We're excited that you're implementing Google Analytics to help you make the most of your website and convert more visitors.

This deck will go through how to create and configure your account, connect your site to Analytics to begin tracking visitors, create goals so you can see how your visitors are converting into subscriptions, donations, and revenue, and enable e-commerce tracking for those of you with stores within your site.

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At the end, there is a section devoted to additional resources that you can use to get more information, have your additional questions answered, talk with other Analytics users online, and learn about optimizing for Analytics. There is also a glossary at the end for all the new Analytics terms you'll learn.

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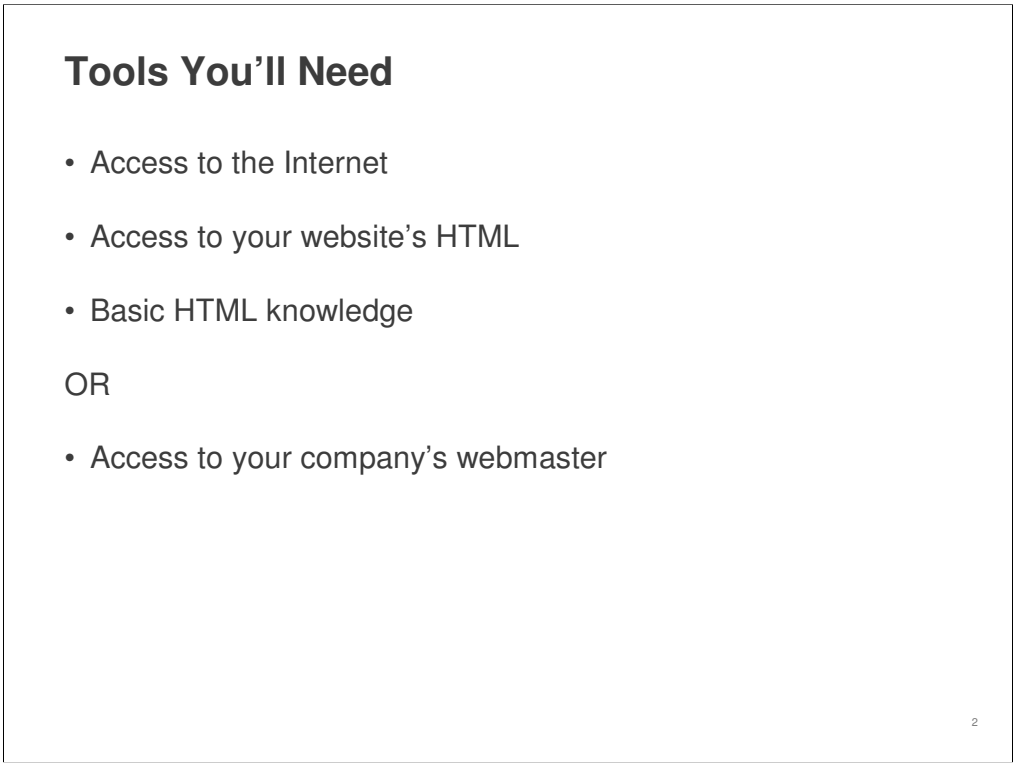

To get up and running in Analytics, you'll need a few tools for the job.

If you're not comfortable with Basic HTML or you don't have access to your company's HTML or the Internet, you will want to talk to your webmaster about updating your company site with the Analytics information in this deck.

The changes aren't too complicated and should be easy and quick for your webmaster to make. Feel free to share this deck and the resource section at the end with your webmaster.

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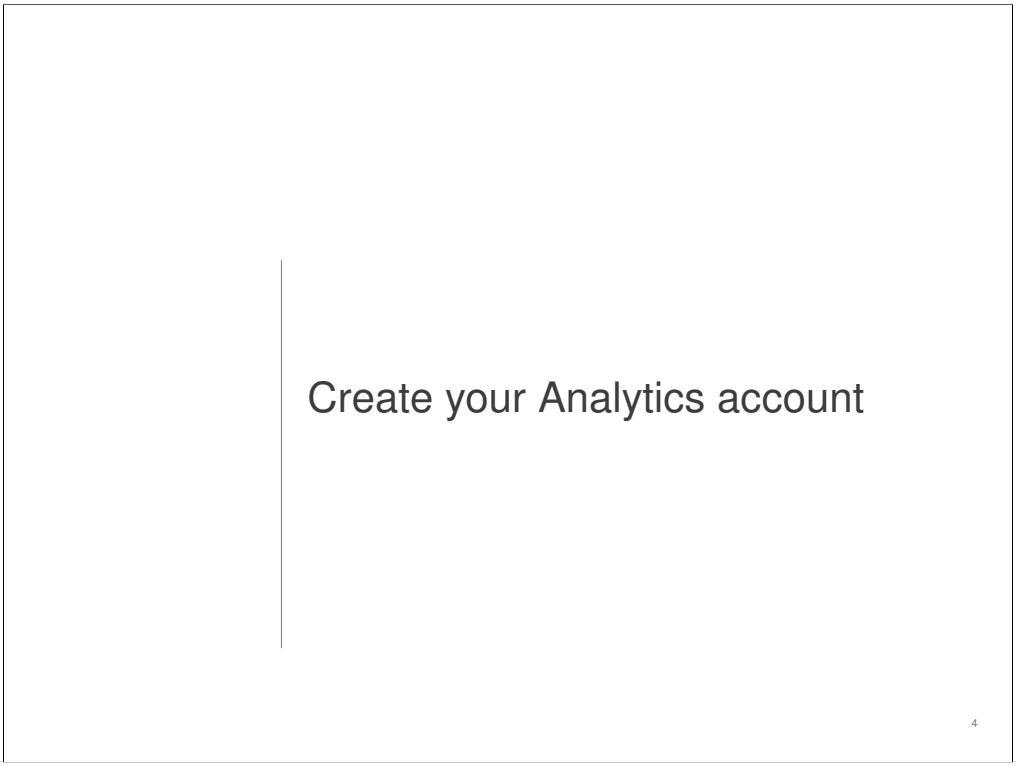
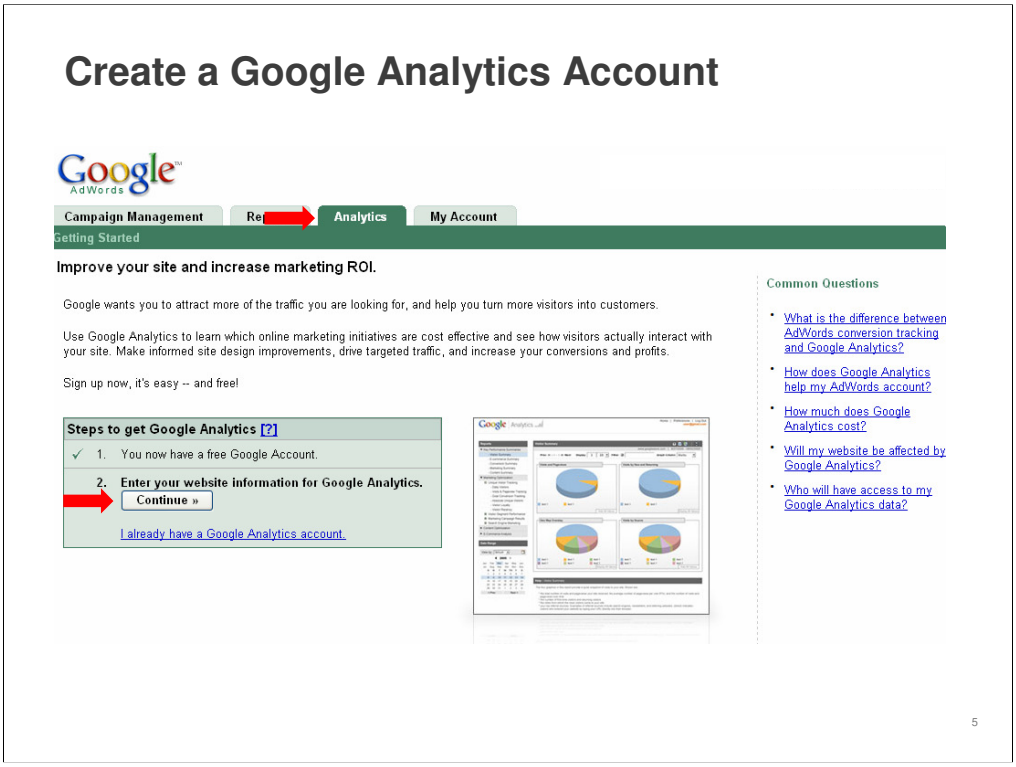
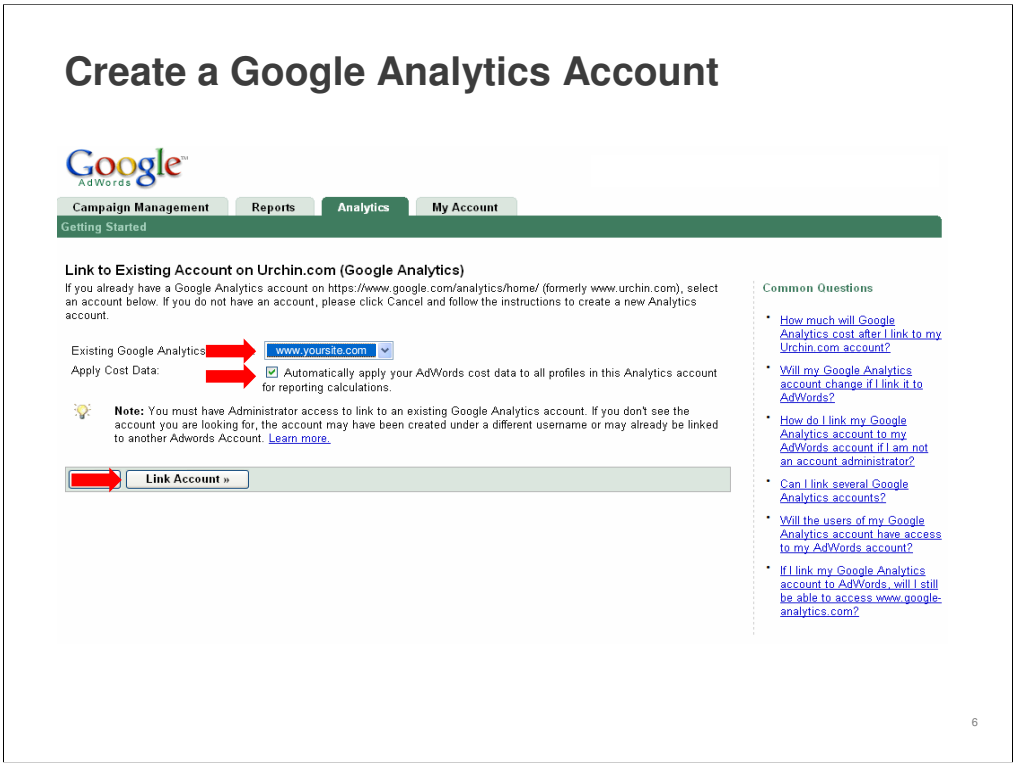


In this section you will learn how to:

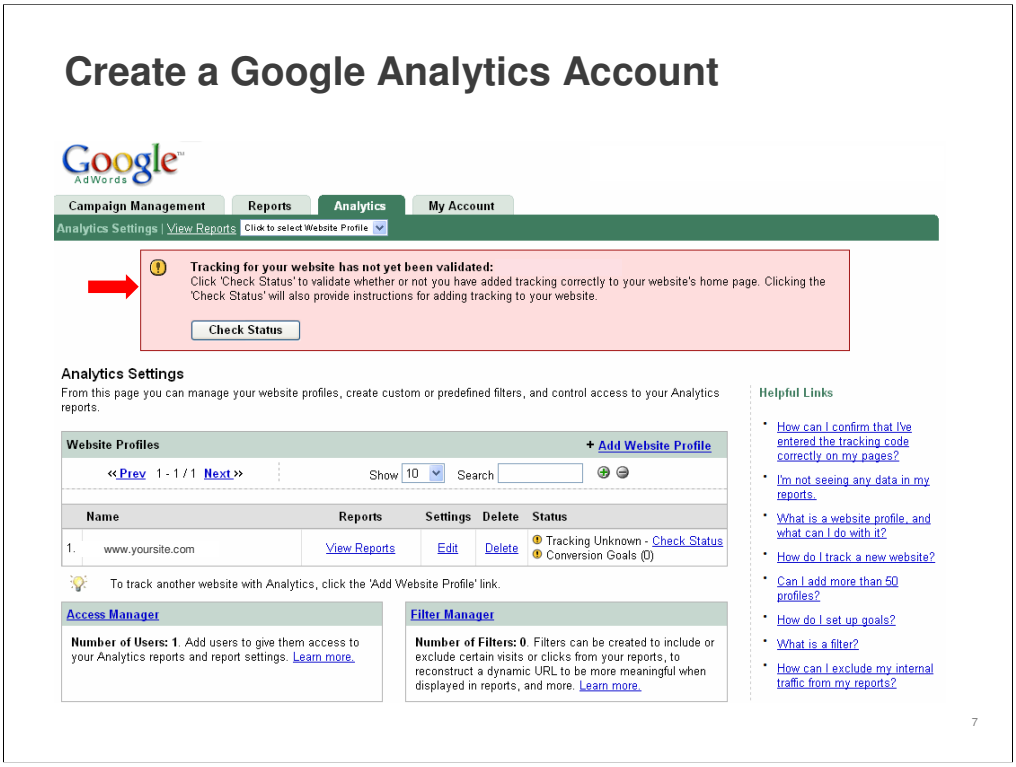
- Log in to your free Analytics account
- Configure your profile settings
- Add more users to your account
- Add the tracking code to your website



- To begin creating your Analytics account, first log in to your AdWords account (https://adwords.google.com) and click on the **Analytics** tab
- Then click on the **Continue** button to enter your website information

