

# Google Adwords si Analytics

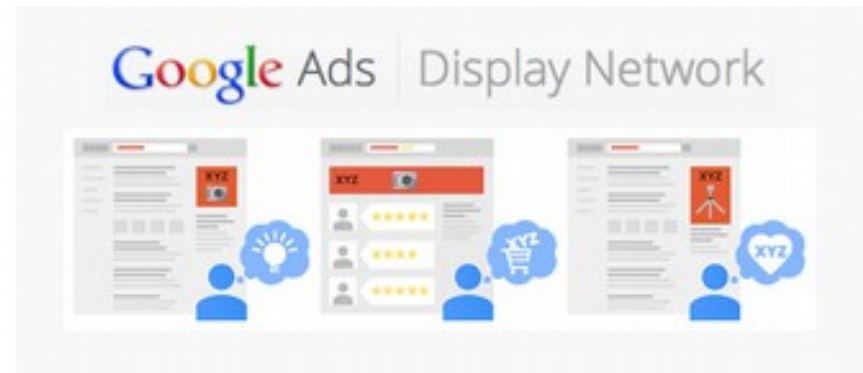
## Curs de promovare a afacerilor



## Ce vom studia astazi :

- Ce este AdWords?
- De ce sa folosesc AdWords?
- Cum construiesc o campanie ?
- Cum stiu ca merge?
- Ce alte instrumente mai ofera AdWords?

## Ce este Google AdWords ?





laptop asus



Web Images Videos News More Search tools

About 36,800,000 results (0.56 seconds)

### Laptop Asus ieftin - cel.ro

www.cel.ro/Asus - Livrare rapidă, din stoc. Rate. Comandă online și Economisește! Plata în rate - Livrare în 24h - Reduceri de pret zilnice

### Laptop / Notebook - Brand : Asus

www.emag.ro/laptopuri - Laptopuri la cele mai bune preturi. Transport gratuit in toata Romania. Cele Mai Multe Produse - Drept de Retur la Produse - Livrare în Toată România eMAG has 1,800 followers on Google+ Laptopuri pt Gaming - Laptopuri Business - Laptopuri pt Acasa - Ultrabooks

### Laptop i5-2.4Ghz 1345 Lei - abdccomputer.ro

www.abdccomputer.ro/ - LED 15.6inch, 4Gb DDR3, 320Gb Hdd, Livrare Gratuita, Garantie 1 an! Promotii Laptopuri - Laptopuri SH - Laptopuri Renew - Laptop SH cu Licenta

### Laptop / Notebook Brand Asus online - eMAG.ro

www.emag.ro/laptopuri/asus/c - Translate this page Ai Livrare Gratuita si Finantare in Rate la Laptop / Notebook Brand Asus cumparate de la eMAG. Nu rata ofertele de astazi! Laptop Asus N550JK-DS566D - Intel Core i7 - Laptop Asus N551JK-CN104D ...

### ASUS

www.asus.com/ - See how ASUS hardware delivers the ultimate gaming experience-so you can ... Call Us - Email Us - Find Service Locations. Quick Service : Notebook - Tablet Support - Motherboards - Notebooks & Ultrabooks - United States / English

### Notebook / Laptop ASUS - PC Garage

www.pcgarage.ro - Laptop - Notebook / Laptop - Translate this page Notebook / Laptop ASUS, reduceri si promotii. Livrare gratuita, rate cu dobanda 0 - PC Garage

### Laptop ASUS 17.3"

www.pcgarage.ro/ - I7 2.5Ghz Haswell 16Gb 2X 1Tb+512Gb Ssd, Geforce Gtx 860M 4Gb 6999 Ron.

### Laptop Asus la Promoție

www.flanco.ro/Laptopuri\_Asus - Laptopuri Asus la Super Prețuri. Vezi Oferta Flanco&Comandă Online

### Laptopuri ASUS de la 999

www.evomag.ro/Laptopuri&Ultrabookuri - Vezi Laptopuri cu Pret Redus si Ai Produse Gratuite Incluse in Oferta!

### Laptop Asus N550JV-CN163D

www.gadget-review.ro/laptop - Părerea Noastră Despre el. Noi îți Spunem Dacă Merită!

### Laptop Asus i3 4GB 500GB

www.elefant.ro/ - Cumpara online pe Elefant.ro Preturi accesibile. Livrare rapida.

### Super Laptop, Super Pret

www.marketonline.ro/oferta-laptop - Procesor i7, 8GB RAM, 15" FullHD. Transport Gratuit. Vezi Oferta!

### Asus Laptop

# AdWords



Google

pizza



Web Images Maps Videos News More Search tools

About 3,680,000,000 results (0.50 seconds)

**Oferta Pizza 1+1 Gratis - pizzapph.ro**

[www.pizzapph.ro/](http://www.pizzapph.ro/)

Livrare Pizza Non Stop in Bucuresti si Mancare Gatita Ca Acasa!

**Gratuit la Jerry's Pizza - Sticla de Vin la Pizza + Pizzert**

[www.jerryspizza.ro/Jerrys-Pizza](http://www.jerryspizza.ro/Jerrys-Pizza)

Livram Rapid in Tot Orasul

Livrare Gratuita - Pizza Premiata - Plata cu Card sau Cash - Livram pana la 4 AM

Meniu Jerry's Pizza - Ofertele Jerry's Pizza - Comanda Jerry's Pizza

Bulevardul Ion Mihalache 126, Bucuresti

**Pizza La Donna Bucuresti - pizzaladonna.ro**

[www.pizzaladonna.ro/](http://www.pizzaladonna.ro/)

Comandă Acum o Pizza Adevărată. Livram rapid Pizza In orice Sector.

Preturi Mici - Oferte Speciale - Meniu la pret FIX

Pizza - Comanda Online - Grill - Paste

Strada Ion Tuculescu 31, Bucuresti - 021 324 3779

AdWords

**Jerry's Pizza : Meniu**

[www.jerryspizza.ro/www-index/meniu-ro.html](http://www.jerryspizza.ro/www-index/meniu-ro.html) Translate this page

Jerry's Pizza livreaza in Bucuresti, Brasov, Pitesti, Ploiesti, Constanta si zonele limitrofe acestora. Zona de livrare gratuita limitata. Detalii despre zonele de ...

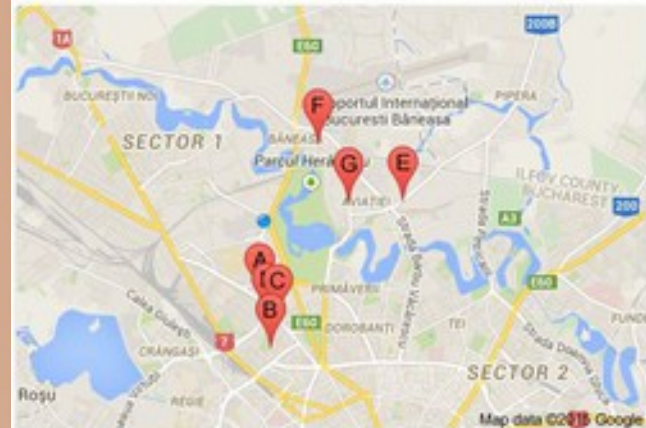
**Pizzicato.ro | Pizza orders in Bucharest | We deliver ...**

[www.pizzicato.ro/en](http://www.pizzicato.ro/en)

Pizza orders Bucuresti: pizza delivery in all areas in Bucuresti, Fast order Pizzicato - pizza, salads, pasta and barbecue - home delivery.

**Best Pizza in Bucharest - TripAdvisor**

[www.tripadvisor.com](http://www.tripadvisor.com) Europe Romania Bucharest



Map for pizza



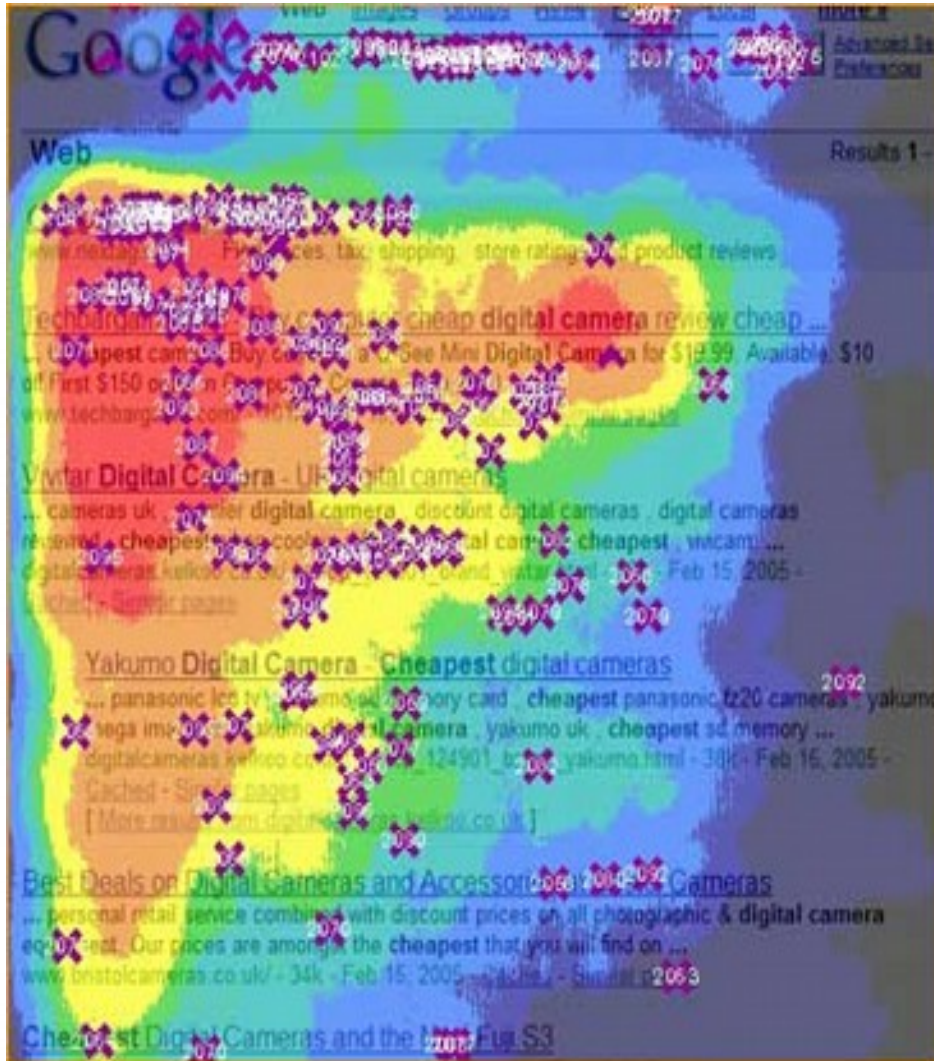
More images

Pizza

Bread



De ce sa folosesc AdWords ?



