

Google Analytics: Resource for Your Website

What is it?

Google Analytics is a free service offered by Google that generates detailed information about the visitors to a website. Although it may sound technical, it is user-friendly and aimed at marketers as opposed to webmasters from which the industry of web analytics originally grew.

Why Should I use it?

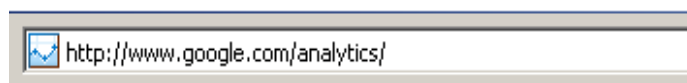
If you are a business with a website and are looking for ways to better understand those who visit your site, then Google Analytics could be a beneficial tool. First of all, it's FREE! Secondly, it's something that you can do yourself, allowing you to track whether or not changes you make to your website are effective. Some key features (to list a few) include:

- Easy to navigate dashboard displaying summaries of site traffic
- Ability to set daily, weekly, or monthly alerts about traffic volume
- Detailed information of the visitors attracted by the site
- Traffic Sources – how visitors getting to the site
- Content information – which pages visitors are looking at the most
- Goal setting to measure whether or not the site is meeting business objectives

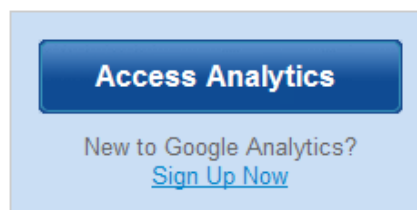
Monitoring the information given to you by Google Analytics will give hard evidence as to whether or not website improvements or maintenance are having a positive effect.

So let's get Started Setting up an Account!

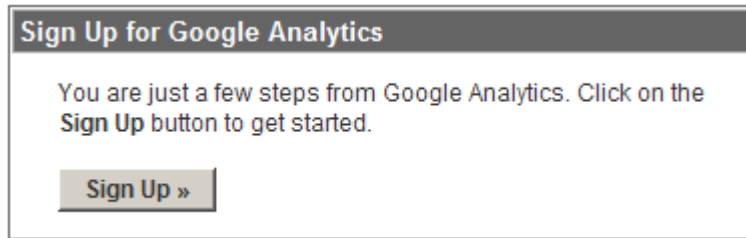
Step 1: In your web browser of choice, go to: www.google.com/analytics



Step 2: On the right side of the home page, click on the "Access Analytics" button



Step 3: On the bottom left of the page, click the “sign up” button



Step 4: From there, you will be asked to provide a website URL, account name, country, and time zone. Fill out the required fields and click the “continue” button

Step 5: The next window will ask you to provide your name and country, then click the “continue” button

Step 6: Next you will be asked to review the user agreements and check the “Yes, I agree to the above terms and conditions” box in order to continue. Once you have agreed, click the “create new account” button

Step 7: The last step is a bit technical and if you are not familiar with web-design, it may be a job for your web developer. The code provided will need to be copied and pasted into every page that you wish to track. Click the “Save and Finish” button and you are now ready to start tracking your web traffic!

Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > Add Tracking

Standard **Advanced** Custom

1 What are you tracking?

- A single domain (default)
Domain: www.wwucrew.com
- One domain with multiple subdomains
- Multiple top-level domains
- I want to track AdWords campaigns

2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [Learn more](#)

