**Google Analytics 101**

All right, let's get started. We are going to be talking about Google analytics and there is a lot to cover, a lot going on within the ecosystem of Google Analytics. A little background on me, before I get started. I actually used to work for a company that owns the Wall Street Journal, where I started sort of my journey into data analysis and various things in the technology world. I started working with another company sometime later, who focuses on the performance space for major companies, usually, and also analytics. This is kind of where I was working as a Senior sales engineer, which means I was going to a lot of different companies and explaining how data analysis can fit with their business and goals and use that to basically make their revenue numbers, or make sure they are saving money on the bottom line, et cetera. That kind of transitioned me into, you know, traveling around many parts of the world. I worked with international companies and learned a lot of different things with business analysis and those kinds of things. I felt comfortable enough to start my company this year, called Data Up. I have been focusing on various things, including data analysis, which we are here for today, and also technology strategies. Obviously part of the reason you are here today is to understand how your users are using your website. User experience is supercritical, because we want to make sure our users are having a good experience, therefore they will stay on the website and purchase, or if it is a blog, they will read more or things like that. Whatever the intention is, for users to do, we want to make sure they will do those things, to where they are not having any issues. It is loading properly, they are loving it. Those are the kinds of things we want to make sure they are getting out of your website and the way we do that is through various tools, including Google Analytics. There are really a lot of different tools in the marketplace, but Google Analytics is a really good one, because it is a free program. Or tool, rather. You can put it on your website and it will allow you to collect information about your users. We covered that part. We will dig into it today and talk about what we will talk about today, what we will not talk about, et cetera. If you would like to connect with me, you can go to my website, www.dataup.tech. You can also connect with me on LinkedIn. I would love it if we all connected and kept in touch. Without further ado, let's get started.

Another point that I do have to note is that this workshop, this presentation, is copyrighted, however you are welcome to share with your business colleagues or someone you think it might be helpful too. It should be presented in the full format. You should have a PDF you can get from the system or you can email us and we will forward it to you, as well. A quick disclaimer, this information I am giving you today is not meant to be legal advice. There are certain things that fall into the legal category, when talking about analytics. There is PII, which is personally identifiable information. In that case, that could be an email address. Like my email address, I don't necessarily want people to associate me with certain data that is out there. Potentially like Geo data. I am located in Austin and don't necessarily want other companies to know okay, Mo is in Austin, whatever, all the information they have on me. So, Google Analytics forbids you from putting in certain data points like that. So you want to be sure you are not violating the terms. Make sure that before you take any actions, that you talk to your lawyer or attorney, and of course, your technical team as well, to make sure things are collecting, the data, is appropriate. All right. And I will move forward.

So, let's talk about what we are not going to talk about and what we are going to talk about. Today's workshop, as the name suggests, is one on one for Google Analytics. We will talk about the general analytics world. Do you need Google Analytics or need something else, potentially? And what is the difference? I will show you a couple of different tools that is veering a little from the general analytics and going into Google analytics and other areas. We will also talk about how to set up Google Analytics and some of the things where you can do basic analysis. Obviously, all of this falls into the user experience category, which is a broad category. It is something I love to talk about, so if you have questions or want to talk further, feel free to reach out to me afterwards. All right, so today, again, we will be covering the basics of Google Analytics and talk about how to get into the realm of how to set it up and some of the things you will see in Google Analytics and what they mean. In the future we will set up different workshops, probably in the near future, which will cover going from this step, further into the Google Analytics world. You will see a lot of reports when you get Google Analytics and it is hard, sometimes, to figure out, what does this mean? And how do I use this information to make sure I am getting something beneficial out of my time with Google Analytics or whatever it is collecting from me. That will be the goals and reports and just so everyone knows, you are probably on the so-called old version of Google Analytics, because they are just, as we speak, in the past few weeks, releasing a new version. It will have a new look and feel. It is really cool. It will be combining a lot of different information, so we are super excited, but because most of us are still in the old world, we are not going to talk about that today. I won't show you those screenshots. So as we get a few months from now, as more people go into that view, then we will do another workshop, so you have a sense of that. Now let's talk about what we are not going to talk about in this workshop were the other workshop I mentioned. We will not talk about how to increase website traffic. That sort of falls into the marketing world. If you want to get people to your website, that is a whole different conversation. Go to SCORE.org and find workshops that will help you do that. I love SCORE. I do various workshops. I have been on workshops and I love everyone who has been on it, so I highly recommend you to get a mentor if you feel like you need one or want one. They are complementary. They are awesome. They have a lot of knowledge and experience, so it is a really good place to get a mentor and to learn about these topics. We also won't talk about Google ads or Facebook ads, in terms of how to set it up and what happens. We will have some information in Google Analytics that alludes to those things. You will find information about people coming to your website from Facebook, but not setting those up or anything like that. SEO, the search engine optimization world, we will not talk about that. Social media, Google My Business. Specific Google Analytics account questions, we will take those off-line to address those. One question I got was about how to set up a Facebook group, so if you are connecting with me on LinkedIn that is a great way to stay in touch and ask questions, but I will set up a Facebook group after today so you can also get in the group and kind of interact with each other and get benefits in terms of answering the same questions and potentially helping each other out, so I will take on that ownership. Keep a lookout, if you are expecting an email from me or go to my social media accounts and you will see that there. All right, we said what we are going to talk about, what we are not going to talk about. Hopefully questions will stay toward the Google Analytics world, so let's dive in.

These are specifically what we are going to talk about in the analytics world. First, why analytics matters? It is important to understand what we will be talking about, what analytics is in general. Then we will talk about how to set up Google Analytics. If you see GA anywhere, I use that to shorten Google Analytics, that is what that means. We will get into how to set it up, how to add the code to your website, and we will get familiar with the UI of the website and what that is, rather. We will talk about a few specific settings. I won't spend too much time on this, because some of this can get a bit technical, but I will mention it. If you want to update some of the settings, if you feel like it is relevant, then you can do that using the documentation or however you would like. The point of this is for us to get an understanding of what is important for you to set up, because every website has a different feel and look, so everything I'm talking about today might not be relevant. Finally, we will wrap up. We will make sure we get everything out of the way.

