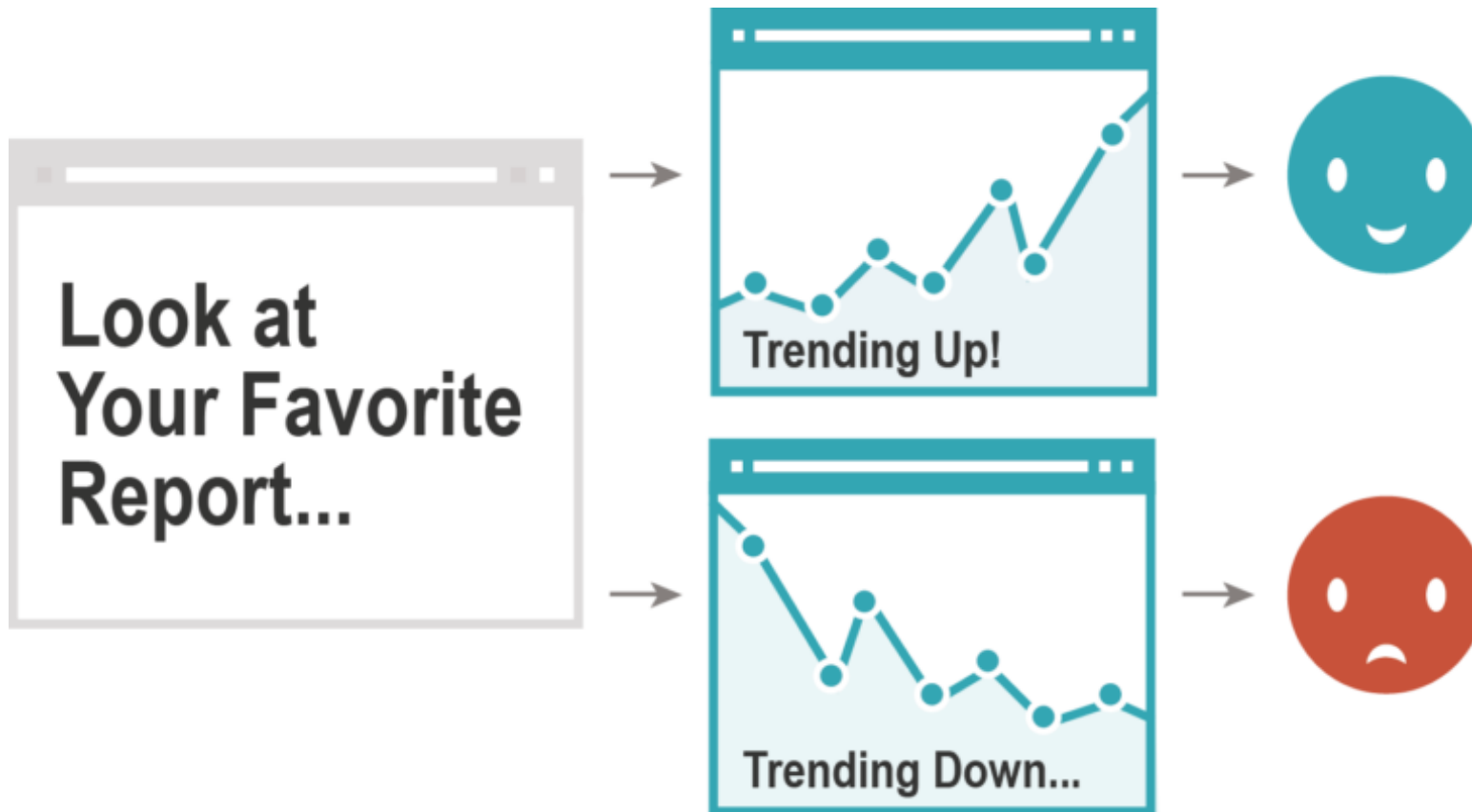


Audit Your Content Marketing Using GA4

...and Google Search Console





Reports snapshot

All Users Add comparison +

Last 28 days Jan 22 - Feb 18, 2023



Realtime

Life cycle ^

Acquisition

Engagement

Monetization

Overview

Search Console ^

Search Console

This and That ^

Things and Stuff

User ^

Demographics

Technology

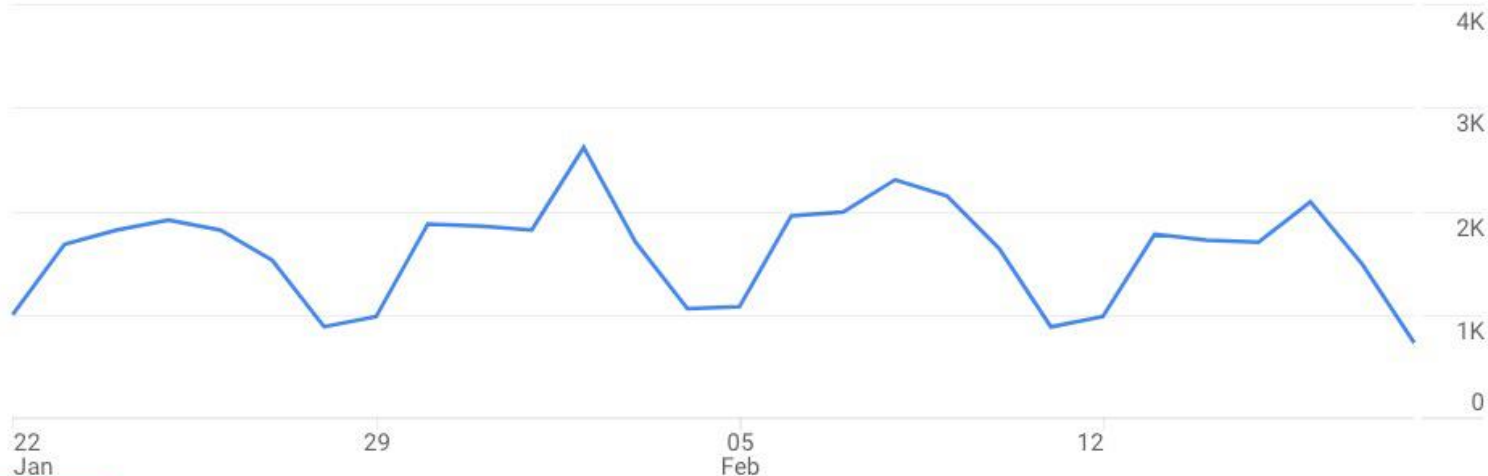
Library



Reports snapshot



Users	New users	Average engagement time ?	Total revenue ?
42K	40K	1m 08s	\$0.00



Go to the Admin section

USERS IN LAST 30 MINUTES

Insights 7





ADMIN USER

Account + Create Account

OrbitMedia.com

- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Trash Can

Property + Create Property

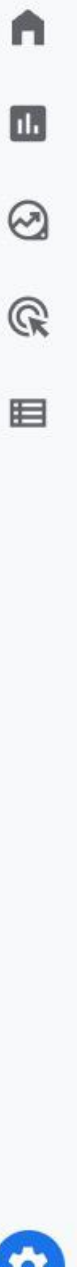
[GA 4] https://www.orbitmedia.com (249961802)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
 - Data Collection
 - Data Retention**
 - Data Filters

Click on Data Settings > Data Retention



ADMIN USER



Property + Create Property

[GA 4] https://www.orbitmedia.com (24...



Setup Assistant

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Collection

Data Retention

Data Filters

User and event data retention

You can change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls don't affect most standard reporting, which is based on aggregated data. Changes to these settings take effect after 24 hours. [Learn more](#)

Event data retention ?

2 months

Reset user data on new ac

2 months

14 months

Save

Cancel

Change it from 2 months to 14 months

ADMIN

USER

Property

[+ Create Property](#)

[GA 4] https://www.orbitmedia.com (24...



Setup Assistant



Property Settings



Property Access Management



Data Streams



Events



Conversions



Audiences



Custom definitions



▶ Data Settings



Data Import

Data Streams

All

iOS

Android

Web

[Add stream ▾](#)<https://www.orbitmedia.com>
https://www.orbitmedia.com

2119934109

Receiving traffic in past 48 hours.



Click here

*What data about visitors
do we want to capture?*

ADMIN

✔ Data collection is active in the past 48 hours.

Stream details



STREAM NAME

https://www.orbitmedia.com

STREAM URL

https://www.orbitmedia.com

STREAM ID

2119934109

MEASUREMENT ID

G-6GFJGEGDHC

Events

Let's add a few more...



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring: Page views Scrolls Outbound clicks + 3 more



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)



✔ Data collection is active in the past 48 hours.

Stream details

STREAM NAME

https://www.orbitmedia.com

STREAM URL

https://www.orbitme

MEASUREMENT ID

G-6GFJGEGDHC 




Turn these things on!

Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view. Data from on-page elements such as links and embedded videos may be collected with relevant personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks + 3 more



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)

Save

Page views



Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.



[Show advanced settings](#)



Scrolls

Capture scroll events each time a visitor gets to the bottom of a page.



Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.



Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.



[Show advanced settings](#)



Form interactions

Capture a form interaction event each time a visitor interacts with a form on your website.



Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.



File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.





ADMIN

USER

Property [+ Create Property](#)

[GA 4] https://www.orbitmedia.com (24...

Last 28 days Jan 26 - Feb 22, 2023

Compare: Dec 29, 2022 - Jan 25, 2023

Setup Assistant

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

Reporting Identity

Modify event

Create event

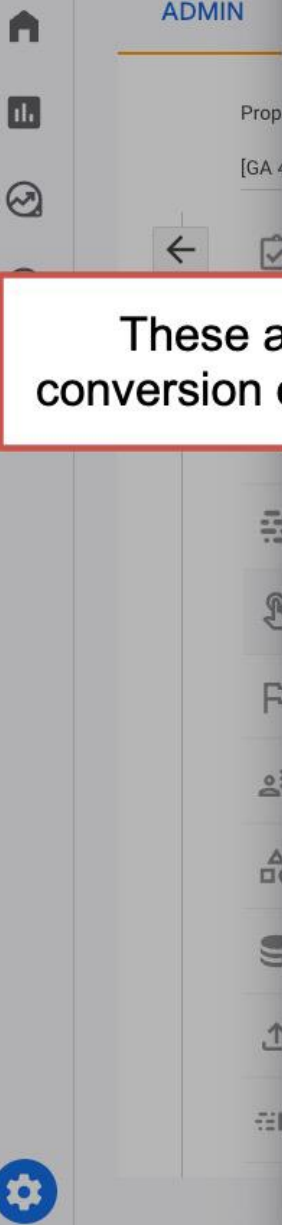
Existing events

Event name ↑	Count	% change	Users	% change	
call_click	31	↑ 24.0%	25	↑ 8.7%	<input checked="" type="checkbox"/>
	71	↑ 115.2%	65	↑ 132.1%	<input checked="" type="checkbox"/>
	33	↑ 17.9%	29	↑ 3.6%	<input type="checkbox"/>
first_visit	39,530	↓ 0.3%	39,878	↓ 1.4%	<input type="checkbox"/>
generate_lead	52	↓ 67.7%	24	↓ 61.9%	<input type="checkbox"/>
link_click	15,825	↑ 17.2%	6,631	↑ 22.1%	<input type="checkbox"/>
newsletter_cta_click	344	↑ 60.7%	263	↑ 82.6%	<input type="checkbox"/>
newsletter_sub_from_blog_or_footer	625	↑ 97.2%	235	↑ 92.6%	<input checked="" type="checkbox"/>
offsite_link	2,149	↑ 1.2%	1,326	↑ 6.3%	<input type="checkbox"/>

Here's where events (and conversions) are set up

Click here

ADMIN



Custom events

Create

Custom event name

Matching conditions

newsletter_sub_from_blog_or_footer

page_location contains /blog-newsletter-thank-you-page/ >

event_name contains page_view

contact_lead

page_referrer contains /contact/ >

page_location equals https://www.orbitmedia.com/thank-you/

optimization_hero_click

event_name equals link_click

page_location contains /analytics-optimization/ >

link_text contains get started (case-insensitive)

These are conversion events



Create new events from existing events. [Learn more](#)

Configuration

Custom event name ⓘ

contact_lead

You make them like this...

