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f z'z c~#r"->#p ~{fi/f1

*by Kimm Antell
Karnes County, TX*

What are web metrics?

- The science of measuring websites
 - Website visits
 - Page views
 - Top content
 - Map overlay
 - New visitors vs. returning
 - Pages/Visit
 - Average time on site
 - Top exit pages
 - Top browsers

Why are web metrics important?

- Web metrics may pinpoint items on your website that are popular or show you a problem area that you didn't know existed.
- Good
 - Average time on site is high
 - High amount of page views
- Bad
 - High website visits, but low page views
 - High amount of new visitors, but low returning
 - More older browsers are being used

Where do I start?

- Google Analytics has become the standard for web metrics analysis.
 - It is free
 - It is easy to install
 - It can export reports in a variety of formats
 - It keeps a history of your information

>> [Run Google Analytics](#)

Google Analytics (if you don't have a Google account)

Google Analytics

US English

Google™ Custom Search

Search

[Home](#)

[Features](#)

[Support](#)

[Blog](#)

[Conversion University](#)

It's easy -- and free!

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

Don't have a Google account?
[Sign Up Now](#)

Sign in to Google Analytics with your

Google Account

Email:

Password:

Remember me on this computer.

Google Analytics (continued)



Create a Google Account - Google Analytics

Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#) **Strong**

Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Google Analytics (continued)

- Continue as below once you have verified your e-mail.

[kimm@ifdevelopment.com](#) | [Google Home](#) | [My Account](#) | [Sign Out](#)



kimm's Google Account

Email Verification

In order to verify that the email address associated with your account is correct, we have sent an email message to kimm@ifdevelopment.com. To activate your Google account, please access your email and click on the link provided.

[Click here to continue.](#)

Google Analytics (if you already have a Google account)

US English


[Home](#) [Features](#) [Support](#) [Blog](#) [Conversion University](#)

What happens after they click?

Google Analytics helps you identify areas for improvement on your site so you can turn more clicks into customers.

The New Google Analytics

Google Analytics has been re-designed to help you learn even more about where your visitors come from and how they interact with your site.



[Sign Up Now](#)


Discover. Share. Act.

The new Google Analytics makes it easy to improve your results online. Write better ads, strengthen your marketing initiatives, and create higher-converting websites. Google Analytics is free to all advertisers, publishers, and site owners.


[Product Tour](#)
Get started today creating targeted ROI-driven marketing campaigns and improving your site design and content.

[Case Studies](#)
RE/MAX launched a new Internet strategy using Google Analytics.

[Professional Services](#)
Purchase strategic consulting services and customized support packages from Google Analytics Partners.

[Watch the tour](#) 

RE/MAX
[Tell us your story](#)

ANALYTICS
AUTHORIZED CONSULTANT


[Sign in to Google Analytics with your Google Account](#)

Email:


Password:

Remember me on this computer.

[I cannot access my account](#)

News & Announcements

[New Graphing Options: By Week and By Month](#)
Sometimes trends can hide pretty well, and one of Google Analytics' jobs is to make the most actionable trends as apparent as possible so you can surface them to your colleagues and management (and get a promotion). And we realize that most management ...

[Google Analytics Blog](#) 

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Google Analytics (continued)

Getting Started

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

(5M pageview cap per month for non AdWords advertisers.)

Sign Up for Google Analytics

You are just a few steps from Google Analytics. Click on the **Sign Up** button to get started.

Sign Up »



Common Questions

- [How does Google Analytics help my AdWords account?](#)
- [How much does Google Analytics cost?](#)
- [Will my website be affected by Google Analytics?](#)
- [Who will have access to my Google Analytics data?](#)

Google Analytics (continued)

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

Common Questions

- [I do not own my web site domain. How do I set up Google Analytics?](#)
- [Can I track websites for which I'm not running an AdWords campaign?](#)
- [How do I track unique areas within my website separately?](#)
- [Will my website be affected by Google Analytics?](#)
- [Who will have access to my Google Analytics data?](#)

Google Analytics (continued)

Analytics: New Account Signup

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:

First Name:

Phone Number: (e.g. 123-123-1234)

Country or territory: ▼

« Back

Continue »

Common Questions

- [Will my website be affected by Google Analytics?](#)
- [Who will have access to my Google Analytics data?](#)

Google Analytics (continued)

- Important: This code is different for every website, so if you have a different site, you will need a different code. Keep in mind that it will take approx. 24 hours before it will show stats.

