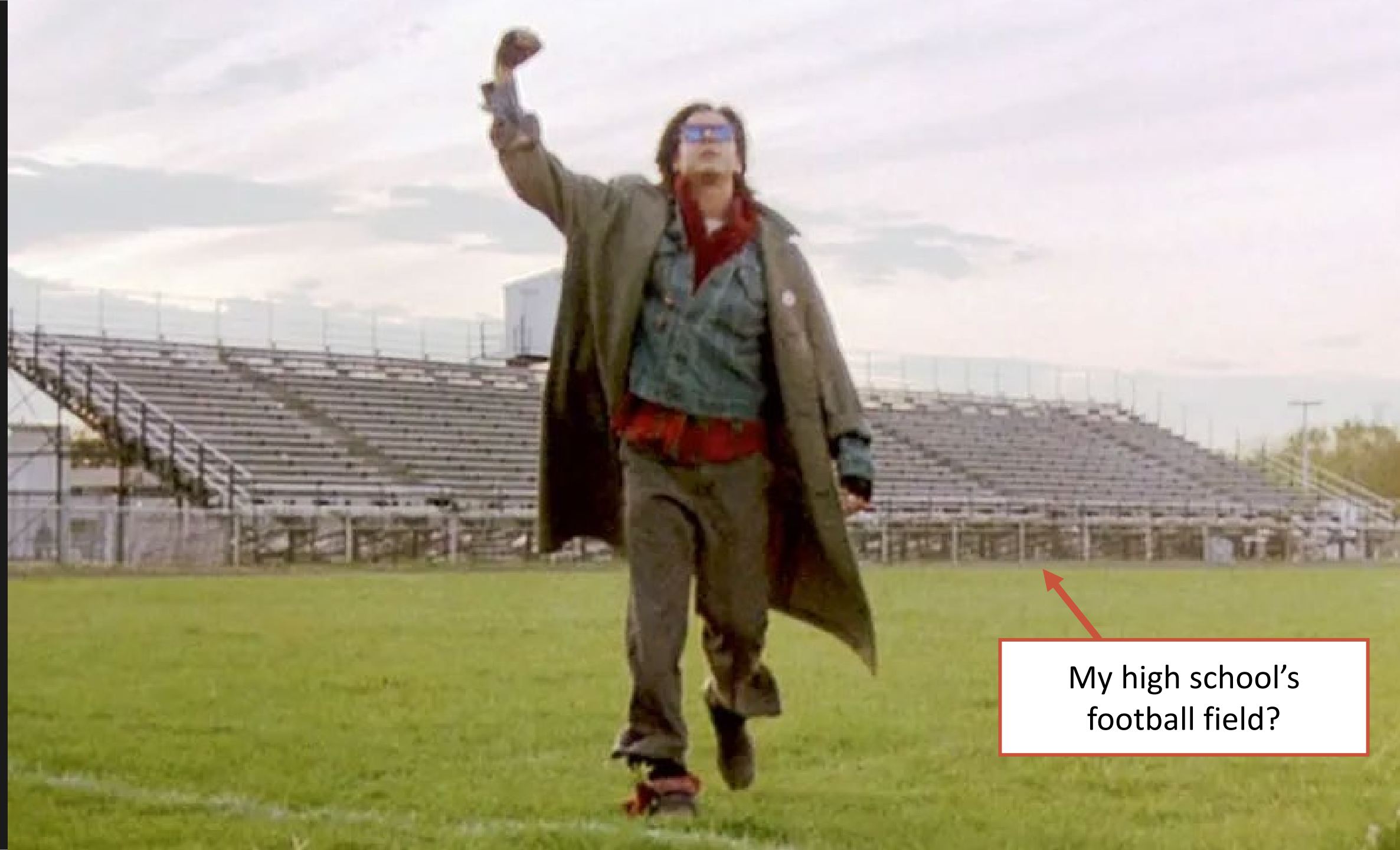


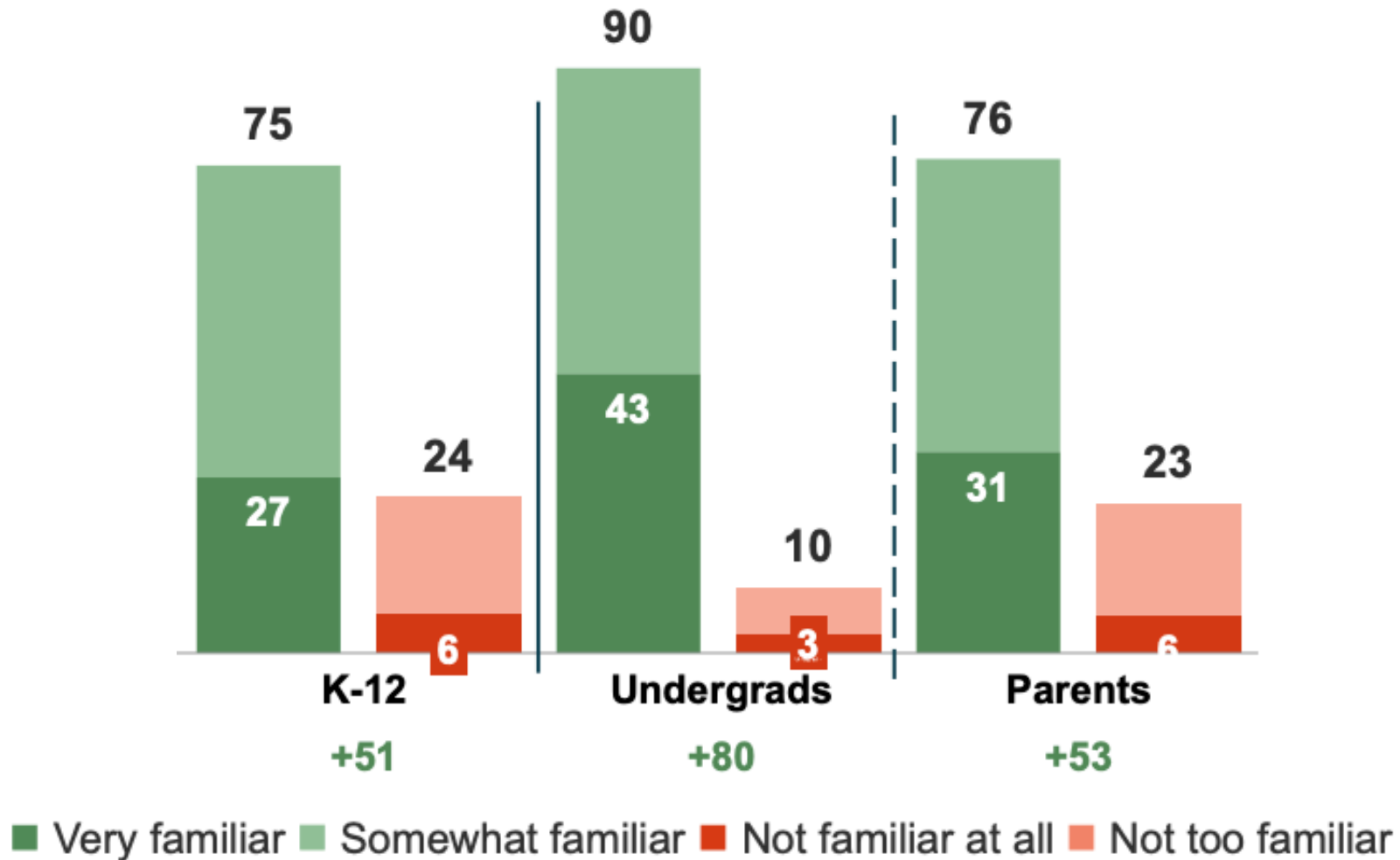
AI, GA4 and Email

Insights and Actions for Marketing Campaigns



My high school's
football field?

This is why I'll be using ChatGPT...



source: [Walton Family Foundation](#), May 2024

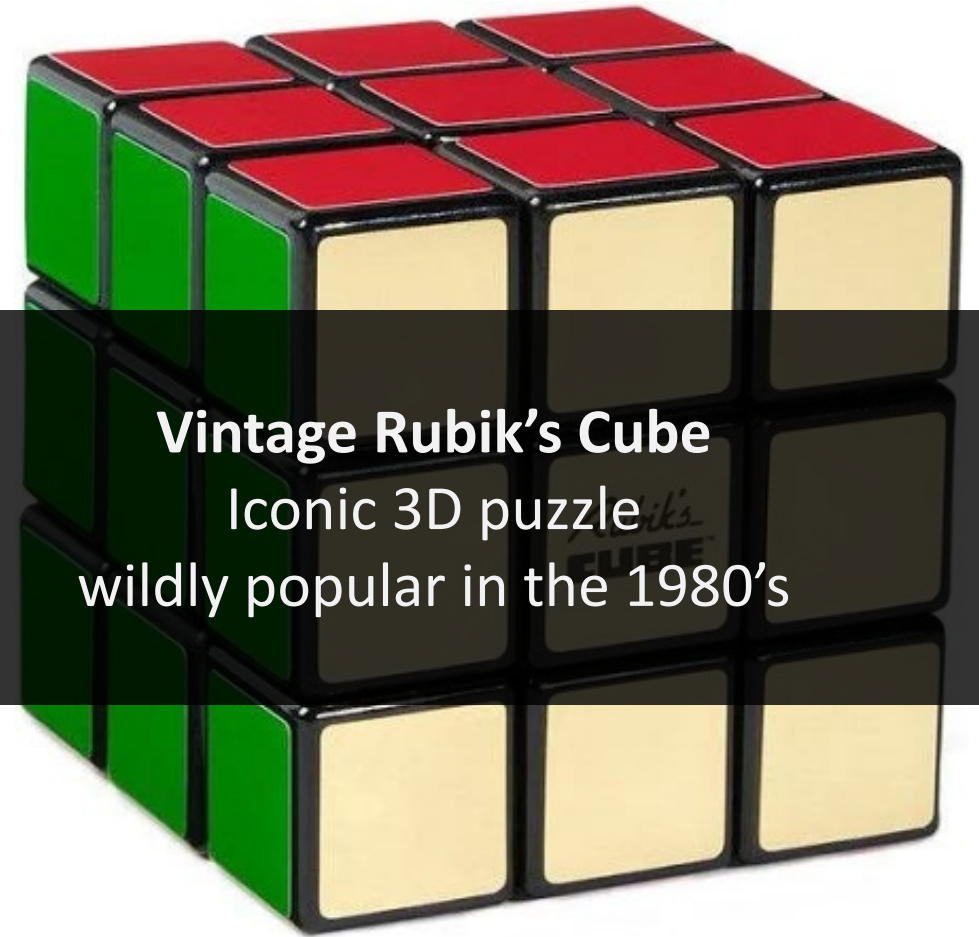


Before you start uploading data...

Check your policies and legal agreements



ChatGPT Plus
8 years to develop
175 billion parameters
\$540M per year to train



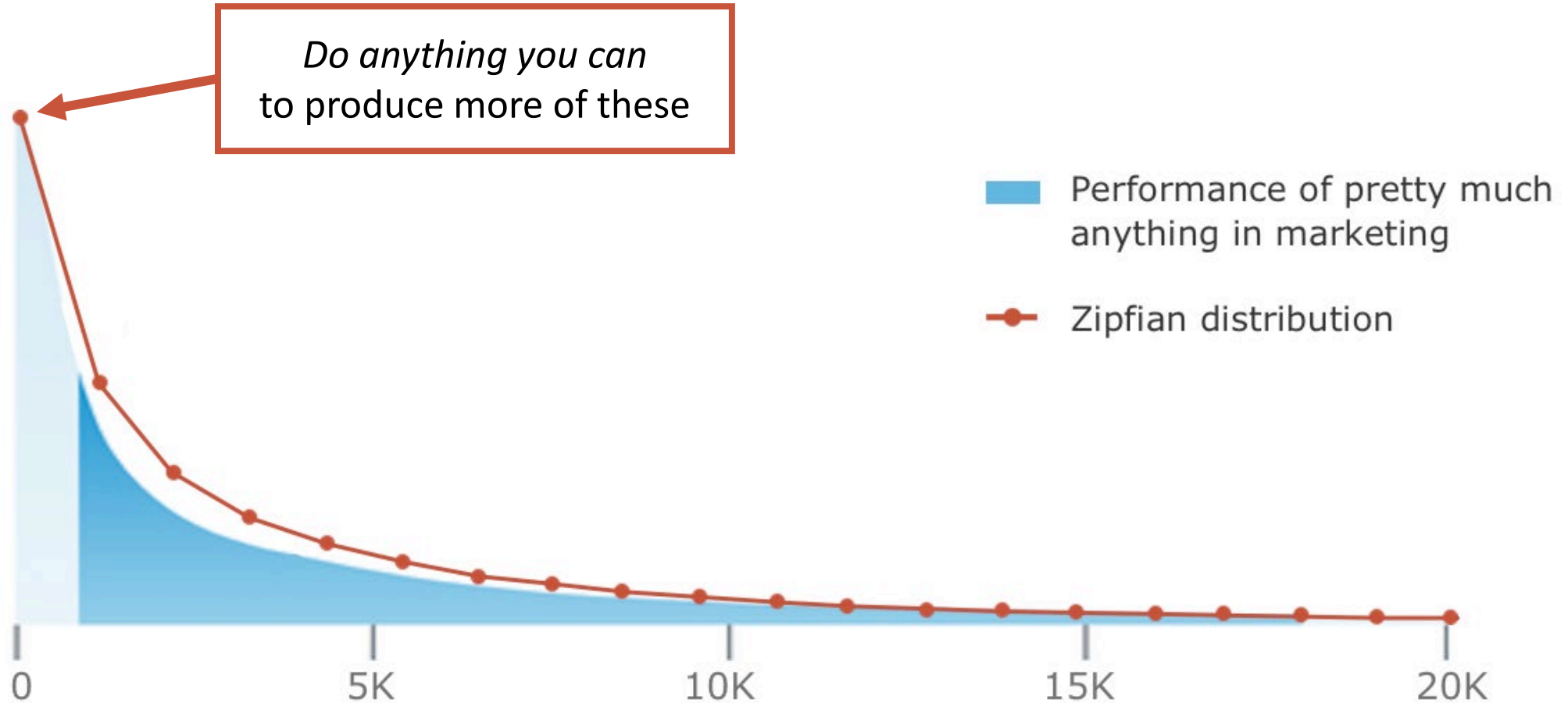
Vintage Rubik's Cube
Iconic 3D puzzle
wildly popular in the 1980's



Our goal is quality and performance

...efficiency is nice too

10x Efforts = 100x Results



source: [Orbit Media](#)

