

GOOGLE ANALYTICS



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

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slide deck & links
to every resource!!

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.

Dashboard

Tracking

Search

Top Performing Content

Getting Started Tips

The screenshot displays the Google Analytics Admin interface for a property named 'PSP'. The interface is organized into three main columns: ACCOUNT, PROPERTY, and VIEW. The PROPERTY column is currently selected, showing various settings for the property 'http://www.lynetterradio.com'. The 'Tracking Info' option is highlighted with a red box, indicating the next step in the setup process. Below it, other options like 'Tracking Code', 'Data Collection', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', and 'Search Term Exclusion List' are listed. The ACCOUNT column shows options like 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Trash Can'. The VIEW column shows options like 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Groupings BETA', 'Custom Alerts', 'Scheduled Emails', 'Shortcuts', and 'Share Assets'.

Google Analytics

Home Reporting Customization **Admin**

lynetterradio@gmail.com
http://www.lynetterradio.com - http://www...
www.lynetterradio.com

Administration
PSP

ACCOUNT

PSP

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY

http://www.lynetterradio.com

- Property Settings
- User Management
- .js Tracking Info**
 - Tracking Code
 - Data Collection
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions
- Custom Definitions
- Data Import
- Social Settings

VIEW

www.lynetterradio.com

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS
- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

Getting Started Tips

Administration

PSP / http://www.lynetterradio.com

PROPERTY

← http://www.lynetterradio.com

Property Settings

User Management

.js

Tracking Info

Tracking Code

Data Collection

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Tracking ID

UA-1

Status

Receiving traffic in past 48 hours.

0 active users right now. See details in [real-time traffic reports](#).

Send test traffic ?

Website tracking

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i["GoogleAnalyticsObject"]=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-1', 'auto');
ga('send', 'pageview');

