Introduction

Over the year's things have changed drastically in almost every field. Traditional marketing ways are almost getting obsolete as with the help of digital media, marketing is not only easy but its more effective now. As stated by Karjaluoto, Mustonen, & Ulkuniemi, 2015, in todays competitive world fragmentation of media platform and escalating concerns have pushed many managers and business owners to redesign their marketing communication. Google analytics is one of the most useful tools that is available to pretty much anyone and everyone. With the help of google analytics, anyone can analyse various aspects of marketing, for example from where the web traffic is coming from, how much time they are spending on each page, what devices they are using to browse through the website and so on. By using google analytics businesses of any nature and size can improve their online operations and increase their sales as well.

Performance evaluation

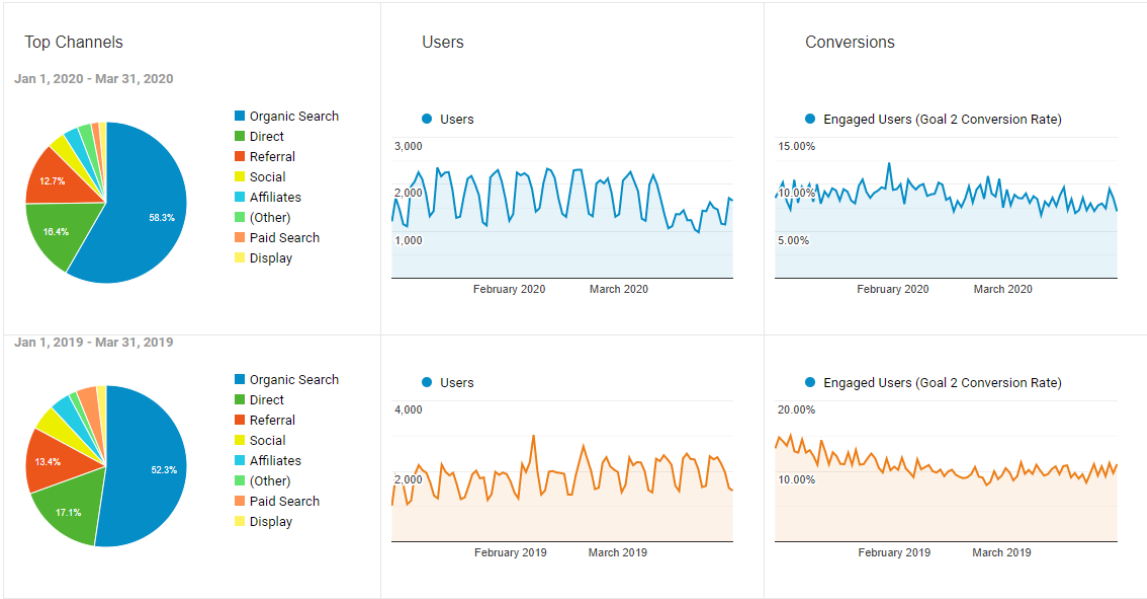### Improve engagement by 5% amongst Google Merchandise store visitors in Q3 2020 compared to Q3 2019
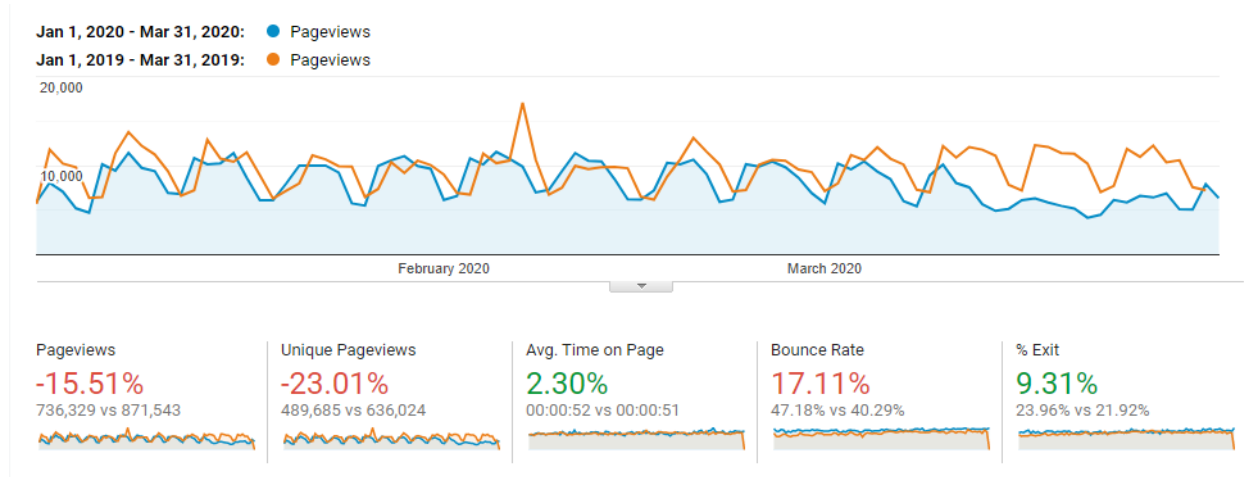