- Sporește vizibilitatea produselor
- Concurati cu competitor de orice nivel
- Masurabil
- Sporește vizibilitatea brandului





# Cum Functioneaza?





## Laptop / Notebook - Brand : Asus

**Ad** [www.emag.ro/laptopuri](http://www.emag.ro/laptopuri) ▾

Laptopuri la cele mai bune preturi. Transport gratuit in toata Romania.

## Laptop Asus leftin - Livrare rapidă, din stoc. Rate - cel.ro

**Ad** [www.cel.ro/Asus](http://www.cel.ro/Asus) ▾ 021 311 9308

Comandă online și Economisește!

Plata in rate · Livrare in 24h · Reduceri de pret zilnice

Asus - Acer - Lenovo - Fujitsu

## Laptop i5-2.4Ghz 1345 Lei - abdccomputer.ro

**Ad** [www.abdccomputer.ro/](http://www.abdccomputer.ro/) ▾

LED 15.6inch, 4Gb DDR3, 320Gb Hdd, Livrare Gratuita, Garantie 1 an!

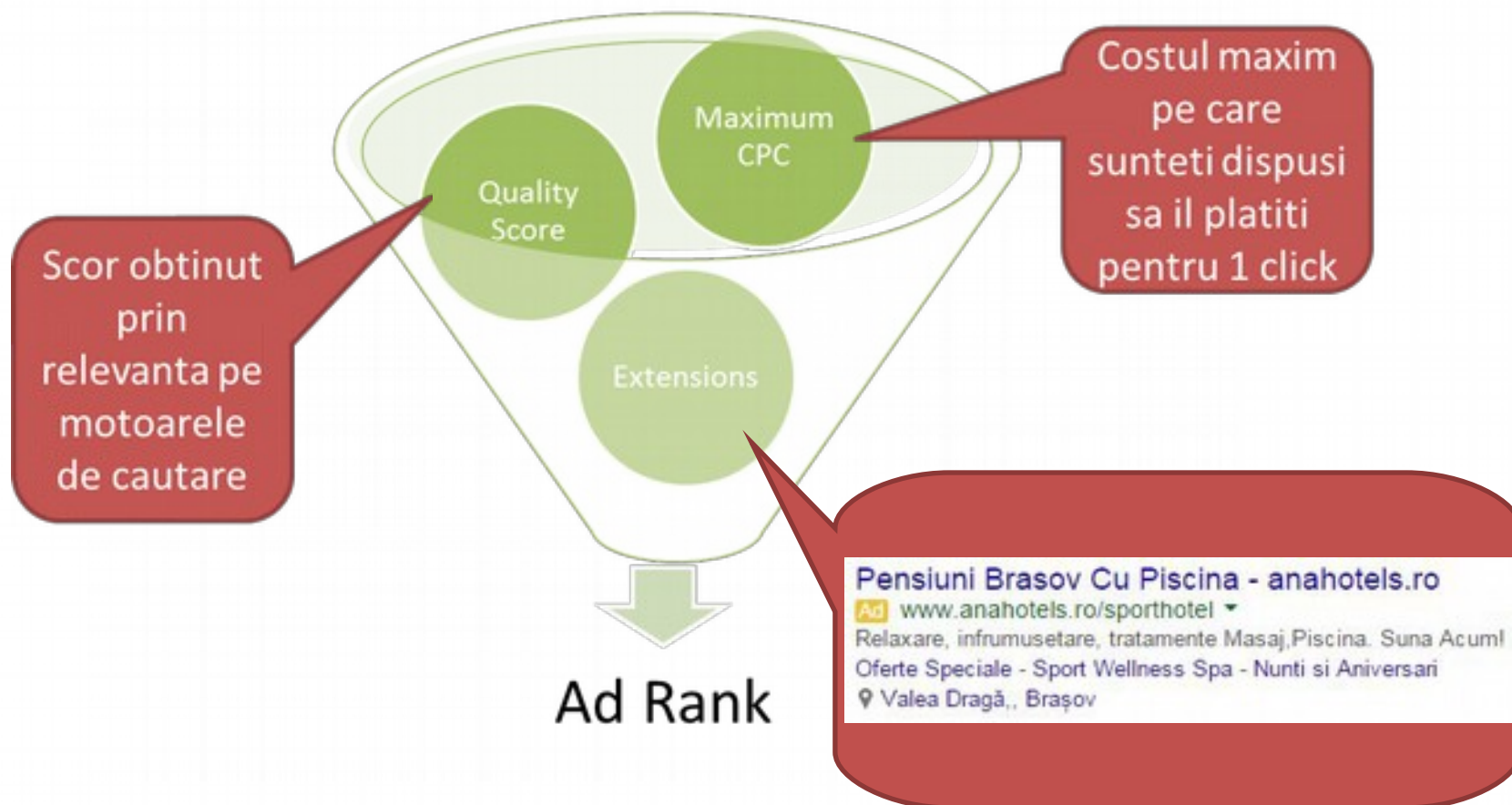
ABD Computer · Cele mai bune preturi

Promotii Laptopuri - Laptopuri SH - Laptop SH cu Licenta - Laptopuri Renew

AdRank Mare



AdRank Scazut





Cum construiesc o companie ?



## Planificarea Campaniei :

- Care este publicul tinta?
- Ce cauta?
- Ce informatii vrei sa stie?
- La ce intrebari le puteti raspunde?
- La ce probleme aveti raspunsurile ?





## Crearea Contului:




Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

Country

 Romania

Time zone

(GMT+02:00) Bucharest

Time zone is used for account reporting and billing.

Currency

Romanian Leu

Save and continue



Tipuri de conturi :

## Type: **Search Network with Display Select - Standard**

You're ready to create your first campaign!

Try focusing on one product or service to start. You can edit these settings or expand your account with

Campaign name

Campaign #1

Type

Search Network with Display Select

**Search Network with Display Select**

Best opportunity to reach the most customers

**Search Network only**

Google search and search partners

**Display Network only**

Google's network of partner websites

**Shopping**

Best way to create Product Listing Ads

**Online video**

**Standard - Keyword**

**All features - All options**

[Learn more about campaign types](#)

Networks

type above, or create a new

Devices

Ads will show on all eligible devices by default.



Campaign name

Campaign #1

Type ?

 Search Network only ▾

- Standard** - Keyword-targeted text ads showing on Google search results ?
- All features** - All the features and options available for the Search Network ?

- Mobile app installs** - Ads encouraging people to download your app ?
- Mobile app engagement** - Ads that encourage actions within your app ?
- Dynamic Search Ads** - Ads targeted based on your website content ?
- Call-only** - Ads that encourage people to call your business ?

[Learn more about campaign types](#)

Campaign name

|

Type ?

 Display Network only ▾

- All features** - All the features and options available for the Display Network ?

- Remarketing** - Ads targeting people who have previously visited your website ?
- Engagement** - Rich media interactive ads optimized for user engagement ?
- Mobile app installs** - Ads encouraging people to download your app ?
- Mobile app engagement** - Ads that encourage actions within your app ?
- Ads in mobile apps** - Ads for your website that show exclusively on mobile apps ?

[Learn more about campaign types](#)

## Setari Campanie :

- Tara de targetare: Romania
- Setari Limba: Romanian, Hungarian, English
- Bidding: Manual CPC, Cost Per Conversion
- Schedule: Setati Intervalul Orar Dorit
- Livrarea Anunturilor: Optimizare pentru click-uri/  
conversii, Rotatii Egale, Rotatii Infinite





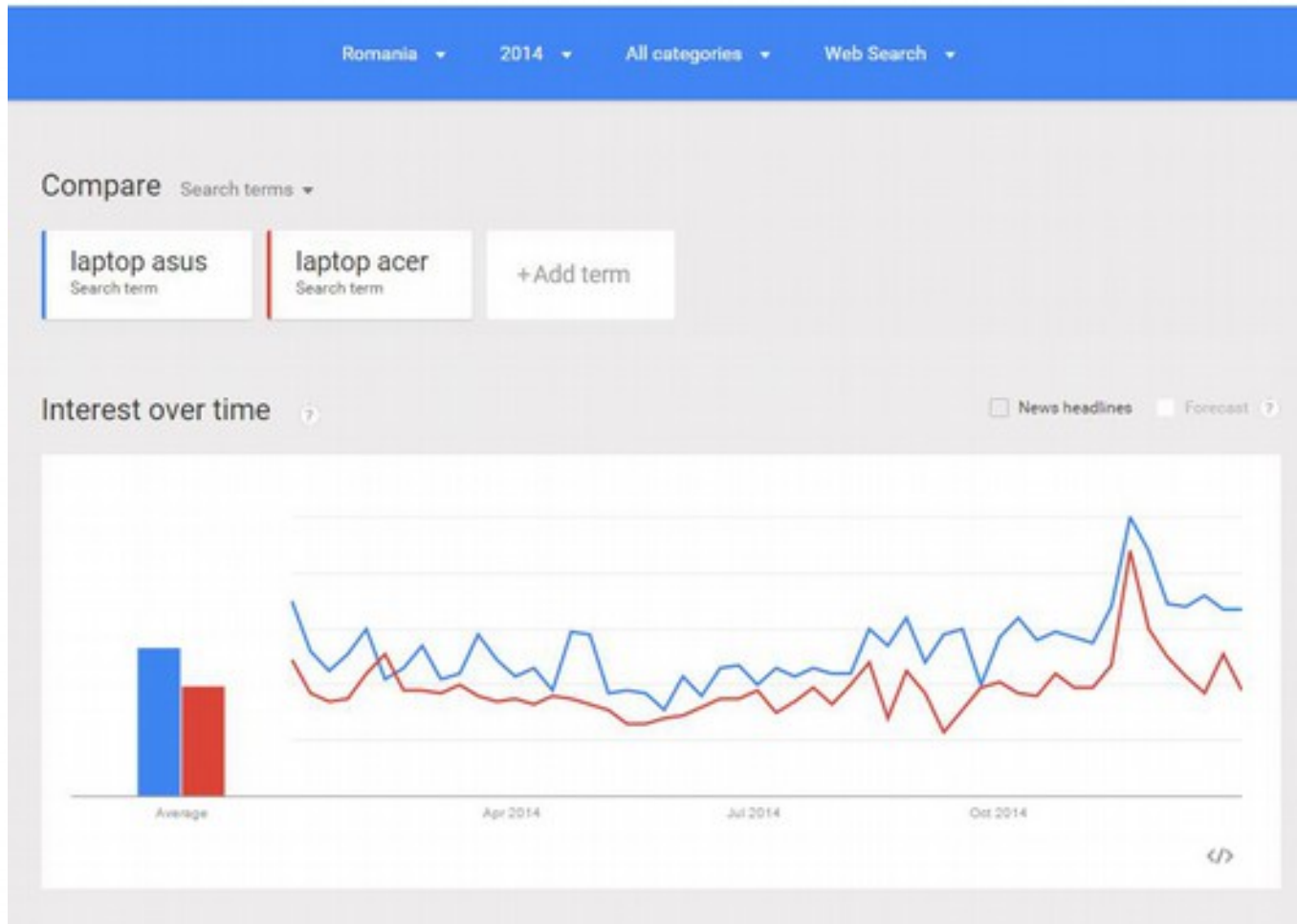
Cum gasiti cuvinte cheie  
pentru campania dumneavoastra?

