



Step 7. Measure & Control the Journey

Like any marketing campaign surveyor leaders don't always know what is working for them or not. [Understanding your website stats](#) is a great starter and here are the main things to get you going:

1. Home level report: Users, New Users and 'average engagement time' - is a great start to reviewing your stats and trends.
2. How many people have landed on your page? Known as **New Users** in GA4. (Google Analytics 4) This will give you a good indicator on the number of people you are reaching. [Want to understand GA4 click here for the beginners guide?](#) *Follow Benjamin on Loves Data here for a complete overview of Google Analytics Reporting*
 - a. Note: you can jump to a topic in the video - see details in the link
3. **In Reports;** you can see where have the visitors come from? You will be able to see from social posts, adverts (using QR codes) and the like if they are clicking or not and be able to verify which channels are working for you and ones that may need reconsidering and where they are geographically located.
4. How long are they staying on your page? By knowing if they are sticking around will be a good indicator if the content is working or not
5. Are they clicking on the Call To Action (CTAs)? And
6. Are they applying?
7. Are the candidates apply qualified? Do they meet your persona criteria?

When you have the information, now what?



Don't go nuts and get swamped in numbers. Use the basics to tell if the campaign is working or not. Then you can tweak it or not.

A teal banner with white text and a white button. On the left is the Geospatial Marketing Academy logo. The text reads: "Getting those hits on social media but they aren't converting into sales? Learn the ropes through the Geospatial Marketing Academy! A practical 10 week course for Surveyors and Geospatial people!" Below the text is a white button with the text "Find out more" and a hand cursor icon.

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