



mp
THREE Web Analytics
SEO
Social Media

WEB ANALYTICS

Presented by Massimo Paolini

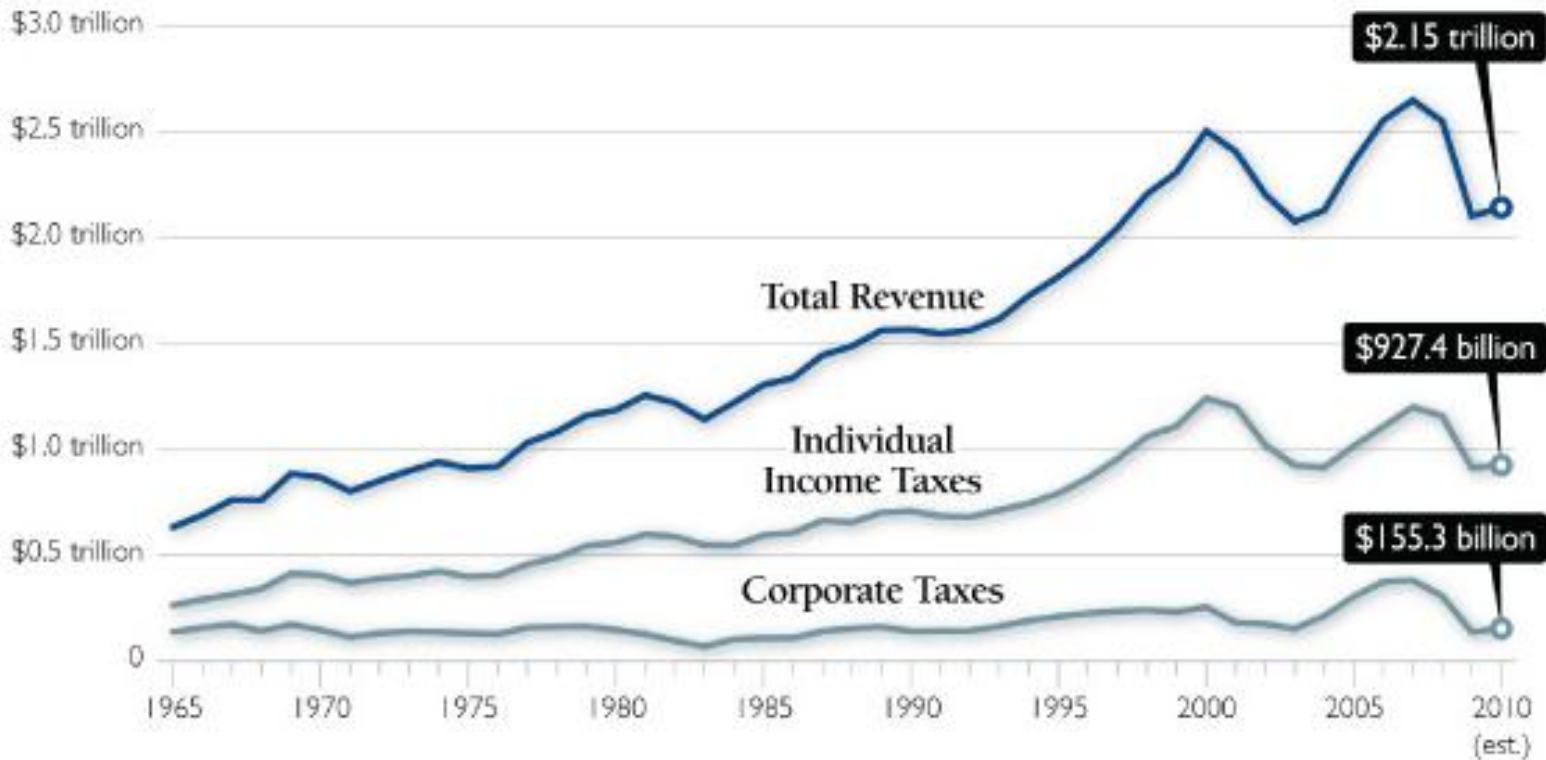
MPThree Consulting Inc.

www.mpaolini.com

408-256-0673

WEB ANALYTICS IS ABOUT INCREASING REVENUE

INFLATION-ADJUSTED DOLLARS (2009)



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WHAT WE'LL COVER

- Why should you use Asynchronous code
- What are segments? How to create them?
- What is intelligence? How to create alerts?
- How do I create custom reports?
- What is a funnel? How do I use it?
- What are filters? How to create them?
- Q & A



WHAT IS WEB ANALYTICS

- “Web Analytics is the measurement, collection, analysis and reporting of internet data for the purpose of understanding and optimizing Web usage.”
 - As defined by the Directors, Co-chairs and Advisory Board of the Web Analytics Association, August 2005.
 - Note remove Omniture and Webtrends and move animation to to GA



Google Analytics

OMNITURE[®]

webtrends[™]

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UNDERSTANDING AND OPTIMIZING`

- **Understanding** the results of your marketing efforts across all mediums

And then...

- **Optimizing** your website to capture and convert those visitors



Rinse & repeat






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Web Analytics
SEO
Social Media

CAPITALIZING THE WEB THROUGH REAL INTELLIGENCE

Web Intelligence

[ANALYZE THIS](#) [ABOUT](#) [SERVICES](#) [CLIENTS](#) [CONTACT](#)

SUBSCRIBE 

Analyze This!

by MASSIMO PAOLINI on JUNE 9, 2009

in [WEB ANALYTICS](#)

Pull up a couch and tell us all of your website ailments. We'll answer your questions here and encourage others in the field to chime in as well. In between, we'll offer shots of articles to maintain healthy websites.

The doctor is in.

Massimo Paolini is the owner and principal analyst of [MPThree Consulting](#), a web analytics business based in Silicon Valley. He speaks at various organizations on the power of social media and works with several businesses around the country to increase their web presence, understand their site traffic, and improve profitability. Massimo is also the social media expert for [examiner.com](#), San Jose edition.

When not working, he is lecturing his 7-year-old son on the value of tetherball twitter.

Tagged as: [Web Analytics](#)

0

tweets

tweet

{ 1 comment }

LET ME HELP YOU FIND IT:

To search, type and hit enter



FACEBOOK PAGES



MPThree Consulting on Facebook

You are a Fan

[MPThree Consulting on Facebook](#)



Web Analytics on Facebook

You are a Fan

[Web Analytics on Facebook](#)

BLOG METRICS

Blog stats

109 posts



Web Analytics
Association

FOLLOW
MASSIMO



ARCHIVES

November
2009

October 2009

September
2009

August 2009

- .

WHAT WILL YOU GET FROM WEB ANALYTICS

Google Analytics



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CAPITALIZING THE WEB THROUGH REAL INTELLIGENCE

7.8%

Web Intelligence

ANALYZE THIS 7.8%	ABOUT 1.2%	SERVICES 3.0%	CLIENTS 4.8%	CONTACT 2.6%
----------------------	---------------	------------------	-----------------	-----------------

SUBSCRIBE 0%

Analyze This!

by MASSIMO PAOLINI on JUNE 9, 2009
in 0% LYTICS

Pull up a couch and tell us all of your website ailments. We'll answer your questions here and encourage others in the field to chime in as well. In between, we'll offer shots of articles to maintain healthy websites.

The doctor is in.

Massimo Paolini is the owner and principal analyst of 12% Consulting, a web analytics business based in Silicon Valley. He speaks at various organizations on the power of social media and works with several businesses around the country to increase their web presence, understand their site traffic, and improve profitability. Massimo is also the social media expert for examiner.com, San Jose edition.

When not working, he is lecturing his 7-year-old son on the value of tetherball twitter.

Tagged as: 1.3% lytics

0 tweets
tweet

{ 1.7% nt }

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To search, type and hit enter



FACEBOOK PAGES

MPThree Consulting on Facebook
You are a Fan

MPThree Consulting on Facebook

Web Analytics on Facebook
You are a Fan

Web Analytics on Facebook

BLOG METRICS

Blog stats

109 posts

6 comments



Web Analytics Association

FOLLOW MASSIMO

in f t 0%

ARCHIVES

November

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0.9% 2009

September

0%

0% 009

0% 9

- What is Web Analytics
- A practical example of WA

NEXT: Google Analytics
ASYNCHRONOUS CODE

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Lastly you are provided the Google Analytics Tracking Code.

This code is accessible at anytime via your account.

1. Follow the directions for copying & pasting it to each page on your site for tracking.

Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > **Add Tracking**

Standard **Advanced** Custom

1 What are you tracking?

A single domain (default)

Domain:
www.samplesite.com

One domain with multiple subdomains

Multiple top-level domains

I want to track AdWords campaigns

2 Paste this code on your site

- 1 Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [Learn more](#)

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-18142306-1']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/
  ga.src = ('https:' == document.location.protocol ? 'https://
  var s = document.getElementsByTagName('script')[0]; s.parentNode.appendChild(ga)
})();

</script>
```



To understand the basics of how it works, we are going to take a closer look at the components of the:

Asynchronous Google Analytics Tracking Code.

- This tracking code is simply referred to as **Async**.
- It is a javascript snippet inserted at the bottom of the `<head>` section of all your site pages.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com
/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```



There are 3 main parts to the Async code:

1. `ga.js` - master file.
2. UA or *Unique account ID*.
UA-XXXX-YY
3. `_trackPageview()`

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);2
_gaq.push(['_trackPageview']);3

(function() {1
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```



ga.js

Google Analytics tracking is activated by **ga.js** being inserted into the web page.

- Size is 18KB
- Once it is called it is cached by the visitor's browser for all subsequent page views.
- Because it is exactly the same for all GA accounts, if someone went to another site with GA it's already cached in their browser & not called at all.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com
/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```



UA-XXXX-Y

UA or *Unique account ID* is unique for each GA account.

The X's and Y would actually be numbers representing your account.

It must be entered exactly as provided during sign up or your data will be sent to another account

`_SetAccount` is used to set the web property ID for the tracker. Thus identifying your account to the server.

```
<script type="text/javascript">
  var gaq = gaq || [];
  gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```



_trackPageview()

collects:

- The URL of the pageview a visitor loads in their browser.
- Browser Type
- Language setting
- Referrer
- Timestamp.