All right, here we are. We are now talking about what we are really here for today. So, why analytics matters. I love analytics and I love to talk about it. It really helps us to understand. At the end of the day, if you have a business website, that's all you care about. You want to make sure you understand who your prospect is. Not in the sense that this is Bill in Austin or something like that, but in the sense that they are doing a certain thing on your website. Is it what you are expecting them to do? Let's take an e-commerce example. We want people to go to this e-commerce website. When people are on the website, the e-commerce website, then we want them to purchase something. That is the ultimate goal. That is the conversion, as we say in the analytics world. If you have someone coming to your website and converting, becoming a customer and paying you money, what happens in between? In general, the percentage of conversion happens, in general, for all websites, about 1% to 2%. If you have conversion more than that, amazing. Great job on marketing and bringing people to your website that actually care about the content. If conversion is low, hanging around 1%, then you want to do certain things to improve that. If you are already after 2% mark for your conversion, you want to go higher. Of course you want to make your business get more revenue. That is why it is really critical for us to understand prospects. And obviously we want to provide a good experience in between all of that, so they can, or will rather, come back to your website and purchase things from you or become clients and things like that. Or continue being clients if you are subscription-based. So, I love this quote by Peter Drucker. If you can't measure it, you can't improve it.

It is like the idea, if you want to improve your business. Let's say that your goal is for your business to earn $50,000 a month, what do you do? Well, you need to see how your business is doing overtime. If you say okay, over the last few months, in August, I did $30,000. In September I improved a little bit. October was a blowout month, whatever, right? If you find that out, then you need to go back and say, what are the things that I did in my business that increased that revenue in October? The idea is, well, maybe you had really awesome marketing. You use the video, you got really to the heart of what people care about for your products or service and that is why they came to you and they are getting, purchasing, and doing a lot of things. So that is how you improve. When you measure it, then you can improve it. So, when it comes to that idea, we can translate that into the online world. To kind of step back, 20 years, 15 years, whatever, and there weren't that many websites. People weren't going to Amazon.com to buy everything you need. People were going into a physical store. I don't know, Kmart. Walmart is still existing, but whatever. There were a lot of shop she would go into, to purchase whatever you wanted or needed and when you go into a shop, someone can see, you arrived, so they will say hello. If it is customer service, maybe they will come up and ask, do you need something? I used to work at Staples a while back and one of the things we had to do was to greet our customers and say, hey, do you need anything? So we can show them the way to where they are trying to go. Similarly, we want to understand those things in the online world. So using Google Analytics and other tools you can collect that data and see, I am not in front of my customer, but using this tool I can find out what they are doing. So it is almost like going from one aisle to another and you can also find out, you know, if you have prospects going from your homepage to make your product page and going to a specific project and finally purchasing. That is kind of the flow you are looking for and with Google Analytics you can do that. That is what it is all about. A lot of people, or businesses, rather, will have Google Analytics set up. Some tools set up for user experience and they will say, okay, but just having Google Analytics isn't enough. What you really want to do, just like if you want to increase your revenue to $50,000 per month, you really want to look at that data. This is what is working. Maybe product A is through the roof. So we will spend all of the money on that, ideally, depending on what is happening. And this is doing really well, so we want to do this, more. That is the idea behind the whole user experience in finding out what people are doing on your website. There are a lot of different questions, honestly, that you can ask when you're trying to figure out the user experience. These are a few of them that I listed. For example, are there enough people going to your website and how does that compare with a few months previous? If you are doing, you know, stellar marketing, there will probably be a lot of people visiting your website. How is that affecting your business? Are you getting a lot of revenue at the end of the day? That is what matters in your business. What are the channels? Channels, in Google Analytics, or basically places customers come from. I could be Facebook, Google searches, a lot of different places, that you might have a connection to. They are sending traffic to your business. That is something you can find out and once you find out, say you are getting a lot of people from Facebook and they are actually purchasing. People might come to your website, but if they don't purchase, you don't care, because it doesn't affect you. Maybe want to change your messaging, to make sure it is the right people that it is attracting. So the idea is that once you find out, can you increase it and therefore everything is good and your business is doing better when you find that channel. Okay, the bounce rate is another important question. If you notice people coming from the ads, Google ads or Facebook ads, whatever you put out there in the world, they are coming from the ad and going to your website and leaving right away. That's leaving processes called bounce on the bounce rate is the percentage of people leaving your website right away. If they don't even spend a second, that is kind of what the bounce rate is about. Sometimes it's not accurate, so you have to mean it is accurate. I can be advanced work, but you want to stay to a bounce rate that is around 50%, ideally. If you're still working on improving your website, that's okay, you will get it down to that 50% and if you can get it lower, that is amazing. That means people love the content, the marketing is working, the ads part is working. That is kind of what your goal is to get to. And there are questions you can ask, like which page are people becoming customers? Is it on the checkout page? For e-commerce customers that is simple, they make a purchase, done. For a service company, like my company, Data Up, I want people to message me and schedule a meeting and if it is done, the second step would be to have meetings with them and see if it is a good fit for both of us. It is more complicated, but depending on the system, you may say this is what a conversion means for me. So that is kind of different, how that could work. And one piece, the last one here, is how long does it take for your users to load your website? This is something that a lot of us miss out on, because it is not something we are thinking about. Let's go back to the example, of okay, go into a physical story. I am saying okay, I want to buy this thing and I can't find it. It takes me forever to find that thing and I'm going to get frustrated. I am unhappy, I'm going to go to the competitor down the street and find something there. Similarly, you want to make sure that the website is loading as quickly as possible, so your customers, prospects, rather, that are out there looking at your website, they can get the information they are looking for, quickly and efficiently, therefore they are staying and interacting with your website. So many other things go into this data questionnaire kind of thing, but we are not going to dig into it too much. The reports and goals workshop that we will do later on, at some point, that is going to have a lot more similar things included in that one. Feel free to join that, so you can get more of that out of that with me and also I will post some things on LinkedIn and create that Facebook group. Once I do that, you can ask questions there, as well.

