The Measure Pod: #32 Measuring SEO (with Jenni Stacey)

[00:00:00] **Dara:** Hello, and thanks for joining us in The Measure Pod, a podcast for people in the analytics world. I'm [Dara](https://www.linkedin.com/in/darafitzgerald/), I'm MD [Measurelab](https://www.measurelab.co.uk/?utm_medium=podcast&utm_source=transcript&utm_campaign=32). I'm joined as always by [Dan](https://www.linkedin.com/in/danielperryreed/), an Analytics Consultant also at Measurelab. So tell us Dan, what's new in the world of analytics this week?

[00:00:31] **Daniel:** Well some big news. So first of all, and the biggest news probably we've ever had on this podcast or at least I've ever had in this industry is that Google has decided to sunset Universal Analytics. So as of July, next year, there'll be no more Universal Analytics for anybody. We did a little bonus pod on this last week around what they're planning to do with timeframes. But yeah I'm sure, as we said in that one as well, Dara, there'll be way more to talk about and to come on that over the next 18 months or so as we get closer to D-Day.

[00:00:58] **Daniel:** In other news, Data Studio has introduced some search filters into their homepage. So tiny, minute insignificant change, but you can now search kind of like you can search Gmail, like from two and all those keywords that you kind of bolt together to do some fancy filtering in your dashboards. It's almost not worth talking about compared to the other news, but nevertheless, it is a change and it has happened and it is out.

[00:01:19] **Dara:** Thanks Dan, there couldn't be a bigger contrast between those two pieces of news, one huge bombshell and one slightly, well quite minor, but also, you know, quite useful. So that's the news for this week, so onto our topic. So this week we are joined by [Jenni Stacey](https://www.linkedin.com/in/jennistacey/). So firstly, Jenni hello and welcome to The Measure Pod, it's really good to have you.

[00:01:39] **Jenni:** Hiya, thanks for having me.

[00:01:40] **Dara:** No problem. So a bit of a spoiler alert here, but you don't work exclusively in analytics. What we normally do is ask people how they got into analytics, because usually there's a bit of a meandering story behind it, but I think the same applies to digital marketing in general. So this is your chance to give us a little bit of a background on you and how you got to where you are today on this podcast with us.

[00:02:03] **Jenni:** So yeah, meandering kind of journey, I guess, probably more linear than most people. Always had an interest in psychology, art, language. And from that kind of mix of GCSEs and A-Levels I kind of fell into marketing because they all kind of go into that. So I ended up doing a marketing degree. I wanted to do an art degree, but decided I didn't want to do that in the end. So yeah, went into marketing, thoroughly enjoyed it. But when I did a marketing degree, I remember the conversations we were having were kind of around, do companies need websites? So Kindles were just coming out and iPads and people were like no ones going to use them and do businesses even need websites to sell things? And should they even have websites at all?

[00:02:47] **Jenni:** There was one module, I think, which covered e-commerce and that was the only digital exposure that we had within my degree at the time. It was early 2000's but I've always been a bit of a geek, when MySpace was out, I was HTML coding, like the background, making it do fun things and making the cursor like do whizzy things. So yeah, I've always been a bit of a geek in that side of things, I can just make stuff work. I was always the person to fix the computer to get all the viruses off it when my brother had downloaded everything, like all the task bars that covered everything, it was always me that had to get rid of it.

[00:03:23] **Jenni:** I just kind of fell into the digital side of things because of my interest in that, and i'm really glad I did because it's an exciting space to be, and then after uni there was a recession, managed to somehow bag myself a job for bicycle company doing like website building, website designing, HTML coding. Yeah and then a lot of that is that digital is really measurable. So you can't do digital marketing without having to do analytics. So that's how I ended up looking at analytics, and then, yeah, just continued to build on my digital knowledge, very web focused. SEO came into it as well, and I came more and more interested in that. There's a lot of psychology behind SEO, you're really trying to get into the mindset of what the words people are using to find what they need. So I find it very fulfilling for my psychology and the language interest need, and then it's super measurable as well. Well not as measurable as I would like it to be, but super measurable.

