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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 (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: kimm@ifdevelopment.com

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

Google Accounts

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)

Google Analytics (continued)

Google Analytics (continued)

Google Analytics (continued)

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

The Dashboard

The Dashboard

The Dashboard (continued)
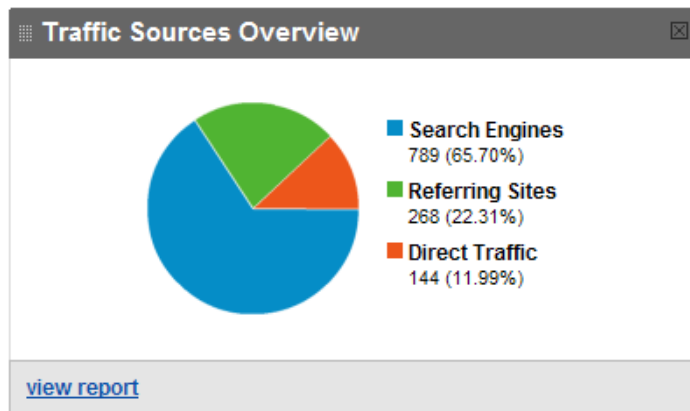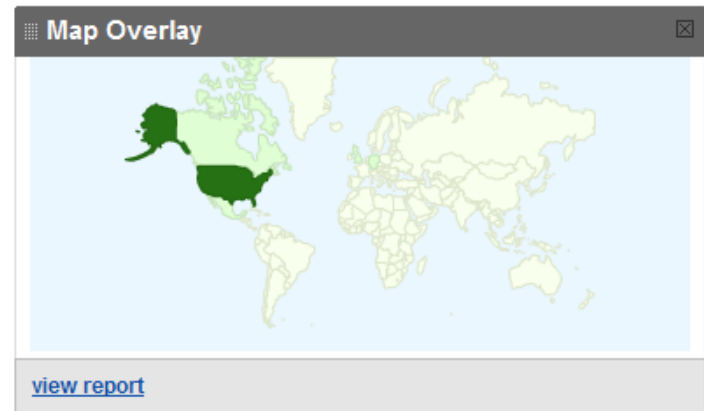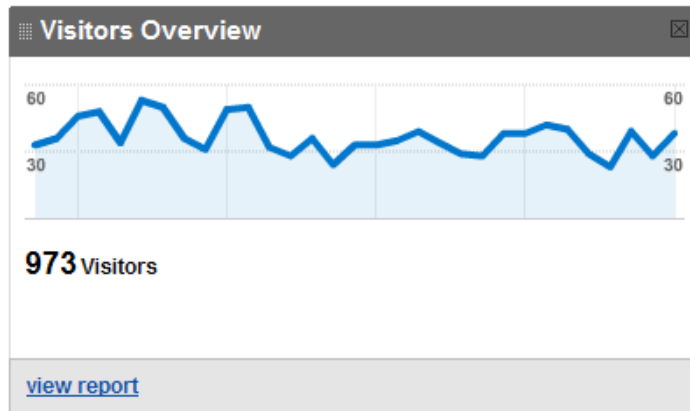
What metrics in Google Analytics will help?

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.

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.

Map Overlay

view report
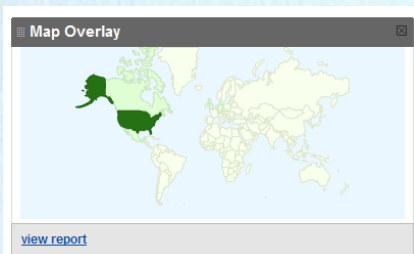
...en
City to get this map. →

Visits
1   120

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%
% of Site Total: 100.00%	Site Avg: 2.77 (0.00%)	Site Avg: 00:02:08 (0.00%)	Site Avg: 76.94% (0.43%)	Site Avg: 65.11% (0.00%)

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
San Antonio	120	4.70	00:03:24	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	30.77%	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%	46.15%

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.

