



# Google Analytics Training

# Tools You Will Need

- Access to the Internet
- Access to your website's HTML
- Basic HTML knowledge

OR

- Access to your company's webmaster

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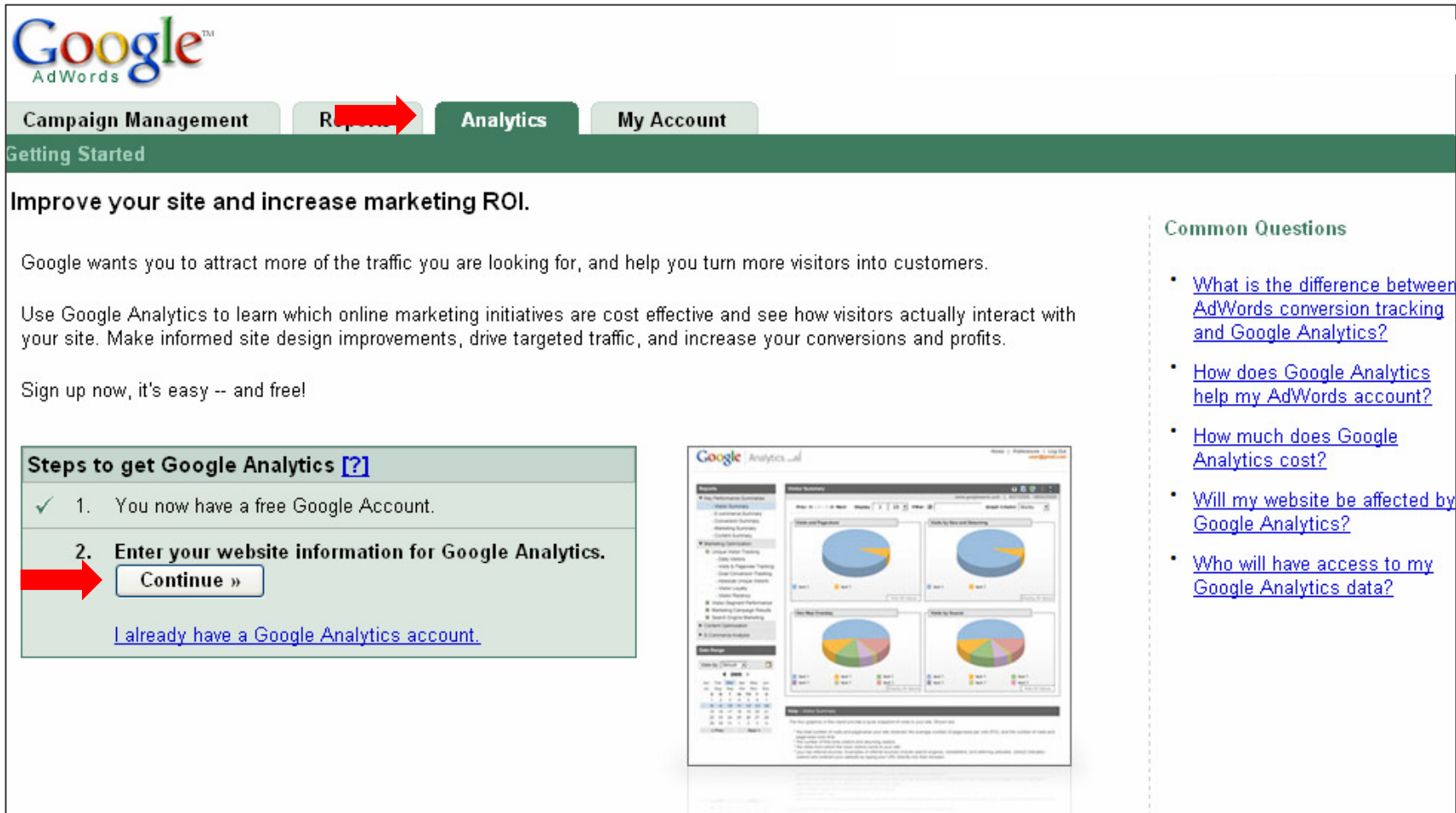


# Create your Analytics account

In this section you will learn how to:

- Log in to your free Analytics account
- Configure your profile settings
- Add more users to your account
- Add the tracking code to your website

# Create a Google Analytics Account



**Google AdWords**

Campaign Management   **Reports**   **Analytics**   My Account

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!

**Steps to get Google Analytics [?]**

- ✓ 1. You now have a free Google Account.
2. Enter your website information for Google Analytics.  
**Continue »**  
[I already have a Google Analytics account.](#)

**Common Questions**

- [What is the difference between AdWords conversion tracking and Google Analytics?](#)
- [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?](#)

# Create a Google Analytics Account


**Google AdWords**

Campaign Management | Reports | **Analytics** | My Account


Getting Started


### Link to Existing Account on Urchin.com (Google Analytics)

If you already have a Google Analytics account on <https://www.google.com/analytics/home/> (formerly [www.urchin.com](http://www.urchin.com)), select an account below. If you do not have an account, please click Cancel and follow the instructions to create a new Analytics account.

Existing Google Analytics Account: 

Apply Cost Data:  Automatically apply your AdWords cost data to all profiles in this Analytics account for reporting calculations.

 **Note:** You must have Administrator access to link to an existing Google Analytics account. If you don't see the account you are looking for, the account may have been created under a different username or may already be linked to another Adwords Account. [Learn more.](#)



#### Common Questions


- [How much will Google Analytics cost after I link to my Urchin.com account?](#)
- [Will my Google Analytics account change if I link it to AdWords?](#)
- [How do I link my Google Analytics account to my AdWords account if I am not an account administrator?](#)
- [Can I link several Google Analytics accounts?](#)
- [Will the users of my Google Analytics account have access to my AdWords account?](#)
- [If I link my Google Analytics account to AdWords, will I still be able to access \[www.google-analytics.com\]\(http://www.google-analytics.com\)?](#)

# Create a Google Analytics Account

**Google AdWords**

Campaign Management | Reports | **Analytics** | My Account

Analytics Settings | View Reports | Click to select Website Profile

 **Tracking for your website has not yet been validated:** Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Clicking the 'Check Status' will also provide instructions for adding tracking to your website.

[Check Status](#)



### Analytics Settings


From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

#### Website Profiles

[+ Add Website Profile](#)

<< [Prev](#) 1 - 1 / 1 [Next](#) >>      Show 10      Search

Name	Reports	Settings	Delete	Status
1. www.mysite.co.uk	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	 Tracking Unknown - <a href="#">Check Status</a>  Conversion Goals (0)

 To track another website with Analytics, click the 'Add Website Profile' link.

