

Google Analytics Made Easy



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About The Author



Susanne Myers has been an affiliate and information marketer since 2004. She runs several successful content websites and uses Google Analytics on a daily basis to add new content, improve existing content and monetize her sites.

In this short report she'll share the basics about getting up and running with Google Analytics and what to do with all the awesome data you can get from this free service.

Susanne is also the author and creator of www.AffiliateNichePacks.com and www.EasyLinkLove.com

Affiliate Niche Packs offer you everything you need to get started in a proven profitable niche including:

- Niche and Target Market Descriptions
- List of Good Affiliate Products to Promote
- Domain Name Ideas
- Extensive List of Keywords w/ Competitive Data
- Article and Blog Post Ideas
- Marketing Plans for Beginners and Advanced Users
- Recommended Resources and PLR Offers that will allow you to grow your content site quickly.

At www.EasyLinkLove.com you will find her 13 week link building course that will teach you the basic skills you need to optimize each piece of content and build quality links to it that will get your pages ranking in the search engines and send you targeted FREE traffic 24 hours a day, 7 days a week.

She also offers a more comprehensive advanced course that will go into slightly more complicated concepts including link baiting, blog networks and more at www.EasyLinkLove.com/adv

Susanne also blogs about all things affiliate marketing at www.AffiliateTreasureChest.com

Introduction

What is Website Analytics?

Whenever I write an article, an ecourse, a report or anything intended to instruct others on a topic, I always like to start from the very beginning, with the very core basics. That way, I can be sure to address beginner questions. And if you think you already know all about website analytics already, I still might be able to add a little nugget of information to help things become just a little clearer for you.

So if you're an analytics beginner, never fear! We'll be starting from Square One. And if you think you're pretty well-versed on the whole website analytics landscape, stick with me. You might just learn something to make it work even better for you.

When I said we were starting from Square One, I meant it. So before we hit the topic of website analytics, let's start with what a website is, at its very core.

What is a Website?

A website is a collection of information that is often put together in 'pages'. A good website has a central driving theme: Quick recipes, exercises for your abs, how to get your dog a job in the movies, etc.

Each page within that site is a single collection of content, typically focused on a single topic as well. Each of those individual pages is based around the driving theme of the overall site. For instance, if you want to launch Fido's future as a Hollywood star, your pages might be:

- How to find an agent
- Where to get his headshots taken
- What casting agents look for
- Different film opportunities

Notice that while all these topics are different, they all relate back to that overall theme of helping your dog achieve stardom.

Once your website is populated with a number of interrelated topics, how do you know if anybody is reading your pages? And if people are reading, how do you know where they're coming from?

The answer can be found in your website analytics.

What Does Website Analytics Mean?

When people visit your website they leave a trail. Remember Hansel and Gretel? As they wandered through the forest they left a trail of pebbles so they could find their way back home. Well, it's possible to track your site visitors and get detailed information about what they're doing, where they're going, and where they came from, through the use of computer 'cookies'.

When used by the “good guys” (like you and me,) a computer cookie is a small, harmless file that is automatically downloaded to a visitor's computer when they come to your website. This file then allows website analytics software to track all sorts of data about your visitor, such as where they go on your site, what kind of Internet browser they're using, how they arrived at your site, what page they entered on, where they leave, and so on.

In the old days, this data was only available at great cost and effort, and then website owners had to manually make sense of it. Enter the 21st century. Now, website analytics programs gather and compile all the data automatically, and then spits it back out as understandable and useful reports that you can then apply to your business.

Let's review:

- Your website has lots of pages, as many as you've created.
- Your visitors arrive, and they get tracked using cookies.
- Those cookies are used by website analytics software to record important information about your visitors' activities as they arrive and while they are cruising around your website.
- The website analytics program sends you back statistical data about your visitors that is useful and can ultimately help grow your business.

