



如何運用Google Analytics瞭解社群、策劃更有效的網上宣傳

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Why Google Analytics?

- Know your audience
 - It helps you analyze visitor traffic and paint a complete picture of your audience and their needs.
- Trace the customer path
 - It helps you track the routes people take to reach you, and the devices they use to get there.
- See what they're up to
 - Tools like In-Page Analytics, lets you make a visual assessment of how visitors interact with your pages.

Who can use Analytics?

- Executives can learn:
 - Which marketing initiatives are most effective
 - Accurate website traffic patterns/trends
 - Which customer and customer segments are most valuable
- Marketing Professionals can learn:
 - Where visitors come from and what do they do on the site
 - How can the website convert more visitors into customers
 - Which keywords resonate with prospects and lead to conversions
 - Which online ad or creative is the most effective
- Content & Developers can learn:
 - Where people leave the site
 - Which pages retain visitors the longest
 - What search terms people use to find the site

3 Metrics Google Analytics Beginners Should Watch

- Audience Overview
 - Visits
 - Unique visitors
 - Pages per visit
 - Average time on site
 - Bounce rate
- All Traffic
- Behavior Overview
 - Site content → Landing page



Workshop I: Create your own website

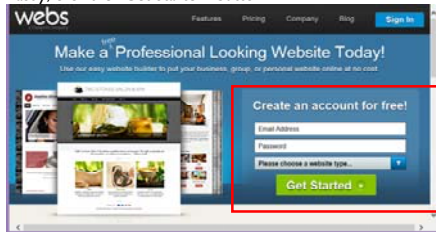
The Webs.com

- Webs.com (<http://www.webs.com>) is one of the most popular free web hosting service provider. It provides you a lot of dynamic web features such as membership system, events, e-shops etc.
- Just a few clicks and your will get a very professional website.



Step 1: Sign Up a new account

- To register an account, enter your email address and a login password in the website.
- Then select the drop-down to choose the business type of your website.
- Lastly, click the "Get Started" button



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Step 2: Provide More Details of your Website

- Type the name of your website (such as the company name) in the Site Title
- Choose the Site Category also to state the business type the website belongs to

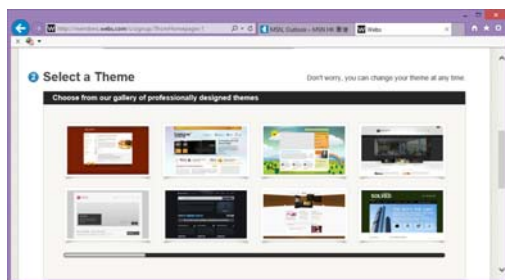
1 Set up your account

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Step 2: Provide More Details of your Website (Con't)

- Select a theme for your website



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Step 2: Provide More Details of your Website (Con't)

- Choose pages that you want to have in your website

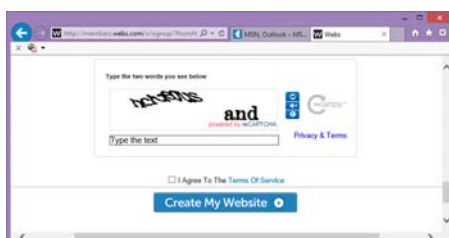


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Step 2: Provide More Details of your Website (Con't)

- Enter the Capcha for verification
- Then, check the box to agree the terms of service
- Lastly, click the button "Create My Website"

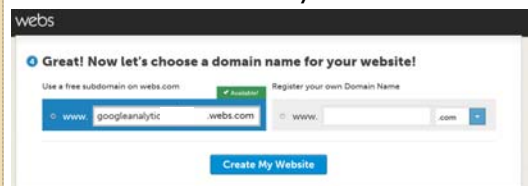


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Step 3: Choose a domain name for your website

- Type a domain name for your website.
- Then click "Create My Website" button



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Webs Site Builder Tools

- After registration, you will be directed to the site builder tool
- In here you can add contents to your pages such as text, images, video or other elements
- After editing your pages, remember to click the “Publish” button



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Workshop 2: Make use of the Build-in Web Statistics Tool

