



SEO Blog Magnity Web ROI Analytics
Networking Pay-Per-Click Internet
PPC Site-Seeker, Inc. Strategy
B2B Media Search Engine Marketing B2C Metrics Linking
Optimization Social Web 2.0 Development Presence

Navigating Google Analytics

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Who We Are:

- Founded in 2003
- Corporate office in New Hartford, NY
 - Satellite offices in Bloomfield CT, Rochester NY & New Jersey
- 20 Employees in Central NY
- Full Service Internet Marketing Firm
 - Search Engine Optimization Services
 - Pay-Per-Click Management Services
 - Social Media Implementation & Management
 - Web Design, Development, Applications & Testing
 - Web Analytic Services

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Web Analytics Is...

the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.

- Wikipedia

"Web analytics is not just a tool for measuring website traffic but can be used as a tool for business research and market research."

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Successful Marketing . . .

Drive ConvertMeasureModify

How do you know where you are going – if you don't know where you have been?

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Google Analytics

- Free
- Vast amount of easy to understand data
- Integration with other Google services
 - Google AdWords
 - Google Site Optimizer
 - Google Webmaster Tools
- Custom automated reporting

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Getting Started With **Google Analytics**

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Key Terms

- **GA** - Google Analytics
- **GATC** - Google Analytics Tracking Code
- **Visits** - The number of people that came into the site or page.
- **Absolute Unique Visitors** - A count that represents the number of unduplicated visits within a given time frame.
- **Pageviews** - The number of pages visited.
- **Average Pageviews** - The average number of pages a typical visitor views while on your website.
- **Time on Site** - The average amount of time a visitor spends on your website.
- **Bounce Rate** - The percentage of single-page visits or visits in which the person left your site from the entrance/landing page.
- **New Visits** - When any page on your site has been accessed for the first time by a web browser.

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Getting Started

- Create a Google Account
 - www.google.com/analytics/sign_up
 - Be sure to use a company specific email address
 - This email address will act as the owner of the analytics account

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Getting Started

- Once you've added your site

What are you tracking?

