



Platform

UNIVERSITY®

Module Ten

Study Analytics & Optimization

Training Video One

How to Set Up Your Audience Tracking Infrastructure

Training Video Two

How to Interpret Analytical Data for Effective Optimization

Training Video Three

How to Create Data-Rich Links for Social Media & Email



Now, Optimize Your Platform To Catapult Your Growth with Michael Hyatt & Brian Dean



Masterclass

Search Engine Optimization (SEO) sounds scary, but it's really not. There are easy ways you can optimize your site so search engines can catalog the information on your blog. We're going to make your site easy for new readers to discover through search engines. As an SEO expert, Brian Dean learned firsthand the power it holds and how to leverage it. In this Masterclass, he'll share his best advice for bloggers.

NOTES



Now, Optimize Your Platform To Catapult Your Growth with Michael Hyatt & Brian Dean



Masterclass



Search Engine Optimization (SEO): the practice of increasing the quantity and quality of traffic to your website through organic search engine results



Conversion Rate Optimization (CRO): the practice of increasing conversion rates on a website



A/B Split Testing: comparing two versions of a web page or headline (simultaneously) to see which one performs better



Training One: How to Set Up Your Audience Tracking Infrastructure



Deep Dive

In this training video, we will walk you through interpreting Google Analytics to teach you what powerful information you can learn about your audience through these statistics. We'll also show you how to set up and track conversions in Google Analytics.

NOTES



Training One: How to Set Up Your Audience Tracking Infrastructure



Deep Dive

If you aren't gaining traction with your platform, refer to your Value Proposition Statement.

- Is it not clear what problem you are solving?
- Is your niche too broad?
- Are you serving the wrong audience?



Tip: Audience Analytics can help answer these questions.

When looking at website data, focus on the three key areas:

- 1.** Traffic - the amount of people coming to your website
- 2.** Engagement - the amount of time visitors are staying on your website
- 3.** Conversions - how many visitors are taking action (making a purchase or signing up for your email list)



Tip: As a platform-builder, your main conversion goal should be gaining email subscribers



Tip: If you are already using OptinMonster, refer to our Resources at the end of this workbook for an article detailing how to setup event goals with OptinMonster to track conversions



Training One: How to Set Up Your Audience Tracking Infrastructure



Deep Dive

We're going to create a Google Analytics shortcut to track conversion rates. This will help you determine how many people visit your site and sign up for your email list.

First we'll need to create a Thank You Page inside WordPress for your site:

1. Go to **Pages** on left-hand menu
2. Select **Add New** from the pop up menu
3. Name your page (Example: Thank you for subscribing!)
4. Insert text on your page
5. Click **Publish**



Tip: Edit your permalink so you can customize the URL slug. Change it to something like `www.website.com/thank-you/` so you can easily track this in Google Analytics.



Post Slug: the user friendly and URL valid name of a post (example bolded: `www.platformuniversity.com/apply/`)

How to edit permalinks:

1. Select **Edit Permalinks**
2. Select **Post Name** from the options
3. Save changes
4. Return to Pages



Training One: How to Set Up Your Audience Tracking Infrastructure



Deep Dive

How to edit permalinks (continued):

5. Select **Quick Edit**
6. Rename the slug
7. Select **Update**



Tip: You never want to edit a slug after it's been published. If the post has already been shared, your previously shared link will not work.

On the backend of your Google Analytics it's time to set up a goal:

1. Find the **Admin** area
2. Under **View** look for button that says **Goals**
3. Select **Goals**
4. Create a **New Goal**
5. Choose a **Custom Template**
6. Select **Continue**
7. Describe the goal by naming it "Email Signup Confirmation"
8. Select **Destination** under Type
9. Select **Continue**
10. Set the Goal details by entering your slug for your thank you page



Training One: How to Set Up Your Audience Tracking Infrastructure



Deep Dive

On the backend of your Google Analytics it's time to set up a goal (continued):

11. Select **Begins With** from the dropdown menu
12. Select **Save**

How to test your goal in Google Analytics:

1. Go to your Google Analytics Home
2. Select **Real-Time** from left-hand menu
3. Select **Conversions** under Real-Time menu
4. Now visit your Thank You Page on your website in another browser tab
5. Go back to your Google Analytics dashboard and you will see a successful goal has been tracked



Training Two: How to Interpret Analytical Data for Effective Optimization



Deep Dive

Numbers can be powerful when you decipher the why behind the data. As John Meese likes to say, "Let the data inform your empathy." In this training video, we are going to inform your empathy based on the experience of your audience and provide you with an important tool to help.