Here's what analytics can tell you:

- Keywords – what words and phrases people actually type in to Internet search engines like Yahoo and Google to find your site.
- Search Engines – what search engines were used to find your site.
- Internet Browsers – which internet browser was used to view your site.
- Visitor Count – how many people visit your site per day, week, year.
- Referring Sites – what other sites sent you traffic.
- Popular Pages – what people were reading on your site and how many visited each page.
- Time on Site – how long people spent on your website.
- Entry Pages – which pages people entered your site from.
- Exit Pages – which pages people left your site from.
- Conversions – which pages resulted in sales, which resulted in email sign ups.
- Demographics – what countries visitors live in.
- Time – What days and times are busiest on your site.

Who Needs Website Analytics?

So now that you know what data you can track, you may be wondering why you even need this very detailed information. Does it really matter that 45 percent of your traffic arrived through Google, and 90 percent of your visitors come between 12 and 1 PM on Thursdays?

Put simply, anyone who is interested in growing their traffic on their website needs website analytics. There is no one single more valuable tool that can provide this level of detailed information about your visitors. And the more you know about your audience, the better you can meet their needs.

Not using website analytics for your business is like opening a restaurant and then never trying to figure out whether your customers prefer chicken or veal, how the new drink special sold, whether they're families with young children or couples on their first date, and what hours are busiest. Are they stopping by at 10 PM for coffee and dessert, or are they coming in before a night on the town for a cocktail and an appetizer? If you don't know that information, how can you plan your menus, order stock, hire and schedule workers, and devise marketing plans to entice your customers if you don't know who they are and where they're coming from?

With a website it's a little more complex, but basically the same principle. You need to know if visitors are coming through your virtual doors, then what they're doing while they stay, and then which page they leave from. A website doesn't have one 'door' in and out like a restaurant. There could be ten, twenty or even a hundred or more entrances and exits. It's your job to monitor them and see what people are doing – THEN you can decide how you'll best make money with that information. Website analytics are your key to making important business decisions. We will be spending the rest of this report discussing all you need to know to set up, monitor, maintain and profit from your website statistics.

So we've touched on who can benefit from analytics and why they should use them, but let's go deeper with some solid examples.

Who Should Use Website Analytics:

- **Product Sellers** – If you sell a product on your website then statistics can tell you a lot about your target market. You can learn: what words people are using to find you in the search engines, what products are most popular, what articles people are reading, and what websites are linking to you and bringing you traffic. Once armed with this information you can do more of what works and increase your sales.
- **Bloggers** – If you have a blog, you need to understand your analytics. Knowing which pages are viewed the most can help you to monetize them better – and make more money from your web traffic.
- **Service Providers** – A website designed to highlight and promote your services is great, but do you know what your clients really want? Analytics can tell you: pain points potential clients have that you may not be aware of through the search words they use, what services are in greatest demand, where your visitors and potential clients are coming from online, and if you're capturing their attention based on how long they stay on your site.

- Advertisers – If you make money through advertisements on your website, you already attract visitors and you know how to make money with them. But have you optimized what's working? Analytics can help you: attract more visitors who respond to your ads by targeting more of the keywords that are already working to draw traffic, find out what visitors are having issues with based on the keywords they use, find out what pages are keeping visitors attention, find out what pages are converting to sales.

So, now that you know the Who (you!) and the Why, let's go forward with the How. In the next section we'll jump right into an overview of Google Analytics, one of the easiest and most powerful website analytics you can use. And here's the best part: It's free!

What Is Google Analytics

Google Analytics is a free web analytics service offered through Google. It tracks, compiles, and generates the exact type of statistics we talked about in the first part of this report. I love Google Analytics because it's robust, easy, and free!

How to Set Up Google Analytics

Start by going to <http://www.google.com/analytics/>.

Click on “Access Analytics”.



You'll see this screen:

Don't have a Google Account?
[Create an account now](#)

Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

Stay signed in

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

If you already have a Google account (for any Google service, including Gmail or AdSense), just log in. If you don't have a Google account then click on "Create an Account now". You'll need to sign up for one before you continue.