<div align="center">GOOD   BAD</div>

Content Overview ⊠

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

Content Overview ⊠

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		

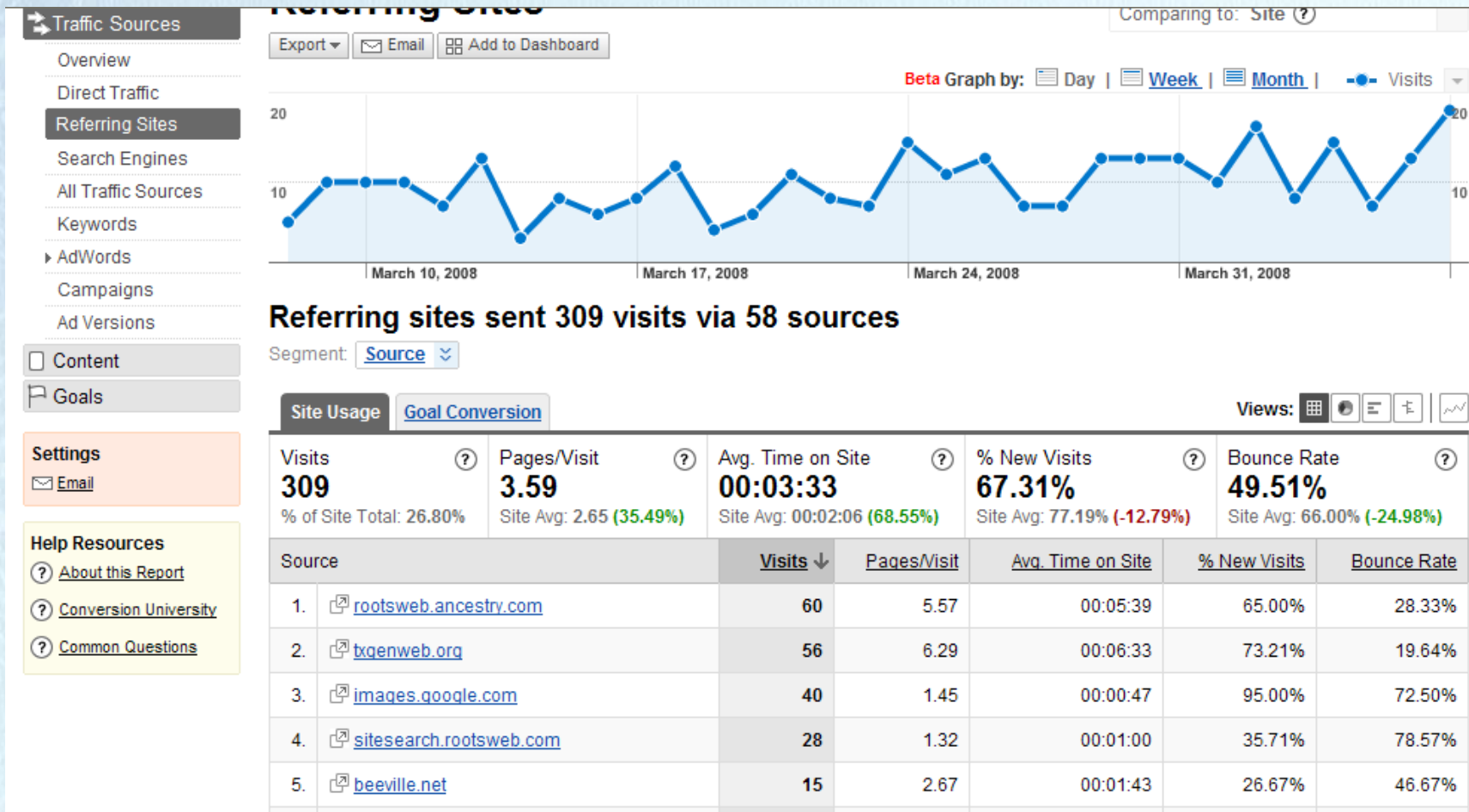Click on View Report to get a more in depth report.

