The ECT Guide to:

Google Analytics

Why you need Google Analytics

Google Analytics is an absolute requirement for anyone with a blog or website, and that includes almost every business and organisation. Below are a few questions which Google Analytics can help answer in regards to your website:

- How many people visit my website?
- Where are my visitors located?
- What websites send traffic to my website?
- How many people access my website on-the-go?
- What marketing tactics work to get people on my website?
- Which pages on my website are the most popular?
- How many visitors convert to sales?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What content do my visitors like the most?

Google Analytics is a very powerful tool, and there are many more questions that it can help answer. The above represents some of the most important functions of Google Analytics.

# How to install Google Analytics on your Website

Below is a step by step list of how to set up your Analytics and start collecting basic data from your website or mobile app:

1. Create a new Analytics account if you do not have one. Visit google.com/analytics, click the Sign in to Analytics button (top right), and follow the on-screen instructions.
2. Set up a property in the account you have created.
3. If you're setting up Analytics to track an app, consult the best practices for mobile app analytics setup.
4. Follow the instructions to set up web tracking or set up mobile app tracking.

Now you have your basic Google Analytics system set up! It should be very simple, but if you run in to difficulty, you can get help from Google's own support pages.

The Basic Interface

When you access the report for your site, you'll first be brought to the Visitors Overview screen. At the top of the report, you'll see a chart showing your traffic patterns for the past month. You can also use the dropdown to change the date this graph and the rest of your reports show (or you can choose to compare two date ranges).
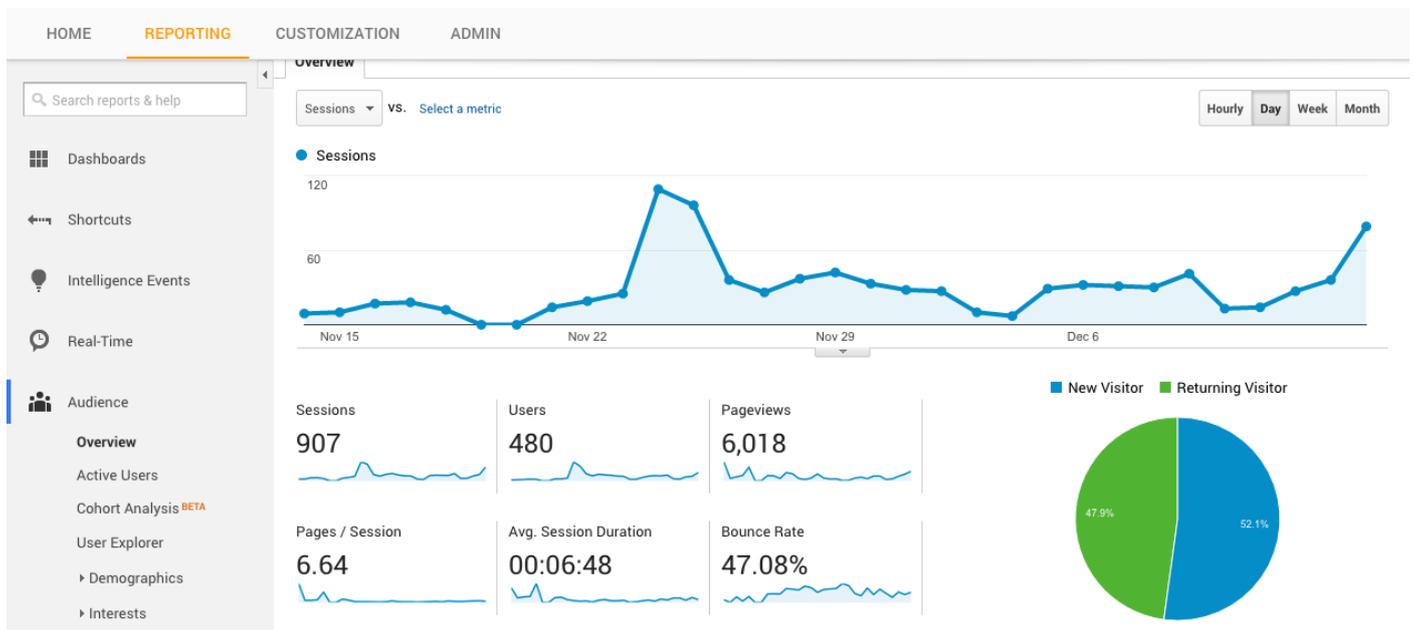

On the chart, you can choose to create annotations for specific days. Along the left-hand side of the screen you'll see your main report navigation. You can view more detailed reports for your Visitors from here, or switch to see overviews and detailed reports for traffic sources, content, and conversions. Below that you'll also find Help links for common issues you might encounter.

