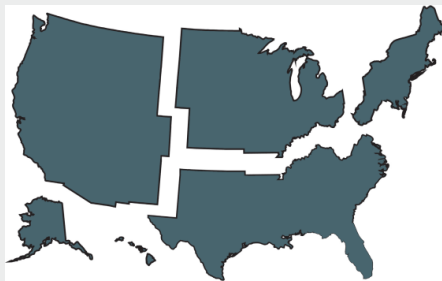


# eXtension

## Entrepreneurs & Their Communities

[www.extension.org/entrepreneurship](http://www.extension.org/entrepreneurship)

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DEVELOPMENT CENTERS



# Housekeeping Details

- Sharing your email address
- Webinar evaluation at <http://tinyurl.com/yl2yk2q>
- Site orientation



# Analyze This: Google Analytics

Vishal Singh  
UNL



# Agenda

- What is Google Analytics?
- How much does it cost?
- How do I get an account?
- How do I set it up for my website?
- How do I review the analytics?
- What should I look for?
- Questions?



# Agenda

- What is Google Analytics?

“Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness.”

– [google.com/analytics](http://google.com/analytics)



# Agenda

- How much does it cost?

It's FREE!



# Agenda

- How do I get an account?

<http://www.google.com/analytics>



# Agenda

- How do I set it up for my website?

Do you have access to the code of your site?

- a. Static Site
- b. Dynamic site





# Agenda

- How do I review the analytics?
- What should I look for?

# Agenda

- Questions?



# Housekeeping Details

- Don't forget to mark your calendars with the dates of the upcoming webinars – 2<sup>nd</sup> Thursday
- March 11 – Getting Found – Online!
- April-May – Rural Community Development mini-series
- Evaluation- <http://tinyurl.com/yl2yk2q>

