

# Google Analytics:

Why Use It & What Info  
to Glean for Better  
Marketing...

*Dina Pruitt, Executive Producer*

**ARISTOTLE<sup>®</sup>**

# First Things First

- I'm not a Google analytics expert
- I assume you have a website
- And you want to know how it is performing
- So you are looking at web analytics

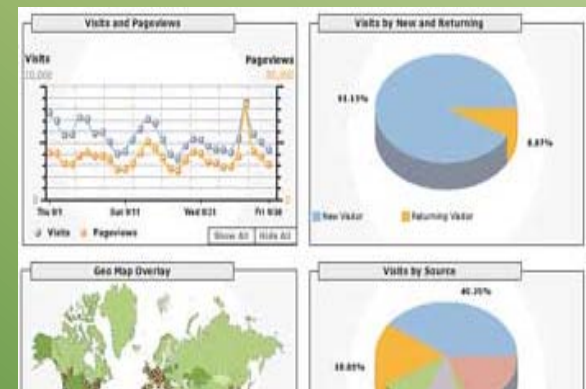
# Why Use Web Analytics?

- Evaluate the success of your goals
- Identify trends on your website
- Where are visitors coming from?
- How are they finding my site?
- How are they interacting with my site?
- Glean new information for potential advertising

# Which Indicators are the Most Relevant

Determine how to measure the success of your web site based on your business objectives

- Number of visits / Unique Visitors
- Sales, Average order value
- Page-views, Pages with publicity
- Sign-ups, Whitepaper downloads
- Etc ...



# Why use Google Analytics?

- It's a free web analytics tool hosted by Google
- It's becoming an industry standard
- It's very robust
- It's (fairly) easy to use
- It's (fairly) easy to implement

# What's Important?

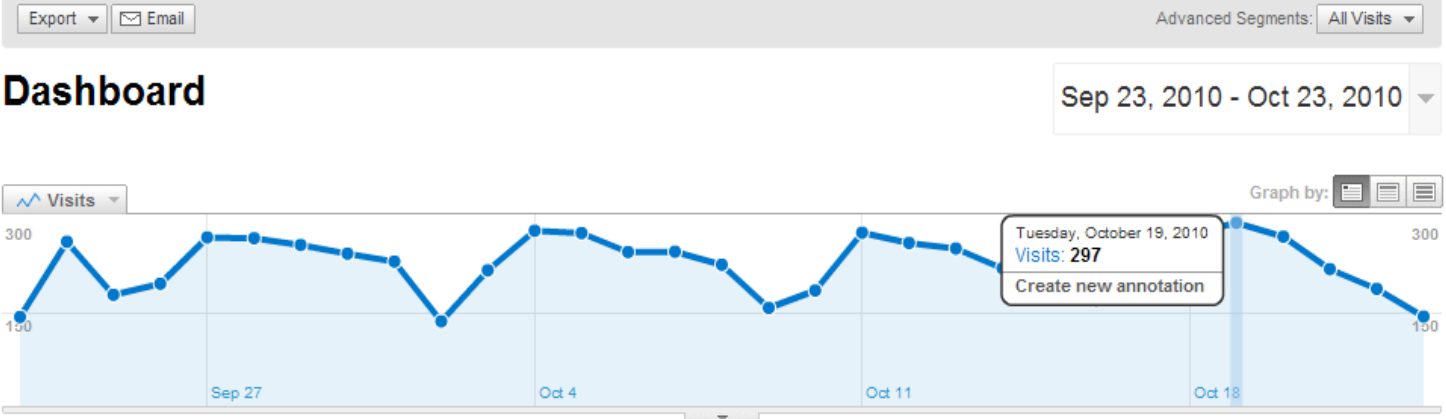
- Visits
- Page Views
- Bounce Rate
- Avg. Time on Site
- Traffic Sources
  - Direct
  - Referring
  - Search Engines
- Conversion Rates & Goal Paths
- Browsers & Screen Resolution

# Google Analytics Account Dashboard

Analytics Settings | View Reports: ▼

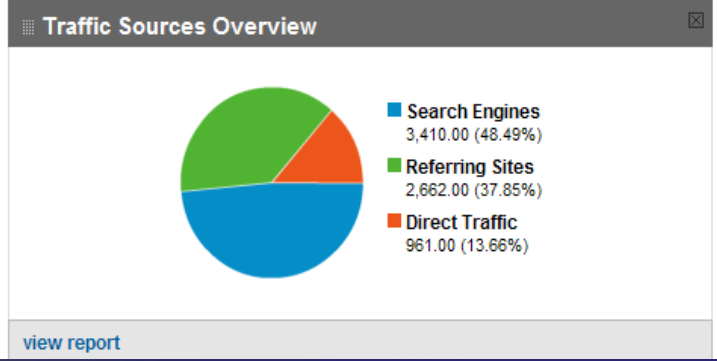
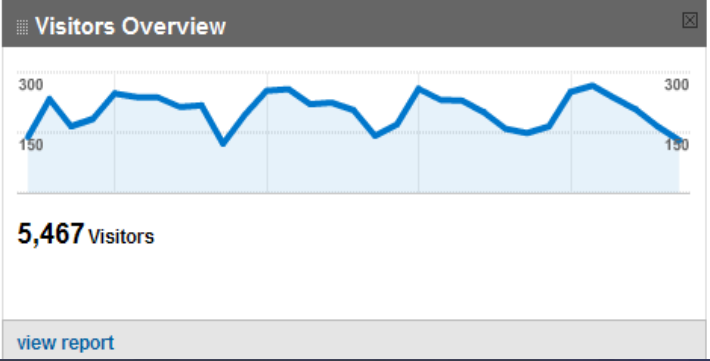
My Analytics Accounts: ▼

- Dashboard**
  - Intelligence Beta
  - Visitors
  - Traffic Sources
  - Content
  - Goals
- 
- Custom Reporting
- 
- My Customizations**
  - Custom Reports
  - Advanced Segments
  - Intelligence Beta
  - Email
- 
- Help Resources**
  - About this Report
  - Conversion University
  - Common Questions



### Site Usage

- 7,033 Visits**
- 35,653 Pageviews**
- 5.07 Pages/Visit**
- 24.11% Bounce Rate**
- 00:04:04 Avg. Time on Site**
- 11.72% % New Visits**