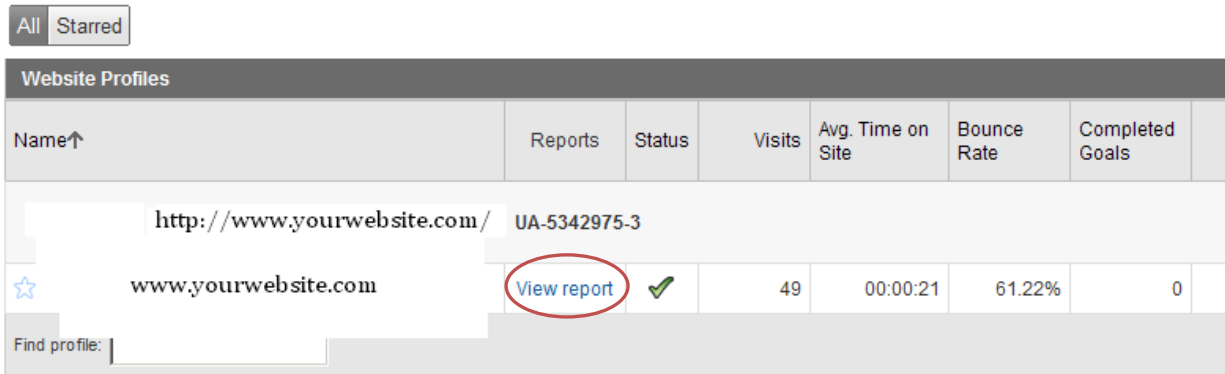
```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-17550683-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```

You will know that your website is being tracked when you access your dashboard. Under the column “Status,” a green check mark will appear.

Accessing Your Dashboard

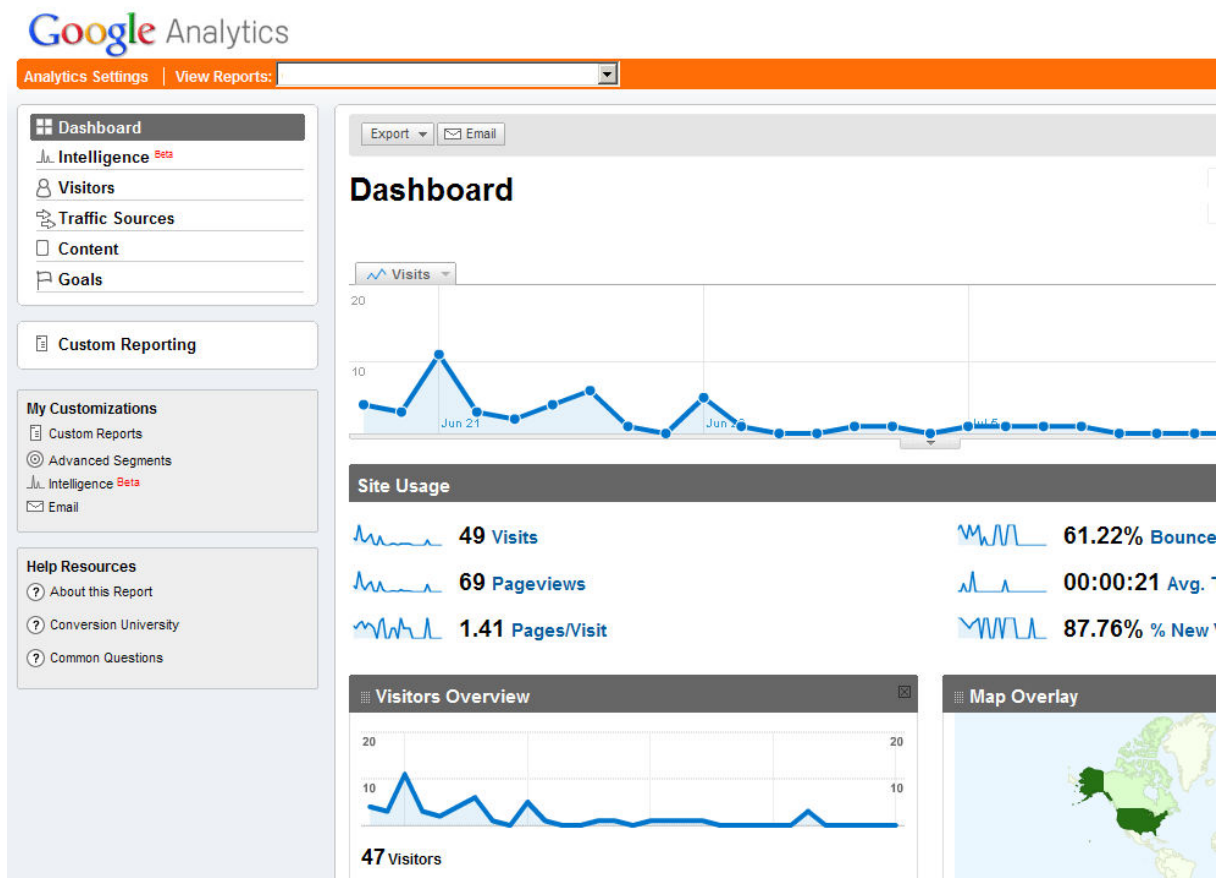
The dashboard is where you can access all the information that Google Analytics has to offer. Once you log into your Google Analytics account through www.google.com/analytics, and clicking the "access analytics" described in step 2 above, you will see the following:



Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals
http://www.yourwebsite.com/	UA-5342975-3					
www.yourwebsite.com	View report	✓	49	00:00:21	61.22%	0

Click "view report" to access your dashboard. The green check mark under "Status" indicates that the tracking code was successfully embedded.

Dashboard Navigation



This is the default view of the dashboard displaying a summary of the statistics available to you. You can further drill down to more detail by navigating the menu on the left side of the page. Categories include:



Once you have your own Google Analytics account, you will be able to explore a great deal of data and use the information for strategic web design decisions. When a resource like this is free, you can't afford to not take advantage of it!

Further information and support can be found at: www.google.com/support/analytics.