

CLASS #3

DIGITAL MARKETING #3 – GOOGLE ANALYTICS & ADS

— WITH KPI TRACKING —



DATE:

Tuesday, April 28, 2026



TIME:

5:30 PM – 8:30 PM (Zoom)



LOCATION:



zoom

HOST:

JOHN MARINO

@ HITMAN TECHNOLOGIES



AGENDA OVERVIEW

Here's what we'll cover tonight!



WHAT WE'LL COVER TONIGHT

- 1** Welcome Back & Recap
Session 1–2 + Hootsuite Examples
- 2** Google Analytics 4 (GA4) Foundations
Setup, Interface & Key Reports
- 3** KPI Tracking & Behavior Shifts
What matters in 2026 & AI impact
- 4** Break
- 5** Google Ads Basics & Integration
Campaigns, Keywords, SEO + Ads
- 6** Connecting Everything
SEO + Social + Analytics in GA4
- 7** Growing Your Business with SEO – Part 2
Measurement & Turning Data into Growth
- 8** Q&A, Homework & Preview
Next steps & final session preview



BREAK REMINDERS

We'll take 2 ten-minute breaks to recharge and reset!



BREAK #1

6:50 PM – 7:00 PM

Take 10 minutes



BREAK #2

8:10 PM – 8:20 PM

Take 10 minutes



Use break time to stretch, grab a drink, and come back ready to learn!



HANDS-ON + LIVE DEMO



Live walkthroughs in Google Analytics 4



Live demo: Creating a simple Google Ads search campaign



See how SEO, Social, Ads & Analytics all work together



Come ready to participate!
You'll get the most out of tonight by jumping in.



TUESDAY, APRIL 28, 2026



5:30 PM – 8:30 PM (ZOOM)



HOST: JOHN MARINO @ HITMAN TECHNOLOGIES



SESSION 1-2 RECAP

Here's a quick look at what we covered in our first two sessions.



SEO BASICS

- What is SEO and why it matters
- Keywords & search intent
- On-page SEO essentials
- Technical SEO fundamentals
- Local SEO for small business



KEY TAKEAWAY

A strong SEO foundation helps your business get found by the right people at the right time.



SOCIAL MEDIA STRATEGY

- Choosing the right platforms
- Audience research & targeting
- Content pillars & themes
- Engagement best practices
- Using tools like Hootsuite



KEY TAKEAWAY

A clear strategy attracts your audience and builds real connections.



CONTENT CONSISTENCY

- Why consistency drives results
- Building a content calendar
- Content types that perform
- Repurposing content effectively
- Tracking & measuring success



KEY TAKEAWAY

Consistent, valuable content keeps your brand top-of-mind and builds trust over time.



TUESDAY, APRIL 28, 2026
5:30 PM – 8:30 PM (zoom)



RECAP. REFLECT. BUILD.
Building on our foundation
for bigger results!



WE'RE BUILDING YOUR
DIGITAL GROWTH TOGETHER.





STUDENT SPOTLIGHT

HOOTSUITE CALENDARS

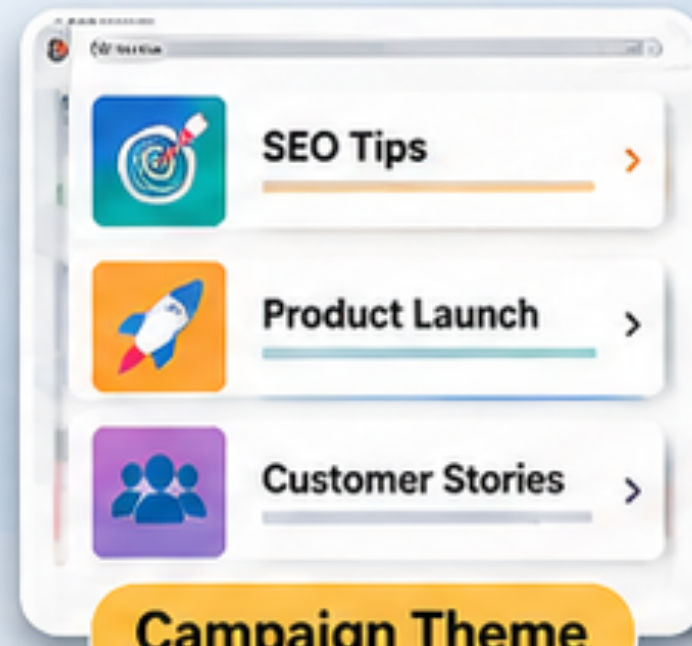
Great work from Sessions 1–2! Here are a few examples of your content calendars in action.



Weekly View



Monthly Overview



Campaign Theme



What Worked Well



Consistent posting schedule



Clear content themes & topics



Audience engagement focus



Mix of educational & promotional

Quick Feedback Themes

- ✓ Strong use of visuals & branding
- ✓ Great mix of evergreen & timely content
- ✓ More CTAs to drive engagement
- ✓ Use UTM tags to track in GA4

Keep Building!



Refine your posting cadence



Track performance in Hootsuite Analytics



Align content with KPIs



KEY TAKEAWAYS

from Students

Here are the biggest lessons and wins you've shared from Sessions 1–2.



1. CONSISTENCY > PERFECTION

- Showing up regularly builds trust.
- Progress over perfection.
- Small, consistent actions drive big results.

“ I realized that posting consistently, even if it's not perfect, is what keeps my audience engaged.

– Student



2. CONTENT THEMES EMERGING

- Students are identifying their core topics.
- Content pillars are taking shape.
- Niche clarity is improving.

“ Creating content pillars helped me stay focused and gave my posts a clear direction.

– Student



3. ENGAGEMENT LEARNINGS

- Engagement comes from value and authenticity.
- Asking questions and using CTAs works.
- Community interaction builds loyalty.

“ When I ask questions and respond to comments, I see way more engagement!

– Student



YOU'RE MAKING GREAT PROGRESS!

Keep showing up, keep learning, and keep building.



You've got the strategy.

Now it's time to scale it.





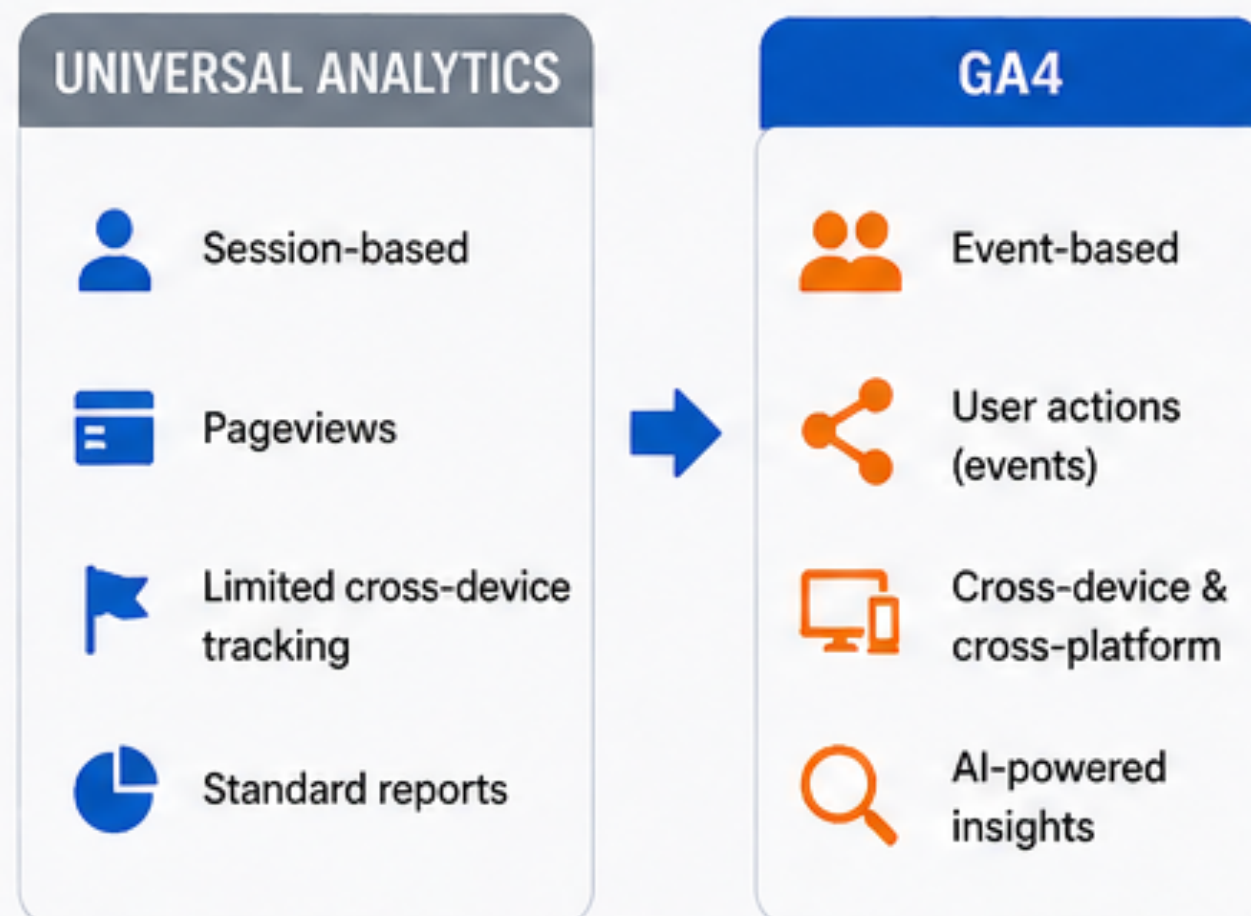
WHAT IS GOOGLE ANALYTICS 4 (GA4)?



The next generation of analytics—built for today’s digital world.

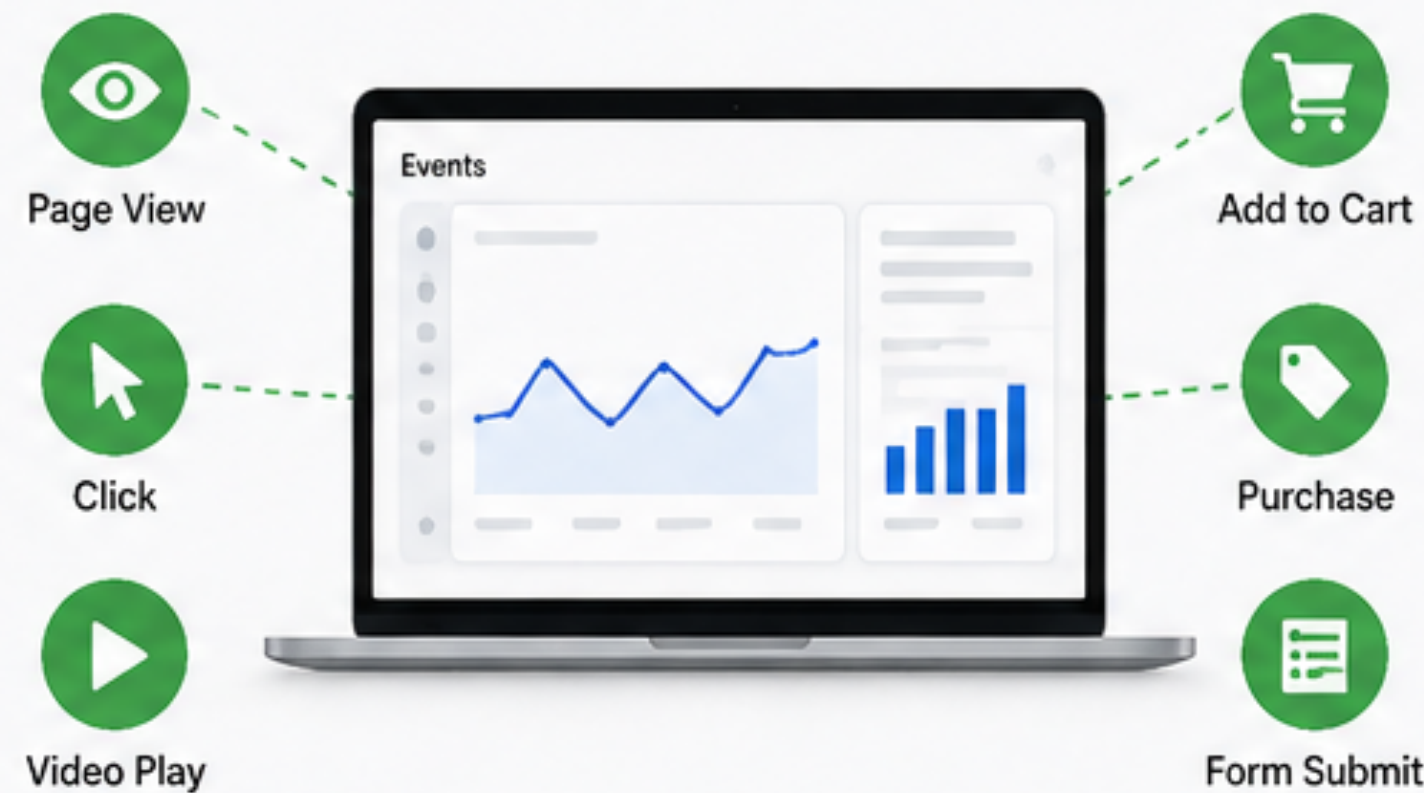
1 SHIFT FROM UNIVERSAL ANALYTICS

GA4 is a complete redesign of how data is collected and reported.



2 EVENT-BASED TRACKING

GA4 tracks user interactions as events—not just pageviews.



Every interaction tells a story. GA4 captures the moments that matter.

3 WHY IT MATTERS IN 2026

GA4 is built for privacy, AI, and the future of digital marketing.

- Privacy-first by design**
Cookieless measurement and stronger data controls.
- AI-powered insights**
Smarter predictions and automation to drive better decisions.
- Complete customer understanding**
Unify data from websites, apps, and offline sources.
- Future-ready measurement**
Built to adapt to changing behavior, channels, and technologies.



GA4 helps you move from collecting data to understanding people—so you can drive **real results**.



SETTING UP GA4

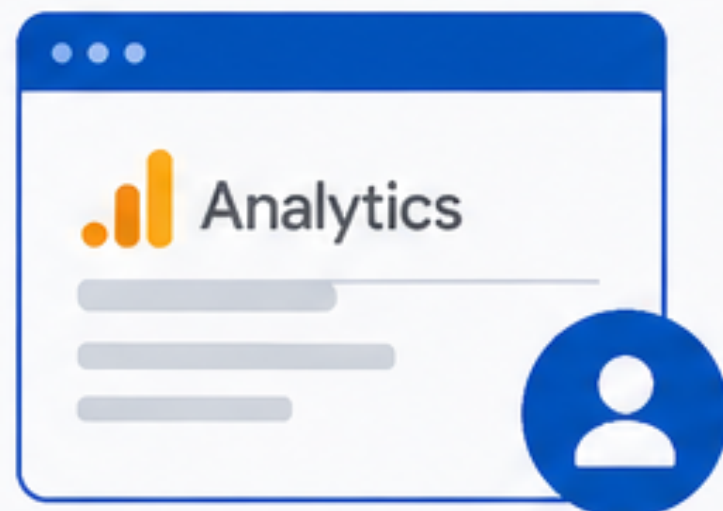
Get started in three simple steps.

Account → Property → Data Stream

1

ACCOUNT

Create or use your Google Analytics account.

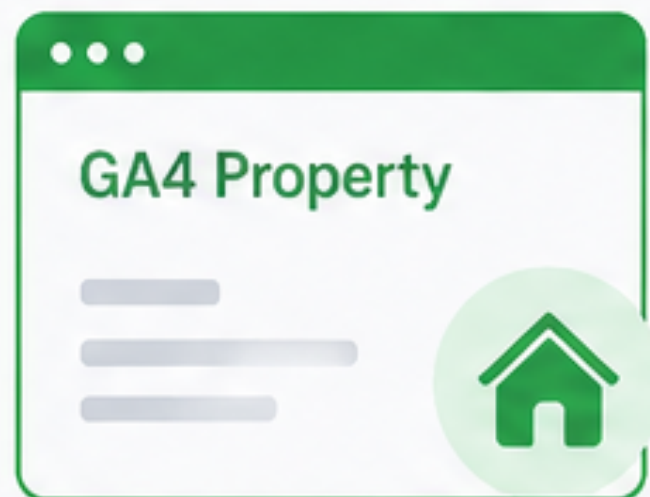


✓ One account can manage multiple properties.

2

PROPERTY

Create a GA4 property for your business or website.

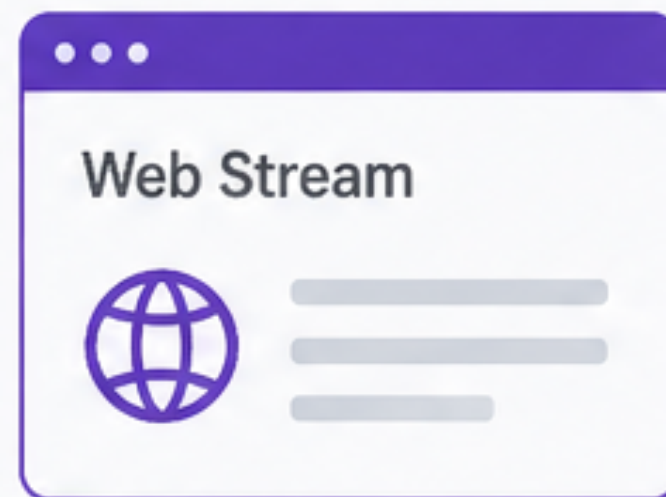


✓ A property holds your data, reports, and settings.

3

DATA STREAM

Add a data stream to collect data from your website.



✓ Data streams tell GA4 where to collect data (website, app, etc.).

WEBSITE CONNECTION BASICS



1. Add your website URL

Enter your website URL and stream name.



2. Install the GA4 tag

Add the global site tag (gtag.js) to your website's <head> section or use Google Tag Manager.



3. Verify data is flowing

Check real-time reports to confirm your website is sending data.



4. You're ready!

You're all set to start exploring your data in GA4.



TIP: Use a clear naming convention for your property and data stream so your reports stay organized as you grow.

