The most important **free** tools for any website owner

Google Webmaster Tools
& Google Analytics

An introduction to Google Analytics and Google Webmaster Tools

Google Webmaster Tools

Google Webmaster Tools provides you with detailed reports about your **pages' visibility on Google**. **Diagnose problems**, **discover your link and query traffic** and **share useful information** about your website with Google.

url: www.google.com/webmasters

Google Analytics

Google Analytics helps you **analyse visitor traffic** and paint a **complete picture of your websites audience and their needs**. This data enables you to make informed decisions about where to focus your energy on website improvements.

url: www.google.com/analytics

www.google.com/webmasters

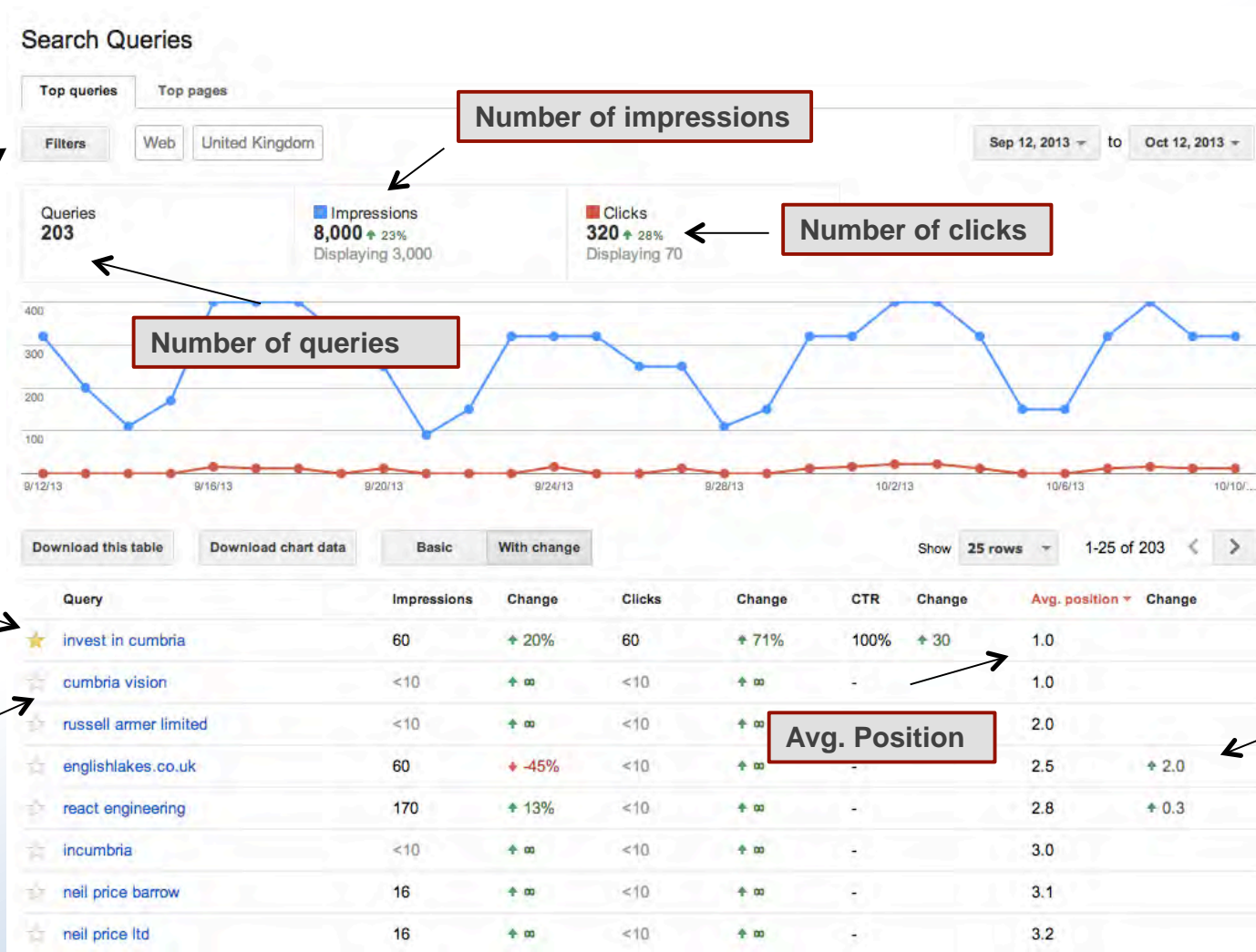> Google Webmaster Tools

What will **Google Webmaster Tools** show you?