[00:04:23] **Dara:** So that leads us nicely onto the topic of today Jenni, because we are going to be talking about how to measure SEO. So Dan and I are looking to you as our new SEO expert, so we're going to ask you probably a bunch of silly questions about what you can and can't do, and we're going to pick your brains about how you can measure SEO. And I guess our angle on it's going to be around Google Analytics, but you will probably correct us when you think there's maybe better ways of measuring certain things. And in fact, that's my first question. So how instrumental is Google Analytics to you in terms of measuring SEO? Is it the main tool you use or is it just one of a number of different tools that you use?

[00:05:02] **Jenni:** What Google Analytics gives me, my team is from the end point. So at that point, that's people who've arrived on the site through an organic channel, so I can see it at that point. There's a bunch of tools that we use to measure before it hits the site. So my team use SEMrush and Google Search Console, we also have a few of the tools our agency use as well to track ranking, competitor landscape impressions, clicks, stuff that we don't get in GA (Google Analytics), or if we do, I don't know how to get it in there. So GA (Google Analytics) kind of gives us the end point, like the end result of all of our SEO efforts ends in traffic to the site from that channel. But in order for us to measure how our efforts have been seen in the SERPs, there's a bunch of other tools that we use to measure that bit.

[00:05:52] **Daniel:** So Jenni, obviously you mentioned Google Analytics being the kind of end point but how much time is given to the end point. So the outcome or the performance or the, or even, I suppose we think of it as the quality of the customer or the quality of the traffic that you're driving into the website. How much in terms of the analysis, the reporting goes into the quality of that customer, the traffic that's driving in compared to the reach you're having, and whether you're hitting those keywords that we're trying to get hit.

[00:06:17] **Jenni:** Good question. I would say that I'd like it to be more time, to be honest, we do spend a lot of our effort on the acquiring traffic. And I would like to spend more time on there as well or equalise that time spent to be analysing the quality of the traffic coming through. I mean, from where I am with my team and the business that I'm in, we do like a monthly wrap up of the traffic that's coming through and how it converts, because being in the B2B tech business where I am now, the traffic coming in is one element of it. But actually where the gold dust is, is how that traffic then converts to a form fill. So our main conversion is a form fill. So I'm mainly looking for organic traffic coming in that is going to convert.

[00:07:01] **Jenni:** So I do spend quite a bit of time looking at that, and it's also split down by business units within the site that I currently look after. So it's not just one blanket number, although I do roll it up into that, so I can see it at a holistic level, but then I'm also looking at it from a business unit level as well. And they all have very varying conversion rates. I couldn't roll them off the top of my head, but they're all over the place, depending on the audiences. So each section of the site has different audiences, different intents behind their searches and different conversion rates from each channel as well.

[00:07:34] **Daniel:** That's really interesting and I've always, whenever I've looked into the SEO analytics side or the attribution and the kind of reporting side from a Google Analytics perspective. Back in the day when I got into analytics, one of the first things we did was we separated brand, and non-brand. So everything in search was split brand non-brand whether it's organic or paid and a number of years ago now, Google stopped providing the keyword through to your analytics solution. So we didn't actually get to be able to do that anymore, and there was other fancy ways of doing that. Is there still reason to, or think about categorisation or segmentation within search traffic or is it so hard to do now that it's just one blob, one bucket that you measure as a whole?

[00:08:11] **Jenni:** Yeah, unfortunately it is kind of one bucket, but on the whole I mean, we're able to categorise it by where it hits the site, we can give an idea of what the search intent was. In GA (Google Analytics) anyway, it doesn't necessarily give us that information, but we can piece it together with Google Search Console data. Within there it actually tells us what the landing page was and impressions and clicks. We can also see phrases, so keywords and phrases, impressions and clicks, but it doesn't quite marry up and the numbers, you're never going to get Google Search Console numbers to reflect what you're getting in GA (Google Analytics) either they just don't match, that's something you just have to make peace with.

