catersource® + THE SPECIAL EVENT®

No Google Analytics? No Problem

Simple Web Analytics for Everyone

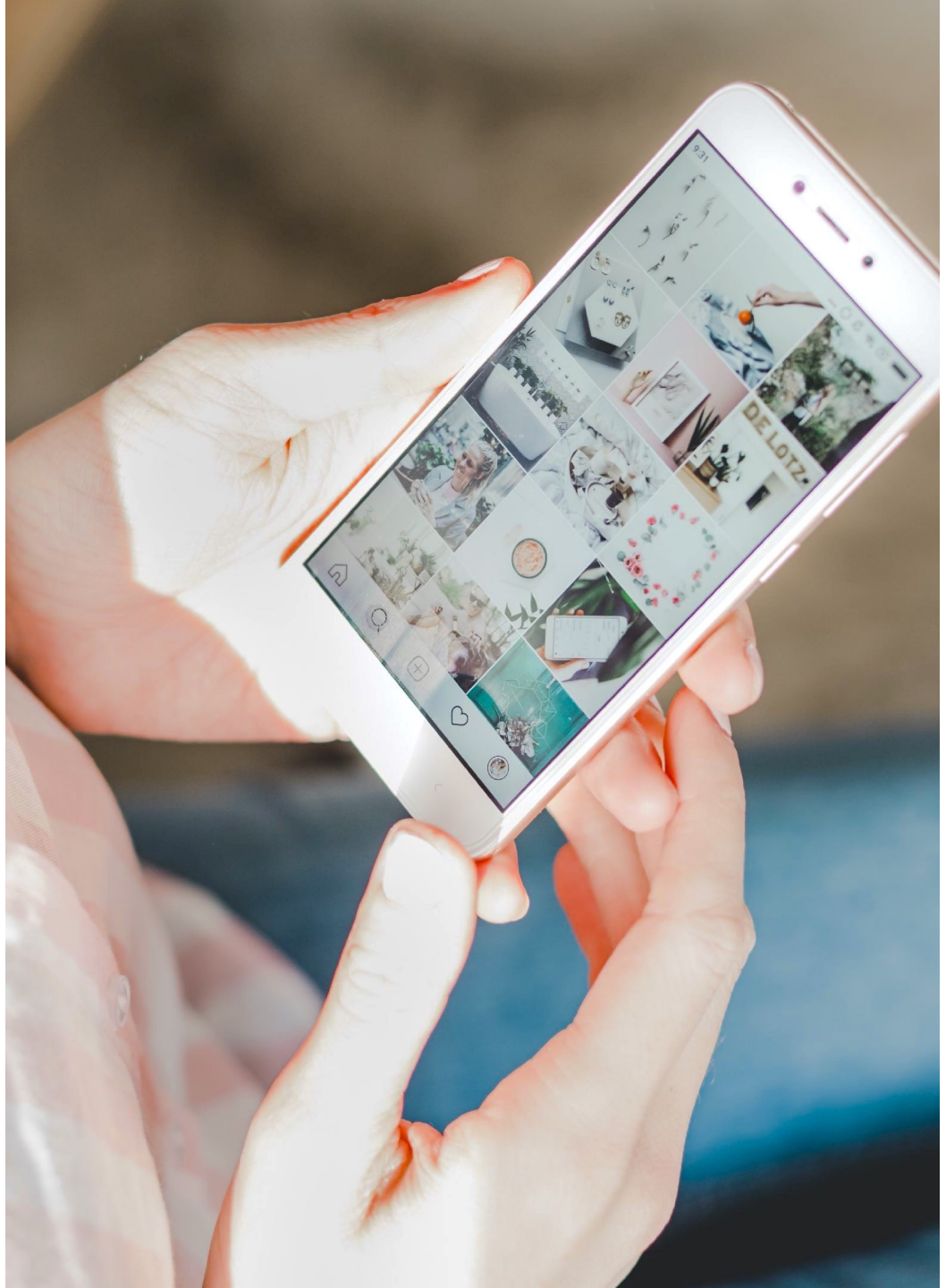
CHRISTIE WHO?

DO YOU REALLY NEED
GOOGLE
Anatytics ?

