Visitors Graph

Totals: 4,068   Average: 581.14
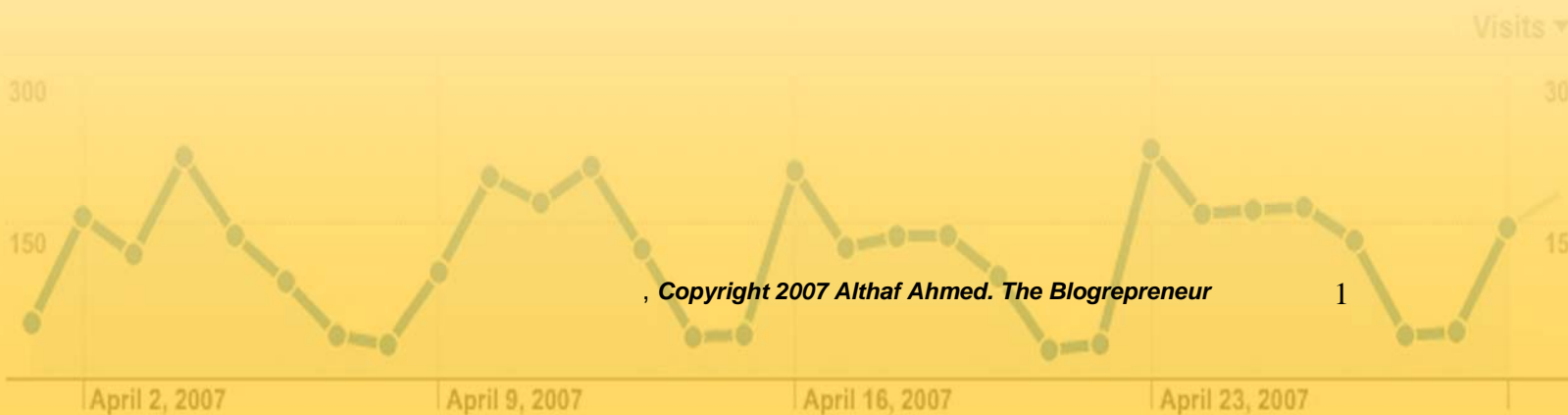
Visitors

3,000

1,356

1,821

891

0   0   0   0

Sun 11/13   Mon 11/14   Tue 11/15   Wed 11/16   Thu 11/17   Fri 11/18   Sat 11/19
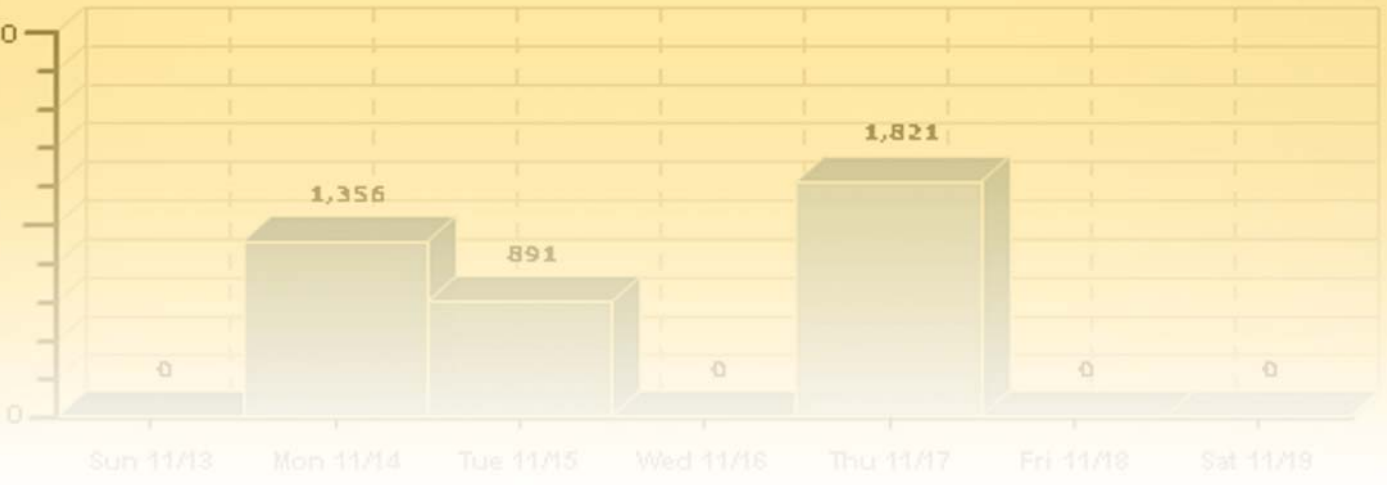
Date Range

ABC OF GOOGLE ANALYTICS

BY

ALTHAF AHMED

Visits ▾

300   300

150   150

1

April 2, 2007   April 9, 2007   April 16, 2007   April 23, 2007

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Credits

Musarrat, my beloved wife

Azeem Ahmed, my brother

Steven Smith, my close friend and confidant

Stuart Reuben, My Best friend and partner from the U.K

Rayan Elannan, C.E.O Royal Forex Trading LLC.

J.L. Graham, *Assistant*

"I thank you all from the bottom of my heart."
                                                            -Al

CHAPTER 1 - NEED FOR VISITOR STATISTICS

The need for visitor statistics is of the utmost importance for any growing business. Having said this, I would now like to take a moment and give you actual proof of this claim. Somewhere during the debut of the concept of the Internet, we tracked the visitor statistics via a basic program called the **HIT COUNTER**. There are still a few to be found active out there. One or two of them can still be spotted near the bottom of a few basic websites. What they did was simply give you an attractive figure stating all the thousands of people that have visited your website in just X hours, days or weeks. The success was gauged during this time through these numbers, and the site getting maximum hits was bestowed with the title **SUCCESSFUL**. How remarkably simple that time in e-history was. Nevertheless, times have changed.

Web Analytics Unveiled

With the passage of time, the concepts of newer and more effective ways to track visitor statistics have become popular, making the web counter concept all but extinct. Web analytics concept was developed and has gained immense popularity by Internet savvy online entrepreneurs. What do you suppose stimulated this growth or advancement to track the visitor statistics? Perhaps the answer is apparent perceptions that have potentials of helping the business grow by leaps and bounds.

Through the visitor's statistics info, you can collate as well as analyze your site's activity. You can actually comprehend whether your website is genuinely striving to achieve your business goals and which objective is achieved, as well as whether it is increasing sales, and even whether the visitor is reading the contents of your blog or your site or just skipping through, etc.

