

# GOOGLE ANALYTICS

## GETTING IT RIGHT

*Are you making smart decisions based  
on your analytics?*

*Presented by*



**VIDEOUSERMANUALS**

<b>Does This Scenario Sound Familiar To You? .....</b>	<b>3</b>
<b>What You Will Learn (And What You Won't) .....</b>	<b>5</b>
Part 1 - What Is It You Want To Measure? .....	5
Part 2 - What Am I Looking For? .....	6
Part 3 - Custom Reports and Dashboards .....	6
Conclusion .....	6
<b>Don't Blame The Web Developer .....</b>	<b>8</b>
<b>Goals .....</b>	<b>9</b>
URL Destination .....	9
Visit Duration .....	10
Page/Visit .....	10
Events .....	10
Google Analytics Goal Limits .....	10
Goals You Probably Did Not Think Of .....	11
Write Down Your Goals .....	12
<b><i>Goal Attribute 13</i></b>	
<b><i>Goal Description 13</i></b>	
<b>Goal Funnels .....</b>	<b>14</b>
<b>Events .....</b>	<b>17</b>
<b>Campaign Tagging .....</b>	<b>19</b>
<b>Value Your Time .....</b>	<b>22</b>
<b>Don't Forget To.....</b>	<b>23</b>
Link Webmaster Tools For The SEO Reports .....	23
Linking Your AdWords .....	23
Linking Your AdSense .....	23
Time Zones and Time Lag.....	24
Annotations .....	24
Add Analytics To Your Browser Toolbar .....	25
<b>What Am I Looking For? .....</b>	<b>26</b>

What Now? .....	26
<b>Custom Alerts - Plan For The Unplanned .....</b>	<b>29</b>
If You Are A Web Developer .....	32
<b>Custom Dashboards and Reports .....</b>	<b>34</b>
Customization? .....	34
Goal Breakdown Report.....	36
Actionable Questions This Report Answers .....	42
<b>Page Efficiency Analysis Report .....</b>	<b>44</b>
Actionable Questions This Report Answers .....	46
<b>SEO Reporting .....</b>	<b>47</b>
Actionable Questions This Report Answers .....	48
<b>SEO Dashboard .....</b>	<b>49</b>
<b>Should I Go Mobile?.....</b>	<b>51</b>
Advanced Segments - Find The Real Questions Your Visitors Ask.....	52
<b>Are You Excited Yet?.....</b>	<b>55</b>
<b>Disclaimer .....</b>	<b>56</b>
Rights Notice .....	57

## Does This Scenario Sound Familiar To You?

Your business (i.e. you) has made a significant investment of both money and time to build a beautiful looking website.

You listened excitedly as the designer explained why your buy now button should be placed in the lower right above the fold, and should be green because research has shown that this converts better.

Your website launches. At the last minute you remember it needs Google Analytics. Your developer adds it (hopefully with Google Analyticator!). He/she tells you it's installed. That's it. No training, no instructions, no walkthrough. It's just installed.

You find your own way to the Google Analytics website. Your first reaction is that it's very... orange. After clicking on what feels like 10 options, you finally make it to a graph.

There is little or no data because the website is new. No point in wasting your time if there is no data. You promise yourself you'll come back in a week's time and look at it then.

You check "the analytics" occasionally, but if you are being honest, only when you have some spare time. You are happy when the graph points up. Confused when the graph points down.

You think, I should really learn more about this, but you are also aware that unless you read up about the next social media darling, you might be losing out on lots of traffic. You read about how Pinterest can revolutionize your business instead.

Your business made a lot of sales last Wednesday. You're happy, you wonder why. Google Analyticator shows you a spike in traffic on that day. You're excited. You log into

# 4

Google Analytics looking for answers. If the answers are there, they seem to be very well hidden.

Its starts to become a reactive tool, something you look at after the event to try and understand what just happened.

Most of the time you just throw your hands up in despair because there is no clear answer, and even worse Google has just added a new section to the left hand side and you have no idea what the hell it does.

It's starting to make you feel stupid. You make an unconscious decision to drop by less often!

People ask you how your website is doing. You say "Well, I got 15,000 hits last month!". They congratulate you. You hope they don't ask another question...

## **What You Will Learn (And What You Won't)**

The purpose of this eBook is not to explain everything to do with analytics. This eBook will not teach you how to pass the Google Analytics IQ exam. If it was there would be a lot more pages (and a glossary).

It is written for the small business owner, who is already a jack of all trades, and who wants to use analytics to make smarter decisions about the future of their business.

There are many excellent blogs and books out there about Google Analytics, but in my own personal experience I've found they tended to explain things in a language I found hard to access. Most are written from the point of you of becoming an analyst. This means that top level concepts become overly complex due to the granularity of the explanations.

Saying this though, I am going to make some assumptions. The fact you are reading this probably means you have some sort of analytics knowledge. I am going to assume you know how to login to your account, what unique visitors, bounce rates and page views are, how to compare dates etc. If you don't then I hope you still find this useful.

This is what we are going to learn:

### **Part 1 - What Is It You Want To Measure?**

We will start by making sure you have set up Google Analytics correctly. WAIT. If you are thinking, 'I have Google Analytics installed, I will skip this section', then you will always be the 15,000 hits person.

# 6

There is so much more than just installing the JavaScript, goals, events, funnels etc. Setting up analytics correctly will really force you to think about the purpose of your business and if your website is truly serving that purpose.

## **Part 2 - What Am I Looking For?**

So you have set up your goals, funnels, events etc. Now what is it you are actually looking for in your analytics. The data is not going to give you an answer unless you ask a question!

## **Part 3 - Custom Reports and Dashboards**

This is the fun part. I want to get you excited about analytics, and more importantly view the data in an easily digestible way. Custom reports and dashboard allow us to do just that; the beauty is that they can be set up instantly just by clicking on the link in this eBook. It literally takes seconds.

## **Conclusion**

Wait, there is a conclusion on page 5? Not quite, but I wanted to make sure you read this. Even if you give up before the end of the eBook, hopefully you will be inspired to learn more about analytics, as it really can transform your business and save you a lot of money.

However, I want you to remember this sentence, please:

***You do not have to do all of the technical setup yourself.***

As I mentioned, you are probably a jack of all trades business owner. It simply is not worth your time learning how to add pieces of JavaScript to your theme if you don't

# 7

already know how to do it. You can outsource that on Elance or oDesk, and if you value your time, you should definitely do that.

What is worth your time, is planning and documenting how Google Analytics can help your business achieve its goals.

### ***That can't be outsourced.***

If by the end of this eBook you are convinced that by using Google Analytics properly you can achieve those business goals, then take a look at:



- ✓ **How to use Google Analytics to improve results**
- ✓ **Create a data driven fact based market strategy**
- ✓ **Save time analyzing and more time doing**
- ✓ **Create focus that produces results**
- ✓ **Recoup Time, Money & Effort With Google Analytics**

**CLICK HERE TO LEARN MORE**

## **Don't Blame The Web Developer**

So, you've never set up your goals funnels, events, or custom alerts and campaign tagging means nothing to you.

Don't blame your web developer.

Your mechanic does his own taxes, does that make him an expert in accounting? Of course not. So why do you think your web developer knows about analytics?

If you are a web developer and you do know about analytics, have you truly thought about how much that knowledge is worth? Are you charging for it? Probably not.

The first question should be simple:

***What are the objectives of your business?***

From these objectives, working out what your goals should be is pretty simple. Think of a goal as a way of measuring how your website is meeting your businesses objectives.

## Goals

Throughout this eBook I am going to refer to our own site as an example. In our case, our objective is to sell a \$24 subscription to our premium plugin. That is our 1st goal. We also sell a \$49 white label manual. That is our 2nd goal.

Is that our only objective on the site? *Of course not.*

We use email marketing. So getting people to sign up for a free eBook is our 3rd goal.

Now this is the mistake we made and a lot of people make when thinking about analytics. You should try and **assign a monetary value to every goal**. If you don't do this I guarantee that in the future you will only pay attention to the goals with values and those goals with dollar signs will bias the decisions you make.

