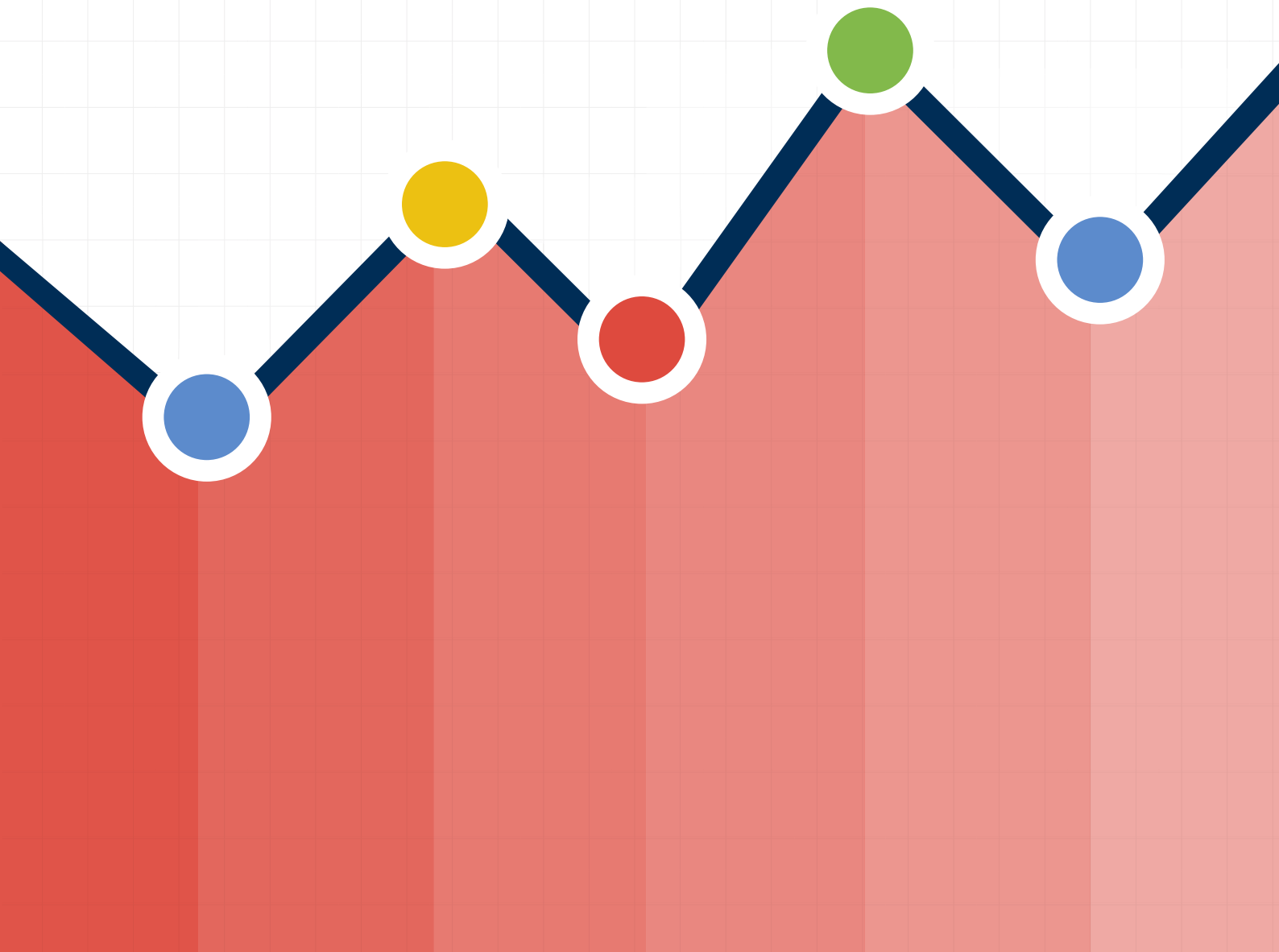


Getting Started With Google Analytics - Detailed Beginner's Guide



The number of active websites on the internet could exceed the billionth mark by the end of 2016. With more than 3 billion internet users, each website gets three unique individuals on an average. However, that is not a real world scenario. Every website has a unique audience, visitor numbers, and traffic stats. So, how do you measure it all? This is where Google Analytics comes into action.

If you do not know what Google Analytics is or how to use it to increase your traffic and sale, then, we created this post for you. We will look at Google Analytics from a beginner's point of view, and cover all the vital areas like:

- Why you need Google Analytics setup?
- How to implement Google Analytics?
- What are the key features of Google Analytics for beginners
- How to track every single visitor of your website through Google Analytics?
- How to know if there is any spam attack on website or penalized by search engines?
- How to track conversion?
- How to target more niche traffic by using Google Analytics?

Before we move ahead to the important aspects of Google Analytics, let us have a look at its importance.

Why Do We Need Google Analytics?

