

GOOGLE ANALYTICS

GETTING STARTED GUIDE

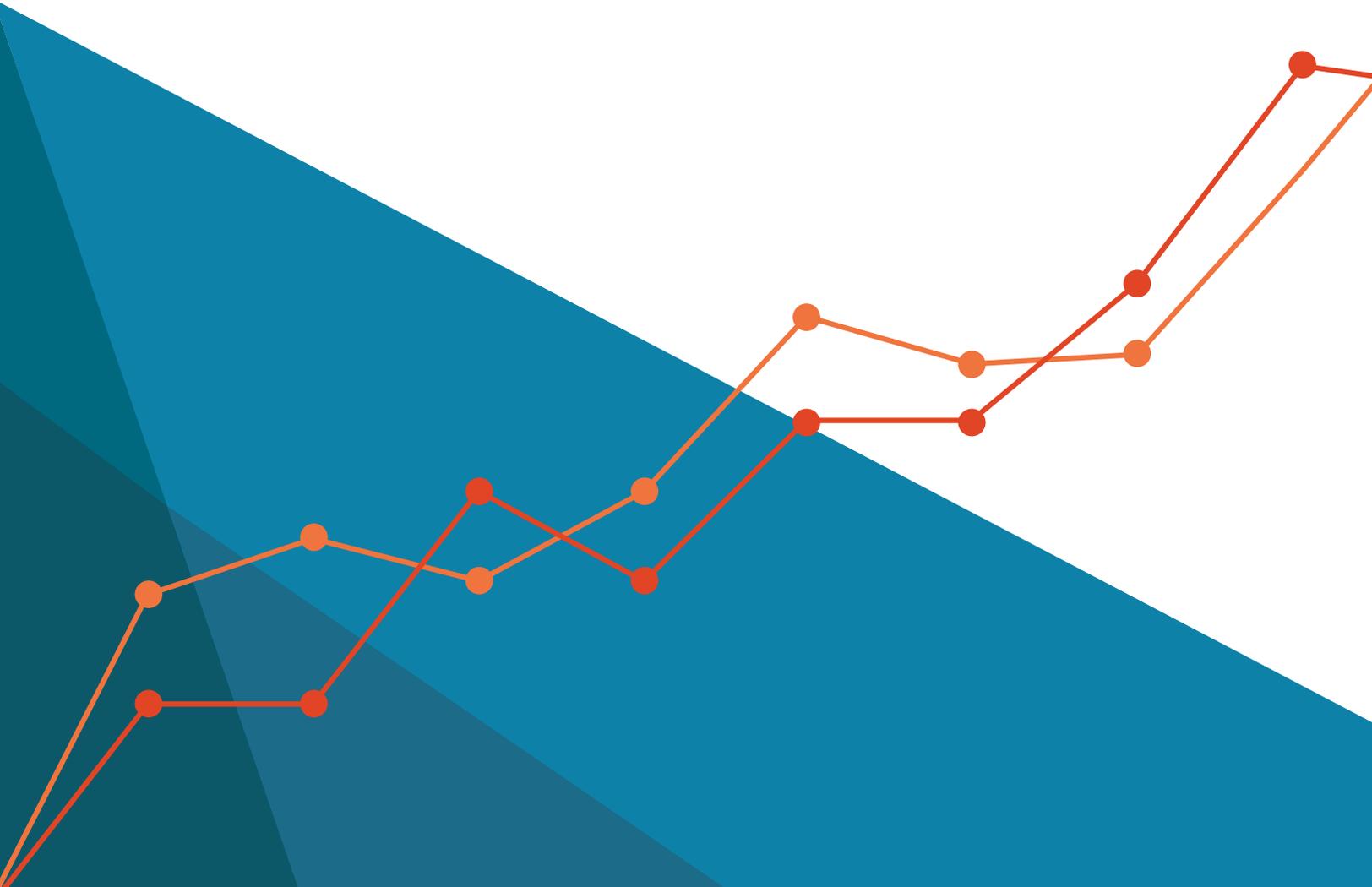


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INTRO TO GOOGLE ANALYTICS

WHY USE IT AND THE PURPOSE OF THIS GUIDE

Google Analytics is your most essential web marketing tool. Without it, you can't understand the users coming to your site, how they got there and how they interacted with your content. This makes the process of making educated web marketing decisions fairly impossible.

