

anicca

Experts in the science of search



Using Google Analytics

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(Managing Director)



Why Google Analytics



Google Analytics is a free tool from Google that provides you with key insights into customer behaviour across ads and videos, websites and social tools, tablets and smartphones.

It can provide you with answers to the following:

- **Website Quantity and Quality** – Time on site, Bounce Rate
- **Where Visitors come from** – Sources, Keywords
- **Where users go** – Funnels, visitor paths
- **How they behave on-site** – Searches, Conversions, Exits
- **What prospects do** – Goals, Transactions
- **Results and ROI** – Revenue, Ecommerce

Getting Started with GA

Setup & Configuration



Setting up Google Analytics

1. Check whether your site is already using Google Analytics

- Install and use Google Tag Assistant (recommended)
- View Page Source

2. Set up a new Google Analytics Account (if necessary)

- Go to www.google.co.uk/analytics
- Requires a Google account
- Requires access to webpages to add code

3. Insert GA code on all pages of your site (do this manually or setup through Google Tag Manager)

4. Link Google AdWords (if applicable) [\(link\)](#)

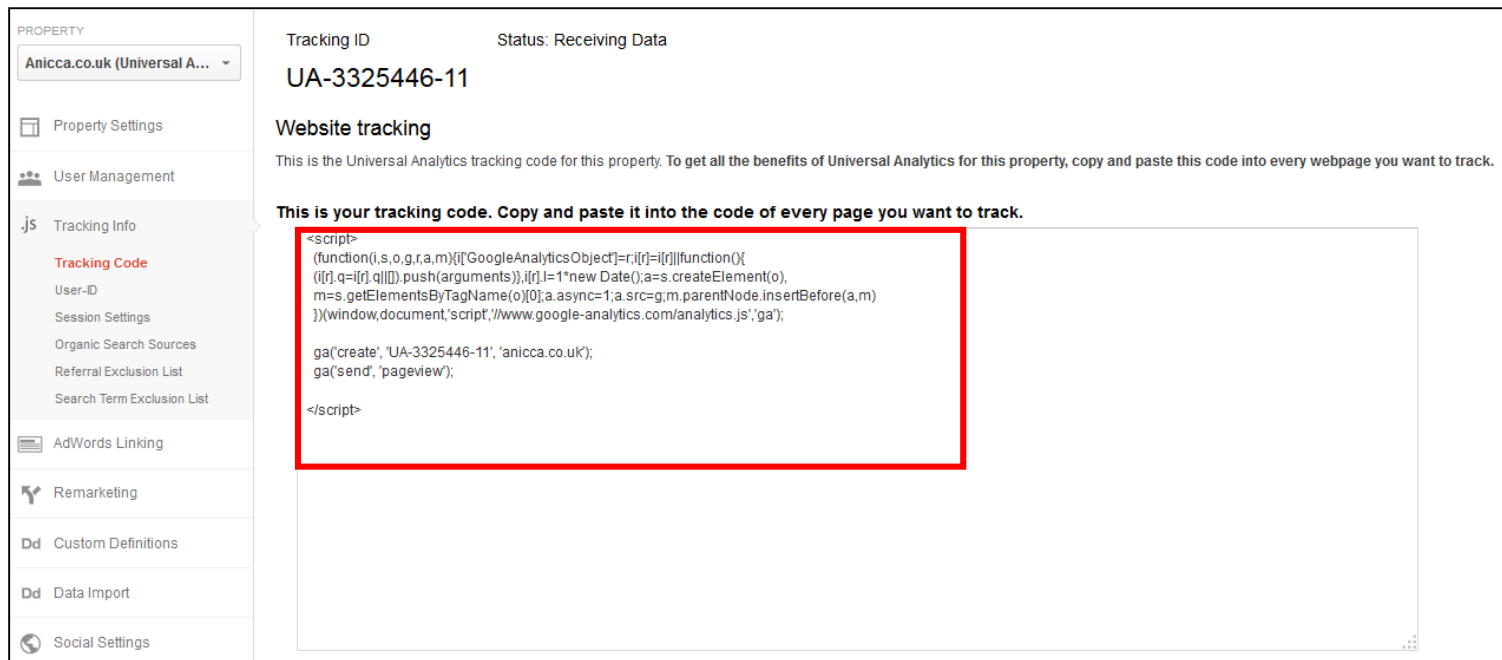
5. Link Webmaster Tools (if applicable)

6. Exclude internal traffic and referrals from any payment gateways (filters)



Placing GA code on your website

- New Universal .js tracking code available from Google
- Many accounts set to auto upgrade to it at some point
- **Copy and paste code into every web page you want to track.** Paste it immediately before the closing `</head>` tag.



The screenshot shows the Google Analytics interface for the property 'Anicca.co.uk (Universal A...)' with Tracking ID 'UA-3325446-11'. The 'Tracking Code' section is highlighted in the left sidebar. The main content area displays the tracking code, which is highlighted with a red box. The code is as follows:

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;[r]=[];function(){
  (if[r,q=if[r,q]]().push(arguments)),if[r,l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-3325446-11', 'anicca.co.uk');
ga('send', 'pageview');
</script>
```

Check if your account is live using Real-time Reports



Google Analytics anicca.solutions@gmail.com Settings My Account Sign out

Reporting Customization Admin Help

Find reports & more

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
 - Overview
 - Locations
 - Traffic Sources
 - Content
 - Events BETA
 - Conversions BETA
- Audience
- Acquisition
- Behavior
- Conversions

Overview

Right now **2** active visitors on site

NEW 50% RETURNING 50%

Pageviews

Per minute Per second

Time	Per minute	Per second
-25 min	0	0
-20 min	0	0
-15 min	0	0
-10 min	0	0
-5 min	1	0.1667
-30 sec	2	0.3333
-15 sec	2	0.3333

Top Referrals:

Source	Active Visitors
There is no data for this view.	

Top Social Traffic:

Source	Active Visitors
There is no data for this view.	

Top Keywords:

Keyword	Active Visitors
1. (not provided)	1

Top Active Pages:

Active Page	Active Visitors	Percentage
1. /	1	50.00%
2. /product/TKAWYP.html	1	50.00%

Top Locations:

Website Conversion Tracking

Understanding what's driving results

Principles of Conversion Tracking

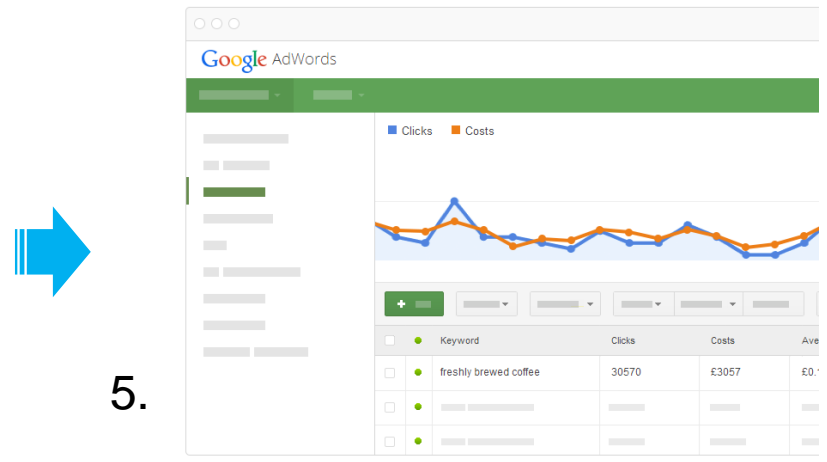
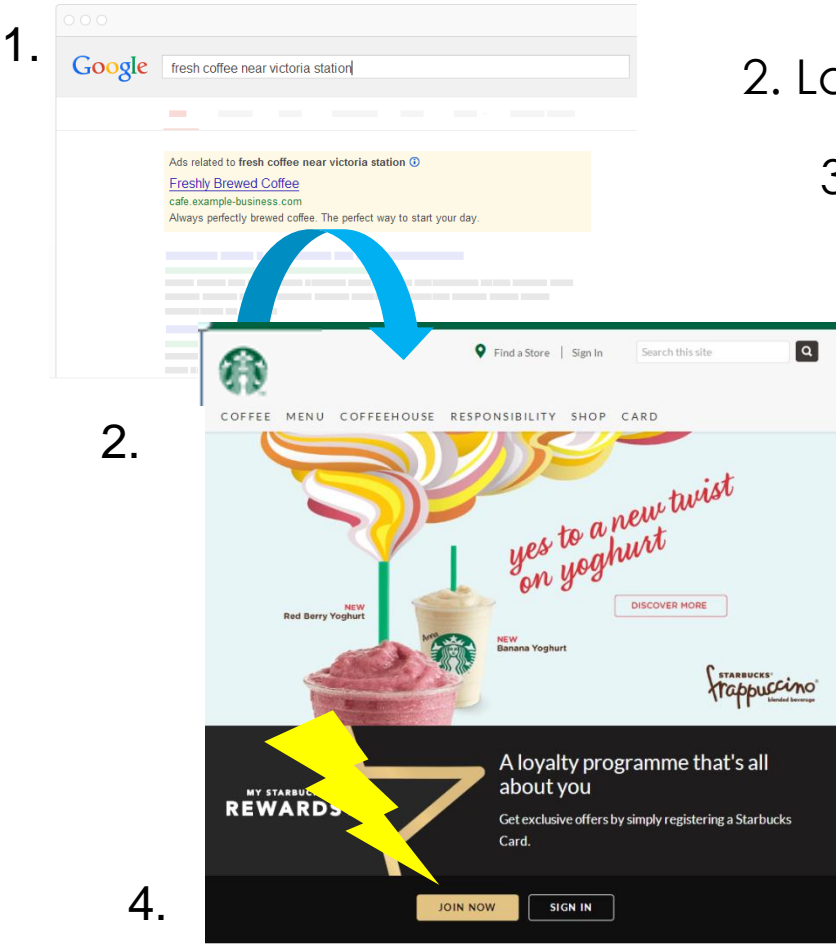
1. Users Clicks Ad

2. Lands on website

3. Performs important action eg 'Signup'

