

Web Analytics Basics

- 2. deo -

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www.draganvaragic.com/weblog/

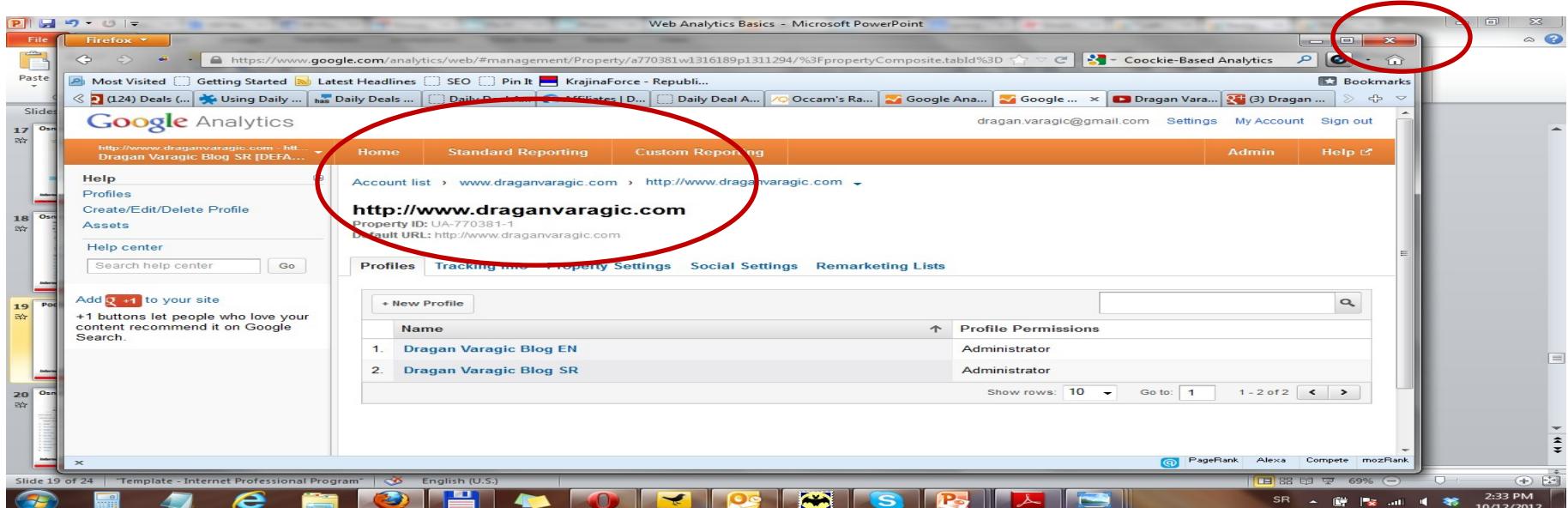
twitter.com/varagic

Internet Professional Program



www.internetgroup.rs

Podešavanje Google analytics profila



Podešavanje Google analytics profila

Web Analytics Basics - Microsoft PowerPoint

Firefox

File Preview Slides 17 18 19 20 21

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(124) Deals ... Using Daily ... Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... Occam's Ra... Google Ana... Google ... Dragan Vara... (3) Dragan ...

1. What are you tracking?

- A single domain
Example: www.draganvaragic.com
- One domain with multiple subdomains
Examples: www.draganvaragic.com
apps.draganvaragic.com
store.draganvaragic.com
- Multiple top-level domains
Examples: www.draganvaragic.uk
www.draganvaragic.cn
www.draganvaragic.fr

AdWords campaigns
DoubleClick data

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [?](#)

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-770381-1']);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

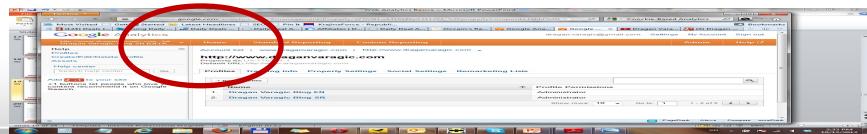
PageRank Alexa Compete mozRank e-Order

Slide 19 of 24 "Template - Internet Professional Program" English (U.S.)