All right, let's move on. What is general analytics and there is also something you may have heard of, called heat map analytics. General analytics is just looking at numbers. There may be a visual in some way, like bar charts, line charts. This could be somewhat like this geography kind of map. It could be some of those things, but ultimately it comes down to numbers. How many users do I have? How many have been converted? And how much money did I make? That is the idea. The original analytics is Excel. We are familiar with Microsoft Excel and we know that when I put numbers in, I can do calculations on certain things. That is old school analytics. So, coming away from that, we kind of get into this world of okay, we want to understand analytics about the user. We want to connect them to the business. So in that case, we are trying to understand the user experience. We may have marketing data or financial data in our analytics. It is interesting once you combine it all together. One of the things that I was doing at my job before is to combine a lot of this information together. So, okay, I've got $20,000 from this product and this is how people came, from this referral website. So we can say okay, that referral partner is a really strategic partner, because they are bringing in a lot of our ideal clients. We want to do more of that kind of work with them. Build a better relationship or whatever it might mean for us. Financial data, we might have, if it is an e-commerce website, we might have information about how many products we sold and what that really resulted out to at the end of the day. That is kind of what general analytics is. There is something called heat map analytics and this is a short video that afterwards I can show you. It is the idea that you taken data from sort of the numbers and then reconstructed in a way that will visually help you understand what your users are doing. This is helpful, especially if you don't like numbers as much. I love numbers, so I enjoy looking at 1022 and tools in general, but Hotjar is a good recommendation that I have for you. If you are not ready for the whole analytics world or maybe you collect Google Analytics data and use heat map technology in the meantime and then as you can hire someone to help you, it is useful to have that data. It gives 2000 page views per month for free. You have to set it up a little bit, but that is something you can get.

So, we will give you a quick video of how the Hotjar analytics looks, so you can determine if it is right for you or not. This data is courtesy of backbonecushion.com. They provide cushions for your back, so if you're sitting somewhere, it helps to have your ribs out, open more, she can breathe properly and stuff like that. Let's take a look at this video real quick. I am going to launch.

[ Silence ]

The credit cards. So you know, I could've found that out with Google Analytics, it probably would've taken some time. With Hotjar I can find that quickly and the downside is you are looking through each video and it is just too much work to do, that is when general analytics is more relevant. If it is a small set of users, feel free to go for Hotjar. I use both on my websites and with clients, so if you feel like you can have both on your website, go for it. You know, Hotjar provide certain users for free, in terms of collecting the data, and Google Analytics is obviously free, so it doesn't necessarily cost you a whole lot in terms of money, but it will cost you in terms of load time. Remember the load time I was talking about before, where more things you add to your website, the slower it will get. Loading the cart and it is slow, because it is heavy. If you say okay, I care about the Facebook and the Google Analytics and Hotjar, those are the three tools I want. Great, go with that and stick with it. It will slow down slightly, but it won't be the end of the world and terribly slow. If you feel like you don't need Hotjar, totally feel free to go away from it.

All right, now that we saw a little bit of Hotjar with the heat map analytics, -- I just heard from Alexa that you couldn't hear me with that piece, so hopefully we will figure it out on the next term. In terms of the Google Analytics, now you just saw the recording from Hotjar and now we will go into Google Analytics. If you set up Hotjar, you can see that type of information, where you saw the heat map. I will quickly explain what was going on. If you can still see this properly, you will see that there are a few of these marks on this page that basically shows you how many people clicked on what. So it shows you how popular a certain thing is. That is the heat map technology. There was a recording that ran afterwards, that was basically how you could see people doing certain things. So the second video I showed out of the heat map was a user scrolling through the website. The Backbone Cushion website. They are scrolling through and doing certain things and I can see those clicks and what they did on the website. The third video I showed you was someone trying to check out on the checkout page and I was saying, since you couldn't hear me, I don't have a picture of that, but on the checkout page basically the person was using a very old Internet Explorer browser that caused the website to not render or not have the checkout page come out properly. If you are on an old browser, like Internet Explorer 11, which I believe is seven or eight years ago or something like that, that is going to cause issues, because we have come so far in technology. Ideally you want to keep your browsers and really application updated and as you go forward. So, what is going to happen is, if you don't update it, you might run into security issues and things like this, where you can use websites that are modern. That is something I realized through Hotjar, that would've taken me longer to find out through Google Analytics, because it is the difference of looking at that data. If you are using Hotjar, it is easier to look at information if you have a couple thousand users on your website or not that much and then you want to go into Google Analytics, if you are really blowing out that traffic number and going into thousands of users. That's when it becomes easier to look at numbers, versus each recording. Hopefully since that audio wasn't coming through properly during the video, that made sense.

All right, now that we saw Hotjar, we will go into Google Analytics. Obviously you will set up Google Analytics after you go through this, if you don't already have it. The first place to start is Google Analytics home, the first page you come across when you are on Google Analytics. It shows you a lot of different high level data. By high-level, I mean it is data you want to find out information about, but it might not give you enough to figure out what is happening. Basically the idea is that you will see it and say I am interested in this data, so I go into it more. That is sort of what the Google Analytics Home is about. It helps you identify or get information without being overwhelmed. That is why it matters for you.

