

GETTING STARTED WITH

GOOGLE

ANALYTICS

**A Beginner's Guide to Increased Productivity
and Profits for Your Website**

Terry Loving
206 200 0914
TerryLoving.com

Table of Contents

Introduction: Monitoring Analytics Leads to Growth	3
How to Set Up Google Analytics on Your Website	6
Setting Up Your Dashboard and Terms You Need to Know	11
The Top 8 Google Analytics Reports	17
How to Create Goals and Content Experiments	27
Using Analytics to Improve Your Marketing	38
Conclusion and Action Plan	42

Introduction: Monitoring Analytics Leads to Growth

The goal of this course is to reveal the numbers behind your business. Maybe you are an entrepreneur just starting out. Perhaps you are a veteran small business owner. In either case, you probably recognize that with a deeper understanding of the data which drives your business, you will be more productive, your systems will be more efficient, and your business will be more successful.

This is true whether you are selling xylophones or zebras, physical products or virtual services. Whether you have a staff of hundreds or you are a solo entrepreneur, understanding how people interact with your website or blog is crucial for the longevity and profitability of your business. That is exactly what Google Analytics offers.

What Is Google Analytics and Why Do I Need It?

Google is the largest search engine in the world, responsible for 65% to 80% of all web searches depending on what estimates you refer to. As many as 50,000 search queries are processed every second by Google. This means that the traffic coming from Google to your website, whether paid or generic, can provide you with the best possible view of important business metrics.

Google Analytics (also referred to as GA throughout this report) is a Google product. It is a web-based application that reveals important traffic and behavior patterns in relationship to your online business. In Google's own words, GA is:

"... a freemium web analytics service offered by Google that tracks and reports website traffic. Google Analytics is now the most widely used web analytics service on the Internet."

The free service has evolved since 2005 to answer, among other questions, the following:

- How many unique and repeat visitors go to your site/blog each month?
- What countries is your traffic coming from?
- Which websites, blogs, and search engines are referring your visitors?
- Do your visitors prefer to access your business on their smartphone, tablet, laptop, or desktop PC?
- Which web browser do they use?
- Which pages of your site attract the most traffic?
- What type of content engages your prospects and keeps them on your site, and what kinds of content have them leaving in a hurry?
- Perhaps most importantly, which of your marketing campaigns and strategies are the most and least effective?

Understanding the answers to those and other important traffic questions is extremely powerful. Google sends two to three times the traffic to your website as all other search engines combined, so it makes sense to pay attention to what this Internet giant has to say about your traffic. Google has created an intelligent and free piece of software, Google Analytics, which

integrates perfectly with your website to reveal important information you need for optimizing your online web properties.

Since the most visited website in the world is offering to help you become more productive and efficient, it only makes sense to install Google Analytics for each of your online businesses.

The Goal of This Course:

When you have completed this course, you will be able to do the following:

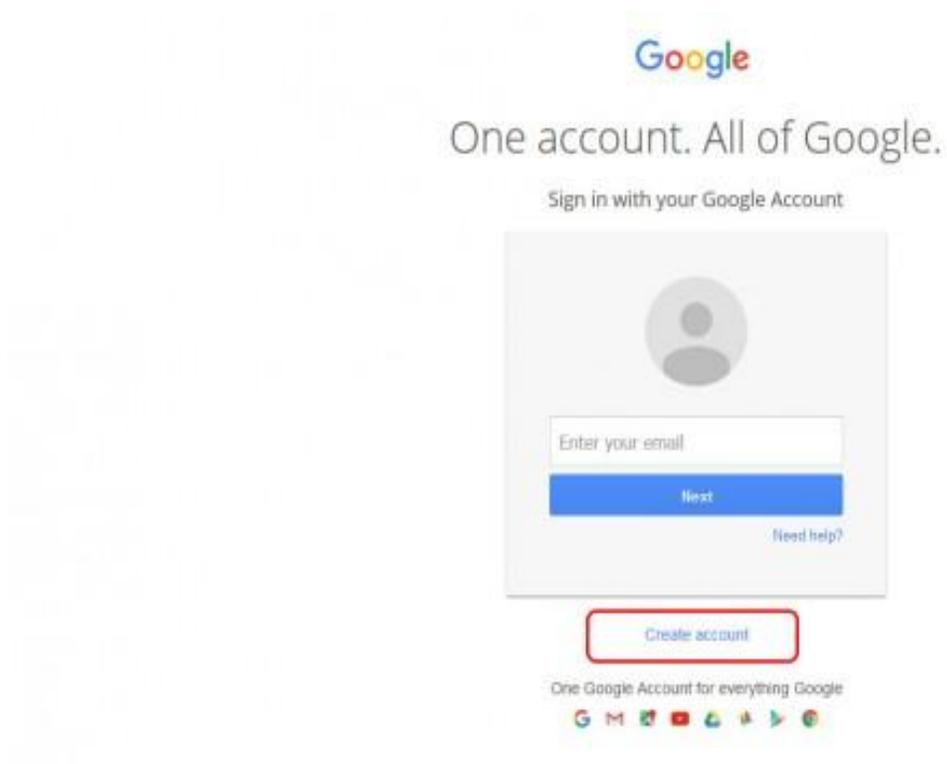
- Install Google Analytics successfully on your web properties.
- Identify the most important traffic statistics and what they are telling you about your business.
- Set up a shortcut dashboard for quick access to your statistics.
- Analyze key Google Analytics reports and data.
- Set up simple Content Experiments and Goals to test specific changes to your website and to understand how they affect your business.
- Use the basic tools of Google Analytics to identify where you can increase conversions, visitor engagement, and the time visitors spend on your site.

Google has spent billions of dollars perfecting its traffic data collection system. That is why they are the largest and most used search engine in the world. You can benefit significantly from the powerful information that Google has to reveal about your website, and your first step is to get Google Analytics installed and running.

How to Set Up Google Analytics on Your Website

Creating a Google Account

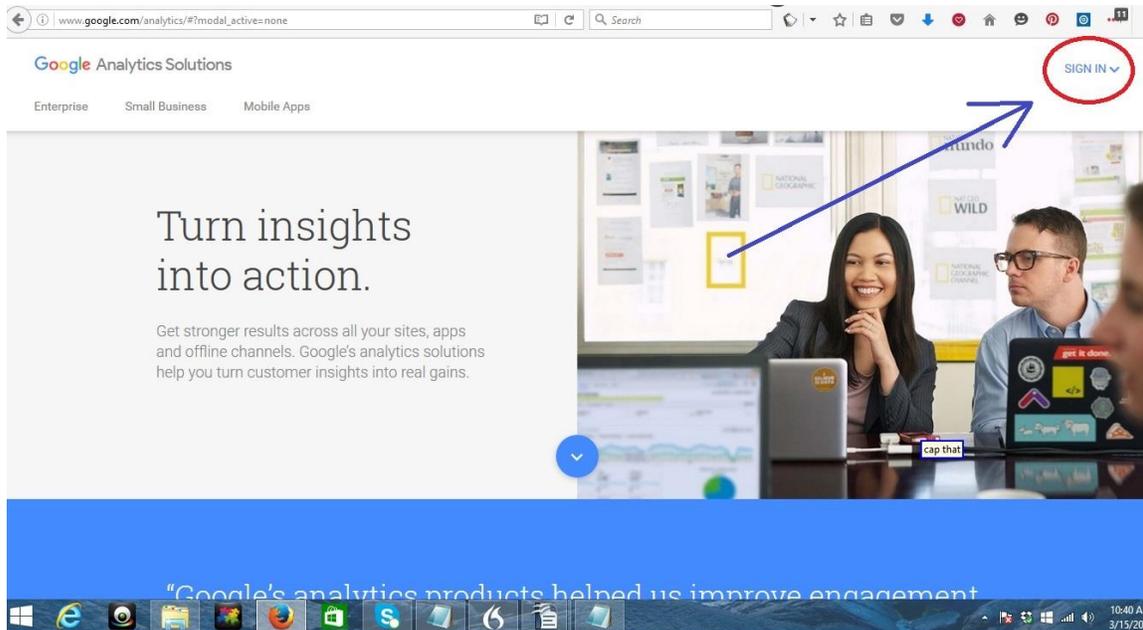
You need a Google account before you can install Google Analytics. Do you have a YouTube or Gmail account? If so, you are ready to get started. If not, go to accounts.google.com and sign up for a free account.



Upon completion you will be automatically logged in to your new Google account.

Signing Up and Installing Google Analytics

After logging into your existing Google account or creating a new one, head over to Google.com/Analytics. Sign up in the upper right-hand corner of the Google Analytics homepage. Choose Google Analytics from the drop-down menu.



You will be taken to a page where you will see the phrase Start using Google Analytics right above a Sign Up button on the right-hand side of the page.



Click the Sign Up button. You'll be taken to a page which looks like the picture below. Under New Account at the top of the page, choose Website. **(Note:** whether you have a blog or a website-based business, click on the Website option, and not Mobile App.)

New Account

What would you like to track? _____

Website	Mobile app
---------	------------

Tracking Method _____

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics code on your website to complete your set up.

Setting up your account _____

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property _____

Website Name required

Website URL required

Industry Category (?)