So why isn't everyone taking full advantage of this tool? Well, it can be a little intimidating. At first glance, you see several detailed graphs and statistics for your analysis, which can be overwhelming.

Luckily, setting up an account and installing it is actually quite easy. Likewise, staying on top of your account is manageable; there are some key reports we can point you toward that'll give you a basic overview so that you can make informed decisions.

In this ebook we will walk you through some of the basic terminology associated with Google Analytics, the way you'll go about setting up a new account, and in the end, how you can focus on the right data for making informed decisions.

DEFINITIONS

THE COMMON TERMS YOU MAY COME ACROSS IN ANALYTICS

▶ ANALYTICS

The practice of measuring, managing, and analyzing marketing performance in order to optimize ROI. This can include tracking traffic to your site, conversions, paid search ads, and SEO.

▶ TRACKING CODE

This is the snippet of code that connects a site/blog to Google Analytics (or other data collection tool), allowing the software to track where visitors come from and how they interact with the site.

▶ LINK BUILDING

The method of getting links to your site on other websites in order to improve rankings on search engine results pages, get referral traffic and build rapport across the web. Search engine visibility tends to increase when your website has more quality backlinks.

▶ CTR

“Click Through Rate” – the number of web users who click on a certain image or text button out of the total number of visitors or viewers that saw it. It helps when measuring the success of a certain advertisement or marketing campaign.

▶ CONVERSION RATE

The amount of web visitors out of total visitors that take the action you want them to take when they come to your site, such as filling out your contact form or subscribing to your newsletter.

▶ BOUNCE RATE

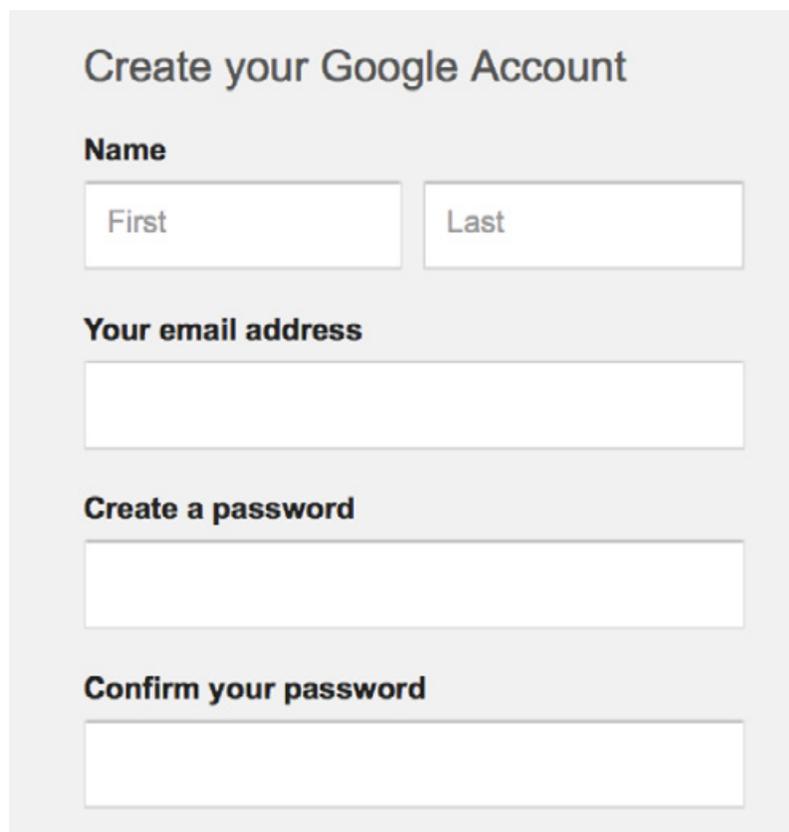
Measures how many of the people that view a site choose to exit it after viewing only one page. This is measured in a percentage and can reflect whether the site was relevant/helpful to visitor’s search query.

