firstrate
leaders in search & performance

Analytics for Beginners

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Consulting Direct
First Rate

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devise

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find

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What is Web Analytics?

Web analytics is the practice of analysing usage of a web site in order to demonstrate the value of the site, or to improve it.

What do I use it for?

- Where are my customers coming from?
- Which customers are buying?
- Which marketing channels are most profitable?
- Which sections of my site are most popular?
- Which sections of my site are under performing?
- What are people looking for that I don't have?

What Packages Are Out There?

Free

- AWStats
- Google Analytics
- Yahoo! Web Analytics
- Woopra
- Piwik

Cheap (< $10,000/year)

- Clicky
- Visitorville
- Firestats
- Urchin

Expensive (> $10,000 year)

- Omniture Site Catalyst
- Click tracks
- CoreMetrics
- Webtrends
- Site Intelligence

Niche

- Clicktale

All take time and/or money for setup and configuration

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What do I use it for?

- Alice: Would you tell me, please, which way I ought to go from here?
- The Cat: That depends a good deal on where you want to get to
- Alice: I don't much care where.
- The Cat: Then it doesn't much matter which way you go.
- Alice: …so long as I get somewhere.
- The Cat: Oh, you're sure to do that, if only you walk long enough.

What Should I be Measuring?

What are your business goals? Your KPIs?

Typical goals:

- Increase sales/leads
- Decrease cost per sale/lead
- Increase conversion rate
- Increased awareness

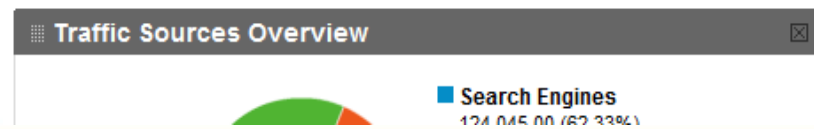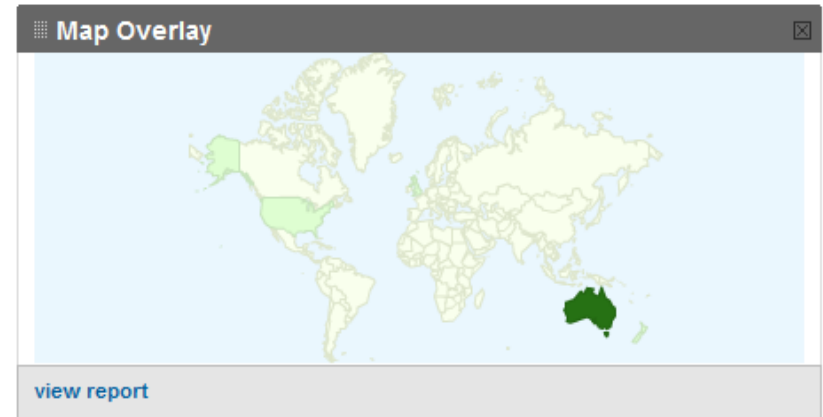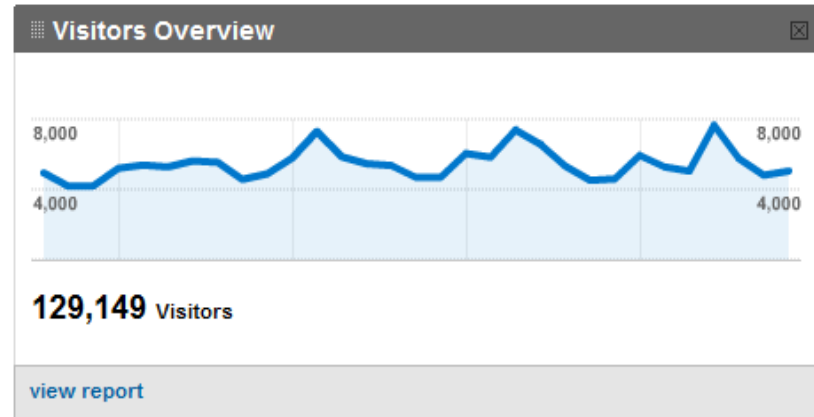# What Should I be Measuring?

Non goals:

- Increased traffic

Dashboard

Oct 1, 2010 - Oct 31, 2010 ▼

∿ Visits ▼

Graph by: ▦ ▤ ▥

9,000

4,500

Oct 4   Oct 11   Oct 18   Oct 25

9,000

4,500

Site Usage

199,010 Visits

1,037,169 Pageviews

5.21 Pages/Visit

34.38% Bounce Rate

00:04:40 Avg. Time on Site

53.13% % New Visits

▦ **Visitors Overview** ☒

8,000

4,000

8,000

4,000

129,149 Visitors

view report

▦ **Map Overlay** ☒

view report

▦ **Traffic Sources Overview** ☒

■ **Search Engines**
124,045.00 (62.33%)

