NOVOS

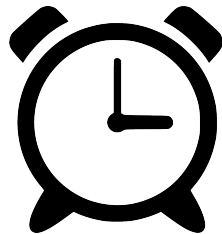# The Secret Weapon that is Google Data Studio

NOVOS

Hello.

We are eCommerce specialists focused on acquiring customers through SEO & content marketing.

Agenda.

➔ What is Data Studio?

➔ How to set up a report

➔ Reporting essentials

➔ Categorising information

➔ Connecting to crawlers

➔ Adding commentary

➔ Making your report user friendly

I hate reporting.

Why?

Takes loads of time

Boring

Takes LOADS of time

Dangerous

Ever received an email like this?

REPORTS Inbox ×

Daniel Cartland <daniel@thisisnovos.com>   8:33 AM (0 minutes ago)
to me ▾

Hi Daniel.

Thanks for sending over the reports, I was wondering if you could take a **deeper look at something extremely specific and hard to pull but ultimately pointless** that I can glance over before deciding it's irrelevant.

I have a meeting at 9am tomorrow, I know it's 5.30pm now but if you could get that to me by 8.45 that would be great!

Thanks in advance!
Anon

↩ Reply   ➡ Forward

You vs the report she told you not to worry about.

Static, clunky, time consuming, hard to read

Automated, shareable, scalable, flexible

What is Data Studio?

Reporting platform from Google

Connects to APIs and data sources

Google Data Studio

Offers custom visualisations

Free!

All your data sources in one place

Google Sheets

DEEPCRAWL

Google Analytics

Google Search Console

SEOmonitor search intelligence

SISTRIX TOOLBOX

Google Ads

Google Data Studio

9

How to set up a report.

How to.

1. https://datastudio.google.com/
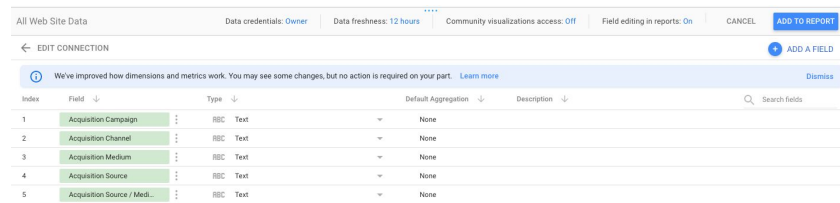
2. New report

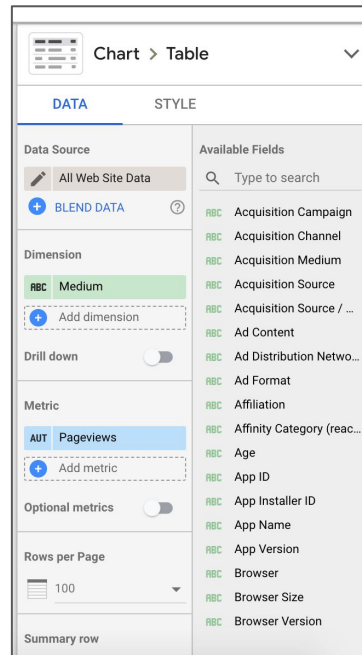3. Connect to a data source

4. Authorize > Allow > Login

5. Choose your account, property and view - Add to report

Top Tip!

Name everything!

