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?

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Why Google Analytics?

We all have something in common…

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Count on data-driven decisions…

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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.

Reporting features include:

Site Sessions	**Bounce Rate (single page visit)**
Site Users	**Time on Site**
New vs. Returning Users	**Conversion, Ecommerce Tracking**
Pageviews	**Desktop vs. Mobile vs. Tablet**
Pages per Session	**Browsers Used**
Traffic Channels	**Keywords**
Site Content	**Conversions**

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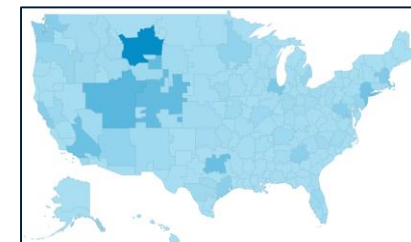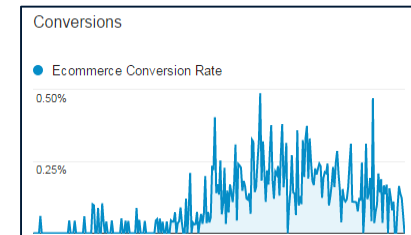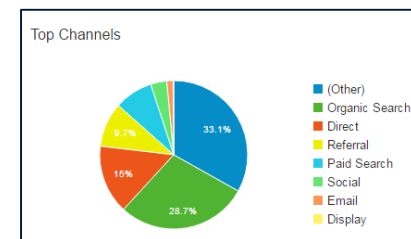
