

Google Analytics **Google Analytics is a powerful web development tool offered by Google. Google Analytics gives users insights about web traffic, user behavior, and other useful website statistics. The program is integrated with Google's very popular AdWords program, which is an advertising program that targets audiences with relevant advertisements based upon statistical modeling of search results. This allows site managers to determine and improve the efficiency of marketing projects, maximizing Return on Investment (ROI).**

What Can Google Analytics Do For You?

Understanding how visitors interact with your site is paramount to managing a successful website. Google Analytics enables you to segment visitors by various means such as page or geographic region for site analysis. This allows for easier, more effective analysis as it allows site managers to understand site behavior in clear and simple terms. Understanding visitor behavior through proper analysis is crucial for Search Engine Optimization (SEO) which is essentially the term used to describe the process of making your website easily observable through placing your website in relevant searches.

The Google Analytics program also allows you to achieve conversion goals (usually just referred to as 'conversions') by tracking advertising, website progress and efficiency. The idea of a conversion is simple; they are essentially goals for a website to accomplish and may include sales, lead generation, viewing of a specific page, or downloading of a particular file. Values can be assigned to these goals on a per-conversion basis to help web managers determine, analyze, and understand these goals in straightforward and practical terms.

For example, through Google Analytics a site manager can track the effectiveness of a recent AdWords campaign through time-series data of site traffic generated as a result of said campaign. The program also allows you to determine the effectiveness of the AdWords advertisement based on whether there has been an increase in completion of certain desired visitor conversion goals, such as becoming a registered user or buying a product.

Google Analytics is integrated with a Web Optimizer program which allows web managers to carry out A/B Split and multivariable tests to determine what content, layout, or methods achieve the best results for a site or page. A user of Google Analytics could, for example, carry out two tests with varying images and layouts for a page. The web optimizer would run both versions of this page to different audiences simultaneously and would track the data. Later a site manager using Google Analytics can decide which content or layout to use based upon statistics gathered for each option such as pages visited, time spent on the site, or conversion goal rates.

Using all that Google Analytics can offer, web managers can create sites that operate at maximum efficiency in perfect harmony with web marketing campaigns. By understanding a site's visitors through running successful site experiments and proper analysis with Google Analytics, Dimnet has what it takes to make your website great!

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