Mastering Analytics
How To Measure Your Success

(How to use) What To Do With This Amazing Tool
To Grow Your Business

by Gary Bernier

BusinessGrowthGuys.com
GreatInternetAdvertising.com

Table of Contents

Table of Contents 1
About This Book 4
Introduction to Mastering Analytics 4
Section 1 - Setting Up Analytics for the first time 6
  Setting up your account 8
  Data Sharing Settings: 9
  Terms of Service 10
  Tracking Code 11
  Adding The Analytics Tracking Code to WordPress 12
  Adding The Analytics Tracking Code to Standard HTML 13
  Adding Analytics Tracking To Other Platforms 14
Section 2 - Tuning Analytics – Maximizing the Data You Get 15
  Data Collection 15
  Example Demographic Data 18
  Enabling Demographics and Interest Data Collection 20
  Enabling the Search Console to get Search Keyword Data 21
Section 3 – Analytics Interface Overview 27
  Home 27
  Reporting 27
  Customization 28
  Admin 29
Section 4 - Acquisition 30
  Search Engine Optimization 30
    Queries - Keywords 31
  Figuring out how to adjust your keyword and content strategy 32
    Landing Pages 33
  AdWords 34
Section 5 - Behavior 36
  New vs. Returning 36
  Frequency & Recency 36
  Session Duration 37
  Page Depth 38
  Browser and Operating System 38
  Site Content 40
  Landing Pages 40
  Exit Pages 41
Section 6 – Advance Analytics – Goals and Dashboards 42
  Goals 42
  Creating a Goals 42
  Setting up Goals 43
    Goal set-up 46

Goal Description 47
Goal Details 48
Custom Dashboard 51
My Dashboard 53
Add Widget 54
List of Figures 56
Index 58

Author

Gary Bernier

Hi! I am Gary, and the first time I used the Internet it was a dirt road headed nowhere. That pretty much makes me a Dinosaur by today's standards. Funny thing is I still feel like that young punk that wants to take on the world.

I love putting things together in the beginning it was connecting web pages to databases, now it is connecting landing pages and sales pages to customer relationship management tools that create sales funnels and auto responding email campaigns.

I am the guy that considers the complicated stuff easy and drives the vendors nuts because I always want more from their products.

The good news is it has become a lot easier to create even more powerful solutions in less time than was possible even a year ago.

I am a family man with two sons, one of which has over 1500 subscribers to his YouTube channel go figure. I am that guy in the basement surrounded by lots of screens.

When I am not basking in the glow of my monitors I am teaching and practicing martial arts, snow boarding, golfing and wind surfing.

I look forward to helping you grow your business on the Internet and seeing you work with Great Internet Advertising DotCom.

About This Book

This book is not going to go into very little detail of Analytics. It is not a reference book on all the features and options in Analytics.

It is however, a book about getting Analytics setup in a way to measure the key elements so that you can make better decisions about how to Search Engine Optimize your site, and determine if your marketing spending on Pay Per Click Advertising is paying off, and how your Content Marketing Strategies are working for you.

This is a book about using Analytics to support your online marketing efforts to facilitate intelligent business growth.

The examples you will see later in the book are from real live websites that have been up and running for years. The screenshots and data provided are real, and are there to demonstrate how you can use these analytics features to enhance your marketing activities when you have your own data to observe.

The goal of this book is to show you how to use this powerful measurement and data analysis tool to support your marketing efforts, and allow you to make intelligent decisions about what to change to get better results.

Introduction to Mastering Analytics

Marketing on the Internet means you can measure everything and determine if it is working. One of the key measurement tools every website should have in place is Google Analytics.

Analytics records the visits to your website, and a whole lot more if you have it configured properly.

It can profile the visitors for you by their age, gender and likes and dislikes. What's referred to as the demographics.

It can show you how people are finding your site by showing you the keywords people type in. This is super important for any advertising spends and for Search Engine Optimization.

It will show your most popular pages on your site, and the ones that people are leaving from. These are both great opportunities for optimizing your site to get the most out of it.

This guide is broken out into sections because some people may have Analytics already activated and installed on their site. They can gloss over Section 1 – Setup.

They will want to pay attention to Section 2 – Configuration where I will go into how to make sure you are able to ***measure all the key data I mentioned above that most people are missing out on***.

Section 3 – will be a quick overview of the sections of Analytics.

Section 4 – Acquisition – we will do a deep dive into ***how people are getting to your site***.

Section 5 – Behavior – I will share with you some really cool examples of ***how you can monitor how people are moving thorough your site***. Which is really valuable for optimizing the flow, or the path visitors take.

Section 6 – Advanced Topics – You will learn **how to set and measure goals** so that you will know how well your marketing is working, and we will get into ***customizing your dashboard*** just for your site.