PRIVACY

IS

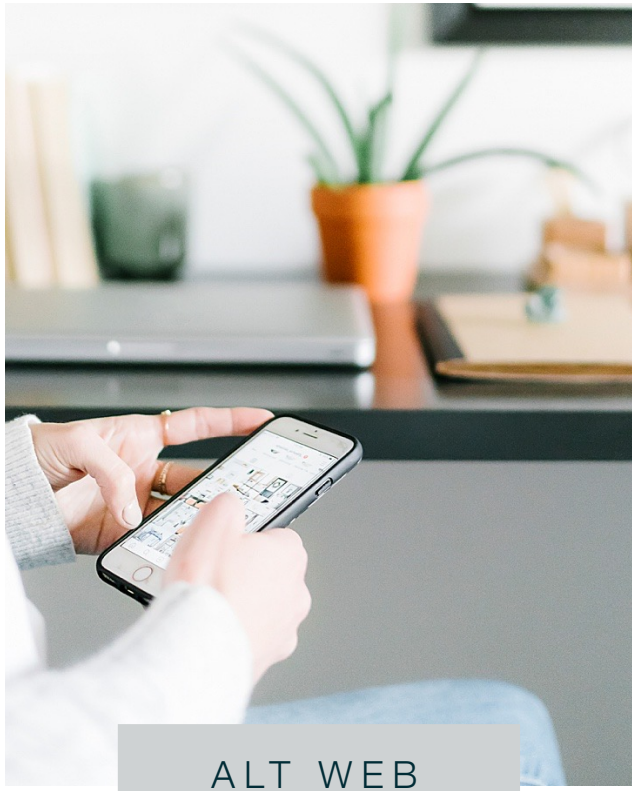
PRIMARY



GOOGLE ANALYTICS 4

IS STILL A

POWERFUL TOOL

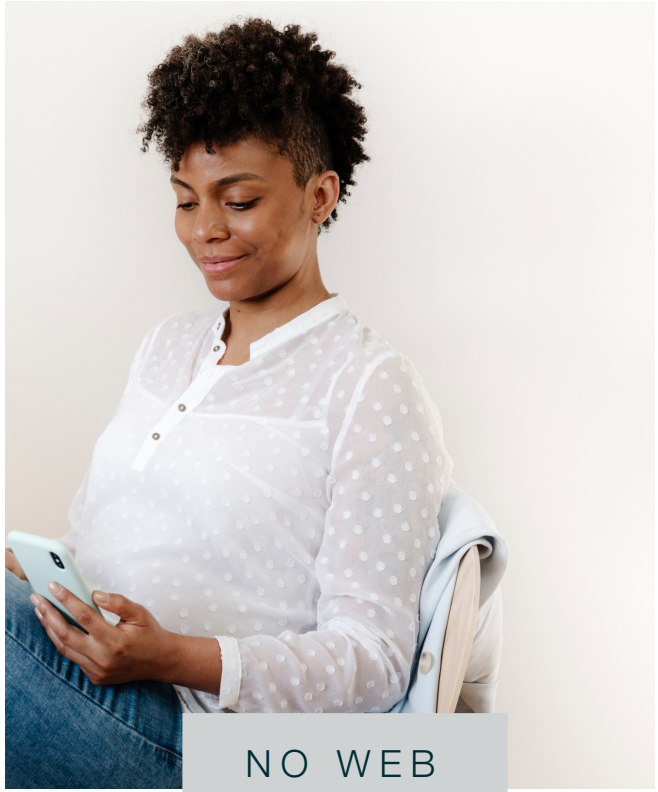


ALT WEB ANALYTICS