ACCOUNT SETUP

WALKING THROUGH THE BASIC SETUP OF AN ACCOUNT

HOW

Head over to google.com/analytics/standard. If you've already created an account, choose "Sign In." If you haven't, choose "Sign Up." You'll be walked through the steps of setting up your account and your website's analytics properties.



The screenshot shows the 'Create your Google Account' form. It includes the following sections and fields:

- Create your Google Account** (Section Header)
- Name** (Section Header)
- Two input fields: **First** and **Last**
- Your email address** (Section Header)
- One input field for the email address
- Create a password** (Section Header)
- One input field for the password
- Confirm your password** (Section Header)
- One input field for confirming the password

BEST PRACTICE

Google Analytics requires you to sign in with a Google account. If you don't have a one (hint: YouTube installation also requires a Google account), create a general one for marketing your business.

Example: yourbusiness.marketing@gmail.com.

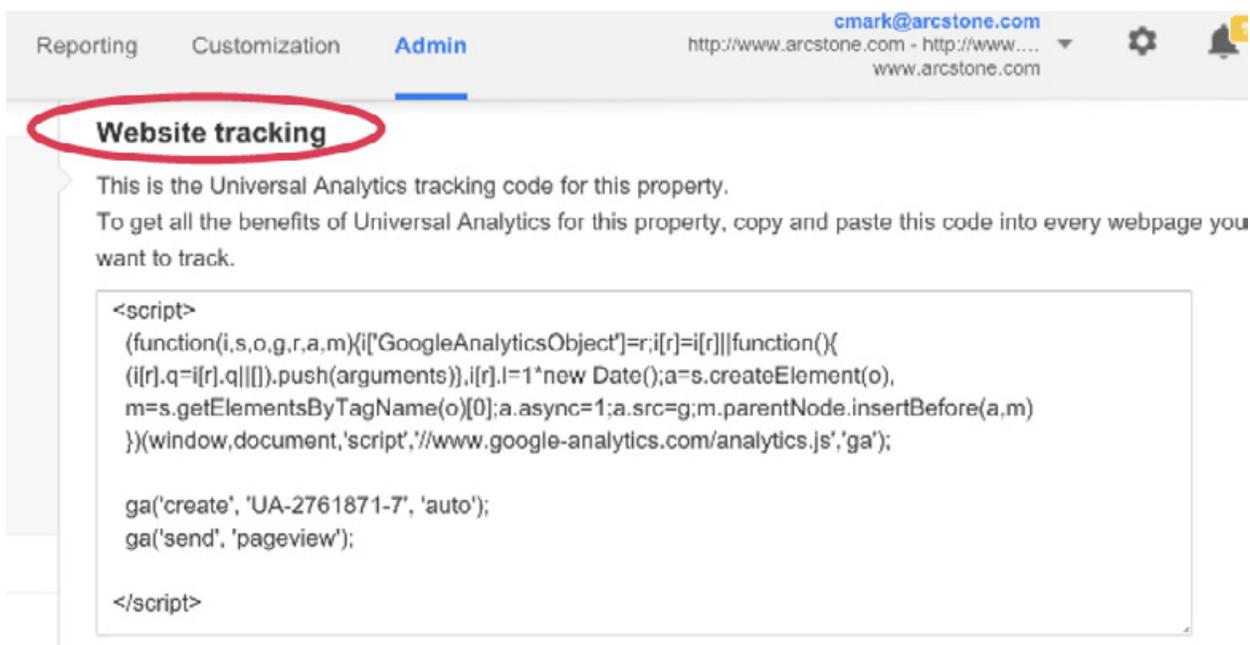
Use this address for setting up all your Google services, such as Google My Business, Google+, and YouTube installation. Using a separate business email will prevent anyone from being locked out of an account due to it being tied to a personal account.

INSTALLING ANALYTICS

CONNECTING YOUR ANALYTICS ACCOUNT TO YOUR WEBSITE

HOW

After filling in your account details, you'll click "Get Tracking ID." If you've previously set up your account, open "Analytics" and click on the "Admin tab" at the top. In the middle column, click "Tracking Info > Tracking Code." Copy your code and paste it into the header file of your website.



