TRACKING YOUR WEBSITE WITH GOOGLE ANALYTICS

CHRIS EDWARDS

Hi, I am Chris Edwards

Data Nerd & Agency Owner

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LABS

- Website Developer 18 years
- WordPress Developer 6 years
- Google Analytics 13 years
- Digital Marketer/SEO 11 years
- Data Nerd my entire life

Twitter: @ChrisEdwardsCE

Outline For Today's Talk

- Installation (WordPress)
- Audience Reports
- Acquisition Reports
- Filters & Segments
- Event Tracking
- Goal Tracking
- UTMs

We have a lot to get through, please hold Questions to the end.

INSTALLATION

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Two Methods

I suggest using Monster Insights if you're a beginner. It has a simple setup process that will walk you through setting up your Google Analytics account and tracking your website.

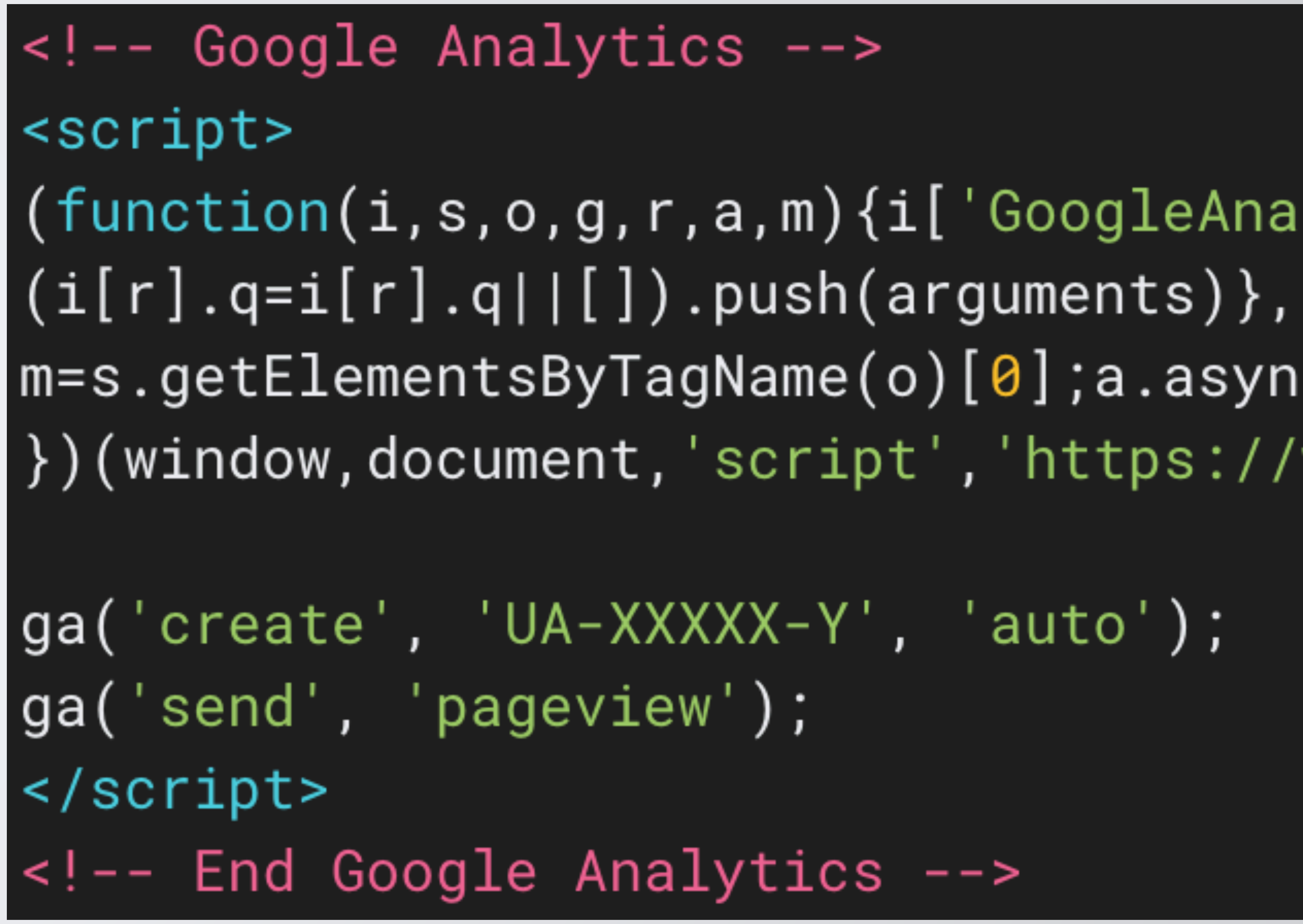
Advanced users can install the Google Analytics code directly or use Google Tag Manager

MonsterInsights

Installing Code

Add the provided code from Google Analytics to the **<head>** of your website.

Most themes have an option or setting that allows you to add scripts to the head section. Check with your theme support on where this can be found.



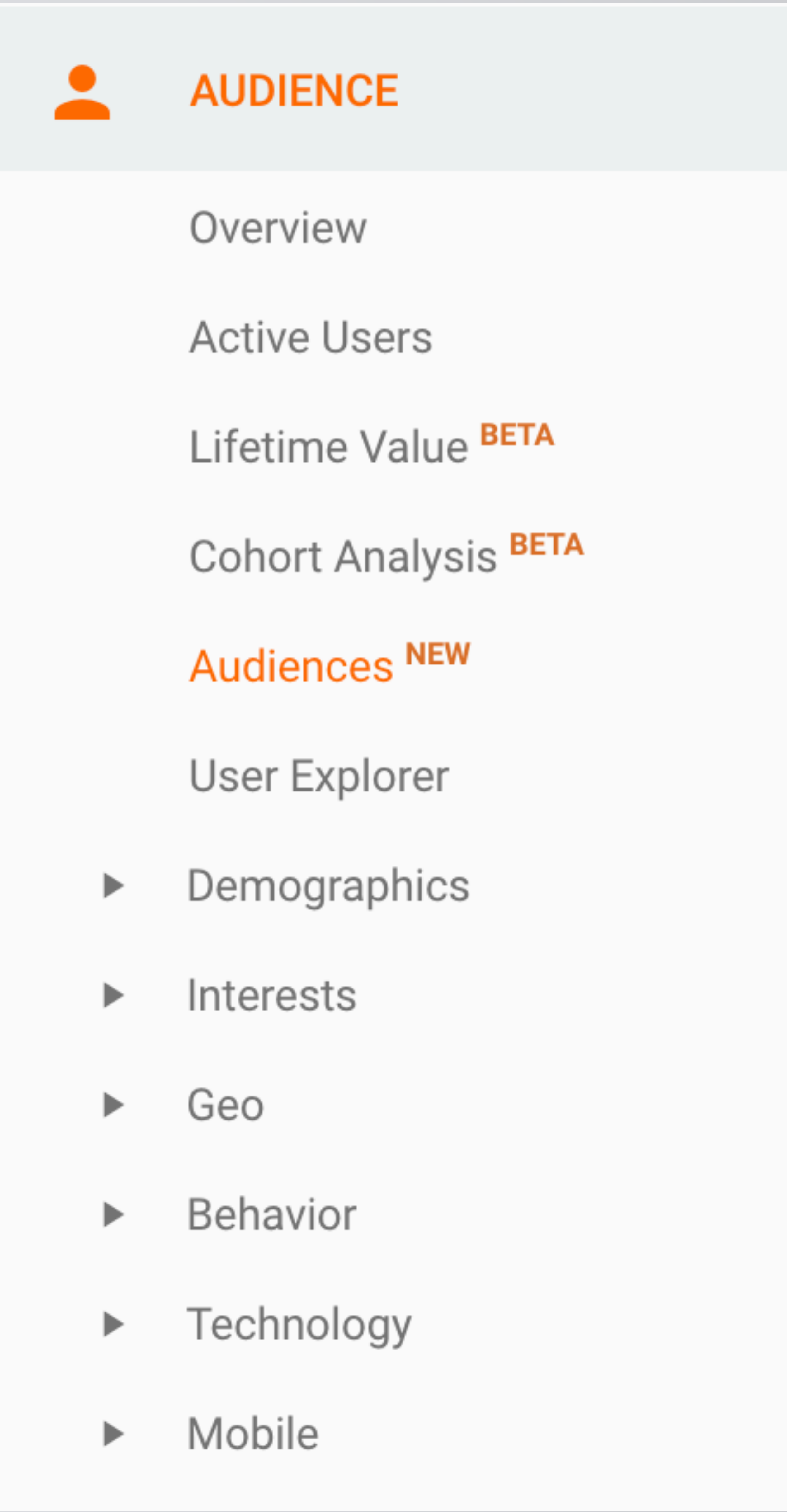
```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAna
(i[r].q=i[r].q||[]).push(arguments)},
m=s.getElementsByTagName(o)[0];a.asyn
})(window,document,'script','https://

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
<!-- End Google Analytics -->
```

AUDIENCE REPORTS

Know Your Visitors

Audience report is the largest section within Google Analytics. It has 15 sub-sections.

These sections show demographics, geo location, technology, interests and more.


AUDIENCE
Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences NEW
User Explorer
Demographics
Interests
Geo
Behavior
Technology
Mobile

All accounts > Google Merchandise Store
1 Master View
Search reports and help
AUDIENCE
Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences NEW
User Explorer
Demographics
Interests
Geo
Behavior
Technology
Mobile
Custom
Benchmarking
Users Flow
DISCOVER
ADMIN
SAVE
EXPORT
SHARE
INTELLIGENCE
+ Add Segment
Overview
Users
vs.
Select a metric
Hourly
Day
Week
Month
Users
5,000
2,500
…
Apr 1
Apr 2
Apr 3
Apr 4
Apr 5
Apr 6
New Visitor
Returning Visitor
23.1%
76.9%

Audience Overview

All Users
100.00% Users

Mar 31, 2018 - Apr 6, 2018

Users
17,778

New Users
14,678

Sessions
21,458

Number of Sessions per User
1.21

Pageviews
88,815

Pages / Session
4.14

Avg. Session Duration
00:02:24

Bounce Rate
44.86%

ACQUSITION REPORTS

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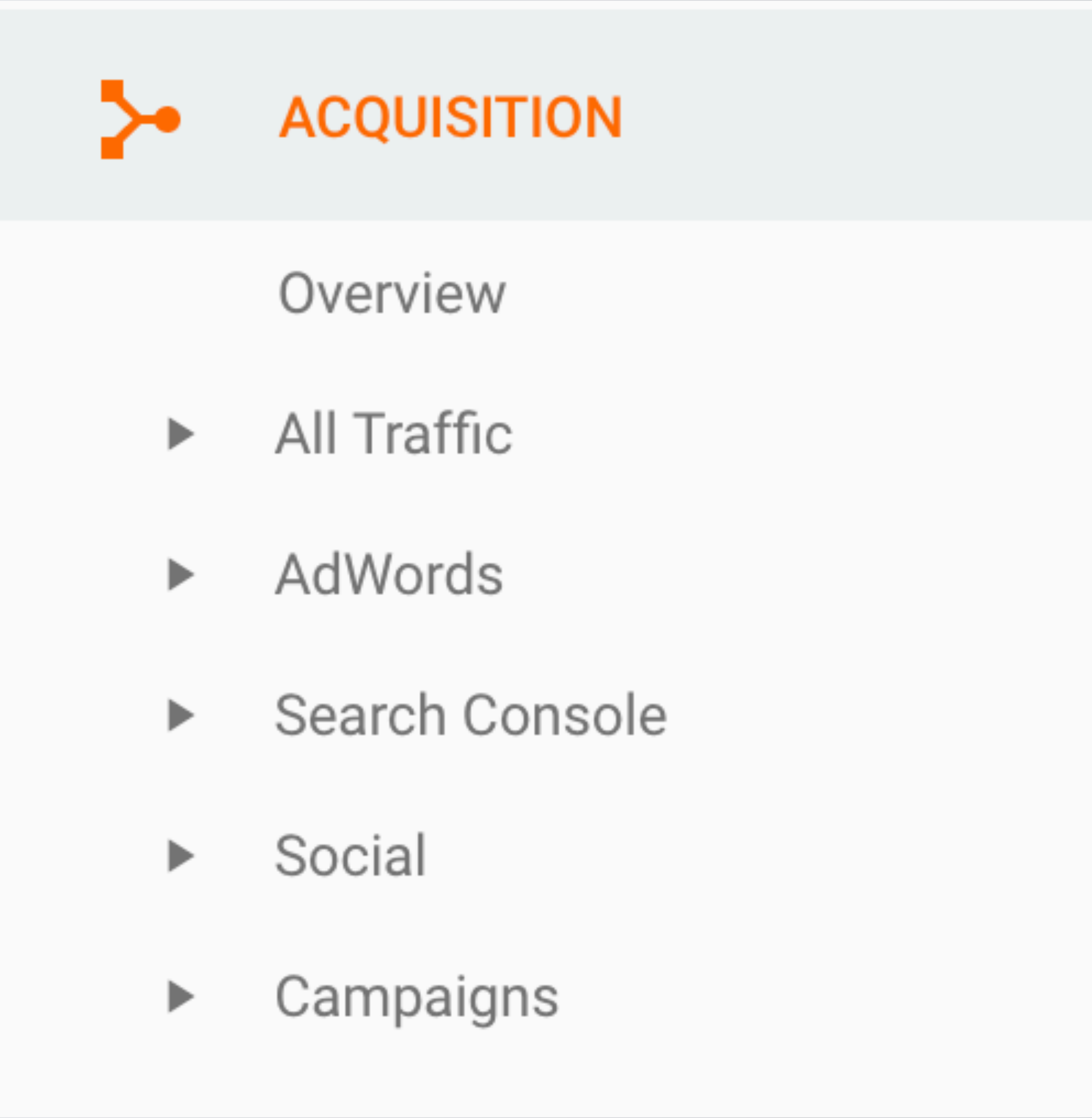
Know What Channels Work

Acquisition reports are where you find out what is driving your traffic and conversions.

Here you can find information about each channel, Adwords, SEO, Social and UTMs (more about that later)


ACQUISITION
Overview
▸ All Traffic
▸ AdWords
▸ Search Console
▸ Social
▸ Campaigns

All accounts > Google Merchandise Store
1 Master View
Search reports and help
HOME
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
Overview
All Traffic
AdWords
Search Console
Social
Campaigns
BEHAVIOR
CONVERSIONS
DISCOVER
ADMIN
SAVE
EXPORT
SHARE
INTELLIGENCE
+ Add Segment
Top Channels
41.4%
20.3%
17.6%
16.9%
Organic Search
Social
Direct
Referral
Affiliates
Paid Search
Display
Users
5,000
2,500
...
Apr 1
Apr 2
Apr 3
Apr 4
Apr 5
Apr 6
Conversions
Ecommerce Conversion Rate
5.00%
2.50%
https://analytics.google.com/analytics/web/?utm_source=demoaccount&utm_medium=dem

Acquisition Overview

All Users
100.00% Users

Mar 31, 2018 - Apr 6, 2018

Primary Dimension: Default Channel Grouping

Conversion: eCommerce

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	17,778	14,678	21,458	44.86%	4.14	00:02:24	3.04%	653	$169,599.35
1 🟦 Organic Search	7,459			47.22%			1.17%		
	3,662			59.93%			0.41%		

FILTERS & ADVANCED SEGMENTS

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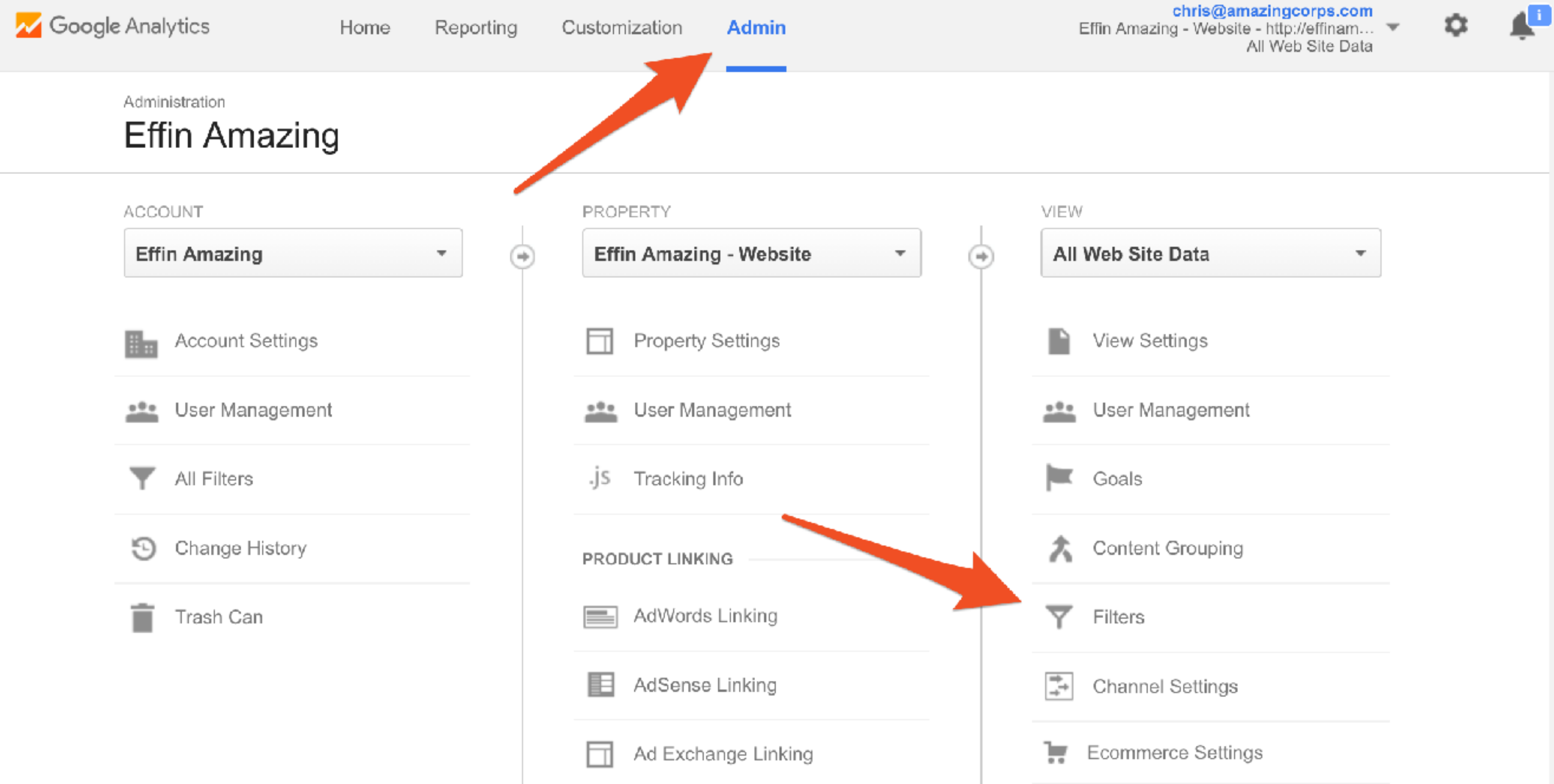
Filter vs Advanced Segments

Filter - A filter is applied to a profile view and is permanent. This stops the data from ever being saved into a profile.

