



Google Analytics Tools

By: Deep Hadial

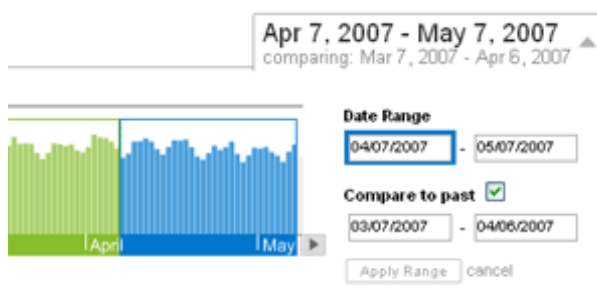
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Google Analytics - The best way to measure how your site is performing and the site metrics. It helps you to generate the complete bio-data of the site, and thus looking at it we can take measures and change our marketing plan accordingly to suit the taste of the net users. Here are the few essential features of the best analytics software money can buy (it's free, of course), and how to utilize them to your advantage and get benefited..

1. Setting Goals – Just as if you don't have any goal in life you can't reach far, similarly of there is no goal for the online business then google analytics won't help you much.. For eg. if your business is e-commerce, your goal is probably a sale. If your business is newsletters, your goal is a registration. Once you have your business goals setup in Analytics, you are able to unleash vast amounts of data about what's working and what's not in your marketing efforts. Will talk lot's more about goals in the remaining essentials for google analytics ...

2. Comparing Date Ranges – In the analytics there is feature available with the help of which you are allowed to compare the website performance at two different time periods and chart them immediately. Thus you can make out that as compared to the past whether you are up-performer or down-performer.



3. Deep Geographic Data – You can now see how your site is performing in a variety of metrics by city or country. For example, form which city more number of users are visiting the site, or the percentage increase or decrease in the users visiting your web from a particular country or city.

Chicago					
Mar 7, 2007 - Apr 6, 2007	2,332	4.72	00:02:59	65.40%	25.99%
Apr 7, 2007 - May 7, 2007	2,348	5.77	00:04:54	58.20%	30.45%
Change	1.54%	22.95%	64.25%	-11.00%	17.17%
San Francisco					
Mar 7, 2007 - Apr 6, 2007	2,467	6.22	00:05:45	36.22%	17.09%
Apr 7, 2007 - May 7, 2007	2,258	7.47	00:06:37	32.84%	15.11%
Change	-12.91%	20.01%	15.07%	-9.33%	-11.59%

4. Local Conversion Data – Once you setup conversion goals, you can also see how well your site is converting in different locales. For e-commerce businesses, this means you can adjust your offers based on how they are performing geographically, and blend your marketing plan accordingly to take the maximum benefit out of it. You can also of course buy geographically targeted AdWords for hot regions, to make your presence more public..



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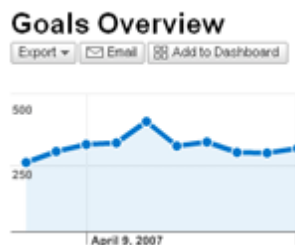
5. Funnel Visualization – This is a fancy way of saying “where do users bail out of the registration process?” By knowing this information, you can attempt to fix the parts that seem to be scaring users away, or you can find out the exit points of the website and make the changes accordingly to make the user stay more on the site.

6. Navigation Summary – This report shows how users maneuver through your site. For example, you can see where users go from the homepage, or how most of them get to your contact page. If people aren’t following your desired navigation, it means you probably need to re-arrange some things on your page to entice users click the right spots.



7. Complete AdWords Integration – If you advertise through AdWords, Analytics will provide you on data on each campaign, group, and keyword. Specifically, you can look at each of these areas and see the number of displays, clicks, the cost, conversion, and if it results in an e-commerce transaction or another defined goal. It will then calculate your margin (revenue versus the cost of acquiring the customer). Thus it also helps to keep the track of the revenue gained and the cost beared.

8. Customize Your Dashboard – The analytics also provide you with a totally customizable Dashboard where any report can be added and arranged via drag and drop functionality. For example, if you want to see how a particular goal is converting each time you login, you can move this report to the Dashboard for quick access by clicking the “Add to Dashboard” link. Thus all the reports are just a click away from you and you can have whole summary of the site available to you on a single screen.



9. Site Overlay – This feature opens up your site and using data from Analytics, allows you to mouse over your links and see how much they are being clicked on and whether they ultimately lead to goal conversion. It's quite useful if you're more of the “visual learning” type.

10. Email Reports – If you work in marketing for a big company, chances are your superiors prefer to receive reports in email rather than login and track things down in your analytics program. One of the key new features of Analytics is the ability to setup reports, and schedule when and to whom they will automatically be sent. So a smart way to get the things done.

