
Google ANALYTICS GUIDE *for* **ECOMMERCE** **BUSINESS OWNERS**



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Presented By  **CPC Strategy**

GOOGLE ANALYTICS GUIDE FOR ECOMMERCE BUSINESS OWNERS

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INTRODUCTION

Google Analytics: Possibly the most widely used but underutilized tool of online retailers. This book starts from the beginning: Understanding Google Analytics, the layout, and what it can do for your business.

Make sure you check out the following advanced videos on Google Analytics when you're ready:

OVERVIEW OF GOOGLE ANALYTICS

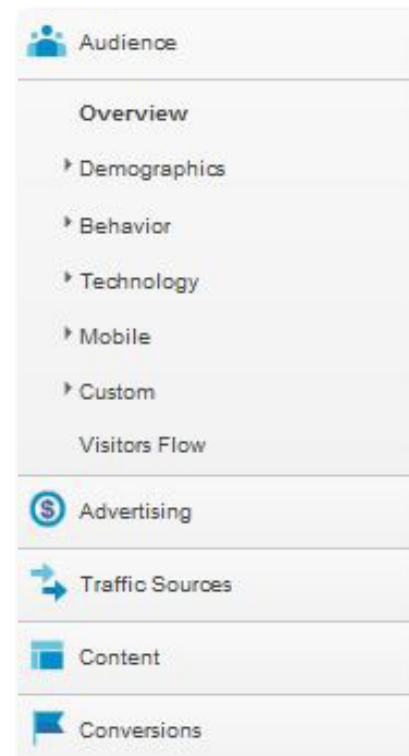
Google Analytics lists the different reports you will use to in the navigation bar on the left side of your screen. You'll see an Audience, Advertising, Traffic Sources, Content, and Conversions report. Each report features a drop down menu with subsections.

1. AUDIENCE REPORT

The Audience Report contains the demographics of your website's visitors. You can see the geographical location of your visitors and which languages they use. The Behavior subsection compares new visitors with returning visitors, number of page views and duration of visits. The rest of the subsections allow you to view how visitors are viewing your site.

How many users go to your site with mobile phones or tablets? Is one of the questions the audience section answers.

In essence, this report tells you if you're reaching your target audience and how well.



2. ADVERTISING REPORT

You can track your Adwords campaigns, your bids on keywords, and the matched search queries (the keywords or phrases that visitors type into a search engine to find your site) in the Advertising Report section.

3. TRAFFIC SOURCES REPORT

The Traffic Sources Report tells you where the traffic to your website is coming from. *It categorizes the traffic into four different types: **Search, Referral, Direct, Campaigns**.* It also provides search engine optimization (SEO) information. You can also use this report to analyze your best performing campaigns' ROI and evaluate which sources and/or mediums are having the greatest impact on your website. Other paid campaigns such as Bing Ads will show up in this section. In order to track these campaigns effectively you must append your destination URLs with the proper URL tracking parameters. Check out page (12) for this section.

4. CONTENT REPORT

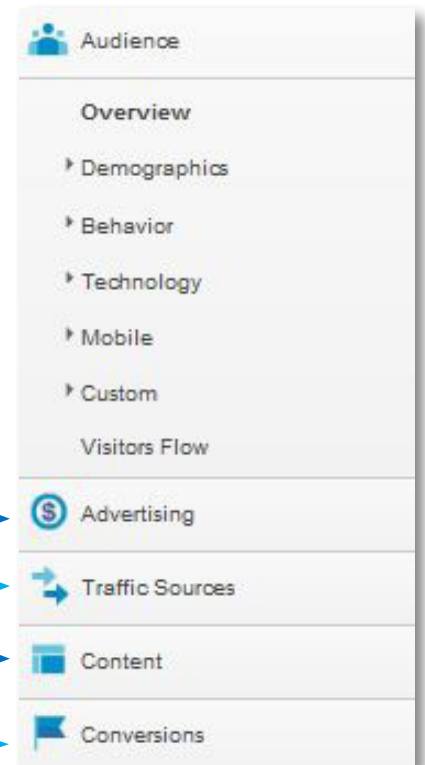
The Content Report ranks your pages by most views, most common landing pages, and exit pages. You can evaluate the impact that site speed has on user interaction and bounce rate, as well as using site search metrics to identify new opportunities to improve your content strategy.

You should use this report to gauge how effectively your content is engaging your visitors.

5. CONVERSIONS REPORT

This is the most important report for ecommerce business owners. A conversion takes place when a visitor completes a goal (an action that is valuable to your business). When you define goals and install ecommerce tracking (discussed here**[hyperlink to Conversions section](#)**) you will be able to track metrics associated with conversions and purchases.

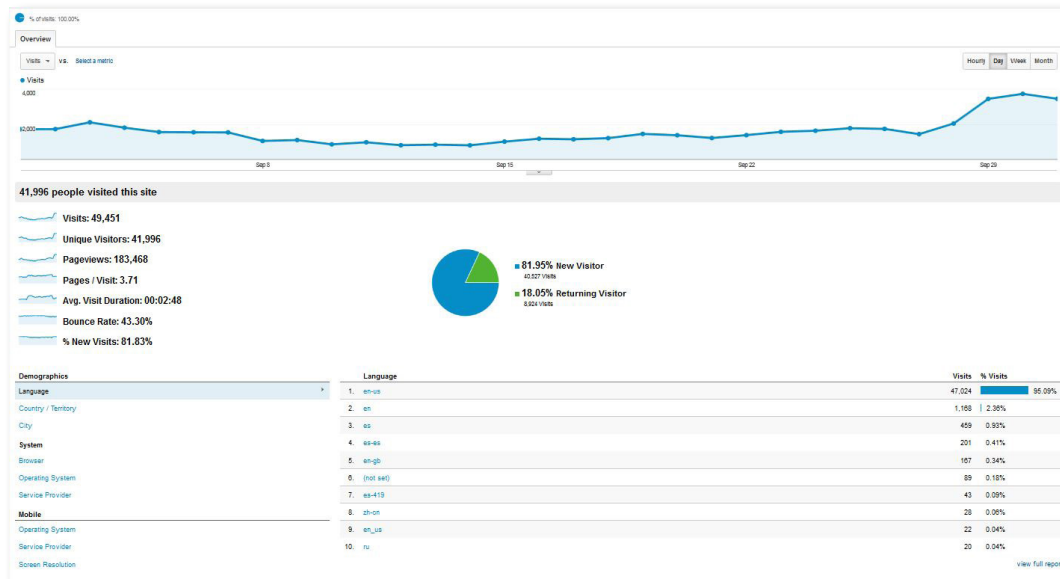
This report and its subsections will tell you how visitors are completing goals or purchasing products, how they reached the conversion page, and how long it took them to complete an action. This information is vital when evaluating the effectiveness of your content and your advertising strategy.



NAVIGATING THE GOOGLE ANALYTICS INTERFACE

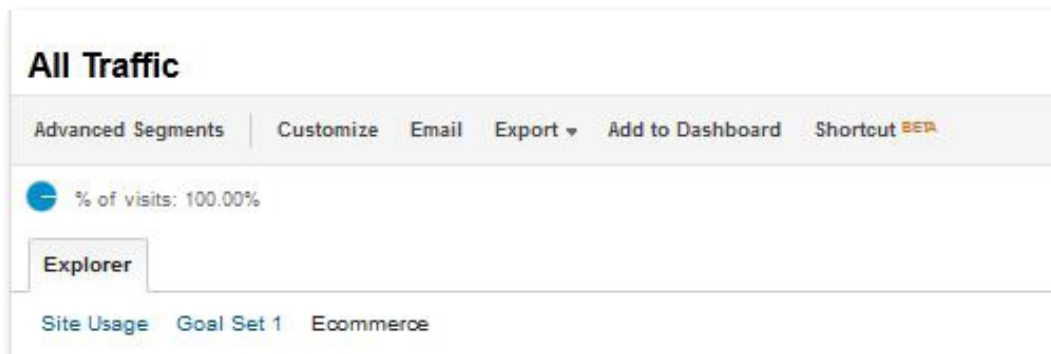
Most of the reports feature the same navigation tools which makes analyzing data simple and easy. All of the reports are located in the left navigation bar. Clicking on a report usually takes you to an Overview page.

The Overview pages gives you a quick look at the information found in all of its subsections. Sometimes an Overview page does not appear so you have to click on a subsection that drops down. The subsections will give you more in-depth insights and/or link you to a more in-depth report in another section.



EXPLORER TAB

The Explorer tab is an extremely valuable tool and often overlooked by ecommerce business owners. The Explorer tab allows you to view a **primary dimension** and the **metrics** associated with it in relation to your goals and your ecommerce tracking. In essence, it allows you to view the statistics of all of your visitors or view the statistics of the visitors who converted goals or purchased products.



The Explorer tab defaults to show the Site Usage metrics for all of the reports in Google Analytics. The primary dimensions will vary depending on which report you are looking at. You can also change your primary dimension or select a **secondary dimension** to compare metrics.

Typically, the Site Usage metrics include the number of visits, the number of pages a visitor viewed during their visit, the average visit duration, percentage of new visits, and bounce rate.