Advanced Segment - An advanced segment allows you to isolate similar visitors into groups. These can be applied to any report without making permanent changes to your data.

How To Create a Filter



Google Analytics

Home

Reporting

Customization

Admin

chris@amazingcorps.com

Effin Amazing - Website - http://effinam...

All Web Site Data

Administration

Effin Amazing

ACCOUNT

Effin Amazing

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY

Effin Amazing - Website

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

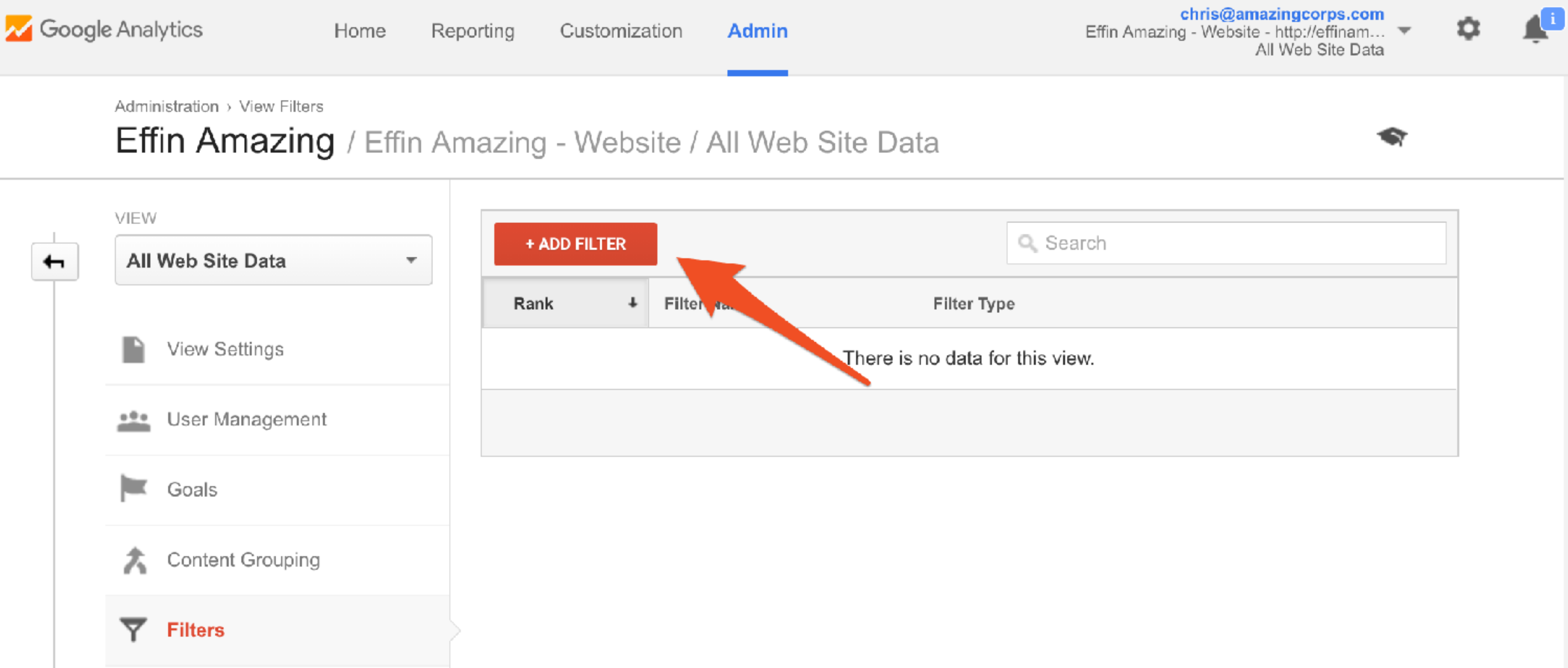
- AdWords Linking
- AdSense Linking
- Ad Exchange Linking

VIEW

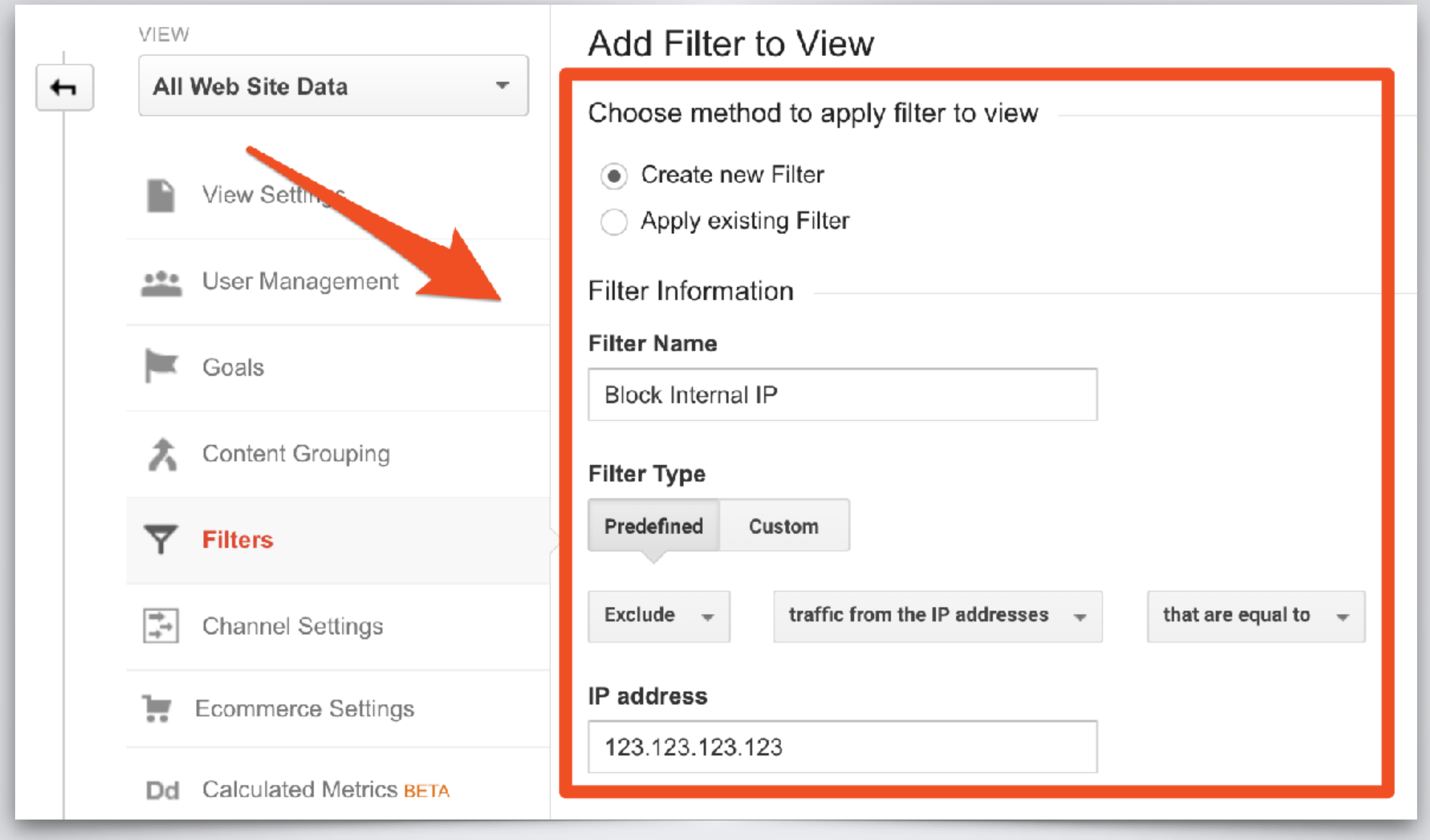
All Web Site Data

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings

How To Create a Filter


Google Analytics
Home
Reporting
Customization
Admin
chris@amazingcorps.com
Effin Amazing - Website - http://effinam...
All Web Site Data
Administration › View Filters
Effin Amazing / Effin Amazing - Website / All Web Site Data
VIEW
All Web Site Data
View Settings
User Management
Goals
Content Grouping
Filters
+ ADD FILTER
Search
Rank
Filter Na
Filter Type
There is no data for this view.

How To Create a Filter


VIEW
All Web Site Data
View Settings
User Management
Goals
Content Grouping
Filters
Channel Settings
Ecommerce Settings
Calculated Metrics BETA

Add Filter to View

Choose method to apply filter to view

● Create new Filter
○ Apply existing Filter

Filter Information

Filter Name

Block Internal IP

Filter Type

Predefined | Custom

Exclude | traffic from the IP addresses | that are equal to

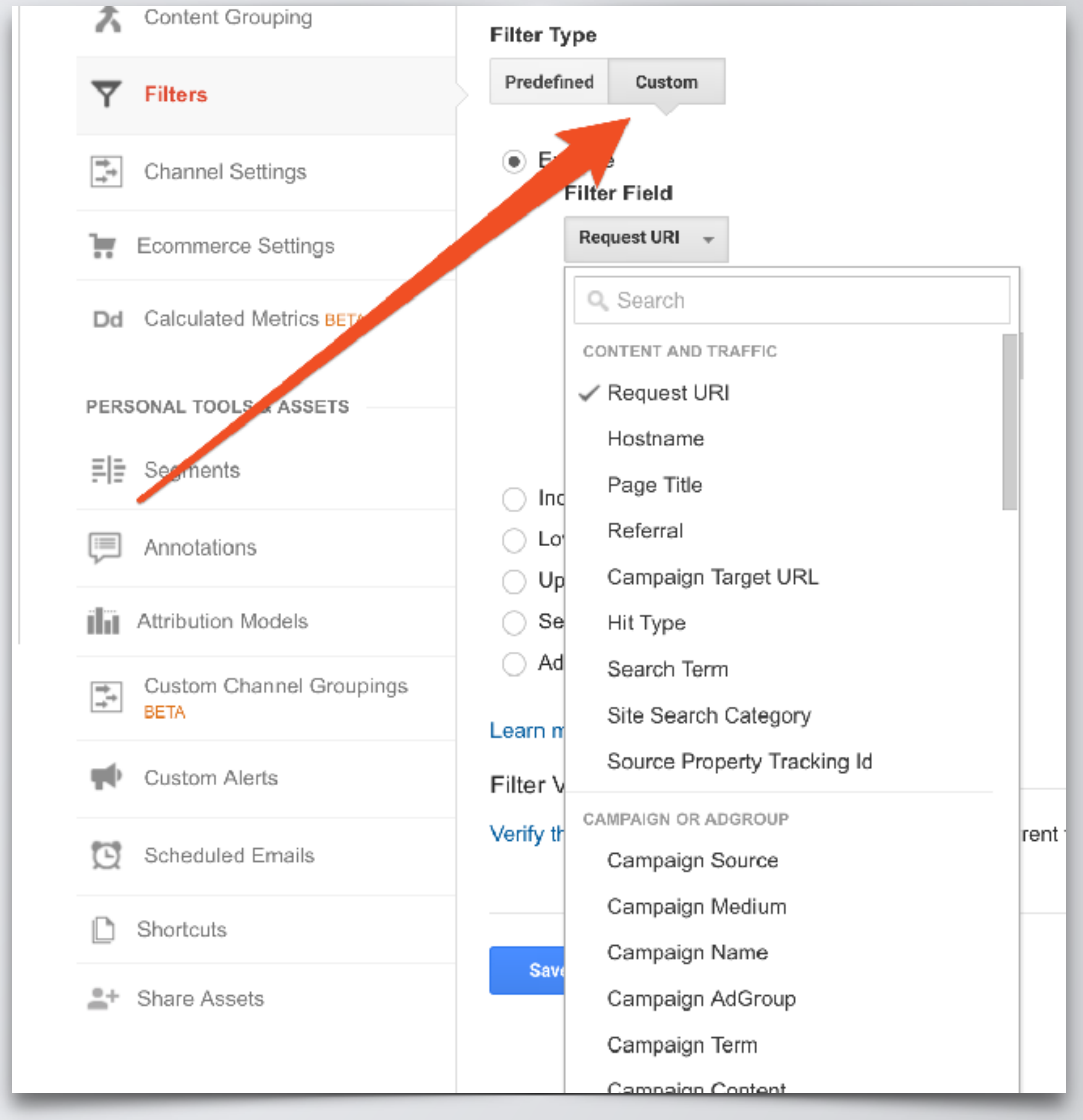
IP address

123.123.123.123

How To Create a Filter

Get Custom!

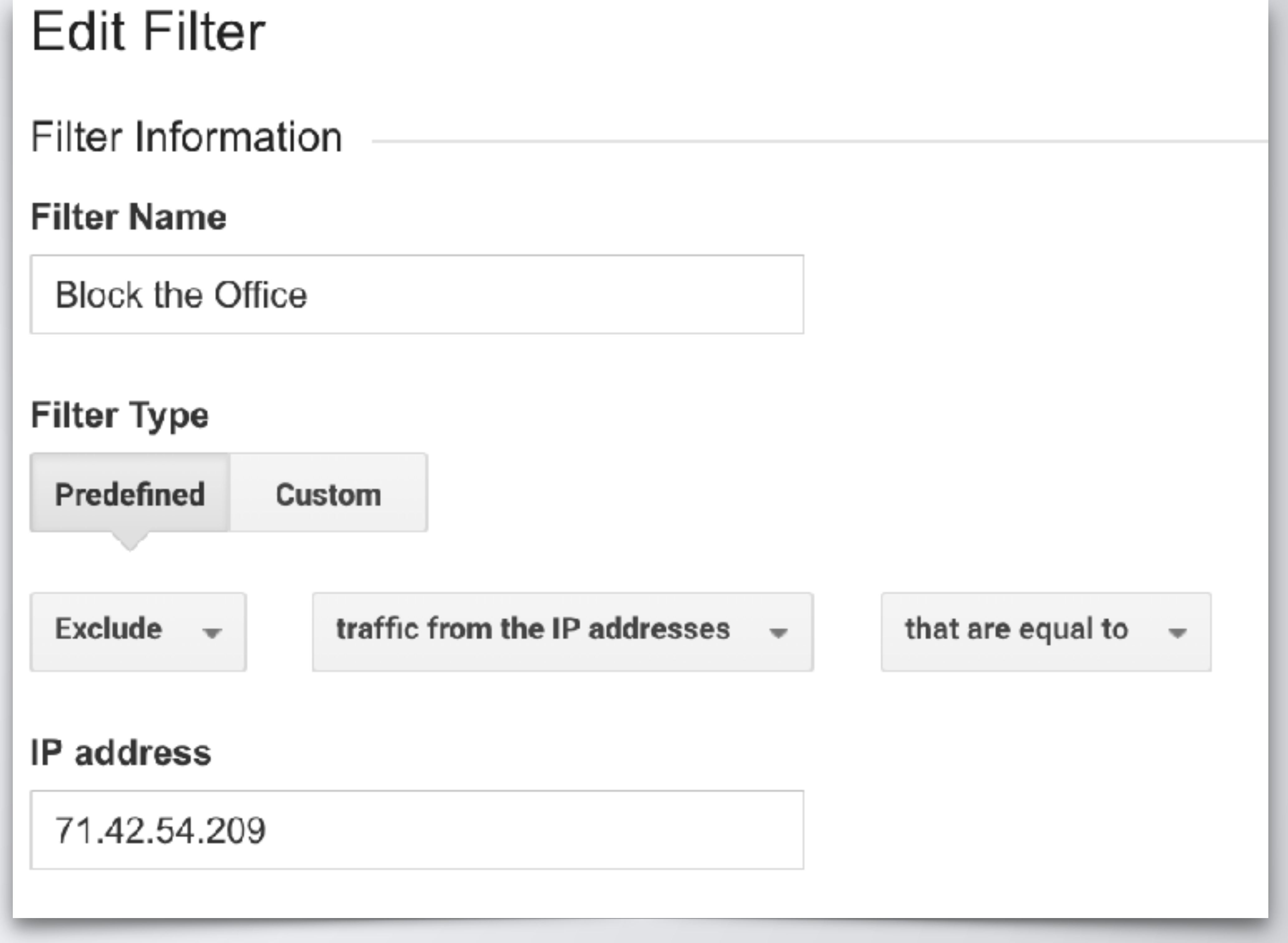
Go beyond the standard predefined filters and create filters off any dimension of Google Analytics.


