



## SEM Coaching - 21



# 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!!!)



# Google Analytics Sign-Up

Google Analytics

Change Language: US English

HOME

PRODUCT

SUPPORT

EDUCATION

PARTNERS

BLOG

## 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

[Can't access your account?](#)

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<http://www.google.com/analytics>



# Inserting Google Analytics Code

The screenshot shows the Google Analytics beta interface. At the top, there's a navigation bar with links for 'Old version', 'Feedback', 'Settings', 'My Account', and 'Sign out'. Below this is a secondary navigation bar with 'Dashboards', 'My Site', 'My Conversions', and 'Custom Reports'. A red box highlights a gear icon in the top right corner, with a callout bubble saying 'Click on this link...'. The main content area is titled 'Account Home' and features a search bar with the date 'Apr 23, 2011'. Below the search bar is a list of accounts, including 'ShoeMedia USA, LLC' and 'Internet Marketing (S) Pte Ltd'. On the right side, there's a 'Recent Blog Posts' section with three posts: 'Shoes of Prey - Using Custom Reports to identify influential pages', 'New Google Analytics - Overview Reports Overview', and 'Issue affecting Analytics data for April resolved'.

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<http://www.google.com/analytics>

# Inserting Google Analytics Code

Google Analytics

## Account Administration

### Accounts

#### Create New Account

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. ?

#### General Information

Account Name

Website's URL   
Example: <http://www.mywebsite.com>

Time zone  (GMT-07:00) Pacific Time

#### Data Sharing Settings ?

Sharing Settings ☐ Do not share my Google Analytics data

☒ Share my Google Analytics data...

☒ With other Google products only optional

Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)

☒ Anonymously with Google and others optional

Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

<http://www.google.com/analytics>



# 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

The screenshot shows the Google Analytics interface for a property named "SharesXPert". The top navigation bar includes links for "Old version", "Feedback", "Settings", "My Account", and "Sign out". The main navigation bar has tabs for "Dashboards", "My Site", "My Conversions", and "Custom Reports". The left sidebar contains links for "Help", "Profiles", "Create/Edit/Delete Profile", "Assets", "Create/Edit/Delete Advanced Segments", and "Help center". The main content area is titled "Tracking Code Configuration" and includes a section for "Tracking Status Information". This section displays the "Web Property Name" as "SharesXPert", the "Website URL" as "http://www.sharesxpert.com", and the "Web Property ID" as "UA-22222222-1". The "Tracking Status" is "Tracking Not Installed", with a message stating: "The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website." An orange speech bubble points to the "Website URL" field with the text "Verify URL is correct".

<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 the </head> tag of your website before the closing </head> tag.

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

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-12345678-1']);
_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:

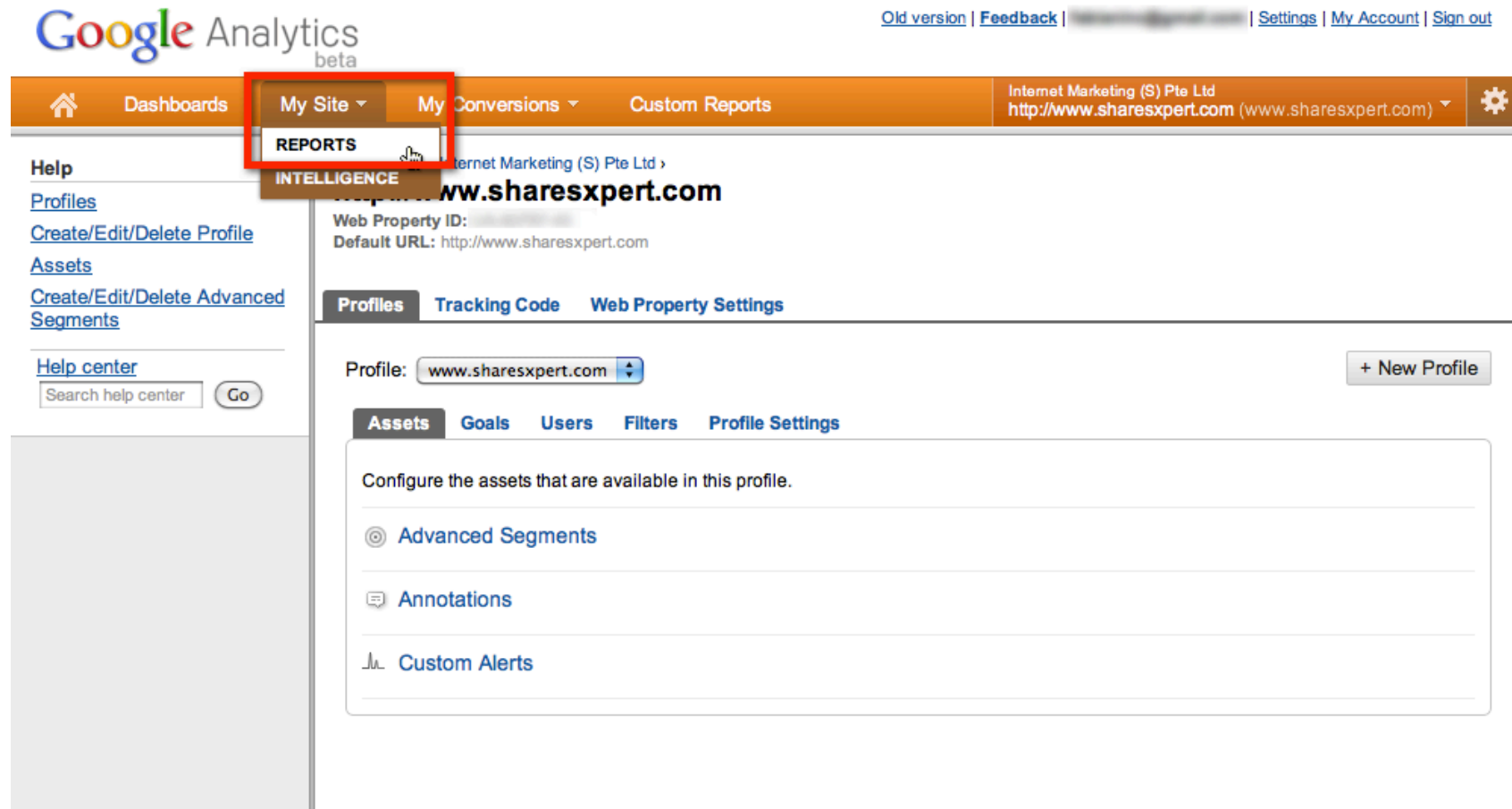
```
_trackPageLoadTime();
```

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>
```

# 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?