The visitor's statistics, in essence, introduces you to your actual target audience, making you aware where they are from, their geographical location as well as the time period they spent on your website. Along with this, it enables you to track conversion rate, generate more lead for your product or service, and also, helps you gain an insight into understanding the effectiveness of your advertising campaigns.

Bringing You Closer to Your Target Audience

At this point, you understand the need of visitor statistics towards a blooming future. If you know where your target audience or niche market is, obviously you would not waste time and/or money in communicating to deaf ears. Their demographics will help you to sell your product straight to them. From visitor statistics, you can infer your market segment, what are their age group (teen or

senior citizens), social strata (wealthy or middle class), gender and also their psychological mindset.

The overall idea here is to capture the attention of your target audience and sell them your service or product at any cost. Now you know who the people to be communicated are. Gear up; customize your website content to accomplish the ideal results.

Unlock the Riches of Net

It seems obvious the reason why only a few businesses have got the iconic stature. If you do not wish to be left behind in this rat race, you absolutely must make the utmost use of the aspects of visitor's statistics to flourish your business.

Lastly, remember that visitor statistics are extremely useful assets of your business. Depending on the quality and quantity of numbers, you may consider making improvements to different aspects of your website. Observe the behavior of your visitors and use it as a weapon to gain an edge against your competitors in the market. It's a dog eat dog world on the web today. One has to have an angle, an edge, to stand out above the crowd.

CHAPTER 2 - INTRODUCTION TO GOOGLE ANALYTICS

Google Analytics has various positive aspects attached in order to facilitate the users. The utility of Google Analytics offers a host of obligating benefits and features for people from different walks of life such as advertising, blogging and marketing professionals. It is also useful for the content developers as well as the site owners.

Google offers Google Analytics as a free service. It helps in generating the detailed statistics of the visitors to the various web sites. The main target user of Google Analytics is the Webmaster, who can optimize his or her advertising campaigns with the use of its analysis of the location of the visitors and the time that they stayed on the site.

Google analytics is considered to be an obsessively directed solution because of the demands of customers. These customers have helped refine and strengthen the system by putting it through demanding tests that were conducted in real life scenarios and applications.

Features of Google Analytics

Google analytics has many features that can help your websites. Below you will find some of the more utilized aspects of the service.

- Fast Implementation: Via a simple process of merely pasting the tracking code of Google Analytics into every page of your website, the tracking can be started. It's fast, easy, and takes no technical knowledge whatsoever.

- Campaign and Keyword Comparison: You can compare and track all of your advertisements, affiliate campaigns, paid links, referrals, and keywords on the different search engines, and the email newsletters with ease, using the Google Analytics facility.

- The Custom Dashboards: The Webmaster does not have to dig through the reports any more. You can put all the required information on the custom dashboard. On a side note, this page can easily be e-mailed to others.

- Integration of Adwords: You can purchase keywords from Google Adwords and then use Google Analytics to learn how your keywords are performing. You can easily see which ones are profitable and which ones are not.

There are other features such as the E-commerce Tracking facility, Funnel Visualization, site overlay, email reports and Geo Targeting that helps in identifying the visitors to your website with the help of Google Analytics.

Benefits of Using Google Analytics

Google Analytics aids you in finding out the exact keywords required to attract the most worthy prospects to your site. It helps you find the advertising copy that attracted the maximum responses and also, tells about the content and landing pages that generate the maximum income for you.

This service is offered free of cost and hence, the money spent on marketing is saved. Google Analytics contains all the components that you can expect from other metrics based services, with one extra major benefit. It runs on the servers of one of the world's biggest Internet companies, Google, thus insuring stability and reliability. It also provides Adwords support that is tightly integrated for viewing the metrics of Adwords ROI without the need of importing the cost data and adding the keyword tracking codes.

Google Analytics is extremely easy to operate for the amateur marketers. It is a very consistent service offering duties to the high traffic sites, along with the smaller sites. Google Analytics tracks all the online campaigns ranging from keywords to emails, regardless of the referral source and search engine and is also very safe to operate on account of its privacy policy.

Google Analytics - Negative Aspects

I have been using the utility of Google Analytics for quite some time now. There are many points that are useful in it and I have even penned my thoughts on it previously in other publications. However, every manmade creation comes with some defects. It is merely human nature. Unfortunately, we are not a perfect race. As in the case of Google Analytics, there are certain contingencies that should be mentioned. Undoubtedly, Google will inevitably remove these issues, but for now they are present and should be noted.

First, the utility lacks the ability to report statistics in real time. I would definitely like to view the activities in my website as they are happening or even once every hour. The wait until tomorrow is a hard pill to swallow for anyone. If the age-old adage of, "you get what you pay for" holds any water, then I suppose this is just something we should deal with. The point to be mentioned here is that there are certain metrics services that can track site statistics in real time. One of them is pMetrics by Performancing.com. This utility provides a pro feature where you can watch your visitor's activity in real time, as they are moving from page to page in your site.

Secondly, Google Analytics lacks accuracy. I am showing leniency here as there can be variances between two statistical programs. In my opinion, Google

Analytics is very close in nature to other statistical programs. It has to be granted that something else may be wrong in the other programs, but I was concerned only after reading the post on SEOMoz concerning the accuracy problems. This seems to be a general trouble. But, as Google Analytics is a large site visited by many, this problem can prove relevant enough to the users.

Thirdly, some quarters seem to be having a concern about the provision of advertising and analytics by Google. People are of the view that Google can use the analytical data for providing good advertising relevancy. There is an argument that states that the advertisers are actually helping their competitors by giving information to Google from where it is accessible.

I do not have the expertise in this particular area to deny or confirm this. This is a general fear among the advertisers on Google. The truth of this matter is as of yet unknown. I have come across several webmasters who have put up this concern. This has to be considered by Google Analytics before people stop using it. What I mean is that, the advertisers have to feel comfortable in sharing the traffic and conversation information with Google Analytics.

The Technology and its Limitations

Google Analytics can be initiated by using a JavaScript code on every page that the Webmaster wants to track. This JavaScript loads the large files from the Web server of Google and sets the variables with the account number of the user. The interface of the Google Analytics report, then checks if this script is present on a homepage of a tracked site and warns if it is not present.

This technology has certain limitations to it. Many extensions and ad filtering programs such as the "Adblock" literally block the JavaScript. This prevents the traffic and some users from getting tracked, inevitably leading to holes in the statistical information. Some networks mask the actual locations of the users and give inaccurate geographical information.

To conclude, Google Analytics is a free service. Everything free in this world has its limitations. That said, Google Analytics is your best choice among all the other free services on the net for the various reasons mentioned above, both good and bad, and a very reliable one too. Give it a try and you won't regret your decision, especially if you are on low to No budget.

