Language Cert

Monitoring digital campaigns results using Google Analytics

Language
Cert

About LanguageCert

LanguageCert is a business name of **PeopleCert Qualifications Ltd,** UK company No. 09620926

- A **PeopleCert Group** company
- **Language skills assessment & certification** Awarding Organisation, recognised **by Ofqual & Qualifications Wales**
- **Develops** own language qualifications
- **Partners with renowned organisations worldwide** to offer high-quality language skills assessment and certification
- **Global provider of SELT exams** for the UKVI as of April 2020
- **State-of-the-art, innovative & flexible exam administration** technologies and systems offered by PeopleCert
- **24/7/365** excellent Customer Service

LanguageCert International presence
with Approved Test Centres

in 50⁺ countries

# PeopleCert International presence

- 5M+ certified Business & IT professionals
- 10,000+ test centres worldwide
- innovative online proctoring technology

Circles indicate countries in which PeopleCert has administered examinations in 01/2017 – 01/2018. Circle size is relative to the number of examinations.

Google Analytics implementation

Account setup tips

- One property per website under your account and …

- … create filtered views to filter out internal traffic
- (but also keep a raw data view)
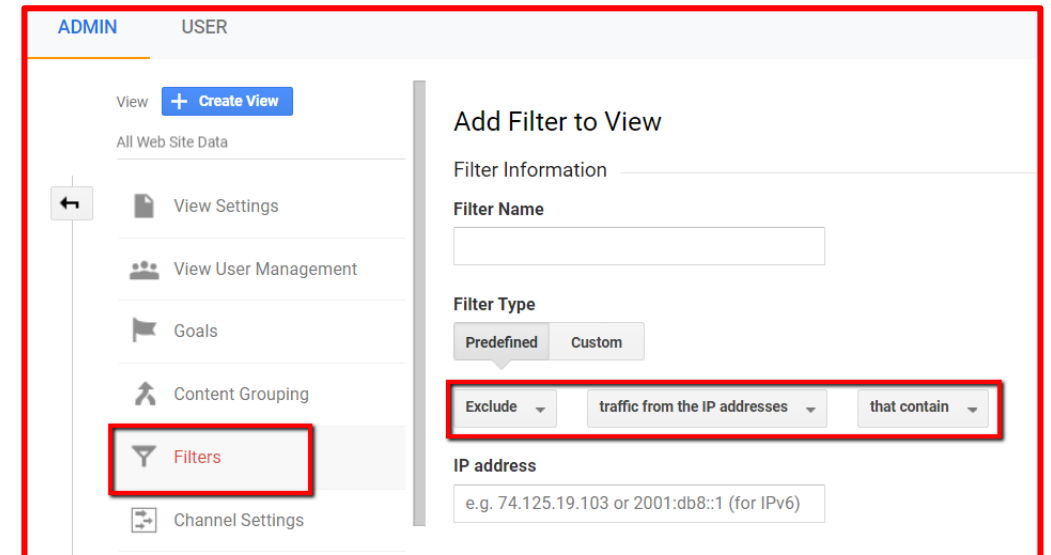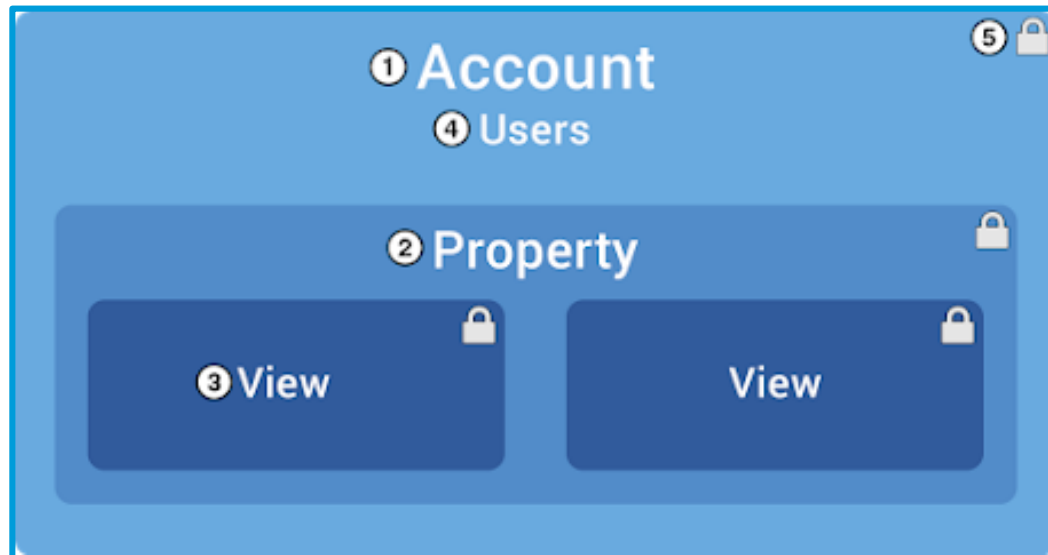
Google Analytics implementation tips

