

Google Analytics Guide

We're excited that you're implementing Google Analytics to help you make the most of your website and convert more visitors.

This deck will go through how to create and configure your account, connect your site to Analytics to begin tracking visitors, create goals so you can see how your visitors are converting into subscriptions, donations, and revenue, and enable e-commerce tracking for those of you with stores within your site.

At the end, there is a section devoted to additional resources that you can use to get more information, have your additional questions answered, talk with other Analytics users online, and learn about optimizing for Analytics. There is also a glossary at the end for all the new Analytics terms you'll learn.

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Create a Google Analytics Account

The screenshot shows the Google AdWords interface with the 'Analytics' tab selected. The page title is 'Create a Google Analytics Account'. Below the title, there's a navigation bar with 'Campaign Management', 'Reporting', 'Analytics', and 'My Account'. The 'Analytics' section is active, showing a 'Getting Started' header. The main content area explains the benefits of Google Analytics, such as improving site performance and increasing marketing ROI. It includes a 'Sign up now, it's easy - and free!' call to action. On the right, there's a 'Common User Questions' section with links to FAQs. At the bottom, there's a 'Steps to get Google Analytics' section with a progress indicator showing step 2, 'Enter your website information for Google Analytics', as the current step. A 'Continue' button is visible next to step 2. Below the steps, there's a link for users who 'Already have a Google Analytics account'.

Google
AdWords

Campaign Management Reporting Analytics My Account

Getting Started

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!

Steps to get Google Analytics [2]

1. You now have a free Google Account.
2. Enter your website information for Google Analytics.
Continue

Already have a Google Analytics account?

Common User Questions

- What is the difference between AdWords conversion tracking and Google Analytics?
- How does Google Analytics help my AdWords account?
- How much does Google Analytics cost?
- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

- To begin creating your Analytics account, first log in to your AdWords account (<https://adwords.google.com>) and click on the **Analytics** tab
- Then click on the **Continue** button to enter your website information

Create a Google Analytics Account

Google

AdWords Campaign Manager Reports Analytics My Account

Analytics Settings | View Reports [Click to select Website Profile](#)

Tracking for your website has not yet been validated. Click 'Check Status' to validate whether or not you have added tracking correctly to your website's home page. Clicking the 'Check Status' will also provide instructions for adding tracking to your website.

[Check Status](#)

Analytics Settings
From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles [Add Website Profile](#)

«[First](#) 1 - 1 / 1 [Next](#)» Show 10 [25](#) Search

Name	Reports	Settings	Delete	Status
1. www.yoursite.com	View Reports	Edit	Delete	Tracking Unknown - Check Status Conversion Goals (0)

To track another website with Analytics, click the 'Add Website Profile' link.

Users Manager [Add New User](#)

Number of Users: 1. Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

Filter Manager [Add New Filter](#)

Number of Filters: 0. Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports, and more. [Learn more.](#)

- Helpful Links**
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
 - [I'm not seeing any data in my reports.](#)
 - [What is a website profile, and what can I do with it?](#)
 - [How do I track a new website?](#)
 - [Can I add more than 50 profiles?](#)
 - [How do I set up goals?](#)
 - [What is a filter?](#)
 - [How can I exclude my internal traffic from my reports?](#)

This is how your account will look after creating your account in AdWords.

Once you've added the Analytics code to your website, the pink box at the top with the tracking warning will disappear.

Configure Your Profile

Profile Settings:

Retaining Data (Data Retention)

Main Website Profile Information

Website URL:
 Default page:
 Time zone, country or territory: United States
 Time zone: (GMT-08:00) Pacific Time
 Exclude URL, Query Parameters:
 E-Commerce Website: No
 Currency: US Dollars (USD \$)
 Report dashboards: Executive, Marketer, Webmaster
 Report categories: Marketing Optimization, Content Optimization

Conversion Goals and Funnels

Select up to 4 conversion goals for this profile, and define the funnel pages leading up to each goal.