All right, let's look at some of these widgets. The first widget you will see, it actually has Google Analytics Home written on top of it and there you will see things like user number, revenue number. If you are an e-commerce company or business, you have that e-commerce data. You will have conversion rate data. Sessions. How many people came to the website and had multiple sessions, that kind of thing. This is the number of users, revenue, how much money you made through this website. Conversion rate, how many people became a customer or client, whatever it might mean for you. And sessions are basically when somebody leaves your website and comes back, that is a different session, outside of some technical differences. You can click on different things to kind of see this line chart over time. So this is basically for you to keep an eye on the basics. If you expect your website have 1000 users in a normal day, you want to make sure that is what it is area if you are all of a sudden going down to 200 users, that mean something is wrong potentially with the marketing or something else. That is why you want to keep an eye on the data. This one shows the last seven days. It basically says okay, this is the last seven days. November 4, for example. You can click on this and go into seeing different date ranges, if you like. Then we have another widget we will show you, where your customers came from. I started talking about this, in terms of referrals. You have three different boxes. The first tab is high-level information about where, in general, people came from. So, potentially, people searched on Google for your website or something you sell or whatever service you have. That is organic search, that is how it is defined. Directives if someone is typing in the website. Paid search, if you're putting money into advertising and then getting customers from there, that is what paid search is. For example, testing something different, so we did paid searches for these days and we dropped it here. So you see that kind of go down. You can see what the difference is over time and based on what you see that works or doesn't work, you can change those things. Then you have tab number two, which is source and medium. It gets slightly more specific. Okay, you had people come from organic search or email, for example. It will tell you more about which kind of email. Then referrals finally will be the third tab, where you get information from your other websites that are bringing people to you. Facebook.com is a common one. Most of you will have that on your website. If you have specific partners. Let's say you ran a magazine ad and people are now coming to your website from that magazine website, that could be another type of referral. If you are seeing that users are coming to and purchasing, go ahead, do more of those ads. At the end of the day it matters and what is converting for you? If Google ads are working for you, perfect. Do more Google ads. If SCO is working, spend more money on it. That is the difference in terms of what you should do and use this data for. I wrote, don't focus on the vanity metrics, like number of users. It really doesn't matter. If you have 5000 people on your website, but none of them are converting to a customer or buying, that means that it is not a good use of your money to do whatever you are trying to do. So you should figure out, where is it that prospects are becoming customers and do more of that. That is kind of the idea. We have some other views, for example, this one is pages and the pages which are most popular on this website. The backbonecushion.com. If you see just a slash, that means it is the home page. That is the most popular page, where most people are going. Then we have other pages, sorted by page views. Which pages are most popular? If you see that a specific product is really popular for your website, well, do more marketing on that and get more people specifically to go to that page or create a specific landing page for that with different messaging and see what works for you and what is converting them into becoming a customer. It is something that depending on how things are being sold or different numbers that are on the backend in Google Analytics, they assign different values or maybe you set up goals, which we will talk about a different workshop, in Google Analytics, then you will see some of these numbers like page values. Otherwise it might be zero, like this. Then you have another widget that will say how many active users you have. Active users are users that stay on your website over time and they come back and do things on your website. That basically is ideal for you to have active users, because those users like your content, probably, and they want to purchase from you. The better, the more active users you have, the better, depending on the business. Flowing into some other widgets, you may see, for example, where are your users? It will identify users where they are. For example, I am in Austin, so if I went to my website, www.dataup.tech, I will see a pop up in Google Analytics that says someone is in Austin. There are a lot of things you can be collecting. If you are saying okay, I only do business in the U.S. Or actually I have clients globally, but the idea is that if I have a lot of clients in a certain area, I want to make sure they are having a good experience in that region. For example, I am an e-commerce customer on an e-commerce website and I want to sell within the U.S. They need to make sure that the website is really loading fast and doing all these things and I find out where my customers are, through this data. You can also see where there were visiting from. This is not so relevant for most of us. If you are a large business and using a lot of different technologies, like balancing and putting in containers or using Amazon. That probably didn't make a lot of sense to most of you, it doesn't matter. The people doing a lot of technology-related things with their website, they can use this information to then say okay, I need to make sure my website is really good in the middle of the day when most of my customers are visiting. You can potentially look at this data and say well, what are most of my users using, in terms of mobile phone. Are they going on their desktop or using a tablet? The idea is that once you find that out, make sure that experience is really good. If most customers on mobile, I need to make sure the experiences solid. You shouldn't get so deep into these metrics that it kind of goes away from the idea of, okay, I really need to get people to convert. That is always the goal. In my sales engineering time, this was beaten into my head, like so what? If you see data, ask yourself the question, so what? What will it help me with my know that I have 60% of my users on mobile? Always ask so what.

Finally, another widget you may see based on your website, is e-commerce data or goal data. Goals identify, let's say that we have a specific goal set up where someone places an order and someone goes to view more of my product or one of my products. So in this case, what we are saying is okay, if someone goes on this e-commerce website and they go to a specific product, that is a great goal. As I have more views on my products, that means that the intent is to purchase, probably. It won't always pan out that way, but it may be the case. Finally, also placing an order. Okay, there placing an order. You can add a lot more goals, if you would like, so you can kind of keep track of various things. That is kind of what this Google Analytics Home is about. There are other widgets you will see, but the idea is to not be overwhelmed with the 37 or something reports that there is in Google Analytics, but to kind of see where the overall data is and make decisions based on that.

So that is what you get with Google Analytics once you set it up. Hopefully it is something interesting for you. So, how do you get there? That is kind of the thing we need to talk about next to make sure you can collect that data. In order to set it up -- don't do it now, because we will go through it quickly, but you can go to analytics.google.com and that is where you set it up. If you already have an account, make sure you did it properly as I go through it. If you feel like you made a mistake somewhere, go back and create a new property or account, however you want to do it. If you need help or have questions, ask me or send me an email and I will see if I can help out. Also, once I create the Facebook group, maybe some way where we can have everyone answering the questions and things like that.

Feel free to ask questions if you like to email or LinkedIn, whatever might make sense for you. So you go to that URL, analytics.google.com and Google will say you want to create an account, let's do this. It will show you something like this, this first page. It will ask you one what you want the account name to be. In my case it is Data Up, easy. The second question will be web apps. Depending on what you're trying to do, you may choose apps or apps and web. Apps means mobile app. If you don't have a mobile app, don't worry about it. If you have a mobile app, you may want to hire someone to go through some of those specifics that might be helpful and also you can do the combination of the two, which we will talk about in the future with Google Analytics version 4. Finally, what is the name of your website? It can be the same thing. For example, mine would be www.dataup.tech. You put in the actual URL, whatever that is for you. If you are using HTTPS, select that, because by default it is HTTP. On a side note, if you don't have HTTPS, you should look into that, because that will affect certain things very soon for you in terms of SEO and other issues. So make sure you get a SSL certificate for your website. There are other questions that are self-explanatory. A quick note here, though, if you are setting up Google Analytics and working with a web designer, developer, whatever that might be, make sure that you don't have them do it and give you access to that account. It gets complicated if you are not working for the developer and you have to ask for access and this and that. It's not a great experience. So what you want to do is set up the account yourself or maybe have them help you, whatever might make sense if you are having trouble with it. Once you have set it up and it is working, then you add someone, the developer, to that account, and you are good to go. Okay, that is how the account creation process goes. Once we get into the account creation process, then we will be in that view, Google Analytics, okay, great. Once we get there, then we have to get the data into Google Analytics. It won't just happen magically. We want to make sure we put that code. It is a JavaScript code and you will put that into your website. So, the way to do that will be to go into Google Analytics and they call it the global site tag. This is actually in settings, which I will show you how to get to, later. But when you get to this section, basically you will see something called tracking code, under tracking info. In that section you will see this global site tag and it will have some code. Most of us are probably not familiar with what this is. You don't have to worry about it. Depending on your website, you can literally copy it and paste it into your website, depending what section it needs to be in, and you are good to go. As you save it, Google Analytics will start collecting data and send it to Google Analytics from your website. I won't get into the technicalities of how it works, because it is not relevant for most of us, but the idea is, that is how the data is collected. You might have developers, if it is done manually, say something like okay, you want to put it in the top of the website or the bottom? Go with the top of the website. That is ideal. There are performance applications, but most cases, because of how Google Analytics is and how it collects data, it is ideal to be at the top. But this is a manual setup and you may not want to put it on all these pages manually, so how do we do it easier? That will be with tools that I will talk about in a second. Just a side note, this is how you get to that page. So you click on admin, which if you are able to see this properly, this is the button right here, that I will show again later. Tracking info, that is the section right here and then you will click on tracking code, in the middle section.

