

847.359.6969



Analytics Presentation

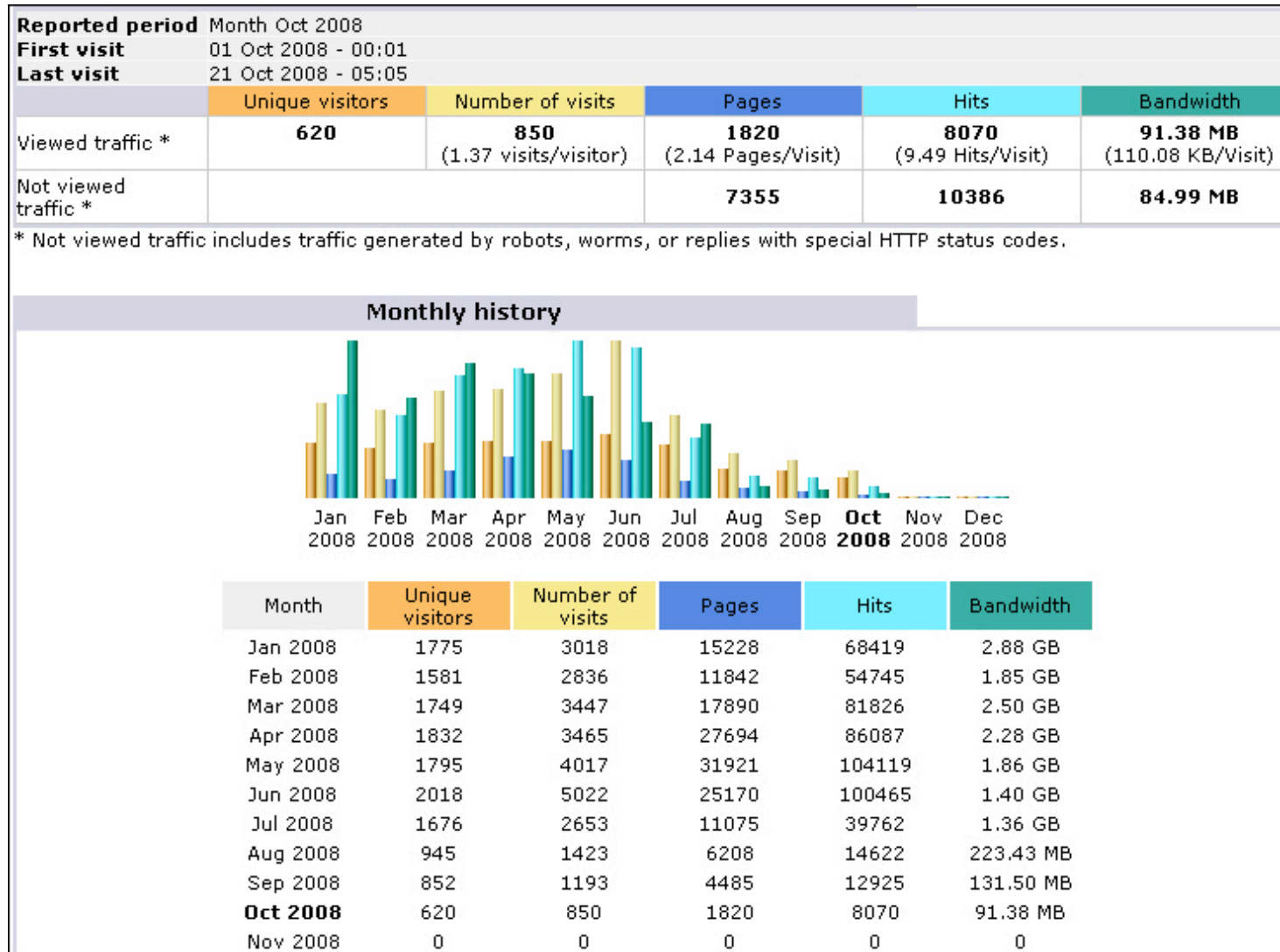


What is Analytics

Software/solution to understand visitor usage of your website.
Reporting who, what, why, where, when and why.

Analytics can be as simple as a solution provided by your
local web hosting vendor.

What is Analytics



Very major role!

(1) Can help to separate and measure different traffic channels

Site Overview

■ PPC vs SEO Click Tracks

All dates Week Month 6 months


Tuesday, March 01, 2005 - Monday, March 28, 2005

Number of Visitors



Cost of Visitors

All visitors	
Number of clicks from ad campaigns	4776
Total cost	\$1883.90
Cost per visitor	\$0.20
Cost per click	\$0.39

 Pay-per-click	
Number of clicks from ad campaigns	3736
Total cost	\$1475.45
Cost per visitor	\$0.39
Cost per click	\$0.39

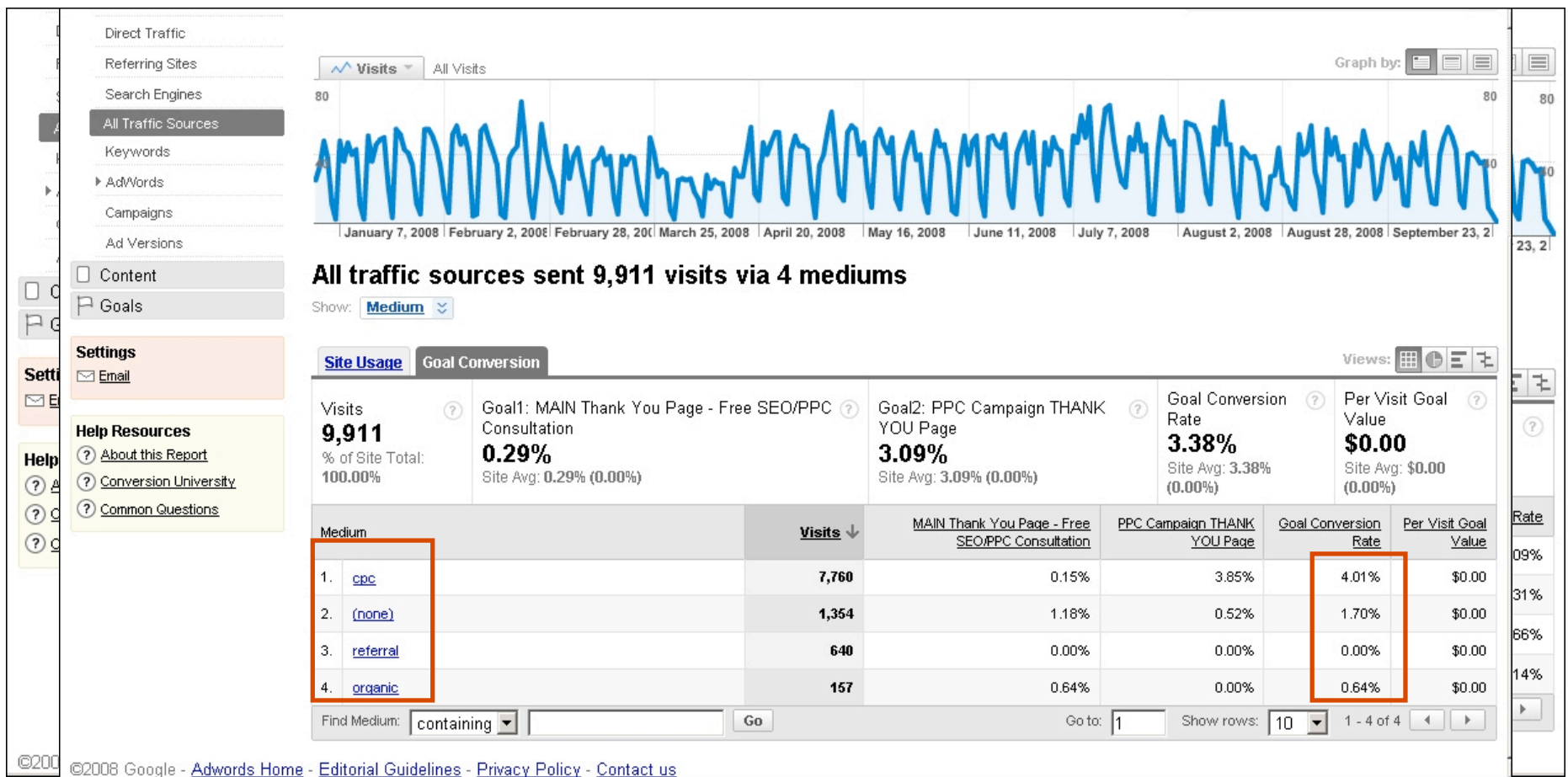
Average Time On Site



Page Views per Visitor



■ PPC vs SEO



Site Overview

■ Old vs new visitors Click Tracks

All dates Week Month 6 months

Tuesday, February 01, 2005 - Monday, February 28, 2005

Number of Visitors



Cost of Visitors

All visitors	
Number of clicks from ad campaigns	7301
Total cost	\$2403.94
Cost per visitor	\$0.27
Cost per click	\$0.32

Return visitors	
Number of clicks from ad campaigns	1291
Total cost	\$448.78
Cost per visitor	\$0.27
Cost per click	\$0.34

