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.

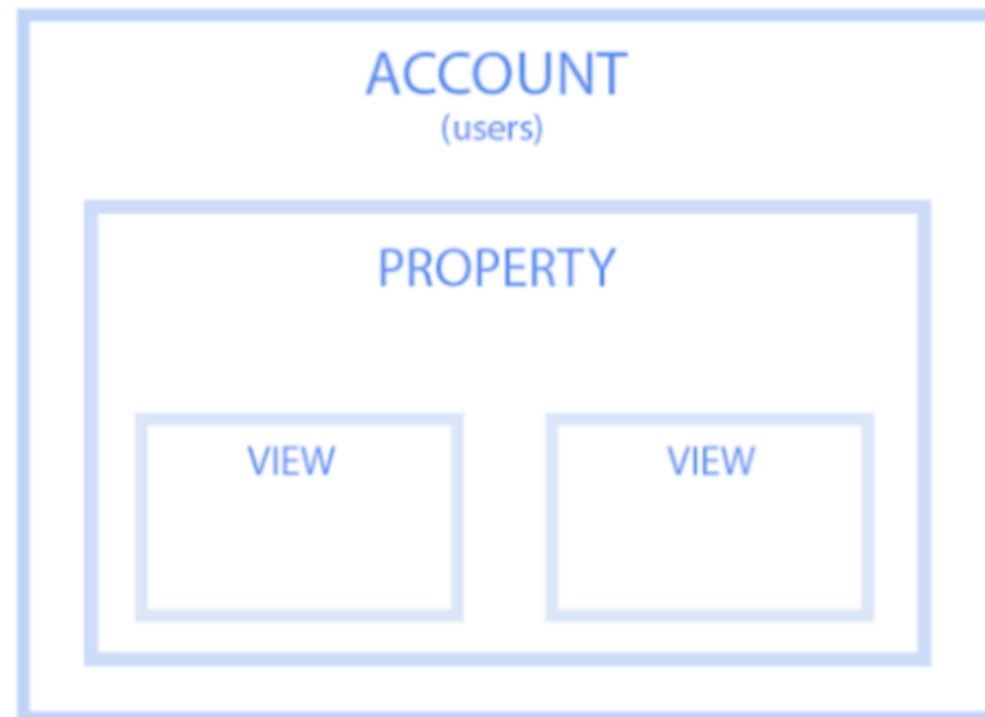You can remove the demo account at any time.