[00:08:52] **Jenni:** But yeah, I remember from back in the day where it would actually give you a bit more of an idea from attribution, which I'd love it to be more measurable because my paid search colleagues have the ability to say this keyword brought in this lead and I don't have that, it's very difficult.

[00:09:09] **Daniel:** There days are numbered too, Jenni, everything's becoming dynamic ads and it's all kind of broad match and it's all converging to the same point. So they might be a couple of years behind, but they're following in your wake basically.

[00:09:21] **Dara:** All those tools that you mentioned, including Search Console, there is that disconnect isn't there because they're all what happened before the click and once that user lands on the website and you start looking to Google Analytics to answer questions, you can't link those two together in any way can you, so you almost are using them as totally separate tools. There's no way to kind of merge that data together. At least there's no way to do it perfectly.

[00:09:46] **Jenni:** Yeah, you're right. What we have done and actually Measurelab have helped us set them up in the past as well is dashboards that split our keywords out by branded and non-branded, but that it's coming from Google Search Console, it's not GA (Google Analytics) data and it gives us an idea of how many impressions and clicks we're getting, but a click doesn't equal a session or a user within GA (Google Analytics) like those numbers are never the same. Turning to your original question Dan we still do categorise our keywords down to like the nth degree pretty much, branded, non-branded, the intent behind it. We still do that, it's just it's more on the acquisition side of SEO than what happens after they've landed on the site because we just don't have that visibility.

[00:10:27] **Daniel:** Makes perfect sense. You just can't do it, right? Yeah if it's out of your hands then there's no point trying. I have a question then about the kind of overlap or the convergence of these two tools. So obviously keeping within the Google context right now, we're talking about Google Search Console for the kind of SERP stats, we're also talking about Google Analytics for the website or the app stats and where those to join, they have an integration, right? So more specifically, the Google Analytics has a benefit of connecting to Google Search Console so that you can pull in some of those stats into the interface, into the reports. And I'm just wondering how useful that is because I've done a bunch of reports or analyses on this, and I've yet to find it insightful. I mean, it can be handy as a quick access for people that have access to Google Analytics and not Google Search Console, but actually anything meaningful I have to go to Google Search Console, even if I'm building a dashboard, I'll connect it directly to Google Search Console. So what's the benefit, what's the purpose of that integration do you know?

[00:11:17] **Jenni:** No, I don't know and I'd love to ask Google that as well, because we have integrated it. We have it switched on, but we don't use it, we tend to go straight into Google Search Console and any Data Studio dashboards we build, we pull it straight from Search Console. So yeah, I'd love to know the answer to that question as well.

[00:11:34] **Daniel:** Well then a follow up question, Jenni. So a lot of SEOs are talking and specifically focusing on Google Search Console, quite obviously because it's the majority of traffic and it's the majority of work, and it's the steel authority in a way in terms of search. How much time is dedicated to the other search engines and the optimisations of, so I'm thinking specifically of Bing search and Yahoo and Yandex and all the other, other ones. For us in the UK at least it's very different in different parts of the world. I'm just wondering how much attention is given or how much difference there really is if you're an SEO for different search engines, how does that work?

[00:12:08] **Jenni:** Within my team currently, to be honest we don't actually pay that much service to Bing and other search engines. We do focus on Google and I think Google is leading the way in terms of how their algorithm works. I kind of think the other search engines are trying to keep up with Google. But also the way their algorithms, or at least the way that they lead us to believe they're being created is to be user-focused and yeah, that user centricity around creating content that is actually useful for the user and to be found by the user.

[00:12:39] **Jenni:** So if that is actually the way that we're creating content to be found in search engines, then it's not necessarily around focusing on Google, it's focusing on how the algorithms are working to be serving users useful content. There's a little bit of insight that we can get from our paid search colleagues as well, because we do have a bit more instantaneous access to data from the paid side of things, and pay attention to Bing. They don't spend as much though as they do in Google, but there's data there and especially in the B2B space, depending on which audience you're working with, you might have people who are on work computers that are locked into Bing or who have defaulted to Bing.