Choose an Account Name. Fill in the fields for your Website Name and URL. You will be asked to choose how much data you would like to share with

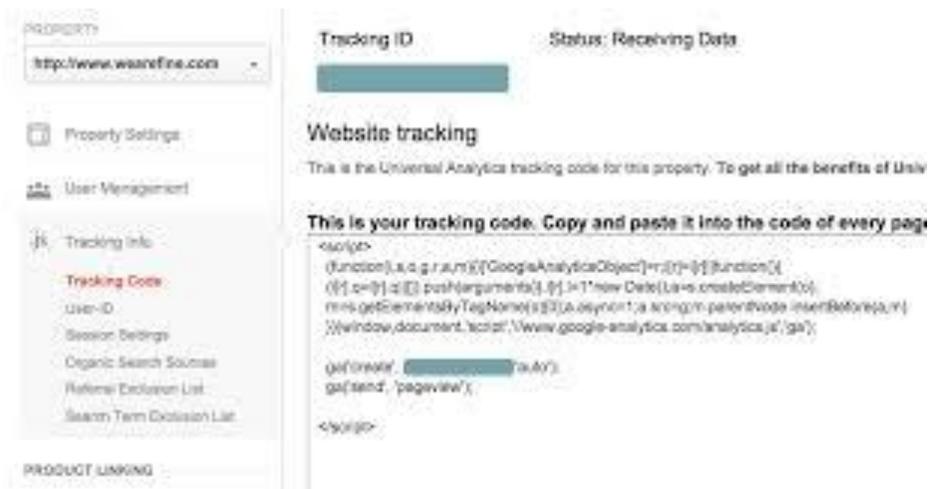
Google. When you are done setting up this basic level for your Google Analytics account, click on Get Tracking ID.

Congratulations! You now own a Google Analytics account, and are ready to start tracking, interpreting, and benefiting from traffic data.

Installing Google Analytics on Your Website

NOTE: multiple properties (websites or blogs) can be added to a single Google Analytics account. For the purpose of simplification and limiting confusion, this module will show you how to associate one website with the GA account you just created. Simply repeat the process to add additional properties.

When you clicked on the Get Tracking ID option, you were taken to a page which displays your tracking code. This code needs to be installed on your site. Every individual web page on your site needs to have this code if you want to track traffic to that page.



The screenshot shows the Google Analytics interface for a property named 'http://www.werefine.com'. The 'Tracking ID' is displayed as a redacted value. The status is 'Receiving Data'. The 'Website tracking' section explains that this is the Universal Analytics tracking code. Below this, a code block contains the tracking code, which includes a comment: 'This is your tracking code. Copy and paste it into the code of every page'. The code is as follows:

```
<script>
(function(i,s,o,g,r,u,m){{GoogleAnalyticsObject}}r:[]&#93;function(){{
  ({}c=&#93;[]&#93;push(arguments).&#93;+1*new Date(Liv&#93;createElement()&#93;
  rns.getElementsByTagName(s)[0].asynon1;a script:parentNode.insertBefore(
  )(window.document,'script','/www.google-analytics.com/analytics.js/ga');

ga('create', '&#93;ua&#93;');
ga('send', 'pageview');
</script>
```

There are a few ways to do this...

1 - You can copy and paste your tracking code into your header.php file. Place it before the <head> section, and after the <body> tag. **Please only attempt this if you are very comfortable handling code, as an error here could cause problems with your website.**

2 - The simplest way to install your Google tracking code is to use a Google Analytics plug-in. Web platforms like WordPress, and others, offer plug-ins that handle this job for you quickly and painlessly. [Google Analytics by MonsterInsights](#) is a popular plug-in for WordPress websites and blogs that installs your Google tracking code in a matter of seconds.

3 - Hand this job over to your webmaster. If you don't have someone who handles web design and coding, consider the following options. Websites like [Fiverr](#), [Upwork](#) and [Elance](#) are great places to find freelance web designers that can install your tracking code for a small fee (usually less than \$25).

Now that Google Analytics is set up on your website or blog, you need to give Google up to 24 hours to begin collecting data. Then you can begin to analyze important traffic data to help make your web business more successful.

Learning Activity:

1. Create a free Google account. If you already have a Google account, log in.
2. Sign up for a free Google Analytics account.
3. Install your unique Google tracking code onto your website. Remember that this code must be present on each page you want to track.

Setting Up Your Dashboard and Terms You Need to Know

At this point you are probably anxious to start analyzing your traffic data. However, you first need to have an understanding of some basic GA terminology. You also need to set up shortcut dashboards where you will access all of your information. The following list includes words and phrases you need to know to get started, without overwhelming you with the entire glossary.

Basic Google Analytics Glossary

Bounce rate – Expressed as a percentage, how many visits to your website end after a visitor views only one page. These are called single page sessions.

Content experiment - This tool allows you test different versions of your web pages. It tracks how many completed activities (referred to as Goals) a page is successful in achieving.

Conversion rate – When someone reaches your website, you want them to do something, such as join your email list or buy a product. When your conversion rate is high for a particular page, your marketing is working properly. It is expressed as a percentage.

Cookie – On the internet, a cookie is a small piece of textual data stored on someone's browser when they visit your website. Cookies help provide all of the important traffic data that GA creates.

Custom reports – Google Analytics allows you to select particular pieces of information to create customized reports. This lets you process traffic information in a way that is relevant to your goals.

Dashboard – This is the first thing you see when you log into your GA account.

Goal – Whatever type of business you are running, you have specific goals in mind. In the GA system you can set up reports and Content Experiments that report how successfully your intended goals are being met. This is expressed as a Goal Conversion Rate.

In-page analytics – This shows exactly where on your website people are clicking.

Keywords – These are the words and phrases which lead web surfers to your site.

Loyalty – This represents how many times an individual user revisits your website over a specified period of time.

Page views – How many times a web page has been viewed.

Property - The word property refers to a website. You may have one or more properties associated with a Google Analytics account.

Session – The time between when someone visits your site and leaves is considered one session.

Traffic – This is the total number of visits to your site. It includes new users, repeat visitors, as well as organic and paid traffic.

Unique visitor – Every time someone visits your site for the first time, they are tagged as a unique visitor. Cookies are stored in that individual's browser so you can track how many times that particular visitor returns to your site.

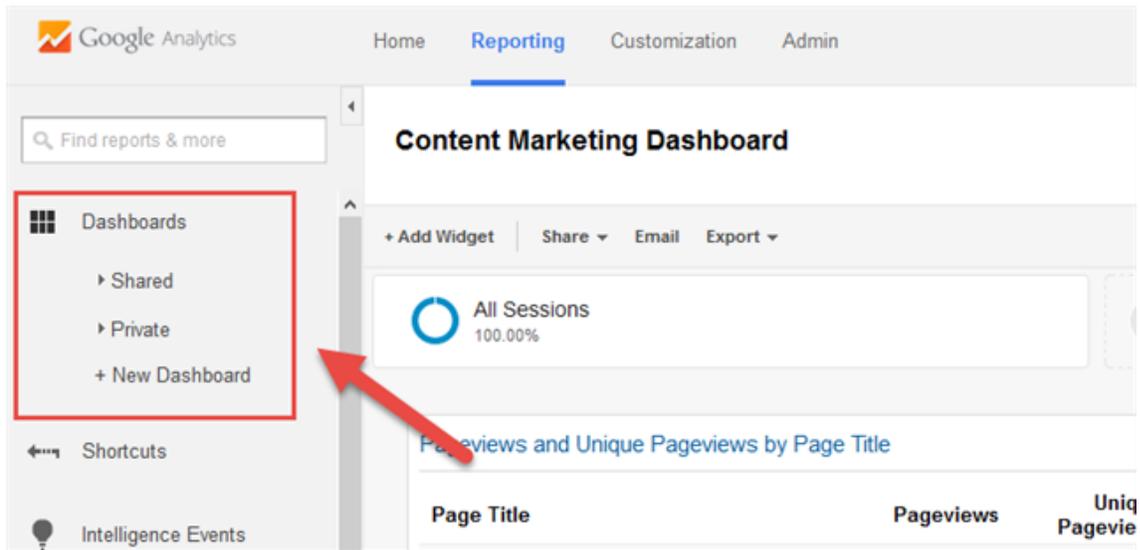
Setting Up a Dashboard

Your Google Analytics account includes a default Dashboard. This default has been created to handle some basic data tracking and reporting. It may be all you need to get started. However, Google has made Dashboards customizable, since different website owners invariably want to track different metrics for separate marketing campaigns.

Dashboards can employ 1 to 12 widgets. Each of these widgets reports different sets of data. The information you will find throughout GA represents either Metrics or Dimensions. A metric is a measurement of some sort. For example, one important metric you may want to track is session length, how long someone stays on your site on average. A dimension is a characteristic of a user. The City dimension tells you what city your site visitor comes from.

Each website in your Google Analytics account can have up to 20 dashboards. This allows you to set up multiple dashboards which track different groups of information. Just like the dashboard on your vehicle which gives you important information at a glance, the dashboards you will be creating do the same thing.

