



# Google Analytics



# Google Analytics 101

**Why Google Analytics? And what is it?**

**How do I get it?**

**Cool. Now what I do with it?**

**Have any tips or tricks?**

**Great presentation, Addy, but can I ask a couple more questions?**



# Why Google Analytics?



We all have something in common...



# Count on data-driven decisions...



# What Is Google Analytics?



Google Analytics is a **free** traffic reporting toolset that allows site owners and their agencies to track usage on their websites and gain important insights into visitation and conversion to make well-informed decisions.



Google Analytics

Reporting features include:

Site Sessions

Site Users

New vs. Returning Users

Pageviews

Pages per Session

Traffic Channels

Site Content

Bounce Rate (**single page visit**)

Time on Site

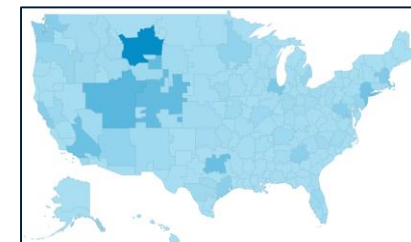
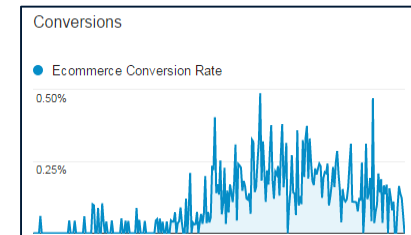
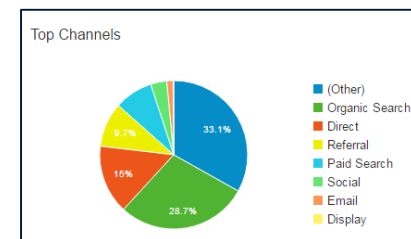
Conversion, Ecommerce Tracking

Desktop vs. Mobile vs. Tablet

Browsers Used

Keywords

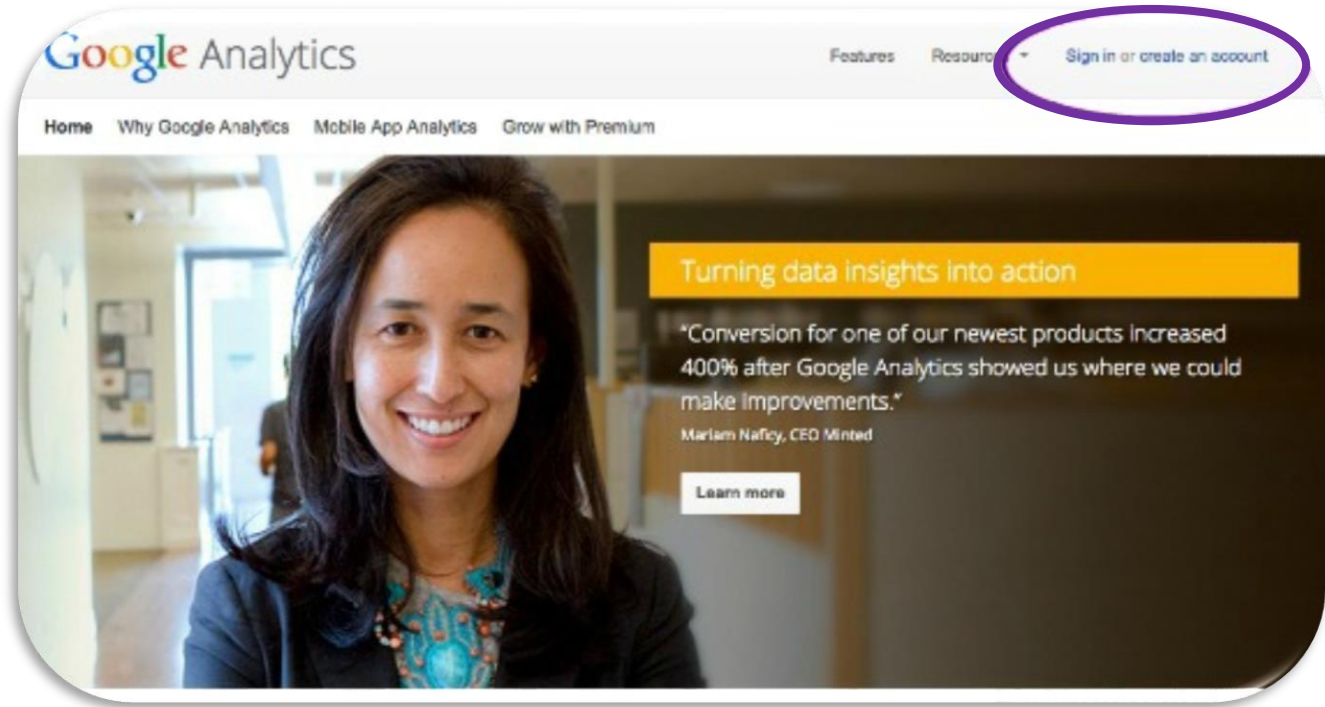
Conversions



# How Do I Get Google Analytics?







[www.google.com/analytics](http://www.google.com/analytics)





## New Account

What would you like to track?

Website
  Mobile app

### Tracking Method

This property works using Universal Analytics. Click [Get Tracking ID](#) and implement the Universal Analytics tracking code snippet to complete your set up.

### Setting up your account

**Account Name** required

Accounts are the top-most level of organization and contain one or more tracking IDs.

### Setting up your property

**Website Name** required

**Website URL** required

**Industry Category** ?

**Reporting Time Zone**

**Data Sharing Settings** ?

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and maintain the service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).



Testing / http://www.lizlockard.com

PROPERTY

http://www.lizlockard.com

Property Settings

User Management

Tracking Info

**Tracking Code**

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

All Products

Remarketing

Custom Definitions

Data Import

Tracking ID

UA- [REDACTED]

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every web

**This is your tracking code. Copy and paste it into the code of every page you want to track.**

```
<script>
(function(i,s,o,g,r,a,m){('GoogleAnalyticsObject')=r;[i]=[];function(){}
})();q=[i].q[[]].push(arguments);[i]=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', [REDACTED], 'auto');
ga('send', 'pageview');

</script>
```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page in the

```
<body> tag:
<?php include_once('analyticstracking.php') ?>
```

Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

Learn how to get started with Google Tag Manager.

When you create a Google Analytics account for your website, you will receive a small tracking code snippet to place within the code of all your website pages.

### Website tracking

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-24240138-1', 'auto');
ga('send', 'pageview');

