

A SIMPLE GUIDE TO ONLINE GOOGLE ANALYTICS

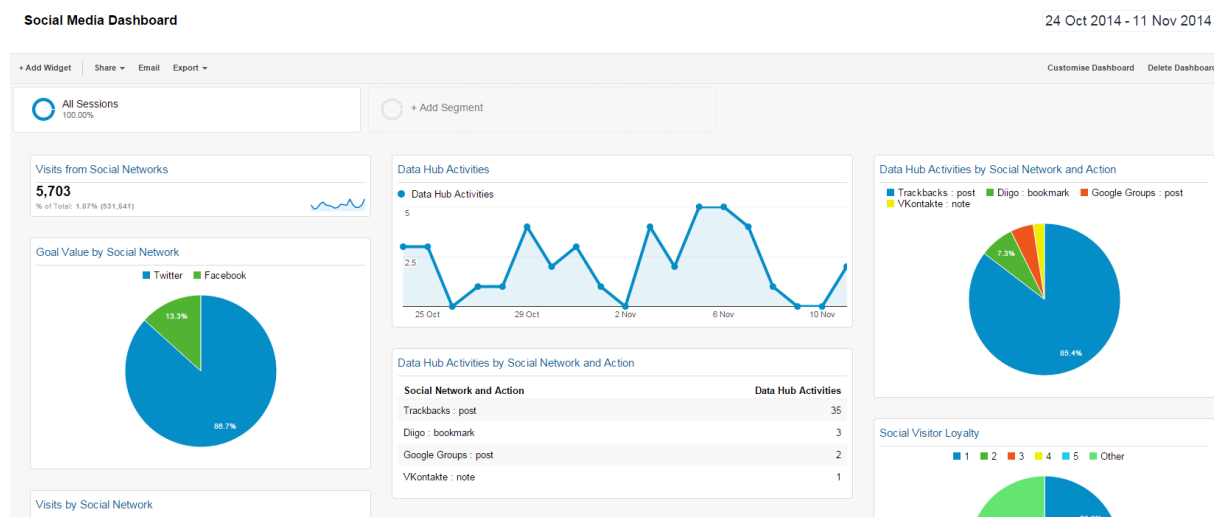
Why use Google Analytics?

- Learn which marketing campaigns/activities are most effective
- Identify website traffic trends and patterns
- Find out what customer and customer segments are most valuable
- Learn where visitors come from and what do they do on your website
- Find out how your website can convert more visitors into customers
- Discover what keywords resonate with prospects and lead to conversions
- Find out what paid/unpaid activities are the most effective

