SEM Coaching - 21

Click MEDIA
Performance Based Marketing

Google Analytics Overview

About Google Analytics

❖ A free service offered by Google

❖ Allows tracking and measurement of vital website stats related to visitor, traffic, content & conversions

❖ Integrated with Google AdWords.

❖ Allows in-depth analysis of visitor behavior and interaction with your website

❖ Goal of analytics is to help identify what's working well and what can be improved

❖ Larger goal is to measure the ROI and conversions

❖ Able to measure site speed (NEW!!!)

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Google Analytics Sign-Up

Google Analytics

Change Language: US English

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Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy - and free!

Learn More

Don't have a Google Account?
Create an account now

Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

☐ Stay signed in

Sign in

Can't access your account?

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http://www.google.com/analytics

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Inserting Google Analytics Code

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Inserting Google Analytics Code

Inserting Google Analytics Code

User Agreement

Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory   Singapore

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

Terms and conditions ☑ Yes, I agree to the above terms and conditions

Create Account   Cancel

http://www.google.com/analytics

Inserting Google Analytics Code

http://www.google.com/analytics

Inserting Google Analytics Code

Standard   Advanced   Custom

1. What are you tracking?

○ A single domain
  Example: www.sharesxpert.com
○ One domain with multiple subdomains
  Examples: www.sharesxpert.com
             apps.sharesxpert.com
             store.sharesxpert.com
○ Multiple top-level domains
  Examples: www.sharesxpert.uk
             www.sharesxpert.cn
             www.sharesxpert.fr

☐ AdWords campaigns

> Use Ctrl-A and Ctrl-C to select all and copy the code.
>
> Then paste the code before the </head> tag of your website

2. Paste this code on your site
Copy the following code, then paste it onto e[...] before the closing </head> tag. ⓘ

```
<script type="text/javascript">

 var _gaq = _gaq || [];
 _gaq.push(['_setAccount', 'UA-            ']);
 _gaq.push(['_trackPageview']);

 (function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
 })();

</script>
```

http://www.google.com/analytics

Setting Up Site Speed

In order for site speed to work, add the following line:
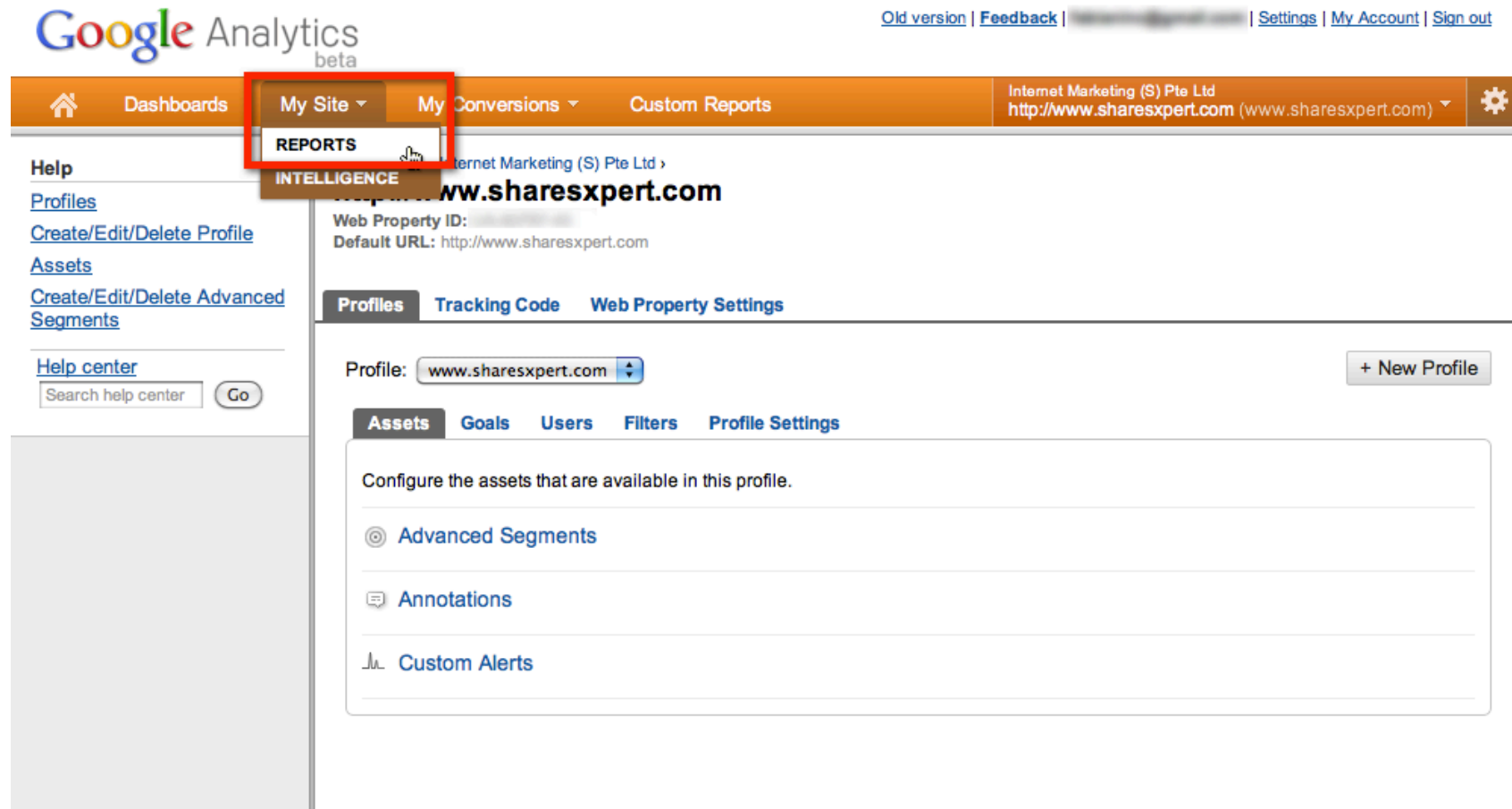
```
_trackPageLoadTime();
```

into the tracking code as follows:

```
<script type="text/javascript">
 var _gaq = _gaq || [];
 _gaq.push(['_setAccount', 'UA-XXXXX-X']);
 _gaq.push(['_trackPageview']);
 _gaq.push(['_trackPageLoadTime']);

 (function() {
   var ga = document.createElement('script'
   ga.src = ('https:' == document.location.
   var s = document.getElementsByTagName('s
 })();
</script>
```

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Accessing Google Analytics Report

To View Analytics Report: My Site > REPORTS

Google Analytics – Overview Page

To View Analytics Report: My Site > REPORTS

Google Analytics – Key Metrics

- Page views
- Unique visitors
- Pages/visit
- Average time onsite
- Bounce rate
- New vs returning visitors
- Direct vs referral vs search traffic
- Top ENTRY & EXIT pages
- Top browsers
- Top mobile devices

Questions?