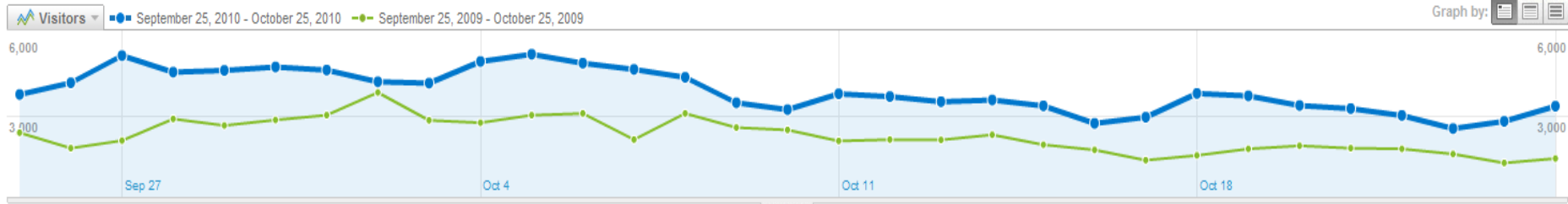


# Visitors

- Overview
- Benchmarking
- New vs Returning
- Languages
- Visitor Loyalty
- Browser Capabilities
- Mobile

## Visitors Overview

Sep 25, 2010 - Oct 25, 2010  
 Comparing to: Sep 25, 2009 - Oct 25, 2009



**114,661** people visited this site



**128,112** Visits

Previous: 75,389 (+69.93%)



**114,661** Absolute Unique Visitors

Previous: 65,533 (+74.97%)



**327,219** Pageviews

Previous: 263,075 (+24.38%)



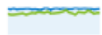
**2.55** Average Pageviews

Previous: 3.49 (-26.81%)



**00:02:01** Time on Site

Previous: 00:03:14 (-37.37%)



**58.05%** Bounce Rate

Previous: 48.41% (+19.91%)

## Visitor Segmentation



Visitors Profile: languages, network locations, user defined



Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash



Map Overlay  
 Geolocation visualization

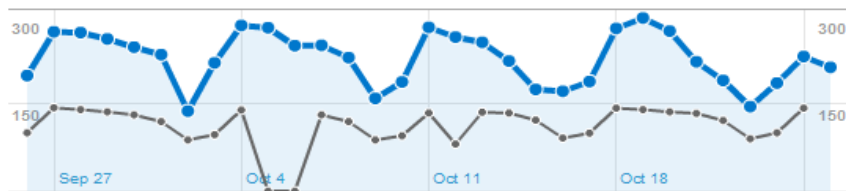


Try Google Ad Planner.  
 Understand the demographics and behaviors of your website's visitors.

# Benchmarking

## Benchmarking

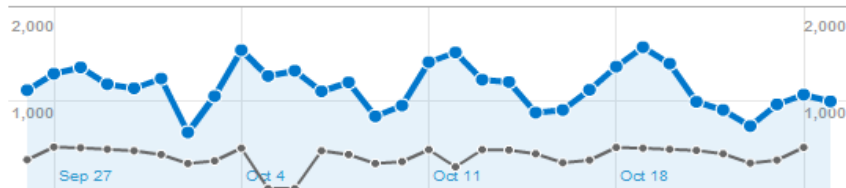
Comparing: All sites of similar size <sup>?</sup> [Open category list](#)



### 7,071 Visits

Benchmark: 3,339 (+111.77%)

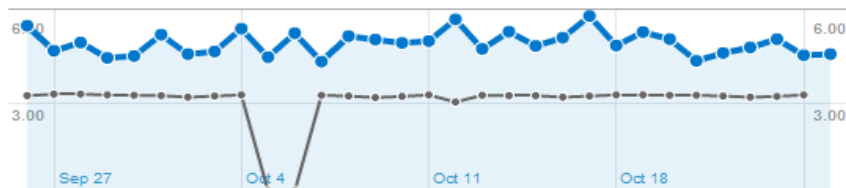
Also see the [All Traffic Sources](#) report for additional analysis of this metric.



### 35,827 Pageviews

Benchmark: 10,907 (+228.48%)

Also see the [Content by Title](#) report for additional analysis of this metric.



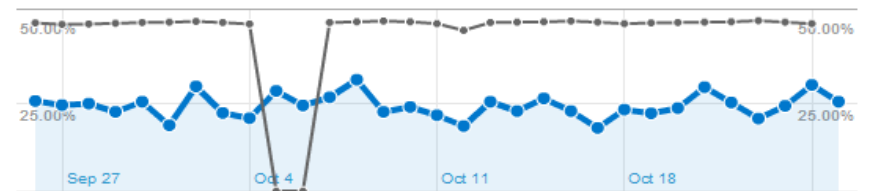
### 5.07 Pages/Visit

Benchmark: 3.27 (+55.11%)

Also see the [Depth of Visit](#) report for additional analysis of this metric.

Sep 26, 2010 - Oct 26, 2010

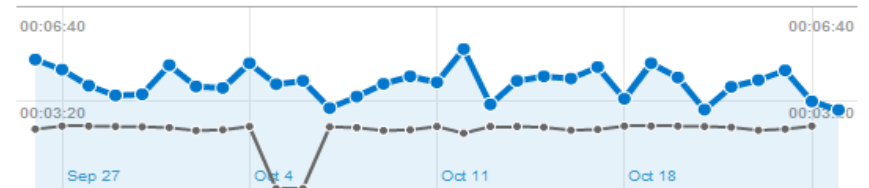
— Benchmark — Your site



### 24.28% Bounce Rate

Benchmark: 48.10% (-49.52%)

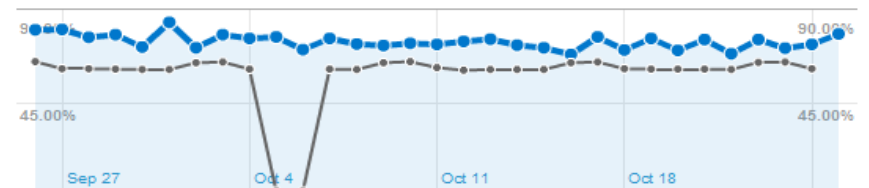
Also see the [Top Landing Pages](#) report for additional analysis of this metric.



