

Question:

How do I use Google Analytics?

Answer:

Google Analytics is a powerful tool for monitoring all aspects of your websites traffic, from referral's to search engine activity. And like any application designed to do so much, Google Analytics comes with a rather steep learning curve, which can be intimidating at first. This FAQ is designed to ease you into the application and teach you how to use the basics of Google Analytics.

When you purchase a website through our company it normally comes with Google Analytics as standard, I you do not have the password or user name contact us through the website.

Stage 1: Getting Started

1. Log into Google Analytics using the login details we supplied to you along with the website information.
2. In the centre of the page is a section titled **Website Profiles**. Click on the **View Report** link to the right of the name of the site you are interested in. This will bring you to the Dashboard.

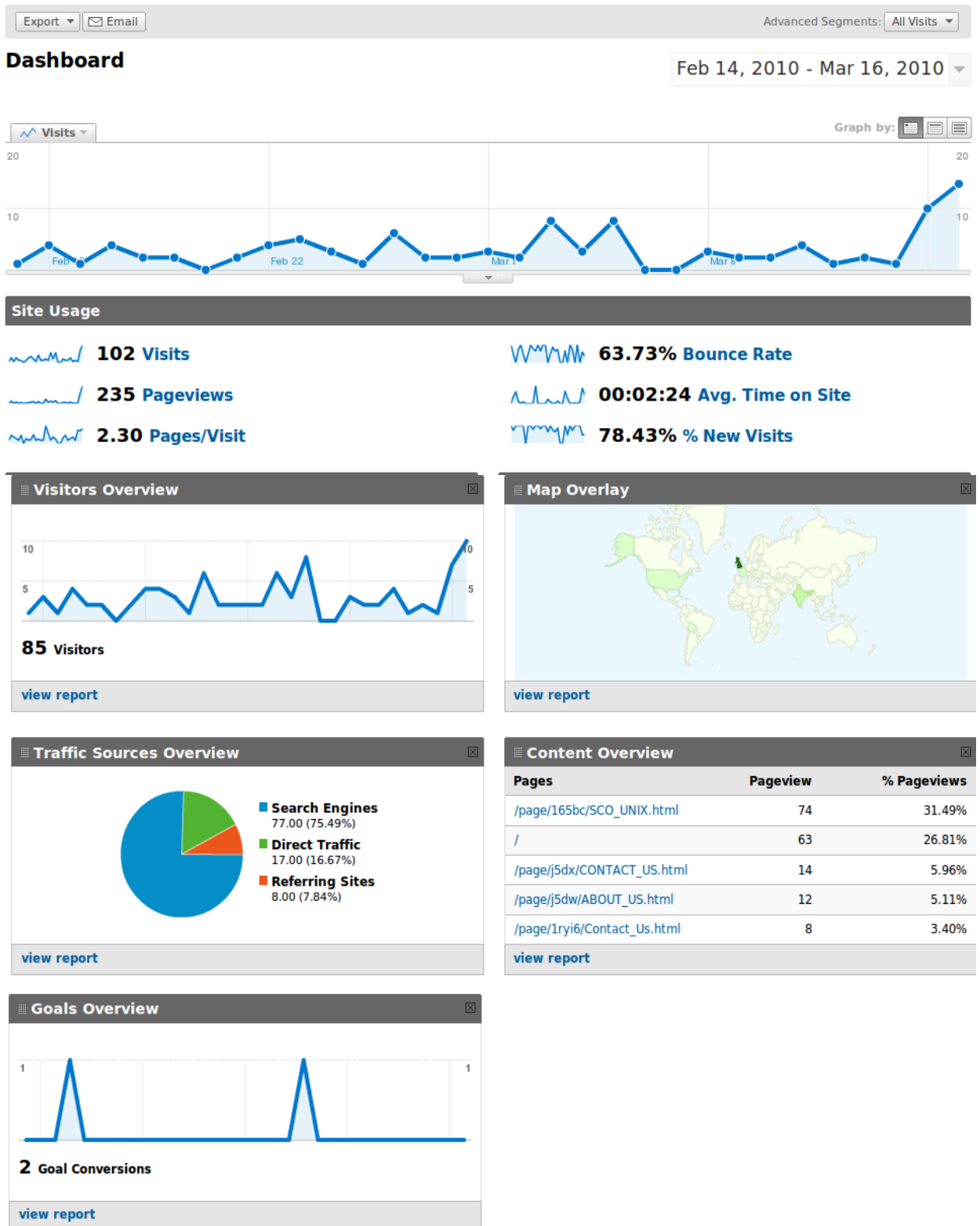
[Overview](#) » the internet marketing company