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- You can activate the web statistics tool which helps you to monitor the traffic to your website



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Step 1: Enable the Website Stats

- First click the “Panel” button on the top right of the page to go to the control panel
- Scroll down to the Marketing & Site Promotion Section and then click WEBSITE STATISTICS

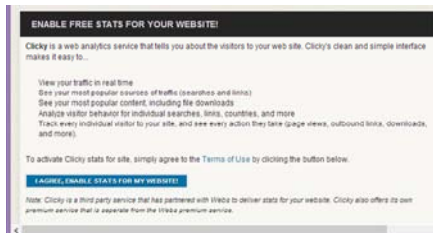


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Step 2: Enable the Website Stats

- Click “I agree, enable stats for my website”

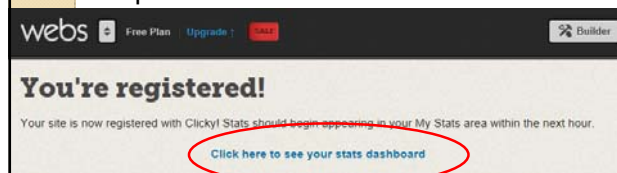


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Step 2: Enable the Website Stats

- Click the link to go to the stats dashboard
- You can always go to the dashboard by choosing “Web Statistics” in the control panel



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The Web Stats Dashboard



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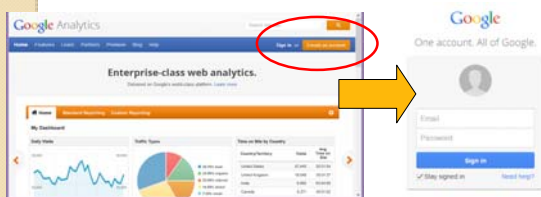
Workshop 3: Use Google Analytics on your website

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Step 1: Sign up for the Google Analytics Service

- Go to <http://analytics.google.com>
- Scroll down to the end of the page and click the language drop-down list if you want to change the language
- Click "Create an account" button
- Sign in using a Gmail account if you have one or create an account



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Step 1: Sign up for the Google Analytics Service (Con't)

- Click "Sign up" button

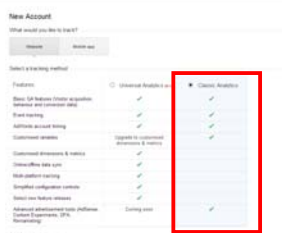


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Step 1: Sign up for the Google Analytics Service (Con't)

- Select Classic Analytics



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Step 1: Sign up for the Google Analytics Service (Con't)

- Give a title for your account this can be your organisation name
- Give a website name for the property, you can have more than one "property" within your organisation
- Each property tracks one website traffic
- Give the URL of the website, select the related industry category and time zone



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Step 1: Sign up for the Google Analytics Service (Con't)

- Choose the data sharing options



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Step 1: Sign up for the Google Analytics Service (Con't)

- Click "I Accept" button to agree the service agreement

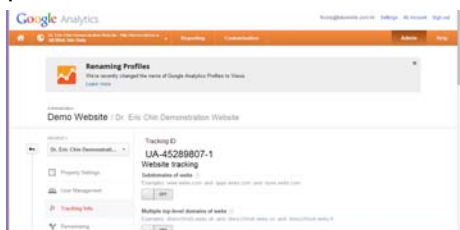


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Step 2: Get the Code of Tracking ID

- You will be directed to the Tracking Info page after finishing the registration process



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Step 2: Get the Code of Tracking ID (Con't)

- Scroll Down to the end of the page
- You will see a textbox containing the tracking code.
- You have to copy the code. To copy it, highlight all the code and then right-click the mouse and select copy

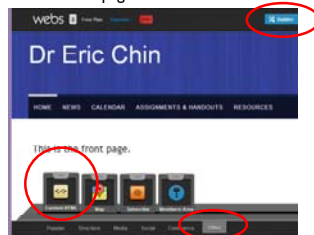


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Step 3: Add the Tracking code to your web