### 00:04:02 Avg. Time on Site

Benchmark: 00:02:20 (+72.74%)

Also see the [Length of Visit](#) report for additional analysis of this metric.



### 76.86% New Visits

Benchmark: 63.08% (+21.86%)

Also see the [Visitor Loyalty](#) report for additional analysis of this metric.

# Benchmarking

## Benchmarking

Comparing: [Tourist Destinations sites of similar size](#) ? [Open category list](#)



**108,646 Visits**

Benchmark: 4,114 (+2,540.88%)

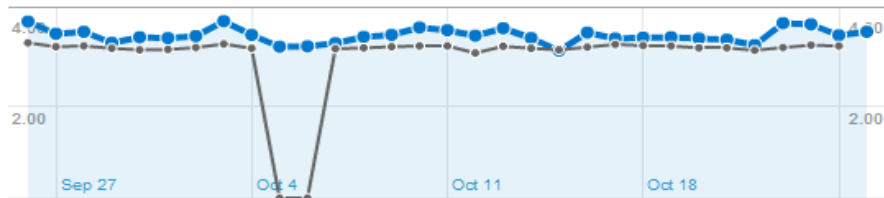
Also see the [All Traffic Sources](#) report for additional analysis of this metric.



**383,073 Pageviews**

Benchmark: 13,527 (+2,731.91%)

Also see the [Content by Title](#) report for additional analysis of this metric.



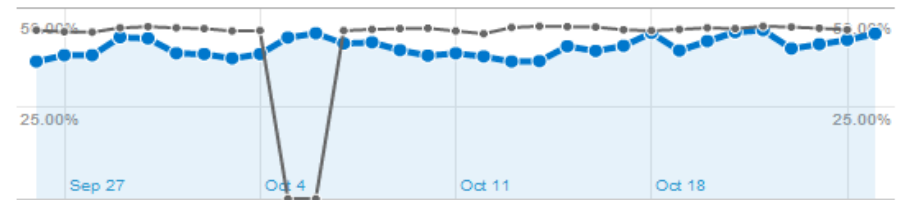
**3.53 Pages/Visit**

Benchmark: 3.29 (+7.25%)

Also see the [Depth of Visit](#) report for additional analysis of this metric.

Sep 26, 2010 - Oct 26, 2010 ▼

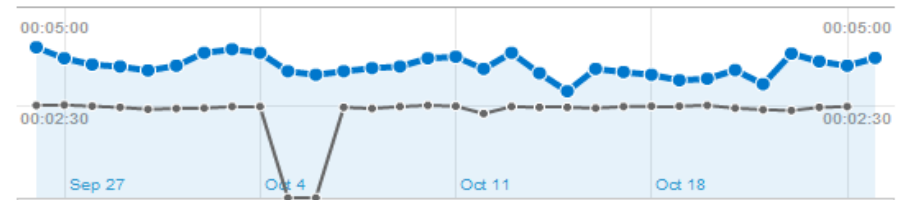
—●— Benchmark —●— Your site



**41.20% Bounce Rate**

Benchmark: 46.23% (-10.87%)

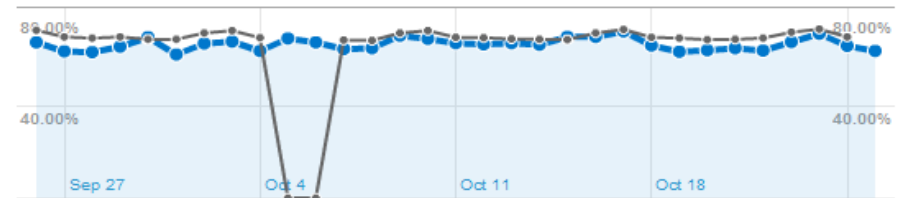
Also see the [Top Landing Pages](#) report for additional analysis of this metric.



**00:03:35 Avg. Time on Site**

Benchmark: 00:02:29 (+44.81%)

Also see the [Length of Visit](#) report for additional analysis of this metric.



**66.89% New Visits**

Benchmark: 70.27% (-4.81%)

Also see the [Visitor Loyalty](#) report for additional analysis of this metric.

# Bounce Rates

- The percentage of web site visitors who arrive at a web site entry page, then leave without going any deeper into the site.
- If page is higher than avg. site bounce rate percentage, focus on changing content on that page (blogs are different though)
  - Content - > Content by Title
  - Comparison View
  - Sort by Pageviews
  - Select "Bounce Rate" for compared to site average

Bounce Rate	% Exit
<b>57.12%</b>	<b>35.53%</b>
Site Avg: 57.12% (0.00%)	Site Avg: 35.53% (0.00%)
Title: <b>Bounce F</b> compared to site average	
21.99%	
	-0.23%
	-83.52%












# Visitor Loyalty

[Overview »](#)

## Visitor Loyalty

Sep 26, 2010 - Oct 26, 2010

### Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	5,448.00	 77.05%
2 times	831.00	 11.75%
3 times	266.00	 3.76%
4 times	136.00	 1.92%
5 times	79.00	 1.12%
6 times	44.00	 0.62%
7 times	38.00	 0.54%
8 times	32.00	 0.45%
9-14 times	109.00	 1.54%
15-25 times	53.00	 0.75%
26-50 times	28.00	 0.40%
51-100 times	7.00	0.10%

# Web Browsers

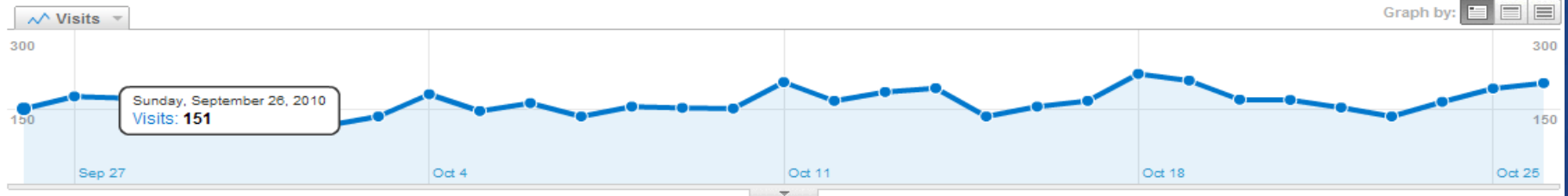
Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