Once you've gone through the log in or sign-up process then you'll be asked to create a new profile. The screen will look like this:

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a **new** domain OR Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http://

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile.

Time zone country or territory:

Time zone:

Since you're just starting out you'll want to choose 'Add a Profile for a new domain'. Then you'll enter in the website URL you want to track through Google Analytics, the country and time zone. Click Finish to get your tracking code.

The Tracking Code

Instructions for adding tracking

Standard **Advanced** Custom

1 What are you tracking?

- A single domain (default)
Domain: www.thefuncar.com
- One domain with multiple subdomains
- Multiple top-level domains

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. [Learn more](#)

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-5003130-12']);
_gaq.push(['_trackPageview']);

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

</script>
```

Copy and paste this tracking code immediately before </html>. OR if using Wordpress look for the Google Analytics setup box.

The code you get on the next page needs to be put on every page of your website. Where you place this code is going to vary greatly depending on how your website was designed.

If your Website is NOT a WordPress blog...

Google Analytics gives you clear directions that the code needs to be placed immediately before the closing </head> tag.

If this doesn't make sense to you then you'll probably want to get some support for this part of the setup. Depending on how and where your website is set up you may be able to ask your website designer, website host, website builder customer support or other sources for help to find the location where you need to place the tracking code.


If you're a do-it-yourself type, you need to find your source HTML site files. You will then place this tracking code on every page of your site. In some cases, you'll only have to add it in one spot and it will automatically propagate through your entire site (yet another reason I recommend you have a Wordpress blog).

If your Website IS a WordPress blog...

Many Wordpress themes are set up for you to simply add the tracking code to the site/theme setup.

You can also get a number of Wordpress plugins that allow you to just pop the tracking code in an easy to find section so that it can be added throughout the site.) In fact, I did a quick search for plugins in WordPress today and found several that are rated highly.

See image on the next page.

 **Install Plugins**


Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term



Name	Version	Rating	Description
Google Analytics Plugin Details Install Now	1.0	★★★★★	Features: Easy to install and configure Optimized to use minimum of
Seoatl On Site Google Analytics Details Install Now	v0.4.0	★★★★☆	Google Analytics is a great tool although important, data from on your blog/site to WP admin Pageviews Average Time ... By James Ch
Workbox Google Analytics Plugin Details Install Now	1.0	☆☆☆☆☆	Makes Google Analytics track You set which file types are tracked No need to edit or customize Plugin Page Link By Workbox
Google Analytics Tag for Mobile Details Install Now	2010.9.13	★★★★☆	日本語の説明を読む On your mobile site (Japanese) it generate tracking tag for Google you need install "ga.php" (tracking The main features Create tracking tag for Google It can use each of PC tracker Does not add the trac... By ka
Seoatl On Site Google Analytics Details Install Now	v0.1	★★★★★	Google Analytics is a great tool although important, data from on the frontend of your blog/site Pageviews Average Time On Page Bounce Rate Exit Rate R... By James Charlesworth.
Asynchronous Google Analytics for WordPress Details Install Now	3.0.0	★★★★☆	The Asynchronous Google Analytics posts, URL, visitor with specific If you want to exclude yourself

Check that you Installed it Correctly.

Before you install your code you'll see this message in your Analytics account:

Tracking Status:  **Tracking Not Installed** (Last checked: Oct 1, 2010 10:43:27 AM)
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

Check back after you've installed the tracking code. If everything is set up properly that message will change to this message:

 Receiving Data ([Check Status](#) )

Once Google starts receiving data, it will start collecting the data that is going to help you make future decisions on the marketing and messages you set forth in your business. Exciting stuff, right?!

How to Set Up Google Analytics Email Reports

Once we understand what analytics are and how to start collecting them, it's easy to understand how important they are in terms of researching and understanding our market. One beautiful aspect of Google Analytics (hereinafter referred to as GA) is that you can “order” reports on a regular basis. You simply schedule email reports to be sent to you at the interval you determine.

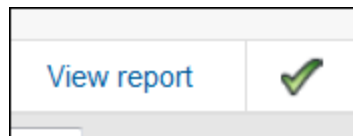