Add a chart.
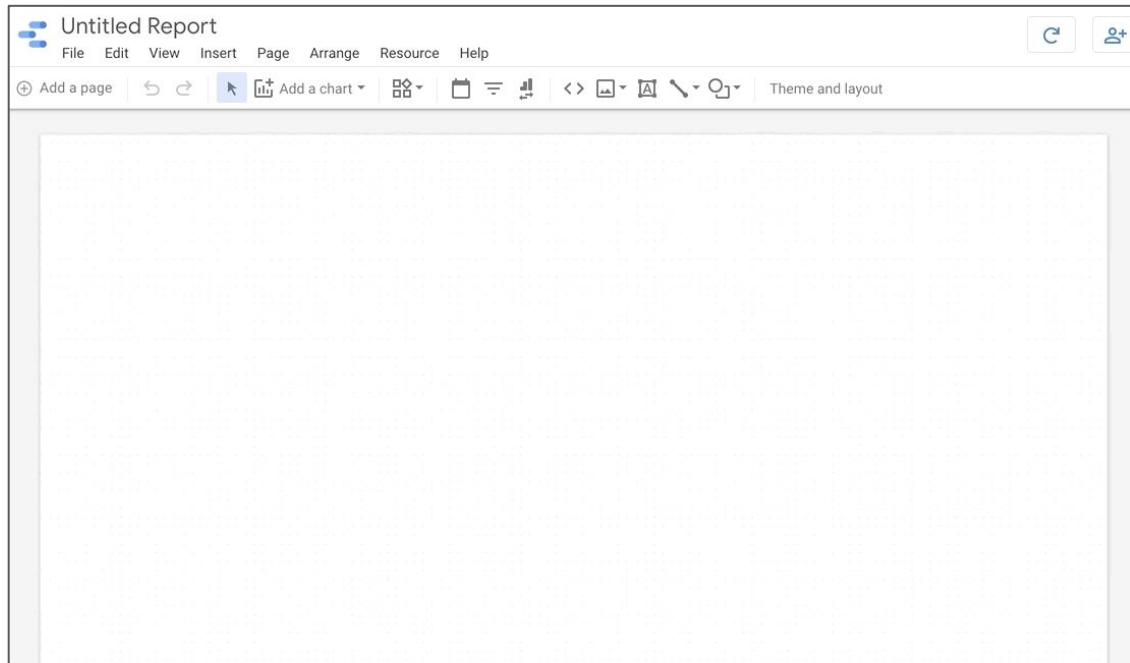
Report on what you want.

Basics first.

What do you normally spend time reporting on that you don't want to spend time reporting on?

➜ Sessions
➜ Conversions
➜ Goals
➜ Revenue
➜ YoY changes
➜ Top landing pages
➜ Top products
➜ Top queries

What do you/your clients find most valuable and interesting?

Basics first.
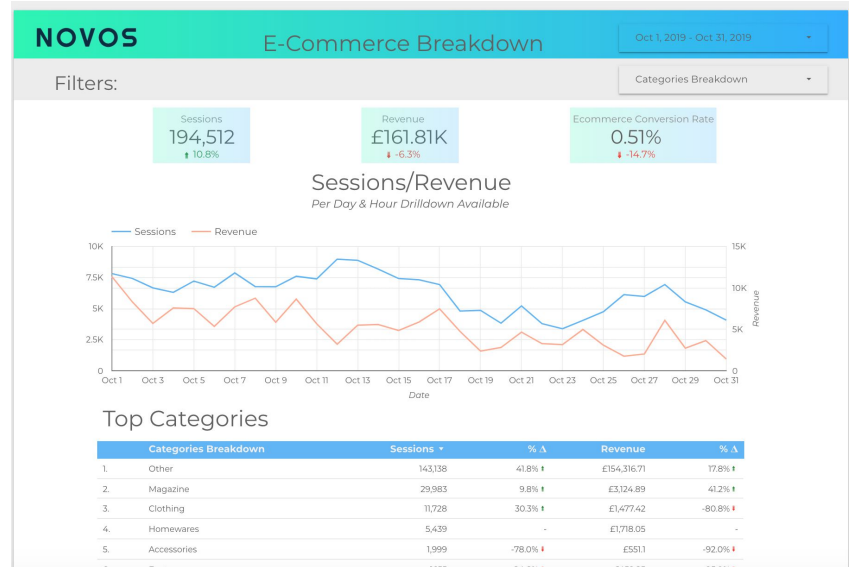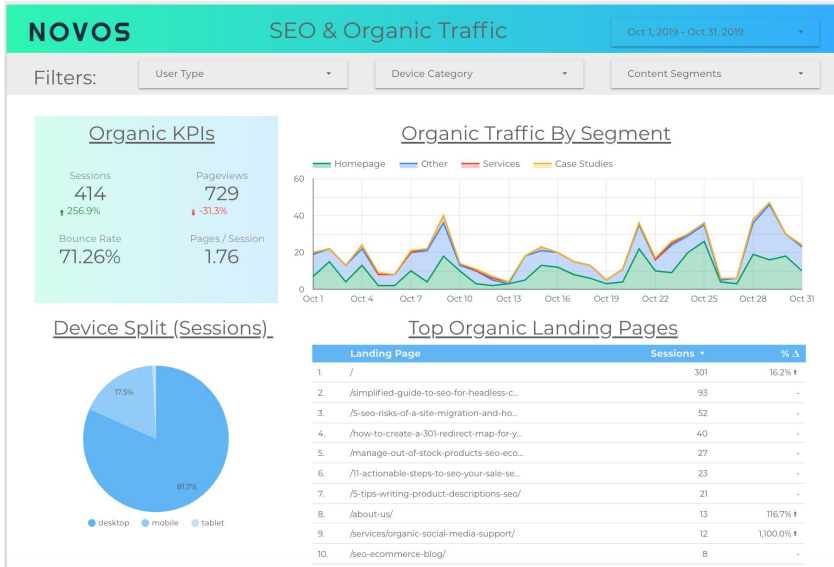
Categorise information.