- **Search phrases** that your website appears in Google for
- Any **inbound links to your website** from other websites
- **Sitemaps** you have submitted to Google (pages, Images…)
- **Errors with your website** (connection errors, not found pages…)
- **HTML improvements** that can be made to your website
- Details about your websites **structured data** (Rich snippets)
- + Much more

Google Webmaster Tools
> **Search phrases** your website appears in Google for

Adjust the data date range

Number of impressions

Number of clicks

Filters

Number of queries

Starred queries

Change

Avg. Position

Search phrases

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Google Webmaster Tools
> **Inbound links** to your website from other websites

Links to Your Site

Total links
337,700

Total number of
links to your
website

What content is
being linked to?

Who links the most

cumbria.gov.uk	195,992
in-cumbria.com	130,904
cumberlandnews.co.uk	8,013
cumbriachamber.co.uk	1,304
cumbriacc.gov.uk	666

More »

Your most linked content

http://www.investincumbria.co.uk/	337,621
/our-strengths/sector/digital-and-creative/	22
/why-cumbria/location/	15
/business-properties/business-parks/	6
/why-cumbria/lifestyle/	5

More »

Who is linking to your content?

Google Webmaster Tools
> **Sitemaps** for Google to understand your site

Sitemaps

ADD/TEST SITEMAP

By me (2)   All (2)

Sitemaps content

All content types	Web pages	Images
■ Submitted	**5,382** Submitted	**3,312** Submitted
■ Indexed	**4,248** Indexed	**1,542** Indexed

