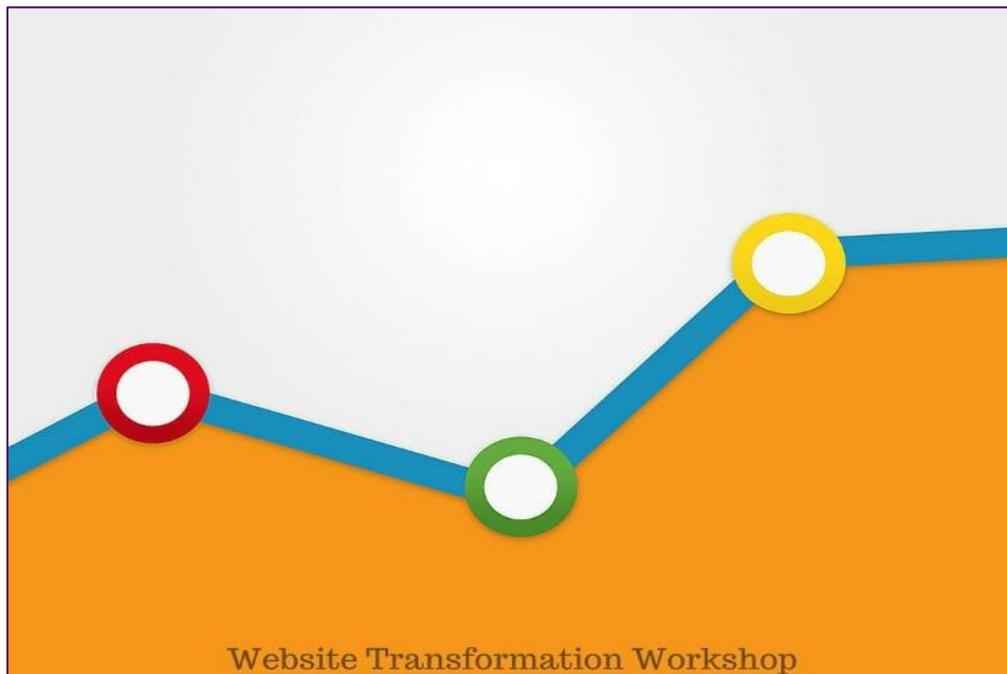


“Tracking Your Website Statistics”

by Christina Hills

**Checklist for business owner to
find and track important website data**



Website Transformation Workshop

Copyrights and License:

This document is copyrighted 2016. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this tutorial under any circumstances.

This information, program, website, and all supporting materials contain copyrighted material, trademarks, and other proprietary information. You may not modify, publish, transmit, participate in the transfer or sale of, create derivative works of, or in any way exploit, in whole or in part, any Proprietary or other Material. All images, text, contents, products and scripts are licensed and never sold, unless otherwise stated. Reproduction is prohibited. You may not use, copy, emulate, clone, rent, lease, sell, modify, decompile, disassemble, otherwise reverse engineer, or transfer the licensed program or product, or any subset of the licensed program or product, except as provided for in this agreement or expressly in writing. Any such unauthorized use shall result in immediate and automatic termination of this license and may result in criminal and/or civil prosecution. Our company reserves all rights not expressly granted here.

Disclaimer and Terms of Use Agreement:

THE AUTHOR AND PUBLISHER OF THIS DOCUMENT AND THE ACCOMPANYING MATERIALS HAVE USED THEIR BEST EFFORTS IN PREPARING THIS TUTORIAL. THE AUTHOR AND PUBLISHER MAKE NO REPRESENTATION OR WARRANTIES WITH RESPECT TO THE ACCURACY, APPLICABILITY, FITNESS, OR COMPLETENESS OF THE CONTENTS OF THIS TUTORIAL. THE INFORMATION CONTAINED IN THIS TUTORIAL IS FOR EDUCATIONAL PURPOSES. THEREFORE, IF YOU WISH TO APPLY IDEAS CONTAINED IN THIS TUTORIAL, YOU ARE TAKING FULL RESPONSIBILITY FOR YOUR ACTIONS. EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PROGRAM AND IT'S POTENTIAL. THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES.

YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED; YOUR FINANCES; KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS. ALL LINKS ARE FOR INFORMATION PURPOSES AND ARE NOT WARRANTED FOR CONTENT, ACCURACY OR ANY OTHER IMPLIED OR EXPLICIT PURPOSE. NO RECOMMENDATION IS IMPLIED. THE INTERNET IS CONSTANTLY CHANGING; THEREFORE WE CANNOT GUARANTEE THAT THE TECHNIQUES TAUGHT WILL ALWAYS WORK. PRODUCTS, PROGRAMS, AND SERVICES BY OUR COMPANY ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. YOU AGREE THAT OUR COMPANY IS NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY OUR COMPANY, OR OUR COMPANY PRODUCTS OR SERVICES.

Website Transformation Workshop

Introduction

So you now have a beautiful website. But you are not getting the amount of traffic you thought you would get. Or people seem to be coming to your website, but they are not converting. Or you might be wondering how to better utilize your website for your business.

Before coming up with any strategy to improve the situation, you need to see and understand what's going on first. Otherwise, you might end up putting in lots of work into a completely wrong area.

How do you find out what your website visitors are doing on your website? Just look at the website statistics!

Website statistics can tell you so much about your website visitors; their geographical locations, who are sending them to your site, when you get the most traffic, which blog post is getting the most hit, and more. Remember how important it is to understand your audience before marketing to them? Website stats is like a treasure box filled with clues about your audience.

And as scary as it sounds, website stats are just numbers after all. Once you understand how to look at them, you'll find them pretty fascinating and useful. The chances are, you'll discover many things about your audience that you didn't know before!

To your success,

Christina Hills

Christina Hills
Your Teacher/Mentor/Coach for WordPress
<http://www.WebsiteTransformationWorkshop.com>



Website Transformation Workshop

TRACKING YOUR WEBSITE STATISTICS CHECKLIST

The Top Web Analytics Metrics to Track

- Know what "Bounce Rate" means and how the data can help you.
- Know what "Exit Rate" means and how the data can help you.
- Know what "Average Time Spent on Page" means and how the data can help you.
- Know what "Entrance Pages" means and how the data can help you.
- Know what "Page Views/Referrers" means and how the data can help you.
- Know what "Conversions" means and how the data can help you.

Using Web Analytics Program

- Have set up an Analytics Program to track your website stats (Recommended: Google Analytics)
 - Web Analytics Program chosen:
-

Connecting Google Analytics and Your WordPress Site

- Opened a Google Account (Gmail)
- Created an Analytics Account: <http://analytics.google.com>
- Added your website to Google Analytics
- Installed a plugin and connected your Google Analytics account and your WordPress site.

Website Transformation Workshop

Resources

Google Analytics

<https://analytics.google.com/>



Google Analytics Academy

<https://analyticsacademy.withgoogle.com/>



WordPress Plugins for Google Analytics

Google Analytics Dashboard for WP

<https://wordpress.org/plugins/google-analytics-dashboard-for-wp/>

Google Analytics by MonsterInsights

<https://wordpress.org/plugins/google-analytics-for-wordpress/>

Google Analycator

<https://wordpress.org/plugins/google-analycator/>

Heat Maps

Crazy Egg

<http://www.crazyegg.com/>



SumoMe

<https://sumome.com/>



HeatmapMe

<https://heatmap.me/>