Clicky, Fathom, Adobe…

ALTERNATIVE ANALYTICS

Squarespace, Jetpack…



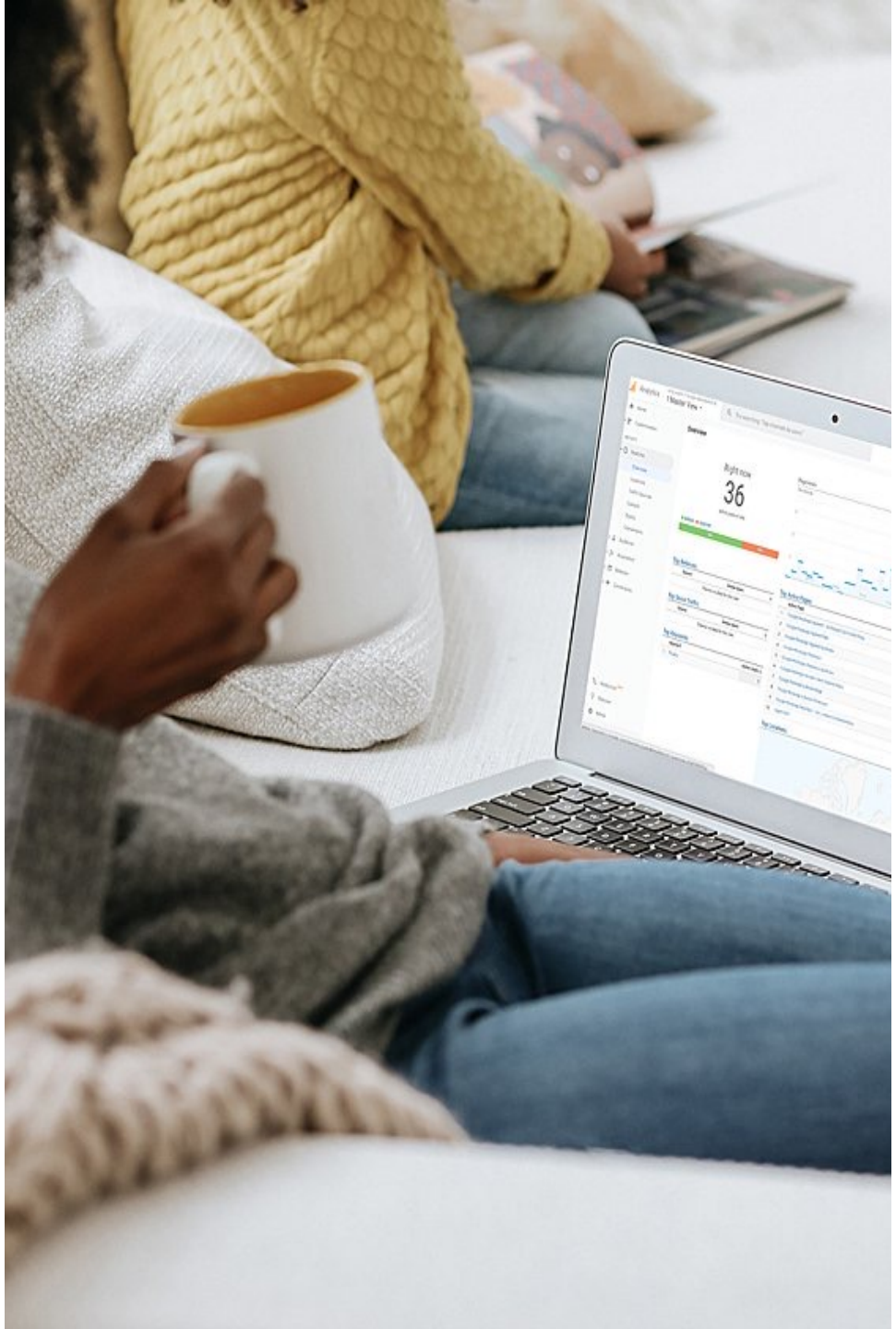
NO WEB ANALYTICS

Dubsado, CRM…

DON'T HAVE
Anatytics ?