- Enable bot filtering (known bots' exclusion)
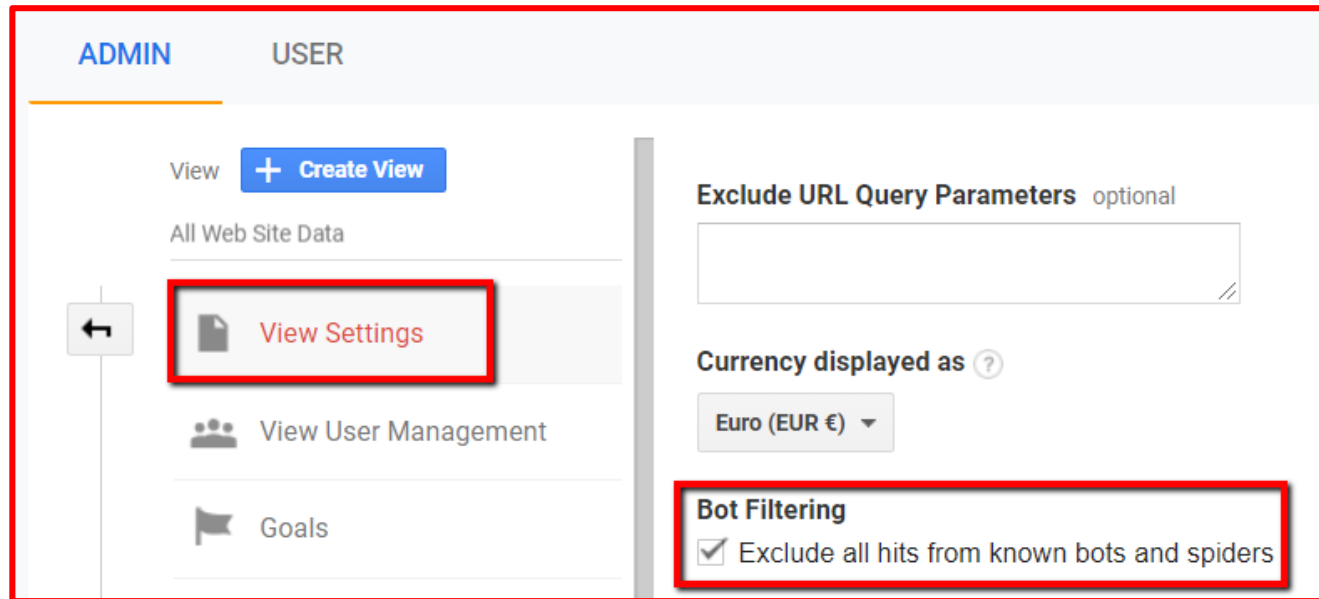
Google Analytics implementation tips

- Keep notes of your changes inside Analytics using annotations
- Use to log campaign launches, optimizations or website experiments
- Easily spot the effect of your changes and explain traffic patterns
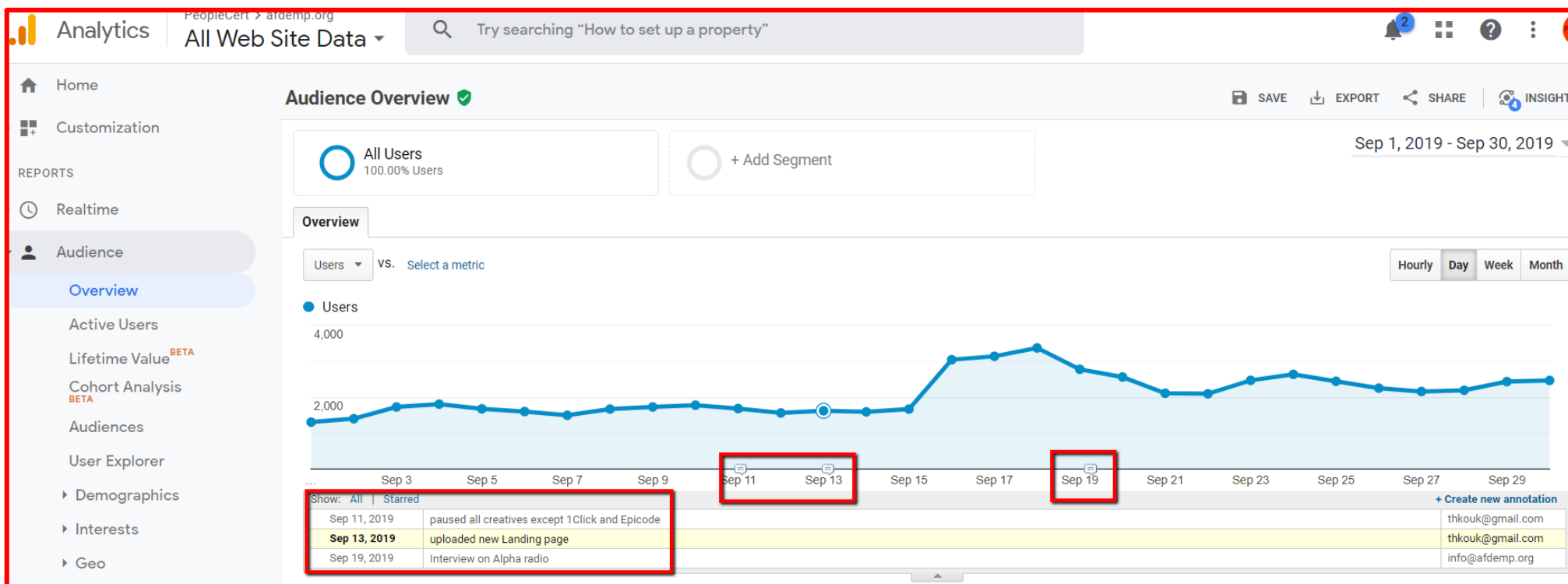
Google Analytics implementation tips

- Activate "Google signals":
- cross device tracking, reporting
- enable enhanced Audience and Demographics reporting
- enable advertising features integration such as remarketing on Google analytics audiences

- BUT:
- remember to make the necessary privacy disclosures and get permissions from your end users