Goal Name	URL	Active Goal	Settings
G1	Comments	On	Edit
G2	(Goal not configured)	On	Edit
G3	(Goal not configured)	On	Edit
G4	(Goal not configured)	On	Edit

Filters Applied to Profile

Filter Name	Filter Type	Settings	Remove
1	Exclude	Edit	Remove

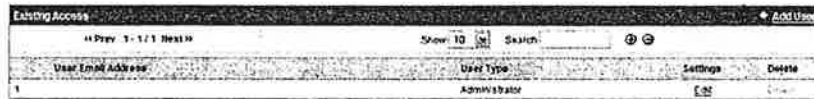
Users with Access to Profile

User Email Address	Full Name	User Type	Settings	Report Access	Remove
1		Administrative	Edit	Full Access	Remove

Please note that Account Administrators have access to all reports and profiles in your account. To remove an Account Administrator's access, you must delete the user from the Access Manager.

Under the **Profile Settings** header, click **Edit** again and fill in your information.

Grant Access to Other Users



The screenshot shows a web interface titled "Existing Access". At the top, there are navigation links: "Prev", "1 - 1 / 1", and "Next". To the right, there is a "Show: 10" dropdown and a "Search:" input field. In the top right corner, there is a link that says "Add User". Below this is a table with the following columns: "User Email Address", "User Type", "Settings", and "Delete". The table contains one row with the following data: "1" in the first column, "Administrate" in the second column, and "Edit" in the third column. The "Delete" column is empty for this row.

User Email Address	User Type	Settings	Delete
1	Administrate	Edit	

For those of you who work with other people to manage your website, you may want to grant them access to your Analytics account so they can view reports and get detailed information about your site's performance. Google Analytics provides the ability to add any number of users to your account, and to grant varying levels of access to your reports. Access to particular reports and domains is configured through a combination of profile access and report dashboards and categories.

To grant access to another user:

- Make sure that they already have a free Google Account
- Then go to the **Analytics** tab within your AdWords account and click on the **Access Manager**
- From the **Access Manager**, click **Add User**

Add Tracking Code to Your Website

Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports.

Website Profiles					+ Add Website Profile
« Prev 1 - 2 / 2 Next »		Show <input type="text" value="10"/>	Search <input type="text"/>		
Name	Reports	Settings	Delete	Status	
1. Plastic Surgeon	View Reports	Edit	Delete	ⓘ Tracking Unknown - Check Status Ⓢ Conversion Goals (0)	
2. PremDerm	View Reports	Edit	Delete	✓ Receiving Data ✓ Conversion Goals (1)	

Adding the Analytics tracking code to your website is the key to getting your reports rolling. This is how Analytics and your website talk to one another and interpret information about visits to your site.

To get the tracking code from Analytics:

- Click the **Check Status** link to the right of the profile to get the tracking code
 - Any site that hasn't been configured yet will say **Tracking Unknown** until you add the code to your website