A single domain (default)
Domain: www.mytestsite.com

One domain with multiple subdomains

Multiple top-level domains

I want to track AdWords campaigns

Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the <body> tag. [Learn more](#)

```
<script type="text/javascript">
var gajsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gajsHost + "google-analytics.com/gajs" type="text/javascr
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-12863915-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

*Please have your website developer or someone who understands HTML insert your GA code.
** GATC must be install on [ALL](#) pages or in an include file!!

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Getting Started

1) "User Manager" allows you to give access to your analytics in view only and administrator status.

2) "Filter Manager" allows you to exclude an IP range from your reports.
- www.whatsmyip.org

Analytics Settings | **View Reports:** [Click to select Website Profile](#)

Common Questions

How do I know that my tracking code is installed correctly?

Why am I not seeing any data in my reports?

I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Recommended for you

AdWords

Your ads can appear when people search Google or visit our network of partner sites. [Learn more](#)

Resources

[Help](#)

Overview > www.mytestsite.com

[All](#) [Starred](#)

Website Profiles								+ Add new profile	
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
http://www.mytestsite.com UA-12863915-1 + Add new profile									
☆ Test Site	View report	⚠	0	00:00:00	0.00%	0	N/A	Edit Delete	

Find profile: Show rows: 10 1 of 1

[Add Website Profile](#)

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

[User Manager](#)

Number of Users: 1 1

[Add or edit Users.](#) [Learn more](#)

[Filter Manager](#)

Number of Filters: 0 2

Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

↑

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Dissecting The Dashboard

1. Navigation
2. Reports
3. Date Range
4. Data

The screenshot shows a dashboard with a left-hand navigation menu (1), a top navigation bar with a date range selector (3), a main dashboard area with a line chart, and a central section with site usage statistics (4) including 39 Visits, 238 Pageviews, 6.10 Pages/Visit, 33.33% Bounce Rate, 00:06:27 Avg. Time on Site, and 58.97% New Visits. Below this are sections for Visitors Overview, Traffic Sources Overview, and Content Overview.

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Navigation

The navigation menu includes: Dashboard, Intelligence Beta, Visitors, Traffic Sources, Content, and Goals.

- **Dashboard**
 - High-level overview of all data
- **Intelligence (New)**
 - Allows you to set alerts based on specific parameters
 - Keeps you informed when you're not logged in
- **Visitors**
 - Collect information about the people coming to your site
- **Traffic Sources**
 - Tells you how people are getting to your site and where they are coming from
- **Content**
 - Shows you what pages people are viewing
 - How long visitors are on a page
- **Goals**
 - Will tell you the number of conversions based on your conversion qualifications

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Navigation - Dashboard

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Navigation – Dashboard

Date Range

- **Date Range** - Adjust the date range to accommodate your needs.
- ***IMPORTANT** - Using the back button may reset your date range.
- **Compare to Past** - Allows you to overlay two different date ranges.

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Navigation - Dashboard

