



**5 DIGITAL ANALYTICS &
MARKETING OPPORTUNITIES**

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This white paper examines the 5 most common opportunities we find during digital audits. Of course, not all of them will apply to you, but we advise to keep them in mind when you review the efficiency of your own marketing stack. You may be able to cut costs and even improve the performance of your marketing efforts.



[\[Image credit\]](#)

OPPORTUNITY #1

INCREASE USE OF MICRO-CONVERSIONS

A micro-conversion is any user action which might not be your ultimate website's primary goal (eg. completing a lead form) but is still valuable and may indicate that a user is on their way to converting. Examples include website chat, click-to-email and PDF downloads. In our experience most websites can improve the prominence of these through judicious placement, or just having a few more of them. These should also be tracked into your analytics tool so you can take advantage of opportunity #2.

The screenshot shows a website page with a navigation bar (Home, Start Here, Reviews, Tools, About, FAQ, Blog, Contact) and a search bar. The main content area features an article titled "SOLAR 101: BUYING SOLAR POWER – 2023 EDITION" by Finn Peacock, a Chartered Electrical Engineer. A sidebar on the right contains a red call-to-action box: "Ready to get up to 3 quotes for solar, batteries or EV chargers?" with a "Enter Your Postcode" input field and an "I'M READY" button. At the bottom of the article, a light blue box contains a printer icon and the text "Would you prefer to print this guide? Click here for printer-friendly PDF version." A blue chat bubble with a question mark icon and the text "Got any questions?" is also visible in the bottom right corner. Red boxes highlight the "Click here for printer-friendly PDF version." link and the "Got any questions?" chat bubble.

Examples of micro-conversions for solarquotes.com.au. This website's primary goal is for someone to get the 3 quotes for their postcode and provide their contact details.

OPPORTUNITY #2

ESTIMATE VALUE FOR WEBSITE USER ACTIONS

GA4 and other analytics tools let you pass specific values with each event that you track. This lets you weight events based on how valuable they are to your organisation (or how close they are likely to be to a conversion step).

If you set this up, you can score individual sessions and users, score marketing channels and even website pages/features based on the total value of all the events they generated.

EVENT NAME	VALUE
page_view	\$0.10
click	\$0.20
file_download	\$1.00
video_completed	\$5.00
generate_lead	\$50.00

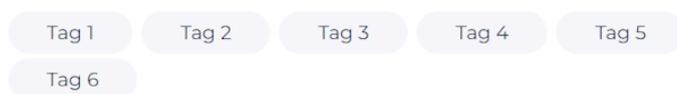
An example of assigning values to your events which prioritises the ones that are more important to your org.

OPPORTUNITY #3

USE ANALYTICS TO CULL OUTDATED FEATURES

Most websites have legacy features. For example, social share widgets with social networks that aren't popular anymore (not to mention that most people will probably use their phone's built-in share feature). Are they getting used by your website's visitors? In practice, we might not even know as they're often not even tracked into your analytics account. In practice, tracking them and evaluating their usage is often the easiest and quickest way to prove that they're no longer relevant. Simplifying your website is likely to improve its conversion rate too.