The Visitors Screen

The visitors overview (onprevious page) is the standard screen you'll see when you view the report for your website. This screen gives you information on the the number of visitors, unique visitors, and pageviews (along with the average pages/visit). It also shows you the average time spent on your site, the bounce rate, and the percentage of new visits. This gives you a good, high-level overview of how your site is doing.

You'll also see that there are some basic demographics, system, and mobile reports at the bottom of the overview screen. You can view visitors by language, country/territory, or city; by browser, operating system, and service provider; and by mobile operating system, service provider, and screen resolution. The most useful reports here are the demographics reports.

You can view more detailed reports on demographics by clicking on it in the left navigation. There you can view detailed information about your visitors' locations (including a map overlay) or language, as well as set up user defined and custom variables for more exact reporting. On the map, if you click on any country you'll get a larger map of that country, with more detailed information about where your visitors are coming from (see below).
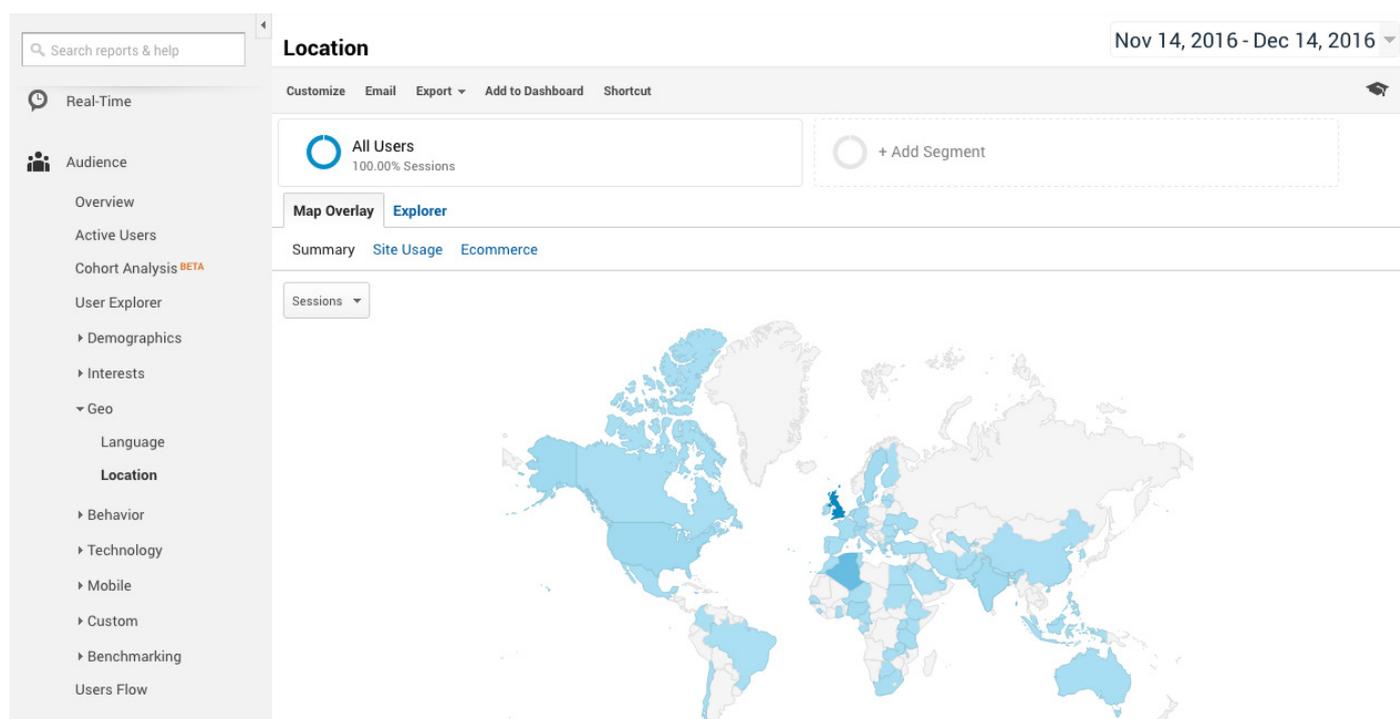
For further Google Analytics information

This guide only touches on what Google Analytics can do for you and your business and there are many more elements to this innovative app which can help you understand your audience.

For additional information on Google Analytics and other important digital skills the ECT offer a Digital Marketing course. Email training@theECT.org for more information.