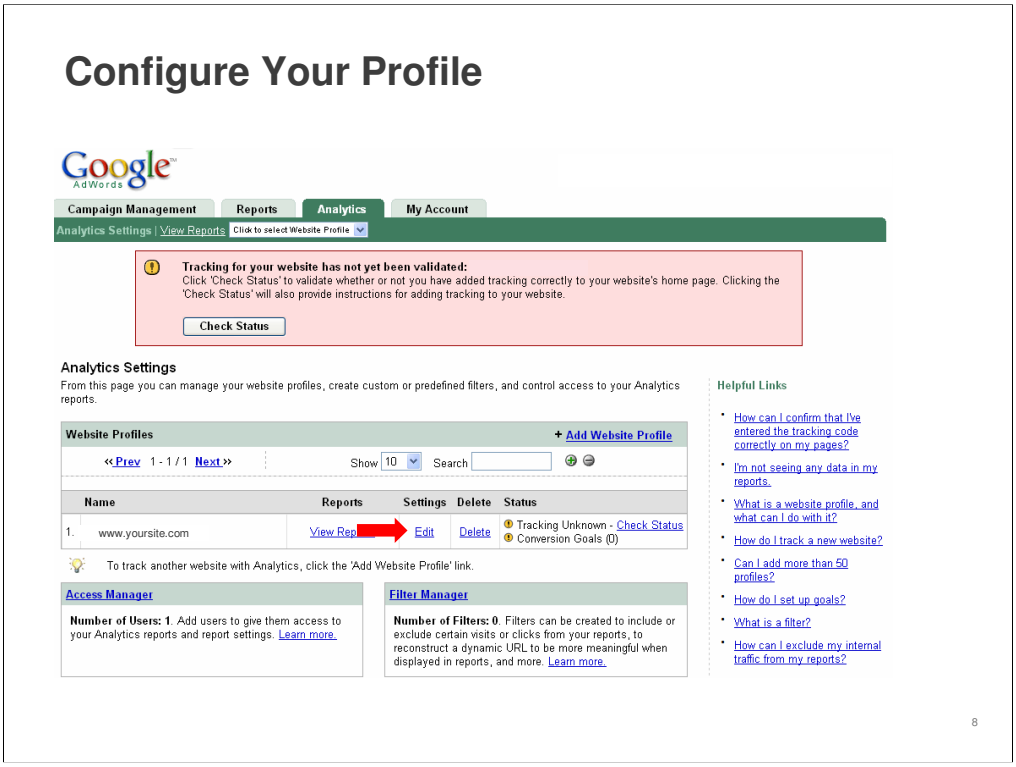


- Choose your site from the drop down menu in the middle of the page
- Choose the site you wish to track
- Click the box underneath to enable the connection between your AdWords campaign and Analytics
- Click **Link Account** to begin setting up your profile for reporting



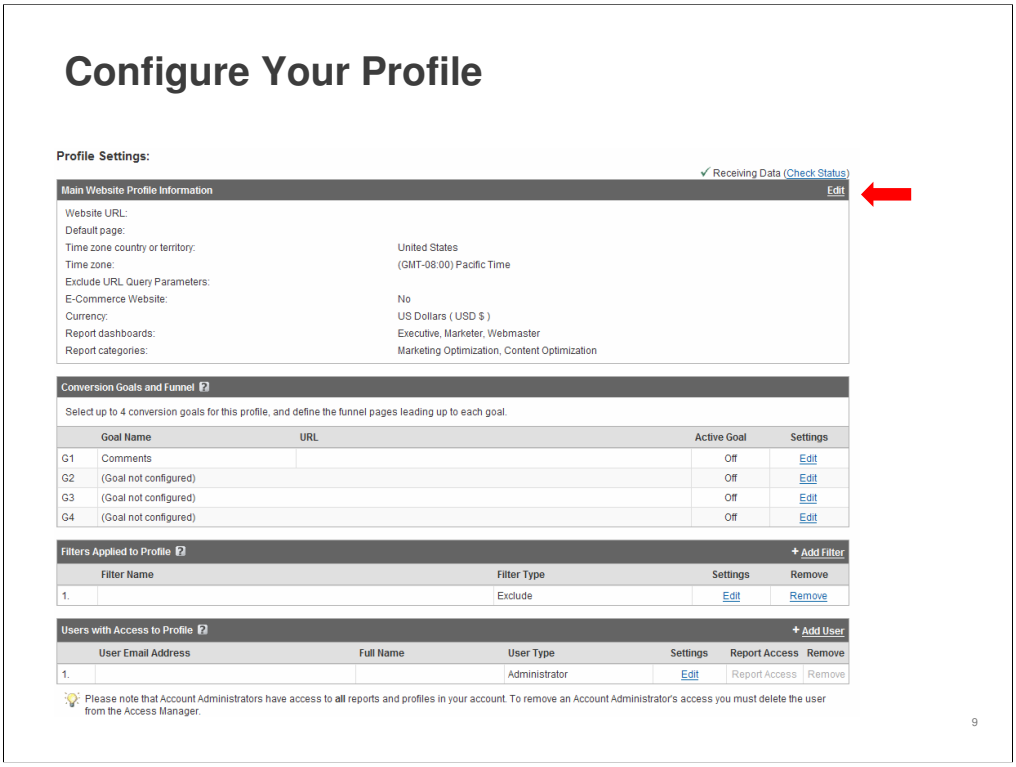
This is how your account will look after creating your account in AdWords.

Once you've added the Analytics code to your website, the pink box at the top with the tracking warning will disappear.

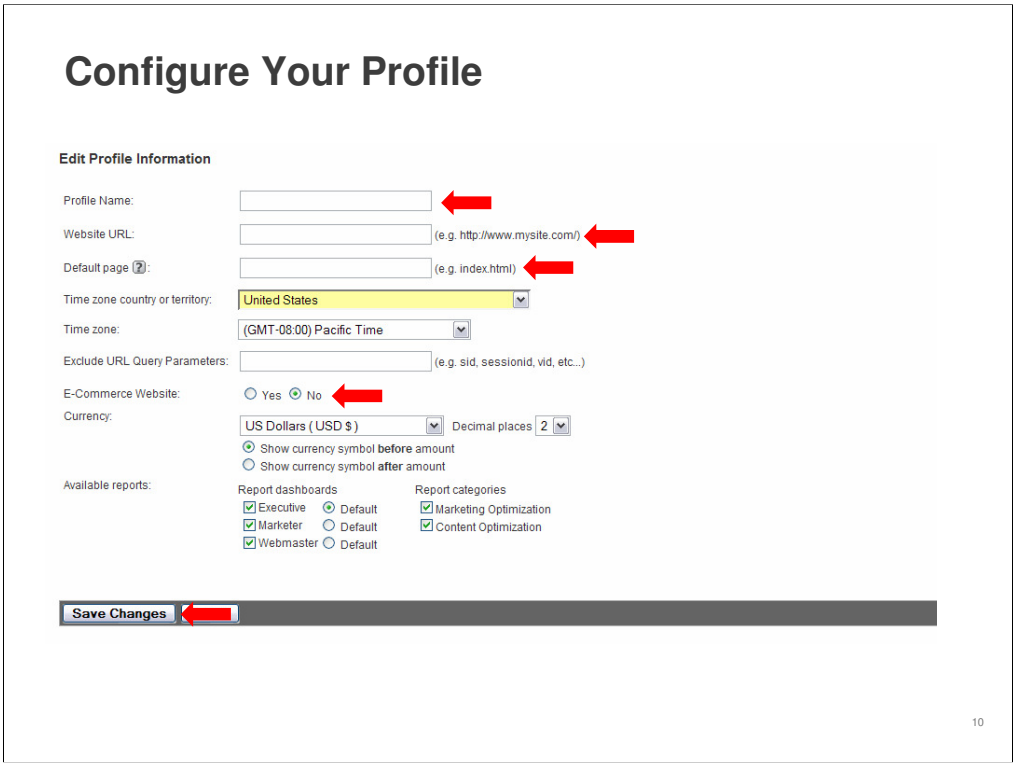


It's important to configure your profile in order to get the most out of your reports, so please don't skip this step in the process.

When you get to this page, click on the **Edit** button next to the site you want to configure.



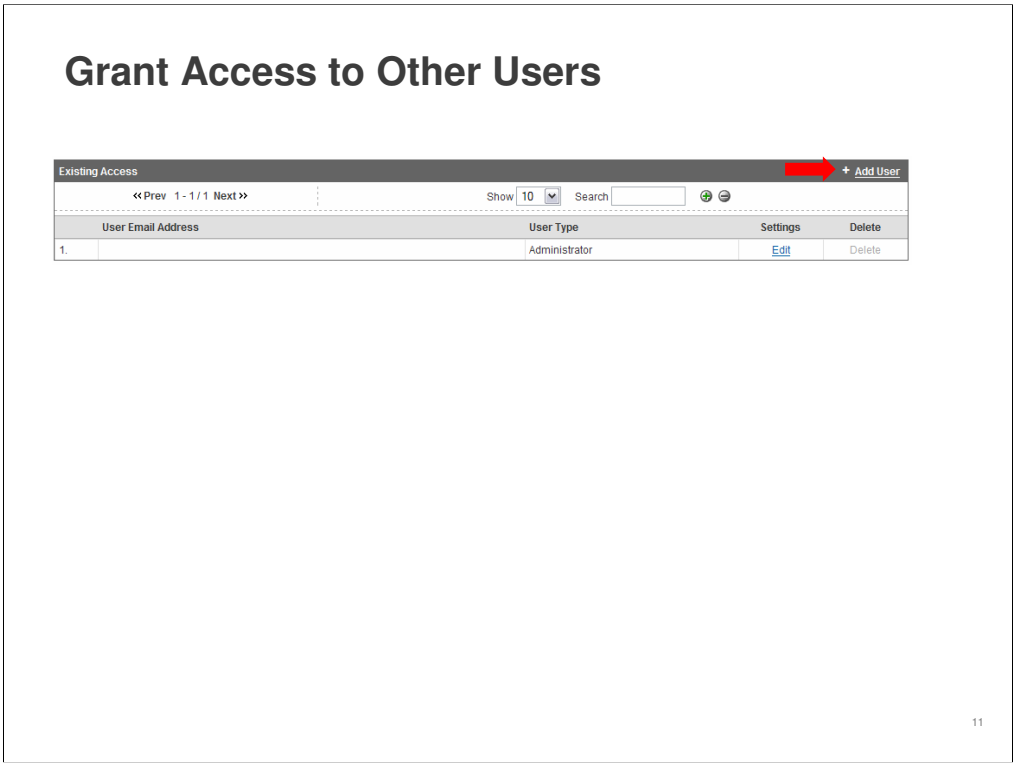
Under the **Profile Settings** header, click **Edit** again and fill in your information.



- Enter your **Profile Name**
- Enter your **Website URL**
- In the **Default page** field, enter your **homepage URL.**
    - Setting this to your homepage, or index, of your site allows Google Analytics to reconcile log entries for www.yoursite.com and www.yoursite.com/index, for example. These are in fact the same page, but are reported as two distinct pages until the **Default page** setting has been configured.

If you have a shopping cart on your site, or offer shopping to your visitors, you'll want to enable e-commerce for Analytics. To enable e-commerce reporting and the **E-Commerce Analysis** report set, select **Yes**. There will be more details about e-commerce later on in the guide.

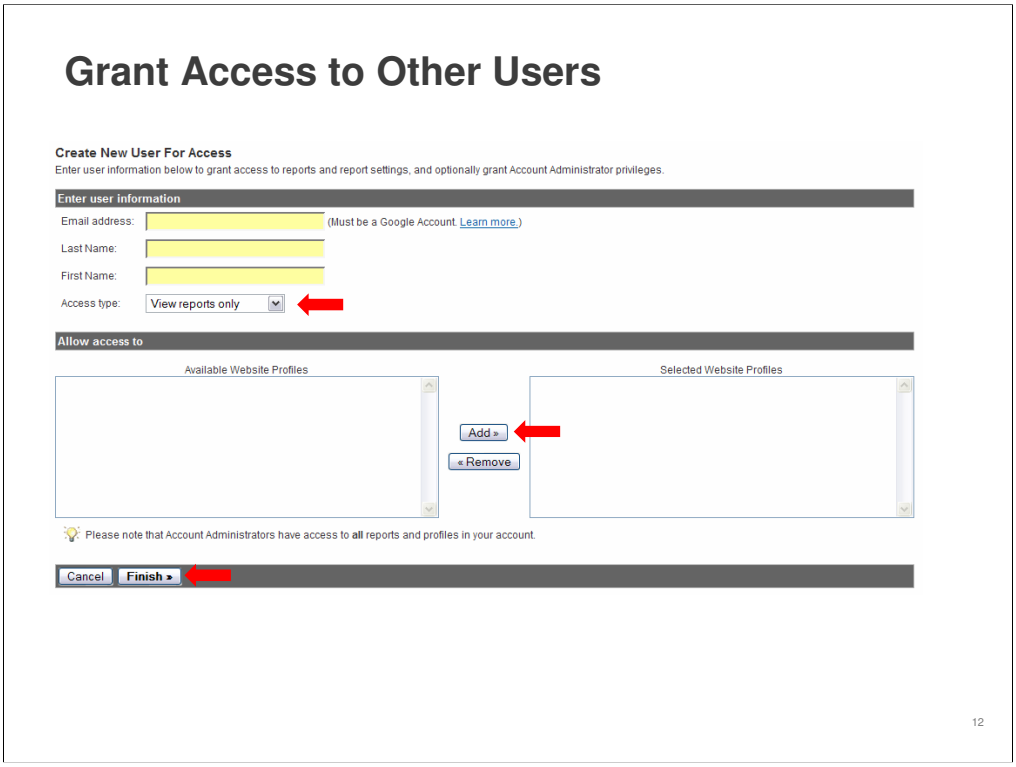
At this point, click **Save Changes** to continue configuring your profile.



For those of you who work with other people to manage your website, you may want to grant them access to your Analytics account so they can view reports and get detailed information about your site's performance. Google Analytics provides the ability to add any number of users to your account, and to grant varying levels of access to your reports. Access to particular reports and domains is configured through a combination of profile access and report dashboards and categories.

