

Index

Note to the Reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

A

- A/B tests, 332
- abandonment rate, 283, 286
- account IDs in GATC, 94
- accountable KPIs, 218
- accounts
 - clients, 102–103, 102
 - creating, 92–94, 93
 - working with, 100, 101
- accuracy issues, 17–18
 - cookies, 22–24
 - data misinterpretation, 30–31
 - logfiles, 18–20
 - page tags, 20–22, 20–21
 - summary and recommendations, 31–32
 - unparallel results, 28–30
 - vendor data, 23–28, 27
 - visitor data, 18–22
- action points from funnel visualization, 287–289
- actionable KPIs, 218
- Ad Scheduling screen, 314, 315
- `_addIgnoredOrganic` function, 145
- `_addIgnoredRef` function, 145
- `_addItem` array, 118
- `_addOrganic` function, 179–180
- `_addTrans` array, 118–119, 122–124
- Adlab tool, 296
- Adobe Reader, 25
- AdSense, 75
- advertising-based websites, 246
- AdWords
 - accounts through, 92, 93
 - ad position optimization, 308–312, 309–312
 - ad version optimization, 316–318, 316–317
 - AdWords Campaigns reports, 75, 75–76, 301, 308
 - AdWords Positions reports, 81–83, 81–83
 - AdWords Quality Score system, 300
 - auction model, 42
 - campaign tracking, 75, 75–76, 190–191, 299–301, 300, 308
 - cost data from, 298
 - day parting optimization, 313–315, 314–315
 - delays, 29
 - filters, 173, 173
 - integration with, 36
 - landing pages, 204
 - linking to, 103–105, 104
 - My Client Center, 102, 102
 - for offline visitors, 332
 - ROI, 230–231, 230
 - traffic source reports, 73–75, 74–76
 - with Website Optimizer, 334, 334
- agencies for client accounts, 102–103, 102
- aggregation, 102
- Ajax technologies, 269
- AMAT acronym
 - for KPIs, 6
 - for Website Optimizer tool, 333, 333
- ampersands (&) in dynamic URLs, 115
- Analytics Help Group, 10
- Apache web server
 - for GATC, 96, 186
 - logfile format for, 98
 - redirection for, 145, 329, 331
- application programming interfaces (APIs), 15, 325
- arithmetic means, 160–161, 160
- assumptions about averages, 161
- asterisks (*) in regular expressions, 55–56
- auto-tagging
 - AdWords visitor labels, 129
 - testing, 105–106
- availability checker page, 287
- average conversion rate, 4, 5, 227–228
- average margin, 231
- average order value, 228
- average pages per visit, 248, 248
- average per visit value, 228, 229
- average return on investment, 228–231, 230, 241
- average time on site, 247–248, 247–248
- average value formula, 292
- averages, 160–161, 160

B

- backslash characters (\) in filters, 168
- backups, 97–100
- Balanced Score Cards (BSC). *See* key performance indicators (KPIs)

- banners
 - tracking, 136–137
 - URL tagging, 127, 127
 - beacons, 14–16, 14
 - bell-shaped distributions, 160, 160
 - benchmark considerations, 224–226
 - bid terms
 - vs. search terms, 29
 - tracking, 190–193, 192–193
 - blogs, 349–351
 - books on web analytics, 348
 - bounce rates
 - Entrance Sources reports, 281
 - and multivariate tests, 335
 - percentage calculation, 249–250, 249
 - search-site visitors, 291
 - Top Landing Pages reports, 279
 - brainstorming with stakeholders, 215
 - breakeven points, 229, 230
 - broad matches in AdWords campaigns, 190–191, 310
 - broadband connections, percentage of visitors with, 262–264, 263
 - broken links, 186–188, 186, 188–190
 - browser types used, 259–260, 259
 - business-critical actions, KPIs for, 217
- ## C
- cached pages, 18–19
 - Calyx Flowers case study, 341–343, 342–343
 - Campaign level in ROI, 230
 - campaign quality index (CQI), 238–241, 240
 - campaigns, 124
 - AdWords, 75, 75–76, 190–191, 299–301, 300, 308
 - in CRM systems, 208–210
 - custom fields, 130–131
 - optimization, 298–302, 300–301
 - paid, 281
 - segmentation filters for, 172–174, 173–174
 - tagging in
 - banner ad URLs, 127, 127
 - e-mail marketing campaigns, 127–128, 128
 - embedded links within digital collateral, 129–130, 130
 - landing page URLs, 124–127, 127
 - paid keywords, 129, 129
 - CAPTCHA method, 96
 - capturing Google Image search, 181–182, 182
 - carets (^) in regular expressions, 55
 - case sensitivity of URLs, 158
 - case study for multivariate tests, 341–343, 342–343
 - categories, site search, 150
 - Check Availability page, 286
 - checkFirst function, 205–206
 - _clearOrganic function, 181
 - click-through reports, 28
 - clicks vs. visits, 28
 - clients
 - accounts, 102–103, 102
 - caching, 18
 - data collection, 14
 - Clifton, Brian, 10
 - coded URLs, 328, 330
 - collection sampling rate, 145–146
 - Combinations report, 344, 344
 - comparing date ranges, 38, 56–58, 58
 - compatibility of tracking software, 106
 - configuration guide, 147–148, 148
 - default page, 148
 - e-commerce reporting, 149
 - funnels, 154–155, 155, 159–160
 - goals, 151–159, 152, 156–157
 - segmentation, 160–162, 160, 162
 - site search, 150–151
 - unnecessary parameters, 148–149, 149
 - connection speeds
 - determining, 264
 - tracking, 262–264, 263
 - consistency, 26–27
 - consolidating KPIs, 220
 - content
 - in multivariate tests, 339–340, 339
 - segmentation filters for, 175, 175
 - content creator KPI examples, 246–247
 - average pages per visit, 248, 248
 - average time on site, 247–248, 247–248
 - number of advertisements clicked, 250, 251
 - percent brand engagement, 254
 - percent new vs. returning visitors, 253–254, 253
 - percentage bounce rate, 249–250, 249
 - percentage engagement, 251–252, 252
 - recency, 254–255, 254
 - Content Detail reports
 - bounce rates, 279, 280
 - \$Index values, 275, 275
 - content management system (CMS), 94
 - control scripts in multivariate tests, 337
 - conversion goals and rates
 - for ad versions, 317–318
 - average, 4, 5, 227–228
 - by campaign type, 237–238, 238
 - consistency in, 26–27
 - formula, 292
 - for keywords, 300
 - by medium type, 235–236, 236

