







Each Module Has a PDF Checklist



What is Website Statistics & Analytics?

What is Web Analytics

“Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.”

- Wikipedia

In Simple Terms...

Website Statistics is collecting data of how people are visiting your website.



Website analytics helps you to understand visitor behavior and thereby helping you to modify your websites pages and refine your marketing message

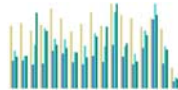
Why You Should Pay Attention

Your website analytics data can tell you:

- where people are coming from
- what they are doing on your site
- what technology are they using
- How long they are staying on your site

Analyzing Web Analytics Data Can Allow You to...

- Understand your audience
- Fix errors
- Improve the way you communicate with your audience
- Help you to discover what articles to write



The Top Web Analytics Metrics to Track

Bounce Rate

Bounce Rate



- The number of single page visits divided by the total number of entrances to that page
- A high bounce rate typically indicates that visitors were not interested in what the page had to offer or convey
- However, this is not always the case. Suppose you gave your readers exactly what they were searching for and the page answered the question they had. They no longer need an answer so they leave your page. In other words, you gave them too much information.

Exit Rate

Exit Rate

- The last page that a user visited on your website (ie. the place where the user decided that your website is no longer relevant to what they are seeking)
- If you see a page with a high exit rate, you may want to try and determine what it is about the page that is making visitors leave (No call to action? Grammar errors? Wordy paragraphs?)



Average Time Spent on Page

Average Time Spent on Page

- If Google sees that you have pages that people are spending a lot of time on, they are going to reward you with higher rankings, all things being equal.
- If this number is high, you are likely doing something right with respect to the content you are presenting.
- Try to determine what it is about the page that is keeping people on it and do more of the same.



Entrance Pages

Entrance Pages

- In most cases, the home page is going to have the highest entrance rate count.
- But if you find that other pages are getting significant hits, you can find out what it is about those pages that are sitting well with your readers.
- Use this information to possibly improve other pages that aren't getting as many hits.



Page Views and Referrers

Page Views and Referrers

- Tells you which pages are getting visited the most
- can be used in conjunction with the referrers metric to get an idea of where the traffic to these pages is coming from
- could be an indication of pages that have gone viral
- you can determine which pages are getting legitimate views and which are likely due to referrer spam



Conversions


Conversions

- Actions get triggered when the user performs those actions.
- Does the visitor opt in?
- Does the visitor buy?



Web Analytics Providers


Web Analytics Providers

- **Google Analytics**
<https://analytics.google.com> 
- Adobe Analytics
(<http://www.adobe.com/marketing-cloud/web-analytics.html>)
- Webtrends
(<http://www.webtrends.com/>)
- AT Internet
(<http://www.atinternet.com/>)
- SAS Analytics
(http://www.sas.com/en_us/software/analytics.html)





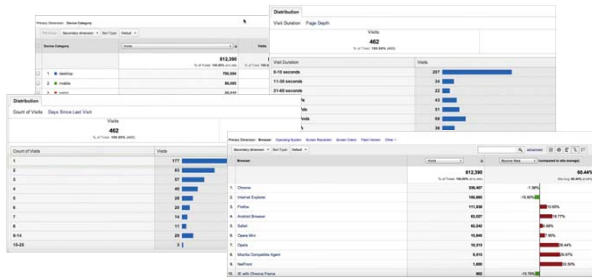
Google Analytics - Perfect for small businesses



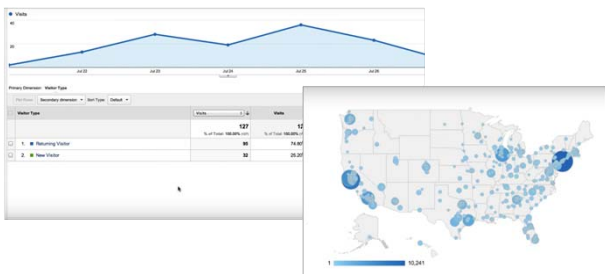
- Free! just need a Google account
- Provides robust data needed by most businesses
- Works well with WordPress sites (plugins available)
- Free learning tools available
- Many tech people are familiar with the interface

Google Analytics - What You Get

Audience Reports



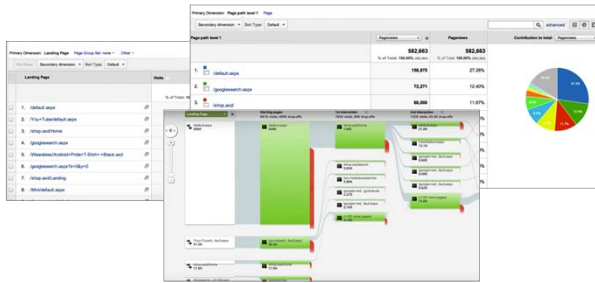
Audience Reports Geographic Location



Acquisition Reports

Default Channel Grouping	Visits	Pages / Visit	Avg. Visit Duration	% New Visits
236,099 % of Total: 99.54% (vs. 100%)	4.18 Site Avg: 4.18 (vs. 4.18)	00:01:28 Site Avg: 00:01:28 (vs. 00:01:28)	87.48% Site Avg: 78.81% (vs. 78.81%)	
1. Organic Search	148,783	4.20	00:01:22	89.41%
2. Direct	61,208	4.06	00:01:29	84.93%
3. Referral	27,906	4.22	00:01:37	87.60%
4. Social	4,526	3.23	00:01:11	91.45%
5. Display	1,653	4.55	00:02:03	2.60%
6. Generic Paid Search	29	1.85	00:00:06	75.00%
7. Email	2	1.50	00:00:00	100.00%
8. (Direct)	1	4.00	00:01:13	0.00%