Google Analytics implementation tips

- enhanced Audience and Demographics reporting
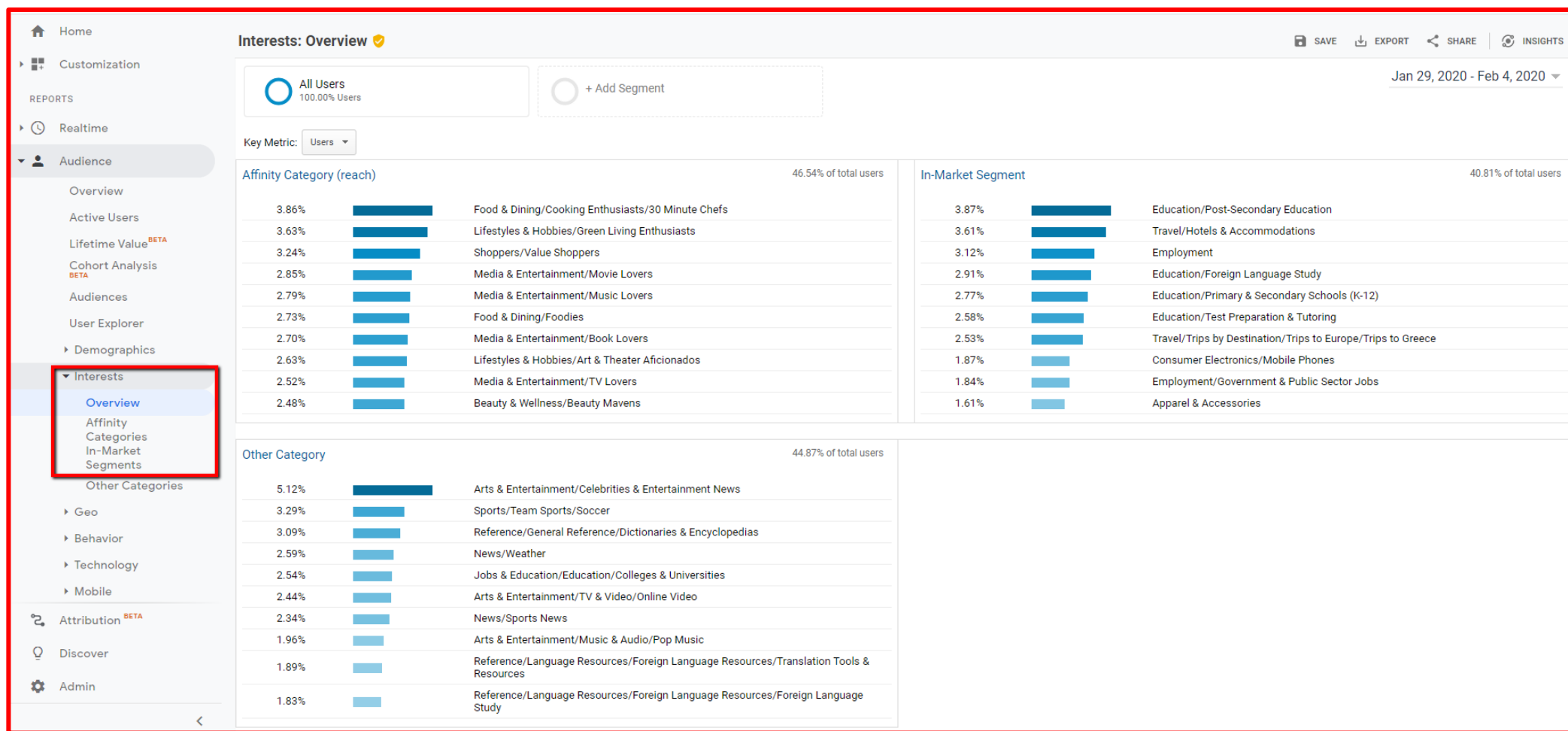
Tracking traffic sources

- Link Google Analytics to Google Ads to:

- Automatically track Google ads traffic within Google Analytics
- Import Analytics goals and e-commerce transactions into your Google ads account
- Import Analytics metrics like bounce rate, avg. session duration, and pages/session into your Google ads account
- Enhance your Google ads remarketing with Analytics remarketing
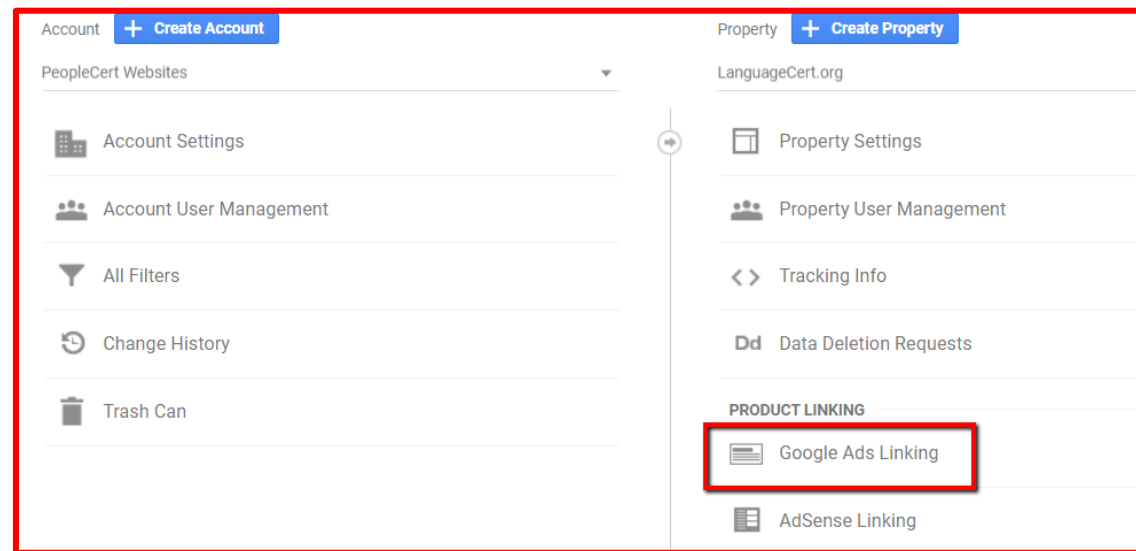
Tracking traffic sources with UTM parameters