CHAPTER 3 - HOW TO SIGNUP WITH GOOGLE ANALYTICS

Okay, so you have decided to track the incoming traffic to your website and you are striving to convert more of your site visitors into clients, if not, you wouldn't have picked up a copy of this manual. You have taken a very good step. Google Analytics is actually your best companion to travel the road of netrepreneurial success. With the help of Google Analytics, you can gauge which online marketing efforts are commercially viable and also get an insight about how your visitors interact with your site.

"Free" is the Buzzword

Let me first take you straight through the process of signing-up with Google analytics. After that, I will discuss stepwise instructions on signing up. Firstly, log on to the website www.google.com/analytics. Simply by visiting this site, you can create a FREE account easily.

This is for the people who do not possess a Google Account. An account has to be created if you want to avail the advantages of this free service. Besides, with this single id, you can also take benefits of various other Google's applications, such as Google Adwords and Gmail.

Google completely takes the responsibility of providing you bulletproof security and ensures that no details are disclosed.

Now suppose you are already an Adwords user and have an account. You can extend the same account to Google Analytics. How? Simply login to your

Adwords account and you will have the facility to sign in to Google Analytics from there.

Google has directly integrated Google Analytics in your Google Adwords account. You can locate it under the new Analytics tab. Click the tab, follow the instructions and initiate tracking. With your sign-up complete let's move further.

Stepwise Instructions

1. On the Google Analytics Homepage, click on the "Sign up Now" tab. After creating your account, you will receive a unique identifier that needs to be added to your website. Through this id, you can access info pertaining to your site and update your details.
2. Subsequently, you will arrive at a webpage demanding you the URL of your website. Enter the URL of the website that you desire to monitor.
3. We suggest that you confer the site with an easy to remember account name. This is naturally a helpful tip for people who are simultaneously tracking myriad numbers of sites.
4. Next, choose the country where your website is based, perhaps you can also select for the country it serves. Now, choose the correct time zone. Obviously, I would suggest that if your site is UK based and your users are in The United States, then it would be wiser to select the US time zone. Ultimately, the reason that you are cracking your brain in signing up is to gain all information- when your users are visiting the most and at what time. It will be worth it in the long run.
5. Then click on button "Continue".
6. The next page will ask for contact details. Fill them in.
7. The next window will disclose the terms of service of Google Analytics. Read them and click yes in the agree checkbox. Always read the terms of service in any contract.
8. Finally, click on the button "Create New Account".
9. Subsequent to this, you will get a block of code from Google. It is a very important piece of code. Copy it exactly without editing in your website's HTML code.

CHAPTER 4 - HOW TO SET UP GOOGLE ANALYTICS

Google Analytics provides extensive statistics about your website traffic. It also enables the user to track multiple domains. Below I have listed a recap process of setting up Google Analytics: -

- If webmasters don't have a Google account, they can sign up for a one by going to google.com and then clicking business solutions. Then comes, the middle column where users can click on analytics.
- For users who already have a Google account, they can log in and then click on the Google Analytics link.
- Thereafter, webmasters can sign up for a Google account. Therein, an email account name and a password would be provided.
- Once that is done, webmasters can then log on to Google Analytics.
- In the Profiles section, for each of the domains that webmasters want to track, they would need to click on "Add a Website Profile" and fill in the required information. Subsequent to the domain addition, webmasters would be provided with a block of code that would be specific to that particular domain. This information needs to be copied and pasted in the website code, or sent to the web hosting firm if they have a managed service, so they can do the installation job. In case multiple sites are hosted, it is important to indicate as to which site is the code for.

The Google Analytics setup finalizes with the Webmaster pasting the piece of code in the website pages. This is offered along with complete instructions, once webmasters have registered for an account. The best part about the entire setup is that webmasters can easily share the statistics with interested parties.

Once webmasters run it, everything is packaged in a neat manner and viewed through a rectangular dashboard/browser type display. While accessing such data, webmasters will be able to find all sorts of bits and pieces opening up a window of information and opportunity on the incoming website visitors.

More Elaboration on the Google Analytics Code Block

- Login to Google analytics in a separate browser window where after logging in, the webmasters can view the main settings page.
- Alternatively, webmasters can press Ctrl+N (Command+N for Mac) to launch the login page in a separate popup window.
- When you click on the "Add Website Profile", a form is displayed.
- Thereafter, for a new domain, select "Add a Profile".
- Enter the URL of the blog or site.
- Select the time zone and the country and click finish.
- After this process, Google Analytics will provide you with a swatch of HTML – a code block to add to the pages of the webmasters site.

Checking the Work

- In order to ensure that webmasters have added the code of Google Analytics successfully to their destination site or blog, go to the Google analytics website.

- Next to the URL of the blog, it will either mention that the tracking is not installed or receiving data. In case something is amiss, the first message would be noticed. If the process was successful, then the receiving data message will be displayed.

- In case it mentions "Tracking not installed", click on the Check Status. Google will then check the blog or site for an Analytics Code Block and report to you as to whether it has been found or not. If not, then consider checking your site's code and adding the Code Block of Google Analytics once again.

CHAPTER 5 - ADDING THE ANALYTICS CODE TO A WORDPRESS BLOG

In the opinion of the majority of online business entrepreneurs, Google Analytics is the best available tool for Web analytics. It is available at no cost. Subsequent to signing in and creating the account, bloggers will be guided through the steps for setting up the first profile. It is important to copy the tracking code and then, keep it close for the next step. There are two methods involved in adding the tracking code to the WordPress Blog. The first one is by directly editing the theme source pages and the second method is through the installation of the plug-in.

Installation of Google Analytics Plug-in

There are numerous plug-in available free of cost for Wordpress and they are all easy to use and similar in nature. These include the Boakes Google Analytics Plug-in for WordPress, Google Analyticator, and OraTransplant – Ultimate Google Analytics Plug-in for WordPress, and Semiologic Google analytics plug-in for WordPress.

Below you will find the individual features: -

1. **Google Analyticator: -** The main feature of Google Analyticator is that it does the job of tracking the code on all the pages that are managed by WordPress. Additionally, it does the automatic tracking of the outbound links. Also, it does the job of providing support for the tracking of download links. It is also expandable and easy to install. For installation, simply drop the folder of Google Analyticator in the WordPress Plugins folder and then, activate the plug-in in the admin panel.

2. **Boakes Google Analytics Plug-in for Wordpress: -** The positive aspect of this program is its' outgoing links, zero coding and multiple channels. Zero coding install enables the usage of different channels for particular posts and the default tracking. It also tracks the outgoing links that are clicked on by the bloggers. These are the ones that traditionally don't register in the logs. It also has separate streams for tracking of the outbound links that are in comment author URL and the main article.

