

DELAACON: NEW KEYWORD TRACKING OPPORTUNITIES

In this tutorial you will learn how to:

- ✓ Create a Google Analytics profile for tracking purposes.
- ✓ Set up account mapping from Delacon to Google Analytics.
- ✓ Create a customised report in order to track keywords.

You will also see sample screenshots of Delacon's web integrated reports.

CREATING A GOOGLE ANALYTICS PROFILE

1. Log in to your Google Account

Google Analytics

Change Language: US English ▼

HOME

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BLOG

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy - and free!

[Learn More](#)

Don't have a Google Account?

[Create an account now](#)

Step 1 : Login by your Google Account

Google Account

Email:

ex: pat@example.com

Password:

Stay signed in

[Can't access your account?](#)

2. Add new account

Common Questions

How do I grant other users access to my Analytics account?

Why am I not seeing any data in my reports?

I created a duplicate account, how can I remove it?

Recommended for you

Google Maps business listings



Visit our Local Business Center to create your business listing. Add hours, photos and more.

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Resources

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Google Analytics Blog

New Features For iOS/iPhone SDK

Back in December, we brought you custom variables for your An...

[Read More >](#)

Overview: all accounts

2011 Jan 24 - 2011 Feb 23

Comparing to: 2010 Dec 24 - 2011 Jan 23

Step 1 : Click to add a new account

Day Week Month Year

Accounts							+ Add new account
Name↑	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
code.google.com/apis/maps/	143	00:03:22	65.03%	0	↑ 33.64%	Edit	
googlemaps.appspot.com	62	00:01:25	48.39%	0	↓ -21.52%	Edit	
www.happycars.com.au	5	00:00:03	80.00%	0	↓ -68.75%	Edit	

Find account:

Show rows: 10 1 of 1

3. Sign up for Google Analytics



Getting Started

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

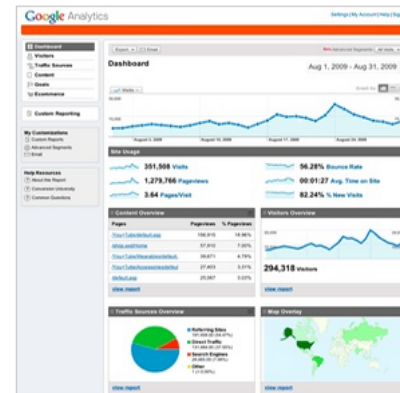
(5M pageview cap per month for non AdWords advertisers.)

Step 1 : Click the sign up button

Sign Up for Google Analytics

You are just a few steps from Google Analytics. Click on the Sign Up button to get started.

Sign Up »



Common Questions

- How does Google Analytics help my AdWords account?
- How much does Google Analytics cost?
- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

4. Track setup information

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

Step 1 : input webiste url "www.delacon.com.au"

Step 2 : input account name "www.delacon.com.au"

Common Questions

- I do not own my web site domain. How do I set up Google Analytics?
- Can I track websites for which I'm not running an AdWords campaign?
- How do I track unique areas within my website separately?
- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

5. Complete contact info

Analytics: New Account Signup

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:

First Name:

Country or territory:

Step 1 : input last Name

Step 2 : input first Name

Step 3 : choose Country

Common Questions

- Will my website be affected by Google Analytics?
- Who will have access to my Google Analytics data?

« Back Continue »

6. Accept Terms & Conditions

Analytics: New Account Signup

General Information > Contact Information > **Accept User Agreement** > Add Tracking

Please carefully read the following terms and conditions, then select the checkbox to accept.

excluded from, a particular Report. For example, a Profile could be established to view a small portion of a web site as a unique Report. There can be multiple Profiles established under a single Site.

"Report" means the resulting analysis shown at www.google.com/analytics (or such other URL Google may provide from time to time) for an individual profile. The number of charts, graphs, and statistics contained in a Report varies with the edition of the Service.

"UTM" means the proprietary Google Analytics Tracking Code, which is installed on a web page for the purpose of collecting Customer Data, together with any fixes, updates and upgrades provided to you (collectively, the "UTM").

"Servers" means the servers controlled by Google (or its wholly owned subsidiaries) upon which the Processing Software and Customer Data are stored.

"Site" means a group of web pages that are linked to an Account and use the same UTM. Each Site consists of a default Profile that measures all pages within the Site. Additional Profiles can be established under a Site to evaluate subsections of a Site in greater detail.

"Software" means the UTM and the Processing Software.

2. FEES AND SERVICES . Subject to Section 15 herein, the Service is provided without charge to You for up to 5 million pageviews per month per account, and if You have an active Adwords campaign in good standing, the Service is provided without charge to You without a pageview limitation.

