

Introduction. Google Analytics is a powerful, free metrics platform from Google. The best motto for Analytics is, "If you know the question, you can find the answer." So brainstorm your marketing questions, first, and then clarify the procedures in Analytics to get the answers!

Analytics Setup. Analytics requires the Google Analytics tracking code be installed on every page of your website. Check off the steps below -

- Set up a free Analytics account.
- Get the Javascript tracking code, and install on EVERY page of your website.
- Make sure that the Javascript tracking code is properly installed on every page of the website. Spot-check to verify!
- Inside Analytics, makes sure it is receiving data.

Filters. Often times, you and your employees are heavy website users. We recommend you filter out your own IP address from Analytics data.

- Identify your IP address (corporate network IP address).
- Set up a filter in Analytics to filter out this IP from data.

Basic Analytics. Once you have set up the tracking code, you can now get basic information out of Analytics. Check the boxes that interest you -

- Geographic Location:** Where do people come from who hit our Website?
- Keywords:** What keywords do people input into Google?
- Referrers:** What are the top referring websites to our website?

Landing Pages: What are our top landing pages?

Keywords: What keywords get people to these LP's?

Referrer sites / Entrance Sources: What referrer sites get them to these LP's?

Advanced Analytics. Analytics can identify more nuanced data about your website.

Advanced Segments: define a specific advanced segment of your web audience that interests you, such as people in a geographic area, a specific referrer site, or keyword query. Then create the Advanced Segment to get at that data.

Segment #1 Identified: _____ Adv. Segment Created

Segment #2 Identified: _____ Adv. Segment Created

Segment #3 Identified: _____ Adv. Segment Created

Goals: goals can be registrations or purchases, usually tracked as a "thank you" page.

Goal #1 Identified: _____ Thank You Page Goal Defined

Goal #2 Identified: _____ Thank You Page Goal Defined

Goal #3 Identified: _____ Thank You Page Goal Defined

Questions and Answers. If you know the question, Analytics can often get you the answer. For instance, what core keywords are the most popular? Do people register for our free demo, and how do they get to that registration? Write down some marketing questions you want answered by Analytics:

Rank Checking. Analytics does not allow you to measure your rank on Google searches. So, working with your keyword worksheet, you need to measure your rank on Google searches vs. your target keywords before, during, and after you work on your SEO.

Rank Checker is installed for Firefox Yes No

Baseline keyword report run Yes No

Monthly keyword report run Yes No

PageRank or Domain Authority. PageRank is Google’s measurement of your “Web authority.” There are no good tools for assessing PageRank, so turn to either Open Site Explorer or AHrefs and get a measurement of your Domain Authority over time. Place this measurement on your keyword worksheet

Ahrefs.com Domain Authority:

Inbound links:

Open Site Explorer Domain Authority:

Inbound links:

Social Media Authority. Social mentions and social authority are the “new” link building. Make sure to track your social media performance over time:

- Google+ followers month by month.
- Google+ reviews month by month.
- Google+ view count (of posts) month by month.

- Yelp (same as above)

- Twitter (follower count, only)
- Facebook (follower count, only)
- LinkedIn (follower count, only)