

TRI Project | IBM6100

BEHIND THE SCENES WITH GOOGLE ANALYTICS

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Young

Abstract

- Analyzed user engagement with TRI's website using data from Google Analytics, Google Tag Manager, and Squarespace.
- Focused on identifying trends in user behavior, acquisition channels, demographics, and landing page performance.
- Data from early February revealed the majority of users are:
 - Female
 - Aged 25–44
 - Located in the United States
- High user interest was seen in TRI's training course pages.
- Top acquisition sources were Organic and Direct traffic.
- Social and Paid Search channels showed potential areas for growth.
- Insights included average time spent on pages and how different traffic sources impacted engagement.
- Findings support strategic improvements in SEO and TRI's future growth planning.

Introduction

- Focused on data analytics using Google Analytics, Google Tag Manager, and Squarespace data for TRI.
- Fall 2024 goal: promote TRI's trainings, especially TRM.
- Current semester goal: evaluate how users are engaging with TRI's website.
- Importance of the topic:
 - Understand how users arrive at the site
 - Analyze landing page performance
 - Examine demographics and user behavior
 - Review acquisition overview
- Report uses data from Google Analytics and Squarespace.
- Covers details on:
 - User and acquisition overviews
 - Demographics, including age and countries
 - Provides key insights and findings.
 - Offers recommendations to support TRI's digital strategies, SEO efforts, and future growth.

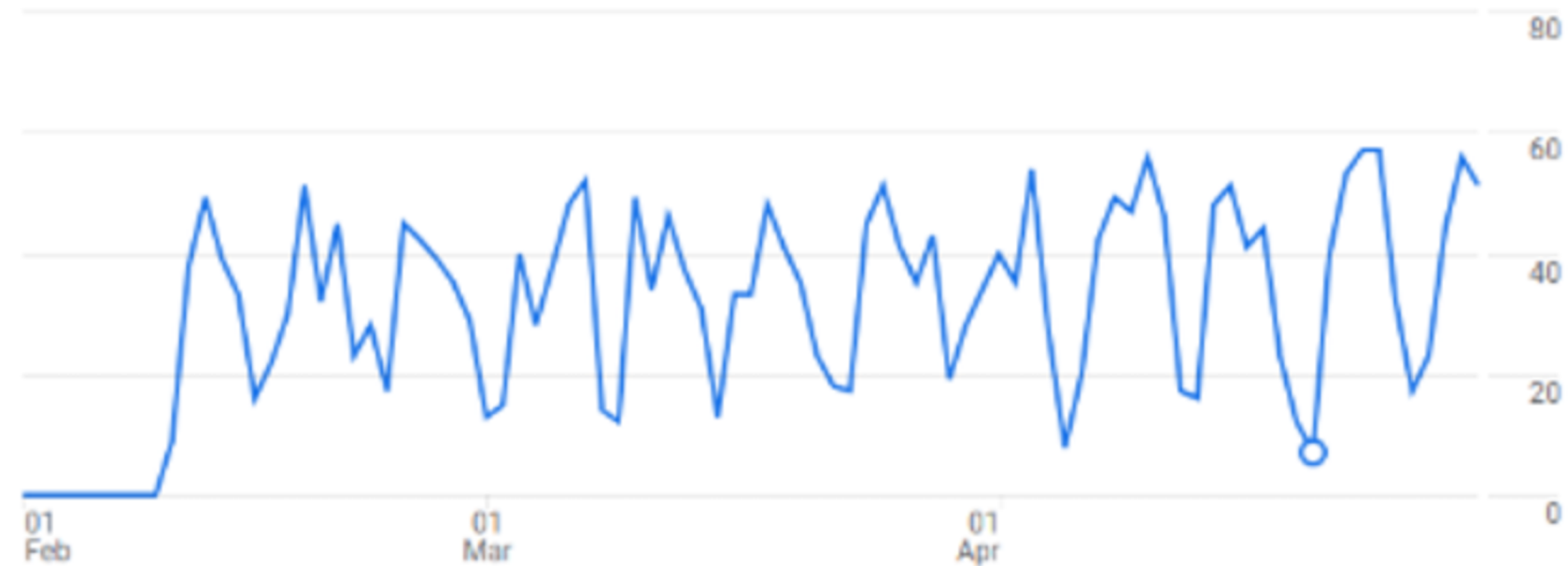
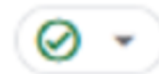
Related Works