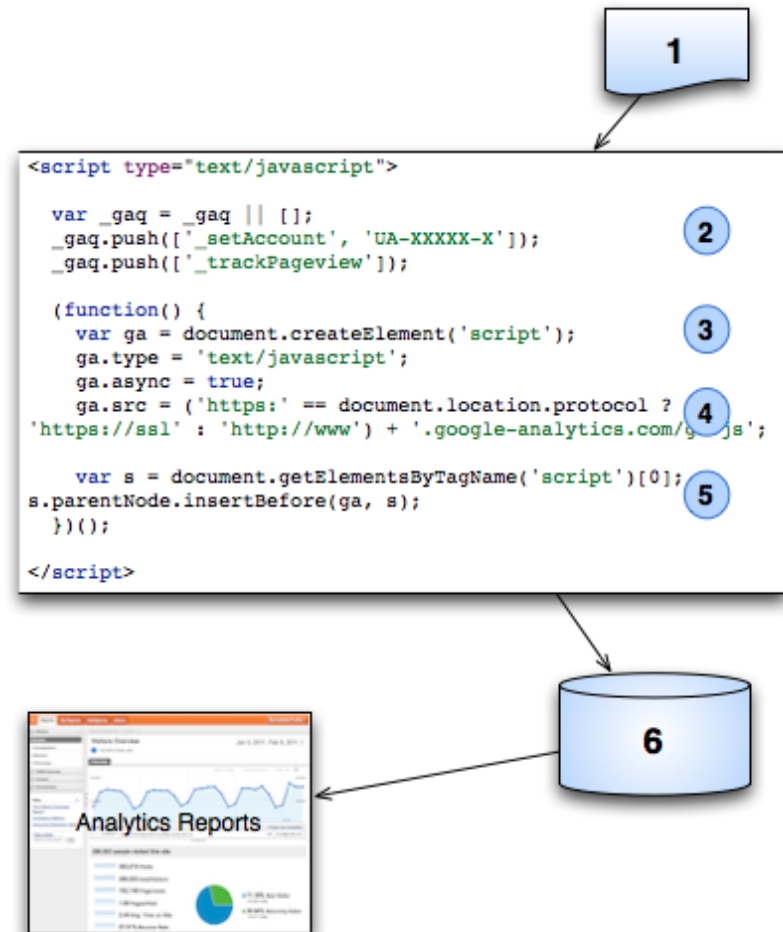
</script>
```

[www.google.com/analytics](https://www.google.com/analytics)



Google Analytics uses the following sources to provide information in reports:

- The HTTP request of the user
- Browser/System information
- First-party cookies



<https://developers.google.com/analytics/resources/concepts/gaConceptsTrackingOverview>

**Within 24 hours...**



Search reports & help

### Audience Overview

Sep 16, 2016 - Oct 16, 2016

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#)

Greater precision

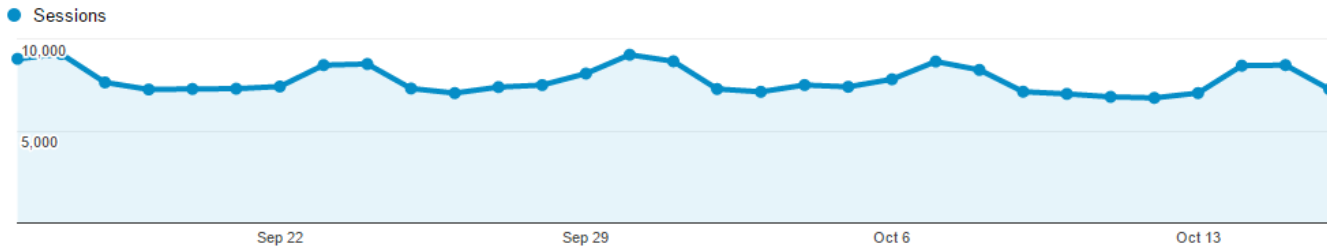
All Users  
100.00% Sessions

+ Add Segment

#### Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions  
**240,806**

Users  
**194,118**

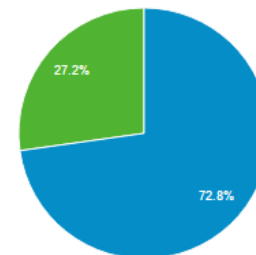
Pageviews  
**587,874**

Pages / Session  
**2.44**

Avg. Session Duration  
**00:02:13**

Bounce Rate  
**52.68%**

New Visitor Returning Visitor



**Cool. Now What Do I Do  
With It?**



HOME

REPORTING

CUSTOMIZATION

ADMIN



Dashboards



Shortcuts



Intelligence Events



Real-Time



Audience



Acquisition



Behavior



Conversions



# Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

**SEM Reporting Dashboard** Sep 16, 2016 - Oct 16, 2016

+ Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Users  
100.00% Sessions

+ Add Segment

**SEM vs. Site Avg. % New Sessions**  
**66.64%**  
Avg for View: 72.74% (-8.38%)

**SEM vs. Site Avg. Session Duration**  
**00:02:14**  
Avg for View: 00:02:13 (0.61%)

**SEM vs. Site Avg. Bounce Rate**  
**50.84%**  
Avg for View: 52.68% (-3.49%)

Sessions and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / cpc	34,037	50.94%

**Bing Sessions by Ad Group**

- Leisure Events
- Leisure Explore
- Leisure See & Do
- Leisure Visit
- Leisure Travel Tools
- Leisure Family
- Other

35.4%  
17%  
5.1%  
6%  
7.0%  
14.2%  
14.4%

# Google Analytics - Dashboards

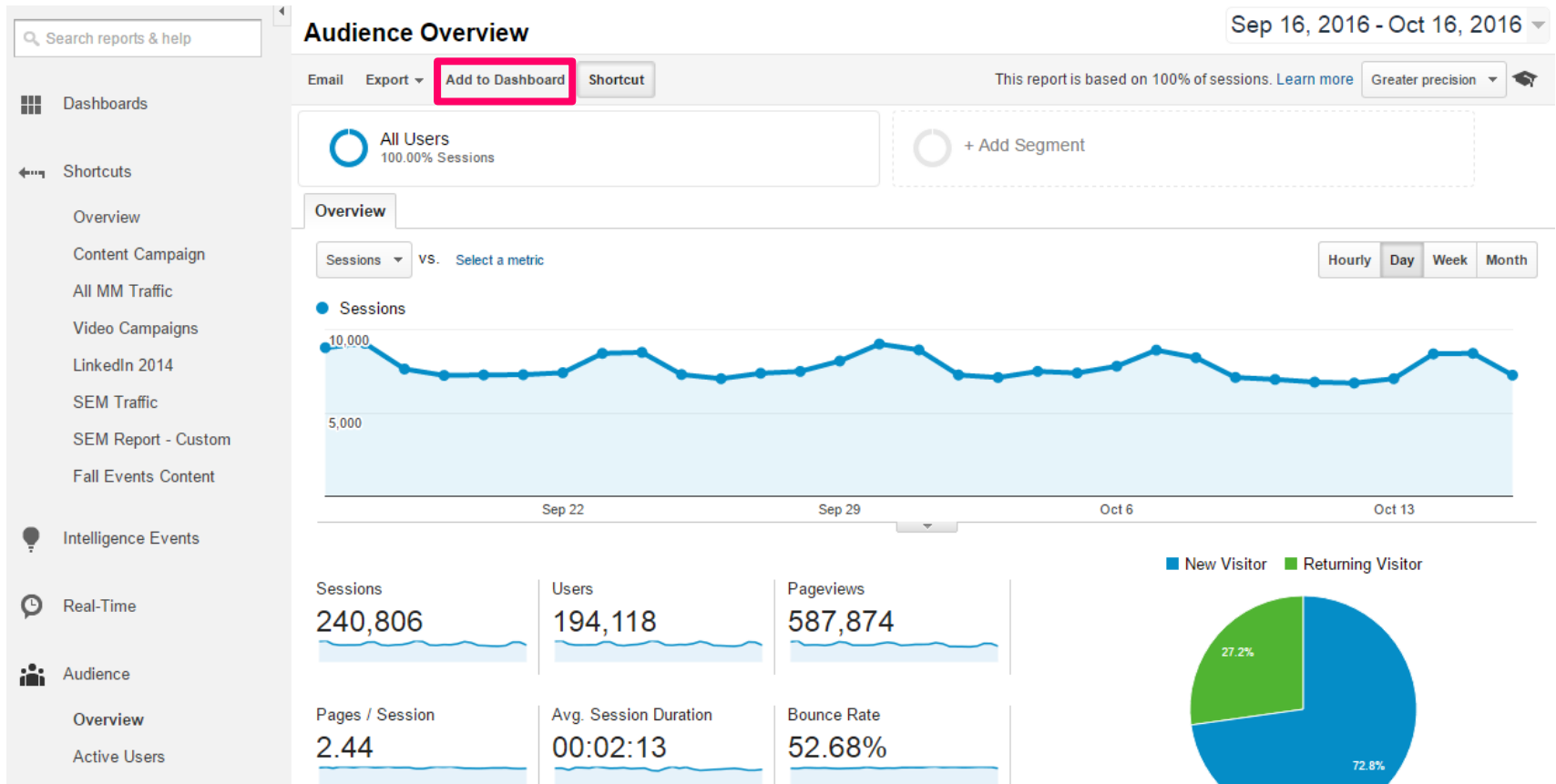
Dashboards – create custom views to monitor performance

The image shows the Google Analytics interface with the 'Add a Widget' dialog box open. The dialog box is titled 'Add a Widget' and contains the following elements:


- Widget title:** A text input field containing 'New Widget'.
- Standard:** A row of six widget type buttons: METRIC (with '2.1'), TIMELINE (with a line graph icon), GEOMAP (with a map icon), TABLE (with a table icon), PIE (with a pie chart icon), and BAR (with a bar chart icon).
- Real-time:** A row of four widget type buttons: COUNTER (with '2.1'), TIMELINE (with a line graph icon), GEOMAP (with a map icon), and TABLE (with a table icon).
- Show the following metric:** A dropdown menu with the text 'Add a metric'.
- Filter this data:** A link labeled 'Add a filter'.
- Link to Report or URL:** A text input field.
- Buttons:** 'Save', 'Cancel', and 'Clone widget'.


# Google Analytics - Dashboards


Dashboards – create custom views to monitor performance




 Dashboards

 Shortcuts

 Intelligence Events

 Real-Time

 Audience

 Acquisition

 Behavior

 Conversions

# Google Analytics - Shortcuts

Quick access to mission critical data views

**Shortcuts**

Name	Creation Date	Actions
<a href="#">Content Campaign</a>	May 20, 2014	Actions ▾
<a href="#">All MM Traffic</a>	May 20, 2014	Actions ▾
<a href="#">Video Campaigns</a>	Aug 8, 2014	Actions ▾
<a href="#">LinkedIn 2014</a>	Oct 16, 2014	Actions ▾
<a href="#">SEM Traffic</a>	Nov 24, 2014	Actions ▾
<a href="#">SEM Report - Custom</a>	Sep 3, 2015	Actions ▾
<a href="#">Fall Events Content</a>	Nov 17, 2015	Actions ▾

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# Google Analytics - Shortcuts

Quick access to mission critical data views

The screenshot shows the Google Analytics Audience Overview dashboard for the period Sep 16, 2016 - Oct 16, 2016. The 'Shortcut' button is highlighted with a red box. The dashboard displays a line chart for Sessions, a summary table for key metrics, and a pie chart for visitor types.

**Audience Overview** Sep 16, 2016 - Oct 16, 2016

Email Export Add to Dashboard **Shortcut** This report is based on 100% of sessions. [Learn more](#) Greater precision

All Users 100.00% Sessions + Add Segment

Overview

Sessions VS. Select a metric Hourly Day Week Month