How Do I Get Google Analytics?
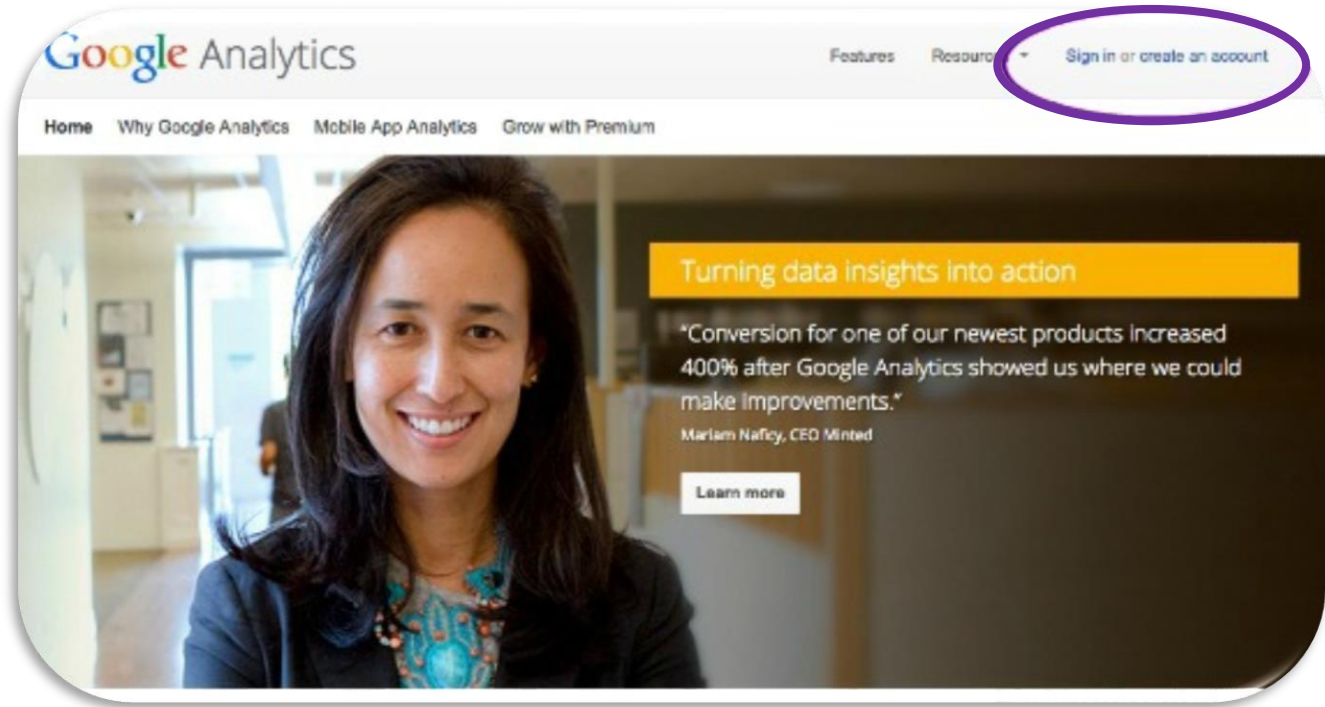
www.google.com/analytics

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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', 'pagevi  /');

</script>
```
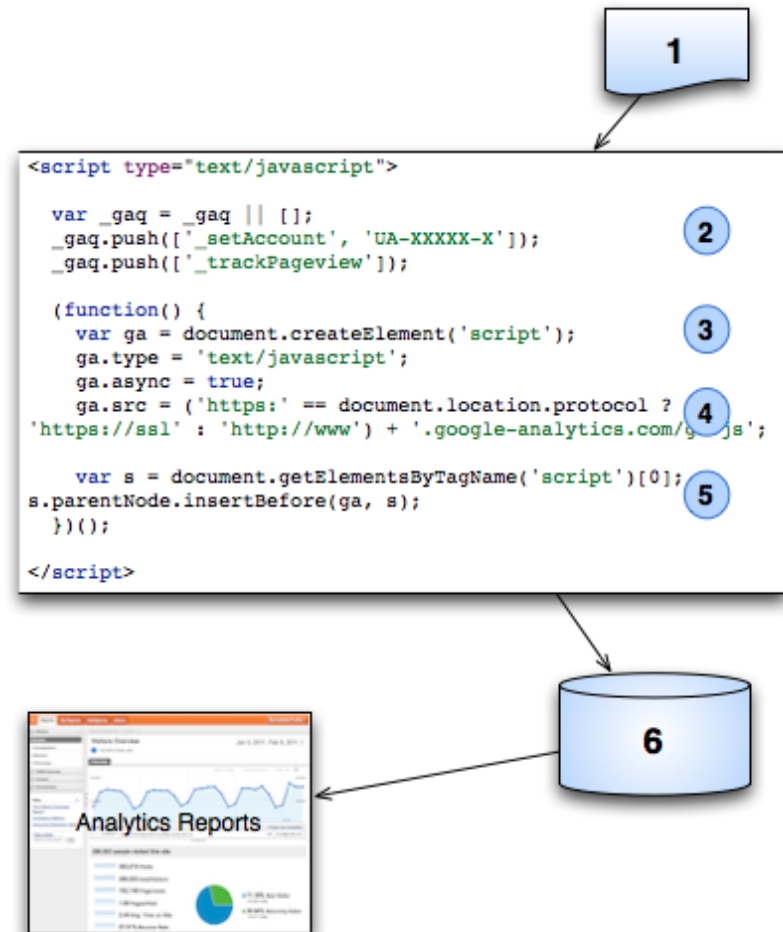
www.google.com/analytics

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

- The HTTP request of the user

- Browser/System information

- First-party cookies


```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script');
    ga.type = 'text/javascript';
    ga.async = true;
    ga.src = ('https:' == document.location.protocol ?
'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';

    var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
  })();

</script>
```

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

Within 24 hours...
