



**A proposal to correct errors and discontinuity, add web metrics, instruct client in the uses of web analytics through an instruction manual, and directly teach its uses for the downtownyogashala.com web page.**

*Prepared for*

**Veronica Cruz  
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May 20, 2011

*Prepared by*

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Team SAP's Development Managers  
One Washington Square  
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May 20, 2011

Veronica Cruz  
450 South First Street  
San José, CA 95113

Dear Veronica Cruz:

Thank you for providing the members of Team SAP, Alvin Alindogan, Peter Brookfield, Mitchell Ong, Cameron Taslim, Daniel Winsor, and myself, Megan Chan, the opportunity to work on your company's webpage. We want to incorporate Google Analytics™ and fix the errors that were previously created during the development of your webpage. Google Analytics™ will give your company feedback about who is visiting your webpage and how you can cater your business to them. By fixing the errors on your page, your webpage will appear more professional and easier to follow. We will also be instructing your webpage handler and you to be able to access Google Analytics™ so that you may use the information for your business purposes.

We plan on incorporating everything onto your webpage by dividing up the work evenly amongst our team. Our internal control will allow us to monitor and make sure that your webpage's changes will be completed on time. Our external control will contact you in the event that more information or when final decisions need to be made as well as keep you up to date with what our team has completed.

We have enjoyed working with your team and are looking forward to working with you on this exciting and important project. We hope this proposal will meet your business, technology, quality, and budgetary objectives, and can assure you that we are committed to delivering the highest value to Downtown Yoga Shala. We look forward to hearing your response to this proposal by May 20, 2011. Please feel free to call me at any day before 5:30pm (408-924-5060) if you have any questions.

Sincerely,

Team SAP's Development Managers



**A proposal to correct errors and discontinuity, add web metrics, instruct client in the uses of web analytics through an instruction manual, and directly teach its uses for the downtownyogashala.com web page.**

by Team SAP

### ***Abstract***

Improvements needed to be made to the [downtownyogashala.com](http://downtownyogashala.com) website that would enable users to easily navigate the website's pages and measure the website's internet traffic. The navigation issue was addressed by correcting errors found within the Instructors page and Class Description page pertaining to extraneous information. Adjustments were made to the code that would allow only specific information to show on the screen as each instructor name or class description was clicked on. The internet traffic issue was addressed by employing Google Analytics™™, a tool used in optimizing web usage by providing an analysis of a website's traffic. Additionally, a Google Analytics™ instruction manual was created to be used as a reference. (112)

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## ***Project Contact Information***

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### **Yoga Shala**

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Founder and Owner

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## ***Our Understanding***

### ***Business Context***

Yoga Shala is located in scenic downtown San José in order to spread the message of yoga to the busy hustle and bustle of the residents of the city. As of recently, the company has had a revolving door of customers where new customers will participate in only a few sessions of yoga before moving on to a new yoga center. There are currently only a few returning customers that have stayed to participate on a regular basis at Yoga Shala. The main option to keep this from happening is to provide the customers with a clearer understanding of what classes are available and to keep classes that the customers would want.

The owner, Veronica Cruz, has decided that her first directive should be to complete her business webpage; which, originally looked like a blog rather than an official and professional webpage. As of fall 2010, her webpage for Yoga Shala, downtownyogashala.com was given a new look with its style completely redone and photographs updated. The current direction she would like to go is to get more people to “like” Yoga Shala on Facebook™. While this is an important aspect in getting feedback from her customers, it is much more important that she should get feedback from her customer base through her webpage by monitoring what pages are actually read by her customers.

Ms. Cruz would like to encourage more people to join her Facebook™ page for Yoga Shala by: 1. increasing the size of the link of Facebook™ on her webpage; and 2. by spreading the news of the Facebook™ page to her customers. She believes by increasing the number of people who join Facebook™, she will be able to get feedback, spread the knowledge of her classes, and increase her regular customer flow.

## ***Key Objectives***

### **10 Key Objectives:**

1. Incorporate Google Analytics™ to webpage
2. Correct misspelled words
3. Correct links to photos
4. Correct classes error
5. Complete instructors page
6. Create manual on Google Analytics™
7. Make larger Facebook™ link
8. Edit thumbnails of pictures so that they show the image at a good quality.
9. Ask about newsletter and possible implementation onto webpage rather than on long email
10. Train Veronica on Google Analytics™

## ***Our SCOPE***

Our main objectives of this project are to correct previously made errors, implement and teach our client about Google Analytics™, and edit the page according to our client's request. We will complete these tasks within the time allotted, which is the equivalent of a four month time frame. Our team will not cover fixing the newsletter, helping the client with menial tasks such as their email, helping run their business, and various other tasks that were not described above. We will not be able to fix or create more complex programs due to their nature being out of our knowledge and time range. We will not have enough time to create each part during this time or have the resources to complete them in a timely fashion. Also, we were not given this task in order to fix client-side errors in their business. Figure 1, page 9, illustrates our project's objectives.





**Figure 1. Our SCOPE in chart form that explains the value of the changes for the customer and to the client**

Source: Team SAP

## Company Information

### History

Downtown Yoga Shala is a place where people can find classes for yoga within the busy hustle and bustle of Downtown San José. It has provided many classes to yoga enthusiasts who are willing to support their yoga journey. In addition to that, Downtown Yoga Shala is also committed to supporting local non-profit and charity organizations through donation-based classes. The company was founded by Veronica Cruz who is the owner of Downtown Yoga Shala.

### Product and Service Offering

Downtown Yoga Shala offers yoga classes that are popular with their clients. They offer different types of yoga classes that customers can choose from such as heated yoga, restorative yoga, and Tibetan meditation yoga. Along with that, they acknowledge that customers need to be connected with their instructor. With that in mind, they hired many excellent instructors to choose from to suit the needs of their customers. All events are wheelchair and handicap accessible.

- **Various classes and instructors**
  - **Restorative:** Through restorative postures, revitalize your body and mind without extensive techniques. This class is wonderful for all individuals and is recommended to be done at least once a week to fully experience the benefits.
  - **Yin:** To fully cultivate the body, more than just the muscles need to be tended to. Yin yoga focuses on deeper tissues using longer techniques and is wonderful for stress relief or as an addition to an active exercise.
  - **Yoga for Athletes:** Athletes can also benefit from the calming and restorative effects of yoga. This class, working on the core, flexibility and alignment, is specifically designed for any athlete regardless of what activity they do.
    - **Veronica Cruz:** Veronica founded Downtown Yoga Shala after living in Kathmandu, Nepal as a child. She originally had a very successful career but found true happiness in helping others understand and cultivate the practice of yoga.
    - **Nimmi Kovvali:** Nimmi has been practicing yoga since she was young and now uses her knowledge to teach others. She believes strongly in the idea of nonviolence and sets her classes to music so that students can experience a deeper level of practice.
- **Discounts and gift cards**

Downtown Yoga Shala offers various discounts for students and faculty, seniors (60 years and over), military personnel, employees of the City of San José and downtown businesses. Gift cards are available if customers would like to give other people the gift of yoga. Gift cards vary from \$25 to \$200.
- **Private/semi private Sessions**

If desired, they offer private/semi private sessions with the instructor for the customer.
- **Special Events**

During the month occasional special events are held where members are able to come and meet with instructors and meet other yoga enthusiasts.

- **Free parking**  
Downtown Yoga Shala will validate 2 hour free parking to customers who take at least one class session.

## ***Functionally complete***

In addition to our yoga product base, Downtown Yoga Shala offerings consist of:

1. Meeting other yoga enthusiasts
2. Relaxation and meditation
3. Learning from well known yoga teachers
4. Special events where customers meet famous yogis and clients

## Methodology

Team SAP utilizes a five-step methodology to create timely, effective, and efficient solutions. The methodology establishes a solid foundation for a common understanding of the project approach and enables the disciplined delivery of the solution in structured, manageable phases. While the overall methodology remains the same, processes and deliverables are customized within the methodology to meet each project or client's individual objectives. The five steps of the methodology are known as **Discovery, Definition, Design, Development, and Deployment.**

### Discovery



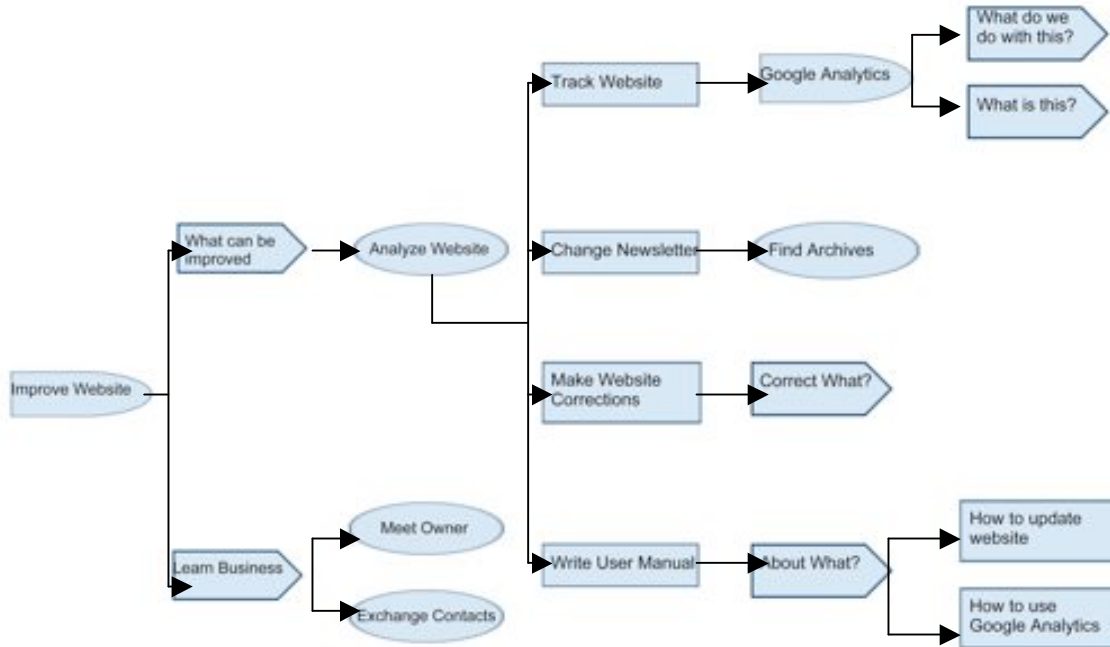
Discovery is the process of identifying the areas that need to be changed based upon the idea that it could be better. Generally Discovery and Definition, known as phase two, result in the proposal that allows a client to know what should be changed. In this particular case, Discovery and Definition are two very separate phases where Discovery is placed in order to find the areas that need to be changed and Definition is figure out what is necessary to be changed and what is not. Figure 2, below, denotes the activities that our team was going to accomplish during the Discovery Phase. This includes checking the webpage and marking down changes. In response, we also contacted our client during this phase.

<p><b>1. Key Activities</b></p> <ul style="list-style-type: none"> <li>1.1. Check through webpage</li> <li>1.2. Mark down the needed changes</li> <li>1.3. Implement web metrics</li> <li>1.4. View newsletters</li> </ul>
<p><b>2. Key Deliverables</b></p> <ul style="list-style-type: none"> <li>2.1. Meet with client</li> <li>2.2. Exchange contact information</li> <li>2.3. Get to know team</li> </ul>

**Figure 2. Discovery of process identifying key activities and key deliverables for Phase One of Five**

Source: Caires, D.

Figure 3, below, illustrates the process that Team SAP took for the Discovery Phase.



**Figure 3. Flow chart that shows the illustration of Phase One: Discovery and the key factors that comprise flow of information.**

Source: Winsor, D.

## Definition



The Definition Phase is intended to organize and prioritize objectives as well as establish scope for the project. Through the definition phase we are able to choose what parts are necessary for completion as well as define those that the client wants to add specially. During this phase, the work is defined and then divided amongst team members to make sure that each part is done with the best possible result. After dividing up the work, each part is given a time frame as to when it will be completed. Figure 4, below, denotes the most important parts of our project including defining what needs to be completed and talking to our client to ask what she would like changed.

### 3. Key Activities

- 3.1. Discuss what parts are necessary for the project
- 3.2. Talk to client
- 3.3. Add clients' special requests to list
- 3.4. Divide work amongst team

### 4. Key Deliverables

- 4.1. Make a list of necessary parts and client requests
- 4.2. Write down the defined parts of what needs to be changed
- 4.3. Make chart to show when each part should be completed

**Figure 4. Definition Phase organizing and prioritizing objectives for establishing our project's scope**

Source: Caires, D.



**Figure 5. Feature backlog of the group project for defining website criteria and project scope.**

**Source: Taslim, C.**

After meeting with our client, Veronica Cruz, we decided to implement several things that she requested over our suggested changes. The lists of things that Veronica wanted were: to fix visual errors, edit typos, implement Google Analytics™, and create a reference book that would help Veronica understand how to use Google Analytics™, and, finally, add Facebook™ and YouTube™ links to the front page of downtownyogashala.com.

## Design



The Design Phase is the third stage that has to do with drafting out ideas on what was decided in the Definition Phase. The Design Phase is critical in order to keep everyone on the same track during the project and to see what each team member is doing. It is also important because it gives each person the opportunity to draft out how to fix each problem with the help of other team members before each person goes off to do their part of the project alone during the development phase. Figure 6, below, demonstrates how our team is going to fix the bugs within the downtownyogashala.com webpage and how we were going to set up Google Analytics™ on the webpage. Figure 6 also shows how our team is going to provide a draft of the instruction manual and webpage code during this stage.