#### Access Manager

**Number of Users: 1.** Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

#### Filter Manager

**Number of Filters: 0.** Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports, and more. [Learn more.](#)

#### Helpful Links

- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [I'm not seeing any data in my reports.](#)
- [What is a website profile, and what can I do with it?](#)
- [How do I track a new website?](#)
- [Can I add more than 50 profiles?](#)
- [How do I set up goals?](#)
- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)

# Configure Your Profile

**Google AdWords**

Campaign Management | Reports | **Analytics** | My Account

Analytics Settings | View Reports | Click to select Website Profile

**Tracking for your website has not yet been validated:**  
Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Clicking the 'Check Status' will also provide instructions for adding tracking to your website.

[Check Status](#)

### Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

**Website Profiles** [+ Add Website Profile](#)

<< [Prev](#) 1 - 1 / 1 [Next](#) >>      Show       Search

Name	Reports	Settings	Delete	Status
1. www.mysite.co.uk	<a href="#">View Rep</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	Tracking Unknown - <a href="#">Check Status</a> Conversion Goals (0)

To track another website with Analytics, click the 'Add Website Profile' link.

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**Number of Users: 1.** Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

**Filter Manager**

**Number of Filters: 0.** Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports, and more. [Learn more.](#)

#### Helpful Links

- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [I'm not seeing any data in my reports.](#)
- [What is a website profile, and what can I do with it?](#)
- [How do I track a new website?](#)
- [Can I add more than 50 profiles?](#)
- [How do I set up goals?](#)
- [What is a filter?](#)
- [How can I exclude my internal traffic from my reports?](#)

**URL:** The website's address. E.g.: <http://www.google.co.uk>



# Configure Your Profile

**Main Website Profile Information** [Edit](#)

Website URL: www.my site.co.uk

Default page:

Time zone country or territory:: United Kingdom

Time zone: (GMT+00:00) Greenwich Mean Time

Exclude URL Query Parameters:

E-Commerce Website: Yes

Currency: British Pounds Sterling ( GBP £ )

Apply Cost Data: Yes

---

**Conversion Goals and Funnel** [\[?\]](#)

Select up to 4 conversion goals for this profile and define the funnel pages leading up to each goal.

Goal Name	URL	Active Goal	Settings
G1	(Goal not configured)	Off	<a href="#">Edit</a>
G2	(Goal not configured)	Off	<a href="#">Edit</a>
G3	(Goal not configured)	Off	<a href="#">Edit</a>
G4	(Goal not configured)	Off	<a href="#">Edit</a>

---

**Filters Applied to Profile** [\[?\]](#) + [Add Filter](#)

Filter Name	Filter Type	Settings	Remove
0 Filters. Filters can be created to exclude site visits/clicks from reports, only include matching visits/clicks or reconstruct a dynamic URL to be more meaningful when displayed in reports. <a href="#">Learn more.</a>			

---

**Users with Access to Profile** [\[?\]](#) + [Add User](#)

User Email Address	Full Name	User Type	Settings	Remove
1.		Administrator	<a href="#">Edit</a>	Remove
2.		Administrator	<a href="#">Edit</a>	Remove





**URL:** The website's address. E.g.: <http://www.google.co.uk>

# Configure Your Profile

**Edit Profile Information**

Profile Name:


Website URL:  (e.g. http://www.mysite.co.uk/)

Default page :  (e.g. index.html) 

Time zone country or territory: United Kingdom

Time zone: (GMT+00:00) Greenwich Mean Time


Exclude URL Query Parameters:  (e.g. sid, sessionid, vid, etc...)

E-Commerce Website:   Yes  No

Currency:  Decimal places

Show currency symbol **before** amount

Show currency symbol **after** amount



**URL:** The website's address. E.g.: http://www.google.co.uk

# Grant Access to Other Users

Existing Access				 <a href="#">+ Add User</a>
User Email Address		User Type	Settings	Delete
1.		Administrator	<a href="#">Edit</a>	Delete

# Grant Access to Other Users

## Create New User For Access

Enter user information below to grant access to reports and report settings, and optionally grant Account Administrator privileges.

### Enter user information

Email address:  (Must be a Google Account. [Learn more.](#))

Last Name:

First Name:

Access type:  



### Allow access to


Available Website Profiles

Selected Website Profiles

Add »

« Remove



 Please note that Account Administrators have access to **all** reports and profiles in your account.

Cancel





Finish »



# Add Tracking Code to Your Website

## Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					<a href="#">+ Add Website Profile</a>
<< <a href="#">Prev</a> 1 - 2 / 2 <a href="#">Next</a> >>		Show <input type="text" value="10"/>	Search <input type="text"/>	<a href="#">+</a> <a href="#">-</a>	
Name	Reports	Settings	Delete	Status	
1. Plastic Surgeon	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	 Tracking Unknown - <a href="#">Check Status</a>  Conversion Goals (0)	
2. PremDerm	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	 Receiving Data  Conversion Goals (1)	



# Add Tracking Code to Your Website

```
</div></div>
<!-- End #sidebar -->

</div>
<!-- End #content -->

<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-248697-1";
urchinTracker();
</script>

</body>
</html>
```



# Create Goals & Funnels

In this section you will learn how to:

- Understand how to define goals
- Identify which goals to use
- Set up a goal
- Understand advanced goal setting

# Introduction to Goals

**Goal:** A page which a visitor reaches once they have completed an action

You define goals based on the purpose of your website and the actions you want your visitors to take. Goals are often called **conversions**.

*Examples of common goals include:*

- A donation receipt page
- A newsletter confirmation
- Any other page to which you are trying to drive your visitors

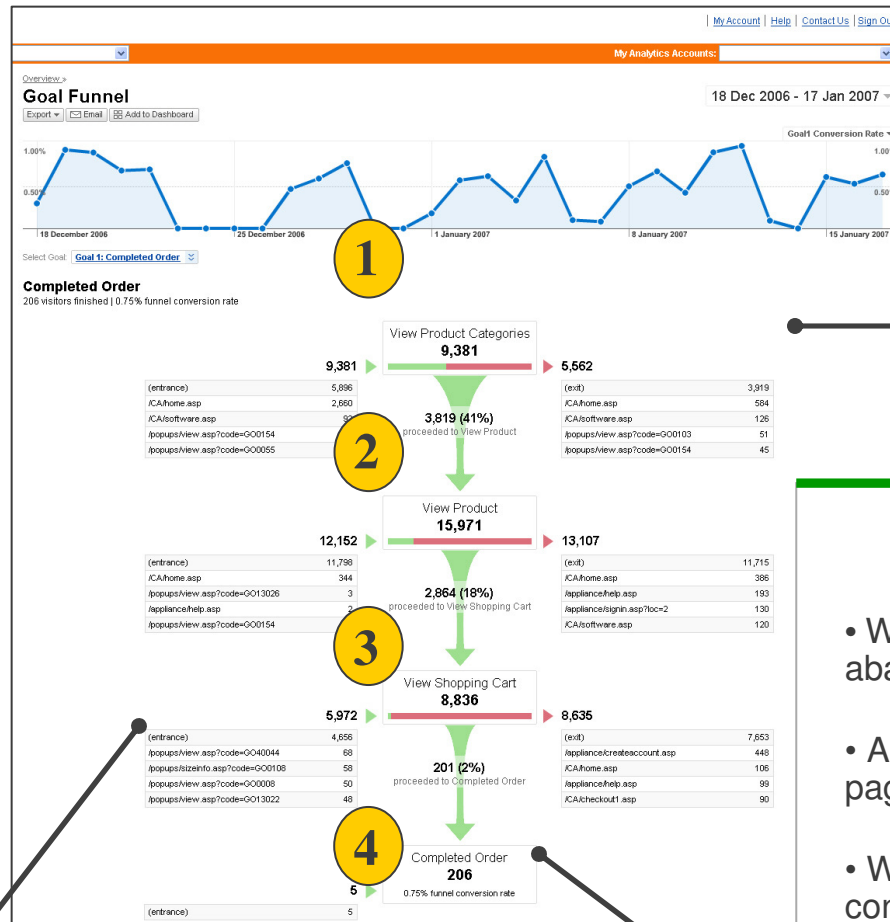
**Goal:** A page within your site that the visitor reaches once they have completed the activity you desire. E.g.: A Thank You page

