

## Lesson no. 1 – Introduction Of Google Analytics

### INTRODUCTION TO GOOGLE ANALYTICS

Google Analytics is a free web analytics service which provides you with tools for measuring the success of your website or blogs with respect to marketing, content optimization, or e-commerce.

Google Analytics originated from a web analytics firm called Urchin which was acquired by Google in late 2005.

With Google Analytics, you can easily make data-driven marketing decisions to grow your traffic and boost sales and revenue.

Below are a few benefits of using Google Analytics.

It's free: It's a freemium service and offers solutions for websites of all sizes.

It provides easy to understand reports: It gives you a better understanding of what works and what doesn't on your site. Even if you're not an analytics expert, you can easily interpret the data to improve customer experience on your site and boost revenue.

It's comprehensive: It gives you everything you need to know about your visitors whether you're a publisher, small business, eCommerce site owner, etc.



## Why Use Google Analytics?

While it's certainly a nice feeling to know you're getting traffic to your website, that isn't the only reason to use Google Analytics.

In fact, Google Analytics give you a lot more information than just the number of your visitors.

You can also learn about:

**Location:** You can identify the geographical location of your site visitors.

**Traffic source:** You can identify what websites send traffic to your site.

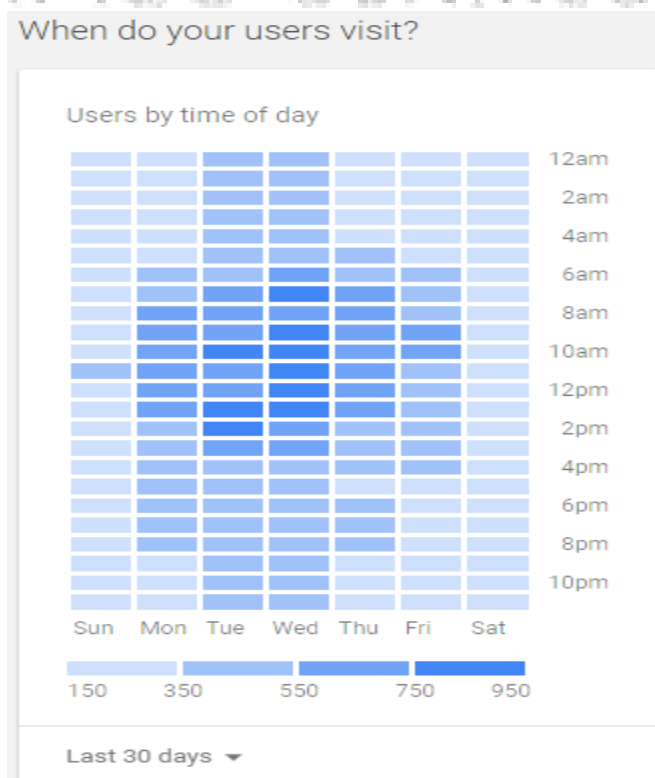
**Content:** You can find the most popular blog posts and pages of your site.

**eCommerce:** You can identify the shopping behavior of your customers and get a report on sales and revenue.

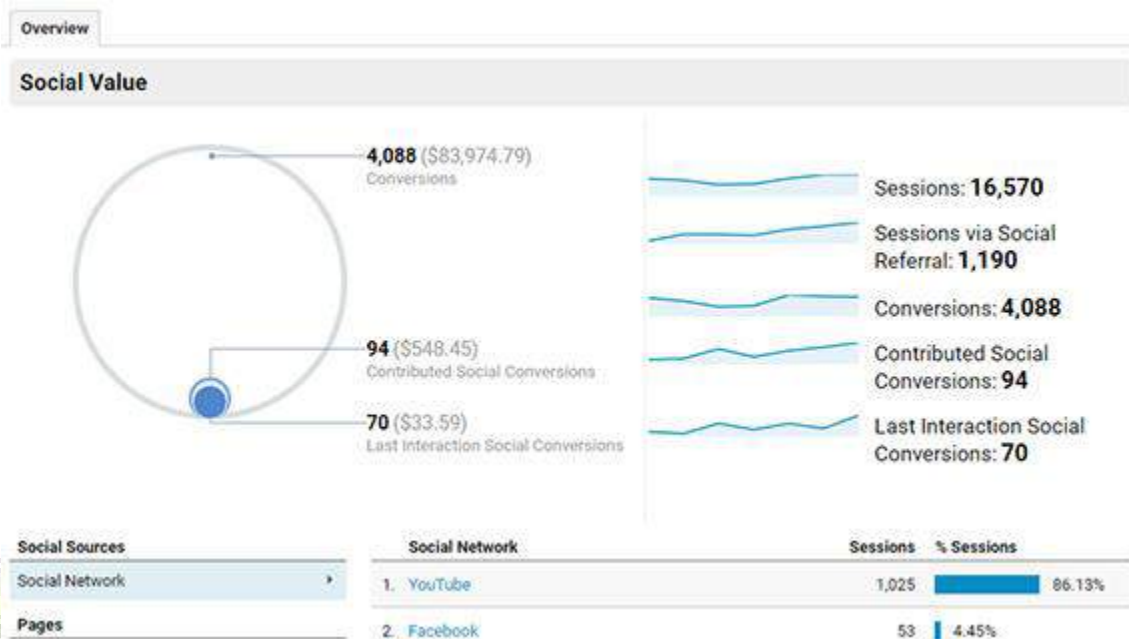
And much more...

When you understand your site visitors, the content they like, and how they find your website, you can tailor your strategy to grow your traffic even more.

For example, after looking at your Google Analytics data, you might find that there's a certain day and time when you get the most visitors on your blog. By publishing a new post at that time, you can reach more visitors with your content.



Or, you might discover that despite spending hours each week updating your Facebook page, it doesn't really send you much traffic at all. Then you can decide to invest your time in a social media platform that sends you more traffic, saving yourself some time and attracting more visitors.



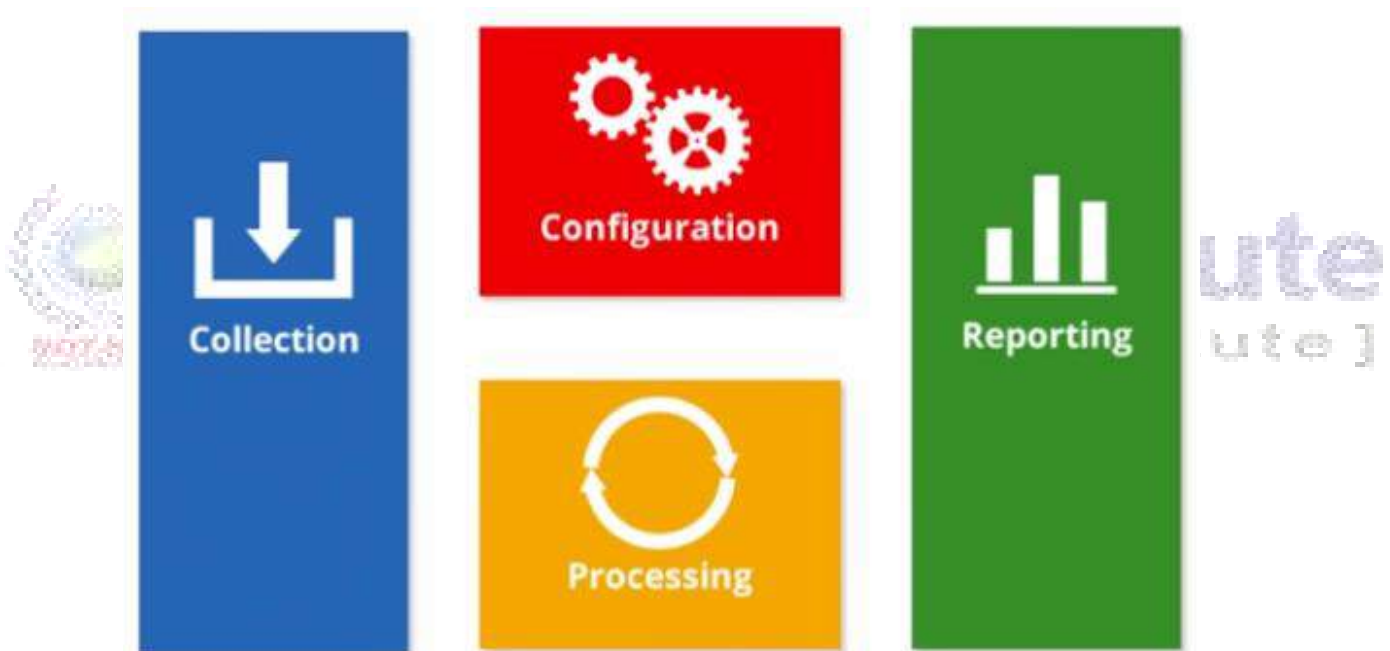
By basing your website strategy on insights you learn from Google Analytics, you can more effectively grow your traffic and save time in the process.

## Lesson no. 2 – How Google Analytics Works

### HOW GOOGLE ANALYTICS WORKS

There are four components that come together and make Google Analytics work:

1. Collection
2. Processing
3. Configuration
4. Reporting





## 2. Processing + Configuration:

The processing step is the one that takes the longest to finish. It can take anywhere up to 4 hours (24 hours in Google's T&Cs) to turn all the raw data into reports that you are able to interpret and monitor. This doesn't happen easily, but the only way you can skip the queue is by paying for Google Analytics 360.



In Google Analytics, the configuration part comes in and it applies certain filters to the data that is collected. While some of those filters (new or returning users, linking between pages and time spent on certain pages) are pre-configured, you also have the possibility to apply some filters of your own to this process. Remember that you will not be able to change that information once it is stored in the database.

## 3. Reporting:

The final step what the users get to see. By using Google Analytics' own interface, you have access to all the processed information and this is the place where you can manage it from. There is also the possibility of using different applications by creating a custom code in the reporting API.



Here is a short list of benefits that you will gain after using Google Analytics:

- a) Visitor Segmentation: New vs Returning users, Geographical location and referral source.
- b) Page visits: Finding out which pages are the most visited.
- c) Locating the website: Finding out how the users got to your website and tracking the keywords they used.
- d) Website optimization



## Lesson no. 3 – How to Setup Analytics Accounts

### HOW TO SET UP ANALYTICS ACCOUNT

Once you have a Google account, you can go to Google Analytics and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.

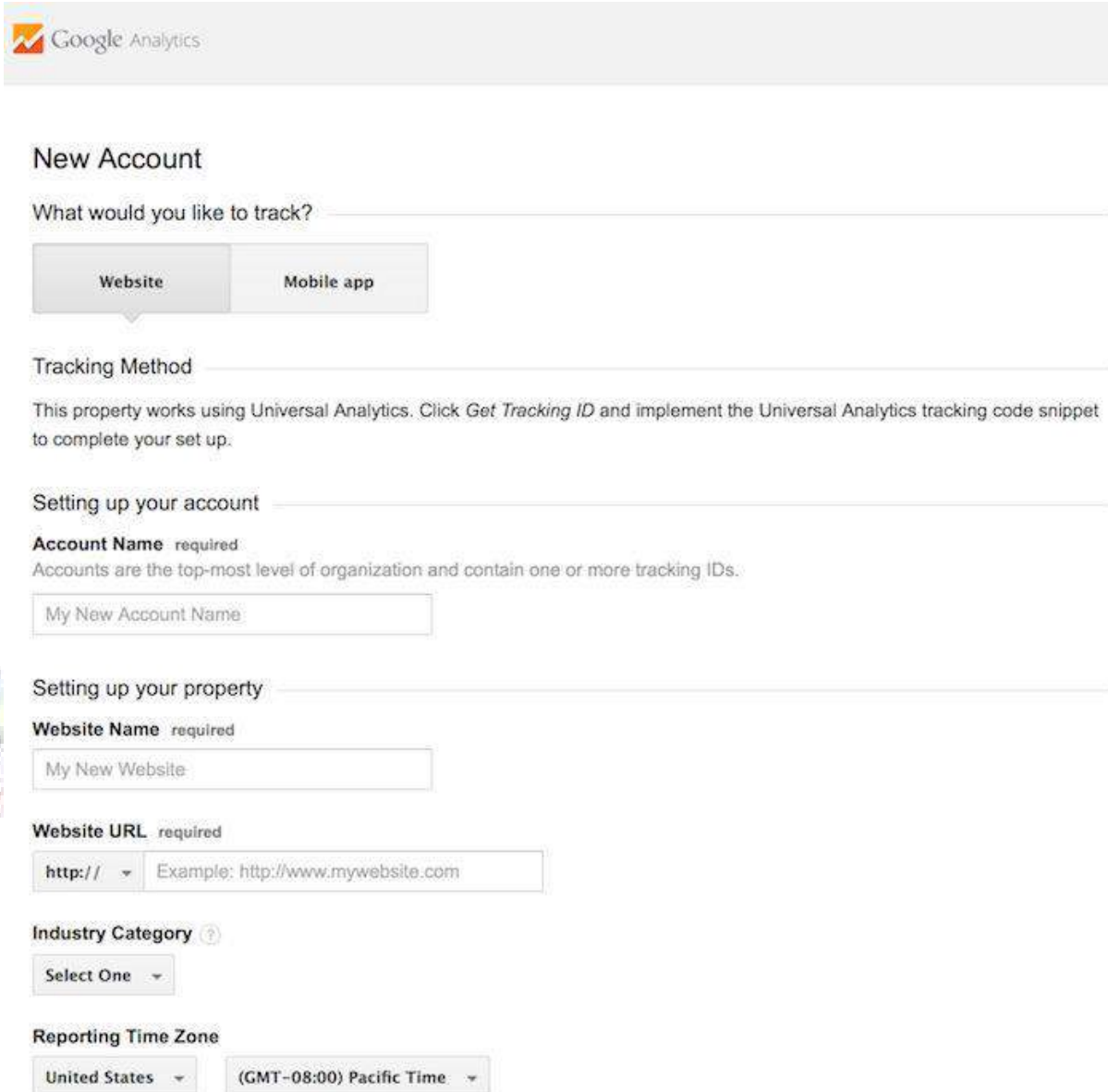


The screenshot shows the Google Analytics sign-up interface. At the top left is the Google Analytics logo, and at the top right is the user email 'testtubebusiness@gmail.com'. Below the header is the heading 'Start analyzing your site's traffic in 3 steps'. The first step is '1 Sign up for Google Analytics', illustrated with a pencil writing on a notepad. Below it is the text: 'All we need is some basic info about what site you'd like to monitor.' The second step is '2 Add tracking code', illustrated with a screwdriver and a wrench on a notepad. Below it is the text: 'You'll get a tracking code to paste onto your pages so Google knows when your site is visited.' The third step is '3 Learn about your audience', illustrated with a laptop displaying a bar chart. Below it is the text: 'In a few hours you'll be able to start seeing data about your site.' To the right of these steps is a box titled 'Start using Google Analytics' containing a 'Sign up' button, the text 'Sign up now, it's easy and free!', and a link to the 'Help Center'.

After you click the Sign Up button, you will fill out information for your website.



Google Analytics offers hierarchies to organize your account. You can have up to 100 Google Analytics accounts under one Google account. You can have up to 50 website properties under one Google Analytics account. You can have up to 25 views under one website property.



The screenshot shows the 'New Account' setup page in Google Analytics. At the top, there is a header with the Google Analytics logo. Below it, the section is titled 'New Account'. The first step is 'What would you like to track?', with two buttons: 'Website' (selected) and 'Mobile app'. The next section is 'Tracking Method', with a text box containing 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.' The third section is 'Setting up your account', with a sub-section 'Account Name' (required) and a text box containing 'My New Account Name'. Below this is 'Setting up your property', with a sub-section 'Website Name' (required) and a text box containing 'My New Website'. The next sub-section is 'Website URL' (required), with a dropdown menu set to 'http://' and a text box containing 'Example: http://www.mywebsite.com'. The final sub-section is 'Industry Category' (with a help icon) and a dropdown menu set to 'Select One'. The last sub-section is 'Reporting Time Zone', with a dropdown menu set to 'United States' and another dropdown menu set to '(GMT-08:00) Pacific Time'.

Here are a few scenarios.