You should be able to assign a value to every goal. Speak to your different departments to get an accurate value for a goal. If you are all the departments (i.e. you do everything yourself) and you have no idea, pick a number and refine it later on. Something is better than nothing.

The next most common mistake is to have a mindset of my website does not sell anything directly, therefore this really does not apply to me. You could not be more wrong, and to account for this, Google Analytics offers 4 goal types:

## URL Destination

In our case the goal of subscribing for \$24 per month means that the customer will reach our thank you page at the end of the transaction, so we would set this goal up as a URL destination. In your case it might be the thank you page for the contact form.

# 10

Remember that the URL does not have to be an exact match, but it is important at this stage not to get bogged down / confused by the implementation at this stage.

## **Visit Duration**

For some businesses, visit duration will be a goal. For example, perhaps you run a support site, and know that if users spend x number of minutes on the site they are less likely to send through a support ticket. If you are going to use Time On Site, be sure you understand the relevancy of the goal.

## **Page/Visit**

You can set a goal which tracks the amount of page views per visitor. If your website makes its money through serving ads then maybe it's for visitors to read 10 pages on the site. Again, think carefully if you are going to use this type of goal.

## **Events**

Events goals are used to track specific actions such as the downloads of a PDF, or the time someone spent watching your promotion video. Maybe if you have a mobile site, the event could be the number of times people click your phone number to contact you.

It is important to note that an event does not have to be a goal. For example, perhaps you want to track the number of clicks to external websites. This may not be a goal for you, but you may be interested in the numbers.

## **Google Analytics Goal Limits**

As of writing the maximum number of goals you can have per profile is 20. There are 4 goal sets per profile, each containing 5 possible goals (i.e. 20 max). I would recommend grouping similar types of goals together. Therefore, in our case we would

put the \$24 per month subscriber and the \$49 manual into goal set one. But the email subscribers would go into goal set 2. This is not a rule, it's up to you how you do it.

If you need more than 20 goals, you probably should not be reading this eBook, and should have already hired a professional analyst. For everyone else this should be more than enough.

## **Goals You Probably Did Not Think Of**

In a moment I am going to ask you to write down all of your goals, but I want to make sure you consider everything that produces a critical outcome for your business, because I guarantee you are going to miss some things. People tend to think about goals as being just URL destinations. Don't fall into this trap.

I will give you an example of a few things we missed from our own site the first time we went through this process, because I always believe you can learn from other people's mistakes:

We spent \$1000's on our introduction video, but did not track how often the video was watched, how long people watched it for, and if it actually made any difference to the number of sales of the plugin!

We jumped straight into making different videos and basing the success of the new videos by whether our subscribers' goal increased. We did not think to actually track the number of plays, or even how far people actually got through the video.

We have a calculator on the homepage which is an educational piece to show how much time people spend training their clients as a dollar value. People often commented to us how shocked they were at their training costs when they saw it in the

# 12

calculator. Did we think to track the submit clicks to know how many people were actually using it?

We set up content calendars to produce content for our blog without first defining how to measure the success of all this work we were putting in. We just focused on the first goal that we set up (the \$24 per month subscriber), and tried to judge the success of the blog posts based on if that number went up (crazy!).

I could go on, but the point of this is to make you think beyond the obvious sales component of the site.

## Write Down Your Goals

I hope you will have noticed that so far I have not actually told you even to open Google Analytics yet. This is because the really valuable work is the planning of the setup of your analytics.

Now, open the Spreadsheet that came with this eBook and document your goals in the spreadsheet. For example:

ID	1
Goal Set	Set 1
Goal Name	Subscriber
Goal Type	URL Destination
Goal Attribute	/subscription/thanks/
Goal Value	24
Goal Description	a new subscriber to the plugin

# 13

It should be pretty self-explanatory, but a couple of columns probably need a bit more explanation:

## **Goal Attribute**

In this example the type was the URL destination, so I added the relevant URL, but if you choose Visit Duration, then just type something like:

*Greater than 5 minutes*

Or for Page/Visits

*Greater than 10 pages visited*

Events are a little more complex and we will discuss them in a bit more detail soon, but we are all about keeping it simple right now, so in the spreadsheet just write down what the event would be:

Play the homepage video

## **Goal Description**

Put in a detailed description of the goal, so in 6 months' time when you try and figure out why you set up a specific goal, you will have a paper trail.

## Goal Funnels

Now after raving about goals, you might be surprised to hear me say that you will get more actionable conversion data from funnels when you first get started with analytics, than from the goals themselves. Goals give you the conversion number (a KPI), while funnels show you where you are losing people.

Let's take the classic shopping cart funnel as an example:

View Shopping Cart > Manage Address > Payment Page > Review Order

For each event that you just wrote down, is there funnel that people go through in order to fulfill that goal (goal funnels are not available for events)?

In our case, customers visit our registration page before finally ending up at our thank you page.

In your case it may be that they visit the contact form before ending up on the thank you page.

If you don't have a funnel set up, then for example, you might get 45 goals this month. That might be good or bad, that's up to you. If you had a funnel setup you would be able to see you had 150 people look at the contact form, and 45 of them actually filled in the form. Now you have information that allows you to take action!

Before I get you to write down any funnels, remember that the funnels you define only appear in the Funnel Visualization report. To illustrate what I mean here is a mistake we made when we first started out.

# 15

You have an email list which gives away a free eBook. You also sell a product. What you want to know is how many people who bought your product originally came from the free eBook. So you set up a funnel which has a required step of visiting the thank you page for the free eBook, before you buy the product. You think everyone in goal has come from your free eBook.

This is incorrect.

A goal is attributed to the last action. Therefore if the person who signs up for a free eBook goes and reads it and comes back to your site 1 week later, because the goal is assigned to the last interaction, it will not include the visit to the thank you page you specified in your funnel.

So the solution to this problem is proper campaign tagging which we'll discuss later, and multi-channel funnels.

Let's not get bogged down with what this right now though.

Please open up the spreadsheet on the Goal Funnels sheet. For each goal, the name and ID should be pre-populated from the first sheet. If you think it is applicable, write down what you think the goal funnel should be.

Here is an example:

# 16

ID	1
Goal Set	Set 1
Goal Name	Subscriber
Step 1 URL	/subscription/cb-register/
Step 1 Name	Register
Step 1 Required	Yes

This is actually quite simple. Go to the goals section and fill in the information you just wrote down. Google has some [good documentation](#) on exactly what each of these fields mean. If you're not sure refer to it.

OK, at this stage you now have a list of goals and hopefully some funnel data. Next up is events.

## Events

As mentioned before, events do not have to be goals. With just a little bit of JavaScript you can start tracking things which are not part of the standard Google Analytics install.

Consider this: I bet you devote a large amount of real estate on your web pages to include social media buttons in the hope that people share your content. Are you visitors actually using them? Event tracking will allow you to find out.

At this stage you may be saying, “I can just go to the web page and see for myself how often my latest blog post has been retweeted”. This is true, but one thing I learnt a long time ago is that the moment you have to check in more than 1 area to collate your stats and measure your performance, is the moment when you have a broken system. You simply will not do it, and as a consequence, you will not be able to learn from it.

Think about it, have you ever gone to Vimeo to look for the views of your expensive introduction video, and tried to equate that with the number of visits you have? You could but I doubt you ever will, and I am sure you will never consistently do it in the future. Hence the reason why I believe event tracking is important.

A few examples of events could be:

- External Links
- Signups / Logins
- Video Plays
- Social Sharing buttons

# 18

Events can be a bit more complicated to set up, but that should not stop you from wanting to track them. An example of how to track an event would look something like this:

```
_trackEvent(category, action, opt_label, opt_value, opt_noninteraction)
```

```
<a href="/wp-content/uploads/ebook.pdf" onClick="_gaq.push(['_trackEvent', 'ebooks',  
'download', 'Better WordPress For Clients', 2, true]);" target="_blank">Download this  
great eBook</a>
```

It's made up of these 5 elements:

Category	ebooks
Action	download
Label	better wordpress for clients (name of book)
Value	2
Non-interaction setting	TRUE (I don't want this to affect my bounce rate)

As you can see, with the exception of the last one, it is pretty easy to get the hang of.