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value	
event_name	contains	page_view	⊗
page_referrer	contains	/contact/	⊗
page_location	equals	https://www.orbitmedia.com/thank-yc	⊗

Add condition

Parameter configuration

Copy parameters from the source event



ADMIN

USER

Property [+ Create Property](#)

[GA 4] https://www.orbitmedia.com (24...

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events**
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity

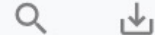


Last 28 days Jan 26 - Feb 22, 2023

Compare: Dec 29, 2022 - Jan 25, 2023

[Modify event](#) [Create event](#)

Existing events



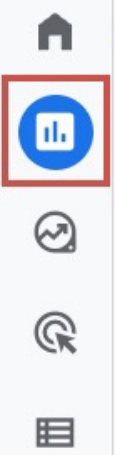
Event name ↑	Count	% change	Users	% change	Mark as conversion ?
call_click	31	↑ 24.0%	25	↑ 8.7%	<input checked="" type="checkbox"/>
contact_lead	71	↑ 115.2%	65	↑ 132.1%	<input checked="" type="checkbox"/>
file_download	33	↑ 17.9%	29	↑ 3.6%	<input type="checkbox"/>
first_visit					<input type="checkbox"/>
generate_lead					<input type="checkbox"/>
link_click	15,825	↑ 17.2%	6,631	↑ 22.1%	<input type="checkbox"/>
newsletter_cta_click	344	↑ 60.7%	263	↑ 82.6%	<input type="checkbox"/>
newsletter_sub_from_blog_or_footer	625	↑ 97.2%	235	↑ 92.6%	<input checked="" type="checkbox"/>
offsite_link	2,149	↑ 1.2%	1,326	↑ 6.3%	<input type="checkbox"/>

Then "Mark as conversions"





Let's dive in



Life cycle ^

Acquisition

Acquisition overview

User acquisition

Traffic acquisition

Engagement

Engagement overview

Events

Conversions: Event name

Pages and screens: Page ti...

Monetization

Overview

Search Console ^

Search Console

This and That ^

Library

All Users

Add comparison +

Last 28 days Jan 22 - Feb 18, 2023

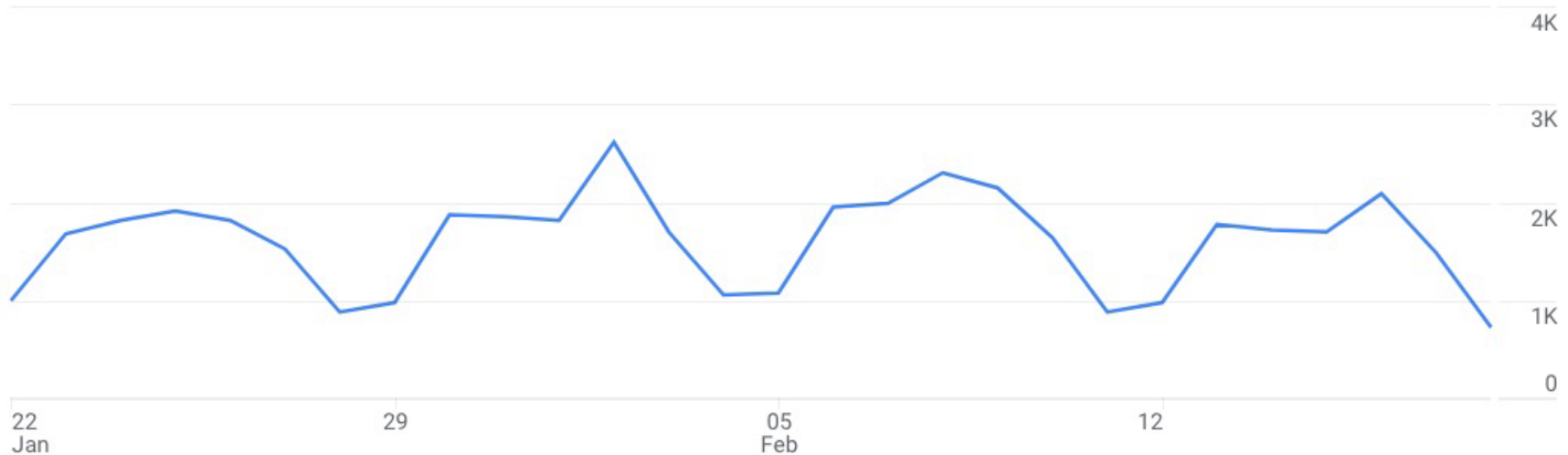
Reports snapshot



This is most of what you need



Users	New users	Average engagement time	Total revenue
42K	40K	1m 08s	\$0.00

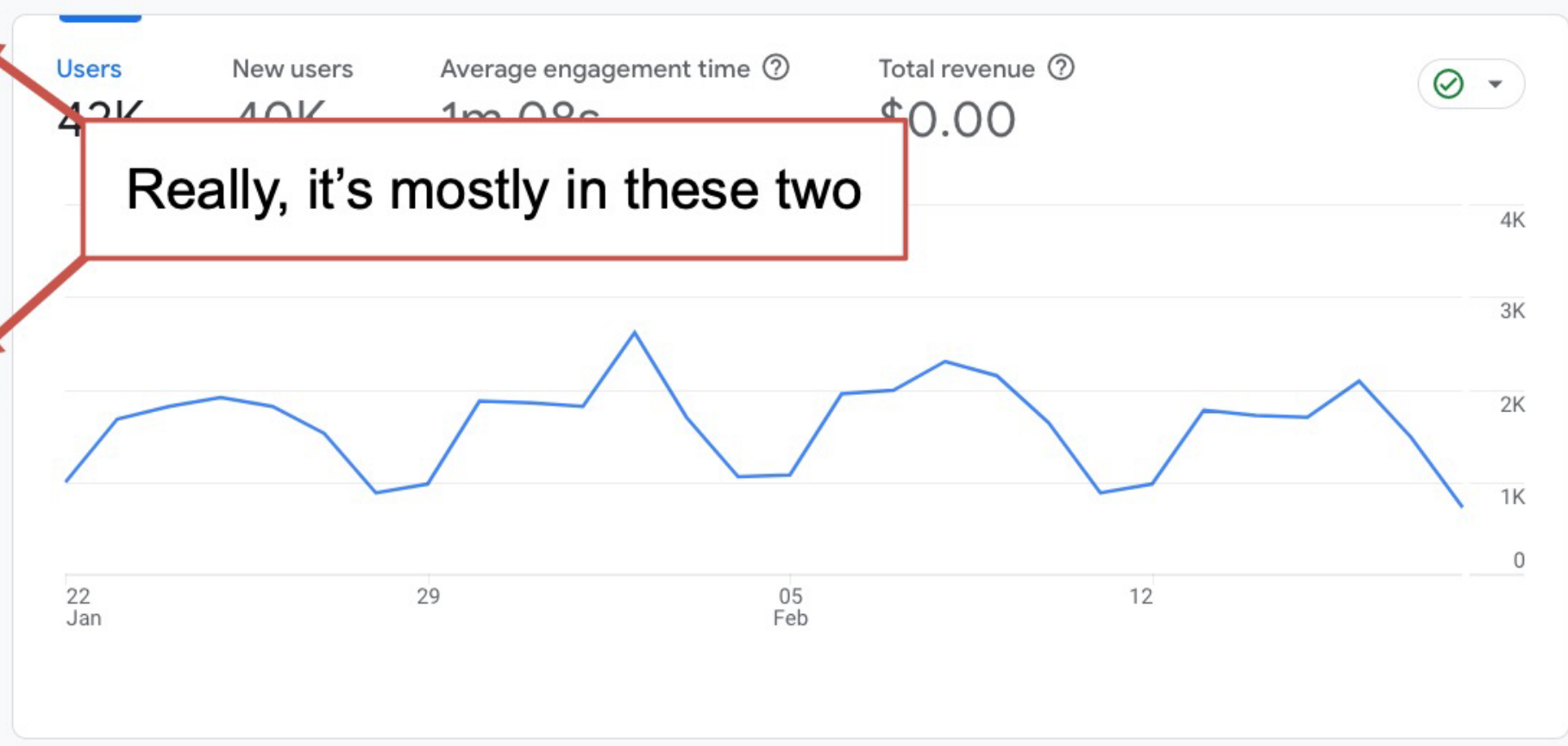


- Home
- Reports**
- Acquisition
- Engagement
- Monetization
- Search Console
- This and That
- Library

- Life cycle ^
- Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition**
- Engagement
 - Engagement overview
 - Events
 - Conversions: Event name
 - Pages and screens: Page ti...**
- Monetization
 - Overview
- Search Console ^
- Search Console
- This and That ^