- User analytics and search data reveal clear opportunities to improve TRI's content, SEO, and engagement strategies.
 - Branded keywords show strong performance, indicating loyalty among returning users.
 - Low click-through rates on generic terms suggest the need for more targeted content to attract and educate new visitors.
 - Google Analytics and GA4 offer detailed behavioral insights, helping track engagement, identify drop-off points, and refine user journeys.
- SEO best practices recommend:
 - Aligning content with user intent
 - Enhancing metadata
 - Structuring pages for better visibility
 - Advertising trends support:
 - Audience segmentation
 - Remarketing strategies to convert early-interest users
 - Tools like Hotjar and Google Tag Manager help identify friction points.
 - These insights support the creation of clear calls-to-action and personalized educational content to move users from awareness to action.

Acquisition overview

Active users ②
2.3K

New users ②
2.1K



- Timeframe analyzed: February 1 – April 30
- Total active users: 2.3k
- Total new users: 2.1k
- Most active days: April 23–24 with 57 users
- User traffic trend shows:
 - Higher engagement in the middle to end of each month
 - Lower engagement at the beginning of each month

Sessions by
Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	2.2K
Direct	1.5K
Referral	208
Organic Social	84
Unassigned	41
Paid Search	34
Email	10

[View traffic acquisition](#) →

Organic Google Search i...
by Landing page + qu...

LANDING PAGE + Q...	ORGANIC GOO...
/crm	41K
/	28K
/crm-trainings	24K
/crm-teacher-training	20K
/trm-trainings	16K
/trm	15K
/tri-staff	11K

[View Google organic traffic acqui...](#) →

New users by
First user primary channel grou...

FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	1.1K
Direct	822
Organic Social	75
Referral	73
Paid Search	17
Unassigned	4
Email	2

[View user acquisition](#) →

Top traffic sources for sessions (Feb–Apr):


- Organic Search: #1 source with 2.2k sessions
- Direct Traffic: Second highest with 1.5k sessions
- Paid Search: Activity observed, likely due to Google Ads being launched during this period
- Organic Social: Indicates traffic coming from social media platforms
- Email Newsletters: Shows users accessing the site via email links rather than organic search, highlighting diverse acquisition paths

- Average time on site across all median channels: 57 seconds
- Direct traffic: Highest average time at 58 seconds
- TRM-focused pages:
 - /trm-trainings: Users spend an average of 1 minute and 52 seconds
 - /trm: Users spend an average of 1 minute and 18 seconds
- Insight: TRM-related pages receive significantly more engagement time compared to the site average, indicating strong user interest in those offerings

- New user acquisition supports TRI's outreach and training goals
- Paid Search (Google Ads): Brought in 17 new users, showing initial traction
- Organic Search: Ranked #1 acquisition channel with 1.1k new users, highlighting strong SEO performance
- Direct Traffic: Accounted for 822 new users, indicating strong brand recognition and repeat visits



