

A qui s'adresse cette formation?

Cette session s'adresse à des personnes familières avec le Search Engine Marketing qui veulent en apprendre davantage sur la façon de travailler sur le marketing on line à l'aide de Google Analytics et l'Optimisation du référencement de Sites web.

Points abordés lors de cette session:

- Introduction au Web Analytics
- Google Analytics l'interface utilisateur
- Les points clés de Google Analytics
- Structure et gestion du compte
- Website Optimiser

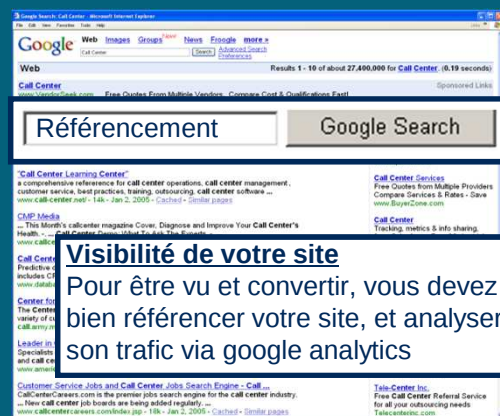
A quoi sert le Web Analytics

Le web analytics, démontre comment les visiteurs trouvent votre site web, leur manière de naviguer et s'ils convertissent leur visite en contact

Google

Analytics

1 Trouver



- autres activités de marketing on line (e-mailing, réseaux sociaux..)

2 Naviguer



- Attractivité, design, ergonomie du site, afin de capter l'internaute

3 Convertir



- Vente, image de marque, génération de contacts

The Web Analytics Process



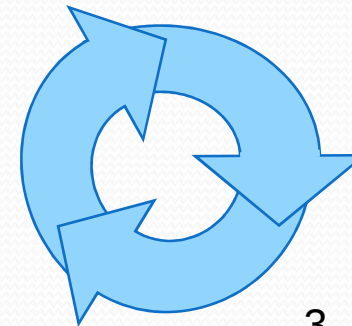
Acquire, Measure, Analys[e], Test



1. Acquéirir



2. Mesurer: Web Analytics

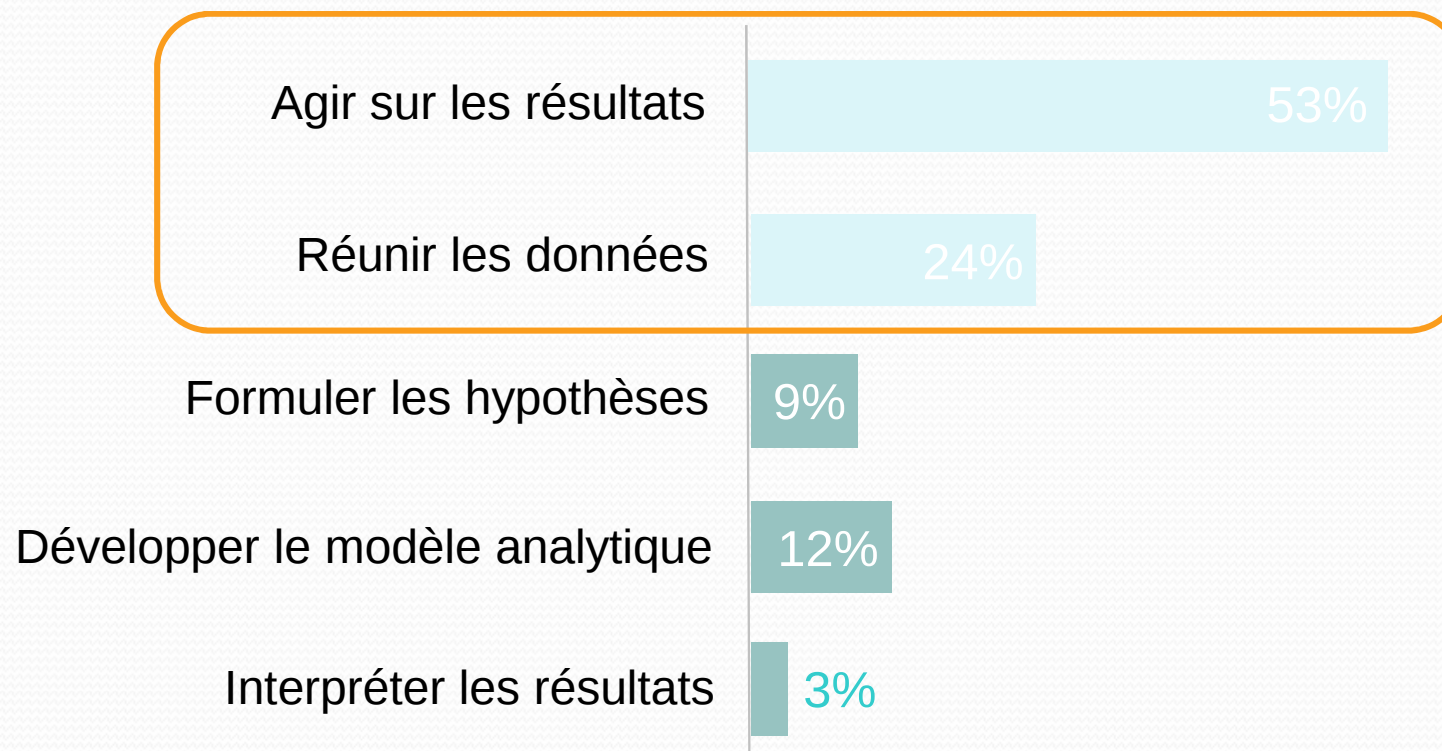


3. Analyser: Staff

Original	26.4% ± 0.4%	
blank	27.7% ± 0.4%	
Explanation	27.1% ± 0.4%	
Prueba	26.3% ± 0.4%	
Con Picasa	26.1% ± 0.4%	

4. Tester: réalisation de tests multivariés

What is the most difficult aspect of analytics for your company?



Source: Forrester Research 2005

What is Google Analytics?



Free, hosted web analytics service that enables web site owners and marketers to better understand and influence visitor behavior and generate a higher ROI on marketing initiatives.

Plus de 80 rapports

- Online
- Téléchargeables
- Email

Key Benefits

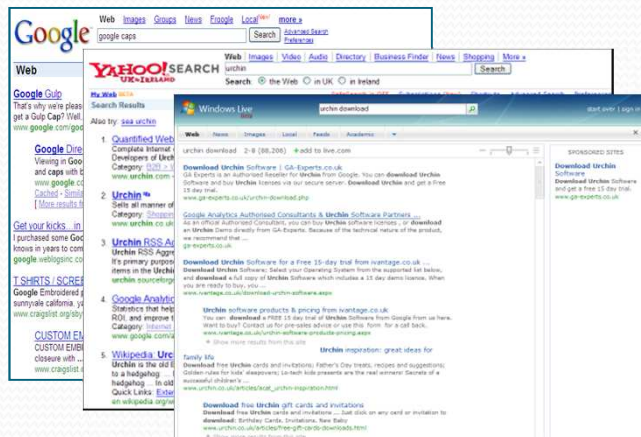
- Evaluer et mesurer le ROI des actions marketing
- Analyser le comportement des visiteurs pour améliorer votre site web
- Mesurer





How GA works

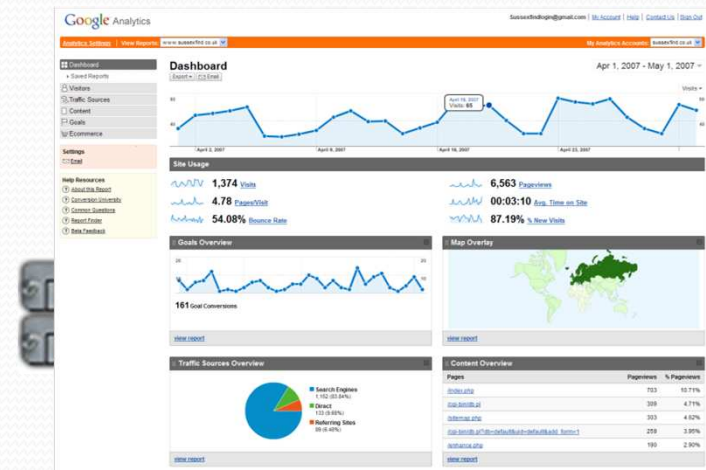
How Google Analytics Works



1) Cool set/reset



2) Pageview data collected



3) Report updated hourly



3 steps to set up a Google Analytics Account

Step 1 – Sign up

- Visit <http://www.google.co.uk/analytics> to sign up for a Google Account
- If you're an AdWords user, you can log into your AdWords account and click on the Analytics tab

The New Google Analytics

Google Analytics has been re-designed to help you learn even more about where your visitors come from and how they interact with your site.

Discover. Share. Act.

The new Google Analytics makes it easy to improve your results online. Write better ads, strengthen your marketing initiatives and create higher-converting websites. Google Analytics is free to all advertisers, publishers and site owners.



[Sign Up Now](#)

Sign in to Google Analytics with your

Google Account

Email:

Password:

☒ Remember me on this computer.

[I cannot access my account](#)

Step 2 – Enter your Website's URL.

- Make sure to select either [http://](#) or [https://](#) (if you are tracking a secure website) from the drop-down list.
- Enter a title for this account in the Account Name field.

