

Our Webinar Will Begin Shortly



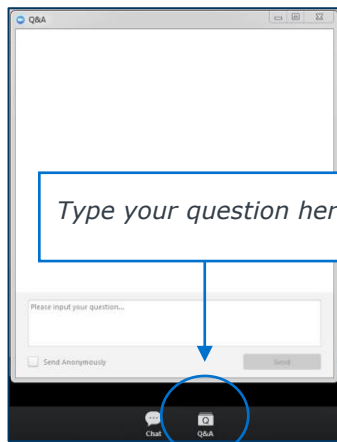
While You Wait...Using Zoom

Connecting to Audio



Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.



EAB

Making Sense of .EDU Analytics with GA4

Frameworks, Use Cases and Reporting for Higher Education
Websites in Google Analytics 4

Today's Presenters



Sean Tivnan

Senior Director, Digital Agency



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Director, Marketing Analytics





Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to
accelerate progress and enable lasting change.

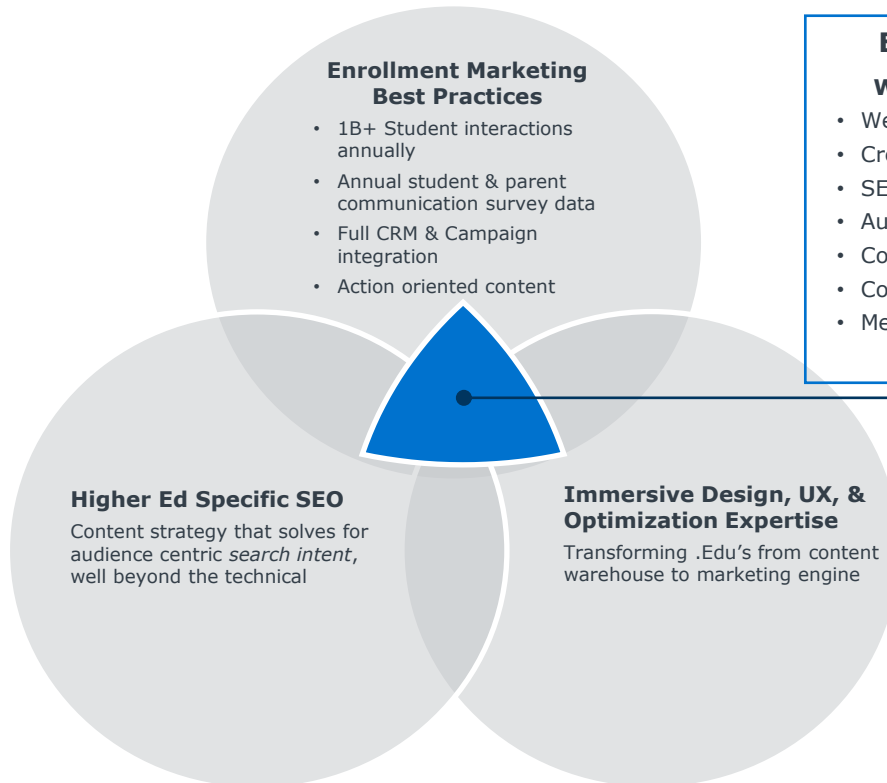
95%+ of our partners return to us year after year
because of results we achieve, together.

EAB Agency Services – .Edu Specialists



5

Data Driven, Evidence Based, & Research Backed .Edu Design



EAB Agency

What Do We Do?

- Web Strategy & Design
- Creative Direction
- SEO & SEM
- Audience Research
- Copywriting
- Content Production
- Media Capture



Introduction: What is GA4?

SECTION

1

GA4: The Latest Version of Google Analytics

Measure Engagement Across Websites, Apps, and Connected Devices

GA4 is built on an **event-based data model**, which means that it tracks user interactions with your digital properties as events.

This makes it **easier to understand how users are interacting with your website** and to measure the impact of your marketing campaigns.