Email Campaign Analysis

Traffic and engagement for various topics



Traffic acquisition: Session default channel group

Traffic acquisition report

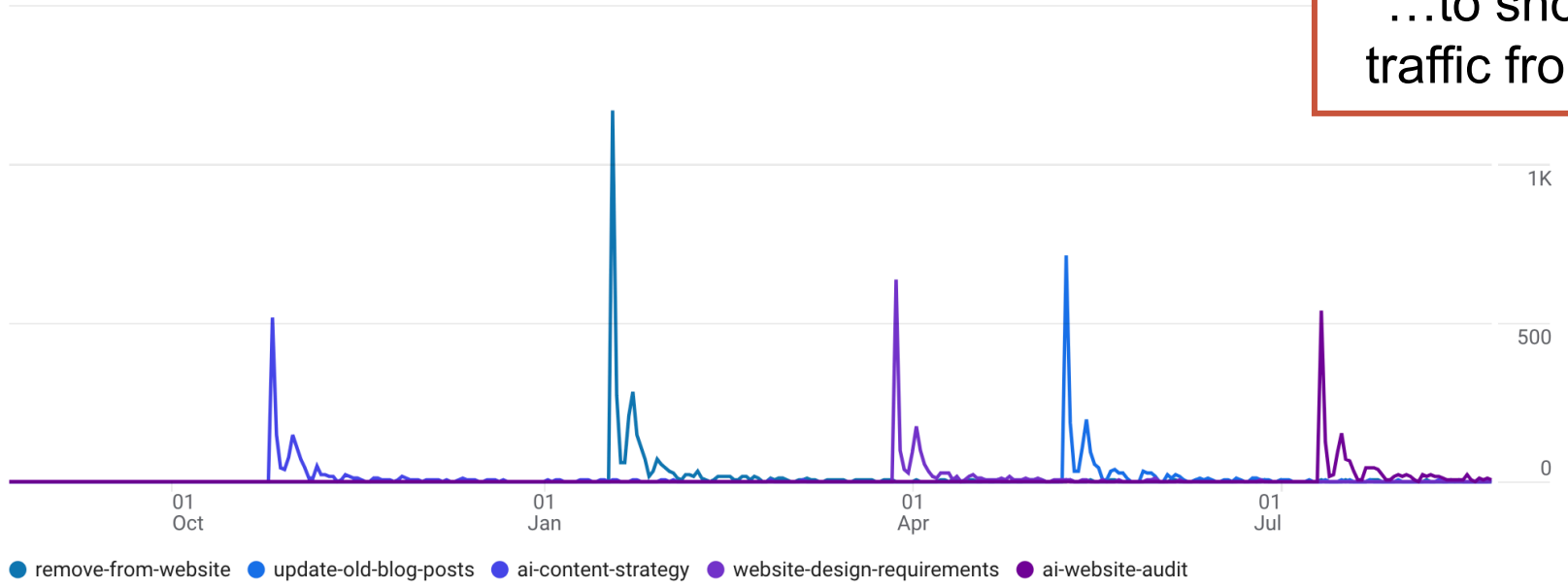
Filter...

Long date range

EXPORT

...to show only traffic from email

Sessions by Session campaign over time



Build filter

CONDITIONS (BUILD UP TO 5)

Dimension

Session medium

Match Type

exactly matches

Value

email

+ Add new condition

SUMMARY
Session medium exactly matches 'email'

Search... Rows per page: 25 Go to: 1 1-25 of 291

Set to Session campaign

Session campaign	Average engagement time	Session key event rate
16,823 100% of total	38,304 100% of total	47.42% Avg 0%
2m 34s Avg 0%	0.57% Avg 0%	
1 remove-from-website	1,631 3,265	53.66% 3m 46s 0.46%

Apply

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	# -----																			
2	# Report CSV Export																			
3	# Account: OrbitMedia.com																			
4	# Property: [GA 4] https://www.orbitmedia.com																			
5	# -----																			
6	#																			
7	# All Users																			
8	# Start date: 20230822																			
9	# End date: 20240822																			
10	Session campaign	Users	Sessions	Engagement	Average enga	Session key e	Key events													
11	remove-from-website	1631	3265	0.53660031	226.786634	0.00459418	15													
12	update-old-blog-posts																			
13	ai-content-strategy																			
14	website-design-requirements																			
15	ai-website-audit																			
16	ai-for-seo																			
17	ga4-seo	497	1345	0.43494424	116.432596	0.00966543	13													
18	ai-marketing-charts	627	1321	0.45950038	108.838915	0.00378501	5													
19	(referral)	721	1298	0.54160247	133.832178	0.00308166	6													
20	ai-marketing-personas	675	1257	0.43993636	127.85037	0.00159109	2													
21	blogging-statistics	615	1221	0.52334152	248.422764	0.004095	7													
22	(not set)	691	1156	0.43079585	105.855282	0.00346021	4													
23	dead-ends-on-your-website	524	1012	0.52371542	139.141221	0.006917	7													
24	measure-landing-page-performance-ga4	478	982	0.43279022	86.6380753	0.00305499	3													
25	ai-for-linkedin	404	941	0.41870351	140.128713	0.0021254	2													
26	ga4-website-redesign	439	928	0.39331897	95.7949886	0.00431034	4													
27	ai-thought-leadership	552	910	0.52197802	156.831522	0.00769231	7													
28	newsletter	565	856	0.40420561	58.1911504	0.01051402	9													
29	ga4-explorations	338	851	0.42773208	107.47929	0.00235018	2													
30	ai-website-optimization	306	819	0.41636142	152.872549	0.003663	3													
31	where-to-start-digital-marketing	313	780	0.45897436	241.853035	0.00897436	8													
32	improve-google-rankings	292	776	0.51159794	245.380137	0.00902062	9													
33	how-to-write-high-ranking-post	325	719	0.53824757	209.107692	0.0069541	6													
34	webinar-ai-social-media	678	691	0.75108538	16.4705015	0	0													
35	ga4-website-audit	281	656	0.41920732	131.309609	0.00152439	1													
36	inaccurate-google-analytics	391	583	0.5025729	133.529412	0.00857633	6													
37	zipfs-law	363	568	0.50528169	141.911846	0.00352113	2													
38	emailsign	368	566	0.4664311	53.763587	0.01413428	8													
39	ai-audit-prompts																			
40	relaunch-high-ranking-website																			
41	webinar-ai-content-discovery																			
42	ai-powered-services																			
43	webinar-local-seo																			
44	how-to-rank-high-google	64	242	0.30578512	189.828125	0.00826446	2													
45	webinar-ai-for-seo	175	235	0.68510638	41.8285714	0.00425532	1													
46	webinar-ga4-reporting	190	229	0.62882096	31.6736842	0.01310044	3													
47	content-marketing-strategies	67	189	0.34391534	136.358209	0.00529101	1													
48	webinar-one-percent-content-strategy	125	187	0.51871658	29.304	0	0													
49	how-to-generate-leads	141	185	0.38918919	45.2269504	0	0													
50	webinar-ga4-and-ai/	82	122	0.64754098	96.0243902	0.00819672	1													
51	homepage-best-practices	50	121	0.39669421	192.92	0	0													

Delete these first nine rows

Delete the campaigns with low traffic

	A	B	C	D	E	F	G	H	I	J	K	L
1	Session campaign	Users	Sessions		Engagement	Average eng	Session key €	Key events	Topics			
2	remove-from-website	1631	3265	2.00183936	0.53660031	226.786634	0.00459418	15	web design			
3	update-old-blog-posts	1040	1977	1.90096154	0.49266566	149.578846	0.00455235	12	content strategy			
4	ai-content-strategy	741	1783	2.40620783	0.45933819	139.37112	0.00841279	16	content strategy, AI			
5	website-design-requirements	907	1652	1.8213892	0.56174334	115.38258	0.00605327	11	web design			
6	ai-website-audit	744	1601	2.15188172	0.47095565	147.033602	0.00374766	7	web design, AI			
7	ai-for-seo	560	1417	2.53035714	0.4283698	141.925	0.00988003	16	SEO, AI			
8	ga4-seo	497	1345	2.70623743	0.43494424	116.432596	0.00966543	13	Analytics, AI			
9	ai-marketing-charts	627	1321	2.10685805	0.45950038	108.838916	0.00378501	5	AI			
10	ai-marketing-personas	675	1257	1.86222222	0.43993636	127.85037	0.00159109	2	web design, AI			
11	blogging-statistics	615	1221	1.98536585	0.52334152	248.422764	0.004095	7	content strategy			
12	dead-ends-on-your-website	524	1012	1.93129771	0.52371542	139.141221	0.006917	7	web design			
13	measure-landing-page-performance-ga	478	982	2.05439331	0.43279022	86.6380753	0.00305499	3	web design, Analytics			
14	ai-for-linkedin	404	941	2.32920792	0.41870351	140.128713	0.0021254	2	content strategy, AI			
15	ga4-website-redesign	439	928	2.11389522	0.39331897	95.7949886	0.00431035	4	web design, Analytics			
16	ai-thought-leadership	552	910	1.64855073	0.52197802	156.831522	0.00769231	7	content strategy, AI			
17	ga4-explorations	338	851	2.51775148	0.42773208	107.47929	0.00235018	2	Analytics			
18	ai-website-optimization	306	819	2.67647059	0.41636142	152.872549	0.003663	3	web design, AI			
19	where-to-start-digital-marketing	313	780	2.49201278	0.45897436	241.853035	0.00897436	8	content strategy, web design			
20	improve-google-rankings	292	776	2.65753425	0.51159794	245.380137	0.00902062	9	SEO			
21	how-to-write-high-ranking-post	325	719	2.21230769	0.53824757	209.107692	0.0069541	6	SEO, content strategy			
22	ga4-website-audit	281	656	2.33451957	0.41920732	131.309609	0.00152439	1	web design, Analytics			
23	inaccurate-google-analytics	391	583	1.49104859	0.5025729	133.529412	0.00857633	6	Analytics			
24	zipfs-law	363	568	1.56473829	0.50528169	141.911846	0.00352113	2	content strategy, Analytics			
25	ai-audit-prompts	419	508	1.2124105	0.52952756	76.928401	0.00590551	3	AI			
26	relaunch-high-ranking-website	236	507	2.14830509	0.4852071	158.957627	0.00986193	5	web design, SEO			
27												
28												
29												
30												
31												
32												
33												
34												
35												

Add a column,
enter the topics

Campaign Performance



	Session campaign	Users	Sessions	
1	remove-from-web site	1631	3265	2.001839362
2	update-old-blog-p osts	1040	1977	1.900961538
3	ai-content-strateg y	741	1783	2.406207827
4	website-design-re quirements	907	1652	1.821389195

Other topics are better export for engagement

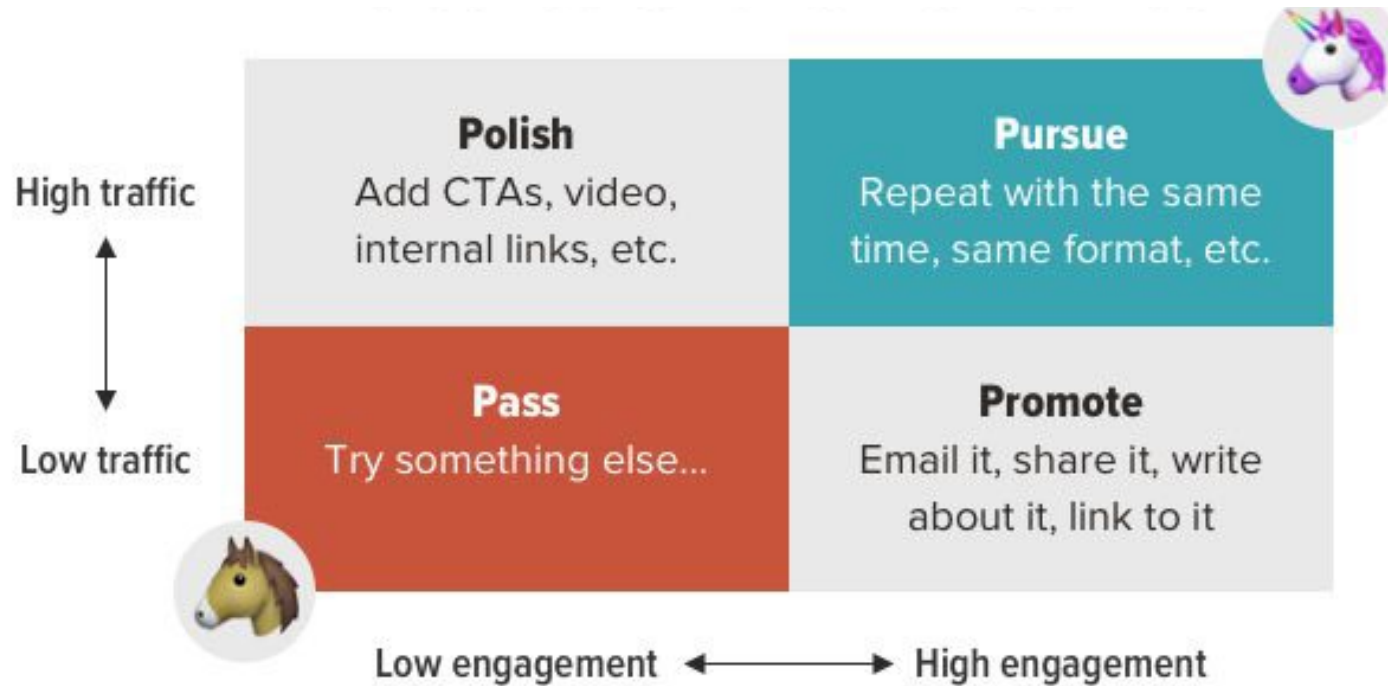
The prompt

You are an expert at measuring performance of campaigns using Google Analytics data.

I'm giving you GA4 data showing the performance of email campaigns. Each campaign has been categorized into one or two topics.

Draw a bar chart showing the performance of the topics in terms of traffic and engagement/

The Content Performance Matrix



Let's ask for recommendations

Suggest 3 high-performing campaigns based on this data.

Suggest 3 unexpected, memorable campaigns that are weird but could totally work.



Would these ideas work?

what do we think?

3 High-Performing Campaigns:

1. "The Ultimate Guide to AI-Driven Content Strategy"

- **Why It Works:** AI is a popular topic in your dataset, especially when combined with content strategy. This campaign would offer a comprehensive guide to integrating AI into content planning and execution, appealing to marketers looking to innovate their strategies.
- **Key Features:** Include step-by-step instructions, case studies, and tools recommendations. Consider offering a downloadable eBook or whitepaper for more detailed information, which can also help with lead generation.

2. "Web Design Best Practices for 2024: What's New and What's Here to Stay"

- **Why It Works:** Web design is another topic that shows strong performance in your dataset. A campaign focused on the latest trends and enduring best practices in web design can attract traffic from professionals looking to stay current.
- **Key Features:** Offer a mix of trend analysis, actionable tips, and expert opinions. You could also host a webinar or virtual workshop as part of this campaign to deepen engagement.

Full funnel campaign analysis

Combine data from the
ESP and GA4

Ferris Bueller's Day Off

1986



Directed by John Hughes
Written by John Hughes
Stars Matthew Broderick, Alan Ruck, Mia Sara

High school student Ferris Bueller wants a day off from school and he's developed an ingenious plan to pull it off. He talks his friend Cameron into taking his father's prized Ferrari sports car for the day. While they are taking in what the city has to offer, Ferris and Cameron spend their time, playing hooky for the day.