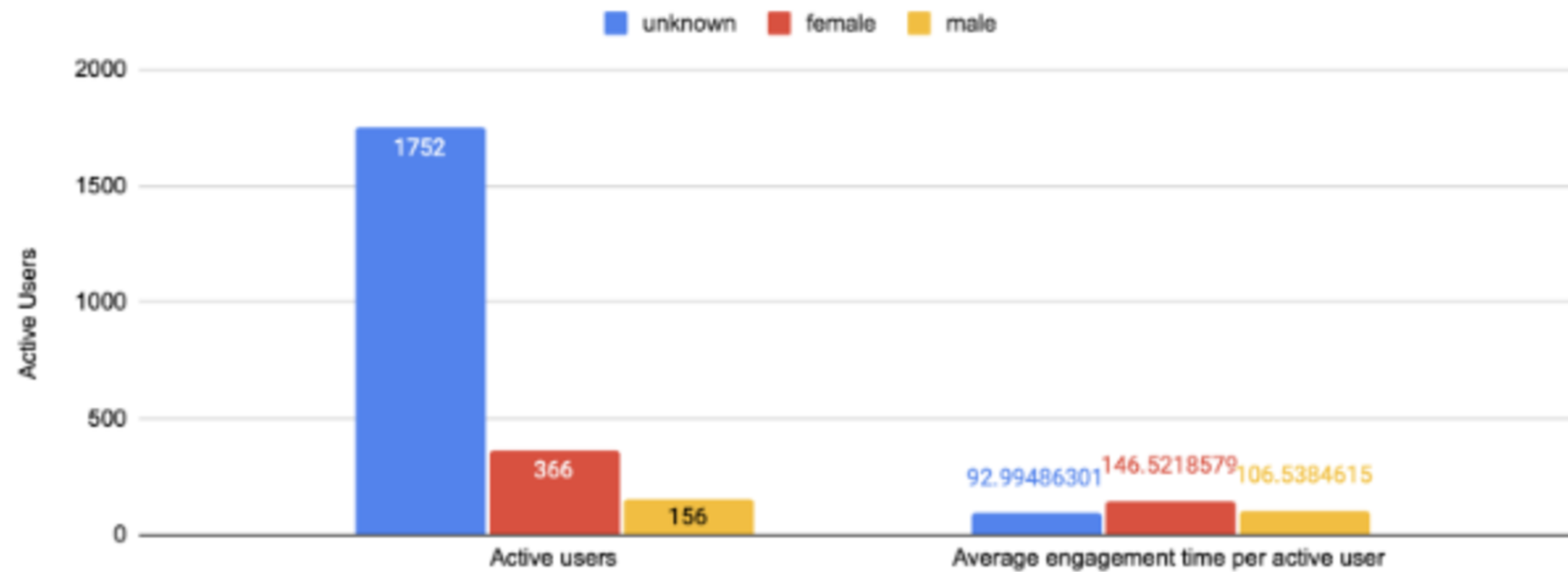
A short explanation of some of the traffic attribution teams:

- Organic Search: Traffic from unpaid search engine results (e.g., Google, Bing).
 - Direct: Users who type your URL directly, bookmark it, or if GA4 can't identify the source.
 - Referral: Users coming from links on other websites (not search engines or social media).
 - Unassigned: Traffic GA4 can't categorize into any known channel (often due to missing UTM tags).
 - Paid Search: Traffic from paid ads on search engines (e.g., Google Ads with "Search" campaigns).
 - Organic Social: Free traffic from social platforms like Facebook, Instagram, LinkedIn, etc.
