Learn To Use Google's Free Tools to Boost Your Digital Organizing Efforts

About Firefly Partners

Firefly Partners has been delighting progressive nonprofits with tailored digital marketing solutions since 2008. We deliver results to amplify your mission.

Our Services

DIGITAL SERVICES

- Website Design and Development
- Email Strategy and Production
- Digital Marketing Tool Implementation
- Peer-to-Peer Site Development
- Google Analytics and AdWords
- Testing and Optimization
- Support and Training

About Me

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(and serious data nerd)

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Learn how Google's free tools for nonprofits can help you up your digital marketing game, reach more people, and drive results.

Google Analytics

What can analytics data tell you?

- Who is my website audience?

- How are they getting to my website?

- What are folks doing once they get to my site?

  - Are they finding the information they need?

  - Taking the actions I want them to?

Implementation Checklist

1. Tracking code is firing on all pages of your website
2. Cross Domain Tracking setup
3. Multiple views for data integrity
4. Filter out internal traffic
5. eCommerce tracking for transactions

Checklist continued...

6. Goals configured for the most important CTAs on your website

7. Audience & demographic reporting enabled

8. Site search tracking is enabled

9. Bot filtering is turned on

10. Account linking (search console, Google Ads & Optimize)

Understanding Your Website Audience

- Demographic Data

- Geo

- Technology

Demographic

Age		Acquisition			Behavior			Conversions eCommerce		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		68,485 % of Total: 34.80% (196,811)	58,669 % of Total: 32.15% (182,470)	112,715 % of Total: 34.49% (326,803)	60.59% Avg for View: 52.52% (15.36%)	2.30 Avg for View: 2.30 (-0.03%)	00:01:46 Avg for View: 00:01:41 (5.42%)	1,160 % of Total: 41.12% (2,821)	$72,921.50 % of Total: 44.60% ($163,504.97)	1.03% Avg for View: 0.86% (19.22%)
1.	18-24	3,023 (4.35%)	2,720 (4.64%)	4,307 (3.82%)	59.83%	2.38	00:02:00	33 (2.84%)	$1,441.72 (1.98%)	0.77%
2.	25-34	17,736 (25.50%)	15,196 (25.90%)	28,724 (25.48%)	57.34%	2.41	00:01:53	303 (26.12%)	$20,145.47 (27.63%)	1.05%
3.	35-44	20,241 (29.10%)	16,680 (28.43%)	34,277 (30.41%)	60.75%	2.28	00:01:43	364 (31.38%)	$18,514.51 (25.39%)	1.06%
4.	45-54	16,319 (23.46%)	13,285 (22.64%)	27,641 (24.52%)	61.20%	2.29	00:01:48	268 (23.10%)	$16,053.06 (22.01%)	0.97%
5.	55-64	8,287 (11.91%)	7,223 (12.31%)	12,491 (11.08%)	63.92%	2.20	00:01:38	131 (11.29%)	$8,044.66 (11.03%)	1.05%
6.	65+	3,951 (5.68%)	3,565 (6.08%)	5,275 (4.68%)	66.77%	2.07	00:01:28	61 (5.26%)	$8,722.08 (11.96%)	1.16%