Submitted vs Indexed

6,000
4,500
3,000
1,500

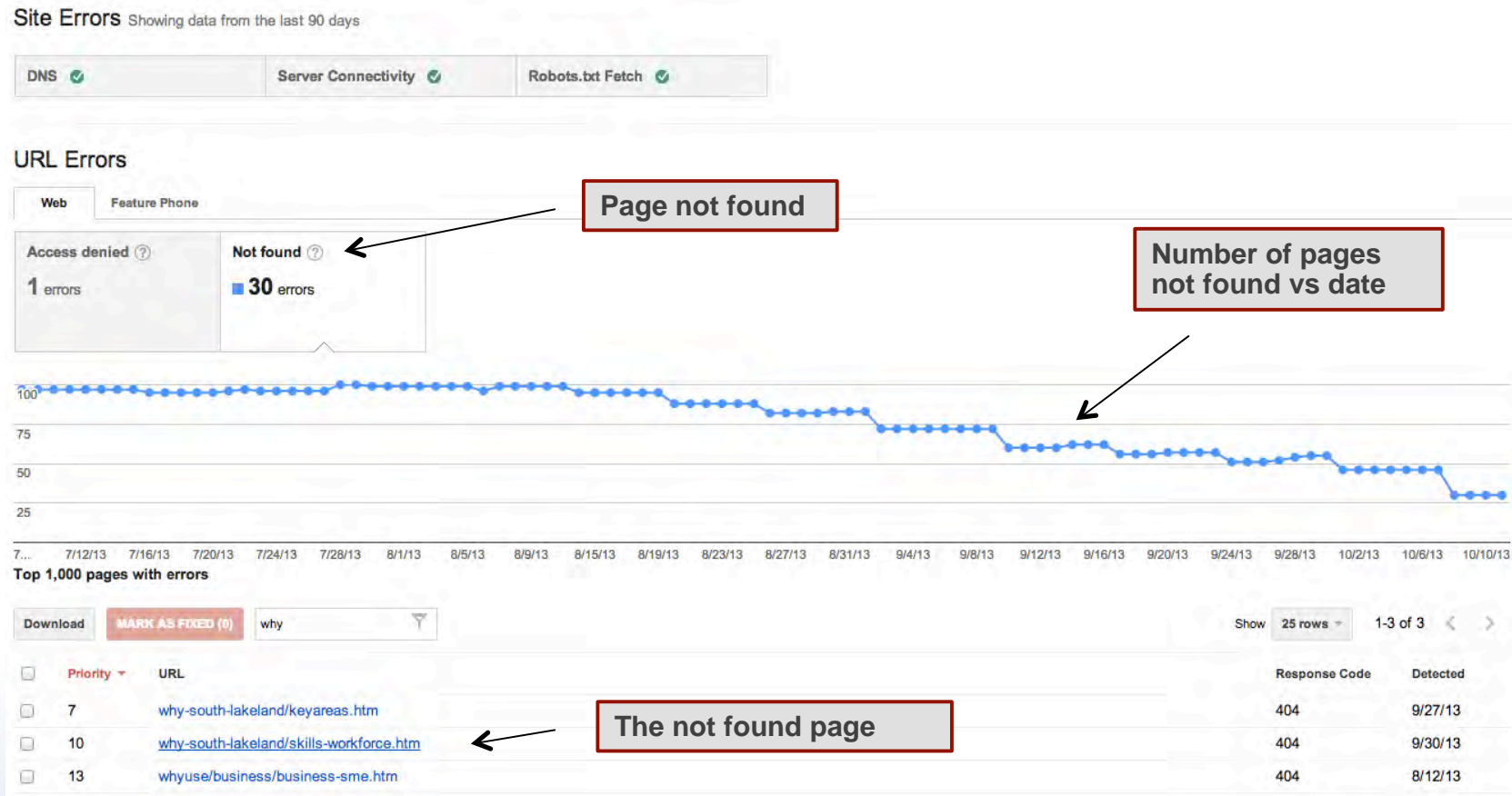Web   Images

Sitemaps (All content types)

Download All   Resubmit   Delete

The sitemaps you have submitted

Show 25 rows   1-2 of 2 < >

#	Sitemap ▲	Type	Processed	Issues	Items	Submitted	Indexed
☐ 1	/image_sitemap.xml	Sitemap	Oct 11, 2013	-	Web	1,656	1,656
					Images	3,312	1,542
☐ 2	/sitemap.xml	Sitemap	Oct 10, 2013	-	Web	3,726	2,592

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Google Webmaster Tools
> **Errors** with your website

Site Errors Showing data from the last 90 days

| DNS ✓ | Server Connectivity ✓ | Robots.txt Fetch ✓ |

URL Errors

Web | Feature Phone

| Access denied ⓘ | Not found ⓘ |
| 1 errors | ■ 30 errors |

Page not found

Number of pages not found vs date

Top 1,000 pages with errors

Download | MARK AS FIXED (0) | why | Show 25 rows | 1-3 of 3

Priority ▾	URL	Response Code	Detected
7	why-south-lakeland/keyareas.htm	404	9/27/13
10	why-south-lakeland/skills-workforce.htm	404	9/30/13
13	whyuse/business/business-sme.htm	404	8/12/13

The not found page

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Google Webmaster Tools
> **HTLM improvements** that can be made to your content