Existing events	
Event name ↑	Count
click	41,437
file_download	3,312
first_visit	26,171
page_view	176,279

Events

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 🔍 Site search ▶️ Video engagement 📄 File downloads [Show less](#) ⚙️

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

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

Measurement Protocol API secrets ➤
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

New GA4 Features

A More Powerful Tool Than Universal Analytics



Cross-platform tracking

GA4 can **track users across your website, apps, and connected devices**, giving you a more complete view of their behavior. In Universal Analytics (UA) this must be done via Google Tag Manager (GTM).



Privacy-first measurement

GA4 is designed to be **privacy-friendly**, so you can continue to measure your users' behavior without compromising their privacy.



Machine learning

GA4 uses **machine learning to surface insights** and recommendations that can help you improve your marketing campaigns.





How to Use GA4 to Track and Measure the Performance of your .edu

SECTION

2

Starting with the End in Mind: Steps for Building Effective Reports

Repeatable Activities and Approach



▶ **Creating Segments:**

Define and Prioritize .EDU Audiences

- Prospective Students
- Current Students
- Alumni and Graduates
- Families of Students
- Business and Communities
- Faculty and Researchers

▶ **Questions to consider:**

- What groups of visitors are important?
- What visitor behavior is desirable?
- What traffic source was Marketing focused on?
- Who are we trying to attract?
- What on our site is important—according to us?

Example: Putting Your Objectives Into Practice



1. Business Objectives	2. Goals	3. KPIs	4. Target	5. Segment
Increase Number of Leads	Increase the number of leads generated from organic traffic .	Leads generated by organic traffic	200 Leads	Users who have submitted an application and came in from organic search
	Increase the number of leads generated from email marketing .	Leads generated by email marketing	300 Leads	Users who have submitted an application and came in through an email campaign
	Increase the number of leads generated from paid advertising .	Leads generated by paid advertising	100 Leads	Users who submitted an application and came in through paid advertising

Specific goals, KPIs, and targets will vary depending on your specific marketing goals.



Getting Started in GA4

SECTION

3

What Does This have to do With GA4?

GA4 is a **more data-driven platform** than its predecessor, allowing you to collect more data and track more metrics.

'If you don't know where you're going, any road will take you there.'

When dealing with databases or platforms like Google Analytics, **not having a reporting plan in place can be problematic.**

The exploration reports can be used for deeper analysis and data exploration.

The image shows two side-by-side screenshots of the Google Analytics interface. The left screenshot shows the 'Reports snapshot' view with a 'Business objectives' section containing a list of goals: 'Generate leads', 'Drive online sales', 'Raise brand awareness', and 'Examine user behavior'. The right screenshot shows the 'Realtime' view with a 'Life cycle' section containing a list of stages: 'Acquisition', 'Engagement', 'Monetization', and 'Retention'. A yellow arrow points from the 'Business objectives' section to the 'Pre-built reports' text box.

Pre-built reports can be used to get started quickly and get an overview of how your website is performing.

The image shows the 'Explorations' section of the Google Analytics interface. It features a 'Start a new exploration' button and a 'Template gallery' link. Below these are four exploration templates: 'Blank' (Create a new exploration), 'Free form' (What insights can you uncover with custom charts and tables?), 'Funnel exploration' (What user journeys can you analyze, segment, and breakdown with multi-step funnels?), and 'Path exploration' (What user journeys can you uncover with tree graphs?).

Using GA4 to Unveil User Trends

Tracking, Measuring, and Evaluating User Behavior

GA4 Lifecycle Collection:

1. Acquisition Report


Reveals the effectiveness of your marketing efforts in attracting new users to your website.

2. Engagement Report

Compares engagement metrics over time, providing insight into which pages people are visiting


3. Monetization Report

Summarizes website revenue data and identifies if ads or promotions are bringing in new users. Not commonly used in our case.



These reports can be a great way to get started with your analysis, as they provide a comprehensive overview of your data.