Where is my audience located?
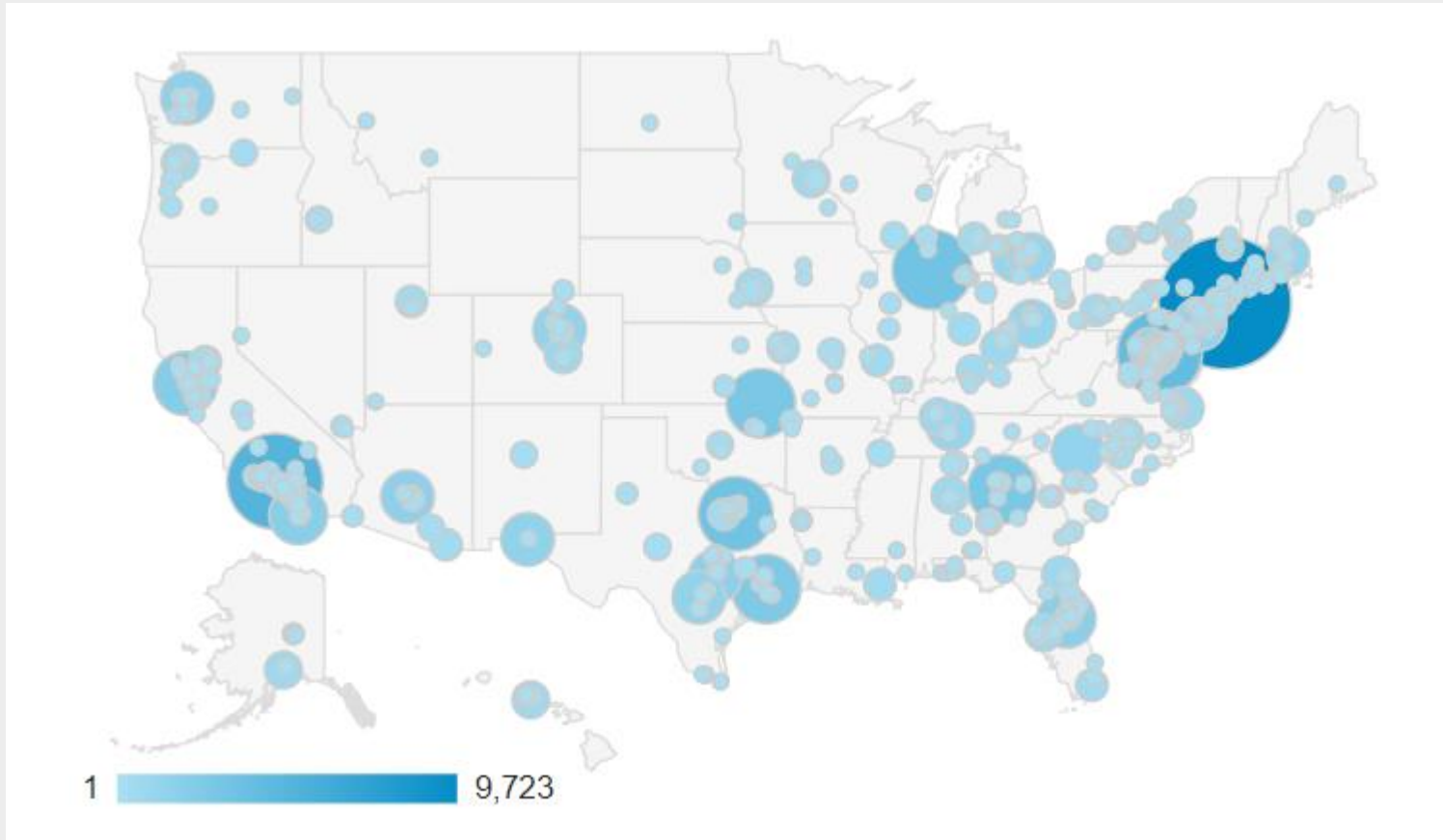
1.	New York
2.	(not set)
3.	Los Angeles
4.	Washington
5.	Chicago
6.	Dallas
7.	Coffeyville
8.	Atlanta
9.	Houston
10.	San Francisco