BEST PRACTICE

Place the code just before the closing `</head>` tag. If you're not sure how to do this, make sure to ask your web developer.

CHECKING INSTALLATION SUCCESS

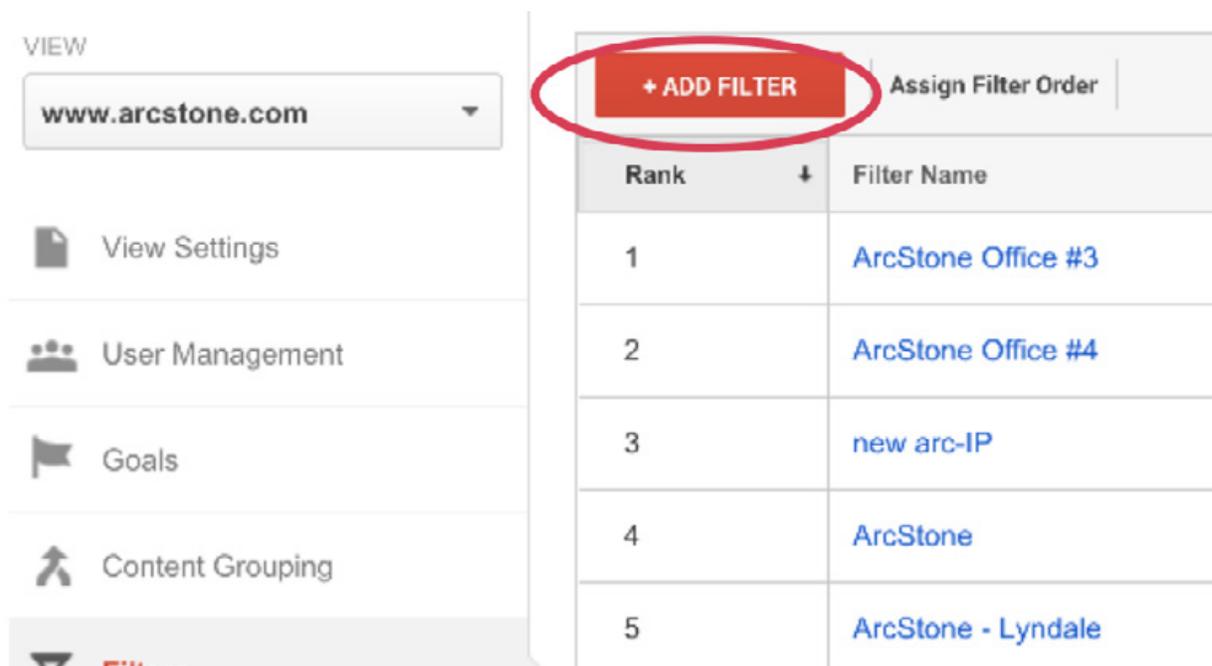
After your tracking code is installed, check to see that it's working by clicking on the Reporting tab, then "Real Time" on the left, then "Overview." Open another tab in your browser and navigate to your website. You should then see yourself in your real-time tracking in Analytics.

WHY USE FILTERED VIEWS?

ENSURE YOUR DATA IS NOT SKEWED BY INTERNAL VISITS

WHY FILTER?

Filtering some traffic out of your Analytics can help you gain better insight into your traffic. You'll want to filter out your own visits to your website, as well as Google Analytics spam.



The screenshot shows the Google Analytics interface. On the left, a 'VIEW' dropdown menu is set to 'www.arcstone.com'. Below it are links for 'View Settings', 'User Management', 'Goals', and 'Content Grouping'. On the right, a table lists filters. The '+ ADD FILTER' button is circled in red. The table has columns for 'Rank' and 'Filter Name'.

Rank	Filter Name
1	ArcStone Office #3
2	ArcStone Office #4
3	new arc-IP
4	ArcStone
5	ArcStone - Lyndale

We'll walk through how to exclude traffic from within your own company. You could follow similar steps to exclude traffic from other sources as well.