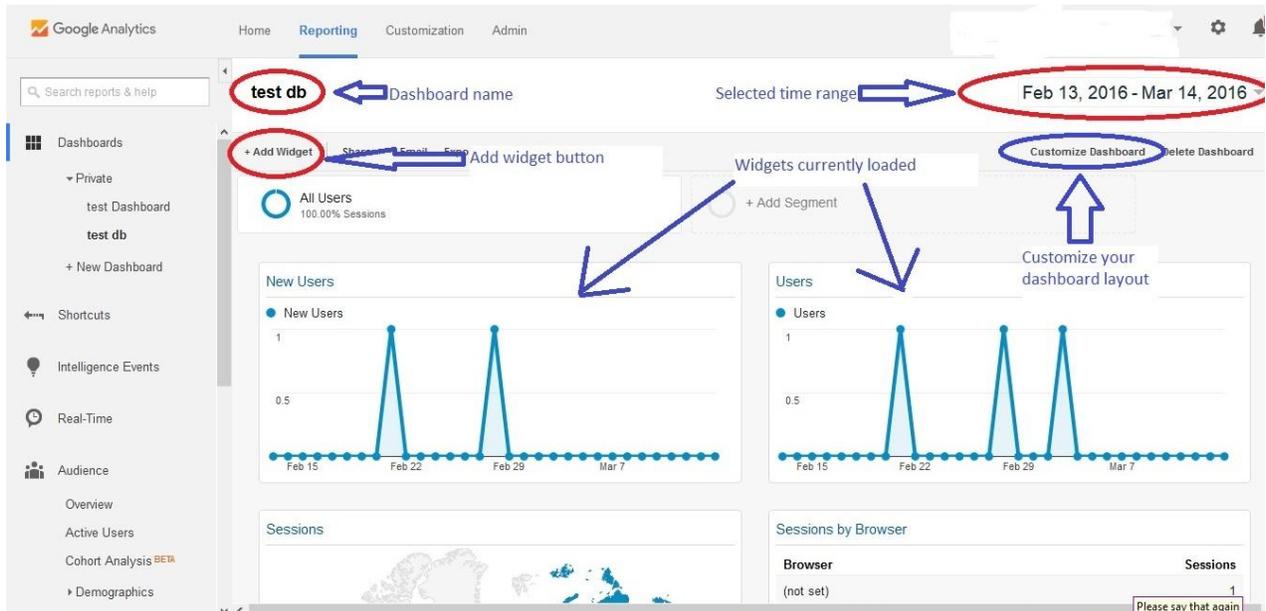
Log into your GA account. Select the Reporting tab at the top of the page, then click Dashboards in the left navigation column. Choose + New Dashboard in the drop-down menu to get started.



You will be presented with two options, either Blank Canvas or Starter Dashboard. Choose Starter Dashboard if you are new to Google Analytics.

Name this particular dashboard in the blank field provided and click on Create Dashboard. Your default dashboard will appear. You will notice important metrics and dimensions are already on your dashboard. These include data topics such as New Users, Sessions, Average Session Duration and Pages/Session, Bounce Rate, Goal Completions, and Revenue.

Mouse over the upper right corner of any displayed widget field. This allows you to edit or delete that particular widget. You may also add widgets to your dashboard by clicking the + Add Widget button at the top left of your current dashboard.



As a beginner to GA you are recommended to add the following 10 pieces of data to the first dashboard you create.

- Visits
- Average Session Duration
- Visits by Traffic Type
- New Visits
- Bounce Rate
- Average Pages / Session
- Average Visit Duration
- Unique Visitors
- Goal Completions
- Page Views by Landing Page

Each one of those widgets refers to a specific report. When reviewing all of the widgets on your current dashboard, you can click on any widget to get more in-depth information on what that data means. Every time you log into GA and choose the Reporting tab at the top of the page, you can view your current Dashboards by selecting the Dashboards option from the left navigation column.

You can also customize how your Dashboard widgets are displayed. Imagine that you could reconfigure the dashboard layout on your vehicle. That's what choosing the Customize Dashboard button located below the selected date range essentially allows you to do.

Learning Activity:

1. Review the basic Google Analytics glossary in this module.
2. Set up your first dashboard with the following widgets:
 - Visits
 - Average Session Duration
 - Visits by Traffic Type
 - New Visits
 - Bounce Rate
 - Average Pages / Session
 - Average Visit Duration
 - Unique Visitors
 - Goal Completions
 - Pageviews by Landing Page
3. Experiment creating Dashboards. Remember, any Dashboard(s) or Widget(s) can be deleted or edited at any time. You need to spend a little time getting comfortable with your GA Dashboard system.

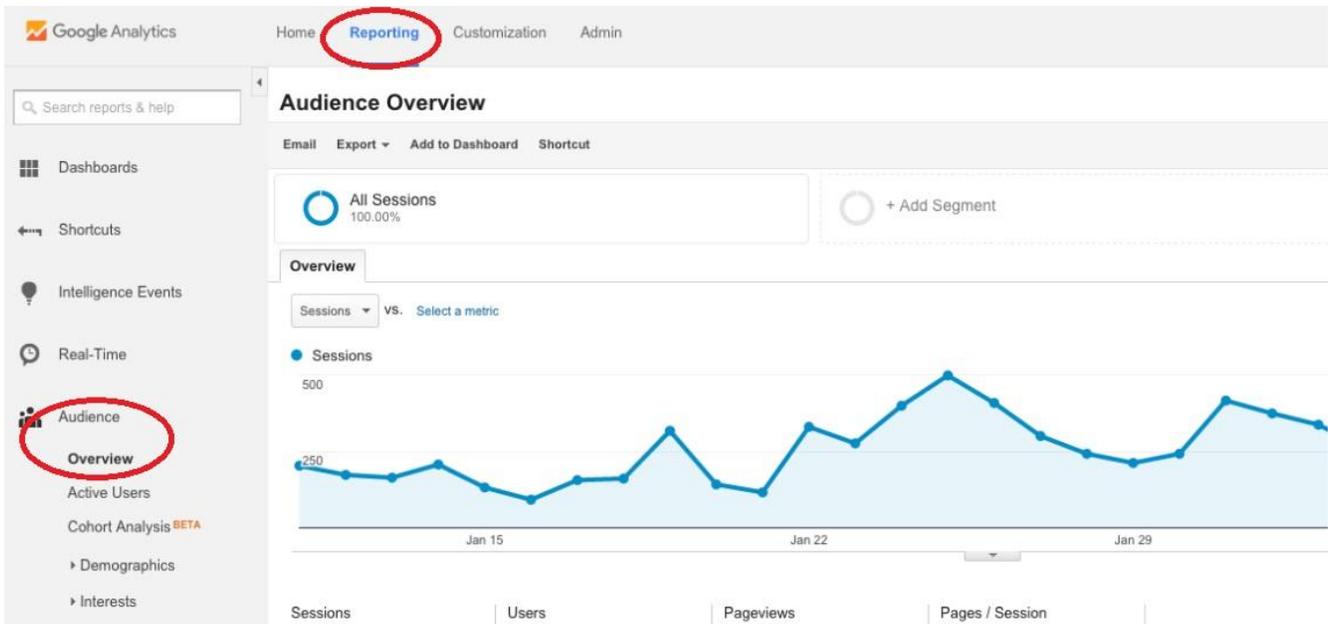
The Top 8 Google Analytics Reports

Different businesses have different analytical needs. The owner of an established e-commerce site will be studying different metrics and dimensions than a blog owner who simply wants to build his or her brand. However, there are some Google Analytics reports which are important regardless of what type of business you are running. The following 8 GA reports are vital for new small business owners and veterans alike.

All 8 of these important reports can be accessed from your GA homepage. Select the Reporting tab from the top of the page. You will see Intelligence Events, Audience, Acquisition, Behavior, and other choices on your left navigation column. Selecting any one of those fields reveals more in-depth information for that particular metric or dimension.

1. Traffic

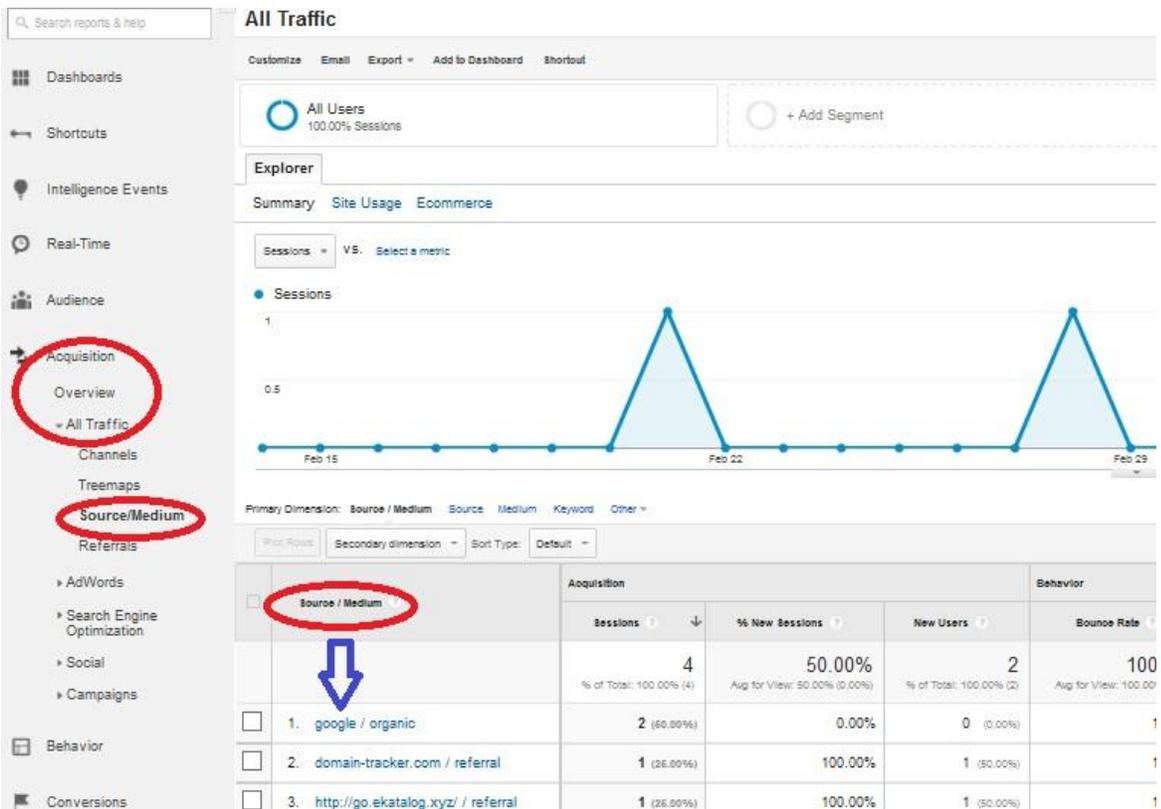
How many people are visiting your site? If your online business is not performing the way you would like it to, you may not have a conversion problem. Your content might be very good at engaging your audience. The problem may be that your audience is not big enough, because you have not generated much traffic.