Content Grouping
Filters
Channel Settings
Ecommerce Settings
Dd Calculated Metrics BETA
PERSONAL TOOLS & ASSETS
Segments
Annotations
Attribution Models
Custom Channel Groupings BETA
Custom Alerts
Scheduled Emails
Shortcuts
Share Assets
Filter Type
Predefined
Custom
Filter Field
Request URI
Search
CONTENT AND TRAFFIC
✓ Request URI
Hostname
Page Title
Referral
Campaign Target URL
Hit Type
Search Term
Site Search Category
Source Property Tracking Id
CAMPAIGN OR ADGROUP
Campaign Source
Campaign Medium
Campaign Name
Campaign AdGroup
Campaign Term
Campaign Content

Filter Examples

Exclude Internal Traffic

The best converting user on your site is you! Your internal team doesn't act like typical web users and will alter the metrics that are most reported, including users, sessions, and pageviews.



Edit Filter

Filter Information

Filter Name

Block the Office

Filter Type

Exclude | traffic from the IP addresses | that are equal to

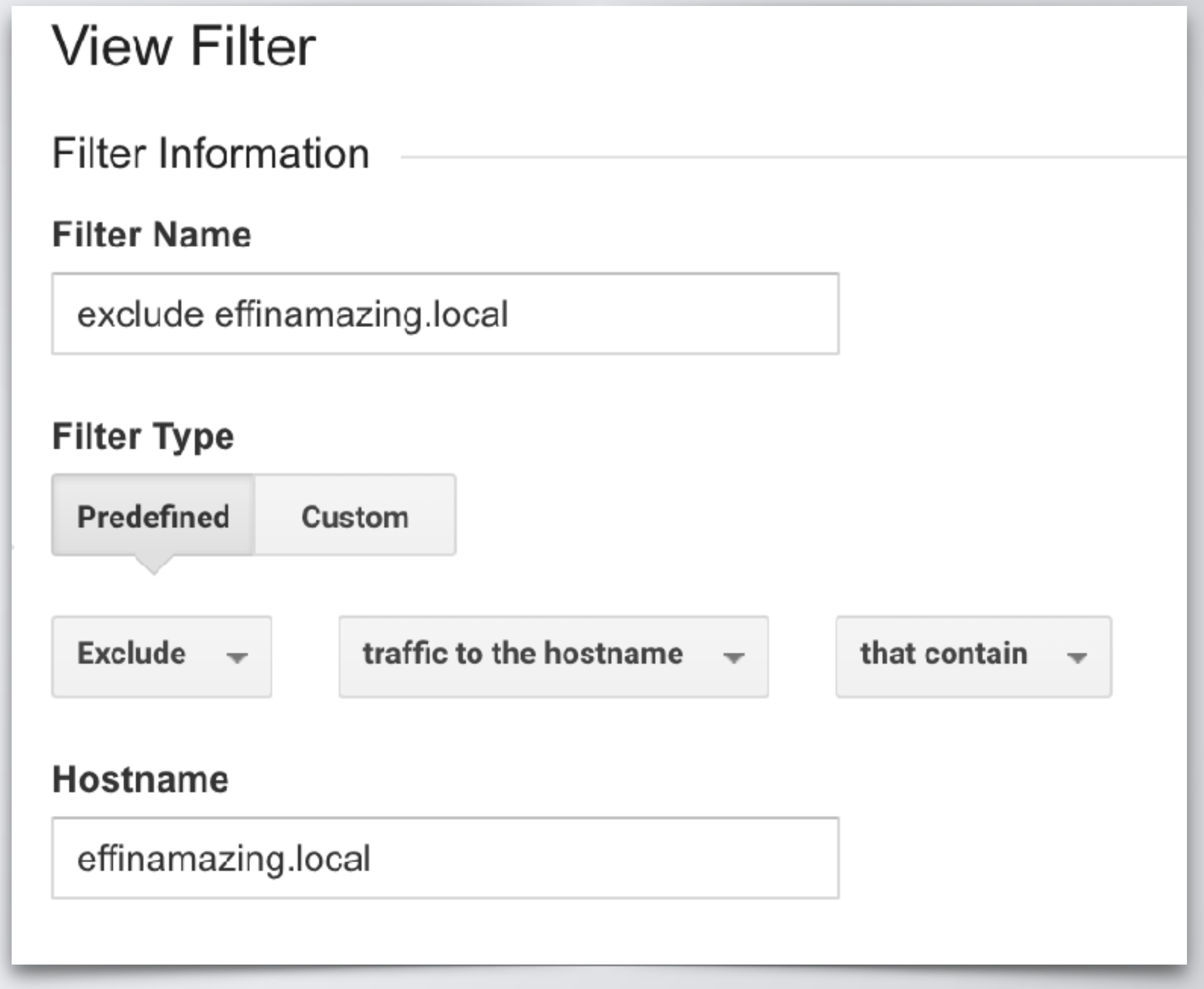
IP address

71.42.54.209

Filter Examples

Exclude Development Sites

Have a development site? Exclude traffic going to that hostname.



View Filter

Filter Information

Filter Name

exclude effinamazing.local

Filter Type

Predefined | Custom

Exclude | traffic to the hostname | that contain

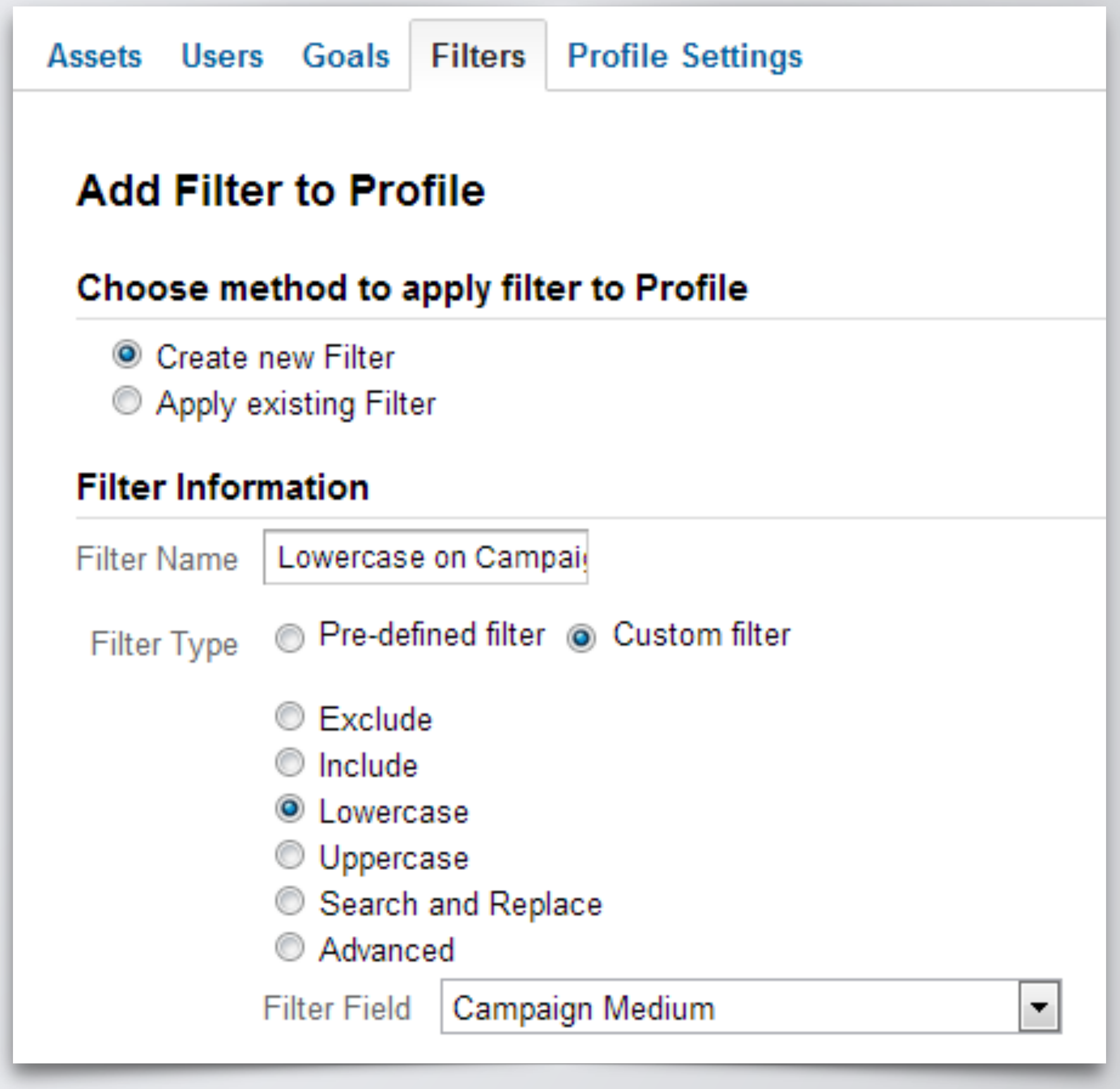
Hostname

effinamazing.local

Filter Examples

Lowercase on Campaign Attributes

By default, UTM parameters are case sensitive in GA. Simply add 5 lowercase filters on the UTM Campaign parameters: Campaign Medium, Campaign Source, Campaign Content, Campaign Term and Campaign Name.



Add Filter to Profile

Choose method to apply filter to Profile

● Create new Filter
○ Apply existing Filter

Filter Information

Filter Name: Lowercase on Campai

Filter Type: ○ Pre-defined filter ● Custom filter

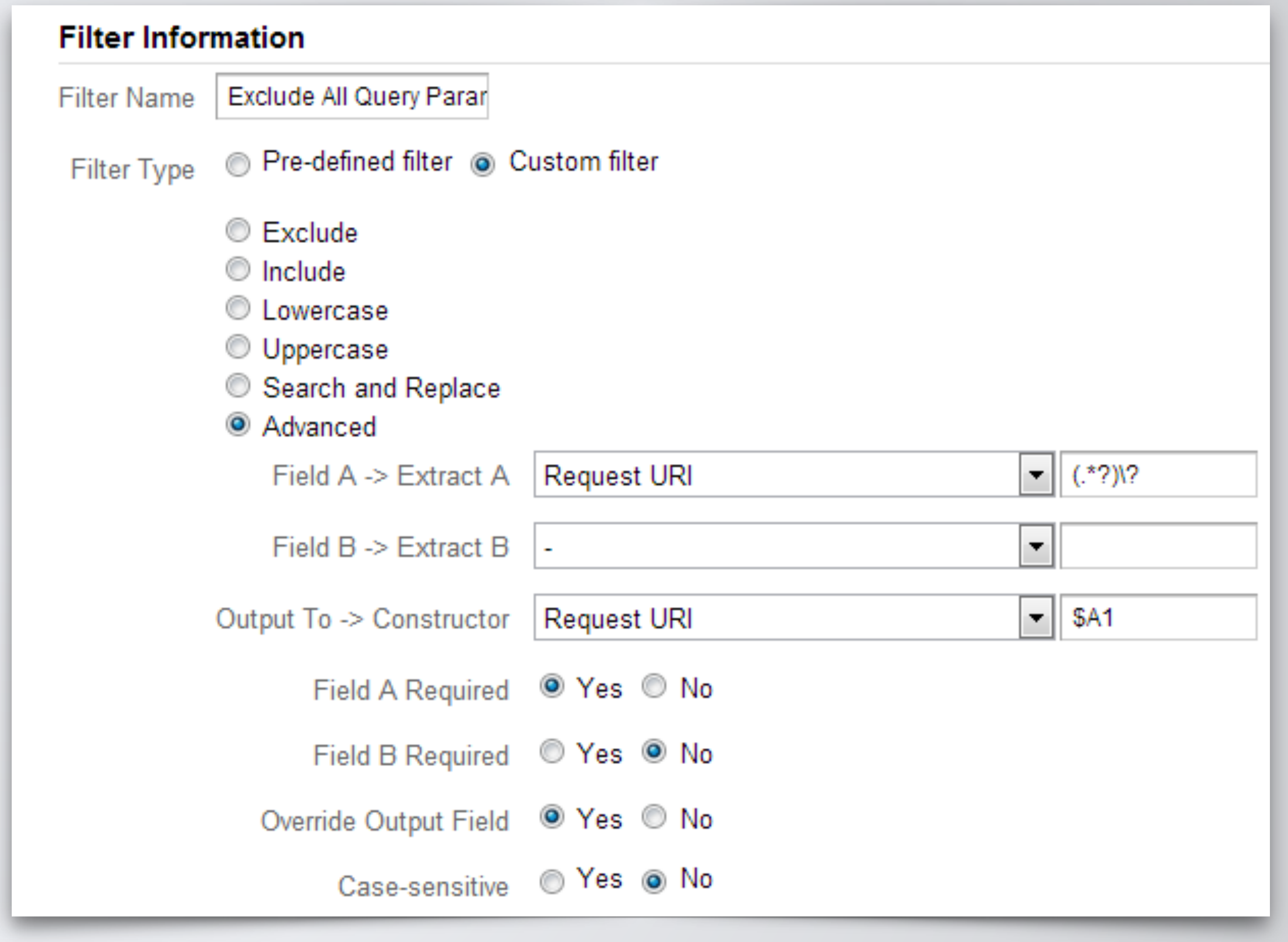
○ Exclude
○ Include
● Lowercase
○ Uppercase
○ Search and Replace
○ Advanced

Filter Field: Campaign Medium

Filter Examples

Exclude All Query Parameters

Use filters to make website.com/order.php?id=1234 and website.com/order.php?id=4321 show up as just order.php by excluding the query string.



Filter Information

Filter Name: Exclude All Query Parar

Filter Type: ○ Pre-defined filter ● Custom filter

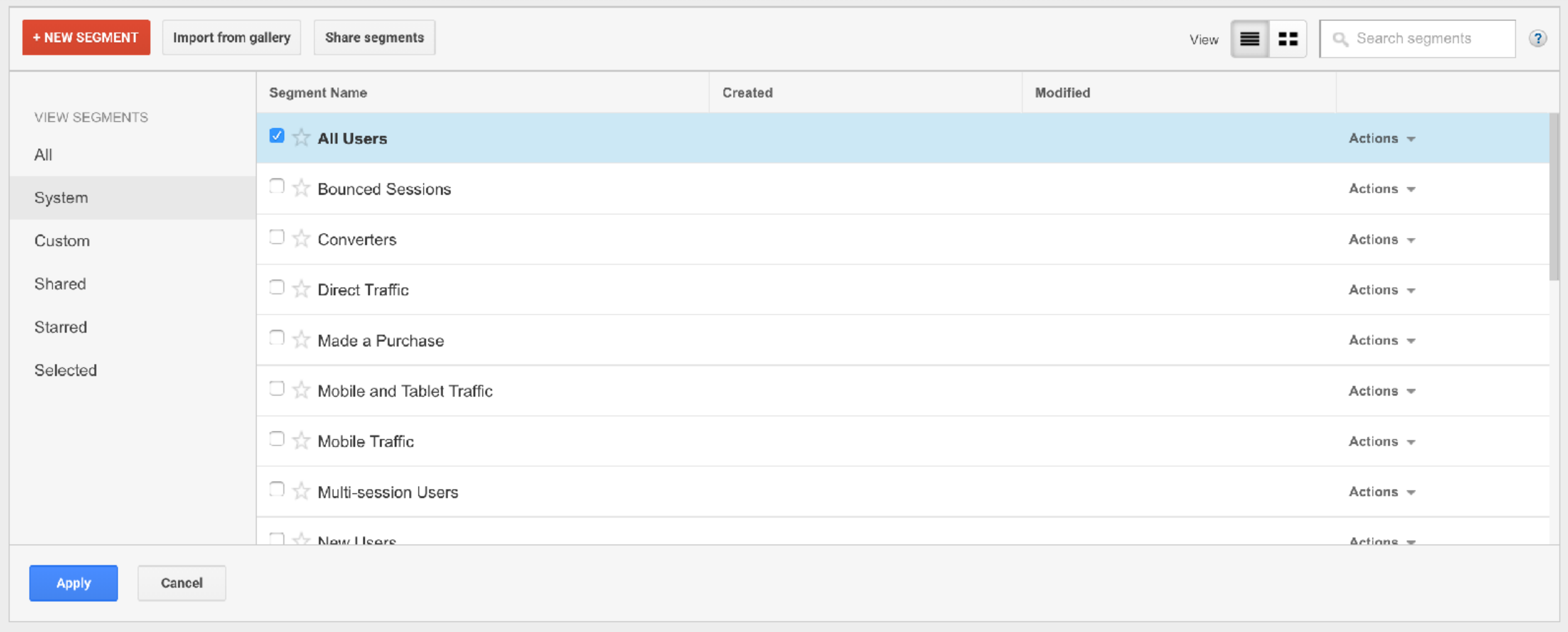
○ Exclude
○ Include
○ Lowercase
○ Uppercase
○ Search and Replace
● Advanced

Field A -> Extract A: Request URI | (.*?)\?
Field B -> Extract B: - |
Output To -> Constructor: Request URI | $A1
Field A Required: ● Yes ○ No
Field B Required: ○ Yes ● No
Override Output Field: ● Yes ○ No
Case-sensitive: ○ Yes ● No