- Plain link:
https://www.languagecert.org/

- UTM tagged link:
https://www.languagecert.org/?utm_source=PASSPORT&utm_medium=email&utm_campaign=52-Register-your-Exam

Tracking traffic sources

- Add "UTM" parameters to all external links to your website that you can control:
  - Newsletter campaigns
  - Social media organic posts
  - Facebook / LinkedIn ads and other paid campaigns
  - Press releases on 3rd party sites

- Use Google's campaign URL Builder:
  - https://ga-dev-tools.appspot.com/campaign-url-builder/

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google` , `newsletter`)
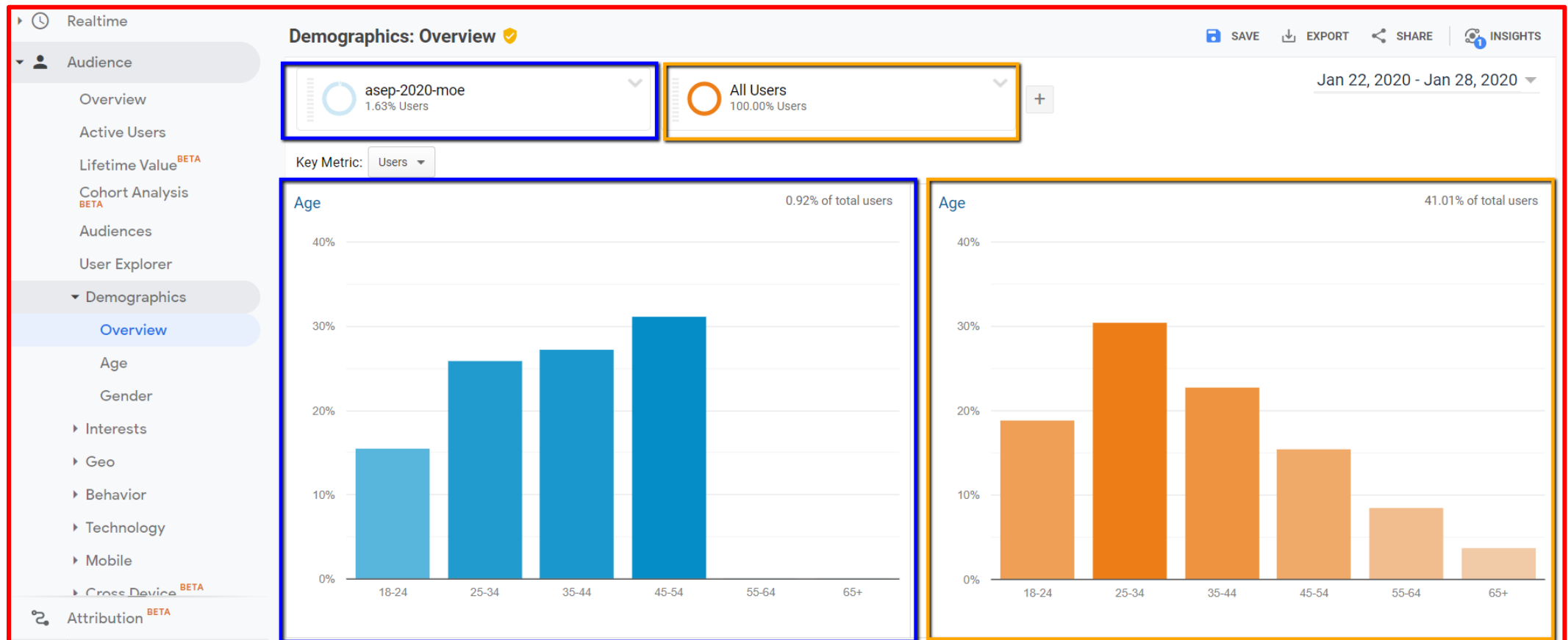
* Campaign Medium

Marketing medium: (e.g. `cpc` , `banner` , `email`)

* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Learn more about your audience

- Check audience Demographics, Interests, Geos, Technology used and build your audience personas
- Use Google Analytics segments feature to break down your audience