Cautati un cuvânt cheie pe [www.google.ro](http://www.google.ro) si NU apasati Enter



Google Trends:

<http://www.google.com/trends/explore>



## Keyword Planner:

Keyword Planner  
Add ideas to your plan

Your product or service

laptop asus, laptop acer

Get ideas

M

Targeting ?

Romania

Romanian

Google

Negative keywords

Date range ?

Show avg. monthly searches  
for: Last 12 months

Customize your search ?

Keyword filters

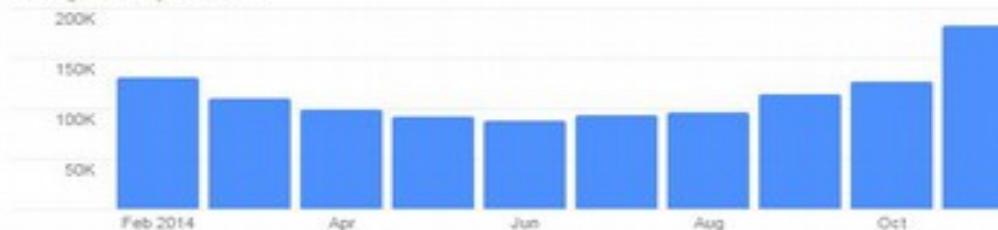
Keyword options

Show broadly related ideas  
Hide keywords in my account  
Hide keywords in my plan

Keywords to include

Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?
laptop asus	1,900	High	RON1.10
laptop acer	1,000	High	RON0.97

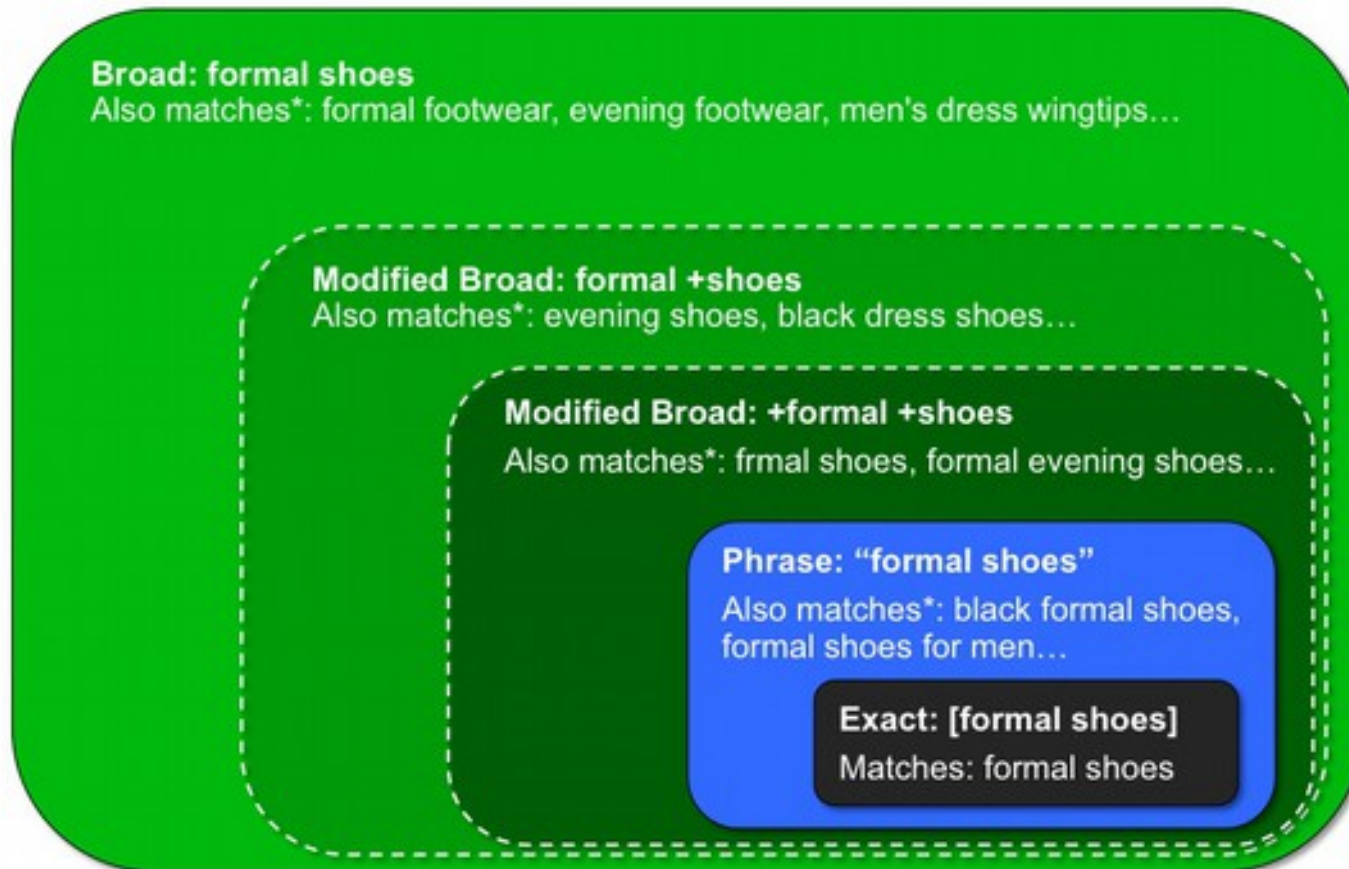
1 - 2

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?
incarcator laptop acer	320	High	RON0.79
laptop asus pret	110	High	RON0.83





## Tipuri de cuvinte cheie:



\*In each ring, the keyword shown also matches the searches inside the smaller rings. Illustrative – figure not drawn to scale.

## Scrierea Anunturilor :

- Folositi Keyword-urile din AdGroup in Textul Ad-ului
- Folositi Call-To-Action: “Cumpara Acum!”, “Suna Acum!”, “Intra Aici!”
- Promovati avantajele pe care le aveti peste competitorii directi
- Creati o stare de urgenta: “Oferta Limitata”, “Stoc Limitat” etc
- Setati extensii

## Extensii Google AdWords

Ad groups Settings Ads Keywords Ad extensions Dimensions

View: Sitelinks extensions ▾ All but removed ▾ Segment ▾ Filter ▾ Columns ▾ [↓ View Change History](#)

	Clicks <small>?</small> ↓	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>
Your sitelink extensions don't have statistics for the selected date range.				
Campaign extension		Ad group extension		

- Sitelinks extensions
- Location extensions
- Call extensions
- App extensions
- Review extensions
- Callout extensions
- Automated extensions report



## Sitelinks

### Laptop / Notebook - Brand : Asus

**Ad** [www.emag.ro/laptopuri](http://www.emag.ro/laptopuri) ▼

Laptopuri la cele mai bune preturi. Transport gratuit in toata Romania.

### Laptop Asus ieftin - Livrare rapidă, din stoc. Rate - cel.ro

**Ad** [www.cel.ro/Asus](http://www.cel.ro/Asus) ▼ 021 311 9308

Comandă online și Economisește!

Plata in rate - Livrare in 24h - Reduceri de pret zilnice

Asus - Acer - Lenovo - Fujitsu

### Laptop i5-2.4Ghz 1345 Lei - abdccomputer.ro

**Ad** [www.abdccomputer.ro/](http://www.abdccomputer.ro/) ▼

LED 15.6inch, 4Gb DDR3, 320Gb Hdd, Livrare Gratuita, Garantie 1 an!

ABD Computer - Cele mai bune preturi

Promotii Laptopuri - Laptopuri SH - Laptop SH cu Licenta - Laptopuri Renew



## Location Extension

Search results for "pizza bucuresti":

Web Maps Images Videos More Search tools

About 569,000 results (0.34 seconds)

**Pizza Domiciliu Bucuresti - TrentaPizza.ro**  
Ad [www.trentapizza.ro/](http://www.trentapizza.ro/)  
Comanda pizza de la Trenta in Bucuresti. Vezi promotiile zilei!  
📍 Strada Alexandru Papiu-Ilarian 17, București

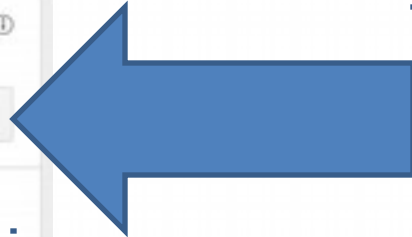
**Livrare pizza Bucuresti - presto-pizza.ro**  
Ad [www.presto-pizza.ro/](http://www.presto-pizza.ro/) 021 9220  
Happy Hours: meniu la doar 25 lei. Nu rata ofertele Presto Pizza!  
Comenzi aplicatie -10% · Happy Hours, meniu 25 lei · Pizza la cuptor cu lemne  
Peste 25 Sortimente Pizza - Meniuri pentru Gasca - Strips & Aripioare de Pui

**Comanda pizza 1+1 gratis - patrickhouse.com.ro**  
Ad [www.patrickhouse.com.ro/](http://www.patrickhouse.com.ro/) 0726 728 745  
Livrare pizza la comanda Bucuresti Comanda pizza telefonic 1+1 gratis