Google Analytics answers some of the most vital questions that come to the mind of every website/blog owner, such as:

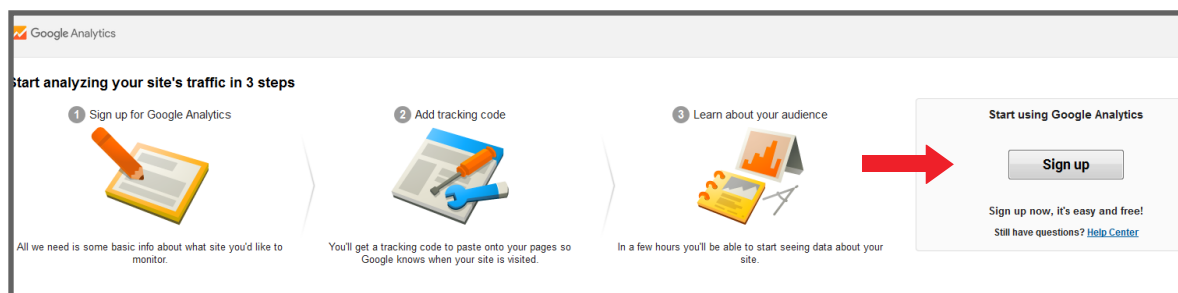
- How many people visit my website?
- What is the geographical location of these visitors?
- From where do these visitors come to my website?
- Which pages are 'most popular' on my website?
- How can I increase my website's performance?
- What is the conversion rate of my website?

The main aim of Google Analytics is to ensure that users find these answers. So, if you have a blog/website for personal or business use, you need Google Analytics. Period!

How to Activate Google Analytics for your website?

Google Analytics can be implemented for any website by following below listed steps:

- **Signup for Google Analytics account:** Firstly, you will have to either login with your Google Analytics account or create a new one.



- **Add website to Google Analytics:** After creating the account, you would be forwarded to add new account to Google Analytics. Here, you can add either a website or a mobile app to track via Google Analytics. You need to add basic information like account name, website name and website URL. Optional details include website category and reporting time zone. After inputting this option, you would get a unique tracking code for your website.

Google Analytics

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 track 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.

My New Account Name

Setting up your property

Website Name required

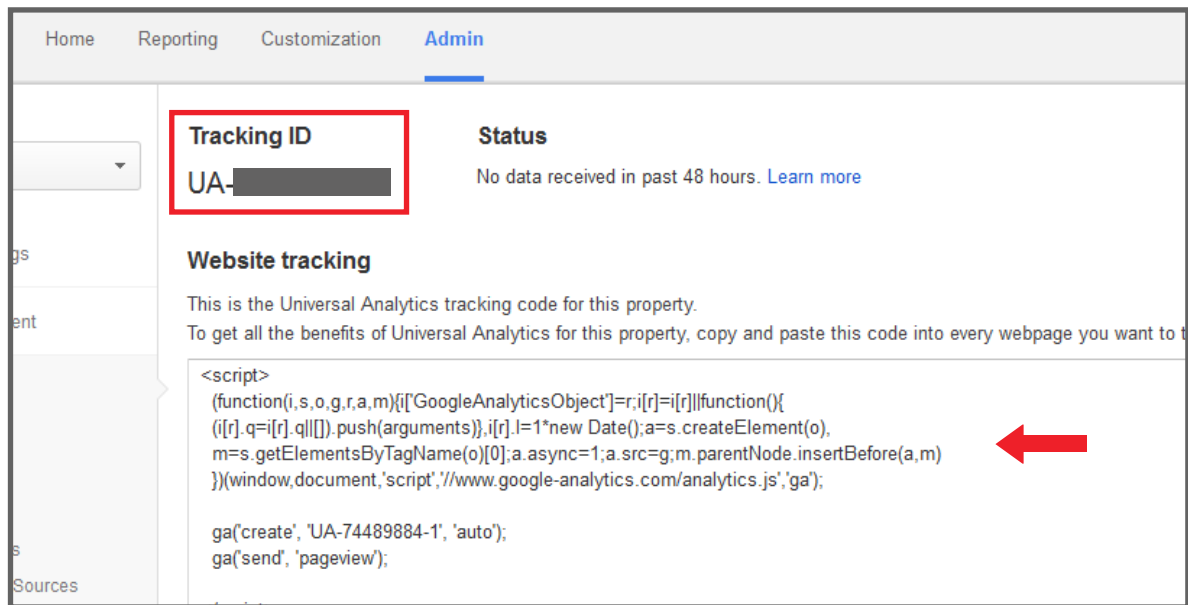
My New Website

Website URL required

http:// Example: http://www.mywebsite.com

Note: You can add as many websites under a single Google Analytics account. You can also share your Google Analytics account with other people to give them access to your site data.

Once you have signed up, you will see the following screen:



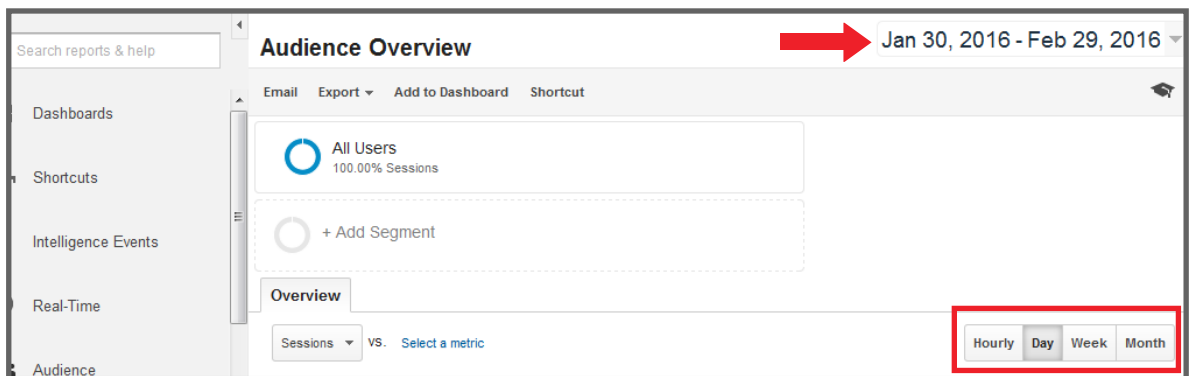
- **Add tracking code to your website:** This code is the secret ingredient. If you are using WordPress as CMS, then, you can install Google Analytics plugin and add the Tracking ID to its setting. If you are using some other CMS, you would have to paste the tracking code in every webpage you want to track. For latter, you have to paste the code before the `</head>` tag of each page.

Now that your website has been updated with Google Analytics tracking code, let's look at the most critical features of Google Analytics.

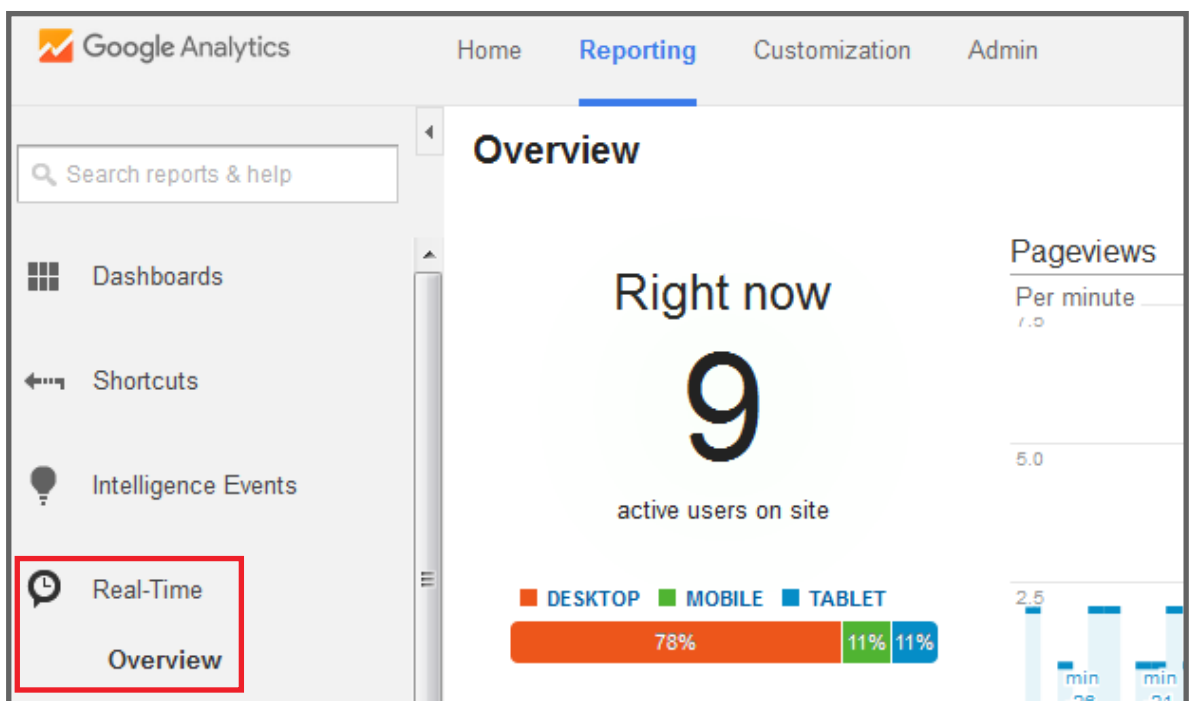
Most Vital Features and Aspects of Google Analytics

- 1 **Traffic:** It is critical to understand the nature of your audience in order to serve them better. The first and the foremost report on your Google Analytics dashboard pertains to the audience, providing insight into characteristics of your user base. It includes following sections:

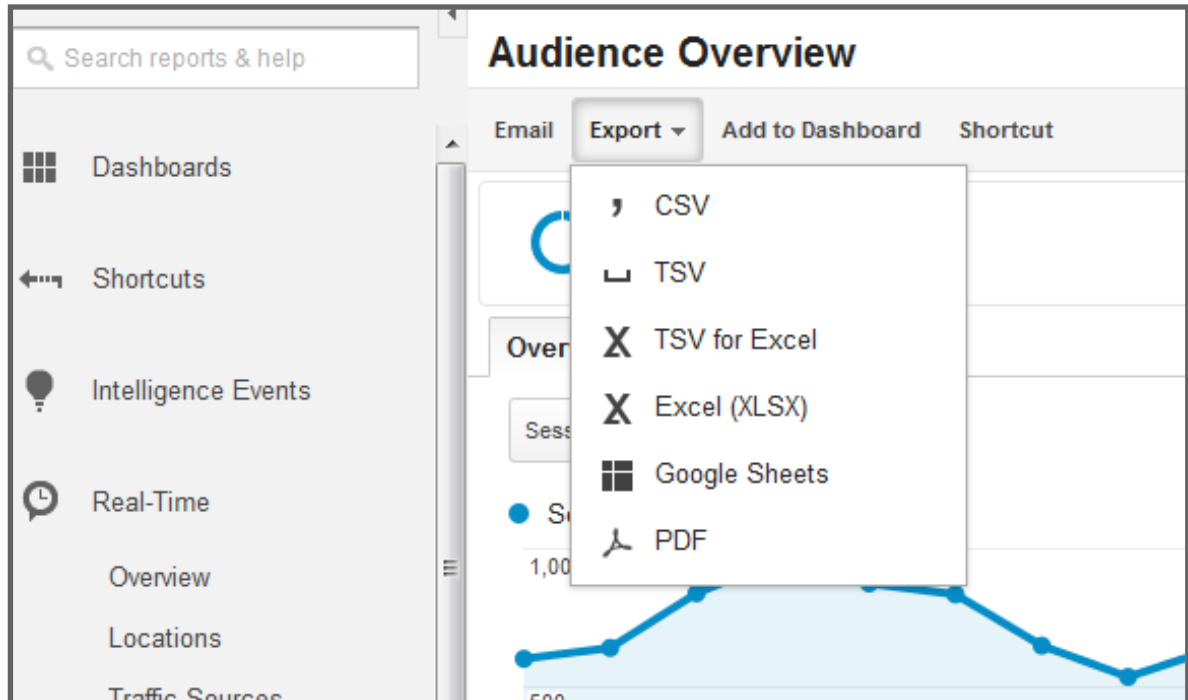
- Users:** The fundamental use of Google Analytics is to determine the activity of the users on your website. Using this, you can track users for increments of hourly, daily, weekly and monthly. As shown in the image below, you can track custom sessions based on specific dates as well as number of users, page views, pages per session, average duration of a session, and bounce rate. Google Analytics collects data on every visitor (as long as they have cookies enabled).



- Real time tracking:** A major advantage of Google Analytics is that you can even track real time data on active users of your website. As shown in the image below, you can easily view traffic, top active pages, and location of active users, referral and keywords in real time.



- **Export Data:** Google Analytics allows users to export data into various formats. This helps webmasters create custom reports about their website for analysis.



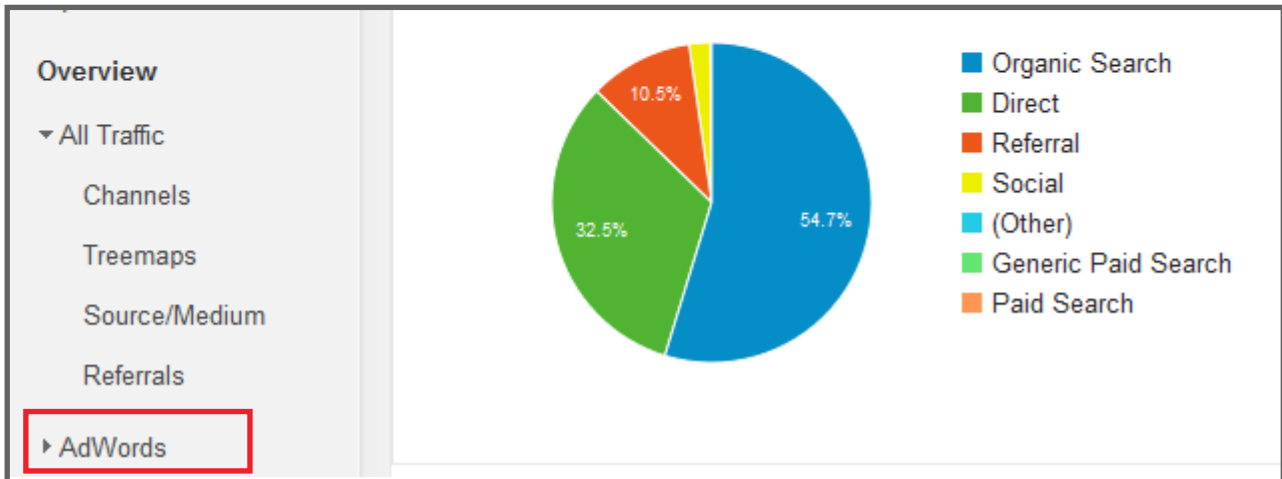
- **Geography:** Google Analytics gives a clear overview of the users' location on your website. This helps webmasters in determining and segregating the user base. In addition to it, you can also get a viable idea about the kind of traffic you are getting from users outside a particular language target. Maybe your website is in English and French and you are getting substantial traffic from users who speak Spanish or Chinese. By localizing your website data to those languages, you could target those users more proficiently.

		Sessions ? ↓	% New Sessions
<ul style="list-style-type: none"> ▸ Interests ▾ Geo <ul style="list-style-type: none"> Language Location ▸ Behavior 		3,864 <small>% of Total: 16.67% (23,176)</small>	71.8 <small>Avg for 69.47% (3)</small>
<input type="checkbox"/>	1. Apple iPhone	1,089 (28.18%)	74
<input type="checkbox"/>	2. Apple iPad	468 (12.11%)	60

- **Device:** Nowadays, internet access is not limited to desktops. This is why you should have an overview of which mobile devices are being used to access your website along with the input methods used to interact with content. This vital data on the type of devices and screen size will help you tweak your website as well as content to enhanced user engagement.

