Site Kit Workshop Content

- **Get involved**
  - Initial intro
  - Importance of WordCamps
  - Value feedback
    - Open source - Free and will always be free
    - 2 week release cycle
    - Many features were added based on user suggestions
    - Survey (Link TBC)
- **Intro and overview**
  - WP Dashboard Widget
  - SK Dashboard
  - Front end (admin toolbar)
- **Search Console**
  - How SK makes SC easy
  - Verification
  - Some metrics and how they're used
  - SC Tips with SK
    - What people are looking for
    - Using the native WP sitemap
- **Google Analytics**
  - Optional during set up
  - Benefits of adding GA to your site
    - Safe for theme updates (as opposed to manually placed snippets)
    - No need to copy and paste snippets
    - View data within the SK dashboard
    - One click configurations
    - AMP compatible
    - GA Tips with SK
      - Most popular content
      - Key metrics
      - Linking with Google Ads
  - Extended Analytics with SK
    - Enhanced Measurement
      - Automatically track metrics, with no extra code required. GA4 feature, which can be enabled within SK
        - file downloads
        - video plays

- ○ form interactions
      - ■ Enhanced Conversion Tracking
        - ● Select group of lead generation and commerce plugins
        - ● Events recorded in both GA4 and Google Ads
      - ■ Analytics Conversion Reporting
        - ● High level insights into select conversion insights
        - ● When enabled this will also extend key metrics, allowing you to highlight related to conversions
- **Tag Manager**
  - ○ How it works
  - ○ Why use SK
  - ○ AMP Compatible
- **PageSpeed Insights**
  - ○ Encourages web development best practices
  - ○ Performance optimization tips
  - ○ In the field and lab data
- **AdSense**
  - ○ AdSense quick overview
  - ○ Benefits of using AdSense within SK
  - ○ Viewing AdSense performance
  - ○ AMP compatible
- **Google Ads**
  - ○ How it works
  - ○ Drive traffic to your site
- **Reader Revenue Manager**
  - ○ Monetize your site
  - ○ Drive traffic to your site
  - ○ Subscribe with Google / Buy me a coffee / Newsletters / Paywalls
- **Other features (non module specific)**
  - ○ Dashboard Sharing
    - ■ Allow other users (including non-admins) to view the SK dashboard
    - ■ Share only what you want them to see
  - ○ Consent Mode
    - ■ How it works
    - ■ Ensure compliance with various regional requirements
    - ■ Works natively with a range of CMP plugins
    - ■ Helps users conserve data, with the help if your preferred CMP
  - ○ Key metrics
    - ■ Highlight the data most important to you
    - ■ Tailored metrics based on initial set up questionnaire, or select your preferred tiles

- - - Assign tiles per user
  - ○ Audience Segmentation
    - ■ Segment your audience
    - ■ Curated selection of metrics - specific to user
    - ■ New users / Returning users / Purchasers / Custom demographics
- **Upcoming / Planned features**
  - ○ Enhancing Google Ads / Partner Ads Experience
    - ■ Begin your Google Ads journey
    - ■ Facilitate ads account and campaign creation within SK
  - ○ Sign in with Google
    - ■ Seamless sign in or user registration
  - ○ Custom reporting periods
    - ■ Overview
  - ○ Memorable Quotes - experimental
- **Pro Tips / Advanced Use Cases**
  - ○ Filters to disable modules programmatically
    - ■ `googlesitekit_available_modules`
    - ■ Will not filter out modules that are forced active, such as SC
  - ○ Filters to apply to restrict Ads or Analytics on particular pages
    - ■ `googlesitekit_{$this->module_slug}_tag_blocked`
  - ○ Using Site Kit on a staging site
    - ■ We have an extension plugin that can be used to pull data from a live site, displaying this on your staging site.
  - ○ Managing multiple sites with SK
    - ■ Agency benefits
    - ■ Multisite considerations
      - ● SK can be enabled network-wide
      - ● Going through the plugin setup must be done on a site level
  - ○ Brochure style website? Static site generator possibilities
- **Getting support**
  - ○ In product links
    - ■ Plugin GH
    - ■ Support forums
    - ■ Website guidance