**Sessions**


Metric	Value
Sessions	240,806
Users	194,118
Pageviews	587,874
Pages / Session	2.44
Avg. Session Duration	00:02:13
Bounce Rate	52.68%


■ New Visitor ■ Returning Visitor


72.8% (New Visitor) 27.2% (Returning Visitor)




 Dashboards

 Shortcuts

 Intelligence Events

 Real-Time

 Audience

 Acquisition

 Behavior

 Conversions

# Google Analytics - Intelligence Events

The system automatically identifies and reports on anomalies

Intelligence Events Overview Sep 16, 2016 - Oct 16, 2016

Automatic alerts will be removed from Google Analytics soon. Custom alerts will not be affected and continue to be visible.

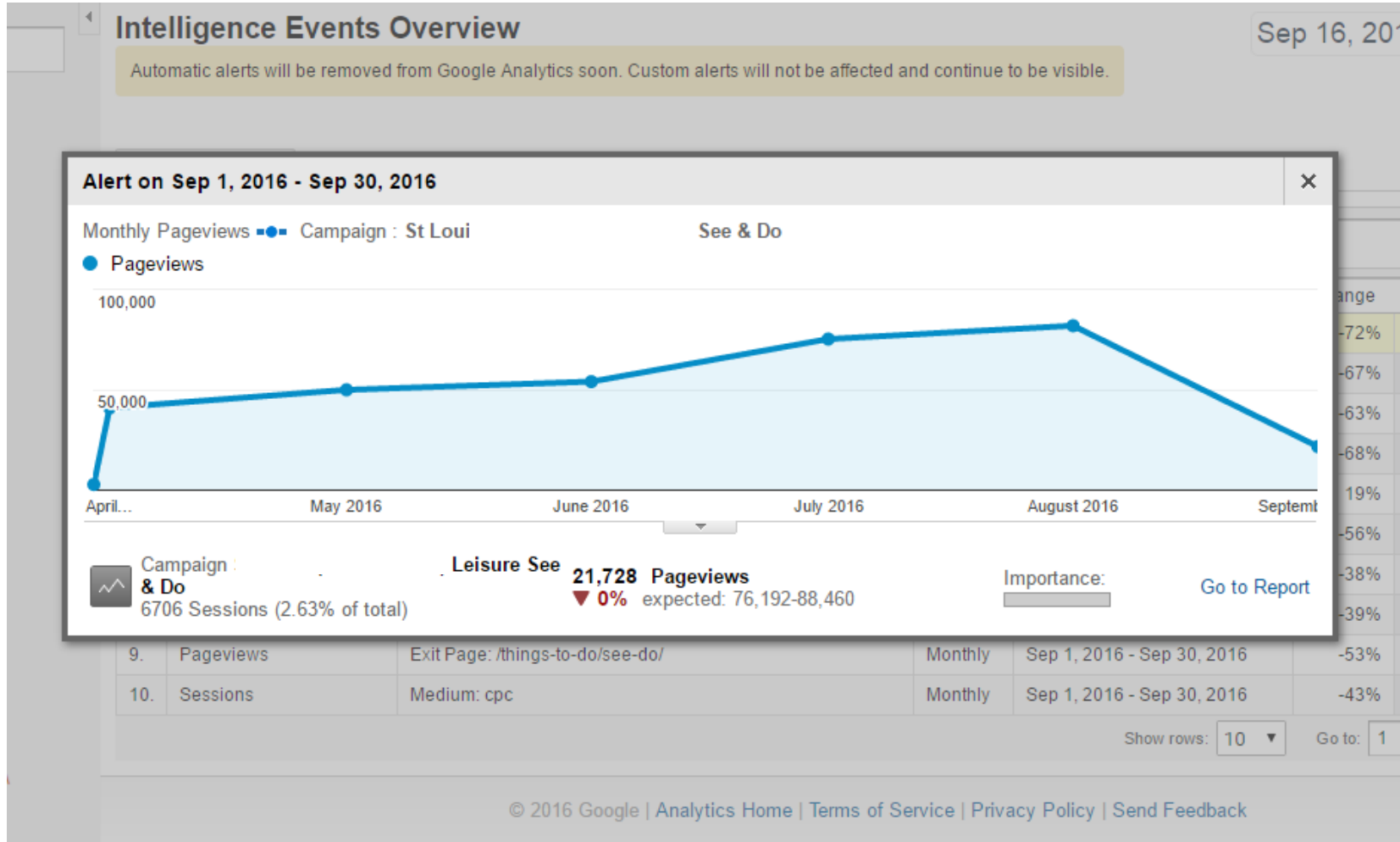
Automatic Alerts **Custom Alerts**


	Metric	Segment	Period	Date	Change	Importance ↓	
1.	Pageviews	Campaign: St Louis (SEM-MOSTL) Leisure See & Do	Monthly	Sep 1, 2016 - Sep 30, 2016	-72%	<div style="width: 72%; background-color: red;"></div>	<a href="#">Details</a>
2.	Pageviews	Landing Pa_	Monthly	Sep 1, 2016 - Sep 30, 2016	-67%	<div style="width: 67%; background-color: red;"></div>	<a href="#">Details</a>
3.	Sessions	Landing Page: /things-to-do/see-do/	Monthly	Sep 1, 2016 - Sep 30, 2016	-63%	<div style="width: 63%; background-color: red;"></div>	<a href="#">Details</a>
4.	Sessions	Campaign: St Louis (SEM-MOSTL) Leisure See & Do	Monthly	Sep 1, 2016 - Sep 30, 2016	-68%	<div style="width: 68%; background-color: red;"></div>	<a href="#">Details</a>
5.	Avg. Session Duration	Landing Page: /events/	Monthly	Sep 1, 2016 - Sep 30, 2016	19%	<div style="width: 19%; background-color: green;"></div>	<a href="#">Details</a>
6.	Sessions	Exit Page: /things-to-do/see-do/	Monthly	Sep 1, 2016 - Sep 30, 2016	-56%	<div style="width: 56%; background-color: red;"></div>	<a href="#">Details</a>
7.	Sessions	Source: bing	Monthly	Sep 1, 2016 - Sep 30, 2016	-38%	<div style="width: 38%; background-color: red;"></div>	<a href="#">Details</a>
8.	Pageviews	Source: bing	Monthly	Sep 1, 2016 - Sep 30, 2016	-39%	<div style="width: 39%; background-color: red;"></div>	<a href="#">Details</a>
9.	Pageviews	Exit Page: /things-to-do/see-do/	Monthly	Sep 1, 2016 - Sep 30, 2016	-53%	<div style="width: 53%; background-color: red;"></div>	<a href="#">Details</a>
10.	Sessions	Medium: cpc	Monthly	Sep 1, 2016 - Sep 30, 2016	-43%	<div style="width: 43%; background-color: red;"></div>	<a href="#">Details</a>

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# Google Analytics - Intelligence Events


The system automatically identifies and reports on anomalies





 Dashboards

 Shortcuts

 Intelligence Events

 Real-Time

 Audience

 Acquisition





 Behavior

 Conversions




# Google Analytics - Real-Time

See site activity at any given moment



-  Dashboards
-  Shortcuts
-  Intelligence Events
-  Real-Time

 Audience

-  Acquisition
-  Behavior
-  Conversions

## Audience reporting features include:

Age & Gender

In-Market Segments

Location

Frequency & Recency

Browser & OS

Mobile Devices

Affinity Categories

Language

New vs. Returning

Engagement

Network

Benchmarking



Audience

Overview

Active Users

Cohort Analysis **BETA**

User Explorer

▸ Demographics

▸ Interests

▸ Geo

▸ Behavior

▸ Technology

▸ Mobile

▸ Custom

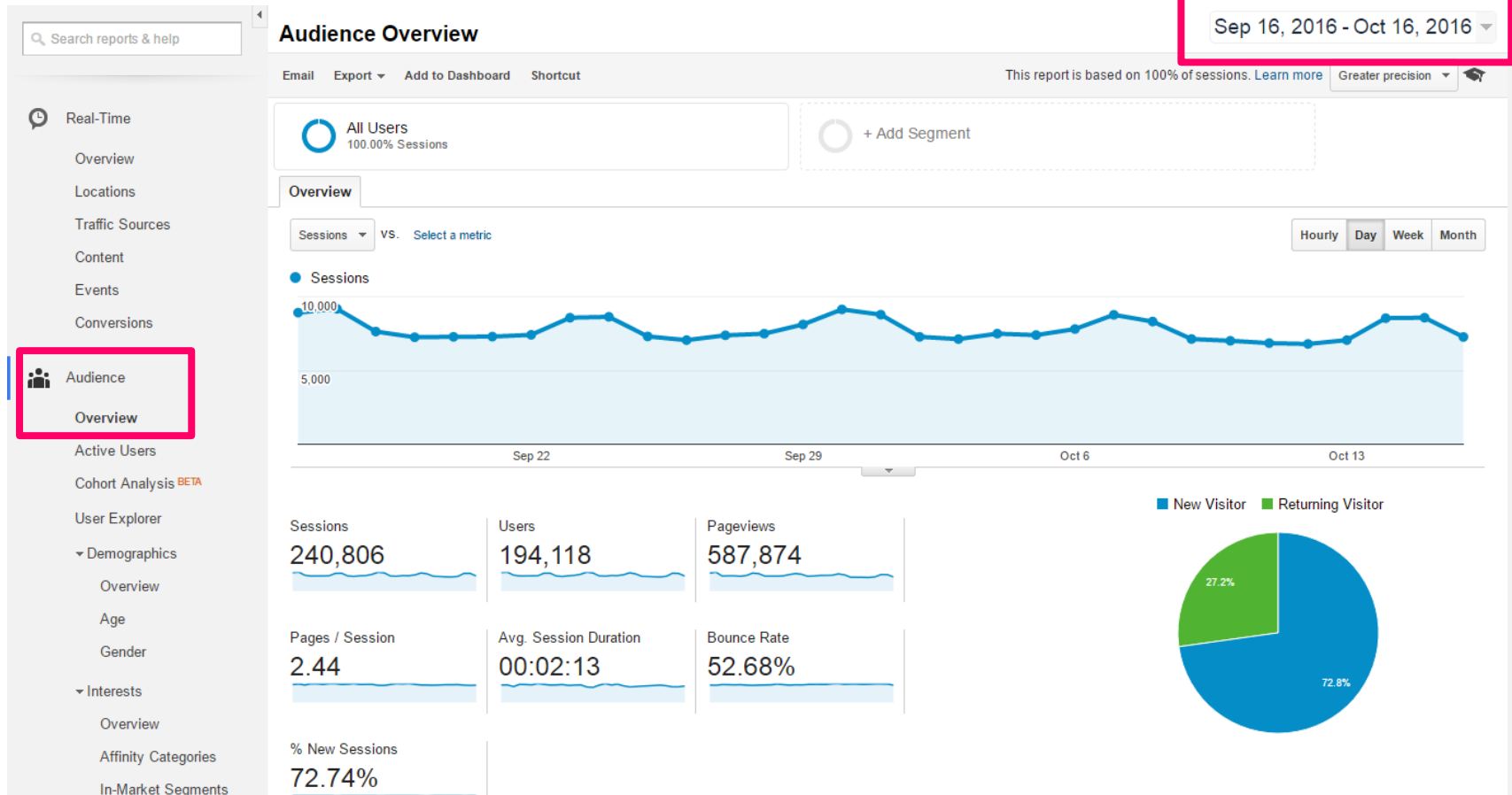
▸ Benchmarking

Users Flow



# Google Analytics - Audience - Overview

Gain valuable insights on your audience and their technology





# Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology

Sep 16, 2016 - Oct 16, 2016 ▲

August 2016							September 2016							October 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3							1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					

Date Range: Custom ▼

Sep 16, 2016 - Oct 16, 2016

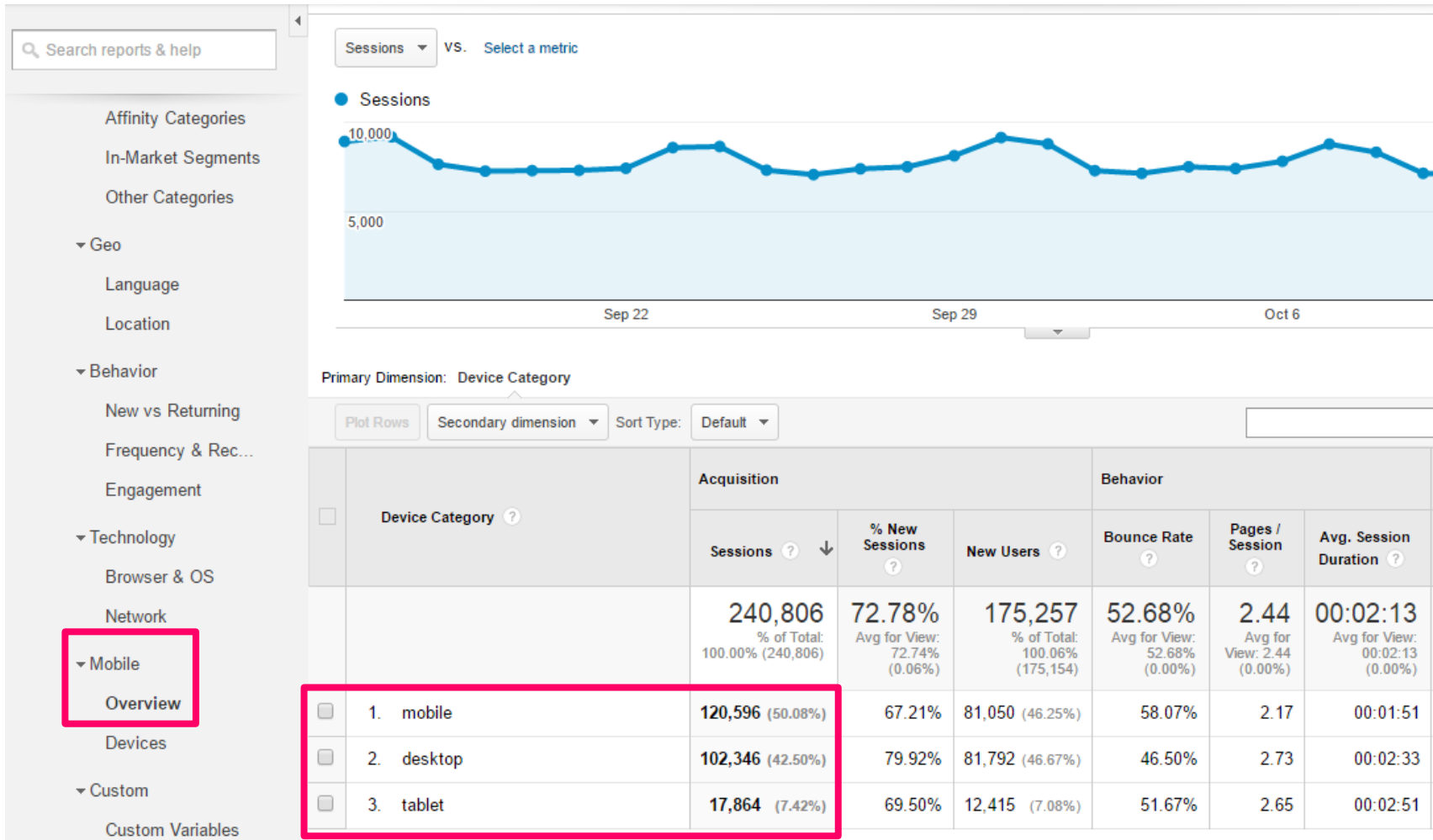
Compare to: Previous year ▼

Sep 16, 2015 - Oct 16, 2015

Apply [cancel](#)

# Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology



# Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology

Sep 16, 2016 - Oct 16, 2016 ▲

August 2016							September 2016							October 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6		1	2	3	4	5	6	7	8	9	10	11	12	13	14
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					

Date Range: Custom ▼  
 -   