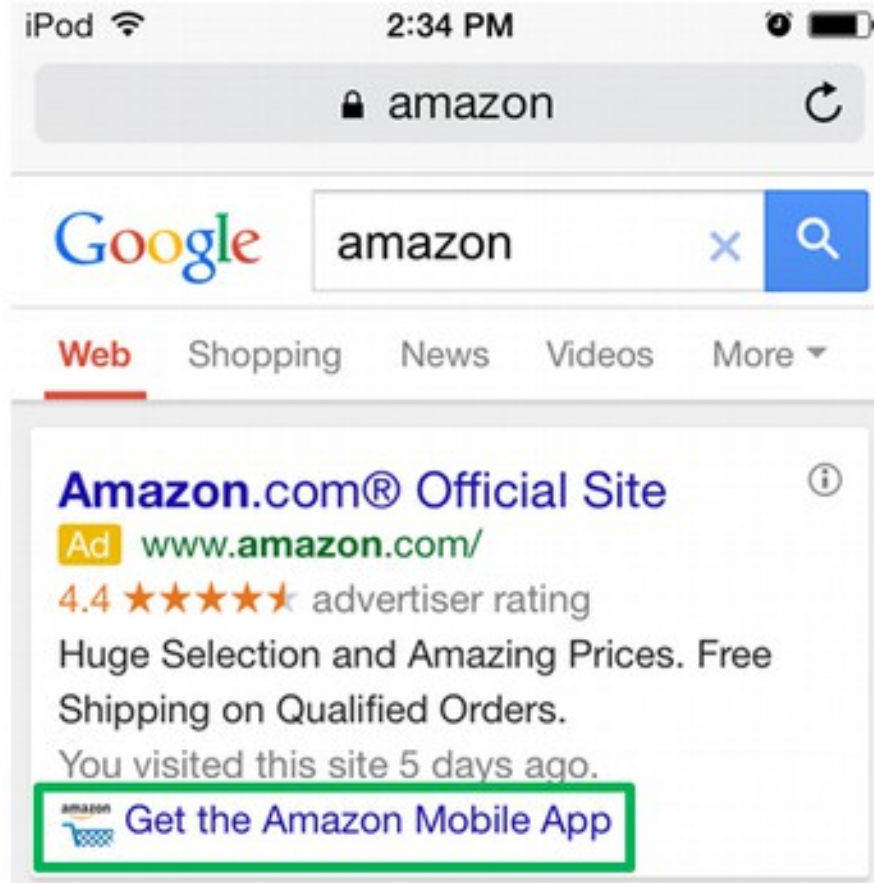


## Call Extension

The screenshot shows a mobile search results page with three ads. The first ad, titled 'Oferta pizza 1+1 gratis', includes a 'Call' button. The second ad, 'Oferta Pizza 1+1 Gratis', and the third, 'Livrare pizza sector 4', do not have call buttons. Below the ads is a 'Related searches' section with two suggestions: 'trenta pizza sector 4' and 'pizza sector 4 non stop'. At the bottom of the search results is a 'Next >' button and the Google logo.



## App Extension





## Callout Extension

**ACME Electronics**

**Ad** [www.acme.com/](http://www.acme.com/) ▼

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping · 24-7 customer service · Price matching

"2014 Online Electronics Store of the Year" – [Electronics Weekly](#)

[Daily Deals](#) - [Laptops](#) - [Smartphones](#) - [Gift Cards](#)





Cum stiu ca functioneaza ?

## Indici de masurare a performantei :

1. Quality Score
2. Click Through Rate
3. Conversions



Fiti creativi cu reclamele voastre!



# **Center for Career Development**

*by LINKgroup*





... dar nu prea creativi



## [New Brain](#)

Looking for **New Brain**?  
Find exactly what you want today.  
[www.eBay.com](http://www.eBay.com)

## [Visiting Hell?](#)

Your Official Travel Site.  
Travel Deals from 100+ Sites  
[www.hotels.kayak.com](http://www.hotels.kayak.com)

## [Buy Love at Amazon.com](#)

Save up to 35% on top sellers.  
Qualified orders over \$25 ship free  
[Amazon.com/dvd](http://Amazon.com/dvd)

## [Sell Your Soul on eBay](#)

212 Million Potential New Buyers.  
eBay can grow **your** business.  
[www.ebay.com/onramp](http://www.ebay.com/onramp)

## [Used Diapers For Less](#)

Looking for **Used Diapers**?  
Find exactly what you want today.  
[www.eBay.com](http://www.eBay.com)

## [Buy & Sell Smelly socks](#)

Fantastic prices on **smelly socks**  
Shop on eBay and save  
[www.ebay.ca](http://www.ebay.ca)

## [Wife](#)

Browse A Huge Selection Now  
Find Exactly What You Want Today  
[www.eBay.com](http://www.eBay.com)



Web [Images](#) [Groups](#) [News](#) [more »](#)

African slaves

Search

[Advanced](#)  
[Preferences](#)

Search:  the web  pages from the UK

### Web

Resu

### [African Slaves For Sale](#)

[ebay.co.uk](http://ebay.co.uk) Low Priced **African Slaves** Big Selection! (aff)

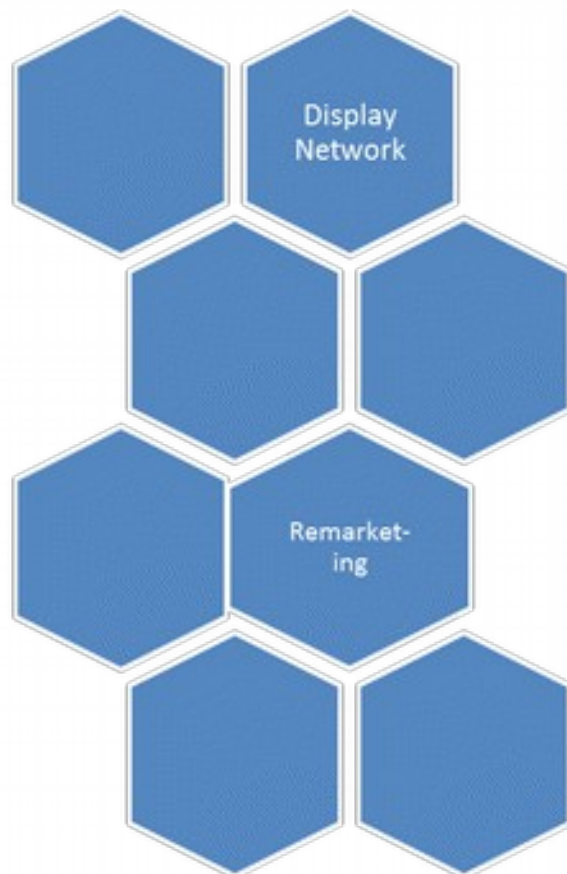
### [Africans in America | Part 1 | Narrative | The African Slave Trade ...](#)

... to West **African** ones. On the "middle" leg, ship captains such as John Newton (who later became a foe of slavery), loaded their then-empty holds with **slaves** and ...

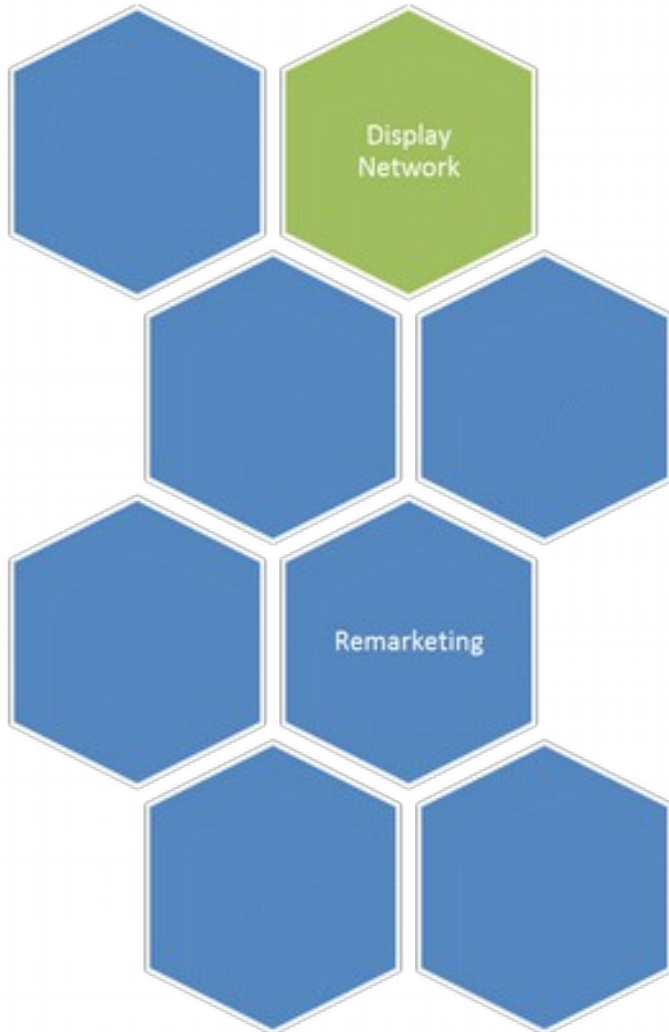
[www.pbs.org/wqgbh/aia/part1/1narr4.html](http://www.pbs.org/wqgbh/aia/part1/1narr4.html) - 16k - [Cached](#) - [Similar pages](#)



Ce alte instrumente de promovare mai  
ofera AdWords ?

