



MAKING SENSE OF TRAFFIC STATS

How To Use All That Data

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INTRODUCTION:

By now you should know how to get traffic to your site. Your next step is to discover where that traffic is coming from and how to use it to your advantage. This step is really important and unfortunately one that is often overlooked by many marketers.

Really it makes sense to know where your traffic is coming from and then ramping this up to get even more traffic to your site. Your goal is to find out exactly what traffic methods are generating results and improving them.

This short report will go over some of the easiest methods of tracking your stats and end with a quick overview of some of the most common traffic generation methods today. These are the methods that you should be implementing yourself!

GOOGLE ANALYTICS

Installing on Your Website

The main reason why you want to install Google Analytics on your website is so you can see just where your traffic is coming from. Google Analytics has the ability to generate over 80 different reports about your site and this information can be invaluable to you.

Basically you have two choices when it comes to installing Google Analytics on your site. You can use the Google analytic plugin or you can install a snippet of code into your website, this usually goes into the header of your site. Please note that this will vary depending upon which theme you are using for your blog. Many themes have a specific section where you simply install your code, making this process simple.

Once you have this installed on your website I would suggest that you let it run for a month before looking at any of the stats. This way you will have a solid starting place to base your results on.

Your Dashboard

When you first log into your account you will be shown your dashboard. This is where all your sites will be listed that have Google Analytics installed.

To find your traffic stats simply click on the View Report button and this takes you into the dashboard area for that particular URL.

Your dashboard can be customized if you wish so you only have certain modules showing. All you do is hit the little X mark in the corner. By default the modules which show are:

Map Overlay Site

Usage Visitors

Overview

Traffic Sources Overview

Content Overview

Now some of this information can become overwhelming so I will show you the basic modules which I use to track my traffic stats. You can always look into the more advanced techniques at a later date.

If you look at the left hand side of your dashboard you will see a feature called custom reporting. This is a handy option which I will show you how to use a bit later on in this report.

Basics

To keep things simple I will explain some of the basic terms so you can understand how they are applied to your website.

Site Usage Module

Page Views: This shows you the number of pages visited by a person on your site.

Page Visits: This shows you how many computers have visited your sites. It is different to a page view. My suggestion is for you to look at the Page View number as this is more reliable.

Pages Per Visit: This is the number of pages each person visited while on your site.

Bounce Rate: This number tells you the number of people that are looking at one page on your site and then leaving. Your goal here is to have a low number. If your numbers are high you may want to take a look at your landing page and test different versions.

New Visits: Is the number of new people visiting your site for the first time.

Visitors Overview

This section has some great information and one thing to look at is to see which browsers people are using to find your site. A good tip here is to check each browser type to see how your site displays in each and make adjustments if necessary.

There is even a section where you can see what screen resolutions, sizes and colors people are using as well. This section can tell you if people are using a PC, Mac, Iphone or I pad to visit your site.

Map Overlay

If you click on the map overlay section you will see what countries your visitors are coming from. The visitor loyalty feature will show you how many people are returning to your site. This is great if you have a product or store type of site where your goal is to have people returning to purchase your products.

The length of visit feature provides you with information on how long each visitor stays. Again this can be very helpful in showing you where your site might benefit from an improvement.

The depth of visit shows you how many pages were clicked during that persons visit. It lists all the visits from 1 to 20 page views.

Traffic Sources

This is where Google Analytics gets really interesting. The set of reports in this section will show you where you are getting your traffic from.

Direct Traffic: This simply means the traffic that you receive when people type your URL into their browser.

Search Engine Traffic: This comes directly from any of the major search engines, Google, Bing, yahoo or any of the other search engines out there.

Referring Sites: These are the sites that are sending you referrals. They are sites where you have your link placed. This provides you with some interesting information and you can see just which site referred you. You can see which of your promotion methods are working the best. If the referring links are from forums then you know that the time you are spending there is paying off.

When you click on the All Traffic Sources you will see Google Organic traffic. This is traffic that has found your site by typing in a keyword word or phrase and your site showed up in the results.

Keywords

This is an important section and one that you want to take a little time to look at. This section shows you what people are typing into their search bars to find your site. These may or may not be keywords that you are targeting! Take note of them and make use of this information.

The other crucial information on this page includes the number of pages the person visits and how long they stay on your site. This section also shows you your bounce rate. If this rate is low then you can deduce that the visitor has found what they are looking for. If it is high then they did not.

You can either work on creating additional content or products within this category. Make sure your information is specific to the keyword. These numbers can provide you with insight especially if you are not converting visitors to buyers. Look at what you are selling and see if you can make any improvements to it.