 Compare to: Previous year ▼  
 -

Sessions vs. [Select a metric](#)

Day Week Month

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default









Device Category	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	240,806 <small>% of Total: 100.00% (240,806)</small>	72.78% <small>Avg for View: 72.74% (0.06%)</small>	175,257 <small>% of Total: 100.06% (175,154)</small>	52.68% <small>Avg for View: 52.68% (0.00%)</small>	2.44 <small>Avg for View: 2.44 (0.00%)</small>	00:02:13 <small>Avg for View: 00:02:13 (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>

# Google Analytics - Audience - Mobile Overview

Gain valuable insights on your audience and their technology

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	25.23% ↑ 240,806 vs 192,285	0.07% ↑ 72.78% vs 72.73%	25.33% ↑ 175,257 vs 139,841	10.64% ↑ 52.68% vs 58.95%	3.56% ↑ 2.44 vs 2.36	7.35% ↑ 00:02:13 vs 00:02:04
<input type="checkbox"/> 1. mobile						
Sep 16, 2016 - Oct 16, 2016	120,596 (50.08%)	67.21%	81,050 (46.25%)	58.07%	2.17	00:01:51
Sep 16, 2015 - Oct 16, 2015	58,819 (30.59%)	74.22%	43,653 (31.22%)	73.87%	1.52	00:01:04
% Change	105.03%	-9.44%	85.67%	-21.39%	43.12%	74.09%
<input type="checkbox"/> 2. desktop						
Sep 16, 2016 - Oct 16, 2016	102,346 (42.50%)	79.92%	81,792 (46.67%)	46.50%	2.73	00:02:33
Sep 16, 2015 - Oct 16, 2015	120,954 (62.90%)	71.97%	87,051 (62.25%)	51.15%	2.82	00:02:37
% Change	-15.38%	11.04%	-6.04%	-9.11%	-3.35%	-2.05%
<input type="checkbox"/> 3. tablet						
Sep 16, 2016 - Oct 16, 2016	17,864 (7.42%)	69.50%	12,415 (7.08%)	51.67%	2.65	00:02:51
Sep 16, 2015 - Oct 16, 2015	12,512 (6.51%)	73.03%	9,137 (6.53%)	64.13%	1.85	00:01:37
% Change	42.77%	-4.83%	35.88%	-19.43%	43.58%	75.40%



-  Dashboards
-  Shortcuts
-  Intelligence Events
-  Real-Time
-  Audience
-  Acquisition
-  Behavior
-  Conversions

## Acquisition reporting features include:

Traffic Channels

Google AdWords Data

Social Referrals

Paid Campaigns

Source/Medium

Google Search Console Data

Social Landing Pages

Organic Keywords



Acquisition

Overview

▶ All Traffic

▶ AdWords

▶ Search Console **NEW**

▶ Social

▶ Campaigns



# Google Analytics - Acquisition - All Traffic - Channels

Gain valuable insights into how you are acquiring your traffic

- Acquisition
- Overview
- All Traffic
- Channels**

- Treemaps
- Source/Medium
- Referrals
- AdWords
- Search Console **NEW**
- Social
- Campaigns

- Behavior
- Overview
- Behavior Flow
- Site Content

Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

	Default Channel Grouping	Acquisition			Behavior		
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		1,816 % of Total: 100.00% (1,816)	67.02% Avg for View: 67.02% (0.00%)	1,217 % of Total: 100.00% (1,217)	44.33% Avg for View: 44.33% (0.00%)	3.12 Avg for View: 3.12 (0.00%)	00:02:04 Avg for View: 00:02:04 (0.00%)
<input type="checkbox"/>	1. Direct	813 (44.77%)	74.91%	609 (50.04%)	52.52%	2.68	00:01:54
<input type="checkbox"/>	2. Organic Search	723 (39.81%)	67.77%	490 (40.26%)	31.67%	3.80	00:01:59
<input type="checkbox"/>	3. Referral	247 (13.60%)	40.89%	101 (8.30%)	56.28%	2.56	00:02:53
<input type="checkbox"/>	4. Social	27 (1.49%)	59.26%	16 (1.31%)	25.93%	4.00	00:01:33
<input type="checkbox"/>	5. Email	6 (0.33%)	16.67%	1 (0.08%)	50.00%	1.67	00:00:08

# Google Analytics - Acquisition - All Traffic - Channels

Gain valuable insights into how you are acquiring your traffic

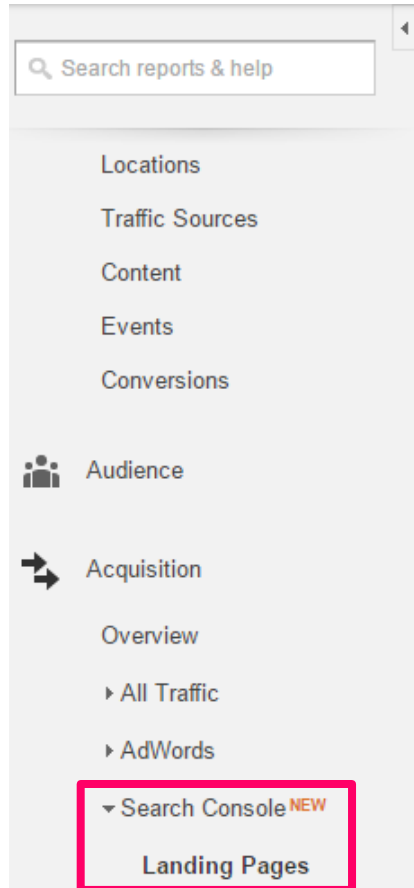
Keyword ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	723 % of Total: 39.81% (1,816)	67.77% Avg for View: 67.02% (1.13%)	490 % of Total: 40.26% (1,217)	31.67% Avg for View: 44.33% (-28.55%)	3.80 Avg for View: 3.12 (21.54%)	00:01:59 Avg for View: 00:02:04 (-3.49%)
1. (not provided)	704 (97.37%)	67.61%	476 (97.14%)	32.39%	3.75	00:02:00
2. madden media	8 (1.11%)	62.50%	5 (1.02%)	12.50%	4.88	00:01:17
3. madden publishing	2 (0.28%)	100.00%	2 (0.41%)	0.00%	8.50	00:02:19
4. maddenmedia.com	2 (0.28%)	100.00%	2 (0.41%)	0.00%	7.00	00:03:44
5. madden media kansas	1 (0.14%)	100.00%	1 (0.20%)	0.00%	3.00	00:00:10
6. madden media tucson	1 (0.14%)	100.00%	1 (0.20%)	0.00%	3.00	00:01:42
7. madden media'	1 (0.14%)	100.00%	1 (0.20%)	0.00%	3.00	00:00:23
8. madden media\	1 (0.14%)	100.00%	1 (0.20%)	0.00%	11.00	00:03:08
