

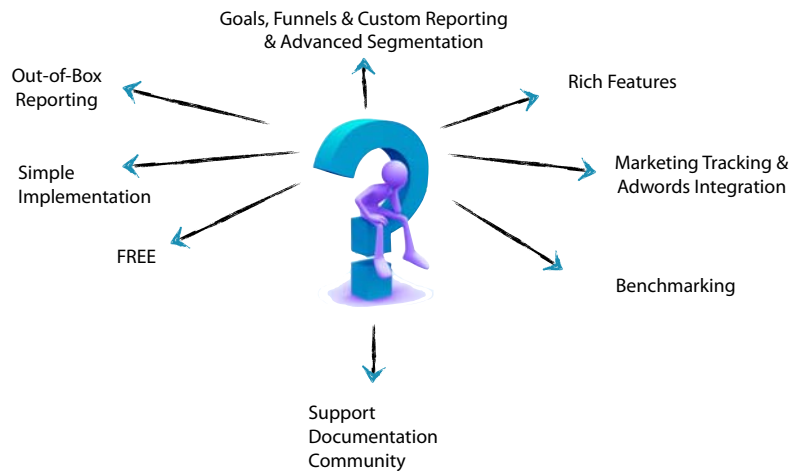
Welcome

If any of you would like to share or discuss your analytics during this presentation, please enable add the email, coreyjr@gmail.com to your site's User Manager list so that your results can be displayed on the screen.



It's Free

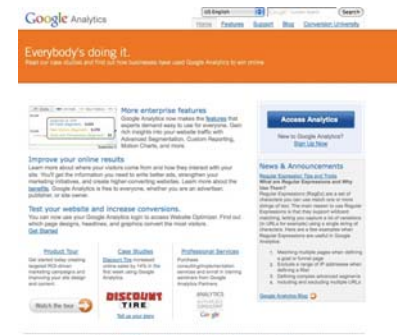
- You can **save thousands of dollars** a year compared to Google's paid-subscription competition (Omniture, Webtrends, Hitbox, etc)
- **You get much much more than you pay for!** "You get what you pay for" would not be an accurate statement for Google's free Analytics. Google Analytics supplements the Google Adwords Program (optional) which is the top revenue generator for Google.
- **Google has aggressively improved the features and performance** of Google Analytics year-to-year since it was launched in April 2006.
- **Google offers a plethora of free support**, documentation and online training for Google Analytics users ([Conversion University](#)). Google Analytics consultants are also available for a charge.



Simple Implementation

Sign Up for your Account
<http://google.com/analytics>

- You will need an existing gmail address to create your account.
- After you've created the account, you can add other users to administer or view your account.



Simple Implementation

Get the Google JS Code

1. Get the **ga.js** code from your account.
2. Add your code just before the closing **</body>** tag of your page.

HINT: Insert **ga.js** into a snippet, and proxy the snippet into your template.

HINT: After you learn how to customize your code, you can call custom tracking code to the page based upon whether the user is a visitor or registered user

```
Copy the following code block into every webpage you want to track immediately before the </body> tag.
If you are using dynamic content you can use a common include or a template. Learn More

Use the tracking code to gain access to a wide range of exciting new features on this feature update.

<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://www." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'></script>"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-3208783-1");
pageTracker._trackPageview();
} catch(err) {}</script>
</div>
</div>
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https." : "http.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-an">
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-1368270-3");
pageTracker._initData();
pageTracker._trackPageview();
} catch(err) {}
</script>
</body>
</html>
```



Out-of-box Reporting

- Google has over 80 out-of-box reports for your website.
- Google's 4 Basic Categories of Reports include:
 1. Visitors
 2. Traffic Sources
 3. Content
 4. Goals



HOW DO I MAKE SENSE OF ALL THESE NUMBERS?



