

# Adding Analytics

Why should you add Analytics? A lot of people want to know how many people have been onto their site and are only interested in a hit counter. These are limited and aren't as accurate as Google Analytics.

With Google Analytics you can see almost every detail of how people are viewing your site and what they are doing on it. You can see what areas of your site are getting the most attention and which parts need some work.

If you have an AdWords account, you can use Google Analytics directly from the AdWords interface. Google Analytics also calculates ROI metrics from automatically imported cost and keyword tracking data, saving you time.

## Google Analytics

The Basics: We highly recommend adding Google Analytics to your site. This application will help you track your visitors' locations and behavior on your site - letting you know which parts of your site are the most popular/effective.

So if you want to be able accurately measure who has visited your site and what they have done, then follow these easy steps and we'll have you up and running in no time.

### Step 1:

Go to [Google Analytics](#) and sign up for a free account.

US English | Google Custom Search | Search

Home | Features | Support | Blog | Conversion University

## See the forest. And the trees.

The new Google Analytics graphing tool displays your analysis within the context of larger trends.

All Visits | All Visits | New Visitors

September 24, 2013  
All Visits (Segment): 9,925  
New Visitors (Segment): 9,370  
Visits with Conversions (Segment): 25

### More enterprise features

Google Analytics now makes the [features](#) that experts demand easy to use for everyone. Gain rich insights into your website traffic with Advanced Segmentation, Custom Reporting, Motion Charts, and more.

[Access Analytics](#)

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

### Improve your online results

Learn more about where your visitors come from and how they interact with your site. You'll get the information you need to write better ads, strengthen your marketing initiatives, and create higher-converting websites. Learn more about the [benefits](#). Google Analytics is free to everyone, whether you are an advertiser, publisher, or site owner.

### Test your website and increase conversions.

You can now use your Google Analytics login to access Website Optimizer. Find out which page designs, headlines, and graphics convert the most visitors.

### News & Announcements

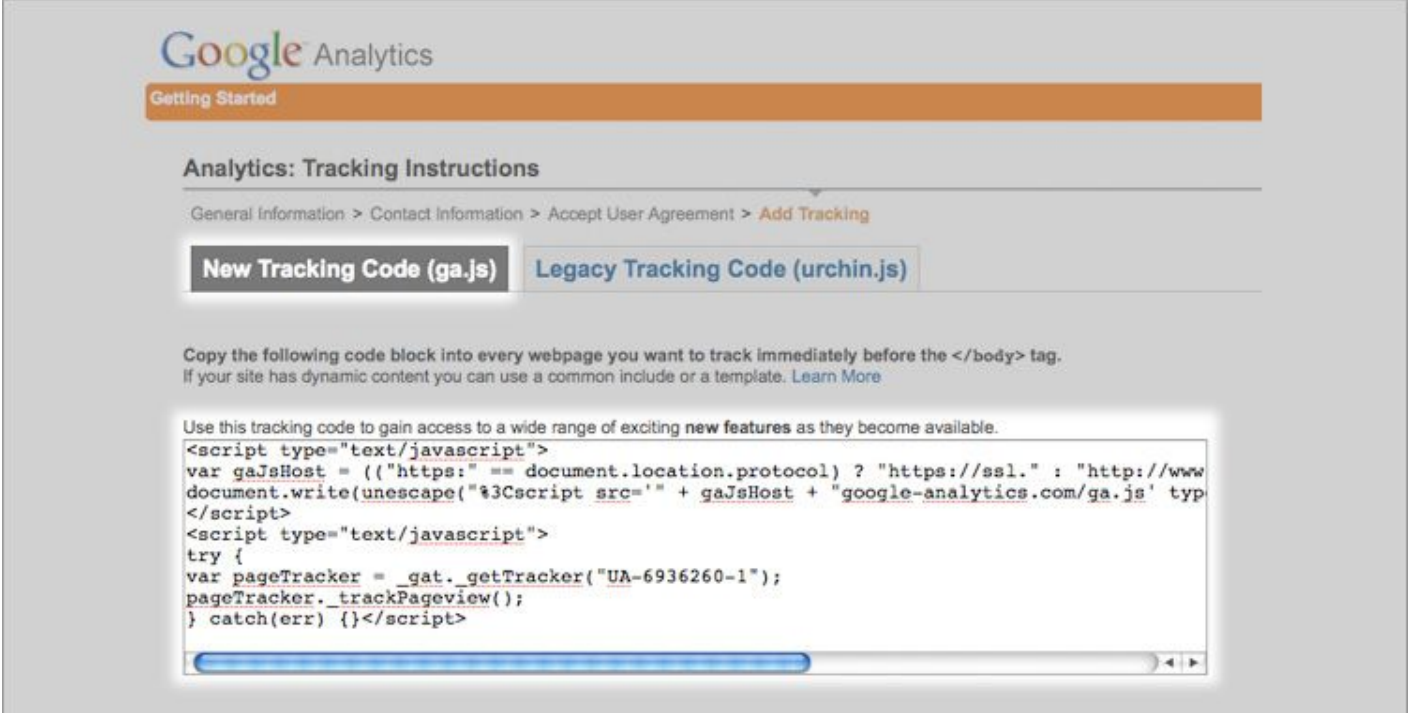
[Eyes on the Prize with Custom Reports](#)  
We've been taking an in-depth look at some of the new enterprise-class features that were recently launched in Google Analytics, and we're proud to present the next installment. This one relates to Custom Reports. Custom Reports are like super reports. You can spend literally five minutes building one and feel like you've just built your own metrics dashboard.