Learn how the users navigate in your website

- Identify top landing pages
- Determine the user flow through their next steps on your website
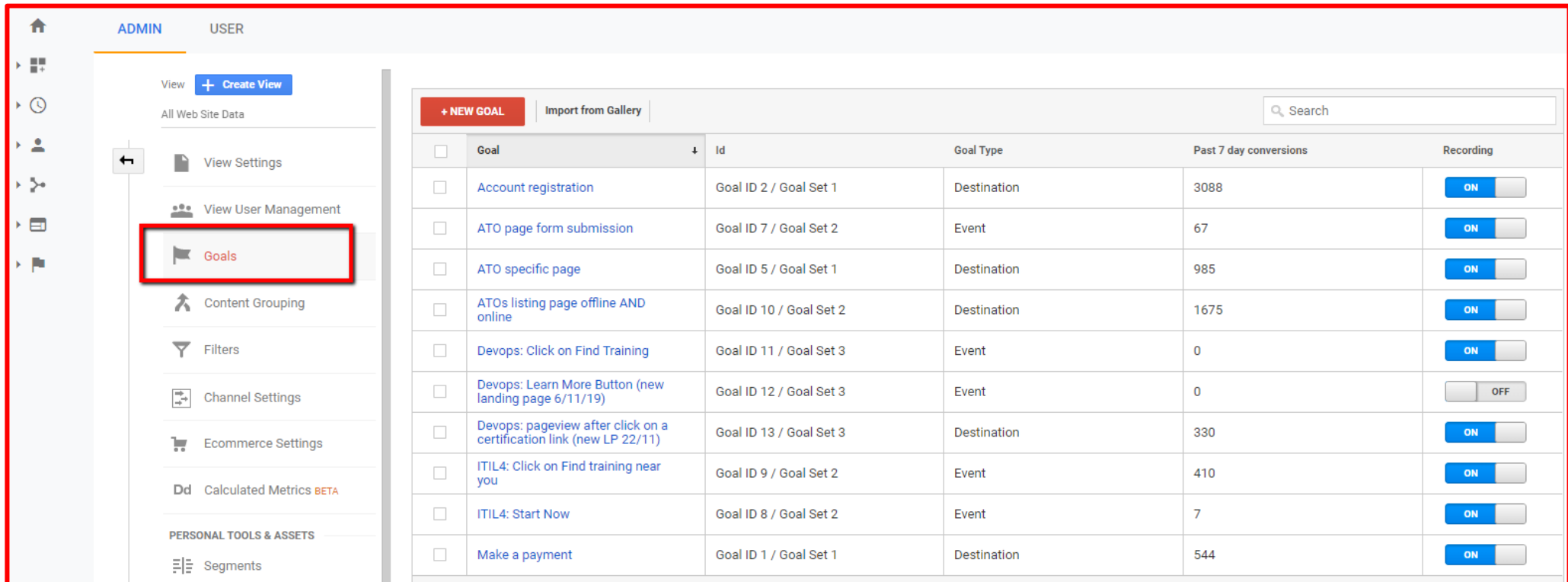- Identify drop-offs and top exit pages
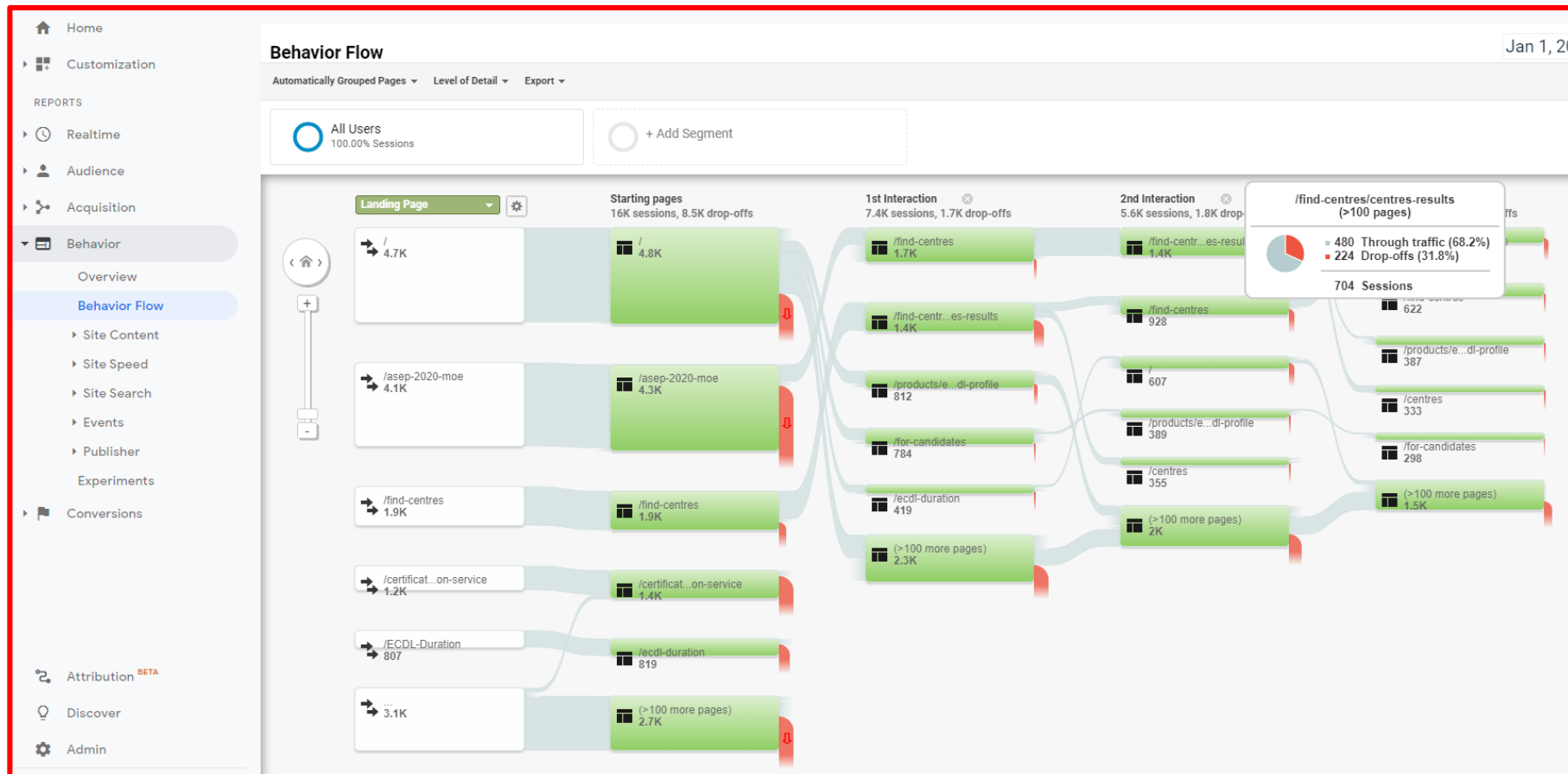
Monitor page load time

- Are your top landing pages fast enough?
- Identify top pages to optimize for speed
- According to 2018 research by Google, 53% of mobile users leave a site that takes longer than three seconds to load (while the avg site takes 15 sec to load on mobile)

Measuring goals

- Always setup goals for key actions that you need users to take on your website such as:
  - click on a call to action button
  - view of an important page
  - lead generation form submit
  - newsletter signup
  - view of a video

Compare different attribution models

- We are used to "Last Click" attribution
- Need to check the effect of applying other attribution models
- No "one size fits all" attribution model

Create custom audiences

- "All users" audience but also audience based on goal completions
- … and then import them to Google ads
- Run retargeting campaigns and similar audience campaigns in Google ads

