

**NOVOS**

# **The Secret Weapon that is Google Data Studio**

Hello.

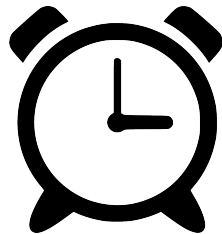
**We are eCommerce  
specialists focused on  
acquiring customers  
through SEO & content  
marketing.**

# 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 x



**Daniel Cartland** <daniel@thisisnovos.com>

to me ▾

8:33 AM (0 minutes ago)



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.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	page	query	ns	position	position	position	position	position	position	position	position	position	position	position	position	position
2	http://help.ana	analytics metri	1070				31.9	31.9	32.8	33.7	36.0	35.4	35.6	34.7	35.1	35.1
3	http://help.ana	custom dimer	1406	28.3	25.5	24.4	26.0	27.6	28.2	33.5	36.5	32.2	25.3	23.1	24.6	24.6
4	http://help.ana	dimensions g	1296	45.0	26.0	27.0	29.0	28.5	30.2	34.0	22.4	20.8	24.8	22.1	22.8	22.8
5	http://help.ana	google analyt	1328	26.0	27.4	28.6	30.8	34.4	33.1	37.4	39.2	34.8	24.7	27.1	29.8	29.8
6	http://help.ana	google analyt	1264					28.3	28.4	30.8	33.4	31.1	28.1	28.7	26.8	26.8
7	http://help.ana	sample custor	1234					19.4	17.0	17.5	17.6	18.2	16.6	16.9	18.5	18.5
8	http://help.ana	sample custor	1241					19.5	17.0	17.6	17.7	18.1	16.5	16.8	18.6	18.6
9	http://help.ana	what are dime	1292			30.5		26.8	28.7	28.4	29.3	19.2	16.6	17.6	16.5	19.3
10	http://help.ana	custom metri	1279				21.4	21.3	22.7	21.8	20.9	19.1	21.2	22.7	22.6	22.6
11	http://help.ana	custom metri	1258					25.7	25.7	27.4	27.8	29.7	28.1	27.6	26.6	26.6
12	http://help.ana	each dimensi	1248					18.4	20.1	19.5	21.3	20.6	22.4	23.0	21.6	21.6
13	http://help.ana	dimension an	1277					32.9	32.3	31.7	35.4	34.8	32.7	32.7	32.6	34.3
14	http://help.ana	next page	2013	19.0	16.0	12.4		12.8	12.6	15.6	12.6	14.6	14.2	14.9	14.5	18.5
15	http://help.ana	what are metri	1305					31.8	30.4	33.0	26.3	26.2	25.6	27.6	31.8	30.3
16	http://help.ana	get out durati	1501					11.0	9.9	8.4	8.8	8.6	8.2	10.3	9.3	7.5
17	http://help.ana	how to calculi	1262					34.3	30.5	34.7	34.8	33.7	32.0	33.6	39.4	39.4
18	http://help.ana	unique event	1423	8.7	7.6	6.9	7.7	7.8	9.1	9.0	8.1	8.5	8.5	8.0	6.7	6.7

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



Offers custom visualisations

Free!



