

SEARCH MARKETING SERVICES FOR DEMANDING CLIENTS

SERVICES FOR GOOGLE ANALYTICS



Because *Google Analytics* is provided by Google free of charge to customers with an active Adwords account, our clients sometimes begin their projects by undertaking their own basic installation and web site page tagging. Similarly, we often set up a basic configuration on sites where we manage paid-search Adwords campaigns. Web analytics are essential to help the development of online advertising campaigns for goal achievement and visitor conversion.

Sooner or later, however, many clients require deeper analysis in order to guide more extensive marketing activities. *Google Analytics* is a very capable product and using the full extent of those capabilities becomes complex and resource-consuming. This is the point at which ivantage provides a selection of services.

- **Analytics Accelerator** — an implementation, configuration and tailoring and service
- **Trouble Shooter** — a continuing product support and usage advice service
- **Analytics Insight** — a combination of the above, plus extra support in the area of insight, analysis and regular reporting
- **Training** — both scheduled (public) courses and on-site (private) training. The scheduled courses follow two standard syllabuses – the *Interpretation Workshop* and the *Configuration Workshop*. The on-site courses may use either the standard syllabuses or have their contents tailored to any extent to suit the trainees' requirements

ANALYTICS ACCELERATOR

Analytics Accelerator for *Google Analytics* is the brand name we use for our advisory, configuration and support service for the implementation of *Google Analytics* or the remediation of an existing *Google Analytics* installation.

Items included in the service

Analytics Accelerator includes an initial consultation about which website and business metrics need to be measured. We advise and agree how we shall set-up *Google Analytics* for the installation. In the case of a client who already has a GA account set up, we recommend being added to the account's access list and review the state of the account from that perspective.

We provide detailed page tagging instructions for the webmaster to follow and, once installed, we check the installation and data coming through. We then conduct any configuration necessary such as filters, tailored reporting and user management. We integrate the relevant *Google Adwords* account if there is one.

Rather than a time and materials service proposal, the *Analytics Accelerator* service is designed to deliver a defined outcome with ivantage taking the responsibility for correctly estimating the required effort. The duration and amount of work contained in an *Analytics Accelerator* package is specific to the particular objectives for which it is proposed.

Analytics Accelerator includes optional online user training for up to 5 users.

ivantage is a Google Analytics Authorized Consultant (GAAC)

ANALYTICS
AUTHORIZED
CONSULTANT



ivantage has accumulated many years' experience of web analytics dating back to the early days of *Urchin*, now itself a Google product.

As a GAAC, we provide installation, support, consultancy and training services for *Google Analytics* and *Urchin*. Our particular enthusiasm is to bind web analytics tightly with other search and online marketing activities so that the whole performs far more effectively than the simple sum of the parts.

Contact ivantage



ivantage Limited
Mortlake Business Centre
20 Mortlake High Street
London
SW14 8JN

T: 0870 752 1066
F: 0870 752 1067
E: info@ivantage.co.uk

The benefits of Analytics Accelerator

Google Analytics is powerful hosted web analytics software that provides insightful, actionable information about how visitors find, use and interact with web sites. It delivers the most value when configured properly for the owner's specific needs. If you need to get *Google Analytics* up and running quickly or your existing account is simply not giving you the results you need, then ivantage's *Analytics Accelerator* service is for you.

TROUBLE SHOOTER

ivantage **Trouble Shooter** for *Google Analytics* is the brand name we use for our support service for *Google Analytics*.

Items included in the service

Trouble Shooter is a *continuing* support service priced both on the likely number of cases (questions, problems or issues) you may raise with us per month and on whether you need just e-mail based support or rather the ability to speak to one of our analysts on the telephone or interactively via Webex.

Why support is needed

Google Analytics delivers the most value when configured properly for your specific needs. As your website and online-marketing campaigns change, you will find that your *Google Analytics* installation will also need to be changed, optimised and tuned to deliver the most actionable, insightful data possible. With our *Trouble Shooter* services, our expert knowledge and experience is on hand to advise, help and answer your questions and help you solve your *Google Analytics* problems.

