

You're on your way to improving your website's performance and growing your business.

## Congratulations, Spaces, LLC.

### Insights from Analytics help you reach more customers with AdWords.

Analytics shows you where your most valuable visitors are coming from. Use that knowledge to build ads for them in those regions.

Follow these steps:

1. Visit [g.co/AnalyticsWelcomeKit](http://g.co/AnalyticsWelcomeKit)
2. When prompted, enter offer code:  
**4YFYC-WLCDU-YGMR**

Only pay when someone clicks or calls.

Offer expires October 1, 2016.



Google AdWords

Get \$100 in free ad credit when you spend \$25\*

Offer code: 4YFYC-WLCDU-YGMR



Call 1-877-906-7961 to talk to an AdWords expert\*\*.

\* Non transferable. Terms and conditions apply. See back of the attached letter for more details.

\*\* Free set up support from our specialists available when you spend \$10/day. Local toll charges may apply. Limited to advertisers in United States, Mon - Fri, 9am to 9pm EST.

This offer is subject to business and website qualification.



# Google Analytics

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Spaces, LLC  
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Congratulations!

Signing up for Analytics is the first step to finding out how your business is performing online. So far, you've installed your tracking code and started running reports. Now let's get a little more specific about your goals, make it easier for you to stay on top of your reports, and start connecting with new potential customers. Here's what to do next:

1. **Create goals.** If you haven't set up goals yet, it's a great way to gauge the impact of specific visitor actions, like requesting a quote, visiting a specific page, or staying on your site for at least three minutes. To get started, select the Admin tab and click Goals.
2. **Download the app.** Monitor your Analytics on the go from your mobile or tablet. Find the Google Analytics app on Google Play or the App Store.
3. **Get more traffic.** Use the insights you learn from Analytics to reach out to new potential customers. Once you start seeing which search terms bring the most customers to your website, consider building ads based on those terms with Google AdWords.

We also recommend visiting the Google Analytics Academy, where you can find expert tips on how to get more traffic to your website, take quizzes to see where you can improve your skills, and join the community to share recommendations. Visit [g.co/AnalyticsAcademy](http://g.co/AnalyticsAcademy).

Congratulations again on signing up and keep an eye out for emails with helpful suggestions to get the most out of Analytics and improve your website performance.

Welcome to Google Analytics.

Best wishes,

Claire Mudd

Head of SMB Marketing, Americas

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