All your data sources in one place



Google Sheets



Google Analytics



Google Ads



Google Data Studio

# How to set up a report.

# How to.

1. <https://datastudio.google.com/>

2. New report

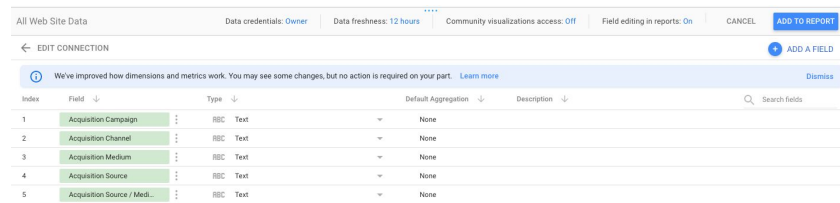


3. Connect to a data source



4. Authorize > Allow > Login

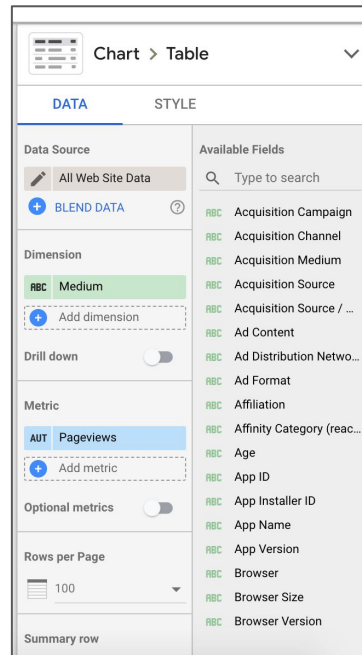
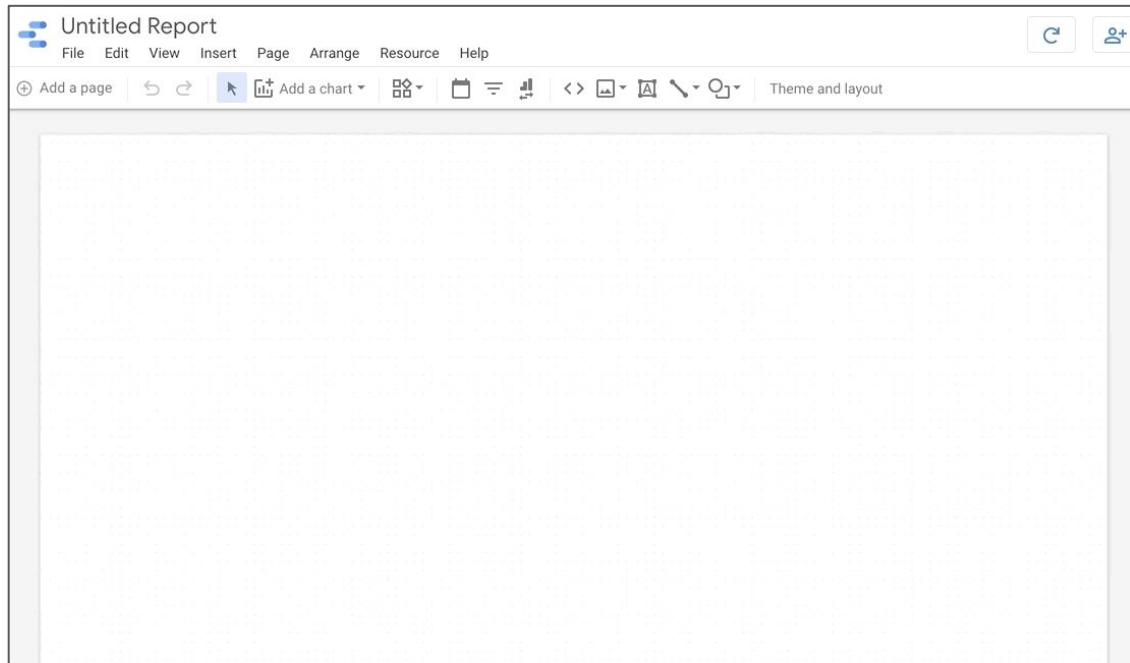
5. Choose your account, property and view - Add to report



# Top Tip!

Name everything!

