



Google Analytics

Basic Analytics

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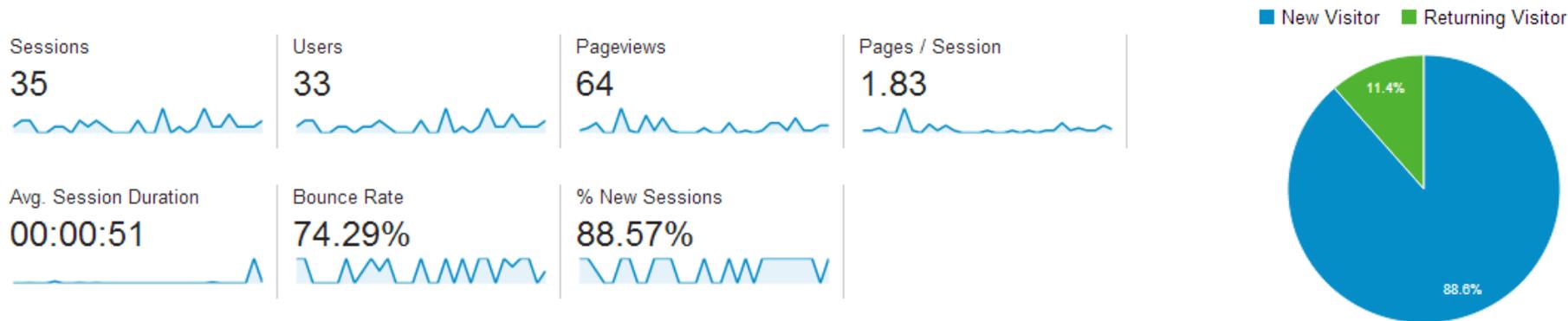
Revolutionary Solutions

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

Demographics

Language ▶

Country / Territory

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

Language

	Sessions	% Sessions
1. en-us	17	48.57%
2. pt-br	12	34.29%
3. pt-pt	2	5.71%
4. es-co	1	2.86%
5. es-ve	1	2.86%
6. it-it	1	2.86%
7. pl-pl	1	2.86%

[view full report](#)

- 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: XXXXXXXX
- Login and create a new property
 - Property generates an Universal Analytics (UA) code **UA-XXXXXX-1**
 - UA code is based on Account ID

Analytics Account Settings

Basic Settings

Account Id

45934301

Account Name

Yale University - main account

Property Settings

Basic Settings

Tracking ID

UA-45934301-1

Property name

Yale Portal (portal.yale.edu)

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)

STATISTICS

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input checked="" type="checkbox"/>	Google Analytics	7.x-1.3	Allows your site to be tracked by Google Analytics by adding a Javascript tracking code to every page.	Help Permissions Configure

Google Analytics 

[Home](#) » [Administration](#) » [Configuration](#) » [System](#) » [Google Analytics](#)

Google Analytics is a free (registration required) website traffic and marketing effectiveness service.

GENERAL SETTINGS

Web Property ID *

This ID is unique to each site you want to track separately, and is in the form of UA-xxxxxx-yy. To get a Web Property ID, register your site with Google Analytics, or if you already have registered your site, go to your Google Analytics Settings page to see the ID next to every site profile. [Find more information in the documentation.](#)