**Conversion:** A completed goal is considered a conversion.



# X-Where Visitors Enter and Leave Your Funnel

## Funnel Visualisation Report



Abandoning your site

### Answers These Questions

- Which page in the funnel process do users abandon most often?
- Are there site design elements or particular pages that turn customers away?
- Which site paths lead to the most conversions?

Entering your site

Your defined goal

**Funnel:** The series of pages a visitor goes to on their way to your goal page.

**Abandonment Point:** The place in your site where people visited before they exited your page.

**Entrance Point:** Where visitors come into your site. This is not always your home page.

# Benefits of Goals

- Easily see how many visitors reach a page
- Understand where visitors may be falling off the path along the way
- Use this information to improve site content and design
- Goals help you make better decisions about your marketing efforts by telling you:
  - Which marketing campaign or referral converted the most visitors
  - Geographic location of converted visitors
  - Keywords that lead to goal conversion

**Referral:** The source that sends visitors to your site. This can be a search engine, a link on another site, an ad, etc

# How to Set Up Goals

Campaign Management   Reports   **Analytics**   My Account

Analytics Settings | [View Reports](#) | Click to select Website Profile

## Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					<a href="#">+ Add Website Profile</a>
Name		Reports	Settings	Delete	Status
1.	Plastic Surgeon	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	⚠ Tracking Unknown - <a href="#">Check Status</a> ⚠ Conversion Goals (0)
2.	PremDerm	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✓ Receiving Data ✓ Conversion Goals (1)



# How to Set Up Goals

Conversion Goals and Funnel <a href="#">[?]</a>			
Select up to 4 conversion goals for this profile, and define the funnel pages leading up to each goal.			
Goal Name	URL	Active Goal	Settings
G1	(Goal not configured)	Off	<a href="#">Edit</a>
G2	(Goal not configured)	Off	<a href="#">Edit</a>
G3	(Goal not configured)	Off	<a href="#">Edit</a>
G4	(Goal not configured)	Off	<a href="#">Edit</a>



# Setting Up Goals – Goal Information

Campaign Management   Reports   **Analytics**   My Account

Analytics Settings | View Reports: Click to select Website Profile

[Analytics Settings](#) > [Profile Settings](#) > Goal Settings

## Goal Settings: G1

Enter Goal Information

Goal URL:  ←


Goal name:   
Goal name will appear in Conversion reports.

Active Goal:  On  Off ←

# Setting Up Goals: Define the Funnel Path

### Define Funnel (optional)

A funnel is a series of pages leading up to the Goal URL. For example, you might define the checkout steps that lead up to a completed purchase as a funnel. In this example, the funnel generally would not include individual product pages. It would rather consist only of those final pages that are common to all transactions.




The Defined Funnel Navigation report will show you how effectively you retain visitors throughout the conversion process.


	URL	Name	
Step 1	<input type="text" value="http://www.mysite.co.uk"/>	<input type="text" value="Home Page"/>	<input type="checkbox"/> Required step
Step 2	<input type="text" value="http://www.mysite.co.uk/donations"/>	<input type="text" value="Donation Page"/>	
Step 3	<input type="text" value="http://www.mysite.co.uk/donations/tl"/>	<input type="text" value="Thank You Page"/>	
Step 4	<input type="text"/>	<input type="text"/>	
Step 5	<input type="text"/>	<input type="text"/>	
Step 6	<input type="text"/>	<input type="text"/>	
Step 7	<input type="text"/>	<input type="text"/>	
Step 8	<input type="text"/>	<input type="text"/>	
Step 9	<input type="text"/>	<input type="text"/>	
Step 10	<input type="text"/>	<input type="text"/>	
Goal (see above)	<input type="text" value="http://www.mysite.co.uk/thankyou.html"/>	<input type="text" value="Checkout"/>	


**Transaction:** The individual conversions completed on your goal page. E.g.: A visitor may make four donations on your site at once, but they only count as one conversion because they only reach the goal page once. However, that would count as four individual transactions.


# Additional Settings

**Additional settings**

Case sensitive   e.g. 'home.htm' versus 'Home.htm'  
URLs entered above must exactly match the capitalisation of visited URLs.

Match Type  

Goal value  



**Dynamic URL:** A URL that results from the search of a database-driven website or the URL of a website that runs a script.

**Match Types:** these describe your pages' URL parameters. Definitions of the three match types from the Help Centre.

# Advanced Goal Functions

- Set up funnel steps where the URL doesn't change
- In a single funnel path step, gather data on a group of pages.  
For example:
  1. Home page
  2. Shirts Page or Trousers Page or Hats Page
  3. Checkout Page
  4. Goal: Thank You Page

Remember, you can define:

- 4 Goals per Profile
- 10 Steps per Goal

**Flash:** Web design software which creates web animations that run on your website.





## Auto-tagging

In this section you will learn how to:

- Implement Auto-tagging on your Analytics account

# Auto-tagging

**Campaign Management** | **Reports** | **Analytics** | **My Account**

Analytics Settings | [View Reports](#) | Click to select Website Profile

## Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

### Website Profiles

[+ Add Website Profile](#)

<< [Prev](#) 1 - 2 / 2 [Next](#) >> | Show  | Search  [+](#) [-](#)

Name	Reports	Settings	Delete	Status
1. Plastic Surgeon	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	🚫 Tracking Unknown - <a href="#">Check Status</a> 🚫 Conversion Goals (0)
2. PremDerm	<a href="#">View Reports</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	✅ Receiving Data ✅ Conversion Goals (1)

**Auto-tagging:** An option in your linked AdWords account that lets you “turn on” tagging of all keywords in your account so that Analytics can report back on their performance. This saves time and prevents you from having to “turn on” individual keywords manually.