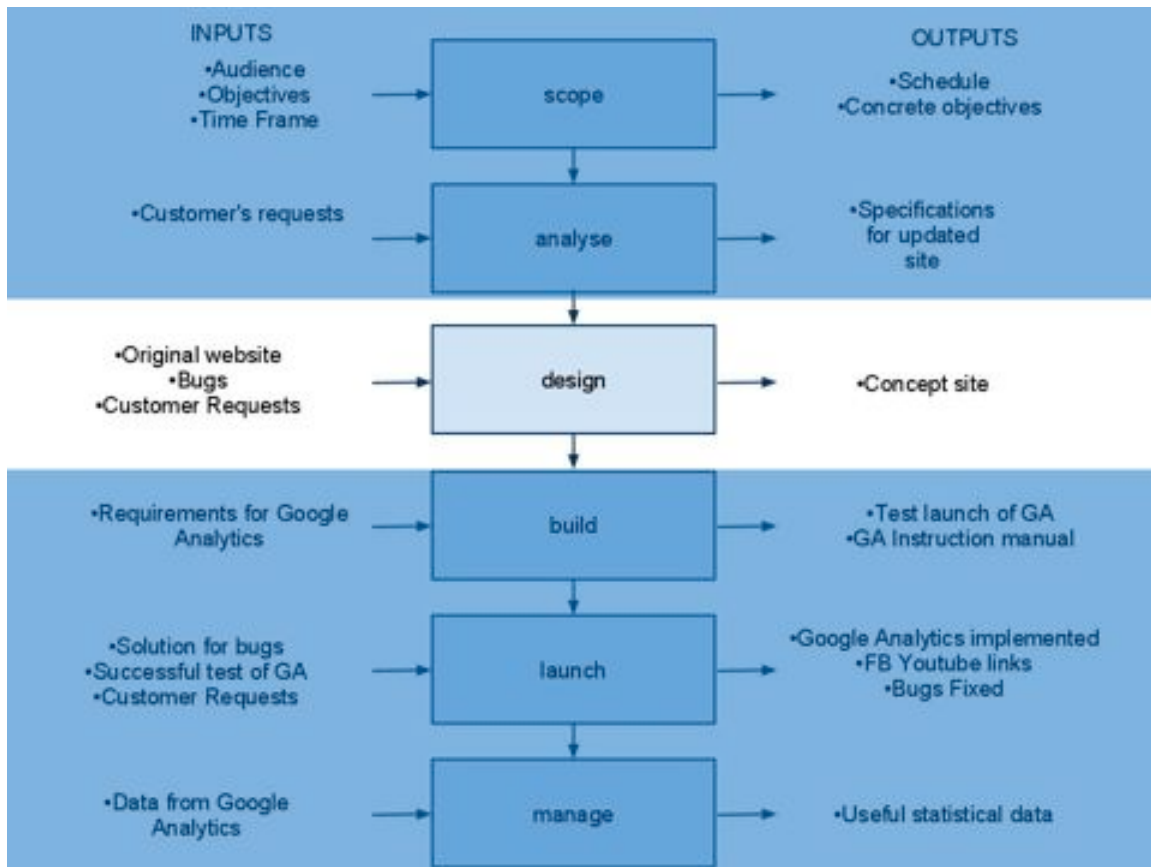
<p><b>5. Key Activities</b></p> <ul style="list-style-type: none"> <li>5.1. Begin drafting how to fix bugs</li> <li>5.2. Start drafting the instruction manual</li> <li>5.3. Do research on Google Analytics™</li> <li>5.4. Set up Google Accounts and information</li> <li>5.5. Create time frames of when things are going to be completed</li> </ul>
<p><b>6. Key Deliverables</b></p> <ul style="list-style-type: none"> <li>6.1. Draft of instruction manual</li> <li>6.2. Draft of new webpage code</li> </ul>

**Figure 6. Design Phase determining and demonstrating technical requirements for project design and modifying website algorithm.**

**Source: Ong, M.**

During the Design Phase, Team SAP began drafting how to fix errors in the webpage by looking at the provided code. We were able to also begin doing research on Google Analytics™ so that we could implement its code on the webpage as well as draft the instruction manual that will be used during the Deployment Phase. We also will keep track of how long each draft takes so that each member of Team SAP does not spend excessive time on something that doesn't necessarily need more attention than another part of the project.





**Figure 7. Shows how the design phase worked from getting the inputs of what were needed to complete to the outputs of what was completed.**

**Source: Ong, M.**

The end of the Design Phase represents a critical stage in the design phase's methodology. Client sign-off is required for all key deliverables in order for Team SAP to progress to the Development Phase.

## Development



During Phase IV, also known as the Development Phase, we start creating and implementing the necessary changes. This is the stage where most of the work is completed and each step of the process is documented in order to ensure that everyone is on task. We also develop and refine the concepts that we came up with during the design stage in order to create the final product. The final product will come in the Deployment Phase as the Development Phase is specifically designed to create the product. Below, Figure 8 shows the stages during the development and the makeshift checklist that was created so our group would know what needed to be completed during the Development Phase. Figure 8, also shows what needs to be shown to the client.

### 7. Key Activities

- 7.1. Implement and create code for Google Analytics™
- 7.2. Test that the Google Analytics™ script is responding
- 7.3. Create and send book to printer
- 7.4. Fix grammatical errors
- 7.5. Fix missing images
- 7.6. Fix classes and instructor pages

### 8. Key Deliverables

- 8.1. Show book to client
- 8.2. Google Analytics™ starts responding

**Figure 8. Phases leading to the completion of the Development Phase and completion of project for the Deployment Phase**

**Source: Chan, M.**

During this phase everything is coming together in order to create the final product. Each person splits off into their own individual section and completes their task(s). This is the stage where drafts from the Design Phase are used in order to complete each part and are tested, in real-time, online so that the members of Team SAP can see if they function as designed.

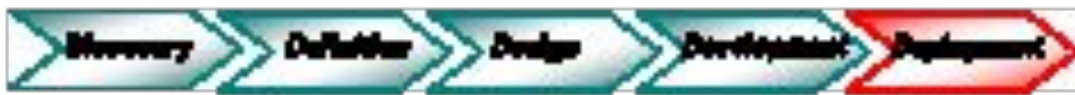
Deliverables	Name	W	Mar	Apr
<b>Phase IV: Development - Alvin &amp; Megan</b>		<b>2</b>		<b>1 2</b>
Instructor List Bugfix	Daniel	1		n
Book Proofing	Megan	1	n	
Literature Review 1	Entire 100W	1	n	n
Contact Veronica	Peter	1	n	
Google Analytics™	Alvin	1		n
<b>Annotations</b>				
<b>W</b> Duration (Weeks)				
n	normal			
d	dependent on others			
c	critical			

**Figure 9. Abbreviated Gantt Chart that defines what was created and finished during the Design Phase**

**Source: Alindogan, A. and Chan, M.**

Figure 9, above, shows what was completed during the Development Phase. During this phase, the instructor list error was fixed, the book was completed, and the implementation of Google Analytics™ was also completed. Each part took one to two weeks, depending on the amount of time that was necessary for that task and how much time each team member was allotted for task completion.

## Deployment



The changes requested and defined during the Define Phase, were implemented on to the webpage during the Deployment Phase. These changes were checked over to make sure that the final product has no errors in it. For example, the errors on the Instructor and Class page were fixed to show the correct location selected rather than leave the errors on the page. The client was then presented with a book of instructions and was taught how to use Google Analytics™ on the webpage in order to increase her business. Figure 10 shows what activities needed to be completed and what deliverables needed to be shown or worked with the client. These are written out in Figure 10 below and these include making sure that all the activities were completed appropriately.

### 9. Key Activities

- 9.1. Check Google Analytics™ is responding to webpage activity
- 9.2. Check functionality of the webpage's changes

### 10. Key Deliverables

- 10.1. Present Google Analytics™ book and show changes
- 10.2. Teach client how to use Google Analytics™

**Figure 10. Deployment phase completion objectives and goals**

**Source: Chan, M.**

This phase is where Team SAP implemented Google Analytics™ on the webpage and monitors the numbers of visitors to the webpage through Google Analytics™. Our group also taught our client how to use Google Analytics™ through a one-on-one tutorial and Google Analytics™ books. After explaining Google Analytics™, we also showed the changes (instructor pages, classes page, and new links) to the client.

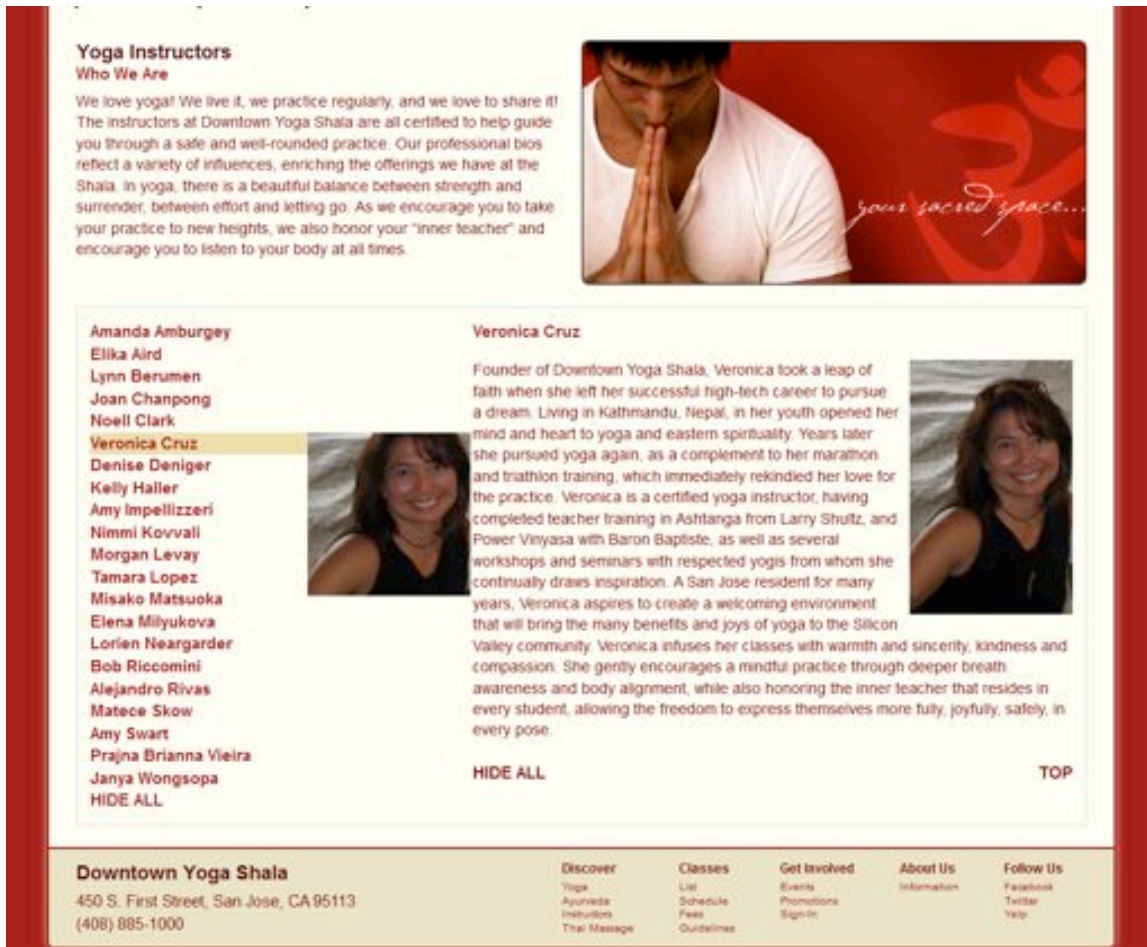


Figure 11. Instructors' page link fixed and demonstrated in the image above.

Source: downtownyogashala.com

Figure 11, above, represents one of the changes implemented on the website. Originally the thumbnail picture would not show; with the new changes, each instructor's name on the left-hand side frame is operational. In addition, whenever a viewer clicks on one of the names, the instructor's description would truncate onto itself. Now the Instructors' page works as intended.

## ***Appendix A: Annotated Bibliography***

Weischedel, B., and Huizingh, E., (2006). Website optimization with web metrics: a case study. *Proceedings of the 8th international conference on electronic commerce*, 463-470. doi: 10.1145/1151454.1151525.

In Dr. Birgit Weischedel's and Dr Eeldo K.R.E Huizing's research article, "Website Optimization with Web Metrics," Weischedel explores the relatively unexplored and under utilized area of web metrics. Web metrics are basically data that informs an owner of a website about how visitors are utilizing a website and based on the data gathered, an owner can tailor his/her website towards the needs of his/her visitors. Weischedel and Huizing first explore clickstream data, basically raw web/server logs, which provides a vast amount of data, but without analysis clickstream data is virtually useless. Secondly, Weischedel and Huizing addresses web metrics by conducting a case study on a major US company, to learn about how they use web metrics to optimize their websites. Weischedel and Huizing find that there are major gaps and flaws in web metrics currently. Which is due to the vast amount of data collected and not being able to utilize the data purposefully. Web sites can be changed on a regular basis. Their text, links, pages, photos, and information can be changed at anytime. However, the most common question for companies is what are the users of their web page interested in? What links, pages, and items are they most interested in. This information has all been gathered through web analytics, which according to Weischedel and Huizingh (2006), web analytics "is the field that is concerned with collecting, analyzing, and interpreting web metrics". (463) The most common form of data that comes from analytics is called clickstream data. "Clickstream data displays the 'when' and 'what' of web visits, but are limited use to answer 'how' and 'why' questions about the customers' site use." (464) The other problem that web analytics has to do with caches and spiders. Web analytics uses caches in order to help track how the user moves about the page. However, some pages are kept in the cache on

the visiting computer and are not recorded. The other problem with has to do with "robot programs that scan the web to keep search engine databases up to date" (464) called spiders. The analytics sometimes identifies this program as a person rather than a spider. The study plans to interview eight employees based on their work in web metrics from all levels of work in order to gain an understanding of web metrics. The study conducted was a case study of " a provider of products, services and support solutions for building and maintaining network computing environments," chosen for its market success (Weischedel & Huizingh, 2006). Eight employees were interviewed in a semi-structured face-to-face interview. These interviewees contained both low and high level managers. The researchers were also given access to web metrics collected by the company and relevant company documents. The web metrics were obtained from server logs. A review of the literature was also done before the study, directing the researchers on what to study. Clickstream data, customer surveys and external data, by themselves provide little usable information that is needed in order optimize a website. Web metrics, the use of all these things together, can greatly benefit web managers and websites, and web managers are aware of how valuable web metrics can be. But due to the lack of industry standards, vast amount of data collected, and difficulties actually deciding which statistics are actually meaningful,, web managers are unable to fully utilize web metrics. But the potential of web metrics is understood. Web metrics are a tool that could help someone improve their website. It is based on clickstream data, customer's survey, and web analytics. These are great tools to answer when, what, why, and how user uses the website. Using it comes with a downside, incomplete and misinterpreted data can create a problem for anyone who is using the tools. The case study finds that despite the problems using it, it is necessary gateway to go through for someone who needs to improve their website.

