

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.

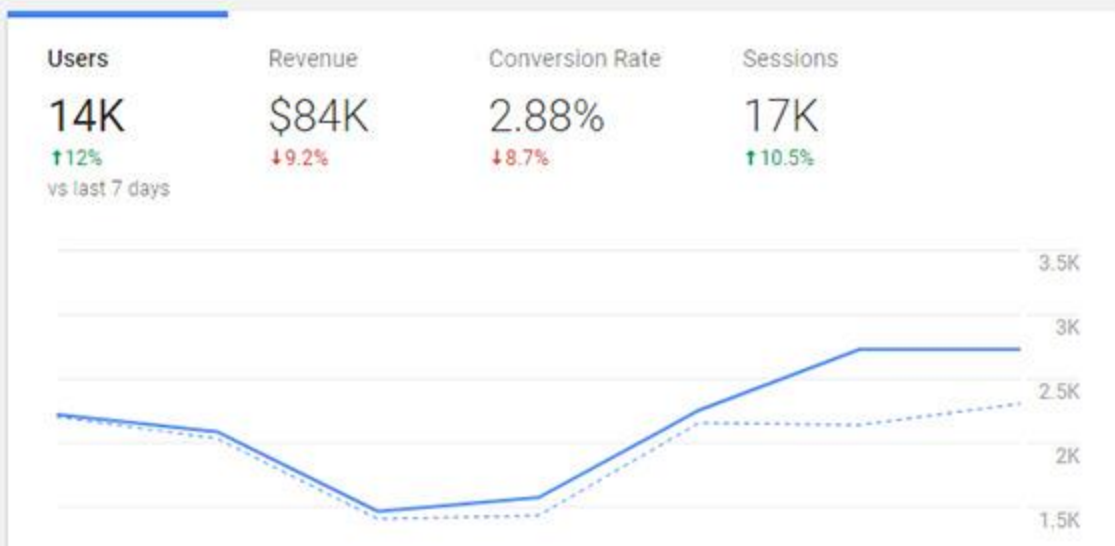
Below are a few benefits of using Google Analytics.

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.

Google Analytics Home



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.

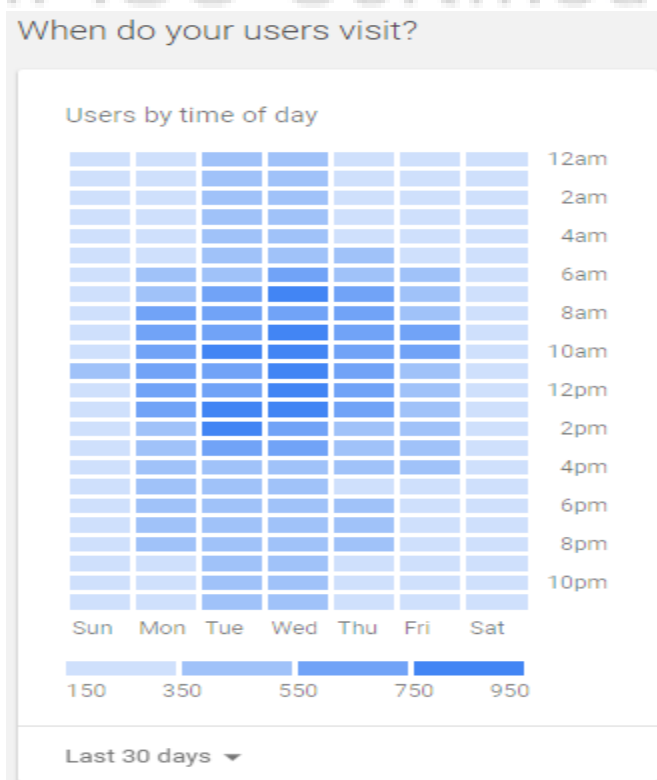
Content: You can find the most popular blog posts and pages of your site.

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

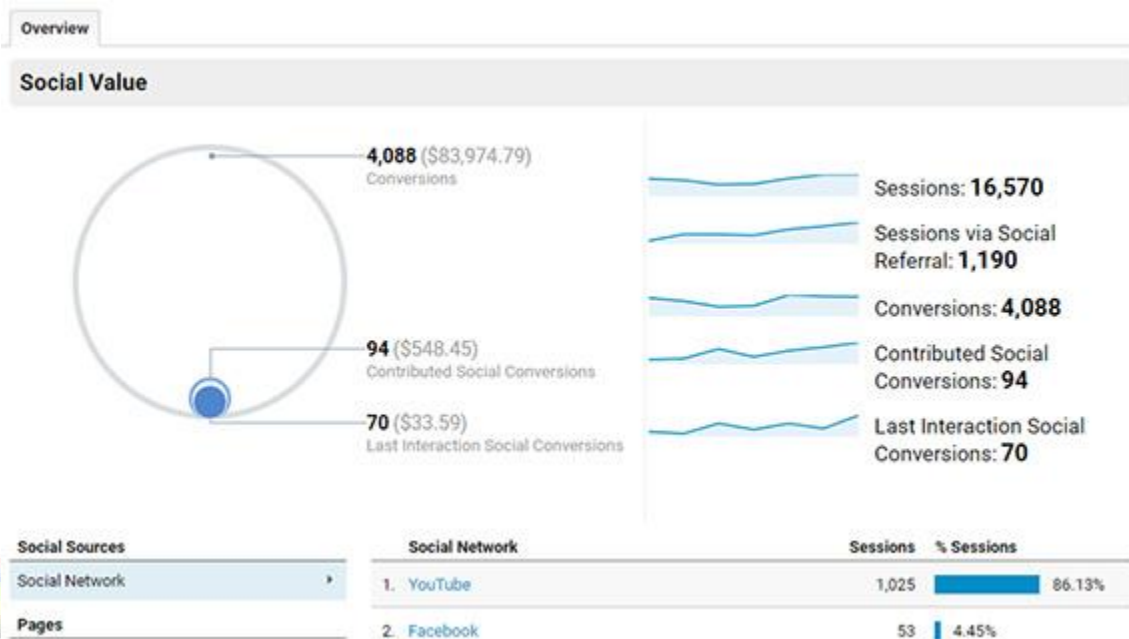
And much more...

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.