4. Conversion Fired!

5. Data sent to Analytics



Define Website Goals and KPIs

- **Identify website goals and objectives** – what is the purpose of the website? eg Servicing, Educate & Informing, Direct Revenue generation?
- **Establish metrics for measurement?** E.g. How can these goals be measured, what matters, what are the KPIs?

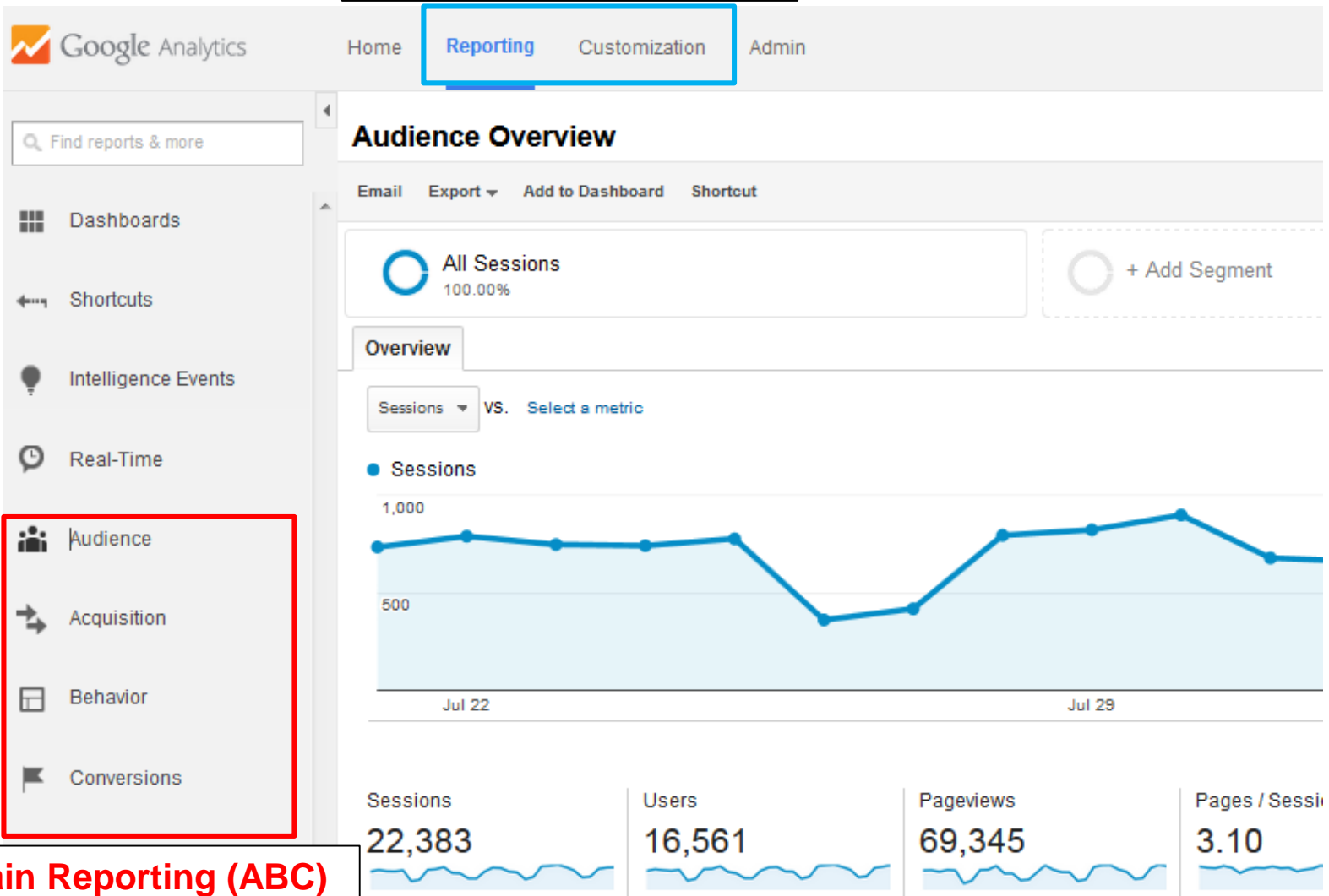
<i>Example Goals</i>	<i>KPI</i>
Enquiries	# form submissions
Transactions	# of Ecommerce Transactions
Account Signups	# of signups
Login session activity	# of logins
News Alert Signup	# of signups
Social Shares	# of shares and signups
Engagement	Bounce rates # of Downloads

Google Analytics Overview

Understanding Analytics

Getting Started with Reporting

Admin & Customisation



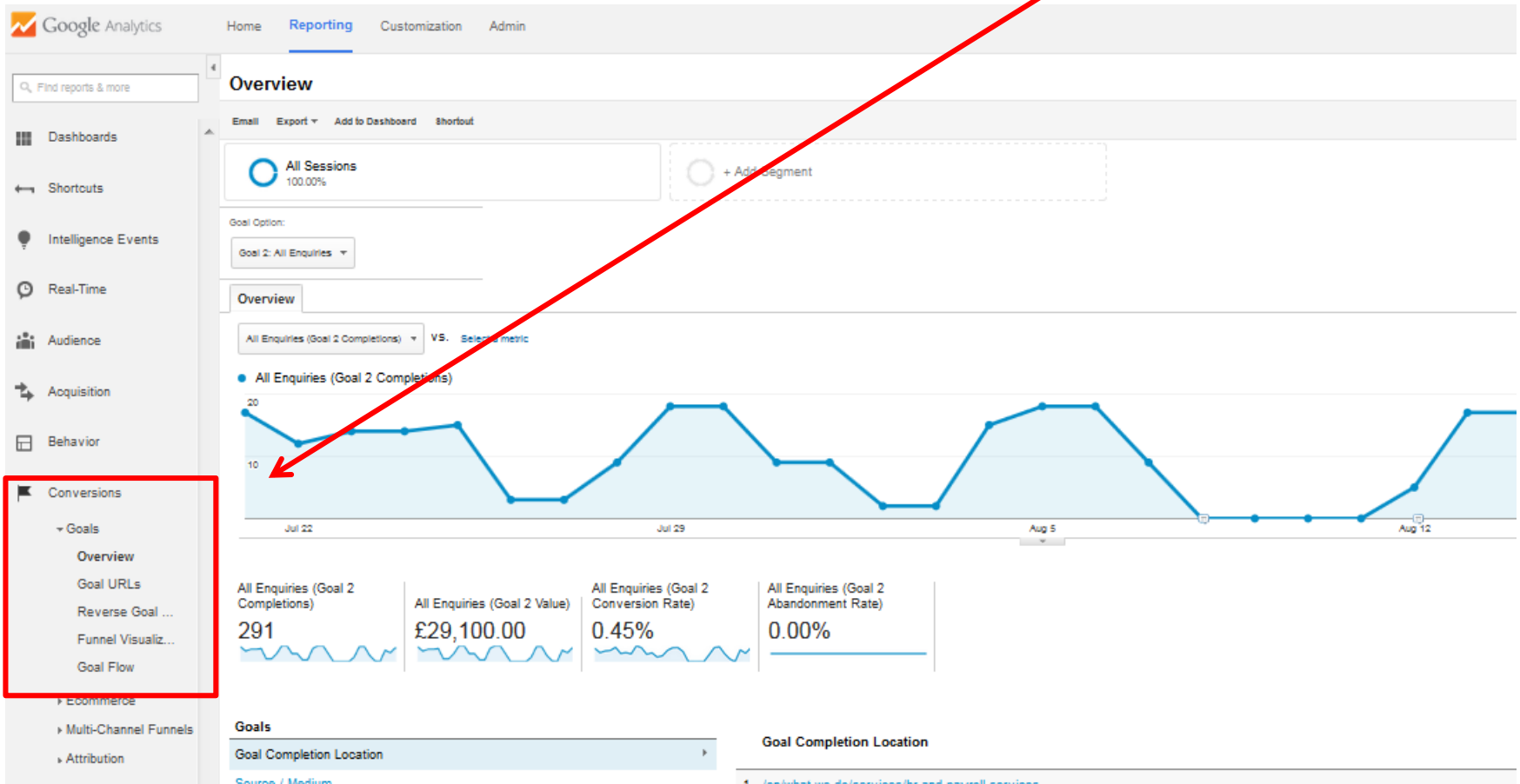
Main Reporting (ABC)

Analytics Conversion & Goal Tracking



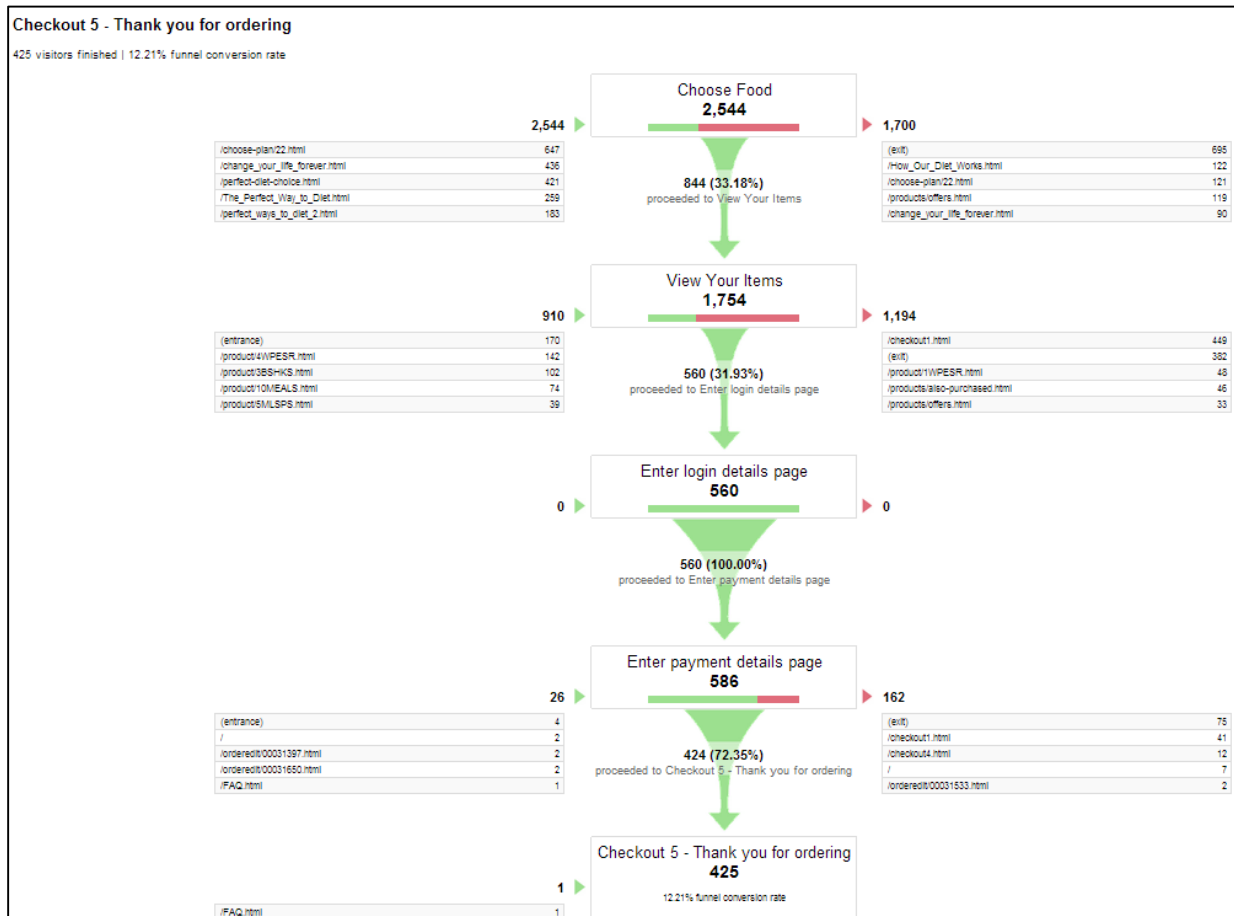
Goals & Conversion Reporting

- Access your goal and ecommerce data in the Conversions section
- Relevant if you have setup goals and ecommerce reporting?



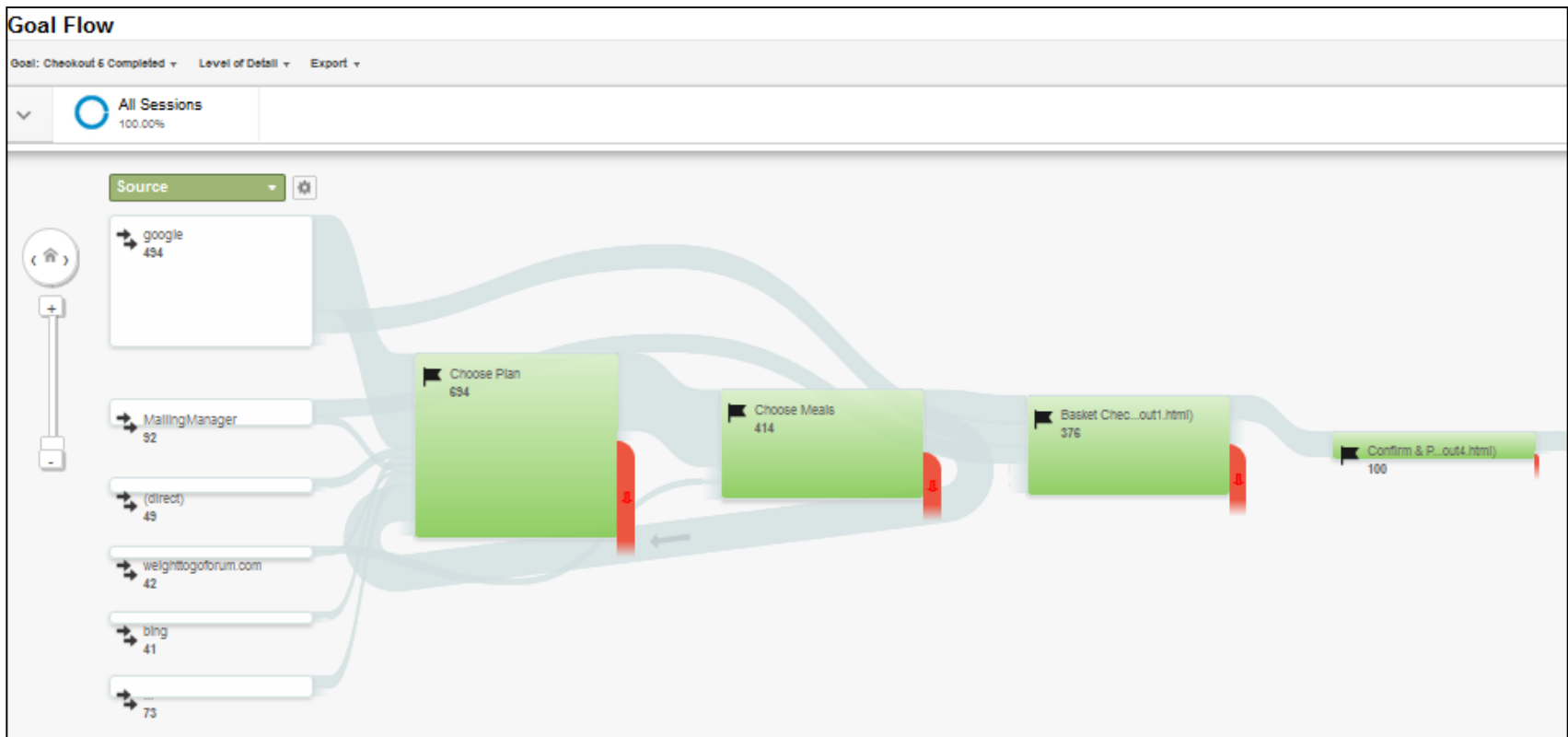
Goal Funnel Visualisation Report

Use the funnel visualisation report to see where people drop out of the funnel process



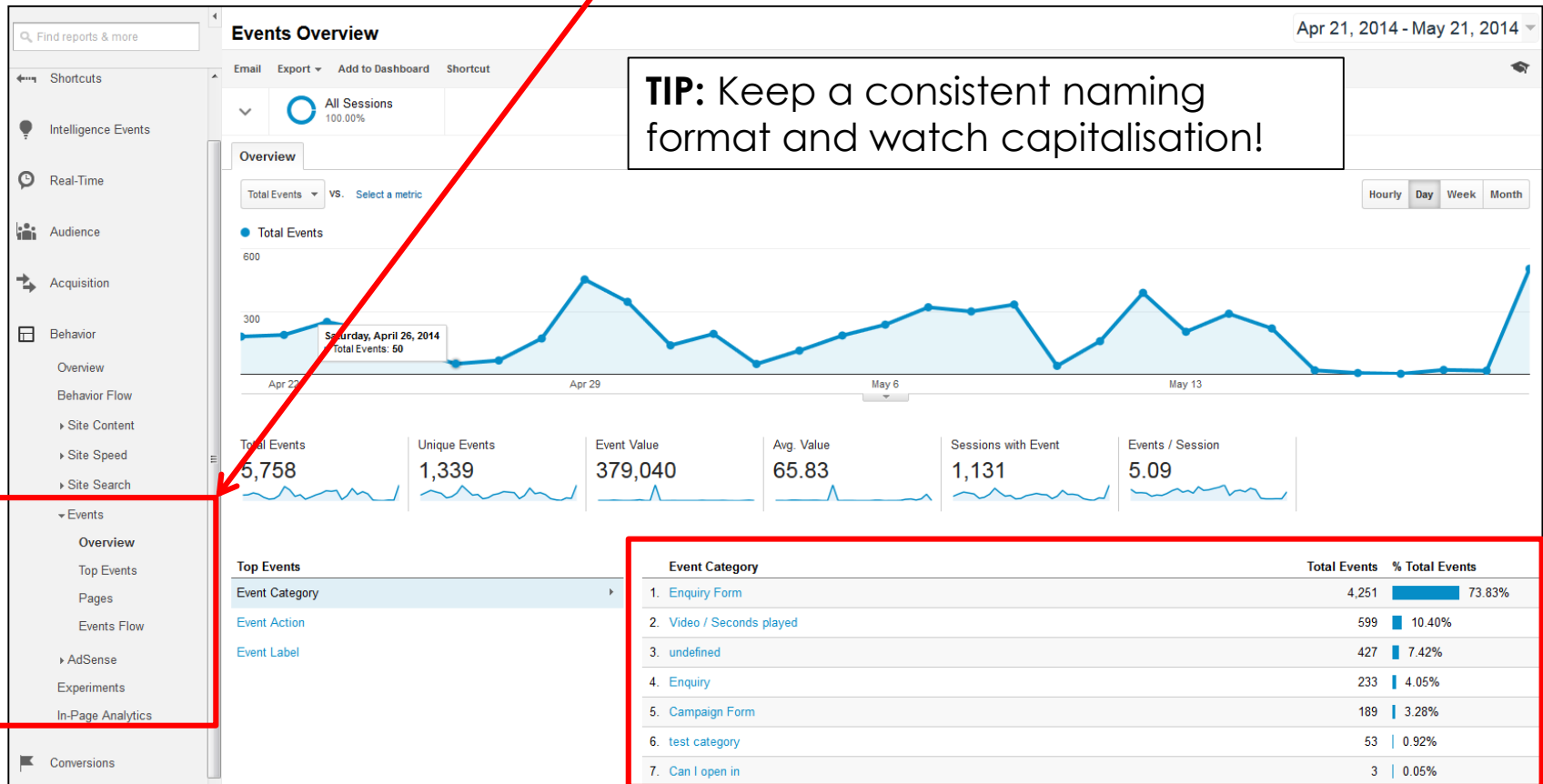
Goal Flow Report

- Use the goal flow report to see how people navigate towards goals.
- See where people exit or loop back!



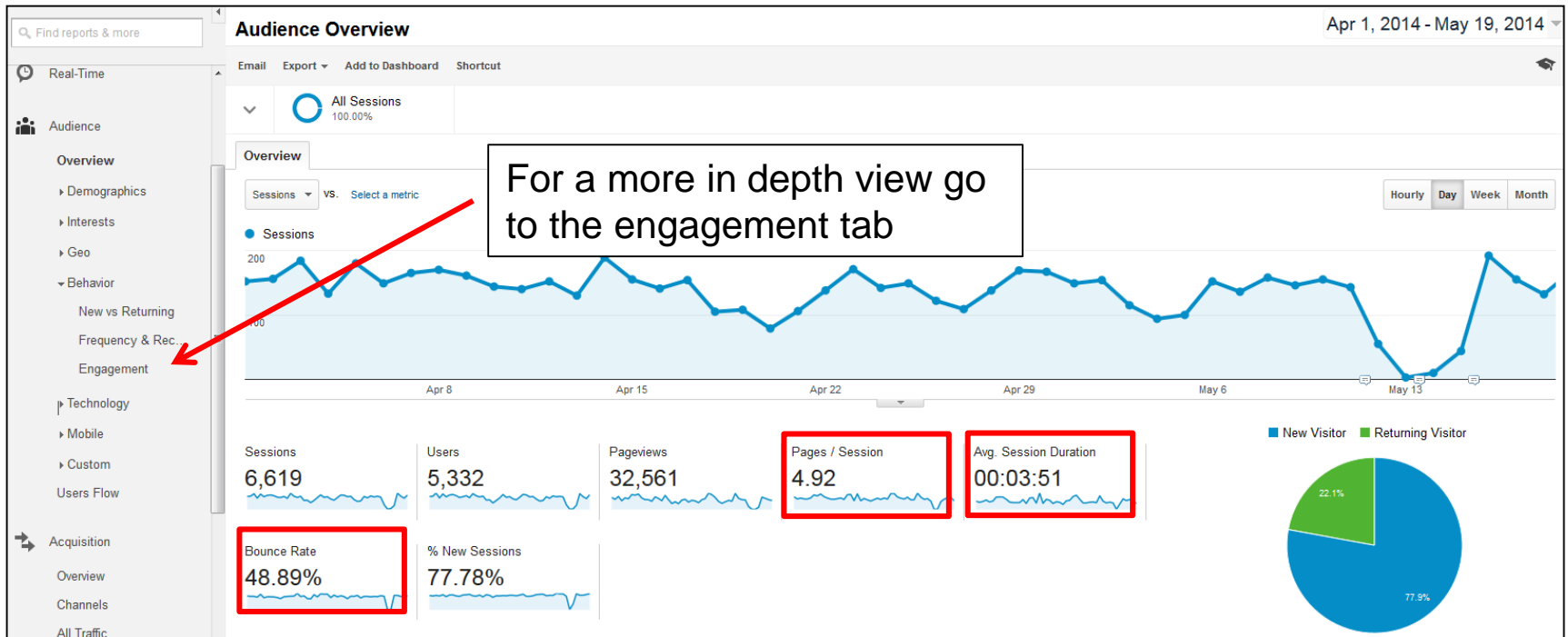