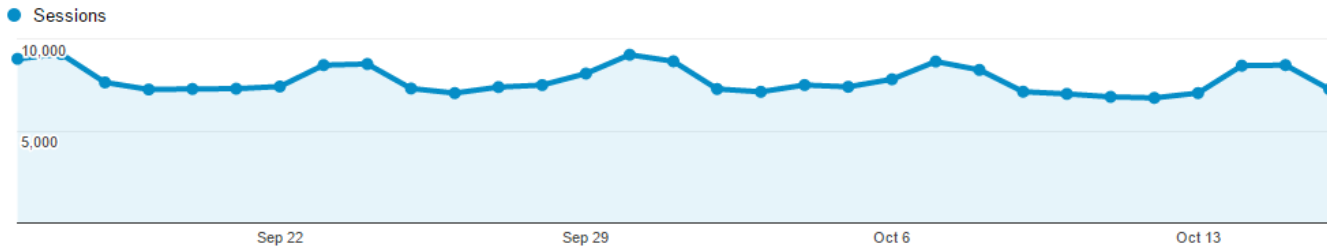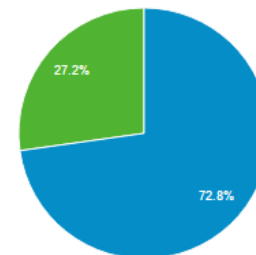
Cool. Now What Do I Do With It?

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Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

Google Analytics - Dashboards

Dashboards – create custom views to monitor performance

Google Analytics - Shortcuts

Quick access to mission critical data views

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Quick access to mission critical data views

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Google Analytics – Intelligence Events

The system automatically identifies and reports on anomalies

Google Analytics – Intelligence Events

The system automatically identifies and reports on anomalies

Google Analytics – Real-Time

See site activity at any given moment

Audience reporting features include:

Age & Gender	Affinity Categories
In-Market Segments	Language
Location	New vs. Returning
Frequency & Recency	Engagement
Browser & OS	Network
Mobile Devices	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

