


Focused Reporting: Fewer Reports that Do More



Dana DiTomaso | Kick Point

 @DanaDiTomaso

The struggle is real.

**But we still keep doing
the same things.**

Let's share our struggles.





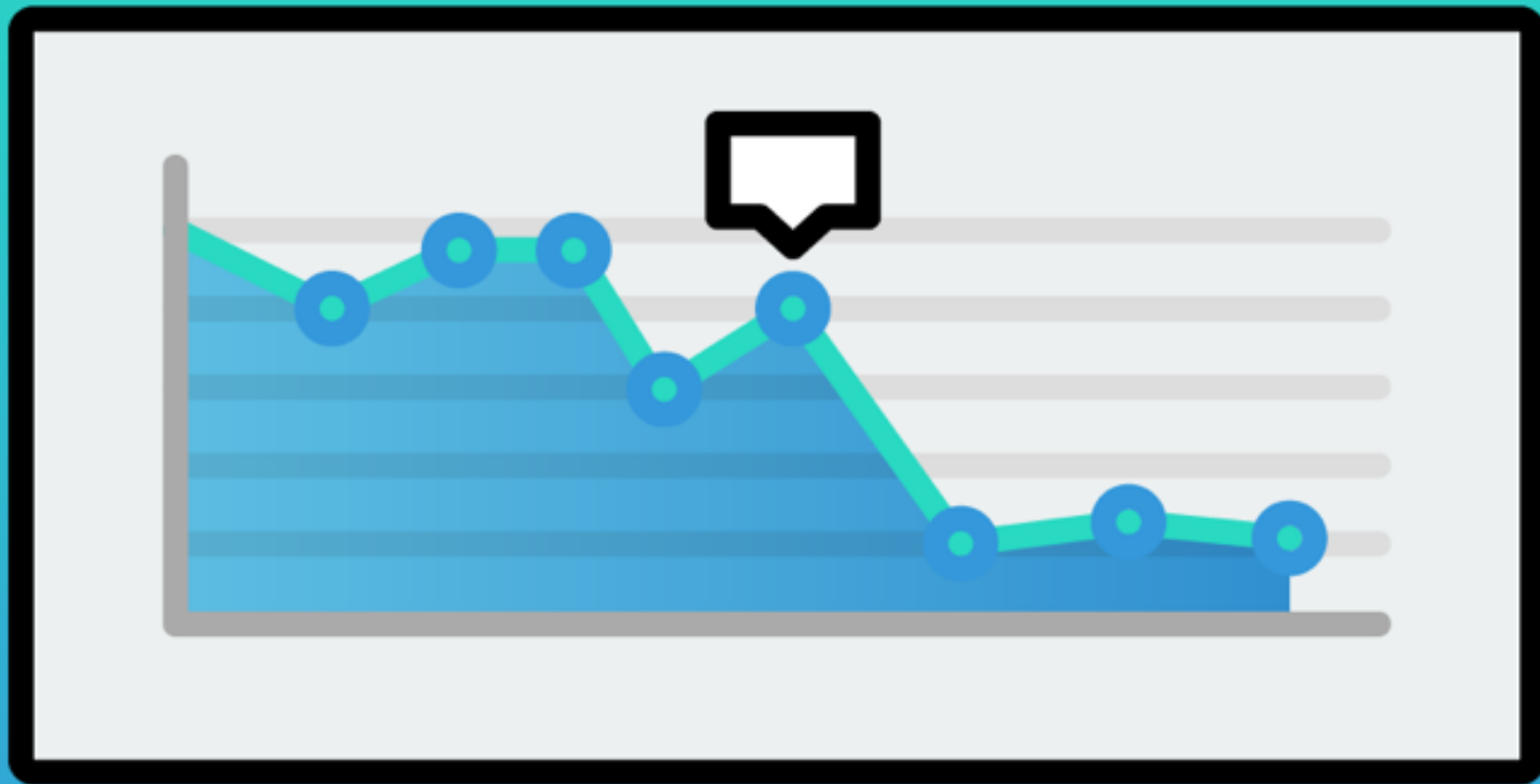


How can we fix this?



What is reporting?