Pages can be grouped using regular expression.

You can analyse your pages based on their groups.

Brand vs Non-brand.

Field Name

Brand/Non-Brand

Field ID

calc_fk3s9ezu2b

Formula (?)

FORMAT FORMULA

```
1   CASE WHEN REGEXP_MATCH( Query ,".*nov.*") THEN "Brand"
2   ELSE "Non-brand"
3   END
```
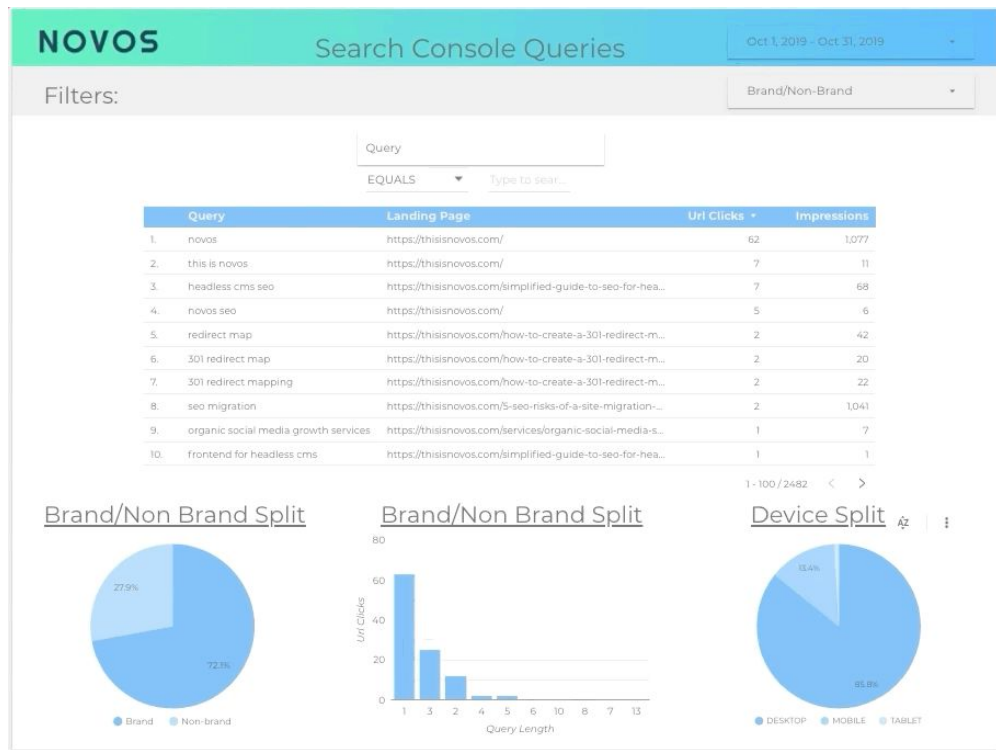
Matches any character, any number of times.

Or

Brand vs Non-brand.

Website content sections.

Field Name

Page Categories

Field ID

calc_hh3xnwcv2b

Formula ⑦

```
1   CASE WHEN REGEXP_MATCH( Landing Page ,".*/collections/.*") THEN "Collections"
2   WHEN REGEXP_MATCH( Landing Page ,".*/products/.*") THEN "Products"
3   WHEN REGEXP_MATCH( Landing Page ,"/") THEN "Homepage"
4   WHEN REGEXP_MATCH( Landing Page , ".*/blog/.*|.*/guide/.*") THEN "Blog"
5   ELSE "Other"
6   END
```

Spend time analysing data, instead of preparing it.

