Google Analytics

Basic Analytics

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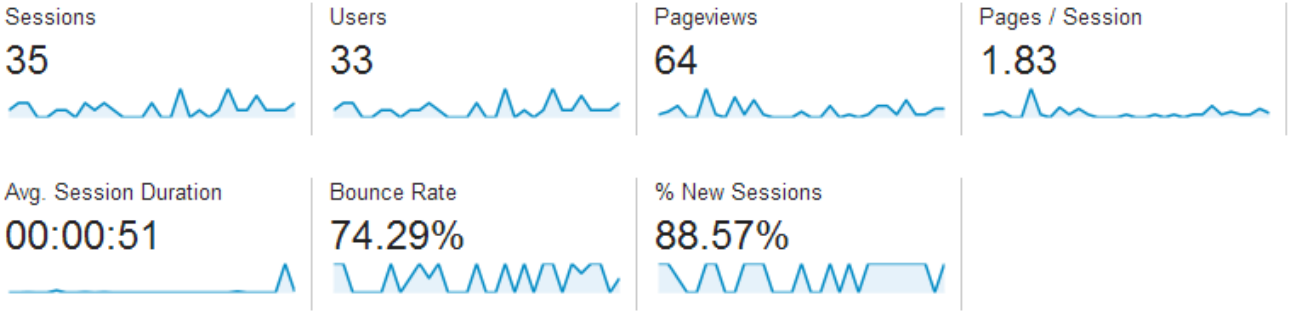
Revolutionary Solutions

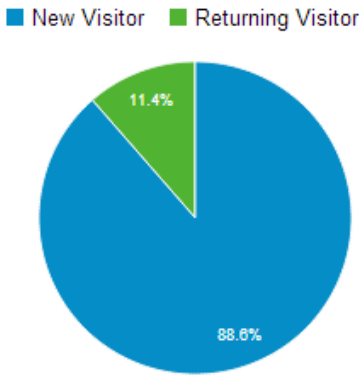
What is Google Analytics?

- Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales.
- The basic service is free of charge and a premium version is available for a fee.
- Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

Source: http://en.wikipedia.org/wiki/Google_Analytics

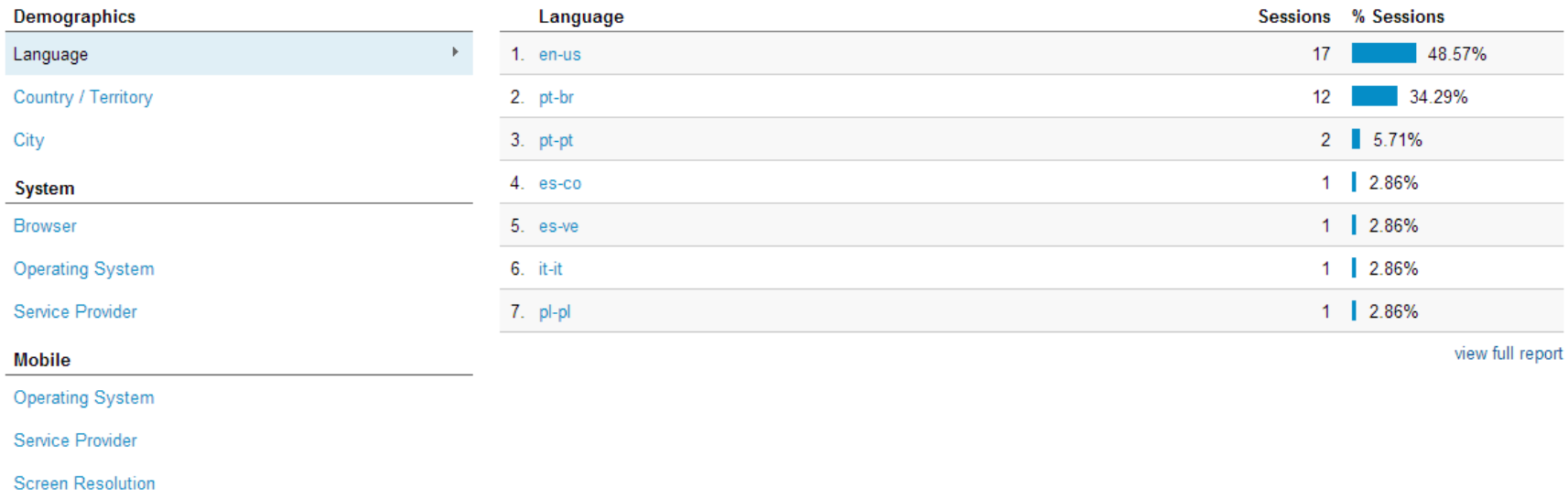
What can you track?





- Number of views for each page, both normal and zoomed format, changing between pages.
- Number of unique visitors.
- Audience description.
- Traffic sources.
- Events: (link clicking, sharing, searching, printing, saving PDF)
- E-Commerce events: (adding product to cart, updating cart, checkout)

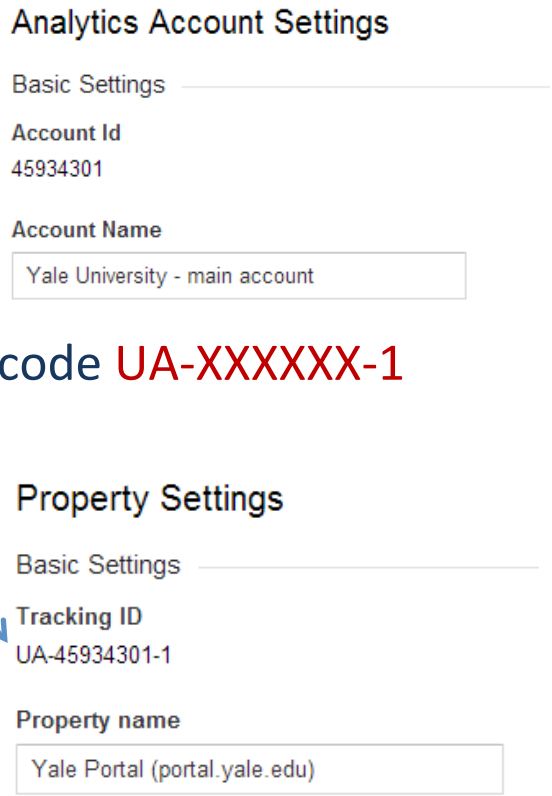
Available Stats



- The number of visits (Visits graph and numbers)
- Viewers' languages and location (Language table)
- Proportions of new and returning visitors (Diagram)
- Average page depth (Pages / Visit graph)
- Visit duration (Avg. visit duration graph)
- Browsers, OS, and network used by viewers (System)
- Mobile device usage and their characteristics (Mobile)

How to get started?