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone: (GMT+01:00) Greenwich Mean Time

Step 3 – Add the tracking code to your pages.

- Google Analytics only tracks pages that contain the Google Analytics tracking code. You'll need to add this code to each page of your site.
- Your tracking code can be copied and pasted from the text box in the “Instructions for adding tracking” section

Instructions for adding tracking

Legacy Tracking Code (urchin.js) **[New Tracking Code \(ga.js\)](#)**

Copy the following code block into every webpage you want to track immediately before the </body> tag.
If your site has dynamic content you can use a common include or a template. [Learn More](#)

Refer to this tracking code if your site already has urchin.js installed. Please note that urchin.js will not receive feature updates and is not compatible with new features.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
  uacct = "UA-2003272-3";
  urchinTracker();
</script>
```



User Interface

Initial Screen

Report View

Configuration

My Analytics Accounts

The screenshot shows the Google Analytics 'Initial Screen' for a user. At the top, there's a navigation bar with 'Google Analytics' and links for 'My Account', 'Help', 'Contact us', and 'Sign Out'. Below this is an orange banner with 'Analytics Settings | View Reports: Click to select Website Profile' and 'My Analytics Accounts: www.mydomain.com'. The main content area is titled 'Analytics Settings - www.mydomain.com' and includes a description: 'From this page you can manage your website profiles, create custom or predefined filters and control access to your Analytics reports.' The central part features a 'Website Profiles' table with one entry for 'www.mydomain.com'. Below the table are three sections: 'Add Website Profile »', 'Access Manager »' (showing 2 users), and 'Filter Manager »' (showing 0 filters). A 'Helpful Links' sidebar on the right contains various FAQ links. The footer includes copyright information and links to 'Analytics Home', 'Terms of Service', 'Privacy Policy', 'Contact us', and 'Analytics Blog'.

Name	Reports	Settings	Delete	Status
1. www.mydomain.com	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (0)

Add Website Profile »
Track another website with Analytics

Access Manager »
Number of Users: 2
Add users to give them access to your Analytics reports and report settings. [Learn more.](#)

Filter Manager »
Number of Filters: 0
Filters can be created to include or exclude certain visits or clicks from your reports, to reconstruct a dynamic URL to be more meaningful when displayed in reports and more. [Learn more.](#)

Helpful Links

- [What is new with Google Analytics?](#)
- [How can I confirm that I have entered the tracking code correctly on my pages?](#)
- [No data appears in my reports.](#)