Data

IS EVERYWHERE

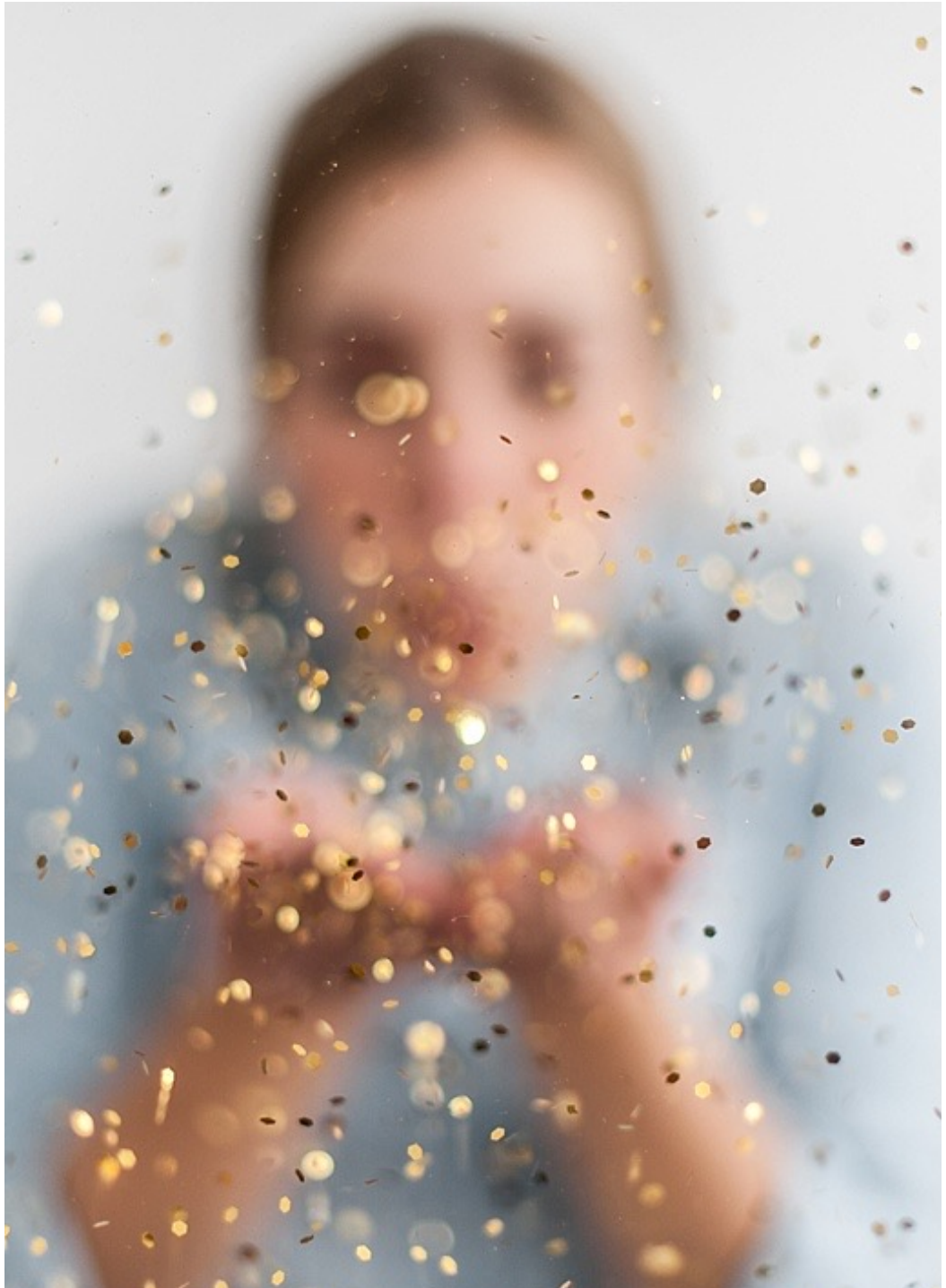


YOU HAVE NUMBERS

Inquiries + Sales: “How many inquiries and sales are you getting, what’s your close rate?

Engagement Rate: “When you interact (via DMs, email, SMS) do they followers and leads interact back?

Basic CRM/Web Reports: “If you have a Google Alternative, what are some basic metrics?



DATA

IS

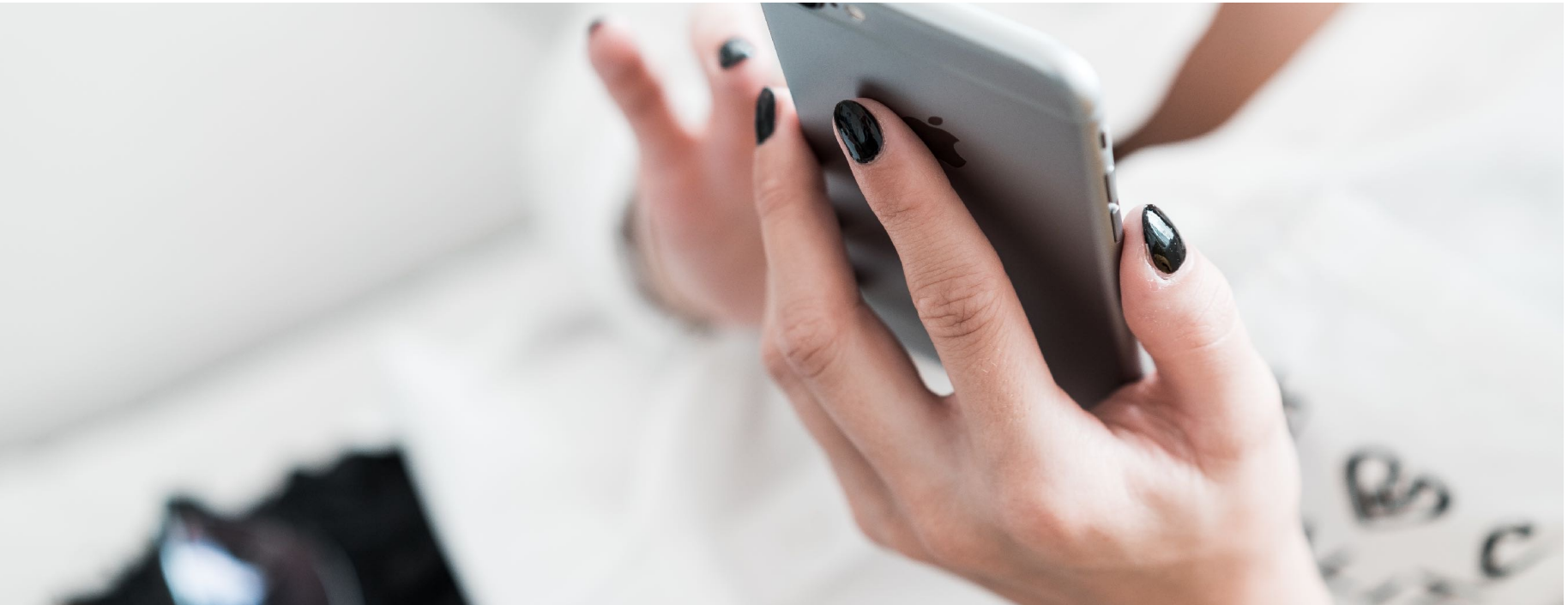
INERT

NOT

GOOD!

