

Google Web Statistics for Bloggers

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**Why do you need Web
Analytics at all?**

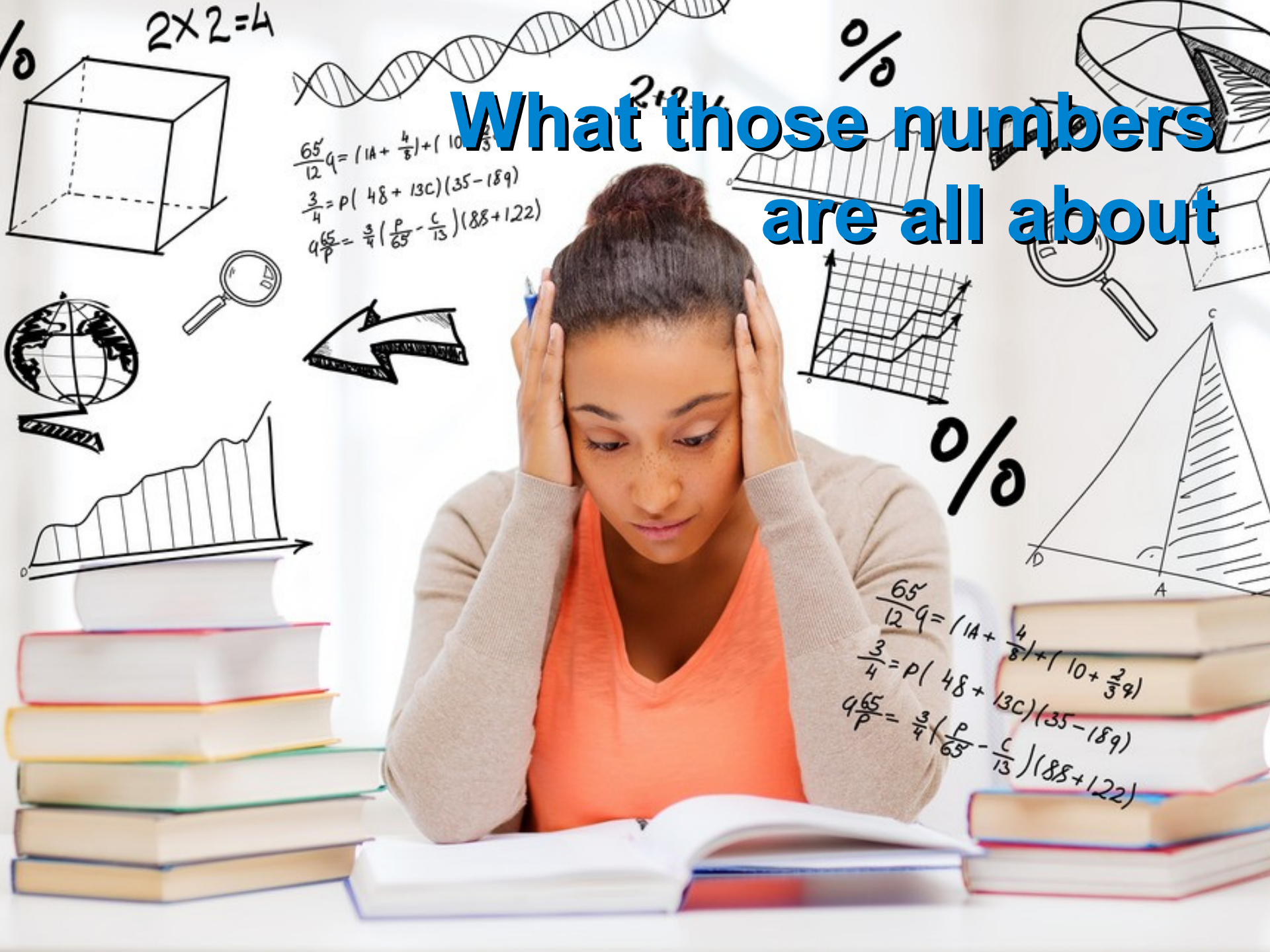


Why do you need a Web Analytics software at all?

- Nobody wants to talk to trees
 - you may want to know if there is any human being reading your blog...
- Who reads my blog?
 - Only my friends from Facebook?
 - Only me & Grandma?
 - Or am I an Internet Superstar?
- Analytics helps you to know where you are in the blogosphere, what is your value on the web
- All you need is to know...



**What those numbers
are all about**



Default screen in Google Analytics



Some interesting data in Analytics (1)

- Mobile > Overview
 - Tells you which devices you have to optimize your blog for
- Mobile > Devices
 - If most of your users have expensive mobiles, it tells you something about the wealth your audience
- Acquisition > Overview
 - Tells you whether the majority of your audience come from Google or from Facebook
- Acquisition > Referrals
 - You have some of your banners on other blogs? You can check how many people are clicking on it here

Some interesting data in Analytics (2)

- Acquisition > Social > Overview
 - How popular is my site on social networks?
- Behavior > Site Content > All pages
 - Tells you which articles on your blog are the most popular
 - Can be a hint: what kind of information should you write about in the future
- Behavior > Site Speed > Overview
 - Your rankings in Google depend on your site's speed
 - Faster websites give better user experience
- “But I still don't know...”





🔍 www.

Search

**What are people
looking for when they
bump into my blog?**

What keywords are your visitors searching for?

- You can find this information in Webmaster Tools, another web app by Google
 - We'll check now only the site traffic related parts of WMT
- Search Traffic > Search Queries
 - Tells you which ones are your most successful keywords
- Search Traffic > Links to Your Site
 - Tells you who links to you and which page of your site
- Google Index > Index status
 - Shows how many pages are indexed in Google. If you post new articles regularly it should be a growing number



How to integrate all these with WordPress?



Integration with WordPress

- Analytics Tracking code
 - To acquire one, you must register first at analytics.google.com
- WordPress plugin
 - No, don't add the analytics code directly to your theme files – it will be removed if you want to change the theme
 - Plugins will upgrade the tracking code to the newest version
- Plugins know where to place the code for best performance
 - Google Analytics for WordPress by Yoast
 - WP Google Analytics



References

- Google Analytics
 - <http://www.google.com/analytics/>
- Google Webmaster Tools
 - <http://www.google.com/webmasters>
- Google Analytics for WordPress by Yoast
 - <https://wordpress.org/plugins/google-analytics-for-wordpress/>
- And if you'd like to know more about what brought that megaphone into the forest :)
 - http://motherboard.vice.com/en_ca/blog/there-is-a-megaphone-dictating-bummer-tweets-to-a-forest-in-washington



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