[00:13:18] **Jenni:** So, yeah, it's still a space that is relevant for some industries and B2B software is one of them. And we do see good conversion rates from Bing paid ads, so in an ideal world probably could be spending a bit more time focusing on the Bing organic world as well. It's just a case of like 80% of my traffic from organic does come from Google. So why would I spend some more time there I guess.

[00:13:44] **Daniel:** I have a question, something you eluded to just now around your, the work you're doing with your paid colleagues and sorry, it does sound like you're unpaid by calling them paid. But I would say that the paid search folk compared to the organic search folks, sorry, in my head, that makes more sense. With regards to the paid search people, how much collaboration is there? Because when pulling back from my perspective, from an analytics perspective, the kind of projects that I get involved are things like SEO cannibalisation tests, and where do we want to kind of bid on top of high ranking keywords to tailor messages compared to how much do we want to cost save, but still maintain a conversion rate. How much kind of happens in isolation between organic and paid, and then is there a point where the two to continue growing and performing they have to meet in the middle and start using each other for insights.

[00:14:27] **Jenni:** I think there is a point and where I am now at The Access Group, we're reaching that point where in order for us to move forward and see more benefits of growth in a kind of a search-first mentality, as well as the journey that we're going on as a marketing team at the moment. We have to be bringing together our organic and paid media teams, basically we're aiming for SERPs domination. We want to be all over that SERP from top to bottom, and the only way we can do that is with collaboration between the two disciplines. I think there's definitely been, and businesses I've worked in before, the teams kind of talk to each other and share some knowledge, but not a whole lot of knowledge and I've never seen it really working properly, collaboratively. I think, yeah, it is important for people in paid and organic spaces to be working together more. I don't see it happening very much at the moment in many businesses that I've worked in, but I think there's definitely a point where in order to move forward, holistically and consistently it makes sense for them to come together and work together a bit more.

[00:15:33] **Dara:** And what about even beyond just the SERPs, but what about other channels? Do you spend much time looking at the kind of interaction between other channels? So whether organic is picking up traffic that was previously driven to the site from say social or email or vice versa. So looking at where SEO fits in the overall conversion journey.

[00:15:55] **Jenni:** Yeah I mean, when we're doing our monthly roundups, I do look at the overall channel mix and organic is generally the biggest driver than paid, and all the direct traffic actually, which I dunno if that's just a, that's just an us thing, but yeah, a lot of direct traffic, and it would be really hard to find a correlation or a meaningful correlation between one channel dropping and another channel seeing an increase, especially between social, for example, or referrals. It would be quite hard to see a correlation that is actually caused by something.

[00:16:32] **Daniel:** So I want to change directions slightly, Jenni. And can I ask because it was a big thing in the analytics world as well last year, time doesn't exist anymore. So it could have been two, three years ago. So apologies if I'm getting the timings wrong, but when Core Web Vitals were introduced it became a huge thing when talking with our clients and with people I'm working with around, we need to track this, we need to track Core Web Vitals because it's impactful on SEO. And I know from an outsider's perspective, I knew that there was changes going on and core web vitals were important and Google were changing the way they're thinking about things, especially measurement from an SEO perspective, but maybe if you can help us kind of figure out or define what those Core Web Vitals are, but then also thinking about how have they changed, I suppose, the SEO, how have they changed your work in terms of what you're focusing on or have they at all, or is it just some noise and distraction and some buzzwords that we've got distracted by that maybe didn't have as big impact as maybe one thought.

[00:17:22] **Jenni:** Yeah so that was a really big one. We actually did quite a lot of development work in the run-up to Core Web Vitals going live. So we would give them the heads up it was going to go live I think it was either April or May, and then it got put back just as we were coming to the end of our development sprints. So we were prepared, we were like super prepared though, when it got put back to the summer. But yeah, the main crux of it was down to, again, creating good user experiences. This is Google looking for reasons to serve your content because it's good quality and it's not just good quality content, it's a good quality experience and looking at those metrics that help support that, their way of thinking how that is measured.