- [What is a website profile and what can I do with it?](#)
- [How do I track a new website?](#)
- [How do I set up goals?](#)
- [What is a filter?](#)
- [How can I exclude internal traffic from my reports?](#)

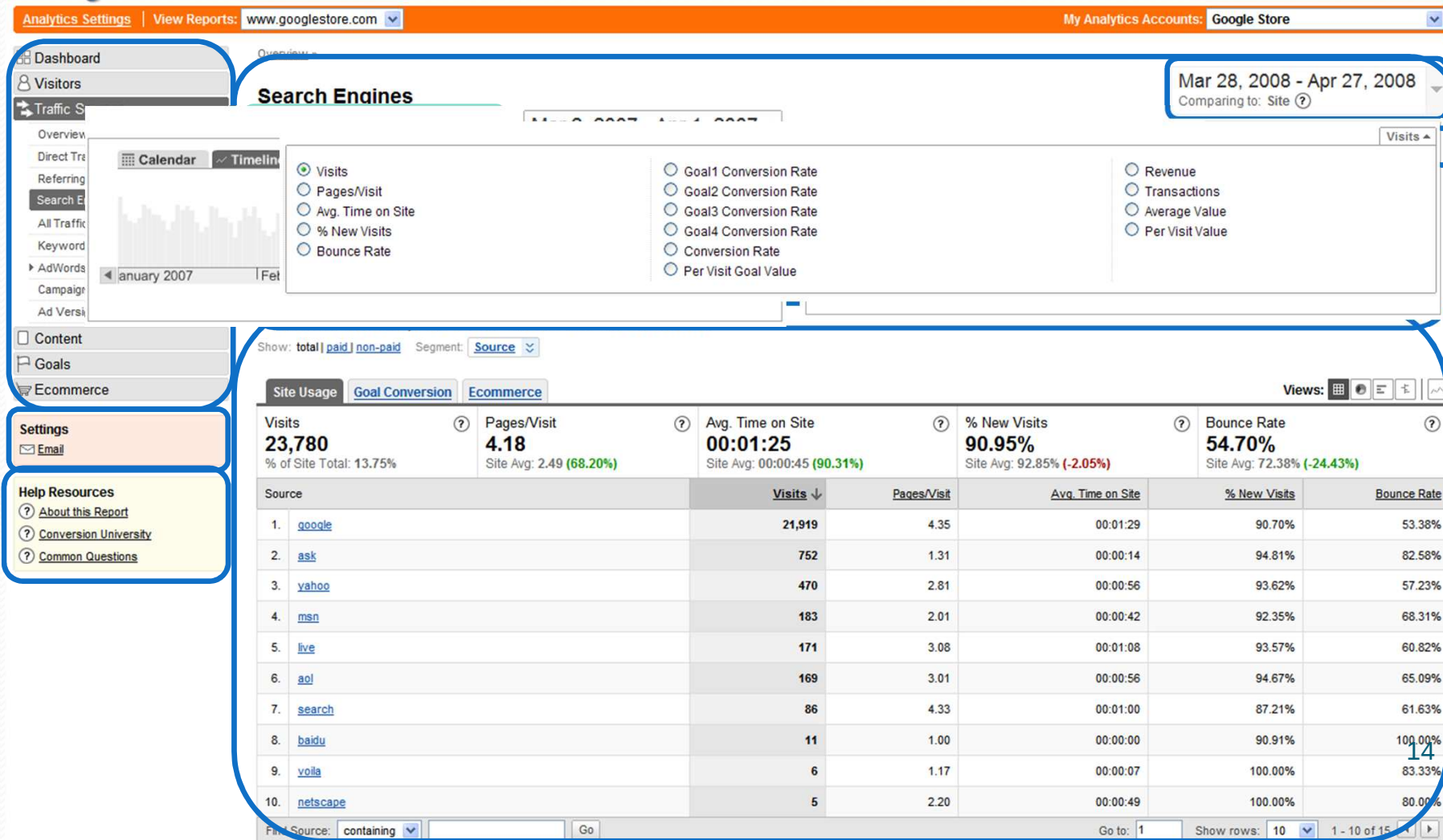
© 2007 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact us](#) | [Analytics Blog](#)

Profiles

Access Control

Filter Configuration

Understanding the UI



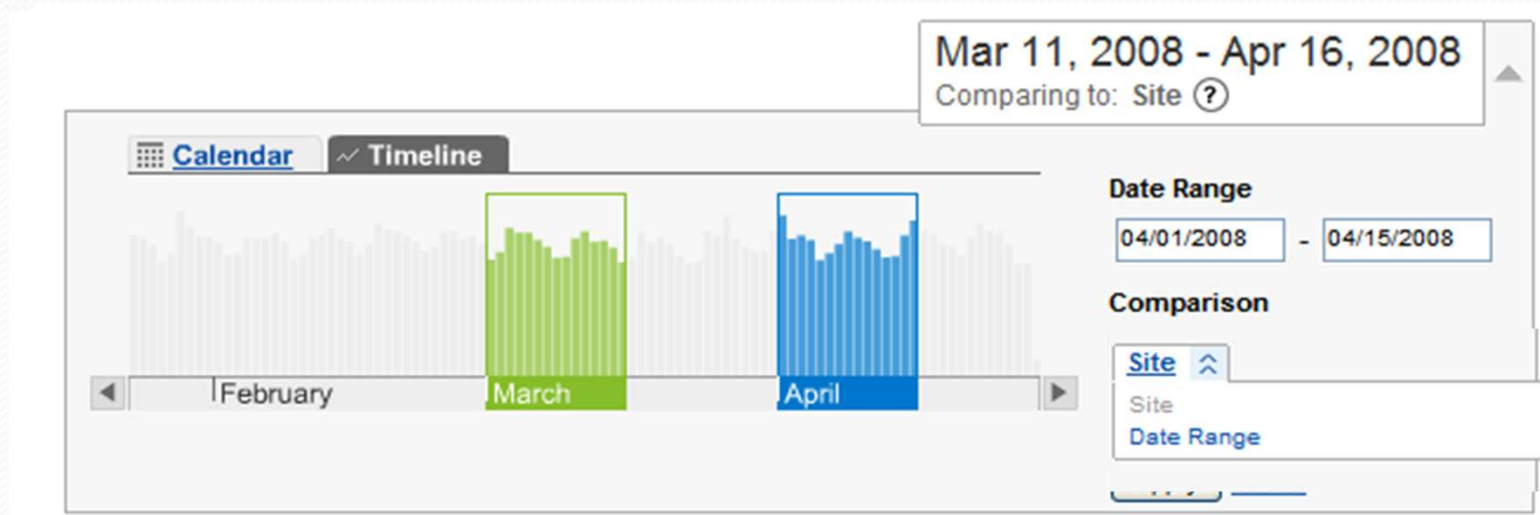
Report Structure

5 Main Categories:

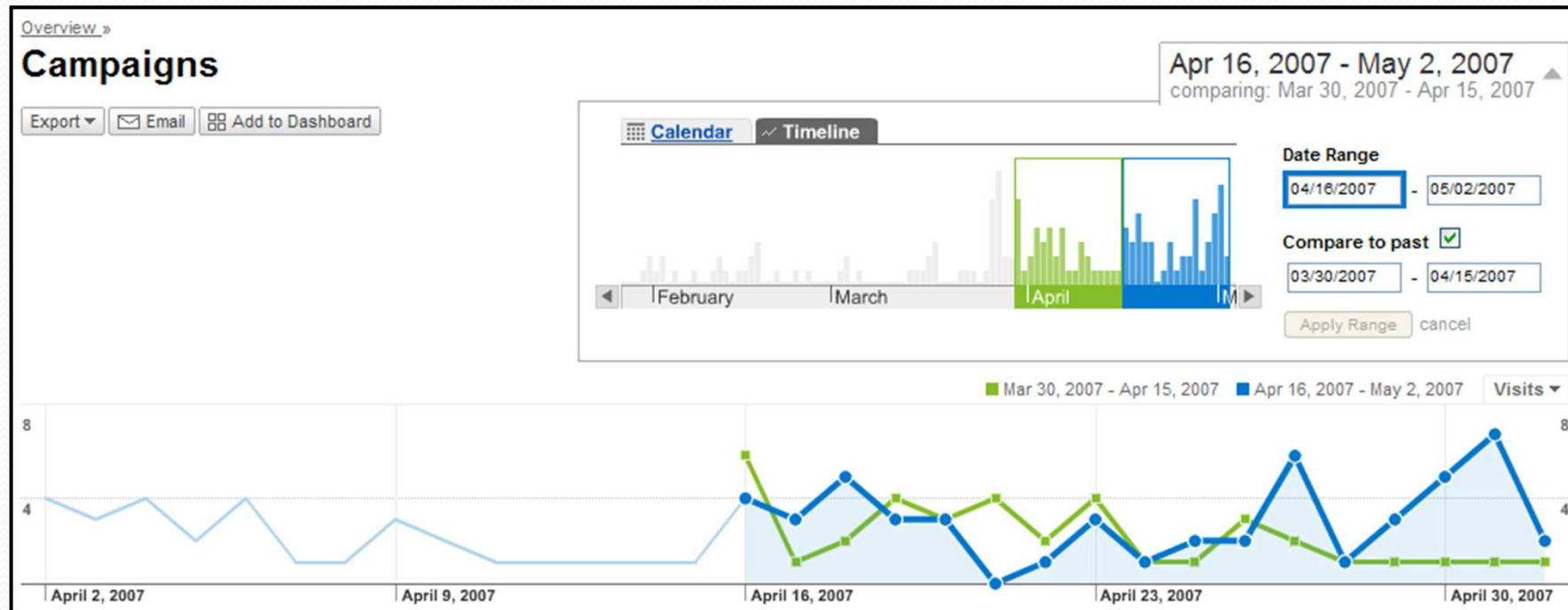
1. **Visitors**
 - Visitor information such as loyalty, language, and location
2. **Traffic Sources**
 - Natural and paid sources of traffic
3. **Content**
 - Pageview information
4. **Goals**
 - Conversion rates and goal paths
5. **E-commerce**
 - Commerce tracking, visitor loyalty, revenue sources, and

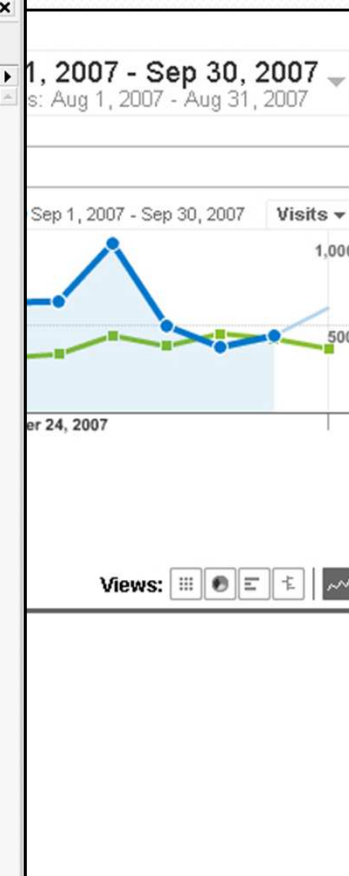
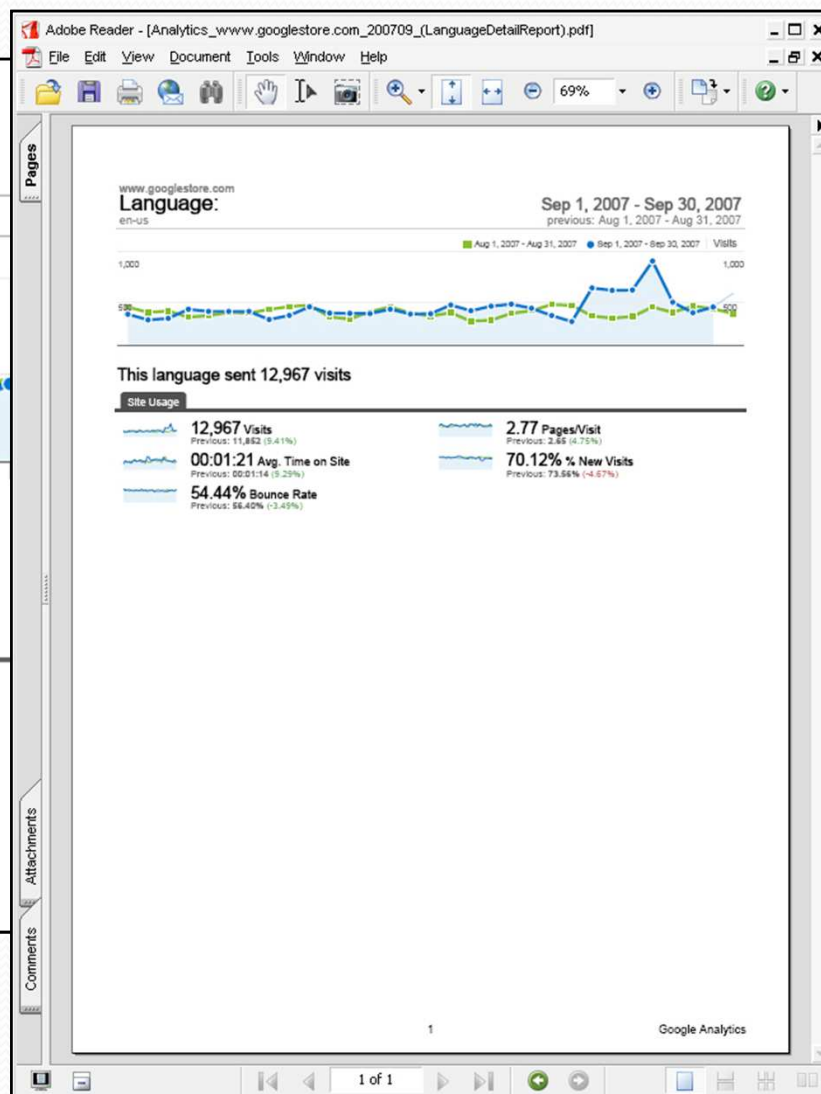
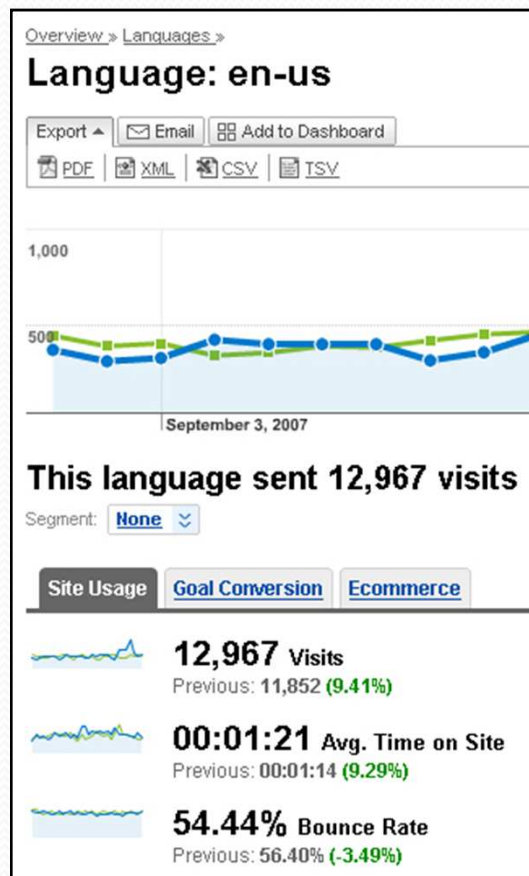


Calendar



Data Over Time





Overview » Languages »

Language: en-us

Export Email Add to Dashboard



September 3, 2007

This language sent 12,967

Segment: **None**

Site Usage Goal Conversion Ecom

 **12,967 Visits**
Previous: 11,852 (9.41%)

 **00:01:21 Avg. Time**
Previous: 00:01:14 (9.29%)

 **54.44% Bounce Rate**
Previous: 56.40% (-3.49%)

Send Now Schedule Add to Existing

Send to others:
(Separate multiple addresses with a comma)

☒ Send to me

Subject: Weekly Report

Description: We need to look at this report every week!

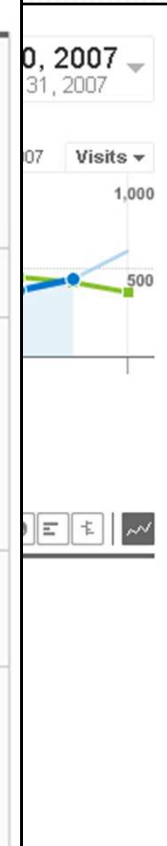
Format:

☒ PDF ☐ CSV
☐ XML ☐ TSV

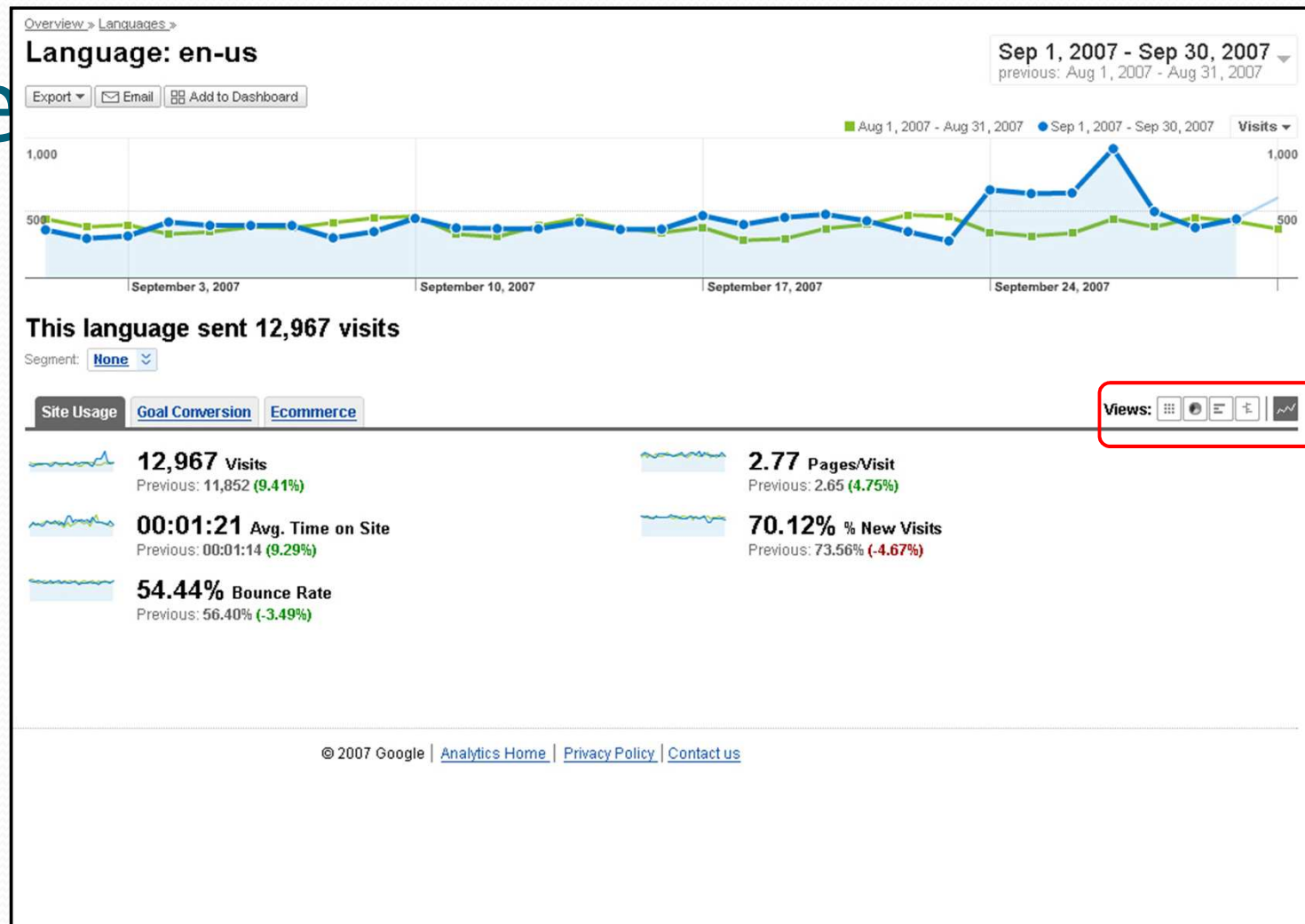
Word Verification: Type the characters you see in the picture below.



Send



Re

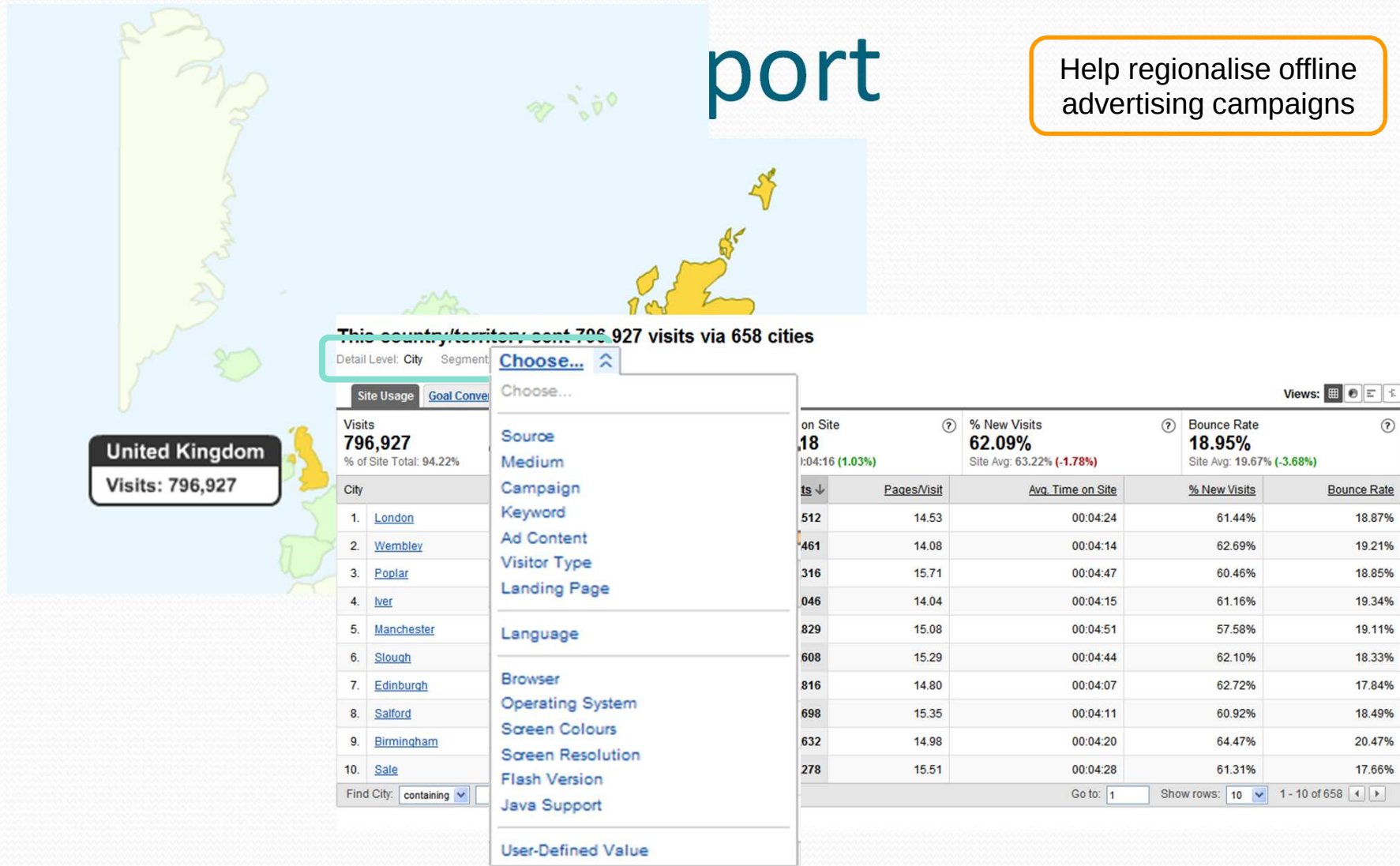




Google Analytics Key Reports

port

Help regionalise offline advertising campaigns



Top Content Report



957 URLs were viewed a total of 431,635 times

Content Performance							
Pageviews 431,635 % of Site Total: 100.00%		Unique Pageviews 338,639 % of Site Total: 100.00%		Time on Page 00:00:30 Site Avg: 00:00:30 (0.00%)		Bounce Rate 72.32% Site Avg: 72.32% (0.00%)	
						% Exit 40.17% Site Avg: 40.17% (0.00%)	
URL	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index	
1. /category.asp?catid=search&searchtype=keyword	100,826	92,777	00:01:30	87.49%	86.06%	> \$0.00	
2. /default.asp	65,305	49,374	00:00:42	50.04%	54.01%	\$0.11	
3. /home.asp	41,595	27,515	00:00:25	49.70%	23.09%	\$0.22	
4. /category.asp?catid=5	26,293	14,736	00:00:26	44.99%	13.86%	\$0.49	
5. /category.asp?catid=1	18,280	11,908	00:00:20	51.20%	10.25%	\$0.42	
6. /category.asp?catid=4	17,785	10,663	00:00:17	55.83%	6.78%	\$0.46	
7. /category.asp?catid=2	15,977	11,237	00:00:15	45.04%	6.48%	\$0.40	
8. /category.asp?catid=0	11,258	9,907	00:00:47	76.66%	75.72%	\$0.01	
9. /category.asp?catid=3	10,913	8,347	00:00:10	82.11%	10.78%	\$0.43	