Cookies are then read and set and the information is sent to the Google data-collecting servers.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['setAccount', 'UA-XXXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com
/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```



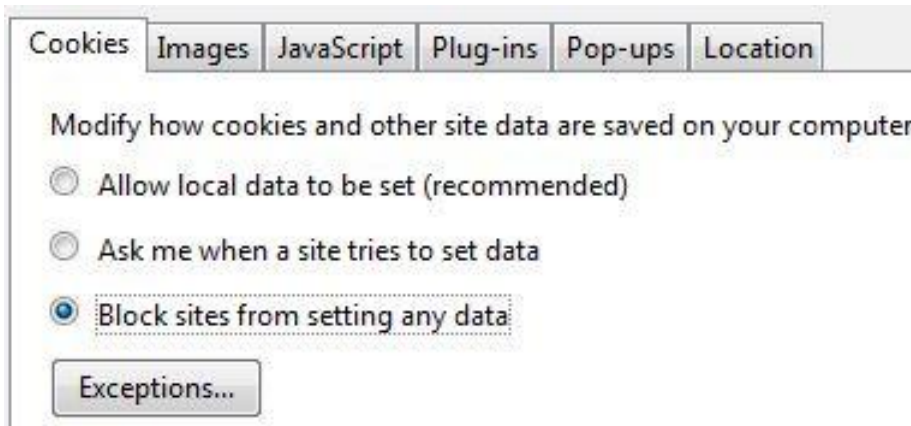
What can prevent Async from collecting data?

Keep in mind that there are things that will prevent Async from collecting & sending data such as when the visitor:

1. Blocks the setting of 3rd party cookies in their browser.
2. Has script blocking add-ons or software such as No-Script.

Also if you forget to add Async to a page or your webserver does not allow Async to execute (due to a firewall).

1



2



DEPLOYING ASYNC

To Deploy your Async merely place it on all of your pages.

This can be done in various ways depending on:

- Site size
- Site creation method:
 - Template
 - CMS

You can copy and paste the Async individually on each page or insert it in the master template for your site.

Either way it should be placed at the bottom of the **<head>** section of all your site pages.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-18142306-1']);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```



```
<html>
<head>
<title>Google Analytics</title>
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-18142306-1']);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
</head>
<body>
<h1>Tracking visitors to my site:</h1>
```




DEPLOYING ASYNC

Seeing Data

Once you have tagged your pages data should appear in your account within 5 hours.

If you have a new GA account it can take up to 24-48 hours before data initially appears.

Website Profiles								+ Add new profile	
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
http://www.samplesite.com UA-18142306-1								+ Add new profile	
☆ www.samplesite.com	View report		0	00:00:00	0.00%	0	N/A	Edit Delete	

Find profile:

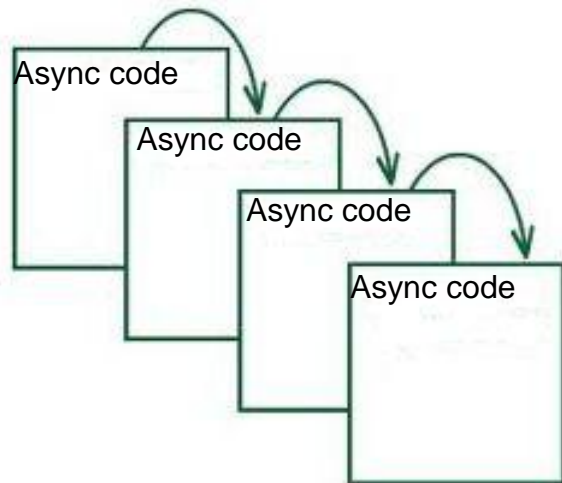
Show rows: 10 1 of 1



DEPLOYING ASYNC

You must place the Asynchronous snippet code on *every page* within your site for optimal tracking results.

Missing page tags is a common source that creates doubt over the validity of your data.



This results in:

- Incorrect visitor and pageview counting
- Missing referrer information
- Longer / Shorter metrics for:
 - Time on site
 - Time on page



98%



< 98%



< 90%



DEPLOYING ASYNC

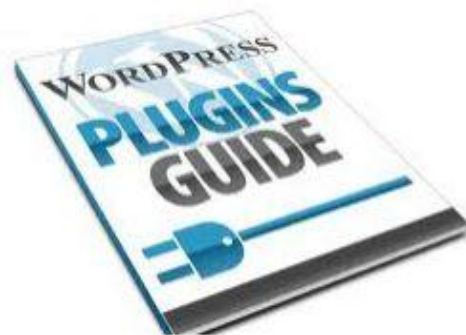
Ideal Async
Deployment
Percentage.

Having Async on at
least 98% of your pages
should be the minimum.

Less than 98% requires
more scrutiny on results.

Less than 90% requires
fixing the problem
first. Reports are
basically invalid at this
level.





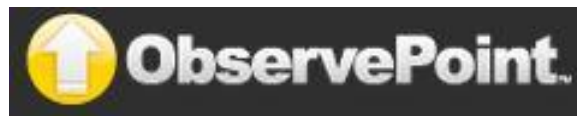
DEPLOYING ASYNC

When using a *Content Management System* (CMS) like WordPress or others:

- Ensure newly created pages have the Async code inserted on them.
- &
- Any pages not using the template from the system.

CMS software like WordPress has several plugins to automatically insert your Async into your pages.





DEPLOYING ASYNC

Checking your site for Async code.

There are free and paid software tools to troubleshoot the deployment of Async on your site.

- SiteScan
- WASP
- ObservePoint

among others.

Some detect per page and others run a site scan as indicated in their name, which reflect the pay services.



- What is Web Analytics
- A practical example of WA
- Asynchronous code

NEXT:  Analytics
DIMENSIONS & METRICS

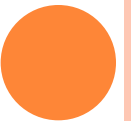
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DIMENSIONS & METRICS

What is Web Analytics

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Dimensions is one of two types of data represented in Google Analytics Reports

Dimensions are text strings that describe an item.

These include:

- Page URL
- Page Title
- Connection Speed
- Browser Type
- Host Name
- Product name
- Transaction ID
- and more....

All traffic sources sent 608 visits via **51 sources and mediums**

Show: Source Medium

Site Usage		Goal Set 1	Goal Set 2	Ecommerce	AdSense Revenue	Views: [Grid] [Clock] [List] [Refresh] [Print]	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
608	1.91	00:03:57	69.57%	11.84%			
% of Site Total: 100.00%	Site Avg: 1.91 (0.00%)	Site Avg: 00:03:57 (0.00%)	Site Avg: 69.90% (-0.47%)	Site Avg: 11.84% (0.00%)			
Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1. (direct) / (none)	170	2.07	00:05:21	78.24%	24.12%		
2. google / organic	121	1.68	00:02:03	85.95%	15.70%		
3. feedburner / twitter	80	1.46	00:06:22	62.50%	3.75%		
4. facebook.com / Social Media	33	1.76	00:04:49	60.61%	6.06%		
5. article / facebook	25	2.48	00:01:46	64.00%	0.00%		
6. chatter / facebook	23	1.17	00:01:57	43.48%	4.35%		
7. Main List / email	16	1.88	00:03:31	43.75%	0.00%		
8. twitter.com / Social Media	15	1.73	00:00:46	60.00%	0.00%		
9. article / twitter	14	1.36	00:00:46	85.71%	14.29%		
10. lunchandlearn / email	11	2.09	00:00:39	54.55%	0.00%		

Filter Source/Medium: containing [] Go Advanced Filter

Go to: [] Show rows: 10 1 - 10 of 51



Metrics is the second type of data represented in Google Analytics Reports

Metrics are numbers.

These include:

- Time on page
- Bounce rate
- Purchase Total
- Time on site
- Page views per min
- and others....

All traffic sources sent **608** visits via 51 sources and mediums

Show:

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce | AdSense Revenue | Views: [Grid] [Table] [List] [Map] [Print]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
608	1.91	00:03:57	69.57%	11.84%
% of Site Total: 100.00%	Site Avg: 1.91 (0.00%)	Site Avg: 00:03:57 (0.00%)	Site Avg: 69.90% (-0.47%)	Site Avg: 11.84% (0.00%)

Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
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10. lunchandlearn / email	11	2.09	00:00:39	54.55%	0.00%

Filter Source/Medium: Go Advanced Filter

Go to: Show rows: 1 - 10 of 51



Here we see them both outlined together.

Blue = Metrics

Red = Dimensions

All traffic sources sent **608** visits via **51** sources and mediums

Show:

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce | AdSense Revenue | Views: [Grid] [Table] [List] [Full Screen]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
608	1.91	00:03:57	69.57%	11.84%
% of Site Total: 100.00%	Site Avg: 1.91 (0.00%)	Site Avg: 00:03:57 (0.00%)	Site Avg: 69.90% (-0.47%)	Site Avg: 11.84% (0.00%)

Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. (direct) / (none)	170	2.07	00:05:21	78.24%	24.12%
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3. feedburner / twitter	80	1.46	00:06:22	62.50%	3.75%
4. facebook.com / Social Media	33	1.76	00:04:49	60.61%	6.06%
5. article / facebook	25	2.48	00:01:46	64.00%	0.00%
6. chatter / facebook	23	1.17	00:01:57	43.48%	4.35%
7. Main List / email	16	1.88	00:03:31	43.75%	0.00%
8. twitter.com / Social Media	15	1.73	00:00:46	60.00%	0.00%
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10. lunchandleam / email	11	2.09	00:00:39	54.55%	0.00%

Filter Source/Medium:

Go to: Show rows: 1 - 10 of 51



- What is Web Analytics
- A practical example of WA
- Asynchronous code
- Dimensions & Metrics

NEXT: Google Analytics

WHAT ARE SEGMENTS? HOW TO CREATE THEM?