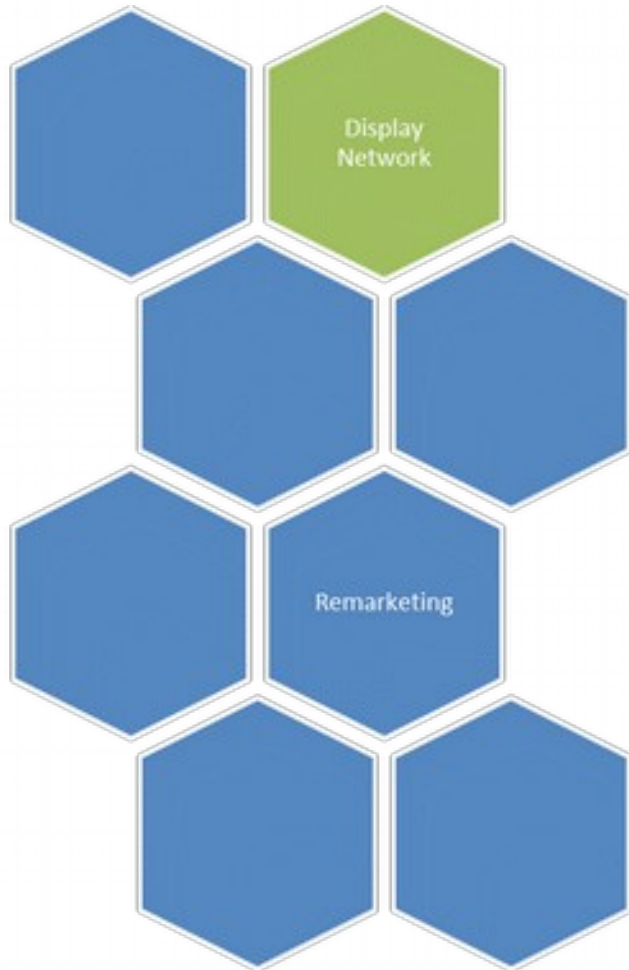






## Ce Inseamna **Google Display Network** ?

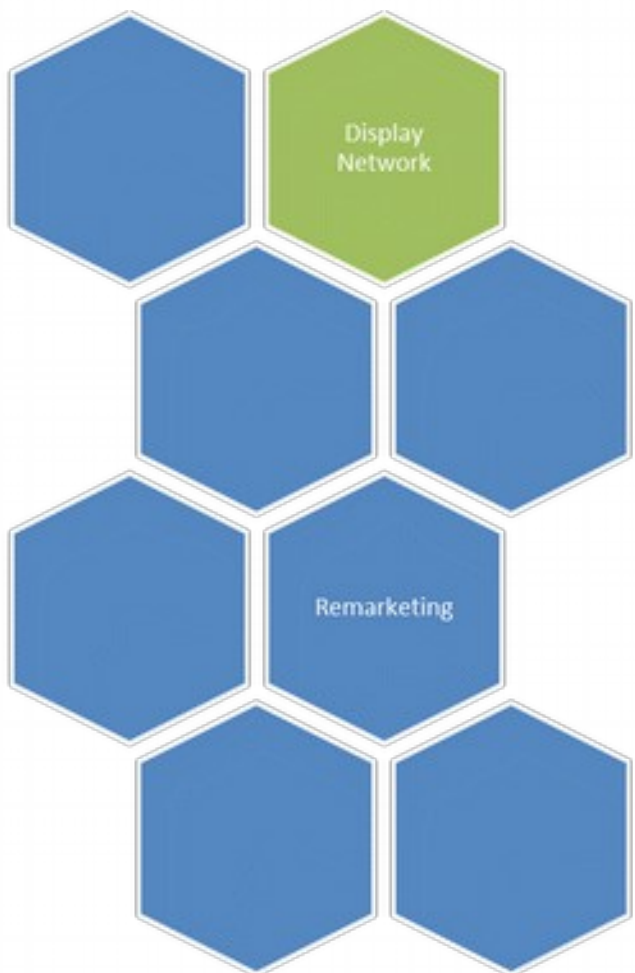
Google Display Network reprezinta un grup de peste 1.000.000 de site-uri, care au optat pentru a avea reclame Google in schimbul unor venituri.



## Cum Functioneaza ?

In loc sa targetam dupa cuvinte cheie, targetam dupa public si dupa topicul website-ului

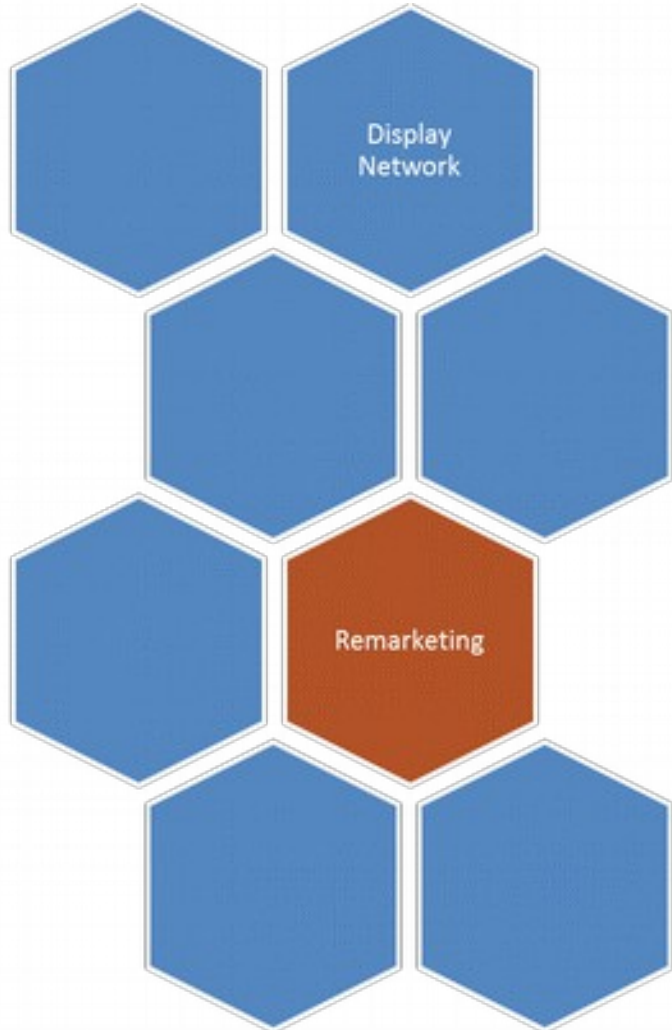




## Cum arata anunturile pe retea de display ?

Pe langa reclamele text, puteti promova si reclame cu imagine, animatie sau chiar video.

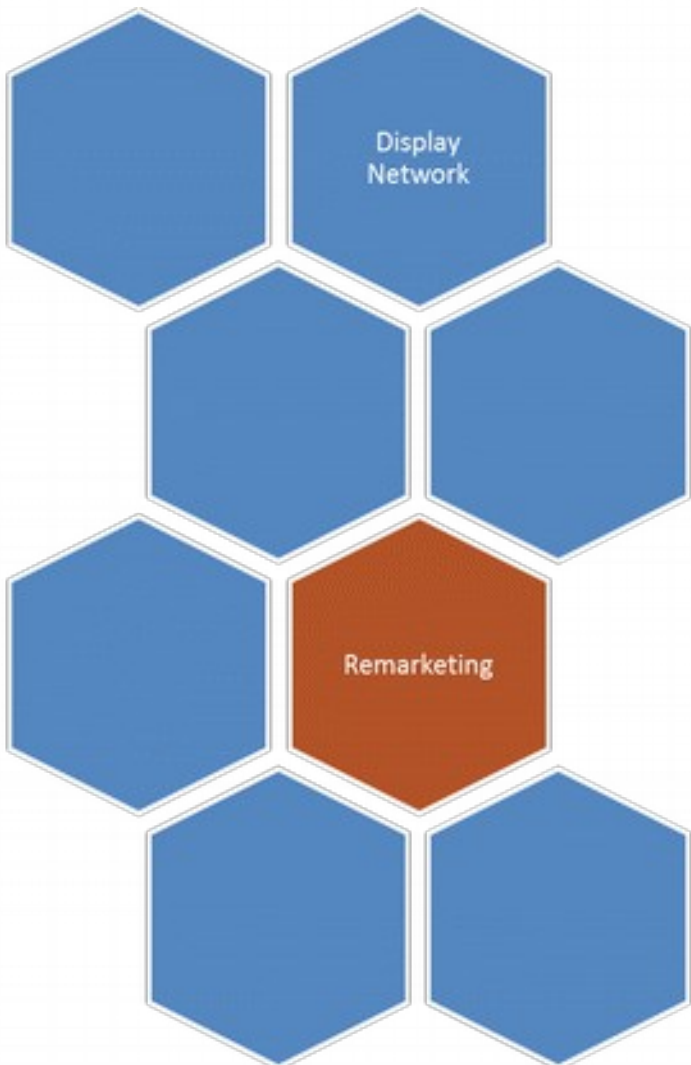




## Ce este Remarketing-ul?

Este o modalitate de a targeta publicul care a fost deja pe site-ul dvs





## De ce aveti nevoie pentru a porni o campanie de Remarketing?

- Un Cont AdWords
- Posibilitatea de editare a codului de pe website





# Google™ Analytics



## Ce inseamna Google Analytics ?

Google Analytics reprezinta **analiza calitativa** si **cantitativa** a datelor din cadrul businessului vostru, cu scopul de imbunatati in mod continuu **experienta online**, atat a clientilor deja existenti, cat si a potentialilor clienti, pentru a va servi scopurile, atat in **online** cat si in **offline**.

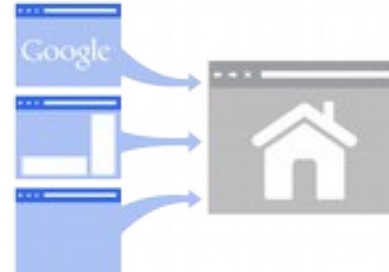
## Google Analytics va raspunde la urmatoarele intrebari:

1 Cine ?

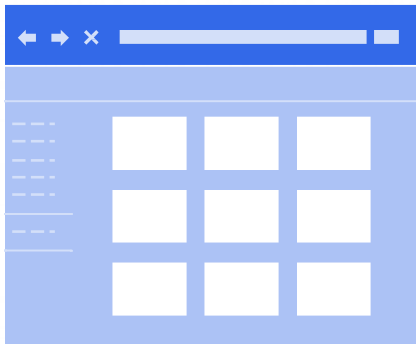


2

Cum?



3 Ce tip de actiune ?

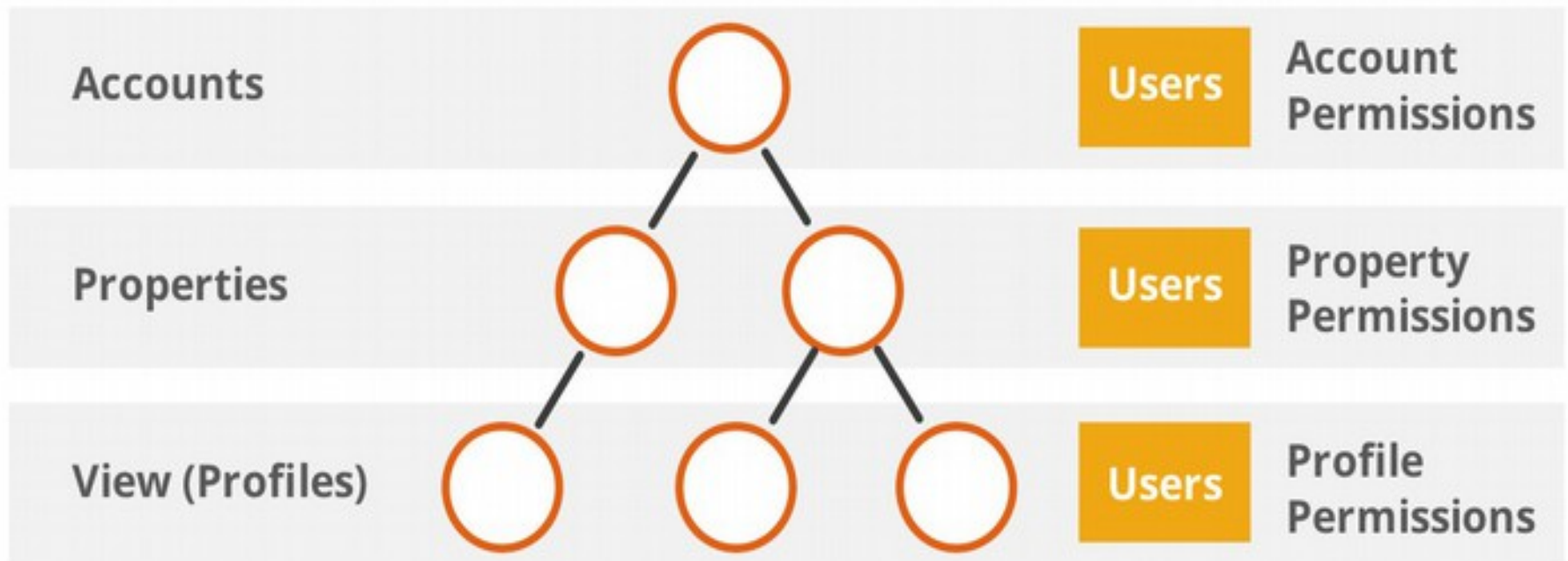


4

Ce valoare a avut ?



