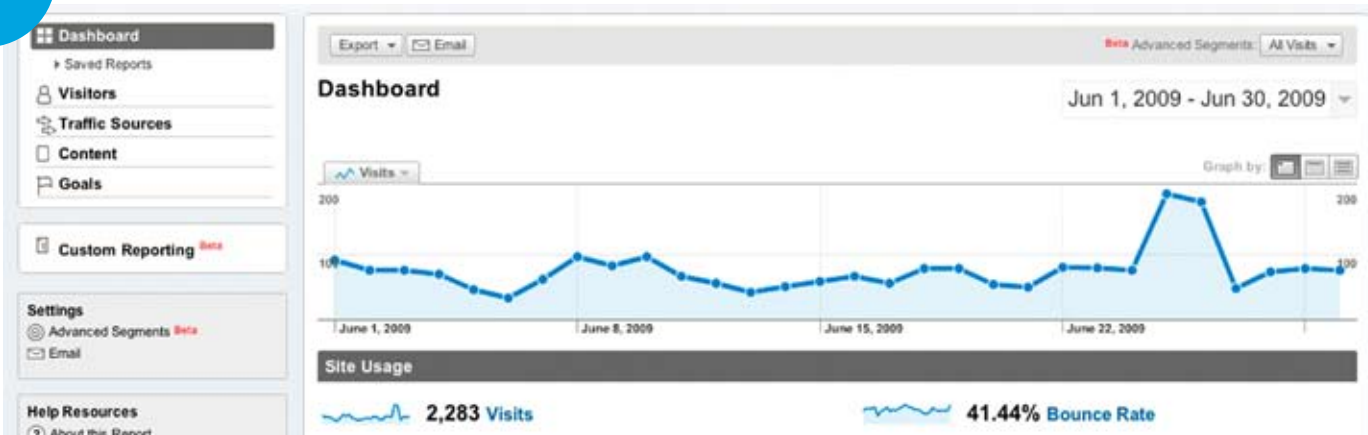
That You Should Be Able to Answer using Google Analytics

Question	Key Performance Indicator (KPI)	Which Report	KPI Benchmark	What the KPI is telling you	What to do about it
1. How much traffic comes to my site on a monthly basis?	# Visits (how many times your site was viewed)	Dashboard Report (1st metric under 'Site Usage' section)	<250 visits/month	You're not generating enough traffic to create smart marketing decisions based on analytics.	Create a marketing strategy. If you are low on funds, start with SEO. Or if more resources are available, strongly consider a direct mail campaign or some other form of directed marketing to drive more visits.
			251-750 visits/month	You have a healthy amount of traffic, and are likely generating awareness for your brand and work.	Continue to invest in your marketing strategies: <ul style="list-style-type: none"> • Use SEO to help drive unsolicited visitors. Download our SEO cookbook and run the Grader. • Maintain a blog to build SEO • Consider developing a email newsletter to engage your audience on a regular basis • Understand the quality of various traffic sources and invest more in the marketing strategies that are resulting in sales. See below. *
			750+ visits/month	This is exceptional traffic for an individual website.	Keep doing what you're doing! Start to get more granular and understand what drives quality traffic. Use goals and campaigns to get more detailed information.
2. Where is my traffic coming from?	% Direct Traffic	Dashboard Report (Pie Chart under 'Traffic Sources Overview')	10%+	A user who knows your URL and/or bookmarked it, generates direct traffic. You have actively created awareness through an external marketing effort. If your outbound marketing efforts are strong, this will likely be a larger number.	Steadily grow the absolute number of direct traffic. Use the visitor loyalty report to determine whether these visitors are repeats.
	% Referring Traffic	Dashboard Report (Pie Chart under 'Traffic Sources Overview' - 'Referring Sites')	30%+	Users who click on links to your website generate referring traffic. Backlinks are the most important factor in building SEO, so you want to make sure to build this number. However, this KPI is not a measure of links, but rather, the number of people clicking on the link.	You need to generate links in order to drive traffic through them. Consider a blog or guest writing articles on other sites. Publish galleries frequently and regularly, and most importantly, shoot images that people will want to link to and click through to view.
	% Search Traffic	Dashboard Report (Pie Chart under 'Traffic Sources Overview' - 'Search Engines')	30%+	A well optimized website shows up in search engines. When a user clicks a search result, this generates search traffic. This is a critical metric in measuring your SEO efforts. You want this number to be high because it's indicative of your ability to generate unsolicited (free) traffic.	Use your discretion in defining what a healthy target is for this KPI because different types of photographers will generate different mixes of traffic. <ul style="list-style-type: none"> • Join organizations and communities that give you a public profile, which you can use to link back to your website. It's a great reason to join trade organizations like NPPA and sites like Sportshooter.com. • Blog about photos you're shooting. Don't strain your brain trying to be James Joyce. Your writing doesn't have to be earth shattering. Use a blog to link back to specific galleries.