Visits		Pages / Visit		Avg. Visit Duration		% New Visits		Bounce Rate	
52,631		3.70		00:02:48		81.77%		43.10%	
%		%		%		%		%	
Primary Dimension	Source / Medium	Source	Medium	Other					
Plot Rows	Secondary dimension	Sort Type	Default						
	Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate			
1.	google / cpc	15,476	4.01	00:03:15	74.74%	41.74%			
2.	(direct) / (none)	13,961	2.87	00:01:29	93.65%	45.40%			
3.	google / organic	11,639	3.85	00:03:04	79.16%	44.66%			
4.	pricegrabber / shoppingengine	1,686	1.93	00:01:08	94.60%	70.62%			
5.	yahoo / organic	1,568	4.37	00:03:16	81.51%	33.99%			
6.	msn / cpc	1,498	4.24	00:04:23	74.50%	39.72%			
7.	bing / organic	1,213	4.53	00:03:28	84.17%	29.51%			
8.	southernhospitalityblog.com / referral	1,011	4.79	00:04:10	87.54%	28.09%			
9.	fast-email / email	826	5.68	00:05:04	79.42%	28.33%			
10.	gan / Primary	710	4.29	00:03:31	73.10%	39.01%			

PRIMARY DIMENSION SECONDARY DIMENSION METRICS

PRIMARY AND SECONDARY DIMENSIONS

Google Analytics [defines](#) a dimension as **“descriptive attribute or characteristic of an object that can be given different values.”** The primary dimension is the default dimension Google assigns each report. Secondary dimensions are a standardized list of attributes or characteristics that you can view along with a primary dimension to gather more insight. For example, the primary dimension in the Traffic Sources > Sources > All Traffic Report is Source/Medium. Clicking on the secondary dimension box will give you a list of dimensions you can view alongside your primary dimension. Secondary dimensions are grouped into four different categories

- » **Visitors** – these dimensions show you visitor demographics like language or region
- » **Technology** – these show the technology users used like browser type and operating system
- » **Traffic Sources** – shows where visitors come from like keywords used or source/medium
- » **Content** – shows the content your visitors see like hostname

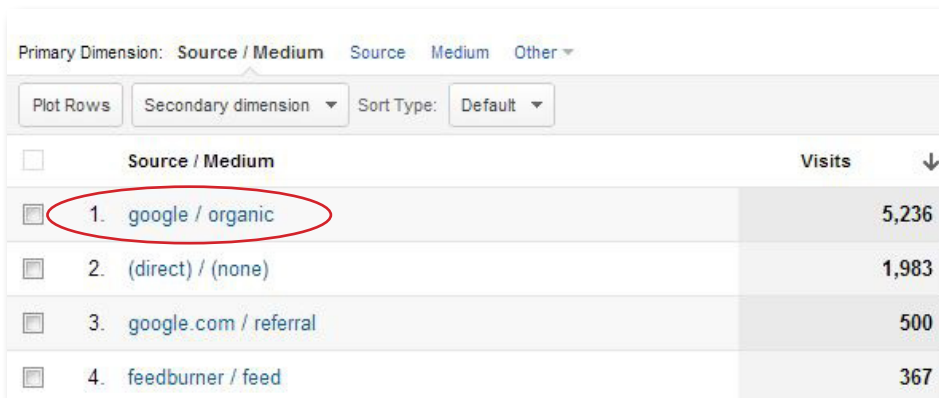


There is a trick you can use to view one primary dimension with a second and third dimension.

When you click on a primary dimension, you can isolate it and change the primary dimension to a secondary dimension. When you add another secondary dimension, you're really adding a tertiary dimension.

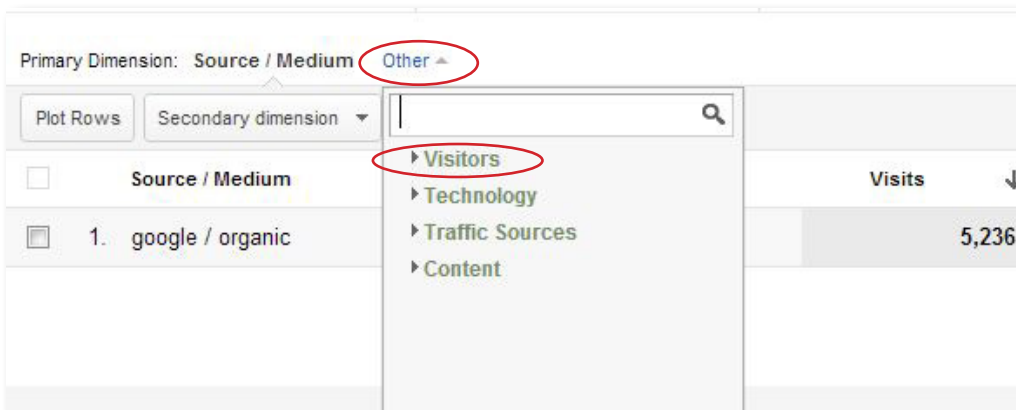
Here's how:

1. Click on a primary dimension to isolate it. In this case, we'll click on google/organic



Primary Dimension: Source / Medium		Source	Medium	Other ▾
Plot Rows	Secondary dimension ▾	Sort Type: Default ▾		
<input type="checkbox"/>	Source / Medium			Visits ↓
<input checked="" type="checkbox"/>	1. google / organic			5,236
<input type="checkbox"/>	2. (direct) / (none)			1,983
<input type="checkbox"/>	3. google.com / referral			500
<input type="checkbox"/>	4. feedburner / feed			367

2. Click on "other" for the primary dimension. This will present you with the list of secondary dimensions. Here we'll click on Visitors > City to see which cities are using this source/medium the most.

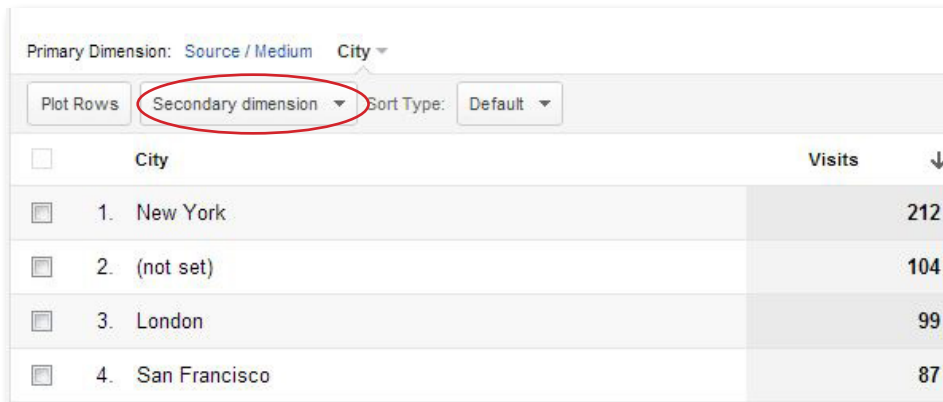


Primary Dimension: Source / Medium		Other ▴
Plot Rows	Secondary dimension ▾	
<input type="checkbox"/>	Source / Medium	Visits ↓
<input checked="" type="checkbox"/>	1. google / organic	5,236

- Visitors
- Technology
- Traffic Sources
- Content



3. Now that we've changed the primary dimension to a secondary one, we can add a secondary dimension, which will really act as a tertiary dimension. Here we'll choose Technology > Browser to see which browsers are being used.

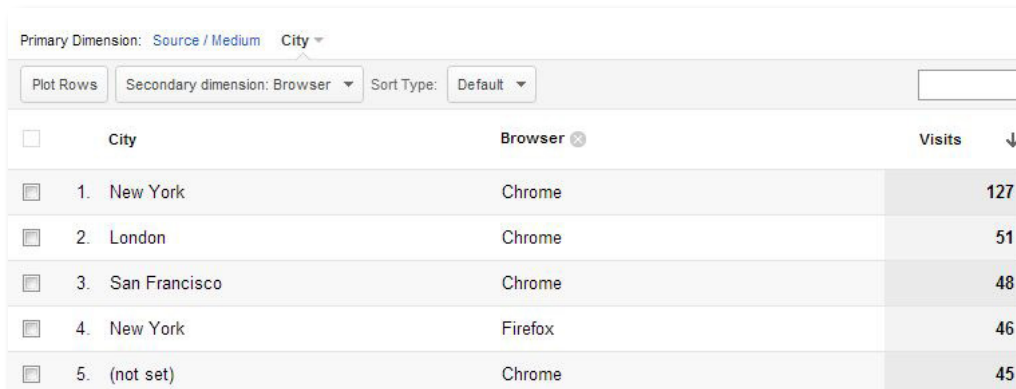


Primary Dimension: Source / Medium City

Plot Rows Secondary dimension Sort Type: Default

	City	Visits
1.	New York	212
2.	(not set)	104
3.	London	99
4.	San Francisco	87

4. Since we originally isolated “google/organic” this is showing us both secondary dimensions (the city and the browser type) of traffic that reached your website via an unpaid search result on Google.