Now that we understand where to get the code, let's talk about a few different platforms that you have. I have a few in here, like Wordpress, to make sure everyone has somewhat of an idea of what their platform might be. If you are outside of any of these, send me an email and I will see if I can help out, but in general, most people are on these platforms. The first one is Wordpress and there are a lot of different plug-ins that are available, if you have used Wordpress for any number of years. You will see that they are just inundated by different tools, see want to figure out which is right for you. I kind of, depending on the client or website, I prefer different things. For example, if I am going to get a lot of information from Google, like they Tag Manager, I may go with what is called the Site Kit. It is an official plug-in by them that helps connect with Google Analytics. It also helps you connect with the Search Console. We won't get into that today much, but basically it is where you can see the search data that people are typing into get to your website. And then PageSpeed Insights, this is critical as you go into your SEO world, starting next year, where you need to know how quickly or website loads and because of that, -- let me step back a second. Google is going to use the PageSpeed Insights data to say this is how you rank on SEO . Again, it is another conversation, but you can use the data in the Site Kit to help improve your website experience. Finally, Tag Manager. We won't get into that, but there are different tools you can use. If you're just trying to connect Google Analytics, MonsterInsights is probably the easiest. MonsterInsights, just put in the code, which is the Google Analytics tag I.D. that I showed you before. Let me step back a second, in case I haven't. This is the tracking code and next to it you will see the tracking I.D., as well. It is a number that you will need to put in here and other things like Shopify and all that kind of stuff. That is what that is about and you can use the plug-in to do that. It is a reputable plug-in. All right, moving onto the next one. If you do have an e-commerce website with Wordpress, that would be called WooCommerce. You might have something else, but in most cases it is WooCommerce. In that case, you can use different plug-ins depending on what might fare better for you. There is WooCommerce Google Analytics Pro by SkyVerge. You can go with either one. When you click on these links, as you get the PDF, you can check out the different information that each one collects and you can say okay, maybe I need this one but not this one, that kind of thing. Check it out, it all depends on the shop and what you're trying to do. If you have an e-commerce website, on Wordpress, I would recommend one of these plug-ins, not Monster Insights, as a side note.

All right, moving on to Shopify. It is really simple set up. You go into the backend of your website and go all the way down to preference, under online store. Once you get to that preference you will see something on the right-hand side that says Google Analytics and it says okay, put in the I.D. The same I.D. we were talking about before. Put that in there and you're good to go. Make sure you save it, obviously. Make sure you check off the use enhanced e-commerce. That helps Google Analytics collect the data, which will be things like what product sold? How much does it cost and which transaction I.D. it was, et cetera. A few other things you will get with it, see want to make sure that one is checked off if you are using Shopify. Again, I tried to put in as much information as I could, so if you're trying to figure out more information, there is set up info here, in that link on the Shopify website. Okay, moving on to Squarespace. You can go into advanced, external API keys, Google Analytics account number, which looks like this. You save it and you're good to go. Pretty simple, just a few steps to get there. Finally, if you have a Wix website, this is similar. You go under the tracking tools under advanced settings and then click on new tool. This one already had an example in there, so you are seeing it, but if you didn't, you would click on that and this pops up. Once it pops up, you put in the tracking I.D. and you are good to go.

Set up, as we saw, is pretty simple. All we do is go, and have a quick review. You go to analytics.Google.com. Set up your account, select whatever you need and then say okay, I will add the code to my website. Whether it is the whole code or the tracking I.D., then you put it into Wordpress, depending on the plug-in you have. If you're using e-commerce, go with one of these, like I said. You just need that code in the specific sections and you are solid. That is set up. Once you do that, you will see the Google Home numbers come in and it is great. It takes maybe five minutes, maybe longer depending on the website and what it is doing. It should be straightforward. One of the cool things that you may see, I will just skip ahead a little bit and show you something. One cool thing you might notice is active users right now on your homepage. If you do see that, that will signify how many people are on your website right now and that is cool, to see how many people are on the website. If it is the middle of the day, unlike this, I think I took this later at night. But the idea is that you will see hundreds of people on your website, doing certain things. It is quite interesting to see that data.