Example:

Property: Hitman Technologies – Website
Data Stream: HitmanTech.com – Web



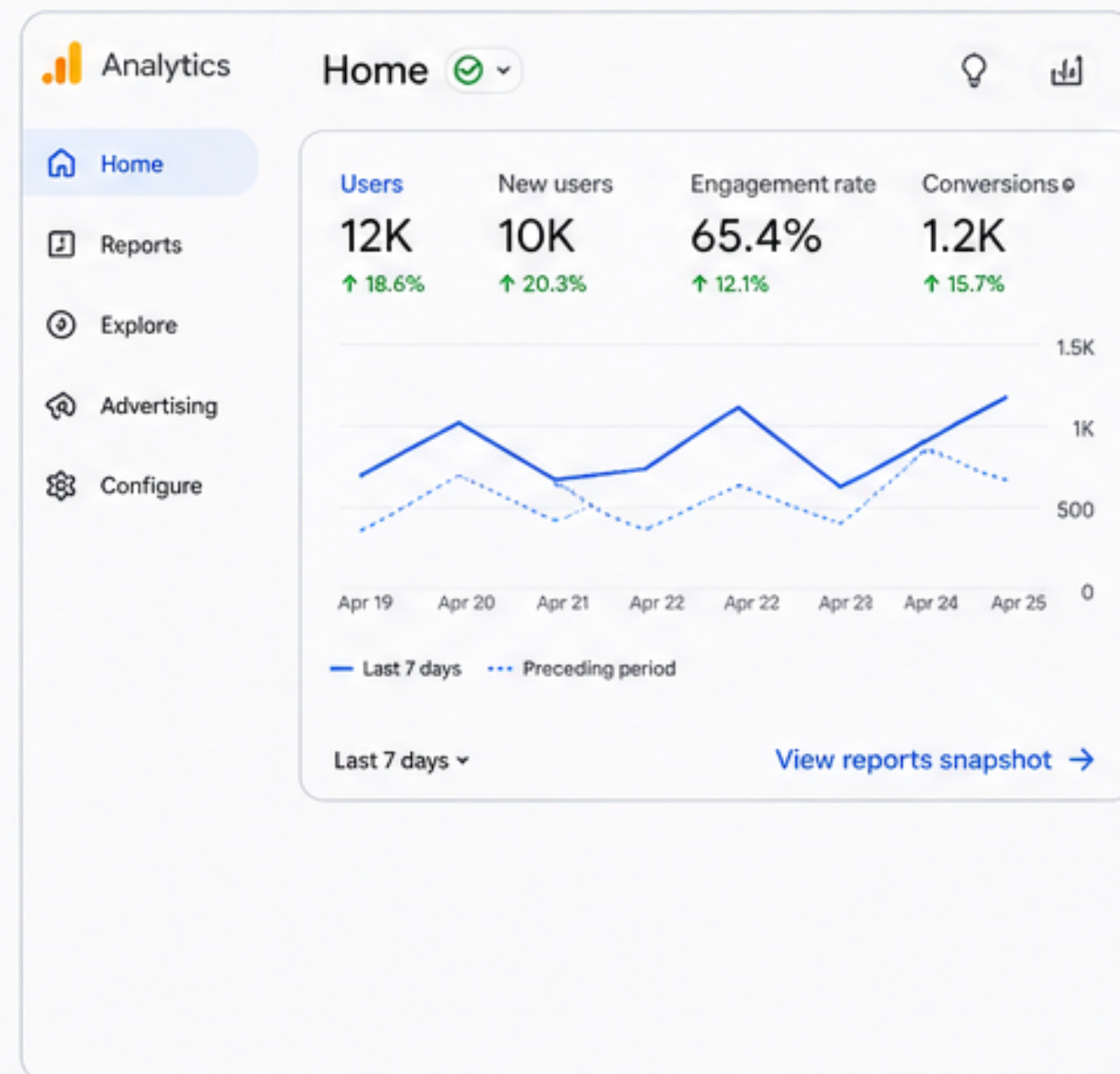
GA4 is built for the future. Set it up right today to unlock better insights tomorrow.



GA4 INTERFACE OVERVIEW

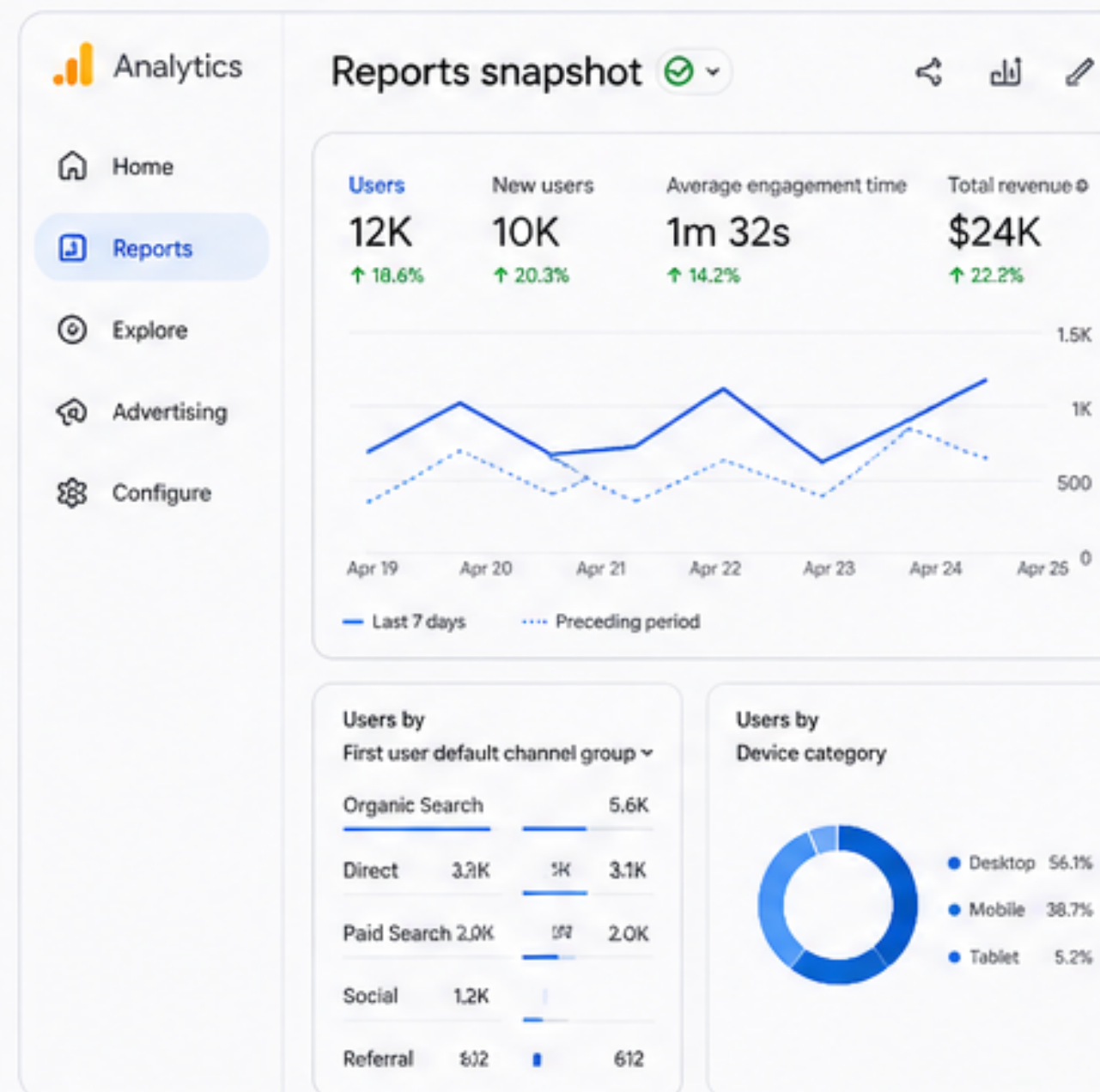
Three key areas you'll use every day to understand your data and grow your business.

1 HOME DASHBOARD
Your starting point for key insights at a glance.



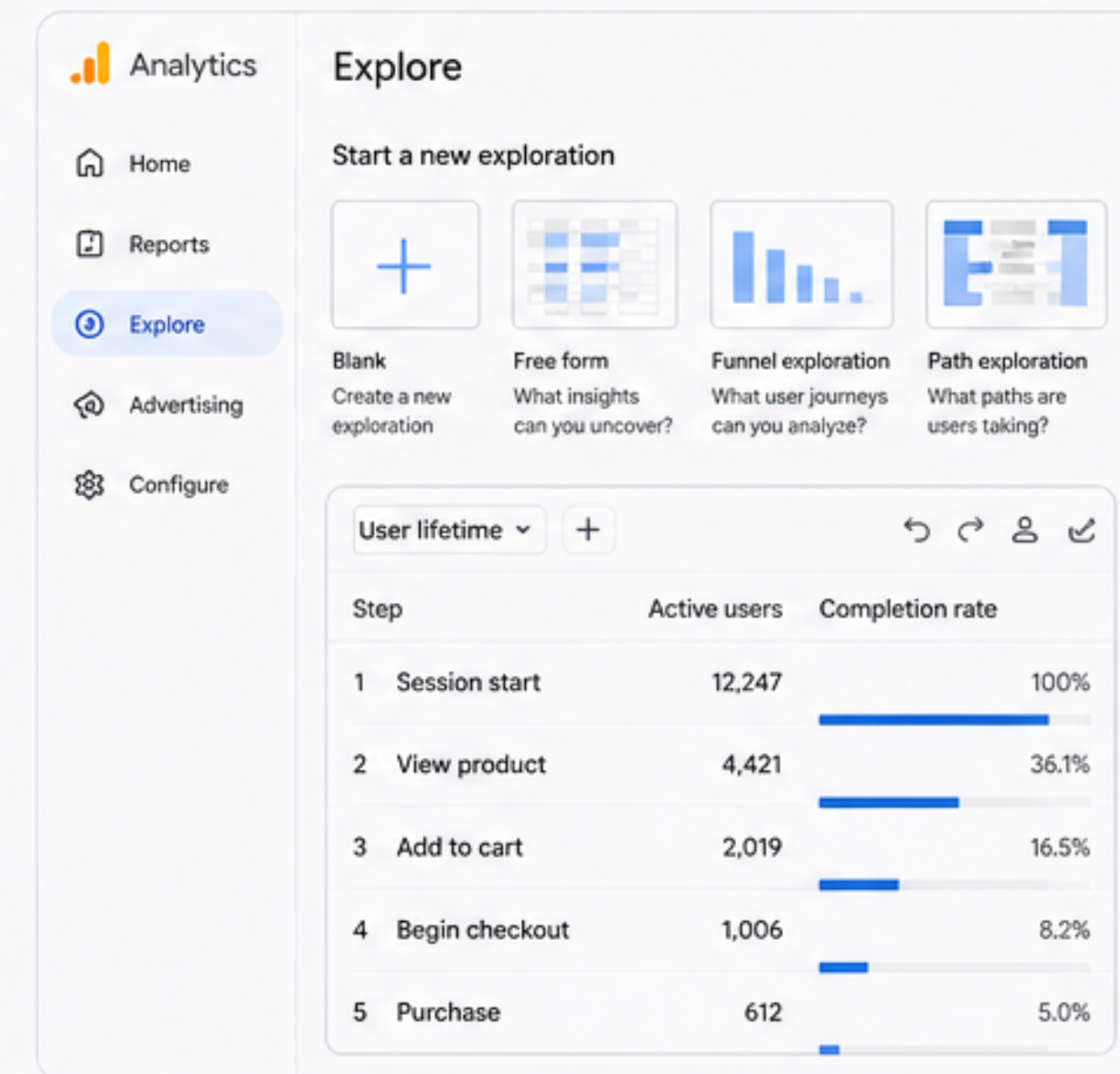
See your top metrics, recent trends, and important alerts in one place.

2 REPORTS SNAPSHOT
Pre-built reports that show how users find and interact with your site.



Dive into acquisition, engagement, monetization, and retention reports.

3 EXPLORE TAB
Build custom reports and dig deeper into your data.



Create custom segments, funnels, paths, and advanced visualizations.



Tip: Start simple with Home and Reports Snapshot. Use Explore when you're ready to ask deeper questions and customize your analysis.

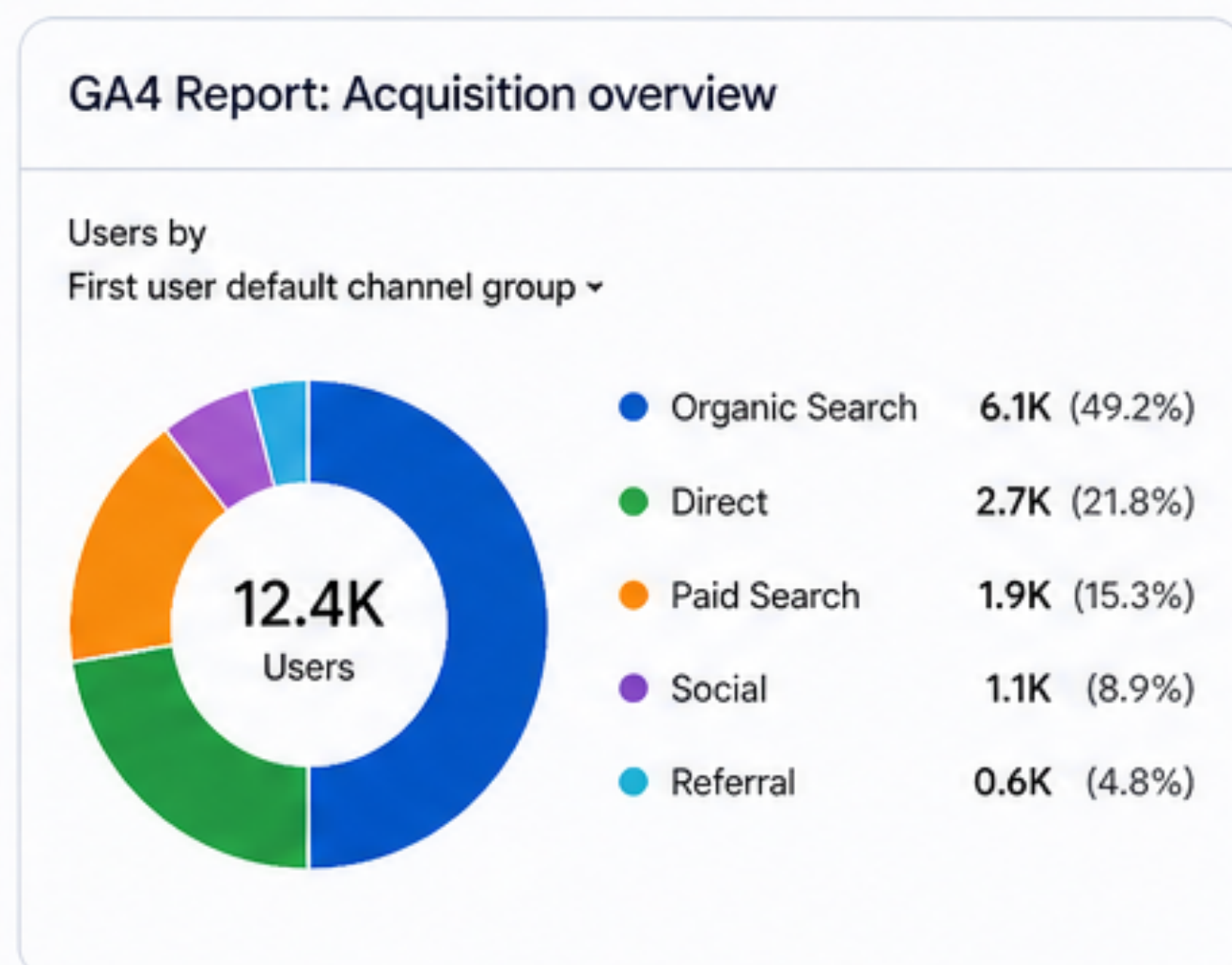


KEY REPORTS EVERYONE MUST KNOW

These three report areas give you the full picture of how people find you, interact with you, and take action.

1 ACQUISITION

Find out where your visitors come from.

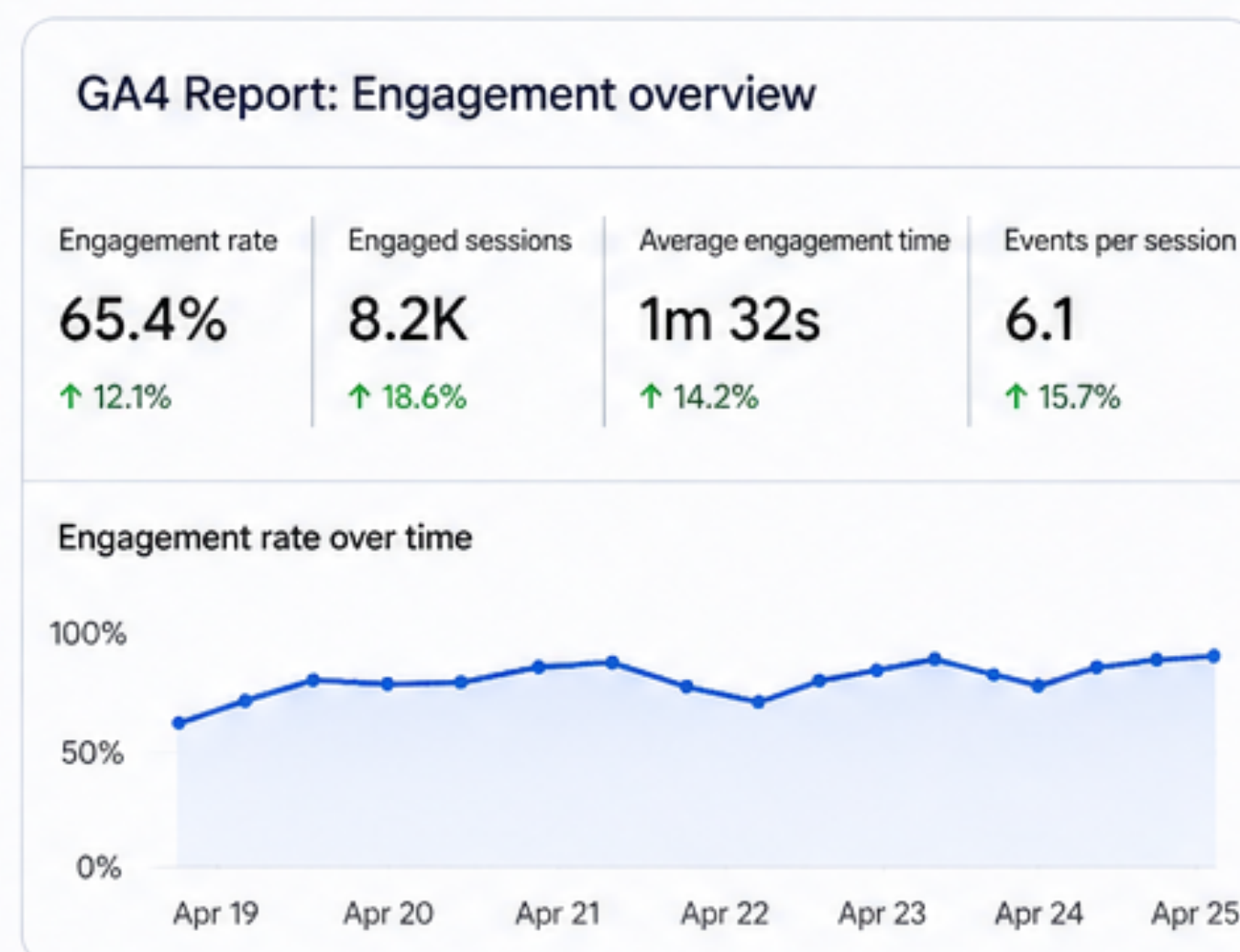


Why it matters:

Know which channels drive the most quality traffic and where to focus your efforts.

2 ENGAGEMENT

Understand how users interact with your content.