 - Email: Traffic from email campaigns (only tracked if UTM parameters are used).
 - Cross-network: Traffic from Google Ads campaigns using multiple networks (Search, Display, YouTube).
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Methodology

Gender



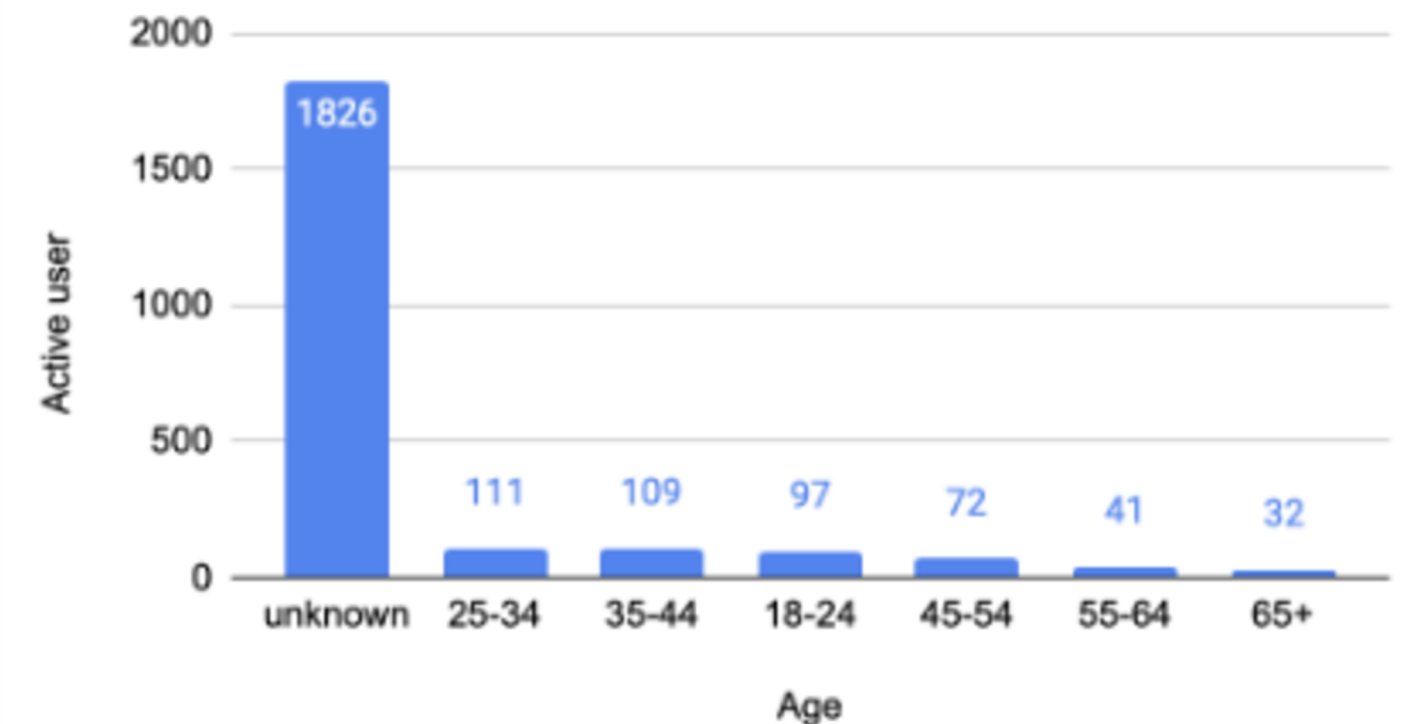
- 80%+ of users have "unknown" age — limits demographic insights
- Likely caused by privacy settings or data gaps
- Known users mostly aged 18–44 — strong engagement from key digital audience
- Suggests need for better age tracking to enable targeted content and outreach

