



Tracking your progress with Google Analytics

Tracking how people reach your site and understanding which marketing activities are performing well is a 'must' to remain competitive in today's digital world. [Google Analytics](#) offers a straightforward way to track and analyse this data. It's a powerful, free tool, and used correctly, can help you accurately monitor your online performance.

Here are our top tips for getting started with Google Analytics:

1. Add the code to your site

Once you set up your Google Analytics account, you'll need to implement the code on your website. Set up a profile for the site you'd like to track and then add the unique script generated to your site. If you're using a content management system or blogging platform like WordPress, Blogger or Tumblr, you'll only need to add the code once to your template or theme. If your site is custom-built, you can either implement the code on each page manually, or speak to your web developer about how the site generates content.

2. Decide what to measure

After you connect your site to Google Analytics, click on 'View Report' on the initial screen. This will bring you to the main dashboard. In the left hand column, you'll see the various types of data Google Analytics provides. Read through the different options (listed below) carefully and decide which are most relevant to your business.

- **Visitors** - This shows many things about the people visiting your site, including where they're located geographically, their preferred language, how often they visit your site and which browsers they use to reach it.

- **Traffic sources** - You can track which sites link to your page or the keywords that people search on to find you.
- **Content** - This tab gives you insight into specific pages on your site. It can help answer questions about how people enter and exit certain pages, as well as which pages are most popular.
- **Goals** - If you have a clear set of goals for your online marketing activity, the reports in the 'Goals' tab will be helpful. Here, you'll find data about desired actions from users, including downloads, registrations and purchases.
- **Ecommerce** - You'll only need this tab if you're selling goods via your site - it houses all merchandise, transaction and revenue activity information.

3. Customise the dashboard

You can customise the dashboard to display the reports you decide are most useful, and then position reports on the dashboard by dragging and dropping, or deleting the ones you don't want. To delve deeper, you can also generate a full report on a particular topic. Reports can easily be exported to Excel or saved as pdf files.

4. Adjust the time range

Adjust the date range before analysing information from your reports. It defaults to a month-long range, ending the day prior to the day you're viewing the report. Decide whether to track information quarterly, weekly or daily, and adjust the time range accordingly. Also, compare date ranges to get an idea of the months in which you performed best. Any major spikes usually coincide with big marketing campaigns.

5. Monitor and evaluate results

In addition to comparing date ranges, it's also possible to compare particular metrics to the site average. You can sort the information in ascending or descending order and choose how many results you want to see at any one time. There are different ways to display the data, including pie charts and bar graphs. Choose the option that works best for you and monitor the results regularly to build a comprehensive picture of how your site is performing. Your marketing team can then use this information to shape future campaigns.