Real time monitoring

- Check when a campaign goes live
- Make real time sanity checks, e.g. for Geo targeting and landing pages
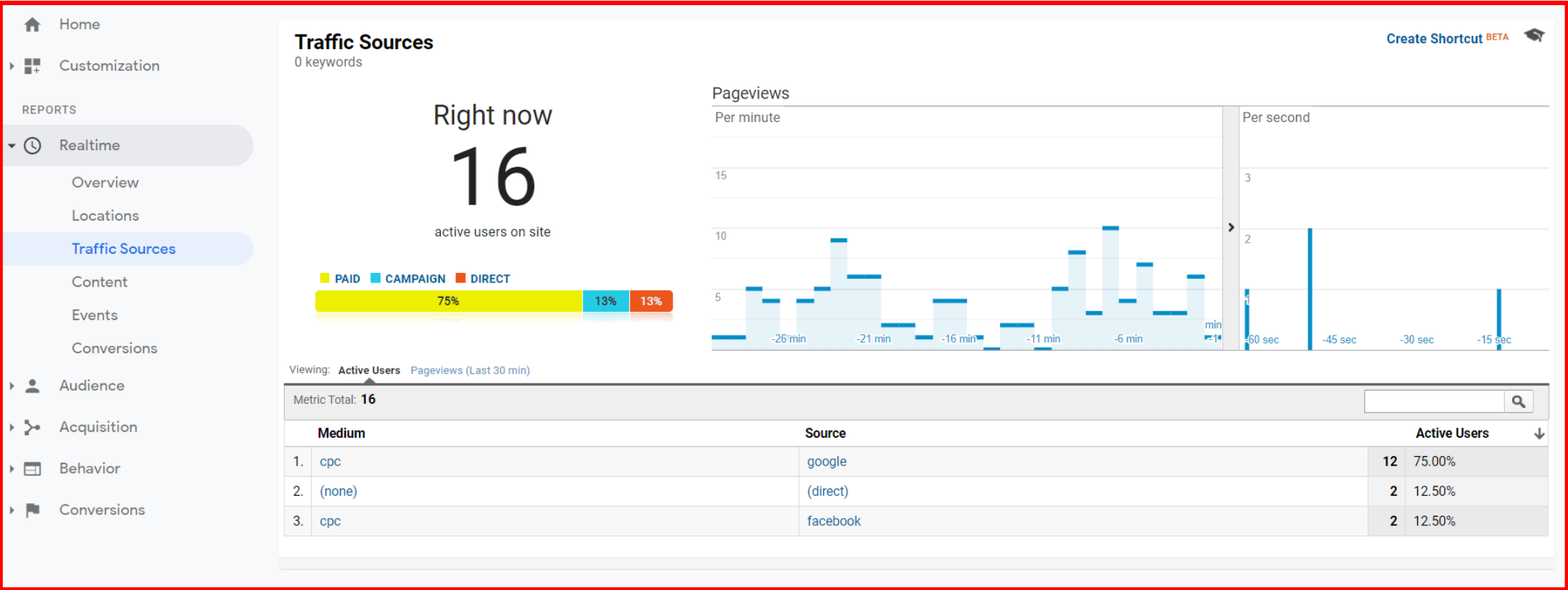
Getting alerts

Get email alerts in cases such as:
- traffic spikes (-> did you earn a new high traffic link?)
- campaign traffic fluctuations (-> has your campaign budget been depleted?)
- campaign performance drop (-> do you need to renew creatives?)

Building custom reports

- Gather all the metrics and KPIs that matter in a single view
- Share with other stakeholders