10. /software.asp	10,722	8,702	00:00:41	62.48%	34.33%	\$0.30	

Find URL: containing Go

Go to: 1 Show rows: 10 1 - 10 of 957

Most viewed pages

Key stats for each page

Drill-down for more detail

S

Overview »

Site Search Terms

Export Email Add to Dashboard

Mar 1, 2008 - Mar 31, 2008

Comparing to: Site ?



There were 5,166 unique searches via 3,282 search terms

Segment: Search Term

Site Search Usage Goal Conversion Ecommerce

Views: [Icons]

Total Unique Searches 5,166 % of Site Total: 100.00%	Revenue \$135.83 % of Site Total: 3.27%	Transactions 6 % of Site Total: 5.41%	Average Value \$22.64 Site Avg: \$37.42 (-39.50%)	Conversion Rate 0.12% Site Avg: 2.15% (-94.59%)	Per Search Value \$0.03 Site Avg: \$0.80 (-96.73%)
Search Term Revenue Revenue Search Term contribution to total: Revenue					
1. google backpack		\$44.70	32.91%		
2. shipping		\$30.88	22.73%		
3. GO30002		\$23.80	17.52%		
4. headsets		\$14.50	10.68%		
5. voip headset		\$14.50	10.68%		
6. coaster		\$7.45	5.48%		
7. 6 6 6 6 6 6 6 6 6 6		\$0.00	0.00%		
8. "CUARTO DIA"		\$0.00	0.00%		
9. "The Google Story"		\$0.00	0.00%		
10. "sculpture tools"		\$0.00	0.00%		

What are people looking for on your site?

Facilitates editorial decision making

Market Research on products in demand

Drive search marketing strategy

Goals Overview

Export Email Add to Dashboard

Sep 1, 2006 - Sep 30, 2006



Visitors completed 9,747 goal conversions

340 conversions, Goal 1: Completed Order
1,123 conversions, Goal 2: Create Account
8,284 conversions, Goal 3: View Software Downloads
0 conversions, Goal 4: View Sale Promo

Goal Performance

Overall Goal Conversion Rate

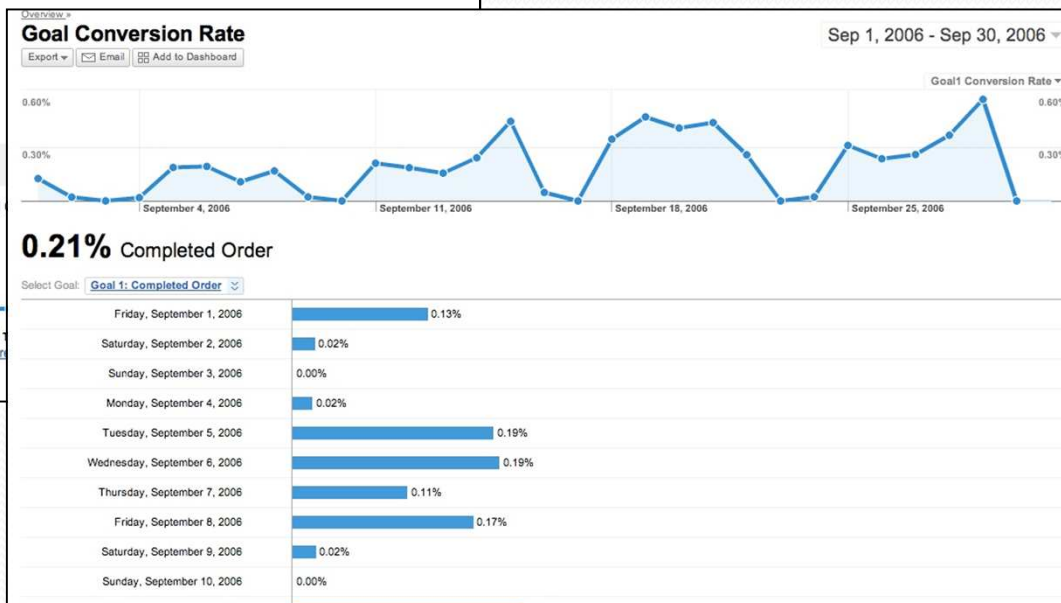


5.97% Conversion Rate
[view full report](#)

Overall

\$0.00
[view full report](#)

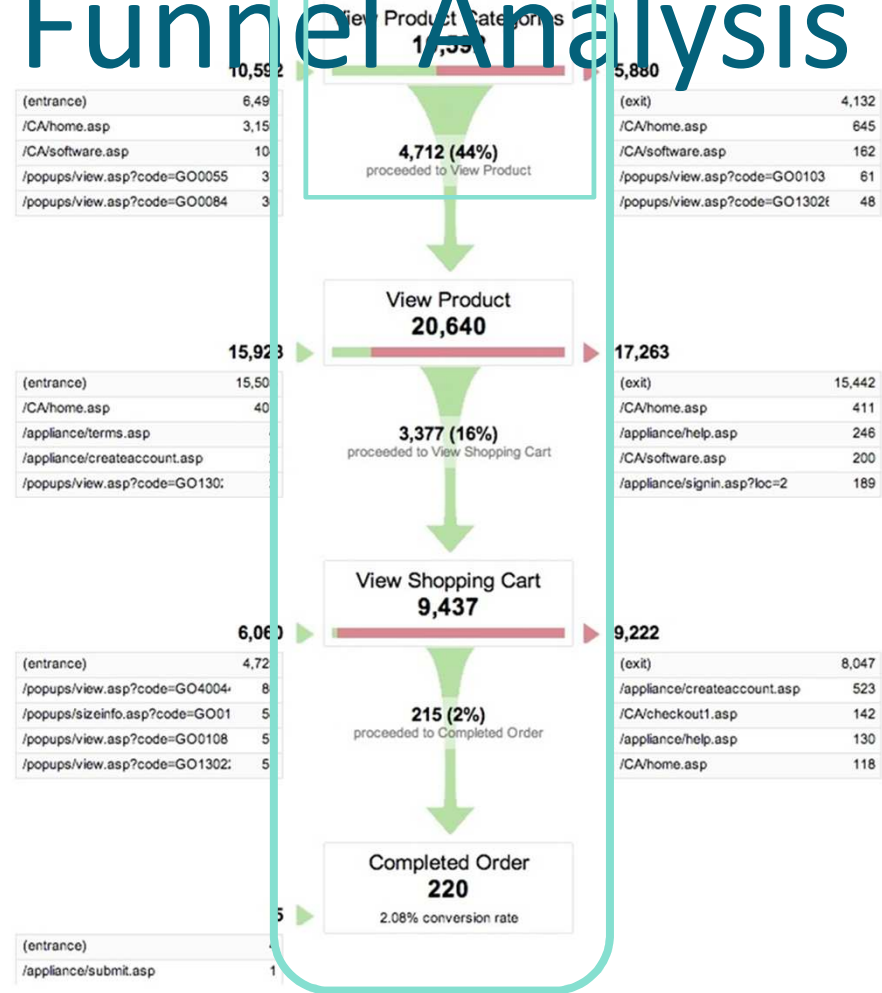
A website page viewed by the visitor once they have completed a desired action



Examples of goal pages:

- Registration confirmation page
- Add to shopping cart
- Cart completion (proceed to checkout)
- "Thank you for purchasing" page

Funnel Analysis



Defined navigation path required in order to reach a goal

Identify bottlenecks to conversion

Pinpoint where visitors leave the funnel and find out where they go

Source: Google account

Analytics: New Account Signup

General Information > Accept User Agreement > Add Tracking

Please enter the URL of the site that you wish to track and assign a name as it should appear in your Google Analytics reports. If you would like to track more than one website, you can add additional sites once your account has been set up. [Learn more](#)

Website's URL

Account Name: Export

Destination URL:

Apply Cost Data:

AdWords Campaigns

Mar 29, 2008 - Apr 28, 2008

Comparing to: Site [?](#)

Beta Graph by:



AdWords sent 5,477 visits via 6 campaigns

