

DATA STORY.

How to Improve Your Website using GA4

LWT Member Capability
April 2025

Around the room

- Your Name. Organisation & Role
- One word Open.
- Top thing you want to learn from this session.

Questions as we go please!
No silly questions.

Why do Data Story?

From failed business to data obsessed








Why CRO?

Rising traffic costs

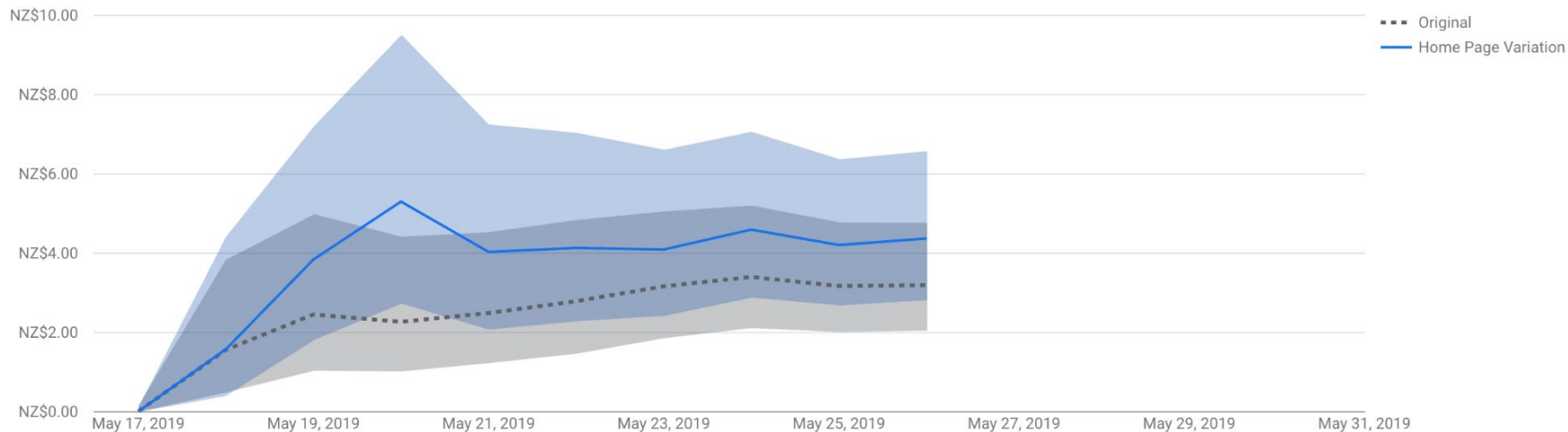
Efficiency of marketing

Research applies to all channels

Year 1 Annual Forecast				
	Current Annual/Median	Forecast Conservative	Forecast Moderate	Forecast High
Sessions	564,561	564,561	564,561	564,561
Organic Sessions	98407	98407	98407	98407
Conversion Rate Average	0.83%	0.0083	0.0083	0.0083
New Website CR Lift	0	0.02%	0.04%	0.06%
New CR		0.85%	0.87%	0.89%
Total Sales	4658	4799	4912	5025
AOV	\$2,093	\$2,093	\$2,093	\$2,093
Total Revenue	\$9,747,051	\$10,041,615	\$10,277,888	\$10,514,162
Revenue Lift		\$294,564	\$530,837	\$767,110

Variant 	Improvement	Probability to be Best	Probability to beat baseline	Revenue per Session	Revenue
<input checked="" data-bbox="63 183 92 202" type="checkbox"/> Original 1,119 sessions	Baseline	15%	Baseline	NZ\$2.05  NZ\$4.77	NZ\$3,609.00
<input checked="" data-bbox="63 281 92 300" type="checkbox"/> Home Page Variation 1,153 sessions	-24% to 150%	85%	85%	NZ\$2.82  NZ\$6.58	NZ\$5,475.50

Revenue per Session Over time



[Learn more about Optimize reports.](#)

To find your local Quit Coach:

Select a region

Auckland & Waitematā

Auckland & Waitematā

REGION COVERS

Auckland Waitematā

Ready, Steady, Quit provides stop smoking service from Wellsford to Ōtāhuhu. This service provides face to face, virtual or group programmes and is free to people who have decided to start their smokefree journey.