Other Filter Examples

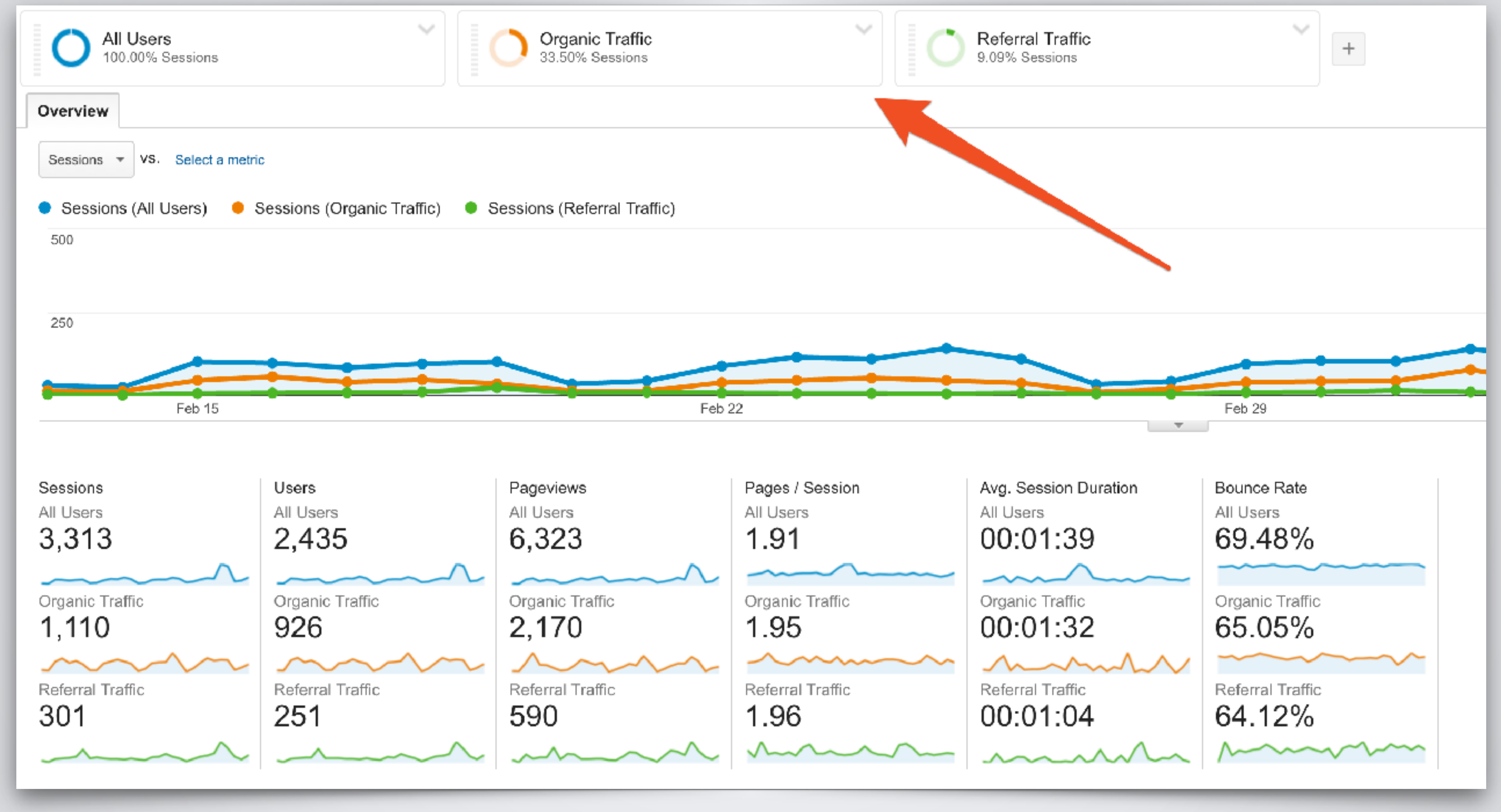
- Include/Exclude Specific Campaign
- Lowercase on Request URI
- Attach Hostname to Request URI
    - To make page.html be domain.com/page.html
- Include Mobile Only
- Include/Exclude Traffic to Specific Subdirectory
    - i.e. /blog/ or /shop/

Advanced Segments


+ NEW SEGMENT
Import from gallery
Share segments
View
Search segments
?
VIEW SEGMENTS
All
System
Custom
Shared
Starred
Selected
Apply
Cancel

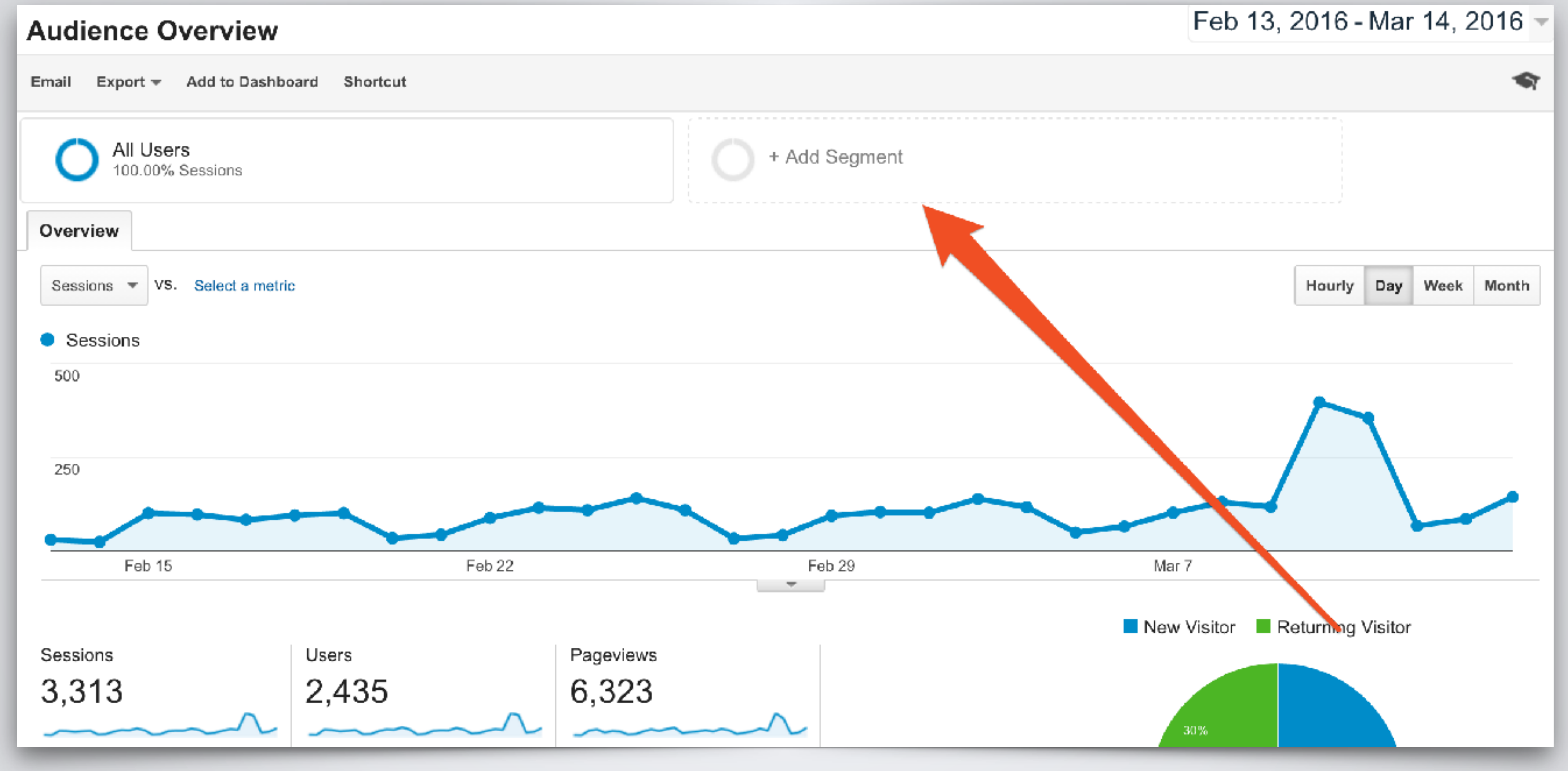
Segment Name	Created	Modified	
☑ ☆ **All Users**			Actions ▾
☐ ☆ Bounced Sessions			Actions ▾
☐ ☆ Converters			Actions ▾
☐ ☆ Direct Traffic			Actions ▾
☐ ☆ Made a Purchase			Actions ▾
☐ ☆ Mobile and Tablet Traffic			Actions ▾
☐ ☆ Mobile Traffic			Actions ▾
☐ ☆ Multi-session Users			Actions ▾
☐ ☆ New Users			Actions ▾

Advanced Segments


All Users
100.00% Sessions
Organic Traffic
33.50% Sessions
Referral Traffic
9.09% Sessions
+
Overview
Sessions
vs.
Select a metric
Sessions (All Users)
Sessions (Organic Traffic)
Sessions (Referral Traffic)
500
250
Feb 15
Feb 22
Feb 29

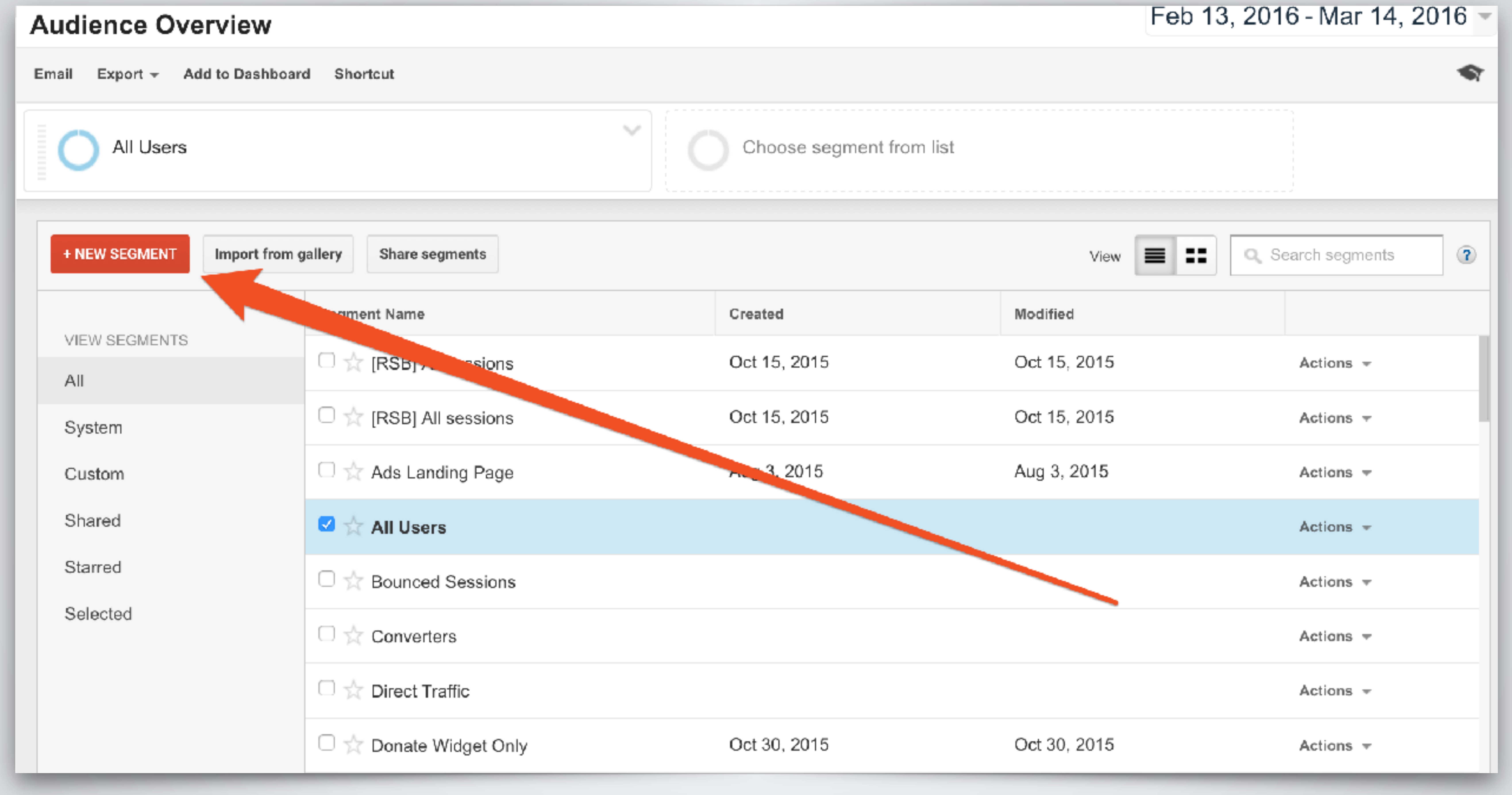
	Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
All Users	3,313	2,435	6,323	1.91	00:01:39	69.48%
Organic Traffic	1,110	926	2,170	1.95	00:01:32	65.05%
Referral Traffic	301	251	590	1.96	00:01:04	64.12%

Create Custom Advanced Segments


Audience Overview
Feb 13, 2016 - Mar 14, 2016
Email
Export
Add to Dashboard
Shortcut
All Users
100.00% Sessions
+ Add Segment
Overview
Sessions
VS.
Select a metric
Hourly
Day
Week
Month
Sessions
500
250
Feb 15
Feb 22
Feb 29
Mar 7
New Visitor
Returning Visitor
30%

Sessions	Users	Pageviews
3,313	2,435	6,323

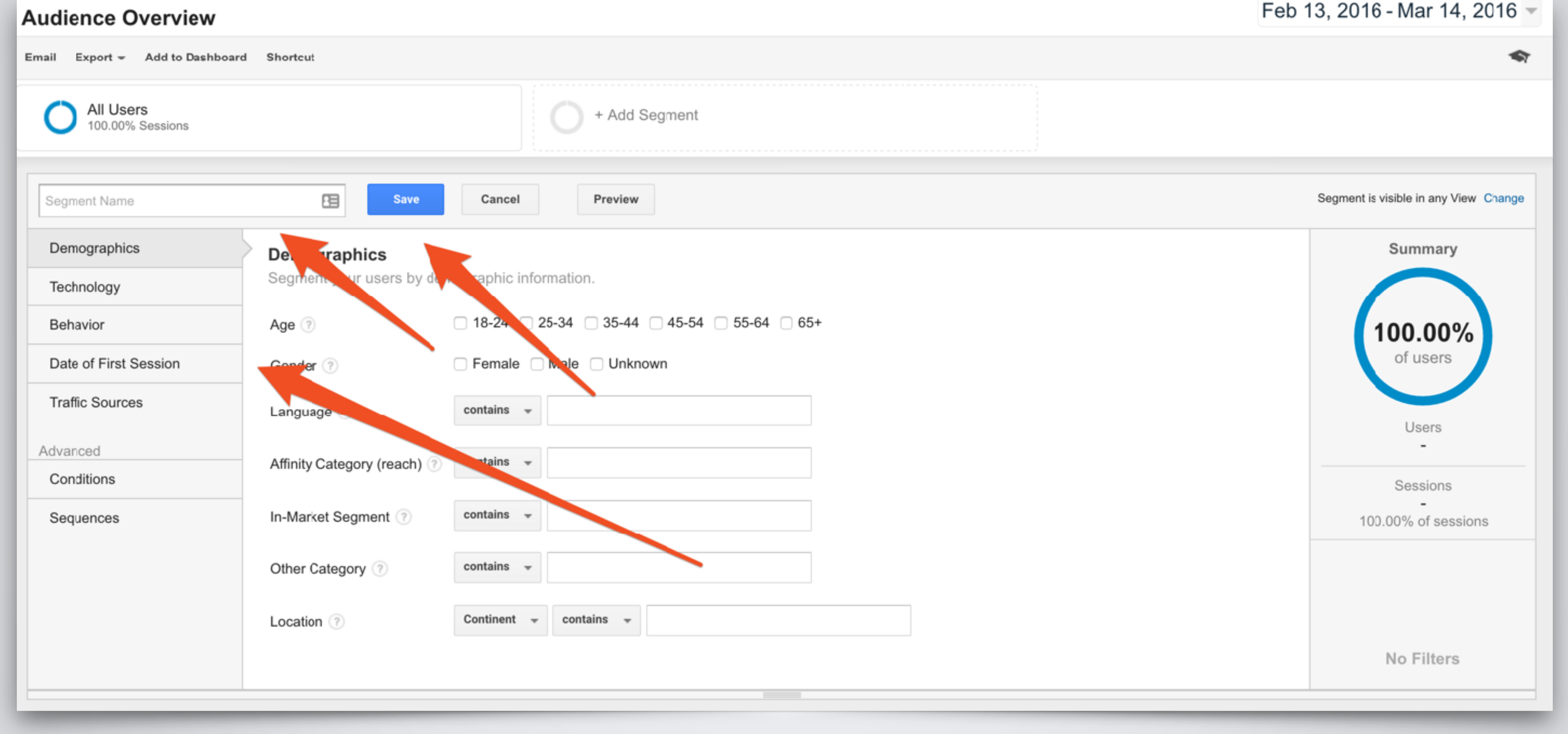
Create Custom Advanced Segments



Audience Overview
Feb 13, 2016 - Mar 14, 2016
Email
Export
Add to Dashboard
Shortcut
All Users
Choose segment from list
+ NEW SEGMENT
Import from gallery
Share segments
View
Search segments
VIEW SEGMENTS
All
System
Custom
Shared
Starred
Selected

	[illegible]gment Name	Created	Modified	
☐ ☆	[RSB] [illegible]ssions	Oct 15, 2015	Oct 15, 2015	Actions
☐ ☆	[RSB] All sessions	Oct 15, 2015	Oct 15, 2015	Actions
☐ ☆	Ads Landing Page	[illegible]3, 2015	Aug 3, 2015	Actions
☑ ☆	**All Users**			Actions
☐ ☆	Bounced Sessions			Actions
☐ ☆	Converters			Actions
☐ ☆	Direct Traffic			Actions
☐ ☆	Donate Widget Only	Oct 30, 2015	Oct 30, 2015	Actions

