

Summit Structural AZ

Progress update #4

Week 10/16

- Slow progress....
- Meet with client (!!!!!)
 - Discussed content needed
 - Approved theme
- Reloaded images and themes after accidental deletion
- Activated Google Analytics

Create an analytic account

1. log into your google account
2. Analytics.google.com
3. Sign up for google analytics
4. Fill in personal information and the URL of the sight that you're trying to track
5. Agree to the terms and conditions and press the create button

New Account

What would you like to track?

Website

Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

http://

Example: <http://www.mywebsite.com>

Industry Category ?

Select One

Reporting Time Zone

United States

(GMT-08:00) Pacific Time

Data Sharing Settings ?

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

Get tracking ID/Java Script code

The screenshot shows the Google Analytics 'Settings' page for a property named 'Testing Website'. The URL in the browser is <https://www.google.com/analytics/web/?authuser=0#management/Settings/a46219933w77137989p79770005/%3Fm.page%3DTrackingCode>. The interface includes a top navigation bar with tabs for 'Reporting', 'Customization', 'Admin', and 'Help'. On the left, a sidebar lists various settings under the 'PROPERTY' section, with 'Tracking Code' highlighted. The main content area displays the 'Tracking ID' as 'UA-46219933-1' and the status as 'Tracking Not Installed'. It provides instructions on how to install the tracking code and includes a large text box containing the JavaScript code snippet.

Testing Site for Google Analytics Not ... Dashboard < Testing Site for Google A... Google Analytics

https://www.google.com/analytics/web/?authuser=0#management/Settings/a46219933w77137989p79770005/%3Fm.page%3DTrackingCode

Google Analytics Office... Testing Site for Google... Dashboard < Testing Si... rankyaseoservices - Yo... Analytics Help Video Campaign Man... Webmaster Tools Help Thank you | Ubuntu

Testing Website - http://www.analyticstesting.rankya.com All Web Site Data

Reporting Customization Admin Help

PROPERTY

Testing Website

Property Settings

User Management

.js Tracking Info

Tracking Code

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Remarketing

Custom Definitions

Data Import

Tracking ID

UA-46219933-1

Status: **Tracking Not Installed**

Last checked: Dec 5, 2013 1:35:35 AM PST

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.

[Learn more](#)