Primary Dimension: Source / Medium City

Plot Rows Secondary dimension: Browser Sort Type: Default

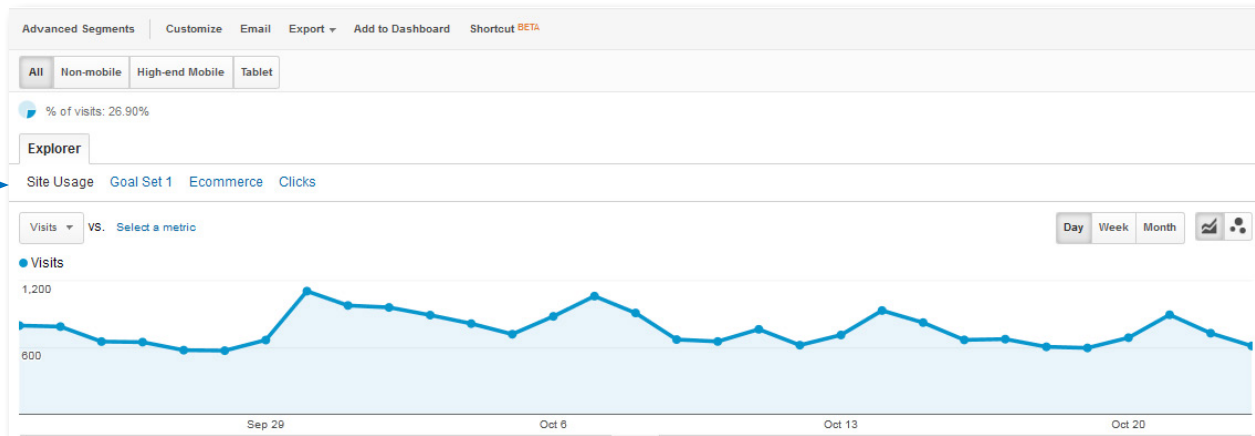
	City	Browser	Visits
1.	New York	Chrome	127
2.	London	Chrome	51
3.	San Francisco	Chrome	48
4.	New York	Firefox	46
5.	(not set)	Chrome	45

The ability to use secondary dimension allows you to compare metrics from different reports, which give you better insight and actionable data to work with.



USING THE EXPLORER TAB

You can view the metrics of each report in regards to a specific goal set and/or your e-commerce tracking by selecting different options in the Explorer tab. When you've defined a goal (discussed [here](#)), you'll see an option next to the Site Usage link called 'Goal Set 1,' 'Goal Set 2,' etc. under the Explorer tab. Clicking on a Goal Set will display the primary dimension and metrics for the visitors that completed the goals you defined.



The ability to shift the focus of your reports from Site Usage to different Goal Sets or your Ecommerce tracking helps you evaluate the behavior of all your visitors versus the visitors who convert a goal or purchase a product.

Comparing the behavior of visitors who complete a goal or purchase a product with all visitors allows you to see which aspects of your website or marketing campaigns are working and which aspects are not.

In the Advertising Report, you'll see another option in the Explorer tab called '**Clicks**.' The Clicks tab will show you the cost data from your Google Adwords account. To read more about this option, click [here](#) to jump to the Advertising Report section.

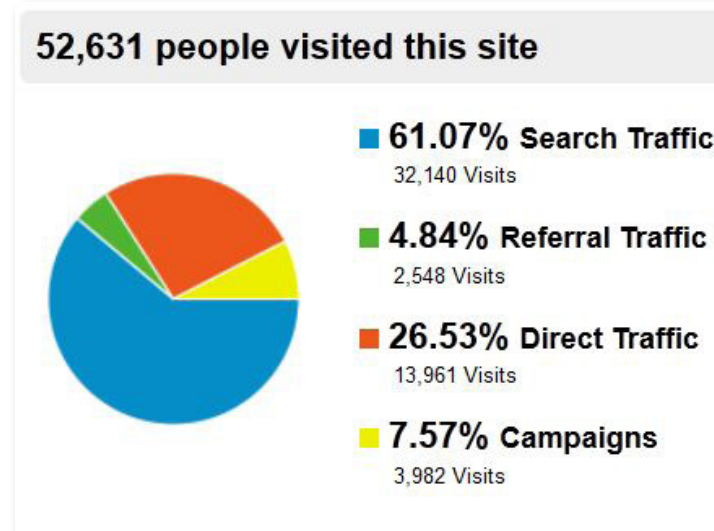
Just because the Site Usage is the default view in the Explorer tab does not mean it shows the most valuable information. In fact, if you have only been using the Site Usage view in the Explorer tab and not taking advantage of the other options, you've been missing out on a lot of valuable analytics.

The next few sections will provide a better look at reports that give more insightful information to allow you to effectively evaluate new business strategies.



THE TRAFFIC SOURCES REPORT

The Traffic Sources Report is a great place to start for any Google Analytics beginner. Like most of the other reports, it will take you to a default Overview page. The Traffic Sources Report divides the traffic to your website into four different types:



Search Traffic – when a visitor reaches your website via a search engine such as Google or Yahoo. To be considered true search traffic, the visitor must click an organic (non-paid) link

Referral Traffic – referral traffic occurs when somebody reaches your website by clicking on a link. The link can come from another website or in an email

Direct Traffic – when a visitor types your URL directly into the address bar or clicks on a bookmark in their browser

Campaign – includes traffic from advertising campaigns such as Google Adwords or banner ads, email marketing, or facebook campaigns. It is important to note that in order to track advertising campaigns other than Google Adwords (Google automatically tracks these) you will have to install custom URL tracking. (Hyperlink to URL tracking section)

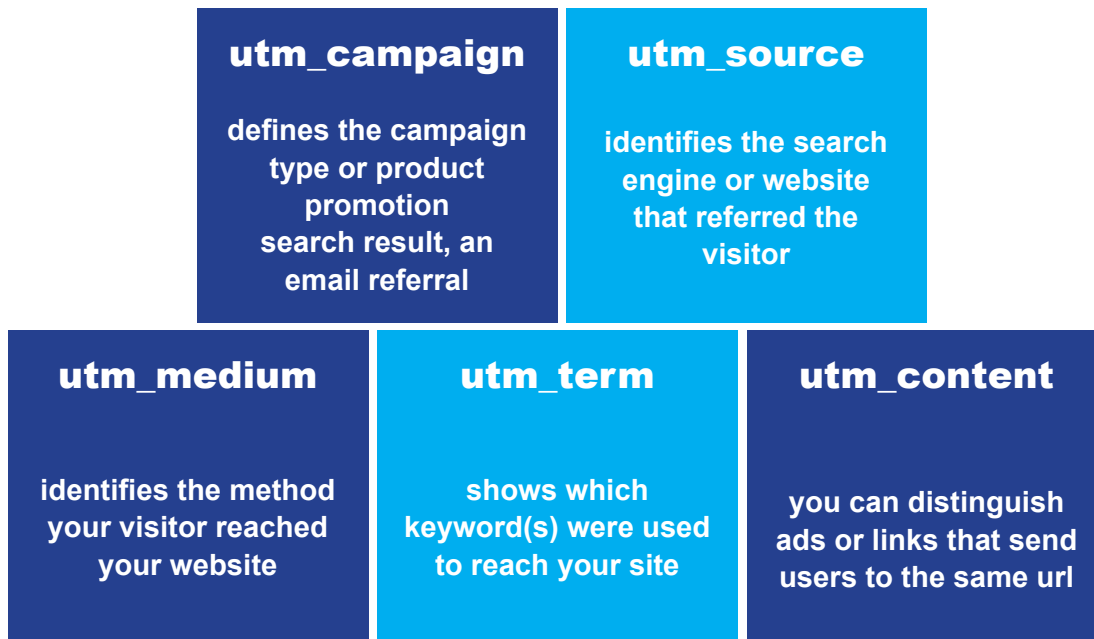


The Traffic Sources Overview page shows some interesting data about the visitors to your website, however if you want to see more insightful analytics, you must utilize the Traffic Sources subreports.

To use the Traffic Sources subreports you'll need to add some custom tracking parameters to your URLs.

CUSTOM URL TRACKING

To track a custom advertising campaign, you will need to create a series of URL tags for the campaign's links. You have to add certain segments into your URL to explain to Google your campaign name, type, and source.



Google has a URL builder that creates a tagged URL for you. You can use it and read more about URL tagging [here](#).

Here is an example of a custom tagged URL for CPC Strategy:

`http://cpcstrategy.com/blog?utm_source=google&utm_medium=cpc&utm_term=data%2Bfeed%2Bmanagement%2B&utm_campaign=example%2Bcampaign`

This URL tells us that the source is Google, the medium was CPC (cost-per-click), the term used was 'data feed management,' and the campaign name was 'example campaign'



CUSTOM URL TRACKING EXAMPLE

There are endless possibilities of what you can do when it comes to custom URL tracking. This is one example ecommerce merchants who have data feeds on Google Shopping or any of the other comparison shopping engines can use.

If you're an ecommerce merchant who is currently using a data feed to post Google PLA or any products on CSEs, you can create custom URL tags to pull the SKU of a product when a customer clicks it. This product level tracking will enable you to view full product reports when you add 'utm_content' to your URL tracking.

To do this, first you must create a new URL for each product with custom URL tags.

