

Using data to understand online audiences

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I’m Chris Unitt and I run ONE FURTHER



Services

Google Analytics, usability testing, content strategy, search engine optimisation, and that sort of thing.

Clients

We’ve worked for libraries and archives including the British Library, National Archives, National Library of Scotland, Suffolk Libraries.

Plus lots of museums, theatres, festivals, foundations, and public bodies.

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Collecting immediately useful insights using common, free, and cheap tools.

What are these tools?

Google Analytics 4

Usability testings

Website surveys

And what insights can they give us?

Google Analytics:

- Marketing performance
- Content performance
- Website performance
- (General usage)

Usability testing and website surveys

- What needs improving
- Who’s coming to your website (or engaging elsewhere)

Google Analytics 4

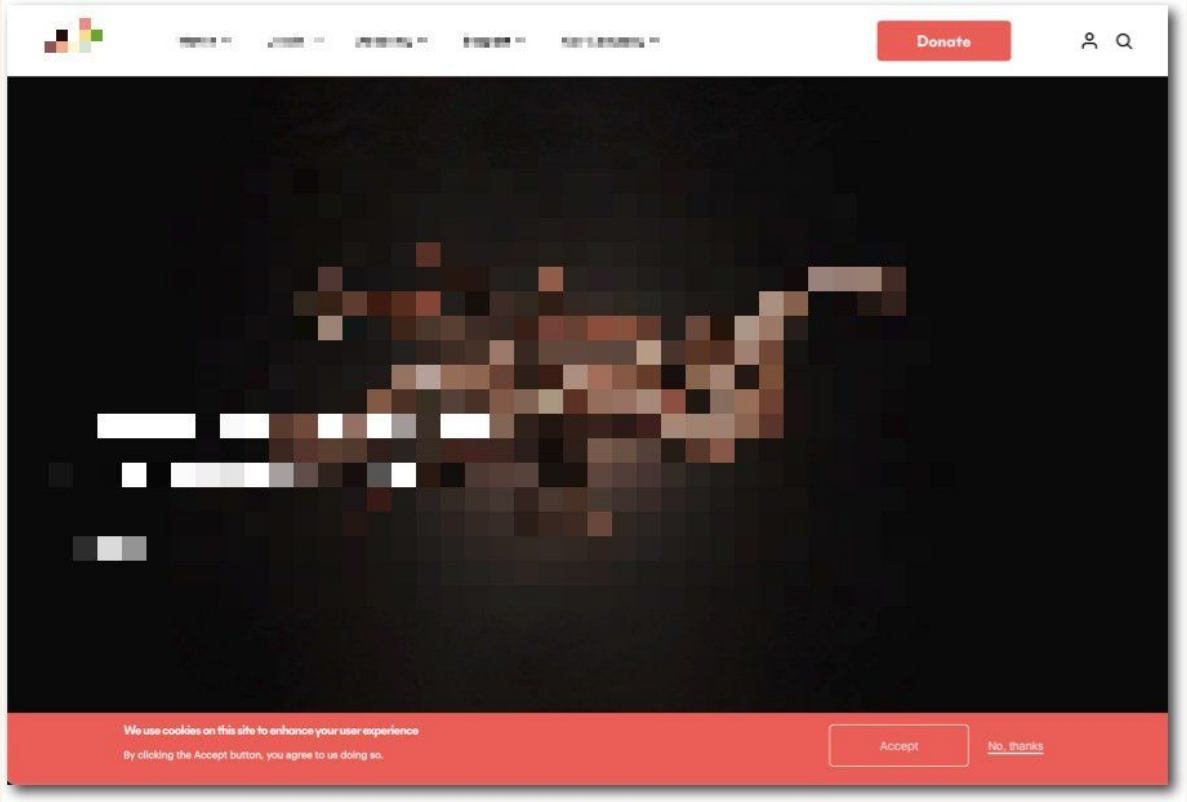


Getting the most out of Google Analytics 4

I’m going to touch on:

- Making sure your data is correct
- Tailoring your data collection
- Customising the reports

Be careful with cookie consent



Tailor your data collection

The basic code will track:

