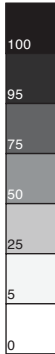
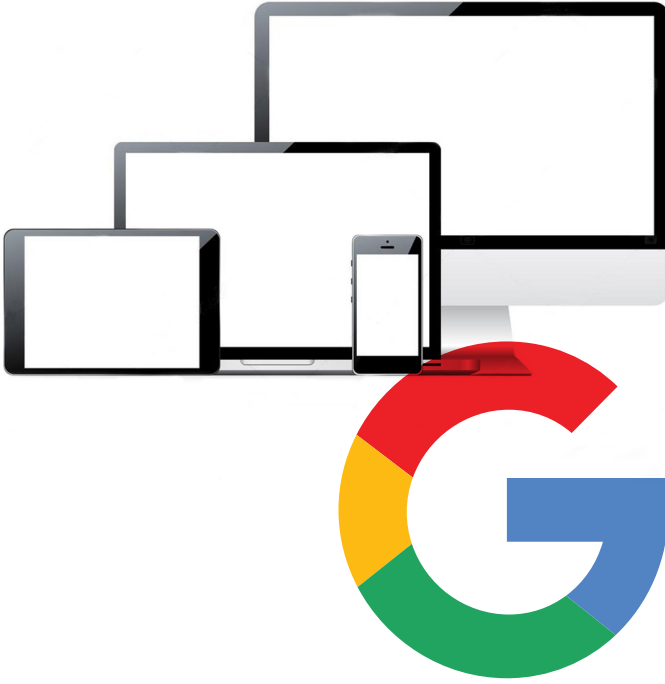


ULTIMATE GUIDE TO TRACKING PRINT THROUGH GOOGLE ANALYTICS



UNDERSTANDING WHAT YOU WANT TO TRACK

Once your campaign has begun what results are you wanting to get? Is an increase in sales not the only thing you're looking to gain out of this campaign? Do you want increase awareness? Increased client leads? Downloads of a particular file?

Almost every single result that you are looking to gain through a printed advertising campaign can be learned through some metric that Google Analytics will track for you; you just need to understand before starting what the metric is.

- Are you looking for increased awareness of your company/product? The Page View and Sessions metrics are important to pay attention to.
- Potential new leads? Pay attention to the Sessions, Pages Per Sessions and Avg. Session Duration metrics.
- How do people view your site? On a computer or via their phone? Check out the Technology and Mobile sections.
- Overall success of a campaign? Head to the Campaigns area.

Those are four easy scenarios where you can use Google Analytics to help assess just how successful your campaign might be, and there are plenty other of metrics that you'll have to infer even more results. Do your research before you start the campaign so you're ready once the numbers start coming in.





CREATING ONLINE ASSETS

In order for Google to track your printed advertisements you need to be able to direct customers who receive your printed material to a specific webpage. Once they are on that page, Google will begin to track their every move.

LANDING PAGE

Your first move is to decide where a customer will need to go within your site. Will they go to a generic page that everyone goes to? Or will they get a brand new, specifically made to compliment the printed ad? Either option will work, though you will most likely get better results from the brand-new page.

NOTE: *If you decide to go with using the general page that is most likely already live on your site, all you'll need to do here is just create a vanity URL (through GoDaddy or another similar company or use a URL shortener) that directs any visitor who visits that URL to the general page. Again, this option will get you what you're looking for, but the results have a high chance of being less than what you're wanting/looking for or they can be mixed with a bunch of numbers from customers who don't receive your advertisement. If you don't put the work in, then you can't expect great things.*

If you go with the smarter/more work option of creating a complimentary page to the campaign that you're running, then you'll need to do that first. When creating this custom landing page for this campaign make sure that it is specific enough for anyone coming to it from the printed material will know, but doesn't just throw the same information back at them. Make it more detailed and bring in other aspects of your business into the page.

PRO TIP: When building your landing page make sure to keep to the topic that your advertisement covered. If you are advertising for coffee, don't show your customers that you also offer tea. They come to this site specifically for coffee, not for whatever else you may be selling. Reaching out to customers with a different offer can come later, after this campaign has ran its course. You need to give it space to breath.

GET TRACKING URL



The way that Google Analytics work is that, even if you have it set up on your site already, it will not differentiate one visitor from the other. It knows when someone comes to your site and pokes around, but it won't tell you what specifically makes that person different from someone else. It will show that two people came to your site, but it won't tell you if one was more active and went to various pages while the other sat at your homepage. In order to separate visitors of your site, you'll have to utilize the **Google URL Builder** to tell Google that this particular group of people are special and that it should separate the numbers.

GOOGLE URL BUILDER CRASH COURSE:

Fill in as many fields as you deem important, but here is break down of what each field means.

- **Website URL**—this will be the URL of the page on your website that a person will go to for this campaign. Include the full URL here, http:// and all.
- **Campaign Source**—the source is where the visitor is coming to your website from. In the case of a printed advertisement, you could use “PrintAdvert” or “Advert” or any other key word that will note to you that this is from your printed advertisement.