Overview »

## Browsers

Sep 26, 2010 - Oct 26, 2010



## 5,167 visits used 20 browsers

Site Usage Goal Set 1

Views:

<b>Visits</b> <b>5,167</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>9.42</b> Site Avg: 9.42 (0.00%)	<b>Avg. Time on Site</b> <b>00:06:49</b> Site Avg: 00:06:49 (0.00%)	<b>% New Visits</b> <b>72.67%</b> Site Avg: 72.61% (0.08%)	<b>Bounce Rate</b> <b>46.68%</b> Site Avg: 46.68% (0.00%)
---	---	---	--	---

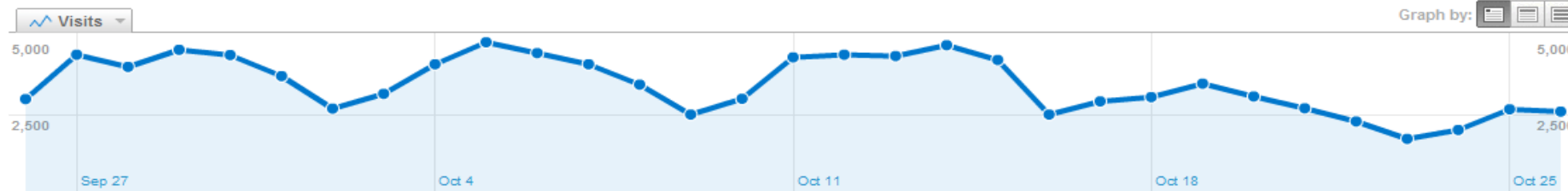
Browser	Visits	Visits	Browser contribution to total:
1. Internet Explorer	3,354	64.91%	
2. Safari	796	15.41%	
3. Firefox	687	13.30%	
4. Chrome	253	4.90%	
5. Mozilla Compatible Agent	29	0.56%	
6. Opera	14	0.27%	
7. Opera Mini	8	0.15%	
8. BlackBerry8520	5	0.10%	
9. BlackBerry8530	5	0.10%	
10. NetFront	3	0.06%	

# Screen Resolution

Overview »

## Screen Resolutions

Sep 26, 2010 - Oct 26, 2010



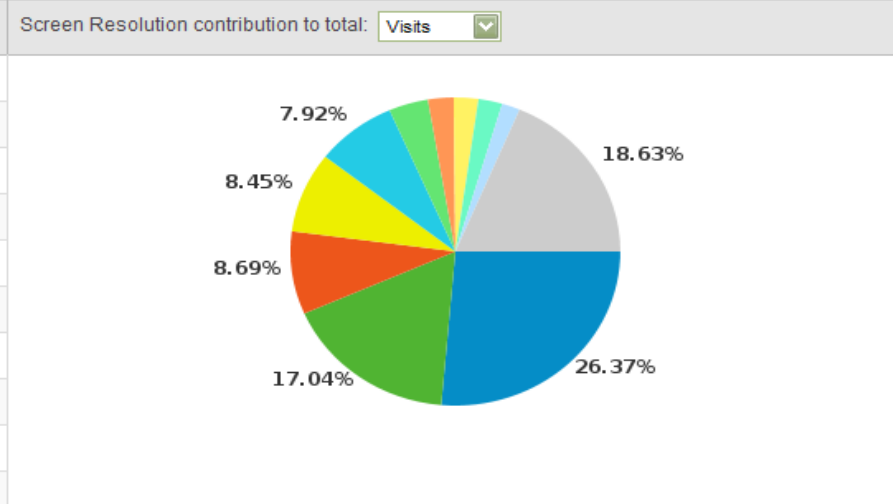
108,646 visits used 610 screen resolutions

Site Usage Goal Set 1

Views: [Table] [Bar] [Line] [Pie]

<b>Visits</b> <b>108,646</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>3.53</b> Site Avg: 3.53 (0.00%)	<b>Avg. Time on Site</b> <b>00:03:35</b> Site Avg: 00:03:35 (0.00%)	<b>% New Visits</b> <b>66.91%</b> Site Avg: 66.89% (0.03%)	<b>Bounce Rate</b> <b>41.20%</b> Site Avg: 41.20% (0.00%)
---	---	---	--	---

Screen Resolution	Visits	Visits
1. 1024x768	28,651	26.37%
2. 1280x800	18,514	17.04%
3. 1366x768	9,436	8.69%
4. 1280x1024	9,186	8.45%
5. 1440x900	8,609	7.92%
6. 1680x1050	4,193	3.86%
7. 1600x900	2,731	2.51%
8. 1152x864	2,617	2.41%
9. 800x600	2,538	2.34%
10. 1280x768	1,937	1.78%



# Traffic from Mobile Devices

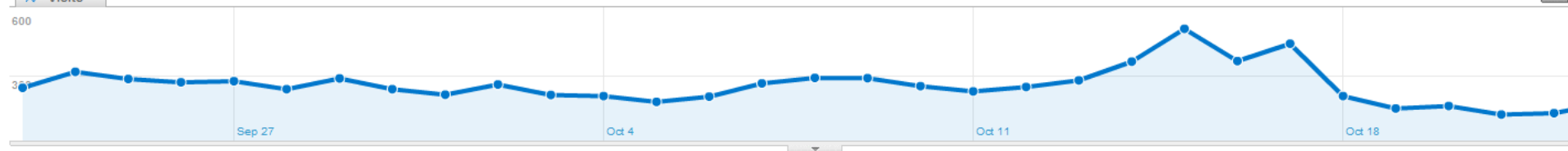
Overview »

## Mobile Devices

Sep 23, 2010 - Oct 23, 2010

Visits

Graph by:



These mobile devices sent 7,969 visits via 12 operating systems

Site Usage

Goal Set 1

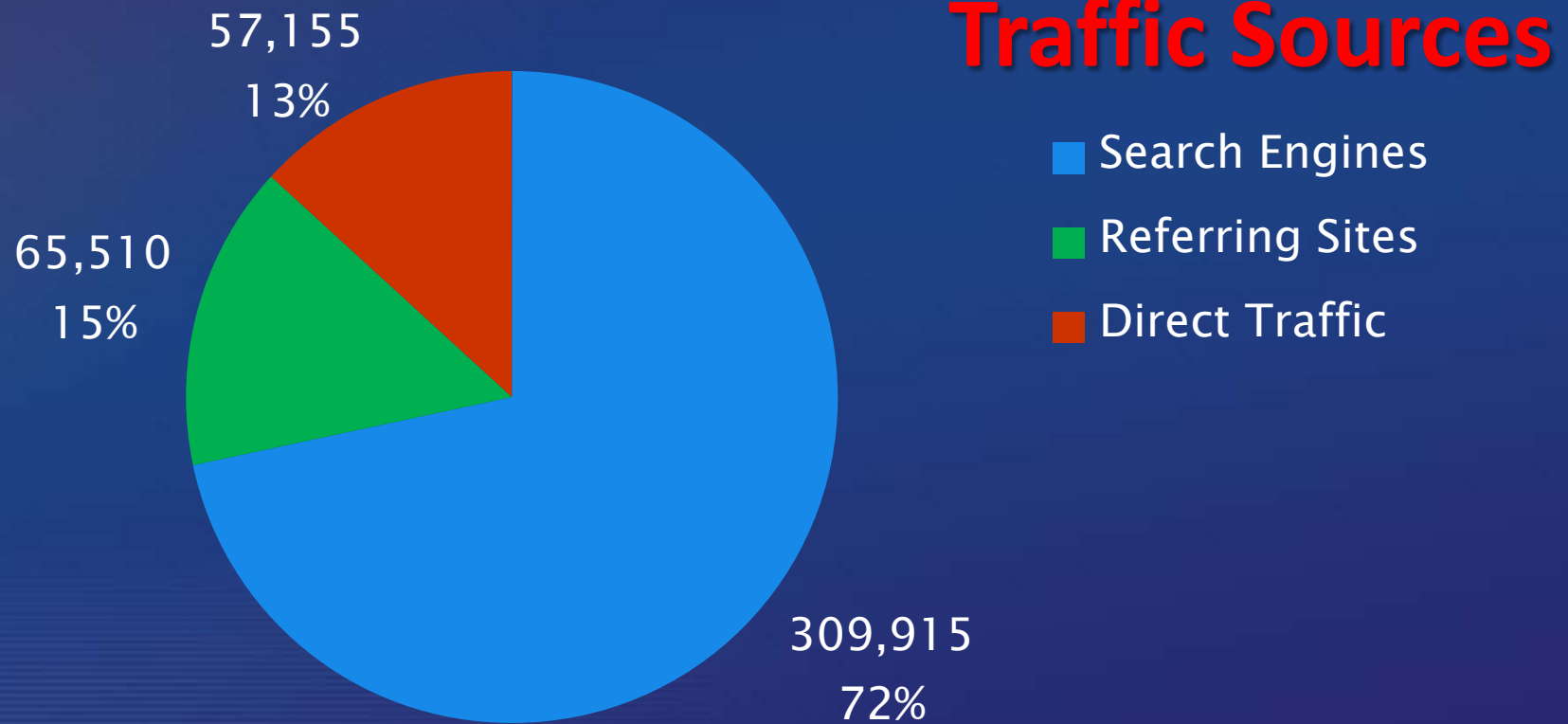
Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>7,969</b> % of Site Total: 94.14%	<b>4.16</b> Site Avg: 4.19 (-0.85%)	<b>00:02:42</b> Site Avg: 00:02:42 (-0.33%)	<b>76.15%</b> Site Avg: 76.36% (-0.28%)	<b>40.37%</b> Site Avg: 40.35% (0.04%)

Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. iPhone	4,502	3.74	00:02:09	76.30%	40.37%
2. Android	2,156	4.96	00:03:47	73.84%	40.37%
3. BlackBerry	710	4.22	00:03:00	79.30%	40.37%
4. iPod	417	3.77	00:01:52	79.14%	40.37%
5. Samsung	118	6.06	00:05:01	71.19%	40.37%
6. Windows	22	2.77	00:01:28	90.91%	40.37%
7. SymbianOS	18	6.61	00:03:34	100.00%	40.37%
8. Sony	10	7.80	00:02:37	100.00%	40.37%
9. Danger Hiptop	7	2.14	00:00:26	100.00%	40.37%
10. LG	5	2.60	00:00:54	100.00%	40.37%

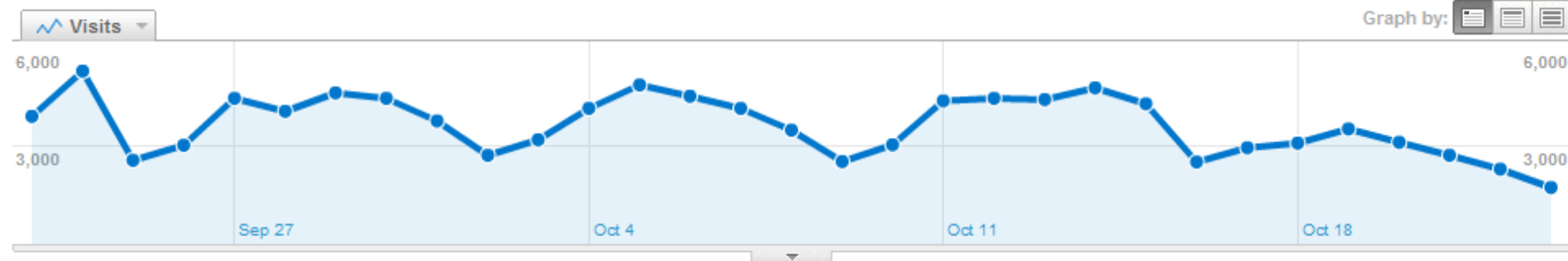
Filter Operating System: containing  Go [Advanced Filter](#)Go to:  Show rows:  1 - 10 of 12

