

KIWANIS INTERNATIONAL

# HOW TO: Google Analytics Guide

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[Track Statistics for a Kiwanis Club Websites]

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A how-to guide for utilizing Google Analytics tools with a Kiwanis Club website to track, analyze and report site statistics.

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# Google Analytics

## How to track the traffic on your website

Ever wonder just how much traffic your site is generating? **Google Analytics** is a free tool that can help you better understand the needs and wants of your visitors as well as seeing what patterns form.

Google analytics provides detailed statistics about your site, helping you to adjust to better suit your users. It is currently used on 57% of the 10,000 most popular websites. And you can use it too!

Visit the Google Analytics site to get started: [http://www.google.com/analytics/..](http://www.google.com/analytics/) There is a button on the top right that says “Access Analytics” or to “Sign Up Now.” You can log in if you already have a Google account. If you do not, it is free and fast to sign up.

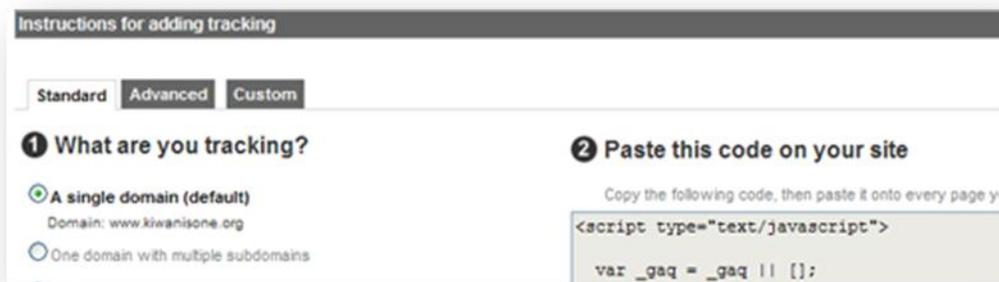


Google will need to know some basic information about your site. They will ask for your domain name, account name and to set the time preferences.

Next Google will ask for your contact information. This step is optional. Select your country and you should be able to move on to the next step. (Selecting the country will let the results be shown with an accurate time.)

As with any site, you must agree to the terms of service. Once you have read everything, check the “I agree” box.

You are now done setting up your free Google Analytics account. You will now be provided with a small piece of code. Copy and paste it into the pages that you want to track. If you have a CSS master style sheet covering all of the pages of your website, you can simply drop the code into that single location and Google will track all your Web pages.



You usually have to wait a few days for Google to index your website's pages and start seeing results. Once the data starts coming in, it will begin to populate your analytics reports and provide trending information over time.

## Easy starting points for analyzing data

After a few days have passed and the data has been collected, you are ready to examine the findings. Go back to <http://www.google.com/analytics/> and login. When you select your site from the list, you will be taken to a dashboard. Your traffic flow is represented in the center (bar graph) . You should see the ups and downs of the graph. You can hover over the chart at particular points to see how many visitors you have.

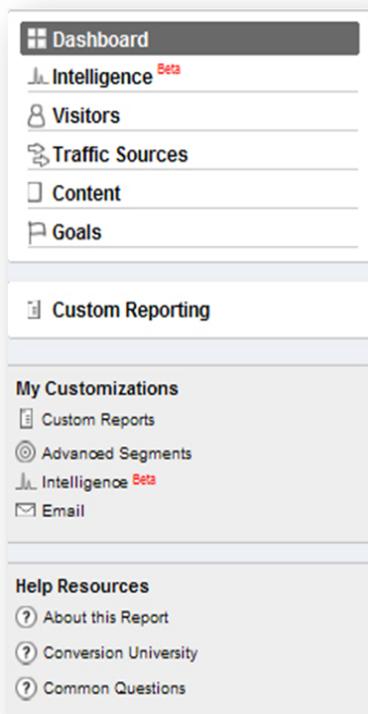


The **site usage** box appears next. This will give you some detailed information about visits and page views and similar data.

Below this dashboard are more data areas. One is the **map overlay**. On this map, you can select your country and then state. You will be shown what city the visitors to your site are coming from.