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Ask a Question of your data

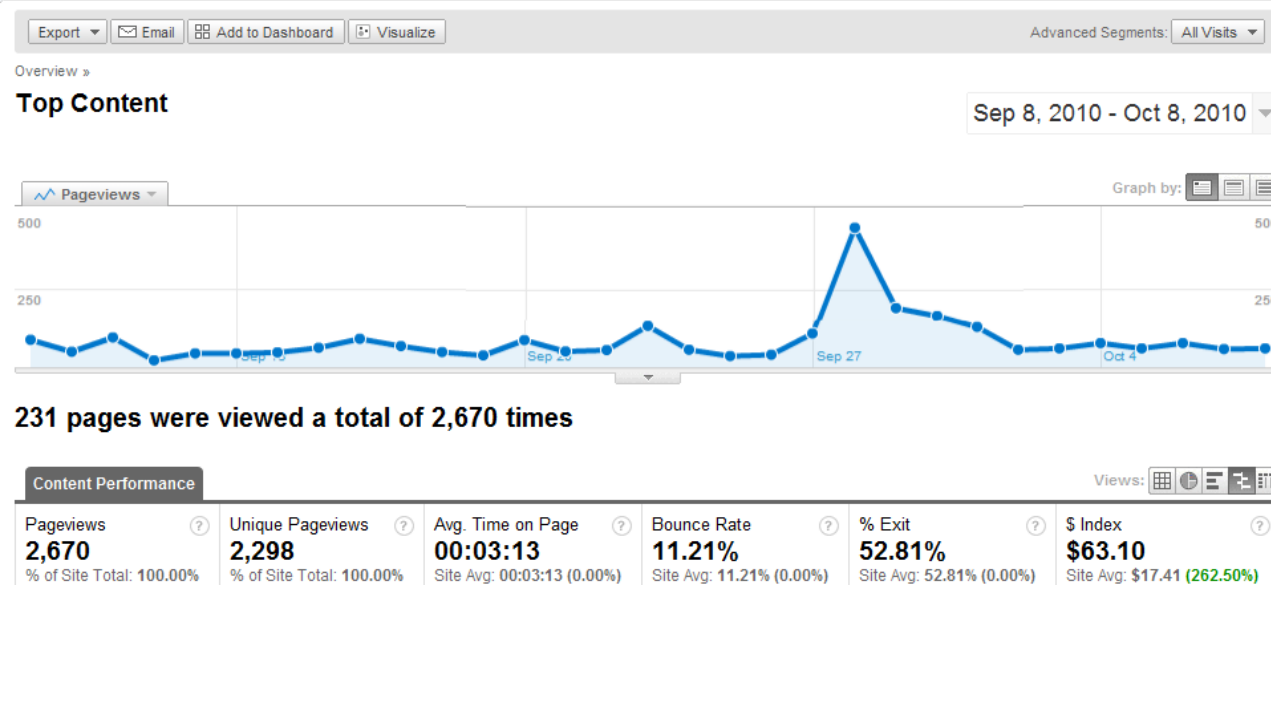


SEGMENTS

Segments allow you to break up the data and understand it better.

e.g.:

- New – Returning
- Geographically
- Organic – paid
- Direct – referral
- Visits w/conversion
- Mobile
- Non-bounce



Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

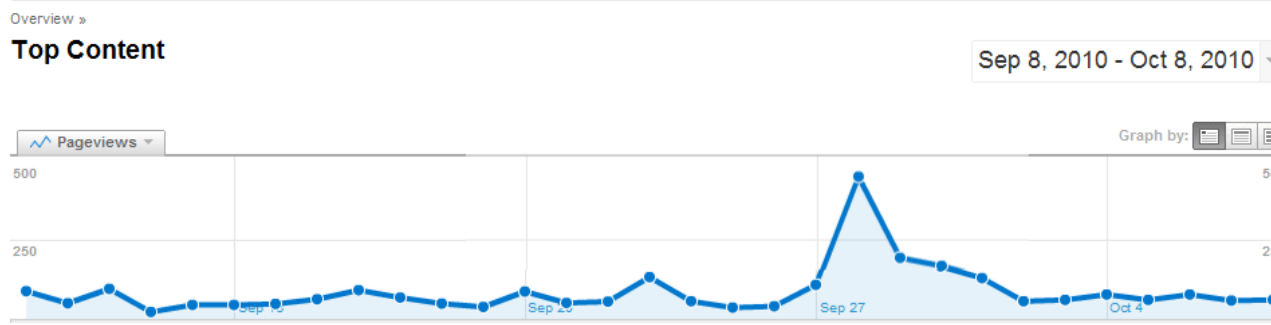
Advanced Segments

Select up to four segments by which to filter your report

Create a new advanced segment
Manage your advanced segments

Default Segments	Custom Segments
<input checked="" type="checkbox"/> All Visits	<input type="checkbox"/> Low Click Depth Visit + New edit
<input type="checkbox"/> New Visitors	<input type="checkbox"/> Medium Click Depth Visit edit
<input type="checkbox"/> Returning Visitors	<input type="checkbox"/> High Click Depth Visit edit
<input type="checkbox"/> Paid Search Traffic	<input type="checkbox"/> Home Page Landing High Click Depth Visit edit
<input type="checkbox"/> Non-paid Search Traffic	<input type="checkbox"/> Pages Contain (education) edit
<input type="checkbox"/> Search Traffic	<input type="checkbox"/> Direct Traffic edit
<input type="checkbox"/> Direct Traffic	
<input type="checkbox"/> Referral Traffic	

Apply cancel



Top Content

Sep 8, 2010 - Oct 8, 2010



231 pages were viewed a total of 2,670 times in the "All Visits" segment

Content Performance

Views: [Grid] [Pie] [Bar] [List] [Table]

Pageviews All Visits: 2,670 New Visitors: 1,771	Unique Pageviews All Visits: 2,298 New Visitors: 1,526	Avg. Time on Page All Visits: 00:03:13 New Visitors: 00:02:07	Bounce Rate All Visits: 11.21% New Visitors: 12.80%	% Exit All Visits: 52.81% New Visitors: 54.21%	\$ Index All Visits: \$17.41 New Visitors: \$65.53
--	---	--	--	---	---

Page	Pageview	Individual Page: Pageview compared to site average
1. /category/education	383	24.76%
2. /	359	71.77%
3. /wordpress-3-0-demystified-part-1	176	62.96%
4. /wordpress-3-0-demystified-part-4		50.00%
5. /wordpress-3-0-demystified-part-2		62.50%
6. /google-analytics-education-trackpageview-in-async	77	30.51%
7. /wordpress-20-to-go	63	34.04%
8. /google-analytics-education-event-tracking	55	57.14%
9. /wordpress-3-0-demystified-part-3	53	35.90%
10. /services/webinars	49	68.97%

Segmented

SHOULD I USE SEO TO IMPROVE MY SEARCH ENGINE PLACEMENTS?



Manage Advanced Segments

Segments let you group certain types of visits together.

[+ Create new custom segment](#)

[Import segments from other profiles](#)

Advanced Segments in www.force10networks.com

Name	Conditions	Action
No custom segments created for this profile; click here to create one.		

▼ Default Segments

▲ Other Custom Segments for googleanalytics@mpaolini.com

Name	Conditions	Action
Low Click Depth Visit + New	Pageviews Greater than or equal to 1 ...	ADD TO PROFILE Edit Copy Share Delete
Medium Click Depth Visit	Pageviews Greater than or equal to 3 ...	ADD TO PROFILE Edit Copy Share Delete
High Click Depth Visit	Pageviews Greater than or equal to 6 ...	ADD TO PROFILE Edit Copy Share Delete
Home Page Landing High Click Depth Visit	Pageviews Greater than or equal to 6 ...	ADD TO PROFILE Edit Copy Share Delete
Pages Contain (education)	Page Contains education ...	ADD TO PROFILE Edit Copy Share Delete
Direct Traffic	Medium Matches exactly (none) ...	ADD TO PROFILE Edit Copy Share Delete
Indirect Traffic	Medium Matches exactly twitter ...	ADD TO PROFILE Edit Copy Share Delete
High Time on Site (>5)	Time on Site Greater than or equal to 5 ...	ADD TO PROFILE Edit Copy Share Delete
Exclude Blog AND SecureCart (Dropwise)	Page Does not match regular expression .securecart. ...	ADD TO PROFILE Edit Copy Share Delete
Medium Time on Site (30-300)	Time on Site Greater than 30 ...	ADD TO PROFILE Edit Copy Share Delete

Search: 1 - 10 of 20

Brand Keywords

Out of a total of ? visits...

Test Segment

Keyword	Condition	Value	
	Contains	Brand	✕
	<input type="checkbox"/>	case sensitive	
or			
Keyword	Condition	Value	
	Contains	misspell brand	✕
	<input type="checkbox"/>	case sensitive	
or			
Keyword	Condition	Value	
	Contains	alternate-brand	✕
	<input type="checkbox"/>	case sensitive	
Add "or" statement			
and			
Add "and" statement			

...this segment matches ? visits

Test Segment

This link will produce the same – adjust for your keywords

http://www.google.com/analytics/reporting/add_segment?s_hare=k2GOICsBAAA.RD_MY1rbVaEf7ayaUJLvVPeAk6oMpgrxOvPWEslr3HXsFIkdWoS2naLoMDxHdgxXjLhYS0R_cJ_j9IBkIH6fMw.daPUf1Llectrb5mYnBKoWg



All Traffic Sources

Sep 8, 2010 - Oct 8, 2010

Segmented

Graph by:



All traffic sources sent 31,521 visits via 558 sources and mediums in the "All Visits" segment

Show:

Site Usage

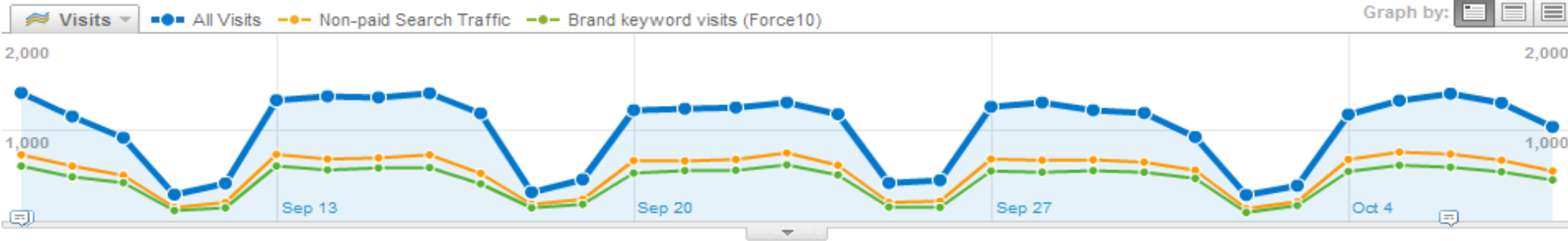
Views:

Visits All Visits: 31,521 Non-paid Search Traffic: 16,761	Pages/Visit All Visits: 2.92 Non-paid Search Traffic: 3.22	Avg. Time on Site All Visits: 00:02:36 Non-paid Search Traffic: 00:02:57	% New Visits All Visits: 58.76% Non-paid Search Traffic: 60.95%	Bounce Rate All Visits: 47.37% Non-paid Search Traffic: 43.12%
--	---	---	--	---

Source/Medium	Visits	Individual Source/Medium: Visits compared to site average
1. google / organic	15,109	0.00%
2. (direct) / (none)	9,699	100.00%
3. linkedin.com / referral	660	100.00%
4. bing / organic	653	0.00%
5. sharepoint / referral	633	100.00%
6. yahoo / organic	589	0.00%
7. turinnetworks.com / referral	428	100.00%
8. networkworld.com / referral	376	100.00%
9. google.com / referral	318	100.00%

All Traffic Sources

Sep 8, 2010 - Oct 8, 2010



All traffic sources sent 31,521 visits via 558 sources and mediums in the "All Visits" segment

Show: Source Medium

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce | Views: [Grid] [Refresh] [List] [Print]

Visits All Visits: 31,521 Non-paid Search Traffic: 16,761 Brand keyword visits (Force10): 13,600	Pages/Visit All Visits: 2.92 Non-paid Search Traffic: 3.22 Brand keyword visits (Force10): 3.43	Avg. Time on Site All Visits: 00:02:36 Non-paid Search Traffic: 00:02:57 Brand keyword visits (Force10): 00:03:13	% New Visits All Visits: 58.76% Non-paid Search Traffic: 60.95% Brand keyword visits (Force10): 57.49%	Bounce Rate All Visits: 47.37% Non-paid Search Traffic: 43.12% Brand keyword visits (Force10): 38.28%
---	--	--	---	--

Source/Medium	Visits	Individual Source/Medium: Visits compared to site average
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5. sharepoint / referral	3	100.00%
6. yahoo / organic	589	0.00%
7. turinnetworks.com / referral	428	100.00%
8. networkworld.com / referral	376	100.00%

Segmented

Low Click Depth Visit + New

Pageviews Condition Greater than or equal to Value 1

or

Add "or" statement

and delete

Pageviews Condition Less than or equal to Value 2

or

Add "or" statement

and delete

Visitor Type Condition Matches exactly Value New Visitor

case sensitive

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits Test Segment

http://www.google.com/analytics/reporting/add_segment?s_hare=TZqZICsBAAA.RD_MY1rbVaEf7ayaUJLvVlrx5e8GO_G_va4c_LxJwarXsFIkdWoS2naLoMDxHdgxXYUeZiObav67myqr6lw3afg.dcbdvzXceBM0yiAEoSig4Q



Out of a total of ? visits...

