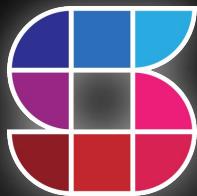


HELP ME HELP YOU

The Art Of Solving Problems



@SimoAhava from @Team_Simmer at Friends of Search



2 x Founder / Partner

Simmer, 8-bit-sheep

Blogger

simoahava.com, teamsimmer.com

Community no-lifer

<https://join.measure.chat/>

Twitter

<https://www.twitter.com/SimoAhava>

Mastodon

<https://masto.measure.chat/@SimoAhava>

My core beliefs

Belief #1

By helping others, you can **help yourself.**

Belief #2

A community is strongest when it's
effortless to ask for and to offer help.

Belief #3

For a community to thrive, its constituents
need to **want it to thrive.**

1. Asking for help is a skill
2. Helping others is a skill
3. If you can help, you should help
4. Respect the “boring” questions
5. Knowledge sharing as a reflex

#1 – There are no wrong questions

(but there are better ways to ask)



Jack Jackson

I'm seeing an abnormal amount
of (not set) traffic, please help!



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

- What dimension shows (not set)?
- In what timeframe?
- Compared to what?
- Across all devices?
- Across all geographic locations?



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

- What dimension shows (not set)?
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and most crucially...



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

- What dimension shows (not set)?
- In what timeframe?
- Compared to what?
- Across all devices?
- Across all geographic locations?

and most crucially...

Please share **what you have already tried** / researched.



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

Useful

Not always useful

Screenshots

Repro steps

Details (but not necessarily a wall of text)

What has already been attempted

Patience



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

Useful

Screenshots

Repro steps

Details (but not necessarily a wall of text)

What has already been attempted

Patience

Not always useful

Cross-posting

Asking for help as a first measure

Asking in the wrong place

Constant "bumping"

Limited permissions to share / add details

#2 – Helping others is a skill

The I-did-not-read-the-question-or-the-thread answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!

Most of the traffic is from the Safari desktop browser.



Simo Ahava

Which browser is the (not set) traffic from?

The rude-for-personal-clout answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

Surely you know there are different reasons for (not set)??

Umm, you do know this is common?

The you-probably-meant-to-ask-this answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

Why are you using Google Analytics? There are so many better options out there.

The chatgpt-splaining answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

(not set) is a common way for analytics platforms to denote hits that are lacking values for certain signals or dimensions.

The link-with-no-context answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

<https://www.some-resource.com/with-perhaps-a-related-answer/>

The self-promotion answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

You can try a free plan of our platform – it will help you sort out the (not set) traffic in no time!

The let's-make-sure-no-one-else-benefits answer



Jack Jackson

I'm seeing an abnormal amount of (not set) traffic, please help!



Simo Ahava

I've sent you a DM! We can continue this discussion in private, if you wish.

When helping out with a question / problem...

Choose **encouragement** over **derision**...

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Choose **encouragement** over **derision**...

Choose **matter-of-fact** over **literary embellishment**...

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Solve **the problem at hand**, don't try to **fix the underlying issues**...

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Choose **encouragement** over **derision**...

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Don't take a **public question** to a **private chat** (or vice versa) unless absolutely necessary...

Don't **assume**, instead **ask for clarification**...

Solve **the problem at hand**, don't try to **fix the underlying issues**...

Solve **for the community**, not just **for the individual asking the question**...

#3 – If you can help, do help

What if I'm not **expert enough** to answer this question?

What if I'm not **expert enough** to answer this question?

What if I get the answer **wrong**?

What if I'm not **expert enough** to answer this question?

What if I get the answer **wrong**?

What if I **cause damages** to the person asking the question?

What if I'm not **expert enough** to answer this question?

What if I get the answer **wrong**?

What if I **cause damages** to the person asking the question?

What if I **step on someone else's toes** when answering this question?

What if I'm not **expert enough** to answer this question?

What if I get the answer **wrong**?

What if I **cause damages** to the person asking the question?

What if I **step on someone else's toes** when answering this question?

What if I misunderstood the question and end up looking **like a fool**?

What if I'm not **expert enough** to answer this question?

What if I get the answer **wrong**?

What if I **cause damages** to the person asking the question?

What if I **step on someone else's toes** when answering this question?

What if I misunderstood the question and end up looking **like a fool**?

What if there's an **unspoken rule** (that I don't know about) and I'm not allowed to answer this question?

Stop it

Stop it

If you can help, do help.

If this is not appreciated, you are in the wrong community.