Examples of what you can do

Dashboards

Easy to read and digestible reports on key areas



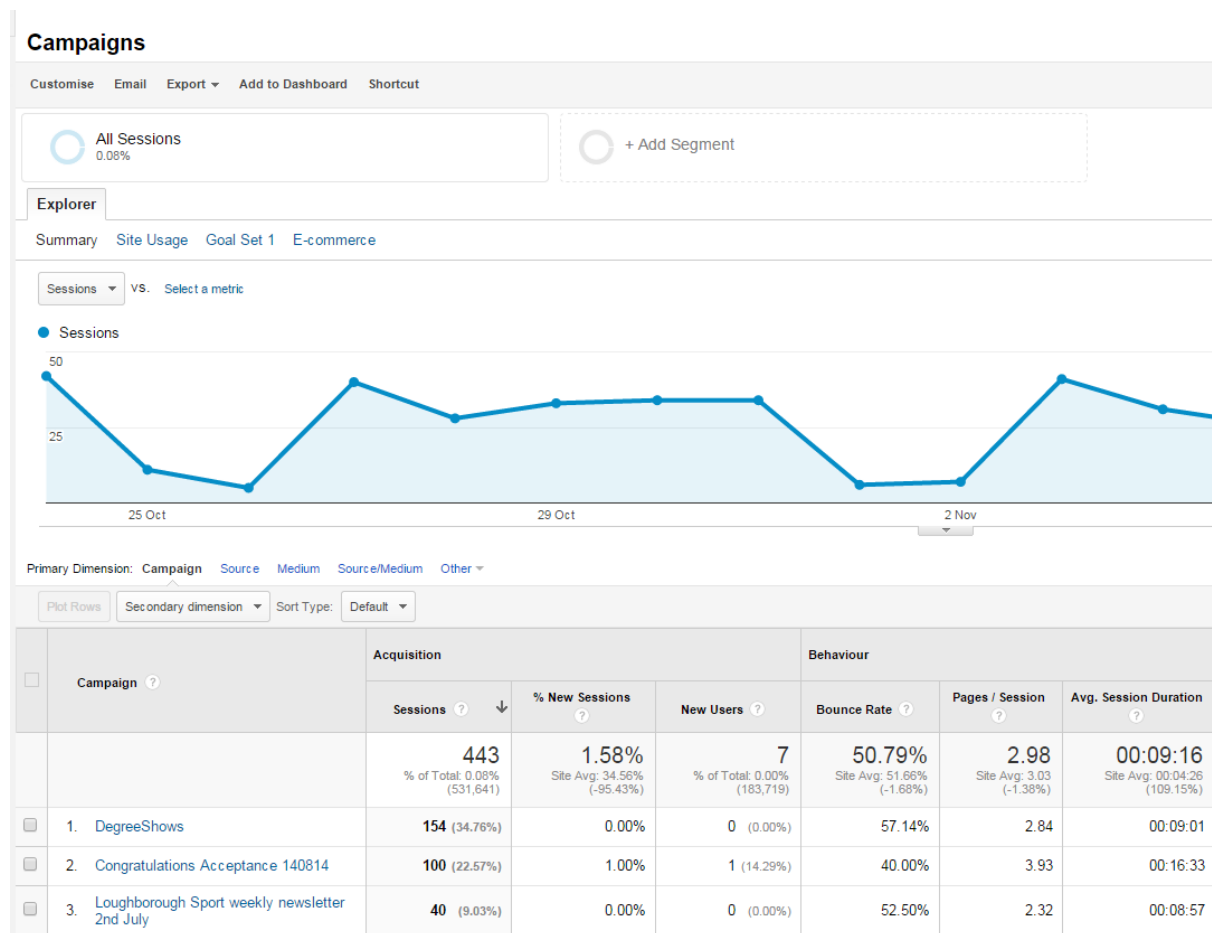
The Dashboard functionality allows you to gather together your most important information at a glance, for example social media activity (what channels drive most traffic, what links were shared most etc) around your website in an easy to read format that can be shared (you can set up email alerts) in PDF format etc.

This allows you to :

Campaign tracking

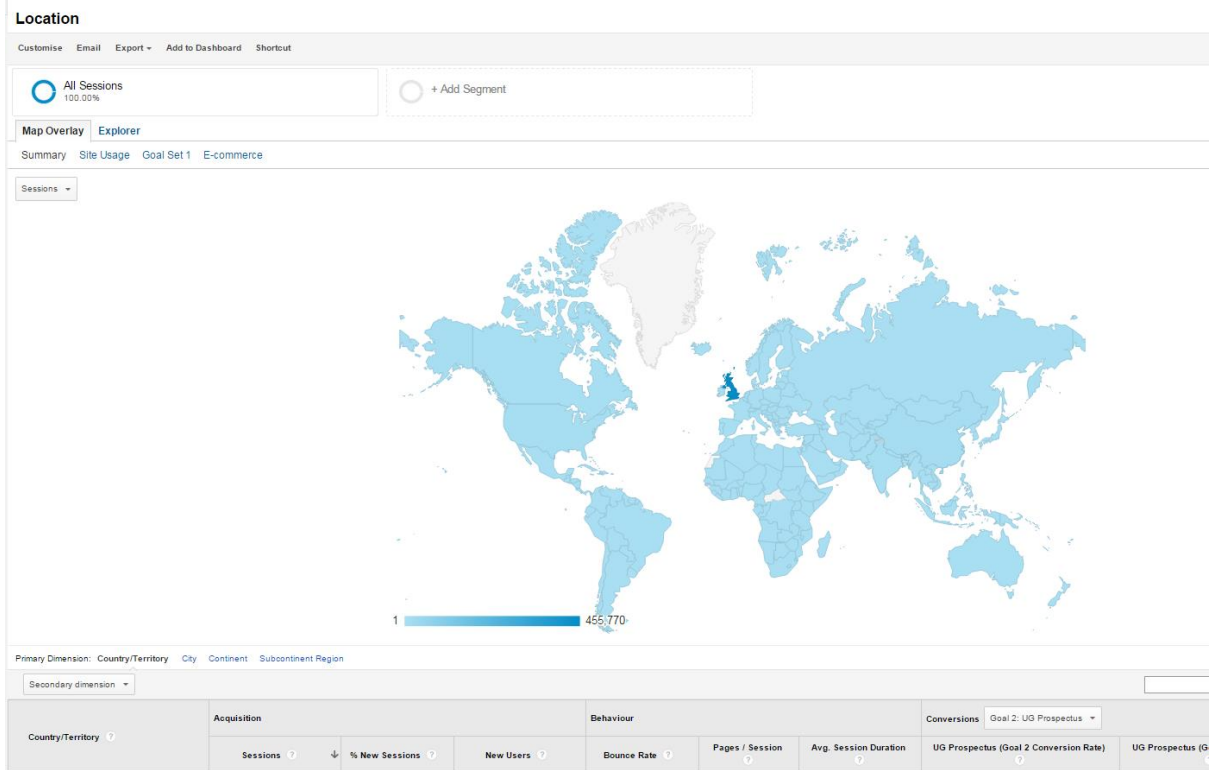
You can find out which of your online campaigns are the most effective. Find out what the traffic sources are, what ads/channels were best in terms of generating conversions (in terms of HE, whether that's ordering a prospectus, signing up for an open day etc)