I recommend setting your reports to monthly. Here's why: Weekly is too often and can lead to overwhelm that causes you to do nothing as you are lost, swimming in a sea of data you aren't sure how to interpret. Also, you could see variations during a single week that even out over a month or more. So, a small dip over a holiday could send you into an unnecessary panic when over the course of the month, your traffic may have grown. You need a longer perspective to see if some blip is an aberration or a permanent state of affairs (does the entire country of Sri Lanka suddenly love your blog?). Quarterly, on the other hand, is too long because by the time you actually look at data and trends it might be too late to do anything about them. Monthly is just right because a new month gives you the opportunity to visit your stats, income and activities to make sure your are driving your business in the right direction.

It's fairly easy to set up your custom reports. Follow along right now so you're instantly putting this information to great use!

The Dashboard

If you set up your site correctly you'll see a list of your monitored website(s) when you log into your GA account. Click on whichever website in your list you'd like to receive reports for first.

Then, click 'View Report' to see your Dashboard for that individual website.



Email Your Reports

After you've clicked on "View Report", you can now see that there is a little button on top of each section that says *Email*:



Clicking on that Email button will allow you to either email the report directly to you immediately, or schedule it for a later, recurring date. After you click it you'll see three tabs across the top that allow you to choose how you would like to set up the report.

They are:

- Send Now – Sends you a report immediately.
- Schedule – Allows you to set up a monthly schedule.
- Add to Existing – If you have set up any other reports this option allows you to combine your new report into the original so you have only ONE monthly report by email, instead of a bunch of reports and emails coming in at once.

For your initial setup you'll want to click the 'Schedule' tab.

The screenshot shows a scheduling interface with three tabs at the top: "Send Now", "Schedule" (which is active), and "Add to Existing". Below the tabs are several sections:

- Send to others:** A text input field with the instruction "(Separate multiple addresses with a comma)". Below it is a checked checkbox labeled "Send to me".
- Subject:** A text input field.
- Description:** A larger text input field.
- Format:** Five radio button options: PDF (selected), XML, CSV, TSV, and CSV for Excel.
- Date Range/Schedule:** A dropdown menu currently set to "Weekly (sent each Monday)".
- Include date comparison:** An unchecked checkbox.

A "Schedule" button is located at the bottom right of the form.

You'll notice that you can also send the report to others. You might want to use this feature to send a monthly keyword report to your writer or guest bloggers who can then use it to create new monthly content. Or you might want to schedule a monthly report on traffic sources to your virtual assistant who can use it to ping the same sites or find new, similar ones to promote you on.

The subject and description are fairly straightforward. This is what will appear in the email.

You can also choose a format that works best for you from multiple options such as PDF, XML, Excel, CSV & TSV.

Then you can choose between weekly, monthly or quarterly automated reports. Schedule and be worry free.

Something to note before you set up your schedule:

The email report shows exactly the parameters that you have on your screen at the time you hit the Email button. So be sure you are in the right section of your reports and that you can see on the screen all the information you need.

For example, I get a “keywords” report sent to me for my own site which is very helpful for me to plan my blog posts for the next month. I get well over 500 keyword searches per month, but the default screen in Google Analytics only shows the first 10 results. So when I created my email report I had to scroll down to the very bottom of my page and make sure it is set to show 500 rows. Otherwise the report will send me only the first 10 results, which isn't very helpful to me.

The next thing you might be wondering is what kind of reports you should send yourself. There are many sections to GA, and you don't want to send yourself everything because it will be too overwhelming. Here are the reports I suggest:

1. Dashboard Overview – This includes information on how many visitors you received, page views, pages per visit, bounce rate, average time on site and percentage of new visits. The dashboard also contains a few other summaries such as a Map Overlay, Traffic Sources Overview and a Content Overview. This can also be customized.
2. Traffic Sources: Referring Sites – Knowing what sites are actually sending you traffic right now is golden information. You want to use this feature to see how much MORE traffic you can get from the same sites and what other similar or related sites you can get traffic from as well. For this report, I set the number of rows to view at 50.