Graph Mode: One Metric Compare Two Metrics Compare to Site

Graph by: Vis Day Week Month

- **Date Range** - Custom view options
- **Compare to Past** - Choose the metrics you would like populated in the graph.

	% Pageviews
Blog	28.87%
Search Engines	18.91%
Direct	12.18%
Blog/Pressrelease	5.46%
Partners/About, Me, Newsletter1,...	5.04%

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Navigation - Dashboard

Dashboard Jan 5, 2010 - Feb 4, 2010

Site Usage

- 39 Visits
- 238 Pageviews
- 6.10 Pages/Visit
- 33.33% Bounce Rate
- 00:06:27 Avg. Time on Site
- 58.97% % New Visits

The basic data at a glance

- Clicking on a metric will provide more detail

Pages	Pageviews	% Pageviews
Blog/About	68	28.87%
Blog	45	18.91%
Partners/About, Me, Newsletter,...	29	12.18%
Blog/Pressrelease	13	5.46%
Partners/About, Me, Newsletter1,...	12	5.04%

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Navigation - Dashboard

The dashboard displays various analytics for the period Jan 5, 2010 - Feb 4, 2010. Key metrics include 39 Visits, 238 Pageviews, 6.10 Pages/Visit, 33.33% Bounce Rate, 00:06:27 Avg. Time on Site, and 58.97% New Visits. A callout box labeled '4' points to the 'Map Overlay' section, which shows a world map with highlighted regions.

“Map Overlay” shows what regions your visitors are coming from.
• Clicking on the map will provide more specific detail

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Navigation - Dashboard

The dashboard displays various analytics for the period Jan 5, 2010 - Feb 4, 2010. Key metrics include 39 Visits, 238 Pageviews, 6.10 Pages/Visit, 33.33% Bounce Rate, 00:06:27 Avg. Time on Site, and 58.97% New Visits. A callout box labeled '5' points to the 'Traffic Sources Overview' section, which shows a pie chart with segments for Direct Traffic and Search Engines.

“Traffic Sources” shows you where your visitors are coming from.
• Clicking on the graph will provide more specific detail.

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Navigation - Dashboard

Dashboard Jan 5, 2010 - Feb 4, 2010

Site Usage

- 39 Visits
- 238 Pageviews
- 6.10 Pages/Visit
- 33.33% Bounce Rate
- 00:06:27 Avg. Time on Site
- 58.97% New Visits

Visitors Overview 27 Visitors

Map Overlay

Traffic Sources Overview

- Direct Traffic: 56.00 (20.44%)
- Search Engines: 1.00 (3.57%)

Pages	Pageviews	% Pageviews
/blog/about	68	28.67%
/blog	45	18.91%
/portfolio/about.html	29	12.18%
/blog/pressroom	13	5.46%
/portfolio/about_me.html?ref=1...	12	5.04%

Content Overview

"Content Overview" shows which pages are receiving the more traffic.
 • Clicking on the map will provide more specific detail

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Navigation - Visitors

Visitors Overview Jan 1, 2010 - Jan 31, 2010

26 people visited this site

38 Visits

26 Absolute Unique Visitors

224 Pageviews

5.89 Average Pageviews

00:06:30 Time on Site

34.21% Bounce Rate

57.89% New Visits

Visitor Segmentation

- Visitors Profile:** languages, network locations, user defined
- Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash
- Map Overlay:** Geolocation visualization
- Try Google Ad Planner:** Understand the demographics and behaviors of your website's visitors.

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Navigation - Visitors

1) Show you all the basics
 • Very similar to the "dashboard"

2) More specific information on the geographic details of your viewers.

3) Helps determine how people are viewing your website.

4) Tells the name of the ISP a person visits from.
 • Can give company information if applicable