Google Analytics

kantell13@yahoo.com | [Help](#) | [Sign Out](#)

Getting Started

Analytics: Tracking Instructions

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Legacy Tracking Code (urchin.js)

[New Tracking Code \(ga.js\)](#)

Copy the following code block into every webpage you want to track.

Click in the box below to select all code. Copy and paste the code segment into the bottom of your content, immediately before the </body> tag of each page you are planning to track. If you use a common include or template, you can enter it there.

Refer to this tracking code if your site already has urchin.js installed. Please note that urchin.js **will not receive feature updates** and is not compatible with new features.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-4074746-1";
urchinTracker();
</script>
```

Common Questions

- [How do I add tracking code to my website?](#)
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [How long does it take to see report data after adding the tracking code?](#)



Google Analytics

The Dashboard

The Dashboard

Google Analytics

seo@intra-focus.com | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | View Reports: [www.rootsweb.com/~btkarnes/](#)

My Analytics Accounts: [Intra-Focus, Inc.](#)

Dashboard

Saved Reports

Visitors

Traffic Sources

Content

Goals

Settings

Email

Help Resources

[About this Report](#)

[Conversion University](#)

[Common Questions](#)

Dashboard

Export | Email

Mar 1, 2008 - Mar 31, 2008

Comparing to: Site

Beta Graph by: Day | Week | Month | Visits



Site Usage

1,201 Visits

3,331 Pageviews

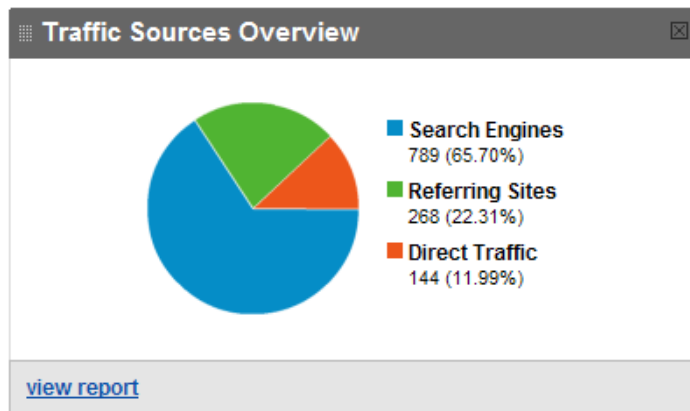
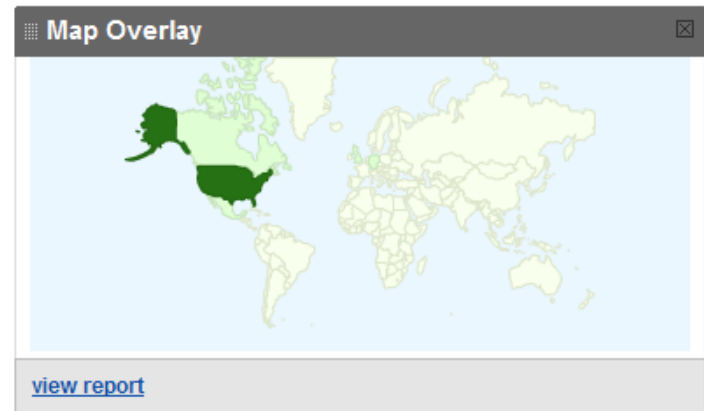
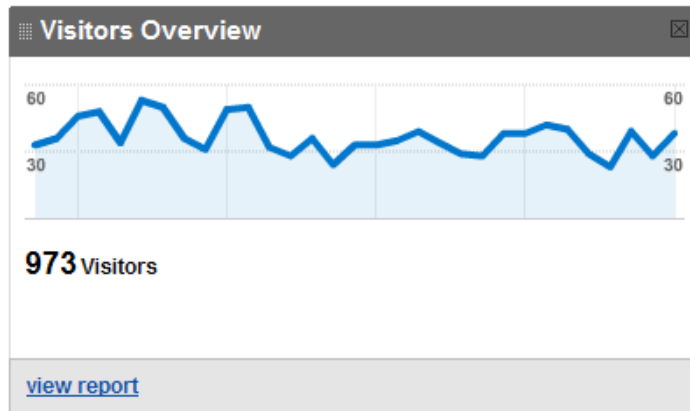
2.77 Pages/Visit

65.11% Bounce Rate

00:02:08 Avg. Time on Site

76.94% % New Visits

The Dashboard (continued)



Content Overview

Pages	Pageviews	% Pageviews
/~btkarnes/records.html	656	19.69%
/~btkarnes/	449	13.48%
/~btkarnes/Tales/cortez.htm	110	3.30%
/records.html	108	3.24%
/~btkarnes/index.html	90	2.70%

[view report](#)



What metrics in Google Analytics will help?

And why?


Visits