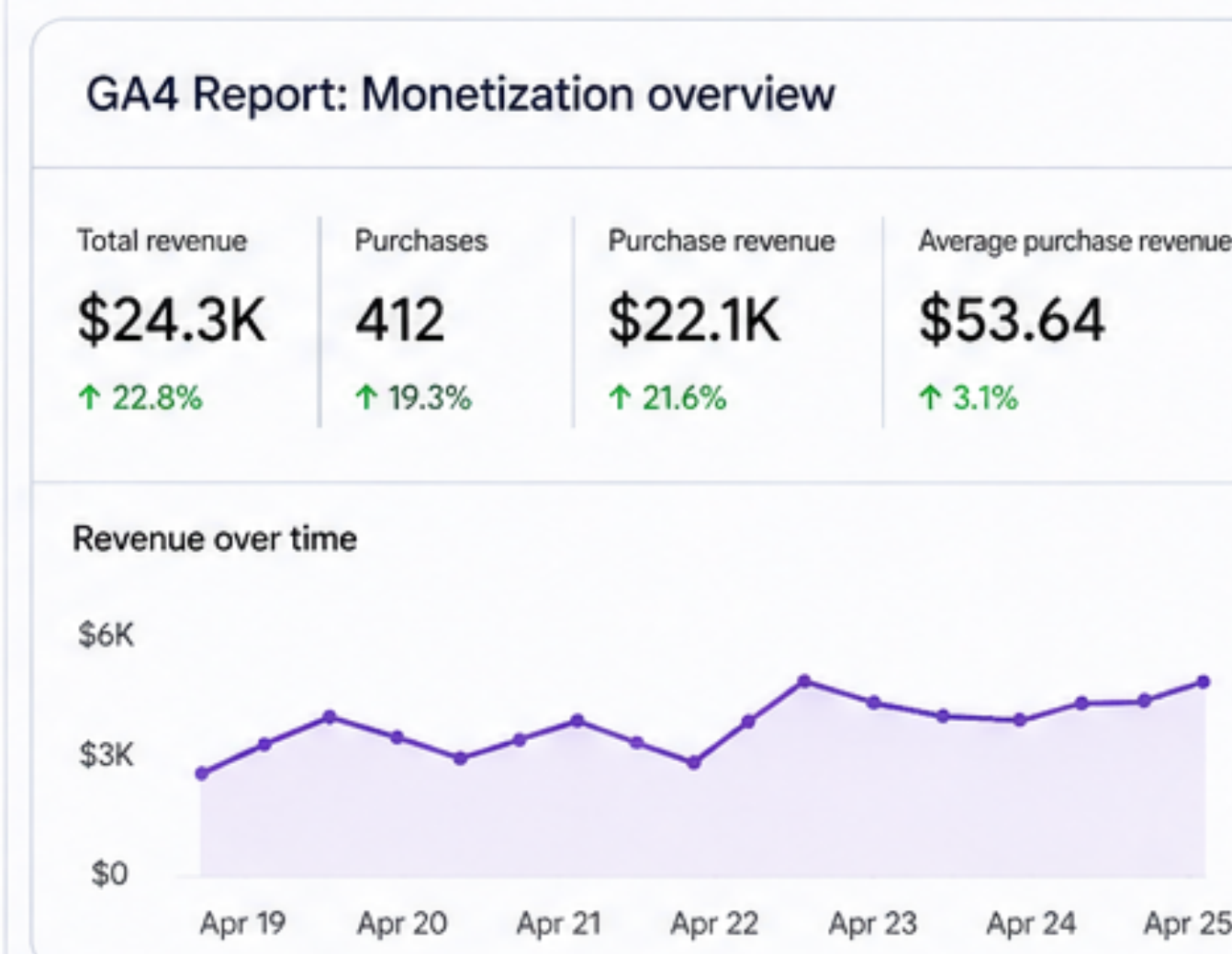


Why it matters:

See how engaged users are with your site and which content keeps them interested.

3 MONETIZATION (IF APPLICABLE)

Track how your business makes revenue.



Why it matters:

Measure the impact of your marketing on revenue and business growth.



Pro Tip: Use these reports together to understand the full customer journey: Attract (Acquisition) → Engage (Engagement) → Convert (Monetization).





TRAFFIC SOURCES BREAKDOWN

Understand where your visitors come from so you can invest in what works.



1. ORGANIC SEARCH

Visitors who find you through unpaid search engine results (e.g., Google).



2. PAID SEARCH

Visitors who come from paid ads on search engines (e.g., Google Ads).



3. SOCIAL

Visitors who come from social media platforms (e.g., Facebook, LinkedIn).



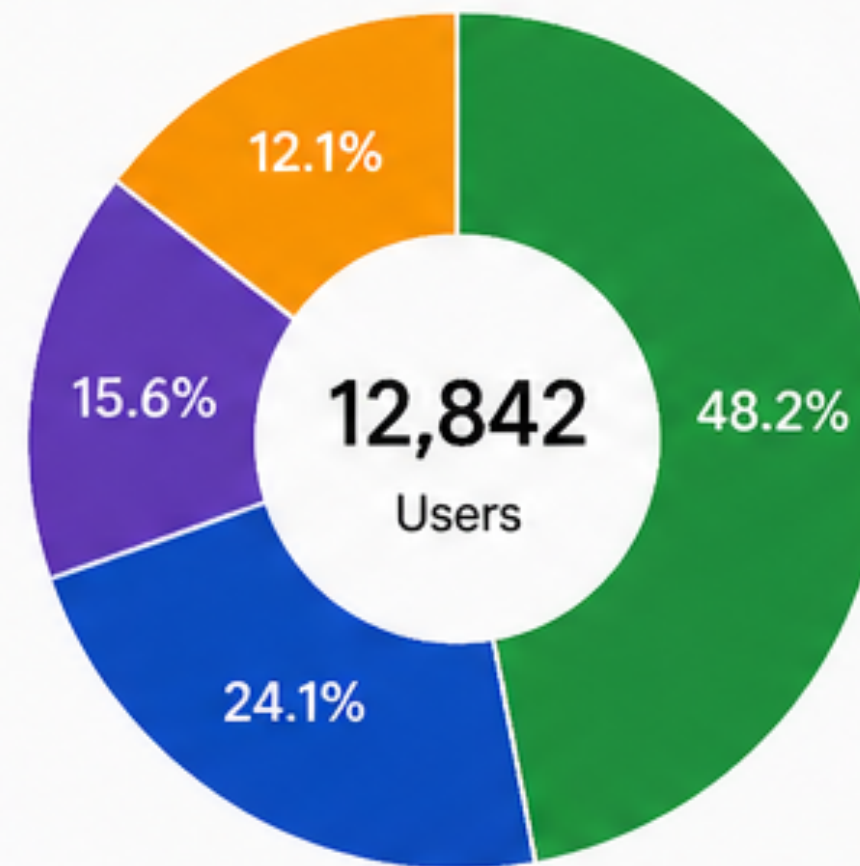
4. DIRECT

Visitors who type your URL directly or use bookmarks.

GA4 Report: Traffic acquisition

Apr 19 – Apr 25, 2026

Users by Session default channel group ▾



- Organic Search
- Paid Search
- Social
- Direct

	Users	Sessions
Organic Search	6,184	7,912
Paid Search	3,093	3,987
Social	2,004	2,682
Direct	1,561	1,985

Engaged sessions
8,213
↑ 18.6%
vs Apr 12 – Apr 18

Engagement rate
63.7%
↑ 12.3%
vs Apr 12 – Apr 18

Avg. engagement time
1m 28s
↑ 14.1%
vs Apr 12 – Apr 18

Conversions
1,247
↑ 21.4%
vs Apr 12 – Apr 18



TIP: Focus on growing high-quality traffic from Organic Search and Paid Search, while building brand awareness through Social and Direct channels.










CONVERSION TRACKING BASICS

Track the actions that matter so you can measure success and grow your business.




1. WHAT IS A CONVERSION?

A conversion is a meaningful action a user takes on your website or app that moves your business forward.

Examples of conversions:

- 
Purchase
 (eCommerce)
- 
Sign-up
 (Newsletter or Account)
- 
Form Submission
 (Contact Form, Quote Request)
- 
Phone Call
 (Click-to-call or Call Tracking)
- 
Download
 (eBook, PDF, Resource)

Why it matters:

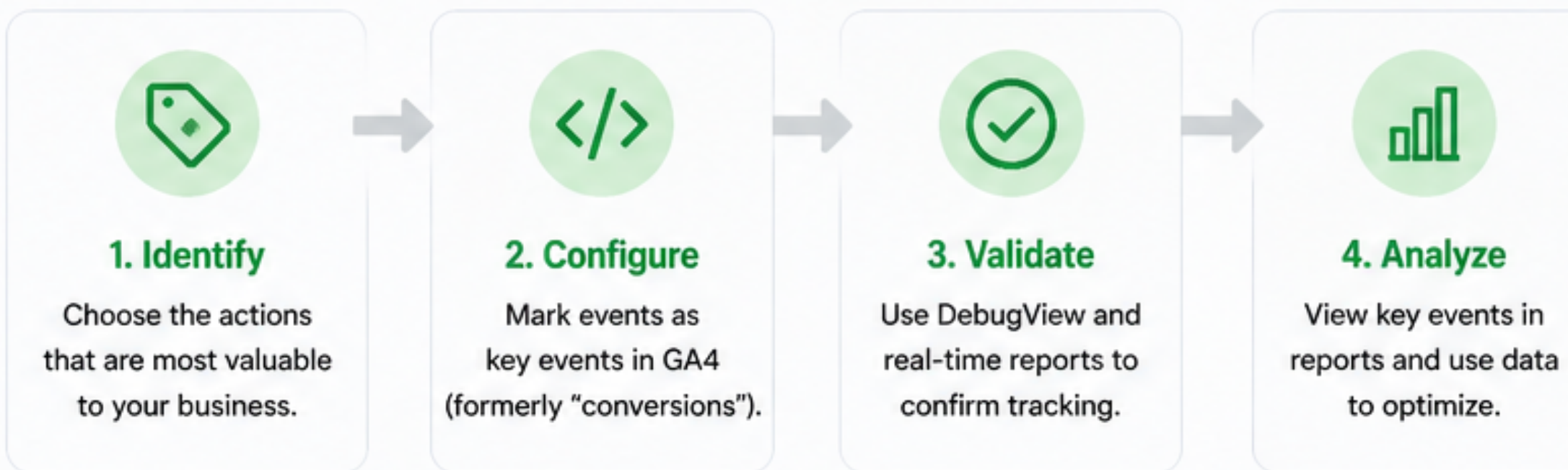
-  Know what actions drive real business value
-  Optimize your marketing for better results
-  Report on what truly impacts your goals

TIP: Focus on a few high-impact conversions that align with your business goals.








2. SETTING KEY EVENTS (CONVERSIONS) IN GA4

Key events in GA4 track the actions that matter most to your business.




Where to set key events in GA4

-  Home
-  Reports
-  Explore
-  Advertising
-  Configure

Admin > Events > Mark as key event

Mark important events as key events to start measuring conversions.

Event name	Count	Mark as key event ?
purchase	1,245	<input checked="" type="checkbox"/>
generate_lead	892	<input checked="" type="checkbox"/>
form_submit	612	<input checked="" type="checkbox"/>
click_phone	543	<input type="checkbox"/>
file_download	381	<input type="checkbox"/>

 Track what matters. Optimize what works. Grow with confidence.





ENGAGEMENT METRICS

Measure how users interact with your content and experience.



1. ENGAGEMENT RATE

The percentage of sessions that were engaged.

GA4 Report: Engagement overview

Engagement rate

65.4%

↑ 12.1%

vs Apr 12 – Apr 18



A higher engagement rate means more of your sessions were meaningful.



2. AVERAGE ENGAGEMENT TIME

The average amount of time users actively engage with your site.

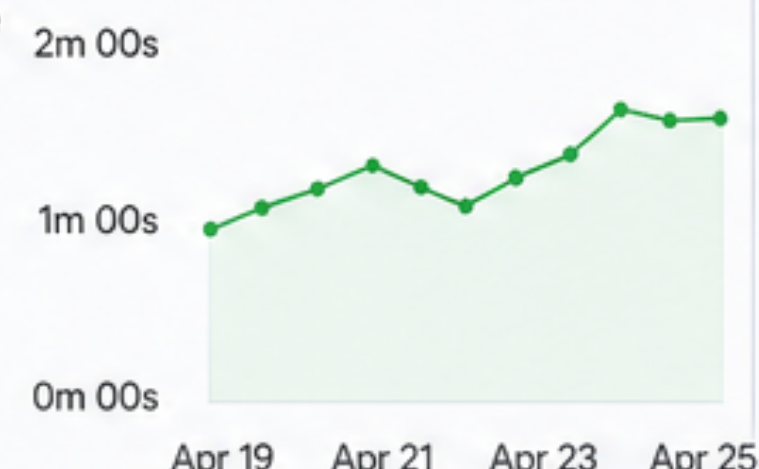
GA4 Report: Engagement overview

Average engagement time

1m 32s

↑ 14.2%

vs Apr 12 – Apr 18



More time spent engaged usually means more valuable content.



3. EVENTS PER SESSION

The average number of key interactions (events) per session.

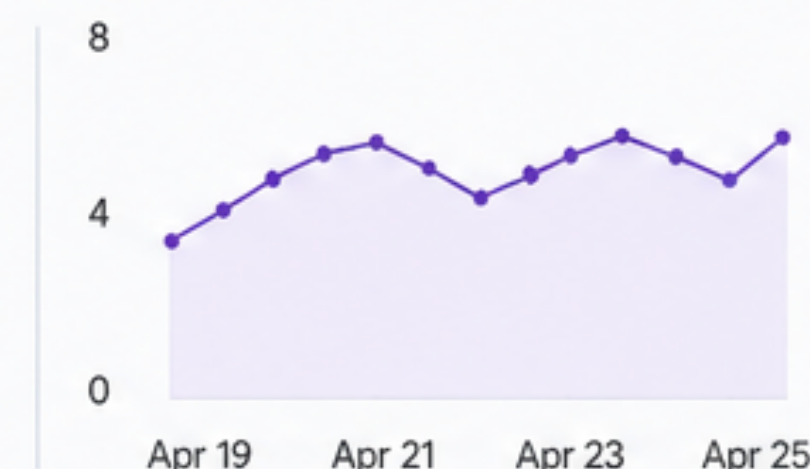
GA4 Report: Engagement overview

Events per session

6.1

↑ 15.7%

vs Apr 12 – Apr 18



More events per session = more interactions and deeper engagement.



WHY IT MATTERS

These metrics help you understand not just how many people visit, but how engaged they are with your content and experience.



Pro Tip: Focus on improving engagement rate and average engagement time to build stronger connections and drive results.



LIVE DEMO

LET'S WALK THROUGH GA4 TOGETHER

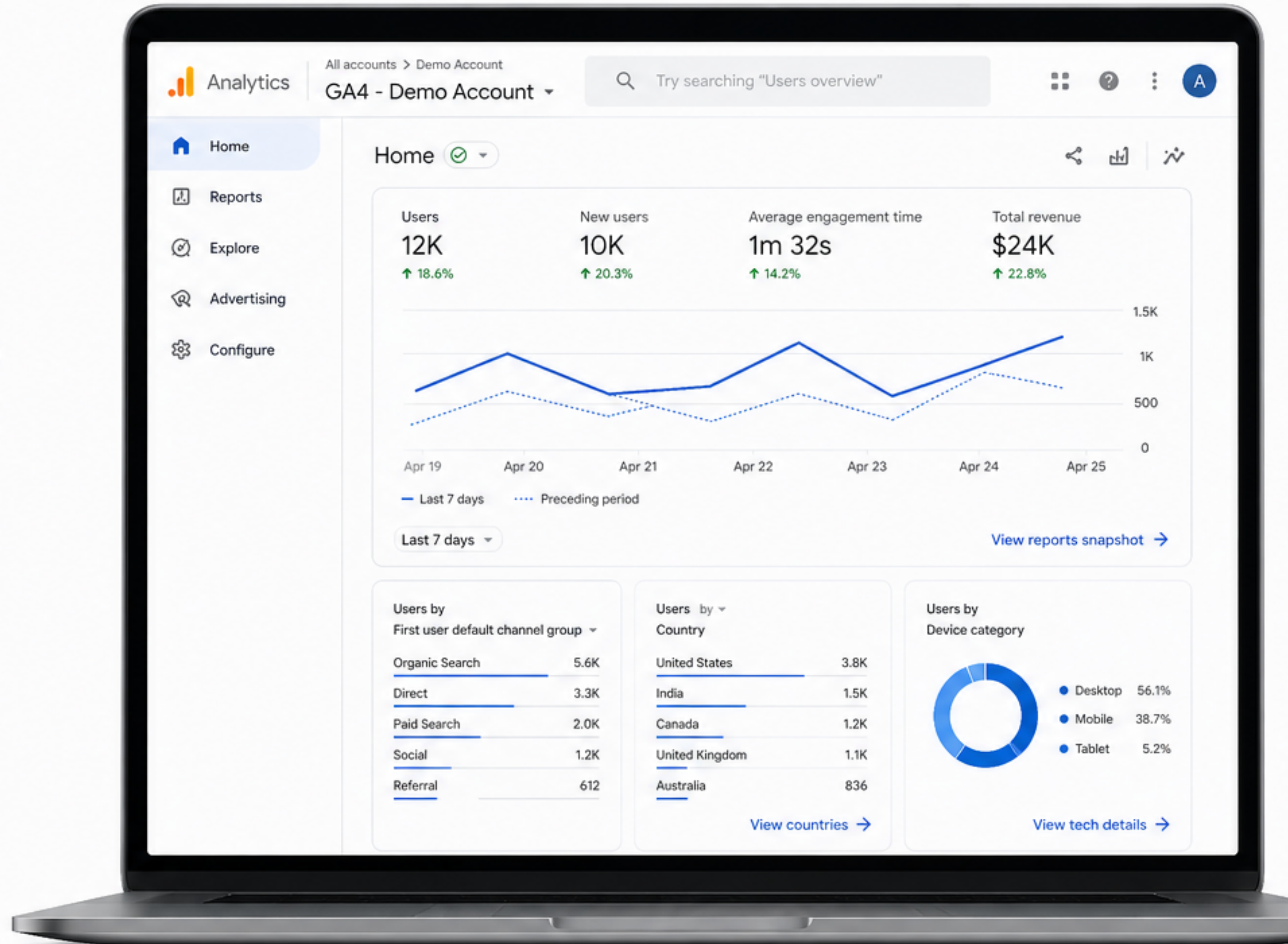


(SWITCH TO SCREEN SHARE)



WE'LL COVER:

- ✓ Navigating the GA4 interface
- ✓ Key reports and insights
- ✓ Finding answers to your questions



Feel free to ask questions along the way!

Let's learn by doing.



WHAT ARE KPIs?

Focus on what truly drives growth and better decisions.



1. DEFINITION

KPIs (Key Performance Indicators) are measurable metrics that show how well you are achieving your business goals.



Tie to Goals

Connected to your business objectives



Measurable

Quantifiable and trackable over time



Actionable

Helps you make better, data-driven decisions



Time-bound

Tracked consistently over a specific period

Examples of Good KPIs



Engagement Rate



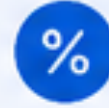
Conversion Rate



Revenue per User



Average Engagement Time



Bounce Rate



2. WHY MOST BUSINESSES TRACK THE WRONG ONES

Many businesses focus on vanity metrics that look good but don't drive real results.

WHAT BUSINESSES OFTEN TRACK

	Page Views	×
	Clicks	×
	Followers / Likes	×
	Impressions	×
	Traffic Volume	×

THE PROBLEM

- ! These are easy to inflate.
- ! They don't show real impact on your business.
- ! They can lead to poor decisions and wasted budget.