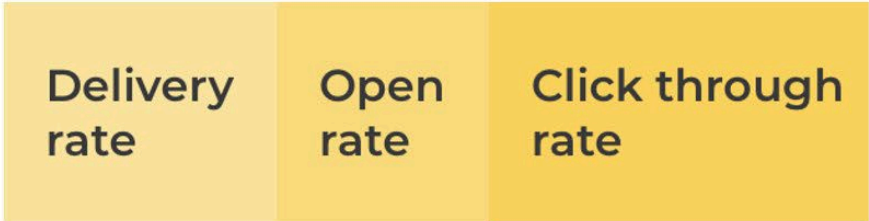
Email Metrics vs. Website Metrics

Email Engagement

Website Engagement



ESP Metrics



Analytics Reports



Full-Funnel Email Metrics

Email Engagement

Website Engagement



ESP Metrics

Delivery rate

Open rate

Click through rate

Analytics Reports

Visits from email

Engagement rate

Average engagement time

Conversion rate

AI-generated Combined Report

Delivery rate

Open rate

CTR

Visits

Engagement rate

Average engagement time

Conversion rate

Campaigns

MANAGE

Content

Campaign Templates

Free Design Service

Message Variables

Archive

REPORTS

All Campaigns

Campaigns Performance

Email Client Trends

Predictive Content

Open/Read Trends

Campaign Sent Date Custom Range Start 2020/01/01 End 2023/08/24 More filters

Big date range

EXPORT

- Download data
- Autosize all columns
- Reset all column widths
- View

Campaign ...	Campaign ...	Last Sent ...	# Sends	# Opens	# Clicks	# Unsubsc...	# Bounces		scri...	Foi					
Re-enga...	We're pu...	2023-08-...	8,211	1,039 ...	99	15	30		0.18%						
AI websit...	Optimizi...	2023-08-...	11,069	904 ...	103	12	10	8.17%	11.39%	0.93%	0.11%				
Welcom...	How to ...	2023-08-...	27,930	8,672 ...	3,230	174	139	31.05%	37.25%	11.56%	0.62%				
AI websit...	How to o...	2023-08-...	15,599	4,514 ...	537	26	41	28.94%	11.90%	3.44%	0.17%				
Welcom...	This is o...	2023-08-...	31,660	10,051 ...	3,848	409	404	31.75%	38.28%	12.15%	1.29%				
Welcom...	Welcom...	2023-08-...	38,227	12,446 ...	987	779	1,898	32.56%	7.93%	2.58%	2.04%				
The stat...	Is spam ...	2023-08-...	11,349	1,061 ...	91	19	38	9.35%	8.58%	0.80%	0.17%	0.00%	0.33%		
The stat...	The stat...	2023-08-...	15,750	4,525 ...	437	26	62	28.73%	9.66%	2.77%	0.17%	0.00%	0.39%		
BS 2023 ...	Not a blo...	2023-07-...	2,552	932 ...	63	21	2	36.52%	6.76%	2.47%	0.82%	0.00%	0.08%		
BS 2023 ...	I'm looki...	2023-07-...	2,624	928 ...	42	24	7	35.37%	4.53%	1.60%	0.91%	0.00%	0.27%		
This is h...	This is h...	2023-07-...	15,822	5,242 ...	1,298	34	49	33.13%	24.76%	8.20%	0.21%	0.00%	0.31%		
Content ...	Content ...	2023-07-...	2,699	977 ...	313	28	146	36.20%	32.04%	11.60%	1.04%	0.00%	5.41%		
BS 2023 ...	Please h...	2023-07-...	2,695	983 ...	58	17	7	36.47%	5.90%	2.15%	0.63%	0.00%	0.26%		
BS 2023 ...	Quick fa...	2023-07-...	2,961	1,149 ...	172	31	76	38.80%	14.97%	5.81%	1.05%	0.00%	2.57%		
How to r...	How to i...	2023-07-...	15,813	5,222 ...	1,771	26	75	33.02%	33.91%	11.20%	0.16%	0.00%	0.47%		
Content ...	Design y...	2023-06-...	15,875	4,577 ...	683	20	34	28.83%	14.92%	4.30%	0.13%	0.00%	0.21%		
YouTube...	How to t...	2023-06-...	11,446	1,142 ...	50	19	37	9.98%	4.38%	0.44%	0.17%	0.00%	0.32%		
YouTube...	How are ...	2023-06-...	17,049	4,774 ...	745	41	69	28.00%	15.61%	4.37%	0.24%	0.00%	0.40%		
AI marke...	How to c...	2023-05-...	17,159	4,906 ...	446	25	122	28.59%	9.09%	2.60%	0.15%	0.00%	0.71%		
LinkedIn ...	Your ste...	2023-05-...	11,894	1,170 ...	72	9	25	9.84%	6.15%	0.61%	0.08%	0.00%	0.21%		
LinkedIn ...	Step-by-...	2023-05-...	16,739	5,045 ...	320	9	57	30.14%	6.34%	1.91%	0.05%	0.00%	0.34%		
AI article...	Split res...	2023-04-...	16,235	4,659 ...	389	31	29	28.70%	8.35%	2.40%	0.19%	0.00%	0.18%		
GA4 vs. ...	GA4 vs. ...	2023-04-...	11,001	1,074 ...	130	28	17	9.76%	12.10%	1.18%	0.25%	0.00%	0.15%		
GA4 vs. ...	GA4 vs. ...	2023-04-...	16,310	5,475 ...	566	26	41	33.57%	10.34%	3.47%	0.16%	0.00%	0.25%		
1 sentec...	One-sent...	2023-04-...	11,030	1,229 ...	136	7	23	11.14%	11.07%	1.23%	0.06%	0.00%	0.21%		
1 sentec...	How to s...	2023-03-...	16,300	5,443 ...	407	22	24	22.28%	0.12%	2.05%	0.14%	0.00%	0.21%		



Active Campaign Data.csv

I'm giving you data from Active Campaign about email campaign performance. Can you analyze?



Of course, I can help you analyze the data.



First, I'll load the data and take an initial look at its structure and contents to understand what we have.

Finished working

Show work

The dataset contains information about various email campaigns and their performance metrics. Here's a breakdown of the columns:

1. **Campaign Name:** The name of the email campaign.
2. **Campaign Subject:** The subject line of the email.
3. **Last Sent Date:** The date the campaign was last sent.
4. **# Sends:** The number of emails sent in the campaign.
5. **# Opens:** The number of emails opened.

Reports snapshot

Realtime

Life cycle

Acquisition

- Acquisition overview
- User acquisition: First user ...
- Traffic acquisition: Session...**
- Engagement

Search Console

- Search Console

This and That

Things and Stuff

User

- User Attributes
- Tech

Library

All Users Add comparison + Custom Jan 1, 2020 - Aug 22, 2023

Traffic acquisition: Session default channel group

Session source / medium c...

Search... Rows per page: 10 Go to: 1 1-10 of 18067

	Session campaign	Date	Users		
			63,442 100% of total	98,460 100% of total	36.16% Avg 0%
1	(not set)	20211104	1,997	2,000	0%
2	how-to-rank-high-google	20230706	1,197	1,354	54.06%
3	improve-google-rankings	20220210	770	1,000	74.5%
4	website-research	20210325	759	0	0%
5	blog-image-best-practices	20220127	743	916	77.51%
6	content-marketing-template	20210603	700	0	0%
7	content-mission-statement	20201217	671	0	0%
8	blogger-survey-2021	20211007	654	848	0%
9	marketers-desks	20210520	646	0	0%
10	web-design-standards	20211104	641	836	0%

Traffic acquisition

Session campaign

Date

Same dates as the ESP report

Filter: Source / medium contains "email"

Build filter

CONDITIONS (BUILD UP TO 5)

Dimension: Session source / medium

Match Type: contains

Value: email

+ Add new condition

SUMMARY

Session source / medium contains 'email'

Apply

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
 - Acquisition overview
 - User acquisition: First user ...
 - Traffic acquisition: Session...**
- Engagement
- Monetization
- Retention
- Search Console
- Search Console
- This and That
- Things and Stuff
- User
 - User Attributes
 - Tech
- Library

All Users Add comparison +

Custom Jan 1, 2020 - Aug 22, 2023

Traffic acquisition: Session default channel group



Session source / medium c...

EXPORT

Share this report

- Share Link
- Download File

Search... Rows per page: 10 Go to: 1 1-10 of 18067

Session campaign	Date	Users	Sessions	Engagement rate
		63,442 100% of total	98,460 100% of total	36.16% Avg 0%
1 (not set)	20211104	1,997	2,000	0%
2 how-to-rank-high-google	20230706	1,197	1,354	54.06%
3 improve-google-rankings	20220210	770	1,000	74.5%
4 website-research	20210325	759	0	0%
5 blog-image-best-practices	20220127	743	916	77.51%
6 content-marketing-template	20210603	700	0	0%
7 content-mission-statement	20201217	671	0	0%
8 blogger-survey-2021	20211007	654	848	0%
9 marketers-desks	20210520	646	0	0%
10 web-design-standards	20211104	641	836	0%





ga4_email_campaigns.csv


I'm giving you data from Google Analytics about website traffic from email campaigns.
Can you analyze?



Certainly! Let's start by loading the data from the provided file and taking an initial look at its structure and contents. This will give us an idea of what information is available related to website traffic from email campaigns.



Finished working

Show work 

The dataset from Google Analytics provides details about website traffic resulting from various email campaigns. Here's a brief overview of the columns:

1. **Session campaign:** The name or identifier of the email campaign that led to the website visit.
2. **Date:** The date the data was recorded.
3. **Users:** The number of unique users who visited the website from the campaign.
4. **Sessions:** The number of sessions initiated by these users.
5. **Engagement rate:** The percentage of sessions in which users engaged with the content (e.g. by spending time on the page, clicking on links, etc.)



These two datasets show the performance of the same campaigns both from the email service provider (active campaign) and the website behavior (google analytics). I want to see the performance of each campaign across both datasets.

Merge the Google Analytics data with the Active Campaign data, combining "session campaign" and "campaign name" into one column, inferring which campaigns were the same based on names and dates.

Provide link to download.

Prompt it to
merge the datasets

< 2/2 >



Finished working

Show work ▼



It appears there was an error in the process, likely due to a NaN or missing value in one of the campaign names. I'll add a check to handle this and then continue with the merging process.



Finished working

Show work ▼

I've successfully merged the Google Analytics data with the Active Campaign data. The campaigns were combined based on inferred names and dates, and the "session campaign" and "campaign name" columns have been merged into a single "Campaign" column.



You can [download the combined campaign data here](#).

If you need further analysis or assistance, please let me know!