- This will let you know how many people are visiting your site. If your views are very low, then there is a problem. (Maybe your link is wrong?)

 **1,201** [Visits](#)


Page Views

- This will let you know how many pages have been viewed for that time period.

 **3,331** [Pageviews](#)

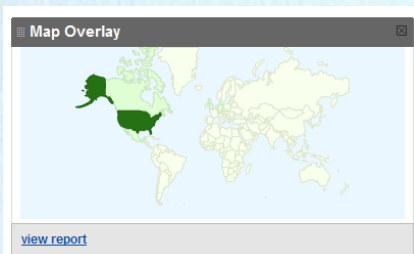
Pages/Visit

- This will let you know how many pages a person is looking at per visit. You want it to be at least 2 pages per visit. If this number is 1.00, then you have a serious problem with your website navigation or usability.

 **2.77** Pages/Visit

Map Overlay

- This is something fun to look at. You can see where your visits are coming from.
 - If you have a large amount coming from Spain, then you might consider adding a Spanish version of your website.



City to get this map. →



1,201 visits came from 538 cities

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1,201	2.77	00:02:08	77.27%	65.11%	
<small>% of Site Total: 100.00%</small>	<small>Site Avg: 2.77 (0.00%)</small>	<small>Site Avg: 00:02:08 (0.00%)</small>	<small>Site Avg: 78.84% (0.43%)</small>	<small>Site Avg: 65.11% (0.00%)</small>	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