Yang, K., Bernardo, L., Sereika, S., Conroy, M., Balk, J., and Burke, L., "Utilization of 3-Month Yoga Program for Adults at High Risk for Type 2 Diabetes: A Pilot Study," *Evidence-Based Complementary and Alternative Medicine*, 2011, Article ID 257891, 6 pages, 2011. doi:10.1093/ecam/nep117

Physical exercise along with dieting is the most prescribed method to prevent or delay type 2 diabetes. In this article, yoga is presented as a form of physical activity that can help reduce the risks of type 2 diabetes, by reducing weight and by improving blood sugar and blood pressure levels. This study took twenty-three adults, between 45-65 years of age, who were at risk for type 2 diabetes and randomly assigned them to two groups, a yoga intervention group and an educational group, the control group. Participants in the study were told to continue their normal physical activities. The yoga group took part in a 3-month yoga program which had two one-hour sessions per week, while the control groups were given general health education materials every 2 weeks. At the end of the 3-month period, it was found that those who belonged to the yoga group had a 81% yoga session attendance rate. Members of the yoga group also expressed high satisfaction at 99%. When comparing blood test results from both groups; members of the yoga group had significant positive changes compared to the control group. This study points to the idea that yoga may be a way to help high-risk individuals from not developing type 2 diabetes. More than 21 million Americans are diagnosed with type 2 diabetes. Since 1987 there has been an 45% increase in the death rate from this form of diabetes. (Yang and Bernardo, 2009) Exercise is important to lower blood pressure, cholesterol, weight, and glucose levels that cause diabetes. Yoga is reported to be effective in reducing all of these. Short-term yoga practice has shown a decrease in glucose and cholesterol levels in adults with hypertension, heart disease, and diabetes. This is most likely due to the relaxation gained in yoga. Yoga has increased in recent years from 3.7% of people practicing yoga in 1997 to 6.1% in 2007. (Yang and Bernardo, 2009) The increase is most likely because "yoga can be



practiced at any time on an individual basis, thus reducing common barriers to physical activity such as time conflicts and poor weather." (Yang and Bernardo, 2009) Physical activity has led to the increase in self-efficacy according to Oleshanky's 2004 study of American adults between the ages of 29-40 years. Higher levels of self-efficacy have been shown while these people were doing physical activity. Despite the current amount of research physical activity has had on type 2 diabetes, it is unclear if type 2 diabetes benefit from yoga. The purpose of the study was to examine the cardio metabolic risks of adults at risk for type 2 diabetes after a 12 week yoga program (Yang and Bernardo, 2009). The study is a case-controlled study of 23 participants selected from an initial pool of 112 respondents. The respondents were screened for eligibility based on age, exercise level, risk of type 2 diabetes, and at least one cardio metabolic risk factor. They were then screened for eligibility with tests for BMI, blood pressure, glucose and cholesterol level. Of the "[t]wenty-three participants (19 Whites and 4 non-Whites)", 21 were female and 2 were male; 12 completed the intervention program and 11 finished the education program (Yang et al., 2009). Both groups maintained their active exercise levels. The intervention program group attended one hour Vinyasa style yoga classes, taught by a PhD certified nurse, twice a week for three months. Each class had a 5 minute warm up period and a 10 minute relaxation period. The participants were also asked to perform yoga at home, recording the minutes spent doing so, but with no set amount required. The education program (control) group was sent every two weeks for three months informational brochures on the risk factors and prevention of diabetes. The clinical measurements of "BP, blood glucose, insulin, lipid levels, [cholesterol; high-density lipoproteins (HDL); low-density lipoprotein (LDL); triglycerides] and body weight were obtained at baseline and at the end of 3 months" for both groups (Yang et al., 2009). The intervention program group was given questionnaires on "treatment expectation, program satisfaction and

exercise log” (Yang et al., 2009). The main purpose of the study is to know whether using yoga would be good for a person who suffers type 2 diabetes. It turned out to be positive. The idea became acceptable and people would recommend other people who suffer the same disease to do yoga. The study also found that yoga helps people to believe in their own competence. With this idea in mind, further research will be needed to be able to understand the relationship between self-efficacy and yoga itself. Overall the pilot study shows that practicing yoga could yield beneficial for people with type 2 diabetes because it showed an increase in exercise self-efficacy. With this increase, it is speculated that practicing yoga may help people embrace a healthier alternative to their lifestyles and incorporate exercise in their daily lives. Not only did the test group’s self-efficacy towards exercise increased but they also felt stronger, nimble, and stable after the pilot study. This though is subjective and needs to be proven in a different pilot study in order to be concrete.

## ***Appendix B: Works Cited***

Caires, D., (2011). Proposal template. *CS100W Course Reader*.

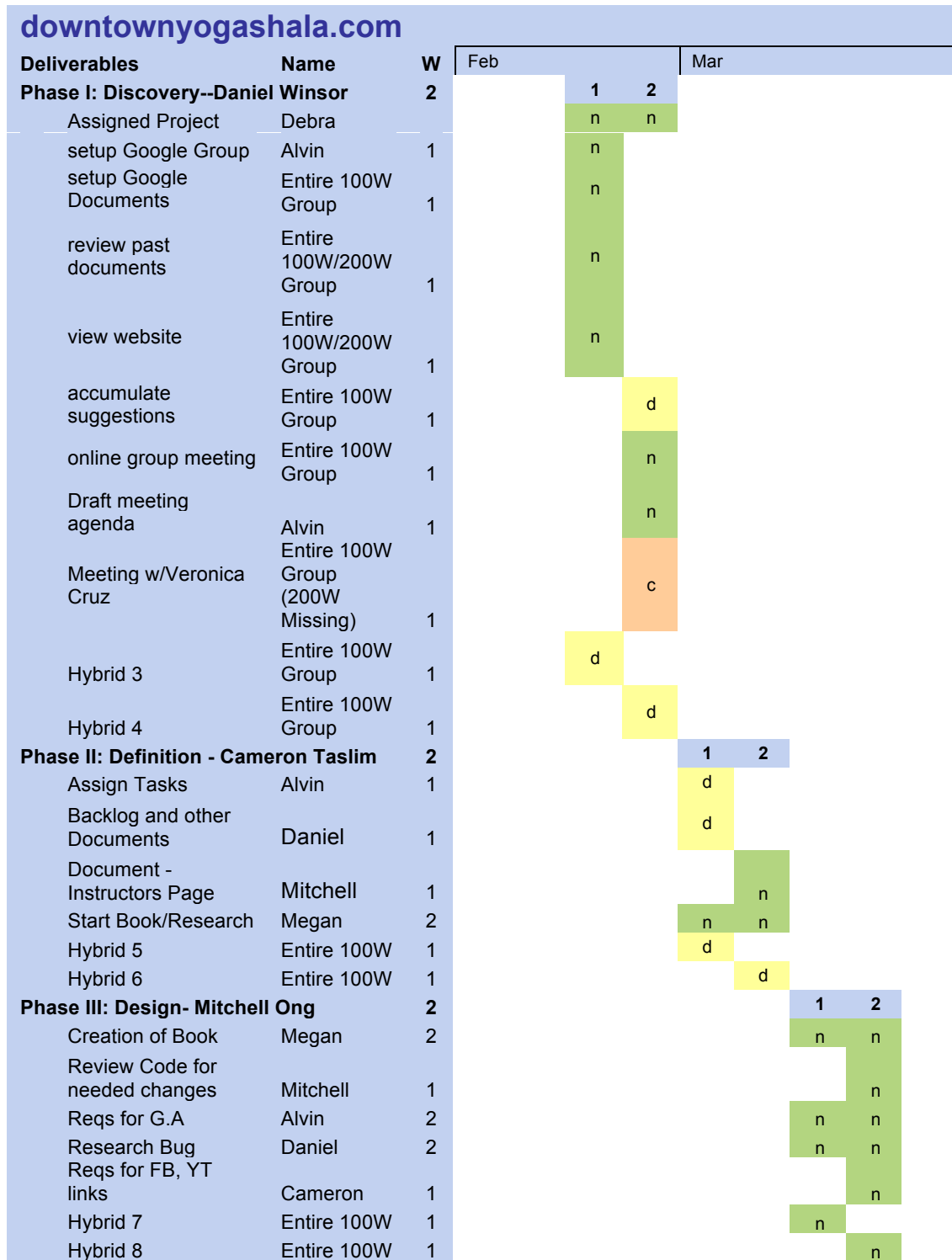
Chan, M., (2011). Google Analytics™ for Downtown Yoga Shala. *Google Analytics™*, 1-40

Cruz, V. (2011, April 25). *Yoga in San José, CA | Downtown Yoga Shala*. Retrieved from <http://www.downtownyogashala.com/>

Weischedel, B., and Huizingh, E., (2006). Website optimization with web metrics: a case study. *Proceedings of the 8th international conference on electronic commerce*, 463-470. doi: 10.1145/1151454.1151525.

Yang, K., Bernardo, L., Sereika, S., Conroy, M., Balk, J., and Burke, L., "Utilization of 3-Month Yoga Program for Adults at High Risk for Type 2 Diabetes: A Pilot Study," *Evidence-Based Complementary and Alternative Medicine*, vol. 2011, Article ID 257891, 6 pages, 2011. doi:10.1093/ecam/nep117

## Appendix C: Gantt Chart



downtownyogashala.com				Mar		Apr	
Deliverables	Name	W		1	2		
<b>Phase IV: Development - Alvin &amp; Megan</b>							
Instructor List Bugfix	Daniel	1			n		
Book Proofing	Megan	1		n			
Literature Review 1	Entire 100W	1		n	n		
Contact Veronica	Peter	1		n			
Google Analytics™	Alvin	1			n		
<b>Phase V: Deployment - Peter Brookfield</b>						1	2
Upload Instructor Page	Daniel	1				d	
Book Printing	Megan	2				n	n
Literature Review 1	Entire 100W	1				n	
Literature Review 2	Entire 100W	1					n
Google Analytics™ on Webpage	Alvin	1				n	
Poster Making	Megan	2				n	n
Proposal	Entire 100W	2				d	d
<b>Annotations</b>							
<b>W</b>	Duration (Weeks)						
n	normal						
d	dependent on others						
c	critical						



## ***Appendix D: Progress Reports***

**To: Veronica Cruz, Business Owner**

**From: Team SAP**

**Date: Sprint 1 of 5**

**Subject: Phase I: Discovery Phase Progress Report**

### ***Phase I: Discovery***

The case study that we have chosen is Yoga Shala, a Yoga studio located in Downtown San Jose that has requested help in regards to marketing their web page. According to the professor, we have received this case study in order to further test our abilities in a real world setting in order to pick up where the last group that worked with Yoga Shala left off in order to help install, instruct, and help maintain the web page that Yoga Shala owns. By doing this, we will be able to push our abilities to the limit to help Yoga Shala have a successful web page that is both efficient in intriguing customers to join as well as helping the studio master web page marketing.

Team SAP is composed of the following members, in no particular order:

1. Megan Chan is a confident web page and graphic designer who is the Publicity and Web Manager San Jose State University Quidditch web page where she designed, executed, and maintains the web page. She also has created and maintains her own personal web pages in order to keep her skills fresh. As a Computer Science major at San Jose State University and a Web Developer major at Skyline College, she is confident in her skills in the programming languages of Java, HTML, and CSS and can aptly apply them to real life scenarios.
2. Daniel Winsor is a Computer Science major at San Jose State University. His strengths are in algorithms, languages and compilers, but he is willing to take the lead in any area when necessary.
3. Mitchell Ong is a transfer student in his second semester at San Jose State University. His strengths include working with others and having a “will do anything to get it done” attitude when it comes to programming. Although he doesn’t have much experience outside of the classroom, he is eager and excited to finally get his hands dirty with something besides a homework assignment.
4. Alvin Alindogan is a SJSU student majoring in Computer Science. He is knowledgeable in HTML, CSS, Processing, Bash / Bourne scripting, Perl scripting, and proficient in Linux. He also has a strong work ethic , efficient in problem solving, and exemplifies dynamic leadership skills.

5. Cameron Taslim is another transfer student in his second semester at San Jose State University. His strengths are having good work ethics, implement an efficient code, and good at problem solving. Even though he does not have much computer language knowledge, he is a good self learner that will be able to get the job done whatever it takes.

6. Peter Brookfield is a Physics major at San Jose State. A stubborn determination to see projects through to completion serves him well in his chosen field. His strengths include objective problem solving, data analysis, and both inductive and deductive reasoning. Once committed to a venture you will find that he is a powerful ally to have.

The group's pre-plan for working through this case study is to look through the original case study and to develop a plan to take over not only where the previous group left off, but also develop a plan to fix mistakes they had along the way. We will develop a master overall plan and some short goals in order to show the client what we have been working on and to keep us on track. By doing this we should be able to figure out how much time the project will take based on our skills and confidence as computer scientists.

