Jacobs
media strategies

Google Analytics for Radio Programmers

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An Introduction to

Google Analytics for Radio Programmers
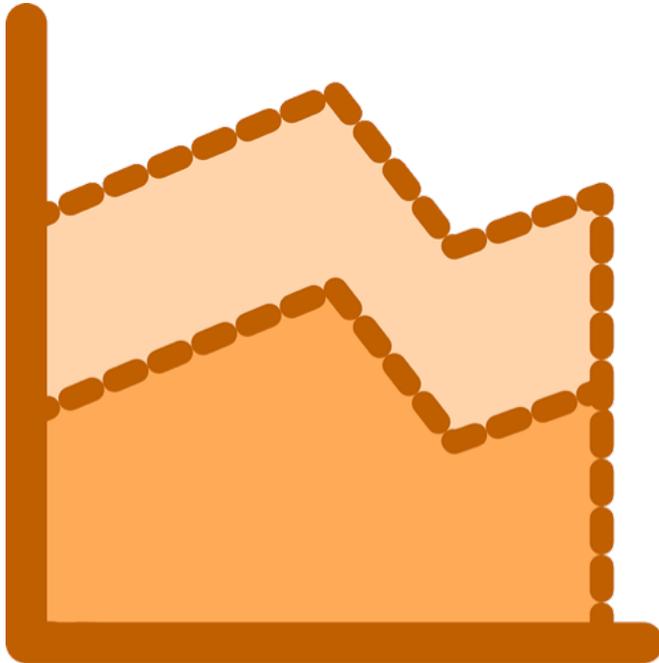
Google Analytics is a powerful tool to measure the content that you publish on your website. It is like having Call-Out Music Research and Nielsen Ratings for your website rolled into one package. Just as you use these tools to track how your on-air content is performing, you can use Google Analytics to measure how your online content is doing.

This guide is not intended to be a technical document. (You can find that online.) Instead, it is meant to give radio programmers an overview of the key features of Google Analytics and to show them how to use Google Analytics as part of their station's digital strategy.

Google Analytics in a Content Marketing Strategy

Google Analytics offers tons of information; it can be overwhelming in the beginning. It's important to understand how all of this information fits into your station's larger strategy. Google Analytics is most powerful when used as part of a Content Marketing Strategy.

Content Marketing for Broadcasters

Content Marketing

These are the basic steps in a Content Marketing strategy:

1. Create content (blogposts).

2. Make that content easy to share on social media, easy to find in search engines, and easy to talk about on your airwaves. Use these three channels to drive people back to your website.

3. Once people come to your website, encourage them to complete a goal, such as signing up for the email club, entering a contest, or streaming the station.

4. Measure every step of the process to see what's working and what can be improved.

As part of Step 4 above, you will use Google Analytics to measure steps 1, 2, and 3.

TIP: For a more detailed explanation of how Content Marketing works for broadcasters, watch this short video or this detailed webinar recording.

The Station Blog

To take full advantage of Google Analytics, you will first need a blog, or a section of the station website where you regularly publish new content. If you are not regularly posting content, the metrics will not change much from week to week, and after the initial review, Google Analytics won't produce much insight.

Google Analytics is used to measure your website, not your station's online stream; those metrics come from your streaming provider. However, Google Analytics can be used to measure your radio station's mobile app.

TIP: If your radio station does not have a blog, check out our guide, "12 Steps to Launching a Station Blog." We have also made a webinar recording, "Creating Content: A Practical Guide to Growing Your Station's Website Traffic," available on our website.

Google Analytics in Your Weekly Web Meeting

You probably hold a weekly Programming Meeting or Music Meeting, where you decide what content (music, contests, interviews, etc.) to put on your station's airwaves to engage listeners. You should also hold a weekly Website Meeting, where you decide what content to put on your website to engage your audience.

Spend the first half of this meeting reviewing "old business": Look at the content your station published last week to see what performed well and what did not. This is similar to looking at call-out research, airplay charts, and sales charts in your Music Meeting; you're trying to figure out which blogposts are "hits" and which are not.

