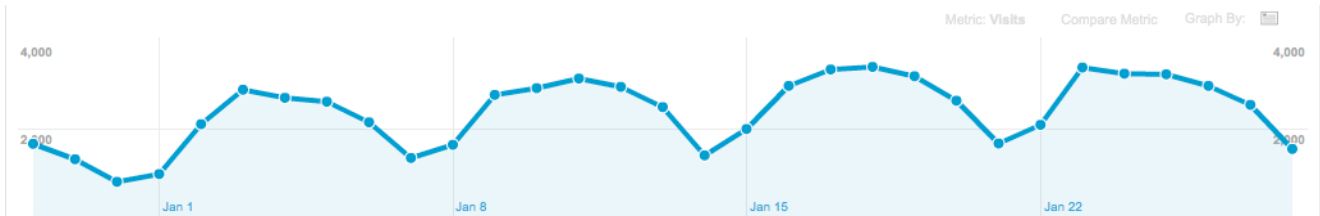


Getting the most out of Google Analytics



1. Set-up & log-in

If your nonprofit doesn't have Google Analytics set up for your site or blog, see this [Mashable primer](#) on setting up the code.

When you're good to go, you can log in to Google Analytics at <https://www.google.com/analytics/>

2. Explore your report

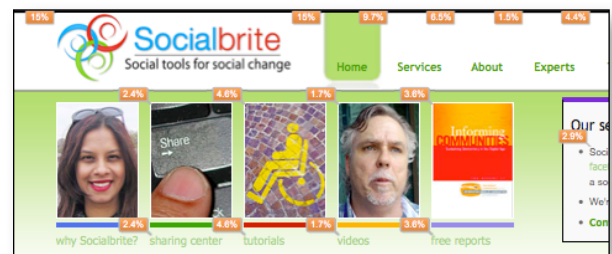
Once Google Analytics has been running for a couple of days, when you log in you'll see in the left column the types of data it provides:

Audience: This provides a lot of info about the people coming to your site, including where they're located geographically, what language they speak, how often they visit your site, how many are coming through mobile devices and what computers and browsers they use to get there.

Traffic sources: Here you'll find info about how people arrived on your site, from search engines or referring sites. You can track which sites link to your page and which search keywords people use to find you.

Content: Probably the key area of Google Analytics, this tab gives you insight into specific pages on your site. It'll show you the pages and posts that attracted people, where they exited, your site speed and more.

Also under the Content tab, look at **In-Page Analytics** to see "hot spots" on your site. What are the links, images and navigation buttons that people are clicking on and working for you?



Conversion: Take advantage of the "Goals" subsection. Want to see whether people are clicking through on the landing page to register for your newsletter or donate to your campaign? Here you'll find data about desired actions from users, including downloads, registrations, purchases.

Ecommerce: You'll only need this tab if you're selling items on your site. It houses all merchandise, transaction and revenue generation.

3. Act on your findings

Use the email button at the top of all reports to email a summary to you or others (we recommend the PDF version once a week). Click "Add to Dashboard" to add a shortcut in the sidebar, and click "View Report" to get full details. Issue regular reports to key decision-makers.

But don't stop there. Make recommendations on programs, initiatives, campaigns and more based on what the data tell you.

Getting the most out of Google Analytics

Goals (set 1): Goal 1

General Information

Goal Name

Active Inactive

Goal Type URL Destination
 Time On Site
 Page/Visit
 Event

Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> on goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive

URLs entered above must exactly match the capitalization of vi

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal URL. For example, the fur process that lead you to the thank you page (goal).

Use funnel

Please note that the funnels that you've defined here only apply should not contain the domain (e.g. For a step page <http://www>.

4. Setting goals

A **goal** is any action you want your visitors to take: register, download, purchase an ebook, complete a Contact Us form or view a minimum number of pages.

Go to **Conversions**, then select **Goals**. You can create different Goals for each profile connected to your Page's account.

5. Terminology

Here are some terms you should be familiar with to squeeze the most info out of Google Analytics:

Unique visitors refers to the number of visitors to your site. If Jerry visits your site 50 times, it will be counted as one unique visit.

Visits refers to the total of all visits to your site, including repeat visits. Jerry would tally 50 visits.

Bounce rate refers to the percentage of people who leave your site without clicking around to read additional material. They visit, they leave. If your site is a blog, it's common to have a bounce rate of 70 to 80 percent.

Average time on site refers to the average time in minutes that visitors spend on your site. If you've created a lot of content, you want people to stick around.

Direct traffic refers to visitors coming directly to your site by typing in your URL or via a bookmark. This indicates how many visitors already like your stuff and are coming back for more!

Referral traffic lets you know which sites are sending you traffic and how engaged visitors from these sites are. Keep watch for the referring sites whose traffic results in lots of engagement. See which social media channels drive the most traffic, what keywords people are using to land on your site and whether online ad buys are resulting in any visitors.

Search traffic refers to the amount of traffic that you get from search engines. If you're working on enhancing your site's search engine marketing, this metric lets you see if you're accomplishing your goals. If so, you should see your search traffic increase.

URL tagging lets you employ sophisticated data-mining techniques. **utm source** lets you identify an advertiser traffic source by referrer. **utm campaign** lets you identify a campaign name, promotion or slogan. **utm medium** refers to an advertising medium that you used, such as an email,