In your spreadsheet we have a sheet on Event Tracking, please enter your information in there. We have used one of those fancy formulas so it will output the JavaScript line for you. Just remember to double check that Microsoft does not mess up the " and ' in the outputted line.

## Campaign Tagging

A friend of mine proudly told me about his new 30 email auto responder that he had written and how since implementing it sales had gone up. The obvious question was, how many sales can you attribute to the emails then? The not so obvious answer was that he could work it out by going through his Aweber stats and working out which people had changed from his free eBook list to his paid customer list.

So I explained campaign tagging to him.

If you have any marketing campaigns running, like in this case an email newsletter you send out to your clients, you want to make sure that it is tagged properly so that you can understand the value of the campaign.

You are probably aware of the official [Google URL Builder](#), which is where people normally start. This works fine, but you really need to keep your URLs in one place so you can refer to them later.

[Justin Cutroni](#), who we interviewed for our podcast [CommPress](#), put together a really handy spreadsheet in 2006 which allows you to keep all your campaign tagging in one place, and we have incorporated this into the spreadsheet you are using.

This allows you to keep all your campaigns in one central place. To give you a quick overview of what the columns mean:

Campaign Name	product, promo code, slogan
Campaign Medium	cpc, banner, email
Campaign Source	google, citysearch, newsletter4
Campaign Content	text-version, image-version (used to differentiate ads)
Campaign Term	jeans, shirts, shows (identify paid keywords)

The last 2, campaign content and campaign term, are optional. In the spreadsheet, if you don't want to use them, then just type '-' in the field.

Placing everything in one spreadsheet has one massive advantage. Consistency. If you have one central place you will find some campaigns tagged with Email, others with e-mail and others with email. This is where things get messy. Tip: always use lowercase.

Go through every campaign you have that drives traffic to your site that you want to track and start entering them into your spreadsheet. For example this link in this eBook would be:

[http://www.videousermanuals.com/blog/commpress/an-interview-with-justin-cutroni/?utm\\_campaign=google-analytics&utm\\_medium=ebook&utm\\_source=right-from-start](http://www.videousermanuals.com/blog/commpress/an-interview-with-justin-cutroni/?utm_campaign=google-analytics&utm_medium=ebook&utm_source=right-from-start)

Campaign Name	google-analytics
Campaign Medium	ebook
Campaign Source	right-from-start

# 21

In the future when you have new campaigns, make sure you document all the links in the same spreadsheet. It will make your life a lot easier.

If you have AdWords running, make sure you tick auto tagging and Google will take care of this for you.

## Value Your Time

So far we have been focused on the spreadsheet without actually entering any information into Google. The reason is that this spreadsheet should become your analytics starting point for all new projects. This is the sort of thing you can't outsource.

To summarize what you have done so far:

- You have outlined your business objectives
- You have put together a list of all your goals which meet those business objectives
- You have thought about goal funnels and whether they are applicable to those objectives
- You have listed the events you want to track and wondered why you did not think of this before
- You now have one place for all your campaign tracking, and you promised yourself to keep it updated in the future.

Now this is the point where you either implement it yourself, or you hand the spreadsheet over to someone and pay them to do it for you. It's up to you.

There are hundreds of great blog posts out there about how to implement these things and you could spend hours trawling through them trying to figure it out yourself, but ask yourself what is the more valuable use of your time?

In my opinion a far better use of your time is trawling over your Google Analytics reports, so you can make better informed decisions about your business's future.

## Don't Forget To...

If you have gone down the path of setting everything up yourself, don't forget to do the following things straight away.

### Link Webmaster Tools For The SEO Reports

In order to view the Search Engine Optimization reports in Traffic Sources you need to have linked the Google Analytics account with Webmaster Tools. Take the time to do this step, because it gives you access to some really valuable information.

A couple of things to note with the Query Reports. The average position is not actually the rank in the search results, it's actually the [position on the page](#). So, if you are looking at your brand name and see that you average position is 2.6, this is the reason why. It also shows you the click through rate for your landing pages.

Follow these steps:

<http://www.marketingsutra.com/blog/seo-data-google-analytics/>

### Linking Your AdWords

Linking your AdWords account to your analytics should be at the top of your list. Follow these steps:

<http://support.google.com/adwords/answer/1704341?hl=en-AU>

### Linking Your AdSense

If you are using AdSense, then you should make sure you link the account. Follow these steps:

<http://support.google.com/adsense/bin/answer.py?hl=en&answer=2495976>

## Time Zones and Time Lag

To avoid confusion with your account make sure you set up your time zone correctly. You can view your time zone by going to the Admin > Profile > Profile Settings. You can also change your currency there as well.

<http://yourbusiness.azcentral.com/change-time-zone-google-analytics-20006.html>

There is a time lag with your data in Google Analytics, even though there now is a real time report available. The time lag is about 2 hours, however some data for some reports can take 24 hours. Thus, wait a bit before jumping to the conclusion that the data is inaccurate.

## Annotations

Using annotations in your Google Analytics is crucial for making sense of historic data, so get into the habit of using them straight away. They are pretty self-explanatory, but read this if this is new to you:

<http://www.techwyse.com/blog/website-analytics/using-annotations-in-google-analytics/>

Any new marketing campaign, feature or mistake should be noted in an analytics annotation.



## **Add Analytics To Your Browser Toolbar**

This may sound like an insignificant tip, but I promise you it revolutionized our business. One day I simply decided that I should be checking analytics more often. I was lazy; the thought of searching of Google for analytics, then logging in, then searching for our website just seemed like too many clicks. So added the videousermanuals.com account straight onto the toolbar, so it was 1 click away. It's the best thing I ever did.

## What Am I Looking For?

You have followed all the steps so far, and you are looking at analytics in a fresh light, but you have that familiar sinking feeling in the stomach again. You are staring at the same old graphs and reports.

### What Now?

See if you can answer this question.

*What is it you are looking for in your analytics?*

If you are looking for how many visits you get to your site: it's 15,000, so what?

If you want to see a report that shows you how many visits you got compared to last month: you gained 2000 visitors, so what?

If you don't know what you are looking FOR, then whichever report you are looking AT, you will be trying to interpret it in order to give you something interesting to justify the time you're spending looking at your analytics.

You are trying to use the answers to figure out the question. In what other situation would you do that in your business?

So, in order for analytics to give you something actionable, think again about what it is you want to know.

If your mind is still blank, I actually recommend you focus on the negatives to begin with as these are the easiest to get your head around and are most actionable.

For example:

*Which marketing campaign is under-performing the most?*

*Which pages on my site are preventing goal completions?*

*Which keywords convert well, but I rank poorly for?*

*What are my most popular internal searches and do I have pages which satisfy those searches?*

*Is my site slow?*

*Am I getting many 404 errors?*

*Should I bother building a mobile version of the site?*

*How many people are actually reading my blog posts? (You might not like the answer to this)*

At this point open up the spreadsheet and go to the sheet called actionable questions and start entering everything and anything that pops into your mind. You will probably focus initially on Yes/No questions, but something is better than nothing.

The point is to ask a question, where the answer will allow you to reevaluate your current website strategy.

I am sure you have a gut feeling of where your website is under-performing. Add these things to the list. They will allow you to start to think about what it is you need to measure in order to prove if you were right.

Hopefully this has sparked a couple of new ideas about what it is you want to measure. If you are still struggling then sometimes it helps to get a bit granular. Let's take the homepage for example, as this is probably your most popular page. Think about what its purpose is, and all that time you spent worrying over the copy, and getting that perfect image in the big slider. Ask some simple questions:

*What is the bounce rate?*

*Where is the traffic coming from?*

*Do certain keywords have higher time on page than others?*

*Do certain keywords have a higher bounce rate than others?*

*Do people actually scroll down on the homepage?*

*What is the most popular path away from the homepage?*

*Where does the direct traffic I am getting to the site actually go to?*

*Does anyone actually use the slider on the homepage?*

*Does anyone use the like/tweet buttons on the homepage?*

*Are people using the footer to navigate the site? Does that mean my main navigation is wrong?*

*Which section of the homepage gets no clicks?*

*If you have 3 buy now buttons, which one gets used the most?*

*How long do you want people to stay on the homepage?*

*Are people using the search box on the homepage? If so where are they going?*

*Are people who visit the homepage more likely to convert?*

The list could go on and on.