3. Traffic Sources: Keywords – Real humans are typing words into the search engines to find your site. Knowing exactly what these words are helps you write more useful content along the same lines and allows you to see where gaps in your content might exist.
4. Content by Title – This tells you the most popular pages on your website. Use this feature to make sure the popular pages are optimized and monetized, and to create new pages on the topics your visitors like the most.

You'll be amazed at how much time you save by taking the time now to set these reports up. Months zoom by quickly and before you know it you've forgotten to check your stats for six months. But – with this automated setup there are absolutely no excuses for not looking at your stats every month.

Website Statistic Terms to Learn

GA uses certain terms to identify traffic and give you the information you need to make informed decisions. Let's go over these terms as you will use them often while analyzing your statistical data.

Visits – The number of unique visitors to your site or page.

Pages/Visit – The average number of pages per visit.

Avg. Time on Site – The average time a visitor spends on your site.

% New Visits – The percentage of visitors who've never visited your site before.

Bounce Rate – The rate at which people leave your site from the page they landed on, without ever going anywhere else. If you have 100% bounce rate it means that every person who lands on a particular page of your site leaves without clicking through to another page. Obviously, the LOWER your bounce rate is, the better. If sites are sending you tons of traffic but your bounce rate is very high, that means the traffic is likely untargeted. Consider this rate carefully when looking for more traffic fro

What To Do With All This Data?

In this next section we'll discuss what you can do with the various pieces of data to drive more traffic to your site, optimize your pages better for SEO and optimize your visitors user experiences.

Referring Sites

Sites that send you traffic are friends indeed. With an online business, traffic is lifeblood – and the referring sites are your veins. They pump life into your business and allow you to make more money. Don't underestimate the power of your referring sites and the inbound links they use to send traffic your way. As you'll see below, you should adjust regularly to optimize the opportunities already in front of you.

Here are some tips about what you can do with your referring site report:

Visit the Sites – Go visit the site and make sure you are using the traffic and exposure you are currently getting to your maximum advantage. If the site is a blog, comment to further solidify your presence there. If the site published an article of yours, contact the owner to see if you can post more or become a regular contributor. If the site is an article directory, add more articles.

I can highly recommend [Nicole Dean's Blog Tour Guide](#) to get as much exposure as you want on all kinds of blogs in your market.

Look for Patterns – Is there a certain type of site that you get more traffic from? Are you getting a lot of people coming from your social media marketing? Look at what efforts you're currently making to see if they're paying off. For example, if you contribute weekly to a blog in your niche but you're getting little or no traffic, then it may be time to trim non-productive activities.

Look for Additional Opportunities – While you're visiting referring sites, take note of any opportunities for additional traffic from related sites. See who else they're linking to and check them out. You never know when you'll find another great source of traffic.

Contact the Site Owners – If you have not yet been in contact with the owners of the sites that are sending you traffic, send an introductory message. Introduce yourself and let them know they're a top referrer for you. Say thank you and leave the discussion open. Ask what you can do to help them achieve their site goals; by extending a helping hand, you're making contact and opening up for a business relationship.

There are sites on the internet with tons of traffic. Why not take advantage of a win-win situation by getting yourself found on these sites? Tracking with Google Analytics will help you successfully do so!

Keywords and the Search Engines

So now that you know how to look at your reports, let's discuss some ways you can use them. One of the first topics to look at is your keywords: The main words or phrases you are using to target traffic from search engines (this process is known as Search Engine Optimization, or SEO). The keyword report shows terms that your visitors searched for which led them to your site.

How many keywords are listed in your report depends on how much your site is currently loved by the search engines. If you have a new website, then you'll most likely have a low number of keyword terms to analyze. If you have a very large site that is well established you may have hundreds or even thousands of keyword terms in your report.

