

Web Analytics Basics

- 3. deo -

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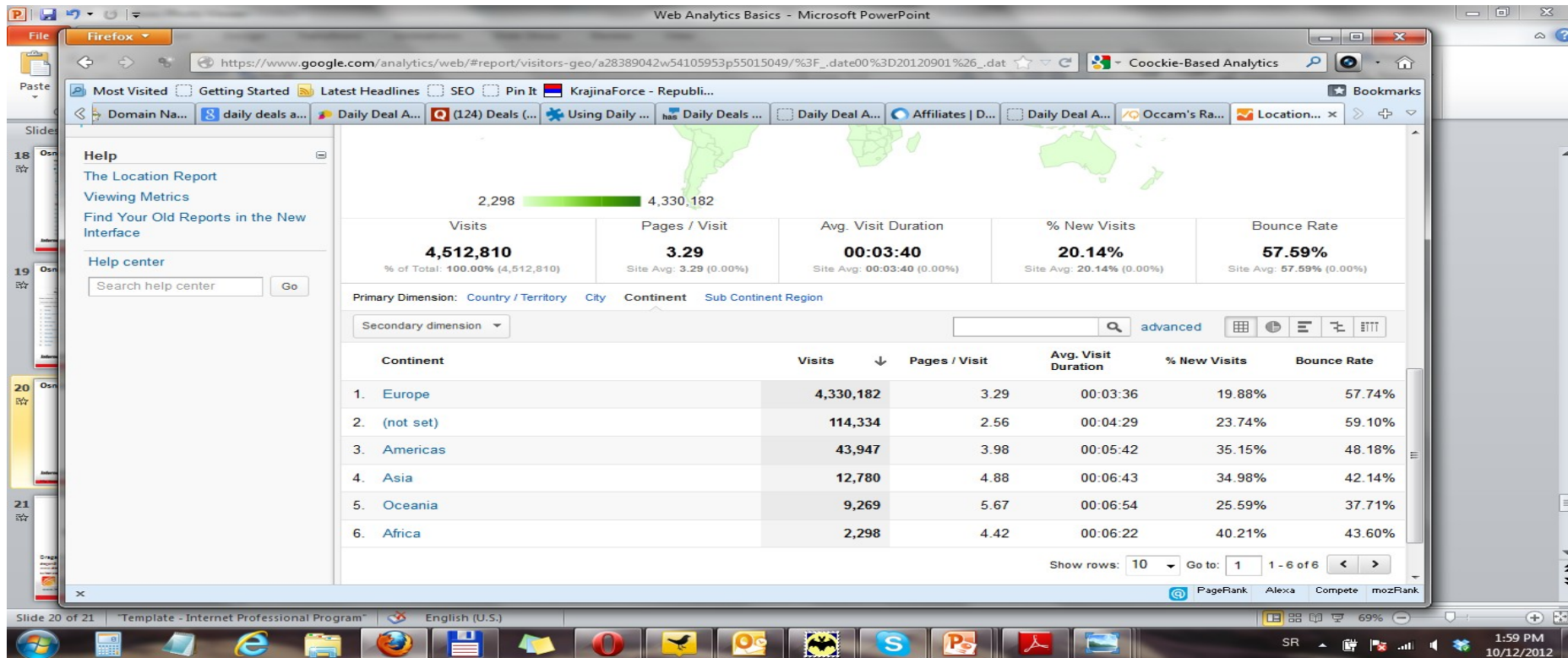
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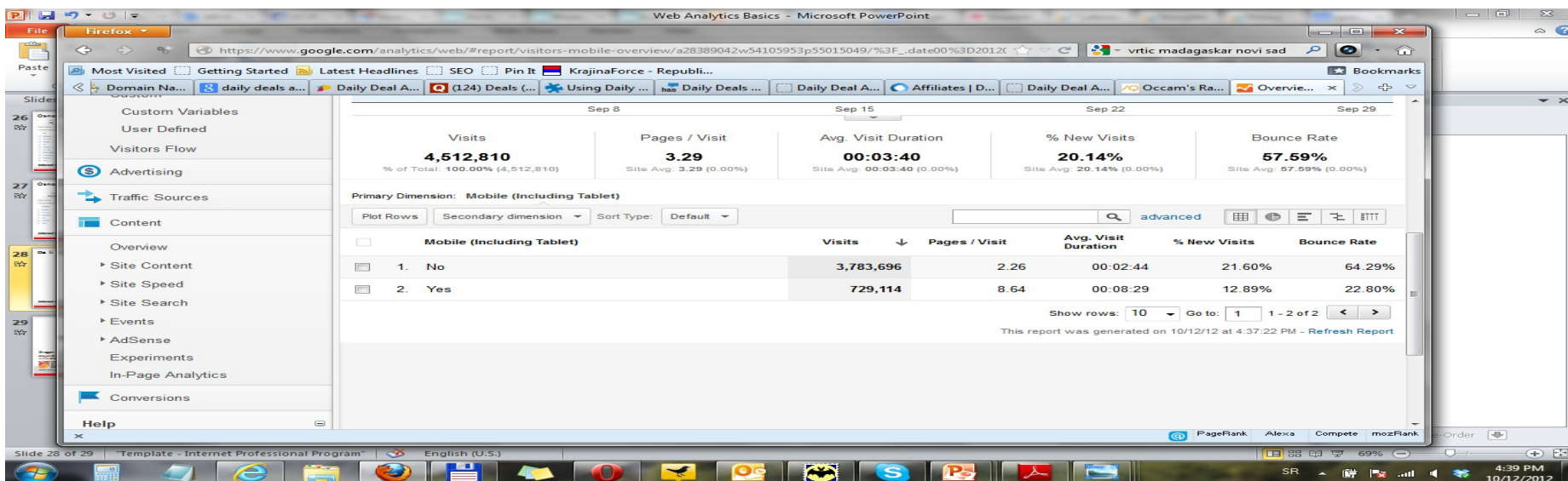