## Custom Alerts - Plan For The Unplanned

If you are struggling with the last question, then custom intelligence alerts can become your new best friend.

The beauty of intelligence alerts is that unlike goals, you can receive an email when something significant happens on your site. We all live in a busy world and probably don't have an hour every day to devote to our analytics, but that does not mean we are not interested in what's going on with the site. Alerts keep us aware of the things we absolutely need to know about. You can even get a text message to your mobile now, which is pretty cool.

However, you need to define what you think is significant.

Analytics actually has a bunch of alerts built in, but the irony is that you will not actually receive an email for these alerts. You can only see them when you are logged in.

Therefore I recommend setting up some alerts yourself, right when you first setup analytics.

Sticking with the negative theme (just because it's easier), let's consider the sort of things we will want an alert for:

Significant Traffic Drops - it's up to you to define what's significant. For me it's a 50% drop in visits compared to last week. For you it might be different.

Significant Drop in Goal Completions - If your sites are not making you money, you don't want to wait until you do the accounts to find out!

Significant Drop in Google Referrals - If Google changes its algorithm, and you get affected by it, this is something you are going to want to know.

Setting up a custom alert is very simple.

Click on Intelligent Events > Overview and then click on Custom Alerts:

**Intelligence Events Overview** Mar 29, 2013 - Apr 28, 2013

Automatic Alerts **Custom Alerts**

	Metric	Segment	Period	Date	Change	Importance ↓	
1.	Goal Conversion Rate	Source: yahoo	Daily	Apr 18, 2013	>500%	<span style="color: green;">■</span>	<a href="#">Details</a>
2.	Visits	Country / Territory: United States	Weekly	Mar 24, 2013 - Mar 30, 2013	87%	<span style="color: green;">■</span>	<a href="#">Details</a>
3.	Pageviews	Source: bing	Daily	Apr 23, 2013	136%	<span style="color: green;">■</span>	<a href="#">Details</a>
4.	Avg. Visit Duration	Keyword: (not provided)	Weekly	Apr 21, 2013 - Apr 27, 2013	111%	<span style="color: green;">■</span>	<a href="#">Details</a>
5.	Avg. Visit Duration	Country / Territory: Australia, Region: New South Wales	Daily	Apr 14, 2013	195%	<span style="color: green;">■</span>	<a href="#">Details</a>
6.	Avg. Visit Duration	Country / Territory: Australia, Region: Victoria	Weekly	Mar 31, 2013 - Apr 6, 2013	54%	<span style="color: green;">■</span>	<a href="#">Details</a>
7.	Avg. Visit Duration	Source: yahoo	Daily	Apr 26, 2013	160%	<span style="color: green;">■</span>	<a href="#">Details</a>
8.	Avg. Visit Duration	Country / Territory: Australia, Region: Victoria	Daily	Apr 1, 2013	192%	<span style="color: green;">■</span>	<a href="#">Details</a>
9.	Bounce Rate	Country / Territory: Australia, Region: New South Wales	Daily	Apr 22, 2013	397%	<span style="color: red;">■</span>	<a href="#">Details</a>
10.	Pageviews	Country / Territory: United States	Weekly	Mar 24, 2013 - Mar 30, 2013	72%	<span style="color: green;">■</span>	<a href="#">Details</a>

Show rows: 10 Go to: 1 1 - 10 of 81

Clicking **Manage Custom Alerts** will allow you to create a new alert. Taking the Significant Drop in Google Alerts as an example, fill in the details as follows:

Assets Users Goals Filters Profile Settings

Asset > Custom Alerts >  
Create an Alert

Alert name: Significant Traffic Drop **1**

Apply to: www.newbornbaby.com.au

Period: Week **2**

Send me an email when this alert triggers. Also include brian **3**

[Setup your mobile phone](#) to receive a text message about Intelligence Alerts

**Alert Conditions**

This applies to  
All Traffic **4**

Alert me when  
Visits

Condition  
% decreases by more than

Value  
50 %

Compared to  
Previous week

Save Alert Cancel

1. Alert Name
2. Period - In this case, day would be sensitive as the weekends always have a sharp drop in traffic
3. Set yourself up to be emailed
4. The Alert condition applies to **All Traffic**. I want an alert when **Visits** decrease by 50% on the previous week.

It a simple concept to understand, but a very powerful one. Particularly if you run more than 1 site.

Now don't just focus on negatives. After you are confident that you know how the custom alerts work, you can start to set up some targets. For example, for one of our sites, we set up alerts for things like:

1000 visits per day  
12,000 visits in a month  
15,000 visits in a month  
20,000 visits in a month

It was really exciting when we got those emails and a new target had been achieved. It really motivated everyone.

For each alert you receive through your email, your first question should be why did that happen? You got a 50% spike in traffic. You look at your analytics and see that it was because a blog post you wrote was featured by a larger site. What now? Well, I am not going to tell you how to run your business and what you should do next, but you will have learnt 3 things from this eBook.

- A. You will have received an alert in a timely fashion which would allow you to be proactive rather than reactive.
- B. That blip on your visitors graph will no longer remain a mystery!
- C. Your goals would be set up so you can measure the quality of that traffic. 5,000 extra visitors are useless unless they convert into customers.

## **If You Are A Web Developer**

Being a successful web developer is all about positioning. How can you separate yourself from the millions of other web developers out there? One thing that you can do is demonstrate that you know about and understand your clients business.

So when you set up your clients analytics, make sure you add in some custom alerts, so you get notified of significant changes in their traffic.

# 33

Dropping the client an email about a spike in their traffic will allow you to begin that conversation about the next round of changes that should be done to the website.

Or, point out that a marketing source is performing particularly badly and recommend some other opportunities.

You competitors are not doing this, I guarantee it.

## Custom Dashboards and Reports

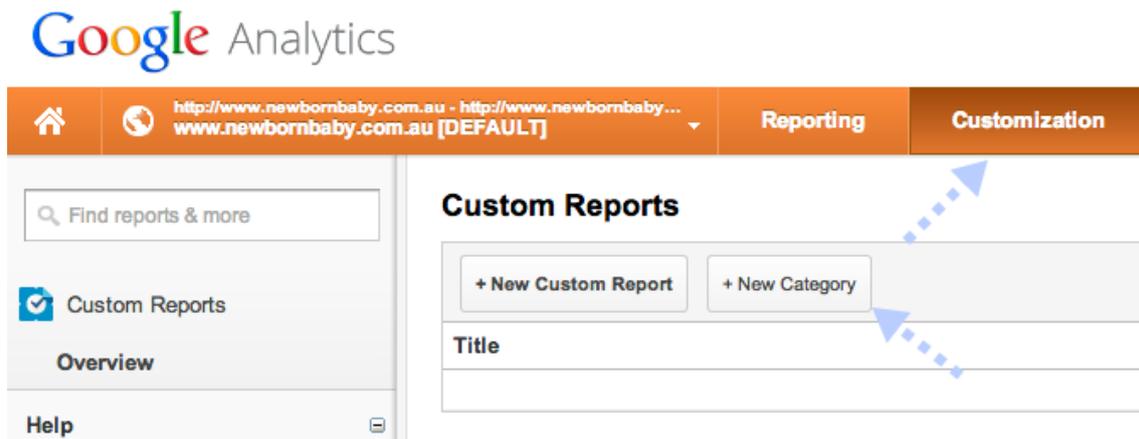
So if at this point you are hoping that I will go through and explain each and every section on the left hand menu of Google Analytics, then you are going to be disappointed. That is way beyond the scope of this eBook.

What we are going to take a look at though are, some of my favorite custom dashboards and reports. These are amazingly easy to setup, and if you have never done this before it will blow you away.

### Customization?

In Google Analytics you can create your own reports, which allow you get very quick answers to some of the questions you originally asked in your spreadsheet.

You can create your own reports by clicking on the Customization tab in the main menu and then if you want, either create a new report or a new category:



When you discover how great this is, you are going to be playing with it a lot, so I would recommend learning how to place the reports into categories right from the beginning, as it makes housekeeping a lot simpler in the future.