Multiple filters give more flexibility.
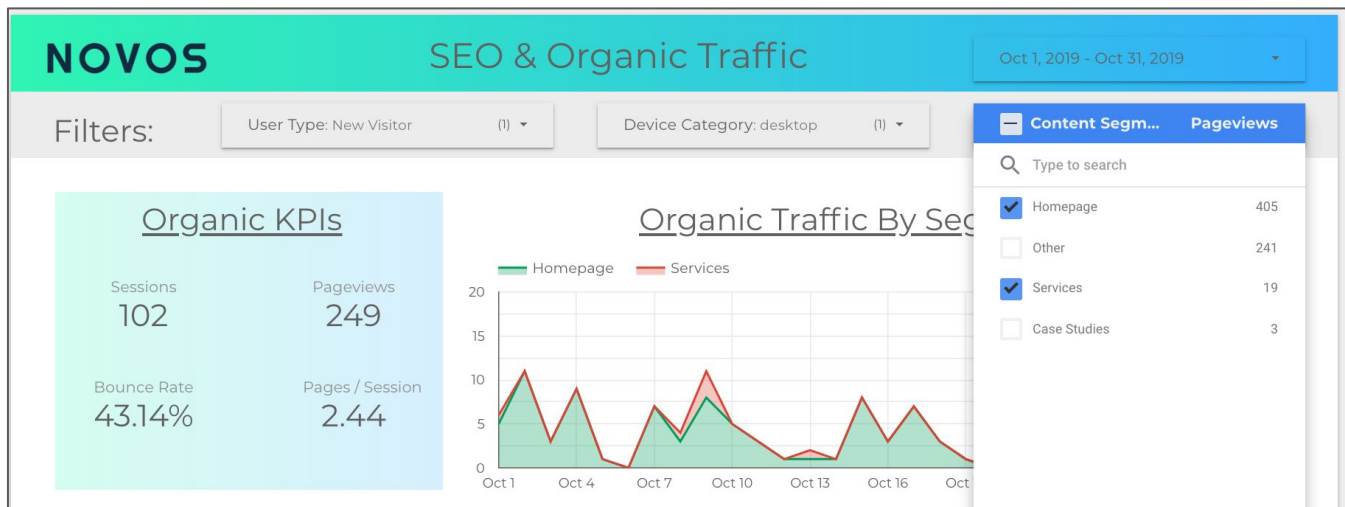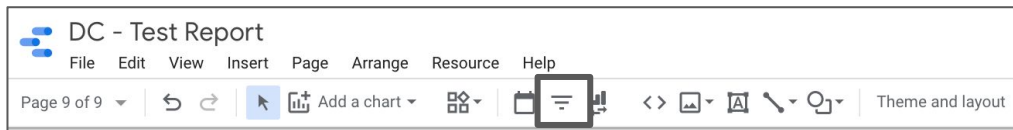
Easier to dig into data than in Google Analytics or
Search Console.

Easy access to all your data.
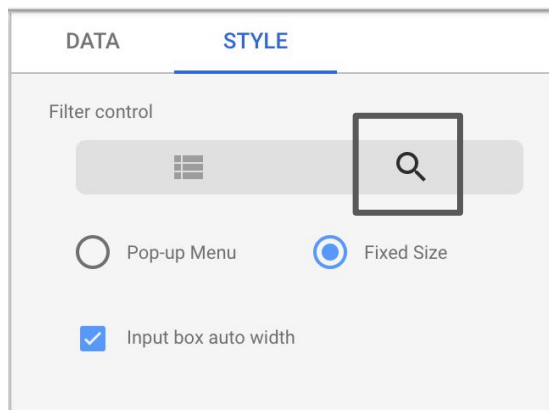
➔ Add a filter

➔ Style >Filter control > Search All

DATA	STYLE

Filter control

☰   🔍

◯ Pop-up Menu   ⦿ Fixed Size

☑ Input box auto width

NOVOS   Search Console Queries   Oct 1, 2019 - Oct 31, 2019

Filters: Brand/Non-Brand

Query

EQUALS   Type to sear...