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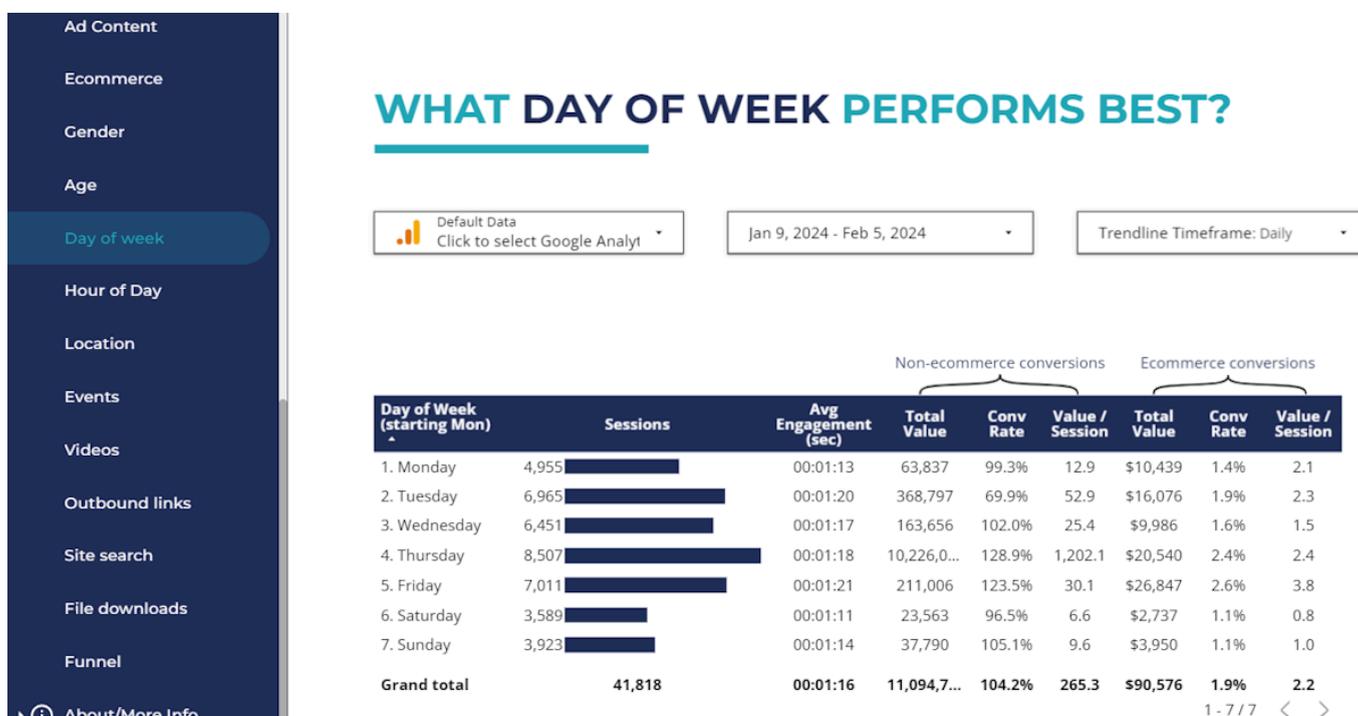


Links to other tags and share icons at the bottom of your news/blog posts might have been standard, but how likely are they to actually be used on your website?

OPPORTUNITY #4

CREATE A CUSTOM REPORT IN LOOKER STUDIO

It's very common for our audit to find that stakeholders are spending a lot of time searching for data from different places, as well as dealing with inconsistencies, ad-hoc questions etc. If you don't yet have a streamlined set of dashboards that are customised for your role and set up to answer the most common questions, implementing this will make decision making much easier. There are plenty of great tools out there but since Looker Studio is free and integrates with Google's data sources automatically this is often a great one to try.



An example of a customised Looker Studio, this one is [Tactic Lab's free plug-and-play GA4 dashboard](#) [which you can access here](#).

OPPORTUNITY #5

EVERGREEN AD CAMPAIGNS

It's common for digital advertising to be organised around flighted campaigns with specific messaging and while this can be the best way to structure your ad accounts, we find that it's overused. By treating everything as a separate campaign, ad teams are having to reinvent the wheel as they spend more time building campaigns and less time optimising (and leaving ad platforms with less data to auto-optimize). Often transforming into an evergreen/always-on setup can streamline the process and free up people's time to improve campaigns.



Like gardening, ad accounts need regular maintenance. An evergreen structure can help your team find enough time to do this. [\[Image credit\]](#)

Need a Digital Opportunities audit?

- Your org's needs
- Your digital accounts' architecture & setup
- Your team's processes & workflows
- Your best opportunities



[Click here](#) to learn more about a Digital Opportunities audit.