What devices are they using?
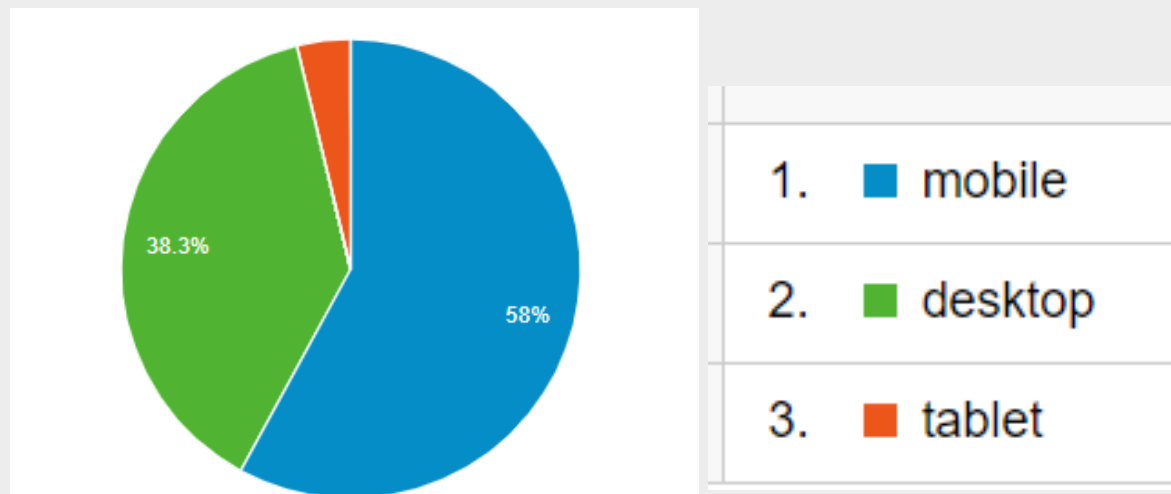
Device Category	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Registration - Step 1 - Signup (Goal 17 Conversion Rate)	Registration - Step 1 - Signup (Goal 17 Completions)
	197,948 % of Total: 100.00% (197,948)	183,920 % of Total: 100.03% (183,866)	328,260 % of Total: 100.00% (328,260)	52.71% Avg for View: 52.71% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	12.36% Avg for View: 12.36% (0.00%)	40,563 % of Total: 100.00% (40,563)
1. mobile	114,290 (57.65%)	103,459 (56.25%)	214,344 (65.30%)	60.89%	2.15	00:01:32	2.59%	5,562 (13.71%)
2. desktop	76,527 (38.60%)	73,868 (40.16%)	102,743 (31.30%)	34.59%	2.60	00:01:57	33.77%	34,701 (85.55%)
3. tablet	7,443 (3.75%)	6,593 (3.58%)	11,173 (3.40%)	62.36%	2.28	00:01:48	2.69%	300 (0.74%)

Acquisition Reports

- What channels are driving traffic?
- Which channels are most valuable to me?
- Right channel for the right ask
- Where are there opportunities to improve?

Channel Overview Report

Default Channel Grouping	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	198,057 % of Total: 100.00% (198,057)	183,997 % of Total: 100.03% (183,943)	328,395 % of Total: 100.00% (328,395)	52.71% Avg for View: 52.71% (0.00%)	2.30 Avg for View: 2.30 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	0.86% Avg for View: 0.86% (0.00%)	2,821 % of Total: 100.00% (2,821)	$163,504.97 % of Total: 100.00% ($163,504.97)
1. Direct	68,371 (32.73%)	66,629 (36.21%)	92,519 (28.17%)	30.76%	2.42	00:01:23	0.45%	412 (14.60%)	$22,864.26 (13.98%)
2. Social	58,028 (27.78%)	49,983 (27.17%)	95,615 (29.12%)	72.93%	1.84	00:01:14	0.97%	930 (32.97%)	$37,622.40 (23.01%)
3. Organic Search	43,492 (20.82%)	37,532 (20.40%)	75,636 (23.03%)	51.27%	2.70	00:02:22	0.48%	361 (12.80%)	$36,763.39 (22.48%)
4. (Other)	17,741 (8.49%)	16,167 (8.79%)	20,717 (6.31%)	69.32%	1.71	00:00:51	1.19%	246 (8.72%)	$13,436.16 (8.22%)
5. Email	12,038 (5.76%)	7,028 (3.82%)	29,355 (8.94%)	49.86%	2.48	00:02:23	2.62%	770 (27.30%)	$43,662.09 (26.70%)
6. Referral	5,623 (2.69%)	3,481 (1.89%)	9,496 (2.89%)	43.79%	2.93	00:02:42	0.73%	69 (2.45%)	$4,006.73 (2.45%)
7. Paid Search	3,571 (1.71%)	3,177 (1.73%)	5,057 (1.54%)	58.49%	2.58	00:02:06	0.65%	33 (1.17%)	$5,149.94 (3.15%)

