



# Make the most of Analytics

You know how important it is to analyse what people are doing on your website so you know which advertising works the best. You've installed Google Analytics tracking for your website, and while it's collecting data, you need to configure it so that it reports on the metrics that matter to you. The question is – how?

Internetrix's **GOOGLE ANALYTICS PERFORMANCE PACK** will deliver an expert configuration of your Analytics account to assist in providing a strong customer source from your existing hits and visits.

## Track



What good is tracking your website if there are gaps in the data? Internetrix will use the Google tools to ensure your website and its various resources, forms and assets are properly tagged on ALL pages. We will provide a comprehensive spreadsheet that lists all elements of your website and their tracking status. We will also complete a gap analysis to provide an explanation for why pages aren't being tracked properly and ways to overcome it.



**WEBSITE  
OPTIMIZER**  
TECHNOLOGY  
PARTNER  
Google™

## KPI



Internetrix will assist you in setting up Google Analytics to suit your individual organisation and its business requirements. We will liaise with you to understand your key conversion points and create the necessary profiles and filters that result in the delivery of accurate representation of these metrics within the Google Analytics interface. We will ensure relevant weekly or monthly email reports that show the performance of your key pages are delivered. As well as this, we will set these KPI reports to be available in Google Analytics' dashboard interface, which will allow you to check on your KPIs at anytime.

## ROI



What are these visitors doing on your website? So you've spent the \$6 cost per click on Adwords to get a visitor to your website, but what is this visitor doing within your website? Internetrix will consolidate your Google Adwords account with your Google Analytics account, importing cost data and click data, as well as activating the tracking of the behaviour of your paid visitors. This component delivers more transparency over your online return on investment. We will examine which of your Adwords advertisements and keywords are or are not performing in turning hits and visits into a effective lead generation source.

Google Analytics Performance Pack

**\$1320<sub>inc</sub>**



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# Order Form

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## ABOUT YOUR BUSINESS

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Company Website Address (URL)

Keywords that identify your products and services [limit to 5]

## PAYMENT METHOD

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