**Monitoring is data.
Reporting is insight.**



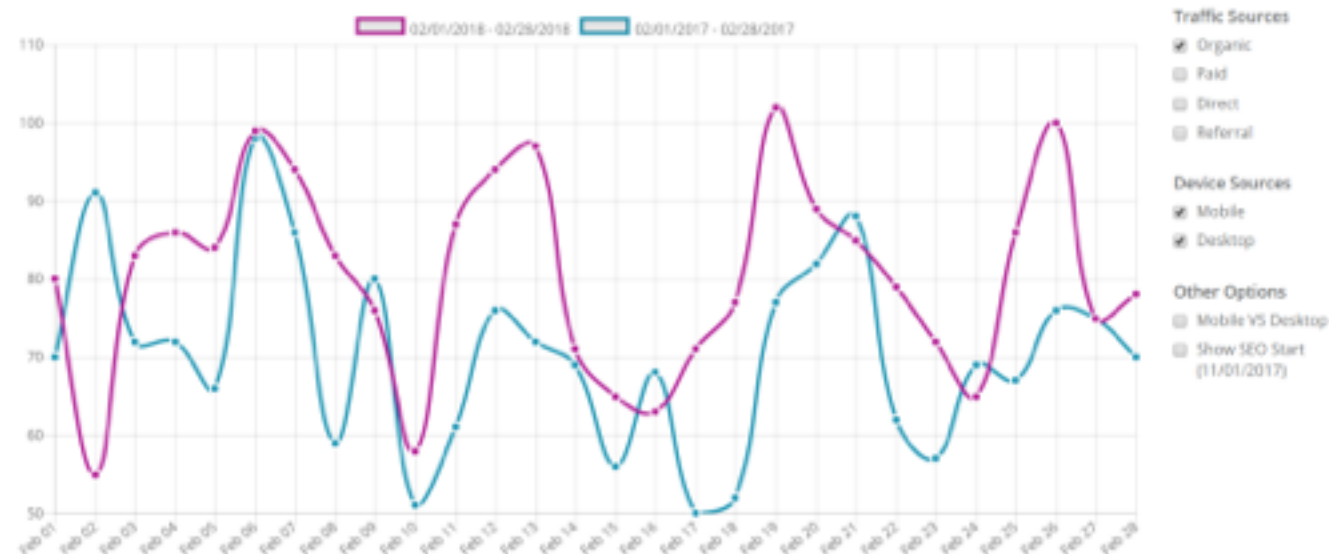
**Monitoring is still important.
But it isn't a report.**

**Reports should tell you if you're
meeting your goals.**



When comparing **Feb 2018** with **Feb 2017**, [REDACTED] has seen a YOY **increase of 14%** of organic traffic to the site and an **increase of 17%** in New Visits.

Visitor Sessions ?



Visitor Sessions ?

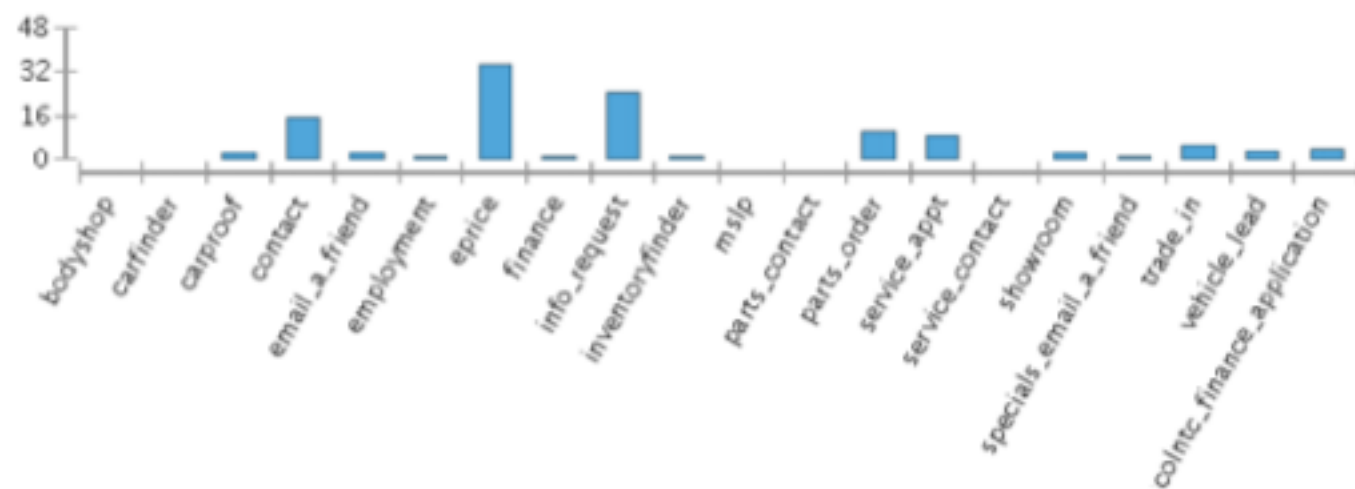
	Organic
Mobile + Desktop	2254 ▲ 14% 1972
Mobile	1052 ▲ 36% 775
Desktop	1202 ▲ 0.4% 1197