Setup Email: Dashboard

[Back to report](#)

Send to others: <small>(Separate multiple addresses with a comma)</small>	bob@innotech.com lumberg@innotech.com
	<input checked="" type="checkbox"/> Send to me
Subject:	TPS Reports
Description:	Your <u>TPS</u> reports, in <u>PDF</u> format!
Format:	<input checked="" type="radio"/> PDF <input type="radio"/> CSV <input type="radio"/> XML <input type="radio"/> TSV
Date Range/Schedule:	Weekly (sent each Monday) Daily (sent each morning) Weekly (sent each Monday) Monthly (sent first day of each month) Quarterly (sent first day of each quarter)
Include date comparison:	
<input type="button" value="Schedule"/>	

11. Have Minions Do Your Work – However, if you're lucky enough to have subordinates, you can set them up with read-only privileges so they can login to Analytics and run reports for you. You can also set colleagues up as Administrators if you want to share the power.

12. Let's Bounce – The bounce rate tells you how many people come to your site and leave without going any further. Analytics will let you view your bounce rate over time, and see how it varies from page to page. For example, if you have multiple landing pages, those with a higher bounce rate should probably get the axe.

Bounce Rate for all visitors



24.79% Bounce Rate

13. Keyword Source – Knowing how customers find you is one of the most important questions in sales and marketing. Google Analytics tells you what search keywords people are using to find your site. If certain keywords are proving hot, you might want to consider catering keyword buys, content, and offers to them. This feature can also alert you to totally bizarre news and trends.

Keyword
mindsay
i hate life
pinoy sex scandal
tagged.com
virginia tech blogs
biggest crocodile
...

14. Referring Site – This is a feature of any basic analytics program, but with Google Analytics you can not only see traffic, but goal conversion on the sites sending you traffic. Thus, you can get a read not only on the number of visitors a link partner is sending, but the quality of the traffic. And thus you can make out what sites help you gain your business.

15. Browser Capabilities – There are various browsers available and it's not sure that your site will work well with all the browsers. It may look crappy in some of the browsers, so you need to take care of it when you are dealing with web business and targeting global presence. Better make sure you're not alienating a bunch of your users. Analytic's Browser Capabilities feature let's you see what browsers people use to view your site, and again, let's you drill down to see how well users of different browsers convert against your goals.

Browser	Avg. Time on Site	Visits
 Galeon	00:12:26	0.01%
 Safari	00:07:16	3.23%
 Netscape	00:07:13	0.57%
 Firefox	00:07:12	29.87%
 Opera	00:07:03	0.88%
 Mozilla	00:07:01	0.81%

16. Connection Speeds Data – Similar to #15, connection speed data helps you determine how to prioritize your site’s design. If you still have a fair amount of people on dialup or isdn, you may want to make your site a little less load heavy than if your site is all broadband users.

17. Languages – Unfortunately, most sites don’t have the knowledge, resources, or time to publish in multiple languages, but this report will tell you the preferred language (as determined by computer settings) of your visitors. So that you can make sure no user goes empty knowledge from your site.

18. Exclude Internal Traffic – Chances are you and your employees spend more time on your site than anyone else, which can skew your data if it’s not excluded. To make sure it’s not counted Google lets you filter out traffic from IP addresses that you specify. For the unscrupulous, this filter can of course be turned off when talking to potential advertisers, investors, and the press.

Add new Filter for Profile

Filter Name:

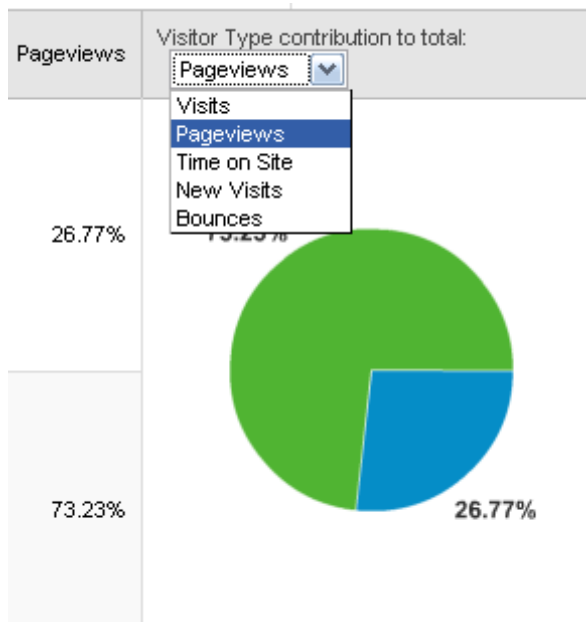
Filter Type: Exclude all traffic from an IP address ▼

IP address: [What do the special characters mean?](#)

19. Visitor Loyalty – How often to your visitors come back? Reducing the percentage of people that only visit once should be one of your constant priorities, and Analytics let’s you track this piece of information over a specified date range.

20. Visitor Type Contribution – This nifty little dynamic pie chart tells you the contribution your returning visitors are making versus new

ones. Not surprisingly, and recent testing showed that the return visitors load more pages and spend more time on the site, but they bounce less than new visitors. Again, data like this can be invaluable in helping you prioritize improvements around your site.