## Structura contului de Google Analytics





## Cum functioneaza







Standard **Advanced** Custom

## 1. What are you tracking?

- A single domain  
Example: [www.openwebstudio.com](http://www.openwebstudio.com)
- One domain with multiple subdomains  
Examples: [www.openwebstudio.com](http://www.openwebstudio.com)  
[apps.openwebstudio.com](http://apps.openwebstudio.com)  
[store.openwebstudio.com](http://store.openwebstudio.com)
- Multiple top-level domains  
Examples: [www.openwebstudio.uk](http://www.openwebstudio.uk)  
[www.openwebstudio.cn](http://www.openwebstudio.cn)  
[www.openwebstudio.fr](http://www.openwebstudio.fr)

AdWords campaigns

## 2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. ⓘ

```

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

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

```

### -Email these instructions Optional

Copy the following text block and email it to the person who updates your website.

Here are the instructions for implementing Google Analytics on our website.

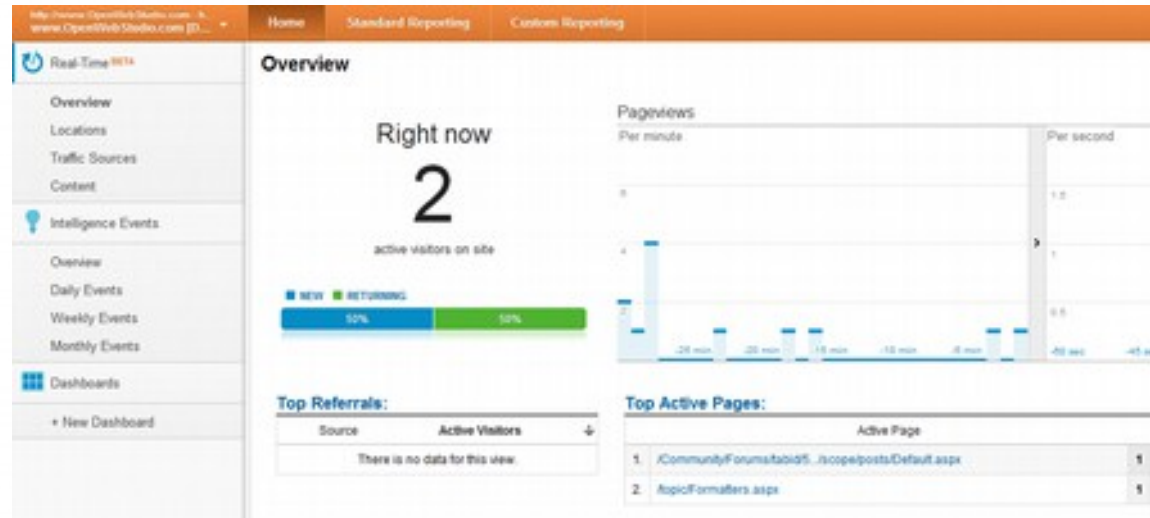
For more information, see <http://code.google.com/apis/analytics/docs/tracking/asyncTracking.html>

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag.

## Setarea contului de Google Analytics

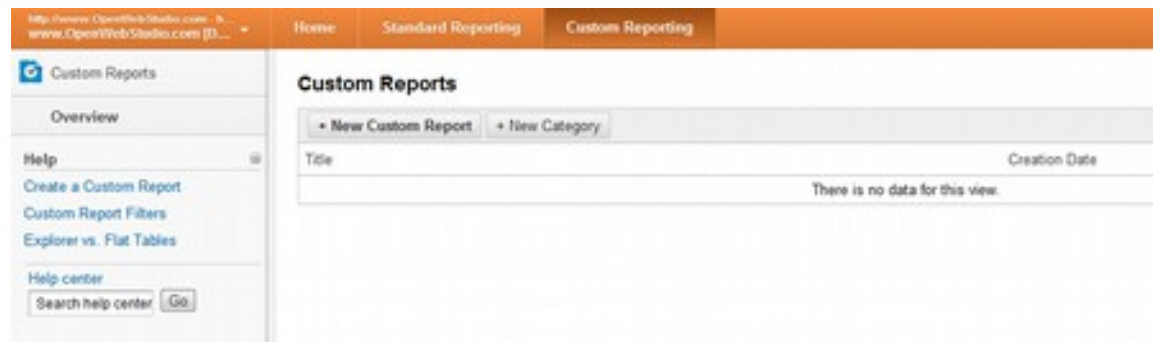
## Real Time Tab

Acesta categorie va arata atat ce se intampla in timp real, cat si evenimentele din spatele actiunilor



## Custom Reports

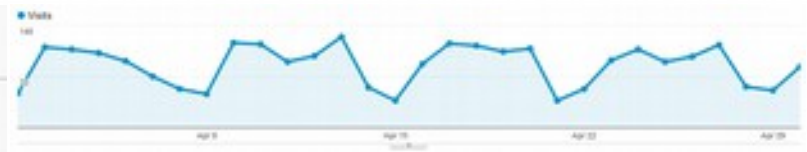
Aici putem define rapoarte customizate, adaptate business-ului nostru



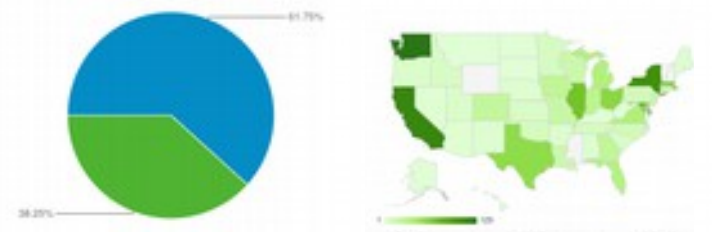
## Audience Report

Acest tip de raport va raspunde la intrebarea: *Cum arata vizitatorii site-ului?*

-  Audience
  - Overview
  - Demographics
    - Language
    - Location
  - Behavior
    - New vs Returning
    - Frequency & Recency
    - Engagement
  - Technology
    - Browser & OS
    - Network
  - Mobile
    - Overview
    - Devices
  - Custom
    - Custom Variables
    - User Defined
    - Visitors Flow



New vs. Returning Visitors



Visit Duration	Visits	Pageviews	Percentage of total
			<span style="color: blue;">■</span> Visits <span style="color: lightblue;">■</span> Pageviews
0-10 seconds	1,040	1,711	61.68% 19.31%
11-30 seconds	127	300	4.88% 5.84%
31-60 seconds	110	444	4.04% 8.38%
61-100 seconds	210	1,170	8.00% 19.26%
101-300 seconds	200	2,111	8.00% 39.74%
301-1800 seconds	107	2,400	7.20% 45.48%
1801+ seconds	104	2,092	4.00% 39.59%



## Traffic Sources

Aici putem, in sfarsit, sa ne dam seama prin ce canale ajung vizitatorii pe site-ul nostru

Traffic Sources

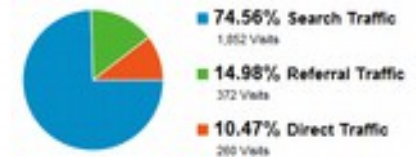
- Overview
- ▼ Sources
  - All Traffic
  - Direct
  - Referrals
- ▼ Search
  - Overview
  - Organic
  - Paid
  - Campaigns
- ▼ Search Engine Optimization
  - Queries
  - Landing Pages
  - Geographical Summary
- ▼ Social
  - Overview
  - Sources
  - Pages
  - Conversions
  - Social Plugins
  - Social Visitors Flow

All Traffic Sources

Source/Medium	Visits
1. google / organic	1,744
2. (direct) / (none)	260
3. openwebstudio.com / referral	108
4. bing / organic	69
5. dotnetruka.com / referral	69
6. iddm.com / referral	64
7. yahoo / organic	32
8. dncreative.com / referral	31
9. code.google.com / referral	29
10. sourceforge.net / referral	10

Traffic Sources Overview

2,484 people visited this site



Social: Pages







## Google Analytics URL Builder

### Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

**Step 1:** Enter the URL of your website.

Website URL: \*   
(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source: \*  (referrer: google, citysearch, newsletter4)  
Campaign Medium: \*  (marketing medium: cpc, banner, email)  
Campaign Term:  (identify the paid keywords)  
Campaign Content:  (use to differentiate ads)  
Campaign Name\*:  (product, promo code, or slogan)

**Step 3**



## Content Reports

Intelegeti mai bine cu ce sectiune din site-ul vostru interactioneaza cel mai bine utilizatorii.

