

Book III - Web Analytics

Chapter 1 - Setting Your Conversion Goals B3C1-1

263

Traffic report = list of #'s and info about how people are using your site
= foundation of Web Analytics

264

Web analytics = using a traffic report to draw conclusions + adjust your marketing strategy
Uses only 1 tool - your brain

I. Knowing What's Possible (or Not)

Need to know what you can + can't do ^{KPI} when determining your key performance indicators
Know what data traffic reports can collect
Know what you can glean from that data
Purpose of analytics = to establish a narrative so you can tell which changes -> positive/neg. effect on your business over time
Helps you figure out what works, what doesn't
Leads to improved results

A. Collecting Data + what it can tell you

265

Basics of traffic reporting

1. How many times people visit your website
2. Which pages = most popular
3. What sites send you visitors
4. How much time visitors spend on your site

More powerful features include

5. E-commerce sales tracking
6. Conversion goal tracking
7. Search keywords reports
8. Campaign performance measurements

265

What you'll get from traffic-reporting tools

1. Find out your best sources of traffic + business
so you know where to focus ad + and effort
= SE, Website, email something else
2. See which pages on site get most / least attention
so you can learn what visitors like +
give them more of it
3. Figure out which parts of your shopping cart
drive visitors away - so you can tweak it
to improve checkout rates
4. Discover which pay-per-click (PPC) ad campaign
generates the best return on investment ROI

B. Understanding the limits of reporting

266

1. Cannot tell you someone's identity
99% - anonymous

2. Cannot accurately determine where someone lives

3. Cannot deliver 100% accuracy

C. Minding visitors' privacy

Data collected = anonymous and aggregated
As a Website owner, act responsibly!

1. Have a clear privacy policy - explaining
what you do with data collected (if anything)
2. Never store + collect personal info unless
= capable of protecting it
3. Stick with reputable provider if use 1st service ^{traffic-reporting}
4. Never provide your analytics data to a 3rd party
unless audience grants permission

II. Knowing How Reporting Tools Work

267 Two ways of collecting data

- 1) Processing log files
- 2) Receiving data from JS-based Webbug reporters

Urchin, from Google, uses both

A. Log file reporting

What is typically reported

1. When visitor arrived
2. What pages visitor looked at
3. Where visitor came from
4. When visit ended (requires a unique identifier)

Tools available

1. Web Analyzer - simple, free - www.webalyzer.com
2. Urchin - sophisticated, using JS + log files

What are the drawbacks? - may get inaccurate data!

1. If you can't control server, then ≠ control their log
2. Log files get big fast, + occupy lots of server space
3. Web servers have difficulty distinguishing sessions = single visit to a site by single person

B. Web bugs and Javascript

268 Allows for greater precision

Requires that you add code to every page of site

Can slow page performance

Won't work if visitor's browser ≠ process JS

JS fires when someone visits page, + then

sends data to analytics service: page viewing
where came from
when left

III. Choosing Your Reporting Tool

269 Stick to one - all tools deliver diff results

A. Deciding What You Need

No traffic-reporting tool = totally accurate

Search for consistent inaccuracy

Maintain margin of error consistency

Provides metrics for proportion comparison

Data reported by diff. tools can vary by 20-40%

TIPS:

1. Balanced approach is best - G add sophistication

2. Consider what kind of data you'll collect

3. Convenience matters - automatic emails!

270 4. Clarity matters too

5. Flexibility is key - can you export to Excel?
can you create own reports?

B. Surveying your options

1. Omniture SiteCatalyst (omniture.com) - \$500/mo.

2. Google Analytics (google.com/analytics) - free

3. Yahoo! Web Analytics (web.analytics.yahoo.com) <sup>free c
Yahoo!
store</sup>

4. ClickTracks (clicktracks.com) - \$95 or 180/mo - desktop

5. Webalizer (webalizer.com) - log-based, popular, free

6. Sawmill (sawmill.net) - \$189, 389, to \$1849

7. Build your own tool!

IV. Making Sure Your Server is Set Up - if log-based

Need to collect 1) Session time

2) Referring cookie data

3) IP address data

4) HTTP status code

IV. Setting Up Google Analytics

272 Goal tracking - completed lead forms } to indicate if
 purchases } achieved / of you
 views of page } KPIs

E-commerce tracking - goal tracking plus specifics
 items sold
 dollars collected

A. Create your account

1. Go to google.com/analytics
2. Click Sign Up Now - create account
- 273 3. Enter Web address you want to track, then Finish
4. Copy code + paste it into text editor
 so you have it for later

Use the New Tracking code - not Legacy
 Don't reuse code bet. multiple sites

5. Click Finish again

B. Installing the tracking code - process varies blog CMS Website

- 274 1. Access your Web site with your editing tool
 Blog - look at Templates or Design tool
 Web - use File Transfer Protocol tool
 CMS - edit site template
2. Copy your Google Analytics tracking code to your
 (Clipboard) select all, then Edit / Copy
3. In editing tool, paste tracking tool right before
 </body> tag on each page in site
4. Save the edited code to your Web site
5. If necessary, republish site to update code

275

6. Wait 30min. Log back into Google Analytics
+ look for profile you added

C. Finding the tracking code again

1. Log into GA
2. Click edit next to Web site profile
3. Click Check Site Status

Code = at bottom of page, under heading
Instructions for Adding Tracking

D. Tracking site search - see Chapter 4 for more

276

1. Log into GA
2. Click Edit next to Web you want to track ^{site search}
3. Click Edit at top of page, next to
Main Website Profile Info. ^{+ strip query parameters}
4. Select the Do Track Site Search radio button
5. Leave this page open in browser. Open another
browser window for following steps
6. In new browser window, go to Web site
7. Search for "buggy bumpers" using your site's search tool
8. Look at the address of the search result page

277

9. Enter the query attribute into the Query Parameter field
in GA: `"q=buggy+bumpers"`
10. Click Save Changes - within hours, you'll see the
phrases people search for on your site

E. Excluding your office - set up filter (Kind dependent on
IP address)

1. Log into GA
2. Click Edit next to Web site profile that needs filter
3. Under Filters Applied to Profile, click Add Filter

- 278
4. Select Add New Filter for Profile
 5. Give the filter a name you'll remember, such as "Exclude IPs"
 6. Type in your IP address
Create a separate filter for each address, OR
Use regular expressions (regex)