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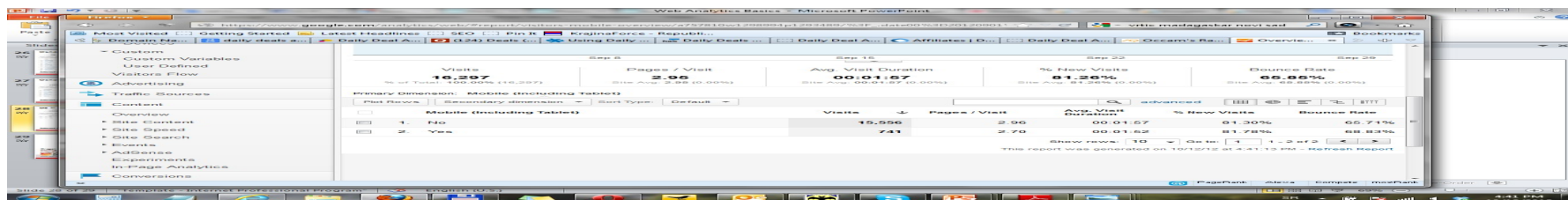
Osnovni parametri statistika posećenosti



Da li treba kreirati mobilnu verziju sajta?

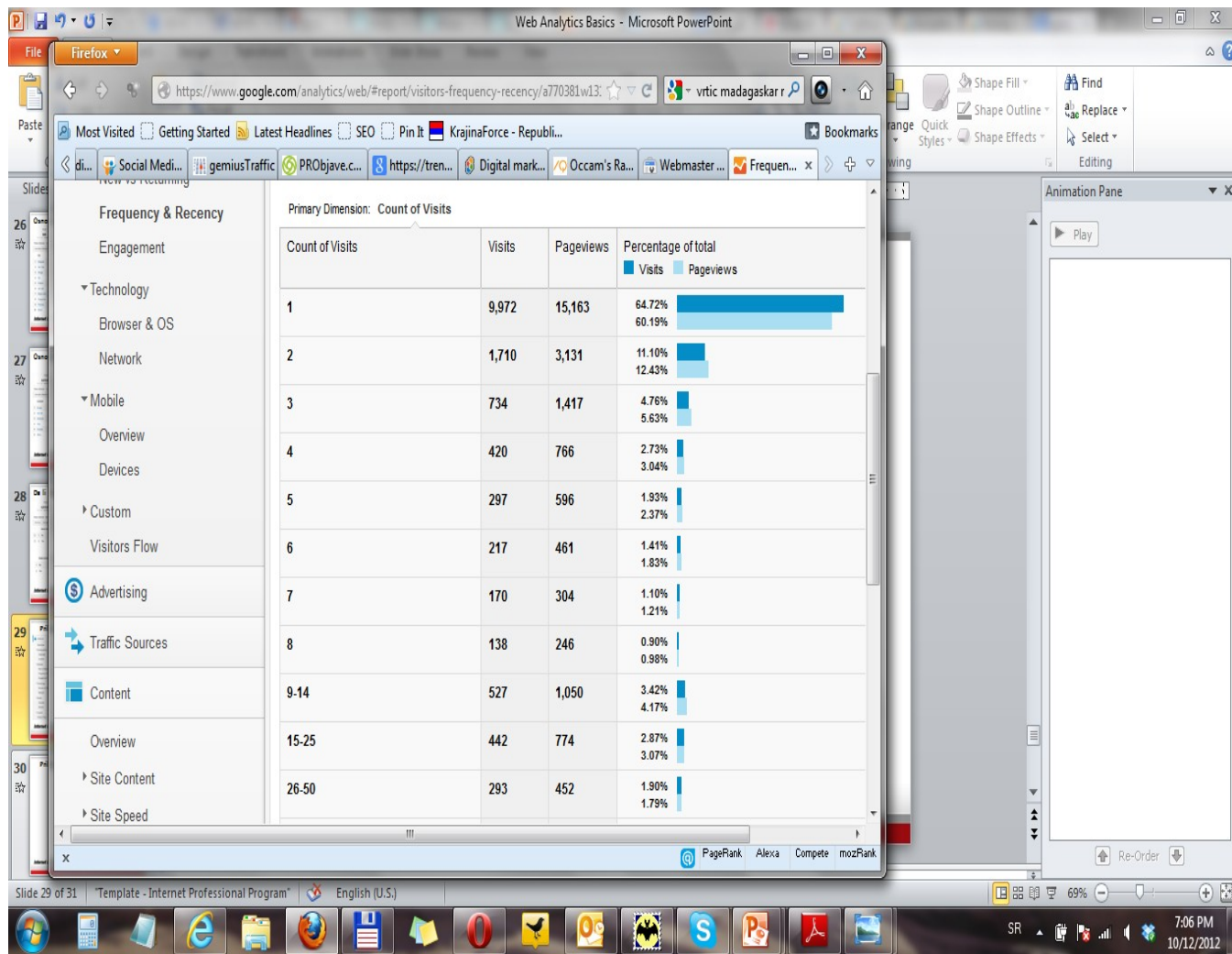
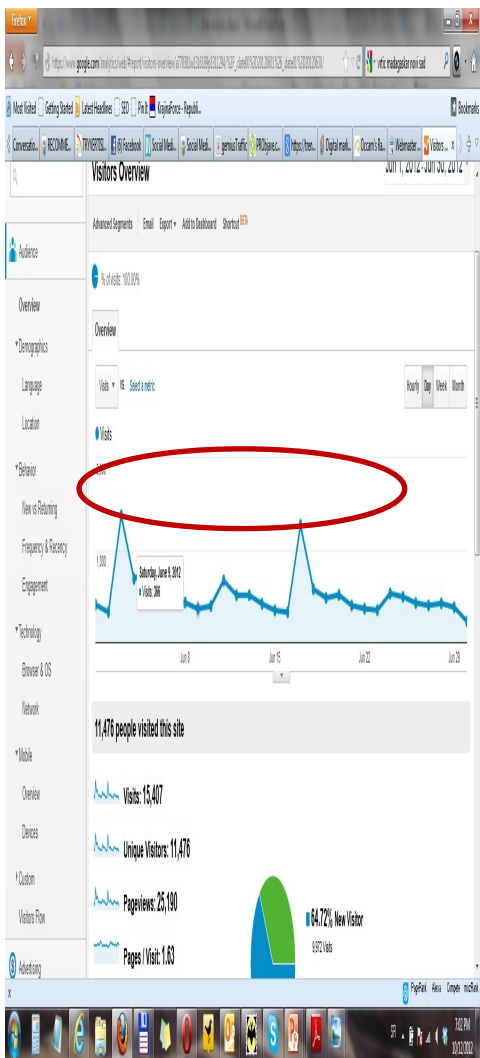