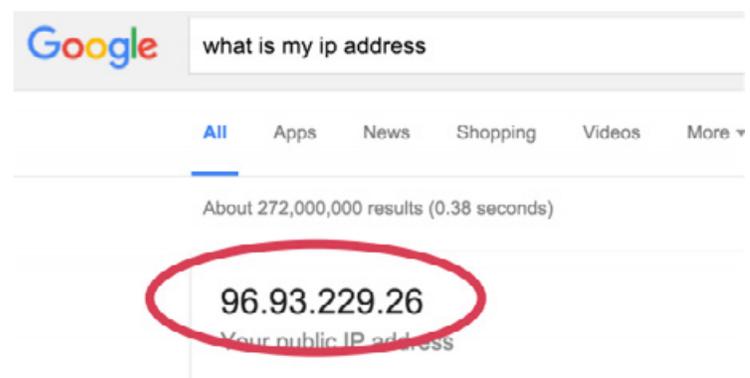
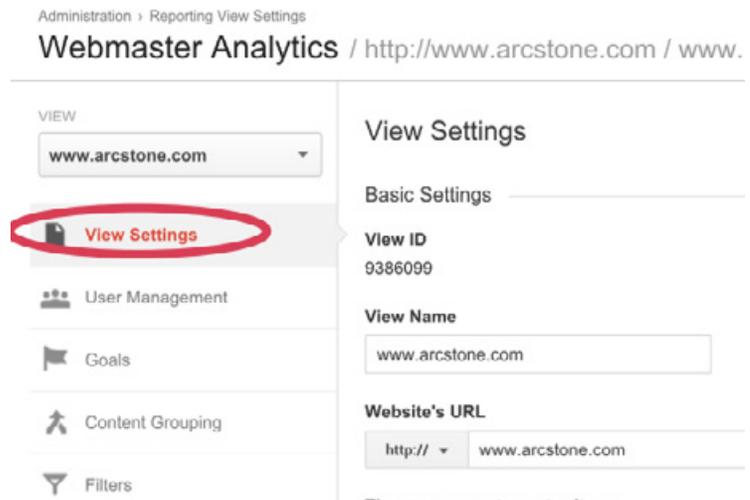
ESTABLISHING FILTERED VIEWS

A WALK-THROUGH OF HOW TO SET UP A FILTER

HOW

Click on the Admin tab. In the right-hand column, click the drop down and choose “Create new view.” Call it something like “Filtered master view” and click on “Create.” Now, in the right-hand column, choose “Filters.” Click the red button to create a new filter.

In a new browser tab, perform a Google search for “what is my IP.” Copy the IP address it shows you. Title your filter where you are, such as “The Office.” Set the filter type to “Exclude,” source or destination is “traffic from the IP address,” expression is “that are equal to.” Paste your IP address into the box and click “Save.”