Building custom reports

- Gather all the metrics and KPIs that matter in a single view
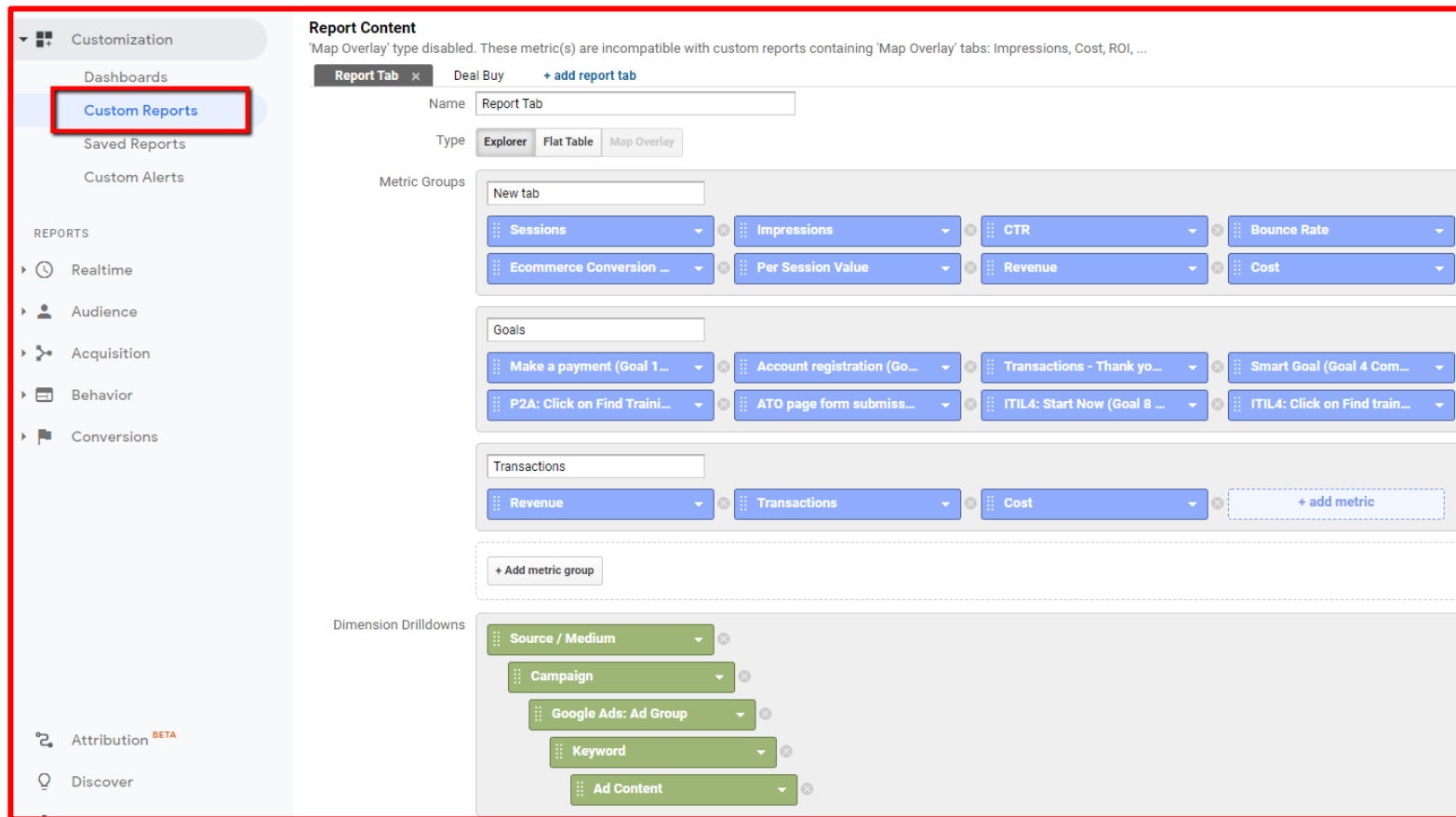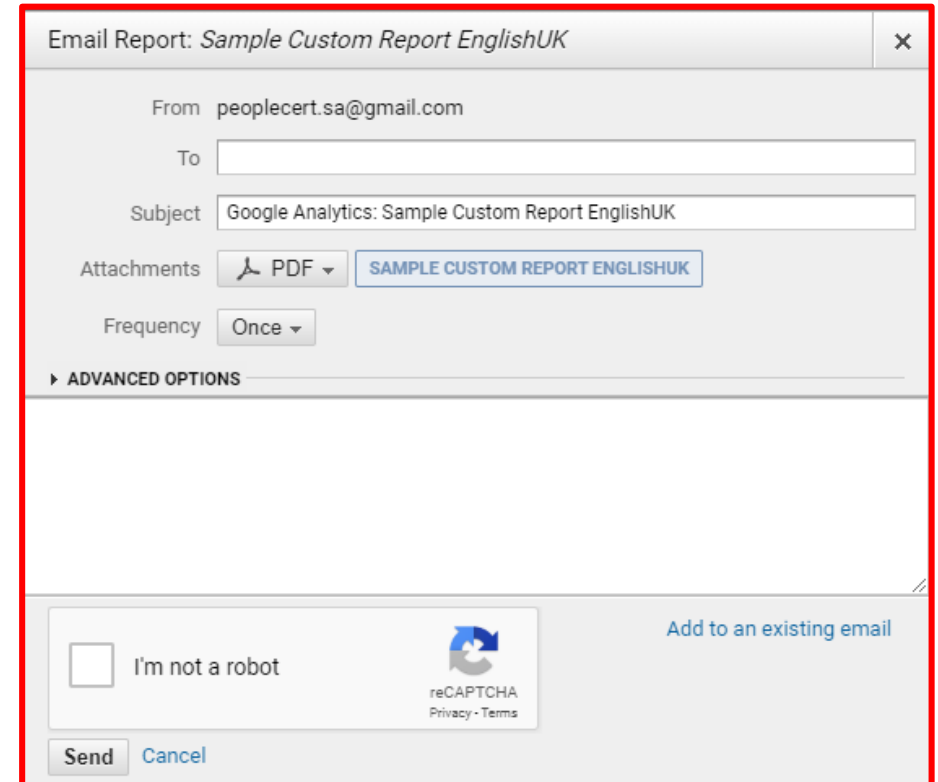- Grab the link to the template of the below report: http://bit.ly/EnglishUK-report

Source / Medium	Sessions ↓	Impressions	CTR	Bounce Rate	% New Sessions	Goal Completions	Cost	Cost per Goal Conversion	Goal Conversion Rate
	16,834 % of Total: 100.00% (16,834)	781,037 % of Total: 100.00% (781,037)	1.00% Avg for View: 1.00% (0.00%)	44.04% Avg for View: 44.04% (0.00%)	53.50% Avg for View: 53.50% (0.00%)	1,308 % of Total: 100.00% (1,308)	€902.15 % of Total: 100.00% (€902.15)	€0.69 % of Total: 100.00% (€0.69)	7.77% Avg for View: 7.77% (0.00%)
1. (direct) / (none)	8,481 (50.38%)	0 (0.00%)	0.00%	41.46%	54.83%	417 (31.88%)	€0.00 (0.00%)	€0.00 (0.00%)	4.92%
2. google / cpc	3,325 (19.75%)	719,489 (92.12%)	1.03%	77.05%	73.89%	292 (22.32%)	€357.68 (39.65%)	€1.22 (177.60%)	8.78%
3. google / organic	2,898 (17.22%)	0 (0.00%)	0.00%	19.39%	25.98%	249 (19.04%)	€0.00 (0.00%)	€0.00 (0.00%)	8.59%
4. newsletter / email	521 (3.09%)	0 (0.00%)	0.00%	48.37%	79.46%	46 (3.52%)	€0.00 (0.00%)	€0.00 (0.00%)	8.83%
5. facebook / cpc	270 (1.60%)	61,548 (7.88%)	0.57%	52.96%	93.70%	158 (12.08%)	€544.47 (60.35%)	€3.45 (499.63%)	58.52%
6. axelos.com / referral	233 (1.38%)	0 (0.00%)	0.00%	27.90%	44.64%	41 (3.13%)	€0.00 (0.00%)	€0.00 (0.00%)	17.60%
7. bing / organic	196 (1.16%)	0 (0.00%)	0.00%	15.82%	28.06%	21 (1.61%)	€0.00 (0.00%)	€0.00 (0.00%)	10.71%
8. mail.google.com / referral	84 (0.50%)	0 (0.00%)	0.00%	16.67%	13.10%	5 (0.38%)	€0.00 (0.00%)	€0.00 (0.00%)	5.95%
9. Sitecore / EMAIL	63 (0.37%)	0 (0.00%)	0.00%	11.11%	1.59%	0 (0.00%)	€0.00 (0.00%)	€0.00 (0.00%)	0.00%
10. mail.qq.com / referral	62 (0.37%)	0 (0.00%)	0.00%	9.68%	59.68%	7 (0.54%)	€0.00 (0.00%)	€0.00 (0.00%)	11.29%

