

Google Analytics

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About Me

- ✓ My Name is Dustin Hartzler
- ✓ I'm a full time WordPress developer, podcaster and teacher
- ✓ I'm definitely not an expert at Google Analytics, but today I'm going to show you how you can make the most of this powerful tool



Today's Outline

- ✓ Benefits of using Google Analytics
- ✓ Integrate Google Analytics with your WordPress site
- ✓ Analyze the data



Target your online visitors

- ✓ Help you track what keywords people are using to find your website
- ✓ You can determine your niche audience for your products and services



Measure the Results of Campaigns

- ✓ Use Google Analytics to attract more customers
- ✓ See what customers are actually converting
- ✓ Understand which methods of advertising works best

Customize Your Site for More Exposure

- ✓ Improve your landing pages to draw a bigger audience
- ✓ Remove menu items that people aren't using
- ✓ Determine how most people are consuming your content



Evaluate Traffic Flow to Your Website

- ✓ Google Analytics can be useful to find out information about the various traffic patterns to your website
- ✓ You can find popular links and keywords that are used by your visitors when searching for your products

It's Free

✓ Did I mention it is a free service?



WordPress Plugins

- ✓ Google Analytics for Wordpress
- ✓ Google Analyticator
- ✓ Jet Pack

Google Analytics for WordPress

✓ Created by Yoast (WordPress SEO)



Google Analytics Settings

Analytics Profile:

Please select the correct Analytics profile to track:

Account: -0- yoast.com

Profile: Yoast.com New - UA-

Please note that if you have several profiles of the same website, it doesn't matter which profile you select, and in fact another profile might show as selected later. You can check whether they're profiles for the same site by checking if they have the same UA code. If that's true, tracking will be correct.

Refresh this listing or switch to another account:
Re-authenticate with Google

☐ Manually enter your UA code

Where should the tracking code be placed: In the header (default)

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info [read this page](#).

Track outbound clicks & downloads: ☒

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

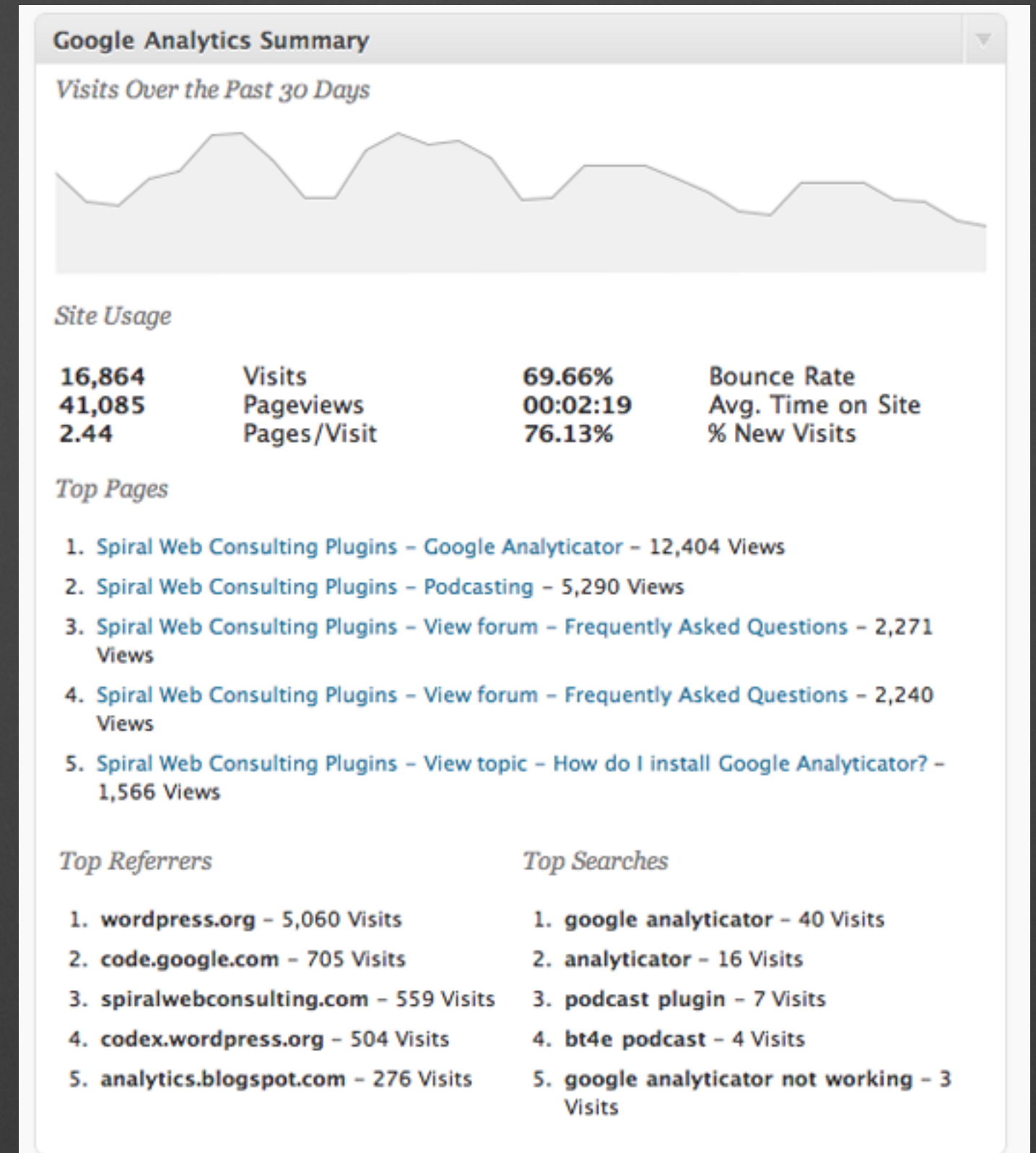
Show advanced settings: ☒

Only advised for advanced users who know their way around Google Analytics

Update Google Analytics Settings »

Google Analyticator

- ✓ Shows last 30 days of data
- ✓ Properly adds necessary Javascript
- ✓ Has widget to display stat information to visitors



Jetpack

✓ Alternative to Google Analytics



Live Demo



Live Demo

- ✓ Add a new website to track
- ✓ Integrate with WordPress
- ✓ Look at the data