- Page views
- File downloads
- Clicks on links away from your website

... and some other things

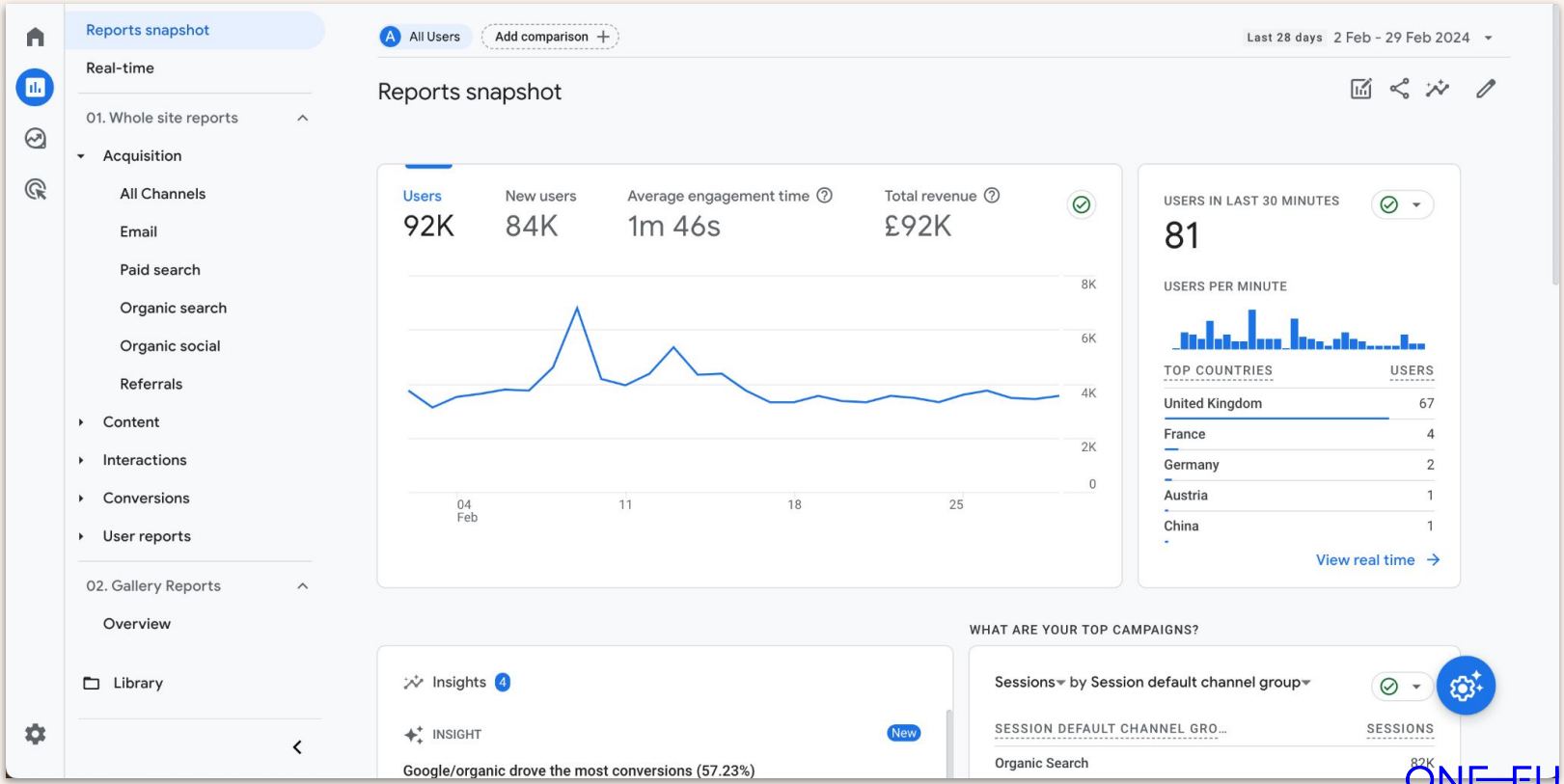
Tailor your data collection

You could (/should) also track:

- Purchases and donations
- Enquiries (via forms)
- … and anything else that is the end of a user journey

This can get complicated. Keep it simple.

Customise the reports



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Marketing performance

1. What are our most valuable sources of traffic?
2. Is there anything that should be doing a bit better?
3. How are our campaigns performing?