Reporting on Events

Once you have setup event tracking correctly on your site, you will see this data appear in your events reports **Behaviour>Events**. You can turn events into goals by using the names specified.



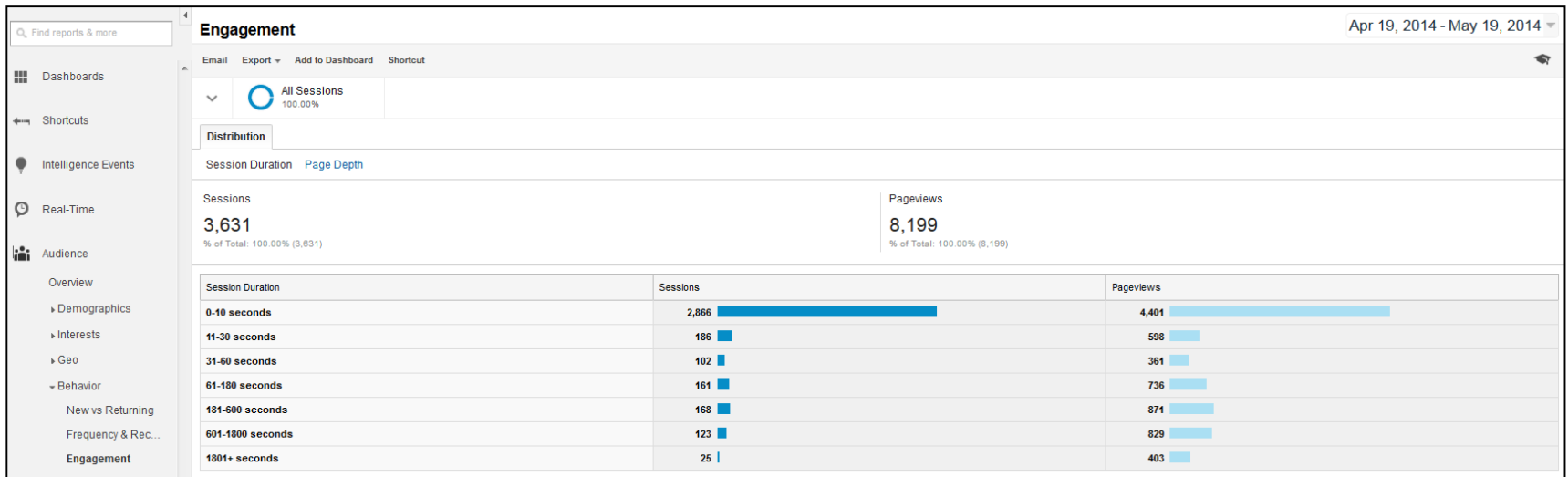
Audience Engagement

- Bounce Rate = % of people that viewed one page and left
- Pages/Session = Average number of pages viewed per user
- Session Duration = Average Time spent on site per user



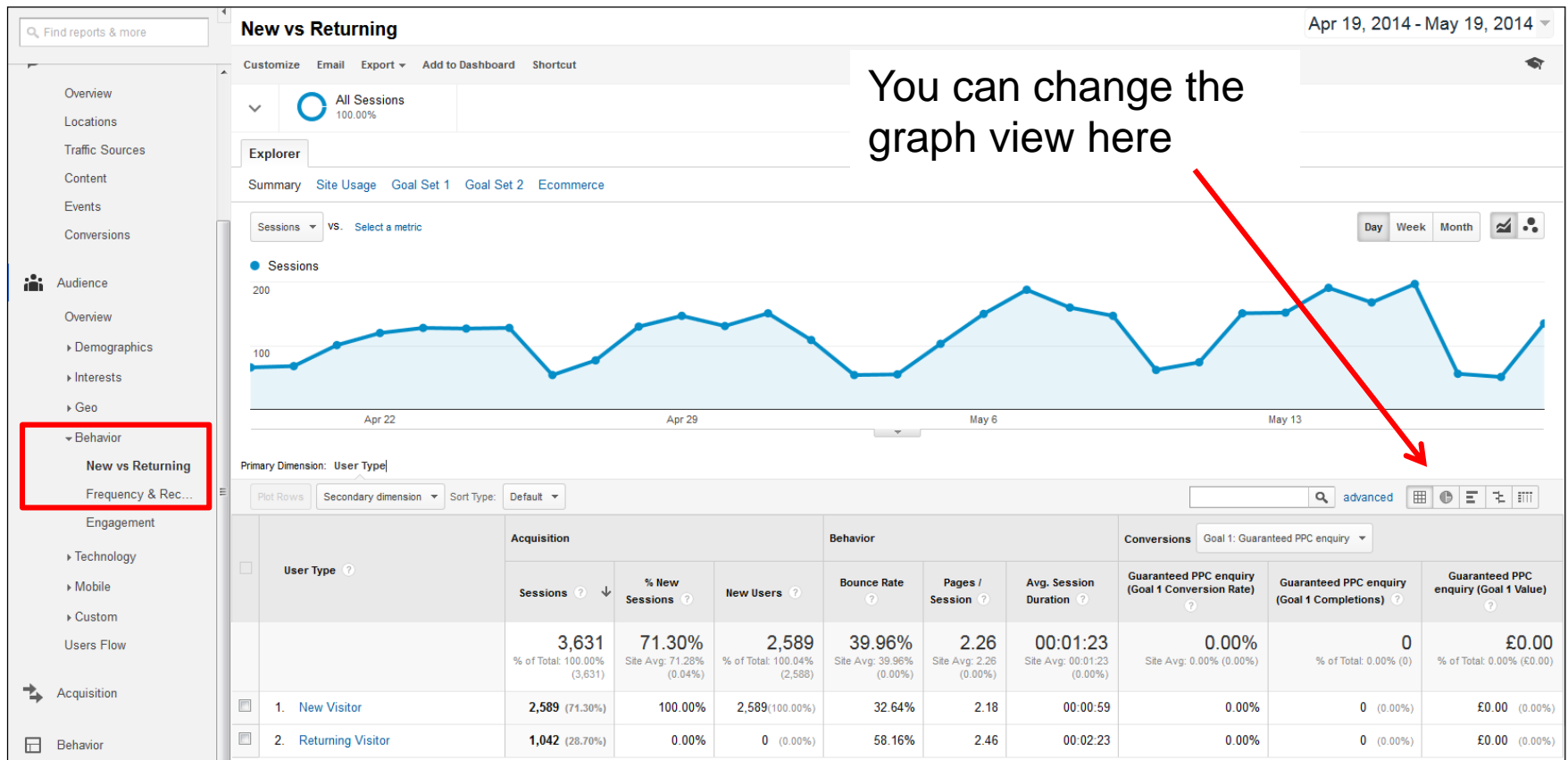
Audience Engagement

- For a more detailed breakdown of time spent on site and number of pages viewed by visitors go to the Engagement tab under Audience



New and Returning Visitors

How many people return to your website?



Dimension

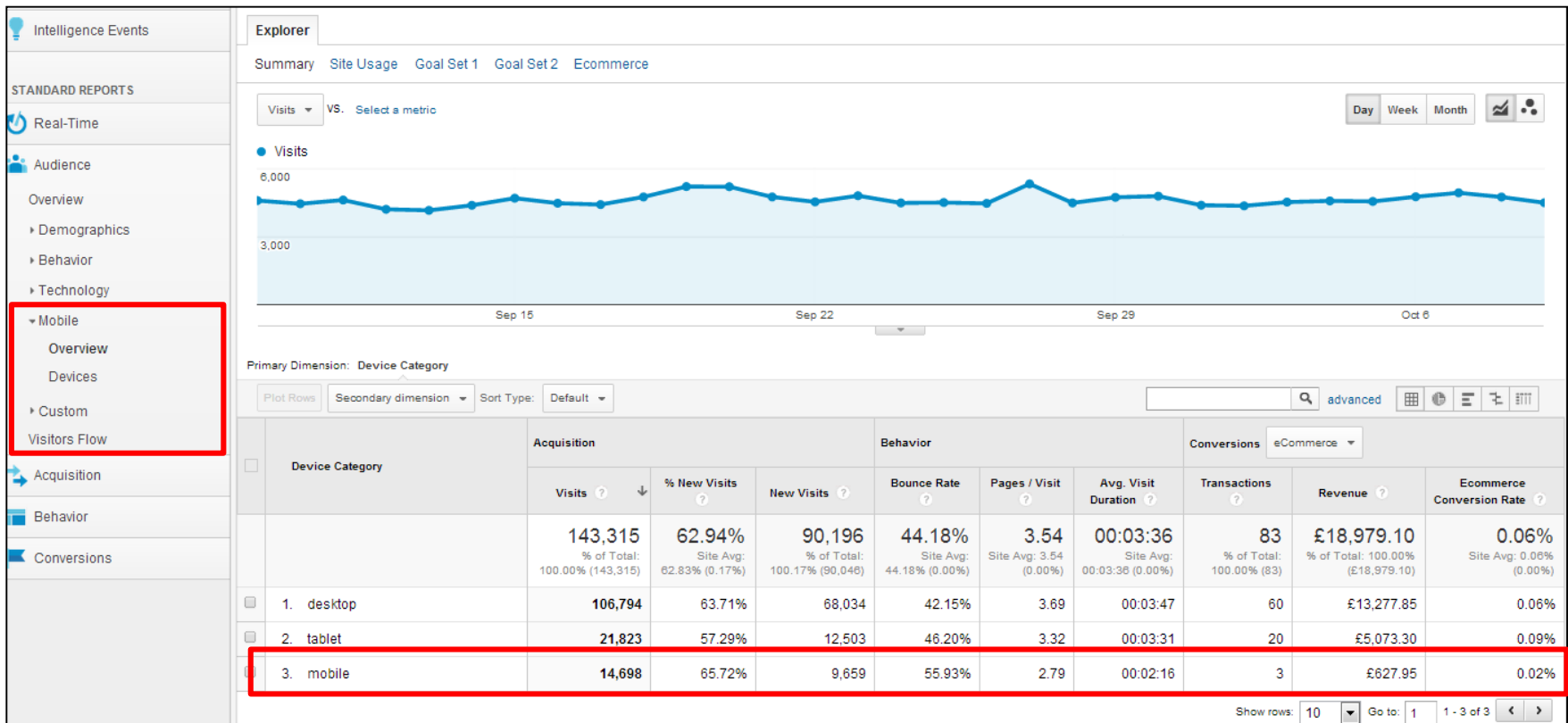
Acquisition

Behaviour

Outcome

% Mobile and tablet visits

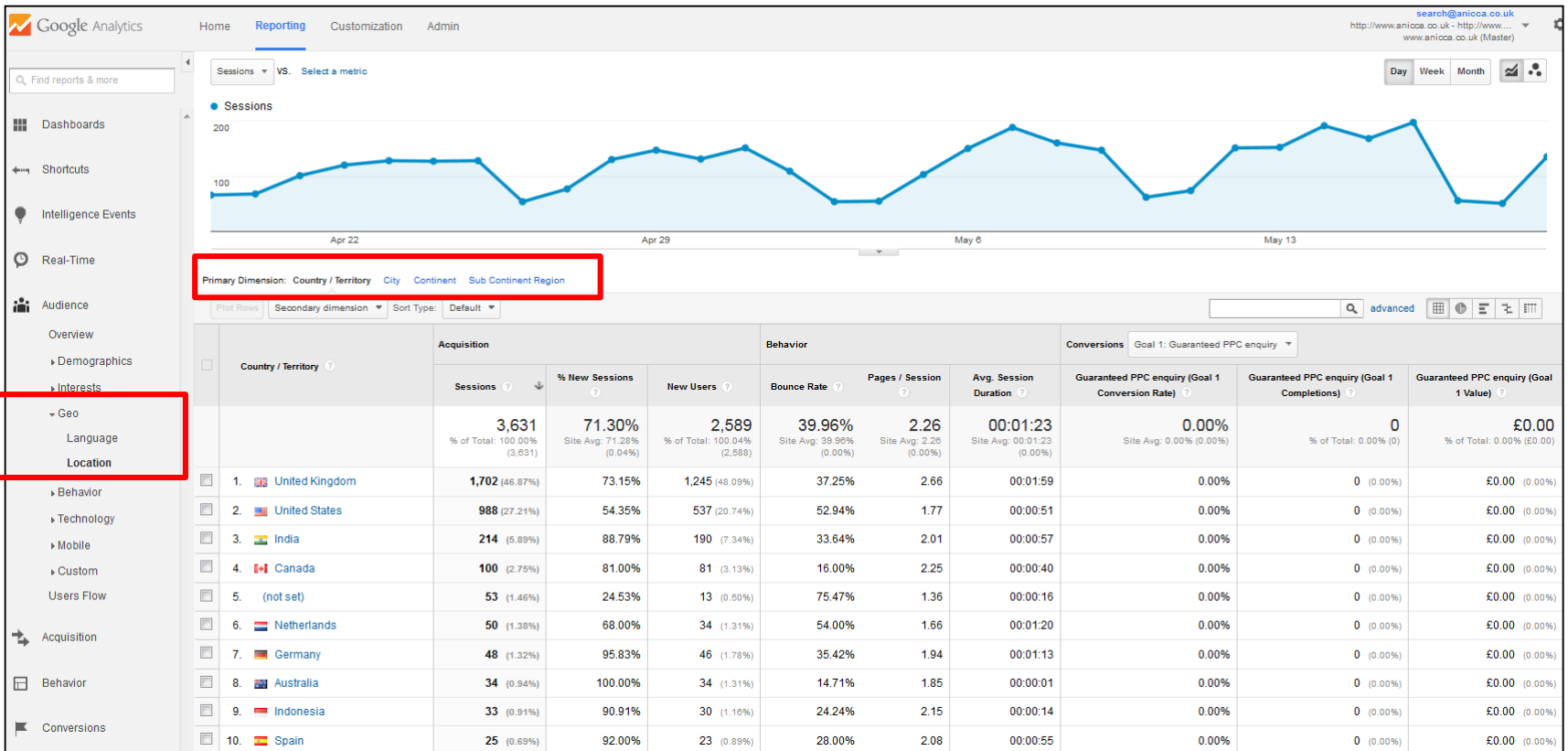
- What % of your visitors come from Mobile or Tablet?
- What is conversion and engagement like on Mobile devices?
- Do you need a mobile optimised website?



Note: If you have a separate mobile site you may want to setup a separate profile to report on this data

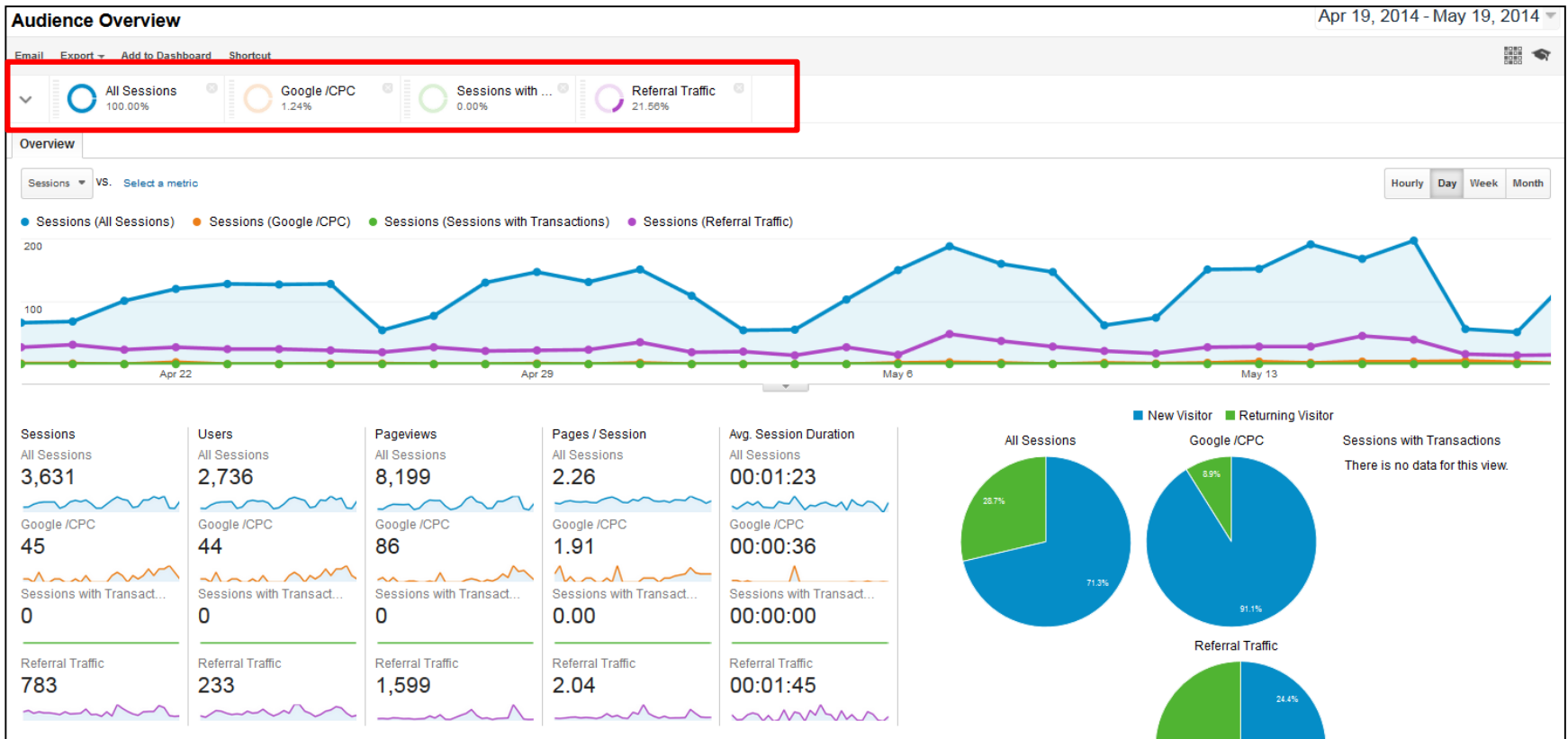
Where are your visitors located?

- Use the Location report to see the locations of your visitors



Advanced Segments

- Apply a custom segment to your reports to isolate and analyse subsets of your traffic
- Select from predefined custom segments or easily create your own.