THE TAKEAWAY

Focus on KPIs that connect directly to your goals and growth.
Measure what matters, not just what's easy to measure.





KPIs THAT MATTER IN 2026

Focus on metrics that drive sustainable growth and smarter decisions.

01



TRAFFIC QUALITY > QUANTITY

It's not about how many people visit, but how relevant and engaged they are.

- ✓ Focused on engaged sessions
- ✓ Lower bounce rate
- ✓ Higher intent traffic

02



ENGAGEMENT RATE

Measures how actively users interact with your content.

- ✓ Shows content relevance
- ✓ Improves algorithm visibility
- ✓ Builds stronger relationships

03



CONVERSION RATE

The percentage of users who take a desired action.

- ✓ Tracks business outcomes
- ✓ Reflects user trust & value
- ✓ Direct impact on revenue

04



COST PER ACQUISITION (CPA)

Measures how much you spend to acquire one customer or lead.

- ✓ Helps manage ad spend
- ✓ Improves campaign efficiency
- ✓ Maximizes ROI



KEY TAKEAWAY

The best decisions come from the right metrics.
Track what matters. Improve what drives results.



Quality Over
Quantity



Engage &
Build Value



Convert &
Grow



Spend Smart &
Scale Profitably





TRAFFIC QUALITY EXPLAINED

It's not about how many people visit. It's about the right people taking the right actions.



1. BOUNCE VS ENGAGEMENT

Bounce rate only tells part of the story. Engagement shows real interest.

HIGH BOUNCE, LOW ENGAGEMENT

Visitors land and leave without interacting.

Bounce Rate	Avg. Engagement Time	Pages / Session
78%	00:15	1.1



Likely not finding what they need. Low intent. Low value.

LOW BOUNCE, HIGH ENGAGEMENT

Visitors interact, explore, and take action.

Bounce Rate	Avg. Engagement Time	Pages / Session
28%	02:35	3.6



They're engaged and finding value. High intent. High potential.



2. INTENT-BASED TRAFFIC

Traffic quality depends on the intent behind the visit, not just the source.

INTENT TYPE	DESCRIPTION	EXAMPLES	QUALITY
Informational	Looking for information or answers	<ul style="list-style-type: none"> How-tos Guides Blogs 	MEDIUM Builds awareness and trust
Navigational	Looking for a specific brand or site	<ul style="list-style-type: none"> Brand searches Direct traffic Branded keywords 	HIGH Strong intent, high relevance
Transactional	Ready to take action or make a purchase	<ul style="list-style-type: none"> Product pages Pricing pages Checkout pages 	VERY HIGH Highest value, drives revenue
Commercial	Comparing options before deciding	<ul style="list-style-type: none"> Reviews Comparisons Alternatives 	HIGH Strong potential to convert



FOCUS ON QUALITY, NOT JUST QUANTITY

Better traffic = better engagement = better results.



Understand your audience



Optimize for intent, not just reach



Track engagement to measure quality




Quality traffic drives sustainable growth



CONVERSION METRICS

Track the actions that drive real business outcomes.

01




LEADS


Measure interest and new opportunities.


What to track:


- Form submissions
- Contact form completions
- Newsletter sign-ups
- Download or resource requests



Key Metrics:



 Total Leads


 Lead Conversion Rate


 Cost per Lead (CPL)

Example: Someone fills out your contact form to request more information.

02




APPOINTMENTS


Measure scheduled interactions and show-ups.


What to track:


- Appointment bookings
- Consultations scheduled
- Demo requests
- Calls booked



Key Metrics:



 Total Appointments


 Show-up Rate


 Appointment Conversion Rate

Example: A user books a free consultation through your website.

03




SALES


Measure revenue and business growth.

What to track:


- Purchases
- Revenue
- Average order value (AOV)
- Transactions / Orders




Key Metrics:


 Total Revenue


 Conversion Rate



 Average Order Value

Example: A user completes a purchase or pays for your service.



THE TAKEAWAY

Track the full customer journey from interest (Leads) → interaction (Appointments) → conversion (Sales) to understand what drives real growth.



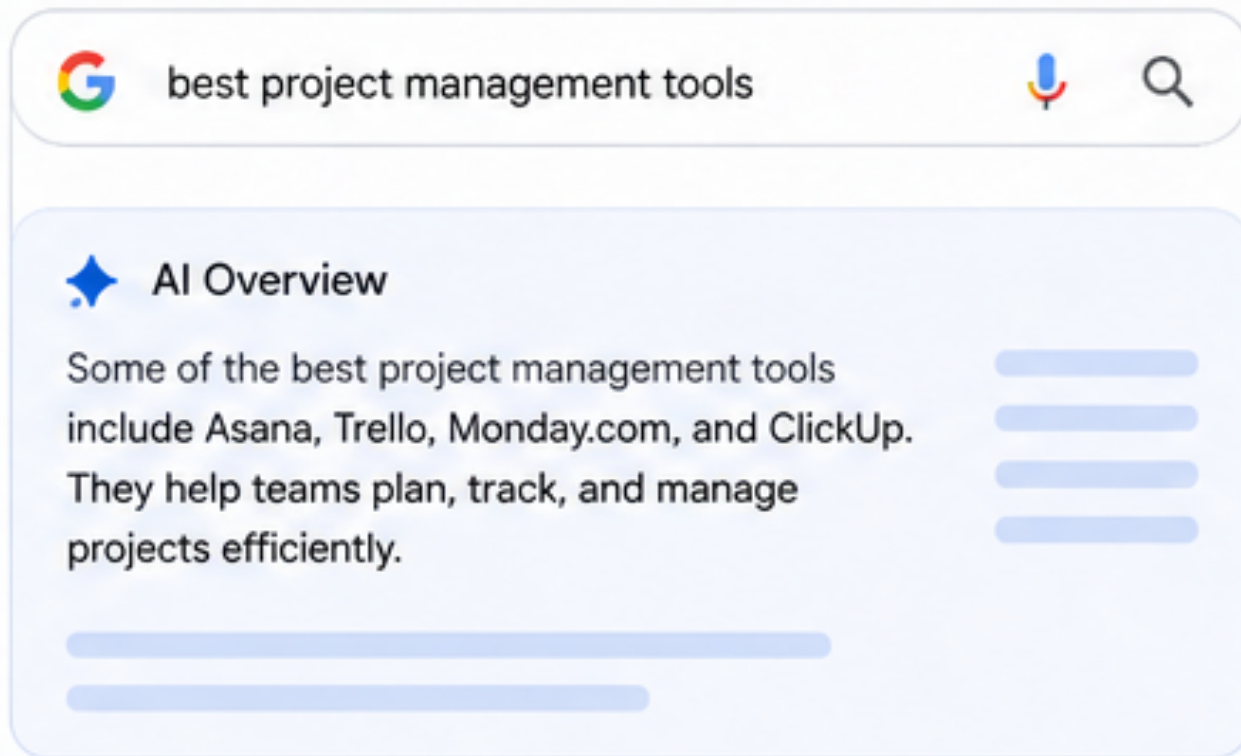


AI'S IMPACT ON USER BEHAVIOR

AI is changing how users search, discover, and interact with content.

01 AI SEARCH SUMMARIES

AI overviews provide answers directly on the results page.



What it means: Users get answers faster—often without clicking through. Visibility in AI summaries is the new top-of-funnel opportunity.

02 ZERO-CLICK SEARCHES

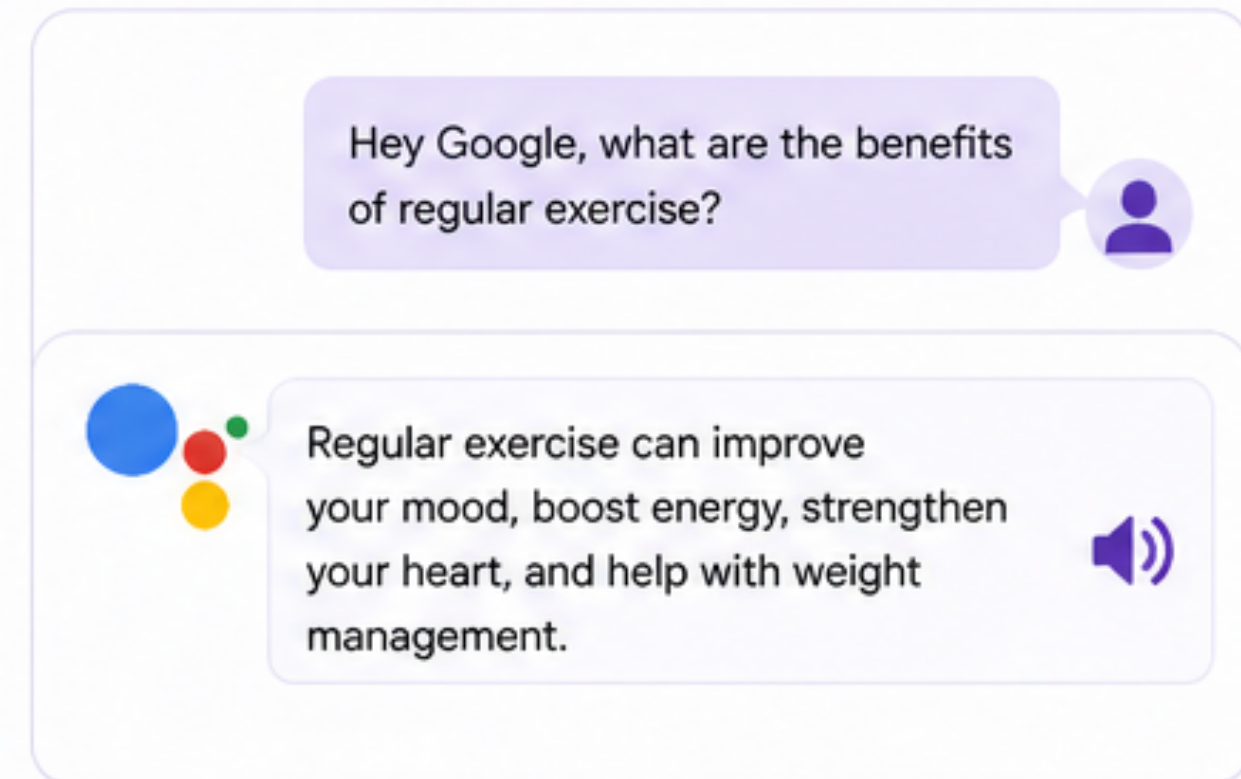
More searches end without a click due to instant answers.



What it means: Fewer clicks don't always mean less impact. Your content still needs to be seen, trusted, and surfaced.

03 VOICE + AI ASSISTANTS

Users ask questions. AI assistants deliver direct, spoken answers.



What it means: Voice and AI prioritize concise, authoritative answers. Optimizing for natural language and intent is essential.

THE TAKEAWAY

AI is reshaping discovery and engagement. Focus on being the best answer, not just another result.

 Optimize for visibility

 Focus on user intent

 Measure what matters



WHAT IS A ZERO-CLICK SEARCH?

The user gets the answer they need without clicking through to any website.



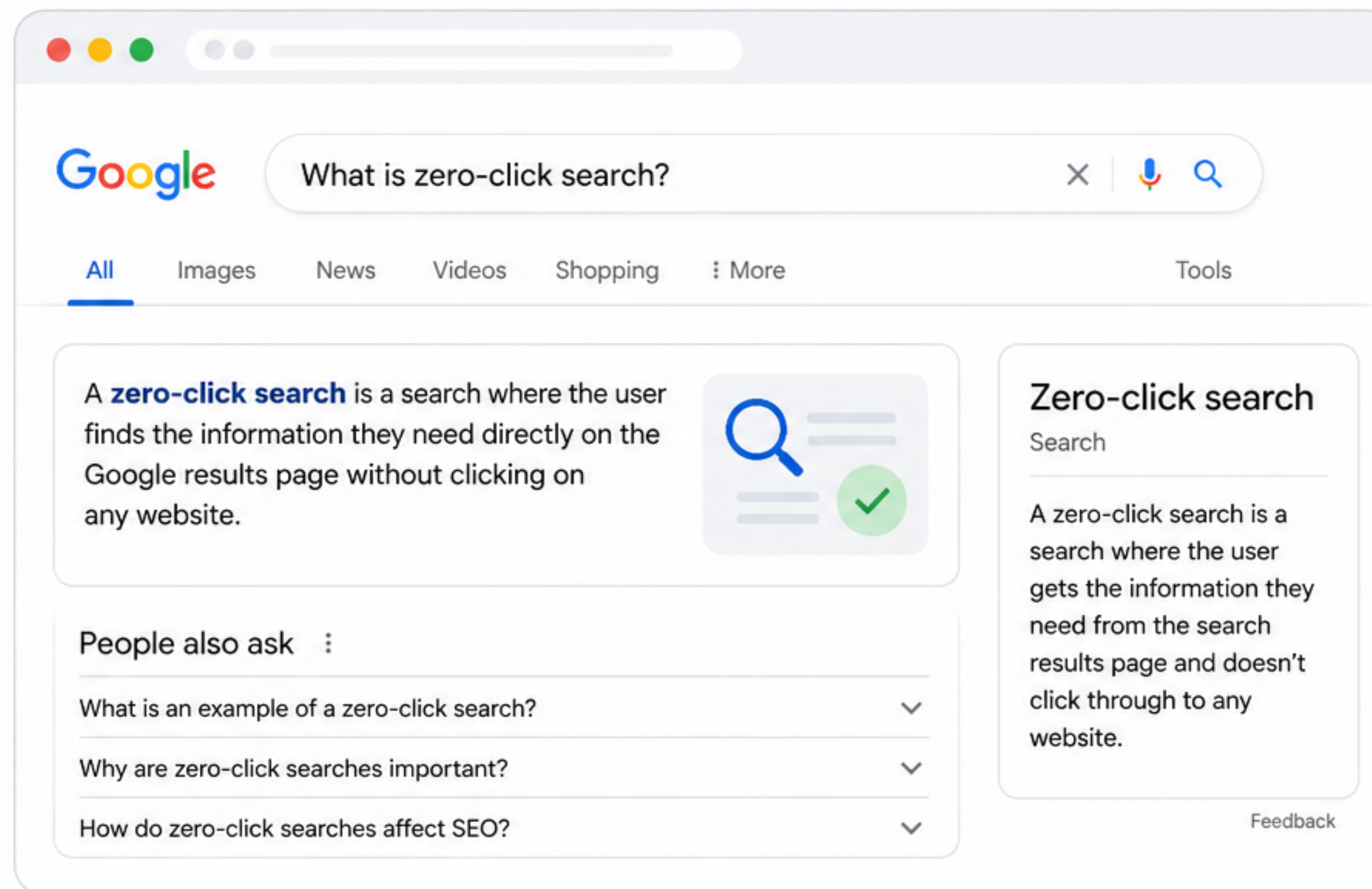
1. USERS DON'T VISIT YOUR SITE

The searcher finds what they're looking for right on the Google results page.



2. GOOGLE ANSWERS DIRECTLY

Information is shown in SERP features like snippets, FAQs, knowledge panels, and more.



THE TAKEAWAY

Zero-click searches are growing. Optimize your content to be the answer—where your audience is looking.



Be discoverable



Be the answer



Build trust & visibility



HOW TO ADAPT

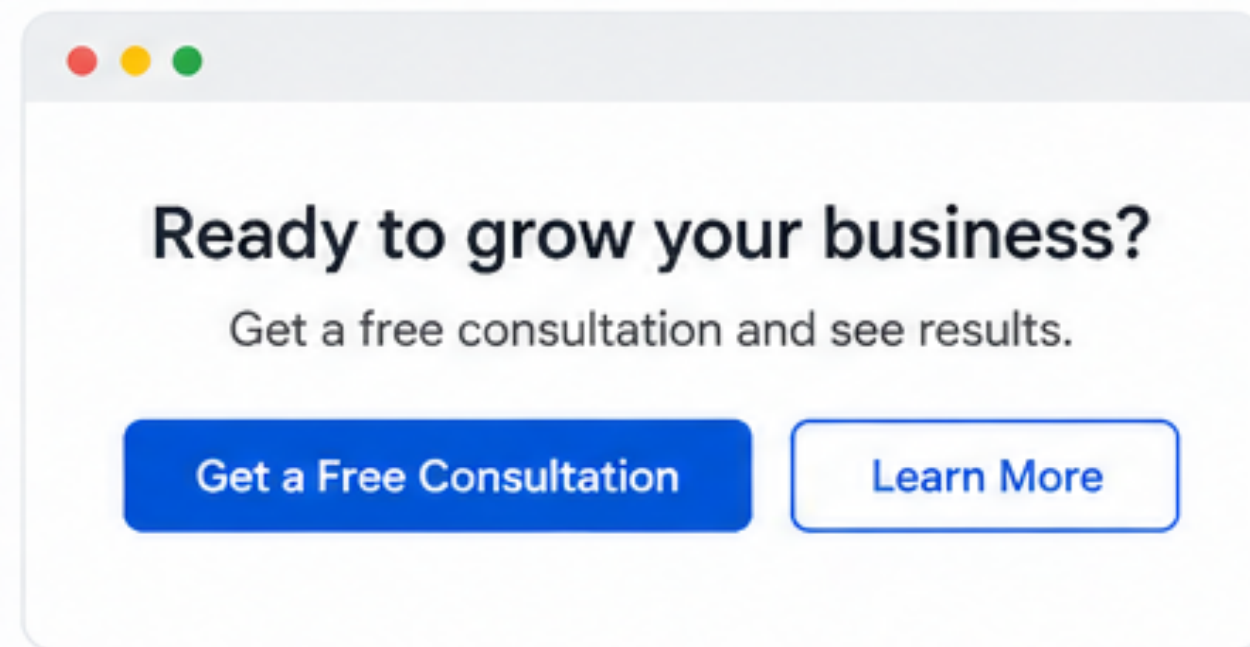
As user behavior evolves, your strategy should too.

01



STRONG CTAS

Make the next step obvious and valuable.



Key Actions

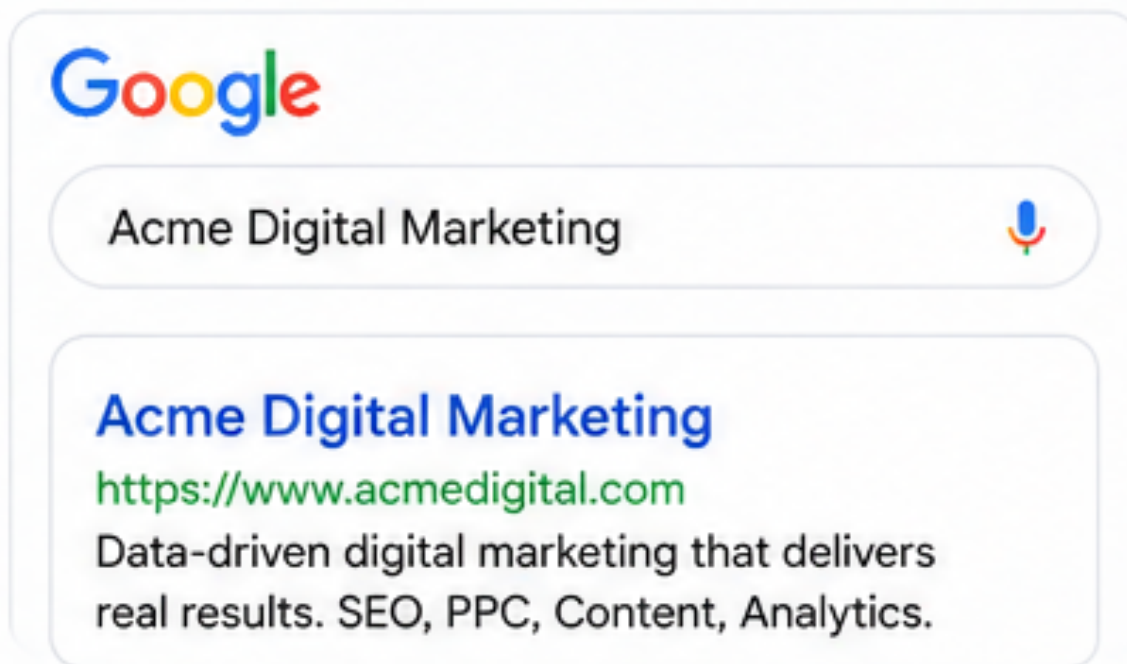
- ✓ Use clear, benefit-driven CTAs
- ✓ Place CTAs above the fold and throughout content
- ✓ Test and optimize CTA copy, color, and placement

02



BRANDED SEARCH

Be memorable so users search for you.