**SCENARIO 1:** If you have one website, you only need one Google Analytics account with one website property.

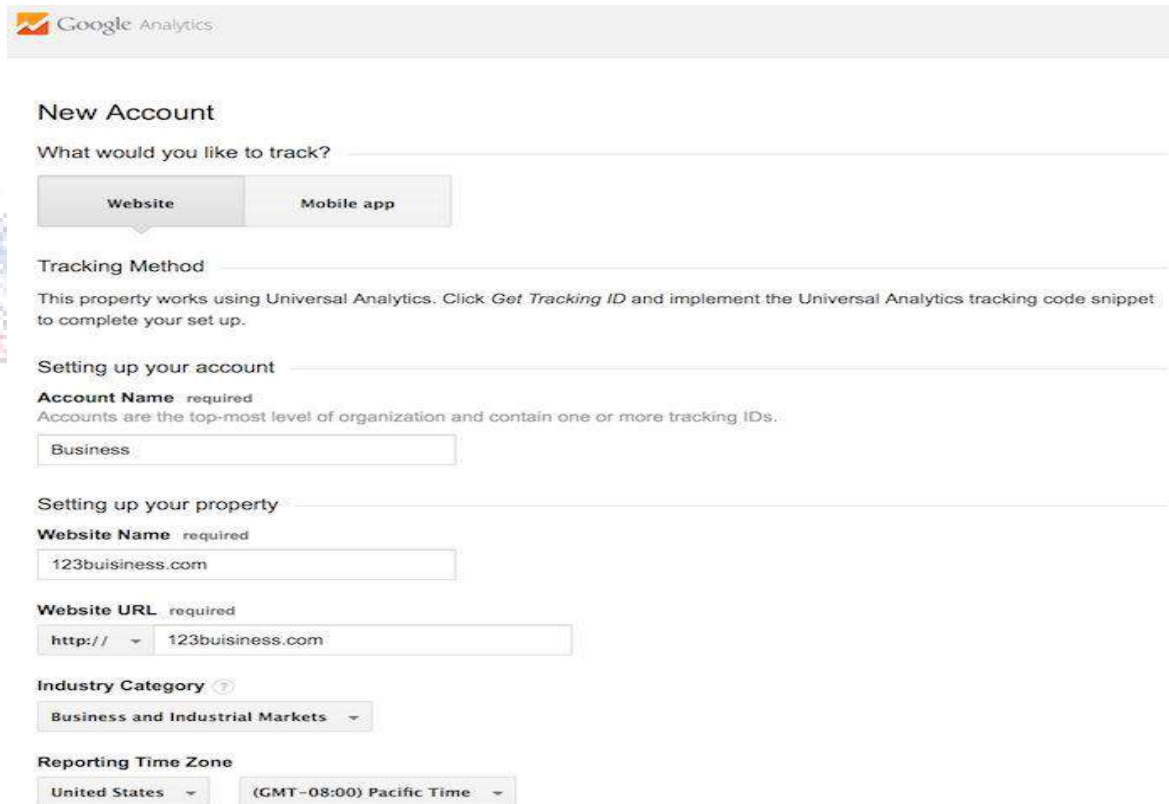
**SCENARIO 2:** If you have two websites, such as one for your business and one for your personal use, you might want to create two accounts, naming one "123Business" and one "Personal". Then

you will set up your business website under the 123Business account and your personal website under your Personal account.

**SCENARIO 3:** If you have several businesses, but less than 50, and each of them has one website, you might want to put them all under a Business account. Then have a Personal account for your personal websites.

**SCENARIO 4:** If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as 123Business account, 124Business account, and so on.

There are no right or wrong ways to set up your Google Analytics account—it's just a matter of how you want to organize your sites. You can always rename your accounts or properties down the road. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.



Google Analytics

### 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.

Business

Setting up your property

**Website Name** required

123business.com

**Website URL** required

http:// 123business.com

**Industry Category**

Business and Industrial Markets

**Reporting Time Zone**

United States (GMT-08:00) Pacific Time

For the absolute beginner's guide, we're going to assume you have one website and only need one view (the default, all data view. The setup would look something like this.

Beneath this, you will have the option to configure where your Google Analytics data can be shared.

## Reporting Time Zone

United States ▾

(GMT-08:00) Pacific Time ▾

## Data Sharing Settings [?](#)

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

- Google products & services** RECOMMENDED  
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*
- Benchmarking** RECOMMENDED  
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** RECOMMENDED  
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** RECOMMENDED  
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.



[Get Tracking ID](#)

[Cancel](#)

## Lesson no. 4 – Install Tracking Code

### Install your tracking code

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.

The screenshot shows the Google Analytics Admin interface for the property 'Business / 123business.com'. The left sidebar contains navigation options like 'Property Settings', 'User Management', 'Tracking Info', 'Data Collection', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', and 'Search Term Exclusion List'. The main content area shows the 'Tracking Info' section with the following details:

- Tracking ID:** UA-64248213-1
- 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.
- Tracking Code Snippet:**

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r);r=[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');

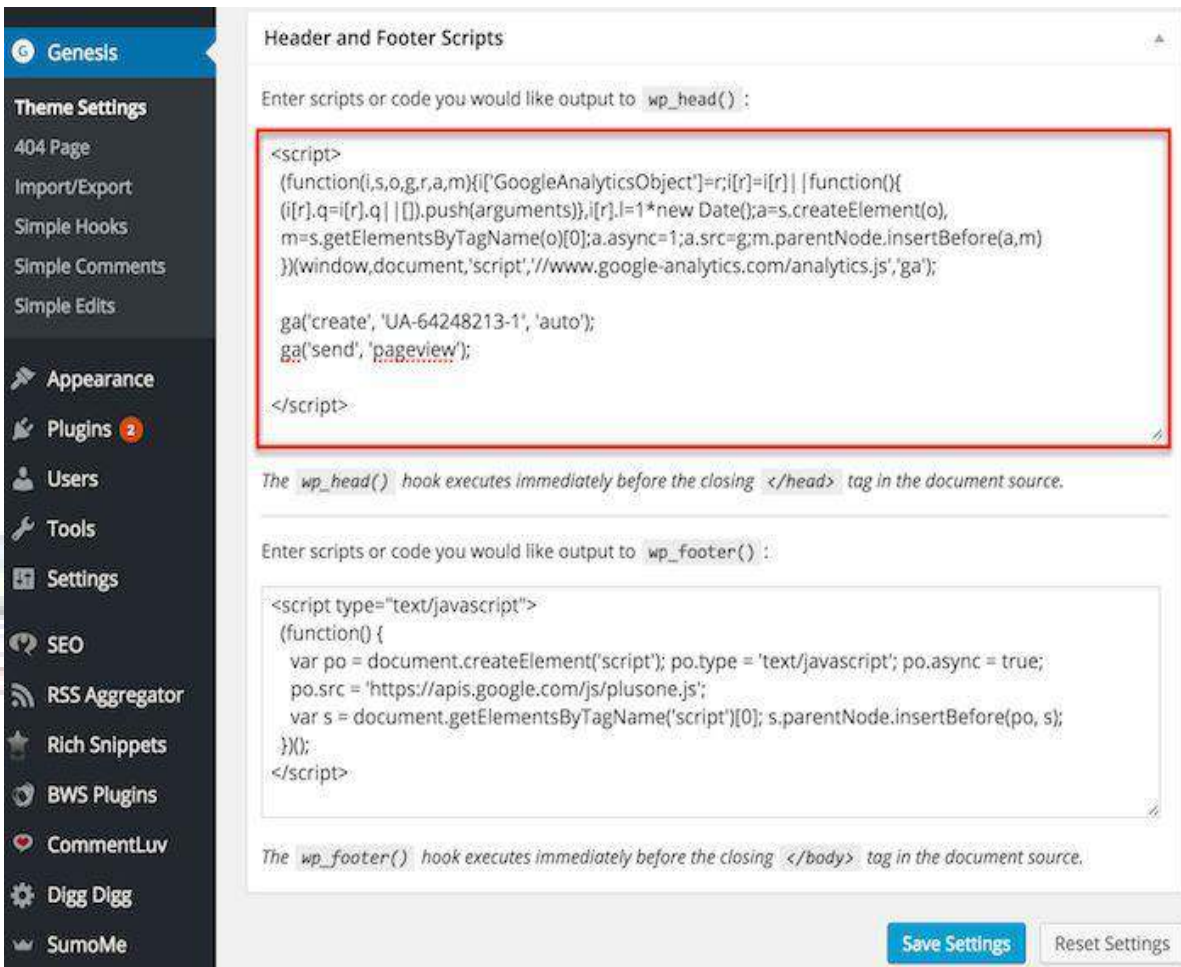
ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

This must be installed on every page on your website. The installation will depend on what type of website you have. For example, I have a WordPress website on my own domain using the Genesis Framework. This framework has a specific area to add header and footer scripts to my website.

## WordPress Website

Alternatively, if you have a WordPress on your own domain, you can use the Google Analytics by Yoast plugin to install your code easily no matter what theme or framework you are using.



The screenshot shows the 'Header and Footer Scripts' settings in the Genesis theme. The left sidebar contains a menu with categories like Genesis, Theme Settings, Appearance, Plugins, Users, Tools, Settings, SEO, RSS Aggregator, Rich Snippets, BWS Plugins, CommentLuv, Digg Digg, and SumoMe. The main content area is titled 'Header and Footer Scripts' and contains two sections for entering code.

**Header and Footer Scripts**

Enter scripts or code you would like output to `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-64248213-1', 'auto');
ga('send', 'pageview');
</script>
```

The `wp_head()` hook executes immediately before the closing `</head>` tag in the document source.

Enter scripts or code you would like output to `wp_footer()` :

```
<script type="text/javascript">
(function() {
var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
po.src = 'https://apis.google.com/js/plusone.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
</script>
```

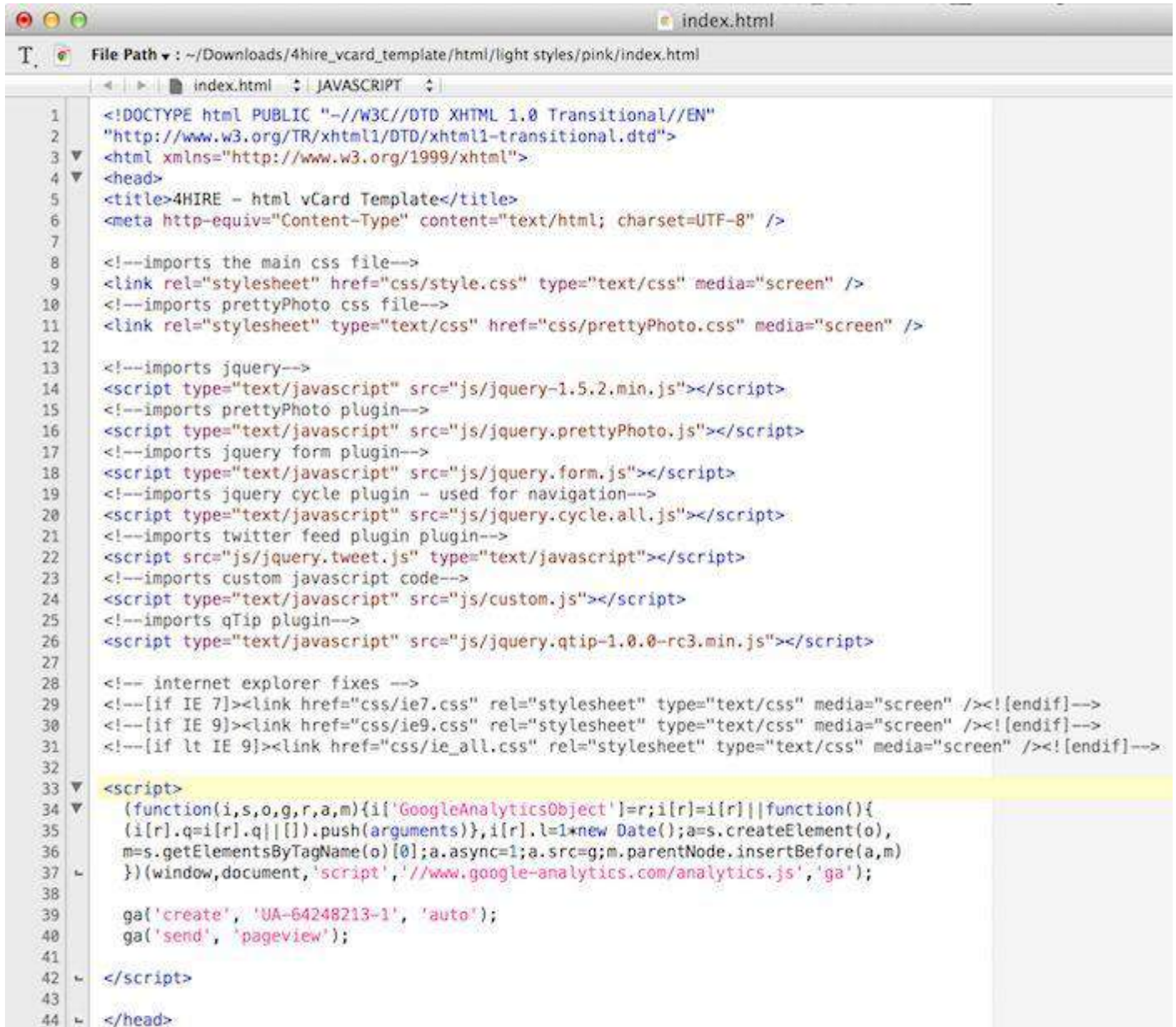
The `wp_footer()` hook executes immediately before the closing `</body>` tag in the document source.

Buttons: **Save Settings** (blue), **Reset Settings** (grey)



## HTML Website

If you have a website built with HTML files, you will add the tracking code before the </head> tag on each of your pages. You can do this by using a text editor program (such as TextEdit for Mac or Notepad for Windows) and then uploading the file to your web host using an FTP program (such as FileZilla).

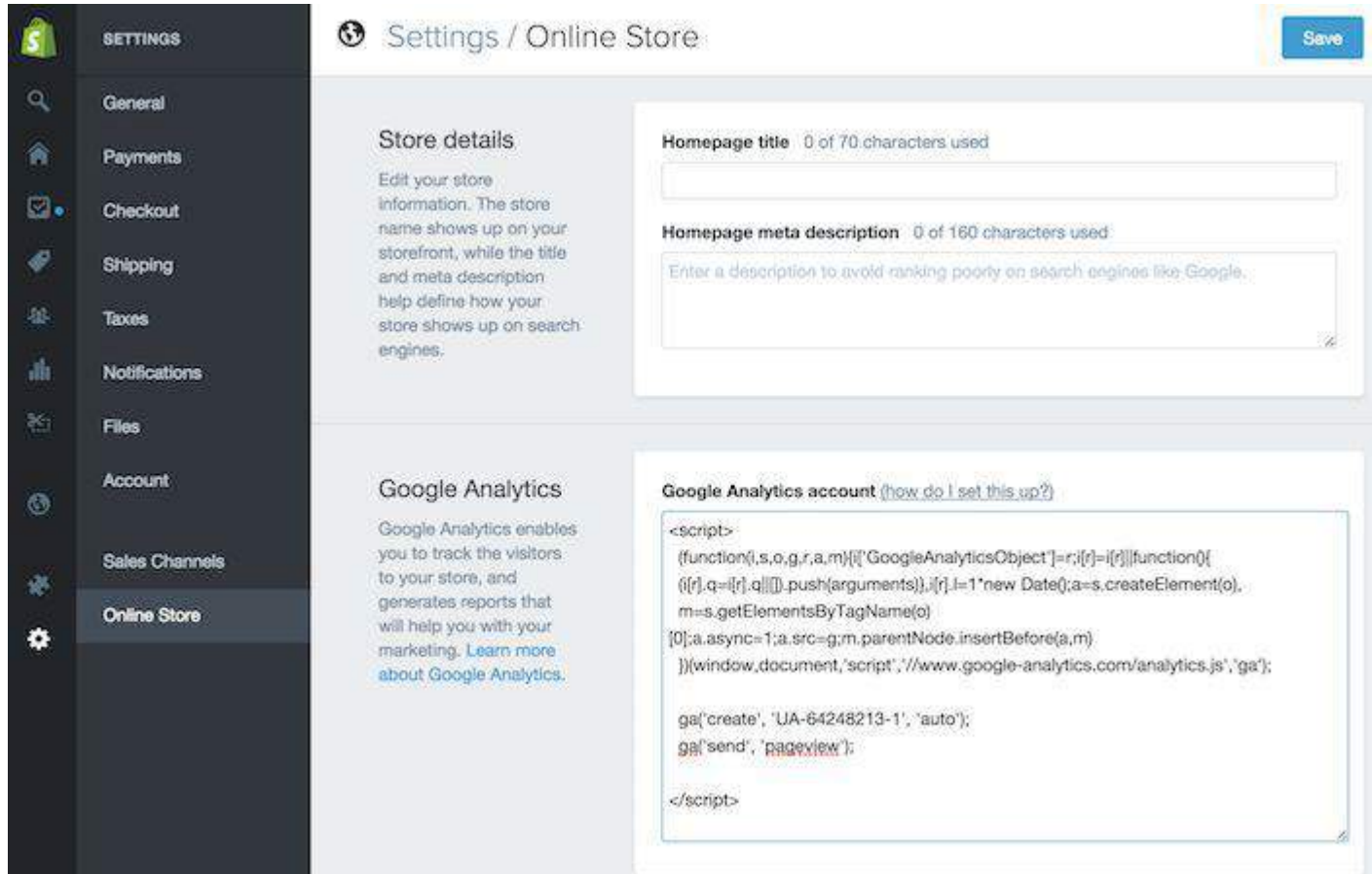


```

1  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3  <html xmlns="http://www.w3.org/1999/xhtml">
4  <head>
5  <title>4HIRE - html vCard Template</title>
6  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7
8  <!--imports the main css file-->
9  <link rel="stylesheet" href="css/style.css" type="text/css" media="screen" />
10 <!--imports prettyPhoto css file-->
11 <link rel="stylesheet" type="text/css" href="css/prettyPhoto.css" media="screen" />
12
13 <!--imports jquery-->
14 <script type="text/javascript" src="js/jquery-1.5.2.min.js"></script>
15 <!--imports prettyPhoto plugin-->
16 <script type="text/javascript" src="js/jquery.prettyPhoto.js"></script>
17 <!--imports jquery form plugin-->
18 <script type="text/javascript" src="js/jquery.form.js"></script>
19 <!--imports jquery cycle plugin - used for navigation-->
20 <script type="text/javascript" src="js/jquery.cycle.all.js"></script>
21 <!--imports twitter feed plugin-->
22 <script src="js/jquery.tweet.js" type="text/javascript"></script>
23 <!--imports custom javascript code-->
24 <script type="text/javascript" src="js/custom.js"></script>
25 <!--imports qTip plugin-->
26 <script type="text/javascript" src="js/jquery.qtip-1.0.0-rc3.min.js"></script>
27
28 <!-- internet explorer fixes -->
29 <!--[if IE 7]><link href="css/ie7.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
30 <!--[if IE 9]><link href="css/ie9.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
31 <!--[if lt IE 9]><link href="css/ie_all.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
32
33 <script>
34   (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
35     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
36     m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
37   })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
38
39   ga('create', 'UA-64248213-1', 'auto');
40   ga('send', 'pageview');
41
42 </script>
43
44 </head>
  
```

## E-commerce Website

If you have a Shopify e-commerce store, you will go to your Online Store settings and paste in your tracking code where specified.



The screenshot shows the 'Settings / Online Store' page in a Shopify admin interface. On the left is a dark sidebar with a 'SETTINGS' menu where 'Online Store' is selected. The main content area is titled 'Settings / Online Store' and has a 'Save' button in the top right corner.

**Store details**

Edit your store information. The store name shows up on your storefront, while the title and meta description help define how your store shows up on search engines.

**Homepage title** 0 of 70 characters used

**Homepage meta description** 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

**Google Analytics**

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

**Google Analytics account** (how do I set this up?)

