

Introduction to Google Analytics

for Toyota

Christopher Smith
csmith@agitraining.com

Key learning Objectives for Google Analytics training

In this course you will:

- Understand how Google Analytics (G.A.) works.
- Discover what G.A. can tell you.
- Gain clear sense of practical next steps you can take for how prospective and current students use the Pine website
- Get your questions about Google Analytics answered.

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Things you will learn today:

- An introduction to web analytics and Google Analytics
- How Google Analytics works
- Google Analytics Account Hierarchy
- Understanding the reporting interface
- Understanding Google Analytics standard reports
- Interpreting data to create actionable information
- Go beyond counting visitors: how data relates to your business
- Analytics Terminology
- Creating and using dashboards

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Part 1: About Web Analytics



About Web Analytics

Web analytics is more than collecting data. It involves analyzing data, creating information, and generating insight. It may include information about:

- Who is visiting pages
- How they arrived (traffic sources)
- Pages being visited (content)
- How long visitors are spending on pages

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How web analytics can be used

- Determine what works (or doesn't work) on a site
- Analyze trends: trends tend to be more important than individual snapshots of data
- Monitor the effectiveness of advertising and marketing campaigns to determine:
 - Which campaigns and mediums generate the most actions
 - What is the lowest cost per action
 - What campaigns have the most conversions

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How you should use web analytics

- Analytics involves measuring, collection and analysis of data for the purpose of optimizing and understanding your business.
- The data isn't the end-goal; use the data to:
 - create information
 - help you and your organization make better decisions
- The data itself can provide information overload

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Analytics lets you be more than an accountant of data.


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Data is driving business decisions

- There are more than 50 million sites using Google Analytics
- The Mad Men days of ad spending and marketing are gone

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Types of Analytics

- **Off-site analytics:** Internet-wide, describing patterns across the entire Web, or a series of related websites. For example, all news websites, or all online shopping sites
- **On-site analytics:** Provides data about a specific site

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How on-site analytics works

- Javascript code is inserted into website or app being monitored
- Javascript sends data to analytics provider
 - Google, Adobe (Omniture), Webtrends, IBM (Coremetrics)
- Provider collects, processes, organizes, then displays data from site visitors when you log-in
 - If you advertise with Google, analytics data can be combined with adwords data

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Google Analytics setup

- Must have google account
 - Google apps (can be via your @companyname.com domain)
- Suggest not using gmail.com, @yahoo.com account users or admins
 - Don't want users to maintain access if they leave
- Each account can have different web properties
 - Each account is individual, thus data can't be rolled up
 - If you want to roll-up data together from multiple divisions, then put them under a single account
 - You can have 50 web profiles and web properties per account

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Google Analytics setup (continued)

- Copy and place .js code on the site you wish to monitor
 - Only use the code on a single site
 - Each site should have its own unique tracking ID
 - Set-up multiple sites with unique code per site
- Code is placed between opening and closing <body> tags
- Types of .js you may see
 - ga.js is the legacy code
 - analytics.js is the new code
 - Can use either
 - analytics.js has ambitious, cross-device goals
 - GTM

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Google Analytics Account Organization

- Accounts
- Properties
- Views
- Users
- Reports

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Account

- How you log-in to Google Analytics.
- Your account may be attached to multiple web properties.
- Account may also be attached to different Google services, such as Webmaster tools

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Property

- Each specific website is a property
- A single Google Analytics account can monitor multiple properties

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View (profile)

- Defined view of visitor data from a property
- Views may be filtered or unfiltered
- Views are not retroactive; they filter data going forward
- It is possible to filter all website data
- Best practice is to create a raw, unfiltered profile before creating any filtered profiles

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Users

- Individuals who have permission to view data

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Reports

- Information gathered for or by specific users
- Standard reports provide most data needed

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Google Analytics demo account

- Log-in to your Google account
 - Can be gmail or business email attached to Google account
- <https://analytics.google.com/analytics/web/demoAccount>
then click **==>ACCESS DEMO ACCOUNT<==**
- If you already have a Google Analytics account, the demo site data is added to the sites you already monitor.
- If you have a Google account but not an Analytics account, one is created and the demo account is added to it.

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Create an unfiltered view (profile)

- As a best practice, create multiple views
- One view should be unfiltered
- Once your data is filtered, it can't be recovered

Lichtenberg et al.

