

Google Analytics

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官方Demo

- <https://support.google.com/analytics/answer/6367342?hl=en>

Access the demo account

To access the demo account, click the *ACCESS DEMO ACCOUNT* link at the end of this section. When you click the link:

- If you already have a Google account, you are prompted to log in to that account.
- If you do not have a Google account, you are prompted to create an account and then log in.


When you click the *ACCESS DEMO ACCOUNT* link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you do not have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [universal picker in Analytics where you select organization and account links](#).

The demo account counts against the maximum number of Analytics accounts you are permitted to create under a single Google account. The current maximum for Google Analytics Standard is 100 Analytics accounts per Google account.

You can [remove the demo account](#) at any time.

[ACCESS DEMO ACCOUNT](#) 

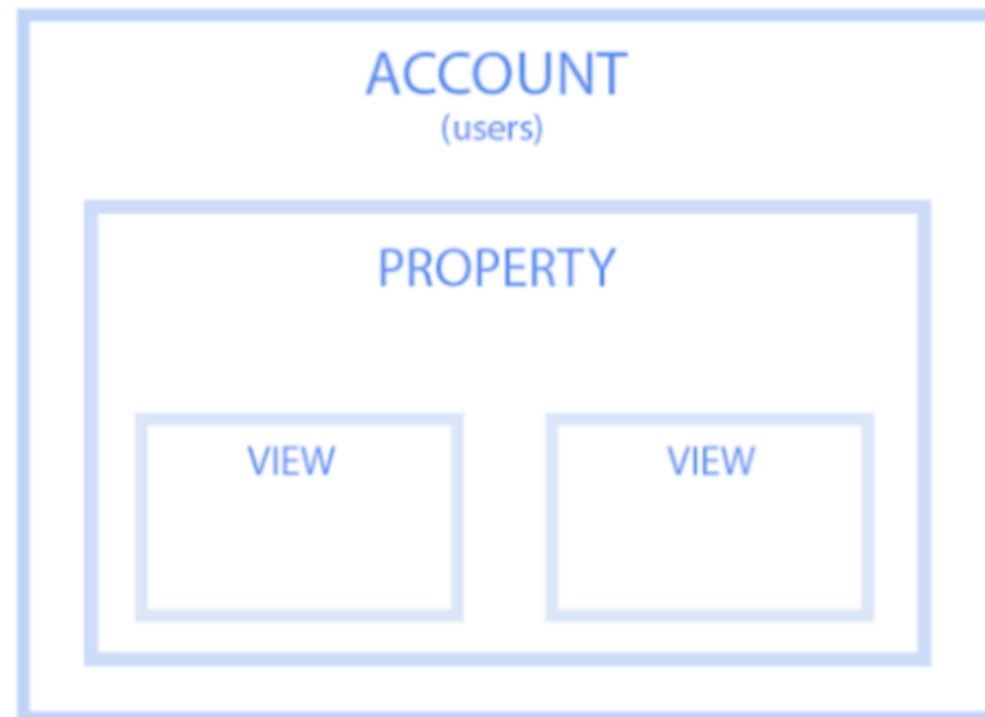
| All accounts | | |
|-------------------------------|-------------------------------------|-----------------------------|
| Analytics Accounts | Properties & Apps | Views |
| Demo Account 54516992 | Google Merchand... UA-54516992-1 | 1 Master View 92320289 |
| migua@mem853.com 133483468 | | 2 Test View 92324711 |
| | | 3 Raw Data View 90822334 |

统计原理

- browser cookies 标记新老用户
- session 理解为一次访问，默认30分过期，可自定义
- 配置 tracking code : Admin>Tracking Info

重要概念

- Account > Property > View



重要概念

- Views: A reporting **view** is the level in an Analytics account where you can access reports and analysis tools.
- Google Analytics recommend you set up at least three views: a “Raw Data” view, a “Test” view, and a “Master” view.
- 配置View：Admin > View > Create a View
- Filter: 设置数据过滤器，比如过滤掉内部数据（IP地址），应用了过滤器的view里显示的是过滤后的数据结果
- 配置Filter：Admin > Filters > Create