Click on the Reporting tab after you have logged into your account. Then choose Audience, and Overview from the left-hand navigation column. If you have multiple properties (websites) in your GA account, choose one. This will display how much traffic you have received for the time range you have selected. To view the traffic statistics for some other period of time, click the down arrow immediately to the right of the date range you have selected at the upper right of the page. Other relevant traffic information will be displayed as well.

2. Where Is Your Traffic Coming From?

Under Reporting, select Acquisition and then Overview from your left navigation column. This divides your traffic into Referrals (websites, blogs, and other web properties that send you traffic) and Organic Search (search engine traffic).



Under Overview you can select All Traffic and then Source/Medium for a deeper understanding of exactly where your traffic is originating. This shows you a click by click breakdown of all your traffic sources. Specific URLs, search engines, and social media sites are listed, as well as how many sessions each one of those sources is responsible for.

3. Your Most Popular Pages, Posts

Select Site Content (under Behavior), and then All Pages from the left navigation column. What this GA data reveals is exactly what your most

popular posts and pages are. Take advantage of this extremely valuable information. The pages on your site showing the most page views need to have an opt-in box, product, or service offer, or some other strong call to action on them.

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
1. /	38,762 (100.00%) (38,762)	11,642 (100.00%) (11,642)	00:00:24 Avg for View: 00:00:24 (0.00%)	7,867 (100.00%) (7,867)
2. /thank-you-giveaway/	7,479 (19.29%)	2,048 (17.59%)	00:00:23	1,775 (22.56%)
3. /28-things-to-do-when-youre-having-a-bad-day/	2,400 (6.19%)	675 (5.80%)	00:00:20	585 (7.44%)
4. /21-signs-youre-addicted-to-social-media/	1,661 (4.29%)	522 (4.48%)	00:00:22	385 (4.89%)
5. /6-ways-to-make-getting-up-on-a-morning-easier/	1,597 (4.12%)	506 (4.35%)	00:00:24	429 (5.45%)
6. /advertise-on-robocop/	1,575 (4.06%)	490 (4.21%)	00:00:24	404 (5.14%)
7. /what-to-include-in-a-blog-media-kit/	975 (2.52%)	304 (2.61%)	00:00:35	89 (1.13%)
8. /my-10-blog-commandments/	936 (2.41%)	288 (2.47%)	00:00:33	215 (2.73%)
9. /productive-things-to-do-when-you-dont-want-to-blog/	882 (2.28%)	281 (2.41%)	00:00:17	106 (1.35%)
	855 (2.21%)	261 (2.24%)	00:00:27	208 (2.64%)

This is where the majority of your traffic is headed. Spend some time looking over the top pages on this list. Write more blog posts and publish more pages using the inbound keywords that are sending web surfers to these high-traffic areas. Speaking of keywords ...

4. Your Most Productive Keyword Phrases

Once more select Acquisition from the left navigation menu. Choose Search Engine Optimization, then Queries. You can then sort by Clicks, Impressions, or Average Position. Bear in mind that Google currently only holds this data for the last 90 days, so check back frequently.

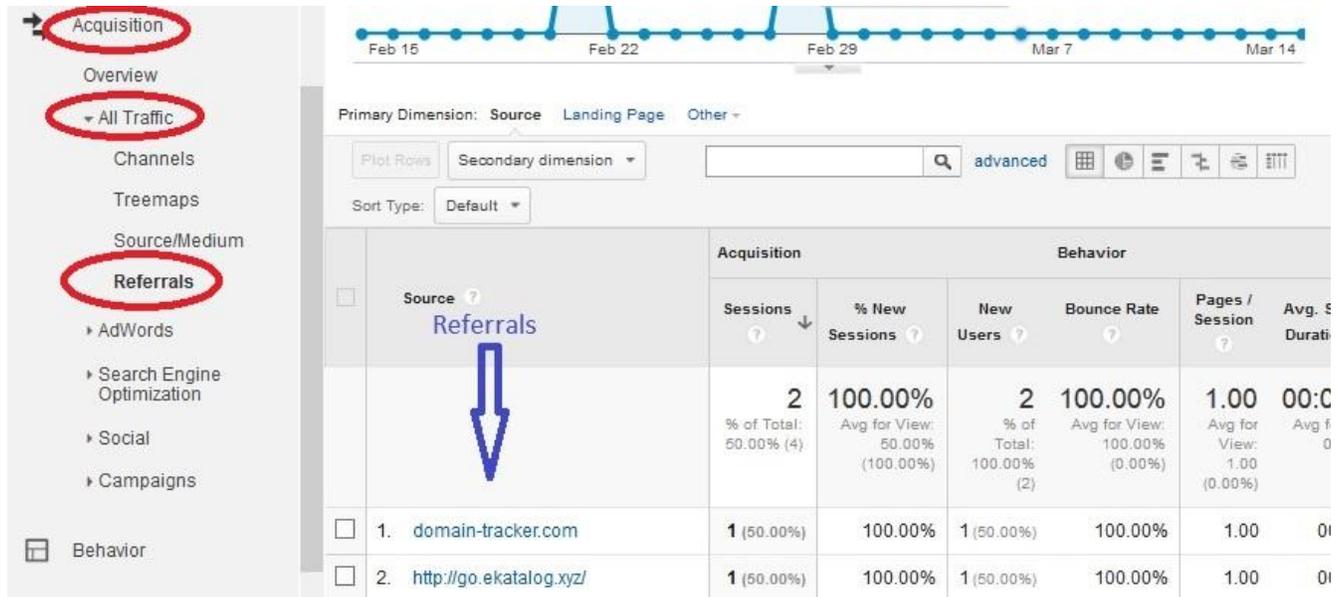
Knowing what keywords and long-tail phrases are getting people to your site is important for obvious reasons. This information tells you exactly what people are searching for when Google and other search engines decide to send them to your website as opposed to your competitors. Create more content with these keywords. Google is basically telling you that they will send traffic to your online business if you optimize your web pages for these particular words and phrases.

(Note: to see this information you have to enable Search Console data sharing. Choose Reporting, Acquisition, Search Engine Optimization then Queries. Click on the Set up Search Console data sharing button and follow the prompts.)

5. Who Is Linking to Your Web Pages?

Every time someone arrives at one of the pages on your site by clicking a link somewhere, a backlink is created. When you create enough industry-related, high-quality backlinks to your site, Google and the other search engines begin to take notice. They figure that if all of these other web properties are pointing to your site, you might have something of value for web surfers.

The search engines then start to send you more traffic, which helps create more backlinks, and a wonderful self-perpetuating cycle of traffic. When important authority sites in your niche link to your site, that acts as a testimonial. So the more backlinks you can create from sites already respected in your industry, the better. To uncover exactly who is linking to your site, choose Acquisition, then All Traffic, and Referrals.



6. How Long Do People Stay on Your Site?

When people hang around on your site, search engines will send you more traffic. The average amount of time web surfers spend per page on your site is an important metric accounted for in search engine algorithms. This is why your content on every page and post needs to be relevant to what your prospects are looking for.