# Auto-tagging

**Google AdWords**

Campaign Management | Reports | Analytics | **My Account**

Billing Summary | Billing Preferences | Access | Account Preferences

### Account Preferences

**Login Information** - [edit in Google Accounts »](#)

Email address: @gmail.com  
Password: \*\*\*\*\*  
[Replace login with another Google Account](#)

---

**Notification Preferences** - [edit](#)

Email: @gmail.com  
▶ [Notification topics and methods \(online, email, mobile\)](#)

---

**Language Preference** - [edit](#)

Display language: English (UK)

---

**Access Level**

Administrative Access ? [How do I change my access level?](#)

---

**Time Zone**

(GMT+00:00) Greenwich Mean Time

---

**PharmacyChecker ID** - [edit](#)

PharmacyChecker ID: No Id

---

**Tracking** - [edit](#)

Auto-tagging: No, thanks.

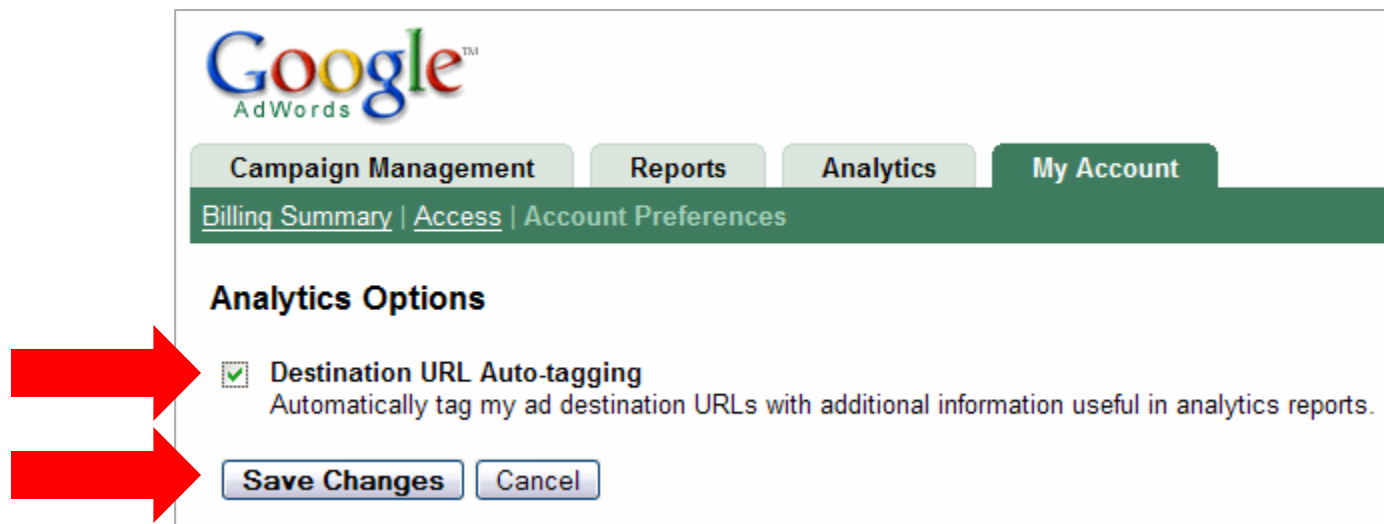
---

**Google AdWords Terms and Conditions**

Read [printer-friendly document](#). (Opens in new window.)

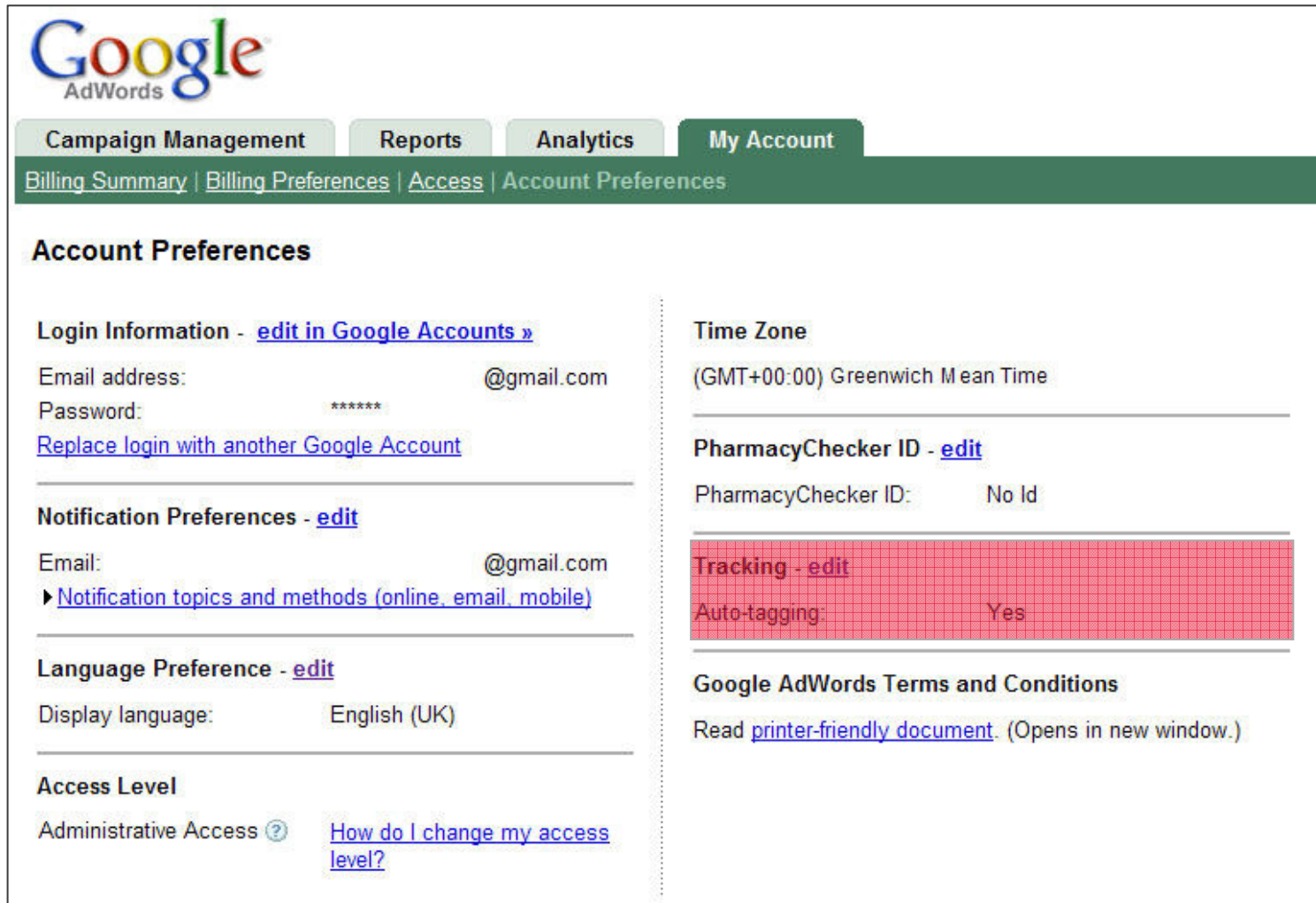
**Auto-tagging:** An option in your linked AdWords account that lets you “turn on” tagging of all keywords in your account so that Analytics can report back on their performance. This saves time and prevents you from having to “turn on” individual keywords manually.