- monetizing non-e-commerce websites, 320–321
- multivariate tests, 334–336, 335
- Conversion University channel, 10
- conversions
 - defined, 72
 - referrer credit for, 203–207, 207–208
- _cookiePathCopy function, 143
- cookies, 16–17
 - accuracy issues, 22–24
 - disabled, 107
 - names and types used by, 112
 - restricting to subdirectories, 142–143
 - timeouts, 25, 143–144
 - transferring across the multiple domains, 141
 - and user privacy, 41
- copies of data, 97–100
- cost data from AdWords, 298
- cost per click (cpc) campaigns
 - AdWords links, 103
 - optimizing, 300–301, 301
- cost-per-thousands (CPM) impressions model, 250
- cpc medium label, 76–77
- _createEventTracker function, 132
- credit card types, 288
- CRM (customer relationship management) systems, 208–210
- cross-segmentation
 - AdWords data, 75, 76
 - benefits, 62–63, 62
 - CRM systems, 208–209, 209
 - description, 37–38
 - GATC for, 107
 - hierarchical KPIs, 222–224, 223
 - Map Overlays for, 67, 68
 - by visitor type, 170, 174, 243, 243
- custom campaign fields, 130–131
- custom filters, 164
- custom variables in multivariate tests, 338
- customer relationship management (CRM) systems, 208–210
- customized dashboards, 37
- customizing GATC, 138
 - collection sampling rate, 145–146
 - cookies restrictions, 142–143
 - keyword ignore preferences, 145
 - multiple domain tracking, 140–142
 - subdomain tracking, 138–140, 139
 - timeouts, 143–144

D

- dashboards
 - customized, 37
 - overview, 66–67, 66

- data
 - exporting and scheduling, 38
 - importing, 107
 - misinterpretation, 30–31
 - in multiple accounts, 96–97
- data views, 52
- date ranges
 - comparing, 38, 56–58, 58
 - selecting, 52
 - setting, 56–58, 57
- day parting optimization, 313–315, 314–315
- default page setting, 148
- defining OKRs, 215
- delays in AdWords account, 29
- delimiter characters in filters, 168
- depth of visit, 248, 248
- description metatags, 306
- differentiating
 - links to same page, 198–199, 198–199
 - regional search engines, 180–181
- direct access visits, 244
- direct downloads, links to, 202–203, 202
- discoverability, 50–51, 50
- distilling and refining OKRs, 216
- distributions, 160–161, 160
- dollar signs (\$) in regular expressions, 55
- double quotes (") in GATC, 119–120
- drill-down interface, 50
- duplicate profiles, 163
- dynamic landing page tagging, 125
- dynamic URLs, virtual pageviews for, 113–115, 113