New Visits ?

	Organic
Mobile + Desktop	1869 ▲ 17% 1602
Mobile	899 ▲ 43% 628
Desktop	970 ▼ 0.4% 974

Form Submissions Report

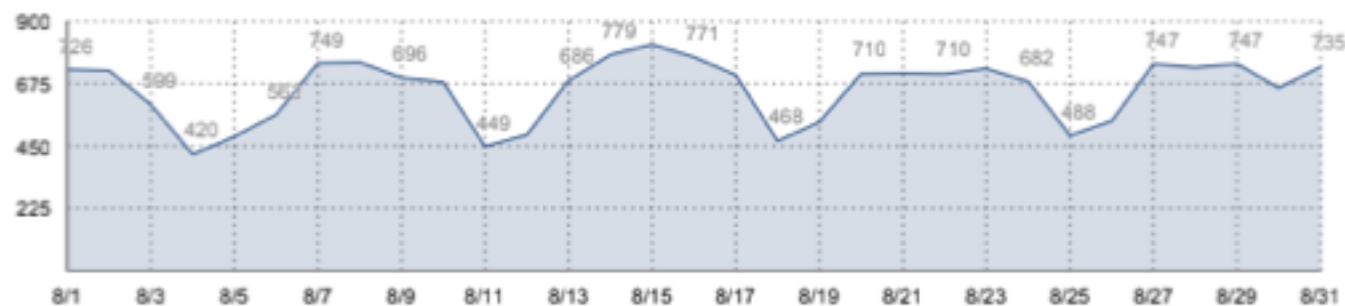
Each form on your website is represented here with the number of form submissions for each, as well as the percentage of total form submissions. You can evaluate the effectiveness of each and take steps to direct customers to successful forms.



Campaign Summary



Clicks



Impressions



2,597,585 Impressions

0.78% CTR

0.00% Conversion Rate

-100.00% ROAS

\$6,284.11 Cost

20,284 Clicks

0 Conversions

\$0.00 RPC

\$2.42 Average CPM

\$0.31 Average CPC

\$0.00 Cost / Conversion

We've all made bad reports.

Why do we do this?

Insecurity?

**If you can't trust the data, then
we can't trust you.**



Start with the end.

Introduce a goal charter.

**A goal charter answers
three questions.**

What are your goals?

Why do these goals exist?

**How will we know when
we've met the goal?**



Dana DiTomaso 

@danaditomaso



Hey [#MozCon](#) attendees (and anyone else who wants to help!), I'll be talking about reporting and I'd like to hear about some real goals that you have been asked to meet. During my talk I'll be showing how to turn these goals into reportable metrics. Please send me your goals!

7:44 AM - 27 Jun 2018

What would a client want to know?

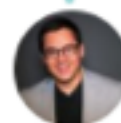


Matt Lacuesta @MattLacuesta · Jun 27



Replying to [@danaditomaso](#)

I was recently had a client ask to report the % of people who clicked Driving Directions from a GMB listing that actually made it to the store...for 2k+ locations



Matt Lacuesta @MattLacuesta · Jun 27



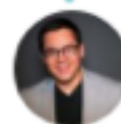
Yea, their goal was driving foot traffic through local pages and gmb listings. Rather than just going with Google's "x% of local searchers visit within 24 hours" they wanted a better idea of how many driving directions turned into visits.



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Matt Lacuesta @MattLacuesta · Jun 27



The assumption is that people clicking driving directions are way more likely to visit than just a "local searcher." The idea is just trying to determine an ROI for local listings management



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Goal:
**How much budget should
we put towards local listings
management?**

Objective 1:
**Know that we're spending
the right budget on local
listings management.**

Objective 2: Understand the ROI of listings management.