Aim to analyze trends from the perspectives of acquisition, behavior, and outcomes.



Acquisition evaluates how users discover your .edu domain, behavior examines their interactions, and outcomes gauge the results of these interactions.

Acquisition: Monitor the number of users arriving at the .edu and their sources.

Behavior: Analyze factors such as user engagement and time on page.

Outcomes: Observe how many users take desired actions.

Increasing Engagement for Optimized Reporting



Targeted .edu Content Strategy (TECS) Solution Provides a Roadmap To...

DRIVE

Search engine visibility and SEO performance of your most enrollment-critical pages

- *SEO Audit*
- *Technical Error Guide & Workbook*
- *Keyword Research*



ENGAGE

and impress users who arrive on your .edu

- *Content Assessment & User Behavior Flows*
- *Visual Content Briefs*
- *Interactive Web Content (IWC)*



CAPTURE

Users while they are engaged and motivated

- *On-Page Lead Generation Forms*
- *Conversational Inquiry Form (IWC)*
- *Institutional CRM Integration*

Commitment To Exceeding Goals & KPIs

Increased organic traffic, raised engagement rates, and an expanded inquiry funnel of right-fit prospective students.

Our partners have enjoyed double-digit growth through EAB's application of best practice, audience insights, and brand-building content strategies.

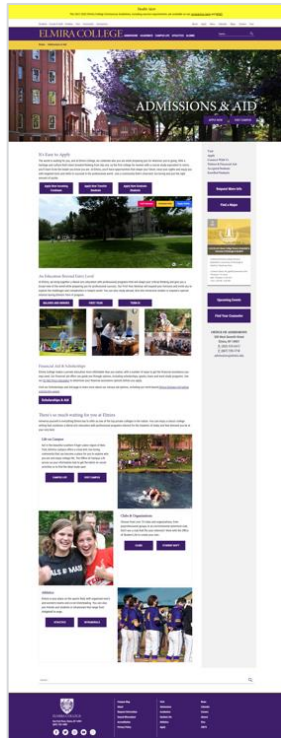
Targeted .edu Content Strategy Case Studies



Before:



After:



Results driven by EAB's updated content strategy:

+39%

New Organic Users to Admissions & Aid Page

+81%

New Organic Users to Student Life Page

-29%

Bounce Rate on Academics Page

+50%

Average Session Time on Residence Halls Page

Before:



After:



Results driven by EAB's updated content strategy:

+61%

New Organic Users to Visit Page

+39%

Keyword Ranking for Homepage

-24%

Bounce Rate

+26%

Average time spent on site



Bringing It All Together: Reporting in GA4

SECTION

4

Bringing It All Together: Reporting in GA4

City & State		Segment	Organic + App	Ads + App	Email + App	Totals
City	Region	Active users	Active users	Active users	Active users	
Totals		7,119 92.05% of total	4,666 60.33% of total	1,134 14.66% of total	7,734 100% of total	
1	New York	New York	2,871	1,929	130	2,890
2	Secaucus	New Jersey	288	289	10	302
3	Newark	New Jersey	182	167	3	182
4	Ashburn	Virginia	180	22	75	181
5	Columbus	Ohio	138	1	135	138
6	Philadelphia	Pennsylvania	119	60	12	120
7	North Bergen	New Jersey	81	78	1	81
8	Clifton	New Jersey	65	63	1	66
9	Lagos	Lagos	0	101	6	
10	Boston	Massachusetts	58	12	14	
11	Paterson	New Jersey	37	35	0	
12	Washington	District of Columbia	41	10	18	
13	Edison	New Jersey	35	28	3	
14	Los Angeles	California	44	4	16	
15	Jersey City	New Jersey	34	26	2	
16	Brentwood	New York	31	28	0	
17	Mumbai	Maharashtra	0	34	25	

Question to Answer

- What are the most popular cities for active users?
- Are there any trends in the data?
- Are there any ways to improve marketing campaigns?