Goals

- 举例：完成一次购买、游戏达到某一等级、提交表单、创建帐号、下载...
- 配置Goals：Admin > Views > Goals > New Goal

☐ Template

Select a template to start with a pre-filled configuration

REVENUE

- ☐ Place an order Completed purchase or pre-order request
- ☐ Checkout complete Completed a purchase

ACQUISITION

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

INQUIRY

- ☐ View more Viewed product or service details
- ☐ Contact us Viewed phone number, directions, chat or email
- ☐ See available Checked inventory or schedule
- ☐ See deals Viewed current sales or promotions
- ☐ Read reviews Viewed reviews and ratings

ENGAGEMENT

- ☐ Compare information Compared features, products, or options
- ☐ Share / social connect Shared to a social network or emailed
- ☐ Newsletter sign up Signed up for newsletter or mailings
- ☐ Add to cart Saved product to shopping cart

☐ Smart Goal Maximum of one Smart Goal per view reached.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

☒ Custom

Type

- ☒ Destination e.g. thanks.html
- ☐ Duration e.g. 5 minutes or more
- ☐ Pages/Screens per session e.g. 3 pages
- ☐ Event e.g. played a video
- ☐ Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically improve your Google Ads bidding. [Learn more](#)

✓ Goal set-up Edit

Custom

✓ Goal description Edit

Name: *Email Sign Up*
Goal type: *Destination*

3 Goal details

Destination

Begins with ▾

/thank-you

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

Goals

Funnel optional

ON

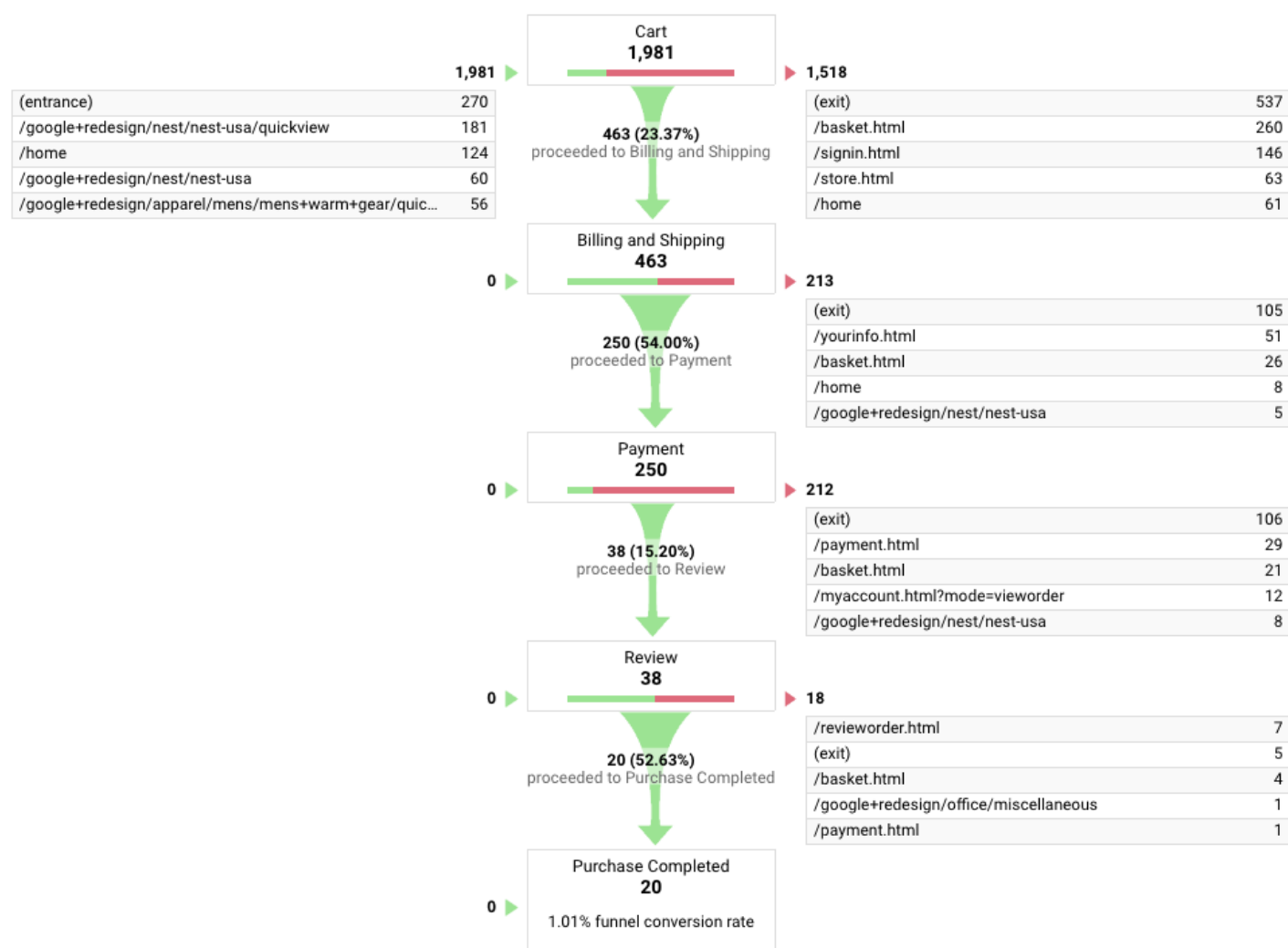
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