# Where is traffic coming from?



# Traffic Sources Overview

Sep 23, 2010 - Oct 23, 2010

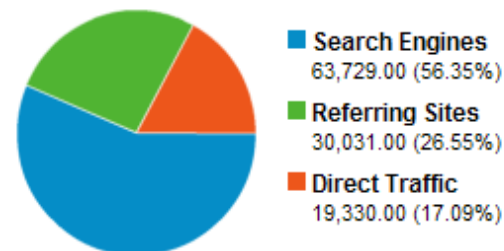


All traffic sources sent a total of 113,090 visits

17.09% Direct Traffic

26.55% Referring Sites

56.35% Search Engines



## Top Traffic Sources

Sources	Visits	% visits
google (organic)	44,992	39.78%
(direct) ((none))	19,330	17.09%
concertsforthecoast.com (referral)	8,534	7.55%
yahoo (organic)	8,295	7.33%
bing (organic)	6,787	6.00%

[view full report](#)

Keywords	Visits	% visits
gulf shores alabama	10,095	15.84%
gulf shores	3,490	5.48%
orange beach alabama	2,865	4.50%
gulf shores al	805	1.26%
orange beach	804	1.26%

[view full report](#)

# Top Referring Sites

- What are your most valuable links?
- Which websites are sending traffic?

	Source 	None 	Visits 	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	 <a href="http://concertsforthebeach.com">concertsforthebeach.com</a>		9,088	3.37	00:03:49	65.55%	26.36%
2.	 <a href="http://thebeachfacts.com">thebeachfacts.com</a>		2,483	3.31	00:03:58	27.71%	44.42%
3.	 <a href="http://facebook.com">facebook.com</a>		2,404	2.64	00:02:56	48.79%	54.24%
4.	 <a href="http://al.com">al.com</a>		1,130	1.79	00:01:09	76.28%	76.11%
5.	 <a href="http://google.com">google.com</a>		1,045	2.21	00:01:37	87.56%	51.67%
6.	 <a href="http://blog.al.com">blog.al.com</a>		988	3.21	00:03:54	72.37%	33.30%
7.	 <a href="http://gulfshoresal.gov">gulfshoresal.gov</a>		902	4.84	00:06:00	59.09%	18.96%
8.	 <a href="http://ajc.com">ajc.com</a>		726	1.85	00:00:56	89.12%	71.63%
9.	 <a href="http://tennessean.com">tennessean.com</a>		656	1.32	00:00:16	95.43%	84.91%
10.	 <a href="http://bonjovi.com">bonjovi.com</a>		525	3.12	00:03:33	62.86%	35.43%

# Top Key Phrases from Search Engines

- What are people really searching for?
- Which keywords are most engaging?

	Keyword <input type="text" value="None"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">gulf shores alabama</a>	10,095	5.25	00:05:20	66.80%	21.07%
2.	<a href="#">gulf shores</a>	3,490	4.81	00:04:37	67.34%	23.98%
3.	<a href="#">orange beach alabama</a>	2,865	5.00	00:04:40	73.58%	24.78%
4.	<a href="#">gulf shores al</a>	805	5.76	00:05:49	65.71%	17.89%
5.	<a href="#">orange beach</a>	804	4.48	00:04:16	76.99%	27.11%
6.	<a href="#">gulf shores, al</a>	684	5.21	00:05:33	61.99%	19.88%
7.	<a href="#">gulfshores.com</a>	605	4.46	00:04:22	34.21%	35.87%
8.	<a href="#">gulfshores</a>	498	5.01	00:05:27	56.63%	27.51%
9.	<a href="#">alabama beaches</a>	472	4.64	00:04:04	88.14%	24.79%
10.	<a href="#">gulf shores hotels</a>	367	4.56	00:04:57	71.39%	22.34%

# Top Keywords

*- Destination or Topic-based*

	Keyword <input type="text" value="Keyword"/>	None <input type="text" value="None"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	mountain harbor resort		644	5.67	00:04:36	68.32%	18.63%
2.	mountain harbor		80	5.84	00:04:41	76.25%	16.25%
3.	mt harbor resort		75	6.35	00:07:23	69.33%	18.67%
4.	hot springs arkansas cabins		66	5.41	00:04:05	92.42%	21.21%
5.	mountain harbor resort arkansas		66	7.06	00:07:28	78.79%	7.58%
6.	mountain harbor resort and spa		58	6.10	00:04:03	65.52%	17.24%
7.	lake ouachita cabins		57	5.65	00:03:51	71.93%	26.32%
8.	hot springs arkansas resorts		45	6.20	00:06:19	91.11%	20.00%
9.	lake ouachita		34	6.12	00:04:55	97.06%	20.59%
10.	hot springs arkansas		32	4.53	00:03:04	100.00%	28.12%

# Compare Keyword Traffic Sources

	Medium/Source	Visits	P/Visit	G1/Visit	G3/Visit	G4/Visit	\$/Visits
	☐ organic	91	26.75	34.07%	25.27%	16.48%	\$4.57
⊕ 1.	google	72	26.51	37.50%	29.17%	19.44%	\$5.20
⊕ 2.	yahoo	9	45.11	22.22%	11.11%	11.11%	\$2.56
⊕ 3.	msn	5	4.40	0.00%	0.00%	0.00%	\$0.00
⊕ 4.	aol	2	12.00	50.00%	0.00%	0.00%	\$2.50
⊕ 5.	search	1	39.00	0.00%	100.00%	0.00%	\$7.50
⊕ 6.	lycos	1	2.00	0.00%	0.00%	0.00%	\$0.00
⊕ 7.	altavista	1	32.00	100.00%	0.00%	0.00%	\$6.00
	<b>Totals:</b>	<b>91</b>	<b>26.75</b>	<b>34.07%</b>	<b>25.27%</b>	<b>16.48%</b>	<b>\$4.57</b>

Compensate your weakness in natural search using paid search

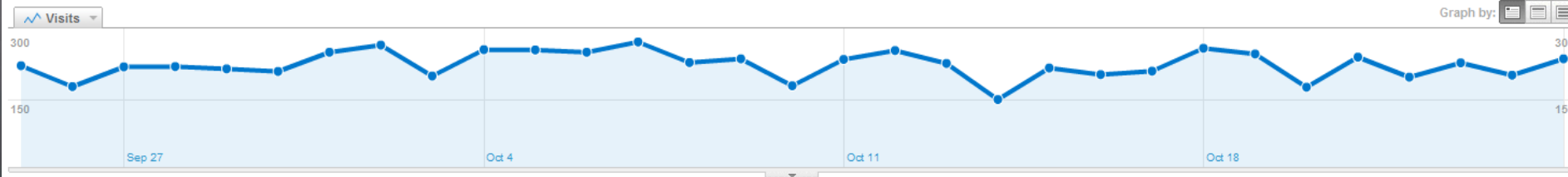
Conversion rate per keyword per source

# Pay Per Click Campaigns

Overview »