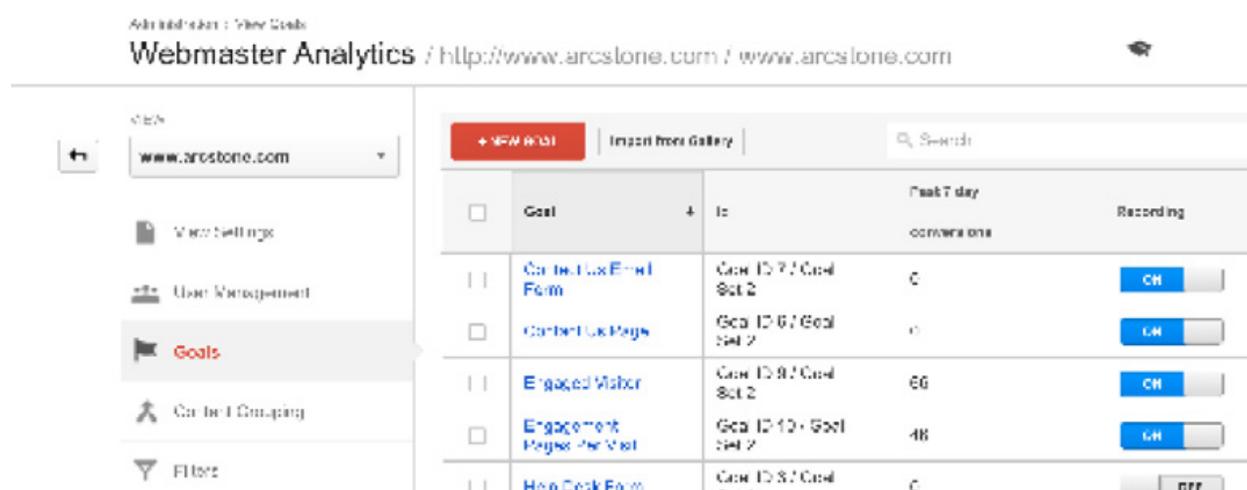


WHY USE GOALS?

INCREASE YOUR ABILITY TO TRACK SPECIFIC SITE PERFORMANCE METRICS

WHY

Goals are an integral part of getting the most out of Google Analytics. Once you set up Goals, you'll be able to see at a glance how well your website is working to convert visitors into leads and beyond.



Admin Panel > View Goals

Webmaster Analytics / http://www.arcstone.com / www.arcstone.com

VIEW: www.arcstone.com

Actions: + NEW GOAL | Import from Gallery | Search

<input type="checkbox"/>	Goal	Is	Peak 7 day conversions	Recording
<input type="checkbox"/>	Contact Us Email Form	Goal ID 7 / Goal Set 2	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Contact Us Page	Goal ID 6 / Goal Set 2	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Engaged Visitor	Goal ID 8 / Goal Set 2	66	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Engagement Page Per Visit	Goal ID 10 / Goal Set 2	46	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Help Desk Form	Goal ID 5 / Goal Set 2	0	<input type="checkbox"/>

TO START

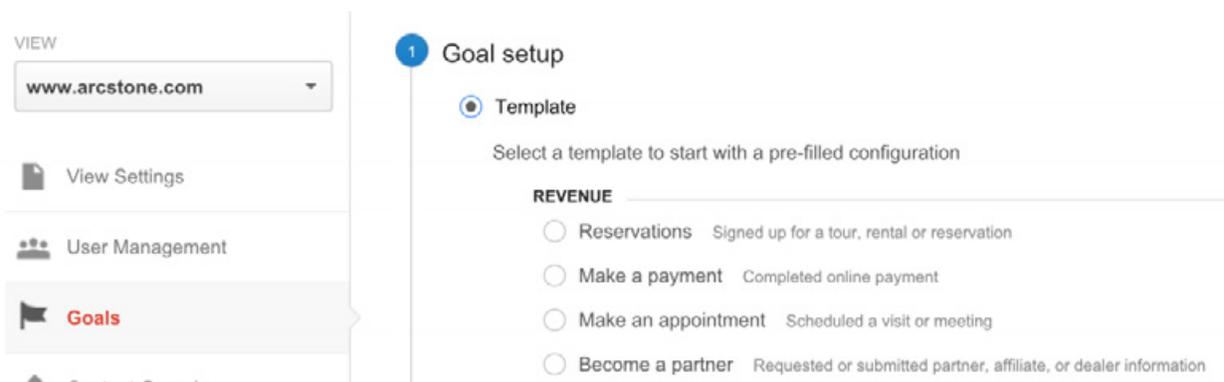
- ▶ Set up at least one Goal to begin.
- ▶ Every website is different – some websites have many natural goals, whereas some have only a couple.
- ▶ The best place to start is usually with “Contact Us,” a goal that nearly every website should have.

CONFIGURE GOALS

CREATE YOUR FIRST GOAL AND TAKE A LOOK AT EXAMPLES

GOAL SETUP

In the right-hand column within the Admin tab, you'll see "Goals." Click that and hit the red button to add a goal. The list you see will give you an idea of just how many things you can set up as goals.