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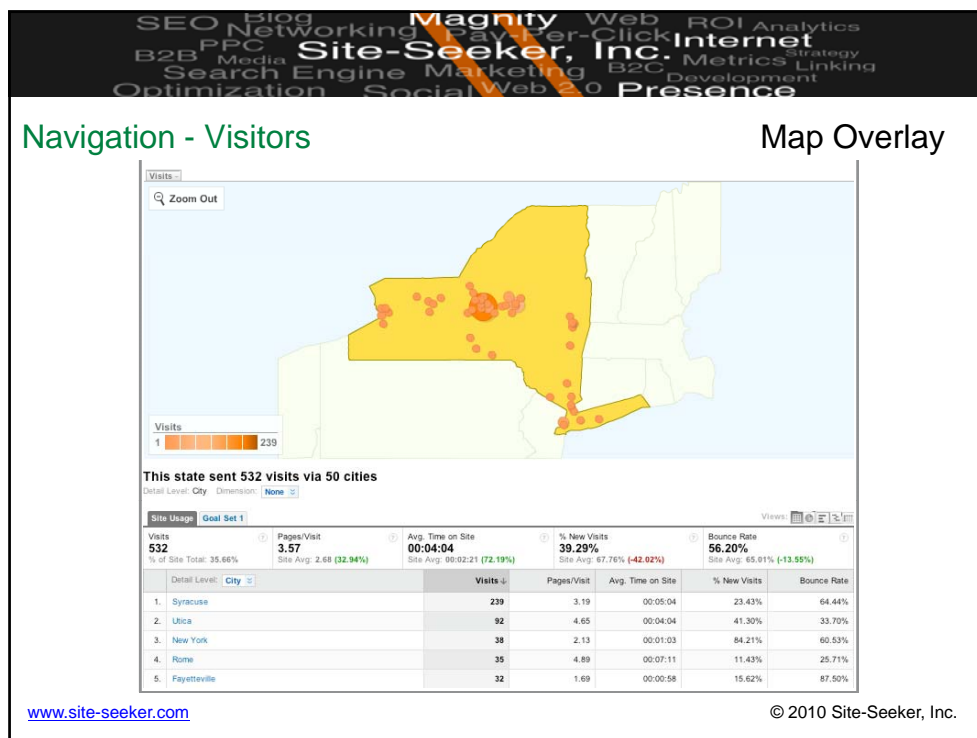
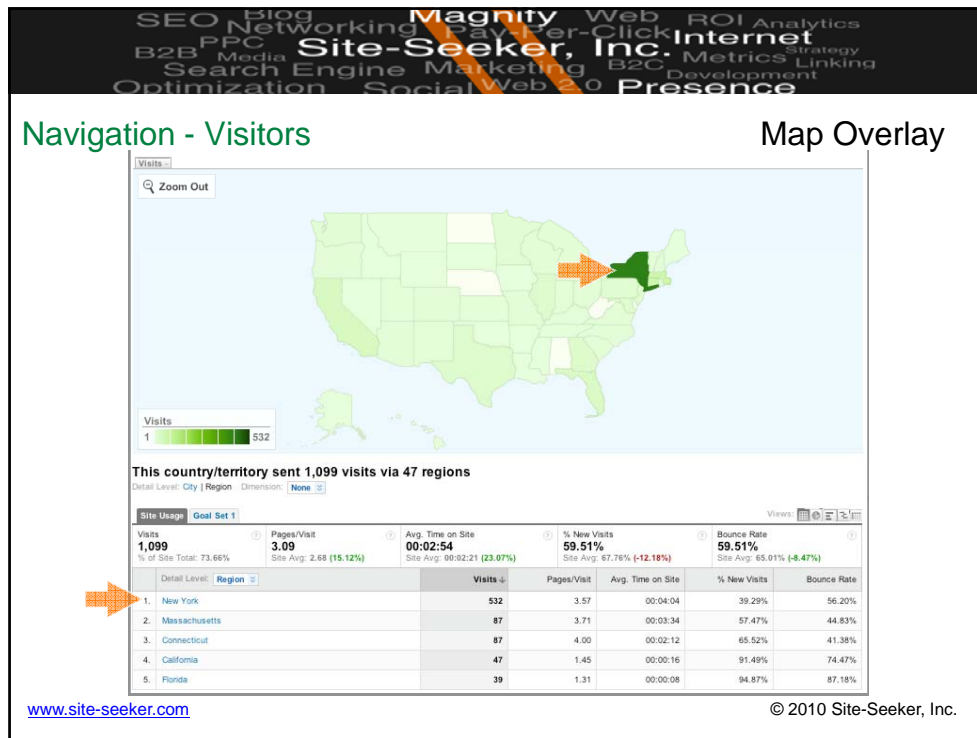
Navigation - Visitors

Map Overlay

1,663 visits came from 69 countries/territories

Detail Level: Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	1,237	3.01	00:03:04	57.64%	59.90%
India	66	1.73	00:01:48	84.85%	66.67%
Singapore	49	1.02	00:00:02	87.76%	97.96%
United Kingdom	47	2.04	00:01:11	93.62%	70.21%
Canada	45	2.09	00:01:05	91.11%	80.00%

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Navigation - Visitors

Service Providers

Site Usage		Goal Set 1		Views					
Visits	72	Pages/Visit	1.68	Avg. Time on Site	00:02:56	% New Visits	48.61%	Bounce Rate	73.61%
% of Site Total:	100.00%	Site Avg:	1.68 (0.00%)	Site Avg:	00:02:56 (0.00%)	Site Avg:	48.61% (0.00%)	Site Avg:	73.61% (0.00%)
Service Provider	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1. american gear manufacturers association		21	1.29	00:00:34	9.52%	90.48%			
2. telstra internet		14	2.71	00:09:20	21.43%	35.71%			
3. general motors corporation		4	1.75	00:00:57	0.00%	75.00%			
4. ash gear corporation-051130022729		2	1.00	00:00:00	0.00%	100.00%			
5. grupo empresarial mexicano en telecomunicacione...		2	2.00	00:01:57	50.00%	50.00%			
6. verizon internet services inc.		2	1.00	00:00:00	100.00%	100.00%			
7. bishop wisecarver		1	1.00	00:00:00	100.00%	100.00%			
8. broadband customers in moscow		1	1.00	00:00:00	100.00%	100.00%			
9. bsdj153 djon bloc 1		1	3.00	00:01:15	100.00%	0.00%			
10. cablevision s.a.		1	1.00	00:00:00	100.00%	100.00%			

Filter Service Provider: containing [] Go Advanced Filter

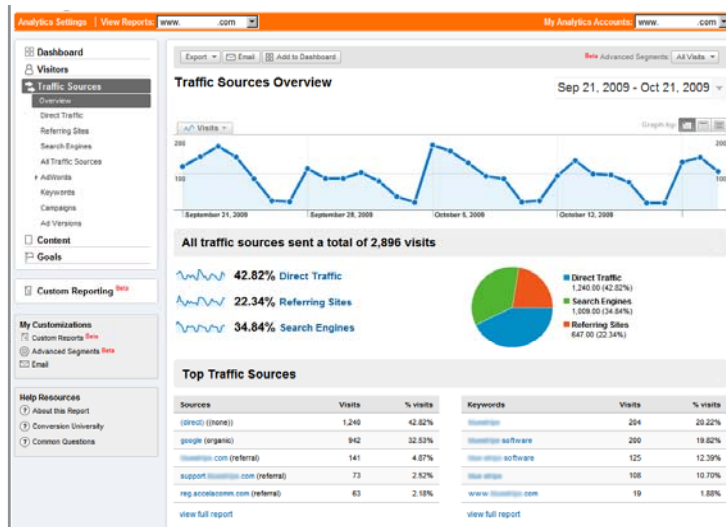
Go to: 1 Show rows: 10 1 - 10 of 33

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Navigation - Traffic Sources



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Navigation - Traffic Sources

1) Show you all the basics
 • Very similar to the "dashboard"

2) Will show you what websites (outside of search engines) people found their way to your website from.

3) A breakdown of search engine traffic.

4) Shows what keywords people used to find your website. (both natural and PPC)

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Navigation - Traffic Sources

Referring Sites

Referring sites sent 278 visits via 73 sources

Site Usage: **Goal Set 1** Views: [Grid] [Table] [List] [Map]

Visits 278 <small>% of Site Total: 18.63%</small>	Pages/Visit 2.53 <small>Site Avg: 2.68 (-5.82%)</small>	Avg. Time on Site 00:01:50 <small>Site Avg: 00:02:21 (-22.01%)</small>	% New Visits 50.72% <small>Site Avg: 67.76% (-25.15%)</small>	Bounce Rate 61.87% <small>Site Avg: 65.01% (-4.83%)</small>
--	--	---	--	--

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. linkedin.com	54	3.41	00:04:16	44.44%	44.44%
2. brizzly.com	31	1.06	> 00:00:00	0.00%	96.77%
3. twitter.com	30	2.27	00:00:31	50.00%	60.00%
4. bit.ly	17	3.65	00:03:02	0.00%	29.41%
5. images.google.com	17	1.24	00:00:02	88.24%	76.47%
6. 74.125.93.132	12	3.25	00:04:26	0.00%	41.67%
7. facebook.com	10	3.00	00:01:30	80.00%	10.00%
8. google.com	6	1.50	00:01:13	50.00%	66.67%
9. crm.brafton.com	5	4.40	00:02:21	20.00%	60.00%
10. syracusechambershow.com	5	1.20	00:00:03	40.00%	80.00%

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Navigation - Traffic Sources

Search Engines

Search sent 741 total visits via 7 sources

Show: total | paid | non-paid

Results may be filtered by search type
• ie: paid, non-paid, or both

Site Usage: Goal Set 1

Visits 741 % of Site Total: 49.66%	Pages/Visit 2.60 Site Avg: 2.68 (-3.04%)	Avg. Time on Site 00:01:40 Site Avg: 00:02:21 (-29.58%)	% New Visits 82.46% Site Avg: 67.76% (21.69%)	Bounce Rate 68.69% Site Avg: 65.01% (5.66%)
