



# 從零開始 建立您的網店

## 第五節：運用數據分析

### 什麼是 Google Analytics?

Google Analytics (分析) 是 Google 提供的免費網絡分析工具，可幫助您分析網站流量及表現，從而改善及帶來更多生意。



# Google Analytics

### Google Analytics 的主要功能

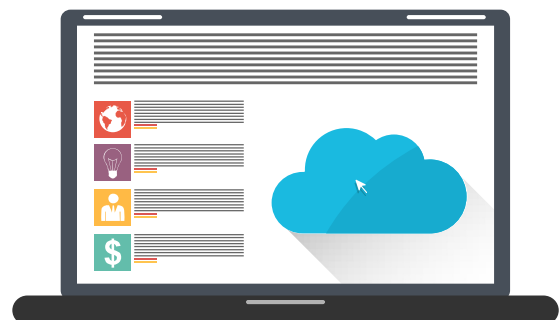
1. 追蹤跨平台的轉化率 (Conversion)
2. 網站表現及受眾分析
3. 報告及洞察

### 什麼是轉化率 (Conversion) ? 轉化率是指每一個能促使網上交易的行為，如：

- 到訪「聯繫我們」的頁面
- 製造商業機會
- 會員註冊
- 訂閱時事通訊
- 加入願望清單
- 添加到購物車

### Google Analytics 更可以追蹤到每個來電的來源 ( 線上及線下 ) ，如：

- 報紙、雜誌上的廣告
- 戶外大型廣告
- 電視廣告
- 網上廣告





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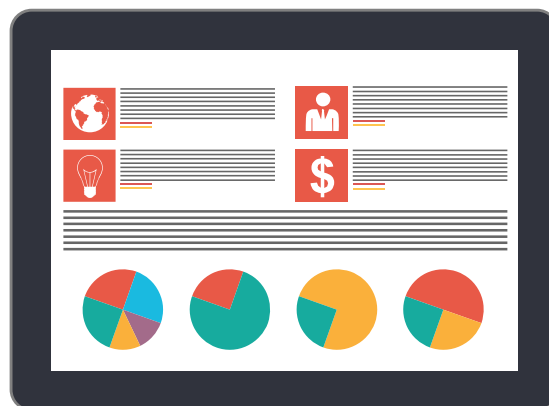
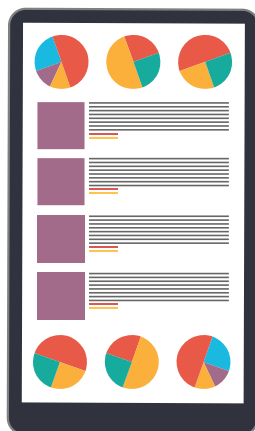
## 例子 (1): 由關鍵字搜尋廣告而引入的來電

Dial From	Date	Time	Result	Time(sec)	Search Engine	Keywords
+85225805703	2016-09-29	11:53:14	Normal	123	yahoo	貸款
+85237033844	2016-09-29	17:45:56	Normal	174	google	loan
+85239797166	2016-09-30	14:55:29	No answer	15	yahoo	清卡數
+85239797166	2016-09-30	14:59:42	Normal	215	yahoo	借錢

## 例子 (2): 分析關鍵字的表現

Keyword	Acquisition				Behavior		Conversions	
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions
	29,780 % of Total: 99.06% (30,064)			20,611 % of Total: 2.90% (709,815)	67.60% Avg for View: 75.41% (-10.35%)	2.14 Avg for View: 1.84 (16.38%)	0.97% Avg for View: 4.25% (-77.27%)	199 % of Total: 0.66% (30,148)
1. 金	2,799 (9.40%)			1,641 (7.96%)	60.33%	3.30	0.37%	6 (3.02%)
2. 黃金	1,531 (5.14%)			441 (2.14%)	71.43%	1.76	1.59%	7 (3.52%)
3. 股票	1,455 (4.89%)			1,132 (5.49%)	69.08%	1.81	0.09%	1 (0.50%)
4. 證券	1,371 (4.60%)			1,352 (6.56%)	48.96%	2.75	0.22%	3 (1.51%)
5. 人壽保險	1,131 (3.80%)			619 (3.00%)	59.94%	2.01	0.16%	1 (0.50%)