Windows Taskbar: Internet Explorer, Firefox, File, Save, Print, Home, Search, etc.

System tray: 2:37 PM, 10/12/2012

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Podešavanje Google analytics profila

Search.

Edit Property Settings

Basic Settings

Property name

Default URL

Example: http://www.mywebsite.com

Default Profile

Industry Category [?](#)

In-Page Analytics

Start In-Page Analytics in

Embedded mode (recommended)
 Full view mode

Use of full view mode is recommended only if your site has trouble loading in embedded mode.

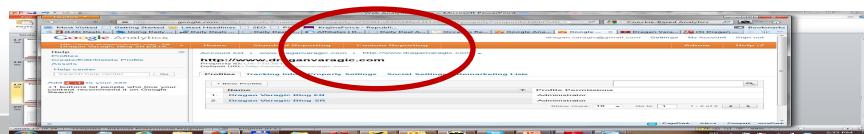
Webmaster Tools Settings

Webmaster Tools site [optional](#) [?](#)
If your property is also a verified website in Webmaster Tools, and you are the owner, you can associate your Webmaster Tools data here. Google Analytics will then be able to display some of that data in some reports.
<http://www.draganvaragic.com/> [Edit](#)

Webmaster Tools site

[Apply](#) [Cancel](#)

Internet Professional Program



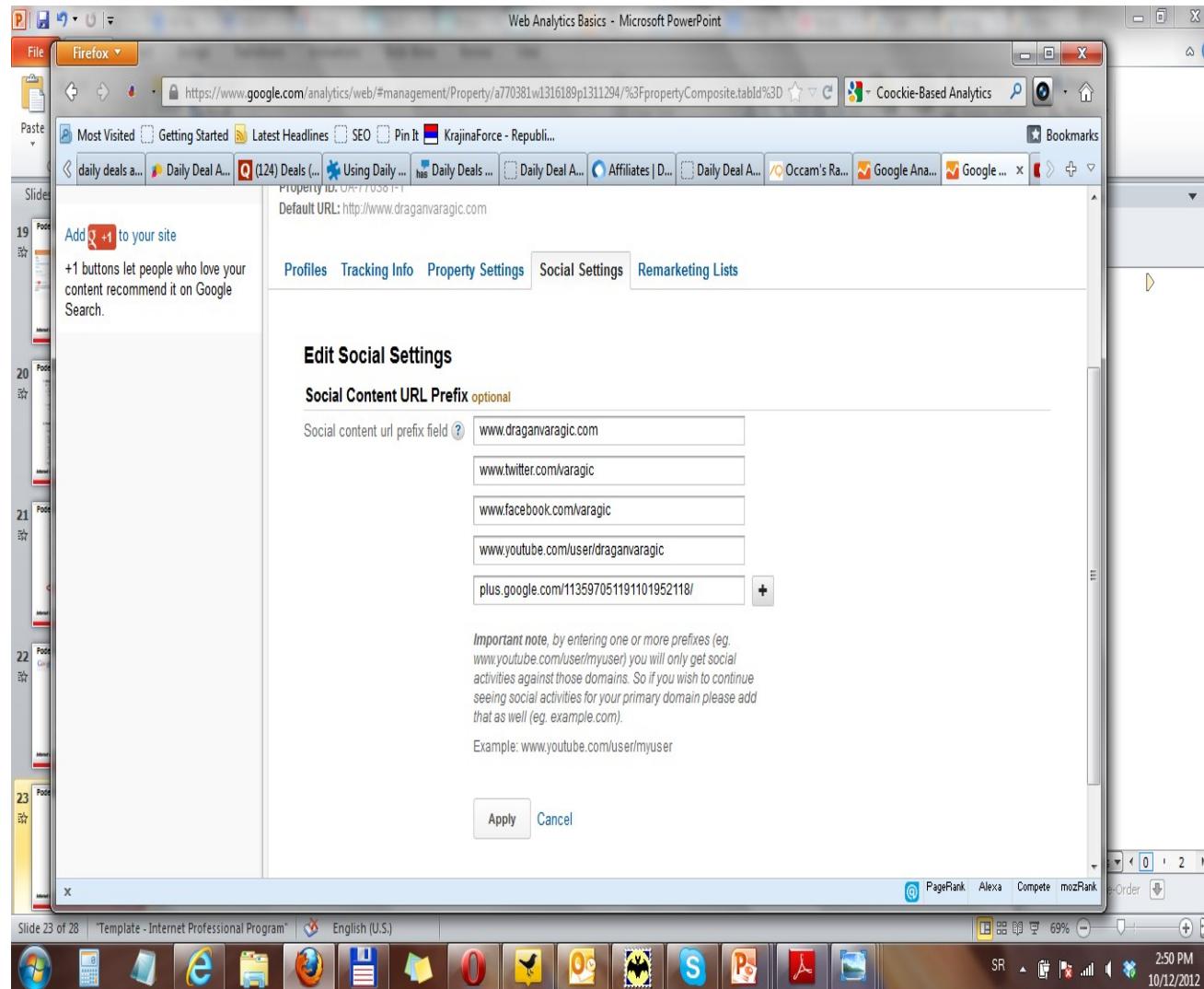
Podešavanje Google analytics profila