NOTES



Training Two: How to Interpret Analytical Data for Effective Optimization



Deep Dive

How to access the custom dashboard from Platform University in Google Analytics:

1. Log into Google Analytics
2. Download the custom dashboard in this module's Resource page (at the end of this workbook)
3. After you install that dashboard, select **Customization** from left-hand menu
4. Then select **Dashboards**
5. Select **Home Base Dashboard (Platform University)**
6. Using this dashboard, you can easily see Traffic, Engagement, and Conversions



Tip: Your Google Analytics Dashboard can reveal what's resonating with your audience. Bring your questions to your dashboard and use the data to decipher the answers.



Traffic Session: the number of individual times someone loaded your site



Training Two: How to Interpret Analytical Data for Effective Optimization



Deep Dive

What to notice when viewing your Google Analytics Dashboard:

- What types of posts are performing well on your site?
- What is your conversion rate?
- Which posts are converting the most?
- How can you increase conversion rates from your top pages?

What do we do with this data?

1. Analyze
2. Hypothesize
3. Optimize

Use this data to:

1. Create content based on popular topics (traffic or engagement)
2. Update popular blog posts that aren't leading to conversions
3. Find ways to increase engagement on popular posts



Training Three: How to Create Data-Rich Links for Social Media & Email



Deep Dive

By creating special links called UTMs, we can learn a plethora of information about how visitors are coming to your site. In this training video, we're going to give you a spreadsheet to help you create custom UTMs and show you the valuable data you can collect by tracking links consistently.

NOTES



Training Three: How to Create Data-Rich Links for Social Media & Email



Deep Dive



UTM - Urchin Tracking Module is a snippet of manual tracking data attached to URLs



Tip: Use UTMs consistently to track traffic more efficiently in Google Analytics

UTM specifications:

1. Medium (what channel people come from, like social or email)
2. Source (who is delivering the traffic, like Facebook)
3. Campaign (why people are seeing the link, like requeue)
4. Optionally, Content & Keyword parameters



Tip: To create custom UTM links, be sure to download our UTM Generator from the link in our Resources section at the end of this workbook.



Training Three: How to Create Data-Rich Links for Social Media & Email



Deep Dive

How to use the UTM generator:

1. Determine your specifications for each column
2. Input your original link that you would like to track
3. The UTM link will automatically generate
4. Copy that UTM link and place it in the desired location (email campaign, social media post, etc.)
5. When it is clicked, it will carry the data with it about its origins, which you designated in the UTM generator
6. When you log back into your Google Analytics dashboard, you will easily be able to see where your visitors came from



Module Ten Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while use Google Analytics to discover more about your readers.

Brian Dean's Blog: Backlinko



Brian Dean's Definitive Guide To SEO In 2018



Google Analytics



How to Install Google Analytics on WordPress



How to Create OptinMonster Event Goals in Google Analytics



Custom Platform University Google Analytics Dashboard



UTM Generator by Platform University



The Complete Guide to UTM Codes: How to Track Every Link and All the Traffic From Social Media



Bitly



Yourls





Module Ten Additional Resources

Conversion Rate Optimization Techniques (100+ Techniques and Free PDF) by Brian Dean



Optimizely



Yoast SEO





Before you move on . . .

Way to go! Here's your Module Ten checklist:

- Create a Google Analytics account
- Install Google Analytics on your WordPress dashboard
- Create a goal to track in Google Analytics to track your conversions
- Download the custom dashboard from Platform University
- Answer the questions in Training Two about your data
- Create an action plan to help you put the data to use and make improvements on your site
- Download our UTM generator
- Start using the UTM links with consistency to track your links with more detail so you can better understand where your visitors are coming from