Segment: [Campaign](#)

Site Usage	Goal Conversion	Ecommerce	Clicks	Views: Table Bar Line						
Visits 5,477 % of Site Total: 3.16%	Impressions 5,775,705 % of Site Total: 100.00%	Clicks 20,419 % of Site Total: 100.00%	Cost \$6,196.70 % of Site Total: 100.00%	CTR 0.35% Site Avg: 0.35% (0.00%)	CPC \$0.30 Site Avg: \$0.30 (0.00%)	RPC \$0.03 Site Avg: \$0.40 (-91.62%)	ROI -89.05% Site Avg: 30.68% (-390.20%)	Margin -812.92% Site Avg: 23.48% (-3,562.22%)		
Campaign	Visits	Impressions ↓	Clicks	Cost	CTR	CPC	RPC	ROI	Margin	
1. Google Store: English - Americas - Syndication	1,854	4,860,029	7,984	\$1,240.01	0.16%	\$0.16	\$0.00	-100.00%	0.00%	
2. Newbie Campaign - Syndication	113	570,901	644	\$258.21	0.11%	\$0.40	\$0.00	-100.00%	0.00%	
3. Google Store: English - EU, APAC & ROW	0	168,304	4,017	\$1,563.89	2.39%	\$0.39	\$0.00	-100.00%	0.00%	
4. Google Store: English - Americas	3,486	167,578	7,559	\$2,944.92	4.51%	\$0.39	\$0.09	-76.95%	-333.85%	
5. Newbie Campaign	16	8,893	215	\$189.67	2.42%	\$0.88	\$0.00	-100.00%	0.00%	
6. (not set)	8	0	0	\$0.00	0.00%	\$0.00	\$0.00	0.00%	0.00%	

Find Campaign: containing Go

Go to: Show rows: 1 - 6 of 6

Automatically import
AdWords cost data

Instant view of ROI on
AdWords spend

Identify best / worst
performing keywords

Keyword Analysis



Overview » AdWords Campaign » AdWords Campaign Ad Groups »

AdWords Keywords:

Google Store: English - Americas | Kids

Export Email Add to Dashboard

Mar 30, 2008 - Apr 29, 2008

Comparing to: Site ?

Beta Graph by: Day Week Month Visits



This AdWords ad group sent 351 visits via 12 keywords

Segment: Keyword

Site Usage Goal Conversion Ecommerce Clicks

Views: [Grid] [Table] [List] [Map] [Link]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
351 % of Site Total: 0.20%	1.50 Site Avg: 2.47 (-39.42%)	00:00:14 Site Avg: 00:00:44 (-68.62%)	95.73% Site Avg: 92.89% (3.05%)	87.18% Site Avg: 72.40% (20.41%)
Keyword	Bounce Rate	Individual Keyword:	Bounce Rate	compared to site average
1. google for kids	90.83%		25.45%	
2. google kids	86.21%		19.06%	
3. google kid	82.61%		14.09%	
4. google baby clothes	75.00%		3.59%	
5. google baby clothing	0.00%			-100.00%
6. google baby gear	0.00%			-100.00%
7. google childrens tee	0.00%			-100.00%
8. google kid shirt	0.00%			-100.00%
9. google kid's t shirt	0.00%			-100.00%
10. google kids shirt	0.00%			-100.00%

Find Keyword: containing [] Go

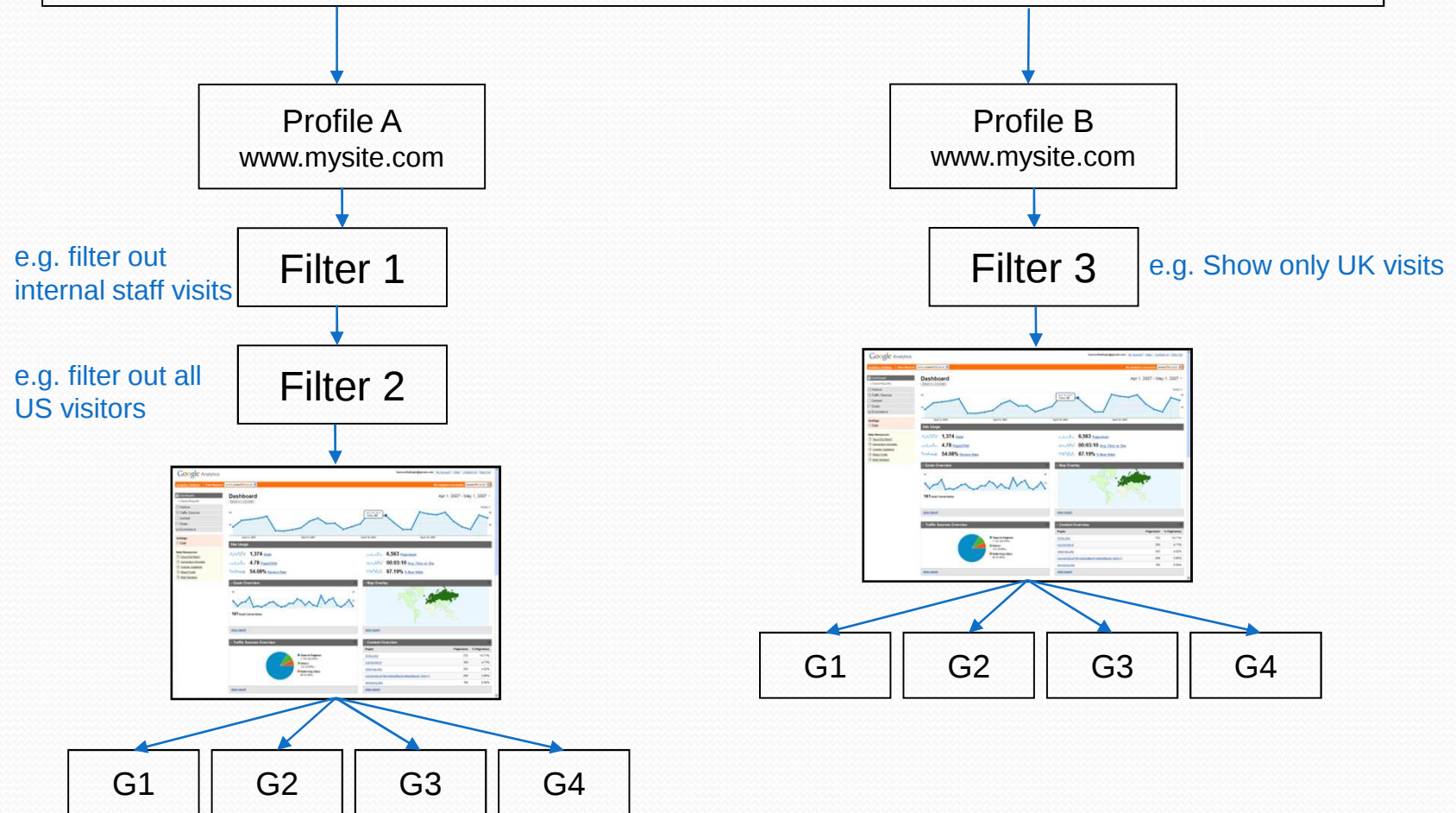
Go to: 1 Show rows: 10 1 - 10 of 12



Account structure and linking

Profiles in GA – Same Web properties

Client Account (mysite.com)



Profiles in GA – Unfiltered Profile for all data

Client Account (mysite.com)

Profile C
www.mysite.com

Profile shows all data



G1

G2

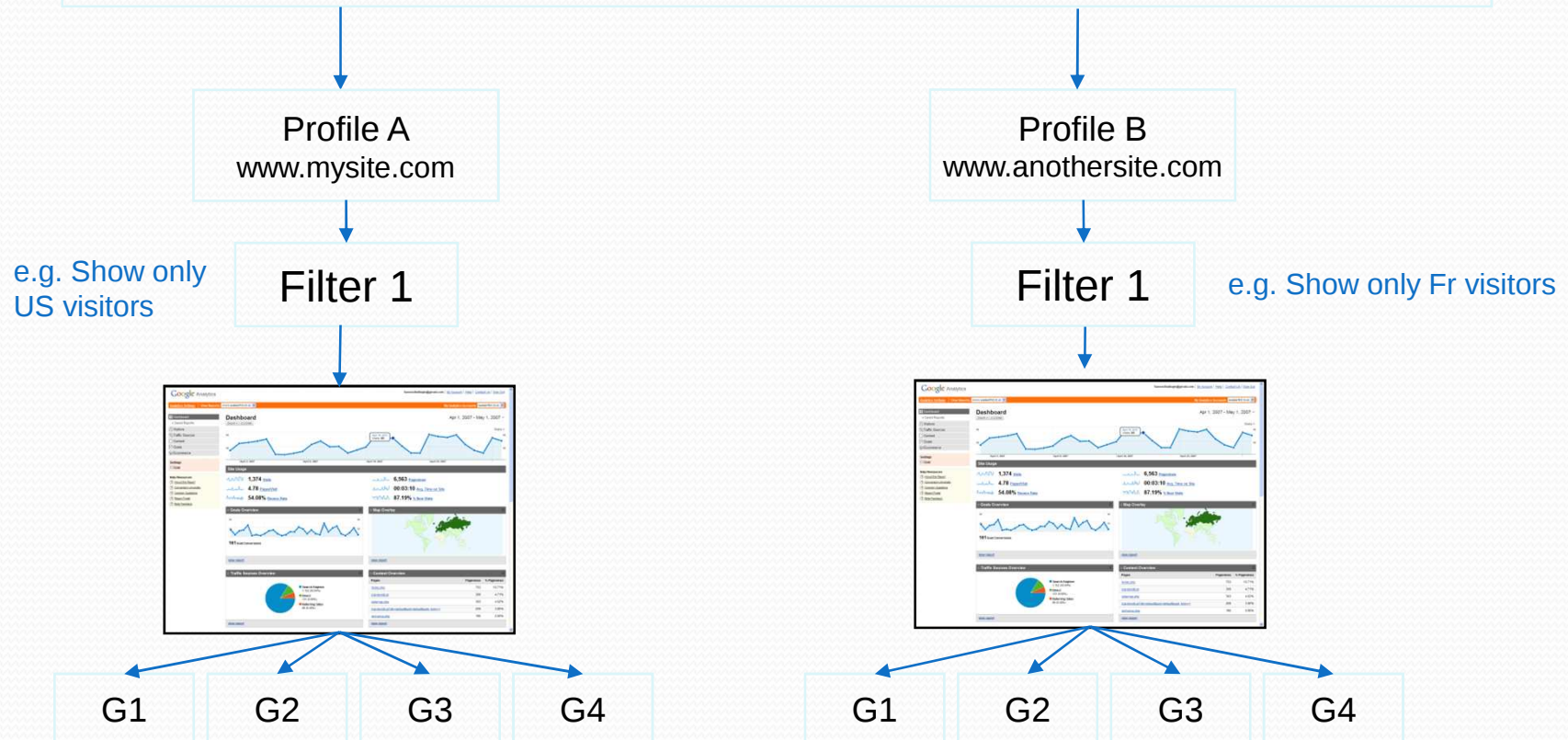
G3

G4

Profiles in GA – Different Web properties



Client Account (mysite.com & anothersite.com)