The screenshot shows a web browser window with the URL <https://accounts.google.com/ServiceLogin> in the address bar. The title bar says "Webmaster Tools". The main content area is titled "Webmaster Tools" and features a sub-headline: "Improve your site's visibility in Google search results. It's free." Below this, a paragraph explains that Google Webmaster Tools provides detailed reports about a site's visibility on Google, and a "Learn more »" link is provided. Three main features are listed with icons:

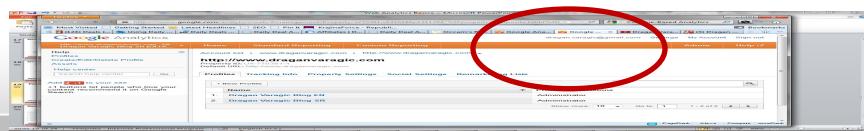
- Get Google's view of your site and diagnose problems**: See how Google crawls and indexes your site and learn about specific problems we're having accessing it.
- Discover your link and query traffic**: View, classify, and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site, and see exactly how users arrive there.
- Share information about your site**: Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

To the right of the main content is a "Sign in" form for Google, featuring fields for "Email" and "Password", a "Sign in" button, a "Stay signed in" checkbox, and a "Can't access your account?" link. At the bottom of the browser window, there is a toolbar with various icons and a status bar showing "EN", "2:47 PM", "10/12/2012", and the date "English (United States)".