EXAMPLES

- ▶ A "Destination" goal is probably the most common one you'll use. It means that you set up a page, or "destination," on your site as a conversion. Then any time someone visits that page, it counts as a goal conversion.
- ▶ For example: A person fills out your contact form and is directed to a "thank you" page. To set this up, you can just click on "Custom" on the list of goals. Name your goal "Contact Us" or "Contact Form," choose "Destination," and click "Next."
- ▶ Now in the box, put the page URL of your "thank you" page, without your domain. So for `www.mycompany.com/contact-us/thank-you`, you'll enter `/contact-us/thank-you` into the box. Hit the blue "Create Goal" button, and that's it!

STANDARD METRICS TO WATCH

EACH TIME YOU COME BACK TO MONITOR ANALYTICS, START HERE

MONITORING

Here are some of the most notable reports and metrics in Google Analytics.

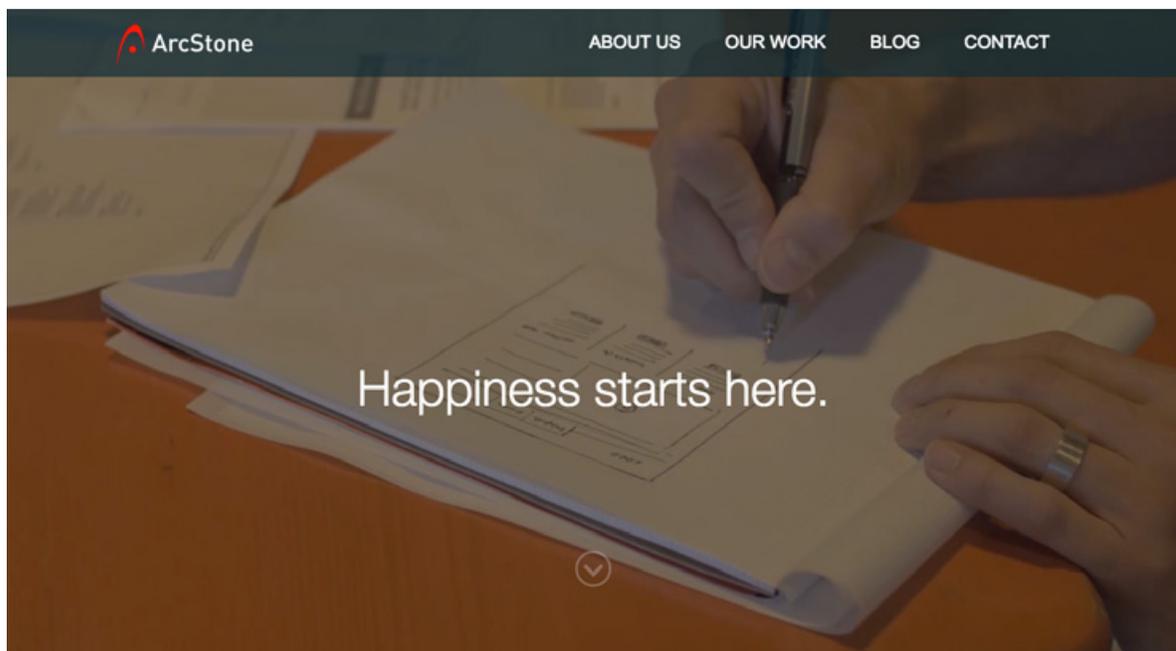
▶ **CHANNELS**

Understand how users are coming to your site



▶ **LANDING PAGES**

See which page users are entering your site on



▶ **ALL PAGES**

Ranks the pages on your site by overall page views

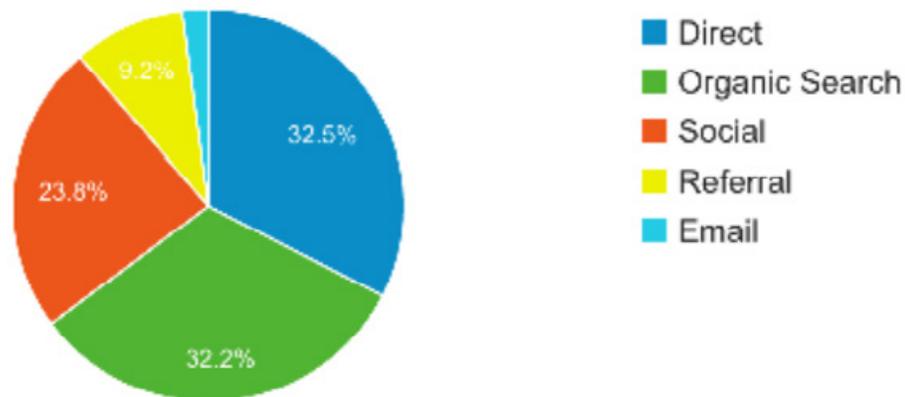
CHANNELS

LEARN HOW TO EASILY ASSESS HOW PEOPLE ACCESS YOUR SITE

WHERE

Click on Acquisition > All Traffic > Channels. Use the date picker in the upper right to choose the date range you want to look at. Now scroll down to the table. Here, you'll see how users found and accessed your site.

Top Channels



THE STANDARD CHANNELS YOU'LL SEE

- ▶ Organic Search – These sessions were organic. That means that the user opened a search engine and typed in a keyword to find your website.
- ▶ Direct – These sessions directly accessed your site. That means the user either clicked on a bookmark in their browser or typed in your URL to visit your site directly.
- ▶ Referral – These sessions were referred to your website from somewhere else.
- ▶ Social – If a user clicks on a URL to your site from a social network, that traffic will be classified as social.
- ▶ Other common channels you could see are Paid Search if you're running ads on Google or Bing, and Email if you track traffic from any email campaigns.

PAGES

UNDERSTAND WHICH CONTENT PEOPLE LIKE AND HOW THEY INTERACT WITH IT

LANDING PAGES

Go to Behavior > Site Content > Landing Pages. This is useful because you can see at a glance what content is generating interest and gaining visibility.