Bonus Appendix A – Webmaster Tools

Section 1 - Setting Up Analytics for the first time

To setup Google Analytics you will need a Google Account. If you already have a Gmail account or have setup a Google Plus page then you are good to go. If not it just takes a couple of seconds to set one up for your business.

Visit https://accounts.google.com/SignUp **to setup a Google Account**.

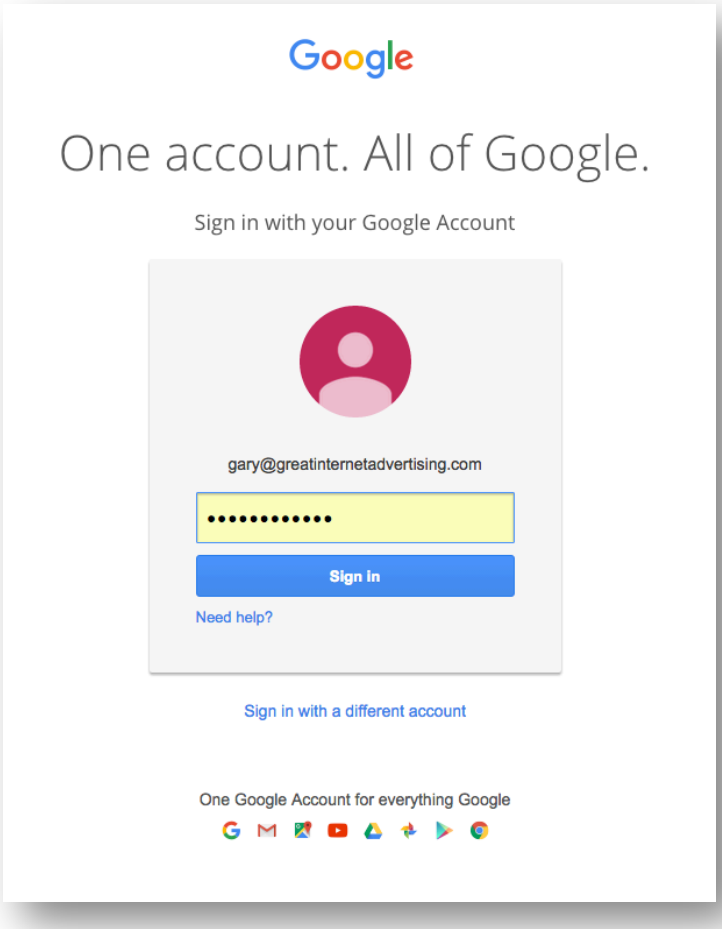

Figure 1 - Sign In To Your Google Account

Next visit Analytics - https://analytics.google.com

You will be presented with the "Sign up" screen below. **Click "Sign up"**.

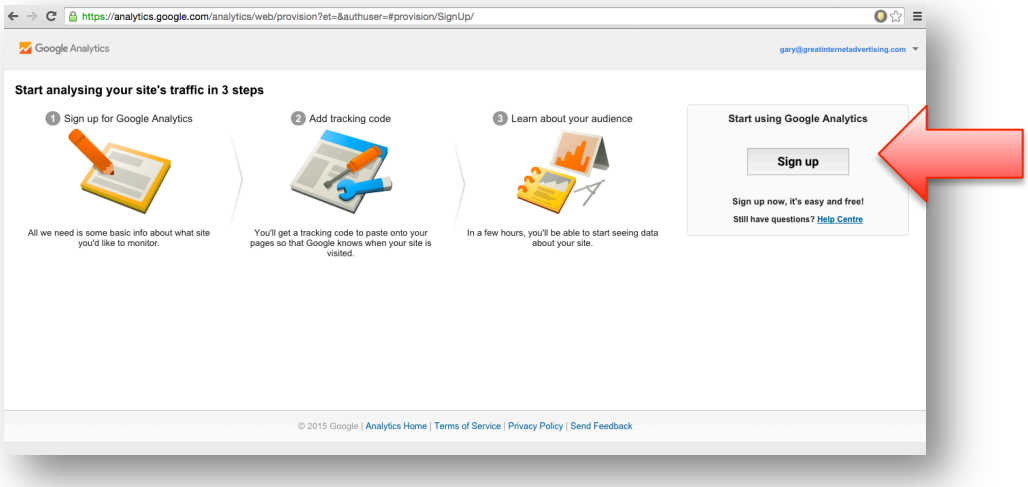

Figure 2 - Analytics Sign up

Next you will have to complete the New Account Screen, below. ***On the next page I will go over how to fill it out.***

