# GOOGLE ANALYTICS



Uncover The Secrets of Google Analytics to Make the Best Content Ever

Instructor:

Lynette Young @LynetteRadio

## About Lynette Young

- Founder, Purple Stripe Productions
- Co-Founder, ClaimWizard.com
- LynetteYoung.com/social
- @LynetteRadio
- Geek Girl #50



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## google.com/analytics

Do you to figure out what Google Analytics can do for you besides measuring page views?

Do you know what data each section of Google Analytics offers and how to use it to make your website content better?

In this session I'll share the basics of navigating Google Analytics and what you need to set up now to make the most of its data.

We will cover Dashboard, Tracking, Search and discovering your Top Performing Content.



## Tracking



## **Top Performing Content**

## **Getting Started Tips**

Google Analytics Home Reporting Customi Administration	ion Admin	<b>lynetteradio@gmail</b> http://www.lynetteradio.com - http:// www.lynetteradio
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	Social Settings	+ Share Assets

## **Getting Started Tips**

PROPERTY		Tracking ID	Status
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eo All P	Products	Dynamic Content Impl	ementation OPTIONAL
_		Use a common include or tem	nplate to paste the code above instead of manually adding it to every page.
Post	tbacks	Google Tag Manager	
		Our free tool Google Tag Man	nager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Mana

## Dashboards

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Q, F	Find reports & more					
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## Dashboards

2	All Solutions Type: Dashboard X Minimal rating: 4 X Maxima	al rating: 5 X
Sort by	Cccam's Razor Awesomeness	
Most popular	By Avinash Kaushik Aug 20, 2013	
Latest	★★★★★ (161) 🚢 + 99,515 🍬 🔙 🛛 😽 Like 💕 Tweet 🖂	
Highest rating	A collection of my top Segments, custom reports and dashboards critical for any Analytics user.	More by Avinas Kaush
Filter by ranking	Import	
1 2 3 4 5		
Show unrated	🔛 🔀 🗐 New Google Analytics User Starter Bundle	
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Filter by category	★★★★ (69) 🚢 + 93,855 💌 💶 🛛 🚼 👫 Like 😏 Tweet	
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Acquisition	any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile	Tea
Analytics Academy	metrics by hour segment, SEO: Referring Pages custom	
Branding		
Campaign	Import	
Conversion		
Display Advertising	Social Media Dashboard	
Ecommerce	By Justin Cutroni Apr 3, 2013	
Engagement	★★★★★ (29) ♣+ 30,996 🍽 💷 8+1 🖪 Like 😏 Tweet	
Enhanced Ecommerce		Mare by Just
Lead Generation	How is social performing for your brand? This dashboard gives you a view of Off-site activity, On-site activity, and Conversions/Outcomes,	More by Just Cutro
Mobile	making it easier to evaluate user activity throughout the conversion	
Organic Search	process.	

## Dashboards

		Dashboard - Findi nd Keywords		<b>2+</b> 30,382 🗋 1
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Most popular				
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Show unrated				
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	***	**		
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	- <u>···</u> (	26)		
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## Search / Custom Google Search

#### "how to install google site search on my website"

#### Add search to your site

Once you've created your custom search engine, you can add the Custom Search element to your site so that visitors can use it. To do this, you'll need to copy some code and paste it into your site's HTML where you want your search engine to appear.