Bringing It All Together: Machine Learning

Insights & recommendations

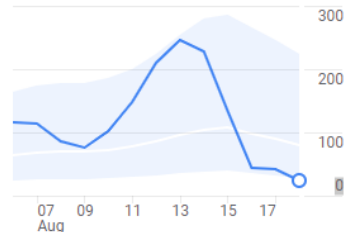
INSIGHT

Users dropped

On August 18, 2023

We forecasted that users would be between 28 and 224. Your actual users of 25 were less than this range.

Users



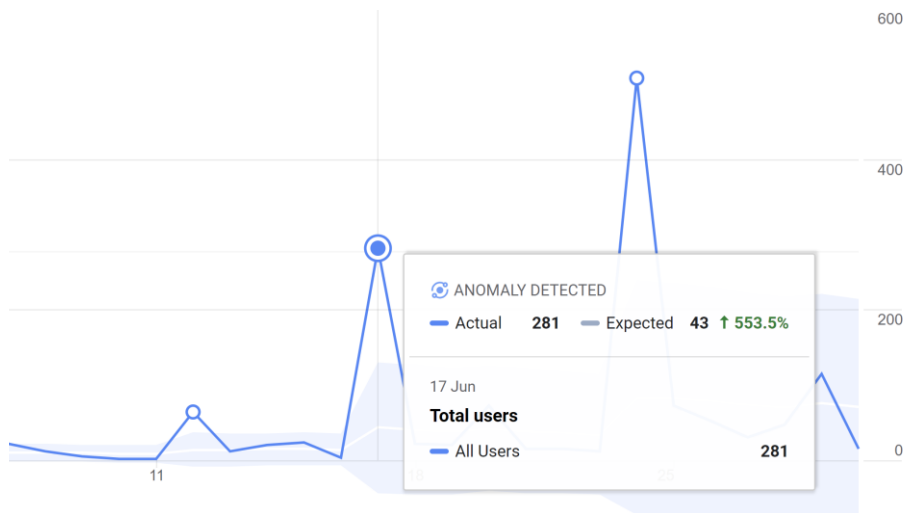
Anomaly Expected value

— Users

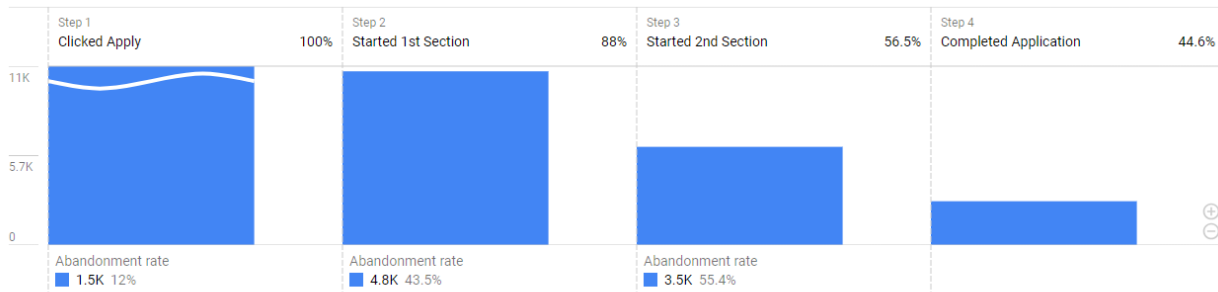
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Anomalies Expected value

Anomaly detection is a type of machine learning that identifies unusual or unexpected patterns in data.