News Web sajt



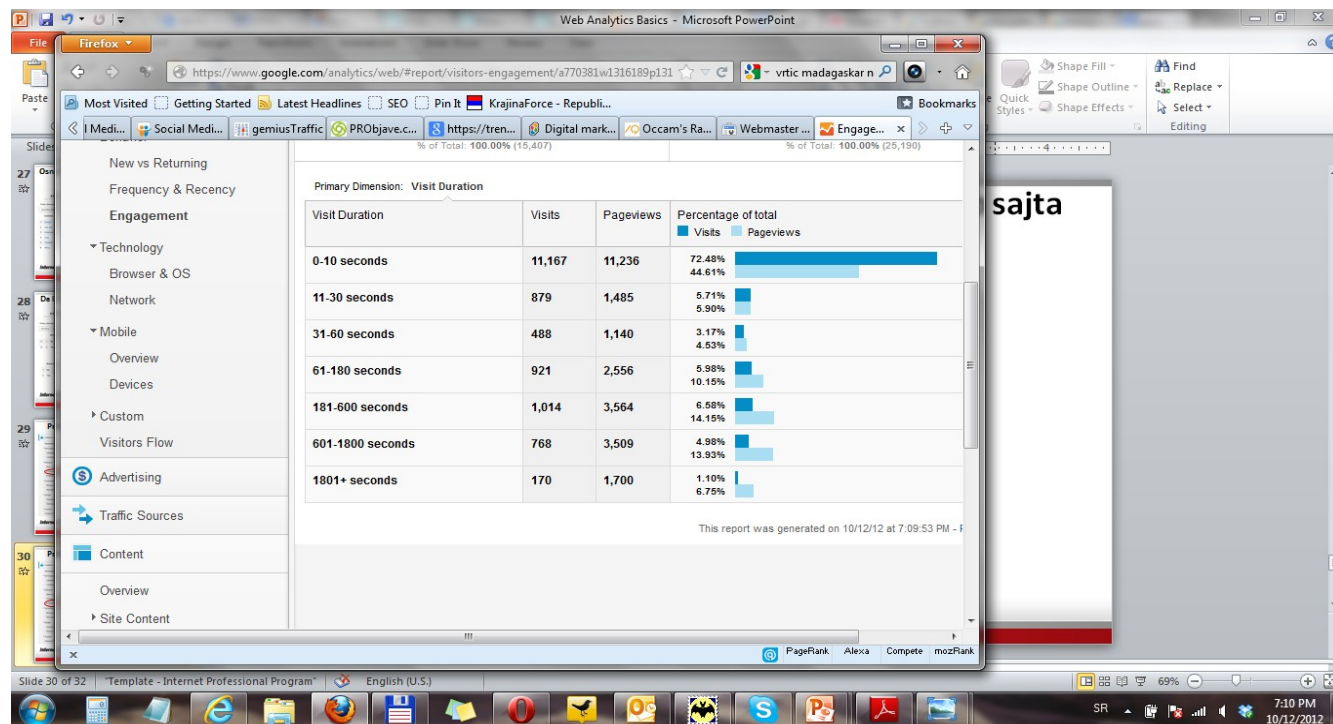
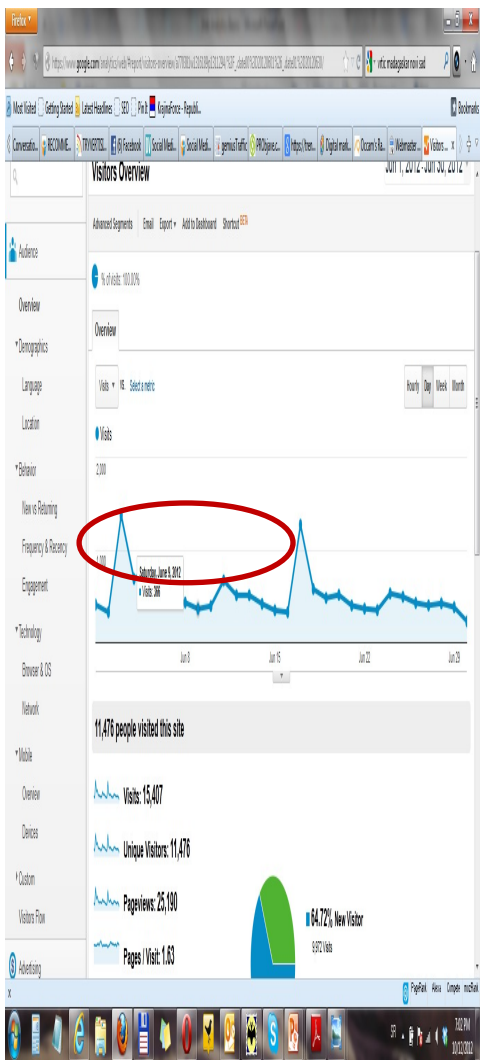
