


# Virtual Marketing Blueprint

## Website Optimization

### Objectives:

- 1) Website Optimization Overview
-  **2) Setting Up Google Analytics**
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

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# Introduction to Google Analytics

## Google Analytics

### *What Is It?*

Google Analytics is a free service that provides you with detailed insights about visitors to your website.

### *Why Is It Important?*

It tracks the visitors to your site, how long they stay on the site, where they came from and what web pages they are visiting so you can continually evaluate the effectiveness of your marketing.

Step  
1

Go to [google.com/analytics](http://google.com/analytics) and click on “Access Analytics”.

Objective 2 Setting Up Google Analytics

OSE links to page (by seomoz)

Google Analytics

US English

Search

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## Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

**Access Analytics**

New to Google Analytics?  
[Sign Up Now](#)

**ECOMMERCE TRACKING**  
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

**GOALS**  
Track sales and conversions. Measure your site engagement goals against threshold levels that you define.

**MOBILE TRACKING**  
Track web-enabled phones, mobile websites and mobile apps.

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Step  
2

Click on the wheel and then click “+ New Account”.  
Next, type in your account name and url.  
Then adjust your time zone.

Objective 2 Setting Up Google Analytics



This screenshot shows the "Create New Account" form. The form title is "Create New Account" under the "Accounts" tab. Below the title is a paragraph of instructions. The form is divided into a "General Information" section with three fields: "Account Name", "Website's URL", and "Time zone". Red circles with arrows point to these fields: circle "3" points to the "Account Name" field, circle "4" points to the "Website's URL" field, and circle "5" points to the "Time zone" field. The "Website's URL" field has a dropdown menu showing "http://" and an example "http://www.mywebsite.com". The "Time zone" field has a dropdown menu showing "United States" and a sub-menu showing "(GMT-08:00) Pacific Time".

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Step  
3

Choose your data sharing settings. Choose your county or territory for the user agreement, review and agree to terms of service. Then click "Create Account".

Objective 2 Setting Up Google Analytics

### Data Sharing Settings ?

Sharing Settings  Do not share my Google Analytics data  
 Share my Google Analytics data...

- With other Google products only optional  
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)
- Anonymously with Google and others optional  
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

### User Agreement

Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory

### GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

#### 1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

Terms and conditions  Yes, I agree to the above terms and conditions

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Step  
4

There are 2 ways to set up Google Analytics using the Graphene theme. Option 1 is to scroll down and copy the code under section 2.

Objective 2 Setting Up Google Analytics

Standard Advanced Custom

### 1. What are you tracking?

- A single domain  
Example: www.ultimateuberagent.com
- One domain with multiple subdomains  
Examples: www.ultimateuberagent.com  
apps.ultimateuberagent.com  
store.ultimateuberagent.com
- Multiple top-level domains  
Examples: www.ultimateuberagent.uk  
www.ultimateuberagent.cn  
www.ultimateuberagent.fr
- AdWords campaigns