--	--	---	---	---

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google	3	1.67	00:01:43	80.78%	69.46%
2. yahoo	3	1.33	00:01:43	87.76%	55.10%
3. bing	1	1.00	00:00:32	100.00%	72.97%
4. aol	3	1.67	00:06:55	100.00%	33.33%
5. ask	3	1.33	00:00:07	100.00%	66.67%
6. search	3	1.00	00:00:00	100.00%	100.00%
7. naver	1	1.00	00:00:00	100.00%	100.00%

Filter Source: containing [] Go Advanced Filter

Go to: 1 Show rows: 10 1 - 7 of 7

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Navigation - Traffic Sources

Keywords

Site Usage: Goal Set 1 Goal Set 2

Visits 16,116 % of Site Total: 64.73%	Pages/Visit 2.41 Site Avg: 2.81 (-14.02%)	Avg. Time on Site 00:02:06 Site Avg: 00:03:08 (-33.26%)	% New Visits 88.29% Site Avg: 83.13% (6.20%)	Bounce Rate 64.14% Site Avg: 57.92% (10.74%)
---	---	---	--	--

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. magnetic drill	190	2.82	00:02:57	82.63%	52.63%
2. core drill	170	2.44	00:01:52	84.12%	51.18%
3. polishing machine	156	2.60	00:02:04	91.67%	51.33%
4. concrete grinder	154	1.30	00:00:48	90.26%	52.74%
5. air movers	150	1.20	00:00:48	90.00%	52.00%
6. core drills	127	1.26	00:00:30	93.33%	56.67%
7. aluminum polisher	115	1.26	00:00:30	93.33%	56.67%
8. magnetic drills	112	2.96	00:03:39	85.71%	49.11%
9. portable concrete mixers	105	1.26	00:00:30	93.33%	56.67%
10. concrete core drill	95	3.18	00:02:16	93.68%	38.95%

Filter Keyword: excluding [] untec Go Advanced Filter

Go to: 1 Show rows: 10 1 - 10 of 6,973

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Navigation - Content

1) Show you all the basics
 • Very similar to the "dashboard"

2) Your most visited pages

3) The last page visitors see before they leave.

4) Takes you to the live site and provides detail on how people navigate the pages.

Page	Views	% Pageviews
/	1,077	26.88%
/careers.cfm	133	3.32%
/contactus.cfm	130	3.25%
/aboutus.cfm	108	2.70%
/briansblog/	107	2.67%

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Navigation - Content

Top Exit Pages

Exit Pages

Exits: **1,492** (100.00% of Site Total)

Pageviews: **3,513** (87.69% of Site Total)

% Exit: **42.47%** (Site Avg: 37.24% (14.03%))

Page	Exits	Pageviews	% Exit
1. /	446	1,077	41.41%
2. /staticdynamic.cfm	86	99	86.87%
3. /briansblog/?p=9	81	86	94.19%
4. /contactus.cfm	48	130	36.92%
5. /competition.cfm	42	51	82.35%
6. /briansblog/	37	107	34.58%
7. /contactus.cfm	31	56	55.36%
8. /	30	81	37.04%
9. /searchengineoptimization.cfm	29	97	29.90%
10. /establishbenchmark.cfm	27	31	87.10%

Filter Page: containing [] Go Advanced Filter

Go to: 1 Show rows: 10 1 - 10 of 184

Ideally you want your contact page to be as high up as possible.



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Navigation - Goals

Important Elements

- Personal definition of a goal
- Clear call to action on site
- Dedicated confirmation page
 - Thank you
 - Download complete
 - Etc...

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Navigation - Goals

Setup

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals**

Goals Overview

What are Goals?
 Goal conversions are the primary metric for measuring how well your site fulfills business objectives. A goal is a website page which a visitor reaches once they have made a purchase or completed another desired action, such as a registration or download.

How can goals help me?
 Once you have set your goals, you'll be able to see conversion rates and the monetary value of the traffic you receive. You can also define a "funnel path" for each goal. A funnel path is the path you want visitors to take to reach a goal. Defining a funnel path allows you to monitor how frequently visitors who begin a conversion process actually complete it.