If you see keywords that you are not targeting you can simply create a new page or post based on these additional keywords.

Content Overview

Inside this module you want to click on the top content link. This will show you exactly what posts and pages your visitors are looking at the most. Look towards the right and you will see a column listed Exit. This tells you the percentage of people who are leaving your site from that page.

The top landing pages will tell you which posts or pages the visitor arrives on. While the top exit pages shows the page that they leave from. You can compare the two and this will tell you if your visitor is leaving from the same page or not.

To really understand where your visitors are arriving and leaving from click on the Navigation Summary to read the stats there. There is a section that says *This Page Was Viewed...* And underneath here there is a drop down box where you can look at any particular page on your site.

The information that shows up here can tell you what pages your visitors went to exactly. This way you can see just what they are looking at. Go back to the drop down box under Navigation Summary and choose the Entrance Keyword option. This will show you exactly what keywords were used to find that page or post. Can you see how useful this information can be to you?

USING THIS IMPORTANT INFORMATION CORRECTLY

Now that you have an understanding of where your traffic is coming from you want to make use of your stats. There are a number of ways in which you can do this.

1. If blogs are mentioning your name then leave comments on that particular blog.
2. Contact the blog owner personally and thank them for the traffic that they have been sending you.
3. Write a guest post for this blog and be certain not to publish this article anywhere else.
4. Tweet about the posts and the blogs that are mentioning you. One good idea is to just tweet a list of great people to follow!
5. If people are taking your articles from a directory and publishing them on their sites, thank them for doing so.

Keyword Stats

Take a look at your top keyword and keyword phrases and see how much traffic they are bringing you. Check the content on your site and ensure that you have one post or page targeting each of these top keywords. If not create a new one!

If you do this each month you will never run out of topics to write about on your blog. Instant blog topics!

Look to see what posts or pages your keywords are bringing the visitor to. If this happens to be an old post then try updating it and adding new content. If you see from your stats that you are getting returning visitors to these pages there are two reasons for this.

1. They are not finding what they are looking for or
2. They like the information that you gave them and are back looking for more

An additional thing that you can do with this keyword info is to create a new report or give away. You can either use it as a freebie or sell it cheaply to generate some income. Inside this report you will have links back to your main site.

Another idea is to make a video using these keywords and promote it on various sites.

Note: Some keyword phrases may be odd and unrelated to your site. You should only be targeting the top 5 – 10 keywords each month. The ones that make no sense you can either ignore or create a post around them. You could do this as an experiment to see if your traffic to these keywords increases the following month. This last idea is good if that particular keyword is generating tons of traffic to your site.

STAT PRESS

The next method of checking your website traffic is by using a plugin called StatPress. Once you have the plugin installed you will see a panel labeled Stat Press that appears on your dashboard. Here you will see all the options you have for using this feature.

- StatPress
- Details
- Spy
- Search
- Options
- User Agents
- StatPress Update

When you first open Stat Press you will land on an overview page. At the top you will see your stats for visitors, page views, spiders and feeds. Scrolling down the page you will see where your last hits come from and the search terms that brought the visitor to your site. Under this section are the last referrals.

All of this information gives you a quick overview of where your traffic is coming from. You can easily tell if your Facebook, Twitter or Forum commenting is working.

At the bottom of this page is a list of the spiders which have visited your site. Make a note of the dates here. Your goal is to have the spiders coming

everyday to your site. The easiest way to achieve this is by adding new content on a regular basis.

In the dashboard panel click on the details button for Stat Press and this takes you to a new page. At the top of the page you will see the dates that you have received the most traffic. This is an important feature here. If you run any special offers or do a lot of promoting then make a note of the date. You can then come back into this section and see if your traffic increased.

The next section on this page tells you what operating system the visitor was using and which browser. Take a look at your number for Iphones, blackberries and other mobile devices. If this number is high take steps to make sure your sites load correctly on these devices.

Further down the page you will see which search terms are being used. Very often this gives you an insight into what your visitor is looking for. If you see a term targeted for several times be certain that you create a post or even product for this.

For example if you have an Internet Marketing site and one of your search terms is list building. Create a product or link to a product on list building. Your stats are telling you this is what your visitors are looking for. So why not give them exactly what they want?

The information in Stat Press is very easy to understand and shows the statistics in real time from your last 10 visitors.

READING YOUR YOUTUBE STATS

Many people are not even aware that YouTube provides you with stats on your videos. This detail is often overlooked but once aware of this feature you have some extremely powerful information at your finger tips.

