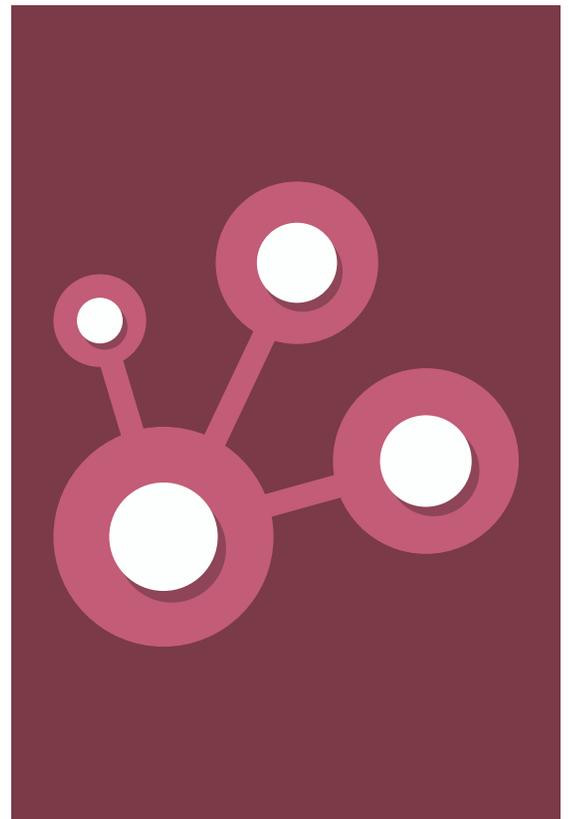
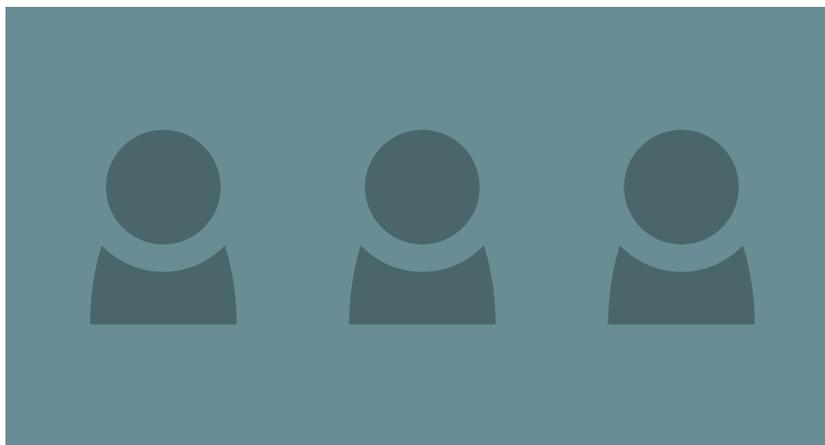
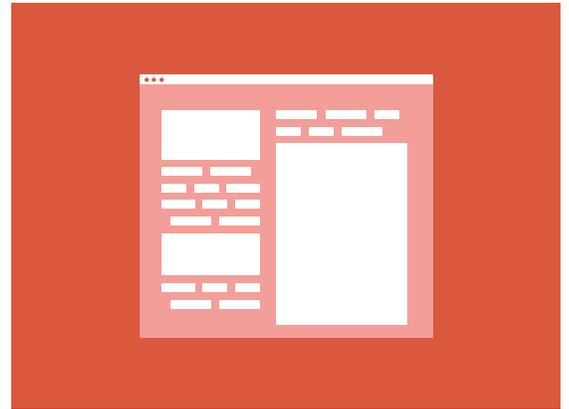
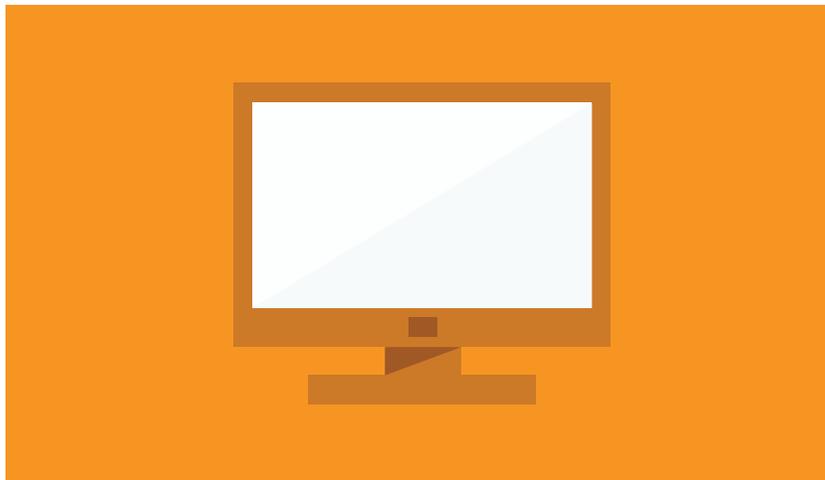