3. **Semiologic Google Analytics Plug-in: -** In order to activate this plug-in, bloggers just need to sign up with Google Analytics and then paste the script provided by Google under Google Analytics / Google under Options in admin panel. At that point the plug-in is automatically set to insert the relevant code in all pages for tracking the outgoing clicks.

4. **OraTransplant – Ultimate Google Analytics Plug-in: -** There are various features in this Plug-in. To start with, the plug-in begins with a

simple configuration screen and hides more complex configuration in the mode of advanced configuration panel.

Direct Editing of the WordPress

In this process, bloggers would require to edit the very source of the theme pages. To do this, log in to the WordPress admin tool and, select the presentation tab and the theme editor. The footer (footer.php) and the header (header.php) normally is the best place for inserting the code for Google Analytics. However, bloggers need to ensure that they insert them before the <body> tag in the footer and the <body> tag in the header based on the file on which the code was inserted. Google analytics could lag a few hours in order to show traffic.

It is very easy to use Google Analytics with blogs rather than sites because of the dynamic nature of the blogging platform.

CHAPTER 6 – THE IMPORTANCE OF GOOGLE ANALYTICS

Google Visits help in monitoring and knowing the number of visitors who have visited the Blogrepreneur.com in any given day or per month. It covers other aspects also, such as the geographical area of the visitor, their languages, surfing capacities of their computers and even type of computer they have used. Google gives you the loyalty reports that are upgraded regularly. This loyalty report helps the Webmaster to know, as to how many times a particular guest has re-visited blog or site, their interaction time with the website and what type of information they searched for each time. It also helps to locate a few "Exclusive Visitors" who visit Blogrepreneur.com. These "Exclusive Visitors" are those who search blogs thoroughly. Information about such visitors is included in the synopsis of the report.

Google Analytic Software

Google analytic software produces the comprehensive report on guests visiting, which in turn helps to improve functioning of your blog. It updates the visitors section each time when any new guest enters your site, traces their location, finds out the type of search engine they used to locate the blog or, even if he/she has directly logged on to the website. It also traces which section of blog the visitor found the required information. As the performance of the website is often compared to the more number of visitors visiting the site, Google analytics is useful to keep the trail of the same. It also makes the note of most popular pages on a blog. The generated report also includes various statistics of visits using pie-diagram and graphs.

The loyalty report generated on the visitors segment specifically concentrates on the number of people visiting the site from different parts of world using a map displayed alongside the statistics. Thus, it tells you the number of times a single visitor has visited, fresh visitor status as well as visiting of Exclusive individuals. If three guests have visited the website ten times, then Google software detects them and displays their visit as thirty times under "Exclusive Visitors".

Other Significances of Google Visit

Other Google visiting sections include Loyalty, Duration of visit, Recency and Profundity of visit. Google visit does not merely show plain average visits, but it also displays in-depth interaction of the visitor to site ratio. It showcases the amount of visitors further under first time, second time, and third time visitors and so on. It enables a Webmaster to evaluate which country people are referring from most to the blog. Thus, it helps webmasters to make amendments in ventures to enhance the site's performance.

Google Analytics - Traffic Source

Google's Traffic Source directs the web traffic to blogs or sites by adding different keywords, forwarding sites, search engines, entries through URL and advertisements. With the use of Google Analytics Tools, webmasters can get the exact traffic report of sites easily. For that purpose an individual needs to log on to **www.google.com/anaytics** and sign in. The technique is quite simple. You are required to put in a code, which can be obtained by just copying the HTML code of website and paste it at the specified place. Google then asks you to check the code. After this, you need to click on to "View Reports" to supervise and get entry into the website. After arriving on the main page, there is another segment called "Marketing Summary" which has detailed information about the keywords, sources, pop-ups, and ads related to the site.

Use of Traffic Estimator

There are two methods by which you can use the traffic estimator. The first is from your Adwords account. The second is by clicking CM (Campaign Management) tab on the tools page. The first method employs logging on to adwords.google.com. Then you will need to click 'ad faction' for the significant words that you need to add or survey. Then, click on the selected ad group. Choose the keywords tabloid and click the "Edit" tab. There is a space provided where you can type in the significant words. These typed words, or idiom, then appears on its row. Click the Traffic Estimator. This will enable you to view all the possible estimates for your words. You can also alter your CPC (Cost Per Click) bid and refresh the estimates. Finally, you have to "Save" all the corrections and

additions that you have made or, if you want, your initial settings, then click "Cancel". For more information, you can read the "Keyword Performance" lesson from Google analytics.

The Second method to enter the Traffic Estimator includes accessing the Tools page. In this case the webmaster needs to log in to adwords.google.com and hit the Tools linkage present on CM tab. Click the Traffic Estimator and add the significant words into the space provided. The words that have been entered will now appear on each row. Select the currency and enter the particular CPC bid for your estimations. Google delivers your ad in the highest position for more than 85% during the active time. You can decrease the CPC bid, in case you do not want their ad to be displayed in top for 85% of active time. After that you have to select the targeted languages of the countries, cities and areas. Finally, choose one or many targets, or target countries where your ad gets displayed. Hit the "Continue" tab to view all estimates.

Finale

The Google Traffic Estimator caters the traffic and CE (Cost Estimates) to keywords, before the Webmaster includes them in his blog. The Webmaster will also be able to assess the present keywords, which are going on in succession in the advertisement faction. To understand more about the Traffic Estimator, an individual needs to include a keyword into it. Then you will see all the possible approximations for those particular keywords, which are displayed along with search capacity, average CPC, smallest bid and cost per day. By implementing this tool, a Webmaster can project the ad posting and enhance the operation of his blog or website, depending upon various directing alternatives, CPC bidding and other relevant measures.

Google Analytics Bounce

Most webmasters are unaware of the use of the Google Analytics Bounce rates. I am fortunately amongst the few who to have been using it from the beginning. The main reason for the importance of the bounce rates for your websites is that they tell you about the people leaving your site/blog right away. They also inform you if the people actually read the different stories written by you or have merely navigated through them.

This can be explained properly by considering an instance. If the bounce rate of a concerned page is 100 percent, it means that every person that has entered the site on this particular page has viewed only this page and left the website. This is actually not what the Webmaster is trying to achieve. Every Blogger will want the visitors to stay on the blog for a longer duration of time. Bloggers expect the visitors to love the content of the blogs and want repeat visits to it.

Many webmasters get a lot of visitor traffic from different search engines. Imagine if most of the visitors are coming to 'your website' through search engines and staying on to read the articles written by you. What you will always want is to make such people stay on this particular page by catching their attention and then informing them about subscribing to your RSS feed. They are also wooed to subscribe to the newsletter or submit the stories to Social sites that are closely related to the post that they were reading.