Allows you to track visitors from online advertising or unpaid campaigns (from emails, banner adverts etc) to your website.



Find out geographical information about your users

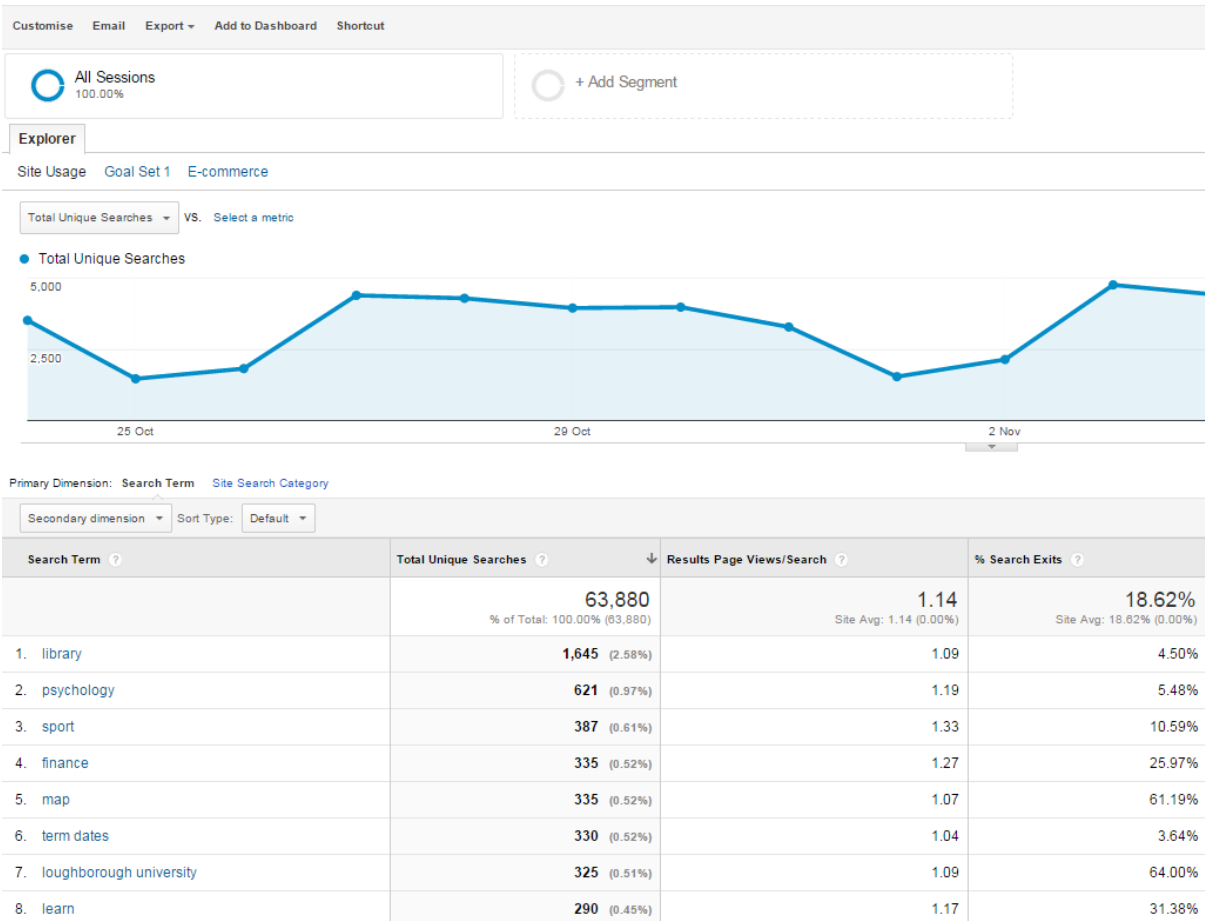
Where your visitors live, what content they consume via region, which countries users are from that are more likely to convert.