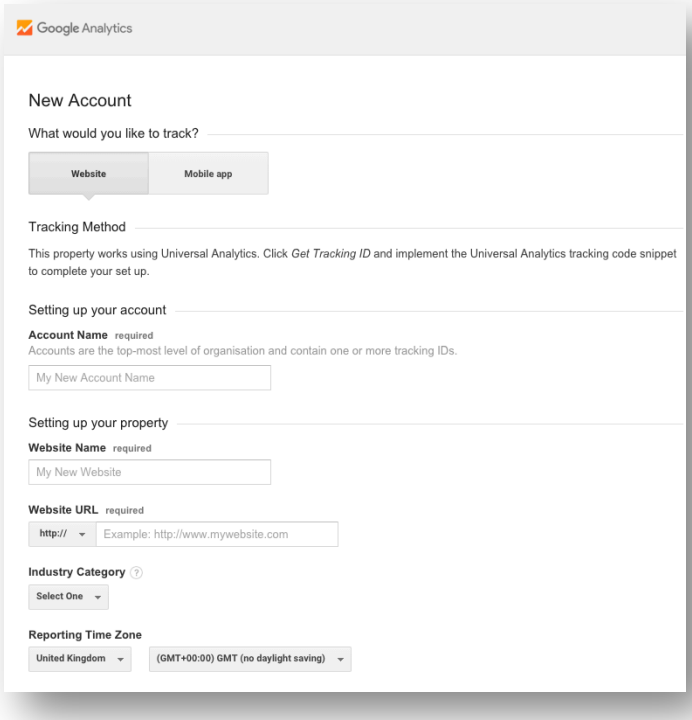

Figure 3 - New Account Screen

Setting up your account

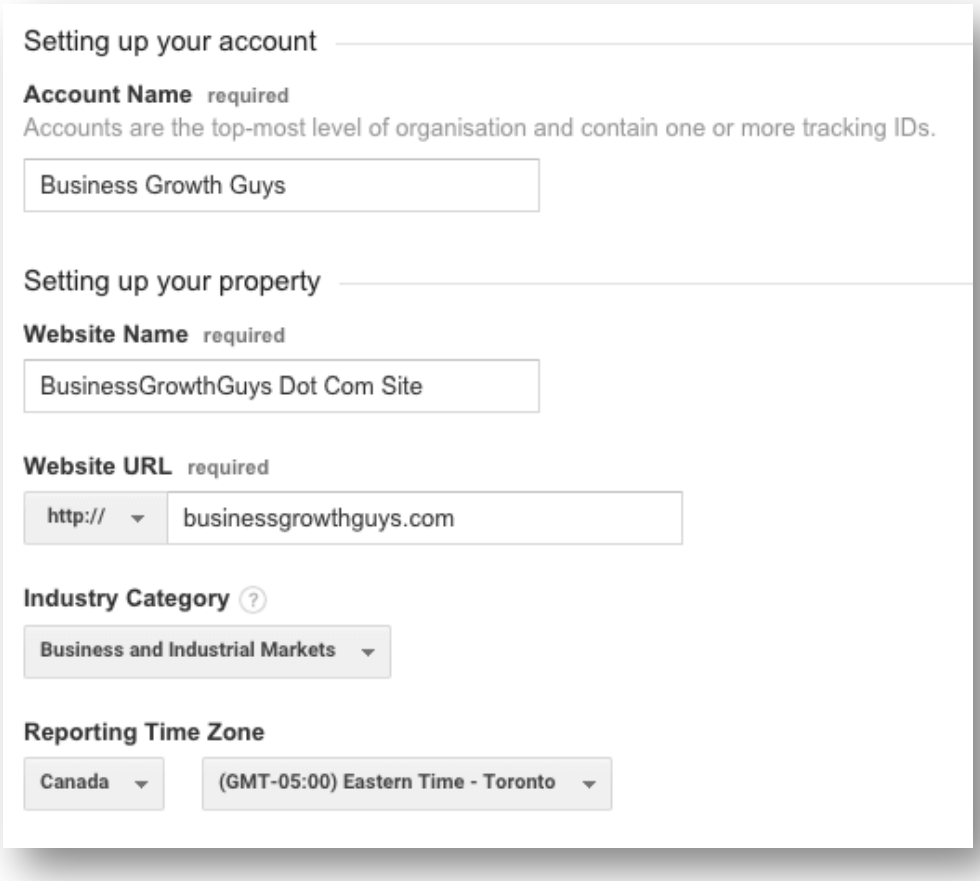

Figure 4 - Completing New Account Info

Account Name: I recommend setting this to your business name. If you have more than one website you want to keep track of you want to make it something a bit more generic.

Website Name: This is the name for your website it can be the same as your website URL or it can be different it is just a label.

Website URL: This has to exactly match what you type in. It should have the www at the beginning if that is what you advertise.

Industry Category: Pick the closest one from the drop down list.

Reporting Time Zone: Set this to your local time zone.