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
1	Date	Users	Sessions	Engagement	Session conv	Average eng	Conversions	Average eng	Views per us	Closest Date	Campaign Su	Last Sent Da	# Sends	# Opens	# Clicks	# Unsubscrib	# Bounces	Open Rate	Click to Oper	Click Rate	Unsubscribe	Forward Rat	Bounce Rate	Campaign				
2	7/6/23	1197	1354	0.54062038	0.00073855	47.4542098	1	53.6783626	1.13784461																how-to-rank-high-google			
3	2/10/22	770	1000	0.745	0.003	49.803	10	64.6792208	2.29090909																	improve-google-rankings		
4	3/25/21	759	0	0	0	0	0	119.357049	2.29249012																	website-research		
5	1/27/22	743	916	0.77510917	0	94.6888646	0	116.736205	2.27590848																	Homepage best practices		
6	6/3/21	700	0	0	0	0	0	52.2757143	2.45714286	Steal my con	6/3/21	17,585	3,976	1,115	31	32	22.61%	28.04%	6.34%	0.18%	0.00%	0.18%			Content marketing template			
7	12/17/20	671	0	0	0	0	0	56.7108793	2.31296572																	How to write a content marketing		
8	10/7/21	654	848	0	0	125.091981	0	162.198777	2.22324159																	Blogger Survey 2021 Email 1		
9	5/20/21	646	0	0	0	0	0	173.116099	2.15944272																	AI marketing personas		
10	11/4/21	641	836	0	0.00119617	88.5669857	3	115.51014	2.56162247	These web d	11/4/21	17,579	3,868	969	41	22	22.00%	25.05%	5.51%	0.23%	0.00%	0.13%			Web design standards vs. best pra			
11	3/11/21	616	0	0	0	0	0	77.0909091	2.48701299	This flowcha	3/11/21	17,459	4,215	919	43	30	24.14%	21.80%	5.26%	0.25%	0.00%	0.17%			Content creation process flowchart			
12	11/19/20	615	0	0	0	0	0	62.6796748	2.29756098	The 3 little w	11/19/20	16,705	3,931	1,060	41	27	23.53%	26.97%	6.35%	0.25%	0.00%	0.16%			3 internal linking strategies for SE			
13	12/3/20	584	0	0	0	0	0	74.9606164	2.11130137																	Marketing visuals		
14	2/2/23	581	848	0.38915094	0	70.9646226	0	103.576592	1.69535284	The 20 thing	2/2/23	17,072	5,290	1,067	30	31	30.99%	20.17%	6.25%	0.18%	0.00%	0.18%			Homepage best practices			
15	8/11/22	548	820	0.34512195	0.00121951	72.9841463	2	109.209854	1.53284672	13 success fa	8/11/22	18,033	5,385	853	28	27	29.86%	15.84%	4.73%	0.16%	0.00%	0.15%			13 success factors in email open ra			
16	1/5/23	525	747	0.41900937	0.00267738	89.3199465	3	127.089524	1.44571429	7 quick tips f	1/5/23	17,222	5,794	882	41	122	33.64%	15.22%	5.12%	0.24%	0.00%	0.71%			Button design best practices			
17	3/10/22	515	651	0.74193548	0	78.0860215	0	98.7067961	2.40970874	Side-by-side	3/10/22	18,064	3,597	805	39	36	19.91%	22.38%	4.46%	0.22%	0.00%	0.20%			Update: The biggest trend in SEO			
18	9/23/21	512	649	0	0	52.2604006	0	66.2441406	2.26953125	How to do a	9/23/21	17,570	3,893	765	34	22	22.16%	19.65%	4.35%	0.19%	0.00%	0.13%			How to do a website content audit			
19	11/3/22	484	670	0.43432836	0.00746269	74.8641791	10	103.634298	1.67561984	This is the bi	11/3/22	17,720	5,362	831	26	48	30.26%	15.50%	4.69%	0.15%	0.00%	0.27%			Specificity blog post			
20	1/14/21	482	0	0	0	0	0	90.4045643	2.2593361																	personal-seo		
21	5/6/21	459	0	0	0	0	0	96.5141612	2.35294118	What is Core	5/6/21	17,808	3,601	712	44	25	20.22%	19.77%	4.00%	0.25%	0.00%	0.14%			Core Web Vitals			
22	12/2/21	451	571	0.76182137	0.00700525	63.5008757	10	80.3968958	2.3902439	This diagram	12/2/21	17,942	4,438	752	53	24	24.74%	16.94%	4.19%	0.30%	0.00%	0.13%			17 content formats for every stage			
23	8/26/21	445	591	0	0	84.822335	0	112.651685	2.44044944																	how-to-research-keywords		
24	3/2/23	445	650	0.41230769	0.00153846	80.2276923	2	117.186517	1.59775281	What to blog	3/2/23	17,175	5,739	630	91	682	33.41%	10.98%	3.67%	0.53%	0.00%	3.97%			What to blog about: 25 fresh ideas			
25	7/28/22	443	560	0.36428571	0	77.1303571	0	97.5011287	1.37471783																	1 sentece content strategies		
26	7/28/22	69	75	0.57333333	0	36.6533333	0	39.8405797	1.23188406																	1 sentece content strategies		
27	7/15/21	433	0	0	0	0	0	51.4965358	2.27251732																	Content marketing template		
28	9/22/22	412	586	0.39761092	0.00170649	97.9607509	1	139.332524	1.47572816																	Blogger Survey 2021 Email 1		
29	2/11/21	404	0	0	0	0	0	120.606436	2.33663366																	Thought Leadership Research		
30	7/29/21	403	0	0	0	0	0	97.0049628	2.37717122																	Content marketing template		
31	4/8/21	401	0	0	0	0	0	105.715711	2.63840399	12 best pract	4/8/21	17,591	3,564	681	39	27	20.26%	19.11%	3.87%	0.22%	0.00%	0.15%			How to make a sitemap			
32	11/17/22	397	590	0.38983051	0	60.9440678	0	90.5717884	1.65743073	This is proba	11/17/22	17,683	5,247	767	38	31	29.67%	14.62%	4.34%	0.21%	0.00%	0.18%			About pages			
33	6/2/22	391	516	0.74031008	0	97.8934109	0	129.189258	2.67774936	The most ob	6/2/22	17,995	3,423	753	24	74	19.02%	22.00%	4.18%	0.13%	0.00%	0.41%			Curriculum development			
34	11/18/21	386	502	0.73505976	0	89.8007968	0	116.787565	2.40414508	LinkedIn for	11/18/21	18,003	3,578	673	52	27	19.87%	18.81%	3.74%	0.29%	0.00%	0.15%			LinkedIn for B2B Marketers + Chica			
35	12/1/22	385	607	0.35584844	0.00329489	66.461285	4	104.784416	1.74285714																	search-vs-social		
36	3/24/22	382	509	0.69155206	0.01178782	80.3948919	9	107.123037	2.28534031	How do vide	3/24/22	18,007	3,225	596	27	28	17.91%	18.48%	3.31%	0.15%	0.00%	0.16%			User Interaction Signals			
37	1/13/22	381	485	0.7443299	0.00412371	64.3958763	4	81.9737533	2.26771654	7 steps for b	1/13/22	18,145	3,511	736	59	57	19.35%	20.96%	4.06%	0.33%	0.00%	0.31%			Content Hubs			
38	11/5/20	379	0	0	0	0	0	126.432718	2.29023747	How to get n	11/5/20	16,527	3,542	641	35	22	21.43%	18.10%	3.88%	0.21%	0.00%	0.13%			How to increase your Twitter follow			
39	4/21/22	374	483	0.73913044	0.00414079	107.759834	4	139.165775	2.37700535																	social-media-psychology-research		
40	9/9/21	369	507	0	0	70.0591716	0	96.2601626	2.47154472																	Homepage best practices		
41	6/8/23	354	358	0.46648045	0	12.678771	0	12.8220339	1.12146893																	ww-ai-for-content-marketers		
42	4/7/22	352	454	0.75110132	0.00220264	43.1938326	2	55.7102273	2.35511364	The content	4/7/22	17,932	3,540	659	27	26	19.74%	18.62%	3.67%	0.15%	0.00%	0.14%			The Content Performance Matrix			
43	10/21/21	349	441	0	0	73.1950113	0	92.4899714	2.28939828	The proof be	10/21/21	17,591	3,856	644	46	35	21.92%	16.70%	3.66%	0.26%	0.00%	0.20%			Social proof			
44	10/12/21	340	433	0	0	98.1755196	0	125.029412	2.26470588	Quick favor:	10/12/21	3,193	1,290	166	39	67	40.40%	12.87%	5.20%	1.22%	0.00%	2.10%			Blogger Survey 2021 Email 1			
45	9/8/22	337	511	0.41682975	0	98.3444227	0	149.121662	1.74480712	Check your w	9/8/22	17,670	5,286	708	34	34	29.92%	13.39%	4.01%	0.19%	0.00%	0.19%			Website navigation best practices,			
46	6/16/22	329	429	0.38694639	0	69.3846154	0	90.4741641	1.75987842	How to get s	6/16/22	18,027	3,179	633	24	83	17.63%	19.91%	3.51%	0.13%	0.00%	0.46%			Website optimization			
47	2/24/22	326	440	0.74318182	0.00909091	61.9977273	5	83.6779141	2.42638037																	visitor-search-intent		
48	8/17/23	319	447	0.58389262	0.00223714	71.7986577	2	100.608151	1.6708464																		Website optimization	
49	4/13/23	314	475	0.40421053	0	59.6294737	0	90.2038217	1.49044586																		ga4-vs-ua	
50	5/5/22	311	413	0.74818402	0.00242131	130.615012	2	173.453376	2.72990354																		1 sentece content strategies	
51	6/22/23	303	419	0.63961814	0.00238664	89.3842482	1	123.60396	1.62046205	Design your e	6/22/23	15,875	4,577	683	20	34	28.83%	14.92%	4.30%	0.13%	0.00%	0.21%			Content Strategy 101			
52	7/14/22	300	358	0.43854749	0	93.9608939	0	112.126667	1.32333333	The state of	7/14/22	16,863	2,722	526	36	36	16.14%	19.32%	3.12%	0.21%	0.00%	0.21%			The Spam Report			
53	2/25/21	294	0	0	0	0	0	66.2653061	2.45918367	Let,Ads use	2/25/21	17,378	3,736	567	41	27	21.50%	15.18%	3.26%	0.24%	0.00%	0.16%			Tracking social media in Google Ar			

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z			
1	Date	Users	Sessions	Engagement	Session conv	Average eng	Conversions	Average eng	Views per us	Closest Date	Campaign Su	Last Sent Da	# Sends	# Opens	# Clicks	# Unsubscri	# Bounces	Open Rate	Click to Oper	Click Rate	Unsubscribe	Forward Rat	Bounce Rate	Campaign					
2	7/6/23	1197	1354	0.54062038	0.00073855	47.4542098	1	53.6783626	1.13784461																how-to-rank-high-google				
3	2/10/22	770	1000	0.745	0.003	49.803	10	64.6792208	2.29090909																	improve-google-rankings			
4	3/25/21	759	0	0	0	0	0	119.357049	2.29249012																	website-research			
5	1/27/22	743	916	0.77510917	0	94.6888646	0	116.736205	2.27590848																	Homepage best practices			
6	6/3/21	700	0	0	0	0	0	52.2757143	2.45714286	Steal my con	6/3/21	17,585	3,976	1,115	31	32	22.61%	28.04%	6.34%	0.18%	0.00%	0.18%			Content marketing template				
7	12/17/20	671	0	0	0	0	0	56.7108793	2.31296572																	How to write a content marketing			
8	10/7/21	654	848	0	0	125.091981	0	162.198777	2.22324159																	Blogger Survey 2021 Email 1			
9	5/20/21	646	0	0	0	0	0	173.116099	2.15944272																	AI marketing personas			
10	11/4/21	641	836	0	0.00119617	88.5669857	3	115.51014	2.56162247	These web d	11/4/21	17,579	3,868	969	41	22	22.00%	25.05%	5.51%	0.23%	0.00%	0.13%			Web design standards vs. best pra				
11	3/11/21	616	0	0	0	0	0	77.0909091	2.48701299	This flowcha	3/11/21	17,459	4,215	919	43	30	24.14%	21.80%	5.26%	0.25%	0.00%	0.17%			Content creation process flowchart				
12	11/19/20	615	0	0	0	0	0	62.6796748	2.29756098	The 3 little w	11/19/20	16,705	3,931	1,060	41	27	23.53%	26.97%	6.35%	0.25%	0.00%	0.16%			3 internal linking strategies for SE				
13	12/3/20	584	0	0	0	0	0	74.9606164	2.11130137																	Marketing visuals			
14	2/2/23	581	848	0.38915094	0	70.9646226	0	103.576592	1.69535284	The 20 thing	2/2/23	17,072	5,290	1,067	30	31	30.99%	20.17%	6.25%	0.18%	0.00%	0.18%			Homepage best practices				
15	8/11/22	548	820	0.34512195	0.00121951	72.9841463	2	109.209854	1.53284672	13 success fa	8/11/22	18,033	5,385	853	28	27	29.86%	15.84%	4.73%	0.16%	0.00%	0.15%			13 success factors in email open ra				
16	1/5/23	525	747	0.41900937	0.00267738	89.3199465	3	127.089524	1.44571429	7 quick tips f	1/5/23	17,222	5,794	882	41	122	33.64%	15.22%	5.12%	0.24%	0.00%	0.71%			Button design best practices				
17	3/10/22	515	651	0.74193548	0	78.0860215	0	98.7067961	2.40970874	Side-by-side	3/10/22	18,064	3,597	805	39	36	19.91%	22.38%	4.46%	0.22%	0.00%	0.20%			Update: The biggest trend in SEO				
18	9/23/21	512	649	0	0	52.2604006	0	66.2441406	2.26953125	How to do a	9/23/21	17,570	3,893	765	34	22	22.16%	19.65%	4.35%	0.19%	0.00%	0.13%			How to do a website content audit				
19	11/3/22	484	670	0.43432836	0.00746269	74.8641791	10	103.634298	1.67561984	This is the bi	11/3/22	17,720	5,362	831	26	48	30.26%	15.50%	4.69%	0.15%	0.00%	0.27%			Specificity blog post				
20	1/14/21	482	0	0	0	0	0	90.4045643	2.2593361																	personal-seo			
21	5/6/21	459	0	0	0	0	0	96.5141612	2.35294118	What is Core	5/6/21	17,808	3,601	712	44	25	20.22%	19.77%	4.00%	0.25%	0.00%	0.14%			Core Web Vitals				
22	12/2/21	451	571	0.76182137	0.00700525	63.5008757	10	80.3968958	2.3902439	This diagram	12/2/21	17,942	4,438	752	53	24	24.74%	16.94%	4.19%	0.30%	0.00%	0.13%			17 content formats for every stage				
23	8/26/21	445	591	0	0	84.822335	0	112.651685	2.44044944																	how-to-research-keywords			
24	3/2/23	445	650	0.41230769	0.00153846	80.2276923	2	117.186517	1.59775281	What to blog	3/2/23	17,175	5,739	630	91	682	33.41%	10.98%	3.67%	0.53%	0.00%	3.97%			What to blog about: 25 fresh ideas				
25	7/28/22	443	5					7.5011287	1.37471783																		1 sentece content strategies		
26	7/28/22	69						9.8405797	1.23188406																		1 sentece content strategies		
27	7/15/21	433						1.4965358	2.27251732																		Content marketing template		
28	9/22/22	412	5					39.332524	1.47572816																		Blogger Survey 2021 Email 1		
29	2/11/21	404	0	0	0	0	0	120.606436	2.33663366																		Thought Leadership Research		
30	7/29/21	403	0	0	0	0	0	97.0049628	2.37717122																		Content marketing template		
31	4/8/21	401	0	0	0	0	0	105.715711	2.63840399																				
32	11/17/22	397	590	0.38983051	0	60.9440678	0	90.5717884	1.65743073	12 best pract	4/8/21	17,591	3,564	681	39	27	20.26%	19.11%	3.87%	0.22%	0.00%	0.15%			How to make a sitemap				
33	6/2/22	391	516	0.74031008	0	97.8934109	0	129.189258	2.67774936	This is proba	11/17/22	17,683	5,247	767	38	31	29.67%	14.62%	4.34%	0.21%	0.00%	0.18%			About pages				
34	11/18/21	386	502	0.73505976	0	89.8007968	0	116.787565	2.40414508	The most ob	6/2/22	17,995	3,423	753	24	74	19.02%	22.00%	4.18%	0.13%	0.00%	0.41%			Curriculum development				
35	12/1/22	385	607	0.35584844	0.00329489	66.461285	4	104.784416	1.74285714	LinkedIn for	11/18/21	18,003	3,578	673	52	27	19.87%	18.81%	3.74%	0.29%	0.00%	0.15%			LinkedIn for B2B Marketers + Chica				
36	3/24/22	382	509	0.69155206	0.01178782	80.3948919	9	107.123037	2.28534031																		search-vs-social		
37	1/13/22	381	485	0.7443299	0.00412371	64.3958763	4	81.9737533	2.26771654	How do vide	3/24/22	18,007	3,225	596	27	28	17.91%	18.48%	3.31%	0.15%	0.00%	0.16%			User Interaction Signals				
38	11/5/20	379	0	0	0	0	0	126.432718	2.29023747	7 steps for b	1/13/22	18,145	3,511	736	59	57	19.35%	20.96%	4.06%	0.33%	0.00%	0.31%			Content Hubs				
39	4/21/22	374	483	0.73913044	0.00414079	107.759834	4	139.165775	2.37700535	How to get n	11/5/20	16,527	3,542	641	35	22	21.43%	18.10%	3.88%	0.21%	0.00%	0.13%			How to increase your Twitter follow				
40	9/9/21	369	507	0	0	70.0591716	0	96.2601626	2.47154472																		social-media-psychology-research		
41	6/8/23	354	358	0.46648045	0	12.678771	0	12.8220339	1.12146893																		Homepage best practices		
42	4/7/22	352	454	0.75110132	0.00220264	43.1938326	2	55.7102273	2.35511364																		ww-ai-for-content-marketers		
43	10/21/21	349	441	0	0	73.1950113	0	92.4899714	2.28939828	The content	4/7/22	17,932	3,540	659	27	26	19.74%	18.62%	3.67%	0.15%	0.00%	0.14%			The Content Performance Matrix				
44	10/12/21	340	433	0	0	98.1755196	0	125.029412	2.26470588	The proof be	10/21/21	17,591	3,856	644	46	35	21.92%	16.70%	3.66%	0.26%	0.00%	0.20%			Social proof				
45	9/8/22	337	511	0.41682975	0	98.3444227	0	149.121662	1.74480712	Quick favor:	10/12/21	3,193	1,290	166	39	67	40.40%	12.87%	5.20%	1.22%	0.00%	2.10%			Blogger Survey 2021 Email 1				
46	6/16/22	329	429	0.38694639	0	69.3846154	0	90.4741641	1.75987842	Check your w	9/8/22	17,670	5,286	708	34	34	29.92%	13.39%	4.01%	0.19%	0.00%	0.19%			Website navigation best practices,				
47	2/24/22	326	440	0.74318182	0.00909091	61.9977273	5	83.6779141	2.42638037	How to get s	6/16/22	18,027	3,179	633	24	83	17.63%	19.91%	3.51%	0.13%	0.00%	0.46%			Website optimization				
48	8/17/23	319	447	0.58389262	0.00223714	71.7986577	2	100.608151	1.6708464																		visitor-search-intent		
49	4/13/23	314	475	0.40421053	0	59.6294737	0	90.2038217	1.49044586	Website optimi																	Website optimization		
50	5/5/22	311	413	0.74818402	0.00242131	130.615012	2	173.453376	2.72990354																		ga4-vs-ua		
51	6/22/23	303	419	0.63961814	0.00238664	89.3842482	1	123.60396	1.62046205																		1 sentece content strategies		
52	7/14/22	300	358	0.43854749	0	93.9608939	0	112.126667	1.32333333	Design your e	6/22/23	15,875	4,577	683	20	34	28.83%	14.92%	4.30%	0.13%	0.00%	0.21%			Content Strategy 101				
53	2/25/21	294	0	0	0	0	0	66.2653061	2.45918367	The state of	7/14/22	16,863	2,722	526	36	36	16.14%	19.32%	3.12%	0.21%	0.00%	0.21%			The Spam Report				
										Let,Ads use	2/25/21	17,378	3,736	567	41	27	21.50%	15.18%	3.26%	0.24%	0.00%	0.16%					Tracking social media in Google Ar		

