GOOGLE ANALYTICS

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Website | Mobile Apps | Social Media | Digital Marketing | Graphics

WHAT DOES IT DO?

Keep track of your user activity

How many users entered your website in a specific time-span

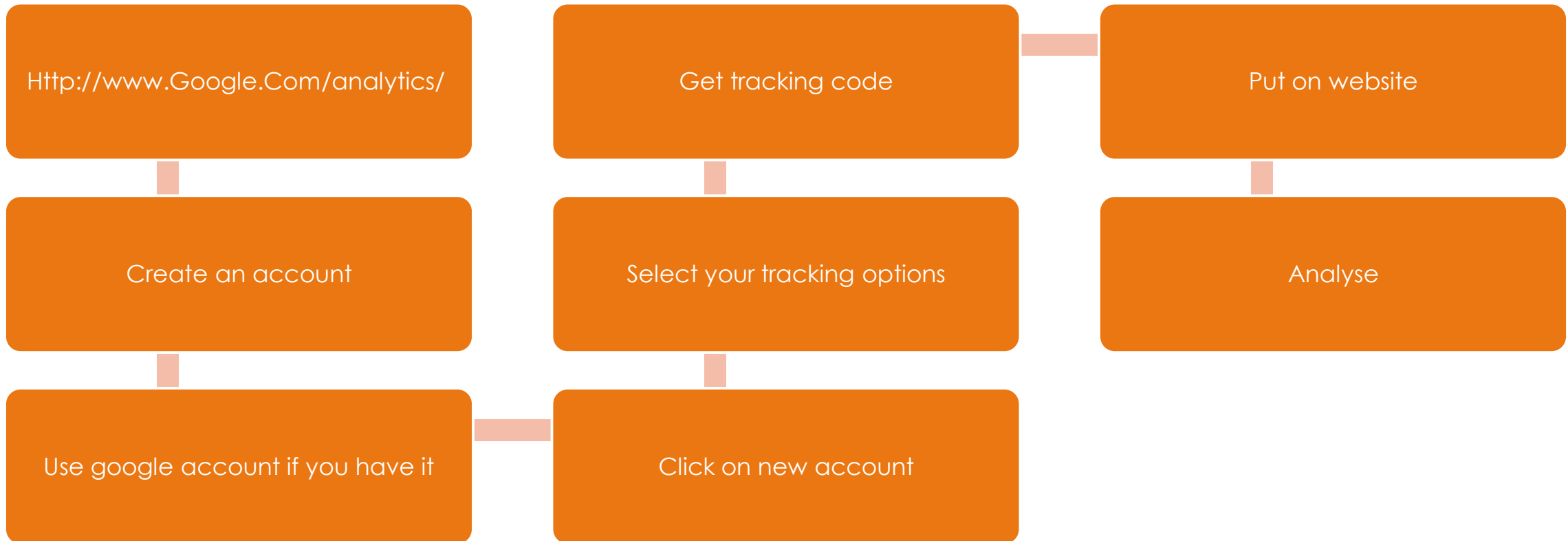Where those users came from

Which pages they visited

How well your site's speed is doing

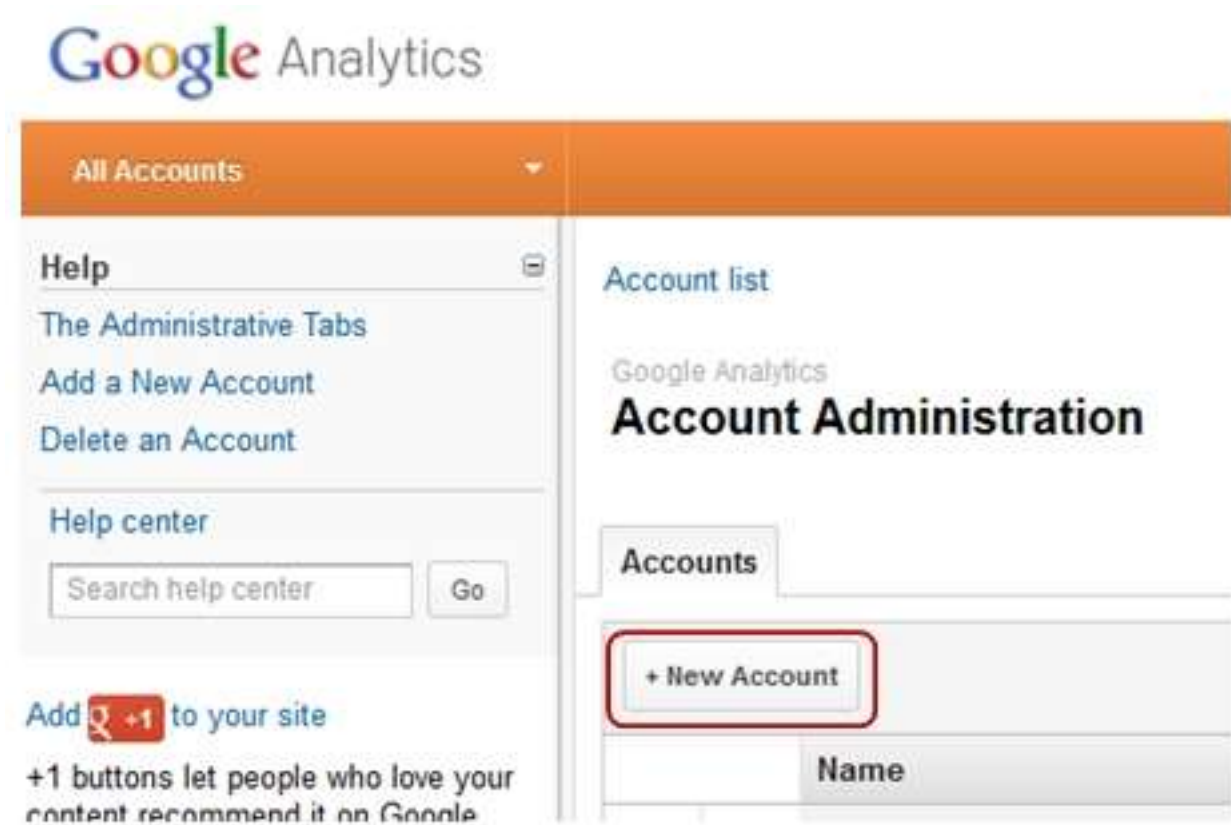How much social signal your site has garnered