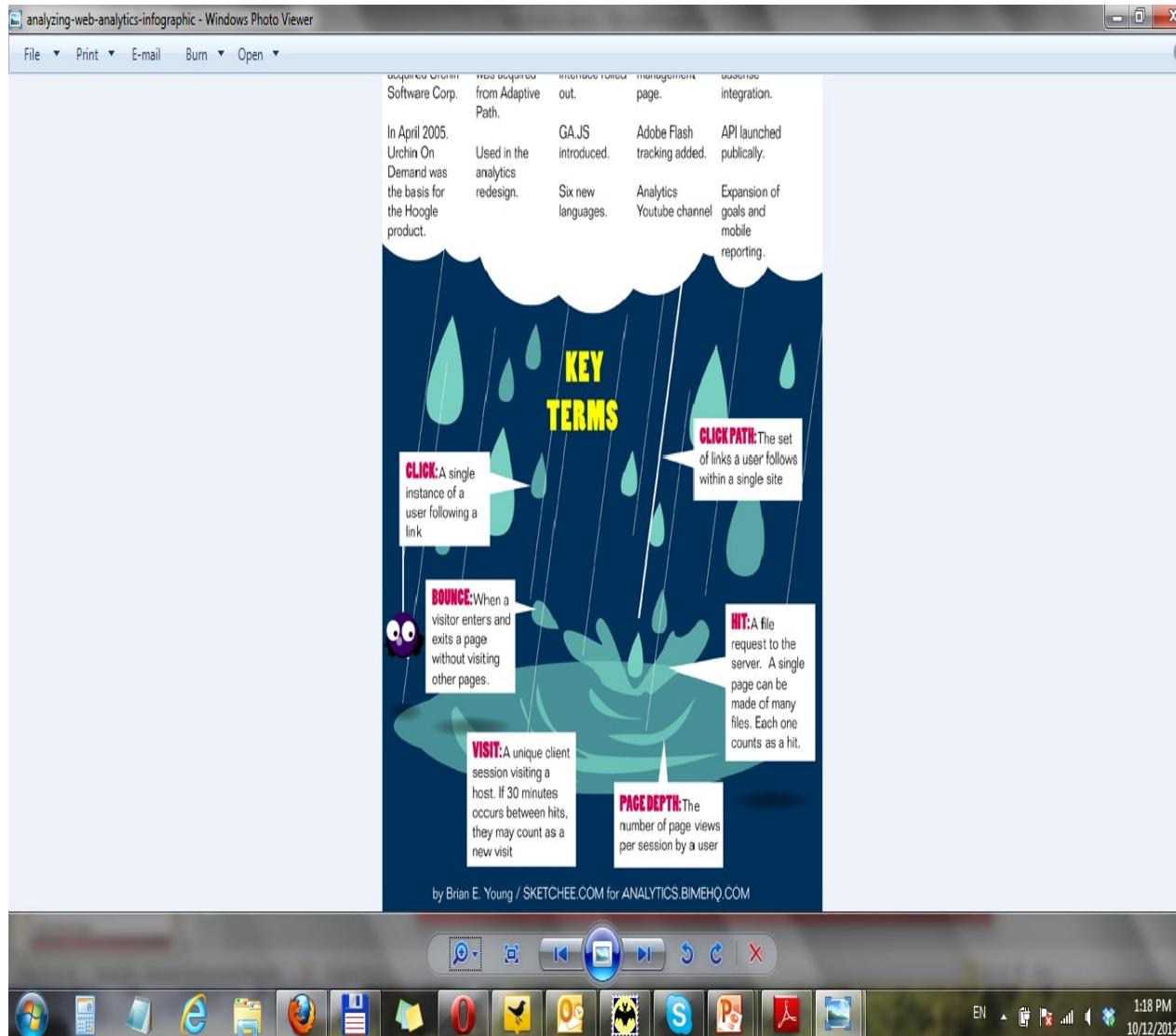
Podešavanje Google analytics profila



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Osnovni parametri statistika



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Osnovni parametri statistika

The screenshot shows a Windows Photo Viewer window titled "web-analytics-review - Windows Photo Viewer". The main content is a report titled "AVERAGE SITE METRICS" comparing data from November 1, 2010, to February 1, 2011, against a year ago. The report highlights a reduction in pages per visit, bounce rate, and average time on site.

	11/1/09 - 2/1/10	11/1/10 - 2/1/11	Difference
PAGES/VISIT	4.9	4.5	(-0.4)
BOUNCE RATE	48.2%	47.0%	(-1.2%)
AVG. TIME ON SITE	5:49	4:50	(-0:26)

METRICS BREAKDOWN BY GEOGRAPHY

Taskbar icons include: Start, Task View, File Explorer, Internet Explorer, Firefox, File, Notepad, ZeroClipboard, Bird, Google Analytics, Batman, S, P, PDF, and Pictures.