	Query	Landing Page	Url Clicks ▾	Impressions
1.	novos	https://thisisnovos.com/	62	1,077
2.	headless cms seo	https://thisisnovos.com/simplified-guide-to-seo-for-hea...	7	68
3.	this is novos	https://thisisnovos.com/	7	11
4.	novos seo	https://thisisnovos.com/	5	6
5.	seo migration	https://thisisnovos.com/5-seo-risks-of-a-site-migration-...	2	1,041
6.	redirect map	https://thisisnovos.com/how-to-create-a-301-redirect-m...	2	42
7.	301 redirect map	https://thisisnovos.com/how-to-create-a-301-redirect-m...	2	20
8.	301 redirect mapping	https://thisisnovos.com/how-to-create-a-301-redirect-m...	2	22
9.	london seo agency	https://thisisnovos.com/	1	21
10.	this is novos	https://thisisnovos.com/about-us/	1	11

Information can easily be searched:
➔ Queries
➔ Landing Pages
➔ Products
➔ Countries

Interactive data.

➔ Add a chart

➔ Data >Interactions > Apply filter

Drilldown.

➔ Use the same graph to reveal greater detail of information.

➔ Excellent for time/geography data

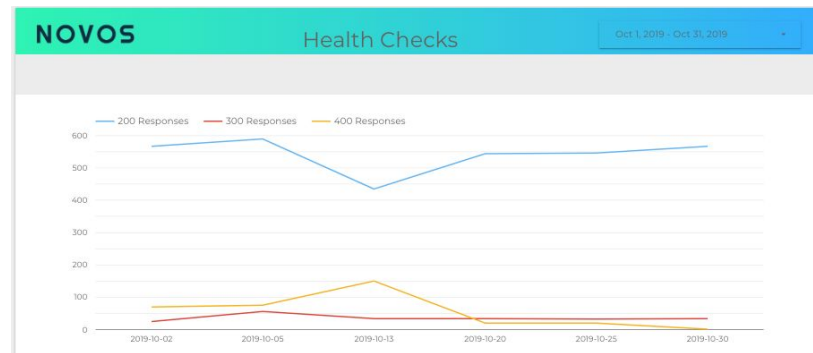➔ Easy to analyse data without messing about in GA

Crawl Me Maybe
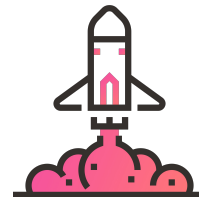
Deepcrawl Report Connector.

Use Zapier & Google Sheets to automate Deepcrawl reports STRAIGHT in Data Studio

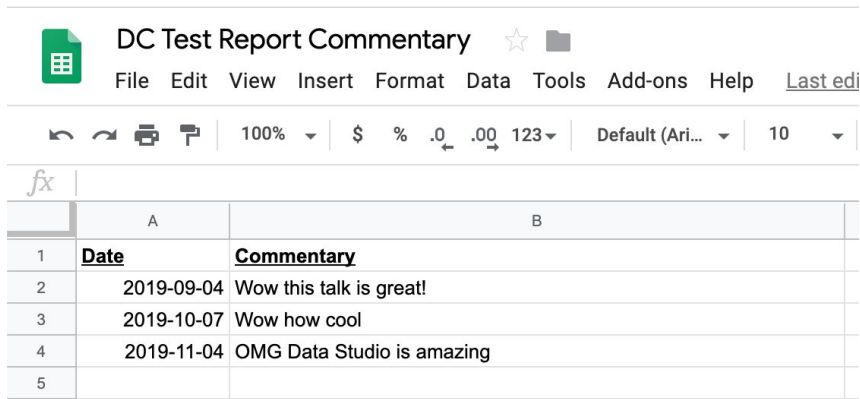[Read the Deepcrawl guide here!](#)

Screaming Frog Connector.

Use Google Sheets to add Screaming Frog reports into Data Studio

➔ Set up SF Google Sheet as a Data Source

➔ Schedule your crawls to run and export

➔ Copy into a Google Sheet when complete (in Data Studio)