Key Actions

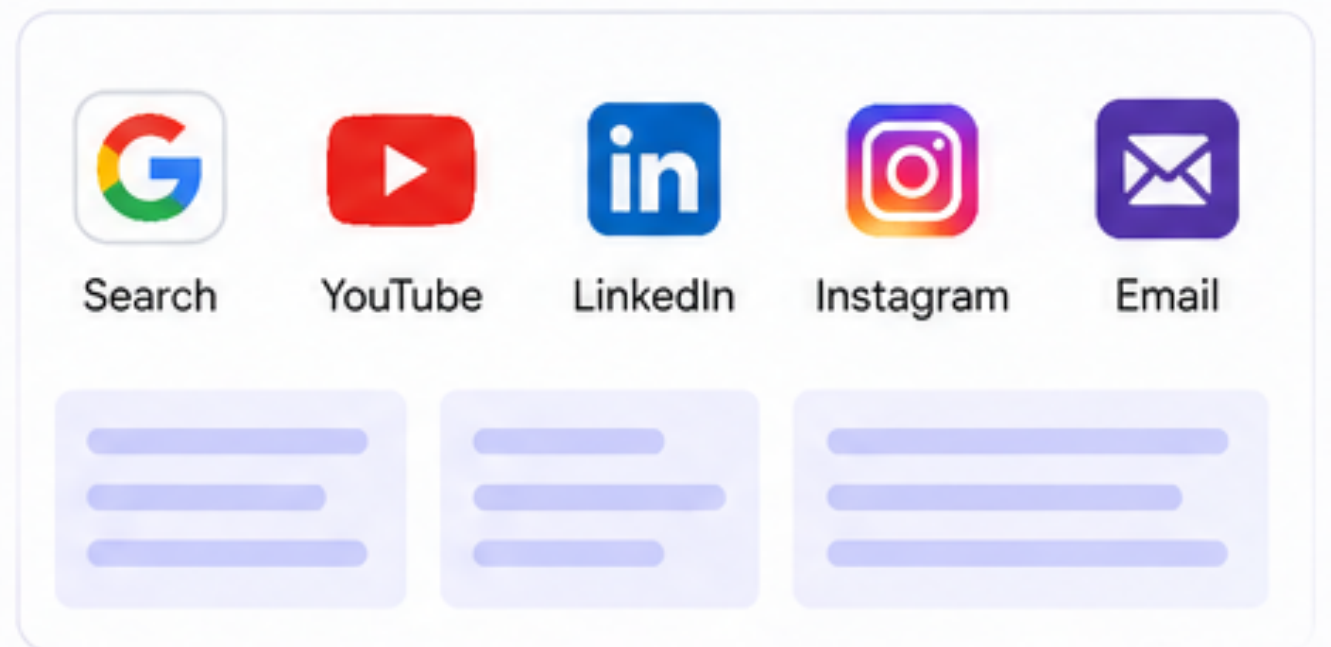
- ✓ Build brand awareness across all channels
- ✓ Deliver consistent branding and messaging
- ✓ Create share-worthy, memorable content

03



MULTI-CHANNEL PRESENCE

Meet users where they are and stay top of mind.



Key Actions

- ✓ Maintain an active presence across key platforms
- ✓ Repurpose content for different channels
- ✓ Use integrated campaigns for greater impact



THE TAKEAWAY

User behavior is changing.
Adapt your strategy to stay visible, valuable, and chosen.



Guide the user



Earn their search



Be present everywhere



AI-DRIVEN INSIGHTS IN GA4

GA4 uses machine learning to uncover what's next and who matters most.



1. PREDICTIVE METRICS

AI predicts future outcomes so you can act with confidence.

KEY PREDICTIVE METRICS IN GA4



Purchase Probability

Likelihood that a user will make a purchase in the next 7 days.

High **23%**



Churn Probability

Likelihood that a user will not return in the next 7 days.

Medium **37%**



Revenue Prediction

Predicted revenue from users in the next 28 days.

High **\$24.6K**



Conversion Probability

Likelihood that a user will convert in the next 7 days.

Medium **18%**



Why it matters

Predictive metrics help you prioritize high-value users, reduce churn, and focus your time and budget where it matters most.

Purchase probability over time



Users with high purchase probability

23% ↗

↑ 12% vs last 28 days



2. AUDIENCE INSIGHTS

AI uncovers who your users are and what they care about.

AI-POWERED INSIGHTS



Emerging Audiences

GA4 identifies new segments showing growing interest in your content or products.

New



Likely 7-Day Purchasers

Users most likely to purchase in the next 7 days, based on their behavior.

High Value



Potential High-Value Customers

Users predicted to generate the most revenue over their lifetime.

Opportunity



At-Risk Users

Users showing signs of disengagement and likely to churn.

At Risk



Why it matters

Audience insights help you understand your users on a deeper level, personalize experiences, and drive long-term growth.



THE TAKEAWAY

AI in GA4 turns data into foresight.

Predict what's next. Understand who matters. Take action with confidence.



Anticipate outcomes



Know your audience



Drive smarter decisions



BREAK #1



TAKE **10 MINUTES**



OPTIONAL:

THINK ABOUT YOUR #1 KPI

*Recharge.
Reset.
Come back
ready.*



WHAT IS GOOGLE ADS?

Google Ads is Google’s online advertising platform that helps businesses reach the right people at the right time across Google’s network.



PAID TRAFFIC ECOSYSTEM

Google Ads lets you reach people actively searching, browsing, watching, and interacting across Google’s platforms.



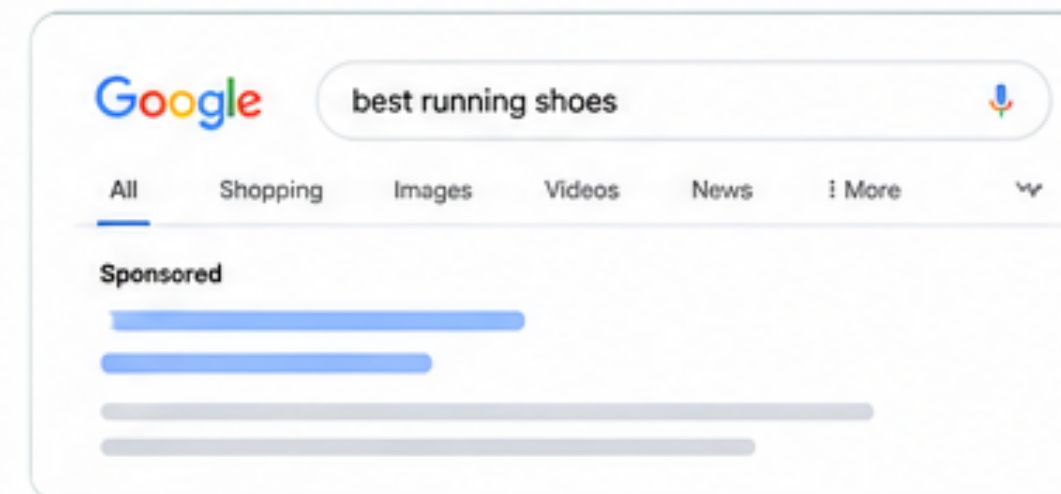
GOAL:

Drive qualified traffic and grow your business.



WHERE ADS SHOW UP

Your ads can appear in multiple places across Google.



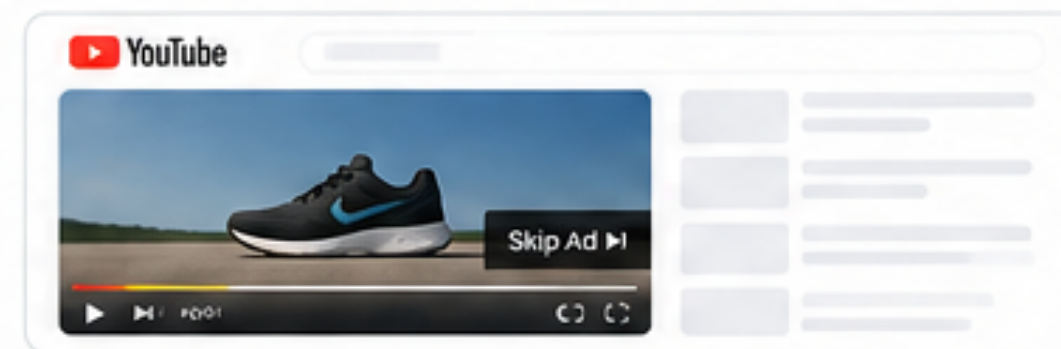
Google Search

Text ads at the top and bottom of search results for relevant queries.



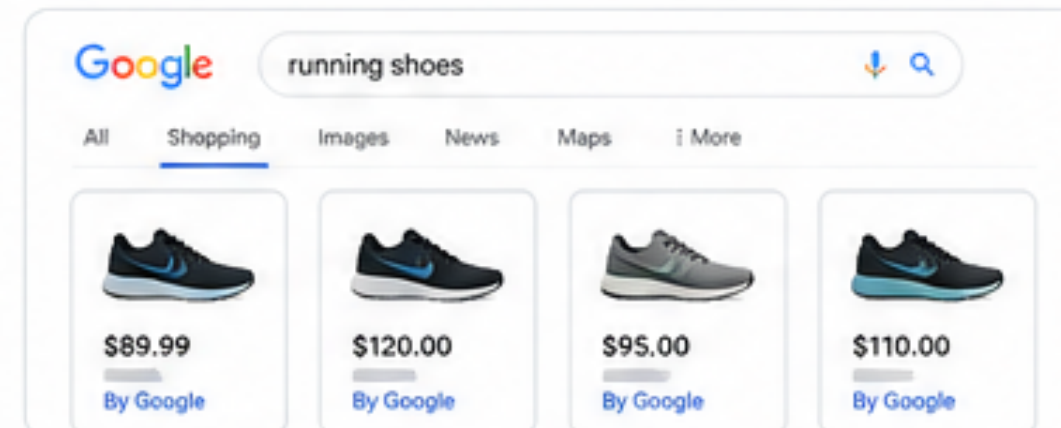
Google Display Network

Visual ads on websites, apps, and blogs across millions of placements.



YouTube

Video ads before, during, or after content on YouTube and partner channels.



Google Shopping

Product listings that show up when people search for items you sell.



THE TAKEAWAY

Google Ads puts your business in front of the right people at the right moment—when it matters most.



Target with precision



Reach across Google



Drive real results

CAMPAIGN TYPES

Choose the right campaign type to achieve your goals.

01

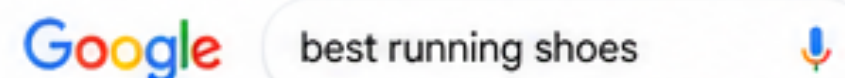


SEARCH

Text ads that appear on Google Search results.

Best for:

- ✓ Capturing high-intent users
- ✓ Generating leads and sales
- ✓ Driving qualified traffic



Sponsored

Best Running Shoes for Every Runner

www.example.com/running-shoes

Shop top-rated running shoes. Free shipping & returns. Buy now!

02

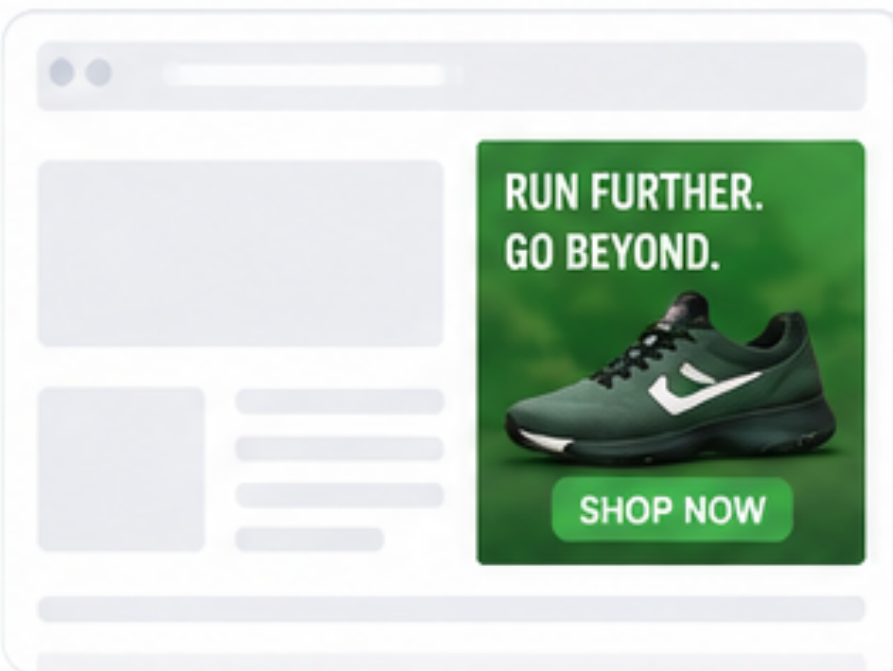


DISPLAY

Visual ads that appear on millions of websites, apps, and banners.

Best for:

- ✓ Building brand awareness
- ✓ Reaching targeted audiences
- ✓ Driving consideration



03

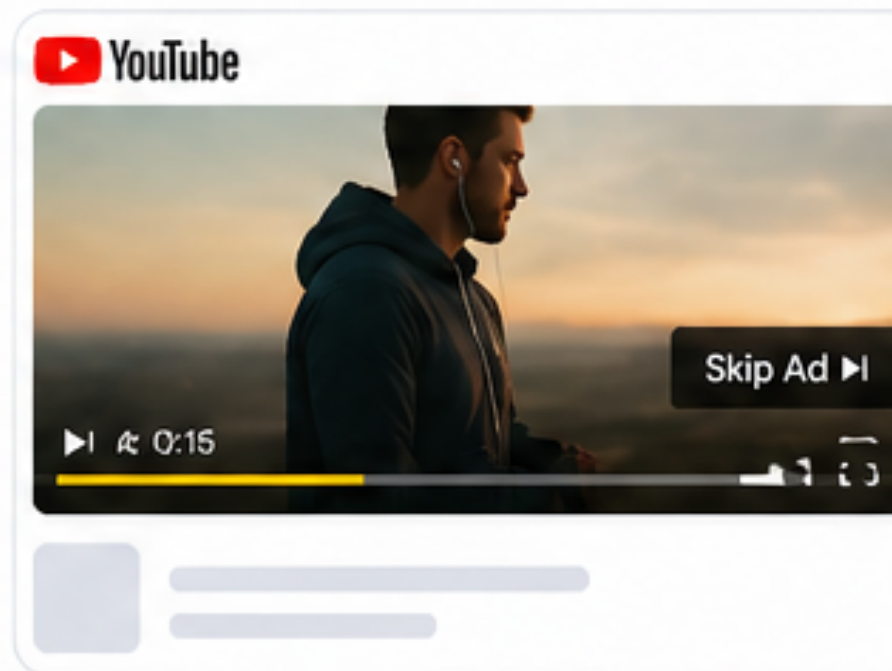


YOUTUBE

Video ads that appear before, during, or after YouTube videos.

Best for:

- ✓ Increasing brand awareness
- ✓ Engaging with video content
- ✓ Driving action and conversions



04

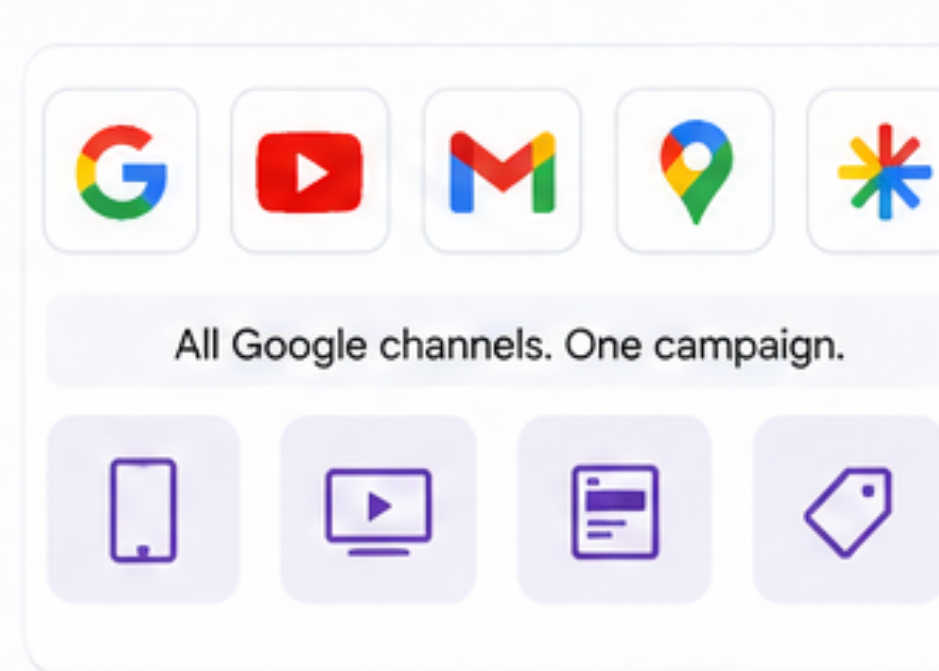


PERFORMANCE MAX

AI-powered campaigns that run across all Google channels from one campaign.

Best for:

- ✓ Maximizing conversions or value
- ✓ Finding new customers
- ✓ Driving results across channels



THE TAKEAWAY

Different goals. Different channels.
Right campaign type. Better results.



Capture intent



Build awareness



Engage with video



Drive performance

KEYWORD MATCH TYPES

Control how closely a search must match your keyword for your ad to show.



BROAD MATCH

Your ad can show on searches that relate to your keyword, including synonyms, related searches, and other variations.

keyword: **running shoes**

Ads may show on searches like:

- best sneakers for men
- shoes for marathon training
- athletic footwear
- jogging shoes
- shoes for running



Best for:

Reach and generating awareness



PHRASE MATCH

Your ad can show on searches that include the meaning of your keyword with words before or after.

keyword: **“running shoes”**

Ads may show on searches like:

- best running shoes for women
- running shoes on sale
- buy running shoes online
- running shoes for flat feet
- lightweight running shoes



Best for:

Consideration and more qualified traffic



EXACT MATCH

Your ad can show on searches that have the same meaning as your keyword with very close variations.

keyword: **[running shoes]**

Ads may show on searches like:

- running shoes
- buy running shoes
- running shoes online
- running shoes for men
- running shoes for women



Best for:

High intent and top-converting traffic



THE TAKEAWAY

Use a mix of match types to balance reach and relevance.
Start broad. Refine and scale what works.