9. madden mobile support number	1 (0.14%)	100.00%	1 (0.20%)	0.00%	9.00	00:03:03
10. madden publishing tucson	1 (0.14%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:05





# Google Analytics - Acquisition - Search Console

Gain valuable insights into how you are acquiring your traffic



## This report requires Search Console integration to be enabled.

[Set up Search Console data sharing](#)

### What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

### Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

### How to use Search Console data within Analytics


Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.



# Google Analytics - Acquisition - Search Console

Gain valuable insights into how you are acquiring your traffic



The image shows a screenshot of the Google Webmasters homepage. At the top left is the "Google Webmasters" logo, and at the top right is a "SIGN IN" link. Below the logo are navigation links for "Home", "Support", "Learn", and "Connect". The main content area features an illustration of a woman with dark hair in a white shirt and black apron, sitting at a desk with a laptop. The laptop screen displays a search console interface with a bar chart and a search bar. To the left of the woman is a speech bubble containing a simplified version of the search console interface. Below the woman is a video player with a red play button icon. A text box below the video player says "View an introduction to Search Console".

Google Webmasters SIGN IN

Home Support Learn Connect

You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#)

View an introduction to Search Console

[www.google.com/webmasters](http://www.google.com/webmasters)

Dashboard

Messages (3)

Search Appearance

Search Traffic

**Search Analytics**

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks  Impressions  CTR  Position

**Queries**  
No filter

Pages  
No filter

Countries  
No filter

Devices  
No filter

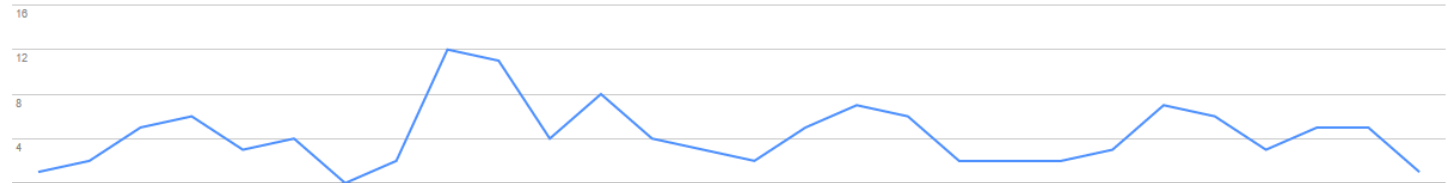
Search Type  
**Web**

Dates  
Last 28 days

Total clicks

121

Clicks



Queries	Clicks
1 madden media	42
2 madden publishing	3
3 maddenmedia	3
4 madden media tucson	2
5 madden magazine	1





## Search Console

### ▼ Search Appearance ⓘ

- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages

### ▼ Search Traffic

- Search Analytics**
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability

### ▼ Google Index

- Index Status
- Content Keywords
- Blocked Resources
- Remove URLs

### ▼ Crawl

- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters
- Security Issues



# Google Analytics - Acquisition - AdWords

Gain valuable insights into how you are acquiring your traffic

Search reports & help

Primary Dimension: Campaign / Campaign ID Ad Group

Plot Rows Secondary dimension Sort Type: Default

		Acquisition				Behavior	
Campaign / Campaign ID		Clicks ?	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?
		43,059 % of Total: 100.00% (43,059)	\$14,020.84 % of Total: 100.00% (\$14,020.84)	\$0.33 Avg for View: \$0.33 (0.00%)	34,037 % of Total: 14.13% (240,806)	50.94% Avg for View: 52.68% (-3.30%)	2.78 Avg for View: 2.44 (13.76%)
<input type="checkbox"/>	1. Leisure	10,036 (23.31%)	\$2,525.16 (18.01%)	\$0.25	8,308 (24.41%)	50.75%	2.49
<input type="checkbox"/>	2. Leisure See	7,621 (17.70%)	\$2,525.41 (18.01%)	\$0.33	5,889 (17.30%)	53.66%	2.97
<input type="checkbox"/>	3. Leisure Visit	7,114 (16.52%)	\$2,474.25 (17.65%)	\$0.35	4,914 (14.44%)	35.82%	3.88
<input type="checkbox"/>	4. Leisure	6,250 (14.51%)	\$2,478.91 (17.68%)	\$0.40	5,021 (14.75%)	63.91%	1.94
<input type="checkbox"/>	5. Leisure	5,609 (13.03%)	\$1,597.35 (11.39%)	\$0.28	4,407 (12.95%)	40.34%	3.16
<input type="checkbox"/>	6. Leisure	3,302 (7.67%)	\$1,215.12 (8.67%)	\$0.37	3,020 (8.87%)	53.05%	2.72
<input type="checkbox"/>	7. Leisure Stay	734 (1.70%)	\$343.11 (2.45%)	\$0.47	700 (2.06%)	64.71%	1.94
<input type="checkbox"/>	8. Leisure	715 (1.66%)	\$280.85 (2.00%)	\$0.39	807 (2.37%)	63.32%	2.49
<input type="checkbox"/>	9. Leisure	472 (1.10%)	\$147.54 (1.05%)	\$0.31	336 (0.99%)	60.12%	2.07