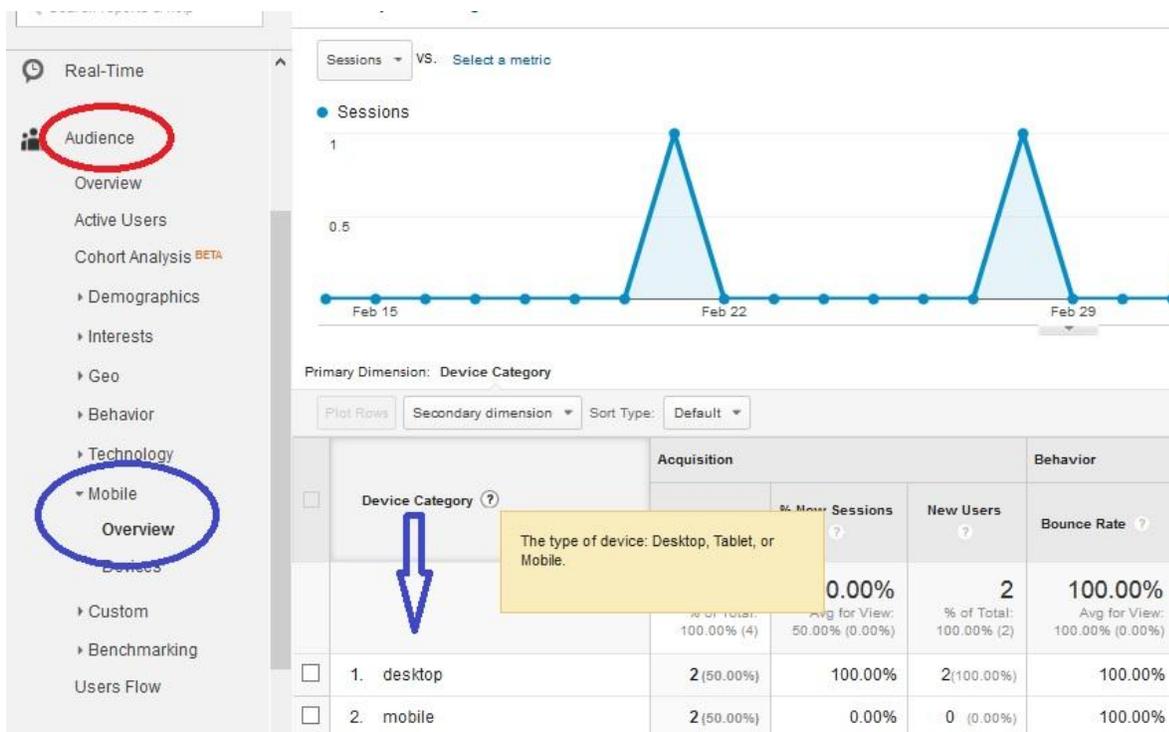
When you know which pages of your site people are spending the most/least amount of time on, you can take the appropriate steps to increase the amount of time people stay on your site.

Navigate to Reporting, Behavior, Site Content, and All Pages. The information you're looking for is contained under a listing titled Avg. Time on Page.

7. How Much Mobile Traffic You Are Getting

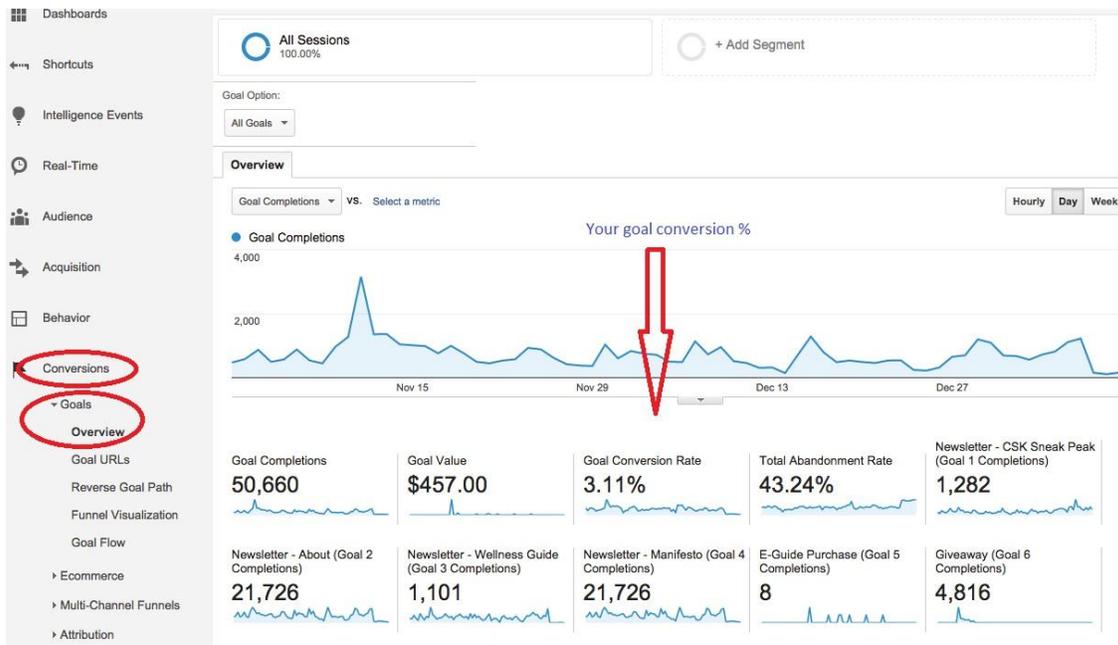
More people access the World Wide Web from a mobile device (smartphone, tablet, etc.) than from a laptop or traditional desktop PC. This is extremely important information. The amount of mobile traffic is also increasing year after year. Your site absolutely must be mobile friendly or responsive to engage that audience.

How much traffic are you getting from mobile devices? Choose Audience, Mobile, and Overview after selecting the Reporting tab. Your traffic will be broken down into three categories; Desktop, Tablet, and Mobile. Under each one of those device listings more user behavior information is revealed.



8. Where You Are Getting Your Highest Conversions

This is one of the most important pieces of information that GA reveals. You are in business for some reason. You are trying to get your web traffic to perform some type of action or actions. Understanding which of your pages are converting the best means you can send traffic and marketing campaigns to those pages to improve your productivity.



Before you access this information you have to set up some Goals. (Don't worry, that process is covered in your next module.) Once you have specific Goals created, choose Conversions from the left navigation column. Then select Goals and Overview.

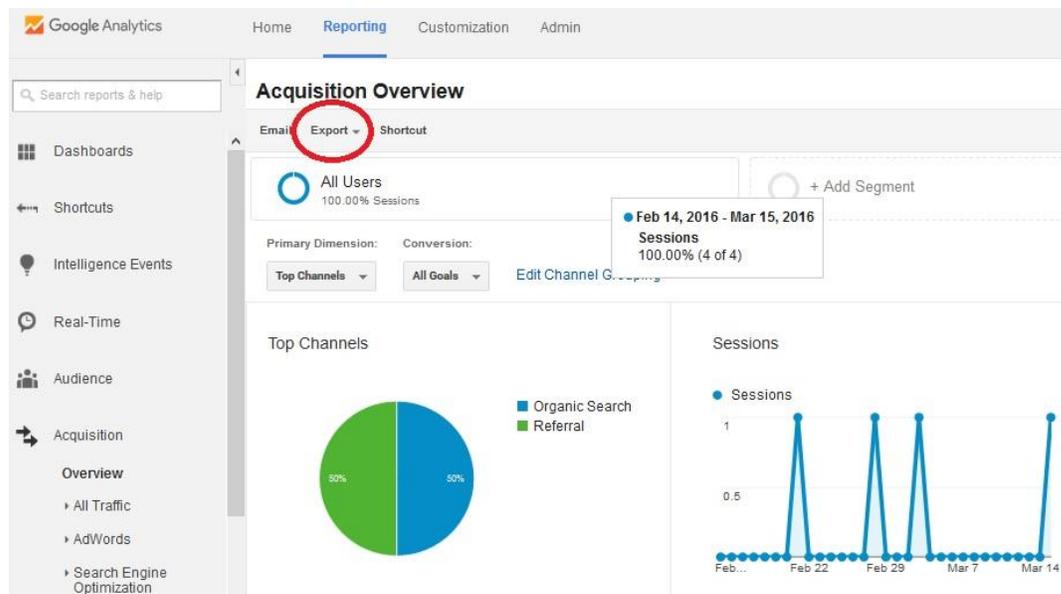
(Note: clicking on Source/Medium will reveal exactly where your traffic comes from before they complete a specific goal. This is extremely powerful information. You may assume that your largest traffic source also leads to

the most goal completions. This is not necessarily the case, which is what makes this piece of information so valuable.)

Downloading, Emailing and Exporting Reports

Every GA report can be downloaded. When you are viewing a report, you will see an Export button located beneath the name of the report you are viewing. Click the Export button and you are given a choice of file types for exporting or downloading your report.

To the left of the Export button is an Email option. This is a quick and easy way to email yourself or a team member any report in Google Analytics



Learning Activity:

1. From the Reporting tab on your GA home page, explore each of the 8 reports just covered. If you do this relatively soon after setting up your Google Analytics account there may not be much information to view. Regardless, follow the steps listed above to get a feel for your reports.
2. Export 3 reports. Use the instructions listed above, choosing 3 reports at random.
3. Email yourself a report of your choosing.

How to Create Goals and Content Experiments

The reports covered in the last module can help you make your web marketing successful. You can use them to uncover important traffic data. Another way Google Analytics helps small business owners is by allowing you to create, track, and accomplish specific **Goals**. There are certain things you are trying to achieve with your online business, and creating trackable goals is a simple way to monitor your progress.

Content Experiments is a GA tool that works with your Goals. It allows you to test the effectiveness of different pages. This is called A/B testing. For example, you may have a landing page that is converting email list subscribers at 5%. This means that 5 out of every 100 visitors to that page sign up for your email newsletter.

However, you can never know if this is the best conversion rate you can get unless you test that page against an alternative version. This is exactly what Content Experiments allows you to do. It helps you discover the highest conversion rate for any of the goals you have set.