I would recommend for now that you just create a category called Google Analyticator, and store the reports we are about to discuss there, until you decide which reports are most relevant to your business.

## Custom Reports

+ New Custom Report		+ New Category	
Title		Creation Date	
☰ Google Analyticator			Actions ▾
☰ SEO Performance		Apr 28, 2013	Actions ▾

You can click on the New Custom Report and you will be presented with a list of options. I could go through these now, but you will find it a lot easier if you look at a pre-built report and see how that is set up. It's not rocket science, but it can be a bit tricky to begin with.

Let's get started with some reports. Before doing anything though make sure you are logged into your Google account first, as you need to be in order to access the reports.

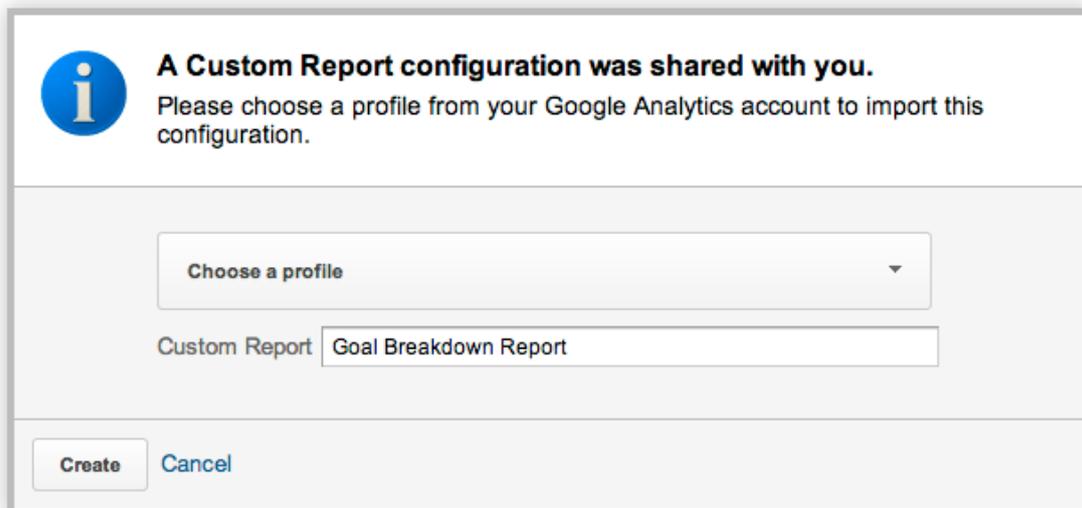
## Goal Breakdown Report

Author: [Dinkum Interactive](#)

This report is great to give you a quick overview of which of your marketing mediums is actually providing you with the best goal conversion.

To install the report click [here](#).

This should open up a window like this:



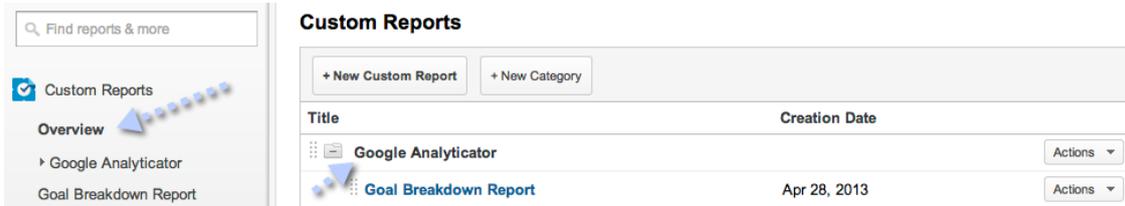
The screenshot shows a dialog box with a blue information icon on the left. The main heading reads "A Custom Report configuration was shared with you." Below this, the text says "Please choose a profile from your Google Analytics account to import this configuration." There is a dropdown menu labeled "Choose a profile" with a downward arrow. Below the dropdown is a text input field labeled "Custom Report" containing the text "Goal Breakdown Report". At the bottom left, there are two buttons: "Create" and "Cancel".

Choose your profile from the dropdown, and click create. This will now add this report to your profile and it will be accessible in the future, by clicking on Customization in the main menu.

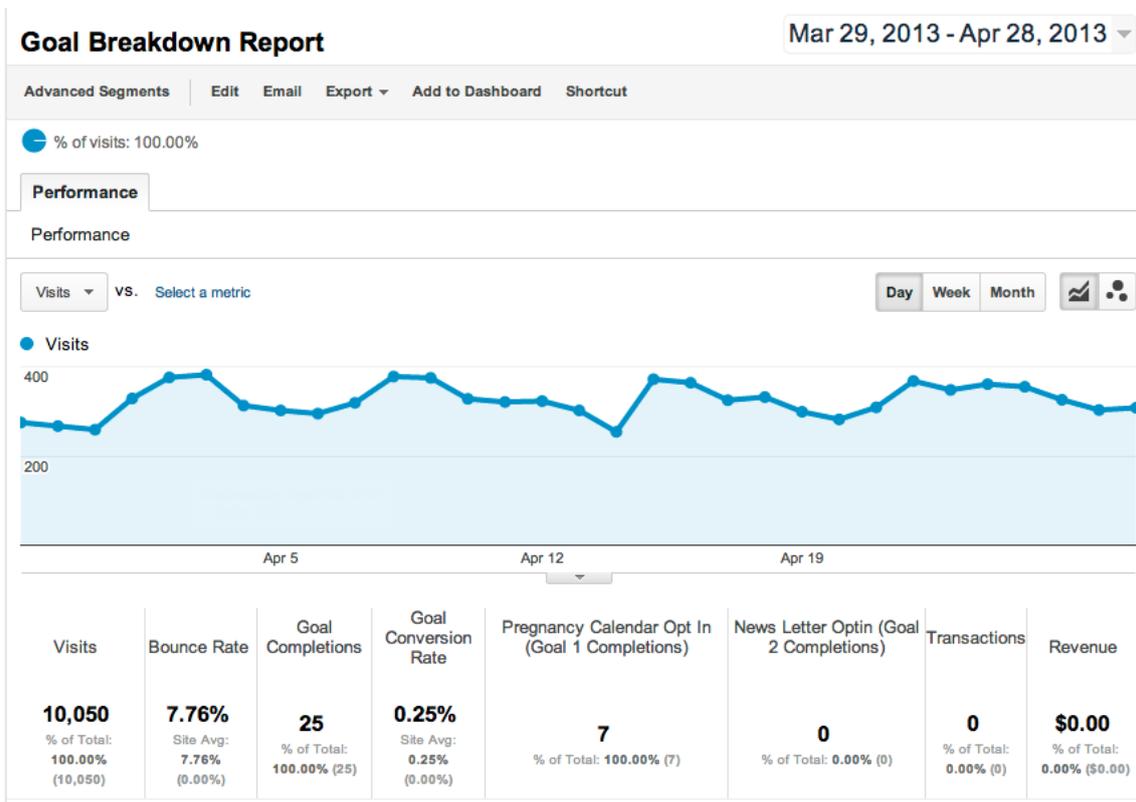
Before we discuss the report, let's get into the habit of putting these reports into the correct category. Trust me, you will thank me later for this.

# 37

In your left hand sidebar, click on the Overview link to get back to the Customization Overview page that you were on before. Then simply drag the Goal Breakdown Report into the Google Analyticator folder. It should look like this:



When you click on the report you will see something like this:



Why is this useful?

Well, it gives you a nice overview of how all your marketing sources are performing in relation to your goals. Things like Visits, Bounce Rate, Goal Completions, and Goal

# 38

Conversion Rates will be interesting to everyone. Transactions and Revenue might not be interesting to you, but don't worry about that for now.

As with most Google analytics reports, the real value is in the table.