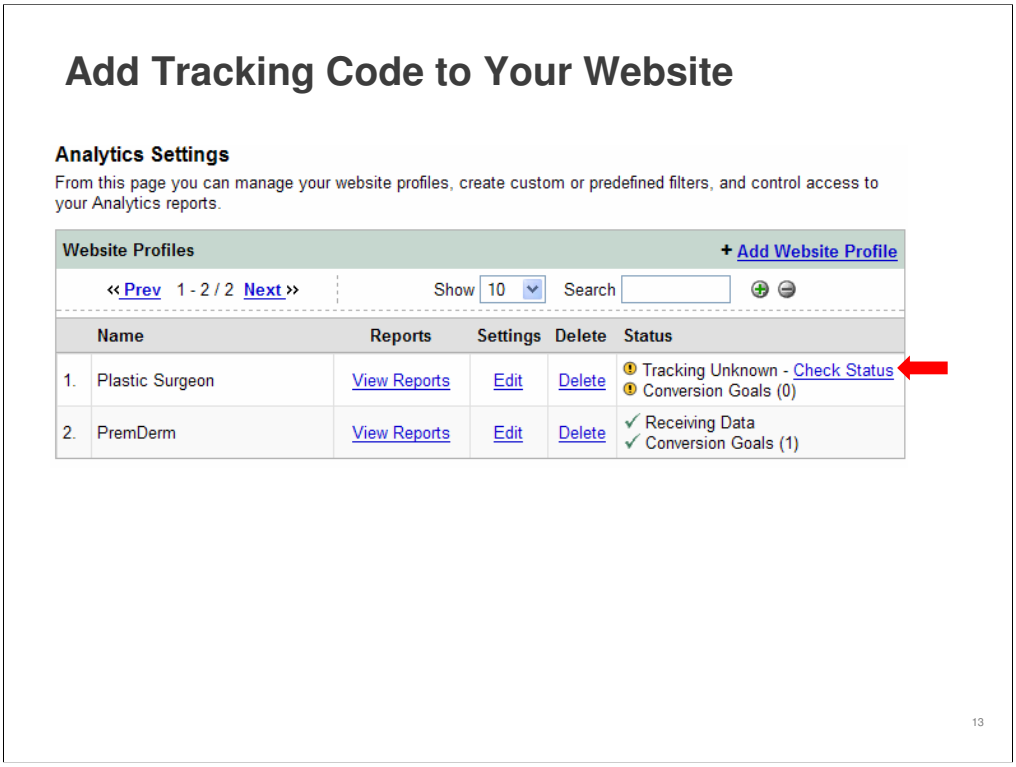
To grant access to another user:

- Make sure that they already have a free Google Account
- Then go to the **Analytics** tab within your AdWords account and click on the **Access Manager**
- From the **Access Manager**, click **Add User**



On the next screen you can enter the user's email address, last name, and first name.

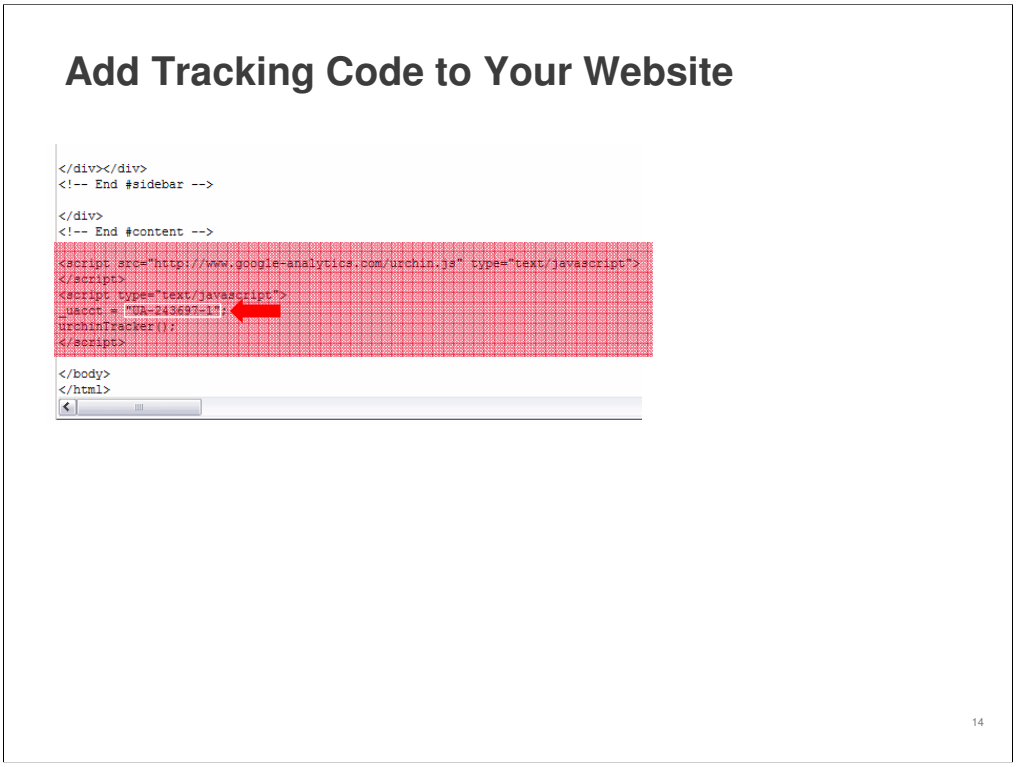
- From the drop down menu, select the **Access type** for the new user
- Choose an **Access type** from the drop down menu
    - You have the choice of allowing them to **View reports only**, or access as an **Account Administrator**, where they'll be able to edit account settings as well as view reports. If you select **View reports only**, select the profiles (or websites) to which this user should have access (note that Account Admins have access to all profiles). If you've only created one profile (or site) , you will still want to select the profile.
- Click **Add** to move these profiles into the **Selected Website Profiles** list
- Click **Finish** to create the new user



Adding the Analytics tracking code to your website is the key to getting your reports rolling. This is how Analytics and your website talk to one another and interpret information about visits to your site.

To get the tracking code from Analytics:

- Click the **Check Status** link to the right of the profile to get the tracking code
    - Any site that hasn't been configured yet will say **Tracking Unknown** until you add the code to your website



A portion of code will appear that you'll need to add to your website. This is the portion of the process that you may want to work with your webmaster to implement. These instructions are available in the Analytics help center for future reference.

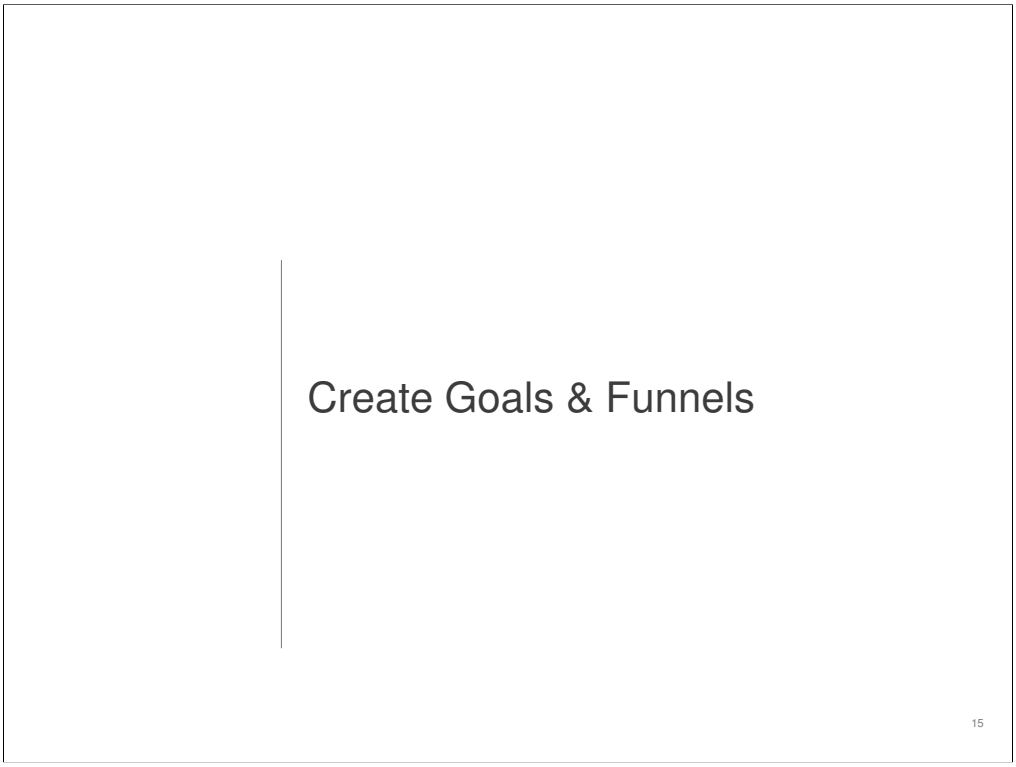
To add the code to your website:

- Copy and paste the code segment into the bottom of your HTML content, immediately before the </body> tag of each page you are planning to track
  - If you use a common include or template, you can enter it there
- Your generated code will have your own Analytics ID (see the highlighted text above)

The tracking code provided to you is designed to work with most site setups. However, there are a few scenarios that require small updates to the tracking code on each of your pages. If any of the following apply to you, go to the Analytics Help Center (see page 43) and follow the instructions to update your code before adding it to your pages:

- If you need to track multiple domains (like a homepage and a secure store site)
- If you need to track more than one subdirectory (or sites that are within your site linked to the homepage)

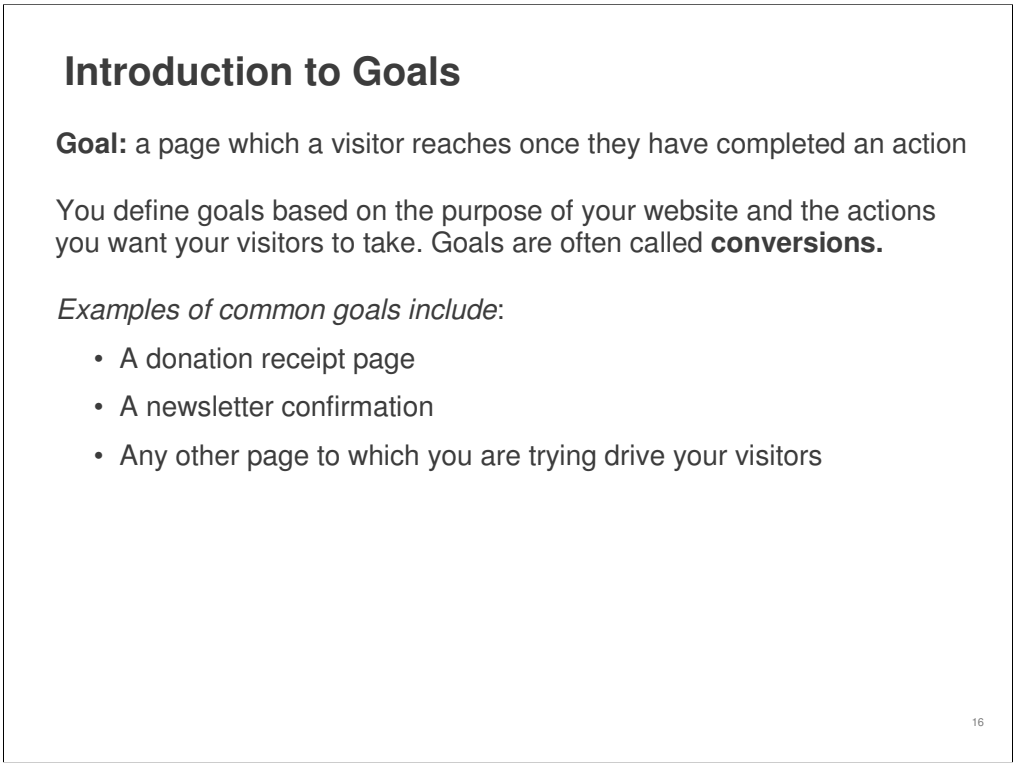
The Analytics Help Center tells you how to set up your site for these situations.



At this point, you've set up your account and installed the tracking code on every page of your web site so that Analytics can start gathering data on your site. After just 24 hours, you'll be able to login to your Analytics account in AdWords and see results about your visitors!

But, that's not enough. You want to be able to see all the nitty gritty details on what these visitors are doing on your site: where they come from on the web, where they go when they leave your site, whether they buy something from your site, make a donation, or sign up for a newsletter or an alert. There are more than 80 reports you can pull about the performance of your site, right down to the city the visitors are in when they come to your site.

But first, we have to find out what your specific goals are. In this section, we'll go over how to define the goals for your site, pick the ones most beneficial to you, actually set up a goal and then go into some advanced goal configuration that you can use if/when it's right for your site.



Technically speaking, a goal is a webpage which a visitor reaches once they have completed an action that you desire. Basically, it's the page that someone sees when they do what you want them to do on your site, like make a donation or sign up for your newsletter. Analytics records this activity so you can see how your goals are tracking.

In the Analytics tab of your account, you define your goals based on the purpose of your website, and the actions you want your visitors to take. This will be covered in a few slides.

Some examples of goals include:

- A receipt page after making a donation
- A subscription confirmation page after a newsletter sign-up
- Any other page to which you are trying drive your visitors

Goals are often called conversions, since on e-commerce sites, visitors are converted to customers. In this case, visitors might be converted to volunteers or sponsors as well.

The path to your goal is called a Funnel Path. Technically speaking, a Funnel Path is a series of pages through which a visitor is expected to pass before reaching the conversion goal.

The Funnel Path is like a video game where the player has to pass through specific doors to reach the prize at the end. In this case, you just need to identify which doors, or pages in your site, the visitor has to go through (visit) to get the prize (your goal of a donation, volunteer, newsletter sign up, etc) at the end.

So, a visitor might come to your homepage through an AdWords ad and click on the “Make a Donation” link, then go to your donation page, choose an amount to donate, go through the buying process, and get your goal (or receipt) page to complete the Funnel Path.

In the **Goal Funnel** Report, the middle column of green funnels represent the steps in one of your Funnel Paths, or the pages within your site on the way to your receipt or goal page. Overlaid on each green funnel step is the percentage and number of visitors still in the funnel at each step.

On the right are the visitors who left the funnel (pages within your site) and where they went, whether they left your site and went somewhere else on the web or somewhere else on your site.

Shown at left are the **Entrance Points**, points from which visitors arrive to the funnel. Again these might be places on your site or other sites on the web.

This report can help you answer questions like:

•Where in the Funnel Path do people tend to leave?
•What is turning them away? Are there design elements that don’t work here?
•Which funnel paths convert the best?

Figuring out these details can help you focus your efforts on the best performing funnel paths and get you the most conversions. That could mean more donations, volunteers, sign-ups or downloads for your organization.