# Connecting Google AdWords to Google Analytics

The screenshot displays the Google AdWords Admin interface. At the top, there are navigation tabs: HOME, REPORTING, CUSTOMIZATION, and ADMIN (which is highlighted with an orange underline). Below the navigation, the page title is "Administration" followed by the account name "www.vacationfun.com".

The interface is divided into two main columns:

- ACCOUNT:** A dropdown menu shows "www.vacationfun.com". Below it are several menu items: "Account Settings" (with a grid icon), "User Management" (with a group of people icon), "All Filters" (with a funnel icon), "Change History" (with a clock icon), and "Trash Can" (with a trash can icon).
- PROPERTY:** A dropdown menu shows "http://www.maddenmedia.com". Below it are several menu items: "Property Settings" (with a document icon), "User Management" (with a group of people icon), ".js Tracking Info" (with a ".js" icon), and "PRODUCT LINKING" (with a list icon). Under "PRODUCT LINKING", there are three options: "AdWords Linking" (highlighted in a light gray box), "AdSense Linking", and "Ad Exchange Linking".

<https://support.google.com/adwords/answer/1704341?hl=en>



- Acquisition
  - Overview
    - All Traffic
    - AdWords
      - Campaigns**
      - Treemaps
      - Sitelinks **NEW**
      - Bid Adjustments
      - Keywords
      - Search Queries
      - Hour of Day
      - Final URLs
      - Display Targeting
      - Video Campaigns
      - Shopping Campai...
    - Search Console **NEW**
    - Social
    - Campaigns**



Google Analytics | Demos & Tools

# Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL   
The full website URL (e.g. `https://www.example.com`)

\* Campaign Source   
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium   
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name   
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term   
Identify the paid keywords

Campaign Content   
Use to differentiate ads

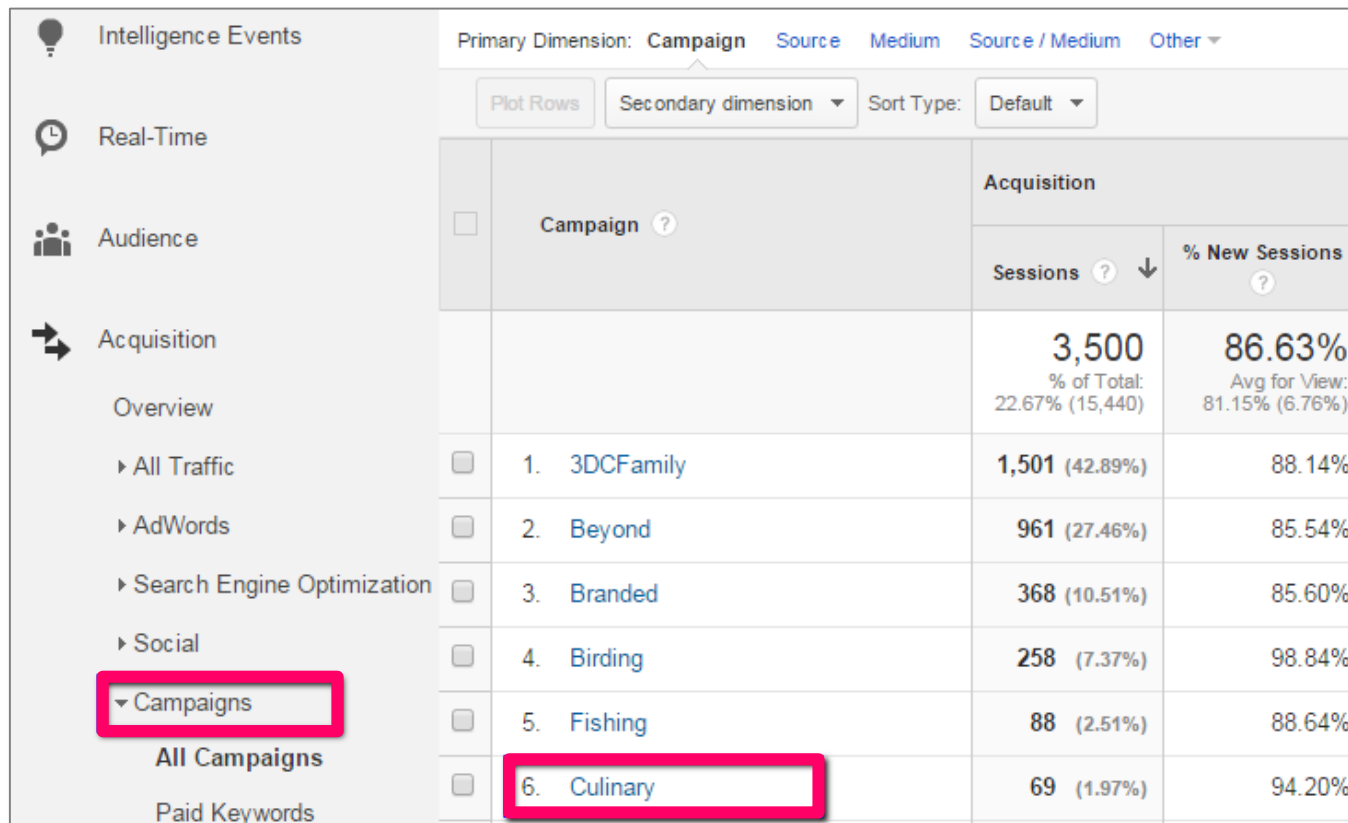
<https://ga-dev-tools.appspot.com/campaign-url-builder/>





# Google URL Builder

[http://www.example.com/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=Culinary](http://www.example.com/?utm_source=google&utm_medium=cpc&utm_campaign=Culinary)



Intelligence Events

Real-Time

Audience

Acquisition

Overview

▸ All Traffic

▸ AdWords

▸ Search Engine Optimization

▸ Social

▾ Campaigns

All Campaigns









Paid Keywords

Primary Dimension: Campaign Source Medium Source / Medium Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

		Acquisition	
<input type="checkbox"/>	Campaign ?	Sessions ? ↓	% New Sessions ?
		<b>3,500</b> % of Total: 22.67% (15,440)	<b>86.63%</b> Avg for View: 81.15% (6.76%)
<input type="checkbox"/>	1. 3DCFamily	1,501 (42.89%)	88.14%
<input type="checkbox"/>	2. Beyond	961 (27.46%)	85.54%
<input type="checkbox"/>	3. Branded	368 (10.51%)	85.60%
<input type="checkbox"/>	4. Birding	258 (7.37%)	98.84%
<input type="checkbox"/>	5. Fishing	88 (2.51%)	88.64%
<input type="checkbox"/>	6. Culinary	69 (1.97%)	94.20%



-  Dashboards
-  Shortcuts
-  Intelligence Events
-  Real-Time
-  Audience
-  Acquisition
-  Behavior
-  Conversions

## Behavior reporting features include:

Behavior Flow

All Page Performance

Landing Pages

Exit Pages

Site Speed Suggestions

Top Events

In-Page Analytics

Experiments



Behavior

Overview

Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

▸ Events

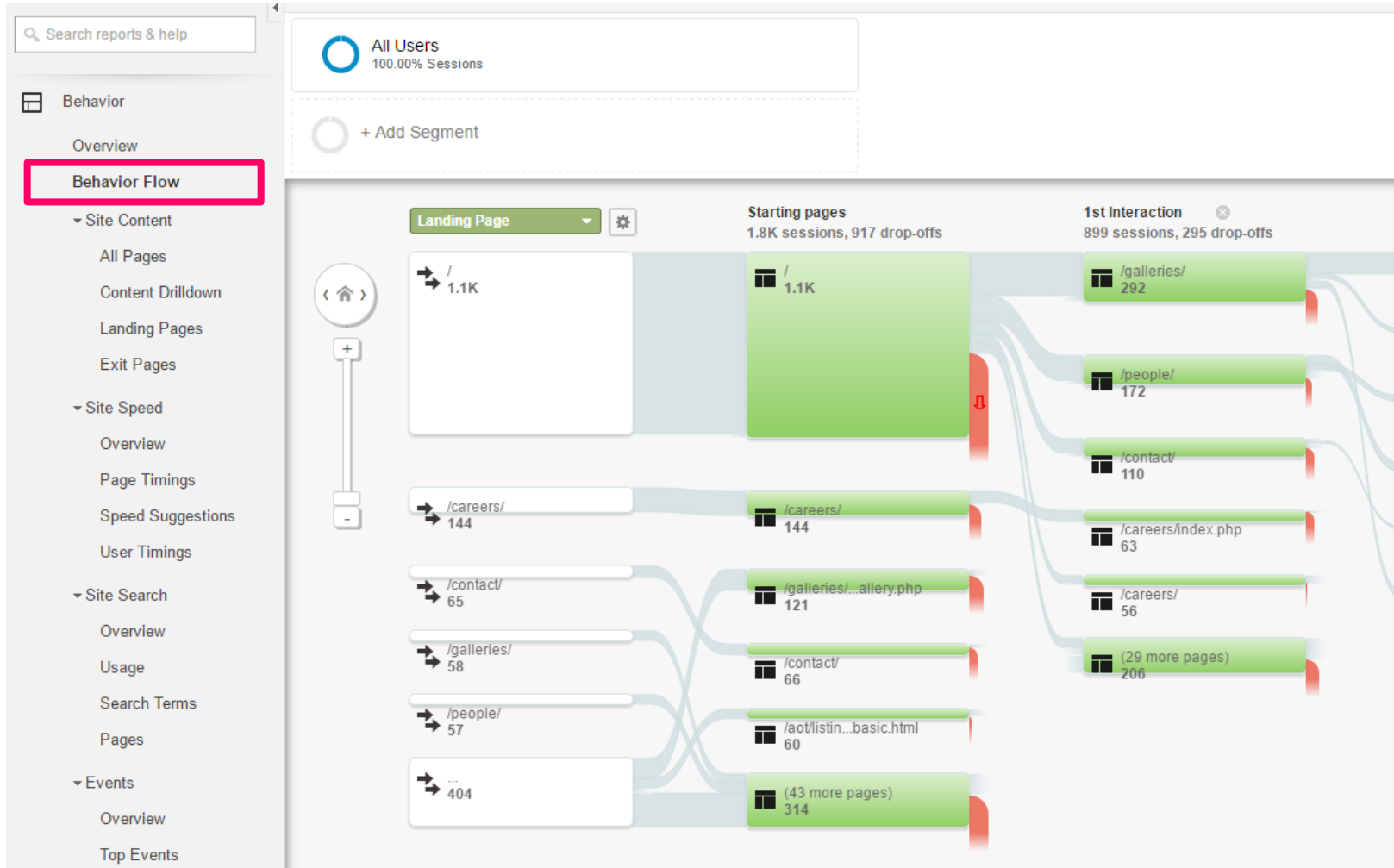
▸ Publisher

Experiments

In-Page Analytics

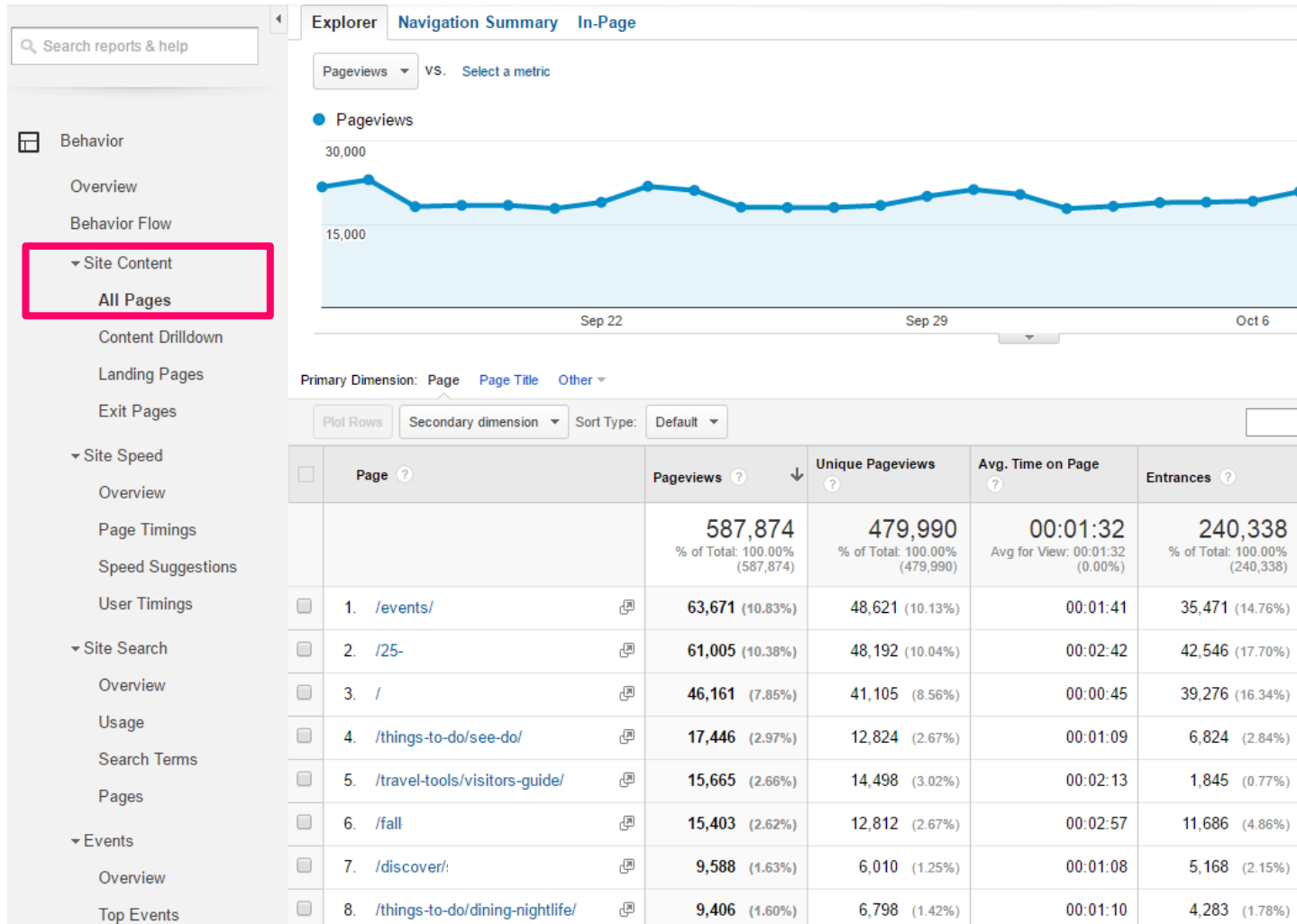
# Google Analytics - Behavior - Behavior Flow









Gain valuable insights into how your audience utilizes your website



# Google Analytics - Behavior - Site Content - All Pages

Gain valuable insights into how your audience utilizes your website



-  Dashboards
-  Shortcuts
-  Intelligence Events
-  Real-Time
-  Audience
-  Acquisition
-  Behavior
-  Conversions

## Conversions reporting features include:

Goal Performance

Ecommerce

Transactions

Top Conversion Pages

Goal Flow

Sales Performance

Assisted Conversions

Attribution



Conversions

▶ Goals

▶ Ecommerce

▶ Multi-Channel Funnels

▶ Attribution



# Google Analytics - Conversions

The “Conversions” section of Google Analytics can be one of the most valuable tools when trying to determine the ROI of campaigns or the website as a whole.