		Sessions ? ↓	% New Sessions
		3,864	71.8
		% of Total: 16.67% (23,176)	Avg for 69.47% (3)
<input type="checkbox"/>	1. Apple iPhone	1,089 (28.18%)	74
<input type="checkbox"/>	2. Apple iPad	468 (12.11%)	60
<input type="checkbox"/>	3. (not set)	397 (10.27%)	80
<input type="checkbox"/>	4. Google Nexus 5	26 (0.67%)	92
<input type="checkbox"/>	5. OnePlus A2003 2	24 (0.62%)	66
<input type="checkbox"/>	6. Opera Opera Mini for S60	24 (0.62%)	83

2 Acquisition: There is no denying the fact that overview of traffic sources is one of the most vital parts of your Analytics account. By understanding the path taken by the users to reach your website, you could get an overview about the strength of your SEO, your incoming links, Adwords and other advertising campaigns. This way, you can target those entry channels more persistently.



- Channel:** This section allows you to quickly check performance of each of your traffic channels. There are four basic types of channels namely Organic, Direct, Referral and Social. Ideally, you want the traffic coming to your website from different sources. If you have the bulk of your traffic coming from a single source, say Organic Search, and Google suddenly changes its algorithm, then, you would see a noticeable drop in the traffic.

Acquisition	Default Channel Grouping	Acquisition			Behavior	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
Overview						
▼ All Traffic						
Channels						
Treemaps						
Source/Medium						
Referrals						
▶ AdWords						
▶ Search Engine Optimization						
		1,753 <small>% of Total: 100.00% (1,753)</small>	82.14% <small>Avg for View: 82.03% (0.14%)</small>	1,440 <small>% of Total: 100.14% (1,438)</small>	8.39% <small>Avg for View: 8.39% (0.00%)</small>	4.24 <small>Avg for View: 4.24 (0.00%)</small>
	1. Organic Search	1,201 (68.51%)	81.77%	982 (68.19%)	7.08%	4.35
	2. Direct	323 (18.43%)	82.04%	265 (18.40%)	14.24%	4.30
	3. Referral	215 (12.26%)	84.65%	182 (12.64%)	7.44%	3.60
	4. Social	14 (0.80%)	78.57%	11 (0.76%)	0.00%	3.14

- Source/medium:** Just having an overview of channels is not enough in the current competitive market. It is vital to have knowledge of exact source or medium. This section not only provides that information but also offers insights to the behavior of the visitors.

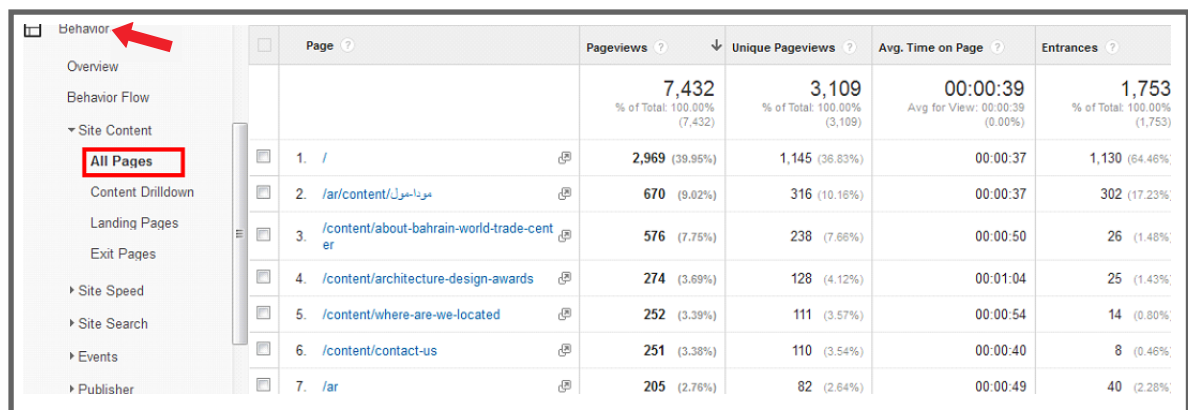
All Traffic		Sessions ? ↓	Session
Channels		23,176	69.1%
Treemaps		% of Total: 100.00% (23,176)	Avg for View: 69.47%
Source/Medium			
Referrals	<input type="checkbox"/>	12,459 (53.76%)	
AdWords	<input type="checkbox"/>	7,535 (32.51%)	
Search Engine Optimization	<input type="checkbox"/>	611 (2.64%)	

- **Referrals:** Referral traffic tells which external sources are most valuable for your website. It helps you determine, say, whether your Facebook page is offering you any value in terms of traffic, or which websites are diverting traffic to your website.