All Users | Add comparison + | Last 28 days | Jan 22 - Feb 18, 2023

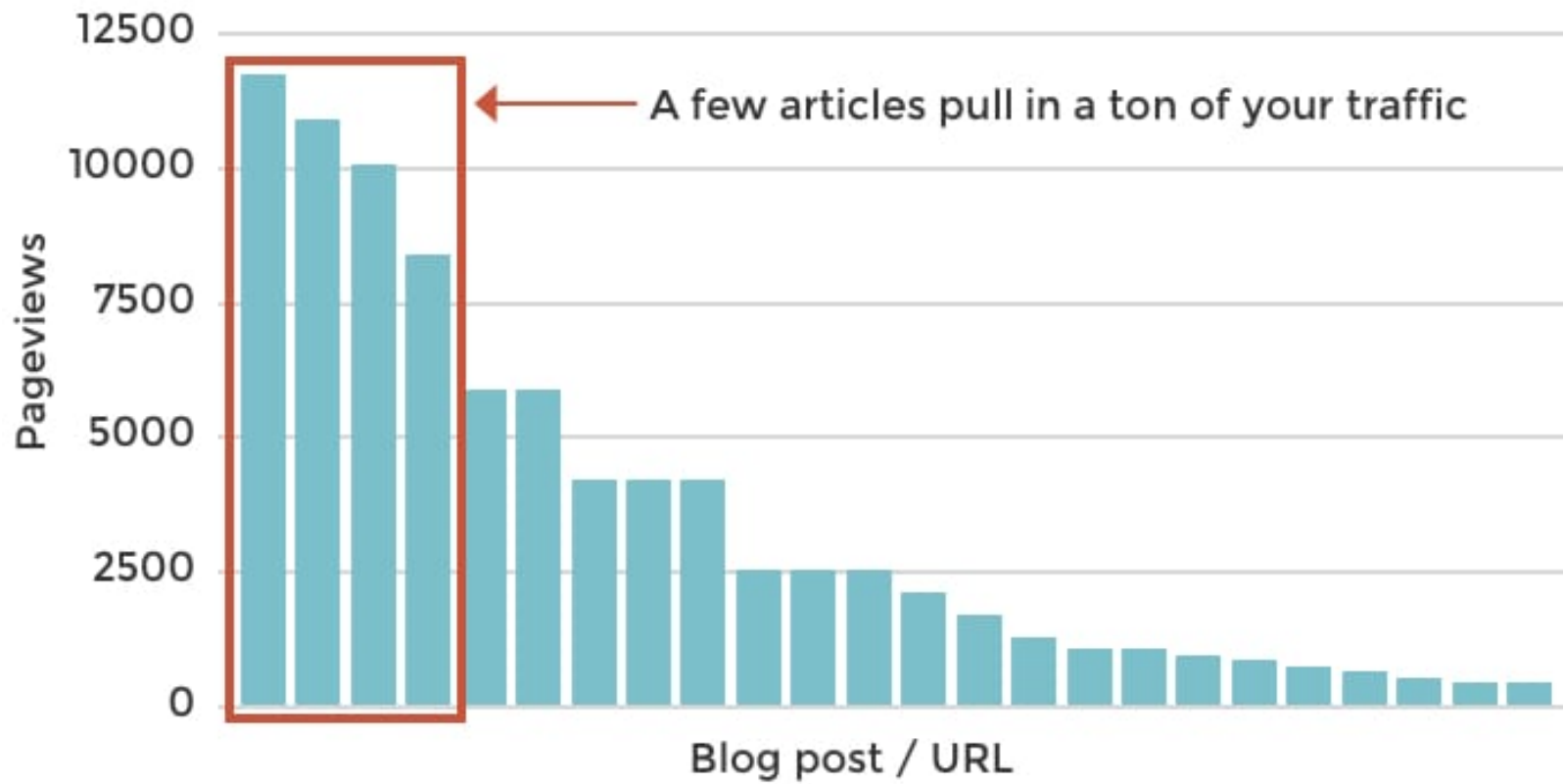
Reports snapshot

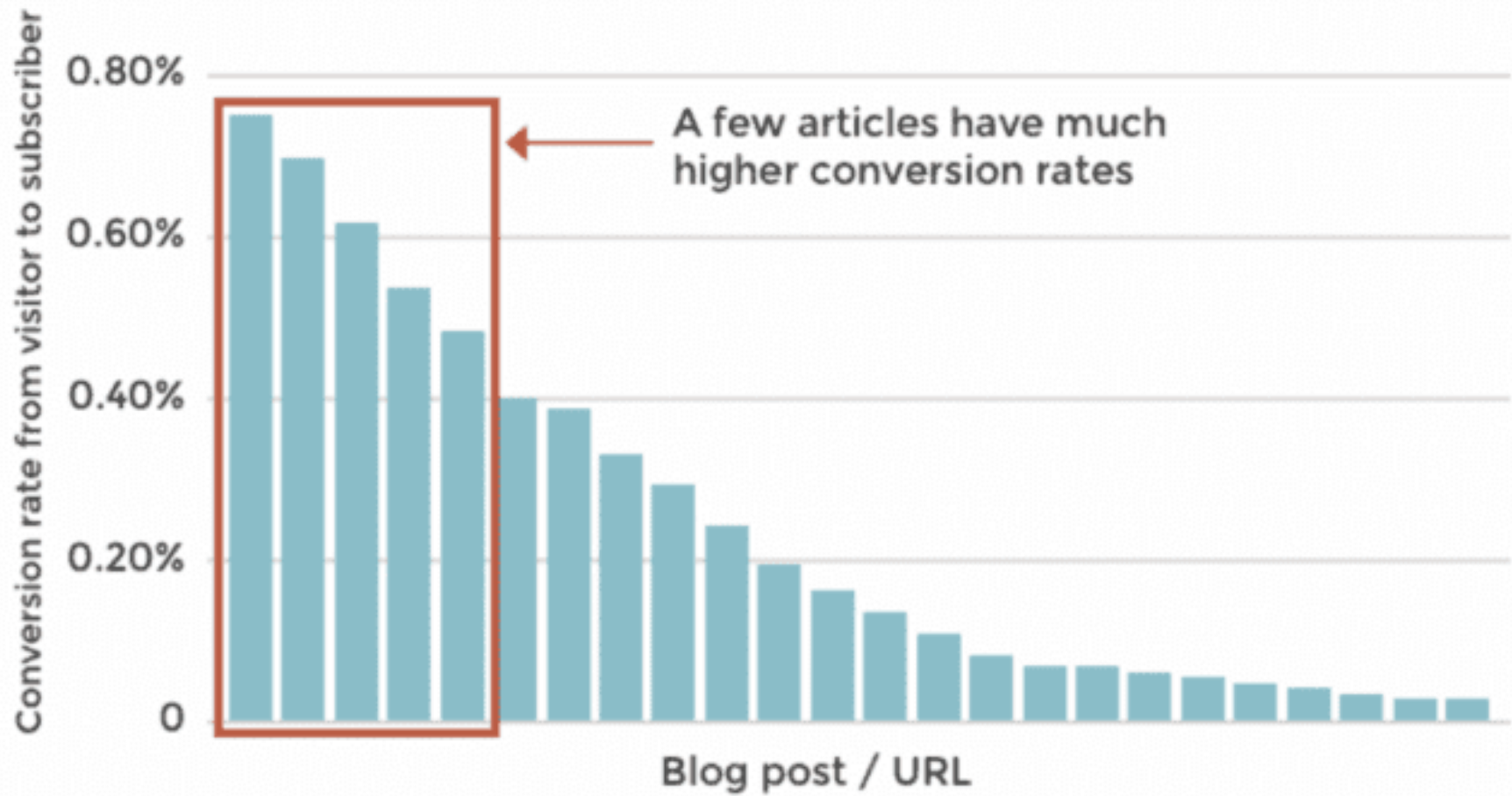




Traffic

Conversion Rate





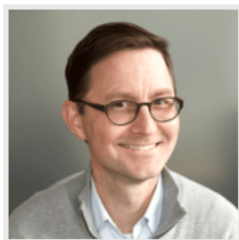
How to do a Content Marketing Audit in GA4: 9-Steps for Discovering SEO, Email and Social Performance

ANALYTICS | SEO & CONTENT MARKETING | NO COMMENTS

SHARE THIS



104



BY ANDY CRESTODINA

It's the 80/20 rule of content marketing: 80% of results come from 20% of your content. This is true for every website and for every content audit I've ever done. A small handful of articles pull in a big percentage of traffic and conversions.

Just look at your own data. A report of your top posts by traffic probably looks something like this. A few posts bring in a lot of traffic, while most articles drive little or no traffic.

Monthly pageviews for the top 50 blog posts



Which are our best performing traffic sources?

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition**
- Engagement
- Monetization
- Overview
- Search Console
- Search Console
- This and That
- Things and Stuff
- Library

All Users Add comparison +

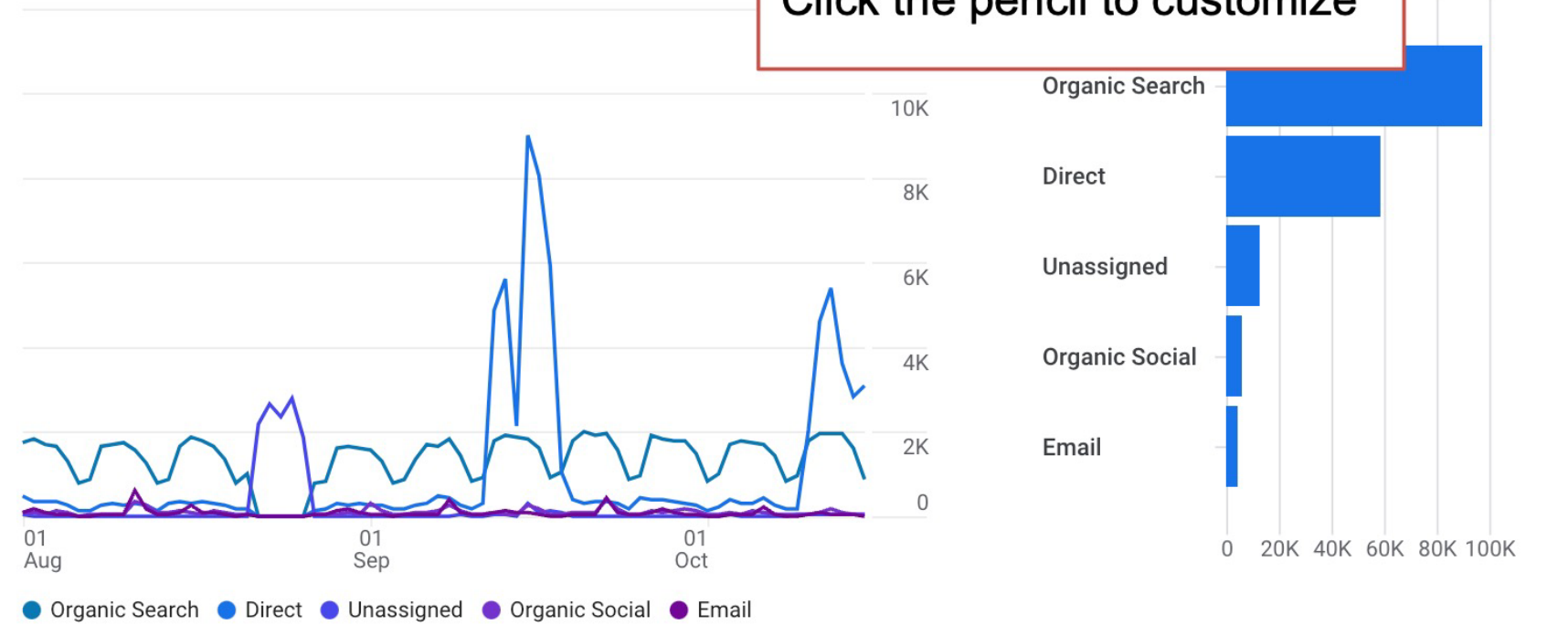
Custom Aug 1 - Oct 15, 2022

Traffic acquisition: Session default channel group



Go to the Acquisition > Traffic acquisition report

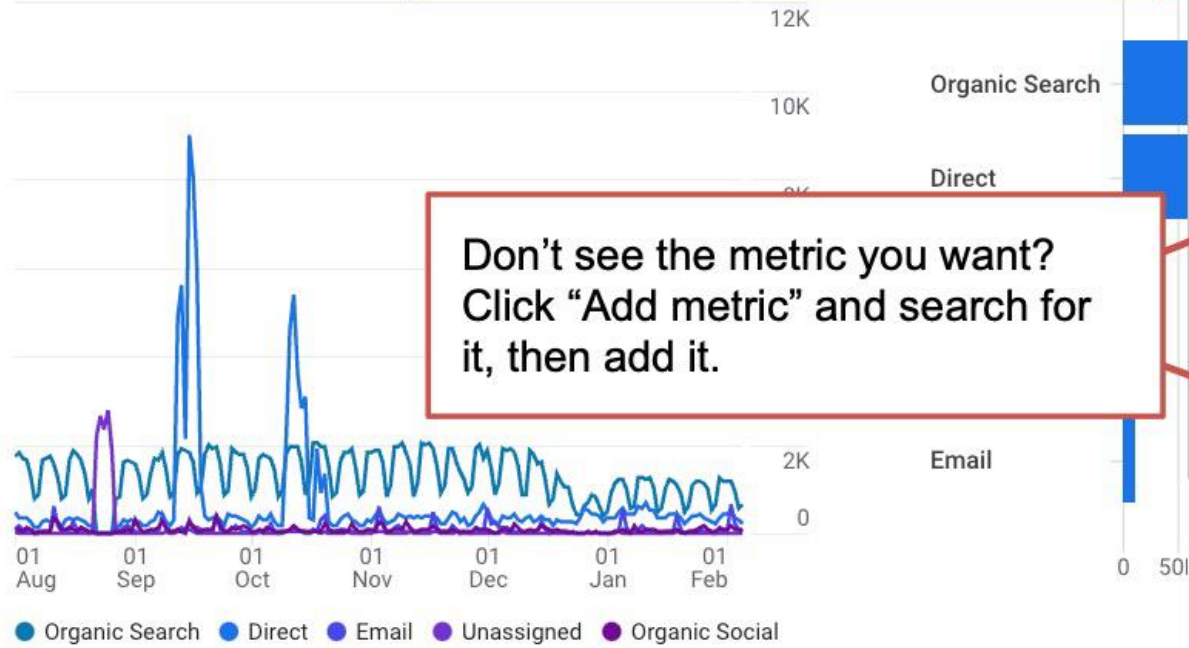
Click the pencil to customize



Traffic acquisition: Session default channel group

Custom Aug 1, 2024

Users by Session default channel



Drag your favorites to the top.
Remove the ones you don't use.