</script>
```

PHP Implementation OPTIONAL

- Use the code above to create a file named "analyticstracking.php", and include the file on each PHP template page.
- Add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

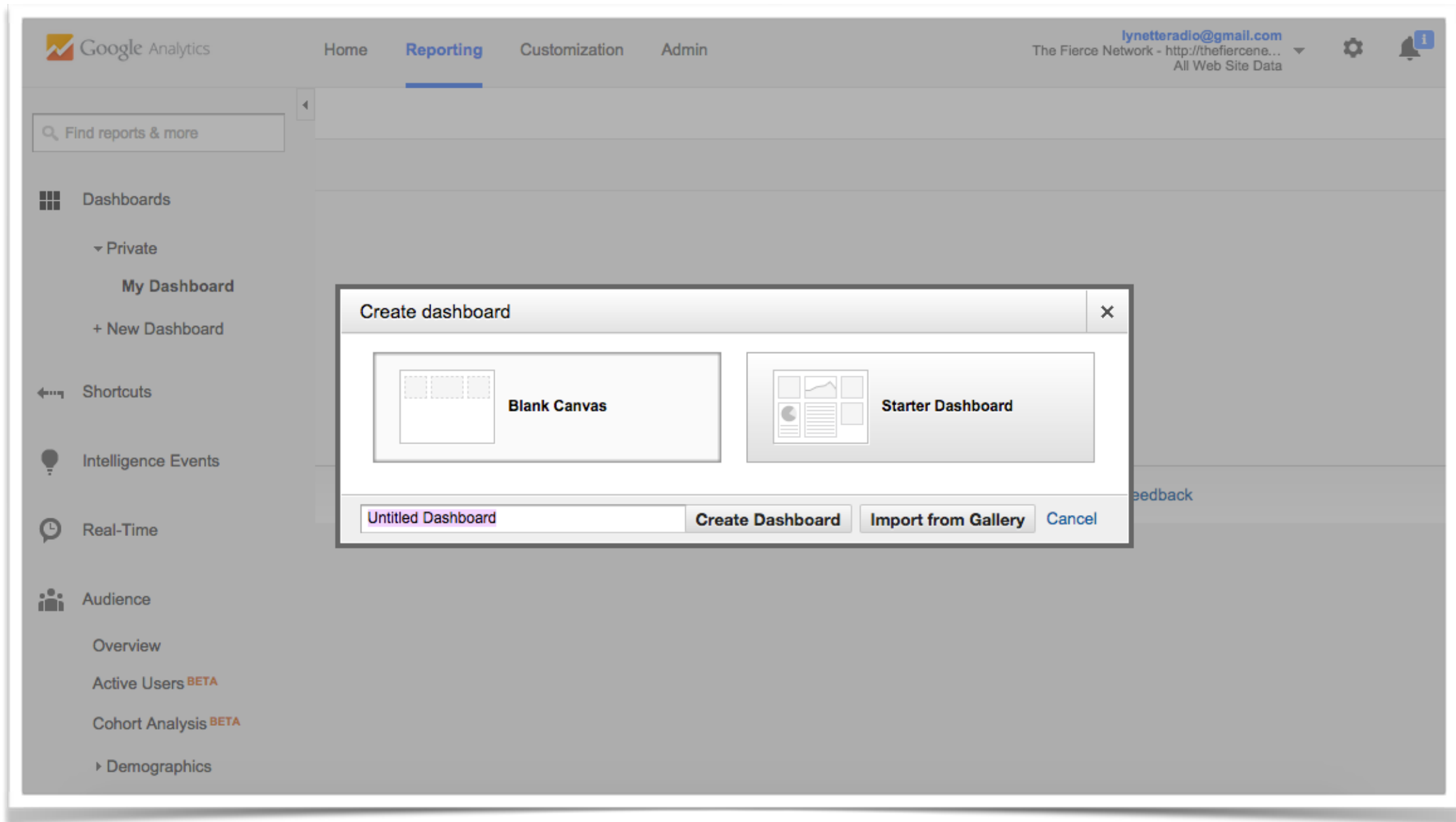
Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager.](#)

Dashboards



Dashboards

[All Solutions](#) [Type: Dashboard X](#) [Minimal rating: 4 X](#) [Maximal rating: 5 X](#)

Sort by

☒ Most popular
☐ Latest
☐ Highest rating




Filter by ranking

1 2 3 4 5

☒ Show unrated







Filter by category