Browsers

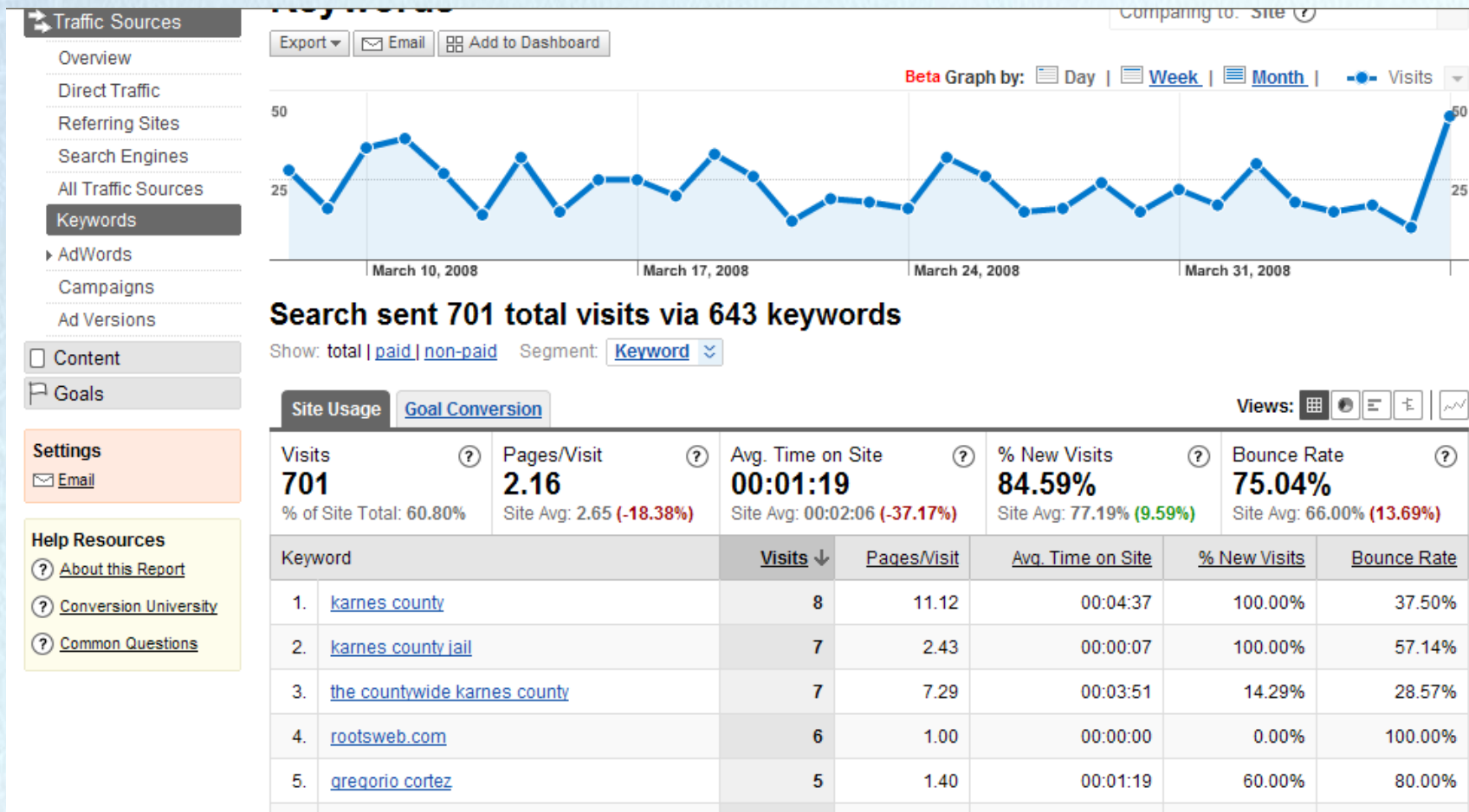- Take a look at what browsers your users are using.