Data Sharing Settings:

It's completely up to you on how you decide your data.

If you are thinking about using Google Adwords to advertise your business or Google Adsense to get paid by Google for advertising on your site then I would definitely recommend leaving "Google products & services" checked.

Both "Technical Support " and "Account Specialists" are good for that rare time when you need support from Google directly.

Benchmarking is really the only one that provides you with no practical benefit.

When you are done Click "Get Tracking ID".

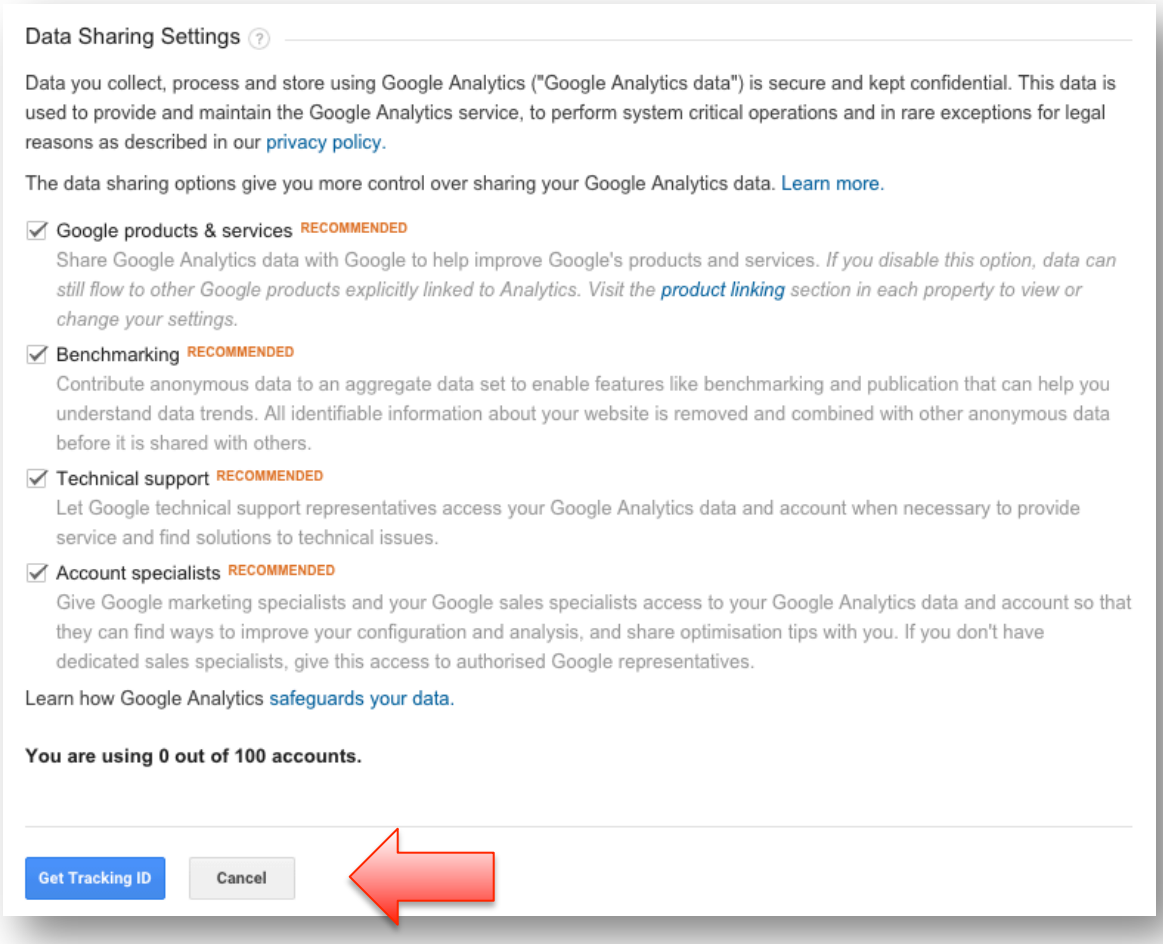

Figure 5 - Data Sharing Settings - Get Tracking ID

Terms of Service

Accept the terms of service and the basic setup of your monitoring site is done.