21. Search Engine Traffic – Knowing which search engines are sending the most traffic and how well its converting can help you optimize your spend and SEO efforts. While Google will likely provide you the most traffic, if Yahoo or Ask converts better, you might want to see how you can get more visitors from them.

22. Top Content – For each page on your site, Google Analytics will tell you how many times it has been viewed how much time the average visitor stays there, and how many people leave your site after visiting. If you have a popular page that everyone leaves after viewing, you should think about adding something attention grabbing and informative on it.

23. Use the “About this Report” Link – Any analytics program takes a while to master, and Google’s offering is no different. Click the “About this Report” link on the sidebar of any page to learn more about how to use what you’re looking at.

The screenshot shows a Google Analytics report. On the left, a yellow box titled 'About this Report' contains text explaining the report's purpose: 'This report provides an overview of the different kinds of sources that send traffic to your site. The graph shows traffic trends; the pie-chart and tables show the traffic sources driving the trends. "Direct Traffic" is visits from people who clicked a bookmark to come to your site or who typed your site URL directly into their browser. "Referring Sites" shows visits from people who clicked to your site from another site. "Search Engines" shows visits from people who clicked to your site from a search engine result page.'

The main section is titled 'Top Traffic Sources' and lists the following sources:

- [google \(organic\)](#)
- [\(direct\) \(\(none\)\)](#)
- [yahoo \(organic\)](#)
- [login.mindsay.com \(referral\)](#)
- [images.google.com \(referral\)](#)
- [view full report](#)

At the bottom right of the report, there is a copyright notice: © 2007 G

24. Top Exit Pages – Knowing your trouble spots tells you where you need to improve, and Analytics lets you see your top exit points over a specified date range so that you can soon make the necessary changes..

25. Network Location – If the day comes where you need to pay ISPs for the right to serve web content to their users (you can kiss 99% of web sites goodbye ...), Analytics has a report to tell you whose palm you should grease first should you want to try and remain in business.

Network Location
Comcast Cable
Road Runner
SBC Internet Services
Verizon Internet Services
CHARTER COMMUNICATIONS
Cox Communications

26. Report Finder – Google Analytics has setup the “Report Finder” to help you find old reports in the upgraded system. You can access it on the left hand navigation under “Help Resources”.

27. Export to PDF – For a nice clean file with Analytics data, you are now able to export reports directly into Adobe PDF format and save it for your future reference

28. Internal Search Stats - This is a newer feature of Google Analytics and a very nice one. Not only can you see what a visitor put into your internal search box, but what page they were on when they made the search and what page they chose in the search results. Any internal search will work as long as it passes the search variable through the URL.

29. Filter Out Domains - Let's say your Google Analytics code somehow got on another site and your stats were getting tainted with irrelevant data. No problem. You can create a filter to not count anyone from specific domains you add in. Oddly enough, you can also filter out your own domain so your stats flat line. Not a good idea to do that though.

30. Track document downloads or specific links - Adding a small piece of javascript to any link will tell Google to track when someone clicks on that link. This works for PDFs, Word documents, email address' and external links. It also works if you want to see which two links on the same page are generating more clicks. Even though they go to the same URL, you can tag one link as 'link one' and the other as 'link two' and Google will track the clicks separately for you.

Bonus Tip: If you have a Wordpress blog, you can instantly tag all links across your blog with the ultimate google analytics plugin.

Thus Google Analytics is a powerful piece of software when used properly, and comes for the affordable price of \$0. The goal for Google is of course to increase AdWords spending; a goal many of today's enhancements will help them achieve.

[Recommended SEO E-Books and Products:](#)

[3 Steps To Search Engine Success Book - Search Engine Optimization SEO.](#)

Learn How To Get A Top Search Engine Ranking In 3 Easy Steps. Increase Your Website Traffic With This Straightforward Guide.

[50 SEO Secrets](#)

It's a great source that takes you step-by-step to optimize your blog or website.

[Learn SEO Secrets](#)

Quickly & easily outsmart Your way to **Six Figures** using these **Powerful SEO Strategies!**

[Niche Blueprint 2.0](#)

Radically Unconventional* Niche Website Formula That Generated \$1,214,978 From Free Website Traffic!

[SEO + Submission + Backward Linking For Beginners.](#)

Just getting started online? Looking for a way to get more qualified traffic to your website without spending a fortune? Well then, you are in the right place!

[SEO Multimedia Ebook.](#)

How to Get the Highest Possible Search Engine Position For Your Small Business Website EVERY TIME!! Check Out the Proof...

[SEO Quick Fix System](#)

Powerful SEO System Reveals How Anyone Can Achieve First Page Google Rankings In Less Than A Week!

[SEO | Insider Search Engine Optimization Secrets That Work.](#)

Did you know that over 75% of sites launched will fail within the first six months? I'm sure you know the reason why...the lack of traffic! You see, without traffic you can't get people to see your offer and if potential customers don't see your offer, you don't make sales!