Google Website Optimizer

The Web Analytics Process



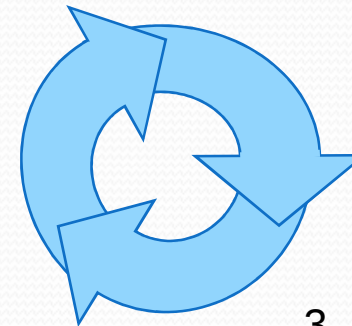
Acquire, Measure, Analys[e], Test



1. Acquire



2. Measure: Web Analytics

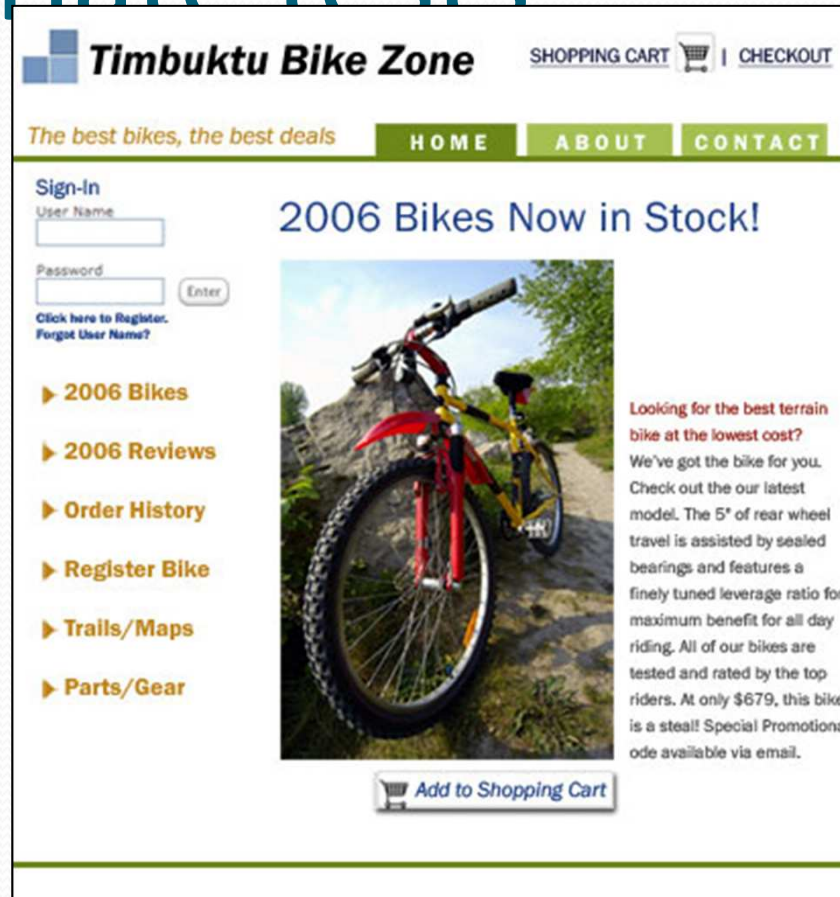


3. Analyse: Staff

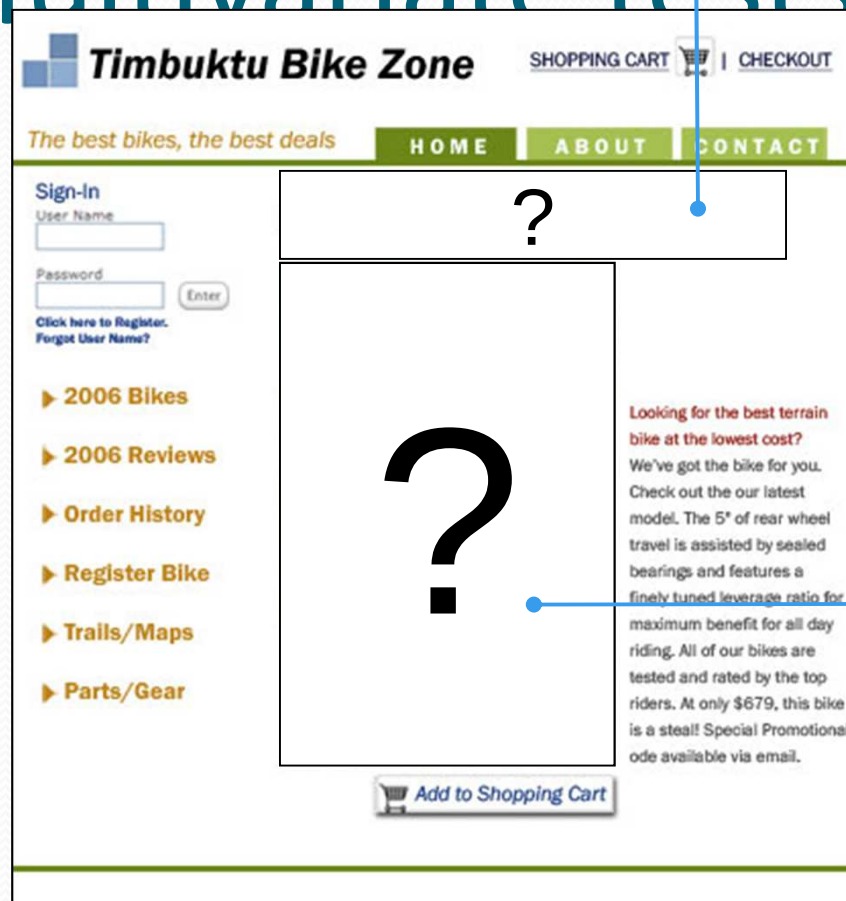
Original	26.4% ± 0.4%	
blank	27.7% ± 0.4%	
Explanation	27.1% ± 0.4%	
Prueba	26.3% ± 0.4%	
Con Picasa	26.1% ± 0.4%	

4. Test: A/B and multi-variate testing

Multivariate tests

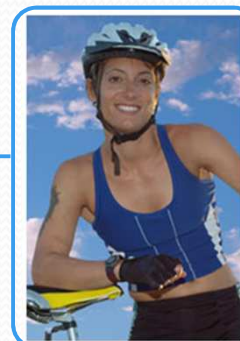


Multivariate tests



2006 Bikes Now in Stock!

2006 Bikes are now in stock!
Take 20% off all old models



Account



Campaign Management | **Reports** | **Analytics** | **My Account**

[Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#)

[Tools](#) > [Website Optimizer](#) > [Timbuktu Bikes](#) > [Final Report](#)

Reports - Timbuktu Bikes

Experiment Stopped [?] - [Update www.alienshirts.com/index.html](#) [?] | [Duplicate experiment](#) »

✓ **Congratulations!** [Combination 6](#) is the winning combination. You can replace your original content with this combination in your page to improve its conversion rate. [Learn more.](#)

Combinations | **Page Sections**

Analysis for: Aug 1 2006 - Aug 1 2006

View: ☒ Best 15 Combinations ☐ Worst 15 Combinations

Download: | [Print](#) | [Preview](#)

Combination	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
Original	51.8% ± 2.2%	—	0.15%	—	426 / 822
Combination 57	54.9% ± 2.1%	89.7%	8.55%	5.89%	484 / 882
Combination 69	54.8% ± 2.2%	88.4%	8.65%	5.73%	440 / 803
Combination 90	54.6% ± 2.2%	87.5%	7.49%	5.45%	441 / 807
Combination 36	54.6% ± 2.2%	87.1%	6.98%	5.34%	446 / 817
Combination 49	54.5% ± 2.2%	86.7%	5.98%	5.21%	470 / 862
Combination 66	54.5% ± 2.3%	85.6%	6.23%	5.07%	434 / 797
Combination 85	54.4% ± 2.2%	85.7%	5.38%	5.00%	468 / 860
Combination 44	54.4% ± 2.2%	85.1%	5.64%	4.93%	441 / 811

[Combination 31](#) 53.7% ± 2.2% 76.3% 2.31% 3.70% 443 / 826

[Combination 78](#) 53.6% ± 2.2% 76.9% 2.17% 3.46% 452 / 843

[Go to Experiment List »](#)

Common Questions

- [What does my report mean?](#)
- [How do I change my page based on my report?](#)
- [If the results are inconclusive, what do I do?](#)
- [How do I run the experiment again with some changes?](#)

Helpful Links

- [Website Optimizer Demo](#) (Flash)
- [Website Optimizer User Guide](#) (Flash)
- [Getting Started Checklist](#)
- [Installation Guide](#)

www.google.com/websiteoptimizer
for the standalone version

Website Optimizer Case Study



“The dark age of web optimisation is over,”

Hubert Barreaud,
responsible for
rankings at BC
Finance

The Goal: BC Finance wanted to revamp their website to achieve

- More user-friendly navigation
- Reduced conversion costs
- Better customer loyalty

The Methodology – BC Finance tested 24 homepage combinations

- Homepage split into eight distinct sections