0800 500 601

info@readysteadyquit.org.nz

Go to website 

0.88% conversion rate

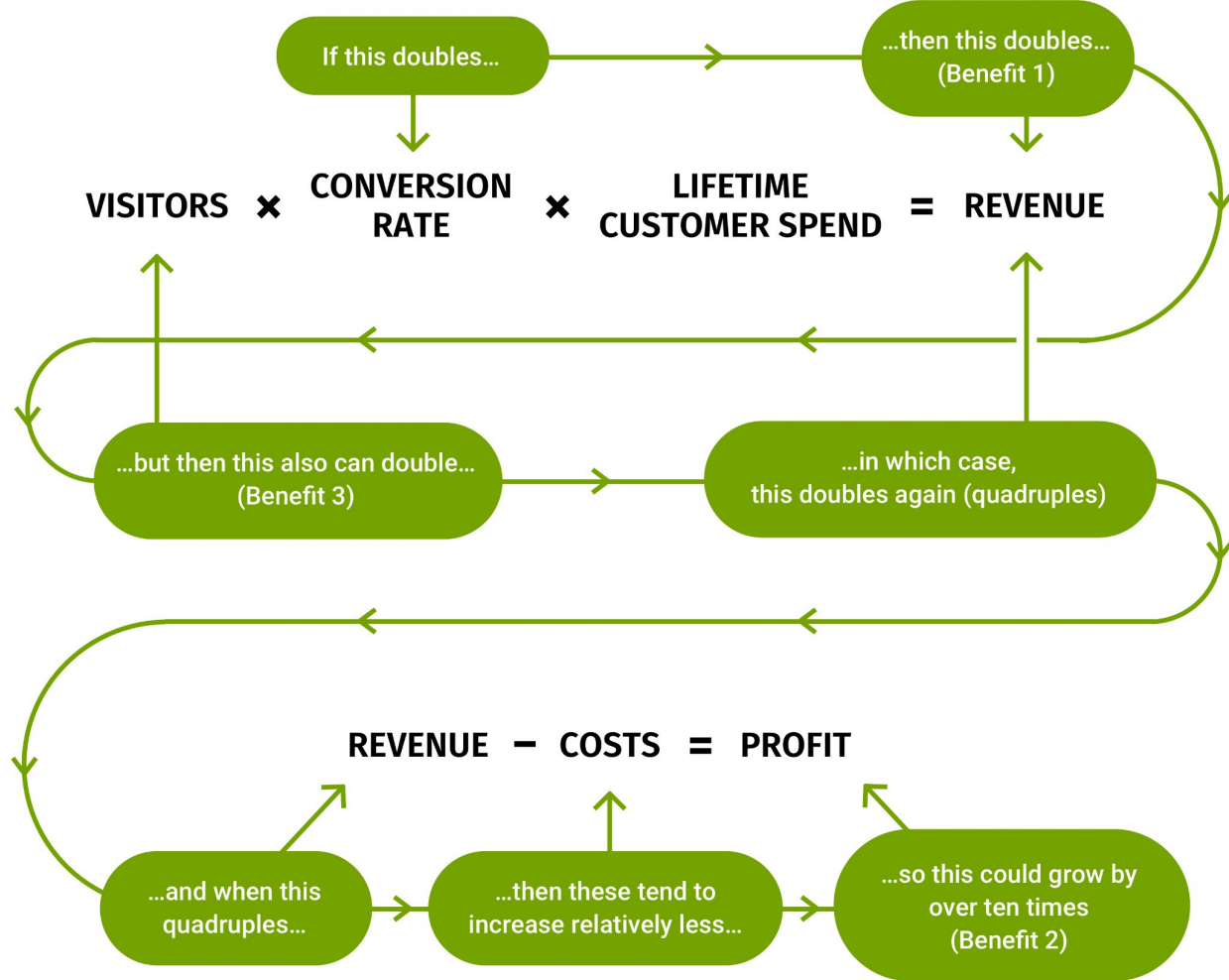


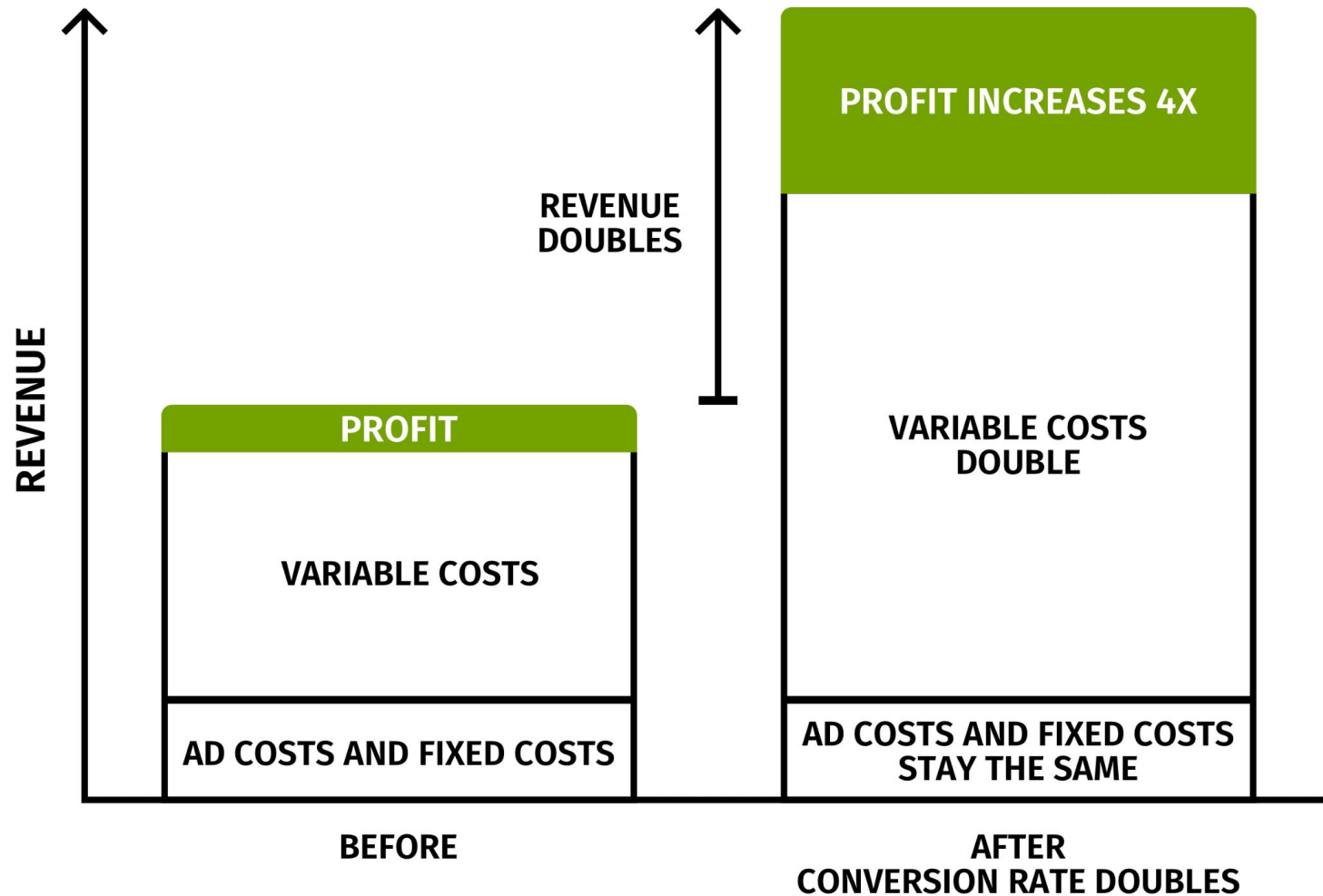
Connect with your local Quit Coach

- ⊙ Face-to-face coaching and support
- ⊙ 100% free
- ⊙ Meet your coach by yourself or with whānau
- ⊙ Free NRT, and info on vapes and meds

Register for a Quit Coach in 1 min

5.53% conversion rate





CRO is a mindset
—assumptions suck—
How do we validate?