Content performance

1. What types of content are performing well?
2. What's not doing so well, and how come?
3. Are people taking the next steps you want them to?

Website performance

1. What needs fixing?
2. Where are people getting stuck?

Usability testing



Task \ Participant	A	B	C	D	E
1. Finding an event	4	4	4	2	4
2. Picking a seat	4	4	4	2	4

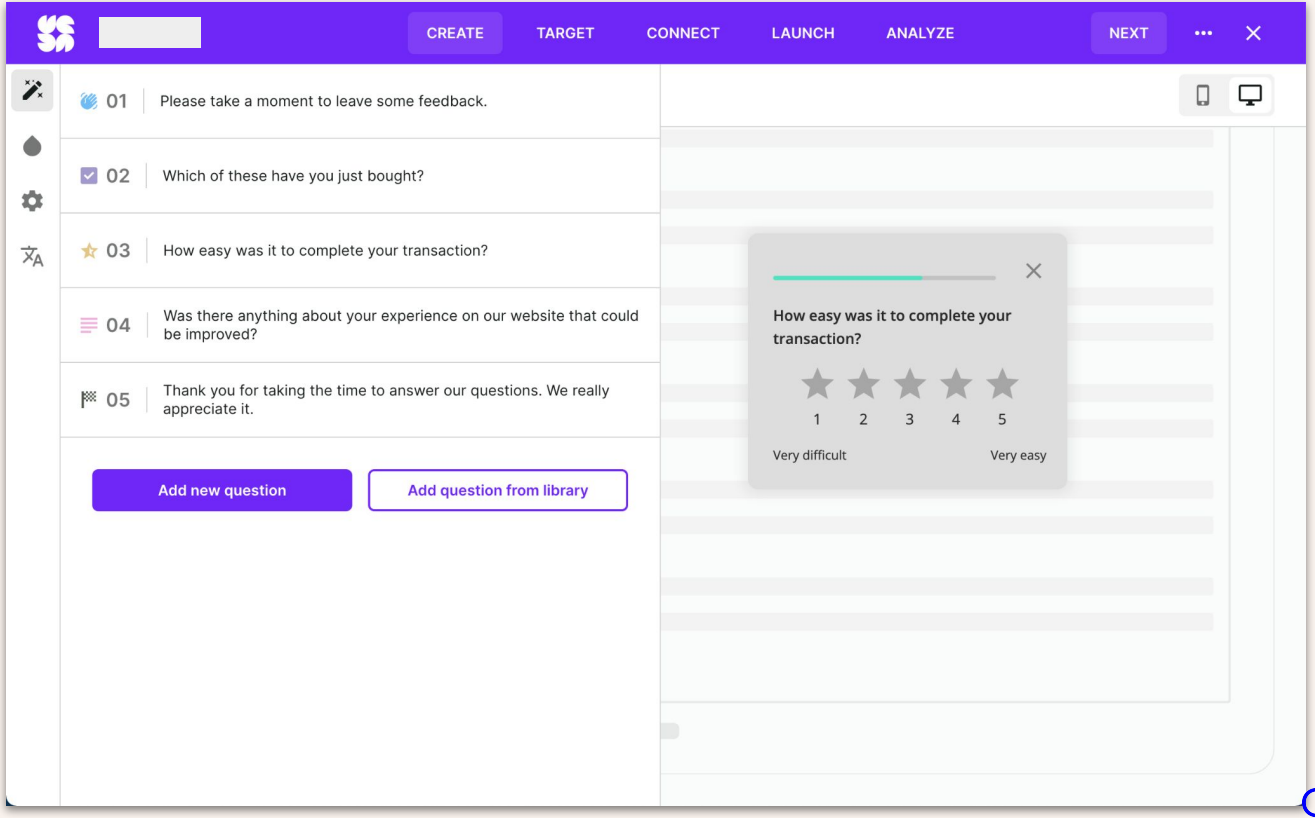
Task \ Participant	A	B	C	D	E
1. Finding an event	4	4	4	2	4
2. Picking a seat	4	4	4	2	4
3. Finding directions	1	3	4	2	3
4. Dining options	3	1	4	2	4
5. Getting in touch	3	1	3	-	3
6. Finding access info	2	3	1	1	3
7. Searching by date	4	1	3	-	-