Yes, I agree to the above terms and conditions.

Step 1 : If you agree, make a check

Step 2 : Click the create New Account Button

Data Sharing Settings

Your account is opted in to receiving benchmarking and ad service features which require access to your Google Analytics data.

[Edit Settings](#) | [Learn More](#)

[« Back](#) [Create New Account »](#)

Common Questions

- [Will my website be affected by Google Analytics?](#)
- [Who will have access to my Google Analytics data?](#)

7. Get your Google Analytics Profile ID

Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > Add Tracking

Standard **Advanced** Custom

1 What are you tracking?

A single domain (default)

Domain: www.delacon.com.au

One domain with multiple subdomains

Multiple top-level domains

I want to track AdWords campaigns

2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately


```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-21633052-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```

Step 1 : Remember this id.
we need it later

Step 2 : Click the "Save and Finish" Button

Optional: Email these instructions

 We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

Save and Finish

Common Questions

- How do I add tracking code to my website?
- How can I confirm that I've entered the tracking code correctly on my pages?
- How long does it take to see report data after adding the tracking code?

SETTING UP ACCOUNT MAPPING

Set up Google Analytics mapping

Create a mapping :

- Step 1 : Choose a company in tracking
- Step 2 : Input a profile id for tracking
- Step 3 : Click insert button

Delete a mapping:

- Step 1 : Click X link to delete a mapping item

Please match company with Google Profile :

Companies:

- [1] blue stone
- [76]CANCELLED google
- [78] honeycomb
- [77]CANCELLED yahoo
- [79]delacon
- [80]Real ICE
- [81]NEWUSER
- [82]NEWUSER
- [83]NEWUSER
- [84]NEWUSER
- [85]NEWUSER
- [86]NEWUSER
- [87]NEWUSER
- [88]NEWUSER
- [89]NEWUSER
- [90]NEWUSER
- [91]NEWUSER
- [92]NEWUSER
- [93]NEWUSER
- [94]NEWUSER

Profile ID:

Mappings:

companyId	profile	delete
[79]delacon	UA-690174-3	X

CREATING A GOOGLE ANALYTICS CUSTOMISED REPORT

1. Creating a report for a tracking profile

Common Questions
How do I know that my tracking code is installed correctly?
Why am I not seeing any data in my reports?
I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Recommended for you
Google Maps business listings
Visit our Local Business Center to create your business listing. Add hours, photos and more.
[Learn more »](#)

Resources
Help
Code Site
Features
Product Tour
Case Studies
Conversion University
Seminars for Success
Partner Services

Google Analytics Blog
Mastering Unique Visitors in the API
After launching a massive amount of new data through our Data...
[Read More »](#)

Overview » [Account Name] (Edit account settings)

2011 Jan 28 - 2011 Feb 27
Comparing to: 2010 Dec 28 - 2011 Jan 27

All Starred

Day Week Month Year

Website Profiles										+ Add new profile
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions		
[Account Name] UA-19613955-1										+ Add new profile
[Account Name]	View report	✓	55	00:01:12	52.73%	0	-29.49%	Edit Delete		
[Account Name] UA-19613955-4										+ Add new profile
[Account Name]	View report	✓	3	00:00:00	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-5										+ Add new profile