▦ **Content Overview** ☒

Pages	Pageviews	% Pageviews
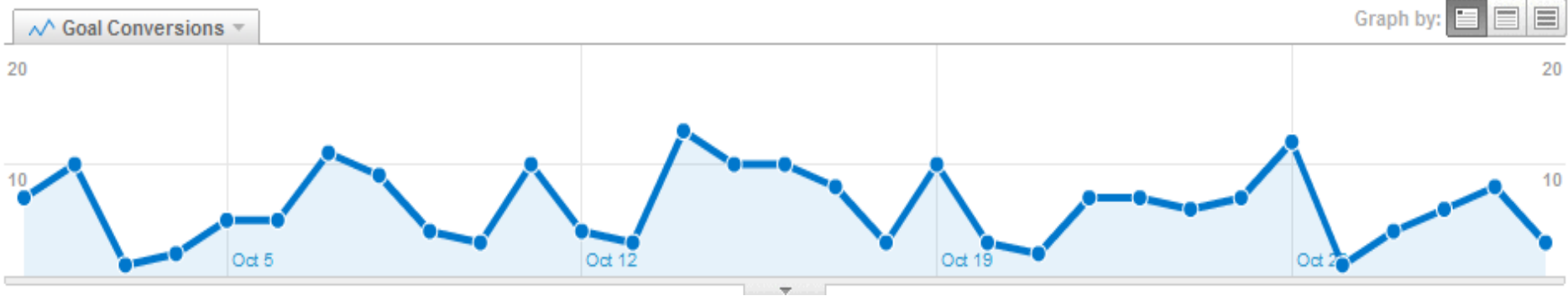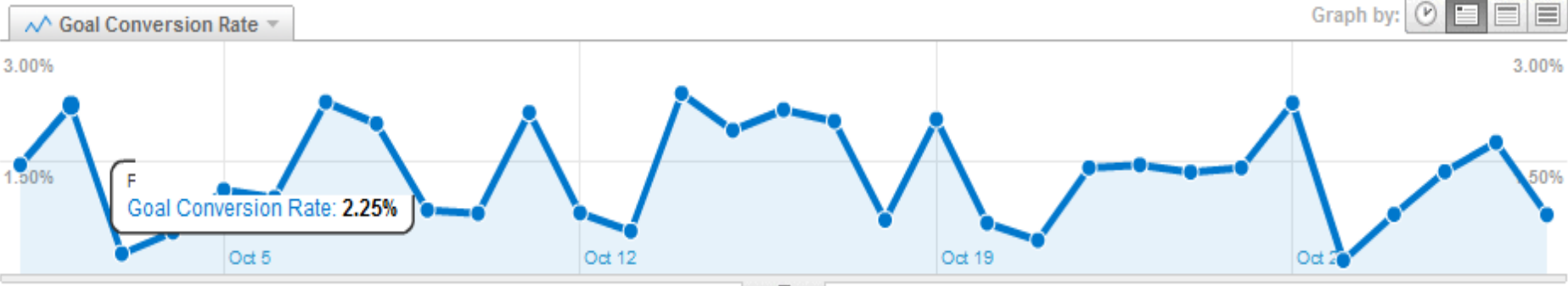
Site Usage | **Goal Set 1** | **Ecommerce**

Visits (?)	Revenue (?)	Transactions (?)	Average Value (?)	Ecommerce Conversion Rate (?)	Per Visit Value (?)
14,315	**A$10,152.84**	**133**	**A$76.34**	**0.93%**	**A$0.71**
% of Site Total: 100.00%	% of Site Total: 99.75%	% of Site Total: 99.25%	Site Avg: A$75.96 (0.50%)	Site Avg: 0.94% (-0.75%)	Site Avg: A$0.71 (-0.25%)

	Source/Medium	None ⌄	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1.	google / organic		6,082	A$3,905.49	44	A$88.76	0.72%	A$0.64
2.	(direct) / (none)		2,959	A$3,176.14	41	A$77.47	1.39%	A$1.07
3.	google / cpc		2,712	A$1,661.54	25	A$66.46	0.92%	A$0.61
4.	yahoo / organic		346	A$0.00	0	A$0.00	0.00%	A$0.00
5.	bing / organic		301	A$144.46	4	A$36.12	1.33%	A$0.48
6.	images.google.com / referral		255	A$0.00	0	A$0.00	0.00%	A$0.00
7.	getprice / cpc		238	A$571.68	11	A$51.97	4.62%	A$2.40

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	Keyword ⌄	Source ⌄	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1.		google	497	A$150.54	2	A$75.27	0.40%	A$0.30
2.		google	356	A$85.83	1	A$85.83	0.28%	A$0.24
3.		google	297	A$834.67	8	A$104.33	2.69%	A$2.81
4.		google	263	A$510.51	7	A$72.93	2.66%	A$1.94
5.		google	255	A$325.83	4	A$81.46	1.57%	A$1.28
6.		getprice	238	A$571.68	11	A$51.97	4.62%	A$2.40
7.		google	216	A$81.47	2	A$40.74	0.93%	A$0.38
8.		google	194	A$0.00	0	A$0.00	0.00%	A$0.00
9.		google	164	A$0.00	0	A$0.00	0.00%	A$0.00
10.		google	146	A$220.39	3	A$73.46	2.05%	A$1.51

	Page	None ⌄	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
1.			7,411	5,435	00:01:02	24.73%	25.92%	A$1.12
2.			5,550	3,293	00:00:45	14.87%	11.69%	A$1.66
3.			2,441	1,757	00:00:46	35.78%	14.75%	A$2.26
4.			2,268	1,438	00:00:50	40.74%	11.77%	A$2.44
5.			1,911	1,319	00:00:52	31.56%	16.90%	A$2.64
6.			1,872	1,166	00:00:49	21.79%	13.19%	A$3.16
7.			1,734	1,351	00:00:48	40.00%	13.73%	A$2.52
8.			1,689	1,224	00:00:38	43.26%	22.97%	A$2.02
9.			1,667	588	00:00:17	0.00%	2.82%	A$16.20
10.			1,373	995	00:00:32	32.69%	18.79%	A$2.65

Setting Up

1. Define your KPIs/business goals
2. Choose your software
3. Add the tracking tags (developer)
4. Configure the software
5. Wait!
6. Analysis/interpretation

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Questions?

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