Another useful area is the **traffic source overview**. This allows you to see exactly how people are finding your site. The Kiwanis International site gets the majority of its visitors from search engines. This may be different for your site if people are well aware of the direct URL (website address) and use that to get to the site.



The full menu is on the top left. Play with these options to discover what else you can learn about your site. You will be amazed to see what browsers people are using to view the site and even what their internet connection speed is.

*Bottom line:* This is a very useful tool to make the best use of your site. With this data, you will be able to make changes that result in additional traffic and hopefully new members. You should probably plan to check your site traffic at least once a month – more often is ideal. After 3 or 4 months, you will be able to see the ebbs and flow of your site traffic and begin to understand where your strategy needs to be focused.

## What to do with the data

1. Analyze the best days of the week for posting news and announcements based on average traffic patterns. This works for time of day also!
2. Look at the average time users spend on the site. Many times this has to do with content on the home page and main section pages. If users are not intrigued to click around or read very long, you need to adjust your copy. Short copy is typically ideal for online readers.
3. Watch the bounce rate on pages that should be “sticky.” In other words, if your home page has a high bounce rate, that means users are arriving and leaving rather quickly – not the best scenario. Whereas on other pages, the intent might be to jump to an external link.
4. Check news vs. returning visitors to determine if your site content is updated enough to keep club members returning for fresh news and resources. Check the visitor loyalty numbers too.
5. For an eye-opening look at how short and effective your website content must be for an online audience, check out the length of visit numbers under Visitor Loyalty. The majority duration of website visits are under 60 seconds!
6. To gauge how helpful your resources are to club members, watch the depth of visit numbers under Visitor Loyalty. Ideally, website visitors will view at least 5 pages on your site before leaving.
7. Pay attention to the top 10 keywords used to find your site. Do they make sense? If so, consider if these keywords should have more prominence on your website to help users more quickly find what they are looking for.
8. Under Content, what is your top content? Is it what you intended to be top rated? What about least popular content? Make content adjustments to get these in priority order. Sometimes viewing “Content by Title” is easier to judge.
9. Make sure the top landing and exit pages (also under Content) on your site are not raising a red flag. Are website visitors entering and leaving your web pages in the path you would expect? If not, restructure and test other options.
10. For additional help understanding and using Google Analytics on your website, visit Google’s help at [http://www.google.com/support/googleanalytics/?hl=en\\_US](http://www.google.com/support/googleanalytics/?hl=en_US).

## For Club Management Subscribers

If you are a subscriber to the Club Resources, Inc., club management system, you can also utilize Google Analytics. Your site administrator should log in to KiwanisOne.org and navigate to Administration → Public Website Content.



The screenshot shows the KiwanisOne website administration interface. The header includes the KiwanisOne logo and navigation tabs for Club Management, Kiwanis Community, Member Resources, Kiwanis Store, and Kiwanis.org. A left sidebar menu lists various administrative functions, with 'Administration' and 'Public Website Content' highlighted with red circles. The main content area is titled 'Additional Public Content Administration' and contains a message about a recent overhaul of the public website administration. Below this message is a table of administrative options:

<a href="#">Edit Menu Layout</a>	Allows you to edit the layout of the menu.
<a href="#">Edit Photo Album</a>	Allows you to edit the photo Album.
<a href="#">Edit Club News</a>	Allows you to edit the club news.
<a href="#">Select Public Template</a>	Allows you to choose what your public site looks like.
<a href="#">Edit Public Website</a>	Takes you to the public website with the ability to edit the content

Below the table is a 'Google Analytics' section with a text input field for the account ID (pre-filled with 'UA-3628681-25') and a 'Save Account' button. A red arrow points to the 'Save Account' button.

In the **Google Analytics** box at the bottom center of the screen, simply type in your Google Analytics account number, then click the **Save Account** button. That's it! No need to worry about pasting in code – just enter your account number. Check your Google Analytics account in a few days (Google recommends at least 24 hours) to see statistics on possible site visitor activity.

Remember, Google Analytics tracks data from the time you add your account number to the above tool up to the present – it can't tell you what happened compared to last year or last month until the system has been tracking your site for that length of time. The longer the tool is in place, the more meaningful the data will be to your club.