[00:18:02] **Jenni:** To be honest, since those algorithms have rolled out and there's been so many more algorithm updates since then as well. We've not seen that much of a big difference, it could just be in a site that I look after. And again, we've not seen that much of a difference, but in terms of how it's changed, how we approach SEO, is definitely with more of a kind of a holistic experience approach. So it's not just about the content that we're creating and making sure it's got keywords in. It's about making sure that the development, the foundational structure of the site is there to support a good experience. So how's the site speed, we brought in stuff like lazy loading noting for the images, because one of the measurements was around how the site changes as it's loading and what that experience looks like on different devices. So, yeah, there are a few things that we brought in that are useful to be thinking about as a holistic experience, which is good for my job because that's my remit covers SEO, and user experience, so helpful for me.

[00:19:05] **Dara:** So are you measuring those? You mentioned site speed as an example, and I never found the site speed tracking in GA (Google Analytics) particularly useful, and I would always tell people to use a dedicated site speed tracking solution. Do you find that rather than trying to kind of shoehorn tracking into GA (Google Analytics) for some of these SEO metrics or measures of how well prepared the content and the site is and how fast it is, do you tend to track those elsewhere and then just look at the kind of outcome of that traffic when it hits GA (Google Analytics)?

[00:19:37] **Jenni:** Yeah, so we use a tool called Silktide which helps us with our like QA overall user experience kind of measures, and it gives us some scores, including sitespeed, content, like how it's written, like quality measures. There's some site speed metrics in there around like how long a page takes to load, how the mobile experience is, those types of things. So I use that one to give us an idea and actually pinpoint particular pages that are having speed issues. So it could be that there's a massive image on a page, so I find that tool quite useful. And I could probably get similar information from GA (Google Analytics) but I tend not to use it for that, if I'm honest.

[00:20:19] **Jenni:** Yeah and there's some other tools that our IT team help us with as well to measure speed, especially since we're serving a site in Australia, Singapore, and Malaysia. Site speed in those regions, because it's hosted in the UK, it's really important that it's served fast there for a good experience. We actually brought in a CDN to serve the site from which increased speed quite a bit because the site is cached every three hours, so that's really helpful. Much faster.

[00:20:46] **Daniel:** So Jenni, we've talked about a lot of tools, Google Analytics, Search Console, SEMrush all the other ones that we've mentioned, but when it comes to setting KPIs and targets, where does a KPI sit within SEO? What are you looking to as an SEO, as a team, as a business. What are those KPIs that you work towards? What's the most important out of all these tools put together?

[00:21:04] **Jenni:** Well, the most important KPI when I'm talking to my CMO and my director is how many form fills have we got from a particular channel from a rolled up view, whatever that is. So yeah, when it comes down to what it is that I'm measuring, it's always going to come down to the amount of leads that I'm bringing in. So that's the core KPI that the business really care about. The other kind of operational KPIs that give us an idea of how we're performing, not just from a lead perspective, but the other bits is organic traffic and impressions and clicks and ranking and how much space we're taking up in the SERP. So those are the types of other metrics, they're important, and they all roll up into the end product, which is the lead. The most important metric, we tend to get that at a channel level from GA (Google Analytics) which is then plugged into our other reporting dashboards within the business. But yeah, if it was going to come down to one metric, it would be form fill from GA (Google Analytics).

[00:22:02] **Daniel:** Awesome, So that's ultimately it's conversions on the website from a B2B or B2C perspective, it's the kind of online action that you want to happen from all of the effort upstream, up funnel. Just how much is it trickling down into that end point.