Terminology

- Bounce rate
- Click
- Click path
- CTR
- Depth of visit
- First hit
- Hit

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Metrics

- Metrics are measurements that Google Analytics displays
- Displayed in blue when selecting those to display
- Metrics are displayed in columns

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Examples of Metrics

- Bounce rate
- Visits
- Time on site
- Conversions
- Time on Page
- Clicks
- Impressions
- Unique Page views

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Metrics can be viewed within

- Scorecards
- Columns on tables
- Graphs

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Ways you can review Metrics

- Click a scorecard to graph its data
- Compare metrics
- View related metrics, grouped within a tab

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Dimensions

- Dimensions are attributes describing data.
- Dimensions are always text
- Displayed in rows
- Displayed in green when selecting those to display

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Examples of Dimensions

- Browser
- Country
- Keyword
- City
- Campaign
- Landing page
- Language
- screen

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Understanding the User Interface

- Along the side is menu for navigation
- Reporting separated into sections accessed along left
- Administrative functions controlled in bottom left

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Understanding the Reporting UI

- Overview graph: by default shows information about number of visits and unique visitors, including:
 - Page views
 - Pages per visit
 - Bounce rate
 - Average visit duration
 - This value can be skewed by visits to a single page, where time on site isn't tracked

Liu et al.

The Reporting UI (continued)

- On the overview graph you can:
 - Change what is displayed
 - Change date range displayed
- Compare different:
 - date ranges and metrics
- Add notes (annotations):
 - Annotations can be public or private

GA/PROPERTY/REPORT

The Reporting UI (continued)

- View new vs. returning visitor information
- Drill-down on demographic information
 - Country > State > City
- Obtain detailed computer system information
 - Operating System
 - Browser
 - ISP

GA/PROPERTY/REPORT

Exporting Reports

- Reports can be exported and saved
- Reports can be emailed on a schedule
- Multiple format options exist
- Use CSV for additional manipulation

GA/PROPERTY/REPORT

Custom Dashboards

- Create from templates or scratch
- Access shared templates

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Understanding Averages

- Average numbers tend to be skewed by outlying numbers
- Extremes may create unreliable numbers
- Trend analysis tends to be more valuable

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Understanding Bounce rate

- Is bounce rate good or bad?
- Could a high bounce rate be a good thing?

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Exporting Reports

- Reports can be exported and saved
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What were the percent of new visits for the past three months for the site you are measuring?

What is the bounce rate for this period?



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Standard Reporting - overview

- Use standard reporting to understand your audience, including information about:
 - Audience: Who is visiting
 - Acquisition: How your visitors found you
 - Behavior: What visitors did on the site
 - Conversions: Any goals you've set for your site visitors

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Date ranges and reporting

- Can customize time period
- Can compare range
 - By default to the previous day/week/
 - Can chose comparison to any other time period that you customize
- Traffic graph along bottom shows dates
- When comparing two periods: always try to compare same day of week to same day of week

GA/PROPERTY/1001

Standard Reporting - overview

Use standard reporting to understand your audience, including information about:

- Audience: Who is visiting
- Acquisition: How your visitors found you
- Behavior: What visitors did on the site
- Conversions: Any goals you've set for your site visitors

GA/PROPERTY/1001

Default Display

- Default Metric is visits
- You'll can change the metric displayed
- You can select second a second metric
- Displays information for the view (profile) you are viewing; not all sites

GA/PROPERTY/1001

Real-Time Reporting

- Tends to be inaccurate
- Provides only a brief snippet in time
- Provides distorted perspective
- Like viewing the night sky with a telescope
the size of a drinking straw

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Part 2: Audience Reporting



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Demographics & Interests

- Age, sex, hobbies
- Must be enabled
- Information taken from:
 - Social networking sites
 - Google properties
 - Sites where users have entered
 - Cookies

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Geography

- Language
 - Language used is a function of browser
 - Browser doesn't tell you too much as user might be working with a French browser but working in English
- Location
 - Population centers being measured can affect results
 - May want to remove visitors users from different countries
 - May want to remove visitors from outside your region
 - Filter out unrelated traffic
 - Can also filter internal (corporate) traffic using *segments*

GA/101/PL/2017/02/26

Behavior

- New vs. Returning
- Frequency & Recency
- Engagement

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Technology

- Browser
- OS
- Network
 - Where are users coming from
 - Bulk coming from ISPs
 - Can search for college, university, corporation
- Plotting rows
 - Clicking checkbox, then click "plot rows"

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Mobile

- Mobile devices used

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Visitor Flow

- How visitors locate then travel through your site
- From entry to exit
- Duration
- Network report
- Devices
 - Can get a better understanding UX concerns by looking at bounce rate and visit duration for specific device types

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When Time on Site isn't...