ACCESS DEMO ACCOUNT

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* fo
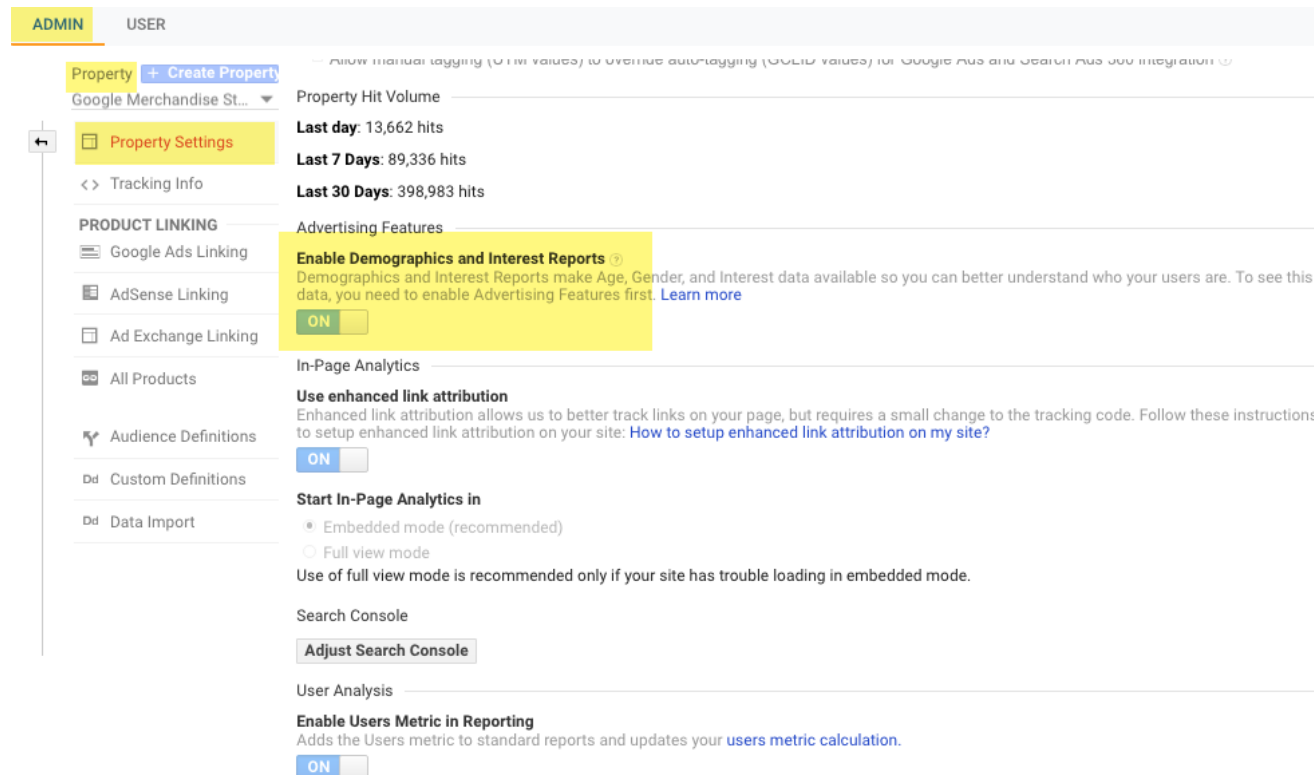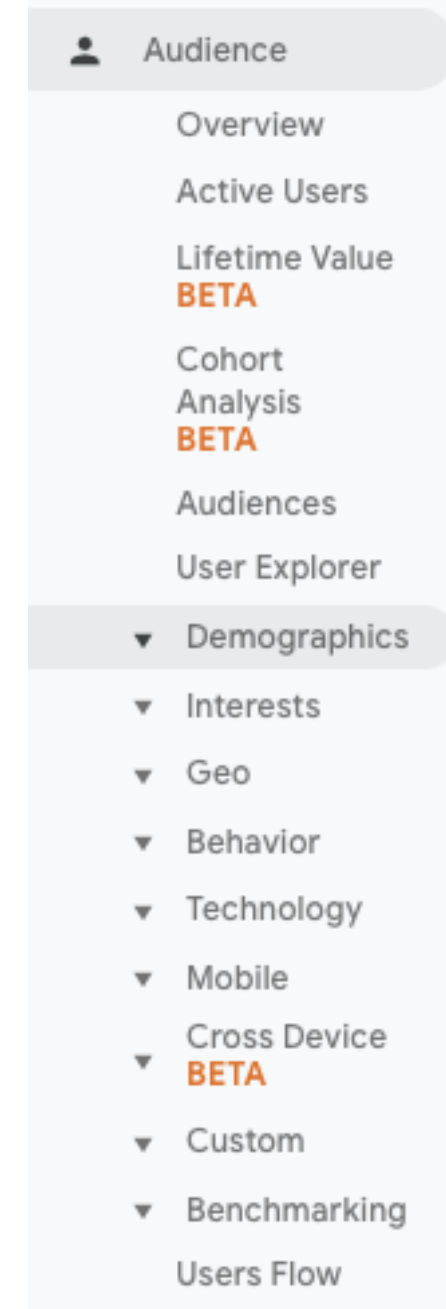
Goals