Test Segment

delete

Pageviews

Condition

Value

Greater than or equal to

3

⊗

or

Add "or" statement

and

delete

Pageviews

Condition

Value

Less than or equal to

5

⊗

or

Add "or" statement

and

Add "and" statement



...this segment matches ? visits

Test Segment

SEGMENTS

Medium Click Depth Visit

http://www.google.com/analytics/reporting/add_segment?s_hare=q-WbICsBAAA.RD_MY1rbVaEf7ayaUJLvVEyd82ZsEKC7b0inQjY5e_zsFIkdWoS2naLoMDxHdgxXAds9BPhQ1VRzdGeSi1tVvA.e9rYCCdMDN2MFy66_eJRsw



Out of a total of ? visits...

Test Segment

	Condition	Value
Pageviews	Greater than or equal to	6

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

SEGMENTS

High Click Depth Visit

http://www.google.com/analytics/reporting/add_segment?share=b8GdlCsBAAA.RD_MY1rbVaEf7ayaUJLvVHb0vO-at149jTjlzcAeTq_sFlkdWoS2naLoMDxHdgxXA2xZkqeIVnbCfO4Vq1AGQw.WtwduS6vTRBbVm7HvmwQUw

Out of a total of ? visits...

Test Segment

Time on Site	Condition	Value
	Greater than or equal to	5

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

SEGMENTS

High Time on Site (>5)

http://www.google.com/analytics/reporting/add_segment?s_hare=memelCsBAAA.RD_MY1rbVaEf7ayaUJLvVDRDuMfaJpwrOgvodIAOT2fsFIkdWoS2naLoMDxHdgxX2bXTKxTU0iKxUH0Y3SnEnQ.gUKGc9hUkNImvlrcRPBVTg



Home Page Landing High Click Depth Visit

http://www.google.com/analytics/reporting/add_segment?share=gZEc3yoBAAA.RD_MY1rbVaEf7ayaUJLvVGRnQ8L3FWUoV6R66KVZ-a2mKxa_I4xC0Q2X_e-Y5QihloedUp7hbmwHclvdbxr87qA.SxYw7vB5a6MEnwqXLnUutg

Pages Contain (education) - ADJUST

http://www.google.com/analytics/reporting/add_segment?share=mv8v3yoBAAA.RD_MY1rbVaEf7ayaUJLvVOAEa0Eqiq3oWrk9ZYzsQAgPK3kB5vUFUp0LSOpDSZZRLATW_gnTTZtuovVUoh2nQ._d4V3r9tAaZuPO07jFc_9Q

Medium Time on Site (30-300)

http://www.google.com/analytics/reporting/add_segment?share=8pUq3yoBAAA.RD_MY1rbVaEf7ayaUJLvVP_Xc4h_Milv9NQ3ugCdt46mKxa_I4xC0Q2X_e-Y5QihvRgiKyR68ulDOWacyQGmRw.w9Bc5M-7nX8qds6mrlhsVg

Bounced Visits

http://www.google.com/analytics/reporting/add_segment?share=4cc_3yoBAAA.RD_MY1rbVaEf7ayaUJLvVMMbHp14q8rj5Jje4vpBQ9mmKxa_I4xC0Q2X_e-Y5QihNDF4U75q5F_QejLGJahzQg.-DG1TsJ1j5073uxRGvF-RA

Visits that dropped out of the funnel

http://www.google.com/analytics/reporting/add_segment?share=4cc_3yoBAAA.RD_MY1rbVaEf7ayaUJLvVMMbHp14q8rj5Jje4vpBQ9mmKxa_I4xC0Q2X_e-Y5QihY7u4FKO1-VihU_dUfj_bQQ.IkB0fUFHAAX8ynkMDxLOLg



Brand keyword visits (Client) - **ADJUST**

http://www.google.com/analytics/reporting/add_segment?share=4N9D3yoBAAA.RD_MY1rbVaEf7ayaUJLvVGT7I-blzw3TMm9BjgBQ2cUgPK3kB5vUFUp0LSOpDSZZaEp1bDcXtUet2iUKGgcWPA.p-29NPyeyg380_2s89WcfQ

Brand Keywords Paid Visits (Client) - **ADJUST**

http://www.google.com/analytics/reporting/add_segment?share=AHJT3yoBAAA.RD_MY1rbVaEf7ayaUJLvVDsyCZVs73YUTCgMdBWEykimKxa_I4xC0Q2X_e-Y5QihIPjuxrbBFfj1CW2-GKoSZA.2_ZjodOxLXnxqXSpNQ7XFA

Non-brand Keyword Visits (Client) - **ADJUST**

http://www.google.com/analytics/reporting/add_segment?share=aphV3yoBAAA.RD_MY1rbVaEf7ayaUJLvVPPevhdS9Ww2WsGTybN-t4-mKxa_I4xC0Q2X_e-Y5QihOzJBTwwa1RSn8QimGg1-7w.em3tVj0S6pYFmhT_QCo6bQ

Visits from United States

http://www.google.com/analytics/reporting/add_segment?share=LJRlICsBAAA.RD_MY1rbVaEf7ayaUJLvVPqwAO6fFO0IT27hfRBWrwmmKxa_I4xC0Q2X_e-Y5QihJd3TN2LNwCjhljtyS3AETA.VU6pluTpJrw7JtbgVX_SFQ



First-time buy visits

http://www.google.com/analytics/reporting/add_segment?share=zvVplCsBAAA.RD_MY1rbVaEf7ayaUJLvVKIxVpRxVx7oN6yJFMileeumKxa_I4xC0Q2X_e-Y5Qihq3oDp2ziGM3QzTquYZ9lhA.tXBVh8fqwYU5-QLRbBHbaA

Return visit buys

http://www.google.com/analytics/reporting/add_segment?share=zvVplCsBAAA.RD_MY1rbVaEf7ayaUJLvVKIxVpRxVx7oN6yJFMileeumKxa_I4xC0Q2X_e-Y5Qih1b1MslriGWGLr3nUe672ig.nHJazUkWcSfaM9riEKnWRw

Exact - Targeted Keywords - **ADJUST**

http://www.google.com/analytics/reporting/add_segment?share=zvVplCsBAAA.RD_MY1rbVaEf7ayaUJLvVKIxVpRxVx7oN6yJFMileeumKxa_I4xC0Q2X_e-Y5Qih29RmsnHNtm17WhgproUXGQ.NHOnfx_g-E5CGXswkTbPdQ

Contains - Targeted Keywords - **ADJUST**

http://www.google.com/analytics/reporting/add_segment?share=zvVplCsBAAA.RD_MY1rbVaEf7ayaUJLvVKIxVpRxVx7oN6yJFMileeumKxa_I4xC0Q2X_e-Y5QihXw30YA61H4NK9Y0juwQ-dg.WLwPmFuA3ZXiFhW9-d42dw



- What is Web Analytics
- A practical example of WA
- Asynchronous code
- Dimensions & Metrics
- What are segments?
- How to create them?

NEXT:  Analytics

WHAT IS INTELLIGENCE? HOW TO CREATE ALERTS?


THREE 



WHAT SHOULD I LOOK AT TODAY?

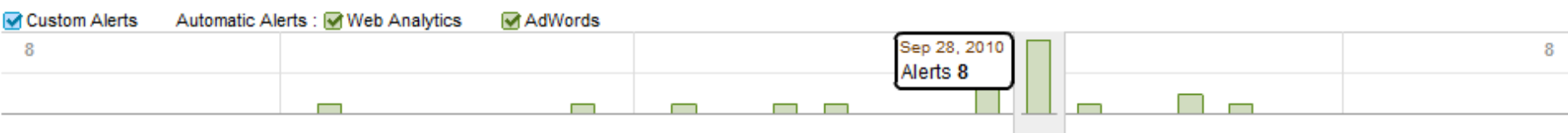
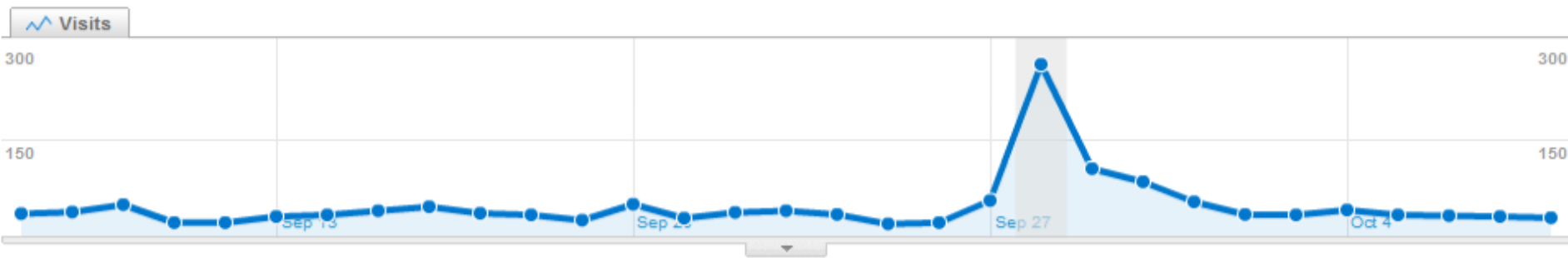
What is Web Analytics

mp
THREE Web Analytics
SEO
Social Media



Daily Alerts

Sep 8, 2010 - Oct 8, 2010



Monday, September 27, 2010 **Tuesday, September 28, 2010** Wednesday, September 29, 2010

Custom Alerts [+ Create a Custom Alert](#)

There are no custom alerts for this date range.

