**PERFORMANCE & FINAL SUBMISSION PHASE**

**MODEL PERFORMANCE METRICS**

Page Load Time:

Google Analytics offers a built-in metric called "Page Load Time" that tracks the time it takes for pages to load. To enable this, ensure you have the latest version of the Google Analytics tracking code on your website.

Site Speed:

Use the "Site Speed" reports in Google Analytics to analyze various speed-related metrics, such as page load time, server response time, and page rendering speed.

Mobile Performance:

Track metrics related to mobile performance by using "Mobile" reports in Google Analytics. You can monitormobile bounce rates, page views, and conversions.

Traffic Sources:

Monitor the source/medium reports to see how different traffic sources (e.g., organic search, social, referral) impact your website's performance. This can help you understand which channels are driving quality traffic.

Bounce Rate:

Bounce rate measures the percentage of visitors who leave your website after viewing just one page. Monitor this metric in Google Analytics to assess the quality of your landing pages.

Conversion Rate:

Set up goals or e-commerce tracking in Google Analytics to track conversion metrics. Measure the conversion rate, which is the percentage of visitors who complete desired actions (e.g., making a purchase, signing up).

Exit Pages:

Identify the pages from which visitors most commonly exit your website. This can help you pinpoint potential issues on specific pages.

User Engagement:

Analyze metrics like average session duration and pages per session to gauge user engagement with your content.

Event Tracking:

Implement event tracking for specific interactions on your website, such as video views, clicks on certain elements, or downloads. This allows you to assess user engagement with these elements.

Custom Dimensions and Metrics:

Utilize custom dimensions and custom metrics to track website-specific performance indicators that are important to your business, such as user-generated content, membership levels, or user roles.

Site Search:

site search tracking to understand how users interact with your internal search functionality. Track metrics like search usage, search exits, and conversion rates for users who use the search feature.

Landing Page Performance:

Examine landing page performance to determine which pages effectively engage visitors and lead to conversions.

To add Google Analytics and set up these performance metrics:

Sign in to your Google Analytics account.

Create a new property for your website and obtain the tracking code.

Add the tracking code to every page of your website just before the closing </head> tag.

Configure goals, events, and other tracking parameters within Google Analytics to measure the specific performance metrics you're interested in.

Regularly review your Google Analytics reports to assess website performance, identify areas for improvement, and make data-driven decisions to enhance the user experience and achieve your website's goals.

**PROJECT DOCUMENTATION**

As more and more digital content goes online, libraries today are fundamentally different than they were as recently as five years ago. Websites have become an essential component of library service, and designing these websites involves both technical and administrative decision-making. During the past five years, the Rutgers-Newark Law Library (RNLL) has used different methods to figure out exactly what our visitors are looking for on our website. Recently, we used Google Analytics to track our visitors' behaviors, and pinpointed the motivations behind their information-seeking. The visually enhanced reports by Google Analytics provided information on where visitors came from, what pages they visited, how long they stayed on each page, how deep into the site they navigated, where their visits ended, and where they from there. By analyzing the data from Google Analytics, we made changes to ourwebsite and compared web usage data from before and after the changes, concluding that our website was improved in a numberof ways.

Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts. Its revised interface and new features will offer even more ways to increase the value of your web site, and this book will teach you how to use each one to best advantage. Featuring new content based on reader and client requests, the book helps you implement new methods and concepts, track social and mobile visitors, use the new multichannel funnel reporting features, understand which filters to use, and much more. Gets you up and running with all the new tools in the revamped Google Analytics, and includes content requested by readers and usersespecially for new GA users Covers social media analytics features, advanced segmentation displays, multi-dashboard configurations, and using Top 20 reports Provides a detailed best-practices implementation guide covering advanced topics, such as how to set up GA to track dynamic web pages, banners, outgoing links, and contact forms Includes case studies and demonstrates how to optimize pay-per-click accounts, integrate AdSense, work with new reports and reporting tools, use ad version testing, and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics, 3nd Edition.

**PROJECT DEMONSTRATION**

Create a Google Analytics Account:

If you don't already have one, sign up for a Google Analytics account using your Google account credentials.

Set Up a New Property:

In Google Analytics, create a new property for your website. Provide the website's name and URL during the setup process.

Get Your Tracking Code:

After creating the property, you'll receive a unique tracking code. It should look like UA-12345678-1. Copy this code.

Add the Tracking Code to Your Website:

Insert the tracking code into the HTML of your website's pages. You should add it just before the closing </head> tag on every page where you want to track data.

<!-- Global site tag (gtag.js) - Google Analytics -->

<script async src="https://www.googletagmanager.com/gtag/js?id=UA-12345678-1"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag() {

window.dataLayer.push(arguments);

}

gtag('js', new Date());

gtag('config', 'UA-12345678-1');

</script>

Verify the Tracking Code:

It's a good practice to verify that the tracking code is working correctly. Google Analytics provides a real-time tracking feature that allows you to see if data is being received.

View Your Analytics Data:

Once the tracking code is set up and data is being collected, you can log in to your Google Analytics accountto view reports, data, and insights about your website's traffic and user behavior.

Make sure to thoroughly test the tracking and ensure that it's collecting the data you need. Keep in mind that it may take some time before you start seeing meaningful data in your Google Analytics reports.

Please remember to comply with your project's privacy policies and relevant regulations when collecting and using user data through Google Analytics.