More about the ga.js

Resources

Tracking Sites

<http://code.google.com/apis/analytics/docs/tracking/gaTrackingOverview.html>

Explore the tracking API

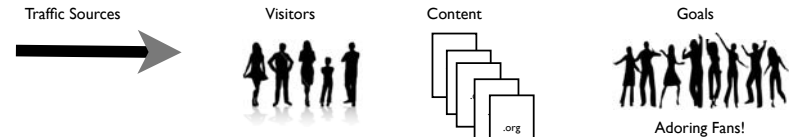
<http://code.google.com/apis/analytics/docs/gaJS/gaJSApi.html>

Event Tracking (track flash UI elements, gadgets and even latency)

<http://code.google.com/apis/analytics/docs/tracking/eventTrackerOverview.html>



Out-of-box Reporting



- Direct
- Referring Sites
- Search Engines
- Adwords/Paid Search
- Campaigns
- Email

- Visits
- Unique Visits
- New VS Returning
- Geo Location
- Time on Site
- Page Views

- Top Content
- Content Drill-downs
- Top Landing Pages
- Exit Pages
- Click Patterns

- Request for Info
- Online Sign-up
- Donation
- Pledge
- Corporate Sponsor





Setting up Goals & Funnels

GOALS are the primary metric for measuring how well your site fulfills business objectives. A goal is a website page which a visitor reaches once they have made a donation, completed a purchase or completed another desired action, such as a registration or download.

FUNNELS represent the path that you expect visitors to take on their way to converting to the goal. Defining these pages allows you to see how frequently visitors abandon goals, and where they go. For example, funnels in an e-commerce goal may include the first page of your checkout process, then the shipping address info page, and finally the credit card information page.



Setting up Goals & Funnels

Setting Up Funnels

Each step requires a url and an assigned name that will be used in the reports

Example

1. /landing-page
 2. /view-donor-cart
 3. /checkout
- GOAL: /checkout?confirmation=1



Setting up Goals & Funnels

Setting up your Goals

Match Type

1. Exact
2. Head
3. Regular Expression

Exact - to use exact, you must make an http request to your "exact" url at the completed portion of checkout. To do this in webware, iframe your exact url into the success portion of the webware template. The iframed page can be a blank page with width/height attributes at 0.

Head - to use **head**, pass a custom/arbitrary variable (used only for google tracking) into the form submit url to be displayed url for the "thank you" page.

Regular Expression - recommended for advanced users (see online documentation).



Custom Reporting

Organize google's dimensions & metrics to create reports that uniquely fit your business needs

Guidelines to keep in mind:

1. What question(s) is your report seeking to answer?
2. Do you have a general outline of how the data should be presented?
3. What kind of dimensions do you want to categorize the metrics into? Do you want your report to only show metrics?

The visitor or campaign attribute (e.g. source, medium). A good way to distinguish dimensions from metrics is to remember that metrics will always have number values, whereas dimensions are usually text.

Metrics are aggregate numbers or values



10 Reasons Why You Should Try



Custom Reporting

1. Name your report. Click on the "Title" field and begin typing.

2. Select the dimensions and metrics you want in your report.

3. Drag and drop your selected dimensions. A report with dimensions must always have metrics.

4. Drag and drop your selected metrics. Unlike dimensions, a custom report can contain just metrics.

5. Add and name your tabs here. Although they will all contain the same dimensions, you can add and rearrange new metrics for each one.

6. Click "Create Report" to finish.

GOTO Sample Client Custom Reports

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10 Reasons Why You Should Try



Rich Features

Advanced Segmentation
Isolate and analyze subsets of your traffic. Select from predefined custom segments such as "Paid Traffic" and "Visits with Conversions" or create new custom segments with a flexible, easy-to-use segment builder. Apply segments to current or historical data and compare segment performance side by side in reports. [Watch Video](#)

Benchmarking
Find out whether your site usage metrics underperform or outperform those of your industry vertical. Option benchmarking compares your key metrics against aggregate performance metrics while preserving the confidentiality of your data.

Setup Email: Dashboard
Schedule or send ad-hoc personalized report emails that contain exactly the information you want to share.

Funnel Visualization
Find out which pages result in lost conversions and where your would-be customers go.