- Time on site calculated as entry time until the next click
- If visitor visits two pages on the site, but never clicks a link on the second page
 - The only page visited that counts is the first page
 - The time on the final page is not counted
- Visitors only hitting a single page will show as zero seconds, regardless of time spent on that page

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Splitting Content to Accurately Collect Time on Site Data

- Split content amongst pages
- Split content for tracking time on site
- Can also help SEO

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Splitting Content to Accurately Collect Time on Site Data

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- What are the top three states from which traffic visits the site you are monitoring?
- What percent of your traffic is from mobile devices over the past three months?


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Google Analytics 201

- Create unfiltered views (profile)
- Traffic Sources reports: how visitors found your site
- Content reports: what visitors are doing on your site
- Goals reports: are visitors doing what you want on your site
- Exporting Reports and Custom reporting
- Measuring online and offline activities
- Measuring impact of social media initiatives such as Facebook, Twitter, and Google+
- Multi-channel funnels and Flow visualizations
- Creating goals

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Part 3: Acquisition: Traffic Sources



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Overview & Channels

- High-level groupings of how traffic arrived on your site
- Search: Organic, Paid
- Direct: The page directly typed-in or bookmarked
- Referral: Link from another site
- Social: Facebook, Twitter, etc.
- Display advertising

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All traffic dashboard

- Direct traffic
 - Keying URL directly into the web address
 - An email from a colleague or untagged link
 - *Outbound email marketing should be tagged so you know the source*
 - Visitors using a bookmark to return to your site
- All referrals: Sites that link to yours

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Campaigns

- Google automatically adds tracking codes to campaigns placed on their network
- Tagged links that point to your site

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Acquisition Reports (continued)

- Keywords
- Cost Analysis
- Adwords
 - Matched Search Queries are key when looking at paid search terms
 - Can see what is being used for search terms
 - *Matched Search Query is what users actually searched for vs. Keyword, which is what was bid on*

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Acquisition Reports (continued)

- Social
 - Certain sites share data with Google Analytics to report activity
- SEO
 - Queries: What users typed into Google
 - Landing Pages: Where users were sent

2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 26

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Dimensions: Primary & Secondary

- Most reports support primary dimensions
 - Examples of Primary Dimensions
 - Query: What user typed into Google
 - Source: Who sent the traffic
 - Medium: How (email, organic, paid, referral)
- Secondary Dimensions
 - Adds another way to organize data
 - Examples:
 - medium (cpc, referral, etc.)
 - Country
 - Viewing and removing secondary dimensions

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View types

- Data, percentage, performance, word cloud, etc.
- Table view: big picture overview
- Pie charts (not always useful with more than a few dimensions)
- Performance
 - Can sort any column by clicking on it when in a performance view
 - *Spend time covering various ways to sort in the performance view*

Lichtenberg et al.

Part 4: Behavior



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Site Content

- When Viewing All Pages section, can switch to viewing by Page Title rather than URL
- Provides page-level metrics rather than site level metrics
- Navigation summary for specific pages (selected across the top) shows page visited before and pages visited after
- Landing Pages: Where people are entering your site
- Exit pages: Where people are leaving your site

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Site Speed

- Page Timings: Faster load time is tied to SEO
- Should optimize page load time so it is going down (decreasing)
- Can reduce page load time with CDNs, Optimizing JS

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Additional behavior reports

- Site Search
- Events
- AdSense
- Experiments

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In-page analytics

- Heat Map
- Percent of what draws clicks on your site


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Use Secondary Dimensions to get detailed page-level data

- Source: Determine home page typed-in directly by users
- Referrals: Can view campaigns and impact on traffic to pages

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Not Provided

- In organic search results, "Not provided" is from users that are logged-in to a Google account
- As more users stay logged-in, and default of Chrome is to remain logged-in, this number will increase

GA/101/Unit 1/Slide 10

Data Sampling

- Google Analytics doesn't always display full data
- Data is sampled when:
 - More than 500K visitors
 - More than 50K of rows of data
- Data sampling icon displayed near date range, in upper right corner
- If sampling occurs, there are ways to get more accurate data:
 - Increase precision of sample set
 - Reduce date range to minimize sampling
 - Sampling tends to happen more on custom segments when G.A. needs to calculate data

GA/101/Unit 1/Slide 11

Understanding Goals and Conversions

- Google Analytics is at its most powerful when you have goals
 - Goals are essential because they provide the lens through which you see performance
- When you reached a goal you've achieved a *conversion*.
- Having clearly defined goals in place is essential for the optimal use of G.A.
- Not just specific revenue goals – but also
 - What is the purpose of your organizations' digital footprint?
 - What are the goals of your website?