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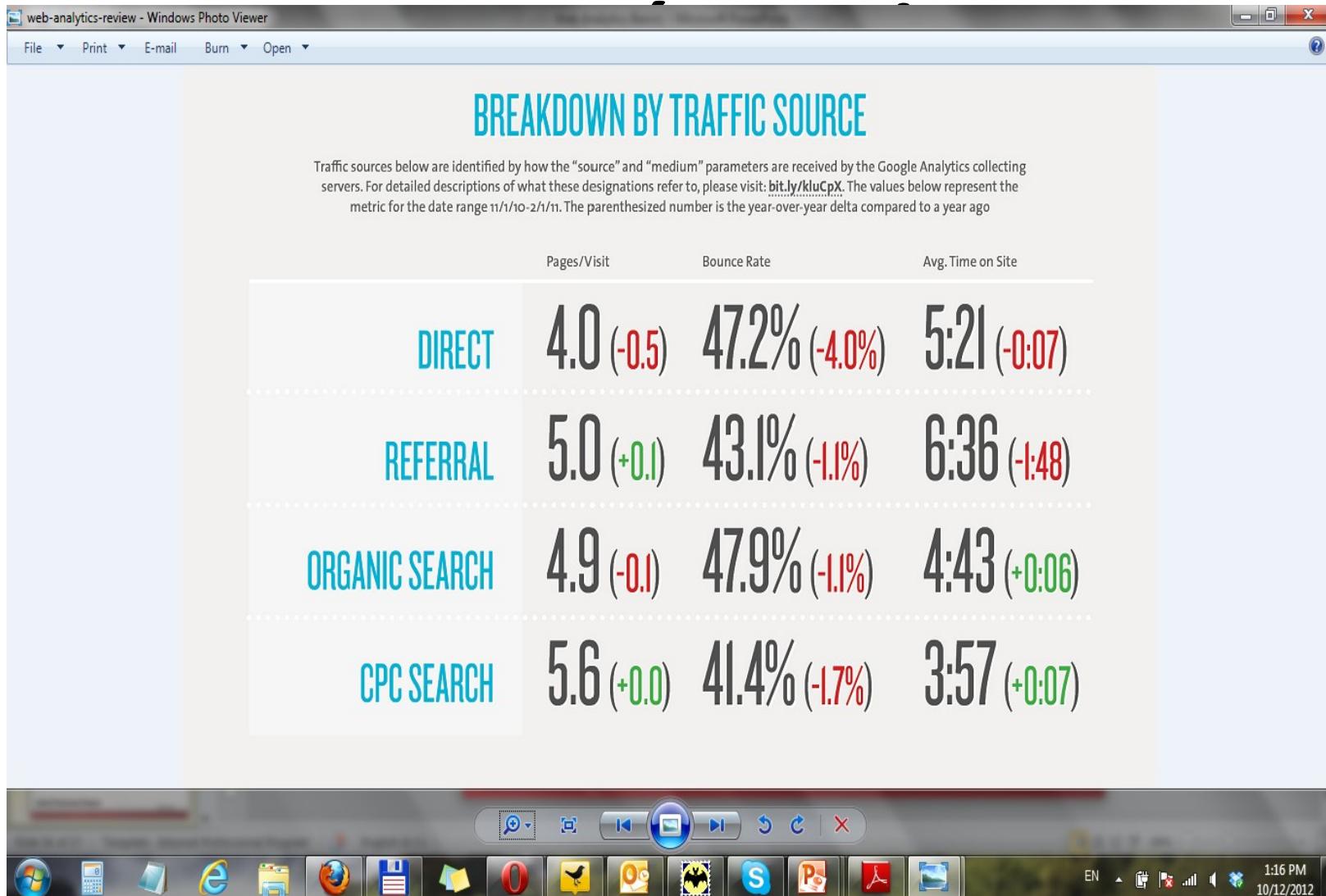
Osnovni parametri statistika



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Google Analytics

http://www.draganvaragic.com - http://www.draganvaragic.com Dragan Varagic Blog SR [DEFA... Home Standard Reporting Custom Reporting Admin Help Jun 1, 2012 - Jun 30, 2012