## ***Phase II: Definition***

**To: Veronica Cruz, Business Owner**

**From: Team SAP**

**Date: Sprint 2 of 5**

**Subject: Phase II: Definition Phase Progress Report**

We came with up with a list of what we wanted to do with the webpage and discussed it with the client, Veronica Cruz, to come up with the items that needed to be worked on. This list is called the feature backlog. The backlog consisted of the following tasks:

- 1) Fix the link bug on the Instructors and Classes page
- 2) Implement Google Analytics™
- 3) Get more pictures of the instructors
- 4) Make the Google Analytics™ Manual
- 5) Fix website typos
- 6) Add Facebook™ and YouTube™ links

The client, Veronica Cruz, decided that only the following changes should be implemented: fix the visual errors, edit typos, implement Google Analytics™, create a Google Analytics™ reference book, and add Facebook™ and YouTube™ links to the website's front page. Each of these tasks was delegated to different members of the team:

1. Mitchell: Address typos and errors found on the website
2. Daniel: Fix the link on the instructors and classes page
3. Alvin: Implement Google Analytics™
4. Megan: Create the Google Analytics™ reference manual
5. Cameron: Add Facebook™ and YouTube™ links
6. Peter: Act as spokesperson for Team SAP and serve as liaison between client and team members



### ***Phase III: Design***

**To: Veronica Cruz, Business Owner**

**From: Team SAP**

**Date: Sprint 3 of 5**

**Subject: Phase III: Design Phase Progress Report**

As specified in the Phase II Definition section, each task was assigned to one specific person. Roles were assigned based on each individual's background, expertise in the subject matter, and level of interest in performing the specified task. This careful selection process ensured that time would be used efficiently. After dividing up the work accordingly, we began to make the necessary changes that the client wanted. During the design phase, our goals included devising a plan for fixing the errors on the webpage, researching how to implement Google Analytics™ onto the website, begin drafting the instruction manual, and setting up Google Accounts™ and information. The latter goal proved to be one of the most important tasks. Our group communicated through the creation of a Google Documents™ that served as a forum for discussion. When questions or issues would arise regarding our individual tasks, this document served as the group's means of communication with each other. It allowed team members to provide feedback or edits and to touch base with each other regarding progress toward task completion.

## ***Phase IV: Development***

**To: Veronica Cruz, Business Owner**

**From: Team SAP**

**Date: Sprint 4 of 5**

**Subject: Phase IV: Development Phase Progress Report**

After the members of Team SAP became familiar and comfortable with their roles, each person took initiative and responsibility in carrying out their respective tasks. The list of items that were on the feature backlog were finalized and completed which included fixing the errors on the instructors and classes webpage, adding Google Analytics™, and creating the user manual for Veronica Cruz.

An extensive amount of time was spent in the preparation stages pertaining to each task. For example, thorough research was done on Google Analytics™ in order to understand how to utilize it before implementing it within the Yoga Shala website. Once Google Analytics™ was implemented, the script had to be tested to ensure that it responded to Internet traffic. The code of the Yoga Shala website was also reviewed carefully and thoroughly for flaws. Once the extent of the flaws was ascertained, appropriate actions were taken to correct these flaws which included rewriting the algorithm on the affected page(s). The Google Analytics™ Reference Manual was also fully conceptualized during this time. Decisions regarding the design, layout, and color scheme for the manual were finalized and its creation was carried out.

## ***Phase V: Deployment***

**To: Veronica Cruz, Business Owner**

**From: Team SAP**

**Date: Sprint 5 of 5**

**Subject: Phase V: Deployment Phase Progress Report**

Once each part of the project was completed, the individual elements that team members worked on were put together to form the finished product which in this case was an improved website. Thorough checks were performed and repeated on Google Analytics™ to ensure that everything was functional and operational. The corrections made to the instructors' and classes' webpage was also reviewed to ensure that all flaws had been addressed.

Once Team SAP was confident with the results of their review, the completed project was presented to the client, Veronica Cruz. She was instructed on how to use Google Analytics™ and was presented with the Google Analytics™ Reference Manual. Team SAP also showed her the changes that were made to her webpage.

## Appendix E: Google Analytics™ Book



# GOOGLE ANALYTICS

DESIGNED & CREATED BY MEGAN CHAN

EDITED BY CODI MILLS

PREPARED SPECIALLY FOR VERONICA CRUZ @ DOWNTOWNYOGASHALA.COM

© SPRING 2011, CS100W & CS200W YOGA SHALA GROUP

NIDAL ALBAYOCH, ALVIN ALINDOGAN, PETER BROOKFIELD,

MEGAN CHAN, MITCHELL ONG, CAMERON TASLIM, & DANIEL WINSOR

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# GOOGLE ANALYTICS

A GUIDE TO INTERNET STALKING

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## What is Analytics?

I know what you're thinking. Why would I even bother? Well I'm here today to tell you why. Analytics, or the study of storing, retrieving, and analyzing data, is important to your webpage and why Google Analytics is the most readily available, free webpage analytic analyzer today.

By using analytics, you can master the true art of webpage design. What is the point of creating a webpage if you don't know if anyone is actually going to look at it? Why waste your good, hard earned money on a webpage if you don't know if it will increase or decrease your business? Well, that's where analytics comes into play. It helps to think of analytics as a little private investigator helping keep track of who's looking at your webpage. It stores where each visitor came from, who their service provider is, and many other things that are important in order to help you, the author, create an even better webpage that can be geared toward your customers.

You can use analytics to make webpages designed for your users. For example, it keeps track of your user's connection speed of his or her internet connection. A slower connection speed will result in a slow loading webpage, and if your webpage is too "graphics heavy" (where you have tons of large images on your page), it will cause the user to become disinterested quickly in your webpage. Analytics also uses tools to keep track of what pages your clients are going to and how many people are going to those pages. Let's say you had a special class you were offering which can be viewed by going to the class page. You can roughly track how many people would know about this class by seeing how many people visited this page. Analytics has many different purposes, and these are just a few of the statistics you will be able to understand in this book.

So the question was, "What is Analytics?" Well simply put, it's merely a tool to help you understand who visits your webpage and what they are interested in. That's about it.

**Author's Tip** Don't get overwhelmed by this. If it looks like it's too much for you to understand, just breathe in and out, get a cup of coffee, and relax. It'll all get better soon.

**Author's Tip:** In short Google Analytics is a fancy cookie. It gathers and counts people. All you have to do is analyze the information.

### What's it for?

Google Analytics... what in the world do I use that for? Well you use it to do all the dirty work for you. It gathers and compiles the data that is necessary for the well being of your sanity, or whatever is left of your sanity after reading this book, and your webpage. Here is a list of some of the tools and statistical data that I will be covering within this book:

- Visitor data including how many people have visited your webpage, how many page views you have per day, what operating system the user has (ex. Windows, Mac, Linux, etc.), and even where the user is accessing your webpage from.
- Traffic sources that can tell you what pages the clients are coming from, what keywords they used to find your webpage, and if they used a webpage like Google to find your webpage.

So Google Analytics can gather all this information and more in order to help you find out who is visiting your webpage. The only thing it doesn't do is translate the data into information that you might need. This you will have to do on your own because some data can be used in multiple ways. One piece of data can be used to see what changes you need to make to your webpage as well as to see how many people know about the information on your page.

By using Google Analytics, you can also get sponsors on your webpage so that your webpage is not only generating customers for your business but also generating money through advertisements. Some advertisements can be good for your business such as those where you can promote your business through affiliates or partner businesses. Without some certified statistical data, you might find that it will be harder to get your affiliates to promote your business. That's where Google Analytics comes in to show how many people go to your webpage. The more people you can draw to your webpage, the more people are willing to affiliate their business with you and the more sources you have to get customers.

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### How to use this book

In this book, you will find that half of the book is pictures and explanations of pages. Each image will have parts that are marked to show key points of the pictures with red arrows and text. These pictures are necessary to read the information in the text. The text explains how to read and analyze the data within Google Analytics. It's as simple as that.

- Pictures show where things are on a webpage.
- Text tells you what to do with the information that is marked in the picture.

In the red columns, there will be captions for each picture or notes from the author that include tips of what the author does in order to help you understand Google Analytics better. In the upper corners there are headers that help you figure out what section you are on and in the lower corners there are page numbers that can help you navigate through the Table of Contents on page 2.

Not everything that Google Analytics has to offer is written about in this book. This book is written for an audience who only needs the most basic information. For example, this book goes over visitors, visitor preferences, and tracking. It does not go over things such as alerts and goals for Google Analytics because it was felt to be too advanced or unimportant for anyone except the person who was implementing this code into the webpage.

Due to time constraints and the sanity of the writer, downtownyogashala.com was not used for this book even though the book was designed for this webpage. Instead, sjusquidditch.webs.com was used because it already had running information from Google Analytics. The information and location information in regards to downtownyogashala.com is all in the same place.

**Author's Tip:** The images in this book are screen captures (image copies of what you see on your computer screen). Please do not be alarmed by poor quality images. It's very difficult to get screen captures that are of printable quality. Just know that the author worked hard to at least get them readable. Please use the images as reference.

**Figure 1.1:** How to access Google Analytics through [www.Google.com/Analytics](http://www.Google.com/Analytics).

**Figure 1.2:** How to sign in through a Google Account.

**Figure 1.3:** Confirms the sign up of a Google Analytics account.

So now that you have read a little about what Google Analytics is, let's get started signing you up.

Like all things Google, one must go and log into an account in order to access Google's webpage. So to start off go to <http://www.Google.com/Analytics/> and sign in using your Gmail account. If you do not have a Gmail account, create one. After that come back to this page and log in using your Google/Gmail account.

Now click up "Sign Up Now" under the Login button. After you click Sign Up, you will be asked to confirm that you want to create a new Google Analytics account. You should click sign up again in order to confirm this.

## Setting Up & Login

In order to sign up for Google Analytics, you have to fill out some information regarding your account and webpage. At this point you should have your webpage's URL name handy. Put your webpage's URL in the box. After that you should pick your account's name. Generally the name of your webpage would suffice. For example if your webpage is livejournal.com, you can use Livejournal for your Account name. Insert what Time Zone and Country you are in into the following box. That way everything that it reports to you is in the correct time zone. Otherwise it might report to you statistics as if you were living on the East Coast (+3 hours to West Coast time). If you are living in California, the correct time zone that you want is Pacific Time.

After having completed this step, push continue and move onto the next section that asks for your Last Name, First Name, and your Country/Territory again. This part is simple enough, but if you get lost, it is shown in Figure 1.4. After you complete this section push continue again.

You will now be taken to a page where you must accept the Terms and Conditions of using Google Analytics. In order to continue on, you will have to accept the Terms and Conditions. If you would like, you may read through the Terms and Conditions to make sure that you don't do anything illegal. However, for most people they just scroll down to the bottom and click the check box because they're lazy.

Before you click to create a new Account, there is an area under the check box that you should have a look at before you agree to anything you really don't want to agree to called "Edit Options". It's always good to take a look at these options. If you are uncomfortable sharing this information with Google and with others, I would suggest you uncheck these boxes and click, "Do not share my Google Analytics data". It is completely up to you. Google uses the information to see how it can update Google Analytics. At this point in the book, please proceed to the second page of "Setting up accounts" because that is the next step.

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Figure 1.4: Fill out the information to start your Google Analytics account.

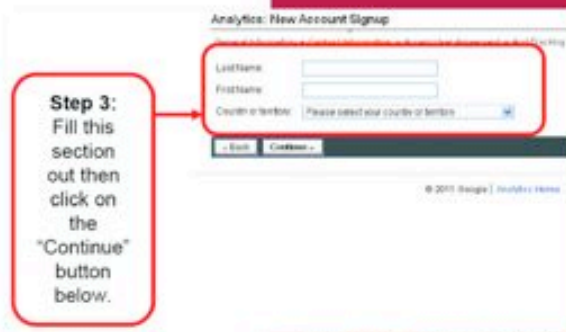


Figure 1.5: Fill out more information for your Google Analytics account. After this screen, push that you accept the Terms and Conditions for using Google Analytics.

Setting Up Accounts



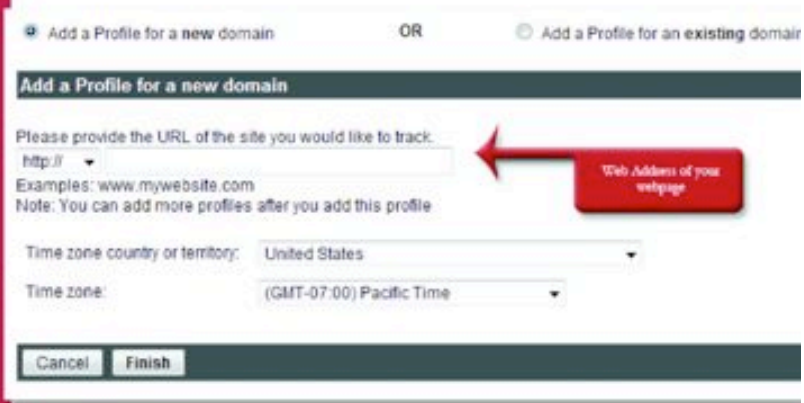
Figure 1.6: The first page when you enter Google Analytics. Shows where to add a new profile.

First off, sign in to your account with Google to access Google Analytics. That part of the sign up process is simple and easy.

Second, click the part that says "+ Add new profile". Click to make a new profile in order to make a new webpage profile on Google Analytics. Each main page should have a new profile. In this case only downtownyogashala.com should have a profile that is pre made.

Third, add in the URL of your webpage into the box marked below. Change time zone and country as necessary. Click Finish when done.

Figure 1.7: Second step that shows how to add a new domain profile. Each domain needs a new profile.