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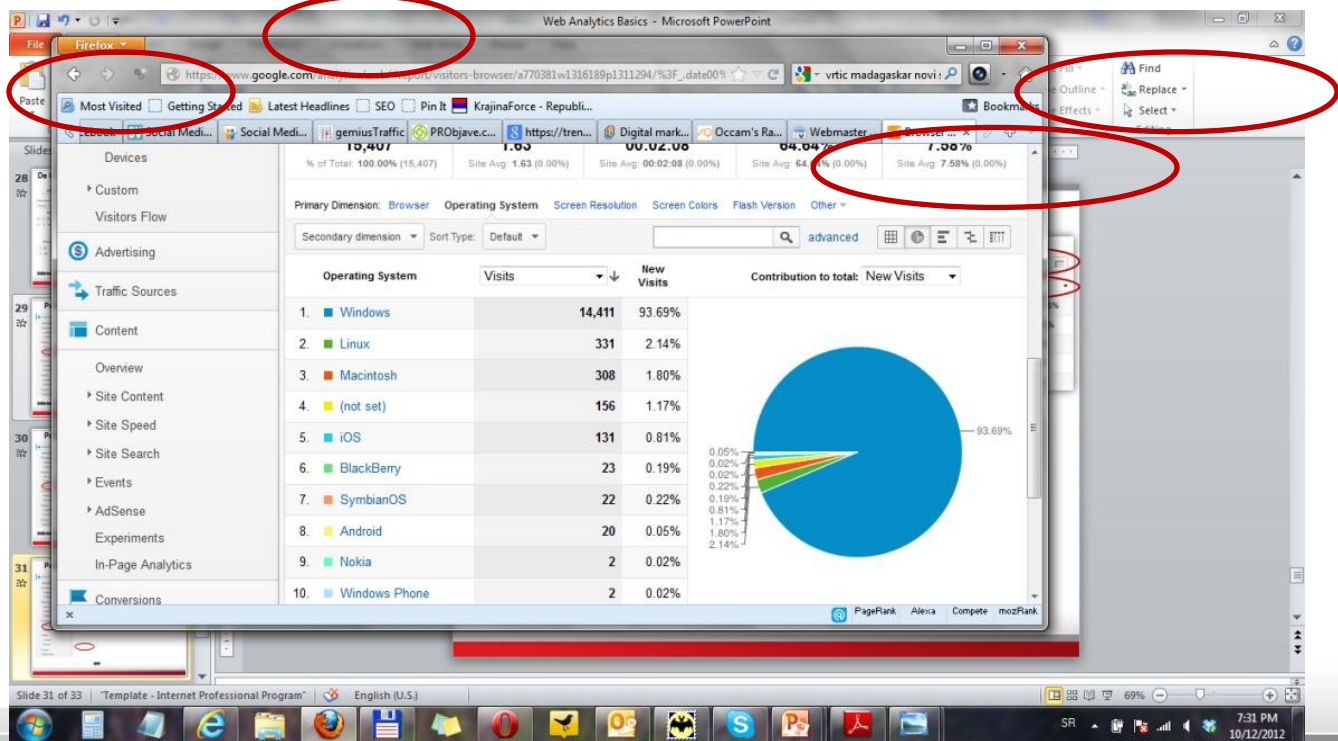
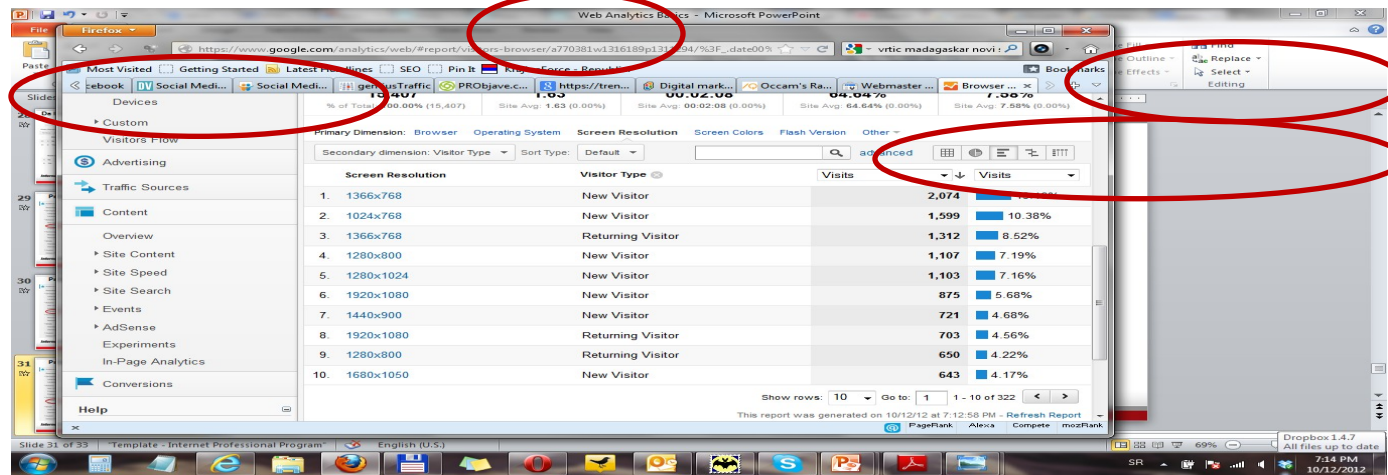


