

INTRODUCING

THE NEW GOOGLE ANALYTICS

Recorded webinar at: insideout.com/webinar/intro-new-analytics.php

What is the New Google Analytics?

A new version of Google Analytics is available. In it you can find all the statistics you're used to seeing in the old version, plus:

- A more user-friendly layout with clearer menu labels
- Multiple customizable dashboards
- Faster navigation
- Several new reports, plus more detail in some old reports

The New Analytics is in "beta," which means it is not a finished product. The layout and reports will get occasional updates, changes, and additions.

How to I get to the New Analytics?

Log in to Analytics as you normally would by visiting google.com/analytics. Click the big blue "Access Analytics" button, log in to your Google account (if prompted), and click "view report" in the grey table next to your website address. This takes you to the dashboard of the old Analytics.

To see the New Analytics, click the red "New Version" link in the upper-right corner of the page.



You can always return to the Old Analytics by clicking the blue "Old version" link in the upper-right corner of the page.

Where can I find the most important stats?

Visitors Overview

Your Visitors Overview page shows several stats that describe your website traffic overall. These numbers can give you an at-a-glance picture of your website traffic.

Visits is the number of times people have visited your website.

Pageviews is a measure of both the quantity and quality of your traffic. It is the number of times people have looked at a page on your site. A single visitor can contribute many pageviews.

Pages/Visit is the average number of pages each visitor looks at during a visit. This is one measure of visit quality.

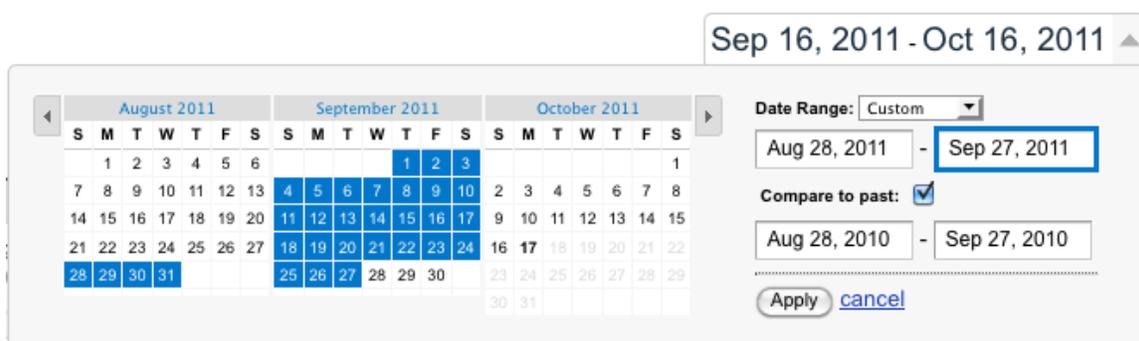
Avg. Time on Site is the average amount of time each visitor spends on your site. This is another measure of visit quality.

Bounce Rate is the percentage of visitors who look at only one page on your website. After looking at one page, they either click the Back button on their browser, click a link to a different site, exit the browser, or leave the computer entirely. This is another measure of visit quality.

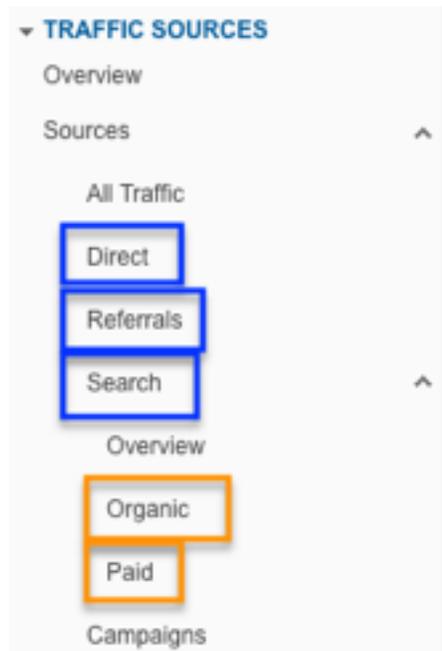
If any of these stats seems too high or too low, that can indicate an opportunity for improvement on your site. Keep in mind, though, that there are many reasons for your statistics to rise or fall. When you notice an unusually high or low number, investigate the underlying causes to find out how to correct the situation and whether the situation needs to be corrected at all.

Date Ranges and Date Comparisons

You can set a custom date range by clicking the dates in the upper-right corner above the line graph. For most purposes, it's best to look at the last one month or one quarter to give your stats an accurate average. With shorter time spans, natural day-to-day fluctuations can have a greater effect on the numbers, which might cause them to look unusually large or small.