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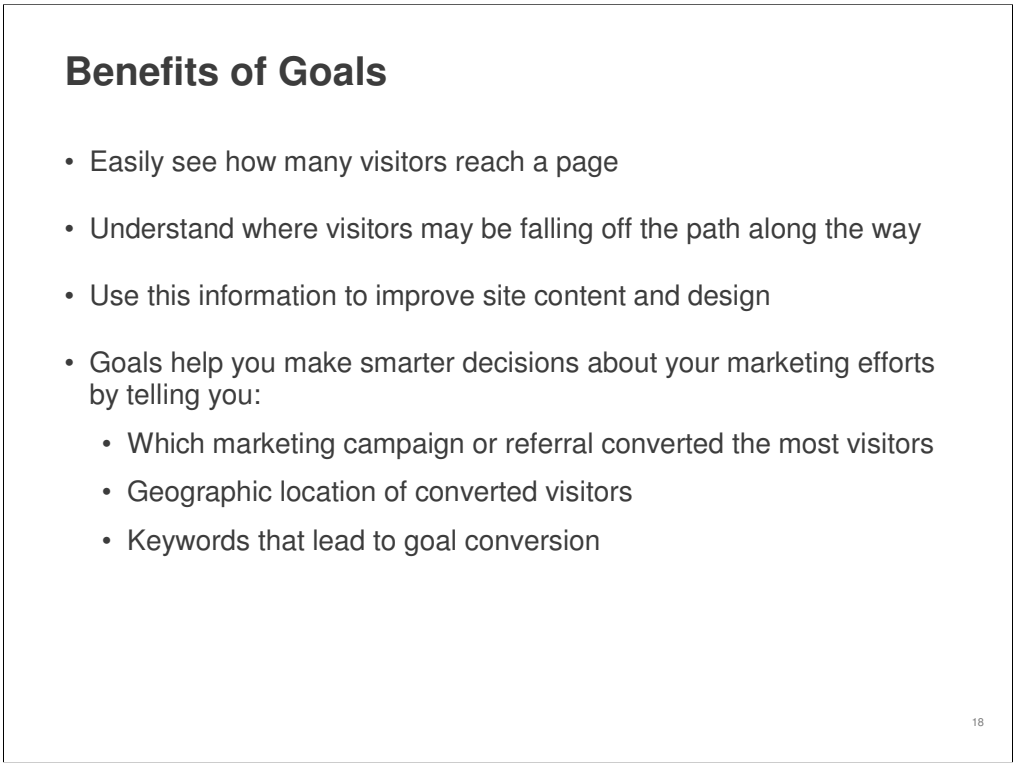
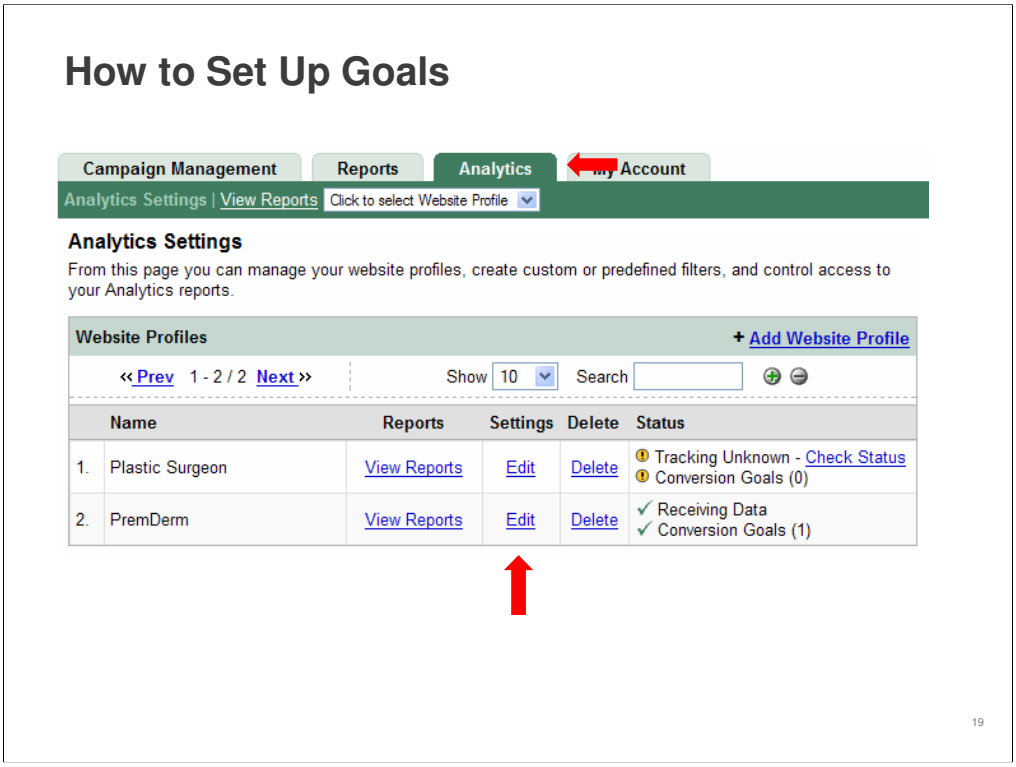


There are lots of benefits of goals. Goals enable you to easily see how many visitors reach a certain page and understand where visitors may be losing interest and falling off the path along the way. You can use this information to improve your site's content and design.

Goals help you make smarter decisions about your marketing efforts by telling you:

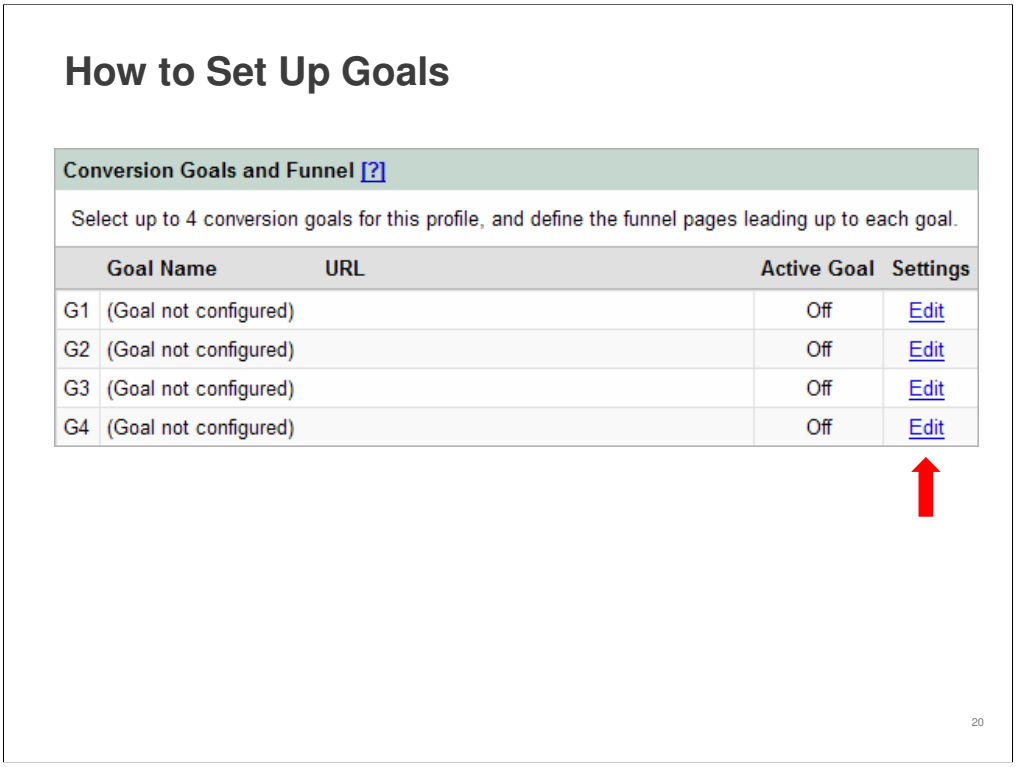
- Which marketing campaign or referral brought the most converting visitors
- The geographic location of converted visitors
- The keywords that lead to goal conversion



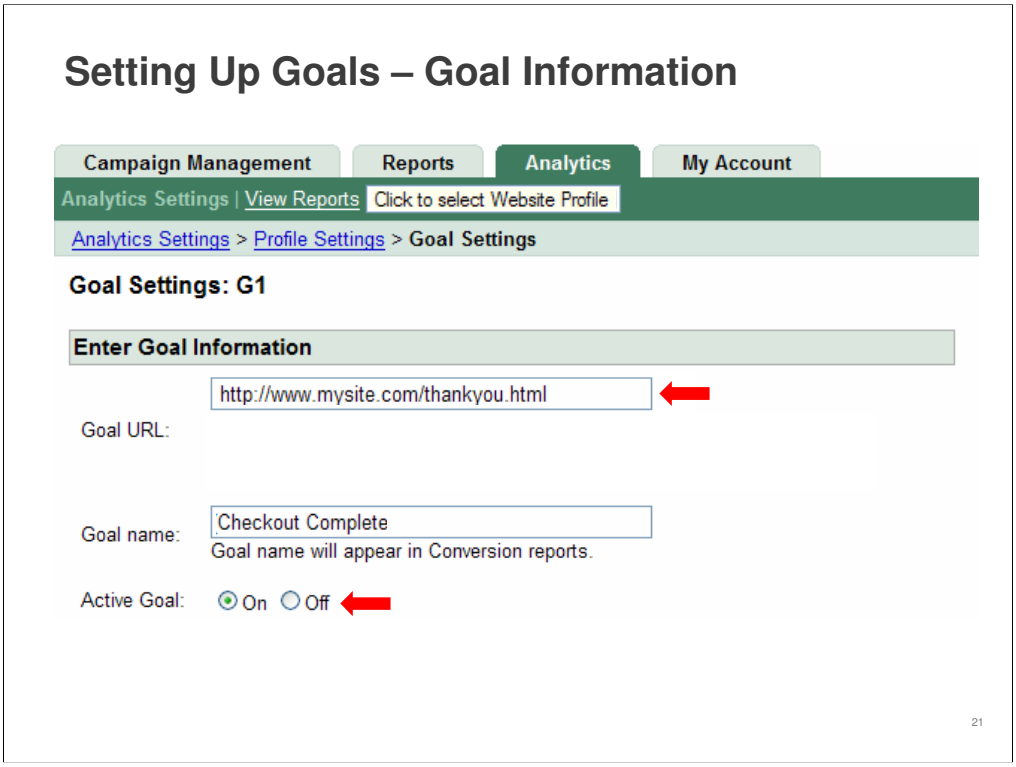
Before Google Analytics can give you reports about a goal, you must define the goal within your account. You can create up to four goals in each Google Analytics profile.

To set up your goals:

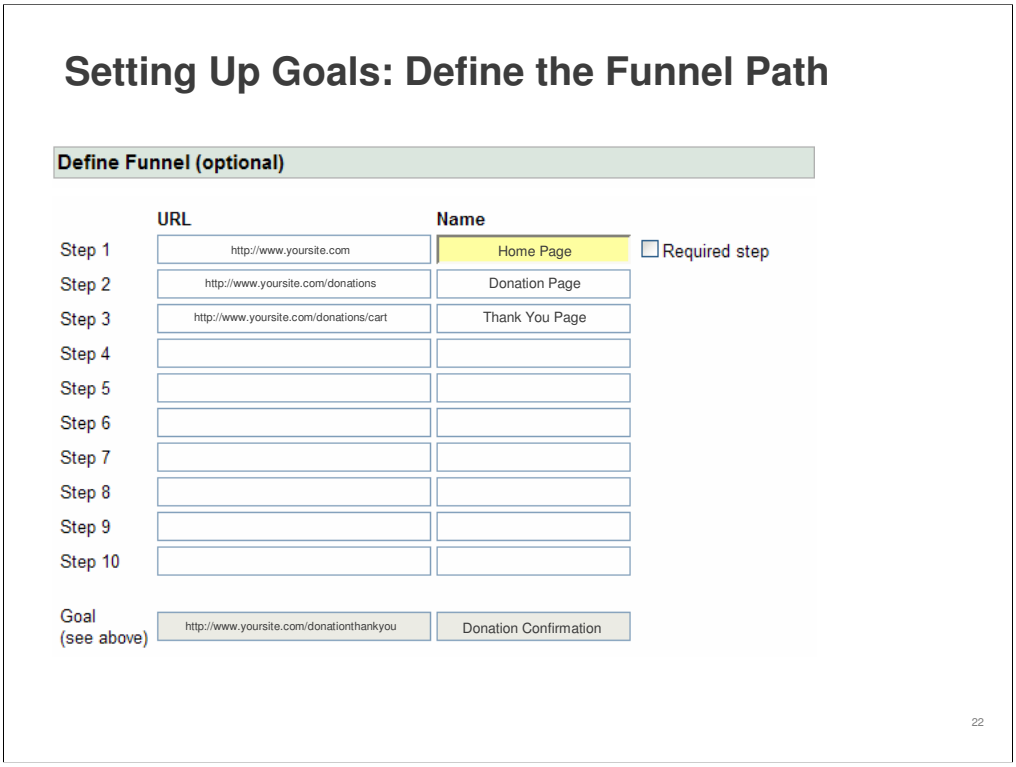
- Click the **Analytics** tab in your AdWords account
- Click the **Edit** link under **Settings** next to the profile for which you want to create a goal



Next, under the **Conversion Goals and Funnel** section, select one of the four goal slots available for that profile, and click **Edit**.



- In the **Goal URL** field, type the web address that marks a successful conversion when reached. This might be your receipt "Thank You" page or subscription confirmation page.
    - Make sure to specify the full URL, including the "http://" prefix
- In the **Goal name** field, give the goal a name as you want it to appear in your Goal and Funnel reports. The name should be one you will easily recognize; for example, "Volunteer Sign-Up," "Newsletter Sign-Up," "Donation," etc.
- Then choose whether to activate the goal. Turn the goal **On** or **Off** depending on whether you want Google to track this conversion goal at that time. Generally, you'll want to set the **Active Goal** selection to **On**.