E

- e-commerce, 116–117
 - for ad versions, 317–318
 - conversion rate, 292
 - enabling, 149, 319–321, 320
 - negative transactions, 26
 - reports, 38, 107
 - secure transactions, 117–120
- e-commerce manager KPI examples, 226–227
 - average conversion rate, 227–228
 - average margin, 231
 - average order value, 228
 - average per visit value, 228, 229
 - average return on investment, 228–231, 230
 - new customers on first visit index, 232–234, 233
 - percentage revenue from new visitors, 231–232, 232
- e-mail addresses for stand-alone version, 92
- e-mail marketing campaigns, 127–128, 128

- e-mail visitors, segmentation filters for, 174, 174
- Ecommerce area, 52
- Ecommerce Overview reports, 70, 70
- embedded links, tagging, 129–130, 130
- English language settings, percentage of visitors with, 257–258, 257
- enterprise features, 36
- Entrance Keywords reports, 282, 283, 305
- Entrance Path reports, 276, 277
- Entrance Sources reports, 280–281, 280, 282
- EpikOne case study, 341–343, 342–343
- error pages, tracking, 186–188, 186, 188–190
- error pages served, percentage of, 264, 265
- errors, common. *See* accuracy issues
- ethics, SEO, 307
- event tracking, 38, 131
 - banners and outgoing links, 136–137
 - Flash, 133–135, 134
 - mailto: clicks, 137–138
 - page load time, 135–136
 - setting up, 132–133
- Event Tracking Labels reports, 134, 134
- Exact Match filters, 158–159, 190
- exit rates and multivariate tests, 335
- exporting data, 60–61, 60–61

F

- farming
 - from organic visitors, 296, 297
 - from site search visitors, 297–298
- fields
 - campaign, 130–131
 - pageview and session, 193
 - segmentation filters, 165–167
- file downloads, virtual pageviews for, 115
- filters
 - AdWords, 173, 173
 - inline, 53, 54
 - matching specific transactions to specific keywords, 199–201, 200–201
 - multiple, 165
 - patterns, 174
 - segmentation. *See* segmentation filters
 - subdomains, 139–140, 139
 - for URLs, 158
 - in visitor data accuracy, 26
- firewalls, 22
- first-party cookies, 17, 22, 24, 107
- first referrers, 205–207, 207–208
- 5xx Server Error status codes, 187
- Flash
 - actions, 108
 - banners, 137

- events, 133–135, 134
 - as Web 2.0, 269
- four second rule, 263–264
- 4xx Client Error status codes, 187
- full campaign reporting, 37
- fully qualified hostnames, 138
- funnels and funnel visualization
 - action points from, 287–289
 - appropriate, 157
 - for conversion accuracy, 27–28, 27
 - defining, 156
 - description, 37
 - Funnel Visualization reports, 72, 73
 - in goal process, 151–152, 152
 - issues, 285, 286
 - process, 282–284, 282–285
 - shapes, 154–155, 155
 - summary, 289
 - tracking, 159–160

G

- ga.js file
 - in GATC, 94
 - migrating to, 95
- GAAC (Google Authorized Analytics Consultants), 10
- GATC (Google Analytics Tracking Code), 94
 - backups, 97
 - contents, 94–96, 95
 - for cross-segmentation, 107
 - customizing. *See* customizing GATC
 - for first and last referrers, 205–207
 - for multiple accounts, 97
 - in multivariate tests, 338
 - for secure e-commerce transactions, 117–120
 - sessionizing visitor labels, 184–185
 - for third-party payment gateways, 121–122
- gateways, third-party payment, 107, 121–123
- Gaussian distributions, 160, 160
- gclid parameter, 105–108
- geographic information
 - Map Overlay reports, 67–69, 68–69
 - segmentation filters, 172, 172
- getOrderID function, 321–325
- _getTracker function, 206
- getURL function, 133
- GIF banners, 137
- Goal Conversion area, 52
- goal-driven website design, 153
- Goal Verification reports, 71–72, 320
- goals
 - configuration guide, 151–159, 152
 - conversions. *See* conversion goals and rates

- defining, 152–154
- identifying, 9
- monetizing, 108
- setup process, 155–159, 156–157
- tracking, 107–108
- values for, 319

Goals Overview reports, 71, 71, 251–252, 252

Google AdWords Keyword Tool, 296

Google Analytics Help Center, 9

Google Analytics overview, 35

- features and capabilities, 36
- operation, 40, 40
- vs. Urchin, 43–46
- user privacy, 41–43

Google Analytics Tracking Code. *See* GATC (Google Analytics Tracking Code)

Google Authorized Analytics Consultants (GAAC), 10

Google Blog, 10

Google Image search, 181–182, 182

Google Maps, 270

grabReferrer function, 206

Group option for date comparisons, 57

grouping in regular expressions, 56

H

hacks, 177

- campaign variables for CRM systems, 208–210
- error pages and broken links tracking, 186–188, 186, 188–190
- links to direct downloads, 202–203, 202
- matching specific transactions to specific keywords, 199–201, 200–201
- pay-per-click search terms and bid terms, 190–193, 192–193
- referral URLs from pay-per-click networks, 194–197, 194–197
- referrer credit for conversions, 203–207, 207–208
- search engine lists, 178–182, 182
- Site Overlay reports, 198–199, 198–199
- visitor labeling, 182–185, 183

