# **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



















### What Do I Get?

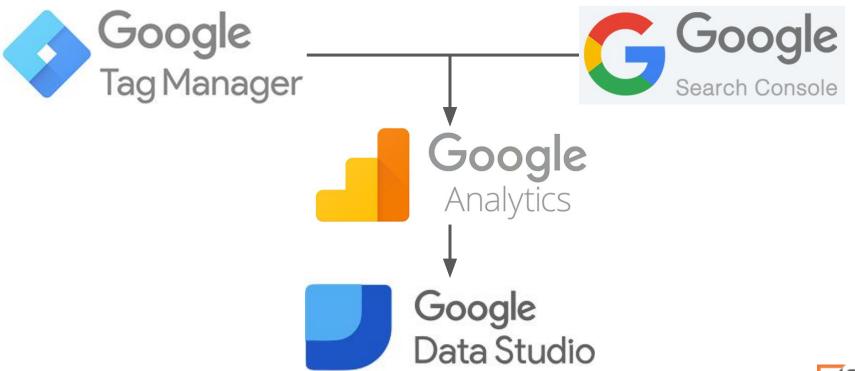
- Number of Users
- How many Pageviews
- Avg Pages Visited
- Avg Time on Site
- Demographic information
- Device information
- Traffic Sources

- Site Speed
- Site Content
- Google Ads performance
- Your social media impact
- Custom goals
- eCommerce reports



# What Does it Look Like?

### What do I need?





### 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

