

IS YOUR
POWERSPORTS
DEALERSHIP
**MISREADING
ANALYTICS?**

PX DIGITAL



+ 2020 E-BOOK



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CHAPTER ONE: ANALYTICS AND WHY THEY MATTER

A lot of people know about analytics but aren't very familiar with the details of what they offer or how to use them effectively. Some try to put them to use but get caught up in misinterpreting information or paying too much attention to analytics that don't even really matter. It's going to be up to you to make sure that you make the most of analytics by taking the time to find how what analytics really mean for your powersports dealership and how you can put them to use for your various needs.

Put simply, analytics just refers to data that is collected regarding a certain process or product/service. You can collect data on any task or process that is measurable, including everything from your online branding and marketing efforts to your dealership sales and customer interactions. **Of course, just because you CAN track everything doesn't necessarily mean that you should.** This guide will help you better understand what analytics matter, how to create a solid analysis strategy, and what you really can do with analytics to benefit your virtual powersports dealership.

Some of the most common types of analytics are listed below, just as a primer. We'll get into each a little deeper later on, but for now, you can at least see how many different categories of analytics and data are out there that you can use to improve your digital marketing, branding, and sales efforts.

Website Analytics

Your website is the bread and butter of your virtual powersports dealership. Knowing where it stands and that it is functioning appropriately will make all the difference in your success. Common website analytics focus on things like page visits, the time users spend on a page, and how many pages they navigate through. Essentially, analytics platforms like Google Analytics and powersports-specific data tools are designed to measure just about every aspect of the user experience in a way that is reportable so that you can see where things are doing well and where changes need to be made.

Monitoring your website analytics can be done for the sake of the user experience. It can also be done for your own marketing and branding efforts, such as to increase conversions or promote additional sales. By taking the time to define your goals and figure out what you want to track, you'll be able to interpret and utilize the right data every time.

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Social Media Statistics

When you are building a brand image, you have to incorporate all of the necessary tools to make the best impression across all channels. Choosing the right social media platforms and putting them to work is a part of any successful marketing strategy, and your powersports dealership can benefit in a number of different ways from engaging with customers in the social media forum. **Again, however, you have to figure out which social channels will be most effective and how you can best utilize them for branding and creating the perfect image.**

Utilizing statistics and metrics, you will be able to analyze how your social media is affecting your dealership, both in terms of generating traffic and in helping you increase your brand visibility and professional authority. You can keep track of things like social media followers, social conversions (users that click through to your website from social media pages), and other elements to see how your campaigns are doing over time.

SEO Analytics

SEO, or search engine optimization, is an important part of your marketing efforts. If you are successfully going to brand your powersports dealership, you have to make sure that it can be found online. Implementing a solid SEO campaign could mean hiring a marketing team or doing the work yourself. Either way, part of your strategy needs to include analytics and measuring the success of the campaigns that you do implement.

Just like with all of your metrics, you have to know which SEO analytics you should be tracking. Things like search rankings, keyword popularity, and even cost-per-click for paid campaigns can all help you see whether your efforts are worthwhile or if changes need to be made. Take advantage of this information to create the most effective SEO campaigns for your dealership.

Other Analytics and Data Monitoring

There are any number of analytics and metrics out there that you can monitor, and some will matter more than others. It's going to be up to you to consider everything that you want from your data collection and interpretation. **Like anything else that you do in your business, you'll need to come up with a plan that will allow you to pick and choose the right analytics to monitor so that you can keep up with your business goals.**

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How Analytics Can Help Your Dealership Thrive

When you put analytics to work for your dealership, you'll be able to do a lot of different things. When you have the right ones in place and know how to interpret and understand them, the benefits are seemingly endless. **With the help of analytics, you can:**

- *Improve user experience by getting to know your visitors better*
- *Figure out what your best content and pages are and utilize those elements in other areas*
- *Improve your SEO and targeted content by knowing your visitors and traffic*
- *Improve referral strategies by tracking existing campaigns*
- *Figure out which branding efforts are most effective, or least effective, and make necessary changes*

Up next, find out how you're misinterpreting or misusing analytics and how you can put these statistics to work for your dealership.



