

Introduction to Google Analytics

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What is Google Analytics?

Free online tool to track webpage and report website traffic.

How many have a Google account?

How many have set up Google Analytics?



Steps to Access Analytics

Google account

Add tracking code

Set goals

Link analytics and AdWords accounts

Run reports & use widgets

Adding Code to Your Webpages

Where to find the code

Admin page

Property column

Tracking info

Global site tag



Goal Setting

Analytics are nothing without goals, objectives, and strategy

Identify

Quantify

Measure

Assess



Link Analytics & AdWords Account

Share data between accounts
Comprehensive understanding

Admin > Property you want to link



Run Reports & Use Widgets

Users

Traffic channel

Device

Audience demographics

Behavior flow



Let's Go To Google Analytics

Thank You.

Questions?