Show rows: 10 ▼   Go to: 1   1 - 10 of 226

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Sharing reports

- Receive the report in your email as a PDF or XLS attachment
- Automate delivery of it on a daily / weekly / monthly / quarterly basis
- Automatically share with other stakeholders as well

Email Report: *Sample Custom Report EnglishUK*   ×

From   peoplecert.sa@gmail.com

To

Subject   Google Analytics: Sample Custom Report EnglishUK

Attachments   PDF ▾   SAMPLE CUSTOM REPORT ENGLISHUK

Frequency   Once ▾

▸ ADVANCED OPTIONS

☐ I'm not a robot   reCAPTCHA
Privacy - Terms

Add to an existing email

Send   Cancel

More advanced reporting

- Create more visually appealing reports in Google Data Studio (free tool)
- Link sharing and email delivery automation features
- Integrate data from other systems as well, not only Google platforms (CRM, email platforms etc)
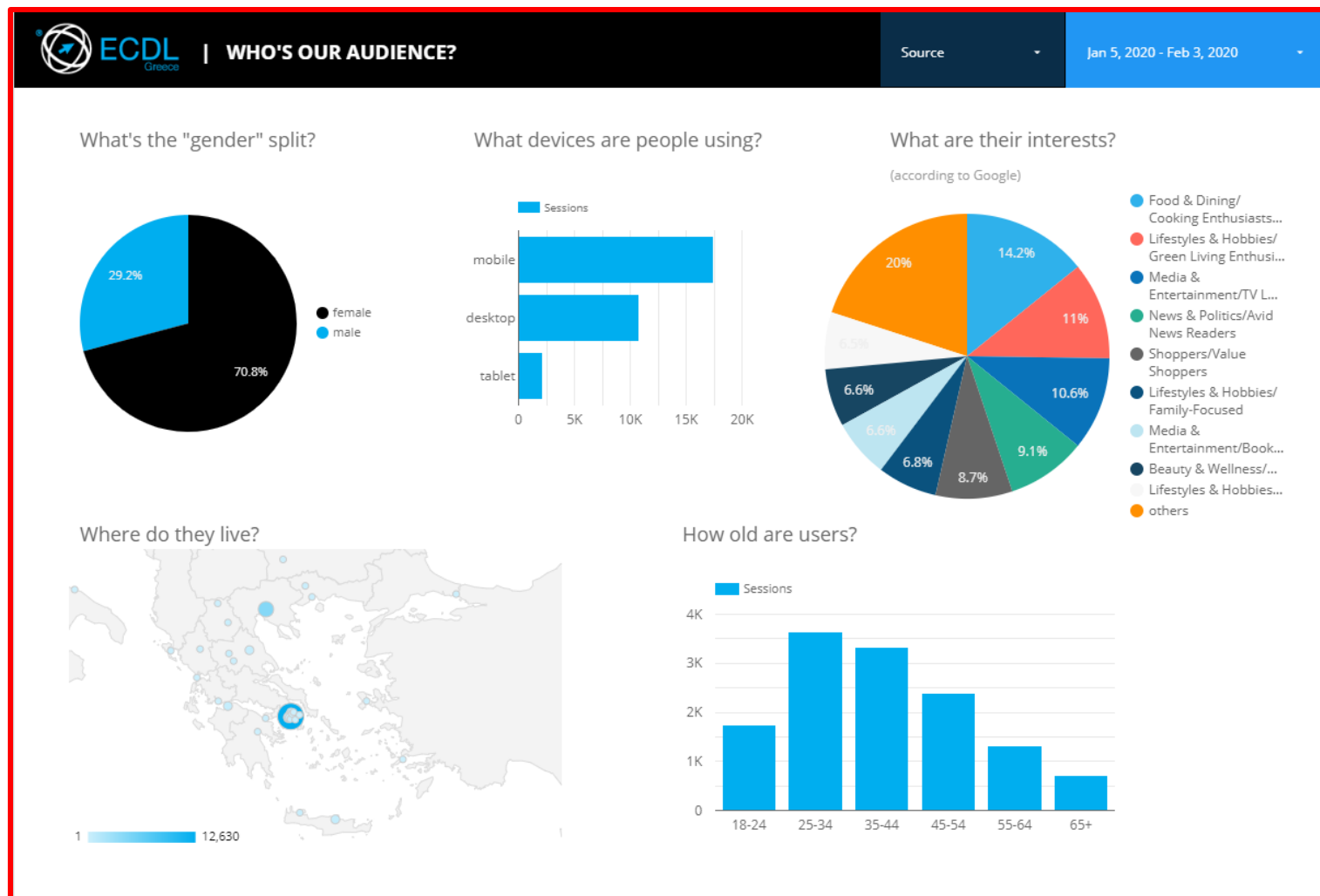
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