Head Match filters, 158–159

help, 9–10

hierarchical KPIs, 218, 222–224, 223

high bounce rate pages in multivariate tests, 335

high exit rate pages in multivariate tests, 335

high \$Index value pages in multivariate tests, 335–336

high-resolution screens, percentage of visitors with, 260–261, 262

high-value item latency, 23

high visitor recency, 254–255, 254

historical data, backups for, 99–100

hosting providers for client accounts, 102–103, 102

hourly reports, 59, 59, 313–315, 314–315

HTML email vs. plain text, 128

HTTP headers, 142

httpd.conf file, 98, 329

hybrid collection methods, 15, 98

I

ignore preferences for keywords, 145

images vs. text, 305

importing data

- AdWords, 105
 - campaign variables into CRM systems, 208–210
 - limitations, 107

include filters, 165

incompatibility, losses from, 260

\$Index values

- calculating, 86
- and multivariate tests, 335–336
- Top Content reports, 79
- working with, 86–87, 86, 274–278, 275–277

_initData function, 178

inline filters, 53, 54

instances, event tracker, 132–133

integration with AdWords, 36

interface, 49

- cross-segmentation, 62–63, 62
- date ranges, 56–58, 57–58
- discoverability, 50–51, 50
- hourly reporting, 59, 59
- navigating, 51–54, 51, 54
- scheduled export of data, 60–61, 60–61

internal search. *See* site search

Internet Explorer, percentage of visitors not using, 259–260, 259

Internet world statistics, 258

interpretation

- data, 30–31
- multivariate tests, 343–344

IP addresses

- in data accuracy, 18
- filters for, 169–170, 169

J

JavaScript

- errors, 20
- in GATC, 94
- load delays, 270
- page tags, 40, 202

K

- Kelvin, Lord, 1
- key performance indicators (KPIs), 6, 154, 213
 - benchmark considerations, 224–226
 - examples by job role, 226
 - content creators, 246–255, 247–249, 251–254
 - e-commerce managers, 226–234, 227, 229–230, 232–233
 - marketers, 234–244, 235–238, 240, 242–243, 245
 - webmasters, 256–268, 257–259, 261–263, 265–267
 - hierarchical, 222–224, 223
 - objectives and key results, 214–216
 - overview, 216–217
 - preparing, 217–220
 - presenting, 220–226, 221, 223
 - summary, 268–269
 - for Web 2.0, 269–272, 271
- Keyword level in ROI, 230
- keywords
 - in action statements, 306
 - Ad groups for, 301–302
 - AdWords, 73–75, 74
 - conversion rate for, 300
 - ignore preferences, 145
 - matching specific transactions to, 199–201, 200–201
 - for offline visitors, 331
 - paid, 129, 129
 - in PPC, 29
 - referral, 296, 297
 - ROI for, 299
 - in search engine marketing, 295–298, 297
 - in SEO, 303, 306–307
 - tagging, 129, 129
 - themes, 304
- Keywords Position report, 308–311, 309
- known visitors, filters for, 168–170, 169

L

- labeling
 - medium, 76–77
 - visitors, 182–185, 183
- landing pages, 124
 - optimization, 302–308
 - URL tagging, 124–127, 127
- language interfaces and support, 36
- last referrers, 205–207, 207–208
- latency in data accuracy, 23
- least valuable pages, \$Index values for, 278
- links
 - to AdWords data, 103–105, 104
 - broken, 186–188, 186, 188–190

- differentiating, 198–199, 198–199
 - to direct downloads, 202–203, 202
 - outgoing, 136–137
 - referrals, 281
 - tagging, 129–130, 130
 - tracking, 137
- LiveHTTPheaders, 112, 142
- load time
 - JavaScript delays, 270
 - measuring, 135–136
- loadable modules, 15
- local copies of data, 97–100
- log analyzers, 15
- logfiles, 14–16, 14
 - accuracy issues, 18–20
 - Apache, 98
- low \$Index value pages for multivariate tests, 335–336
- low-resolution screens, percentage of visitors with, 260–261, 262
- low-value item latency, 23
- low visitor recency, 254–255, 254