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z			
1	Date	Users	Sessions	Engagement	Session conv	Average eng	Conversions	Average eng	Views per us	Closest Date	Campaign Su	Last Sent Da	# Sends	# Opens	# Clicks	# Unsubscrib	# Bounces	Open Rate	Click to Oper	Click Rate	Unsubscribe	Forward Rat	Bounce Rate	Campaign					
2	7/6/23	1197	1354	0.54062038	0.00073855	47.4542098	1	53.6783626	1.13784461																how-to-rank-high-google				
3	2/10/22	770	1000	0.745	0.003	49.803	10	64.6792208	2.29090909																	improve-google-rankings			
4	3/25/21	759	0	0	0	0	0	119.357049	2.29249012																	website-research			
5	1/27/22	743	916	0.77510917	0	94.6888646	0	116.736205	2.27590848																	Homepage best practices			
6	6/3/21	700	0	0	0	0	0	52.2757143	2.45714286	Steal my con	6/3/21	17,585	3,976	1,115	31	32	22.61%	28.04%	6.34%	0.18%	0.00%	0.18%			Content marketing template				
7	12/17/20	671	0	0	0	0	0	56.7108793	2.31296572																	How to write a content marketing			
8	10/7/21	654	848	0	0	125.091981	0	162.198777	2.22324159																	Blogger Survey 2021 Email 1			
9	5/20/21	646	0	0	0	0	0	173.116099	2.15944272																	AI marketing personas			
10	11/4/21	641	836	0	0.00119617	88.5669857	3	115.51014	2.56162247	These web d	11/4/21	17,579	3,868	969	41	22	22.00%	25.05%	5.51%	0.23%	0.00%	0.13%			Web design standards vs. best pra				
11	3/11/21	616	0	0	0	0	0	77.0909091	2.48701299	This flowcha	3/11/21	17,459	4,215	919	43	30	24.14%	21.80%	5.26%	0.25%	0.00%	0.17%			Content creation process flowchart				
12	11/19/20	615	0	0	0	0	0	62.6796748	2.29756098	The 3 little w	11/19/20	16,705	3,931	1,060	41	27	23.53%	26.97%	6.35%	0.25%	0.00%	0.16%			3 internal linking strategies for SE				
13	12/3/20	584	0	0	0	0	0	74.9606164	2.11130137																	Marketing visuals			
14	2/2/23	581	848	0.38915094	0	70.9646226	0	103.576592	1.69535284	The 20 thing	2/2/23	17,072	5,290	1,067	30	31	30.99%	20.17%	6.25%	0.18%	0.00%	0.18%			Homepage best practices				
15	8/11/22	548	820	0.34512195	0.00121951	72.9841463	2	109.209854	1.53284672	13 success fa	8/11/22	18,033	5,385	853	28	27	29.86%	15.84%	4.73%	0.16%	0.00%	0.15%			13 success factors in email open ra				
16	1/5/23	525	747	0.41900937	0.00267738	89.3199465	3	127.089524	1.44571429	7 quick tips f	1/5/23	17,222	5,794	882	41	122	33.64%	15.22%	5.12%	0.24%	0.00%	0.71%			Button design best practices				
17	3/10/22	515	651	0.74193548	0	78.0860215	0	98.7067961	2.40970874	Side-by-side	3/10/22	18,064	3,597	805	39	36	19.91%	22.38%	4.46%	0.22%	0.00%	0.20%			Update: The biggest trend in SEO				
18	9/23/21	512	649	0	0	52.2604006	0	66.2441406	2.26953125	How to do a	9/23/21	17,570	3,893	765	34	22	22.16%	19.65%	4.35%	0.19%	0.00%	0.13%			How to do a website content audit				
19	11/3/22	484	670	0.43432836	0.00746269	74.8641791	10	103.634298	1.67561984	This is the bi	11/3/22	17,720	5,362	831	26	48	30.26%	15.50%	4.69%	0.15%	0.00%	0.27%			Specificity blog post				
20	1/14/21	482	0	0	0	0	0	90.4045643	2.2593361																	personal-seo			
21	5/6/21	459	0	0	0	0	0	96.5141612	2.35294118	What is Core	5/6/21	17,808	3,601	712	44	25	20.22%	19.77%	4.00%	0.25%	0.00%	0.14%			Core Web Vitals				
22	12/2/21	451	571	0.76182137	0.00700525	63.5008757	10	80.3968958	2.3902439	This diagram	12/2/21	17,942	4,438	752	53	24	24.74%	16.94%	4.19%	0.30%	0.00%	0.13%			17 content formats for every stage				
23	8/26/21	445	591	0	0	84.822335	0	112.651685	2.44044944																	how-to-research-keywords			
24	3/2/23	445	650	0.41230769	0.00153846	80.2276923	2	117.186517	1.59775281	What to blog	3/2/23	17,175	5,739	630	91	682	33.41%	10.98%	3.67%	0.53%	0.00%	3.97%			What to blog about: 25 fresh ideas				
25	7/28/22	443	560	0.36428571	0	77.1303571	0	97.5011287	1.37471783																		1 sentece content strategies		
26	7/28/22	69	75	0.57333333	0	36.6533333	0	39.8405797	1.23188406																		1 sentece content strategies		
27	7/15/21	433	0	0	0	0	0	51.4965358	2.27251732																		Content marketing template		
28	9/22/22	412	586	0.39761092	0.00170649	97.9607509	1	139.332524	1.47572816																		Blogger Survey 2021 Email 1		
29	2/11/21	404	0	0	0	0	0	120.606436	2.33663366																		Thought Leadership Research		
30	7/29/21	403	0	0	0	0	0	97.0049628	2.37717122																		Content marketing template		
31	4/8/21	401	0	0	0	0	0	105.715711	2.63840399																				
32	11/17/22	397	590	0.38983051	0	60.9440678	0	90.5717884	1.65743073	12 best pract	4/8/21	17,591	3,564	681	39	27	20.26%	19.11%	3.87%	0.22%	0.00%	0.15%			How to make a sitemap				
33	6/2/22	391	516	0.74031008	0	97.8934109	0	129.189258	2.67774936	This is proba	11/17/22	17,683	5,247	767	38	31	29.67%	14.62%	4.34%	0.21%	0.00%	0.18%			About pages				
34	11/18/21	386	502	0.73505976	0	89.8007968	0	116.787565	2.40414508	The most ob	6/2/22	17,995	3,423	753	24	74	19.02%	22.00%	4.18%	0.13%	0.00%	0.41%			Curriculum development				
35	12/1/22	385	607	0.35584844	0.00329489	66.461285	4	104.784416	1.74285714	LinkedIn for	11/18/21	18,003	3,578	673	52	27	19.87%	18.81%	3.74%	0.29%	0.00%	0.15%			LinkedIn for B2B Marketers + Chica				
36	3/24/22	382	509	0.69155206	0.01178782	80.3948919	9	107.123037	2.28534031																		search-vs-social		
37	1/13/22	381	485	0.7443299	0.00412371	64.3958763	4	181.9737533	2.26771654	How do vide	3/24/22	18,007	3,225	596	27	28	17.91%	18.48%	3.31%	0.15%	0.00%	0.16%			User Interaction Signals				
38	11/5/20	379	0	0	0	0	0	126.432718	2.29023747	7 steps for b	1/13/22	18,145	3,511	736	59	57	19.35%	20.96%	4.06%	0.33%	0.00%	0.31%			Content Hubs				
39	4/21/22	374	483	0.73913044	0.00414079	107.759834	4	139.165775	2.37700535	How to get n	11/5/20	16,527	3,542	641	35	22	21.43%	18.10%	3.88%	0.21%	0.00%	0.13%			How to increase your Twitter follow				
40	9/9/21	369	507	0	0	70.0591716	0	96.2601626	2.47154472																		social-media-psychology-research		
41	6/8/23	354	358	0.46648045	0	12.678771	0	12.8220339	1.12146893																		Homepage best practices		
42	4/7/22	352	454	0.75110132	0.00220264	43.1938326	2	55.7102273	2.35511364																		ww-ai-for-content-marketers		
43	10/21/21	349	441	0	0	73.1950113	0	92.4899714	2.28939828	The content	4/7/22	17,932	3,540	659	27	26	19.74%	18.62%	3.67%	0.15%	0.00%	0.14%			The Content Performance Matrix				
44	10/12/21	340	433	0	0	98.1755196	0	125.029412	2.26470588	The proof be	10/21/21	17,591	3,856	644	46	35	21.92%	16.70%	3.66%	0.26%	0.00%	0.20%			Social proof				
45	9/8/22	337	511	0.41682975	0	98.3444227	0	149.121662	1.74480712	Quick favor:	10/12/21	3,193	1,290	166	39	67	40.40%	12.87%	5.20%	1.22%	0.00%	2.10%			Blogger Survey 2021 Email 1				
46	6/16/22	329	429	0.38694639	0	69.3846154	0	90.4741641	1.75987842	Check your w	9/8/22	17,670	5,286	708	34	34	29.92%	13.39%	4.01%	0.19%	0.00%	0.19%			Website navigation best practices,				
47	2/24/22	326	440	0.74318182	0.00909091	61.9977273	5	83.6779141	2.42638037	How to get s	6/16/22	18,027	3,179	633	24	83	17.63%	19.91%	3.51%	0.13%	0.00%	0.46%			Website optimization				
48	8/17/23	319	447	0.58389262	0.00223714	71.7986577	2	100.608151	1.6708464																		visitor-search-intent		
49	4/13/23	314	475	0.40421053	0	59.6294737	0	90.2038217	1.49044586	Website optimi																	Website optimization		
50	5/5/22	311	413	0.74818402	0.00242131	130.615012	2	173.453376	2.72990354																		ga4-vs-ua		
51	6/22/23	303	419	0.63961814	0.00238664	89.3842482	1	123.60396	1.62046205																		1 sentece content strategies		
52	7/14/22	300	358	0.43854749	0	93.9608939	0	112.126667	1.32333333	Design your e	6/22/23	15,875	4,577	683	20	34	28.83%	14.92%	4.30%	0.13%	0.00%	0.21%			Content Strategy 101				
53	2/25/21	294	0	0	0	0	0	112.126667	1.32333333	The state of	7/14/22	16,863	2,722	526	36	36	16.14%	19.32%	3.12%	0.21%	0.00%	0.21%			The Spam Report				
								66.2653061	2.45918367	Let,Ads use	2/25/21	17,378	3,736	567	41	27	21.50%	15.18%	3.26%	0.24%	0.00%	0.16%				Tracking social media in Google Ar			



You are a skilled digital strategist and email marketing expert.
What insights can you gather from the combined dataset?

Prompt it with a role.



Certainly! Analyzing the combined dataset can provide insights into the effectiveness of email campaigns not only in terms of email engagement but also in driving website behavior and conversions. Let's break down the insights into several key areas:



1. **Overall Campaign Performance**
2. **Engagement Analysis**
3. **Conversion Analysis**
4. **Bounce and Unsubscribe Analysis**
5. **Correlation Insights**

No real insights yet...

Let's dive into each of these areas.

Finished working Show work ▾

Based on the combined dataset, here are some insights into the performance of the email campaigns:

1. **Overall Campaign Performance**

Try a **Long Shot Prompt**



What can you tell me about these email campaigns?
What insights can you gather from this data?



Make a chart using an unusual visualization method showing
Unexpected insights from data in this dataset.



How would Leonardo DaVinci visualize this data? Explain your thinking.

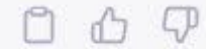




Categorize the articles into marketing topics.
How do topics correlate with metrics?



To categorize the articles into marketing topics, we'll first need to examine the campaign names or subjects, as they often provide hints regarding the content of the articles. Common marketing topics might include "SEO", "Social Media", "Email Marketing", "Content Marketing", "Web Design", etc.



Let's start by extracting potential topics from the campaign names and then categorizing the articles based on these topics. Once we have the topics, we'll analyze how they correlate with the various metrics.

Finished working

Show work

Benchmark performance
by topic

Here's a breakdown of the average metrics for various marketing topics based on the categorization of campaign names:

Metrics by Topics:

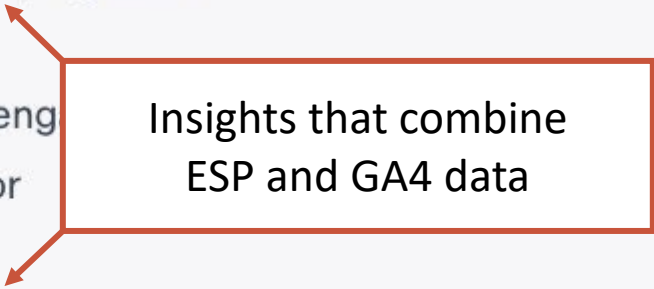
1. Analytics:

- Open Rate: 18.55%

Strategic Insights:



1. **Engagement with Analytics:** Campaigns related to "Analytics" have the highest engagement rate (49.79%) and the longest average engagement time (81.51 seconds). This suggests that subscribers are deeply interested in analytics topics and spend more time engaging with such content.
2. **Content Marketing Effectiveness:** While "Content Marketing" has one of the higher open rates (20.00%), the engagement time is relatively shorter (35.48 seconds). This might indicate that while the topic attracts initial interest, the content might not be keeping users engaged for long.
3. **SEO's Lower Engagement:** Campaigns related to "SEO" have one of the lowest engagement rates and shortest engagement times. It might be worth revisiting the content or presentation style for these campaigns to boost engagement.
4. **Email Marketing's Extended Engagement:** Despite having an average open rate, "Email Marketing" topics keep users engaged for a longer duration (63.94 seconds), indicating the content's depth or relevance to the audience.
5. **Bounce and Unsubscribe Rates:** "Content Marketing" and "Email Marketing" have slightly higher unsubscribe rates, which might warrant a review of the content or frequency of such campaigns.