More reach
(Broad)



More relevance
(Phrase)



More precision
(Exact)

KEYWORD INTENT

Understand what your audience is really looking for so you can show the right ad at the right time.



KEYWORD INTENT =
The reason behind a search.
It reveals what the user wants to do.



LOW INTENT (INFORMATIONAL)

Users are researching or looking for information. They are not ready to buy.

Example searches:

- what are running shoes
- best running shoes 2024
- how to choose running shoes
- running shoes vs walking shoes

User goal:



Learn, research, compare

VS.



HIGH INTENT (TRANSACTIONAL)

Users want to take action or make a purchase. They are ready to buy.

Example searches:

- buy running shoes online
- nike air zoom size 10
- running shoes with free shipping
- best running shoes for flat feet

User goal:



Buy, order, sign up



LOWER CONVERSION POTENTIAL

Focus on building awareness and trust.



HIGHER CONVERSION POTENTIAL

Focus on driving conversions and sales.



BUYING SIGNALS

Look for these indicators that someone is ready to buy:



Words like: buy, order, price, discount, deal



Product names and model numbers



Location + service searches (near me)



Terms like: free shipping, in stock, same day



THE TAKEAWAY

Match your keywords to the right intent to reach the right people and get better results from your Google Ads.



Right intent



Right ad



Better results

AD STRUCTURE

Google Ads is organized in a 3-level hierarchy. Each level builds on the one above it.



Think of it like this:
 Campaign is the goal.
 Ad group is the target.
 Ads are your message.



1. CAMPAIGN

The big picture.
 Defines your objective, budget, locations, and strategy.

Examples:

- Sales Campaign
- Leads Campaign
- Brand Awareness Campaign



You set:

- ✓ Campaign goal
- ✓ Budget
- ✓ Locations
- ✓ Networks
- ✓ Bidding strategy



2. AD GROUP

The audience segment.
 Groups related keywords and controls targeting and bids.

Examples:

- Running Shoes – Men
- Running Shoes – Women
- Running Shoes – Sale



You set:

- ✓ Keywords
- ✓ Audience signals
- ✓ Bids
- ✓ Ad group settings



3. ADS

The message.
 Creates the ads people see on Google.

Examples:

Sponsored

YourBusiness.com
www.yourbusiness.com

Best Running Shoes for Every Runner

Shop top-rated running shoes for comfort, speed, and performance. Free shipping & returns!

[Men's Shoes](#) [Women's Shoes](#) [Sale](#)



You create:

- ✓ Headlines
- ✓ Ad extensions
- ✓ Descriptions
- ✓ Final URL



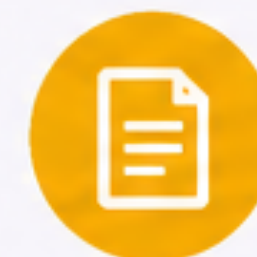
CAMPAIGN

Sets the goal and strategy



AD GROUP

Targets the right audience



ADS

Delivers the right message



RESULT

More relevant ads lead to better results

REMARKETING BASICS

Reconnect with people who've already shown interest in your business.



WHAT IT IS

Remarketing shows your ads to people who have previously visited your website, used your app, watched your videos, or engaged with your content.

HOW IT WORKS



1. Someone visits your website



2. A cookie or tag adds them to your audience



3. They browse other sites, apps, or YouTube



4. Your ad shows up to remind and bring them back



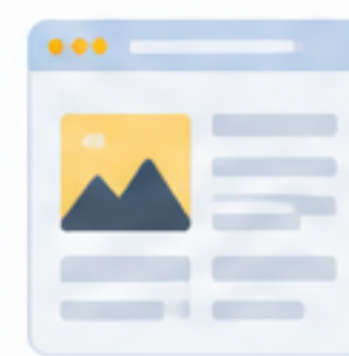
WHY IT CONVERTS BETTER

- ✓ Reaches warm audiences who already know your brand
- ✓ Higher engagement and click-through rates
- ✓ Reminds and reinforces your message
- ✓ Drives more conversions at a lower cost

EXAMPLE CUSTOMER JOURNEY



Visits your site
Browses running shoes but leaves without buying



Sees your ad later
Your ad appears while they browse the web or watch YouTube



Returns & re-engages
They click the ad and come back to your site



Completes the purchase
They convert, giving you a higher ROI



PRO TIP

Segment your audiences for even better results:



Viewed product pages



Added to cart but didn't buy



Visited pricing page



Watched your video



Subscribed but didn't convert

SEO + GOOGLE ADS TOGETHER

Two powerful channels. One bigger impact.



SHORT-TERM: GOOGLE ADS

Get visibility now.
Capture demand and drive quick results.

- ✓ Immediate visibility
- ✓ Drive targeted traffic fast
- ✓ Test messages, offers, and keywords
- ✓ Ideal for promotions and time-sensitive goals



Best for:

Quick wins, new launches,
and filling the top of the funnel



LONG-TERM: SEO

Build visibility that lasts.
Earn trust and sustainable traffic.

- ✓ Builds organic rankings over time
- ✓ Drives consistent, compounding traffic
- ✓ Builds credibility and brand trust
- ✓ Lower cost per click over the long run



Best for:

Sustainable growth, brand authority,
and long-term ROI



STRONGER TOGETHER

- ✓ Ads drive immediate traffic while SEO builds momentum.
- ✓ Data from Ads informs your SEO strategy.
- ✓ More visibility, more trust, more clicks, **more results.**

OWN MORE SERP SPACE

Appear in more places on Google
and capture more clicks.

The screenshot shows a Google search for "running shoes for men". At the top, there are navigation tabs for "All", "Shopping", "Images", "Videos", "News", and "More". Below the search bar, there is a "Sponsored" section with an "Ad" label. The ad is for "YourStore.com" and features the headline "Running Shoes for Men | Free Shipping" and a description: "Top brands. Fast delivery. Shop the latest running shoes for men at great prices." Below the ad are links for "Men's Running Shoes", "Best Sellers", and "New Arrivals". Below the ad is an organic search result for "yourstore.com" with the headline "Best Running Shoes for Men in 2024" and a description: "Find the best running shoes for men. Expert reviews, top picks, and buying guides to help you run farther, faster, and more comfortably." Below the organic result is a "People also ask" section with three questions: "What are the best running shoes for men?", "How to choose running shoes?", and "How often should you replace running shoes?".

PAID
(Google Ads)

ORGANIC
(SEO)

MORE
VISIBILITY
= MORE CLICKS



THE TAKEAWAY

Use Google Ads for speed. Use SEO for scale.
Together, you own more SERP real estate and drive more results.



Google Ads
(Speed)

+



SEO
(Scale)

=



More Visibility.
More Results.

ROI STRATEGY

Test smart. Scale what works.
Maximize ROI with a data-driven approach.



GOAL: MAXIMIZE ROI

Invest in what works.
Cut what doesn't. Scale profitably.

1

TESTING BUDGET

Explore, learn, and find winners.



WHAT TO TEST

- Keywords
- Audiences
- Ad copy & CTAs
- Landing pages
- Locations
- Offers

TESTING BUDGET GUIDELINE

Allocate 10–20% of your total budget to testing new opportunities.



KEY FOCUS

Gather data quickly, identify what performs, and make decisions based on results.



2

SCALING WINNERS

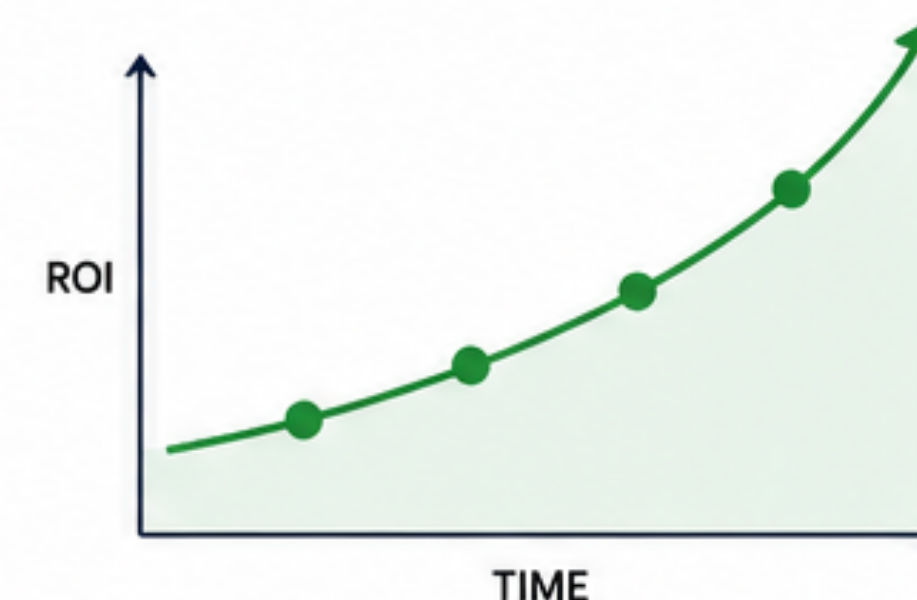
Invest more in what drives results.



HOW TO SCALE

- Increase budget gradually (20–30% at a time)
- Scale proven keywords, audiences, and creatives
- Expand to new match types or locations
- Improve landing pages and conversion rates

FOCUS ON ROI



KEY FOCUS

Put more fuel on the fire.
Grow profitably and predictably.



THE FORMULA

Better data → Better decisions
Better decisions → Better ROI



Test widely with a portion of your budget



Analyze results and identify what works

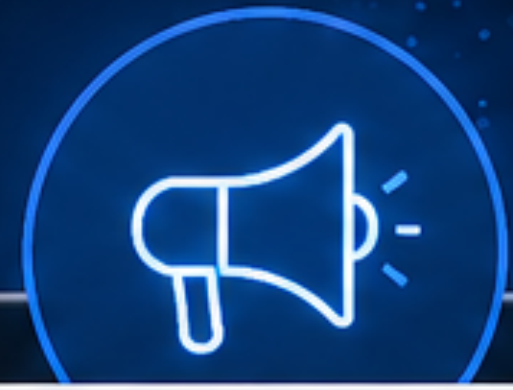


Scale winners and cut underperformers



Increase ROI and grow your business

 LIVE DEMO



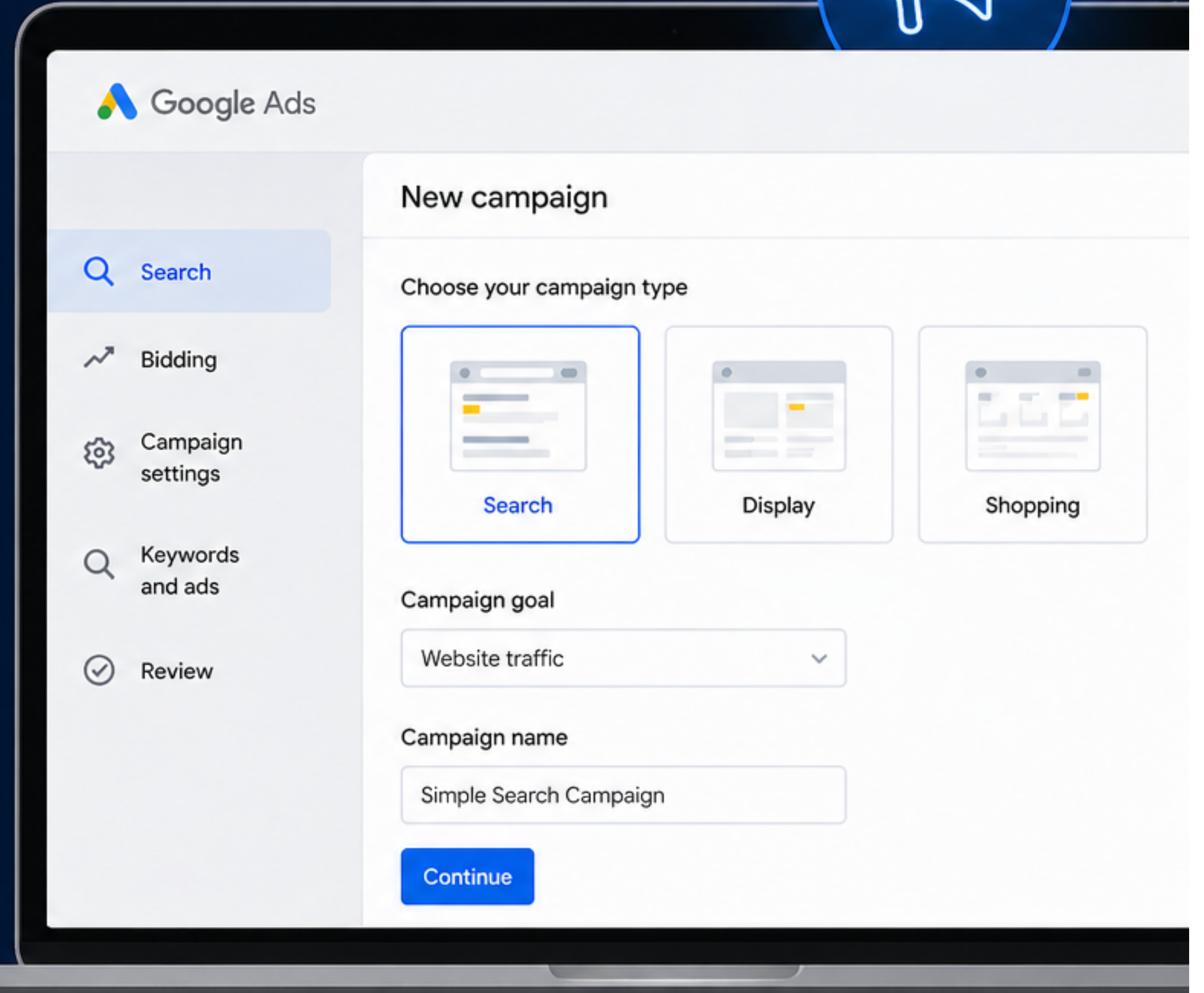
CREATING A SIMPLE SEARCH CAMPAIGN



Switch to
screen share



You'll see how to set up a simple search campaign step-by-step in Google Ads.





BREAK #2

Final 10-minute break

 We'll be back soon!



REFRESH



STRETCH



RESET



RECHARGE

THE BIG PICTURE

Great results come from everything working together.

ONE GOAL

Attract the right people, build trust, and drive measurable results.

- Builds visibility over time
- Earns trust and authority
- Delivers sustainable organic traffic

- Delivers instant visibility
- Targets high-intent audiences
- Drives leads and sales quickly



- Builds awareness and brand trust
- Engages your audience
- Drives traffic and conversations

- Tracks what matters
- Reveals insights
- Optimizes performance



KEY TAKEAWAY

When SEO, Social, Ads, and Analytics work together, you don't just get more traffic—you get **better results.**

SEO + SOCIAL + ADS + ANALYTICS = GROWTH

TRACKING SOCIAL TRAFFIC IN GA4

Use UTM parameters to measure what's working.
See the full picture in Google Analytics 4.

1 UTM PARAMETERS: TAG YOUR LINKS

Add UTM parameters to your social links so GA4 can track where your traffic comes from.

`https://yourwebsite.com/?utm_source=facebook&utm_medium=social&utm_campaign=spring_sale`

utm_source

Where the traffic is coming from (e.g., facebook, instagram, linkedin, tiktok)

utm_medium

The marketing medium (e.g., social)

utm_campaign

The campaign name (e.g., spring_sale, launch_2024)

utm_content

(Optional) Differentiates content (e.g., video1, carousel, post)

utm_term

(Optional) Used for paid social keywords (e.g., running shoes)



WHY IT MATTERS

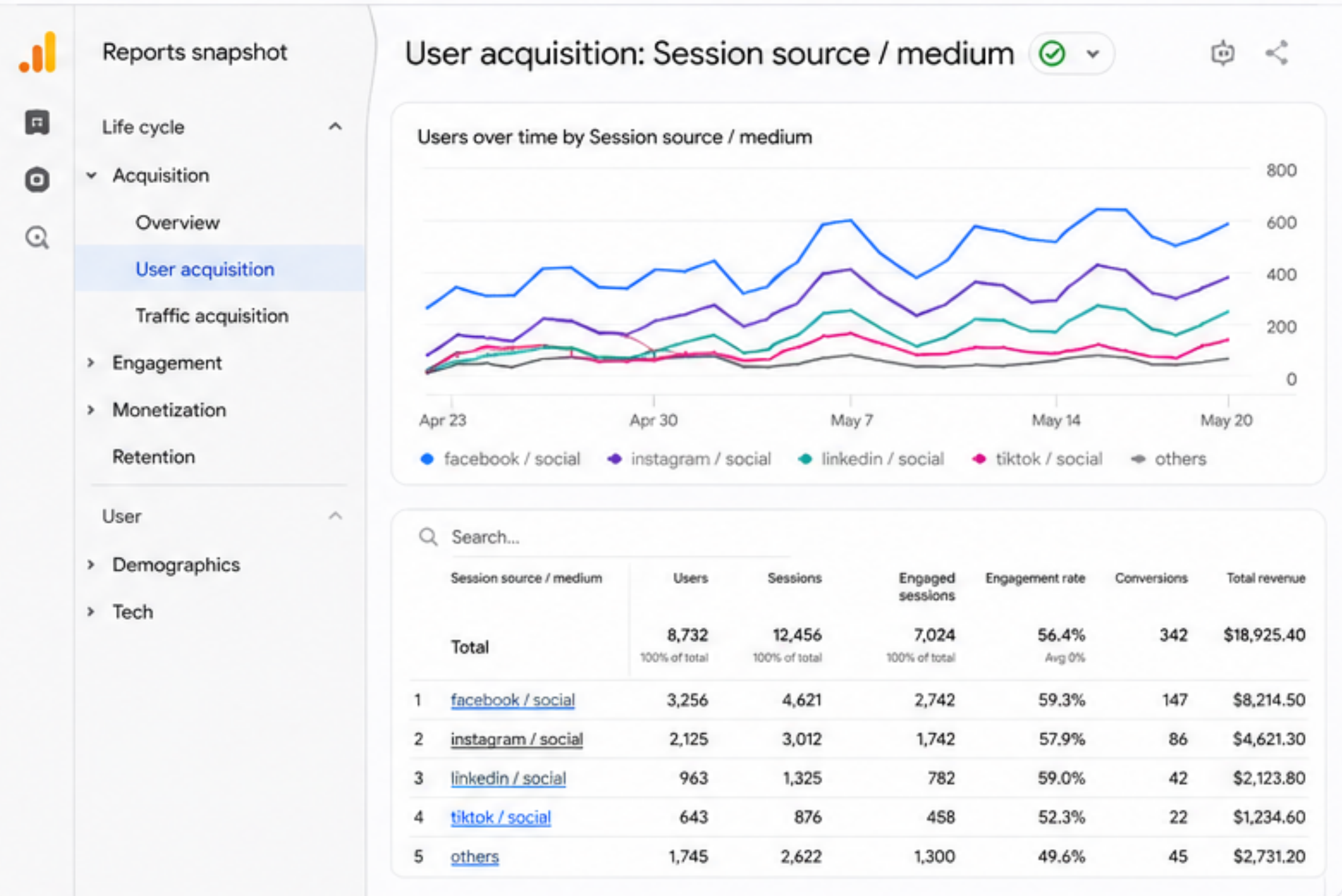
- ✔ Track performance by platform, campaign, and content
- ✔ Make better decisions with accurate data
- ✔ Optimize what drives the most value

2 SOURCE/MEDIUM BREAKDOWN IN GA4

See how your social channels are performing.

