



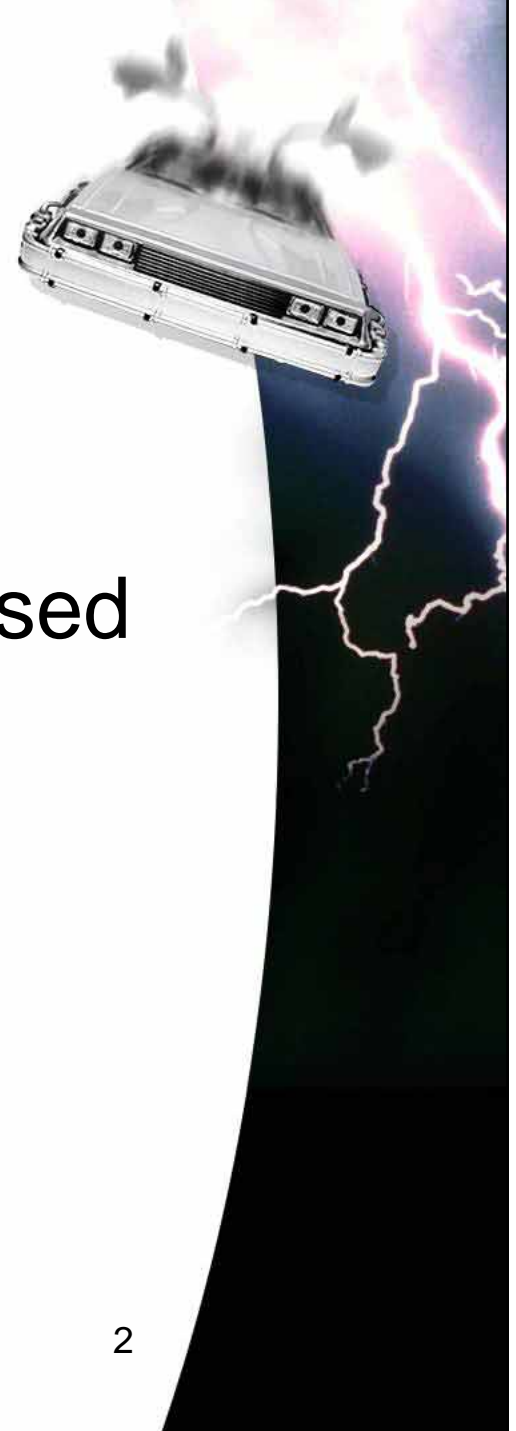
Maximizing Google Analytics With Miva Merchant

Morgan Jones
eCommerce Intelligence
February 29, 2008

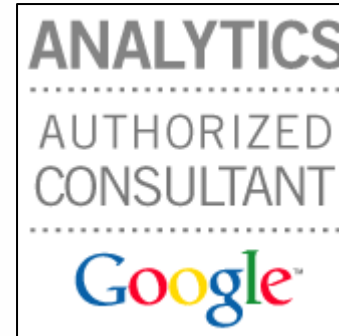


Agenda

- What is Google Analytics?
- Cool features
- New cool features recently released
- Q&A



- Internet Marketing Consulting
- Search Engine Marketing
 - SEO (Natural/Organic Search)
 - SEM (Pay-Per-Click)
- Miva and Google Partner
 - Google products – Analytics, Website Optimizer, AdWords
- Analytics consulting company—GAAC
 - Focus is Google Analytics and Urchin
- Strategic marketing/business consulting
- Metrics-based marketing – data-driven



eComIQ Background

Morgan Jones (President)

- GreekInternetMarket.com founder
- Using GA since it was called “Urchin”



Steve Gott (CTO)