```
<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-64248213-1', 'auto');
ga('send', 'pageview');

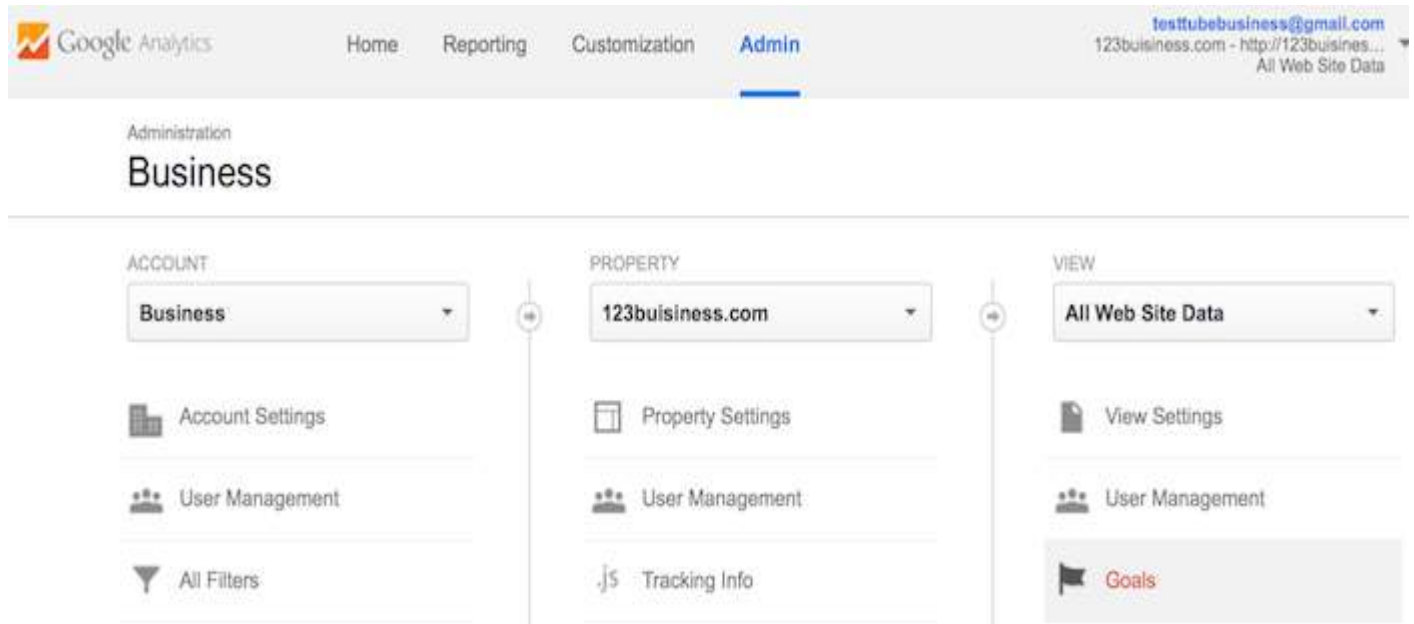
</script>
```



## Lesson no. 5 – Setup Goals

### Set up goals

After you install your tracking code on your website, you will want to configure a small (but very useful) setting in your website's profile on Google Analytics. This is your Goals setting. You can find it by clicking on the Admin link at the top of your Google Analytics and then clicking on Goals under your website's View column.



The screenshot shows the Google Analytics Admin interface. At the top, there is a navigation bar with 'Home', 'Reporting', 'Customization', and 'Admin' (highlighted). The user's email 'testtubebusiness@gmail.com' and the property name '123business.com - http://123business.com' are visible. Below the navigation bar, the 'Administration' section is titled 'Business'. The interface is divided into three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column shows 'Business' selected, with options for Account Settings, User Management, and All Filters. The PROPERTY column shows '123business.com' selected, with options for Property Settings, User Management, and Tracking Info. The VIEW column shows 'All Web Site Data' selected, with options for View Settings, User Management, and Goals (highlighted in red).

Goals will tell Google Analytics when something important has happened on your website. For example, if you have a website where you generate leads through a contact form, you will want to find (or create) a thank you page that visitors end upon once they have submitted their contact information. Or, if you have a website where you sell products, you will want to find (or create) a final thank you or confirmation page for visitors to land upon once they have completed a purchase.

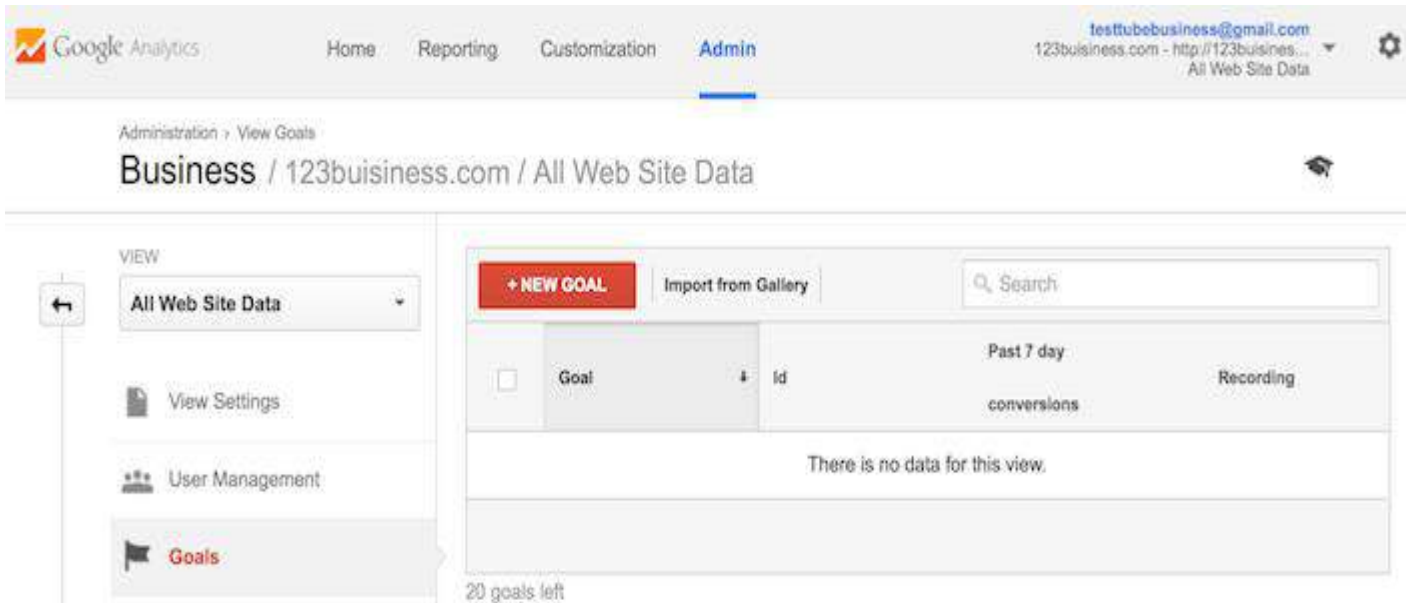
That URL will likely look something like this.

<http://123business.com/thank-you>

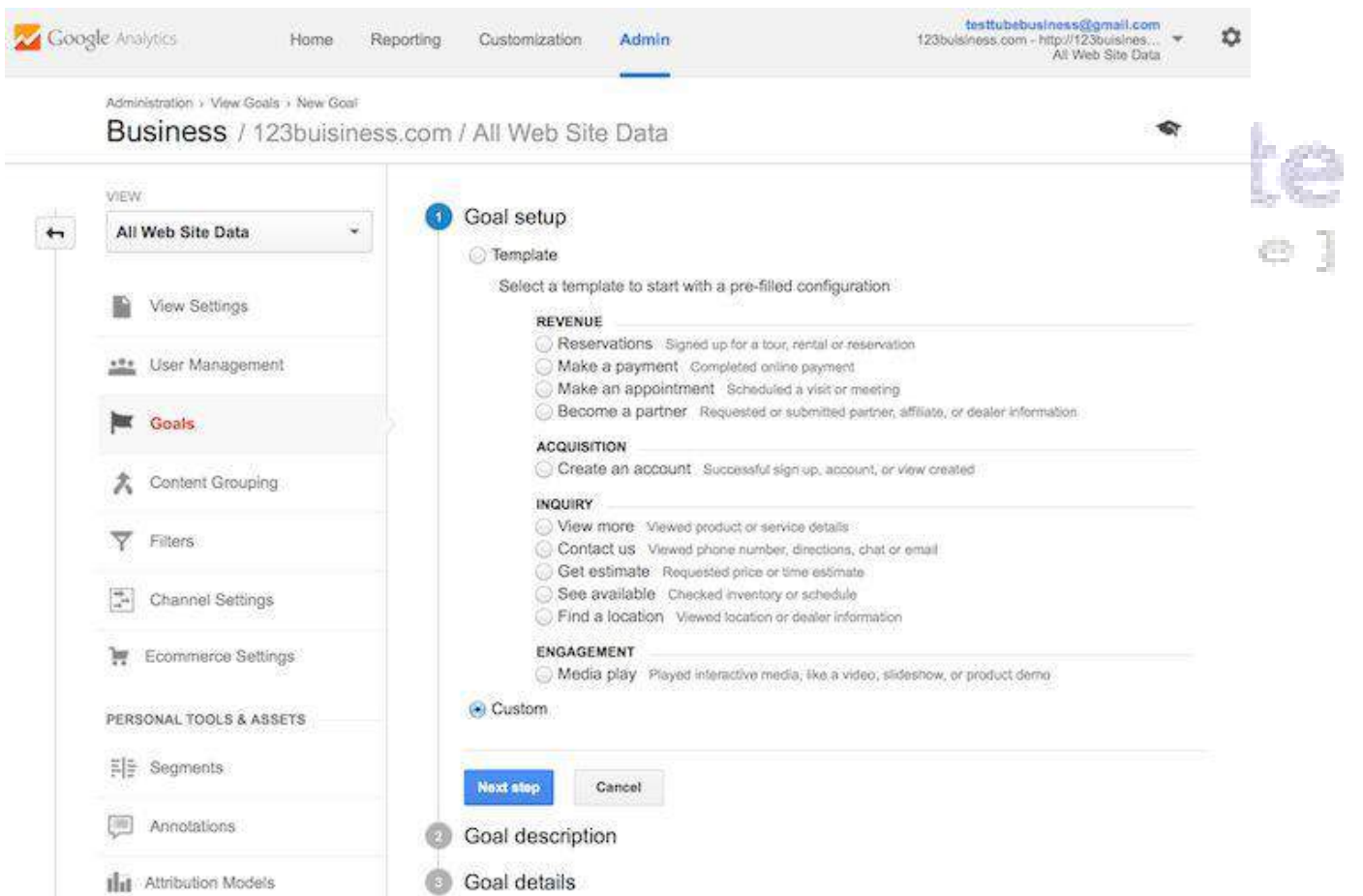
<http://123business.com/thank-you/>

<http://123business.com/thank-you.html>

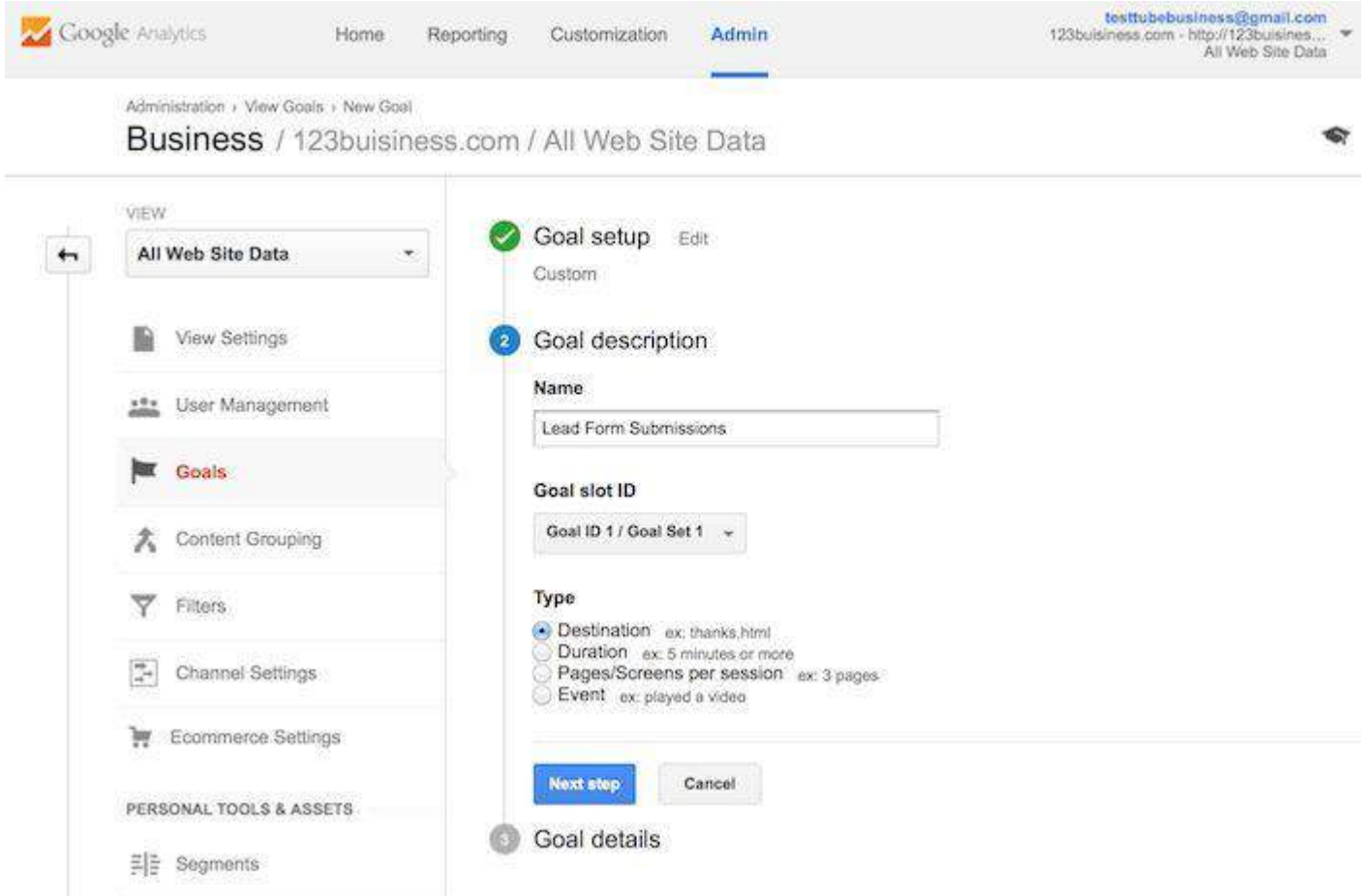
In Google Analytics, you will click on the New Goal button.



You will choose the Custom option (unless one of the other options are more applicable to your website) and click the Next Step button.

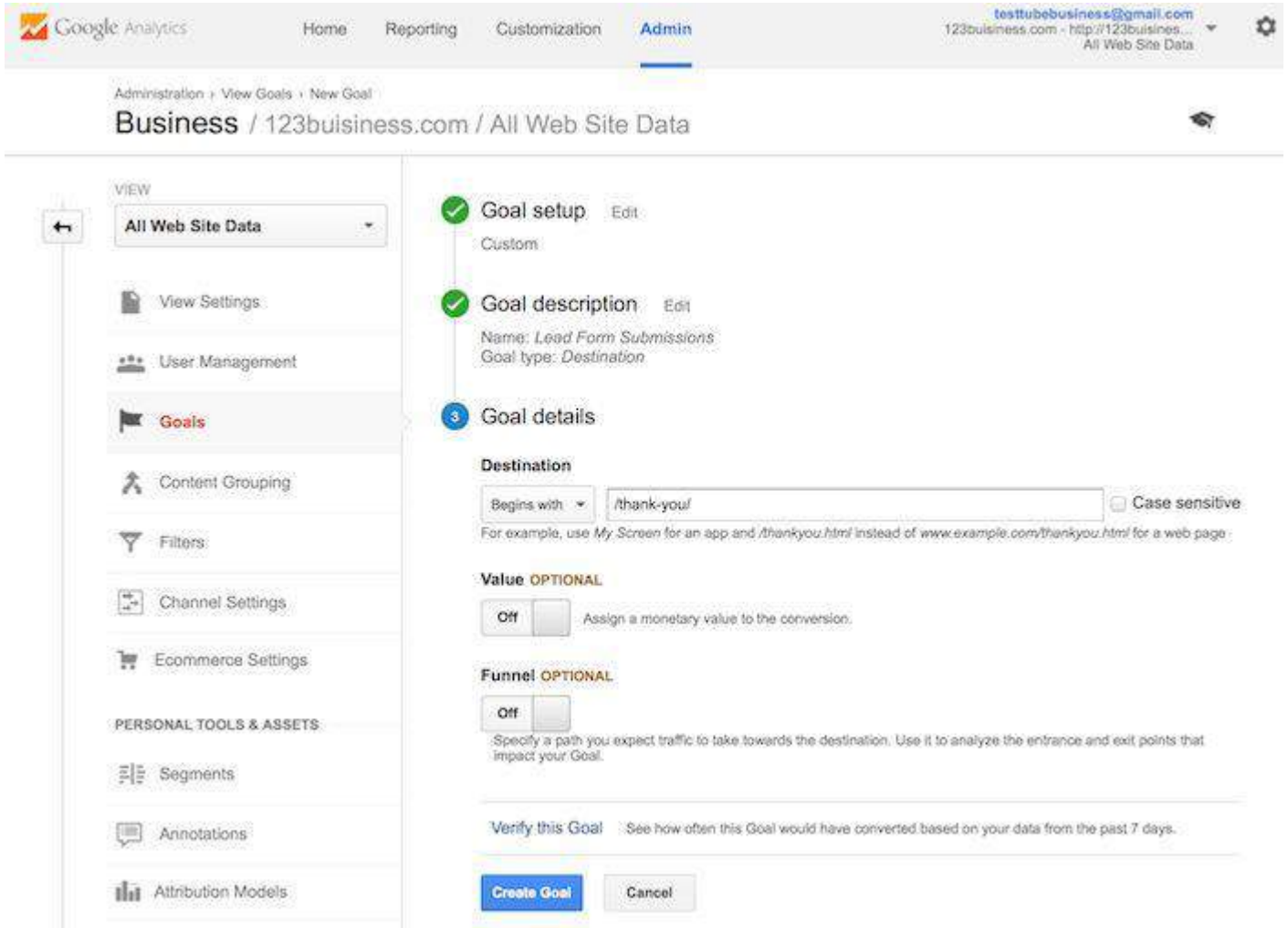


You will name your goal something you will remember, select Destination, and then click the Next Step button.



The screenshot shows the Google Analytics Admin interface for a property named 'Business' on the website '123business.com'. The user is logged in as 'testtubebusiness@gmail.com'. The navigation menu includes Home, Reporting, Customization, and Admin. The breadcrumb trail is 'Administration > View Goals > New Goal'. The main heading is 'Business / 123business.com / All Web Site Data'. On the left, a sidebar menu lists various settings, with 'Goals' highlighted. The main content area shows the 'Goal setup' process for a custom goal named 'Lead Form Submissions'. The goal is currently set to 'Destination' type, with a text input field for the URL. Below the input field, there are radio buttons for other goal types: 'Duration', 'Pages/Screens per session', and 'Event'. At the bottom of the setup area, there are 'Next step' and 'Cancel' buttons. A third step, 'Goal details', is partially visible at the bottom.

You will enter your thank you or confirmation page's URL after the .com of your website in the Destination field and change the drop-down to "Begins with".



You will then toggle the value and enter a specific dollar value for that conversion (if applicable) and click Create Goal to complete the setup.

If you have other similar goals / conversions you would like to track on your website, you can follow these steps again. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. These goals (for most businesses) include lead form submissions, email list sign ups, and purchase completions. Depending on your website and its purpose, your goals may vary.

Note that this is the simplest of all conversion tracking in Google Analytics. You can review the documentation in Google Analytics support to learn more about setting up goal tracking.

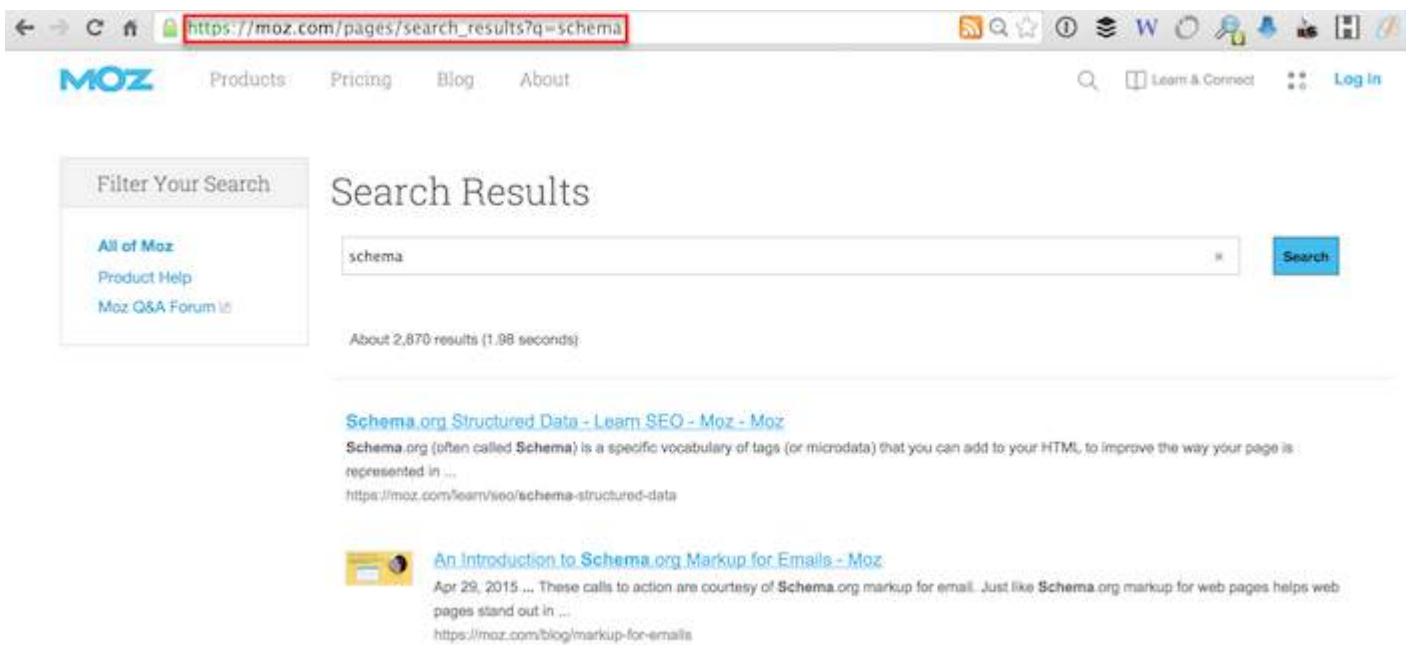
## Lesson no. 6 – Setup Site Search

### Set up site search

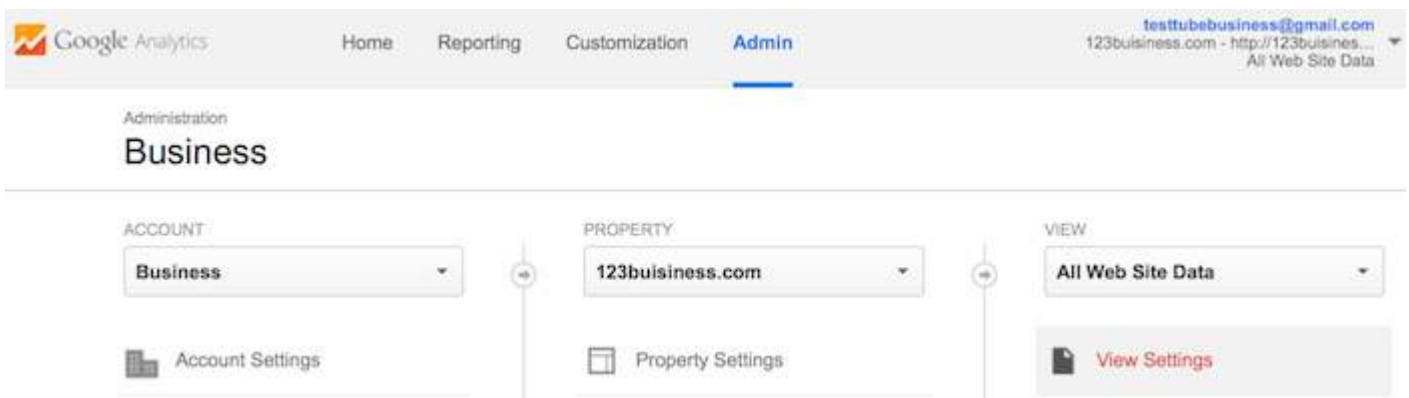
Another thing you can set up really quickly that will give you valuable data down the road is Site Search. This is for any website with a search box on it, like the search box at the top of the Moz Blog.



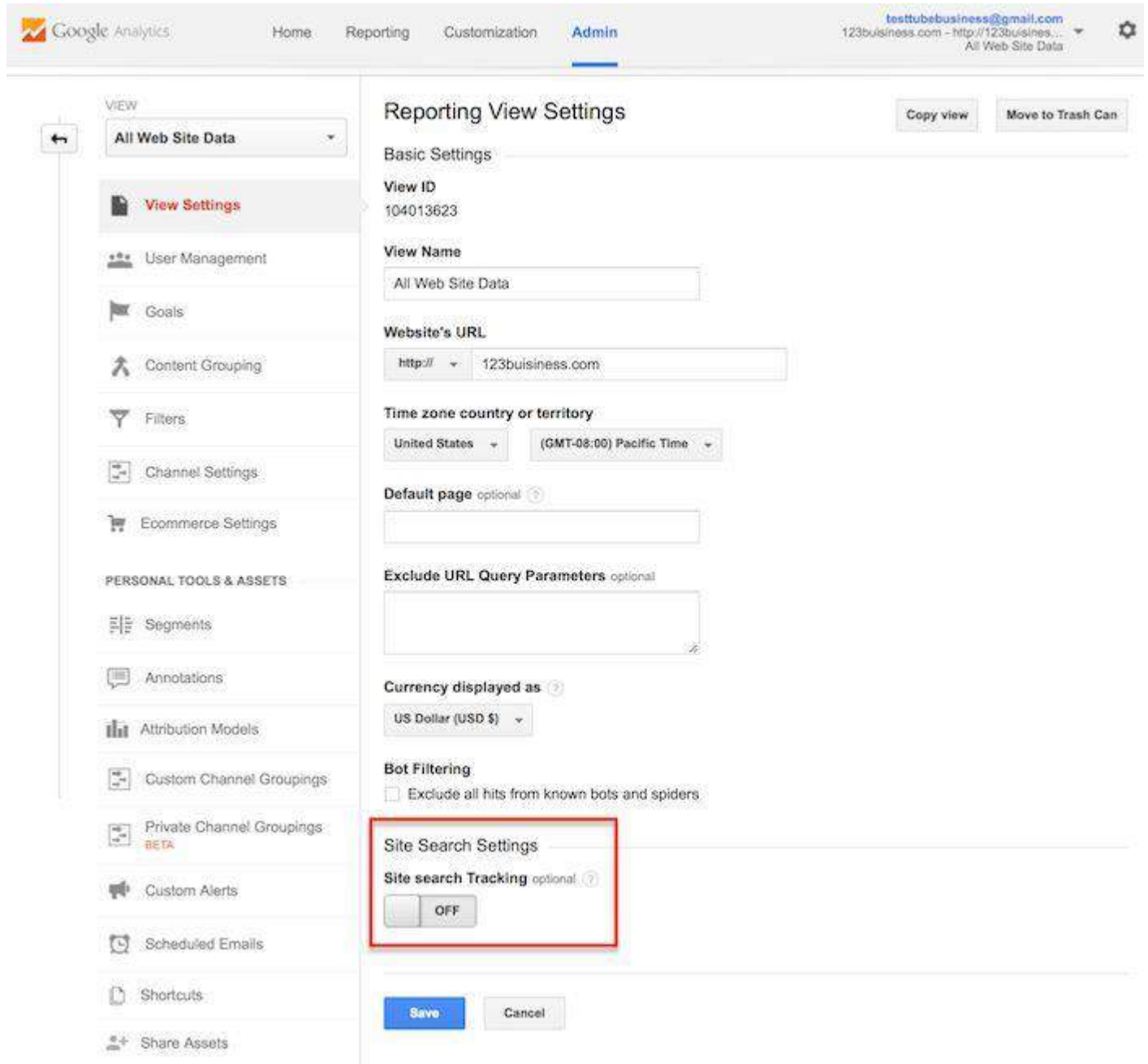
First, run a search on your website. Then keep the tab open. You will need the URL momentarily.



Go to your Google Analytics Admin menu again, and in the View column, click on View Settings.