Tracking scope

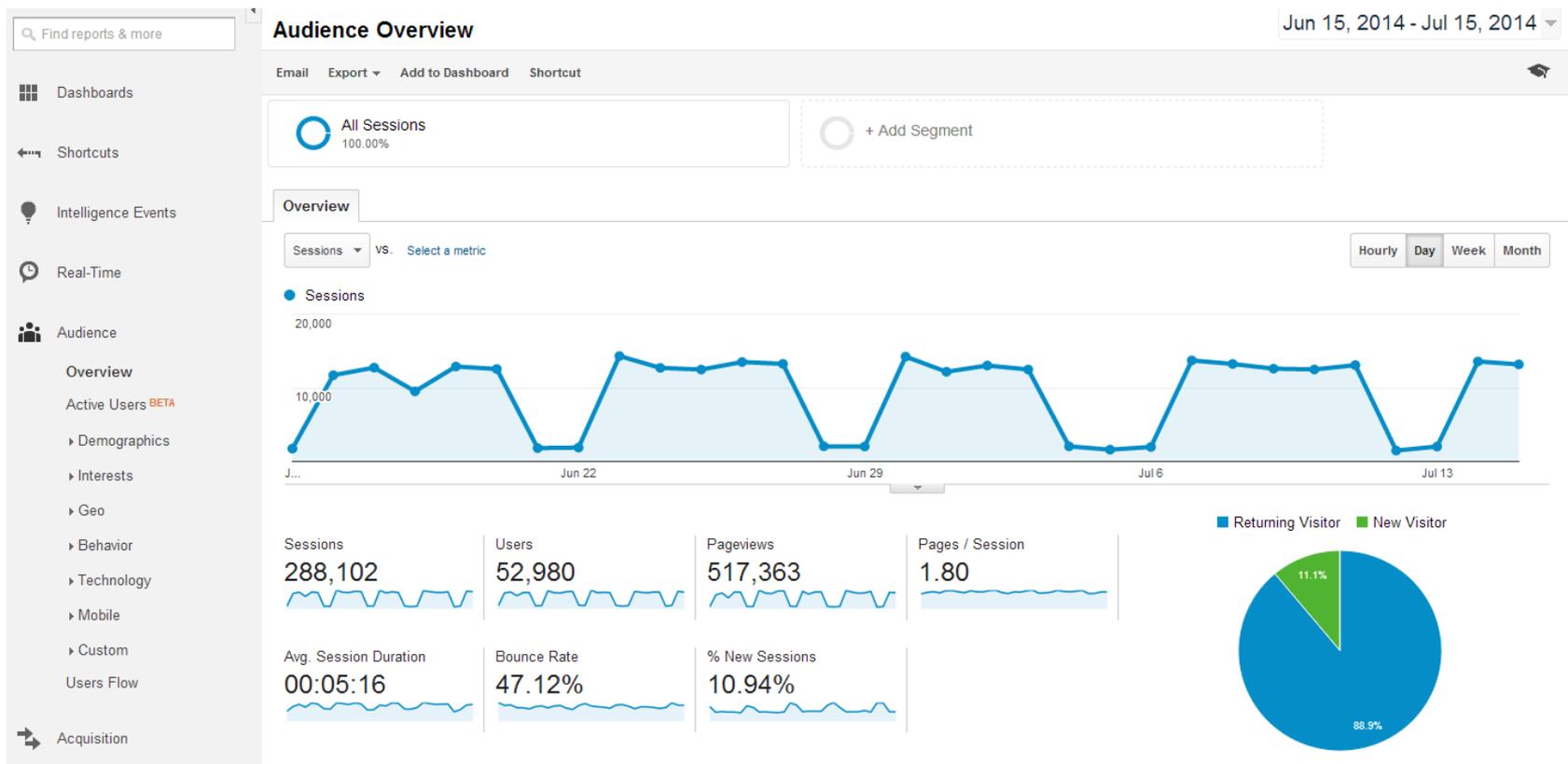
Domains A single domain	What are you tracking? <ul style="list-style-type: none"><input checked="" type="radio"/> A single domain (default) Domain: yalesites.yale.edu<input type="radio"/> One domain with multiple subdomains Examples: www.example.com, app.example.com, shop.example.com<input type="radio"/> Multiple top-level domains Examples: yalesites.yale.com, yalesites.yale.net, yalesites.yale.org List of top-level domains <input type="text"/>
Pages All pages with exceptions	
Roles administrator, Editor, Site Builder, Publisher	
Users Not customizable	
Links and downloads Outbound links, Mailto links, Downloads enabled	
Messages Not tracked	
Search and Advertising Not tracked	
Privacy Universal web tracking opt-out enabled	

If you selected "Multiple top-level domains" above, enter all related top-level domains. Add one domain per line. By default, the data in your reports only includes the path and name of the page, and not the domain name. For more information see section *Show separate domain names* in *Tracking Multiple Domains*.