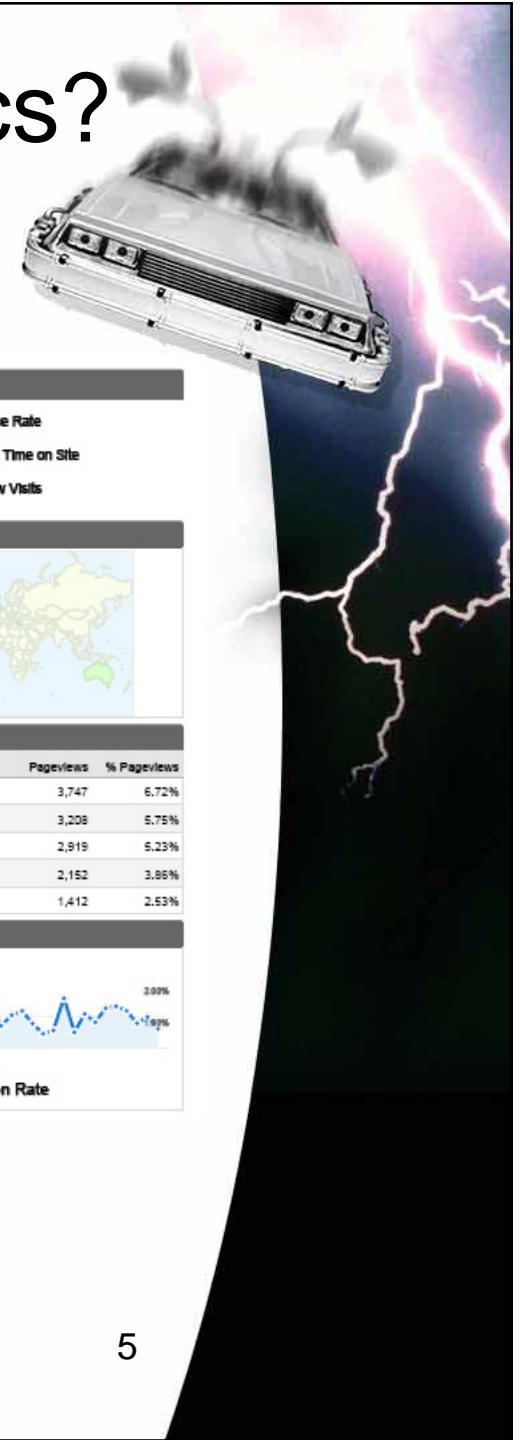
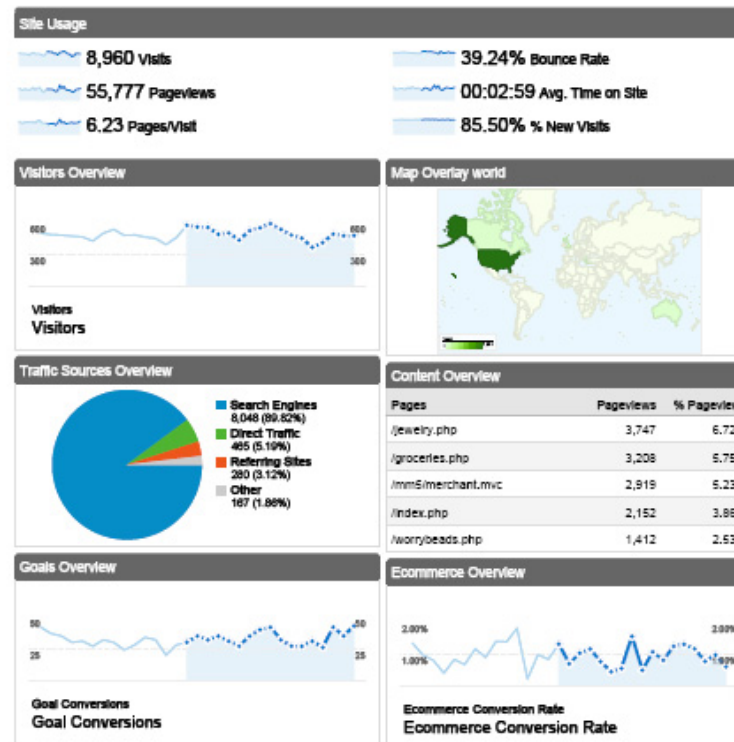
- Former Urchin employee
- Urchin/GA consultant prior to eComIQ



What is Google Analytics?

Tons of website data!

- Visits
- Where visitors from
- What search engines sent traffic
- Referring sites
- New vs. returning visitors
- Where visitors exited site
- % of visitors who reached a goal
- % of visitors who made a purchase
- Much, much more!

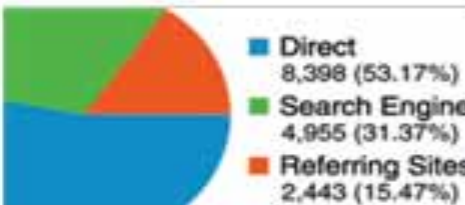


Key GA Features



Fast Implementation

Paste the Google Analytics tracking code into each of your website pages and tracking begins immediately.



Keyword and Campaign Comparison

Track and compare all your ads, email newsletters, affiliate campaigns, referrals, paid links, and keywords on Google and other search engines



Custom Dashboards

No more digging through reports. Put all the information you need on a custom Dashboard that you can email to others.



AdWords Integration

Buy keywords on Google AdWords and use Google Analytics to learn which keywords are most profitable to your business.



Trend and Date Slider

Compare time periods and select date ranges without losing sight of long term trends.

Key GA Features



Visits to Purchase

Export Email Add to Dashboard

Product Overview
50,208

38,660 (77%)
proceeded to Product Tour

Product Tour

Store Links

Shopping Cart	/store/cart.html	8,743	Clicks
Customer Service		3,593	Transactions
Warranty/Return		\$16,934.43	Revenue
		\$432.00	Goal Value

Products

Setup Email: Dashboard

Back to report

Send Now Schedule Add to Existing

Send to others:
(Separate multiple addresses with a comma)

Send to me



Ecommerce Tracking

Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

Funnel Visualization

Find out which pages result in lost conversions and where your would-be customers go.

Site Overlay

See traffic and conversion information for every link as you browse your site. (no download required).