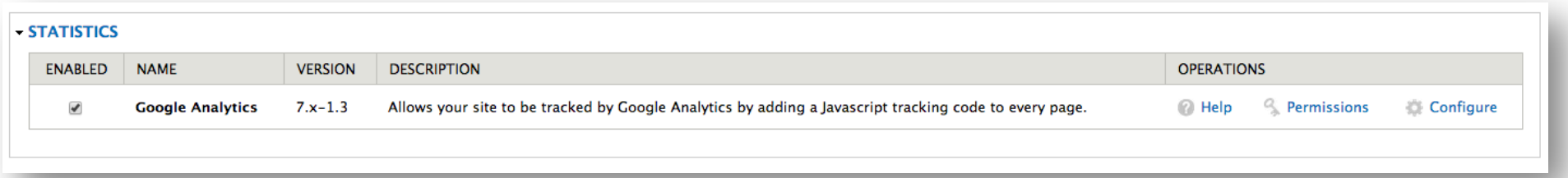
- Have Gmail account
  - https://www.gmail.com
- Sign up for Google Analytics
  - https://www.google.com/analytics
- Create a new account
  - You will be issued an Account ID: XXXXXXX
- Login and create a new property
  - Property generates an Universal Analytics (UA) code UA-XXXXXX-1
  - UA code is based on Account ID

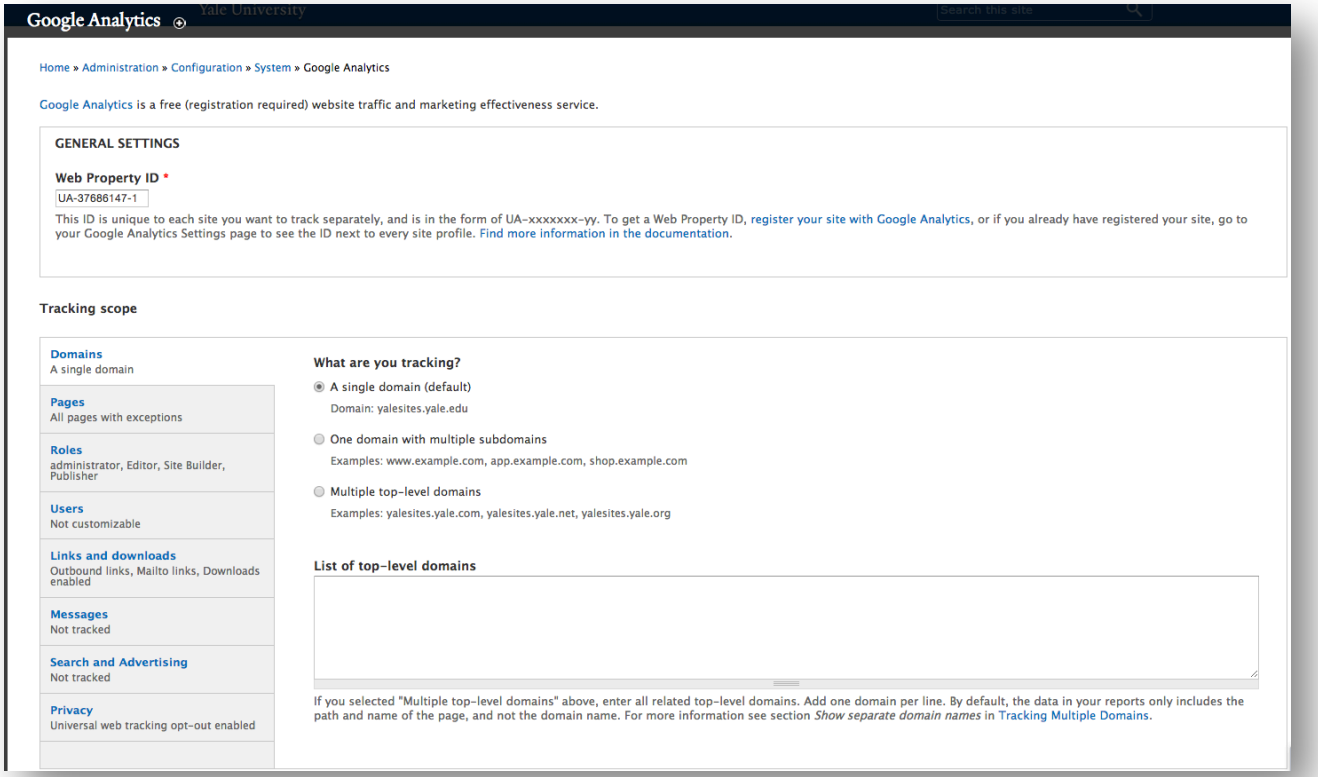


How to get started?

- Add UA code to your website to track analytics.
  - Static website: Paste your snippet (unaltered, in it's entirety) into every web page you want to track. Paste it immediately before the closing </head> tag.
  - Drupal: Use Google Analytics Module (Screen Capture)

Add UA code to: YaleSites (Drupal)