Don't see the metric you want?
Click "Add metric" and search for it, then add it.

METRICS (UP TO 12)

- Sessions ↓
- Engagement rate
- Average engagement time per session
- Conversions

convers|

Session

- Session conversion rate

User

- FTP conversion
- User conversion rate

Click "Apply"

Apply

Search...

Rows per page: 1

Session default channel group +

↓ Users

Sessions

Select a meaningful conversion, such as email signup

● Organic Search ● Direct ● Unassigned ● Organic Social ● Email

Search...

Rows per page: 10 | 1-9 of 9

Session default channel group	Users	Sessions	Engagement rate	Average engagement time per session	Bounce rate	Session conversion rate
	178,444 100% of total	264,636 100% of total	47.63% Avg 0%	0m 40s Avg 0%	52.37% Avg 0%	0.47% Avg 0%
1 Organic Search	97,383	130,192	50.52%	0m 48s	49.48%	0.12%
2 Direct	58,558	92,240	53.26%	0m 20s	46.74%	0.98%
3 Unassigned	12,856	18,335	2.91%	0m 52s	97.09%	0.23%
4 Organic Social	6,044	10,468	34.4%	0m 58s	65.6%	0.53%
5 Email	4,475	10,010	35.47%	1m 04s	64.53%	0.19%
6 Referral	4,018	6,380	48.01%	1m 03s	51.99%	1.1%
7 Organic Video	17	28	39.29%	0m 40s	60.71%	3.57%
8 Organic Shopping	1	4	25%	0m 08s	75%	0%

Which traffic channels drive...

...the most visibility?

...the most engagement?

...the most conversions?





**A visit of 10+ seconds, 2+ pages or
any conversions**

...is an engaged session

Next Steps

...now that you know your
top traffic sources

- If it's not working, fix it or give it up
- If it is working, double down

High traffic



Low traffic

Polish

Add CTAs, video, internal links, etc.

Pursue

Repeat with the same time, same format, etc.

Pass

Try something else...

Promote

Email it, share it, write about it, link to it

Low engagement



High engagement



**Which content is attracting
visitors from search?**



Reports snapshot



Realtime



Life cycle



Acquisition



Engagement

Engagement overview

Events

Conversions: Event name

Pages and screens: Page title and screen class

Monetization

Retention

Search Console

Search Console

This and That

Things and Stuff

User

Demographics

Tech

User

Demographics

All Users

Add comparison +

Last 28 days Jan 7 - Feb 3, 2023

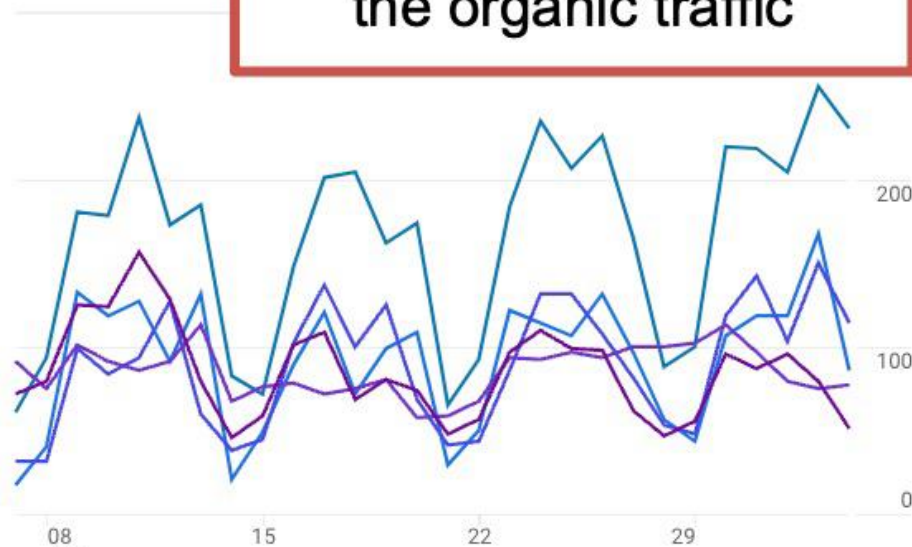
Pages and screens: Page title and screen class



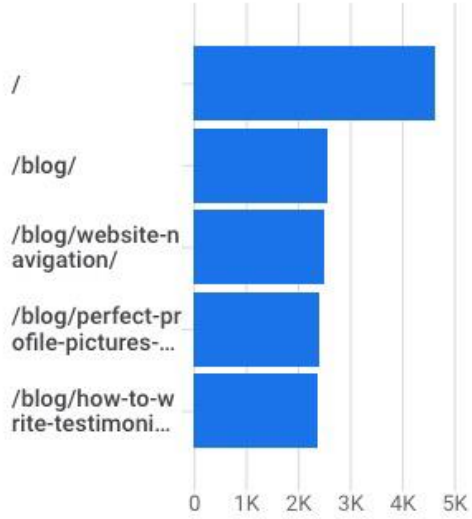
Add filter +

Add a filter to see just the organic traffic

Views by Page path



Views by Page path and screen class



Legend for page paths: /, /blog/, /blog/website-navigation/, /blog/perfect-profile-pictures-9

Search...

Rows per page: 10

Go to: 1 1-10 of 1178

Page path and screen class +

Views

Event count

Conversions

Enga

70,724 100% of total

241,556 100% of total

567.00 100% of total

1

/

4,642

16,320

3.00



Reports snapshot



Realtime



Life cycle



Acquisition



Engagement

Engagement overview

Events

Conversions: Event name

Pages and screens: Page ti...

Monetization

Retention

Search Console

Search Console

This and That

Things and Stuff

User

Demographics

Tech

User

All Users

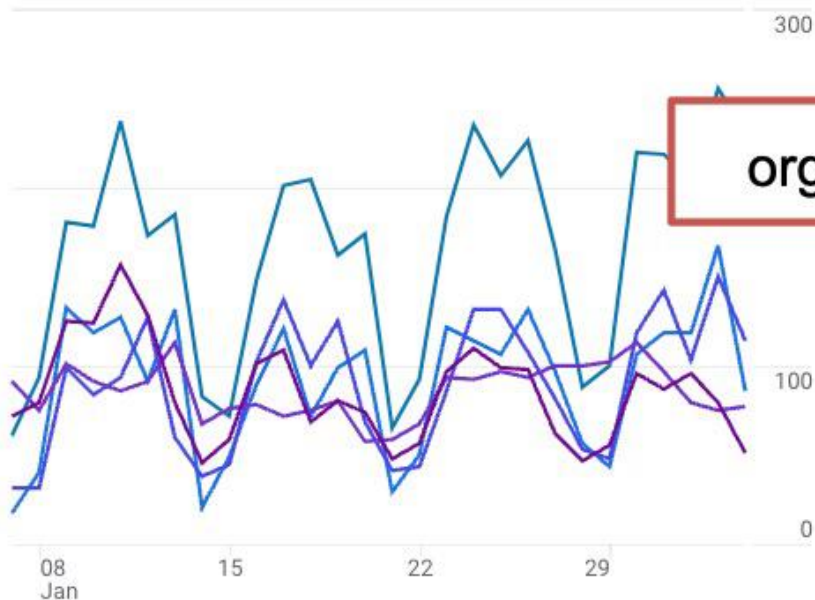
Add comparison +

Last 28 days Jan 7 - Feb 3, 2023

Pages and screens: Page title and screen class

Add filter +

Views by Page path and screen class over time



Session medium

organic

/blog/website-r
avigation/

/blog/perfect-p
ofile-pictures-...

/blog/how-to-w
rite-testimoni...

Legend: / /blog/ /blog/website-navigation/ /blog/perfect-pr

Search...

Rows per page: 10

Go to: 1

Page path and screen class +

Views

Event count

All events

70,724

241,55



Build filter



CONDITIONS (BUILD UP TO 5)

Include Dimension

Session medium

Dimension values

Select dimension values

organic

(none)

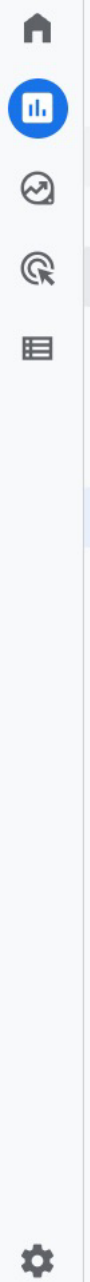
referral

email

social

Cancel

OK



- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
 - Engagement overview
 - Events
 - Conversions: Event name
 - Pages and screens: Page ti...**
- Monetization
- Overview
- Search Console
- This and That
- Things and Stuff
- User
- Demographics
- Tech
- Library

Pages and screens: Page title and screen class

Last 28 days Jan 23 - Feb 19, 2023

Search for "blog"

/blog/how-to-write-testimonials-examples/ /blog/website-navigation/ /blog/perfect-p...

blog Rows per page: 25 Go to: 1 1-25 of 444

	Page path and screen class	Users	Event count			
			session_start			
		24,544 94.79% of total	32,756 23.03% of total	32,527 91.29% of total	47.25% Avg -2%	1m 02s Avg -4.37%
1	/blog/how-to-write-testimonials-examples/	1,955	2,316	2,341	46.09%	0m 42s
2	/blog/website-navigation/	1,625	2,170	2,214	50%	1m 07s
3	/blog/perfect-profile-pictures-9-tips-plus-some-research/	1,862	2,100	2,106	47.63%	0m 52s
4	/blog/website-footer-design-best-practices/	1,420	1,915	1,935	45.53%	0m 50s
5	/blog/what-is-google-tag-manager-and-why-use-it/				42.43%	1m 20s
6	/blog/what-to-put-on-your-homepage/				42.28%	1m 07s
7	/blog/blog-keywords/				47.5%	0m 35s
8	/blog/google-analytics-url-builder/	566	738	760	47.76%	0m 36s
9	/blog/website-engagement-rate-ga4/	470	736	747	39.22%	0m 48s
10	/blog/ways-to-improve-your-website/	532	685	690	51.3%	0m 58s
11	/blog/seo-examples/	495	566	566	53.89%	0m 43s
12	/blog/grant-access-google-analytics/	423	547	549	48.63%	0m 34s
13	/blog/web-design-standards/	387	510	569	40.77%	1m 01s

Select "session_start" and sort

These are the blog posts that get the most traffic from search

Next Steps

...now that you know your
top search performers

- Make more of them!
- Add calls to action to them
- Exclude them from other reports

**Which content has rising/falling
search traffic?**

All Users

Add comparison +

Pages and screens: Page title and sc

Include Session medium = o... X

"session_start" event count by Page path and scre



● /blog/how-to-write-testimonials-examples/ ● /blog/perf

- Today
- Yesterday
- This week ▶
- Last week ▶
- Last 7 days
- Last 28 days ✓
- Last 30 days
- Last 90 days
- months
- calendar year
- (Jan - Today)
- Custom
- Compare
- Preceding period (match day of week) ✓
- Same period last year

LAST 28 DAYS

Jan 7, 2023 - Feb 3, 2023

COMPARE: PRECEDING PERIOD (MATCH DAY OF ...