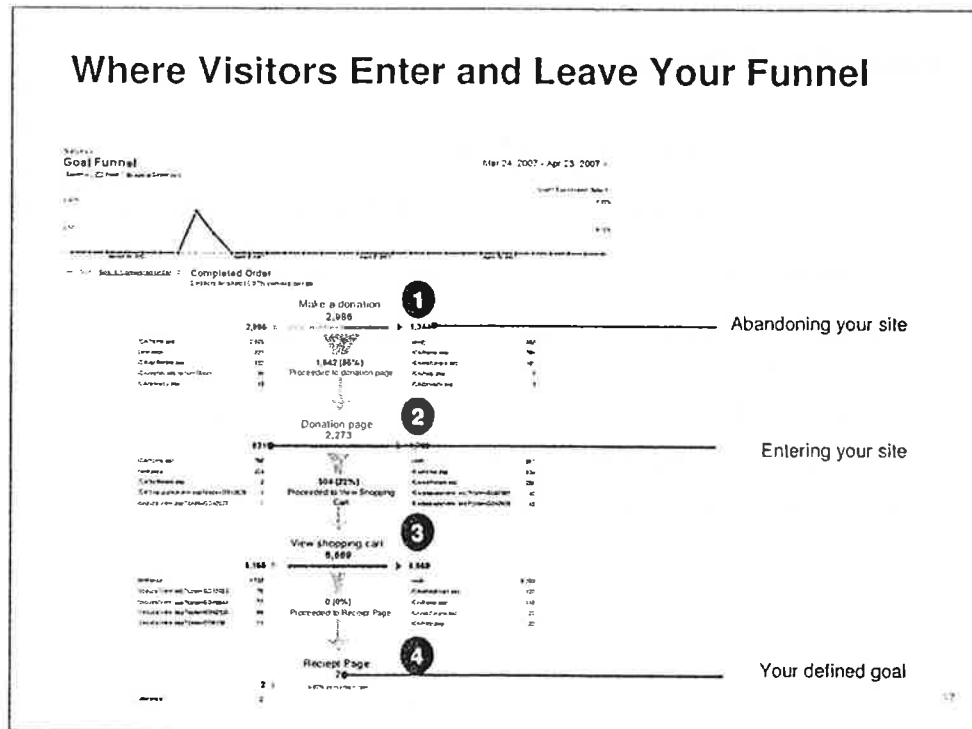
Create Goals & Funnels

At this point, you've set up your account and installed the tracking code on every page of your web site so that Analytics can start gathering data on your site. After just 24 hours, you'll be able to login to your Analytics account in AdWords and see results about your visitors!

But, that's not enough. You want to be able to see all the nitty gritty details on what these visitors are doing on your site: where they come from on the web, where they go when they leave your site, whether they buy something from your site, make a donation, or sign up for a newsletter or an alert. There are more than 80 reports you can pull about the performance of your site, right down to the city the visitors are in when they come to your site.

But first, we have to find out what your specific goals are. In this section, we'll go over how to define the goals for your site, pick the ones most beneficial to you, actually set up a goal and then go into some advanced goal configuration that you can use if/when it's right for your site.

Where Visitors Enter and Leave Your Funnel



The path to your goal is called a Funnel Path. Technically speaking, a Funnel Path is a series of pages through which a visitor is expected to pass before reaching the conversion goal.

The Funnel Path is like a video game where the player has to pass through specific doors to reach the prize at the end. In this case, you just need to identify which doors, or pages in your site, the visitor has to go through (visit) to get the prize (your goal of a donation, volunteer, newsletter sign up, etc) at the end.

So, a visitor might come to your homepage through an AdWords ad and click on the "Make a Donation" link, then go to your donation page, choose an amount to donate, go through the buying process, and get your goal (or receipt) page to complete the Funnel Path.

In the **Goal Funnel Report**, the middle column of green funnels represent the steps in one of your Funnel Paths, or the pages within your site on the way to your receipt or goal page. Overlaid on each green funnel step is the percentage and number of visitors still in the funnel at each step.

On the right are the visitors who left the funnel (pages within your site) and where they went, whether they left your site and went somewhere else on the web or somewhere else on your site.

Shown at left are the **Entrance Points**, points from which visitors arrive to the funnel. Again these might be places on your site or other sites on the web.

This report can help you answer questions like:

- Where in the Funnel Path do people tend to leave?
- What is turning them away? Are there design elements that don't work here?
- Which funnel paths convert the best?

Figuring out these details can help you focus your efforts on the best performing funnel paths and get you the most conversions. That could mean more donations, volunteers, sign-ups or downloads for your organization.

How to Set Up Goals

Analytics Settings

From this page you can manage your website profiles, create custom or predefined filters, and control access to your Analytics reports

Name	Reports	Settings	Delete	Status
1 Plastic Surgeon	View Reports	Edit	Delete	⊗ Tracking Unknown - Check Status ⊗ Conversion Goals (0)
2 PremDerm	View Reports	Edit	Delete	✓ Receiving Data ✓ Conversion Goals (1)

Before Google Analytics can give you reports about a goal, you must define the goal within your account. You can create up to four goals in each Google Analytics profile.

To set up your goals:

- Click the **Analytics** tab in your AdWords account
- Click the **Edit** link under **Settings** next to the profile for which you want to create a goal

Setting Up Goals – Goal Information

Campaign Management Reports **Analytics** My Account

[Analytics Settings](#) | [View Reports](#) [Click to select Website Profile](#)

[Analytics Settings](#) > [Profile Settings](#) > [Goal Settings](#)

Goal Settings: G1

Enter Goal Information

Goal URL:


Goal name:
Goal name will appear in Conversion reports


Active Goal: ☒ On ☐ Off


- In the **Goal URL** field, type the web address that marks a successful conversion when reached. This might be your receipt "Thank You" page or subscription confirmation page.
 - Make sure to specify the full URL, including the "http://" prefix
- In the **Goal name** field, give the goal a name as you want it to appear in your Goal and Funnel reports. The name should be one you will easily recognize; for example, "Volunteer Sign-Up," "Newsletter Sign-Up," "Donation," etc.
- Then choose whether to activate the goal. Turn the goal **On** or **Off** depending on whether you want Google to track this conversion goal at that time. Generally, you'll want to set the **Active Goal** selection to **On**.