2 Simple Questions

WHAT IS HAPPENING?



WHAT CAN I DO ABOUT IT?

ACTIONABLE METRICS

- **Traffic**: I don't know my traffic numbers but I get lot's of DMs. I'll set up ManyChat and monitor those metrics.
- **Inquiries**: "I get plenty of inquiries, but they don't always show up for a consult Maybe I should use Calendly, email and SMS to get increase my inquiry to lead rate.
- **Engagement**: "I get a lot of engagement sharing more about my process! d start sharing more about my process!

The flow of MONEY

What metrics and data to look at first

START WITH

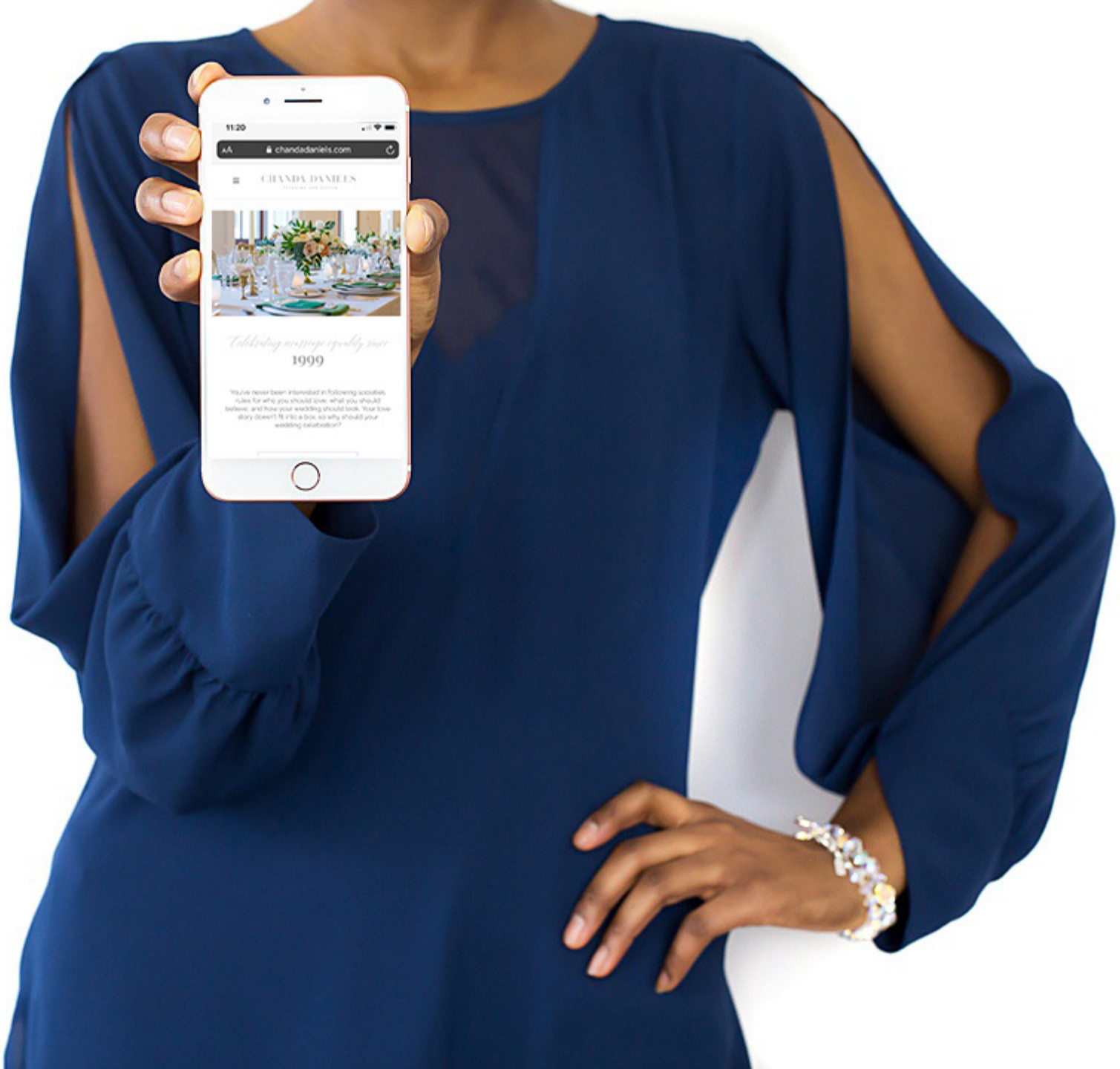
THE MONEY

LOOK AT

INQUIRIES

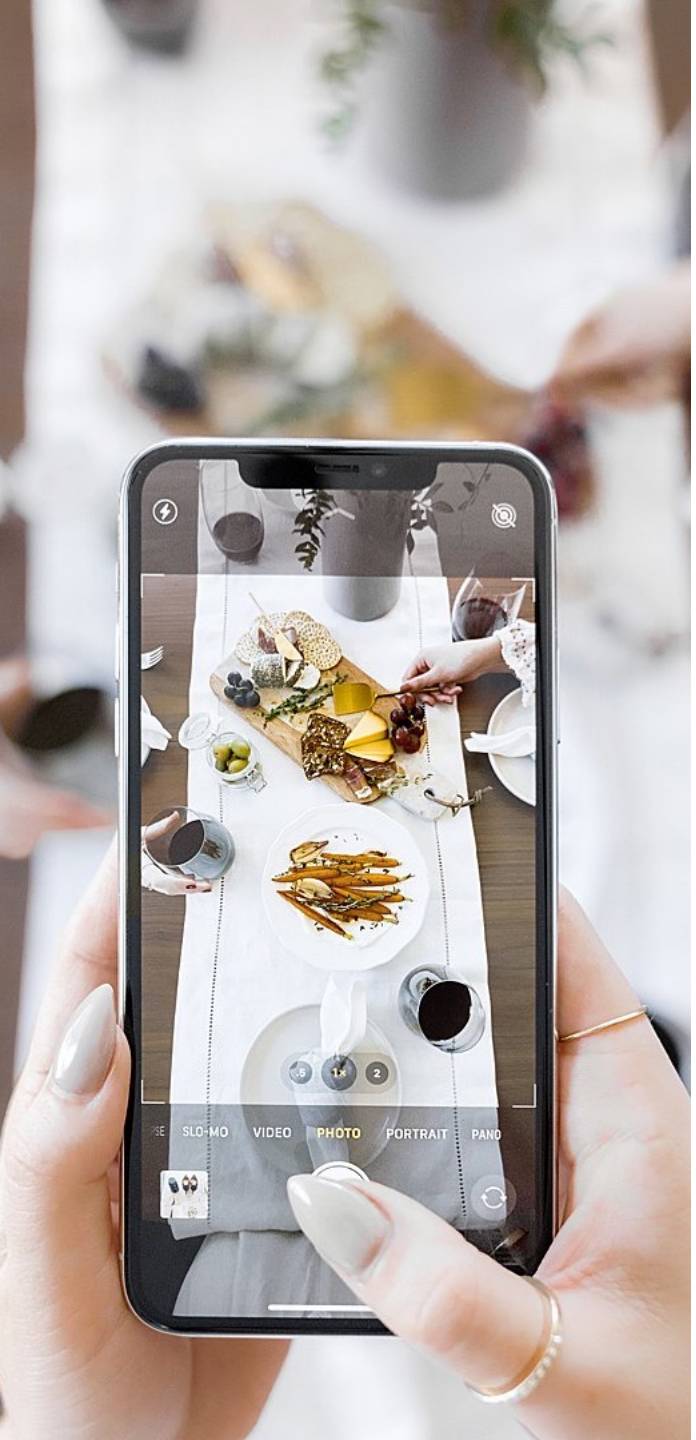
—CONSIDER LAST—

EXPOSURE



LOOK FOR THE

MONEY GAP



ARE YOU IN THE RIGHT PLACE?

Measure what MATTERS

Measure What REALLY Makes You Money

HOW TO GET *the Right* DATA

WHERE DO I GO

ACTIONABLE INFORMATION

EVENT PLANNING

THE CLIENT JOURNEY

Inspiration

Social Media, social search

(saves, shares, search)

