

Google Analytics - Discover and Do

[Peggy Baron](#)

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There are so many areas you can look at in Google Analytics - custom and automatic alerts, visitors, traffic sources, campaigns, content, in-page analytics and more. Plus you can create goals and custom reports.

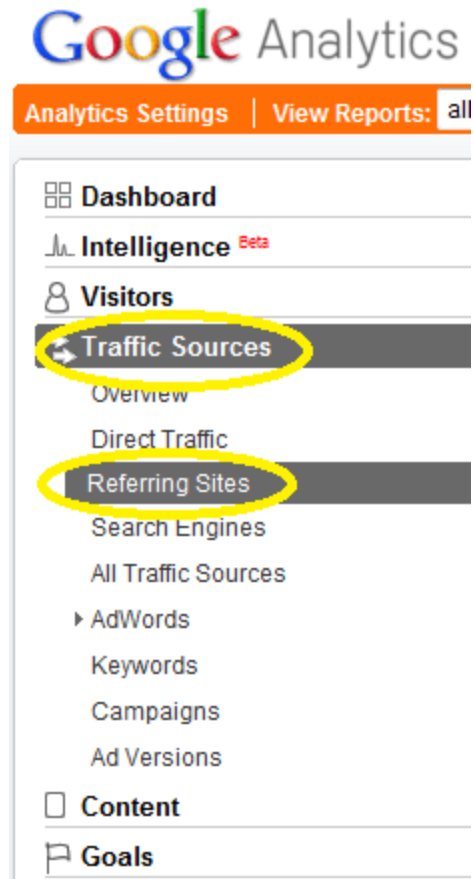
It's a little overwhelming isn't it? I mean, you look at it and think "wow, that's nice" or "wish I had more traffic", but then you don't really DO anything with all the wonderful information handed to you, for free. So what I'd like to propose is you analyze what you've got AND do something with it. Hence the **Discover** and **Do** part of the title here. ;)

Right now I'd just like to talk about **only two areas** of Google Analytics - **Traffic Sources** from referring sites and **Keywords**, and see what kind of action can be taken from what is discovered.

Traffic Sources

Discover:

Start by clicking on Traffic Sources, then on Referring Sites.



Now look at the top 10 or so referring sites. Or if you prefer, you can identify the ones that bring you in at least xx number of clicks.