Additional Settings

Additional settings

Case sensitive ☐  Ex: home.htm vs. Home.htm
URLs entered above must exactly match the capitalization of visited URLs

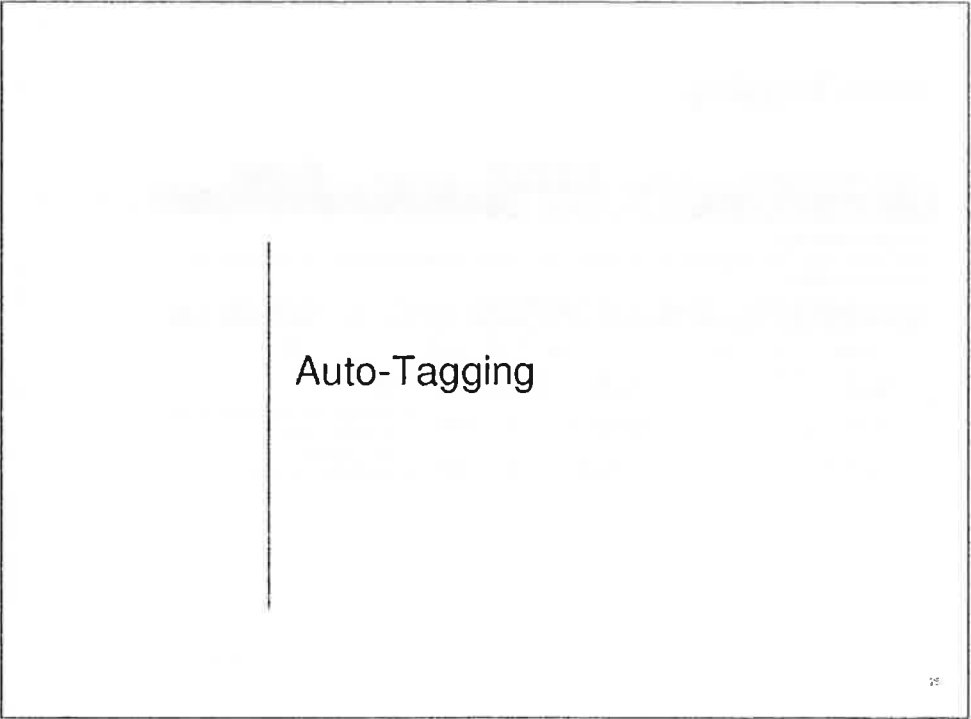
Match Type Head Match 

Goal value 
[How do I use actual e-commerce values as my goal value?](#)

Save Changes
Cancel


The final step is to configure additional settings:

- If the URLs entered in the funnel or goal are **Case sensitive**, select this checkbox
 - For example, if home.htm is a different page than Home.htm, check this box
 - If you are using dynamic URLs, you may wish to make use of the matching options when entering funnel or goal URLs. For more information on this option, review the Help Center article on **Match Types** from the link at the end of the guide.
- If you wish to set a value, enter the amount in the **Goal value** field
 - The **Goal value** is the value used in Analytics return on investment calculations
 - You can either set a value for the page, or use a dynamic value pulled from your e-commerce receipt page
 - If you wish to use dynamic value, leave this field blank and refer to the Help Center article on **Dynamic Values** (See page 45)
- Click **Save Changes** to create this goal or **Cancel** to exit without saving



Auto-Tagging

In this section you'll learn how to implement **Auto-Tagging** on your account so that you can more easily manage the information flowing through Analytics.

Auto-Tagging

Google
AdWords

Campaign Management Reports Analytics **My Account**

[Billing Summary](#) | [Billing](#) | [Access](#) | [Account Preferences](#)

Account Preferences

User Preferences for mo14@lmw.com

Login Information - [edit in Google Accounts](#)

Email address: mo14@lmw.com

Password: *****

[Replace login with another Google Account](#)

Language and Email Options - [edit](#)

Display language: English (US)

Disapproved Ads Notifications: Yes

Account performance suggestions: Yes

Newsletters: Yes

Market research: Yes

Special offers: No, thanks

Account Preferences

These settings affect all users of the AdWords account. See who can access the account through the [Access](#) tab above.

