



Custom reports help Shoes of Prey optimise their content strategy to increase sales

“Knowing our most influential pages has helped us maximise the number of purchases we generate through our website.”

—Michael Fox, co-founder, Shoes of Prey

Overview

Shoes of Prey is a retail site that allows customers to design women's shoes online, which are then handmade and delivered. Like most online retailers, the company is constantly looking for ways to turn website visitors into customers. Company co-founder Michael Fox uses Google Analytics to monitor the performance of Shoes of Prey's digital marketing and website to understand how to make the online offering even more appealing to potential customers. Because there's always room for improvement, Michael wanted to discover specifically which pages on the site are most influential to visitors' purchase decisions.

If the shoe fits

For drilling down into topics such as these, Michael's team uses Google Analytics' custom reporting facility. To begin, they created a custom report to review the highest converting pages on the website. The report was designed to show three key data points: pages that people visited, the number of views each page received, and how many sales or goal completions were generated in that same visit session after visiting one or more of those pages.

“We then divided total goal completions by page views on a separate spreadsheet to discover what percentage of people who visit a particular page end up making a purchase,” Michael explains. “We assumed that the higher the percentage, the more valuable that page for turning visitors into customers. We could then promote the content on those pages more across our website.”

About Shoes of Prey

- www.shoesofprey.com
- Innovative bespoke shoe label and online retail store

Goal

- To convert website visitors into purchasers

The screenshot shows the 'Custom Reports Overview' for 'Edit Custom Report'. The report is titled 'Highest Converting Pages'. On the left, there are sections for 'Metrics' (Site Usage, Content, Goals, E-Commerce, Advertising) and 'Dimensions' (Visitors, Traffic Sources, Content, E-Commerce, Systems). A 'Total Goal Completions' metric is selected and placed in a blue box, and the 'Page' dimension is selected and placed in a green box. A line graph shows the trend of the report. Below the graph, there are tabs for 'Total Goal Completions', 'Pageviews', and several 'metric' tabs. A 'Dimension: Page' dropdown is visible, and a note indicates 'after "Page" drill down to... sub dimension'.

Custom report settings for the “Highest Converting Pages” report

The screenshot shows the results of the 'Highest Converting Pages' report. At the top, a line graph shows the trend of 'Total Goal Completions'. Below the graph, a summary states: 'This custom dimension resulted in 7,518 Total Goal Completions via 206,061 pages'. The report is filtered for pages excluding 'cart' and pages excluding 'members'. The main table shows the following data:

Page	Total Goal Completions	Pageviews
1. /	586	911,535
2. /designer	499	978,788
3. /gallery	427	623,840
4. /gallery/2	154	216,267
5. /content/mac.html	149	97,263
6. /gallery/3	134	168,247
7. /leathers	118	32,402
8. /gallery/4	113	140,420
9. /content/about.html	105	86,012
10. /gallery/5	89	106,650
11. /content/testimonials.html	80	32,115
12. /content/returns.html	65	15,721
13. /shoe/tab2	53	6,153
14. /stock	50	44,405
15. /contact	47	32,605
16. /shoe/tab3	46	4,720
17. /gallery/6	43	28,340
18. /shoe/SLN	43	24,224
19. /content/bespoke.html	40	15,561
20. /voyeur/load	39	75,800
21. /voyeur	35	46,412
22. /content/cancelled.html	31	449
23. /shoe/cuX	29	21,628

The results of running the “Highest Converting Pages” custom report

Shoes of Prey balanced the data with intelligent analysis, bearing in mind that the report was looking at the same visit session only, although many customers make multiple research visits before they finally make a purchase. "We were conscious that there may be other pages that motivate purchases, but are not reflected in our custom report because they were viewed in another session," Michael continues. The team also acknowledged other circumstances that could impact the data. "For example, people visiting our shopping cart or logging into our members' area will have a high conversion rate, so we filter those pages out."

	A	B	C	D
1	Page	Total Goal Completions	Pageviews	B/C*10000
2	Home page	586	911535	6.43
3	Designer	499	978788	5.10
4	Gallery	427	623840	6.84
5	Gallery/2	154	216267	7.12
6	FAQ	149	97263	15.32
7	Gallery/3	134	168247	7.96
8	Leathers	118	32402	36.42
9	Gallery/4	113	140420	8.05
10	About	105	86012	12.21
11	Gallery/5	89	106690	8.34
12	Testimonials	80	32115	24.91
13	Returns	65	15721	41.35
14	Shoe/Tab2	53	6153	86.14
15	Stock	50	44405	11.26
16	Contact	50	32605	15.34

Manipulating the data in a spreadsheet to look at total goal completions as a ratio of total pageviews

Stand and deliver

After reviewing the data, Michael's team determined that Shoes of Prey's most influential destinations were the leathers page, the returns policy, the delivery tab on the product page and the customer testimonials page. Armed with these findings, they set about improving their online messaging accordingly.

The team has now compiled a rigorous "to do" list as an outcome of learning through Google Analytics. "We're in the process of redesigning our shopping cart, and we'll look at ways to incorporate this information within each step to reduce drop-off and increase conversion rates," says Michael. "For example, we'll provide information about our returns policy and deliveries within the shopping cart pages itself. This will reduce the need to click away to our FAQ page."

In addition, they're aiming to make the information that's proved most compelling more readily accessible not only on the website, but also on the Facebook fan page and YouTube channel. Meanwhile, the information can also be incorporated into key search engine marketing landing pages, such as the gift certificate page. For example, customer testimonials can be featured here since this is clearly something that stimulates sales on the site.

"We're excited by the range of insights that custom reports provides us," says Michael. "It allows us to slice and dice our data within a single report rather than having to combine separate reports within a desktop spreadsheet."

For more information on how Google Analytics can help you reach your goals, visit google.com/analytics.

Approach

- Created custom reports in Google Analytics
- Measured page views and goal completions
- Derived percentage of visitors to a particular page who go on to buy

Results

- Discovered site pages that were most successful in motivating visitors to purchase
- Featured information contained in these pages in more places to stimulate sales