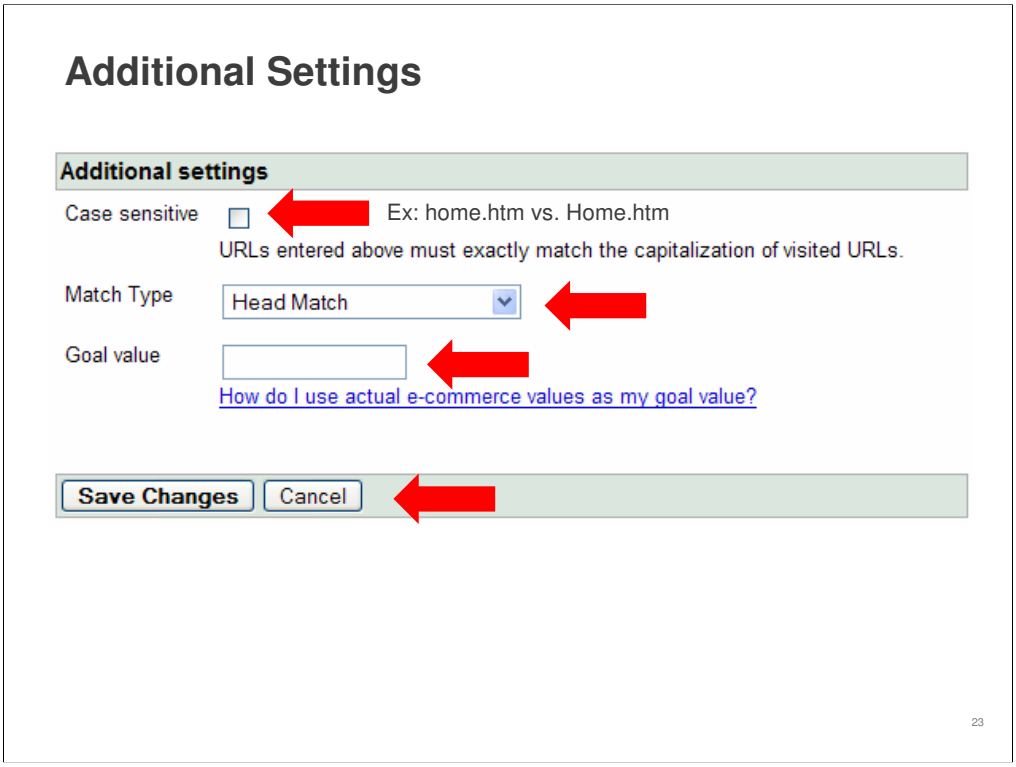
The next step is to define your **Funnel Path**: the pages you expect visitors to click through to reach a goal.

For example, if you are trying to track people who are making a donation on your site, this is where you put in the URLs of all the pages they'll likely visit on the way to making a donation and getting your "Thank you for your donation" page. This funnel might include your homepage, donation page, shopping cart page and finally your goal, or "Thank you," page.

- For each funnel step, enter a full URL (including the "http://" prefix), and give the step a name such as "Donation Page" or "Donation Check Out Page".

While creating these steps is optional, we strongly recommended that you do so, since the **Defined Funnel Navigation** report will show you how effectively you retain visitors throughout the conversion process. When you define steps, you can see if visitors are taking the path you expect, and where they may be losing interest.

If you run an e-commerce site, a recommended funnel would define the checkout steps that lead up to a completed purchase. In this example, the funnel generally would not include individual product pages -- rather, it would consist only of those final pages that are the same with all transactions.



The final step is to configure additional settings:

- If the URLs entered in the funnel or goal are **Case sensitive**, select this checkbox
    - For example, if home.htm is a different page than Home.htm, check this box
    - If you are using dynamic URLs, you may wish to make use of the matching options when entering funnel or goal URLs. For more information on this option, review the Help Center article on **Match Types** from the link at the end of the guide.
- If you wish to set a value, enter the amount in the **Goal value** field
    - The **Goal value** is the value used in Analytics return on investment calculations
    - You can either set a value for the page, or use a dynamic value pulled from your e-commerce receipt page
    - If you wish to use dynamic value, leave this field blank and refer to the Help Center article on **Dynamic Values** (See page 45)
- Click **Save Changes** to create this goal or **Cancel** to exit without saving

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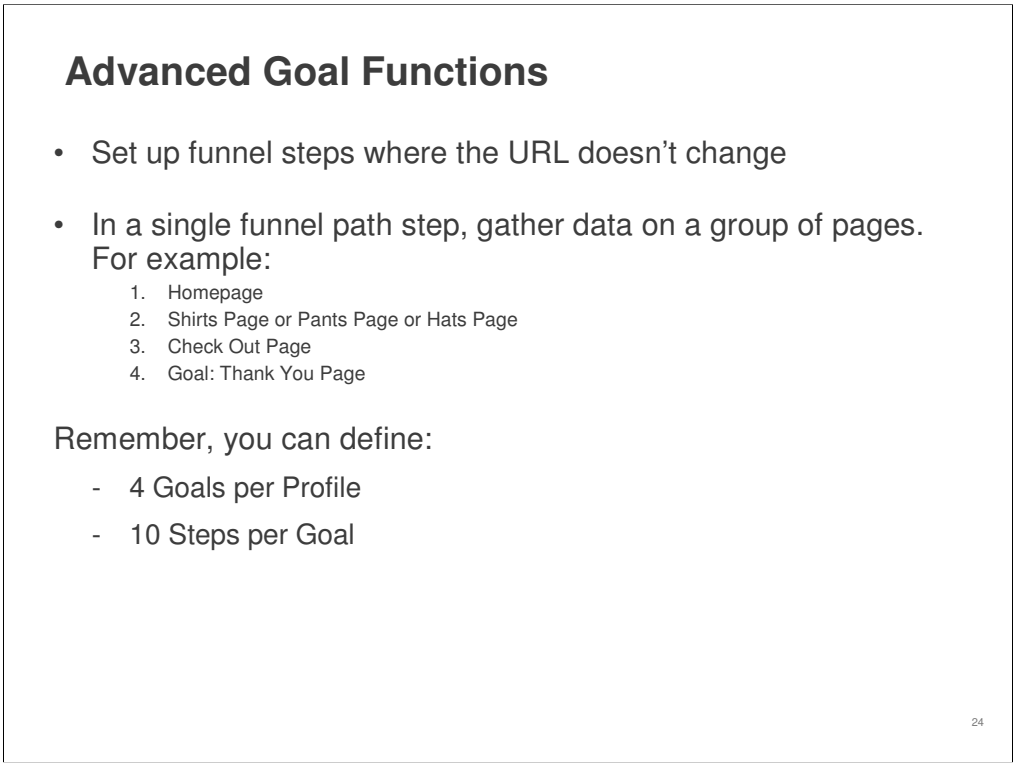

With some advanced set up, you can take advantage of some additional important features of goals:

- First, you can create funnel steps for Flash pages or other pages where the URL doesn't change
- Also, in one single step of your funnel path, you can gather data on traffic to a whole category of pages
    - For example, you could configure a funnel path like this:
        1. Homepage
        2. Donation Page or Volunteer Page or Alerts Page
        3. Check Out Page
        4. Goal: Thank You Page

To learn more about these goal functions, go to the Help Center on Advanced goals (see page 45).

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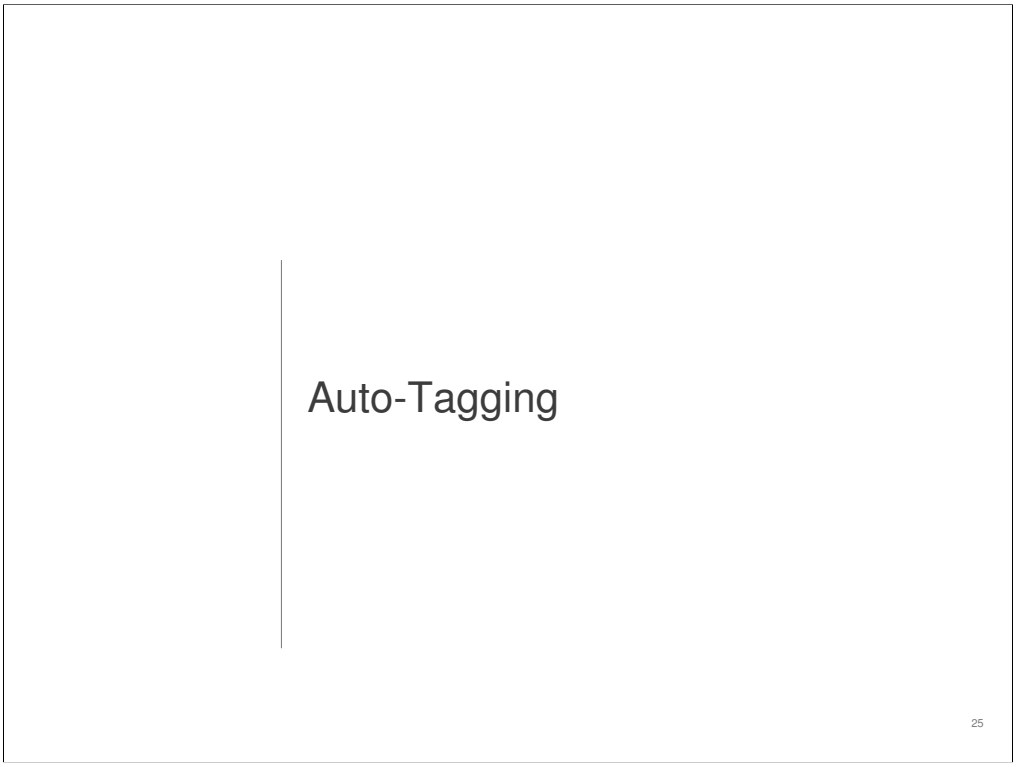
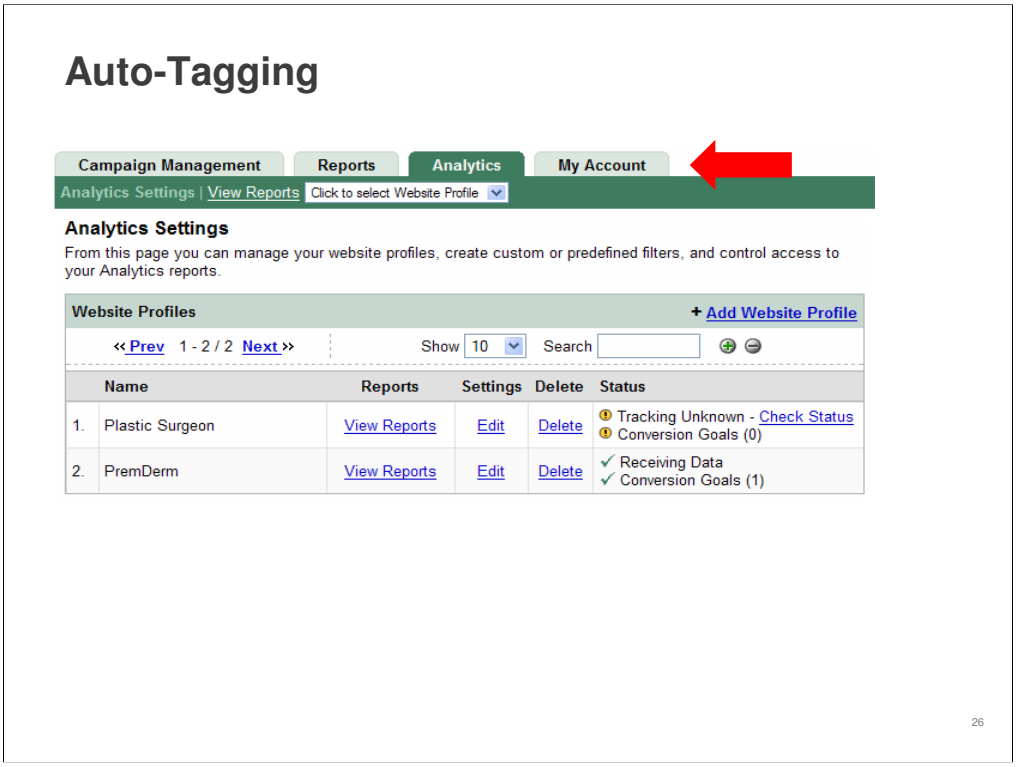
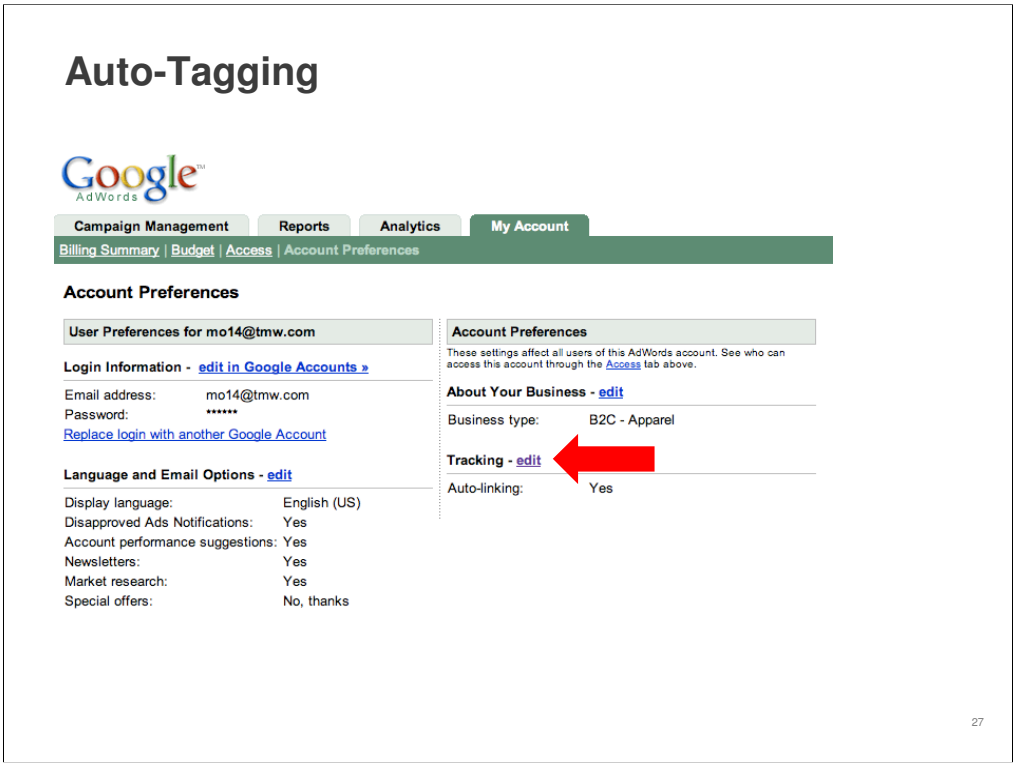


In this section you'll learn how to implement **Auto-Tagging** on your account so that you can more easily manage the information flowing through Analytics.



