

Google Analytics

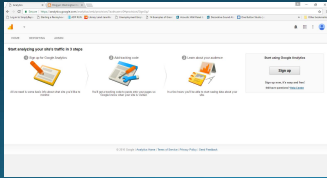
Google Analytics
A free Google product that gives valuable insights into your website activity

- Today You Will Learn**
- How to set up Google Analytics
 - How to find out information about your audience
 - Tips to improve your findings

Setting up Analytics

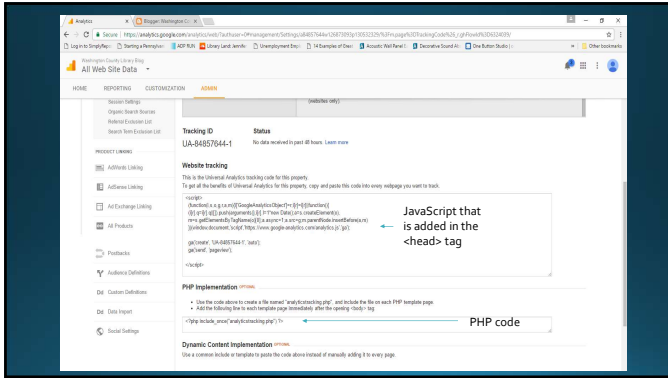
Set up an Account

- Go to google.com/analytics and sign into Google Analytics (or sign up for a Google account)
- You can track up to 100 multiple websites (each with their own tracking ID) under the same account



Adding tracking code to your website

- Google provides you with the code you need to add
- JavaScript and PHP versions are provided
- Some Google products like Blogger only require your tracking ID to monitor your website, while it can be added to plugins for other companies' products like WordPress
- If you are manually entering code into your website, make sure to add it to every page you want to track



Mobile Apps

- Apps can be tracked using Firebase Analytics, whose data can be integrated into Google Analytics to allow you to measure your entire internet presence

What are you trying to sell?

Event Tracking

- Gives data for interactive elements on your website
- Can include slideshows, videos, flash elements and downloads (including PDFs)

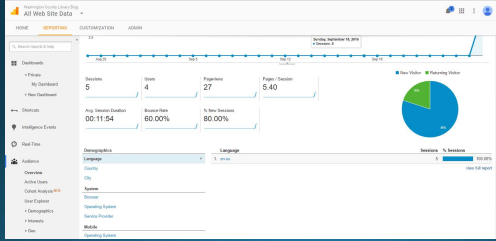
Implementing Event Tracking

- Use this code: `ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);`
- The items in [brackets] are variables you select yourself

Field Name	Value Type	Required	Description
eventCategory	text	yes	Typically the object that was interacted with (e.g. 'Video')
eventAction	text	yes	The type of interaction (e.g. 'play')
eventLabel	text	no	Useful for categorizing events (e.g. 'Fall Campaign')
eventValue	integer	no	A numeric value associated with the event (e.g. 42)

Reports

Audience Reports

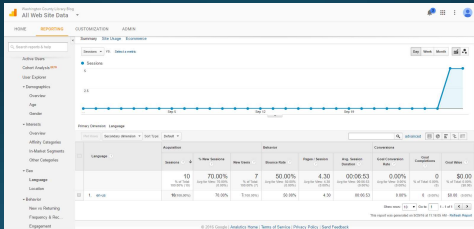


Audience Reports

- Pageviews are the total number of pages viewed on your entire website
- Sessions are a period of time when the user is actively involved with your website
- Users are unique individuals who have interacted with your page
- Bounce rate is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page). Usually, lower is better.

Audience Geo

- Can show you your audience location and languages



Audience Technology

- Shows the web browser that your patrons use to view your website in addition to information about the operating system, screen resolution and flash version

Acquisition		Behavior				Conversions			
Browser	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10	70.00%	7	50.00%	4.30	00:09:53	0.00%	0	\$0.00
1 Chrome	7 (70.00%)	57.14%	4 (57.14%)	42.86%	6.43	00:19:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2 Edge	3 (30.00%)	100.00%	3 (100.00%)	66.67%	1.67	00:09:02	0.00%	0 (0.00%)	\$0.00 (0.00%)



Audience Mobile

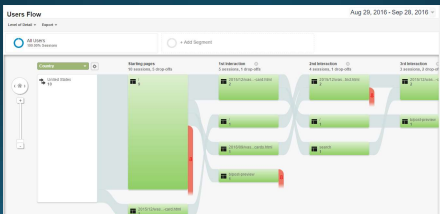
- Can show you detailed information on the type of mobile devices that are accessing your website including, brand, network provider, and operating system

Acquisition		Behavior				Conversions			
Mobile Device Info	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2	100.00%	2	50.00%	3.50	00:00:47	0.00%	0	\$0.00
1 iPod touch	1 (50.00%)	100.00%	1 (50.00%)	0.00%	6.00	00:19:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2 HTC Desire 610	1 (50.00%)	100.00%	1 (50.00%)	100.00%	1.00	00:09:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



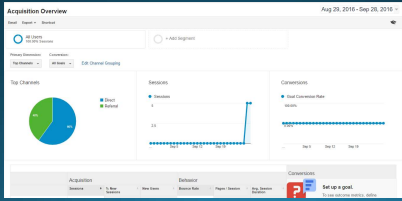
Audience Users Flow

- Shows you graphically the path your audience takes through your website



Acquisition Reports

- These reports will tell you where your audience found you whether they were referred from somewhere else, or came directly to your site



Acquisition Channels

- Channels show you the page the link was on that enabled your user to find you

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
(Total)	10	70.00%	7	50.00%	4.30	00:06:53	0.00%	0	\$0.00
1. (Direct)	6 (60.00%)	100.00%	6 (85.71%)	50.00%	3.00	00:05:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. analytics.html	3 (30.00%)	0.00%	0 (0.00%)	33.33%	4.00	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. reddit.com	1 (10.00%)	100.00%	1 (14.29%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

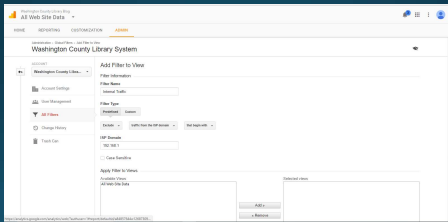
Tips and Tricks

Filtering

- Use Include and Exclude Filters to eliminate unwanted hits
- Include filters can be used to track activity in a specific directory of your website
- Exclude filters are used to remove traffic from within your building

Filtering

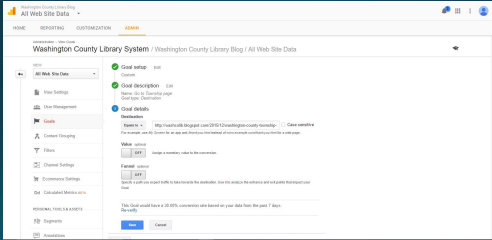
- Go to the Admin Tab and select All Filters



Goals

- Goals measure how well your site or app fulfills your target objectives—from Google
- Can include watching a video, clicking a link to download a pdf, or filling out a form

Goals



Google Tag Manager

- Lets you monitor a large number of tags across your website
- Minimizes the amount of code that is processed
- Works with both your website and mobile app