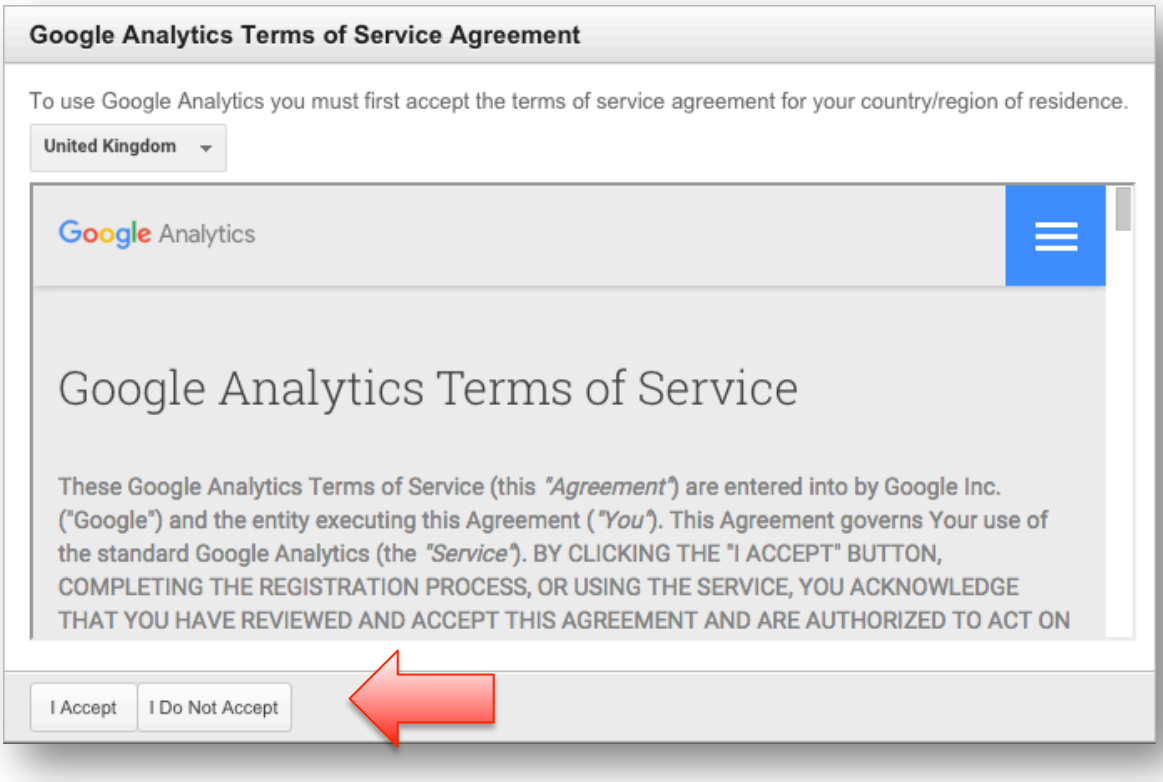

Figure 6 - Terms of Service Acceptance

Tracking Code

This is the secret sauce of Analytics, *this needs to appear in every webpage you have to capture all the visits.*