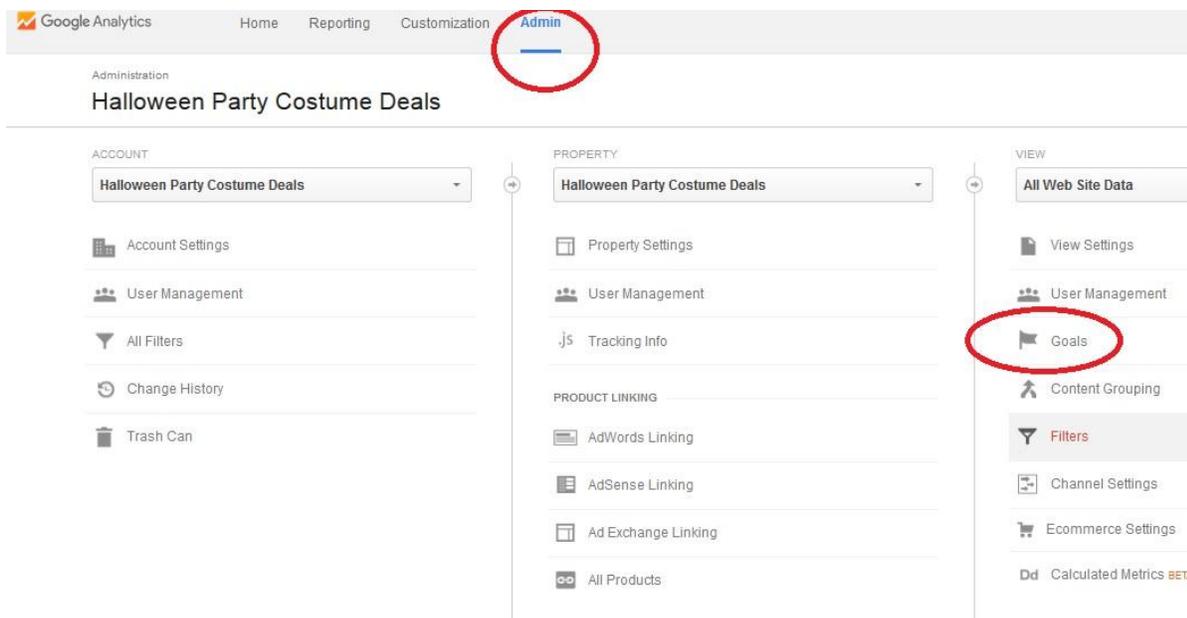
Creating Goals

A Goal in GA represents a completed action that leads to some business objective. Getting someone to subscribe to your email list may be a goal you want to accomplish. Making a sale is another possible goal. Basically, goals allow you to measure how frequently you get your web visitors to take specific actions.

Why should you use the goal creation aspect of Google Analytics? It makes your business and marketing efforts specific and measurable. Instead of merely hoping your website is productive, you can break down your business goals into individual and trackable events. Instead of simply knowing how many people are going to your site, you can guide that traffic toward whatever actions you need accomplished.

Without clearly defined goals, you cannot honestly evaluate the effectiveness of any particular marketing efforts.

To set up your first goal, sign into Google Analytics. Click the Admin tab at the top center of the page. Select the property you want to set a goal for, and then choose Goals under the right-hand View column. Choose + New Goal.



You will be given a list of choices, which are objectives you want a web visitor to accomplish. There are pre-formatted templates, or you can create a custom goal.

NOTE: The goal templates provided usually cover any type of goal you would like to set up. If you are just getting started with GA, choosing from 1 of the following 4 goal categories will suffice for 99.9% of your goal-setting needs. Setting up a custom Goal is seldom needed, and is a discussion for an advanced Google Analytics course.

Your goal template choices fall under 4 categories:

- Revenue
- Acquisition
- Inquiry
- Engagement

Subcategories include buying merchandise, registering online for a class or an appointment, playing a video or slide show, and creating an account. These are just a few of the template choices you have.

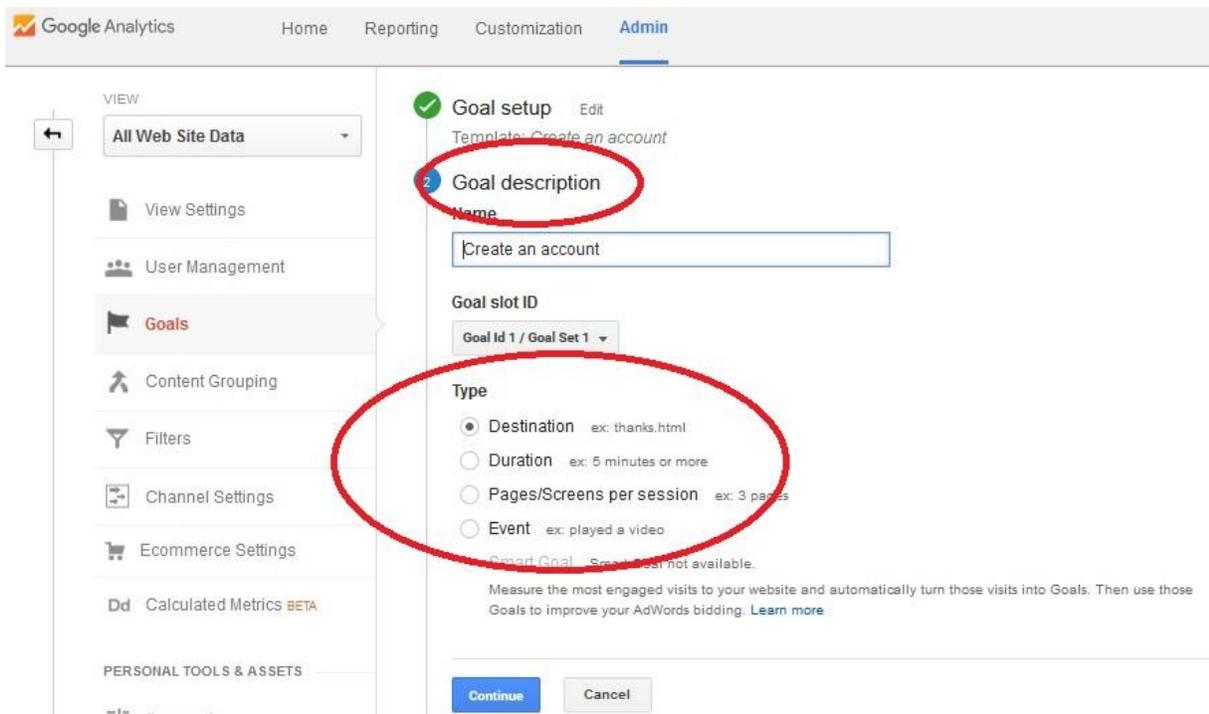
When you select a goal you will be asked to name it. If your goal is Acquisition, to get someone to sign up to your email list, you may name this goal Joined Newsletter. You then need to choose a Goal Set and ID.

Goals are arranged in Sets. You may have a goal of someone signing up for your email list. Another goal may be having someone register an account on your site. The actions that those visitors are taking are very similar. So you would arrange those goals in the same set. GA allows you to set up to 4 different sets of goals, with 5 separate goals in each set.

Next choose your goal type. In GA you can monitor your goals 4 different ways:

- Destination (example – thank you page)
- Duration (example – 3 minutes or longer)
- Pages or Screens per Session (example – 4 pages)
- Event (example – watched a video)

Choose your goal type and click the Next Step button. This takes you to your Goal Description menu. If you chose a Destination goal you will enter the web page URL that signifies that person has accomplished the goal you intended. This would be the destination that shows your visitor accomplished a specific goal.



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The left sidebar shows the 'Goals' section selected. The main content area is titled 'Goal setup' and shows the 'Goal description' step. The 'Name' field contains 'Create an account'. The 'Goal slot ID' is 'Goal Id 1 / Goal Set 1'. The 'Type' section has four radio buttons: 'Destination' (selected), 'Duration', 'Pages/Screens per session', and 'Event'. Below the 'Type' section, there is a note: 'Smart Goal. Smart Goal not available. Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)'. At the bottom, there are 'Continue' and 'Cancel' buttons.

If your goal was to have someone sign up for your newsletter and they did, you would probably send them to a Thank You page. If you are aiming for Engagement, perhaps to watch a video, your goal may be for that person to

view the video for at least 3 minutes. Set your goal details parameters and click the Save button.