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)



Account Overview

Administration

Yale University - main account

ACCOUNT

Yale University - main account

 Account Settings

 User Management

 AdSense Linking

 All Filters

 Change History

PROPERTY

Yale Portal (portal.yale.edu)

 Property Settings

 User Management

 .jS Tracking Info

PRODUCT LINKING

 AdWords Linking

 All Products

 Remarketing

 Custom Definitions

VIEW

All Site Data

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings

PERSONAL TOOLS & ASSETS

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.

The screenshot displays the Google Analytics User Management interface. On the left is a navigation sidebar with the following items: 'Yale Portal (portal.yale.e...)', 'Property Settings', 'User Management' (highlighted), 'Tracking Info', 'PRODUCT LINKING' (with sub-items 'AdWords Linking', 'All Products', 'Remarketing'), 'Custom Definitions', 'Data Import', and 'Social Settings'. The main content area shows a table of users with their email addresses and assigned permissions. The table has two columns: 'Email' and 'Property Permissions'. There are 9 rows of users listed. At the bottom of the table, there are controls for 'Show rows' (set to 10) and 'Go to' (set to 1 of 9). Below the table is a section titled 'Add permissions for:' with a text input field, a 'Read & Analyze' dropdown menu, a checkbox for 'Notify this user by email', and 'Add' and 'Cancel' buttons.

Email	Property Permissions
1. [redacted]@gmail.com	Collaborate, Read & Analyze
2. analytics.yale@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
3. [redacted]@gmail.com	Read & Analyze
4. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
5. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
6. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
7. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
8. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze
9. yale.metrics@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze

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.

The screenshot shows the Google Analytics user management interface. At the top, there is a search bar. Below it is a table with columns for 'Email' and 'View Permissions'. The first row shows an email address and a dropdown menu for permissions. A modal window is open over the permissions dropdown, showing a list of permissions with checkboxes: 'Manage Users', 'Edit', 'Collaborate', and 'Read & Analyze', all of which are checked. Below the table is a section for adding permissions for a new user, with a text input field, a dropdown menu for permissions, and a checkbox for 'Notify this user by email'. At the bottom of this section are 'Add' and 'Cancel' buttons.

Email	View Permissions
1. [redacted]@gmail.com	Manage Users, Edit, Collaborate, Read & Analyze

Add permissions for:

Read & Analyze

User e-mail that is registered in Google accounts

Notify this user by email

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.

What are Dimensions?

What are Metrics?



Dimensions: Describe data

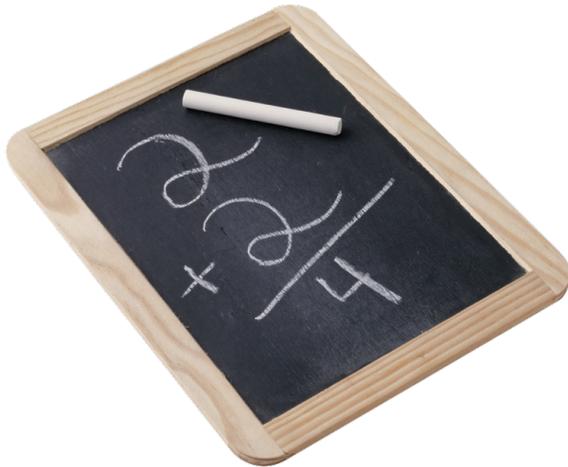
- A dimension is a descriptive attribute or characteristic of an object that can be given different values. For example, a geographic location could have dimensions called Latitude, Longitude, or City Name. Values for the City Name dimension could be San Francisco, Berlin, or Singapore.
- Browser, Exit 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?



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

VIEW

All Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Make a payment Completed online payment
- Register online Signed up for a class or scheduled an appointment
- Schedule visit Made an appointment or reservation
- Donate Completed online donation

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- Submission Uploaded or finished online application, exam, or form
- View schedule Viewed calendar or deadlines

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo
- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings

Custom

Next step

Cancel

2 Goal description

3 Goal details

Setting Goals Step 2

e Data

ew Settings

ser Management

oals

ontent Grouping

lters

hannel Settings

ommerce Settings



Goal setup [Edit](#)

Template: *Register online*

2

Goal description

Name

Goal ID 1 / Goal Set 1

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video

[Next step](#)

[Cancel](#)

3

Goal details

Setting Goals Step 3

VIEW

All Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings

Goal setup Edit
Template: *Register online*

Goal description Edit
Name: *Register online*
Goal type: *Destination*

3 Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value **OPTIONAL**

Off Assign a monetary value to the conversion.