Figure 1

When looking at analytics data between Q3 2020 compared to Q3 2019 (Figure 1), we can observe that our major source of traffic is organic search. In Q3 2020 we have an increase of about 6% in organic search which largely contributed to new users on our website. When we look at user engagement for both periods (Figure 1) there is a decline in user engagement. Most important metric to consider here is bounce rate. When we look at the bounce rate from organic search (Figure 2) we can see an improvement of about 19% which is a good sign. Bounce rate is a percentage which shows us how many users leave our website just by visiting one page. Measuring bounce rate is very important when tracking user engagement on our website, higher bounce rate shows that there is something wrong with our webpage and that's why users are not spending time and exploring our website further and getting more engagements.

When we talk about user engagement it is important to see how much time on average person is spending on our website, when we look at the chart (Figure 3) we can see we have an improvement of about 2% on average time users are spending on our website.

There are multiple factors that can contribute to a high bounce rate and low user engagement on our website, Website's interface is one of the most important things a new user observes when he opens a website for the first time. Interface should be clean and easy to navigate, and the user gets all the required information for which he has visited the website.

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Ecommerce Conversion Rate ↓	Transactions ↓	Revenue ↓
	3.58% ⬇	1.69% ⬇	7.65% ⬇	17.11% ⬆	8.51% ⬇	8.86% ⬇	2.46% ⬆	5.38% ⬇	3.00% ⬇
1 ■ Organic Search	6.92% ⬆			19.01% ⬆			11.37% ⬇		
2 ■ Direct	7.93% ⬇			17.67% ⬆			65.48% ⬆		
3 ■ Referral	9.13% ⬇			21.09% ⬆			20.66% ⬆		
4 ■ Social	33.71% ⬇			3.71% ⬇			128.81% ⬆		
5 ■ Affiliates	28.37% ⬇			14.81% ⬆			100.00% ⬇		
6 ■ (Other)	62.68% ⬆			2.25% ⬆			18.64% ⬇		
7 ■ Paid Search	63.09% ⬇			11.81% ⬇			16.84% ⬇		
8 ■ Display	28.02% ⬇			0.89% ⬆			0.00%		

Figure 2

Figure 3

Increase conversions from the Google merchandise store by 20% in Q3 2020 compared to Q3 2019

When we look at the conversion rate between Q3 2020 and Q3 2019 (Figure 2) although we have a decline in conversion rates from acquisition channels like page search and organic search but overall, we have an increase of about 2% due to more direct visitors in Q3 2020. Website conversion rate strictly depends on goals that we have assigned. A goal can be a user action like he/she adds a product to cart or visits a specific webpage. Figure 4 shows some of the goals assigned on our website.

More important metric to consider here is the goal. When we compare conversions that are generated when a user does some action that triggers a goal to the actual purchases made there is a huge difference (Figure 5) we can see that out of 17000 users that hit our goals only 213 of them actually purchased some item from our store.

