Google Analytics

why you need it

problem
- hits are meaningless
- you don"t know what you don"t know
- before you change it - measure it

solution
- need some sort of analytics
- GA just gives reports, need to understand them, and some more text to test line wrapping with nodebox, just a few more characters to make this even longer
- then, need to take action

benefits
- it"s free!
- see where visitors leave your site - so you know what to improve
- see which pages are the most popular - so you know what to create more of

for webmasters
- see browser versions
- resolutions
- connection speeds
- flash & java % used

benefits if you use AdWords
- know which keyword makes most sales
- track ROI of each group or keyword
- compare AdWords with other marketing

how to set up GA

sign up
- note to AdWords account holders
- your tracking code
- make sure code is installed
- sit back & wait

a quick tour of GA

settings
- adding more sites
- adding more users
- filters

the main screen
- dashboards
- all reports
- date range
- main report info
- useful help

common questions

glossary

exercise
- set up your Google Analytics account
- install your code (hint: outsource!)
- wait for stats to come through - about a week
- looking at your first reports
- write the numbers down
- share the numbers with your staff/partner
- think of 3 changes to make to your site
- implement! it"s all useless until you make *** changes GA just gives reports, need to understand them, and some more text to test line wrapping with nodebox, just a few more characters to make this even longer

filters
- exclude or include data from various places
- e.g. exclude all traffic from your company

goals & funnels
- introduction
- setting up a simple goal
- setting up a defined funnel
- using date range

most useful reports

introduction

marketing optimization
- unique visitor tracking
  - daily visitors
  - visitor loyalty
- view segment performance
  - new vs returning
  - referreing sourcee
  - geo location
- marketing campaign results
- search engine marketing

content optimization
- ad version testing
- content performance
  - top content
  - depth of visit
  - length of visit
- navigational analysis
  - entrance bounce rates
  - site overlay
- goals & funnel process
- web design parameters
  - screen resolutions
  - connection speed