TRACKING YOUR WEBSITE WITH GOOGLE ANALYTICS

CHRIS EDWARDS
Hi, I am Chris Edwards
Data Nerd & Agency Owner

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
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.
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.

```html
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||[];i[r].q=i[r].q||[];m=s.getElementsByTagName(o)[0];
m.parentNode.insertBefore(m,i)
}(window,document,'script','https://www.google-analytics.com/ga.js')

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

#### Overview

- **Users**: 5,000
- **New Users**: 2,500

#### Key Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>17,778</td>
</tr>
<tr>
<td>New Users</td>
<td>14,678</td>
</tr>
<tr>
<td>Sessions</td>
<td>21,458</td>
</tr>
<tr>
<td>Number of Sessions per User</td>
<td>1.21</td>
</tr>
<tr>
<td>Pageviews</td>
<td>88,815</td>
</tr>
<tr>
<td>Pages / Session</td>
<td>4.14</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>00:02:24</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>44.86%</td>
</tr>
</tbody>
</table>

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**Date Range**: Mar 31, 2018 - Apr 6, 2018

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**Graphs**

- **New Visitor**
- **Returning Visitor**
ACQUISITION REPORTS
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)
FILTERS & ADVANCED SEGMENTS
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 Administration View Filters](image)

**Effin Amazing / Effin Amazing - Website / All Web Site Data**

<table>
<thead>
<tr>
<th>VIEW</th>
<th>Filter Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Web Site Data</td>
<td></td>
</tr>
</tbody>
</table>

There is no data for this view.

[@ChrisEdwardsCE](https://twitter.com/ChrisEdwardsCE) #WCJAX
How To Create a Filter

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.
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.
Filter Examples

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

<table>
<thead>
<tr>
<th>Segment Name</th>
<th>Created</th>
<th>Modified</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Users</strong></td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Bounced Sessions</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Converters</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Direct Traffic</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Made a Purchase</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Mobile and Tablet Traffic</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Mobile Traffic</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>Multi-session Users</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
<tr>
<td>NaNi-Loves</td>
<td></td>
<td></td>
<td>Actions</td>
</tr>
</tbody>
</table>
Advanced Segments

[Graph showingsession, user, pageview, page/session, average session duration, and bounce rate for different traffic sources: All Users, Organic Traffic, Referral Traffic.]
Create Custom Advanced Segments

Data Driven Labs
#WCJAX @ChrisEdwardsCE
Create Custom Advanced Segments
Create Custom Advanced Segments
Other Cool Things With Advanced Segments
Other Cool Things With Advanced Segments
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
EVENT TRACKING
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

<table>
<thead>
<tr>
<th>Event Category</th>
<th>Event Action</th>
<th>Total Events</th>
<th>% Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>copy</td>
<td>5,575</td>
<td>95.19%</td>
</tr>
<tr>
<td></td>
<td>addnew</td>
<td>223</td>
<td>3.61%</td>
</tr>
<tr>
<td></td>
<td>save</td>
<td>59</td>
<td>1.01%</td>
</tr>
</tbody>
</table>

## Primary Dimension: Event Action

<table>
<thead>
<tr>
<th>Event Action</th>
<th>Total Events</th>
<th>Unique Events</th>
<th>Event Value</th>
<th>Avg. Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,634</td>
<td>1,741</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>copy</td>
<td>5,575 (98.95%)</td>
<td>1,724 (98.33%)</td>
<td>0 (0.00%)</td>
<td>0.00</td>
</tr>
<tr>
<td>save</td>
<td>59 (1.05%)</td>
<td>29 (1.66%)</td>
<td>0 (0.00%)</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Event Tracking JavaScript

Implementation

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

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

Example

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

Conversion Rate Table:

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Goal Conversion Rate</th>
<th>Goal Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. google</td>
<td>3,872</td>
<td>33.16%</td>
<td>51.32%</td>
</tr>
<tr>
<td>2. bing</td>
<td>505</td>
<td>36.05%</td>
<td>50.89%</td>
</tr>
<tr>
<td>3. yahoo</td>
<td>251</td>
<td>28.69%</td>
<td>47.41%</td>
</tr>
<tr>
<td>4. aol</td>
<td>127</td>
<td>29.35%</td>
<td>51.18%</td>
</tr>
</tbody>
</table>
CUSTOM DASHBOARDS
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.
Custom Dashboards

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

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Campaign Medium: cpc
Campaign Name: product
EXAMPLE

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LET’S BREAK IT DOWN

Website URL: http://cesquared.com
Campaign Source: google
Campaign Medium: cpc
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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`

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

?utm_medium=cpc

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

**EXAMPLES**

cpc  post
banner-ad  tweet
email  article-link
Campaign Name

`?utm_campaign=product`

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

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.

EXAMPLES

Your Key Word
See Campaign Info in Google Analytics
## See Campaign Info in Google Analytics

<table>
<thead>
<tr>
<th>Campaign Names</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
<th>eCommerce Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
<td>New Users</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>1.</td>
<td>165,141</td>
<td>44.96%</td>
<td>74,243</td>
<td>32.12%</td>
</tr>
<tr>
<td>2.</td>
<td>22,555</td>
<td>43.66%</td>
<td>12,609</td>
<td>22.77%</td>
</tr>
<tr>
<td>3.</td>
<td>14,610</td>
<td>32.12%</td>
<td>1,621</td>
<td>34.76%</td>
</tr>
<tr>
<td>4.</td>
<td>7,555</td>
<td>46.49%</td>
<td>3,698</td>
<td>59.20%</td>
</tr>
<tr>
<td>5.</td>
<td>6,571</td>
<td>36.49%</td>
<td>3,649</td>
<td>29.02%</td>
</tr>
<tr>
<td>6.</td>
<td>6,298</td>
<td>34.68%</td>
<td>3,444</td>
<td>21.47%</td>
</tr>
</tbody>
</table>
Wow, Amazing! Now, how the heck do I create these “UTMs” for my campaigns?
Online UTM Builder

Just do a Google search for an online UTM builder.

- or -

Just Visit datadrivenlabs.io/utm
GOOGLE UTM BUILDER

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.

- 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

- What Is Campaign Source?
- What Is Campaign Medium?
- What Is Campaign Name?
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/wcjx18