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REAL DATA OF WEBSITE

PROCESS

Http://www.Google.Com/analytics/

Create an account

Use google account if you have it

Get tracking code

Select your tracking options

Click on new account

Put on website

Analyse

CREATE NEW ACCOUNT

TRACKING OPTIONS

Accounts

What would you like to track?

Web Site	App
Track web sites whose HTML you control	Track interactions within Android and iOS apps

Setting up your web property

Website Name

My New Web Site

Web Site URL

http://

Example: http://www.mywebsite.com

Industry Category ?

Select One

Reporting Time Zone

United States | (GMT-08:00) Pacific Time

SHARE DATA?

Setting up your account

Account Name

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

My New Account Name

Data Sharing Settings ?

☑ With other Google products only optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.*
Show example

☑ Anonymously with Google and others optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. Show example

Get Tracking ID   Cancel

TRACKING CODE

Paste it in between

<head > </head>

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', '                    ']);
_gaq.push(['_trackPageview']);

(function() {
 var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
 ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
 var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

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UNDERSTANDING DATA

What means what?

VISITS

the number of times a user Went in your website to look around

Visits: 15,915

Unique Visitors: 13,754

Pageviews: 27,881

Pages / Visit: 1.75

Avg. Visit Duration: 00:02:09

Bounce Rate: 74.64%

% New Visits: 83.58%

UNIQUE VISITORS

The number of people who went in your website for that specific time frame.

The difference between unique visitors and visits is that any visit from a specific ip address would increment the unique visitors count only once while going out of the website and going back in again would increment the visits count on as many times as the user goes back and in on that day.

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Pages / Visit: 1.75

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PAGEVIEWES

Pageviews are the number of pages a visitor has looked at for the duration of his stay (for that day) in your website.

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Unique Visitors: 13,754

Pageviews: 27,881

Pages / Visit: 1.75

Avg. Visit Duration: 00:02:09

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% New Visits: 83.58%

PAGE / VISITS

Pages / Visit is simply Pageviews divided by Visits.

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AVERAGE VISIT DURATION

Average Visit Duration is the average time spent by your users in your website.

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Avg. Visit Duration: 00:02:09

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BOUNCE RATE

The percentage of your users going into your website and 'bouncing out'.

Bouncing out can be defined as any action the user does that takes him out of your website in a specific time frame.

This time frame is not yet exactly known – it can be a 5 minute time frame or a 10 minute time frame or perhaps it depends on the type of website (blog, e-commerce, informational, etc.).

For example: the user hitting the 'back' button or the 'X' button after 10 seconds because she doesn't find what she's looking for – that's considered a bounce.

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Pages / Visit: 1.75

Avg. Visit Duration: 00:02:09

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PERCENTAGE NEW VISITS

The percent of the people who have Visited your website for the first time during a chosen specific time period versus the number of people who have already visited your website previous to that time period.

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Unique Visitors: 13,754

Pageviews: 27,881

Pages / Visit: 1.75

Avg. Visit Duration: 00:02:09

Bounce Rate: 74.64%

% New Visits: 83.58%

TIP

Set up Google Analytics for your website today. Don't delay – you'll be amazed how you can use the data for your website's SEO and business development efforts.

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THANKS :D

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Website Development

Mobile Apps

Social Media

Digital Marketing

Graphics

REVIEW AND FOLLOW US