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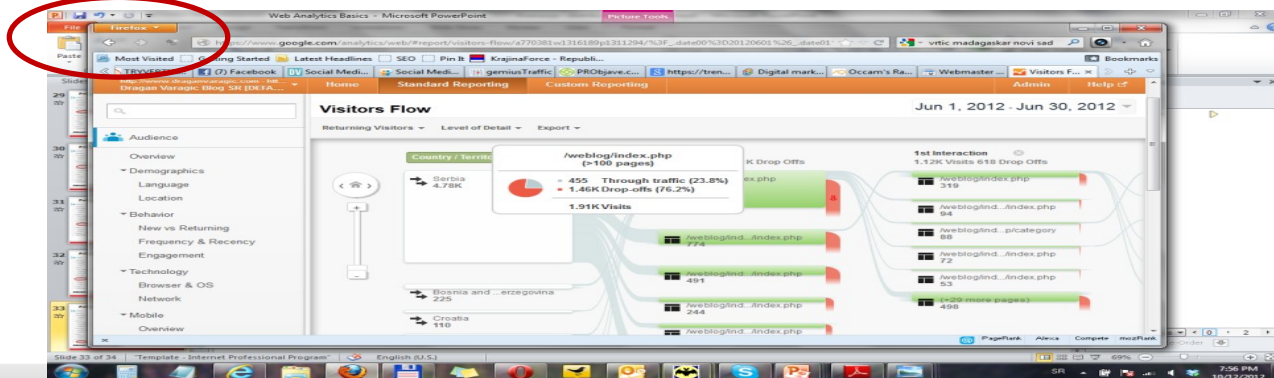
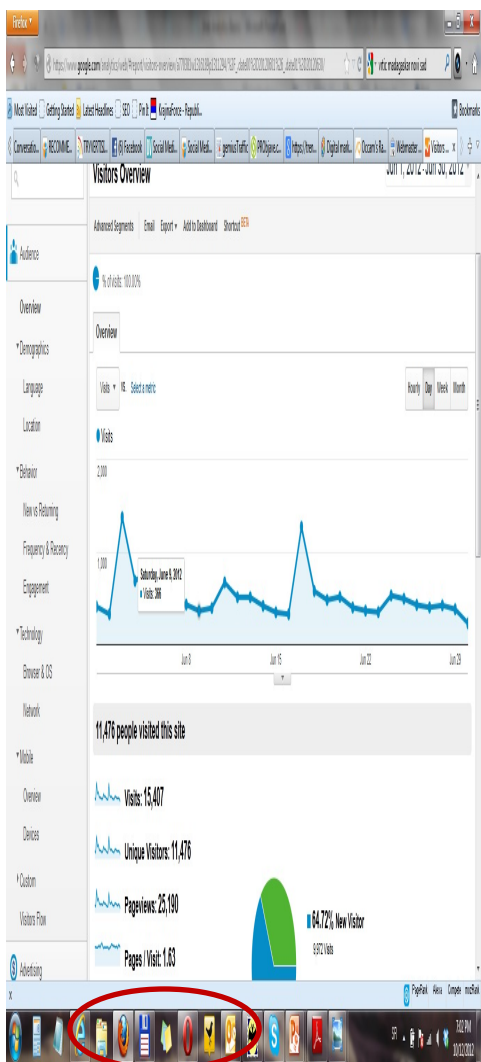
Web Analytics Basics - Microsoft PowerPoint

Service Provider

Service Provider	City	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. telekom srbija adsl users	Belgrade	1,877	1.58	00:02:12	65.48%	5.97%
2. telekom srbija adsl users	Novi Sad	1,121	1.62	00:01:57	62.98%	6.42%
3. serbia broadband-srpske kablovske mreze d.o.o.	Belgrade	622	1.61	00:01:48	68.17%	5.79%
4. telekom srbija adsl users	Nis	554	1.53	00:01:58	68.77%	7.58%
5. ip range for cable modem customers	Novi Sad	544	2.15	00:03:58	50.18%	6.43%
6. ip range for cable modem customers	Belgrade	484	1.58	00:01:53	56.40%	6.82%
7. yunet international	Belgrade	468	1.69	00:02:00	60.90%	4.91%
8. telekom srbija adsl users	Kraljevo	337	1.62	00:02:04	64.39%	7.72%
9. telekom srbija adsl users	Jagodina	332	1.60	00:02:04	59.94%	4.52%
10. telekom srbija	Belgrade	315	1.64	00:02:06	66.67%	7.62%

The screenshot shows a Google Analytics report overlaid on a PowerPoint presentation titled 'Web Analytics Basics'. The report displays a table of service providers and their associated metrics. A red circle highlights the URL in the browser's address bar. The table lists 10 service providers, including 'telekom srbija adsl users' and 'serbia broadband-srpske kablovske mreze d.o.o.', along with their cities, visit counts, and other performance metrics.