Automatic Alerts Group by: Metric | Dimension Alert Sensitivity: Low High

All Traffic

Total Traffic

	257 Visitors ▲ >500% expected: 32-42	Significance: <input type="range"/>
	269 Visits ▲ >500% expected: 33-40	Significance: <input type="range"/>
	452 Pageviews ▲ 461% expected: 68-106	Significance: <input type="range"/>
	90.71% % New Visits ▲ 43% expected: 61.11%-65.33%	Significance: <input type="range"/>

ALERT TEMPLATES

▲ Alert Templates

Name	Period	Action
Total visits decreases by more than 50.0%	Day	Copy
Unique visitors decreases by more than 50.0%	Day	Copy
Total page views decreases by more than 50.0%	Day	Copy
Average bounce rate increases by more than 50.0%	Day	Copy
Average time on site decreases by more than 50.0%	Day	Copy
Percent new visitors decreases by more than 50.0%	Day	Copy
Goal conversion rate decreases by more than 50.0%	Day	Copy
Referring sites total visits decreases by more than 50.0%	Day	Copy
Referring sites goal conversion rate decreases by more than 50.0%	Day	Copy
Organic search total visits decreases by more than 50.0%	Day	Copy

Search: 1 - 10 of 13



CUSTOM ALERTS

Custom Alerts in 1. mpaolini.com

[+ Create new alert](#)

Name	Period		Action
High Bounce Rate Head Keyword Traffic	Week	HIDE FROM PROFILE	Edit Copy Share Delete
Campaign by "Item of Real Value"	Week	HIDE FROM PROFILE	Edit Copy Share Delete
New visitor by Revenue (increase)	Day	HIDE FROM PROFILE	Edit Copy Share Delete
Source by time on site (Customer Behavior)	Day	HIDE FROM PROFILE	Edit Copy Share Delete
Country/Region by Huge Visits	Week	HIDE FROM PROFILE	Edit Copy Share Delete
Traffic increase +100%	Day	HIDE FROM PROFILE	Edit Copy Share Delete
Traffic decrease -50%	Day	HIDE FROM PROFILE	Edit Copy Share Delete
Bounce increase by 40%	Day	HIDE FROM PROFILE	Edit Copy Share Delete
Weekly conversion - Increase +1%	Week	HIDE FROM PROFILE	Edit Copy Share Delete
Weekly conversion - decrease -1%	Week	HIDE FROM PROFILE	Edit Copy Share Delete

Search: 1 - 10 of 10



Edit an Alert

Alert name:

Apply to: 1. mpaolini.com and

Period:

Send me an email when this alert triggers. Also include

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

Alert Conditions

This applies to

Condition

Value

case sensitive

Alert me when

Condition

Value

[Cancel](#)



Custom Alerts

High Bounce Rate Head Keyword Traffic - ADJUST

http://www.google.com/analytics/reporting/add_alert_rule?share=xoGSNysBAAA.y5ciaDMEbv4NiUFpI7CP8wTlkt-Odzi7CVT5hkdw0nB8MSIL6T7TbnbLJC_p3sH2wl6flXLiKH_oEwPxpH0YQ.K64j_Kepnz sBYhkDfAhxYg

Campaign by "Items of Real Value" - ADJUST

http://www.google.com/analytics/reporting/add_alert_rule?share=dViXNysBAAA.y5ciaDMEbv4NiUFpI7CP89eoPSBXFria54VR_oydsjfShqwUFnXtJbQULyE7MpHmp5c8_rjWUwOu3GIOfur-VA.7ie756Y5CD-j6n5C-mjUhA

New visitor by Revenue (increase)

http://www.google.com/analytics/reporting/add_alert_rule?share=kniZNysBAAA.y5ciaDMEbv4NiUFpI7CP8-HMCIakzADiX3cR41xuQT7eFd60EHTxOwYYaz2VQlmd8LB_1wHTIfJ-jJVdAf4P-A.dFN8H32XghLMrm2os9jl0g

Source by time on site (Customer Behavior)

http://www.google.com/analytics/reporting/add_alert_rule?share=cJCbNysBAAA.y5ciaDMEbv4NiUFpI7CP82zyTUmpOHc7eLgSxmBPJJdivHaoa12xnmNwHxsU9p0KJmW0PKLdx7EoiHZr4W15cg.S4tStDh_XhC86w7_NC58GQ



Country/Region by Huge visits - **ADJUST**

http://www.google.com/analytics/reporting/add_alert_rule?share=kqOfNysBAAA.y5ciaDMEbv4NiUFpI7CP83HPLijaTxbPFqnmasMwUGb--CpQJ1HQcmDDXzkDqNGNRVfB1u67Ah2xF8FxnW9yVg.0ZYilQX_eTumNRMFW45wJQ

Traffic increase +100%

http://www.google.com/analytics/reporting/add_alert_rule?share=X81xlCsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZin7-G6nsmNBbW5uvgsAgra4Ea-6LNQylxoEoHHLmawn2Q.RYNK2M8MUzkNLGLQ-4O91A

Traffic decrease -50%

http://www.google.com/analytics/reporting/add_alert_rule?share=X81xlCsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZin7-G6nsmNBbW5uvgsAgra4ihuxyX0zqiMsTgdAaRz95Q.cT4HpJocZoU63HWzia-YXw

Bounce increase by 40%

http://www.google.com/analytics/reporting/add_alert_rule?share=YM1xlCsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZin7-G6nsmNBbW5uvgsAgra45cY32q-k7sRzNuGY1nD2aA.EsMSCiGPqk0049yVLBngzA



Weekly conversion - Increase +1%

http://www.google.com/analytics/reporting/add_alert_rule?share=YM1xICsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZilG6bo2L-a8NfJyk2k_fkKYDgdWgbqjIH55kF3cBaOZFQ.nRADhrkGnlw0-ZgeDGIVzg

Weekly conversion - decrease -1%

http://www.google.com/analytics/reporting/add_alert_rule?share=YM1xICsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZilG6bo2L-a8NfJyk2k_fkKYNoc33nqCHmAR-yscdXXwSw.2qsiLZpBwmFW8k0chXimwA

Traffic New visitors increase +25%

http://www.google.com/analytics/reporting/add_alert_rule?share=YM1xICsBAAA.y5ciaDMEbv4NiUFpI7CP88Es0zSMmeahKFndSlfoZilG6bo2L-a8NfJyk2k_fkKYnAiavXy1jh2lfxVjDNfloQ.vEWa8PHTI71f_Y6kzd6Tzw



- What is Web Analytics
- A practical example of WA
- Asynchronous code
- Dimensions & Metrics
- What are segments?
- How to create them?
- What is intelligence?
- How to create alerts?

NEXT: Google Analytics

HOW DO I CREATE CUSTOM REPORTS?

mp
THREE Web Analytics
SEO
Social Media



CUSTOM REPORTS

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Ecommerce

Custom Reporting

KPI report

Visits to Purchase

Bounce Rate

Time on Site

Visits by City

Goals by source

Campaign Data

High Level Metrics Report

Date+Transactions+Revenue

[Manage Custom Reports](#)

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Manage Custom Reports

Design a one of a kind report to fit your needs. [Learn how](#) to build a custom report.

[+ Create new custom report](#)

Custom Reports in 1. mpaolini.com

Name	Dimensions	Action
KPI report	Keyword , City	HIDE FROM PROFILE Edit Share Delete
Visits to Purchase	Day	HIDE FROM PROFILE Edit Share Delete
Bounce Rate	Page , Source/Medium , Keyword , Day	HIDE FROM PROFILE Edit Share Delete
Time on Site	Day , Visitor Type	HIDE FROM PROFILE Edit Share Delete
Visits by City	City , Day	HIDE FROM PROFILE Edit Share Delete
Goals by source	Source , Keyword	HIDE FROM PROFILE Edit Share Delete
Campaign Data	Campaign , Source/Medium , Ad Content , Keyword	HIDE FROM PROFILE Edit Share Delete
High Level Metrics Report	Keyword , Source , Search Term	HIDE FROM PROFILE Edit Share Delete
Date+Transactions+Revenue	Day	HIDE FROM PROFILE Edit Share Delete

Search: 1 - 9 of 9

mp
THREE Web Analytics
SEO
Social Media



Bounce Rate

Sep 8, 2010 - Oct 8, 2010



This custom dimension resulted in 10.97% Bounce Rate via 237 pages

New tab Views: [Grid] [Table] [List] [Map] [Print]

Bounce Rate 10.97% Site Avg: 10.97% (0.00%)	Bounces 158 % of Site Total: 100.00%	Visits 1,440 % of Site Total: 100.00%	Pageviews 2,669 % of Site Total: 99.96%	Avg. Time on Page 00:03:13 Site Avg: 00:03:13 (-0.00%)
---	--	---	---	--

Page	Bounce Rate	Bounces ↓	Visits	Pageviews	Avg. Time on Page
1. /wordpress-20-to-go	84.21%	48	57	63	00:03:05
2. /	12.55%	31	247	359	00:01:58
3. /category/education	5.54%	17	307	383	00:02:19
4. /google-analytics-education-trackpageview-in-async	23.53%	8	34	77	00:02:28
5. /i-heard-someone-talking-about-a-sales-funnel-in-ga-what-is-it-and-	41.67%	5	12	19	00:00:26
6. /wordpress-3-0-demystified-part-2	8.62%	5	58	104	00:05:08
7. /wordpress-3-0-demystified-part-4	5.56%	5	90	120	00:13:09
8. /google-analytics-education-event-tracking	9.38%	3	32	55	00:12:12
9. /google-analytics-education-filter-for-serp-rankings	9.09%	3	33	43	00:01:42
10. /google-analytics-education-using-a-third-party-payment-gateway	75.00%	3	4	6	00:06:44

Bounce Rate

/wordpress-20-to-go

Sep 8, 2010 - Oct 8, 2010



This custom dimension resulted in 84.21% Bounce Rate via 9 sources and mediums

New tab Views: [Table] [Line] [List] [Table] [List] [Line]