# The power of Google Analytics





in this eBook  
you will learn:

- ① What is Google Analytics.
- ② Why Data Charts Rock.
- ③ Analytics: Improve Your Site.
- ④ Google Analytics: How to Make it Happen.

# ① What is... GooGle analytics:

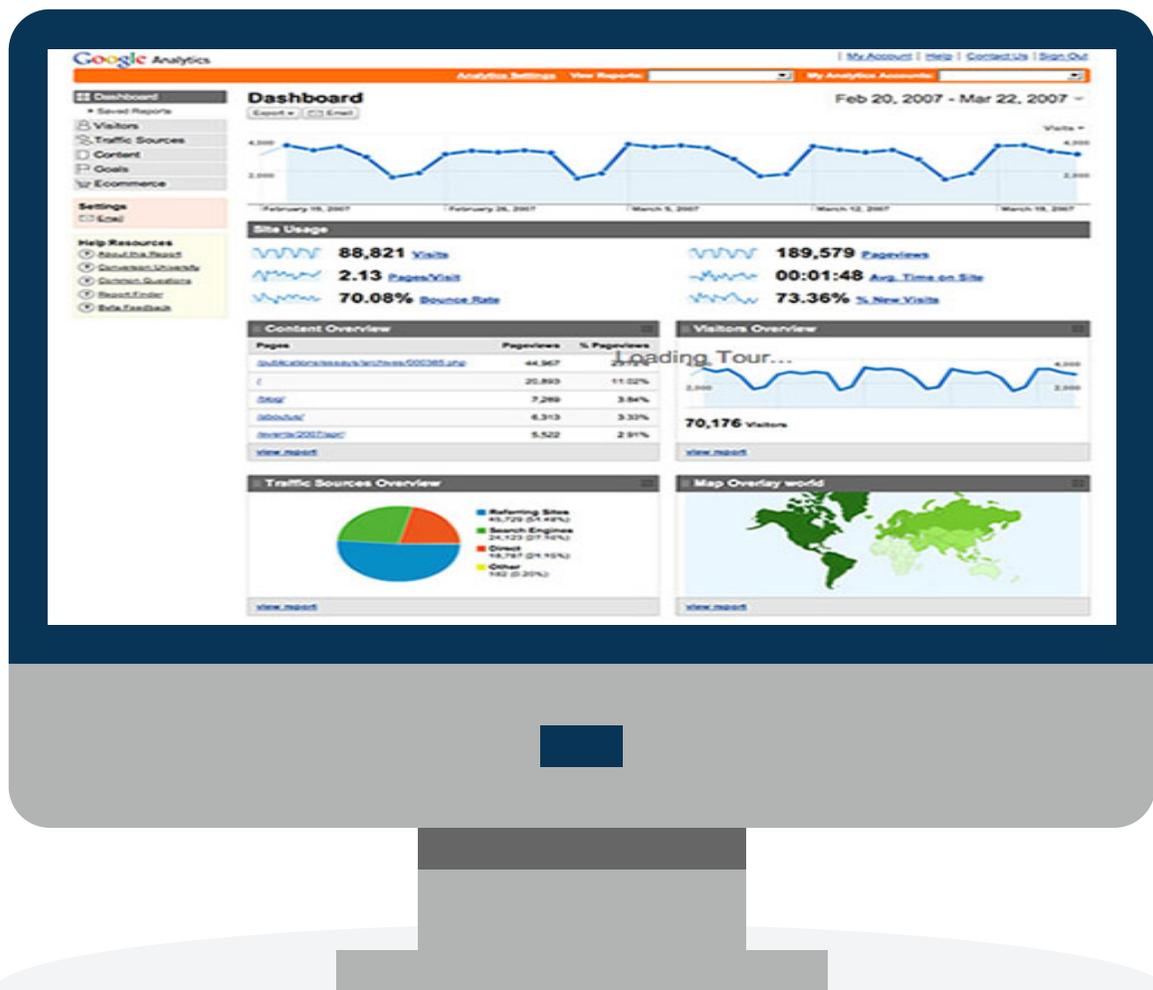
Google Analytics keeps track of a lot of information about your website's visitors!