Feb 14, 2010 - Mar 16, 2010

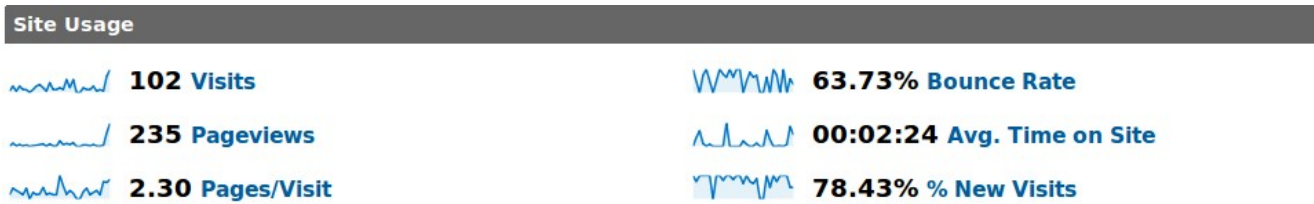
Comparing to: Jan 14, 2010 - Feb 13, 2010

All		Starred		Day		Week		Month		Year	
Website Profiles											
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits	% Change	Actions		
http://www.b-systems.co.uk UA-799551-17											
☆ www.scounix.co.uk	View report	✓	102	00:02:23	63.73%	2	↑ 12.09%				
Find profile:		<input type="text"/>		Show rows:		10		1 of 1			

- This page contains a lot of charts to help you understand what is happening with your site. At the top of the page is a chart that gives a chart showing the traffic (people browsing the web) that has come to your site over the past month. You can alter the time scale by clicking on the arrow next to the dates, or by clicking one of the three boxes over the right hand side of the graph.



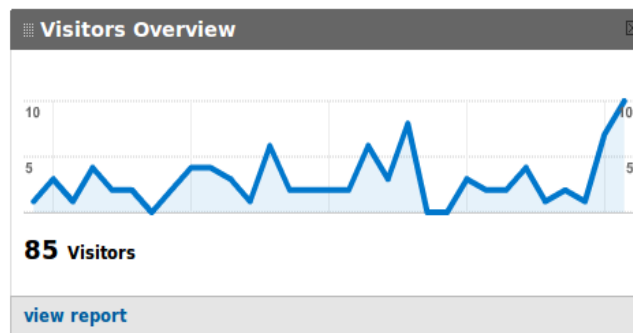
4. Underneath the chart, you'll see a header that says **Site Usage**, with six small charts underneath. Here you will find quick information on various site traffic statistics for the time period that is shown in the main chart.



The different types of charts shown are

- Visits – tells you how many people visited your website..
- Page views – tells you how many times the pages on your site have been viewed.
- Pages/visit – tells how many pages, on average, people viewed when they come to your site.
- Bounce Rate – what percentage of people left after seeing just one page on your site.
- Avg. Time on Site – shows how any long each person spent on the site.
- New Visits – shows the percentage of people have not visited your site before.

