

Track visitors with Google Analytics

Many organisations do not measure traffic to their websites but there are many reasons why they should. There are a few tools around to do this, but Google Analytics is the most popular. This fact sheet will cover why analytics are important, the installation process and the basics of using this tool.

What is Google Analytics?

Google offers the Google analytics service that provides detailed statistics about a website's traffic sources such as:

- how many people are visiting your website
- where are they visiting from
- which websites are sending traffic to your website
- which content is the most popular.

Why should Learn Locals use Google Analytics

Google Analytics can assist your Learn Local to develop and improve marketing efforts and therefore manage and increase course enrolments. This is because it provides detailed information on:

- *website visitors*: the number of visitors, the location and demographics of visitors, how many unique and returning visitors, etc.
- *source of website visitors*: whether visitors come to the website directly (by typing in the website's URL), through a search engine, social media, another (referral) website, etc.)
- *impact of advertising*: tracks display advertising, Adwords and email marketing.

What is required to use Google analytics?

To use Google Analytics, you need:

- An Internet connection
- A Google account

How much does Google Analytics cost?

The basic service is free.

Setting up your Google Analytics

To set up Google Analytics, you need a Google account such as Gmail, Google Drive or YouTube. If you don't have a Google account, you will need to create one: <https://accounts.google.com/signup>

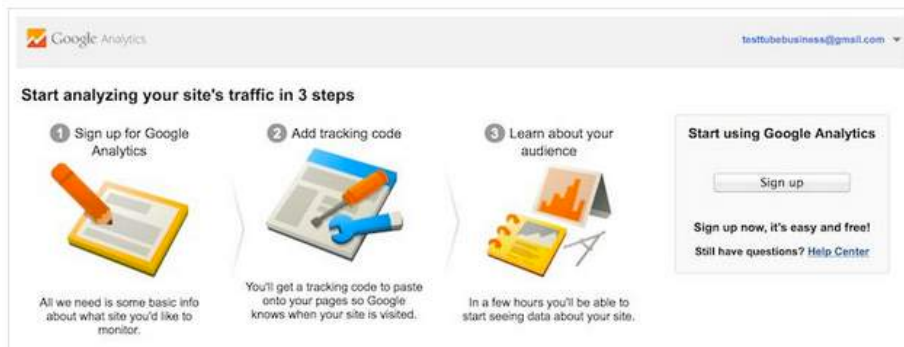
Tip: Don't let your web developer, designer or host create your website's Google Analytics account using their own Google Account. It ties you to this person or organisation forever. If you do decide to part ways you will have to start from scratch and will lose all your analytics history.

Once you have a Google account, visit <https://www.google.com/analytics/> and click the 'Sign into Google Analytics' button. There are three steps to set up Google Analytics:

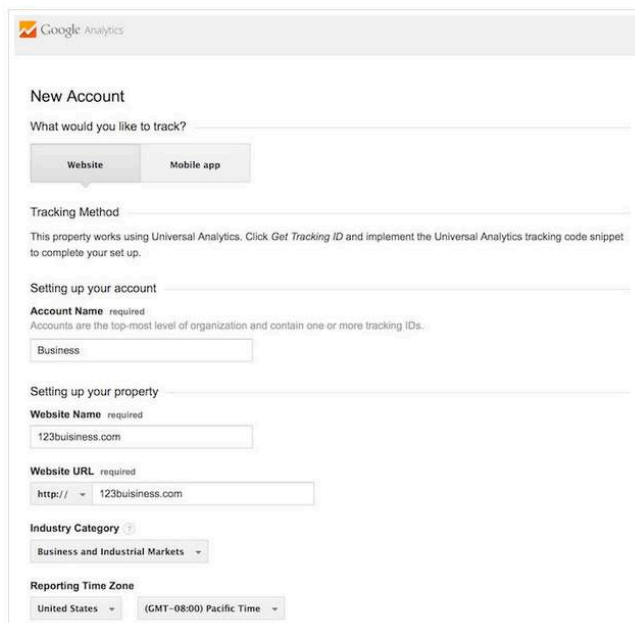
Step 1: Signing up

Step 2: Adding track code

Step 3: Learning about your audience



The screenshot shows the Google Analytics 'Start analyzing your site's traffic in 3 steps' guide. It includes three numbered steps: 1. Sign up for Google Analytics, 2. Add tracking code, and 3. Learn about your audience. A 'Sign up' button is visible on the right side of the guide.



