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