Find out what people are searching for from within your site

This may point to opportunities to generate content that's missing, or show where your navigation can be improved.

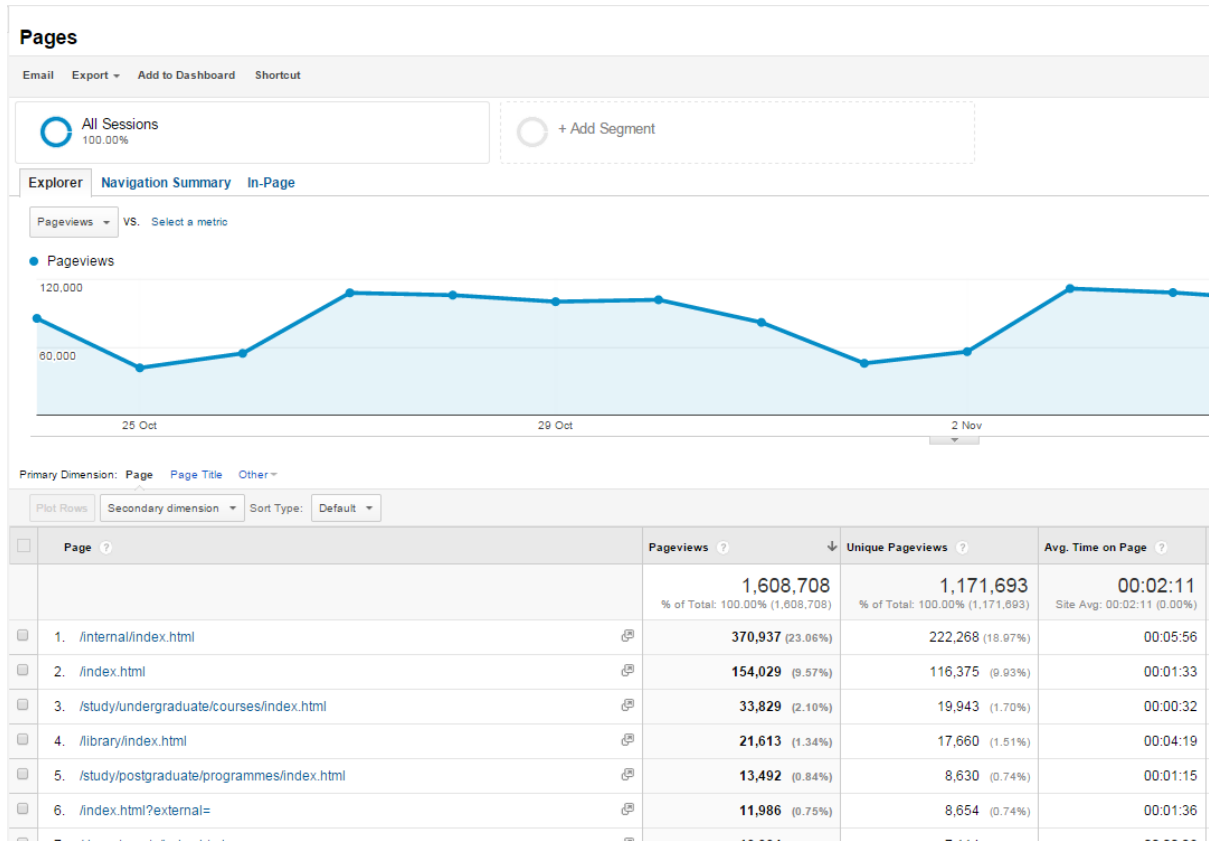
Search Terms



Find out what your top content is

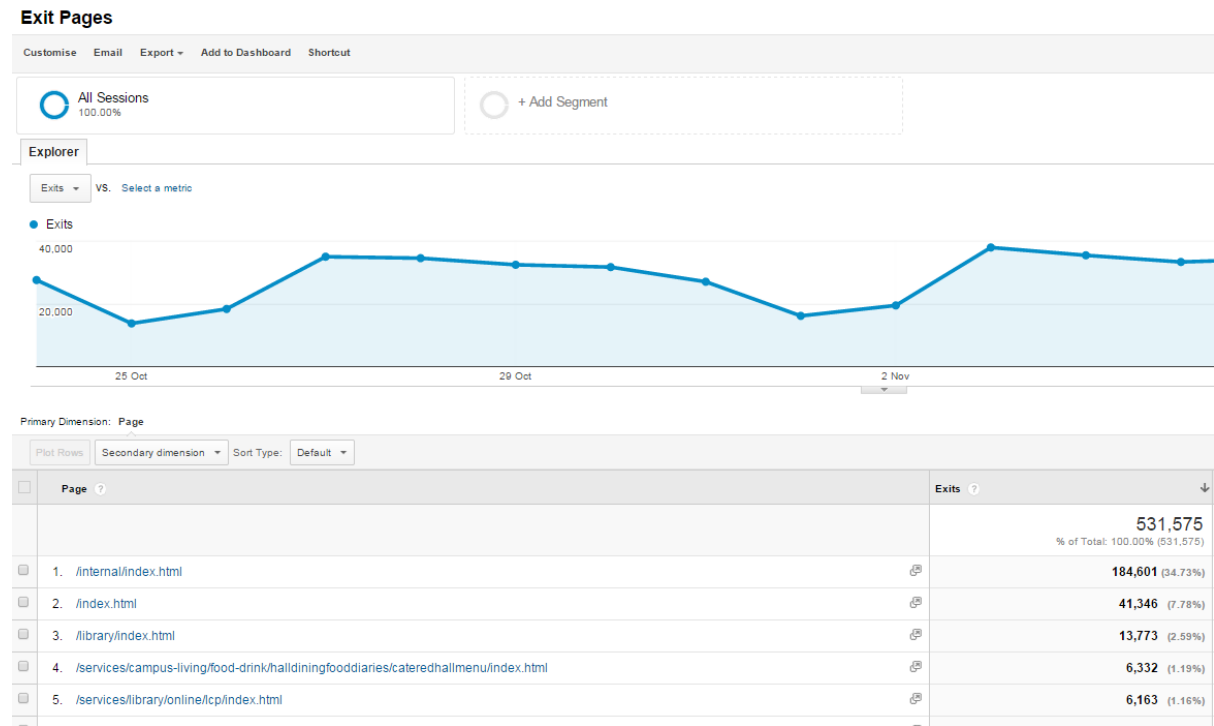
For example find out what

- your most popular content is
- how often it's visited
- whether visitors are new/returning