Question	Key Performance Indicator (KPI)	Which Report	KPI Benchmark	What the KPI is telling you	What to do about it
3. Is my traffic high-quality; is it likely to result in revenue?	Bounce Rate	Visitors - Overview Report	<40%	A bounce is a user who visits a single page on your website, then leaves. It's a good indication that the content didn't match the user's expectation.	Bounce rate can vary significantly by photographer type. Celebrity photographers will have higher bounce rates than photojournalists because of the audience that the content attracts. Nevertheless, you want to improve this metric over time by fine tuning the images you publish, and becoming more proficient with your editing.
	Time on Site	Visitors - Overview Report	>45 seconds	Like bounce rate, this is another quality metric. A low time on site is another indication that the content didn't match the user's expectation.	Monitor your TOS to create a baseline, then create a target metric and experiment with your content to increase your visitors' engagement. Remember also that you can monitor TOS by search engine vs. direct or referral traffic – since you might expect search engine to be a lower TOS and don't want that working into your averages.
	Pages per Visit	Visitors - Overview Report ('Average Pageviews')	2+ pageviews	Another user engagement metric. A good image should make the user want to see more.	Experiment! Identify your top 5 'entry' pages (see 'Content - Top Landing Pages' report), benchmark what the current average pageviews metric is, then start switching out the content on those top landing pages. Hopefully you can learn fairly quickly what draws the most click-throughs and stick with those images or types of images. Note that on that 'Landing Pages' report you can see the bounce rate per page over to the right - you can use this stat to monitor content effectiveness on that page in addition to whether your overall pageviews number is increasing.
4. Does my website come up in search results for the right keywords?	Visits per Keyword	Traffic Sources -> Keywords report	NA	A large number of visits across a wide variety of keywords is indicative of good Search Engine Optimization.	Unsolicited traffic can significantly increase your audience. Use the SEO Cookbook to optimize your pages, then work to build links to your content. The more eyeballs on your work, the greater chance you have of turning them into paying customers.
5. Which images/galleries are the most popular and effective?	Bounce Rate, Time on Page per Content Page	Content -> Top Content Report	See above	Photography is subjective, but GA can help you get past your own opinions and show you what your visitors like or don't like. The top content report and site usage metrics can help you understand what content is truly sticky on your website.	Experiment to test the popularity of various images or gallery landing pages. When you learn what your 'best' images are - put them upfront and/or on your top entry/landing pages. Shoot and publish more of the same, and see if the trend continues. Hopefully this will increase your overall Time on Site and Pageviews - and revenues!

1

How much traffic comes to my site on a monthly basis?



Where is my traffic coming from?

2



3

Is my traffic high quality? Is it likely to result in revenue?

Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
72	4.03	00:01:25	44.44%	27.78%
7	7.43	00:00:40	71.43%	14.29%
6	1.50	00:01:37	50.00%	50.00%
4	5.25	00:01:33	100.00%	50.00%
4	21.00	00:01:55	0.00%	25.00%

Does my website come in searches for the right keywords?

4



5

Which images/galleries are the most popular/effective?