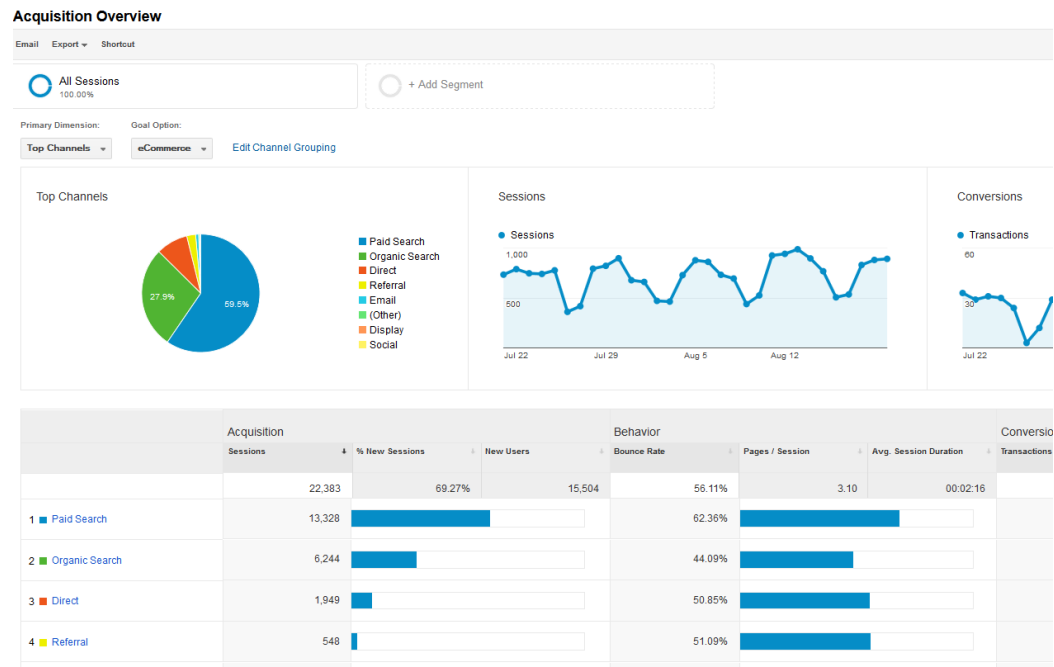
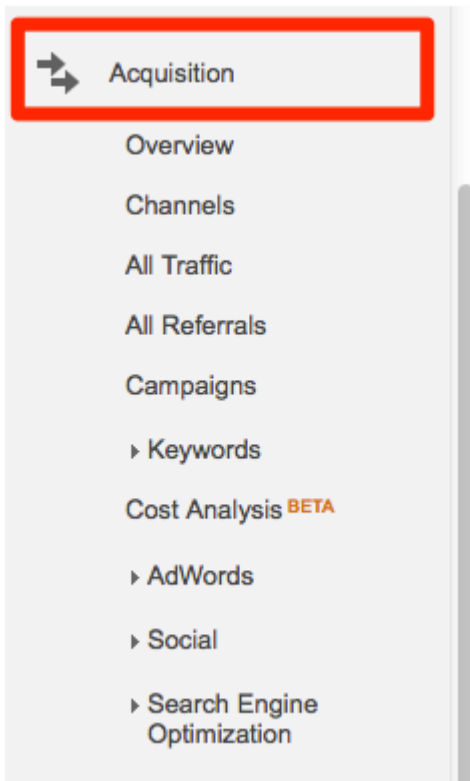


Acquisition

What drives traffic

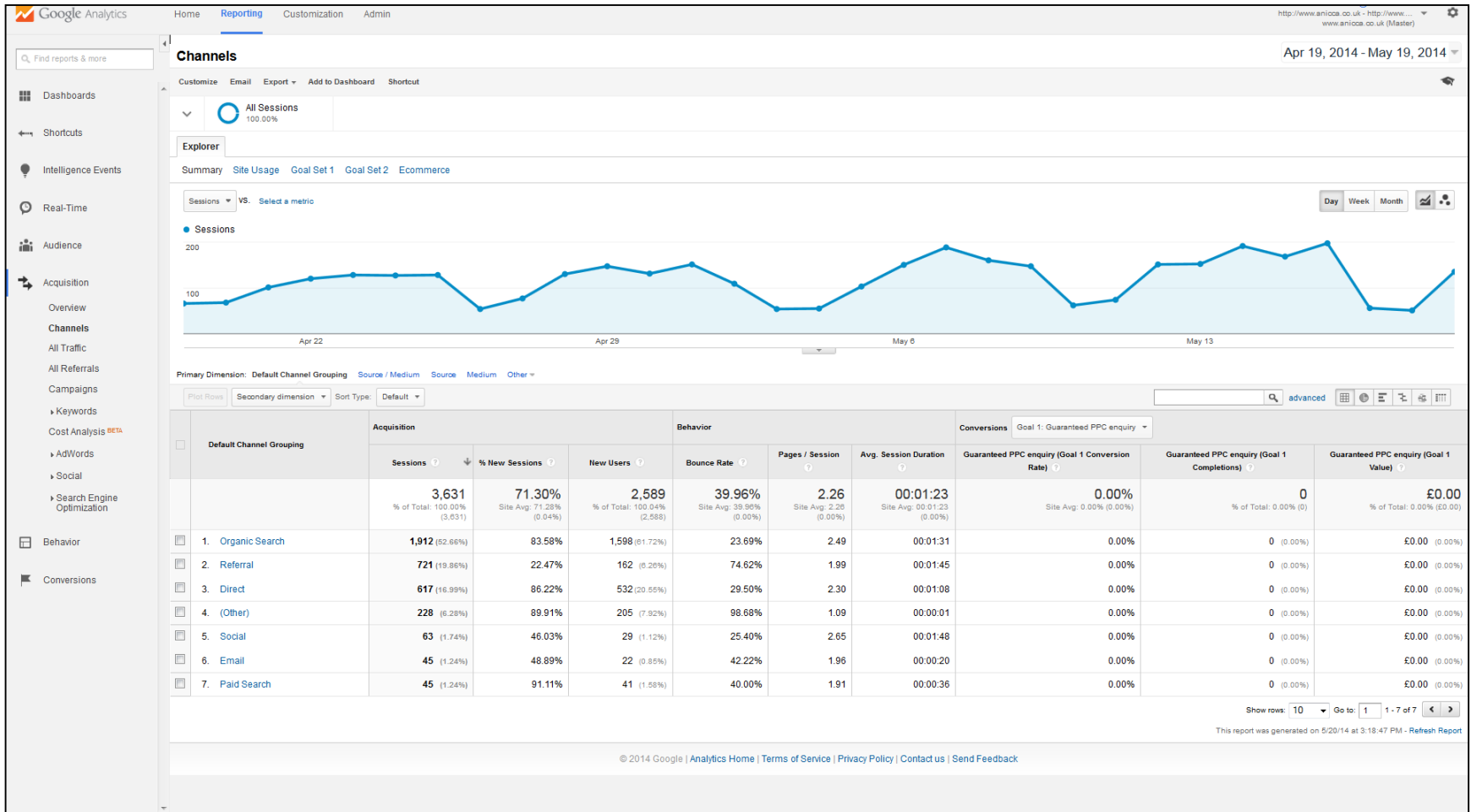
Acquisition Report

- Find out what brought visitors to your site
- See visits by channel, campaign, keyword and source/medium



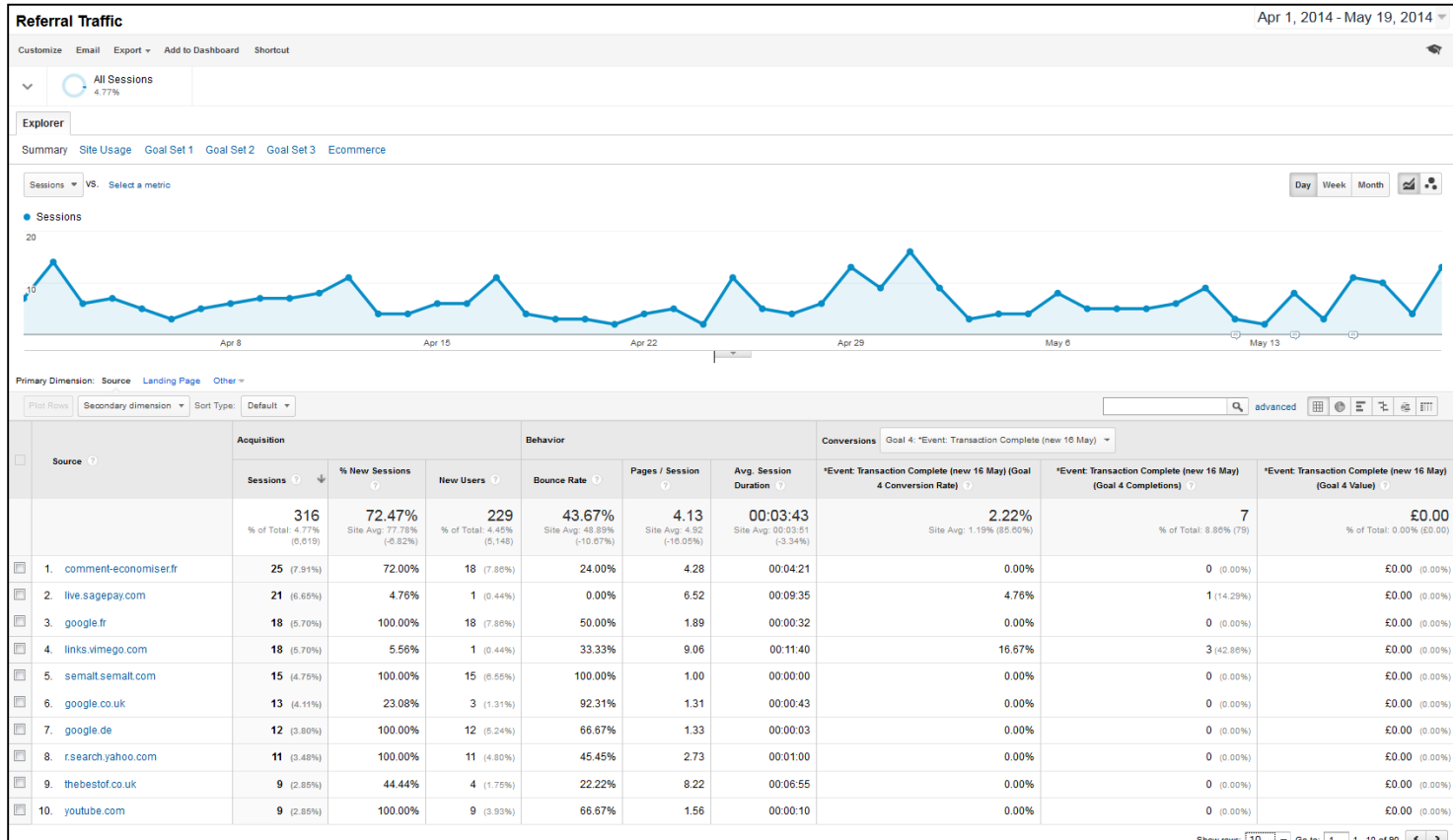
Channels (Acquisition)

See the performance of each individual channel



Referring sites

See the top external sites sending traffic to your website



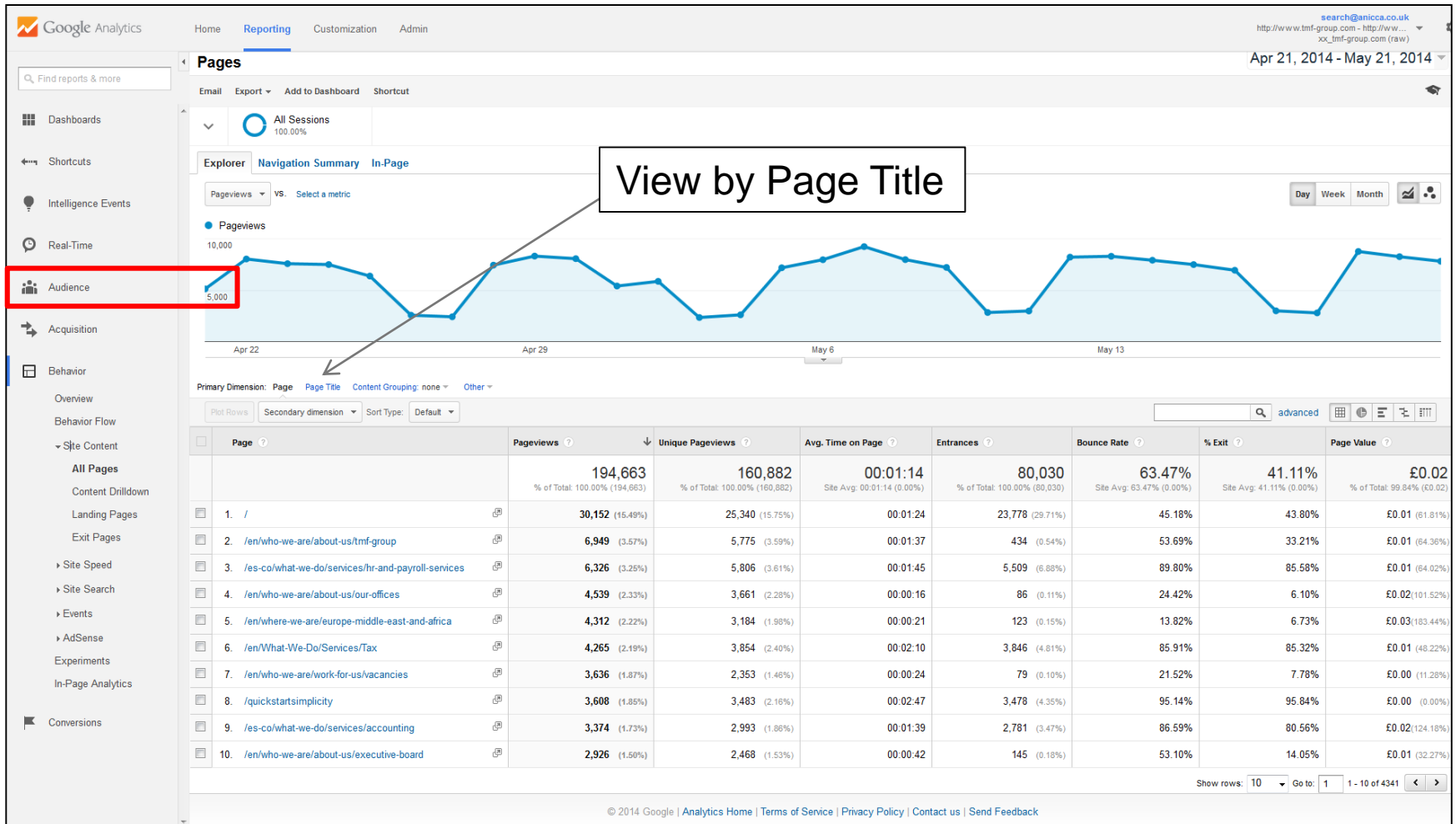
Note: If you are seeing your own website listed here it you may have tracking code missing or not working on certain pages. There are a number of reasons for self-referrals

Behaviour

Understand what people do

Most Visited Pages (All Pages)

See which pages are viewed most



Top Landing Pages

See which pages people enter your site on...

Tip: Use Weighted sort

Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: **Weighted**

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Guaranteed PPC enquiry (Goal 1 Conversion Rate)	Guaranteed PPC enquiry (Goal 1 Completions)	Guaranteed PPC enquiry (Goal 1 Value)
	3,722 % of Total: 100.00% (3,722)	71.41% Site Avg: 71.39% (0.04%)	2,658 % of Total: 100.04% (2,657)	39.47% Site Avg: 39.47% (0.00%)	2.29 Site Avg: 2.29 (0.00%)	00:01:24 Site Avg: 00:01:24 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)