# Auto-tagging



**Auto-tagging:** An option in your linked AdWords account that lets you “turn on” tagging of all keywords in your account so that Analytics can report back on their performance. This saves time and prevents you from having to “turn on” individual keywords manually.

# Auto-tagging



The screenshot shows the Google AdWords interface. At the top, there are navigation tabs for Campaign Management, Reports, Analytics, and My Account. Below these, there are links for Billing Summary, Billing Preferences, Access, and Account Preferences. The main content area is titled "Account Preferences" and is divided into two columns. The left column contains sections for Login Information, Notification Preferences, Language Preference, and Access Level. The right column contains sections for Time Zone, PharmacyChecker ID, Tracking, and Google AdWords Terms and Conditions. The "Tracking" section is highlighted with a red grid pattern, and the "Auto-tagging" option is set to "Yes".

**Google AdWords**

**Account Preferences**

**Login Information** - [edit in Google Accounts »](#)

Email address: @gmail.com

Password: \*\*\*\*\*

[Replace login with another Google Account](#)

**Notification Preferences** - [edit](#)

Email: @gmail.com

► [Notification topics and methods \(online, email, mobile\)](#)

**Language Preference** - [edit](#)

Display language: English (UK)

**Access Level**

Administrative Access [?](#) [How do I change my access level?](#)

**Time Zone**

(GMT+00:00) Greenwich Mean Time

**PharmacyChecker ID** - [edit](#)

PharmacyChecker ID: No Id

**Tracking** - [edit](#)

Auto-tagging: Yes

**Google AdWords Terms and Conditions**

Read [printer-friendly document](#). (Opens in new window.)

**Auto-tagging:** An option in your linked AdWords account that lets you “turn on” tagging of all keywords in your account so that Analytics can report back on their performance. This saves time and prevents you from having to “turn on” individual keywords manually.



# Enabling E-Commerce on Your Site

In this section you will learn how to:


- Turn on E-commerce tracking for your site

# Enable E-Commerce Transaction Tracking

**Edit Profile Information**

Profile Name:


Website URL:  (e.g. http://www.mysite.co.uk/)

Default page :  (e.g. index.html)

Time zone country or territory: United Kingdom

Time zone: (GMT+00:00) Greenwich Mean Time

Exclude URL Query Parameters:  (e.g. sid, sessionid, vid, etc...)

E-Commerce Website:  Yes  No 

Currency:  Decimal places

Show currency symbol **before** amount

Show currency symbol **after** amount

**E-commerce:** Online shopping

**Cookie:** a pixel placed on the user when they visit your page so that their return to your page can be tracked and reported by Analytics

# Enable E-Commerce Transaction Tracking

```
</div>
<!-- End #content -->

<body onLoad="javascript:__utmSetTrans()">
<form style="display:none;" name="utmform"> <input type="text" id="utmtrans" value="UTM:T|[order-id]|[affiliation]|[total]|[tax]| [shipping]|[city]|[state]|[country] OUM:I|[order-id]" />
</form>

<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-243697-1";
urchinTracker();
</script>
```

**E-commerce:** Online shopping

**Cookie:** A pixel placed on the user when they visit your page so that their return to your page can be tracked and reported by Analytics



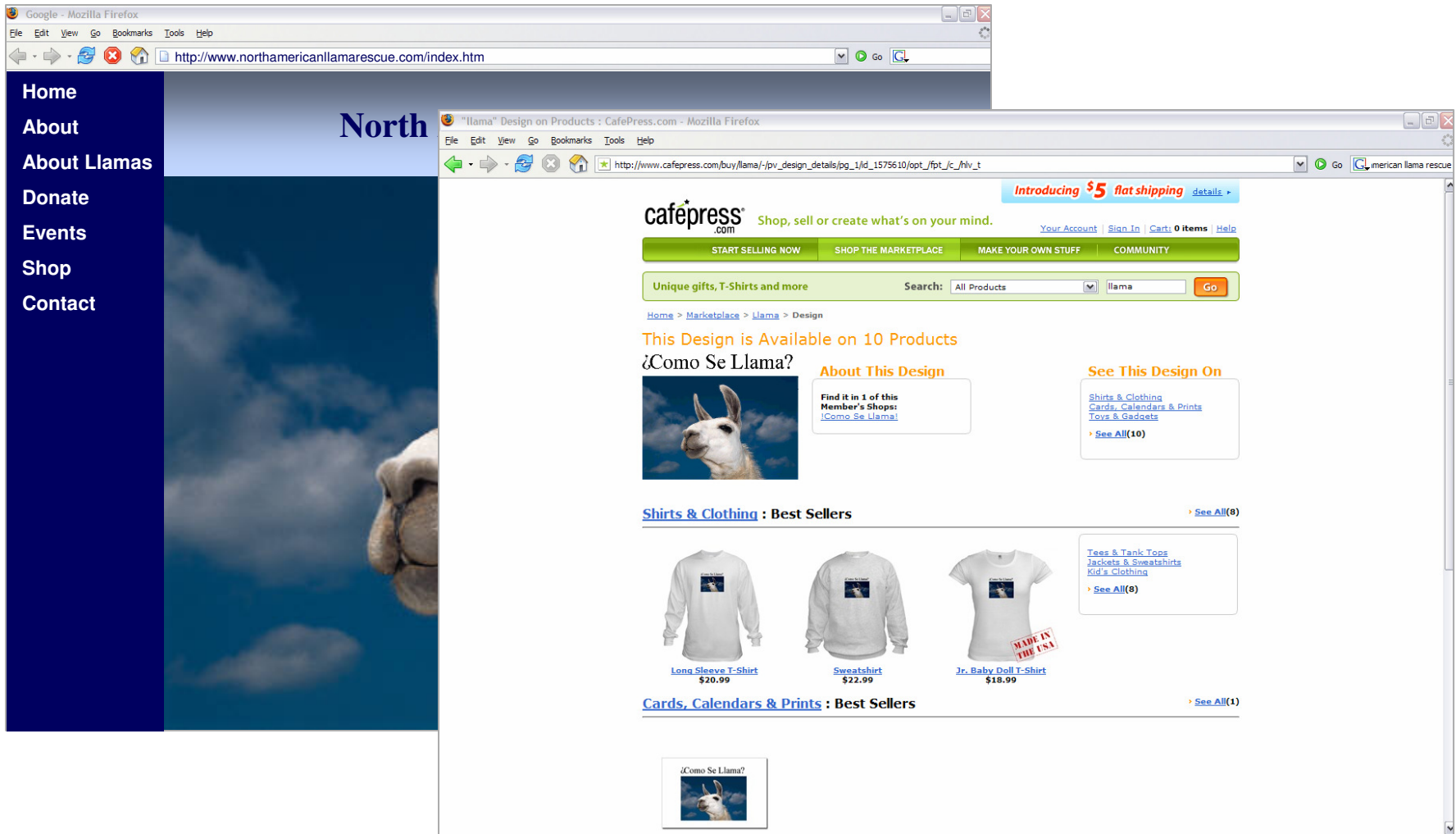


## Tracking Transactions on 3rd Party Sites

In this section you will learn how to:

- Enable tracking on 3rd party sites

# Track Transactions on 3rd Party Sites



**3rd Party Shopping Trolley:** Another website that hosts your online shopping.

E.g.: CafePress could be the 3rd Party shopping trolley for North American Llama Rescue

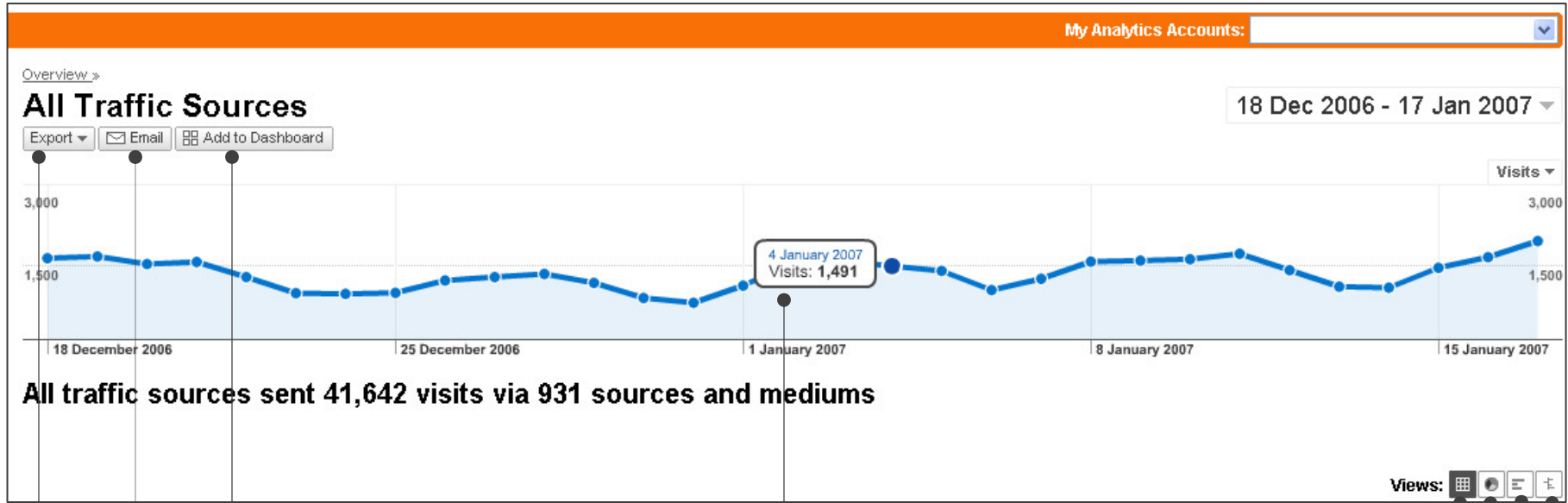


# Analytics Report

In this section you will learn how to:

- Set date ranges in Analytics
- Pull a Visitor report (Section 1)
- Pull a Traffic Source report (Section 1)
- Pull a Source Conversion report (Sections 2-7)

# Reporting Tools



Export

Email

Add to your dashboard

Mouse overs

Grid View

Pie Chart View

Bar Chart view

Comparison Chart view

# View Reports



**Date Range:** The start and end dates of your reporting time period.

# View Reports - Calendar

- Set date range by clicking the arrow next to the date. This will drop down a calendar window.
- Choose the “Calendar” tab
- On the calendar itself, click the start date first and the end date second and “Apply Range”

18 Dec 2006 - 17 Jan 2007 1

Calendar Timeline

November							December							January 2007						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
30	31	1	2	3	4	5	27	28	29	30	1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30	1	2	3	25	26	27	28	29	30	31	29	30	31	1	2	3	4