GA/101/Unit 1/Slide 12

Two types of goals

- Macro Conversions:
 - Measurable with a dollar impact
 - Ecommerce sales;
 - Lead Generation
- Micro Conversions:
 - Steps along customer journey
 - Downloading a brochure or whitepaper
 - Generally show that the site delivering customer value
 - Show interest in your site or service
 - Examples
 - Playing a video; playing it to the end
 - Downloading a PDF

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Goals and the conversion funnel

- The conversion process, or funnel is the lifecycle for a customer
 - From prospect to customer to repeat customer
 - **Attract > Engage > Convert > Retain > Advocate**
 - The value of conversions tends to increase as you move from attraction to advocate.
- Where does each goal fit in the funnel process
 - Segment goals into top or bottom
 - Think about micro goals and macro goals

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Conversions track interaction with site

- Activity
- Interaction
- Time spent on site

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Examples of goals

- Reaching a destination URL
- Spending a specific amount of time on the site
- Visiting a certain number of pages
- Events: watching a video; downloading a white paper

GOALS/GOALS/GOALS 1001

Goals can require a funnel

- Optional
- Allows you to define a specific conversion path
- Allows you to define different conversion goals that might have the same result
 - eg: Facebook ads that lead to a sale vs. Adwords spending with same result

GOALS/GOALS/GOALS 1001

More about goals

- Goals are set at the profile level
 - Part of the administrative area
- You can have
 - Four sets of goals
 - Five goals per set
 - Total of 20 available goals
- Once goals are set, they can't be removed

GOALS/GOALS/GOALS 1001

Matching URL goals

- Exact match: regular URL
- Head match: Eliminates trailing characters
- RegEx match: Allows you to specify a pattern to match

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Other conversion data

- Ecommerce
- Multi-Channel Funnels
- Attribution

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Part 5: Filters



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Filters: General Information

- Filters are applied on the profile level
 - predefined filters
 - custom filters
- Data cannot be reprocessed as raw after it has been filtered.*
 - Always keep at least one unfiltered profile.**

GA-PROPERTY-1001

Predefined filters

- Exclude from domains: excludes traffic from specified domain names
- Exclude traffic from an IP address:
- Include traffic to subdirectories:
 - Use this to allow a profile to view traffic to only one part of a website (eg: blogs)

GA-PROPERTY-1001

Custom filters

- Include / exclude: use this to exclude certain visitors, such as those from an IP range
- Search / replace: Use this to replace codes with plain language. For example, id=100 could be "shoes"
- Uppercase / lowercase: Use to standardize URLs because Google Analytics sees uppercase and lowercase URLs differently, even if they display the same data.
- Advanced: Can combine data from multiple fields.
- Exclude referrers: Use to exclude traffic sent from a domain that you do not want to track. Available for domain or IP address.

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Custom filter example

- Using a filter to show only adwords traffic

	Type	Field	Pattern
Filter 1 Custom include	Campaign source	google	
Filter 2	Custom include	Campaign medium	cpc

2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 26

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Not everything is tracked (by default)

Some of what is missing:

- Video plays
- PDF downloads and clicks
- Ecommerce
- Some site searches

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Most Popular Campaign Dimensions

- source: where did they come from
 - Website or social media site
 - none
- medium: what's the marketing channel
 - Organic or Paid search
 - Manual tags: email, social, tv, newspaper, magazine, radio
- campaign
 - What was this tied to (what do we want people to do, what is the campaign all about? What is the initiative? Similar to Mad Men style campaigns)
 - Awareness
 - New sales
 - Remarketing
 - Use campaigns liberally: there's no limit to the number of campaigns used

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Other Campaign Dimensions

- **keyword:** keywords searched for when using search engine
 - When SSL search is used, value is *(not provided)*
 - To determine "not provided" look at landing page as a secondary dimension to see what users were expecting when searching
- **content:** Identifies specific links in a custom campaign
 - Use if you have multiple call to action links in an email, you can use *content* to determine which of the calls to action is most effective
 - Can be call-to-action, or a more specific drill-down
 - time email was sent
 - different subject line in an email, etc.
 - specific ad size
 - specific ad creative

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Examples of campaigns

Source	Medium	Campaign
Google	CPC (paid)	Remarketing in NY
Twitter	social	free monthly trial

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Ways to use Campaigns

- Tag source, medium, and campaign to determine what marketing efforts are most successful
- For example, a nonprofit could use:
 - campaign = donations
 - medium = social
 - source = (each specific source used in the campaign).