**Author's Tip:** A domain can have many webpages, but a webpage can only have one domain. A domain is basically a large holder of webpages such as [spusquidditch.webs.com/index.html](http://spusquidditch.webs.com/index.html) and [spusquidditch.webs.com/faq.html](http://spusquidditch.webs.com/faq.html) are in the same domain. However, [spusquidditch.webs.com/index.html](http://spusquidditch.webs.com/index.html) and [downtownyogashala.com/index.html](http://downtownyogashala.com/index.html) are not.

Setting up Accounts

Instructions for adding tracking

Standard
Advanced
Custom

**1 What are you tracking?**

**A single domain (default)**  
Domain: livejournal.com

One domain with multiple subdomains

Multiple top-level domains

I want to track AdWords campaigns

**2 Paste this code on your site**

Copy the following code, then paste it into 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-21391343-1']);
_gaq.push(['_trackPageview']);

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

After you push finished, you should get the following screen. Simply follow the instructions.

- A single domain - all of your individual webpages that relate to a single website. The webpages index.html, contact.html, etc. are all in a single domain. It's much like chapters in a book. All the individual webpages are like chapters and the single website is the book that they are in.
- A domain with multiple subdomains - A set of multiple sites and their webpages on the same server. It is like a book series that contains individual books as well as those book's individual chapters.
- Multiple top-level domains - Domains that are all different, but need to be tracked on the same account. For example: livejournal.com and livejournal.edu are multiple top-level domains. It is much like multiple series written by the same author. They are all written by the same author, but are completely different stories. However, they are all linked together.

For the purpose of the downtownyogashala.com webpage, you should use the single domain function. Just place the code in before the </head> tag that is generally located toward the bottom of your webpage code. Do this for all the pages you want to track.

**Figure 18:** Google provides the tracking code. Copy and paste it to each page you want to track.

**Author's Tip:** To find the </head> tag, use the find option. Usually the best way to do this is to use CTRL+F on a PC. Just copy and paste the code before the head tag.

Editing the Account

Figure 1.9: Shows where the editing function is located.



Figure 1.10: Shows editable options for an account. Image has been edited to fit on page.

Oh noes! Did you make a mistake in defining your account's URL (also known as an address)? You should go back and change that! But how? Well, on your main page it should now show you the webpage's profile. Simply click the "Edit" button as shown in Figure 1.4.

On the edit page, as shown below (which has been altered to fit in the below square). Here you can simply push the "edit" or "add" buttons on each section. One of the two most important parts is the Main Website Profile Information that will show you the Website URL and the default page, which should be index.html or whatever your main page is, amongst other information. The second most important part is that you can add users that have access to this profile. For simple time saving, there is not an image for adding users. However, you only need to know the users's email address and what type of access type you want them to have. They can have either "only reports" or "account administrator". Reports will only allow the user to see the data. An administrator can change the profile information, edit options, and view reports.

Main Website Profile Information			
Website URL:	http://jsquiddich.webs.com		
Default page ( ? ):	index.html		
Time zone ( ? ):	(GMT-07:00) Pacific Time		
Exclude URL Query Parameters:			
E-Commerce Website:	No		
Site Search ( ? ):	Don't Track Site Search		
Currency displayed as:	US Dollar (USD \$)		
Users with Access to Profile ( ? )			
	User Email Address	Full Name	User Type
1.	meganchan@comcast.net	Mango Chan	Administrat



Viewing Reports

Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate
http://mmrobitussin.webs.com UA-21591343-2					
mmrobitussin.webs.com			2	00:00:00	100.00%
http://sjsuquidditch.webs.com UA-21591343-1					
sjsuquidditch.webs.com	<a href="#">View report</a>		001	00:01:26	79.17%

Find profile:

[Add Website Profile»](#) [User Manager»](#)

Checking that your webpage is reporting information is about as easy as understanding a stop light.

- A green check mark means that your page is reporting information.
- A clock means that Google Analytics is waiting for data.
- A yellow yield sign means that the page is not reporting.

In order to get it reporting, simply copy and paste the code that is shown on page 10 into the correct part of your webpage. That's all you need to do. It may take up to a day in order for it to start reporting information. Relax, go eat a nice dinner, and come back later.

By viewing your Analytics account you will be able to see all the information described in the following pages including visitor information such as where they are when they access your webpage, what browsers they have, etc. It will also show you what keywords they type into Google to find your webpage or if they came from a direct source by manually typing in your website's URL by hand.

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**Figure L.I1:** This figure shows the status of your account and where to go to view all the information in your report.

**Figure L.I2:** This figure shows the different signs that you will get. Green means its working Yellow means it is not reporting. The clock means it's waiting for a response from your webpage.

**Author's Tip:** Don't be afraid of not understanding this information. It takes everyone time to understand... including the person writing you this book.

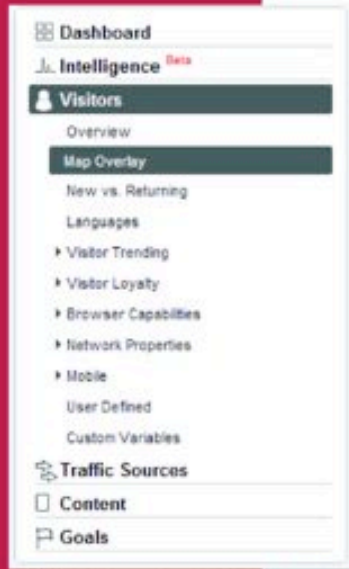


Figure 1.13: This figure shows the left hand navigation bar that takes you to individual static pages.

Well that was fun, right? You should at this point have your webpage's status up and running with that lovely green check mark. If you don't, you should get that up and running appropriately in order to see the reports because that will be highly necessary.

This part will tell you what I am talking about in reference to the navigation bar. The navigation bar is located on the left side of your window. It should say Dashboard, Intelligence (Beta), Visitors, Traffic Sources, Content, and Goals. For the purpose of this book as a beginner's guide, we will only cover the Dashboard, Visitors, and Traffic Sources. In any case, the dashboard is much like a singular page where you can view an overview of all your information. This overview can help you so that you don't have to navigate to every single specific section.

The visitors section will open up into several different subcategories, and some of those subcategories open up into other sub-subcategories. This portion will tell you information about your visitors including where they come from in the world, down to the city, and if they are new or returning to your webpage. This part will also show you what sort of browsers, network, and mobile devices the person has if they are on their phone.

Traffic sources also has several different subcategories in it that cover where the users are coming from and if they are using any keywords in a search engine to find your webpage. This can be useful to find out if you need to do more advertising for your webpage on other webpages and if your existing affiliates are working to help promote your site.

Sure it looks like a lot, but it's all relatively simple and fun to play around with! In writing this the author found out that her webpage was visited by people from Australia, which she wouldn't have known unless she decided to write this book!



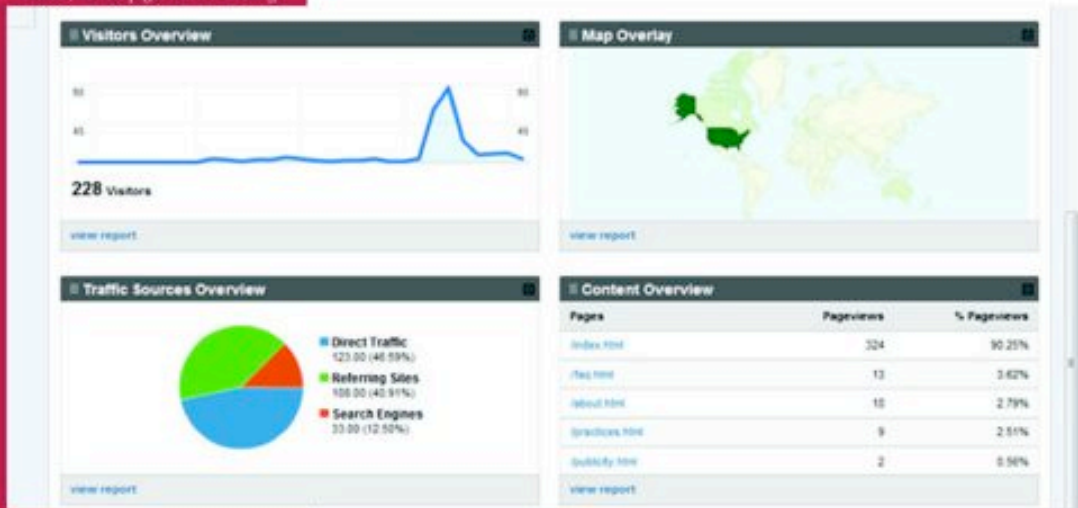
- **Name of your webpage** - The name of your webpage is the actual URL of your main page.
  - **Account Name** - The name that you gave to your account. An account can have multiple webpages that it runs. In this example the account name is "Mmrobinassin", and it runs the webpages "sjsuquidditch.webs.com" and "mrobinassin.webs.com".
  - **Number of visitors to your webpage** - Shows the number of visitors to your webpage over a span of days, weeks, or months on a graph.
- The statistics of your webpage are shown:
- **# Of visits** - Number of visitors
  - **# Of page views** - Number of views in total
  - **# Of pages/visit** - Shows the average page views per visitor.
  - **% Of bounce rate** - Percentage of single-page visits that left the website from the page they viewed.
  - **Average time on site** - Average amount of time that a single user spent looking at this page.
  - **% Of new visits** - the percentage of new visitors.

Figure 1.14: Standard dashboard page. The standard view of the dashboard may vary with user changes. This particular one shows the number of visitors and the site's usage.

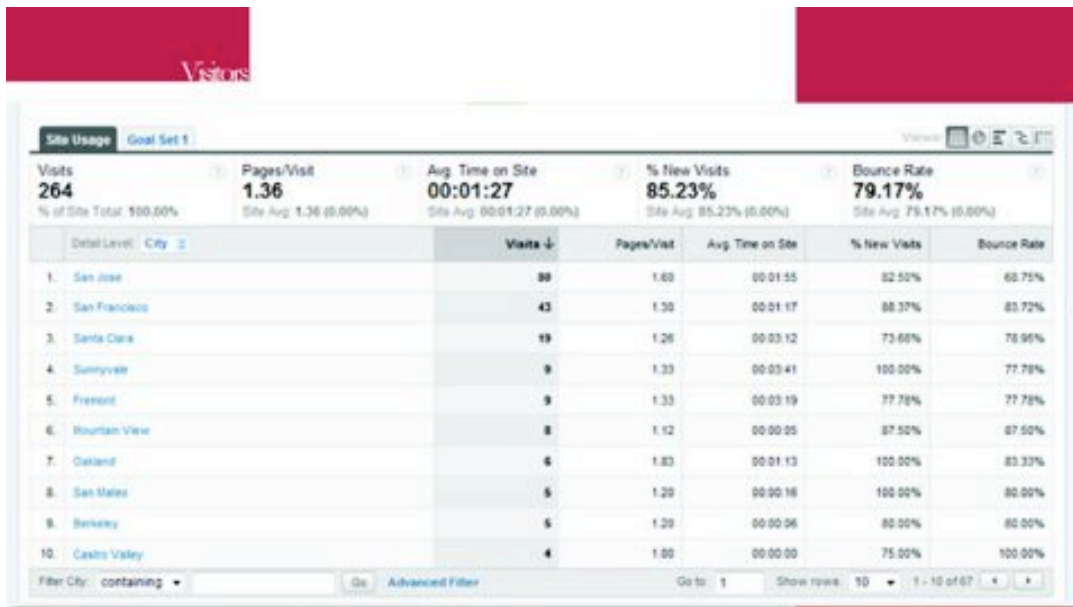
Dashboard

Figure 1.13: Standard dashboard page. The standard view of the dashboard may vary with user changes. This one is a continuation of Figure 1.7. It shows the visitor overview, map overlay, traffic sources, and the pages that it is tracking.

- **Visitor Overview** - Is like a smaller version of the number of visitors on your webpage seen on page 16.
- **Map Overlay** - Shows what countries your visitors are coming from. For the most part, the visitors in the example appear to be from the United States.
- **Traffic Sources** - Shows where your visitors are coming from on the web.
  - **Direct Traffic** - People who manually type in your webpage's URL.
  - **Referring Sites** - Links to your webpage from another webpage on the web such as a blog or Facebook.
  - **Search Engines** - Places where people type in keywords to find a webpage. Examples are google.com, bing.com, and yahoo.com
- **Content Overview** - Shows the pages that you are currently tracking with your tracker, the number of page views that each page has, and what the percentage of the tracking goes to what page.



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You can access this page by going to Visitors>Map Overlay and scrolling all the way down to the bottom. This chart is set by default to show you the number of people by country. If you would like a more exact location of who is visiting your webpage, it helps to look at the City detail level. On the chart next to the visit header of the visits column, there is a small box that says "Detail Level". You can set this to either City, Country/Territory, Sub-Continent Region, or Continent. For purposes of finding out people who are closer to your business than Australia, set it to show City. The map above the chart will show you the people by city, and the data will also be sorted by the city that the user access the page from.

To analyze this data you can use it to identify where your main set of visitors comes from. You can use this when deciding to move your company or even just figure out where you should increase advertisements. For example, sjuaguiditch.webs.com has a large audience in San Jose but not a large audience everywhere else. This means that we should advertise more to commuters to get a wider spectrum of audiences.

Figure 1.16: The chart shown shows the number of visitors arranged by the city they visited the webpage from.

**Author's Tip:** This webpage also shows the average amount of time the users spent on the webpage. Use this to your advantage to see if the webpage had enough interesting information to keep them entertained.