Read the Screaming Frog guide here!
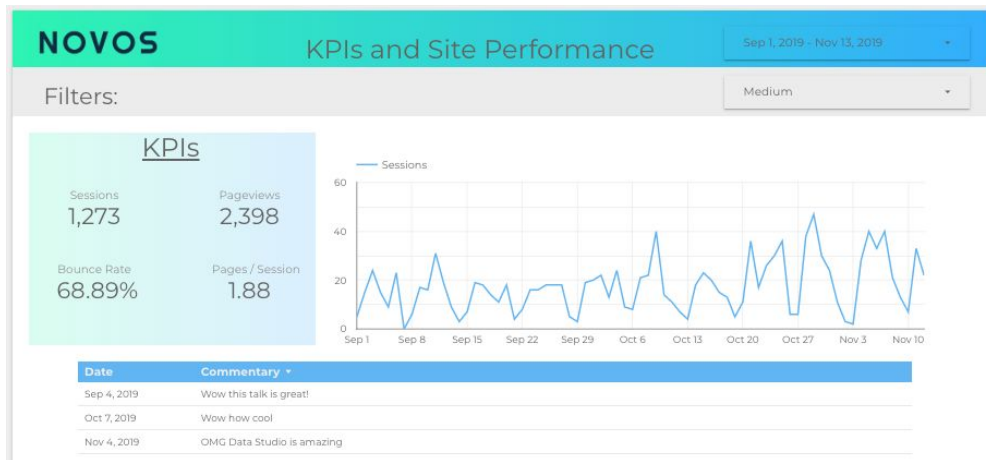
Add commentary, forever

How to add commentary.

DC Test Report Commentary

	A	B
1	**Date**	**Commentary**
2	2019-09-04	Wow this talk is great!
3	2019-10-07	Wow how cool
4	2019-11-04	OMG Data Studio is amazing
5		

➔ Create a Google Sheet

➔ Add a "Date" and "Commentary" column

➔ Add this Google Sheet as a Data Source

➔ Create a table with a Date and Commentary as Dimensions

And never lose it.

Edit within Data Studio.
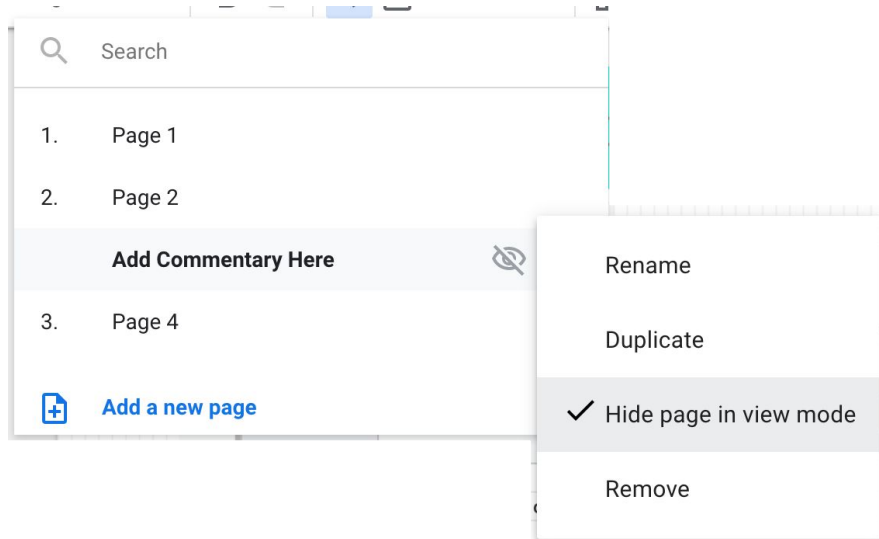
➔ Create a new slide

➔ Insert "URL Embed"

➔ Add your editable Google Sheets URL

➔ Make your slide hidden in view mode

➔ Update your Data Studio commentary via Google Sheets in Data Studio

Data Studio Inception.

Make your report user friendly.