Create Custom Advanced Segments

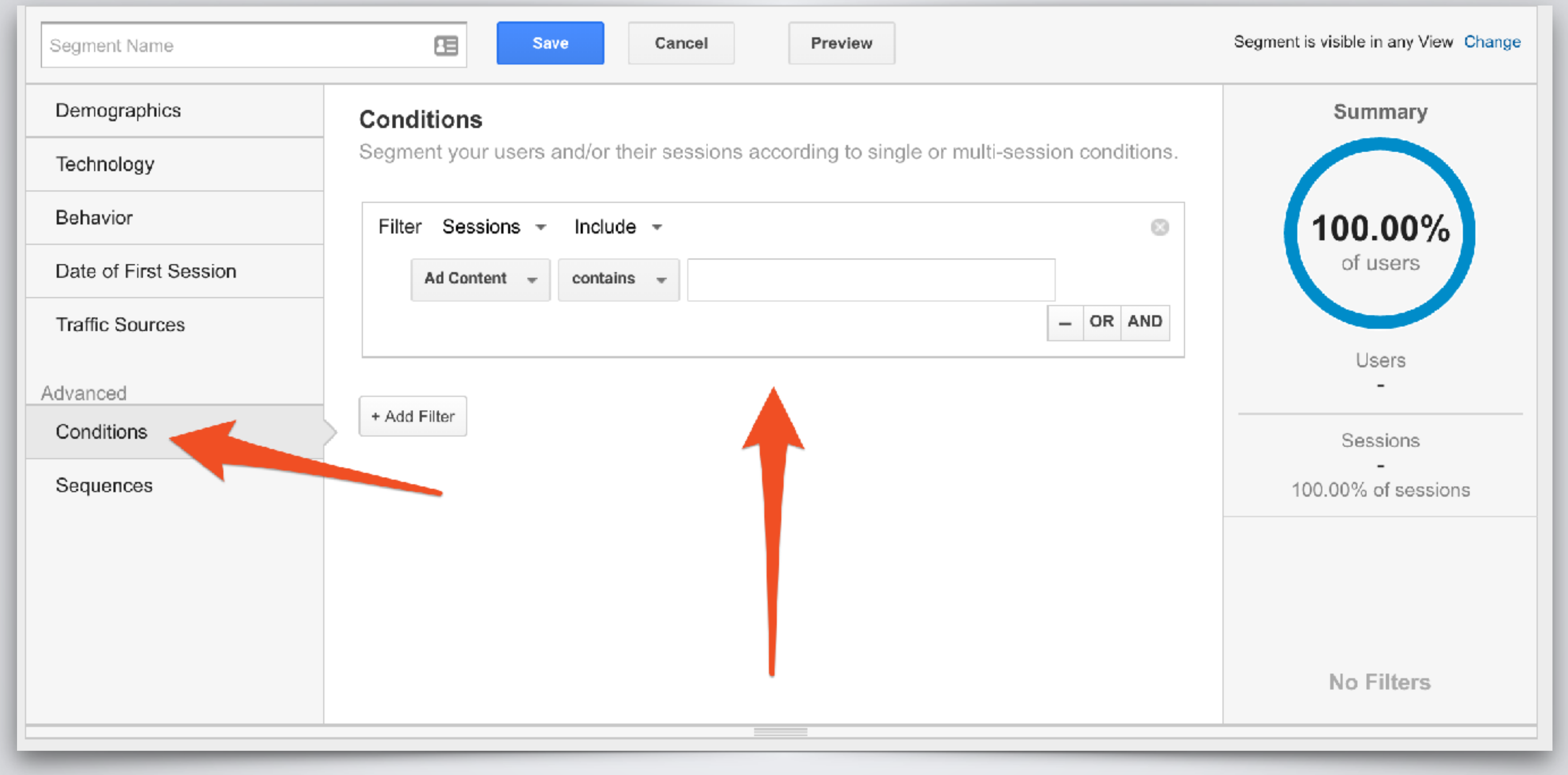

Audience Overview
Feb 13, 2016 - Mar 14, 2016
Email
Export
Add to Dashboard
Shortcut
All Users
100.00% Sessions
+ Add Segment
Segment Name
Save
Cancel
Preview
Change
Demographics
Technology
Behavior
Date of First Session
Traffic Sources
Advanced
Conditions
Sequences
Age
☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+
Gender
☐ Female ☐ Male ☐ Unknown
Language
Affinity Category (reach)
In-Market Segment
Other Category
Location
contains
Continent
Summary
100.00%
of users
Users
Sessions
100.00% of sessions
No Filters

Segment is visible in any View

Demographics

Segment your users by demographic information.

Other Cool Things With Advanced Segments



Segment Name
Save
Cancel
Preview
Segment is visible in any View Change
Demographics
Technology
Behavior
Date of First Session
Traffic Sources
Advanced
Conditions
Sequences
+ Add Filter
Summary
100.00%
of users
Users
-
Sessions
-
100.00% of sessions
No Filters

Conditions

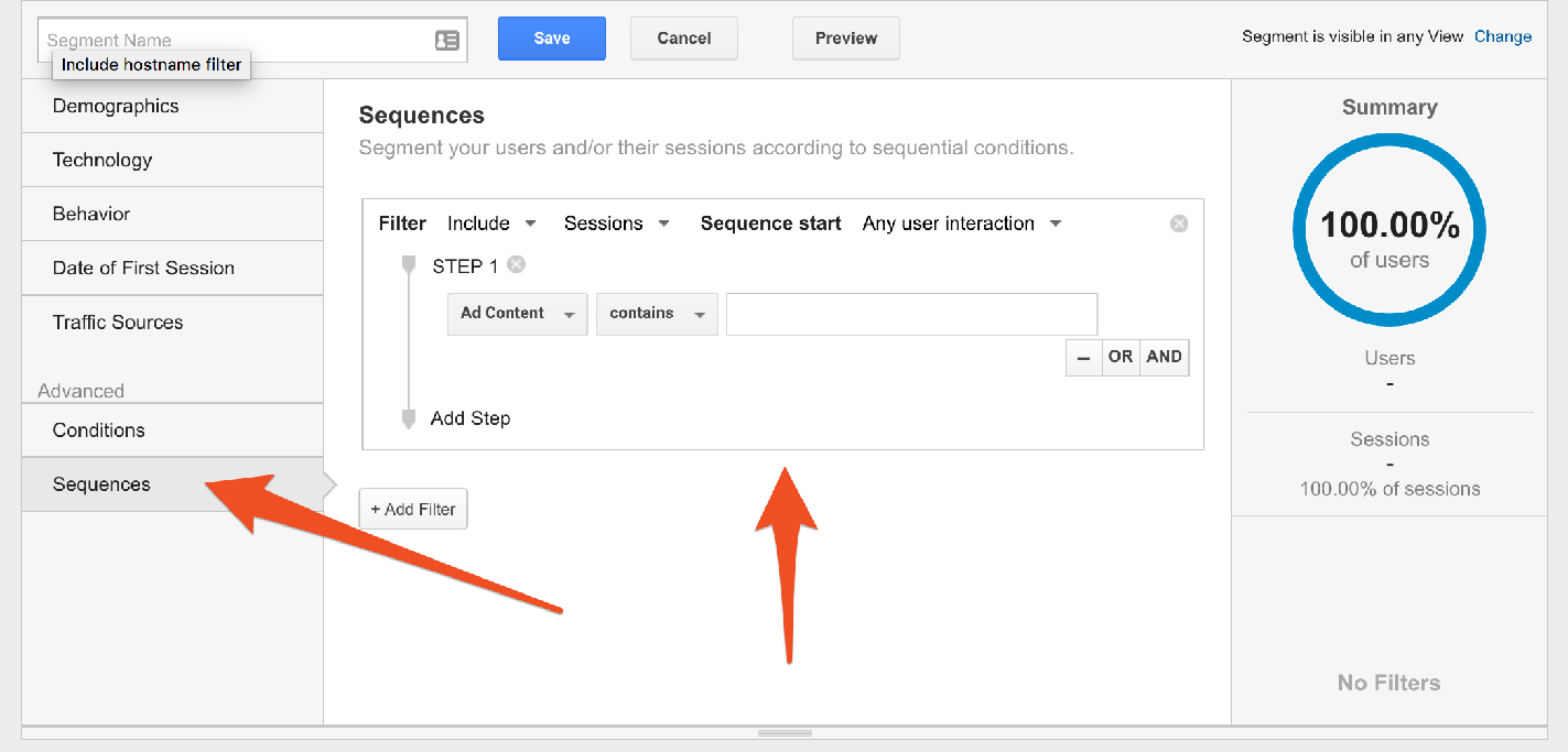
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Ad Content contains

– OR AND

Other Cool Things With Advanced Segments



Segment Name: Include hostname filter

Save
Cancel
Preview
Segment is visible in any View Change
Demographics
Technology
Behavior
Date of First Session
Traffic Sources
Advanced
Conditions
Sequences

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions **Sequence start** Any user interaction

STEP 1

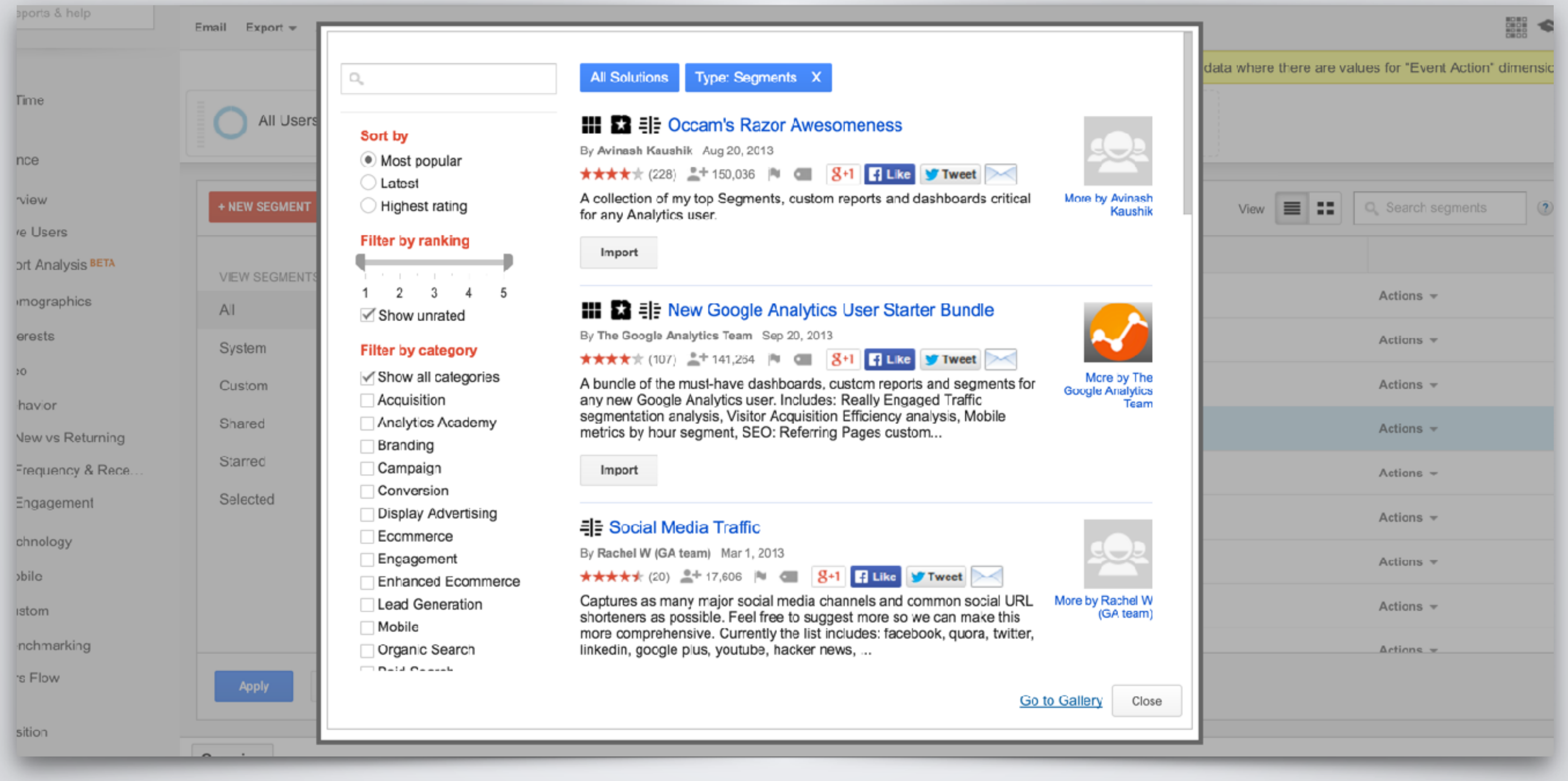
Ad Content contains

– OR AND
Add Step
+ Add Filter
Summary
100.00%
of users
Users
-
Sessions
-
100.00% of sessions
No Filters

Advanced Segments Examples

- Everything you use filters for
- Include Mobile Only
- Show traffic from a specific campaign
- Show only traffic from a specific geographical location
- Include/Exclude Traffic to Specific Subdirectory
  - i.e. /blog/ or /shop/

Advanced Segments Gallery



All Solutions

Type: Segments X

Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★☆ (228) 150,036

A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

Import

More by Avinash Kaushik

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★☆ (107) 141,254

A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

Import

More by The Google Analytics Team

Social Media Traffic

By Rachel W (GA team) Mar 1, 2013

★★★★★ (20) 17,606

Captures as many major social media channels and common social URL shorteners as possible. Feel free to suggest more so we can make this more comprehensive. Currently the list includes: facebook, quora, twitter, linkedin, google plus, youtube, hacker news, ...

More by Rachel W (GA team)

Go to Gallery

Close

Sort by
● Most popular
○ Latest
○ Highest rating
Filter by ranking
1 2 3 4 5
☑ Show unrated
Filter by category
☑ Show all categories
☐ Acquisition
☐ Analytics Academy
☐ Branding
☐ Campaign
☐ Conversion
☐ Display Advertising
☐ Ecommerce
☐ Engagement
☐ Enhanced Ecommerce
☐ Lead Generation
☐ Mobile
☐ Organic Search
g+1
Like
Tweet
Email
Export
data where there are values for "Event Action" dimensio
All Users
+ NEW SEGMENT
VIEW SEGMENTS
All
System
Custom
Shared
Starred
Selected
Apply
View
Search segments
Actions
Time
New vs Returning
Frequency & Rece...
Engagement
Cohort Analysis BETA

EVENT TRACKING

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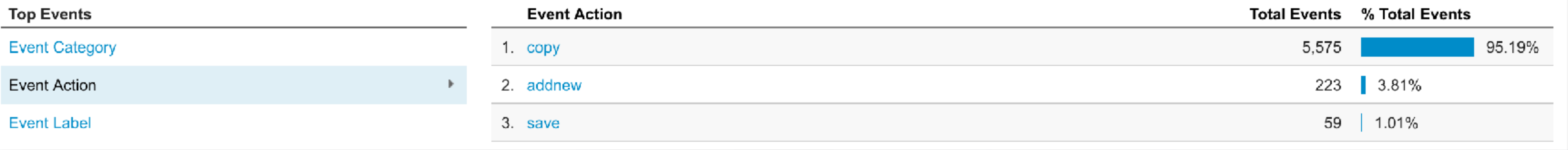
What is Event Tracking?

Events are user interactions with content that can be tracked independently from a web page or a screen load.

Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples of actions you might want to track as Events.

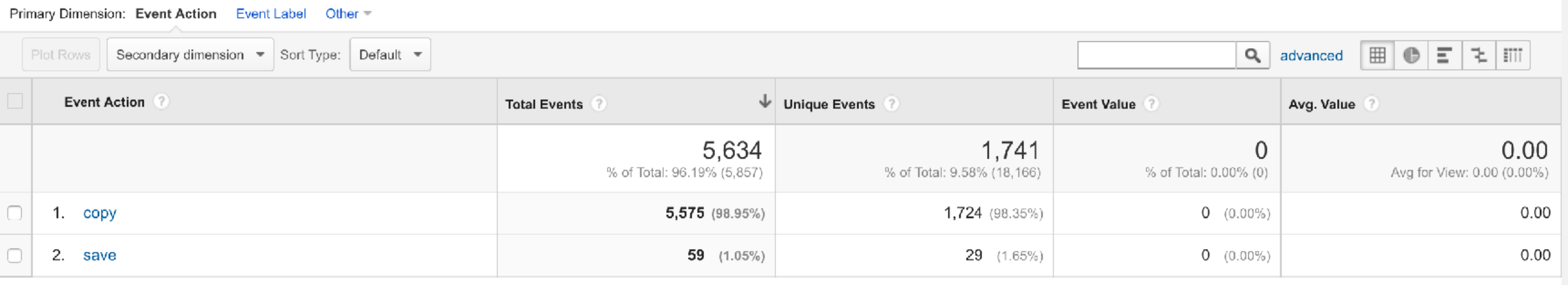
Event Tracking



Top Events

- Event Category
- Event Action
- Event Label

	Event Action	Total Events	% Total Events
1.	copy	5,575	95.19%
2.	addnew	223	3.81%
3.	save	59	1.01%



Primary Dimension: **Event Action** Event Label Other

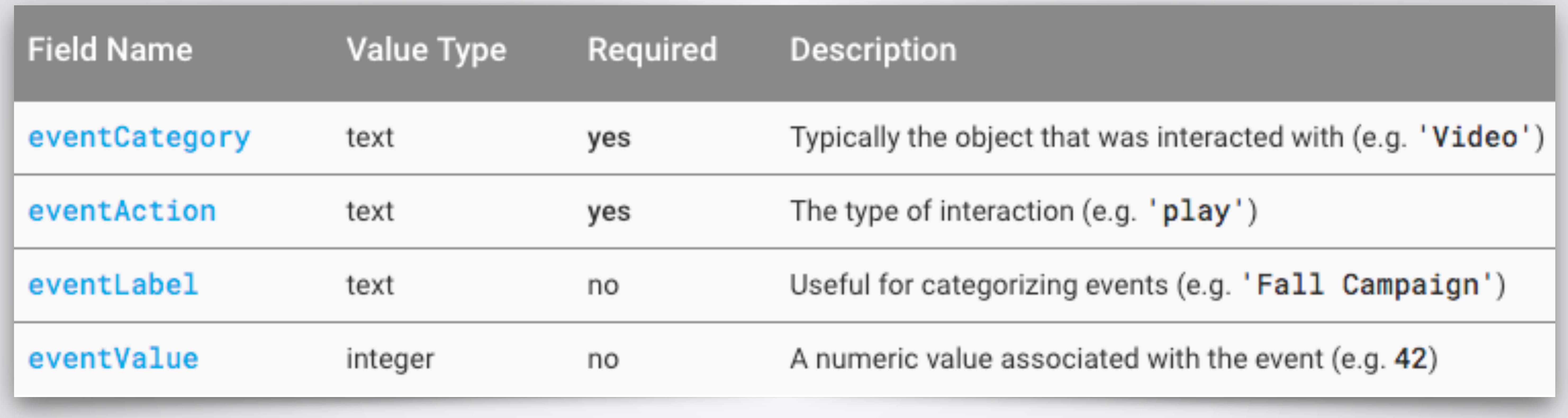
Plot Rows
Secondary dimension
Sort Type: Default
advanced

	Event Action	Total Events	Unique Events	Event Value	Avg. Value
		5,634 % of Total: 96.19% (5,857)	1,741 % of Total: 9.58% (18,166)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
☐	1. copy	5,575 (98.95%)	1,724 (98.35%)	0 (0.00%)	0.00
☐	2. save	59 (1.05%)	29 (1.65%)	0 (0.00%)	0.00

Event Tracking JavaScript

Implementation

```
ga('send', 'event', [eventCategory], [eventAction], [eventLabel], [eventValue], [fieldsObject]);
```



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**)

Example

```
ga('send', 'event', 'Videos', 'play', 'Fall Campaign');
```

GOAL TRACKING

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What is Goal Tracking?