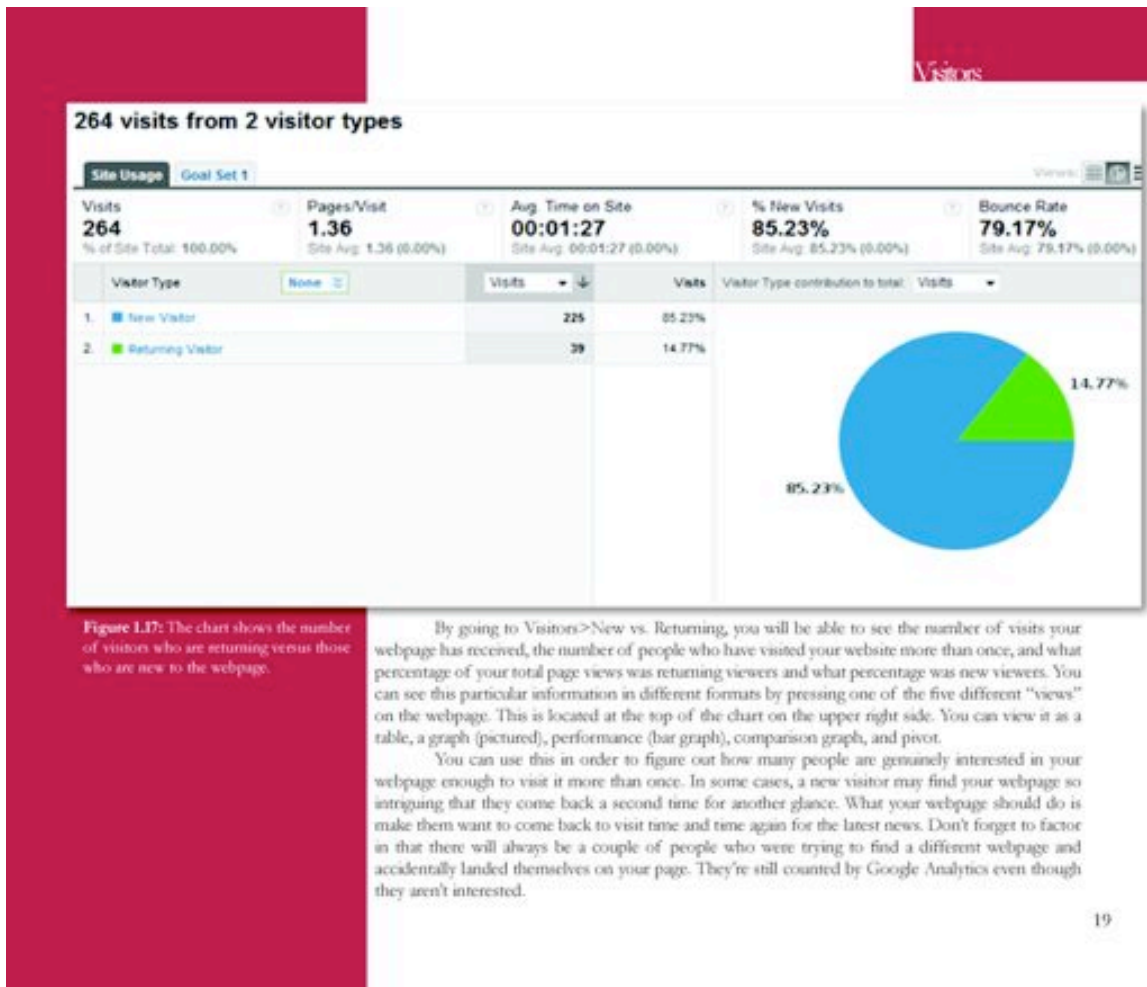


Figure 1.17: The chart shows the number of visitors who are returning versus those who are new to the webpage.

By going to Visitors>New vs. Returning, you will be able to see the number of visits your webpage has received, the number of people who have visited your website more than once, and what percentage of your total page views was returning viewers and what percentage was new viewers. You can see this particular information in different formats by pressing one of the five different "views" on the webpage. This is located at the top of the chart on the upper right side. You can view it as a table, a graph (pictured), performance (bar graph), comparison graph, and pivot.

You can use this in order to figure out how many people are genuinely interested in your webpage enough to visit it more than once. In some cases, a new visitor may find your webpage so intriguing that they come back a second time for another glance. What your webpage should do is make them want to come back to visit time and time again for the latest news. Don't forget to factor in that there will always be a couple of people who were trying to find a different webpage and accidentally landed themselves on your page. They're still counted by Google Analytics even though they aren't interested.



Figure 1.18: Shows the customer's set default language and arranges them by the most used.

You can get to this page through Visitors>Language. This page shows what the default language is of the users. It can range as anything from English to Chinese and even can tell you if the person's default language is set in traditional or simplified Chinese as well. In the above example, all the users speak or at least read in English.

In order to analyze this page, it is useful to know what language most of your customers read in so that you can gear your webpage towards them. If the most used language of your visitors is in Chinese, but your webpage is in English, perhaps you should go and meet with someone to have your webpage translated and updated in Chinese as well as English. That way you can reach more than one set of customers.

Just a hint of knowledge, there are different settings for the same language on different computers. In this example, all the users have their default language set as English. However, it showed up on Google Analytics as both "en-us" and "en" which means English United States and standard English. This could be due to either the user's computer or it could be a difference between American English and British English.

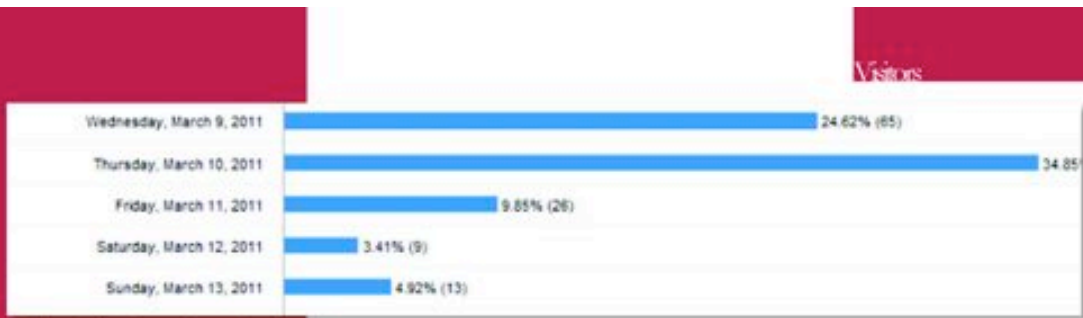


Figure 1.19: The number of people shown by day and the percentage of people that particular day makes up.

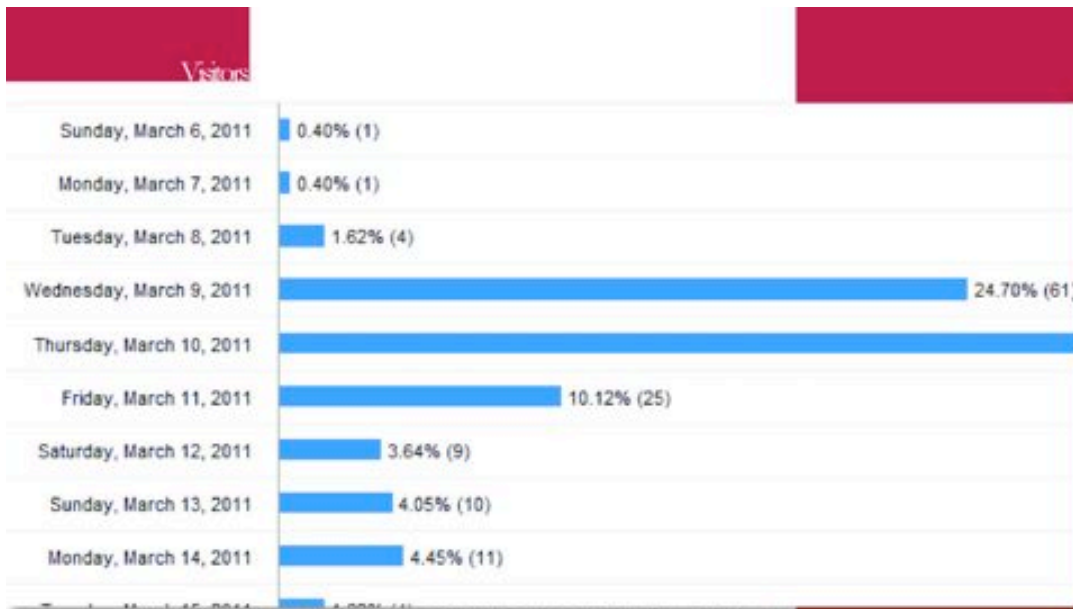
When you're looking for the number of visitors turned into a percentage by day, you should visit Visitors>Visitor Trending>Visits. It will show you a graph and a table, both of which are arranged by date. It shows you all the magical properties of each day and how many visitors visited your page on that day. It will also show you the percentage of visitors that showed up on that day versus the other days that you have had Google Analytics running.

Simply put, this is where Google Analytics becomes a giant running counter. It is not only a giant running counter, but it also does the magical computations that normally lazy people don't want to do... like computing percentages. Seriously, do you want to waste your valuable time computing how many people have accessed your webpage in a single day and then computing what percentage of those people make up the overall number of people who have visited your site? That's a ridiculous amount of time wasted that you could be out getting a massage. So now that Google Analytics does this for you, you have time to go get your nails done or your hair highlighted. It simply just makes your life easier.

In any case, from this information you can see the rise and fall of the number of people who have visited your site. For example, if you did a giant event on a certain day where you handed out business cards with the URL of the webpage on them, you might have a large number of visitors come to your page within a few days or even a week or two after the event ends. You can also track exactly how many people have been visiting your page (which generally always goes up and down). In the example above, you can see how the number of people changes depending on the date. Early on in March we did a couple of flyering events where we handed out flyers with the webpage URL on them, so there was a large number of people who decided to come visit the webpage. After that, the number of people started to level out a little bit.

It's always good to check up on these statistics once in a while because it helps to know if there are people who are visiting your webpage. However, it is unnecessary to glue yourself to the computer screen to check every single day. It helps to look at it maybe once a week or even once every two weeks. You won't see a lot of changes in just one or two days. It helps to look at the big picture of it all.





You can get to this page through Visitors>Visitor Trending>Absolute Unique Visitors. An absolute unique visitor is registered with Google Analytics the moment that they sign on the first time to a webpage. They are a single user and are only counted once through their IP address. An IP address like the license plate on a car that registers it to its owner. Every computer has an IP address. When you sign onto a webpage, Google Analytics, or whatever statistic compiler the user has, counts your IP address and it stores it to make sure that it doesn't register you as a unique visitor more than once. In any case, this page will show you how many different users sign onto your webpage rather than the previous page where the visitors can be counted more than once.

So what does this mean for you? Well, you get to see exactly how many people sign onto your webpage rather than counting the number of visits your webpage has. The only problem with this is that you have to also compensate for those who sign on from multiple computers or will sign on from their computer one time and then sign on from their phone another. The program, although quite intelligent in its design, does not realize that it is the same person. In any case, you can still count roughly how many individual people have seen your page.

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Figure 1.20: Shows how many unique visitors there are to a singular webpage.

**Author's Tip:** Don't forget that there are always definitions for what things are online. For example an IP address stands for an internet protocol address or in other words is the identification of your computer.

Visitors

In order to get to this information, you should go to Visitors>Visitor Loyalty>Length of Visit. Here you will find a chart that organizes the length of people's visits by time and tells you the percentage of the visits that fall into each of the time brackets. Essentially it is a quick way to find out how long most people look at your website.

You can use this information to check how many people are actually interested in your webpage and spent the time to read the information. In some cases, like the one in Figure 1.15, the percentage of visitors who spent less than 10 seconds on the webpage is really high. They probably didn't actually read the information on the webpage, but rather just looked at the page and then left. Some of these people thought they were looking at a different webpage rather than yours. However, some of these people were also probably just curious, realized what they were looking at and left. On the other hand, as you can see below, there are a smaller, but still significant number of people who stayed longer than that including a person who stayed a few minutes to read the information on the webpage. Take note that if a person stays generally for more than 6 minutes on a webpage that has little information, they could have simply walked away from the computer and left the window open. The computer isn't smart enough to realize that the person has walked away because it is only programmed to keep track of how much time each person spends on the page.

Figure 1.21: This graph shows how long people have stayed on your webpage. The times are generally listed in seconds.



Visitors

Have you ever been interested in what type of web browser your audience is using? A web browser is the screen that you use in order to access webpages. For example, Internet Explorer, Mozilla Firefox, Safari, etc. are all different web browsers that the average person uses. In order to get view the information that tells you what browsers your clients are using go to Visitors>Browser Capabilities>Browsers.

Each web browser actually sees a webpage slightly differently. What you see in Internet Explorer is not exactly what you see in Firefox and vice versa. It's very similar to looking through different colored sunglass lenses. They can be darker or lighter, and you see the colors through each of them a little differently. The way you can apply these statistics to your webpage is to show them to your webpage programmer and have them make sure that the webpage looks good on each of the browsers. Usually this does not prove to be too much of a problem, but it still is nice to know that your webpage can be seen on multiple browsers.

**Author's Tip:** The standard web browser is Internet Explorer, and most webpages are programmed for Internet Explorer by default.

Figure 1.22: Shows what browser the visitor is using to view your webpage.



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Visitors

### 264 visits used 6 operating systems

Site Usage
Goal Set 1
Visitors: [grid icon] [list icon]

<b>Visits</b> 264 <small>% of Site Total: 100.00%</small>	<b>Pages/Visit</b> 1.36 <small>Site Avg: 1.36 (0.00%)</small>	<b>Avg. Time on Site</b> 00:01:27 <small>Site Avg: 00:01:27 (0.00%)</small>	<b>% New Visits</b> 85.23% <small>Site Avg: 85.23% (0.00%)</small>	<b>Bounce Rate</b> 79.17% <small>Site Avg: 79.17% (0.00%)</small>
---	---	---	--	---

Operating System	Visits	Visits	Operating System contribution to total
1. Windows	149	56.44%	
2. Macintosh	89	33.71%	
3. iPhone	13	4.92%	
4. iPad	8	3.03%	
5. Android	3	1.14%	
6. iPod	2	0.76%	

**Figure 1.23:** Shows the different types of operating systems that your users have.

This page actually has a purpose other than being a bit cool to look at. As you can see, the main operating system is Windows while other operating systems include Macintosh (Macs) and a small minority of cell phone operating systems. An operating system is the system that runs your computer. For example, when you buy a Mac, the layout of the entire computer is different than that of a PC (personal computer which generally runs Windows for the average person).

