

**WORKSHOP:**

**Website Analytics  
What's Working For  
Everyone Else Right Now**

**smart  
CAUSE  
digital**

WEB DEVELOPMENT  
& DIGITAL SKILLS  
FOR NONPROFITS

# Plan for Today's Workshop

- » Identify common questions and frustrations
- » Learn about strategies that are working
- » Access customizable resources
- » Discuss and share with each other

# About me

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# Questions?

# Google Analytics 4

# Common Questions & Frustrations

# Laws

# Technology & Users



# Outreach Campaigns

# Need for both simplification and sophistication

# Questions?

# Strategies That Are Working Right Now

# Make website analytics more convenient

# Build a complete picture

# Understand and assess the impact of SEO

# Focus on a key core audience



# Questions?

# Download:

[smartcausedigital.com/strategies](https://smartcausedigital.com/strategies)

# Discuss & Share

# Thank you!

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