

Auditing your business machine

When first looking at any machine it's worth looking is it on or off at the moment. With a website that is easy. Open a web browser and type in the website address. If you get a page it is working.

Is it working for anyone else though?

If it is your business website is just showing one page all you want to achieve?

Websites are like factories or complex machines. You need to look for the dashboard or instrument panel to see the rest of the controls and data the machine is sharing as it turns 1 and 0s into visitors with an interest in your company.

The visits to pages and actions people take need constant auditing and quality control to see you are feeding the right things in get valuable results out. In this worksheet I will share some of the things you can start looking for to check what sort of health your web traffic is in.

Pages on a website are a bit like moulds, not what we look for as the end result but shape the resulting actions and visit journeys inside them. So we need to check the data recorded for these actions. If our quality control or detailing to tag every action we want to repeat we will not get the clean data out, or worse it will be missing parts.

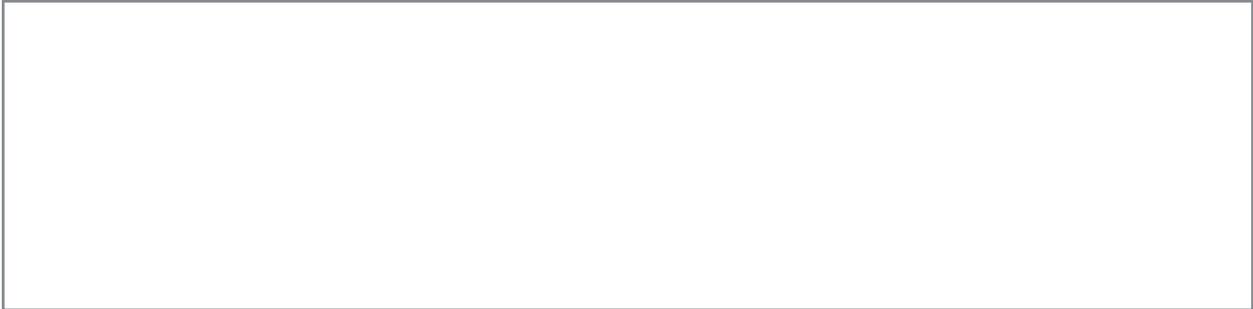
Here are some advice on things to look for to improve the quality of your data. Good data in equals good reports out, and you wouldn't want to be missing people or what they were doing on your site, would you?

While I have worked with many platforms, I recommend starting with Google Analytics. The setup is quite straightforward and there are plenty of other businesses doing the same.

Have you got the Google tracking code on every page?

Open a few pages, maybe one from each section of your site and look for the tracking code on the source.

This is an easy thing to miss if you have just added a new section to your site, or maybe a new blog, and not added the tags there.



Have you got a separate thank you page?

When submitting a form for a contact us, ecommerce checkout or brochure request, its a good idea to have a different page you are sent to after you press the submit button.

This makes tracking easier, and can cut down on the number of false, repeat clicks you get. For the thank you page after a transaction it can also give you an opportunity to promote or direct the visitor to something else they would be interested in, and lower site abandonment.



Do you track your monthly numbers?

It is very beneficial to capture your monthly total numbers for key metrics like Total Unique Visitors, Unique Page Views, Time on Site, Average Page Count and your Top 25 pages viewed for the month. Add these to a list of your conversions, sales, leads and signups, that you may be tracking in GA, or elsewhere. Capture this data in a spreadsheet monthly or weekly. You can use these to start setting yourself some targets for the following year.

Remember the access to GA data is free but as owning your data is a good practice, I recommend keeping this copy. Also not everyone in your company will be looking at GA so it is a good simple thing to share. Later we can get into KPIs and ROI with tracking the data but we need to start recording the basics first.



Do you have 3 actions you want to have visitors to do?

To work towards knowing what your KPIs are, do you have some actions you want visitors to do?

Maybe you want them to visit your product pages, or make contact for a demo or call back? Each of these actions are good to tack and then count the actions needed to get from the first page on your website to the end of the action. This is your funnel. You can get the small number at the bottom as a percentage of the top level number. Then look at the pages or with a consultant to see how you can improve this percentage Conversion Rate.



If you could talk to the data, what 3 questions would you ask?

When learning to improve your data and get more value to improve your business, it is worth asking it questions.

This is not as silly as it sounds, the information your website has recorded for you contains so much value and incite. You can learn what people like and do not. What changes are working and better understand your potential customers to better help them.

Think of the system like a wear house or shift manager, that knows the comings and goings and bottle necks. What would you be interested to know happened last week?



When was last time you changed your homepage?

Have a look at the total visits to your website and the total for just your homepage. Is it a high percentage, more than 10%? It is for most non social sites.

Does it also show a high exit rate? This tends to be because people could not see clearly what you offered or what to do next. If you can keep updating some of the content on here while also reducing the distractions you can get many more visitors to move on into your site.

In Google analytics go to this page:

Behaviour : Site Content : All Pages

Go to the date menu at the top and choose the date range for last full month.

Take the number for the homepage Unique Pageviews and the number at the top of the column for total Unique Pageviews.

Bonus question, what is the biggest, clearest message in text on your homepage?

Holdingsbay - <http://holdingsbay.co.uk>