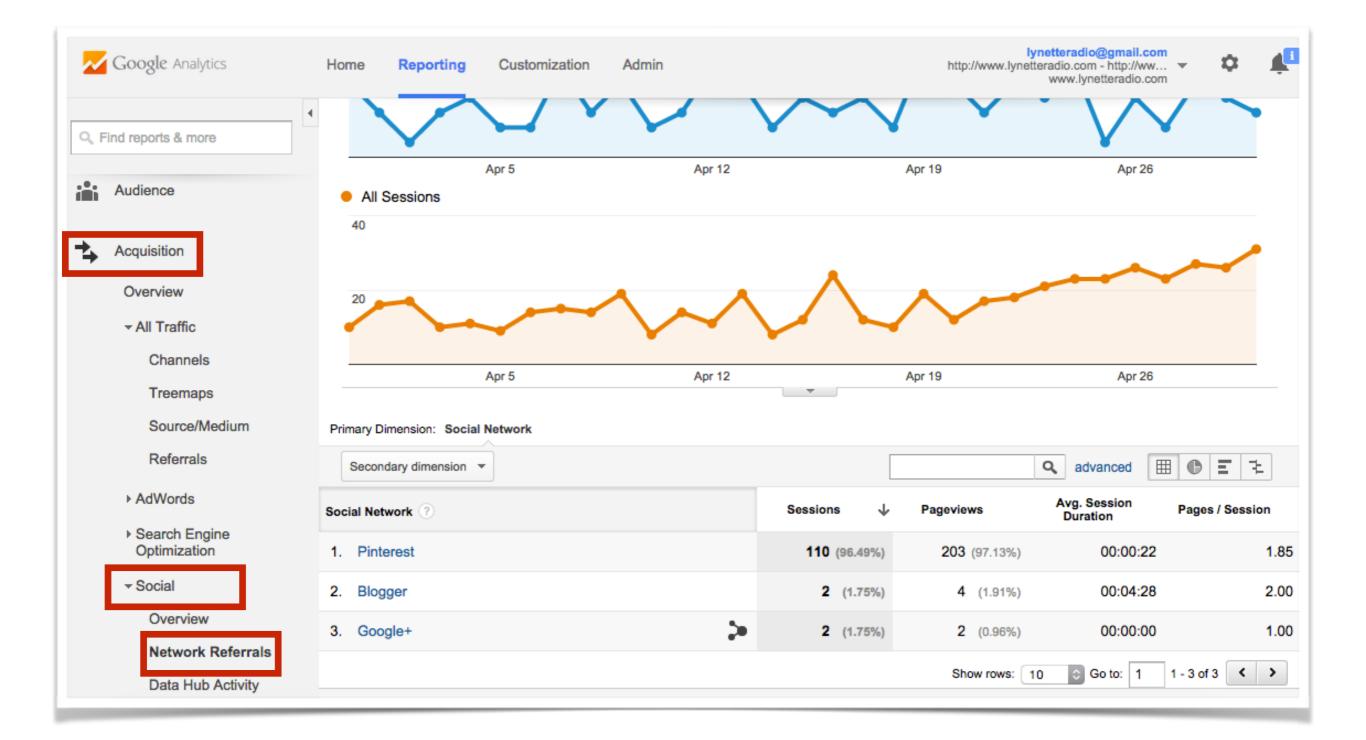
#### Add a custom search engine to your site

- 1. On the Custom Search home page ☑, click the search engine you want.Don't have a custom search engine? Create one now.
- 2. Click Setup, and then click the Basics tab.
- 3. In the Details section, click Get code.
- 4. Copy the code and paste it into your page's HTML source code where you want the Custom Search element to appear. If you've chosen the two column or two page layout option, you'll need to copy and paste two snippets of code:
  - a. Paste the first code snippet where you want the search box to appear.
  - b. Paste the second code snippet where you want the search results to appear.

### Search

Search reports & help	Site Search Overv	view			Mar 5, 2	016 - Apr 4, 2016
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Dashboards			Thi	s report has been filtered to include onl	ly data where there are values f	or "Search Term" dimens
- Shortcuts	All Users 100.00% Pageviews		+ Add	Segment		
Intelligence Events	Overview					
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	Sessions with Search					
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Overview		ts used site search				Search
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Overview Behavior Flow • Site Content • Site Speed • Site Search	0.00% of your visit	Total Unique Searches	Results Pageviews / Search			Search
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## Tracking / General Referrals



