

# YOU CAN'T MANAGE WHAT YOU DON'T MEASURE

Today is a very simple lesson but perhaps it is one of the most important lessons of the entire challenge. Basically, what you'll learn is to analyze the result you've been getting in Google Analytics.

Hopefully, you'll be starting to see some traffic. In particular, there are a couple of key things that you should look for.

Ed is going to use his blog TubbyNerd.com as an example, which during August is being neglected most of the time because of the Thirty Day Challenge excitement.

This is going to become very important a bit later in the challenge.

**Note:** To get a clear screenshot, I'm showing the data from a different account, so you may see this is an entirely different set of data than what was shown in the video.

Go to [Google Analytics](#) and login to your account.

There are **Analytics Settings** and **View Reports**.



You want to view report, so choose the right domain from the list.

You can grab the data by Day, by Week, or by Month.



Below the graph is the data regarding total number of visits, pageviews, pages/visit, bounce rate, average time on site and percentage of new visits for the timeframe.

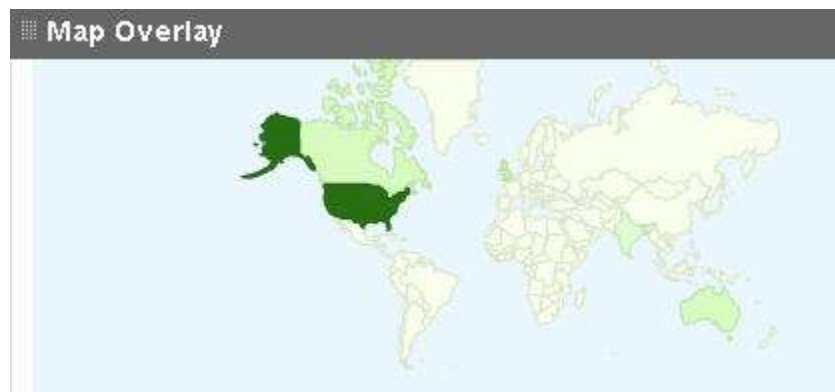


You can get more details about each different metrics by clicking on it. For instance, you may click on **Bounce Rate** to see details up to the daily basis.

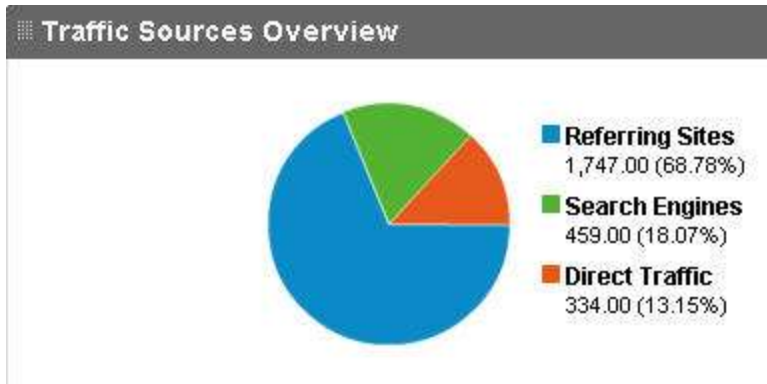


The definition of different terms used in Google Analytics can be found from the [Glossary page](#).

You may see what countries people come from. In the screen, you can see that the majority of the visitors are from the US regions. Thirty Day Challenge broadcasts the live TV show using the US time for that reason.

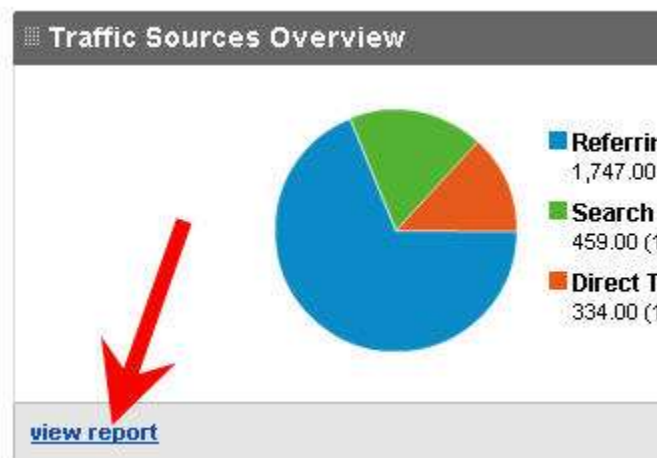


You may see traffic sources represented in graph in the Dashboard page.



You can also look for pages that people are looking at. That is very important so you may see where people are coming into. You may discover interesting stuff from this information alone.

What you are going to look at closely in this example is the **Traffic Sources Overview**, so hit the **view report** link from the Dashboard .



The traffic sources data are as follow.



What it means is that 13.15 percent of people type in the domain directly to get to the site, or from the browser's bookmark. Referring sites are sites that send traffic by linking to pages on this site and finally the search engines show the amount of

traffic this site has from search engines. The total of those numbers are 100 percent.

**Top Traffic Sources** show the sources of traffic for this site.

Sources	Visits	% visits
<a href="#">stumbleupon.com (referral)</a>	651	25.63%
<a href="#">google (organic)</a>	445	17.52%
<a href="#">(direct) ((none))</a>	334	13.15%
<a href="#">thirtydaychallenge.com (referral)</a>	296	11.65%
<a href="#">friendfeed.com (referral)</a>	235	9.25%

[view full report](#)

Again, you can get full detail report for each section. There is a **view full report** link below different section that will show you the complete report.

The one that you should really focus on is the **Keywords** report. (This one matches Ed `s account.)

Keywords	Visits	% visits
<a href="#">ed dale</a>	57	36.08%
<a href="#">squidoo</a>	12	7.59%
<a href="#">tubby nerd</a>	10	6.33%

The list is various keywords that people use to search in search engines before finding and visiting your site. For example, in this example, the term *ed dale* is responsible for 57 visits which is 36.08% of the visits.

That means you may want to work on that phrase, create content related to that, etc., because that's the majority of the traffic comes from. When you sell your own stuff as well, you'll actually find which keyword actually converts.

For the moment, you are interested only in traffic numbers. Remember that ideally, the ultimate goal is that you should get 200 people a day coming to your site, no matter where they come from.

Again, you can look at more details by clicking **view full report**.

People find [tubbynerd.com](#) through various keywords like *definition of joy* or *iphone camera sucks*. You'll be able to find fascinating keywords from the list. Of particularly interesting is the term *squidoo*.

What you should do is type in the search engines using that term just to see what happens in the listing, or find out more information about that keyword. Obviously, a single blog post is being ranked for the term *squidoo* in search engine(s).

What you want to do is have a very good look at the **Keywords** area. There is so much to Google Analytics. This is just barely skinning the surface.

However, the first thing you should focus on is where the traffic comes from and which keywords the visitors are using to find your blog.

Therefore, it is just a light day for you because you are only looking for the report. It is also a good chance for you to write another article, do some bookmarking, or do some maintenance work on your blog.

It is worth mentioning that all videos are available in High Definition format in the Thirty Day Challenge site. You can actually download a version for you to keep, which is super sharp. There is also a Standard Definition format for limited bandwidth user, which is also suitable for computer screen and iPod.

Particularly for this, you'll be able to see all the data in crystal clear way. There will also be cliff notes for each lessons, which will also be available on the Thirty Day Challenge site. (You are reading one.)

You may ask and discuss your questions on [the forum](#) as well.