Every Blogger will want to build a good relationship with the visitors and want them to return. This will enhance the traffic flow on the blog, resulting in more money and advertisements. This is where the Google Analytics Bounce rates help.

Using the Google Analytics Bounce

While viewing the statistics of the webpage, the exact time spent by the visitors is shown and the bounce rate can be seen for the post or page in particular. If a person is unaware of the exact things to look for, then the numbers can be useless and confusing. Regardless, the content area can filter the data and then the figures start making sense.

To explain this, consider a person who wants to weigh the bounce rates on a particular site written in the year 2007. All he or she has to do is enter the folder in the filtering box and hit the plus sign. It will then give the required data. The button of the filter is a toggle. On pressing the plus sign in green, it converts to the minus sign in red. Pressing this enables the user to find the bounce rate of each page except for the pages in the filter directory.

Thus, to summarize things, the use of the Google Analytics bounce rates can help the webmasters in ascertaining the exact percentage of the visitors leaving the site without clicking or reading the other contents mentioned in the website. This is a warning sign for the Webmaster and informs him that he has to look into this problem and rectify it.

The reports of the entrance bounce rates show you the perfect list of the URL entries to your website and assists in taking the necessary steps for its' development.

CHAPTER – 7 READING ANALYTICS STATS FOR OPTIMUM RESULTS

For starters who have just entered into the world of Google Analytics, the following needs to be done for maximizing performance: -

- **Reporting – 20 %: -** No newbie can run away from this job, regardless of how insignificant it might seem. This has to be done at all costs. However, to be on the brighter side, this is a better method of keeping in touch with reality.
- **Analysis of Acquisition Strategies – 20 %: -** It is essential for webmasters to think about what their firm or organization is doing for maximizing performance and attracting traffic to their site. It may include email marketing, affiliate marketing or SEM.
- **Understanding on-site Customer Experience – 20 %:** This includes the usage of qualitative and Click Stream methodologies for analyzing what the experience of the customer who visits the website is.

Staying Plugged into the context – 20 %

Most of the webmasters suffer mostly due to the lack of context. They either put in a corner with HBX, WebTrends, Google Analytics, and Omniture or are anticipated to produce insights that are earth shattering. Most analysts need to use 20 % of their time to simply stay plugged into what the current happenings are in the websites in terms of operational changes, in the marketing organization and also with the senior management. It needs to be remembered that Web analysis is not at all a silo. Hence, a Webmaster needs to plug into the context, so that the visitors would look at the right data and offer highly relevant insights.

Exploration of New Strategic Options - 10 %: At least 10 % of the Webmasters time needs to be spent in the experimentation of different methods in order to push the program forward. Webmasters need to think about multi channel integration, competitive intelligence analysis and testing. In the case of a "one man band", this can prove to be a difficult task. However, webmasters need to think about the minor methods in which they can convey the Web analytics, far from "Click Stream" which is about the creation of better customer experiences**.** It is also about the creation of a strategic advantage with the help of the data.

Lunch and breaks – 10 %

It needs to be realized that each Webmaster is unique and each company is also unique. Hence, they need to have proper requisite breaks also. This can also be considered to be the crucial factor in the optimization of performance.

When it comes to the interaction of complex web analytics data, the new Google Analytics Stats is a leap forward for its present users and also a new standard for the industry.

Hence, even if webmasters use HBX, Omniture, NetInsight, ClickTracks or other web analytics software pieces, they could still find tangible examples of analysis that the users can do in order to find actionable insights. In fact, webmasters can follow and then replicate them with the help of web analytics tool for maximizing the performance.

Traffic Source
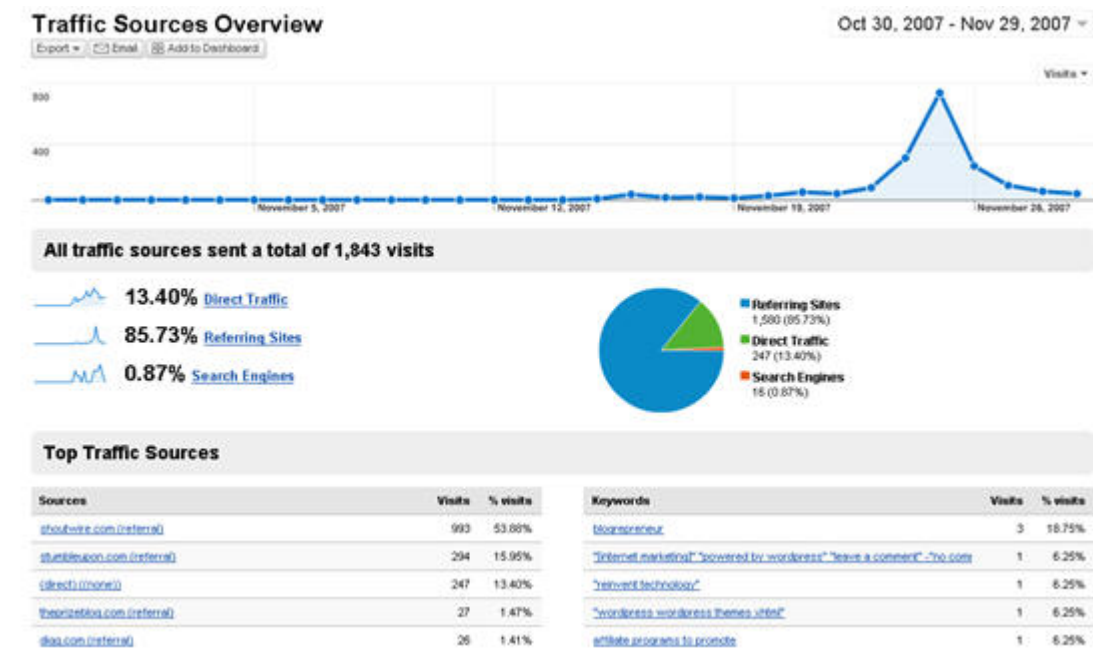
For those webmasters who get most of their traffic from the search engines, and also in case there is a site that links the pages and generates an influx, below we have the best possible methods of finding out: -

1. Webmasters can find the top 5 most accessed pages in the lower right hand corner of the Dashboard.
2. On the right hand side below the line graph, the Webmaster will find a heading that is labeled, "Landing Page Optimization." The Webmasters will need to click on the link beneath them that is labeled as "Entrance Sources."
3. Below the chart Webmasters will see a table. Here you will find a list of the places that the users had come from on that particular site.
4. At the top column to the right of the name of the source is the total count of page views that was received by the webpage from that particular source.