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Visits ↓	Bounce Rate	Goal Completions	Goal Conversion Rate	Pregnancy Calendar Opt In (Goal 1 Completions)	News Letter Optin (Goal 2 Completions)	Transactions	Revenue
1. google / organic	3,509	3.93%	6	0.17%	1	0	0	\$0.00
2. (direct) / (none)	3,383	15.25%	3	0.09%	0	0	0	\$0.00
3. yahoo / organic	1,587	2.52%	3	0.19%	2	0	0	\$0.00
4. bing / organic	901	4.55%	10	1.11%	3	0	0	\$0.00
5. google.com.au / referral	171	3.51%	0	0.00%	0	0	0	\$0.00
6. entrepadres.com / referral	62	4.84%	0	0.00%	0	0	0	\$0.00
7. delta-search.com / referral	50	6.00%	0	0.00%	0	0	0	\$0.00
8. google.com / referral	32	15.62%	0	0.00%	0	0	0	\$0.00
9. newbornbaby.com.au / referral	32	28.12%	0	0.00%	0	0	0	\$0.00
10. ezinearticles.com / referral	27	3.70%	0	0.00%	0	0	0	\$0.00

It shows each of your marketing sources next to each other, which is really nice. Just looking at this table, I can see that Bing is providing the best Goal Conversion Rate which is interesting. The reason why I really like this report is at this moment my next question will be, I wonder what keywords are driving the traffic on Bing. This report gives me that answer. I don't have to change menus like I would have to with the standard reports (which usually leads you down a rabbit hole where you forget what you originally came for).

If you wanted to quickly look at how your different AdWords campaigns are performing, you can. Simply click on the "google / cpc", and you will be able to delve straight into it.

This should help you to work more efficiently.

# 39

The report has been set up so you can drilldown dimensions just by clicking on the Source / Medium you are interested in. It works in this order:



This means you can easily dig down to see your campaign, ad group and keyword.

In our case we are interested in the keywords. All I need to do is click on “bing / organic”, which will drilldown the Campaign. In this case there is actually no Campaign or Ad Group, so you will see something like this:

Campaign

1. (not set)

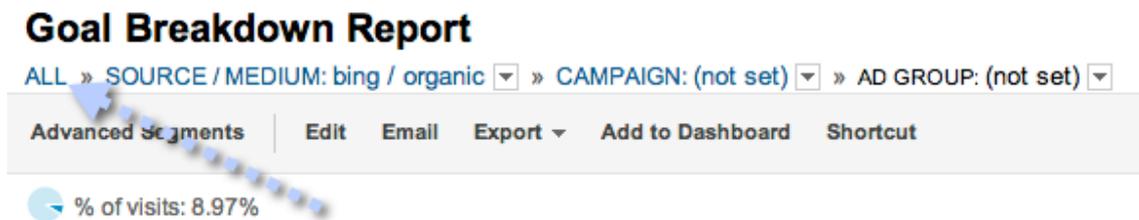
Just keep on clicking on (not set), and you will get to the last dimension which are the keywords:

<input type="checkbox"/> Keyword	Visits ↓	Bounce Rate	Goal Completions	Goal Conversion Rate	Pregnancy Calendar Opt In (Goal 1 Completions)	News Letter Optin (Goal 2 Completions)	Transactions	Revenue
<input type="checkbox"/> 1. newborn baby	18	11.11%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 2. baby constipation treatment	8	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 3. conception calculator	8	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 4. constipation in babies	8	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 5. fertility calculator	8	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 6. unusual baby names	8	12.50%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 7. baby constipation	7	14.29%	1	14.29%	0	0	0	\$0.00
<input type="checkbox"/> 8. blighted ovum	7	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 9. pregnancy week by week	7	0.00%	0	0.00%	0	0	0	\$0.00
<input type="checkbox"/> 10. thrush in newborns	7	14.29%	0	0.00%	0	0	0	\$0.00

# 40

It will be ordered by default for Visits, but simply by clicking on Goal Completions, it will reorder the table and I can see which keywords are the source of Goal Completions.

If you want to get back to the start of the report, simply click ALL in the navigation. This works the same for all custom reports:



So at this stage you are probably saying, “This is great (and really simple to setup, I had no idea), but those are not the goals I am most interested in”. Don’t worry - you can edit the report. Notice the edit link in the above screenshot? Click on it.

Now you may not be confident about getting in there and starting to change things around, but I would recommend that is exactly what you do.

It will show you something like this:

## Edit Custom Report

### General Information

Title

### Report Content

**Performance** × [+ add report tab](#)

Name

[Duplicate this tab](#)

Type **Explorer** Flat Table Map Overlay

Metric Groups

<input type="text" value="Visits"/>	<input type="text" value="Bounce Rate"/>
<input type="text" value="Goal Completions"/>	<input type="text" value="Goal Conversion Rate"/>
<input type="text" value="Pregnancy Calendar Opt ..."/>	<input type="text" value="News Letter Optin (Goal ..."/>
<input type="text" value="Transactions"/>	<input type="text" value="Revenue"/>

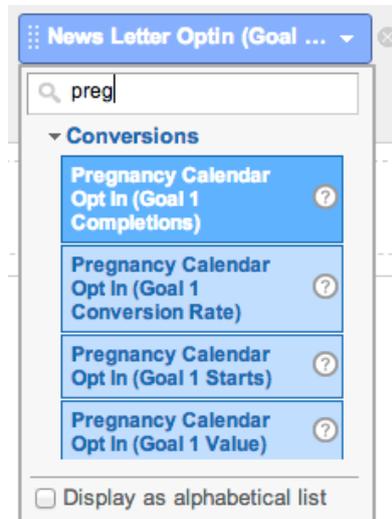
[+ add metric](#)

[+ Add metric group](#)

### Dimension Drilldowns

[+ add dimension](#)

If you want to change your goals, the bit you are interested is in changing the Metric Groups. You can simply click the x icon to remove the metric, or you can edit it directly by clicking on the dropdown arrow. It is a lot simpler to do a text search for your goal (otherwise it involves a lot of scrolling!). Simply type the name of your goal in and it will automatically filter your available options:



Select the goal you want, and to keep it consistent, make sure you select the Goal Completions for that particular goal.

When you are happy with your changes just click the save button, and you will be able to view your report.

## Actionable Questions This Report Answers

I realize that you might be left feeling that I have just given you yet another report in Google Analytics that you are going to struggle to understand. What I want you to do though is think about the list of actionable questions you came up with, and whether this report helps to answer any of those questions. Here are a few possible examples:

- Which source has the biggest bounce rate?
- Which source is providing the lowest conversion rate?
- Which email is providing the best conversion rate?
- Which keyword is providing me the best conversion rate? Where do I rank for it?

# 43

- Which AdWords campaign is providing me the best conversion rate?
- Which keyword has the highest bounce rate?
- Is Facebook traffic converting to sales?

etc.

You should have answered at least one of your actionable questions.

It's up to you what action you actually take.

# Page Efficiency Analysis Report

Author: [Avinash Kaushik](#)

A question I first asked when I looked into our analytics was “Which pages are performing well, and which aren’t?” At the time I could not really define what I meant by “well”.

What I was trying to find out was whether my content - which we were spending many hours lovingly crafting was actually “engaging” and causing visitors to read more, and buy our product. But I had no concept of how to begin to visualize that in Google Analytics. This report goes a long way towards explaining some of those things.

To install the report click [here](#).

<input type="checkbox"/>	Page Title	Unique Pageviews ↓	Pageviews	Entrances / Pageviews	Bounce Rate	Avg. Time on Page	Page Value
<input type="checkbox"/>	1. <a href="#">Conceive A Girl   Increase Your Chances   NewbornBaby.com.au</a>	1,180	2,566	41.47%	4.70%	00:01:34	\$0.00
<input type="checkbox"/>	2. <a href="#">Ovulation Calculator   Ovulation Calendar   NewbornBaby.com.au</a>	941	2,218	9.20%	2.45%	00:00:34	\$0.00
<input type="checkbox"/>	3. <a href="#">Baby Constipation Signs &amp; Cures   NewbornBaby.com.au</a>	783	1,613	46.31%	4.28%	00:00:37	\$0.00
<input type="checkbox"/>	4. <a href="#">Conceive A Boy - Increase Your Chances   NewbornBaby.com.au</a>	680	1,583	37.08%	3.58%	00:01:22	\$0.00
<input type="checkbox"/>	5. <a href="#">Oral Thrush in Newborns – Causes, Symptoms and Treatment   NewbornBaby.com.au</a>	616	1,296	43.90%	4.92%	00:00:35	\$0.00
<input type="checkbox"/>	6. <a href="#">Chinese Gender Calendar Chart – Complete Guide   NewbornBaby.com.au</a>	570	1,177	5.69%	4.48%	00:01:05	\$0.00

The **Entrance / Pageviews** shows me how often this is a landing page for the site, which means the page is essentially acting as a homepage to these new visitors. I am very interested to know whether the visitor is engaged by the site, hence the **Bounce Rate** and the **Avg. Time on Page** are very useful metrics to know.