Channel Overview Report

Social Network	Users		New Users		Sessions		Bounce Rate	Pages / Session	Avg. Session Duration	Registration - Step 1 - Signup (Goal 17 Conversion Rate)	Registration - Step 1 - Signup (Goal 17 Completions)	
	58,061 % of Total: 29.31% (198,084)		**50,001** % of Total: 27.18% (183,976)		**95,653** % of Total: 29.12% (328,451)		**72.92%** Avg for View: 52.71% (38.35%)	**1.84** Avg for View: 2.30 (-19.77%)	**00:01:14** Avg for View: 00:01:40 (-26.49%)	**1.06%** Avg for View: 12.35% (-91.41%)	**1,015** % of Total: 2.50% (40,565)	
1. Facebook	**56,361**	(96.80%)	48,357	(96.71%)	93,089	(97.32%)	73.20%	1.83	00:01:13	1.05%	980	(96.55%)
2. Instagram	**888**	(1.53%)	854	(1.71%)	982	(1.03%)	65.78%	2.13	00:01:09	1.53%	15	(1.48%)
3. Twitter	**437**	(0.75%)	372	(0.74%)	809	(0.85%)	60.32%	2.07	00:01:46	0.74%	6	(0.59%)
4. LinkedIn	**384**	(0.66%)	304	(0.61%)	505	(0.53%)	67.72%	1.85	00:01:19	1.58%	8	(0.79%)
5. Instagram Stories	**67**	(0.12%)	65	(0.13%)	67	(0.07%)	74.63%	1.79	00:00:37	5.97%	4	(0.39%)
6. Pinterest	**35**	(0.06%)	16	(0.03%)	48	(0.05%)	60.42%	1.62	00:00:43	0.00%	0	(0.00%)
7. Meetup	**14**	(0.02%)	6	(0.01%)	82	(0.09%)	30.49%	2.15	00:02:29	0.00%	0	(0.00%)
8. reddit	**8**	(0.01%)	8	(0.02%)	9	(0.01%)	55.56%	3.22	00:02:08	11.11%	1	(0.10%)
9. Blogger	**7**	(0.01%)	6	(0.01%)	7	(0.01%)	85.71%	1.57	00:00:20	14.29%	1	(0.10%)
10. Google+	**5**	(0.01%)	0	(0.00%)	34	(0.04%)	5.88%	4.85	00:03:40	0.00%	0	(0.00%)

Pro Tips:

- Accurate email channels take extra work (UTMs for campaign tracking)
- Apply custom segments for deeper insights
- Use Search Console reports for organic search insights

Site Navigation & Engagement Pathways

- Landing & Exit Pages

- Homepage Next Page Path

- Site Search Reports

Landing Page Report

Landing Page	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	721,251 % of Total: 100.00% (721,251)	85.32% Avg for View: 85.29% (0.04%)	615,356 % of Total: 100.04% (615,127)	88.04% Avg for View: 88.04% (0.00%)	1.22 Avg for View: 1.22 (0.00%)	00:00:36 Avg for View: 00:00:36 (0.00%)
1. /hiv-info/basics/can-i-get-hiv-from-oral.html	142,328 (19.73%)	90.00%	128,092 (20.82%)	91.68%	1.14	00:00:23
2. /en-espanol/informaciondelvih/index.html	92,920 (12.88%)	83.56%	77,641 (12.62%)	95.37%	1.06	00:00:28
3. /hiv-info/basics/how-long-after-a-possible-exposure-should-i-be-tested-for-hiv.html	87,069 (12.07%)	87.01%	75,755 (12.31%)	82.48%	1.28	00:00:45
4. /hiv-info/testing/hiv-test-window-periods.html	80,023 (11.10%)	75.90%	60,736 (9.87%)	82.72%	1.28	00:00:54
5. /hiv-info/basics/how-is-hiv-transmitted.html	71,991 (9.98%)	89.28%	64,274 (10.45%)	90.05%	1.16	00:00:33
6. /en-espanol/preguntas/index.html	47,470 (6.58%)	84.47%	40,098 (6.52%)	96.46%	1.04	00:00:18
7. /hiv-info/basics/is-there-a-cure-for-hiv-aids.html	34,612 (4.80%)	90.77%	31,419 (5.11%)	91.48%	1.15	00:00:27
8. /hiv-info/basics/what-do-the-acronyms-hiv-and-aids-stand-for.html	30,058 (4.17%)	89.52%	26,907 (4.37%)	94.63%	1.08	00:00:21
9. /index.html	12,019 (1.67%)	73.33%	8,814 (1.43%)	42.97%	2.67	00:02:09
10. /hiv-info/hot-topics/from-the-experts/douchies-guide-to-butt-health-and-happiness.html	11,327 (1.57%)	93.48%	10,589 (1.72%)	80.13%	1.30	00:01:09