- Each section tested with two or three variations
- Each test lasted between two to three weeks

The results – 15% increase in conversion rates

- Bounce rate decreased by 10%
- Duration of visits increased by 30%



4 Top Takeaways

Top 4 Take aways



1 Use Web Analytics to help Acquire, Measure, Analyse and Test to improve your online presence

2 Set up your account and structure using Profiles and Filters

3 Manage accesses and involve relevant stakeholders using email reports

4 Use Website Optimizer to test and optimise your landing pages



Help and Support



[Home](#) [Features](#) [Support](#) [Blog](#) [Conversion University](#)

The Official Google Analytics Blog

The latest news, tips, and resources straight from the Google Analytics team.

Head to Leafy Vermont to Attend the Online Marketing Boot Camp

Tuesday, October 30, 2007

There is no better time to visit Vermont than during Autumn. If you grew up in New England as I did, you might agree that this time of year stirs up the most exciting nostalgia, for the beauty of the Fall foliage and the feeling of summer ending. So, I couldn't be happier to recommend the second [Online Marketing Boot Camp](#) in Burlington, Vermont for a few reasons, including promoting learning about web analytics and marketing, and giving you an excuse to visit Vermont this Fall season!

The Boot Camp, from November 12 through November 16, will sharpen analytics skills and help grow businesses with a curriculum intended to give attendees practical insight and techniques on how to more effectively market, analyze and optimize their websites. It is hosted by [EpikOne](#), a Google Analytics [Authorized Consultant](#), and Champlain College, at the new Courtyard Burlington Harbor, located on the waterfront of Burlington.

Urchin Software & Support

If you use Urchin as part of your hosting plan, please contact your hosting provider directly for support. If you currently own Urchin Software and have a Basic or Advanced Support contract, [click here](#).

Read Urchin software v.4 and v.5 help articles at the [Urchin Software Help Center](#).

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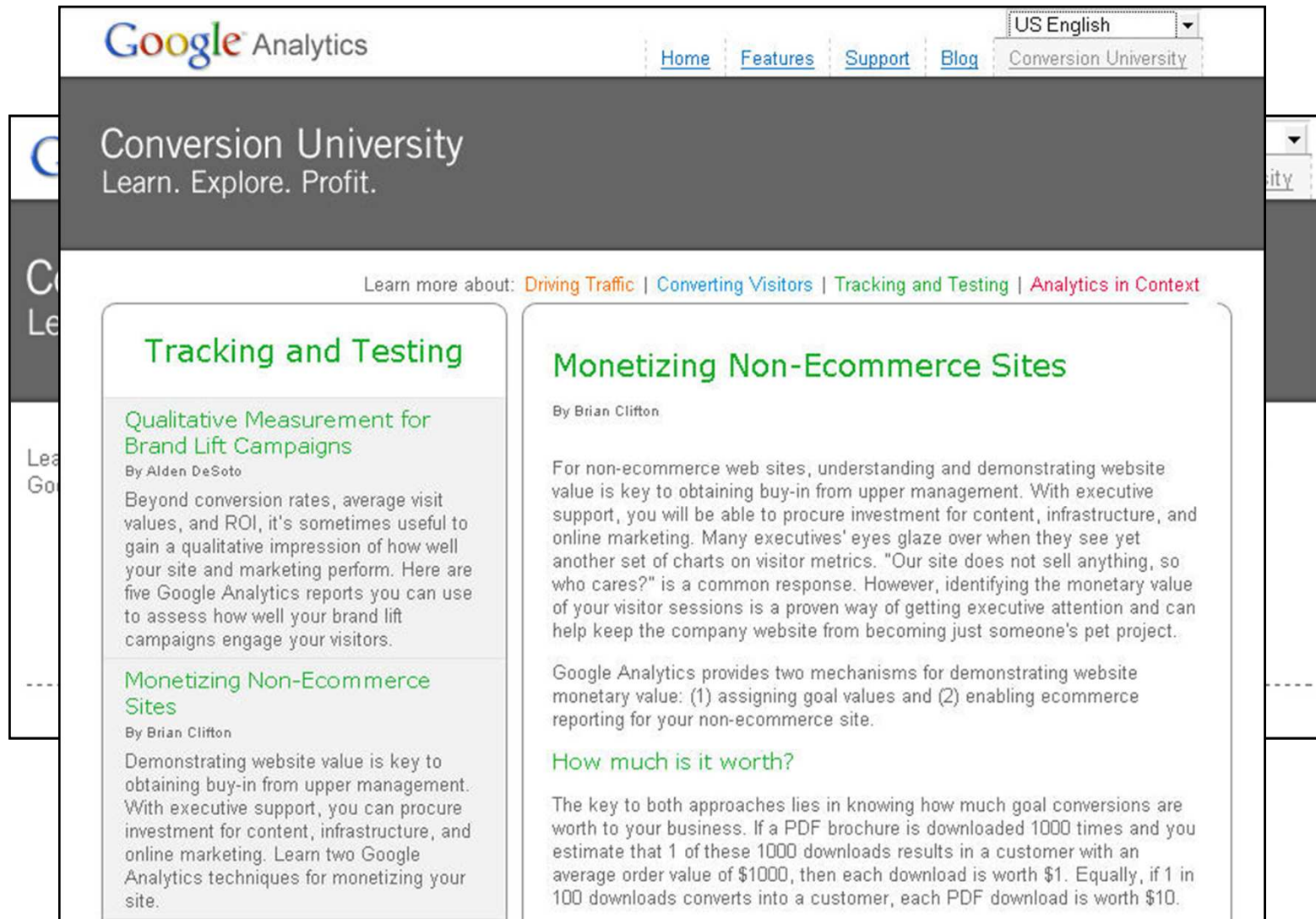
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The screenshot shows the Google Analytics Conversion University landing page. At the top, the Google Analytics logo is on the left, and navigation links for Home, Features, Support, and Blog are in the center. A language dropdown menu on the right is set to 'US English'. Below the navigation bar is a dark grey banner with the text 'Conversion University Learn. Explore. Profit.' and a search bar on the right. Underneath the banner, a horizontal link bar reads 'Learn more about: Driving Traffic | Converting Visitors | Tracking and Testing | Analytics in Context'. The