In order to reach this page go to **Visitors>Browser Capabilities>Operating Systems**. There is also another portion on the page that calculates the different combinations of web browsers and operating systems, but it seemed redundant to go over that. So what good does this do for your webpage? Well you are now able to see who is using your webpage and the type of operating systems they are using. You can use it to see if you should design your webpage for a Windows environment or a Mac environment. The only significant difference between the two in regards to web viewing is if you were planning on selling or putting up some form of program that only ran on one of the two operating systems. For a business webpage this just mostly offers interesting, but pointless information for the time being.

**Author's Tip:** This part is just fun for people who are curious.

Visitors

Screen colors... so what does this have to do with a webpage? Simply put, your webpage is made up of colors and the better your video card in your computer is, the more colors you can see and the better the webpage looks. A 16-bit computer is basically the lowest that you can get at this point and is generally the colors that people have on their phone. You can almost guarantee that the people who register as 16-bit screen colors are on their cell phone. 24 and 32-bit screens are the average computer monitor which is why there is an abundance of them on this graph.

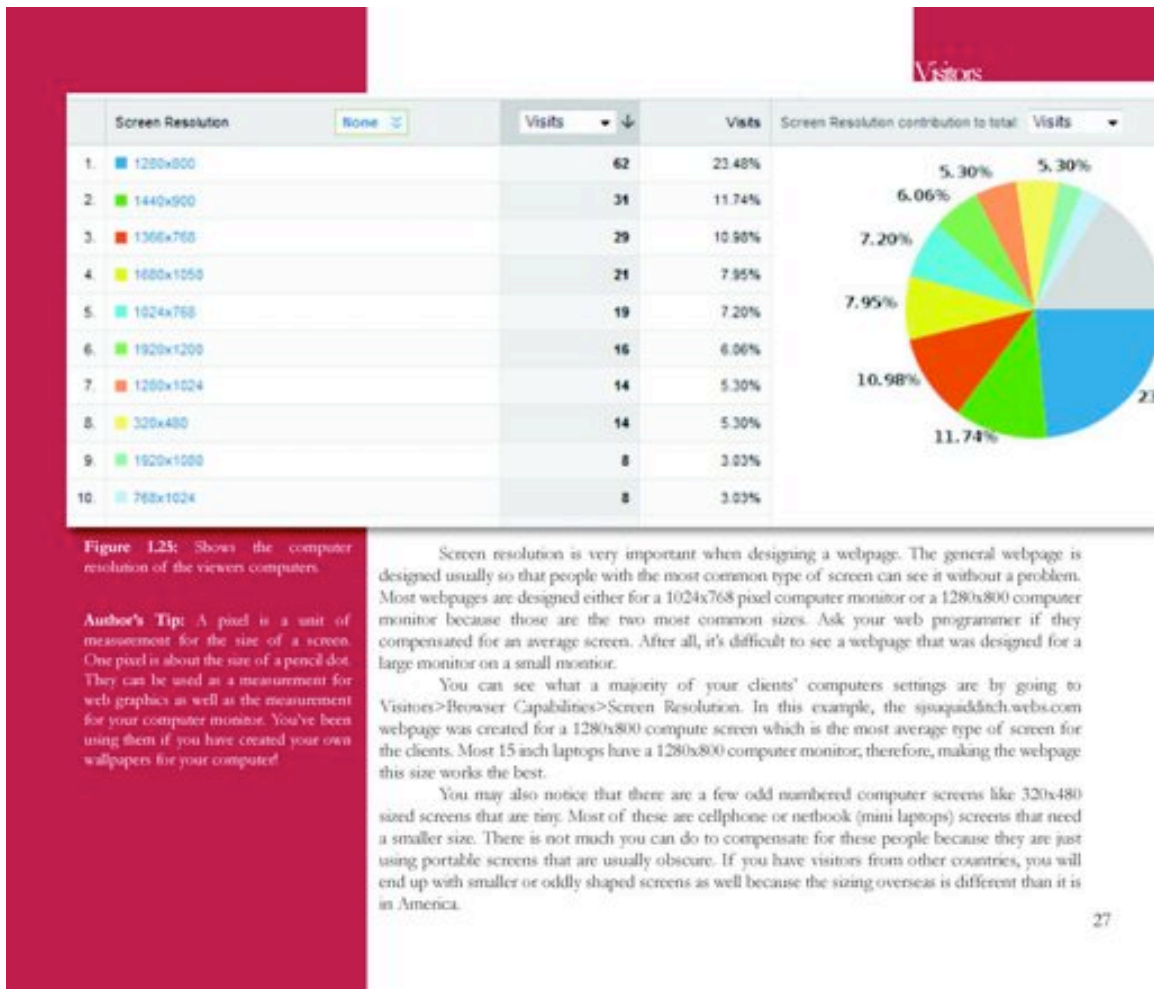
So now you know what these mean... You can access this information by going to Visitors>Browser Capabilities>Screen Colors... but how do you incorporate this onto your webpage? Well for starters, it's always better to go with the midrange in colors and make your webpage accessible for the parties that have computers that are better than the midrange and still visible to those who have lower than the midrange. Most people create webpages in 24-bit because it is the middle ground between the two sets of color settings. Usually the average person won't have to worry about changing the colors because even a 16-bit screen can see a webpage that was created in 32-bits, but it just won't look as nice.

**Author's Tip:** Isn't it odd that you can view all this information about your clients? Why do you need this? Well, if you're a business you probably don't need to know this information. However, if you're a webpage designer, it is highly helpful to know all this information.

Figure 1.24: Shows the color settings on your visitor's computers.



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Visitors

## Java

Java is another one of the languages of programming that you can use on the internet. The unfortunate thing about Java is that it generally isn't built into the computer. Therefore, when web programmers are trying to use Java on their webpage, they have to be careful about programming because some clients don't have it. It's like giving someone a cook book and telling them they have to cook without giving them the ingredients. The person has to go out of their way in order to get ingredients for the recipe. In some cases, the person cannot get all the ingredients or in this case Java. Older computers might not support using Java and will give your clients an error message. Whether this information is useful to you or not, you should at least know whether or not your web programmer has used Java on your webpage. If they have, just make sure that the majority of your clients have Java. There will always be those few who won't have it and don't be alarmed. Just like everything, some things just don't always go 100% perfectly. To check this page go to Visitors>Browser Capabilities>Java Support.

Java Support	None	Visits	Visits
1. Yes		226	85.61%
2. No		38	14.39%

Figure 1.26: Shows either yes, the client's computer supports Java, or no, the client's computer does not support Java.

## Flash

Well now that you know about Java, there is another program called Flash that most people should have installed on their computer. Flash is a program created by Adobe (the same people who brought you Photoshop, InDesign, and Dreamweaver, Acrobat Reader, etc.). Flash is highly useful to create small movie animations. If you have ever seen scrolling text and pictures that move smoothly as if they were a movie or a file that is called .swf, it is a flash movie. Different versions of Flash act differently. Clients will generally have all sorts of different versions of Flash. If you decide to implement Flash on your webpage, you should always account again for the group that has the most people. In the case on the right, version 10.1.r102 has the most number of people who use it. The average individual would just know it as version 10.1 of Flash. Therefore, when you're going to go and program your webpage, if you plan on using Flash, you should make it so that it works for your clients computer by keeping your software updated to at least 10.1 if not a later version. If you are not going to make your own webpage and are going to have someone else write it for you, just ask them if they used Flash. If they are going to use Flash, they will know what to do with this information. If they are not going to use Flash, then this is not unimportant.

Flash Version	None	Visits	Visits
1. 10.1 r102		92	34.85%
2. 10.2 r102		50	18.94%
3. 10.2 r154		37	14.02%
4. (not set)		26	9.85%
5. 10.0 r45		19	7.20%
6. 10.0 r32		9	3.41%
7. 10.1 r85		9	3.41%

Figure 1.27: Shows the version of Flash that the client's computer has.

Traffic Sources

We will now move onto traffic sources. Traffic sources are places where visitors come from. Different types of traffic sources vary and we will talk about the main ones in this book including direct traffic sources and referring traffic sources.



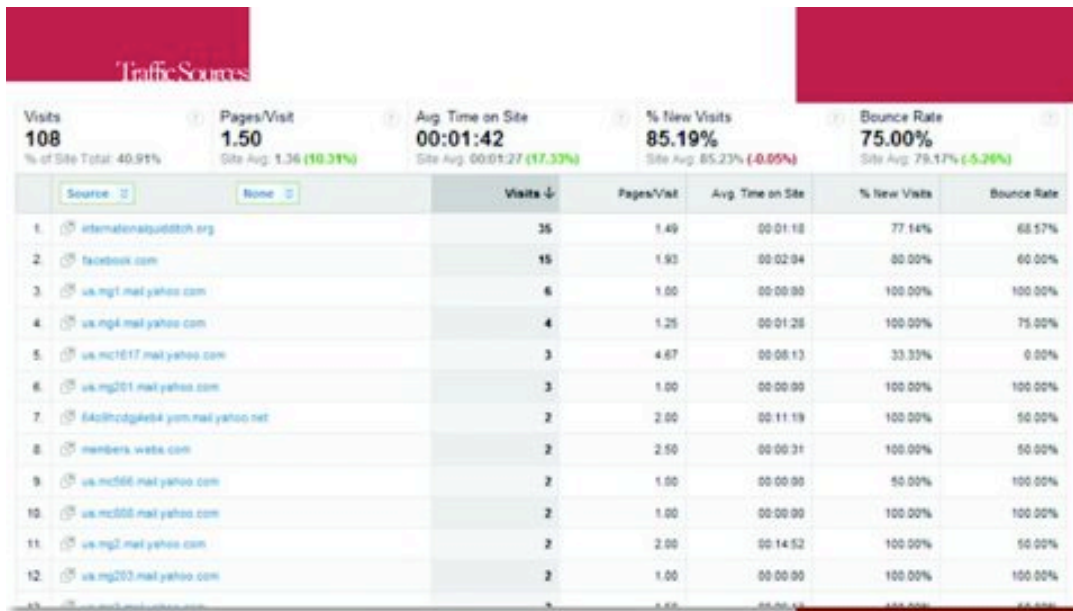
Figure 128: Shows how many users have visited your webpage by typing the URL in directly instead of viewing your webpage through a browser.

Have you ever typed in a webpage URL directly into your browser's address bar? If you said no, you were lying. Every time you type in Google.com into the top bar, you were visiting Google directly. The same applies for your webpage. If people have visited your webpage by typing in the URL directly, they will be registered under on page. This is not the same as typing in the webpage name into Google and clicking on it. That is a different type of traffic source that we will talk about later. If you have ever used a "bookmark" then you have also inputted a direct URL and would fall under this section as well.

You can analyze this data by seeing not only how many visits came from a direct input of your URL into their browser, but you can also see what the average time on the site is. These people are usually people who are generally interested in your site and did not stumble upon it by chance through a search engine like Google or Yahoo. You will know if your flyers or business cards have been working because these people most likely will just type in the URL directly instead of just searching for it.

It's very similar to the way you go to visit a store that you have received a flyer for instead of just randomly stumbling upon it by walking past it. If you received a flyer for it with an address and then decide to go visit it, you have visited it directly. If you heard about the store through word of mouth, you have visited it the same sort of way that you would if you were looking for it through a search engine. Just visit this page through Traffic Sources>Direct Traffic.





In order to see if your affiliates or referring partner webpages have been getting you traffic, you can use this page located at Traffic Sources>Referring Sites. A referring site is a webpage that links to your page that gets you visitors. The more referring sites you have the better the chances of you getting visitors. Also, the more visitors that your referring site gets the more visitors you will possibly get. If your affiliate is getting you visitors, you should be able to check on this webpage. The list of webpages shows which webpages the visitors are coming from.

Referring sites are much like how they are in society, except that instead of in text, most referring between people is done by word of mouth. For example, a dentist usually gets new customers by word of mouth and refers their clients to other dentists for specialty treatment. In this way, everyone is happy because people find out about another company, and the dentists get business from one another. The same thing happens in the world of webpages. If you have a link to your webpage from say Facebook, then you should at least get a few referrals from Facebook. Likewise, you should advertise that your company is on Facebook, which in turn gives Facebook referrals.

Figure 1.29: This chart shows the different links that people have used in order to get to your webpage.

**Author's Tip:** Isn't it a little weird to know the webpage that your clients visited prior to coming to your webpage? I told you. It's all about internet stalking.

**Editor's Note:** This is incredibly creepy. You can stalk other people's websites- not just your own. Oh the joys of Google Analytics.



Figure 1.30: The chart shows how many users used search engines to find your webpage and which search engine they used.

Search Engines, the engine that searches right? Yes.. well, sorta.. Mostly it's just a fancy webpage that can look up other webpages by finding keywords using a fancy algorithm. In short, a search engine looks for the words you type in- in other webpages. Examples of these are Google.com, Yahoo.com, Bing.com, and even Ask Jeeves. All of them are help refer visitors to you without asking you to link them back. There really is no need to link back to these pages because they usually make profit when people visit them to find you. In any case, they are important to your business.