Homepage Next Page Path

Next Page Path		Pageviews	% Pageviews
/client-services/index.html		771	9.32%
/about-us/index.html		732	8.85%
/about-us/careers/index.html		643	7.77%
/hiv-info/index.html		595	7.19%
/get-involved/index.html		560	6.77%
/about-us/our-leadership/index.html		525	6.34%
/about-us/contact-us/index.html		443	5.35%
/convio-donate/id4960/form1		288	3.48%
/about-us/our-mission/index.html		214	2.59%
/about-us/newsroom/media-releases/index.html		164	1.98%

Site Search Report

Search Term	Total Unique Searches ↓	Results Pageviews / Search	% Search Exits	
	2,684 % of Total: 100.00% (2,684)	1.29 Avg for View: 1.29 (0.00%)	22.80% Avg for View: 22.80% (0.00%)	
1. injustice at every turn	107 (3.99%)	1.55	10.28%	
2. transgender	54 (2.01%)	1.13	35.19%	
3. scholarship	44 (1.64%)	1.05	59.09%	
4. hate crimes	30 (1.12%)	1.27	6.67%	
5. internship	28 (1.04%)	1.11	3.57%	
6. maps	26 (0.97%)	1.04	0.00%	
7. creating change	22 (0.82%)	1.14	31.82%	
8. homeless	21 (0.78%)	1.33	0.00%	
9. college	19 (0.71%)	1.37	31.58%	
10. scholarships	18 (0.67%)	1.11	50.00%	

Create Your Action Plan:

What work do you need to do to get Google Analytics implemented?

What are 3 goals you want to track?

Google Ads & Ad Grants

Search Ads 101
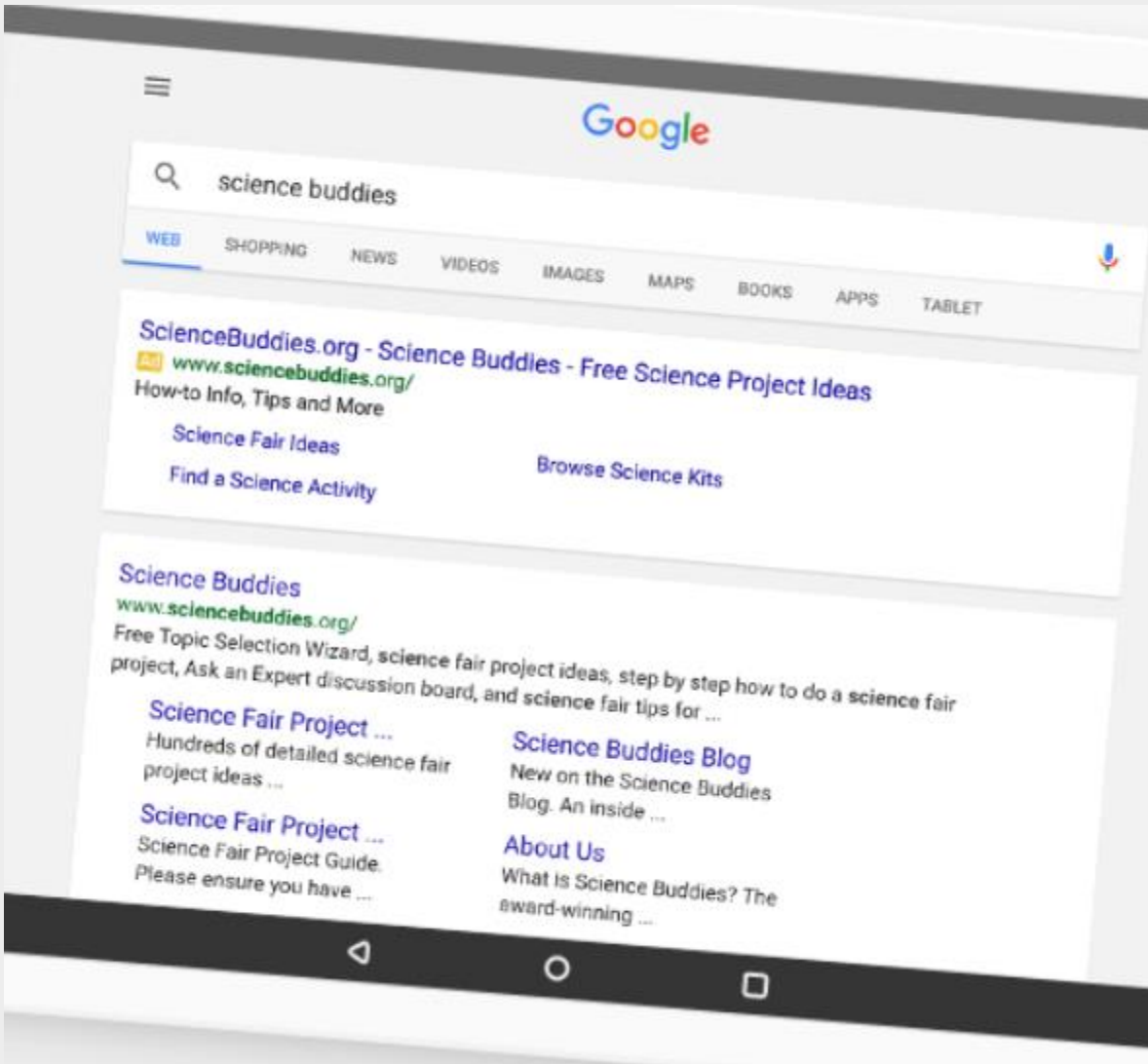
Search ads provide exposure to your organization when people search keywords related to your mission