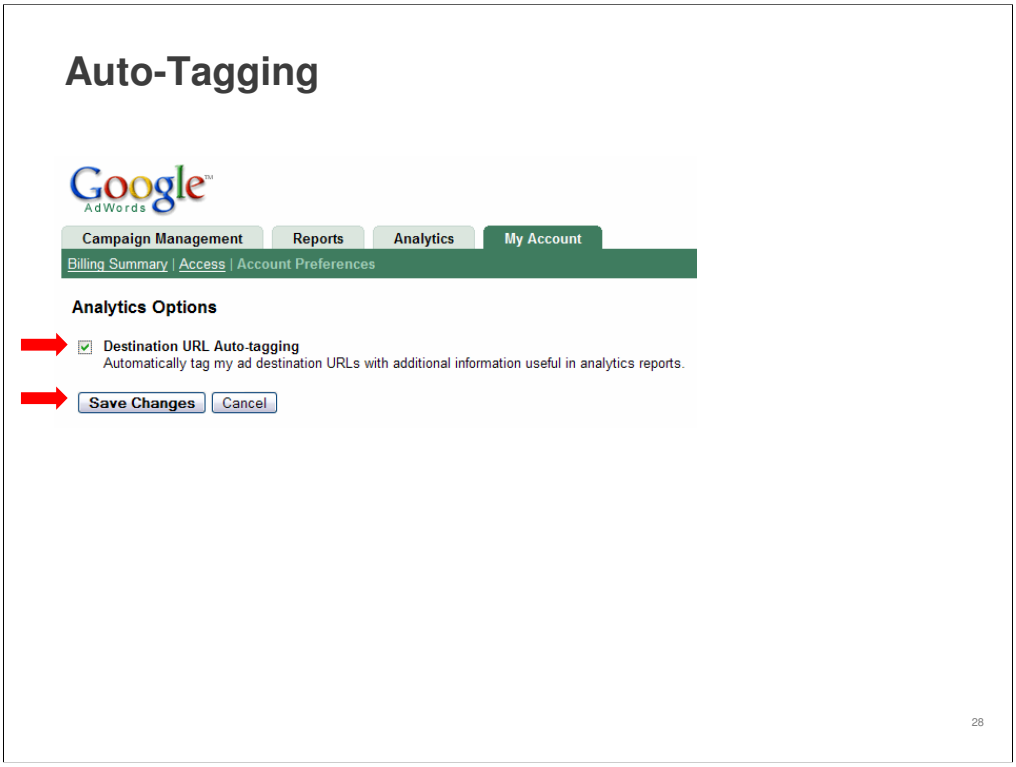
If your Google Analytics account is linked to an active Google AdWords account, you don't need to tag your AdWords URLs. Google Analytics makes it easy to track your AdWords referrals effortlessly using the **Auto-tagging** feature.

Auto-tagging lets you turn on all your keywords so that Analytics can report on their performance. This way, you don’t have to go into your account and manually turn on each keyword.

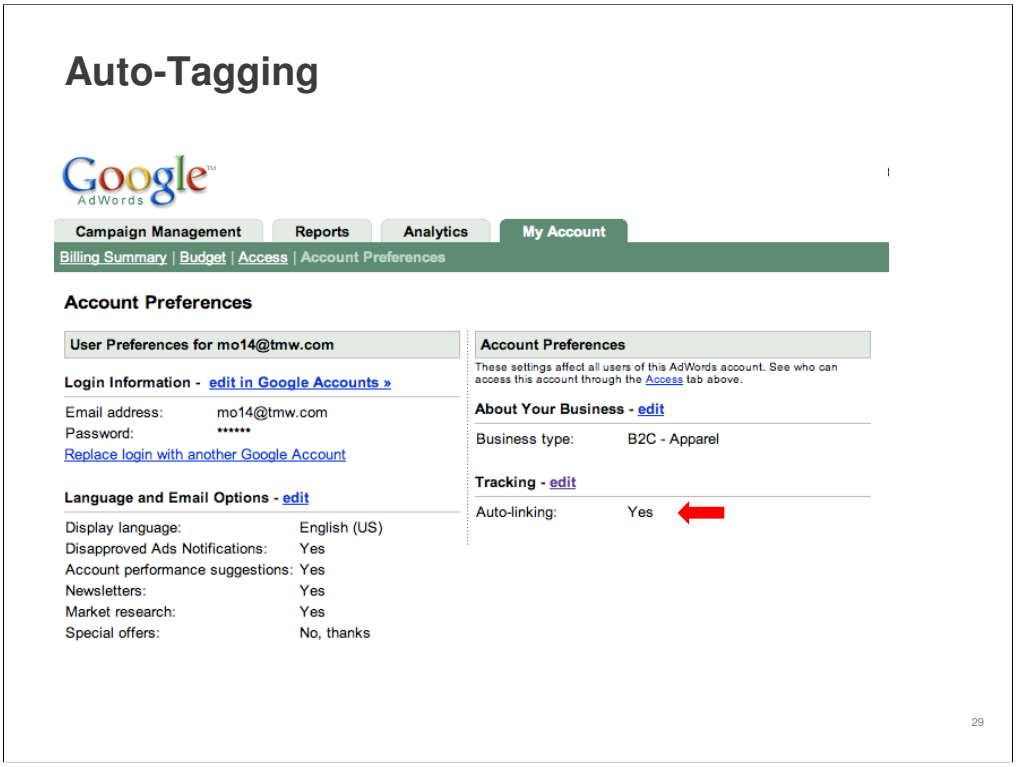


To turn on **Auto-tagging** for your account:

- Click the **My Account** tab
- Then, where it says **Tracking,** click **edit**



- Check the box next to **Destination URL Auto-tagging**
- Click **Save Changes**



This will update the **Auto-tagging** feature for your account and is one of the easiest ways to improve the efficiency of your Analytics account and help you get the best reports about your AdWords campaigns.

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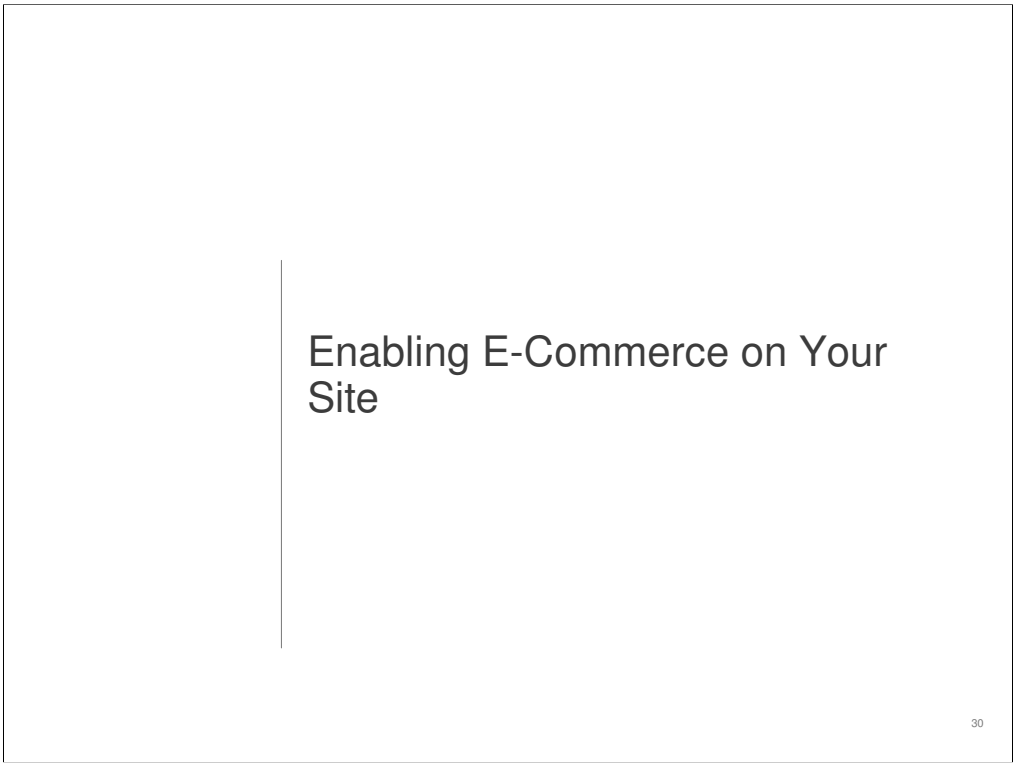
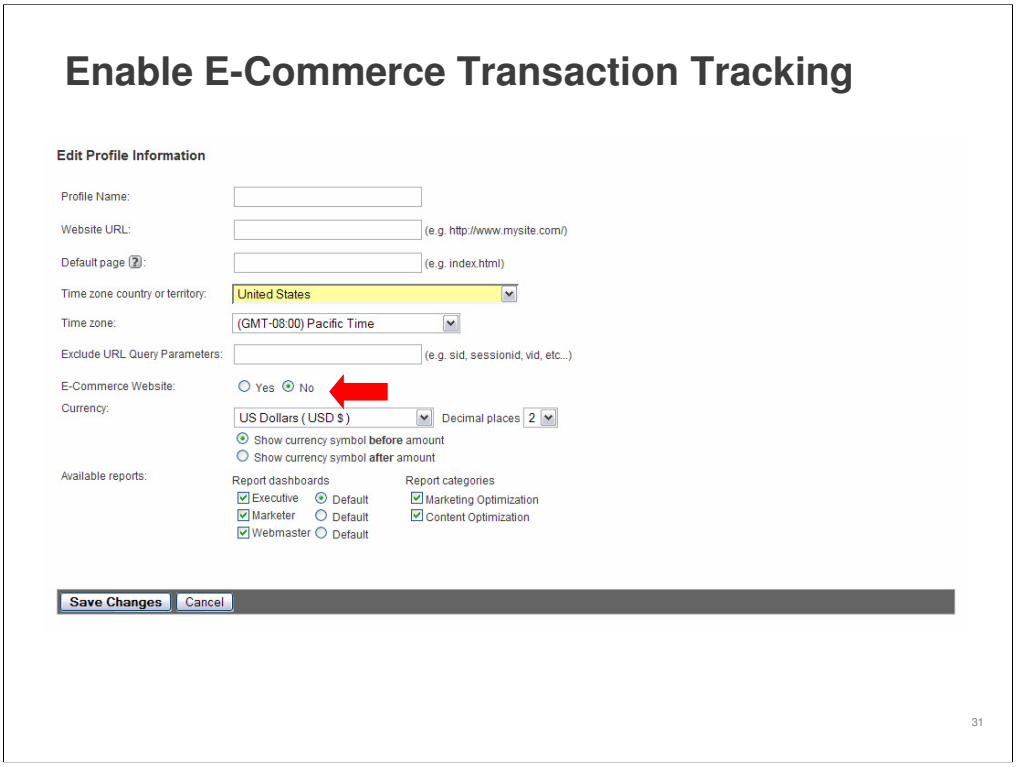


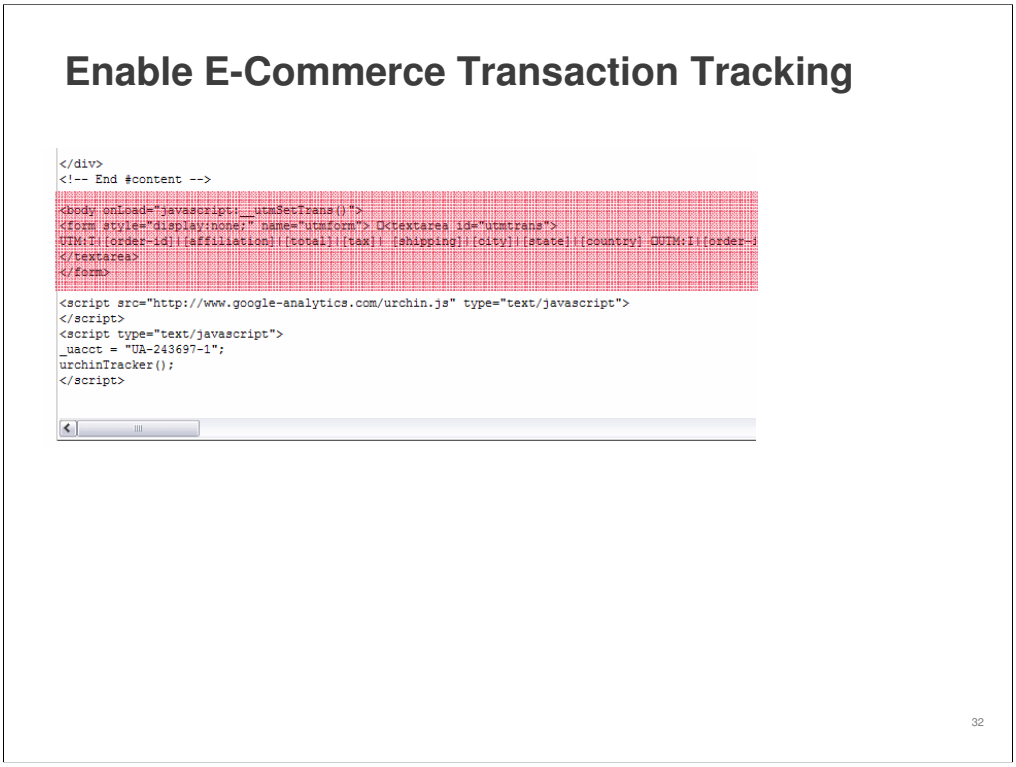
This is where we talk about enabling e-commerce on your site so that Analytics can track your conversions and help you improve your results.



With some simple additions to your goal, or “Thank You” page, Google Analytics can automatically detect and record transaction and product information. The required information is placed into a hidden form which is parsed for transaction and product information. Most template driven e-commerce systems can be modified to include this information in the receipt.

You'll also need to enable e-commerce reporting for your website's profile. Like we described previously in this guide, you would go from the **Analytics Settings** page and then:

- Click **Edit** next to the profile you would like to enable
- Click **Edit** from the **Main Website Profile Information** box
- Change the **E-Commerce Website** radio button from **No** to **Yes**



Writing the required information

Somewhere on the goal page, below the tracking code, the code needs to be written by your engine. Everything in brackets should be replaced by actual values as described in the “How do I track e-commerce transactions?” section of the Analytics Help center referenced on page 45.

Also, you can refer to “How do I track e-commerce transactions?” for further instructions on writing transaction information to your receipt pages. If you are tracking transactions that occur on a different domain or subdomain than your main site, check out the section titled, “How do I use Google Analytics to track a 3rd-party shopping cart?” for instructions on updating your tracking code.

Google Analytics uses 1st party cookie technology to track visitors and generate reports. 1st party cookies require that the JavaScript code be called from each web page to avoid breaching the security settings in your visitors' web browsers. If you can edit the source code of your shopping cart site and add the Google Analytics tracking code, you'll be able to use it with Google Analytics.