The screenshot shows the 'New Account' setup form in Google Analytics. The form includes the following fields and options:

- What would you like to track?** Website (selected), Mobile app
- Tracking Method** (Universal Analytics)
- Setting up your account**
 - Account Name** (required): Business
- Setting up your property**
 - Website Name** (required): 123business.com
 - Website URL** (required): http:// 123business.com
 - Industry Category**: Business and Industrial Markets
 - Reporting Time Zone**: United States (GMT-08:00) Pacific Time

The tricky bit

After you've signed up, you need to click the Get Tracking ID button. Agree to the Google Analytics terms and conditions. Then you will get your Google Analytics code, which must be installed on every page on your website.

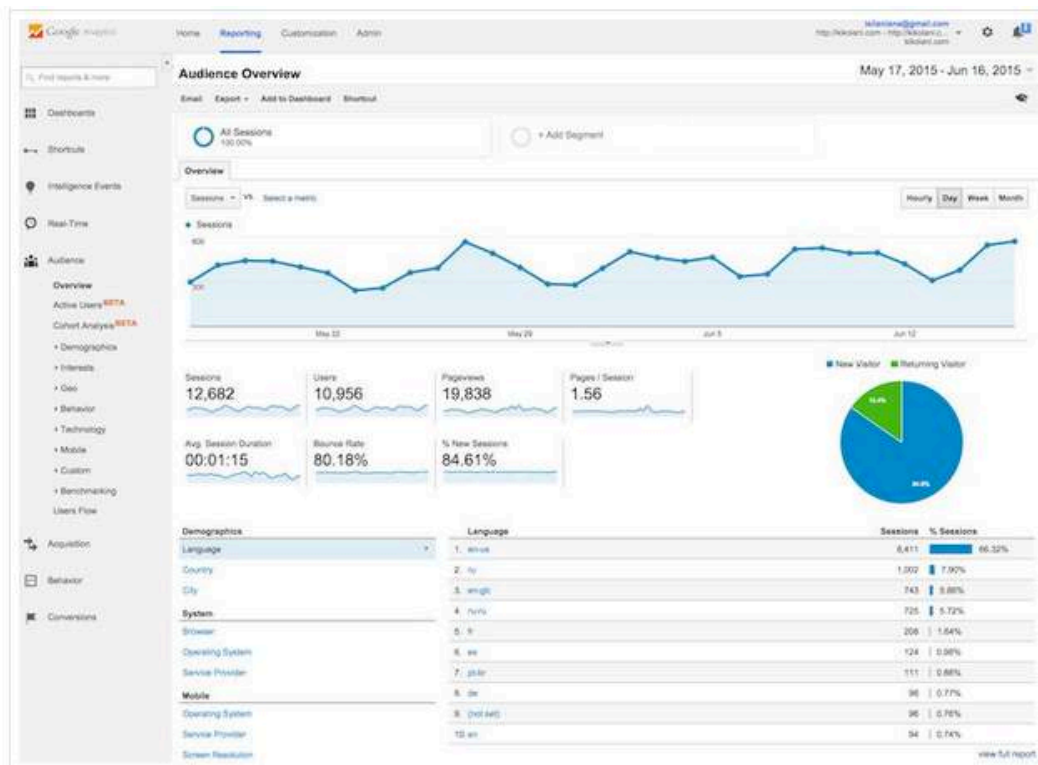
How Google Analytics is installed depends on your website platform, the theme and the plugins you use. Usually you can find installation instructions by doing a web search for your website platform on how to install Google Analytics. For example, type into a web search engine 'How to install Google Analytics – [insert name of website platform e.g. Wordpress].

However, this may be beyond your technical skill and you may need to seek help. If you feel comfortable with the backend of a website, there is plenty of guidance and support on installing Google Analytics, check out the Analytics Help Centre: <https://support.google.com/analytics>.

After installation, you usually need to wait 24 hours for it to become active.

Accessing your data

After you log in to Google Analytics, you will be taken to your Audience Overview report. You can access many reports Google Analytics by clicking on the Reporting link at the top.





Need help?

For those that hate the way Google Analytics displays data, there are some good free websites that will analytics your Google Analytics data for you, such as QuillEngage: <https://www.quillengage.com/>

If you need help on Google Analytics, check out the Analytics Help Centre: <https://support.google.com/analytics>. But remember, with any technology how-tos, Google is your best friend.