Visitors Overview

Advanced Segments Email Export Add to Dashboard Shortcut BETA

% of visits: 100.00%

Overview

Visits vs. Select a metric

Visits

2,000

1,000

Jun 8 Jun 15 Jun 22 Jun 29

11,476 people visited this site

Visits: 15,407

Unique Visitors: 11,476

Pageviews: 25,190

Pages / Visit: 1.63

Avg. Visit Duration: 00:02:08

Bounce Rate: 7.58%

% New Visits: 64.64%

64.72% New Visitor 9,972 Visits

35.28% Returning Visitor 5,435 Visits

Demographics

Language Country / Territory City System

Language

Rank	Language	Visits	% Visits
1.	en-us	10,318	66.97%
2.	sr	2,964	19.24%
3.	en	922	5.98%
4.	en-gb	427	2.77%
5.	hr	287	1.86%
6.	hr-hr	100	0.65%
7.	de	79	0.51%
8.	sl	44	0.29%
9.	nl	36	0.23%
10.	de-de	31	0.20%

view full report

This report was generated on 10/12/12 at 1:34:02 PM - Refresh Report

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Osnovni parametri statistika posećenosti

Firefox https://www.google.com/analytics/web/#report/visitors-geo/a770381w1316189p1311294/%3F_.date00%3D20120601%26_.date01%3D20120630/ Coockie-Based Analytics Bookmarks

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Conversions

Goals Ecommerce Multi-Channel Funnels Overview Assisted Conversions Top Conversion Paths Time Lag Path Length

Help The Location Report Viewing Metrics Find Your Old Reports in the New Interface Help center Search help center Go

Visits 15,407 % of Total: 100.00% (15,407) Pages / Visit 1.63 Site Avg: 1.63 (0.00%) Avg. Visit Duration 00:02:08 Site Avg: 00:02:08 (0.00%) % New Visits 64.64% Site Avg: 64.64% (0.00%) Bounce Rate 7.58% Site Avg: 7.58% (0.00%)

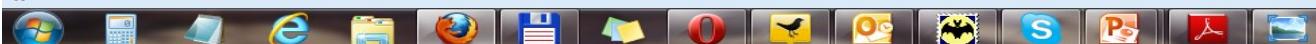
Primary Dimension: Country / Territory City Continent Sub Continent Region

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Serbia	12,660	1.65	00:02:06	62.22%	6.42%
2. Bosnia and Herzegovina	926	1.48	00:01:32	75.70%	9.40%
3. Croatia	427	1.52	00:01:06	74.24%	9.60%
4. Montenegro	360	1.61	00:01:42	73.06%	9.44%
5. (not set)	246	1.55	00:03:30	72.76%	43.09%
6. United States	108	1.71	00:00:49	93.52%	12.96%
7. Slovenia	77	1.62	00:00:55	88.31%	15.58%
8. Macedonia [FYROM]	73	1.79	00:01:36	76.71%	12.33%
9. Germany	62	1.24	00:00:46	87.10%	12.90%
10. Austria	58	2.24	00:03:51	56.90%	1.72%

Show rows: 10 Go to: 1 1 - 10 of 66 Refresh Report

This report was generated on 10/12/12 at 1:37:40 PM - Refresh Report

PageRank Alexa Compete mozRank SR 1:39 PM 10/12/2012



Osnovni parametri statistika

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Firefox

File

Paste

Slides

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Domain Name daily deals a... Daily Deal A... (124) Deals ... Using Daily ... has Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... Occam's Ra... Location... Bookmarks

Find Your Old Reports in the New Interface

Help center

Search help center Go

Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension advanced

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. United States	539	2.81	00:03:18	89.05%	44.34%
2. Italy	374	1.84	00:01:38	92.78%	68.18%
3. Serbia	214	3.74	00:04:17	61.68%	44.86%
4. Canada	107	2.50	00:02:03	90.65%	52.34%
5. Germany	97	2.23	00:02:20	81.44%	57.73%
6. United Kingdom	97	2.41	00:03:17	80.41%	42.27%
7. France	73	1.88	00:01:43	93.15%	61.64%
8. Argentina	56	2.18	00:02:20	96.43%	57.14%
9. Sweden	56	2.23	00:01:34	78.57%	48.21%
10. Australia	40	1.90	00:01:45	67.50%	55.00%

PageRank Alexa Compete mozRank

Slide 20 of 22 Template - Internet Professional Program English (U.S.)