# Add a chart.



**Report on what  
you want.**

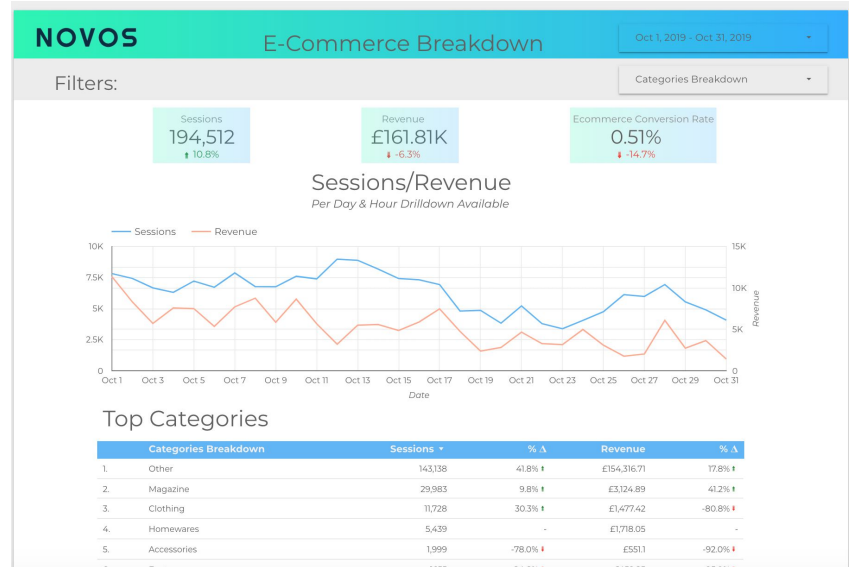
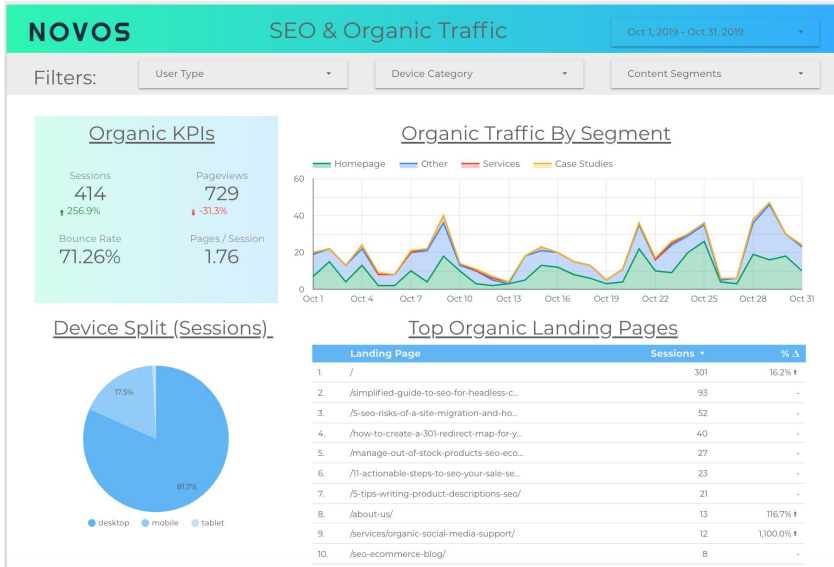
# Basics first.

**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	Field ID
Brand/Non-Brand	calc_fk3s9ezu2b
Formula <span>?</span>	
FORMAT FORMULA	
1	CASE WHEN REGEXP_MATCH( Query , ".*nov.*" ) THEN "Brand"
2	ELSE "Non-brand"
3	END