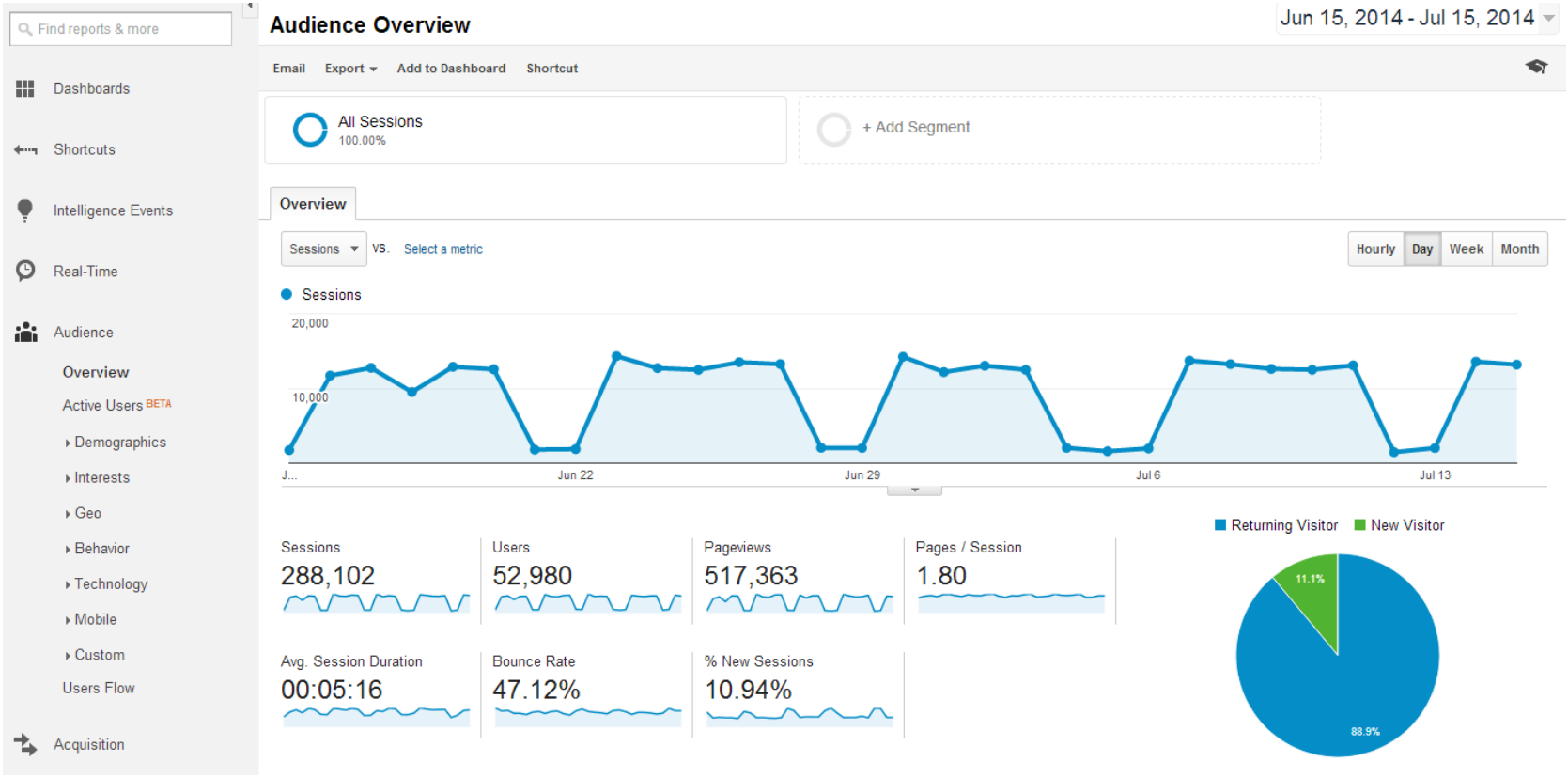




How to get started?

Go to the Analytics dashboard page to see daily metrics

Note: Standard Reporting in Google Analytics will be delayed in populating data (up to 24 hours)



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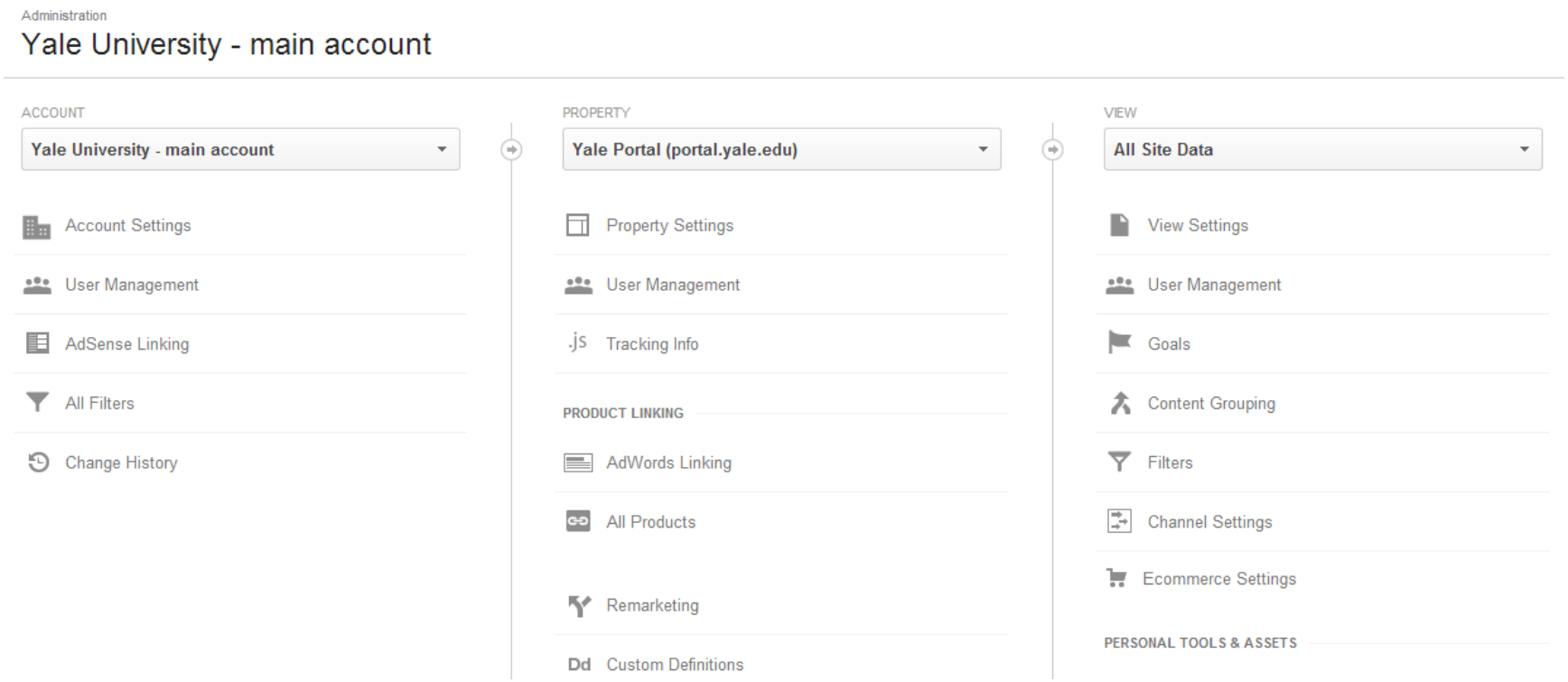
Account Overview