M

- mailto: clicks, 137–138
- Map Overlay reports, 37, 66–69, 66, 68–69
- mapping stakeholders, 214–215
- margin, average, 231
- marketer KPI examples, 234–235
 - average ROI by campaign type, 241
 - campaign quality index, 238–241, 240
 - percentage brand engagement, 244, 245
 - percentage goal conversion by campaign type, 237–238, 238
 - percentage goal conversion by medium type, 235–236, 236
 - percentage of new vs. returning customers, 242, 243
 - percentage of new vs. returning visitors, 241–242, 242–243
 - percentage visits by campaign type, 236–237, 237
 - percentage visits by medium type, 234–235, 235
- marketing
 - campaigns. *See* campaigns
 - offline, 325–327, 326
 - coded URLs, 328, 330
 - combining with search, 330–331
 - vanity URLs, 327–329, 328
 - search engine. *See* search engine marketing (SEM)
- match types for URLs, 158
- matching specific transactions to specific keywords, 199–201, 200–201

MAXAMINE study, 20–21, 21
means, 160–161, 160
medium, segmentation filters for, 172–174, 173–174
medium-resolution screens, percentage of visitors with, 260–261, 262
medium visitor recency, 254–255, 254
meta-characters in regular expressions, 54–55
metatags, 306
methodologies, 13
 accuracy. *See* accuracy issues
 cookies, 16–17
 page tags and logfiles, 14–16, 14
migrating from urchin.js to ga.js, 95
minus signs (-) in regular expressions, 55
misinterpretation of data, 30–31
missed tags in data accuracy, 20–21
mobile users
 in data accuracy, 19
 statistics, 19
mod_layout module, 96
modal values, 160, 160
monetizing
 goals, 108
 non-e-commerce websites, 318–319
 e-commerce reporting, 319–321, 320
 tracking in, 321–325
 values for goals, 319
MS Internet Explorer, percentage of visitors not using, 259–260, 259
multiple accounts
 data in, 96–97
 importing data from, 105
multiple computers in data accuracy, 22
multiple domain tracking, 140–142
multiple filters, 165
multiple language interfaces and support, 36
multiple profiles, 100, 101
multiple referrers, 39
multivariate tests, 332, 334, 334
 case study, 341–343, 342–343
 content variations, 339–340, 339
 launching, 340, 341
 length, 341–342
 results and interpretation, 343–344
 tagging pages for, 336–339, 336
 test page and conversion goal selection, 334–336, 335
My Client Center, 102, 102

N

navigating interface, 51–54, 51, 54
Navigation Summary reports, 276–278, 276
NCSA log format, 98

negative ROI, 229
negative transactions
 e-commerce, 26
 processing, 123–124
new customers on first visit index, 232–234, 233
new visitors
 percentage revenue from, 231–232, 232
 vs. returning, 170–171, 171, 241–242, 242–243, 253–254, 253
new visits metric
 AdWords, 308
 position optimization by, 311–312
non-e-commerce websites, monetizing, 318–319
 e-commerce reporting, 319–321, 320
 tracking in, 321–325
 values for goals, 319
non-normal distributions, 161
non-paid searches in landing page optimization, 302–308
non-personally identifiable information (non-PII), 32–33
non-Windows platforms, percentage of visitors with, 260, 261
normal distributions, 160, 160
Novo, Jim, 214
number of advertisements clicked, 250, 251

O

objectives and key results (OKRs)
 setting, 214–216
 translating into KPIs, 218–219
Official Authorized Partners, 10
offline marketing, 325–327, 326
 coded URLs, 328, 330
 combining with search, 330–331
 vanity URLs, 327–329, 328
offline visitors
 coded URLs for, 328, 330
 search for, 330–331
offline visits in data accuracy, 23
offsite tools, 4
OKRs (objectives and key results)
 setting, 214–216
 translating into KPIs, 218–219
Online Retail Checkout report, 283
onRelease function, 133, 135
onsite tools, 4
operating system percentages, 260, 261
optimization
 ad position, 308–312, 309–312
 ad version, 316–318, 316–317
 campaigns, 298–302, 300–301
 day parting, 313–315, 314–315
 landing page, 302–308

- poorly performing pages
 - funneling, 282–289
 - identifying, 274
 - \$Index values, 274–278
 - Top Landing Pages reports, 279–282, 279–280, 282
- Website Optimizer tool, 332
 - AMAT in, 333, 333
 - multivariate tests. *See* multivariate tests
- order IDs, unique, 321–322
- order value, average, 228
- ordering filters, 175, 175
- O'Reilly, Tim, 269
- organic medium label, 76–77
- organic visitors, farming from, 296, 297
- outgoing links, 136–137
- Overview reports, 227, 227