5. The next column would reveal how many of them were unique in nature. This would mention someone visiting the page of the website who has not visited any time before the time period reviewed by the Webmaster.
6. The other essential thing to read is the 'Time on Page". This depicts the mean time that is spent by the users from that specific source on that particular page.
7. "Bounce Rate" is another term that indicates the number of people from that particular source leaving the site after having a look on the particular page without viewing other pages.
8. The term "% Exit" indicates the number of people that traversed to the other pages of the site from that page. The number in this case would be lower than that of the "Bounce Rate" number. In case the visitors shut down their browser or close their window, it is not at all considered to be a sign of exiting from that particular site.
9. When webmasters set up some specific financial measurements in "Goals" section, these numbers would be crunched by Google to show the webmaster how much returns he or she would be getting with the help of "$ Index" column.
10. For webmasters who would like to seek information on other web pages, they need to click on the "Content" menu situated on the right and then click on the "Content by title" menu. Now, the Webmaster can go through all of the content in order to learn information about each page.
11. Webmasters can return to the main dashboard by clicking on the word "Dashboard" in the upper-left corner.

Site Performance

1. Click on "Visitors".
2. Beneath the main chart to the left, webmasters will see a number of statistical breakouts.
3. A click on either word would give a bar-chart breakout of the day-to-day performance of that particular site.
4. Hour-by-Hour trends are also available.
5. In order to compare the site visits of two different time periods, click on "Compare to Past" and "Apply Range" button.

Linking your Google Adwords account and Google Analytics allows you to get detailed information regarding the Adwords campaign response by your potential visitors to your website. If you want to get the best value for your PPC campaigns, you have to build keywords and strategy around the information you harness from real visitors and Google Analytics can help you achieve that.

Regardless, to get the real value and also to get the two accounts to interact properly with each other is little more complicated. It is important that you do this properly for optimum results. Sadly, there are too many who are not even aware of this feature.

Linking the Two Accounts

To link Google Adwords and Analytics, the users need to have active accounts at Google Adwords and Analytics. The users are requested to do the needful, before proceeding to the further steps. The steps that link the two accounts are mentioned below.

- The users have to log into Google Adwords and then, click to get into the preference tab.
- The users have to then select the option of "I already have an account of Google Analytics".

- Then, select the website to be linked up from the existing accounts of Google.
- Next, you have to check mark the boxes that need to be retained.
- Then, click the Link account.

This is all that is required to link Google Adwords with Google Analytics. Simple, yet complicated.

Some Tips to verify the Proper Workings

Given below are some tips by which the users can check the proper working status of the two accounts.

Enabling the auto-tagging option:

If you intend to track an advertising campaign present in Google Analytics, then you have to tag all the ads manually. These tags include up to five different variables for the purpose of capturing the details in the utility of Google Analytics.

The benefit of linking the two accounts of Google Analytics and Adwords is that all of your Adwords campaigns get tagged automatically. This saves valuable money and time. For doing this, the option of auto tagging has to be enabled first. To enable this option, the following steps have to be completed:

- Click on the tab of My Account and then, select the option "Account preferences".
- In the section for tracking, make sure that the field of Auto-tagging is selected as Yes.

Watch the Time zones:

The time zones present in Google Adwords take priority over Analytics. Thus, if the linking of the accounts is done and the time zones are differently set, then this will override the settings of Analytics and will skew the times on the reports. Care must be taken to set the perfect time zones while linking the two accounts.

Isolate the traffic on Adwords:

For analyzing the visitors on Adwords in one profile of the Analytics account, a new profile has to be created on the website and set to include only the visitors of Adwords. The Auto-Tagging option has to be on for this to work.

CHAPTER 9 - OPTIMIZING PPC ADVERTISING WITH GOOGLE ANALYTICS

Google Analytics helps in the optimization of PPC advertising by letting the webmasters know about the number of people that might have used that particular keyword and the number of clicks per keyword through which visitors had come to the blog or site. Google Analytics does the job of tracking the online PPC advertising campaigns by employing a combination of five basic marketing dimensions. These are the medium, the source, the content, the term, and the campaign.

In regards to source, every web site referral has a source or an origin. AOL search engine, the name of a newsletter, the name of a referring web site and the Google Search engine are some typical examples. The source, in turn, is qualified by the medium. Together, the medium and the source provide particular information about the origin of the referral. For instance, in a Google Search Engine the medium could either be an advertiser paid "cost-per-click" or "organic" that indicates a link to the results in unpaid search engines. Print and "email" are the typical instances of medium. "Keyword" is the phrase or a word that is typed by the user into the search engine. The content dimension describes the advertisement version on which the visitor clicked. This is mainly used in content (A/B) testing and content-targeted advertising for determining as to which advertisement version would be most effective for attracting profitable leads. The main factor of differentiation when it comes to campaign dimension is the slogan campaigns or the product promotions.

More about Google Analytics

Google Analytics is an extremely useful tool when it comes to the development and improvement of e-commerce and other miscellaneous websites. It offers a good quantum of data that would help in the long run for website improvement. The more time webmasters spend on Google Analytics, the more they would come to a realization that the data included in these reports is hardly touched.

Google Analytics is a powerful and effective tool when it comes to the following: -

- Equating the "Returns on Investment" between various campaigns of PPC.
- Equating the "Returns on Investment" between SEO and PPC campaigns.
- Google Analytics also helps in determining which pages would be most useful to visitors. It does this by calculating the conversion rate and the time spent on a particular page.
- It also does the analysis of goal conversions.
- It determines the parameters of web design. For instance, browser type and screen size.
- It also determines the loyalty of visitors by maintaining figures of returning and the data of the new visitors.

It is not simple to gather the data available on Google Analytics and then make suggestions before beginning to enforce such changes for producing a sort of positive influence on the variable that the webmaster would like to improve. Google Analytics saves a considerable amount of time for the webmaster while optimizing the websites. In short, Google analytics is the best option when it comes to the optimization of PPC advertising.


Detection of Click frauds

Out of all the clicks noticed in the network, Google Analytics is able to filter out large amounts of invalid checks before reports are served. Webmasters, however, would notice some small amounts of "click fraud" which falls outside the category of invalid click filters of Google. This small amount often represents the click fraud that is detected by other click fraud companies. With proper analysis, it is observed that the percentage of click fraud that escapes the detection systems and rigorous filters is roughly around 1-2 %.

Method of Click Fraud Detection by Google Analytics

Google utilizes as much as four layers of click fraud detection. The initial layer is purely automatic in nature, and is normally used for filtering clicks. This filter has the capability of detecting invalid checks in an extremely short time. The second and the third layers are mostly aimed in filtering only the clicks of Google Analytics.

