

Google Analytics and Wordpress

Google Analytics Tracking Script

- Usually you would have to copy/paste a script into the <head> area of your HTML code on every page
- The basic Google Analytics tracking script looks something like this:

```
<script type="text/javascript">  
  var _gaq = _gaq || [];  
  _gaq.push(['_setAccount', 'UA-17701255-1']);  
  _gaq.push(['_trackPageview']);  
  (function() {  
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;  
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';  
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);  
  })();  
</script>
```

Google Analytics with Wordpress

- In Wordpress the Google Analytics tracking script can be added to the website in a two ways:
 - manually adding the code to the header.php file of the current theme (if you change the theme, you'll have to make sure to add the code to the new theme)
 - using a Wordpress plugin to dynamically add the code (theme-independent, less chance of accidental removal of tracking code)

Yoast Google Analytics For Wordpress

- The Yoast GA plugin can automatically add event tracking code to all outbound URLs or PDF download links, for example:

This...

```
<a href="http://orionweb.net/">Milwaukee SEO</a>
```

...would become this:

```
<a href="http://orionweb.net/"  
onclick="javascript:_gaq.push(['_trackEvent','outbound','orionweb.net']);">Milwaukee SEO</a>
```

- This extra code tracks visitor data in your Google Analytics profile, which can be useful for finding out which links are most popular

Yoast Google Analytics For Wordpress

Video Introduction: <http://blip.tv/file/4049185>

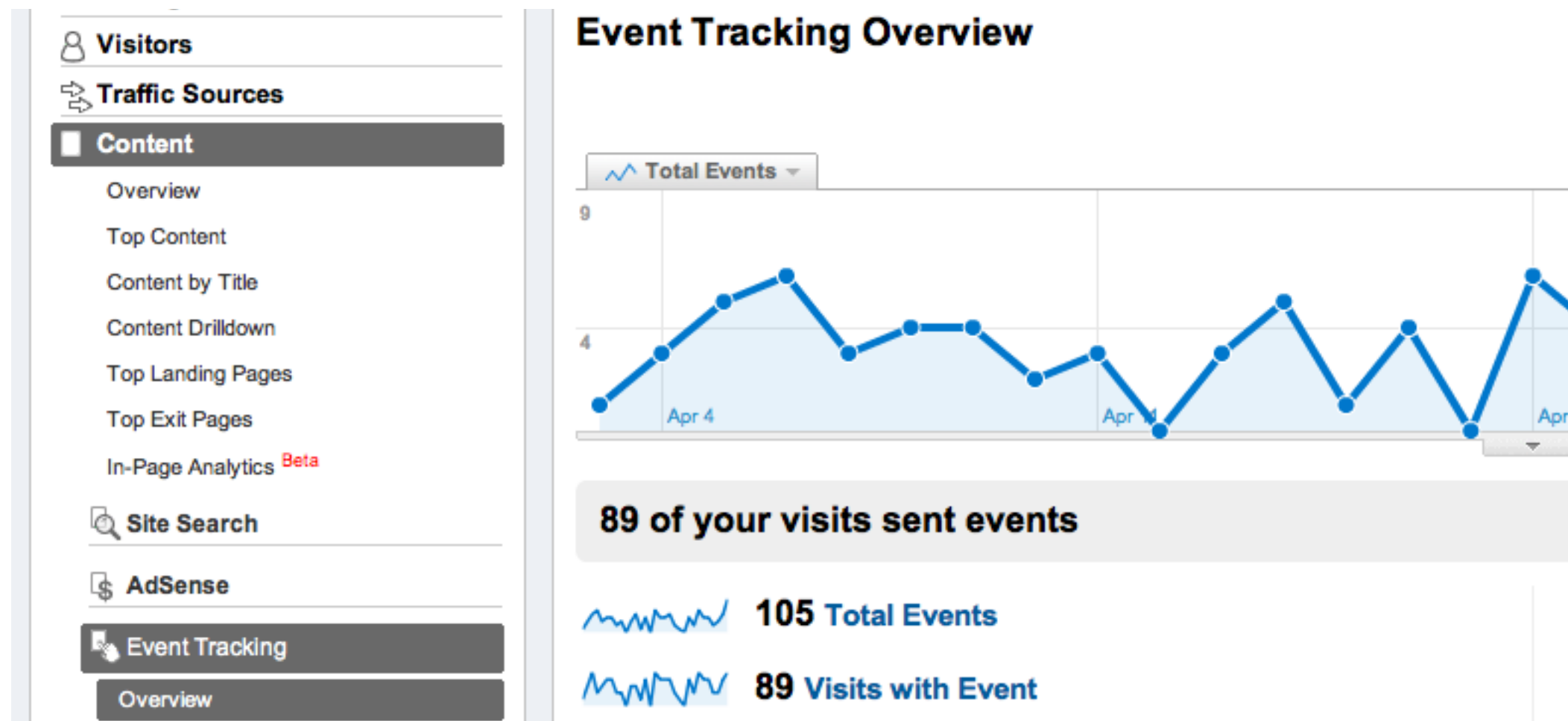
Google Analytics for WordPress Introduction