Website tracking

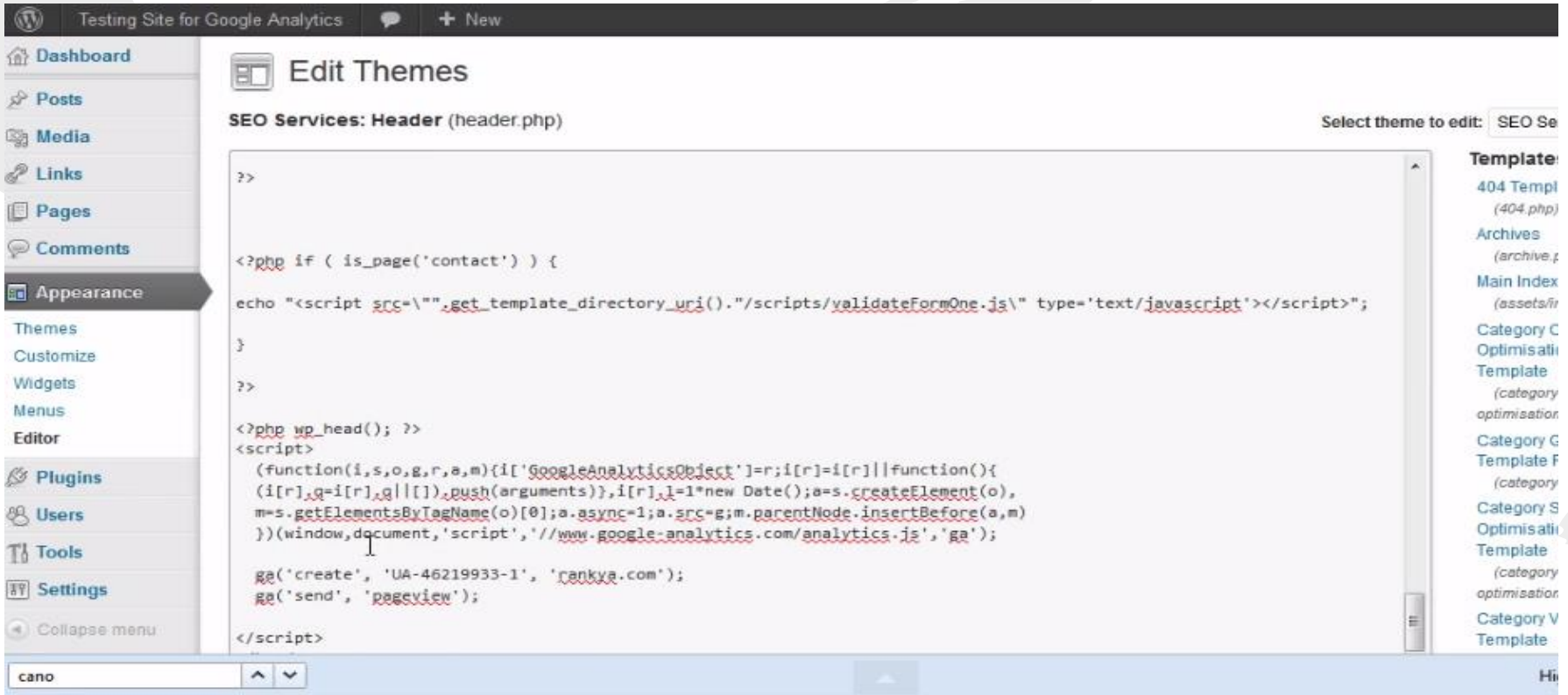
This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r,i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
m=s.getElementsByTagName(o)[0],a.async=1,a.src=g,m.parentNode.insertBefore(a,m)
})(window.document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-46219933-1', 'rankya.com');
ga('send', 'pageview');
</script>
```

Paste the javascript code into the website



Testing Site for Google Analytics

+ New

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Editor

Plugins

Users

Tools

Settings

Collapse menu

canon

Edit Themes

SEO Services: Header (header.php)

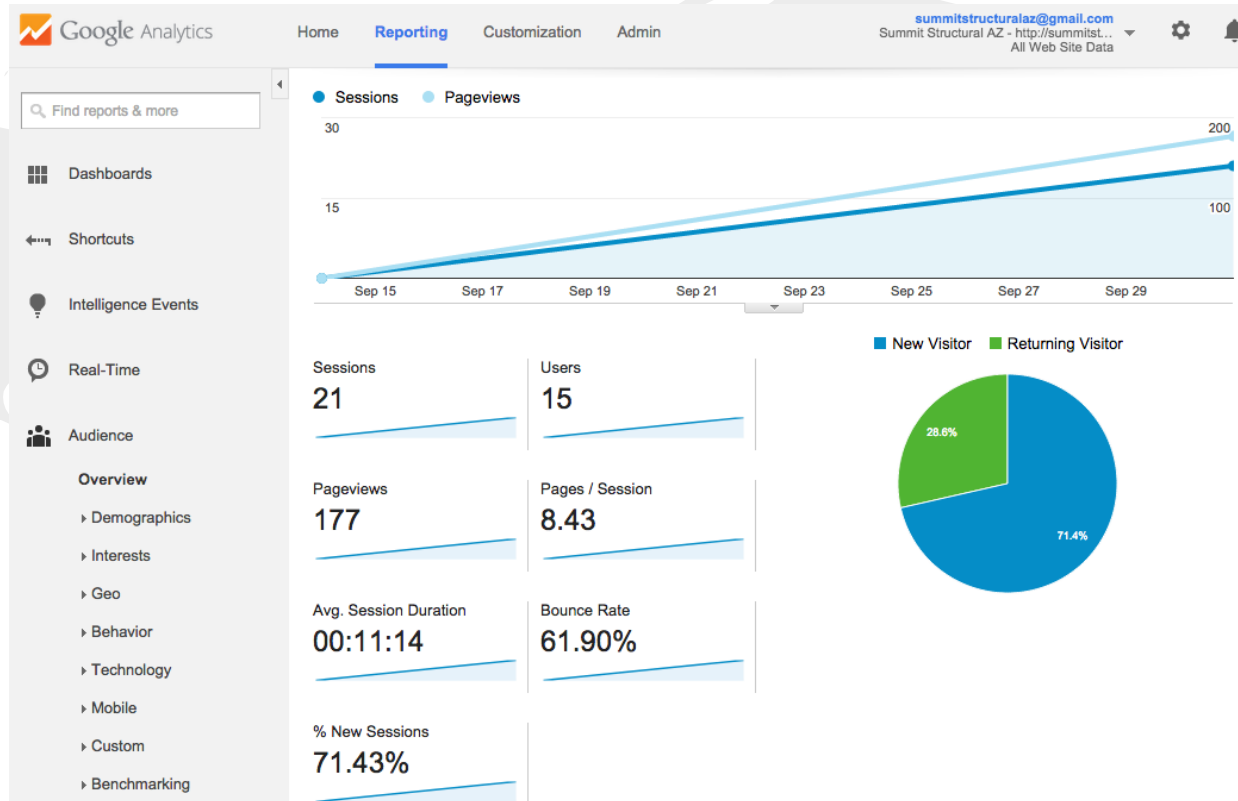
Select theme to edit: SEO Se