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Google Analytics

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Help home > Traffic

Analyze

Traffic Overview

About Traffic Sources

Traffic Sources Reports

Search Engine Optimization

Social

Configuring Custom Campaigns

Custom Campaigns

URL Builder

Best Practices

Common Issues

Traffic

URL Builder

Add Custom Campaign parameters to your URLs.

Google Analytics URL Builder

Use this tool to create URLs for your [custom campaigns](#). Fill in the form information and click the **Generate URL** button below.

Step 1: Enter the URL of your website.

Website URL: *
(e.g., <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)

Campaign Medium: * (marketing medium: cpc, banner, email)

Campaign Term: (identify the paid keywords)

Campaign Content: (use to differentiate ads)

Campaign Name: * (product, promo code, or slogan)

Step 3

Helpful Information

Campaign Source (utm_source)	Required. Use utm_source to identify a search engine, newsletter name, or other source. <i>Example: utm_source=google</i>
Campaign Medium (utm_medium)	Required. Use utm_medium to identify a medium such as email or cost-per-click. <i>Example: utm_medium=cpc</i>
Campaign Term (utm_term)	Used for paid search. Use utm_term to note the keywords for this ad. <i>Example: utm_term=running+shoes</i>
Campaign Content (utm_content)	Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. <i>Examples: utm_content=logolink or utm_content=textlink</i>
Campaign Name (utm_campaign)	Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. <i>Example: utm_campaign=spring_sale</i>

Analytics - Contacting Us - Help for other Google products - Change language: English (US)

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Related

[About Social Plug-in Analytics](#)
Traffic > Social

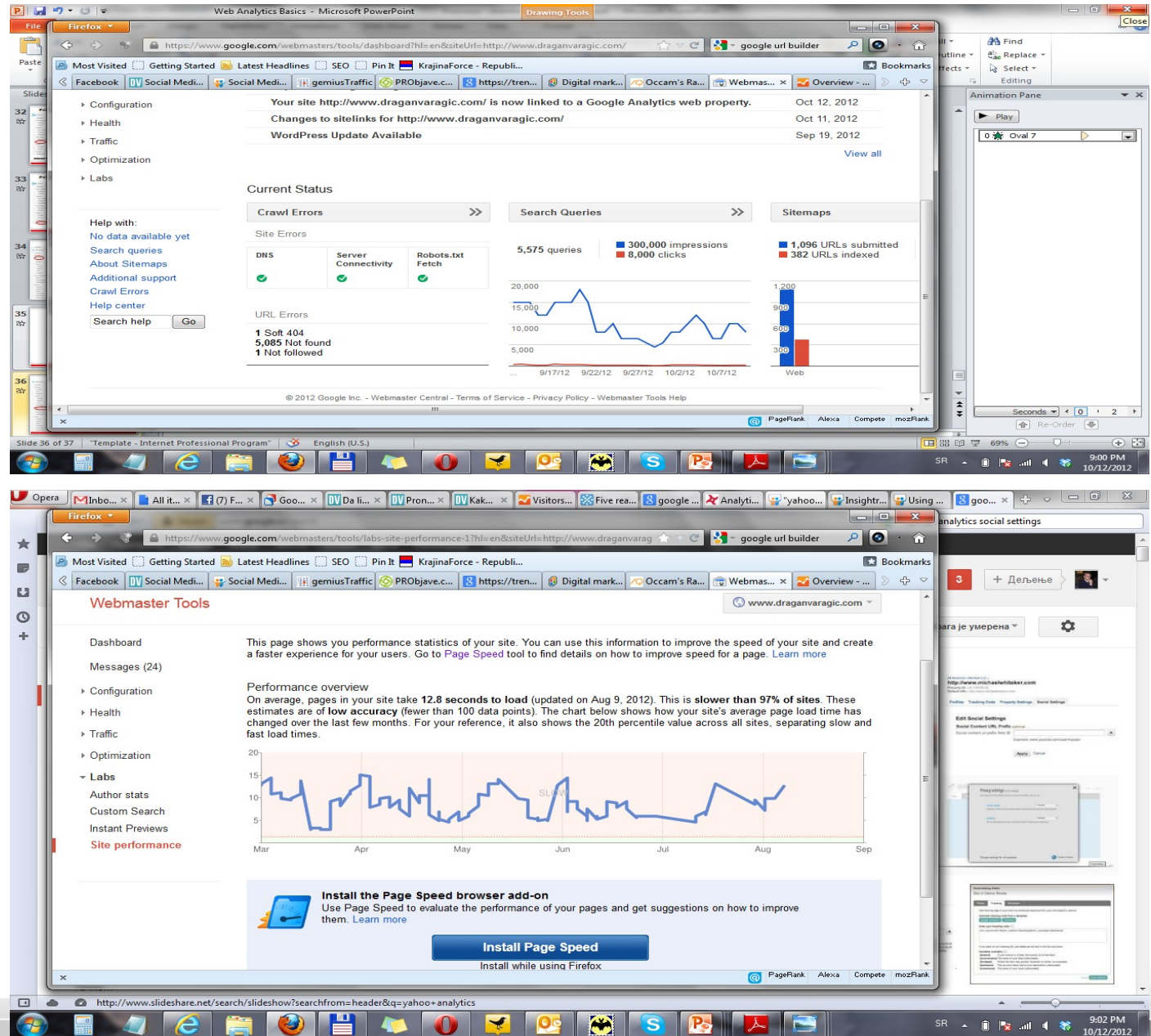
[URL Destination Goal Examples](#)
Conversions > Goals