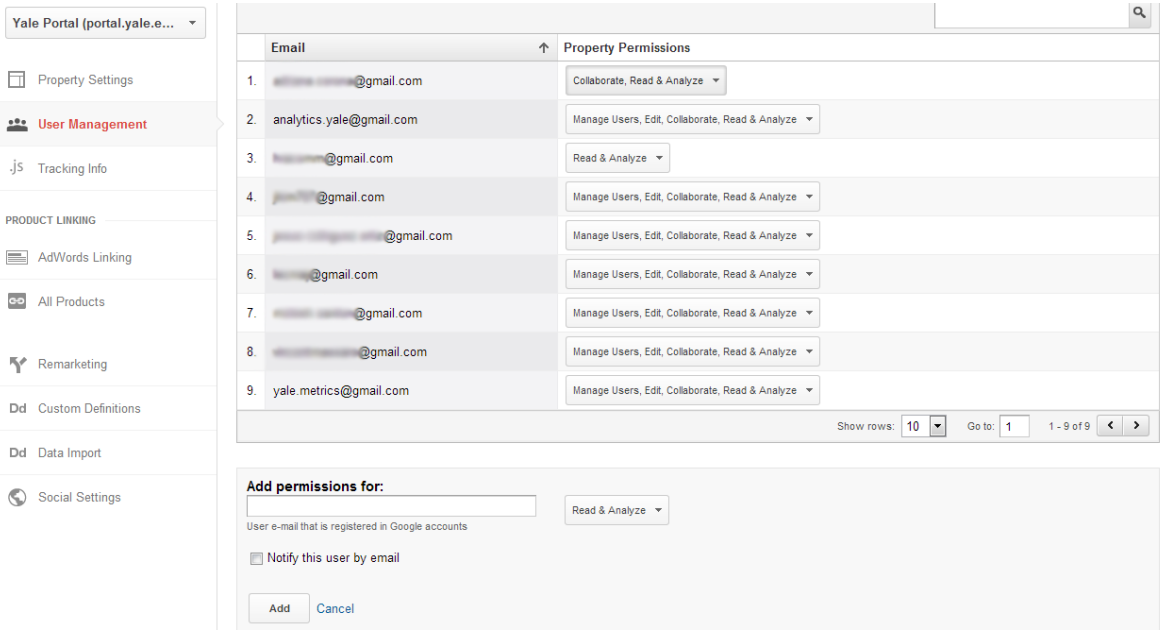


Account Limits

- Accounts per Google Login: 100
  - Each account gets assigned an Account ID
- Properties per Analytics Account: 50
  - Each Property gets assigned a UA Code (based on account ID: UA-XXXXXXX-1)
- Views per Property: 50
  - Level where you access reports

Add users

You can add users at the account, property, or view level. The level at which you add a user determines that user's initial access. For example, if you add a user at the view level, then that user belongs to the account, but initially has no permissions at the property or account level. You can change permissions for a user at any time.



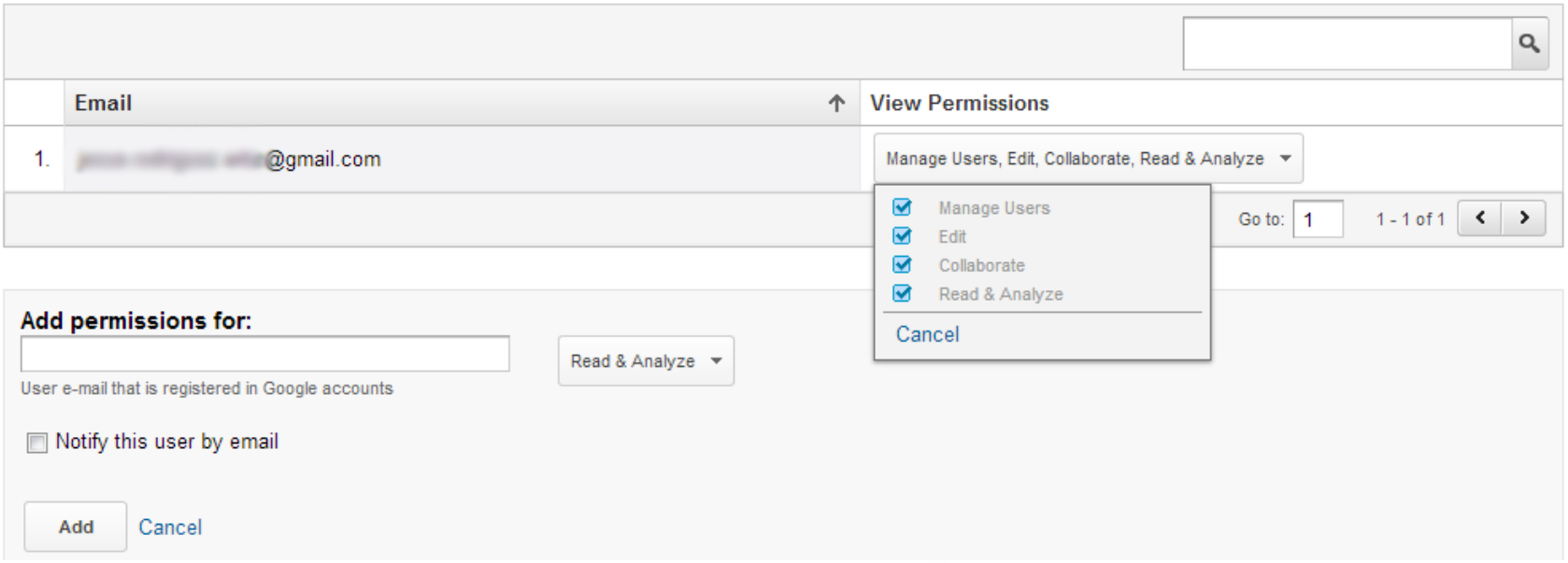
Add users

To add a new user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menus at the tops of the columns to select the account, property, or view you want.
3. To add a user at the account level, click **User Management** in that column.
   - To add a user at the property or view level, click **Permissions** in the appropriate column.
4. Under **Add permissions for**, enter the email address for the user's Google Account.
5. Select the permissions you want: **Manage Users, Edit, View**.
6. Select Notify this user by email to send a notification to each user you're adding.
7. Click **Add**