Google Ad Grants

- $10,000/month search ad budget (FREE DOLLARS!)
- Available to 501 (c) 3 Organizations
  (Not available to universities or hospitals)
- Text Ads Only
- Ads will appear after paid advertisers
- Keyword Targeting Only
- Must follow policies to stay in compliance

How to Apply

1. Apply via Google for Nonprofits program

   https://www.google.com/grants/how-to-apply/

2. Enroll in Ad Grants

3. Create your Account

4. Submit account for review

Winning Strategies

- Focus on small asks and capturing prospects
  - Program & services info
  - Promote events
  - Informational resources and downloads
  - Quizzes and surveys
- Don't expect paid search to be a fundraising powerhouse

Best Practices

- Focus on Account Structure and Ad Relevance

- Create 3-5 ads per ad group. Include a responsive search ad with multiple headlines & descriptions

- Choose keywords carefully

- Target the right audiences

- Stay in compliance: 5% CTR & active management

Ad Relevance

Keywords ➡ Ad Copy ➡ Landing Page

Match ad text to keywords for each ad group

Denver Top Rated Nonprofit - Energy Outreach Colorado
[Ad] www.energyoutreach.org/ratings

Top rated by GuideStar, Charity Navigator, and Better Business Bureau.
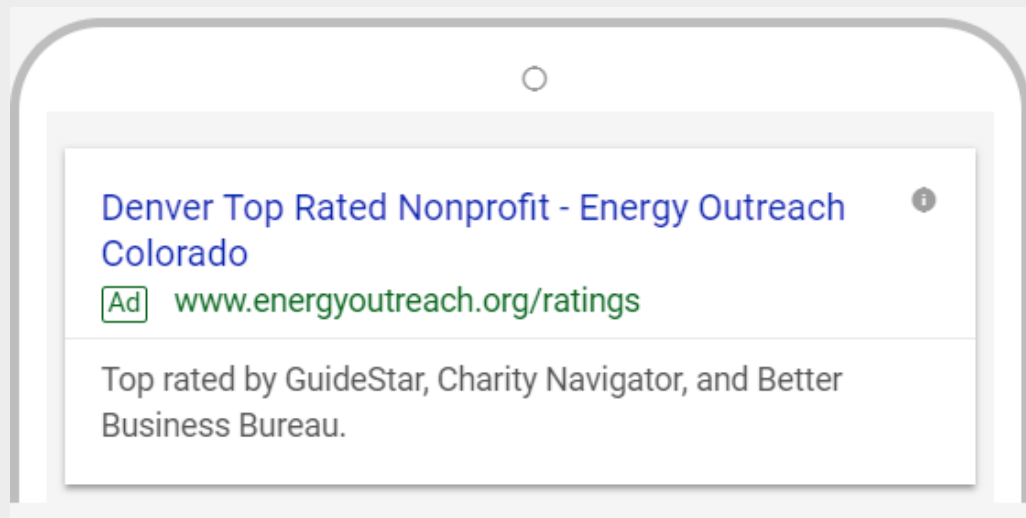
		Keyword
☐	●	denver charities
☐	●	top non profit organizations
☐	●	top rated non profit organizations
☐	●	non profit organizations denver
☐	●	non profit organizations in denv...
☐	●	denver nonprofits
☐	●	nonprofits denver

