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## **Measure the Traffic on Your Website**

Google Analytics is a **free** online program that allows you to measure the effectiveness of your website. You can see how many first-time and repeat visitors your site receives, which is represented both numerically and graphically. If someone visits your site through a Google search, the search term that was typed will be shown. Statistics are available that show the web pages accessed by visitors and how long each visitor spends on your site. A breakdown of visitors by location can also be received.

### **Why Google Analytics**

This program enables you to establish a baseline to measure the effectiveness of future marketing campaigns. Before spending money to drive traffic to your website, you should determine what you want a visitor to do, which may include making a purchase or signing up for a newsletter. The term “conversion rate” is used to describe the percentage of visitors who complete the desired action. Since the conversion rate can also be measured in Google Analytics, it is possible to measure the return you are receiving for your marketing dollars. This gives you the ability to test how changes to your website and marketing campaign will affect the return you realize on your marketing investment.

### **Statistics to Track**

To view statistics related to your website, click “View Reports” next to the domain name of your website after logging in to Google Analytics. You will first see the screen shown below. I have split the graphic in half to better explain the components.



Click the “Email” button shown in the top left-hand corner of the above illustration to have these statistics automatically emailed to your inbox.

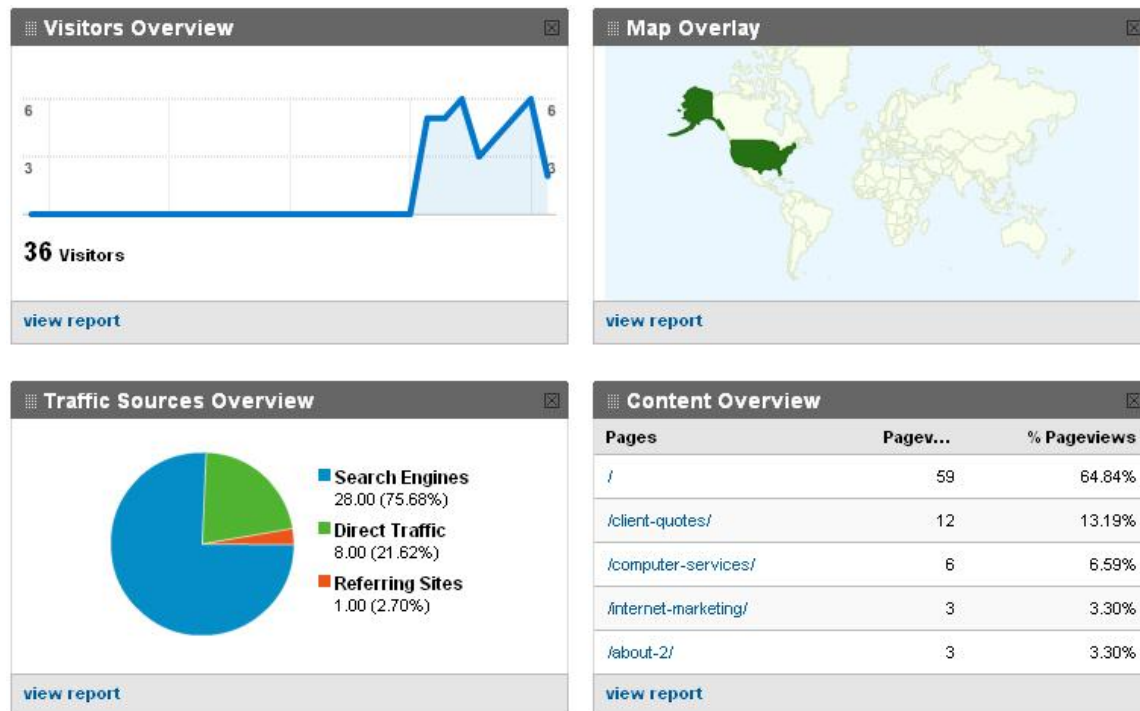
The statistics shown under the graph are for the indicated time period. To change the time period, click the drop-down arrow next to the date range.

For the period January 24, 2010, through February 23, 2010, the following information is shown:

37 people visited this website and accessed 91 pages. The average visitor accessed 2.46 pages (91 total pages visited / 37 visitors).

The bounce rate presents the percentage of visitors who accessed the home page of the website and then left without accessing any other pages.

The average visitor spent 2 minutes and 3 seconds on the site, and 97.3 percent of the visitors had never been to the site before.



The Visitors Overview graphically represents the total number of visitors to your website. Hold the cursor over any data point to see its X and Y components. Click view report to see more detail.

The Traffic Sources Overview depicts how visitors found your website. Search Engines indicates the visitors that found your website with a Google search. Direct Traffic means the visitor typed your web address into a browser. A visitor from a Referring Site clicked a link on another website.

The Map Overlay shows where your visitors are located. You can click on the darkened portion of the map to drill down and get more detailed location information.

The Content Overview shows the total number of visitors to each web page that was accessed. The first entry with 59 page views is the website home page. This number is greater than the total number of visitors, since some of the visitors accessed pages more than once.

## Conclusion

Over 80 reports are available in Google Analytics and cover many advanced features, such as creating custom reports, benchmarking, alerts, and segmentation. It is still important, though, to understand the basics and analyze a few statistics, such as the number of visitors and web pages accessed.

## **How do I get started?**

**(This is only for the technically minded. If required, we can do this for you.)**

To set up a free Google Analytics account, please follow the steps below:

1. Go to [www.google.com/analytics](http://www.google.com/analytics) and click “Sign Up Now” at the top right-hand corner of your screen.
2. You will be prompted to enter your email address and create a password. This screen also requests your location and birthday. For security purposes, you must retype a series of letters that are displayed. When finished, click the “I Accept / Create My Account” button at the bottom of the screen.
3. If the next screen indicates that a verifying email was sent, go to step 4. Otherwise, go to step 8.
4. Go to your email inbox and click on the link in the verifying email.
5. On the page where you are directed, click “click here to manage your account profile.”
6. Sign in to your account using the email address and password created in step 2.
7. On the displayed web page, click “Analytics” under “My Products.”
8. On the next screen, click the “Sign Up” button.
9. On the next screen, enter the web address you wish to track, as well as your country and time zone.
10. On the next screen, enter your name and click “Continue.”
11. On the next screen, accept the user agreement by clicking “Create New Account.”
12. The next screen presents code to be pasted into your website. Hold down your left mouse button and drag your cursor over the code to select it. Right click over the selected code and choose “Copy.” Paste the code into your website or into a notepad document and send it to your web designer, who will paste it into your site. Click “Save and Finish” and you are taken to the home page for Google Analytics. It may take up to 24 hours for statistics to be shown after posting the code on your website.

To return to Google Analytics, go to [www.google.com/analytics](http://www.google.com/analytics) and log in using the email address and password entered in step 2.