This second layer is what is known as "The flagging system." It is an automatic process of removing any sort of invalid clicks from the Google network system.

The third method of filtering is the process of "manual review" in which more than two dozen employees of Google do the job of manually removing and reviewing any form of suspicious clicks.
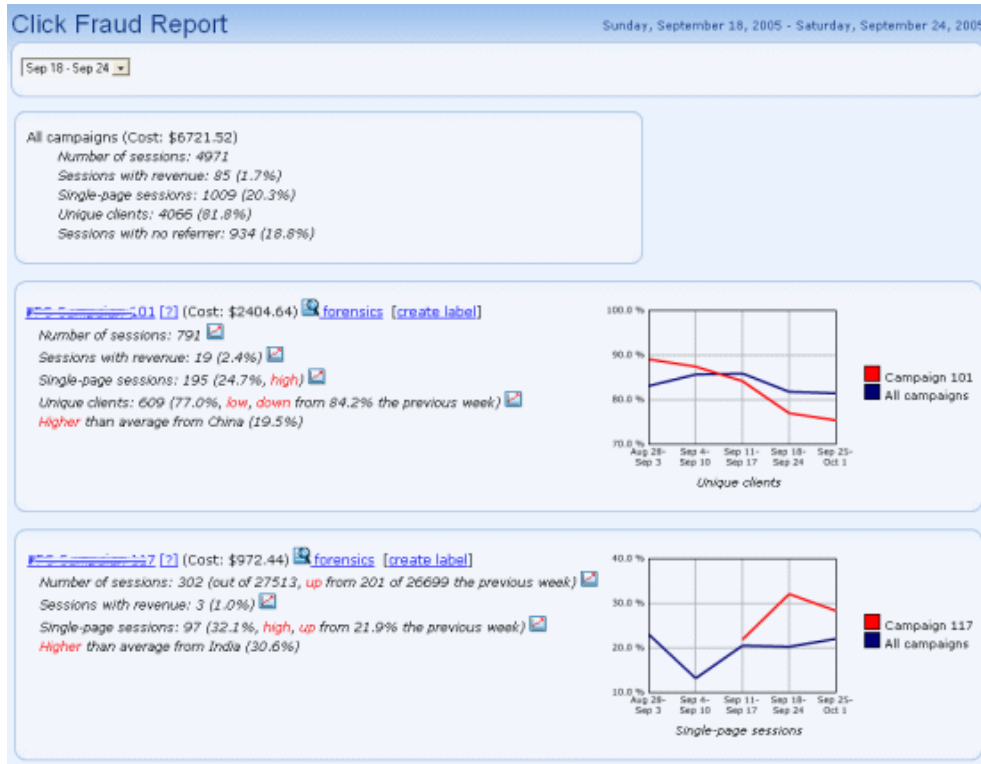
The main goal of Google is to have its' first three filtering layers identify all the fraudulent and invalid clicks. Some clicks that escape the filters have resulted in the increase of concerns and have bred the growth of numerous click fraud detection firms. The fourth and the final layer of click fraud detection of Google fall to such detection companies and advertisers. This is what is known as "requested investigations."

In its' efforts to share more information, Google is expected to become more transparent. Currently, Google has managed to track more than 98 % of all invalid clicks. With newer technologies, it is expected that in the near future, Google will be able to track down all invalid and fraudulent clicks.

Role of Other firms in Detecting Click Fraud

"Click Tracks", the web analytics company has managed to become a leader in the fight against 'click fraud' by introducing an analysis for the click fraud campaign that is directly built into its analytics framework. It analyzes campaigns that appear to have suspicious or unnecessary visits that would help the client make an appeal for click fraud. It also doesn't particularly identify the IP address or suspicious persons; because it believes that doing such things are not really going to make the clients get their money back. It takes the help of comparison metrics in its analysis. This includes the revenue conversion rate, the number of sessions, the total campaign cost, number of IP addresses and number of clicks from a particular nation, to name just a few.

Indirectly, firms such as "Click Tracks" keep a check on unwanted and fraudulent clicks. This is how Google Analytics and other firms are strictly monitoring any click misuse.

CHAPTER 10 - GEO TARGETING USING GOOGLE ANALYTICS

Geo targeting is another prominent feature of Google Analytics. It helps to focus on targeted countries where most visitors are referring to your Blog or site from. It enables all the webmasters to find quality visitors from different countries, cities and areas in which they are located. This chapter gives you the complete information, by which you can excel in your web ventures and increase the quality visitor's flow from different countries. Webmasters having global business need to select one or many countries in Google analytics interface, to target a wider range of visitors. Next, choosing the region and cities is important if your blog or site caters to certain geo areas. To target the local visitors, you need to include region names such as California to your campaign. This will help you in finding and attracting business.

Quality Visitors

For locating quality visitors, webmasters can employ Google Adwords to create an ad with multi- byte characters, which is mostly seen in languages of East Asian countries. Nevertheless, you have to be extra careful while using such special characters. To start with, sign-in to Adwords account. Click the keyword link situated near "Create a new campaign". Give a name to your campaign and advertisement. Select the languages you desire to target. To target more quality visitors, you can set up to 40 different languages. Customize the target by adding territory names and city names in "Target customers by location" and conclude your campaign.

Targeting the international countries using geo targeting ensures that you focus on many locations at the same time. Webmasters can manage their ad facet using Google Adwords and also manage their keywords. It has to be appealing to targeted visitors. English is universal language; hence maintaining the blog or site in such a language is always beneficial to reach out to huge audiences. For currently running campaigns, webmasters can adopt the same method of signing in, but you need to click on to "Edit Settings". Here you have to choose languages and locations. Click "OK" after receiving a pop-up. Next, hit the "Change" linkage and again "OK".

Choose the new location alternatives and click "Continue" to include other features. This helps the webmasters to locate large numbers of visitors speaking different languages, which are then directed to your website. Google Adwords is the best way to reach out to many users during the active time if a webmaster is based in foreign lands.

Specific Countries Targeting

With the use of the customized settings of geo targeting, a webmaster can target those people who mostly refer to blog articles. For instance, many western

countries use blog articles to stay informed about current affairs and news. Tapping into this, the blogger can direct such audiences to his/her sites by using customized settings. In this case, you need to choose a place on the map or make a polygonal or any structure on the map by selecting different latitude and longitude points. Then, simply enter the name of street (for US and Canada) or cities (other countries) and select the distance (miles) forming a radius of the circle. You can also choose a point on the map and drag the referral map to your ad location. It gets converted to the exact longitude and latitude. It then coordinates and helps to locate the visitors from this specified area only.