[00:22:14] **Dara:** Going back to tools then again for a second. So you mentioned that you're getting that channel data from GA (Google Analytics), so the bit of news Dan mentioned at the beginning about Google Analytics 3 or a Universal Analytics to give it its proper name, being sunsetted in a year and the real push now towards GA4. So we have lots of thoughts about this because analytics is what we do day in, day out, but I'd be really interested to get your perspective as somebody who's involved more broadly, who's working around kind of user acquisition and then user experience as well. So what are your thoughts on the fact that one of those tools that you use, one of a number of tools is completely changing, and what's your experience of GA4 so far, if any, maybe some of your worries about what it might change for you in terms of how you're measuring those KPIs by this shift towards GA4.

[00:23:03] **Jenni:** Yeah, so I've actually thought about this quite a lot, so I'm glad that you've asked me this question, especially since I listened to your podcast on GA4. It gave me lots of food for thought, because we haven't moved on to GA4 yet. We're still on Universal Analytics, and after listening to your podcast, I went and talked to our head of digital performance and was like, we need to move on to GA4, because I could kind of see it coming down the track. Of course, they're going to discontinue it at some point, and it was really interesting to listen to you chat about that and it gave me some insight into it that I haven't really had in terms of how it's using sample data.

[00:23:40] **Jenni:** So for me and my stakeholders, what I need to get my head around and how I communicate this with my CMO is how the session data and the user data that we currently have is going to change because it's going to be taken from samples rather than explicitly whatever it is now. So I'm kind of thinking from my perspective, I'm going to need to run the two side-by-side and see what the difference is, if there is a difference because it could change. We're a very data driven business and the whole business is like that. We're very into our metrics and measurement and on a daily basis, it's not even always a monthly roll up, it is often a daily basis, we're in the numbers, we're looking at our leads, so it will be a different way of measuring all of these metrics.

[00:24:28] **Jenni:** I'm thinking I need to run the two side-by-side in parallel for a bit and understand how it's actually going to change our worldview and how I manage that with my stakeholders, if our numbers are different. So that's kind of where I'm at with GA4, I know that I need to move and migrate onto it, it's just a case of how and when, and who's going to help me.

[00:24:50] **Daniel:** Jenni you're not alone. I think this is the question and the process a lot of people are going through right now. The reality of the announcement from Google last week was that we have six weeks [Dan’s mistake, it’s 3.5 months]. There's a six week window to get Google Analytics 4 implemented to then get year or year data before the cutoff point next year. And we think July next year is a long way away, and if you need year on year data within the platform, that gives us six weeks, which really isn't a lot of time. So trust me, you're not alone, everyone is doing the exact same thing, which is thinking about, wow, we need to get on this. We should be doing this, but if anything, it's just kicking it up a gear and as you said it's like in hindsight is kind of sending obvious. Why would they keep two things running in parallel? Of course they'll just transition to the new one because it's better for them in somehow some way. But yeah, you're definitely not alone with the position that Google has put everyone in right now.

[00:25:37] **Dara:** Jenni, I think just to reiterate a little bit of what Dan said, I think you're definitely not alone. And I think Google have lit a fire under everybody now to get it in place so there's time to get that year on your data. But again, that's something we're probably going to talk more about on future episodes of The Measure Pod. But I think that draws us to a nice natural conclusion of our topic for this week. But just before we let you off the hook, Jenni, this is the bit where we ask people what they do outside of work and put them on the spot a little bit to show that they're more interesting than me and Dan are, because ours are always pretty predictable I think. So what have you been doing lately outside of work to wind down?

[00:26:12] **Jenni:** It's been a bit of a mix of going to my new favourite place for a little walk which is Sherwood Pines because I'm in Nottinghamshire and it's just nice to be in the forest for a bit. But to be honest, the majority of my time, I actually spend in front of another screen or sometimes two or three at a time. I really enjoy playing Sims 4. It's just really sad, and also Animal Crossing. It's just like a little bit of an escape. Yeah and then lots of just rubbish TV yeah, I'm not that interesting to be honest.

[00:26:45] **Daniel:** Jenni, you have to ask Dara what he thinks Animal Crossing and Sims 4 is.