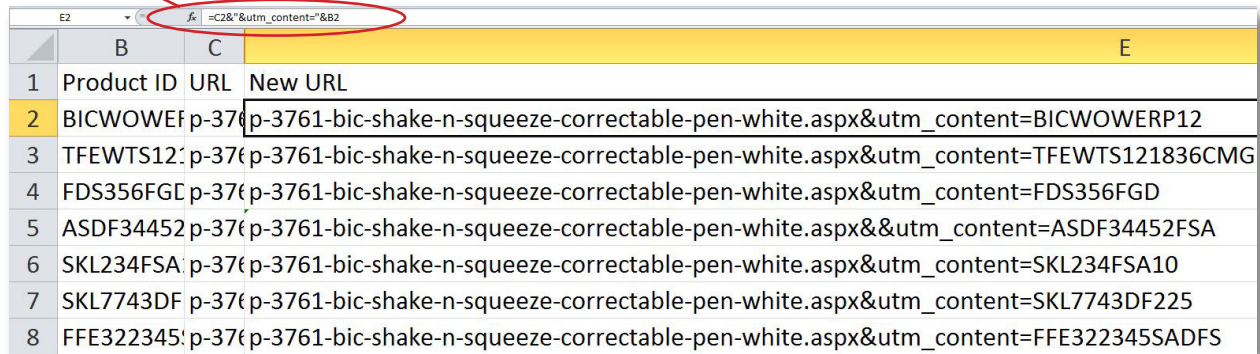
	B	C	E
1	Product ID	URL	newurl
2	BICWOWEF	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=BICWOWERP12	
3	TFEWTS121	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=TFEWTS121836CMG	
4	FDS356FGD	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=FDS356FGD	
5	ASDF34452	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=ASDF34452FSA	
6	SKL234FSA	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=SKL234FSA10	
7	SKL7743DF	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=SKL7743DF225	
8	FFE322345	p-376p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=FFE322345SADFS	

Notice the new URL has utm_content at the end. The utm_content is pulling the information from the data feed's Unique Product ID column. So when a visitor clicks on a certain product, Google Analytics will know which SKU it has because of the utm_content tracking parameter in the new product URL.

In order for the new URL to include the SKU for the 'utm_content' parameter, you'll have to set up a rule in Microsoft Excel. The end of each URL in the formula box should reference the cell where the Unique Product ID or the SKU is found for the product.



fx = **C2** & "utm_content=" & **B2**



	B	C	E
1	Product ID	URL	New URL
2	BICWOWEP	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=BICWOWERP12
3	TFEWT512	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=TFEWT5121836CMG
4	FDS356FGD	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=FDS356FGD
5	ASDF34452	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&&utm_content=ASDF34452FSA
6	SKL234FSA	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=SKL234FSA10
7	SKL7743DF	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=SKL7743DF225
8	FFE322345	p-376	p-3761-bic-shake-n-squeeze-correctable-pen-white.aspx&utm_content=FFE322345SADFS

To learn more about creating formulas for Excel click [here](#).

Once you have the product level tracking set up in your data feed, you'll be able to see product reports in your Traffic Sources report. When you are in the Traffic Sources report, look at any of the subreports and add the secondary dimension 'ad content' and you'll see all the Unique Product IDs or SKUs that you added to your URLs in the data feed.

You can sort by best performing and worst performing SKUs for any of the metrics available in the Traffic Sources report.



TRAFFIC SOURCES > SOURCES > ALL TRAFFIC REPORT

This report will give you a good idea of where your traffic is coming from. It can also help you determine whether the traffic is qualified or not. When you click on the Sources subsection, you will see different options appear in a drop down menu. Clicking on the All Traffic report will give you a comprehensive look at all of your traffic.

You will need to add tracking parameters to your URLs in order for Google to track the source, medium, campaign, and/or keywords used to reach your website. To do so, you'll need to create custom tags and add them to your links.

The default primary dimension for this report shows both the **source** and **medium** and their related metrics.

The screenshot shows the Google Analytics 'All Traffic Report' under 'Sources'. The 'Primary Dimension' is set to 'Source / Medium'. A list of traffic sources is displayed, each with a checkbox and a number. Annotations with arrows point from the 'Source' and 'Medium' columns to two separate boxes on the right.

Primary Dimension	Source / Medium	Source	Medium	Other
Plot Rows	Secondary dimension	Sort Type: Default		
<input type="checkbox"/>	Source / Medium			
<input type="checkbox"/>	1. google / cpc			
<input type="checkbox"/>	2. (direct) / (none)			
<input type="checkbox"/>	3. google / organic			
<input type="checkbox"/>	4. pricegrabber / shoppingengine			
<input type="checkbox"/>	5. yahoo / organic			
<input type="checkbox"/>	6. msn / cpc			
<input type="checkbox"/>	7. bing / organic			
<input type="checkbox"/>	8. southernhospitalityblog.com / referral			
<input type="checkbox"/>	9. fall-email / email			
<input type="checkbox"/>	10. gan / Primary			

SOURCE

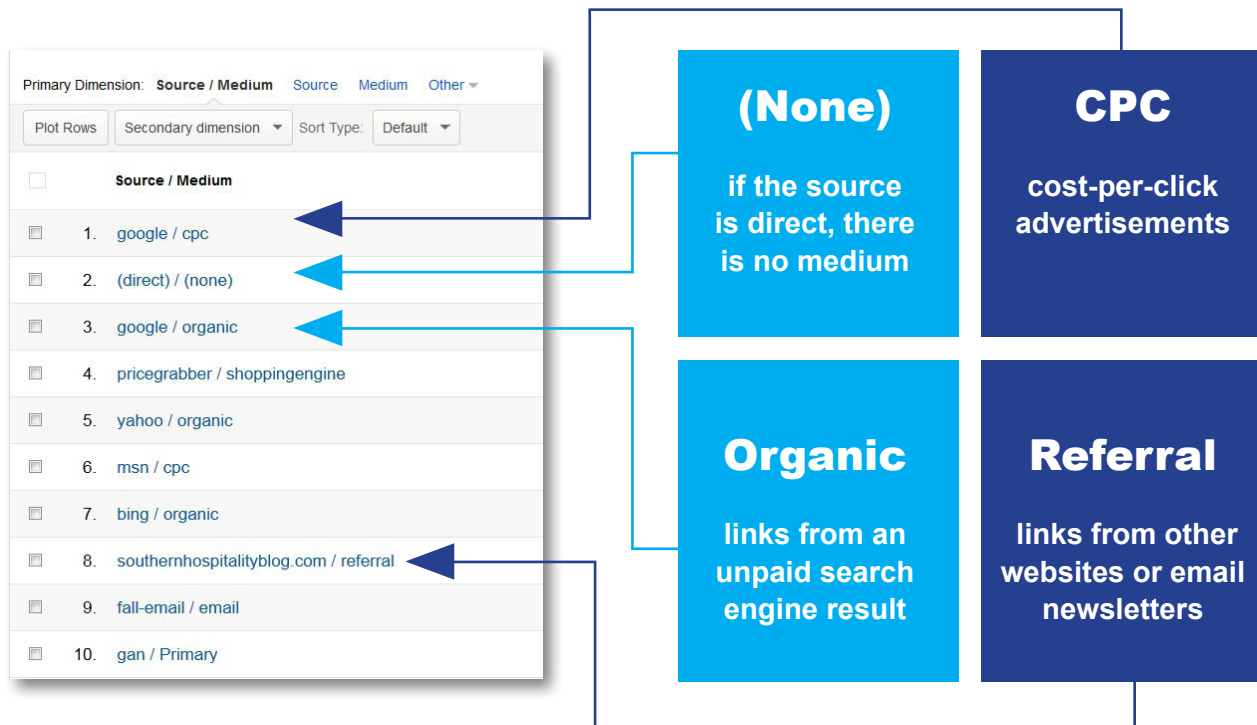
any website, search engine or email that directs a visitor to your site

MEDIUM

any method a visitor reaches your website such clicking a search result, an email referral



GOOGLE ANALYTICS FOUR DEFAULT MEDIUM TYPES:



Below the All Traffic Report, you'll see the Direct and Referrals reports. These reports are similar to the All Traffic report but they only show the dimensions and metrics for their respective categories.

TRAFFIC SOURCES >SEARCH

Below the Sources Report, you'll see the Search Report. You'll see another drop down menu by clicking on it, which includes an Overview, Organic, Paid, and Campaigns Report.

ORGANIC TRAFFIC

The term organic refers to the all search results that appear when a person types in keywords or key phrases in a search engine. This report will list the most common keywords used for a search by a visitor that clicked on an organic result to reach your page.



Primary Dimension: **Keyword** Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

	Keyword
<input type="checkbox"/>	1. (not provided)
<input type="checkbox"/>	2. customer service
<input type="checkbox"/>	3. customer service strategy
<input type="checkbox"/>	4. comparison shopping engines
<input type="checkbox"/>	5. data
<input type="checkbox"/>	6. comparison shopping
<input type="checkbox"/>	7. service
<input type="checkbox"/>	8. bing
<input type="checkbox"/>	9. customer
<input type="checkbox"/>	10. google trusted stores

PRIMARY DIMENSION = KEYWORD

MOST COMMONLY USED ORGANIC KEYWORDS TO FIND YOUR WEBSITE

This report can show you much more than just the most commonly used organic keywords for your website. You can view other metrics by changing the primary dimension. By switching the primary dimension to 'Source,' you can see which websites are sending you the most organic traffic along with the other metrics. Switching it to 'Landing Page' shows you which page visitors are viewing first.

Viewing all of these primary dimensions will give you a good idea which sources are sending you the most qualified traffic. The information in this report can help you evaluate your SEO strategy and/or refocus your SEO efforts in places that need it the most.

PAID TRAFFIC (PPC)

The Paid report is very similar to the Organic report but it only shows the metrics for your paid search traffic. You should refer to this report as often as possible to make sure your paid search campaigns are worth the money you're investing.

Just like the Organic report, you can find out more useful information by changing the primary dimensions. The default primary dimension is by Keyword but you can switch it to view the metrics for Matched Search Query, Source, Medium, and Campaign.



It is important to understand the difference between the 'Keyword' and the 'Matched Search Query' dimensions. The Keyword dimension shows the keywords that you are bidding on, NOT the keywords users typed in. Matched Search Query refers to the keywords visitors are typing in to find your paid search links

THE CONTENT REPORT

The Content Report contains information regarding your website's content and function. Here, you will be able to view which pages are being seen the most, the most common landing pages and exit pages, your site speed, and how visitors are engaging your site search function.