Connecting Platforms

1. Import your goals from Google Analytics to AdWords

2. See your ad performance in Google Analytics

Step 1: Import your goals

Import your goals

- Set your bidding strategy to "optimize for conversions"
- No more $2.00 CPC limit
- Ads that drive the actions most important to your goals and mission

Import your goals

Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Cost / conv.
	728	12,306	5.92%	$4.64	$3,379.31	52.00	7.18%	$64.78
Expanded text ad	202	1,902	10.62%	$5.15	$1,040.04	16.00	7.92%	$65.00
Responsive search ad	44	939	4.69%	$5.08	$223.52	6.00	14.29%	$35.67
Responsive search ad	32	794	4.03%	$5.02	$160.72	6.00	18.75%	$26.79

See Ads Data in Analytics

Default Channel Grouping	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Registration - Step 1 - Signup (Goal 17 Conversion Rate)	Registration - Step 1 - Signup (Goal 17 Completions)
	58,002 % of Total: 100.00% (58,002)	**48,329** % of Total: 100.05% (48,305)	**101,183** % of Total: 100.00% (101,183)	**49.10%** Avg for View: 49.10% (0.00%)	**2.57** Avg for View: 2.57 (0.00%)	**00:02:00** Avg for View: 00:02:00 (0.00%)	**8.08%** Avg for View: 8.08% (0.00%)	**8,176** % of Total: 100.00% (8,176)
1. Social	**17,917** (29.20%)	12,935 (26.76%)	30,335 (29.98%)	64.42%	2.11	00:01:27	1.39%	421 (5.15%)
2. Direct	**16,439** (26.79%)	15,071 (31.18%)	24,882 (24.59%)	32.65%	2.78	00:01:58	20.57%	5,117 (62.59%)
3. Organic Search	**12,981** (21.15%)	10,302 (21.32%)	23,391 (23.12%)	47.22%	2.92	00:02:35	2.76%	645 (7.89%)
4. (Other)	**6,798** (11.08%)	6,187 (12.80%)	7,620 (7.53%)	57.52%	2.12	00:01:16	18.19%	1,386 (16.95%)
5. Email	**4,252** (6.93%)	1,917 (3.97%)	10,145 (10.03%)	44.28%	2.74	00:02:34	1.10%	112 (1.37%)
6. Referral	**1,849** (3.01%)	918 (1.90%)	3,243 (3.21%)	37.56%	3.05	00:03:05	12.30%	399 (4.88%)
7. Paid Search	**1,131** (1.84%)	999 (2.07%)	1,567 (1.55%)	55.84%	2.71	00:02:12	6.13%	96 (1.17%)