SCK webworks

HTML Improvements

Duplicate title tags

The HTML issue

Your title provides users and search engines with useful information about your site. Text contained in title tags can appear in search results pages, and relevant, descriptive text is more likely to be clicked on. We recommend reviewing the list and updating the title tags wherever possible.
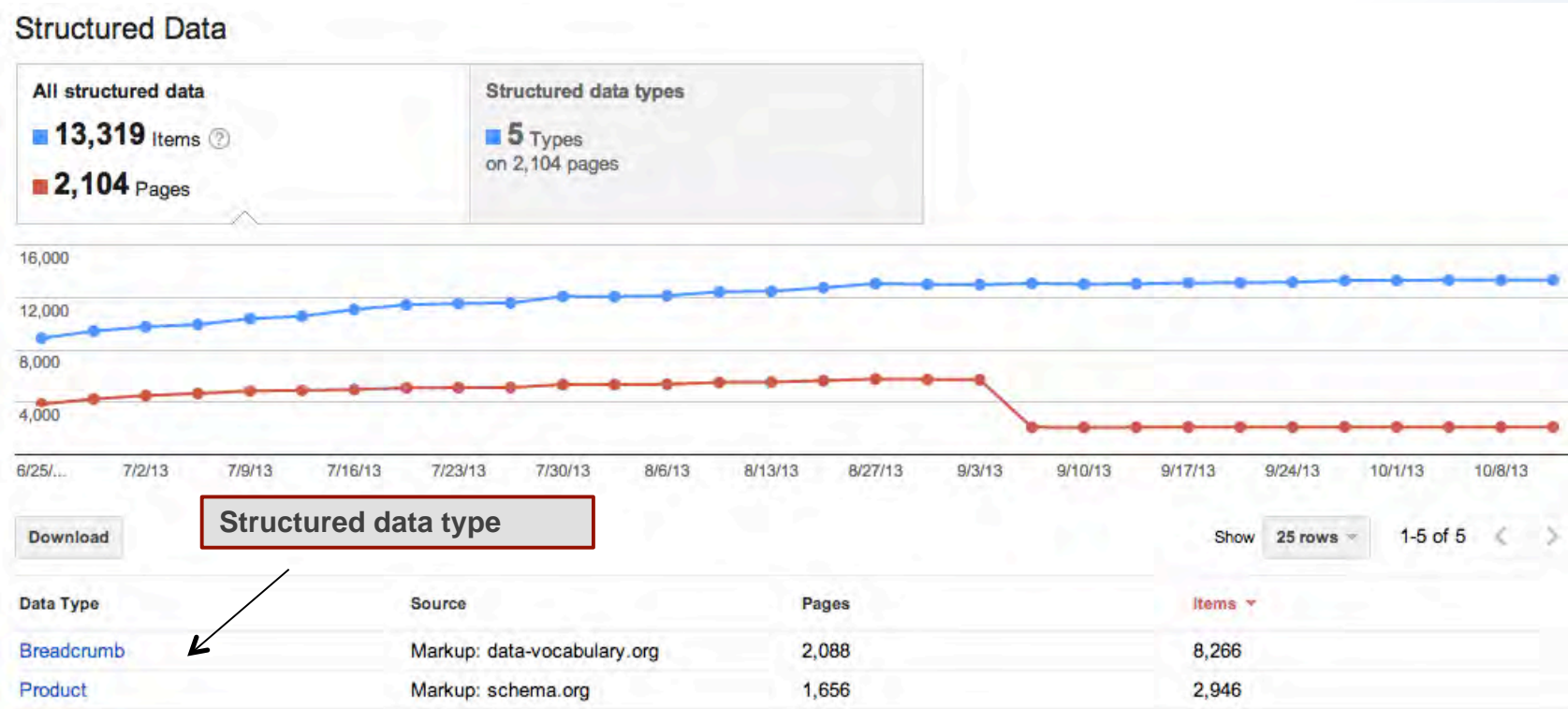
Download this table

The duplicated title tag

Show 25 rows ▼   1-4 of 4 ‹ ›

Pages with duplicate title tags	Pages
▸ Invest In South Lakeland -	3
▸ Invest In South Lakeland - South Lakeland District Council Supplier Briefings	2

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Google Webmaster Tools
> **Structured data** found on your website

Structured Data

All structured data	Structured data types
■ **13,319** Items ⓘ	■ **5** Types on 2,104 pages
■ **2,104** Pages	

Structured data type

Download | Show 25 rows | 1-5 of 5

Data Type	Source	Pages	Items
Breadcrumb	Markup: data-vocabulary.org	2,088	8,266
Product	Markup: schema.org	1,656	2,946

Lincat EB3F | Automatic Lincat EB3F Water Boiler - Catering Applia...
www.catering-appliance.com › ... › Commercial Water Boilers -... ▾
★★★★★ Rating: 4.8 - 10 reviews - £381.60 - In stock
The lincat EB3F autofill water boiler has a built in water filtration system that improves water quality and reduces limescale build-up.