Goals measure how well your site or app fulfills your target objectives. A Goal represents a completed activity, called a conversion, that contributes to the success of your business.

Examples of Goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).

Types of Goal Tracking

URL Destination Goals - Tracks visits to a URL.

Visit Duration Goals - How long people stay on your site.

Pages/Visit Goals - Number of pages visited.

Event Goals - Goals based off the firing of an event using event tracking.

Know Important Metrics!

Leads

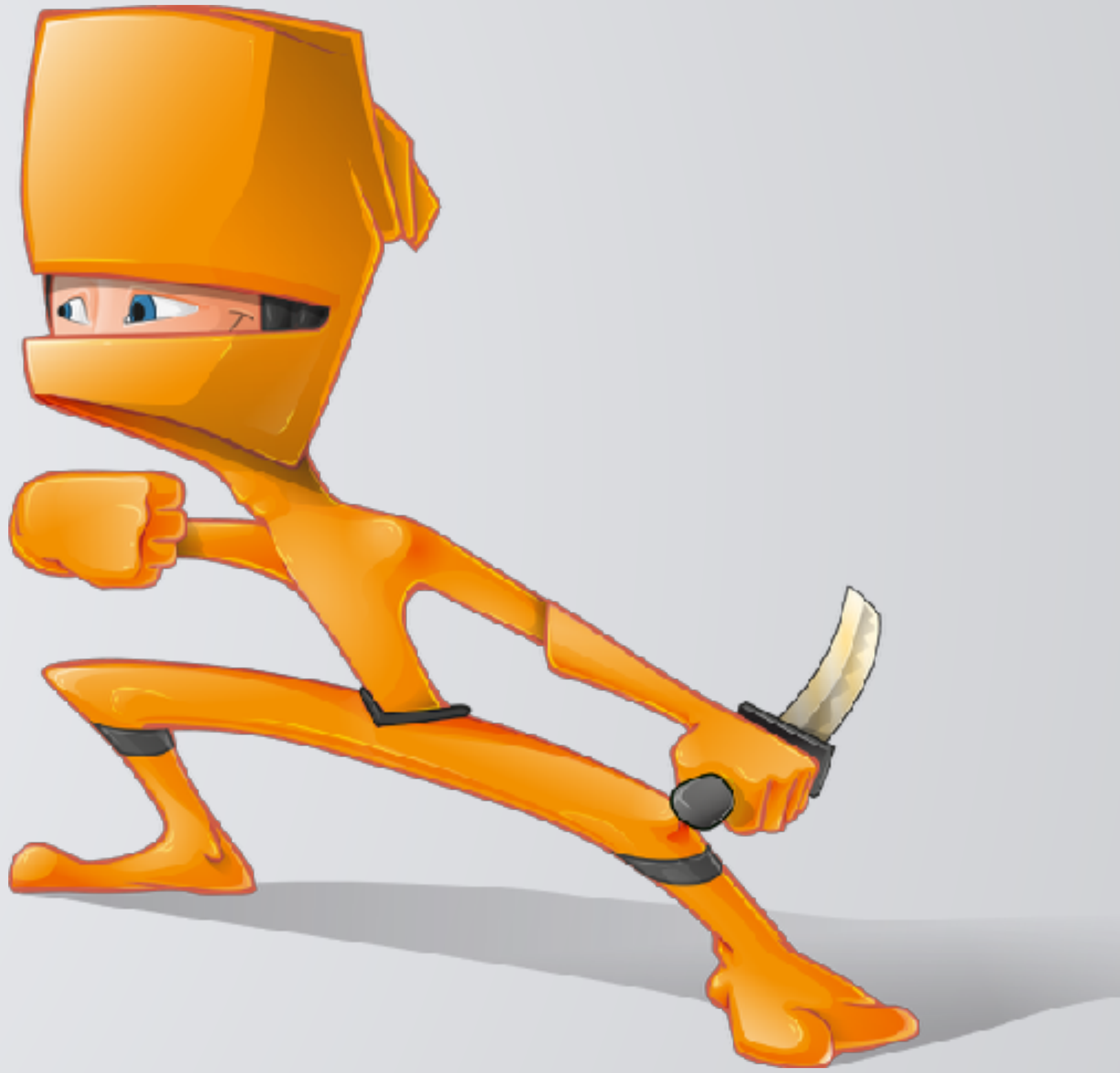
Trial signups

Account creations

Newsletter signups

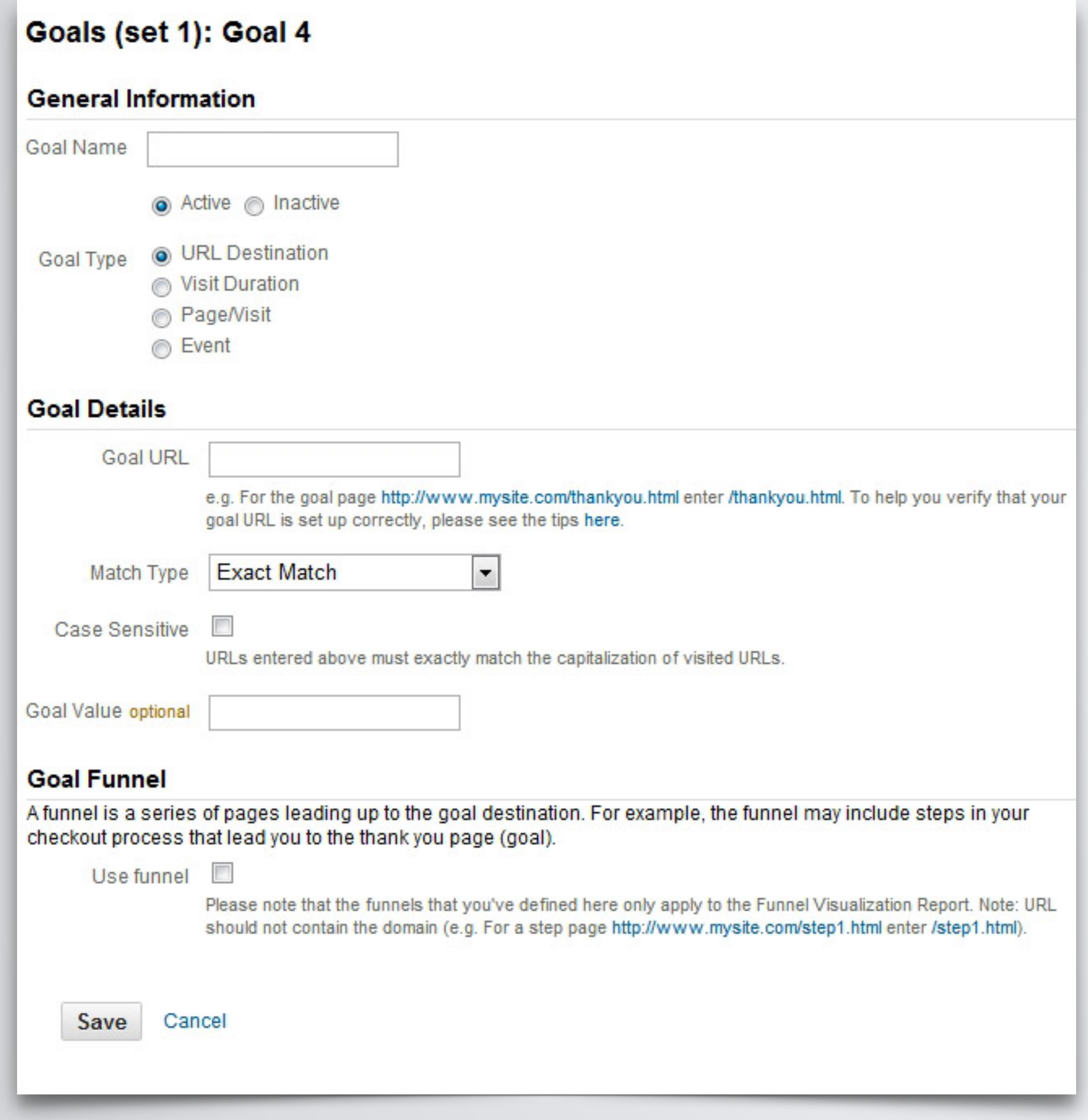
White paper downloads

Ebook downloads



Remember: You're limited to 20 goals total!

Destination Based & Event Based



Goals (set 1): Goal 4

General Information

Goal Name ☐

● Active ○ Inactive

Goal Type ● URL Destination
○ Visit Duration
○ Page/Visit
○ Event

Goal Details

Goal URL ☐

e.g. For the goal page http://www.mysite.com/thankyou.html enter /thankyou.html. To help you verify that your goal URL is set up correctly, please see the tips here.

Match Type Exact Match

Case Sensitive ☐

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional ☐

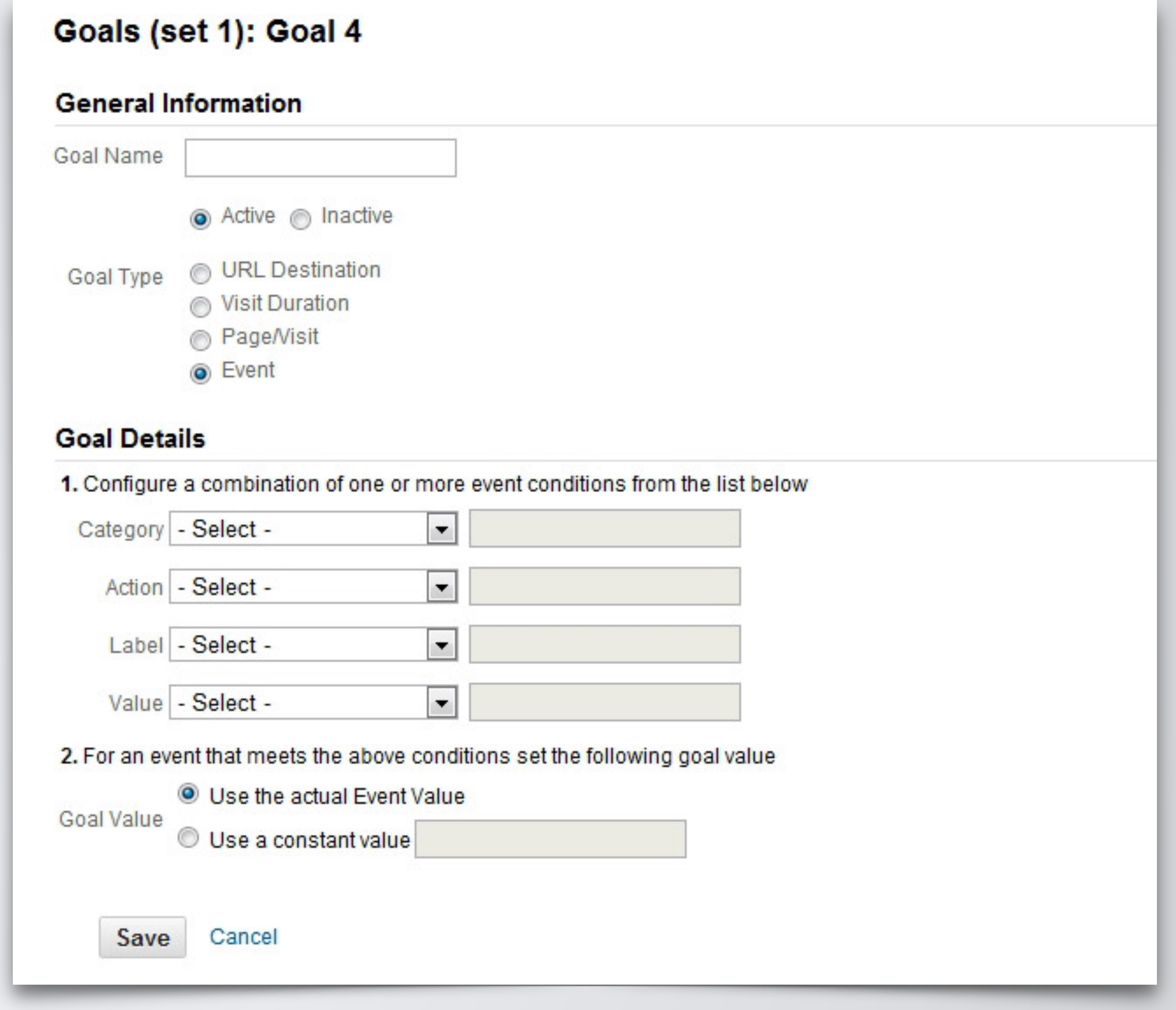
Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel ☐

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page http://www.mysite.com/step1.html enter /step1.html).

Save Cancel



Goals (set 1): Goal 4

General Information

Goal Name ☐

● Active ○ Inactive

Goal Type ○ URL Destination
○ Visit Duration
○ Page/Visit
● Event

Goal Details

1. Configure a combination of one or more event conditions from the list below

Category - Select -
Action - Select -
Label - Select -
Value - Select -

2. For an event that meets the above conditions set the following goal value

Goal Value ● Use the actual Event Value
○ Use a constant value

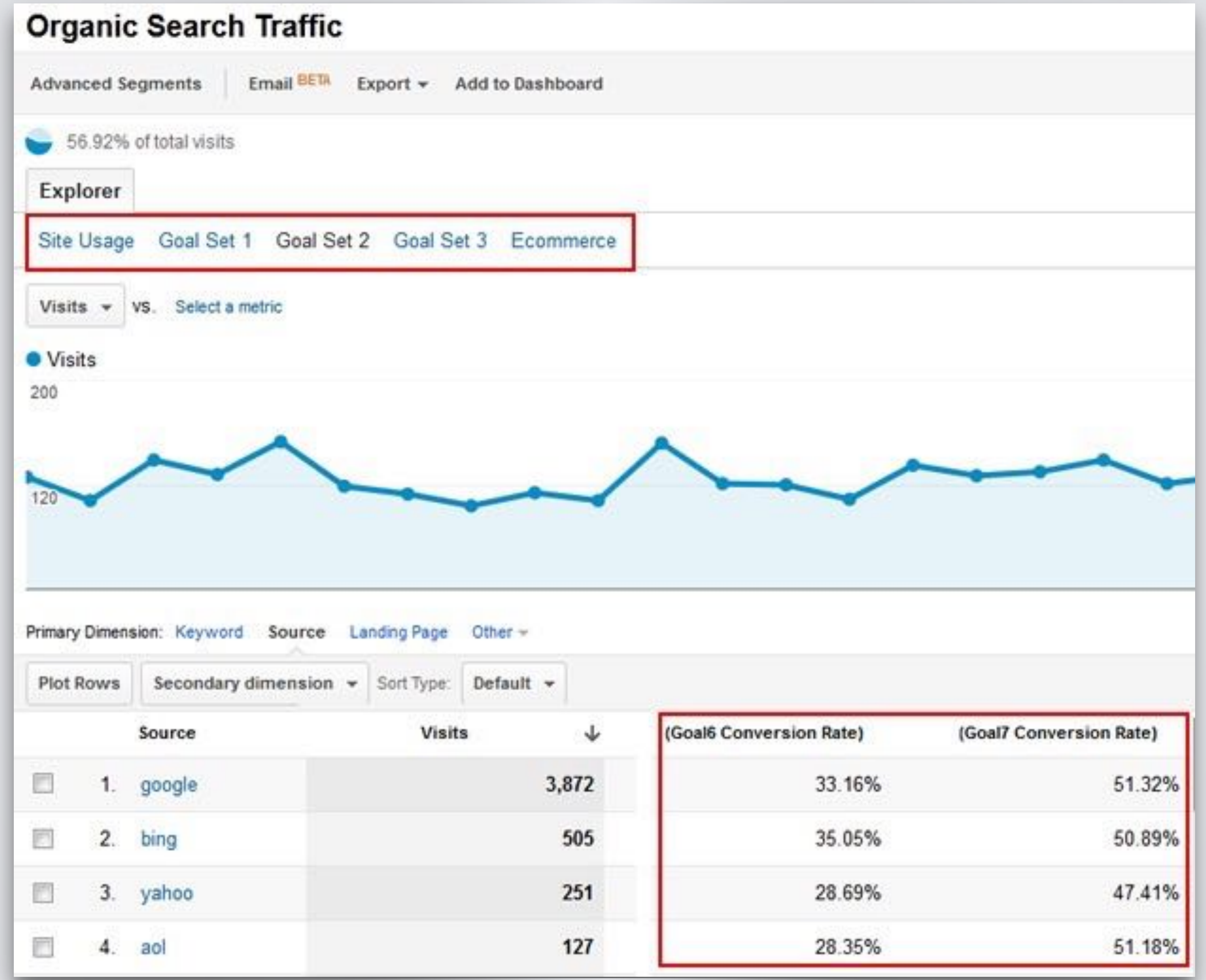
Save Cancel

Goal Value

Assign a value for each goal. This should not be your only way of tracking revenue.