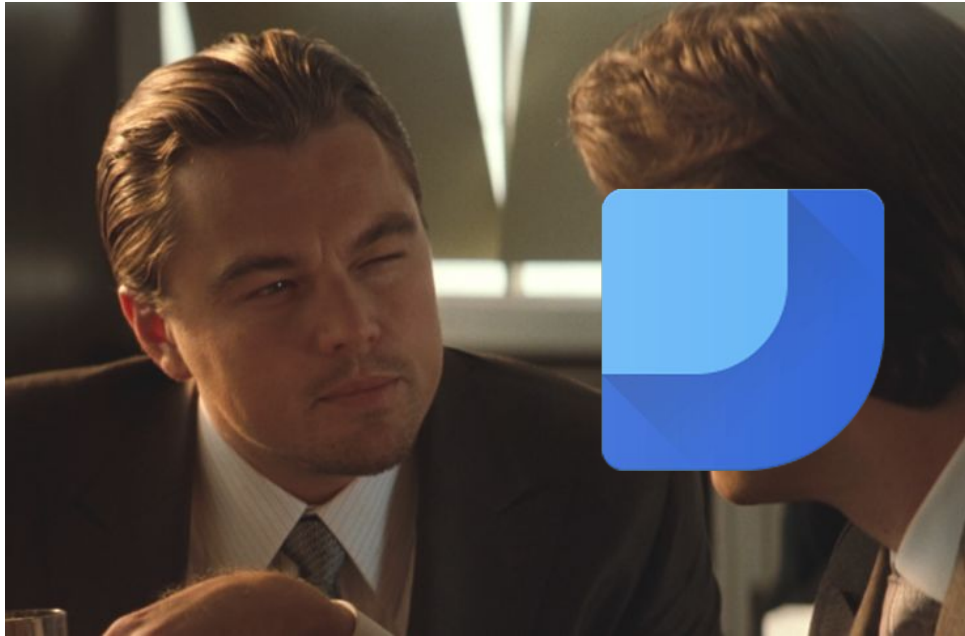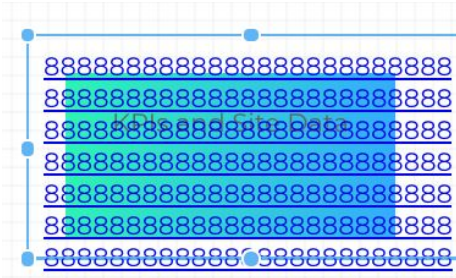# Create a dashboard.

➔ Use your first page as a dashboard to link to other sections of the report.

➔ Different teams can find their specific area of interest.

➔ Link out to other important documents, such as SEO strategies, or big links you've built.

Source - Nick Wilsdon - https://twitter.com/nickwilsdon

How to link?

➔ You can only add links to text.
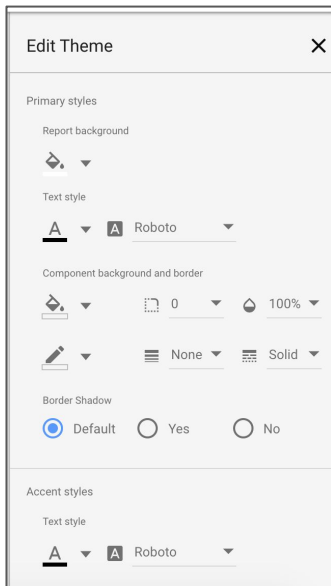
➔ Add a textbox filled with text over an image.

➔ Link from text.

➔ Set text to 0% opacity.

Source - Mehdi Oudjida
https://www.wissi.fr/blog/analytics/20190529/google-data-studio-internal-links/

Make it branded

- Make your a custom theme - editable colours and fonts

- You can match your report to your clients brand

- A little bit of colour, font & brand alignment can go a long way

Use Case - Site Migrations.

Website migrations can often go wrong -

➔ Deepcrawl connector to pull through response codes
➔ Commentary to describe issues to devs
➔ URL embed to show example location of issue
➔ Link to full list of errors for devs to fix
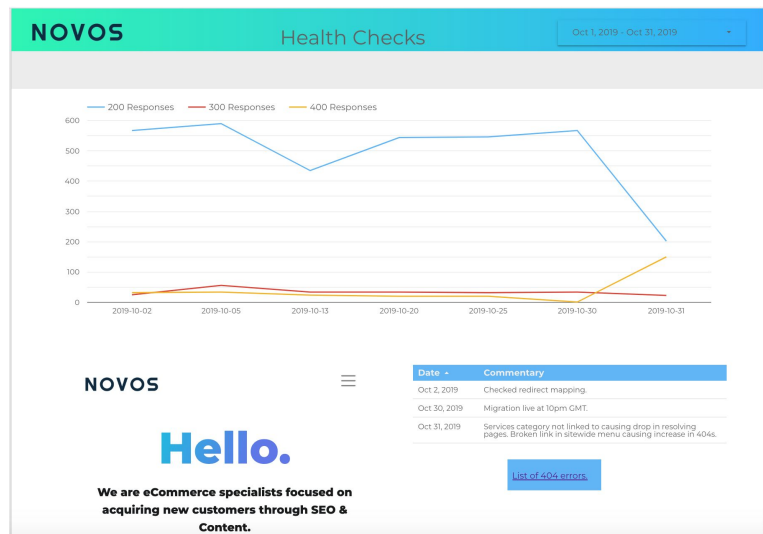
But I don't have time!

Scale it up.

Copy this report

Select a data source(s) to be added to the new report.