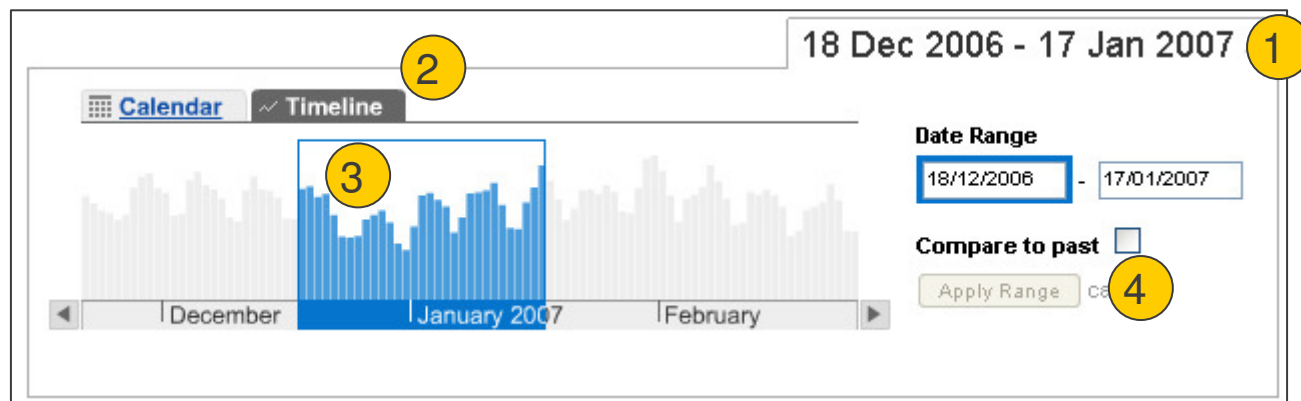
Date Range  
18/12/2006 - 17/01/2007

Compare to past

Apply Range 4

# View Reports – Timeline

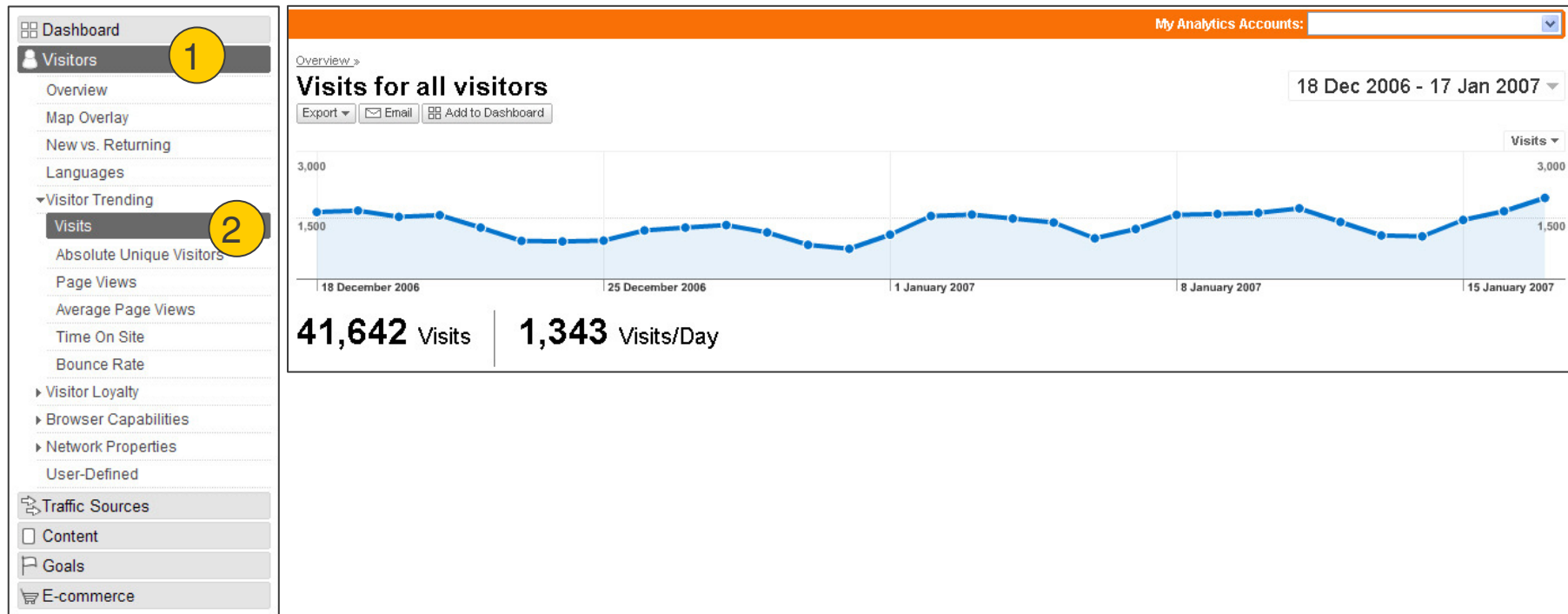
- Set timeline by clicking the arrow next to the date. This will drop down a window.
- Choose the “Timeline” tab
- On the timeline graph, drag the window to cover the area for which you want to see reports
- Click “Apply Range”



# View Visitor Report

Use the side navigation bar to:

- View page views by day, average and totals over your date range
- Export to .txt, .xml and .exl or print report



**Visits:** Unique users that visit your site



# View Source Report

Use the side navigation bar to:

- View referral sources to your page, top performers and source location

- Dashboard
- Visitors
- Traffic Sources** 1
- Overview 2
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords
- AdWords
- Campaigns
- Ad Versions
- Content
- Goals
- E-commerce

My Analytics Accounts: ▼

## Traffic Sources Overview

Export ▼ | Email ▼ | Add to Dashboard ▼
18 Dec 2006 - 17 Jan 2007 ▼

All traffic sources sent a total of 41,642 visits

- ~ **8.86%** [Direct Traffic](#)
- ~ **74.04%** [Referring Sites](#)
- ~ **17.04%** [Search Engines](#)

- **Referring Sites**  
30,830 (74.04%)
- **Search Engines**  
7,097 (17.04%)
- **Direct Traffic**  
3,691 (8.86%)
- **Other**  
24 (0.06%)

### Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
<a href="#">google.com (referral)</a>	18,144	43.57%	<a href="#">google.store</a>	2,389	33.66%
<a href="#">google (organic)</a>	4,437	10.66%	<a href="#">(content targeting)</a>	759	10.69%
<a href="#">blogger.com (referral)</a>	4,435	10.65%	<a href="#">google.shopping.cart</a>	588	8.29%
<a href="#">(direct)((none))</a>	3,691	8.86%	<a href="#">google.shop</a>	246	3.47%
<a href="#">www2.blogger.com (referral)</a>	2,985	7.17%	<a href="#">google</a>	197	2.78%

[view full report](#) [view full report](#)

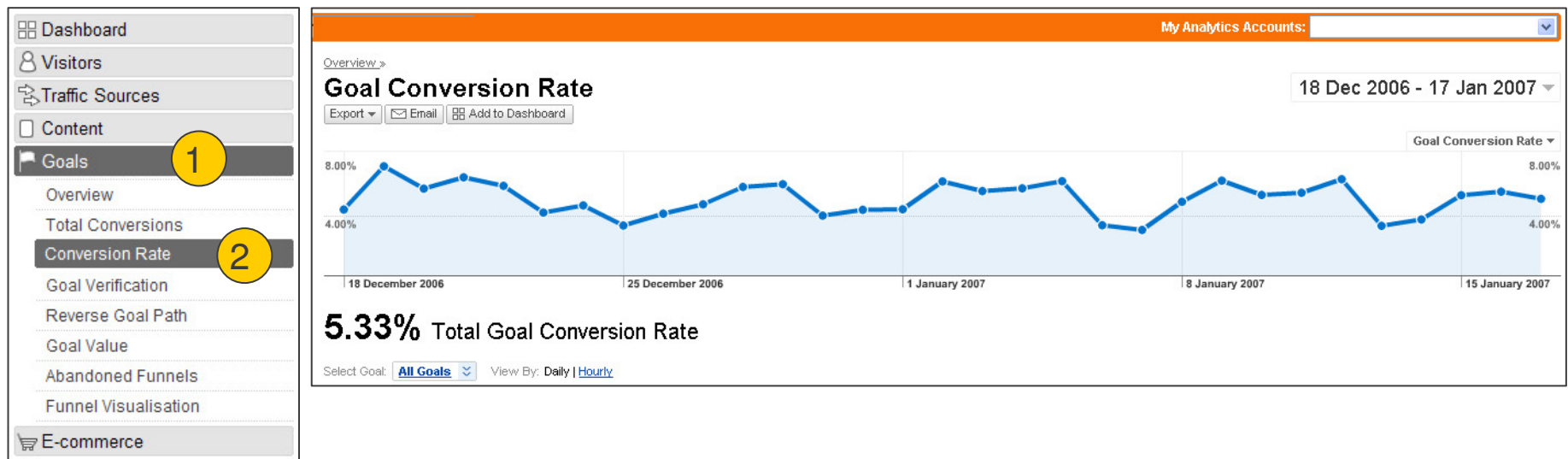
**Source:** unique users that visit your site

**(direct)((none)):** this means someone typed your site's URL directly into their browser.

# View Conversion Report

Use the side navigation bar to:

- View how each goal is tracking
- See which goals are performing best



# Source Conversion Report

Use the side navigation bar to:

- See which sources drive the most traffic

- Dashboard
- Visitors
- Traffic Sources** 1
- Overview
- Direct Traffic
- Referring Sites** 2
- Search Engines
- All Traffic Sources
- Keywords
- AdWords
- Campaigns
- Ad Versions
- Content
- Goals
- E-commerce