從以上報告顯示，網站到訪者因那一個關鍵字而進入網站，並看到網站到訪者在網站的平均跳出率 (Bounce rate) 及網站到訪者在頁面的平均瀏覽頁面數量 (page/session)。



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## 例子 (3): 分析網站表現

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	4,088 % of Total: 100.00% (4,088)	3,590 % of Total: 100.00% (3,590)	00:02:12 Avg for View: 00:02:12 (0.00%)	3,076 % of Total: 100.00% (3,076)	83.69% Avg for View: 83.69% (0.00%)	75.24% Avg for View: 75.24% (0.00%)
1. /en	1,438 (35.18%)	1,315 (36.63%)	00:02:41	1,293 (42.04%)	78.42%	77.82%
2. /zh	504 (12.33%)	441 (12.28%)	00:02:22	362 (11.77%)	77.07%	74.80%
3. /en/masterpieces	113 (2.76%)	101 (2.81%)	00:02:55	19 (0.62%)	73.68%	60.18%

Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
1. /chi/index.php	17,938	2.71	6 total	69
2. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=22	13,715	12.98	7 total	81
3. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=42	12,121	3.73	7 total	81
4. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=29	9,701	4.79	7 total	81
5. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=10	9,092	5.01	7 total	81
6. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=32	8,020	3.91	7 total	81
7. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=28	6,829	4.12	7 total	81
8. /chi/shoploc_hk.php	5,926	3.93	8 total	64
9. /chi/mobile_branding_1606.php?sloc=2&sfrom_txt=loan_1606&sfrom=40	5,694	4.23	7 total	81
10. /chi/card4.php	5,648	1.99	7 total	62

以上報告顯示瀏覽量 (pageview)、不重複瀏覽量 (unique pageview)、平均網站停留時間 (Avg. Time on Page)、入站 (Entrances)、跳出率 (Bounce Rate)、離開百分比 (%Exit)



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## 例子 (4): 網站到訪者分析

Gender	Acquisition		
	Sessions	% New Sessions	New Users
	1,932 <small>% of Total: 65.27% (2,960)</small>	69.82% <small>Avg for View: 74.80% (-6.65%)</small>	1,349 <small>% of Total: 60.93% (2,214)</small>
1. female	1,071 (55.43%)	65.55%	702 (52.04%)
2. male	861 (44.57%)	75.15%	647 (47.96%)

Age	Acquisition		
	Sessions	% New Sessions	New Users
	1,880 <small>% of Total: 63.51% (2,960)</small>	69.52% <small>Avg for View: 74.80% (-7.05%)</small>	1,307 <small>% of Total: 59.03% (2,214)</small>
1. 25-34	976 (51.91%)	64.55%	630 (48.20%)
2. 18-24	434 (23.09%)	74.19%	322 (24.64%)
3. 35-44	298 (15.85%)	74.83%	223 (17.06%)
4. 45-54	103 (5.48%)	68.93%	71 (5.43%)
5. 55-64	49 (2.61%)	91.84%	45 (3.44%)
6. 65+	20 (1.06%)	80.00%	16 (1.22%)

Language	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1. en-us	482 (38.97%)	48.55%	234 (41.42%)	35.89%	7.87	00:04:44
2. zh-tw	423 (34.20%)	41.37%	175 (30.97%)	37.35%	8.40	00:03:48
3. zh-cn	102 (8.25%)	44.12%	45 (7.96%)	32.35%	13.75	00:06:22
4. en-gb	95 (7.68%)	58.95%	56 (9.91%)	36.84%	4.58	00:03:01
5. zh-hk	82 (6.63%)	36.59%	30 (5.31%)	24.39%	9.18	00:03:45
6. ko-kr	13 (1.05%)	46.15%	6 (1.06%)	38.46%	4.62	00:02:06
7. en-hk	8 (0.65%)	25.00%	2 (0.35%)	37.50%	2.38	00:00:50

從以上報告可看到網站到訪者的性別、年齡及使用語言等等