P

- packet sniffers, 15
- page loading
 - errors, 20
 - time measurements, 135–136
- Page Sections reports, 343–344, 344
- page tags, 14–16, 14
 - accuracy issues, 20–22, 20–21
 - GATC, 94–96, 95
 - for multivariate tests, 336–339, 336
 - server-side, 96
- page title tags, 306
- pages per visit, average, 248, 248
- pageviews
 - combining with session fields, 193
 - virtual. *See* virtual pageviews
 - visits vs. visitors, 25
- paid keyword tagging, 129, 129
- paid searches
 - campaign optimization, 298–302, 300–301
 - campaigns, 281
 - landing page optimization, 302–308
- parentheses () in regular expressions, 55
- partial KPIs, 219
- partially completed forms, virtual pageviews for, 115–116
- path analysis reports, 72, 73
- pay-per-click (PPC) networks, 103
 - accuracy issues, 28–30
 - campaign optimization, 298
 - referral URLs for, 194–197, 194–197
 - search term tracking, 190–193, 192–193
- payment forms, 287
- payment gateways, 121–123
- PDF downloads
 - in conversion data, 72
 - in data accuracy, 25
- per-search values, 290–291, 291
- per visit value
 - AdWords, 308
 - average, 228, 229
 - formula, 292–293, 293
 - position optimization by, 312–313, 312
- percent high, medium, low visitor recency, 254–255, 254
- percentage bounce rate, 249–250, 249
- percentage brand engagement, 244, 245, 254
- percentage engagement, 251–252, 252
- percentage error pages served, 264, 265
- percentage goal conversion by campaign type, 237–238, 238
- percentage goal conversion by medium type, 235–236, 236
- percentage new versus returning customers, 242, 243
- percentage new versus returning visitors, 241–242, 242–243, 253–254, 253
- percentage revenue from new visitors, 231–232, 232
- percentage visitors not using MS Internet Explorer, 259–260, 259
- percentage visitors with broadband connection speed, 262–264, 263
- percentage visitors with English language settings, 257–258, 257
- percentage visitors with high-, medium-, low-resolution screens, 260–261, 262
- percentage visitors with non-Windows platforms, 260, 261
- percentage visits by campaign type, 236–237, 237
- percentage visits by medium type, 234–235, 235
- percentage zero result pages, 268
- periods (.) in regular expressions, 55
- permanent redirects, 329
- persistent cookies, 16
- personally identifiable information (PII), 33
- Peterson, Eric T., 244
- pipe characters (|) for filters, 165
- plain text vs. HTML email, 128
- plugins, 15
- plus signs (+) in regular expressions, 55
- poorly performing pages
 - funneling, 282–289
 - identifying, 274
 - \$Index values, 274–278
 - Top Landing Pages reports, 279–282, 279–280, 282

Position Preference feature, 82

PPC (pay-per-click) networks, 103

- accuracy issues, 28–30
- campaign optimization, 298
- referral URLs for, 194–197, 194–197
- search term tracking, 190–193, 192–193

predefined filters, 164

previewing features, 53

previous referrers, 203–204

privacy

- considerations, 32–34
- user, 41–43

privacy statements, 33

process frequency in data accuracy, 26

product and organization information on websites, 246

profiles

- without filters, 163
- overview, 100, 101
- for subdomains, 140

Purtell, Shawn, 199

Q

query string append (QSA) option, 329

question marks (?)

- in dynamic URLs, 115
- in regular expressions, 55

questions, common implementation, 106–108

quotation marks (") in GATC, 119–120

R

random distributions, 160–161

ranges

- date
 - comparing, 38, 56–58, 58
 - selecting, 52
 - setting, 56–58, 57
- regular expressions, 55

raw data, 163

real-world tasks, 273

- monetizing non-e-commerce websites, 318–319
 - e-commerce reporting, 319–321, 320
 - tracking in, 321–325
 - values for goals, 319
- offline marketing, 325–327, 326
 - coded URLs, 328, 330
 - combining with search, 330–331
 - vanity URLs, 327–329, 328
- poorly performing pages
 - funneling, 282–289

- identifying, 274
- \$Index values, 274–278
- Top Landing Pages reports, 279–282, 279–280, 282

search engine marketing. *See* search engine marketing (SEM)

site success measurement, 289–295, 290–294

Website Optimizer tool, 332

- AMAT in, 333, 333
- multivariate tests. *See* multivariate tests

recency, 254–255, 254

recommended resources

- blogs, 349–351
- books, 348
- web, 348

redirects

- Apache web server, 145, 329, 331
- offline visitors, 329–331
- subdirectories, 331
- third-party ad tracking, 29–30
- for vanity URLs, 329

referral medium label, 76–77

referrals

- Entrance Sources reports, 281
- Google Image search, 181
- pay-per-click networks, 194–197, 194–197

referrers

- credit changing, 203–207, 207–208
- segmentation filters for, 172–174, 173–174

regional search engines, differentiating, 180–181

regular expressions (regex), 39

- constructing, 244
- overview, 54–56
- for URLs, 158–159

reports

- customizing, 107
- e-mail for, 107
- hourly, 59, 59
- layout, 51–54, 51, 54
- top 10. *See* top 10 reports

required steps for goals, 157

results reports for multivariate tests, 343–344

retail web page response times, 262

return on investment (ROI)