Google Analytics-Duration Of Visit

Google analytics determines the duration of visits by visitors to any blog or site. It captures the extent of time by tracking the lapsed time while viewing the web pages. The recording of a moment during every session is calculated by subtracting the final activity of the pages from the initial activity. Since no succeeding pages are left after viewing the last page, the activity of the last page is not registered. If your blog has only one page then the length is determined by categorizing them in zero till ten seconds period. In simple words duration of visits is just the length of time recorded when a guest makes the first click and the last click on your webpage.

Factors Considered By Google Analytics

These few factors that Google takes into account while tracking down the time makes it the most preferred analytical software. These factors are mentioned below:

1. Average viewing time: It is the total time utilized by the visitor on a blog or site divided by the sum of number of web pages that have been tracked. S.E (Single Event) visits are not considered in this data.

2. Spot time: This procedure is used to track all "Quality Visitors". If particular visitors are spending a long duration, then it means they are going expansively through your blog. These are the quality visitors. This factor is at times ambiguous because some visitors habitually keep the web browser open even though they are not viewing the Blog or site.

3. Visitor Behavior: It is based upon how long and often a visitor visits your site. Time noted by the analytic software is recorded in "Average time on site" which is displayed on the blog. It also includes depth of visits, which determines the extent of stay.

4. Average Days: It includes average of the sum of days between the first visits till day when the guest visited it for the last time divided by sum of all visits.

5. Exit page viewing: This constitutes the amount of time spent on the page last visited by the guest if he/she is not online and real time while they were online. If a visitor is not active for more than thirty seconds, their continued activity is considered as new activity.

Benefits Of Knowing The Duration

All webmasters need to know the basics of time length spent by visitors while viewing their blog or site. This helps them to manage their website more efficiently. You can accordingly make amends in your site from time to time. To enhance the length of stats you have to gather as much information as possible to meet your goals. It really does aid in attracting the visitors to your website. Google Analytics is a multipurpose tool, which enables you to learn about the duration spent by the visitors on your blog or site more accurately than ever.

CHAPTER 11 – OPTIMIZING YOUR AFFILIATE MARKETING CAMPAIGNS

Google Analytics is a web analytics application that is offered free by Google. It has quickly become the most frequently used analytics tool of the web. Google analytics is extremely useful for tracking the activities of Affiliate marketing. It not only tracks the activities, but also aids in identifying the conversion events that are created by your Affiliate marketing campaigns.

For doing this tracking, it is necessary that Google Analytics be properly configured. This can be accomplished by following these steps: -

- Tag all your links of advertising.
- Create goals in the utility of Google Analytics.

Things That Can Be Tracked Using Google Analytics

Before understanding the method of tracking Affiliate marketing using Google Analytics, you have to understand what exactly can be tracked. Using Google Analytics you can track in all five attributes of the campaign of Affiliate marketing. Each of these attributes will help you in understanding about the things that are working and the things that are not working for the concerned campaign. These insights will provide you with the adjustment decision that needs to be taken for the betterment of the campaign. The five aspects of Affiliate marketing are listed below.

- The Campaign: This is the highest level of the activity of Affiliate marketing.
- The Medium: These are the mechanics used for pushing the messages to the prospective customers.
- The Source: This identifies precisely who had delivered the message to the customers and helps in the better understanding of the median.
- The Term: This is used only for the tracking searches that are paid and identifies the keywords given by the visitors in their various searches.
- The Content: This is an optional attribute that stores the data regarding the ads the visitors have clicked on.

Link Tagging

As the attributes that can be tracked are known, it becomes important to understand the exact method of doing it. As mentioned earlier, one of the methods of doing this is Link Tagging. This method involves the addition of string parameters of the query, with the URL destinations that are used in marketing campaigns.

The source of the URL is not a concern here. Google Analytics identifies the exact ads that the visitors have clicked on if the pertinent query string parameter

is added to the URL. Once this is done, Google Analytics stores the necessary information regarding the visitor response on the cookie of the visitor machine. Once the publishing of the tagged links is done, Google Analytics starts collecting the information.

The Goals

The creation of goals is another important step for tracking the success of the Affiliate marketing campaign. These goals are the outcomes required by us that should be fulfilled. Measuring the outcome is extremely vital to analytics and the evaluation of the performance of the campaign.

In Google Analytics, goals are nothing more than page views. The identification of the page on the website indicates that the desired outcome has been reached by the visitor and a new goal needs to be set. Goals can be set by navigating to the option of goal setting of a specified profile and pasting the URL in the field of the Goal URL.

CHAPTER 12 – SUMMARY AND FINAL THOUGHTS

This is the overview of the utility, of the most preferred option given to the users by Google. Google firstly gave you a pretty good search engine. After that, it gave you two gigabytes of server space of emails for free. It has now given you one of its very important and high quality analytics systems to be used on the web called Google analytics and that too is completely free.

For a very long time the markets were divided into companies, which were able to afford good systems of tracking. In those times the yearly average fee was about 40,000 dollars and the organizations that were not able to afford this fell to the roadside. Now, with the launch of Google Analytics, there is little need for using the paid tools at the down end of the markets, as this utility is offered free to all.

After the inception of the pay per click method in the industry of Internet marketing, Google Analytics is the best possible thing to happen. It can be a valuable resourceful utility for everyone. Google Analytics is not only free, but it has various other features that are rich and it is a very powerful tool.

There are a lot of things that can be quoted about the utility of Google Analytics. Given below are some of the reasons that the webmasters can consider and start using Google Analytics.

- Google Analytics possesses the power and respite, which was provided by Urchin.
- The webmasters can benefit from the virtually unlimited page views, hits, and the logged visitors to their sites through Google Analytics. This results in a more quality based reporting pattern.
- It helps in integrating with Adwords that has the ability of doing the ROI on the investment reporting.
- While some, at first glance, may consider the power of Google Analytics overwhelming, the introductory reports offer a chance of learning more.
- No other statistics program on the web can offer the power that is present in Google Analytics.

Some facts about Google Analytics

The work done by Google Analytics requires appreciation. However, it is a proven fact that, the system of Google Analytics is unable to display all the information in most of the reports. It has the tendency of lumping items into the "other" category. The making of this category does not have nearly enough visibility.

Additionally, the complete list of keywords does not exist. People will want all the keywords to be seen on their websites. They will also want to know about the search engine that was used to perform the search.

But all said and done, Google analytics being a free service, is very appealing to the webmasters. It is easy to assemble the statistics tool, which provides tremendous amounts of information regarding the visitors. All in all, Google Analytics is a must-have tool to any owner of a website.