Average Time On Site

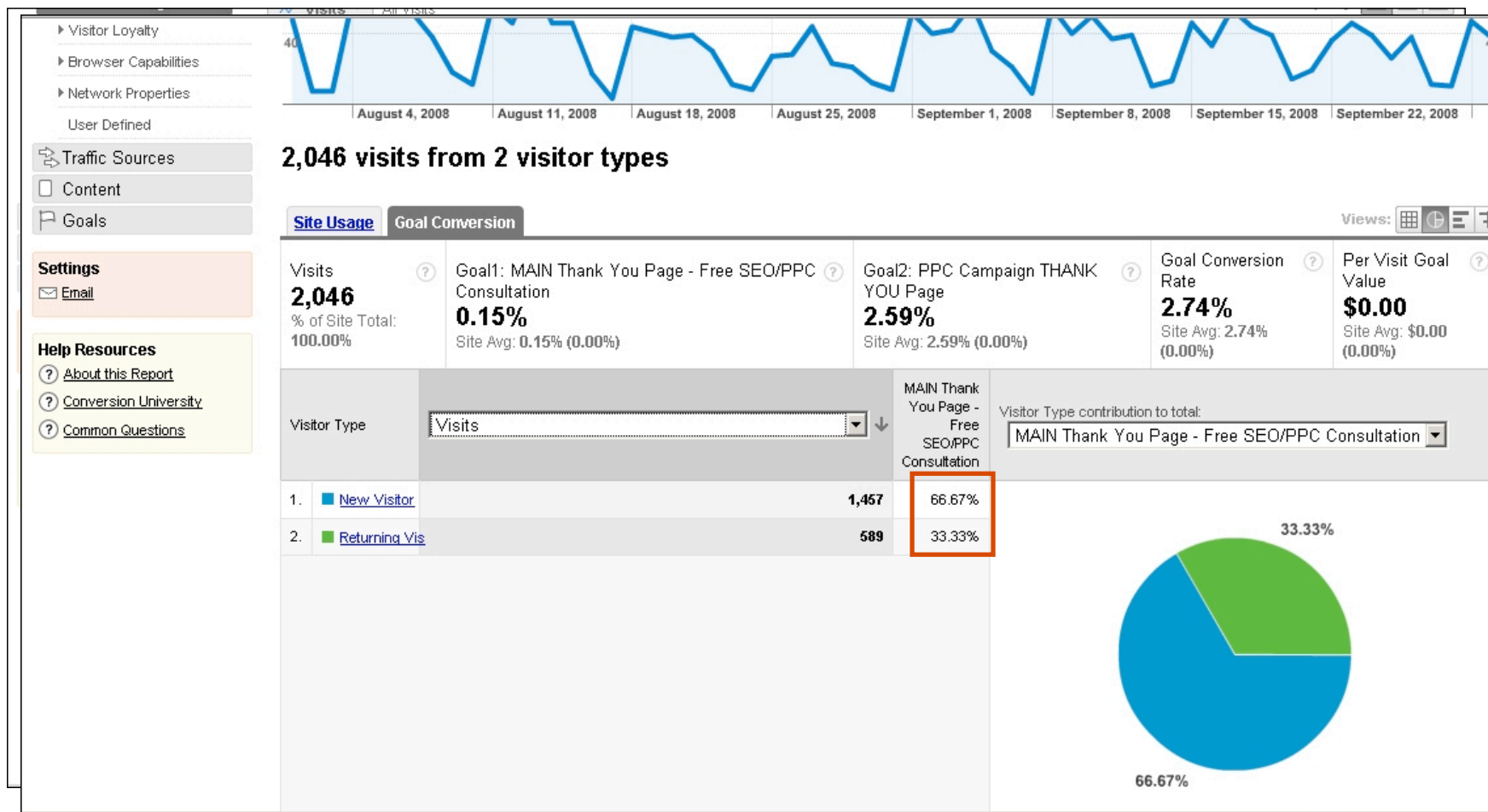


Page Views per Visitor



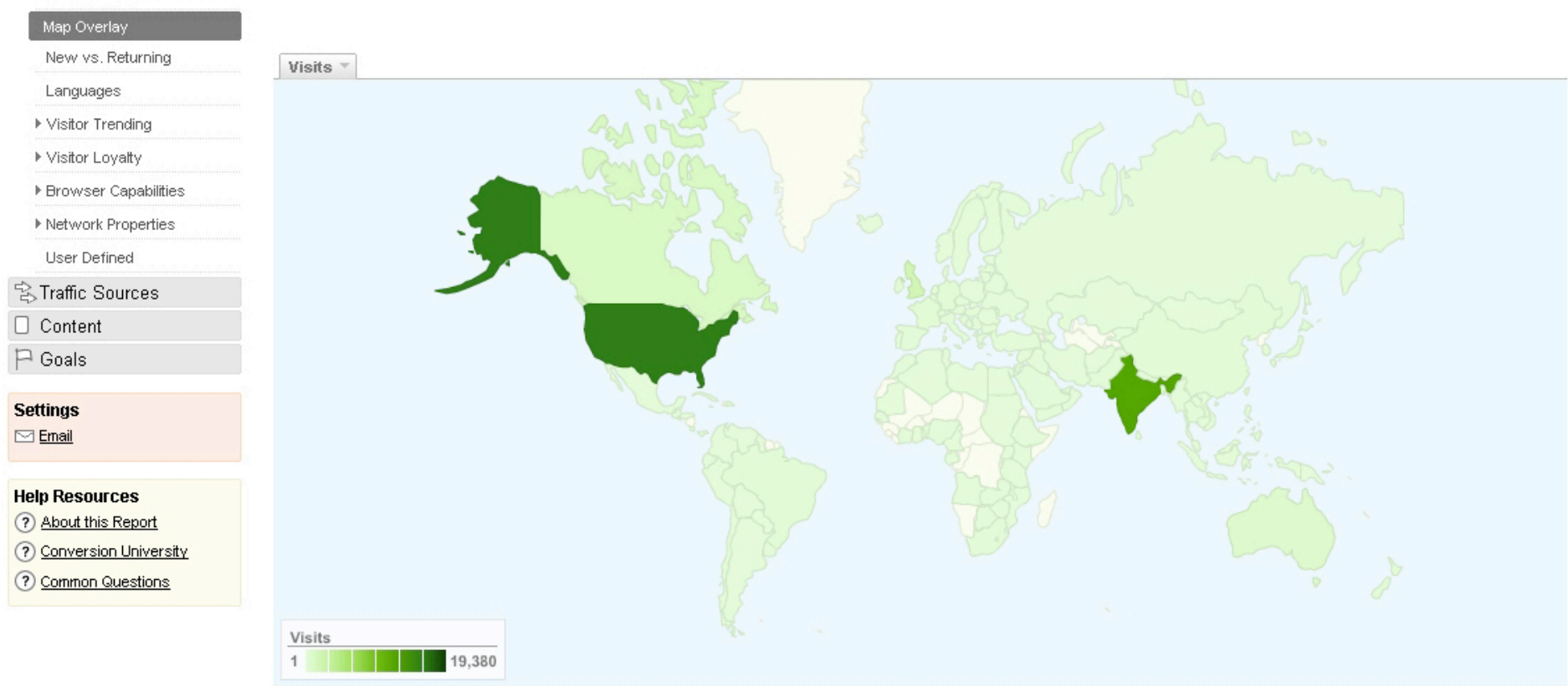
Top Search Keywords

■ Old vs new visitors



(2) Can help to separate visitors as per geographic locations

Role Of Analytics



44,782 visits came from 160 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage **Goal Conversion**

Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
44,782	1.22	00:00:39	91.55%	89.30%

doug@dougdvorak.com

www.SEOsolutions.us

1.	United States	19,380	1.16	00:00:22	94.71%	90.57%
2.	India	14,506	1.38	00:01:15	84.80%	86.16%

(3) **Funnel tracking** helps to find shopping cart abandonment rate. Identifying problematic steps can help to optimize and reduce abandonment rate. This in turn can increase online sales.