San Antonio	120	4.70	00:03:04	66.67%	48.33%
Houston	51	4.29	00:04:27	86.27%	60.78%
(not set)	41	2.41	00:02:03	68.29%	60.98%
Austin	37	2.14	00:02:08	78.38%	59.46%
San Diego	30	3.40	00:03:10	16.67%	26.67%
Brooklyn	27	4.93	00:02:45	77.78%	40.74%
Mc Neil	26	3.65	00:02:54	50.77%	50.00%
Dallas	17	8.47	00:06:33	94.12%	52.94%
Victoria	14	7.93	00:02:26	71.43%	50.00%
Jersey City	13	1.92	00:01:45	69.23%	45.15%

Content Overview

- This gives you a quick look at which of your pages are the top pages on your site. If your home page has a huge number of visits and everything else is a low number, then you have a serious issue on your site. People aren't leaving your home page.

GOOD

BAD

Pages	Pageviews	% Pageviews
/~btkarnes/records.html	656	19.69%
/~btkarnes/	449	13.48%
/~btkarnes/Tales/cortez.htm	110	3.30%
/records.html	108	3.24%
/~btkarnes/index.html	90	2.70%
view report		

Pages	Pageviews	% Pageviews
/	9,947	93.70%
/index.cfm	188	1.77%
/regency-google/index2.htm	21	0.20%