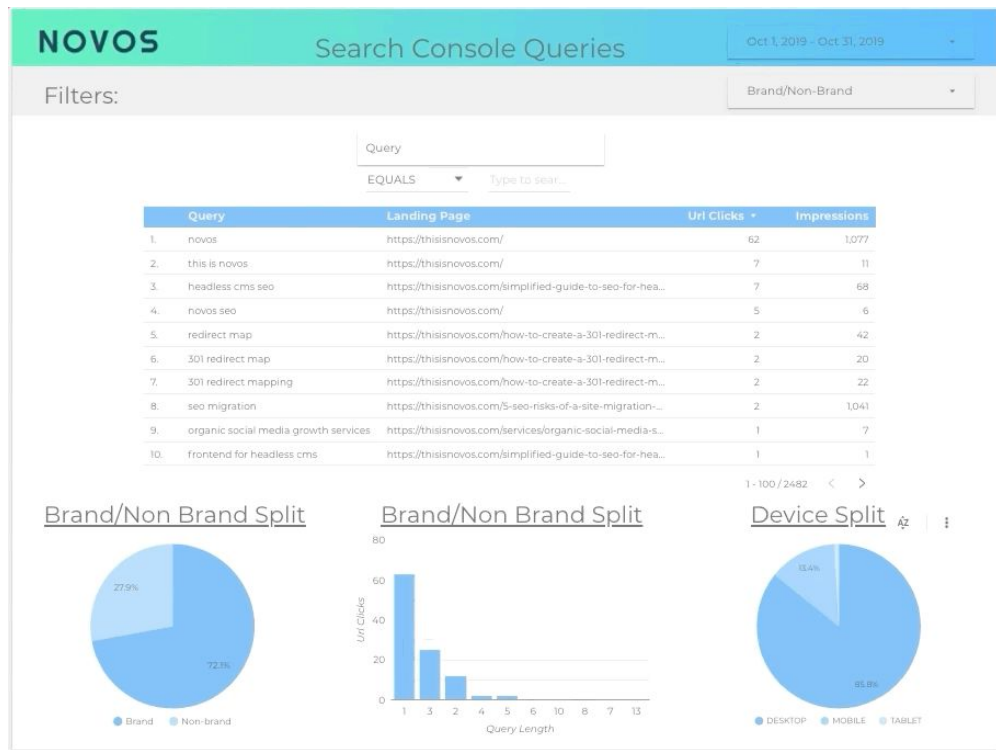


Matches any character,  
any number of times.



Or

# Brand vs Non-brand.



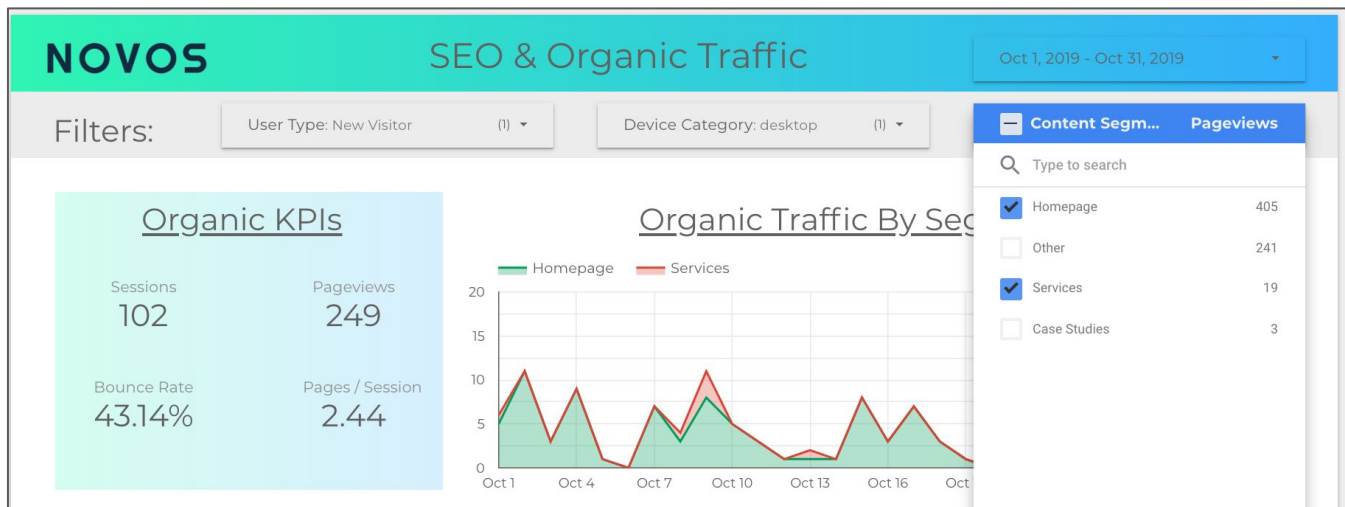
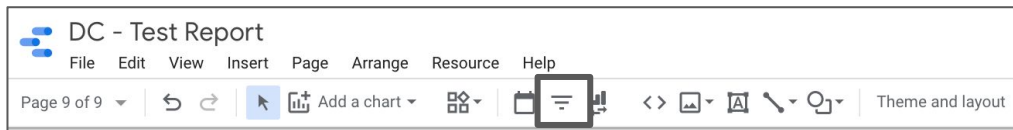
# Website content sections.