1. /ppc-mistakes-online-survey.htm	481 (12.92%)	10.19%	49 (1.84%)	93.14%	1.09	00:00:52	0.00%	0 (0.00%)	£0.00 (0.00%)
2. /contact.htm	164 (4.41%)	83.54%	137 (5.15%)	96.34%	1.09	00:00:02	0.00%	0 (0.00%)	£0.00 (0.00%)
3. /index.htm	635 (17.06%)	68.19%	433 (16.29%)	49.29%	2.80	00:02:34	0.00%	0 (0.00%)	£0.00 (0.00%)
4. /phonecall	88 (2.36%)	86.36%	76 (2.86%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
5. /ppc-pay-per-click-packages.htm	109 (2.93%)	85.32%	93 (3.50%)	71.56%	1.60	00:02:03	0.00%	0 (0.00%)	£0.00 (0.00%)
6. /ppc-pay-per-click-management.htm	90 (2.42%)	75.56%	68 (2.56%)	53.33%	2.11	00:03:44	0.00%	0 (0.00%)	£0.00 (0.00%)
7. /adwords-bootcamp.htm	31 (0.83%)	83.87%	26 (0.98%)	77.42%	1.48	00:01:31	0.00%	0 (0.00%)	£0.00 (0.00%)
8. /google-adwords-pay-per-click-ebook.htm	26 (0.70%)	92.31%	24 (0.90%)	76.92%	1.77	00:01:57	0.00%	0 (0.00%)	£0.00 (0.00%)
9. /online-pr.htm	14 (0.38%)	50.00%	7 (0.26%)	92.86%	1.14	00:01:37	0.00%	0 (0.00%)	£0.00 (0.00%)
10. /contact.htm?50% Grant for Leicester B 'B Businesses=	15 (0.40%)	60.00%	9 (0.34%)	86.67%	1.47	00:00:16	0.00%	0 (0.00%)	£0.00 (0.00%)


Check Bounce Rates?

Landing Pages

Identify landing pages with high bounce rates (Comparison view)

Primary Dimension: Landing Page Other

Secondary dimension: Sort Type: Default

advanced 

Landing Page	Sessions	Bounce Rate	(compared to site average)
	3,722 % of Total: 100.00% (3,722)	39.47%	Site Avg: 39.47% (0.00%)
1. /index.htm	635	24.89%	