Goal values can be useful when looking for the ROI on specific campaigns, referrals, social sources and more.

Conversion Rate


Organic Search Traffic
Advanced Segments
Email BETA
Export
Add to Dashboard
56.92% of total visits
Explorer
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
Ecommerce
Visits
vs.
Select a metric
Visits
200
120
Primary Dimension:
Keyword
Source
Landing Page
Other
Plot Rows
Secondary dimension
Sort Type:
Default

		Source	Visits	(Goal6 Conversion Rate)	(Goal7 Conversion Rate)
☐	1.	google	3,872	33.16%	51.32%
☐	2.	bing	505	35.05%	50.89%
☐	3.	yahoo	251	28.69%	47.41%
☐	4.	aol	127	28.35%	51.18%

CUSTOM DASHBOARDS

DATA DRIVEN
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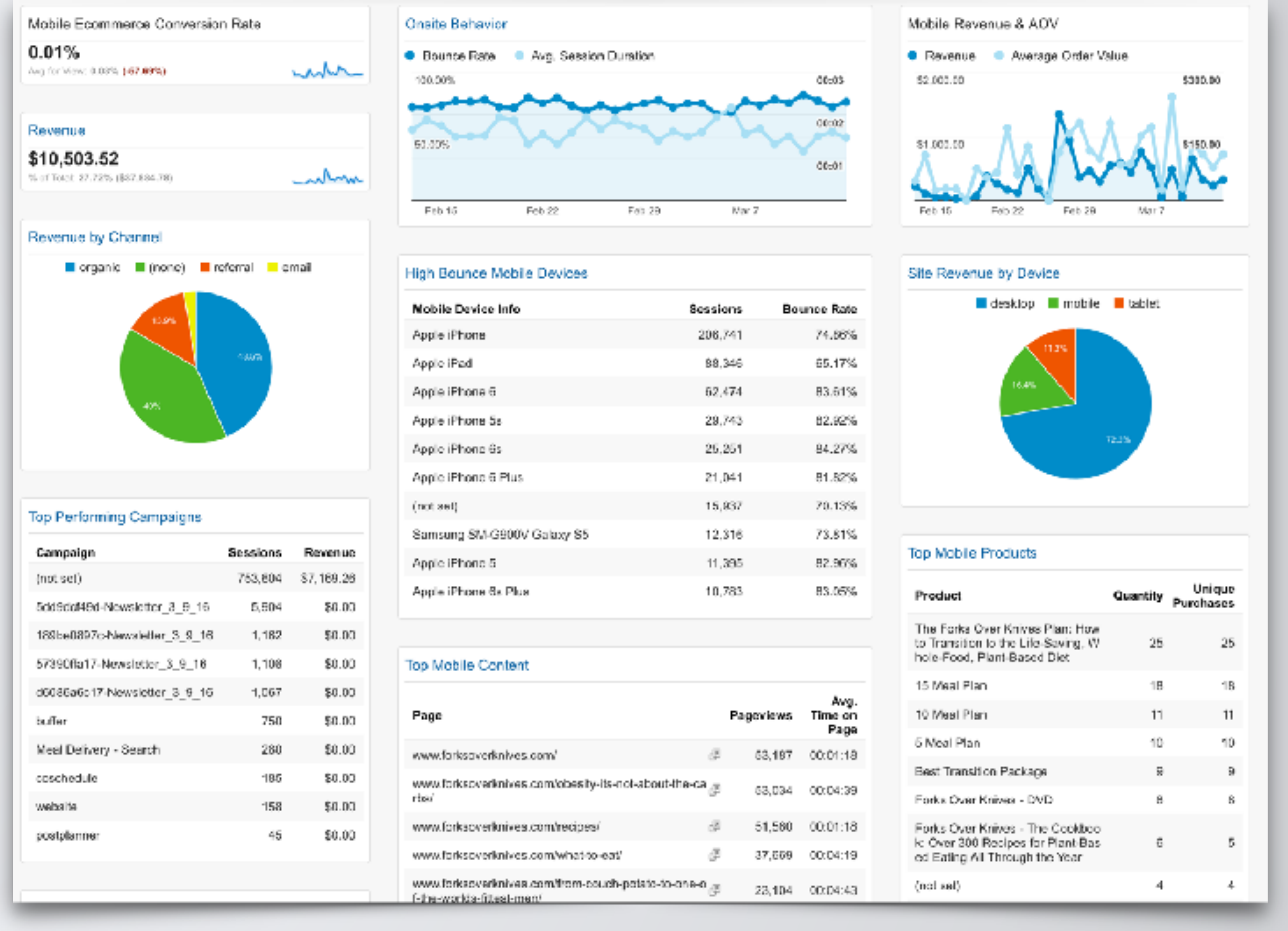
Custom Dashboards

Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. Dashboards let you monitor many metrics at once, so you can quickly check the health of your accounts or see correlations between different reports.


Onsite Behavior
Bounce Rate
Avg. Session Duration
100.00%
50.00%
00:03
00:02
00:01
Feb 15
Feb 22
Feb 29
Mar 7
Mobile Revenue & AOV
Revenue
Average Order Value
$2,000.00
$1,000.00
$300.00
$150.00
Feb 15
Feb 22
Feb 29
Mar 7
Revenue by Channel
organic
(none)
referral
email
40%
Site Revenue by Device
desktop
mobile
tablet
11.3%
16.4%
72.3%

Mobile Ecommerce Conversion Rate

0.01%

Revenue

$10,503.52

Top Performing Campaigns

Campaign	Sessions	Revenue
(not set)	753,804	$7,169.28
5dd9dd49d-Newsletter_3_9_16	5,504	$0.00
188be0897c-Newsletter_3_9_16	1,182	$0.00
57390fa17-Newsletter_3_9_16	1,108	$0.00
d0086a6c17-Newsletter_3_9_16	1,067	$0.00
buffer	750	$0.00
Meal Delivery - Search	280	$0.00
coschedule	186	$0.00
website	158	$0.00
postplanner	45	$0.00

High Bounce Mobile Devices

Mobile Device Info	Sessions	Bounce Rate
Apple iPhone	206,741	74.86%
Apple iPad	88,346	65.17%
Apple iPhone 6	62,474	83.61%
Apple iPhone 5s	28,743	82.92%
Apple iPhone 6s	26,251	84.27%
Apple iPhone 6 Plus	21,041	81.82%
(not set)	15,937	70.13%
Samsung SM-G900V Galaxy S5	12,316	73.81%
Apple iPhone 5	11,395	82.96%
Apple iPhone 6s Plus	10,783	83.06%

Top Mobile Content

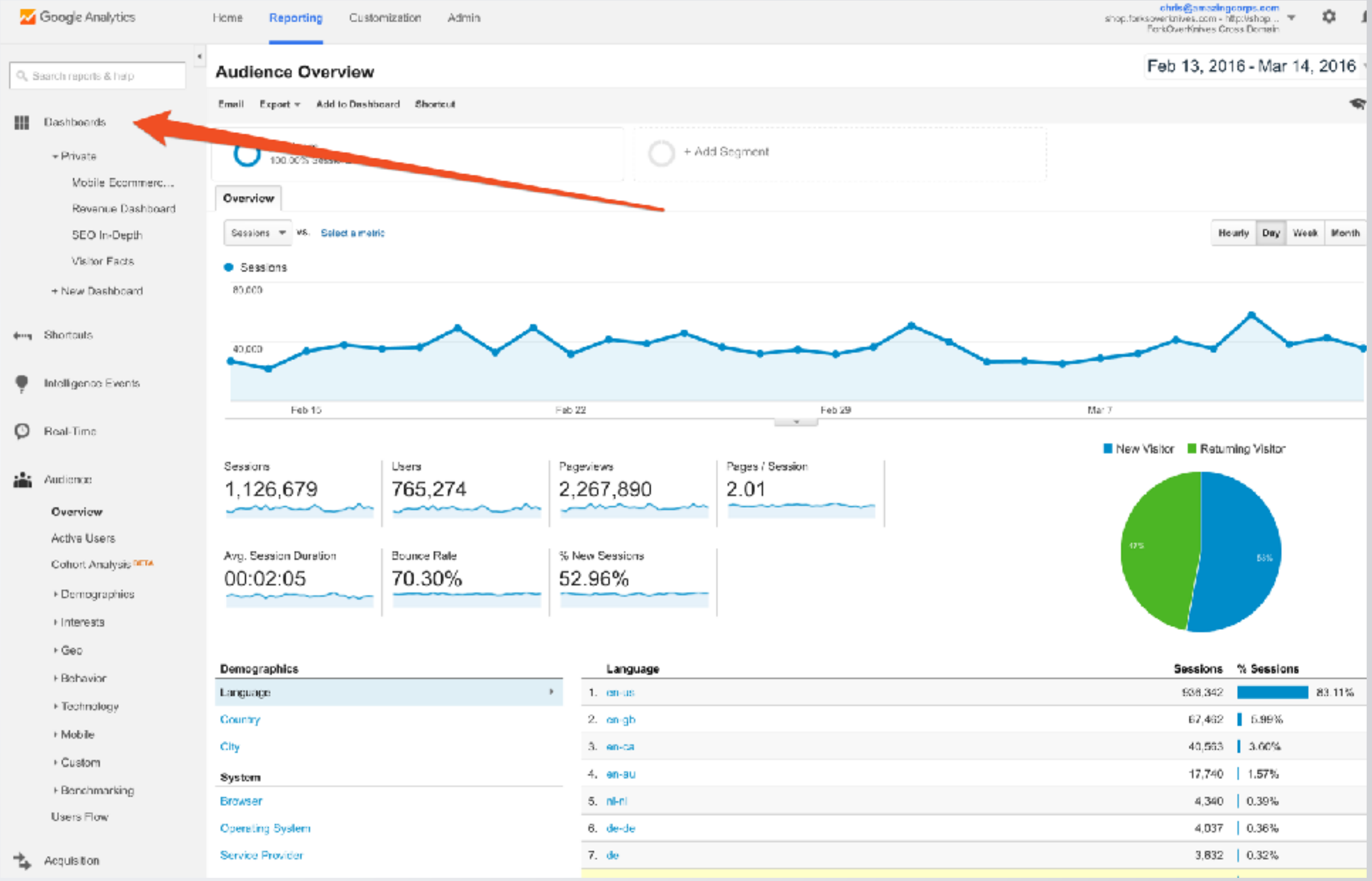
Page	Pageviews	Avg. Time on Page
www.forksoverknives.com/	63,187	00:01:18
www.forksoverknives.com/obesity-its-not-about-the-calories/	63,034	00:04:39
www.forksoverknives.com/recipes/	51,580	00:01:18
www.forksoverknives.com/what-to-eat/	37,869	00:04:19
www.forksoverknives.com/from-couch-potato-to-one-of-the-worlds-fittest-men/	23,104	00:04:43

Top Mobile Products

Product	Quantity	Unique Purchases
The Forks Over Knives Plan: How to Transition to the Life-Saving, Whole-Food, Plant-Based Diet	25	25
15 Meal Plan	18	18
10 Meal Plan	11	11
5 Meal Plan	10	10
Best Transition Package	9	9
Forks Over Knives - DVD	8	8
Forks Over Knives - The Cookbook: Over 300 Recipes for Plant-Based Eating All Through the Year	6	5
(not set)	4	4

Custom Dashboards

To access dashboards, a user needs to navigate to the property view, select the Reporting tab, and then select Dashboards.


Google Analytics
Home
Reporting
Customization
Admin
Search reports & help
Dashboards
Private
Mobile Ecommerc...
Revenue Dashboard
SEO In-Depth
Visitor Facts
+ New Dashboard
Shortcuts
Intelligence Events
Real-Time
Audience
Overview
Active Users
Cohort Analysis BETA
Demographics
Interests
Geo
Behavior
Technology
Mobile
Custom
Benchmarking
Users Flow
Acquisition
Audience Overview
Feb 13, 2016 - Mar 14, 2016
Email
Export
Add to Dashboard
Shortcut
+ Add Segment
Overview
Sessions
vs.
Select a metric
Hourly
Day
Week
Month
80,000
40,000
Feb 15
Feb 22
Feb 29
Mar 7
New Visitor
Returning Visitor
Sessions
1,126,679
Users
765,274
Pageviews
2,267,890
Pages / Session
2.01
Avg. Session Duration
00:02:05
Bounce Rate
70.30%
% New Sessions
52.96%
Demographics
Language
Country
City
System
Browser
Operating System
Service Provider
Language
Sessions
% Sessions
1. en-us
2. en-gb
3. en-ca
4. en-au
5. nl-nl
6. de-de
7. de
17,740
1.57%
4,340
0.39%
4,037
0.36%
3,832
0.32%

Custom Dashboard Examples

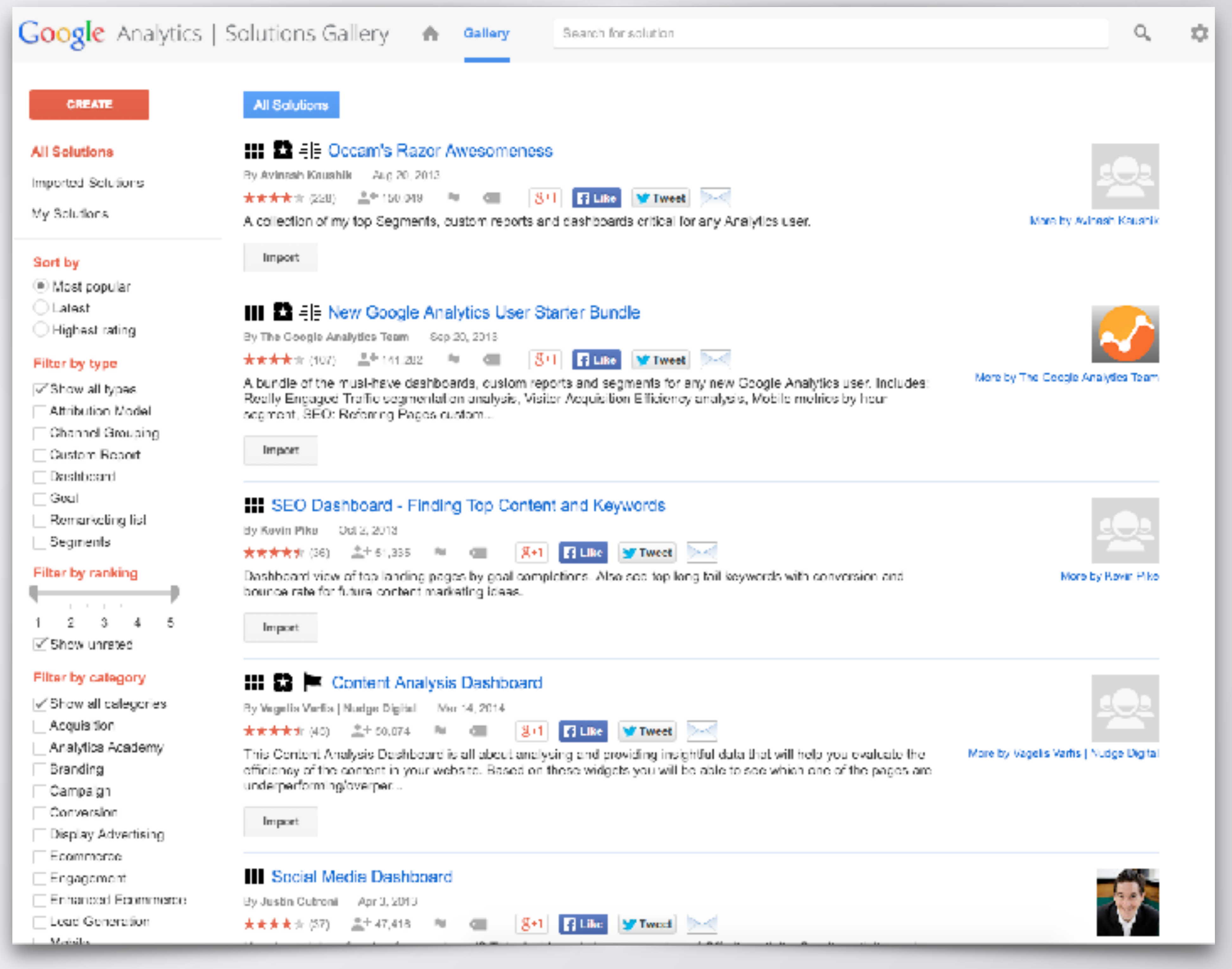
- Goals & Conversions
- Different SEO Dashboards
- Social Media Dashboard
- Visitor Facts Dashboard
- Ecommerce Dashboard
- Mobile Dashboard

Google Analytics Solutions Gallery

Pre-Built items that can be imported to your Google Analytics account.

- Segments
- Dashboards
- Custom Reports
- Goals
- And More

Google.com/Analytics/Gallery


Google Analytics | Solutions Gallery
Gallery
Search for solution
CREATE
All Solutions
Imported Solutions
My Solutions
Sort by
● Most popular
○ Latest
○ Highest rating
Filter by type
☑ Show all types
☐ Attribution Model
☐ Channel Grouping
☐ Custom Report
☐ Dashboard
☐ Goal
☐ Remarketing list
☐ Segments
Filter by ranking
1 2 3 4 5
☑ Show unrated
Filter by category
☑ Show all categories
☐ Acquisition
☐ Analytics Academy
☐ Branding
☐ Campaign
☐ Conversion
☐ Display Advertising
☐ Ecommerce
☐ Engagement
☐ Enhanced Ecommerce
☐ Lead Generation
All Solutions
Import
Like
Tweet

Occam's Razor Awesomeness
By Avinash Kaushik Aug 20, 2013
A collection of my top Segments, custom reports and dashboards critical for any Analytics user.
More by Avinash Kaushik

New Google Analytics User Starter Bundle
By The Google Analytics Team Sep 20, 2013
A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...
More by The Google Analytics Team

SEO Dashboard - Finding Top Content and Keywords
By Kevin Pike Oct 2, 2013
Dashboard view of top landing pages by goal completions. Also see top long tail keywords with conversion and bounce rate for future content marketing ideas.
More by Kevin Pike

Content Analysis Dashboard
By Vagelis Varfis | Nudge Digital Mar 14, 2014
This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on those widgets you will be able to see which one of the pages are underperforming/overper...
More by Vagelis Varfis | Nudge Digital

Social Media Dashboard
By Justin Cutroni Apr 3, 2013

TRACKING ROI WITH UTMs

DATA DRIVEN
LABS

@ChrisEdwardsCE

Know What Drove Traffic!