[Referral Traffic](#)
Traffic > Traffic Sources Reports

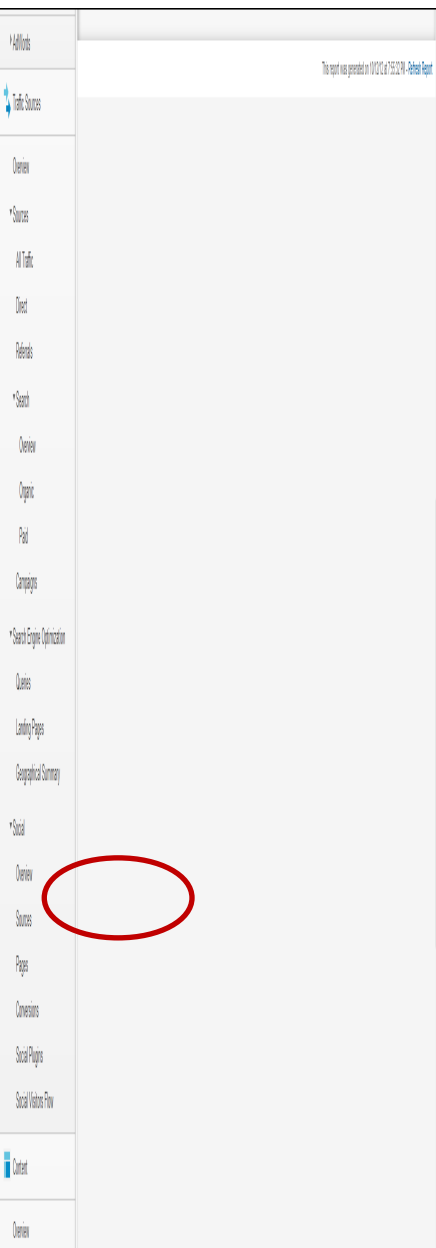
[Understanding google\[referral\]](#)
Traffic > Common Issues

[My Website Appears as a Referring Site in My Reports](#)
Traffic > Common Issues

[Direct Traffic](#)
Traffic > Traffic Sources Reports



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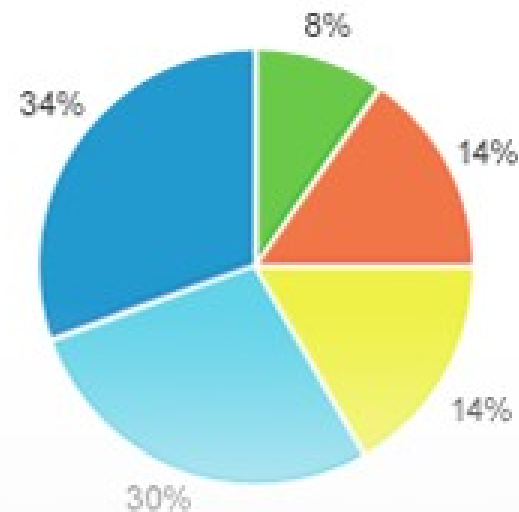


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Активности

Приказ:  1-7 од 7 < >

Друштвене активности ↓	
 Google+: +1	2200
 Facebook: свиђа ми се	2013
 Delicious: обележи	1459
 Read it Later: читај	1234
 Google+: поново дели	1034