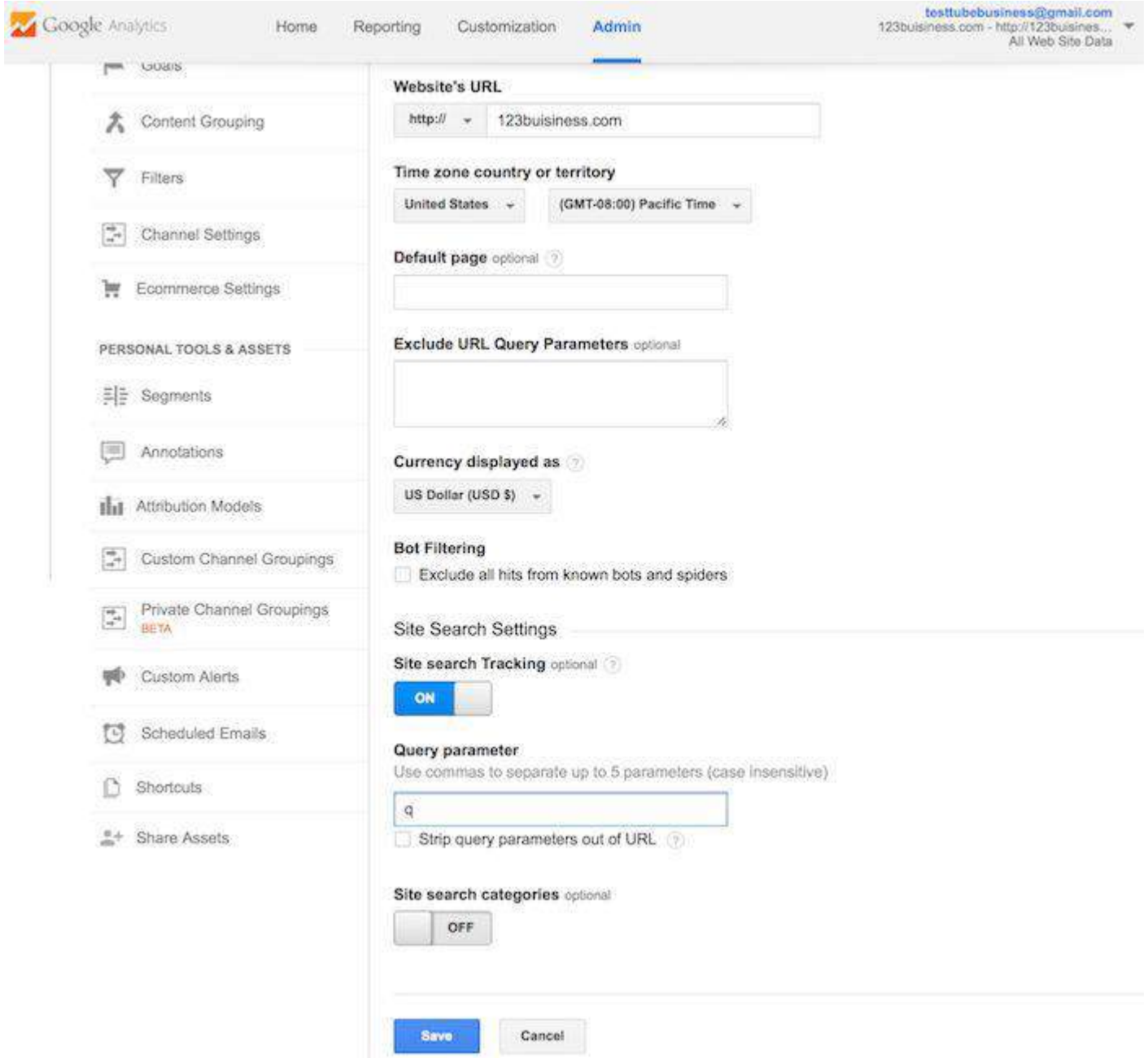
Scroll down until you see Site Settings and toggle it to On.



The screenshot shows the Google Analytics Admin interface for a reporting view. The left sidebar contains navigation options like 'View Settings', 'User Management', 'Goals', 'Filters', and 'Segments'. The main content area is titled 'Reporting View Settings' and includes sections for 'Basic Settings', 'Time zone country or territory', 'Currency displayed as', and 'Bot Filtering'. The 'Site Search Settings' section is highlighted with a red box, showing a toggle for 'Site search Tracking' which is currently set to 'OFF'. Below this section are 'Save' and 'Cancel' buttons.

Look back at your URL for your search results. Enter the query parameter (usually s or q) and click Save. On Moz, for example, the query parameter is q.





The screenshot shows the Google Analytics Admin interface. The left sidebar contains navigation options: Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, PERSONAL TOOLS & ASSETS, Segments, Annotations, Attribution Models, Custom Channel Groupings, Private Channel Groupings (BETA), Custom Alerts, Scheduled Emails, Shortcuts, and Share Assets. The main content area is titled 'Admin' and shows the configuration for 'Website's URL' (http:// 123business.com), 'Time zone country or territory' (United States, (GMT-08:00) Pacific Time), 'Default page' (optional), 'Exclude URL Query Parameters' (optional), 'Currency displayed as' (US Dollar (USD \$)), 'Bot Filtering' (Exclude all hits from known bots and spiders), 'Site Search Settings' (Site search Tracking: ON, Query parameter: q, Strip query parameters out of URL: OFF), and 'Site search categories' (optional, OFF). A 'Save' button is visible at the bottom.

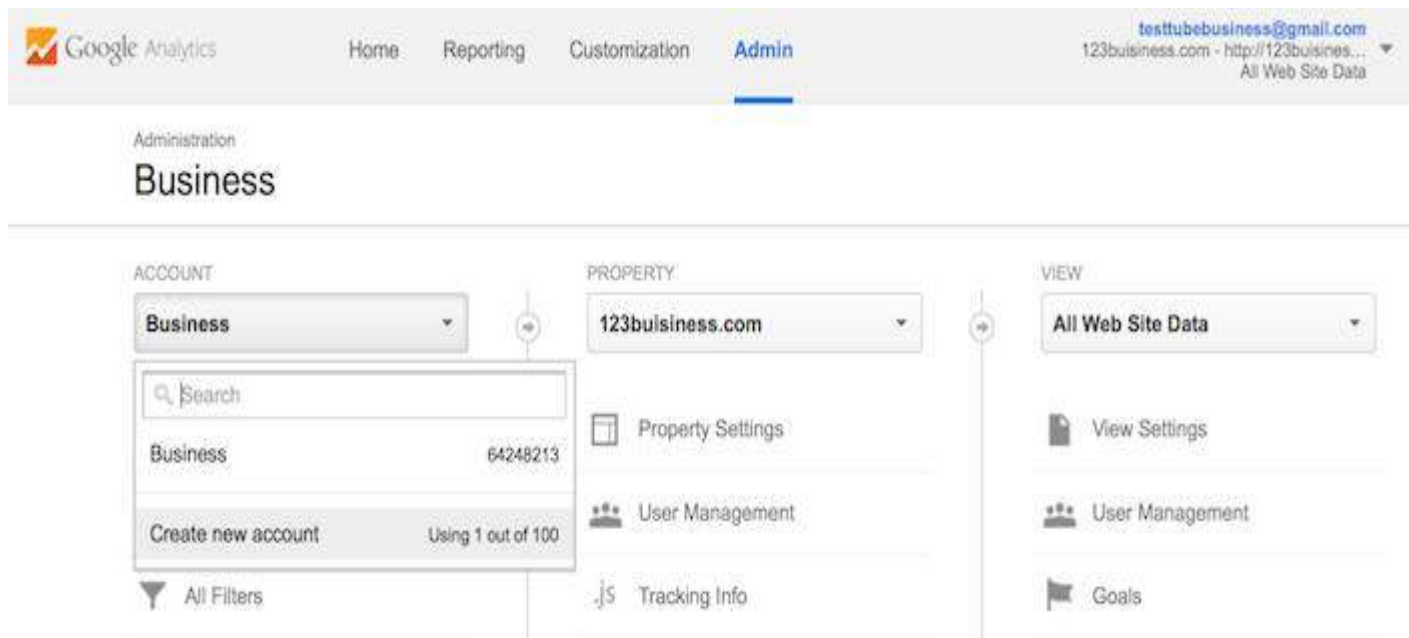
This will allow Google Analytics to track any searches made on your website so you can learn more about what your visitors are looking for on specific pages.



## Lesson no. 7 – Add Additional Accounts

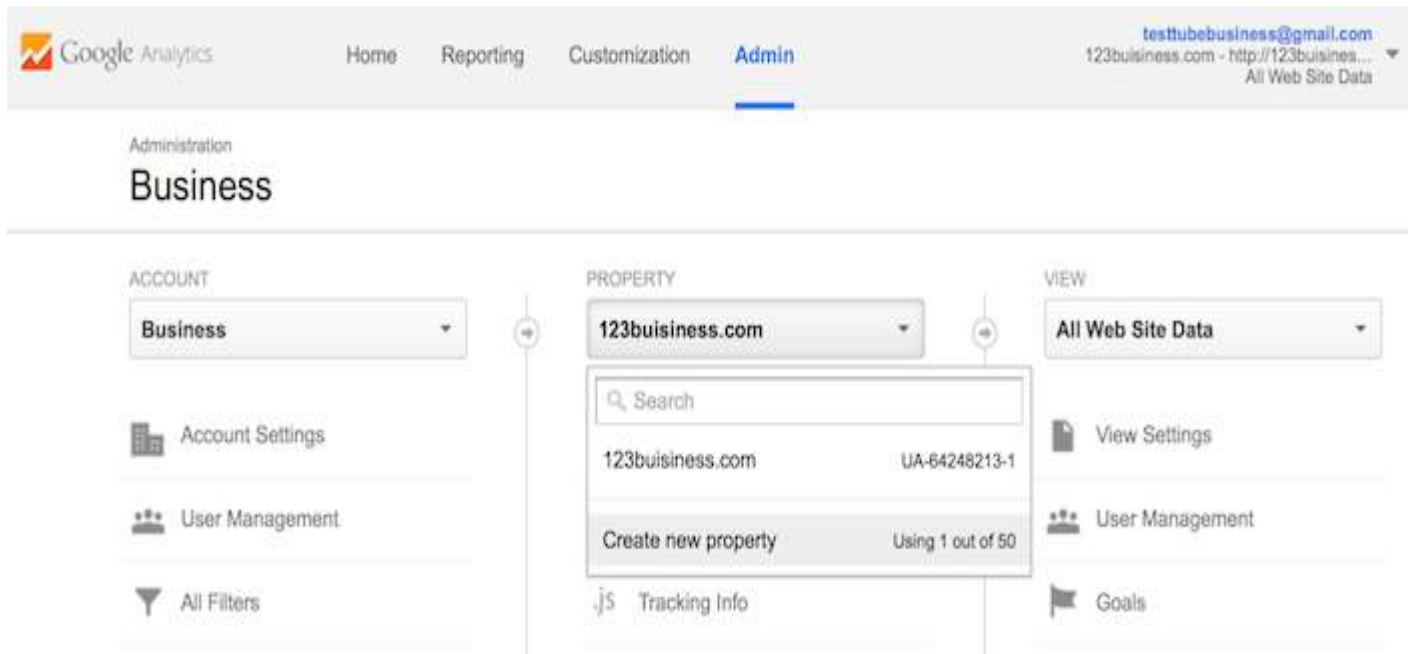
### Add additional accounts and properties

If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Account column, and clicking the Create New Account link.



The screenshot displays the Google Analytics Admin interface. At the top, the navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin' (which is highlighted). The user's email 'testtubebusiness@gmail.com' and the current account '123business.com' are visible in the top right. Below the navigation, the 'Administration' section is titled 'Business'. The main content area is divided into three columns: 'ACCOUNT', 'PROPERTY', and 'VIEW'. The 'ACCOUNT' column shows 'Business' selected, with a search dropdown open below it. The search dropdown contains a search bar with the text 'Search', a list item 'Business' with the ID '64248213', and a 'Create new account' link with the text 'Using 1 out of 100'. The 'PROPERTY' column shows '123business.com' selected, with options for 'Property Settings', 'User Management', and 'Tracking Info'. The 'VIEW' column shows 'All Web Site Data' selected, with options for 'View Settings', 'User Management', and 'Goals'. At the bottom left of the ACCOUNT column, there is an 'All Filters' dropdown.

Likewise, if you want to add a new website under your Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Property column, and clicking the Create New Property link.



Then you will continue through all of the above-mentioned steps.

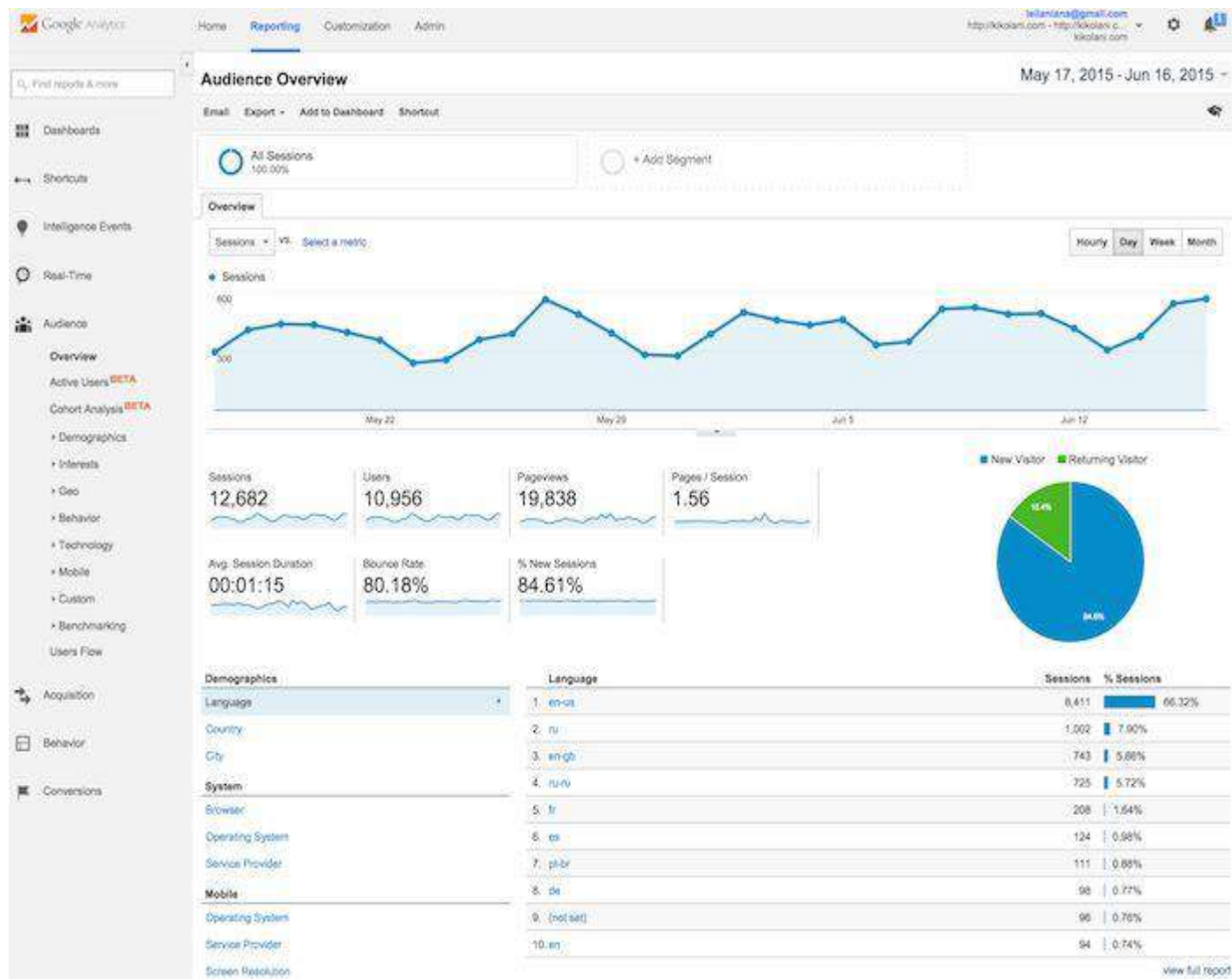
Once you've installed Google Analytics on your website(s), set up your goals, and set up site search(es), you should wait about 24 hours for it to start getting data. Then you will be able to start viewing your data.

## Lesson no. 8 – View Google Analytics Data

### View Google Analytics data

Once you start getting in Google Analytics data, you can start learning about your website traffic. Each time you log in to Google Analytics, you will be taken to your Audience Overview report. Alternatively, if you have more than one website, you will be taken to your list of websites to choose from, and then taken to the Audience Overview report for that website.

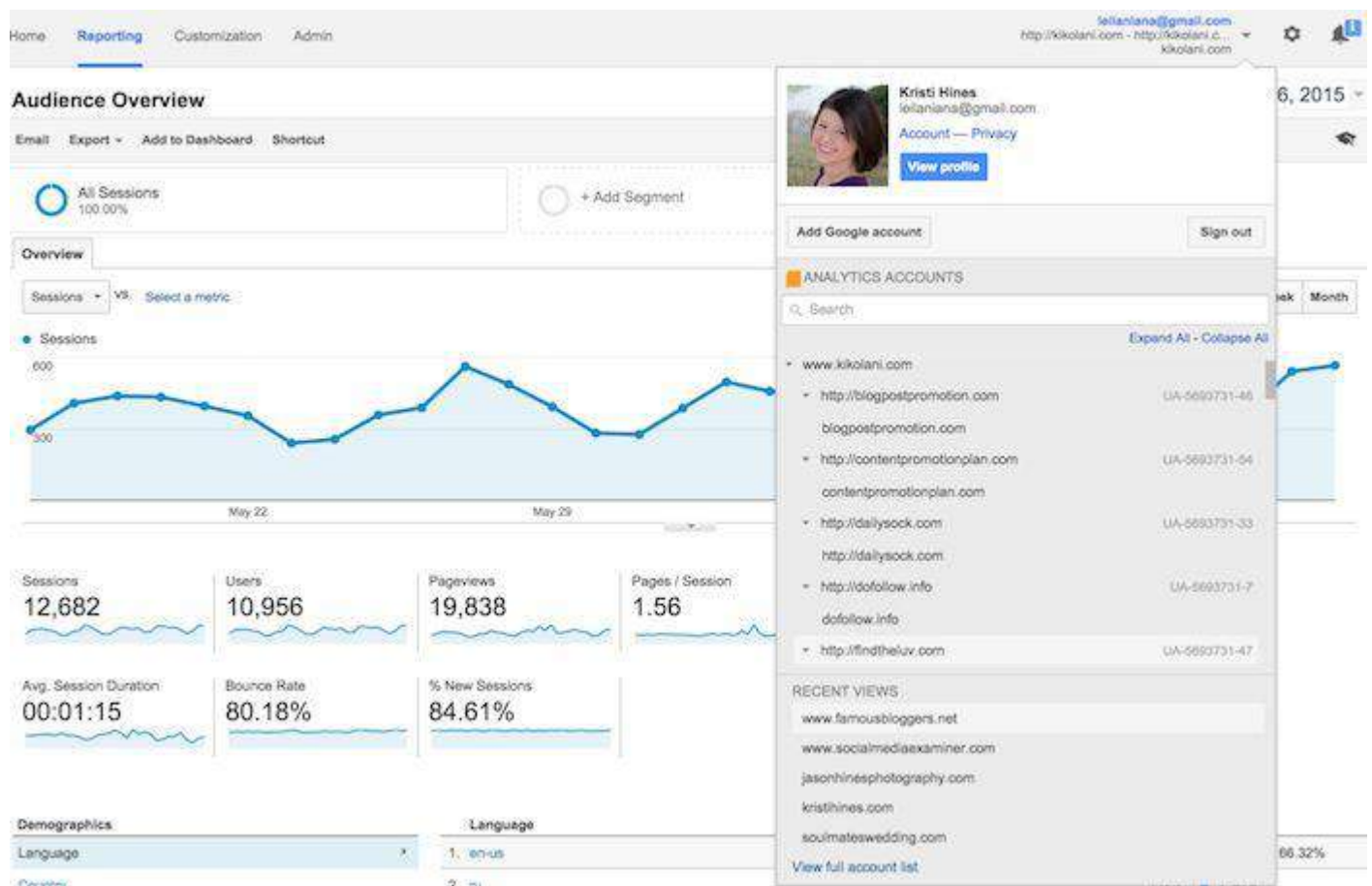
This is the first of over 50 reports that are available to you in Google Analytics. You can also access these reports by clicking on the Reporting link at the top.



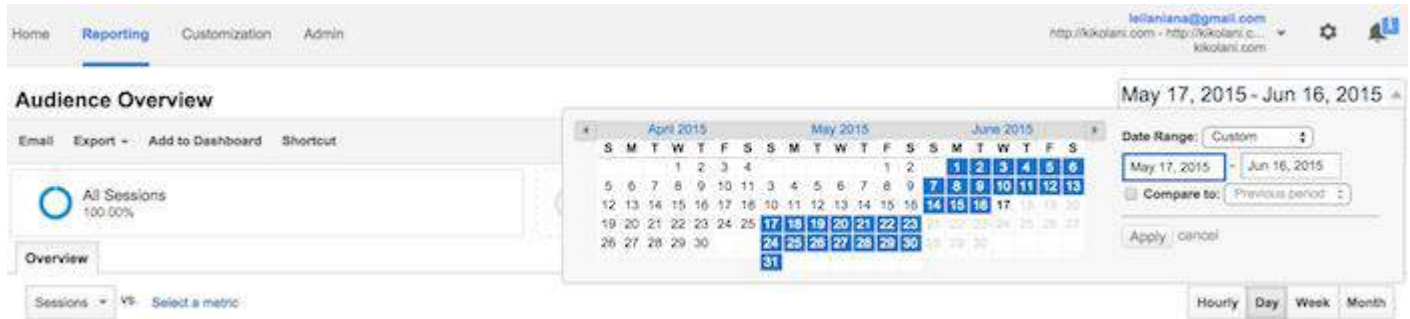
## Lesson no. 9 – Report Features

### Report Features

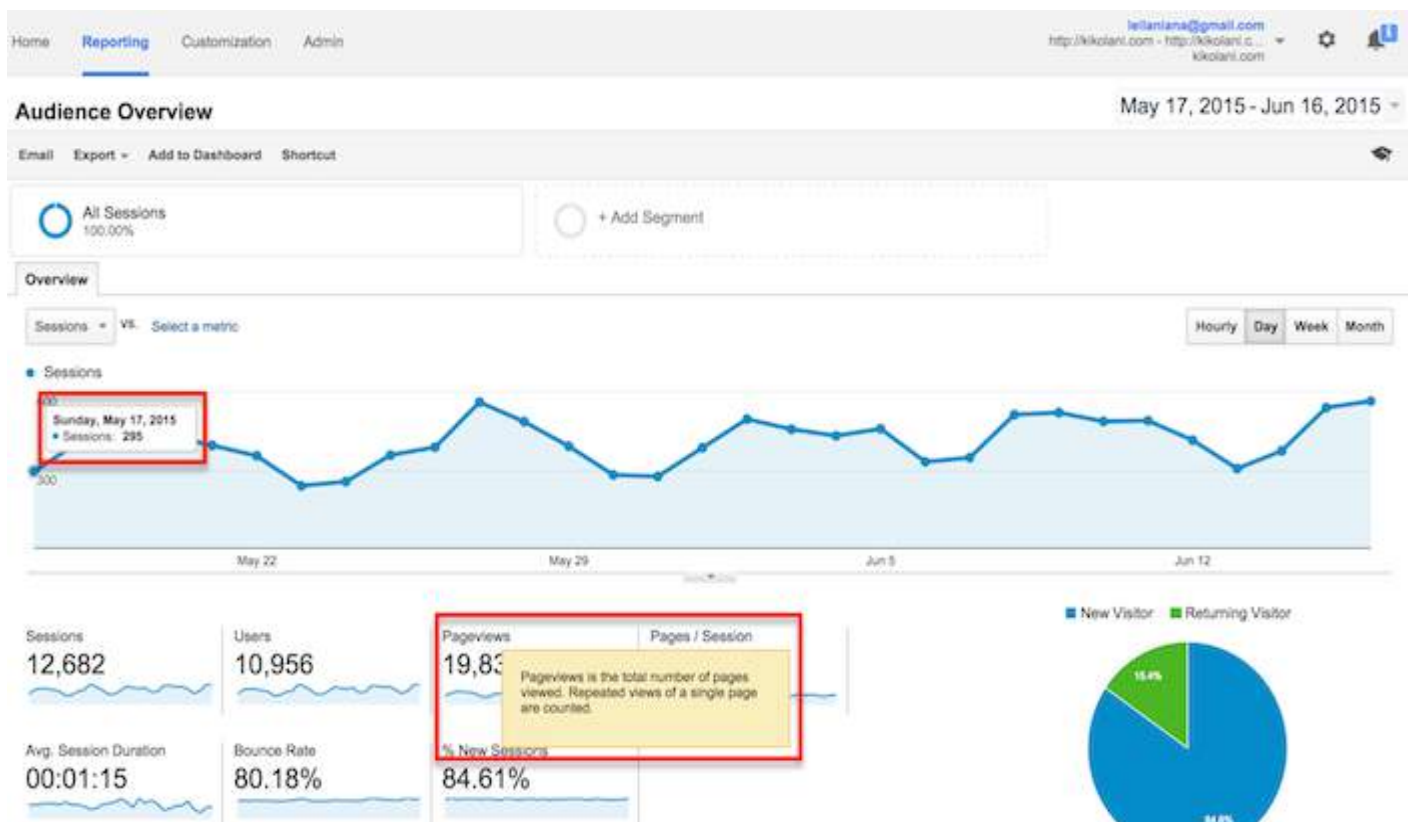
Most of the standard reports within Google Analytics will look similar to this. At the top right, you can click on the drop-down arrow next to your website to switch to different websites within all of your Google Analytics accounts. Or you can click the Home link at the top.



