



3by400
web solutions that work

Using *Free* Google Analytics to Improve Your Website

presented by
Beth Snider, 3by400, Inc.
For the Dahlonega-Lumpkin County Chamber of Commerce
On June 24, 2009



Who Are We?

- Dahlonega-based company
- Team of 12
- Team includes account managers, business strategists, consultants, designers, developers, writers, trainers, and project managers
- Joomla expertise – Open Source Software
- Currently support over 100 sites and growing daily

Google Tools

Public Tools

Search

Gmail

Calendaring

Picasa

Maps

Business Apps

Advanced Search

GA Mail

Calendaring

Sites

Google Docs

Checkout

Analytics

AdWords

AdSense



Google Analytics

- Google Analytics is a web statistics solution that gives you insight into your website traffic and site effectiveness.
- Initially developed to support AdWords.
- Only effective if reviewed on a regular basis. Have to pick the fruit.



How It Works

- Code snippet (provided in setup) lives on each page of your web site
- Google drops a 1st party cookie to ensure reliable tracking and protect visitor privacy.
- Code snippet executes script that feeds information to Analytics account on Google server
- Results available through password-protected www.google.com/analytics
- Google uses stats generically—not snooping your site



Google Snippet (Sample)

```
<script type="text/javascript"> try { var pageTracker =  
_gat._getTracker("UA-XXXXXXX-1");  
pageTracker._trackPageview(); } catch(err) {}</script>
```

Installation

- Requires GA Mail or Gmail account.
- Resides on all pages
- Can have very minor (negligible) impact on site performance.
- No visual difference to your web site, but will display on status bar upon load.



Key Indicators I

- General definitions & Help
- Visitors (vs. Hits)
 - On the increase/decrease? Seasonal? Related to site changes?
- Time on site and pages/visit
 - Are visitors finding what they need? Are they interested in your content?
- Bounce Rate
 - Keep it <50%. Entry point? Grabbing them? Other factors



Key Indicators II

- Traffic Sources
 - Have you found peace? Pumping up direct and referral traffic
- Geographical Reach
 - Strong areas vs. weak; geo-centric marketing
- Content Overview
 - Review for best navigation; see what is important to the viewer
- Search Words
 - What's on the list is important, but so is what's not on the list
 - How searches work (see <http://www.seomoz.org/article/search-ranking-factors>)



Questions?



What's Next?

- Try it out!
- Start with a Google account
- Get your tracker code
- Apply to all pages of your site
- Review your reports like you review accounting data (set up automated reporting)



KeyWords Tool

- Find the right keywords for your business (<https://adwords.google.com/select/KeywordTool>)
- Are the ones you expected getting traffic?
- Is there competition for those searches?
- What words will work for you?
- Sprinkle throughout your site—especially page titles and article titles (H1, H2, and H3 tags)



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