



# **CASA Marketing**

## **Intro to Google Analytics**

Todd Kelsey

RGB Press

# Casa Marketing Intro To Google Analytics

**Sebastian Tonkin,Caleb  
Whitmore,Justin Cutroni**

## **Casa Marketing Intro To Google Analytics:**

Casa Marketing Todd Kelsey, 2015-08-25 Don't be alarmed Analytics can be fun LinkedIn consistently shows Digital Online Marketing as a top skill that gets people hired and Web Analytics is one of the core skills for online marketing Analytics allows you to understand the performance of Websites and ad campaigns The goal of this book is to introduce analytics for beginners and to encourage readers to try it out and consider learning more I also want to see if I convince you that it is actually fun Web Analytics is becoming increasingly important to online marketers as they seek to track return on investment and optimize their websites We'll learn about Google Analytics starting with creating a blog and monitoring the number of people who see the blog posts and where they come from **OUTLINE CH1 Overview** This chapter takes a look at what analytics is and introduces related concepts **CH2 Blogalytics** a basic recipe to get started in analytics to take the first step in being able to track web traffic and see what they're up to We'll create a simple blog start a Google Analytics account and connect the two and discuss things along the way The goal is to make a simple relevant way to start exploring analytics **CH3 Getting Traffic for Analytics** In this chapter we're going to look at a couple basic techniques to generate traffic for a blog or website following on our previous chapter about creating a blog The purpose of these chapters is to be a self-contained experiment Ultimately you need traffic in order to be able to look at analytics so this chapter has a few ways to generate traffic **CH 4 Reviewing Performance of Campaigns** In this chapter we're going to take a light look at some of the ways you can see information about the performance of a website or campaign as well as some related terms and the idea of ongoing reporting **CH5 Fun with eCommerce Analytics Part I Shopify Tracking ROI** is a 50 billion dollar skill because it's at the core of Google's success and you could argue it's a trillion dollar skill because of how much revenue Google helps businesses to make In this chapter we're going to look at how to set up a Shopify account which is one of the easiest ways to set up a real eCommerce system to learn about tracking ROI with analytics I think it's important to see how you can set things up so that when you make an ad you can track exactly how much money you are making **CH6 Fun with eCommerce Analytics Part II Adwords** This is part 2 of a 2 chapter series whose goal is to capture the full life cycle of analytics and take a close look at ROI return on investment The goal is to shed light on an elusive quarry when you are spending money on ads how can analytics help you know how much money you are making And the exciting thing is that Adwords provides a way to do this Shopify provides a foundation for ecommerce and Adwords provides a way to advertise a site and then track conversion **CH7 Fun with eCommerce Analytics Gumroad** In this chapter we're taking another look at ecommerce analytics courtesy of Gumroad a free super easy to use platform In some ways this chapter is a back up to the previous two chapters another way to learn about analytics in a live setting **CH8 Exploring Google Analytics Certification** In this chapter we're going to explore some of the opportunities that Google offers directly in terms of learning material and the Google Individual Qualification which can be a nice thing to have on your website or resume Introduction to Google Analytics Todd

Kelsey,2017-06-19 Develop your digital online marketing skills and learn web analytics to understand the performance of websites and ad campaigns Approaches covered will be immediately useful for business or nonprofit organizations If you are completely new to Google Analytics and you want to learn the basics this guide will introduce you to the content quickly Web analytics is critical to online marketers as they seek to track return on investment and optimize their websites Introduction to Google Analytics covers the basics of Google Analytics starting with creating a blog and monitoring the number of people who see the blog posts and where they come from What You ll Learn Understand basic techniques to generate traffic for a blog or website Review the performance of a website or campaign Set up a Shopify account to track ROI Create and maximize AdWords to track conversion Discover opportunities offered by Google including the Google Individual Qualification Who This Book Is For Those who need to get up to speed on Google Analytics tools and techniques for business or personal use This book is also suitable as a student reference

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Marketing with Google Analytics Sebastian Tonkin,Caleb Whitmore,Justin Cutroni,2011-01-21 An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites where they arrive from and which visitors drive the most revenue and sales leads This book offers clear explanations of practical applications drawn from the real world The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific closing with step by step analysis and applications Features in depth examples and case studies on how to increase revenue from search advertising optimize an existing website prioritize channels and campaigns access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google s conversion oriented tools including AdWords and AdSense Google trends Webmaster tools search based keyword tools and more Touches on brand tracking studies usability research competitive analysis and statistical tools Throughout the book the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives Foreword by Avinash Kaushik Note CD ROM DVD and other supplementary materials are not included as part of eBook file

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*Introduction to Google Analytics* Joseph Greene, 2022-10-23. Introduction to Google Analytics Google Analytics provides a simple and free way to track and analyze website visitors. You could have thousands or even

millions of visitors per month but if you don't know anything about them they're meaningless Google Analytics robust web analytics and reporting tools can assist you in making the most of visitors and potentially converting them into customers Google Analytics in addition to tracking the number of visitors provides critical insights into how your website is performing and what you can do to meet your objectives Everything from how much traffic your website receives to where that traffic is coming from and how visitors behave can be tracked You can even track social media activity mobile app traffic identify trends and integrate other data sources to make better business decisions And the types of reports you shouldn't miss Acquisition shows you where traffic comes from such as search engines social media email marketing campaigns and links from other websites You'll find this under the Acquisition tab Keywords tells you what search words visitors used to find your website on a search engine You'll find this report in the Behavior tab under Site Search Conversions tracks how many visitors are converting into newsletter subscribers shoppers and actual customers Click on the Conversions tab and choose a type or category of conversion to view a report Lifetime value currently in beta Lifetime Value reports track visitors throughout their lifetime from their first visit to conversions return visits future purchases and beyond This can help you figure out what turned these visitors into customers and what made them keep coming back so you can implement changes Lifetime value is located under the Audience tab Discover in this book the step by step guide on to create a google analytic page and use it to run a profitable online business or offline business Rush now hit Add to Cart tab to proceed purchasing your copy You can as well get a copy for your friends or relatives who are enthusiastic about establishing an online business

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