About Your Business - [edit](#)

Business type: B2C - Apparel

Tracking - [edit](#)

Auto-linking: Yes

To turn on **Auto-tagging** for your account:

- Click the **My Account** tab
- Then, where it says **Tracking**, click **edit**

Auto-Tagging

Google
AdWords

Campaign Management Reports Analytics **My Account**

Billing Summary Budget Access Account Preferences

Account Preferences

User Preferences for mo14@tmw.com

Login Information - [edit in Google Accounts](#)

Email address: mo14@tmw.com

Password: *****

[Replace login with another Google Account](#)

Language and Email Options - [edit](#)

Display language: English (US)

Disapproved Ads Notifications: Yes

Account performance suggestions: Yes

Newsletters: Yes

Market research: Yes

Special offers: No, thanks

Account Preferences

These settings affect all users of this AdWords account. See who can access this account through the [Access](#) tab above.

About Your Business - [edit](#)

Business type: B2C - Apparel

Tracking - [edit](#)

Auto-linking: Yes



This will update the **Auto-tagging** feature for your account and is one of the easiest ways to improve the efficiency of your Analytics account and help you get the best reports about your AdWords campaigns.

Enable E-Commerce Transaction Tracking

The screenshot shows the 'Edit Profile Information' form in Google Analytics. The 'E-Commerce Website' section has two radio buttons: 'Yes' and 'No'. The 'Yes' button is selected, and a black arrow points to it. Other fields include Profile Name, Website URL, Default page, Time zone, and Currency. At the bottom, there are 'Save Changes' and 'Cancel' buttons.

Edit Profile Information

Profile Name:

Website URL: (e.g. http://www.mysite.com/)

Default page: (e.g. index.html)

Time zone (country or territory): United States

Time zone: (GMT-08:00) Pacific Time

Exclude URL Query Parameters: (e.g. sid, sessionid, vid, etc...)

E-Commerce Website: ☒ Yes ☐ No

Currency: US Dollars (USD \$) Decimal places: 2

☒ Show currency symbol before amount
☐ Show currency symbol after amount

Available reports:

Report dashboards	Report categories
<input checked="" type="checkbox"/> Executive <input type="radio"/> Default	<input checked="" type="checkbox"/> Marketing Optimization
<input checked="" type="checkbox"/> Marketer <input type="radio"/> Default	<input checked="" type="checkbox"/> Content Optimization
<input checked="" type="checkbox"/> Webmaster <input type="radio"/> Default	

With some simple additions to your goal, or "Thank You" page, Google Analytics can automatically detect and record transaction and product information. The required information is placed into a hidden form which is parsed for transaction and product information. Most template driven e-commerce systems can be modified to include this information in the receipt.

You'll also need to enable e-commerce reporting for your website's profile. Like we described previously in this guide, you would go from the **Analytics Settings** page and then:

- Click **Edit** next to the profile you would like to enable
- Click **Edit** from the **Main Website Profile Information** box
- Change the **E-Commerce Website** radio button from **No** to **Yes**

Tracking Transactions on 3rd Party Sites

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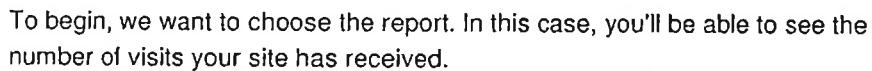
For those of you that have your shopping carts hosted on other sites, this section will explain how you go about enabling tracking for those pages.

Analytics Reports

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This section will help you pull and interpret a few basic Analytics reports.