[Account Name]	View report	✓	8	00:01:40	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-6										+ Add new profile
[Account Name]	View report	✓	7	00:33:11	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-7										+ Add new profile
[Account Name]	View report	✓	6	00:01:13	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-8										+ Add new profile
[Account Name]	View report	✓	3	00:04:39	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-10										+ Add new profile
[Account Name]	View report	✓	1	00:02:14	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-11										+ Add new profile
[Account Name]	View report	✓	1	00:00:16	0.00%	0	N/A	Edit Delete		
[Account Name] UA-19613955-3										+ Add new profile
[Account Name]	View report	✓	3	00:00:00	33.33%	0	N/A	Edit Delete		

Step 1 : Click View report button of the profile for phone call tracking

Add Website Profile»
A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Manager»
Number of Users: 1
Add or edit Users. [Learn more](#)

Filter Manager»
Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

2. Creating a customised report

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Custom Reporting

[Manage Custom Reports](#)

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Manage Custom Reports

Design a one of a kind report to fit your needs. [Learn how to build a custom report.](#)

Step 1: Click "Custom Report" link

Step 2: Click the "Create New Custom report" link

[+ Create new custom report](#)

[Import custom reports from other profiles](#)

Custom reports in

Name	Dimensions	Action
No custom reports created for this profile; click here to create one.		

Other Custom Reports for

Example Reports

- How are my keywords performing in different countries? ([See report](#))
- Should I target my site to Spanish users? ([see report](#))

3. Save your report

Custom Reports Overview » Edit Custom Report

type to filter

list view

Metrics

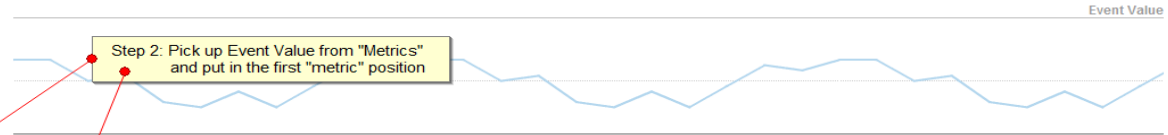
- Site Usage
- Content
 - Unique Pageviews
 - Total Unique Searches
 - Visits with Search
 - Search Refinements
 - Time after Search
 - Search Depth
 - Search Exits

Dimensions

- Search Term
- Refined Keyword
- Site Search Category
- Landing Page
- Exit Page
- Event Category
- Event Action
- Event Label
- E-Commerce
- Systems

Keyword Phone Call Tracking [edit](#)

Step 1: Change Report name to "Keyword Phone Call Tracking"



Step 2: Pick up Event Value from "Metrics" and put in the first "metric" position

keywords phone call tracking [edit](#) + Add Tab

Event Value	metric	metric	metric	metric	metric	metric	metric	metric	metric
-------------	--------	--------	--------	--------	--------	--------	--------	--------	--------

Dimension: Event Category

1.									
2.									

Step 3: Pick up "Event Category" from "Dimensions" and put in the first level Dimension position

after "Event Category" drill down to...
Event Action

Step 4: Pick up "Event Action" from "Dimensions" and put in the second level Dimension position

after "Event Action" drill down to...
Event Label

Step 5: Pick up "Event Label" from "Dimensions" and put in the third level Dimension position

after "Event Label" drill down to...
sub dimension

Step 6: Preview Report and Save Report

[Save Report](#) [Preview Report](#) [cancel](#)