- 1,752 of ~2,000 users are marked "unknown" — limits gender insights
- Female users (366) have the highest average session time: 146.5 sec
- Unknown users average only 93.0 sec — lower engagement
- Opportunity to:

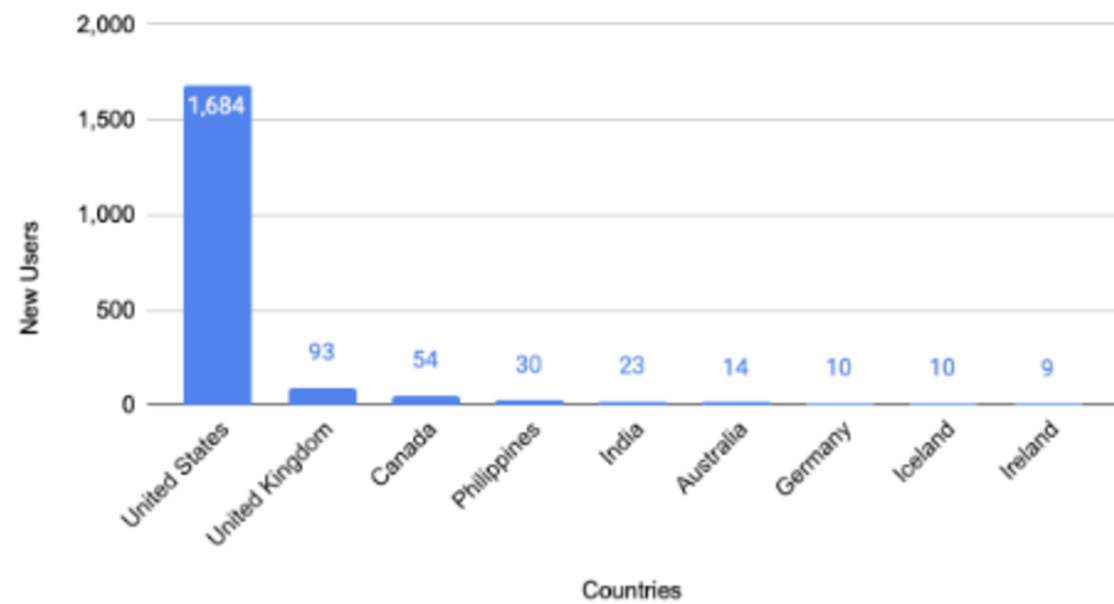
Improve gender data collection

Enhance experience for female users to boost retention

Active user vs. Age

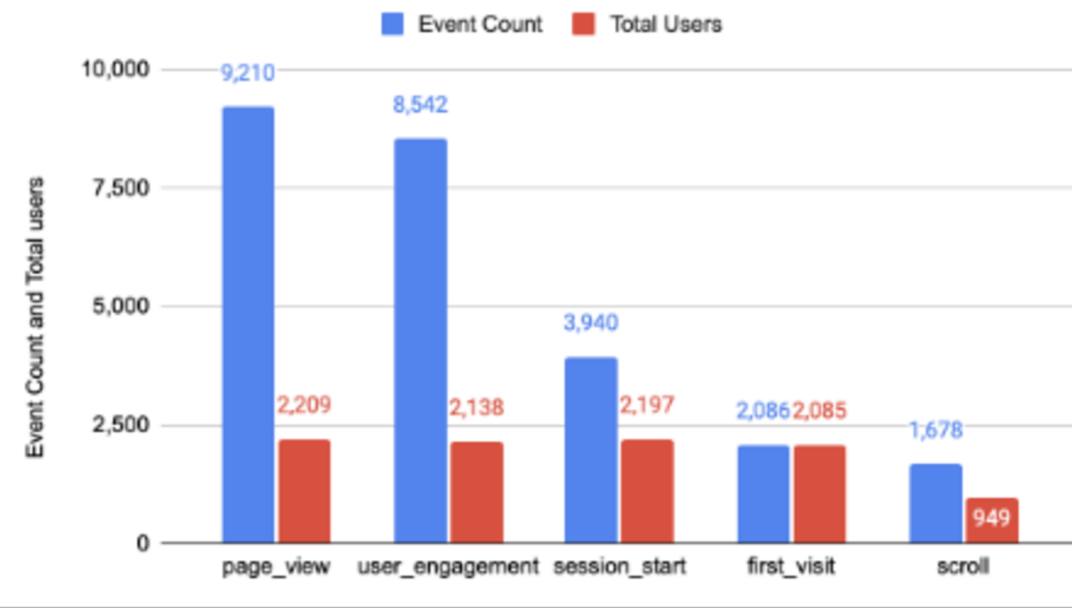


New Users vs. Countries



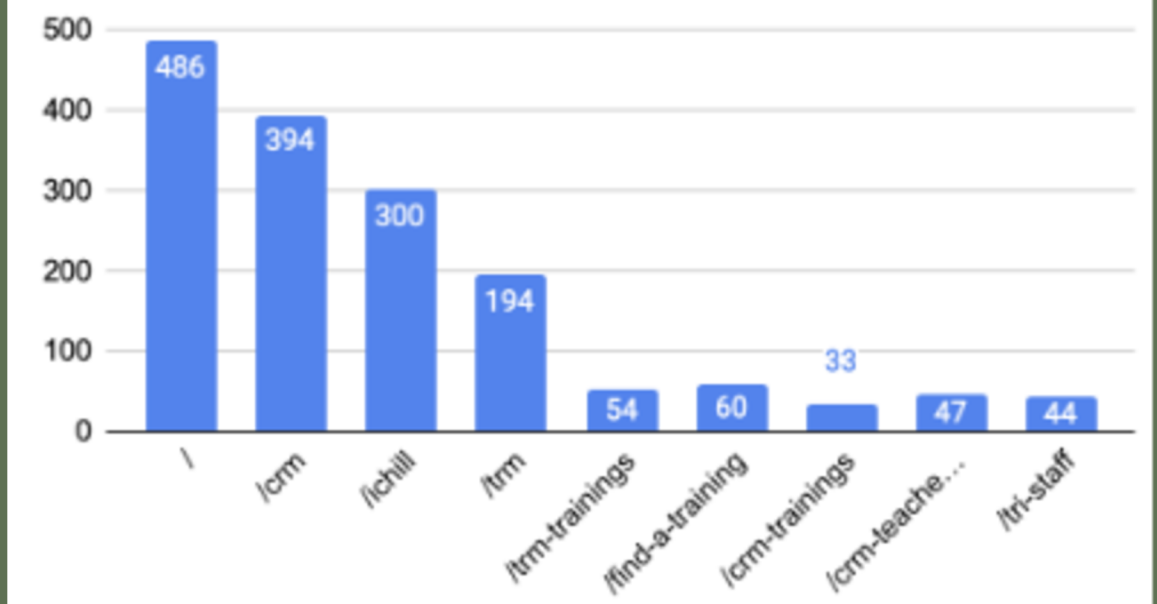
- 87%+ of new users are from the U.S. – strong domestic focus
- Digital strategy is heavily U.S.-centric
- Some global reach: UK (93 users), Canada (54 users)
- Low international acquisition overall
- Growth opportunity in English-speaking, mobile-first regions