Without UTMs, you can already see the referral source of your traffic, but you do not know which campaign, which tweet, which email actually drove the traffic.

UTMs allow you to know exactly what is working and where to spend more marketing dollars.

DEFINITION

A UTM (Urchin Tracking Module) is a group of tags appended to the end of a URL. When these tags are appended, it allows you track the specifics of your source.

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?
utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?utm_source=google&**utm_medium=cpc**&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&**utm_content=mixpanel**&utm_term=segmentation

LET’S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

EXAMPLE

http://cesquared.com/?utm_source=google&utm_medium=cpc&utm_campaign=product&utm_content=mixpanel&utm_term=segmentation

LET'S BREAK IT DOWN

Website URL: **http://cesquared.com**

Campaign Source: **google**

Campaign Medium: **cpc**

Campaign Name: **product**

Campaign Source

?utm_source=google

Suggested

This is the referrer of the traffic to your page. This is normally the website, platform or tool you posted your link on.

EXAMPLES

Google
Facebook
Twitter

Mailchimp
Outbrain
Reddit

Campaign Medium

Suggested

?utm_medium=cpc

This is the marketing medium that referred the traffic. Unlike the source, it tracks the type of traffic.

EXAMPLES

cpc
banner-ad
email
post
tweet
article-link

Campaign Name

?utm_campaign=product

Required

This acts as the identifier for a specific campaign, product or offering that you're driving traffic to.

EXAMPLES

spring-sale
social10152015
product

your promo code (25off)

Campaign Content

?utm_content=mixpanel

Optional

This is an optional part of a UTM, but allows you to easily differentiate between ads on the same channel. Good for A/B testing ad copy.

EXAMPLES

content-a

content-b

Campaign Term

?utm_term=segmentation

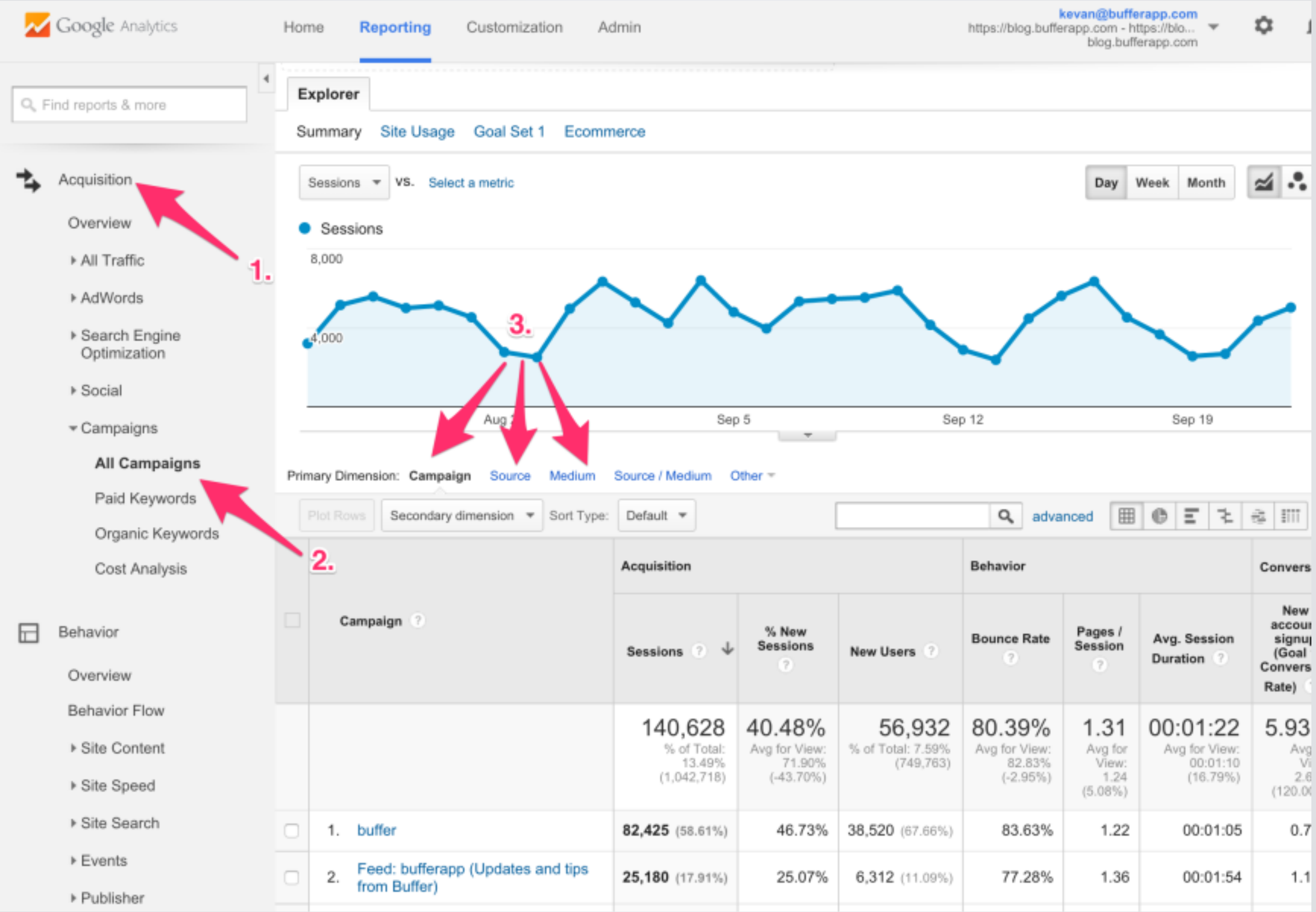
This is also an optional part of a UTM, but allows you to easily differentiate between different ad keywords.

Optional

EXAMPLES

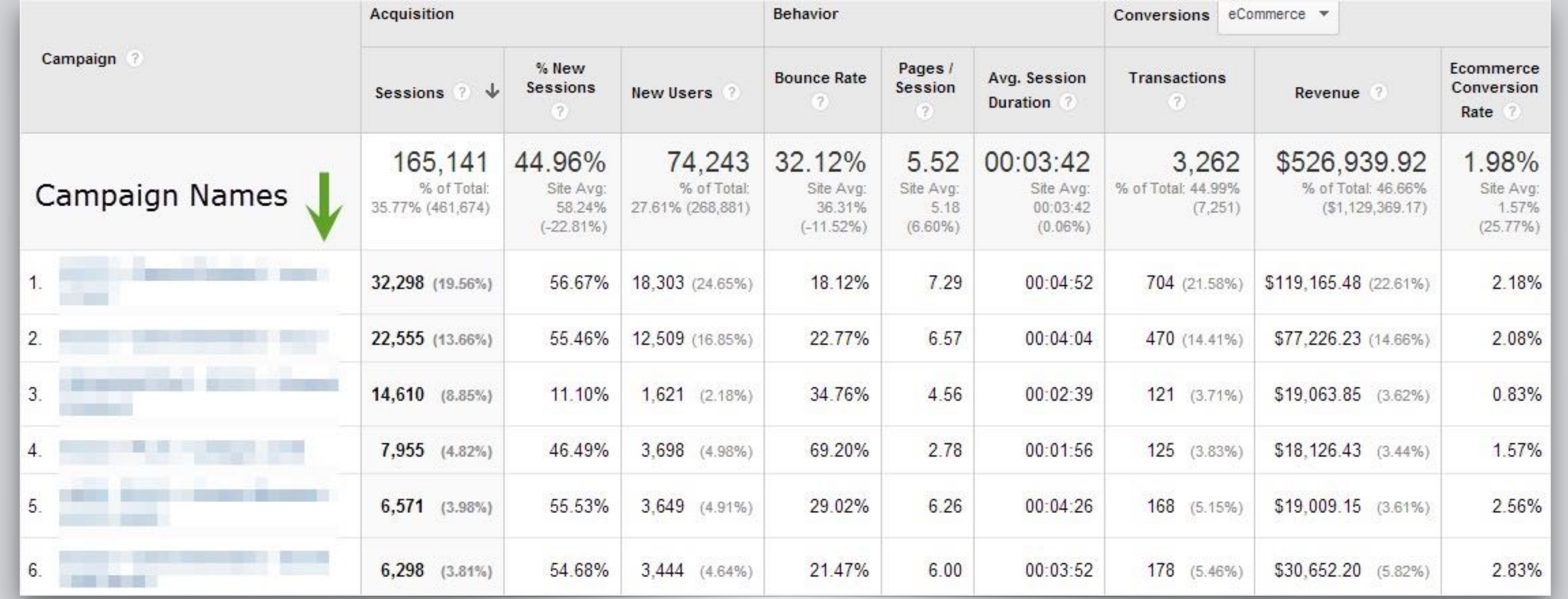
Your Key Word

See Campaign Info in Google Analytics


Google Analytics
Home
Reporting
Customization
Admin
kevan@bufferapp.com
https://blog.bufferapp.com - https://blo...
blog.bufferapp.com
Find reports & more
Acquisition
Overview
All Traffic
AdWords
Search Engine Optimization
Social
Campaigns
All Campaigns
Paid Keywords
Organic Keywords
Cost Analysis
Behavior
Overview
Behavior Flow
Site Content
Site Speed
Site Search
Events
Publisher
1.
2.
3.
Explorer
Summary
Site Usage
Goal Set 1
Ecommerce
Sessions
VS.
Select a metric
Day
Week
Month
Sessions
8,000
4,000
Aug
Sep 5
Sep 12
Sep 19
Primary Dimension: Campaign
Source
Medium
Source / Medium
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced

	Campaign	Acquisition			Behavior			Convers
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	New accou signu (Goal Convers Rate)
		140,628 % of Total: 13.49% (1,042,718)	40.48% Avg for View: 71.90% (-43.70%)	56,932 % of Total: 7.59% (749,763)	80.39% Avg for View: 82.83% (-2.95%)	1.31 Avg for View: 1.24 (5.08%)	00:01:22 Avg for View: 00:01:10 (16.79%)	5.93 Avg Vi 2.6 (120.0
☐	1. buffer	82,425 (58.61%)	46.73%	38,520 (67.66%)	83.63%	1.22	00:01:05	0.7
☐	2. Feed: bufferapp (Updates and tips from Buffer)	25,180 (17.91%)	25.07%	6,312 (11.09%)	77.28%	1.36	00:01:54	1.1

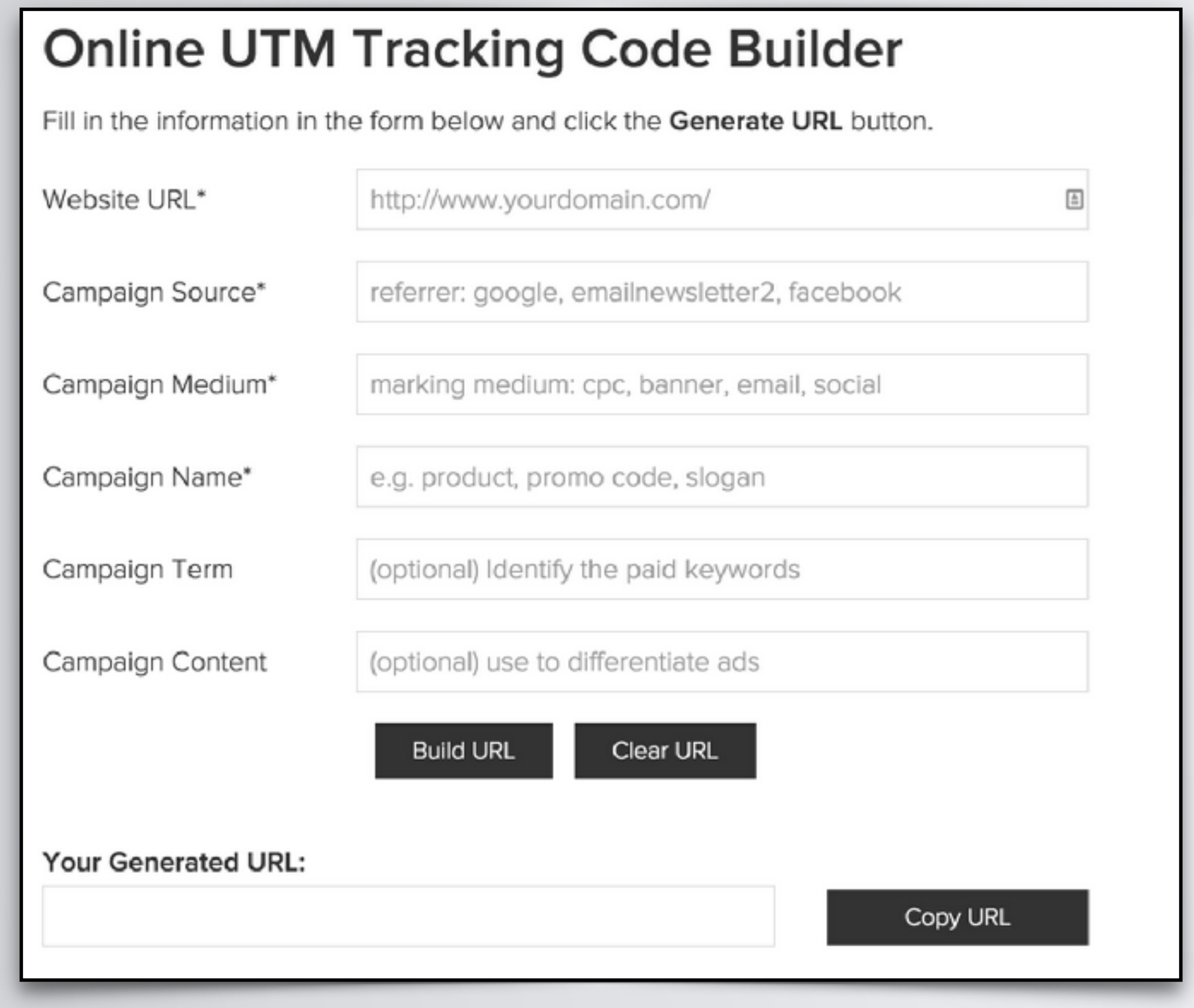
See Campaign Info in Google Analytics



Campaign	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Campaign Names	165,141 % of Total: 35.77% (461,674)	44.96% Site Avg: 58.24% (-22.81%)	74,243 % of Total: 27.61% (268,881)	32.12% Site Avg: 36.31% (-11.52%)	5.52 Site Avg: 5.18 (6.60%)	00:03:42 Site Avg: 00:03:42 (0.06%)	3,262 % of Total: 44.99% (7,251)	$526,939.92 % of Total: 46.66% ($1,129,369.17)	1.98% Site Avg: 1.57% (25.77%)
1. [redacted]	32,298 (19.56%)	56.67%	18,303 (24.65%)	18.12%	7.29	00:04:52	704 (21.58%)	$119,165.48 (22.61%)	2.18%
2. [redacted]	22,555 (13.66%)	55.46%	12,509 (16.85%)	22.77%	6.57	00:04:04	470 (14.41%)	$77,226.23 (14.66%)	2.08%
3. [redacted]	14,610 (8.85%)	11.10%	1,621 (2.18%)	34.76%	4.56	00:02:39	121 (3.71%)	$19,063.85 (3.62%)	0.83%
4. [redacted]	7,955 (4.82%)	46.49%	3,698 (4.98%)	69.20%	2.78	00:01:56	125 (3.83%)	$18,126.43 (3.44%)	1.57%
5. [redacted]	6,571 (3.98%)	55.53%	3,649 (4.91%)	29.02%	6.26	00:04:26	168 (5.15%)	$19,009.15 (3.61%)	2.56%
6. [redacted]	6,298 (3.81%)	54.68%	3,444 (4.64%)	21.47%	6.00	00:03:52	178 (5.46%)	$30,652.20 (5.82%)	2.83%

Wow, Amazing! Now, how the heck to I create these “UTMs” for my campaigns?

Online UTM Builder



Online UTM Tracking Code Builder

Fill in the information in the form below and click the **Generate URL** button.

Website URL*	http://www.yourdomain.com/
Campaign Source*	referrer: google, emailnewsletter2, facebook
Campaign Medium*	marking medium: cpc, banner, email, social
Campaign Name*	e.g. product, promo code, slogan
Campaign Term	(optional) Identify the paid keywords
Campaign Content	(optional) use to differentiate ads

Your Generated URL:

Just do a Google search for an online UTM builder.

- or -

Just Visit **datadrivenlabs.io/utm**

DATA DRIVEN
LABS
SERVICES
OUR WORK
BLOG
ABOUT US
CONTACT

GOOGLE UTM BUILDER

Website URL *: Enter Full Website URL like https://www.domain.com/

Campaign Source *: Enter A Referrer Like Facebook or Newsletter

Campaign Medium: Enter A Marketing Medium Like cpc, banner or email

Campaign Name: Enter A Name To Identify Campaign

− How To Use Our UTM Builder

To use this UTM builder, simply enter your destination URL, add your campaign parameters, and copy the resulting URL. Click on the tabs below to learn more about each utm campaign parameter.

+ What Is Campaign Source?

+ What Is Campaign Medium?

+ What Is Campaign Name?

URL Shorteners

UTMs are long and ugly! Utilize URL shorteners to create easier to view URLs and shorter to type URLs.

A popular shortener services:

http://bit.ly

QUESTIONS?

Slides up for download at:

datadrivenlabs.io/wcjax18

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