

## Overview

Not sure what digital marketing efforts are working? Analytics is looking for meaningful patterns of data and then making decisions. A better understanding of your digital marketing will help your business.

## Description

Digital marketing analytics involves looking at all digital marketing efforts and making relationships between the data. A website contains data about what visitors do on a website and how they reached a website. Search engine optimization shows how effectively your website is being displayed in search engines. Ad campaigns show how people are seeing your ads and if they click to visit a website. Social media and email marketing are other ways of reaching potential customers.

The Digital Marketing Analytics project integrates data from several marketing sources. These are Google Analytics, Google Search Console, Google My Business, SEO keyword rankings, SEO website audit, SEO backlinks, Google Ads, Facebook Ads, social media, email marketing and review websites. The project will create Google accounts and integrate to a website. The Digital Marketing Analytics project will configure access to the other accounts. A weekly reports of digital marketing results will be provided.

## Benefits

- Create website analytics accounts and integrate with website
- Access all marketing data together
- See analytics and make business decisions
- See what digital marketing efforts are working and what isn't

## Scope of Work and Costs

- \$1000 (one-time)
  - Create Google Analytics, Google Search Console and Google My Business accounts
    - Add accounts to website
  - Configure access to other accounts
- \$500 - monthly charges
  - Weekly reports of results

## Premium Upgrades

- Other business data sources
- Analysis of data
- Recommendations for improvements