

# 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

### sign up

- note to AdWords account holders

## how to set up GA

- 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
  - referring source
  - geo location
- marketing campaign results
- search engine marketing
- ad version testing

### content optimization

- 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