How to measure results?

Do this for every goal.

Digital Marketing Results

Time Period:

Apr 1, 2018 - Jun 30, 2018



238

Is your phone ringing?

↑ 43%

Are visitors calling you once they're on your site?
How does this compare to the previous period?

75

Are you getting emails?

↑ 6%

Are visitors clicking/tapping your email, or filling out your contact form? How does this compare to the previous period?

616

Are visitors booking appointments?

↑ 16%

Are visitors filling out your appointment form?
How does this compare to the previous period?

Which pages do your visitors view?

Once you start blogging, this will help you find out what content is most useful to your audience.

Page	Pageviews ▾
/	2,576
/about/our-team/	1,376
/contact/	616
/about/our-team	554
/couples-and-families/	458
/individuals/	317
/treatment-approaches	275
/emotion-regulation-skills-group/	234
/therapy-counselling/child-psycholog...	194
/therapy-counselling/child-psycholog...	174
Grand total	9,358

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How do visitors get to your website?

This will help you understand what marketing channels are working for you, but also which channels are bringing you business.

Channel	Sessions ▾	% Δ	Goal %	% Δ
Paid Search	2,047	-2.8% ↓	20.22%	4.1% ↑
Organic Search	1,664	23.5% ↑	22.48%	1.3% ↑
Direct	708	33.6% ↑	14.83%	0.8% ↑
Social	142	105.8% ↑	12.68%	774.6% ↑
Referral	115	228.6% ↑	15.65%	9.6% ↑
Grand total	4,682	14.3% ↑	19.84%	2.5% ↑
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What's Next?

Since you're a new business, you don't have a specific goal to work towards — but you will! Once you're able to say (for example) "I need 100 phone calls a month" then we will change this report to include whether or not you're meeting those goals.

What about local searches?

This includes how often your result is shown in the "map pack" and Google Maps.

Brand Searches	Unbranded Searches
1,423	3,407
↑ 28.3%	↑ 5.8%
Directions	Website Visits
336	324
↑ 23.5%	↑ 17.0%
Phone calls	
92	
↑ 55.9%	

How to Use This

Start by selecting the time period you want to view up at the top right. Right now, we're only comparing against the previous period because you don't have a year of data yet. We can change this once you do — there are seasonal fluctuations in your business and sometimes the previous month won't be the best point of comparison.

**Once you hit a goal,
start on another.**

**We still have a problem
when it comes to goals.**

**We measure what's important to
the company, not the customer.**



Don't get trapped.







We aren't focused on helping our customers solve their problems as fast as possible.

**Have you asked your customers
what their problems are?**

**Organizations put
themselves first.**

We need to be customer centric.

**This shift isn't just desirable,
it's important.**

**Success isn't measured in
campaign cycles.**

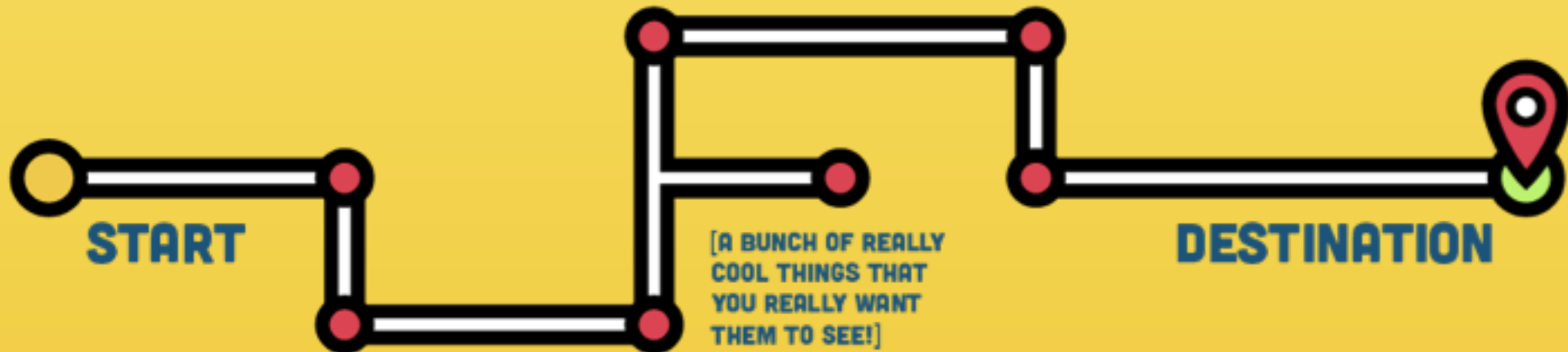
Keep asking why.

