

GOOGLE ANALYTICS 101

INCREASE TRAFFIC AND PROFITS WITH GOOGLE ANALYTICS



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Introduction

There is one extremely important thing that can really make or break the success of any website, but a lot of webmasters are underutilizing it – or worse, aren't using it at all. That is analytics. Specifically, Google Analytics.

What makes Google Analytics so great?

Well, not only is it a great way to monitor how much traffic your site is getting and where it's coming from, but if you use it properly you can glean a wealth of other information including your bounce rate, most popular pages or articles, and even your conversion rates!

The trouble is, it can be confusing. There are tons of features that seem hopelessly hidden amongst a wide variety of options, and the majority of people don't even know they're there, much less how to use them.

In this guide, you're going to learn about some of the most important features of Google Analytics, and **how you can use those features to improve your traffic, conversions and more!**

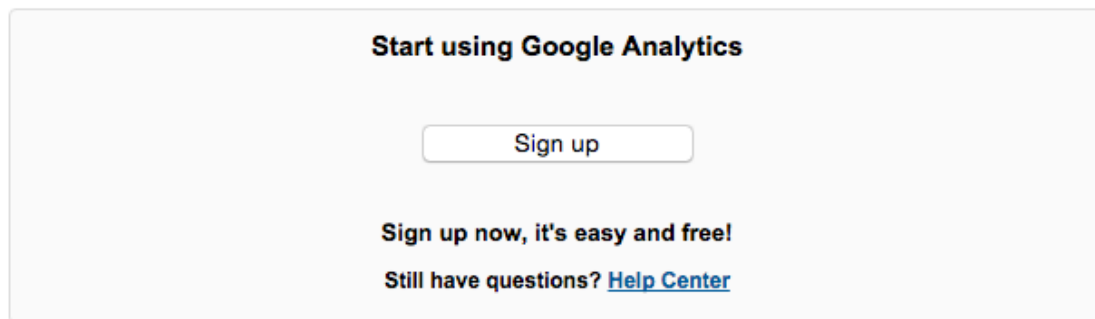
So let's get started, shall we?

Installing Analytics

The first thing you need to do is get a Google Analytics account, if you don't already have one:

<http://analytics.google.com>

You can use an existing Google account. Just sign in and press “Sign up” you're ready to start using Google Analytics.



Next, you'll need to add a site to Analytics. To do this, you can take a look at this great guide Google has already made for you:

<https://support.google.com/analytics/answer/1008080?hl=en>

Analytics with WordPress

If you're using WordPress, and a great number of sites are these days, you can use a nifty little plugin to make it easier to install Analytics on your pages. This is especially helpful if your theme doesn't already have a specific place to add your Analytics code. (Some do.)

Google Analytics 101

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