2. /blog/2013/10/seo-update-googles-new-hummingbird-algorithm-update/index.htm	626	-77.74%	
3. /ppc-mistakes-online-survey.htm	481	135.99%	
4. /blog/2011/10/how-to-improve-your-amazon-listing/index.htm	259	-99.02%	
5. /blog/2012/03/the-benefits-of-using-channel-advisor-for-ecommerce-management/index.htm	181	-98.60%	
6. /contact.htm	164	144.10%	
7. /blog/2013/05/cv-writing-tips-for-a-digital-marketing-job/index.htm	121	-93.72%	
8. /blog/2014/05/growth-vouchers-and-leicester-business-grants/index.htm	121	-79.06%	
9. /ppc-pay-per-click-packages.htm	109	81.31%	
10. /ppc-pay-per-click-management.htm	90	35.13%	

Top Exit Pages

See which pages people exit on....

Primary Dimension: Page

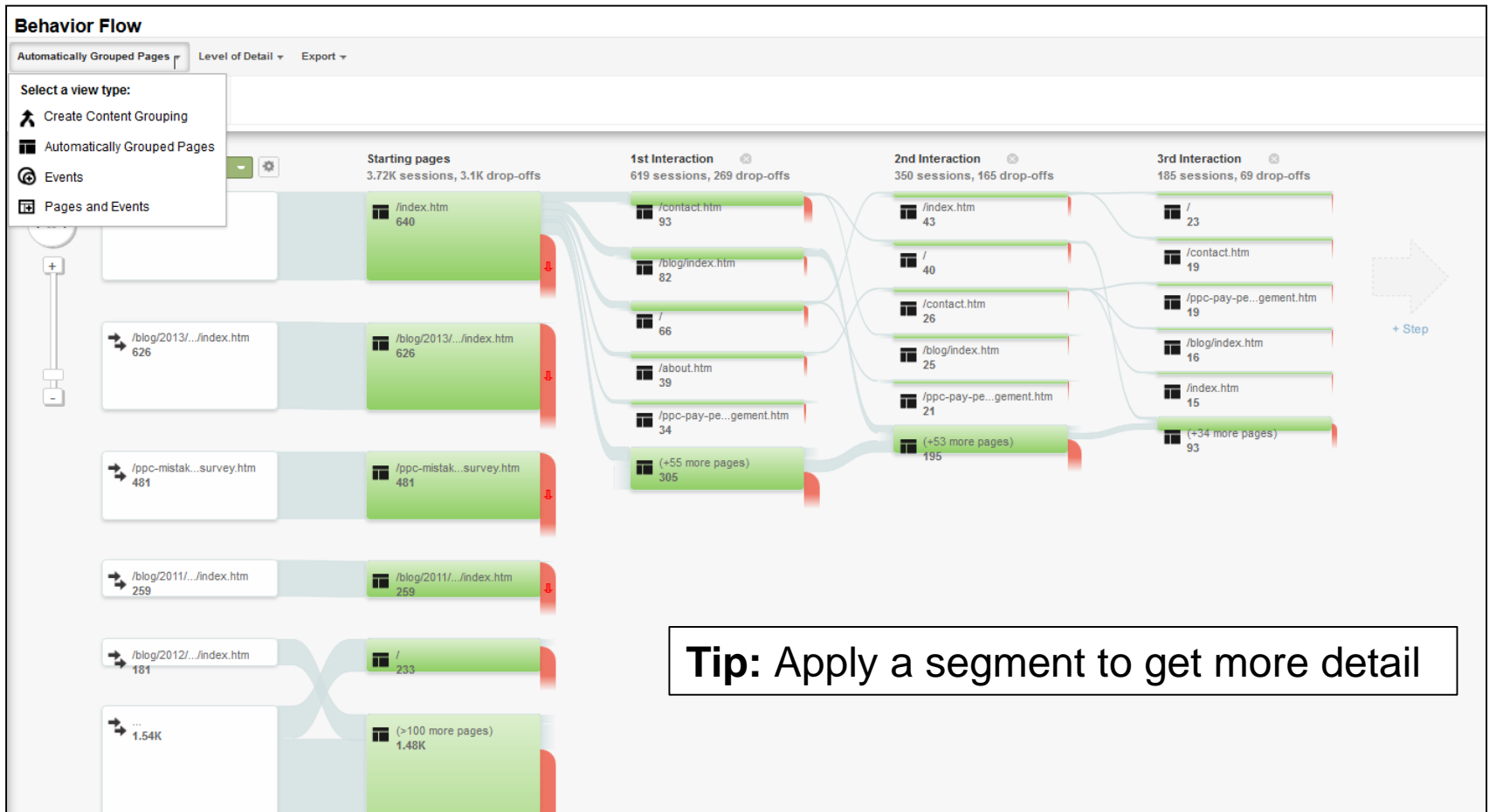
Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Exits	Pageviews	% Exit
	3,722 % of Total: 100.00% (3,722)	8,529 % of Total: 100.00% (8,529)	43.64% Site Avg: 43.64% (0.00%)
1. /blog/2013/10/seo-update-googles-new-hummingbird-algorithm-update/index.htm	625 (16.79%)	1,469 (17.22%)	42.55%
2. /ppc-mistakes-online-survey.htm	478 (12.84%)	514 (6.03%)	93.00%
3. /index.htm	377 (10.13%)	815 (9.56%)	46.26%
4. /blog/2011/10/how-to-improve-your-amazon-listing/index.htm	256 (6.88%)	551 (6.46%)	46.46%
5. /contact.htm	239 (6.42%)	343 (4.02%)	69.68%
6. /blog/2012/03/the-benefits-of-using-channel-advisor-for-ecommerce-management/index.htm	170 (4.57%)	403 (4.73%)	42.18%
7. /blog/2014/05/growth-vouchers-and-leicester-business-grants/index.htm	120 (3.22%)	339 (3.97%)	35.40%