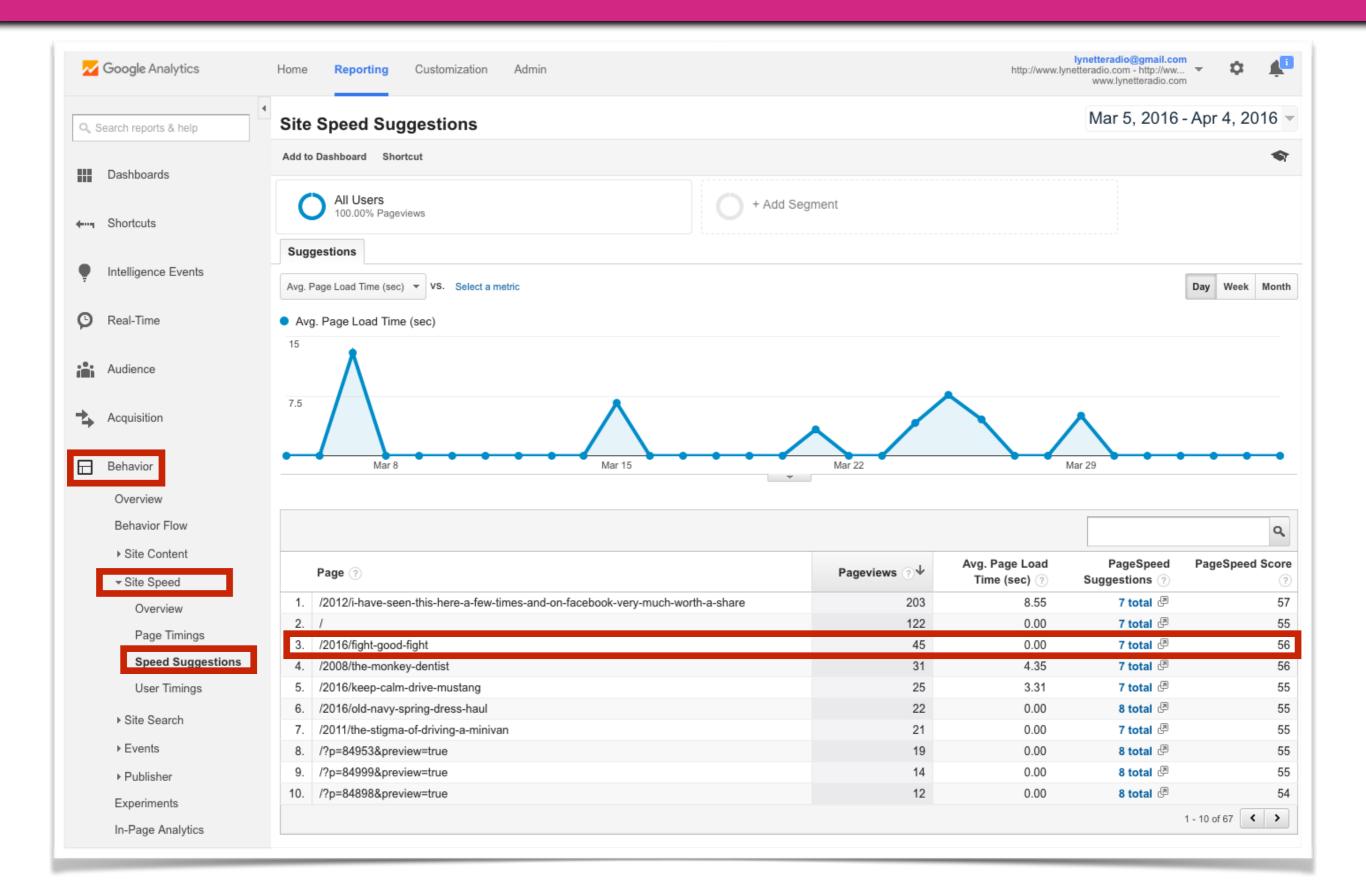
## Top Performing Content / Overview

Google Analytics	Home Reporting Customi	ization Admin				eradio.com - http:/ www.lynetterad	
Search reports & help	Overview					Mar 5, 20	16 - Apr 4, 201
Dashboards	Email Export - Add to Dashboa	rd Shortcut					
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Acquisition Behavior <b>Overview</b> Behavior Flow • Site Content • Site Speed • Site Search • Events • Publisher Experiments	Pageviews 654 Site Content Page Page Title Site Search Search Term	463	Avg. Time on Page 00:02:42 Page 1. /2012/i-have-seen-this-here-t	Bounce Rate 74.94%	% Exit         59.17%	203 122 45 31 25	31.04% 18.65% 6.88% 4.74%
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Acquisition Behavior <b>Overview</b> Behavior Flow • Site Content • Site Speed • Site Search • Events • Publisher Experiments	Pageviews 654 <u>Site Content</u> Page Page Title Site Search Search Term Events	463	Avg. Time on Page 00:02:42 Page 1. /2012/i-have-seen-this-here-this-here-this-here-this-here-this-here-this-here-this-here-this-there-there	Bounce Rate 74.94% a-few-times-and-on-facebook	% Exit         59.17%	203 122 45 31 25 22 21	31.04% 18.65% 6.88% 4.74% 3.82% 3.36%
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## Top Performing Content / Referrals

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Q. Search	reports & help	Re	ferr	al Traffic								M	ar 5, 2016 - Ap	r 4, 20	16 -
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⊸A	Il Traffic Channels				Acquis	sition			Behavior			Conversions Goal 1:	Test Tracking Goal 🔻		
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## **Speed Suggestions**



## **Speed Suggestions**

Google Developers	
Products > PageSpeed Insights	
PageSpeed Insights G+1	
http://www.lynetteradio.com/2016/fight-good-fight	ANALYZE
Mobile Desktop	
56 / 100 Suggestions Summary	
I Should Fix:	en and an
Optimize images	Fight the Good Fight Investmenty
<ul> <li>Show how to fix</li> <li>Reduce server response time</li> </ul>	
► Show how to fix	
Consider Fixing:	
Eliminate render-blocking JavaScript and CSS in above-the-fold content	
<ul> <li>Show how to fix</li> <li>Leverage browser caching</li> </ul>	

## Thanks!!

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