Google Analytics Made Easy

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About The Author

Susanne Myers has been an affiliate and information marketer since 2004. She runs several successful content websites and uses Google Analytics on a daily basis to add new content, improve existing content and monetize her sites.

In this short report she'll share the basics about getting up and running with Google Analytics and what to do with all the awesome data you can get from this free service.

Susanne is also the author and creator of www.AffiliateNichePacks.com and www.EasyLinkLove.com

Affiliate Niche Packs offer you everything you need to get stared in a proven profitable niche including:

- Niche and Target Market Descriptions
- List of Good Affiliate Products to Promote
- Domain Name Ideas
- Extensive List of Keywords w/ Competitive Data
- Article and Blog Post Ideas
- Marketing Plans for Beginners and Advanced Users
- Recommended Resources and PLR Offers that will allow you to grow your content site quickly.

At www.EasyLinkLove.com you will find her 13 week link building course that will teach you the basic skills you need to optimize each piece of content and build quality links to it that will get your pages ranking in the search engines and send you targeted FREE traffic 24 hours a day, 7 days a week.

She also offers a more comprehensive advanced course that will go into slightly more complicated concepts including link baiting, blog networks and more at www.EasyLinkLove.com/adv

Susanne also blogs about all things affiliate marketing at www.AffiliateTreasureChest.com

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Introduction

What is Website Analytics?

Whenever I write an article, an ecourse, a report or anything intended to instruct others on a topic, I always like to start from the very beginning, with the very core basics. That way, I can be sure to address beginner questions. And if you think you already know all about website analytics already, I still might be able to add a little nugget of information to help things become just a little clearer for you.

So if you're an analytics beginner, never fear! We'll be starting from Square One. And if you think you're pretty well-versed on the whole website analytics landscape, stick with me. You might just learn something to make it work even better for you.

When I said we were starting from Square One, I meant it. So before we hit the topic of website analytics, let's start with what a website is, at its very core.

What is a Website?

A website is a collection of information that is often put together in 'pages'. A good website has a central driving theme: Quick recipes, exercises for your abs, how to get your dog a job in the movies, etc.

Each page within that site is a single collection of content, typically focused on a single topic as well. Each of those individual pages is based around the driving theme of the overall site. For instance, if you want to launch Fido's future as a Hollywood star, your pages might be:

- How to find an agent
- Where to get his headshots taken
- What casting agents look for
- Different film opportunities

Notice that while all these topics are different, they all relate back to that overall theme of helping your dog achieve stardom.

Once your website is populated with a number of interrelated topics, how do you know if anybody is reading your pages? And if people are reading, how do you know where they're coming from?

The answer can be found in your website analytics.

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What Does Website Analytics Mean?

When people visit your website they leave a trail. Remember Hansel and Gretel? As they wandered through the forest they left a trail of pebbles so they could find their way back home. Well, it's possible to track your site visitors and get detailed information about what they're doing, where they're going, and where they came from, through the use of computer 'cookies'.

When used by the “good guys” (like you and me,) a computer cookie is a small, harmless file that is automatically downloaded to a visitor's computer when they come to your website. This file then allows website analytics software to track all sorts of data about your visitor, such as where they go on your site, what kind of Internet browser they're using, how they arrived at your site, what page they entered on, where they leave, and so on.

In the old days, this data was only available at great cost and effort, and then website owners had to manually make sense of it. Enter the 21st century. Now, website analytics programs gather and compile all the data automatically, and then spits it back out as understandable and useful reports that you can then apply to your business.

Let's review:

- Your website has lots of pages, as many as you've created.
- Your visitors arrive, and they get tracked using cookies.
- Those cookies are used by website analytics software to record important information about your visitors' activities as they arrive and while they are cruising around your website.
- The website analytics program sends you back statistical data about your visitors that is useful and can ultimately help grow your business.

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Here's what analytics can tell you:

- Keywords – what words and phrases people actually type in to Internet search engines like Yahoo and Google to find your site.
- Search Engines – what search engines were used to find your site.
- Internet Browsers – which internet browser was used to view your site.
- Visitor Count – how many people visit your site per day, week, year.
- Referring Sites – what other sites sent you traffic.
- Popular Pages – what people were reading on your site and how many visited each page.
- Time on Site – how long people spent on your website.
- Entry Pages – which pages people entered your site from.
- Exit Pages – which pages people left your site from.
- Conversions – which pages resulted in sales, which resulted in email sign ups.
- Demographics – what countries visitors live in.
- Time – What days and times are busiest on your site.

Who Needs Website Analytics?

So now that you know what data you can track, you may be wondering why you even need this very detailed information. Does it really matter that 45 percent of your traffic arrived through Google, and 90 percent of your visitors come between 12 and 1 PM on Thursdays?

Put simply, anyone who is interested in growing their traffic on their website needs website analytics. There is no one single more valuable tool that can provide this level of detailed information about your visitors. And the more you know about your audience, the better you can meet their needs.

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Not using website analytics for your business is like opening a restaurant and then never trying to figure out whether your customers prefer chicken or veal, how the new drink special sold, whether they're families with young children or couples on their first date, and what hours are busiest. Are they stopping by at 10 PM for coffee and dessert, or are they coming in before a night on the town for a cocktail and an appetizer? If you don't know that information, how can you plan your menus, order stock, hire and schedule workers, and devise marketing plans to entice your customers if you don't know who they are and where they're coming from?