ANALYTICS INSIGHT

Analytics Insight for *Google Analytics* is the brand name we use for our continuing annual advisory, configuration and support service for *Google Analytics*.

Items included in the initial service

In the same way as for *Analytics Accelerator*, *Analytics Insight* includes an initial consultation about which website and business metrics need to be measured. We advise and agree how we shall set-up *Google Analytics* for the installation. In the case of a client who already has a GA account set up, we prefer to be added to the account's access list and review the state of the account from that perspective.

We provide detailed page tagging instructions for the webmaster to follow and, once installed, we check the installation and data coming through. We then conduct any configuration necessary such as filters, tailored reporting and user management. We integrate the relevant *Google Adwords* account if there is one.

Analytics Insight includes more training than the *Accelerator* package, amounting to six online user training sessions for 1.5 hours via Webex for up to 30 users. Also included are two online administrator training courses for 1.5 hours via Webex for up to 5 administrators.

Items included ongoing

In addition to the online user and administrator training, e-mail, Webex and telephone support for users and administrators, every month we summarise the highlights and lowlights about how visitors are interacting with the site, as recorded by *Google Analytics*, and present the results.

Such reports not only become critical for management reporting and web site performance review meetings but, with our knowledge of online marketing, we are able to interpret them and add new levels of insight to your SEO, paid search and visitor conversion campaigns.

The benefits of Analytics Insight

Google Analytics delivers the most value when configured properly for your specific needs. Even so, acting on the information from any web analytics system can be the most difficult part of its deployment.

With ivantage *Analytics Insight*, not only do we get your *Google Analytics* account up quickly and running effectively but we aim to highlight important information and provide

Industry accreditation

ANALYTICS
AUTHORIZED
CONSULTANT



Google recognise the value of experience in this complex area and appreciate selected practitioners through accreditation. ivantage is an Authorized Consultant for both *Google Analytics* and *Urchin from Google*.

URCHIN
AUTHORIZED
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Not just for Adwords

Google Analytics tracks all of your ads, search engines, email promotion and even offline marketing campaigns.



It has been re-designed to help you learn even more about where your visitors come from and how they interact with your site.

The latest *Google Analytics* makes it easy to improve your results online. Write better ads, strengthen your marketing initiatives, and create higher-converting websites. *Google Analytics* is free to all advertisers, publishers, and site owners

actionable recommendations about search engine optimisation, paid search and visitor conversion.

TRAINING

ivantage provides training for all the search marketing products and services which we supply.

In the case of *Google Analytics*, our standard courses are available in 3 variants:

1. Scheduled, public training hosted at our north-Central-London facility. There are two courses:
 - *Google Analytics* Interpretation workshop
 - *Google Analytics* Configuration workshop
2. Private, on-site workshops for class sizes of up to 10, using the same syllabuses as for the public training
3. Private, on-site workshops for class sizes of up to 10, using tailored syllabuses to meet the particular needs of the client

For some clients, extensive set up and tailoring of their *Google Analytics* installation requires additional training in order to pass on to users the additional functionality and how to employ it effectively. In cases like these, the training is specially prepared and tailored for the class.

The key to conversion

How well does your website convert visitors to customers?

Conversion rate is the key to good return on investment (RoI) – more than most people are aware. Without doing the arithmetic, it is not always easy to spot that a change in the conversion rate from, say, 3% to 4% may change the e-commerce RoI from, say, 10% to 50%. RoI is very sensitive to conversion.

Using web analytics is the key to identifying where a site's visitors leave so that owners may consider why they leave and so go on to make relevant improvements.

Our trainers are practitioners

Unlike other training providers, ivantage's instructors are experts who use the tools every day.

Do you have training questions?



Why not speak directly to a course instructor who will be able to answer them for you?



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