- Content
- Overview
- Site Content
  - Pages
  - Content Drilldown
  - Landing Pages
  - Exit Pages
- Site Speed
  - Overview
  - Page Timings
  - User Timings
- Site Search
  - Overview
  - Usage
  - Search Terms
  - Pages
- Events
  - Overview
  - Top Events
  - Pages
  - Events Flow
- AdSense
  - In-Page Analytics

### Pages Report

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
1. /	980	764	00:01:04	38.36%
2. /Resources/Documentation.aspx	804	278	00:00:27	25.80%
3. /About/ProjectOverview.aspx	377	259	00:01:18	53.81%
4. /Community/Overview.aspx	344	240	00:00:18	38.10%
5. /Community/Forums/tabid/55/forumid/1/scope/threads/Default.aspx	325	149	00:00:29	25.80%
6. /Community/Forums.aspx	304	198	00:00:18	11.11%
7. /Resources/Explore/Who.aspx	172	84	00:00:24	12.50%
8. /Tour.aspx	168	135	00:01:23	96.88%
9. /Community/Forums/tabid/55/forumid/1/postid/24266/scope/posts/Default.aspx	161	156	00:07:48	92.31%
10. /Enterprise/Consulting/Services.aspx	126	93	00:00:13	66.67%

### Navigation Summary

Current Selection: /

Entrances: Apr 28, 2012 - May 28, 2012: 88.26%

Exits: Apr 28, 2012 - May 28, 2012: 33.98%

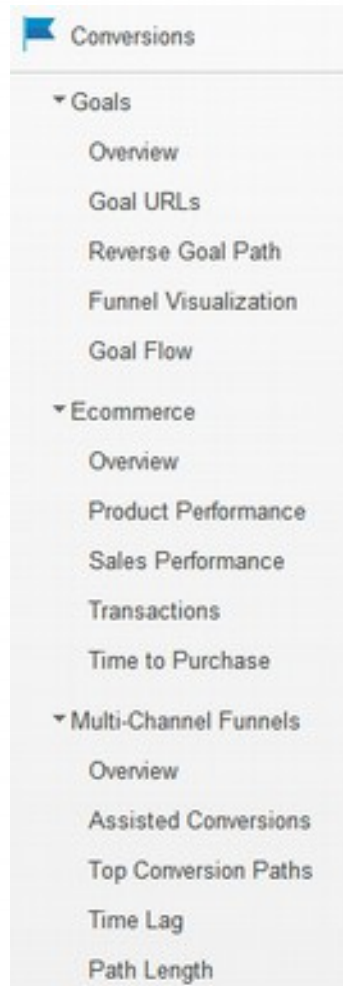
Previous Pages: Apr 28, 2012 - May 28, 2012: 19.58%

Next Pages: Apr 28, 2012 - May 28, 2012: 66.02%

Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews
(Entrance)	683	88.26%	/Community/Overview.aspx	94	18.10%
/About/ProjectOverview.aspx	31	3.64%	/About/ProjectOverview.aspx	91	17.57%
/Resources/Documentation.aspx	11	1.29%	/Resources/Documentation.aspx	50	9.81%
/Tour.aspx	11	1.29%	/Tour.aspx	38	7.52%
/Showcase/Overview.aspx	9	1.06%	/Community/Blogs/BlogEntry/tabid/105/Default.aspx	26	4.82%
/Community/Blogs/BlogEntry/tabid/105/Default.aspx	8	0.94%	/Showcase/Overview.aspx	23	4.44%
/About/FAQs.aspx	4	0.47%	/Community/Blogs/BlogEntry/tabid/105/Default.aspx	18	3.47%
/ContactUs.aspx	4	0.47%	/Enterprise/Consulting/Services.aspx	16	2.70%
/Community/Blogs/BlogEntry/tabid/105/Default.aspx	3	0.36%	/Community/Forums/tabid/55/forumid/1/postid/24266/scope/posts/Default.aspx	7	1.30%
/Community/Forums/tabid/55/forumid/1/postid/24266/scope/posts/Default.aspx	3	0.36%	/Community/Forums/tabid/55/forumid/1/postid/24266/scope/posts/Default.aspx	7	1.30%

## Conversion Reports (Raportarea Conversiilor)

In aceasta sectiune, vedem  
daca utilizatorii de pe site  
indeplinesc actiunile pe care  
noi ni le dorim



### Goal Set Up

**Goals (set 1): Goal 1**

**General Information**

Goal Name:

Active  Inactive

Goal Type:  URL Destination  Visit Duration  Page/Visit  Event

**Goal Details**

Goal URL:   
e.g. For the goal page <http://www.nyada.com>

Match Type:

Case Sensitive:   
URLs entered above must exactly match the i

Goal Value optional:

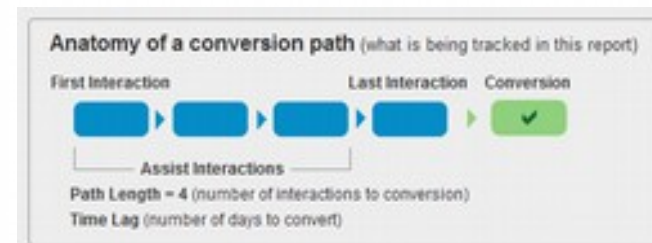
**Goal Funnel**

A funnel is a series of pages leading up to the goal destinah

Use funnel:   
Please note that the funnels that you've define <http://www.nyada.com/blog/1.html> enter here

Multi Channel Funnels

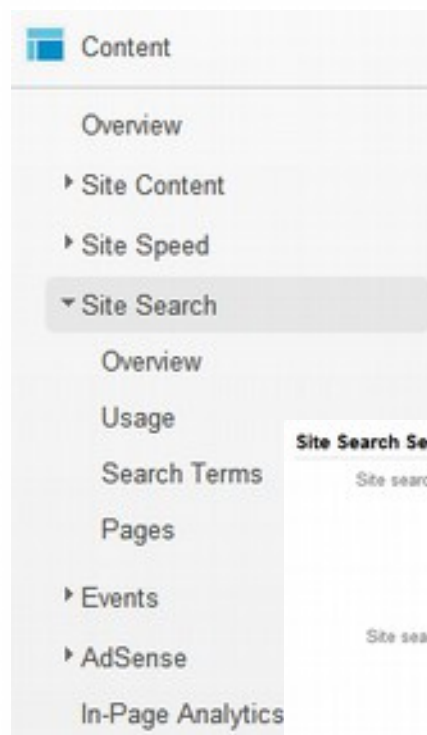
### Assisted Conversions



## Site Search

Atunci cand utilizatorii folosesc motorul de cautare din cadrul site-ului, ei va spun practic ce anume cauta pe site.

**Ascultati-i!**



### Site Search Settings

Site search Tracking optional ?

- Don't track Site Search  
 Do track Site Search

Query parameter

Search

Use commas to separate multiple parameters (5 max)

Strip query parameters out of URL ?

Site search categories optional ?

Apply

Cancel



## Goals & Funnels

- Conversions
  - Goals
    - Overview
    - Goal URLs
    - Reverse Goal Path
    - Funnel Visualization
    - Goal Flow
  - Ecommerce
    - Overview
    - Product Performance
    - Sales Performance
    - Transactions
    - Time to Purchase
  - Multi-Channel Funnels
    - Overview
    - Assisted Conversions
    - Top Conversion Paths
    - Time Lag
    - Path Length

**Goal Details**

Goal URL:

e.g. For the goal page [http://www.example.com/checkout.html](#) enter [http://www.example.com/checkout.html](#) To help you verify that your goal URL is set up correctly, please see the tip here.

Match Type:

Case Sensitive:

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value:

**Goal Funnel**

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use Funnel:

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page: [http://www.example.com/step1.html](#)).

**Goal Details**

Visits with	Condition	Number of Pages Visited
<input type="text" value="Pages Visited"/>	<input type="text" value="Greater than"/>	<input type="text"/>
Goal Value <small>optional</small>		<input type="text"/>

**Goal Details**

1. Configure a combination of one or more event conditions from the list below

Category	<input type="text" value="- Select -"/>	<input type="text"/>
Action	<input type="text" value="- Select -"/>	<input type="text"/>
Label	<input type="text" value="- Select -"/>	<input type="text"/>
Value	<input type="text" value="- Select -"/>	<input type="text"/>

2. For an event that meets the above conditions set the following goal value

Goal Value  Use the actual Event Value

Use a constant value

**Goal Details**

Visits with	Condition	Hours	Minutes	Seconds
<input type="text" value="Visit Duration"/>	<input type="text" value="Greater than"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Goal Value <small>optional</small>		<input type="text"/>		









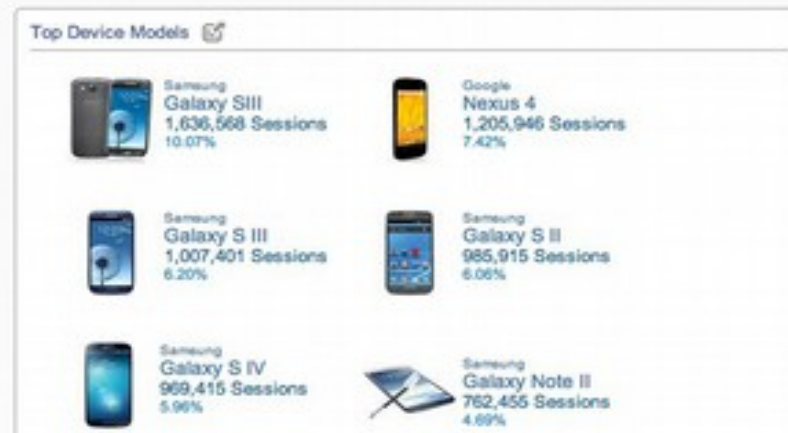
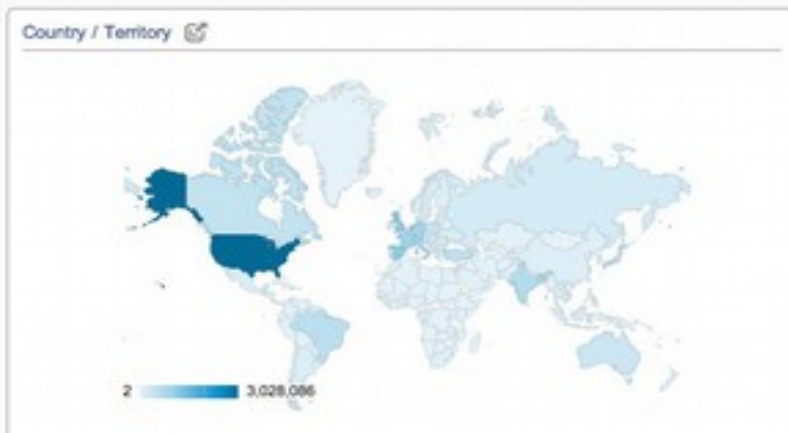
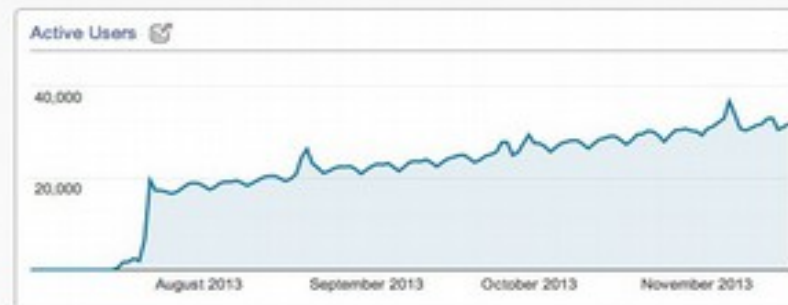
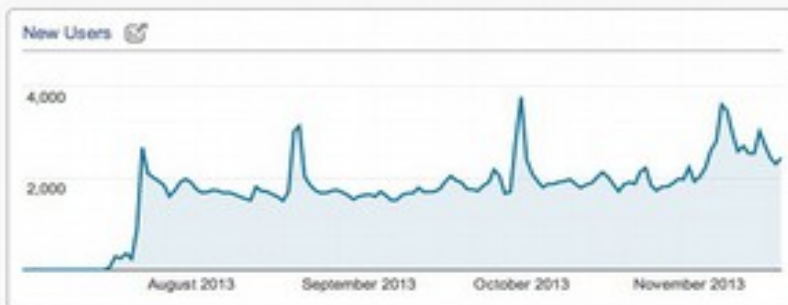
## Imagine de ansamblu