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Google Analytics – Audience – Mobile Overview

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Google Analytics – Audience – Mobile Overview

Gain valuable insights on your audience and their technology

Google Analytics – Audience – Mobile Overview

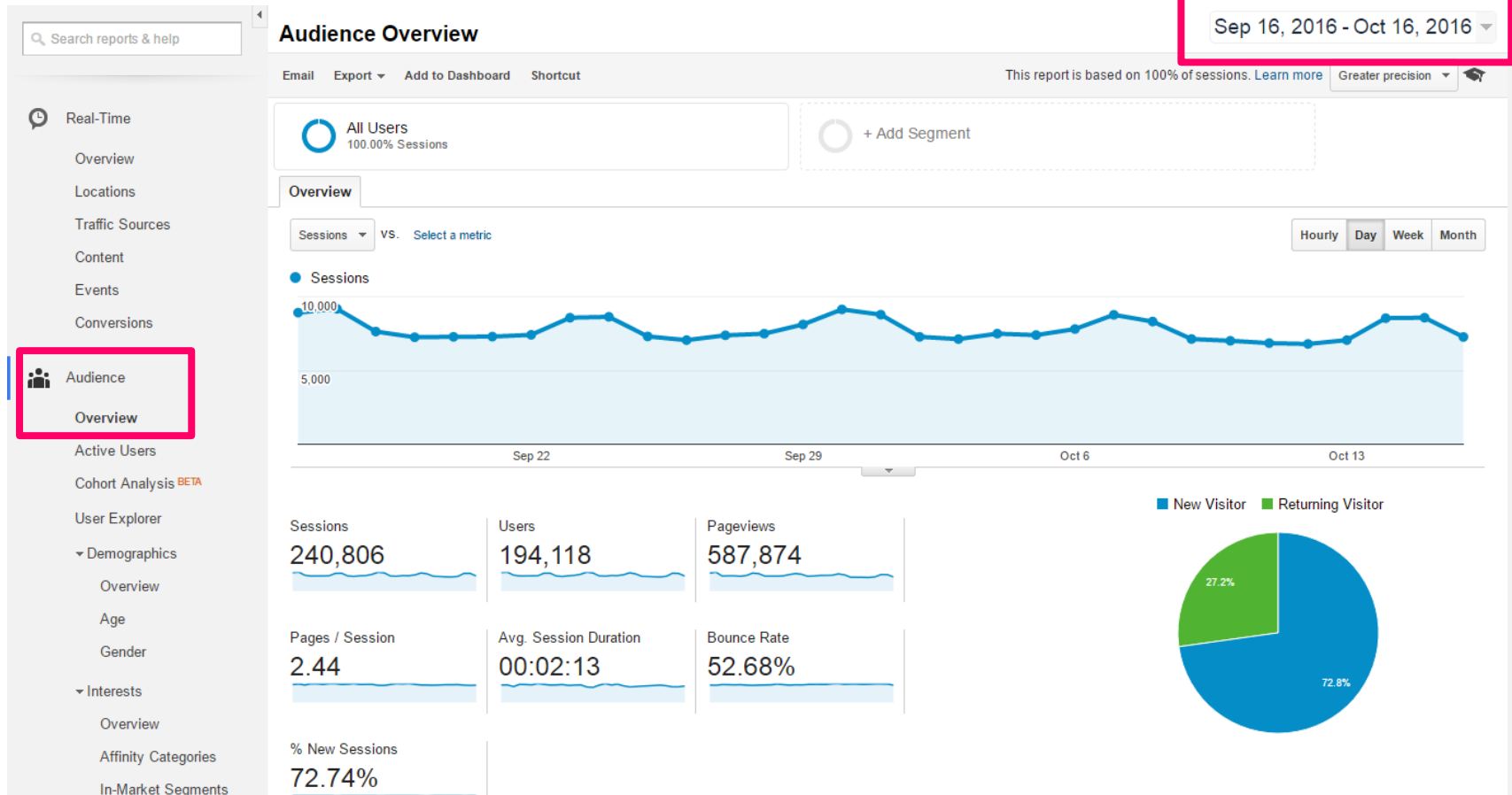Gain valuable insights on your audience and their technology

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
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%
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%
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%

Acquisition reporting features include:

Traffic Channels	Source/Medium
Google AdWords Data	Google Search Console Data
Social Referrals	Social Landing Pages
Paid Campaigns	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

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
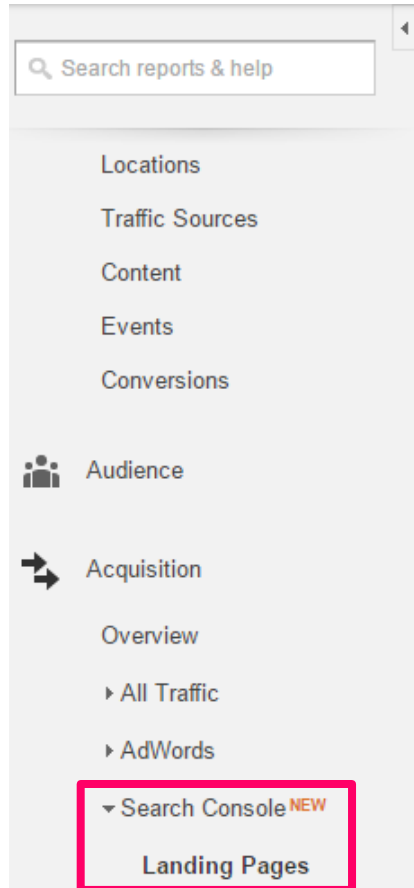
This report requires Search Console integration to be enabled.

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.

