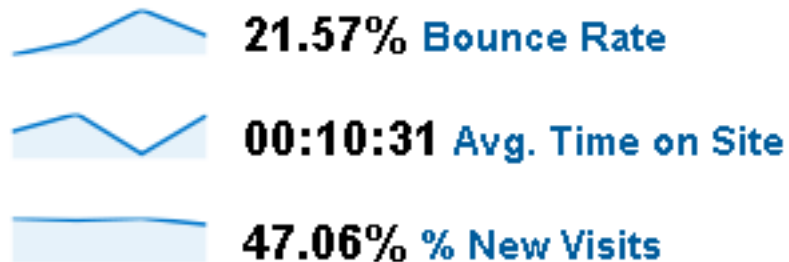


# What I know about my blog

How Google Analytics helps me to  
measure reader engagement

## Site Usage

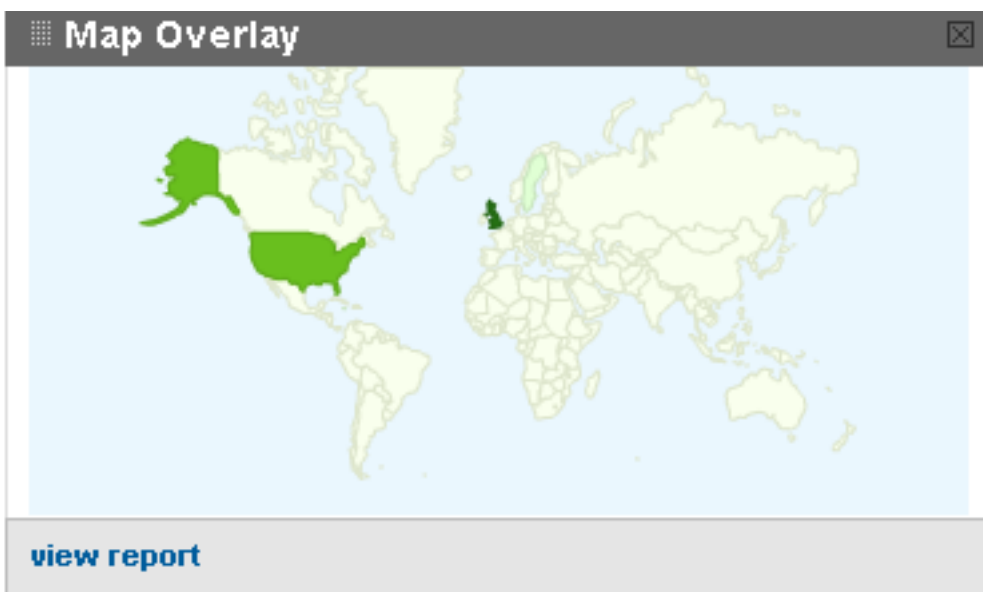
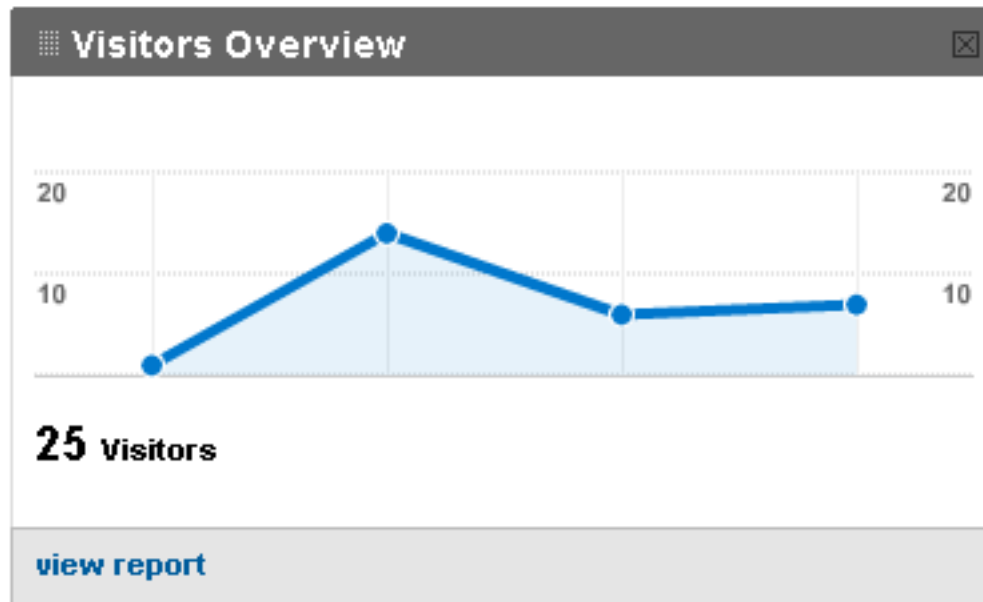


After 3 days of blogging and 3 posts, I want to know how I'm doing so far. How many readers do I have, and are they coming back?

Google Analytics is an easy-to-install free tool, which gives a wealth of information.

