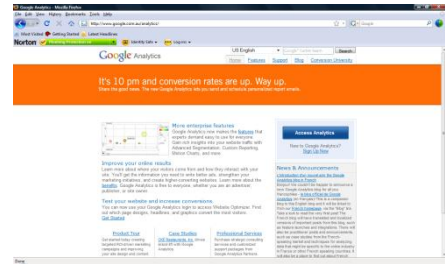


SETTING UP GOOGLE ANALYTICS FOR SOFTWARESHORTLIST

Google Analytics is a tool that allows businesses and individuals to gain rich insights into their website traffic. Customers are able to learn more about where visitors come from and how they interact with your site. You'll get the information you need to strengthen your marketing initiatives and create higher-converting websites. Google Analytics is free to everyone, whether you are an advertiser, publisher or site owner.



Key features of Google Analytics: <http://www.google.com/analytics/features.html>

Step 1: Navigate to the Google Analytics Home Page

Home Page: <http://www.google.com.au/analytics/>

Getting Started Guide: <http://www.google.com/support/googleanalytics/?hl=en0>

Step 2: Signup and/or Login to Google Analytics

You will need to [Setup a Google Account](#) if you don't already have one

Step 3: Configure Google Analytics for your website

1. Configure your Profile – setup your [Default Page](#) for Analytics, typically your Home page
2. [Edit Tracking Code](#) (if applicable)

Step 4: [Add Tracking Code](#) to desired pages on your website (or to all pages via your page template)

Pages requiring tracking code include:

- Home page
- Product Landing pages for each product being represented on SoftwareShortlist
- Product Trial/Demo Download Confirmation pages for each product
- Purchase Confirmation pages for each product

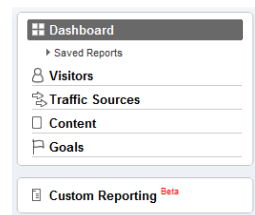
Step 5: [Setup goals](#) to monitor visitor conversion rates (additional [link](#))

Goals allow you to monitor the conversions of website visitors to customers who have:

- Downloaded a Product Trial/Demo
- Purchased your software online

Step 6: Work with SoftwareShortlist to monitor your leads and conversions

1. Monitor visitors, page views & activity in the [Visitor](#) section
2. Monitor traffic sources in the [Traffic Sources](#) section
3. Report on visitor conversions using the [Goals](#) section
4. Simply take screen shots of these 3 key Reports at the end of each month and send them to SoftwareShortlist for reconciliation



For an overview of Google Analytics and its features, take the [Google Analytics Product Tour](#)

Other useful Google Analytics links: [Epikone Blog](#), [ROI Revolution](#), [Googlelytics](#), [Kaushik](#) and [Lunametrics](#)