Research

Directories

Search

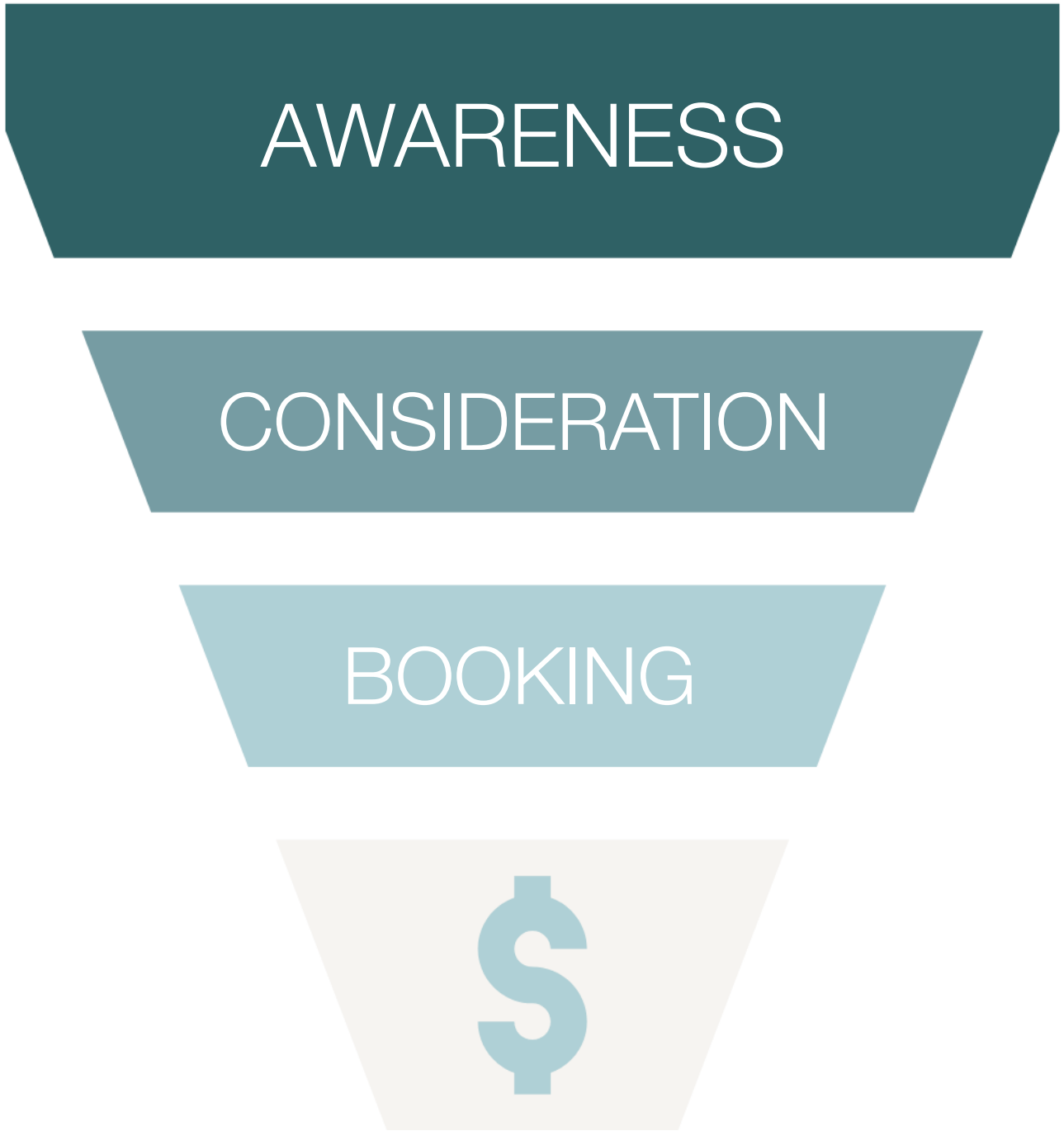
(Key webpages)

Booking

Inquiry form

DMs

Sales Pipeline



— MAP THE —

FUNNEL

WHAT SHOULD I MEASURE?

HOW SHOULD I MEASURE IT?

CORE WEB

Metrics

SETTING YOUR OWN

BASELINE METRICS

(THAT REFLECT YOUR BOTTOM LINE)

1

PROBLEM/ OPPORTUNITY

at a time

What a marvelous weekend..
It certainly takes a creative village!
So VERY grateful for mine...
Many thanks, hugs & chocolate to all.

Celebrating ElIANA!
Temple Israel Hampton Inn & Suites SouthPark at Phillips Place,
The very beautiful Whitehead Manor & their amazing team...
DELECTABLES by holly Incredible !
OZ Event Productions Kevin Canup
Split Second Sound Julian Papagaio Weinbrenner
ArtShots Photography

Celebrating DIEGO!
Temple Israel Hampton Inn & Suites SouthPark at Phillips Place
True Crafted Pizza The Pizza truck was amazing !
Temple Beth El
Melanie Rowe Catering Fabulous !
ArtShots Photography
OZ Event Productions Kevin Canup
ATG Entertainment so much fun Brian Hines

and....

Hayden "Haydini" Childress
Your Event Source
Carolina Video Productions - Rick Kaplan
ShutterBooth Charlotte
CE Rental - Charlotte

and our team, lead by the remarkable
Rebekah King !