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Google Analytics – Acquisition – Search Console

Gain valuable insights into how you are acquiring your traffic

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Google

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

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Google Analytics – Acquisition – AdWords

Gain valuable insights into how you are acquiring your traffic

Connecting Google AdWords to Google Analytics

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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/

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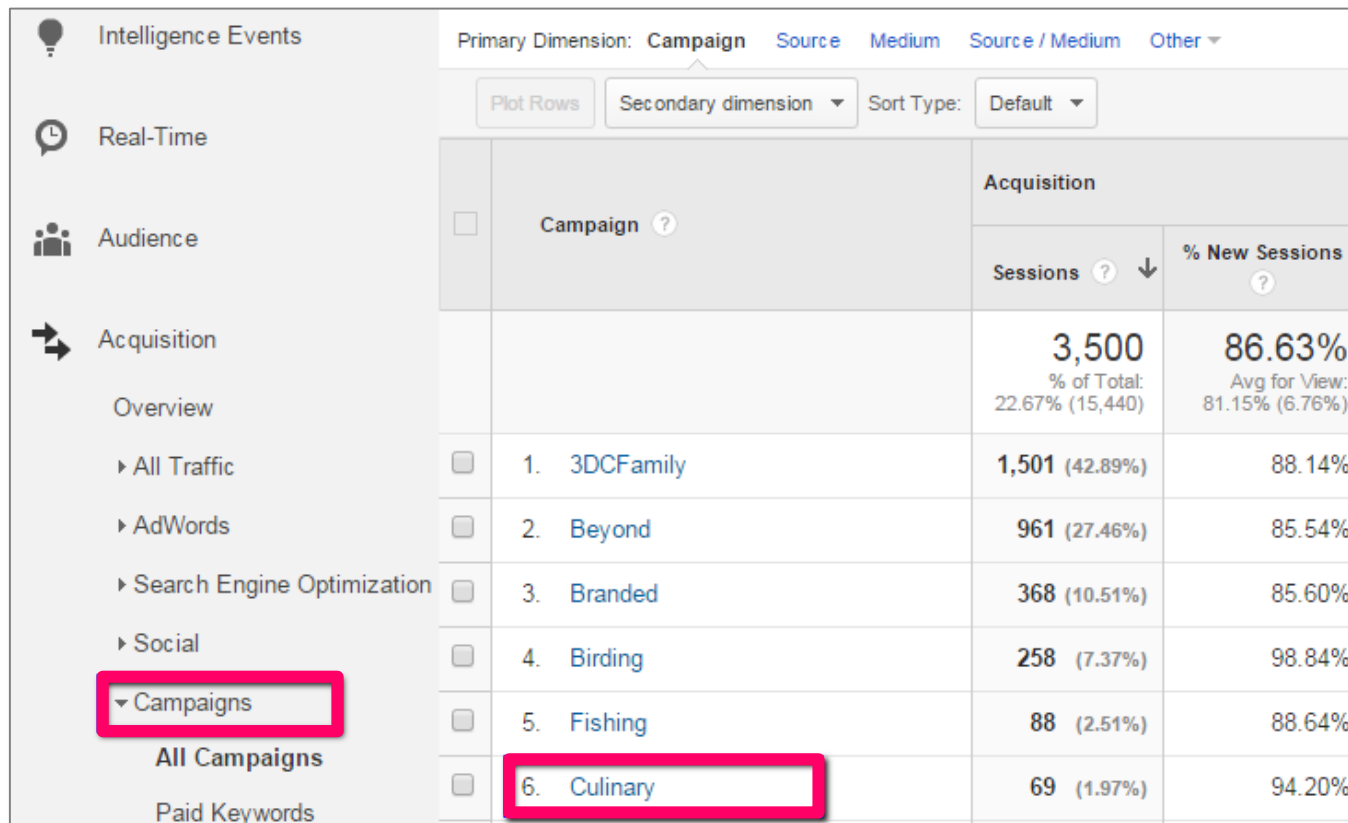
Google URL Builder