Total Monthly Visits



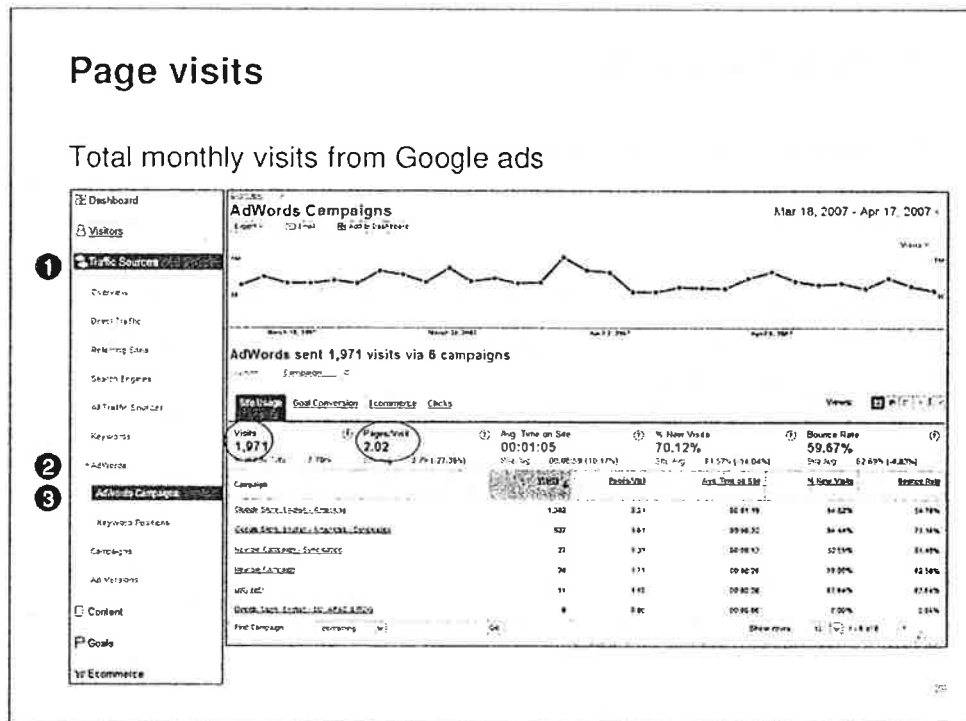
So, first, we use the left side navigation bar to view visits.:

- From the reports, you'll be able to see **Visits**. Visits are defined as unique users that have visited your site.

Finally, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.

Page visits

Total monthly visits from Google ads



In this report, you can see the traffic generated by your Google ads.

Before getting started, set your date range in the top right corner for the last month.

So, first, we use the left side navigation bar to view the AdWords traffic to your site.

1. Click on **Traffic Sources**
2. Click on **Adwords**
3. Click on **AdWords Campaigns**

From the report, you'll be able to see an overview of AdWords traffic to your site.

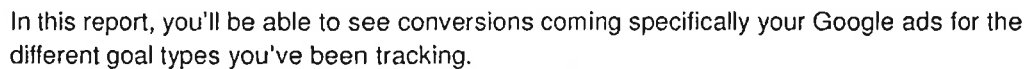
For each report you can see the totals over your date range in the middle of the report and the daily tallies by mousing over a day in the timeline.

To view total monthly visits from AdWords, click the **Site Usage** tab in the middle of the page and look for **Visits** in the middle row in bold.

To view average number of pages within your site that a visitor clicking on your Google AdWords ad visited last month, see the **Pages/Visit** in the middle row in bold.

And just like all reports, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.

Total monthly conversions by type from Google ads



So, first, we use the left side navigation bar to view the AdWords traffic to your site.

- From the report, you'll be able to see a summary of all the conversions completed on your site from your Google ads.

To view total monthly visits from AdWords, click the **Site Usage** tab in the middle of the page and look for **Visits** in the middle row in bold.

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Additional Resources

Resource	Best For
Match Types: http://adWords.google.com/support/bin/answer.py?answer=26918	Definitions of the different match types
Goals and Funnels for Dynamic Sites: http://adwords.google.com/support/bin/answer.py?answer=26918	Description of dynamic values
Advanced Goals: http://adWords.google.com/support/bin/topic.py?topic=8151	In depth FAQ for setting up advanced goals
Analytics Glossary: http://www.google.com/support/Analytics/bin/static.py?page=glossary.html	Look up Google Analytics terminology

Glossary

Match Types: There are three match types that allow you to control how your funnel steps and goal page will be matched with the URLs your users visit

Flash: Web design software which creates web animations that run on your website.

Auto-Tagging: An option in your linked AdWords account that lets you tag all keywords in your account so that Analytics can report back on their performance. This saves time and keeps you from having to manually tag individual keywords.

E-commerce: The buying and selling of goods and services, and the transfer of funds, through digital communications typically using a shopping cart.

Cookie: A small amount of text data given to a web browser by a web server. For example, a protected site may store a temporary identifier in a cookie after you successfully log in, indicating that you are an authorized user.

3rd Party Shopping Cart: Another website that hosts your online shopping. Ex: CafePress is the 3rd Party shopping cart for Cash for Critters.

Date Range: The start and end dates of your reporting time period.

Visits: A defined quantity of visitor interaction with a website

Page views: Any file or content delivered by a web server that would generally be considered a web document. Each time a file defined as a page is served, a pageview is registered by Google Analytics.

Source: The means by which a user reached your site