Last 28 days

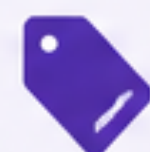
Apr 23 – May 20, 2024



BEST PRACTICES



Use UTM links on every social post (bio links, ads, stories, captions)



Create a consistent naming structure for campaigns and content



Test your links before posting



Review GA4 regularly and optimize based on what you learn



KEY TAKEAWAY

Tag your links.
Track what matters.
Grow with confidence.

SEO PERFORMANCE TRACKING

Track the right SEO metrics to understand growth, optimize performance, and drive more results.



FOCUS ON WHAT DRIVES RESULTS

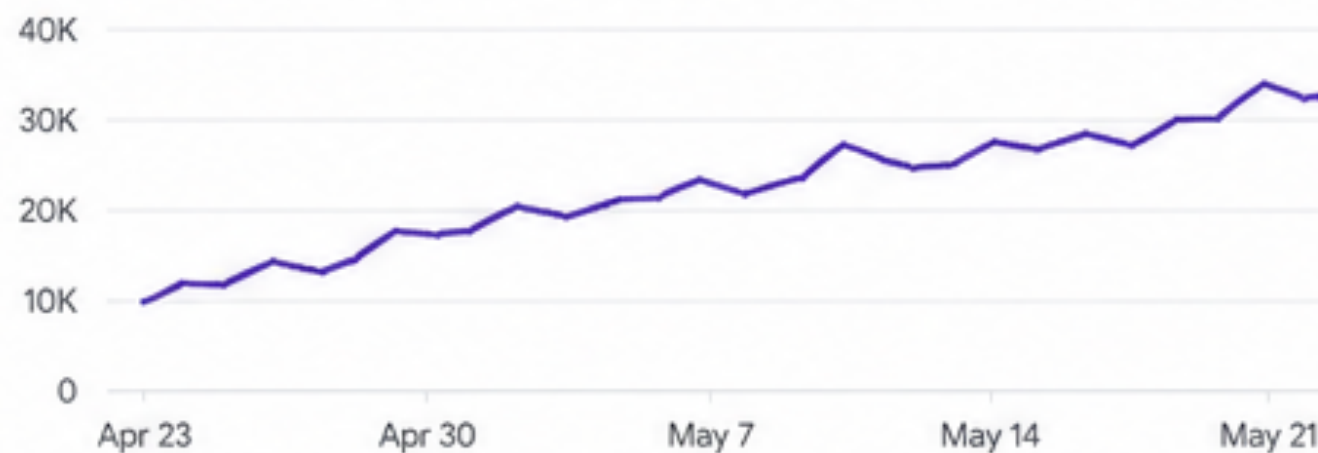
More visibility → More clicks → More customers
Track consistently. Improve continuously.

1 ORGANIC TRAFFIC

Measure growth in visibility and clicks from search.

Users	Sessions	New Users	Organic Traffic
28.4K	34.7K	22.1K	29.2K
↑ 18.7%	↑ 16.3%	↑ 19.5%	↑ 17.8%
vs. prev. period	vs. prev. period	vs. prev. period	vs. prev. period

Organic Traffic Over Time



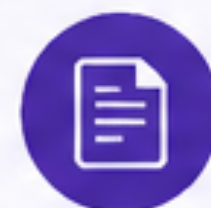
WHAT TO WATCH

Look for consistent upward trends in users and sessions over time.

2 LANDING PAGES

See which pages attract the most organic traffic.

Landing Page	Organic Users	Sessions
/	6,842	8,945
/services/seo	3,231	4,210
/blog/what-is-seo	2,194	2,842
/services/ppc	1,846	2,311
/blog/seo-checklist	1,523	1,982
/case-studies	1,287	1,673
/about	1,102	1,432
/contact	952	1,210
/blog/keyword-research	834	1,076
/services/content-marketing	721	932



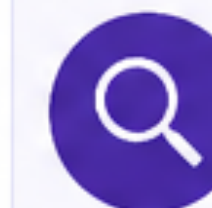
WHAT TO WATCH

Identify top-performing pages and optimize underperformers.

3 SEARCH QUERIES

Discover what people search to find your site.

Search Query	Clicks	Impressions	CTR	Avg. Position
digital marketing agency	1,842	18,796	9.8%	2.1
seo services	1,523	15,231	10.0%	2.4
ppc management	1,102	9,845	11.2%	2.3
content marketing agency	842	7,342	11.5%	2.7
link building services	621	5,982	10.4%	2.9
keyword research tool	512	4,921	10.4%	3.1
on-page seo checklist	458	4,102	11.2%	3.0
local seo services	403	3,876	10.4%	3.2
technical seo audit	362	3,245	11.2%	3.4
seo company near me	321	2,985	10.7%	3.3



WHAT TO WATCH

Find opportunities to rank higher and improve CTR.



TRACK. ANALYZE. IMPROVE.

Use data to guide your SEO strategy and drive long-term, compounding results.



Set clear goals for SEO performance



Monitor trends and spot opportunities



Optimize content and pages that matter



Measure impact and drive business growth

ADS PERFORMANCE TRACKING

Track key metrics to understand ad performance, optimize campaigns, and maximize ROI.



FOCUS ON WHAT DRIVES RESULTS

Lower costs → More conversions → More revenue
Test. Optimize. Scale.



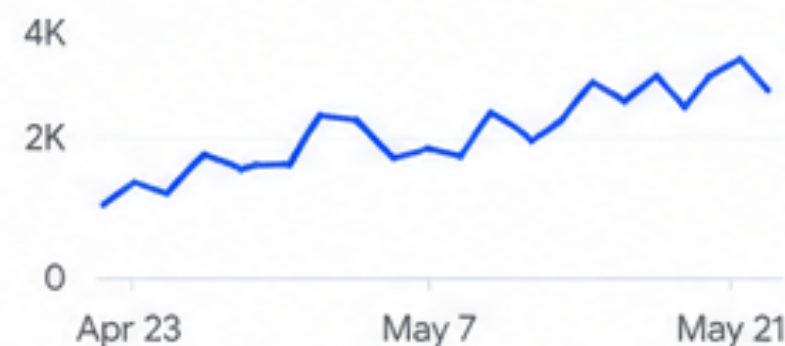
1 CLICKS

Measure how many people clicked your ads.

12,482

↑ 18.6%

vs. prev. period



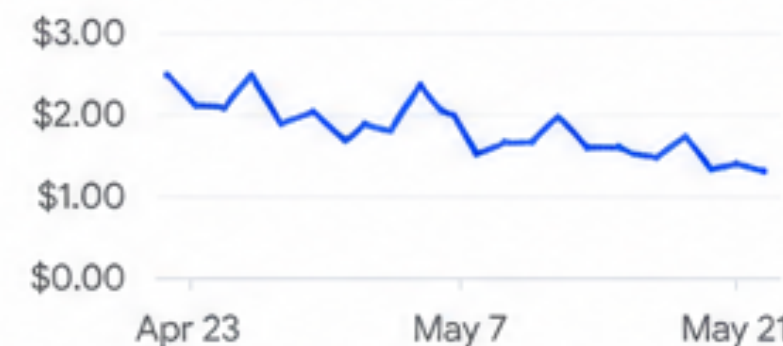
2 CPC (COST PER CLICK)

Measure how much you pay for each click.

\$1.21

↓ -9.3%

vs. prev. period



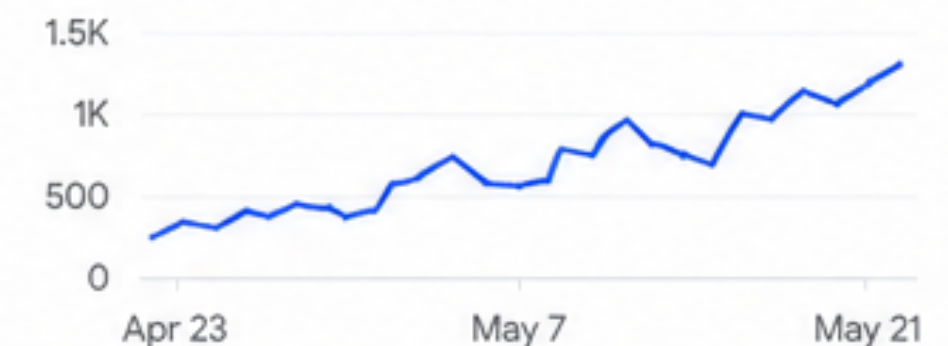
3 CONVERSIONS

Measure the actions that drive your business.

1,248

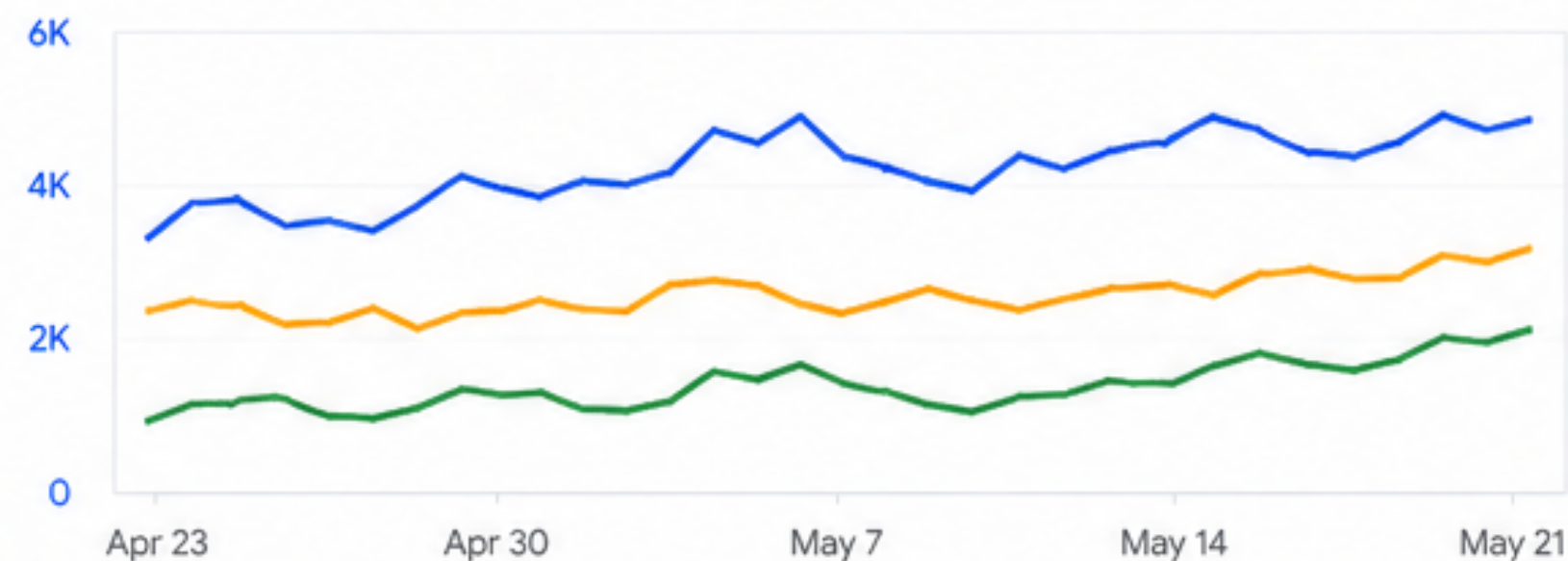
↑ 24.7%

vs. prev. period



PERFORMANCE OVER TIME

Clicks CPC Conversions



CPC
\$3.00
\$2.00
\$1.00
\$0.00

Conversions
1.5K
1K
500
0

CAMPAIGN PERFORMANCE OVERVIEW

Campaign	Clicks ↓	CPC	Conversions	Conv. Rate	Cost / Conv.
Search Brand	4,251	\$0.98	521	12.3%	\$18.76
Search Non-Brand	3,842	\$1.35	312	8.1%	\$28.41
Display Remarketing	1,876	\$0.76	176	9.4%	\$12.09
Shopping All Products	1,623	\$1.52	159	9.8%	\$15.51
Performance Max	890	\$1.12	80	9.0%	\$12.44
Total	12,482	\$1.21	1,248	10.0%	\$16.54



WHAT TO WATCH



Increase clicks with stronger keywords and ad copy.



Lower CPC by improving Quality Score and relevance.



Boost conversions with better landing pages and offers.



Scale what works and cut what doesn't.



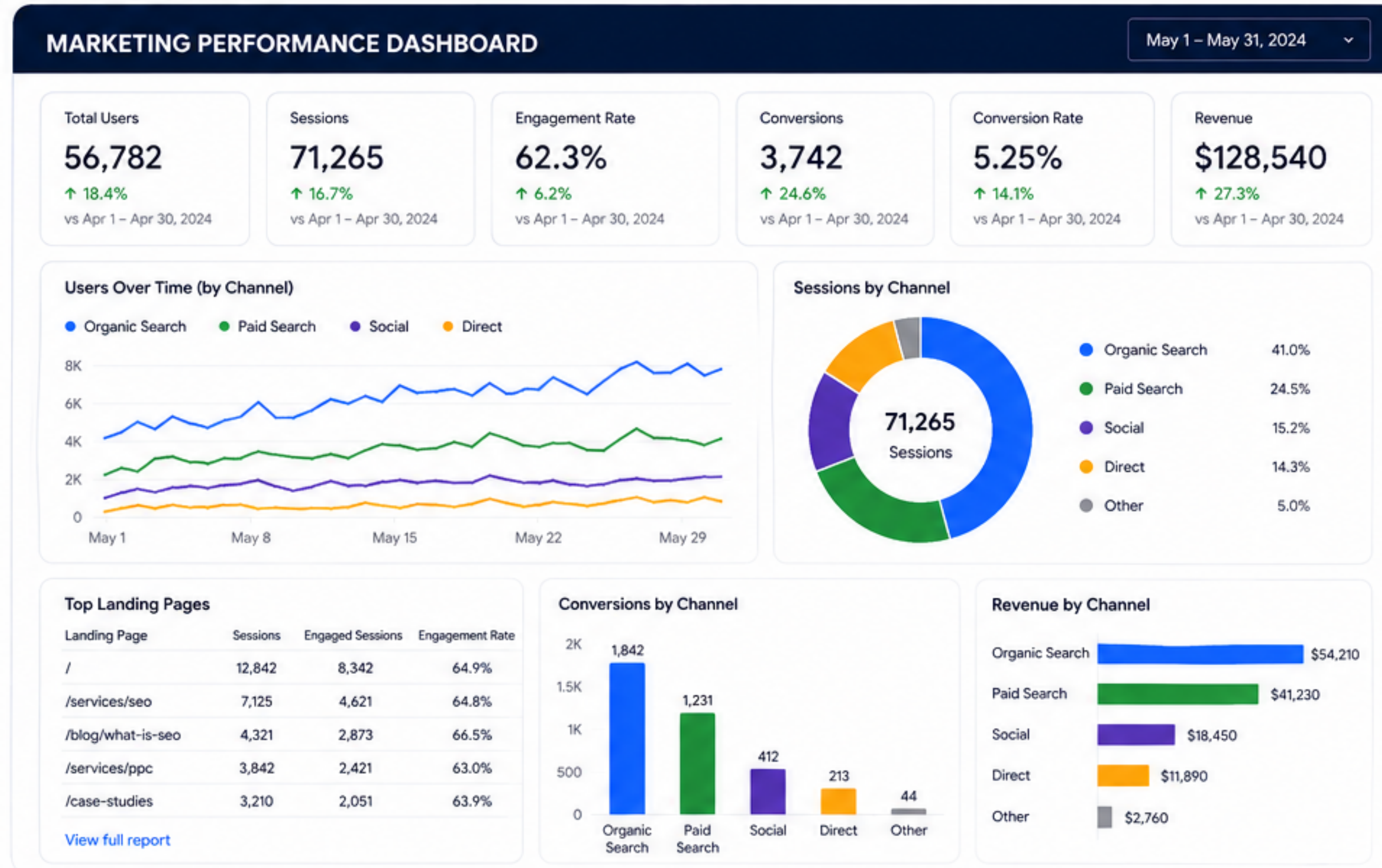
THE BOTTOM LINE

More clicks. Lower costs.
More conversions. Better results.
Track it. Improve it. Grow it.

BUILDING A UNIFIED DASHBOARD

Bring your key channels and metrics together in one place to see the full picture and make smarter decisions.

- WHAT TO INCLUDE**
- 1 TRAFFIC OVERVIEW**
Total traffic and by channel (Organic, Paid, Social, Direct)
 - 2 ENGAGEMENT**
Sessions, engaged sessions, engagement rate, bounce rate
 - 3 CONVERSIONS**
Total conversions and conversion rate by channel
 - 4 REVENUE / VALUE**
Track revenue or value generated by channel and campaign
 - 5 TOP CONTENT & PAGES**
Top landing pages and content driving results
 - 6 KEY INSIGHTS**
Highlights, trends, and opportunities



- SIMPLICITY WINS**
- Focus on the metrics that drive decisions.
 - Keep it clean, clear, and easy to understand.
 - Update regularly and act on insights.
 - One dashboard. One source of truth. Better results.

THE GOAL See what's working. Spot opportunities. Make data-driven decisions with confidence.

VISIBILITY **ALIGNMENT** **EFFICIENCY** **GROWTH**

BETTER TOGETHER SEO, Social, Ads, and Analytics— all connected for maximum impact.

AI IMPACT ON ADS

AI is transforming how ads are created, managed, and optimized—driving better results at scale.



THE BIG PICTURE

AI helps find the right people, predict outcomes, and optimize in real time—maximizing your ROI.

1 SMART BIDDING

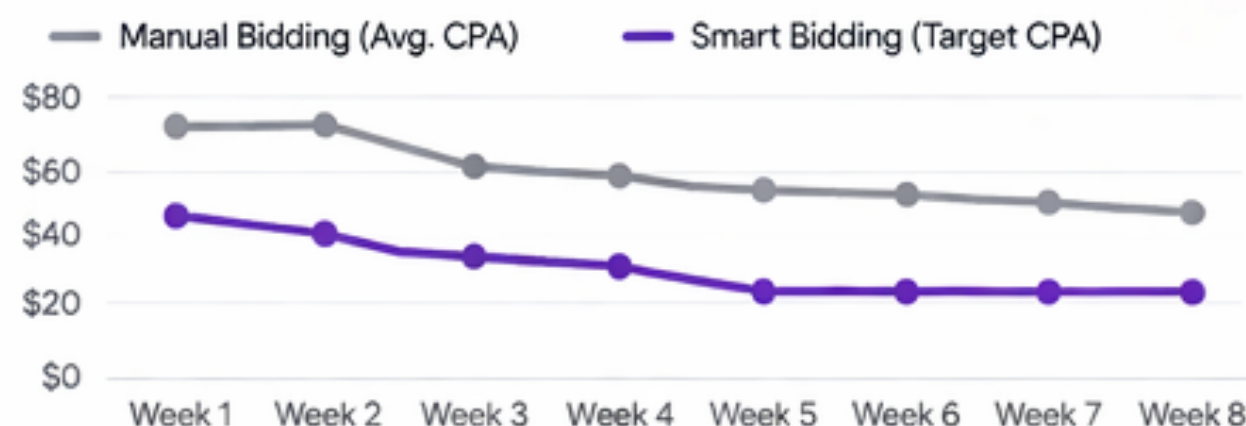
AI-driven bidding strategies optimize for your goals automatically.