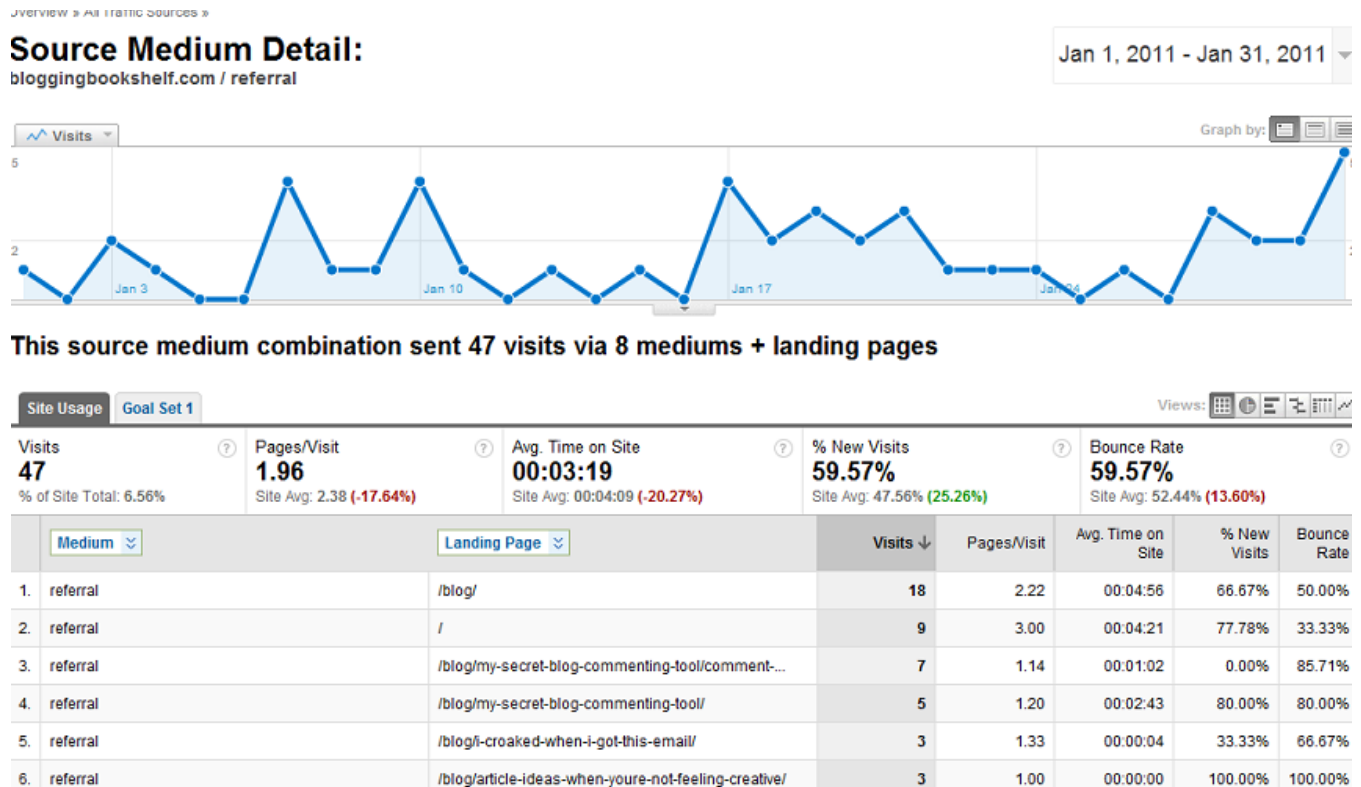
Now it's time to look at *why* you are getting these clickthroughs, these numbers. You can click on each URL in your top 10 and see the referring path (their URL pages that presented the link that goes to you).

Is it because of your comments on their blog?

This can be a little misleading because you're looking at a month's worth of stats, so actually pull up the "referring site" and look at it in more detail. You may have commented often or only once, and the resulting hits back to your site may have been spread out over the month or show a huge peak because of one specific comment you made (was it deep, long, controversial, good topic?).

Here is a screenshot of the month of January where BloggingBookshelf.com sent me 47 referrals to this here blog. When I click on bloggingbookshelf in my **Google**

Analytics I can see how the clickthroughs were spread out over the month. I can also see which pages people landed on when they came a-visiting. This info also includes the number of pages they looked at, the average time on the site, percentage of new visits and bounce rate.



Is the traffic because of a promotion?

These stats are also very revealing if the person was promoting a product of mine. Halfway through the month of March, [Tiffany Dow](#) started a review of my [Become a PLR Writer](#) and it got me 213 clicks just for the 2nd half of the month. The spikes you see below are when she wrote 4 parts of her 6-part review.

Referring Site:

tiffanydow.com

Mar 1, 2011 - Mar 31, 2011



This referring site sent 213 visits via 9 referral paths

Site Usage		Goal Set 1		Views			
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
213 % of Site Total: 12.72%	1.59 Site Avg: 1.53 (4.11%)	00:02:36 Site Avg: 00:01:50 (42.15%)	67.14% Site Avg: 64.22% (4.55%)	69.01% Site Avg: 73.95% (-6.68%)			
Referral Path	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. /blog/peg-barons-become-a-plr-writer-review-by-tiffany-dow/		61	1.70	00:02:39	73.77%	70.49%	
2. /blog/		60	1.63	00:02:46	60.00%	66.67%	
3. /blog/become-a-plr-writer-review-part-2/		37	1.59	00:03:34	59.46%	64.86%	
4. /blog/become-a-plr-writer-review-part-3/		24	1.38	00:00:46	79.17%	79.17%	
5. /blog/become-a-plr-writer-review-part-4/		23	1.30	00:01:40	73.91%	69.57%	
6. /blog/page/2/		3	1.67	00:03:46	100.00%	33.33%	
7. /blog/page/3/		3	2.67	00:08:13	33.33%	66.67%	

Is the traffic from commenting on a forum?