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Campaign Example

- Determining success of an email campaign: Test email subject lines to measure effectiveness
 - Source: weekly email blast; or name of list (where names were acquired)
 - Medium: Email
 - Campaign Name: Date of email campaign
 - Content:
 - add subject line A for first email subject used
 - add subject line B for second email subject used

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Campaigns and Organic Search

- Source and Medium are defined for organic search
- campaigns are not set for organic campaign
- Example
 - source = bing
 - medium=organic
 - campaign=not set
 - keywords=american graphics institute
- Possible source and medium combinations
 - Google/Organic
 - Bing / Organic

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Create a list or table tracking the following for an email campaign you plan to send

- Source
- Medium
- Campaign
- keyword
- content



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Applying custom tags

- Apply tags at the end of the url string
- Place a question mark (?) then follow with tag
- Placing an ampersand (&) between each tag used
- Tags to use are
 - utm_source=
 - utm_medium=
 - utm_campaign=
 - utm_term=
 - utm_content=
- Register for our spring conference http://www.perio.org/spring-conference?utm_campaign=spring-conference&utm_medium=social&utm_source=facebook

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Additional considerations for custom campaign tags

- Without utm parameters, campaigns appear as "not set" in Google Analytics
- Don't add tags for Google ads as Google applies tags within its network
- Campaigns report show up in the Campaigns section of the Sources
 - Can use a secondary dimension of Medium to determine where campaign was generated from, or you can do this for source

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Additional considerations for custom campaign tags (continued)

- Don't tag internal links
 - Internal tags will override how users arrived on the site
 - Events can be set-up to tag internal links (covered in 301)
- Tagging offline ads: magazines; billboards
- Use redirects on the site, and the redirect inserts the parameters

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Part 6: Advanced topics



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Understanding Segments

- Segments allow filtering of data
- You can redefine segments
- You can apply them retroactively
- You can create and save custom segments
 - Custom segments can use regular expressions
 - Can share or edit custom advanced segments

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Examples of custom segments

- morning visitors
- time on site
- branded keywords
- non-branded keyword (use "exclude" to remove the keywords)

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Intelligence Events

- Automatic Alerts
- Custom Alerts

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Examples of custom alerts

- bounce rate changes
- traffic decreases / increases

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Internal Site Search

- Discover what users are searching for on your site
- Requires search query parameters in the URL
 - eg: ?q=search-terms
- Use to compare goal completions for visitors who use search vs. visitors that don't
- Use to determine what content users are having difficulty locating
- Site search shows start page, destination page, search terms used

GADEMUM/2017 10/1

Virtual Pageviews

- You can use virtual pageviews to track items that Google Analytics might otherwise ignore:
- PDF downloads
- Click of video link

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About Virtual Pageviews

- You can provide the filename to identify the name of the pageview
- Virtual pageviews appear as regular pages within Google Analytics reports
- You could create a profile to display only virtual pageviews to separate them for reporting

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Implementing Virtual Pageviews

- The code you use: `onClick="_gaq.push(['_trackPageview','/fake-page-name-here']);"`
- An example for a PDF file:
`<a href="http://www.agitraining.com/sample.pdf" onClick="_gaq.push(['_trackPageview','/sample-pdf']);">`
- Note that code is placed inside the `<a>` tag within the HTML
- An example for a Flash file

```
On (release) {
  //tracking – no action
  getURL="_gaq.push(['_trackPageview','/media/flash-file.swf']);"
}
```

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Event tracking

- Events are used to track non-page clicks, similar to a Virtual Pageview, but more granular.
- When using events, keep the following in mind:
- Events do not create a page view
- You can organize events into categories
- Events appear in the Events panel (a separate section – so they don't surface as easily when looking at overview reports)

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Arguments you can use when tracking an event

- Category: "bucket" (eg: videos)
- Action: What occurs with the event (eg: play)
- Label: name (eg: admissions)
- Value: numerical (eg: time of video)

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Implementing Event tracking

- The code you use for events: `_gaq.push(['_trackEvent','name','label','value']);`
- An example event:
`_gaq.push(['_trackEvent','videos','admissions','2:30']);`

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Evaluating Events

- Total events: The total number of times an event occurs.
 - Example: If the play button is being tracked, and it is pressed five times, the value would be five.
- Unique events: The number of times an event occurs per visit
 - Example: If one user presses the same play button five times, it only would report as one.

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Questions?

Christopher Smith
csmith@agitraining.com
 @cgsmith

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