- (右) 设置转化漏洞
- 下面是官方demo效果

| Step | Name | Screen/Page | Required? |
|------|----------------------|---------------------|-------------------------------------|
| 1 | Cart | /basket\..html | <input checked="" type="checkbox"/> |
| 2 | Billing and Shipping | /yourinfo\..html | <input type="checkbox"/> |
| 3 | Payment | /payment\..html | <input type="checkbox"/> |
| 4 | Review | /revieworder\..html | <input type="checkbox"/> |

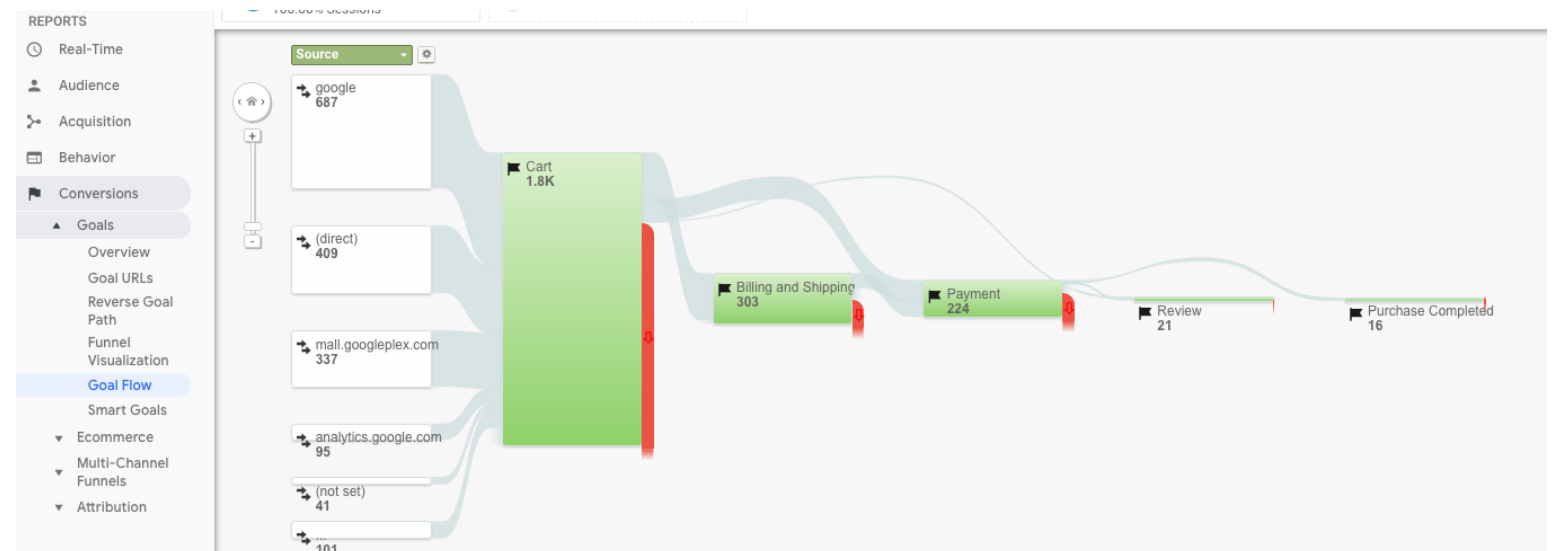
Purchase Completed

This Goal was completed in 20 sessions | 1.01% funnel conversion rate



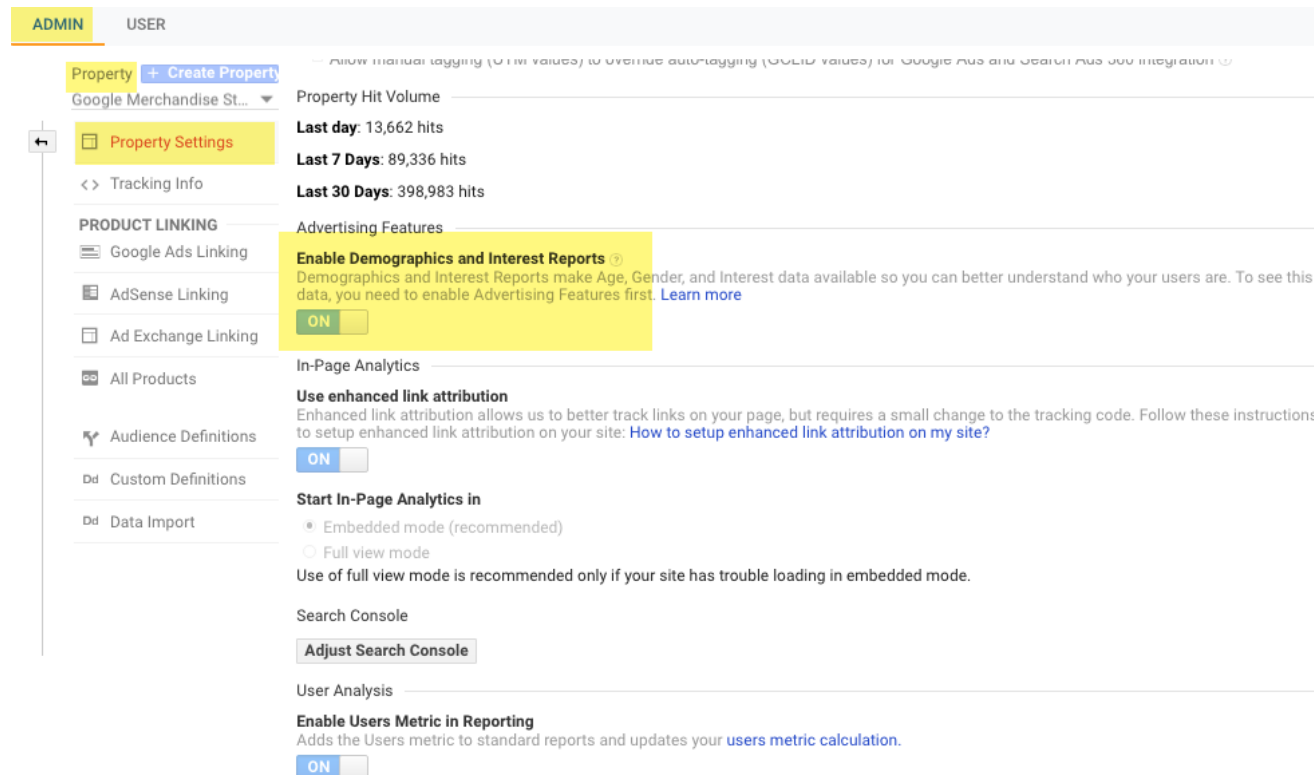
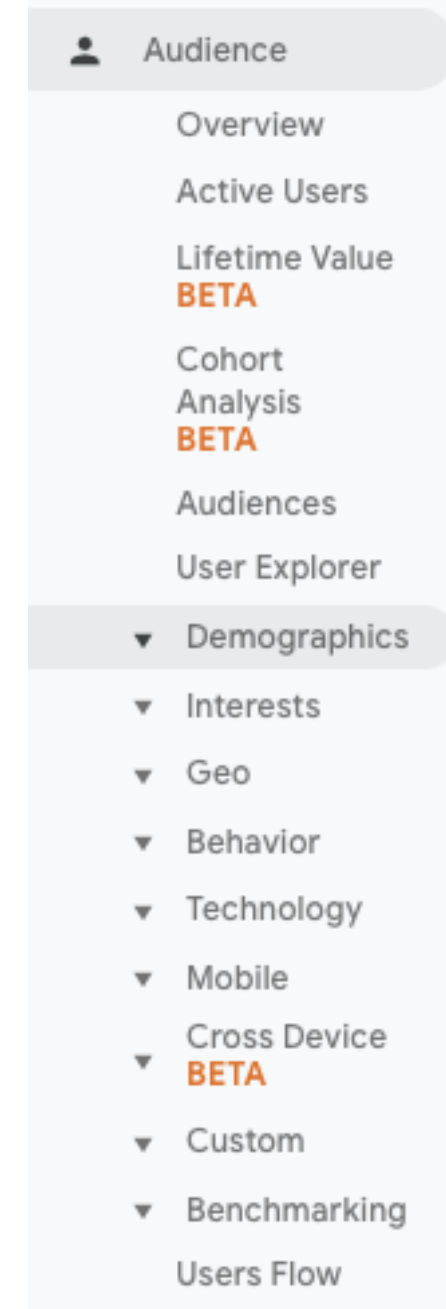
Goals