/regency-google/index2.htm?C...	6	0.06%
/regency-google/index2.htm?U...	5	0.05%
view report		

Click on View Report to get a more in depth report.

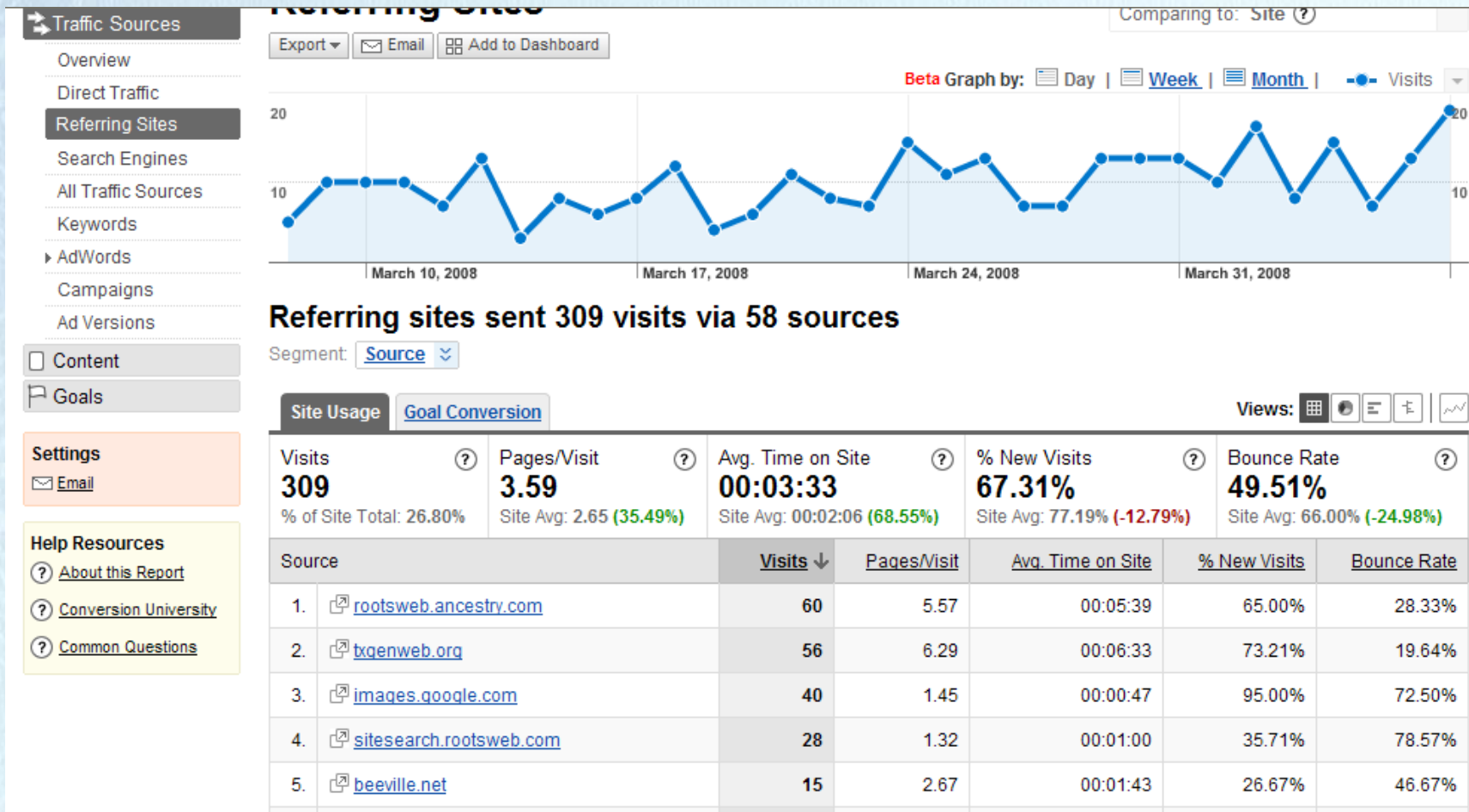
Browsers

- Take a look at what browsers your users are using.



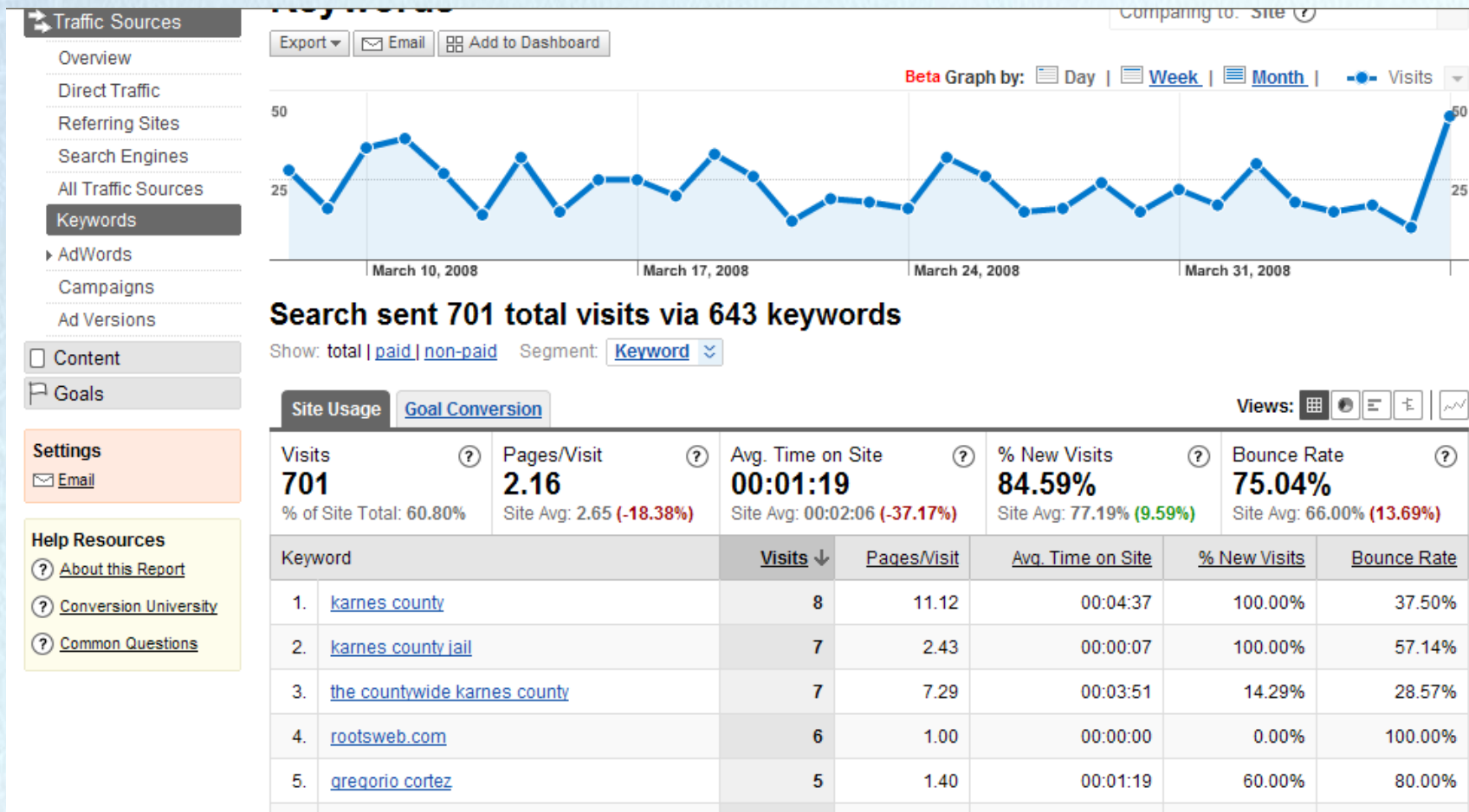
Referring Sites

- See how people are getting to you.



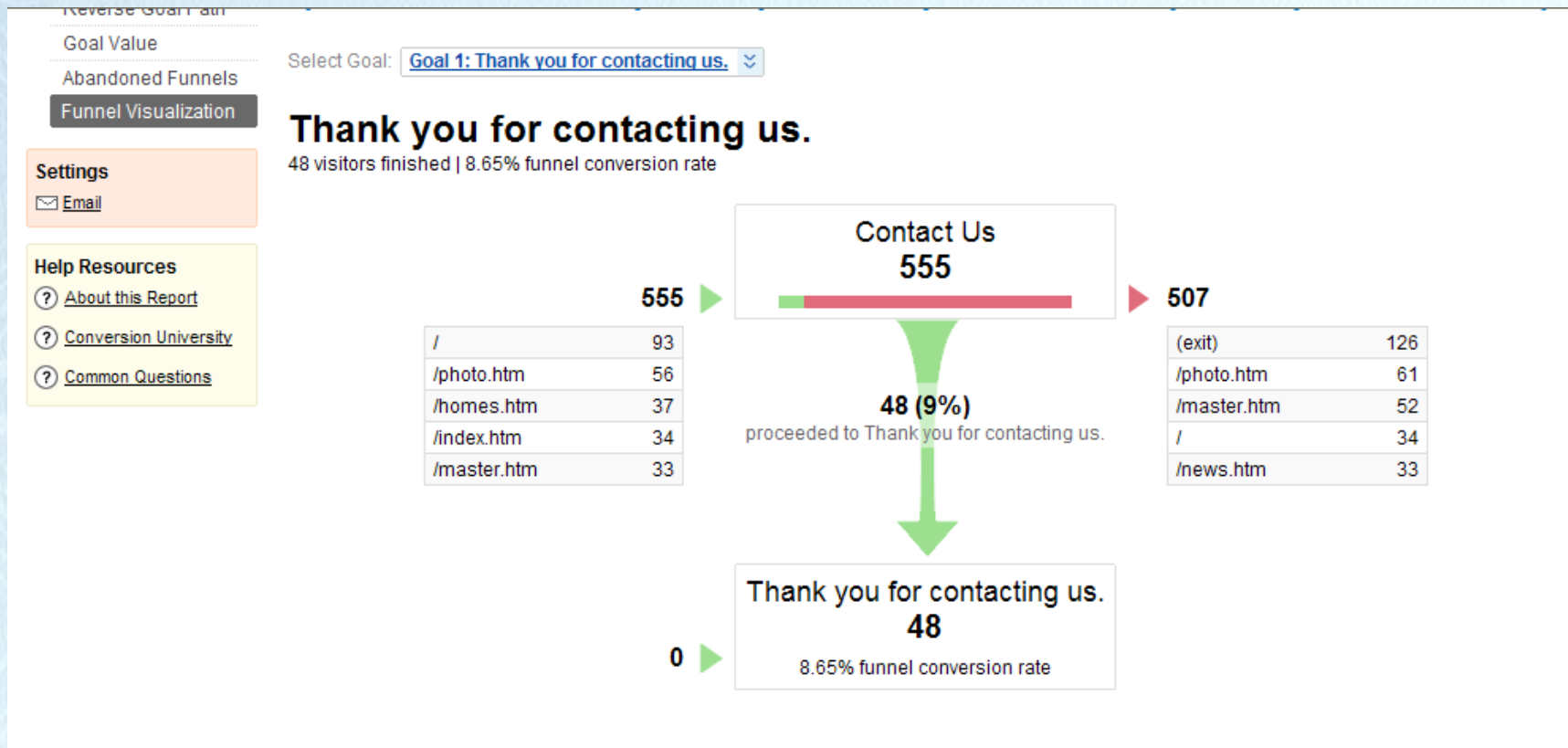
Keywords

- Look at the keywords people are using in search engines to get to you.



Goals

- You can even set up goals to monitor if people are following a certain path, but this is more for the advanced user.





The End?

To summarize...

Conclusion

- Google Analytics can offer you a great deal of information.
- The metrics it gives you can help your site interact better with your users.
- It can also be a source of fun as you look at the different ways your site is interacting with the web.
- It can be overwhelming at first, but spending time with it and looking at daily, weekly or monthly reports can help you to become a better webmaster!

Questions

???