All right, now that we understood what we will get out of Google Analytics and we set it up with a specific platform, now we will try to get familiar with the user experience. Obviously we want to know where we are going and where to click to figure out what we need and that is why it is important. So let's dig into it. The first one is this box that you will see on the left-hand corner of your website. Sorry, Google Analytics, once you go to analytics.Google.com, this will pop up and you will see that. I am seeing the main view, which if you don't set up something specific, you will probably see something like, all website view, something like that. You can set up different views, but it is kind of advanced and may not be necessary for you. The idea is that you have a specific account. For example if you have multiple websites, then you may have multiple options. If you click on here. I, for example, I have many clients, so if I click I see a list of all my clients and they go into a specific view. If you're just one website, you will probably not move around too much. All right, on the left-hand side, you will see your menu options, essentially. I mentioned Home a bunch of times. That is where you can see the initial number, the seven or eight widgets that I went through at the beginning. This is a really easy place for anyone to start and say okay, these are the types of data I am getting. I want to dig into it more, so I go into it. Customization, this is interesting. Not something they will probably do, but if you hire someone, you can get them, for example, to create a dashboard. Her or if you have technical chops, create some dashboards. It is interesting to see the information you need in one place versus going into each report, which you need to do depending on what you're trying to do. Those are the first two. You have a lot of different reports broken out down here. You can see Home. Google ads and updates interesting stuff, so you may see things change as you are kind of using it. The first one is real-time. I talked about the active user number you might see on 1025. If you go into these reports, you will see what is happening just right now on your website. Audience, this is who is on your website. It is almost saying okay, I have this type of persona on my website, from this place. Again, remember that it goes into the terms and conditions, or is against the terms of service for Google, for you to send information that is specific. Email and name and stuff like that. You don't want to get into that, but you can identify certain things about them. For example, technology. Are they using mobile? Where they are visiting from. This is something that is generic. It's not like 1034 is in Austin in this place here. It is more like this person is in Austin. This is what it is all about. You can see interest and demographics, as well. They have to be enabled and that information is quite interesting, as well. So, acquisition. Acquisition is where people are coming from. I started talking about that already. You have this information, if you are running Google ads and paying for those ads, you will see information about where, which keyword they are using. All traffic, kind of generic, everyone coming to your website and where they're coming from. The idea the people are coming from Facebook or a magazine website, whatever like that. This is where the meat of that information is, versus in the Home were we are seeing the updates of the high level data. And behavior is what people are doing on your website. For example, going from this page to this page, that is behavior flow. If people are searching for certain things, you can enable and see that. You might also see how long it is taking for them to load, that kind of thing. There are obviously a bunch of things in there. Important information. We will talk about all of these reports and the second workshop we do about goals and reports. Finally at the bottom you will see conversion. If you have an e-commerce website, this is supercritical. You want to see how many purchases are made and the relation of one thing to another and then goals will be, if you set up a goal. One of my goals when people go to my website, okay, they contact me from my website, so they go to contact us and type in their information and say okay, I'm interested in chatting with you or something or maybe they set up a meeting. Those are things I am interested in. Depending on what you need, you might want to set it up in a different way. Finally, the admin section, which is the settings, basically. All the way at the bottom of this, that is what that is about. So now you know how to get around a little bit to different places and the admin section, that is kind of going from the admin. This is the admin page. You will see a few different things. We won't get into this too much, but the idea is that you can add a user to the account level. The first level is the account level, as you see here. You can say okay, I am going to give someone access to the entire account. Think of it like if I give access to this, they will have access to all of this on the right-hand side. You can say okay, I'm not going to give them access to the entire account, I will give them access to the middle section, the property. Then they will have access to that property, specifically, whatever that is. Then everything else on the right-hand side. So, the views you created. Or maybe you just want specific access to something, it all depends. In general you want to create an account user in here, that is the ideal thing to do. Property is the website data, like a bucket or container where you are throwing information. So if you want to change your property settings, like your website name or something, then you can go in here and change that. Again, I mentioned you will need the tracking code, which is under the tracking info. Then on the view section, you have the account, you have the property, which can be multiple websites if you need. I wouldn't get much into that, I would create just one. Then in this case you can see certain things. You can set up your goal. Change certain view settings in that case, if you need to. Stuff like that. All right, so we have a few more minutes. I will go through a few things that you might need to be aware of if you are setting up Google Analytics for the first time. The idea is that once you set up Google Analytics you will get certain information right away, but as you are going through, you might need more information or want more information, potentially. That is when these things you might want to set up specifically come in. The first one you will see or will want to change his property settings. You will want to enable, ideally, depending on what is relevant for you. Again, this gets into the legal realm a little bit, so talk to your lawyer before you collect this data and you can look into the more information, as well. You can enable the demographics and interest report in the property settings and that kind of tells you, what is something that people are interested in? Say you have 100,000 users on your website. Maybe 50,000 of those people care about golf. Other people may not care about that, but got into it and are doing certain things. That is kind of what that is about. I won't get into it too much, but that is where you enable it. If you have an e-commerce website, you need to enable this so Google Analytics can create a section where you can collect that data, depending on what you have in terms of your platform. You may need to use a different pool. If you are using Wordpress, you will use one of those plug-ins that send specific information for e-commerce. This is basically what enables you to collect that. If this is not on, that will not work properly. The same thing with Shopify and that sort of thing. You will want to enable this if you have an e-commerce website.

You may want to collect information about what people are searching for. If they are searching for stuff on your website, you might want to see what are they searching for? If they are searching for things you don't have or a service you don't have, you can use that data to say next quarter, let's create this product or offer this service, because people are interested in it. So you can go to the site search settings to enable that, under the view settings, which was the third section on the settings page. Then if you are ready for setting up your goal, going to the goals on the third section again for the settings page and you can say okay, like I was saying, I want to know every time people click on the contact page or something like that. This is something you can set up and once you set it up, you will see that number go up as you collect data. Some of the interesting goals is, for example, revenue numbers or orders. Or maybe newsletter sign-up. I have 100 people sign up for my newsletter. This is probably not relevant for most of us here, but if you are a media company, you may want to know are people looking at my video? Are they clicking on it and watching the whole thing? It's like that, those are different types of goals you can set up. Again, we will talk more in detail about goals and reports in the next workshop, if you are interested in that.

This is an advanced option, but you can go through if it is relevant for you in the PDF and check it out. It basically allows you to have kind of siloed information's you can say I am interested in this for now and maybe something else in a different view, that kind of thing. Again, this is advanced, so don't get into it if you are not ready for it. Hopefully that wasn't information overload. I know a lot of these technical workshops tend to be like that, but this is recorded, so you can follow along again and again, I will create some resources for you see you can use that to interact in the future. So, look out for the Facebook group in my social media and connect with me on Facebook. I have a Facebook page. On LinkedIn, connect with me there. Already maybe adjoined that and can ask the questions you have. We won't be able to go through all the questions, because we have over 1000 people on the workshop. I did actually have a demo to wrap this up, but because you can't hear me during that video, I won't go through that. Hopefully by this point you have a good idea of what those things all mean and how they kind of fit together. So, for example, if you are saying this is just too much and I don't know if I am ready for this, that's okay. There is no need to get overwhelmed. We want to take it step-by-step and the first thing you can do, if you are on a platform like Wix, square space, and Shopify, use the tools included. They have specific analytics information already in there, so you may not even need Google Analytics depending on what it is you are looking for. If you're getting to the point where your business is getting more sophisticated and you are saying okay, I need to understand my user experience, which I think every business should, but you may not be at the point yet. Look at that data and see if it is not what I need or I need more, go into other tools. Like Hotjar, I was mentioning them before. They're great. You can use the free version and see if it is something you potentially want to go into. There are other tools that might help you, depending on how you like to consume your analytics data, so have at it. Also, if you are at a point where you are saying okay, I have enough resources and projects and things like that to hire someone professionally. A data analyst. You can hire professionals that do data analysis with Google or other websites. I particularly focus on the Google Analytics space in some other areas depending on client needs, so obviously you can talk to me but it's not just about me, there are plenty of other professionals out there, so feel free to look into those. I did create terms. I know I throw out a lot of different information at you. Look at this terms sheet if you don't understand something and if it is something not listed, going to this link on my website. I have a lot more of the sort of terms and what it might mean for Google Analytics and if you are still not sure, just put in the comment, I heard you say this thing, what does that mean? I will try to make sure I reply to those comments.