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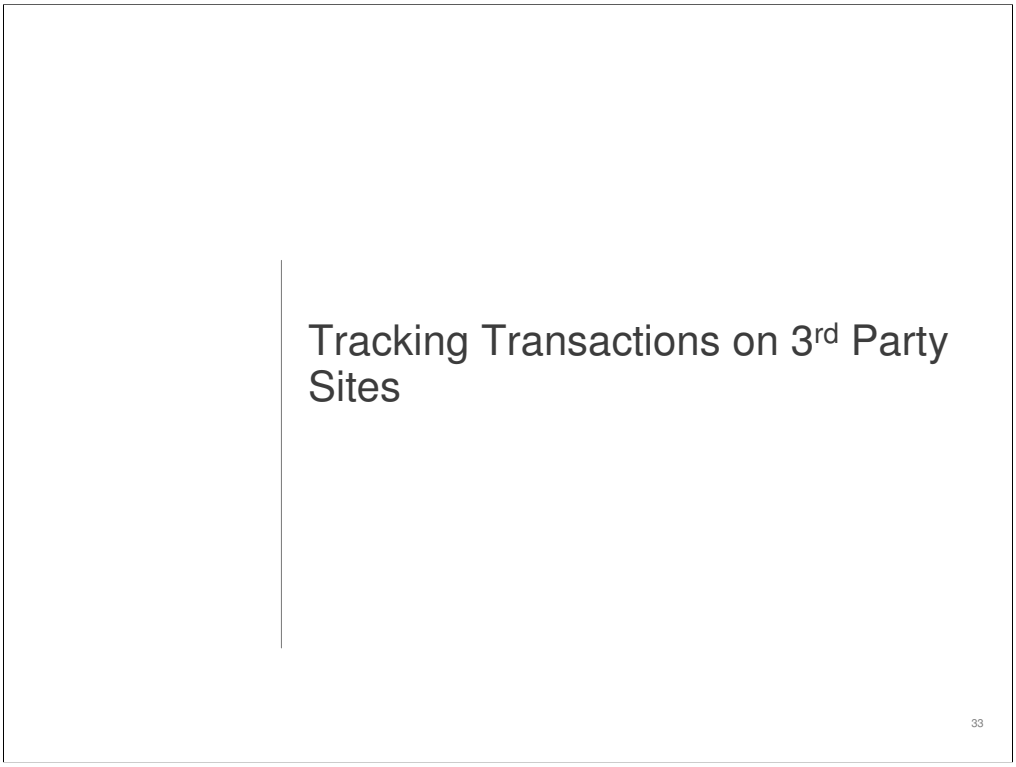
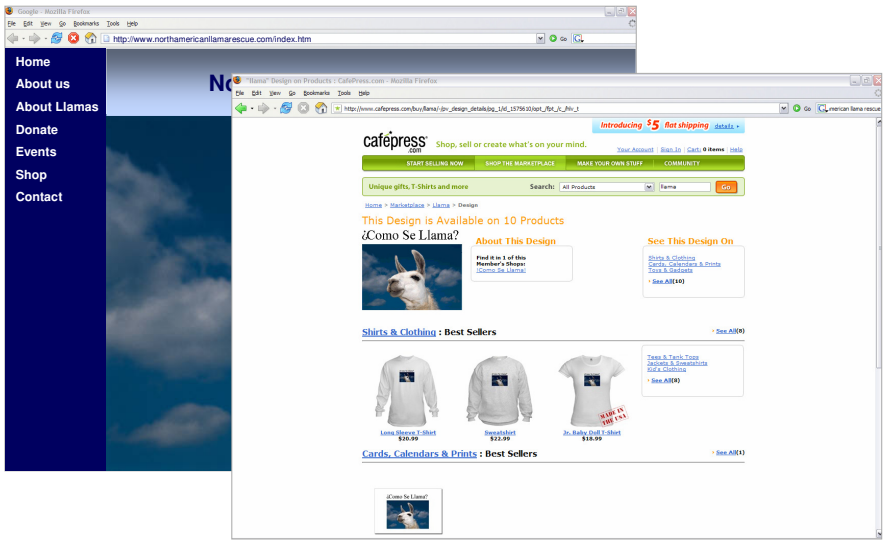


For those of you that have your shopping carts hosted on other sites, this section will explain how you go about enabling tracking for those pages.

Track Transactions on 3rd Party Sites



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Google Analytics can track data from a shopping cart on your own or other, domains with the addition of some code.

If your website initiates a purchase checkout process on a separate store site (for example, if you send customers from *www.mystore.com* to *www.securecart.com*), you just have to add some tracking code to your store site and the shopping cart pages on the host site.

The specific code can be found in the Analytics Help Center in the article titled, “How do I use Google Analytics to track a 3rd-party shopping cart?”

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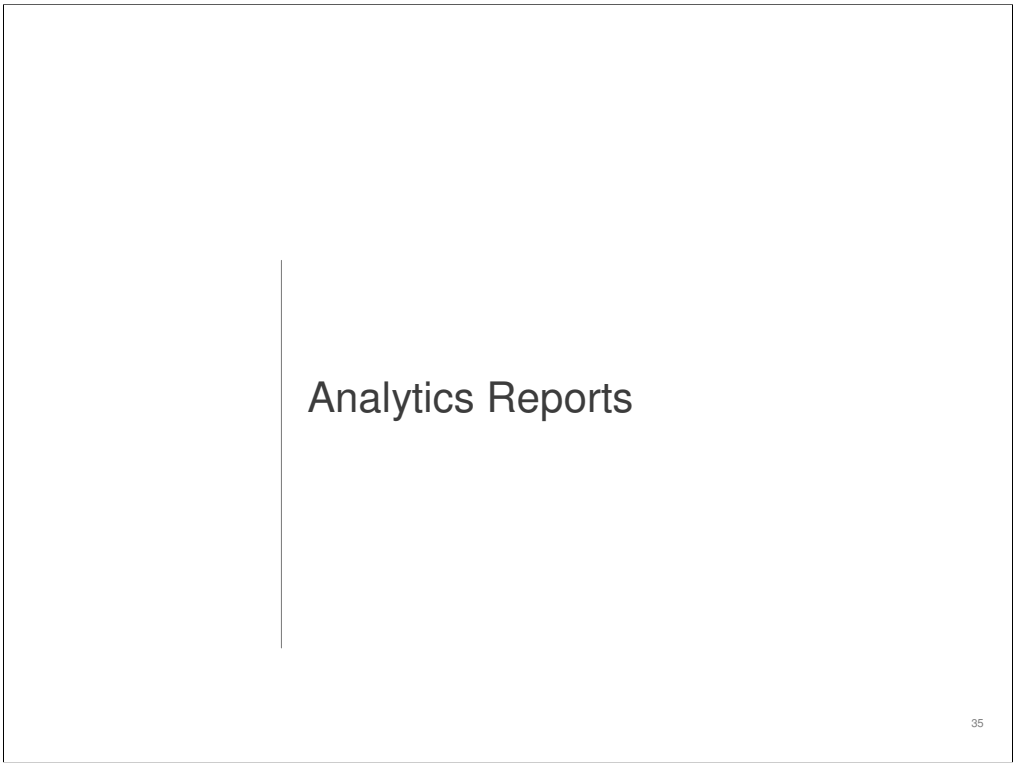

This section will help you pull and interpret a few basic Analytics reports.

Analytics Reports

- Page visits
  - Total monthly visits
  - Total monthly visits from Google search
  - Total monthly visits from Google ads
- Goals and conversions
  - Total monthly conversions by type
  - Total monthly conversions by type from Google ads

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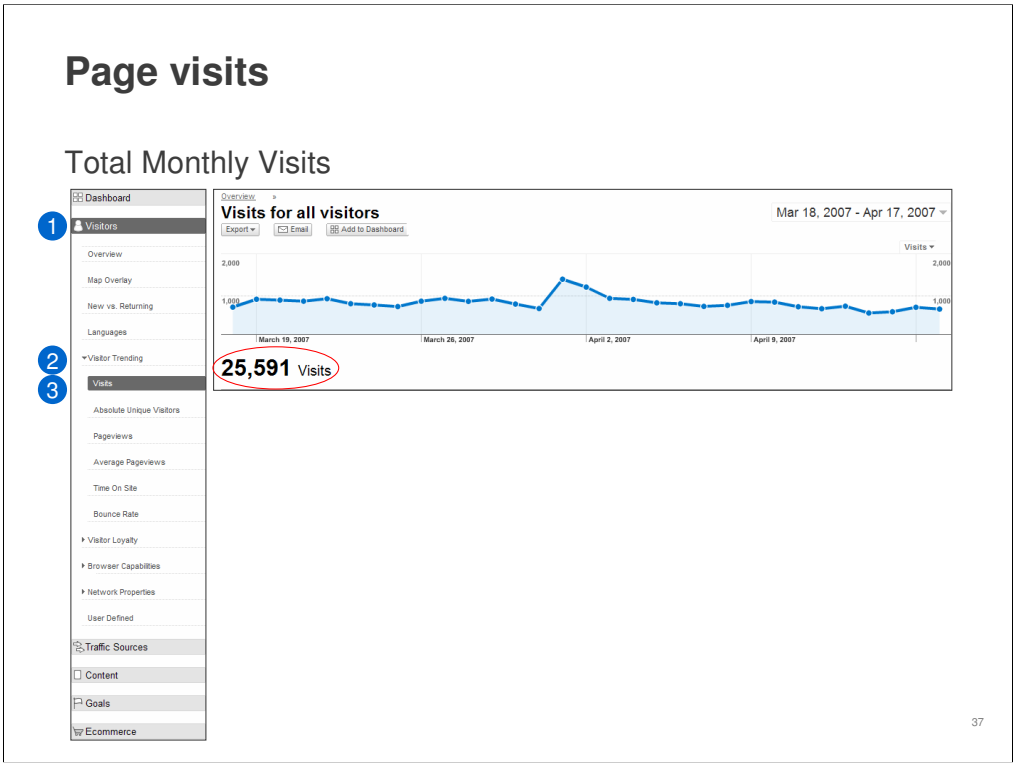
This section will move through a handful of basic reports for page visits, goals and conversions.

Remember to set your date range to the last month of data prior to pulling your reports.



To begin, we want to choose the report. In this case, you'll be able to see the number of visits your site has received.

Before getting started, set your date range in the top right corner for the last month.

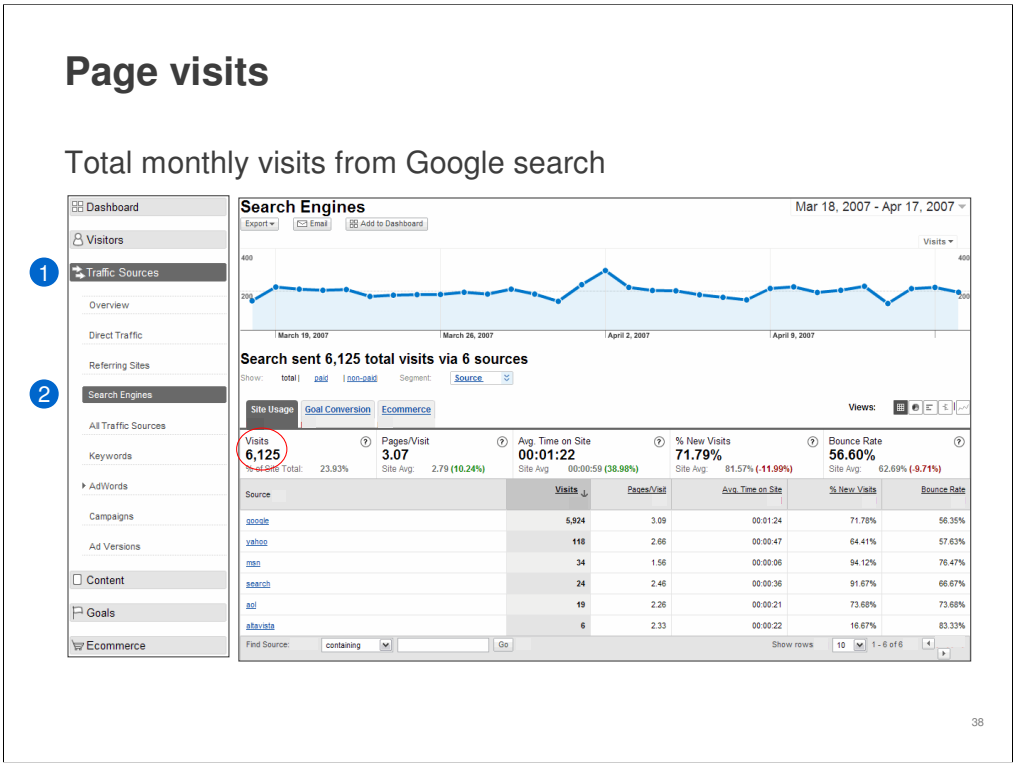
So, first, we use the left side navigation bar to view visits.

1. Click on **Visitors** and from the drop down that appears
2. Click on **Visitor Trending**
3. Click on **Visits**

From the reports, you'll be able to see **Visits**. Visits are defined as unique users that have visited your site.

For each report you can see the totals over your date range in the top right corner of the report and the daily tallies by mousing over a day in the timeline.

Finally, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.



In this report, you can see the source of traffic and referrals to the page.

Before getting started, set your date range in the top right corner for the last month.

So, first, we use the left side navigation bar to view the source of your site's traffic.

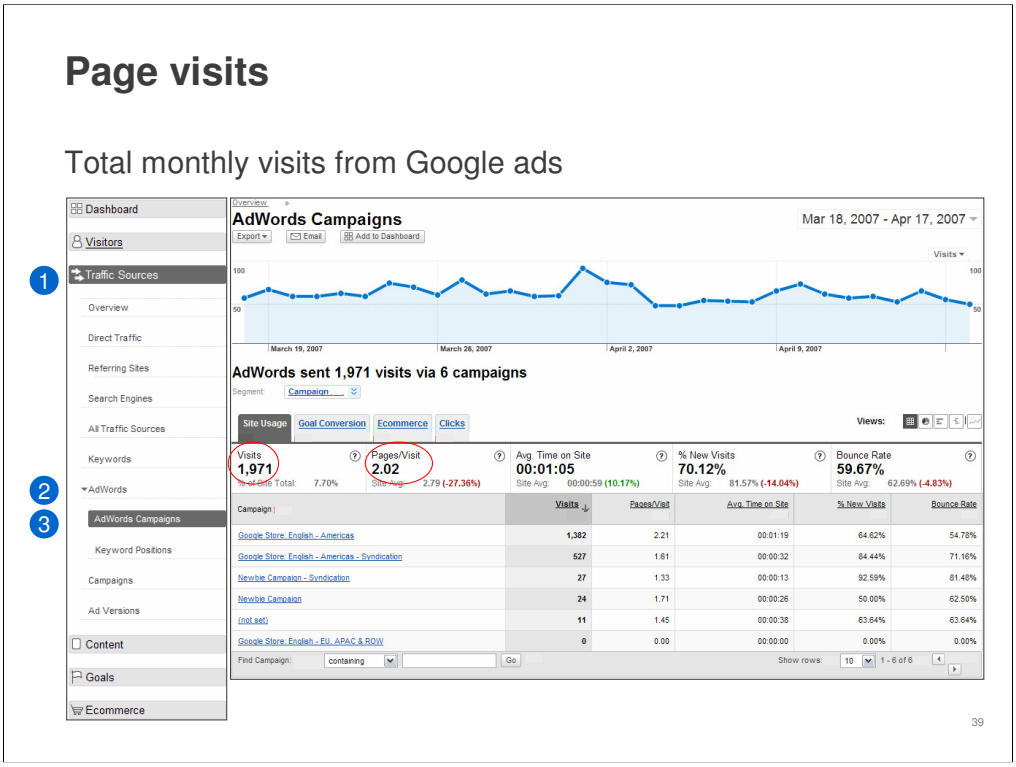
1. Click on **Traffic Sources**
2. Click on **Search Engines**

From the reports, you'll be able to see an overview of Search Engine traffic to your site.