Acquisition	Source ?	Acquisition			Behavior	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
All Traffic		229	84.28%	193	6.99%	3.57
		% of Total: 13.06% (1,753)	Avg for View: 82.03% (2.74%)	% of Total: 13.42% (1,438)	Avg for View: 8.39% (-16.68%)	Avg for View: 4.24 (-15.75%)
1.	bahrain.com	25 (10.92%)	80.00%	20 (10.36%)	4.00%	3.56
2.	ds.serving-sys.com	17 (7.42%)	94.12%	16 (8.29%)	11.76%	4.29
3.	bs.serving-sys.com	16 (6.99%)	100.00%	16 (8.29%)	6.25%	2.50
4.	rankings-analytics.com	16 (6.99%)	100.00%	16 (8.29%)	25.00%	1.75
5.	treehugger.com	12 (5.24%)	100.00%	12 (6.22%)	8.33%	3.92
6.	archinomy.com	10 (4.37%)	10.00%	1 (0.52%)	0.00%	4.00

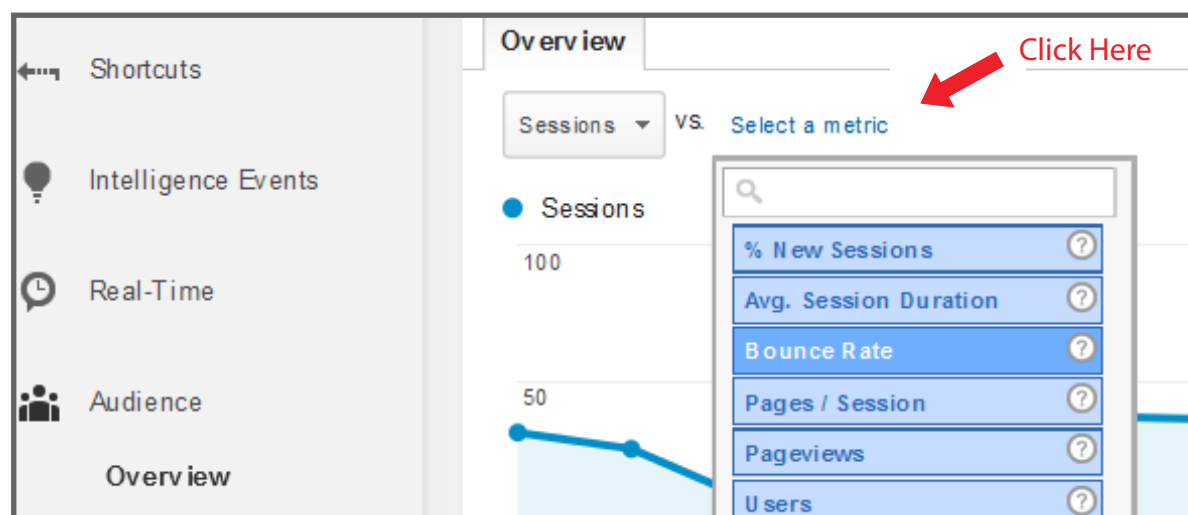
3 Behavior: We have already discussed the importance of how and from where your website has acquired users. However, another vital metric is the behavior of those users after reaching your website. Many a times, people open a website but close it instantly after not finding anything interesting on it. This makes the whole purpose of getting traffic useless. The behavior section makes it easy for you to determine the activity of the users after you have acquired them.

- Individual pages :** One of the biggest mistakes that most beginners make is treating their website as a single entity. It is vital to understand that a website is made up of different webpages, which is why the behavior of the users on these pages would also be different. This is why Google Analytics displays behavior data differently for each webpage. This helps you determine the value of each page and popularity among the visitors.



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
% of Total: 100.00% (7,432) % of Total: 100.00% (3,109) Avg for View: 00:00:39 (0.00%) % of Total: 100.00% (1,753)				
1. /	2,969 (39.95%)	1,145 (36.83%)	00:00:37	1,130 (64.46%)
2. /ar/content/موناغول	670 (9.02%)	316 (10.16%)	00:00:37	302 (17.23%)
3. /content/about-bahrain-world-trade-center	576 (7.75%)	238 (7.66%)	00:00:50	26 (1.48%)
4. /content/architecture-design-awards	274 (3.69%)	128 (4.12%)	00:01:04	25 (1.43%)
5. /content/where-are-we-located	252 (3.39%)	111 (3.57%)	00:00:54	14 (0.80%)
6. /content/contact-us	251 (3.38%)	110 (3.54%)	00:00:40	8 (0.46%)
7. /ar	205 (2.76%)	82 (2.64%)	00:00:49	40 (2.28%)