- average, 228–231, 230, 241
- campaign optimization, 298–299
- for keywords, 299
- web analytics activities, 7–8

returning visitors vs. new, 170–171, 171, 241–242, 242–243, 253–254, 253

revenue formula, 292

revenue from new visitors, 231–232, 232

revenue impact of site search, 293

Reverse Goal Path reports, 71
robots in data accuracy, 19
robots.txt file, 303
ROI. *See* return on investment (ROI)
rows displayed setting, 53

S

sampling rate, 145–146
Savage, Sam, 161
scalability, 36
ScanAlert report on purchases, 255
scheduling
 ads, 314, 315
 data export, 38, 60–61, 60–61
screen resolution percentages, 260–261, 262
scripts in multivariate tests, 337
search engine lists, 39. *See also* site search
 customizing, 178–179
 differentiating, 180–181
 Google Image search, 181–182, 182
 relationships, 195, 196–197
search engine marketing (SEM)
 ad version optimization, 316–318, 316–317
 AdWords ad position, 308–312, 309–312
 campaign optimization, 298–302, 300–301
 day parting optimization, 313–315, 315
 keyword discovery, 295–298, 297
 and landing page optimization, 302–308
 optimizing, 295
search engine optimization (SEO), 302–303
 ethics, 307
 principles, 303–308
Search Engines report, 296
search terms vs. bid terms, 29
section scripts in multivariate tests, 337
secure transactions, 117–120
security
 data, 42
 page tags, 25
segmentation
 for hierarchical KPIs, 222–224, 223
 importance of, 160–162, 160, 162
segmentation filters, 162–163
 campaigns, medium, and source referrers,
 172–174, 173–174
 common, 168
 content, 175, 175
 creating, 163–165, 163
 fields, 165–167
 geographical location, 172, 172
 known visitors, 168–170, 169
 new visitors vs. returning, 170–171, 171
 ordering, 175, 175
 website traffic, 168, 169
SEM. *See* search engine marketing (SEM)
SEO (search engine optimization), 302–303
 ethics, 307
 principles, 303–308
servers
 Apache. *See* Apache web server
 caching, 19
 data collection, 14
 status codes, 186–187
 tagging, 96
session cookies, 16
session fields, combining with pageview fields, 193
sessionizing visitor labels, 184–185
 _setCookiePath function, 142
setHidden function, 209–210
_setSampleRate function, 146
setup errors in data accuracy, 20
_setVar function, 170, 183–185, 206
shared computers in data accuracy, 22–23
Site Overlay reports, 37, 80, 80
 differentiating links to same page, 198–199,
 198–199
 limitations, 81
site search
 enabling, 150–151
 feedback from, 297–298
 KPIs, 264–268, 265–267
 reports, 38, 84, 84
 success measurement, 289–295, 290–294
Site Search Overview reports, 264, 265, 289
Site Search Terms reports, 290, 290–291
Site Search Usage reports, 266, 266, 291–293,
 292–293
Site Usage area, 52
small business users, 36
sort order, 52
Source Medium reports, 53, 54, 76–77, 77–78
sources
 Entrance Sources reports, 280–281, 280, 282
 segmentation filters for, 172–174, 173–174
 Traffic Sources reports, 298
 AdWords Positions, 81–83, 81–83
 AdWords reports, 73–75, 74–76
 Source Medium, 76–77, 77–78
sparklines, 50–51
square brackets ([]) in regular expressions, 55
stakeholders
 brainstorming with, 215
 mapping, 214–215
Standard Match term, 190
static landing page tagging, 125
status codes, web server, 186–187
Stern, Jim, 7
Stone Temple Consulting study, 24
subdirectories
 cookies restricted to, 142–143
 redirecting, 331

subdomain tracking, 138–140, 139
subscription-based content, 246

T

tabbed layout, 52

tagging

- accuracy issues, 20–22, 20–21
- auto-tagging, 105–106
- banner ad URLs, 127, 127
- e-mail marketing campaigns, 127–128, 128
- embedded links, 129–130, 130
- landing page URLs, 124–127, 127
- limiting, 125–126
- missing, 20–21, 24
- in multivariate tests, 336–339, 336
- pages, 14–16, 14, 25, 94–96, 95
- paid keywords, 129, 129
- performance with, 108
- placement considerations, 24

temporal KPIs, 217

temporary redirects, 329

Terms of Service

- client accounts, 102
- on privacy, 41, 43

testing

- ad versions, 316–318, 316–317
- auto-tagging, 105–106
- Website Optimizer for, 332
 - AMAT in, 333, 333
 - multivariate tests. *See* multivariate tests