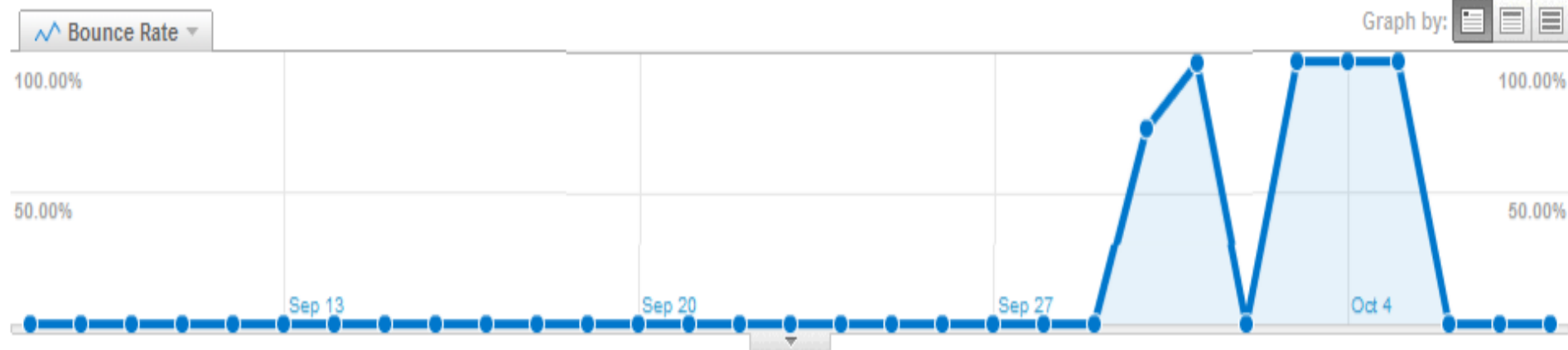
Bounce Rate 84.21% Site Avg: 10.97% (667.49%)	Bounces 48 % of Site Total: 30.38%	Visits 57 % of Site Total: 3.96%	Pageviews 63 % of Site Total: 2.36%	Avg. Time on Page 00:03:05 Site Avg: 00:03:13 (-4.23%)
---	--	--	---	--

Source/Medium	Bounce Rate	Bounces	Visits	Pageviews	Avg. Time on Page
1. (direct) / (none)	80.77%	21	26	29	00:01:28
2. twitter.com / Social Media	100.00%	9	9	9	00:00:00
3. google / organic	88.89%	8	9	10	00:08:03
4. facebook.com / Social Media	80.00%	4	5	5	00:00:01
5. linkedin.com / Social Media	66.67%	2	3	3	00:00:04
6. mpaolini.com / referral	100.00%	2	2	2	00:00:00
7. eventbrite.com / referral	100.00%	1	1	1	00:00:00
8. hootsuite.com / referral	100.00%	1	1	1	00:00:00
9. wordpress-20-to-go-massimo.eventbrite.com / referral	0.00%	0	1	3	00:07:40

Bounce Rate

/wordpress-20-to-go | google / organic

Sep 8, 2010 - Oct 8, 2010



This custom dimension resulted in 88.89% Bounce Rate via 2 keywords + visitor types

New tab

Views: [Table Icon] [List Icon] [Bar Icon] [Line Icon] [Pie Icon] [Area Icon]

Bounce Rate 88.89% Site Avg: 10.97% (710.13%)	Bounces 8 % of Site Total: 5.06%	Visits 9 % of Site Total: 0.62%	Pageviews 10 % of Site Total: 0.37%	Avg. Time on Page 00:08:03 Site Avg: 00:03:13 (150.58%)
--	---	--	--	--

Keyword	Visitor Type	Bounce Rate	Bounces	Visits	Pageviews	Avg. Time on Page
1. wordpress website start to finish	Returning Visitor	100.00%	8	8	8	00:00:00
2. wordpress website start to finish	New Visitor	0.00%	0	1	2	00:08:03

Filter Keyword: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 2 of 2

Metrics

- Site Usage
- Content
- Goals
- E-Commerce
- Advertising

Metrics

- Site Usage
 - Bounces
 - Bounce Rate
 - Entrances
 - Exits
 - % Exit
 - Visitors
 - New Visits
 - Unique Visitors
 - % New Visits

Metrics

- % New Visits
- Time on Page
- Avg. Time on Page
- Pageviews
- Pages/Visit
- Time on Site
- Avg. Time on Site
- Visits
- Content
- Goals

Metrics

- Site Usage
- Content
 - Unique Pageviews
 - Total Unique Searches
 - Visits with Search
 - Search Refinements
 - Time after Search
 - Search Depth
 - Search Exits

New tab edit + Add Tab

Bounces	Bounce Rate	% Exit	Unique Pageviews	Search Refinements	Total Goal Starts	metric	metric	metric	metric
---------	-------------	--------	------------------	--------------------	-------------------	--------	--------	--------	--------

Dimension: dimensions

1.							
2.							



Custom Reports

Bounce Rate

http://www.google.com/analytics/reporting/edit_custom_report?share=aFHE3ioBAAA.5cmZVfTgv7FSDQaf3SApcMy4d-2Was4hrGEHex5qFoqezEK7-6FXmJsyWOMI4psbJBSH_Dtv9MGRKf6h8sr7-w.iEmsvh__c_FTKTEN9Xa6ig

Visits to Purchase

http://www.google.com/analytics/reporting/edit_custom_report?share=aFHE3ioBAAA.5cmZVfTgv7FSDQaf3SApcMy4d-2Was4hrGEHex5qFoqezEK7-6FXmJsyWOMI4psbY5qPmzpCnNNEYv1Wdci8CQ.5ba7P6VancdoakiX98C1VA

Time on site

http://www.google.com/analytics/reporting/edit_custom_report?share=aFHE3ioBAAA.5cmZVfTgv7FSDQaf3SApcMy4d-2Was4hrGEHex5qFoqezEK7-6FXmJsyWOMI4psbMFZqNIP1FIXERU8ztQVV7w.RNSW6duw-UWaHIqD1kvaNg

Visits by city

http://www.google.com/analytics/reporting/edit_custom_report?share=aFHE3ioBAAA.5cmZVfTgv7FSDQaf3SApcMy4d-2Was4hrGEHex5qFoqezEK7-6FXmJsyWOMI4psbSJa62I5lktmA-aMkvymnDQ.-nK_LXfK49uVYFV-Kitk2w



Goals by source

http://www.google.com/analytics/reporting/edit_custom_report?share=-t313ioBAAA.5cmZVfTgv7FSDQaf3SApcCQ4EakCHI8L_tQwOL005Rn-TQJjpn5yi0_DwahMLzweRGARFrBfjqC-M1FQld1efg.8sEt61JXyu3ZAubG3z_-UA

Campaign Data - **ADJUST**

http://www.google.com/analytics/reporting/edit_custom_report?share=CN713ioBAAA.5cmZVfTgv7FSDQaf3SApcCQ4EakCHI8L_tQwOL005RnQMGxitSwq4uN-0JkVhK2eTQO_1u9TXfN-aEi9dV2TVw.xJFRgF1zCEJdrStkq-zlCg

High Level Metrics Report - **ADJUST**

http://www.google.com/analytics/reporting/edit_custom_report?share=8FYJ3yoBAAA.5cmZVfTgv7FSDQaf3SApcAdRx3skxHkrDarRDWYUQ-in-DSle7Vv1E5lvcn08qW4SxWemPLWMcdH71V_kY98pQ.oHy-bfJK6QVneUzM84fpiA

Date Transaction Revenue

http://www.google.com/analytics/reporting/edit_custom_report?share=8FYJ3yoBAAA.5cmZVfTgv7FSDQaf3SApcAdRx3skxHkrDarRDWYUQ-in-DSle7Vv1E5lvcn08qW4eWd2VOHQqojv2YluzdA6VQ.ik89qDT27tDQa5QpDIy3AA



- What is Web Analytics
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NEXT: Google Analytics

WHAT IS A FUNNEL? HOW DO I USE IT?

mp
THREE Web Analytics
SEO
Social Media





WHY DOES YOUR SITE EXIST

- What are the goals for your site
 - Get more leads
 - Increase sales
 - Increase downloads
 - Increase usage of FAQ/help
- Are there any other goals besides these?

**Without a goal, Web Analytics
is just a huge collection of
data**

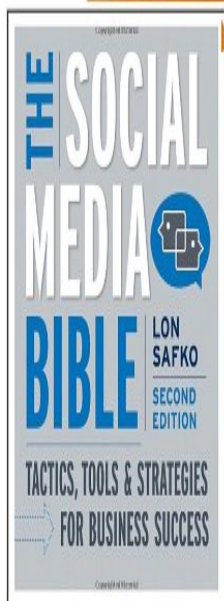


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[Paperback]

[Lon Safko](#) (Author)

★★★★★ ([22 customer reviews](#))

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Paperback	\$19.77	\$16.95	\$12.00
Paperback, September 28, 2010	\$19.77	\$18.60	\$28.45

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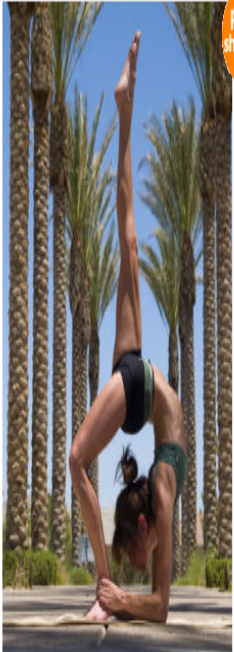
WEB ANALYTICS GOALS

Some goals are very obvious

mp
THREE Web Analytics
SEO
Social Media

This is a private listing. [Sign in](#) to view your status or [learn more](#) about private listings.

[Add to Watch list](#)



FREE shipping

ALL NEW YOGA WEBSITE BUSINESS & .COM DOMAIN FOR SALE

Item condition: --

Time left: **1m 18s** (Oct 09, 2010 16:25:51 PDT)

Bid history: 0 bids

Starting bid: **US \$0.99**

Your max bid: US \$

[Place bid](#)

(Enter US \$0.99 or more)

or

Price: **US \$24.95**

[Buy It Now](#)

[Add to Watch list](#)

Shipping: **FREE shipping** Standard Shipping | [See all details](#)

Estimated delivery within 2-6 business days.

Returns: No returns accepted. Covered by [eBay Buyer Protection](#).

Seller info

[turnkeysites](#) (531 ☆)

99.5% Positive feedback

[Save this seller](#)

[See other items](#)

Other item info

Item number: 170548054129

Item location: INTERNET, United States

Ships to: Worldwide

Payments: [PayPal](#) [See details](#)

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WEB ANALYTICS GOALS

When we use this site we know what to do





WEB ANALYTICS GOALS

Others are more subtle about it

HOME ABOUT US EXTRAS FUTURE EVENTS EARLY BIRD DISCOUNT BLOG **408.245.9120 OR EMAIL** SUBSCRIBE

8 people

Jazz Band Music for an Elegant Wedding, a Lively Party, a Casual Business Mixer, and even a Formal Company Banquet.

When you plan your next celebration, [EMAIL](#) or call me at 408-245-9120, and tell me how I can help you.

Magnolia Jazz Band music gives you many options, and one is perfect for your next party. Look around. Scroll to see [Videos](#) and hear [Music Samples](#). Catch us at [public events](#). Read [testimonials](#) and see a list of [songs](#) people often request. See [photos](#) of us and lists of [event professionals](#) we recommend. Get an [Early Bird Discount](#). Read my [Blog](#) and see pictures of us in action! Planning to include jazz band music in your party? [Contact us](#).