- how long they spend on your pages.



And possibly what your worst content is...

Exit pages are where people are most likely to leave your site – this could point to content that’s not doing its job in terms of giving users what they expect, or driving them to your goals.



Set up goals to track key website activities

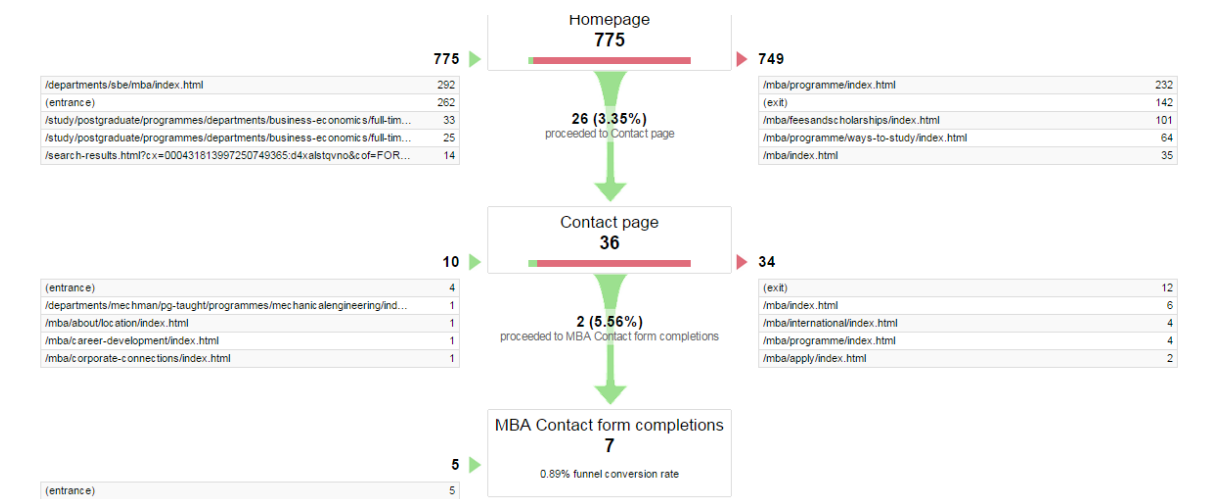
Goals are arguably Google Analytics most powerful feature.