main content area is divided into two columns. The left column features two article teasers: 'Tracking and Testing' with the sub-header 'Qualitative Measurement for Brand Lift Campaigns' by Alden DeSoto, and 'Monetizing Non-Ecommerce Sites' by Brian Clifton. The right column features a full article titled 'Monetizing Non-Ecommerce Sites' by Brian Clifton, which includes a paragraph about the importance of website value and a section titled 'How much is it worth?' with a detailed calculation example.

Google Analytics

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Learn. Explore. Profit.

Learn more about: [Driving Traffic](#) | [Converting Visitors](#) | [Tracking and Testing](#) | [Analytics in Context](#)

Tracking and Testing

Qualitative Measurement for Brand Lift Campaigns

By Alden DeSoto

Beyond conversion rates, average visit values, and ROI, it's sometimes useful to gain a qualitative impression of how well your site and marketing perform. Here are five Google Analytics reports you can use to assess how well your brand lift campaigns engage your visitors.

Monetizing Non-Ecommerce Sites

By Brian Clifton

Demonstrating website value is key to obtaining buy-in from upper management. With executive support, you can procure investment for content, infrastructure, and online marketing. Learn two Google Analytics techniques for monetizing your site.

Monetizing Non-Ecommerce Sites

By Brian Clifton

For non-ecommerce web sites, understanding and demonstrating website value is key to obtaining buy-in from upper management. With executive support, you will be able to procure investment for content, infrastructure, and online marketing. Many executives' eyes glaze over when they see yet another set of charts on visitor metrics. "Our site does not sell anything, so who cares?" is a common response. However, identifying the monetary value of your visitor sessions is a proven way of getting executive attention and can help keep the company website from becoming just someone's pet project.

Google Analytics provides two mechanisms for demonstrating website monetary value: (1) assigning goal values and (2) enabling ecommerce reporting for your non-ecommerce site.

How much is it worth?

The key to both approaches lies in knowing how much goal conversions are worth to your business. If a PDF brochure is downloaded 1000 times and you estimate that 1 of these 1000 downloads results in a customer with an average order value of \$1000, then each download is worth \$1. Equally, if 1 in 100 downloads converts into a customer, each PDF download is worth \$10.

After today's session

Questions?

For any questions not covered in this presentation please visit the Google Booth in the exhibition area for questions

Further e-mail queries

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