## Campaigns

Sep 25, 2010 - Oct 25, 2010



Campaign traffic sent 7,099 visits via 10 campaigns

Site Usage

Goal Set 1

Views:    

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>7,099</b> % of Site Total: 5.48%	<b>2.47</b> Site Avg: 2.56 (-3.49%)	<b>00:01:49</b> Site Avg: 00:02:03 (-11.53%)	<b>87.25%</b> Site Avg: 82.42% (5.87%)	<b>62.08%</b> Site Avg: 58.03% (6.97%)		
Campaign	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Main Campaign - Search		6,058	2.63	00:02:00	87.04%	59.14%
2. Main Campaign - Content		475	1.63	00:00:49	97.47%	76.00%
3. Geo Niches - Content		229	1.69	00:00:57	95.63%	79.04%
4. Meeting Planners - Search		226	1.31	00:00:43	82.74%	85.84%
5. Meeting Planners - Content		51	1.12	00:00:13	80.39%	88.24%
6. (not set)		34	1.44	00:00:48	11.76%	82.35%
7. [REDACTED] Giveaway Search		8	1.38	00:00:26	0.00%	75.00%
8. Geo Niches - Search		7	5.43	00:05:04	85.71%	0.00%
9. [REDACTED] Giveaway Content		6	1.83	00:00:37	0.00%	83.33%
10. Spring 2010 - Content		5	1.20	00:00:03	20.00%	80.00%

Filter Campaign: containing  Go [Advanced Filter](#)Go to:  Show rows:  1 - 10 of 10

# What Are They Doing?

Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

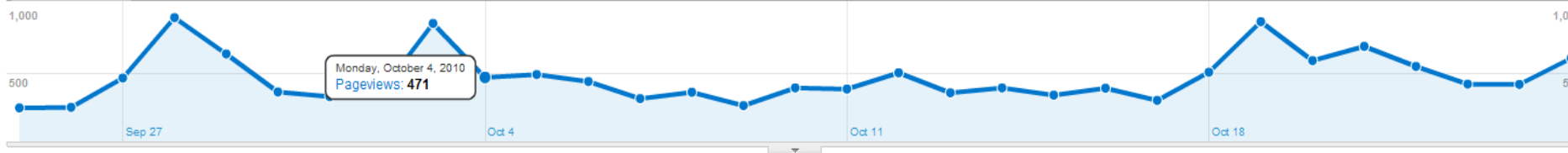
Overview »

## Top Content

Sep 25, 2010 - Oct 25, 2010

Pageviews

Graph by:



90 pages were viewed a total of 14,589 times

### Content Performance

Views:

Pageviews <b>14,589</b> % of Site Total: 100.00%	Unique Pageviews <b>10,748</b> % of Site Total: 100.00%	Avg. Time on Page <b>00:01:11</b> Site Avg: 00:01:11 (0.00%)	Bounce Rate <b>40.64%</b> Site Avg: 40.64% (0.00%)	% Exit <b>29.06%</b> Site Avg: 29.06% (0.00%)	\$ Index <b>\$0.00</b> Site Avg: \$0.00 (0.00%)
--	---	--	--	---	---

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. /	3,910	3,100	00:00:53	37.88%	40.61%	\$0.00
2. /play/default.aspx	1,584	1,143	00:01:26	43.21%	27.59%	\$0.00
3. /plan/quotes/default.aspx	1,465	621	00:00:45	35.29%	16.04%	\$0.00
4. /stay/allrates.aspx	1,280	881	00:01:17	53.52%	20.16%	\$0.00
5. /stay/default.aspx	758	585	00:01:11	51.11%	23.75%	\$0.00
6. /play/	632	504	00:01:48	37.66%	35.28%	\$0.00
7. /play/details.aspx?id=15922	286	214	00:01:27	50.00%	25.17%	\$0.00
8. /play/details.aspx?id=98	278	215	00:01:26	50.00%	19.42%	\$0.00
9. /plan/quotes/	246	198	00:00:27	35.71%	14.63%	\$0.00
10. /play/details.aspx?id=226	233	193	00:01:49	50.00%	22.32%	\$0.00

# In-Page Analytics

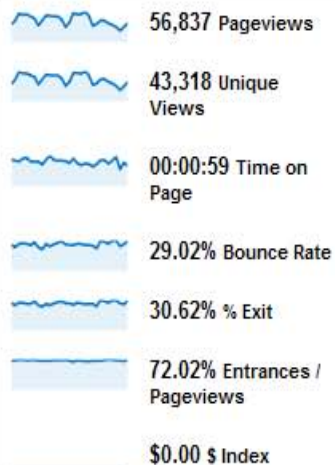
Overview »

## In-Page Analytics

<http://www.gulfshores.com/>

Sep 25, 2010 - Oct 25, 2010

### Content Detail



### Top Demographic

Language **55,541** en-us ▼ (98.0%)  
 Country/Territory **55,478** United States (97.8%)

### Top Technical

Screen Resolution **16,064** 1024x768 ▼ (28.3%)  
 Operating System **51,689** Windows ▼ (91.2%)  
 Browser **42,931** Internet Explorer ▼ (75.7%)



# Measure Marketing



- Sep 13 – e-newsletter blast
- Sep 27 – online news story linking to your website