They allow you set up and measure targets such as purchase completions and email/event signups.

The four goal types you can choose from are

- a destination URL (i.e. Thank you for registering page)
- time spent on a page (i.e. A 5 minute visit to the site)
- pages per visit (i.e. a visit of 4 pages or more)
- an event (A video play for example)

You can define paths/funnels you'd expect/want users to take and see how effective they are – where users may be dropping out of the funnel, or maybe locations where they are unexpectedly joining the funnel.




Discover what technologies are used by visitors

Important information – for example you can track growth in mobile use and look at trends in device use across geographical areas.

How many unique smartphone/tablet visitors?

227,553


% of Total: 26.46% (860,092)



How many unique laptop/desktop visitors?

630,753

% of Total: 73.34% (860,092)

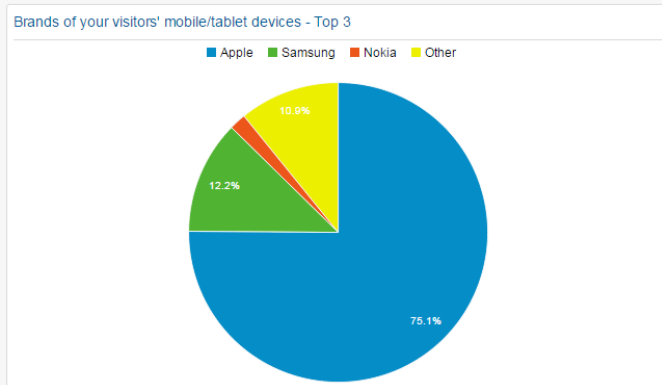


Your visitors' favorite devices - Top 5

Mobile Device Info	Users	Bounce Rate
Apple iPhone	95,727	63.17%
Apple iPad	62,108	48.54%
Samsung GT-I9505 Galaxy S IV	4,276	60.59%
Samsung GT-I9300 Galaxy S III	2,954	55.57%
Apple iPod	2,065	56.96%

Language preference settings of your visitors - Top 5

Language	Users	Bounce Rate
en-us	480,073	48.03%
en-gb	298,671	51.06%
zh-cn	29,525	40.86%
en	7,541	60.68%
pt-br	5,416	67.92%



Your visitors' screen resolutions - Top 10

Screen Resolution	Users	Bounce Rate
1366x768	173,211	45.54%
1280x1024	84,560	45.67%
1920x1080	79,203	47.14%
320x568	67,826	63.33%
768x1024	62,134	48.52%
1280x800	54,662	47.26%
1440x900	51,233	47.04%
1920x1200	38,543	52.04%
1680x1050	32,678	44.05%
1600x900	27,996	42.24%

Resources

Training resources

Google Analytics Training resources (official)

Guides and training that range from setting up Google Analytics to more advanced topics

<https://support.google.com/analytics/answer/4553001>

A Guide to Getting Started With Analytics

Covers the key areas of Google Analytics for beginners

<http://searchenginewatch.com/article/2243996/A-Guide-to-Getting-Started-With-Analytics>

50+ Google Analytics Resources – The 2014 Edition

Recent collection containing a wide range of Google Analytics guides and resources

<https://blog.kissmetrics.com/google-analytics-resources-2014/>

Blogs to read

Google Analytics Blog

The official blog from Google, offering advice, resources and the latest developments in the world of Google Analytics

<http://analytics.blogspot.co.uk/>

Occam's Razor

Avinash Kaushik's (Digital Marketing Evangelist for Google) blog on web analytics

<http://www.kaushik.net/avinash/>

Analytics Talk

Personal blog of Justin Cutroni, Analytics Advocate at Google

<http://cutroni.com/>

Search Engine Watch

Covers more than just analytics and branded a "a must read" by Google's web spam supremo Matt Cutts

<http://searchenginewatch.com/analytics>

KISSmetrics

Wide coverage of analytics including resources, feature guides and how to make the most of analytics for your business

<https://blog.kissmetrics.com/>