Successful Payment

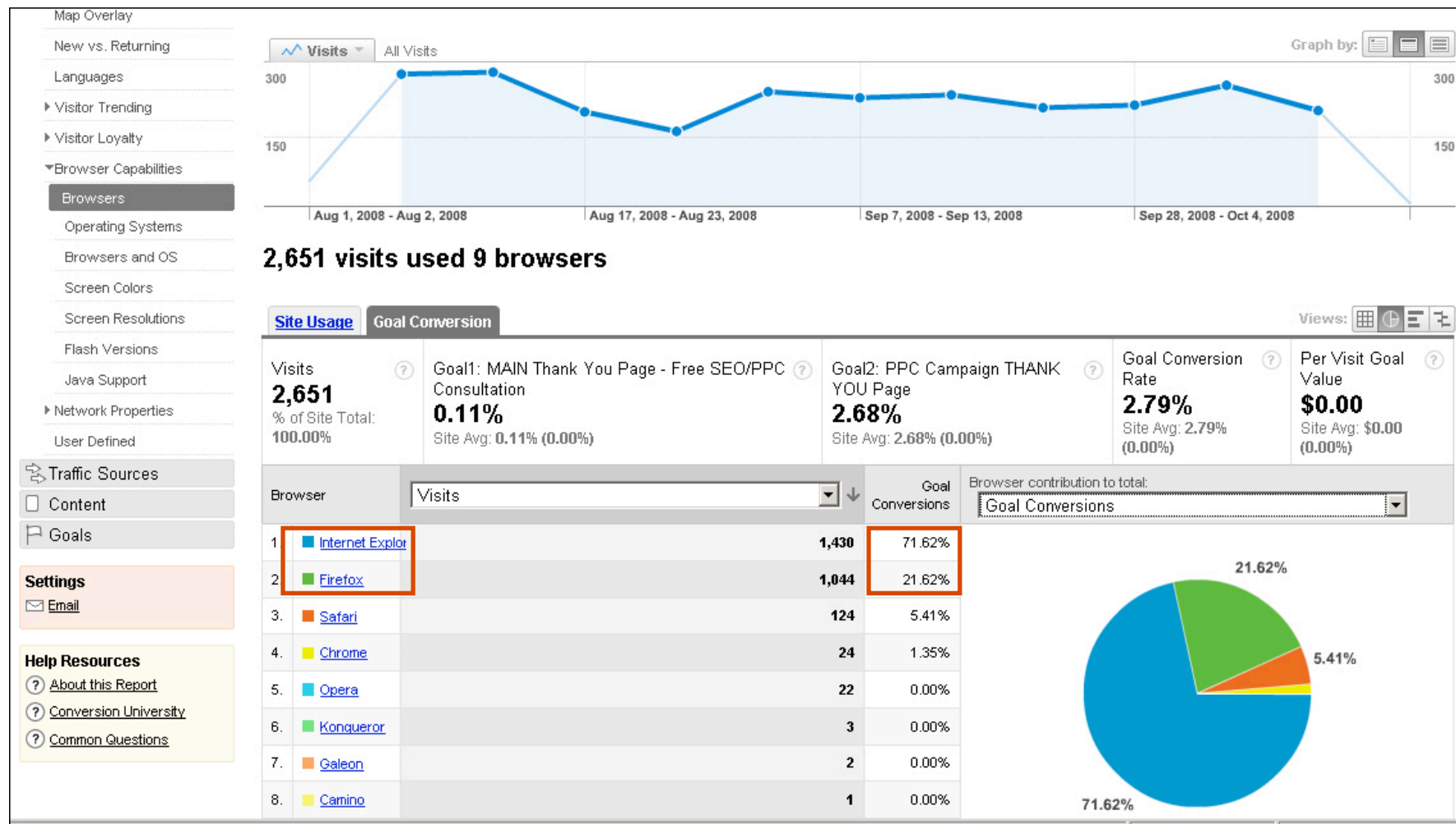
99 visitors finished | 21.24% funnel conversion rate



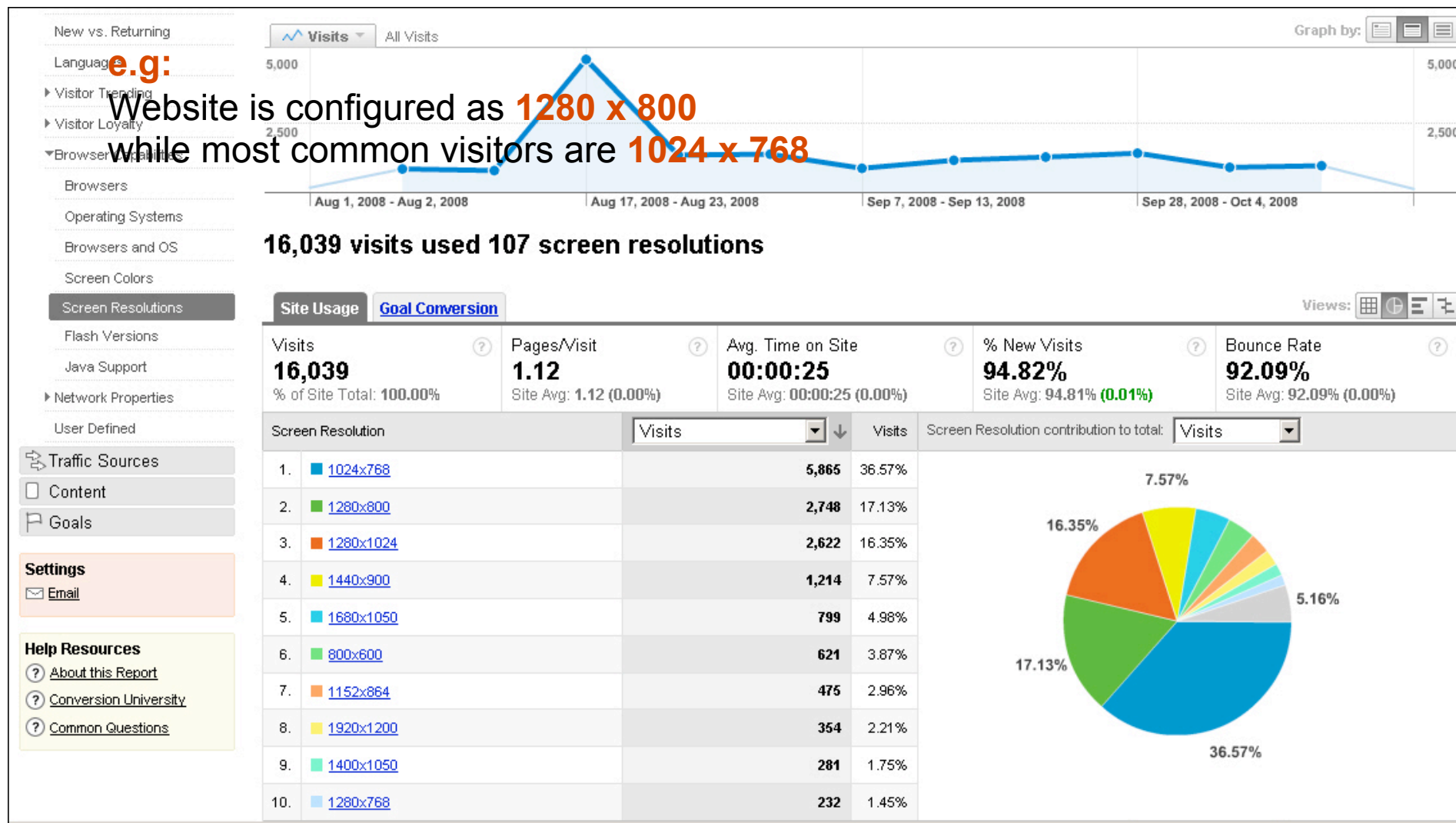
(4) Identifying most common computer configuration and check whether your website is compatible with such systems.

Role Of Analytics

e.g: Compatibility with Mozilla firefox & other browsers



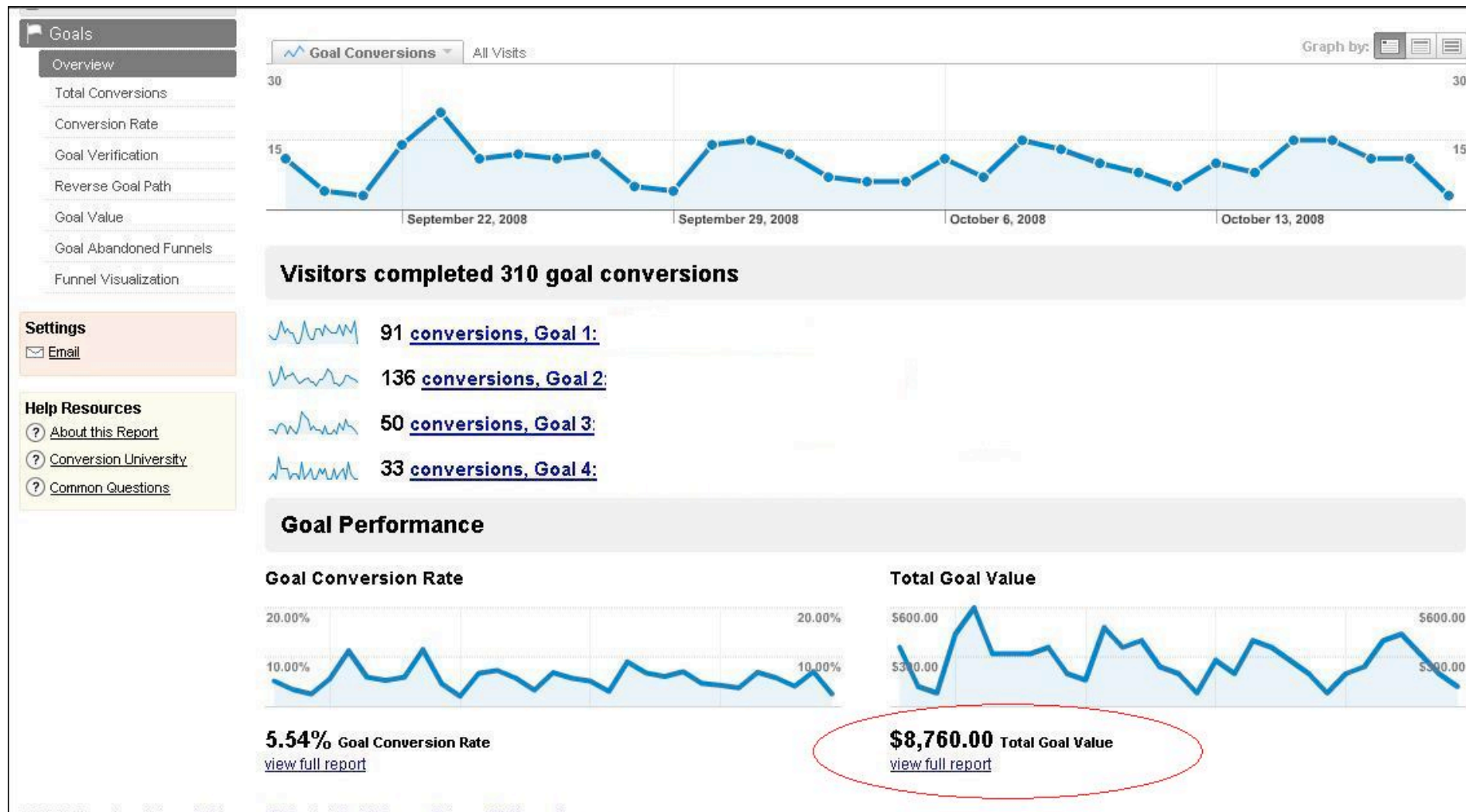
Role Of Analytics



(5) Helps to gather data before redesigning website.