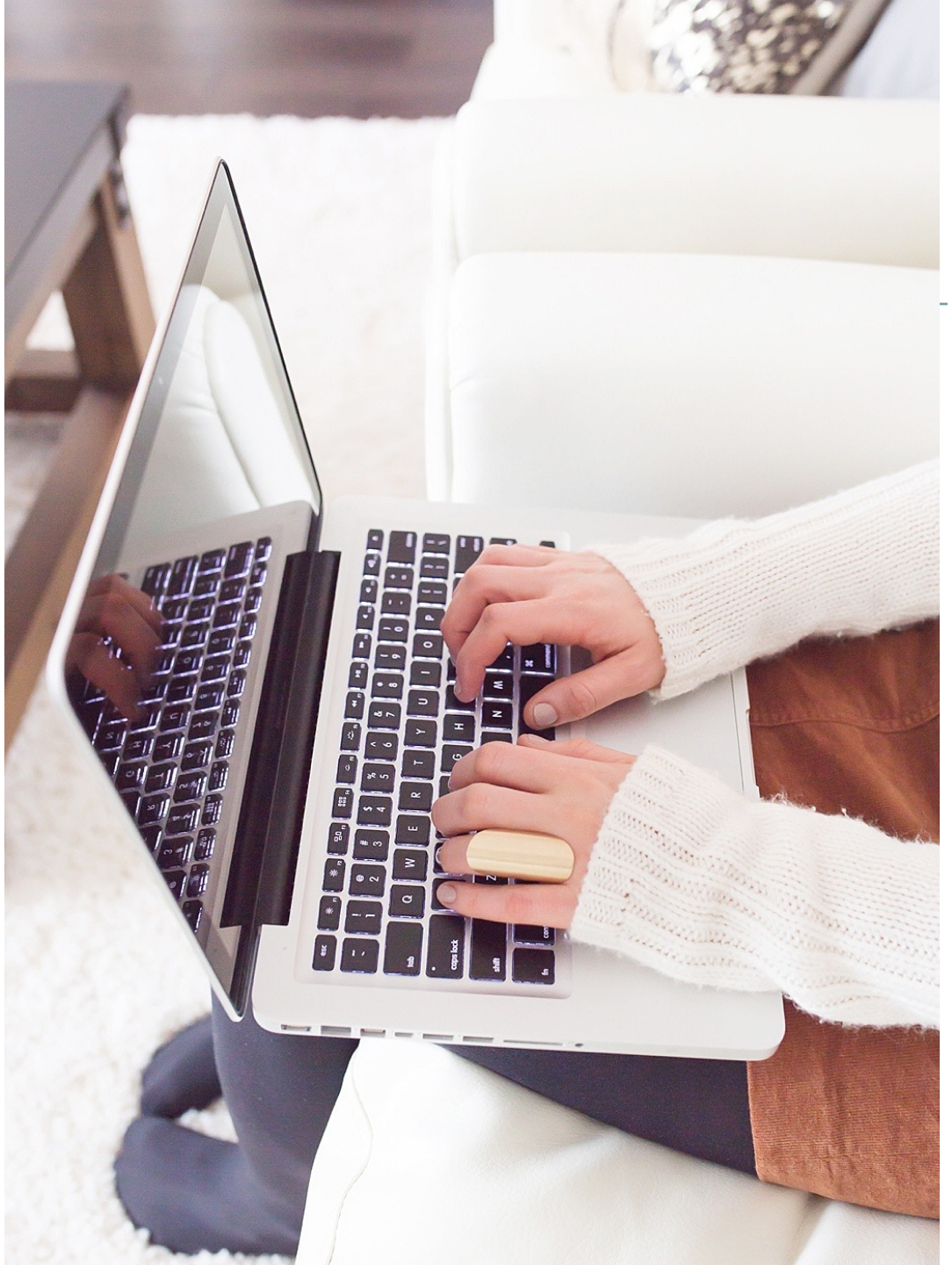
Dionne Romero Sands
Patricia Hinson Pressley
Mandy Myers
Emily Mattos Moore all our Graphics & branding...
Greg...our amazing Shuttle driver...
and.....

xoxo

20 4 Shares

3 WEBSITE REPORTS

- **Traffic:** Are you getting enough traffic to your website?
- **Demographics:** Are you getting the right people to your website.
- **Behavior:** Are they using your website in a way that will help you meet your bottom line?



TRAFFIC

Are you getting enough?

FIXING

TRAFFIC PROBLEMS

- Leverage what’s working now
- Consider hiring a professional

DEMOGRAPHICS

Are the right people coming to your website?

FIXING

DEMOGRAPHIC PROBLEMS

- Landing page optimization
- Acquisition from platforms
- Marketing messages

BEHAVIOR

Are people visitors taking the action you want them to?

FIXING

BEHAVIOR PROBLEMS

- Landing page optimization
- Meaningful CTAs
- Get real! Ask yourself what information they need to take the next logical step in the process.

Simplest Path

KEEP IT SIMPLE, SUGAR

DID WHAT I EXPECT

Happen?

Questions?

GET IN TOUCH

MountainsideMedia.com

christie@mountainsidemedia.com

GET SOCIAL

@mtnsidemediaco