When I check the results for the hits from the Warrior Forum, it tells me what forum post they clicked through to get to my site. That's very telling - I can see if comments I make on certain subjects are appealing enough for people to click on my sig line links.

More questions...

Do the bloggers use CommentLuv and perhaps the titles of my posts bring people in?

Peggy Baron recently posted..[My Mentor is Better Than Your Mentor](#)

Are they mentioning me in a post? Woo hoo! That feels great... assuming they're saying nice things, but it also gives you clout as well as hits. ;)

Are they promoting one of your products? Which one? How's it going and what are people saying?

Did they post one or more of your articles? If they're a high traffic site and they've posted an article of yours, maybe via EzineArticles, you will definitely see a spike in traffic and wonder about it!

Now For The Do's:

- ✓ Comment on those blogs that get you the most hits as often as possible. To constantly be one of the first commenters (and thus receive more luv/clicks) consider using [TrafficSponge](#).
- ✓ Definitely leave comments on blogs that mention you by name. Set up your Google Alerts with "your name" and your "site name" in quotes so you're notified when someone's talking about you.
- ✓ Make your titles even as interesting and compelling as possible so ComLuv brings you even more traffic.
- ✓ Send the top bloggers that send you traffic an email to let them know you've noticed the traffic coming from their sites and to thank them. Get the dialog going and build up a relationship with these influential marketers.
- ✓ Ask to do a guest post for these bloggers as a way of saying thank you, and of course to bring you even more traffic. Make it your best work!
- ✓ On the blogs that bring you good traffic, consider changing your URL in your next comments to a different page on your site. Also, you might have a different blog you want traffic to go to. This not only gets your other pages some link juice, these pages might be really applicable to the topic at hand.
- ✓ If someone is promoting one of your products, keep an eye on it so you can answer any questions the blogger cannot. Also, tweet the promo several times over the course of the next few days.

- ✓ When they've posted your article from EzineArticles, contact them to thank them and see if they'd like to be notified when you've written more articles on the same general topics.

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## Analyzing your keywords

### Discover:

Look at your keywords and pick out your top 10-20, weeding out the really weird ones. And there will be weird ones, just ask [Marcus the Sales Lion](#). An interesting phrase I see right now on this blog is "one month mentor john thornhill blackhat" I'm not sure exactly why, but I imagine I have all those words on my site in some fashion. But I did get 18 hits on this so it might be worth investigating...

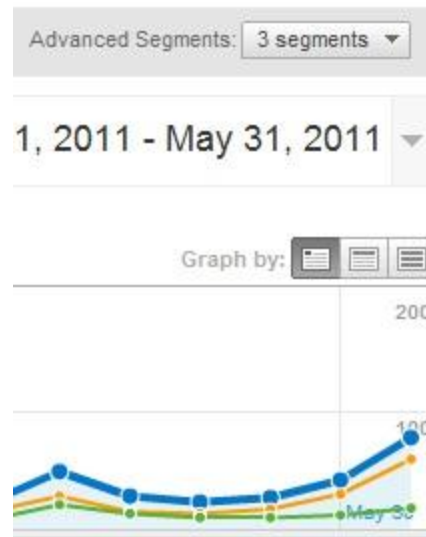
Consider these keywords as topics; topics that people are searching for. There will be all sorts of stuff here... keywords phrases you've gone after on purpose, accidental phrases that are still relevant to your site but you didn't intentionally target (woo hoo! these are freebies!), and those that are not relevant to the particular site but to another site you own.