Dec 10, 2022 - Jan 6, 2023

S	M	T	W	T	F	S
25	26	27	28	29	30	31

JAN 2023

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEB 2023

1	2	3	4
5	6	7	8
9	10	11	

Cancel Apply

Page path and screen class +		<u>Views</u>	<u>Event count</u> session_start	<u>Conversions</u> All events
SHOW ALL ROWS				
		32,964 vs. 32,877 ↑ 0.26%	32,756 vs. 32,766 ↓ -0.03%	125.00 vs. 105.00 ↑ 19.05%
1	/blog/how-to-write-testimonials-examples/			
	Jan 7 - Feb 3, 2023	2,203	2,316	0.00
	Dec 10, 2022 - Jan 6, 2023	3,843	4,094	0.00
	% change	-42.67%	-43.43%	
2	/blog/website-navigation/			
	Jan 7 - Feb 3, 2023	2,007	2,170	0.00
	Dec 10, 2022 - Jan 6, 2023	1,371	1,519	0.00
	% change	46.39%	42.86%	
3	/blog/perfect-profile-pictures-9-tips-plus-some-research/			
	Jan 7 - Feb 3, 2023	2,091	2,100	1.00

Falling search traffic


Rising search traffic

Next Steps

...now that you see what has declining search traffic

- Add visuals (graphics, video)
- Add contributor quotes (SMEs)
- Add supportive evidence (data, examples)
- Add formatting (subheads, bullets, etc)
- Add depth and detail

...and semantically related phrases



What phrases does this article rank for?

Let's ask Google Search Console

https://www.orbitm...

- Overview
- URL inspection

- Performance
- Search results**
- Discover

- Indexing
- Pages
- Video pages
- Sitemaps
- Removals

- Experience
- Page Experience
- Core Web Vitals
- Mobile Usability

- Enhancements
- Breadcrumbs
- Logos
- Sitelinks searchbox
- Videos

Performance on Search results

EXPORT

Search type: Web | Date: Last 28 days | + New

Last updated: 5 hours ago

1. Select a recent date range

Total clicks	Total impressions	0.5%	42.6
25.5K	4.8M		



3. Filter to find a specific page

QUERIES | **PAGES** | COUNTRIES | DATES

4. Click on the URL

Filter by Top pages

Contains navigation

DONE

Top pages	Clicks	Impressions
https://www.orbitmedia.com/blog/website-navigation/	1,614	83,766
https://www.orbitmedia.com/blog/website-navigation-menu/	11	384

Search type: Web

Date: Last 28 days

Page: <https://www.orbitmed...>

+ New

Last updated: 5 hours ago

(Now you're looking at just that URL)

1.61K

83.8K

1.9%

Average position

15.9

5. Check the "Average position" box

6. Click on "Queries"

7. Sort by Position and scan down

1/6/23

1/10/23

1/14/23

1/18/23

1/22/23

1/26/23

1/30/23

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

Clicks

Impressions

↑ Position

navigate the site

0

4

10.3

**Which email campaigns
performed the best?**

Email Metrics vs. Website Metrics

Email Engagement

Website Engagement

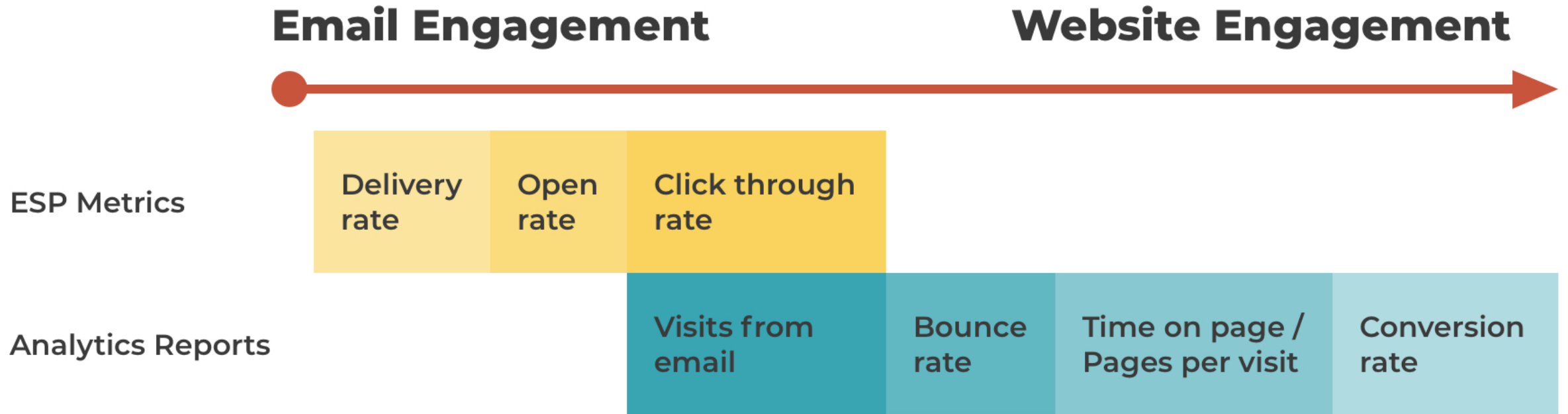


ESP Metrics

Delivery rate	Open rate	Click through rate
---------------	-----------	--------------------

source: [Increase Email Open Rates, Orbit Media](#)

Email Metrics vs. Website Metrics



source: [Increase Email Open Rates, Orbit Media](#)

 **Andy from Orbit Media** via mail55.sea91.rsgsv.net
to me 

Jul 19 

 Reply 

plus, Orbit upcoming events

[View in your browser](#)



When your audience searches for your brand, what keyphrases do they use? Go Google your brand name and then come right back...

See any issues?

Here are 9 ways to optimize for the "branded keywords" your audience is searching for. →



Orbit upcoming events >

--

Content Jam, October 9-10th in downtown Chicago

Chicago's largest content marketing conference

300 marketers, 17 top-rated speakers, 2 days full of insights into all things content marketing.

Early bird prices end August 1st!

Use promo code: OMSFRIEND to get 15% off early bird tickets.

Find All Your Branded Keywords In Seconds (Plus 13 Tips for Brand Query SEO)

SEO & CONTENT MARKETING | 1 COMMENT

SHARE THIS



164



Googled your company lately? Probably not. When do you, you're searching for a "branded keyphrase."

Marketers and SEOs usually ignore these phrases. Why? Because they assume that they rank #1 and there's nothing to gain. Or they just never look up what branded phrases their audience is using.

This is how Analytics knows that they clicked on your email

Find All Your Branded Keywords In Seconds (Plus 13 Tips for Brand Query SEO)

SEO & CONTENT MARKETING | 1 COMMENT

SHARE THIS      164



Googled your company lately? Probably not. When do you, you're searching for a "branded keyphrase."

Marketers and SEOs usually ignore these phrases. Why? Because they assume that they rank #1 and there's nothing to gain. Or they just never look up what branded phrases their audience is using.

Take a closer look at that link...

https://www.orbitmedia.com/blog/branded-keywords-seo/?utm_source=july19-newsletter&utm_medium=email&utm_campaign=branded-search

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[?utm_source=july19-newsletter](https://www.orbitmedia.com/blog/branded-keywords-seo/?utm_source=july19-newsletter)
[&utm_medium=email](https://www.orbitmedia.com/blog/branded-keywords-seo/?utm_source=july19-newsletter&utm_medium=email)
[&utm_campaign=branded-search](https://www.orbitmedia.com/blog/branded-keywords-seo/?utm_source=july19-newsletter&utm_medium=email&utm_campaign=branded-search)

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?utm_source=july19-newsletter

&utm_medium=email

&utm_campaign=branded-search



source

the specific origin of the traffic

Take a closer look at that link...

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<https://www.orbitmedia.com/blog/branded-keywords-seo/>

?utm_source=july19-newsletter

&utm_medium=email

&utm_campaign=branded-search

medium

the broad origin of the traffic
(email, social, paid)

Take a closer look at that link...

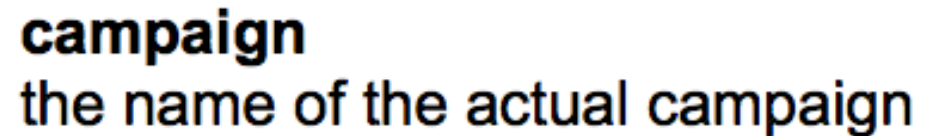
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<https://www.orbitmedia.com/blog/branded-keywords-seo/>

?utm_source=july19-newsletter

&utm_medium=email

&utm_campaign=branded-search



campaign
the name of the actual campaign



1) Create your campaign URL

Landing Page URL

website.com/article

Campaign Source - Enter the specific traffic source (e.g., july10-newsletter, facebook, linkedin, etc...)

newsletter

Campaign Medium

email display cpc social other

Campaign Name (e.g., blog-post-name, spring-sale, july-event)

spring-sale

2) Copy and paste your campaign URL

website.com/article?
utm_source=newsletter&utm_medium=email&utm_campaign=spring-sale

COPY URL



1) Create your campaign URL

Landing Page URL

website.com/article

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website.com/article?

utm_source=newsletter&utm_medium=email&utm_campaign=spring-sale

COPY URL

Campaign tracking for an email newsletter

Medium

broadest origin of traffic

email

Source

Specific (branded) origin of traffic

mailchimp

Campaign Name

Specific marketing effort

april_newsletter

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition**
- Engagement
- Monetization
- Overview
- Search Console
- Search Console
- This and That
- Things and Stuff
- Library