Field Name	Field ID
Page Categories	calc_hh3xnwcv2b
Formula 	
<pre>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</pre>	

**Spend time analysing data,  
instead of preparing it.**



## Multiple filters give more flexibility.

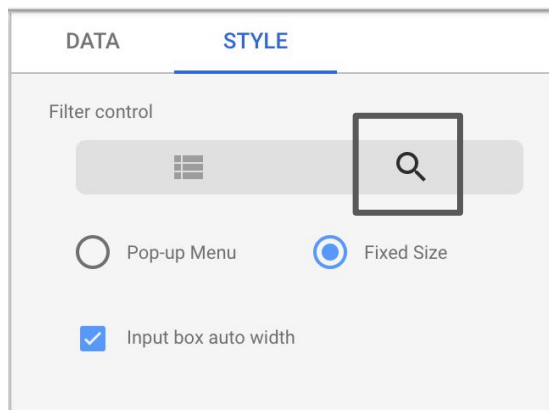


Easier to dig into data than in Google Analytics or Search Console.

# Easy access to all your data.

→ Add a filter

→ Style > Filter control > Search All




Query	Landing Page	Unit 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

 Chart > Area

DATA

STYLE

Last month

Filter

Area Chart Filter

+ ADD A FILTER

Google Analytics segment ?

+ ADD A SEGMENT

Interactions

☒ Apply filter

Available Fields

Type to search

RBC Acquisition Campaign

RBC Acquisition Channel

RBC Acquisition Medium

RBC Acquisition Source

RBC Acquisition Source / ...

RBC Ad Content

RBC Ad Distribution Netwo...

RBC Ad Format



# 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

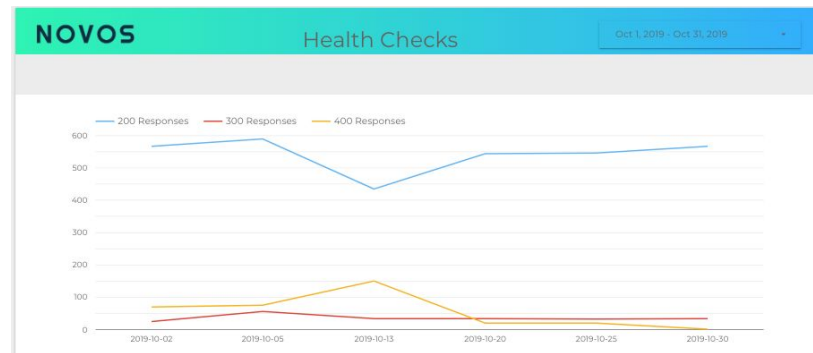


# Deepcrawl Report Connector.

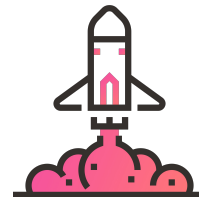
Use Zapier & Google Sheets to automate Deepcrawl reports STRAIGHT in Data Studio



	A	B	C	D
1	Date	Primary Pages	Non Indexable Pages	Deepcrawl Link
2	2019-10-27 8:35:01	23118	4039	<a href="https://app.deepcrawl.com/accounts/37133/projects/224131/crawls/2401718">https://app.deepcrawl.com/accounts/37133/projects/224131/crawls/2401718</a>
3	2019-11-10 16:27:35	22400	4207	<a href="https://app.deepcrawl.com/accounts/37133/projects/224131/crawls/2439197">https://app.deepcrawl.com/accounts/37133/projects/224131/crawls/2439197</a>
4				



[Read the Deepcrawl guide here!](#)



# Screaming Frog Connector.



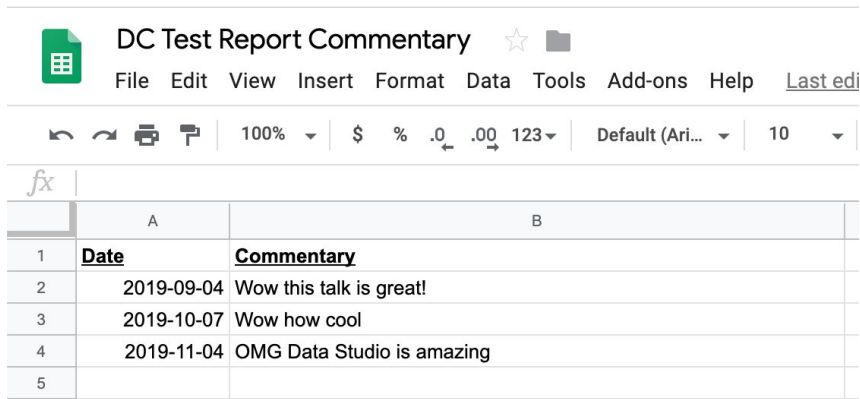
## Use Google Sheets to add Screaming Frog reports into Data Studio

- 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.

