Google Analytics Quick Start Guide

Why You Need It

- The problem
  - "hits" = meaningless
  - Basic programs e.g. Webalizer / AWstats lack power
  - You can't improve what you don't measure
- The solution
  - Know how users are interacting with your website
  - Know what's working - do more of it
  - Know what's not working - stop doing it
- It's powerful and FREE
- Some other systems also good (eg Clicktracks, Urchin) but cost $$$

Basic Setup

1. Create an account at www.google.com/analytics
2. Add website profile
3. Insert Google Analytics tracking code in HTML of ALL pages
4. Setup 1 or more "goals"

Setup Goals

- Goal = An Important Action, e.g.
  - opt-in
  - enquiry
  - sale
- To Setup
  1. Click "Analytics Settings"
  2. Click "Edit"
  3. Add "Goal URL" and "Goal Name"
  4. Other settings are optional

Most Useful Reports

- Visitors
  - Total visits
  - New vs returning
  - Time on site
  - Browsers / screen resolution
- Traffic Sources - total
  - Direct (URL typeins)
  - Referral (from other websites)
  - Paid search e.g. Adwords
  - Organic (e.g. SEO)
  - Tagged Campaigns
- Content
  - Top content
  - Top landing pages
  - Top exit pages

Advanced

- Internal site search
- e-commerce reports
- Advanced goal tracking
- Advanced keyword tracking for Adwords - saves $$$
- Advanced segmenting
- Filters
  - e.g. disregard internal traffic
  - e.g. geographical segments
- Multiple profiles for the same website
- Google URL Builder (track anything)

Other Analytics Tools

- Google Adwords Conversion Tracking
- CrazyEgg.com
  - Create user "heatmaps"

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