```
<?php if ( is_page('contact') ) {  
    echo "<script src=\"\".get_template_directory_uri().\"/scripts/validateFormOne.js\" type='text/javascript'></script>";  
}  
?  
  
<?php wp_head(); ?>  
<script>  
    (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){  
        (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),  
        m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)  
    })(window,document,'script','//www.google-analytics.com/analytics.js','ga');  
  
    ga('create', 'UA-46219933-1', 'rankya.com');  
    ga('send', 'pageview');  
}</script>
```








Template

- 404 Templ
(404.php)
- Archives
(archive.p
- Main Index
(assets/ir
- Category C
Optimisati
- Template
(category
- optimisation
- Category G
Template F
(category
- Category S
Optimisati
- Template
(category
- optimisation
- Category V
Template

SEO - Getting hits!!



And from other countries!!

Country / Territory ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	21 % of Total: 100.00% (21)	71.43% Site Avg: 71.43% (0.00%)	15 % of Total: 100.00% (15)	61.90% Site Avg: 61.90% (0.00%)	8.43 Site Avg: 8.43 (0.00%)	00:11:14 Site Avg: 00:11:14 (0.00%)
1.  United States	12 (57.14%)	50.00%	6 (40.00%)	33.33%	14.00	00:19:40
2.  Brazil	4 (19.05%)	100.00%	4 (26.67%)	100.00%	1.00	00:00:00
3.  Belgium	1 (4.76%)	100.00%	1 (6.67%)	100.00%	1.00	00:00:00
4.  Ecuador	1 (4.76%)	100.00%	1 (6.67%)	100.00%	1.00	00:00:00
5.  Spain	1 (4.76%)	100.00%	1 (6.67%)	100.00%	1.00	00:00:00
6.  Greece	1 (4.76%)	100.00%	1 (6.67%)	100.00%	1.00	00:00:00
7.  India	1 (4.76%)	100.00%	1 (6.67%)	100.00%	1.00	00:00:00

cool edits

Find reports & more



Audience

Overview

Active Users **BETA**

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow



Acquisition



Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics



Conversions

Content Experiments - Create a new experiment

1 Choose an experiment objective

The experiment, **first A/B experiment by henok**, will evaluate Bounces on 100% of user traffic.
Email notification is not set for this experiment.
2 weeks minimum run time, 95% confidence threshold.

edit

2 Configure your experiment

edit

Original



Variation 1



3 Setting up your experiment code

How do you want to set up your experiment code?

Manually insert the code

Send the code to webmaster

Adding script code to your page

1. Make sure your original and variation pages have Google Analytics tracking code installed.
2. Then, paste this experiment code immediately after the opening head tag at the top of your original page.