CONTENT > SITE CONTENT > ALL PAGES

You can find the All Pages report in the drop down menu of the under Site Content section. This report ranks your website's pages by the number of pageviews. You can evaluate how engaging your content on each of your pages is by analyzing their metrics:

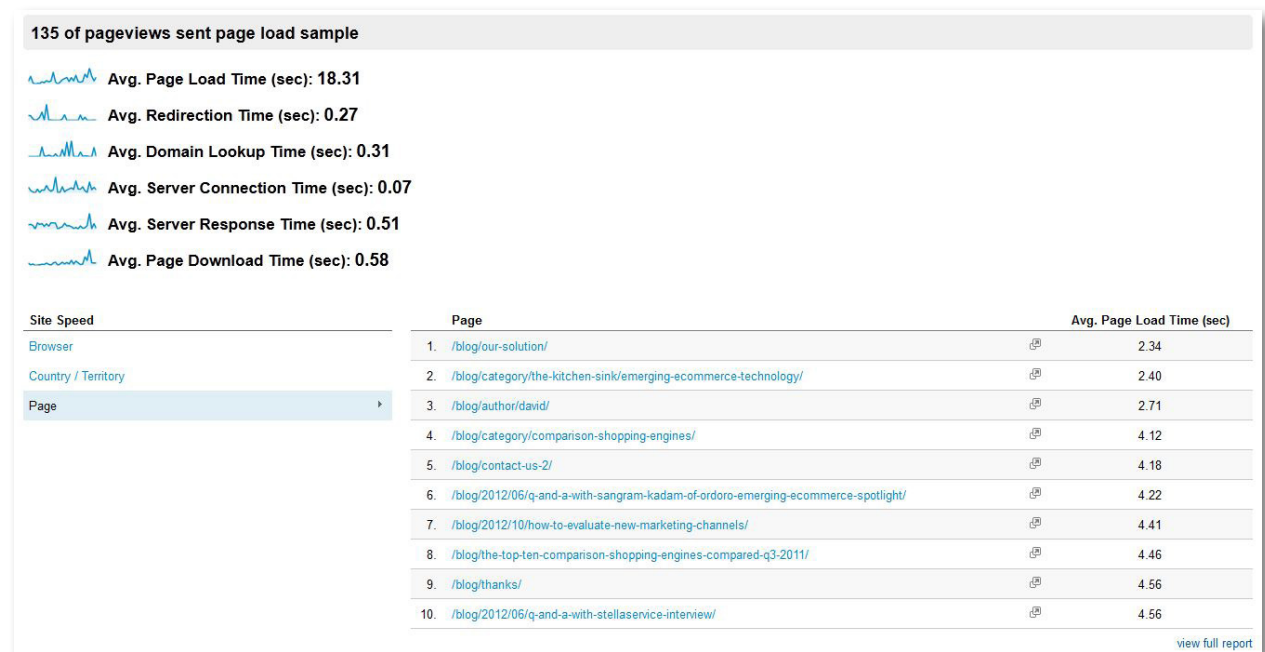
- » Pageviews
- » Unique Pageviews
- » Average Time on Page
- » Entrances
- » Bounce Rate
- » Percent Exit
- » Page Value

Primary Dimension: Page		Page Title	Other					
Plot Rows	Secondary dimension	Sort Type: Default				advanced		
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value	
1. /blog/	1,283	936	00:08:37	687	44.98%	39.28%	\$0.59	



CONTENT > SOURCES > SITE SPEED

Clicking on the Site Speed report brings you to another Overview page. It shows statistics regarding your webserver's response time. This report shows Average Page Load Time and other statistics. Below those statistics, you'll find a box on the left and the right. You can view the Average Page Load Time by browser, country/territory, and page by clicking on the sections in the box on the left.



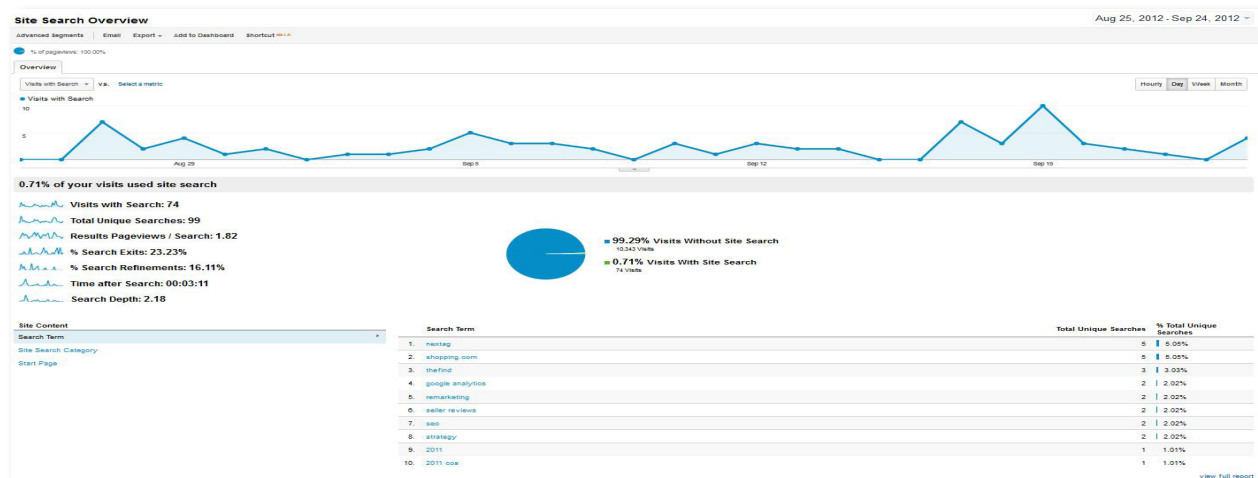
You can use this information to assess the effectiveness of your servers. Having a long Average Page Load Time may frustrate potential customers and cause them to leave your site. There's often a positive correlation between site speed and bounce rate. The more one goes up, the other one will follow. You can learn more about the Content Site Speed Report and how to interpret it [here](#).



CONTENT > SOURCES > SITE SEARCH

The Site Search Report will show how visitors use your site search function. The Overview page will show you what percentage of visits utilized the search function along with other statistics. Below the list of statistics, you'll see two boxes. Choosing a category in the left box will change the information on the right. Here, you can view which search terms visitors are using and which page they started their search on.

This data can be very helpful in identifying where your content is weak and/or thin. Are people coming to your site via certain landing pages, not finding what they want, and then performing a site search?



Analyzing those search terms can give you insight into larger themes or content ideas that you may want to pursue. If people are performing a lot of site searches, that might mean that:

That content isn't easily findable on your site (navigational links, etc)

That content doesn't exist at all

You're landing users on the wrong landing page entirely

Or a landing page that has insufficient information on it and can be "bulked up" or improved upon.

You can read more about the Site Search function [here](#).



THE CONVERSIONS REPORT

Tracking conversions in Google Analytics is the best way to evaluate the effectiveness of your website in meeting your business objectives.

A **Conversion** occurs when a visitor completes a specified action and/or engages in a certain level interaction with your website. Signing up for an account, downloading an e-book and subscribing to a newsletter are examples of common conversions.

CONVERSIONS > ECOMMERCE

Setting up Ecommerce tracking in Google Analytics is an absolute necessity for online business owners. When you enable Ecommerce tracking, you will be able to track vital statistics regarding the products sold, the transaction process, and the time to purchase.

By knowing this information, you will be able to evaluate the strengths and weaknesses of your products, the effectiveness of your marketing campaigns for your products, and the efficiency of your check out process.

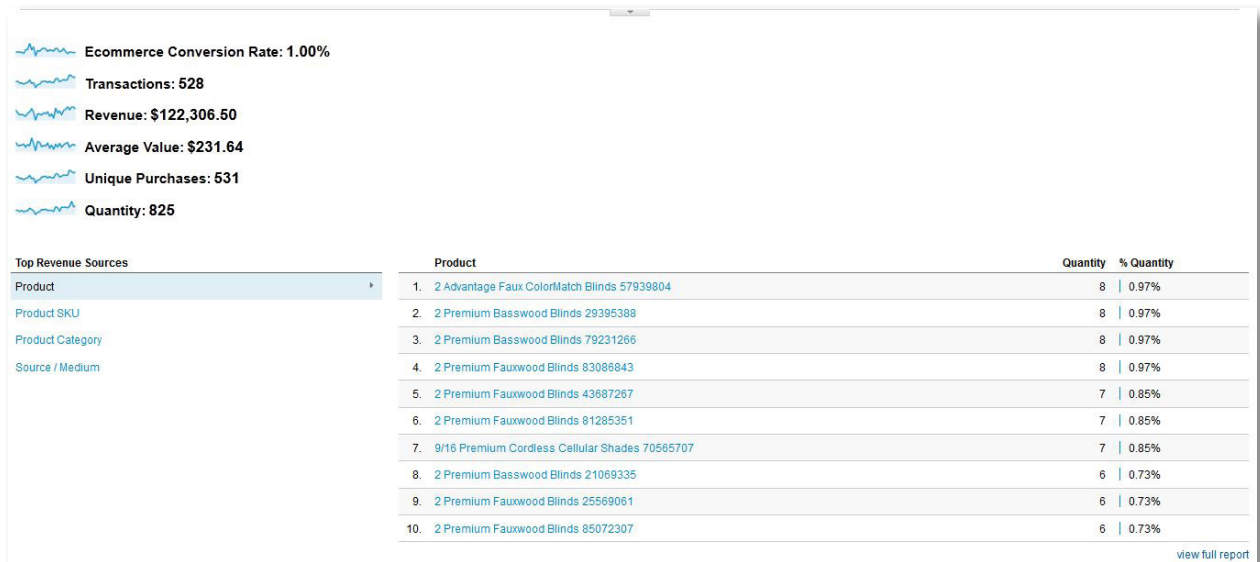
Follow the resources below to install ecommerce conversion tracking.