☒ Show all categories
☐ Acquisition
☐ Analytics Academy
☐ Branding
☐ Campaign
☐ Conversion
☐ Display Advertising
☐ Ecommerce
☐ Engagement
☐ Enhanced Ecommerce
☐ Lead Generation
☐ Mobile
☐ Organic Search
☐ Paid Search




Occam's Razor Awesomeness

By [Avinash Kaushik](#) Aug 20, 2013




★★★★☆ (161)  99,515    Like  Tweet 

A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

[Import](#)









More by [Avinash Kaushik](#)




New Google Analytics User Starter Bundle

By [The Google Analytics Team](#) Sep 20, 2013




★★★★☆ (69)  93,855    Like  Tweet 

A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

[Import](#)









More by [The Google Analytics Team](#)




Social Media Dashboard

By [Justin Cutroni](#) Apr 3, 2013

★★★★☆ (29)  30,996    Like  Tweet 

How is social performing for your brand? This dashboard gives you a view of Off-site activity, On-site activity, and Conversions/Outcomes, making it easier to evaluate user activity throughout the conversion process.



More by [Justin Cutroni](#)


Dashboards

SEO Dashboard - Finding Top Content and Keywords

By [Kevin Pike](#)
★★★★★ +30,382 1

[Import](#) [Back to list](#)

