



Internet Growth Systems

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Google Analytics

Basics

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How To Sign Up For Your Google Analytics Account

Signing up for a Google Analytics account is FREE. All you need to do is go to:

<http://www.google.com/analytics/>

and you will be faced with the following page:

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!

[>> Learn more.](#)



Sign in to Google Analytics with your
Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

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

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Go to near the bottom and you will see the "sign up now" option to join. Once you have done so you will be faced with the screen on the next page to register your new Google analytics account.

If you have already got a Google account, whether for a Gmail email address or any other of the FREE Google tools, then when you go to the next page, you will be redirected to your Google account and asked to sign in this way. This makes it easier for you to keep the access for all your Google tools in one place.

Google makes it very simple for you to sign up and install Google analytics on your site and with the wealth of information it provides for you, it's a must for everyone who has a website to have this installed.



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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:
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.

Get started with Google Analytics

Word Verification: Type the characters you see in the picture below.

Once you have filled in this part, then you need to set up your account details with your website url.

When it asks whether the profile is for a new domain or an existing domain, it means within your Google account and as you are setting this up for the first time, you choose for a new domain.

Then enter your website url and your timezone, this is so that you can tell when your visitors land on your site in your timezone instead of having one timeone fits all and having to work out what the equivalent time is in your timezone.



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Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a **new** domain OR Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http://

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile

Time zone country or territory:

Time zone: (GMT+01:00) London


Once you've filled in these details then you are ready to install the tracking code. It is very easy to install the tracking code on any site, so long as you have access to behind the scenes of your site!

For Wordpress blogs, all you need to do is go to plugins and search for a new plugin for Google analytics and most of the plugins just need your account number such as:

UA-XXXXXXXX-X and the plugin will do everything else. Same for Joomla sites, there is a Google analytics module that you install and all you need to do is enter your account number for your website and publish the module, making sure that you don't show the module title and place the module at the lowest module position for your template.

If however, you are not using a content management system like Wordpress or Joomla to create your site then you will need to go into the html code of your site and copy and paste the entire code into the bottom of your website html code, just before the <body/> tag.

Once you've installed your code then you may have to wait a few hours for it to show up.

 **Tracking Not Installed** (Last checked: May 7, 2009 9:20:27 AM)

The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

After it's been installed correctly then you will get the following message that you've



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installed it correctly.

Tracking Status: ✓ Receiving Data

Make sure that if you are installing Google analytics on an html site that you install the code on each and every page of your site, including hidden pages to give a more complete picture of your website statistics.

Now that you have correctly installed the tracking now you need to understand what all this information means.

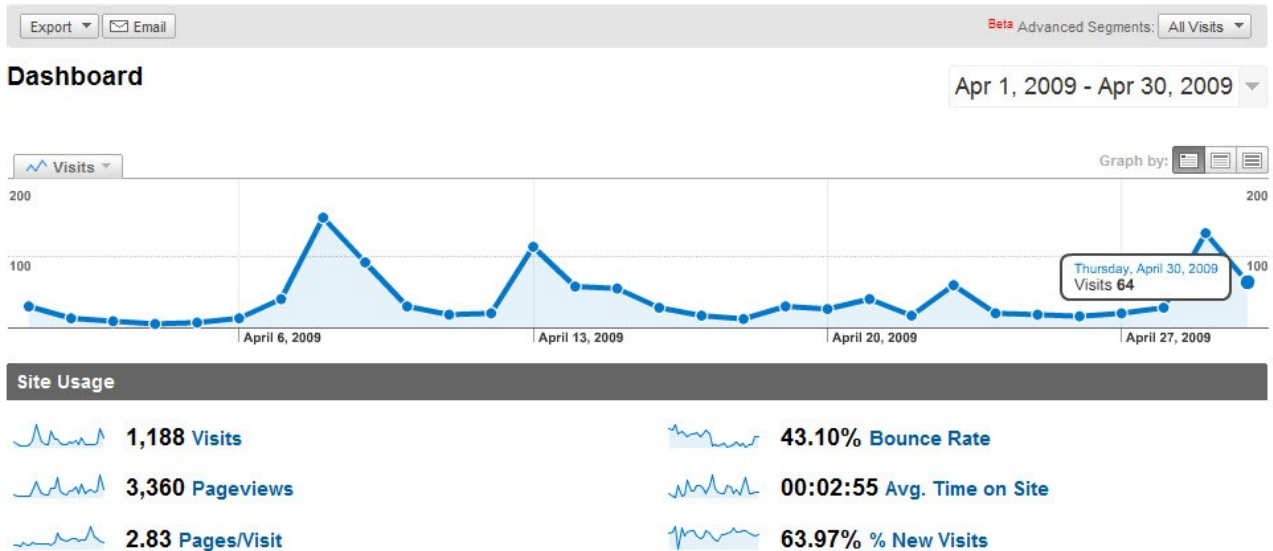
This guide is only meant to give you a basic understanding of Google analytics and will cover the main reports.



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Google Analytics Dashboard



This is what appears on the top of your dashboard.

Visits

The number of times someone visits your website, if someone stays on your website for more than 30 minutes and doesn't do anything on your website, say they take a phone call and forget about your site, when they become active again this will count as another visit.

Page Views

The number of pages on your website that your visitor has visited.

Pages/Visit

Tells you how many pages, on average, that each visitor to your website has looked at.

Bounce Rate

An 100% bounce rate means that your visitor has landed on your site and then left again, either by clicking on the back button to go back to where they came from or crossing the "x" button on the top right hand of their browser to close your website.