### Is the traffic coming in via these phrases new or returning?

You can easily check this by clicking on your "Advanced Segment" box on the upper right, and ticking the "New Visitors" and "Returning Visitors" boxes, then the "Apply" button.



So then your info looks like this below with the **orange line** being the new visitors and the **green line** being return visitors:



So what do you make of this? What does it mean to you to have new visitors for a specific keyword phrase? And how about return traffic for the same phrase?

An additional thing to look at when people are finding you organically with these keywords through a search is where they are landing. Is it a current, hip, epic post? Or is it a 3 year old post that maybe isn't even quite correct information anymore?

### **So what about the keywords that don't really pertain to your specific blog?**

For example, I get hits here on this Internet marketing blog for *peggy baron plr*. What they are really looking for are my PLR sites - [AllstarPLR](#), [PLR-Packages](#) and [MyNichePLR](#).

### **Are you getting hits for misspellings?**

You'd think Baron wouldn't be that hard, but I often get *Barron* and *Barren* and also *Pegge Barron*.

What would you do when someone finds your site via misspellings? Personally, I'm happy they found me. You can call me anything... just don't call me late for dinner. Bah-dump-bump! ☺

### Now Do:

- ✓ Write blog posts surrounding these keywords if you haven't already. And if you already have, consider writing more. Give them what they're searching for! If they come back again and again for the same kw phrase, then they're either not finding what they want, or they like what you've already said and are wanting more.
- ✓ See what you can do, if at all possible, with kw phrases that are from left field. Even the interesting phrase from above might make a good post. Something along the lines of "**John Thornhill's One Month Mentor Review... Is it Blackhat?**" (It's not!)
- ✓ For those search words that really pertain to a different site that you own, you can write something that I like to call an **umbrella post** to showcase several of your sites and capitalize on the search words. I did this recently by writing a post here about my [PLR businesses](#) and my experiences running them... with links to those sites, so the visitors looking for them can find them.

That article filled many purposes - it told people who visit this blog about how I make some of my income, gave my PLR sites some link love, gently promoted my ebook on becoming a PLR writer, helped inspire some readers who needed a boost, gave me some cred and some reasons for PLR users to trust me, and it helped me to take a look at where I've been and where I want to go next.

- ✓ As far as misspellings... you could write a piece with those words purposefully misspelled. I can't bring myself to do that though, but maybe on a niche site that doesn't have my name on it? What do you think?
- ✓ If the kw search lands them on an old post, or not your best work, consider writing a new post with those keywords.

- ✓ Consider writing short reports around your most searched for words and give/sell them as PDFs.
- ✓ Put up a YouTube video on the topic.
- ✓ Do a podcast on the subject making sure you have the phrase in your written description and title.
- ✓ Consider interviewing an expert on your primary searched terms, and similar to the podcast, use them in the title and written description.

**Tip** - if the keywords are "buying" words and you don't have a good **review** of the product, then think seriously about writing one. I mean, people are already searching with those keywords and landing on your site, so that means you've got a leg up in the search engines.

### Buying words can be:

|                     |       |
|---------------------|-------|
| buy                 | bonus |
| review              | sale  |
| product comparisons | cost  |
| get rid of          | get   |
| best price          |       |

If these buying words are bringing the people in, whether on purpose or accidentally, capitalize on it if you can.

So here you have it, 2 sections of Google Analytics you can explore, evaluate, and do something with. **Two caveats about the "Do" part...**

- 1) I encourage you to do something with the **top** referrals and keywords, not every single one.
- 2) Keep to the overall purpose and direction of your blog, and don't shoot in too many different directions.

Feedback is welcome! Please head to the [original post](#) and leave a comment and tweet it.

Thanks,  
Peggy Baron