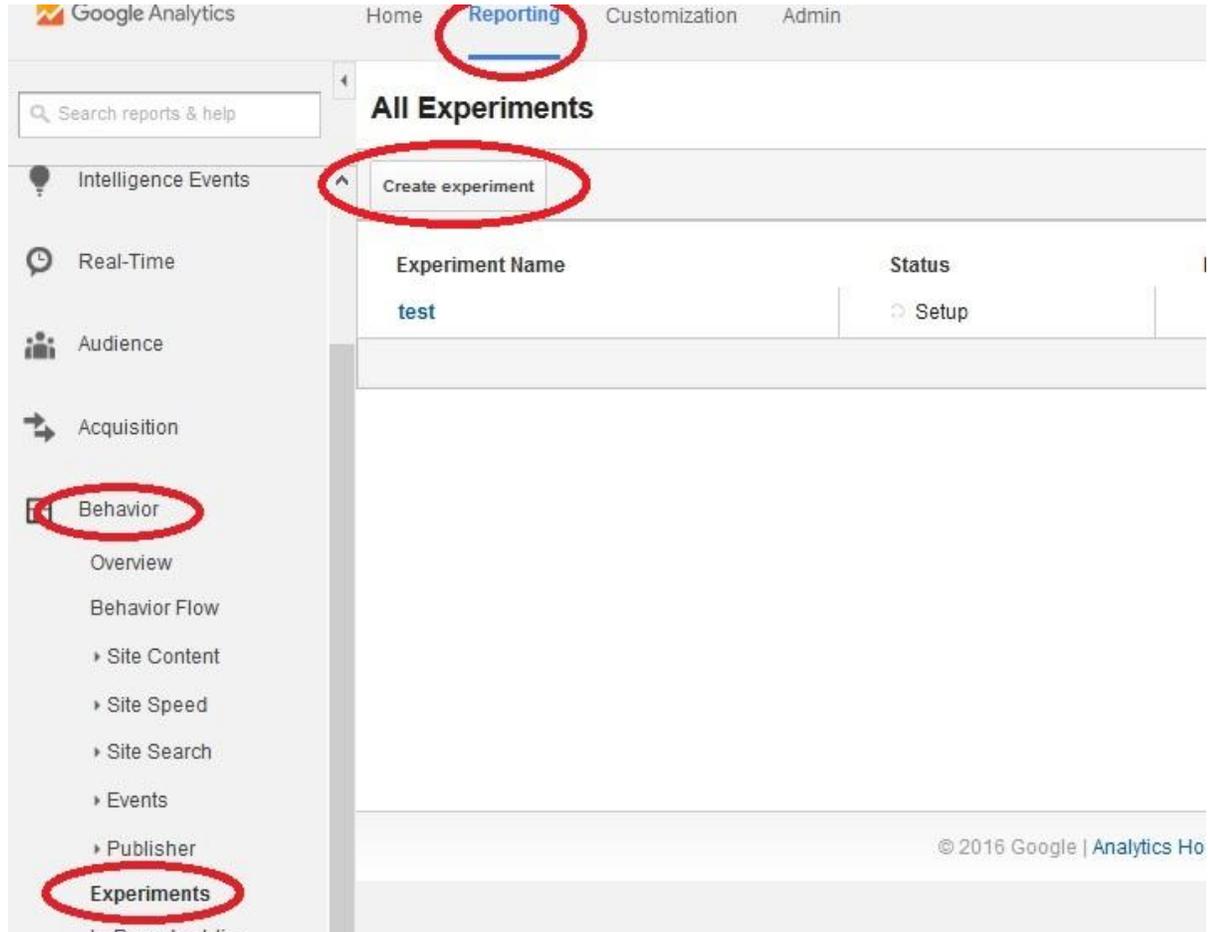
NOTE: depending on the goal type and description you use, you may see extra parameters to choose from. For instance, you may be asked if you want to assign a value or direct traffic through some type of funnel. In every case, details which are not necessary will be marked Optional. You do not have to select these options unless you so choose.

Congratulations, you have set up your first goal in Google Analytics. When you hit Save you will be taken back to your Admin screen. To view your goals, choose the Reporting tab from the top of any GA page. Navigate to Conversions, Goals, and then Overview in the left navigation column to monitor your goal progress.

Setting up Content Experiments

As mentioned earlier, Content Experiments is a tool inside GA that helps you track how efficiently your goals are being achieved. It compares web pages, so that you can choose the most effective one. Log into your Google Analytics account and select the Reporting tab to get started with this powerful tool.

Choose Behavior from the left navigational column and then the select Experiments. Click the Create Experiment button in the upper left of the screen that appears. Give this particular experiment a name.



Then choose from a goal you have already created, or create a new one. You do this under the field marked Objective for This Experiment. If you are comparing one landing page to another, the goal you are experimenting with may be for someone to sign up for a webinar, watch a training video, or purchase a product.

This next step is where this free software becomes extremely powerful. Select what percent of your overall traffic you want to test. You can choose to receive email notifications for important changes, or leave this option off.

Click on the Advanced Options button. Turn on the feature to Distribute Traffic Evenly across All Variants if you want an even amount of traffic to go to each experiment variation for the life of the test.

Content Experiments - Create a new experiment

1 Choose an experiment objective

Name for this experiment
Untitled experiment

Objective for this experiment ?
Select a metric - or - Create a new objective

Percentage of traffic to experiment ?
100%

Email notification for important changes
OFF

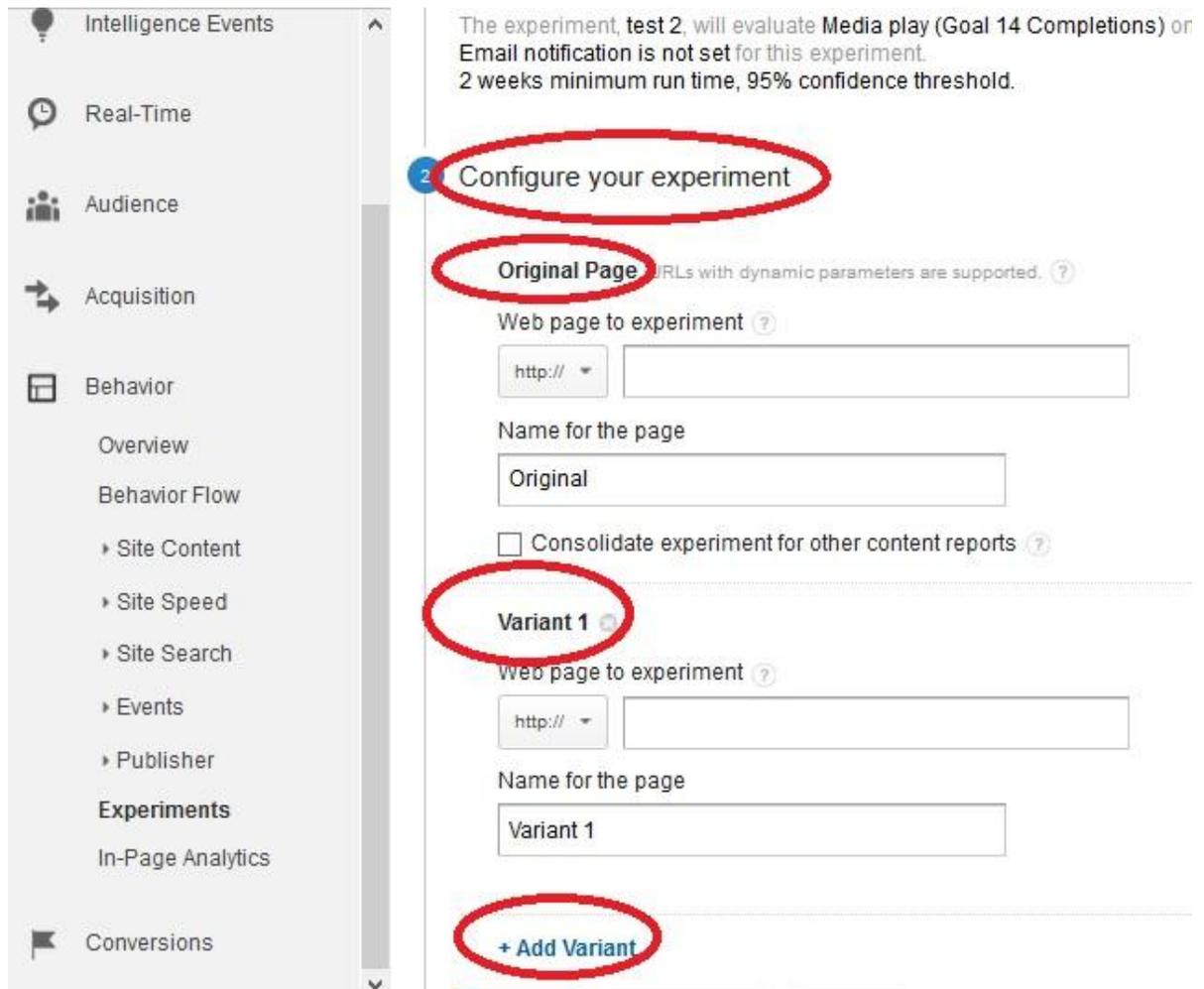
Advanced Options ?

Next Step Save for Later Discard

2 Configure your experiment
3 Setting up your experiment code
4 Review and start

Set a minimum time of your experiment to run. Then set the Confidence Threshold. The higher you set your threshold, the more confident you can be in the results that you get.

When you click Next Step a page opens where you will configure your experiment. This is where you will enter the URLs for the pages you're going to test against each other.



GA shows two different configuration fields here. **However, the real power of this testing software is its ability to test up to 10 separate variations of landing pages against each other.** Most A/B split testing programs, even expensive paid ones in some cases, only allow you to test two different pages against each other at a time.

To add more than two pages to this content experiment, fill in the first two URL variant fields and then click the +Add Variant button for any additional pages you want to test in this experiment.

As you enter the destination web page URLs, GA will display a small picture of your web pages to the right of the corresponding URL. This helps ensure that you have properly entered the desired destination pages. When you are done adding all of the pages for this Content Experiment, click the Next Step button. This is where you will set up your experiment code.

