## Bonus Resource: Google Analytics

**Google Analytics** is a tool that tracks and reports website traffic, via a tracking code installed on the backend of your website.

### How to Create a Google Analytics Account:
1. While logged into your Google account, go to http://www.google.com/analytics/
2. Click "Start for Free"
3. **Set up a property in your Analytics account.** A property represents your website and is the collection point in Analytics for the data from your site.
4. **Set up a reporting view in your property.** Views let you create filtered perspectives of your data; for example, all data except your company's internal IP addresses.
5. Follow the instructions to **add the tracking code to your website** so you can collect data in your Analytics property.
   a. Install the tracking code on every page of your website, OR in the **global header** of your website, just before the closing </head> tag.

### Data:
- **Users:** the number of new and returning people who visit your site during a set period of time.
- **Sessions:** *a group of interactions one user takes within a given time frame on your website.* Google Analytics defaults that time frame to 30 minutes. Meaning whatever a user does on your website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.
- **Session Duration:** the amount of time a single user spent clicking around your website, before either leaving or until they took no action for 30 minutes.
- **Bounce Rate:** the percentage of single-page visits (or web sessions). It is the percentage of visits in which a person leaves your website from the landing page without browsing any further. You want to aim for a **low percentage**.
  - 26-40% = excellent
  - 41-55% = average
  - 56-70% = higher than avg., but may not be cause for alarm depending on the website.

### Audience Tab > Demographics:
- Shows you a breakdown of the age and gender of your website visitors
- Interests - what market segments your audience falls into (i.e., Media & Entertainment/Movie Lovers, Shoppers/Value Shoppers, Travel/Travel Buffs)
- Where they are located
- What devices they are using (mobile, desktop, tablet)

**Acquisition Tab > All Traffic:**

- Shows you an overview of what sources your traffic is coming from (direct, social, organic search, referral)

**Behavior > Site Content:**

- Shows you which pages are visited the most on your website