Website Analytics 101

The Basics of Google Analytics

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Installing Google Analytics

Google Analytics is completely free and 100% necessary to understanding your audience, their demographics, and how they're converting. Additionally, by tracking visitors to your website, you can find out where they're coming from, how they're behaving on your site, and how they interact with your digital presence. You can track a ton of information about your site visitors, including their age, how much time they spent on your site, and which pages they viewed.

If you already have Google Analytics, you can skip right past this section.

On the other hand, if you don't have Google Analytics set up (or if you're unsure), shoot Taylorr an email or a message in Slack, and we'll configure it together. That said, if you'd like to take a whack at installing it yourself (it's fairly straight-forward), below are a few tutorials.

Wordpress Tutorial

SquareSpace Tutorial

Wix Tutorial

Shopify Tutorial

Joomla Tutorial
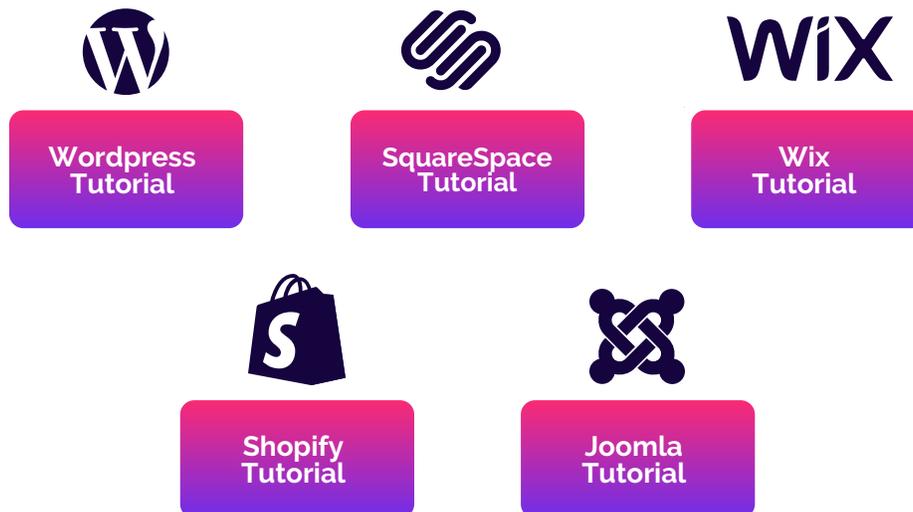
Please note that if your website is hosted through a platform that isn't shown here, and you cannot find a tutorial, we are always happy to assist.

Using Google Search Console

Google Search Console is your gateway for communicating with Google about what's on your site. You can also use it to see who's linking back to your site and for which pages on your site, people are receiving 404 (page not found) errors, mobile errors, or errors in general. In short, Google Search Console is meant to ensure your website is performing as healthily as possible. It also allows you to submit new URLs directly to Google, so you don't have to wait for them to index your site.

For example, let's say you just published an awesome new blog. You don't want to wait for Google to crawl your site and find that new page - that could take up to 2 months! By logging into Google Search Console, you can request indexing immediately after posting it. That way, you'll be able to get your content to rank more quickly in a list of Google results, meaning more visits to that specific post and to your website, as a whole.

In order to use Google Search Console, you'll first have to verify that you own your domain. To prove this, there are several options, including editing your DNS records or putting a piece of code into your website. If you have a webmaster, feel free to share the tutorial below and they can get it installed for you. If you don't have a webmaster, you have us!

If you'd like to take a whack at getting it set up yourself, below are two great "how-to"s:

Video Tutorial

Written Tutorial

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Custom Google Analytics Dashboard

Below are three custom Google Analytics dashboards we use to monitor **Search Engine Optimization** performance, **Pay Per Click Advertising** (Google Ads) performance, and **social media** performance. Together, these dashboards make it easy to understand your website's performance without having to dig too deep into Google Analytics.

When you click each of the links below, you will be redirected to your Google Analytics account. Then, you will be asked to select the account in which you want the dashboard applied to, after which the dashboard will begin importing into your account.

Once the dashboard finishes importing, you'll be able to find it in Google Analytics > Customization (in the left-hand column) > Dashboards.

1. Sign in to Google Analytics at **analytics.google.com**.
2. Click each of the links below.
3. For each one, you'll see a popup come up asking you to select a view for the dashboard. Select your website. This is typically represented as "All Web Site Data".
4. Once your site is properly selected, click the blue "Create" button. The dashboard will import and load the data pulled in from Google Analytics.
5. How to find your custom dashboard in Google Analytics:
   a. Login to Google Analytics
   b. On the left hand side, under "Home", click "Customization"
   c. Click "Dashboards" and select the dashboard you'd like to see

| SEO Dashboard | PPC Dashboard | Social Media Dashboard | Content Analysis Dashboard |

Additional Resources

Google Analytics Academy

If you haven't heard of it already, Google Analytics Academy is the single source for training for all of their products, including Google Analytics and Google Search Console. There, you'll find a ton of other courses that you can explore if you'd like, including tutorials for Google Ad Manager, Google My Business, and YouTube.

In the context of this guide, the Google Analytics coursework will help you grasp the inner-workings of the platform. By going through the coursework and learning to navigate Google Analytics, you ensure that you and your team can extract and understand the most about your audience, now and as you grow in the future.

To start, simply follow the steps below:

Click here!

1. Click the pink and purple button on the right to access the Academy database.
2. Log in to your Google account using your G Suite email address.
3. Then, click on "Analytics Academy" in the list of tutorials.

Google Academy

All in all, if you're looking to understand your audience's behavior, where they're coming from, and how they're converting, Google Analytics is imperative. The training above (plus any tips and tricks we can provide) are a great way to get a leg-up starting right now. Plus, all of Google's coursework is free!

Additional Resources

Google Solutions Gallery

In Google Solutions Gallery, you'll find in-product solutions (such as dashboards, custom reports, and segments) to deepen your use of Google Analytics and accelerate your learning curve. Whether you're a newbie or guru, they will help you learn more about your data through the power of Google Analytics.

Link the coursework in Google Academy, these solutions are intended for you to learn more efficient use of Google's applications and access your website's data so you can use it to your advantage.

Click here! ➡️ Google Solutions

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