Now that you've got your keyword report, now what do you do with the data on it?

Top Keywords – Study your top five keywords. Basically, these are the keywords that are giving you the most traffic. Are these the words you want to be known for, or are visitors just randomly finding you through some old page you put up without a second thought?

Website Navigation – Is your site navigation in line with the words that people are using to find your website? Can you reword some of your links in order to make them more attractive to the visitors who are finding your site?

Look for “Information” Words – There are some keyword phrases that clearly indicate someone looking for information, rather than looking to make a purchase. They are not in a buying state of mind while searching, and are clearly telling you so, so there's no sense in trying to sell them something directly. Two examples: “Free pork recipes,” or “How to tie a sailor's knot.” It's not likely you're going to convince either searcher to buy anything from you immediately.

Look for “Potential” Words – Some words are “information” words on the surface, but they express an underlying need or potential need to make a purchase. An example might be “What kind of rope do you need for a sailor's knot?” Unlike the example above we could potentially give the searcher high-quality advice and information on tying a sailor's knot, and then give them the information they need to go buy that rope.

Look for “Money” Words – Some words on your keyword list will be “money” words, meaning that the people searching are looking to make a purchase. Examples might be “Where to buy two-inch nylon rope” or “Brand X rope review.” These searchers are telling you they’re ready to make a buying decision.

Look for Potential Articles – Can you use some of the keyword phrases to turn straight into articles? Do it! Even “information” words make great blog posts; they provide a way to develop a relationship with your target market. Giving them high-quality info gives them a reason to come back again.

Reuse Them – Is there anywhere else you can use these keywords that are working to drive people to your website? Maybe you can create a report, a product, videos or other marketing materials that will continue to boost your business.

Over time you'll develop other ideas for what you should do with your keywords. In the meantime keep pulling those reports and looking for patterns. A final tip for you on the keywords is to make sure you don't put too much pressure on yourself. Use what you can and leave the rest. You won't be able to implement every idea or suggestion immediately. That's why I suggest starting with your top five keywords, so you can target your efforts where they'll have your biggest payoff.

To find out what people are searching for across the web (and not just your site), I recommend [Wordtracker](#). You'll be amazed at how many additional keywords you can find (and then create content around).

Content by Title

Another section of analytics I recommend you check out every month is your content by title. This part of the report will show you the most popular pages/posts on your website listed by title.

Let's see what we can do with this information:

Improve Your Content – When you know which of your pages are visited most often, it's easy to prioritize which pages of your website to optimize and improve! You should constantly be working on your website to make it better, but we all have limited time. Start with the pages you know people are reading; see if you can improve on the quality of the content, the additional resources, the internal linking and the overall message.

Optimize Your Content – Sometimes we just write a page purely to add to our site without optimizing it to make money. By optimizing content I mean, it has a purpose! If you've written a page to get people to sign up to your newsletter, invite them to do so. If you've written a page to share your expertise, point them to additional content. If you've written a page to lead a prospect towards a sale, tell them how to get there. If there's a way to make your existing content work better for you – your highest-traffic pages are the place to start!

To quickly improve your rankings, build a few fresh links that point to the updated and optimized content. Take a look at my [link building course](#) for quick and easy ways to build links and get more traffic to your site.

Taking good inventory of the content your visitors are consuming is a smart move. You'll then know what your visitors love and what to create more of – making you more money.

Using The Google Analytics Website Overlay

Another very useful and important feature in Google Analytics is the Website Overlay (which is now being called In-Page Analytics in some beta accounts). You'll find it by going to the 'Content' section and clicking 'Site Overlay' or "In-Page Analytics".

Here's a screenshot of where to click:



The website overlay will show you a screenshot of your own website, and then you'll be able to see exactly where people are clicking.

This is a visual form of testing your site. Here are a few suggestions of how you can use this information:

Website Navigation: Are you using the right wording in your website navigation? Are you linking to pages people are interested in viewing? Use the site overlay to see where people are actually clicking. This will help you determine if your current navigation is working or if you need to test out some changes.

Sales Pages: Test out the links in your site's sales pages. Are people clicking away from your testimonials more than they're buying? Are they clicking a "buy now" link in the P.S. and not on your actual "buy now" graphic? That's useful

information for the future.

Shopping Cart: Do you have a number of products for sale but not many sales happening? See if people are clicking to order but then abandoning the cart by comparing your clicks to your actual sales.

Blog Posts or Articles: Is some content getting more attention than other content? The site overlay will tell you exactly what people are clicking and reading even when they're not buying.

Don't be too hasty when you're doing testing with the site overlay or anywhere. Make sure you give enough time to get meaningful statistics that you can make solid business decisions on.

Summary

This report has been an overview of the tools you can use to get started with Google Analytics.

It is by no means a full instruction booklet or manual on the program. Once you get the basics down, you can move on to more advanced features such as income tracking and conversion statistics. If you need more help, dig in to the detailed resources available within your Google Analytics Dashboard by clicking on the Help link in the top right corner.

It's also important to remember that statistics can only get you so far. Producing a high quality website that real people love to read, return to and share with others is one of the best ways to guarantee your traffic will grow consistently.

Once you've got a flow of quality content, then statistics can help you make what's already great into something amazing!

Susanne Myers

www.AffiliateNichepacks.com

P.S. Don't forget to check out my blog at www.AffiliateTreasureChest.com

Recommended Resources

Here are a few resources you may want to check out.

Susanne's Link Building Courses

If you're new to building links and SEO, I recommend you go through my 13 week beginning link building class here:

<http://www.EasyLinkLove.com>

For more advanced webmasters I recommend this [link building program](#). Over the course of 26 weeks I'll share every single link building strategy I use on a daily and weekly basis to get thousands of unique visitors to my sites and make a very comfortable income from those websites.

<http://www.EasyLinkLove.com/adv>

Affiliate Niche Packs

Affiliate Niche Packs offer you everything you need to get started in a proven profitable niche including:

- Niche and Target Market Descriptions
- List of Good Affiliate Products to Promote
- Domain Name Ideas
- Extensive List of Keywords w/ Competitive Data
- Article and Blog Post Ideas
- Marketing Plans for Beginners and Advanced Users
- Recommended Resources and PLR Offers that will allow you to grow your content site quickly.

Take a look at www.AffiliateNichePacks.com

Some of the niches currently available include: SEO, Blogging, Dog Training, Weightloss and Diet, Fitness and Exercise, Article Marketing, Divorce, Social Media and more.

Other Reports By Susanne Myers

[How To Find A Hot and Profitable Niche](#)

[Build A Profitable Weightloss Niche Website](#)

More reports coming soon – sign up for Susanne’s blog updates to be notified each time a new report is published.

Susanne’s Blog

Susanne blogs about all things affiliate marketing (with plenty of how-to’s and tutorials you can implement right away) at

<http://www.AffiliateTreasureChest.com> – be sure to sign up for regular email updates.

Other Great Resources Worth Checking Out:

Here are a few more resources you may want to check out. These are not my own products but things I use on a regular basis and can highly recommend.

Nicole Dean’s Blog Tour Guide

If you're ready to learn more about guest blogging and how you can generate plenty of traffic from it, take a look at Nicole Dean’s Blog Tour Guide. In it, she shared her systematic approach to guest blogging. She schedules several different appearances on various blogs during a given time frame and has some neat tricks up her sleeve to make it almost impossible for a blog owner to say no to your guest post proposal. She then shows you how to leverage your time, effort and the flood of traffic you’ll be getting from your blog tour. Take a look at:

<http://www.affiliatetreasurechest.com/blogtourguide>

Easy PLR

A quick way to add fresh content to your sites on a regular basis is to use PLR. One of the best sources for quality PLR articles is Easy PLR.

<http://www.affiliatenichepacks.com/easyplr>