How this looks in Google Search results

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SCK *webworks*

Webmaster Tools
> Structured data

Breadcrumb

Structured data
The great thing about rich snippets is that it lets your website stand out compared to a non-structured website

Rating

Stock level

Price

> Google Webmaster Tools

A quick **recap** on Google Webmaster Tools

- Shows **search phrases** you appear in Google search results for
- Shows **inbound links to your website** from other websites
- Shows **sitemaps** you have submitted
- Displays any **errors with your website**
- Shows any **HTML improvements** that can be made
- Shows your **structured data**
- + Much more

www.google.com/analytics

Google Analytics

What information is available in **Google Analytics**?

- **Real-time** website data
- Information about the websites **audience**
- Who is **driving traffic** to the website
- **Most visited** website content
- The websites top **landing pages**
- + Much, much more

Google Analytics
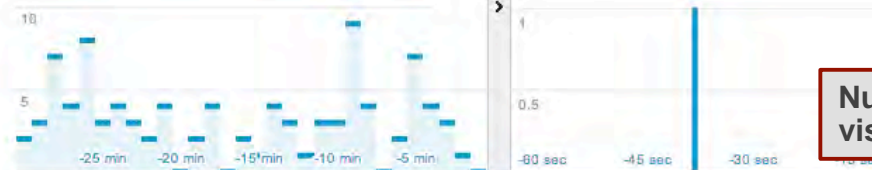## > Real-time data

Overview

Create Shortcut BETA

Right now

6

active visitors on site

→ Number of people on the site right now

■ NEW ■ RETURNING

83% 17%

Pageviews

Per minute | Per second

Top referring sites

Top Referrals:

Source	Active Visitors ↓
There is no data for this view.	

Top Social Traffic:

Source	Active Visitors ↓
There is no data for this view.	

Social traffic

Top Keywords:

	Keyword	Active Visitors ↓
1.	beer fridges	1
2.	buffalo commercial catering oven	1
3.	panasonic combi oven	1
4.	quiet commercial blender	1

Number of visitors on page

Top Active Pages:

	Active Page	Active Visitors ↓
1.	/buffalo	1 16.67%
2.	/fridge-freezers	1 16.67%
3.	/panasonic-ne-1037-commercial-microwave	1 16.67%
4.	/polar-cd085-upright-freezer-single-door	1 16.67%
5.	/prodis-dbq220svh-bottle-cooler	1 16.67%
6.	/waring-commercial-mx1100...ek-cb136-hi-power-blender	1 16.67%

Active pages

Top Locations:

Keywords used to find your website

Google Analytics
> **The audience**

Audience Overview

Sep 15, 2013 - Oct 15, 2013

Email   Export ▾   Add to Dashboard   Shortcut

All Visits
100.00%

Date range
Note: you can also compare date ranges

Overview

Visits ▾   vs.   Select a metric

Hourly   Day   Week   Month

● Visits

1,200

600

Sep   Oct 6   Oct 13

Unique visitors

Total number of web pages visited by the visitors

16,454 people visited this site

New Visitor   ■ Returning Visitor

Total number of visits

Visits
22,080

Unique Visitors
16,454

Pageviews
57,809

30.2%

69.8%
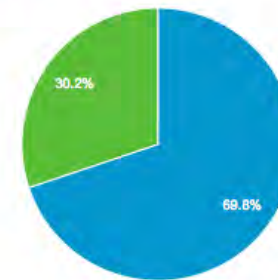
Pages / Visit
2.62

Avg. Visit Duration
00:02:06

% New Visits
69.82%

Average Number of pages visited per visit

Average visitor duration

Number of new visitors

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Google Analytics
> Traffic sources

Default Channel Grouping	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	2,234 % of Total: 100.00% (2,234)	77.13% Site Avg: 77.04% (0.12%)	1,723 % of Total: 100.12% (1,721)	41.58% Site Avg: 41.58% (0.00%)	4.03 Site Avg: 4.03 (0.00%)	00:02:55 Site Avg: 00:02:55 (0.00%)
1. Organic Search	1,020	76.27%	778	41.37%	4.26	00:02:59
2. Direct	624	81.73%	510	41.03%	4.00	00:02:47
3. Referral	514	73.74%	379	40.27%	3.86	00:03:07
4. Social	76	73.68%	56	57.89%	2.26	00:01:49

