

Google Analytics



What is Google Analytics?

Google Analytics tracks all traffic to your website - it collects, measures, and analyzes all your website data. Analytics provides plenty of useful information about the origin of web traffic (demographics, location, etc.), how users navigate and interact with your site, what content was most popular, and how they exit the site.

What are the benefits of Google Analytics?

By collecting this data, you will be able to make more informed decisions about how to target your audience better in the digital world and maximize your earning potential.

Analytics will give you a deeper and more detailed understanding of who your customers are, so you can give them a better experience. It's all about value - tracking analytics will help you grow your business and support your overall business objectives. find you, the results are far more positive.

This 15-minute instructional video will walk you through the steps you take to successfully set up an account and how to track the data that matters most to you.

HOW TO SETUP
GOOGLE ANALYTICS

How do I set up and track my Google Analytics?

Whether you have a Google Analytics account or not, it's important to set it up so that you get the most benefit from the data collected. There are plenty of features for the advanced user, but if you're looking to get set up quickly, it's as easy as three steps:

- 1. Get your tracking code:** Once you're logged in, Google will want information about your site. Once you provide that information, you will be provided with a Tracking ID code that you will then need to share with your website developer.
- 2. Install your tracking code:** Depending on how your site is built - WordPress is the most popular - you'll likely have tools or plugins that allow you to integrate the Tracking ID easily.
- 3. Confirm it works:** You can determine if it's working by reviewing the Real-Time reports, located in the left sidebar of Google Analytics. However, these reports don't have as much depth, so you can also wait 24 hours for the normal reports to start coming in.

Helpful Tips & Tricks

First impressions matter:

A high bounce rate means visitors are leaving your website after a short visit - they aren't finding what they are looking for.

Find ways to reduce your bounce rate: high traffic on your site doesn't always mean conversions.

Evaluate the journey:

Google Analytics can provide insights on how your target audience navigates your website. By understanding what information they find relevant and important, you can use that insight in all of your marketing.

Maximize your channels:

Getting a lot of visitors because of your social media channels? Run with it. The data collected will give you the information to understand what channels are driving people to your site and allow you to focus your efforts in the right areas.

Additional Resources

[Google Analytics for Beginners \(Google\)](#)

[What is Google Analytics, and why is it important to my business?](#)
(Medium)

[Why Use Google Analytics?](#)
(ThriveHive)

