

Landing Pages, Proper Structure, Excel, Filters

Landing Pages

Google Analytics will open up data for you to determine which landing pages convert best. (UI and UX issues)

If you want to determine which landing page is best for AdWords ads you can use the dimension: Destination URL.

Its best practice to have multiple landing pages and determine which landing page is best.

Proper Structure

Use Margins as the metric when determining whether an AdWords campaign is profitable.

It is wise to plan your campaign first before adding Analytics.

Implementation planning comes before adding Analytics tracking code to your site.

Excel

Date comparisons will allow you to show two date ranges on the same graph.

Table filter will allow you to exclude rows with X or fewer visits.

There are several excel based tools you should learn such as table sort, secondary dimension, and pivot table. Look them up.

Filters

Filters can exclude visits from defined IP addresses.

Filters can report on a subdomain or directory exclusively.

Filters can include traffic coming from a particular campaign exclusively.

Filters can replace complicated URLs with easy to read URLs.