Google Analytics and Wordpress

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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

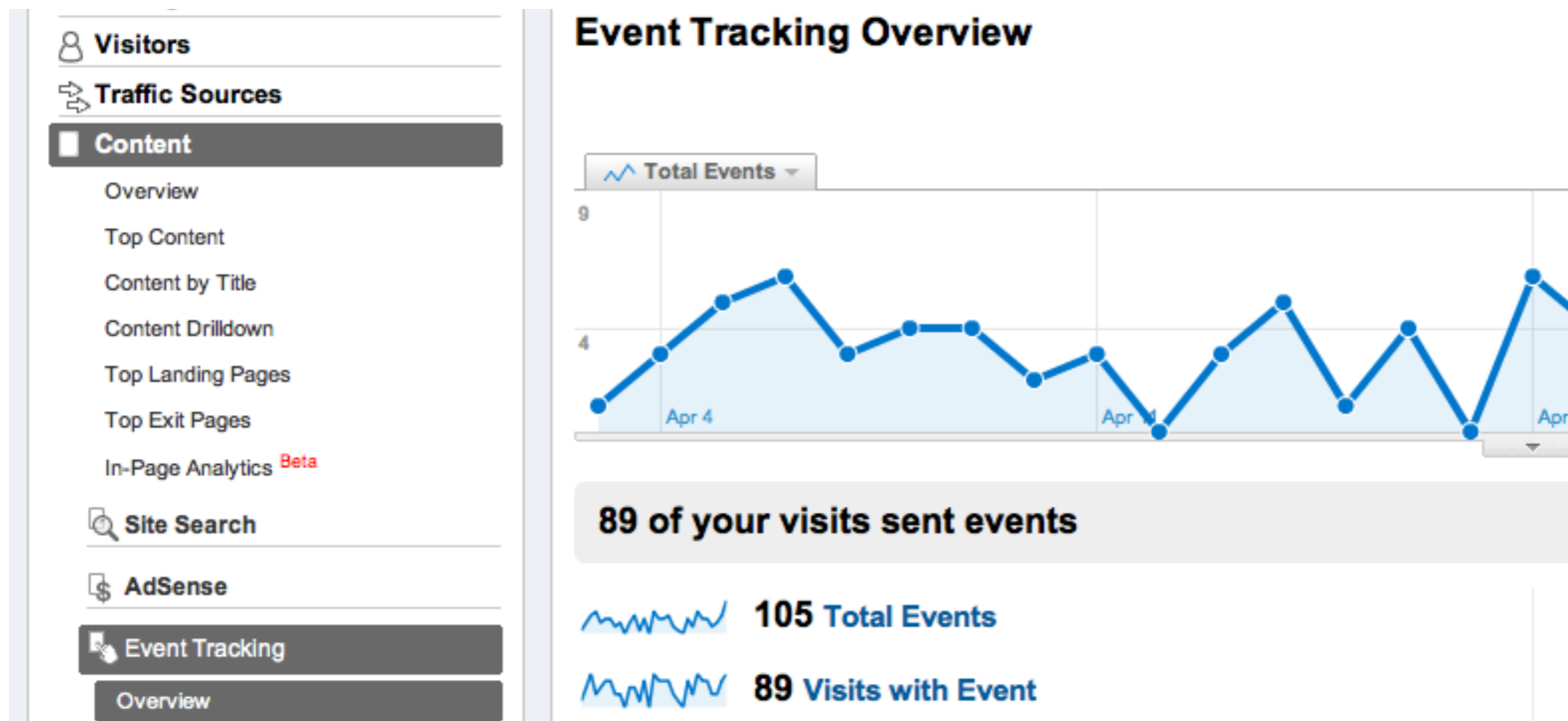# Yoast Google Analytics For Wordpress

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

Google Analytics 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 (?)	Unique Events (?)	Event Value (?)	Avg. Value (?)
219	**166**	**0**	**0.00**
% of Site Total: **104.29%**	% of Site Total: **103.11%**	% of Site Total: **0.00%**	Site Avg: **0.00 (0.00%)**

	Event Category	None	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		Unique Events		Event Value
79	?	**73**	?	**0**
% of Site Total: **36.07%**		% of Site Total: **43.98%**		% of Site Total:

	Event Label	None ⌄	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

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

Unique Pageviews	?	Avg. Time on Page	?	Bounce Rate	?
Paid Search Traffic		Paid Search Traffic		Paid Search Traffic	
● 47,055		49 sec.		34.04%	
Non-paid Search Traffic		Non-paid Search Traffic		Non-paid Search Traffic	
● 16,768		52 sec.		31.41%	
Referral Traffic		Referral Traffic		Referral Traffic	
● 37,110		1:02		31.64%	
Direct Traffic		Direct Traffic		Direct Traffic	
● 14,828		1:07		34.14%	
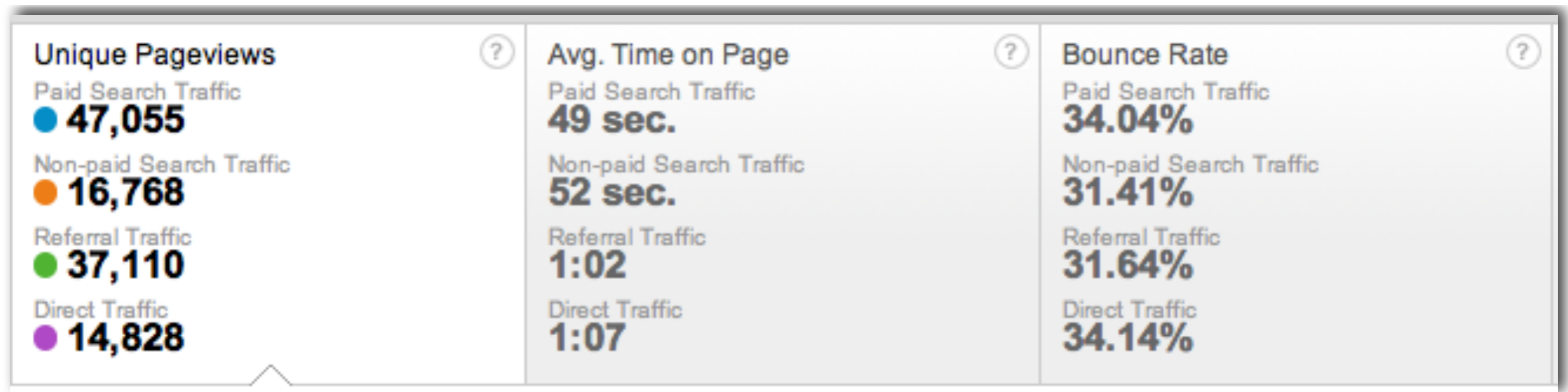
Google Analytics Advanced Segments

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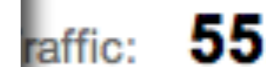
Thank You

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