#4 – Power of the “mundane”



2014 – Answering a question
about bounce rate



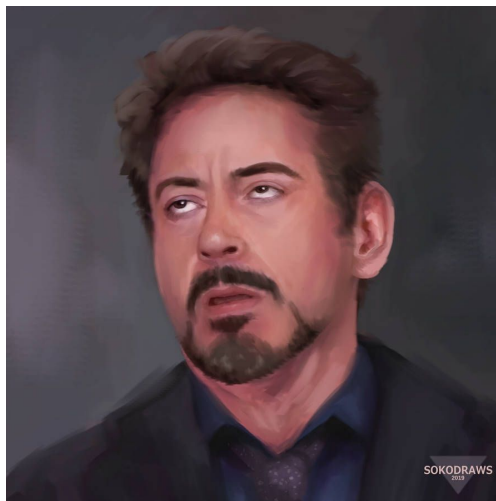
2014 – Answering a question about bounce rate



2017 – Answering the 1000th question about bounce rate



2014 – Answering a question about bounce rate



2017 – Answering the 1000th question about bounce rate



2023 – Hearing a question about bounce rate for the 10000th time



2014 – Answering a question about bounce rate



2017 – Answering the 1000th question about bounce rate



2023 – Hearing a question about bounce rate for the 10000th time

Baseline progression



2014 – Answering a question about bounce rate



2017 – Answering the 1000th question about bounce rate



2023 – Hearing a question about bounce rate for the 10000th time

Chase the **shiny objects** – that helps you stay motivated.

Embrace the **mundane** – that helps you keep your edge sharp.

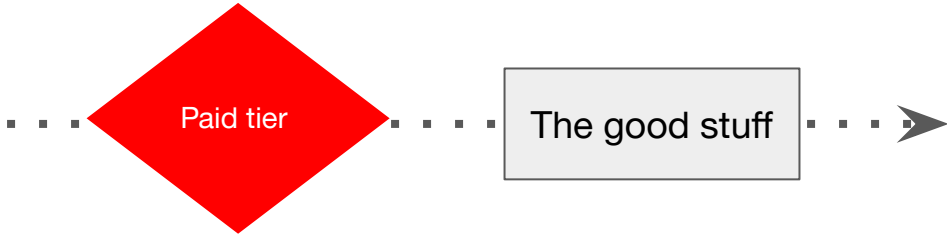
#5 – Turn knowledge sharing into a reflex



Total inaction

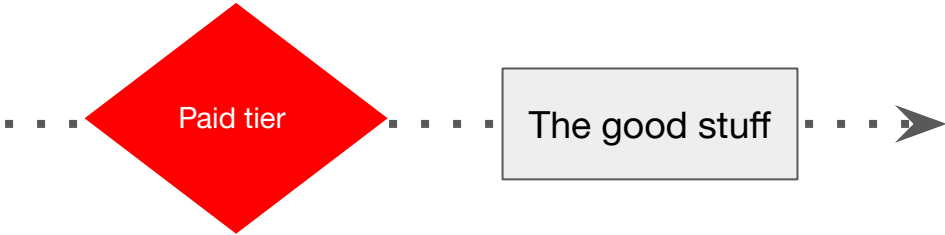


Total inaction





Total inaction





I have a great idea... **SHARE**

Ooh, finally solved it... **SHARE**

This would make a great case
study... **SHARE**

If you think of something cool, share it. Twitter is a great medium for this.



Krista Seiden
@kristaseiden

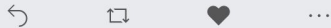
Free users of Google Analytics have just over 6 months to migrate their setup before Universal Analytics is deprecated on July 1, 2023.

Have you made the move yet?

If not, no worries! I'll show you 3 quick and easy ways to get setup today 🙌

8:55pm · 20 Dec 2022 · Twitter Web App

5 Replies 28 Retweets 136 Likes



Reply to @kristaseiden



Charles Farina
@CharlesFarina

If you thought the GA4 Exam was too easy, I've created a short advanced version for you to try.

docs.google.com/forms/d/e/1FAI...

Google Analytics 4 - Advanced Exam

[Sign in to Google](#) to save your progress. [Learn more](#)

* Required

Question 9

You have autotagging enabled in Google Ads and also append utm parameters to your urls. * 1 point

What is the final value recorded in GA4 for this url: www.fredpike.com?gclid=1234&utm_source=GoogleIsAwesome

- campaign source = GoogleIsAwesome (manual tag wins)
- campaign source = google (autotagging wins)
- campaign source = (not set)
- campaign source = undefined (utm_medium and utm_source are required)



Lily Ray 🙄
@lilyraynyc

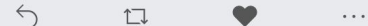
People often ask me if authors should list their bio on the article itself or on its own dedicated page.

I used to say "either is fine" but lately I'm leaning much more toward "an author should have their own page."

Why: 📖

12:30am · 25 Jan 2023 · Twitter Web App

9 Replies 19 Retweets 95 Likes



Reply to @lilyraynyc

By respecting yourself
By trusting your partner
By helping your team
By inspiring your community

Can you best **protect the values** of your
society and build towards a **better future.**

Слава Україні!

Come Back Alive foundation

<https://bit.ly/come-back-alive>

Charity foundation of Serhiy Prytula

<https://prytulafoundation.org/en>

UNICEF Ukraine

<https://www.unicef.org/ukraine/en>

UNHCR

<https://bit.ly/unhcr-ua>

Героям слава!

log(`Thank you, \${yourName}`)