- > It tells you where each visitor is coming from (known in the tech world as Traffic Source). It lets you know if most of your visitors come from Google, or from a direct link to your website, or from typing in your web address, etc.
- > It lets you know how long each visitor stayed on the site which in turn let's you know how engaging your website is. If people are only staying on your website for 20 seconds, your site needs a change!
- > It shows you your bounce rate. This is important. Bounce rate represents the percentage of visitors to a site who leave the site after viewing only one page. You want people to want to continue exploring your website rather than skip out after the first page they see.
- > It lets you know which pages have been viewed the most and which pages have been viewed the least.
- > And MUCH more...



# ② Why Data: Charts Rock!

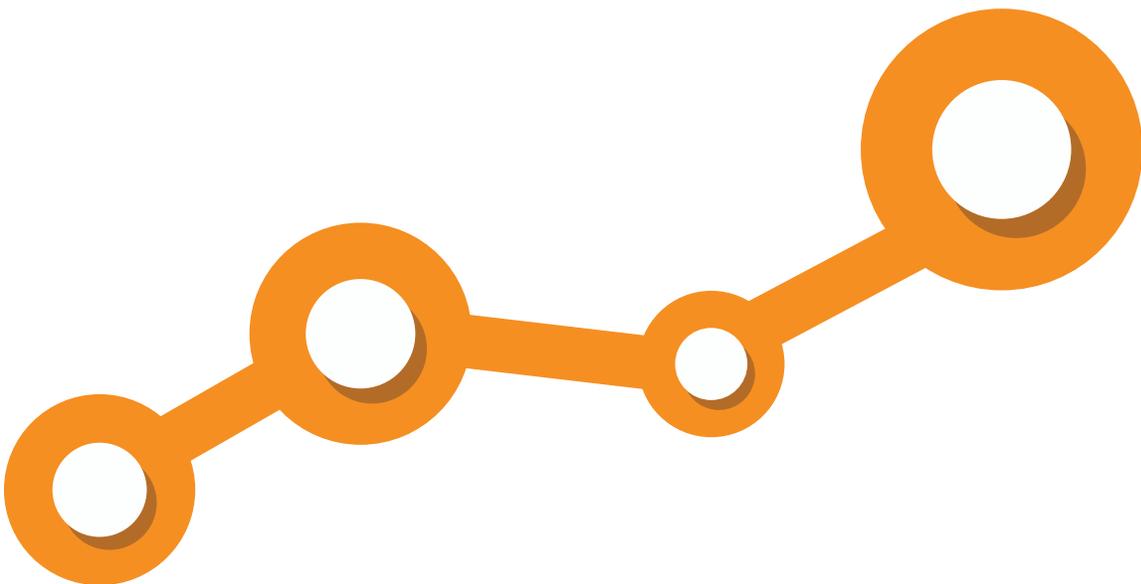
Sometimes charts can be fun. These charts are fun. They show you how/when/where you website is being viewed.



## ③ AnAlytics: improve your site

Google Analytics will show you what is working with your site and what needs to be reworked.

- > For example, let's say you run an accounting firm. You wanted to make your site different and set it apart from other firm's websites. To do so, you added some goofy pictures of the accountants along with the standard professional pictures on the About Us page. Now you're checking the data on your site and you've discovered that once visitors view the About Us page, 80% of them leave the site. So maybe people don't necessarily want a goofy accountant. Now you know, and can change that.
- > The point is that data, and here Google Analytics, gives you the information on how to change and improve your site. And doing that, makes good business sense.



# ④ Google Analytics: How to make it Happen...

Why Google Analytics should be part of your website and how to make that happen.

- > Google Analytics should be part of your website because it helps you understand how people are engaging with your site.
- > CRS Websites installs Google Analytics for each website we work on, so you don't need to even worry about this. And once it is set up, it is FREE.