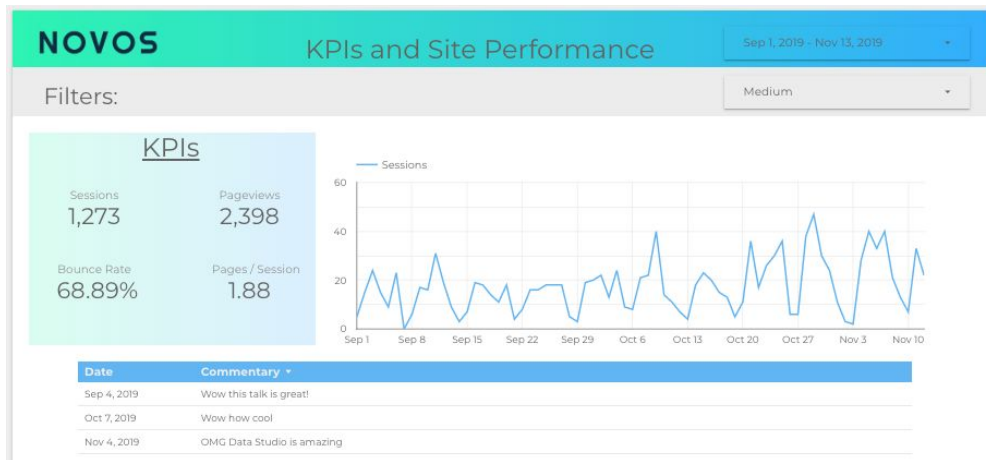


The screenshot shows a Google Sheet interface. At the top, the title bar reads "DC Test Report Commentary" with a star icon and a folder icon. Below the title bar is a menu bar with options: File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help, and a link for "Last edited". Below the menu bar is a toolbar with icons for undo, redo, print, and a zoom level of 100%. The main area of the sheet displays a table with two columns: "Date" and "Commentary". The table contains four rows of data.

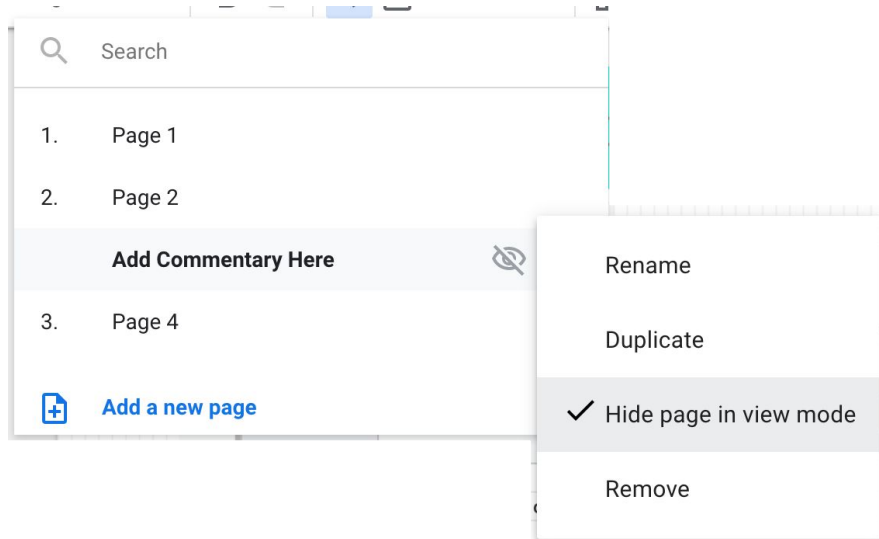
	A	B
1	<b>Date</b>	<b>Commentary</b>
2	2019-09-04	Wow this talk is great!
3	2019-10-07	Wow how cool
4	2019-11-04	OMG Data Studio is amazing
5		

- 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.