Finally, action items. I love action items for every workshop, so the action item for you today is, set up Google Analytics. If it's not overwhelming for you, set it up and see what you get on the home page with the widgets and then over time maybe we'll see I am getting used to it and then you can go forward from there. If you are already in Google Analytics, then come back to the second workshop where we talk about reports and goals and that will be really interesting, because I will go through some of the reports and explain how you can use that to understand and use that data to increase revenue over time. Then obviously connect with me on LinkedIn and Facebook and things like that, that would be great. So I leave you with this portion of the workshop with this image that kind of shows me a little bit about my personal side. Obviously connect with me, but also I love travel. If you are seeing this painting, I got this in Vietnam and I love to travel. This is actually in Vietnam, so if you want to talk to me about travel, I am all about it. I would love to hear what you thought about this workshop and hopefully I can make this better next time. Thank you.

Okay, so let's go ahead and we will segue into the Q&A portion of this webinar. We have received so many wonderful questions throughout the entire session and we are going to use the remainder of time to address as many as we can. Because we have so many, let's jump right in, Mo, and we will do our best to get through these as quickly as we possibly can. So, we have had a lot of questions come in around the cost of using Google Analytics. I just want to clarify, is it free? Are there any portions that you have to pay for?

That is a great question. Thank you for that. In terms of Google Analytics, the tool, it is free. You set it up, free, and you are done. The point where you might pay for something is when you are getting, for example, someone to help you with setting up Google Analytics or potentially someone to help you analyze that information. That is when you will look into, okay, I need to spend money to hire someone to do these things. That is where you are kind of looking at spending money with Google Analytics, specifically.

All right, next question is from Natosha, asking if you need Google Analytics, if you need an account for each business that you have or can they all be under one umbrella?

That is a good question. It depends. So, it is kind of the idea of let's say you have a bucket and you throw 10 different books in there and you are trying to pull out different books. It will be complicated, because her like I wanted to write my novel about this thing and I don't know where that is. It is under these different things. The idea is, you can set up a specific account, like a Google Analytics account and then the second portion I was mentioning in the settings tab, where it is about the property, you can have separate properties for each website you have. So let's see what five websites. Set up a property for each website, so you can flip from one website to another, in terms of property, and see data from one place and another. Let's say I have an e-commerce website, a service website, and I don't want to see all that together, because it gets confusing. That is why you want to create separate properties in the same account. That is usually ideal.

Okay, Mo, the next question. This comes to us asking if the data includes your browsing behavior and, if so, is it possible to remove your browsing behavior and your administrator's behavior? So you have cleaner data?

Yes, I didn't get into it specifically, because it gets too much into the weeds, but if you notice when I was saying that you can get a second view, I pointed something out where it is talking about the filters. In the filters you can say okay, take myself out of that view, so it basically means you set up an exclusion for your IP, your address where you are, and you will say okay, exclude me and my administrators from this view, so basically it takes it out and you don't see that data, so set up a filter for yourself and your administrators.

This next question is from PJ and I believe you touched on this a bit, during a presentation, but just to clarify if Google Analytics is suitable for any business website or those that are smart phone enabled business websites and there is a part two, but how about that first?

It is for everyone. When I was saying that property, I pointed at the mobile app specifically, which means someone has to go into the App Store and download a nap. That is a whole different thing. Once you set up your web property, that will collect information from people who go to your website from mobile, doing stuff on the mobile site. That will collect all of it together.

Okay, and part two of this question, it is, does Google Analytics use artificial intelligence or machine learning? And the Internet of Things -- yes, yes. In their algorithm.

A really interesting question, actually. It is actually coming. Version 4, that I mentioned before, that we will talk about later, because the user experience and the backend is changing. With that, you will have things like machine learning and A.I., to tell you information. It does it a little bit now, but it is not very obvious. You will see a lot more of that as we go into the next phase of Google Analytics, which is Google Analytics 4. As you are setting it up and doing things now, you may want to go into that if you are tech savvy, and set up Google Analytics 4, she can get that benefit right away, but we will talk about it and they workshop later on, because it is quite different than what it is right now.

We have had several folks asking about website certificates and why would you need an SSL certificate for your website? If you could elaborate just a little bit further regarding the certificate.

Sure. So, SSL is something that you use on your website to send information that is encrypted. So, kind of imagine going back to the old days, where you are a child and you have a phone thing set up from one place to another with your friend across the street. You can hear things as people are passing by and they can hear what you are saying. It is kind of like that, where if you don't have SSL setup, if a hacker wants, they can actually collect information as users are interacting with your website. For example, this is a really bad situation. Let's say you have an e-commerce website and users are purchasing stuff on your website. What might happen is they put in your information. I am Mo Hossain in my company is Data Up, whatever information I type in. I click send and at that point, someone might interfere with that and take that information as a copy and then they have my information. So we don't want to get into a situation where you are liable, as a business owner, a website owner, for that transportation of data. So, talk to your developer about SSL and set it up. There is already something that is free for you that you can use, but obviously this workshop, it is outside the realm of that, but the idea is that you can set up SSL. It is very simple, in terms of what you get. Your website goes from HTTP whatever it is, to HTTPS. That is what the security aspect is. In that case, you can send or get information to your users, or from your users, to your website, in more of a private fashion and that basically just creates this trust bridge. One of the reasons I mentioned that is because as we are moving forward with a lot of changes, Google doesn't like that you don't have SSL on your website if you don't have it. Hopefully you get that, because it will affect your SEO in the future, as well as other things.

