

# Analytics for Beginners

Guide to getting started

A presentation for NZ Bloggers Network

By Mark Huynh

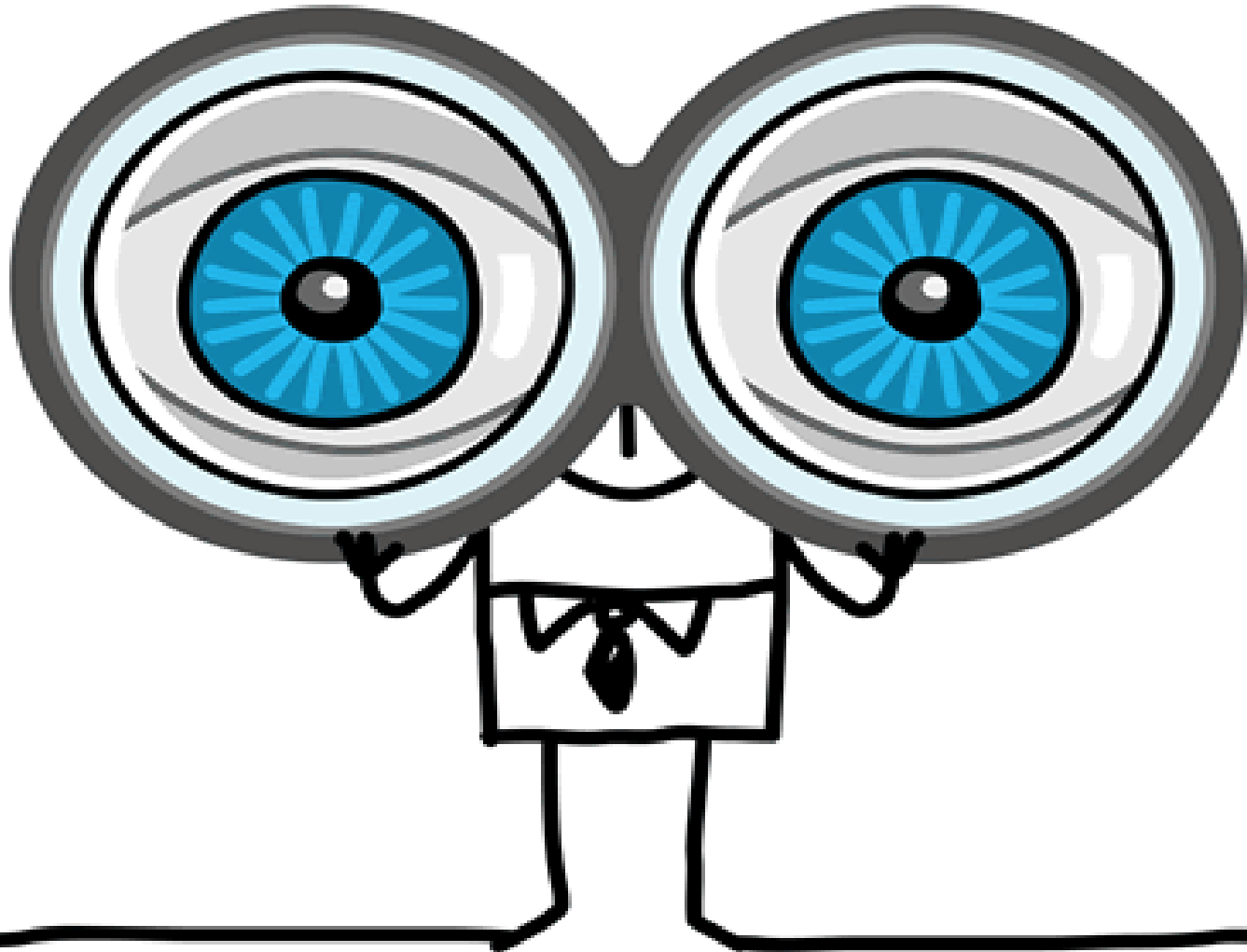
# Who am I?



# What is analytics?



# Why have analytics?



# Gives you a story about our users



Let's get started



# WordPress Widgets



**Google Analytics by MonsterInsights**



**Jetpack by WordPress.com**

<https://wordpress.org/plugins/tags/google-analytics-widget>

# Where to install in WP?

- **Installing using Yoast/Monster Insights**
  - <http://kb.yoast.com/article/118-installation-guide-for-google-analytics-for-wordpress>
- **Manual install**
  - <https://premium.wpmudev.org/blog/create-google-analytics-plugin/>



# Tips

- Account structure
- Single site
  - Once account, One Property, Two Views
- Multiple sites
  - One account, One Property, Several Views

# Tips

- **Filter to show domain**

- <http://www.ericmoble.net/guide-to-tracking-multiple-subdomains-in-google-analytics/>

- **Filter to remove spam**

- <https://www.ohow.co/ultimate-guide-to-removing-irrelevant-traffic-in-google-analytics/>

- **Filter our traffic**

- <http://www.lunametrics.com/blog/2015/04/27/internal-traffic-google-analytics/>

# Understand the data

- **Audience**

- How many are coming to my site?
- Who are my new vs returning visitors

- **Acquisition**

- Where did they come from?
- How did they get to my site?

- **Behaviour**

- What are they looking at?
- What are they doing on my site?

- **Conversions**

- How many have completed my goals of my site/page?
- How often have they have completed my goals?

# Dimensions vs Metrics

- **Dimensions**
  - Pages
  - Landing pages

# Metrics

- **Audience**

- Pageviews
- Sessions
- Users

- **Behaviours**

- Avg. time on page
- Bounce rate
- Avg. session duration
- Pages/session

# Questions?