All Users Add comparison +

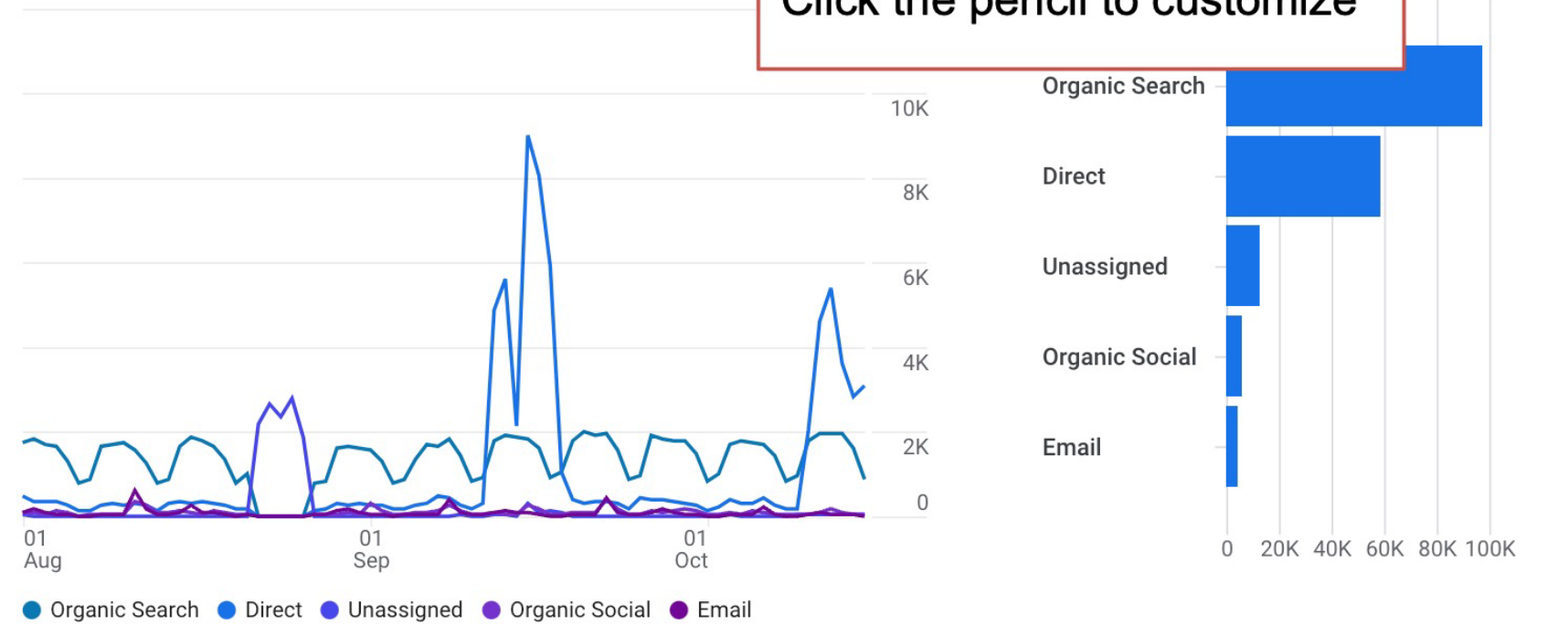
Custom Aug 1 - Oct 15, 2022

Traffic acquisition: Session default channel group



Go to the Acquisition > Traffic acquisition report

Click the pencil to customize

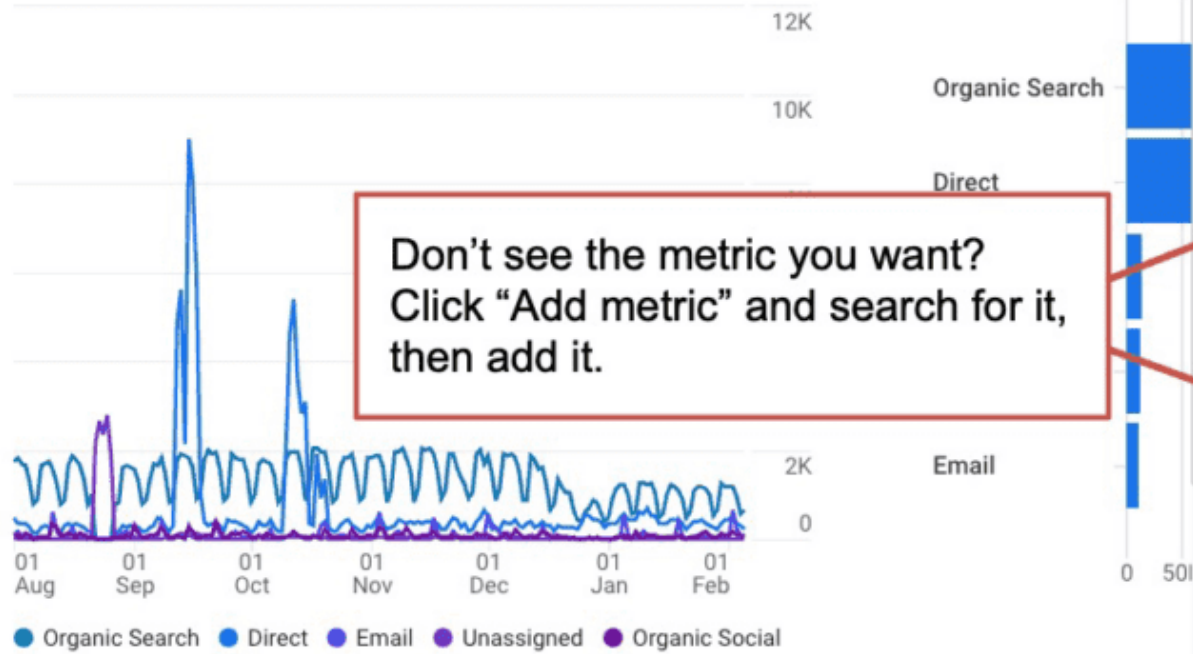


← Back

Traffic acquisition: Session default channel group

Custom Aug 1, 2

Users by Session default cha



Drag your favorites to the top.
Remove the ones you don't use

Don't see the metric you want?
Click "Add metric" and search for it,
then add it.

← Metrics

METRICS (UP TO 12)

- Sessions ↓
- Engagement rate
- Average engagement time per session
- Conversions

convers|

Session

- Session conversion rate
- User
- FTP conversion
- User conversion rate

Click "Apply"

Apply

Search...

Rows per page: 1

Session default channel group +

Users

Sessions

Analytics | All accounts > OrbitMedia.com | [GA 4] https://www.orbitme... | Try searching "users today" | 0

Reports snapshot
Realtime
Life cycle
Acquisition
Acquisition overview
User acquisition
Traffic acquisition
Engagement
Monetization
Retention
Search Console
Search Console
Library

All Users | Add comparison + | Custom Aug 1, 2022 - Feb 5, 2023

Traffic acquisition

Add filter +

Click to add filter

Select the "Session medium" dimension

Select "email" as the value

Users by Session

(organic) 12K
(direct) 8K
(referral) 6K
increase-email-open-rates 4K
gmb-orbit-media 2K
0

01 Aug 01 Sep 01 Oct 01 Nov 01 Dec 01 Jan 01 Feb

● (organic) ● (direct) ● (referral) ● increase-email-open-rate

Build filter

CONDITIONS (BUILD UP TO 5)

Include ▾ Dimension

Session medium

Dimension values

Select dimension values

- organic
- (none)
- referral
- email
- social

Cancel OK

Click Apply

Apply



Traffic acquisition: Session default channel group

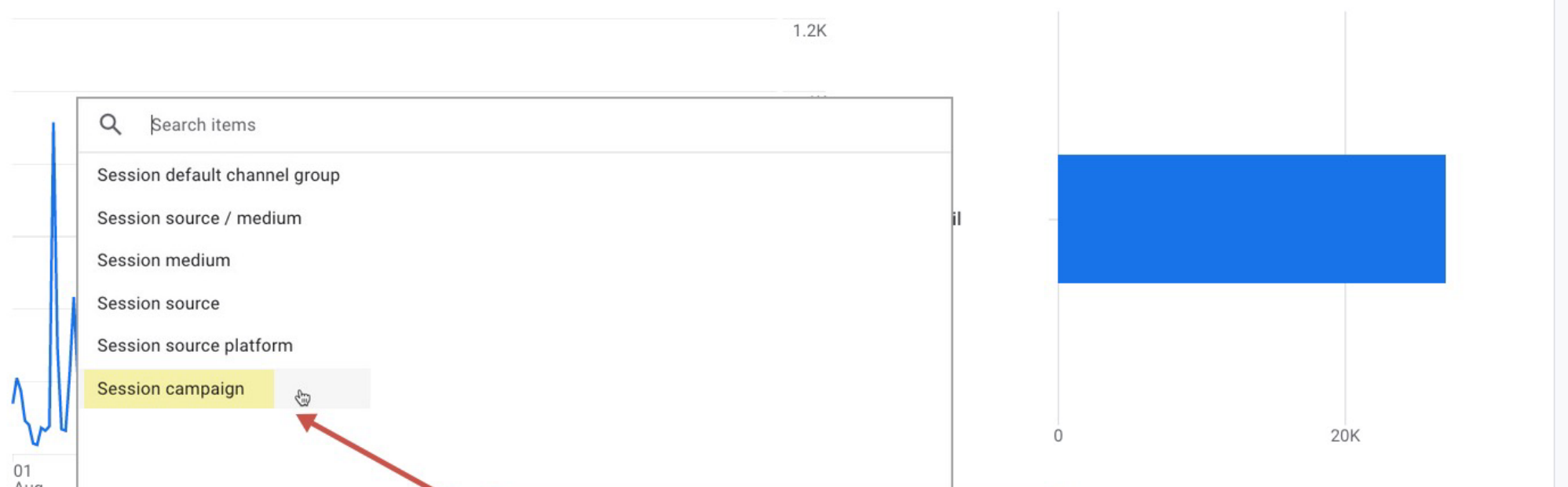


Custom Aug 1, 2022 - Feb 5, 2023



Sessions by session default channel group over time

Sessions by session default channel group



Search items

- Session default channel group
- Session source / medium
- Session medium
- Session source
- Session source platform
- Session campaign**

01 Aug

Search

Change the primary dimension to "Session campaign"

Session default channel group +

Rows per page: 10 1-1 of 1

	Sessions	Engagement rate	Average engagement time per session	Conversions	Session conversion rate
				All events	All events
	27,028	35.26%	0m 58s	107.00	0.2%
	100% of total	Avg 0%	Avg 0%	100% of total	Avg 0%
1	Email	27,028	35.26%	107.00	0.2%

Attracted
visitors

Engaged
visitors

Converted
visitors

Search...

Rows per page: 10

Go to: 1

< 1-10 of 232 >

Session campaign +

Sessions

Engagement
rate

Average engagement
time per session

Session
conversion rate

All events

Your email
campaigns that...

27,028
100% of total

35.26%
Avg 0%

0m 58s
Avg 0%

0.2%
Avg 0%

1 increase-email-open-rates

2,421

32.38%

1m 08s

0.12%

2 specificity

1,966

36.57%

0m 53s

0.36%

3 blogger-survey-2022

1,796

35.86%

1m 15s

0.17%

4 newsletter

1,759

26.04%

0m 40s

0.17%

5 about-pages

1,747

35.09%

0m 50s

0.23%

6 button-design-best-practices

1,656

37.14%

1m 10s

0.12%

7 website-navigation-best-practices

1,548

38.5%

1m 18s

0.19%

8 search-vs-social

1,469

33.22%

0m 55s

0.27%

9 homepage-best-practices

1,155

37.75%

1m 11s

0%

10 social-media-seo

965

27.88%

0m 47s

0.1%

Next Steps

...now that you know your
top email campaigns

- Create new campaigns that emulate those top performers
- Simply resend the top emails using different subject lines

Which social networks are working well?