Motion Charts
Motion Charts add sophisticated multi-dimensional analysis to most Google Analytics reports. Select metrics for the x-axis, y-axis, bubble size, and bubble color and view how these metrics interact over time. Choose the metrics you want to compare and expose data relationships that would be difficult to see in traditional reports. [Watch Video](#)

Site Overlay
See traffic and conversion information for every link as you browse your site. (no download required).

Visits to Purchase
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

Ecommerce Tracking
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

Internal Site Search
Find out how your visitors search your site, what they look for, and where they end up.

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10 Reasons Why You Should Try




Advanced Segmentation

Google's Advanced Segmentation allows you to:

1. Quickly isolate and analyze subsets of traffic that meet a certain set of criteria
2. Apply a segment to future and historical data
3. Allows comparison of advanced segments side-by-side (can compare up to four)
4. Allows you to apply "out-of-box" advanced segments to any of your reports
5. Allows you to create custom segments that combines one or more logical statements to define a statement

Example - How many internet explorer users from Los Angeles CA spend more than 2 minutes looking at www.example.com site (metric | dimension | condition)

City that matches **Los Angeles**
and
Time on site is greater than **2**
and
Browser contains **internet explorer**

 [view online demo](#)



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10 Reasons Why You Should Try




Marketing Campaign Tracking

Google analytics automatically tracks referrals and search queries. To differentiate between natural and paid placement of referrals, you need to add tags to your destination urls. Tag all paid keywords links, banners and display ads, and the links inside promotional emails

http://www.website.com?utm_source=XXX&utm_medium=YYY&utm_campaign=ZZZ
utm_source: identify an advertiser (referrer: google, citysearch, newsletter4)
utm_medium: identify an advertising medium (marketing medium: cpc, banner, email)
utm_campaign: campaign name (promo, promo code, or slogan)

**NOTE: These variables ONLY report to Google. Don't forget to use motivation codes to pass to the webware APIs.*

 [view online demo](#)




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Adwords Campaign Tracking

Just like tracking your campaigns, you can apply manual variables to your Adwords links to track your results. Even better, Google Analytics integrates seamlessly with your Adwords account and can “auto-tag” all keywords that you are currently placing.

Your Google Analytics reports will not only show campaign tracking but ROI information as well. Google Analytics will apply “cost-data” to give you a CPC value for all your Adword visits.

? **Need help in starting and managing your Adwords Campaign and Google Analytics?**
Sign-up for a Professional Services consulting package to help you get started. We'll assist you in generating your target keyword list, placing your ads, setting up your tracking pages on your website and webware templates. Finally, we'll assist you in creating custom reports in Google Analytics or Reportware to measure the success of your online keyword campaigns.

[view online demo](#) 



Support/Documentation/Community


google resources



Conversion University
Learn. Explore. Profit.

other resources selection



 GreaseMonkey Add-ons [The Ultimate Google Analytics Plugins, Hacks & Tricks Collection](#)
[Social Media Metrics GreaseMonkey Plugin For Google Analytics](#)
[Google Analytics to Google Docs GreaseMonkey Script](#)



Benchmarking

What is the benchmarking service?

Benchmarking is an optional Google Analytics service that shows how your website's statistics compare against other industry verticals. In the beta version of this service, you are able to compare your site's Visits, Pageviews, Pages per Visit, Bounce Rate, Average Time on Site, and New Visits data against benchmark data from categories of other participating websites. You can use this data to gain broader context for your site so you can identify additional opportunities to improve your site's metrics.

Google Analytics Data Sharing Settings

In order to improve your experience with Google products, Google Analytics is updating its data sharing policy. You now have the ability to share your Analytics data with other Google services. This will improve integration, enable additional features in Google's advertising services (including Google Analytics, AdWords and AdSense) and improve your experience with these products.

Press "Accept" to enable data sharing between Google Analytics and other Google services or for additional options, choose "More data sharing options".

[Remind me later](#) | [More data sharing options](#) | [Do not share data](#) | [Learn more](#)

**You can select the industry and website size to compare your benchmark stats against*