Examples of goals include:

- "Thank you for registering" pages
- receipts
- flight itinerary confirmations
- "Download completed" page

[Set up goals and funnels](#) [Learn more](#)

• When you first setup a GA program, clicking on "goals" in the navigation will allow you to create new ones.

• If you have already create a goal for this program, you will have to create new ones from the "edit" feature on the "accounts overview" screen.

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Navigation - Goals **Setup**

Goals (set 1): Goal 1

Enter Goal Information

Goal Name:
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position:

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

1) Name your goal

2) Choose the type of goal you would like to create

- "URL Destination" – Use this for "thank you page"
- "Time on Site" & "Pages/Visit"
 • Use these to measure successes of improvements

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Navigation - Goals **Conversion Funnel**

Enter Goal Information

Goal Name:
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position:

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Goal Details

Match Type:

Goal URL:
(e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Case Sensitive: URLs entered above must exactly match the capitalization of visited URLs.

Goal Value: optional

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

VPF ➔ **Yes, create a funnel for this goal**

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Navigation - Goals

Conversion Funnel

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report.

Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

Step	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/"/>	<input type="text" value="Homepage"/>	<input checked="" type="checkbox"/> Required step <small>?</small>
Step 2	<input type="text" value="/seminar.cfm"/>	<input type="text" value="Seminar Downloads Page"/>	
Step 3	<input type="text" value="/contactus.cfm"/>	<input type="text" value="Contact Page"/>	
Step 4	<input type="text" value="/thankyou.cfm"/>	<input type="text" value="Thank you Page"/>	

+ Add Goal Funnel Step

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Navigation - Goals

Conversion Funnel

Step 1

Step 2

Step 3

Conversion

Step	Count	Percentage
User registration started	110	-
proceeded to User registration complete	27	25%
User registration complete	27	-
proceeded to Payment info entered	23	85%
Payment info entered	23	-
proceeded to Event(s) purchased	14	61%
Event(s) purchased	14	12.72% conversion rate

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The Breakdown


- Create a Google Analytics account
- Add tracking code to ALL pages of your website
- Define what a conversion is to you
- Work through the overview page
 - Create user accounts
 - Filters
 - Goals
 - Funnels
- Monitor Data
- Make changes to website as applicable based on GA
- If you feel comfortable, take a stab at “Custom Reporting”

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Thank You!

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To register – <http://bit.ly/Spring11Marketing>

- **Understanding Internet Marketing**
April 8th 9:00 to noon @ CONNSTEP, Rocky Hill
- **Social Media: Before You Begin**
April 21st 9:00 to noon @ CERC, Rocky Hill
- **Blogging – Not a Weekly Term Paper (webinar)**
May 11th – noon
- **LinkedIn v. Facebook**
May 26th 9:00 to noon @CERC, Rocky Hill
- **International SEO (webinar)**
June 1st - noon
- **YouTube – Why? (webinar)**
June 22nd - noon