Reports snapshot



Realtime



Life cycle



Acquisition



Acquisition overview



User acquisition

Traffic acquisition

Engagement

Monetization

Overview

Search Console

Search Console

This and That

Things and Stuff

Library



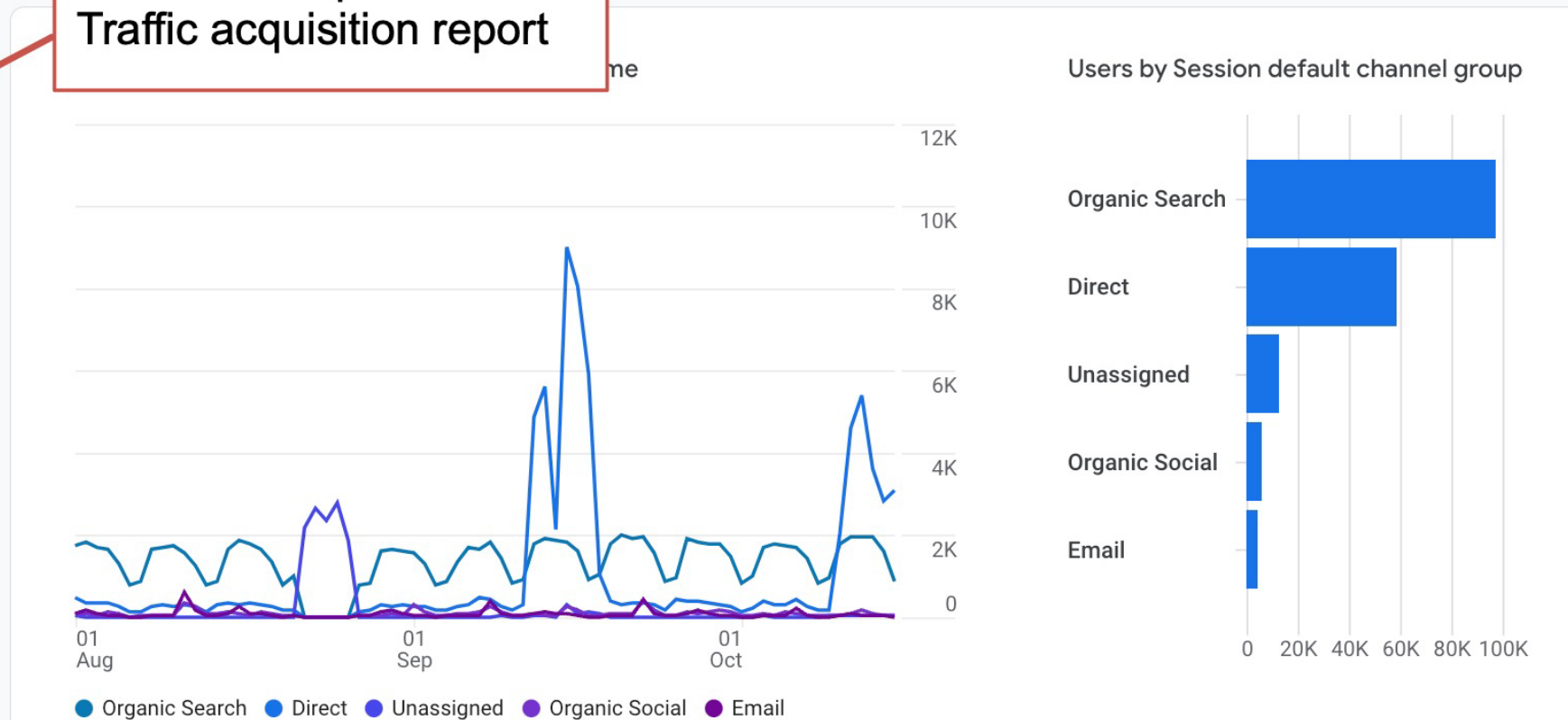
All Users Add comparison +

Custom Aug 1 - Oct 15, 2022

Traffic acquisition: Session default channel group



Go to the Acquisition > Traffic acquisition report



Search...

Rows per page: 10 1-9 of 9

Session default channel group + Users Sessions Engaged Average

All Users

Add comparison +

Custom May 1 - Aug 1, 2022

Build filter

Traffic acquisition

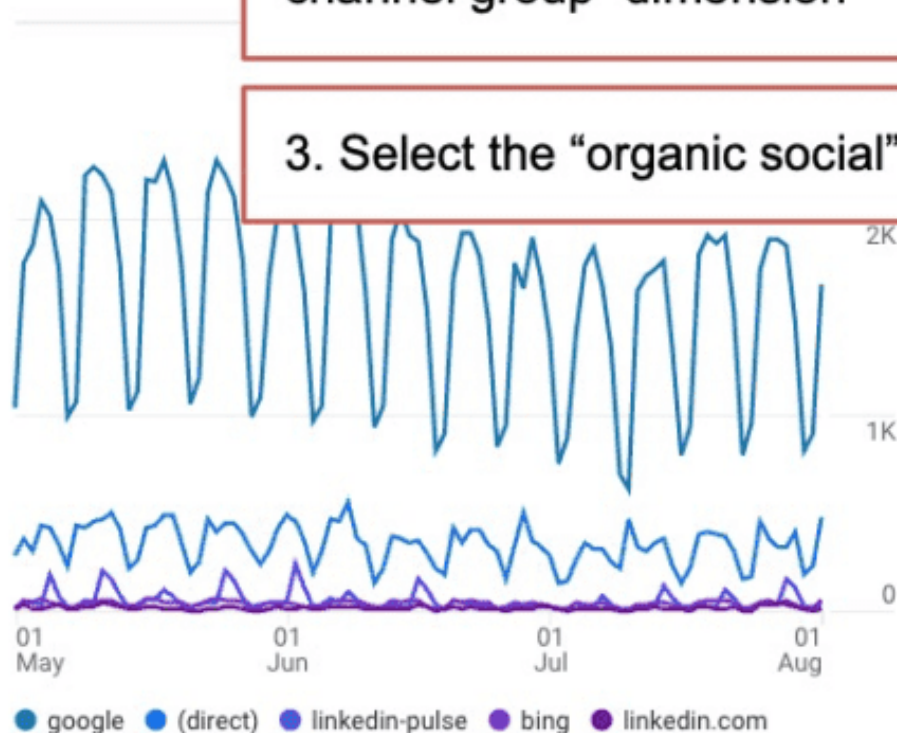
Add filter +

1. Click to add filter

2. Select the "first user default channel group" dimension

3. Select the "organic social" value

Users by Session



Users by Session source



CONDITIONS (BUILD UP TO 5)

Include Dimension

First user default channel group

Dimension values

Select dimension values

- Organic Search
- Direct
- Email
- Referral
- Organic Social

Cancel OK

4. Click Apply

Apply

Traffic acquisition: Sessions by source

Search...

Session source

Users Sessions Engagement rate Average engagement time per session Bounce rate Session conversion rate

Rows per page: 10 Go to: 1 1-10 of 119

6,548 11,738 38.35% 0m 55s 61.65% 0.66%

100% of total 100% of total Avg 0% Avg 0% Avg 0% Avg 0%

	Users	Sessions	Engagement rate	Average engagement time per session	Bounce rate	Session conversion rate
1	2,787	5,268	33.64%	1m 05s	66.36%	0.51%
2	980	1,455	42.82%	0m 42s	57.18%	1.31%
3	708	1,003	34.1%	0m 44s	65.9%	0.7%
4	441	698	54.15%	0m 31s	45.85%	0.57%
5	267	271	32.84%	0m 10s	67.16%	0%
6	234	536	42.72%	1m 00s	57.28%	0.37%
7	159	243	23.87%	0m 16s	76.13%	0%
8	147	376	57.45%	1m 20s	42.55%	1.33%
9	137	222	47.75%	0m 56s	52.25%	0.9%
10	112	139	23.74%	0m 21s	76.26%	0%

Attracted the most visitors

Attracted engaged visitors

Attracted visitors who converted

The social networks that...

Next Steps

...now that you know your
top social networks

- **Get active** in networks
with low traffic, high engagement
- **Accept the limits** of networks
with high traffic, low engagement
- **Double down** on networks
with high traffic, high engagement

Which content performed best in social media?



- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
 - Engagement overview
 - Events
 - Conversions: Event name
 - Pages and screens: Page ti...**
- Monetization
- Retention
- Search Console
- This and That
- Things and Stuff
- User
- Demographics
- Tech

All Users Add comparison + Custom Aug 1, 2022 - Feb 7, 2023

Pages and screens: Page title and screen class

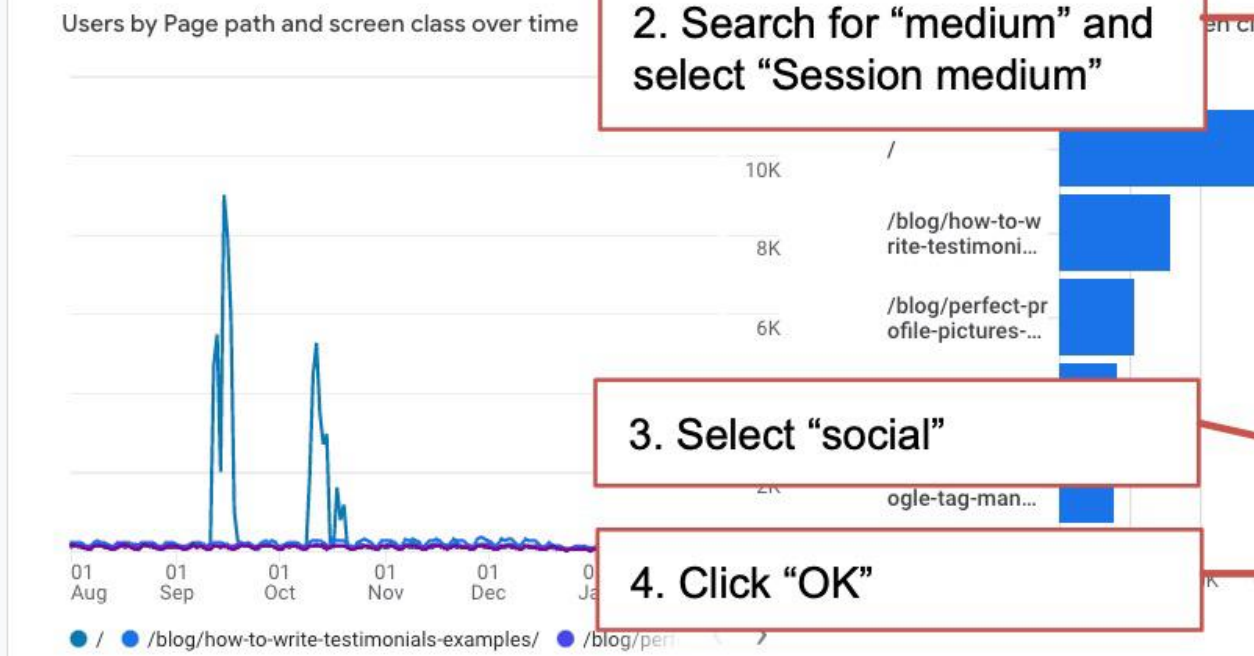
Add filter +

1. Add filter

2. Search for "medium" and select "Session medium"

3. Select "social"

4. Click "OK"



Build filter

CONDITIONS (BUILD UP TO 5)

Include Dimension

Session medium

Dimension values

Select dimension values

- organic
- (none)
- referral
- email
- social

Cancel OK

Attracted visitors from social

Engaged visitors from social

🔍 blog

⊗

Rows per page: 10

Go to: 1

< 1-10 of 293 >

Page path and screen class +

↓ Users

Sessions

Engagement rate

Average engagement time

Bounce rate

Your blog posts that...