- Goals报表有这些：
- 1) Goal URLs
- 2) Reverse Goal Path
- 3) Funnel Visualization
- 4) Goal Flow Report



Key Report 1: Audience Reports

- Audience报表有这些（右图）
- 如果要统计地区性别等用户信息，设置：Admin > Property > Property Setting > Enable Advertising Features



Key Report 2:

Acquisition Reports

- Acquisition报表有这些（右图）
- channel有这些

Organic Search. 直接google搜索来的

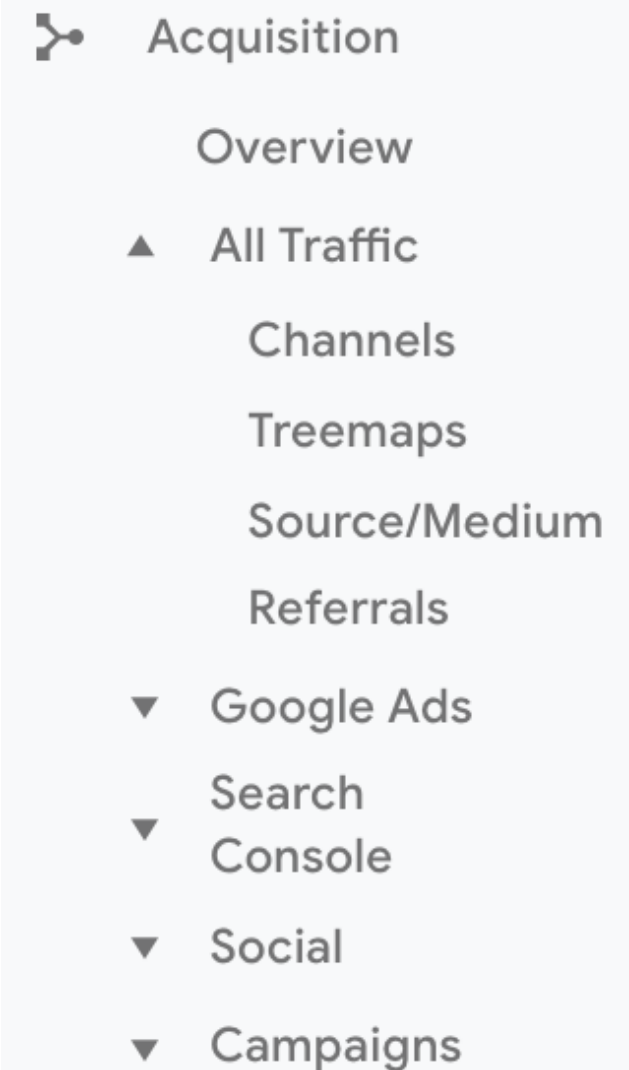
Paid Search. 通过谷歌广告来的

Direct. 直接访问

Referral. 通过别的网站的链接跳转来的

Social. 社交平台链接来的

- google ad 统计要配合谷歌广告
- search console统计要配置console tool



Key Report 3: Behavior Reports

- Behavior报表有这些（右图）

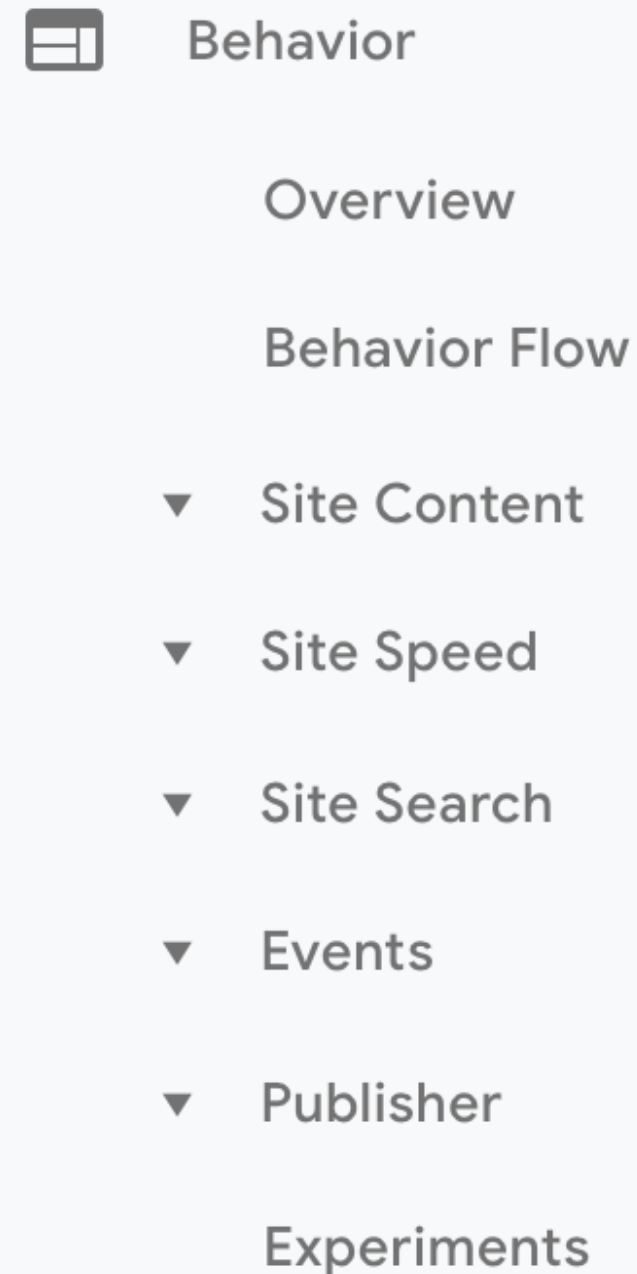
All Pages Report.

