

# Measuring What Matters



# Who am I?

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# Web Analytics?

**Website analytics** provide insights and data that can be used to create a better user experience for **website** visitors.

- How do people find my site?
- Who are these people?
- Are they staying engaged?
- What are most popular pages?
- Is the website accomplishing my goals?

# Web Analytics Tools



Adobe  
Analytics



Google  
Analytics

hotjar



crazyegg™



matomo

FREE!

Clicktale®



kissmetrics



Optimizely

# What Do I Get?

- Number of Users
- How many Pageviews
- Avg Pages Visited
- Avg Time on Site
- Demographic information
- Device information
- Traffic Sources
- Site Speed
- Site Content
- Google Ads performance
- Your social media impact
- Custom goals
- eCommerce reports

What Does it Look Like?

# What do I need?



Google  
Tag Manager



Google  
Search Console



Google  
Analytics



Google  
Data Studio

# How do I get started?

- Sign up for a Google account
- Create Google Analytics account
- Create Google Tag Manager account
- Setup Google Search Console
- Add tracking script to your site
- Sit back and wait





# What if I need help?

## Google Analytics Academy

- GA for beginners, advanced, and power users
- Google Tag Manager
- Google Data Studio

Google (Search) is your friend

## Go to Skvare.com

- Rewatch this meetup
- Read our blogs
- Fill out the contact form
- Reach out to us on Facebook, LinkedIn, or Twitter