- Go back to the webs.com Builder page
- Select the page that you want to add code in
- From the toolbox at the bottom, choose "Other" category
- Drag the tool "Custom HTML" to the page



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Step 3: Add the Tracking code to your web (Con't)

- A HTML block will be shown on the page
- Double click on it



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Step 3: Add the Tracking code to your web (Con't)

- Right-click on any white space on the textbox and choose paste.
- Click "Save Changes" button to confirm the changes
- Click "Publish" button on the top right of the page to publish the updated page to the public.
- Repeat the steps to add code on the page that you want to track on. (Some special function pages in webs.com don't allow you to add custom HTML code)

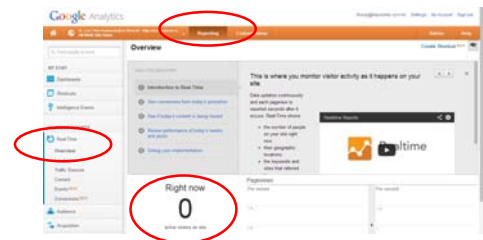


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Step 4: Check if the Google Analytic works

- Go back to Google Analytic Account, click the "Reporting" button
- Click on the option "Real Time" to expand the option
- Choose "Overview", you will see that there is no visitor right now



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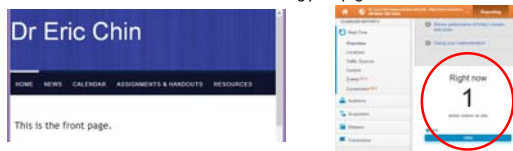
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Step 4: Check if the Google Analytic works

- Logout from the webs.com



- Launch internet browser and gain access to your website
- Refresh the Google Analytics page
- You will now see one visitor is browsing your page

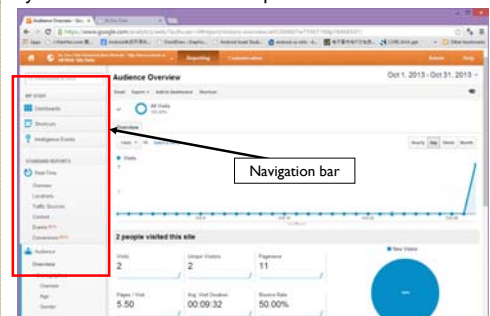


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The Reports

- The navigation bar on the left side of the screen is where you'll find links to all the reports

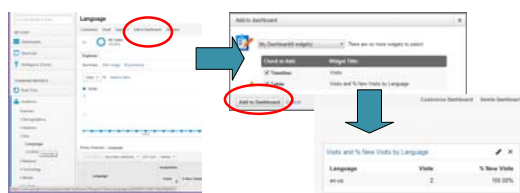


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Step 5: Customize the Dashboard

1. Navigate to the report that you want to include on the Dashboard
2. Once you've reached the report that you want to add to the Dashboard, click **Add to Dashboard**
3. The report is added to your Dashboard and a message is displayed on the current screen

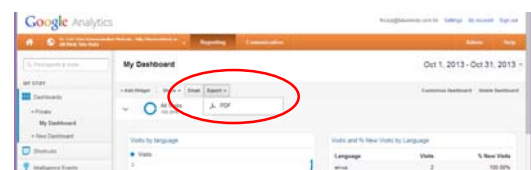


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Step 5: Export or Email reports

- Use the **Export** button to export any report or Dashboard to a file in PDF

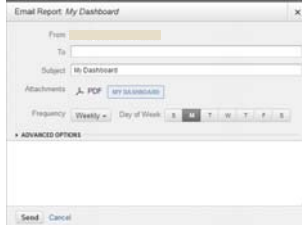


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Step 5: Export or Email reports (Con't)

- If you click **Email** button, you can send a report to an e-mail address as an attached file.



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- Google Analytics: The What, The Why, The How <http://www.youtube.com/watch?v=opwrGPKcfYw>
- Multi-Channel Funnels in Google Analytics <http://www.youtube.com/watch?v=Cz4yHOKE5j8>
- Google Analytics Premium <http://www.youtube.com/watch?v=XNIQ7xlXxq>

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