

- Web Design
- Graphic Design
- Search Engine Marketing, Optimisation & Social Media



Google Analytics – Basics

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Setting Up Analytics



- Visit Google Analytics Homepage - www.google.com/analytics/
- Log in with your existing Google account or set up a new account
- Follow installation steps
- Copy Code
- Add Code to website (header – each page)



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What are you looking at?



- Find the dashboard – Website profiles & click on view reports
- Visual representation of your sites traffic
- Site usage – Key facts on visitors, page views, time on site, bounce rate etc
- Visitor overview – Visits vs. Visitors – How many of your visitors are repeat visitors?
- Map Overlay – Where are your visitors located?
- Traffic Source – Where is your traffic coming from? Do you have a good mix of sources (referrals, direct, search engines)?
- Content Overview – What pages do your visitors look at? Are they viewing the pages you want them too?



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Common 'Good' Tasks



- Visitor Analysis
- Traffic Analysis
- Content analysis

(The various reports and their functionality can be controlled from the sidebar part of the dashboard profile)

- Exporting, emailing standard reports

(Simply select the type of information you would like to share / download and select the appropriate icon from the top menu)



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What should you look for? Part 1



- Growth
- Peaks and dips – E.g. trends such as seasonal, week days only, certain days etc.
- % of new visitors
- Bounce rate
- Time on site & number of pages viewed
- Content – what are your most popular pages
- Is your site found via appropriate keywords and phrases?



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What should you look for? Part 2



- Traffic sources – are you getting a good spread?
- Are the majority of your visitors coming from one source?
- Which of your referral sources is the most successful?
- Is your paid advertising effective?
- What pages do your visitors land on?
- What pages do they normally exit your site from?
- Are they navigating through your site in the way you would like them to?



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Common Problems & Solutions



Problem - Poor number of new visitors

Solutions – Invest in search engine optimisation (SEO) / marketing. Participate, improve or increase your online marketing activities

Problem – High Bounce Rate

Solutions – Conduct a content analysis, ask people for feedback on the design – change where appropriate. Improve meta data and review advertising

Problem – Visitors only finding your site through direct searches

Solutions – SEO, increase and improve online directory submissions, increase paid advertising, increase the number credible back links into your website.



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Armed & Dangerous

Now you have the information what should you do with it?

- Challenge referral sources especially paid for advertising
- Encourage and reward good referral sources
- Confront your website team regarding poor performing areas. Set goals and timeframes for improvements
- Ask for feedback on possible areas of change e.g. site design, navigation, hot buttons, offers etc
- Raise the profile of your site – contribute to online communities spread the word, find reciprocal promotion partners
- Monitor daily, share the information with your ‘experts’
- Make use of the extensive range of online resources and forums available to make analytics work for you.



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Additional Resources



- See my blog for links to other helpful guides and tools
www.cwmarketing.co.uk
- Find & follow me on twitter @surfCWmarketing
- Take advantage of a free web review from Gazelle Design

