

# How to Make Google Analytics Work for Your Brand

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Be more.

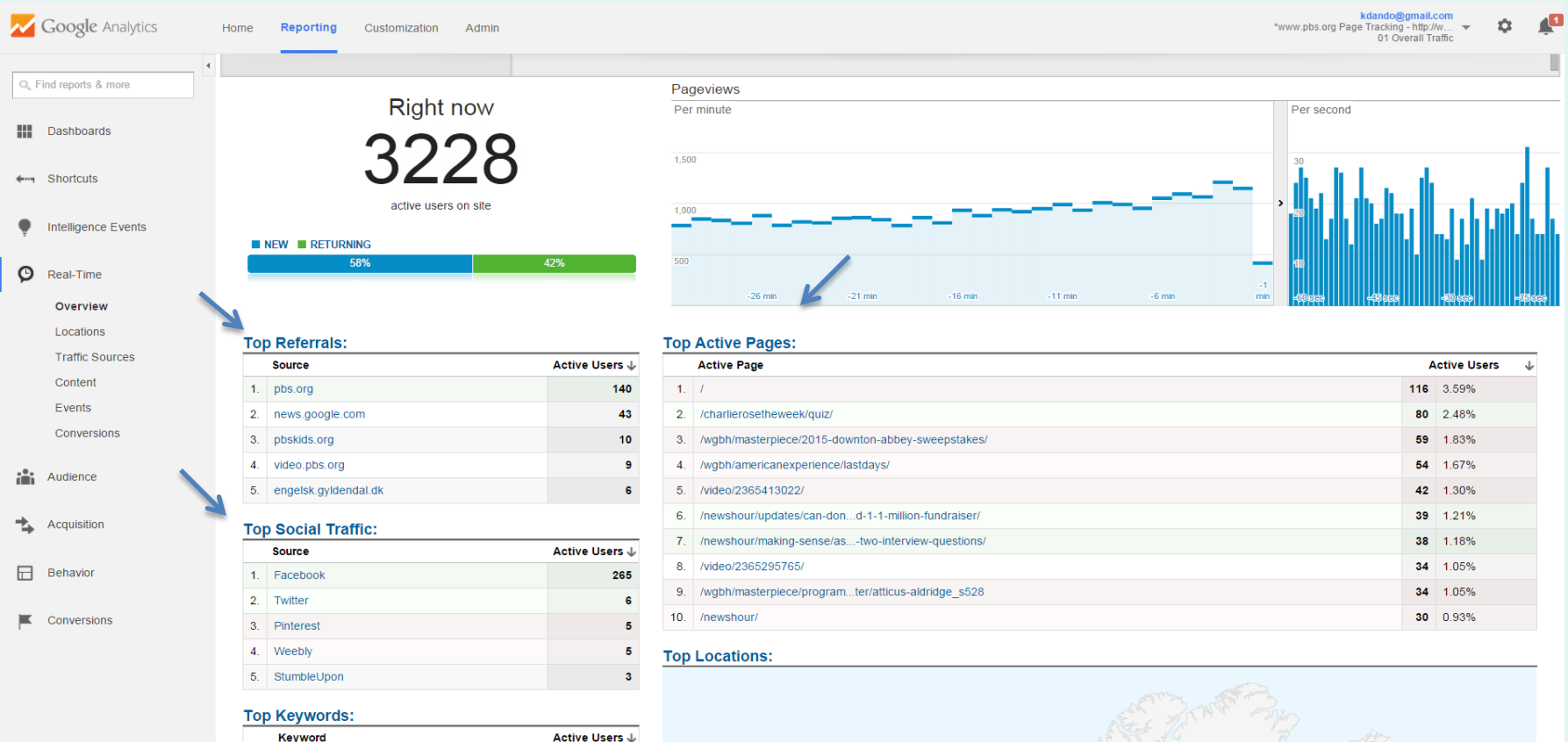


PBS.

What I'm going to talk about today:

- You've just gotten the big picture
- A case study in how we rely on Google Analytics (a day in the life of the social media director of PBS)
- But first, background on PBS and social