1. Log into your YouTube account
2. Click on Account settings
3. Next open the Insights tab

You will see a summary page which lists various stats for your videos. As you go through the various links in the sidebar the appropriate traffic stats will show up. You can look at:

- Views
- Discovery
- Demographics
- Community
- Subscribers

The view tab provides you with the number of views each video has had and where the views have come from.

The discovery tab shows you how people are finding your videos. This can be from embedded links from your or someone else's site, or directly from within YouTube. This tab equals your traffic sources tab in Google Analytics and provides you with helpful information. You can tell if your traffic is coming from Facebook, Twitter or a particular website.

The demographics tab gives you information on who is watching your videos. This section gives you the age of the viewer along with their gender.

The community tab will provide you with information on your ratings, sharings, comments and favorites. This shows how users are engaging with your videos, of course it can show nothing which means you need to become more social on YouTube! The comments section is great as it incorporates a word cloud of what words people are using to comment on your videos.

The subscribers tab will keep a record of who is subscribing to your channel and when. It will also provide you with details if people are unsubscribing as well.

Reports

You have the option to create reports from your YouTube account. Simply scroll down to the bottom of the page in the Insights tab and you will see the option to download a report in various formats.

You can specify a date range at the top of the page and you can select a certain area if you wish. Click on the drop down tab under views and select Regional Popularity. This will give you a detailed report of which country your videos are popular in.

These reports can be saved and then compared to newer reports at a later time. This is handy if you are doing a video marketing campaign and you wish to compare results.

Checking Out Your Competition

One great way to look at what your competition is doing on YouTube is by looking at the stats on their videos. This can be done by clicking on the Show Video Stats next to the number of views, below the video.

The data displayed shows you where their referrals are coming from and the age and gender of the viewers. It also shows how many views they have received from each referral. This is a great source of information and shows you places that you can visit and leave your feedback along with a video comment!

If you visit this person's channel page you can also see how active they are in YouTube. You can see the number of comments being made and how many friends they have. If you are targeting the same niche then this sets a standard for you to reach.

You can use this information to find friends and other videos that you can comment on. Remember this will help to drive additional traffic back to your site.

How to Use this Information

Your number one job should be to create more videos based on your traffic stats. With the information that you have collected you can really 'talk' to the appropriate audience in your video. You would talk to the 18 -24 year old age group differently than the over 50 age group. By connecting with your viewer you have the ability to extract a result from them, namely to visit your website or to at least leave a comment on your video.

Important Note: It is a good idea to have backups of your YouTube videos. Remember this is a free site and you could lose your videos. This normally happens if you violate their terms and conditions. Which is why you should read them regularly, the terms are liable to change and you don't want to wake up one morning and your account is gone.

There is an easy way to backup your videos:

- Go into your YouTube account
- Click on My Videos
- Click on the dropdown box and you will find Download MP4

SOCIAL MARKETING

In this section I will give you some information on the top social sites to use and you will discover just who uses which sites the most.

The top three sites that you should be using to generate traffic to your site are:

- Face Book
- Twitter
- LinkedIn

Facebook:

As of 2011 there are over 500 million users on Facebook this equates to 1 in every 13 people in the world! Over half of these people are logging into their accounts each day. People love Facebook and make checking their account the first thing they do each morning. In fact 48% of users in the 18 – 34 age group check their accounts first thing each morning.

In the United States alone 72% of people connected to the internet have a Facebook account. Worldwide the numbers stand at 70% for Facebook users with numbers steadily increasing.

What does all this mean for your business? In one word **Traffic!**

This is why if you are not incorporating Facebook into your marketing plans you need to do so immediately.

There are many things that you can do on Facebook and one is to create a Fanpage which specifically targets your business. Then you can post articles, photos and videos all relating to your products or services.

Be sure that you don't over promote here. This is the perfect time to give away something for free. A report or an ebook even a mini course. Just be sure to embed your links into the material and this in turn will become a traffic and money source for you.

You can use your Facebook account to chat to your friends providing they are logged into their account. You can send them private messages if you wish and you can become friends with people.

By accepting friend requests you have a method of advertising your business which again must be done in a professional manner. If your business offers services you could offer promotional coupons and discounts. You can even post videos or examples of your work. All it takes is one person to **Like** your material and then they start spreading your links to their friends and then you could end up with an explosive chain reaction.

The possibilities are there for using Facebook to enhance your business so take full advantage by setting up your account today.

Twitter

In 2010 Twitter had approximately 106 million users. The 26 – 34 old age group had the highest number of users with a higher percentage of women versus men. Sixty percent of users were located outside of the U.S and 27% of users logged in every day. Of those that did 52% would actually update their status each day.