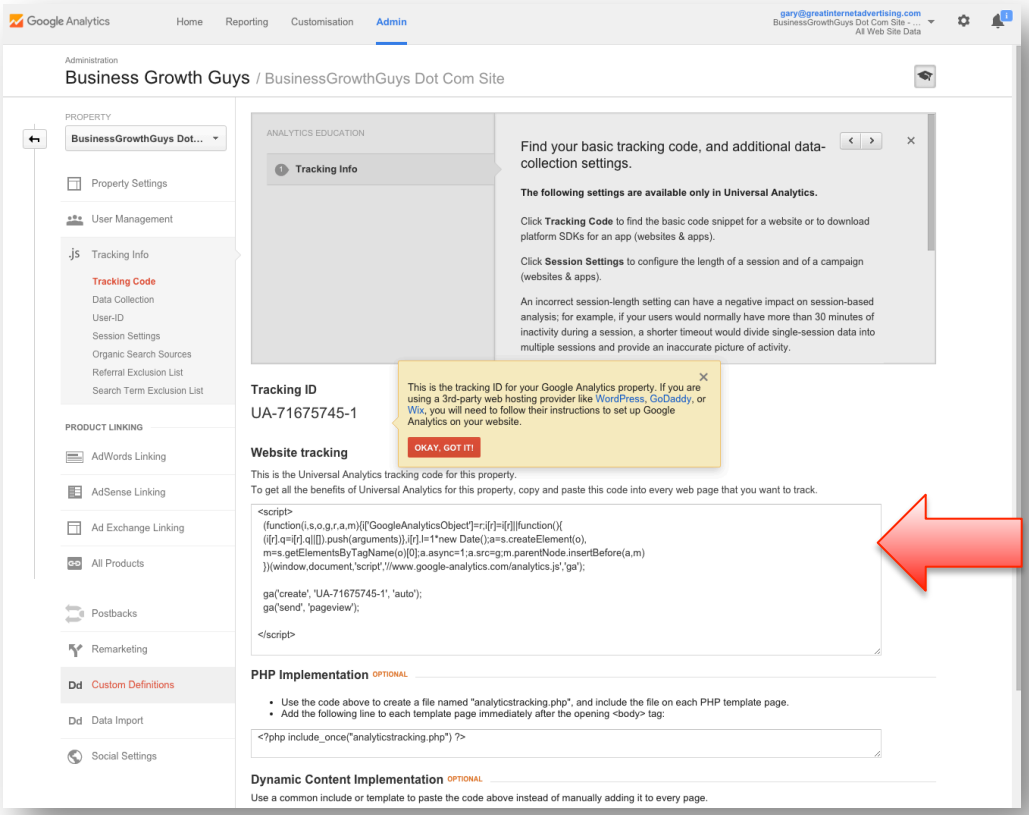

Figure 7 - Initial Screen

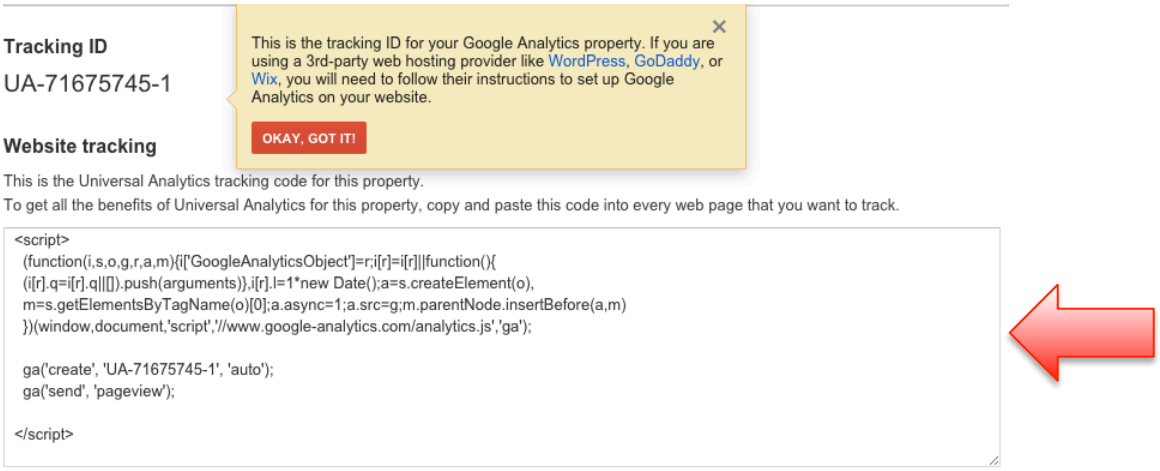

Figure 8 - Tracking ID & Tracking Code

Adding The Analytics Tracking Code to WordPress

Install “Google Analytics by Yoast” Plugin.

Plugins then “Add New” in the search box type “Google Analytics by Yoast” and install and activate it.

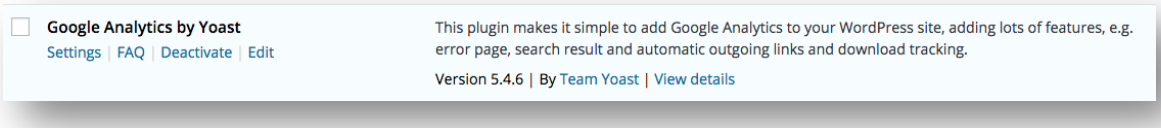

Figure 9 - Google Analytics by Yoast for WordPress

Since you are already logged into Google Analytics the next step will be super easy. Click on the “Authenticate with your Google account” button. You will get a code popup in a window highlight the whole code and copy and paste it into WordPress.

It is that simple.