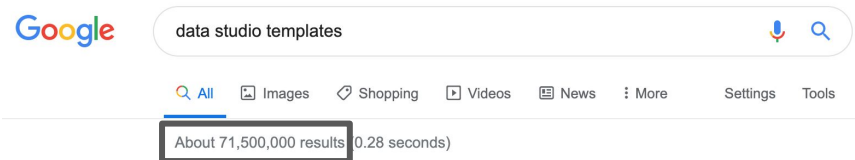| Original Data Source	New Data Source
DC Test Report Commentary - Sheet1	DC Test Report Commentary - She... ▼
All Web Site Data	All Web Site Data ▼
Search Console https://thisisnovos.com/	Search Console https://thisisnovo... ▼

Note that **report editors** can create charts using the new data sources and can add dimensions and metrics not currently included in the report.

This report contains custom Google Analytics segments. Any copied custom segments might not filter data as expected if using a Google Analytics Data Source other than the original one.
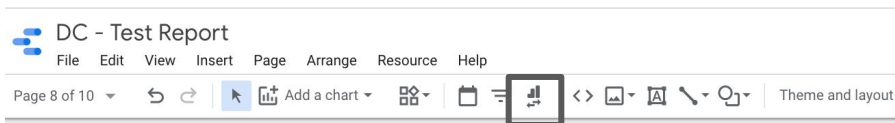
Cancel   Copy Report
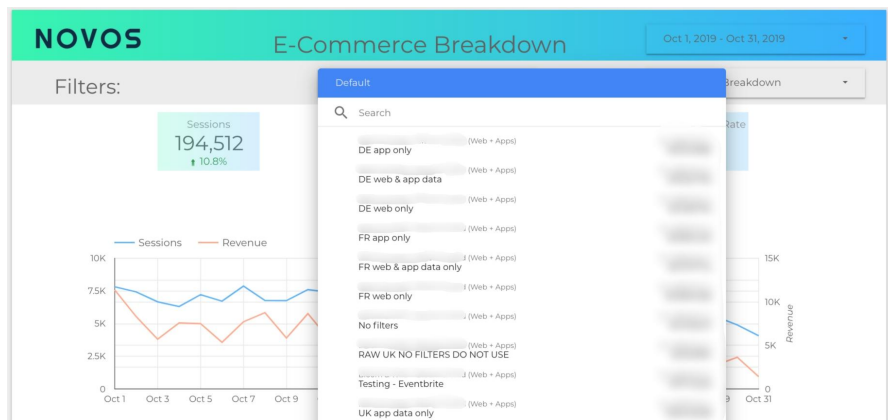
➔ Copy your templates and transfer your data sources

➔ Beg, borrow, and steal reports

Google | data studio templates

🔍 All   🖼 Images   🏷 Shopping   ▶ Videos   📰 News   ⋮ More   Settings   Tools

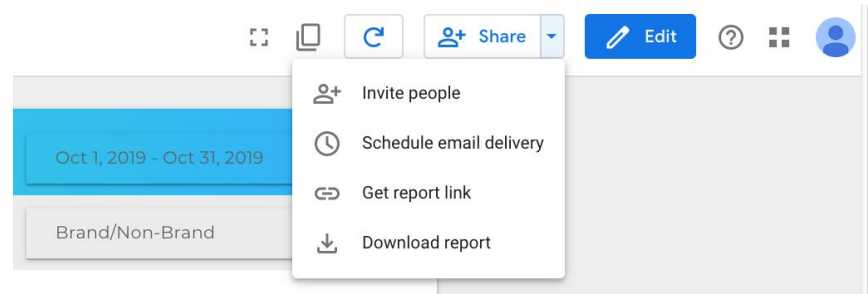About 71,500,000 results (0.28 seconds)

Switch data sources

➔ Use data source switcher to dynamically update information for different markets or different websites you own.

Share your reports.

➔ Add people to view reports

➔ Schedule report delivery

➔ Download as PDF

Time Savings Add Up.

Work 261 days per year

Save 10 mins every day

2610 minutes   43.5 hours

87 beers per year

Time = Money

5 employees

1 day of reporting

£400/ day

Automated reporting saves 0.5
days per employee = 2.5 days

£12,000 every year

I love reporting.

NOVOS

Thanks!

If you have any questions, please don't hesitate to contact me at:

✉ daniel@thisisnovos.com

🐦 @danielcartland