Event Count and Total Users



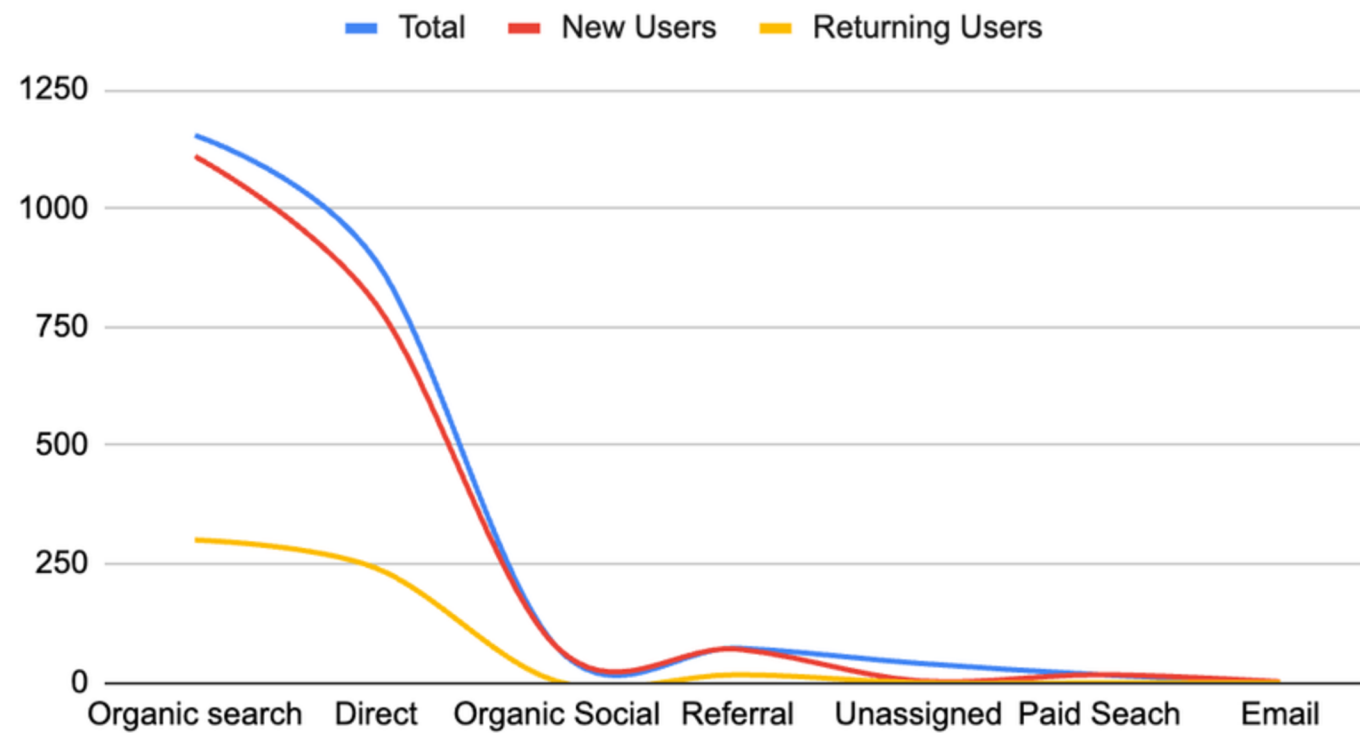
- 9,210 page views show strong content visibility
- 8,542 engagement events from 2,138 users reflect high interaction
- 3,940 session starts indicate repeat visits
- 1,678 scrolls by 949 users suggest deep content engagement
- Overall, strong retention and content effectiveness