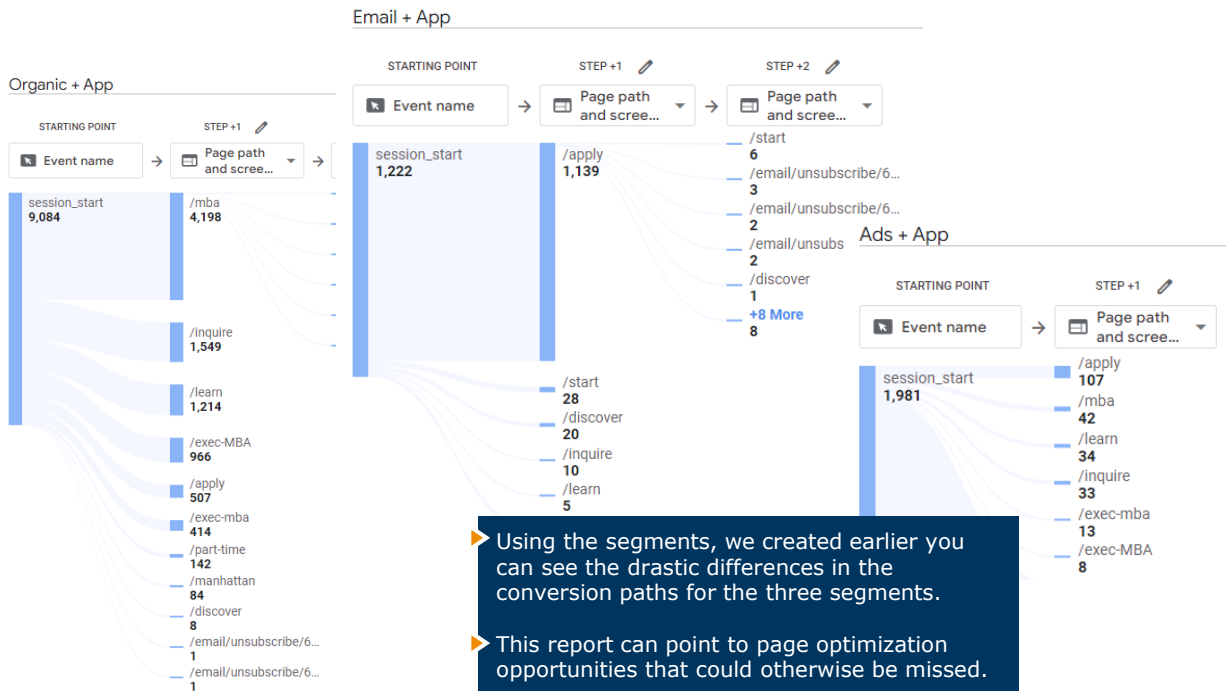
Bringing It All Together: Reporting in GA4



Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Clicked Apply	12,674 (100.0%)	88.0%	1,524	12.0%
2. Started 1st Section	11,150 (88.0%)	56.5%	4,847	43.5%
3. Started 2nd Section	6,303 (49.7%)	44.6%	3,490	55.4%
4. Completed Application	2,813 (22.2%)	-	-	-

- ▶ From this report, we discern a noticeable concern in the transition between the 1st and 2nd sections of the application.
- ▶ The subsequent step involves identifying and addressing the root cause of this issue.

Bringing It All Together: Reporting in GA4





Lack of Data Integration

Many colleges and universities use a variety of different digital tools, each of which collects its own data.



This can make it difficult to get a complete view of student engagement and other key metrics.



Data Silos

Data silos occur when data is collected in different systems that **cannot communicate** with each other.



This can make it difficult to share data across departments and make informed decisions.



Lack of Expertise

Many colleges and universities do not have the in-house expertise to manage their digital tracking and reporting efforts.



This can lead to challenges in implementing and maintaining effective tracking and reporting systems.

Interested in More?

I'd like to speak with an EAB expert about...

- 1 How EAB helps partner school setup GA4 and SEO optimization dashboards
- 2 How EAB can support an upcoming redesign or content strategy initiative
- 3 Future content on GA4 and Google evolving AI landscape
- 4 Gratis analysis of my schools SEO, UX, and lead generation performance (must be reported to executive audience)

Connect with us!



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