You can use our music to make your celebration memorable, with the popular standards, jazz classics, and Latin favorites. You'll enjoy songs to suit every mood: romantic, soulful, easy-going, excited, reserved, sophisticated, or upbeat — whatever you like! Your jazz band can range from an elegant strolling trio to a swinging dance combo.

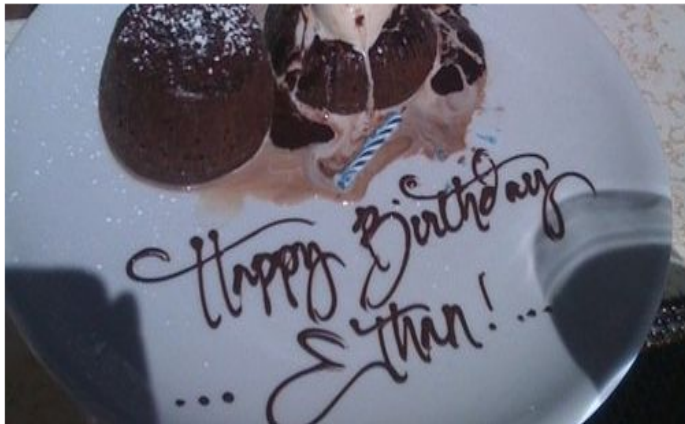
Most of our engagements are private parties, wedding receptions, and company banquets, and we create a lively mood at public festivities throughout the San Francisco Bay Area.



Lastly some have goals but leave it up to you to figure them out.

SEPTEMBER 27, 2010

How the Ritz-Carlton Gained a Customer for Life



I was originally going to write about how much I can't stand Raley's new "It's a mom's world" campaign. And I will. But I don't feel like being negative today. So instead, I just wanted to share another real world example of Companies That Do It Right. Today's example should come as no surprise—it's the [Ritz-Carlton](#), after all.

Yesterday was my son's 7th birthday. We spent it up at Northstar in Tahoe because we were up there for a wedding over the weekend. On Saturday morning, we decided to have breakfast at the new Ritz-Carlton hotel at the top of the mountain. My girlfriend has wanted to check it out for the longest time and it was a perfect day to sit outside and let our two boys enjoy the sun.

As boys their age tend to do, they charmed the socks off of the staff there. And they had a great time in the process. The buffet was delicious and the service was exceptional. I mean, even for the Ritz-

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Fossum Creative Has email on your mobile phone made it easier or harder for you to stay on top of your emails?

Yesterday at 8:59am

Fossum Creative Had a fantastic time at the launch party for Nancy Duarte's new book Resonate. It's all about the power of visual storytelling - something near and dear to our hearts here. Digging into it tonight!

Thursday at 10:25pm · via Facebook for iPhone

Facebook social plugin

Recent Tweets

- Hey @SilviaBarnes - thx for following! Where do you go surfing in NY? [1 day ago](#)
- Unbelievable: Mormon leader gives anti-gay sermon after recent teen suicides. Add your name to the @HRC open letter: <http://bit.ly/bKMov4> [1 day ago](#)
- Check out "Resonate Launch Party!" <http://t.co/l1ZCFit> via @eventbrite Who's in? [3](#)



Create up to 20 conversion goals for this profile. [Learn more.](#)

Goals (set 1)	+ Add goal (Goals available: 2)
Contact me	Edit
YouConnected Sales	Inactive Edit
Contact Sidebar	Edit
Goals (set 2)	+ Add goal (Goals available: 4)
Comments	Edit
Goals (set 3)	+ Add goal (Goals available: 3)
Scribe	Edit
Amazon S3	Edit
Goals (set 4)	+ Add goal (Goals available: 5)

WEB ANALYTICS GOALS

Back on the settings screen is another section called goals.



Enter Goal Information

Goal Name:
 Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position: ▾
 Changing goal position will not move historical data for this goal

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Goal Details

Match Type [?]: ▾

Goal URL [?]: (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
 To help you verify that your goal URL is set up correctly, please see the tips [here](#) .

Case Sensitive: URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report.

Note: URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/contact"/>	<input type="text" value="Contact"/>	<input checked="" type="checkbox"/> Required step [?]
Step 2	<input type="text"/>	<input type="text"/>	

+ Add Goal Funnel Step

WEB ANALYTICS GOALS

Set the name, goal position (there are 20), type, and details.

If you need to measure steps then use a funnel.

You can measure virtual pages.



MOST PEOPLE THINK THIS IS HOW THE INTERNET WORKS?

Shopping Cart



428 People

Shipping information



428 People

Payment information



428 People

Thank you for shopping with us

THE UGLY TRUTH



- What is Web Analytics
- A practical example of WA
- Asynchronous code
- Dimensions & Metrics
- What are segments?
- How to create them?
- What is intelligence?
- How to create alerts?
- How do I create custom reports?
- What is a funnel?
- How do I use it?

NEXT: Google Analytics

WHAT ARE FILTERS? HOW TO CREATE THEM?



FILTERS

Existing Filters

+ Add Filter

<< Prev 1 - 14 / 14 Next >>

Show 20 ▾

Search



	Filter Name	Filter Type	Settings	Delete
1.	0. Campaign Term (SERP)	Lowercase	Edit	Delete
2.	1. Include Organic (SERP)	Include	Edit	Delete
3.	2. Include Google (SERP)	Include	Edit	Delete
4.	3. Add Position to Keyword (SERP)	Advanced	Edit	Delete
5.	4. Rankings page 1 (SERP)	Search and Replace	Edit	Delete
6.	5. Rankings page 2 (SERP)	Search and Replace	Edit	Delete
7.	6. Rankings page 3 (SERP)	Search and Replace	Edit	Delete
8.	7. Rankings page 4 (SERP)	Search and Replace	Edit	Delete
9.	GACookie	Exclude	Edit	Delete
10.	Include Google	Include	Edit	Delete
11.	Lowercase (all terms)	Lowercase	Edit	Delete
12.	Massimo	Exclude	Edit	Delete
13.	New visitors	Include	Edit	Delete
14.	Social Media (main)	Advanced	Edit	Delete



User Defined

Sep 8, 2010 - Oct 8, 2010



198 visits used 133 user defined values

Site Usage **Goal Set 1** Views: [Grid] [Pie] [Bar] [Line] [Table]

Visits 198 % of Site Total: 100.00%	Pages/Visit 2.03 Site Avg: 2.03 (0.00%)	Avg. Time on Site 00:04:53 Site Avg: 00:04:53 (0.00%)	% New Visits 78.79% Site Avg: 80.30% (-1.89%)	Bounce Rate 14.14% Site Avg: 14.14% (0.00%)
---	---	---	---	---

	User Defined Value	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	massimo paolini Page: 1	11	3.27	00:01:52	72.73%	9.09%
2.	mpthree Page: 1	8	1.62	00:01:26	100.00%	25.00%
3.	wordpress website start to finish Page: 1	8	1.00	00:00:00	0.00%	100.00%
4.	google analytics education Page: 1	7	1.57	00:01:35	71.43%	0.00%
5.	mpthree consulting Page: 1	7	2.14	00:00:41	42.86%	0.00%
6.	massimo web analytic Page: 1	4	3.00	00:02:18	25.00%	0.00%
7.	mp three Page: 1	4	4.50	00:02:26	25.00%	0.00%
8.	retweet measurement Page: 1	4	1.50	01:29:02	50.00%	0.00%
9.	wordpress 3.0 breadcrumbs widget Page: 1	4	1.50	00:09:07	0.00%	0.00%
10.	wordpress 3.0 plugins Page: 1	4	1.75	00:03:08	100.00%	0.00%

Filter User Defined Value: containing [input] Go **Advanced Filter** Go to: 1 Show rows: 10 1 - 10 of 133

All Starred

Day Week Month Year

Website Profiles + Add new profile								
Name↑	Reports	Status	Visits	Avg Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://www. .com UA-								1 + Add new profile
☆ SERP	View report	⚠	0	00:00:00	0.00%	0	NA	Edit Delete
☆ www. .com	View report	✓	783	00:05:09	13.79%	379	📉 -0.25%	Edit Delete

Find profile: Show rows: 10 1 of 1

Analytics Settings > Create New Website Profile

2 Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

- 3 Add a Profile for a new domain OR Add a Profile for an existing domain

Add a Profile for an existing domain

4 Select Domain:

5 Profile Name:

Time zone country or territory:

Time zone:

GOOGLE ANALYTICS FILTERS - SERP

Go to "Analytics Settings"

Google Analytics

Analytics Settings View Reports: C

- 1 Click on "Add new profile"
- 2 From the "Create New Website Profile" screen
- 3 Select "Add a Profile for an existing domain"
- 4 If you have more than one domain, select the proper one in the dropdown.
- 5 Type SERP in the "Profile Name" field.

Click "Continue"



GOOGLE ANALYTICS FILTERS - SERP

1 From the profiles screen click on “Edit” next to the newly created SERP.

2 Scroll down to the Filters section and click on “+ Add Filter”

Overview [\(Edit account settings\)](#) Jun 23, 2010 - Jul 23, 2010
Comparing to: May 23, 2010 - Jun 22, 2010

All Starred Day Week Month Year

Website Profiles + Add new profile

Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://www.com UA-								+ Add new profile
☆ SERP	View report	⚠	0	00:00:00	0.00%	0	NA	Edit Delete
☆ www.com	View report	✓	783	00:05:09	13.79%	379	⬇️ -0.25%	Edit Delete

Find profile: Show rows: 10 1 of 1

Filters Applied to Profile [?](#) Assign Filter Order | **+ Add Filter**

Filters are applied in the order in which they are listed below. If you would like to change the order in which your filters are applied, click on the Assign Filter Order link.

Filter Name	Filter Type	Settings	Remove
-------------	-------------	----------	--------



GOOGLE ANALYTICS FILTERS - SERP

Having clicked on "Add Filter"

Name: 1. Include Organic (SERP)

1 From: "Filter Type:"
Choose "Custom filter"

2 Choose "Include"

3 From "Filter Field"
dropdown:
"Campaign Medium"

4 In the "Filter Pattern"
type:
organic

Click "Save Changes"

Analytics Settings > Profile Settings > Edit Filter

Edit Filter

Enter Filter Information

Filter Name: 1. Include Organic (SERP)

Filter Type: 1 Predefined filter Custom filter

2 Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Advanced

3 Filter Field Campaign Medium

4 Filter Pattern organic

Case Sensitive Yes No

[Learn more about regular expressions](#)

Save Changes Cancel



GOOGLE ANALYTICS FILTERS - SERP

Click on add a filter

Name: 2. Include Google (SERP)

1 From: "Filter Type:"

2 Choose "Custom filter"

Choose "Include"

3 From "Filter Field" dropdown: "Campaign Source"

4 In the "Filter Pattern" type: google

Click "Save Changes"

Create New Filter

Choose method to apply filter to Website Profile

Please decide if you would like to create a new filter or apply an existing filter to the Profile.

