

# Google Analytics

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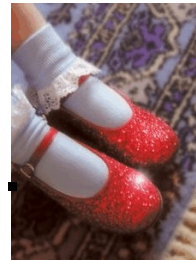
# Our Goals

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Some questions I want you to be able to answer in the end:

- Why analytics your traffic?
- What are your options?
- How do you install Google Analytics?
- How do you interpret the dashboard?

- It's ok to ask questions...



# Why analyze your traffic?

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Be control-retentive!

- See usage trends that impact your website
- Track advertising campaigns
- Determine the effectiveness of your goals
- Measure your business objectives



# What are the options?

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Log files are from the stone-age!

- **Web server logfile analysis**
  - Webalizer (GPL - free)
- **Page Tagging**
  - Counters (javascript, pixel tagging), third-party cookies
- **Hybrid methods**
  - Combination of logfile analysis and page tagging



# Logfile Analysis Vs. Page Tagging

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- Advantages of logfile analysis
  - ▶ Logfiles are already available
  - ▶ Server reliably records every transaction while page tagging involves co-operation of the browser
  - ▶ Logfiles have a standard format (non-proprietary)
    - A.k.a. Vendor Lock-in
  - ▶ Records visits from search engine spiders
  - ▶ Contains information on failed requests



# Logfile Analysis Vs. Page Tagging

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- Advantages of page tagging
  - ▶ JavaScript is automatically run on each page view
    - No caching worries!
  - ▶ Easier to collect additional information
    - Maintenance
    - Screen resolution, java, connection speed, etc.
  - ▶ Page tagging service manages the process of assigning cookies to visitors
    - Easier to install and use
  - ▶ Available for people who don't run their own server



# Installing Google Analytics

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- Add a code snippet to the head of every page you want to track
  - Easy in a framework environment or if you use custom tags to generate the HTML head section
  - Tedious to implement if you have to add it manually to each page

```
<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript"></script>
<script type="text/javascript">
  <!--//--><![CDATA[//><!--
  _uacct = "UA-123456-7";
  urchinTracker();
  //--><![ ]>
</script>
```



# Key Terms

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- **Hit**
  - ▶ A request for a file from the web server. (Logfile only)
- **Page View**
  - ▶ A request for a file whose type is defined as a page in log analysis. An occurrence of the script being run in page tagging.
- **Visit / Session**
  - ▶ A series of requests from the same uniquely identified client with a set timeout. A visit is expected to contain multiple hits (in log analysis) and page views.
- **Visitor / Unique Visitor**
  - ▶ The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging). A visitor can make multiple visits.





# Interpreting Your Dashboard

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Yummy!

- Three dashboard types available
  - ▶ Executive
  - ▶ Marketer
  - ▶ Webmaster
- Cool things in Google Analytics
  - ▶ Geo Map Overlay
  - ▶ Site Overlay
  - ▶ Visits / Pageviews
  - ▶ New Vs. Returning Visitors
  - ▶ Entrance / Exit points



# Tracking Other Content

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- Javascript OnClick:
  - ▶ `onClick="javascript:urchinTracker ('/v/1-6');"`
  - ▶ Only reports clicks if a user clicks on the link instead of a direct link
- Using ColdFusion and CFContent to serve content
  - ▶ Allows you to track all downloads including direct links



# Contact Me

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