So far the results are encouraging. Most people are coming and staying for several minutes, visiting more than one page. We don't want the 'Bounce Rate' to go too high. That's when readers arrive, look at one page and leave - there's not enough to really engage them.

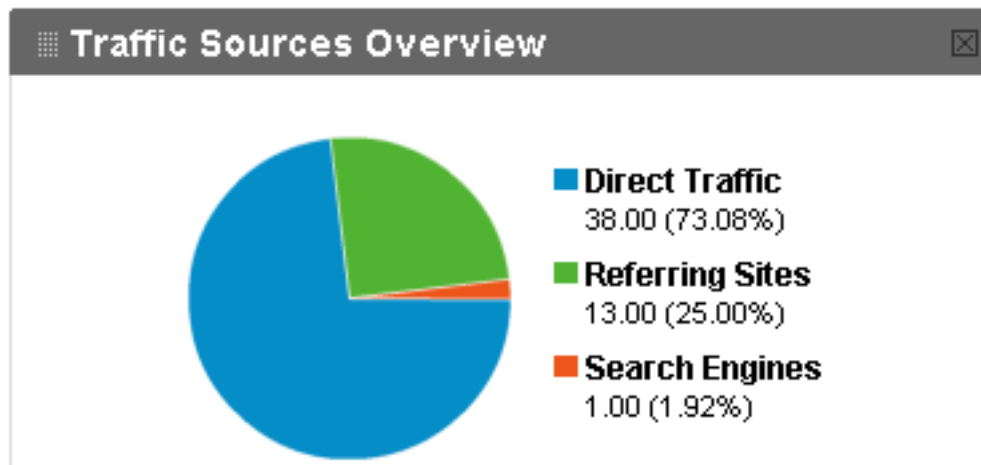
## Slide 2 - Site Usage



There's a wealth of detail in Google Analytics. In the top chart, we see the number of visitors per day. Not surprisingly, there were more people on the first day - I'd been in touch with most of you to tell you the site was on the way. Now, the task will be to steadily grow the number of visitors. But while I want to see new people, it's also going to be extremely important to check reader loyalty - how many are coming back.

Charts like the one at the bottom can be further expanded. We can see for example what kind of content appeals to people in difficult geographical locations. Using another tool, **Awstats**, I might want to check the time of day when people are reading, so that I can time new posts accordingly.

## Slide 3 - Visitors



Sources	Visits	% visits
(direct) ((none))	41	73.21%
facebook.com (referral)	5	8.93%
storymavens.wordpress.com (ref)	2	3.57%
twitter.com (referral)	2	3.57%
yahoo.com (referral)	2	3.57%

One of the key statistics is referrals. Where are my visitors coming from, which sites are influential, am I doing enough to get other people to start spreading the word? That's the essence of viral marketing, starting with a germ and turning it into an epidemic. If you're good at it, according to web guru Tim O'Reilly, you shouldn't need to spend a penny on advertising - it's all word of mouth.

So here we see a couple of visitors who have clicked on the link to this site in Story Mavens (thanks Suki and Lyle), a couple from Twitter and Facebook - two very important sites for generating buzz. But still at the moment most people are arriving from my direct invitation - that needs to change.

We'll also need to get search engines working for us - but more on that later.

## Slide 4 - Traffic

Pageviews <sup>?</sup> <b>217</b> % of Site Total: <b>100.00%</b>		Unique Pageviews <sup>?</sup> <b>148</b> % of Site Total: <b>100.00%</b>		Avg. Time on Page <sup>?</sup> <b>00:03:22</b> Site Avg: <b>00:03:22</b> <b>(0.00%)</b>		Bounce Rate <sup>?</sup> <b>25.00%</b> Site Avg: <b>25.00%</b> <b>(0.00%)</b>		% Exit <sup>?</sup> <b>25.81%</b> Site Avg: <b>25.81%</b> <b>(0.00%)</b>		\$ Index <sup>?</sup> <b>\$0.00</b> Site Avg: <b>\$0.00</b> <b>(0.00%)</b>	
	Page <span>None ▾</span>	<b>Pageviews</b> ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index				
1.	/	<b>94</b>	49	00:03:20	21.28%	23.40%	\$0.00				
2.	/plan/	<b>52</b>	42	00:05:21	44.44%	34.62%	\$0.00				
3.	/the-lebanese-troubles/	<b>29</b>	23	00:01:59	0.00%	24.14%	\$0.00				
4.	/outgoing/	<b>25</b>	23	00:03:22	0.00%	20.00%	\$0.00				
5.	/about/	<b>16</b>	10	00:00:44	0.00%	25.00%	\$0.00				
6.	/category/	<b>1</b>	1	00:00:26	0.00%	0.00%	\$0.00				

These statistics are important. What's got people interested - what will keep them coming back? Is there anything that's making them leave? In this chart, we see the major routes that people can take on the site. The first two are the landing pages - that's where we expect people to arrive.

But I'm really pleased to see that people are clicking on The Lebanese Troubles (and 3 visitors appear to have read all 3 sample chapters). If readers aren't interested in my creative output, I'm in trouble. Eventually I want to see evidence that people are ready to buy the book - but it's still too early for that.

## Slide 5 - Engagement