

A man with a beard and dark hair, wearing a dark jacket, stands in the center of a large, empty theater. He is illuminated by a bright, circular spotlight that casts a strong beam of light onto him and the seats in front of him. The theater is dark, with rows of dark blue or black seats stretching out from the foreground into the distance. In the background, two exit doors are visible on either side of the stage area, each marked with a green 'EXIT' sign. The ceiling is dark, with several horizontal light fixtures and a large, glowing spiral light fixture on the left side. The overall atmosphere is dramatic and focused.

ZO Agency

Your guide to
**Google
Analytics**



What is Google Analytics?

Google Analytics is a tool used to track data on your website, and should be an essential asset in your SEO strategy. It is the most robust free analytics platform available, and provides insights on how users find and interact with your site.

Peter Drucker (Management consultant, educator and author) once said, “If you can’t measure it, you can’t improve it.”

Without data, you won’t know the affect your SEO and other marketing efforts are having. The information provided by Google Analytics will show you what is effective, and what needs improvement in your SEO strategies.

The goal is to turn data into information, and information into insight.

— **Carly Fiorina** Business former executive, president, and chair of Hewlett-Packard Co.



*Know your
audience*

What can Google Analytics tell me?

- How many users are visiting your site
- How many organic searches you get from SEO
- What pages get the most organic searches
- What pages get the LEAST organic searches
- What pages have the worst performance
- Where your website visitors live
- What devices are being used to access your site
- What languages your users speak
- Visitor information like gender and age
- What websites refer traffic to your site
- What social networks send traffic to your site
- Which pages have the best conversions
- Which pages have the worst load time and why
- Which links are people engaging with on each page

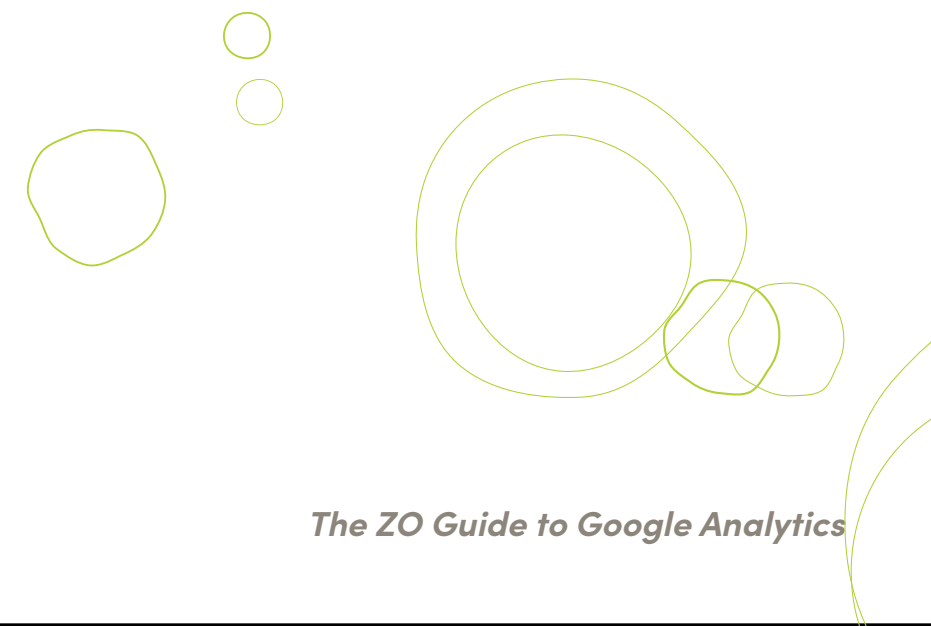
All this information will let you answer the big question... What can I do to improve my website, content, conversions, and customer experience?



Track your audience.

If you don't have a Google Analytics account, you will want to create one and install the tracking code on your website. This is installed on every page of your website, and the installation will depend on the type of website you have. Your website administrator, or handy marketing agency (wink, wink), can also set this up for you, if needed.

Now you're ready to gather data and set some goals. Goals is one of the simplest conversion tracking tools in Google Analytics. Goals usually includes things like lead form submissions, email list sign ups, and purchase completions, but set up what is most important to your business.



Reading the reports.

There are many reports within Google Analytics. You may not need them all, but you should explore each one to see what they have to offer. They all fall into three main categories.

Audience Reports

This tells you everything about the visitors to your website; age and gender, general interests, location, language, how often they visit your website, and how they view your website.

Acquisition Reports

This tells you about where your traffic comes from and what drove visitors to your site. What sites visitors are coming from and if linked to AdWords, what PPC campaigns or search traffic lead them to you.

Behavior Reports

These reports tell you about your content; the top pages on your website, the top entry pages on your website, and the top exit pages on your website. If you set up Site Search, you will also be able to see what terms are searched for and the pages they are searched upon.

woohoo!



Explain the Metrics.

Now that you're all set up, and you have reports to view, you can take a look at your metrics. Here are some of your key metrics.

Sessions

Shows you the number of interactions on your website during a specific time period. One session can include many pageviews and events, as well as e-commerce transactions.

Users

Shows you the number of users who visited your website within a specific time frame.

Pageviews

Shows you the number of views on your web pages (those with your GA tracking code installed). Reloading a page, or returning to a particular page after navigating through your site, counts as an additional pageview.

(there's more)

These too...

Pages / Session

Shows the average number of visited pages per one session.
Example: If Visitor A visits five pages in a single session and Visitor B visits four pages in one session, your Pages / Session metric will be 4.5 ($5+4 / 2 = 4.5$).

Bounce Rate

Shows you the percentage of website visitors who bounced back from your website. A bounce visitor left your site immediately after landing on a page, without navigating any further.

Don't build metrics that aren't going to be part of your day-to-day operations or don't have potential to be incorporated as such. Building reports that no one looks at is just activity without accomplishment, and is a waste of time.

— **Andrew Chen** Head of Rider Growth at Uber

*Follow the
data*





Congrats~

You've just learned
a whole lot about
Google Analytics!

Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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