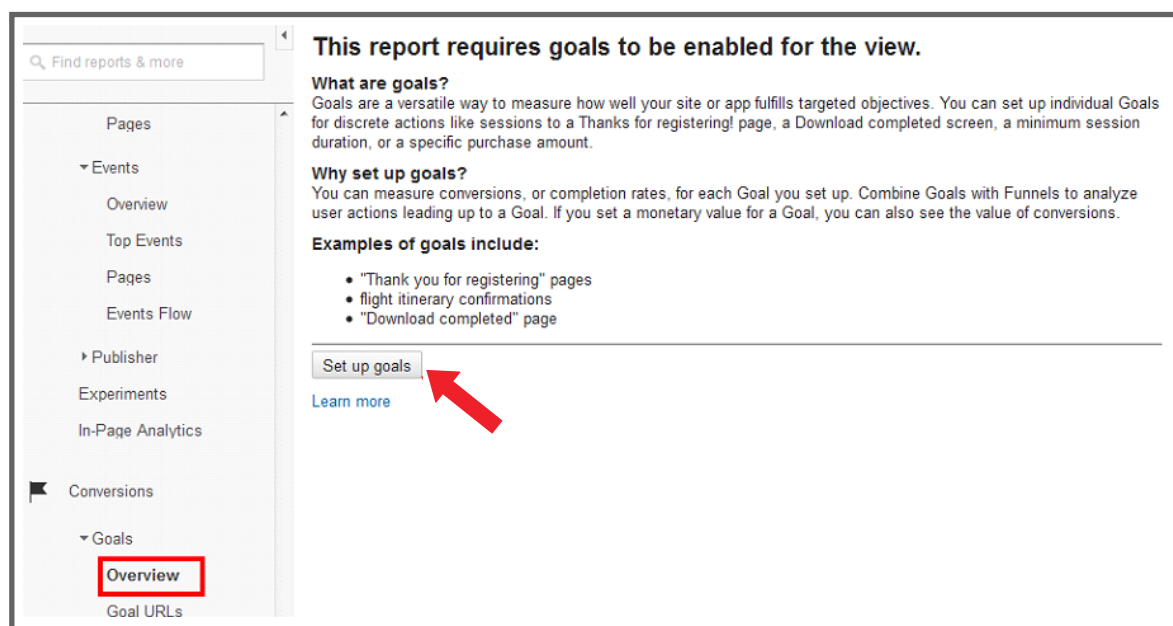
- Bounce Rate:** This is undoubtedly the most essential metric for the webmasters. It is the percentage of visitors on a particular website who navigate away from the site after viewing only one page. Ideally, the bounce rate of a website should be low. Having a high bounce rate can only mean that the website is either single page site, implementation is incorrect or the overall site design is not user-friendly.



4 Conversion: After understanding the behavior of the users visiting your website, the next major concern is the conversion of those users. This can be done by identifying the goals. This is valuable for tracking different kinds of actions on your website such as time spent on a particular page, reaching a specific page, or visiting a certain number of pages. Let us take a thorough look at it.

- **Goal Setup:** A major aspect of Google Analytics is setting goals. You can find this setting under "Conversions" section. It is a viable feature to measure how well your website is fulfilling its target. Additionally it also notifies Google Analytics when something important has been achieved on the website. For example, it serves the purpose if you have a contact form on your website from where you are generating leads, and you want to find out information about users that filled the form.

Firstly, you need to set up these goals for discrete actions like registration, confirmation on purchase or response to contact query.



You can either use a template with pre-set configuration or use custom configuration to create a new goal.

VIEW

All Web Site Data

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings

Private Channel Groupings

Custom Alerts

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow or product demo

Custom

Continue Cancel

After that, you need to define the type of Goal. This can be based on destination, duration, pages per session or event. This is a vital step as each category involves a different set of attributes.

VIEW

All Web Site Data

View Settings

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Goal setup Edit

Custom

2 Goal description

Name

Please specify the goal name

Goal's lot ID

Goal Id 1 / Goal Set 1

Type

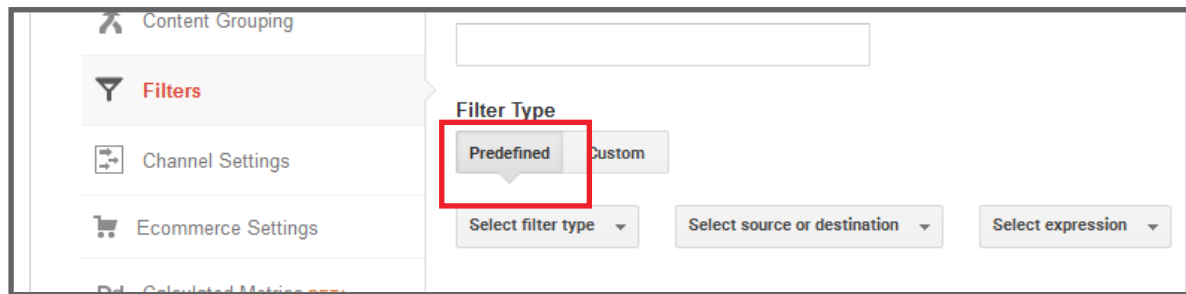
- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

After defining the type of goal, you can add further Goal details pertaining to that particular goal. You can also add URL funnel path as well as monetary value. Before finalizing the goal, you also have the option to view conversion rate of this goal from the past 7 days. This helps you in tweaking the goal additionally.

The screenshot displays the 'Goal details' configuration interface. The 'Funnel' section is set to 'ON', and the 'Funnel steps' table contains one entry: '1 Home Page' with the URL 'http://www.xyz.com'. The '+ Add another Step' button is highlighted with a red box and an arrow pointing to it with the text 'Click here to Add another URL'. Another red arrow points to the 'ON' toggle with the text 'Click ON to Add Funnel URLs Path'.