Role Of Analytics



Most Common Mistakes

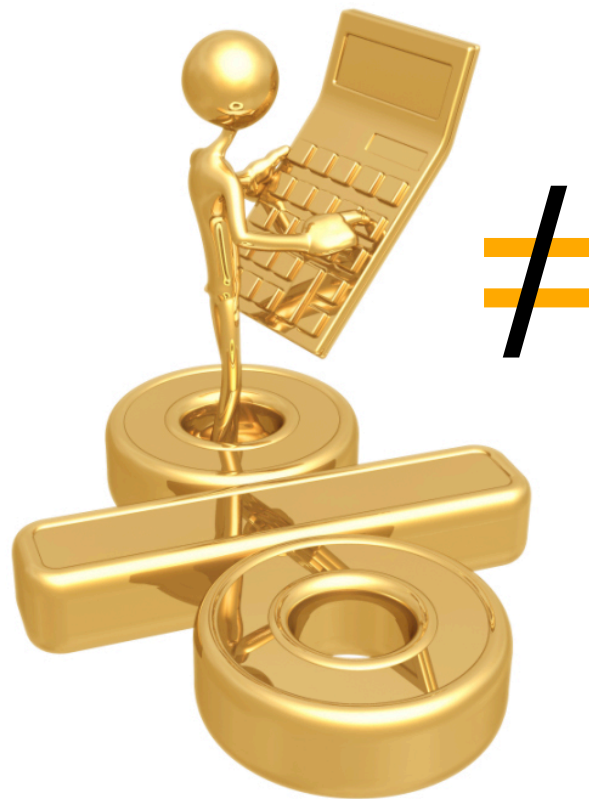
Trying to compare statistics from one analytics solution to another.



It's okay if numbers don't match!

Most Common Mistakes

PPC vendor numbers do not match Web Analytics reports.



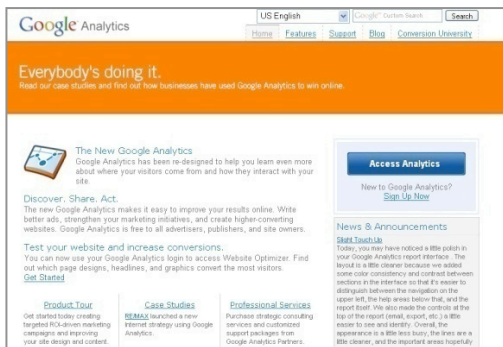
Most Common Mistakes

Loose Focus.

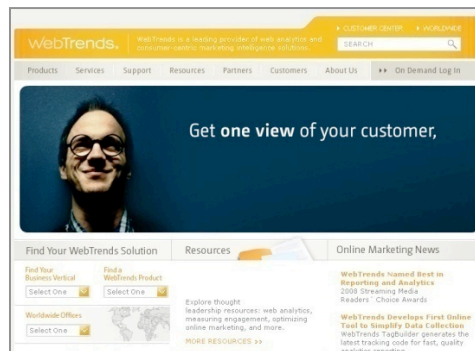
Web Analytics should be aligned with your business goals