Visible in: [www.delacon.com.au/tracking](#) and 0 other profiles

Drag and drop metrics into the blue metric boxes and dimensions into the green dimension boxes

Learn more about the valid metrics and dimensions combinations.

SAMPLE REPORTS

Client call tracking

Google Analytics | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: My Analytics Accounts:

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

Custom Title February 22, 2011

Keyword Phone Call Tracking

Manage Custom Reports

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export Email Add to Dashboard Visualize edit this report Advanced Segments: All Visits

Overview » Event Action » **Keyword Phone Call Tacking** Jan 23, 2011 - Feb 22, 2011

callCount

Event Value Graph by:

Phone calls Views:

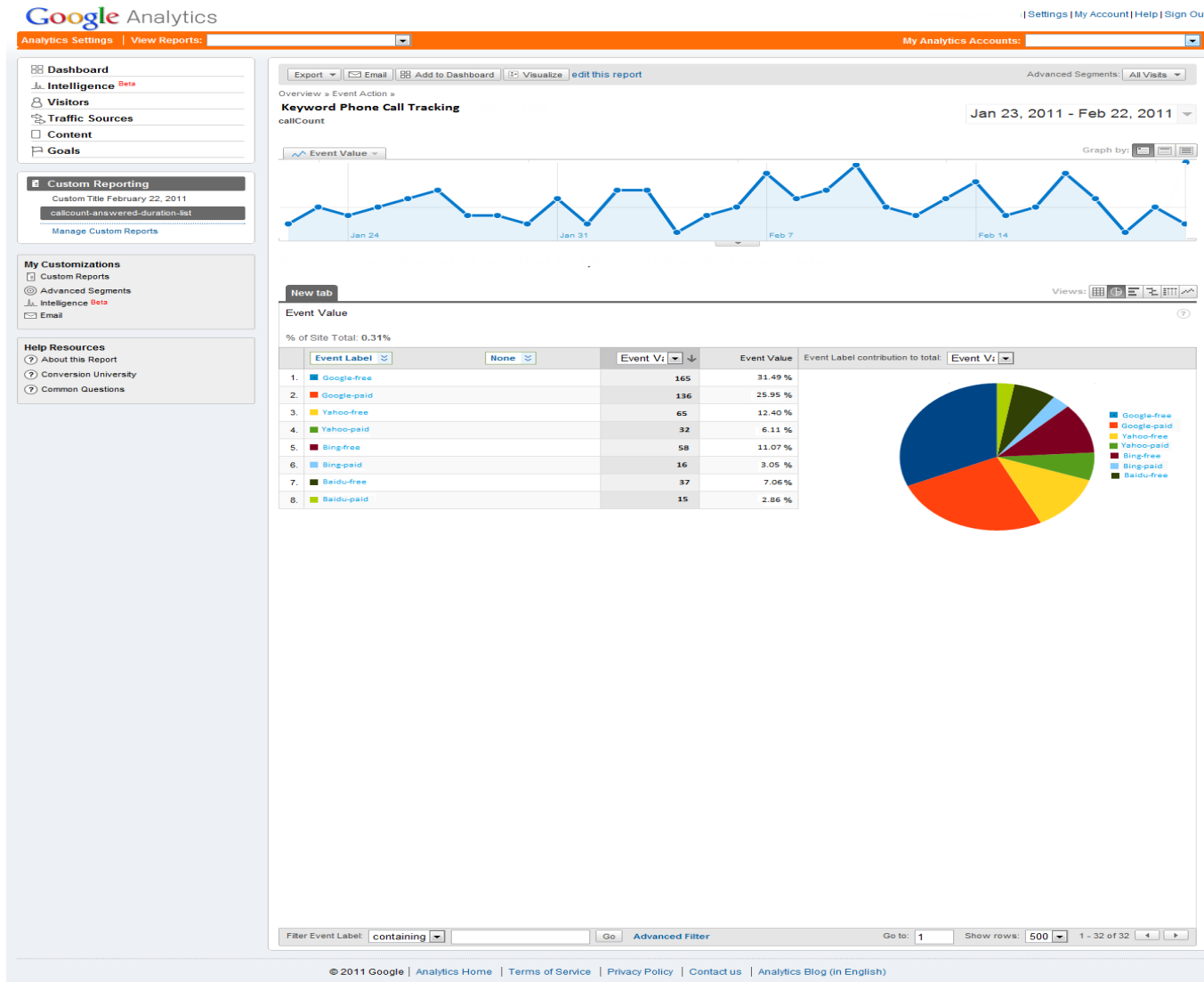
Event Value
1048
% of Site Total: 0.31%

Event Label	Event Value	Event Value	Event Label contribution to total
1. callcount	524	50%	
2. answered	311	29.68%	
3. no answered	43	4.10%	
4. no answered with voice mail	56	5.34%	
5. busy	100	9.54%	
6. busy with voice mail	14	1.34%	

Filter Event Label: containing Go to: 1 Show rows: 500 1 - 32 of 32

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Search Engine tracking



Keyword tracking for phone calls

Google Analytics | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: | My Analytics Accounts:

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

Custom Title February 22, 2011

Keyword Phone Call Tracking

Manage Custom Reports

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Visualize | edit this report

Advanced Segments: All Visits

Overview » Event Action »

Keyword Phone Call Tacking

callCount

Jan 23, 2011 - Feb 22, 2011

Event Value

Graph by:

Phone calls

Event Value

8,965

% of Site Total: 0.31%

Event Label	Event Value	Event Value	Event Value	Event Label contribution to total:
1. timber flooring sydney	524	5.84%	52.78%	5.84%
2. Kent Gilbert, building inspections sydney	472	5.26%		5.26%
3. dimming led lights	462	5.15%		5.15%
4. building inspection parkes	426	4.75%		
5. timber flooring	422	4.71%		
6. timber flooring with borders	412	4.60%		
7. fairy wings sydney	398	4.44%		
8. sydney properties inspections	390	4.35%		
9. building inspection when buying a unit	378	4.22%		
10. led flashlight bulb	350	3.90%		
11. fairy parties in sydney	330	3.68%		
12. sydney timber floors	316	3.52%		
13. pest and building inspections sydney	314	3.50%		
14. dilapidation report	313	3.49%		
15. need traffic to my websites	308	3.44%		
16. fairy dress	280	3.12%		
17. cheap strata reports	266	2.97%		
18. timber flooring and decking in sydney	260	2.90%		
19. cheap strata inspection reports sydney	250	2.79%		
20. dr jillian tatham	236	2.63%		
21. fairyland mosman	228	2.54%		
22. timber flooring prices	214	2.39%		
23. online agency	212	2.36%		
24. danias timber flooring	192	2.14%		
25. Pest & Building Reports Wollongong area	185	2.06%		
26. building inspections	184	2.05%		
27. fairy party shop	153	1.71%		
28. zaetta strata inspection	147	1.64%		
29. mobile phone games company	137	1.53%		
30. little gems dress	115	1.28%		
31. led downlights transformer	90	1.00%		
32. no braces	1	0.01%		

Filter Event Label: containing | Go | Advanced Filter

Go to: 1 | Show rows: 500 | 1 - 32 of 32

THANK YOU!
www.delacon.com.au