Insights that combine
ESP and GA4 data

These insights can guide content strategy. For instance, seeing the deep interest in

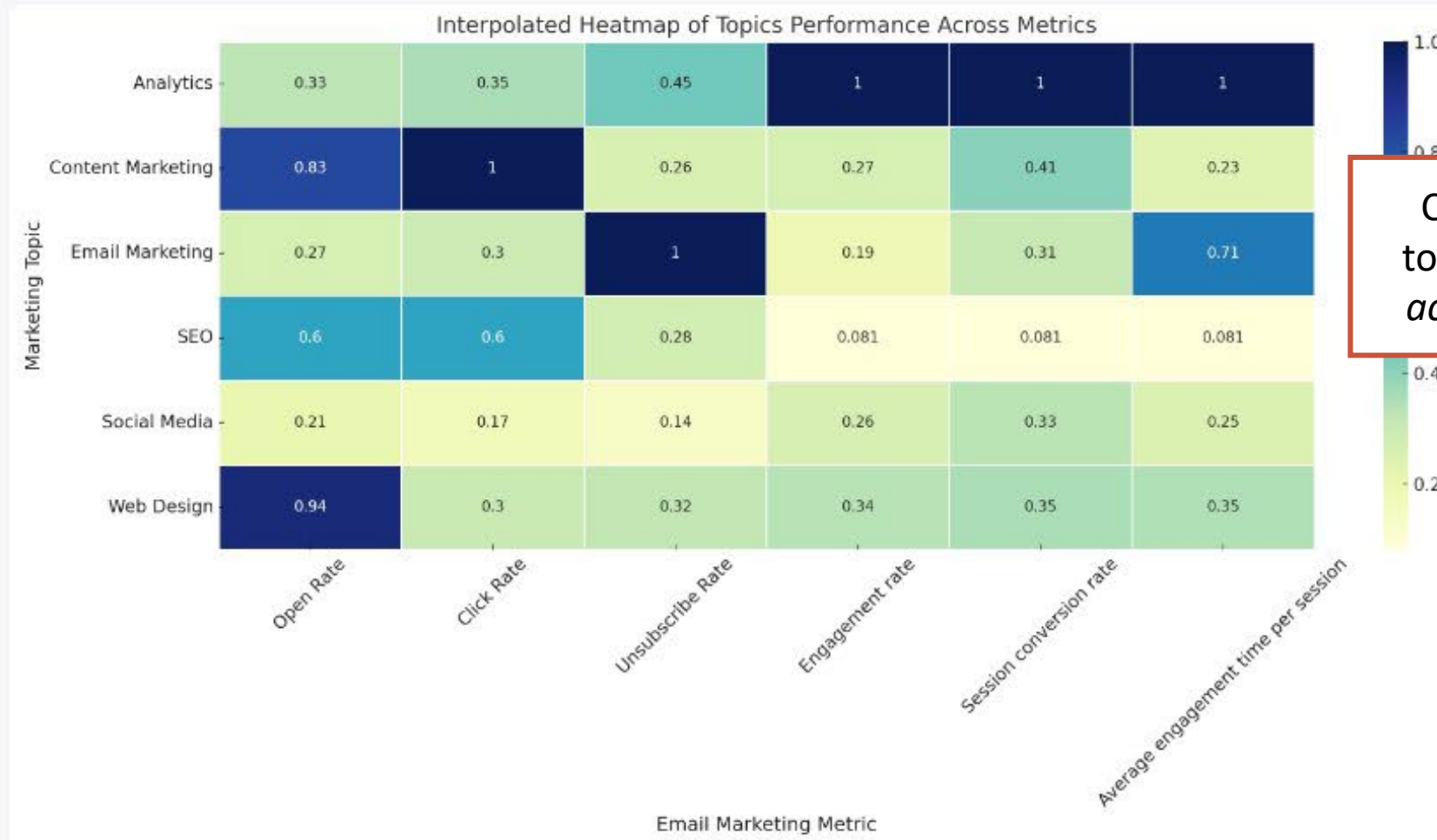


Draw a chart showing the performance of each topic across 7 key email marketing metrics.



Finished working

Show work ▾



Correlations between topics and performance across the entire funnel

The heatmap offers a visual representation of the relative performance of various marketing



You are an expert email marketing strategist.
Suggest adjustments to this email marketing program based on the data provided.

Prompt



Certainly! Given the insights and data we've discussed so far, here are some strategic adjustments to enhance the email marketing program:



- 1. Focus on High-Engagement Topics:**
 - **Analytics** emerged as a topic of high interest with longer engagement times. Consider creating a series or deep dives on analytics techniques, case studies, or webinars.
 - **Content Marketing** and **Email Marketing** also showed promise. Diversifying and expanding content around these areas can further boost engagement.
- 2. Reevaluate SEO Campaigns:**
 - Campaigns on the topic of **SEO** had lower engagement rates. Review the content to ensure it's actionable, relevant, and provides value. Consider integrating more visual elements or interactive content, such as infographics or quizzes.
- 3. Enhance Personalization:**
 - Incorporate more personalized content, not just in the subject line but within the body of the email. Segment your audience based on past behavior or interests and tailor content to these segments.
- 4. Optimize Send Times:**
 - Consider sending emails on days and times when they're more likely to be opened

Recommendations

More Strategy Prompts



Based on this data, what type of campaigns should be sent more often?
What types of campaigns should be abandoned?



Suggest changes that would improve the efficiency of this email program



You are an expert email marketing strategist.
Suggest adjustments to this email program based on this data.



Based on this data, what 5 possible email subject lines would have the
highest website conversion rates?





What open rate, click rate, users, engagement rate and conversion rate would you expect from the following subject line?

"Transform Your Website Using AI-Driven Insights: 10 Prompts for Lead Gen"



Predicting exact rates for a specific subject line without historical data on similar subject lines can be challenging. However, based on the general appeal of the subject matter, industry benchmarks, and the data we've previously discussed, I can provide an educated estimate:



Predicted performance

1. **Subject Line Analysis:**

- "Transform Your Website" implies a significant improvement or change, which can grab attention.
- "AI-Driven Insights" taps into the trend of AI, suggesting cutting-edge techniques.
- "10 Prompts for Lead Gen" offers actionable value, which can be enticing for marketers or business owners aiming to increase leads.

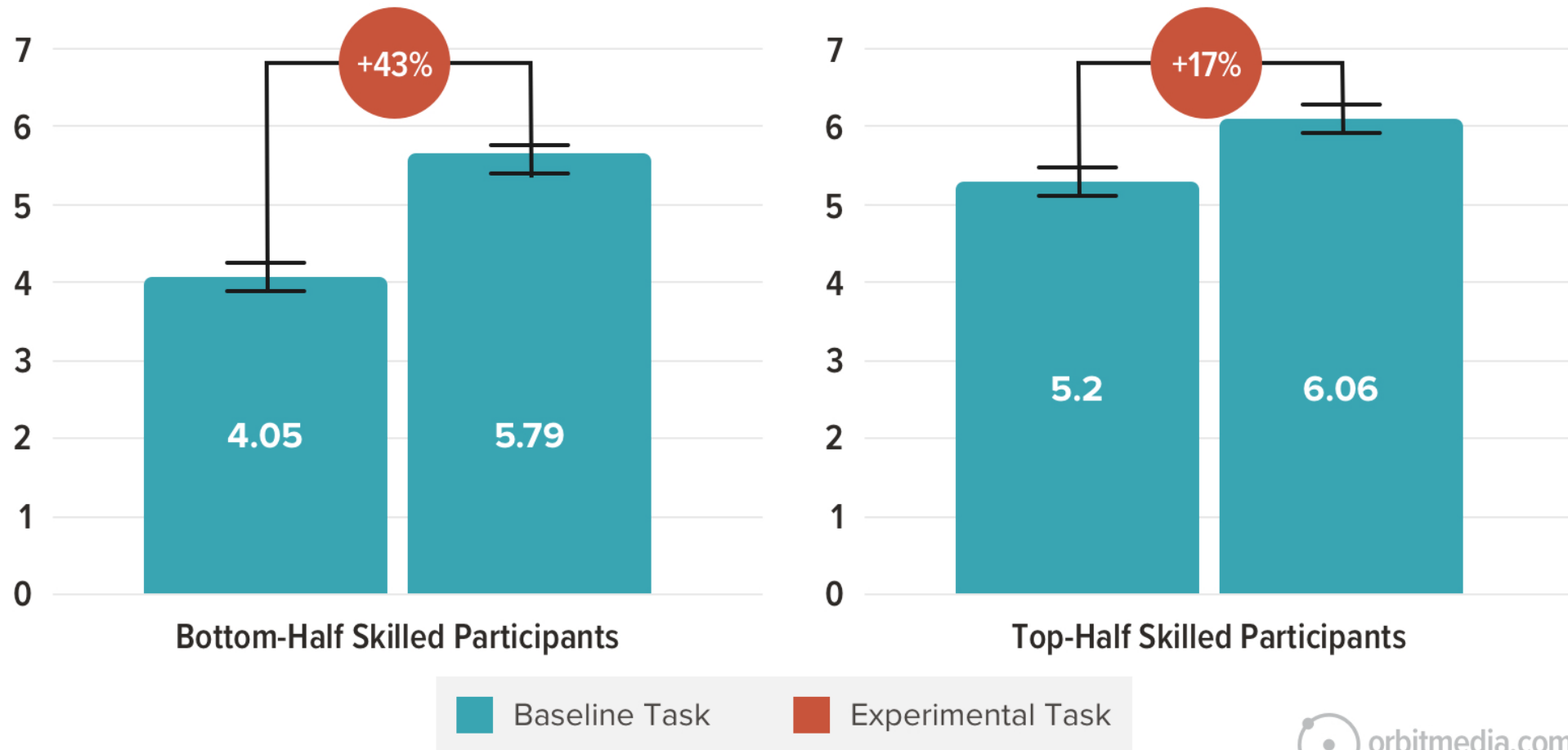
Based on the above and the data we've analyzed:

Expected Rates:

1. **Open Rate:**

- Given the actionable value ("10 Prompts") and the trendy topic ("AI-Driven Insights"), I'd

AI is a “skills leveler”



[source](#)

Campaign timing analysis

Have AI correlate dates,
days and seasonality



Reports snapshot

Realtime

Life cycle

Acquisition

- Acquisition overview
- User acquisition: First user ...
- Traffic acquisition: Session...**
- Engagement
- Monetization
- Retention

Search Console

Search Console

This and That

Things and Stuff

User

- User Attributes
- Tech

Library

All Users Add comparison +

Custom Oct 1, 2020 - Aug 20, 2023

Traffic acquisition: Session default channel group

Session source / medium c...

Search...

Rows per page: 10 Go to: 1 1-10 of 12530

	Session campaign	Date	Users	Sessions	Engagement rate	Session conversion rate	Average engagement time per session
			48,361 100% of total	79,890 100% of total	38.33% Avg 0%	0.19% Avg 0%	1m 2 Avg
1	how-to-rank-high-google	20230706	1,197	1,354	54.06%	0.07%	0m 4
2	website-research	20210325	759	0	0%	0%	0m 0
3	blog-image-best-practices	20220127	743	916	77.51%	0%	1m 3
4	content-marketing-template	20210603	700	0	0%	0%	0m 0
5	content-mission-statement	20201217	671	0			
6	blogger-survey-2021	20211007	654	848			
7	marketers-desks	20210520	646	0			
8	web-design-standards	20211104	641	836			
9	content-creation-process	20210311	615	0			
10	internal-linking-strategies	20201119	615	0			

Build filter

CONDITIONS (BUILD UP TO 5)

Dimension: Session source / medium

Match Type: contains

Value: newsletter

+ Add new condition

SUMMARY

Session source / medium contains 'newsletter'

Report: Traffic acquisition
 Dimension: Session campaign
 Secondary dimension: Date
 Filter: source medium contains "newsletter"



ga4_campaigns-dates.csv

I'm giving you newsletter campaign data with dates. Can you analyze?



Let's try loading the newly provided data again. I'll begin by reading the file and displaying the first few rows to get an overview of its structure.



Finished working

Show work

Great, we've successfully loaded the data this time! Here's an overview of the dataset columns:

1. **Session campaign:** The name of the campaign.
2. **Date:** The date associated with the campaign data, formatted as YYYYMMDD.
3. **Users:** The number of users for the campaign.
4. **Sessions:** The number of sessions for the campaign.
5. **Engagement rate:** The engagement rate for the campaign.
6. **Session conversion rate:** The conversion rate based on sessions.
7. **Average engagement time per session:** The average time users engaged with the content per session.
8. **Conversions:** The total number of conversions.
9. **Average engagement time:** The average engagement time across all users.
10. **Views per user:** The average number of views per user.

To better understand the campaign performance over time:



Draw two charts.
One showing correlations by month.
One showing correlations by day-of-week.
Normalize the data.



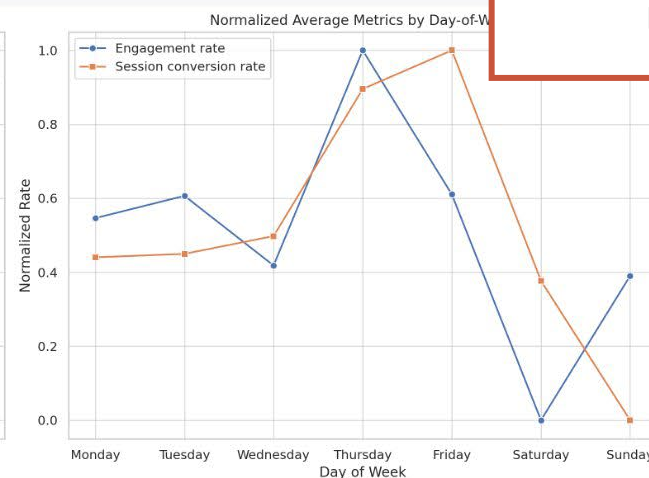
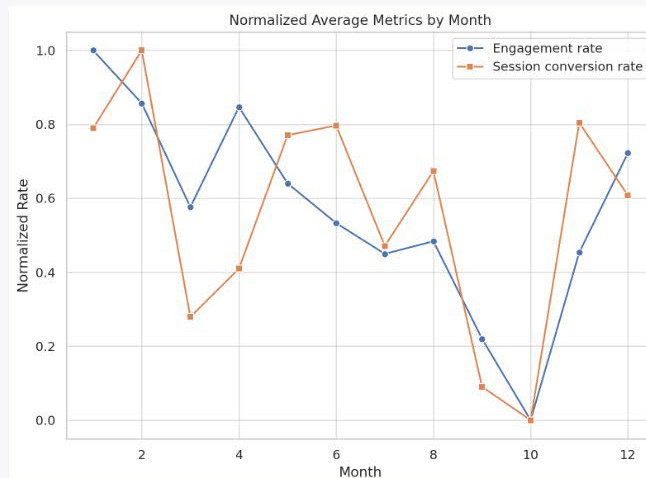
Certainly! To focus on the correlations by month and by day-of-week, I'll create two separate charts:



1. The first chart will show the normalized average 'Engagement rate' and 'Session conversion rate' by month.
2. The second chart will show these metrics specifically by day-of-week, also normalized.