CHAPTER TWO: THE IMPORTANCE THE RIGHT ANALYTICS

Although the level of insights available from analytics is quite vast, you really should know where you need to hone your focus. Every dealership can find any number of areas where they may gain valuable insights, but choosing the right ones is what will help you succeed in your business goals. This data provides helpful clues as to which of your efforts are working and which aren't, along with insight on what customers truly want. That is all information that you can use.

When you monitor the right analytics, you will be able to tailor your customer interactions and improve any of your marketing or website branding efforts. Ultimately, whether it's from your website, social media, or anywhere else, analytics tell you what the customer wants and that is the ultimate focus of your powersports dealership, after all.

Ways You're Misreading and Misinterpreting Data

Looking at Data Too Often

One of the biggest pitfalls for those new to analytics is the urge to check the numbers all the time. Website analytics are designed to be collected and measured over time. Checking in every day isn't going to give you an accurate picture of what's actually going on, and it's probably just going to stress you out because of all the back and forth that's taking place on a day-to-day basis. Give your analytics some time to actually perform so that you can see how things are working overtime.

Looking at Data Too Soon

Again, analytics tools and data collection require time to work their best. You can't set up a monitoring campaign and then log on 20 minutes later and expect to see accurate information. If any information is even available at that point, it will all be very preliminary and unreliable, at best. Typically speaking, you'll want to give the analytics at least a week to work their magic before you can actually take an accurate look at how things are doing.

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Focusing on Individual Statistics

While there are some individual statistics that you need to monitor to be aware of what is going on with your powersports dealership, you're typically not going to consider them entirely on their own. Instead, you'll want to group analytics together so that you can compare them within groups of information and data, providing a much more well-rounded picture of how your marketing, branding, or performance efforts are working. For example, if you're monitoring your website traffic, you'll want to keep track of new and returning visitors, as well as their session length. Just knowing how many new visitors you get doesn't tell you much at all.

What You Should Be Measuring and Focusing On

There are a lot of different elements that can impact the ultimate success or failure of your virtual powersports dealership. Think about those things and their related analytics. We'll get into the details of how to choose the exact metrics based on your needs, but you should basically make sure that your efforts are aligned with your overall business goals.

For example, when it comes to generating traffic and getting people to your website, you'll want to monitor things like visitors, sessions, traffic sources, bounce rates, and conversion rates. **All of these will paint a picture of how your traffic generation strategy is working.** You do have to look at more than just the basic statistics, too. Consider things like time and special events that could impact statistics and analytics so that you can get an accurate picture of what's going on.

How to Correctly Interpret Data

In case you haven't caught on by now, the biggest key to success with analytics is realizing that it is a picture, not just a single statistic or set of numbers. You need to take a **comprehensive** approach to analytics and combine all of the information gathered so that it tells a story. In the example above, with traffic generation, you need all of the various components to tell the story of how your marketing campaigns are working and which traffic sources are going to be most effective.

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Look at data as it relates to other data, as well as how it relates to your business in general. Take the time to explore the story behind the numbers so that you really get a good picture of what is going on in your business. Instead of just checking your conversion rate, for example, see when you get your highest conversions, or track the actions that result in spikes in various conversions from social media and other sources. You have to actually study the numbers and how they interact to generate the insights that you need.

The good news is that the best analytics tools for powersports dealerships and even just for general use are designed to provide comprehensive analysis and reporting tools and features. That means that it should be easy for you to create the story that will show you how the numbers are working for your dealership. You'll even find tips and tricks on a variety of platforms, as well as pre-planned reporting templates and tools to help you get on the right track with keeping track of what matters.





CHAPTER THREE: PUT ANALYTICS TO WORK FOR YOUR POWER- SPORTS DEALERSHIP

Now that you know more about all the wrong ways to handle analytics and reporting, you obviously need to learn the right ways so that you can implement them and use them to your benefit. Analytics can help you improve things like your marketing, day-to-day operations, social media presence, brand image, and other areas of your powersports dealership. You can even use analytics to completely reinvent the user experience in your virtual dealership website.

You need to understand how to implement analytics and create the image that you need to make the right decisions in your strategy. You should also learn how to choose the right metrics, as discussed briefly earlier, and consider what type of statistics and analytics are going to give you the information that you need to work towards your overall goals.