Why use data?

- Make informed decisions
- Understand the business better, understand customer
- Quantify
- What are you wasting money
- See whats broken
- Marketing insights, see what's working, waht's not
- Demographics, time on site etc

Why don't we use data?

- No time
- Dont know how
- Tired
- Volume we sift through
- Not having understanding
- Dont know what were collecting data on
- Not a priority when on the ground

**Marketing Changes Should
Be Measured**

CRO is a process

Diagnosis & research > hypothesise > prioritise
> create > test > measure, learn and repeat!

1. Research & Diagnosis

“Would you rather have a doctor operate on you based on an opinion, or careful examination and tests? Exactly. That's why we need to conduct proper conversion research.”

- *Peep Laja, ConversionXL founder*

Golden rules of data:

- 1) Never view a metric without a relevant comparison metric or against a target.
- 2) Ask why. Big numbers and averages hide performance drivers so drill down.
- 3) Put data against the customer buying journey to make it actionable.

Is your data accurate?

- **Google Tag Manager & a performance marketing setup**
- **Booking Engine Integration (+/- 5% from actuals)**

Free Courses

<https://support.google.com/analytics/answer/15068052?sjid=6909417353645716163-NC>

Step 1. The big picture

Data for strategy. How is revenue tracking?

The level of change determines the level of action you need to take.

Big annual drop? Let's review strategy and investment.

Small to moderate? Let's diagnose and optimise. Why is performance this way? What products are driving these results.

1a) Finding your biggest leverage opportunities

Find your biggest drop off in your path to purchase.

Google Analytics should answer how many people are doing what actions on your website (but not why people are not converting).

Your Turn.

What Page Should we look at?

- **JBM template**
- **Conversion Rate, AOV, Rev**
- **Product sales trendlines**

Step 2. Get Context

What channels are driving traffic? What channels are driving the sales?

The more people who know about your offer, the more people who can buy.

How are we reaching people in-market?

What Page Should we look at?

- **Top Pages Report**
- **Traffic Context Drill Downs**
 - **Session source medium + landing page**
- **Ecommerce Reports**

Step 3. Diagnose Why

How can we improve the journey?

Thinking of the context and drop offs, how can we make this experience easier, more persuasive, address people barriers or hesitations?

Golden rules of data:

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GA Analysis approaches

- ➔ Who is converting? What's their journey? How do we improve or scale this?
- ➔ What are the biggest user flows? Find and improve the biggest drop offs.

Understanding why people don't convert

Once you have your what and where (and your benchmark) find out why people are not converting.

Why don't people convert?

1. They don't understand what you do.
2. They know what you do, but they don't know why they need what you offer.
3. They aren't convinced that you deliver on your claim.
4. They don't know whether you're compatible with their existing technology/stuff.
5. They think you're too expensive.
6. They don't trust your company. They've never heard of you before.
7. They are going to think about it.