### 2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. ?

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-28147133-1']);
_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>
```

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Step  
5

Open up a new tab in your web browser and go to your wordpress website dashboard. Next, go to “Graphene Options” under the “Appearance” tab and then click on “Google Analytics Options”.

Objective 2 Setting Up Google Analytics

The screenshot shows the WordPress dashboard with the 'Appearance' tab selected in the left sidebar. Under 'Appearance', 'Graphene Options' is highlighted. A red circle with the number '1' points to 'Graphene Options'. In the main content area, the 'Graphene Options' menu is expanded, showing various options. A red circle with the number '2' points to 'Google Analytics Options' at the bottom of the list.

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Step  
6

Paste your google analytics code into the box. Make sure “Enable Google Analytics Tracking” box is checked and then scroll down to click “Save Options”.

### Google Analytics Options

Enable Google Analytics tracking



2

1

**Note:** the theme now places the Google Analytics script in the `<head>` element to better support the new asynchronous Google Analytics script. Please make sure you update your script to use the new asynchronous script from Google Analytics.

Google Analytics tracking code

Make sure you include the full tracking code (including the `<script>` and `</script>` tags) and not just the `UA-#####-#` code.

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Step  
7

Option 2 is as follows: Go back to your Google Analytics tab in your web browser and scroll up to the top of the page and copy the “Property ID” or “UA” code.

Objective 2 Setting Up Google Analytics

All Accounts > Mortgage Assign >

## Mortgage Assign

Property ID: UA-28163659-1

Default URL: <http://www.mortgageassign.com>

Profiles Tracking Code Property Settings

### Tracking Code Configuration

#### Tracking Status Information

Property Name Mortgage Assign

Website URL <http://www.mortgageassign.com>

Property ID UA-28163659-1

Tracking Status **Tracking Not Installed** Last checked: Jan 8, 2012 12:22:09 PM PST

The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

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Step  
8

Then go back to your website dashboard and go to “Add New” under the “Plugins” tab and type in “Google Analytics for Wordpress” in the search field and click “Search Plugins”.

Objective 2 Setting Up Google Analytics

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains a menu with 'Plugins' highlighted. Under 'Plugins', 'Add New' is circled with a red '1'. The main content area is titled 'Install Plugins' and features a search bar with the text 'Analytics for Wordpress' and a 'Search Plugins' button circled with a red '3'. A red arrow points from the search bar to the button, with a red '2' circled above it. The dashboard also shows navigation links for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, and Plugins.

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Step  
9

Click on "Install Now". Click "Okay" when the pop up window appears asking if you are sure you want to install this plugin. On the next screen, click on "Activate Plugin".

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## Install Plugins

[Search](#) | [Search Results](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

Google Analytics for Wor

Search Plugins

Name

Version

Rating

Description

Google Analytics for WordPress

4.2.2



[Details](#) | [Install Now](#)

1

The Google Analytics for WordPress plugin allows you to track your website's performance. Check out the Google Analytics Full list of features: Simple installation through integration and you're done. This plugin uses the asynchronous



## Installing Plugin: Google Analytics for WordPress 4.2.2

Downloading install package from <http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.4.2.2.zip>...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google Analytics for WordPress 4.2.2**.