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Google Analytics Event Tracking

- Event tracking data can be accessed from the left menu of Google Analytics: *Content > Event Tracking*



Google Analytics Event Tracking

- View the category of the event being tracked

219 total events were recorded via 5 event categories

Events		Site Usage		Views:		
Total Events 219 % of Site Total: 104.29%		Unique Events 166 % of Site Total: 103.11%		Event Value 0 % of Site Total: 0.00%		Avg. Value 0.00 Site Avg: 0.00 (0.00%)
	Event Category	Total Events ↓		Unique Events	Event Value	Avg. Value
1.	outbound-article	137		117	0	0.00
2.	Download	51		22	0	0.00
3.	External	28		25	0	0.00
4.	outbound-blogroll	2		1	0	0.00
5.	outbound-widget	1		1	0	0.00

Google Analytics Event Tracking

- View the actual URL visitors clicked on (for example, a PDF or external link)

79 total events were recorded via 43 event labels

Events		Site Usage
Total Events 79 % of Site Total: 36.07%		Unique Events 73 % of Site Total: 43.98%
Event Value 0 % of Site Total:		
	Event Label	Total Events ↓
1.	/2010-ad-scans/walmart-2010-ad-scan.pdf	7
2.	http://offord.me/best-buy	5
3.	/2010-ad-scans/best-buy-2010-ad-scan.pdf	4
4.	/2010-ad-scans/sears-2010-ad-scan.pdf	4
5.	http://offord.me/target	4

Google Analytics Advanced Segments

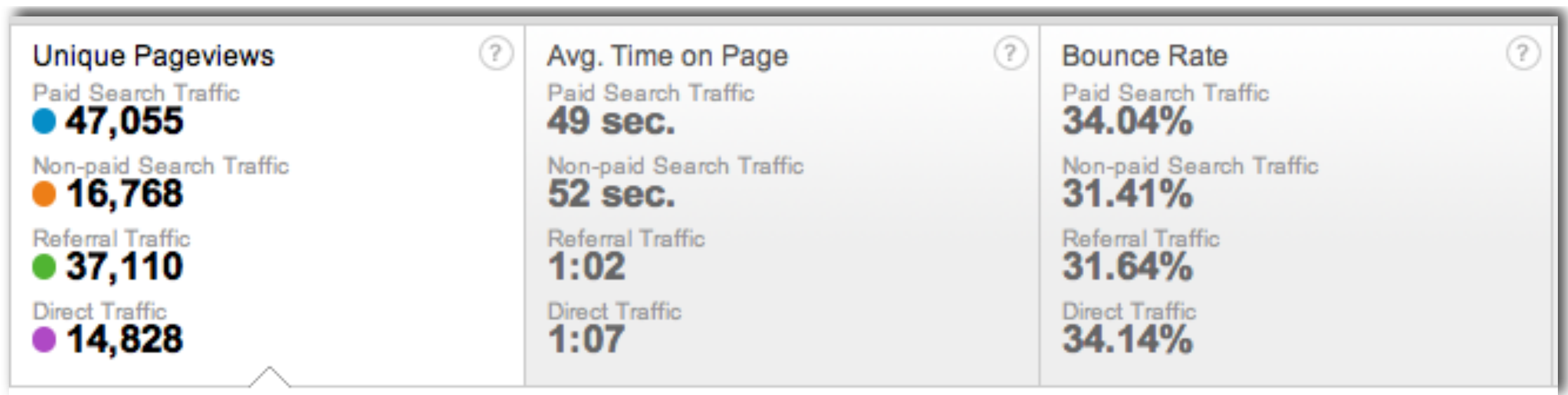
- In the new version of Google Analytics that has recently released, you can more easily see exactly where your traffic is coming from

The image shows a screenshot of the Google Analytics 'Advanced Segments' interface. On the left, a panel titled 'ADVANCED SEGMENTS' and 'EXPORT' contains the instruction 'Select up to four segments by which to filter your report'. Under 'Default Segments', several options are listed with checkboxes: 'Returning Visitors' (unchecked), 'Paid Search Traffic' (checked), 'Non-paid Search Traffic' (checked), 'Search Traffic' (unchecked), 'Direct Traffic' (checked), 'Referral Traffic' (checked), and 'Visits with Conversions' (unchecked). The selected segments are highlighted in orange. On the right, a 'Visitors Overview' panel displays a list of traffic sources with corresponding pie charts and percentages of total visits. Each entry includes a close button (X).