Let's start by plotting the first chart for the correlations by month.

Finished working Show work ▼



Average engagement and conversion rates for months and days

Here are the two charts visualizing the normalized average 'Engagement rate' and 'Session



Create and display a one-year calendar for this newsletter.
Schedule it bi-weekly, selecting dates for optimal performance.
Write draft headlines for each, selecting topics for optimal performance.



Certainly! Based on our earlier analysis:




1. **Optimal Days:** Fridays were identified as the most optimal days for sending out the newsletters.
2. **Optimal Topics:** "Content Marketing" and "SEO" emerged as top-performing topics in terms of user engagement and conversions.

Given these insights, let's create a bi-weekly newsletter calendar for one year:

1. **Start Date:** The upcoming Friday from today.
2. **Frequency:** Every other Friday (bi-weekly).
3. **Headlines:** Draft headlines will be created based on the top-performing topics, alternating between "Content Marketing" and "SEO" to provide variety to subscribers and capitalize on their performance.

Let's generate the calendar and draft headlines.

Finished working

Show work 

Conversion rates of specific articles

Which articles are inspiring
visitors to subscribe?



How to Improve Your Google Rankings Fast: 7 Steps to Rank Higher Using GA4, Google Search Console and ChatGPT

Analytics, SEO & Content Marketing



By Andy Crestodina

SEO is slow. It can take years to build your authority and rankings. Search engine optimization is the form of marketing I know of. It really is.

But there's one big shortcut.

The key is to focus on the right pages and the right phrases. You likely already have pages that rank but don't yet rank high.

If you use data to find a page that already ranks for a "striking distance" keyphrase, then you can update that page and improve the rank very quickly. And in the end, you'll discover that **the same changes that improve your rankings also improve engagement.**

Visitors can subscribe from any article.



Join over 16,000 people who receive web marketing tips every two weeks

By signing up you agree to our [Privacy Policy](#).

Email Address *(Required)*



Sign me up

Visits to thank you page when
this article was the referrer

Visits to this article

= Conversion rate of this article

Page path + query string

Add a filter

...with a long date range

EXPORT ...to show only blog posts

Search...

Rows per page: 10 Go to: 1

	Page path and screen class	Sessions	Engagement rate	Key events	
		559,912 100% of total	58.82% Avg 0%	35.00 100% of total	<0.01% Avg 0%
1	/blog/how-to-write-testimonials-examples/	37,047	69.36%	1.00	<0.01%
2	/blog/perfect-profile-pictures-9-tips-plus-some-research/	30,849	66.41%	5.00	0.01%
3	/blog/	26,876	71.6%	2.00	<0.01%
4	/blog/website-footer-design-best-practices/	23,998	65.46%	6.00	0.03%
5	/blog/google-analytics-social-media/	22,862	61.97%	0.00	0%
6	/blog/website-navigation/	21,556	61.14%	0.00	0%
7	/blog/what-to-put-on-your-homepage/	16,177	56.39%	0.00	0%
8	/blog/blogging-statistics/	14,920	54.85%	3.00	0.01%
9	/blog/writing-headlines/	12,379	63.99%	1.00	<0.01%
10	/blog/what-is-google-tag-manager-and-why-use-it/	12,192	65.44%	1.00	<0.01%

CONDITIONS (BUILD UP TO 5)

Dimension: Page path and screen class

Match Type: contains

Value: /blog/

+ Add new condition

SUMMARY: Page path and screen class contains '/blog/'

Apply

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	# -----													
2	# Report CSV Export													
3	# Account: OrbitMedia.com													
4	# Property: [GA 4] https://www.orbitmedia.com													
5	# -----													
6	#													
7	# All Users													
8	# Start date: 20230625													
9	# End date: 20240825													
10	Page path and screen class	Sessions	Engagement	Key events	Session key event rate									
11	/blog/how-to-write-testimonials-examples/	37047	0.69355143	1	2.6993E-05									
12	/blog/perfect-profile-pictures-9-tips-plus-some-re	30849	0.66410581	5	0.00012966									
13	/blog/	26876	0.71595476	2	7.4416E-05									
14	/blog/website-footer-design-best-practices/	23998	0.65455455	6	0.00025002									
15	/blog/google-analytics-social-media/	22862	0.61967457											
16	/blog/website-navigation/	21556	0.6113843											
17	/blog/what-to-put-on-your-homepage/	16177	0.56394882											
18	/blog/blogging-statistics/	14920	0.54852547											
19	/blog/writing-headlines/	12379	0.63987398	1	8.0782E-05									
20	/blog/what-is-google-tag-manager-and-why-use-it	12192	0.65436352	1	8.2021E-05									
21	/blog/remove-from-your-site/	10675	0.61508197	0	0									
22	/blog/ai-marketing-personas/	10044	0.54978096	0	0									
23	/blog/web-design-standards/	9701	0.59684569	0	0									
24	/blog/b2b-service-page-checklist/	9690	0.59731682	0	0									
25	/blog/ai-for-seo/	8716	0.49931161	0	0									
26	/blog/improve-google-rankings/	8484	0.52074493	0	0									
27	/blog/web-design-tips/	7423	0.60676276	0	0									
28	/blog/google-analytics-url-builder/	6843	0.64328511	0	0									
29	/blog/social-media-post-examples-checklist/	6796	0.60903473	0	0									
30	/blog/marketing-diagrams/	6453	0.61118859	0	0									
31	/blog/blog-keywords/	6276	0.69200127	0	0									
32	/blog/ai-content-strategy/	5542	0.50974377	0	0									
33	/blog/ai-website-optimization/	4783	0.51975747	0	0									
34	/blog/blog-image-best-practices/	4705	0.63804463	0	0									
35	/blog/update-old-blog-posts/	4691	0.55723726	0	0									
36	/blog/ways-to-improve-your-website/	4599	0.6860187	0	0									
37	/blog/semantic-seo/	4594	0.55768394	0	0									
38	/blog/ai-marketing-charts/	4512	0.53235816	0	0									

Remove the rows you don't need

You also don't need these columns

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Page path and screen class	Sessions												
2	/blog/how-to-write-testimonials-examples/	37047												
3	/blog/perfect-profile-pictures-9-tips-plus-some-re	30849												
4	/blog/	26876												
5	/blog/website-footer-design-best-practices/	23998												
6	/blog/google-analytics-social-media/	22862												
7	/blog/website-navigation/	21556												
8	/blog/what-to-put-on-your-homepage/	16177												
9	/blog/blogging-statistics/	14920												
10	/blog/writing-headlines/	12379												
11	/blog/what-is-google-tag-manager-and-why-use-it/	12192												
12	/blog/remove-from-your-site/	10675												
13	/blog/ai-marketing-personas/	10044												
14	/blog/web-design-standards/	9701												
15	/blog/b2b-service-page-checklist/	9690												
16	/blog/ai-for-seo/	8716												
17	/blog/improve-google-rankings/	8484												
18	/blog/web-design-tips/	7423												
19	/blog/google-analytics-url-builder/	6843												
20	/blog/social-media-post-examples-checklist/	6796												
21	/blog/marketing-diagrams/	6453												
22	/blog/blog-keywords/	6276												
23	/blog/ai-content-strategy/	5542												
24	/blog/ai-website-optimization/	4783												
25	/blog/blog-image-best-practices/	4705												
26	/blog/update-old-blog-posts/	4691												
27	/blog/ways-to-improve-your-website/	4599												
28	/blog/semantic-seo/	4594												
29	/blog/ai-marketing-charts/	4512												
30	/blog/ai-thought-leadership/	4396												
31	/blog/how-to-get-more-twitter-followers/	4222												
32	/blog/content-marketing-audit/	3585												
33	/blog/how-to-research-keywords-tips/	3425												
34	/blog/content-strategy-2/	3396												
35	/blog/grant-access-google-analytics/	3378												
36	/blog/how-to-market-an-event/	3241												
37	/blog/7-reasons-to-wireframe/	3160												
38	/blog/website-design-requirements/	3157												

Traffic to your blog posts!

Page path + query string

Add a filter

...with a long date range

...to show only the thank you page

...when blogs were the page referrer

Apply

Search...

Rows per page: 10

	Page path and screen class	Page Referrer		
			2,351 100% of total	86.01% Avg 0%
1	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/	1,132	83.22%
2	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/blogging-statistics/		
3	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/b2b-service-page-checklist/		
4	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-for-seo/		
5	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/remove-from-your-site/	27	96.3%
6	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-website-optimization/	25	60%
7	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/remove-from-your-site/?utm_source=youtube&utm_medium=social&utm_campaign=remove-from-website	25	100%
8	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/what-to-put-on-your-homepage/	25	80%
9	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/web-design-standards/	24	87.5%
10	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/website-navigation/	23	95.65%

CONDITIONS (BUILD UP TO 5)

Dimension
Page path and screen class

Match Type
exactly matches

Value
/blog-newsletter-thank-you-pa...

AND

Dimension
Page Referrer

Match Type
contains

Value
/blog/

+ Add new condition

SUMMARY

Page path and screen class exactly matches '/blog-newsletter-thank-you-page/'
AND
Page Referrer contains '/blog/'

Apply

	A	B	C	D	E	F	G	H	I	J	K	L
1	# -----											
2	# Report CSV Export											
3	# Account: OrbitMedia.com											
4	# Property: [GA 4] https://www.orbitmedia.com											
5	# -----											
6	#											
7	# All Users											
8	# Start date: 20230625											
9	# End date: 20240825											
10	Page path and screen class	Page Referrer	Sessions	Engagement	Key events	Session key event rate						
11	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/	1132	0.83215548	1179	0.96996466						
12	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/blogging-statistics/	51	0.96078431	55	1						
13	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/b2b-service-page-checklist/	40	0.875	43	0.975						
14	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-for-seo/	28	0.92857143	27	0.92857143						
15	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/remove-from-your-site/	27	0.96296296	25	0.92592593						
16	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-website-optimization/	25	0.6	27	0.96						
17	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/remove-from-your-site/?utm_so	25	1	29	1						
18	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/what-to-put-on-your-homepage	25	0.8	27	1						
19	/blog-newsletter-thank-you-page/			0.875	24	0.875						
20	/blog-newsletter-thank-you-page/			95652174	23	0.95652174						
21	/blog-newsletter-thank-you-page/			85714286	24	1						
22	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/?fwp_blog_categories=ai	20	0.9	16	0.8						
23	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/marketing-diagrams/	19	0.89473684	20	0.94736842						
24	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/content-marketing-audit/	18	0.77777778	20	0.83333333						
25	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/web-design-tips/	18	1	20	1						
26	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-marketing-personas/	17	0.94117647	19	1						
27	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/google-analytics-url-builder/	16	1	18	1						
28	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-marketing-charts/	15	0.4	16	0.86666667						
29	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/content-marketing-formats-fun	15	0.86666667	17	1						
30	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/how-to-write-testimonials-exar	15	0.8	14	0.86666667						
31	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ai-content-strategy/	14	1	16	1						
32	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/writing-headlines/	14	0.92857143	15	1						
33	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/ga4-explorations/	13	0.92307692	10	0.76923077						
34	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/google-analytics-social-media/	13	0.92307692	13	1						
35	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/perfect-profile-pictures-9-tips-j	12	0.83333333	11	0.91666667						
36	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/lead-generation-website-practi	11	0.72727273	10	0.90909091						
37	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/how-to-research-keywords-tips	10	1	12	1						
38	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/?fwp_blog_categories=website-	9	0.88888889	10	0.88888889						
39	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/email-signup-forms/	9	0.88888889	8	0.88888889						
40	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/semantic-seo/	9	1	10	1						
41	/blog-newsletter-thank-you-page/	https://www.orbitmedia.com/blog/social-media-post-examples-eh	9	0.88888889	10	1						

Remove the rows you don't need

You also don't need these columns

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Page path and screen class	Conversions												
2	https://www.orbitmedia.com/blog/blogging-statistics/	51												
3	https://www.orbitmedia.com/blog/b2b-service-page-checklist/	40												
4	https://www.orbitmedia.com/blog/ai-for-seo/	28												
5	https://www.orbitmedia.com/blog/remove-from-your-site/	27												
6	https://www.orbitmedia.com/blog/ai-website-optimization/	25												
7	https://www.orbitmedia.com/blog/remove-from-your-site/?utm_source=youtu	25												
8	https://www.orbitmedia.com/blog/what-to-put-on-your-homepage/	25												
9	https://www.orbitmedia.com/blog/web-design-standards/	24												
10	https://www.orbitmedia.com/blog/website-navigation/	23												
11	https://www.orbitmedia.com/blog/improve-google-rankings/													
12	https://www.orbitmedia.com/blog/?fwp_blog_categories=ai													
13	https://www.orbitmedia.com/blog/marketing-diagrams/													
14	https://www.orbitmedia.com/blog/content-marketing-audit/													
15	https://www.orbitmedia.com/blog/web-design-tips/	18												
16	https://www.orbitmedia.com/blog/ai-marketing-personas/	17												
17	https://www.orbitmedia.com/blog/google-analytics-url-builder/	16												
18	https://www.orbitmedia.com/blog/ai-marketing-charts/	15												
19	https://www.orbitmedia.com/blog/content-marketing-formats-funnels/	15												
20	https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/	15												
21	https://www.orbitmedia.com/blog/ai-content-strategy/	14												
22	https://www.orbitmedia.com/blog/writing-headlines/	14												
23	https://www.orbitmedia.com/blog/ga4-explorations/	13												
24	https://www.orbitmedia.com/blog/google-analytics-social-media/	13												
25	https://www.orbitmedia.com/blog/perfect-profile-pictures-9-tips-plus-some-r	12												
26	https://www.orbitmedia.com/blog/lead-generation-website-practices/	11												
27	https://www.orbitmedia.com/blog/how-to-research-keywords-tips/	10												
28	https://www.orbitmedia.com/blog/?fwp_blog_categories=website-design-usab	9												
29	https://www.orbitmedia.com/blog/email-signup-forms/	9												
30	https://www.orbitmedia.com/blog/semantic-seo/	9												
31	https://www.orbitmedia.com/blog/social-media-post-examples-checklist/	9												
32	https://www.orbitmedia.com/blog/ai-website-audit/	8												
33	https://www.orbitmedia.com/blog/increase-email-open-rates-success-factor	8												
34	https://www.orbitmedia.com/blog/website-competitive-analysis-tools/	8												
35	https://www.orbitmedia.com/blog/website-footer-design-best-practices/	8												
36	https://www.orbitmedia.com/blog/what-is-google-tag-manager-and-why-use-i	8												
37	https://www.orbitmedia.com/blog/?fwp_blog_categories=seo-content-marketi	7												
38	https://www.orbitmedia.com/blog/content-promotion-strategy/	7												
39	https://www.orbitmedia.com/blog/content-strategy-framework/	7												
40	https://www.orbitmedia.com/blog/content-strategy/	7												
41	https://www.orbitmedia.com/blog/ga4-seo/	7												
42	https://www.orbitmedia.com/blog/linkedin-newsletter-best-practices/	7												
43	https://www.orbitmedia.com/blog/?utm_source=youtube&utm_medium=socia	6												

Conversions from your blog posts!

	plus some resour h/		
3	/blog/website-foot er-design-best-pr actices/	23998	

Blog Conversions ↓ ↗

	Page Referrer	Conversions	
1	https://www.orbit media.com/blog/bl ogging-statistics/	51	
2	https://www.orbit media.com/blog/b 2b-service-page-c hecklist/	40	
3	https://www.orbit media.com/blog/ai -for-seo/	28	

I'm giving you two GA4 reports.
 One shows traffic to blog posts.
 The other shows the conversions from those same blog posts.