Popular Smart Bidding Strategies

- ✓ Maximize Conversions
- ✓ Target CPA (Cost per Acquisition)
- ✓ Target ROAS (Return on Ad Spend)
- ✓ Maximize Conversion Value

CPA Improvement with Smart Bidding



RESULT: Lower CPA, more conversions, better ROI

2 AUTOMATION

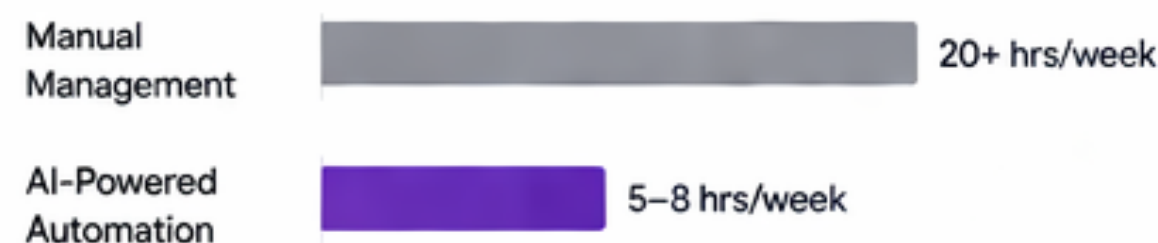
AI automates time-consuming tasks and improves campaign efficiency.



AI-Powered Automations

- ✓ Ad creation & asset generation
- ✓ Audience targeting & expansion
- ✓ Bid adjustments in real time
- ✓ Budget allocation across channels
- ✓ A/B testing & creative optimization
- ✓ Performance insights & alerts

Time Saved with Automation



RESULT: Save time, reduce workload, scale faster

3 PERFORMANCE SHIFTS

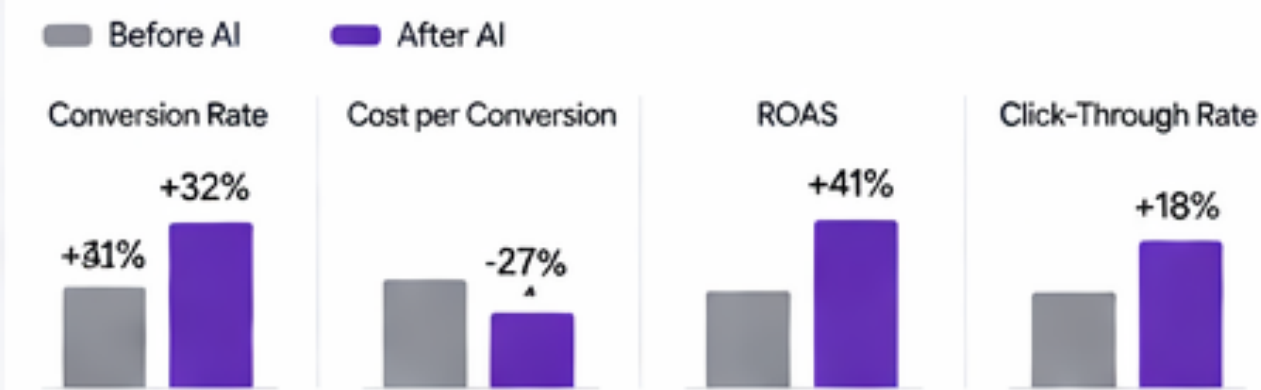
AI is changing how campaigns perform—and what success looks like.



What We're Seeing

- ✓ Higher conversion rates
- ✓ Improved audience reach
- ✓ Lower costs over time
- ✓ More consistent performance
- ✓ Faster optimization cycles

Performance Impact with AI



RESULT: Better performance, stronger growth

KEY TAKEAWAY

AI doesn't replace marketers—it empowers them to do more with less and achieve more.



Set Clear Goals

Define what success looks like before letting AI optimize.



Feed Quality Data

The better your data, the smarter the AI decisions.



Monitor & Guide

AI learns fast, but your insight ensures it stays on track.



Test & Evolve

Keep testing creatives, audiences, and strategies as AI uncovers new wins.



AI + HUMAN STRATEGY = UNSTOPPABLE RESULTS

Leverage AI to optimize. Use your expertise to lead. Together, they deliver exceptional results.

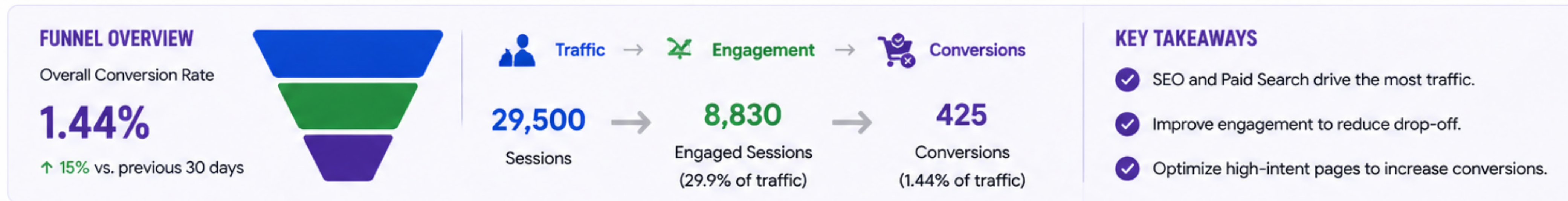
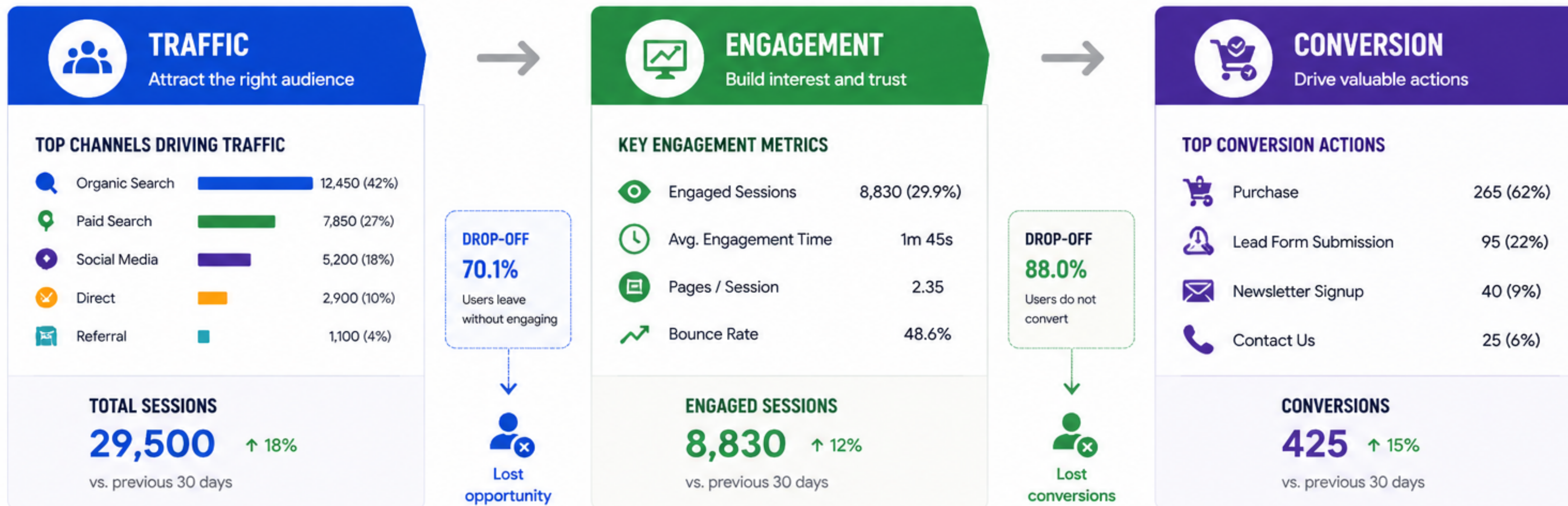
EXAMPLE FUNNEL VIEW

See how users move from discovering your brand to taking action.



THE GOAL

Guide more of the right people through the funnel and turn interest into valuable actions.



TURNING DATA INTO DECISIONS

Good data tells you what happened. Great data helps you decide what to do next.



THE GOAL

Review key metrics weekly to spot trends, identify opportunities, and take action that drives growth.

WHAT TO LOOK FOR WEEKLY

<p>1. TRAFFIC Are we attracting more of the right visitors?</p> <p>Key Metric</p> <p>Sessions 28,450 ↑ 18.6% vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Identify top traffic sources Double down on what's working 	<p>2. ENGAGEMENT Are visitors finding value in our content?</p> <p>Key Metric</p> <p>Engaged Sessions 10,245 ↑ 14.3% vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Review top pages & content Improve content depth and relevance 	<p>3. KEYWORD RANKINGS Are we improving visibility for target keywords?</p> <p>Key Metric</p> <p>Top 10 Rankings 215 ↑ 22 vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Track keyword movement Optimize pages that are close to page 1 	<p>4. CONVERSIONS Are more visitors taking action?</p> <p>Key Metric</p> <p>Conversions 345 ↑ 16.7% vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Review conversion sources Optimize landing pages and CTAs 	<p>5. REVENUE / VALUE Is our traffic driving business results?</p> <p>Key Metric</p> <p>Revenue \$24,680 ↑ 21.4% vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Analyze high-value pages and channels Scale what drives ROI 	<p>6. ISSUES Are there technical or content issues holding us back?</p> <p>Key Metric</p> <p>Critical Issues 7 ↓ 3 vs. last 7 days</p> <p>What to do</p> <ul style="list-style-type: none"> Fix crawl errors, 404s, and indexing issues Monitor site health
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WEEKLY REVIEW CHECKLIST

- ✓ Review dashboard and note big changes
- ✓ Identify wins, losses, and anomalies
- ✓ Understand the "why" behind the numbers
- ✓ Prioritize actions with the biggest impact
- ✓ Document decisions and next steps



PRO TIP

Consistency + Action = Growth

Small, weekly improvements compound into big results over time.



FOCUS: Track what matters. Understand the trends. Take action. Repeat.



Data without action is just information. Action turns data into growth.

OPTIMIZATION FRAMEWORK

Use data to decide where to invest more—and where to make changes.



THE GOAL

Focus your time and budget on what drives the best results. Eliminate what doesn't.



WHAT'S WORKING → SCALE

Double down on what drives results. Increase investment, expand reach, and maximize impact.



STRONG TRAFFIC GROWTH

Pages and channels bringing in consistent and growing traffic.

ACTION

Increase content production, boost promotion, build more links.



HIGH ENGAGEMENT

Visitors are engaged, spending time, and interacting with your content.

ACTION

Create more content like this. Expand to related topics and formats.



STRONG CONVERSIONS

Pages and campaigns that drive leads, sales, or key actions.

ACTION

Increase budget, optimize further, and scale what's already converting.



HIGH ROI / PROFITABLE CHANNELS

Channels and campaigns delivering the best return on investment.

ACTION

Allocate more budget and resources to scale impact.



WHAT'S NOT WORKING → FIX OR CUT

Address underperformance. Fix what can be improved. Cut what's not worth the investment.



DECLINING TRAFFIC

Pages or channels with dropping traffic or visibility.

ACTION

Update content, improve SEO, or refresh promotion. If not recoverable, deprioritize.



LOW ENGAGEMENT

High bounce rate, low time on page, or low interaction.

ACTION

Improve content quality, format, and relevance. A/B test and optimize.



LOW CONVERSIONS

Traffic isn't converting or leads aren't progressing.

ACTION

Improve offers, CTAs, landing pages, and user experience. Test and iterate.



LOW ROI / HIGH COST

Campaigns or channels with low return or high cost per result.

ACTION

Optimize targeting and creative. If still underperforming, reallocate or cut.



WEEKLY REVIEW PROCESS



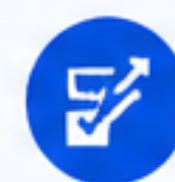
1. REVIEW DATA

Analyze performance across key metrics.



2. IDENTIFY INSIGHTS

Spot what's working well and what's not.



3. DECIDE ACTIONS

Scale, fix, or cut based on data and goals.



4. TAKE ACTION

Implement changes and allocate resources.



5. MEASURE AGAIN

Track results and repeat the cycle.



DATA → INSIGHT → ACTION → GROWTH

Focus on what moves the needle. Eliminate the rest. Grow with confidence.



Better decisions. Better results.

REAL GROWTH EXAMPLE






Tracking the right KPIs turned insights into action—and delivered real, measurable growth.



THE RESULT

Better visibility. More traffic. Higher conversions.
Smarter decisions. Stronger growth.

BEFORE: NOT TRACKING KPIs

ORGANIC SESSIONS	RANKING KEYWORDS	CONVERSIONS	CONVERSION RATE	REVENUE
 18,200 No baseline	 320 No baseline	 120 No baseline	 0.66% No baseline	 \$24,500 No baseline

CHALLENGES

- ✗ No visibility into what was driving results
- ✗ Unclear which pages, keywords, or channels mattered
- ✗ Decisions were based on guesswork, not data

Organic Sessions Over Time



VS.

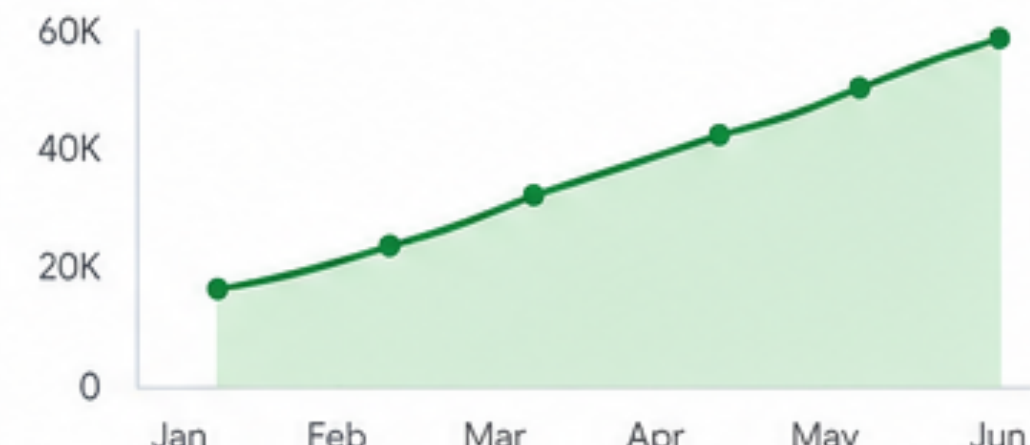
AFTER: TRACKING KPIs

ORGANIC SESSIONS	RANKING KEYWORDS	CONVERSIONS	CONVERSION RATE	REVENUE
 45,600 ↑ 150.5%	 1,250 ↑ 290.6%	 572 ↑ 376.7%	 1.25% ↑ 89.4%	 \$98,700 ↑ 302.9%

KEY ACTIONS TAKEN

- ✓ Tracked and analyzed key SEO KPIs weekly
- ✓ Optimized high-impact pages and content
- ✓ Improved keyword targeting and internal linking
- ✓ Focused on conversions, not just traffic

Organic Sessions Over Time



THE TAKEAWAY

When you track what matters, you can improve what matters—and grow faster.



150%+
More Organic Traffic



290%+
More Ranking Keywords



376%+
More Conversions



302%+
More Revenue



DATA DRIVES GROWTH.



MEASURE →



ANALYZE →



OPTIMIZE →



GROW



Track consistently. Act intentionally.
Win continuously.

KEY TAKEAWAYS

Focus on what matters. Measure consistently. Grow intentionally.



The goal isn't more data.
It's **better decisions** that drive growth.



1. TRACK THE RIGHT KPIs

Focus on the metrics that reflect real business impact.



Track traffic, engagement, conversions, and revenue.



Look beyond vanity metrics. Focus on what drives growth.



Use insights to identify opportunities and fix issues.



What gets measured gets improved.



2. USE GA4 WEEKLY

Make data review a weekly habit, not a monthly surprise.



Review key KPIs every week to spot trends early.



Compare against last week and last month.



Turn insights into actions—and track the results.



Consistent review = better results.



3. COMBINE SEO + ADS

Integrated data tells the full story and unlocks bigger opportunities.



SEO builds sustainable traffic. Ads drive quick wins.



Use GA4 to see the full customer journey across all channels.



Align SEO + Ads strategies for maximum impact.



Work together. Win together.



DATA + INSIGHT + ACTION = GROWTH

Keep measuring. Keep learning. Keep growing.



Measure
Know your numbers



Learn
Find what matters



Grow
Take action. Repeat.

HOMESWORK

Put today's learnings into action. Complete these 3 steps to start measuring and growing with confidence.



THE GOAL

Build your measurement foundation and track what drives real growth.

01



SET UP GA4

Set up Google Analytics 4 for your website to start collecting the right data.

- ✓ Create or access your GA4 property
- ✓ Install the GA4 tracking code on your website
- ✓ Verify data is coming in (Real-time report)

 TIME: 30-45 MINUTES


02



CONNECT HOOTSUITE OR ANOTHER CMS

Connect your content management or social tool to streamline publishing and performance tracking.

- ✓ Choose Hootsuite (or another CMS tool)
- ✓ Connect your social profiles / accounts
- ✓ Confirm connection and test a post

 TIME: 20-30 MINUTES


03



IDENTIFY 3 KPIs

Choose the 3 most important KPIs that align with your goals.

- ✓ Pick 3 KPIs (see examples below)
- ✓ Define what success looks like for each
- ✓ Write down your baseline (if available)

 TIME: 15-20 MINUTES



EXAMPLES OF KPIs

Choose the ones that matter most to you.



Traffic
(Sessions)



Engagement
(Engaged Sessions /
Engagement Rate)



Conversions
(Conversions /
Conversion Rate)



Revenue
(Total Revenue /
Revenue per User)



PRO TIP: Consistency beats complexity. Start simple, track consistently, and improve over time.



Small steps today. Big results tomorrow.

Q&A

OPEN FLOOR

Ask questions. Share thoughts.
Let's learn from each other.



Ask anything

No question is too small.



Share ideas

Your insights can help others.



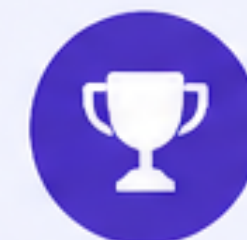
Learn together

We're all here to grow.



THANK YOU!

Great questions drive better understanding.
Let's make the most of this time together.



OUR GOAL

Leave with clarity, confidence,
and a plan to grow.

THANK YOU!

for your time and engagement.



Keep learning.
Keep measuring.
Keep growing.



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