

Google Analytics essential Training

1. Get started

How does Google analytics Work?

- Two requirements for tracking data

1) Cookies

- Identify individual website users
- Gather data as users travel through the site

2) JavaScript Tracking Code

- Must be encoded on every webpage.
- Vital for sending data to Google servers

Set up a Google Analytics account

- Go to analytics.google.com and sign in for your account.
- Click on Google Marketing Platform.
- Click on Analytics
- Give a account name
- Check all the options and click next
- Next is what you are trying to measure, web or app or apps or web combined.
- Enter website name and URL.
- Create.

Install the Google Analytics tracking tag

- Go to admin-->select your account-->select your property-->tracking info
- Copy the code and paste in the head of your site before anything else on every webpage.

2. Google Analytics Fundamentals

Accessing Google demo data

- [Google.analytics.com/account](https://google.analytics.com/account)
- Click on the first link “demo account”

- Access demo account
- Now you can access it in your google analytical account

3. Introduction to the UI and reports

Introduction to reports

- Four main types of reports are
- Real-Time
- Audience
- Acquisition
- behavior

Metrics and dimensions: The importance of scope

- Metric measures data
- Metric can be page views, sessions, average load time, users, bounce rate and conversion rate
- Dimension are page, device type, campaign name, country, loading page and browser
- Scope is the property of that metric or dimension that determines the level that value of data is associated with
- Levels are hit, user, session and product

Graph data over time in reports

- Main data over time is the main chart
- Audience-->mobile-->overview is the way to watch data from different devices.

Using annotations in analytics reports

- You can make some annotations in your report to form other users about the changes which happened in the report.

Different ways to view data

- All traffic-->channels
- Default channel grouping
- We can see bounce rate of users.

4. Filter and segment data

Basic inline filters

- There are three types of filter
- **View, quick inline filters and advanced filters**
- Settings-->view-->create view-->filters
- Audience-->geo-->language (we can see that from where the users coming from, which language area)
- Acquisition-->all traffic-->source/medium

Advanced inline filters

- We can use advance filters like click on “advance” and you can add a filter like include source/coming containing “google” or YouTube.
- You can write like that YouTube\Facebook.
- \ is for “or”.
- You will see traffic only from fb and YouTube.
- We could add filter like sessions greater than 100 or filter like “average order” from 10\$.

Introduction to segmentation in Google Analytics

- Segment on the basis of Geographical data is important like from where the users are coming
- Traffic channels e.g. organic search, direct, referral, social, affiliates, paid search
- Site interaction like whether user complete checkout or not.
- Segments can be on base of different kind of browsers/ technology.
- Segment like those who reached our goals or those who not.
- Segmenting is key to reporting and it depends on you which kind of segment you want.

Create and apply persistent segments in reports

- Audience--> geo --. And you will see all countries traffic.
- All traffic-->channels
- You can add secondary dimension e.g. country.
- Add segment -->you will see segments already added from google
- Click on new segment to create your own segment by giving it a name.

- e.g us mail English language users, age b/w 25 to 34, running windows.
- Click save

5. Audience reports

Who are your users?

- Audience-->active users
- Audience--> lifetime value
- Geo-->language
- Geo-->behavior

Audience overview

- Audience-->overview
- Above, you will see standard data over time graph
- You can choose time of your choice, like comparison from previous month.
- You can see city demographics like if data changed drastically b/w cities.

Demographics and interests

- Demographics-->overview
- You can change key metric like from “users” to other metric.
- You can compare metrics too like age vs revenue how much revenue generated by specific age group.
- In time, select day, week or month.

Geographic location

- Audience-->geo-->location
- You will see a map and you can click on a state to see its data below.
- You can use the metric like “per session”.

Technology

- Audience-->technology
- You can now see from main view or use other metrics.
- By default, it would be from browsers perspective but you can see from operating systems too and if you see some problem in user behavior in a specific operating system or browser, you can fix it.

Mobiles

- You can see mobile specific reports only for different devices.
- You can evaluate them by bounce rate, revenue generated etc.

6. Acquisition reports

Where are your users coming from?

- Accurate analytics is major competitive advantage that where you spend your marketing money.
- Acquisition-->overview
- Then you can customize all the metrics and see the data.

Channels

- All traffic-->channels
- Default channel grouping are:
- Organic search
- Direct
- Referral
- Social
- Affiliates
- Paid search
- Display
- You can see then acquisition, behavior and conversion from all these channels.

Source and medium

- All traffic-->source/medium
- You will see all the data from google/organic, YouTube.

Referrals

- Acquisition-->rereferrals

Campaign tracking

- Track different marketing campaigns by source, medium, campaign name, and other campaign dimensions.

- Track campaigns using UTMs
- Url made up of hostname, landing page, source, medium, campaign, keyword and content
- Google has a special tool to build “campaign URL builder”
- <https://ga-dev-tools.appspot.com/campaign-url-builder/>

7. Behavior reports

How are your users engaging?

- Behavior-->overview
- Page views
- Unique pageviews
- Avg time on page
- Bounce rate
- Exit

Site content

- Behavior-->site content-->all pages
- You can see how valuable a page is.
- How engaging it is.
- How popular a page is

Site speed

- Behavior-->site speed-->page timings

Introduction to events

- Any user behavior or interaction at the hit level you may want to track on your website.
- Category
- Action
- Label
- Value
- To add an event, you need to add some js code in your site so that google can keep a track of it.

Event reports

- Behavior-->top events

8.Conversion Reports

How are users converting?

- Behavior-->conversion
- **Google Analytics' Conversion reports** provides metrics to evaluate your online business value, whether it is revenue or other valuable events ie signups, leads, subscribers. You can drill down through the **conversion** funnel with the preset tracking options or customize your own.

Understanding funnel visualization

- In **Google Analytics**, a **funnel** is a navigation path (series of web pages) which you expect your website users to follow, to achieve website goals. A **funnel** is made up of a goal page(s) and one or more **funnel** pages (also known as the **funnel** steps). ... You can set up to 20 pages as **funnel** pages in GA.

Visualizing funnels with Goal Flow

It is a **visualization** of how users navigate through the **goal funnel**. “The path your traffic follows towards a **goal** conversion is known as a **funnel**. A **goal flow** breaks through the restricted aspects of a standard **funnel visualization** report and fragments the data into a more open and flexible format.

Real-time data report

Reports-->realtime

Real-Time allows you to monitor activity as it happens on your site or app. The **reports** are updated continuously and each hit is reported seconds after it occurs.

9.Basic configuration

Configure your GA account

- Admin settings
- Create account
- Create property
- Create view

Manage user accounts

<https://support.google.com/analytics/answer/1009702?hl=en>

Set up goals:

Admin-->view-->goal

Sign in to **Google Analytics**. Click Admin, and navigate to the desired view. In the VIEW column, click **Goals**.

...

Follow the steps to **create a new goal (above)**, then:

8. Select Custom from the list of options.
9. Click Next step, then select a **goal** Type.
10. Click Next step again to continue setting up your **goal**.