Modify users

You can modify the permissions for any user at any level in an Analytics account. For example, if you have given a user Read permission for only a single view, you can subsequently also give the user Edit permission for only that view. Or you can give that user Edit permission at the property level, and thereby also give Edit permission for every view in that property.



Modify users

Note: Keep in mind that you can give a user more permissions as you move down the account hierarchy, but you cannot give a user fewer permissions than you assigned at higher levels. For example, if you assign a user Edit permissions at the account level, then that user also has Edit permissions at the property and view levels (and you cannot revoke those permissions at the property or view level). Conversely, you can assign a user Edit permissions at the view level, but assign no permissions at either the property or account level.

Modify users

To modify permissions for an existing user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menus at the tops of the columns to select the account, property, or view you want.
3. To modify permissions at the account level, click **User Management** in that column.
   - To modify permissions at the property or view level, click **Permissions** in the appropriate column.
4. Use the search box at the top of the list to find the user you want. Enter a full or partial address(e.g., janedoe@gmail.com or janedoe).
   - Use the menu in the **Permissions** column to add or remove permissions.
5. Click **Save**.

Delete users

Although you can add users at any level in the account hierarchy, you can delete users only at the account level.

To delete a user:

1. Click **Admin** at the top of any Analytics page.
2. Use the menu at the top of the Account column to select the account you want.
3. Click **User Management** in that column.
4. Use the search box at the top of the list to find the user you want. Enter a full or partial address(e.g., janedoe@gmail.com or janedoe).
5. Click **delete** for the user you want to delete.

Dimensions and Metrics

What are Dimensions?

What are Metrics?

Dimensions: Describe data

- A dimension is a descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name. Values for the City Name dimension could be San Francisco, Berlin, or Singapore.
- Browser, Exit Page, Screens, and Session Duration are all examples of dimensions that appear by default in Google Analytics. Dimensions appear all of your reports, though you might see different ones depending on the specific report. Use them to help organize, segment, and analyze your data. In some reports, you can add and remove dimensions to see different aspects of your data.

Metrics: Measure data

- Metrics are individual elements of a dimension that can be measured as a sum or a ratio. For example, the dimension City can be associated with a metric like Population, which would have a sum value of all the residents of the specific city.
- Screenviews, Page per Session, and Average Session Duration are examples of metrics in Google Analytics.

Dimensions and Metrics

Dimensions: Describe data

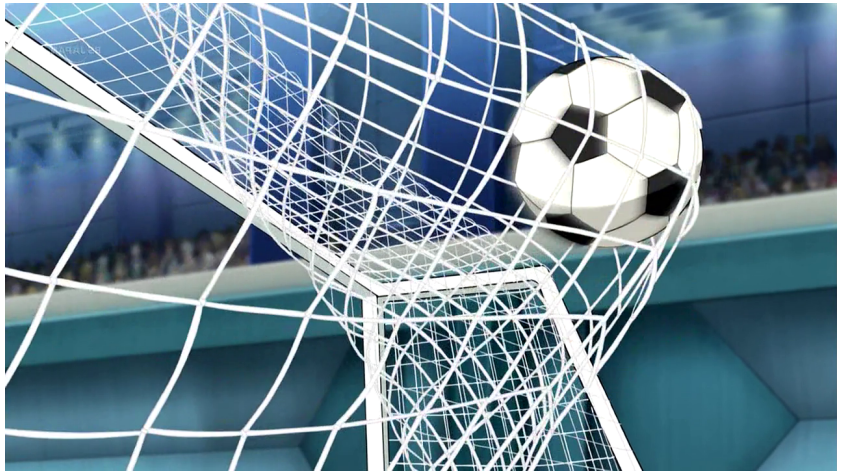
Metrics: Measure data

Relationship between Dimensions and Metrics

- Although dimensions and metrics can stand alone, they usually are used in conjunction with one another. The values of dimensions and metrics and the relationships between those values is what creates meaning in your data. For the greatest insights, dimensions are often associated with one or more metric.

DIMENSION	METRIC	METRIC
City	Area (in sq. miles)	Population
San Francisco	231	800,000
Berlin	334	3.5 million
Singapore	224	5.2 million

What are Goals?