Prikaz statistika prikaza Web stranica

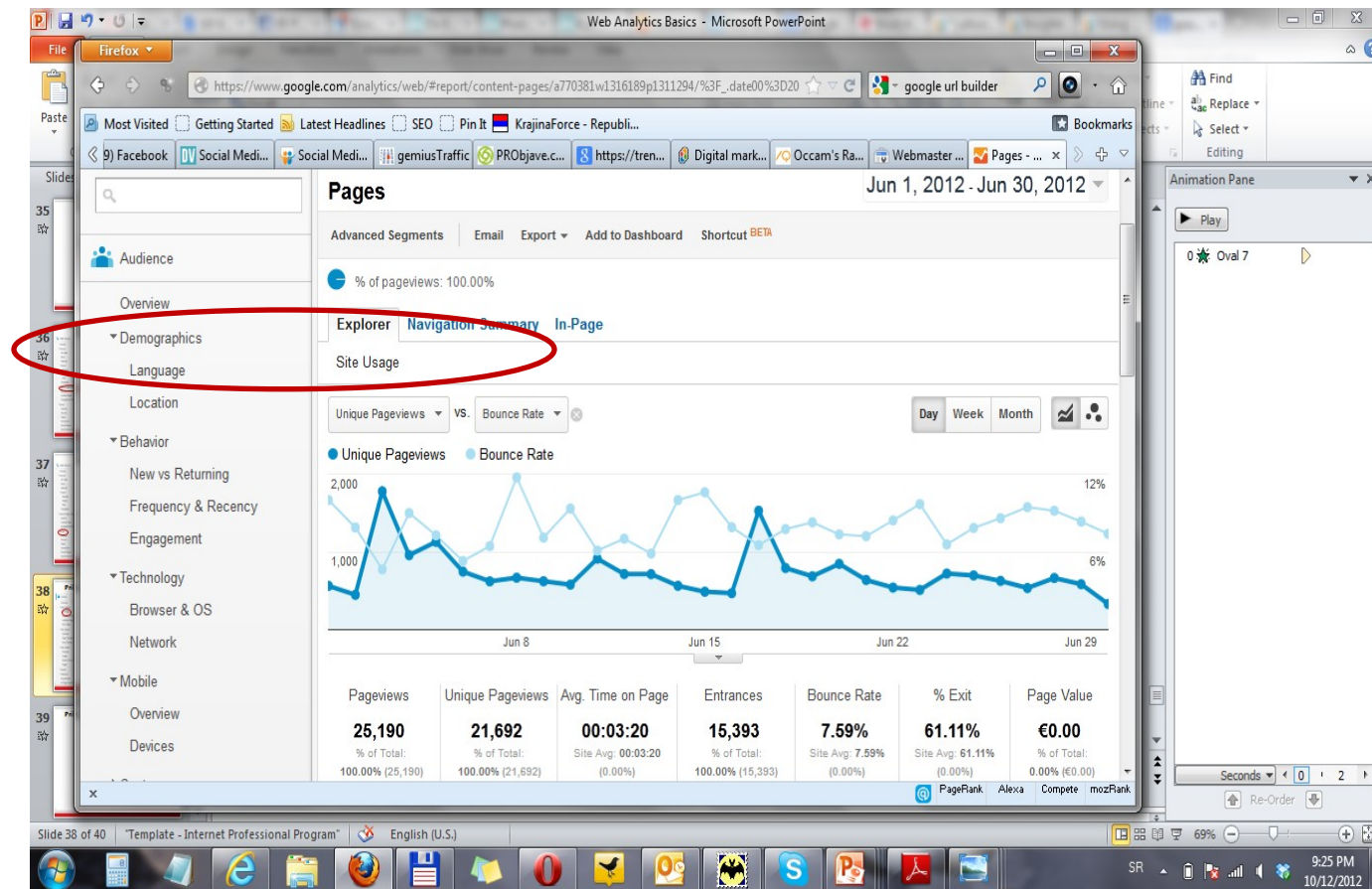
Events / Visit: 100

Top Events	Event Label	Total Events	% Total Events
Event Category	1. First Load	1	100.00%
Event Label			

view full report

The report was generated on 10/12/2012 at 9:25 PM - Refresh Report

- Overview
- Site Content
 - Site Content
 - All Pages
 - Content Timeline
 - Loading Pages
 - Exit Pages
- Site Speed
 - Overview
 - Page Timings
- Site Search
 - Overview
 - Usage
 - Search Terms
- Pages
 - Pages
- Events
 - Events
 - ASRaces
- Experiments
 - Experiments
 - In-Page Analytics
- Conversions
 - Conversions
- Help
 - The Event Overview Report
 - Find Your Way Around the View



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Events / Visit: 1.00

Top Events	Event Label	Total Events	% Total Events
Event Category	1. First Load	1	100.00%
Event Action			
Event Label			

view full report

This report was generated on 07/01/2012 at 12:34 PM. Refresh Report

Overview

Site Content

All Pages

Content Timeline

Leading Pages

Exit Pages

Site Speed

Overview

Page Timings

User Timings

Site Search

Overview

Usage

Search Terms

Pages

Events

AdSense

Experiments

In-Page Analytics

Connections

Help

The Event Overview Report

Find Your Way Around the View

Site Search Overview

Jun 1, 2012 - Jun 30, 2012

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **SETH**

% of pageviews: 100.00%

Overview

Visits with Search vs. Select a metric

Hourly | Day | Week | Month



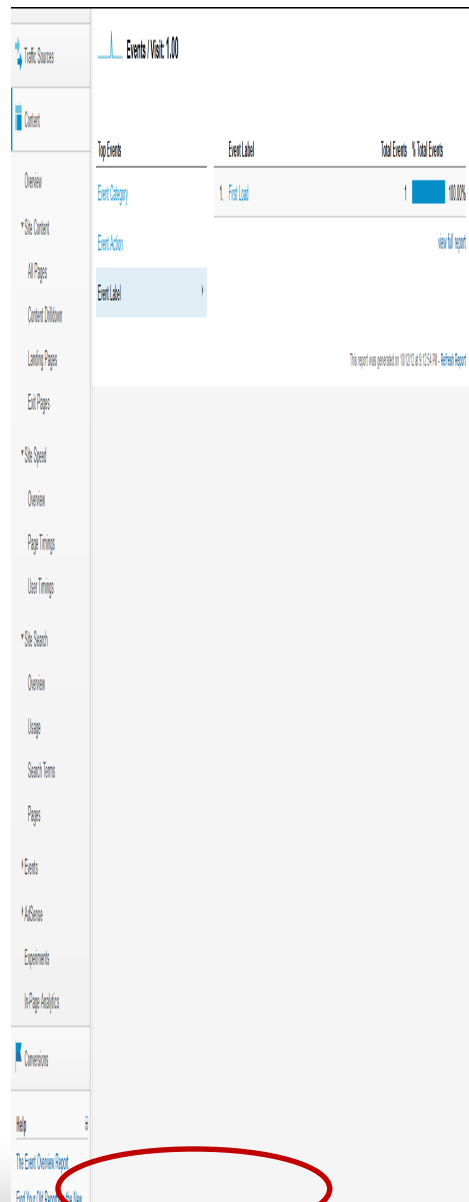
1.25% of your visits used site search

- Visits with Search: 192
- Total Unique Searches: 253
- Results Pageviews / Search: 1.39
- % Search Exits: 27.27%
- % Search Refinements: 18.52%
- Time after Search: 00:04:15
- Search Depth: 1.62



- 98.75% Visits Without Site Search
15,215 Visits
- 1.25% Visits With Site Search
192 Visits

Prikaz statistika prikaza Web stranica



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Google Analytics

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Advanced Segments: [All Visits](#)

Overview »

In-Page Analytics

<http://www.samskritisolutions.com/>

Content Detail



Top Demographic

Language 572 en-us ▼ (89.1%)
Country/Territory 516 India ▼ (80.4%)

Top Technical

Screen Resolution 201 1024x768 ▼ (31.3%)
Operating System 608 Windows ▼ (94.7%)
Browser 329 Firefox ▼ (51.2%)



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