In the report at the top right, you can click on the dates to change the date range of the data you are viewing. You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as last month) to view your data.



You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.



Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, services providers, and screen resolutions of your visitors.



You can click the full report link on each to see the full reports. Or you can click on any of the top ten links to see more details. For example, clicking on the United States in Countries will take you to the full Location report, focused in on visitors from states within the US.



May 17, 2015 - Jun 16, 2015

## Location

ALL > COUNTRY: United States

Customize Email Export Add to Dashboard Shortcut

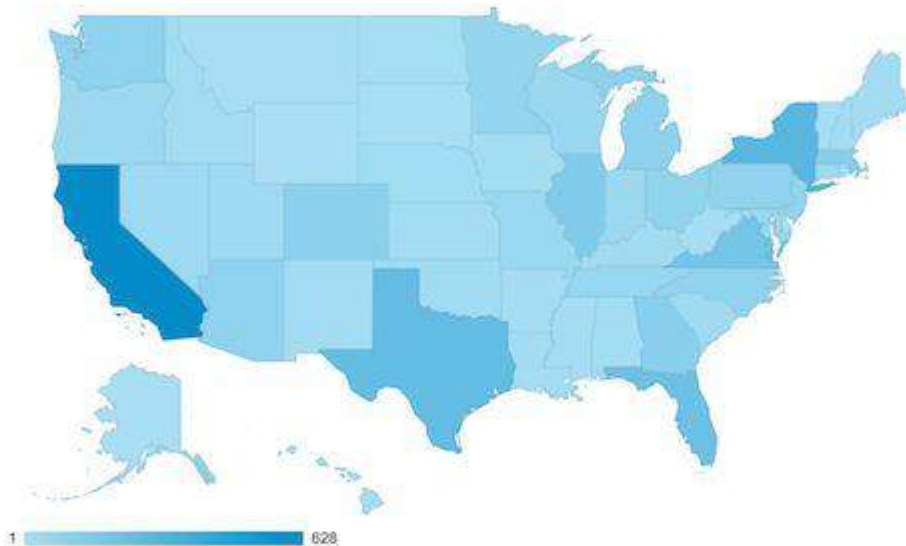


+ Add Segment

Map Overlay Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce AdSense

Sessions



Primary Dimension: Region City Metro Other

Secondary dimension

advanced

Region	Acquisition			Behavior			Conversions Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	3,714 % of Total: 29.29% (12,682)	87.75% Avg for View: 84.61% (3,71%)	3,259 % of Total: 30.37% (10,730)	86.00% Avg for View: 80.18% (7,25%)	1.42 Avg for View: 1.56 (-9.32%)	00:00:54 Avg for View: 00:01:15 (-28.02%)	0.89% Avg for View: 3.34% (-73.42%)	33 % of Total: 7.78% (424)	\$33.00 % of Total: 7.78% (\$424.00)
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	8 (10.18%)	\$6.00 (10.18%)
2. New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)

In this view, you can hover over each state to see the number of visitors from that state. You can scroll down to the table and hover over each column name to learn more about each metric.



Region	Acquisition			Behavior			Conversions <small>Goal 1: Sales -</small>		
	Sessions <small>↓</small>	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Conversions)	Sales (Goal 1 Value)
	3,714 <small>% of Total: 29.29% (12,662)</small>	87.75% <small>Avg for View: 84.61% (3.71%)</small>	3,259 <small>% of Total: 30.37% (10,730)</small>	86.00% <small>Avg for View: 80.18% (7.25%)</small>	1.42 <small>Avg for View: 1.56 (-9.32%)</small>	00:00:54 <small>Avg for View: 00:01:15 (-28.02%)</small>	0.89% <small>Avg for View: 3.34% (-73.42%)</small>		<small>(3424.00)</small>
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	6 (18.18%)	\$6.00 (18.18%)
2. New York	292 (7.86%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)
3. Texas	253 (6.81%)	87.75%	222 (6.81%)	87.35%	1.25	00:00:50	1.19%	3 (9.09%)	\$3.00 (9.09%)
4. Florida	222 (5.98%)	92.79%	206 (6.32%)	88.74%	1.23	00:00:16	0.90%	2 (6.06%)	\$2.00 (6.06%)
5. Virginia	190 (5.12%)	95.26%	181 (5.55%)	94.74%	1.09	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	150 (4.04%)	91.33%	137 (4.20%)	87.33%	1.33	00:01:15	2.00%	3 (9.09%)	\$3.00 (9.09%)
7. Illinois	143 (3.85%)	89.51%	128 (3.93%)	83.22%	1.39	00:01:15	1.40%	2 (6.06%)	\$2.00 (6.06%)
8. Massachusetts	127 (3.42%)	84.25%	107 (3.26%)	81.89%	1.45	00:01:23	0.79%	1 (3.03%)	\$1.00 (3.03%)
9. Georgia	119 (3.20%)	91.60%	109 (3.34%)	89.08%	1.14	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Colorado	108 (2.91%)	60.19%	65 (1.99%)	73.15%	5.96	00:06:07	2.78%	3 (9.09%)	\$3.00 (9.09%)

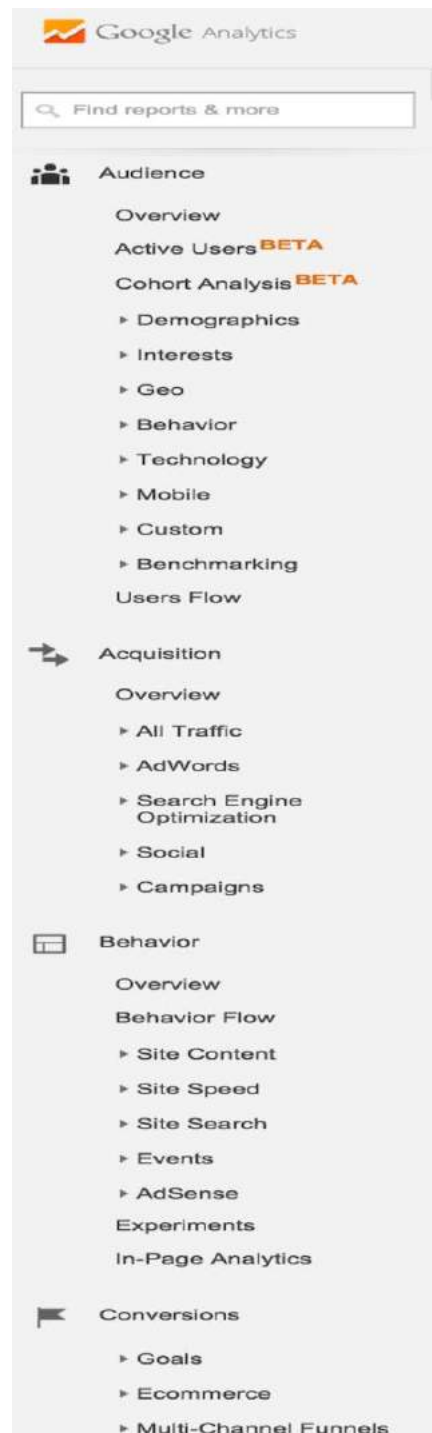
The monetary value of conversions to the goal.

You can also click on the name of each state to see visitors from cities within the state. Effectively, any time you see a clickable link or a ? next to something, you can click on it or hover over it to learn more. The deeper you dive into your analytics, the more interesting information you will find.

## Lesson no. 10 – Types of Google Analytics Reports

### Types of Google Analytics reports

Speaking of reports, here is quick summary of what you will find in each of the standard Google Analytics reporting sections, accessible in the left sidebar.



Everything in (parenthesis) is a specific report or set of reports within the following sections that you can refer to.

#### **Audience reports**

These reports tell you everything you want to know about your visitors. In them, you will find detailed reports for your visitors' age and gender (Demographics), what their general interests are (Interests), where they come from (Geo > Location) and what language they speak (Geo > Language), how often they visit your website (Behavior), and the technology they use to view your website (Technology and Mobile).

#### **Acquisition reports**

These reports will tell you everything you want to know about what drove visitors to your website (All Traffic). You will see your traffic broken down by main categories (All Traffic > Channels) and specific sources (All Traffic > Source/Medium).

You can learn everything about traffic from social networks (Social). You can also connect Google Analytics to AdWords to learn more about PPC campaigns and to Google Webmaster Tools / Search Console to learn more about search traffic (Search Engine Optimization)