Add new Filter for Profile OR Apply existing Filter to Profile

Enter Filter Information

Filter Name:

Filter Type: **1** Predefined filter Custom filter

2 Exclude
 Include
 Lowercase

Uppercase
 Search and Replace
 Advanced

3 Filter Field:

4 Filter Pattern:

Case Sensitive Yes No

[Learn more about regular expressions](#)

Save Changes

Cancel



GOOGLE ANALYTICS FILTERS - SERP

Click on add a filter

Name:3. Add Position to Keyword (SERP)

From: "Filter Type:"

1 Choose "Custom filter"

2 Choose "Advanced"

3 From "Field A -> Extract A" dropdown: "Campaign Term" and type: "(.*)"

4 From "Field B -> Extract B" dropdown: "Referral" and type: "(\\?|&)(start|first|b)=[^&]*"

and type: "(\\?|&)(start|first|b)=[^&]*"

5 From "Output To -> Constructor" dropdown: "User Defined" and type: "\$A1 | page: \$B3"

Click "Save Changes"

Enter Filter Information

Filter Name:

Filter Type: Predefined filter Custom filter

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace

Advanced

Field A -> Extract A:

Field B -> Extract B:

Output To -> Constructor:

Field A Required: Yes No

Field B Required: Yes No

Override Output Field: Yes No

Case Sensitive: Yes No

[Filter Help: Advanced](#)

NOTE: The code for these entries are on our blog: [Analyze This!](#)



GOOGLE ANALYTICS FILTERS - SERP

Click on add a filter

Name:4 Rankings page 1 (SERP)

1 From: "Filter Type:"
Choose "Custom filter"

2 Choose "Search and Replace"

3 From "Filter Field"
dropdown:
"User Defined"

4 In the "Search String"
type:
"page:\$"

5 In the "Replace String"
type:
"Page: 1"

Click "Save Changes"

Enter Filter Information

Filter Name:

Filter Type: 1 Predefined filter Custom filter

Exclude
 Include
 Lowercase
 Uppercase

2 Search and Replace
 Advanced

3 Filter Field

4 Search String

5 Replace String

Case Sensitive Yes No

▶ ? Filter Help: Search and Replace > User Defined

Save Changes

Cancel

NOTE: The code for these entries are on our blog: [Analyze This!](#)



GOOGLE ANALYTICS FILTERS - SERP

Click on add a filter

Name: 5 Rankings page 2 (SERP)

From: "Filter Type:"

1 Choose "Custom filter"

2 Choose "Search and Replace"

3 From "Filter Field" dropdown: "User Defined"

4 In the "Search String" type: "page: 1[0-1]\$"

5 In the "Replace String" type: "Page: 2"

Click "Save Changes"

Enter Filter Information

Filter Name:

Filter Type: **1** Predefined filter **Custom filter**

- Exclude
- Include
- Lowercase
- Uppercase

2 **Search and Replace**

- Advanced

3 Filter Field:

4 Search String:

5 Replace String:

Case Sensitive Yes No

▶ [Filter Help: Search and Replace](#) > User Defined

Save Changes

Cancel

NOTE: The code for these entries are on our blog: [Analyze This!](#)



GOOGLE ANALYTICS FILTERS - SERP

Click on add a filter

Name:6 Rankings page 3 (SERP)

From: "Filter Type:"

1 Choose "Custom filter"

2 Choose "Search and Replace"

3 From "Filter Field" dropdown: "User Defined"

4 In the "Search String" type: "page: 2[0-1]\$"

5 In the "Replace String" type: "Page: 3"

Click "Save Changes"

Enter Filter Information

Filter Name: 6. Rankings page 3 (SERP)

Filter Type: 1 Predefined filter Custom filter

- Exclude
- Include
- Lowercase
- Uppercase

2 Search and Replace

Advanced

3 Filter Field User Defined

4 Search String page: 2[0-1]\$\

5 Replace String page: 3

Case Sensitive Yes No

Filter Help: Search and Replace > User Defined

Save Changes

Cancel

NOTE: The code for these entries are on our blog: [Analyze This!](#)



GOOGLE ANALYTICS FILTERS - SERP

1 Click on add a filter

Name: 7 Rankings page 4 (SERP)

2 From: "Filter Type:"
Choose "Custom filter"

Choose "Search and Replace"

3 From "Filter Field"
dropdown:
"User Defined"

4 In the "Search String"
type:
"page: 3[0-1]\$"

5 In the "Replace String"
type:
"Page: 4"

Click "Save Changes"

Enter Filter Information

Filter Name:

Filter Type: **1** Predefined filter **Custom filter**

- Exclude
- Include
- Lowercase
- Uppercase
- 2** **Search and Replace**
- Advanced

3 Filter Field:

4 Search String:

5 Replace String:

Case Sensitive Yes No

Filter Help: Search and Replace > User Defined

Save Changes

Cancel

NOTE: The code for these entries are on our blog: [Analyze This!](#)



GOOGLE ANALYTICS FILTERS - SERP

Re-arrange the filters into the appropriate order:

1 Click on the "Assign Filter Order"

2 Use the *Move Up* & *Move Down* buttons to put the filters in the correct order

3 Click "Save Changes"

1

Filters Applied to Profile ?				
Assign Filter Order + Add Filter				
Filters are applied in the order in which they are listed below. If you would like to change the order in which your filters are applied, click on the Assign Filter Order link.				
	Filter Name	Filter Type	Settings	Remove
1.	3. Add Position to Key word (SERP)	Advanced	Edit	Remove
2.	1. Include Organic (SERP)	Include	Edit	Remove
3.	2. Include Google (SERP)	Include	Edit	Remove
4.	4. Rankings page 1 (SERP)	Search and Replace	Edit	Remove
5.	0. Campaign Term (SERP)	Lowercase	Edit	Remove
6.	7. Rankings page 4 (SERP)	Search and Replace	Edit	Remove
7.	5. Rankings page 2 (SERP)	Search and Replace	Edit	Remove
8.	6. Rankings page 3 (SERP)	Search and Replace	Edit	Remove

2

Current Filters

- 0. Campaign Term (SERP)
- 3. Add Position to Keyword (SERP)
- 1. Include Organic (SERP)**
- 2. Include Google (SERP)
- 4. Rankings page 1 (SERP)
- 7. Rankings page 4 (SERP)
- 5. Rankings page 2 (SERP)

Selected Filter

Order: 3

Filter Name: 1. Include Organic (SERP)

Filter Type: Include

[↑ Move up](#) [↓ Move down](#)

[Save Changes](#) [Cancel](#)

3

- 1. Include Organic (SERP)
- 2. Include Google (SERP)
- 3. Add Position to Keyword (SERP)
- 4. Rankings page 1 (SERP)
- 5. Rankings page 2 (SERP)
- 6. Rankings page 3 (SERP)
- 7. Rankings page 4 (SERP)**



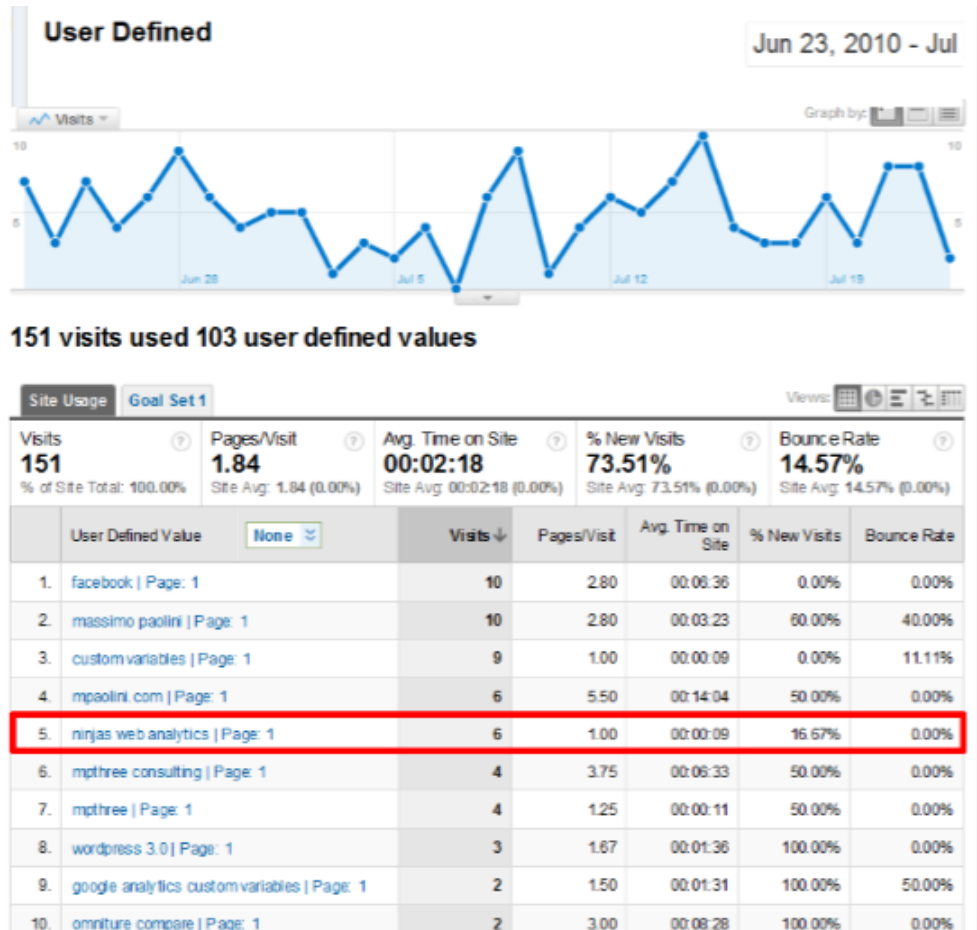
GOOGLE ANALYTICS FILTERS - SERP

The results of this filter are visible when you click on “View Reports” for the SERP profile

Click on the “Visitors” section of the reports and choose “User Defined”

You will now see only Google Organic search results with the page number it was on.

Go [Analyze This!](#)



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- What are filters?
- How to create them?

NEXT:  Analytics



MORE MATERIAL FOR YOU TO LEARN ABOUT

- Marketing Campaigns and how to track them
- Site overlay
- Event tracking
- Custom Variables
- Adwords and Adsense optimization
- eCommerce installation, configuration, and analysis
- Key Performance Indicators
- A/B & Multivariate testing



RESOURCES

- [Google Analytics help](#)
- [Google Conversion University](#)
- [Ultimate GA guide](#)
- [Yahoo Web Analytics forum](#)
- [Facebook Web Analytics page](#)
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- [Your friendly Web Analyst](#)

Links are on our sites here.



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