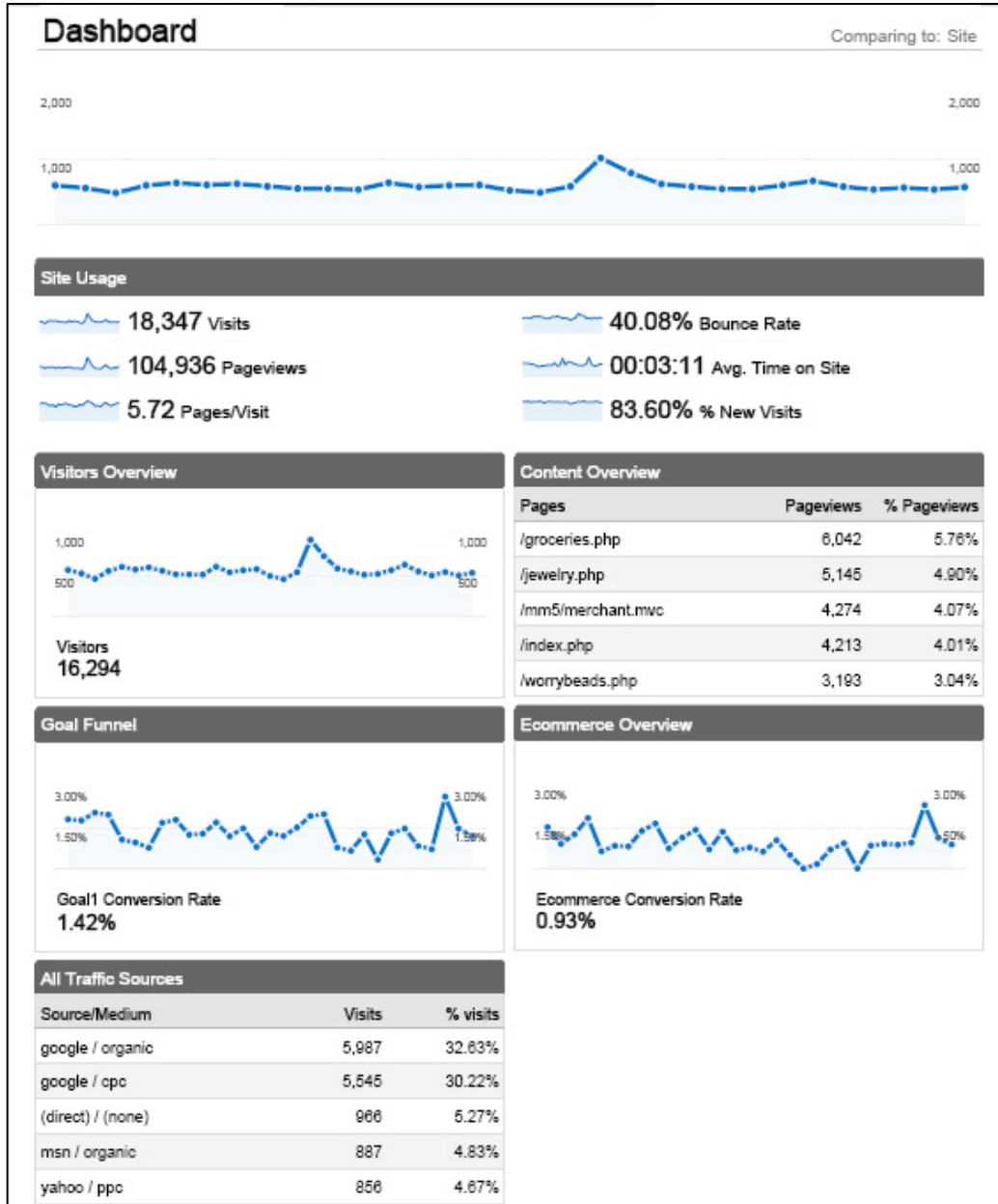
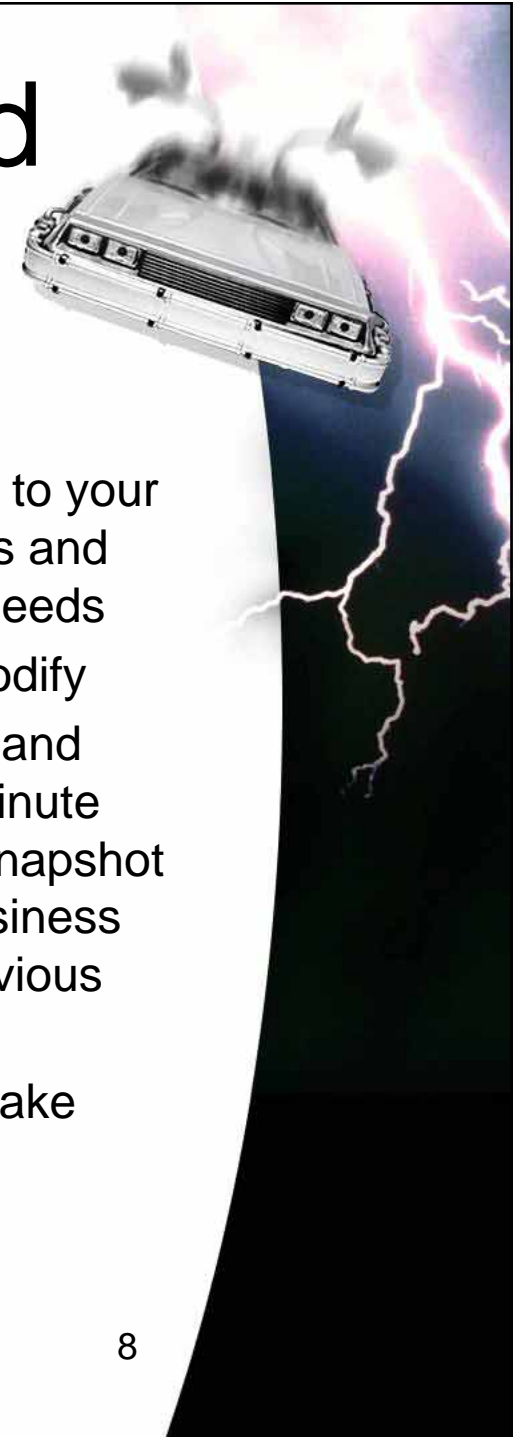
Email reports

Schedule or send ad-hoc personalized report emails that contain exactly the information you want to share.