5 Ways to Implement Analytics

To help you get a better picture of how to put analytics to work, here are five different examples of how you can incorporate the stories that you are told through the metrics that you interpret.

Conversion Rates

If you are tracking conversion rates, you might notice that you get more conversions on a particular day or during a particular time of day and that they all come from your social media accounts. Therefore, you might want to create a social media campaign that runs during the premium time or day to generate even more conversions and give users another way to interact with the brand.

Page Load Speeds

On the backend of website management, you'll want to have an analytics plan in place to monitor daily performance and operation. With something like slow loading page speeds, you can usually take a few quick steps to speed things up. If your analytics show that you're losing conversions and traffic because of load times, consider reducing the page elements and rearranging to keep the critical information above the "fold" so that it's right in people's line of sight, even if they don't scroll through or wait for the full page to load.

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Traffic Sources

If you sit down with your analytics and realize that you tend to generate more traffic for your top website pages from a certain source or two, it might be a good idea to focus on those sources. You can create a separate marketing campaign that caters to those sources and ensures that even more traffic comes to the website.

Navigation

It's a little more difficult to get tangible information about something like navigation, but you could rely on things like your website's bounce rate to determine if the problem is in the navigation. If you have a lot of people coming to your site and only visiting one page before they leave, you'll see a high bounce rate. You'll also want to figure out why that's happening and what you can do to fix it. It could be that they can't figure out your site's navigation. In this case, you could implement a simpler layout or more user-friendly navigation tools and see how things go.

User Experience

Although it seems rather ambiguous to some, user engagement and experience is a big category of metrics and analytics that you need to follow. There are tangible ways to measure these elements, such as through how much time they spend on the site or how many pages they navigate through. When you read up on your user experience analytics and realize that people keep leaving at the same point in the journey, you'll be able to go to that point and identify the problem so that you can come up with an effective solution.

HOW TO CHOOSE THE MOST IMPORTANT METRICS

It is critical to your success to understand how to put analytics to work for your powersports dealership. It's also going to be important for you to understand how to choose which metrics are most important for you to follow and use to make changes along the way. Since every dealership is different and your goals are going to be unique, there isn't one list of things that everyone can use.

Instead, you should consider elements like:

Your Goals: What are the goals of your business or your marketing efforts? If you are checking out marketing analytics, you have to know what you are looking for. By aligning your metrics with your business goals, you will have a measuring stick with which to compare when you are studying your statistics to see how you can gather information to use for your business. Your goals could be anything from specific goals related to marketing or branding to overall business vision and goals. As long as you consider them in choosing your metrics, you'll be on the right track.

Areas of Focus: Along with your business goals, you are also going to have specific areas of focus that other businesses might not be facing. Think about where you want to direct your efforts when it comes to analytics so that you can create the stories that matter most by tracking the right numbers. For example, if you want to focus specifically on social media within your traffic generation goals, consider that when selecting which analytics to follow and study.

What You Can Change: It does no good to track metrics that are out of your control. While you do have a small impact on almost every aspect of your business in one way or another, you may not have enough control to actually make a difference that matters. Therefore, when you're deciding which metrics are most important, ask yourself what the outcomes will mean for you. If you can't change anything based on the information that you're getting, why bother getting the information? Focus your energy on what you can change and your analytics will be much more useful and effective.

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Stop Focusing on the Things that Don't Matter

One of the biggest hindrances for any powersports dealership, or any business really, when it comes to metrics and analytics, is the tendency to take advantage of the endless data and get hyper-focused on areas that don't actually have as much of an impact on the business as others. It's important for you to utilize the information provided here to step back and think about your plans and intentions so that you can make the most of the analytics that you have available. **They really can be a huge asset to your powersports dealership, but only when your efforts and energy are focused on the right ones.**

Resources

<https://www.martechadvisor.com/articles/marketing-analytics/tracking-the-right-metrics-to-achieve-the-right-results/>

<https://www.uxmatters.com/mt/archives/2014/06/choosing-the-right-metrics-for-user-experience.php>

<https://www.monsterinsights.com/reasons-why-website-analytics-is-important-for-your-business-growth/>

<https://phoscreative.com/website-analytics-beginners-guide/>

<https://www.spinutech.com/digital-marketing/analytics/analysis/7-website-analytics-that-matter-most/>

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