



# UNDERSTANDING YOUR INTERNATIONAL TRAFFIC WITH GOOGLE ANALYTICS

## GROWING YOUR BUSINESS WITH PAYPAL



We gave a brief introduction to Google Analytics in the “Get ahead of your overseas competition” article. This time we thought we’d delve a little bit deeper with a ‘hands-on’ look at some advanced features to help you understand what international visitors are doing on your site. Remember that you’ll need a Google account set up in order to use Google Analytics.

If your site is getting 500 visits every month from the United States, for example, it’s useful to know how those visitors are reaching you, how much they’re spending, and what you can do to increase it further!

This guide is quite technical, but even if you don’t follow it step-by-step, it’s helpful to understand some of the incredibly useful information you can get from analytics. Google Analytics includes three great tools to help you take a closer look at the international traffic coming to your site. Here they are in order of simplest to most advanced:

### 1. The ‘Audience Location Report’

The ‘Audience Location Report’ gives you a nice visual map of international visitors, as well as a table breaking down the number of visits to your site from individual countries.



1. Click ‘Audience’ in the left-hand menu



2. Now click ‘Demographics’



3. Click ‘Location’

#### To find the report within Google Analytics:

Now you’ll see a color-coded map of the world showing which countries are bringing the most visits. Hovering over the map will show you the exact number of visits for any country. To see a longer or shorter date range, simply click the date in the top right-hand corner and change it to whichever dates you like.

Beneath the map you’ll see a table of the top 10 countries bringing visits to your site sorted by ‘most visits’. You can choose to show more than 10, or click the ‘next’ icon to jump to the next 10 countries in the list.

Above the map, if you have ‘Ecommerce Tracking’ set up in Google Analytics, you will also see an ‘Ecommerce’ tab. Choosing this switches your table to show not only visits by country, but also how many transactions and how much revenue you received from each.

## 2. 'Secondary Dimensions'

Despite the confusing name, 'Secondary Dimensions' is a simple, useful feature.

Keyword	Visits
Red Widgets .....	10
Blue Widgets .....	5

Applying a secondary dimension of 'Country' allows you to break this down further, where you may instead see something like this:

Keyword	Country/Territory	Visits
Red Widgets	United States	6
Red Widgets	Canada	4
Blue Widgets	United Kingdom	3
Blue Widgets	Mexico	2

Instead of simply thinking "I've had 10 visits for the search term 'Red Widgets'", you can now see "I had six visits for 'Red Widgets' from the United States and four from Canada".

To apply this, simply look for the button titled 'Secondary Dimension' above any table in Google Analytics, click it and type 'Country' into the box and then click on the 'Country/Territory' box.

## 3. Advanced Segments

This is one of the most useful tools within Google Analytics, despite being tricky to get used to. It allows you to see any normal report in Google Analytics, narrowed down to a particular group of visitors.

For example, if you'd like to answer the question "which pages did French visitors look at while on my site?" or "how many sales did I make to people in France?" you



can do so by creating an 'advanced segment' for 'France' and applying that to any Google Analytics report. Thankfully, the people at Google have put together a simple video showing you how to set these up.'

## USE OUR ONE-PAGE REPORT

We've created a simple one-page report that shows you the number of visits, pageviews, bounce rate, and purchases, all broken down by country. You need access to a Google Analytics account to use this, but it can be used for as many websites as you like within your account.