GeoTargeting

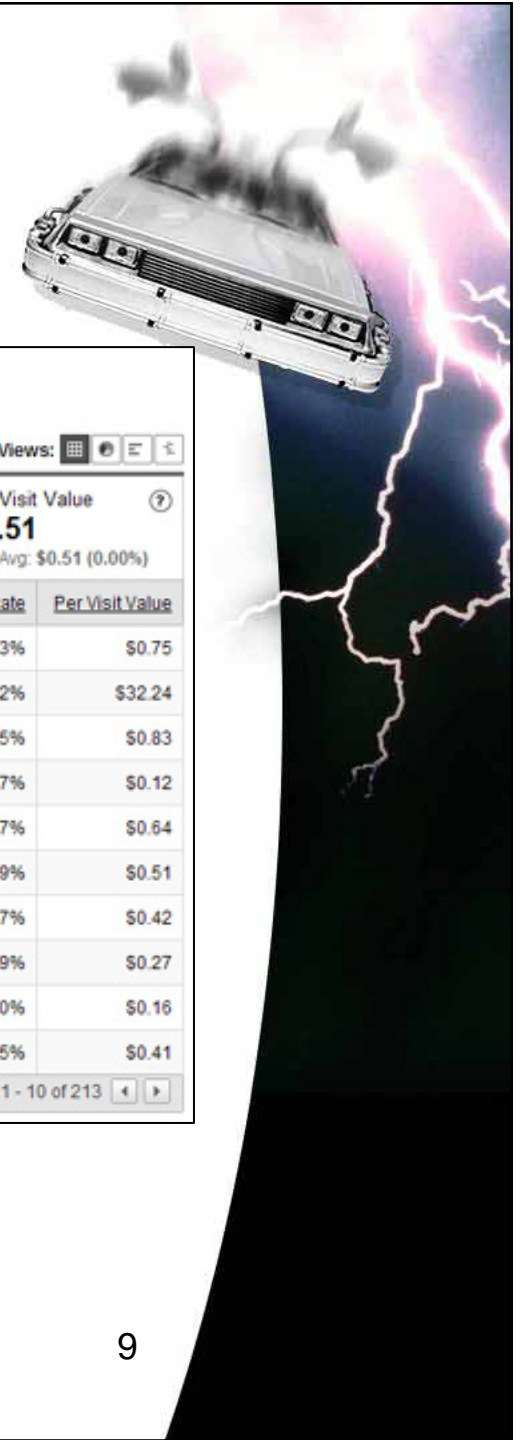
Find out where your visitors come from and identify your most lucrative geographic markets.

Custom Dashboard



- Customize to your key metrics and business needs
- Easy to modify
- View daily and spend 1 minute getting a snapshot of your business for the previous day.
- Dive in to take action.

Traffic Sources



All traffic sources sent 18,347 visits via 213 sources and mediums

Show: **Source Medium**

Views: [Grid] [List] [Print] [Refresh]

Site Usage | Goal Conversion | Ecommerce

Visits 18,347 % of Site Total: 100.00%	Revenue \$9,320.86 % of Site Total: 100.00%	Transactions 170 % of Site Total: 100.00%	Average Value \$54.83 Site Avg: \$54.83 (0.00%)	Ecommerce Conversion Rate 0.93% Site Avg: 0.93% (0.00%)	Per Visit Value \$0.51 Site Avg: \$0.51 (0.00%)
---	--	--	--	--	--

Source/Medium	Visits	Revenue ↓	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1. google / cpc	5,545	\$4,177.30	85	\$49.14	1.53%	\$0.75
2. phoneorder / phoneorder	47	\$1,515.34	8	\$189.42	17.02%	\$32.24
3. (direct) / (none)	966	\$797.94	14	\$57.00	1.45%	\$0.83
4. google / organic	5,987	\$707.75	22	\$32.17	0.37%	\$0.12
5. yahoo / ppc	856	\$550.39	10	\$55.04	1.17%	\$0.64
6. msn / organic	887	\$453.21	7	\$64.74	0.79%	\$0.51
7. newsletterFeb2008 / email	781	\$328.42	6	\$54.74	0.77%	\$0.42
8. live / organic	536	\$144.90	1	\$144.90	0.19%	\$0.27
9. yahoo / organic	793	\$124.81	4	\$31.20	0.50%	\$0.16
10. aol / organic	221	\$89.85	1	\$89.85	0.45%	\$0.41

Find Source/Medium:

Go to: Show rows: 1 - 10 of 213



AdWords Integration And “Finding Your Niche” Case Study



Muttmart.com

- Big market (pet supplies)
- Very competitive market
 - Petco, Petsmart, local competition.
- Needed a niche



AdWords Integration And “Finding Your Niche” Case Study



- Installed Google Analytics Dec 2006 and began consulting on monthly basis
- MuttMart added focus to one particular product line and was able to drive down cost
- AdWords keywords initially contained all breeds and sizes when advertising this particular product line



AdWords Integration And “Finding Your Niche” Case Study

Overview » AdWords Campaign » AdWords Campaign Ad Groups »

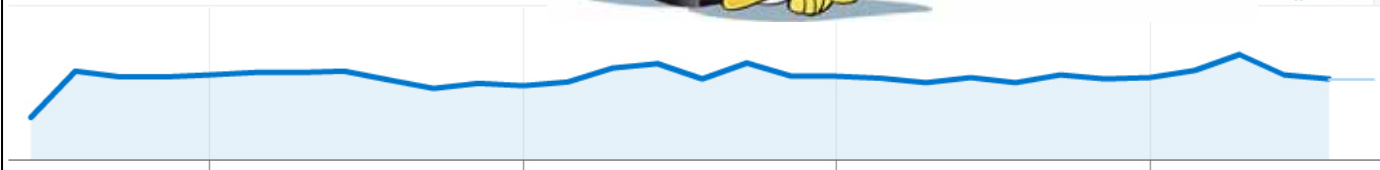
AdWords Keywords:

Export



MuttMart

Visits

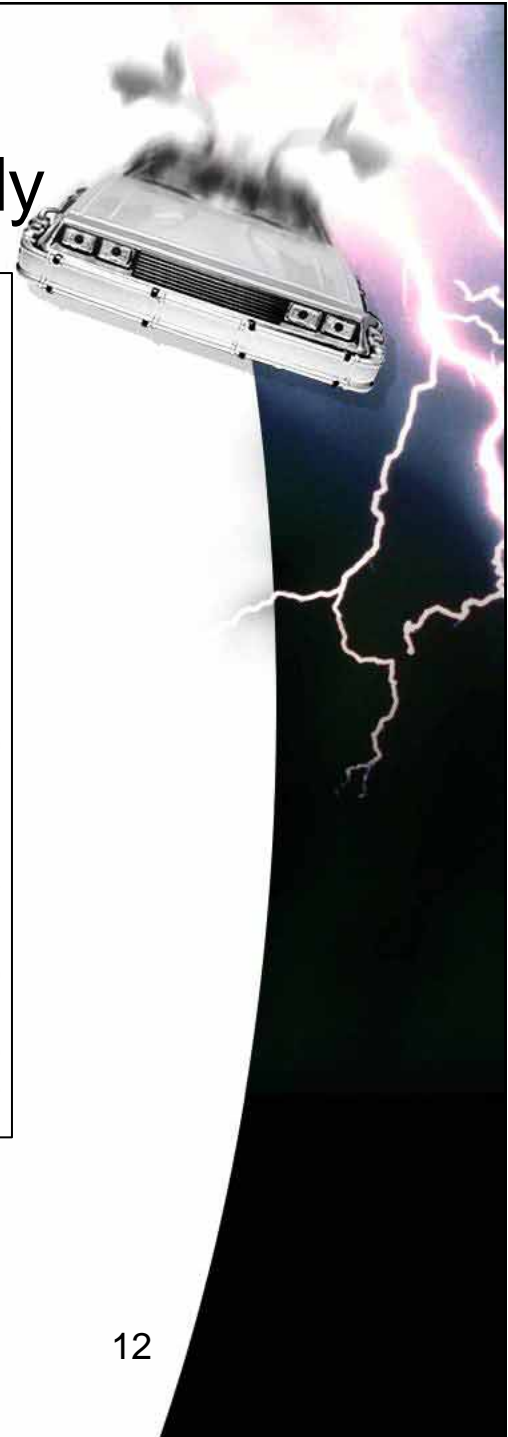


This AdWords ad group sent 3,526 visits via 20 keywords

Segment:

Views:

Visits	Impressions	Clicks	Cost	CTR	CPC	RPC	ROI	Margin	
3,526 % of Site Total: 28.73%	166,214 % of Site Total: 45.63%	3,612 % of Site Total: 57.32%	\$1,425.92 % of Site Total: 56.37%	2.17% Site Avg: 1.73% (25.60%)	\$0.39 Site Avg: \$0.40 (-1.64%)	\$0.41 Site Avg: \$3.98 (-89.66%)	4.21% Site Avg: 891.54% (-99.53%)	4.04% Site Avg: 89.91% (-95.51%)	
Keyword	Visits	Impressions ↓	Clicks	Cost	CTR	CPC	RPC	ROI	Margin
1. Keyword One	1,274	75,190	1,311	\$485.77	1.74%	\$0.37	\$0.13	-64.95%	-185.29%
2. Keyword Two	622	27,770	616	\$253.19	2.22%	\$0.41	\$0.48	15.92%	13.73%
3. Keyword Three	768	24,482	780	\$323.23	3.19%	\$0.41	\$1.10	164.82%	62.24%
4. Keyword Four	412	17,979	420	\$164.93	2.34%	\$0.39	\$0.14	-64.27%	-179.87%
5. Keyword Five	172	11,083	186	\$73.38	1.68%	\$0.39	\$0.33	-15.26%	-18.01%



MIVA MERCHANT CONFERENCE 2008
SAN DIEGO, FEBRUARY 27 & 28, MARCH 1

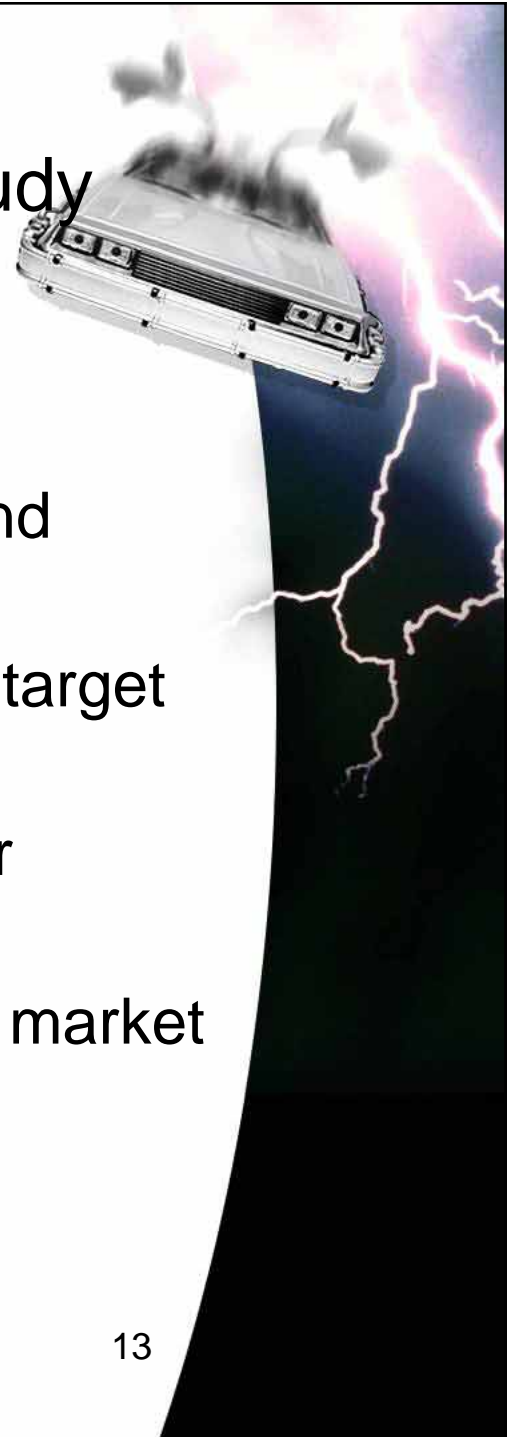
Found “niche” in GA reports when looking AdWords ROI per keyword.