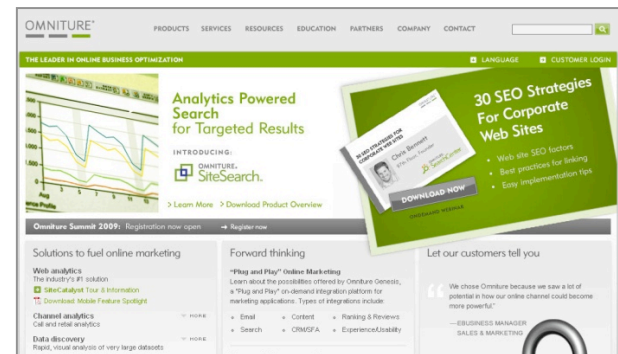
Analytics Vendors available



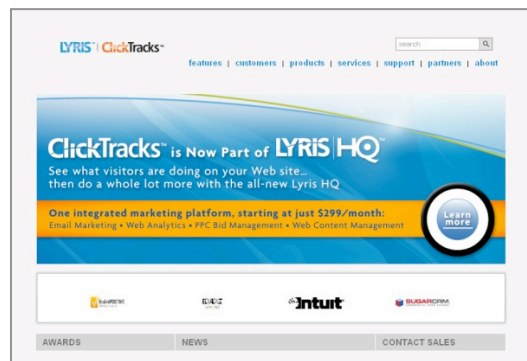
Google Analytics



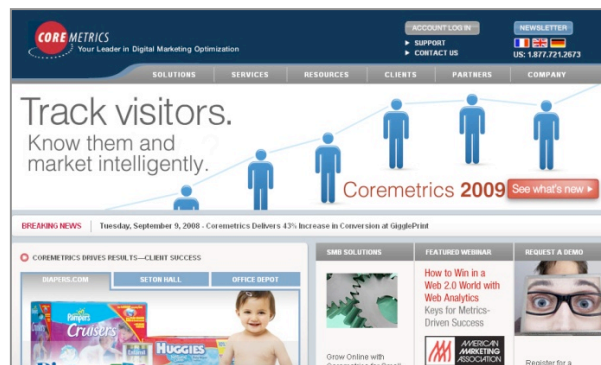
Web Trends



Omniture



Click Tracks

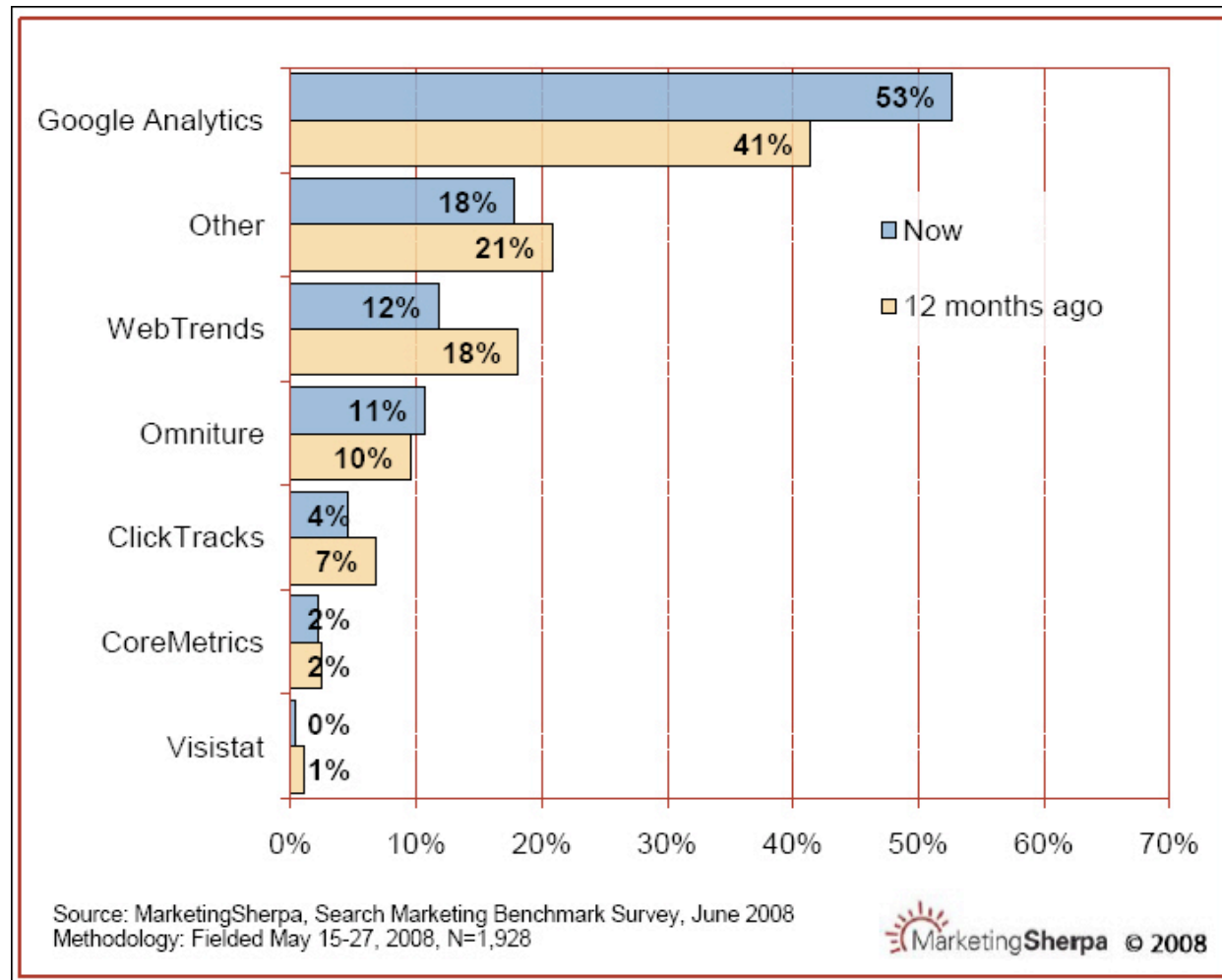


Core Metrics



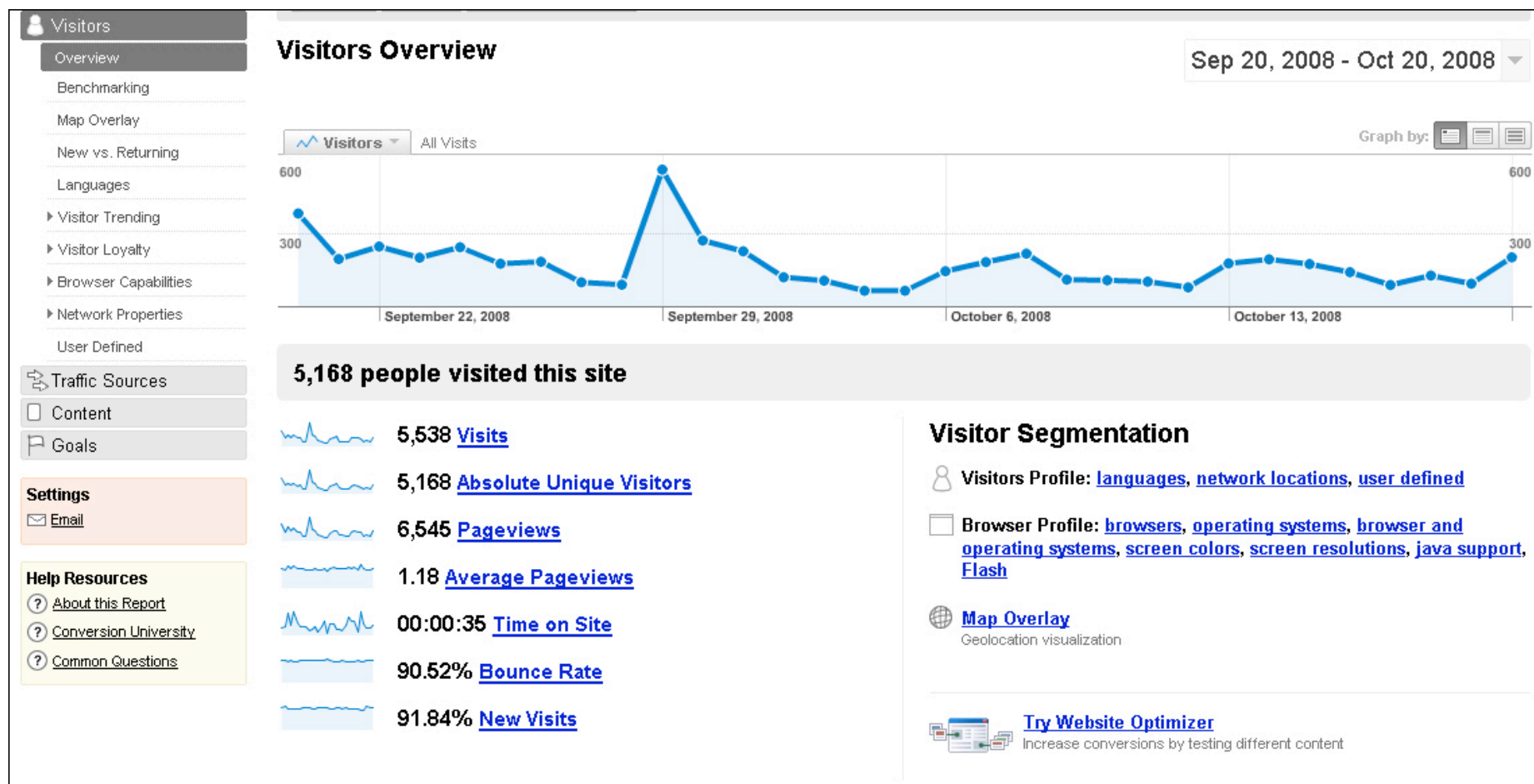
Visistat

Analytics Vendors available



Google Analytics is the most popular choice for a web analytics solution. We too recommend Google Analytics since it's a free tool and has all the features required to start tracking your website.

Visitors Overview



Traffic Sources Overview: Can compare traffic with two different months.



All traffic sources sent a total of 13,852 visits



22.11% Direct Traffic

Jan 28, 2007 - Mar 3, 2007: 21.13%
(+4.63%)



41.16% Referring Sites

Jan 28, 2007 - Mar 3, 2007: 41.67%
(-1.21%)



36.59% Search Engines

Jan 28, 2007 - Mar 3, 2007: 37.12%
(-1.43%)



■ Referring Sites

5,702 (41.16%)

■ Search Engines

5,069 (36.59%)

■ Direct

3,063 (22.11%)

■ Other

18 (0.13%)

All Traffic Sources

Top Traffic Sources

doug@dougdivorak.com

www.SEOsolutions.us

google (organic)