- （右）设置转化漏洞

- 下面是官方demo效果

Goals

- Goals报表有这些：

- 1) Goal URLs

- 2) Reverse Goal Path

- 3) Funnel Visualization

- 4) Goal Flow Report
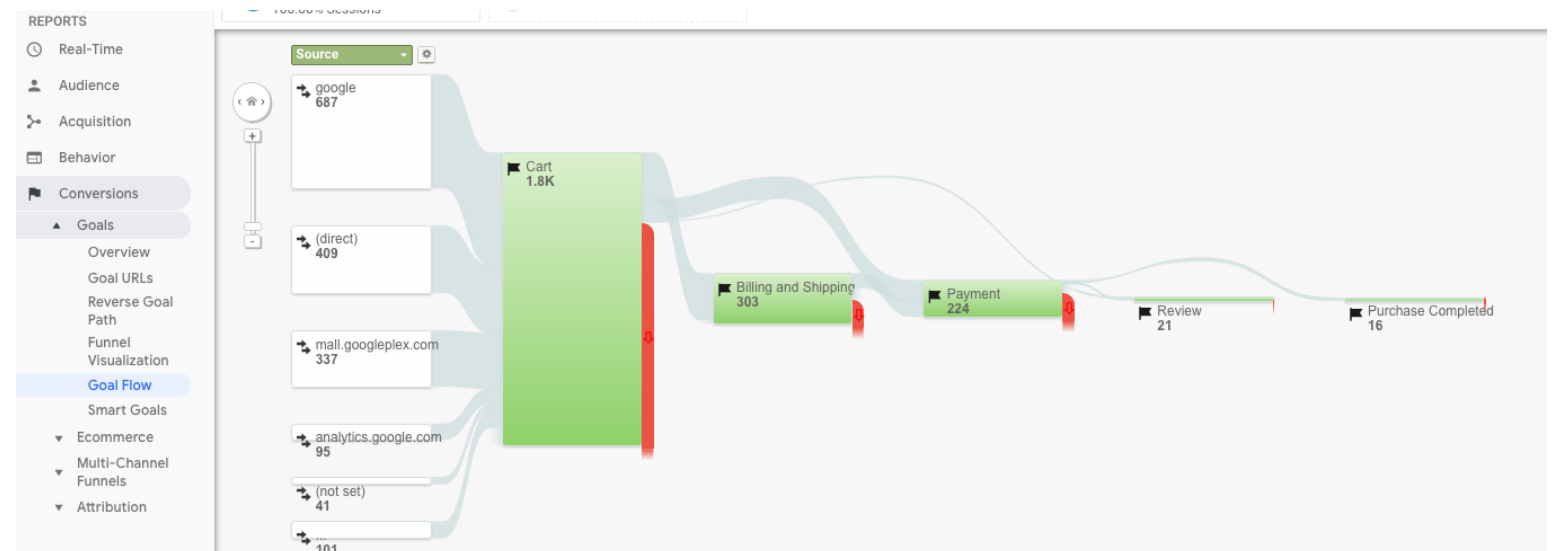
Key Report 1: Audience Reports

- 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）
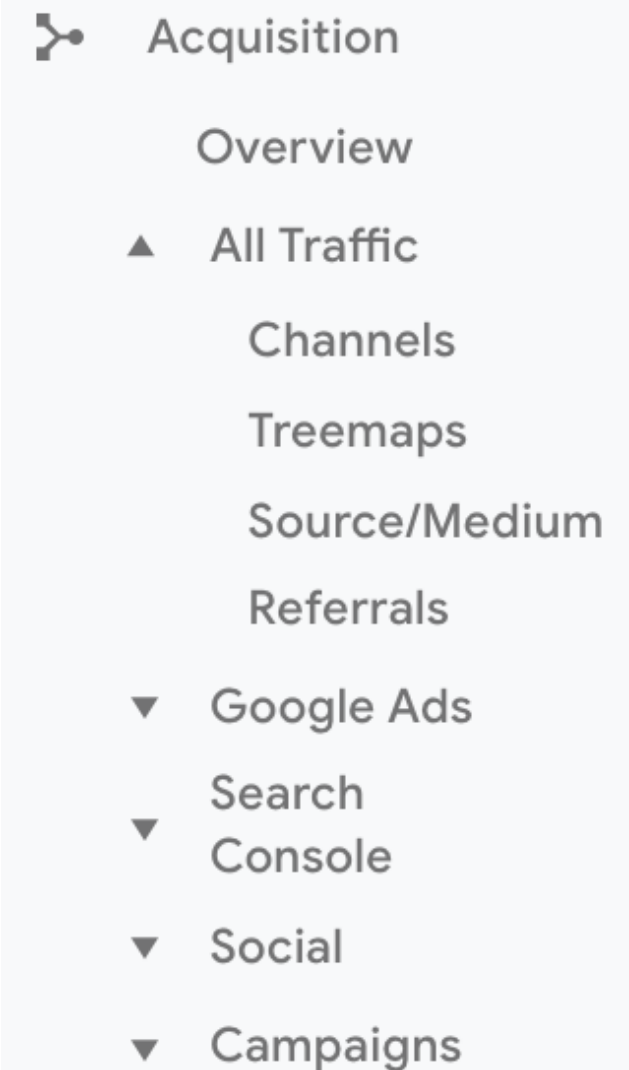
- channel有这些