Keywords with higher ROI were similar – certain size of dog.

AdWords Integration And “Finding Your Niche” Case Study



- Adjusted focus to a particular size of dog and certain breeds for the product line.
- Increased # of keywords and spend for the target market keywords
- Reduced # of keywords and spend on other keywords
- Optimized landing pages to focus on target market



AdWords Integration And "Finding Your Niche" Case Study



MuttMart

Apr 1, 2007 - Apr 30, 2007
Comparing to: Jan 1, 2007 - Jan 30, 2007

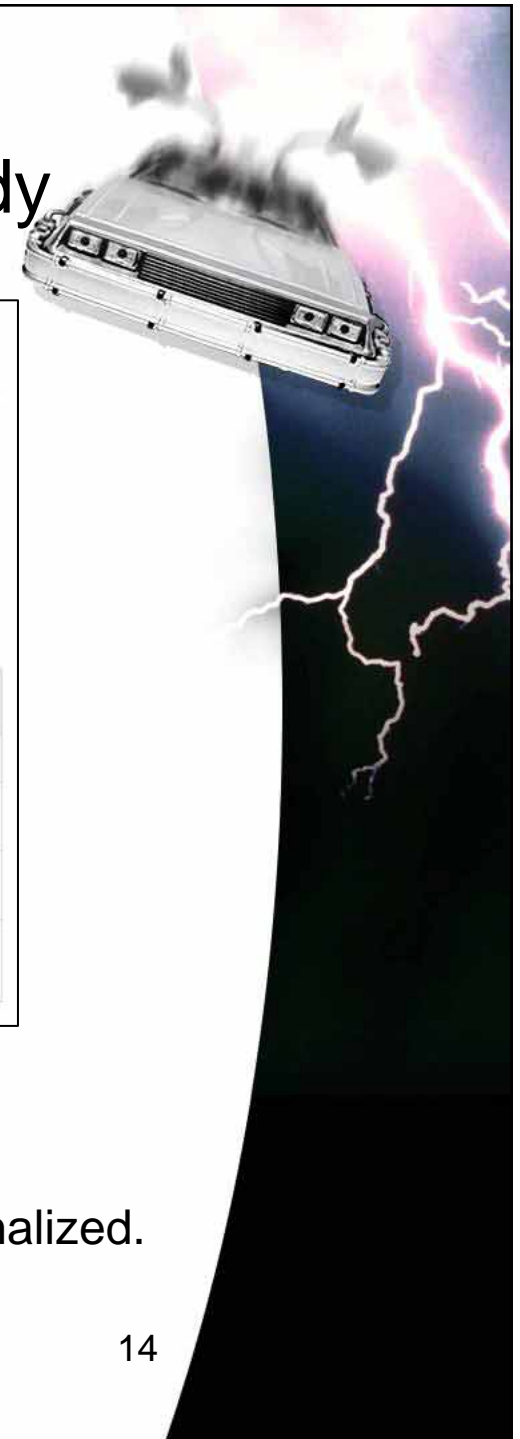


Ad Group	Visits	Impres sions	Clicks	Cost	CTR	CPC	RPC	ROI	Margin
Jan 1, 2007 - Jan 30, 2007	1,000	100,000	5,000	\$500.00	1%	\$0.10	\$5.00	50%	30%
Apr 1, 2007 - Apr 30, 2007	1,277	7,080	3,736	\$283.90	9.96%	\$.076	\$9.16	154%	50.8%
% Change	20.77 %	- 92.92 %	- 25.28 %	- 43.22 %	955.58 %	- 24.01 %	83.24 %	307.89 %	69.15 %

**Over 300% improvement in AdWords spend ROI
w/in 3 months!**



*Data normalized.



Site Overlay



Sign Up

>> Add This Site To Your Favorites

Tell a friend about this site

Shopping Categories

- 0.9% Greek Food
- 1.2% Greek Gifts
- 1.6% Greek Beads
- 6.5% Greek Jewelry
- 0.6% Greek Rugs
- 0.5% Greek Wine
- 0.5% Greek Music
- Olive Oil Soap & Supplies
- 0.3% Cookbooks
- 0.2% Gift Baskets
- 0.1% Ancient Greek
- 1.0% Pendants

0.3% \$30 Jewelry | 6.7% Over \$50

Evil Eye And Greek Jewelry

7.2% Necklaces | 3.4% Earrings | 11% Bracelets | 9.7% Pendants | 4.5% Rings | 2.3% Chains | Jewelry | 1.3%



7.2% Necklaces



3.4% Earrings



11% Bracelets



9.7% Pendants



4.5% Rings



2.3% Chains

/bracelets.php

580	Clicks
29	Transactions
\$2,056.69	Revenue
\$4.00	Goal Value
46	Goal 1: Placed Order
2	Goal 2: Festival Inquiry Em
2	Goal 3: Flokati Contact
0	Goal 4: asclick



- Identify top content on the page
- Very helpful for site design and product placement/promotion!

