



Analyze that site!



Is Your Website Working?

- How do you know if your site is working for you?
- How can you evaluate its effectiveness?
- What can/should you do to improve your site's effectiveness?



What exactly are Google Analytics?

- Google Analytics is a free service provided by Google that allows you to view and interact with detailed information about the visitors to your website. In basic terms this information allows you to see who is visiting your website, how they are getting there and most importantly, what they are doing once they are on your website.





Why are Google Analytics important?

- Being able to access relevant data about your website visitors is important because it will allow you to address a range of marketing issues, relating both to your website and your business as a whole.
- You will be able to track online and offline marketing campaigns, understand what customers and prospective customers are looking for and pinpoint areas of your website that need improvement.
- Understanding relevant analytics about your website visitors will allow you to make your website work harder for you, increase your ROI, generate more sales leads and allow you to better allocate resources.





Google Analyze and Act!

- Access to visitors statistics is one thing, but the true value of analytics come in the form of analysis and action. Improvements to your website should come out of a defined process and a decision based on information and knowledge. Analytics allows you to make those decisions and then measure the results.





Getting Started

1. Create an Account...
2. Embed the code...
3. Start analyzing...





Create an account

- Google requires that you create an analytics account. This account can have multiple sub members but must have one primary member.
 - This account must be a Google (Gmail account for new members)
 - If you have an existing Gmail or Google account for Ad Words or mail, etc – use that one. Its best to have a central repository for site related activities





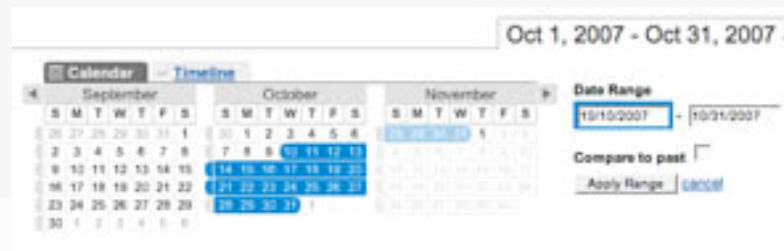
Embed the Code

1. If you have a Content Management System, ask your developer or IT group if they have a widget or other utility that will allow the code to be embedded so that all of your pages contain the tracking tools.
2. If you have a static site you can get the embed code directly from your analytics account and simply cut and paste that code into the `</body>` tag at the bottom of every page.



Start Analyzing

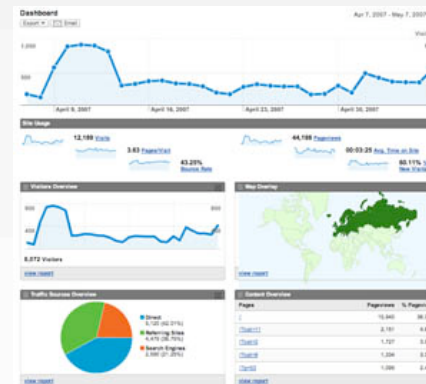
- The moment you set up your account and insert Google's JavaScript into your pages, Google Analytics has great charts and data sorting tools that will give you an overview of your site's performance, if you know how to read them.





Start with the Dashboard

- A dashboard is available with your stats analysis and that dashboard brings all of your most important site stats into a single user interface. All of the goodies available at a glance. This dashboard can be modified on the fly as your site grows.





Understand the Dashboard

- **Visits** - tell you how many visits there were to your page. A visit is defined as a page view when that user has viewed no other page on your site in the past half hour.
- **Pageviews** tell you how many times the pages on your site have been viewed.
- **Pages/visit** tells how many pages, on average, users view when they come to your site.
- **Bounce Rate** tells what percentage of users left after viewing only one page on your site.
- **Avg. Time on Site** shows how long each user spent on your site.
- **New Visits** shows what percentage of your users have not visited your site before.





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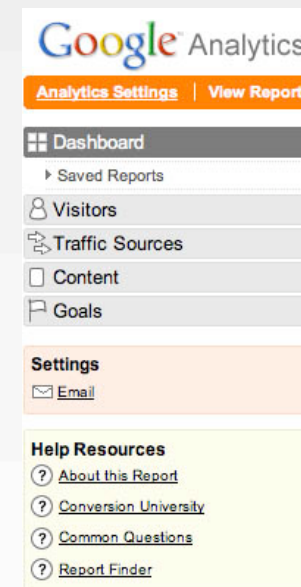
- **The Visitors Overview** graph shows how many visitors have come to your site. This number is usually lower than the Visits statistic, sometimes a lot lower, because some visitors may visit your site over and over.
- **Map Overlay** displays what countries your visitors are coming from. The darker the green, the more visitors come from that country. Bounce Rate tells what percentage of users left after viewing only one page on your site.
- **Traffic Sources Overview** shows which percentage of users are getting to your site by typing your URL directly into their browser, and via search engines, referring sites, and other avenues such as emailed links.
- **Content Overview** specifies the top five most viewed pages over the time period you're looking at. Click on the name of any page to get extremely detailed information about where the people viewing that page came from, how long they spent on the page, how many of them were new to the page, and a lot more.





See How Your Site Is Performing Daily and Hourly

1. In the Google analytics left menu, click on the word **Visitors**.
2. To the left beneath the main chart, you'll see a number of different statistical breakouts.
3. Click on any of the words to get a bar-chart breakout of the daily performance for that aspect of site traffic measurement.
4. If you want to learn hour-by-hour trends, click on the word Hourly above the bar chart to see an hour by hour graph for the time period at hand.
5. To compare two different time periods, click on the dates above the line graph. Select the first set of dates you want to work with, check the Compare to Past box, click on the second set of dates, and click the Apply Range button.





See Where Your Traffic Comes From

- In the lower right-hand corner of the Dashboard you'll find your site's top 5 most-accessed pages. Click on any of these.
- Below the chart on the right hand side, you will see a heading labeled **Landing Page Optimization**. Click on the link beneath it labeled Entrance Sources.
- Beneath the chart, you'll see a table. This table lists all the places your users came from to visit your site.
- In the first column to the right of the source name is the number of **pageviews** your page received from that source.
- The next column tells how many of those were **unique pageviews** - someone coming to your page who had not been to that page before in the time frame you're reviewing.
- **Time on Page** tells you how much time, on average, users from that particular source spent on the page in question.
- **Bounce Rate** shows how many people from that specific source left your site after looking at that page, without viewing another page.
- **% Exit** shows how many people from that specific source went to another site from that page. (This number may be lower than the Bounce Rate number; if they close the window or shut down their browser, it is not considered exiting.)





Conclusion

- Although it involves a few technical steps that may be hard to learn at first, using Google Analytics is something that gets much easier as time goes by and you get a better feel for the exact kind of data you need. And since it's an application from Google, you can be certain that new and useful features will be coming around often.
- **Get Trained!** – The analytics process is not a “riding your bike” concept. Once you learn it, you may forget if you do not continually use the tools and keep your skill sharp. Consider some advanced training to make sure you are getting the best results from your analytic tools.





Valuable Resources

- **Setting up your account -** <http://www.googlelytics.net/google-analytics/setting-up-google-analytics/>
- **Official Analytics Blogspot -** <http://analytics.blogspot.com/>
- **Understanding and Interpreting your Google Analytic data (a video series) -** http://www.youtube.com/view_play_list?p=7A545E796C2CFA72
- **Get Trained -** <http://www.roirevolution.com/google-analytics/google-analytics-support-plans.htm>
- This presentation is available for download at: <http://new.golamac.com/Google>