Landing Pages Report.

Exit Pages Report.

Site Speed.

Site Search.



Dashboards

- Dashboard由一个个widget组成
- 有专门的dashboard模板：
- <https://analytics.google.com/analytics/gallery/#landing/start/>

Most Popular

1. [Occam's Razor Awesomeness](#)
by Avinash Kaushik
★★★★★ +300,240
2. [New Google Analytics User Starter Bundle](#)
by The Google Analytics Team
★★★★★ +286,951
3. [Content Analysis Dashboard](#)
by Vagelis Varfis | Nudge Digital
★★★★★ +140,887
4. [SEO Dashboard - Finding Top Content and Keywords](#)
by Kevin Pike
★★★★★ +102,447
5. [Social Media Dashboard](#)
by Justin Cutroni
★★★★★ +87,324

More

Campaign

- 场景：同样是facebook的流量，过去一个月有3个运营活动分别发了不同post推广我的网站（链接都是一样的）我如何评估哪个post效果最好？
- 1) 谷歌工具，加tag：<https://ga-dev-tools.appspot.com/campaign-url-builder/>. 然后在 Acquisition All campaigns看统计结果

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`https://www.example.com/?utm_source=facebook&utm_medium=social&utm_campaign=spring_sale`

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).



Write a post... | Photo Album | Live Video

`https://www.example.com/?utm_source=facebook&utm_medium=referral&utm_campaign=spring_sale` Default: English

Language: Select · Cancel

EXAMPLE.COM
Example Domain
This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission.

Available images [Hide](#)

Photo/Video Feeling/Activ... Write Note ...

News Feed
Posts are public and show up on your Page and in search results.

☐ Your Page's Story
This type of post can't be shared to Stories

Dimension & Metric

- Dimension是数据的描述
- Metrics是数据的度量
- GA默认有的Dimension: Gender, Age, Country, City, Device, Browser, Source/Medium...
- GA默认有的Metrics: sessions, bounce rate, session duration...
- 除了默认，支持自定义。重要概念 scope: dimension 有4个scope: hit, session, user, product. metric有两个scope: hit, product.
- 当我们要创建一个自定义二维报表，所选的dimension和metric必须是同一个scope

| Region | Metric | | Acquisition | | | Behavior | | |
|--------|------------|--|---|---|--|--|-------------------------------------|--|
| | | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| | | | 27,831 % of Total: 23.58% (118,015) | 75.73% Avg for View: 70.21% (7.86%) | 21,076 % of Total: 25.44% (82,861) | 35.45% Avg for View: 31.45% (12.75%) | 1.30 Avg for View: 1.32 (-1.53%) | 00:02:57 Avg for View: 00:03:16 (-9.49%) |
| 1. | California | | 5,188 (18.64%) | 75.37% | 3,910 (18.55%) | 34.77% | 1.30 | 00:02:54 |
| 2. | New York | | 2,711 (9.74%) | 75.95% | 2,059 (9.77%) | 35.23% | 1.28 | 00:03:01 |
| 3. | Texas | | 1,792 (6.44%) | 79.07% | 1,417 (6.72%) | 35.10% | 1.29 | 00:03:00 |
| 4. | Florida | | 1,550 (5.57%) | 79.61% | 1,234 (5.86%) | 34.77% | 1.28 | 00:02:59 |

Custom Dimension

<https://developers.google.com/analytics/devguides/collection/gtagjs/custom-dims-mets>

ADMIN

USER

Property

+ Create Property

Smart F&B - 测试

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Custom Dimensions

Custom Metrics

Data Import

Add Custom Dimension

Name

Restaurant Name

Scope

Hit

Active

☒

Create

Cancel

ADMIN

USER

Property

+ Create Property

Smart F&B - 测试

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Custom Dimensions

Custom Metrics

Data Import

Created Custom Dimension

Example Codes for This Dimension

Copy the following code snippet for your platform. DO NOT FORGET to replace dimensionValue with your own.

