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 analytics for your site.

The SiteBuilder has a Site Traffic feature that allows you to view the amount of traffic your site is getting. In order to see this feature, log into your SiteBuilder account. Once you're logged in, please do the following:

1. Click on 'Site traffic' in the top menu and choose Analytics.
2. You will see a list of sites that you can choose from to view the statistics.
3. Click on the desired site.
4. You will see the analytic output for that site.

If you prefer to use Google Analytics, you still can. 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 SiteBuilder makes it easy for you to add Google Analytics to your site. All you need is a code, which you add to your Site Settings - we set everything else up for you! Here's how to get started:

Step 1:

Go to Google Analytics, and click on "Sign Up Now" (located underneath the "Access Analytics" button) to begin the signup process.

Step 2:

On the next screen, click "Sign Up".

Step 3:

On the "Create New Account" page, fill in the details required. The "Account Name" is the name that will appear in your Google Analytics reports. Once you're finished, agree to the Terms and Conditions and click "Create Account".

Step 4:

You will be taken directly to the "Tracking Code" section so that you can copy the code provided and add it to your website. Copy the "Web Property ID" tracking code provided (located in the "Tracking Status Information" section). You can do this by highlighting the whole code and right-clicking and selecting "Copy". The code will look something like this: **UA-23459878-1**.

Step 5:

Go to back to your Sitebuilder and open up your site.

1. Click on Site > Tracking > Google Analytics.
2. Paste your Google Analytics tracking code into the "Google Analytics ID" field provided.
3. Click on the "X" in the top right corner to save the change.

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

Step 6:

Republish your site by clicking the "Publish" button.

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.

Google Analytics doesn't seem to work

Are you are having problems getting Google Analytics to work? Here are some steps that may help you:

1. Have you republished your site? You must republish your site in order for any changes you have made to take effect.
2. Have you copied the complete code provided by Google Analytics and pasted it into the Google Analytics ID field? To check, click on Site > Tracking > Google Analytics.
3. When did you add Google Analytics to your site? It takes 24 hours for data on your site to be available in your Google Analytics account.

There are many more analytics tools and we have selected just three of them.

WebTrends

Webtrends has some great analytics tools that are in some instances better then 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.

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