Use the insight you gain by looking at Google Analytics as a guide to the creation of future content. If you discover that blogposts about Taylor Swift, the Red Sox, or local restaurants consistently perform well, create more blogposts about those subjects. If other topics do not perform as well, stop writing about them and focus your efforts elsewhere.

How to Install Google Analytics

Google Analytics is free and easy to install. Your webmaster can set it up in a matter of minutes. All you need to do is insert a code snippet into the header of your website.

To install Google Analytics, you will need a Google email address. We recommend that you set up one for the station or company with a role-based email address, such as WKRP@gmail.com, rather than a personal email address for an individual employee. Set this email address to forward to multiple employees so that if one of them leaves the station, the others still have access.

Once you have a Google email address, install Google Analytics by following these instructions.

You can add multiple users to a Google Analytics account, each with different permission levels. For example, you may want to give your Webmaster, Program Director, and your General Manager the ability to log in and see the analytics, but only give your Webmaster administrative privileges.

To set up multiple users, follow these instructions.

Custom Dashboards

Google Analytics allows you to build custom dashboards to make it easy to find the data that's most important to you. Here are three dashboard templates that will make it easy for you to see relevant information when you begin using Google Analytics:

- [Traffic Sources](#)
- [Content](#)
- [Bounce Rate](#)

To install these templates, sign in to your Google Analytics account, click the link above, select your website, and click the 'Create' button. Repeat for all three dashboards.

TIP: You can also create your own custom dashboards to track the metrics that are most important to your station. To do so, [follow these instructions.](#)

Automatic Email Reports

To make reviewing Google Analytics even easier, you can set up reports to be automatically emailed to you and your staff as a PDF file every week:

1. While in a dashboard, click the 'Email' link at the top of the page.

2. Use the pop-up window to set up the email; be sure to send it to all of the appropriate staff members.

3. Go to your next dashboard and click the 'Email' link again. Instead of creating a new email, click the 'Add to an Existing Email' link in the lower right corner of the pop-up window.

4. Repeat step #3 for all of your dashboards.

You can find more detailed instructions here.

Measuring Goals

Note that the dashboards and reports measure traffic and content, but do not measure conversions (goal completions). To do that, you will need to set up custom Goals in your Google Analytics account. You can find detailed instructions here.

Once you've set up your goals in the Admin section of Google Analytics, you may want to create a custom dashboard for these goals, and add it to your weekly emailed reports.

# What to Look For in Google Analytics

When you think about your on-air programming, you want to know:

You will try to answer similar questions about your station's website with the Google Analytics data…

1. How many people are tuning in?
2. What are they tuning in for?
3. How long do they stay tuned in?
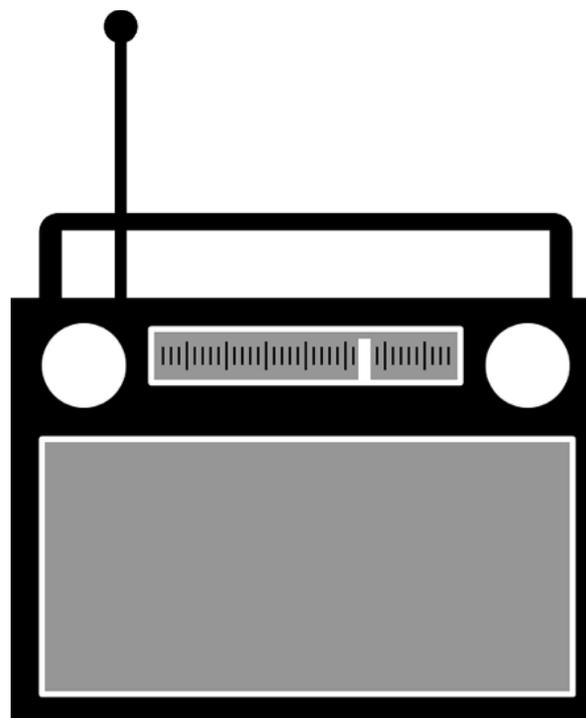
1. Key Traffic Questions

1. How many people are coming to your station's website?

2. Where are they coming from?

3. When they come from social networks, which networks?

4. When they come from search engines, which ones? What keywords are they typing in that is directing them to your pages?

