



## Episode 73

# The Power of Analytics



**Mirjam: [00:00]**

Hello and welcome to designer discussions with Jason, Mirjam, and Maria. Today, Jason is going to talk to us about the power of analytics for your interior design business.

**Intro: [00:17]**

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of in depth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients.

**Jason: (0:45)**

Mirjam, thanks for that. This is one of the topics that I get asked about is what is the minimum we should have in terms of marketing? And always say you have to have a website because that's a property you own. But in addition to that website, you need to have analytics on the website. And that's what we're talking about here, the power of having them. And a lot of people say analytics, they think about the numbers and they're going through all this information. It's boring, it's tedious. Why do we even need this? But if you're a business owner, having analytics and having access to the data makes your life easier. Now, just before we hit record, Miriam was asking, is this just for business or for life? I said, well, this is going to be mainly on business. But if you organize and you understand the analytics and you research and Google them and implement them the right way, it can make your life easier as a business owner.

**Mirjam: (01:48)**

That's a great point. I didn't even think about that. But yes.



### Jason: (01:55)

So I always start with Google Analytics, Google Search Console. Those are two tools you need to have on your website. They are free. There's no reason in this world that you should not have these two on your website, even if you don't use them. Even if you have either a marketing agency, you have somebody in your office look at it. But even if you don't use it for a year, it's collecting data that you will hopefully use to make your life easier. So the first thing you need to do, if you don't take anything else from what I'm going to say today, install Google Analytics. Install Google search console. Free tools that shouldn't take you that long to install and will help make your life easier. So you may ask, how is it going to make my life easier? First of all, it's going to help to have you understand what's working and what's not working in your marketing on your website, because it's going to be a lot of information, a lot of data about where the people land on your website, where they're coming from. It's going to let you know how long they're on your website, when they're on your website, what page are they on, whether they visiting, what are they clicking on, all of this information and it's going to tell you a lot about who is actually visiting your site. So that's giving you data about what's working and what's not. And so if you have certain pages on your site that you thought drew a lot of traffic, you'll see from the analytics that you have to let this run for a few weeks, at least a month before you start looking at it. But as you look at it, you may have a page on there that you have an amazing project that you thought, oh, everybody's into this, but then you find out they're interested in another project that you didn't even think about. So either you're attracting them the wrong way, and so you need to change up the content, change up how you're describing the actual project that you want them to go to as opposed to the one that they're actually visiting. Or you need to change up some things on your site on how you're drawing them to your website, because you may be drawing the wrong audience to your website where you do a lot of modern design, but they're looking at more of the Mediterranean design. And you may say, I don't want to do Mediterranean design, I want to do modern, but they're looking at the Mediterranean.



### Jason: (04:55)

Well, if that's the case, how are you organizing the content on your site to draw the right type of traffic to them? And so that's helping you understand, okay, I need to change up some things, and it also helps with the customer experience. We have a lot of podcasts on how to enhance your customer experience by understanding the analytics. It also tells you what's happening. Where are they on my website? Who's visiting my website? Is it more women, more men? Are they from the US. Are they from Florida? If I'm in Florida, if I'm in Houston and I'm having a lot of Florida visitors, why is that okay, that is helping you understand your audience and your client and how are they interacting with your site? Are they deriving or arriving at your home page? Are they arriving at your blog? Are they arriving at your portfolio page? Are they arriving at your services page? And once they're on that page, what do they do? Do they click on a link that heads to the contact form? Do they click off your site? Do you have a high bounce rate? If you have a high bounce rate, that's also an issue. Having a high bounce rate means that the end user is not finding what they are looking for. So obviously they have landed on your site, looked for a little while, and immediately went off your site. So if you have a high bounce rate, you need to find out where is the issue and fix it. But by understanding all of this and see where they land on your website and what happens after that, you're now understanding their customer journey. And you can alter it to how you really want them to interact with your site. But that only happens if you have analytics and you're seeing what the data tells you. So you have to know that. And it also helps you by having analytics on your website. It helps you make informed business decisions. Like I said, you may have blogs on there that you thought were excellent, but that may have a high bounce rate, and you may have another blog on there that everybody's looking to clicking on, trying to find. And so now you may say, okay, I may have a blog on how to make my space larger, and I love that blog.



### Jason: (06:55)

I think that's amazing blog. That's where everybody should be, but everybody is clicking on how to add color or light into the space. And so now I'm making a decision now that I need to enhance that blog or add more content to it, or do another blog on that topic because my users are actually gravitating to that blog. And so it's helping me make an informed decision, and so it's making my life easier because I'm not guessing what the end user wants. I'm actually using the data and they're telling me this is what I need to do, these are the changes I need to make. So knowing the analytics is valuable, and there's a lot more I could go into, and I will in future podcasts. But I just wanted to be high level here to have you understand that by having analytics on your site, it will enhance the customer experience. It will help you understand what are you doing right or wrong, and help you make informed business decisions. And like I said, the main thing you need to have, you don't take anything from this today. If you're listening, I don't know if you're listening when it's live or if you're listening after a week or a year or month. I don't care. Today. Install Google Analytics, google search console on your website to get this process started. All right, I hope you enjoyed everything we had today, and we hope to see you here next week on Designer Discussions.

### Outro: (08:23)

Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of in depth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients.

We hope you enjoyed this episode of Designer Discussion. What was your takeaway care to share your thoughts and tag Jason, Maria, and Miriam on social media. You can find them on all platforms at Designer Discussions.com. Don't forget to, like, subscribe and leave a review or comment for this episode from wherever you are listening.



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