## Step 2:

Type in the URL of your site. (yoursitename.yolasites.com)

## Step 3:

Copy the verification code provided by Google. (you can do this by highlighting the whole code and right-clicking and selecting 'copy')

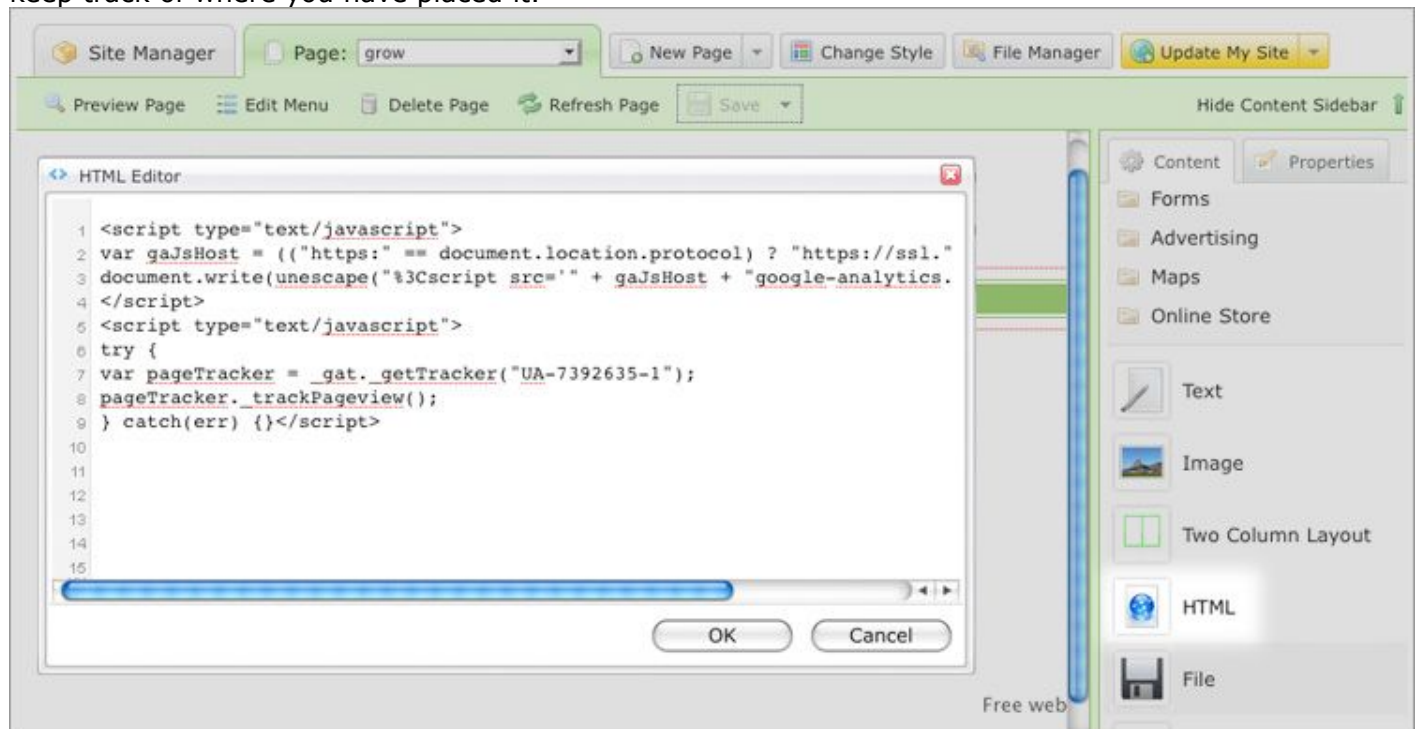


The screenshot shows the Google Analytics 'Getting Started' page. At the top, there is a 'Getting Started' header. Below it, the main heading is 'Analytics: Tracking Instructions'. A breadcrumb trail reads: 'General Information > Contact Information > Accept User Agreement > Add Tracking'. There are two tabs: 'New Tracking Code (ga.js)' and 'Legacy Tracking Code (urchin.js)'. The 'New Tracking Code (ga.js)' tab is selected. Below the tabs, there is a paragraph: 'Copy the following code block into every webpage you want to track immediately before the </body> tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)'. Below this is a code block containing the following JavaScript code:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' typ
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-6936260-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

## Step 4:

Go back to your Yola site and drag and drop an HTML widget at the bottom of each page you want to track. You can place the code anywhere on your page, but always adding it in the same spot helps you keep track of where you have placed it.



## Step 5:

Paste the code from Google into the dialogue box of the HTML widget on each page (use right-click > paste or ctrl-v).

Please note: Once you have added the code you should not see anything on your page. It is invisible tracking code, that sends the information to your Google Analytics account.

## Step 6:

Republish your site.

Your site will then be verified and you can log in to your Google Analytics account to find out all the information you want to know about the people who have visited your site. Please be aware that it takes 24 hours for Google Analytics to collect the first batch of data about your site.

If you are not happy with Google Analytics the following are also available (please note: there are many more and we have selected just three).

### **WebTrends**

Webtrends has some great analytics tools that are in some instances better than Google Analytics but the catch is that you have to pay for them. They offer a unique "One View" approach to your website offering and clientele which is very useful.

### **Clicktracks**

Clicktracks has recently been incorporated into Lyris HQ but is still available as a standalone product and is still great analytical software. It is a very secure system which allows info stored on your own (not theirs) server for extra privacy.

### **Clicky**

Clicky is a web analyzer that tracks a high level of detail on every visitor. Once you create an account, add one or more web sites to that account. For each web site you register, you are given two lines of HTML code to place on your web site (this code is unique for each registered site). Clicky offer a free plan plus several premium plans.

An excellent article on these providers and more can be found at [Idealware.org](http://Idealware.org).