Source: Making websites win, by Conversion Rate Experts

Ask them

1. Survey
2. Popup poll
3. Call

Prioritise

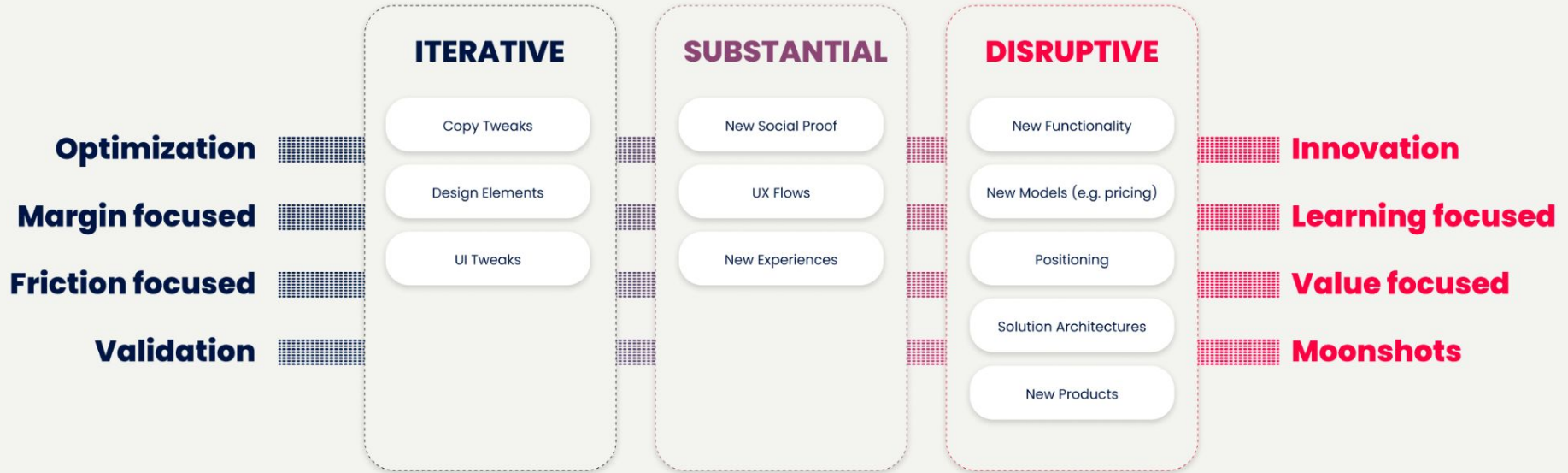
Test Prioritisation

Test hypothesis	URL of test location	Marketing resource	Dev resource	Design resource	Internal appetite	Ave no. of daily visitors to the test page/screen	Goal conv rate	Expected lift in conv rate	Days test would need to run	
We predict that by updateing the Homepage content updates - remove or re-edit video - remove accordions - create visuals and summary of benefits We will will see a lift in sign ups and sign up starts because the analysis show >20% of people intereact with these elements	/	4	6	4	6	5200	2.99%	20%	10	10

<https://cxl.com/ab-test-calculator/>

We predict X impact by changing Y,
based on Z insight.