- ▶ Your home page will usually be in the first spot, which makes sense. But let's say one of your blog posts is number 2 or 3. That means that users are finding that content either through search or linked to from other places and are clicking on it. That content is performing well and bringing users to your website!

Default Channel Grouping	Acquisition			Behavior		
	Sessions <small>?</small> ↓	% New Sessions <small>?</small>	New Users <small>?</small>	Bounce Rate <small>?</small>	Pages / Session <small>?</small>	Avg. Session Duration <small>?</small>
	2,126 <small>% of Total: 100.00% (2,126)</small>	84.48% <small>Avg for View: 84.48% (0.00%)</small>	1,796 <small>% of Total: 100.00% (1,796)</small>	77.00% <small>Avg for View: 77.00% (0.00%)</small>	1.51 <small>Avg for View: 1.51 (0.00%)</small>	00:00:51 <small>Avg for View: 00:00:51 (0.00%)</small>
1. Direct	692 (32.55%)	92.34%	639 (35.58%)	81.79%	1.35	00:00:29
2. Organic Search	685 (32.22%)	85.55%	586 (32.63%)	71.97%	1.63	00:00:48
3. Social	507 (23.85%)	81.07%	411 (22.88%)	83.04%	1.36	00:00:56
4. Referral	196 (9.22%)	70.41%	138 (7.68%)	62.76%	1.95	00:02:04

ALL PAGES

Go to Behavior > Site Content > All Pages. This report is best for seeing which content on your site your users are most interested in.

- ▶ This is helpful because it can show you what content might need improvement, or what content users are having a hard time finding, and what content users are finding the most useful.
- ▶ You can also see how much time users spent on average on each page, which will tell you how engaged your users are with your content. Are they taking the time to read it over, or are they moving on after a couple seconds?

CONCLUSION

CHAPTER 1

Clarified some basic Analytics terms, including tracking codes, link building and various common metrics.

CHAPTER 2

Walked through a basic setup, installation, filtered views and some related best practices.

CHAPTER 3

We pointed to important report to look at to view your data

The hope is that this guide will make Google Analytics feel less daunting and show you just how insightful it can be. If you are still looking for more guidance, don't hesitate to call the Google Analytics certified marketers at ArcStone.

About ArcStone

ArcStone is a full-service interactive agency. Marketing, design and technology professionals sharing a common vision of service, craftsmanship, evolution and happiness since 1997.

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