[00:26:49] **Dara:** I've heard of Sims. Basically Dan's trying to drop me in it because I'm of all the people we've had on The Measure Pod and everybody at Measurelab, everybody seems to be a gamer. And I'm the only person who never knows what anybody is talking about. I do know Sims, I've heard of that, Animal Crossing, no idea. I do know Sims, you control people and there's a little kind of world, virtual world almost right, and you can get them to live their lives and is that vaguely right?

[00:27:14] **Jenni:** Pretty much that, yeah. But I like designing the houses.

[00:27:17] **Daniel:** Oh, so it's more of like a creative interior, because that was my favourite bit of it. And then you have to get them jobs and earn money and stuff. I always use the money cheat, and then just build the best thing in the world.

[00:27:26] **Jenni:** That's basically what I do, and then I've got so many expansion packs. I've just got all the interior design stuff and I have like witches and wizards and vampires and ghosts and yeah, it's just like a nice little world to get lost in.

[00:27:39] **Daniel:** Amazing.

[00:27:40] **Dara:** What about you, Dan? What have you been up to?

[00:27:42] **Daniel:** Well, I'm going to buck the trend and not be as predictable or boring, but I have exchanged on my house. So I got the keys last week and I've moved in. So finally, after nine months I have bought a house and moved in, so definitely a sigh of relief and exhale over the last nine months.

[00:27:59] **Dara:** Just so people don't think I'm really rude and I don't respond, even though we have talked about that in real life, I'm going to say congratulations on here as well. Just so I don't leave you hanging on that, but obviously that's really good news. And also, yeah as you say means that you've been doing something a bit different, so you leave it to me to say that I've just been watching Netflix. We just finished watching, well, we watched it all pretty much in a week, The Night Manager, which is really, really good and it's only six episodes so it meant it wasn't like a huge commitment, but it's got Tom Hiddleston and Hugh Laurie in it and Olivia Coleman, all three of which are brilliant in not just in that but I think pretty much in everything. So we rattled through all six episodes, and finished the last one yesterday, so I really enjoyed that. So I would recommend that to anyone who hasn't seen it.

[00:28:43] **Dara:** Okay, so just before we wrap up Jenni, where can people find out more about you? Connect with you, assuming you would want them to.

[00:28:51] **Jenni:** It's mainly [LinkedIn](https://www.linkedin.com/in/jennistacey/) to be honest, that's where I am contactable, Jenni Stacey, you'll find me. Yeah that's pretty much it.

[00:28:59] **Dara:** Great, and what about you, Dan?

[00:29:00] **Daniel:** So yeah same, LinkedIn search, my name, Daniel Perry-Reed and also my blog, [dananalytics.co.uk](https://danalytics.co.uk/?utm_medium=podcast&utm_source=the_measure_pod&utm_campaign=32).

[00:29:06] **Dara:** Dananalytics, that will never get old, not just yet anyway. Well I don't have my own website, well, apart from Measurelab, but same for me, [LinkedIn](https://www.linkedin.com/in/danielperryreed/) really is the main place to find me and connect with me if you want. So that's it from us for this week. As always, you can find out more about us, or you can even listen to our previous episodes in our archive over at [measurelab.co.uk/podcast](https://www.measurelab.co.uk/podcast/?utm_medium=podcast&utm_source=transcript&utm_campaign=32), or you can connect with me or Dan on LinkedIn and reach out to us if you want to suggest a topic, or even if you want to come on The Measure Pod and discuss your topic of choice with us. Our new theme music that we mentioned last week is from [Confidential](https://open.spotify.com/artist/4erl5USs7RuiUU4QeiEQFO?si=xyGxD84PQHO78TKlvmZKLw) and we've got links to their Spotify and Instagram in our show notes. So we mentioned a couple of weeks ago, we were going to take a break, but we've had so much to talk about that, that didn't quite go to plan. So we are now going to take a short break, but we'll be back with you soon. So I've been Dara, joined as always by Dan, but also this time by Jenni. So it's a bye from me.

[00:30:05] **Daniel:** And bye from me.

[00:30:06] **Jenni:** And bye from me.

[00:30:07] **Dara:** See you next time.