Depending on what your "call to action" is for your site, you may be quite happy with a high bounce rate. It is good to weight your bounce rate results with your...



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Average Time on Site

This tells you how long each visitor, on average, has stayed on your site. The longer they stay the better! If you have a high bounce rate and a very low average time on site figure then you need to look at changing your website copy or doing something on your site to try and retain your visitors longer or for them to do your "call to action" for your site.

New Visits

Tells you how many of your visitors are "regulars" and how many are first timers to your site. If a regular visits your site and they have just cleaned their cookies (automatic bookmarks for every site they visit) they will appear as a new visitor.

If you've started a new marketing campaign then you won't be surprised at the high new visits figure. However, if you have a very high new visits figure and no increase in mailing list sign ups or business, then again you need to look at your website and test a few different things to get better results.

Call To Action

I've mentioned a "call to action" in this report and just to clarify, usually a website can have one of 3 calls to action.

1. Click something, such as an advert or a redirect to another part of your website, or contact you.
2. Buy something, such as an ecommerce site
3. Sign up, to capture email addresses.

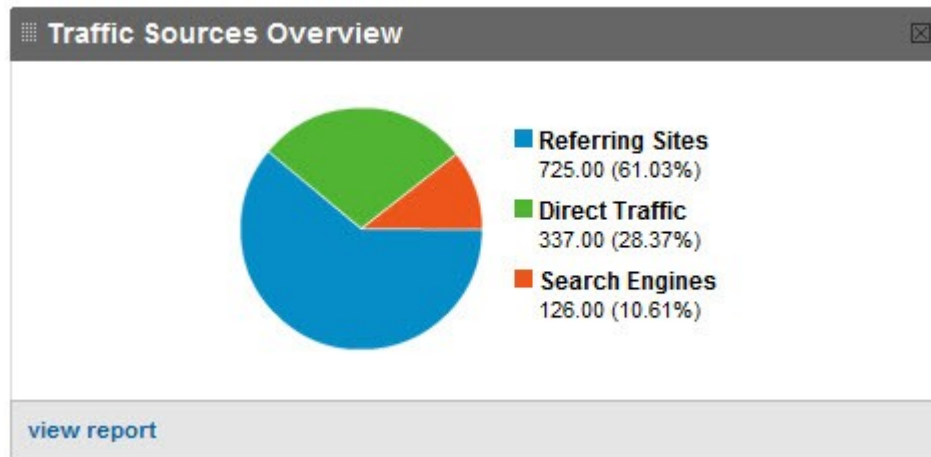
Your website message should be clear. Only have ONE message on your website and make sure that every page clearly let's your visitors know which call to action you want them to take.



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Traffic Sources Overview



There are 3 ways traffic can arrive at your site:

Direct Traffic

Your visitor types your website address into their browser directly. If you are doing a lot of local networking or carrying out a direct mail or local advertising campaign this figure should be high. All offline marketing should direct your visitors to a separate page on your website, not your homepage, with the lure of a special offer or a free gift, so that you are able to better track your marketing campaigns.

Referring Sites

It lists all the sites that visitors have left to come to your site. This figure is very important when carrying out an internet marketing campaign as you NEED to track which of your actions is driving the most traffic. Driving traffic is not enough, you need to be getting conversions too, but that's a whole different report!

Over time this section alone can save you lots of time and effort as it will tell you which activities are bringing you the most traffic and which are a waste of time.

Search Engines

This will tell you which search engines give you the most traffic. This report alone is very VALUABLE! If you open this report, it will tell you which keywords people are using to find your website on the search engines. If you have a high figure here, yet the only keywords visitors are finding you with are your name and/or your business name then it's probably offline efforts or word of mouth advertising that are driving them to search for your website.



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I'm sure you will be surprised that the keywords that you have listed for your website are not the keywords that people are searching for AND finding you via the search engines. You can easily use this information to find better keywords for your website copy and if people aren't finding you using your keywords then perhaps you need to change some things on your site so that people DO start finding you on the search engines as the search engines are a great FREE way to drive traffic to your website.

This report is only a quick overview of how to install Google analytics and how to interpret the results. A full explanation of what everything within Google analytics means and how to use the goal setting features and the ecommerce features can be found on [Internet Growth Systems](http://www.InternetGrowthSystems.com).



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FREE 6 Week Online Business Course



Confused about how to manage your online business effectively?

Within 6 weeks you will have a solid understanding of HOW to manage your business and WHAT you should be doing.

BONUS: A Workbook to Accompany EACH Session AND the Recording of EACH Teleclass FREE

Course Schedule:

Week 1

Learn which website platform is right for your business - is it Joomla or Wordpress or something else? Get great tips on how to manage and customize both platforms

Week 2

How to test and measure your website results using Google Analytics, Google Webmaster Tools & Google Optimizer so you KNOW what's bringing the quality traffic so you can keep doing it, over and over again without wasting your valuable time

Week 3

How To Fully Monetize Your Website - Is Your Website Leaking Profits? Chances are it is, learn how to plug these leaks and make your website work for you, not against you

Week 4

How To Fully Monetize Your Business - Are You Leaving Income Streams Untapped? There are 101 ways at least to make money online, use what you've already got to add multiple income streams to your business

Week 5

How To Effectively Market Your Business Online - Simple Marketing Strategies. Add just a few of these simple strategies to make a huge impact to your business

Week 6

How to Use Social Media to Your Advantage - Do You Use Twitter? Facebook? Social

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