Jan 28, 2007 - Mar 3, 2007

4,757

35.21%

avinash kaushik

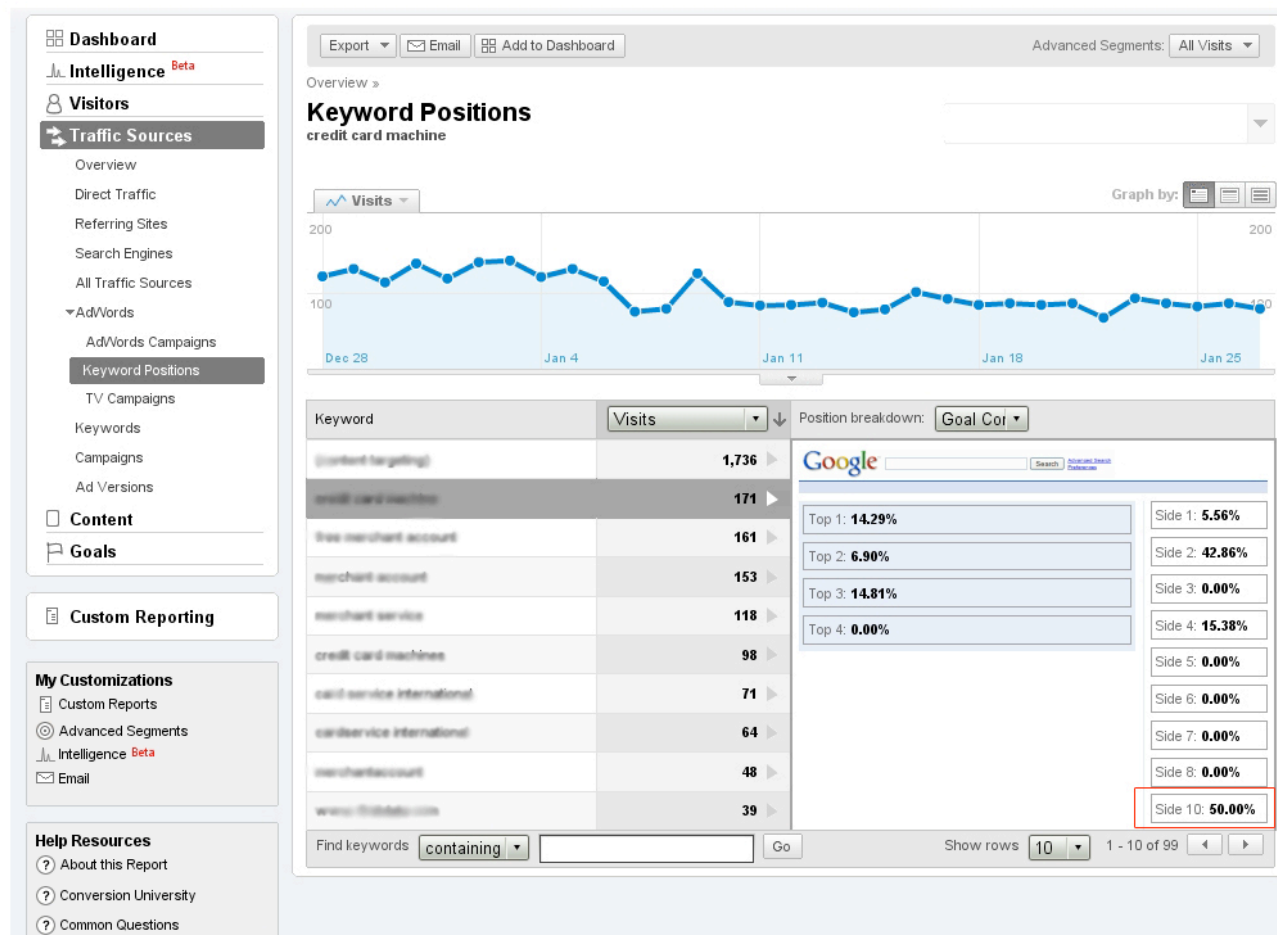
Jan 28, 2007 - Mar 3, 2007

140

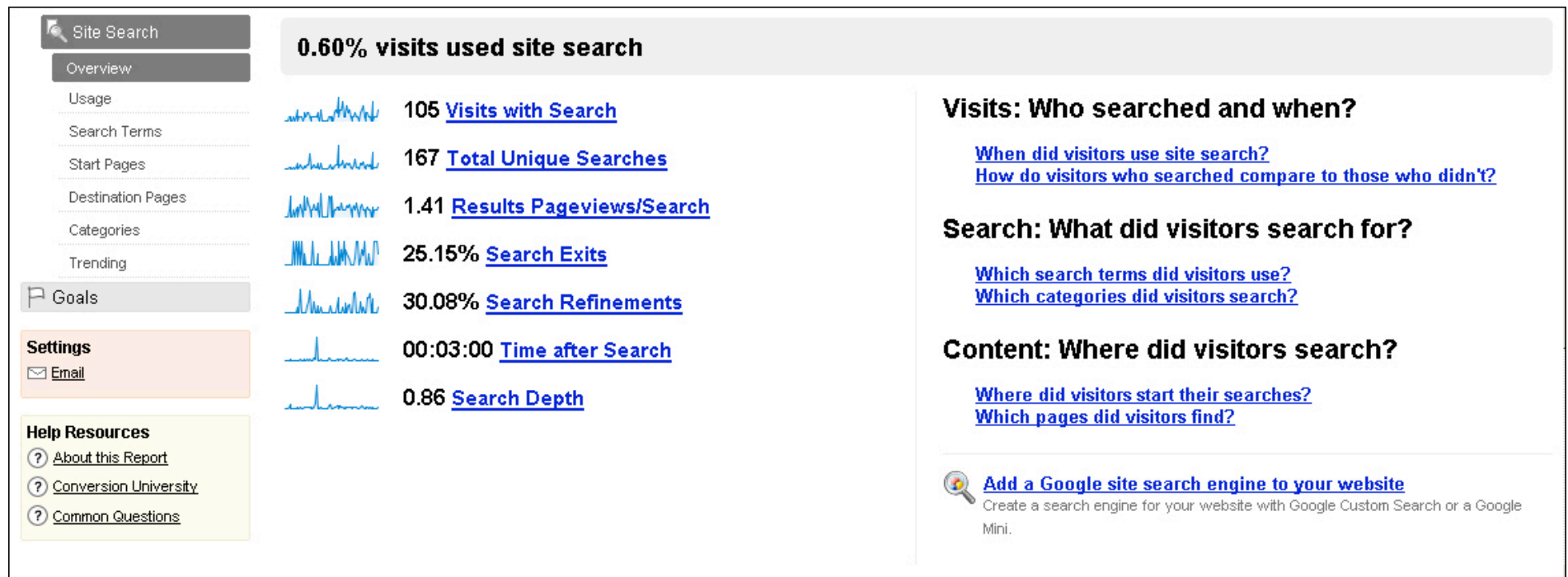
2.79%

Google Analytics Reports

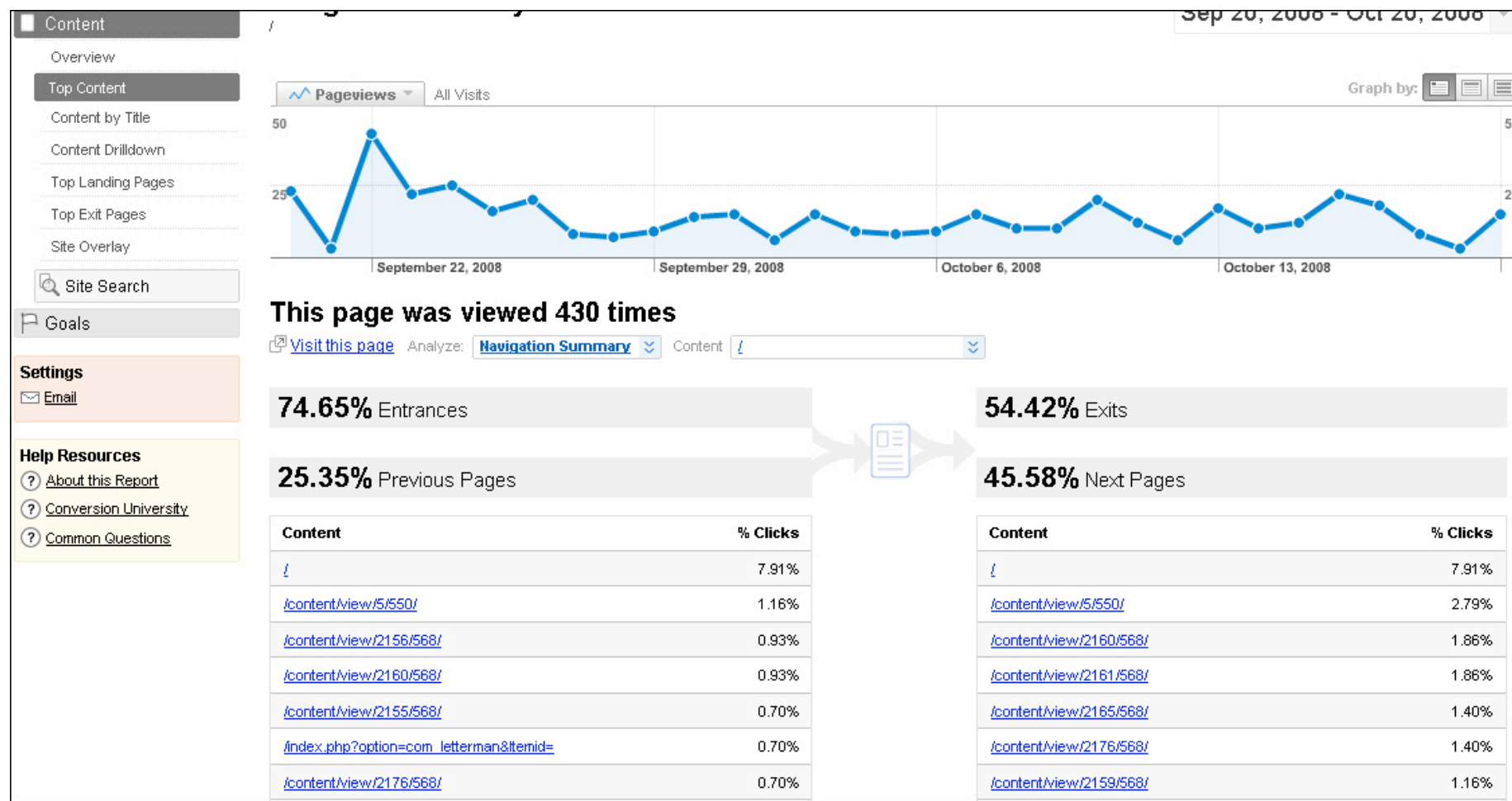
AdWords keyword position report: Will help you find the best position for your keyword.



Site Search report: Keyword typed in by user to search within your website. This report can be helpful for Ecommerce website to find exactly which product, users are searching on your website.

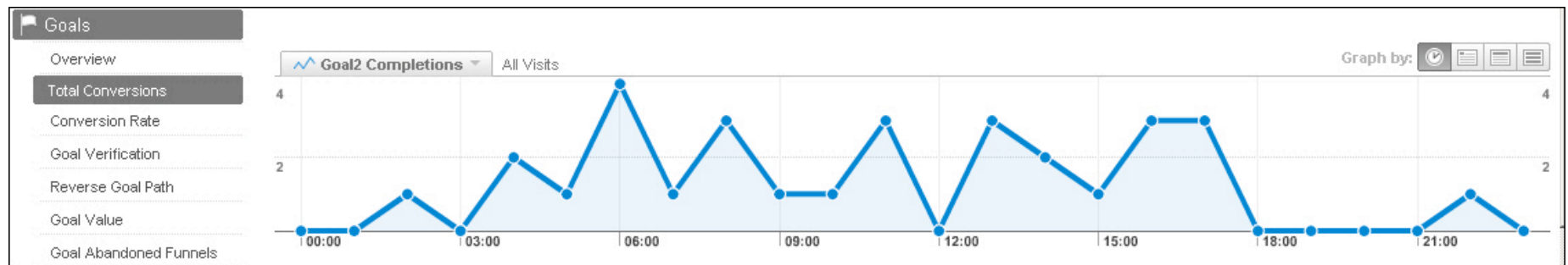


Content Overview: Helps to identify the flow of your visitors.