Behavior Reports



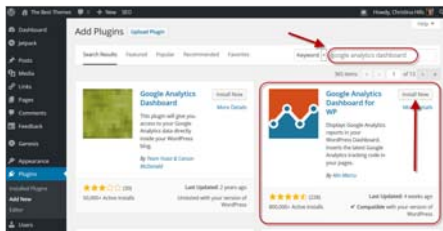
How to Connect Google Analytics to WordPress

Plugin to Connect Google Analytics to WordPress

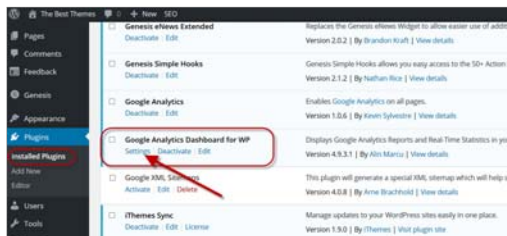


<https://wordpress.org/plugins/google-analytics-dashboard-for-wp>

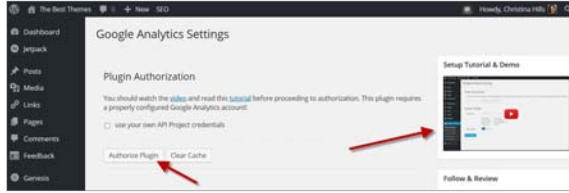
Find Google Analytics Plugin and Install



Go to Plugin Settings

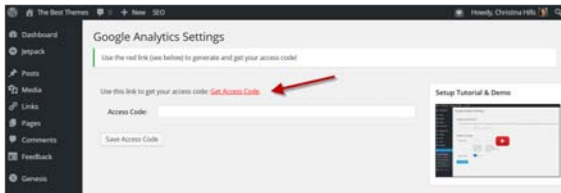


Authorize Plugin



You should be logged into Google

Click to Get Access Code



You should be logged into Google

Allow Connection



You should be logged into Google

Copy Code from Google



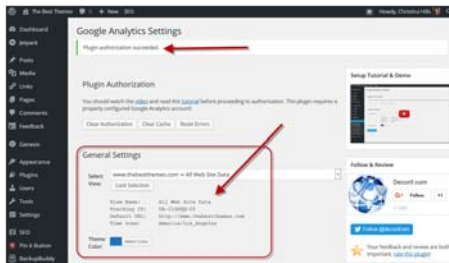
You should be logged into Google

Paste Code Into WordPress

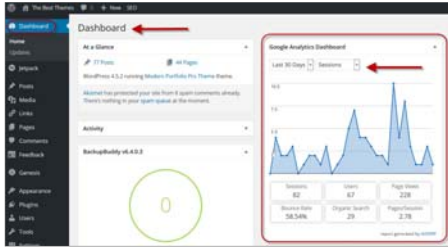


You should be logged into Google

Successfully Connected



View in Dashboard (Easy!)

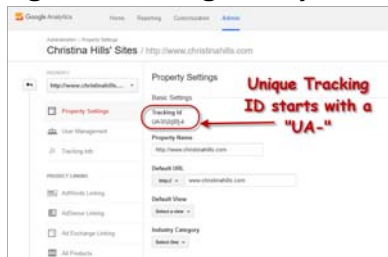


Google Analytics Dashboard for WordPress



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

Some Plugins Want Google Analytics Tracking ID



Learn More about Google Analytics

There is so much more that Google Analytics can provide... Learn more at:

- Google Analytics Academy:
<https://analyticsacademy.withgoogle.com/>

Heat Maps

What are Heat Maps?

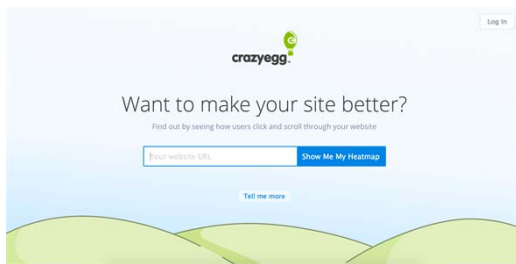
What a Heat Map Looks Like



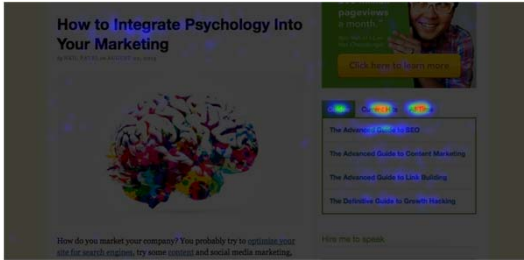
Heat Map

- Type of web analytics software that tracks movements and clicks of your users
- Gives you the ability to hone in on what kinds of actions users are taking on your website
- Works by adding a small segment of JavaScript code on your website

Example: CrazyEgg.com



What a Heat Map Looks Like



Examples of Heat Map Use

- How users are filling out forms
➔ based on the results, you can adjust the placement/design of form, etc. for better conversion
- When users are trying to click on components of your page that you haven't made clickable (ex. images)
➔ Make the "hot" components clickable to take people to sales page, etc.

Heat Map Providers

- Crazy Egg: <http://www.crazyegg.com/>
- SumoMe: <https://sumome.com/>
- HeatmapMe: <https://heatmap.me/>

(Reputable ones are not free, but many offer a 30-day free trial.)