[Text instructions](#)

[How to install Google Analytics Ecommerce Tracking on a variety of stores](#) (YouTube Search)



Below, you can see which products are performing the best and worst. You change the metrics in the right box by clicking on the dimensions in the left box.



You can sort by top revenue sources by product, product SKU, product category, and source/medium. Use this information to determine where your best traffic originates and where you should focus your marketing efforts.

CONVERSIONS > ECOMMERCE > PRODUCT PERFORMANCE

The Product Performance Report gives you a closer look at your top performing products. Again, you can change the primary dimension to view the metrics by Product (the default view), Product SKU, and Product Category.



Quantity

825

% of Total: 100.00% (\$25)

Unique Purchases

531

% of Total: 100.00% (531)

Product Revenue

\$60,206.52

% of Total: 100.00% (\$60,206.52)

Average Price

\$72.98

Site Avg: \$72.98 (0.00%)

Average QTY

1.55

Site Avg: 1.55 (0.00%)

Primary Dimension: Product

Product SKU

Product Category

Secondary dimension

advanced

Product	Quantity	Unique Purchases	Product Revenue	Average Price	Average QTY
1. 2 Advantage Faux ColorMatch Blinds 57939804	8	1	\$338.48	\$42.31	8.00
2. 2 Premium Basswood Blinds 29395388	8	2	\$343.84	\$42.98	4.00
3. 2 Premium Basswood Blinds 79231266	8	1	\$206.40	\$25.80	8.00
4. 2 Premium Fauxwood Blinds 83086843	8	1	\$309.44	\$38.68	8.00
5. 2 Premium Fauxwood Blinds 43687267	7	1	\$228.83	\$32.69	7.00
6. 2 Premium Fauxwood Blinds 81285351	7	1	\$358.40	\$51.20	7.00
7. 9/16 Premium Cordless Cellular Shades 70565707	7	1	\$259.35	\$37.05	7.00
8. 2 Premium Basswood Blinds 21069335	6	1	\$160.80	\$26.80	6.00
9. 2 Premium Fauxwood Blinds 25569061	6	1	\$246.48	\$41.08	6.00
10. 2 Premium Fauxwood Blinds 85072307	6	1	\$319.80	\$53.30	6.00

Show rows:

10

Go to:

1

1 - 10 of 524

This product level data can give ecommerce merchants insight into how they should stock inventory for various products throughout the year.

There may be trends for a certain type of product that sells a lot during the summer but not during the winter even though the product is technically year-round.

Having this kind of insight is huge for merchants and can help them make better business decisions.

CONVERSIONS > ECOMMERCE > SALES PERFORMANCE

This report will show your sales performance by date. You can change the dimensions and the metrics to show Total Revenue, Conversion Rate, and Average Order Value (AOV) by clicking the options in the Explorer tab.

Revenue	
\$122,306.50	
% of Total: 100.00% (\$122,306.50)	
Primary Dimension: Date	
Secondary dimension	
Date	Revenue
1. 20120929	\$6,801.30 5.56%
2. 20121001	\$6,654.47 5.44%
3. 20121002	\$6,633.35 5.42%
4. 20120923	\$6,019.09 4.92%
5. 20120911	\$5,800.50 4.74%
6. 20121003	\$5,485.21 4.48%
7. 20120928	\$5,345.82 4.37%
8. 20120903	\$5,282.19 4.32%
9. 20120930	\$5,231.64 4.28%
10. 20120927	\$5,010.05 4.10%



You can use this information to track any changes when you implement or experiment with a new marketing campaign.

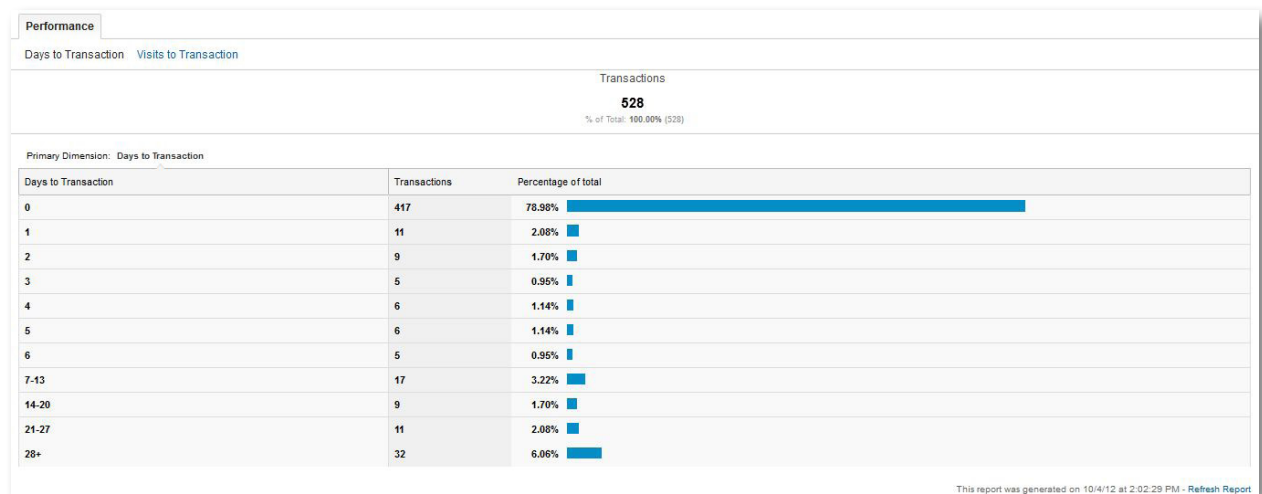
CONVERSIONS > ECOMMERCE > TRANSACTIONS

The Transaction Report shows you a transaction history according to the transaction order ID. It sorts the transaction history by the highest total revenue.

CONVERSIONS > ECOMMERCE > TIME TO PURCHASE

The Time to Purchase Report shows you how many days and how many visits it takes for visitors to make a purchase. Google Analytics tracks new and returning visitors so it has the ability to track the number of times a visitor comes back to your website before purchasing a product.

You will see your dimension on the left with the metrics on the right. In this example, about 75% of visitor took zero days to purchase a product, meaning they purchased a product immediately. The other 25% of visitors are grouped into 1,2,3,4, etc. days.



You can view the number of visits it took a visitor to purchase a product under the Explorer tab. It displays the information in the same exact format but instead it groups visitors by the number times they visited your website before completing a purchase.

This report gives great insight to the purchasing cycle of the consumer. Do they usually convert on the first visit or the first day? Or does it take them multiple visits or multiple days to purchase a product? This can lend profound insights into which channels you should be investing in to help drive more sales.

CONVERSIONS > GOALS

A Goal Conversion occurs when a user completes a specific pre-defined action on your site.

There are 4 types of goals that you can set up in Google Analytics:

URL Destination Goals – when a visitor reaches a specific page on your website. For example, a 'Thank You Page' for filling out a Contact Us form or a 'Receipt Page' after purchasing a product

Time on Site Goals – when a visitor is on your website or a defined URL for a specified amount of time

Pages Per Visit Goals – when a visitor views a specified number of pages on your website

Event Goals – when a visitor completes an action you have defined as a goal. For example, when a downloads an e-book or shares a link with their social media profile

A common Event Goal for a B2C online retailer is when a product is purchased. A common Event Goal for a B2B online retailer is when a lead is generated, such as a new subscription to a weekly email newsletter.



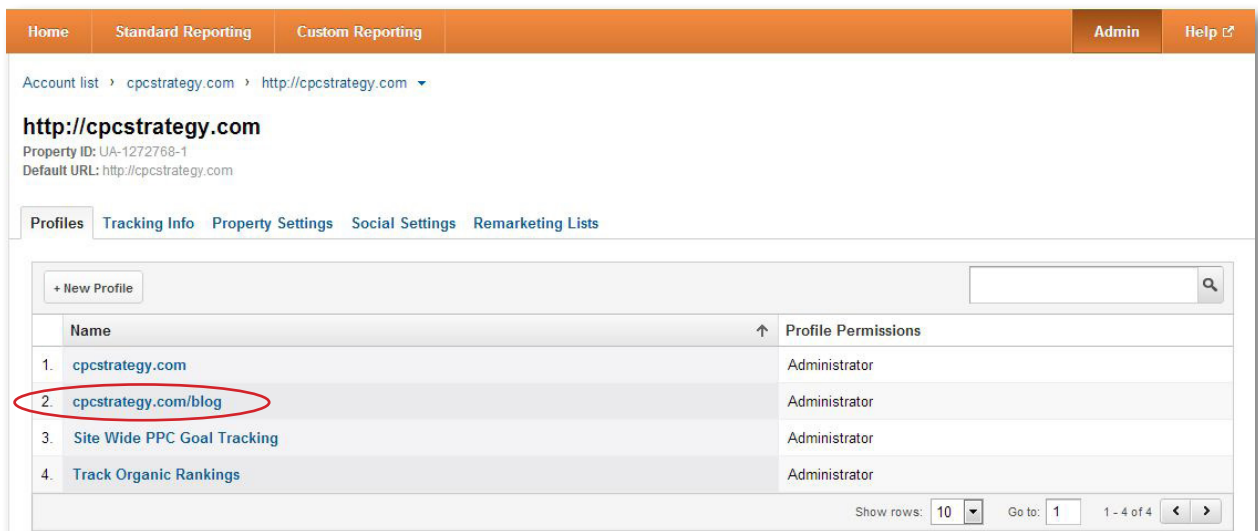
CREATING A GOAL

Once you know what you want your website to accomplish, it's time to create a goal so you can track every time a visitor completes the action you want to happen. Creating a goal is fairly simple, however getting to the goal creation page is a bit tricky.