#### **Behavior reports**

These reports will tell you everything you want to know about your content. Particularly, the top pages on your website (Site Content > All Pages), the top entry pages on your website (Site Content > Landing Pages), and the top exit pages on your website (Site Content > Exit Pages).

If you set up Site Search, you will be able to see what terms are searched for (Site Search > Search Terms) and the pages they are searched upon (Site Search > Pages).

You can also learn how fast your website loads (Site Speed) as well as find specific suggestions from Google on how to make your website faster (Site Speed > Speed Suggestions).

## Conversions

If you set up Goals within your Google Analytics, you can see how many conversions your website has received (Goals > Overview) and what URLs they happened upon (Goals > Goal URLs). You can also see the path that visitors took to complete the conversion (Goals > Reverse Goal Path).

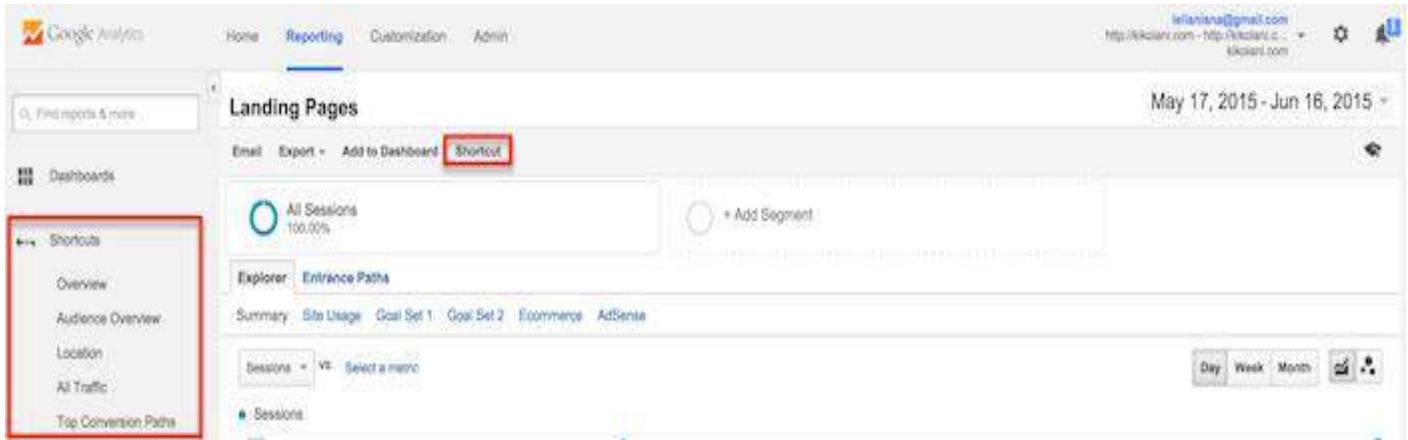
Speaking of goals and conversions, most of the tables within Google Analytics standard reports will tie specific data to your conversions. For example, you can see the number of conversions made by visitors from California in the Audience > Geo > Location report. You can see the number of conversions made by visitors from Facebook in the Acquisitions > All Traffic > Source/Medium report. You can see the number of conversions made by visitors who landed on specific pages in the Behavior > Site Content > Landing Pages report.

Landing Page	Acquisition			Behavior			Conversions <span>Goal 1: Sales</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	12,682 % of Total: 100.00% (12,682)	84.62% Avg for View: 84.61% (0.02%)	10,732 % of Total: 100.02% (10,730)	80.18% Avg for View: 80.18% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	3.34% Avg for View: 3.34% (0.00%)	424 % of Total: 100.00% (424)	\$424.00 % of Total: 100.00% (\$424.00)
1. /	5,026 (39.63%)	82.41%	4,142 (38.59%)	86.77%	2.07	00:02:03	6.90%	347 (81.84%)	\$347.00 (81.84%)
2. /webinar-software-comparison.html	1,084 (8.55%)	85.70%	929 (8.66%)	94.28%	1.07	00:00:33	0.09%	1 (0.24%)	\$1.00 (0.24%)
3. /optin-popup-forms.html	445 (3.51%)	87.87%	391 (3.64%)	93.93%	1.10	00:00:22	0.22%	1 (0.24%)	\$1.00 (0.24%)
4. /blog-post-promotion-tips.html	269 (2.12%)	86.62%	233 (2.17%)	91.08%	1.15	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /10-premium-seo-tools-try-for-free.html	257 (2.03%)	94.16%	242 (2.25%)	94.94%	1.09	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /how-to-contact-facebook-linkedin-twitter-google-plus.html	256 (2.02%)	89.45%	229 (2.13%)	96.48%	1.07	00:00:18	0.39%	1 (0.24%)	\$1.00 (0.24%)
7. /10-killer-tips-you-must-know-when-using-sweber.html	212 (1.67%)	90.57%	192 (1.79%)	95.28%	1.07	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /5-steps-to-improve-your-pinterest-profile-in-five-minutes.html	192 (1.51%)	89.58%	172 (1.60%)	94.79%	1.05	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /50-filters-to-keep-your-inbox-squeaky-clean.html	189 (1.49%)	82.54%	156 (1.45%)	96.30%	1.04	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /12-social-media-tools-scheduling-publishing-updates-compared.html	141 (1.11%)	87.23%	123 (1.15%)	84.40%	1.22	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

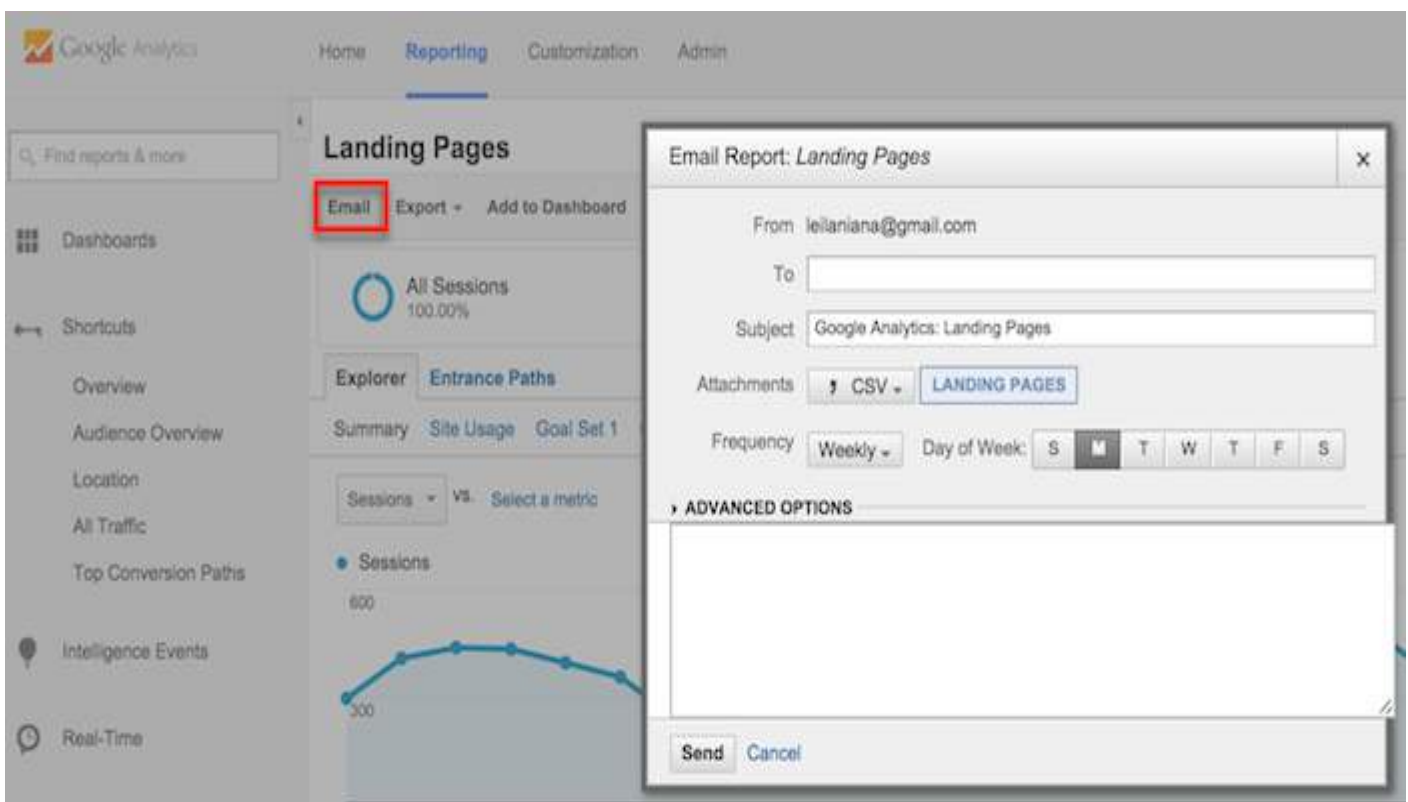
If you have multiple goals, you can use the dropdown at the top of that section of data to switch to the goal you want to view or all of your goals if you prefer.

## Shortcuts and emails

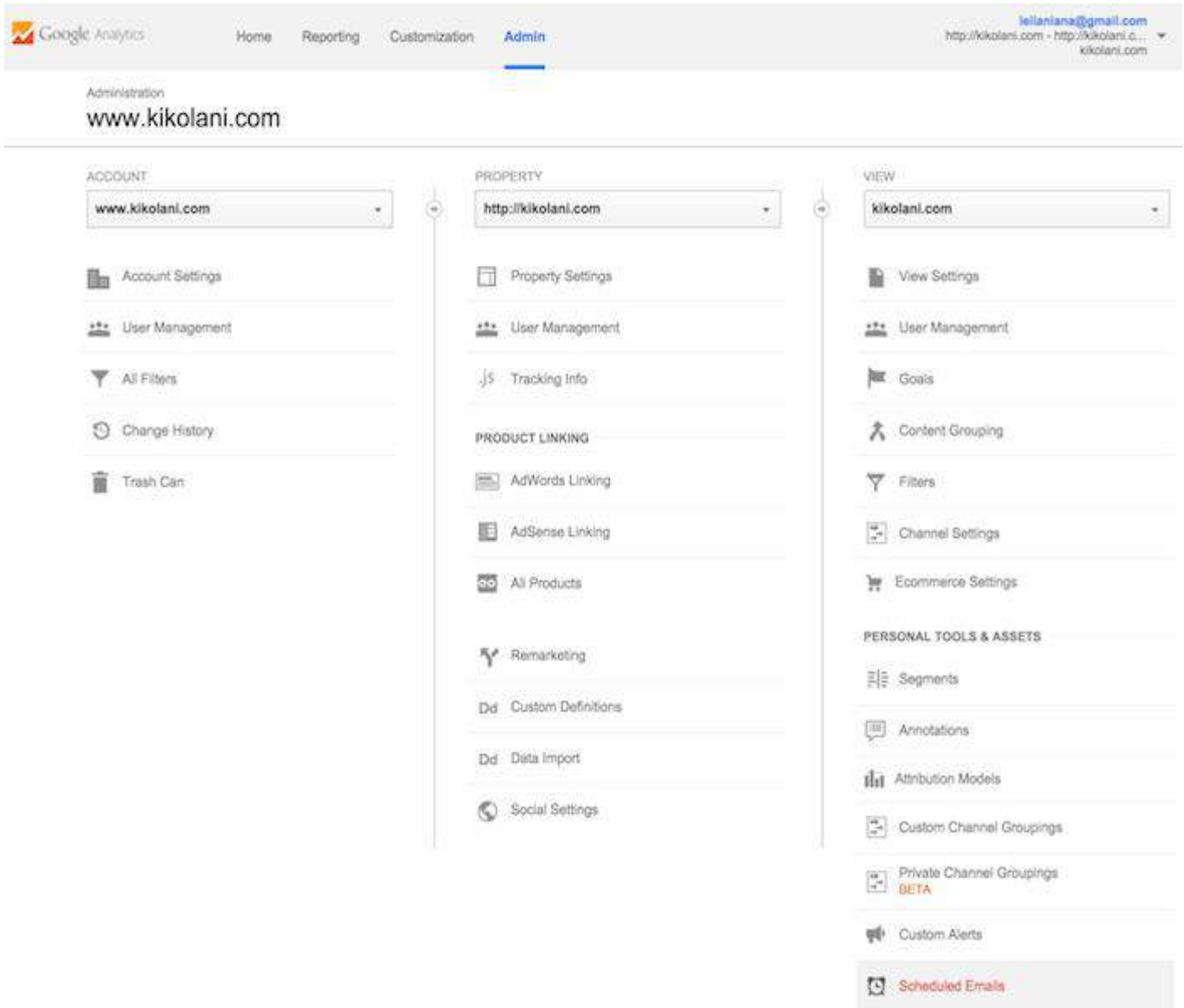
While you won't need every report within Google Analytics, you should explore them all to see what they have to offer. When you find some that you want to visit again and again, use the Shortcut link at the top of the report to add them to the Shortcuts in your left sidebar for faster access.



Or, use the email button to have them emailed to you (or others on your team) on a regular basis.



If you choose to send emails to someone outside of your organization, be sure to regularly check your emails by going to your Admin menu and clicking on the Scheduled Emails box under the View column to ensure only people working with your company are getting your data.



Google Analytics Administration for **www.kikolani.com**

Account: **www.kikolani.com**

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

Property: **http://kikolani.com**

- Property Settings
- User Management
- Tracking Info
- PRODUCT LINKING
  - AdWords Linking
  - AdSense Linking
  - All Products
- Remarketing
- Custom Definitions
- Data Import
- Social Settings

View: **kikolani.com**

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- PERSONAL TOOLS & ASSETS
  - Segments
  - Annotations