2:04 PM 10/12/2012

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. United States	539	2.81	00:03:18	89.05%	44.34%
2. Italy	374	1.84	00:01:38	92.78%	68.18%
3. Serbia	214	3.74	00:04:17	61.68%	44.86%
4. Canada	107	2.50	00:02:03	90.65%	52.34%
5. Germany	97	2.23	00:02:20	81.44%	57.73%
6. United Kingdom	97	2.41	00:03:17	80.41%	42.27%
7. France	73	1.88	00:01:43	93.15%	61.64%
8. Argentina	56	2.18	00:02:20	96.43%	57.14%
9. Sweden	56	2.23	00:01:34	78.57%	48.21%
10. Australia	40	1.90	00:01:45	67.50%	55.00%

Osnovni parametri statistika

Web Analytics Basics - Microsoft PowerPoint

Firefox

File Firefox https://www.google.com/analytics/web/#report/visitors-geo/a29746142w55989139p57032380/%3F_.date00%3D20120901%26_.dat Coockie-Based Analytics Bookmarks

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi... Domain Name daily deals a... Daily Deal A... (124) Deals ... Using Daily ... Daily Deals ... Daily Deal A... Daily Deal A... Daily Deal A... Daily Deal A... Occam's Ra... Location... Bookmarks

Find Your Old Reports in the New Interface

Help center Search help center Go

Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension advanced

City	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Belgrade	317	2.84	00:01:51	80.13%	48.90%
2. Novi Sad	86	2.20	00:01:39	74.42%	46.51%
3. Skopje	41	3.27	00:02:06	80.49%	36.59%
4. Nis	29	2.69	00:02:36	79.31%	48.28%
5. Kraljevo	14	2.93	00:02:21	78.57%	35.71%
6. (not set)	11	3.27	00:01:49	100.00%	45.45%
7. Banja Luka	8	2.50	00:00:39	87.50%	75.00%
8. Kragujevac	8	5.50	00:01:48	100.00%	50.00%
9. Pancevo	7	2.57	00:02:49	100.00%	57.14%
10. Brcko	6	1.67	00:00:26	66.67%	66.67%

PageRank Alexa Compete mozRank

Slide 20 of 23 "Template - Internet Professional Program" English (U.S.) 69% 2:07 PM 10/12/2012

Osnovni parametri statistika posećenosti

Firefox - Web Analytics Basics - Microsoft PowerPoint

https://www.google.com/analytics/web/#report/visitors-geo/a28389042w54105953p55015049/%3F_date00%3D20120901%26_.dat

Most Visited Getting Started Latest Headlines SEO Pin It KrajinaForce - Republi... Bookmarks

Domain Name daily deals a... Daily Deal A... Q (124) Deals ... Using Daily ... has Daily Deals ... Daily Deal A... Affiliates | D... Daily Deal A... Occam's Ra... Location... > +

Help The Location Report Viewing Metrics Find Your Old Reports in the New Interface Help center Search help center Go

Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension advanced

Continent	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Europe	4,330,182	3.29	00:03:40	20.14%	57.59%
2. (not set)	114,334	2.56	00:04:29	23.74%	59.10%
3. Americas	43,947	3.98	00:05:42	35.15%	48.18%
4. Asia	12,780	4.88	00:06:43	34.98%	42.14%
5. Oceania	9,269	5.67	00:06:54	25.59%	37.71%
6. Africa	2,298	4.42	00:06:22	40.21%	43.60%

Show rows: 10 Go to: 1 1 - 6 of 6 PageRank Alexa Compete mozRank

Slide 20 of 21 Template - Internet Professional Program English (U.S.) SR 1:59 PM 10/12/2012

