

# 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

## 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
- 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

## 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