See Ads Data in Analytics
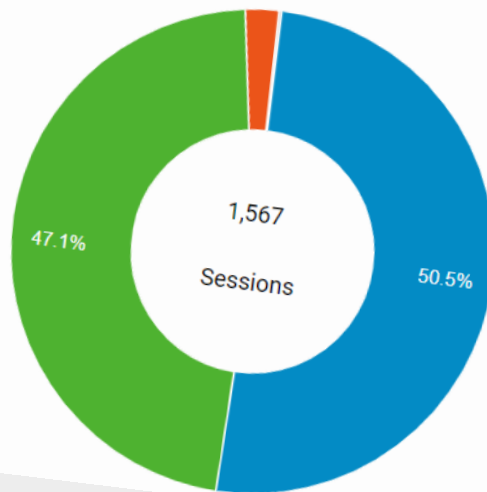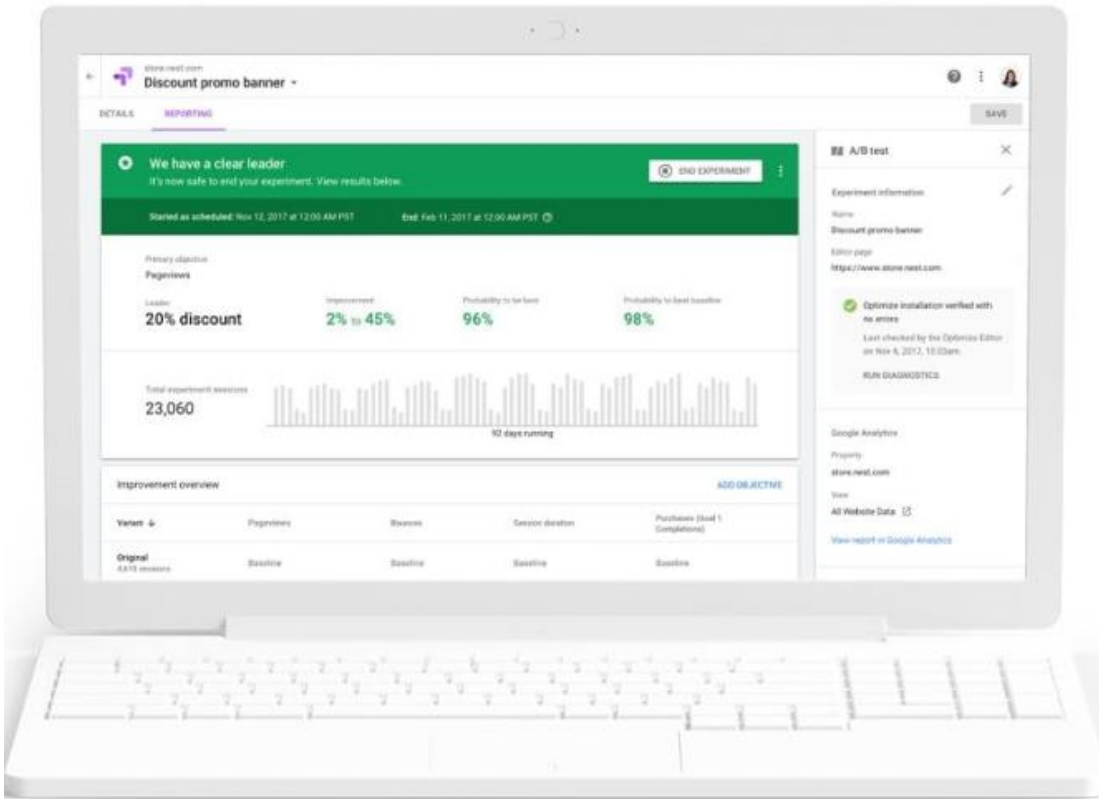
Create Your Action Plan:

What are 3 Goals AdWords could help you achieve?

What are the top 10 keywords you would want to bid on?

Google Optimize

Google Optimize 101

- FREE testing and personalization to improve your website
- A/B, multivariate, redirect testing types
- Visual editor
- Natively integrates with Google Analytics

Optimize + GA

Google Analytics

1. Goals & key metrics

2. GA audiences

3. Experiment reports
   Optimize specific dimensions

Google Optimize

- Experiment objectives
- Reporting

- Target experiments using GA audience

- Experiment name, experiment ID, variation index

Optimize + GA

1. Use Google Analytics reporting to find areas of your site that are under performing

2. Run experiment in Google Optimize

3. Measure results, deploy winning strategies

Experiment Brainstorm

What experiments could you run on your website to improve performance and increase conversions?

Experiment Brainstorm

- Donation forms – single page vs. multiple steps (redirect)

- Banner images and headlines

- Homepage calls to action

- Design & layout

- Lead capture forms/email sign-up

AdWords + Optimize

- Run experiments on the landing pages your ads are driving to!

- Concentrate on increasing conversion rates

Create Your Action Plan:

Brainstorm 2 experiments you can setup on Monday to help you optimize your website.

THANK YOU!

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