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<u>console tool</u>

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.
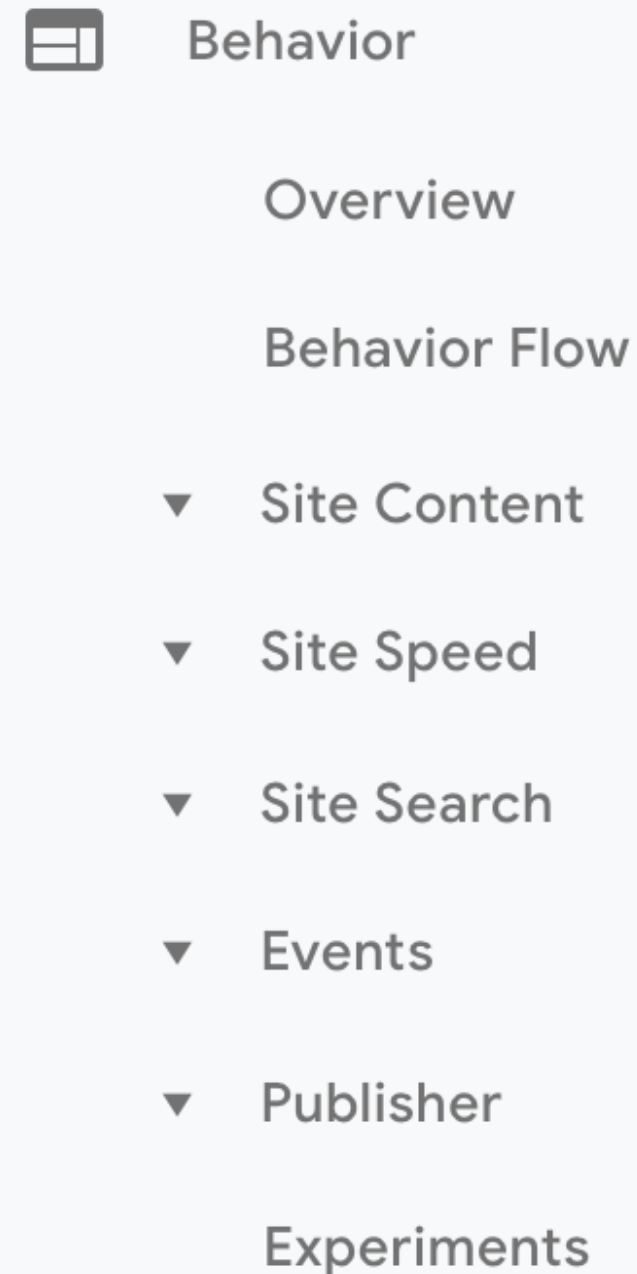
Dashboards

- 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 campaings看统计结果

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

Custom Dimension

Custom Metric

Custom Report

Customization > Custom Reports > New Custom Report

又可以用別人現成的！ 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