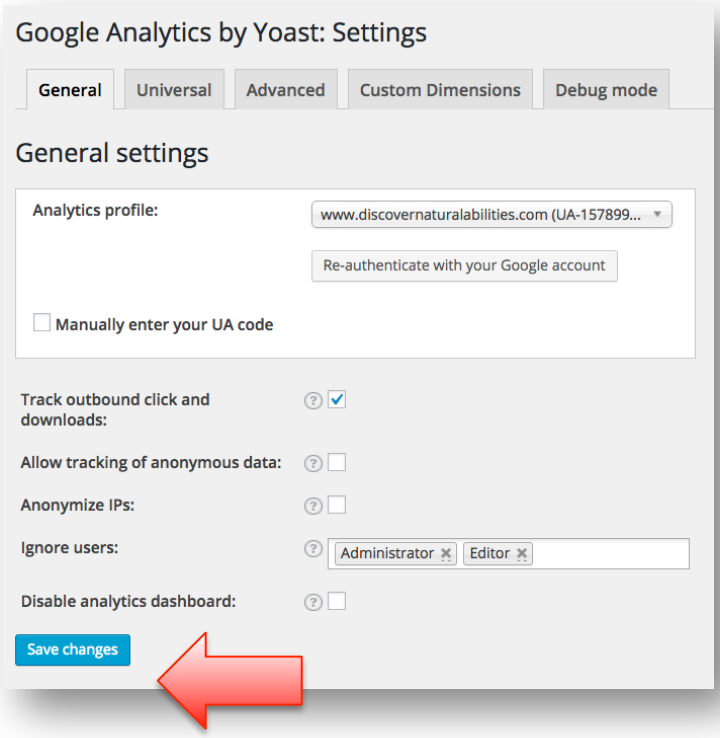

Figure 10 - Connecting to Your Analytics Profile

Adding The Analytics Tracking Code to Standard HTML

You can easily add the tracking code to any standard html page. This is a lot of work if you have a lot of pages. Most people are using a tool that will help them add the code to all their pages with a search and replace function.

```
<HTML>
<HEAD>

Analytics Tracking Code should go in the head of the document.

</HEAD>
<BODY>

Everything you see in the browser goes between the Body Tags.

</BODY>
</HTML>
```

Example Below:

```
<HTML>
<HEAD>

<script>
 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBef
ore(a,m)
 })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

 ga('create', 'UA-71675745-1', 'auto');
 ga('send', 'pageview');

</script>
</HEAD>
<BODY>

Everything you see in the browser goes between the Body Tags.

</BODY>
</HTML>
```

Adding Analytics Tracking To Other Platforms

Many web-based applications will let you put the analytics into all your pages by entering into one standard place, often referred to as “Head Code”. Check your product documentation for adding Analytics.

Figure 11 - Head Tracking Code

Section 2 - Tuning Analytics – Maximizing the Data You Get

This is the section you need to implement in full.

This section tells you how to turn on the things you need to get the data you really want for your online marketing whether that is Search Engine Optimization, Pay Per Click advertising with Google Adwords, Content Marketing.

These are the things that are not setup when I log into customers accounts to get things setup for them!

These are the defaults that need to be changed and in the future made easier by Google.

Let's get started in the "Admin" section of Analytics with "Data Collection" under your "Property".

Data Collection

By default both Remarketing and Advertising Reporting Features are off. Because at some point you may want to run Google Ads to promote your website, or you want to understand the profile of your visitor better I recommend turning these two options on.