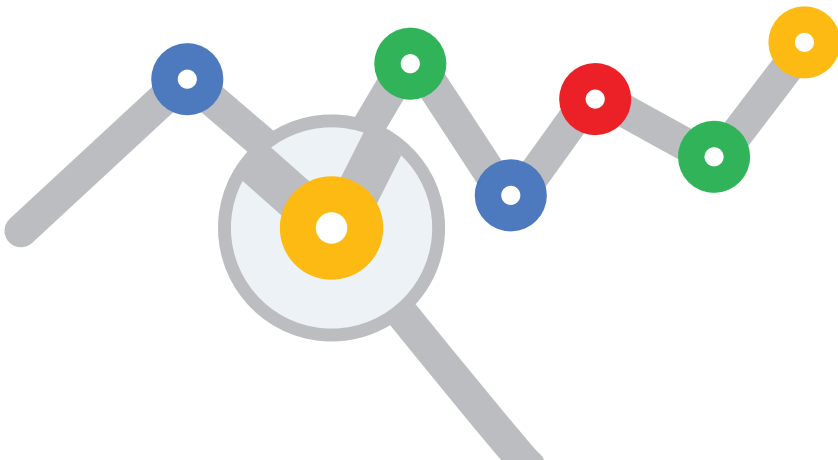


- **Campaign Medium**—here is where you can note what the printed campaign consists of. Is it a direct mail? A banner? A handout? Just include how the customer is receiving the advertisement.
- **Campaign Name**—if your printed campaign is for a particular sale or promotion, fill in this area with that. “SpringSale” or “NewFrenchCoffee” could be different mediums to use.
- **Campaign Term**—a field you can use to add any additional clarifying categories to help identify the metrics with.
- **Campaign Content**—here is a good spot to add in the date that the campaign is running. This is even greater if you’re planning on running the same campaign over multiple times throughout the year. With this you’ll be able to compare how the ad performed in one month over another month and so on.

Not all fields are required for Google URL Builder, but the three important ones are Website URL, Campaign Source and Campaign Content.

http://www.kentuckycoffeehouse.com/new-coffee-french-roast?utm_source=print&utm_medium=brochure&utm_campaign=NewFrenchRoast&utm_content=March2019May2019

There is the link, with the added Google tracking information, if a coffee house wanted to track their new printed advertising campaign. Looking at the link we know they are using a print advertisement which happens to be a brochure covering their New French Roast coffee and it is to run from March through May 2019.





VANITY URL

Once you've built your landing page and have the tracking URL and it is time to print the advertisement, you might want to look into getting a vanity URL that will redirect to the tracking URL, since that long URL will be hard for almost anyone to type in. Go to your website hosting company, or a site like GoDaddy, and purchase a vanity URL; something that is a lot shorter and easier to remember.

Instead of using the long URL above that Kentucky Coffee House created, maybe they'll use <http://www.frenchcoffeinky.com>; or something even easier. Whatever you end up choosing, make sure it is short and memorable (plus it needs to be short to fit on the printed material!) Once you make the vanity URL, make sure to set up a 301 redirect so that when someone types in the vanity URL into their web browser, it will direct them to the long, tracking URL that you set up.

PRO TIP: To set up a 301 redirect, contact the person in charge of your website, they'll be able to take care of setting up this redirect for you, once you have the vanity URL already purchased. In fact, you should go through this person so they can purchase the vanity URL and make sure everything is set up correctly with it.

If your site is built with WordPress you do have an option to use a plugin that can do 301 redirects. **Simple 201 Redirect** is a wonderful, and relatively lightweight plugin that will do this for you. Obviously installing a new plugin into your WordPress site adds size to your site, so make sure if you do this it doesn't slow down, or ruin the site somehow.



ADDITIONAL TIPS

- When you're setting up the various aspects of your website that specifically correlate with your campaign, add in form to collect information from visitors to your site. Ask for their name, phone number, email address, and any other important information that you may need. While forms are never a requirement for a person to fill out on a site, give them an incentive if they do fill it out. Maybe by giving you their information you'll give them a discount on their order or they'll receive a special ebook (just like this ebook) or a download of something. The main idea is to have something so interesting that the person visiting your site is willing to part with that information for what you're offering them.
- A warning to the wise: Standardize the naming convention that you're going to use early and NEVER STRAY FROM IT. Google groups together campaigns that have the same tags assigned to them, so if once instance you use "Creamer" and the next "CreamerFlavor", those campaigns won't be grouped together in your results.
- Figure out how you will name each of your campaigns and write them down so the next time you are going to be campaigning the same information, you know how you tagged it last time.
- **TEST YOUR LINKS.** This cannot be said enough, so make a note and put it on your computer screen right in front of your face. Test every single link that you'll be using in your campaign. The link that you created in Google URL Builder, the vanity URL, the 301 redirect, and anything else that can be clicked. There are few worse scenarios than making a campaign live and your links don't work.