Solution Spectrum



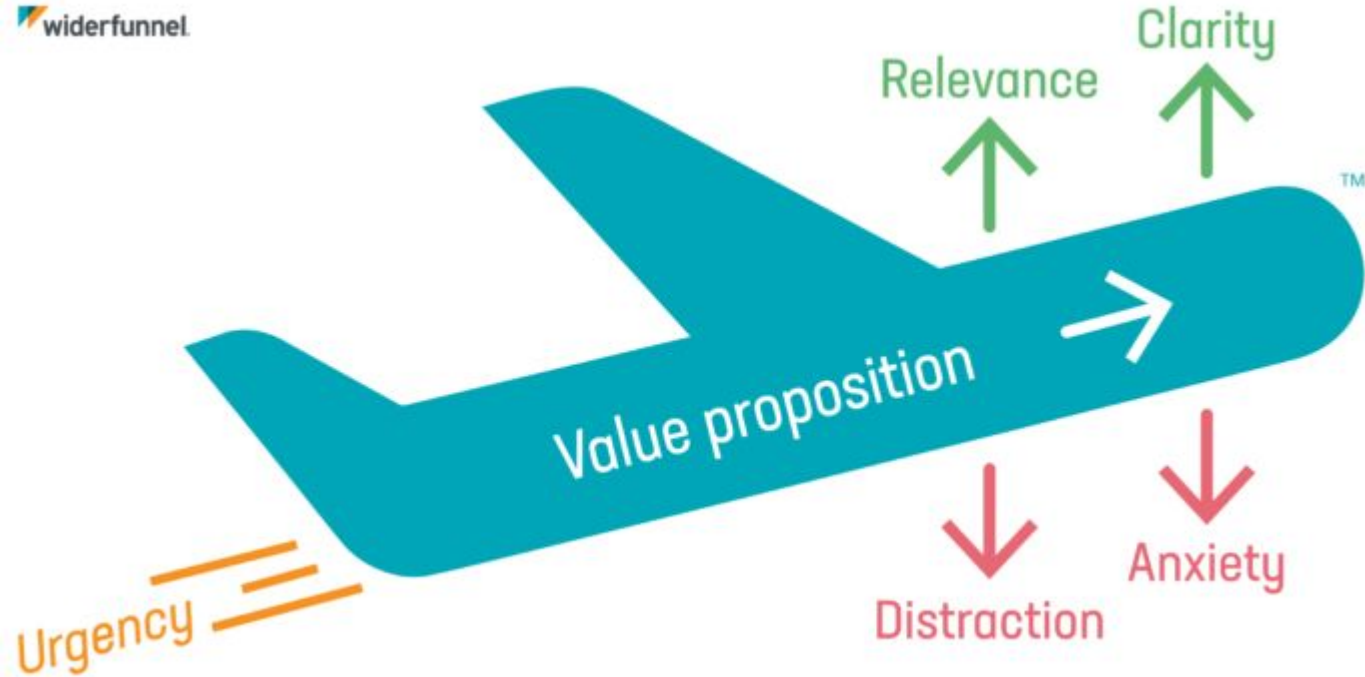
The lens we'll look at your
website's through

Elements of a good website

1. Clear offer
2. Increase motivations
3. Addresses barriers
4. Get other people to sell for you
5. Makes the decision easy
6. Add urgency
7. Call them to value

Ask these questions

widerfunnel.



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Clarity

Clear beats clever

Selling the tourism dream

What's your value proposition?

Why do people travel?

All leisure based travel is underpinned by the desire to be reset.

People reset in 2 ways.

By winding up or winding down.

The reset dynamic

All leisure based travel is underpinned by the desire to be reset.

Wind Up Capture Energy 🏠 Place	Wind Down Release Energy 🧑 People
Social Connection: Reset by embracing vibrant, fun experiences	Reconnection: Reset by experiencing new things with friends or family. Creating memories and special moments together
Adventure: Reset through exciting and personally challenging experiences	Bonding: Reset by experiences that nurture and strengthen relationships
Exploration: Reset by exploring new or unfamiliar places and cultural activities	Time out: Reset by escaping the routine through passive experiences

Distractions

Make every word count

Address barriers

Find out barriers by asking people, what almost stopped you from booking? Then remove them.

Social proof

But actually what is it? And why does it work?

But will be good for *me*?



22 reviews



Recommended by 100% of travellers ⓘ

Guarantees

If you don't achieve [dream outcome] in [X] time, we will do [Y]

FOMO > Free Cancellation or Reserve now pay later

Price > lowest price guarantee (and anchoring/value design)

But I'm not sure > FAQs

Adding Urgency

I'm keen, but not yet

Add Scarcity & Urgency

SCARCITY (X LEFT / Y SPOTS)

↳ # OF UNITS/AVAILABILITY

SOLD OUT!

URGENCY (BY X DATE)

↳ RELATES TO TIME

5...4...3...2...1...DONE!

Add Scarcity & Urgency

- Price quiet times /early morning / off season pricing
- Book in advance. Product available online only
- Utilisation pricing. Supply & demand vs commoditisation

Families, Aspirations & Segments

Check your website

Your 1 Take Away Action

One word close.

If you implement just one thing from this workshop what would it be?

Take action now— block out your calendar, send the email, start the doc etc.

Thanks!
Questions
dave@datastory.nz

DATA STORY.

Thank you! // dave@datastory.nz