You can also compare two date ranges by checking the “Compare to past” box under the first date range. With this box checked, Analytics will show the statistics for both date ranges side by side. It can be especially useful to compare the most recent month to the same month last year to see how your traffic has improved. If you compare one month to the preceding month, be aware that natural seasonal fluctuations affect your website traffic.



Traffic Sources: Direct

Direct traffic comes from visitors who either type your website’s address directly into their browser or have your website bookmarked. These are generally people who already know about you. They might be looking for directions or your phone number, so a high bounce rate for direct traffic is not concerning.

Traffic Sources: Referrals

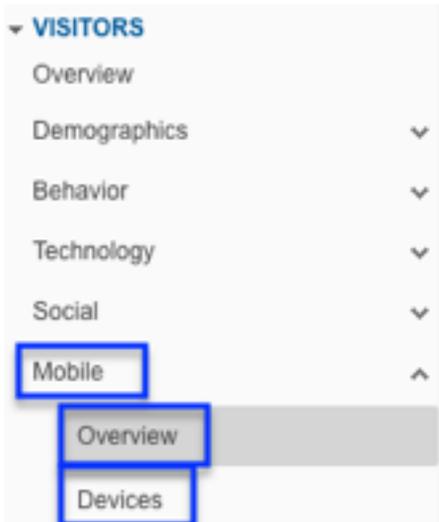
Referral traffic comes from people who found a link to your website on a different site. For example, a visitor might browse BedandBreakfast.com, find the listing for your B&B, and click a link to your site. Referral traffic tends to have a low bounce rate, around 20–25%, because these visitors tend to be motivated to explore your site.

If you see your own website or the website of your booking engine listed as a referral, make sure the Analytics tracking code is installed correctly on your site, and that your booking engine supports Analytics tracking.

Traffic Sources: Organic Search

Search traffic comes from people who find your website in the search results on Google, Bing, Yahoo!, or other search engines. **“Organic” search traffic** comes from people who click on normal search results (not advertisements). **“Paid” search traffic** comes from visitors who click on your ads. If you have a Google AdWords or Microsoft adCenter advertising campaign, your site will have “paid” search traffic.

Search traffic tends to have a bounce rate around 30–35%, although for websites with a blog, the bounce rate might be higher.



Mobile Traffic

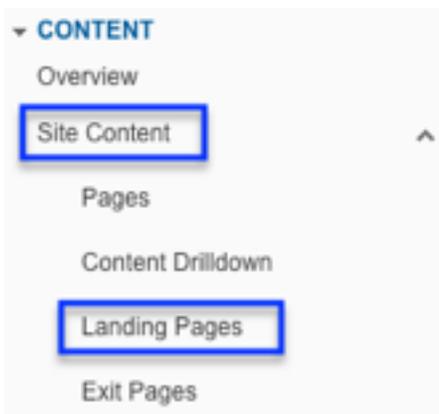
As mobile devices become increasingly more common, it's increasingly important to monitor the mobile traffic on your site. If more than 10% of your traffic comes from mobile devices, you might consider getting a mobile-specific site.

The **Mobile Overview** report shows how many people visited your site on a mobile device (the "Yes" row) and how many visited using a desktop/laptop computer (the "No" row).

The **Mobile Devices** report shows the make and model of the devices used to visit your site. To see photos of a particular device, click the camera icon (📷) next to the

device name.

The **Operating System** report can be easier to read. A link to this report is found between the line graph and the table. It shows the operating system of the devices used to visit your site. Typically, you might see the iPad at the top with about half of the total mobile visits, followed by the Android and iPhone. Other devices, including iPods, Blackberries, and Samsung devices, typically give a handful of visits each.



Top Landing Pages

A "landing page" is the first page a visitor sees on your site. Typically, most visitors land on your home page. The home page is represented by a slash (/) in this report.

If you blog, the Landing Pages report can tell you how many visits your blog has attracted and which of your blog posts have attracted the most traffic. Browse through the Landing Pages report and look for the addresses of your blog pages. Depending on how your blog was set up, you might see these pages:

- /blog/ represents your **main blog page**.
- **Individual blog posts** typically include the date and the post title, such as /2011/10/30/fall-colors-in-sequim-washington/.
- **Tag and category pages** list all the posts in a specific tag or category. On the Landing Pages report, these have the word "tag" or "category" in the address, such as /tag/sequim-festivals/.

For More Information

The official **Google Analytics blog** has a category for the new version of Analytics. Posts in this category describe some of the new features in the new version and announce upcoming additions.

- analytics.blogspot.com/search/label/New%20Google%20Analytics

A category on the **InsideOut blog** offers more information on the meaning behind your Analytics statistics.

- insideout.com/blog/category/seo/google-analytics/