This next question , she is you to fly utilizing Shopify. If also using Google Analytics well using Shopify, do you need to log back in to Google Analytics to access that data or does it come through the Shopify reporting and analytics?

So, specifically what will happen is you have your Shopify website and you will see certain analytics already in there. A lot of the same things, actually. User data, so, how many people are on your website. Maybe this product is the most popular and this is how much you sold. You already get this. On top of that you can get additional user experience and other types of data. What will happen is, when you set that up, you go into a different experience. So you have Shopify here and Google Analytics here. To answer your question, you go to a different website to look at the Google Analytics data. There are Shopify apps that you can take to put some data into Shopify, to see all the data in one place. I wouldn't recommend it, because as you add more apps to your store, it will cause things to slow down. Most of the time, if you are already looking at the analytics, you are not going to need, you know, to go into Google Analytics or vice versa, depending on what you're trying to do. It is different uses. So, keep that data separate, if you can, so it doesn't slow down.

All right, Mo, this next question is from Michael. Michael says that he is building a new site. He wanted to use Google Analytics to help determine the value of certain words and phrases, based on what people are searching for, but he is unable to access Google Analytics unless he is already logged into a site, so he is unable to plan his keywords and labels in advance. Once the site is up, it is then too late. Should you have any advice or a good tool for a solid search analytics, which he can use in order to build his site? With all of this in mind.

That is an interesting question. It actually sounds like there is something weird going on there. What I would recommend, Michael, is send me an email or ask in the LinkedIn or Google or Facebook group, later on. In general, what I think is happening, based on the little information, is you are trying to figure out what people are searching for on Google to get your website. That is actually a different tool, not Google Analytics necessarily. It is Google search console, so you can see that data and use them together to see that data. When it comes to SEO, that information is going to be slightly different depending on what you try to do. If you're trying to figure out which one, you need to look at it in Google Analytics, but again, that question wasn't very clear, so if you can ask it in LinkedIn or Google. I keep saying Google groups, Facebook groups, once I set that up, feel free to ask or email me.

It sounds great and you can also include that in the survey that follows the webinar and I will be sure to get that over to Mo, as well. Okay, our next question is asking if there is a way to practice Google Analytics if you don't have your own website yet?

Absolutely. So, Google Analytics actually provide various resources. I don't remember the website, but go into Google and type in Google Analytics certification. Once you type that in, you will get multiple courses you can sign up for. The first will be like a basics, Google Analytics. This is for people who are aspiring analysts, not for business owners who are going to go learn. Don't do that, because it will not be an effective use of your time. If you are like okay, I want to learn more about Google Analytics and have some sort of demo version. If you're in that case, that scenario, then go into Google Analytics certification, search for Google Analytics certification on Google and you will see those courses you can take. So many courses you take from third parties, as well. I prefer the Google Analytics certification, because it is the official one. Once you go through that, they will talk about what is a demo store and you can basically see the data and see okay, this many people are paying here, doing this and that. Once you feel comfortable with that, throughout the whole course, then you can say okay, I am ready for my test website. At that point you can set up any random website that you like. Hopefully you have some experience in that. So let's say Wordpress or Shopify. Square space provides two weeks free account, she can set that up and put that idea in the site and then you will have that sort of full experience of how it is to set it up and to get data. Then as you reverse the pages, you will see different things happening.

All right, we've got time to get in a few more questions, Mo.

Sure.

The next question says that they have an existing Google Analytics account, tracking a previous website. They recently updated their website and now they have a different website address. They would like to be able to either add it to their existing account or set up a new one. They need to be able to get monthly notifications on the new site. Any suggestions on merging two sites or something along these lines?

Yes, the first question, my follow-up question would be, is that the same site? For example if you moved from an old version to a new version, then you can keep it in the same property and use the tag, the tracking code. But if it is completely different. Let's say I am a service company. I have another product company and I have a new website. What you want to do is create a new property. Within the new property you have a set of information that is specifically to the product company. Not the services company. So you could have one that will be services. When that will be product. We can set up a whole different account in general, so you can create my account that was Data Up before and now I will create a different one. Depending on the need that you have, it might make sense to create a separate account, completely, so that it is separate from the other ones.

Okay, we had several questions coming in around enabling things like demographics. Demographics was mentioned multiple times from attendees today. Can you talk a little bit about that?

Yes, setting up demographics gets into the legal realm I mentioned and you really want to make sure you have, first of all, a privacy policy. That is supercritical. You should also have a cookie policy for your website and finally, terms of use or terms of service, depending on the website. All three are legal documents on your website that say basically, hey, I am Data Up and I am collecting this information. If you go to my website, you will see a privacy policy, terms of use, et cetera. Okay, I am sending data about Google Analytics, and this is, again, going into the legal realm. I won't talk about that too much, but the idea is you're going to need to talk to your lawyer or attorney, whoever you have. Make sure you are set up to collect that information. Once you feel yes, I can collect this information, because I am asking for consent to collect this information. Then you can go into Google Analytics again in the settings and enable it. There might be a few settings you need to tweak, depending on what your account is set up as, but basically that is how it works. There is a link in that slide that will have the setup option. Again, talk to a developer if you have one and get them to help you set it up, if possible.

All right. So those are all the questions that we are going to have time to take during this live webinar session. We realize that there are a lot of questions that have not been addressed. So if we did not have a chance to get your specific question, I would like to recommend a couple of different options. As a reminder, we are going to be sending out the slide deck to all participants in a postevent email. We will also include a link to the recording and that slide deck contains Mo's contact information, ways you can reach out there. He mentioned setting up a Facebook page to address these questions, as well. Also, we would like to recommend reaching out to your SCORE mentor who can assist with questions, helping you set up Google Analytics and further business needs. If you are not already working with a SCORE mentor and are interested in doing so, you can get further information and put in a request, by going to www.score.org/find-mentor. On behalf of SCORE, I would like to thank you all for attending today. I would like to give a special thank you to Mo for presenting this awesome, high demand topic with us. Thank you so much.

You're welcome, thank you everyone for joining and thank you, Alexa, I appreciate that.

Thanks again everyone. We hope you take good care and we look forward to seeing you back next time.

Think you, take care.

[Event Concluded]