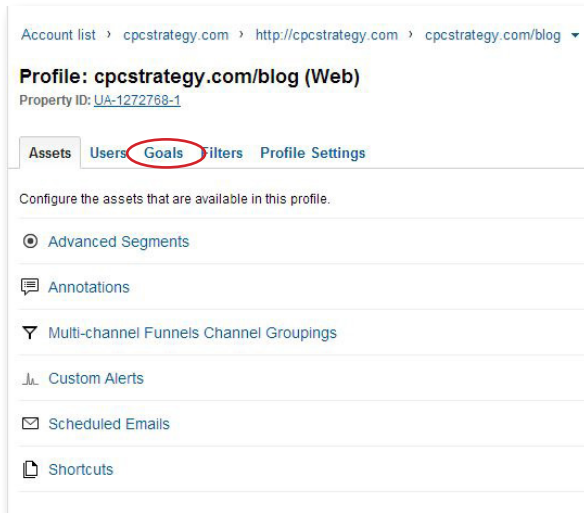
1. Once you are logged into Google Analytics, click on the Admin button located in the orange navigation bar on the top right



2. Next click on the profile that you wish to create a goal for. In this case, we'll create a goal for our blog.



3. Then click on the 'Goals' tab



4. Click the goal tabs will bring you to this page. Goal sets enable you to group certain types of goals together. For instance, our first goal set includes two goals that track visitor engagement. The second goal set tracks every time a visitor requests information. By segmenting these goals, you'll be able to view different metrics in relation to your goal sets in other reports.

To create a new goal, click on the '+ Goal' button in one of your goal sets.



5. Here, you'll choose which type of goal you want to create and provide the necessary information. This is what a destination URL goal will look like when it's being created.

The screenshot shows the 'General Information' section of a goal creation form. The 'Goal Name' field is empty. Below it, there are radio buttons for 'Active' (selected) and 'Inactive'. The 'Goal Type' section has four radio buttons: 'URL Destination' (selected and circled in red), 'Visit Duration', 'Page/Visit', and 'Event'. The 'Goal Details' section includes a 'Goal URL' field, a 'Match Type' dropdown set to 'Exact Match', a 'Case Sensitive' checkbox, and a 'Goal Value' field labeled 'optional'. The 'Goal Funnel' section at the bottom has a 'Use funnel' checkbox and explanatory text.

6. You'll have the option to create a goal funnel for your new goal. A goal funnel is essential the path a visitor takes to reach the point that they converted a goal.

For instance, say you choose a URL destination goal and set the URL as your 'thankyou' page. Your website might offer various ways to reach that page like downloading a whitebook or filling out a contact form. Creating a goal funnel will allow you to keep track of which pages send visitors to the 'thankyou' page.

The screenshot shows the 'Goal Funnel' section. It includes a description of a funnel and a 'Use funnel' checkbox which is checked. Below this is a table with two columns: 'URL (e.g. /step1.html)' and 'Name'. The first row is labeled 'Step 1' and has a red circle around the '+ Goal Funnel Step' link. To the right of the table are 'Delete' and 'Required step' checkboxes. At the bottom are 'Save' and 'Cancel' buttons.

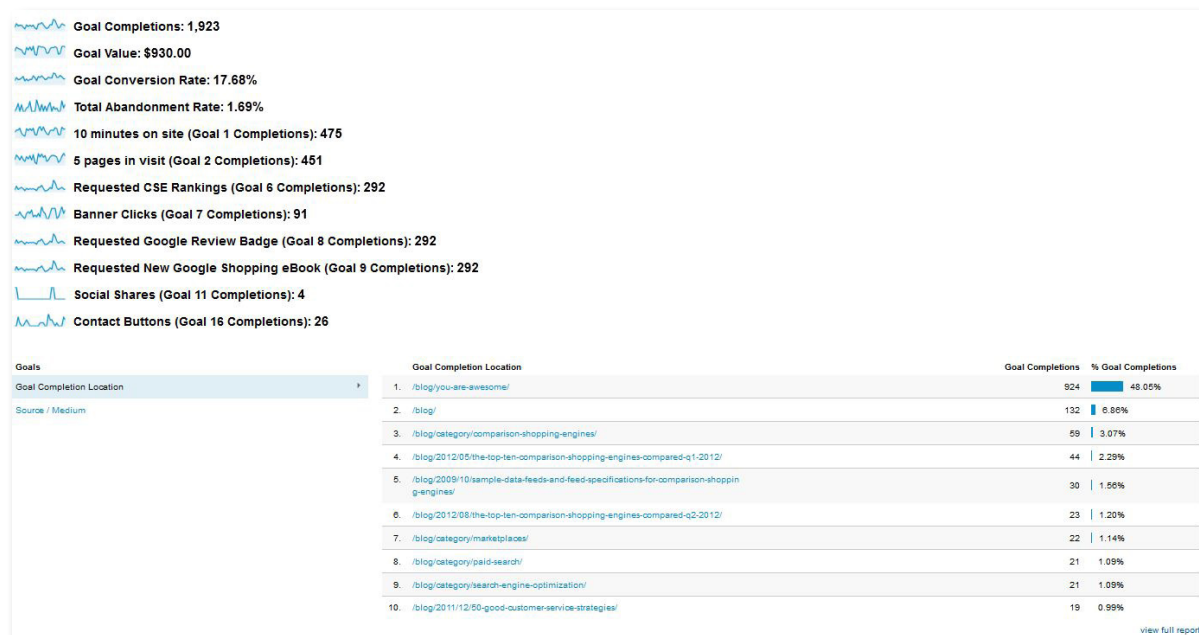


7. To track how your visitors reach your URL destination, type in as many URLs that send visitors to the 'thankyou' page. To add more than one step, click on the '+Goal Funnel Step'

Setting your receipt page as a URL destination goal is one of the most beneficial goals an ecommerce owner can have, especially when goal funnels are set up as well.

CONVERSIONS > GOALS > OVERVIEW

The Goals Overview Report shows general statistics regarding your goal conversions. You can see your total goal completions, goal value, goal conversion rates and the number of completions for your defined goals.



You can change the dimension at the bottom left to view the metrics by Source/Medium. This information will help you determine where you should focus your marketing efforts to increase your goal completions.



CONVERSIONS > GOALS > GOAL URLS

This report will show how many times people reach your Goal URL(s).

Primary Dimension: Goal Completion Location		
Secondary dimension		
Goal Completion Location	Goal Completions	Goal Value
1. /blog/you-are-awesome/	924	\$36.00
2. /blog/	132	\$118.00
3. /blog/category/comparison-shopping-engines/	59	\$47.00
4. /blog/2012/05/the-top-ten-comparison-shopping-engines-compared-q1-2012/	44	\$40.00
5. /blog/2009/10/sample-data-feeds-and-feed-specifications-for-comparison-shopping-engines/	30	\$27.00
6. /blog/2012/08/the-top-ten-comparison-shopping-engines-compared-q2-2012/	23	\$23.00
7. /blog/category/marketplaces/	22	\$19.00
8. /blog/category/paid-search/	21	\$15.00
9. /blog/category/search-engine-optimization/	21	\$18.00
10. /blog/2011/12/50-good-customer-service-strategies/	19	\$15.00

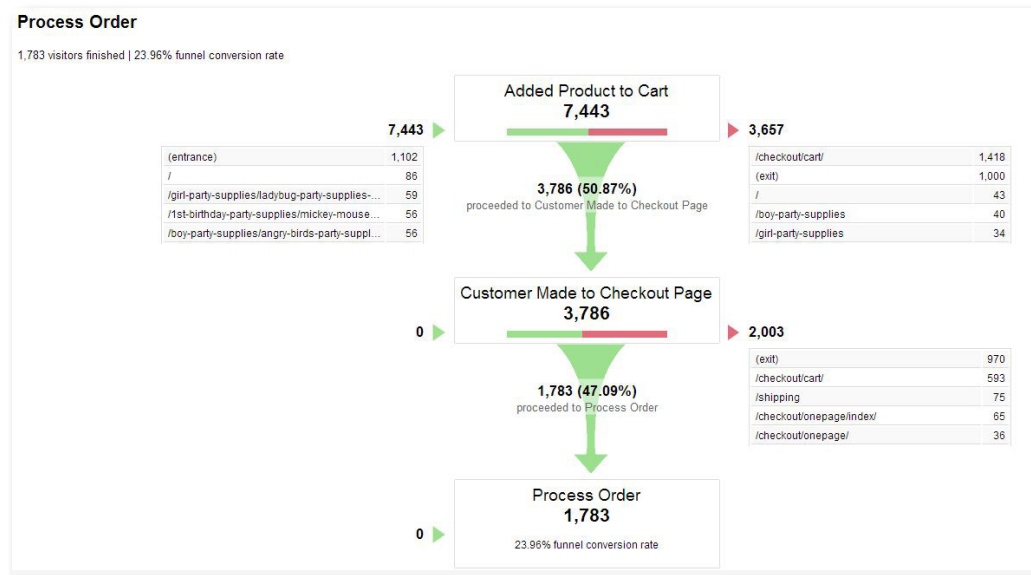
This section only has one option for primary dimension, Goal Location Completion. The metrics are Goal Completions and Goal value. In essence, it sorts your pages by the number of conversions that occur on each page.