Traffic Source	Percentage of total visits
Paid Search Traffic	0.09%
Non-paid Search Traffic	76.88%
Referral Traffic	12.47%
Direct Traffic	9.70%

Google Analytics Advanced Segments

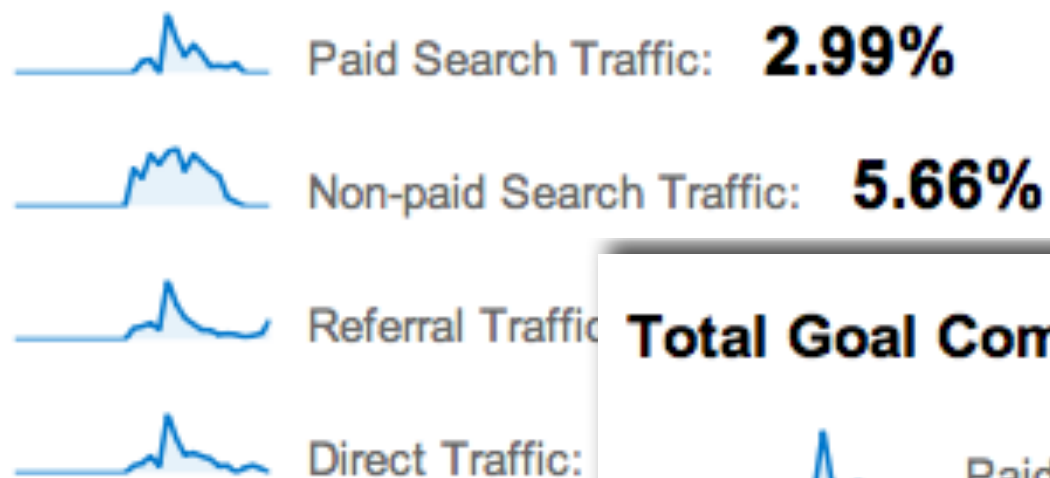
- When viewing advanced segments, you can determine your best and worst performing traffic sources and learn how they interact with your website



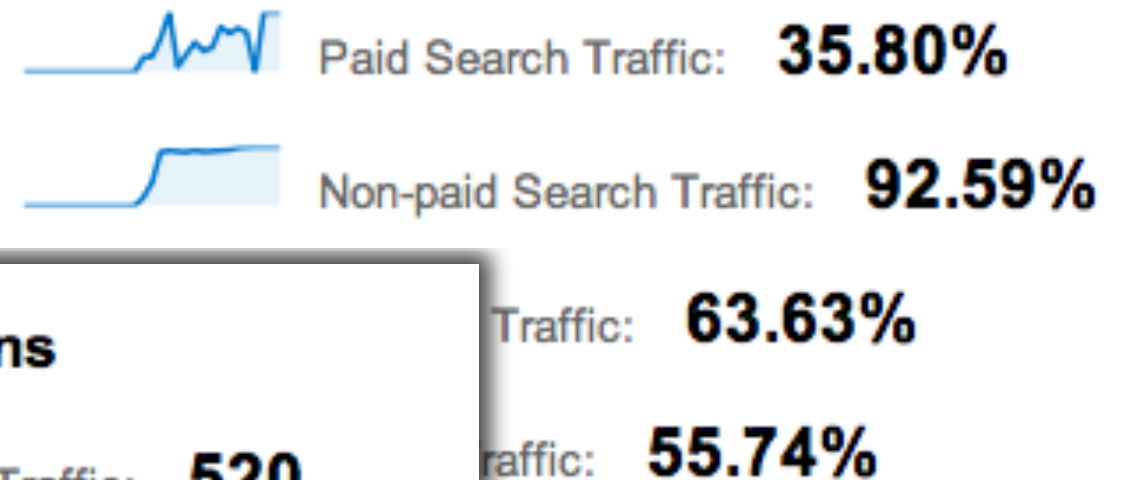
Google Analytics Advanced Segments

- If you've set up goal tracking in Google Analytics, with Advanced segments, you can determine your best conversion sources

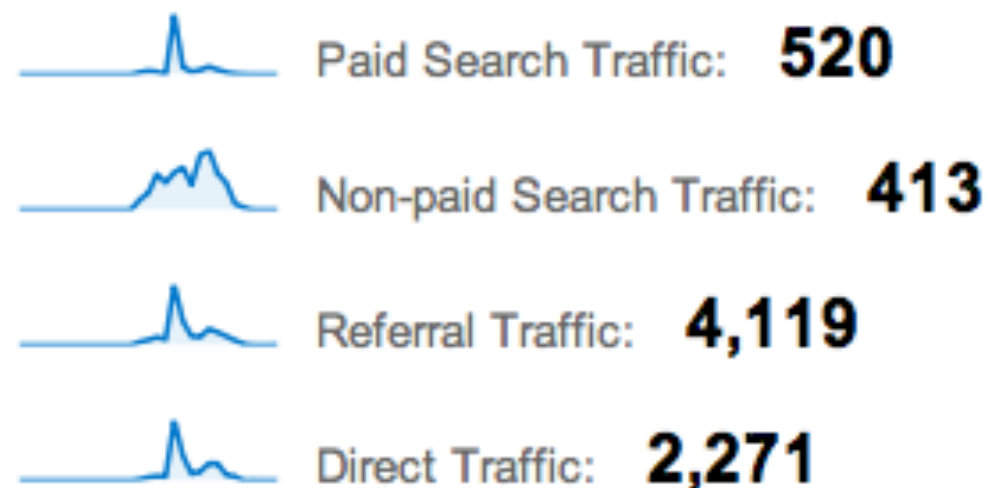
Goal Conversion Rate



Total Abandonment Rate



Total Goal Completions



Thank You