### App Overview

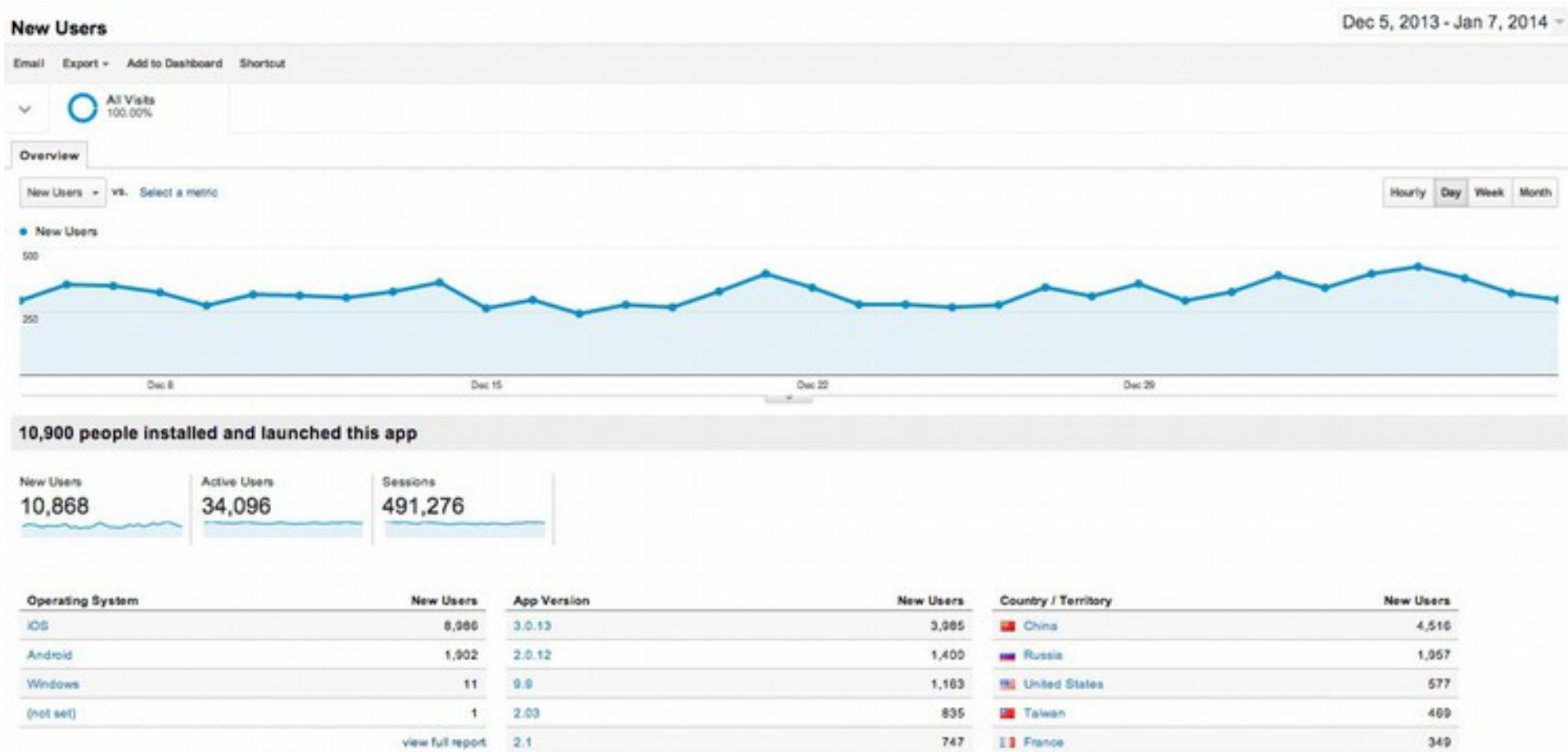
Jul 1, 2013 - Nov 18, 2013

Email Export Add to Dashboard Shortcut

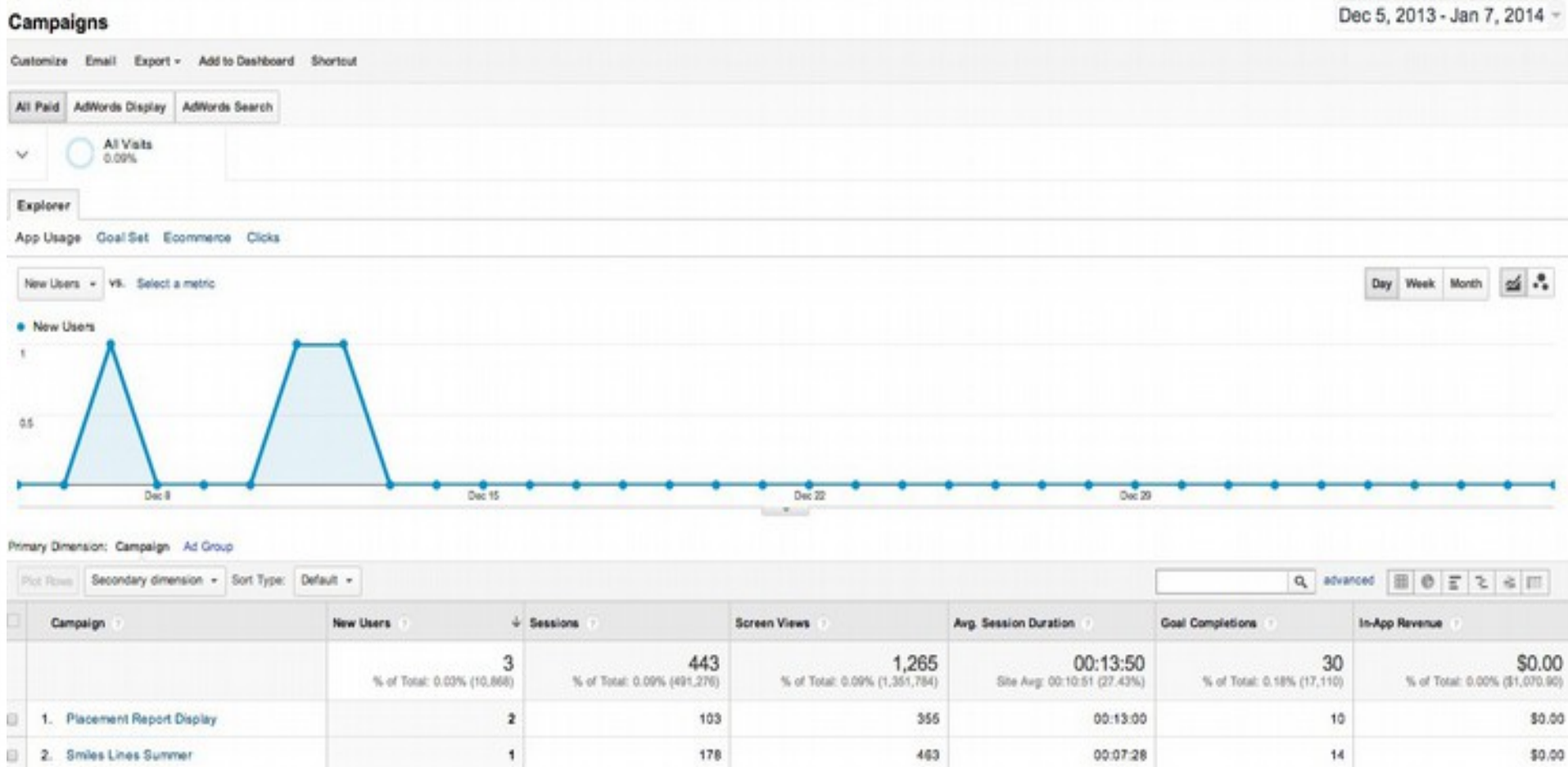
All Visits 100.00%



## Cum va gasesc utilizatorii aplicatia?



## Raportarea & Masurarea Datelor



Ce sectiune din aplicatie este cea mai populara ?

## Screens

Jul 1, 2013 - Sep 7, 2013

Customize Email Export Add to Dashboard Shortcut

All Visits  
100.00%

### Explorer

Avg. Time on Screen vs. Select a metric

Day Week Month

Avg. Time on Screen



Primary Dimension: Screen Name

Plot Rows Secondary dimension Sort Type: Default advanced

Screen Name	Screen Views	Unique Screen Views	Avg. Time on Screen	% Exit
	<b>22,858,483</b> <small>% of Total: 100.00% (22,858,483)</small>	<b>12,858,574</b> <small>% of Total: 100.00% (12,858,574)</small>	<b>00:00:26</b> <small>Site Avg: 00:00:26 (0.00%)</small>	<b>31.54%</b> <small>Site Avg: 31.54% (0.00%)</small>
1. Overview	5,818,304	3,786,887	00:01:03	61.05%
2. Profile Picker	4,015,572	2,143,601	00:00:09	30.04%
3. AnalyticsMainActivity/DASHBOARD	3,539,851	1,673,757	00:00:12	18.08%



## Navigarea in cadrul aplicatiei

### Engagement Flow

Jul 1, 2013 - Sep 7, 2013 ▾

Screens ▾ Level of Detail ▾ Export ▾

▼  All Visits  
100.00%

This report is based on 59.8K visits (0.839% of visits). [Learn more](#)







Ce putem monitoriza prin Google Analytics ?

**Orice !**



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# Q & A



# Multumesc