http://www.example.com/?**utm_source=google&utm_medium=cpc&utm_campaign=Culinary**

Behavior reporting features include:

Behavior Flow	All Page Performance
Landing Pages	Exit Pages
Site Speed Suggestions	Top Events
In-Page Analytics	Experiments

Behavior

Overview

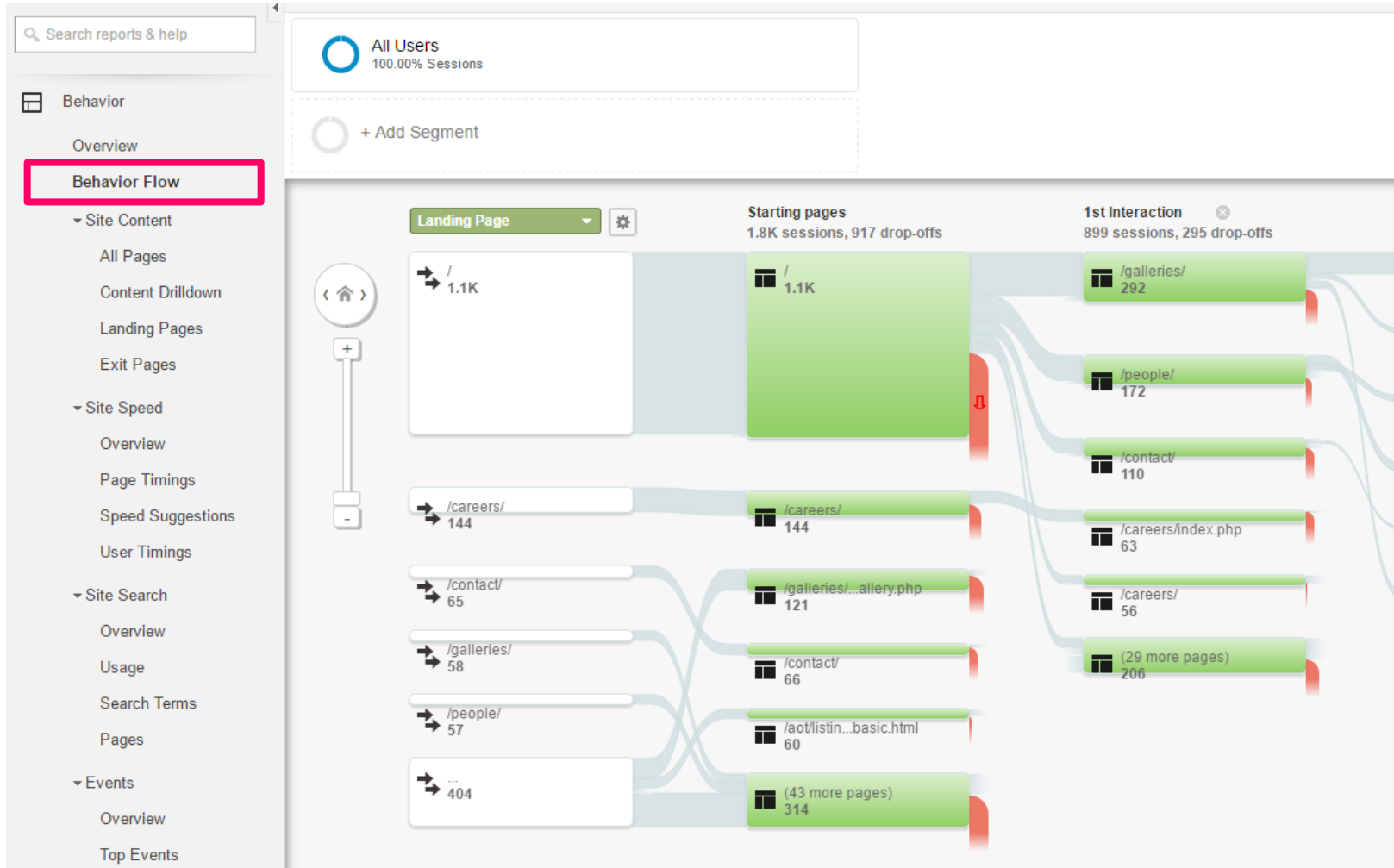Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

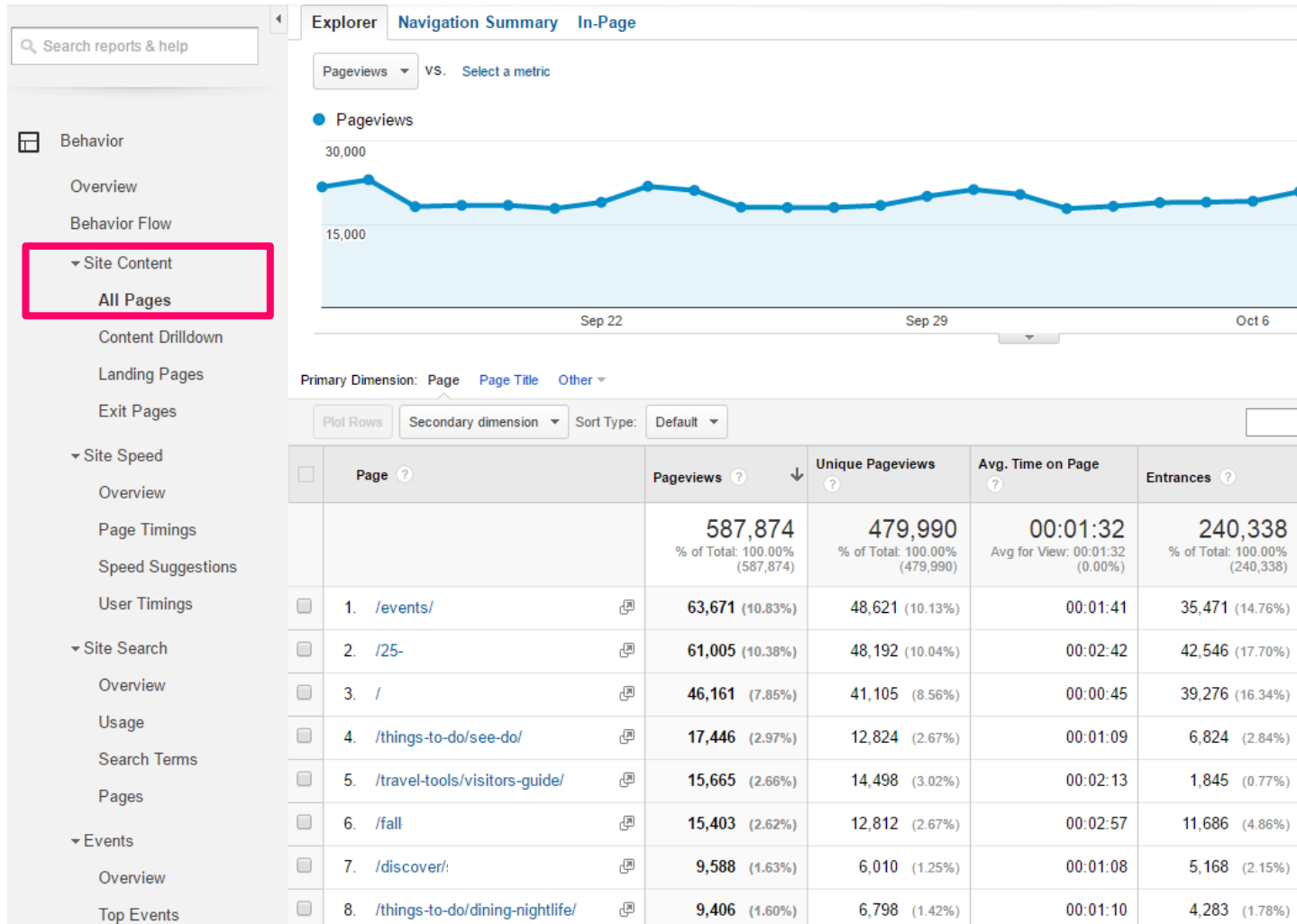▸ Events

▸ 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

Conversions reporting features include:

Goal Performance	**Goal Flow**
Ecommerce	**Sales Performance**
Transactions	**Assisted Conversions**
Top Conversion Pages	**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

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Google Analytics – Setting Up Conversions

Google Analytics – Setting Up Conversions

Google Analytics – Setting Up Conversions

Google Analytics – Setting Up Conversions

Google Analytics – Smart Goals

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Tips & Tricks

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Monitor Page Bounce Rate

Monitor Page Bounce Rate

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 [0 other views ▾]

Period: [Day ▾]

☐ 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
[**All Traffic** ▾]

Alert me when
[**Sessions** ▾]

Condition
[Is less than ▾]

Value
[   ]

[**Save Alert**] Cancel

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Google Analytics Tips & Tricks

- Setup automated email reports.