The idea of Twitter is that it is a way to send short messages to people. Currently your message can be no more than 140 characters. Twitter users are currently sending 55 million Tweets per day!

Creating an account at Twitter is easy and once you are registered you simply head over to your profile and fill it out. In this area you can leave a short description about what you do and leave your URL. Complete your profile by uploading a photo and you are ready to start tweeting.

All you have to do is tweet a short message that relates to your business and your website. It doesn't hurt to put in some personal things about what you are doing without any links either.

Good examples would be:

In the middle of writing a new and exciting blog post

Creating a special offer for my website

Off to take a break and spend some quality time with my family

Just post once or twice a day and you will start to get followers. You want to follow people back as this helps your reputation and gives you more exposure. When you see a good Tweet then you can re-tweet the message. By doing things like this other marketers will do the same for you and this can help increase your traffic.

Twitter is now being used by just about everyone from politicians and movie stars to large corporations. With Twitter being so easy to access with a mobile device it is a quick and easy method of communication for everyone.

LinkedIn

LinkedIn is just starting to be seen as a site that is important to use in your marketing efforts. The site was primarily created for businesses as a way to make connections with each other. In fact there are more male users on LinkedIn than female!

LinkedIn has 101 million users worldwide, with 58.9% being male and 41.1% being female. The ages of the majority of users are from 25 – 54. Most of the users are located in North America with Europe and Asia following. The third highest country for users is India which to some is a big surprise. The high tech industry has the largest amount of users followed by the finance sector.

An interesting statistic is that out of the 100 Fortune Companies 69 have a presence on LinkedIn. This really emphasizes the number of businesses using this site to build and market their business and services.

Once you have created your account with LinkedIn you can add your resume and your education. You can then search for people who you previously went to college with or worked with and connect with them. This allows you to let them know what you are up to and tap into their resources.

One great thing about LinkedIn is that they have groups which you can join. This can be a good way to network with people and eventually a traffic generation method. Join groups that are appropriate to your business and get to know them. Then you will have the ability to offer your services or products to them. This will go over much better if you take the time to build up a relationship with them first.

USING PROVEN CONTENT TO PULL IN ADDITIONAL TRAFFIC

By now you should have a good understanding of where you are getting your traffic from. You can read your stats and understand the importance of implementing this information to create more traffic.

One good way of increasing your traffic is using your content in a different way. Remember you now have visitors so your aim is to provide them with targeted information. Info that they can't wait to get their hands on!

So your job is to create different content sources which they can use in their business. One method that is becoming very popular is delivering courses and/or tutorials via the internet.

All you need do is take content that you already own and turn it into a mini course. You can then offer this to your subscribers and visitors to your site. The easiest way to set up delivery of a mini course is by creating pages on your blog. Simply create one page for each content piece you are going to deliver. Then simply exclude that page from publication and deliver to your members weekly or monthly.

To make this work effectively you should use an Autoresponder account such as Aweber or Mailchimp. Then you can drip feed the content as necessary. If you want to get more advanced you can set up a wordpress membership site or purchase a membership software package.

Other ideas to make this work are to offer the first chapter for a really small price, say even \$1 or \$2. If people have to pay for something they are more likely to actually read what they have just bought. This can often work better than giving something away for free.

Your other option is to create the course and sell it as a complete package!

Here are some additional ideas and niches that you can create courses for:

Schools – offer internet safety, grammar course, job finding, and creating resumes

Offline Business – how to get your company onto Facebook, Twitter etc

How To – this market is huge and you can offer how to courses on writing, learning graphics, photography, car repairs, dog training, all types of hobbies and crafts. The list here is pretty endless.

The finance and credit fields are huge and you could produce a course based upon how to find the best mortgage. How to repair your credit and how to apply for a bank loan are all great topics for courses.

When you create any type of course you want to leave links back to your site. Here you should offer additional information and possibly more advanced resources. This is how you will generate more traffic back to your site.

Creating a course can easily be done by using slides such as a PowerPoint presentation. In addition you can include a pdf report and even step by step examples. As a bonus include templates of letters and forms so that they can easily be printed and filled out. You can even create homework files for your students.

CONCLUSION:

Hopefully you have found this short report useful. You now have a better understanding of how your traffic finds your site. But more importantly you have learnt the basic steps of taking this traffic and converting it into more traffic and sales.

It never hurts to think outside the box and come up with new ways of delivering content and services to your clients.

Your biggest hurdle now is to keep taking action, even if you are not seeing immediate results. Just keep doing the traffic building steps which you have learnt from this report. When you check your Google Analytics next month you just might be in for a huge surprise!

Good Luck with your business.