With a website it's a little more complex, but basically the same principle. You need to know if visitors are coming through your virtual doors, then what they're doing while they stay, and then which page they leave from. A website doesn't have one 'door' in and out like a restaurant. There could be ten, twenty or even a hundred or more entrances and exits. It's your job to monitor them and see what people are doing – THEN you can decide how you'll best make money with that information. Website analytics are your key to making important business decisions. We will be spending the rest of this report discussing all you need to know to set up, monitor, maintain and profit from your website statistics.

So we've touched on who can benefit from analytics and why they should use them, but let's go deeper with some solid examples.

Who Should Use Website Analytics:

- Product Sellers – If you sell a product on your website then statistics can tell you a lot about your target market. You can learn: what words people are using to find you in the search engines, what products are most popular, what articles people are reading, and what websites are linking to you and bringing you traffic. Once armed with this information you can do more of what works and increase your sales.

- Bloggers – If you have a blog, you need to understand your analytics. Knowing which pages are viewed the most can help you to monetize them better – and make more money from your web traffic.

- Service Providers – A website designed to highlight and promote your services is great, but do you know what your clients really want? Analytics can tell you: pain points potential clients have that you may not be aware of through the search words they use, what services are in greatest demand, where your visitors and potential clients are coming from online, and if you're capturing their attention based on how long they stay on your site.

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- Advertisers – If you make money through advertisements on your website, you already attract visitors and you know how to make money with them. But have you optimized what's working? Analytics can help you: attract more visitors who respond to your ads by targeting more of the keywords that are already working to draw traffic, find out what visitors are having issues with based on the keywords they use, find out what pages are keeping visitors attention, find out what pages are converting to sales.

So, now that you know the Who (you!) and the Why, let's go forward with the How. In the next section we'll jump right into an overview of Google Analytics, one of the easiest and most powerful website analytics you can use. And here's the best part: It's free!

What Is Google Analytics

Google Analytics is a free web analytics service offered through Google. It tracks, compiles, and generates the exact type of statistics we talked about in the first part of this report. I love Google Analytics because it's robust, easy, and free!

How to Set Up Google Analytics

Start by going to http://www.google.com/analytics/.

Click on “Access Analytics”.

You'll see this screen:

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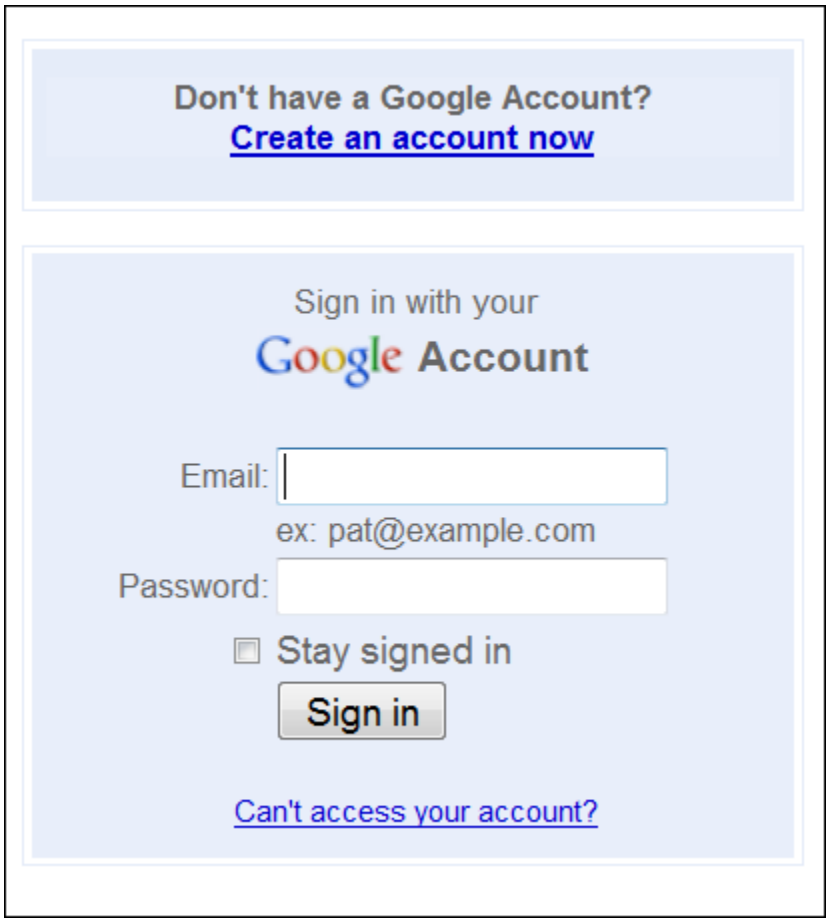

If you already have a Google account (for any Google service, including Gmail or Adsense), just log in. If you don't have a Google account then click on “Create an Account now”. You'll need to sign up for one before you continue.

Once you've gone through the log in or sign-up process then you'll be asked to create a new profile. The screen will look like this:

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