

# Google Analytics Fact Sheet

## PART ONE

### What is Google Analytics

It is a web statistics tool that works through using tracking code (i.e. a small piece of Javascript that is inserted into the HTML of your website pages).

### How Much Does Google Analytics Cost?

It is free.

### What Can Google Analytics Do For Me?

It can tell you how your website is performing. In short, it will tell you how many people visit your website, how they arrived at your website, and how long they stayed on your website.

### Will It Tell Me If My Online Advertising Is Working?

Yes. By letting you know how people arrived at your website, it will tell you how many people followed a particular link on a third party website to arrive at your website. It will also tell you how many people reached your website via a search engine. It can also tell you how many people arrived at your website by entering your website address (i.e. your URL) into the web browser's address bar.

### Will It Tell Me Which Countries My Visitors Are From?

Yes, Google Analytics can tell you which countries your website visitors come from. Further, GA can also tell you which regions and cities your website visitors come from.

### What Else Can Google Analytics Tell Me?

Google Analytics can offer you all types of valuable business information about the performance of your website. As it's very much a hands-on education, the best way of finding out what it can offer you is to start using the program and exploring.

## PART TWO

### How Do I Put Google Analytics On To My Website

First, you need to register your website at the Google Analytics website:

[www.google.com/analytics/](http://www.google.com/analytics/)

During the registration process, you will be given a short piece of Javascript code (as mentioned above). It is best to copy and paste this piece of code into a Word or Notepad document, and then file it in a safe place.

You will also need to make up a **user name** and a **password** for your Google Analytics account. Please keep these details safe, as you will need your **user name** and **password** when you start to login to check your web stats. Please note that your **user name** *must* be an email address.

Below is an example of the Javascript code that you will be provided with by Google Analytics:

## Example 1. Google Analytics Tracking Code (Javascript)

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
"http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-XXXXX-X");
pageTracker._trackPageview();
} catch(err) {}</script>
```

### **Does the Registration Process Take Long, and Do I Need to Have Any Details Ready?**

It does not take long to register for Google Analytics - it should only take a couple of minutes or so. All you will need is the URL for your website, and your email address. It's also a good idea to have a program, such as Word or Notepad open, so that you can copy and paste the code that you will be supplied with, as well as your important registration details (i.e. user name and password).

### **I Have the Code that Google Analytics Gave Me - What Do I Do Now?**

You now need to insert the piece of code that GA gave you into the HTML code of your web pages. This is not an especially technical task, and is mainly a copy and paste exercise.

**Important!** When copying and pasting the code into the HTML code of your web pages, the inserted code must be entered immediately before the **closing** <head> tag on each of your web pages. An example of the correct placement of Google Analytics tracking code in an HTML page is given below. As you can see from the example below, the tracking code is placed near the top of the HTML code (i.e. the <head> tag usually appears several lines below the opening <html> tag). So the tag you need to place the tracking code immediately in front of is the </head> tag. **Important note:** the tracking code was previously placed before the closing </body> tag; but Google recently changed this to the closing </head> tags.

## Example 2. Inserting the Google Analytics Tracking Code Immediately Before the **Closing** <head> Tag of HTML

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
"http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-XXXXX-X");
pageTracker._trackPageview();
} catch(err) {}</script>
</head>
```

## **I've Added the Google Analytics Tracking Code to All the Pages on my Website - What Do I Do Now?**

You now need to transfer your updated website pages to the web server where your website is hosted. Most likely, you will do this via a FTP (File Transfer Protocol) program, such as SmartFTP ([www.smartftp.com](http://www.smartftp.com)) or FTP Explorer ([www.ftpx.com](http://www.ftpx.com)). If somebody else does this work for you, then s/he will be able to advise you regarding the transferring of files. Once you have transferred all your updated website pages, then you are ready to use Google Analytics.

After completing this stage, all the technical work is over. From here on in it is just a case of logging in to check your website stats via the Google Analytics website. The only time you will have to worry about adding the Google Analytics tracking code to a page in the future, is if you add a new page to your website.

## **PART THREE**

### **How to Check Your Google Analytics Website Stats**

To check your website stats, you need to login at the Google Analytics website, that is:

[www.google.com/analytics/](http://www.google.com/analytics/)

When you arrive on the Google Analytics website, click on the blue button that says 'Access Analytics', located on the right side of the page.

You will then need to enter your **user name** and your **password**. Once you have entered your **user name** and your **password**, you will arrive at the intro page for your website stats. You will see a link in the centre of the page called 'View report'. Click this 'View report' link and the homepage/dashboard for your website stats will appear.

**Tip.** It is best to wait for 48 hours after transferring the updated website files, before you start checking your Google Analytics web stats, so as to give the tracking code time to take effect.

### **I'd Like to Learn More About Using Google Analytics - Where Can I Find Out More?**

The best thing to do is to login in to your GA account, and then play around and see what the program can offer you. But if you are very pushed for time, then one idea might be to have automatic website performance reports sent to your email address on a monthly basis.

In summary, the best way forward is probably to spend a little time playing around with the program, in order to find out what is possible, and to quickly obtain the information that is most relevant to your business needs. However, even if you only check your website stats for 20 minutes each month, you will find that Google Analytics still gives you an excellent picture of how your website is performing.

### **Online Tutorials on Google Analytics**

If you wish to learn more about using the Google Analytics program, then you can view one of the online tutorials, at the URL below:

[http://services.google.com/analytics/tour/index\\_en-US.html](http://services.google.com/analytics/tour/index_en-US.html)