Referring Sites

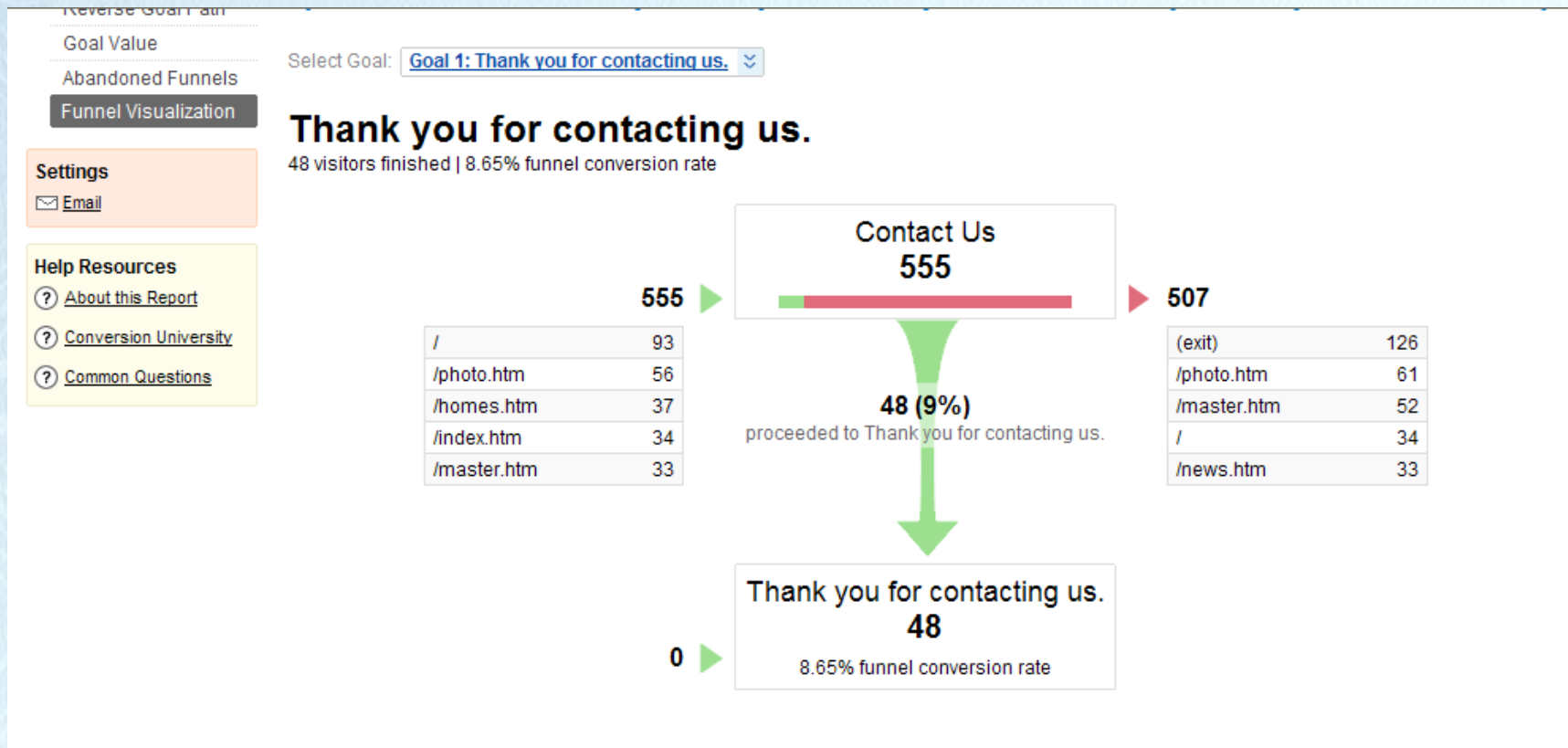- See how people are getting to you.

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

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