8. /blog/2013/05/cv-writing-tips-for-a-digital-marketing-job/index.htm	117 (3.14%)	247 (2.90%)	47.37%
9. /ppc-pay-per-click-packages.htm	109 (2.93%)	176 (2.06%)	61.93%
10. /phonecall	98 (2.63%)	99 (1.16%)	98.99%

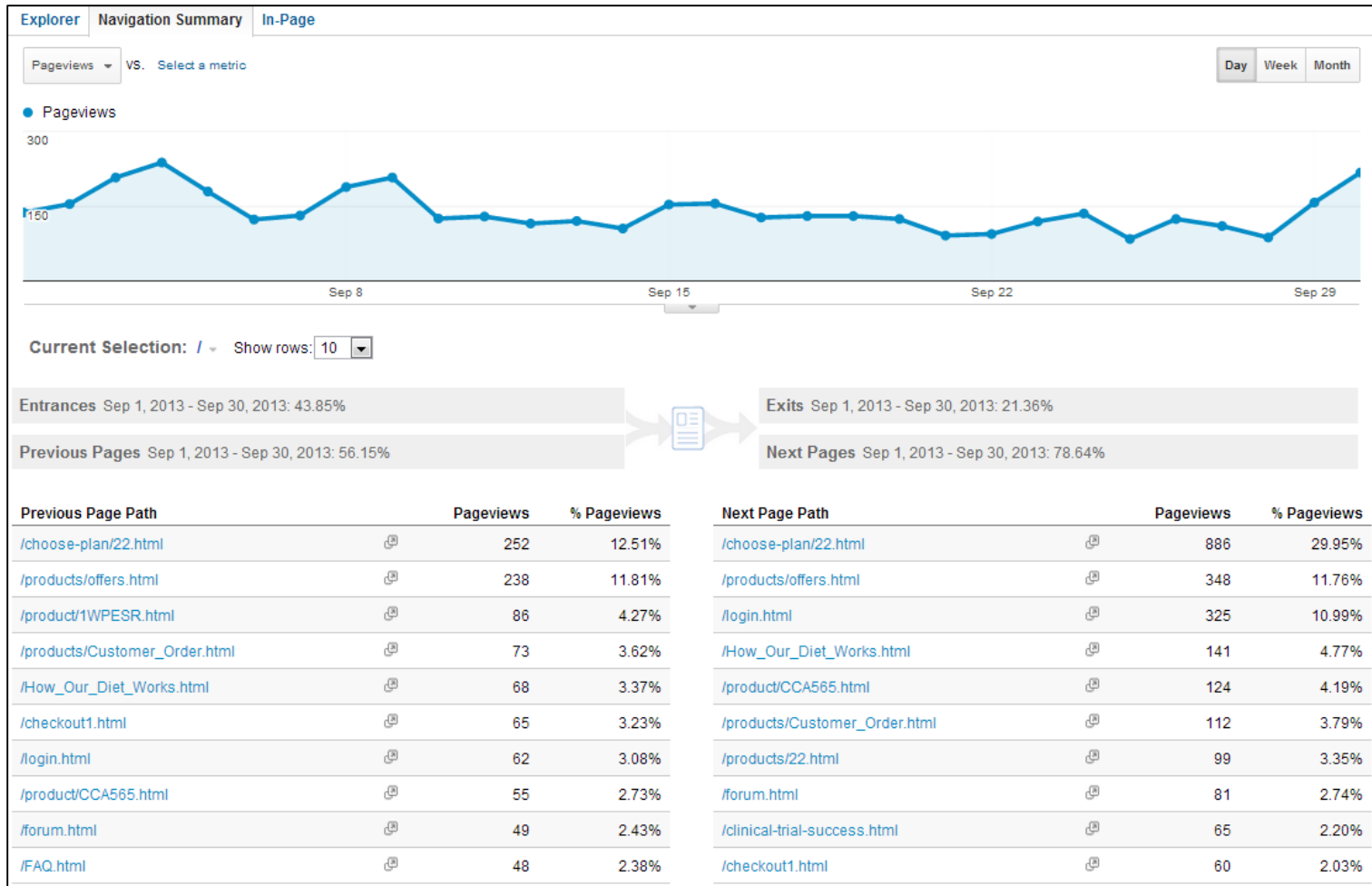
Behaviour Flow

- See the path users take through your site (useful for understanding paths to conversion)



Navigation summary

The navigation summary provides detailed insight into the pages the proceed and follow a particular page



In-page analytics

- Visually see how users interact with your webpages







New site -



Top Conversion Paths

Primary Dimension: MCF Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension advanced    

MCF Channel Grouping Path	Conversions	Conversion Value
1. Organic Search → Direct	5	£1,308.75
2. Direct × 2	3	£678.90
3. Paid Search → Organic Search	2	£199.90
4. Organic Search → Direct × 2	2	£248.95
5. Organic Search × 2	2	£199.90
6. Paid Search → Direct × 2	1	£99.95
7. Paid Search → Display → Direct	1	£99.95
8. Paid Search × 3 → Direct	1	£99.95
9. Paid Search × 3 → Direct × 3	1	£429.95
10. Direct × 3	1	£229.00

Show rows: 10 Go to: 1 1 - 10 of 28

The report shows all of the unique conversion paths (i.e. sequences of channel interactions) that led to conversions, as well as the number of conversions from each path, and the value of those conversions. This allows you to see how channels interact along your conversion paths.