Task \ Participant	A	B	C	D	E
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3. Finding directions	1	3	4	2	3
4. Dining options	3	1	4	2	4
5. Getting in touch	3	1	3	-	3
6. Finding access info	2	3	1	1	3
7. Searching by date	4	1	3	-	-
8. Outdoor performance info	4	4	4	-	3
9. Cast information	4	4	4	-	4
10. Gift membership info	4	2	4	-	2

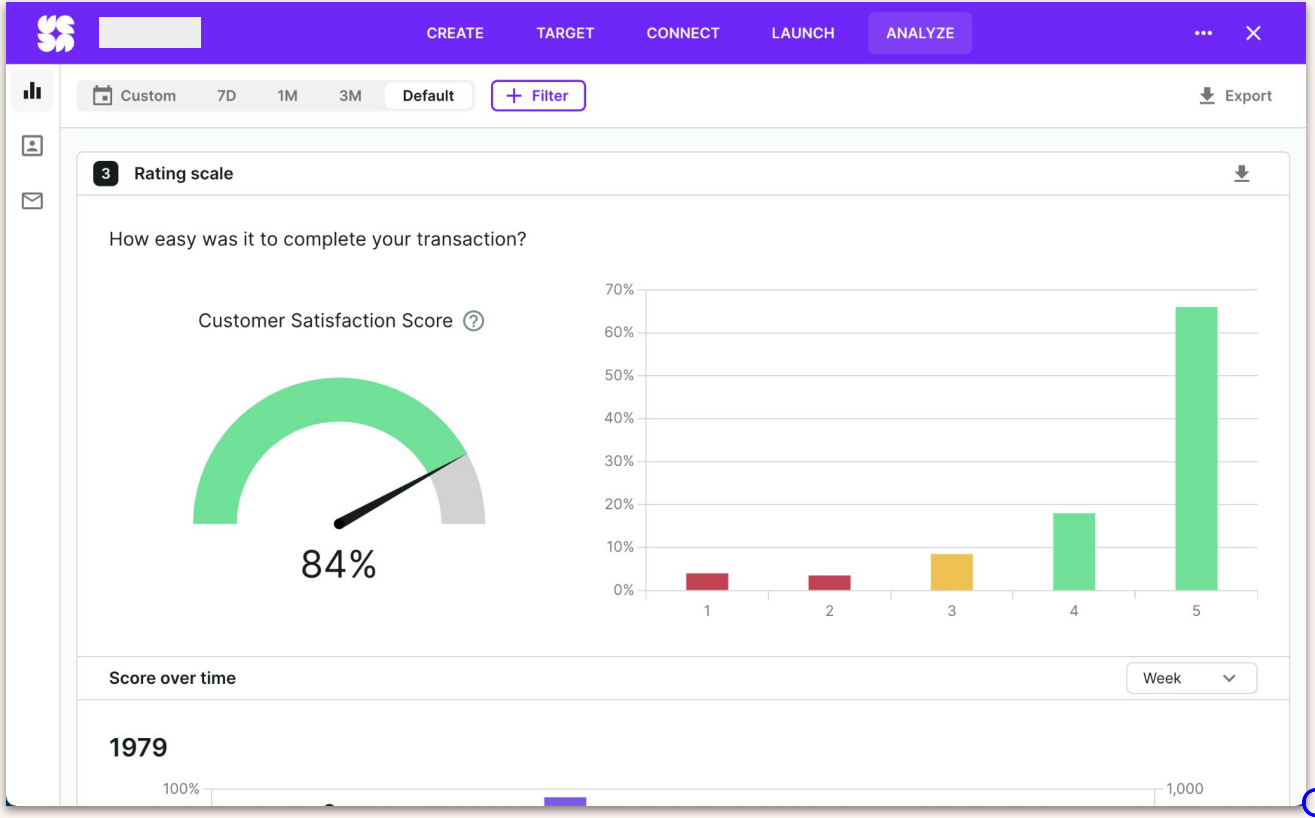
Website surveys



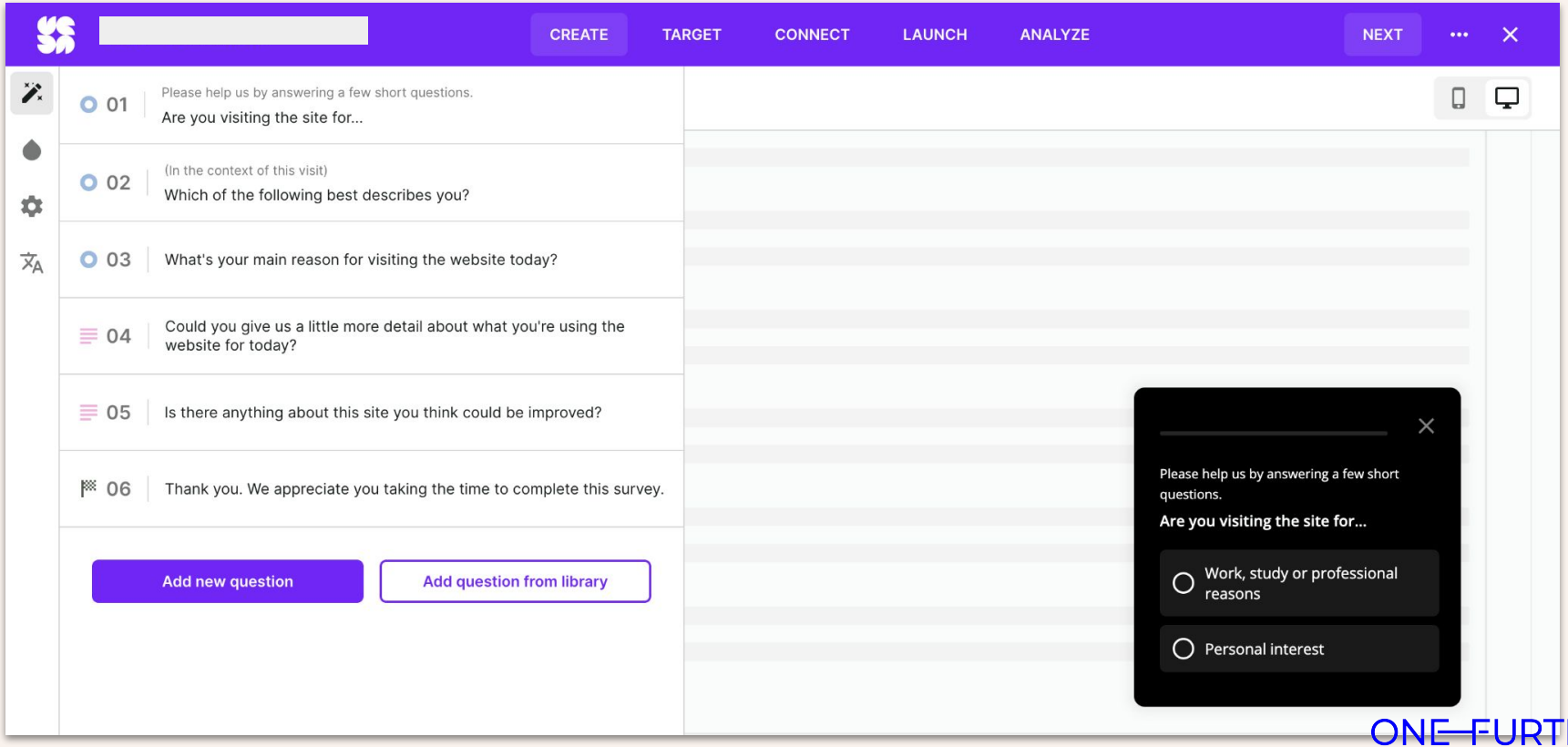
Customer Effort Score



Customer Effort Score



Visitor Intent



Wrapping up

My top tips...

1. It doesn’t need to take ages or cost a fortune.
2. Start with Google Analytics and some simple usability tests.
3. Measuring how many people are visiting your website is easy, but it won’t point you towards improvements.
4. Don’t be afraid to ask people - they’ll want to help.

If this was useful...

I'm **Chris Unitt**.

You can find me on LinkedIn or chris@onefurther.com.

You might also be interested in the courses at **coach.onefurther.com**, including a free one on campaign tracking in Google Analytics 4.

Thank you!

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