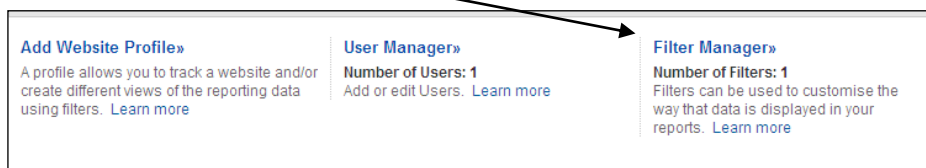


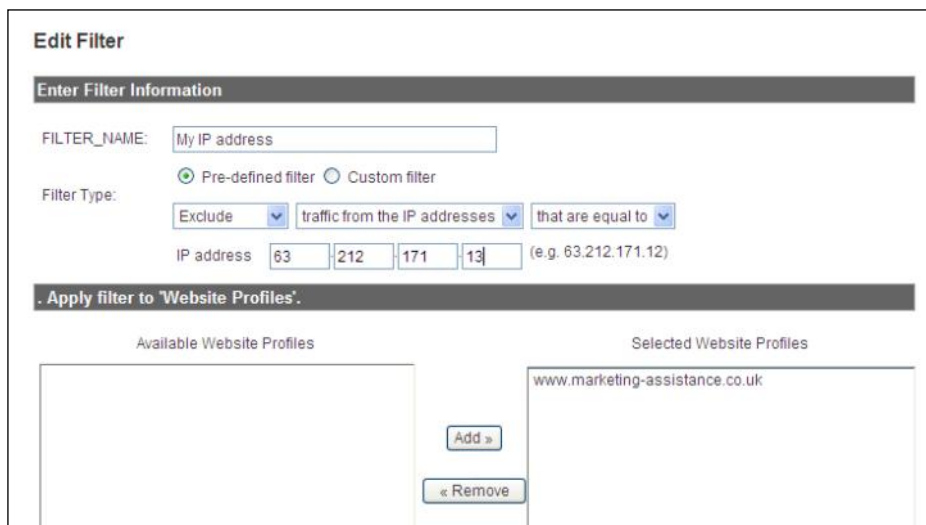
## 2 MINUTE BRIEFING: FILTERING INTERNAL TRAFFIC FROM ANALYTICS

Whilst it may be a boost to your company's ego the last thing you really want is to report in-company traffic in your analytics reports. This is especially true if your default Home Page is your web site (see below for more about this).

The actual process is easy. In Google Analytics, go to the Filter Manager – it's on the default Home Page on bottom of the right hand side.



This takes you to the Edit Filter page:



The 'Edit Filter' page has a section titled 'Enter Filter Information'. It includes a text input for 'FILTER\_NAME' with the value 'My IP address'. Below this are radio buttons for 'Pre-defined filter' (selected) and 'Custom filter'. The 'Filter Type' section has three dropdown menus: 'Exclude', 'traffic from the IP addresses', and 'that are equal to'. Below these are four input boxes for IP address segments: '63', '212', '171', and '13', with a note '(e.g. 63.212.171.12)'. A section titled 'Apply filter to Website Profiles' contains two columns: 'Available Website Profiles' (empty) and 'Selected Website Profiles' (containing 'www.marketing-assistance.co.uk'). There are 'Add »' and « Remove' buttons between the columns.

All you now need to do is complete the information requested in the fields.

To find your IP address simply do a search in Google for 'IP address' or go to a site such as <http://whatismyipaddress.com>.

Making your Home Page the default for all your company's computers will help to convince the search engines of your sites popularity and quality. That it turn leads to more traffic. It's called low hanging fruit.

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