So, it is important to set goals that leads to actual purchases not just increased conversion numbers.

Goal Completion Location	Engaged Users (Goal 2 Completions)	% Engaged Users (Goal 2 Completions)
1. /store.html/quickview		
Jan 1, 2020 - Mar 31, 2020	1,161	7.41%
Jan 1, 2019 - Mar 31, 2019	85	0.42%
% Change	1,265.88%	1,668.06%
2. /basket.html		
Jan 1, 2020 - Mar 31, 2020	1,158	7.39%
Jan 1, 2019 - Mar 31, 2019	1,780	8.78%
% Change	-34.94%	-15.79%
3. /google+redesign/apparel/mens/quickview		
Jan 1, 2020 - Mar 31, 2020	1,082	6.91%
Jan 1, 2019 - Mar 31, 2019	74	0.37%
% Change	1,362.16%	1,792.69%
4. /store.html		
Jan 1, 2020 - Mar 31, 2020	1,011	6.46%
Jan 1, 2019 - Mar 31, 2019	289	1.43%
% Change	249.83%	352.83%
5. /google+redesign/apparel/mens		
Jan 1, 2020 - Mar 31, 2020	544	3.47%
Jan 1, 2019 - Mar 31, 2019	188	0.93%
% Change	189.36%	274.56%

Goals

Goal Completion Location
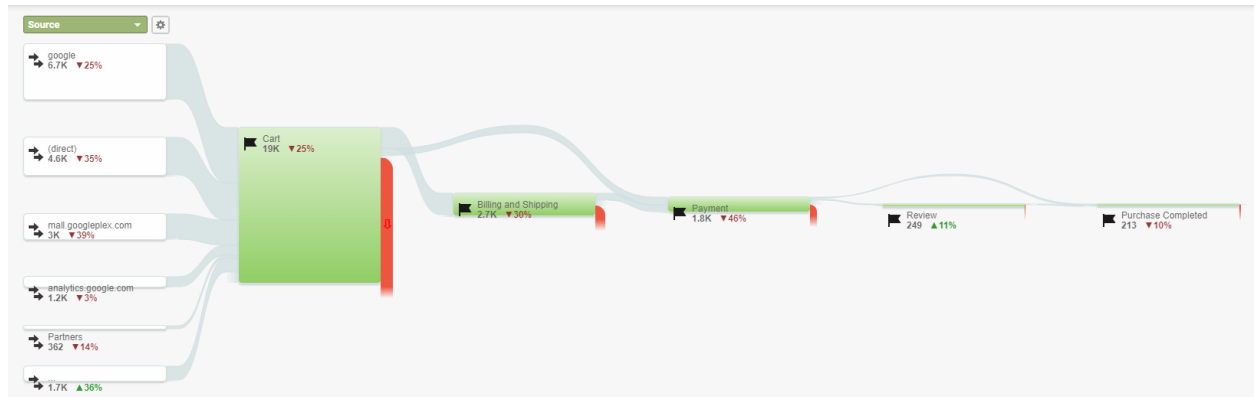
Source / Medium

Figure 4

Figure 5

Recommendations for Optimisation

For each of the metrics you have used to evaluate your performance so far, suggest a strategy that can be used to improve performance further

Bounce Rate

There are many factors that affect a website's bounce rate, the main factor is the overall user experience of the website. When we look into Google Merchandise Store homepage it includes full size slider images with little or no description and item price is also not mentioned. For grabbing user's attention most popular products along with their prices should be put on top of the page, and if there are any discounts or offers we can also highlight them and put them on the home page which will lead to reduction in bounce rate.

Goals

When we look at the google analytics and the goals that are assigned, we can see that those urls that are defined as goals most of them have no link with the homepage. Easier website navigation can help to reach more goals and higher conversions. AI based Live assistants can also be added that can suggest products according to user's cookie data which will lead to more goal conversions.

REFERENCE

Karjaluoto, H., Mustonen, N., & Ulkuniemi, P. (2015). The role of digital channels in industrial

marketing communications. *Journal of Business & Industrial Marketing, 30*(6), 703-710.