

TUTORIAL 37 GOOGLE ANALYTICS



This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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GOOGLE ANALYTICS

Reading time: 20 minutes

Prerequisite: Tracking and reporting

This tutorial will explain to you how to install Google Analytics and will help you interpret the results.

1) HOW DO I INSTALL GOOGLE ANALYTICS ON MY SITE?

You can easily install Google Analytics yourself. It is a quick and easy process that takes approximately 30 minutes from start to finish, provided that you know how to access your website's files.

As soon as you have installed Google Analytics, it will start collecting data that you will be able to view within 24 hours.

To install Google Analytics you will need:

- Access to your websites files.
- A Google account (see tutorial about Google tools to learn how to create a Google account).
- An email address.

a) Installing Google Analytics

- 1) Navigate to: <http://analytics.google.com> and click on “New to Google Analytics? Sign up now” below the blue button.
- 2) Log in with your Google account details.
- 3) Follow the prompts.
- 4) When you are asked to select the tracking code, ensure that you select the new tracking code and not the legacy tracking code.
- 5) Don't forget to action the verification email.
- 6) Sign in your Google Analytics account by going to the address under 1) and clicking on the “Access Analytics” blue button.

2) INSIDE GOOGLE ANALYTICS

a) The dashboard

The dashboard will become your first point of contact with your Google Analytics account. **It will provide you with an overview of your key metrics.** Visit it once a week.

You can change the date range (top right corner) and also compare two sets of dates by clicking on the downwards-pointing arrow to the right of the date range. Then select date range and pick your dates.

Imagine you had set up Google Analytics 6 months ago. After reviewing the amount of people who visited your website in the first month you realised that you needed to optimise your website in order to attract more visitors. You ended up getting a new site done because it was the cheapest and easiest way.

Google Analytics enables you to compare the number of visits you had in your first month (old site) with

those months since your website was optimised! Is your new website producing a good return on investment?

One of the main feature of the dashboard is that it is customisable: any category or sub category of Google Analytics (called report) can be added to the dashboard by clicking the “add to dashboard” button in the report itself.

YOU CAN ALSO PRINT ANY REPORT BY CLICKING ON EXPORT (BELOW ITS NAME) AND THEN SELECTING PDF. THEN JUST PRINT THE PDF. REPORTS CAN ALSO BE EMAILED.

It is recommended for the following reports to be displayed on the dashboard:

- Site usage
- Visitor overview (left) and Goals overview (right)
- Traffic sources overview (left) and Keywords (right)
- Content overview (left) and Top exit pages (right)

Each of the dashboard reports has a “view report link” that will take you to the report itself. There will be another link there to extend the report. You can also access the reports individually by using the categories listed in the left column.

b) Site usage



Screen capture copyright: Google

This report will give you key basic information:

- **The number of visits** to the sites (997 in this instance) is the total number of visitors to the site within a period of time. If someone visited your site 10 times then the 10 visits will be counted individually. A much better metric is the number of unique visitors (where the above-mentioned 10 visits would be counted as one). You can access this metric in the left column by clicking visitors.
- **Pageviews** is the number of pages that were viewed, and pages per visit are Pageviews divided by Visit. Keep an eye on the pages per visit and try to grow this number, as you want visitors to read many pages of your site and not just one or two.
- **Bounce rate** is the number of visits that came to your site and then left immediately before visiting any other page (imaging a bouncing ball, the ground being your website). A high bounce rate could signify that the site is not responding to the needs of the visitors.
- **Average time on site:** You should aim to increase it.
- **% new visits:** the higher the better generally as you don't want to spend your marketing efforts preaching to the converted!

c) Visitor and goals overview



Screen capture copyright: Google

It is recommended to have these 2 reports side by side. This will allow you to know at a glance how many unique visitors (think of them as unique bodies) have performed an action on your site that you have pre-defined as a goal (have converted).

For instance, you would like to know how many people have sent you an email using your contact form (Goal number 1), booked your product using your online booking form (Goal number 2) and booked a gift certificate (Goal number 3).

In the above screenshot we see that 854 individuals visited the site, and 14 of them performed a pre-defined action (either Goal 1, 2 and 3). Quick calculations reveal that it is about 2% of the site visitors.

The Goal report does not come standard and you will need to enable and customise it to set up your goals. Setting up goals is **very** easy. The hardest part is deciding what you would like to measure. You can measure up to four things. We recommend you measure four goals. To get you started, here are a few conversions you should track:

- Use of the contact form

- Purchase of a product or service
- Purchase of a gift certificate

Google has a very simple and clear guide to help you set up goals: www.google.com/support/gooseanalytics/bin/answer.py?hl=en&answer=55515. Once your goals are set up Google Analytics will begin tracking the conversions. Google can't backtrack and measure conversions prior to set up of your goals.

d) Traffic source and keyword overview

The traffic sources overview report will take you to a detailed report page (click view report at the bottom left), which will indicate how your visitors are finding (location) your site. This is extremely useful, as it lists all the sites sending visitor traffic to your site.

You can easily assess the value of your subscription to Yellow pages online for instance, or how much business your link on such and such website is providing you.

If your site wasn't previously getting much traffic from search engines, you will need to increase the proportion of traffic coming from search engines (to about 2/3 of the pie chart) and decrease the proportion of traffic coming directly to your site. However, it is important not to put all your eggs in one basket (what would happen if you suddenly got blacklisted from a search engine?) and also use other online marketing tools such as email marketing, referrals from other sites etcetera. Try to achieve a good balance. Setting up "goals" in your analytics tool will allow you to see which source is converting (by clicking the goal tab).

Are your visitors from Yellow Pages online and the ones being sent from your local tourism association's website converting into bookings?

The keyword overview report will show you which keywords triggered your website's pages and made them appear on the search engine results list. Keep in mind that this report only counts the instances when a user saw your website in the search engine and clicked on it.

You want these keywords to be different from your business name. If you are a romantic bed and breakfast in Adelaide called "John's B&B" you want to appear for "romantic getaway in Adelaide" and not only for "Jon's B&B" for example. The keyword report will let you know if this is the case. If it is not, you need to work on your optimisation.

e) Content overview and top exit pages

These reports will let you identify which pages are viewed most, which ones are working, and which pages people leave your website from.

Imagine you have written a new webpage about a special offer and it has been up live for 2 months. This is where you will see if this page is being viewed, how long people spend on it and where your visitors navigate to from this page. Was it worth the effort?

Click on a page listed in the content overview and select "navigation summary" in the analyse tab. You will then see which pages the visitors visited previously and which ones they went to after. There are other options for you to have a look at.

3) RELATED MATERIAL

a) Related tutorials

- Organising hosting for my site
- Tracking and reporting

b) Related websites

- www.conversationmarketing.com/2007/02/google_analytics_video_tutorial_1.htm
- www.google.com/adwords/learningcenter/text/29518.html