QUICK & DIRTY
GUIDE TO
GOOGLE ANALYTICS

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Hello Gorgeous!

I'm so happy you found my Quick & Dirty Guide to Google Analytics. If you've be struggling with how to get started with analytics for your business, know what the numbers mean, or how to use them to improve your site this guide is for you.

I'm Michaela, it is nice to meet you. If we haven't met before I am a Brand Strategist, Web Developer, & Visibility Mentor for passionate online business owners like YOU!

I work with you to get your online business presence set up and visible so you can start gaining momentum online for your business. I start with your goals and put strategies in place to help you grow and create the life and business of your dreams.

One elemental factor in growing your visibility online and knowing what you need to do next is having a solid understanding of your analytics. It can be overwhelming and not a very intuitive process, especially when you are just getting started.

But once you know a few key details you will be able to take your numbers and create a strategic plan for growing your business.

Ok, so let's dive in!

Analytics Basics

Users
The number of visitors to your site within a specified time period this includes all new and returning visitors

Pageviews & Pages/Session
Pageviews are ALL the page views recorded on your site. Pages/Session is the average number of pages a single user views during one visit.

Bounce Rate
Your bounce rate is simple the number of users that visit your site and leave without every clicking around or visiting other pages on your site. Now bounce rate has gotten a bad rap so you want to dig deeper into this statistic because a person might be coming to your site to get your email address and it is on your homepage or if your visitors are coming to read specific blog posts. But if you are having a really high bounce rate 70%+ then you will want to look into things like site speed, navigation, calls to action, etc.

Audience
Under the audience section you will find all kinds of juicy analytic information. You can find out things demographically about your audience (age, gender, location, etc.) This will help you track if you are attracting your ideal clients to your site.

Acquisition
Acquisition will give you info on how people are finding you. Clicking on Social, Direct, Organic & Referral will give you more information about how people are finding their way onto your site. If you want to see more information about the social acquisitions, Under the social tab the Landing pages will give you more information about how posts/pages are performing in your social media posts.

5 Metrics You Need to Know

Devices
Audience>Mobile>Overview
What devices are your visitors viewing your site on? Use this information to test what your users are seeing when they land on your site. Consider making improvements to optimize for these devices in your website design. Your website should always be working for you and with such a variety of devices users can view your site from this information will help you make sure their experience is the best it can be.

What People See When The Come to Your Site
Behavior>Site Content>Landing Pages
Take a look at your top landing pages and review your bounce rate for this page. If the bounce rate is high this might be an opportunity to review the layout, call to actions & navigation on this page. However, keep in mind if you have a landing page for signing up to your newsletter the bounce rate might be really high because people are signing up then going to their email for confirmation.

Popular Content
Behavior>Site Content>All Pages
This will give you a list of all the pages ranked by popularity. From here you can evaluate which of your pages and content are popular for your visitors. Use this information as a starting point re-purpose this popular content. You can: Update the post with new information, write posts on information that is relevant to this content, pull out information to use on your social media platforms

Where Traffic Is Coming From

Acquisition>All Traffic>Channels

This will tell you if people are coming to you from social media, your email newsletters, google searches or directly coming to your site. Under here you can see what efforts are paying off and which ones could use a little tweaking. If you are working on your Facebook game but not getting any momentum then you need to evaluate how your posting or what and make adjustments.

Bounce Rate

You can find bounce rate data in many different reports on your analytics dashboard. Knowing your bounce rate in different contexts will help you improve your site & user experience.

Ask yourself the following questions about your bounce rate:

What type of content is on this page?

If this is a landing page with a signup box a higher bounce rate might be ok but if people are coming to your homepage and leaving then you would want to ask more questions.

How are people coming to this page?
Do I need to add extra information to help users get around the site?
Do I need to adjust the layout?
Do I need to make the call to action on this page more visible?

Get To Know Your Audience

Audience > Demographics

As a online business owner you probably want to know if your reaching your target audience demographics. Google can help demystify some of that for you. Under the demographics section you'll find information like age range and gender if you have this tracking set up for your Tracking ID or Tracking Code. You can see if you are actually getting the gender and age range your copy and branding are targeting and start making adjustments

to your site if you aren't.

Take a look periodically at your Google Analytics numbers to uncover trends especially if you make adjustments to your marketing or copy. This will help you to determine what is working for your online strategy and what may need some more adjusting.

If you don't have Google Analytics installed on your site this next page will get you up and running! v

How To Install Analatyics

Getting Google Analytics installed on your site doesn't have to be a difficult experience.

The first thing you need to know is difference between the Tracking ID & Tracking code.

Different platforms call for different ones to connect to your site to the analytics. The Tracking ID is like an account name that is specific to you on Google. Your tracking code is actual JavaScript code that needs inserted into your site's footer.

For WordPress
1. Copy the Tracking Code
2. Install the plugin Insert Headers & Footers
3. Copy the Tracking Code to the footers box and hit update. Thats it

For Squarespace
1. Settings
2. Advanced
3. External Services
4. Drop in the Tracking ID UA-Getting Google Analytics installed on your site doesn't have to be a difficult experience.

For other platforms Google
Set up Google Analytics on _____ website

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