6,520	12,632	32.62%	1m 54s	67.38%
86.47% of total	85.01% of total	Avg -5.22%	Avg -5.14%	Avg +2.74%

	Page path and screen class	Users	Sessions	Engagement rate	Average engagement time	Bounce rate
1	/blog/blogging-statistics/	743	1,320	30.98%	1m 51s	69.02%
2	/blog/specificity-webpages/	618	947	36.64%	0m 59s	63.36%
3	/blog/seo-examples/	471	687	30.86%	1m 58s	69.14%
4	/blog/deleting-old-content/	359	577	33.45%	1m 17s	66.55%
5	/blog/website-navigation/	310	534	34.83%	1m 49s	65.17%
6	/blog/why-dont-i-rank-in-google/	290	528	33.33%	1m 30s	66.67%
7	/blog/thought-leadership-seo/	269	464	33.62%	1m 21s	66.38%
8	/blog/types-of-marketers/	268	369	35.23%	0m 56s	64.77%
9	/blog/changing-domain-seo-impact/	266	447	34.23%	1m 30s	65.77%
10	/blog/marketing-diagrams/	265	433	31.64%	1m 16s	68.36%

Next Steps

...now that you know your
top performing articles
in social media

- **Keep promoting** articles with the highest engagement levels
- **Produce more similar content** and promote it in those same channels

Where did this article perform best?

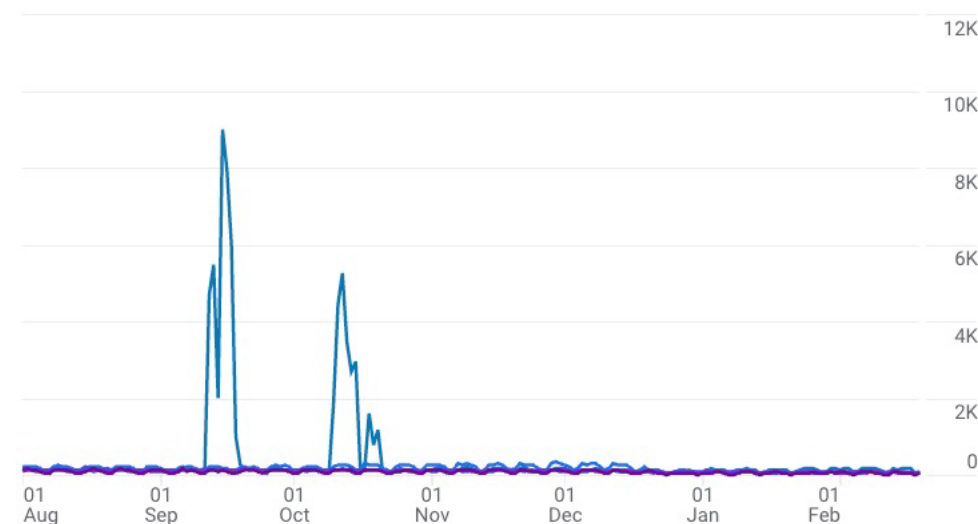


- Reports snapshot
- Realtime
- Life cycle
 - Acquisition
 - Engagement
 - Engagement overview
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 - Pages and screens: Page ti...**
 - Monetization
 - Overview
- Search Console
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- Things and Stuff
- User
 - Demographics
 - Tech
- Library

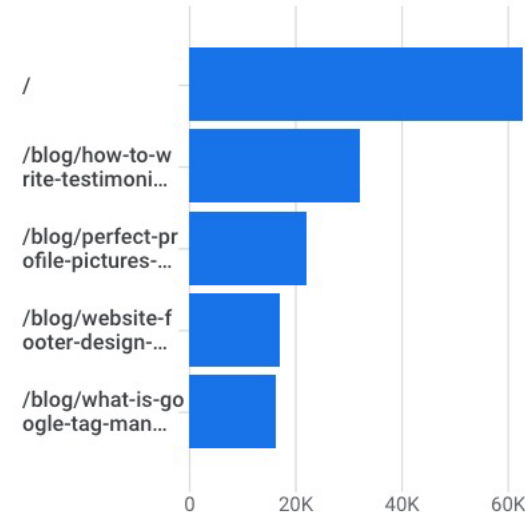
Pages and screens: Page title and screen class

Custom Aug 1, 2022 - Feb 19, 2023

Users by Page path and screen class over time



Users by Page path and screen class



Search homepage

Page path and screen class

Switch the primary dimension to "Page path and screen class" (URL) then search for the page

	Users	Sessions	Percentage
1 /blog/what-to-put-on-your-homepage/	7,189	34,680	10,787
2 /blog/homepage-header/	696	3,021	885
3 /blog/questions-to-ask-your-homepage/	577	2,458	747

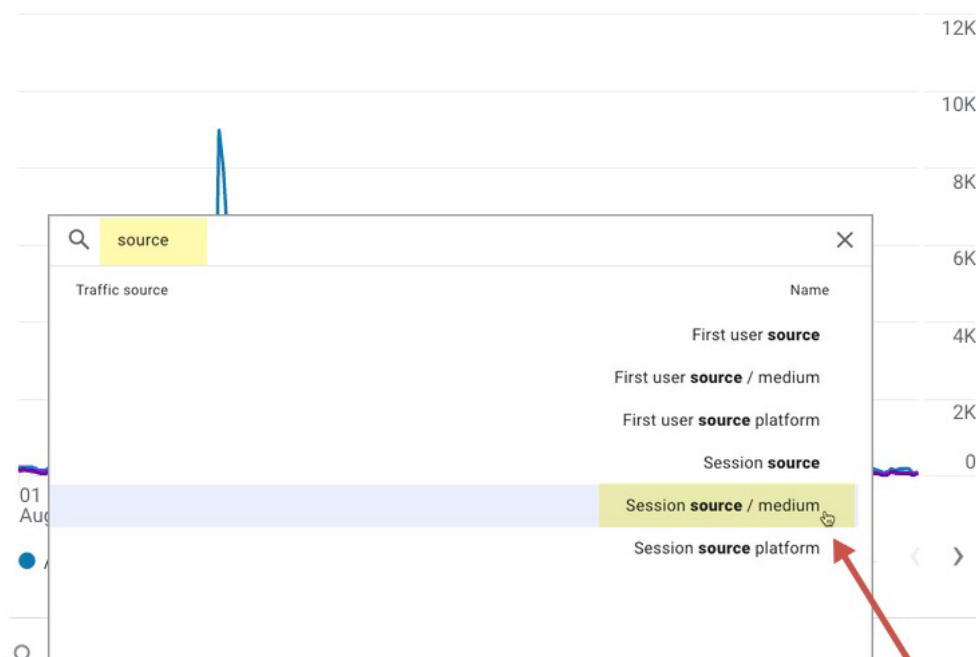


- Reports snapshot
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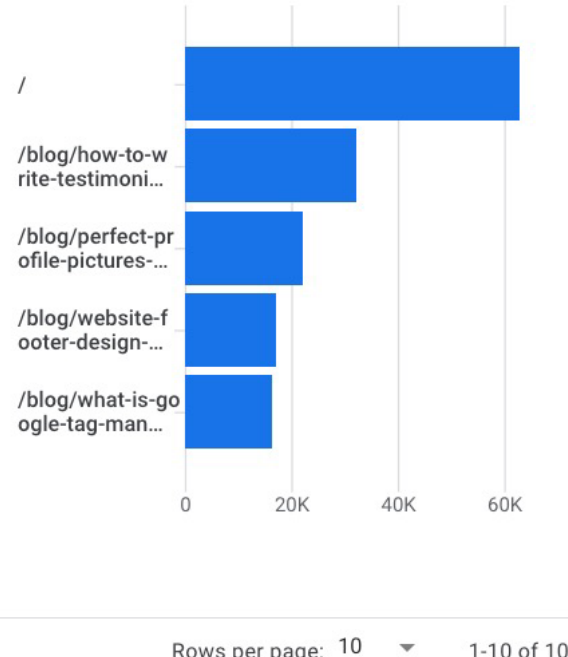
Pages and screens: Page title and screen class

Custom Aug 1, 2022 - Feb 19, 2023

Users by Page path and screen class over time



Users by Page path and screen class



Click the '+' to add a secondary dimension



Then search for and select "Session source / medium"

	Users	Event count All events	Sessions
1 /blog/what-to-put-on-your-homepage/	7,189	34,680	10,787
2 /blog/homepage-header/	696	3,021	885
3 /blog/questions-to-ask-your-homepage/	577	2,458	747

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Pages and screens: Page title and screen class Custom Aug 1, 2022 - Feb 19, 2023

Search: homepage Rows per page: 10 Go to: 1 1-10 of 175

	Page path and screen class	Session source / medium	Users	Event count session_start	Sessions	Engagement rate
			7,335 2.63% of total	10,389 0.65% of total	10,821 2.61% of total	39.96% Avg -15.23%
1	/blog/what-to-put-on-your-homepage/	google / organic	3,771	5,088	5,301	41.8%
2	/blog/what-to-put-on-your-homepage/	february2-newsletter / email	1,108	1,908	1,953	34.87%
3	/blog/homepage-header/	google / organic	634	770	799	47.31%
4	/blog/questions-to-ask-your-homepage/	google / organic	441	493	544	42.83%
5	/blog/what-to-put-on-your-homepage/	bing / organic	345	505	512	41.8%
6	/blog/landing-page-vs-homepage/	google / organic	197	234	297	35.69%
7	/blog/what-to-put-on-your-homepage/	linkedin-pulse / social	149	255	267	40.82%
8	/blog/what-to-put-on-your-homepage/	rasa_io / email	130	201	201	29.85%
9	/blog/what-to-put-on-your-homepage/	t.co / referral	83	129	129	41.86%
10	/blog/what-to-put-on-your-homepage/	linkedin.com / referral	61	72	82	25.61%

Visitors to this article...

...from these traffic sources...

...were this engaged!

Next Steps

...now that you know your performance of every article

- If email or social traffic was unexpectedly low ...**promote once more**
- If engagement within any channel was unexpectedly high ...**keep promoting**

How to Promote an Article: 76 Content Promotion Strategies for Blog Content

DIGITAL STRATEGY | SEO & CONTENT MARKETING | SOCIAL MEDIA | 7 COMMENTS

SHARE THIS



343



BY ANDY CRESTODINA

Where there's traffic there's hope. Every visitor is a potential conversion, as in a lead, a customer or a subscriber. But no traffic means no conversions.

This is why content marketers work so hard at content promotion. They understand one of the first rules of content marketing:



The best content doesn't win.

The best promoted content wins.

This is a guide for content promotion, complete with 76 specific content promotion activities. Together, they are a checklist for driving traffic to blog articles.

Thank you.

Reach out anytime.



Andy Crestodina

Co-founder / CMO

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andy@orbitmedia.com



 Orbit Media Studios