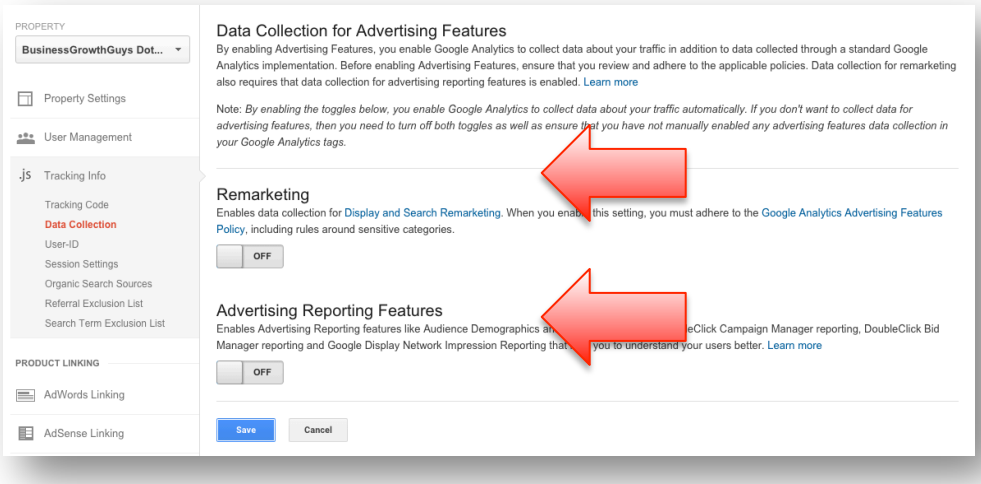

Figure 12 - Admin - Tracking Info - Data Collection defaults

List of Figures

Figure 1 - Sign In To Your Google Account 6
Figure 2 - Analytics Sign up 7
Figure 3 - New Account Screen 7
Figure 4 - Completing New Account Info 8
Figure 5 - Data Sharing Settings - Get Tracking ID 9
Figure 6 - Terms of Service Acceptance 10
Figure 7 - Initial Screen 11
Figure 8 - Tracking ID & Tracking Code 11
Figure 9 - Google Analytics by Yoast for WordPress 12
Figure 10 - Connecting to Your Analytics Profile 12
Figure 11 - Head Tracking Code 14
Figure 12 - Admin - Tracking Info - Data Collection defaults 15
Figure 13 - Enabling Remarketing and Advertising Reporting Features 16
Figure 14 - Reporting – Audience - Demographics 17
Figure 15 - Example of Live Demographic Data November vs December 18
Figure 16 - Reporting - Interests - Overview 18
Figure 17 - Reporting - Geo - Location 19
Figure 18 - Admin - Property - Property Settings 20
Figure 19 - Advertising Features and Search Console 20
Figure 20 - Admin - Property - Property Settings - Search Console Settings 21
Figure 21 - Search Console - Initial Screen 22
Figure 22 - Search Console - Add Property - Confirmation Popup 22
Figure 23 - Search Console - Welcome Screen 23
Figure 24 - Search Console - Add Property Button 23
Figure 25 - Add Property - URL 24
Figure 26 - Verify Property using Analytics 24
Figure 27 - Verification Screen 25
Figure 28 - Selecting the Search Console Site 25
Figure 29 - Save the Search Console Association 26
Figure 30 - Confirm the Search Console Association 26
Figure 31 - Enable Advertising and Search Console 26
Figure 32 - Analytics - Home - Multiple Websites 27
Figure 33 - Analytics - Reporting 28
Figure 34 – Analytics - Customizations 28
Figure 35 - Analytics – Admin 29
Figure 36 - Acquisition - How did people get to this site 30
Figure 37 - Search Engine Optimization - Keywords 31
Figure 38 - Comparing Average Position - Month over Month 32
Figure 39 - Keywords and Search Engine Optimization 32
Figure 40 - Landing Page Data 33
Figure 41 - Acquisition - AdWords - Campaigns - Default 34
Figure 42 - Adwords Keywords 35
Figure 43 - Reporting - Audience - Behavior - New vs. Returning 36

Figure 44 - Reporting - Audience - Behavior - Frequency & Recency 37
Figure 45 - Reporting - Audience - Behavior – Engagement – Session Duration 37
Figure 46 - Reporting - Audience - Behavior - Engagement - Page Depth 38
Figure 47 - Reporting - Audience - Technology - Browser & OS 39
Figure 48 - Reporting - Audience - Technology - Operating System 40
Figure 49 - Landing Page Data 41
Figure 50 - Example Funnel for Goal Setting and Dashboard Tracking 42
Figure 51 - Reporting - Conversion - Goals 43
Figure 52 - Reporting - Conversions - Goals - Overview - Setting up Goals 43
Figure 53 - Admin - Goals 44
Figure 54 - BusinessGrowthGuys.com - Landing Page 45
Figure 55 - BusinessGrowthGuys.com - Download Page (Thank you page) 45
Figure 56 - BusinessGrowthGuys.com - Download/Thank You URL 45
Figure 57 - New Goal - Goal set-up 46
Figure 58 - Goal set-up - Goal description 47
Figure 59 - Goal Details 48
Figure 60 - Goal detail - Destination - Options 48
Figure 61 - Your Goal is recording 49
Figure 62 - Reporting - Conversions - Reverse Goal Path 50
Figure 63 - Custom Dashboard - Funnel Part 1 51
Figure 64 - Custom Dashboard - Funnel Part 2 52
Figure 65 - Date Range Selection - Before and After Comparison 52
Figure 66 - My Dashboard – Default 53
Figure 67 - My Dashboard - Adding a Widget 54
Figure 68 - My Dashboard - Goal Widget 55

Index

About, this book, 4
Acquisition, 30
Admin, 29
Adwords, 34
Average Position, 31, 41
Behavior, 36
Browsers, 38
Clicks, 31, 41
Content Marketing, 32
CTR, 31, 41
CTR, Improving, 33
Custom Dashboard, 52
Customization, 28
Dashboard, Add Widget, 55
Data Collection, 15
Data Sharing, 9
Demographics, 18, 20
Exit Pages, 41
Frequency, 36
funnel, 43, 45
Goals, Creating, 43
Goals, Description, 48
Goals, Destination, 45
Goals, Details, 49
Goals, Duration, 45
Goals, Event, 45
Goals, Overview, 43
Goals, Pages/Screens per session, 45
Goals, Setup, 47
Home, 27
Impressions, 31, 41
Interest Data Collection, 20
Interface, 27
Introduction, 4
Keywords, 21, 31, 32
Landing Pages, 33, 40
My Dashboard, 54
Operating Systems, 38
Page Depth, 38
Queries, 31
Recency, 36
remarketing, 45
Reporting, 27
Search Console, 21
Search Engine Optimization, 30
SEO, 30
Session Duration, 37
Setting up Goals, 44
Setup, Account, 8
Setup, First Time, 6
Site Content, 40
Terms of Service, 10
Tracking Code, 11
Tracking Code, other platforms, 14
Tracking Code, Standard HTML, 13
Tracking Code, WordPress, 12
Tuning, 15
Visitors, New, 36
Visitors, Returning, 36
Widget, 55
WordPress, 12