Landing Page New Users



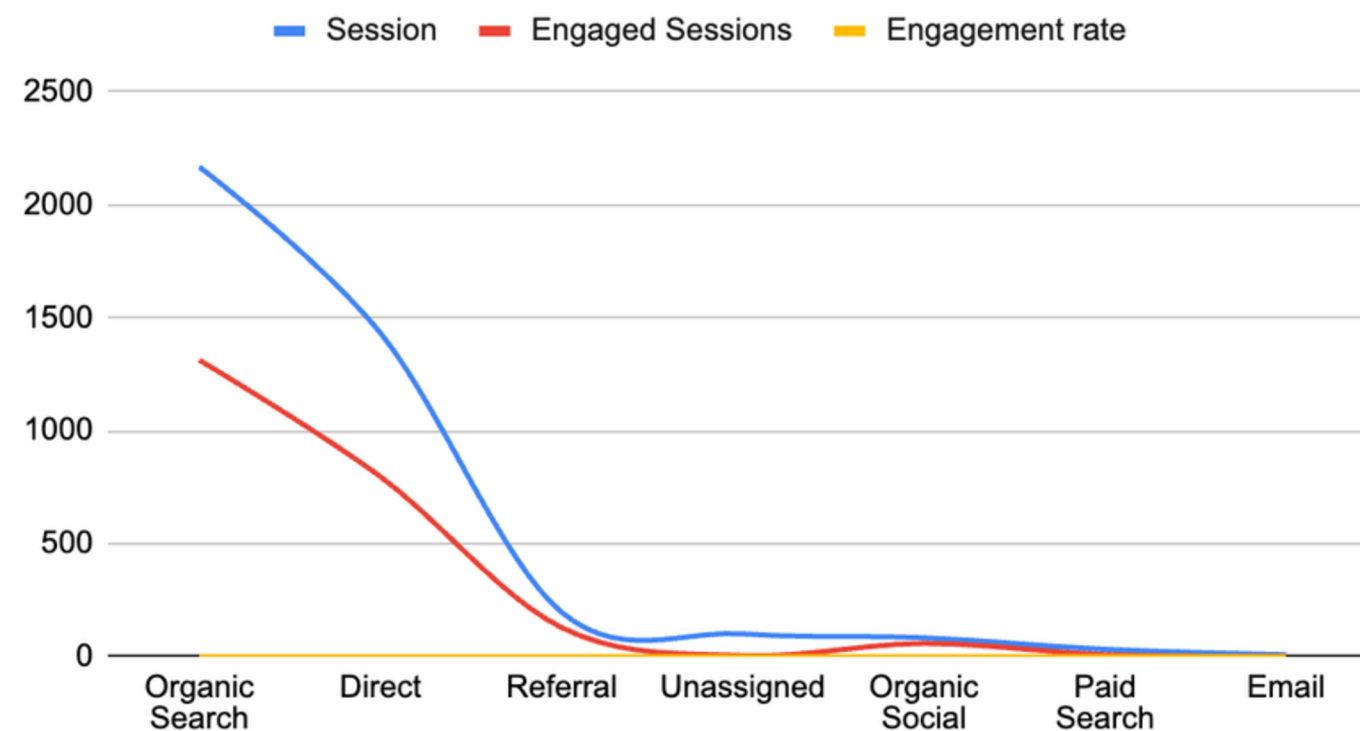
- Homepage leads with 486 new users
- Key pages: /crm (394), /ichill (300), /trm (194) also perform well
- Low traffic on specialized pages: /trm-trainings (54), /find-a-training (60), /crm-trainings (33)
- Indicates need for better SEO and internal linking to drive deeper engagement

User Acquisition



- Organic search leads user acquisition — strong SEO performance
- Direct traffic ranks second — driven by returning users and brand recall
- Social, referral, email, and paid search contribute minimally
- Highlights reliance on top two channels — need to diversify and strengthen other acquisition strategies

Traffic Acquisition



- Organic Search leads in both session volume and engagement
- Direct traffic is strong but shows slightly lower interaction
- Referral, Social, Paid Search, and Email contribute minimally
- Indicates underdeveloped strategies in these channels
- Emphasizes need to diversify and optimize beyond Organic Search for sustained growth



Discussion of Findings & Insights




Website Performance & User Insights (TRI)

User Behavior & Engagement:

- * 2,100 new users & 582 returning users → 27.7% retention (industry goal: 30%)
- * Top Events:
- * Page Views: 9,210
- * User Engagement: 8,542
- * Session Starts: 3,940
- * Low Scroll Activity: 949 users → Suggests shallow engagement

Audience Overview:

- * Most users aged 25–34, but 65+ spent longest time engaged (184.84s)
 - * High unknown demographic (1,826 users) → Suggest consent-based data tools
- ### Geographic Highlights:
- * U.S.: Most users (1,684), moderate engagement (58.16%)
 - * Higher engagement from: Ireland (78.57%), Philippines (72.97%)
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Traffic Channels, Content & Recommendations