So where do you come in? Well part of Google Analytics is to find out where your visitors are coming from. They generally aren't coming from typing in your webpage directly nor are they coming from the standard referral site. The last most common option is the search engine! In the picture above, you can see that 32 visits for the SJSU Quaddinch webpage are from Google.com. This is good, it means that a search engine was able to find a match for the user's input and refer them to my site. Another reason why this is a very crucial part of Google Analytics is because if the person used Google to find your webpage, then it logs the person's inputs to find your webpage. That way you can check to see how they are coming across your page.

Just like when you search for a recipe to make meatloaf, you type in "meatloaf recipe" into Google, other people search for keywords that match your webpage. When Google finds meatloaf and recipe in a webpage, it will return all it finds to you that matches. When you click on the link to that webpage, if Google Analytics is placed on that webpage, the owner of the webpage will be able to see that you came from Google.com. It's as simple as that!

Traffic Sources


Keywords are important for getting visitors to your webpage. Like on the last page, your webpage is going to get visitors from search engines, and you will be able to see what their results are if they come from Google.com. In this case for the SJSU Quidditch webpage, you are able to see what people typed into Google in order to find the webpage. People usually type in SJSU quidditch or San Jose state Quidditch or another form of the same thing. By doing typing this into Google, they were able to find the San Jose Quidditch webpage. That means that the webpage has the important keywords within the first few lines of its page so that the search engine can find those words.

**Author's Tip:** Don't make your search results too obscure. If you're going to go about looking for your webpage by typing in salmon when you're looking for a car breeder webpage, don't expect your webpage to show up. Expect things that relate to salmon.

	Keyword	None	Visits ↓	Pages/Visit	Avg. T
1.	sjsu quidditch		9	1.56	
2.	san jose state quidditch		5	1.20	
3.	http://sjsuquidditch.webs.com/		2	1.00	
4.	quidditch san jose state		2	2.00	
5.	san jose quidditch		2	1.00	
6.	how to join the quidditch team		1	1.00	
7.	quiddich san jose state		1	1.00	
8.	quidditch , san jose state university		1	1.00	
9.	road to revolution worksheet		1	3.00	
10.	san jose quidditch		1	1.00	

If you want to see if people can find your site otherwise, try typing in some keywords into Google and see if your webpage pops up. If your webpage is shown, then your webpage is doing its job. If your webpage doesn't show up, then you should add a few keywords to the top of your webpage. The only exception to this rule is if your webpage is too new to be seen. New webpages will take a little while to start showing up on Google. Be patient. Go on vacation and by the time you come back it should work.

Figure 1.31: This table shows the keywords that people typed into Google to find your webpage.



**Exporting Reports**

meganchan@comcast.net | Settings | My Account | Help | Sign Out

My Analytics Accounts: |mreobfussin

Export | Email | Add to Dashboard | Advanced Segments | All Views

PDF | XML | CSV | CSV for Excel | TSV

**Visitors Overview** Feb 13, 2011 - Mar 15, 2011

**Figure 1.32:** This page shows you how to export your stats.

Exporting your graphs and tables is very important. The easiest way to do this is to push the "export" button on the top of every page. The above example shows the different formats that you can export to. Here is a list of the most common types of exports:

- **PDF** - Adobe PDF that can be read on Adobe Acrobat Reader. It's a flattened image and graph page that is uneditable. PDF's are definitely the most useful in the business world because they are used so regularly. They are also possibly the most reliable because you cannot edit the page without using Adobe Photoshop and even so, they are difficult to edit at that point. They also have a high resolution quality for printing which makes it easy to print them out.
- **XML** - A webpage version of your graphs that can be viewed in your web browser. XML is not as useful as a PDF but can be useful because you can view it on your web browser just as you do on Google Analytics. However, there really isn't much of a point to go about exporting a webpage version of this because you can just go back to Google Analytics and look up the information again.
- **CSV for Excel** - Windows Excel file that can be read by Windows Excel. CSV is useful for those who don't have Adobe Acrobat Reader but have Windows Excel. It shows you the information in Excel format.

Exporting can help you keep track of your information and, when printed, can give you hardcopy evidence of your webpage's status. However, it is still pointless to go around exporting everything about your webpage. It will only take up space on your computer and cease to be useful if you can't see the big picture.

It's really useful to export your pages so that if your internet is down and an investor comes to take a look at your business, you can see bring up your statistics without internet. It's also useful to go and have a book of them, usually weekly to monthly depending upon your decision. In any case, you should always know how to export! Now that you know, EXPORT AWAY!

### Sign Out

Well now you know about how to use Google Analytics and which pages are the most important for you to know. If you want to know about any of the other pages go ahead and explore them! You can always find interesting information on each of the pages, and you might find some of them handy. There are pages for just about everything including telling you what mobile phone the person is using and what their cell service is. Also, you can learn about how to set up other things on Google Analytics including setting up goals that can message you when you get a certain number of people or even telling you what internet service provider your visitors are using. It's a bit creepy right? Anyways, the last and final thing you should do before you close this book is to sign out from your computer.

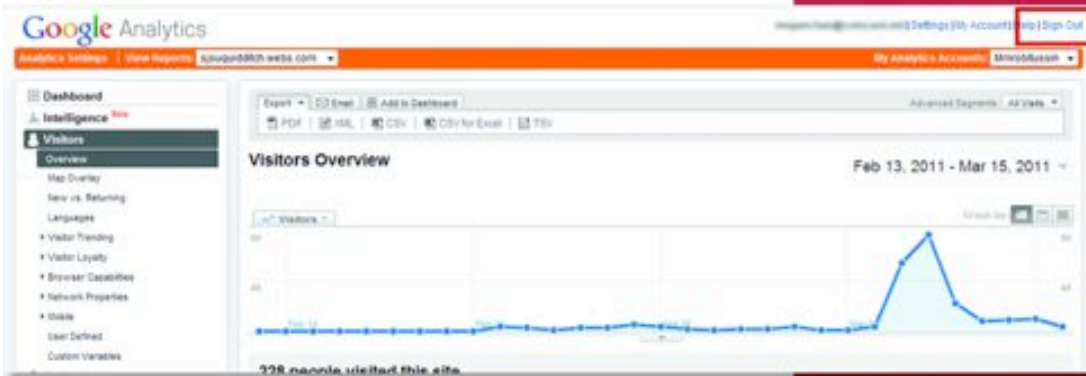


Figure 1.33: The sign out link is marked in a red box in the upper right corner.

One should always sign out after they finish using Google Analytics, especially if you are using a computer that is not your own. This way another person cannot go in and delete your account. If you want to sign out of your account, the sign out button appears on every single page in the top right hand corner. Don't forget to sign out!

If you are using your own personal computer, it is not necessary to sign out of Google Analytics because normally the people who you would let use your computer are not people who would intentionally mess up your files. However, if you are using a library computer, make sure that you log out because those computers are used by hundreds of other people any one of whom could change your account information.

**Author's Tip:** Well that was a lot of information, but you're done! Now for some Frequently Asked Questions!

## FAQs

- **What happens if I copy the code into the wrong section?**

Your computer blows up. No... it actually doesn't. Simply put, the code will work incorrectly and could possibly accidentally ruin the loading time of your webpage. Loading time is the amount of time that a computer takes to load a webpage. So either a) it doesn't work or b) it just takes your computer longer to realize that the code doesn't do anything. Other than that, it shouldn't do anything related to how the user sees the page. However, if your server isn't happy with Google Analytics, sometimes it can show up as odd text. For this, please contact your server provider.

- **How do I know if Google Analytics is working?**

The quickest and easiest way to know if Google Analytics is working is if you can see the report page. If you can see the report page with information, Google Analytics is working. If you don't have any information and you have just installed Google Analytics onto your webpage, wait a day or two before looking again. It takes a day or two for Google Analytics to start providing information. If it has been over three to four days and you still have absolutely no results, check to make sure that you have installed the code correctly. Once you have done that, view your page. Wait another two days and then check again. Google Analytics should have reported that one person at least has visited your page (you~). If that doesn't work, contact your webpage designer.

- **Can someone block Google Analytics from seeing their information?**

Yes, people can block Google Analytics from seeing their information or them at all. Mostly it's a security or privacy issue where they would not like to be tracked on the web. However, for a non-tech savvy person, you are a bit stuck if you want to block Google Analytics because you have to edit some files that could mess up your computer if you do it incorrectly. If you are a tech savvy person, or know of one here are the instructions. But if you DONT understand, don't do it. You can mess up your computer this way. If you do know what you are doing, add the following lines to your Window's host file:

```
# [Google Inc]
127.0.0.1 www.google-analytics.com
```

This should take care of people seeing you on Google analytics. There are also other ways of going about blocking Google analytics, and the easiest way to find out is to check online.

## FAQs

- **Why is all this information necessary?**

This information is quite necessary for both you and your business. Through Google Analytics, you can learn where your customer base lives and what sort of computers they have. By knowing what sort of computers and browsers they use, you can adjust your webpage to fit the needs of your clients. Some of the information that you can set up is not completely necessary for everyone's well being but can be at least interesting. For example, the general business does not need to know if people are looking at their webpage on a phone or an iPod. However, it does prove to be interesting to know because some webpages have a different version of their webpage designed for small cellphone screens. Therefore, the information on Google Analytics is good for your business and is also sometimes just interesting to read.

- **Is this an invasion of privacy?**

Ah... So we're bringing ethics into this are we? Well yes, it could be considered an invasion of privacy, but it is legal to use Google Analytics. With its ability to look at what city the visitors are coming from and even down to what service provider the people are using, it could help pinpoint roughly where the person lives. Which brings us back to whether this is an invasion of privacy. It really depends on your perception of it. On one hand, generally people like to know where their clients are coming from, but on the other people generally don't want people to know where they are coming from. It's a compromise that can go either way. So, basically the answer is, yes it is an invasion of privacy, but in reality, if that was what you were worried about, you should really just stay away from the internet since it's full of pages that have been logging your information from the moment you signed on.

- **Does Google Analytics list IP addresses? Why or why not?**

No, Google Analytics is nice enough about the privacy issue to not list IP addresses. They would prefer that their users and visitors remain only aware that the other party exists without giving away crucial information such as where the visitor lives or at least who owns the computer they are using. However, there are plenty of other analytics webpages that list IP addresses to their users. Much like how you probably don't want someone else knowing exactly where you live, don't do it to other people and just use Google Analytics that hides the IP addresses from you. It'll also save you the hassle if someone finds out that you've been "internet stalking" them through a shady analytics webpage.

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# HTML

## HOW TO MEND A LACERATION

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## Simple HTML

Writing in HTML or Hypertext Markup Language means you're basically writing the coding language of the internet. However, for the purpose of this section, you are merely fixing the existing code you already have, which is why I'm going to call it "How to mend a laceration." Basically, the only reason you should really be reading this page is if you made a mistake on your webpage and have created an open wound (on the human body it would be known as a cut or a laceration). For that reason, you must now know how to mend this laceration so that it doesn't continue to grow bigger.

### Common types of mistakes to make on your webpage:

- **You forgot to quote ":**

Much like a story, your text speaks or at least it speaks to the computer. Occasionally people will forget to put " or will put down ones that are curly like " or ". So you will end up with an image code that looks like this:

```
<img src = "http://www.photobucket.com/.../image.png">
```

This is a normal image inserting code.

For the purpose of explaining code to someone who needs to know "why" the code errors when you use it on a webpage, just think of code as a small child who only likes angel hair pasta. The code/small child throws a tantrum when you give it curly pasta. To fix this, make sure you use ", the angel hair pasta, to make your child stop crying. Your code should look like this:

```

```

- **Color me happy**

Just include a # and it should be good (this is only for color code) Example:  
<font color=#DDDDDD> should color these words in grey</font>

**Author's Tip:** These codes can also be used to write and format an entry on your page! Feel free to test them out!

**Edison's Note:** Wow. This is the first time I've learned something really useful from something that I'm editing.

## Simple HTML

## • Where's the ending?!

Here is a list of codes that require what I like to call a 'closing tag' below:

`<a href="website-address-here">WORDS GO HERE</a>`  
Creates a link to website address out of "word go here".

`<b>TEXTTTOBOLD</b>`  
Bold the words in between.

`<strong>TEXTTTOBOLD</strong>`  
Bold words in between.

`<i>ITALICS</i>`  
Makes the words in-between slant.

`<u>UNDERLINE</u>`  
Underlines the words in between

`<h1>WORRRDDSS</h1>`  
Makes word large.

Think of this type of code like a story. A story has a beginning, a middle, and an end. Without an end, the story just keeps on going. That is where the "/" character comes in. If you don't have the "/" character, your code will just keep going, and going, and going like the Energizer bunny. Therefore, just copy and paste the first part of your code (ex. `<h1>`) to the end and put a /. That's all you need.

In theory, these three short points should help you on your way. However, if you still need help there are plenty of other books available at the library or local bookstore. It really helps to just look up what you need to know online as well. If you look up, "how to make words bold HTML" on Google.com, you should be able to find the answers you're looking for. Use these simple points to check over your webpage. However, if you feel that you are going to mess up your webpage completely, make sure that you just leave it alone and tell your webpage programmer as soon as possible so that he or she can get your webpage up and running as quickly as possible.

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Author's Final Note

## Author's Note

This book was created in March 2011 for my CS100W class at San Jose State University for Yoga Shala in downtown San Jose. It was written specially for Veronica Cruz, owner of Yoga Shala, who requested a user manual on to how to get the information from Google Analytics for her webpage [downtownyogashala.com](http://downtownyogashala.com).

Thank you to those who helped read this book and proofread it. It was greatly appreciated for your help in order to throw all this together within the week or two that I was writing it. Throwing this all together within a week was definitely a challenge, and I couldn't have done it without you. Also, thank you to my group-mates who actually had to implement Google Analytics on the webpage.

I hope you all enjoyed this little piece of work! Thanks for reading this all the way through. Good luck implementing Google Analytics onto your webpage!

  
Megan Chan

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