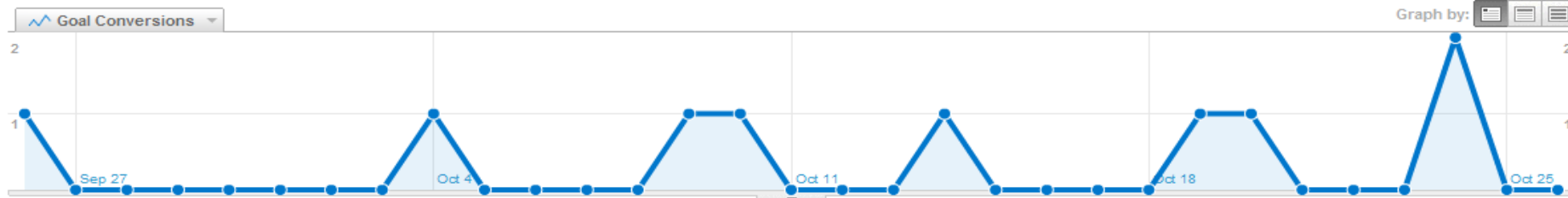
# Goals

Export

Advanced Segments:

## Goals Overview

Sep 26, 2010 - Oct 26, 2010



## Visitors completed 9 goal conversions

0 conversions, [Goal 1: eNewsletter](#)

0 conversions, [Goal 2: Online Guide View](#)

8 conversions, [Goal 3: offline guide request](#)

1 conversions, [Goal 4: Things to Do](#)

## Goal Performance

### Goal Conversion Rate



**0.01%** Goal Conversion Rate  
[view full report](#)

### Total Goal Value

**\$0.00** Total Goal Value  
[view full report](#)

# Conversion Rates

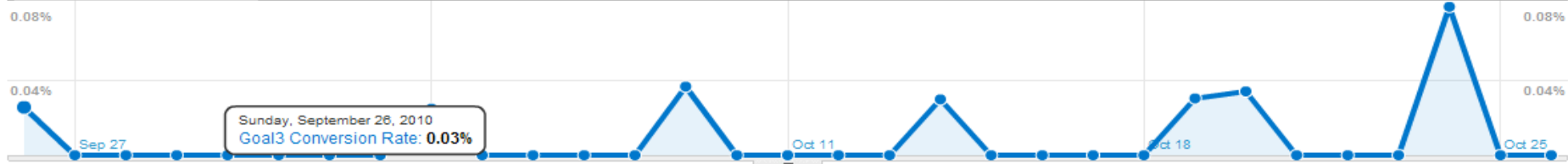
Overview »

## Goal Conversion Rate

Sep 26, 2010 - Oct 26, 2010

Goal3 Conversion Rate

Graph by:



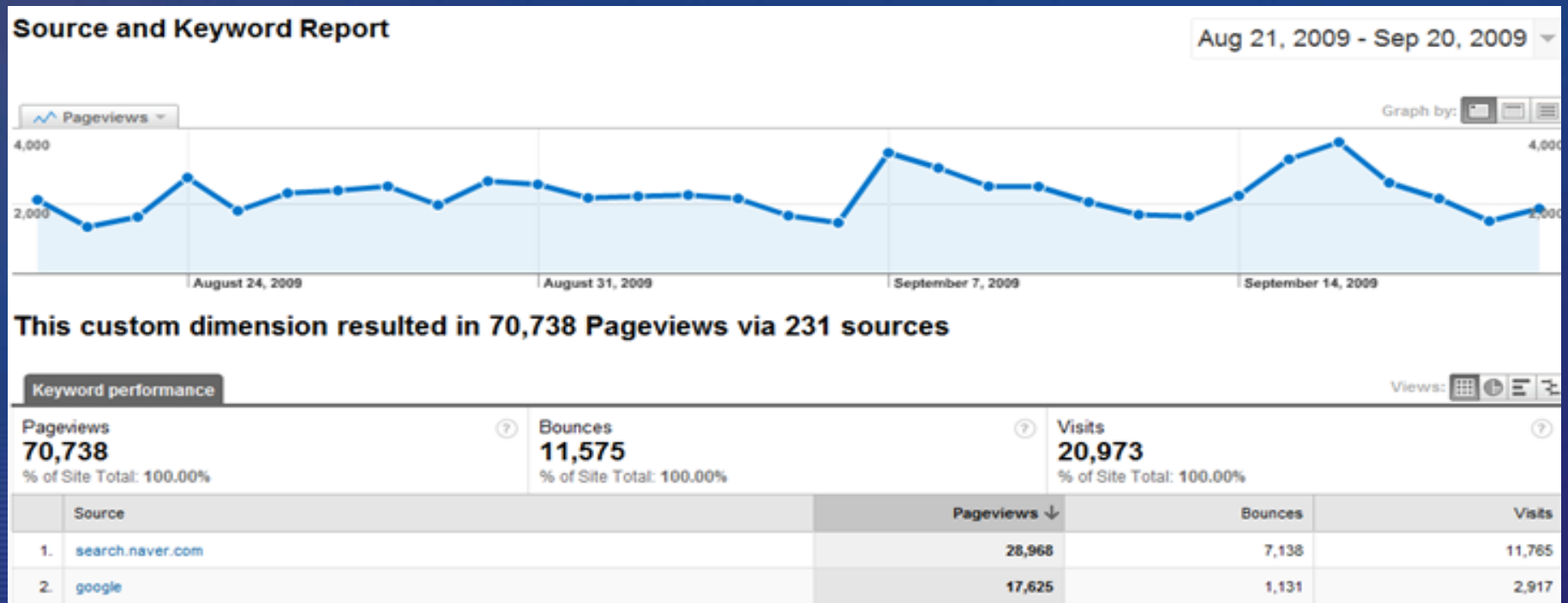
## 0.01% offline guide request

Select Goal: Goal 3: offline guide request

Sunday, September 26, 2010	0.03%
Monday, September 27, 2010	0.00%
Tuesday, September 28, 2010	0.00%
Wednesday, September 29, 2010	0.00%
Thursday, September 30, 2010	0.00%
Friday, October 1, 2010	0.00%
Saturday, October 2, 2010	0.00%
Sunday, October 3, 2010	0.00%
Monday, October 4, 2010	0.02%
Tuesday, October 5, 2010	0.00%
Wednesday, October 6, 2010	0.00%
Thursday, October 7, 2010	0.00%
Friday, October 8, 2010	0.00%

# Create Custom Reports

- Decide what report should show
  - Ex.Source and Keyword Performance Report
  - Dimensions - sources and keywords
  - Metrics - Pageviews, bounces, visits



**Questions?**