# Google Real Time



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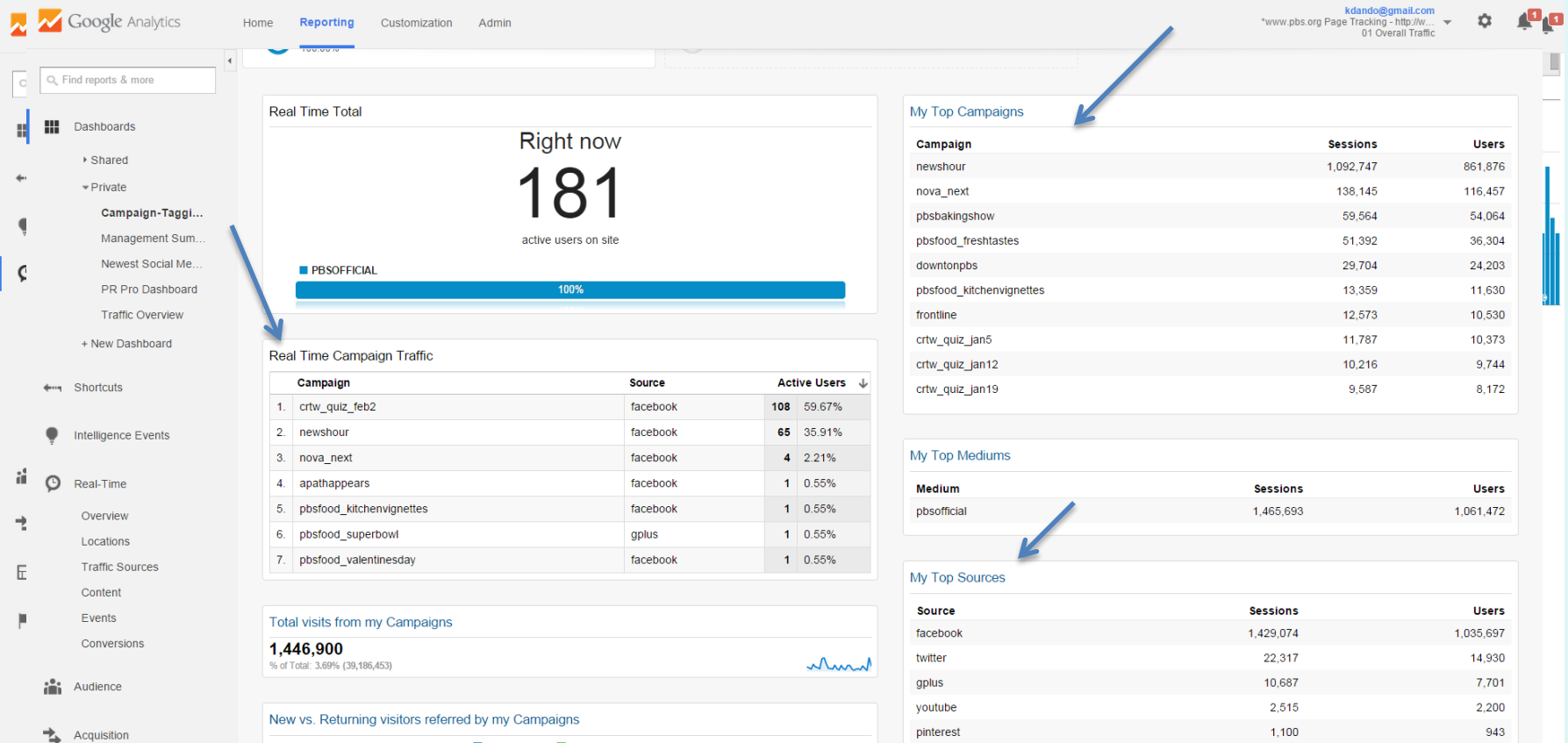
## Google's Real Time Monitoring (addictive, distracting and completely critical)

- Allows us to see – and react to surprises of all kinds. (Like when we make the front page of Reddit, and how we react to it then)
- Helps us analyze how quickly we can/should post on Facebook and other social channels
- Helps us prioritize social channel posting (even down to when to post)

## Google's Real Time Monitoring (addictive, distracting and completely critical)

- We learn through ongoing use when a spike happens that we should exploit (and when it's not)
- Also helps us with influencer outreach (which outlets can really drive traffic)
- Use alerts to see when traffic targets have been reached

# Campaign Tagging Dashboard



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## Campaign tagging

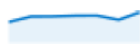
- Helps us know which of our social channels are driving traffic where (not just Facebook, but \*which\* Facebook page)
- Conversations about campaign tagging practices help with other measurement standardizations we want to employ

# Custom Dashboard

## Visits from Social Sites

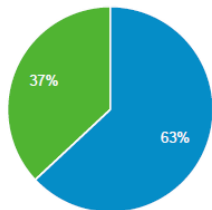
**1,079,359**

% of Total: 12.16% (8,879,124)



## Social Visitors by Type

■ New Visitor ■ Returning Visitor



## Visits from Social Sites via Mobile

**668,846**

% of Total: 7.53% (8,879,124)

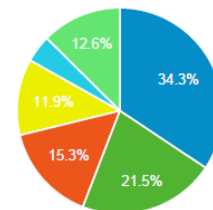


## Top Landing Pages For Facebook Visitors

Landing Page	Pageviews	Bounce Rate
/newshour/runtdown/crippling-potentially-historic-blizzard-slam-northeast/	157,171	52.00%
/wgbh/masterpiece/programs/episode/downton-abbey-s5-e4/special-features/ultimate-episode-guide/	102,097	28.41%
/wgbh/nova/next/earth/massive-oil-spill-yellowstone-river-contaminates-drinking-water/	53,428	46.47%
/newshour/runtdown/driving-king-anecdote-goes-viral/	49,635	61.61%
/newshour/runtdown/bartender-clears-boston-marathon-finish-line/	42,513	55.30%
/newshour/runtdown/r-p-skymal-l-long-thanks-foot-massagers/	42,335	56.08%

## Visits by Social Source

■ m.facebook.com ■ facebook  
 ■ facebook.com  
 ■ l.facebook.com  
 ■ lm.facebook.com ■ Other



## Visits from Facebook Campaigns

Campaign	Sessions
newshour	152,138
nova_next	28,642
crtw_quiz_jan19	10,158



## Custom Dashboard

- Helps us differentiate behaviors of users by social platform
- Easily summarized and customizable (and helpful for demonstrating power of social traffic quickly – and with no cost.
- Particularly helpful with people who are not as familiar with social media

# Q&A

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