New GA Features

- Site Search
- Event Tracking

New tracking code for Site Search & Event Tracking

- Ecommerce tracking solution “Just Around The Corner”
- Miva making it easy to integrate—we can customize

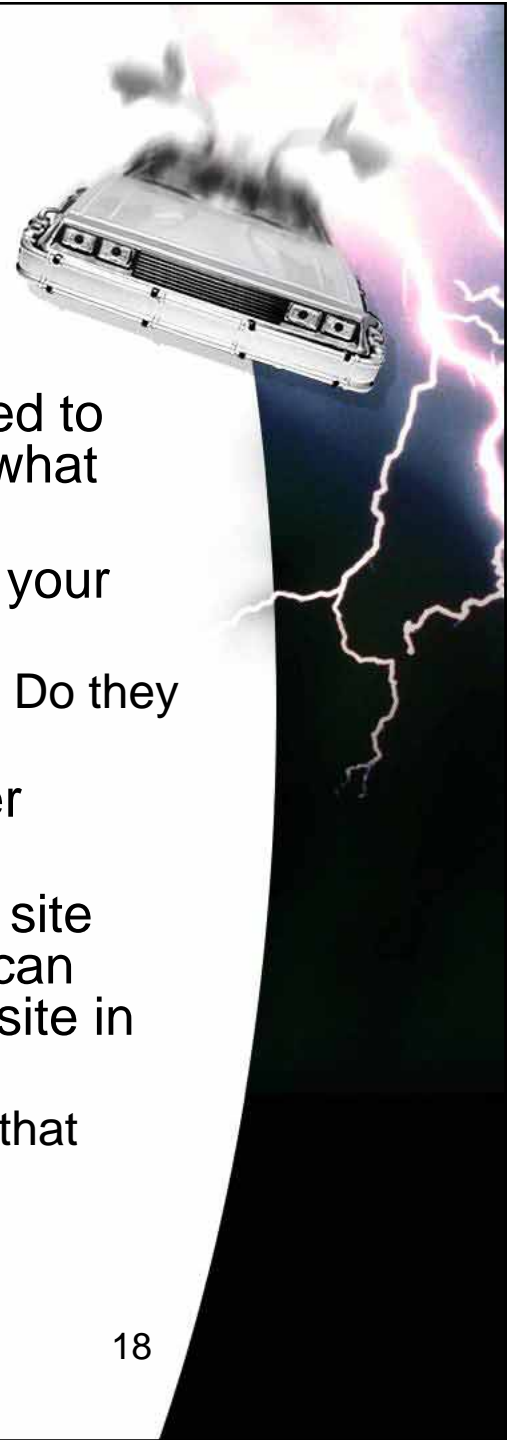


Site Search

Very cool for Merchants!!!

Uses Of Site Search:

- 1) Monitor site search activity in Google Analytics--no need to look at search logs or log into another system to view what people are searching.
- 2) Can identify not only what people are searching for on your site, but their behavior after the search.
 - Do they exit the site? Do they conduct another search? Do they make a purchase?
- 3) Can identify products and services you should consider adding.
- 4) Site Search tracking gives insight into the intentions of site visitors. By analyzing what they are searching for you can easily gain understanding about why they visited your site in the first place.
 - Are you directing the right traffic? If not, did you pay for that traffic?



Site Search

www.greekinternetmarket.com
Site Search Terms

Feb 1, 2008 - Feb 18, 2008
Comparing to: Site



There were 787 unique searches via 626 search terms

Ecommerce						
Total Unique Searches	Revenue	Transactions	Average Value	Conversion Rate	Per Search Value	
787	\$451.35	11	\$41.03	1.40%	\$0.57	
% of Site Total: 100.00%	% of Site Total: 11.68%	% of Site Total: 13.41%	Site Avg: \$47.12 (-12.91%)	Site Avg: 10.42% (-88.59%)	Site Avg: \$4.91 (-88.32%)	
Search Term	Total Unique Searches	Revenue	Transactions	Average Value	Conversion Rate	Per Search Value
flokati	1	\$156.00	1	\$156.00	100.00%	\$156.00
halvah	2	\$59.25	1	\$59.25	50.00%	\$29.62
grape leaves	10	\$46.08	2	\$23.04	20.00%	\$4.61
candy	2	\$44.65	1	\$44.65	50.00%	\$22.32
frappe	4	\$38.01	1	\$38.01	25.00%	\$9.50
Butter	1	\$26.13	1	\$26.13	100.00%	\$26.13
lavash	1	\$24.78	1	\$24.78	100.00%	\$24.78
hummus	2	\$21.95	1	\$21.95	50.00%	\$10.98
worry beads	2	\$17.54	1	\$17.54	50.00%	\$8.77
got ouzo L	1	\$18.96	1	\$18.96	100.00%	\$18.96
						1 - 10 of 626



How To Integrate GA Site Search With Your Miva Cart



It's Almost Ready!

- Requires new ga.js tracking code (Beta).
 - Ecommerce tracking is not fully debugged.

To Integrate:

- Install new tracking code and enable Site Search feature (from GA admin)

Site Search Options:

- 1) Install a Google Custom Search Engine
 - <http://www.google.com/coop/cse/>
- 2) Or, Modify your current Miva site search
 - eComIQ solution to be available very soon.
 - Will be part of our “Complete Installation” service offered on our website and in Miva Central and separately as an add-on.



