Worksheet: Understand what works through measurement

Wouldn't it be nice to know how people find and use your website? Google offers a free, easy-to-use web analytics tool called Google Analytics. Google Analytics provides insights that can improve your site.

1) Learn how Google Analytics can help your business

Visit: www.google.com/analytics for information about setting up, understanding, and using Google Analytics.

You'll find helpful resources for getting started, including:

- ☐ Setup checklist
- ☐ Support resources
- ☐ Help center
- ☐ User forum
- ☐ Educational videos on a YouTube channel

2) Create a free Google Analytics account

Option 1: If you use Google AdWords

- ☐ Login to your AdWords account and setup Google Analytics from the Tools & Analysis section.
- ☐ Add the tracking code to the pages of your website.

Option 2: If you do not use Google AdWords

- ☐ Sign up for an account at: www.google.com/analytics
- ☐ Add the tracking code to the pages of your website.

3) Collect data and review your reports

Google Analytics provides reports with incredible insight into user behavior. Take a look at:

- How many people visited your site?
- How did they arrive at your website?
- If they found you via search engine, what words did they search for?
- What content is most popular on your website?
- Where are people leaving your website?
- If you have an eCommerce website, which products were purchased?
- If you use Google AdWords, how effective are your campaigns? Where can you make improvements?