[Activate Plugin](#) | [Return to Plugin Installer](#)

2

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Step  
10

Scroll down to the newly installed plugin and click on “Settings”.

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The screenshot shows the WordPress 'Plugins' management page. At the top, there's a 'Plugins' header with an 'Add New' button. Below it, a yellow message box says 'Plugin activated.' and a red message box says 'Google Analytics is not active. You must [select which Analytics Profile to track](#) before it can work.' The main area shows a list of installed plugins. The 'Google Analytics for WordPress' plugin is at the bottom of the list. Its 'Settings' link is circled in red, and a red arrow points to it. Other plugins listed include 'Bad Behavior' and 'Contact Form 7'.

Plugin	Description
<input type="checkbox"/> <b>Bad Behavior</b> <a href="#">Settings</a>   <a href="#">Log</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Deny automated spambots access to your PHP-based Web site. Version 2.1.15   By Michael Hampton   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Contact Form 7</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Just another contact form plugin. Simple but flexible. Version 3.0.2.1   By Takayuki Miyoshi   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Google Analytics for WordPress</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of features, eg. custom variables and automatic clickout and download tracking. Version 4.2.2   By Joost de Valk   <a href="#">Visit plugin site</a>

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Step  
11

Click the box for “Manually enter your UA code”.

Objective 2 Setting Up Google Analytics



## Google Analytics for WordPress Configuration

Google Analytics is not active. You must [select which Analytics Profile to track](#) before it can work.

### Google Analytics Settings

Analytics Profile:

Please authenticate with Google Analytics to retrieve your tracking code:

[Click here to authenticate with Google](#)

**Note:** if you have multiple Google accounts, you'll want to switch to the right account first, since Google doesn't let you switch accounts on the authentication screen.

Manually enter your UA code

Where should the tracking code be placed:

In the header (default)

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info [read this page](#).

Track outbound clicks & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings:

Only advised for advanced users who know their way around Google Analytics

[Update Google Analytics Settings »](#)

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Step  
12

Paste your UA code in the field provided and then click “Update Google Analytics Settings”.

Objective 2 Setting Up Google Analytics

Google Analytics Settings

Analytics Profile: Manually enter your UA code:

Manually enter your UA code

Where should the tracking code be placed:

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info [read this page](#).

Track outbound clicks & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings:


Only advised for advanced users who know their way around Google Analytics

**Update Google Analytics Settings »**

Step  
13

Go back to the google analytics tab in your web browser and scroll down to click "Save". Once saved, scroll back up to the top of the page and click on "Home".

▶ **Email these instructions** Optional

 We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

[Cancel](#)

1

2



Home

Standard Reporting

Custom Reporting

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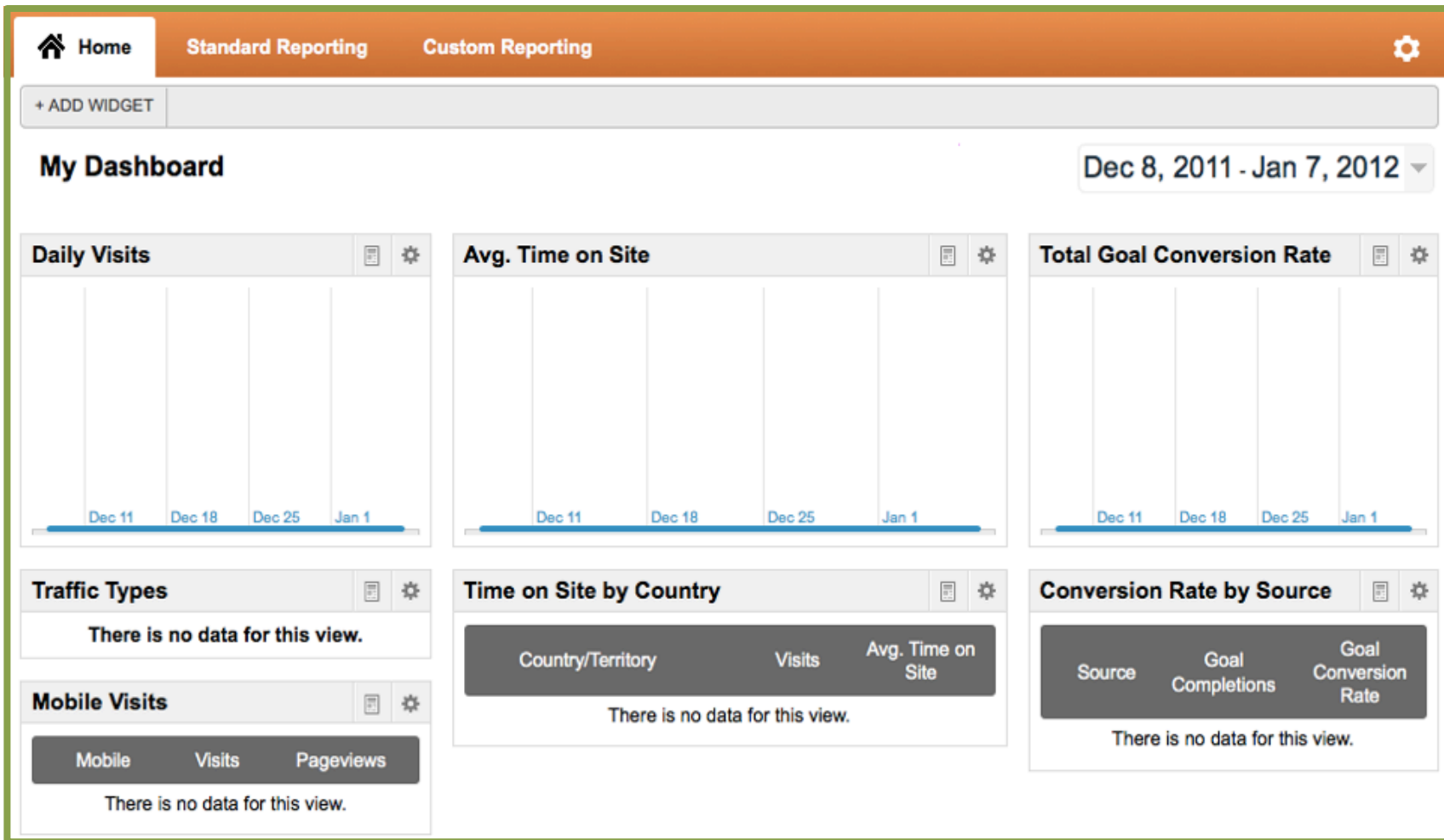
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FYI

In the future, this is the dashboard where you'll be able to check your website stats. When you have down time, it would be beneficial to go through tutorials to learn more about google analytics.

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## Next Video...

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