

7 Reasons To Have Google Analytics Track Your Website Health

Easy To Use

Google analytics is easy to implement and use for monitoring the visitor statistics. It takes very less time and absolutely no specialized skills to create a Google Analytics account, obtain and implement the tracking code for the web pages.

```
# <Start of Sample Code>
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-0000000-1";
urchinTracker();
</script>
# <End of Sample Code>
```

Once the code is implemented within the pages, it is easier to retrieve the analytics results from the customizable GA account interface.

Scalable For Any Size

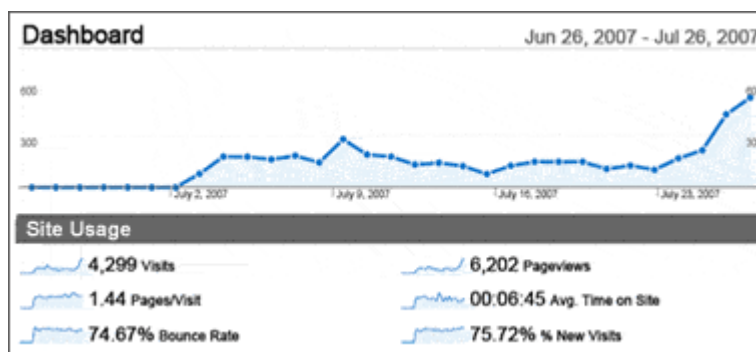
Google Analytics is operated with the same sophisticated infrastructure and technology that Google is based on. So, this robust system is capable of handling websites of any size and importance. Google analytics can seamlessly handle the visitor statistics of high traffic websites of enterprises as well as small website. [Visit : http://www.google.com/analytics/feature_benefits.html]

Integrated With Adwords

Google analytics is integrated with the Google Adwords. If you are having a Google Adwords account, you can access the Google Analytics account from the Adwords interface as well. Moreover, Google Analytics calculates ROI metrics from automatically imported cost and keyword tracking data. [Visit: http://www.google.com/analytics/feature_benefits.html]

Comprehensive Visitor Statistics

Google Analytics gives you comprehensive visitor information including number of visits, bounce rate, pageviews, avg. time on site, new visits, country and region wise visitor analysis etc. You can select a specific time period to see the visitor data for that period of time. This thorough analysis of the visitor information that is presented through graphical analysis will surely help you monitor and improve traffic to your site.



[Snapshot of Dashboard]

Traffic Source Information

A vital part of the Google analytics report is the 'Traffic Source Information.' In this segment, details of the source of the traffic to your site are given. With this report you can determine which is the major source of visitor to your site, whether it is search engines, or referral sites or direct visitors. With this information you can further work on the promising areas to significantly increase the traffic.



[Snapshot of Traffic Source Information]

Content Overviews

'Content Overviews' gives you a detailed idea of what are the pages that are bringing in maximum traffic to your site. With this information you can determine you can effectively plan the content of other pages to eventually improve the overall quality of content to your site to effectively increase traffic.



[[Snapshot of Content Overview report](#)]

Goal Setting

Goal conversion is the primary metric to measure the success of the business objective of the site. A Goal is a web page that a visitor reaches only after completing a desired action like making a purchase, registering for a service or downloading a file etc. With Google Analytics you can also define a funnel path if you want the visitors to take a particular route before they reach the Goal.