

Google Analytics

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



What is it and what can it tell me?

Google Analytics is a tool created by Google to help you measure traffic on your websites and social media. This is helpful for determining the overall success and impact of your website. It also lets you set goals for different metrics of website success.

Google Analytics can help you answer the following questions:

- Who are the people looking at my website?
- Do I need a mobile site?
- Where are people dropping off before they donate, petition, read an article, etc?
- What other things should I write about?
- Which websites/social media/campaigns are sending me the most traffic?

Source: Design Sponge - <http://bit.ly/16G8cLD>

There are so many terms. What do they all mean?

- **Visit** – This is the number of unique sessions that are created by the piece of Google Analytics code that is on your webpage. A visit is actually made up of clicks and page views. Think of it like someone knocking on your door and coming into your house, then walking around in each and every room. One actual visit, but they had a look at every single page (room).
- **Visitor** – This is a session that is started by a unique user of your website. So keeping with the previous analogy, if one of your friends (Bob) comes and visits your house, goes with you to the shops and comes back to grab some beer – Bob is still the same visitor but he is on his second visit. Same goes with analytics – visitors can visit your websites multiple times after the 30 minute expiry period.



- **Absolute Unique Visitor** – These represent the amount of unduplicated (no matter the visits, they are only counted once) visitors to your website over a specific time period. Cookies are used to discern if someone is unique or repeat.
- **Pageviews** – These are a view of a particular page on your website that also has Google Analytics tracking code installed. Any reload/refresh is counted as another pageview. If a visitor views the same page more than once (homepage -> about us -> homepage) that is 2 views of the homepage.
- **Unique Pageviews** – This combines all the pageviews that were generated by the same visitor, during the same visit. The uniqueness comes from the total amount of sessions that included that pageview.
- **Time On Site** – This is calculated by subtracting the timestamps between the first and the last pageview of a visit. So if you landed on the homepage at 12:01, and the contact us page at 12:03, you spent 2 minutes on the website.
- **Bounces & Bounce Rate** – Bounces is the number of single page visits to your website. That means that once they landed on the website, they did not do anything else, either closed or press the back button. Obviously we want this number low. The bounce rate then is the percentage of visits in which the visitor only viewed one page of your website before leaving.
- **Exits & Exit Rate** - Exit Rate is the percentage of visitors that left the site from a specific page. The difference is that bounce rate counts only exits of visitors that have been to one page while visitors counted in exit rate might have visited more than one page.
- **New Visits** – The amount of people that have never seen (visited) your website before. Based on cookies left by the Google Analytics code.
- **Conversions** - This is what occurs when a goal is completed. Completing a purchase and submitting a contact form are both examples of goals. Google Analytics allows you to create customized goals so you can measure user actions that are important to you.

Source: Online Marketing Analytics - <http://bit.ly/16GexH1>

Other Terms Lists:

- ePower Marketing Glossary of Terms - <http://bit.ly/13CK7OE>
- WhereOWire Google Analytics Tips - <http://bit.ly/16GffnF>

How do I get started?

- 1 **Sign up for Google Analytics** - This can be done at www.google.com/analytics, you can use an existing account. A Basic Google Analytics subscription is free while a Premium subscription can be up to \$200,000/year depending on your specifications. Premium subscription includes 24/7 support, more customizable data, and security.
- 2 **Install a Tracking Code** - This depends on the host of your website. If you are using Wordpress to host your webpage, install the Google Analytics for WordPress Plugin and under Settings, and manually enter your UA code listed on the Google Analytics page. If you're not using Wordpress, Google walks you through the process. More details below:
 - Mahalo's How to use Google Analytics for Beginners - <http://bit.ly/13CMSzy>
 - Liz Lockard's Installing Google Analytics on Any Website - <http://bit.ly/13CN4yE>



- 3 **Customize Your Dashboard** - A Dashboard is an overview of your data that you can organize and share. Customize it to show what is most important to you such as number of Visitors and Bounce Rate. To view and manage your dashboards, use the Dashboards menu on the left, found under the Home tab. To add new categories, click +Add Widget. You can also use Advanced Segments, which filters out the types of traffic to your website you get. This is great for side-by-side comparisons of the types of activities your different page viewers do.
- 4 **Set your Goals** - What needs to happen in order for your site to be considered successful? Set the parameters by clicking on *Conversions < Goals* under the Standard Reports bar on the left hand side. After you setup your Goals, you can create Alerts to be notified of your website's progress over time. Goals and Emails can be found at the Admin bar on the top right, under Assets.

What are some tips and tricks?

- **Start with the Sources Overview Report** - Go to *Traffic Sources < Overview* on the left hand navigation. Go to the pie chart and hover over each piece of the chart for more information. Take a look at the "Keyword" section underneath to determine what people are searching to find your site. All this information can help you prioritize where you should focus your energy on. It is a summary of how people get to your website. The best case scenario is to have people equally coming to your website through Search (using Google.com), Referral Traffic (other sites linking back to your site), Direct Traffic (people directly typing in your URL into their browser) and Campaigns (email, social media, ads, etc).
- **Look at your Landing Page Data & Where Visitors Bounce Off** - Are you trying to get people to sign your petition, watch your video, read your blog, or donate? The less number of clicks it takes for people to get to your objective and the easier it is, the more likely it will happen. See your top 10 Landing Pages and look at their Bounce Rates and Page Value. If a landing page has high Bounce Rates and a low Page Value, visit that page and determine why it isn't doing well. This information can be found in **Content < Site Content < Landing Pages**.
- **Set Up a Multi-Channel Funnel** - This function tells you what role your campaigns, website referrals, searches and ads play leading up to a conversion/goal achievement. Once set up, these reports tell you what channels your viewers interacted with during the 30 days before conversion/completed goal and you can determine what was most effective. It is in **Conversions < Multi-Channel Funnels**. Here's a setup tutorial: <http://bit.ly/Z91tqq>
- **To measure how actively the visitors are engaging with your site and content use:**
Pages/Visit, Avg. Visit Duration, Bounce Rate, Top Visited Pages
- **To measure conversion (goal) effectiveness use:**
Goal Conversion Rate, Per Visit Goal Value
- **To measure ecommerce (money transaction/donation) effectiveness use:**
Revenue, Ecommerce Conversion Rate, Per Visit Value

Source:

Ash Shepard's "Analytics Gems for Nonprofits" - <http://bit.ly/Z93eUy>

Duct Tape Marketing's "Reports You Should Embrace Now" - <http://bit.ly/Z93liW>

Occam's Razor's "Google Analytics Tips" - <http://bit.ly/Z93umk>



Where else can I learn more about Google Analytics?

- Google for Nonprofits - <http://www.google.com/nonprofits/>
- Google Analytics' Tutorial - <http://bit.ly/Z93HGl>
- Luna Metric's "How Nonprofits Can Best Use Google Analytics" - <http://bit.ly/Z93BOS>
- The Daily SEO's "11 Google Analytics Tricks for Your Website" - <http://mz.cm/Z942Zu>