You can either manually set up your experiment code yourself, or have someone else do it. If you are uncomfortable with inserting code into your website, choose the option to Send the Code to Webmaster.

If you want to give it a try, select the option to Manually Insert the Code. A box will appear with your Content Experiment code. Copy this code. To set your mind at ease, GA makes handling the code really simple if you have a WordPress site or blog.

Google Analytics Home Reporting Customization Admin

Search reports & help

Intelligence Events

Real-Time

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

3 Setting up your experiment code

How do you want to set up your experiment code?

Manually insert the code Send the code to webmaster

Adding script code to your page

1. Make sure your original and variant pages have [Google Analytics tracking code](#) installed.
2. Then, paste this experiment code immediately after the opening head tag at the top of your original page.

```
<!-- Google Analytics Content Experiment code -->
<script>function utmx_section(){function utmx(){function(){var
k='91283389-1',d=document,l=d.location,c=d.cookie;
if(!.search.indexOf('utm_expid='+k)>0)return;
function f(n){if(c){var i=c.indexOf(n+'=');if(i>=1){var j=c.
indexOf(';',i);return escape(c.substring(i+1,j)<0?c.
length:j)}}var x=f('__utmz'),xx=f('__utmx'),h=l.hash;d.write(
'<script src="'+http+(l.protocol=='https:'?'s':'ssl':
'://www')+'.google-analytics.com/ga_exp.js?'+utmkey='+k+
'&utmz='+x+'&utmx='+xx+'&utmxtime='+new Date().
valueOf()+h?'&utmhash='+escape(h.substr(1)):'')+
'" type="text/javascript" charset="utf-8"></script>');
</script><script>utmx('url','A/B');</script>
<!-- End of Google Analytics Content Experiment code -->
```

Additional information for your experiment code:

Experiment ID: WRE9_R_KSeCUcm974bhArw
Experiment Key: 91283389-1

From your WordPress administration area, select Plugins. Choose Add New Plugin, and search for Header and Footer Scripts. That is the name of the WP plugin that makes this step easy. Once you have installed the Header and Footer Scripts plug-in onto your site, open up the original post or landing page version in your WP Admin area. This is the original version URL you entered into your content experiment, not the variations.

Scroll to the bottom and you will see an open field titled Insert Script to <head>. Enter the code you copied from your GA experiment. Click Update or Publish for that WP post or page and you're done.

Click on Next Step in GA under where your Content Experiment code was displayed and click Start Experiment. Google Analytics will now validate that you entered the code properly. If you enter the code properly, you will see a list of your original test page and all of the variation pages with a successful checkmark listed beside them.

Click Start Experiment and this free but extremely powerful software begins testing. At any time, you may access this and all other experiments by choosing Behavior, and then Experiments under the Reporting tab in Google Analytics. You can view the number of conversions and conversion percentage for each variation of this Content Experiment. How your variation pages are doing compared to your original page is also shown.

Monitor and continue to tweak your variation pages to improve your conversions.

Learning Activity:

1. Using the steps outlined above, create a Goal in GA. Do this even if your website is brand new and receiving little or no traffic. This is simply to familiarize yourself with the system.
2. Follow the directions you just received for creating a Content Experiment. Do this even if you have to use random URLs. The system works with valid and invalid URLs, so create a Content Experiment to become comfortable with this process since it will make a huge difference in the success of your business in the future.

Using Analytics to Improve Your Marketing

In the third module of this course you discovered eight important GA reports that reveal a lot about your traffic. When you are first familiarizing yourself with Google Analytics those reports give you more than enough information to begin channeling your marketing efforts in the right direction. That's what this module is designed to teach you – **how to use the information gathered in different reports to make your business more productive, efficient, and successful.**

How Much Traffic You're Getting

Look at your traffic numbers. Are there certain days where you receive more traffic than others? Do you receive more traffic in the morning or afternoon? Noticing spikes in traffic that repeat at certain times tells you exactly when your audience is engaging and consuming your information. Time blog post publishing and content creation to meet this increased demand.

Where Your Traffic Is Coming From

Whether the majority of your traffic comes from Facebook or generic search is important. Facebook is a laid-back and casual social community. If you receive a majority of traffic from Facebook or some other social network, your content should be lighthearted rather than serious, with lots of social sharing options.

On the other hand, if people are predominately finding you through generic search, they are seeking very specific information. Study the keywords and phrases that lead them to your site, and create more content around those subjects or topics.

If most of your visitors come from the United States as opposed to South America or Asia, the cultural feel of your website should reflect that. In short, think about where your traffic is coming from and match your web experience to that demographic.

Your Most Popular Pages and Posts

The web pages that create the majority of your traffic are virtual gold mines. Look over these posts and pages. Consume and read the content. What do these pages talk about? Are they funny and lighthearted, or serious and business-like?

What topics do they cover? What problems do they solve for your audience? You should be continually creating more content that mirrors your most popular pages and posts, because your audience is telling you exactly what they are looking for.

Your Most Productive Keywords and Phrases

This GA report is always very revealing. Your entire website might be centered around the keyword phrase "cat sneezing". So you may assume that phrase leads to your highest conversions, and generates the most traffic. Studying this report may reveal that "stop my cat sneezing" is actually the most efficient at achieving the conversions you're looking for.

Follow the steps listed in module three to uncover those words and phrases which lead to the highest number of conversions. Continually create content centered around those keywords. Regularly revisit this report, quickly acting on any new information that appears.

Who Is Referring Your Traffic

It is important to know what web properties are referring traffic to your site. Perhaps you are spending a lot of money every month on paid search engine advertising. You may not spend much time writing guest blog posts.

However, if the majority of your traffic is coming from websites where you previously wrote guest blog posts, and less is coming from search engines, you need to make a change in the way you are spending your money and your time.

If a particular website is sending you substantial traffic and back links, contact the site owner and see what you can do for them to keep that traffic coming.

How Long Visitors Stay on Your Site

Search engines track how long each visitor session is on your site. So it is important to understand this metric. Look at the pages which your traffic quickly bounces away from. Make an in-depth study of those pages where your visitors seem to hang around and consume a lot of information.

You will no doubt notice drastic differences in construction, content, and topics. Give your audience what they are looking for by making more pages reflect those that keep your visitors hanging around.

How Much Mobile Traffic You Receive

More and more web traffic is generated by mobile devices every day. With people constantly on the go, and smartphone screens growing in size, that trend will only continue. Make sure your website is mobile friendly and responsive. Access your site from different smartphones and tablets to see exactly the experience that your audience is receiving to make sure this is not leading to a high bounce rate.

Another way to harness the power of your mobile traffic is to understand how mobile web users think. The mobile user's attention span is much shorter than that of someone who accesses your website from their laptop or desktop PC. This means your content needs to be quickly and easily digestible, with clear and simple calls to action.

Which of Your Pages Convert the Best

One of your web pages will get more traffic than most of the others. However, that does not instantly guarantee that this page is converting the best. Compare your highest converting page to the page that receives the most traffic. Incorporate those techniques and strategies used on your highest converting page into the content on your highest traffic page. This can instantly boost your conversions, sales, and profits.

Learning Activity:

Based on the information from your current GA reports, summarize your findings for each of the topics in this module along with actions you can take to improve your marketing in that area.

Conclusion and Action Plan

Congratulations. You now know more about using GA to improve the performance of your business than most of your competition.

You have successfully installed Google Analytics on at least one of your web properties. You understand the most important traffic statistics, and what they are revealing about your business. You know how to create multiple dashboards for quick access to the information you need. You can quickly analyze the data that Google Analytics creates to positively impact your business.

You know how to split test using the powerful Content Experiments section of GA, and also help to set, track, and achieve specific goals. In short, you know how to use the information that Google Analytics generates to make you more efficient in your marketing efforts online. This means spending a minimum amount of time on your business, while achieving the maximum possible results.

Tips for Moving Forward

GA can be daunting, even for veteran online business owners. Don't get discouraged if it seems overwhelming at first. Like any other tool, frequent use increases your aptitude and ability. Spend some time each day, even if it is only a few minutes, logged into Google Analytics and familiarizing yourself with the system.

If you never progress past the GA reports, Content Experiments, and Goal tracking features of this business tool, you can still achieve all of the business success you desire.

Planning Your Next Steps

You should have taken time to perform the learning activities at the end of each module. If you have not, these make natural "next step" actions. Begin with module one and perform all of your learning activities if you have not already done so.

Once you feel comfortable with the tasks and objectives in your learning activities, set some sensible objectives and deadlines for yourself. Write down a list of business goals. Include a challenging but achievable deadline for each.

Look at the goals you just created. What aspects of Google Analytics can help you achieve those goals? Write out a game plan that takes advantage of the free and powerful GA software, and the world's largest search engine, to help you achieve the business success you are looking for.

Learning Activity:

1. Write down your top 3 business or marketing goals, along with a deadline for each.
2. For each goal, note which data in GA will best help guide your marketing efforts. For example, if list building is one of your top goals, then you will probably want to focus on traffic to any opt-in pages and the conversion rates, including using content experiments to set up A/B tests.
3. List the next steps you will need to take to make better use of GA now that you've completed this course, along with a deadline for each task. Refer back to the actions you listed in the previous module and the data focus you just identified here in order to choose your next steps.