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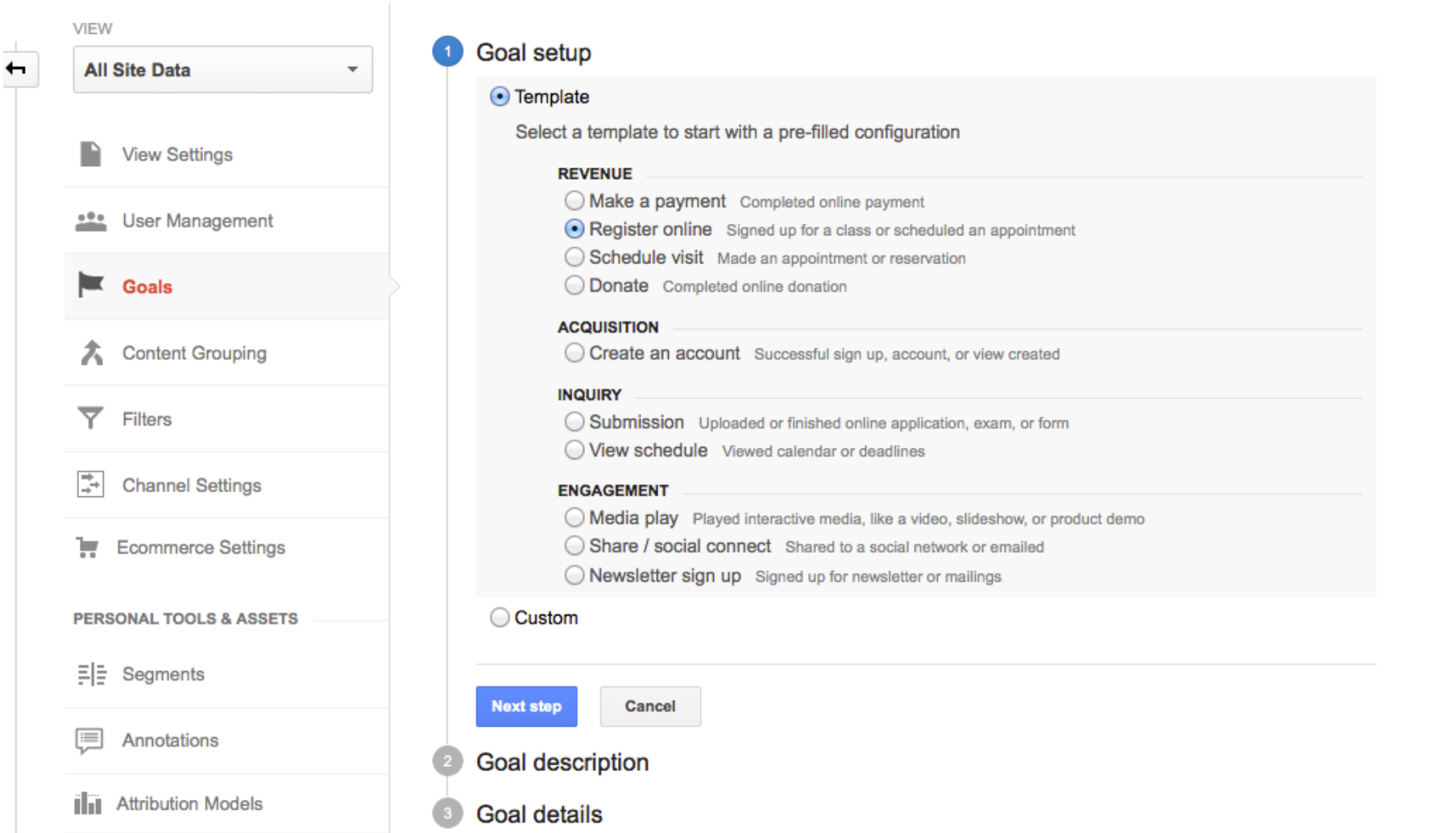
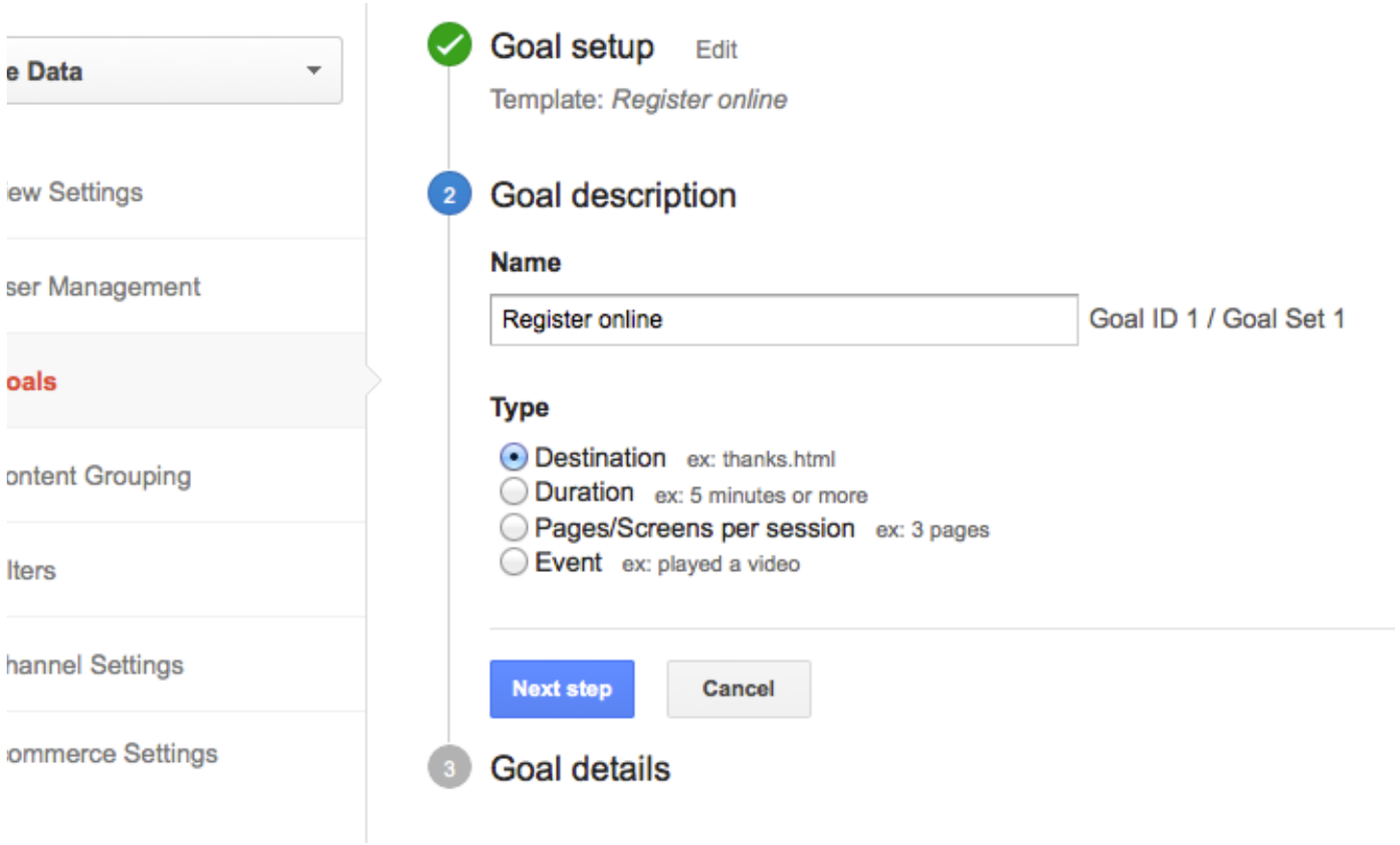
Goals

- Goals are a versatile way to measure how well your site or app fulfills your target objectives. You can set up individual Goals to track discrete actions, like transactions with a minimum purchase amount or the amount of time spent on a screen.
- Each time a user completes a Goal, a conversion is logged in your Google Analytics account. You can also give a Goal a monetary value, so you can see how much that conversion is worth to your business. You can analyze the Goal completion rates, or conversion rates in the Goal Reports. Goals conversions also appear in other reports, including the Visitor Report, Traffic Reports, Site Search Reports, and the Events Reports.