  - Attribution Models
  - Custom Channel Groupings
  - Private Channel Groupings **BETA**
  - Custom Alerts
  - Scheduled Emails**

## Lesson no. 11 – Understanding Bounce Rate

### **UNDERSTANDING BOUNCE RATE**

Bounce is a visitor who only sees one page before leaving your page. Bounces are thought to indicate a bad visitors but it's not always the case. For example if a visitor types "leadfeeder pricing" to Google, ends up to our pricing page, finds the information and leaves, it's a bounce but it can still be a quality visit.

Bounce is defined as a Session that only has one Interaction. You can decrease the amount of Bounces by adding Events that cause Interactions. For example you can send an Event when user scrolls the page and that way remove visitors who scroll your page from Bounce rate

### **DIFFERENCE BETWEEN EXIT RATE AND BOUNCE RATE**

Let's start with the definitions:

Bounce Rate: the percentage of single-engagement sessions

Exit Rate: the percentage of exits on a page

In more human words, bounce rate is determined by calculating the number of bounces over the total number of pageviews to a page. A bounce occurs whenever a user enters the page and subsequently exits without visiting another page on the website or interacting with any of the elements on the page (e.g. commenting).

Exit rate, on the other hand, looks at the number of people who exit your website after landing on a page and compares it to the total number of views the page received.



## Bounce Rate

$$R_b = \frac{T_v}{T_e}$$

$R_b$  = Bounce Rate  
 $T_v$  = Total one-page visits  
 $T_e$  = Total entrance visits

## Exit Rate

$$R_e = \frac{T_{\text{exits}}}{T_{\text{views}}}$$

$R_e$  = Exit Rate  
 $T_{\text{exits}}$  = Total exits from page  
 $T_{\text{views}}$  = Total visits to page

Unfortunately, Google's definitions of these metrics make it very easy to confuse the two since they sound so similar. After all, the basic goal of these metrics is the same: calculate the percentage of people who leave a page after opening it. There is one significant difference.

Exit rate is the percentage of visits that were the last in the session whereas bounce rate is the percentage of visits that were the only one of the session.

This means, bounces are only recorded if a user exits directly from the page they entered while exit rates are recorded regardless of a user's prior activity on your website. Therefore, all bounces are exits but not all exits are bounces.

To clarify the difference, we can consider a simple website with four pages: Home Page, Product Page, Confirmation Page, and Contact Us Page. We can imagine five different sessions to this website over the course of a week.

Monday: New Visitor > Home Page > EXIT

Tuesday: New Visitor > Home Page > Product Page > Confirmation Page > EXIT

Wednesday: New Visitor > Home Page > Product Page > EXIT

Thursday: New Visitor > Contact Us Page > EXIT

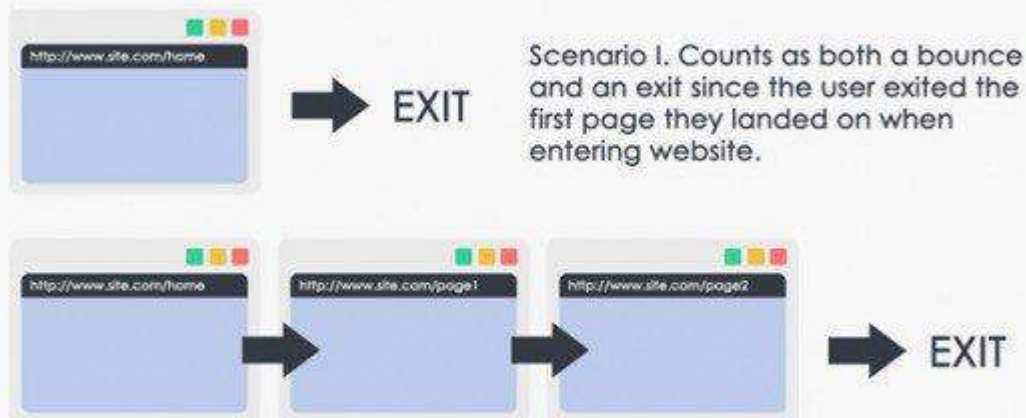
Friday: New Visitor > Confirmation Page > Contact Us Page > EXIT

Out of the above five sessions, there were only two bounces.



Even though exits occurred on all five days, bounces occurred only on Monday and Thursday because those were the only two days where the visitor exited as soon as they entered the site. On every other day, the visitor visited at least two pages before exiting.

## Bounce Rates & Exit Rates



For these five sessions, the following Google Analytics report would be produced.

HOME PAGE: 3 entrances | 3 page views | 33% bounce rate | 33% exit rate

PRODUCT PAGE: 0 entrances | 2 page views | 0% bounce rate | 50% exit rate

CONFIRMATION PAGE: 1 entrance | 2 page views | 0% bounce rate | 50% exit rate

CONTACT US PAGE: 1 entrance | 2 page views | 100% bounce rate | 100% exit rate

Therefore, a high exit rate doesn't necessarily equate to a high bounce rate since users might have landed on the page from somewhere else on the site. Similarly, a low bounce rate does not mean a low exit rate since bounce rate doesn't account for most exits, only those that occur on the first page the user lands on.

Always remember that exits can be more than one-page visits while bounces are always one-page visits.

## Lesson no. 12 – How to Setup Funnels in Goals

### HOW TO SETUP FUNNELS IN GOALS

Goal funnels (or conversion funnels) are simply a sequence of action steps that your leads must go through in order to “convert” (e.g. buy one of your products).

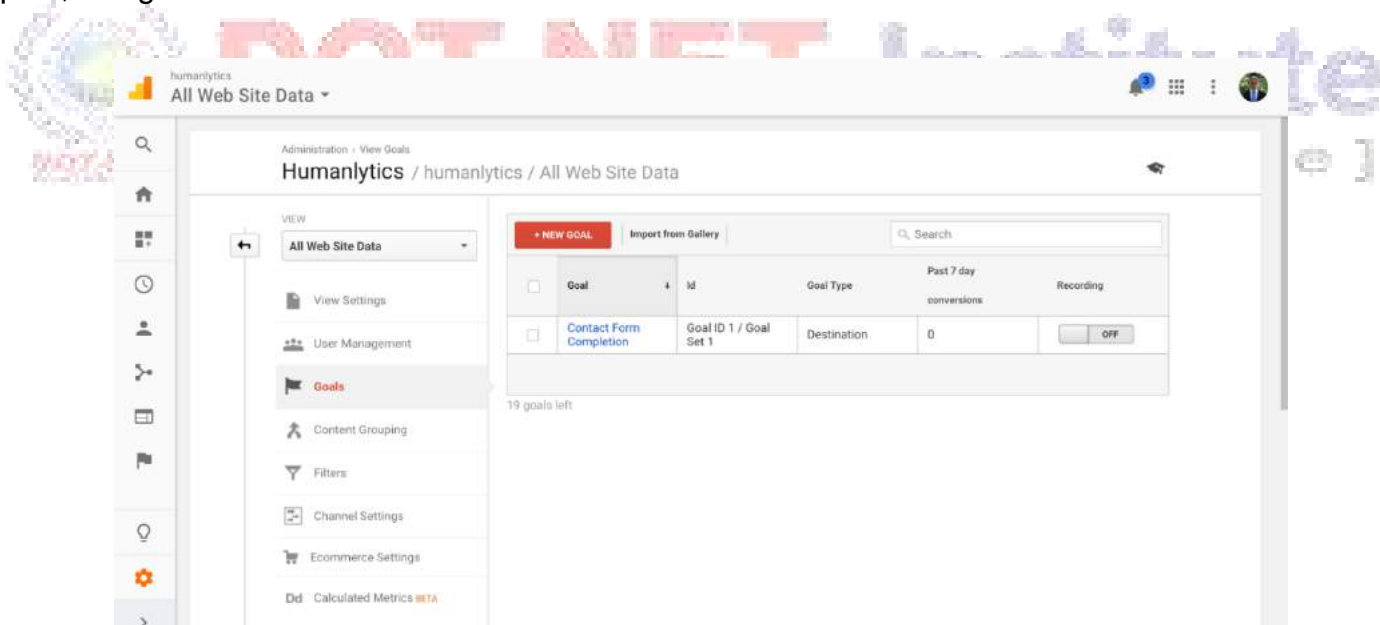
For example, for a typical B2B company, a website visitor may first discover a couple of blog posts by the company, then click on a product page link, fill out a contact form, schedule a call with a sales representative, and then become a customer.

On Google Analytics, each step of a goal funnel represents a step on your website that must be completed to achieve a Google Analytics Goal. Each step must be a web page with its own URL.

