

Misunderstood Google Analytics metrics - Stop killing useful and engaging pieces of content

The Top 3 Questions to ask when analysing your Analytics Metrics

- Does it have any relationship to the business at all
- Is that the right metrics to be focusing on in the first place?
- Just because it can be measured doesn't mean that it is of any value
- Are there any limitations into how its captured?
- How is that metric defined?
- Any interpretations?
- Was the number that you changed meaningful or are you just measuring randomness?
- Does it look like a number has changed? & Was that actually statistically significant?

The Misinterpretations

- Time on Page**
 - Many users aren't aware that the last page of the user journey is not counted and will always show zero
 - This can result in people making some very poor conclusions, for example what content they kill on their site
 - Even if time on page could be collected accurately, you'd have to ask why that was a measure of success - do you really want people to be very slow/fast with how they react with your site?
 - This is a false measure of success, unless getting users to watch/view content
- Bounce Rate**
 - "Bounce" has a misinterpretation that someone has left the page immediately. This actually just means after 30 minutes they have not reacted further with the site
 - This can, again, lead to misinterpretations and bad decisions
- A Page Visit**
 - A visit is a short-term measurement of response. After 30 minutes of being inactive the visit ends
 - When you start using this measurement for conversion rate, you can't assume that every task is going to be completed within that 30 minutes e.g. other tabs open/mobile phone use
- Exiting a Page**
 - The measurement of exiting a website can't be measured
 - We assume somebody has exited if they have been inactive on the page for more than 30 minutes - again they could still have it open in another tab or doing other activities



The Most Misleading Metrics In Google Analytics



The Six Most Misunderstood Metrics in Google Analytics



10 Digital Marketing Analytics Mistakes to Avoid like the Plague

Articles on the mistakes to try and avoid when using analytics to report data

Misunderstood Google Analytics metrics - Stop killing useful and engaging pieces of content

1. The Misinterpretations

1.1. Time on Page

1.1.1. Many users aren't aware that the last page of the user journey is not counted and will always show zero

1.1.2. This can result in people making some very poor conclusions, for example what content they kill on their site

1.1.3. Even if time on page could be collect accurately, you'd have to ask why that was a measure of success - do you really want people to be very slow/fast with how they react with your site?

1.1.4. This is a false measure of success, unless getting users to watch/view content

1.2. Bounce Rate

1.2.1. "Bounce" has a minterепation that someone has left the page immediately. This actually just means after 30 minutes they have no reacted further with the size

1.2.2. This can, again, lead to misinterpretations and bad decisions

1.3. A Page Visit

1.3.1. A visit is a short term measurement of response. After 30 minutes of being inactive the visit ends

1.3.2. When you start using this measurement for conversion rate, you can't assume that every task is going to be completed within that 30 minutes e.g. other tabs open/mobile phone use

1.4. Exiting a Page

1.4.1. The measurement of exiting a website can't be measured

1.4.2. We assume somebody has exited if they have been inactive on the page for more than 30 minutes - again they could still have it open in another tab or doing other activities

2. The Top 3 Questions to ask when analysing your Analytics Metrics

2.1. Is that the right metrics to be focusing on in the first place?

2.1.1. Does it have any relationship to the business at all

2.1.2. Just because it can be measured doesn't mean that it is of any value

2.2. How is that metric defined?

2.2.1. Are there any limitations into how its captured?

2.2.2. Any interpretations?

2.3. Does it look like a number has changed? & Was that actually statistically significant?

2.3.1. Was the number that you changed meaningful or are you just measuring randomness?

3. Articles on the mistakes to try and avoid when using analytics to report data

3.1. The Most Misleading Metrics In Google Analytics

Link: <https://www.richardallenharrisjr.com/blog/2017/5/21/the-most-misleading-metrics-in-google-analytics>

3.2. The Six Most Misunderstood Metrics in Google Analytics

Link: <https://www.crazyegg.com/blog/misunderstood-metrics-google-analytics/>

3.3. 10 Digital Marketing Analytics Mistakes to Avoid like the Plague

Link: <http://www.leightoninteractive.com/blog/10-digital-marketing-analytics-mistakes-to-avoid-like-the-plague>

4. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://www.digitalmarketingu.com/>