JavaScript (gtag.js)

For instructions on how to setup custom dimensions using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var dimensionValue = 'SOME_DIMENSION_VALUE';
ga('set', 'dimension4', dimensionValue);
```

Android SDK

```
String dimensionValue = "SOME_DIMENSION_VALUE";
tracker.set(Field.customDimension(4), dimensionValue);
```

iOS SDK

```
NSString *dimensionValue = @"SOME_DIMENSION_VALUE";
[tracker set:[GAFields customDimensionForIndex:4] value:dimensionValue];
```

Done

Custom Metric

<https://developers.google.com/analytics/devguides/collection/gtagjs/custom-dims-mets>

ADMIN

USER

Property [+ Create Property](#)

Smart F&B - 测试

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Custom Dimensions

Custom Metrics

Data Import

Add Custom Metric

Name

Click Reserve

Scope

Hit

Formatting Type

Integer

Minimum Value optional

Maximum Value optional

Active

☒

Create

Cancel

ADMIN

USER

Property [+ Create Property](#)

Smart F&B - 测试

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Custom Dimensions

Custom Metrics

Data Import

Created Custom Metric

Example Codes for This Metric

Copy the following code snippet for your platform. DO NOT FORGET to replace metricValue with your own.

JavaScript (gtag.js)

For instructions on how to setup custom metrics using gtag.js, please refer to the [gtag.js developer documentation](#).

JavaScript (Only works for Universal Analytics properties)

```
var metricValue = '123';
ga('set', 'metric2', metricValue);
```

Android SDK

```
String metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
tracker.set(FIELDS.customMetric(2), metricValue);
```

iOS SDK

```
NSString *metricValue = SOME_METRIC_VALUE_SUCH_AS_123_AS_STRING;
[tracker set:[GAIFields customMetricForIndex:2] value:metricValue];
```

Done

Custom Report

Customization > Custom Reports > New Custom Report

The screenshot shows the 'Create Custom Report' interface. It includes sections for 'General Information' (Title: New Custom Report), 'Report Content' (Name: Report Tab, Type: Explorer, Metric Groups, Dimension Drilldowns), 'Filters - optional' (+ add filter), and 'Views - optional' (All views associated with this account, 1 view selected). Buttons for 'Save' and 'Cancel' are at the bottom.

又可以用别人现成的！ <https://analytics.google.com/analytics/gallery/#landing/start/>



Event Tracking

- 追踪默认追踪不了的事件，一般是点击后没有打开新页面的事情，比如加入购物车，点击筛选器等。配置完成后在 Behavior > Event 查看

Template:

onclick=”ga(‘send’, ‘event’, ‘Category’, ‘Action’, ‘Label’, ‘Value’);”

Category (Required) Typically the object or group of objects that was interacted with e.g. 'Video', 'PDF'

Action (Required) The type of interaction e.g. 'play', 'download' **Label (Optional)** Useful for summarising what the event is about e.g. 'name of video', 'name of PDF'

Value (Optional) A numeric value associated with the event e.g. '42'

•

Custom Segment

Returning Users

17.47% Users

New Users

93.42% Users

Aug 14, 2017 - Sep 12, 2017

Segment Name

Please specify segment name

Save

Cancel

Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age

☐ 18-24 ☒ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender

☒ Female ☐ Male ☐ Unknown

Language

contains

en-us

Affinity Category (reach)

contains

Sports & Fitness/Health & Fitness Buffs

In-Market Segment

contains

Other Category

contains

Location

City

contains

New York

Segment is visible in any View [Change](#)

Summary

0.17%

of users

Users

28

Sessions

47

0.24% of sessions

Demographics

Age: 25-34

Gender: female

Language: contains "en-us"

Affinity Category (reach): contains "Sports & Fitness/Health & Fitness Buffs"

City: contains "New York"