For example I have spent 5 hours researching and writing a new blog post, I want to know if all that effort has been worthwhile. Worth can actually be given a \$ value by

# 45

using the **Page Value**. Google does a great job of explaining exactly how this is measured so I will leave it to [them](#).

Did that blog post actually contribute to creating revenue for the site? Now you know.

The **Unique Pageviews** and **Pageviews** can be thought of as **Unique Visitors** and **Visits** for that particular page. Sometimes you just want to know how many people read your article, and **Unique Pageviews** gives you that number.

Like the previous report, you can drilldown to:



There are a couple of really nice features of this report which are not so obvious. The one I love is easily comparing metrics for the individual pages.

You may not have used it before but on most reports there are a series of icons to the right of the search box:



The fourth icon is comparison. If you click it and change the dropdowns to be **Unique Pageviews** and **Avg. Time on Page** you get a beautiful little chart where you can clearly see how your pages are performing compared to each other:

Primary Dimension: Page Title

Secondary dimension: [v] Sort Type: Default [v]

advanced [grid] [refresh] [filter] [list]

Page Title	Unique Pageviews		Avg. Time on Page (compared to site average)
1. Conceive A Girl   Increase Your Chances   NewbornBaby.com.au	1,180		93.35%
2. Ovulation Calculator   Ovulation Calendar   NewbornBaby.com.au	941	-29.43%	
3. Baby Constipation Signs & Cures   NewbornBaby.com.au	783	-24.11%	
4. Conceive A Boy - Increase Your Chances   NewbornBaby.com.au	680		70.02%
5. Oral Thrush in Newborns – Causes, Symptoms and Treatment   NewbornBaby.com.au	616	-27.10%	

There is also a **Page Technical Efficiency** report which will show you the **Avg. Page Load Time (sec)**, which you can drilldown by country.



So next time you release a new piece of content, this report will actually give you data on whether all that work you put in was actually worthwhile. Sometimes, spending hours looking through istockphotos.com for that perfect image is not quite worth the effort you thought it would be.

## Actionable Questions This Report Answers

You should know how this works by now. Go and take a look at your actionable questions and see if this report gives you any answers. For example:

- Which piece of content has the highest page value?
- Which page has a high number of page views, but a low number of entrance views?
- Which pages have a very low time on site?

# SEO Reporting

Author: [James Gurd](#)

I am sure that as a small business owner you are aware of the importance of SEO, so I will not waste your time by explaining why you should be checking a report like this regularly.

If you're thinking I don't need this, as my SEO sends me a ranking report each month, please take 5 minutes to take a look. You will probably be surprised at the results. Moving up 2 positions in Google's rankings is a "good" thing, but just how "good" is it?

To install the report click [here](#).



There are some really nice features of this report. The first thing to note is that it has been setup to include only the **Medium of Organic**, and to exclude (**not provided**) from the report.

There are endless discussions about **not provided** keywords on the web, so if you are unsure what this is, a quick Google search will fill you in on the history and details. Essentially it offers you no value in these reports, and it confuses your clients, so it is excluded.

The **Overview - Drilldown** is quite self-explanatory and really focuses on **Entrances**, which is the number of times visitors entered your site through a specific keyword. Look at the **Goal Conversion Rate** for each of the keywords; what can you learn from that? Are there any great surprises?

Explore the different tabs:



The Landing Page report consists of both **On Page Analysis** and **Conversion Analysis**. I really like having the conversion analysis for the landing pages. You put so much effort into making a landing page rank in Google, but you very rarely take that next step to see what the **Bounce Rate** and the **Average Visit Duration** are. Just because it ranks well does not mean your job is complete. The same goes for both the Keywords and the Ecommerce reports. It's great having, this all in one place.

## Actionable Questions This Report Answers

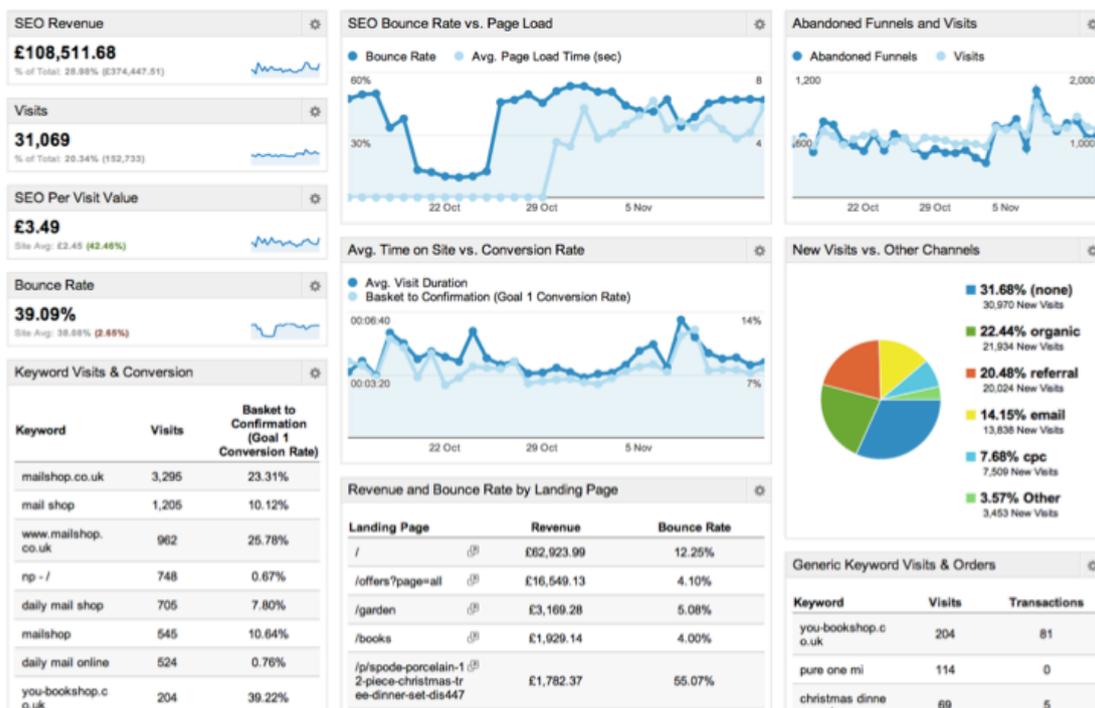
- Which landing pages have the lowest goal conversion rates?
- Which keywords have the highest goal conversion rates?
- Which keyword has the highest bounce rate?

# SEO Dashboard

Author: [Smarter Insights](#)

If you are more of a visual person, and want to get a quick but interesting overview of how your SEO campaigns are performing, then Smarter Insights have a great [article](#) about SEO and analytics which I recommend you read. They include this beautiful dashboard, which I always learn something from.

To install the dashboard click [here](#).



Please note that this is a dashboard, not a custom report. You can access it through the left hand sidebar in the My Stuff > Dashboards section.

# 50

I will not list everything on the dashboard (there are 12 different panels), but I do think it is worth discussing how some of metrics are produced. If you put your mouse over SEO Revenue, click on the edit icon which appears.

The screenshot shows the 'Widget Settings' dialog for a widget titled 'SEO Revenue'. The dialog is organized into several sections:

- Widget title:** A text input field containing 'SEO Revenue'.
- Standard:** A row of six buttons: '2.1 METRIC', 'TIMELINE' (with a line graph icon), 'GEOMAP' (with a map icon), 'TABLE' (with a table icon), 'PIE' (with a pie chart icon), and 'BAR' (with a bar chart icon).
- Real-time:** A row of four buttons: '2.1 COUNTER', 'TIMELINE' (with a line graph icon), 'GEOMAP' (with a map icon), and 'TABLE' (with a table icon).
- Show the following metric:** A dropdown menu currently set to 'Revenue'.
- Filter this data:** A section with three filters: 'Only show' (dropdown set to 'Medium'), 'Exactly matching' (dropdown), and a text input field containing 'organic'. A blue dashed arrow points from the 'organic' input field to the 'TIMELINE' button in the 'Real-time' section.
- Link to Report or URL:** A text input field with a small icon to its right.
- Buttons:** 'Save', 'Cancel', and 'Delete widget' (in blue text).