To use conversion tracking, you must first create goals within Google Analytics so the system knows when a conversion has taken place.



# Google Analytics - Setting Up Conversions

HOME

REPORTING

CUSTOMIZATION

ADMIN

# Google Analytics - Setting Up Conversions

VIEW

.com

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings

**+ NEW GOAL** Import from Gallery

<input type="checkbox"/>	Goal	Id
<input type="checkbox"/>	eNews Sign-up	Goal ID 3 / Goal Set 1
<input type="checkbox"/>	Engaged User - Time on Site	Goal ID 1 / Goal Set 1
<input type="checkbox"/>	Full Checkout Funnel - aRes	Goal ID 5 / Goal Set 1
<input type="checkbox"/>	Smart Goal	Goal ID 4 / Goal Set 1
<input type="checkbox"/>	Travel Tools - Virtual Guide View	Goal ID 2 / Goal Set 1

15 goals left

# Google Analytics - Setting Up Conversions

VIEW

com

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models

## 1 Goal setup

Template

Select a template to start with a pre-filled configuration

### REVENUE

Reservations Signed up for a tour, rental or reservation

Buy tickets Completed online purchase

### ACQUISITION

Create an account Successful sign up, account, or view created

### INQUIRY

Read reviews Viewed reviews and ratings

### ENGAGEMENT

Add to favorites Saved product or information to a list

Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

Contribute content Submitted or uploaded a picture, story, or other

Smart Goal Maximum of one Smart Goal per view reached.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Custom

Continue

Cancel



# Google Analytics - Setting Up Conversions

**VIEW**

.com

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

**PERSONAL TOOLS & ASSETS**

Segments

Annotations

**Goal setup** Edit

Custom

**2** Goal description

**Name**

Entered Sweepstakes

**Goal slot ID**

Goal Id 6 / Goal Set 2

**Type**

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Maximum of one Smart Goal per view reached.

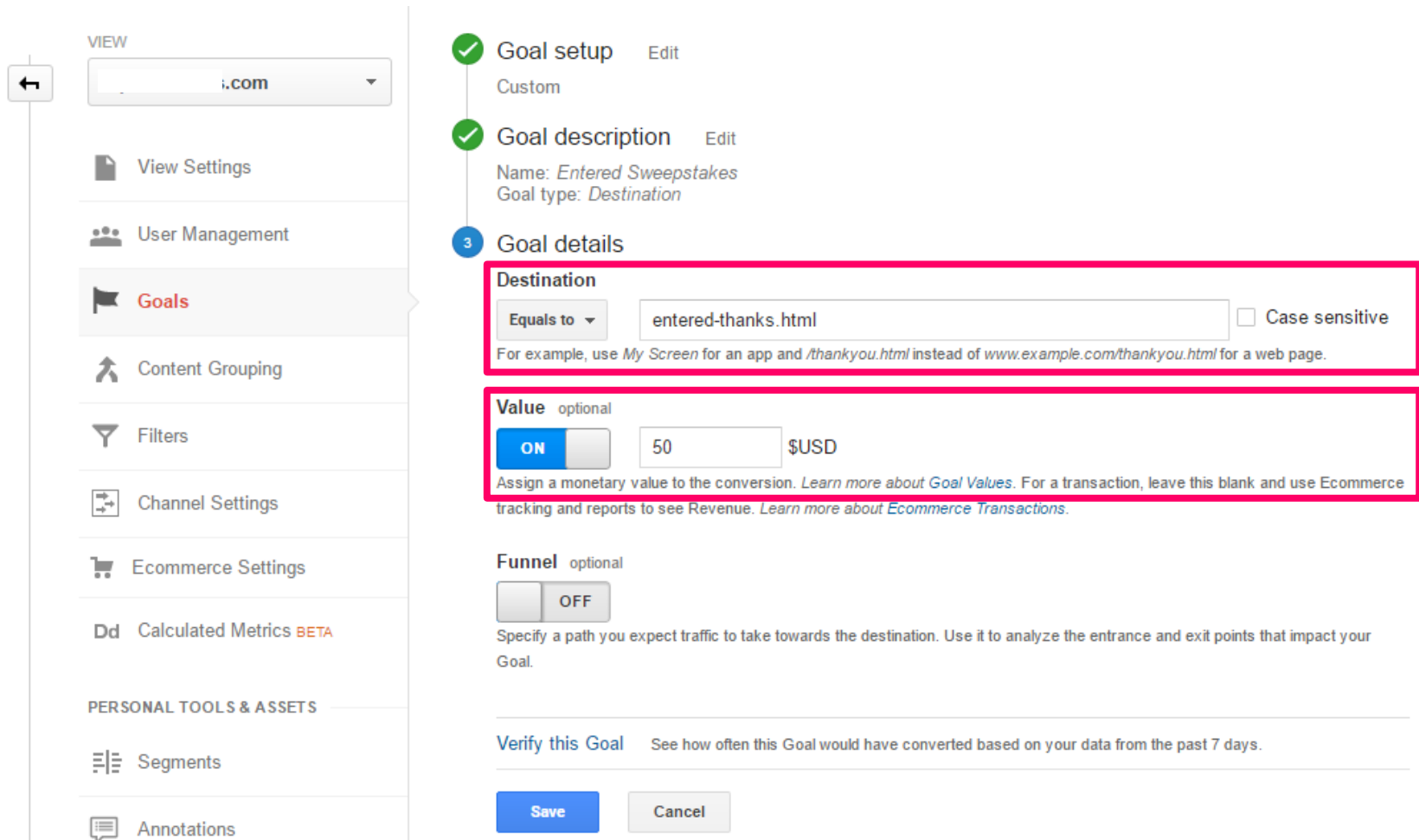
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

**Continue** **Cancel**

**3** Goal details

**Cancel**

# Google Analytics - Setting Up Conversions



The screenshot shows the Google Analytics 'Goals' setup interface. On the left is a navigation sidebar with options like 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', and 'Annotations'. The main content area is titled 'Goal setup' and shows a progress indicator with three steps: 'Goal setup' (checked), 'Goal description' (checked), and 'Goal details' (active). The 'Goal details' section is highlighted with a red box and contains two sub-sections, also highlighted with red boxes: 'Destination' and 'Value'. The 'Destination' section shows a dropdown set to 'Equals to' and a text input field containing 'entered-thanks.html', with a 'Case sensitive' checkbox. Below it is a note: 'For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.' The 'Value' section has an 'optional' label, a toggle switch set to 'ON', a text input field with '50', and a '\$USD' label. Below it is a note: 'Assign a monetary value to the conversion. Learn more about Goal Values. For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. Learn more about Ecommerce Transactions.' Below these sections is a 'Funnel' section with an 'optional' label and a toggle switch set to 'OFF', with a note: 'Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.' At the bottom, there is a 'Verify this Goal' section with a note: 'See how often this Goal would have converted based on your data from the past 7 days.' and two buttons: 'Save' and 'Cancel'.

VIEW  
i.com

View Settings

User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

✓ Goal setup Edit  
Custom

✓ Goal description Edit  
Name: *Entered Sweepstakes*  
Goal type: *Destination*

3 Goal details

**Destination**

Equals to entered-thanks.html  Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

**Value** optional

ON 50 \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

**Funnel** optional

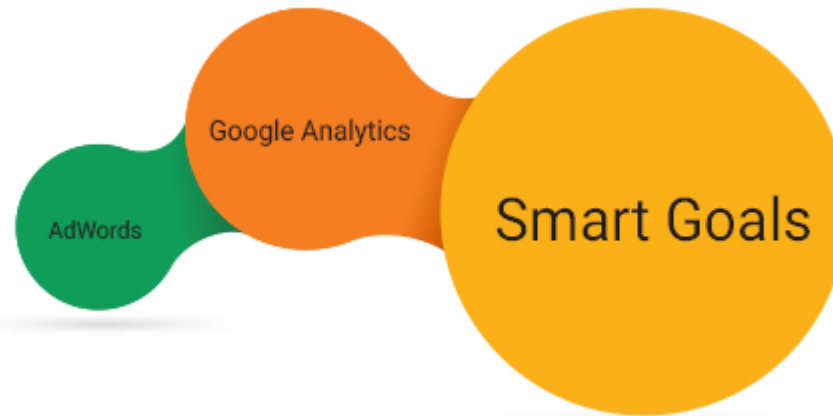
OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel

# Google Analytics - Smart Goals





# Tips & Tricks

# Monitor Page Bounce Rate

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Behavior

All Pages

Page	Views	% of Total: 100.00% (578,988)	% of Total: 100.00% (472,952)	Avg. Time on Page Avg for View: 00:01:32 (0.00%)	Entrances % of Total: 100.00% (236,938)	Bounce Rate Avg for View: 52.79% (0.00%)
1. /?post_type=t&preview=true	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
2. /?vm=r	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
3. /2015/02/11/	4 (0.00%)	4 (0.00%)	00:00:00	4 (0.00%)	100.00%	
4. /2015/06/19/ber/	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
5. /2015/08/20/	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
6. /2015/08/20/	2 (0.00%)	2 (0.00%)	00:00:00	2 (0.00%)	100.00%	
7. /2015/09/08/	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
8. /2015/10/	163 (0.03%)	134 (0.03%)	00:00:35	2 (0.00%)	100.00%	
9. /2015/11/09/s/	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)	100.00%	
10. /2015/12/	26 (0.00%)	16 (0.00%)	00:00:22	1 (0.00%)	100.00%	

# Monitor Page Bounce Rate

Users Flow

Plot Rows Secondary dimension Sort Type: Weighted

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ? ↓
	578,988 % of Total: 100.00% (578,988)	472,952 % of Total: 100.00% (472,952)	00:01:32 Avg for View: 00:01:32 (0.00%)	236,938 % of Total: 100.00% (236,938)	52.79% Avg for View: 52.79% (0.00%)
1. /25-things-to-do-in-...	60,230 (10.40%)	47,423 (10.03%)	00:02:40	41,750 (17.62%)	64.67%
2. /fall-2016-festivals	14,817 (2.56%)	12,332 (2.61%)	00:02:53	11,206 (4.73%)	63.72%
3. /meetings-convent rking-information/	2,199 (0.38%)	2,049 (0.43%)	00:03:48	1,580 (0.67%)	89.62%
4. /travel-tools/maps,	2,337 (0.40%)	2,136 (0.45%)	00:03:58	1,690 (0.71%)	85.15%
5. /top-five-st-louis-sit	1,345 (0.23%)	1,230 (0.26%)	00:03:55	1,181 (0.50%)	86.79%
6. /10-events-happeni r/	2,191 (0.38%)	1,986 (0.42%)	00:02:49	1,182 (0.50%)	81.60%
7. /things-to-do/see-d seums	2,877 (0.50%)	2,477 (0.52%)	00:01:06	2,474 (1.04%)	66.65%
8. /discover/st-louis-r music-venues/	1,282 (0.22%)	1,227 (0.26%)	00:06:07	1,156 (0.49%)	76.96%
9. /5-pokemon-go-tips	965 (0.17%)	878 (0.19%)	00:02:49	864 (0.36%)	82.99%
10. /5-things-weekend-	1,761 (0.30%)	1,568 (0.33%)	00:03:02	962 (0.41%)	73.11%

# Google Analytics Tips & Tricks

- Use month-over-month or year-over-year comparison to assess traffic trends.
- Under Admin → View, create “Custom Alerts.”

Alert name:

Apply to: **explorestlouis.com** and

Period:

Send me an email when this alert triggers.

[Setup your mobile phone](#) to receive a text message about Intelligence Alerts

**Alert Conditions**

This applies to

Alert me when

Condition

Value



# Google Analytics Tips & Tricks

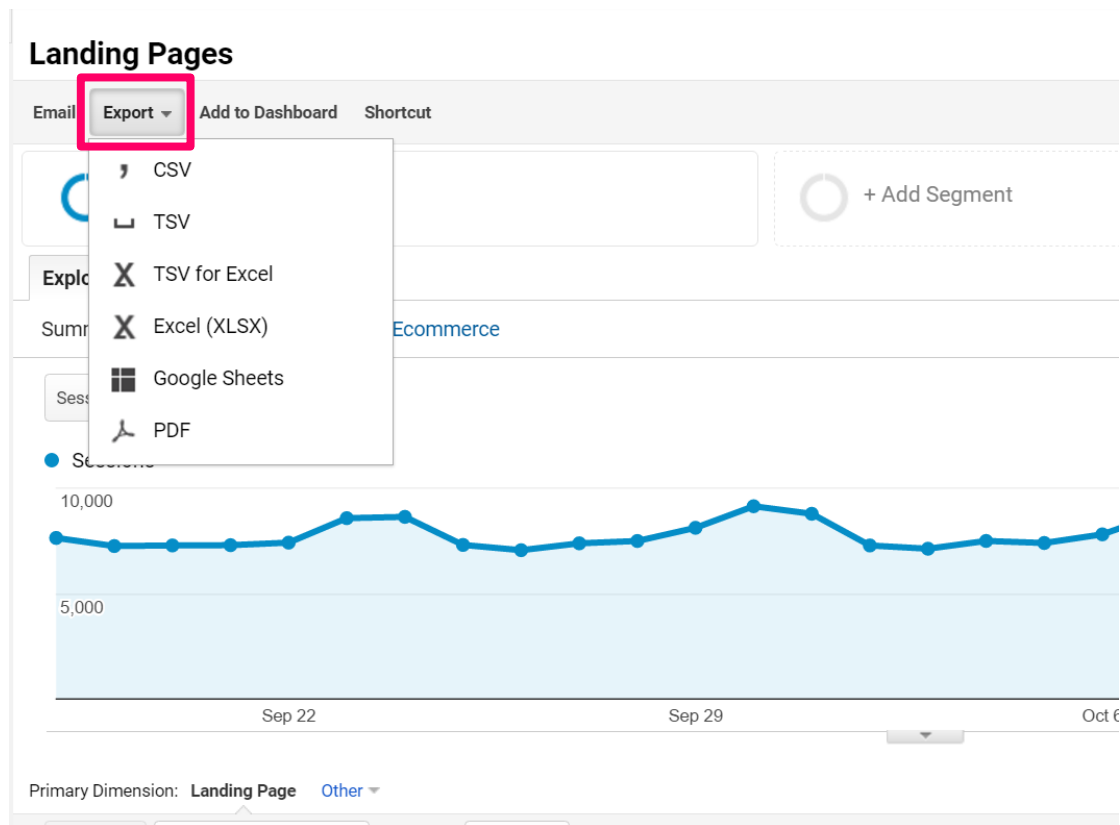
- Setup automated email reports.

The screenshot shows the Google Analytics interface with a modal dialog for configuring an email report. The background interface includes a sidebar with 'CUSTOMIZATION' and 'ADM' tabs, and a main area titled 'Landing Pages'. In the sidebar, the 'Email' tab is highlighted with a red box. The main area shows a donut chart for 'All Users' (100.00% Entrances) and a line chart for 'Sessions' (10,000). The modal dialog, titled 'Email Report: Landing Pages', contains the following fields and options:

- From:** madden.dev@gmail.com
- To:** [Empty text input field]
- Subject:** Google Analytics: Landing Pages
- Attachments:** CSV (dropdown), LANDING PAGES (button)
- Frequency:** Weekly (dropdown)
- Day of Week:** S, M (selected), T, W, T, F, S (radio buttons)
- ADVANCED OPTIONS:** [Expanded section with empty content]
- Buttons:** Send, Cancel, Add to an existing email

# Google Analytics Tips & Tricks

- Download files for data manipulation.



# Google Analytics Tips & Tricks

- Monitor mobile traffic trends.
- Use the “Keywords” section for insights on search engine optimization.
  - Get deeper insights with Google Search Console tie-in.
- Use campaign variables (Campaign URL Builder) to measure advertising effectiveness.

## Campaign Variable Cheat Sheet:

utm\_source = where the advertising will be placed

utm\_medium = type of advertising being utilized (display, search, email, etc.)

utm\_campaign = a made-up name that will help you recognize the campaign





# Questions?