

Topic | Reporting

Tutorial 37

Google Analytics

This tutorial will explain how to install Google Analytics and will help you interpret the results.

Reading time: 20 minutes | Prerequisites: Tutorial 36

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1. How do I install Google Analytics on my site?

You can easily install Google Analytics yourself. It is a quick and easy process that takes approximately 30 minutes from start to finish, provided that you know how to access your website's files.

As soon as you have installed Google Analytics, it will start collecting data that you will be able to view within 24 hours.

To install Google Analytics you will need:

- Access to your websites files.
- A Google account (see tutorial about Google tools to learn how to create a Google account).
- An email address.

a). Installing Google Analytics

1. Navigate to: <http://analytics.google.com> and click on "New to Google Analytics? Sign up now" below the blue button.
2. Log in with your Google account details.
3. Follow the prompts.
4. When you are asked to select the tracking code, ensure that you select the new tracking code and not the legacy tracking code.
5. Don't forget to action the verification email.
6. Sign in your Google Analytics account by going to the address under 1) and clicking on the "Access Analytics" blue button.

2. Inside Google Analytics

Please note that Google Analytics has recently launched a brand new version of Google Analytics with significant changes to the program and the user interface. New features that stand out are:

- New navigation bar
- Ability to add more than one dashboard
- Name of the reports (Top Content is now Pages)

a). The dashboard

The dashboard will become your first point of contact with your Google Analytics account. **It will provide you with an overview of your key metrics.** Visit it once a week.

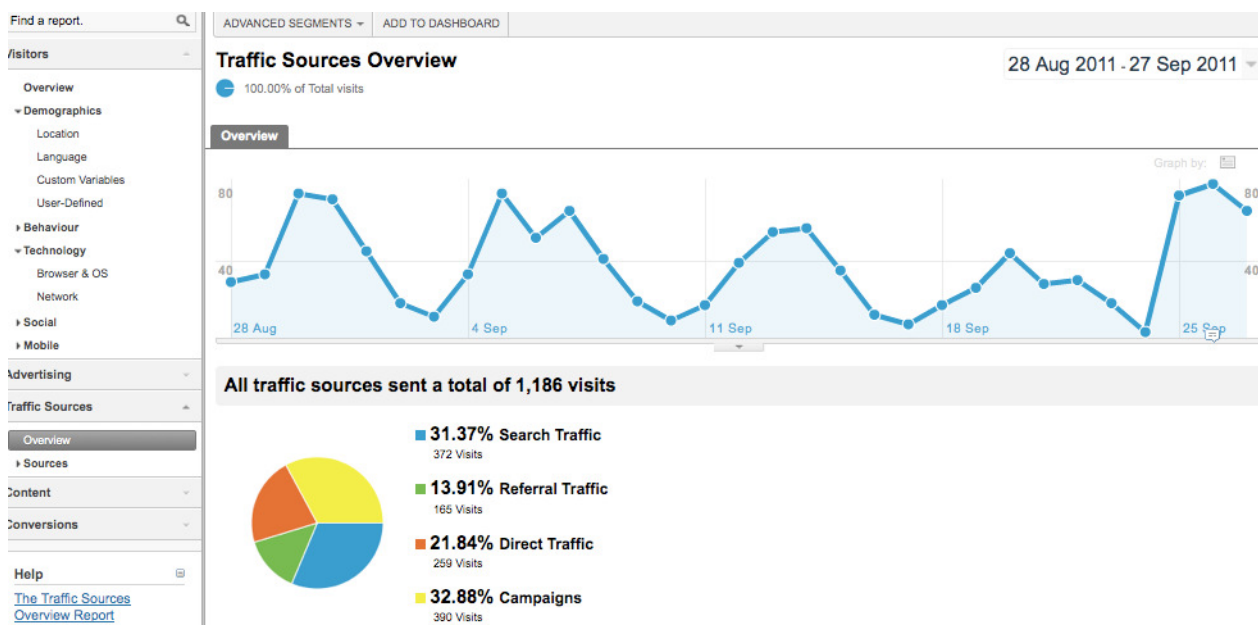
One of the main feature of the dashboard is that it is customisable by adding "widgets". The dashboard has changed quite a bit with the new Google Analytics version.

b). My site > Reports

In this section you will find the key reports broken down into 5 sections:

- **Visitors:** the demographics menu will give you information on the origin of your visitors. For instance, if you conducted a print campaign in a travel magazine distributed in Melbourne you should be able to see an influx of visitors from Melbourne
- **Advertising:** this section focuses on your Google AdWords campaigns and data.
- **Traffic sources:** the most important section of Analytics with regards to search engine optimisation. You will find information about your keywords and referring sites in this section.

The example below is a printscreen of the new Traffic Sources overview report.



- **Content:** in this section you will find information and data to improve your site's content and increase conversions. The Exit Pages report is very important, as it will show you which pages people leave your site from.
- **Conversions:** finally, the conversions section will allow you to see which visitors convert into buyers and how they do so. Google has a very simple and clear guide to help you set up goals:

www.google.com/support/gooleanalytics/bin/answer.py?hl=en&answer=55515. Once your goals are set up Google Analytics will begin tracking the conversions. Google can't backtrack and measure conversions prior to set up of your goals. You can also watch this Google Analytics University presentation:

<http://services.google.com/analytics/breeze/en/goals/index.html>.

3. Key learning outcomes

- Google Analytics is free and very easy to install. You can do it yourself (provided you have access to your files and/or that your content management system support is) or you can ask your web developer to install it for you
- There are key reports that you should be checking on a monthly basis
- It is also important that you set up your Goals in Google Analytics in order to track conversions and not only visits to your website.
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4. Related material

a). Related tutorials

- Organising hosting for my site
- Tracking and reporting

b). Related websites

- Goals in Google analytics:
<http://services.google.com/analytics/breeze/en/goals/index.html>