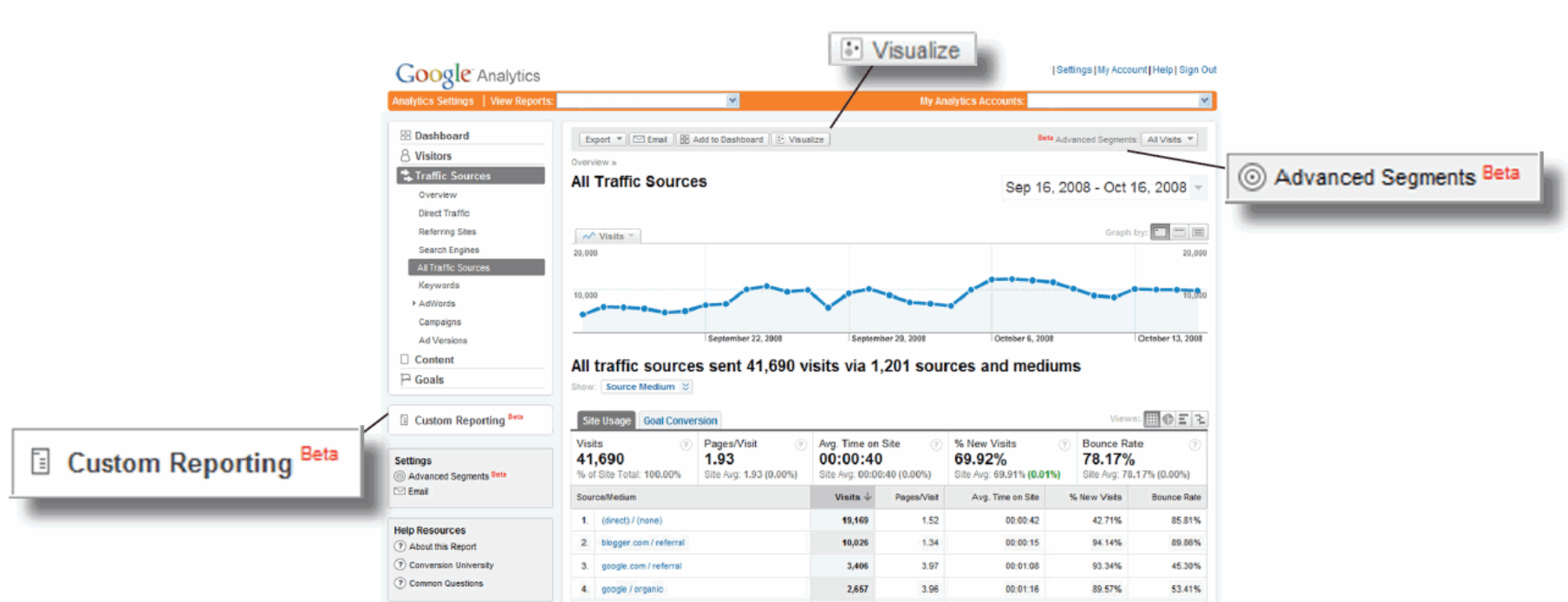


Google Analytics Reports

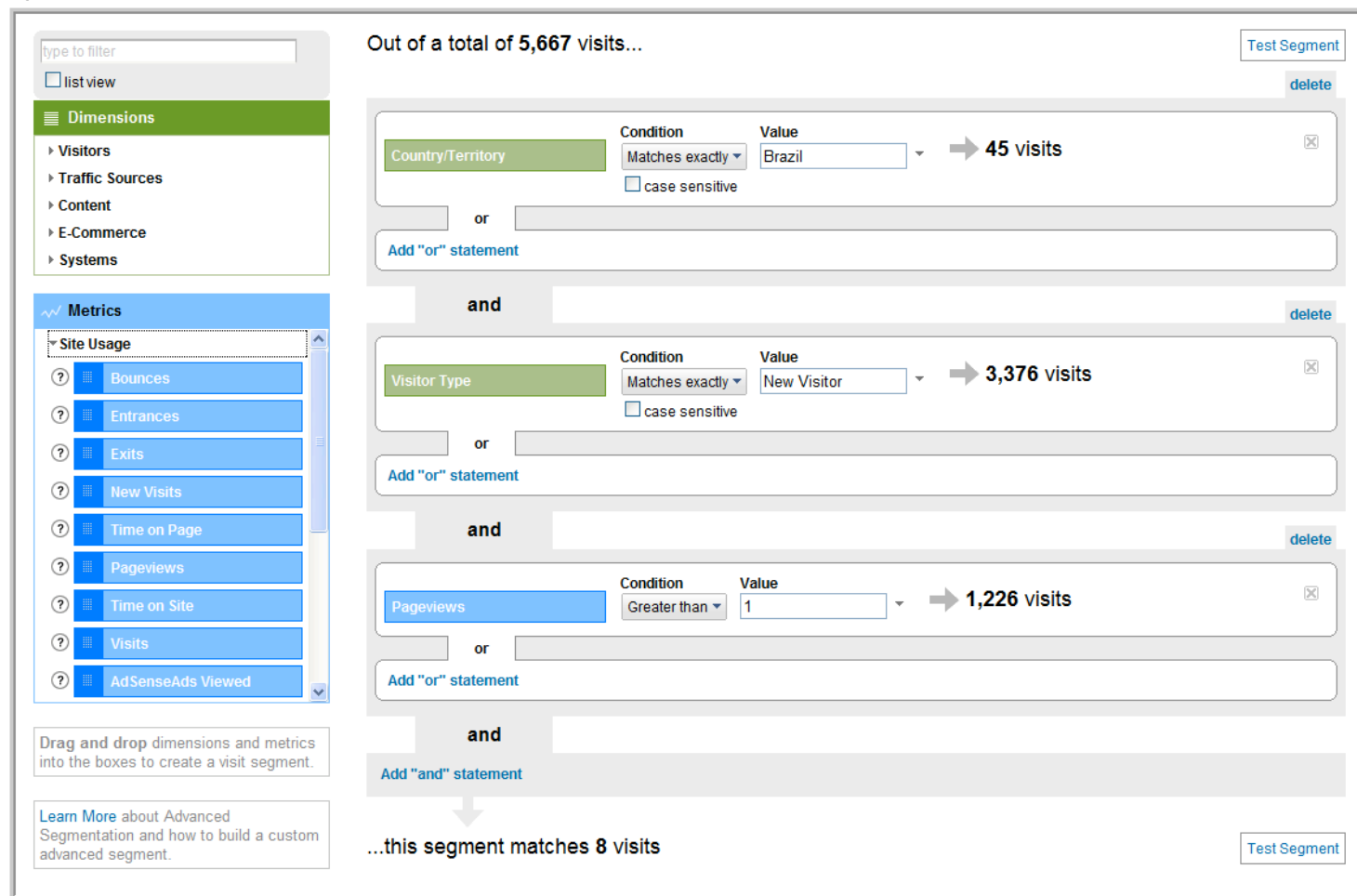
Goal conversion rate: As per the report, 3AM to 11 AM and after lunch 1PM to 6PM has higher conversion rate.



Features of Google Analytics



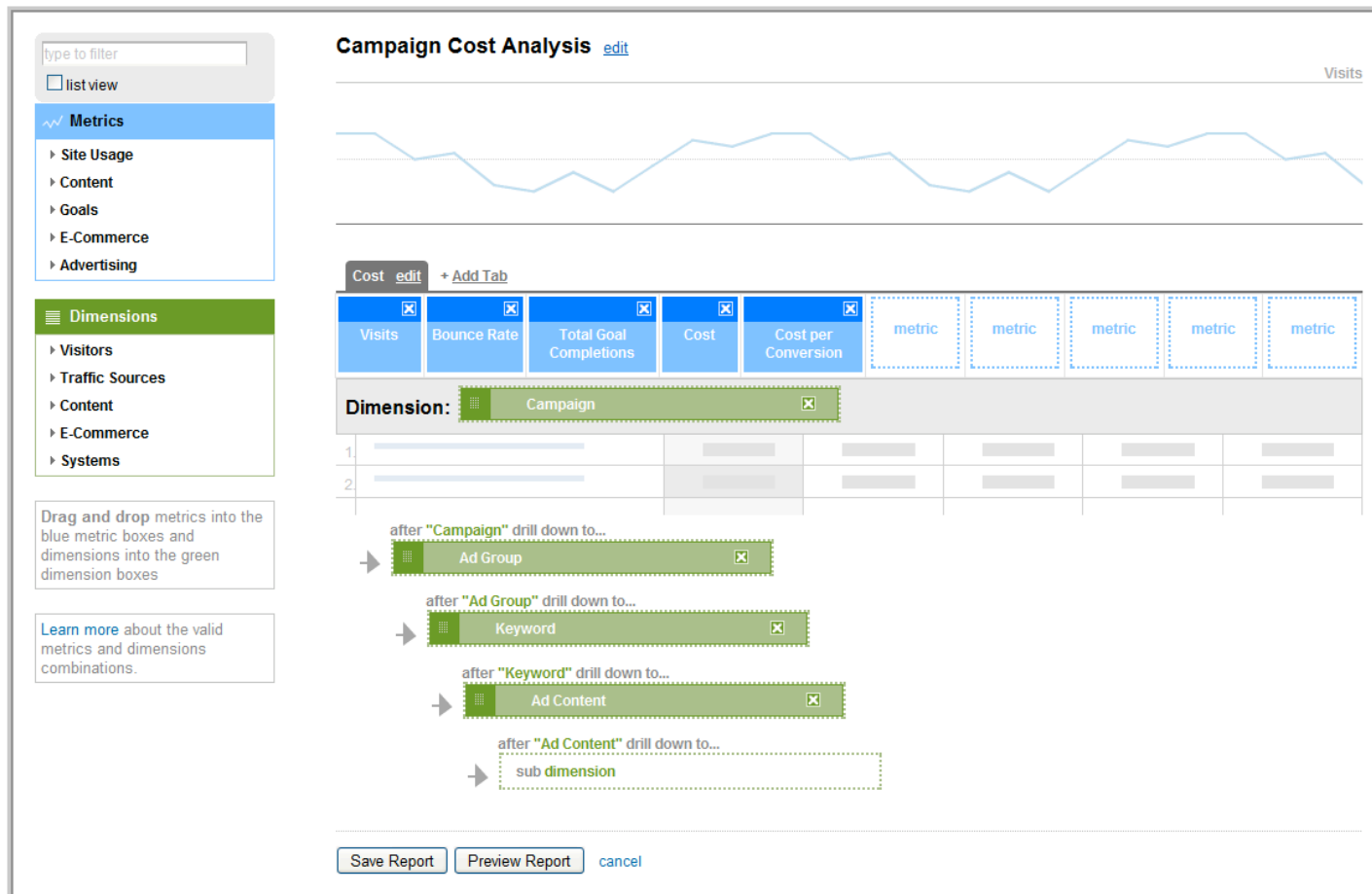
Advanced Segmentation: enables you to isolate and analyze subsets of your traffic.