For each report you can see the totals over your date range in the middle of the report and the daily tallies by mousing over a day in the timeline.

To view total monthly visits from Google search, click the Site Usage tab in the middle of the page and look for Google in the Source column and the corresponding visits in the Visits column.

And just like all reports, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.



In this report, you can see the traffic generated by your Google ads.

Before getting started, set your date range in the top right corner for the last month.

So, first, we use the left side navigation bar to view the AdWords traffic to your site.

1. Click on **Traffic Sources**
2. Click on **Adwords**
3. Click on **AdWords Campaigns**

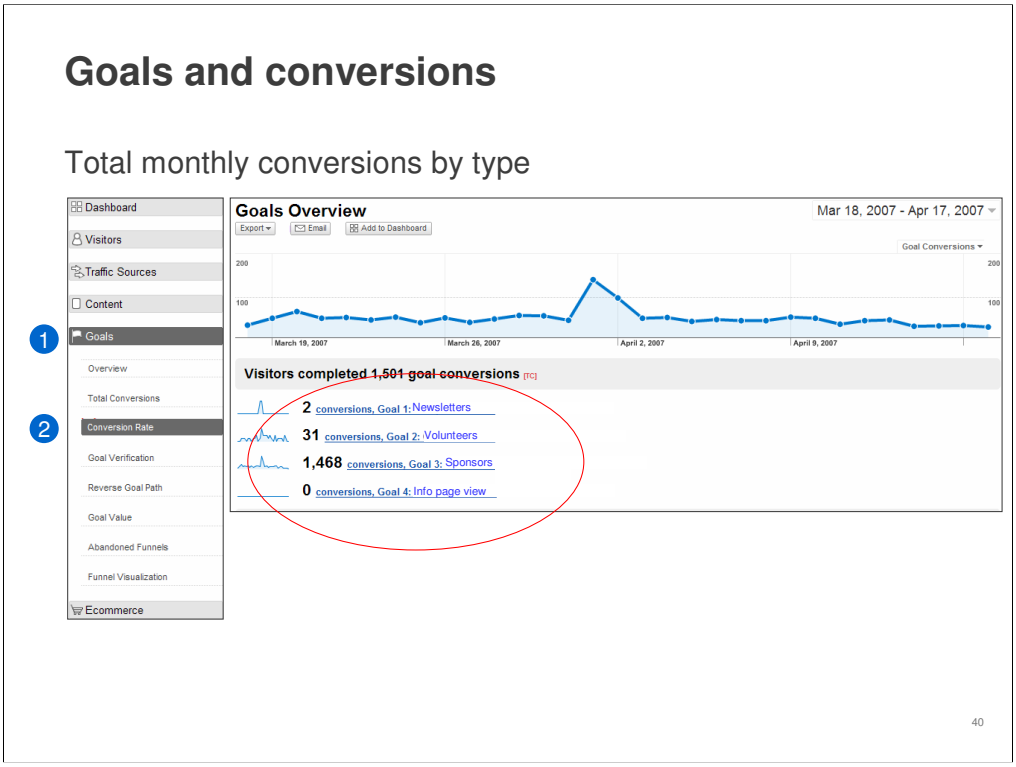
From the report, you'll be able to see an overview of AdWords traffic to your site.

For each report you can see the totals over your date range in the middle of the report and the daily tallies by mousing over a day in the timeline.

To view total monthly visits from AdWords, click the **Site Usage** tab in the middle of the page and look for **Visits** in the middle row in bold.

To view average number of pages within your site that a visitor clicking on your Google AdWords ad visited last month, see the **Pages/Visit** in the middle row in bold.

And just like all reports, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.



In this report, you'll see the conversions coming from the different goal types (email newsletter, volunteers, sponsors, etc) you've been tracking.

Before getting started, set your date range in the top right corner for the last month.

So, first, we use the left side navigation bar to view the AdWords traffic to your site.

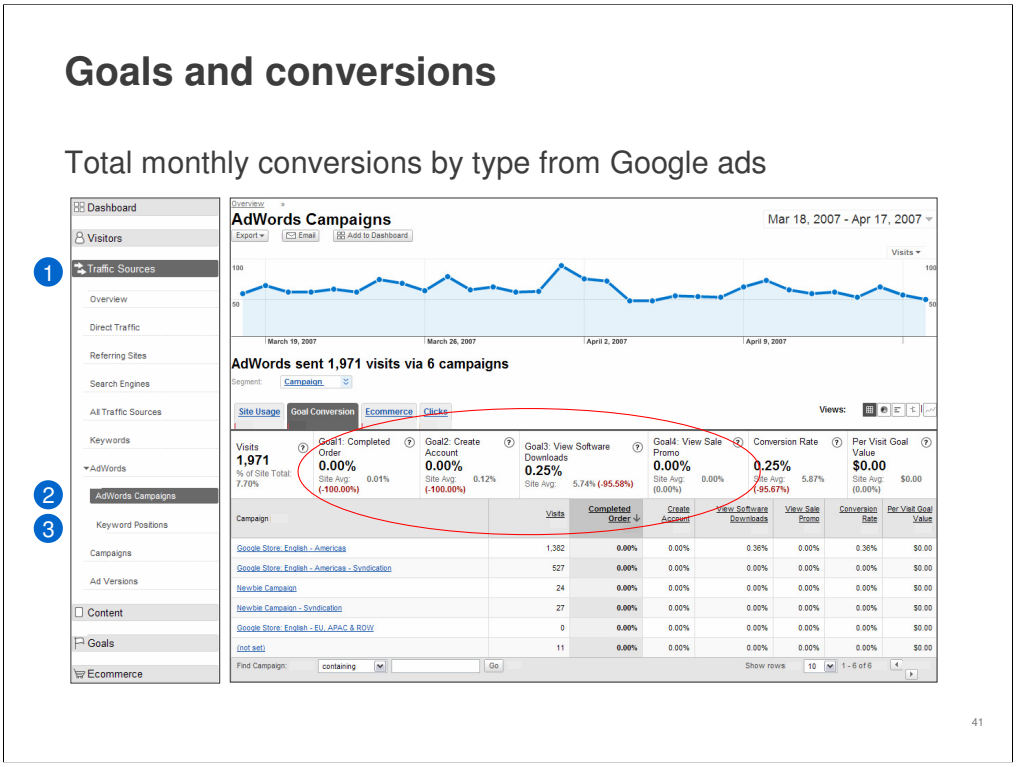
1. Click on **Goals**
2. Click on **Conversion Rate**

From the report, you'll be able to see a summary of all the conversions completed on your site.

For each report you can see the totals over your date range in the middle of the report and the daily tallies by mousing over a day in the timeline.

To view total monthly visits from AdWords, click the **Site Usage** tab in the middle of the page and look for **Visits** in the middle row in bold.

And just like all reports, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.



In this report, you'll be able to see conversions coming specifically your Google ads for the different goal types you've been tracking.

Before getting started, set your date range in the top right corner for the last month.

So, first, we use the left side navigation bar to view the AdWords traffic to your site.

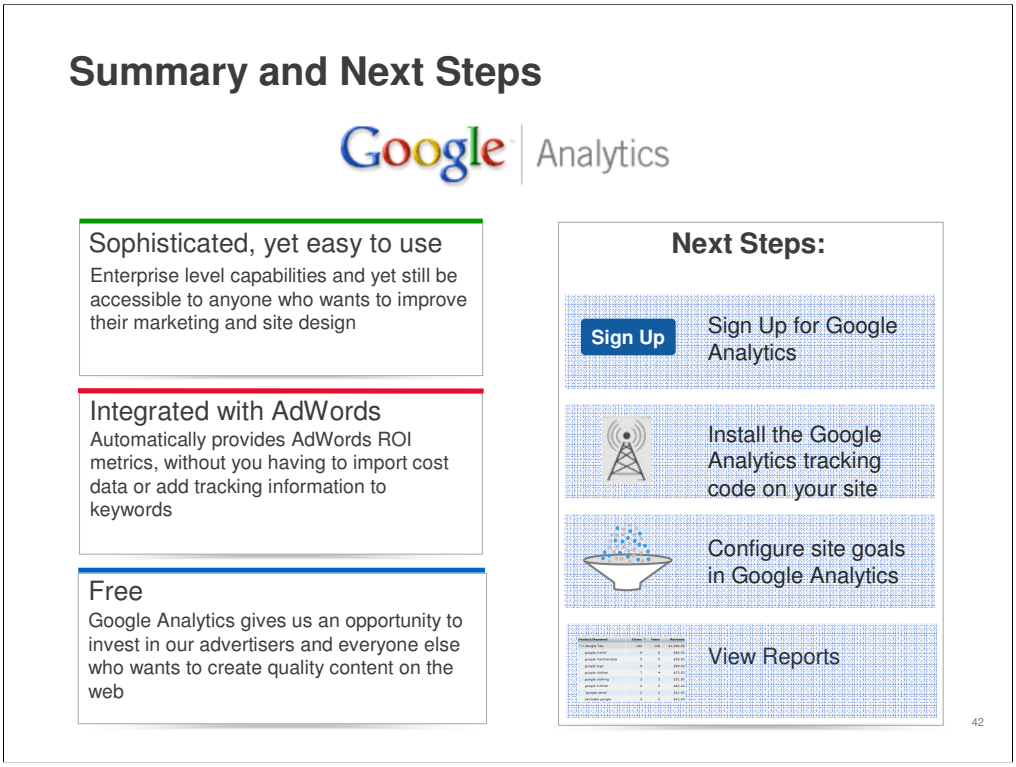
1. Click on **Traffic Sources**
2. Click on **AdWords**
3. Click on **AdWords Categories**

From the report, you'll be able to see a summary of all the conversions completed on your site from your Google ads.

For each report you can see the totals over your date range in the middle of the report and the daily tallies by mousing over a day in the timeline.

To view total monthly visits from AdWords, click the **Site Usage** tab in the middle of the page and look for **Visits** in the middle row in bold.

And just like all reports, you can **Export** any of these reports to a PDF, Excel, TSV or XML file, print the reports or email them.



At this point, we've given you a brief overview of some powerful tools you can use within Analytics to gather information on users that visit your site, which you can then use to optimize your marketing campaigns and website.

Since you already have an AdWords account, you're equipped to use Analytics with just a few clicks of your mouse. And since it's free, you can start optimizing your online marketing campaigns right away without having to budget a single dollar.

Use this guide and the following resources to optimize your site for the best results.

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Additional Resources

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Resource	Best For
Google AdWords Help Center: http://adwords.google.com/support	How-to's and troubleshooting for your AdWords account linked to Analytics
Google Analytics Help Center: http://www.google.com/support/analytics	Analytics specific questions
Google Analytics Blog: http://analytics.blogspot.com/	Latest news, tips and resources from the Google Analytics team.
Marketing optimization at Conversion University: http://www.google.com/Analytics/conversionuniversity.html	Learn about marketing and content optimization and read web analytics tips
Analytics User Forum: http://groups.google.com/group/analytics-help	Tips, tricks, experience, advice and bulletin board for questions between Analytics users

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Finally, here are the resources you can use to answer your additional questions and get more information on using Analytics to your greatest advantage.

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Resource	Best For
Match Types: http://adWords.google.com/support/bin/answer.py?answer=26918	Definitions of the different match types
Goals and Funnels for Dynamic Sites: http://adwords.google.com/support/bin/answer.py?answer=26918	Description of dynamic values
Advanced Goals: http://adWords.google.com/support/bin/topic.py?topic=8151	In depth FAQ for setting up advanced goals
Analytics Glossary: http://www.google.com/support/Analytics/bin/static.py?page=glossary.html	Look up Google Analytics terminology

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Glossary

URL: The website's address. Ex: http://www.google.com

Sub-domain: A directory that falls within another directory.

Goal: A page within your site that the visitor reaches once they've completed the activity you desire. Ex: A Thank You page

Conversion: A completed goal is considered a conversion.

Funnel: The series of pages a visitor goes to on their way to your goal page.

Abandonment Point: The page a user visited after leaving a step in your funnel

Entrance Point: The page a user visited just before entering your funnel. This isn't always your homepage.

Referral: The source that sends visitors to your site. This can be a search engine, link on another site, an ad, etc

Orders: The individual conversions completed on your goal page. Ex: A visitor may make four donations on your site at once, but they only count as one conversion because they only reach the goal page once. However, that would count as four individual orders.

Dynamic URL: A URL that results from the search of a website or the URL of a website that runs a script.

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Glossary

Match Types: There are three match types that allow you to control how your funnel steps and goal page will be matched with the URLs your users visit

Flash: Web design software which creates web animations that run on your website.

Auto-Tagging: An option in your linked AdWords account that lets you tag all keywords in your account so that Analytics can report back on their performance. This saves time and keeps you from having to manually tag individual keywords.

E-commerce: The buying and selling of goods and services, and the transfer of funds, through digital communications typically using a shopping cart.

Cookie: A small amount of text data given to a web browser by a web server. For example, a protected site may store a temporary identifier in a cookie after you successfully log in, indicating that you are an authorized user.

3rd Party Shopping Cart: Another website that hosts your online shopping. Ex: Cafepress is the 3rd Party shopping cart for Cash for Critters.

Date Range: The start and end dates of your reporting time period.

Visits: A defined quantity of visitor interaction with a website

Page views: Any file or content delivered by a web server that would generally be considered a web document. Each time a file defined as a page is served, a pageview is registered by Google Analytics.

Source: The means by which a user reached your site

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