```
<!-- Google Analytics Content Experiment code -->
<script>function utmx_section(){function utmx(){function(){var
x=92425807-1,d=document,l=d.location,c=d.cookie;
if(!search.indexOf("utm_exp="+x))return;
function f(n){if(c){var l=c.indexOf(n+"=");if(l>-1){var j=c.
indexOf(l);return escape(c.substr(j+n.length+1,j-D7c.
length-1))}}var x="f"+utmx).xx=(["_utmx"],h=l.hash,d.write(
"<sc+ript src="+http+(l.protocol=="https"?s:ssf:
c.llwww)+google-analytics.com/ga_exp.js?"+utmxkey="+k+
"&utmx="+x7x+")"&utmoc="+xx7oc")"&utmxtime="+new Date().
valueOf()+h7&utmhash="+escape(h.substr(1)).")"
type="text/javascript" charset="utf-8"></sc+ript>}});
<script><script>utmx("url","A/B");</script>
<!-- End of Google Analytics Content Experiment code -->
```

Additional information for your experiment code:

Experiment ID: RByfc14cTYih53HnEYeHg

SEO tools - Keyword Density



Enter a URL to check (include http://) Focus on these keywords (separate with commas) [Check Now](#)

too, e.g.: <http://www.zippy.co.uk/keyworddensity/url/moz.com/top500> [Advanced Options](#)

[Information](#) [Summary](#) [Page](#) [Words](#) [Info](#) [Links](#)

Server Header Code

Check last run at 06:22:18 - Thu 16 Oct 2014, taking 3.66 seconds

Content-Type	text/html; charset=UTF-8
X-Port	port_10885
X-Cacheable	YES:Forced
Transfer-Encoding	chunked
Date	Thu, 16 Oct 2014 05:22:18 GMT
Age	261
Vary	Accept-Encoding, User-Agent
X-Cache	cached
X-Backend	wpaas_web_095

Geolocation

Link Ratio

Internal Links	External Links	Internal Link Percentage
25	1	96.15%

One Word

Total: 16

Density	Keyword	Repeat	Headings	Link
6.00%	home	6	0	2
3.00%	read	3	0	3
3.00%	construction	3	0	0
3.00%	contact	3	1	3
3.00%	options	3	0	2
2.00%	avoid	2	0	0
2.00%	t	2	0	0
2.00%	directions	2	0	0
2.00%	services	2	0	2
2.00%	s	2	0	0
2.00%	portfolio	2	0	2
2.00%	project	2	0	2
2.00%	summit	2	1	1
2.00%	commercial	2	0	2

SEO tools - Keyword Tool



KeywordTool



Cross References:

Google
Bing
more

Displays/Links to:

Related Results
Related Phrases
Easy CSV export

More Information:

[Learn How it Works](#)
[More Keyword Tools](#)
[PPC Tools](#)

Free Bing Credit:

Try The Coolest Keyword Research Tool Today!

Enter your keyword. Results may take **10 to 15 seconds** to display.

☐ fuzzy match ☐ G Trends ☐ More[Export to CSV](#)

Keyword	Monthly Searches	Daily Searches	Google	Bing + Yahoo!	CPC	Monthly Value
structural analysis	2,880	96	80	16 B / Y!	\$1.29	\$3,096
structural analysis software	312	10	9	2 B / Y!	\$2.54	\$660
fundamentals of structural analysis	168	6	5	1 B / Y!	\$2.64	\$370
structural analysis hibbeler	150	5	4	1 B / Y!	\$0.33	\$41
structural analysis program	150	5	4	1 B / Y!	\$1.76	\$220
structural analysis solution manual	98	3	3	1 B / Y!	\$0.52	\$43

Coming up next

- Create social media advertising

Our own theme





Questions?