The screenshot displays the Google Analytics Advanced Segmentation interface. On the left, a sidebar contains a search bar labeled 'type to filter' and a 'list view' checkbox. Below these are two main sections: 'Dimensions' and 'Metrics'. The 'Dimensions' section lists 'Visitors', 'Traffic Sources', 'Content', 'E-Commerce', and 'Systems'. The 'Metrics' section lists 'Site Usage' metrics: 'Bounces', 'Entrances', 'Exits', 'New Visits', 'Time on Page', 'Pageviews', 'Time on Site', 'Visits', and 'AdSenseAds Viewed'. A note at the bottom of the sidebar instructs users to 'Drag and drop dimensions and metrics into the boxes to create a visit segment' and provides a link to 'Learn More about Advanced Segmentation and how to build a custom advanced segment'.

The main area shows a segment builder for 'Out of a total of 5,667 visits...'. It features three stacked criteria boxes, each with a 'delete' button and a 'Test Segment' button at the top right. The first box is for 'Country/Territory' with the condition 'Matches exactly' and the value 'Brazil', resulting in '45 visits'. The second box is for 'Visitor Type' with the condition 'Matches exactly' and the value 'New Visitor', resulting in '3,376 visits'. The third box is for 'Pageviews' with the condition 'Greater than' and the value '1', resulting in '1,226 visits'. The criteria are connected by 'and' operators. At the bottom, a summary states '...this segment matches 8 visits'.

Custom Reports: are reports you create, save, and edit to give you a specific view of your data.

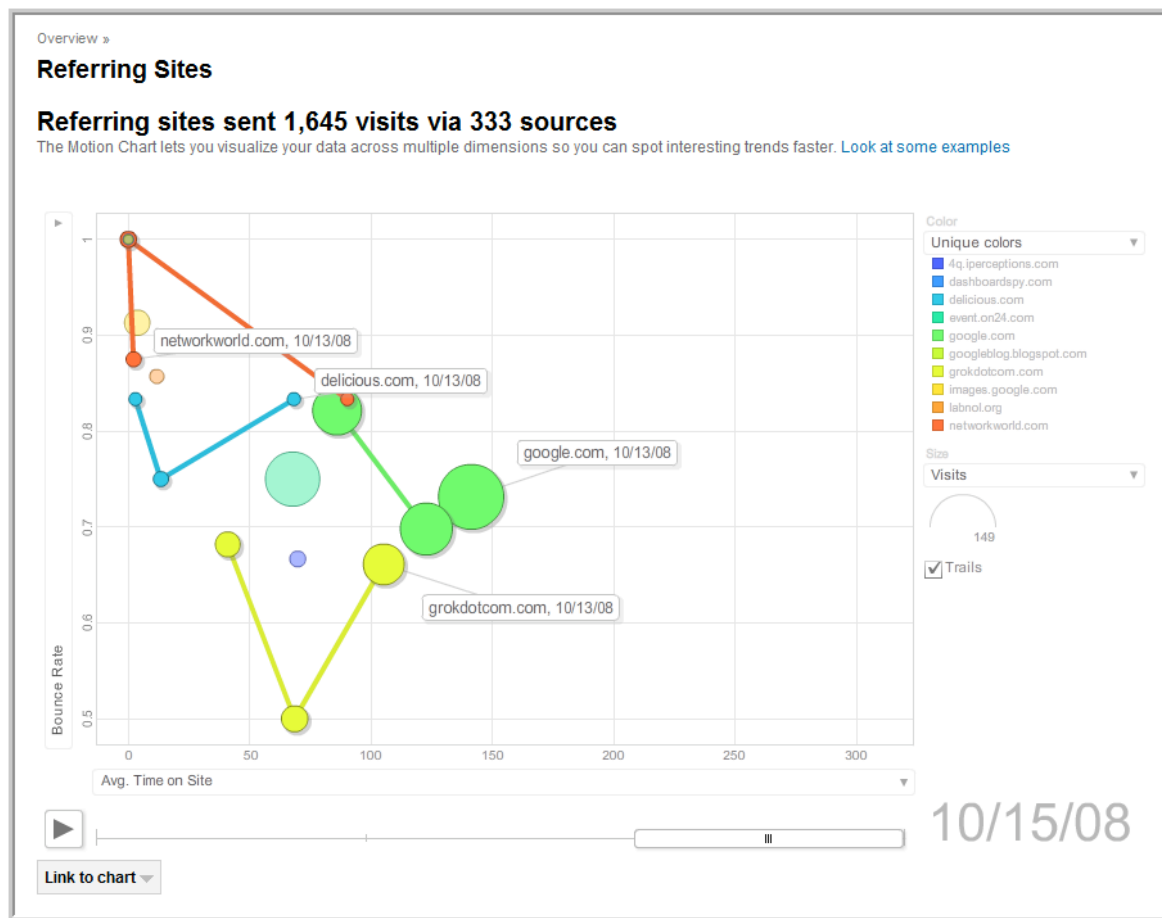


The screenshot shows the Google Analytics Custom Report Builder interface. On the left, there is a sidebar with a search bar and two main sections: **Metrics** and **Dimensions**. The **Metrics** section includes Site Usage, Content, Goals, E-Commerce, and Advertising. The **Dimensions** section includes Visitors, Traffic Sources, Content, E-Commerce, and Systems. Below these sections, there is a note: "Drag and drop metrics into the blue metric boxes and dimensions into the green dimension boxes." and a link to "Learn more about the valid metrics and dimensions combinations."

The main area is titled "Campaign Cost Analysis" with an "edit" link. It features a line chart at the top showing "Visits" over time. Below the chart, there is a table with columns for "Cost", "Bounce Rate", "Total Goal Completions", "Cost per Conversion", and five "metric" columns. The "Cost" column is selected. Below the table, there is a "Dimension:" dropdown menu with "Campaign" selected. Below the dropdown, there is a list of dimensions: "Ad Group", "Keyword", "Ad Content", and "sub dimension". Arrows indicate a drill-down sequence: "after 'Campaign' drill down to..." leads to "Ad Group", "after 'Ad Group' drill down to..." leads to "Keyword", "after 'Keyword' drill down to..." leads to "Ad Content", and "after 'Ad Content' drill down to..." leads to "sub dimension".

At the bottom, there are buttons for "Save Report", "Preview Report", and "cancel".

Motion Charts : a data visualization tool.



Features of Google Analytics

New Account Management Dashboard: Meaningful data and clear visual cues (green is good, red is bad) help alert you to areas requiring more attention.

Google Analytics : | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | [View Reports](#): Click to select Website Profile My Analytics Accounts: Google Store

Common Questions

[Why am I not seeing any data in my reports?](#)

[How do I know that my tracking code is installed correctly?](#)

[I'm unable to edit my account settings, add a new profile, or get my tracking code](#)

[Overview](#) » Google Store Sep 21, 2008 - Oct 21, 2008
Comparing to: Aug 21, 2008 - Sep 20, 2008


All Starred Day Week Month Year

Website Profiles									
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
www.googlestore.com UA-30481-1									
Googlestore - no filters	View report	✓	2,214	00:00:53	72.91%	0	↑ 952.26%		
www.googlestore.com	View report	✓	2,201	00:00:53	73.19%	418	↑ 59.08%		

Find profile: Show rows: 10 Page 1 of 1

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Integrated Reporting with AdSense



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847.359.6969



doug@dougdvorak.com



50 South Greeley Street, Suite 413, Palatine, IL 60067

Thank You!