

# CASE STUDY

## WEB STATISTIC REPORTING

### OBJECTIVE

Provide top executives at a multi-location health & fitness provider a way to monitor and track web marketing programs on a corporate and location basis.

### SOLUTION

Create a strategy to download and control Google Analytics results to flow into current company reporting. Build a reporting system to summarize a multiple locations' data that reflects daily, weekly and monthly statistics.

### STRATEGY

Research Google Analytics and understand current company reporting. Create new customized Google Analytics reports and work with outside vendor to add tracking code into key web pages and forms. Build a workbook that manipulates the downloaded Google Analytics reports into a daily log of activity which rolls up into weekly and monthly reporting for top executives and the Sales and Marketing groups.

### RESULTS

The reports allowed them to identify:

- Effectiveness of print and online campaigns
- If locations are utilizing the company's marketing offerings
- Success of email blasts
- Seasonal trends
- Page errors
- Visitor's web experience

These results give the client the information necessary to improve their web site and communication channels with members and non-members, as well as identifying opportunities for future marketing campaigns.

### QUOTE FROM CLIENT

"Amy did a great job in creating the dashboard for our Google Analytics data. We appreciate her ability to organize and present complex information in an understandable and actionable format." *Bob S.*