text vs. images, 305

themes, keyword, 304

third-party ad tracking redirects, 29–30

third-party cookies, 17, 22, 24

third-party payment gateways, 107, 121–123

3xx Redirection status codes, 187

time-bound KPIs, 217

time on site, average, 247–248, 247–248

time requirements for web analytics, 7–8

time zones in hourly reports, 59, 315

timeline sliders, 58, 58

timeouts

- controlling, 143–144
- cookies, 25

title tags, 306

tools, 4

top 10 reports, 65

- Ecommerce Overview, 70, 70
- Funnel Visualization, 72, 73
- Goals Overview, 71, 71
- Map Overlay, 66–69, 66, 68–69
- Site Overlay, 80–81, 80
- Site Search, 84, 84
- Top Content, 78–79, 79

Traffic Sources reports

AdWords Positions, 81–83, 81–83

AdWords reports, 73–75, 74–76

Source Medium reports, 76–77, 77–78

Top Content reports

- bounce rate, 249, 249
- error pages, 188, 189, 264, 265
- \$Index values, 274, 275
- overview, 78–79, 79
- site search engines, 266, 266, 294, 294

Top Landing Pages reports

- poorly performing pages, 279–282, 279–280, 282
- SEO, 303–304

Total Revenue section, 59

tracker scripts in multivariate tests, 337

_trackEvent function, 132–133, 135

tracking software compatibility, 106

_trackPageview function, 112

- in GATC, 94
- for site search data, 267
- virtual pageviews
 - for dynamic URLs, 113–115, 113
 - for file downloads, 115
 - for partially completed forms, 115–116

_trackTrans function, 118

- e-commerce fields, 324
- for negative transactions, 124
- for third-party payment gateways, 122

Traffic Sources reports, 298

AdWords Positions, 81–83, 81–83

AdWords reports, 73–75, 74–76

Source Medium, 76–77, 77–78

transactions

- matching to keywords, 199–201, 200–201
- negative, 26, 123–124
- secure, 117–120
- unique, 120–121

translating OKRs into KPIs, 218–219

TV branding slogans, 330

Twain, Mark, 30

2xx Success status codes, 186

U

_uGC function, 205, 210

unique order IDs, 321–322

unique transactions, 120–121

unique visitors, 30–31

unnecessary parameters, 148–149, 149

unparallel results as accuracy issue, 28–30

unreadable URLs, 39

urchin.js file, 95

Urchin software, 43–44

- vs. Google Analytics, 44–46
- historical data from, 99–100

URL Builder tool, 126–127, 127
URLs
 case sensitivity, 158
 dynamic, 113–115, 113
 for funnel tracking, 159–160
 match types for, 158
 for multivariate tests, 339
 for offline visitors, 327–330
 for PPC, 194–197, 194–197
 site search parameters in, 151
 tagging, 124–127, 127
 tracking, 28
 unreadable, 39
Use Defined reports, 183, 183
user-defined filter variables, 167
user privacy, 41–43
utm_ variables, 126, 317–318
 _utm.gif file, 98
 __utmz cookies, 112, 122

V

validator function, 120–121
values
 for goals, 319
 of pages. *See* \$Index values
vanity URLs, 327–329, 328
variables
 filters, 167
 multivariate tests, 338
 virtual pageviews, 114
variations in multivariate tests, 339–340, 339
vendor data as accuracy issue, 23–28, 27
virtual pageviews, 24
 dynamic URLs, 113–115, 113
 file downloads, 115
 partially completed forms, 115–116
Visitor Trending section, 59
visitors
 accuracy issues, 18–22, 20–21
 labeling, 182–185, 183
 Map Overlay, 66–69, 66, 68–69
visits
 AdWords, 308

 by campaign type, 236–237, 237
 vs. clicks, 28
 by medium type, 234–235, 235
volume of visitors and pageviews, 256

W

Web 2.0, KPIs for, 269–272, 271
web analytics overview
 decisions based on, 6–7
 information provided, 4–6, 5
 ROI of, 7–8
 for understanding, 9
web resources, 348
web server status codes, 186–187
webmaster KPI examples, 256
 internal search, 264–268, 265–267
 percentage of error pages served, 264, 265
 percentage of visitors not using MS Internet Explorer, 259–260, 259
 percentage of visitors with broadband connection speed, 262–264, 263
 percentage of visitors with English language settings, 257–258, 257
 percentage of visitors with high-, medium-, low-resolution screens, 260–261, 262
 percentage of visitors with non-Windows platforms, 260, 261
 volume of visitors and pageviews, 256
Website Optimizer tool, 332
 AMAT in, 333, 333
 multivariate tests. *See* multivariate tests
wildcards in regular expressions, 54–56

Y

Yahoo! Keyword Assistant Tool, 296
YouTube, 271, 271

Z

zero percent ROI, 229