Google Analytics allows you to define a value for every goal. This is especially helpful for non-Ecommerce goals. For instance, if you are a B2B company that sells services, you can assign a lead-generating goal (like when a visitor fills out a 'Contact Us' form) a value based on the effectiveness of leads. Monetizing your Goal Conversions allows Google Analytics to track your revenue generated and ROI based on visitor activity



CONVERSIONS > GOALS > FUNNEL VISUALIZATION

You'll need to make sure you set up goal funnels for each of your goals to make use of this report. Once you've added as many goal funnel steps you'd like to track, you can visit the Funnel Visualization report to see where customers drop off.



The most useful goal an ecommerce business owner can create is setting their receipt or 'thankyou' page as a URL destination. By creating this type of goal for your checkout process and creating a funnel path, you'll be able to gauge its effectiveness in the Funnel Visualization report. A common way to set up the flow is to track when a visitor adds a product to their cart, when they complete the checkout process, and finally when they submit their order.

THE FUNNEL VISUALIZATION REPORT WILL TELL YOU:

- » How many people reach the first step in your goal funnel process
- » Where visitors are coming from when they reach the first step in your process
- » The conversion rate of visitors making it to the next step in your goal funnel process
- » The number of visitor that exit during the process
- » Which pages visitors exited on
- » Your final conversion rate



This information is extremely useful to ecommerce merchants because you can determine which pages in your checkout process are causing a lot of visitors to exit your site and which pages send the most traffic to your checkout process, which will help you optimize your checkout process.

THE ADVERTISING REPORT

The Advertising Report is very useful for tracking the traffic that comes from your Google Adwords campaign. This will give you a great idea whether or not your ROI is where you want it to be.

In order for Google Analytics to track your advertising performance, you must enable 'Auto-tagging.' This tells Google to automatically tag your Adwords URLs so you can see the source and medium. Also, you must link your Adwords account with your Analytics account. For more information on how to do this click [here](#).

The Advertising Report can also tell you how many impressions and clicks your advertisements receive. An **impression** is when your advertisement shows up as a result after a person searches for one of the keywords you have bid on but isn't click. A **click** occurs when a person clicks on your advertisement that appears after they conduct a search.

This data can be extremely useful when you're determining how to format your advertisements and which keywords to bid on. When selecting the Clicks option, the metrics will be visits, impressions, clicks, costs, CRT, CPC, RPC, ROI, and Margin. The primary dimension will depend on which report you're looking at. In the Adwords Advertising Report you'll be able to see a Campaign Report, Keywords Report, and a Matched Search Query Report.

Note: In order to track marketing campaigns other than Google Adwords, you must create custom URL tagging (hyperlink to URL tagging section). The analytics for your campaigns other than Google Adwords will appear in the Traffic Sources Report.



ADVERTISING > ADWORDS > CAMPAIGN

This report will sort your campaigns by the most generated visits. Be sure to switch to the Clicks view in the explorer to evaluate your metrics for each campaign. You can also sort by any of the metrics if you click on the metric title.

Primary Dimension: Campaign

Ad Group

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Campaign	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate	Goal Completions	Revenue
<div></div>	1. Roman Shades	4,600	3.21	00:02:10	78.02%	49.46%	74	\$4,768.74
<div></div>	2. Roller Shades	2,079	3.97	00:03:29	80.90%	40.69%	26	\$1,799.80
<div></div>	3. Faux Wood Blinds	2,056	4.03	00:03:32	76.46%	42.27%	61	\$5,281.00
<div></div>	4. Just Bamboo	1,595	3.91	00:03:01	72.54%	40.19%	30	\$1,043.59
<div></div>	5. Latest & Greatest	1,063	3.51	00:02:46	77.05%	42.80%	21	\$1,094.42
<div></div>	6. Cellular Shades	822	4.58	00:03:48	78.22%	36.01%	26	\$1,862.81
<div></div>	7. Brand	741	7.87	00:08:34	38.73%	20.24%	89	\$14,003.96
<div></div>	8. Wood Blinds	647	3.88	00:03:02	81.45%	41.58%	11	\$705.81
<div></div>	9. AllKeywordTimePartTest	511	5.04	00:04:21	81.80%	27.98%	12	\$2,177.81
<div></div>	10. Mini Blinds	386	3.66	00:01:59	77.98%	31.87%	4	\$0.00

This report will help you evaluate which of your campaigns are doing well and which ones you should focus on improving.

You have the option to change your primary dimension to Ad Group. Doing so will display the metrics for each Ad Group you have.



ADVERTISING > ADWORDS > KEYWORDS

This report shows will show you the metrics for the keywords you bid on. Remember, this is different from what a visitor types in for keywords (that's found in Matched Search Query).

Instead, these metrics show you how well each keyword is helping your campaign. If you see a keyword that is struggling to convert customers, you may want to lower your bid or stop bidding on it all together.

Primary Dimension: Keyword		Ad Content						
Plot Rows	Secondary dimension	Sort Type: Default						
Keyword		Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate	Goal Completions	Revenue
1.	faux wood blinds	1,106	4.03	00:03:28	75.77%	41.23%	31	\$2,037.28
2.	roman shades	605	3.54	00:02:38	77.52%	44.46%	11	\$3,036.59
3.	payless decor	548	7.98	00:08:33	41.61%	19.16%	62	\$11,024.27
4.	bamboo shades	384	3.82	00:02:47	79.43%	41.15%	4	\$493.61
5.	cellular shades	376	4.89	00:04:01	80.85%	32.45%	11	\$1,194.95
6.	bamboo window blinds and shades	316	3.98	00:02:48	73.73%	36.08%	4	\$0.00
7.	custom roman shades	284	3.38	00:02:27	80.28%	47.54%	4	\$0.00
8.	roller blinds	268	4.65	00:04:03	81.34%	32.84%	5	\$455.60
9.	roller shades	266	4.38	00:03:35	78.20%	32.33%	3	\$192.18
10.	plantation shutters	260	3.00	00:01:53	84.62%	51.54%	2	\$0.00



ADVERTISING > ADWORDS > MATCHED SEARCH QUERY

You can also use this section to help you determine which keywords are most effective and how much to bid on each one. However, this report shows you the metrics for the keywords visitors used to cause your advertisement to show up on a search engine results page (SERP).

Primary Dimension: Matched Search Query		Match Type							
Plot Rows	Secondary dimension	Sort Type: Default							
<input type="checkbox"/>	Matched Search Query	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate	Goal Completions	Revenue
<input type="checkbox"/>	1. faux wood blinds	617		3.95	00:03:19	77.47%	41.00%	17	\$753.80
<input type="checkbox"/>	2. roman shades	426		3.49	00:02:31	77.23%	43.90%	10	\$3,036.59
<input type="checkbox"/>	3. payless decor	347		9.13	00:09:54	32.85%	16.43%	52	\$9,525.08
<input type="checkbox"/>	4. bamboo shades	328		3.73	00:02:50	74.70%	36.59%	4	\$493.61
<input type="checkbox"/>	5. (not set)	217		5.01	00:03:53	22.12%	40.55%	3	\$377.40
<input type="checkbox"/>	6. blinds	156		5.17	00:03:58	76.28%	23.72%	3	\$830.37
<input type="checkbox"/>	7. fabric roman shades	142		2.89	00:01:20	85.92%	50.00%	1	\$148.41
<input type="checkbox"/>	8. plantation shutters	110		3.10	00:02:10	90.00%	48.18%	1	\$0.00
<input type="checkbox"/>	9. cordless roman shades	108		2.27	00:01:54	75.00%	62.96%	0	\$0.00
<input type="checkbox"/>	10. discount blinds	92		5.43	00:03:58	64.13%	34.78%	4	\$288.11

You'll notice that there is no 'Clicks' option in the Explorer tab. This report shows you the keywords that visitors type in, not the ones that you bid on so it doesn't track impressions or clicks. Instead, you can look at the bounce rate here. If the keyword has a high number of clicks and a high bounce rate, you'll want to go to your keywords report to check the ROI.

If it has a low ROI, you'll want to stop bidding on it or revise your ad copy. If it has a high ROI, keep it!



PART 2: IN THE WORKS

Thanks for reading Part 1 of our Google Analytics Guide for Ecommerce Business Owners. We plan on expanding the series expansively in 2013. Videos, ebooks and webinars are currently being planned, with you in mind. But we want to hear from you directly.

**IF YOU HAVE ANY SPECIFIC QUESTIONS ABOUT YOUR
GOOGLE ANALYTICS CAMPAIGNS, OR IF YOU'D LIKE TO
PROVIDE INPUT OR PARTNER WITH US ON A FUTURE
VIDEO, EBOOK, OR WEBINAR, PLEASE EMAIL US AT
INBOUND@CPCSTRATEGY.COM.**

In the mean time make sure you check out some of our most popular articles & offers:

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- [5. Amazon Poaches Extra Sales Through Webstores](#)
- [6. 50 Online Customer Service Strategies](#)
- [7. Amazon vs. the World Infographic](#)