My Analytics Accounts: ▼

Overview >

## Referring Sites

18 Dec 2006 - 17 Jan 2007 ▼

Export ▼ Email Add to Dashboard

**Referring sites sent 30,830 visits via 917 sources**

Segment: Source ▼

Site Usage
Goal Conversion
E-commerce

Views: Table Chart Print Refresh

Visits	Goal1: Completed Order	Goal2: Create Account	Goal3: View Software Downloads	Goal4: View Sale Promo	Goal Conversion Rate	Per Visit Goal Value
<b>30,830</b> % of Site Total: 74.04%	<b>0.39%</b> Site Avg: 0.49% (-21.32%)	<b>2.60%</b> Site Avg: 2.38% (9.23%)	<b>2.47%</b> Site Avg: 2.45% (1.04%)	<b>0.00%</b> Site Avg: 0.00% (0.00%)	<b>5.47%</b> Site Avg: 5.33% (2.63%)	<b>\$0.00</b> Site Avg: \$0.00 (0.00%)

Source	Visits	Completed Order ↓	Create Account	View Software Downloads	View Sale Promo	Goal Conversion Rate	Per Visit Goal Value
1. <a href="#">172.16.4.36:15871</a>	2	50.00%	50.00%	0.00%	0.00%	100.00%	\$0.00
2. <a href="#">164.84.104.207:15871</a>	4	25.00%	25.00%	0.00%	0.00%	50.00%	\$0.00
3. <a href="#">support.google.com</a>	5	20.00%	60.00%	0.00%	0.00%	80.00%	\$0.00
4. <a href="#">google.ae</a>	6	16.67%	16.67%	0.00%	0.00%	33.33%	\$0.00
5. <a href="#">google.com</a>	18,144	0.62%	3.86%	1.40%	0.00%	5.88%	\$0.00
6. <a href="#">google.ca</a>	885	0.45%	5.31%	0.45%	0.00%	6.21%	\$0.00
7. <a href="#">006e-bignaturals.blogspot.com</a>	1	0.00%	0.00%	0.00%	0.00%	0.00%	\$0.00

# Summary and Next Steps



## Sophisticated, yet easy to use

Provides enterprise level capabilities and yet is accessible to anyone who wants to improve their marketing and site design

## Integrated with AdWords

It automatically provides AdWords ROI metrics, without you having to import cost data or add tracking information to keywords

## Free

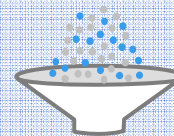
Google Analytics gives us an opportunity to invest in our advertisers and everyone else who wants to create quality content on the web

## Next Steps:

Sign Up for Google Analytics



Install the Google Analytics tracking code on your site



Configure site goals in Google Analytics

Product/keyword	Items	Trans	Revenue
Google Tee	142	128	\$1,491.00
google t-shirt	8	8	\$84.00
google merchandise	3	3	\$32.50
google logo	8	4	\$84.00
google clothes	7	4	\$72.50
google clothing	3	3	\$31.50
google t-shirts	4	3	\$42.00
'google store'	2	2	\$21.00
camiseta google	2	2	\$21.00

View Reports



## Additional Resources

Resource	Best For
Google AdWords Help Centre: <a href="http://adwords.google.com/support">http://adwords.google.com/support</a>	Instructions and troubleshooting for your AdWords account linked to Analytics
Google Analytics Help Centre: <a href="http://www.google.com/support/analytics">http://www.google.com/support/analytics</a>	Analytics specific questions
Google Analytics Blog: <a href="http://Analytics.blogspot.com/">http://Analytics.blogspot.com/</a>	Latest news, tips and resources from the Google Analytics team.
Marketing optimisation at Conversion University: <a href="http://www.google.com/Analytics/conversionuniversity.html">http://www.google.com/Analytics/conversionuniversity.html</a>	Learn about marketing and content optimisation and read web Analytics tips
Analytics User Forum: <a href="http://groups.google.com/group/analytics-help">http://groups.google.com/group/analytics-help</a>	Tips, tricks, experience, advice and bulletin board for questions between Analytics users

Resource	Best For
Match Types: <a href="http://AdWords.google.com/support/bin/answer.py?answer=26918&amp;hl=en_GB">http://AdWords.google.com/support/bin/answer.py?answer=26918&amp;hl=en_GB</a>	Definitions of the different match types
Goals and Funnels for Dynamic Sites: <a href="http://adwords.google.com/support/bin/answer.py?answer=26918&amp;hl=en_GB">http://adwords.google.com/support/bin/answer.py?answer=26918&amp;hl=en_GB</a> .	Description of dynamic values
Advanced Goals: <a href="http://AdWords.google.com/support/bin/topic.py?topic=8151&amp;hl=en_GB">http://AdWords.google.com/support/bin/topic.py?topic=8151&amp;hl=en_GB</a>	In depth FAQ for setting up advanced goals
Analytics Glossary: <a href="http://www.google.com/support/Analytics/bin/static.py?page=glossary.html">http://www.google.com/support/Analytics/bin/static.py?page=glossary.html</a>	Look up Google Analytics terminology

# Glossary

**URL:** The website's address. E.g.: <http://www.google.co.uk>

**Sub-domain:** A directory that falls within another directory.

**Goal:** A page within your site that the visitor reaches once they have completed the activity you desire. E.g.: A Thank You page

**Conversion:** A completed goal is considered a conversion.

**Funnel:** The series of pages a visitor goes to on their way to your goal page.

**Abandonment Point:** The page a user visited after leaving a step in your funnel

**Entrance Point:** The page a user visited just before entering your funnel. This is not always your home page.

**Referral:** The source that sends visitors to your site. This can be a search engine, a link on another site, an ad, etc.

**Orders:** The individual conversions completed on your goal page. E.g.: A visitor may make four donations on your site at once, but they only count as one conversion because they only reach the goal page once. However, that would count as four individual orders.

**Dynamic URL:** A URL that results from the search of a website or the URL of a website that runs a script.



# Glossary

**Match Types:** There are three match types that allow you to control how your funnel steps and goal page will be matched with the URLs your users visit

**Flash:** web design software which creates web animations that run on your website.

**Auto-tagging:** An option in your linked AdWords account that lets you “turn on” tagging of all keywords in your account so that Analytics can report back on their performance. This saves time and prevents you from having to “turn on” individual keywords manually.

**E-commerce:** The buying and selling of goods and services, and the transfer of funds, through digital communications typically using a shopping trolley.

**Cookie:** A small amount of text data given to a web browser by a web server. **For example, a protected site may store a temporary identifier in a cookie after you successfully log in, indicating that you are an authorised user.**

**3rd Party Shopping Trolley:** Another website that hosts your online shopping. E.g.: Cafepress is the 3rd Party shopping trolley for Cash for Critters.

**Date Range:** The start and end dates of your reporting time period.

**Visits:** A defined quantity of visitor interaction with a website

**PageViews:** Any file or content delivered by a web server that would generally be considered as a web document. Each time a file defined as a page is served, a page view is registered by Google Analytics.

**Source:** The means by which a user reached your site



Go forth and track!

Email: [googlegrants-uk@google.com](mailto:googlegrants-uk@google.com)