5. If they come to your site by clicking on links on other websites (referral traffic), which sites?

6. Are people on desktops, tablets, or mobile devices when they come to your site.

To answer these questions, you'll look at:

- Total Unique Visitors
- Total Unique Pageviews
- Traffic Sources

2. Key Content Questions

1. Which website content is attracting them to your site? (The first page a person comes to on your site is called the "landing page." Many people will enter your site through a page that is not the homepage.)

2. Once they get to your site, do they "bounce" (leave without visiting a second page)?

3. How many pages do they visit when they come to your site?

To answer these questions, you'll look at:

- Top Landing Pages
- Top Pages
- Bounce Rate
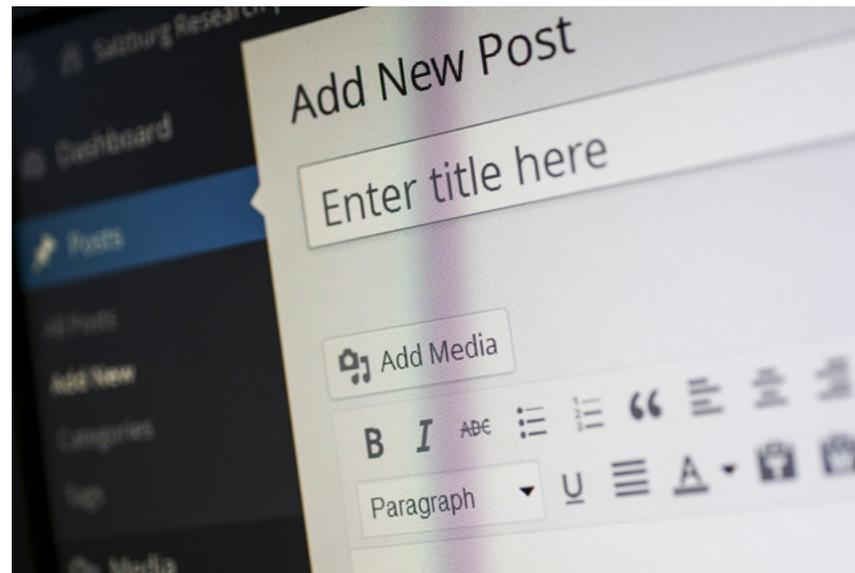
3. Key Conversion Questions

1. Once people come to your site, how many of them complete a goal (convert)?

2. Which goals (email signups, contest entries, etc.) drive the most conversions?

3. What is the "conversion rate" (goal completions divided by total visitors) for each goal?

To answer these questions, you'll need to set up Goals (see page 10) and measure the Conversion Rate for each.

Key Terms

Bounce: A bounce is when somebody comes to your site and then leaves without visiting a second page on the site.

Bounce Rate: The percentage of visitors to your site who "bounce," or leave without visiting a second page.

Conversion: The act of completing a website goal.

Conversion Rate: The percentage of visitors to your site who complete a goal.

Direct Traffic: Visitors who come to your site by typing the URL directly into their browser, as opposed to clicking on a link on another site.

Goal: An act that you want people to perform when they come to your website, such as signing up for your email list, streaming your station, or entering a contest. Most websites have multiple goals.

Keywords: The words or phrases people type into a search engine like Google that produce search results which include your site.

Landing Page: The first page a visitor comes to when they visit your site.

Organic Search Results: The unpaid results that appear when people conduct a search in a search engine like Google.

Pageview: An instance of a visitor viewing a particular page on your website. A single visitor can be responsible for multiple pageviews.

Paid Search: The paid search results (ads) that appear when people conduct a search in a search engine like Google.

Referral Traffic: Visitors who come to your website by clicking on a link found on another website.

Referrer: A website with a link that send visitors to your site.

Unique Visitors: The distinct number of visitors to your website, regardless of how often they come to the site.

Conclusion

Of course, there is a lot more that you can do with Google Analytics once you become familiar with it. Start by reviewing your Google Analytics reports in your weekly Website Meeting to get a handle on which content is attracting people to your website. If you use this information to guide you as you create more content, you will attract more visitors to your website.

Next Step:

Set up an appointment and we'll develop a plan to implement a **Content Marketing** strategy for your station:

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