Google Analytics Tips & Tricks

- Download files for data manipulation.
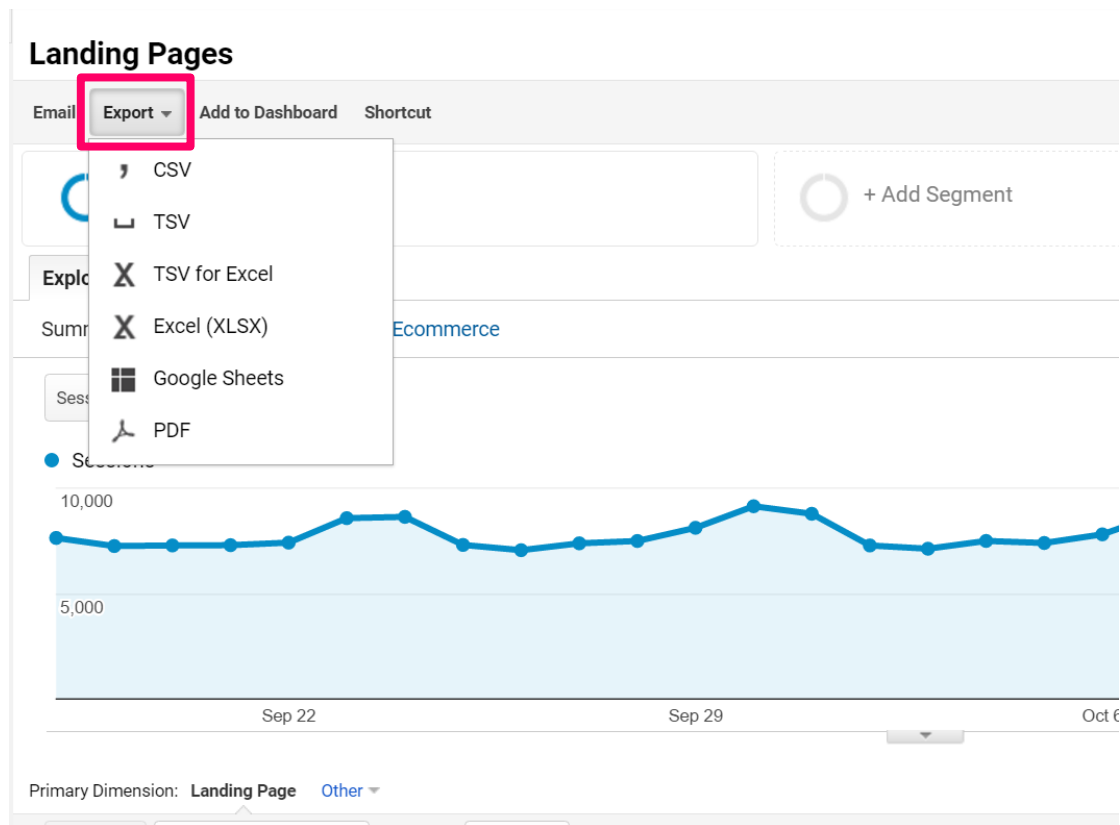
Google Analytics Tips & Tricks

- 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?

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