Site Search Case Study



GreekInternetMarket.com

- Installed Site Search
- Identified items not sold
- Created product pages and included AdSense Ads in place of the missing products
- Clicks=\$\$\$



Gyros



Code: Gyros
Price: \$0.00
Sorry, but we do not sell Gyros or Gyro meat, but please check our partner links below for more options.

Email This Page To A Friend!

[Local Greek Restaurants](#)
Find Restaurants in Your Local Area Get Directions or Print a Map

[GREEK® T-Shirts Made Easy](#)
Blaze Through The Top Designs From Campuses Across the USA!
Ads by Google

[Greek T-Shirts Made Easy™](#)
You Are Just A Few Clicks Away From Becoming a T-Shirt Rock Star!

[Find Chicago Greek Dining](#)
Fave finds Greek dining in Chicago and suburbs. Videos and much more.
Ads by Google



Site Search Case Study



- Identified product searches spelled in Greek (or differently from how spelled on website)
 - Modified product names and modified description contents to include different spellings so search would include these items.

Site Overlay

Site Search

Overview

Usage

Search Terms

Start Pages

Destination Pages

Categories

Trending

Event Tracking

Goals

Ecommerce

Settings

Email

Help Resources

- About this Report
- Conversion University
- Common Questions
- Report Finder

There were 1,211 unique searches via 881 search terms

Segment: Search Term

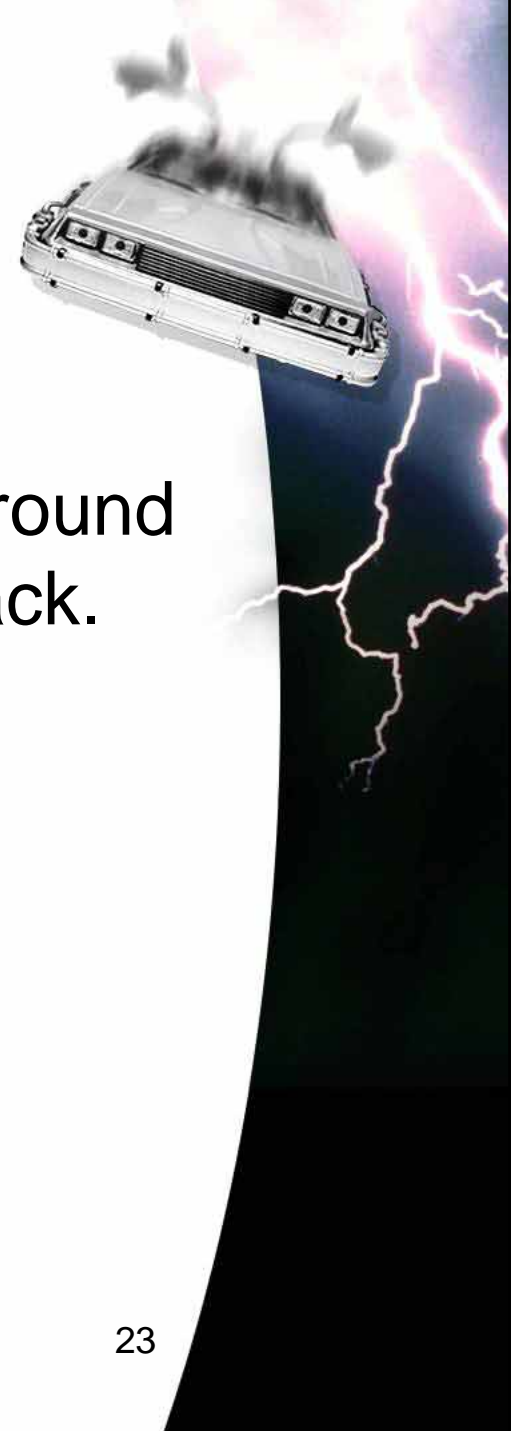
Views: [Icons]

Site Search Usage		Goal Conversion	Ecommerce				
Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth		
1,211	1.41	15.52%	34.09%	00:03:19	3.67		
% of Site Total: 100.00%	Site Avg: 1.41 (0.00%)	Site Avg: 15.52% (0.00%)	Site Avg: 34.09% (0.00%)	Site Avg: 00:03:19 (0.00%)	Site Avg: 3.67 (0.00%)		
Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth	
31. cheese	3	1.67	33.33%	0.00%	00:05:46	13.00	
32. christening	3	1.33	66.67%	0.00%	00:00:04	0.33	
33. cross	3	1.00	0.00%	33.33%	00:00:52	1.00	
34. dolmades	3	1.00	0.00%	0.00%	00:00:51	4.33	
35. eve	3	1.67	33.33%	0.00%	00:09:19	25.33	
36. feta cheese	3	1.67	0.00%	20.00%	00:03:31	6.00	
37. filo	3	1.33	33.33%	50.00%	00:00:06	2.00	
38. marditsa	3	1.00	0.00%	33.33%	00:00:13	1.00	
39. mastic	3	2.00	0.00%	33.33%	00:00:34	2.33	
40. mali	3	1.00	33.33%	0.00%	00:00:36	1.67	

Find Search Term: containing [] Go

Go to: 31 Show rows: 10 31 - 40 of 881

Event Tracking



Added for demands of Web2.0

- Can use Event Tracking to work around limit of only 4 goals available to track.
- Flash websites
 - No change in page URL's
- Embedded video action tracking
 - Play, Pause, etc.



Summary

- Lots of valuable metrics in Google Analytics
- Miva/Google Analytics are fully compatible
 - New cool features coming out of Beta soon!
- Configuration is key to getting the most out of GA
 - Default configuration will be part of Miva.
 - We're here to help customize!
- Use Google Analytics to grow your business!
 - That's what the data is there for.
 - We're here to help!



Q & A