Top Performing Channels:

- * Organic Search: 1,154 users | 60.56% engagement
- * Direct Traffic: 890 users
- * Social Media: Low volume but high quality (70.24% engagement)


Underperformers:

- * Email: 2 users | 22.22% engagement (benchmark: ~66%)
- * Paid Search: 17 users | 27.27%

Content Performance:

- * High engagement pages:
 - * /crm-teacher-training: 2m 25s
 - * /tri-staff: 1m 52s
- * Low engagement: /ichill (34s)

Key Recommendations:

- * Optimize low-performing pages (ichill)
 - * Personalize & refine email campaigns
 - * Promote high-engagement content via internal linking
 - * Launch retargeting to increase return visits
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Recommendations

Recommendation

Recommendation 1

Optimize Landing Pages for Higher Conversions

- Problem: High traffic to TRM/CRM training pages but low conversions (e.g., only 9 form submissions).
- Solution:
- Redesign landing pages with clear, compelling calls-to-action (CTAs) (e.g., "Register Now" buttons above the fold).
- Add trust signals (testimonials, certification badges) and simplify forms to reduce friction.
- Use A/B testing to determine the most effective layouts (tools: Google Optimize, Hotjar).

Recommendation 2

Enhance SEO for Underperforming Keywords

- Problem: High-impresion keywords (e.g., "resiliency," "trauma training") have 0% click-through rates (CTR).
- Solution:
- Rewrite meta titles/descriptions to align with search intent (e.g., change "Resiliency" to "Trauma Resilience Training Programs").
- Create dedicated landing pages for high-potential queries (e.g., "CRM certification for therapists").
- Publish blog content targeting long-tail keywords (e.g., "How TRM Training Helps Educators").

Recommendation cont.

Recommendation 3

Leverage Paid Search for High-Intent Audiences

- Problem: Paid search contributes only 17 new users, suggesting underutilization.
- Solution:
- Run Google Ads campaigns targeting high-intent keywords (e.g., "CRM training near me," "TRM certification cost").
- Use geo-targeting to focus on the U.S. (where 87% of users are located) and test ads in secondary markets (UK, Canada).
- Retarget users who visited training pages but didn't convert.

Recommendation 4

Improve Demographic Data Collection

- Problem: 80% of age data and 77% of gender data are "unknown," limiting targeting.
- Solution:
- Implement optional demographic surveys (e.g., pop-ups offering a free resource in exchange for age/gender info).
- Use Google Analytics 4 (GA4) enhanced tracking to capture more user attributes.

Recommendations & Challenges

Recommendation 5

Boost Engagement via Email and Social Media

- Problem: Email and organic social drive minimal traffic (10 and 84 sessions, respectively).

Solution:

- Launch a monthly newsletter featuring training updates, success stories, and CTAs to high-traffic pages.
- Repurpose top-performing content (e.g., TRM explainer videos) for LinkedIn, Instagram, and Facebook.
- Partner with influencers in trauma care to amplify reach

Challenges Encountered

1. Data Gaps: Limited demographic data (e.g., "unknown" age/gender) due to privacy settings or tracking limitations.
2. Conversion Tracking: Unable to analyze full conversion paths (e.g., why users abandon forms).
3. Time Constraints: Data covered only 3 months (Feb-Apr), limiting long-term trend analysis.

Key takeaways Conclusion

Key Takeaways for Future Projects:

- Invest in better tracking: Use UTM parameters for campaigns and set up GA4 conversion events.
- Expand data sources: Incorporate heatmaps (Hotjar) and user feedback surveys to understand behavior.
- Focus on retention: Analyze returning users' behavior to improve loyalty (e.g., email drip campaigns).

By implementing these recommendations, TRI can increase conversions, diversify traffic sources, and better serve its core audience (U.S.-based females aged 25-44). Future work should explore multilingual content to engage non-English speakers and mobile optimization given the younger audience (18-24).

Conclusion

The report of TRI's analyzation of their website showed high user volume in the few months the data was gathered. The data showed, majority of users are U.S v]based, female between the ages of 25-44, not to mention the other ages that should be investigated further. However, conversion rate was not accessible to us but, with these findings, TRI can use this data to enhance CTA, improve user interface and optimize landing pages to increase an average time on landing pages. By focusing on the recommendations, TRI will have no trouble in promoting their CRM and TRM trainings.

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THANK YOU