Organic traffic from search engines

Traffic from easy to remember urls, bookmarks and favorites

Referral traffic from other websites

Traffic from social network posts

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Google Analytics
> Referral traffic

Identify weaknesses in the links. It could be that they are linking to a weak off topic page

Referral source

Number of visits from this referral

Source	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	514 % of Total: 23.01% (2,234)	73.74% Site Avg: 77.04% (-4.29%)	379 % of Total: 22.02% (1,721)	40.27% Site Avg: 41.58% (-3.16%)	3.86 Site Avg: 4.03 (-4.17%)	00:03:07 Site Avg: 00:02:55 (6.78%)
1. southlakeland.gov.uk	285	69.82%	199	36.84%	3.85	00:03:24
2. investinsouthlakeland.co.uk	40	27.50%	11	35.00%	5.58	00:07:00
3. lakeview-guesthouse.co.uk	17	94.12%	16	70.59%	2.47	00:02:27
4. lakes-online.co.uk	16	93.75%	15	50.00%	2.56	00:00:45
5. tourofbritain.co.uk	16	87.50%	14	50.00%	3.56	00:01:21
6. lakesidehotel.co.uk	11	100.00%	11	27.27%	4.45	00:02:19
7. kosuichihou.com	10	90.00%	9	40.00%	3.60	00:01:27
8. conistontic.org	9	88.89%	8	22.22%	4.00	00:02:11
9. hillthwaite.com	9	88.89%	8	66.67%	3.33	00:01:00
10. applications.southlakeland.gov.uk	6	66.67%	4	50.00%	2.33	00:00:10

Google Analytics
> Top landing pages

The average amount of time a user spends on the site after landing on the page

Landing Page	Acquisition			Behavior		
	Visits ↓	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
Webpage	**2,234** % of Total: 100.00% (2,234)	**77.13%** Site Avg: 77.04% (0.12%)	**1,723** % of Total: 100.12% (1,721)	**41.58%** Site Avg: 41.58% (0.00%)	**4.03** Site Avg: 4.03 (0.00%)	**00:02:55** Site Avg: 00:02:55 (0.00%)
1. /	581	70.74%	411	38.04%	4.64	00:03:57
2. /see-and-do/tourist-information-centres/	126	88.10%	111	48.41%	2.80	00:02:41
3. /see-and-do/	101	82.18%		17.82%	4.59	00:03:17
4. /events/search.php	85	91.76%	78	11.76%	6.15	00:02:49
5. /activities-south-lakel	82	90.24%	74	56.10%	2.78	00:02:30
6. /events/windermere/	72	94.44%	68	41.67%	4.24	00:02:08
7. /events/kirkby-lonsdale/	67	77.61%	52	29.85%	3.51	00:01:19
8. /events/	62	69.35%	43	29.03%	6.35	00:03:11
9. /events/whats-on-2013/	59	76.27%	45	44.07%	4.07	00:02:03
10. /events/kendal	55	76.36%	42	30.91%	6.73	00:03:20

Number of visits to the page in the given period

Percentage of new visits to the page

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My tips on using Google Analytics effectively

- Exclude local traffic in your data using **filters**
- Track on and offline campaigns using the **Google url builder**
- Set up **dashboards** for consolidating important reports
- Add **event tracking** to elements on your website
- If you sell products online, be sure to set up **conversion tracking**
- **Set up goals** (e.g. a conversion, event, length of time on site…)
- **Link** your Google Webmaster tools account to Google Analytics
- Run A/B or A/B/C **experiments** to see what works
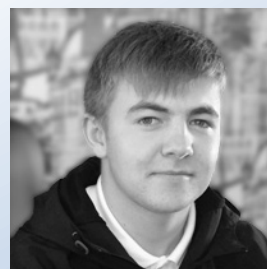- Make **annotations** when you make changes on your website

> About SCK Web Works Ltd

Team of 8 web professionals covering every aspect of web

Located in **Kendal**, Cumbria

6 years in the web business

Created over **150 websites**

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Thank you for listening…

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