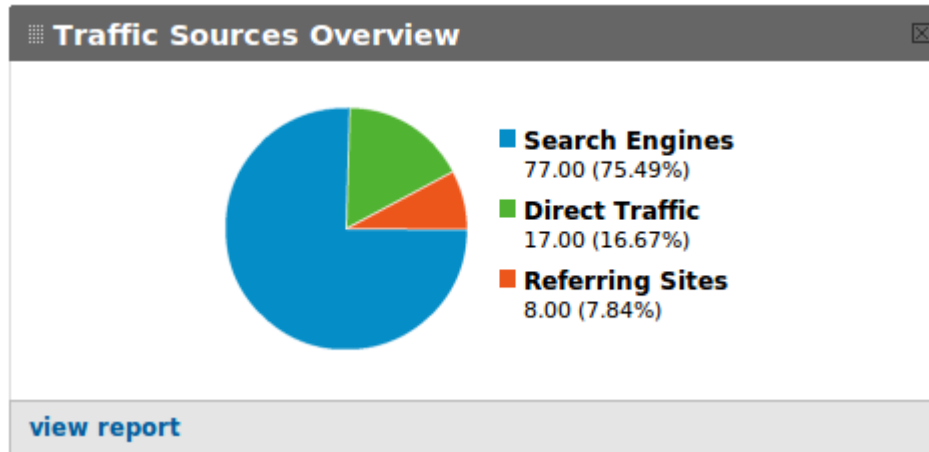
5. **The Visitors Overview** graph shows how many visitors have come to your site. This number is usually lower than the Visits statistic, sometimes a lot lower don't let this discourage you, because some visitors may visit your site over and over again. Click on **View Report** to view more detailed information about your visitors.



6. **Map Overlay** displays what countries your visitors are coming from. The darker the green, the more visitors come from that country. Click **View Report** to get in-depth information on where your visitors come from.



7. **Traffic Sources Overview** shows which percentage of users are getting to your site by typing your URL directly into their browser, and via search engines, referring sites, and other avenues such as emailed links. Click on **View Report** to get breakdowns of exactly what places your users are coming from, and what keywords they're looking for.



By using the view report you can see the different method by which people come to your website and what keywords are the best for bringing people to your website. The different methods of getting to your site are shown below:

CPC (aka google adwords) – this is the paid for link usually seen on the right hand side of a google search.

Organic – this is the natural search google makes and displays on the left hand side of the screen.

Direct – people typed in you domain address i.e. www.example.co.uk and came straight to your sight.

Top Traffic Sources

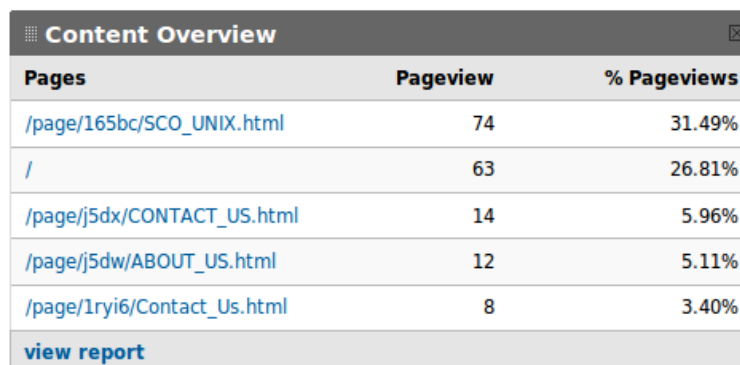
Sources	Visits	% visits
google (cpc)	51	50.00%
google (organic)	24	23.53%
(direct) ((none))	17	16.67%
mail.google.com (referral)	3	2.94%
newmarketbusinessassociation.co.uk	2	1.96%

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Keywords	Visits	% visits
(not set)	51	66.23%
bsystems	7	9.09%
sco unix	4	5.19%
sco resellers uk	2	2.60%
site:http://www.scounix.co.uk	2	2.60%

[view full report](#)

8. **Content Overview** specifies the top five most viewed pages over the time period you're looking at. Click on the name of any page to get extremely detailed information about where the people viewing that page came from, how long they spent on the page, how many of them were new to the page, and a lot more. Click on **View Report** to get access to information about the performance of all pages on the site.



Pages	Pageview	% Pageviews
/page/165bc/SCO_UNIX.html	74	31.49%
/	63	26.81%
/page/j5dx/CONTACT_US.html	14	5.96%
/page/j5dw/ABOUT_US.html	12	5.11%
/page/1ryi6/Contact_Us.html	8	3.40%

[view report](#)