Funnel **OPTIONAL**

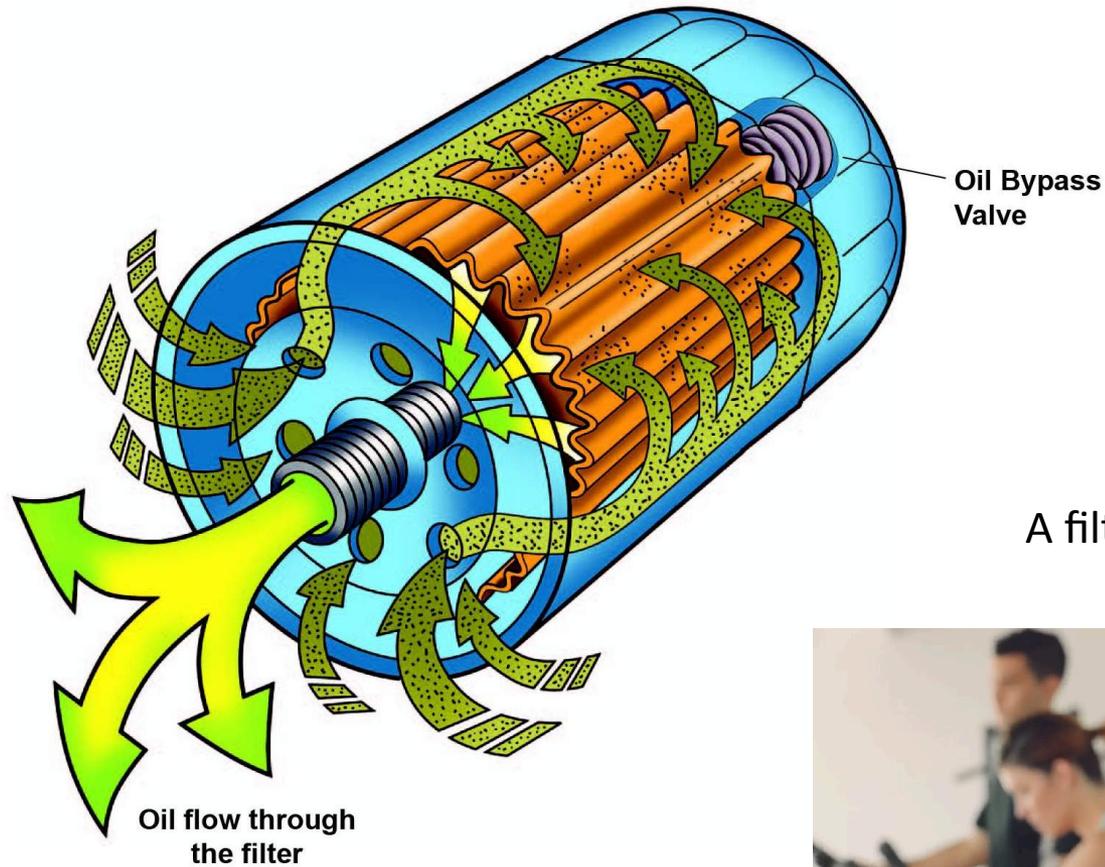
Off

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Create Goal](#) [Cancel](#)

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

VIEW

All Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

PERSONAL TOOLS & ASSETS

Segments

Annotations

Add Filter to View

Choose method to apply filter to view

- Create new Filter
 Apply existing Filter

Filter Information

Filter Name

Filter Type Predefined filter Custom filter

Exclude

traffic from the ISP domain

that are equal to

From ISP Domain

(e.g. mydomain.com)

Case Sensitive Yes No

Save

Cancel

Resources

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

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