

## 6 Tips to Effectively Leverage Google Analytics

Google Analytics is a free, user-friendly, customizable website tracking tool that aids users in making well-informed strategic business decisions. The tool allows you to gauge important website metrics and visitor behavior patterns to improve online marketing efforts. Ultimately, Google Analytics provides marketers with a platform to aggregate website information from multiple sources relating to specific business objectives and goals.

In an upcoming *Aberdeen Web Analytics Study* of over 230 organizations using free or paid web analytics solutions, “Google Analytics featured prominently as a solution provider of choice. In fact, of the 117 survey respondents currently leveraging Google Analytics, 64% indicated that they use Google Analytics in conjunction with a paid web analytics tool. This Research Alert provides insights into key findings from the study and presents vendor-specific highlights drawn from the research.”

Here are 6 tips on effectively leveraging Google Analytics:

### 1. Dashboards

The Reports dashboard is the main console for Google Analytics. Customization of the Reports dashboard provides for efficient access to report summaries. Think of the dashboard as a living, breathing snapshot of your website traffic and marketing efforts.

### 2. Search engines report - paid/non-paid

Search Engines provide the majority of traffic to many websites. To view this traffic, you can access the Search Engines report in Google Analytics. The report shows Search Engine referral traffic in two forms: paid and non-paid traffic. Paid searches come from Sponsored Link Campaigns, while non-paid traffic comes from Organic Search Engine results.

### 3. Cross-segmentation

Google Analytics allows you to cross-segment report data with other metrics, such as the “source” or “medium” of the traffic. This provides a very valuable and necessary level of detail for any marketer.

### 4. Date comparison

This feature is essential to monitoring marketing initiatives over a period of time. You can compare data over customizable date ranges to evaluate and monitor website changes or marketing efforts.

### 5. Tagging

By adding customized tags to your online marketing campaigns, you are able to manipulate the cookie values of visitors to your website. This creates synergy and ease of use when using the Google Analytics tool.

### 6. Filters

Every company should add filters to their Google Analytics account to ensure the data does not include internal or irrelevant information. Filters can exclude visitors from either Domains or Static IP addresses. If your company is working with many vendors and strategic partners who access your site, filters can prove to be very valuable to online marketing success.