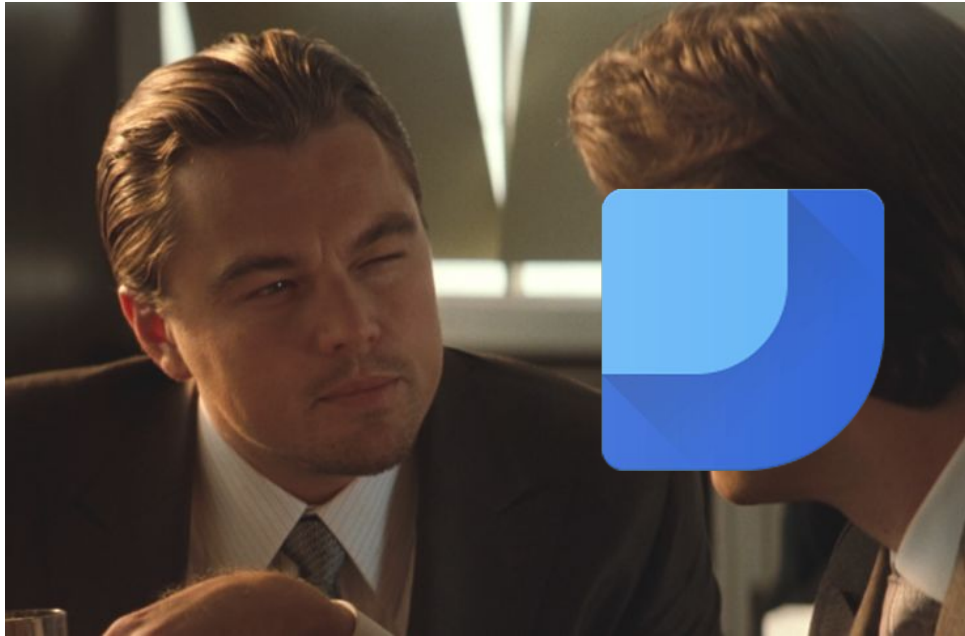


# Edit within Data Studio.



- 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.**

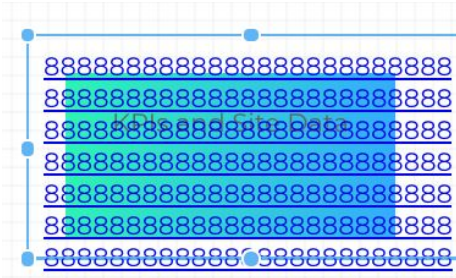
# Create a dashboard.



- 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?

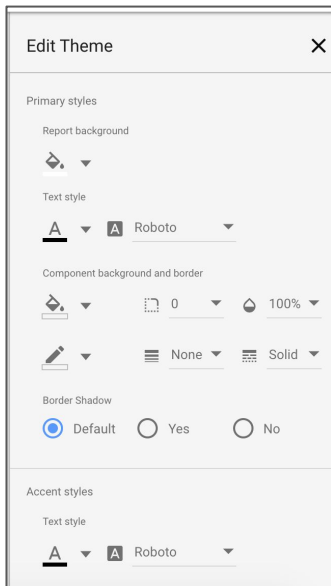


- You can only add links to text.
- Add a textbox filled with text over an image.
- Link from text.
- Set text to 0% opacity.

Source - Mehdi Oudjida

<https://www.wissi.fr/blog/analytics/20190529/google-data-studio-internal-links/>