[g+1](#) [f Like](#) [t Tweet](#) [✉](#)



Sort by

☒ Most popular
☐ Latest
☐ Highest rating

Filter by ranking

☒ Show unrated

Filter by category

☒ Show all categories
☐ Acquisition
☐ Analytics Academy
☐ Branding
☐ Campaign
☐ Conversion
☐ Display Advertising
☐ Ecommerce
☐ Engagement
☐ Enhanced Ecommerce
☐ Lead Generation
☐ Mobile
☐ Organic Search

Description

Dashboard view of top landing pages by goal completions. Also see top long tail keywords with conversion and bounce rate for future content marketing ideas.

Rating

4.4
★★★★★
(26)

★ 5	16
★ 4	8
★ 3	0
★ 2	0
★ 1	2

Additional information

Imports	Created	Updated
30,382	Oct 2, 2013	Oct 2, 2013

Search / Custom Google Search

“how to install google site search on my website”

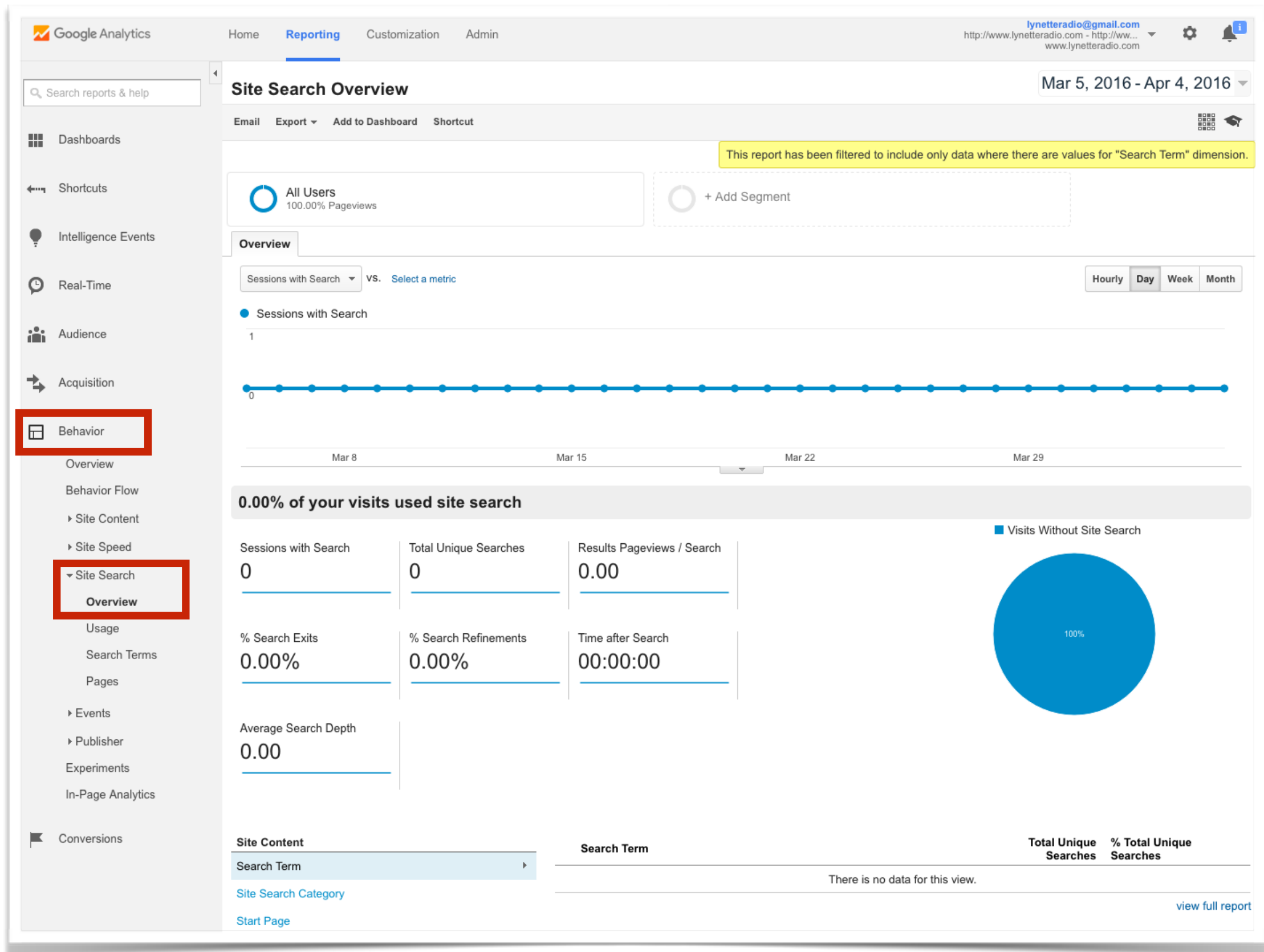
Add search to your site

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.

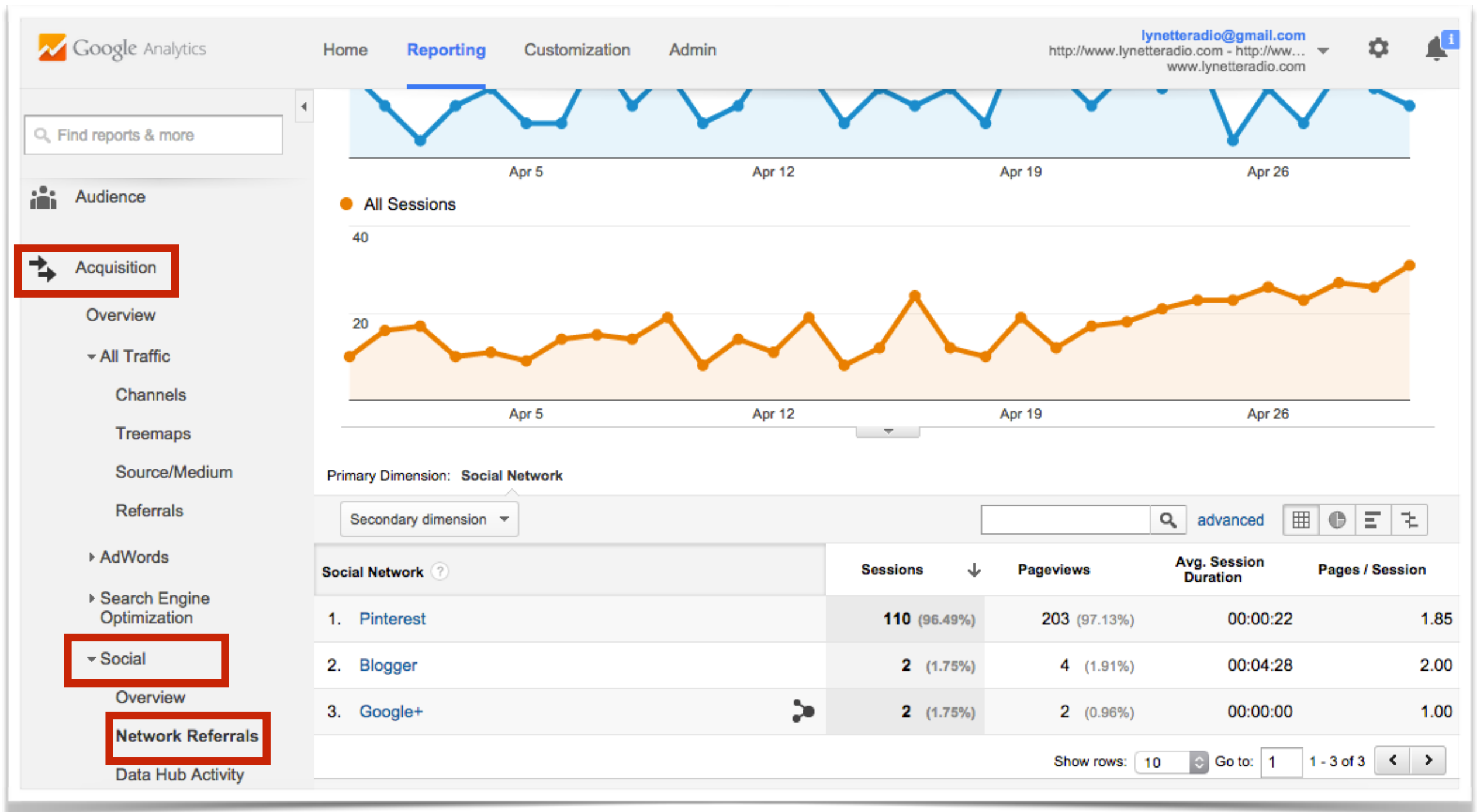
Add a custom search engine to your site

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.

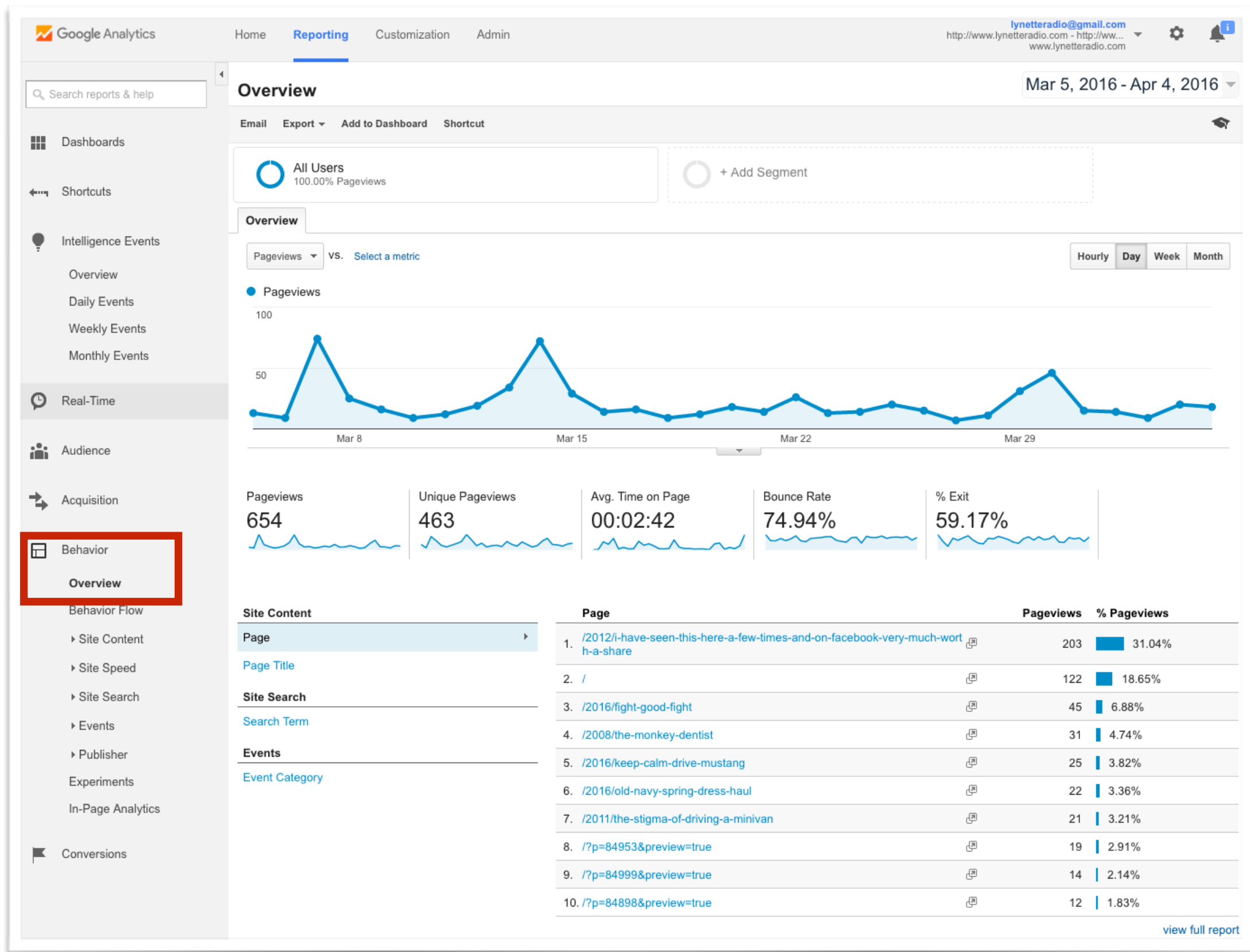
Search



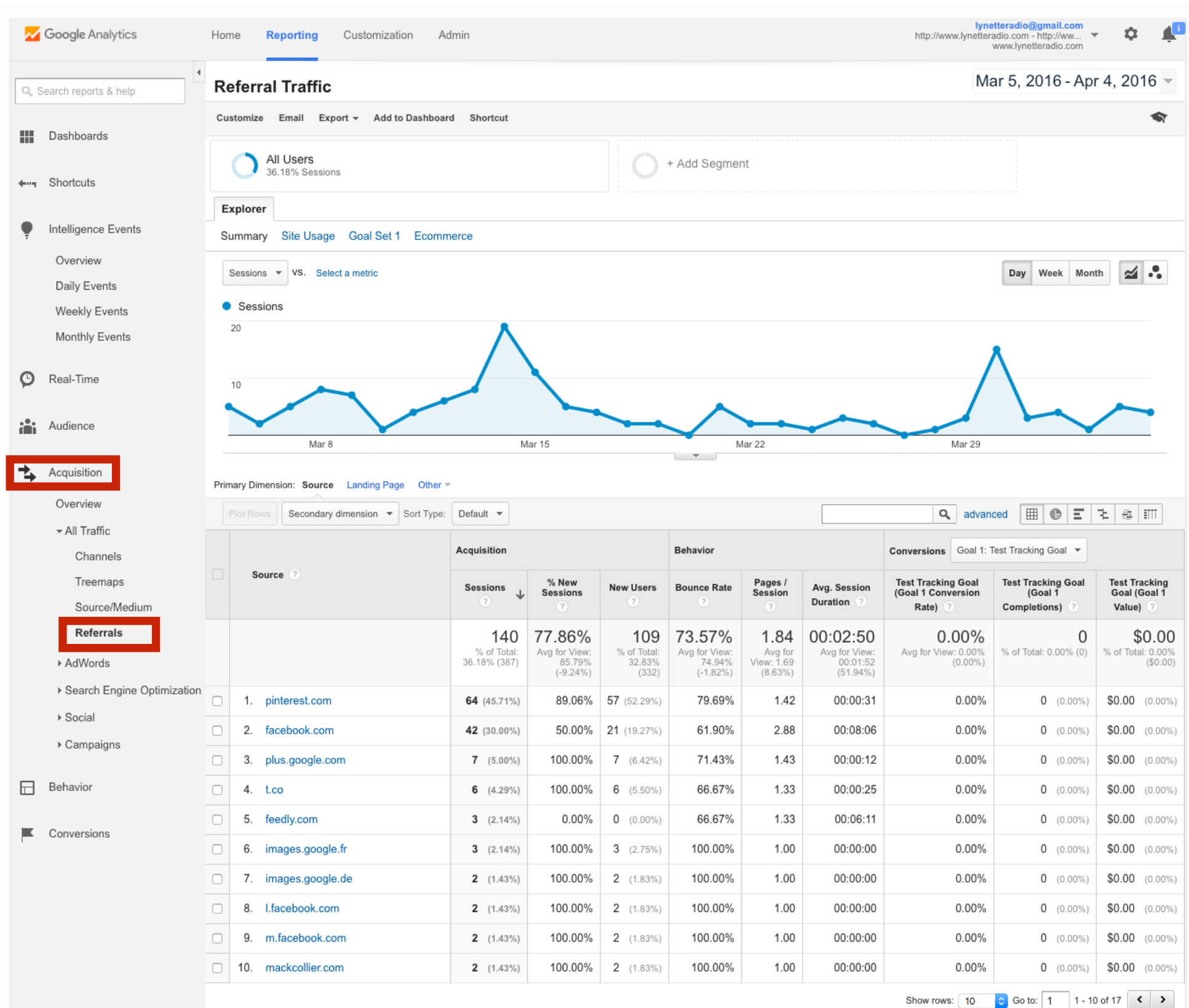
Tracking / General Referrals