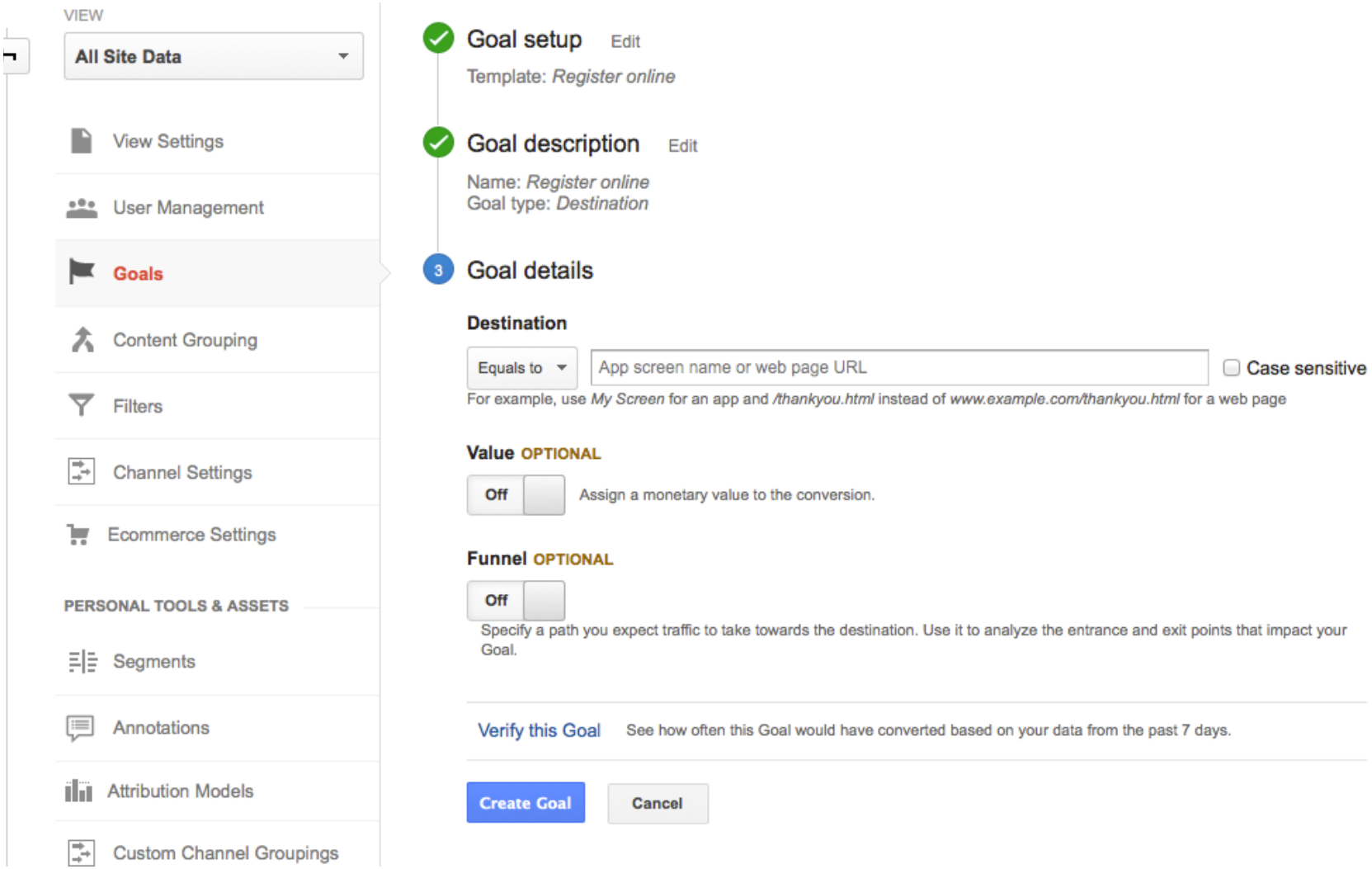
Setting Goals Step 1



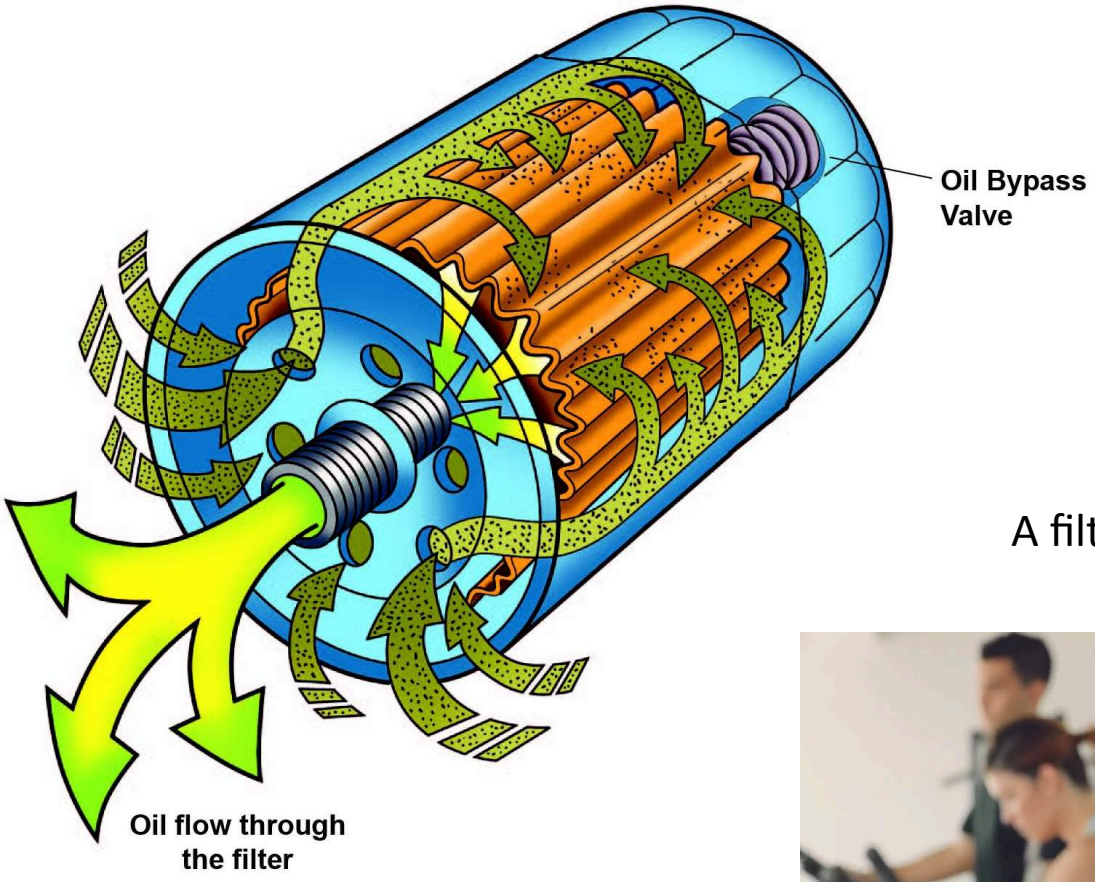
Setting Goals Step 2



Setting Goals Step 3



What are Filters?

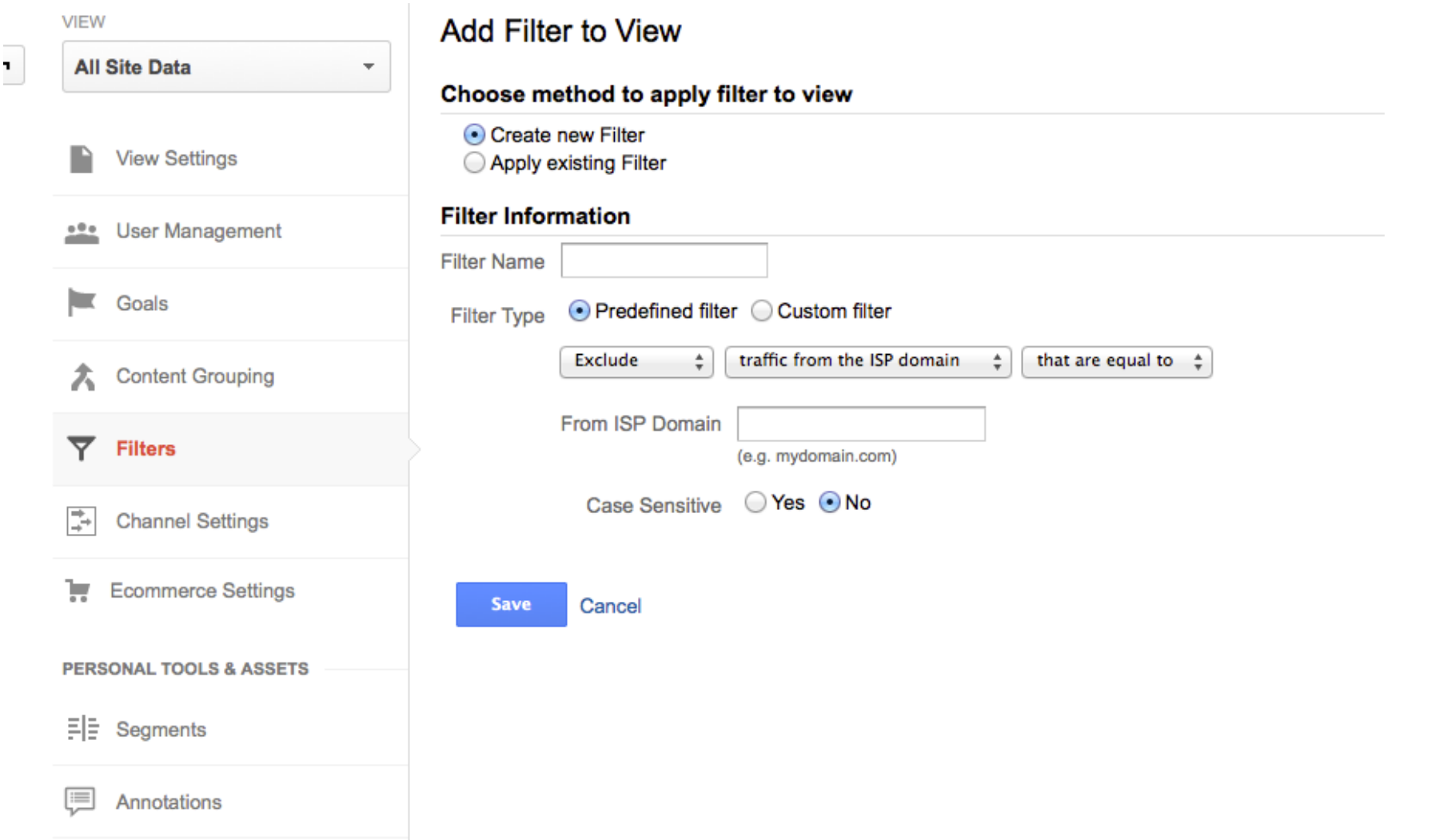


A filter helps you filter stuff…..

Filters

- Filters allow you to limit and modify the traffic data that is included in a view.
- For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory, or convert dynamic page URLs into readable text strings. Google Analytics supports two main kinds of filters: predefined and custom.

Creating Filters



Resources

- Lynda.com
  - Google Analytics Essential Training
  - Google Analytics Tips
- Google
  - https://support.google.com/analytics
  - https://analyticsacademy.withgoogle.com

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