# Make it branded

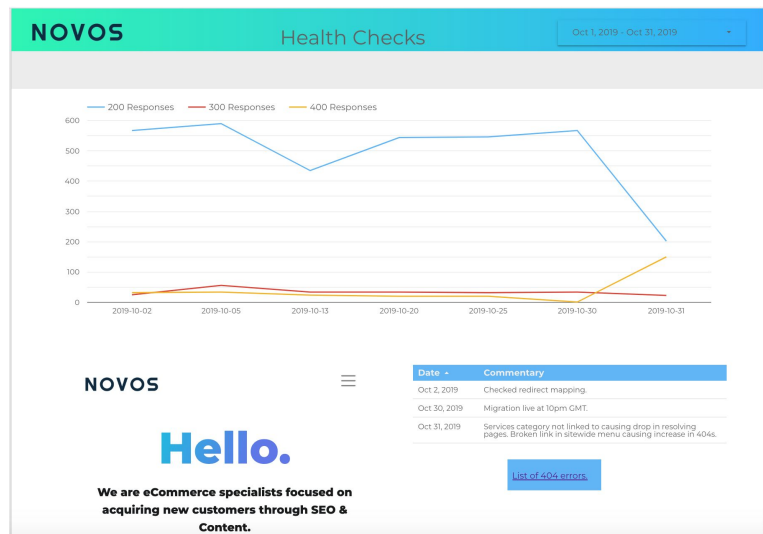


- Make your a custom theme - editable colours and fonts
- You can match your report to your clients brand
- A little bit of colour, font & brand alignment can go a long way

# 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... ▼

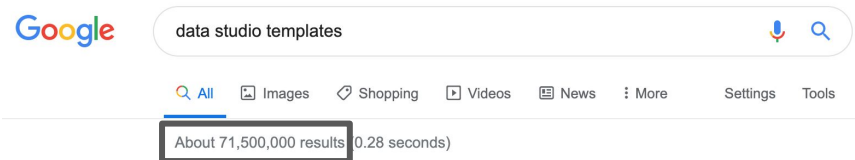
Note that **report editors** can create charts using the new data sources and can add dimensions and metrics not currently included in the report.

**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.

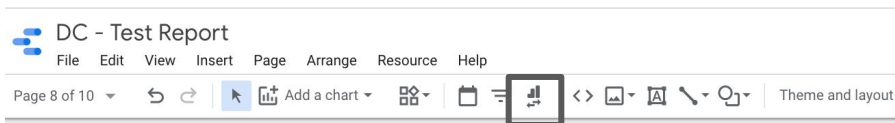
CancelCopy Report

→ Copy your templates and transfer your data sources

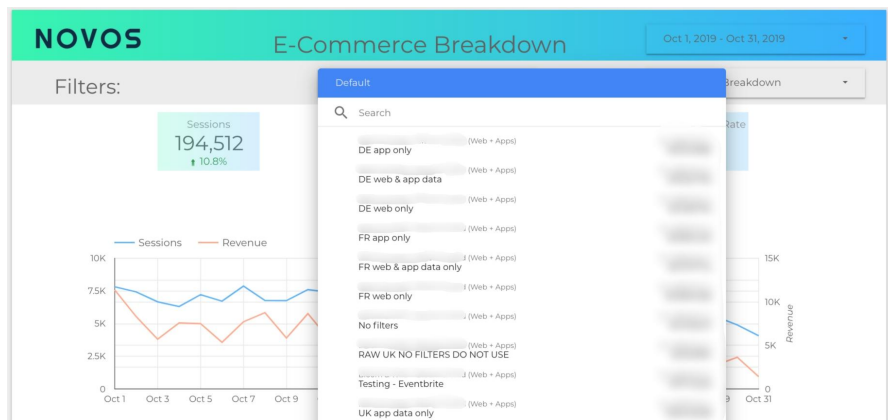
→ Beg, borrow, and steal reports



# Switch data sources



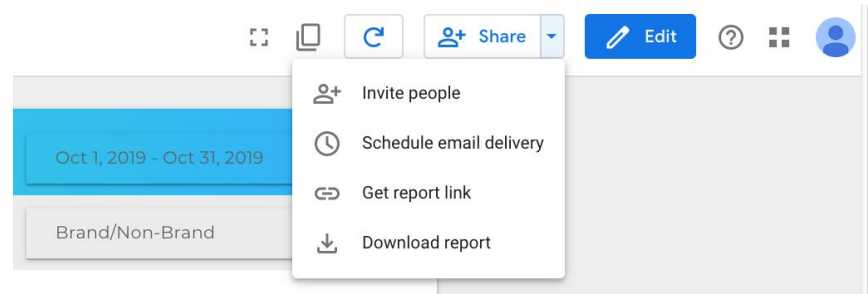
→ Use data source switcher to dynamically update information for different markets or different websites you own.





# 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](mailto:daniel@thisisnovos.com)

 [@danielcartland](https://twitter.com/danielcartland)