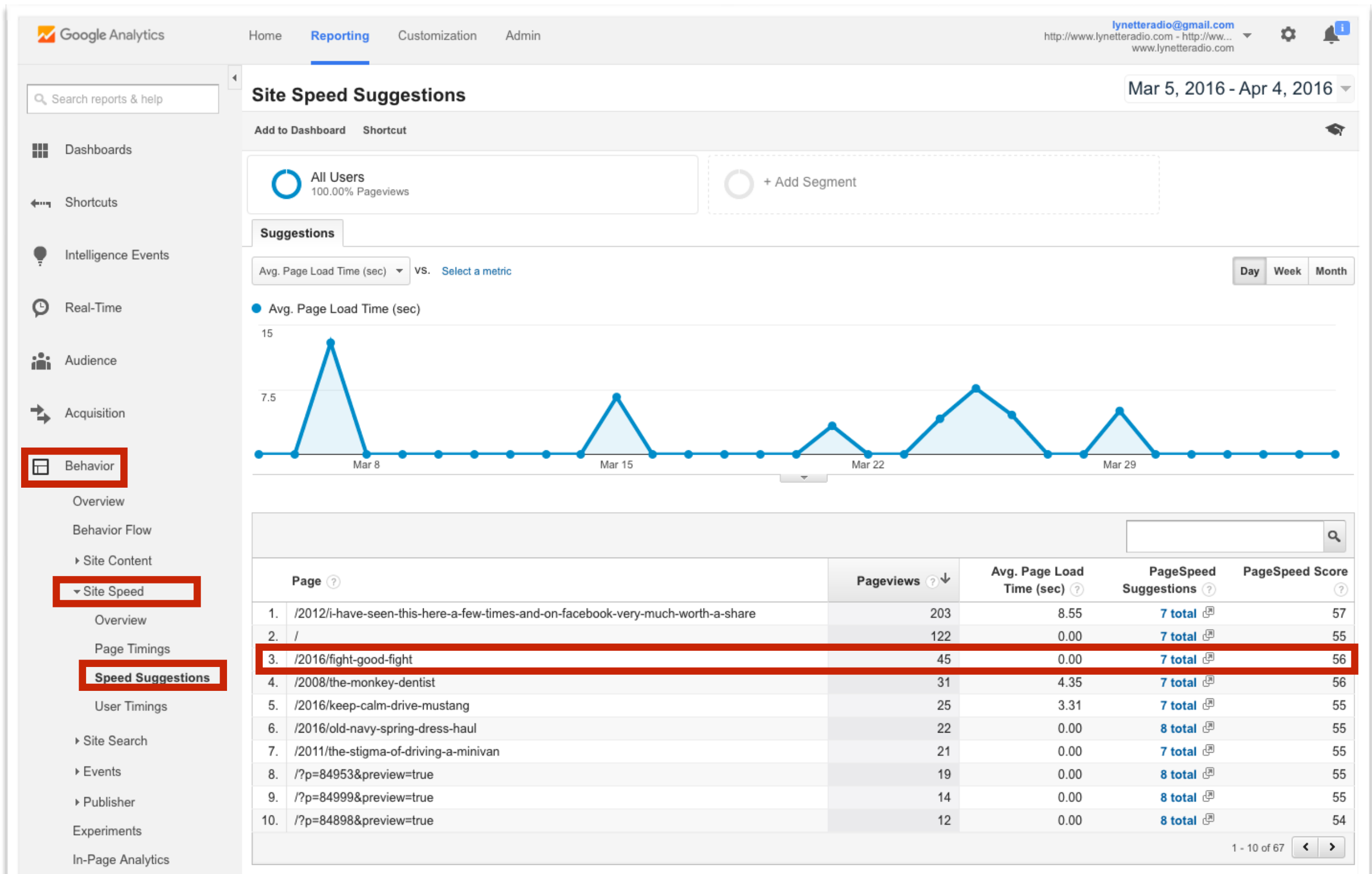
Top Performing Content / Overview




Top Performing Content / Referrals



Speed Suggestions




Speed Suggestions




Products > PageSpeed Insights


PageSpeed Insights G+1

ANALYZE

 Mobile


 Desktop

56 / 100 Suggestions Summary

 **Should Fix:**

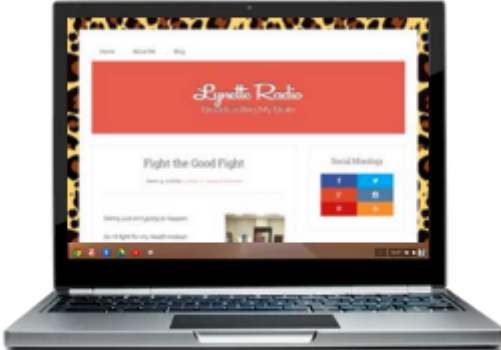
Optimize images
[Show how to fix](#)

Reduce server response time
[Show how to fix](#)

 **Consider Fixing:**

Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)

Leverage browser caching



Thanks!!

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