**Can we solve their
problems faster?**

THE JOURNEY YOUR USER WANTS:



THE JOURNEY YOU WANT THEM TO TAKE:



**The old way is measuring
conversion rate on a form fill
or a purchase.**

**The new way is measuring
how fast an order arrives.**

**The new way is measuring
the moment they tell their
friends that they can see
perfectly post-Lasik.**

**The new way is when their father
likes and respects the new home
care nurse you sent out.**

**Let's call these
customer conversions.**

How do you measure them?

Number of featured snippets.

Facebook conversation rate and sentiment analysis.

Was your content consumed?

**How long would it take someone
to read this content?**

When does the content end?

Did both these things happen?

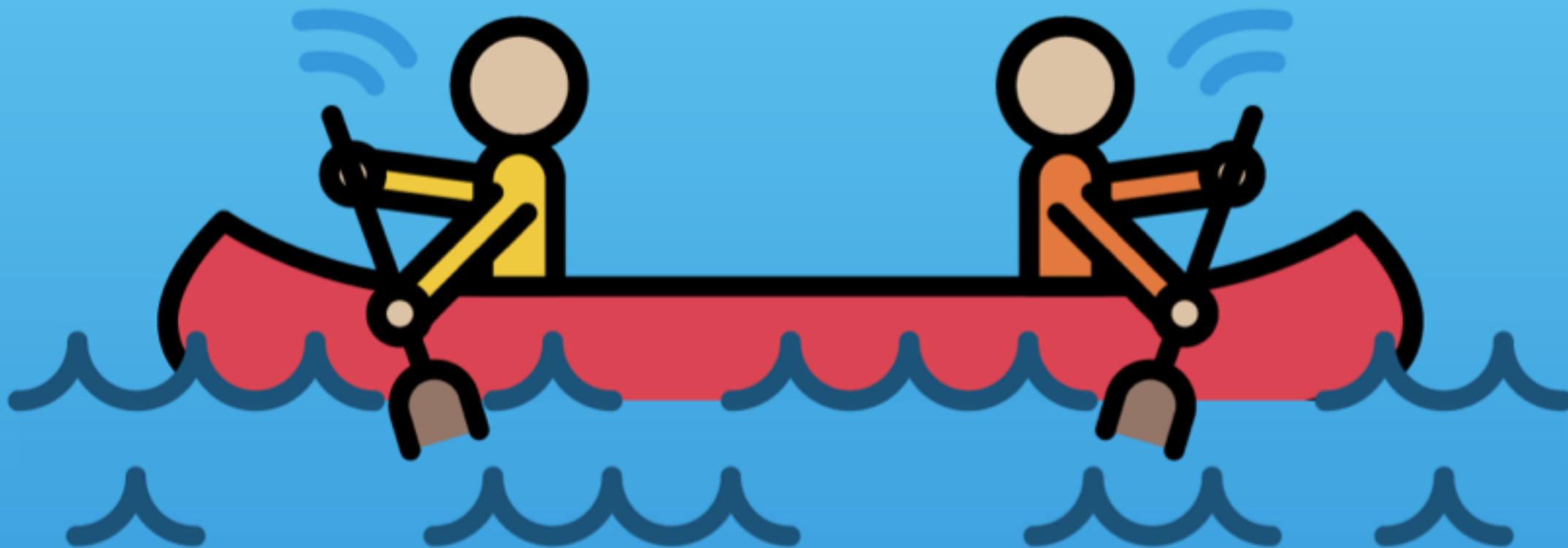
If so, the content was consumed.

**If not, you abandoned, skimmed,
or hoarded the tab for later.**

**Start measuring content
consumption:
kickpoint.ca/mozcon2018**

Now what?

Share your goal charter!



Let's face a few hard truths.

**People don't switch agencies
or hire new in-house
marketers because they
want more of the same.**

**People make changes when
they don't understand.**

**Without understanding,
we lose accountability and trust.**


**And then we end up in the
blame game.**

**We're all trying to help
people do better.**

Thank you!



Dana DiTomaso | Kick Point

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