As you can see, it is filtering the data by the **Medium** which matches organic (so not just Google, but also Bing, Yahoo, etc.). Hopefully you will notice how simple these things are to set up once you have a list of actionable questions you need answered.

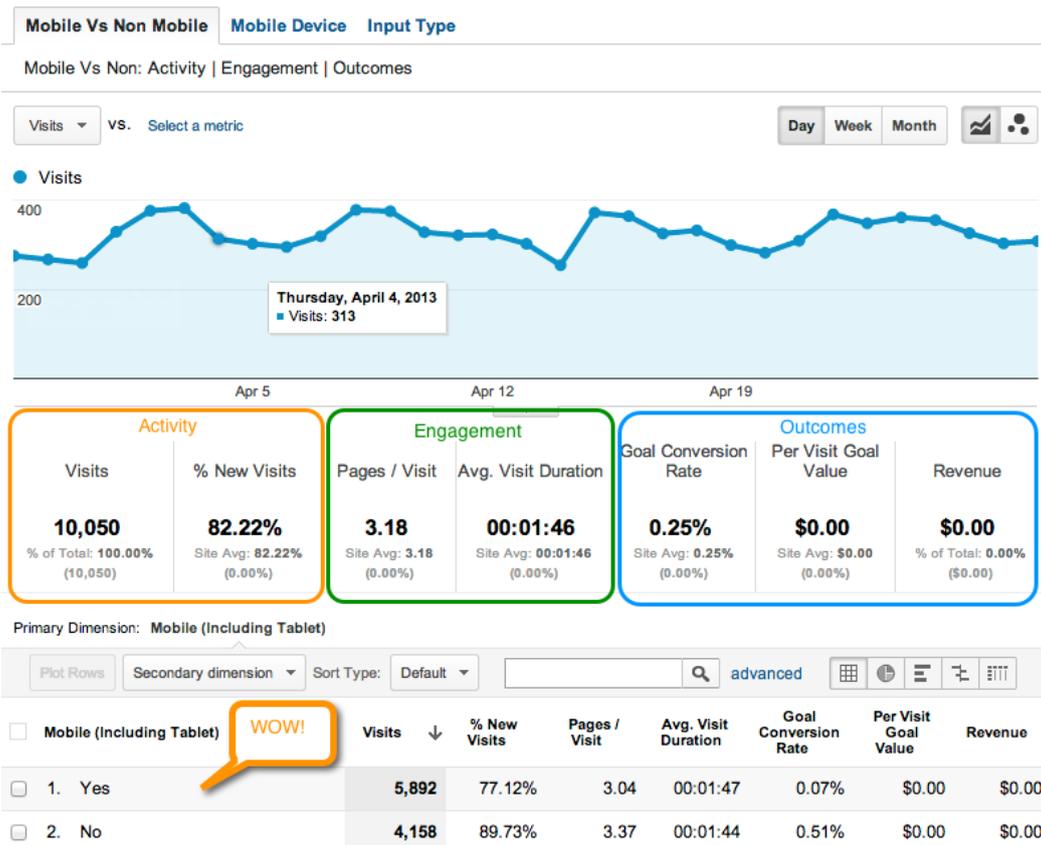
In the **Avg. Time on Site vs. Conversion Rate**, just edit the panel to show the Goal you are most interested in.

## Should I Go Mobile?

Author: [Lens10.com.au](http://Lens10.com.au)

This is not a report you will visit often, but I think you will find the answers interesting and this report might give you the ammunition you need to justify spending that extra money on a mobile site. The difference between this report and the standard mobile reports is that it takes into account engagement and outcomes.

To install the report click [here](#).



## **Advanced Segments - Find The Real Questions Your Visitors Ask**

Author: [Search Engine People](#)

I am adding this final one it because, if you are still struggling to find actionable questions in your analytics, then I am sure you will at least get something out of this report.

Wouldn't it be great to really get into the mind of your customers and understand what they are looking for? Well, you can by creating an advanced segment which will consist of keywords containing:

- Who
- What
- When
- Where
- Why
- How
- Can
- Will
- ?

This will cover virtually every question someone has thought of.

**Rather than do this manually, click here to [create a new custom segment](#).**

# 53

Select your profile, then in the Assets > Advanced Segment click Save Segment at the bottom (you can test it first if you like).

Include - Keyword Containing How

or

Include - Keyword Containing Can

or

Include - Keyword Containing Will

or

Include - Keyword Containing ?

or

Add 'OR' statement

and

Add 'AND' statement

More Options

Save Segment Test Segment Cancel Delete segment

This will create your advanced segment.

Then click on Customization in the main menu bar, and go to the SEO Report we created earlier. From there click on Advanced Segments and then select Questions, and click apply:

SEO Reporting Mar 29, 2013 - Apr 28, 2013

Advanced Segments Edit Email Export Add to Dashboard Shortcut

Select up to four segments by which to filter your report

**Default Segments**

- All Visits
- New Visitors
- Returning Visitors
- Paid Search Traffic
- Non-paid Search Traffic
- Search Traffic
- Direct Traffic

Apply cancel

**Custom Segments**

- Questions share edit

+ New Custom Segment

# 54

Your keywords report will be a goldmine of questions people are asking to get to your site:

<input type="checkbox"/> Keyword	Entrances ↓	Pages / Visit	Bounce Rate	% Exit	Avg. Time on Page	Avg. Visit Duration
<input type="checkbox"/> 1. <a href="#">how to conceive a boy</a>	127	4.86	1.57%	20.58%	00:01:11	00:04:32
<input type="checkbox"/> 2. <a href="#">how to conceive a girl</a>	93	3.77	3.23%	26.50%	00:01:10	00:03:14
<input type="checkbox"/> 3. <a href="#">how can you conceive a girl</a>	21	2.95	0.00%	33.87%	00:01:38	00:03:11
<input type="checkbox"/> 4. <a href="#">how long does pregnancy take</a>	11	2.00	0.00%	50.00%	00:00:06	00:00:06
<input type="checkbox"/> 5. <a href="#">when to conceive a boy</a>	10	4.40	0.00%	22.73%	00:01:31	00:05:10
<input type="checkbox"/> 6. <a href="#">how to make a nappy wallet</a>	9	3.11	0.00%	32.14%	00:00:43	00:01:31
<input type="checkbox"/> 7. <a href="#">what is lh surge</a>	9	3.78	0.00%	26.47%	00:01:07	00:03:05
<input type="checkbox"/> 8. <a href="#">what to do after positive pregnancy test</a>	9	5.78	0.00%	17.31%	00:00:30	00:02:22
<input type="checkbox"/> 9. <a href="#">why is baby constipated</a>	9	2.33	11.11%	42.86%	00:00:48	00:01:04
<input type="checkbox"/> 10. <a href="#">how to conceive a girl</a>	6	3.83	0.00%	26.09%	00:01:11	00:03:22

## Actionable Questions This Report Answers

- What is the most asked question? Create a blog post about it.
- Take the top 10 and make a frequently asked questions section on your site, or double check that those questions are already in your FAQ.
- Do you actually have good content for those searches? Look at your bounce rate.
- Are you offering all the services your visitors are looking for?
- If the exit rates are high for certain keywords, can you push the visitors to other areas on the site?

## Are You Excited Yet?

If not I at least hope you are intrigued about the possibilities that Google Analytics has to offer you.

If you want to learn how Google Analytics can help take you business to the next level, then take a look at:



- ✓ How to use Google Analytics to improve results
- ✓ Create a data driven fact based market strategy
- ✓ Save time analyzing and more time doing
- ✓ Create focus that produces results
- ✓ Recoup Time, Money & Effort With Google Analytics

[CLICK HERE TO LEARN MORE](#)

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