Merge these into a single spreadsheet, joining the data as you would with a VLOOKUP.
 Provide link to download.



The two GA4 reports have been successfully merged into a single spreadsheet. You can download the merged file using the link below:

[Download Merged Blog Traffic and Conversions Report \[↗\]](#)

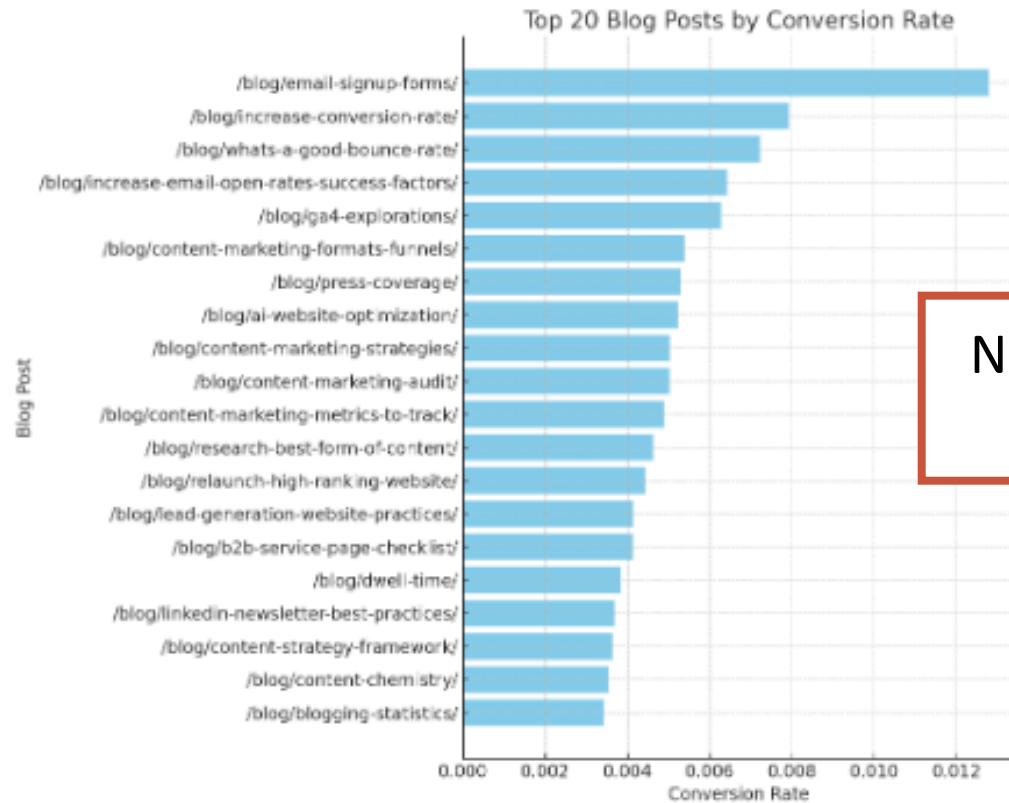
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Page path and screen class	Sessions	Conversions											
2	/blog/how-to-write-testimonials-examples/	37047	15											
3	/blog/perfect-profile-pictures-9-tips-plus-some-research/	30849	12											
4	/blog/website-footer-design-best-practices/	23998	8											
5	/blog/google-analytics-social-media/	22862	13											
6	/blog/website-navigation/	21556	23											
7	/blog/what-to-put-on-your-homepage/	16177	25											
8	/blog/blogging-statistics/	14920	51											
9	/blog/writing-headlines/	12379	14											
10	/blog/what-is-google-tag-manager-and-why-use-it/	12192	8											
11	/blog/remove-from-your-site/	10675	27											
12	/blog/ai-marketing-personas/	10044	17											
13	/blog/web-design-standards/	9701	24											
14	/blog/b2b-service-page-checklist/	9690	40											
15	/blog/ai-for-seo/	8716	28											
16	/blog/improve-google-rankings/	8484	21											
17	/blog/web-design-tips/	7423	19											
18	/blog/google-analytics-url-builder/	6843	15											
19	/blog/social-media-post-examples-checklist/	6796	10											
20	/blog/marketing-diagrams/	6453	19											
21	/blog/blog-keywords/	6276	5											
22	/blog/ai-content-strategy/	5542	14											
23	/blog/ai-website-optimization/	4783	25											
24	/blog/blog-image-best-practices/	4705	11											
25	/blog/update-old-blog-posts/	4691	6											
26	/blog/ways-to-improve-your-website/	4599	11											
27	/blog/semantic-seo/	4594	9											
28	/blog/ai-marketing-charts/	4512	15											
29	/blog/ai-thought-leadership/	4396	4											
30	/blog/how-to-get-more-twitter-followers/	4222	6											
31	/blog/content-marketing-audit/	3585	18											
32	/blog/how-to-research-keywords-tips/	3425	10											
33	/blog/content-strategy-2/	3396	11											
34	/blog/grant-access-google-analytics/	3378	11											
35	/blog/how-to-market-an-event/	3241	11											
36	/blog/7-reasons-to-wireframe/	3160	11											
37	/blog/website-design-requirements/	3157	11											
38	/blog/increase-website-traffic/	3120	11											
39	/blog/website-content-audit/	3072	11											
40	/blog/website-engagement-rate-ga4/	3066	11											
41	/blog/how-to-design-button/	2893	4											
42	/blog/website-competitive-analysis-tools/	2889	8											
43	/blog/biggest-trend-in-seo/	2851	6											

Looks good!

Create a bar chart showing the conversion rates for the top 20 blog posts



Top 20 Blog Posts By Conversion Rate

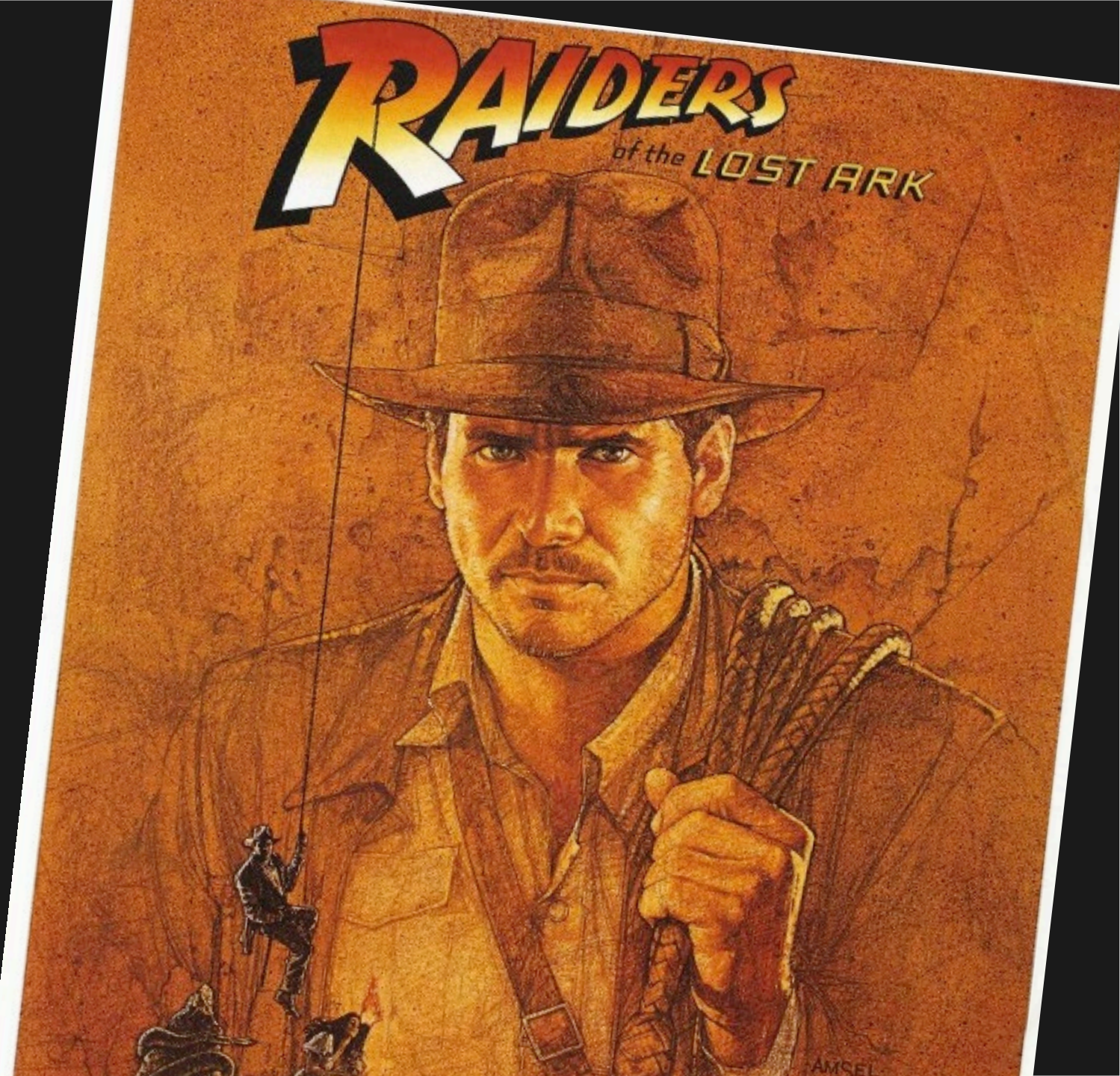


Now put on your traffic driving gloves!

Here is the bar chart showing the conversion rates for the top 20 blog posts. If you need any further analysis or modifications, feel free to ask! [>-]

Subscriber Timing Analysis

When do they sign up?





Plot rows



/blog-newsletter-thank-you-page/



Rows per page: 10

Go to: 1



1-10 of 4895



Page path and screen class

Date + hour (YYYYMMDDHH)



Sessions

Engagement rate

Key events
All events



Total

13,848

70.03%

24,251.00

0.93% of total

Avg +28.35%

87.44% of total



1

/blog-newsletter-thank-you-page/

2023052905

111

97.97%

203.00



2

/blog-newsletter-thank-you-page/

2023052708

91

97.8%

182.00



3

/blog-newsletter-thank-you-page/

2023052808

81

97.53%

167.00



4

/blog-newsletter-thank-you-page/

2023052911

75

93.33%

142.00



5

/blog-newsletter-thank-you-page/

2023052912

75

100%

81.00



6

/blog-newsletter-thank-you-page/

2023061405

72

93.06%

124.00



7

/blog-newsletter-thank-you-page/

2023052706

71

100%

77.00



8

/blog-newsletter-thank-you-page/

2023072813

69

92.75%

127.00



9

/blog-newsletter-thank-you-page/

2023052804

69

92.75%


127.00

The same report but for your email signup thank you page...

	A	B	C	D	E	F	G	H	I	J	K
1	Date + hour (YYYYMMDDHH)	Sessions									
2	2024081612	8									
3	2024010510	6									
4	2024031209	5									
5	2024032013	5									
6	2024071509	5									
7	2024073008	5									
8	2023101711	4									
9	2023102610	4									
10	2023112011	4									
11	2023121220	4									
12	2024011816	4									
13	2024012410	4									
14	2024020210	4									
15	2024020714	4									
16	2024021510	4									
17	2024022809	4									
18	2024031909	4									
19	2024031911	4									
20	2024032807	4									
21	2024032808	4									
22	2024040213	4									
23	2024052310	4									
24	2024062009	4									
25	2024070214	4									
26	2024071108	4									
27	2024071713	4									
28	2024071714	4									
29	2024080809	4									
30	2024080813	4									

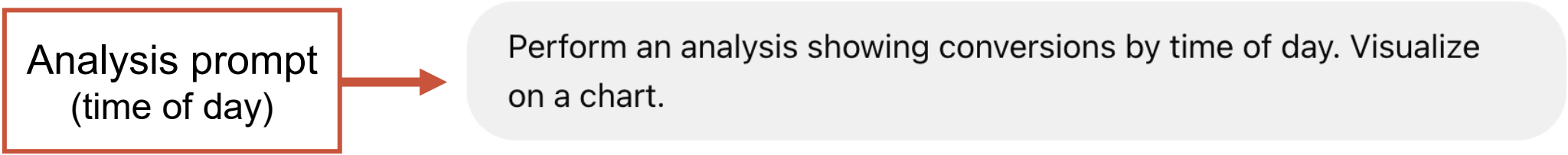
...gives you data showing date and time for subscribers

Analysis prompt
(day of week)



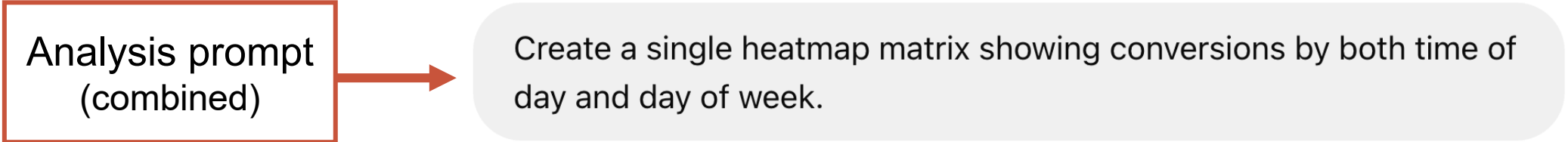
I'm giving you a CSV file showing the date and time of newsletter subscribers to a blog. Perform an analysis of conversions by day of week. Visualize on a bar chart.

Analysis prompt
(time of day)



Perform an analysis showing conversions by time of day. Visualize on a chart.

Analysis prompt
(combined)



Create a single heatmap matrix showing conversions by both time of day and day of week.

Thank you.

Reach out anytime.



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