#### Setting Up Goal Funnels on Google Analytics

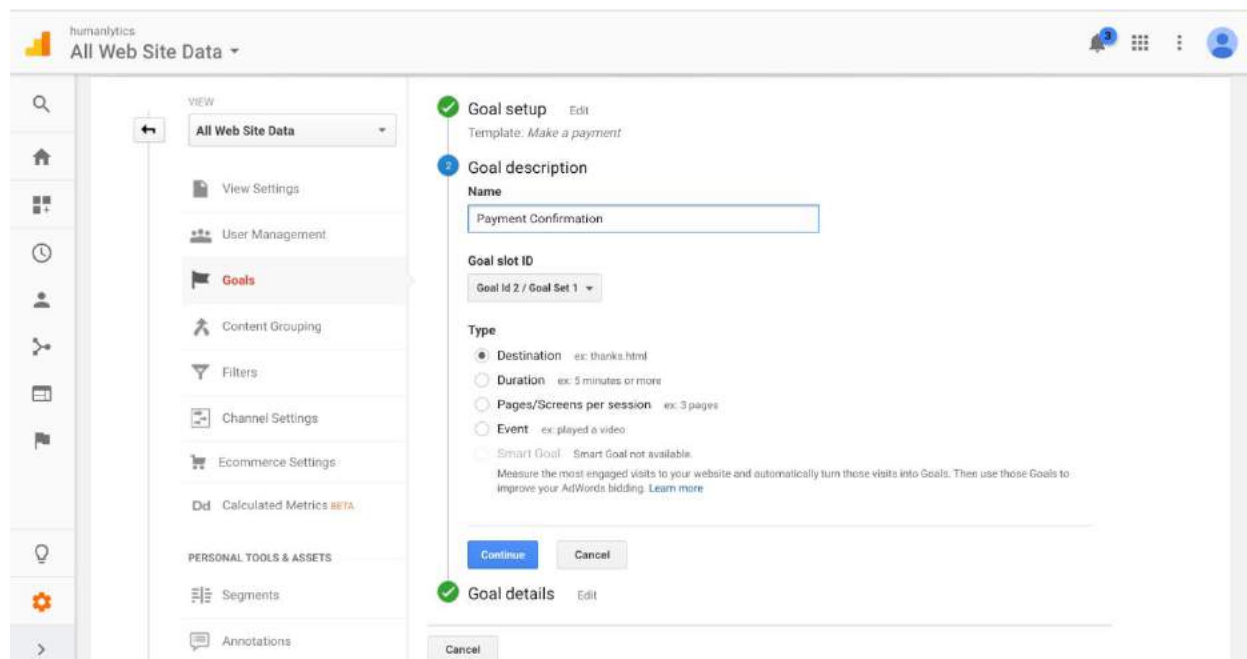
##### Set Up the Goal

To set up a goal funnel, you must first set up a Google Analytics goal. As we explained in last week’s post, navigate to Admin >> Views >> Goals >> New Goal.



Name the goal something you’ll remember. Since we want to measure the number of purchase confirmations, we’ll call it “Purchase Confirmation.” You can only use the Goal Funnels feature with destination goals, so we’ll select “Destination” as our goal type.

## Enter the URLs of Each Step of the Funnel



Once you get to this point, toggle the Funnel switch to “On” to set up the pages of the funnel. Each step represents a web page that your website visitors must pass through to reach your Goal (e.g. in this case, completing a product purchase).

In this example, we’ll need to include a unique part of the URL for each page the user has to view in order to check out and make a purchase. We can name each step in our funnel and add the unique part of the URL.

For Shopify websites: Shopify has implemented its own Analytics code so the URL for the funnel page may be different than your actual web page URL. You can go into All Pages report (Behavior >> Site Content >> All Pages) to see what URL Shopify assigned to each of the pages.

The screenshot shows the Google Analytics 'Goals' configuration interface. The goal is named 'Payment Confirmation' and is a 'Destination' type. The destination is set to the regular expression '/ConfirmOrder'. The 'Value' is set to 'OFF', and the 'Funnel' is set to 'ON'. The funnel consists of five steps: 1. Checkout (/CheckoutCart), 2. Shipping Address (/ShippingInfo), 3. Billing Info (/BillingInfo), 4. Payment Info (/PaymentMethod), and 5. Verify Order (/VerifyOrder). The 'Required?' switch for the first step is turned 'ON' (Yes).

Step	Name	Screen/Page	Required?
1	Checkout	/CheckoutCart	YES
2	Shipping Address	/ShippingInfo	NO
3	Billing Info	/BillingInfo	NO
4	Payment Info	/PaymentMethod	NO
5	Verify Order	/VerifyOrder	NO

If a potential customer must complete a certain step in the funnel to complete the goal in our funnel visualization report, toggle the “Required” switch to “Yes.” In our example, we only want to track website users who began the funnel on the first “Checkout” (/CheckoutCart) page, so we’ll make that first step required.

Note: This “Required” switch will only affect the numbers on the funnel visualization report, not the Goal completion metrics in your Conversions report.

Finally, click on “verify goals” to make sure your Goals are tracking the correct data properly.

Warning: when a goal is verified, it only means that your Goals are working; it doesn’t necessarily mean tracking on each page of the funnel is working properly. To confirm each step of your funnel is working, you need to wait about a week for enough data to be collected. Then check the funnel visualization report to do a sanity check.

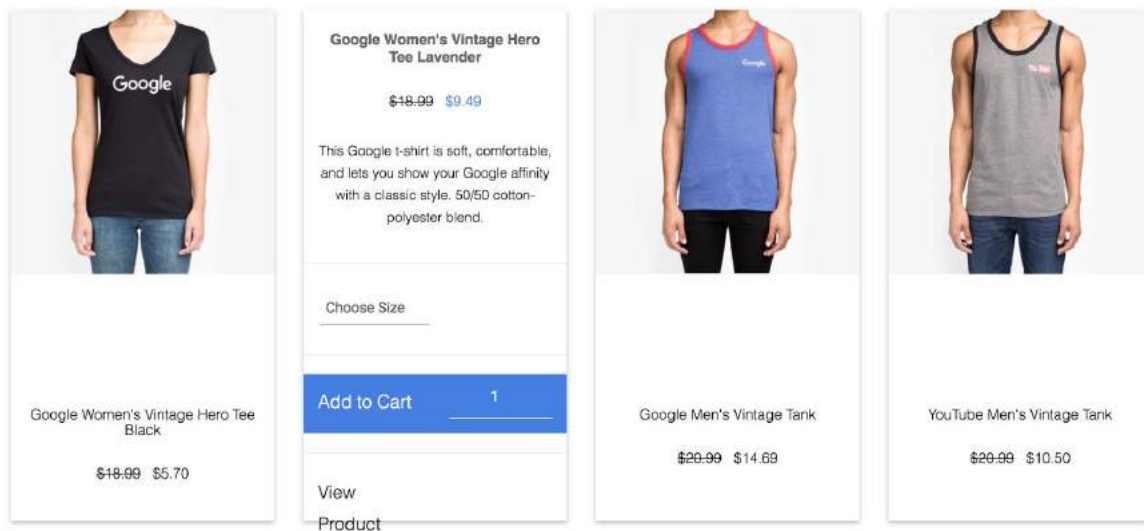
Congratulations, you’ve created your first goal funnel!

## IMPORTANCE OF FUNNELS

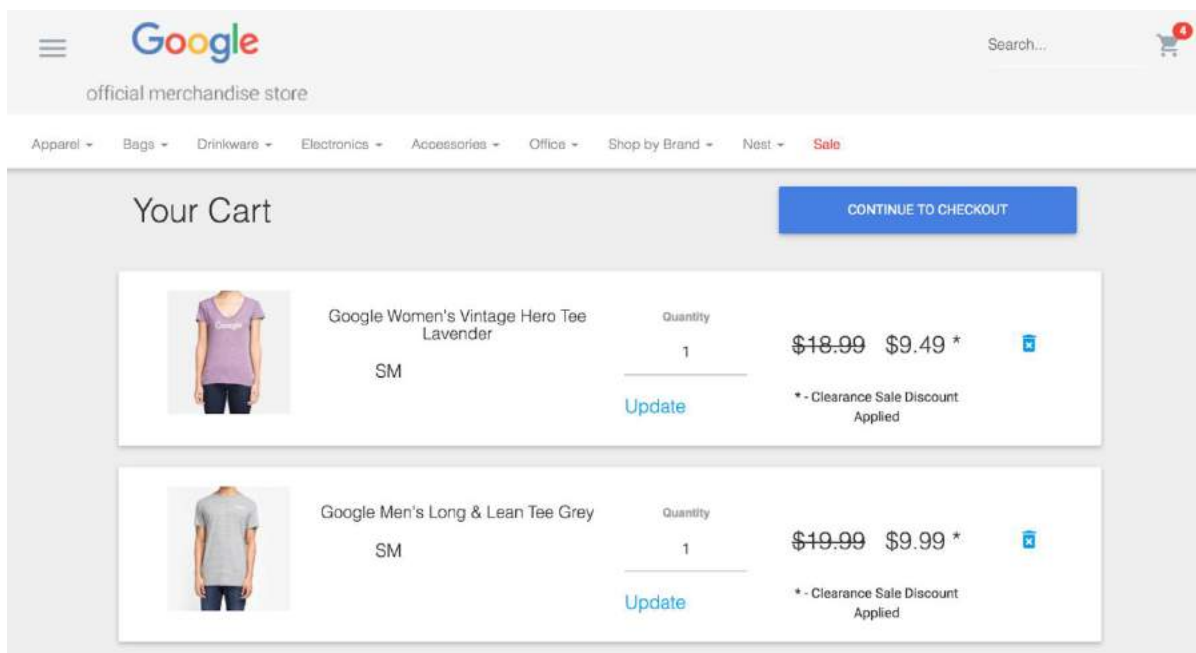
Goal funnels are especially valuable for ecommerce businesses (i.e. think Shopify websites) with a particular series of steps required to make a purchase. But goal funnels aren't just useful for ecommerce companies. All sorts of businesses can use goals and funnels to track micro conversions (actions that move leads closer to a purchase) such as submitting a contact form or visiting certain pages that indicate interest.

For example, let's say you have an ecommerce company that sells T-shirts. The checkout funnel might look something like this:

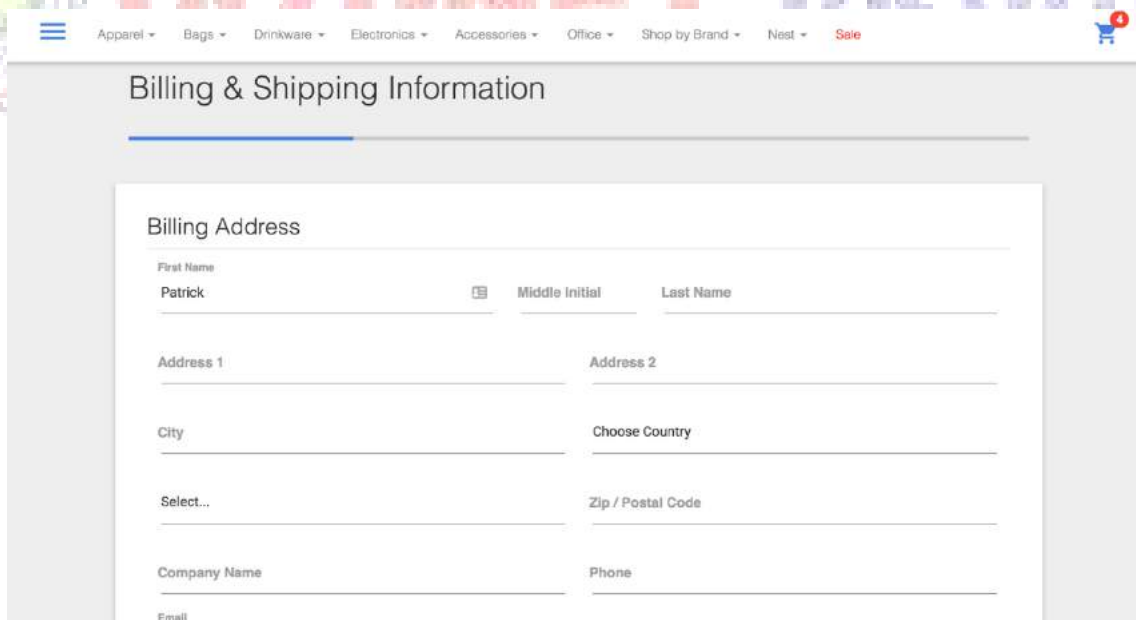
Product Gallery—Product Page—Add to Cart—Proceed to Checkout—Shipping Information—Billing Information—Review—Confirmation Page.



One of the most compelling reasons for tracking a goal funnel using Google Analytics is the ability to quickly identify “problem pages,” i.e. exit pages where potential customers drop off or abandon their cart.



The problem may be technical (e.g. there is an error on one of the pages in the payment process) or design-related (e.g. there are too many pop-ups with promotional offers), but either way, you can't fix these problems unless you use a tool to track how your funnels are performing.



This is where the Google Analytics Funnel Visualization report comes in. In one glance, you can see user behavior for each step of the funnel. The funnel can help you see visually how many users make it to the next step toward the conversion goal, and how many drop off. If you see a big group of users dropping off on a specific page, you should drill down to see what is driving the high exit rate for that step of the funnel.