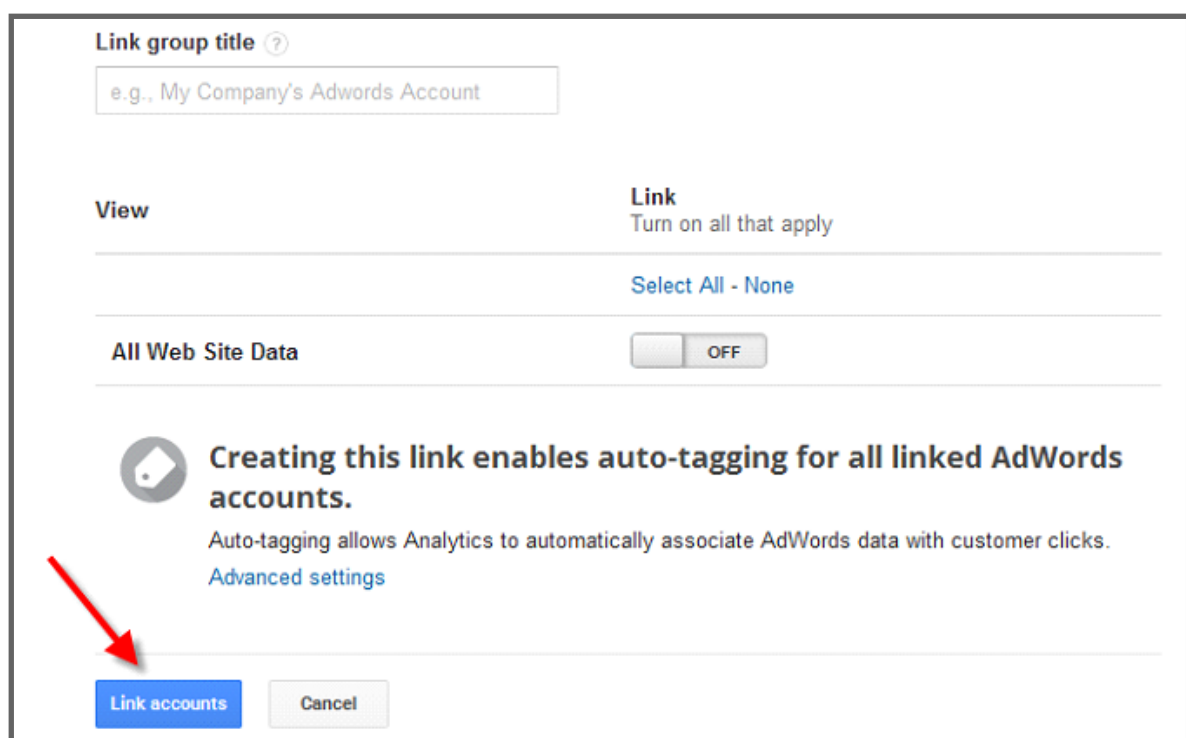
Step	Name	Screen/Page	Required?
1	Home Page	http://www.xyz.com	NO

- Filter:** There can be times when the data available in the Analytics is huge depending upon the amount of traffic your website receives. In addition, there are various spam referrals and bots, which can lead to incorrect data. In order to counter it, you can add filters to streamline the overall data. You can add either a pre-defined filter or a custom filter based on your preference. Other attributes associated with it include filter type, source/destination, and expression.

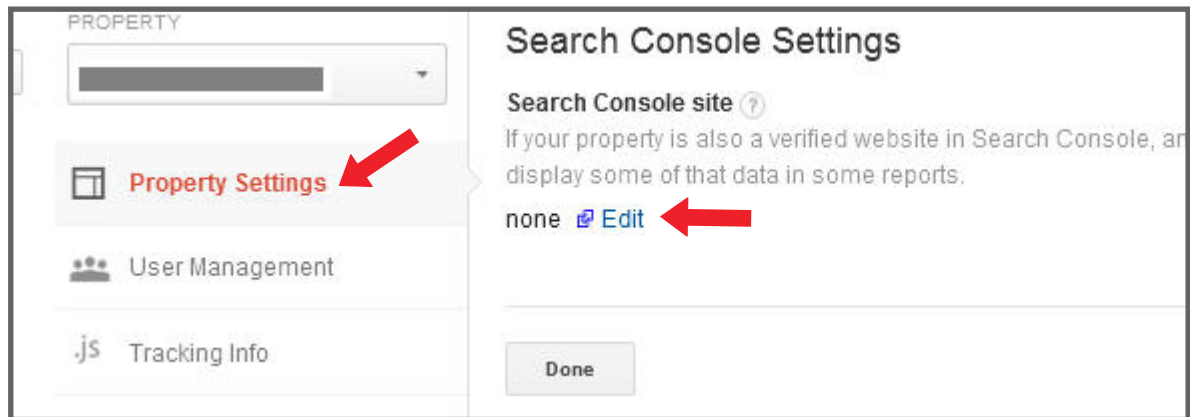


5 Additional Features: Google Analytics has overtime become the central hub of all information related to your website. There are additional data sources like Adwords and Search Console, which can be accessed right within the Analytics dashboard. However, for this work, you need to first configure them with Google Analytics.

- **Adwords data:** Adwords corresponds to the traffic coming from services that you pay for, which is why you need to make the most of it. If you do not setup everything correctly, then, your paid search traffic can be reported among organic search. You can link your accounts by going into the admin panel. Normally, you would see a screen asking you to create a new account or link a pre-existing account.



- **Search Console:** Like Adwords, you can also link you Search Console data to view it directly in your Google Analytics dashboard. You need to follow the same guidelines as discussed above.



The bottom line is that if want to make the most of your website, then you need to capitalize on above-mentioned features of Google Analytics. Last year, we also covered specific Google Analytics Reports for website owners looking for in-depth understanding. Have a look at Page Performance Reports and Channels Reports.

Disclaimer

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